

VIRTUAL SOCIAL BEHAVIOUR



NYKAA

GUIDED BY : S GURUPRASAD | ASHUTOSH KAR

SUBMITTED BY : GARIMA | TRISHA

SDM'20



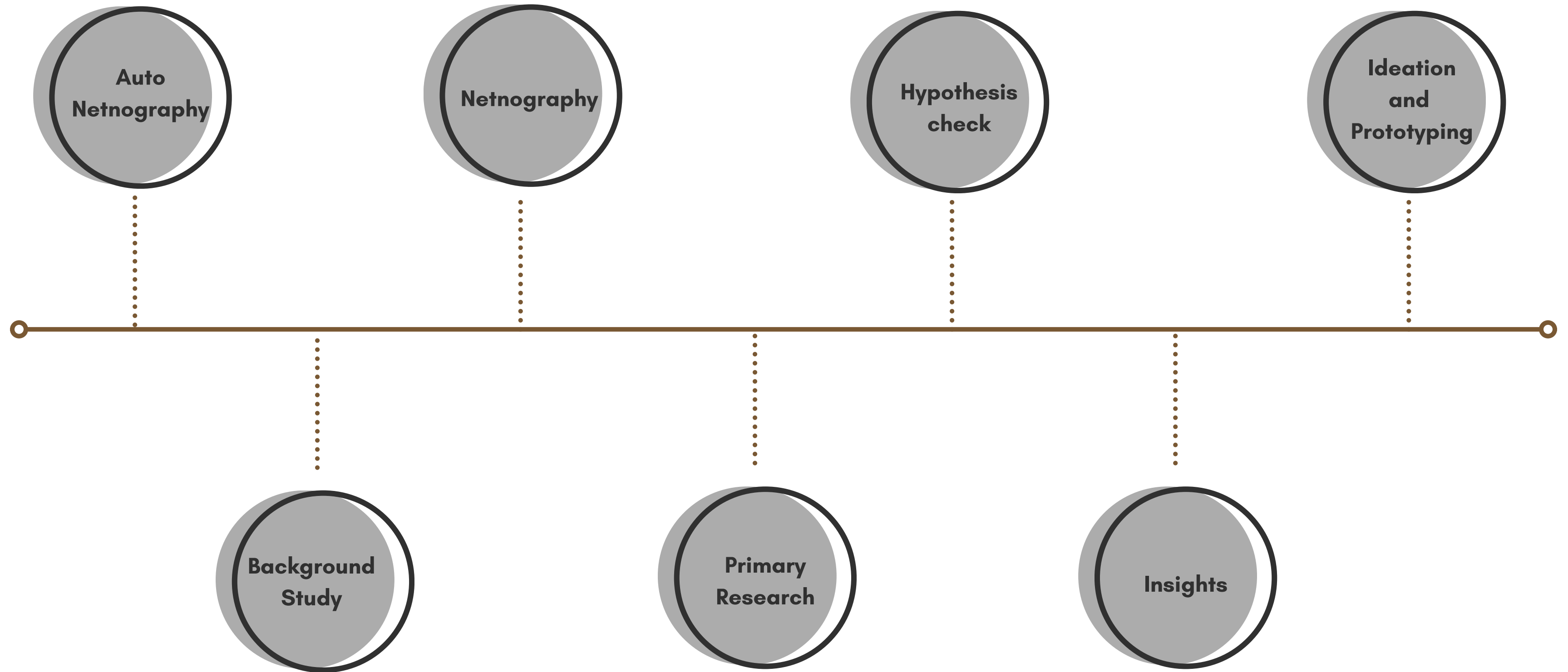
राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Objective

To study virtual social behaviour on the Nykaa platform and re-create the user interface after understanding the deviant behaviours and ultimately propose strategies to overcome those.



Stages of the Project



WHAT MAKES YOU HAPPY?

WHAT IS YOUR MOST CHERISHED MOMENT?

WHO INSPIRES YOU?

HOW DOES ONLINE SHOPPING MAKE YOU FEEL?

WHAT MAKES YOU SAD?

WHAT MOTIVATES YOU?

WHAT MAKES YOU ANGRY?

WHAT SCARES YOU?

WHAT DRIVES YOU?

DO YOU GET MANIPULATED BY ADVERTISEMENTS?



Auto-ethnography

is a form of qualitative research wherein we self-reflected on our own biases, personality traits and our relation with the chosen platform.



Background Study

Falguni Nayar

Founder & CEO

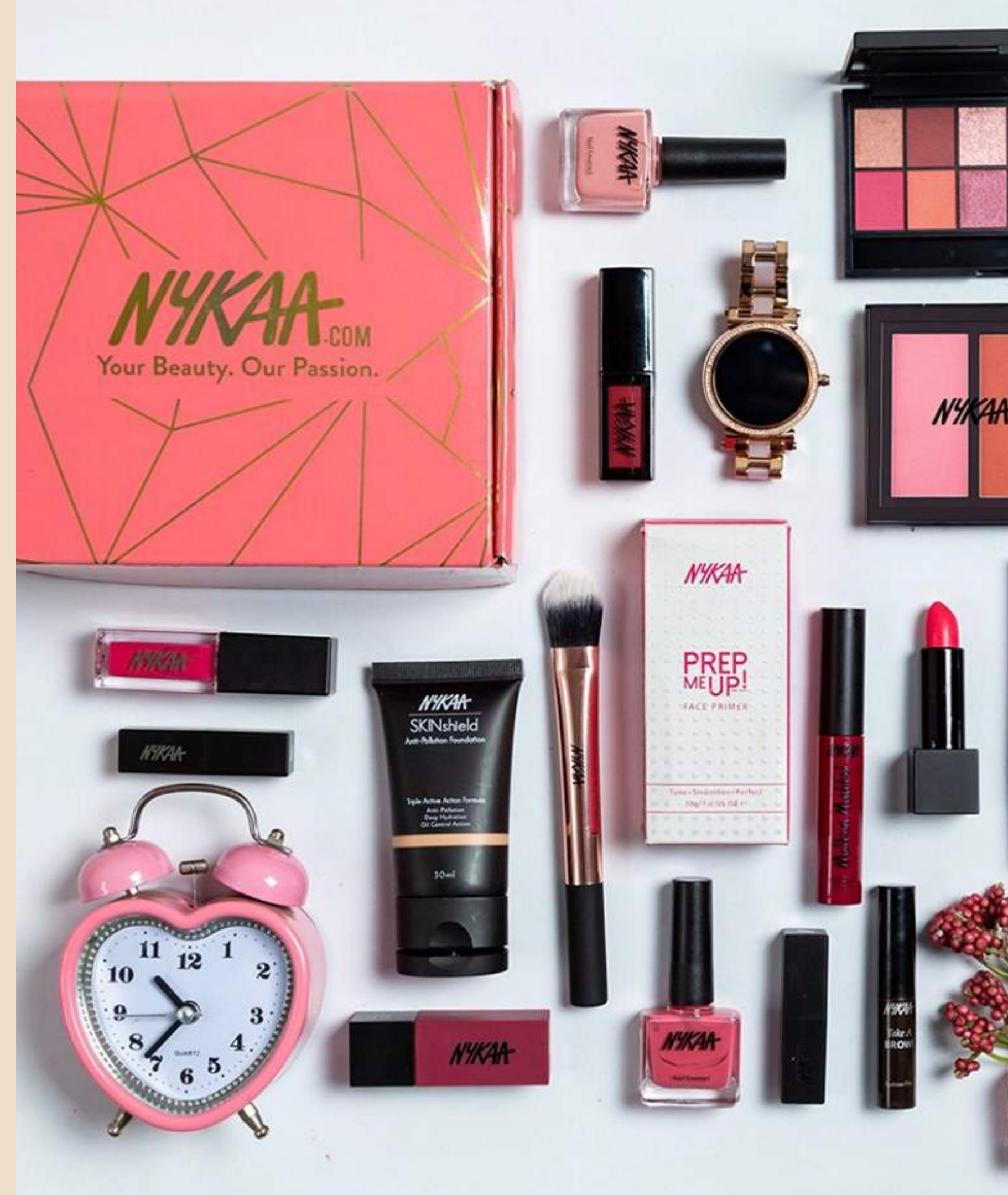


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Nykaa's IPO will be a watershed moment for Internet IPOs and will inspire a generation of women entrepreneurs. If the IPO goes as planned, Nykaa will be India's first women-led unicorn to go public.

Nykaa.com is a premier online beauty and wellness destination, which offers a wide range of Indian and international brands.

- Founded in 2012, the Mumbai-headquartered startup now offers more than 2,500 brands of everything from mascara and makeup remover to velvety kohl Indian eyeliner and the body tattoo art called mehendi.
- Through its websites, apps and 70-plus brick-and-mortar stores, the company hit revenue of Rs 24.5 billion (\$330 million) in revenue and other income in the fiscal year ended in March, according to its filing.
- That figure rose by more than 35% during that period, despite pandemic-mandated store closures and delivery challenges.



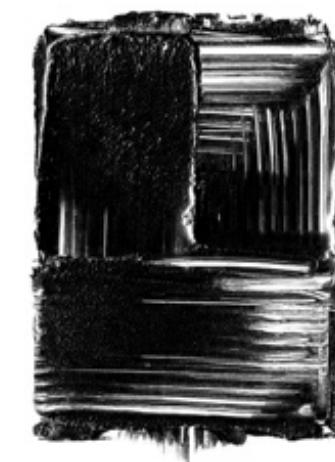


Current Brand Identity



NYKAA PINK

FC2779
C:0 M:94 Y:23 K:0
R:238 G:47 B:121



BLACK

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C:100 M:100 Y:100 K:100
R:0 G:0 B:0

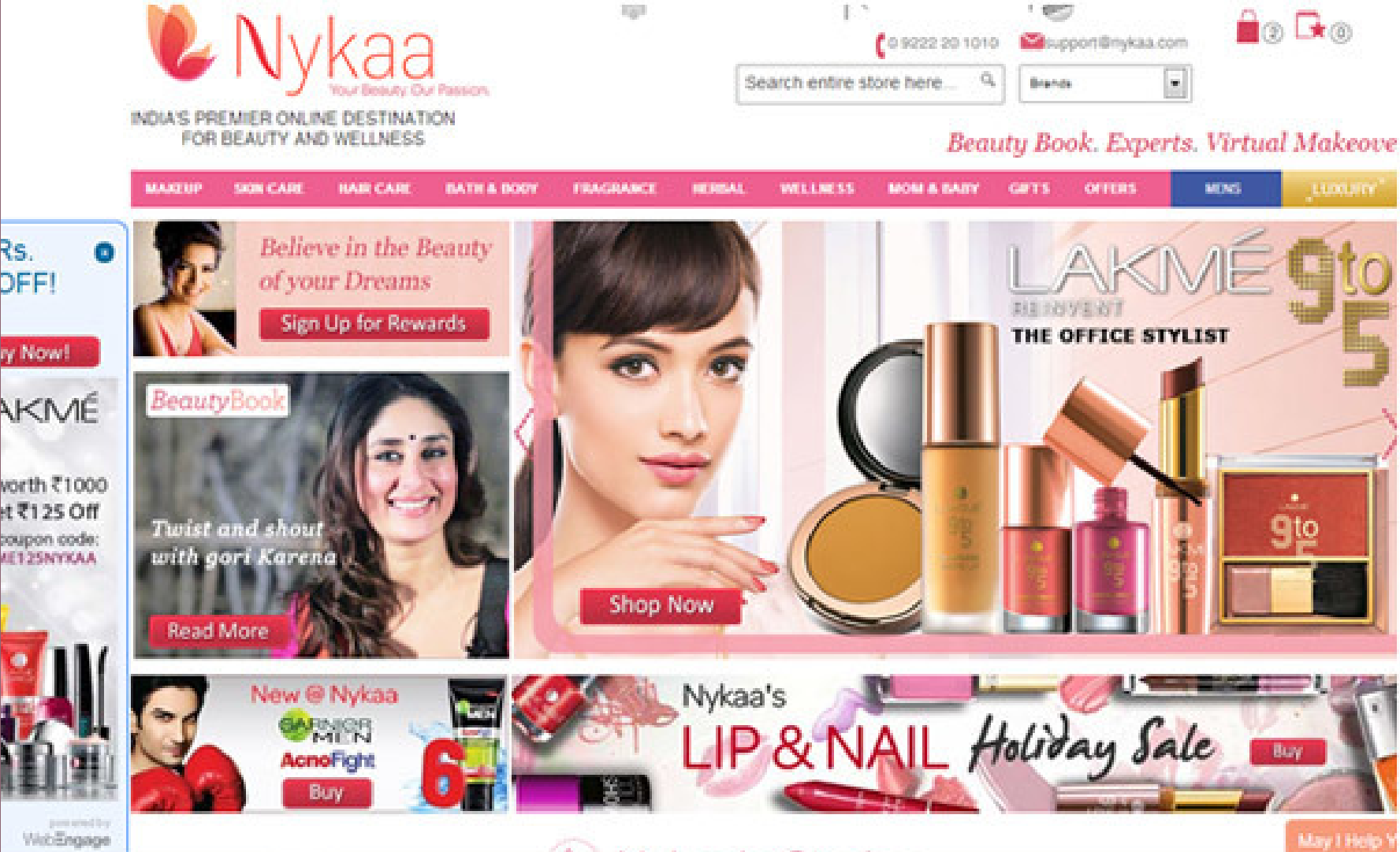


WHITE

FFFFFFFF
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

The brand colour was carefully chosen to reflect a *modern, playful, vibrance*, that is still rooted in Indian culture.

