

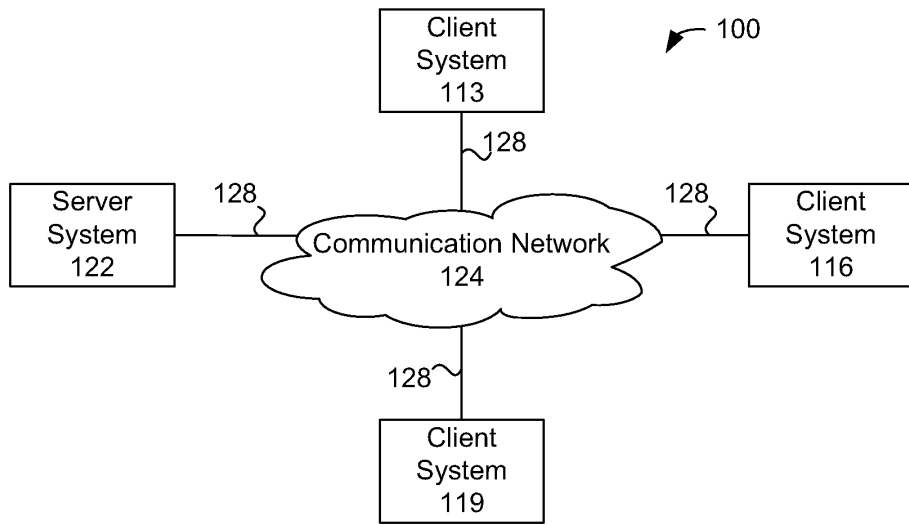


Figure 1

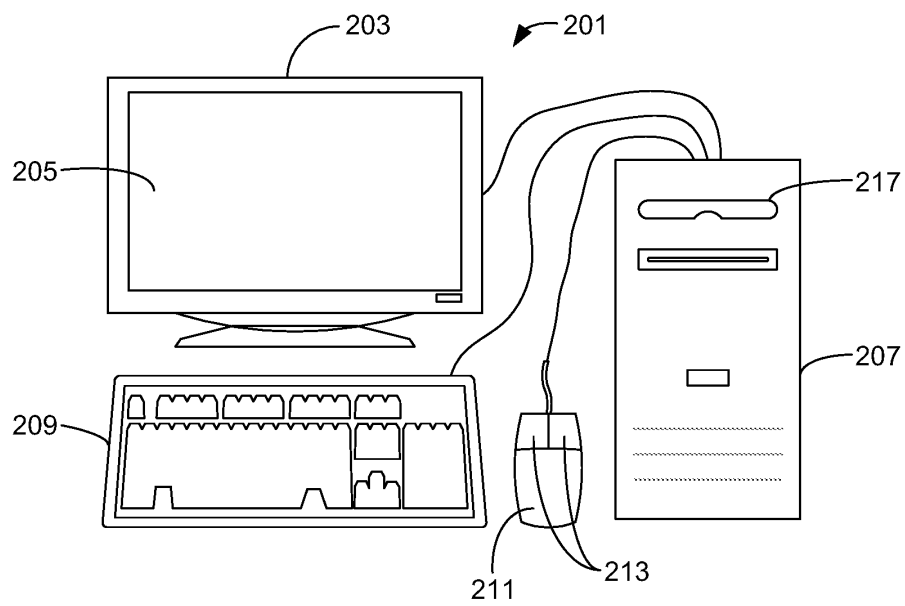


Figure 2

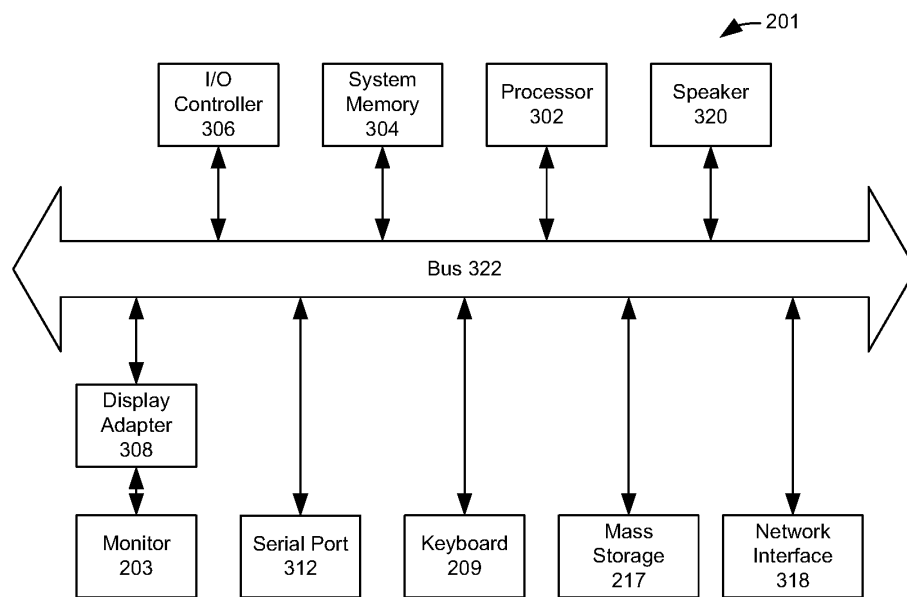


Figure 3

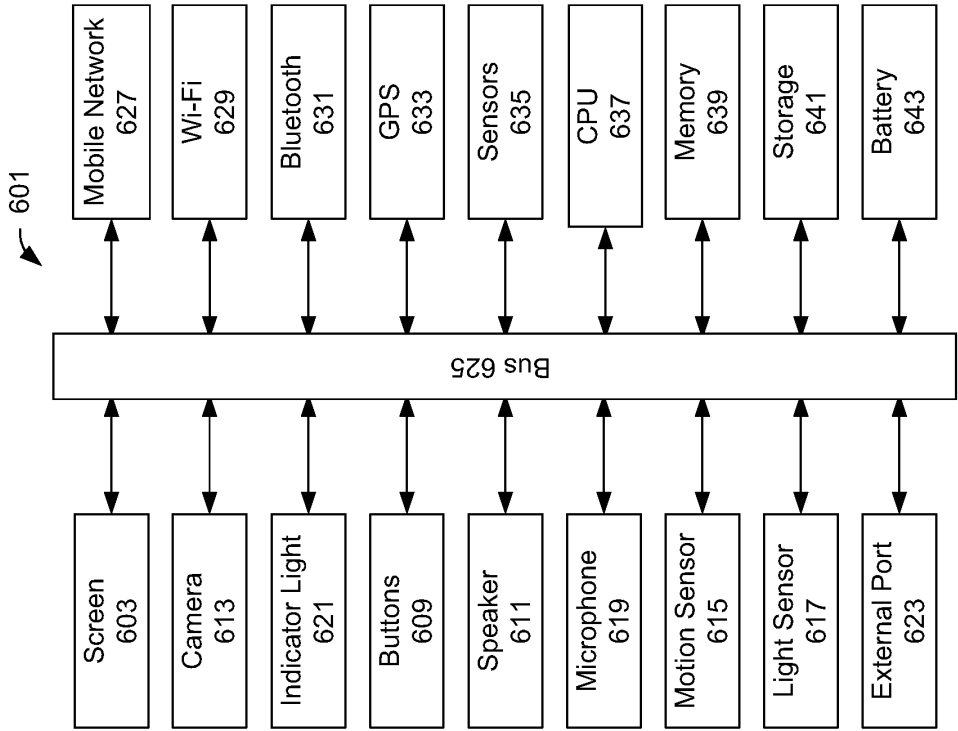


Figure 6

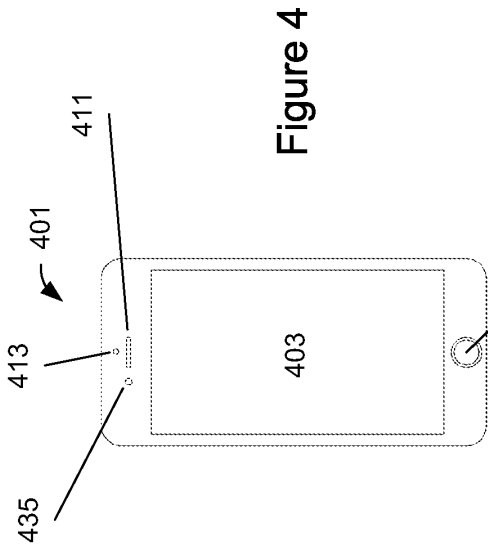


Figure 4

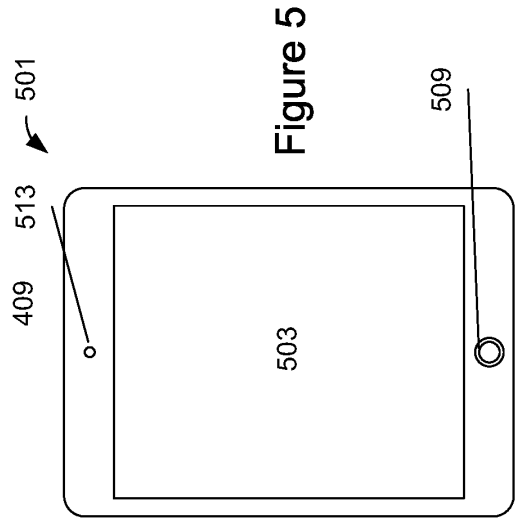


Figure 5

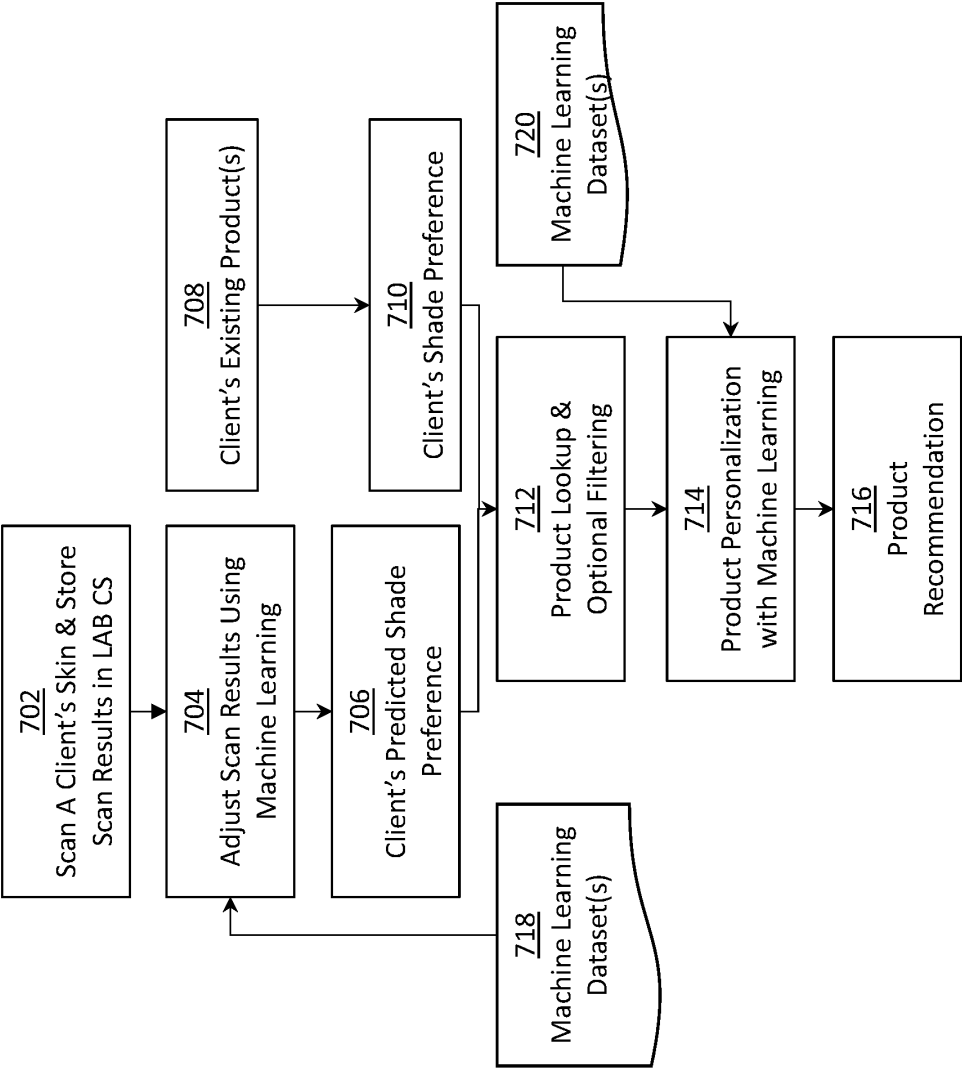


FIG. 7

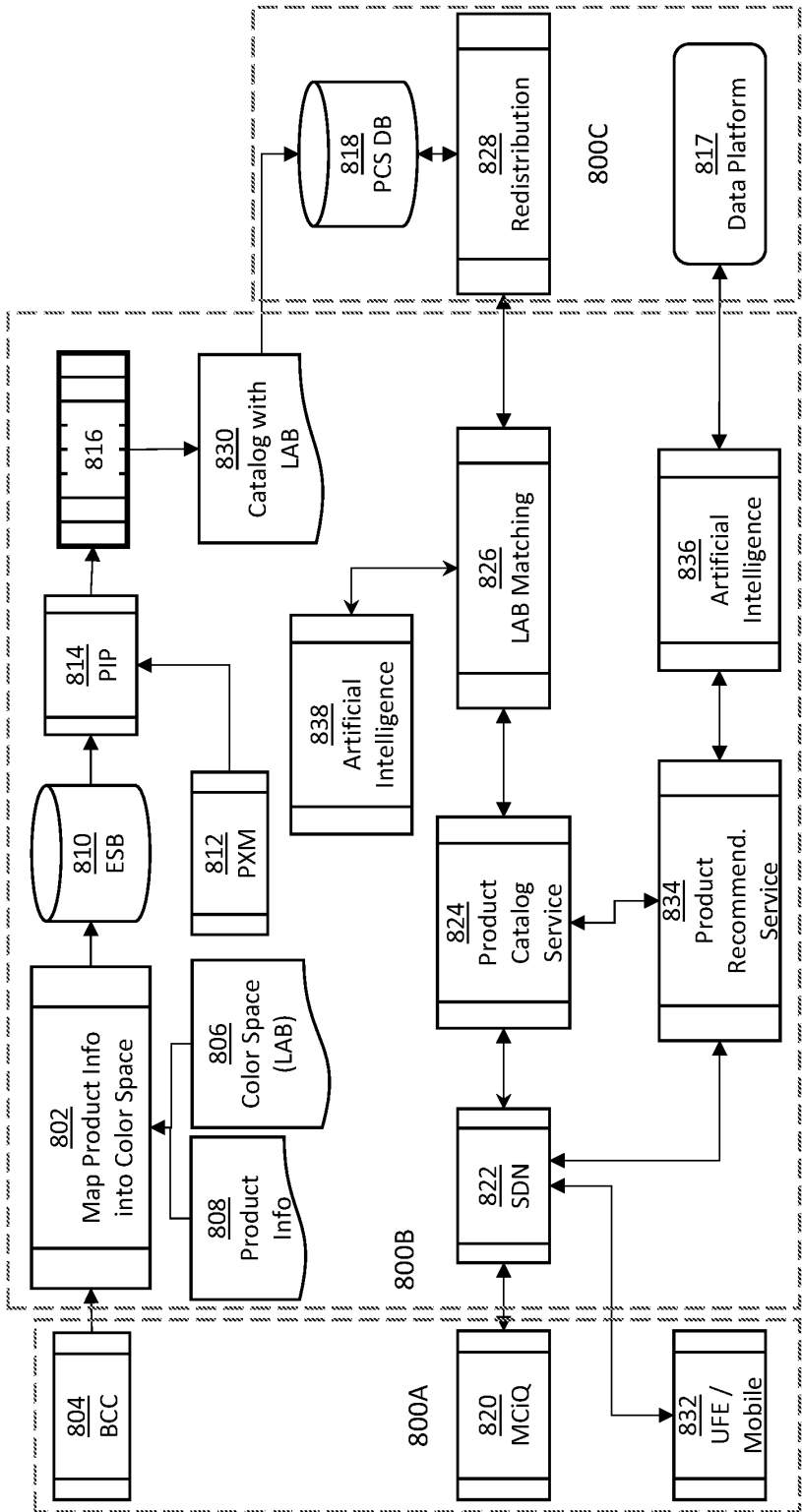


FIG. 8A

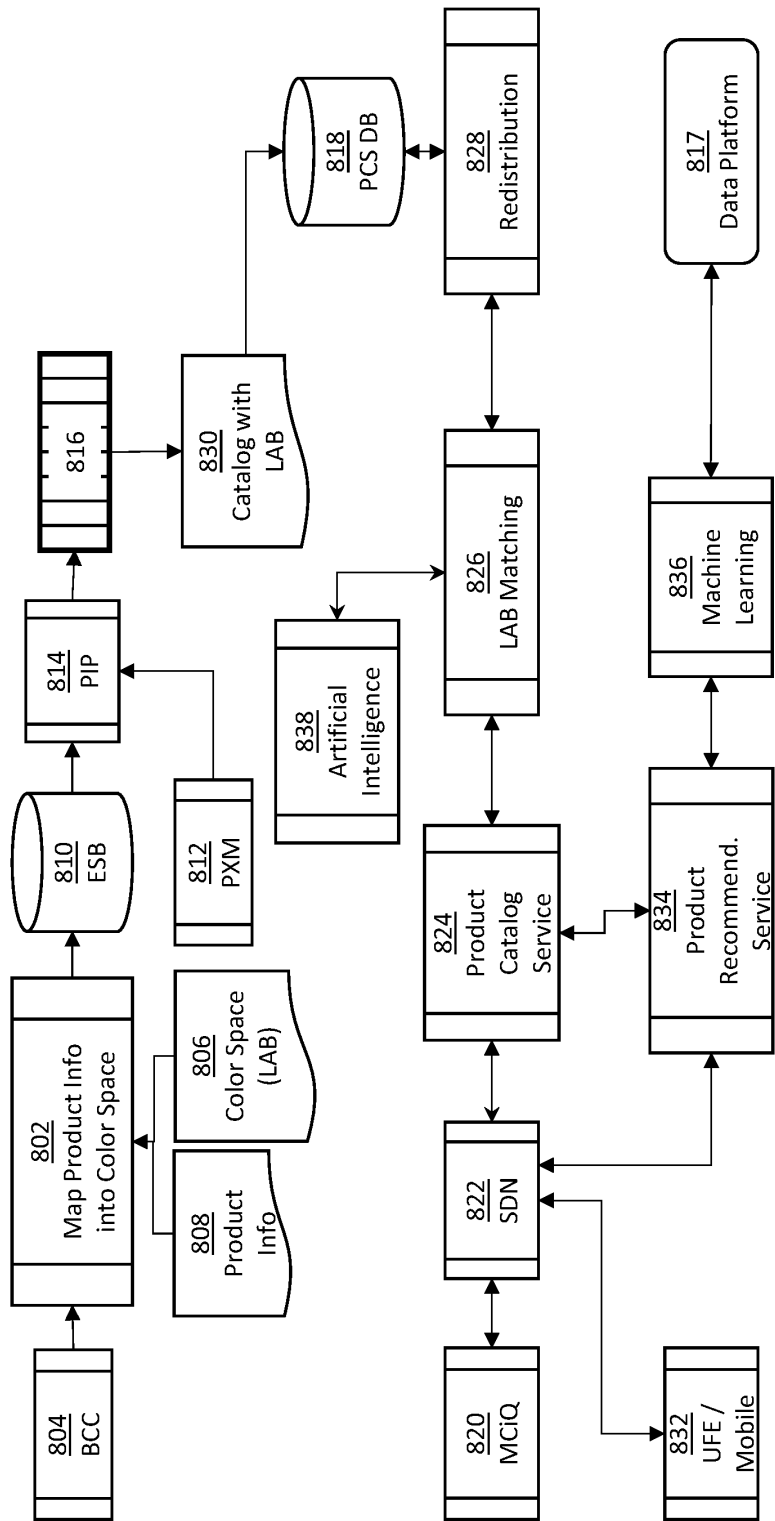


FIG. 8B

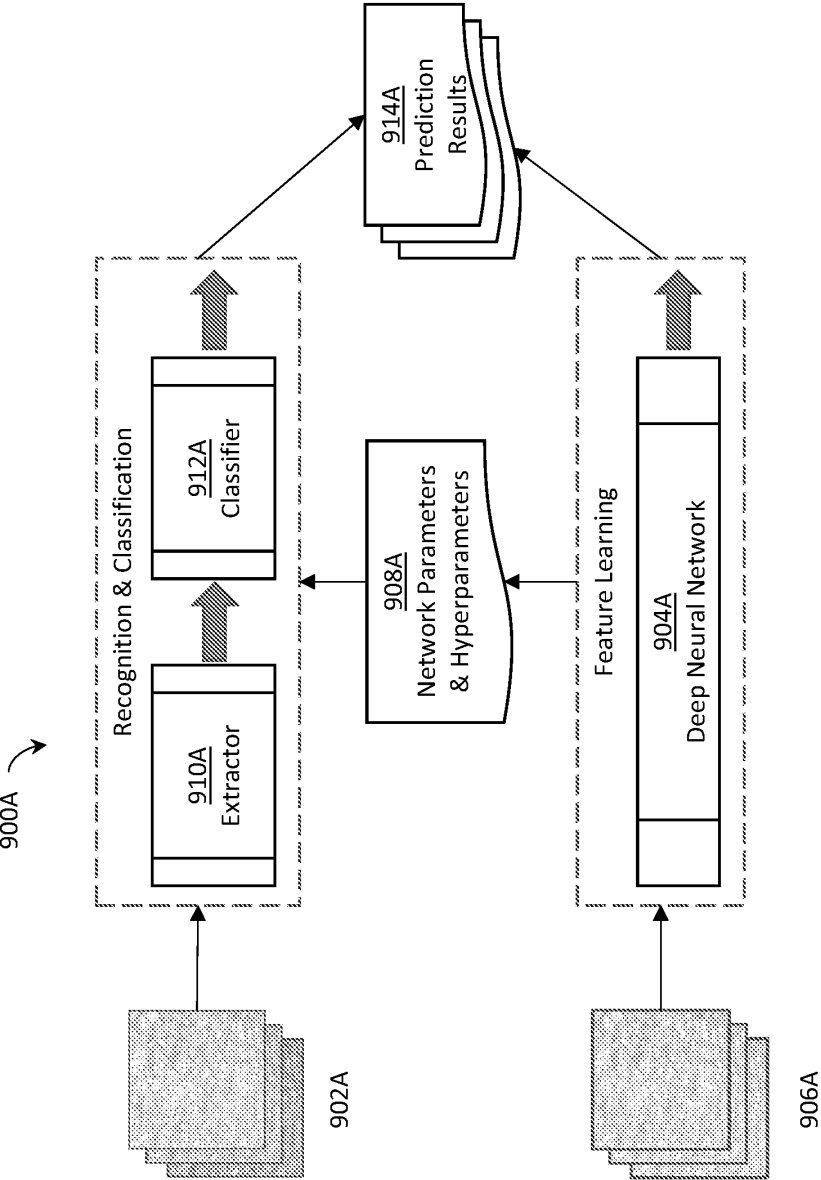


FIG. 9A

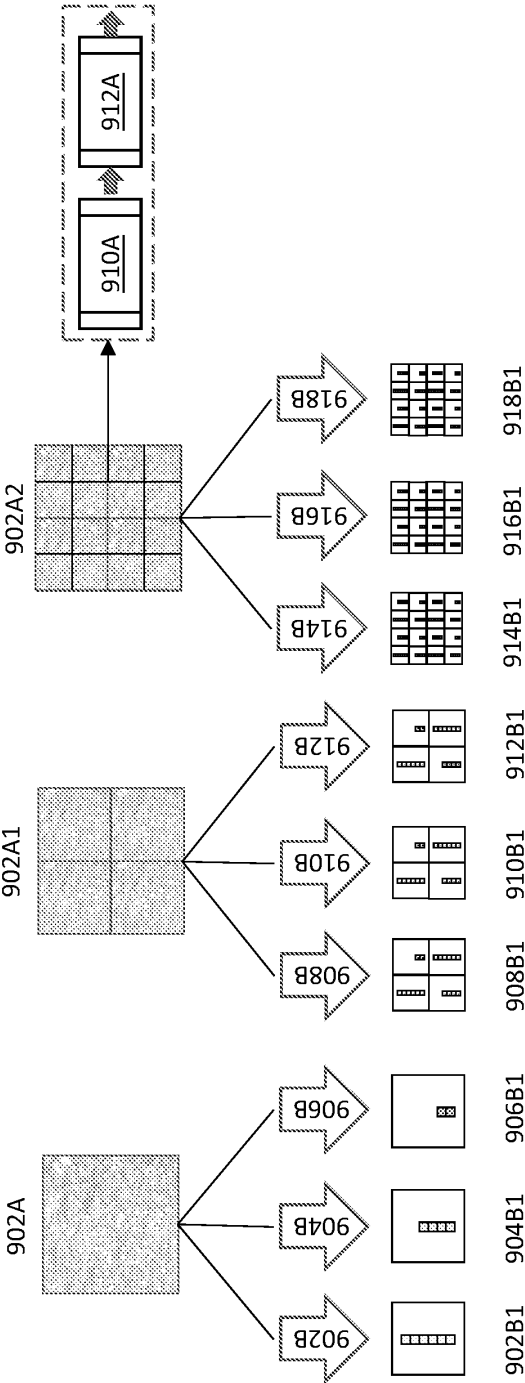


FIG. 9B

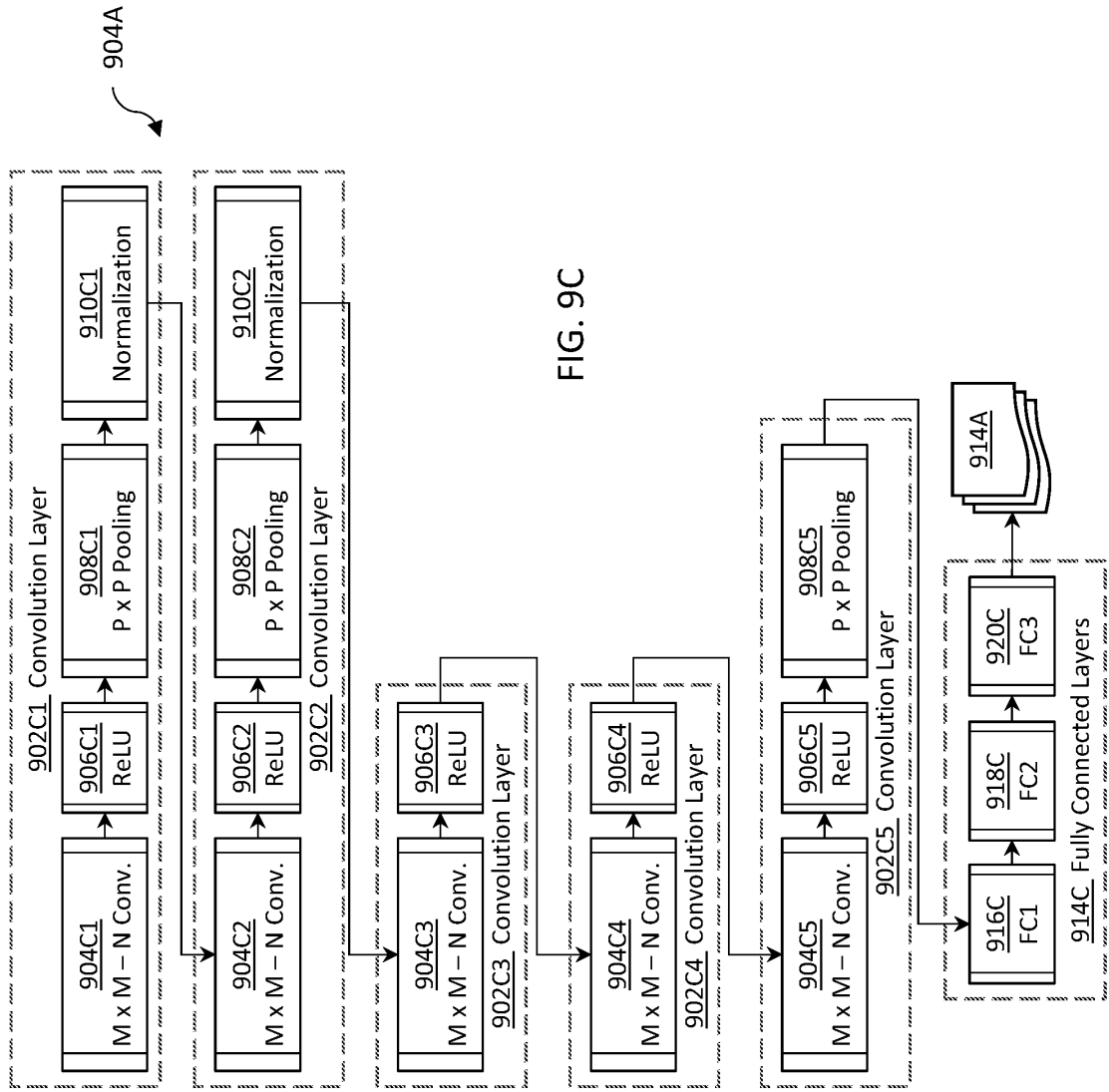


FIG. 9C

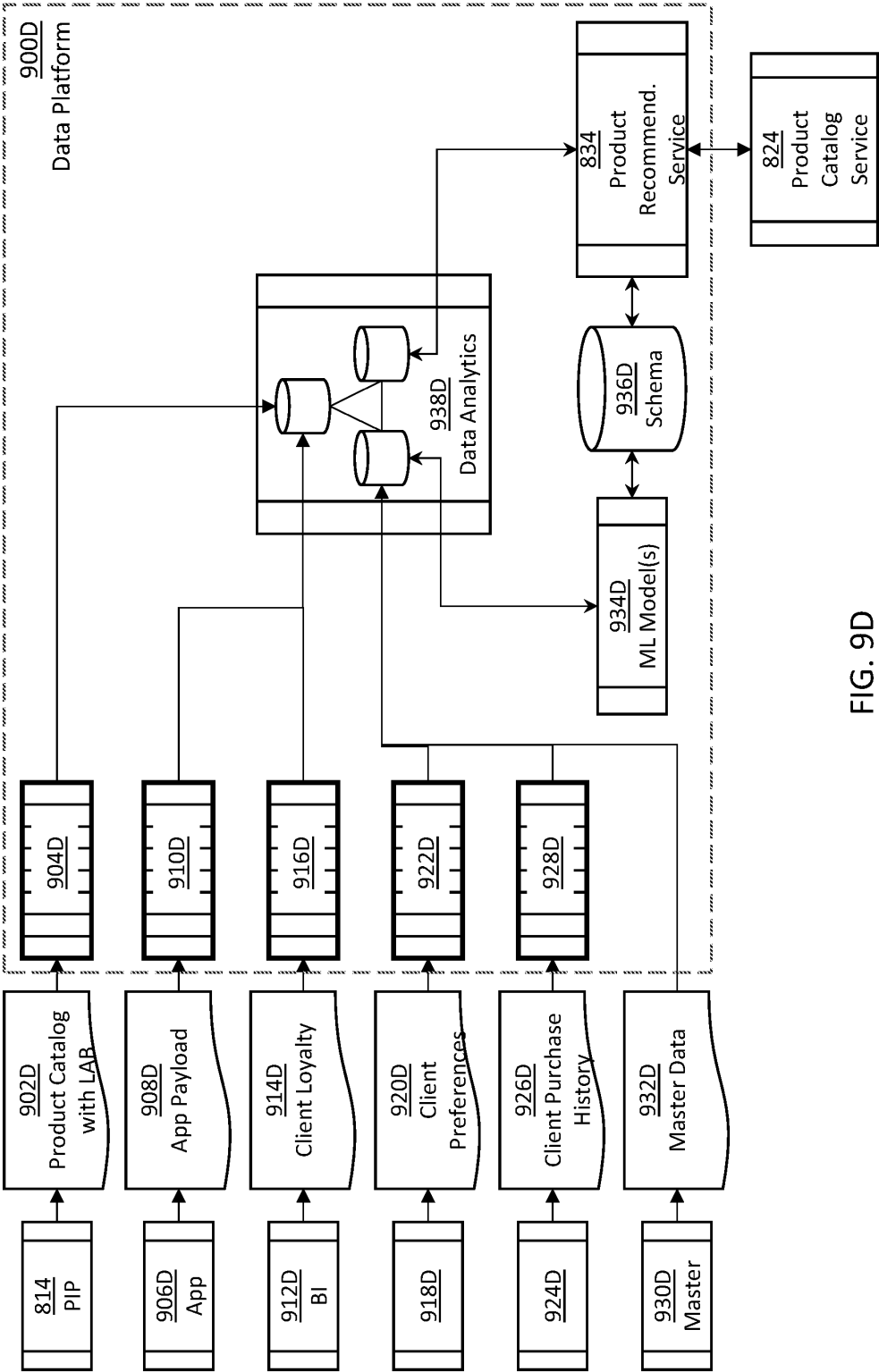


FIG. 9D

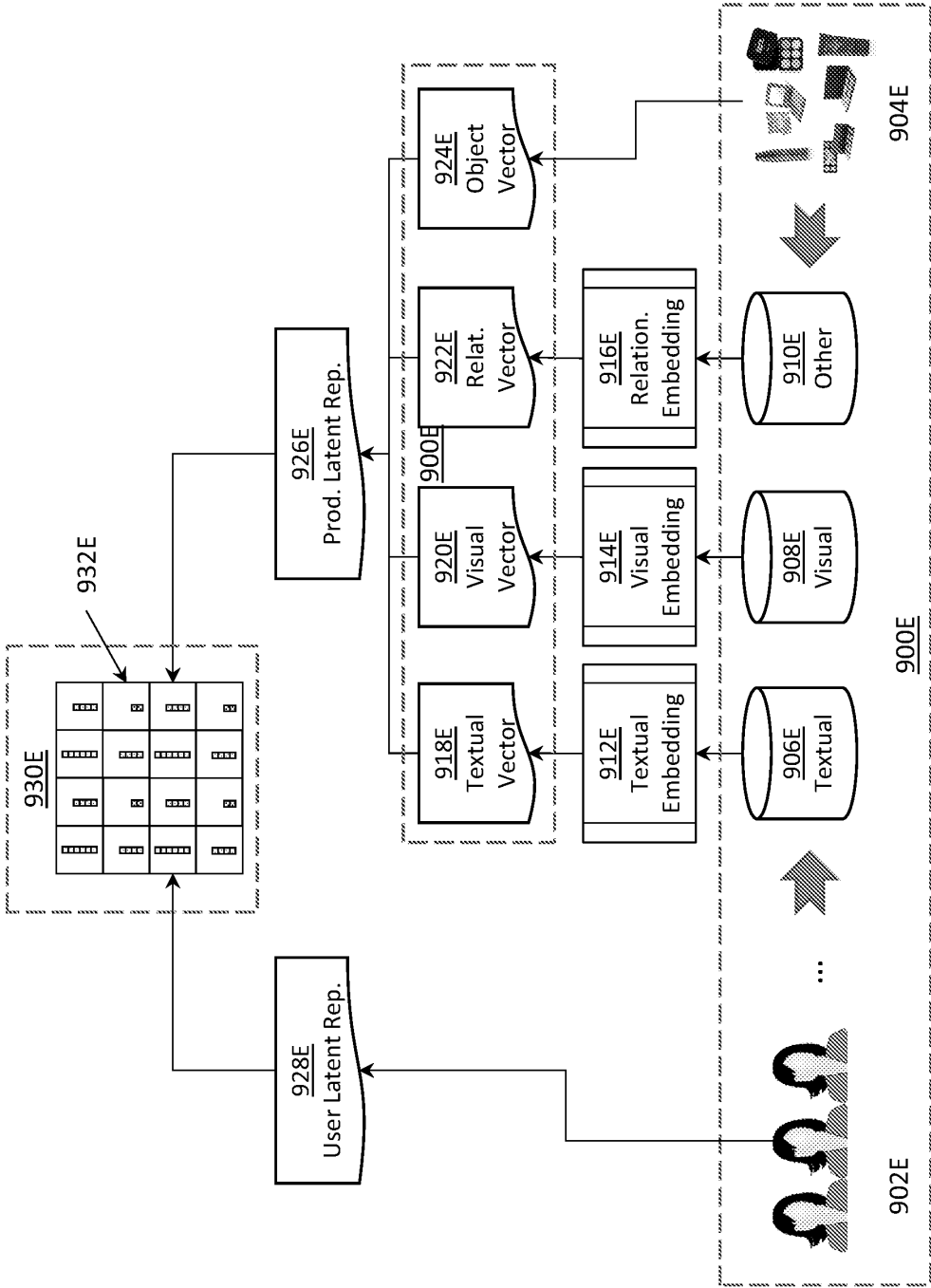


FIG. 9E

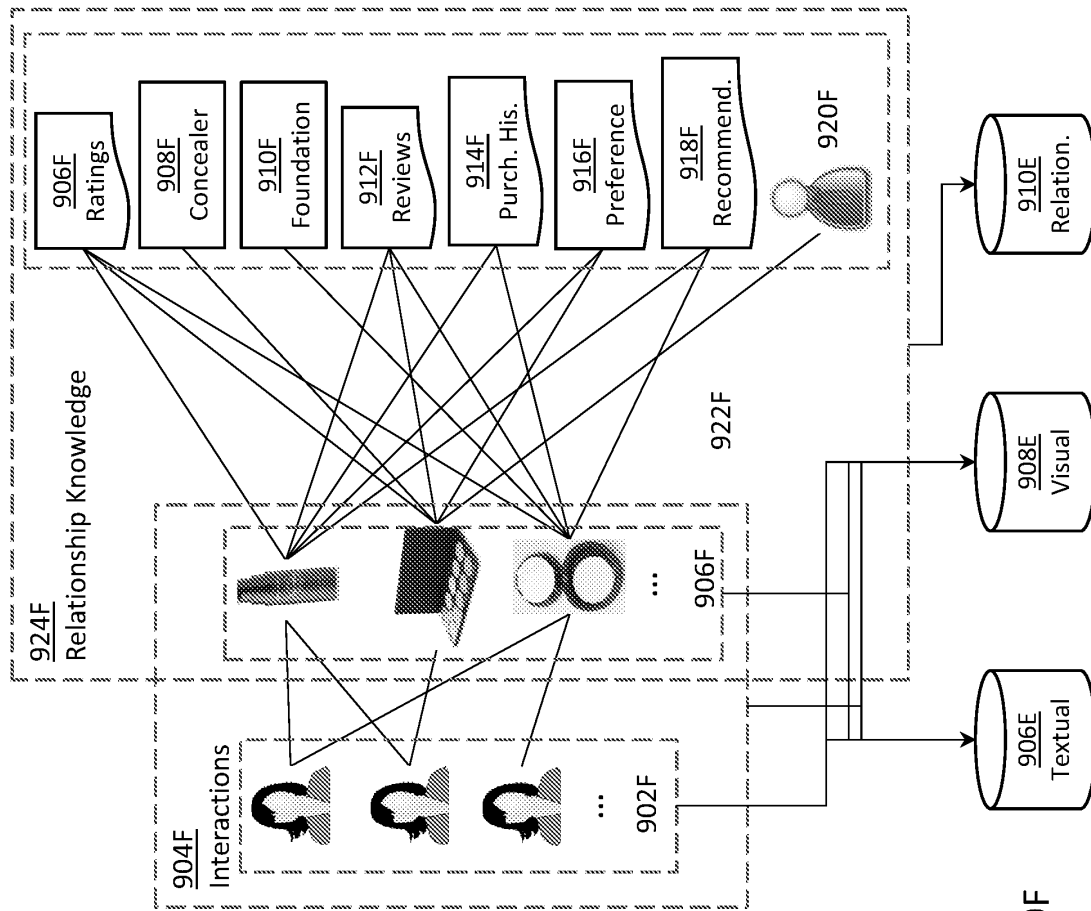