The Platform



THEN



NOW



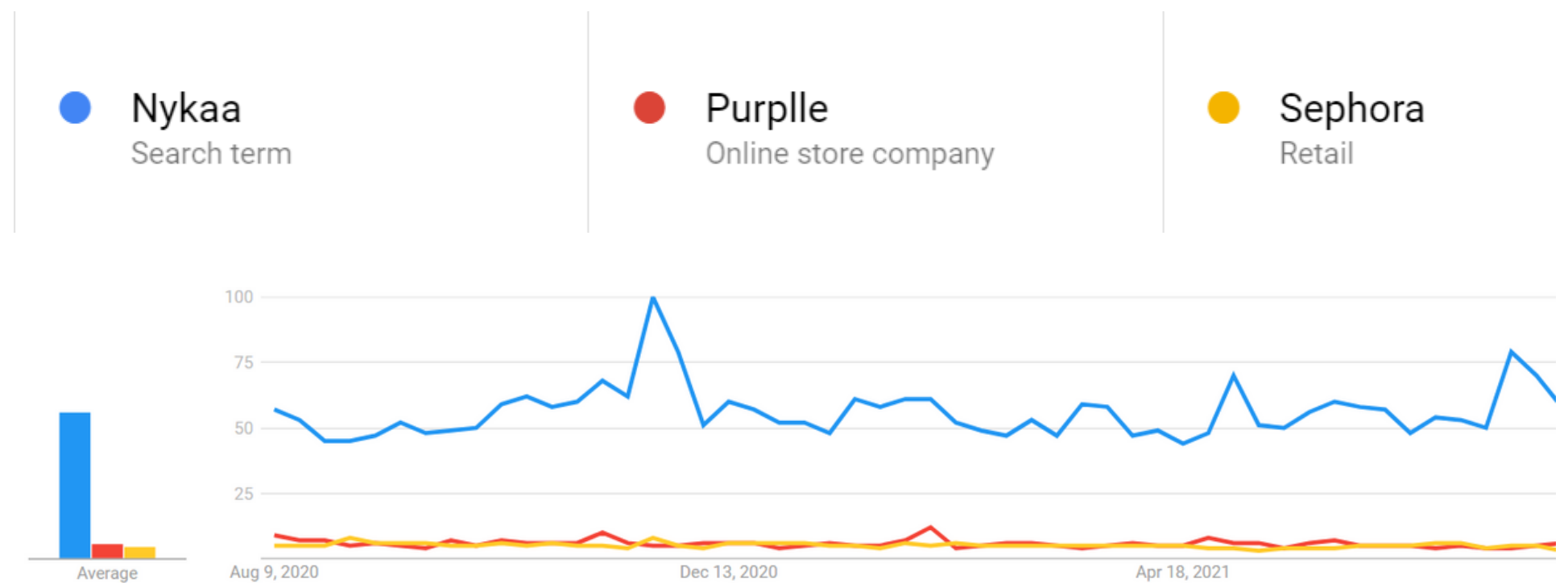
THE CREATOR

BRAND ARCHETYPE

Creator brands are innovative, daring and authentic. They have a vision and want to solve problems by creating products that are a manifestation of their self-expression and imagination.

- Nykaa's vision and mission is to inspire and enable each person to thrive in their own uniqueness by creating a community and being a trusted source of information and products to cater to every lifestyle need, by giving choice, inspiration, authenticity and convenience to diverse consumers.
- Nykaa's target audience is in the 22-35 age groups.
- The average cart size of NYKAA is worth Rs.1250-Rs.1550.
- 50% of it's customers are routine customers.
- The rest have to be attracted through online advertising and social media marketing.
- “Our average ticket size is high, and we have four items in a cart on an average.”, Falguni says.
- Janhvi Kapoor became the first brand ambassador of Nykaa business under Nykaa cosmetics. It was done to attract a young audience towards their products.

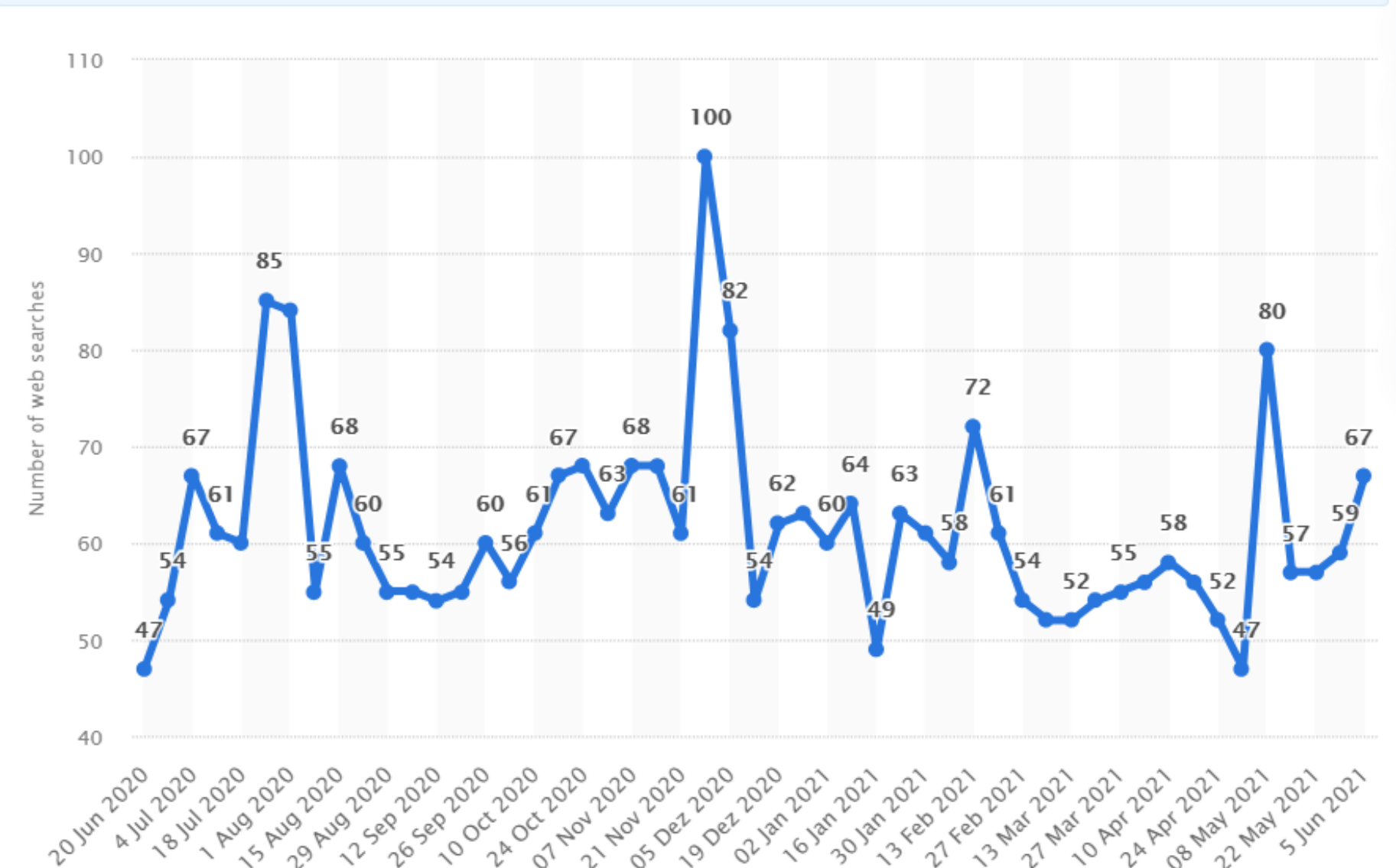
Website's Footfall



Nykaa has the highest number of interests as compared to it's competitors in past 12 months.

Number of weekly web searches for Nykaa E-Retail Private Limited from June 2020 to June 2021

The beauty retailer Nykaa was searched 67 times between May 30 to June 5, 2021 on the Google search engine. The number of web searches for Nykaa had been fluctuating at around 50 web searches per week. In comparison, the number of web searches for **Myntra** fell below the 50-mark from February 2021 onwards.



NYKAA uses digital marketing as a means to market their website. Their monthly traffic on the website is about 17 million.

ORGANIC SEARCH			PAID SEARCH		
2.4M			128K		
+6%			+35%		
TRAFFIC			TRAFFIC		
SEMrush Rank	486		Keywords	416	-27%
Keywords	87.9K	-1%	Traffic Cost	\$14.5K	+77%
Traffic Cost	\$245K	+12%			



‘what is beautiful is a good stereotype’ in society

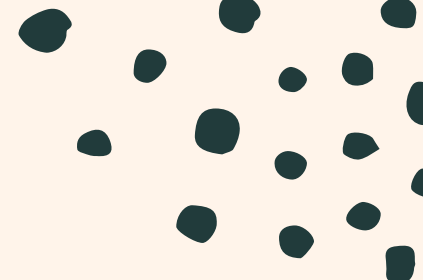
- Erin Schinners

Our society places emphasis on the subjectivity of this form of creativity, and therefore is used as an all-access pass to comment on a person's appearance, an unjustifiable offense.

Beauty may lie in the eyes of the beholder, but some beauty standards seem to be commonly accepted through the world — those with higher facial symmetry are considered more attractive.

From career and relationships to favours, the so-called "unattractive" suffer a silent, yet pervasive discrimination.

Makeup is also associated with femininity, an insult to men and women alike.



Etymologically rooted in Greek, a stigma described as a physical marking that carried disgrace; this is akin to stigmata, which were actual physical marks.

Schur proposed the existence of "appearance norms" or culturally constructed norms depicting idealized portraits of favorable and unfavorable looks.

Kitsuse expanded stigma to include "genetic stigmata," such as body or hair color.

Among the types of stigma that Goffman presented were "abominations" of the body, or physical deformities.

Culture powerfully creates reflections of the attractive and the unattractive. So widely shared are these norms that beauty is, in effect, not individually beheld but a cultural construct.



Unacceptance

BIASES

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REJECTION

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Underlying Issues

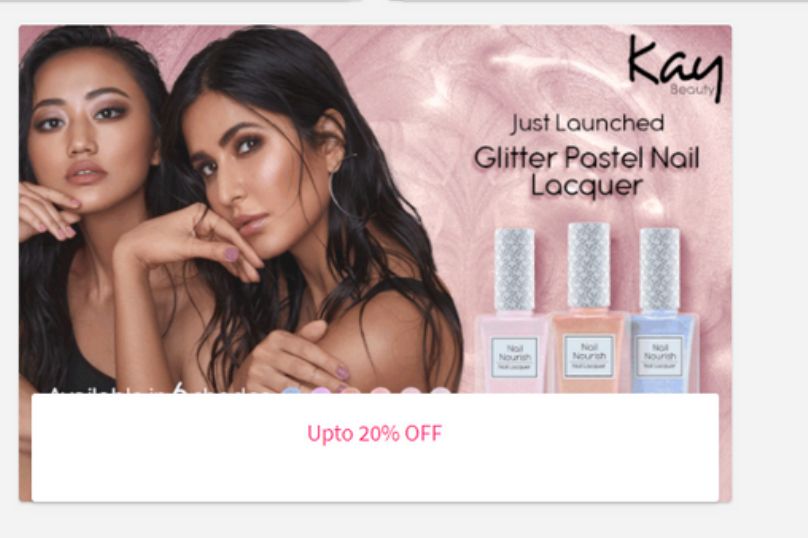
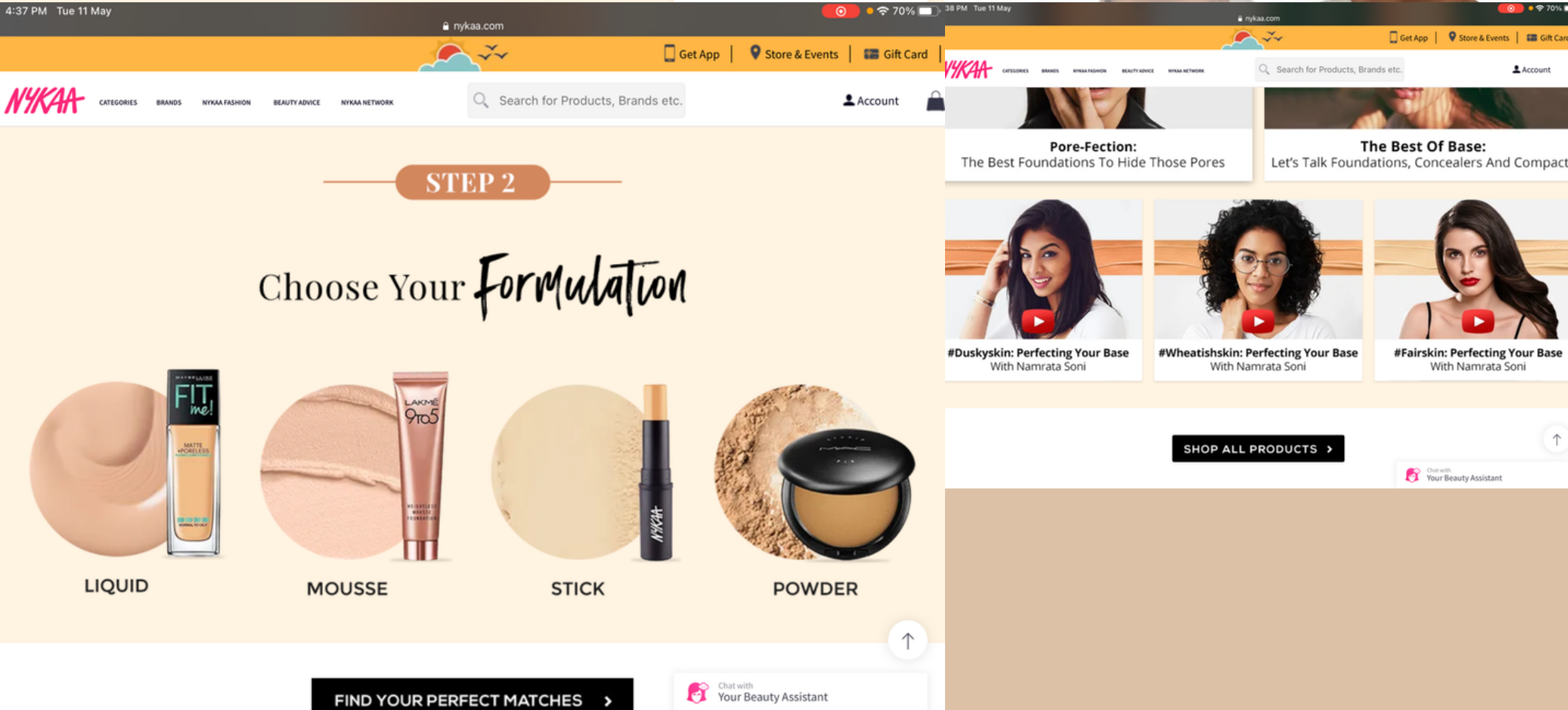
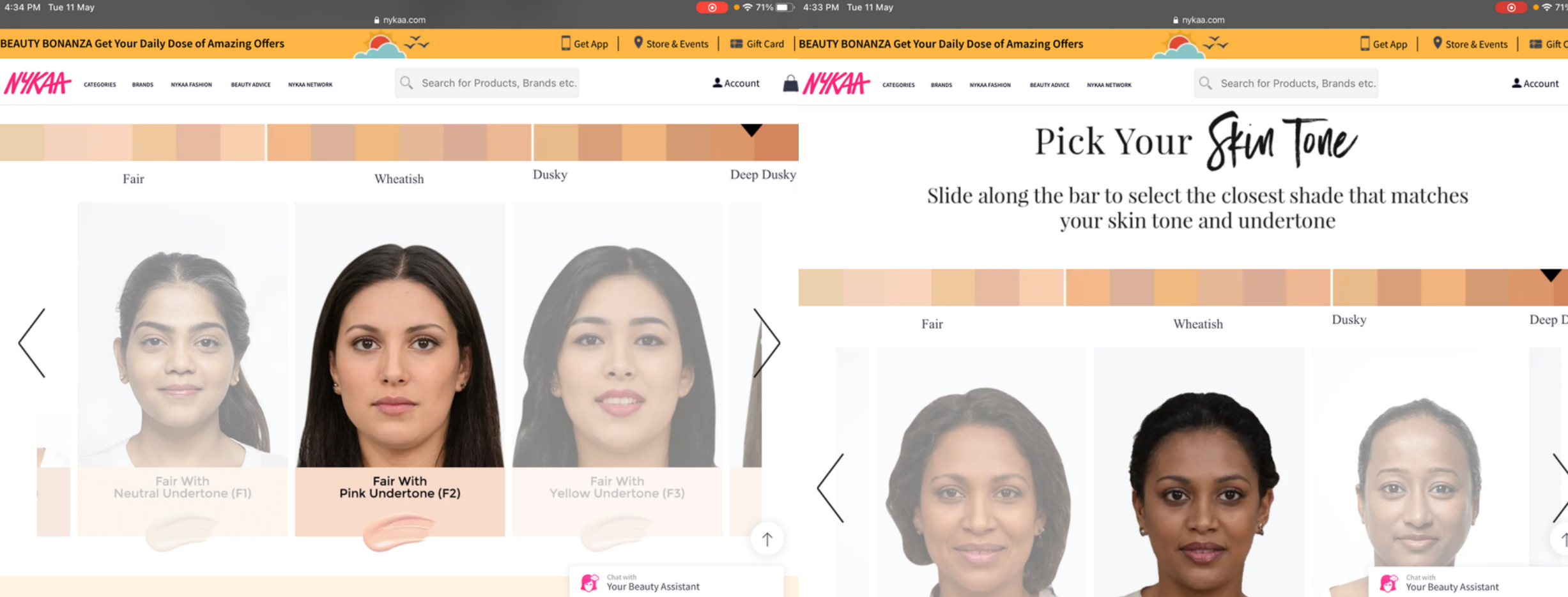
- The colourism no one is talking about.
- Unrealistic beauty standards are causing identity issues amidst individuals.
- Confinement of one's freedom of expression and self love due to societal differentiation.
- Differential effects of makeup on perceived age.
- Skin Care  Make Up.