FIG. 9F

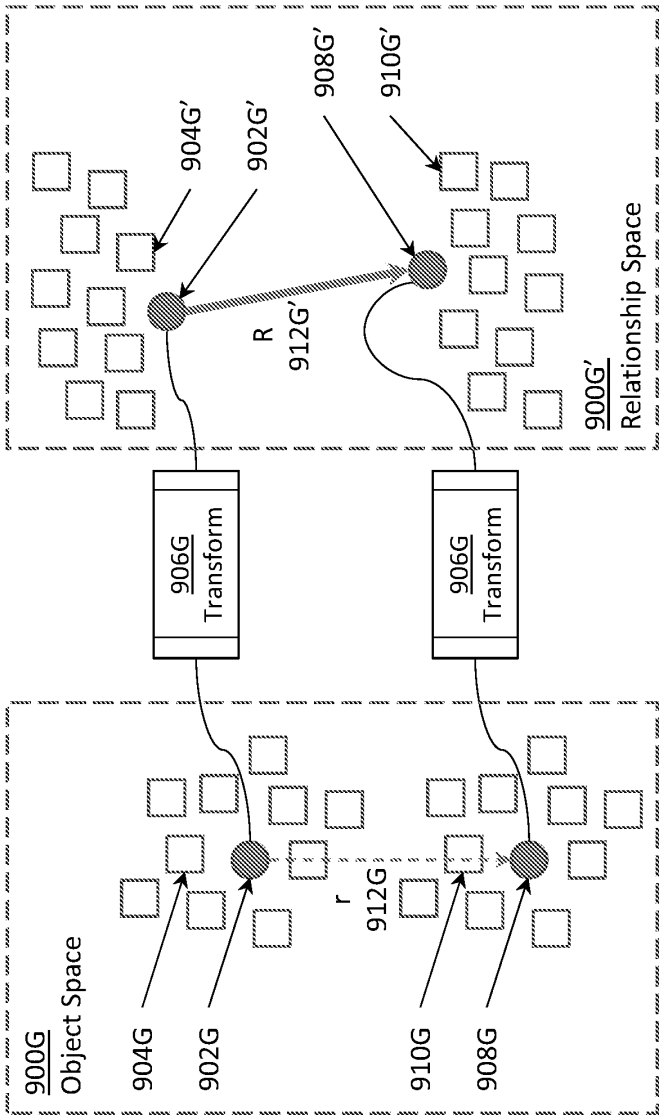


FIG. 9G

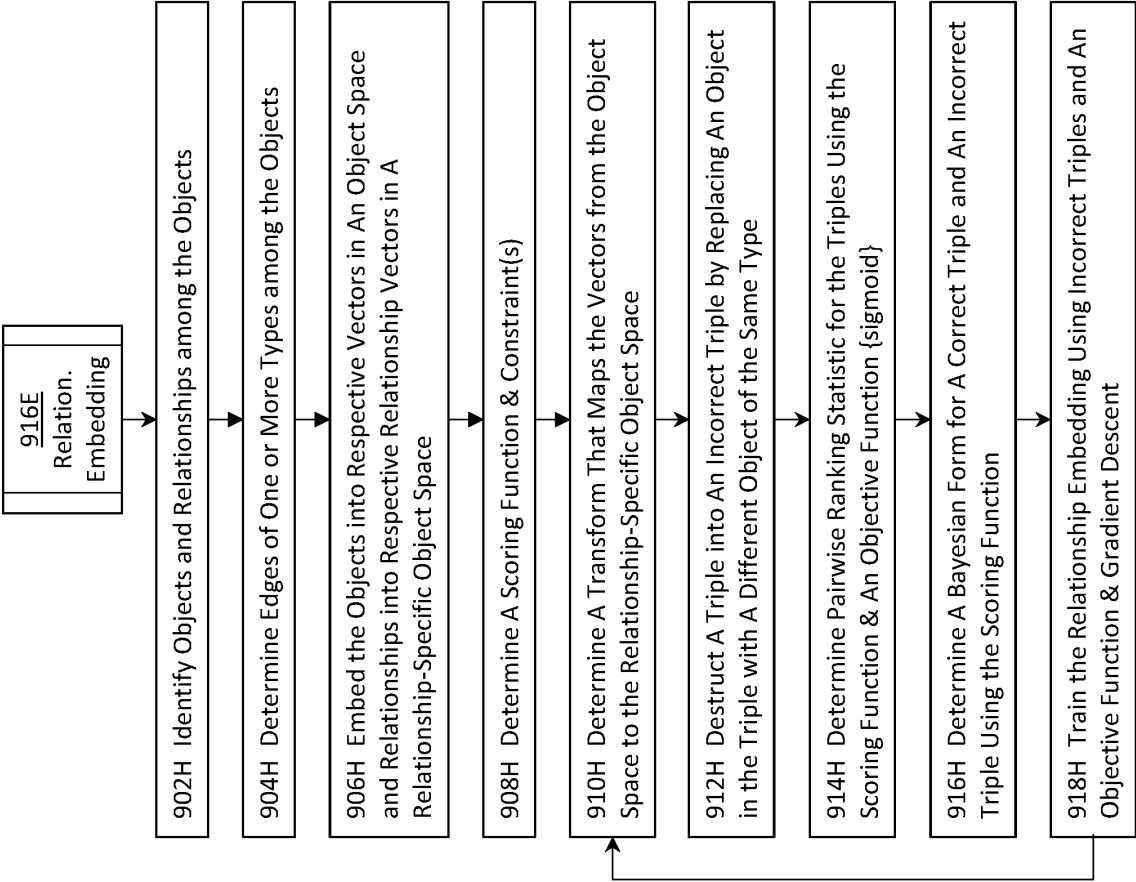


FIG. 9H

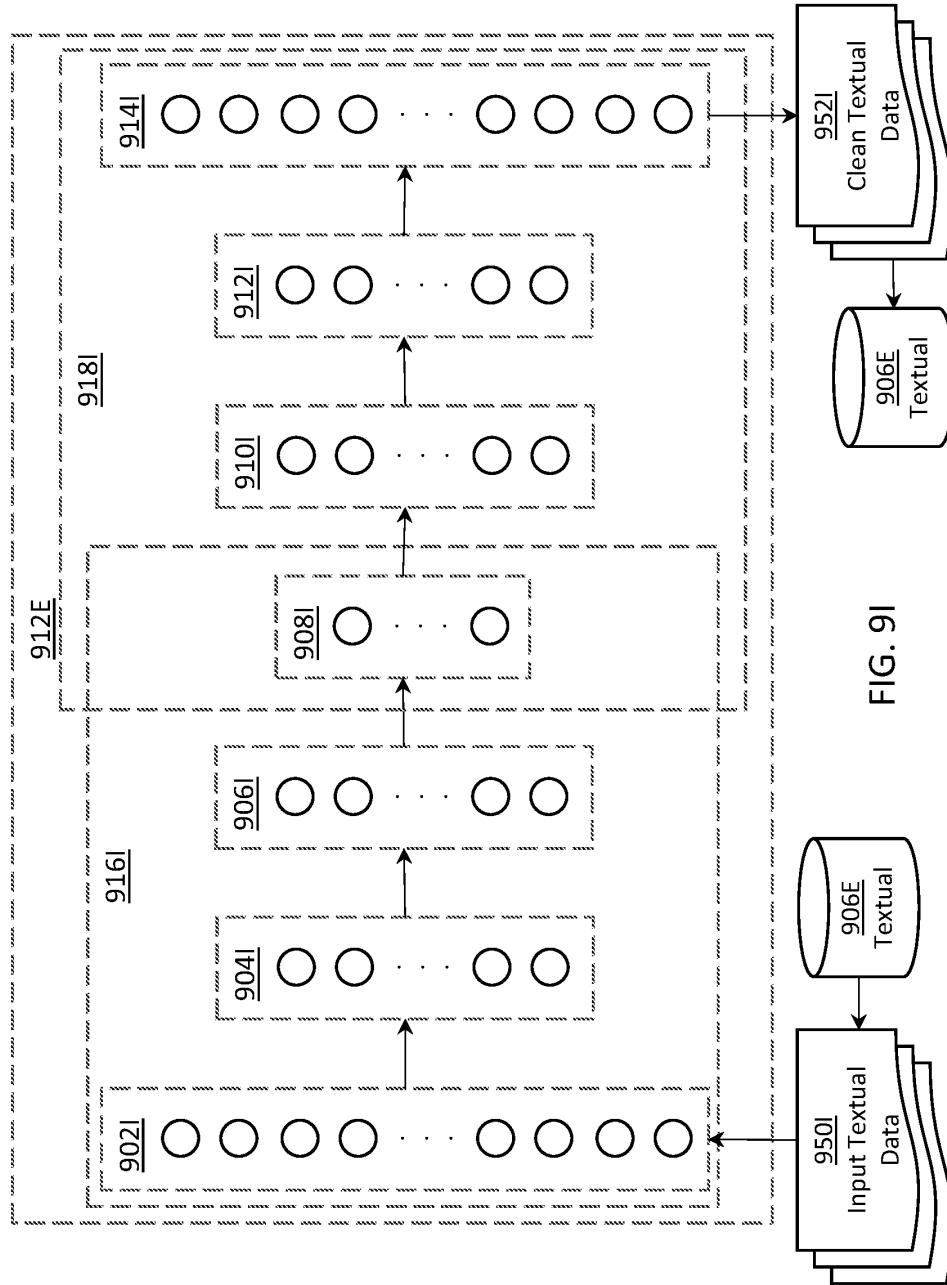


FIG. 9I

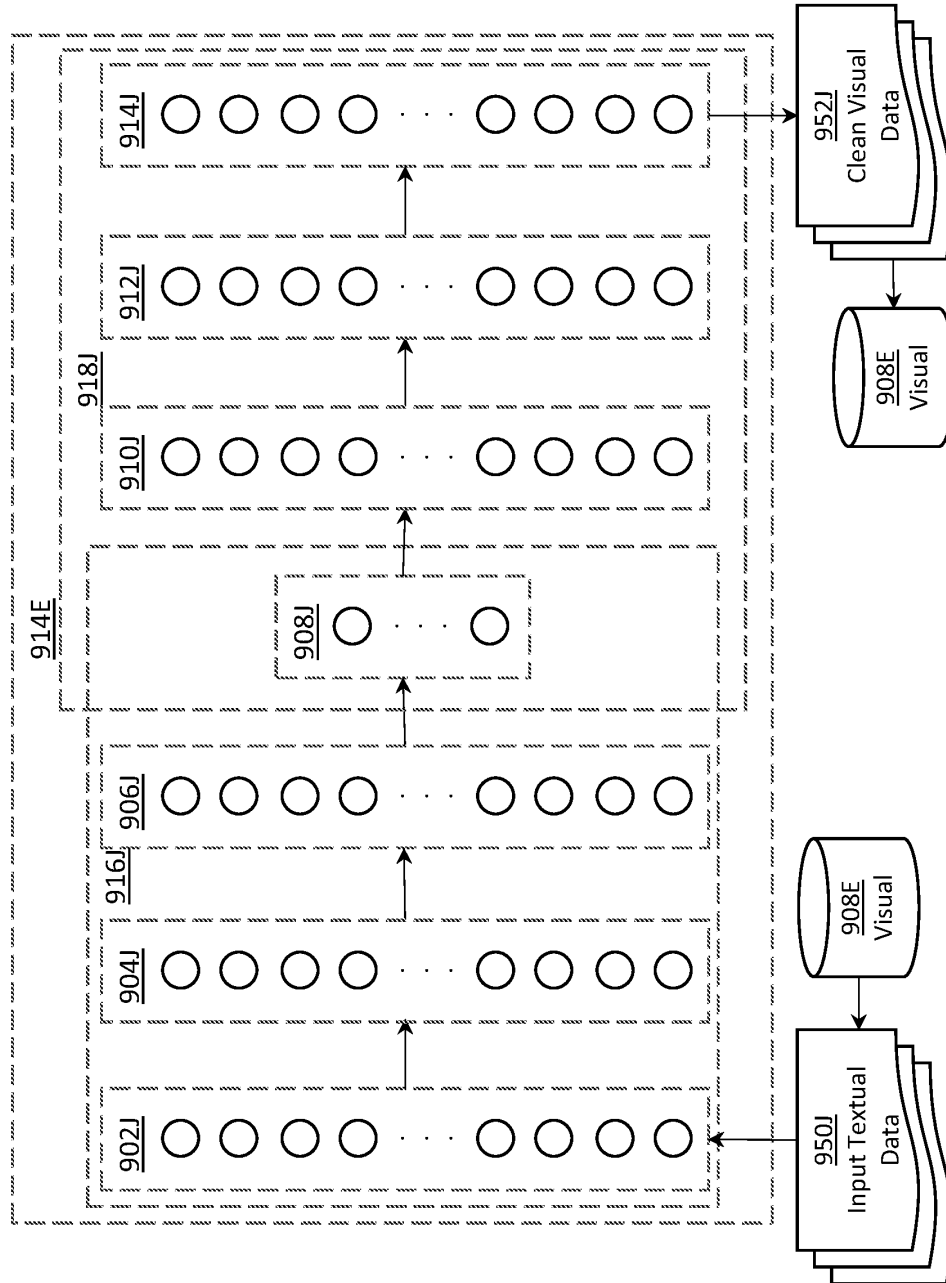
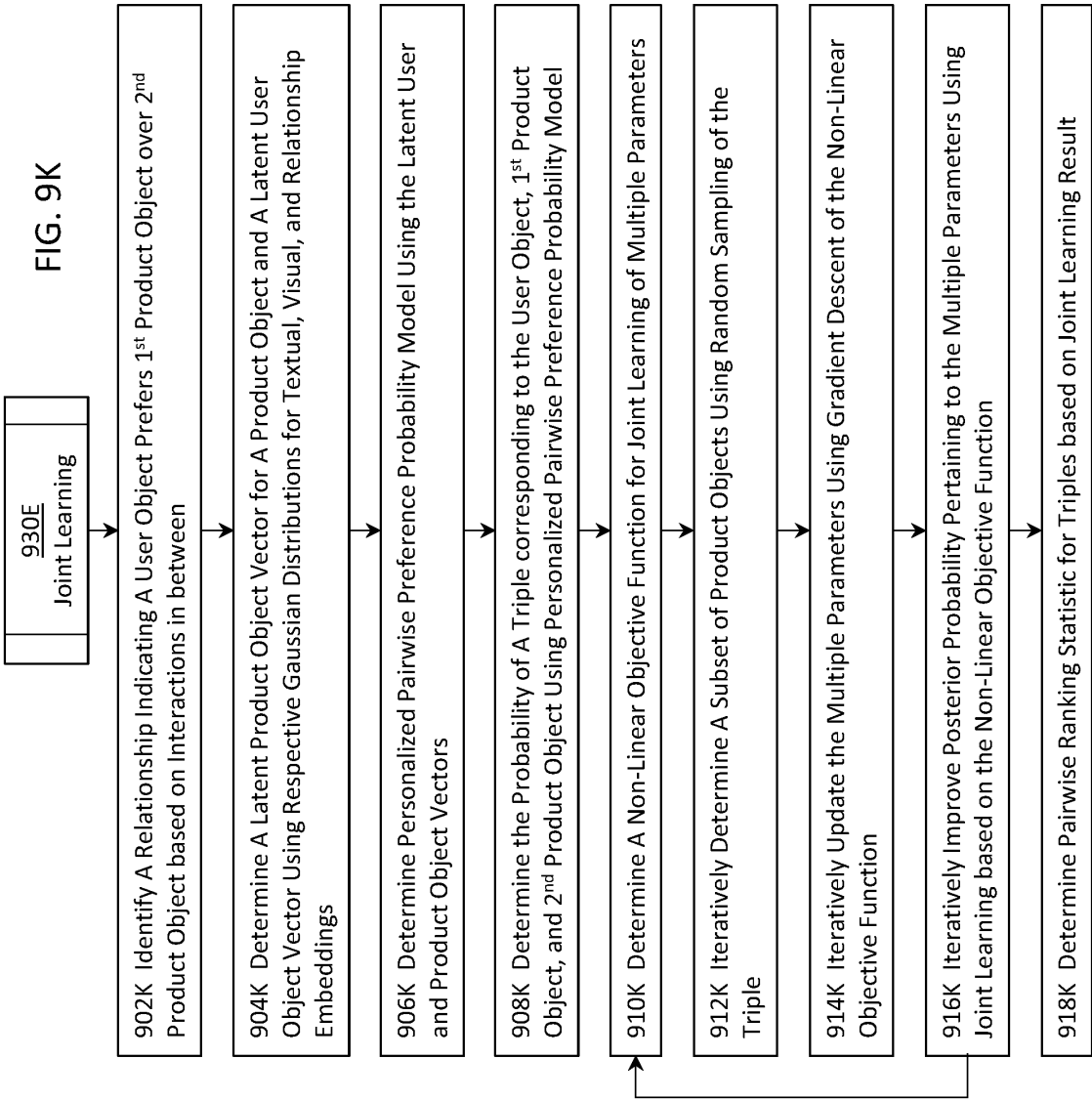


FIG. 9J



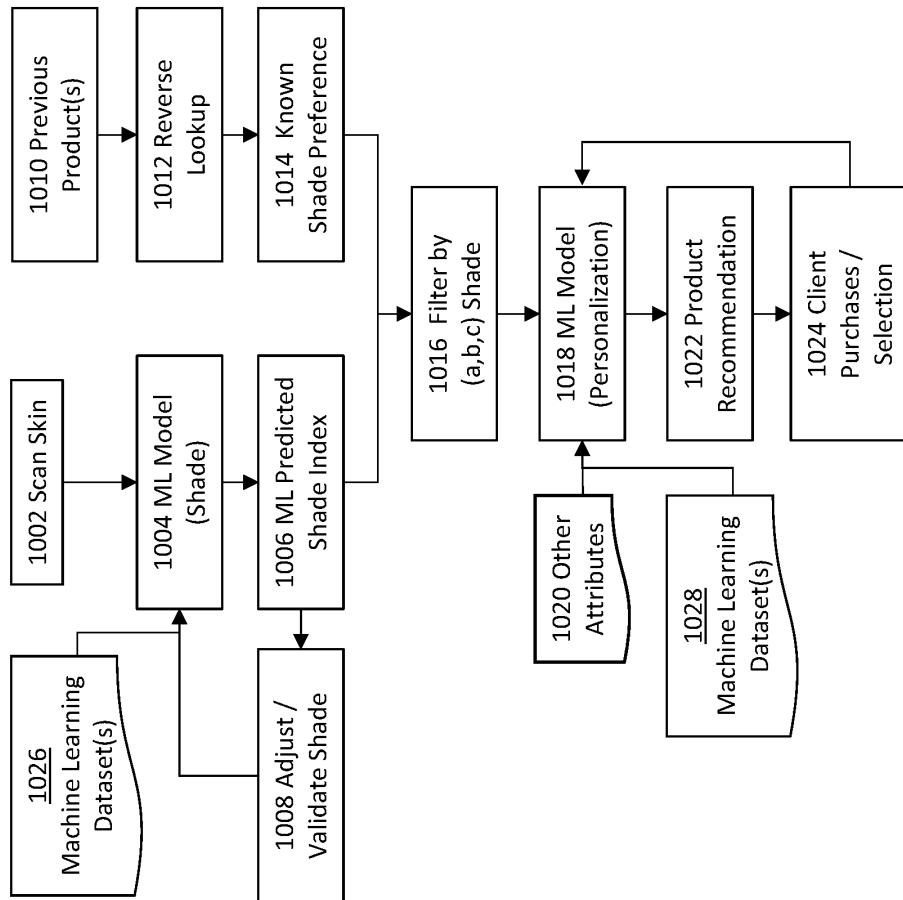


FIG. 10

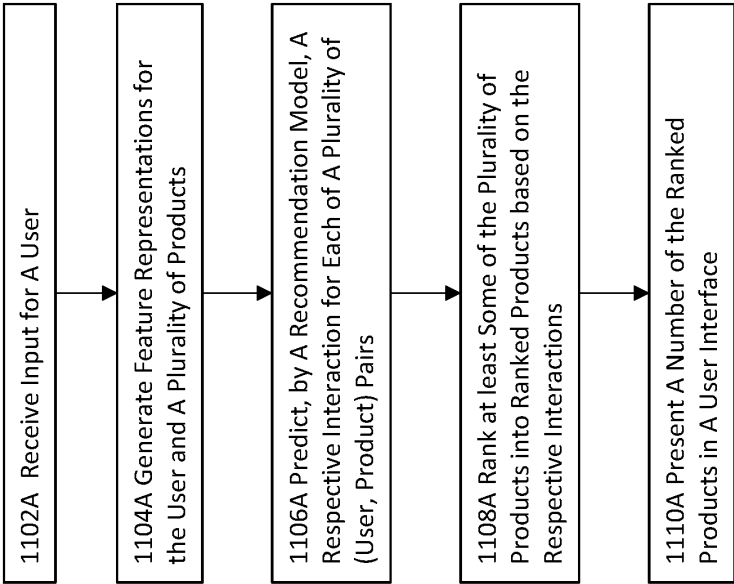


FIG. 11A

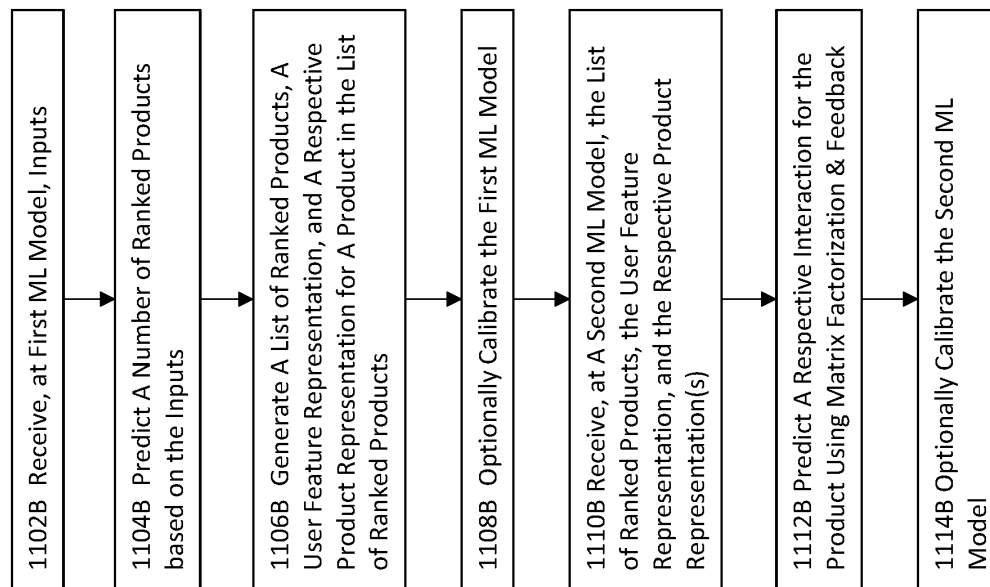


FIG. 11B

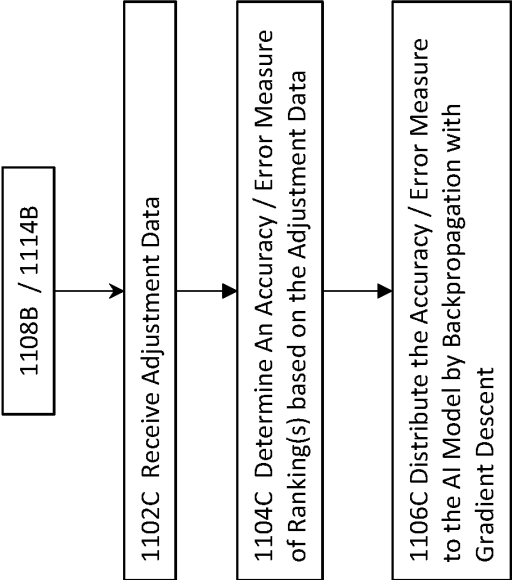


FIG. 11C

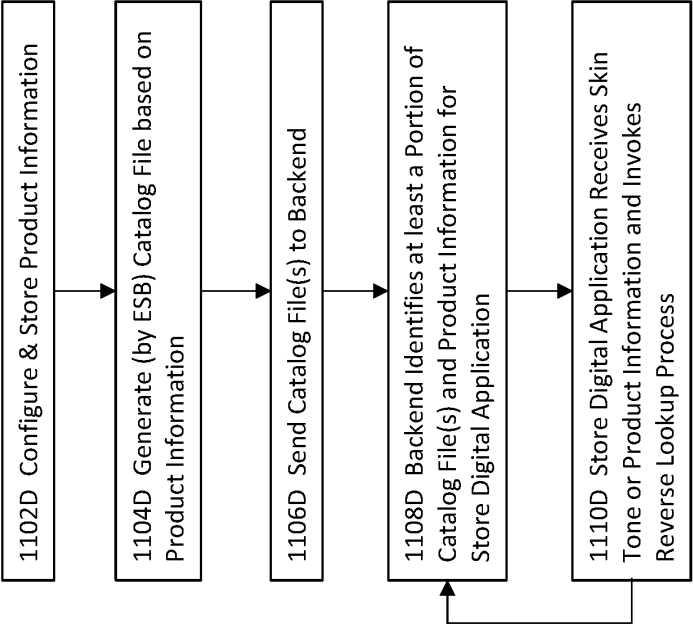


FIG. 11D

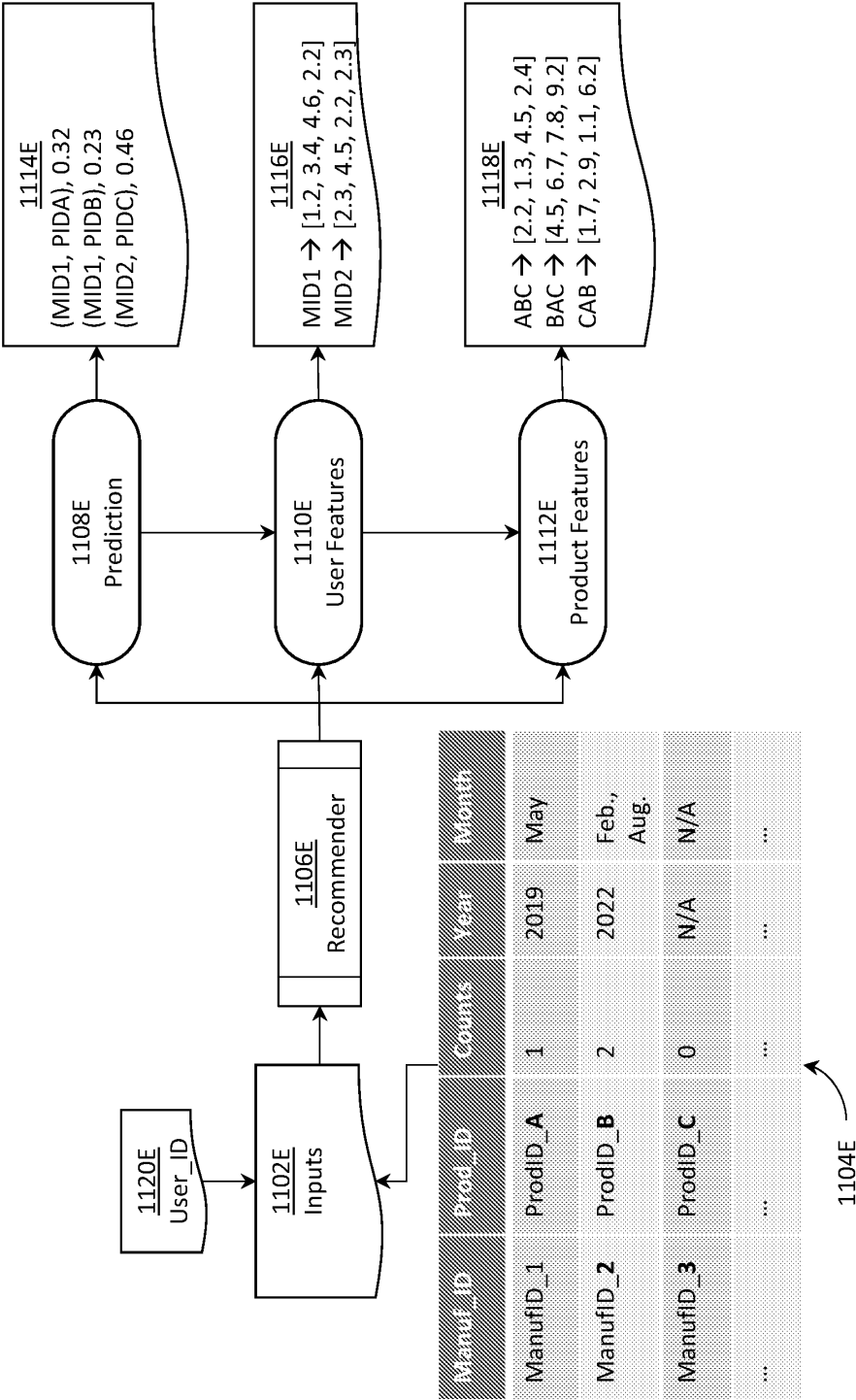


FIG. 11E

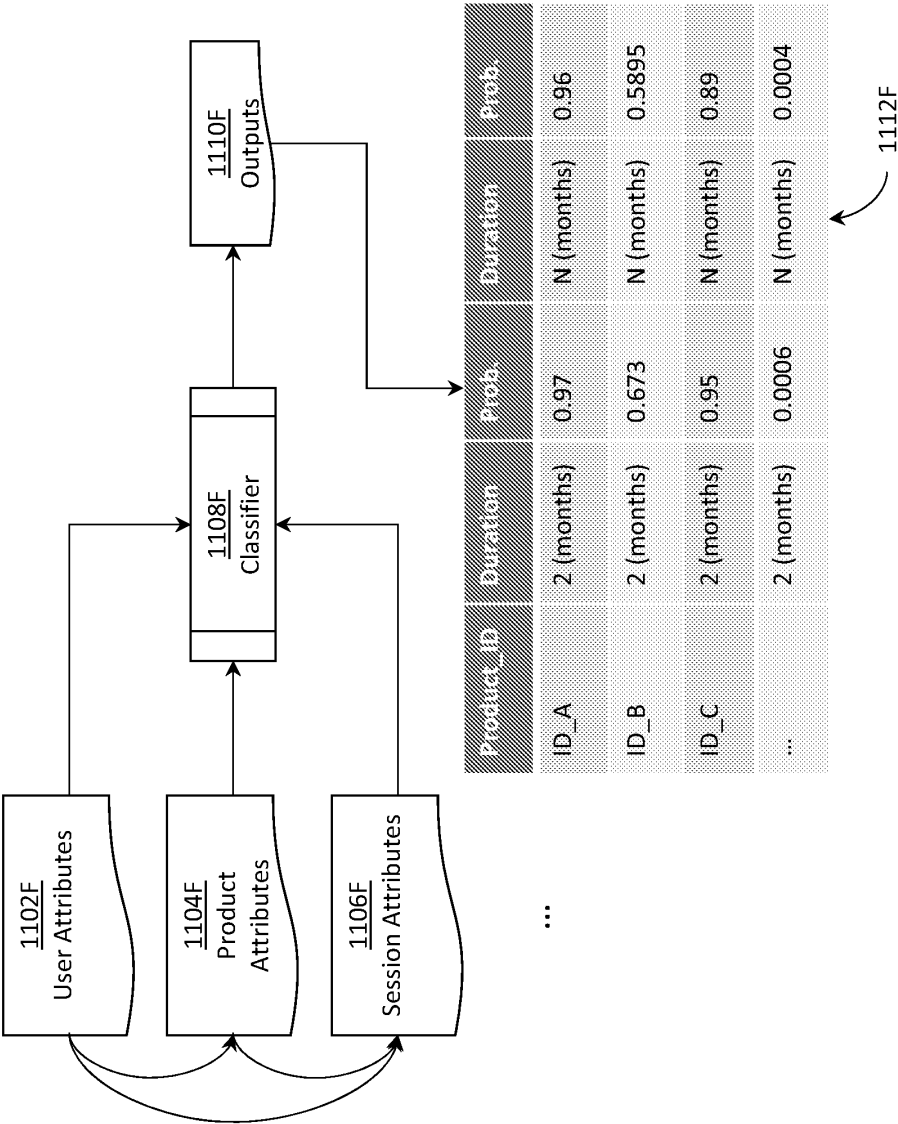


FIG. 11F

variable	value	description	updated
lOffset	19.5	Starting point offset for L	
lSegmentSize	7.5	Distance of L per segment	