Skin is skin, irrespective of the gender. The moment you accept the fact about skincare, the comments are directed at your sexuality.

RACIAL BIASES $\equiv$ THE BEAUTY INDUSTRY

Are the brands truly embracing
the darkest of skintones?





- Use of jargons
- Evident discrimination based on colour and choice of models
- Models already wearing make up
- Lacks research in skin colour of Indian skin tones
- Gender biases (use of only female faces)
- Heavily edited photographs of endorsers

Differential effects of makeup on perceived age.

“

Because age discrimination is pervasive in employment contexts, particularly for women, the ability to manipulate perceived age through makeup may provide critical professional benefits.

Applying makeup causes women over 30 to look younger, but those under 30 to look older (and has no effect on perceived age for those aged 30).

”



VICTORIA'S SECRET Love My Body Campaign



Dove. Real Beauty Campaign



Instead of recognizing that these expectations are futile in nature, many artificially construct themselves to fit this ideal image.

Be it by cosmetics or surgery, altering one's appearance to conform to these impossible standards is simply not worth the struggle.

If you're going to put in the time and effort, do it for yourself.

Gender benders of beauty bias

“

Model Siddharth Gothwal, says, “Whatever you like to do is good for your mental health; if make-up is keeping you at peace, then why not. Men also love grooming and it is about time people to accept it.”

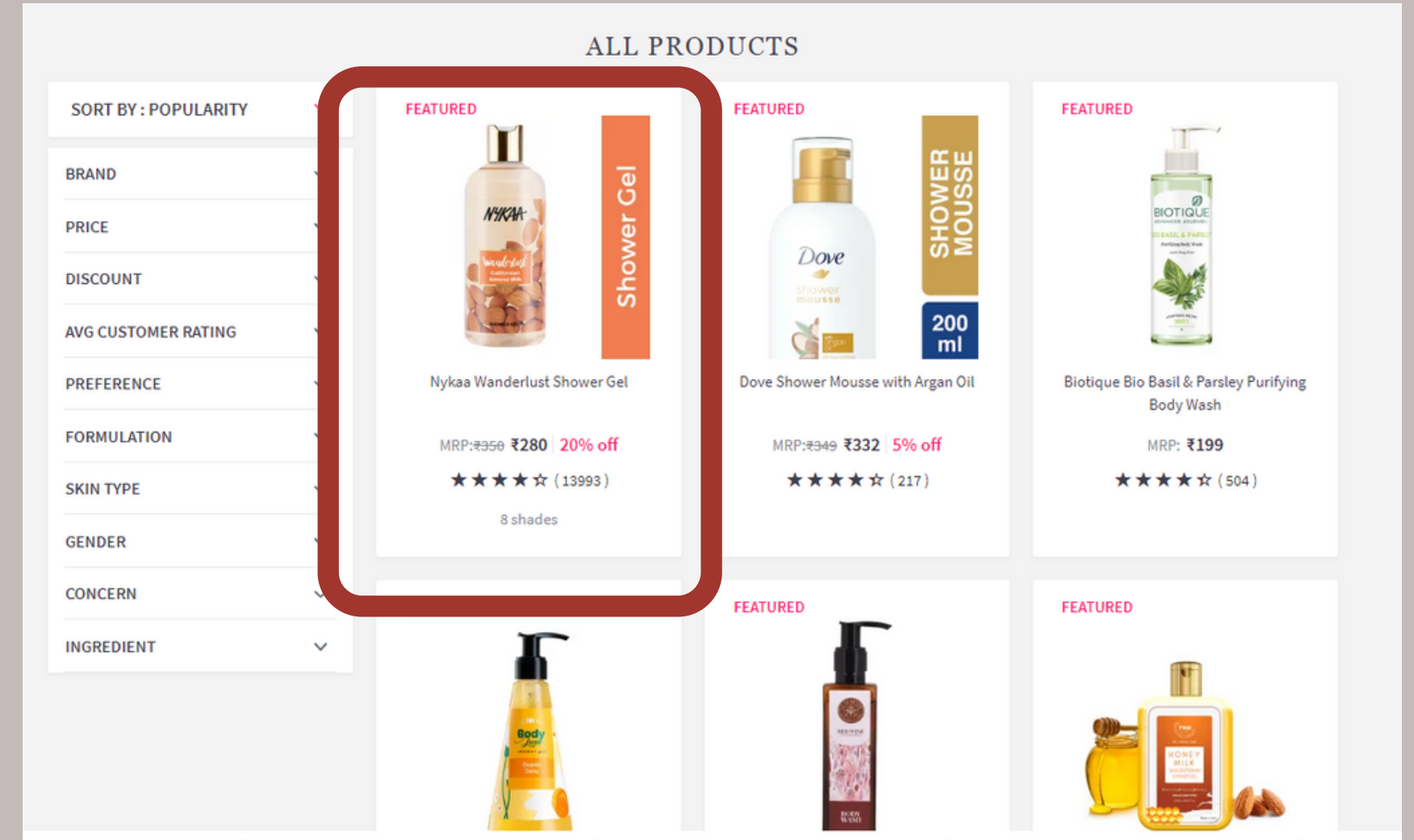
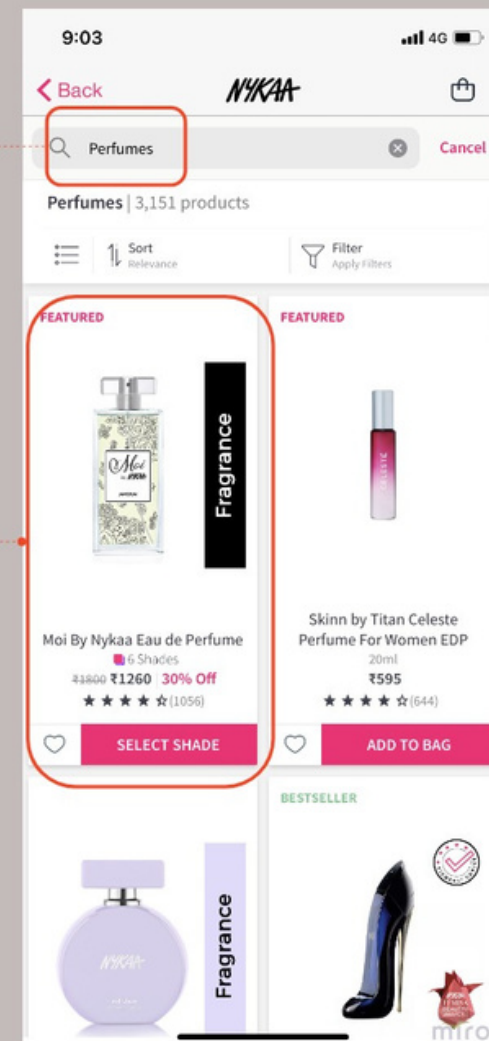
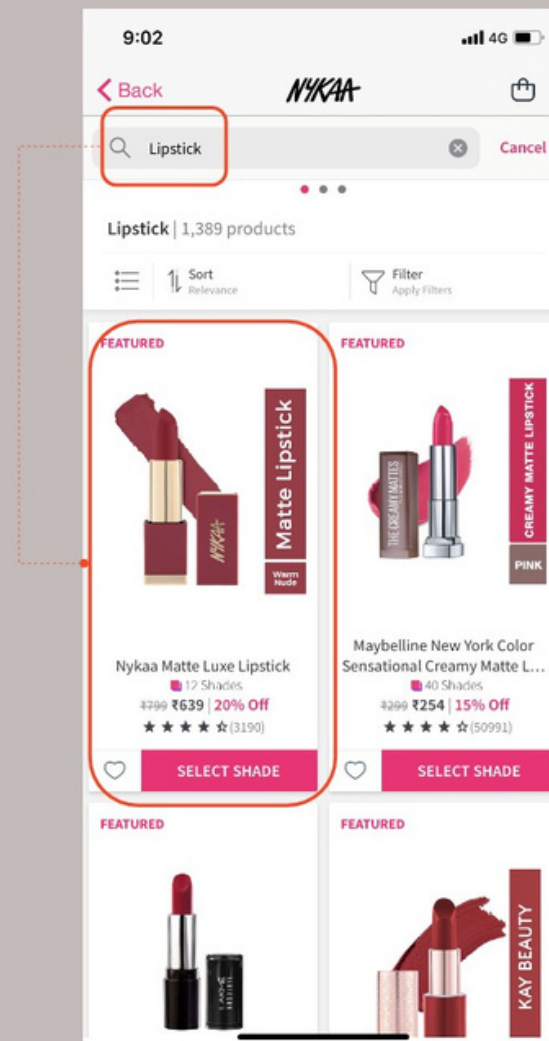
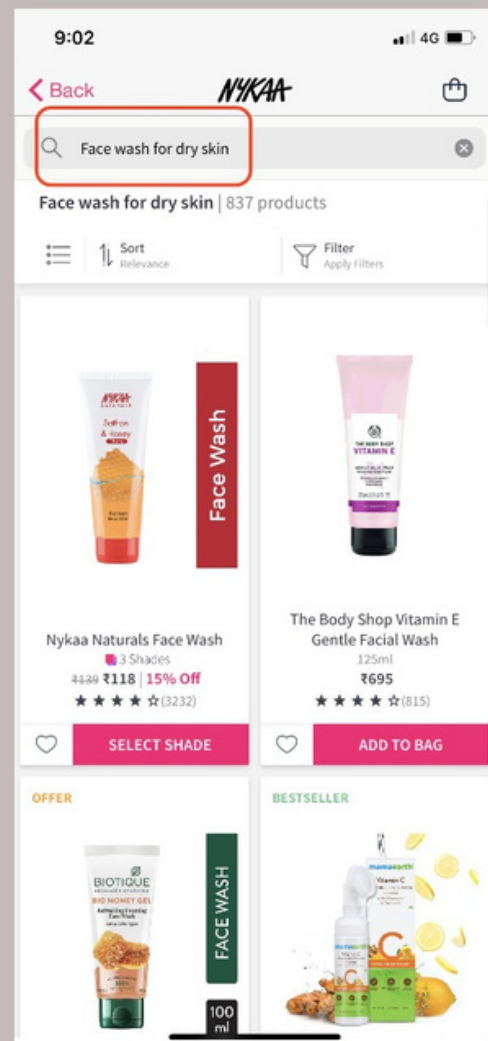
In a world that's already fighting politics of different kinds, we hope beauty finds its place in people's acceptance of gender fluidity.

For centuries, make-up has been a 'girl's only' industry. But with gender expressions taking new forms, the taboo of men and make-up seems to be losing its weight.

There is a risk of you being trolled or you turned into a meme

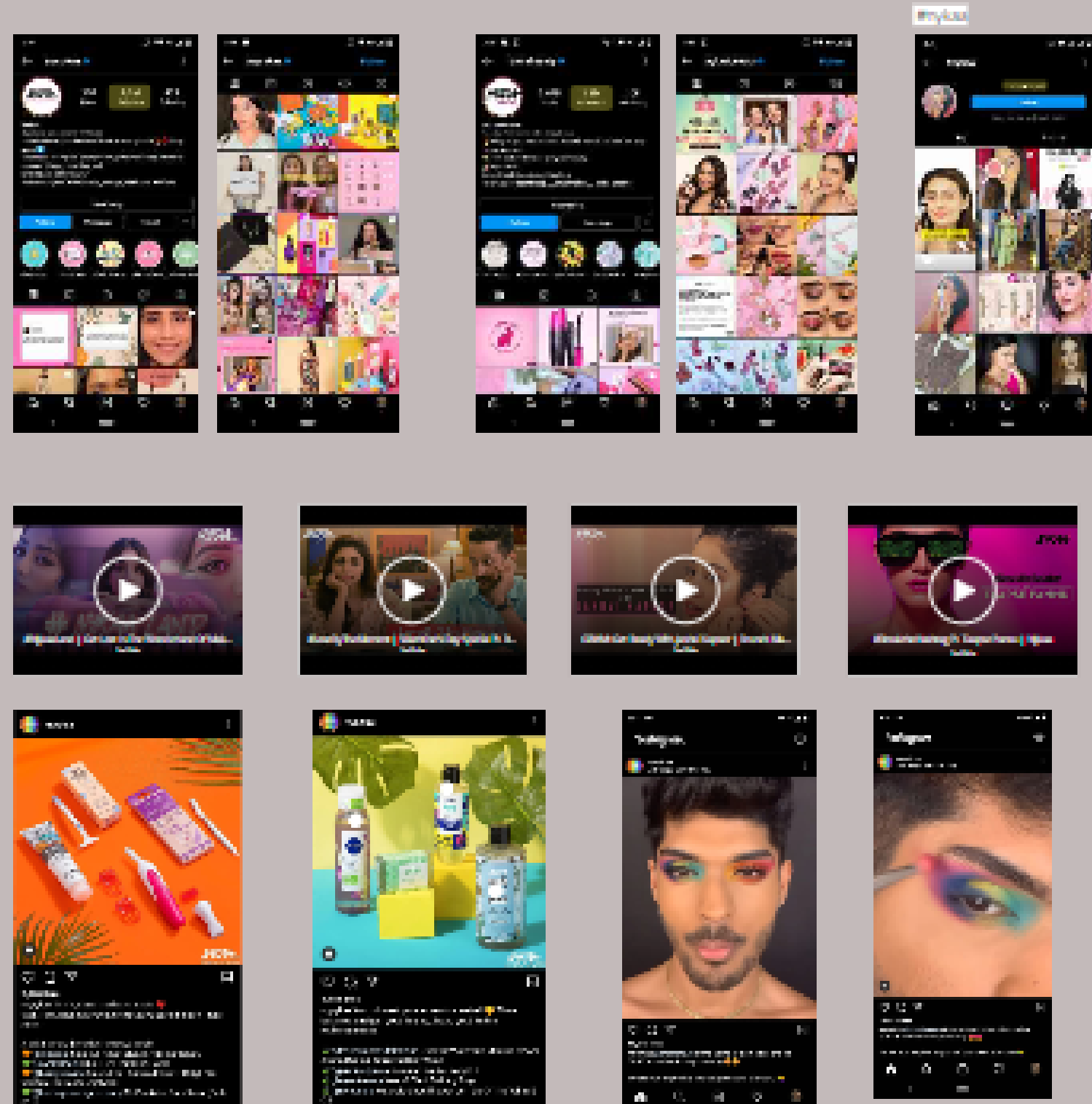
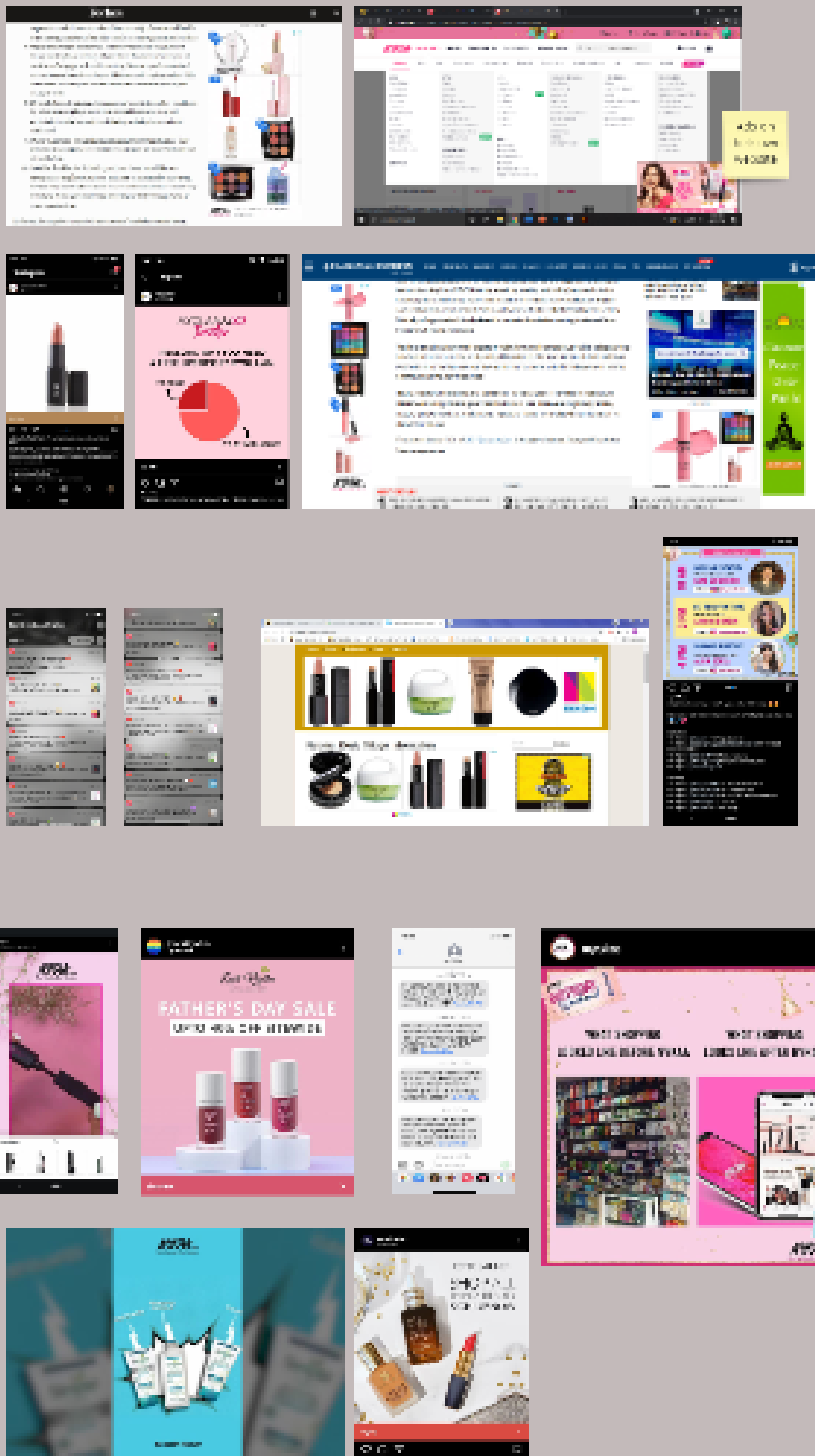