lSubSegmentSize	2.5	Distance of L per sub-segment	
lSegmentMax	9	Maximum L segments	
lSegmentGrouping	[0,0,0,1,1,1,2,2,2]	Link depth segments to	
cOffset	[6,6,6]	Starting point offset for C	
cSegmentSize	[12,12,12]	Distance of C per segment	
cSegmentMax	3	Maximum C segments	
hOffset	[39,39,39]	Starting point offset for H	
hSegmentSize	[5,5,5]	Distance of H per segment	

FIG. 12A

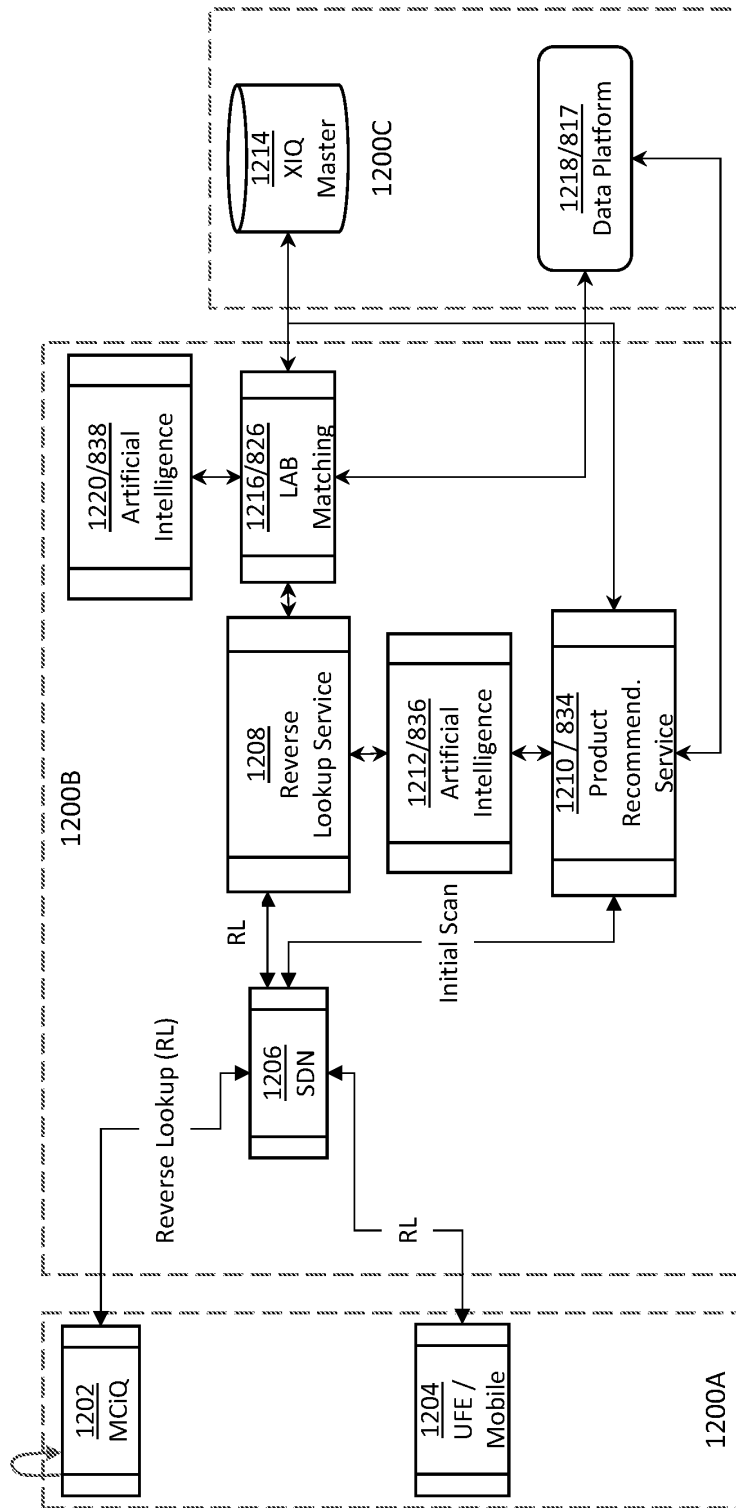


FIG. 12B

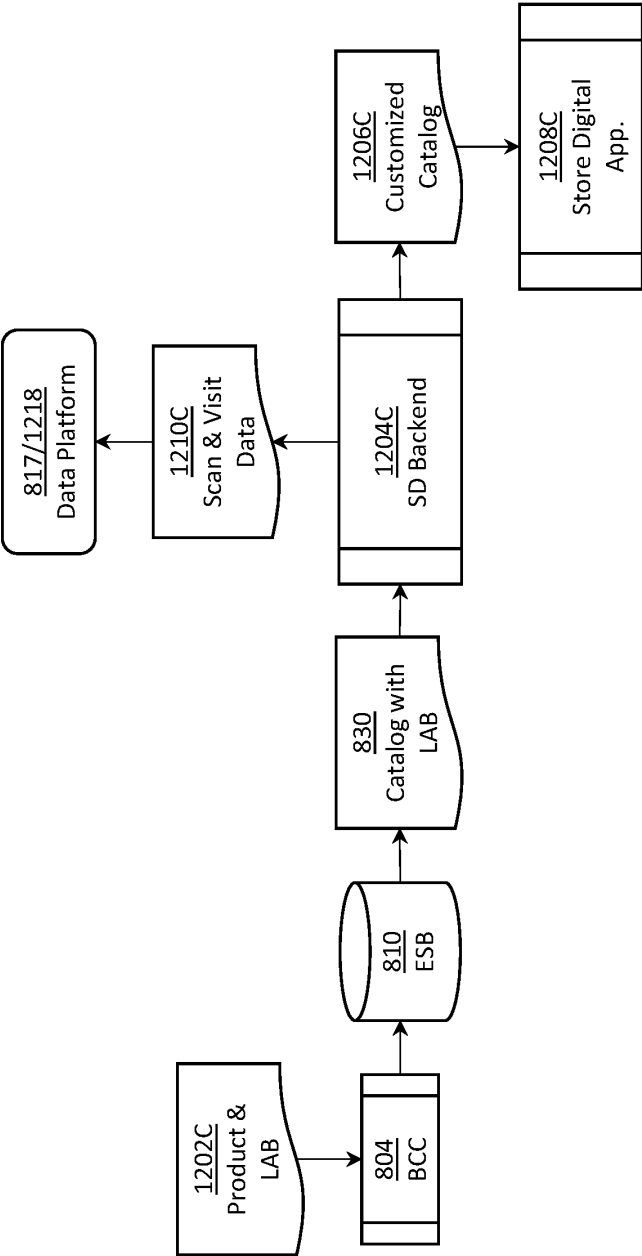


FIG. 12C

Segment	English	French	Range
1	Deep		$L < 27$
2	Dark		$27 \leq L < 34.5$
3	Tan		$34.5 \leq L < 42$
4	Medium Dark		$42 \leq L < 49.5$
5	Medium		$49.5 \leq L < 57$
6	Light Medium		$57 \leq L < 64.5$
7	Light		$64.5 \leq L < 72$
8	Fair		$72 \leq L < 79.5$
9	Very Fair		$79.5 \leq L$

FIG. 13A

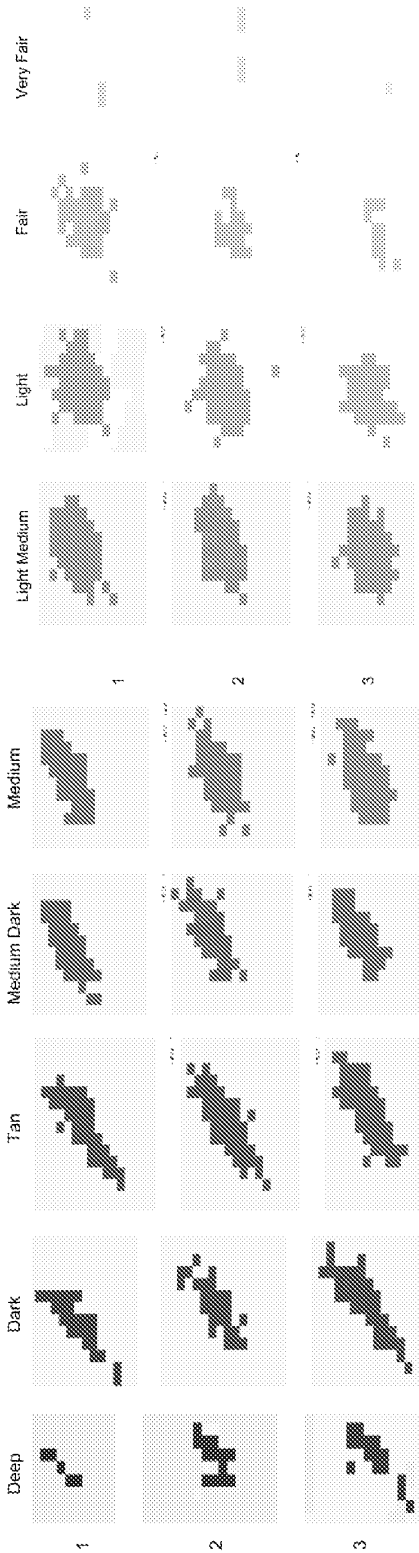


FIG. 13B

Group	C Range	Additional Info
1	$C < 18$	Low saturation Muted
2	$18 \leq C < 30$	Medium saturation Medium
3	$30 \leq C$	High saturation Rich/Intense

FIG. 13C

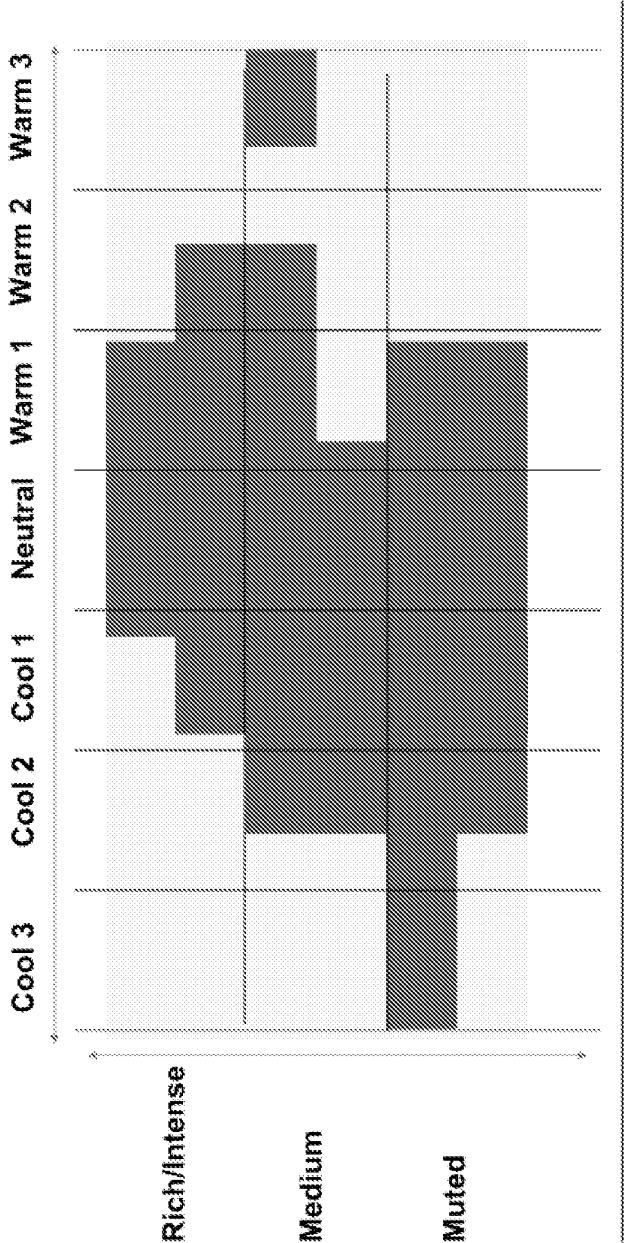


FIG. 13D

hGroup	H Range	hInfo
1	H < 44	High pink
2	44 ≤ H < 49	Medium pink
3	49 ≤ H < 54	Low pink
4	54 ≤ H < 59	Neutral
5	59 ≤ H < 64	Low yellow
6	64 ≤ H < 69	Medium yellow
7	69 ≤ H	High yellow

FIG. 13E

cSegment	Hebrew	English	French
1	1	Cool 3 – intensity 1	Cool 3 – intensity 1
1	2	Cool 2 – intensity 1	Cool 2 – intensity 1
1	3	Cool 1 – intensity 1	Cool 1 – intensity 1
1	4	Neutral – intensity 1	Neutral – intensity 1
1	5	Warm 1 – intensity 1	Warm 1 – intensity 1
1	6	Warm 2 – intensity 1	Warm 2 – intensity 1
1	7	Warm 3 – intensity 1	Warm 3 – intensity 1
2	1	Cool 3 – intensity 2	Cool 3 – intensity 2
2	2	Cool 2 – intensity 2	Cool 2 – intensity 2
2	3	Cool 1 – intensity 2	Cool 1 – intensity 2
3	7	Warm 3 – intensity 3	Warm 3 – intensity 3

	2	4	Neutral – intensity 2	Neutral – intensity 2
2	5		Warm 1 – intensity 2	Warm 1 – intensity 2
2	6		Warm 2 – intensity 2	Warm 2 – intensity 2
2	7		Warm 3 – intensity 2	Warm 3 – intensity 2
3	1		Col 3 – intensity 3	Col 3 – intensity 3
3	2		Col 2 – intensity 3	Col 2 – intensity 3
3	3		Col 1 – intensity 3	Col 1 – intensity 3
3	4		Neutral – intensity 3	Neutral – intensity 3
3	5		Warm 1 – intensity 3	Warm 1 – intensity 3
3	6		Warm 2 – intensity 3	Warm 2 – intensity 3
3	7		Warm 3 – intensity 3	Warm 3 – intensity 3

FIG. 13F

cSegment	hSegment	English	French
1	1	Cool Olive 3	
1	2	Cool Olive 2	
1	3	Cool Olive 1	
1	4	Neutral Olive	
1	5	Warm Olive 1	
1	6	Warm Olive 2	
1	7	Warm Olive 3	
2	1	Cool 3	
2	2	Cool 2	
2	3	Cool 1	
2	4	Neutral	
2	5	Warm 1	
2	6	Warm 2	
2	7	Warm 3	
3	1	Cool Rosey 3	
3	2	Cool Rosey 2	
3	3	Cool Rosey 1	
3	4	Neutral Peach	
3	5	Warm Golden 1	
3	6	Warm Golden 2	
3	7	Warm Golden 3	

1304G

FIG. 13G

cSegment	hSegment	English	French
1	1	Cool Blue 3	
1	2	Cool Blue 2	
1	3	Cool Blue 1	
1	4	Neutral Olive	
1	5	Warm Olive 1	
1	6	Warm Olive 2	
1	7	Warm Olive 3	
2	1	Cool 3	
2	2	Cool 2	
2	3	Cool 1	
2	4	Neutral	
2	5	Warm 1	
2	6	Warm 2	
2	7	Warm 3	
3	1	Cool Red 3	
3	2	Cool Red 2	
3	3	Cool Red 1	
3	4	Neutral Bronze	
3	5	Warm Golden 1	
3	6	Warm Golden 2	
3	7	Warm Golden 3	

1302G

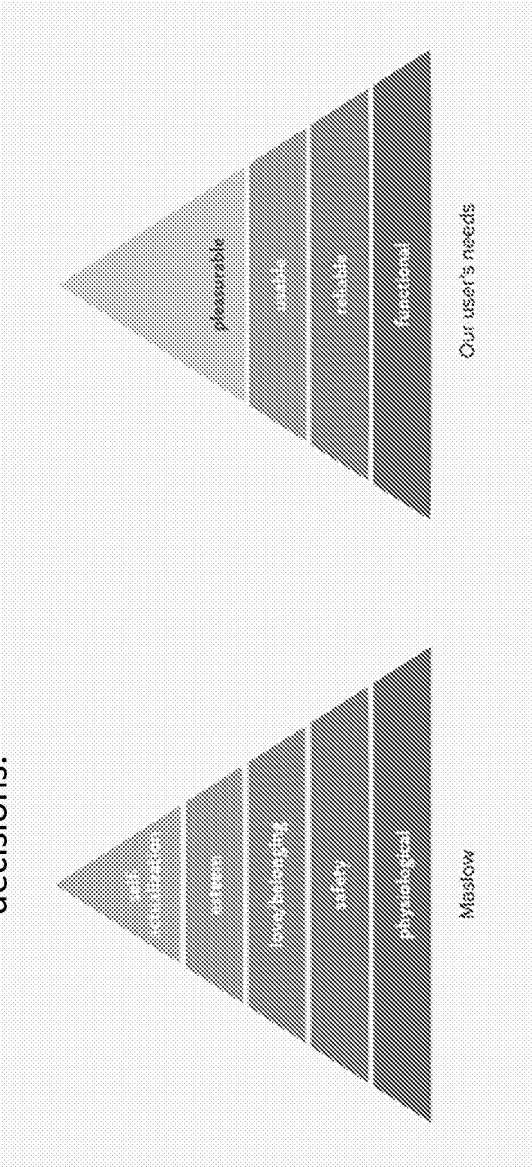
cSegment	hSegment	English	French
1	1	Cool Beige 3	
1	2	Cool Beige 2	
1	3	Cool Beige 1	
1	4	Neutral Beige	
1	5	Warm Olive 1	
1	6	Warm Olive 2	
1	7	Warm Olive 3	
2	1	Cool 3	
2	2	Cool 2	
2	3	Cool 1	
2	4	Neutral	
2	5	Warm 1	
2	6	Warm 2	
2	7	Warm 3	
3	1	Cool Pink 3	
3	2	Cool Pink 2	
3	3	Cool Pink y 1	
3	4	Neutral Peach	
3	5	Warm Yellow 1	
3	6	Warm Yellow 2	
3	7	Warm Yellow 3	

1306G

FIG. 13H

FIGS. 14A-14Z
These are UI in the portrait file

To understand what makes a good experience, Aarron Walter, in his book Designing for Emotion, created a visual pyramid of users needs. This pyramid has become a reference for UX professionals on how to think and apply design decisions.



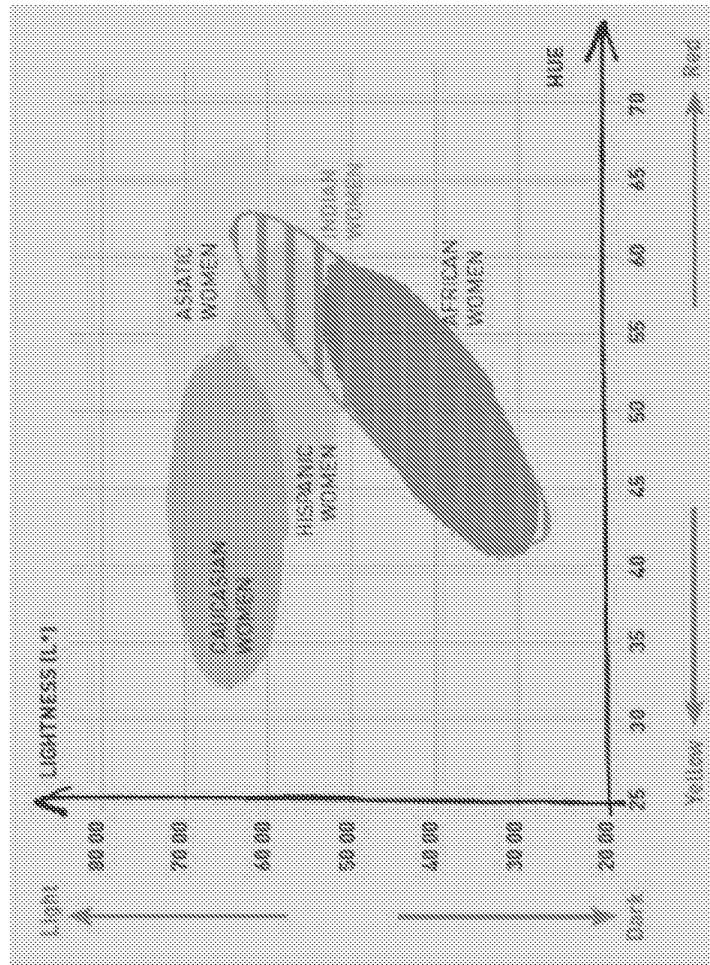
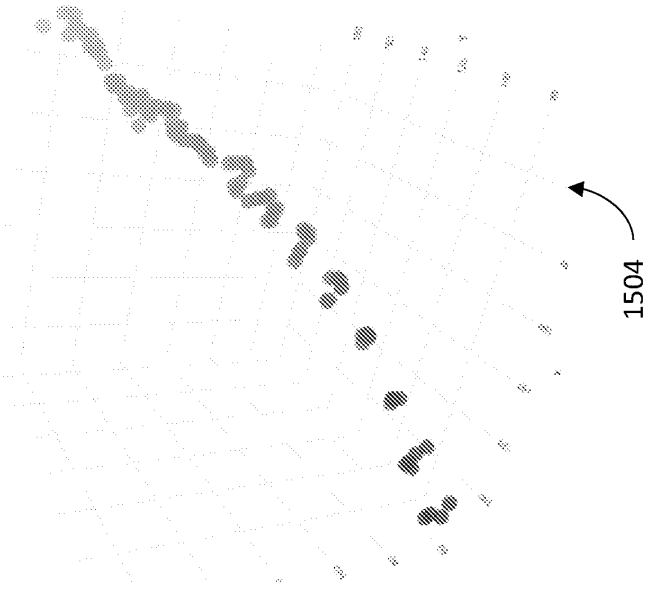


FIG. 15A

Conventional Foundation Library
(110 points)



New Foundation Library
(~5,000 points)