Brand Biases

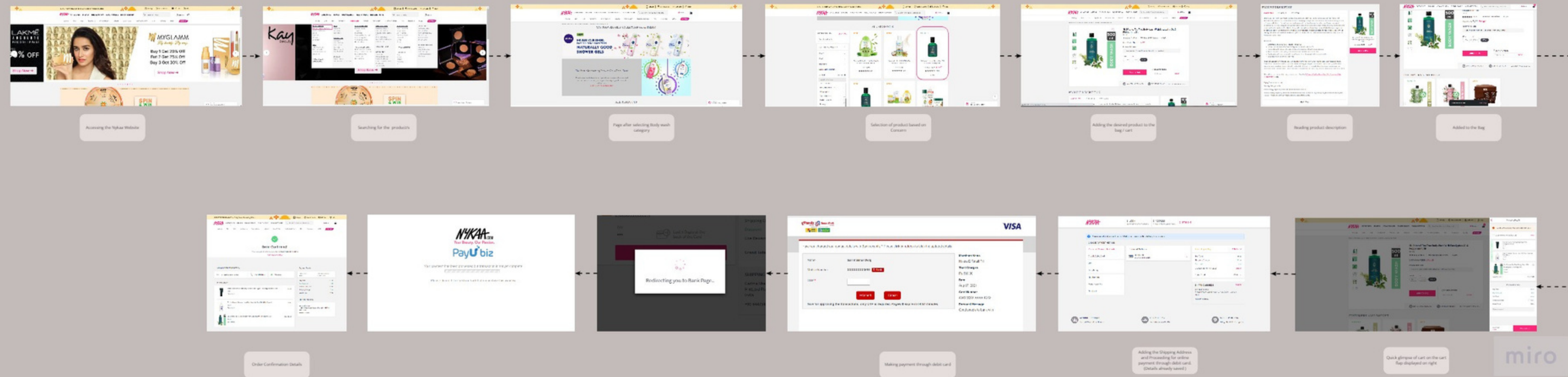


Self Promotion | The Endowment Effect | Favoritism

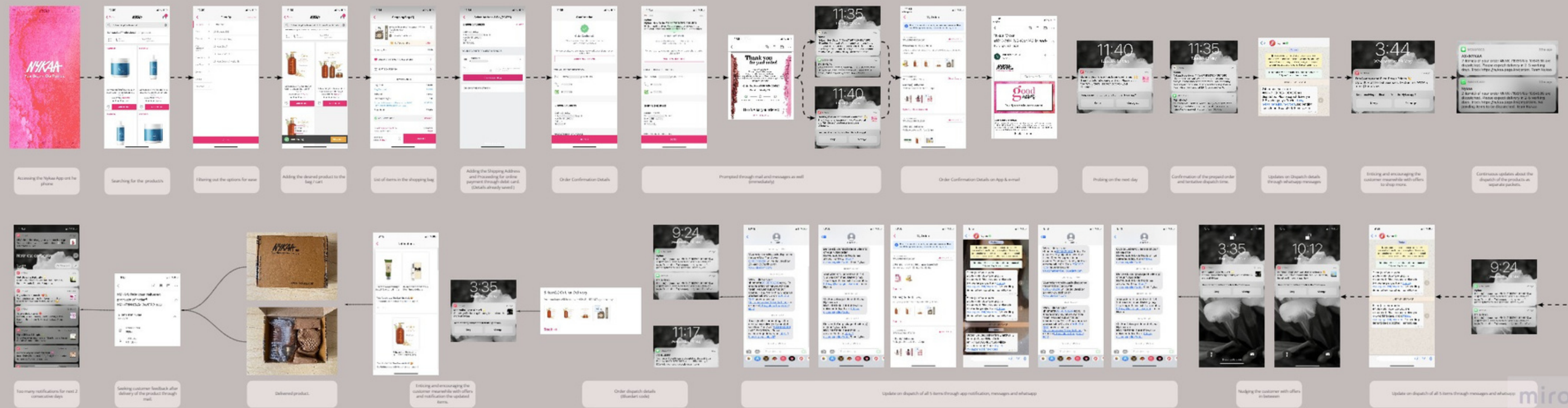
Advertising | Probing | Marketing



Purchase Mapping



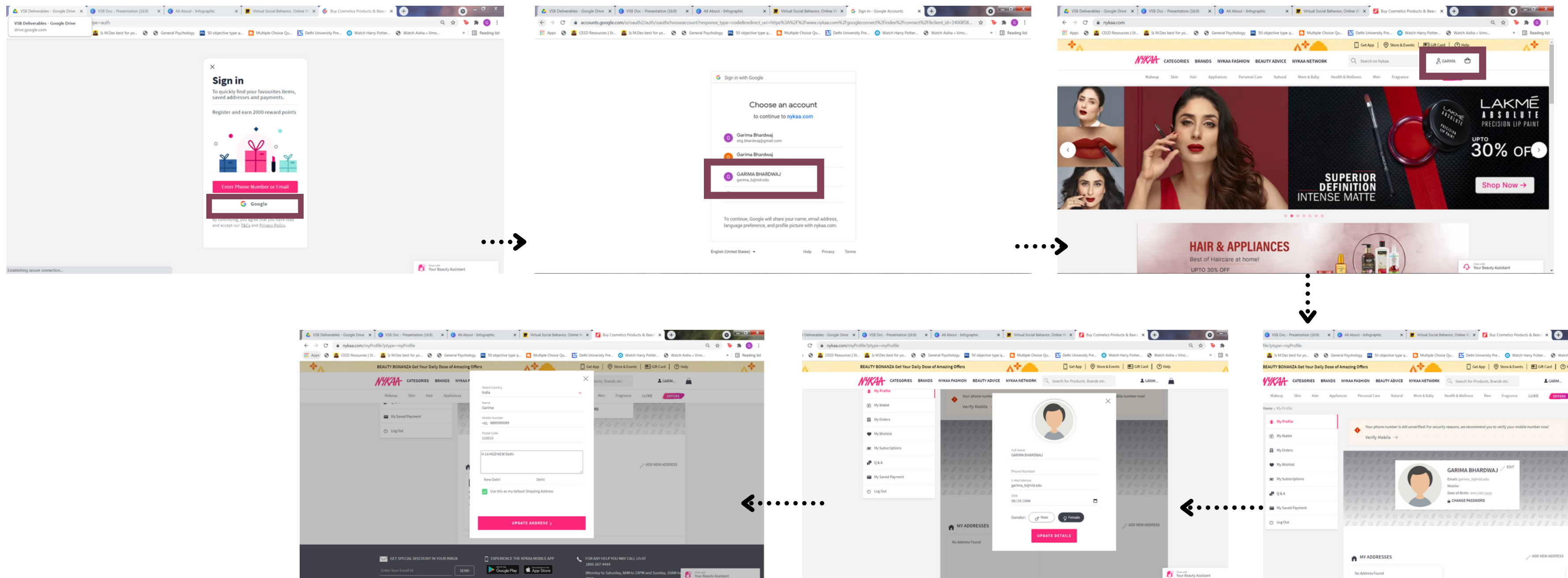
WEBSITE

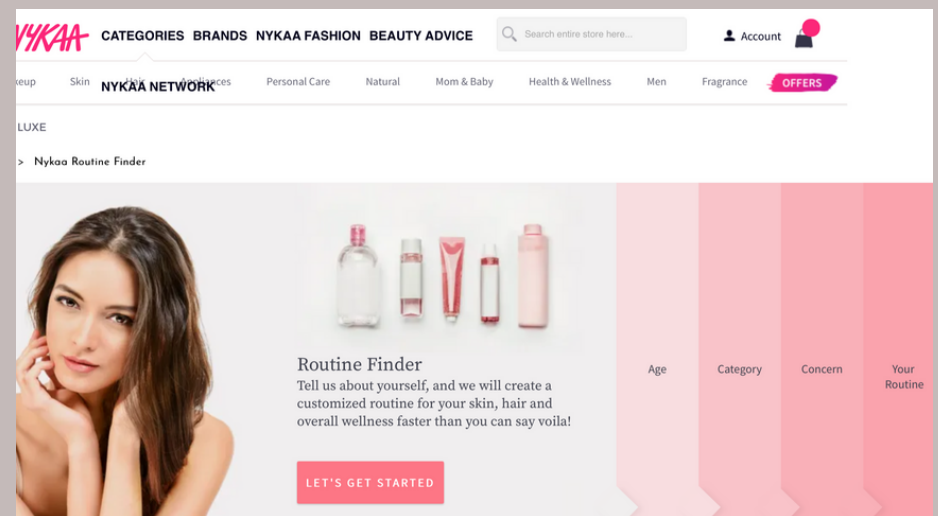
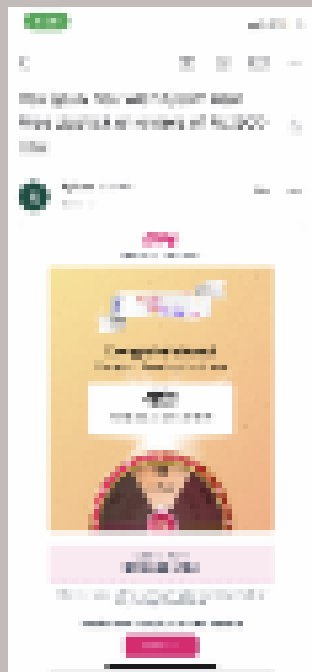
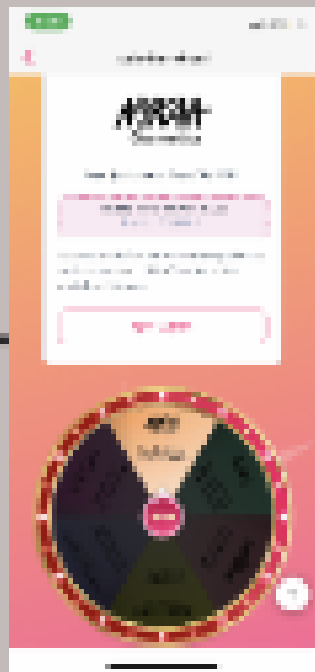
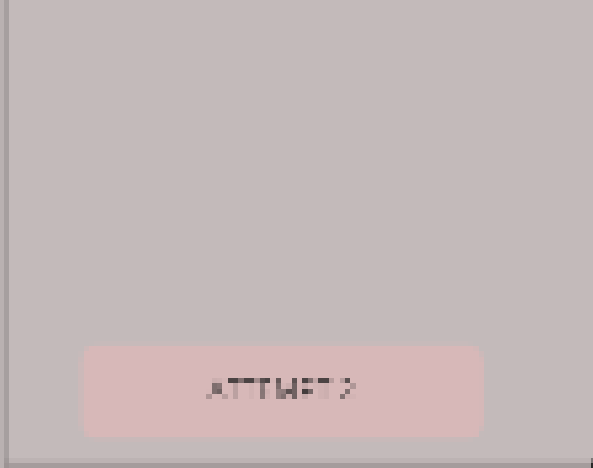
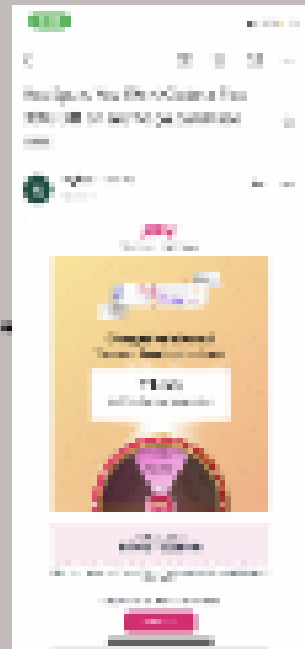
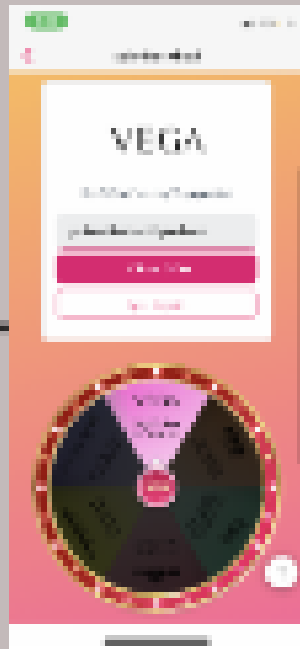
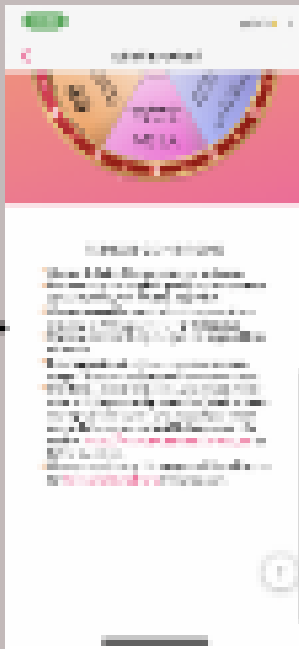
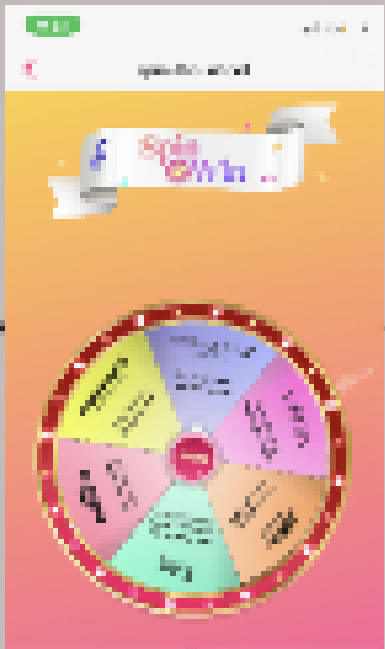
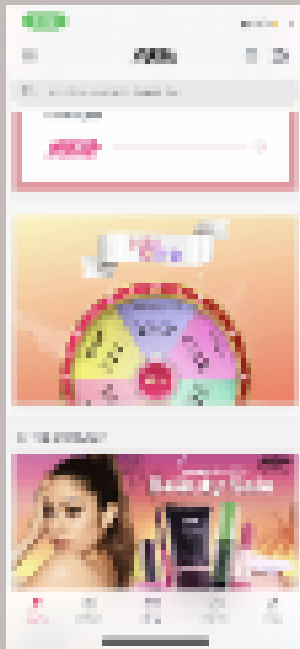


APP

Profile Building

The account was made within a click and lacked personal touch in the process of customizing one's profile.





Gamification

Heuristics Analysis



Visibility of
System Status

1



Match Between
System & Real World

2



User Control
And Freedom

3



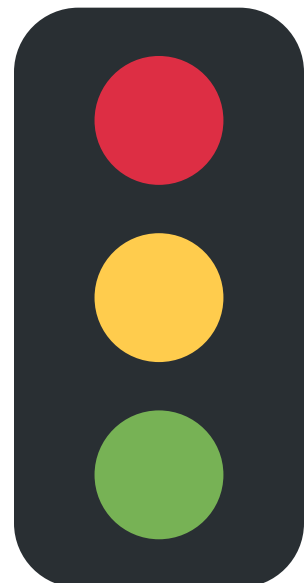
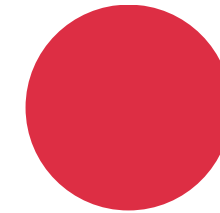
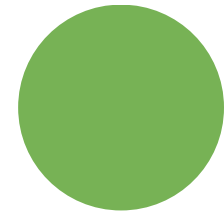
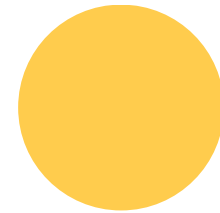
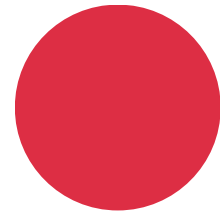
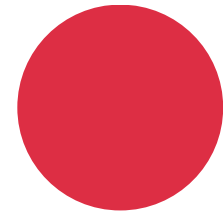
Consistency
And Standards

4



Error
Prevention

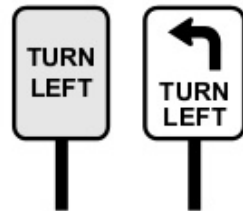
5



NO

SOMEWHAT

YES



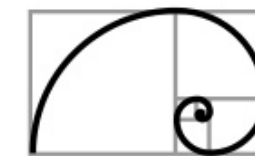
Recognition
Rather Than Recall

6



Flexibility And
Efficiency of Use

7



Aesthetic And
Minimalistic Design

8



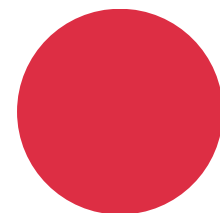
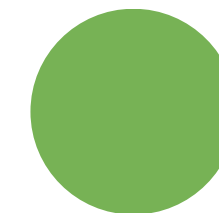
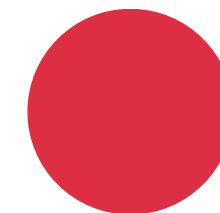
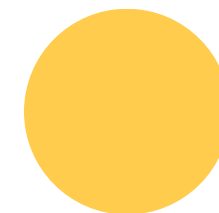
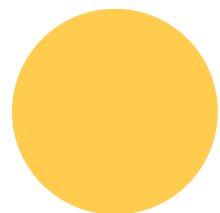
Help Users
With Errors