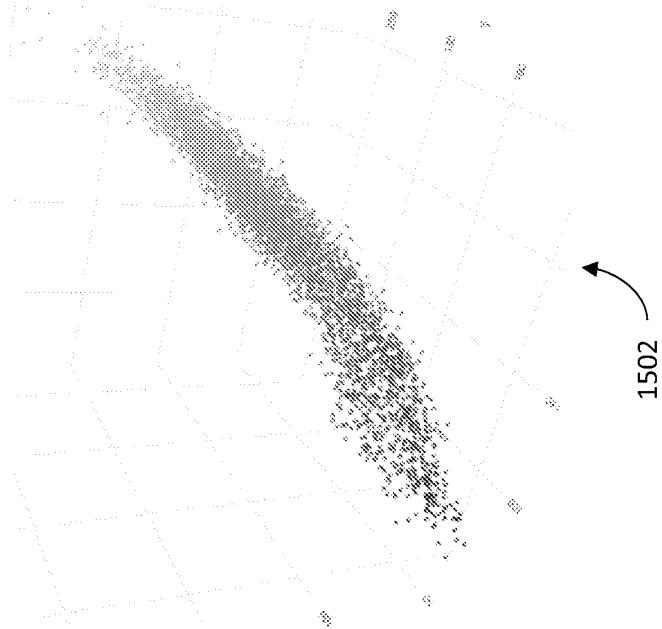


FIG. 15B

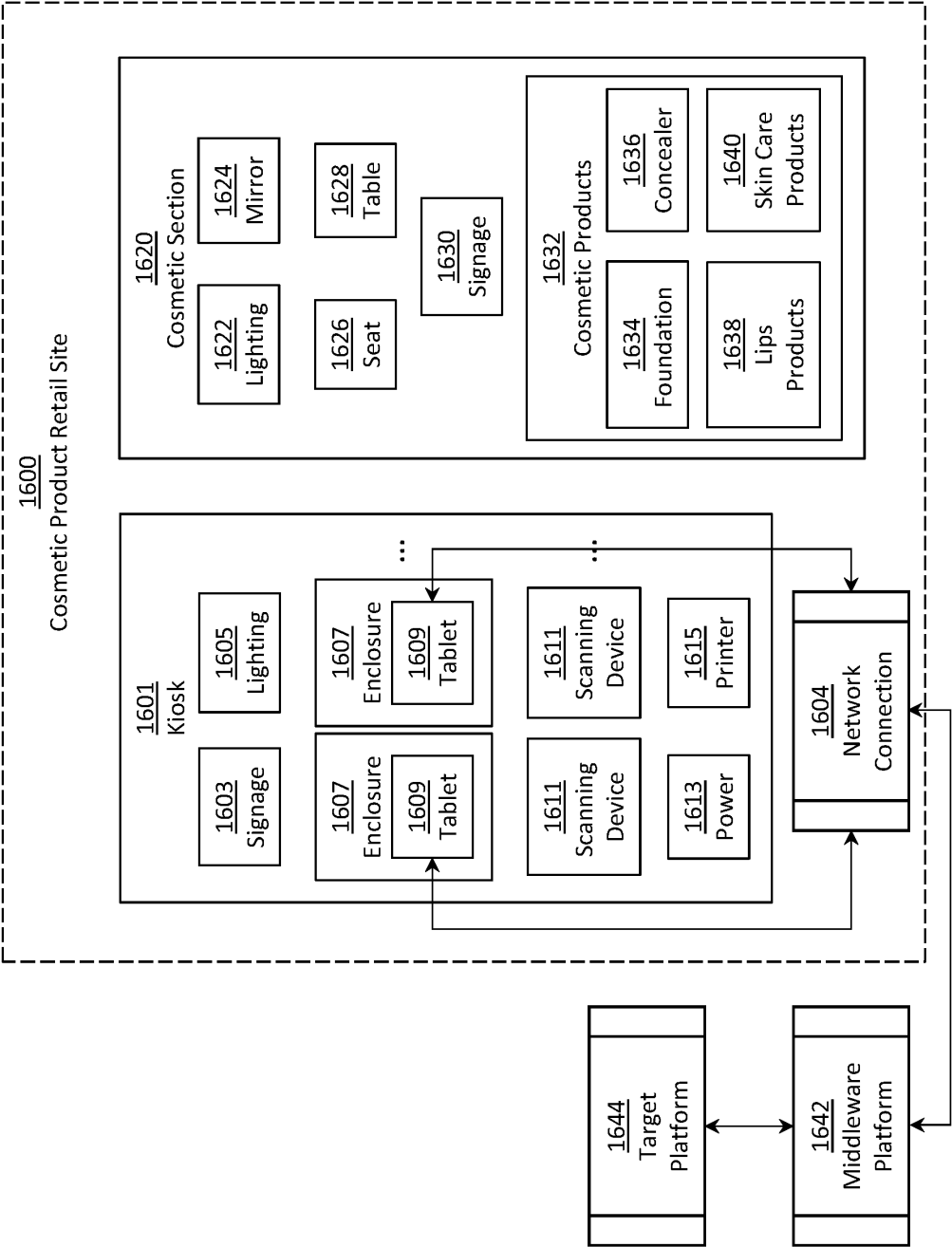


FIG. 16A

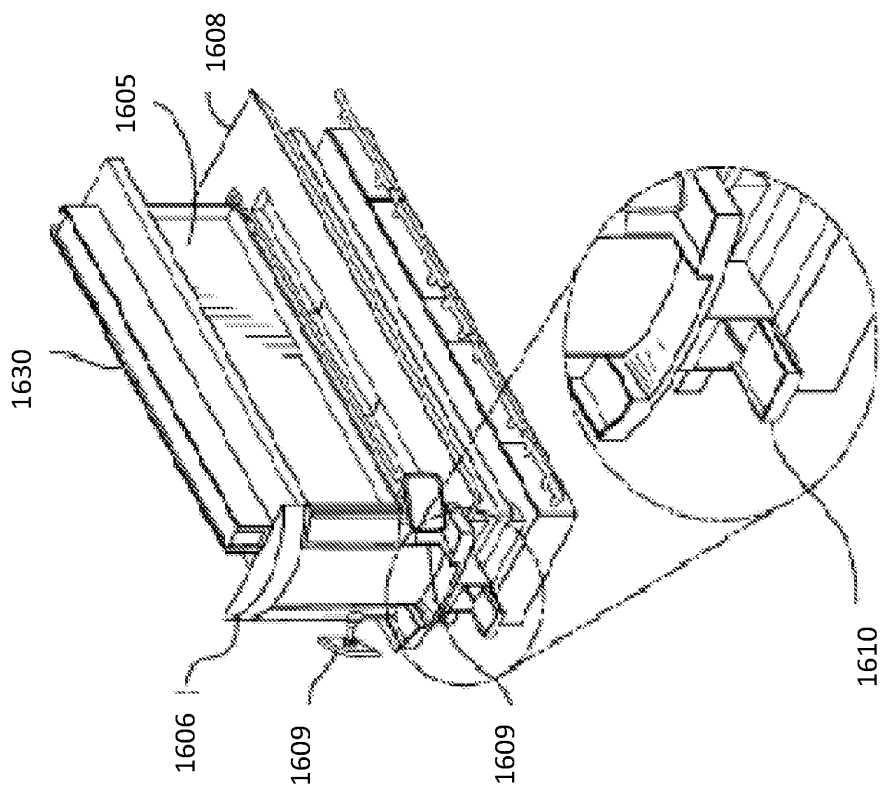


FIG. 16B

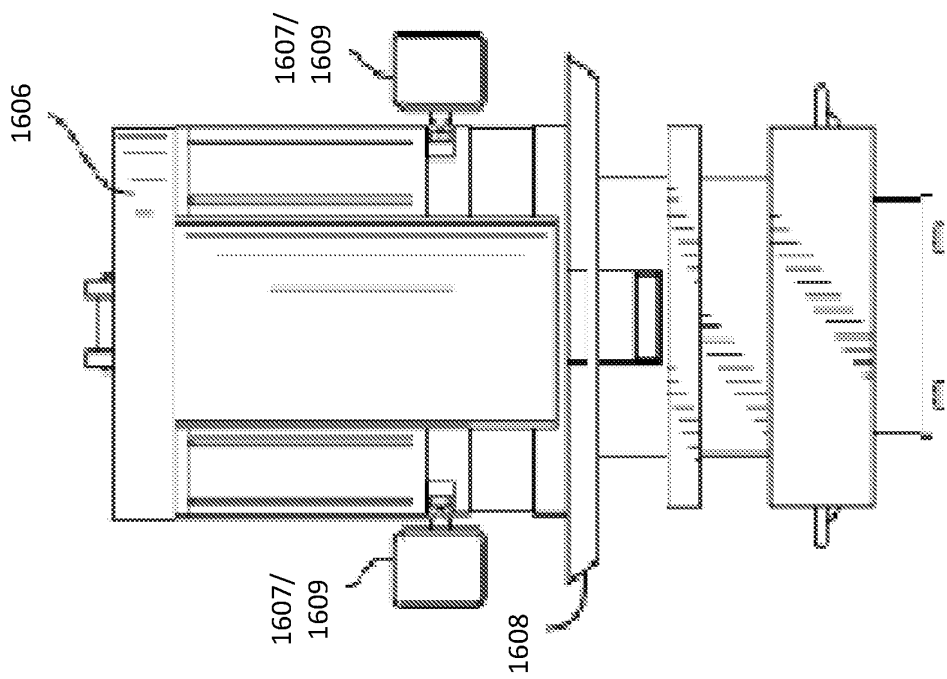


FIG. 16C

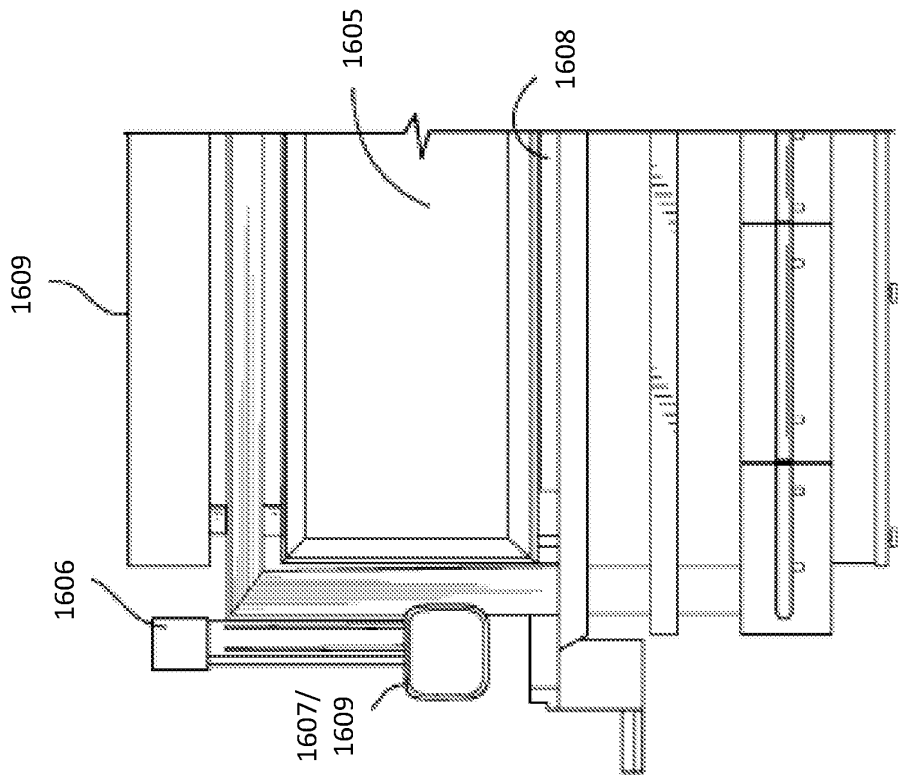


FIG. 16D

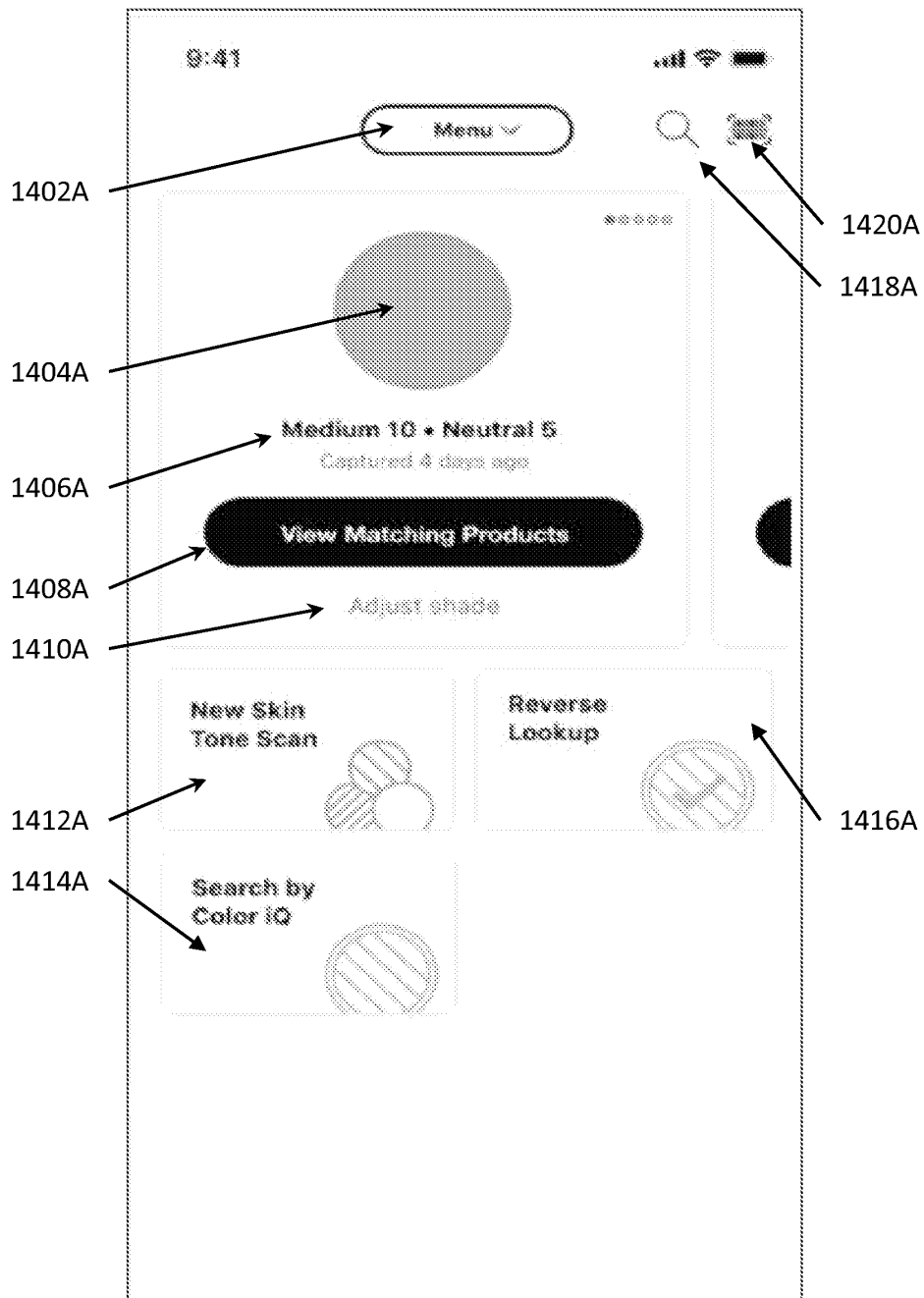


FIG. 14A

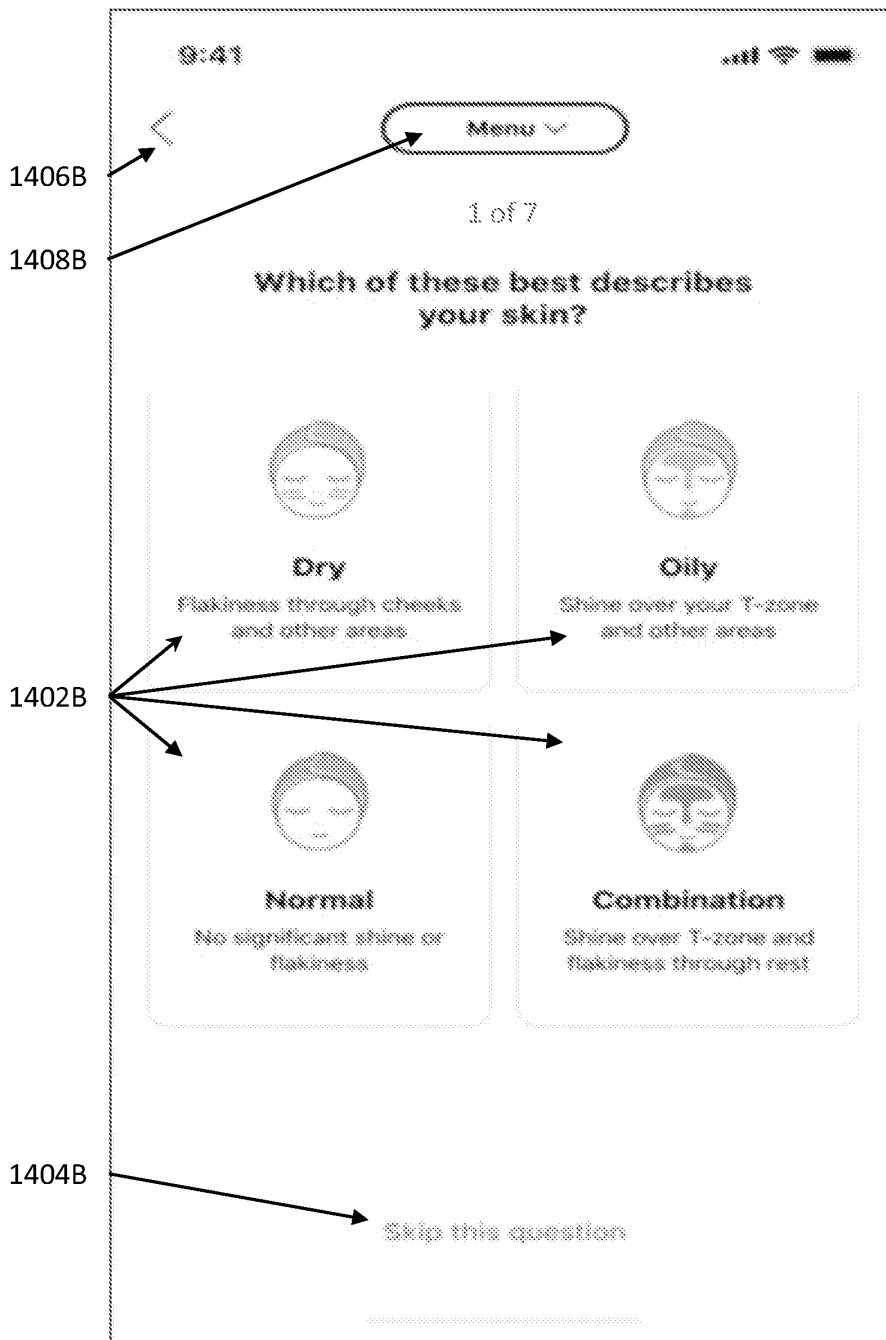


FIG. 14B

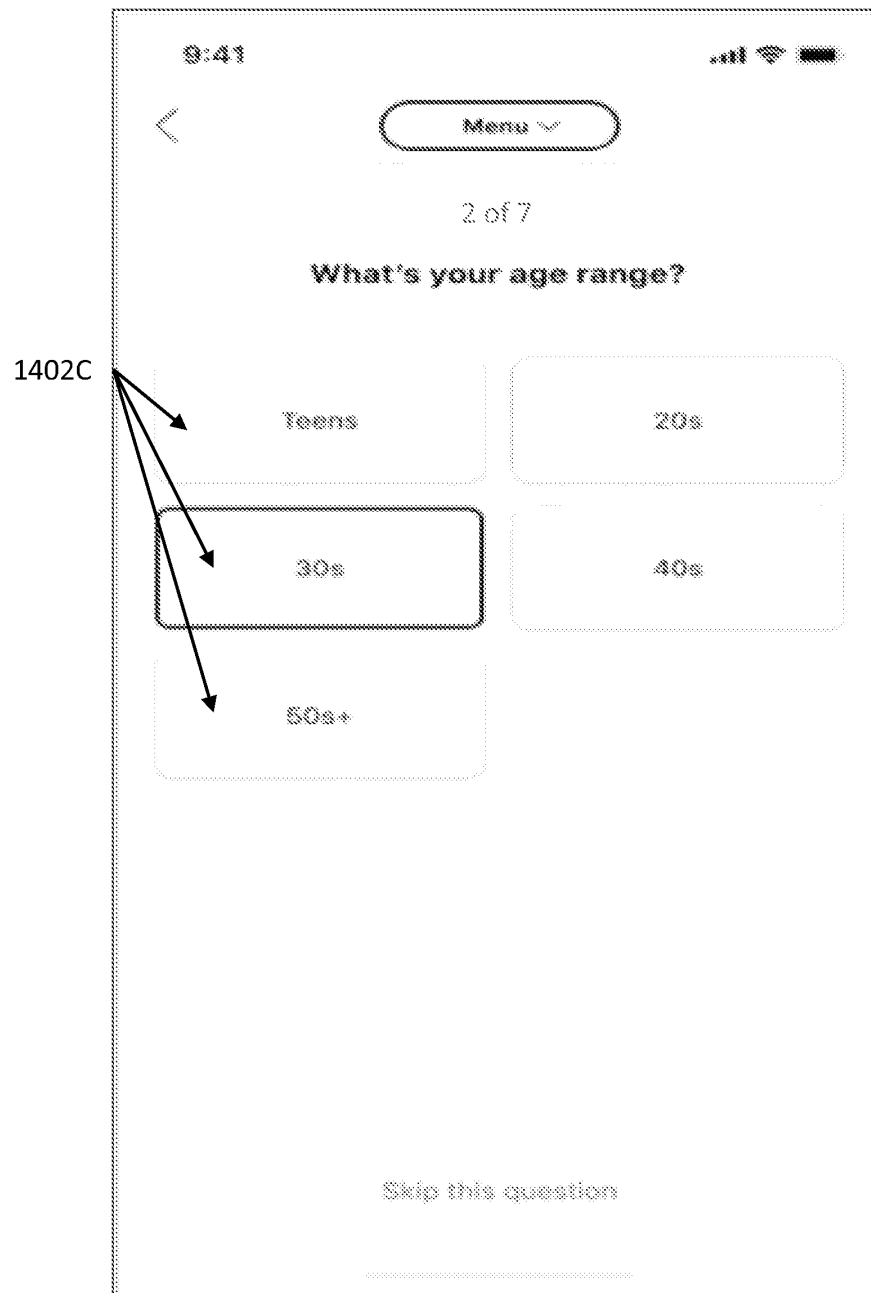


FIG. 14C

9:41 Signal Wi-Fi Battery

< Menu ▾

3 of 7

What is your skin concern?
(select all that apply) (optional)

1402D → Acne & blemishes

Anti-aging

Dark spots

Pores

Dryness

Fine lines & wrinkles

Dullness / uneven texture

Next

Progress indicator: 1 of 7 steps

FIG. 14D

SKINCARE CONSULTATION

4 of 7

What is your secondary skin concern?

Acne & Blemishes

Anti-Aging

Dark Spots

Pores

Dryness

Fine Lines & Wrinkles

Dullness / uneven Texture

BACK

FIG. 14E

SKINCARE CONSULTATION

X

5 of 7

Are you of Hispanic or Latino origin?

Yes

No

BACK

NEXT

FIG. 14F

SKINCARE CONSULTATION

X

6 of 7

Which of the following best describe your race or ethnicity? (select all that apply)

Caucasian / White	African American / Black
East Asian	South Asian / Indian
Middle Eastern	Pacific Islander
Native American / American Indian	Other / Prefer Not to Say

BACK

NEXT

FIG. 14G

SKINCARE CONSULTATION

7 of 7

Please select at least 2 of your favorite foundation brands that are sold at Sephora.

FOUNDATION #1

Brand
Select Brand

Product Name
Select Product Name

Shade
Select Shade

FOUNDATION #2

Brand
Select Brand

Product Name
Select Product Name

Shade
Select Shade

FOUNDATION #3 (optional)