9



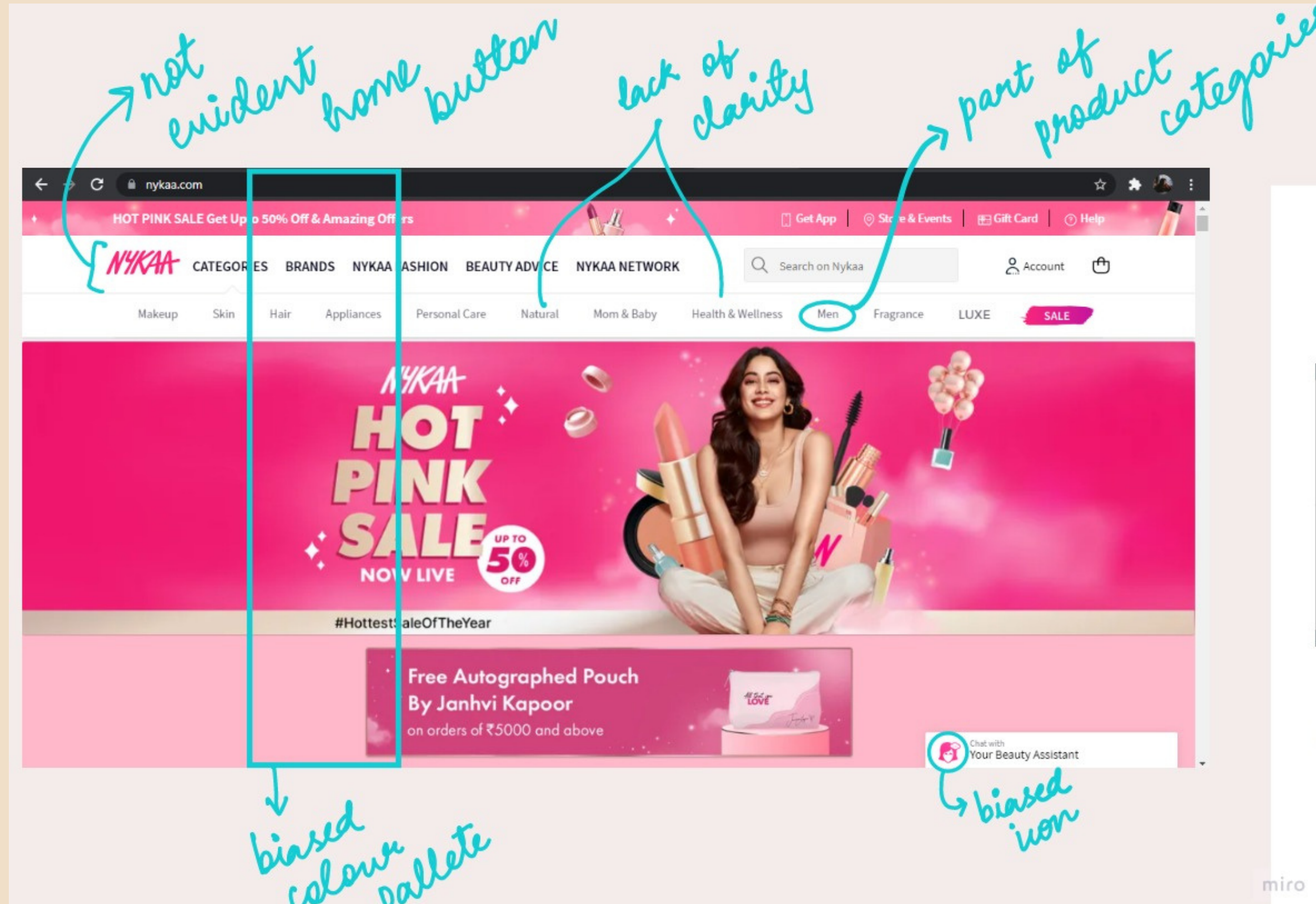
Help And
Documentation

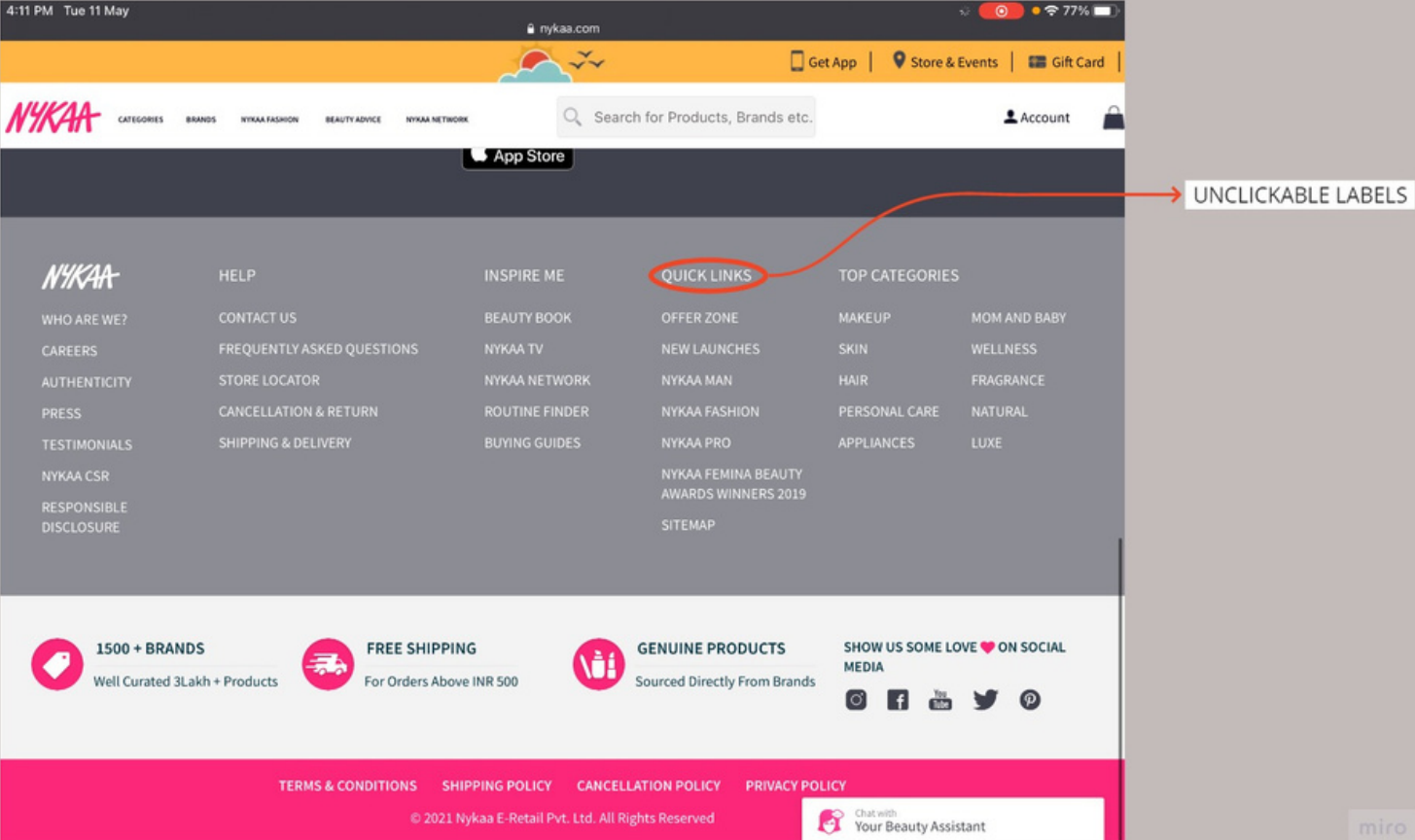
10



Observations

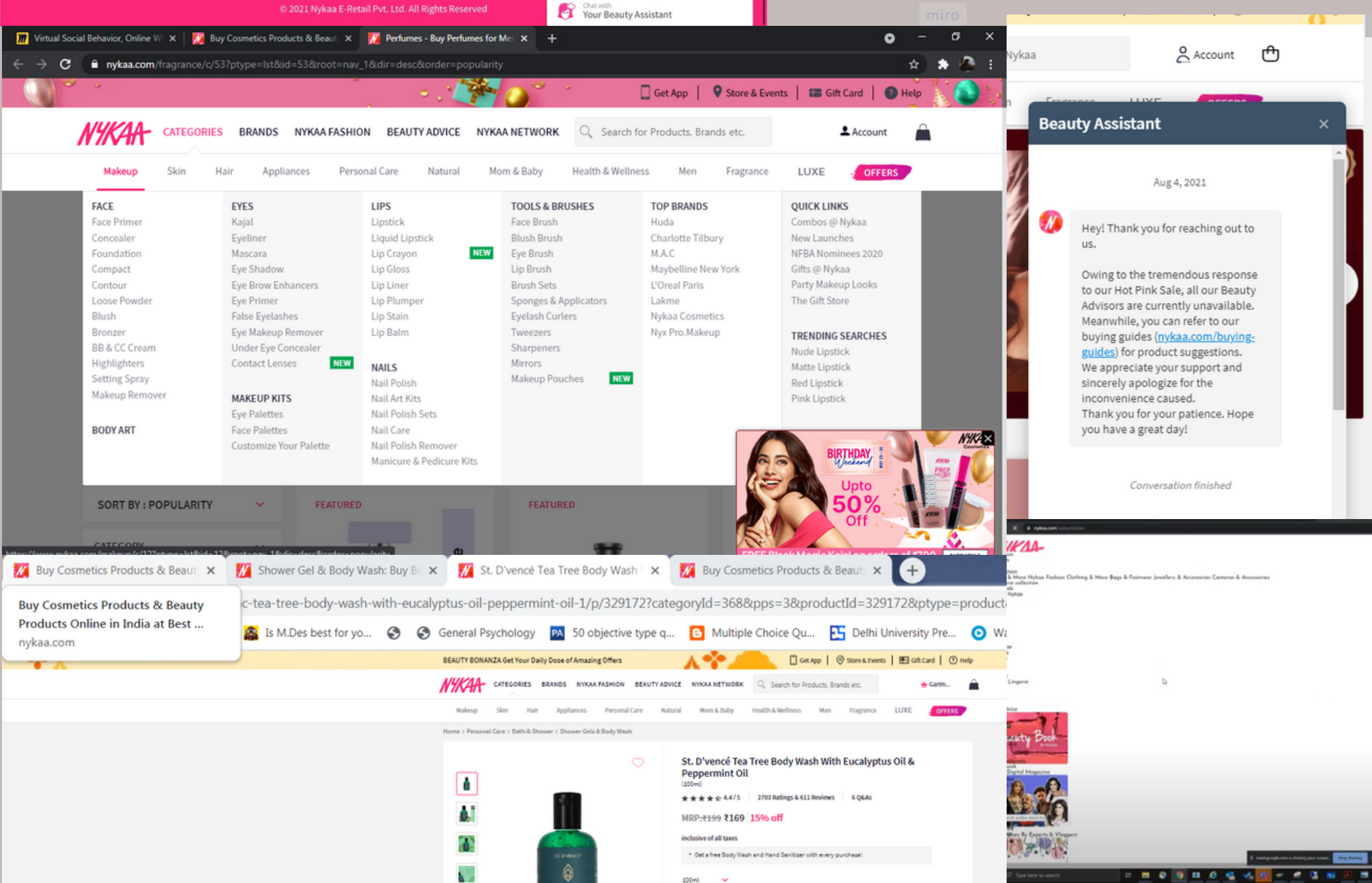
- Lousy use and distribution of the color pink
- Not aesthetically appealing, no color scheme
- Biased beauty assistant icon
- Prejudice against people from different backgrounds
- Discrimination on the basis of: Sexism, Colourism, Body size, Body imperfection
- No male model representation | Only female models and celebrities
- Promoting 'Consumerism'
- No emphasis on wellness or skincare

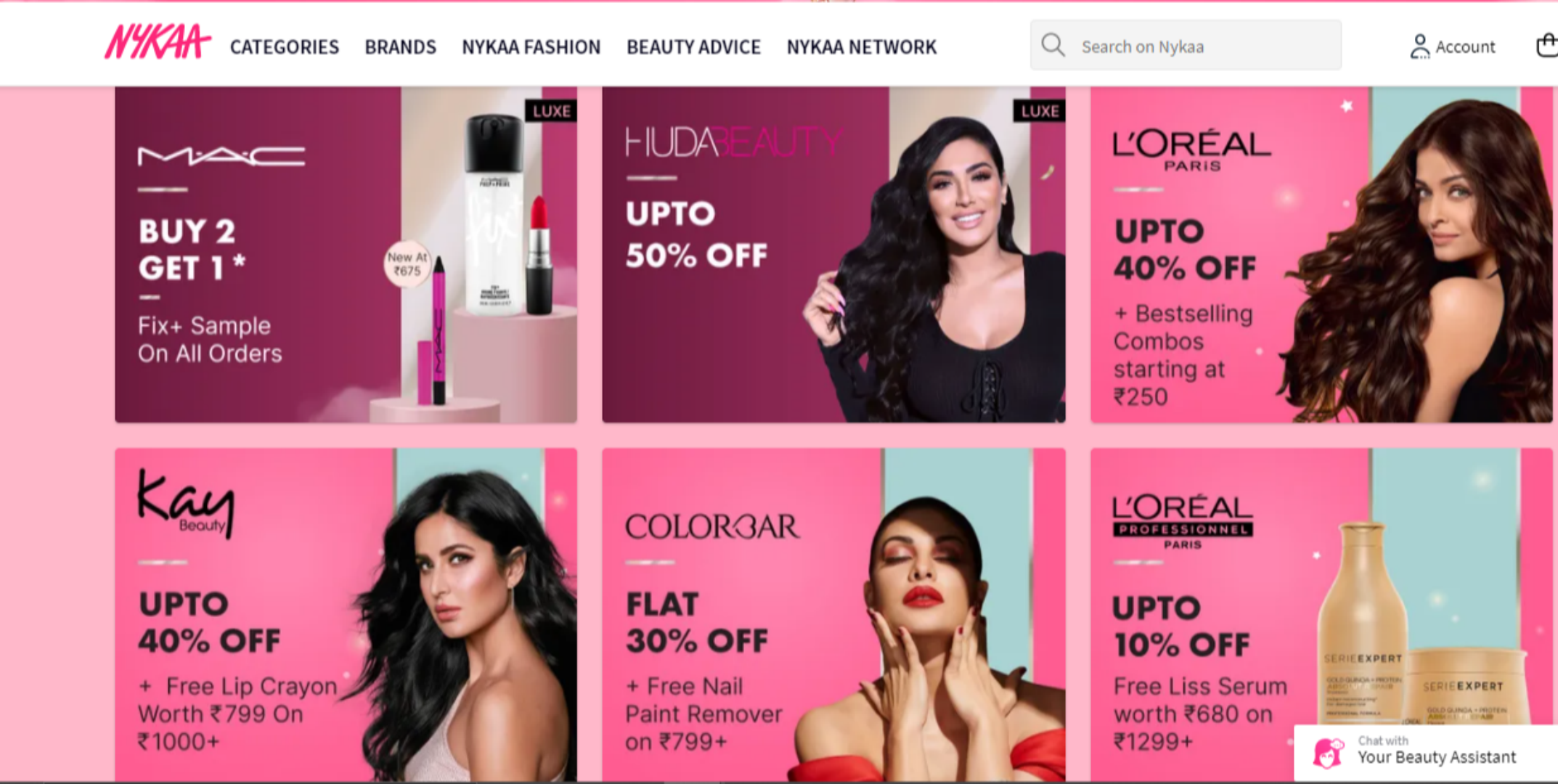
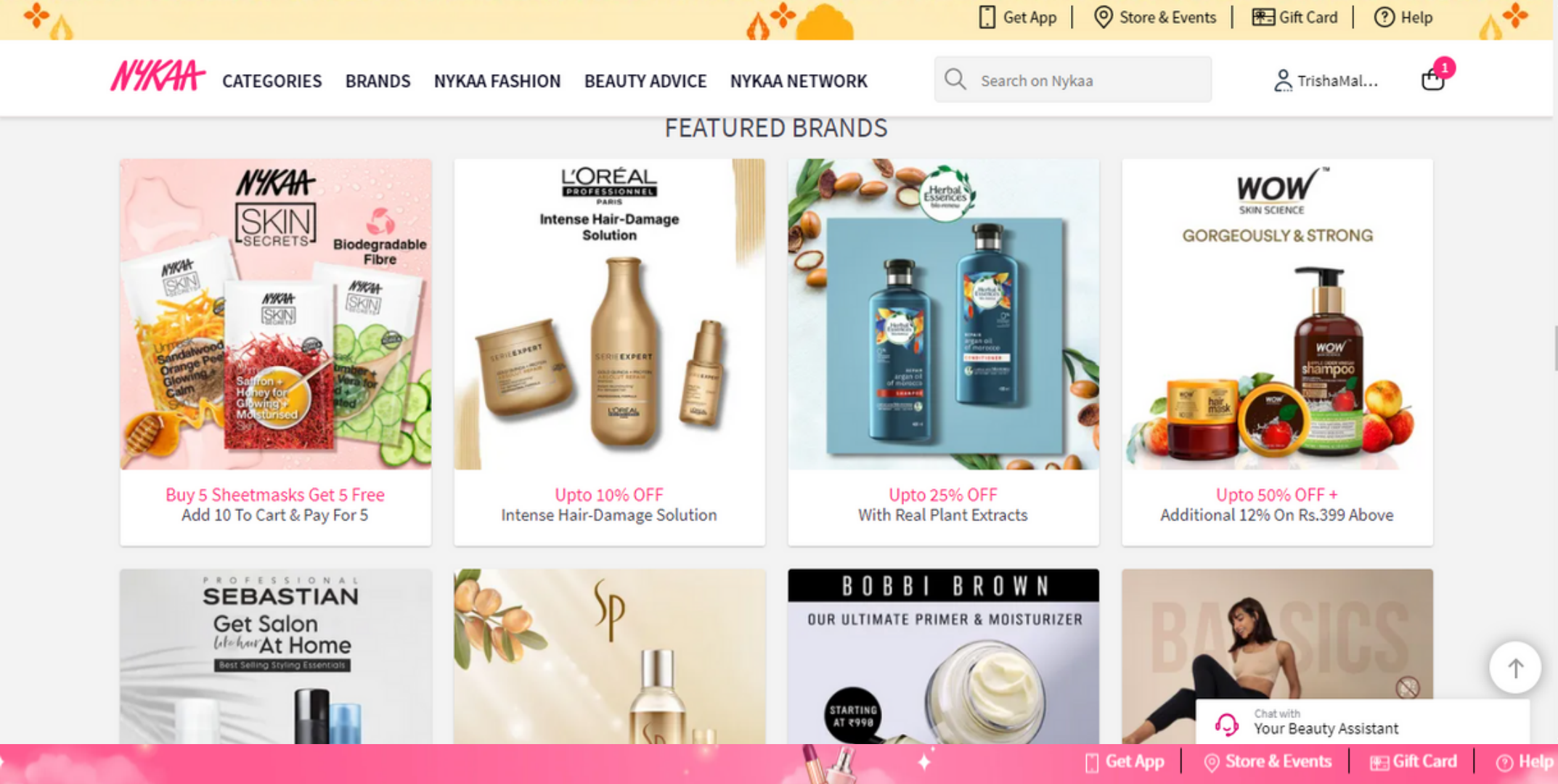




Observations

- Unclickable links
- Repeated Labeling
- No standardization or proper categorization
- New tab opens on every click
- Non-functioning beauty assistant throughout the research
- Frequent glitches

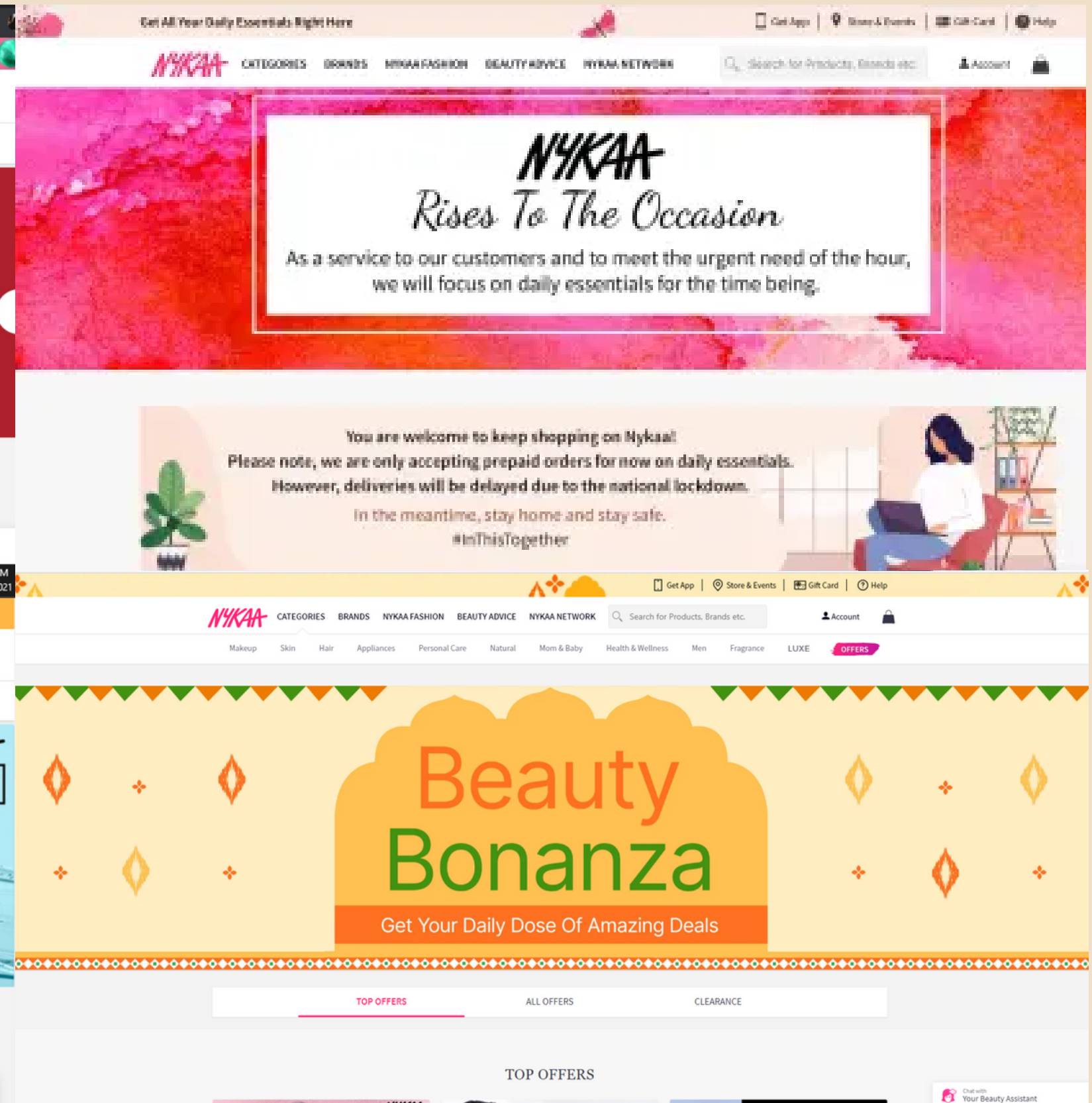
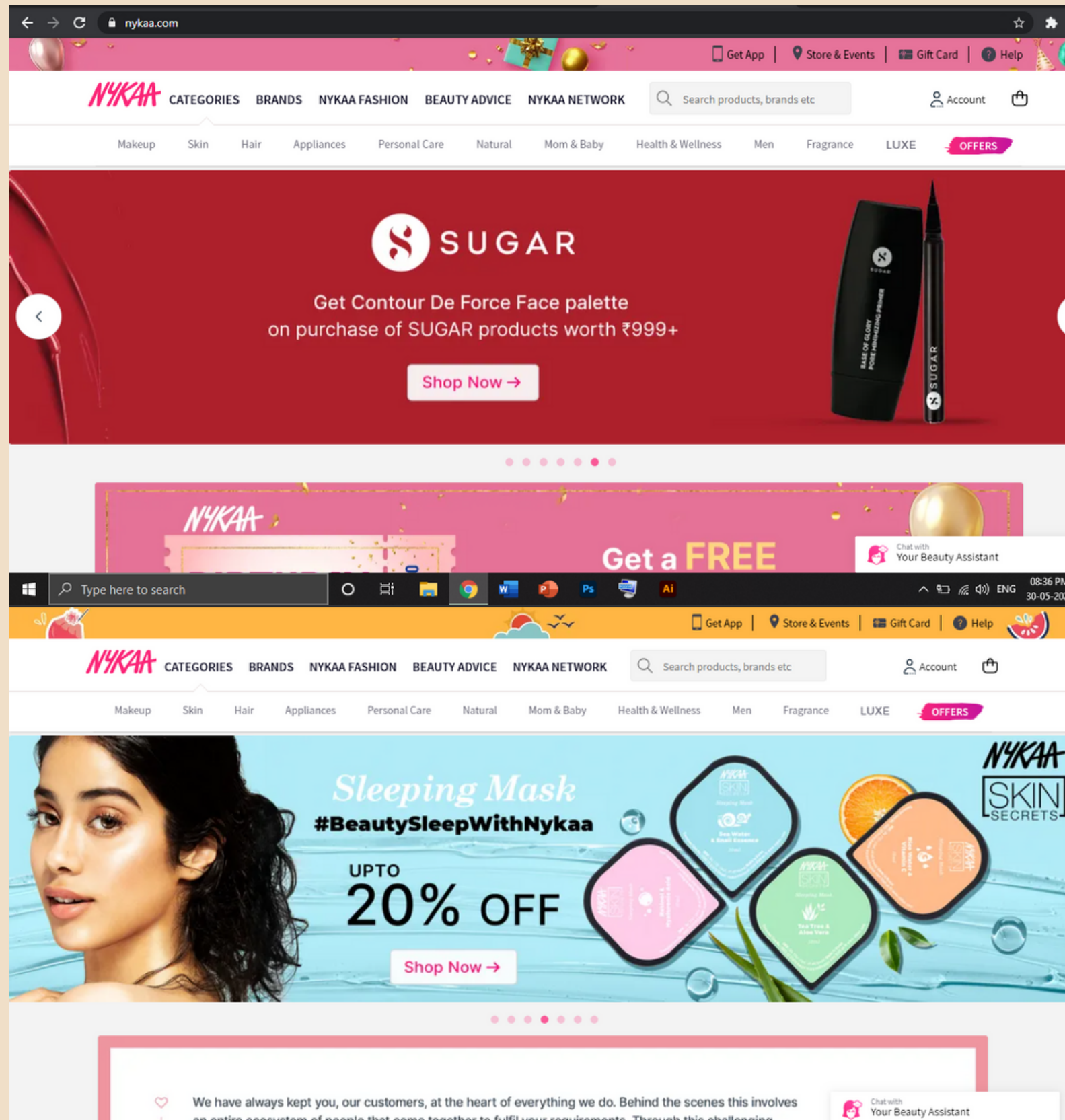




Observations

- Too congested ; more like a catalogue than a shopping website
- Infinite scroll without place feedback
- Burdensome content
- Information overload
- Tiring for the eyes

Frequent change of themes





Secondary Insights

- Lack of standardization in labelling, along with repetition.
- Lack of representation and inclusivity with regards to brand endorsers.
- Not up-to date with the current trends of the beauty industry.
- Website is overcrowded with many kinds of elements and information.
- Heavily edited photographs of endorsers.

Research Tools

PHASE 1

Netnography

Netnography is an online research method to understand social interaction and behavior on the platform.

Social Media Eavesdrop

Contextual Netnography

PHASE 2

Survey

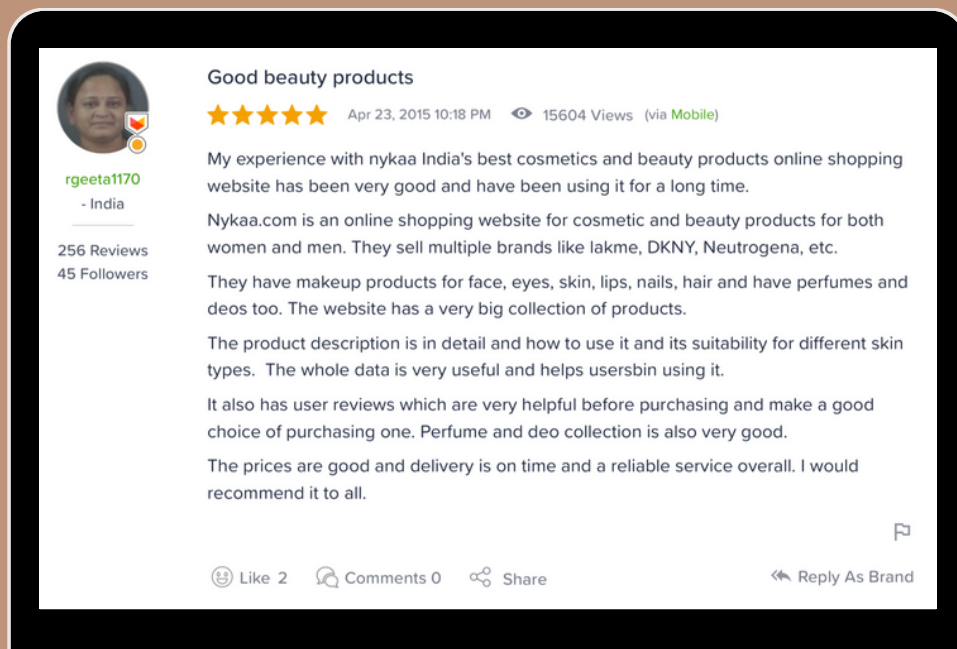
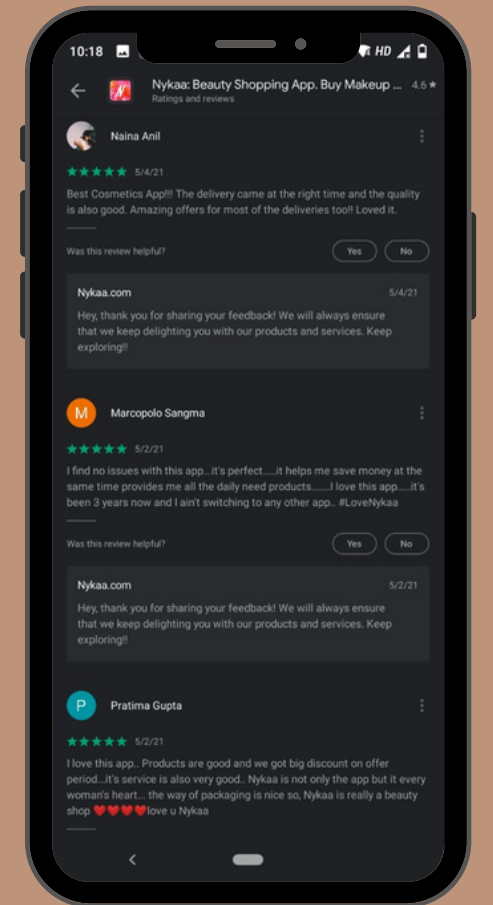
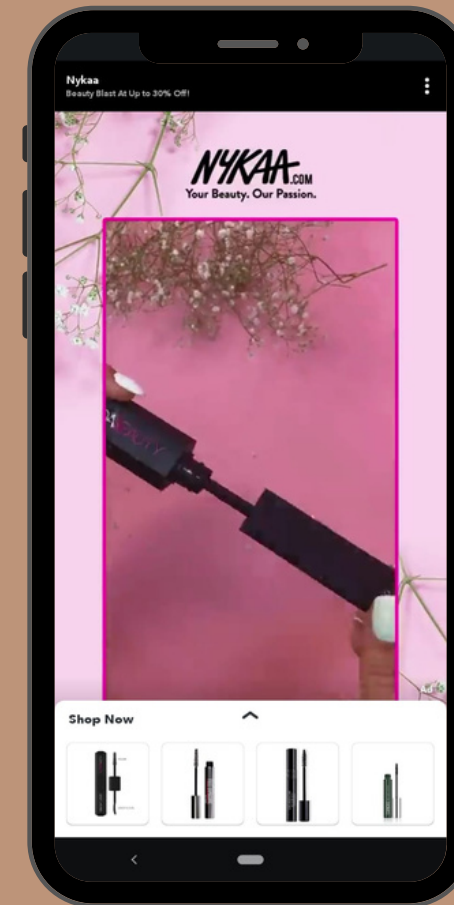
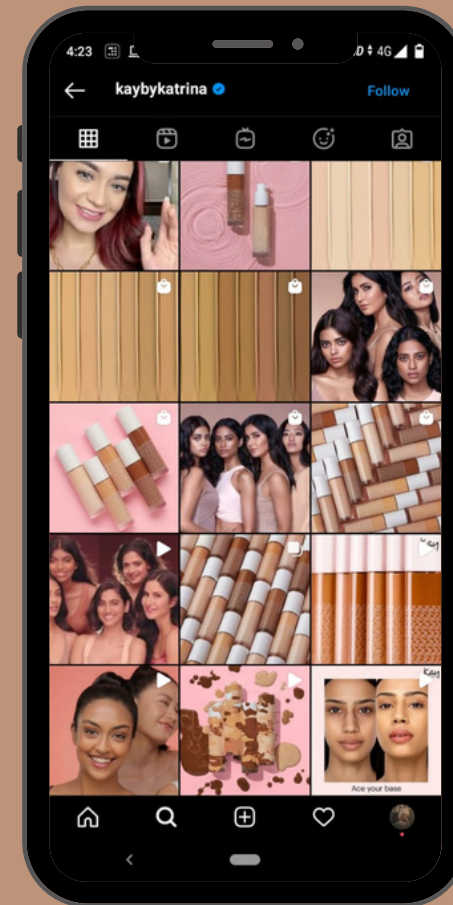
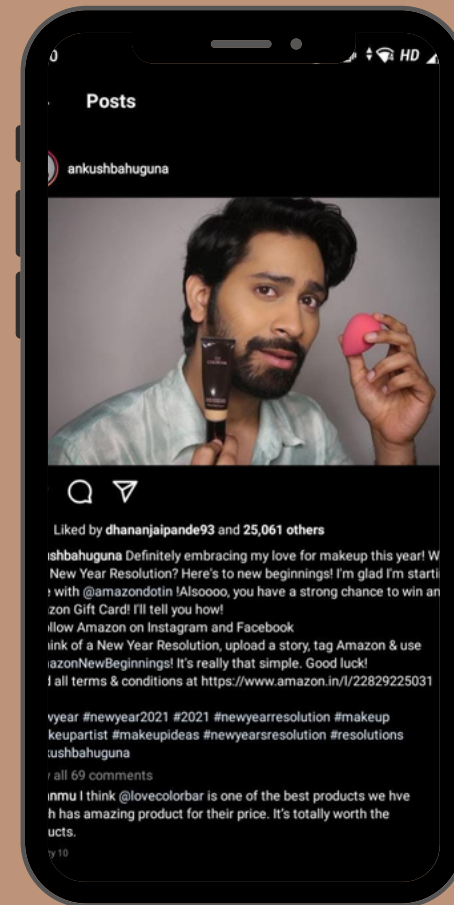
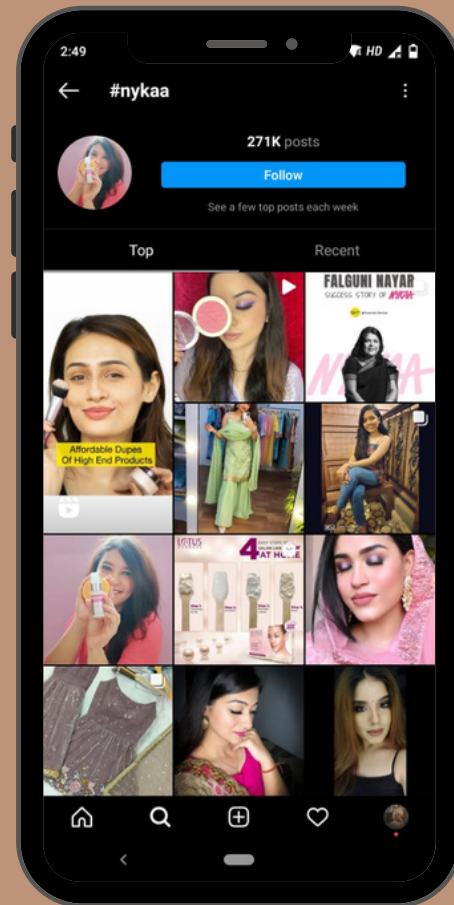
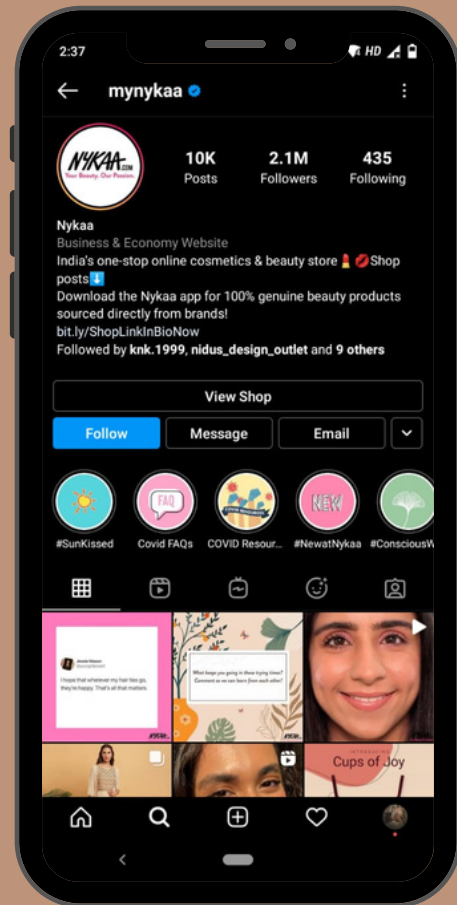
The survey was designed to identify Nykaa users and understand certain underlying preferences regarding virtual social behaviour on the platform.