Brand
Select Brand

Product Name
Select Product Name

Shade
Select Shade

BACK

NEXT

FIG. 14H

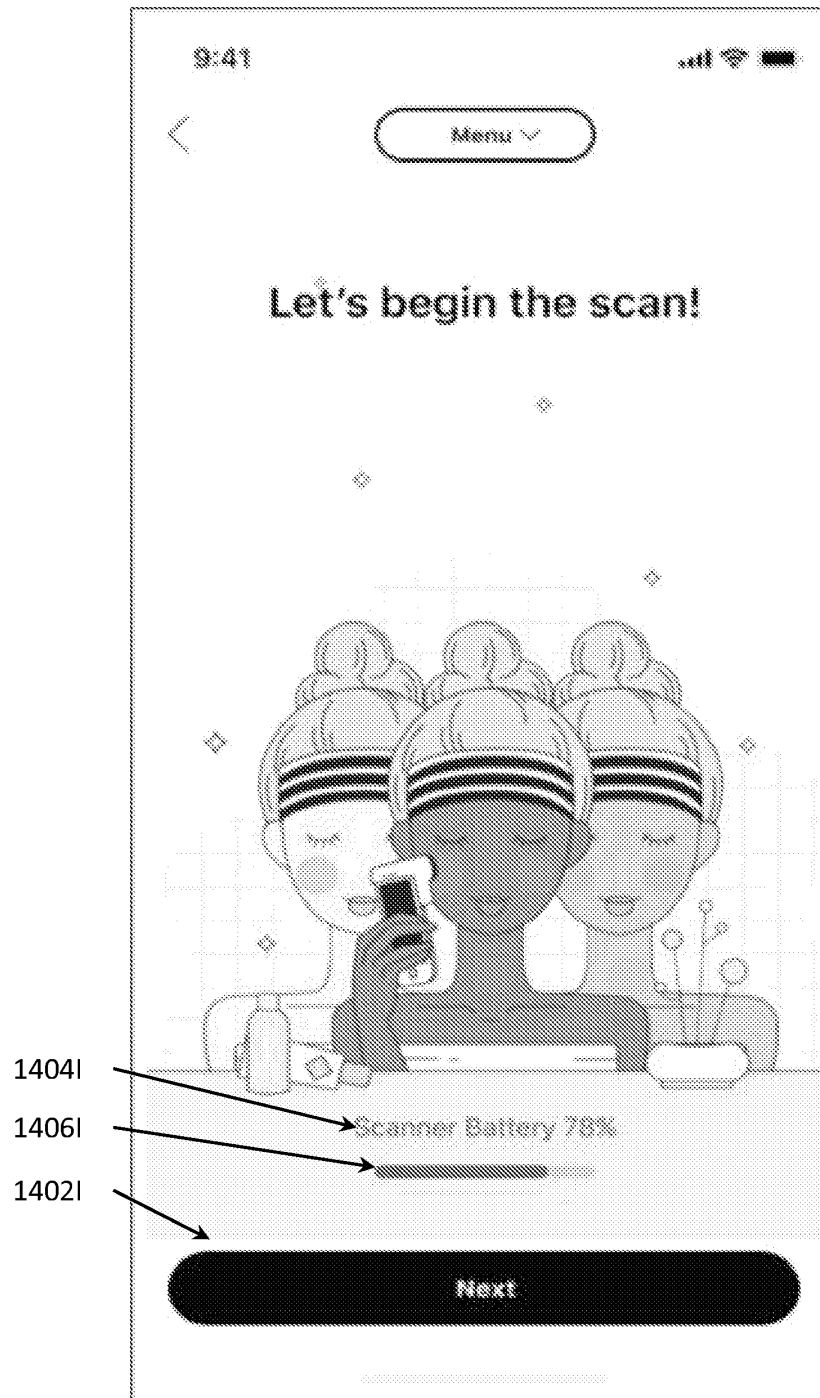


FIG. 14I

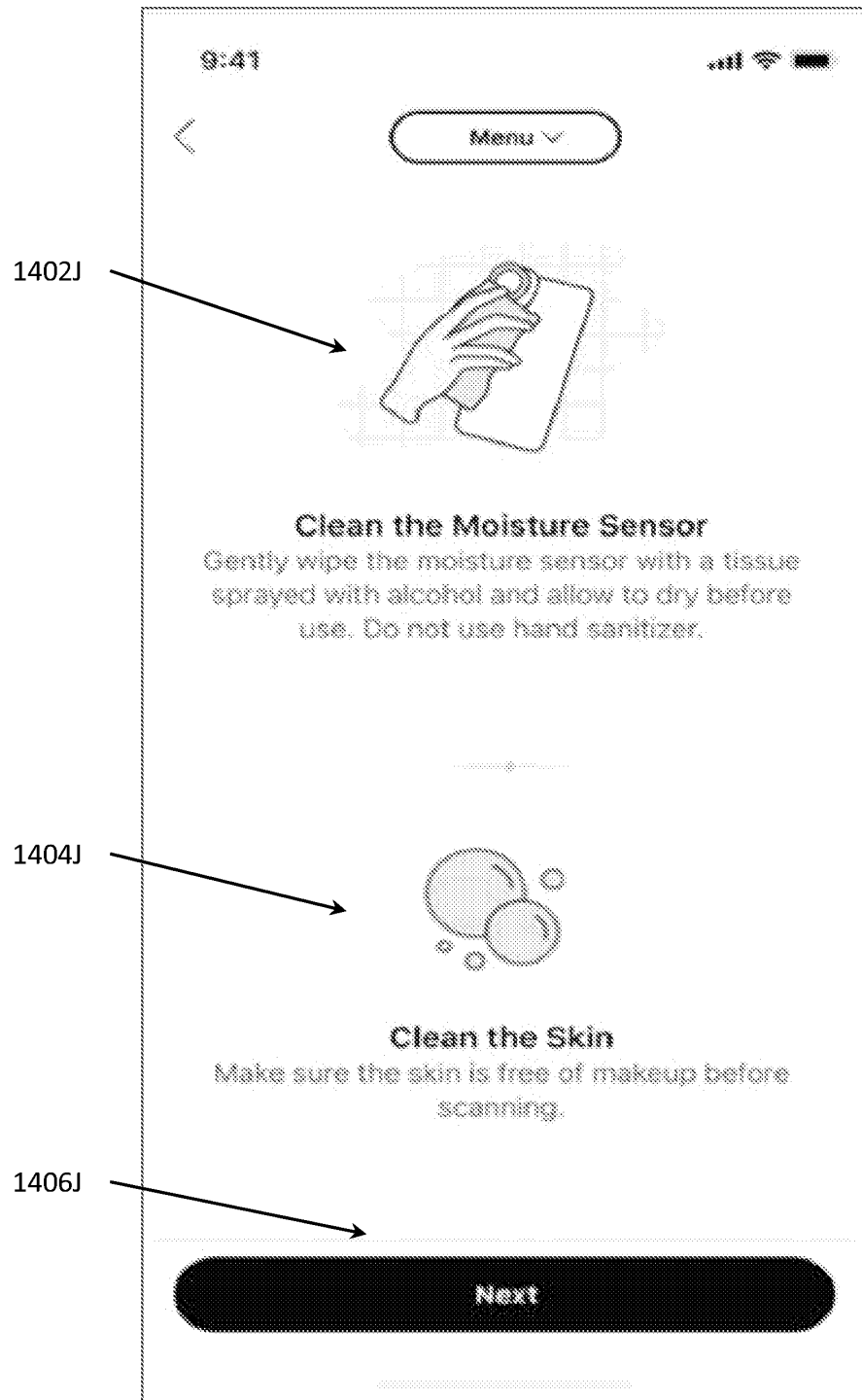


FIG. 14J

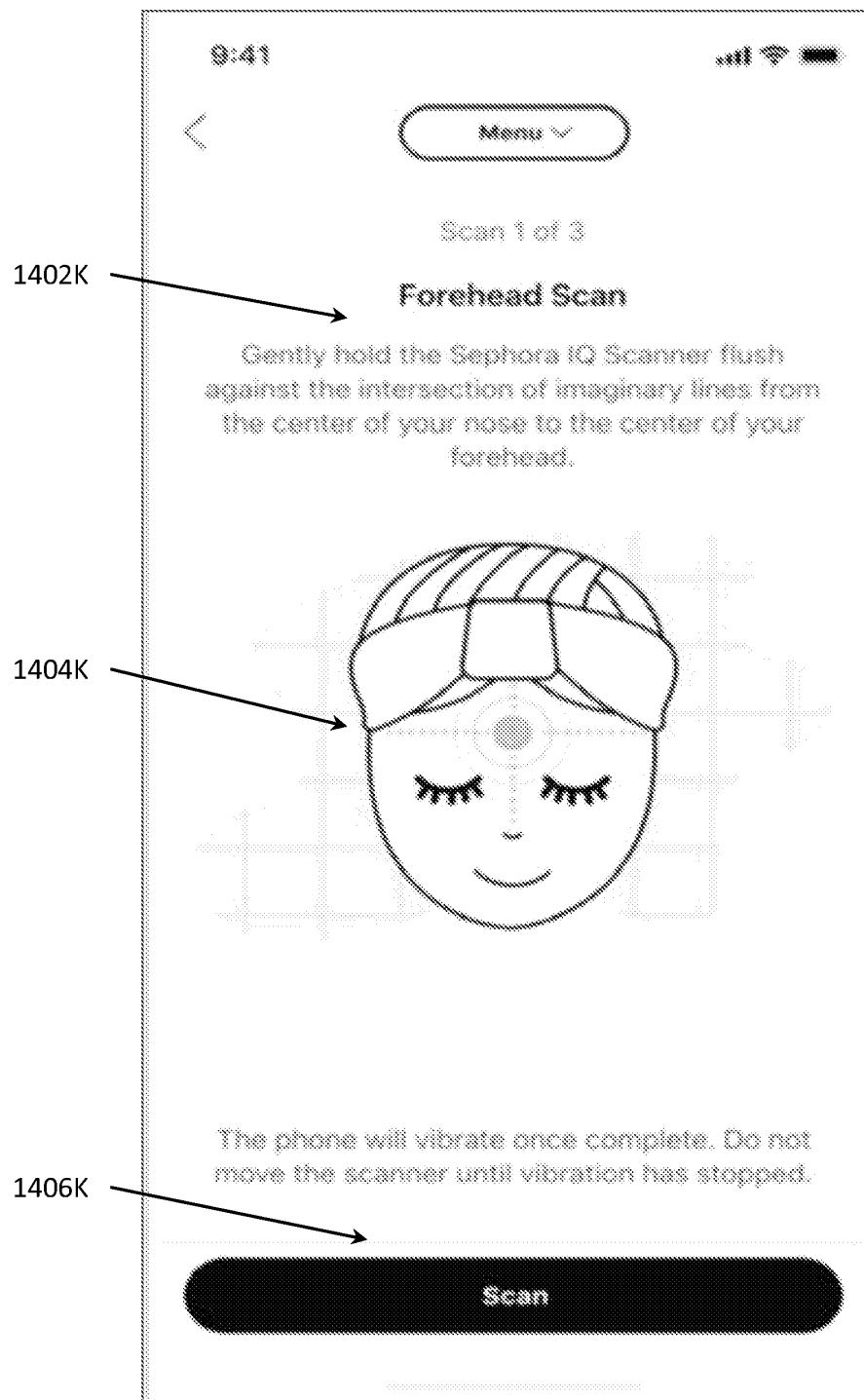


FIG. 14K

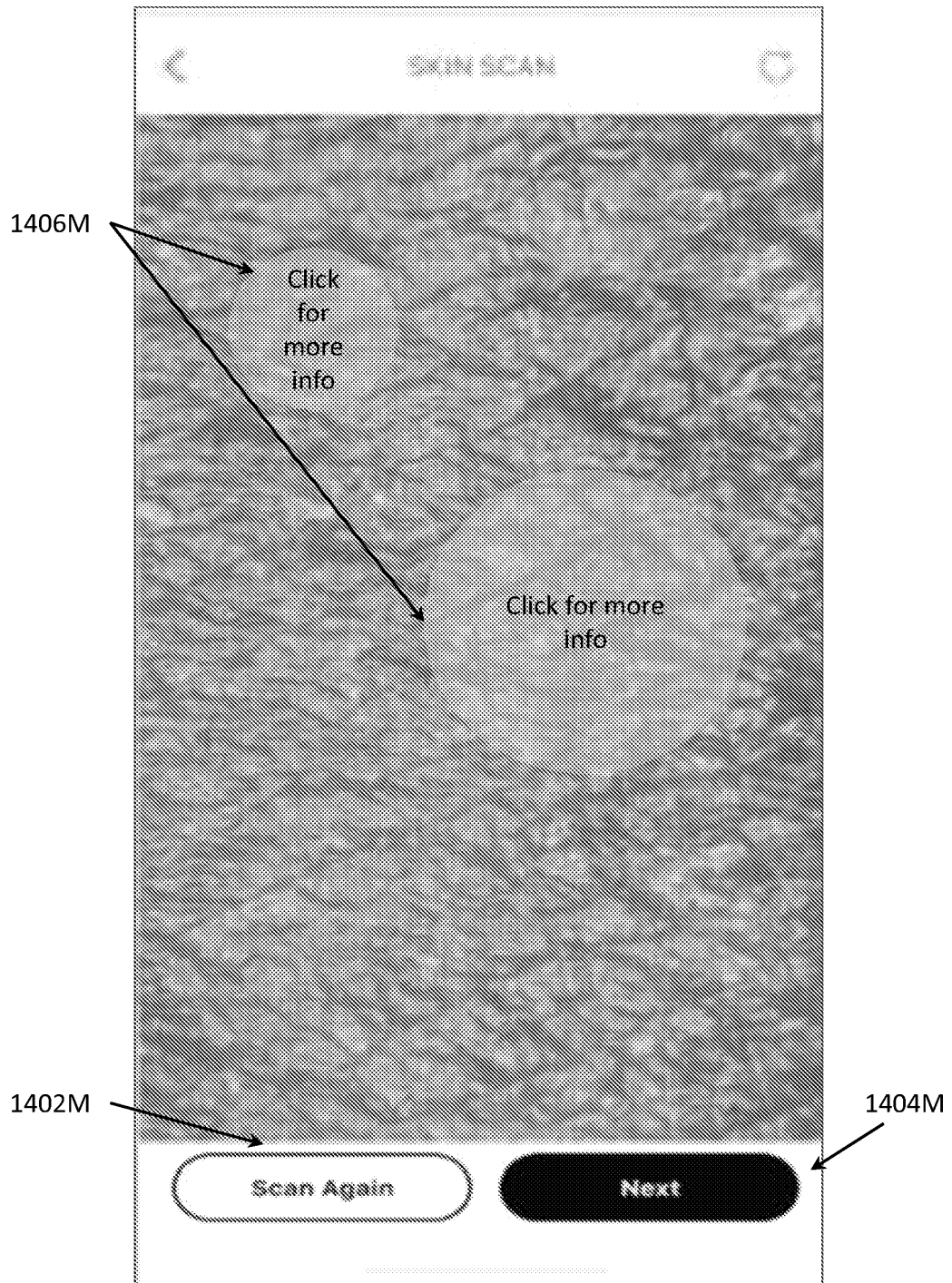


FIG. 14M

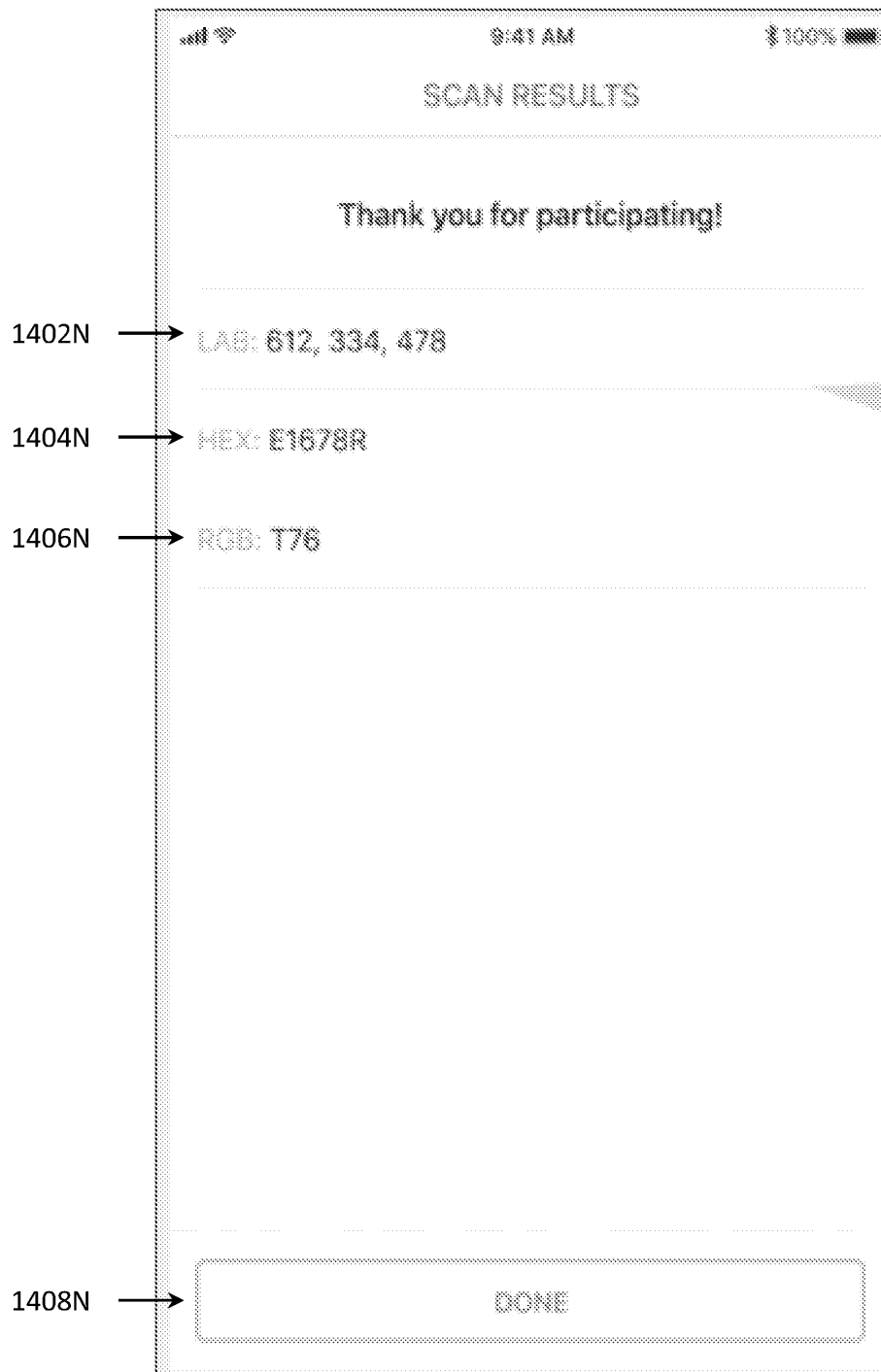


FIG. 14N

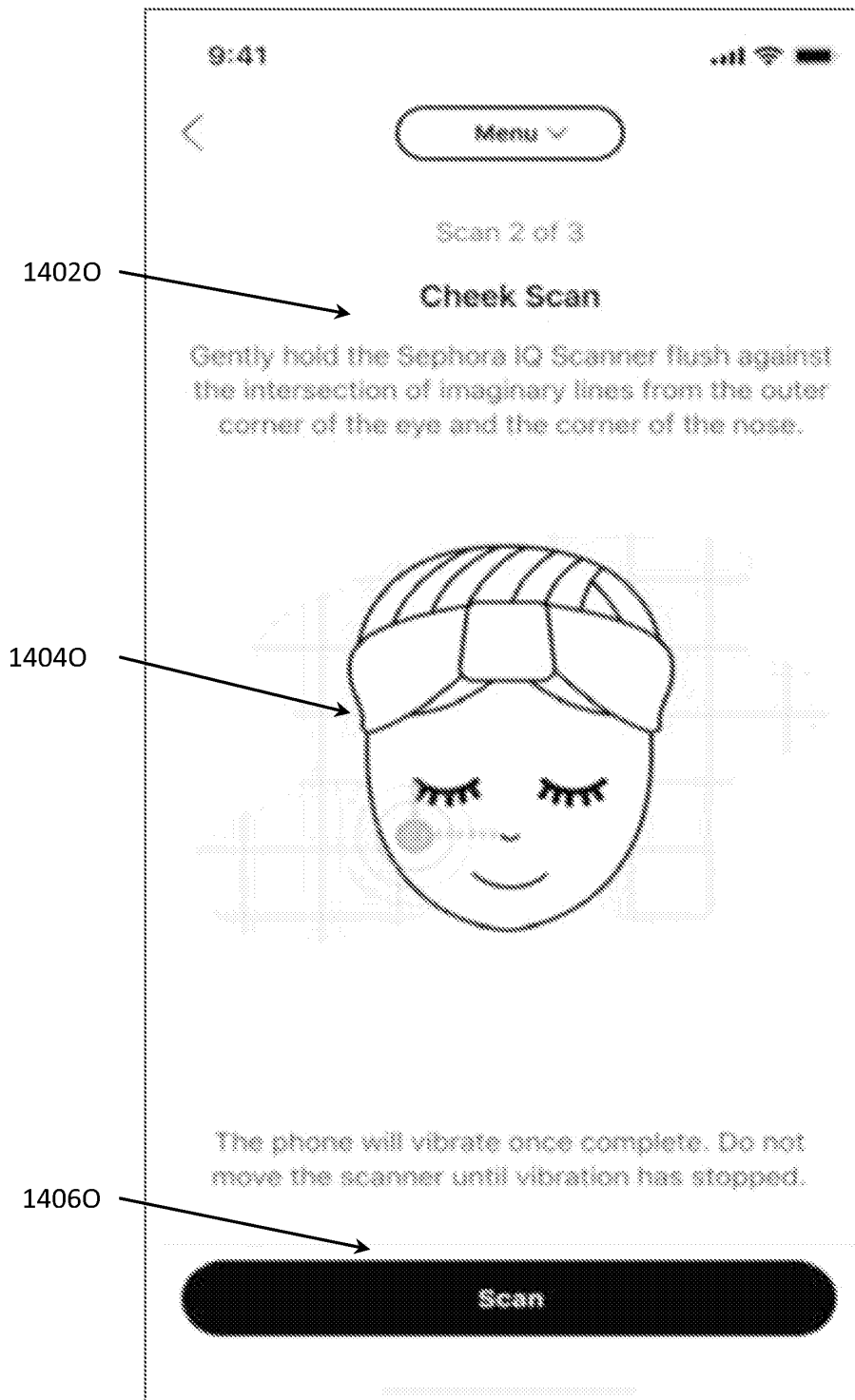


FIG. 140

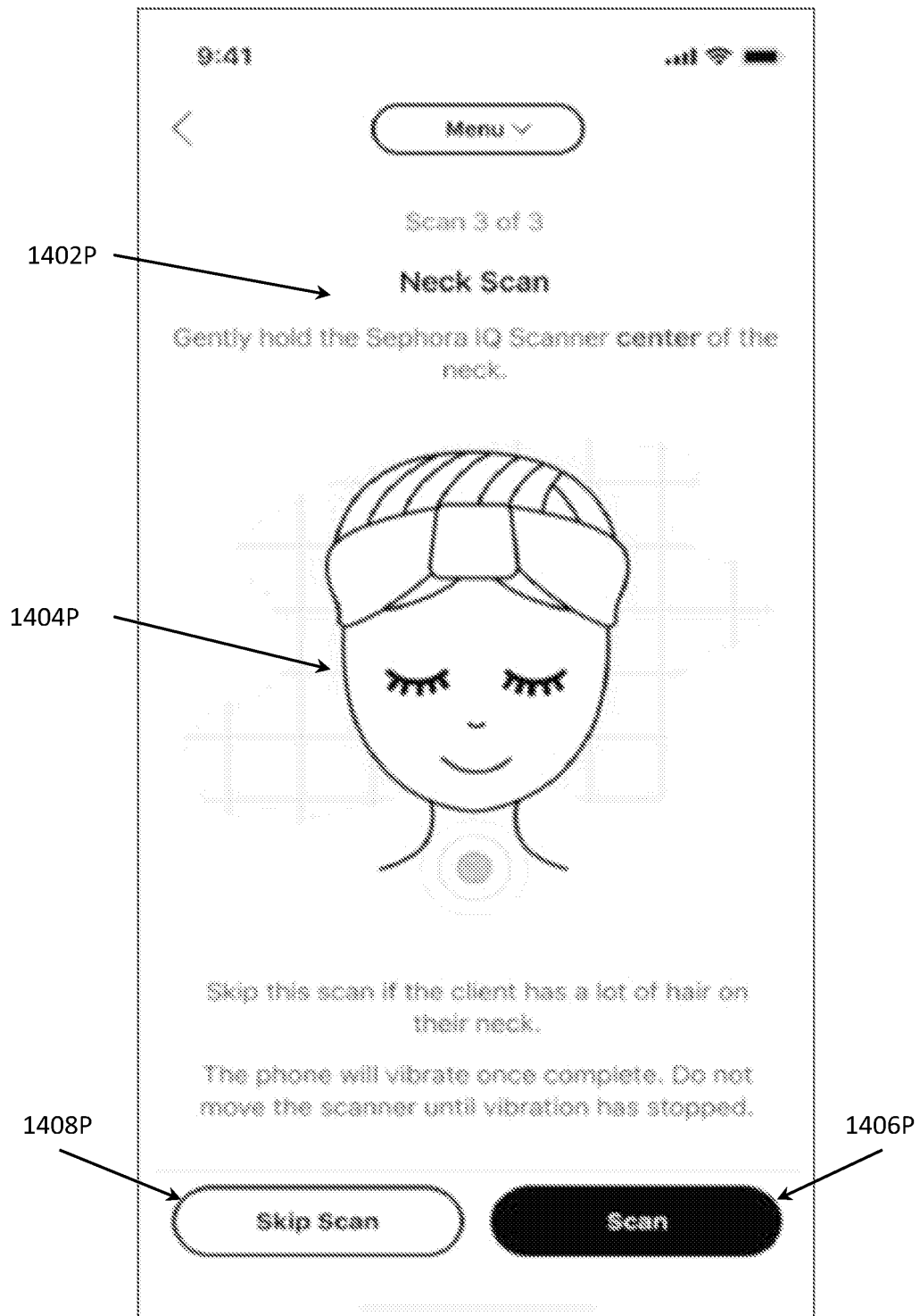


FIG. 14P

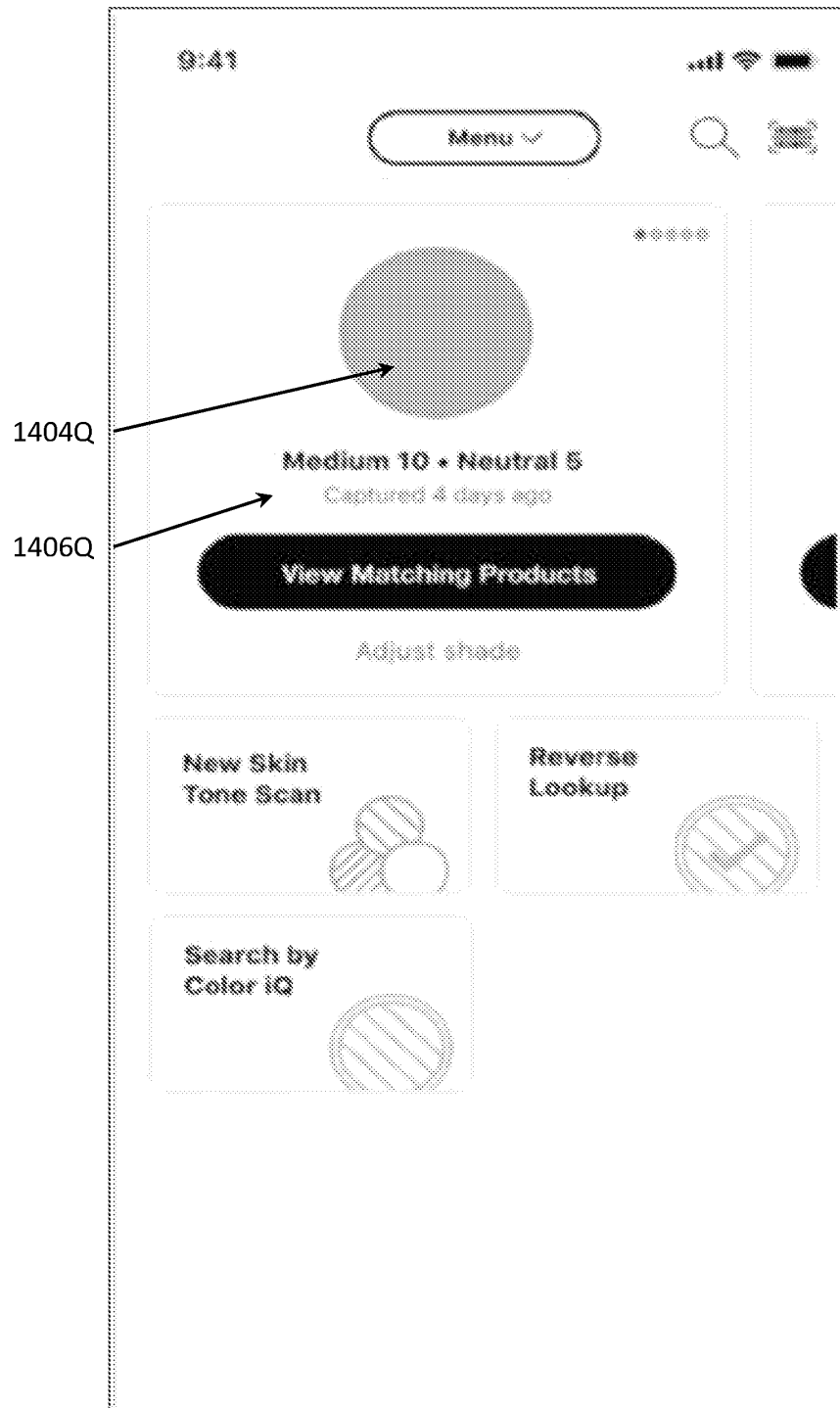


FIG. 14Q

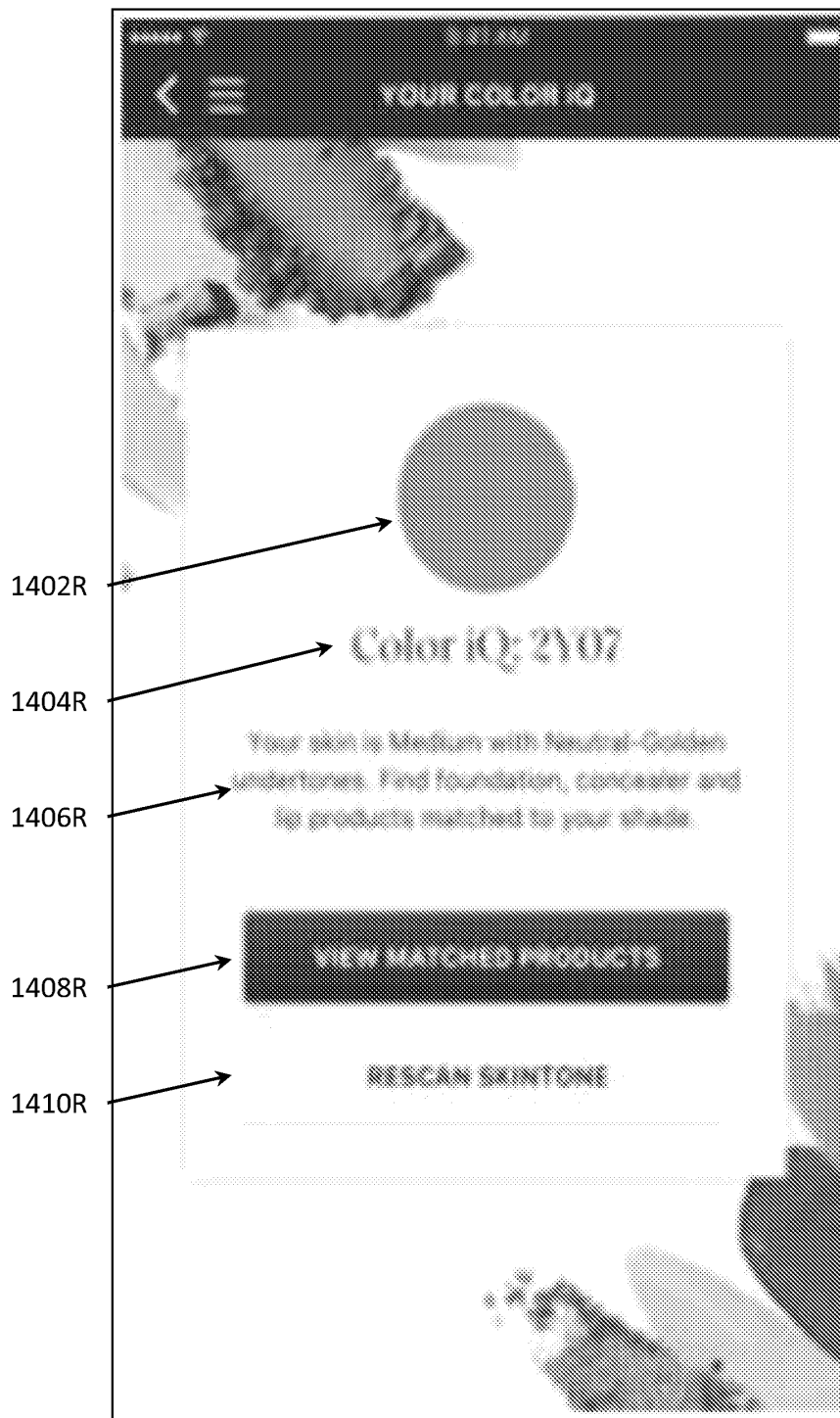


FIG. 14R

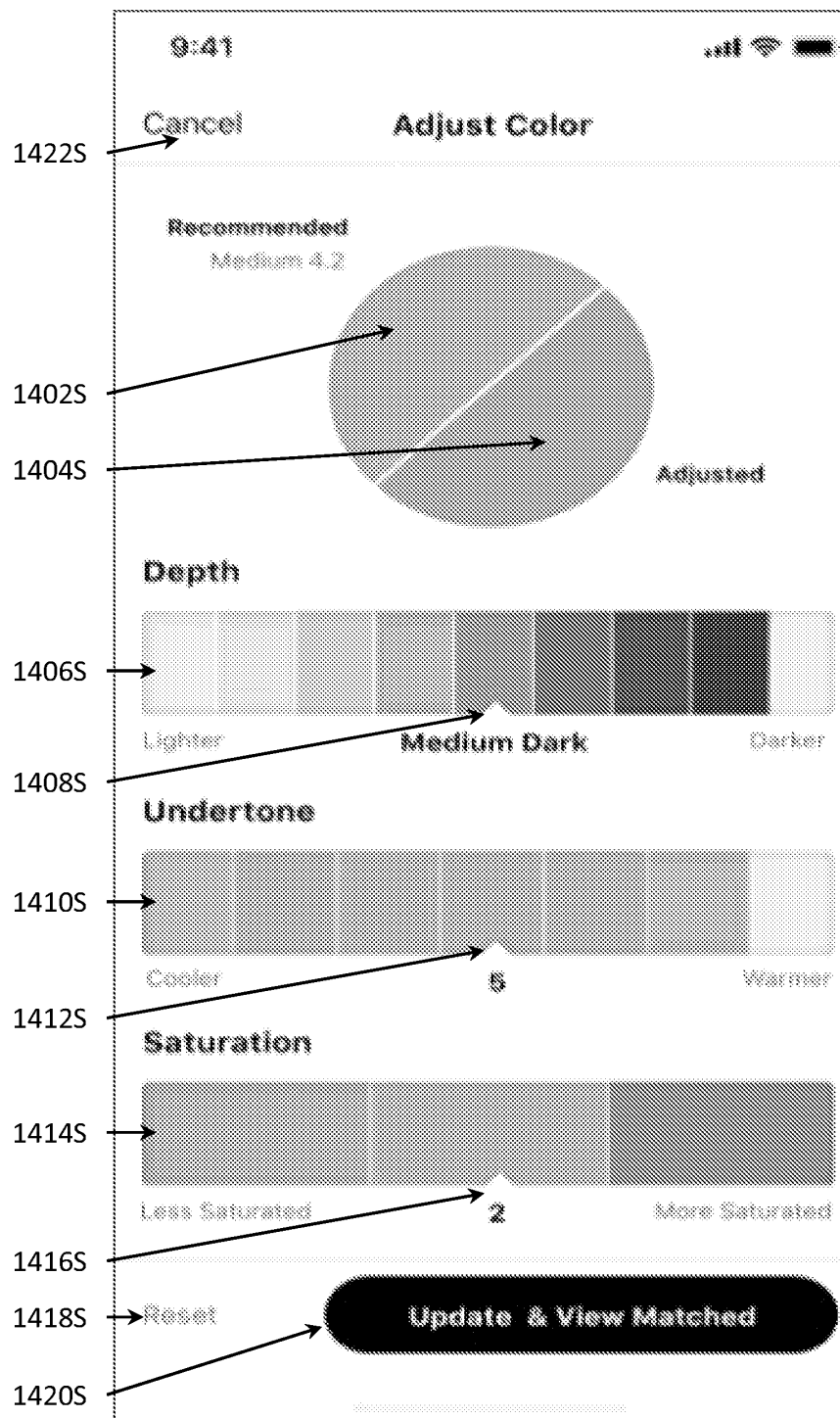


FIG. 14S

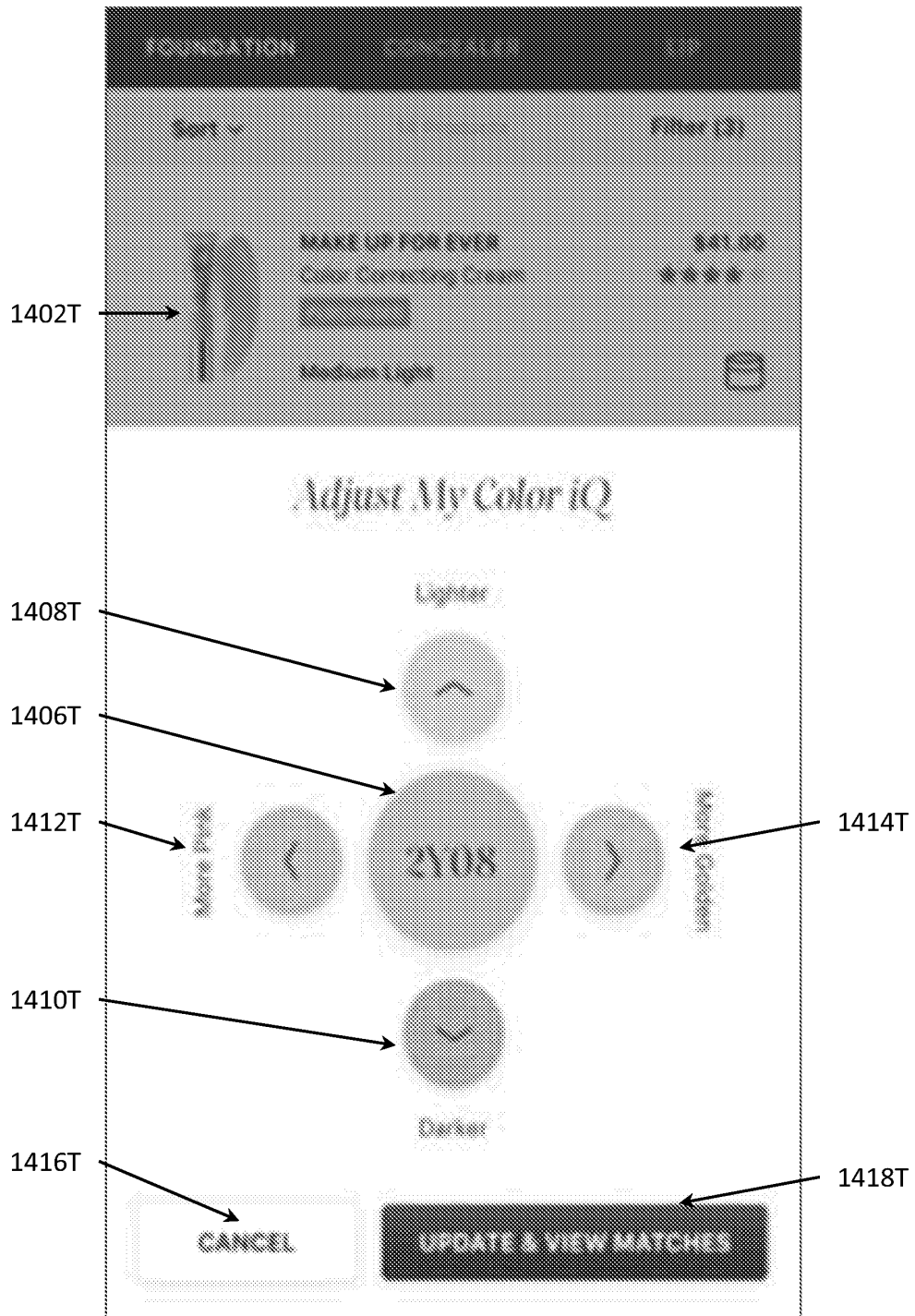


FIG. 14T

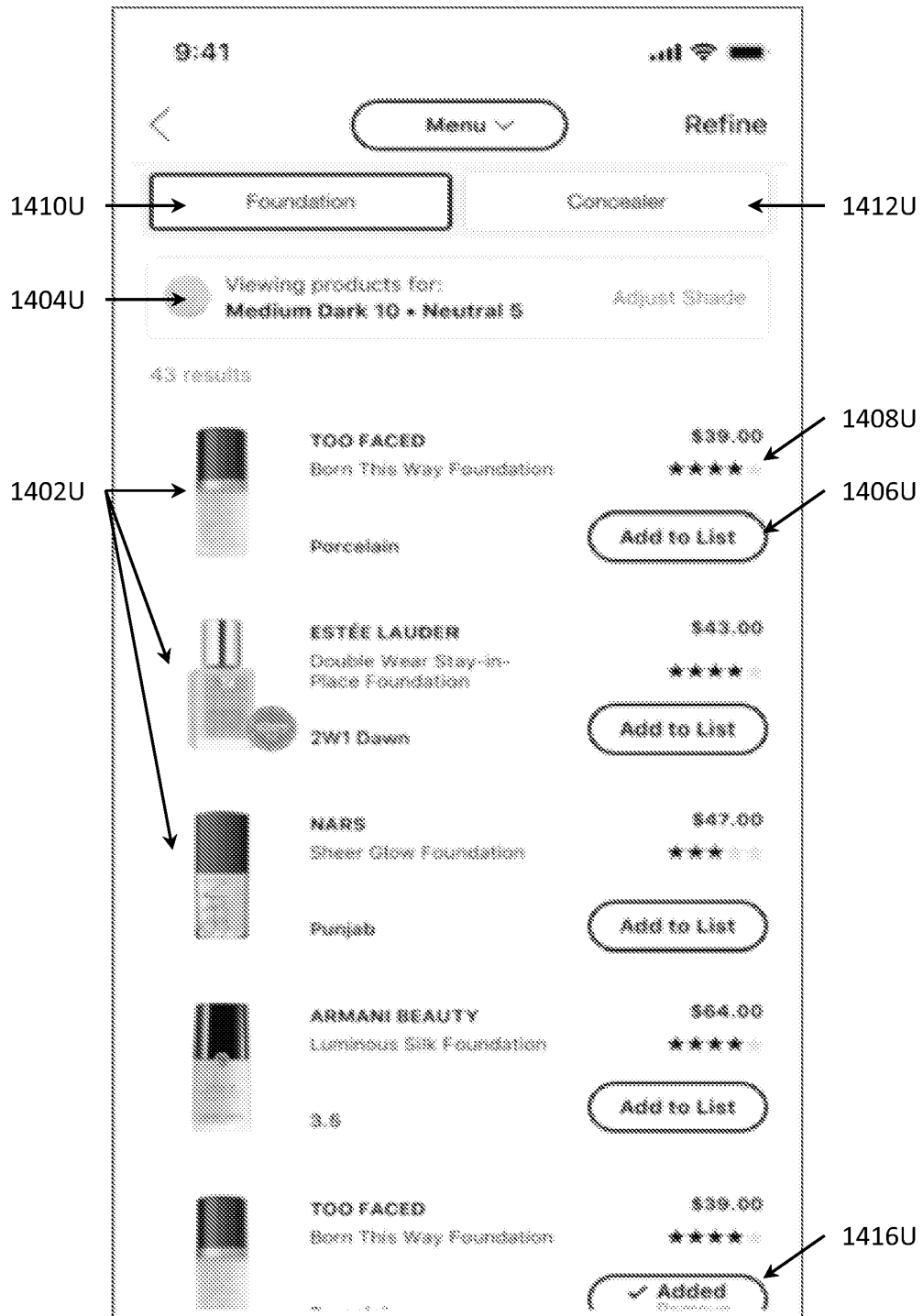


FIG. 14U



FIG. 14V

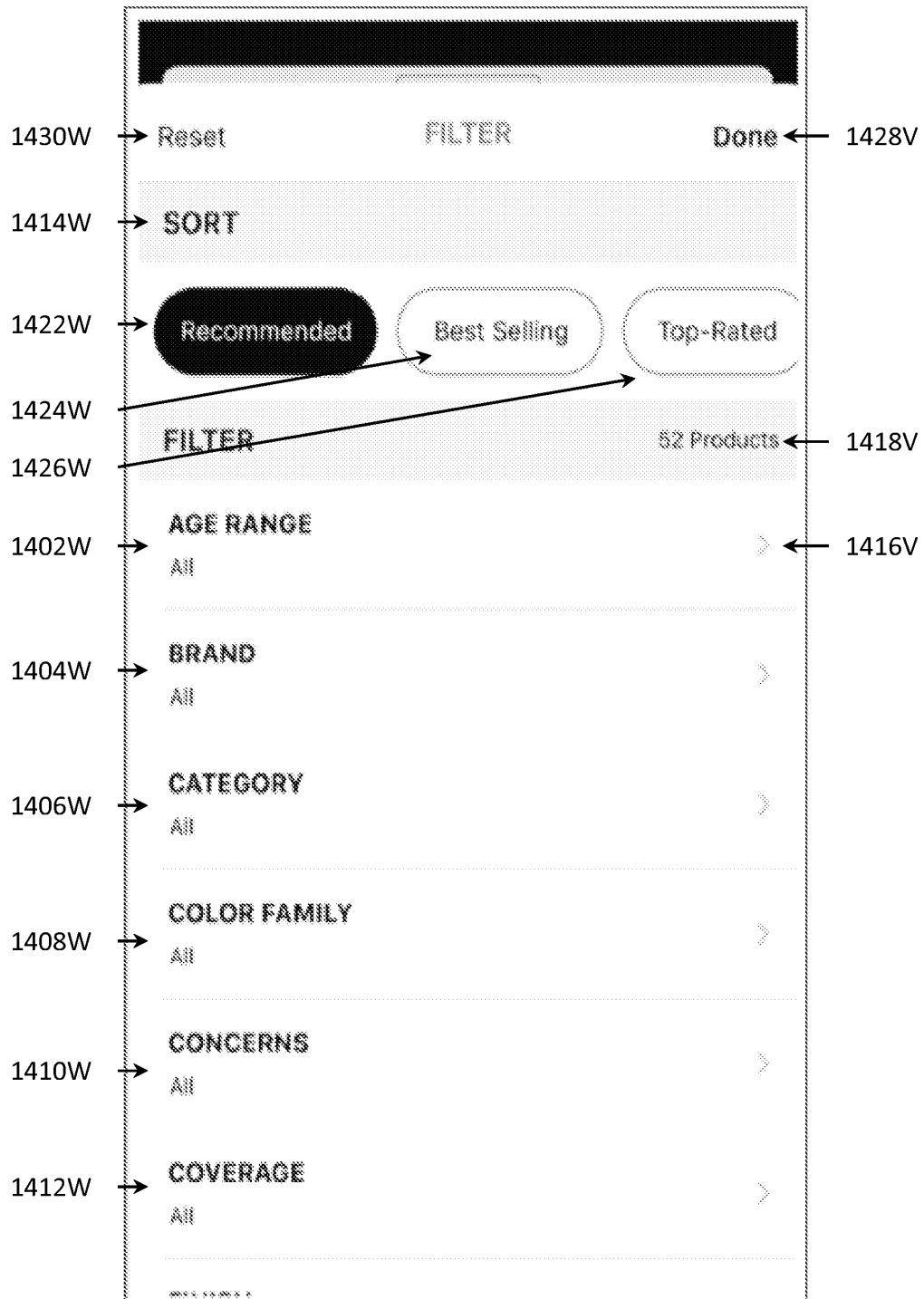


FIG. 14W

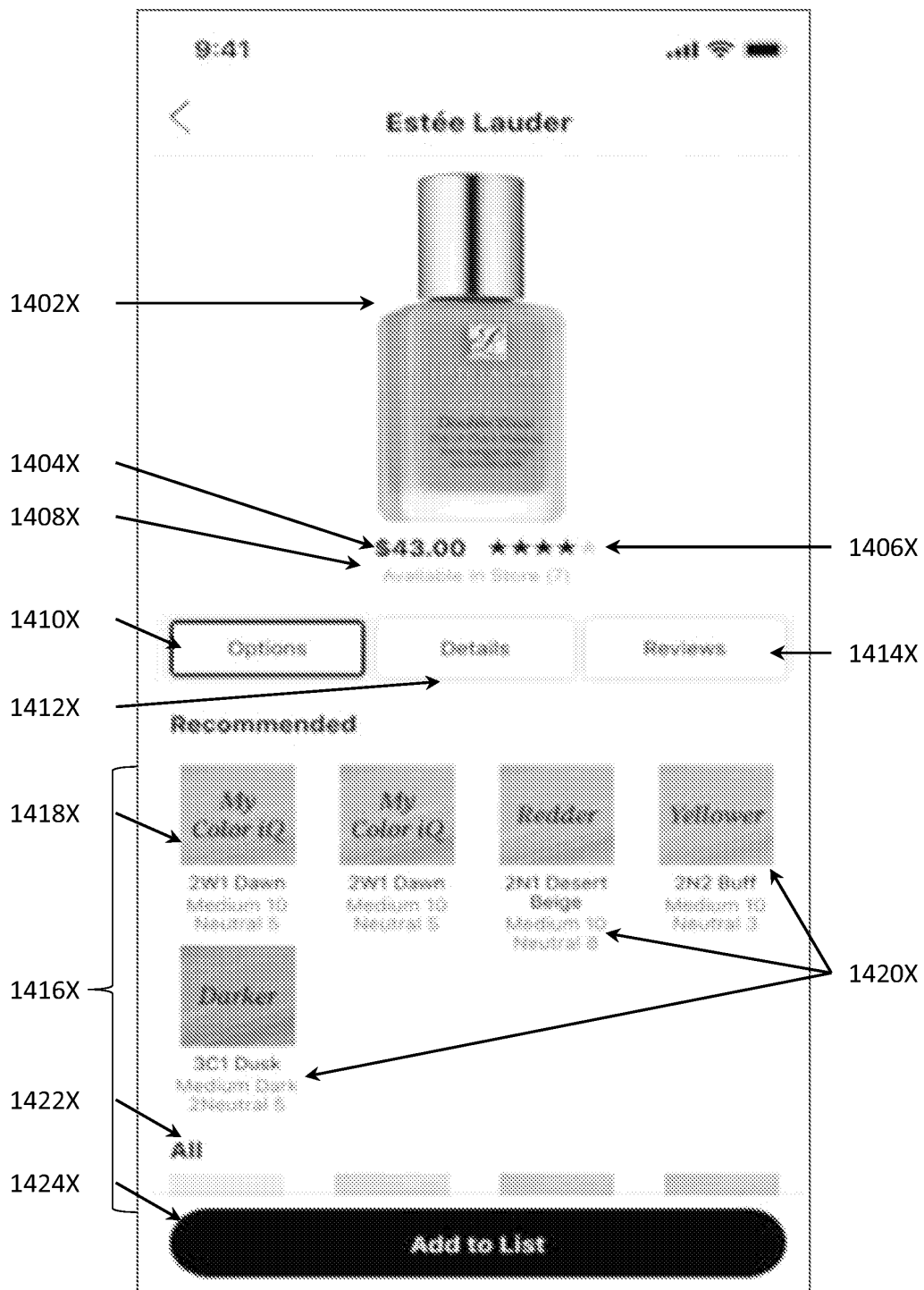


FIG. 14X

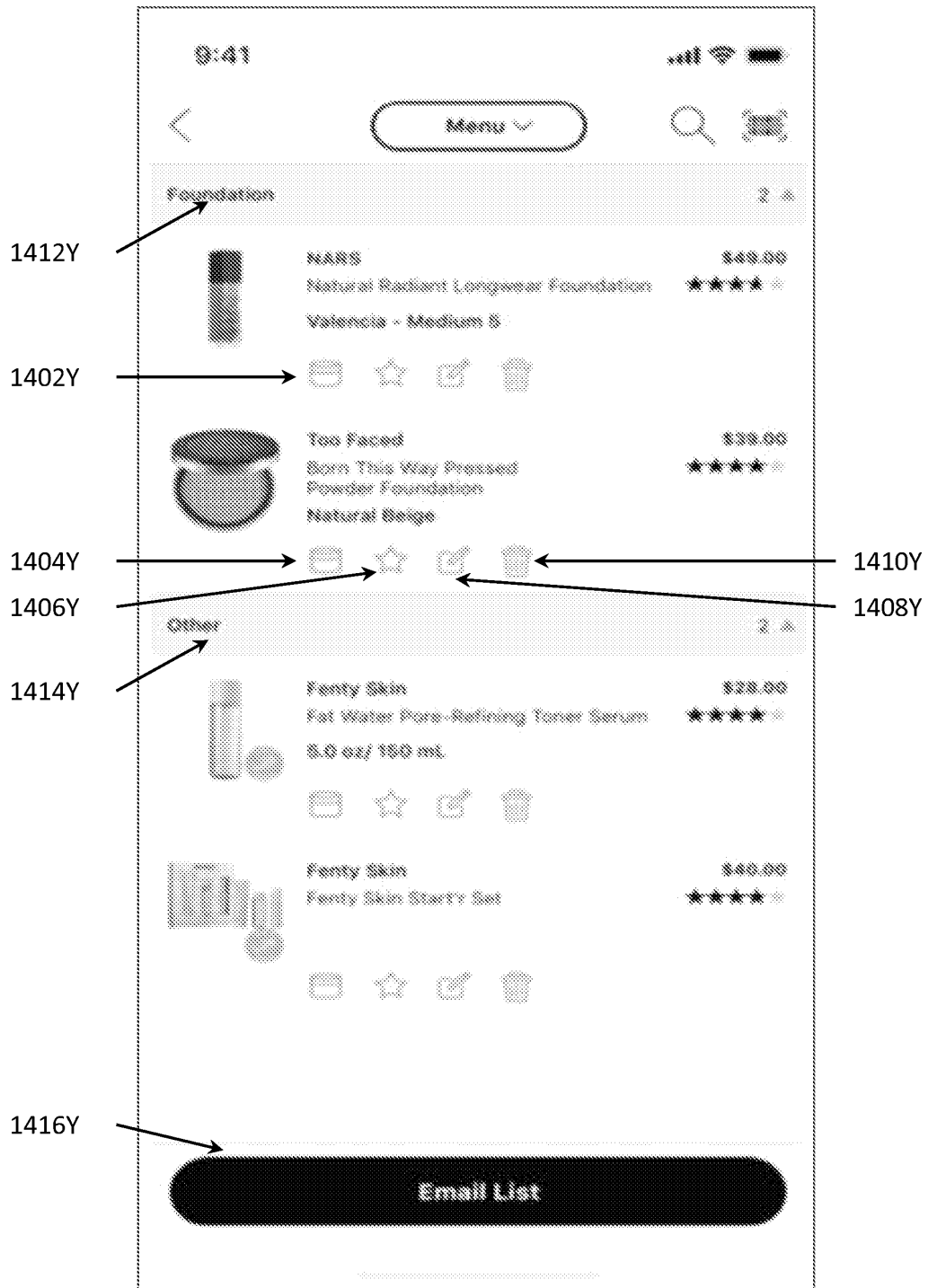


FIG. 14Y

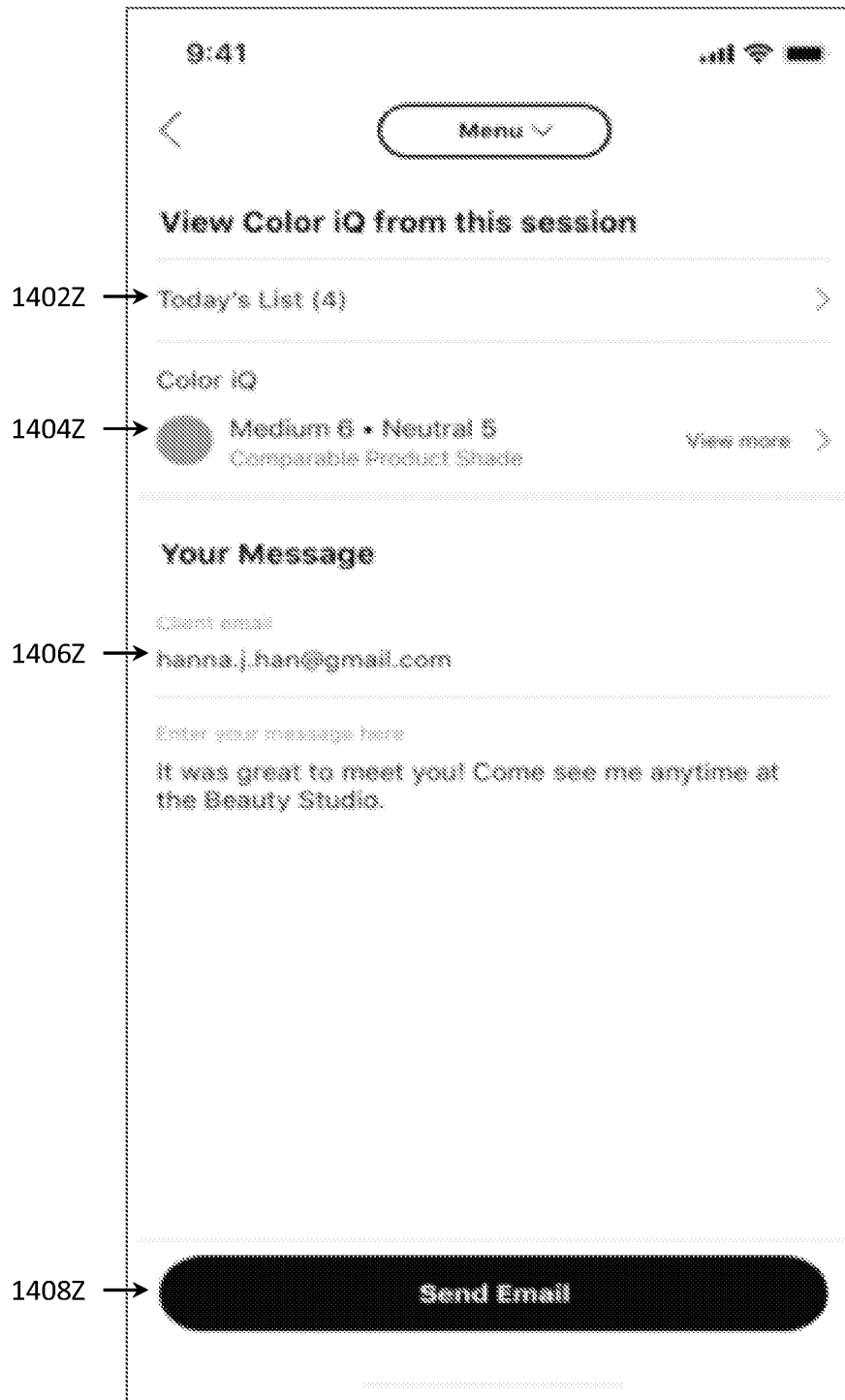


FIG. 14Z

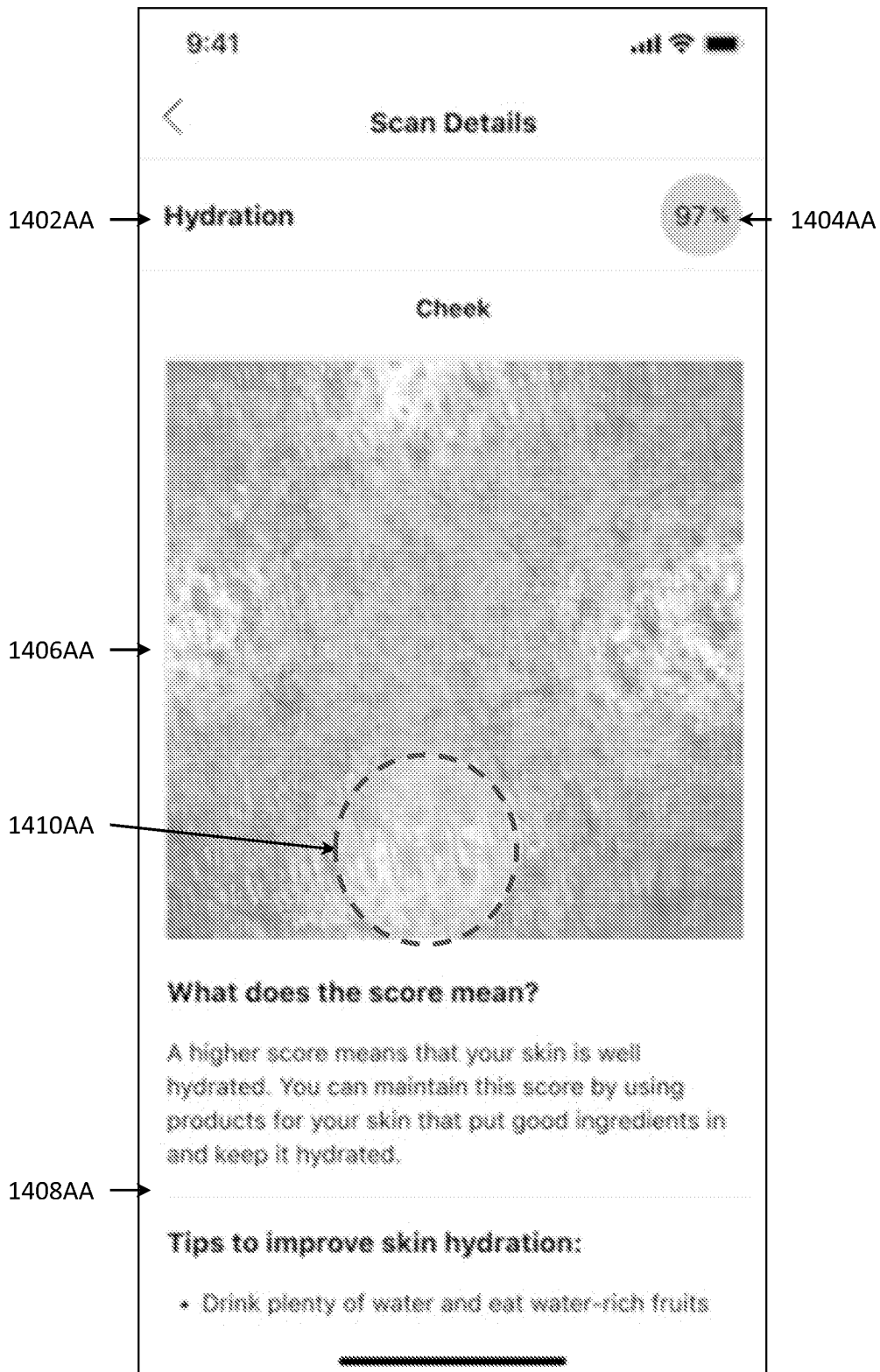


FIG. 14AA

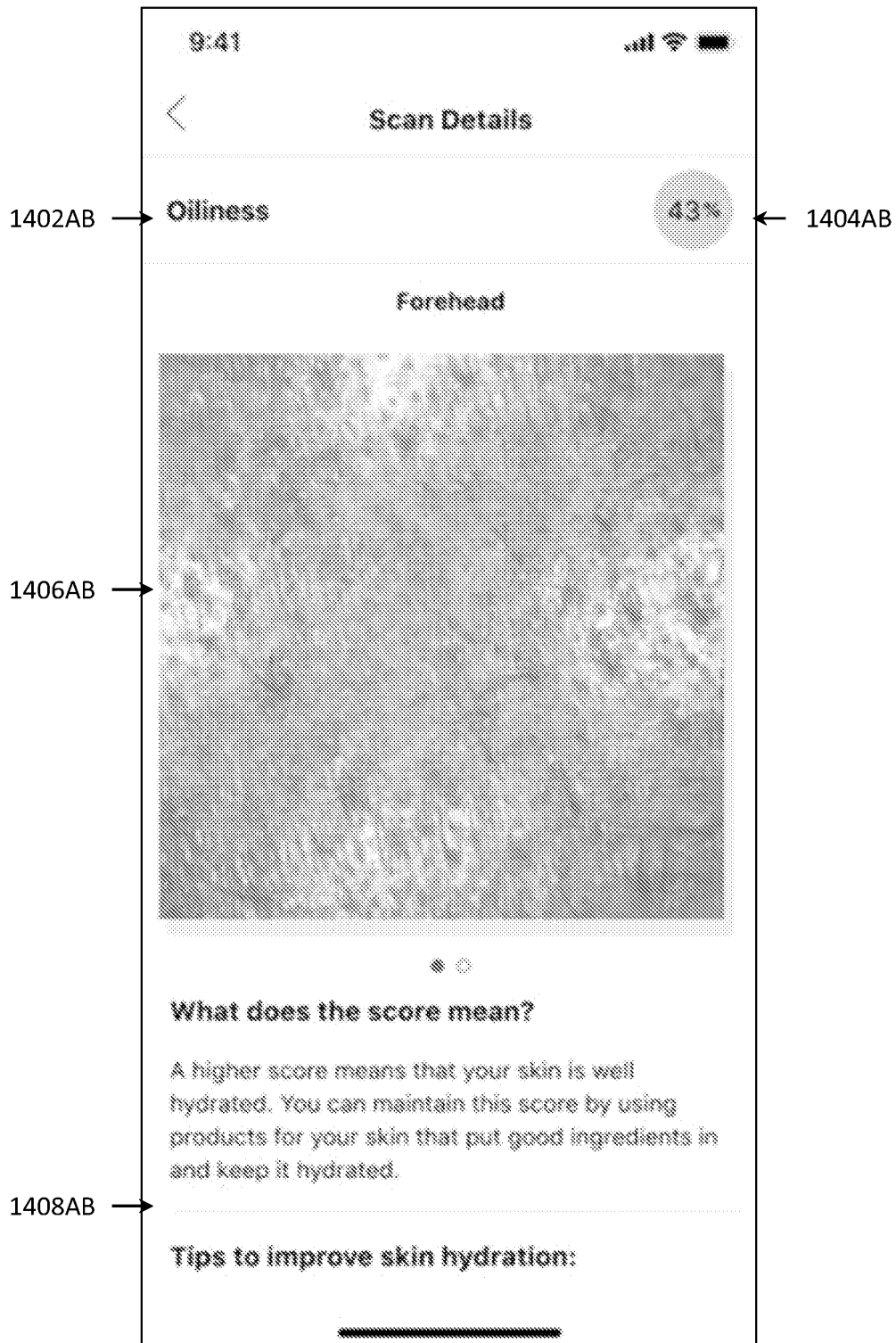


FIG. 14AB

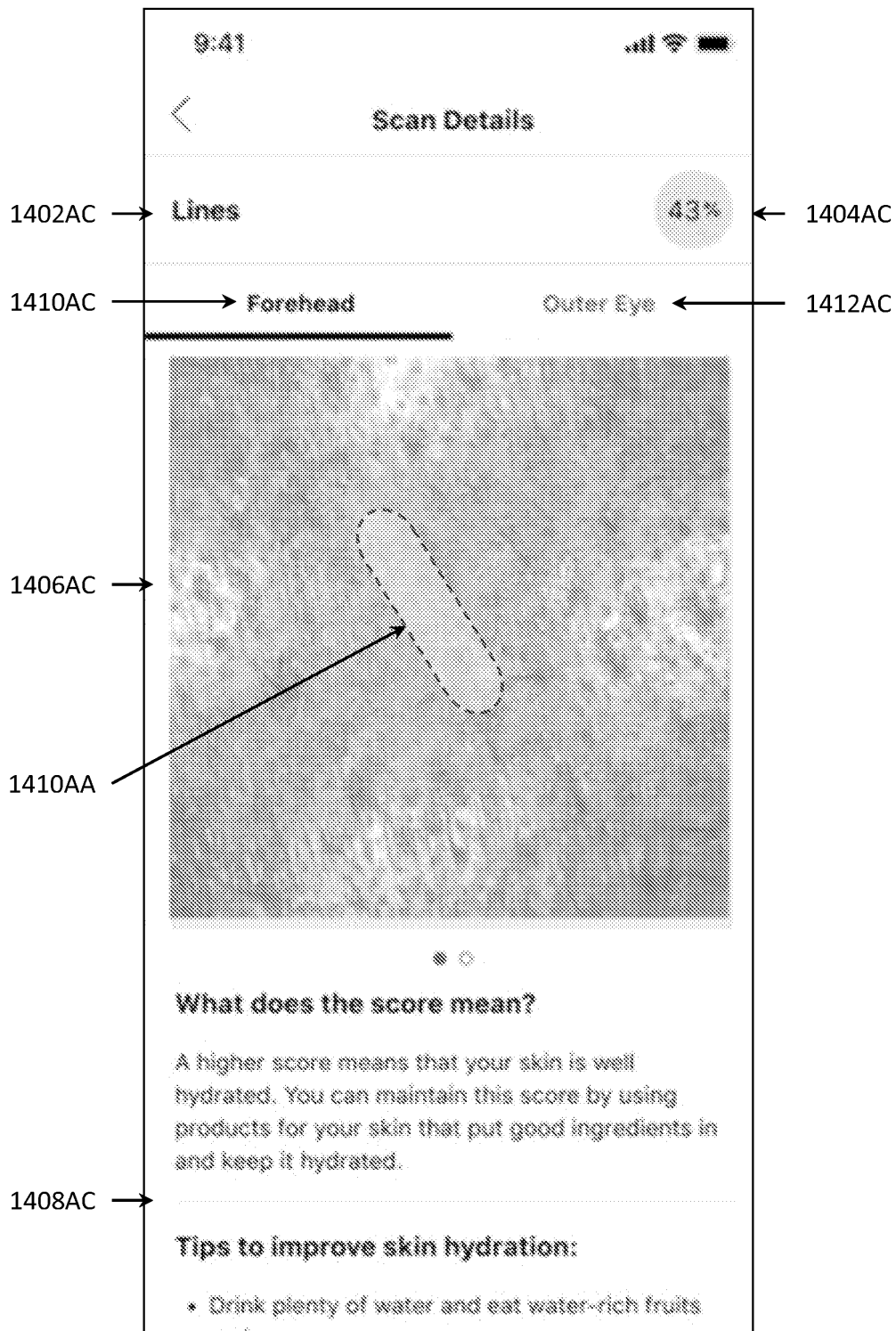


FIG. 14AC

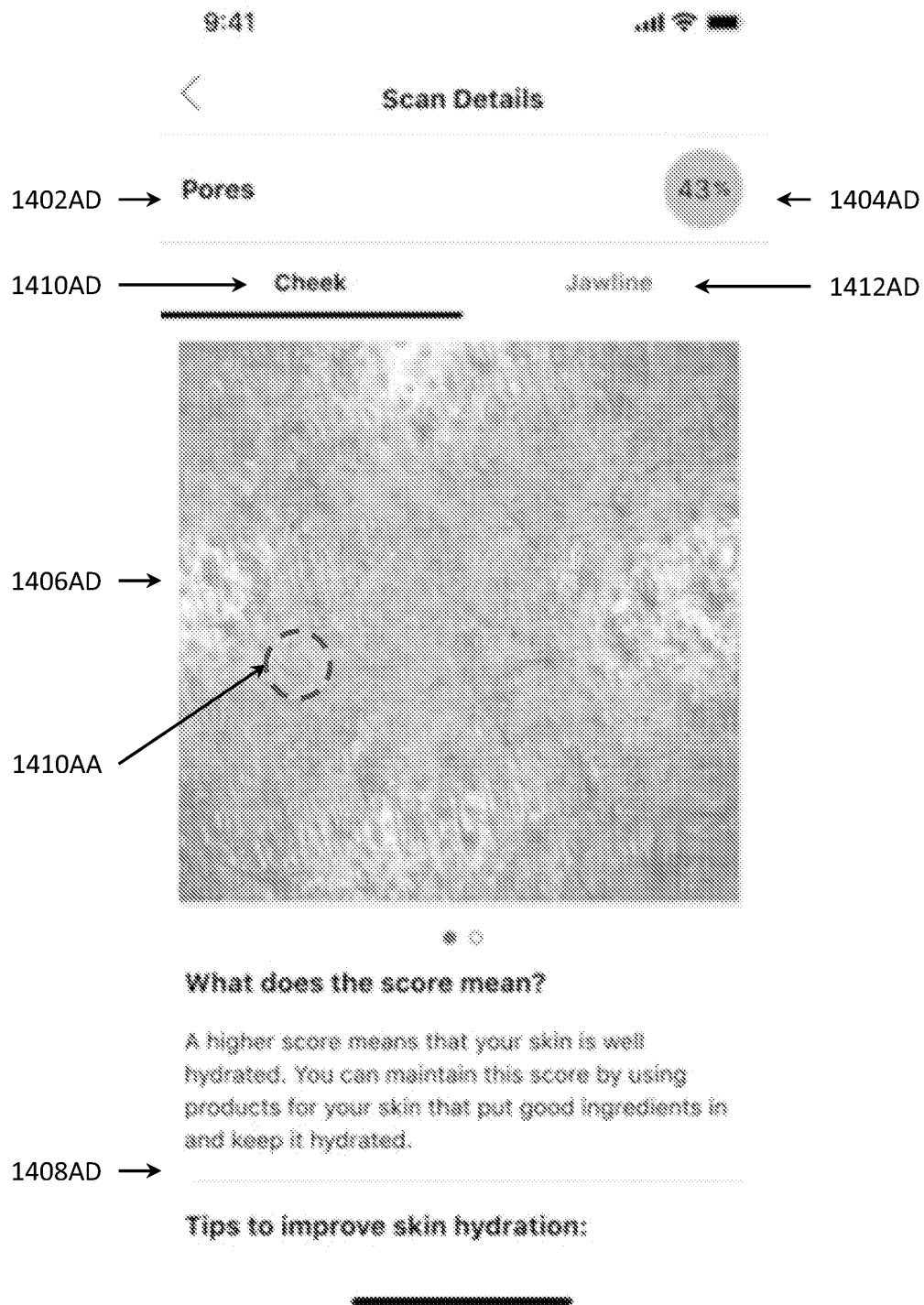


FIG. 14AD

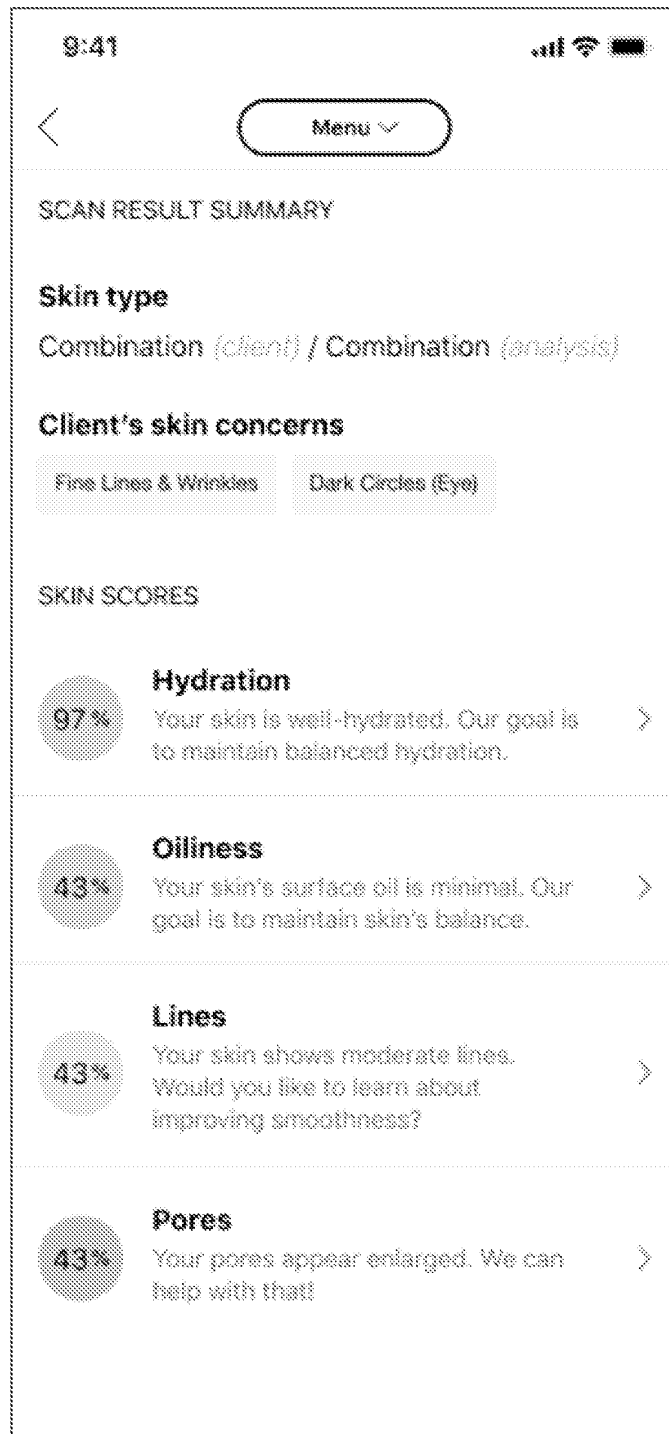


FIG. 14AE

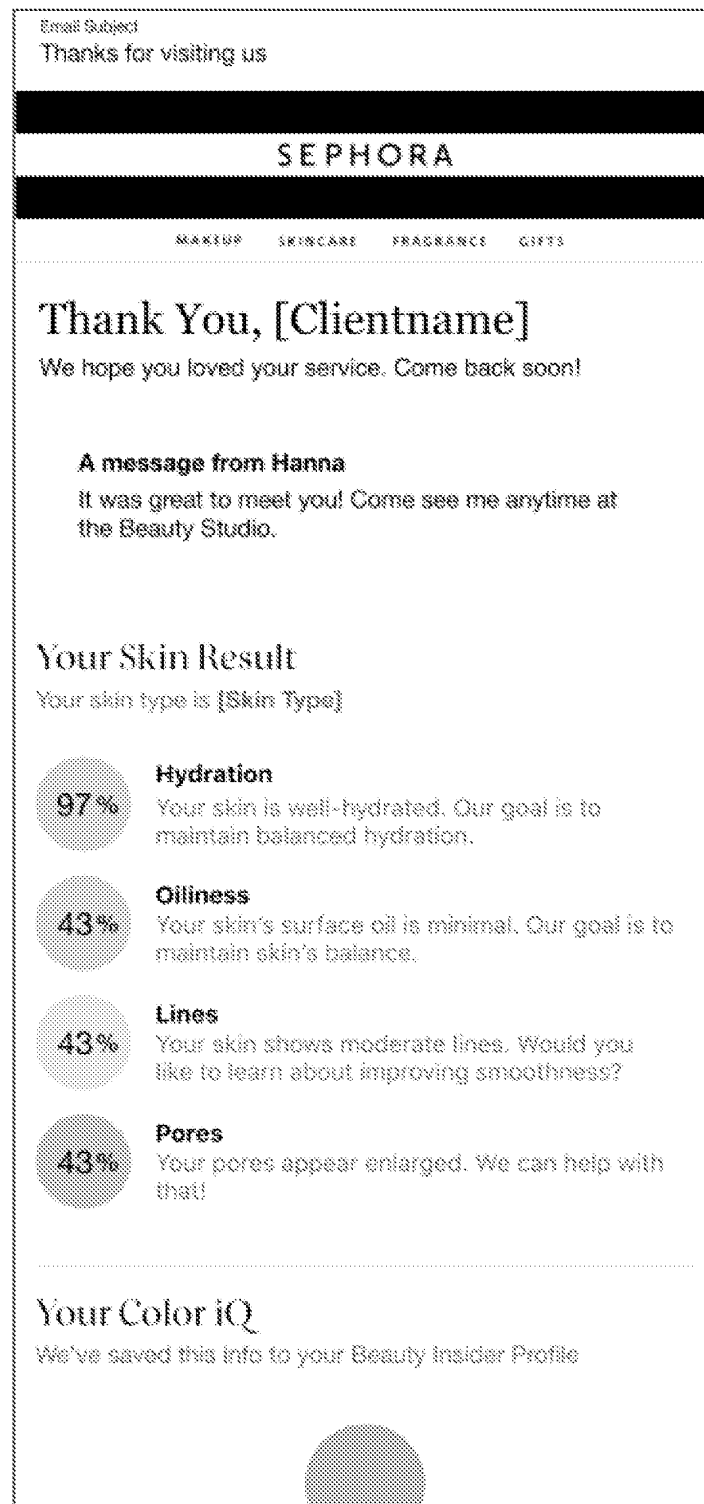


FIG. 14AF

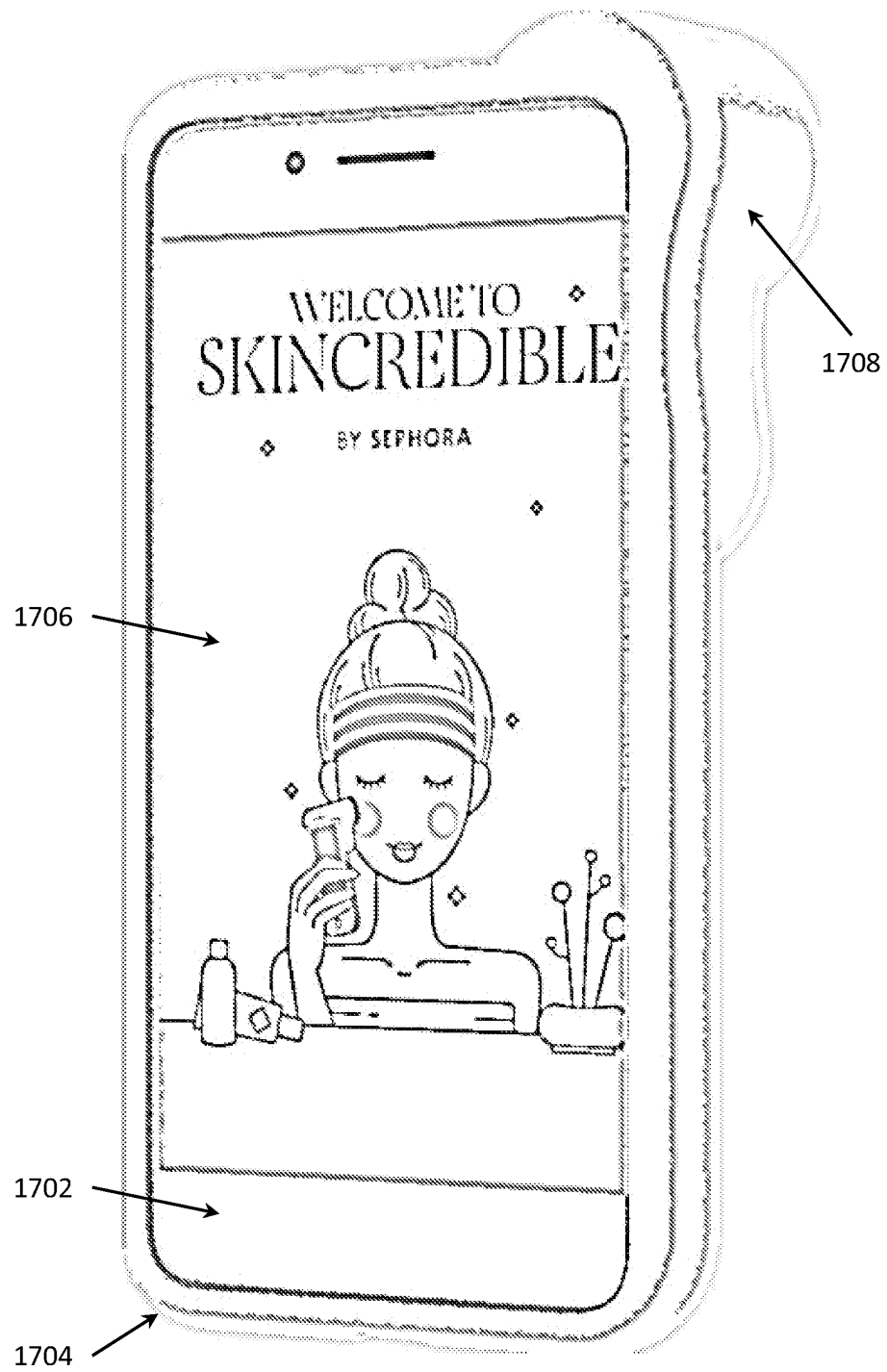


FIG. 17A

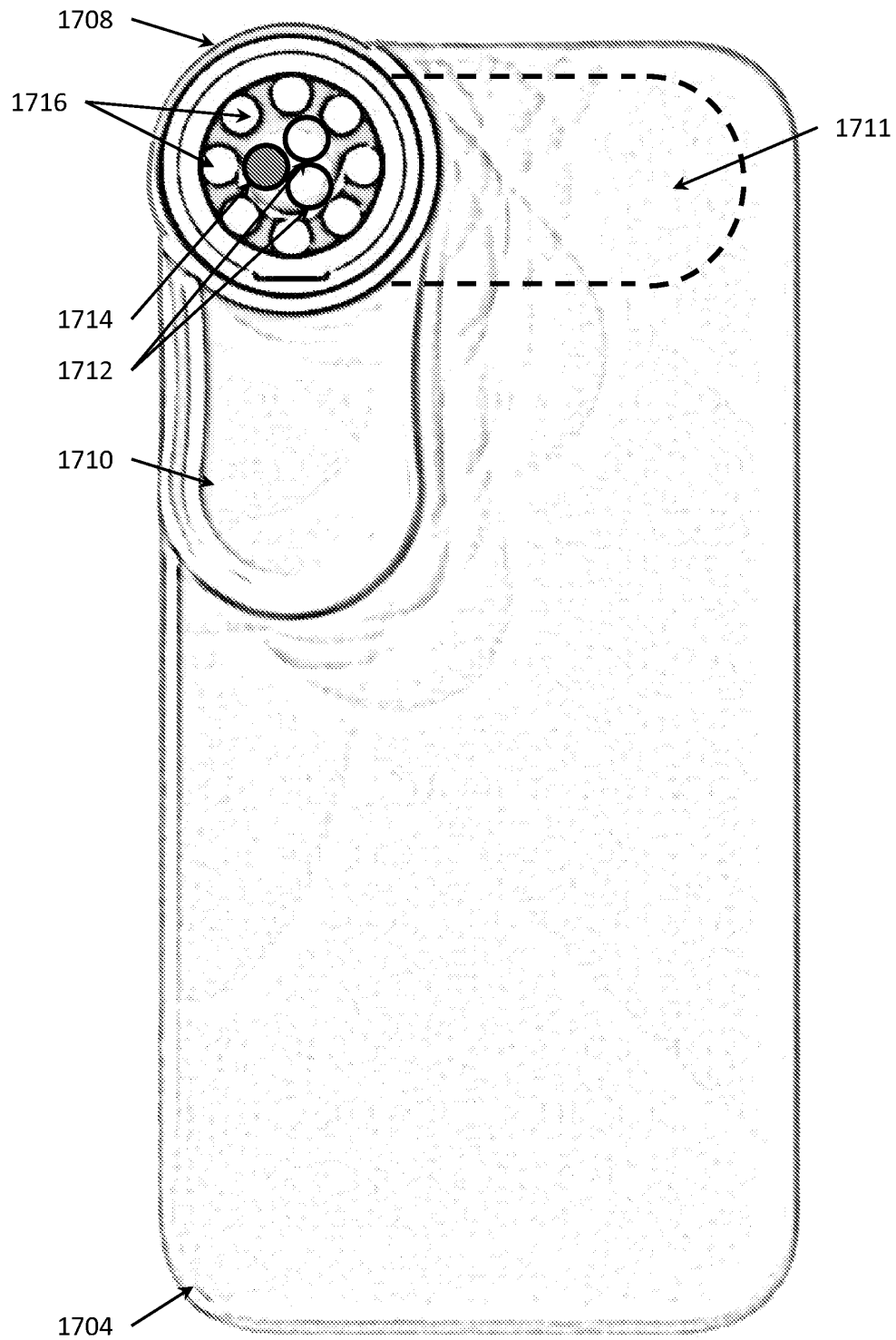


FIG. 17B