Moodboard

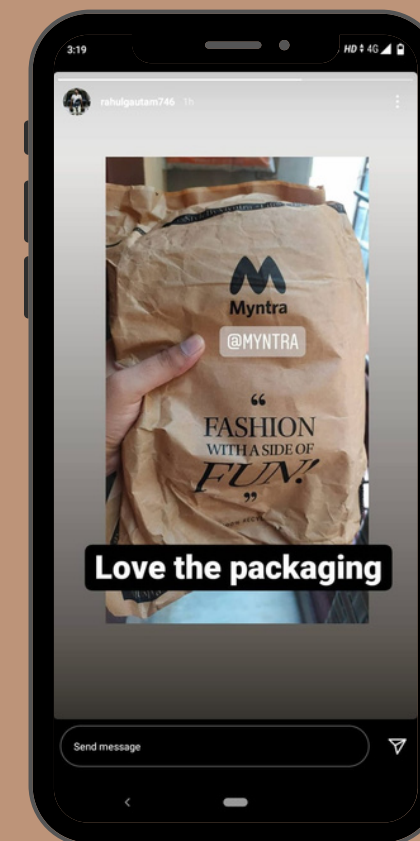
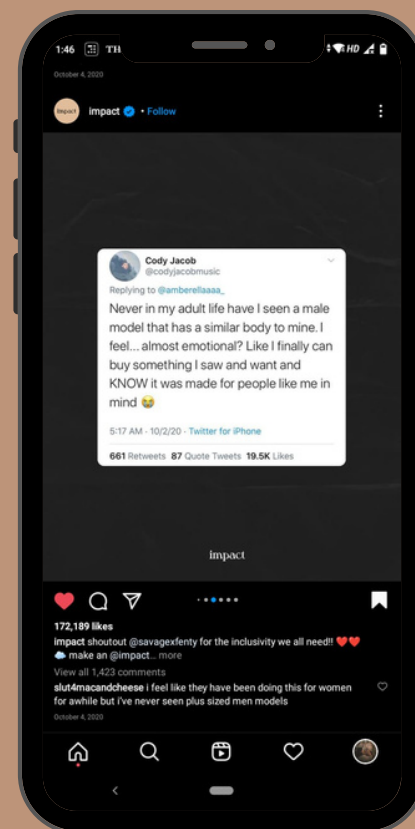
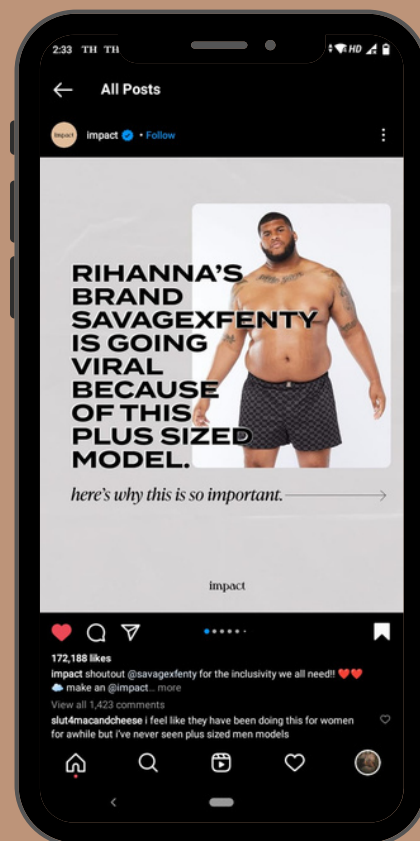
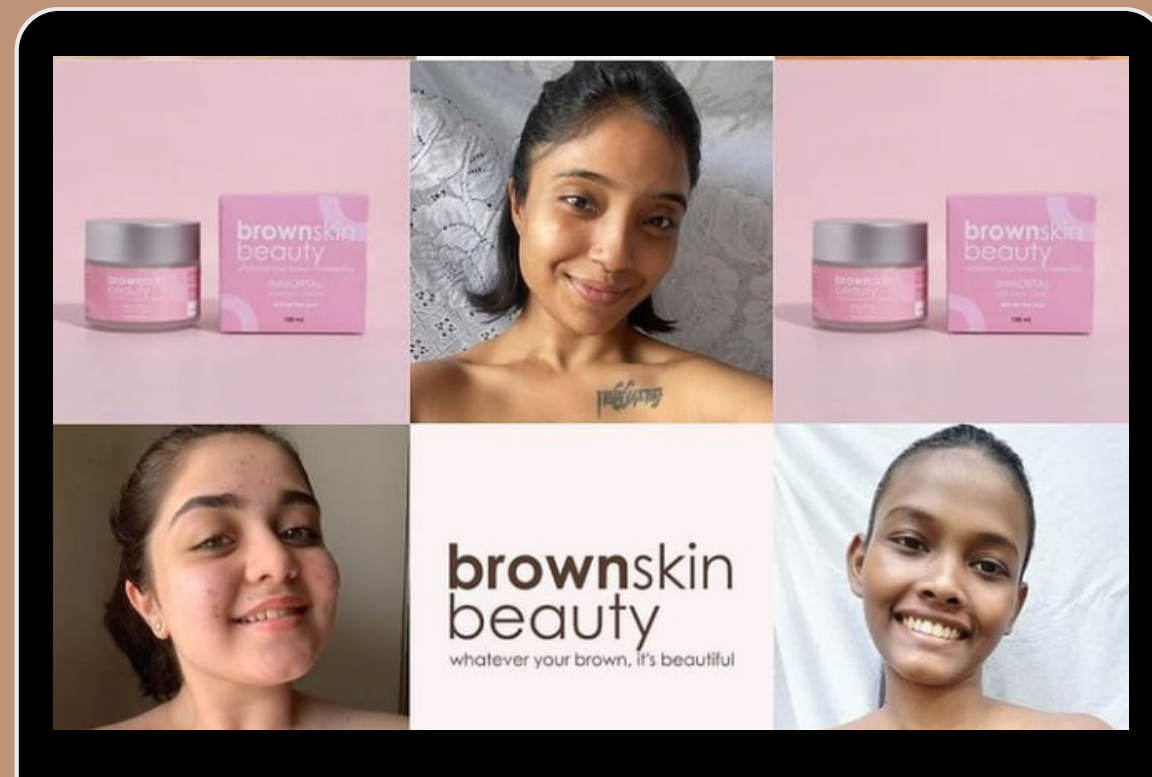
The moodboard tool was designed to study how well the user know themselves and their own biases. It consisted of 9 elements where each participant had to answer questions related to their personality traits.

Nethnography

Social Media Eavesdrop



Over the project period, we studied Nykaa's online presence along with the current trends of the beauty industry by competitors and influencers, advertisements followed by comparatively analysing the gaps and opportunities for Nykaa.

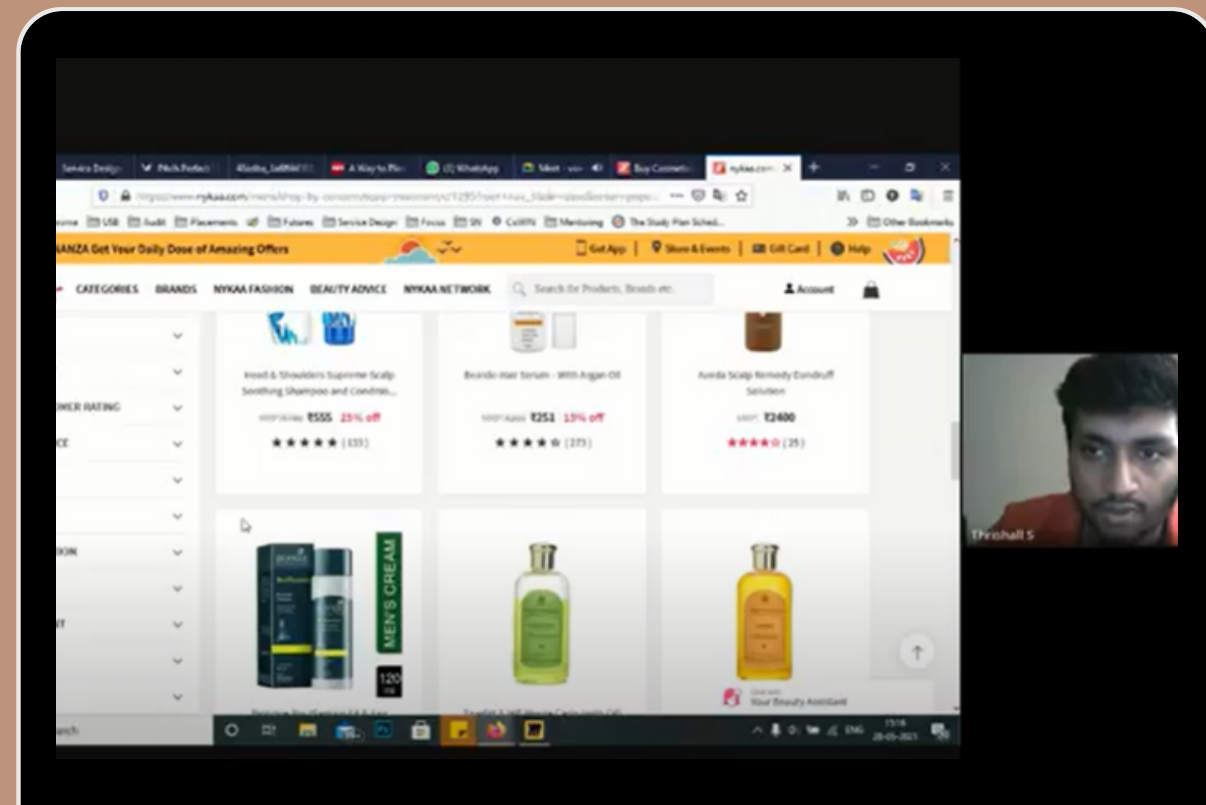


Observations

- The market trends reflect the growing inclusivity in the beauty world. Brands such as Kay Beauty, Brownskin beauty that are making an effort to promote reality with inclusive representation are well appreciated and steadily growing popular.
- Performative activism is understood and called out publicly by this generation.
- Influencers with a large following are not shy to call out harmful beauty standards that affect confidences and self-esteem, along with the brands, entities that promote them.
- Well intentioned initiatives garner momentum and are appreciated in terms of packaging, endorses etc.

Nethnography

Contextual Netnography



- **Process: A cluster of 8 users were selected for our focus group study. The tool comprised of interaction with the website followed by an interview.**
- **Participants were asked to share their screens and were asked to perform certain tasks which included them interacting with the website as a buyer. This was preceeded and succeeded by questions to map their intentions and general product buying behaviour.**

Observations

- Participants felt the website is entirely women-centric
- No error feedback or auto correction
- Avg. ease of use by participants – 6.8/10
- Avg. ease of finding products – 6.7/10
- Pop-up ads of Nykaa products was hindering the process
- Participants were surprised to find products catered to men
- Logo icon was not taking the participant to the homepage
- Main menu navigation kept dropping down on cursor movement
- Participants were reading reviews and viewing images before buying but not still not trusting products
- Participants described the website as clustered, chaotic, scattered, lack of clarity and relatibility
- Didn't feel like a part of Nykaa family
- Expected change on the website after creating an account and specifying gender
- Low quality images
- Participants got annoyed when a new tab kept opening on every click
- Same product but different prices under same category
- Beauty Assistance chatbox did not work throughout entire project
- Participants felt that the website did not introduce them to new products effectively
- The website couldn't create an enegaging experience for first time users

Survey

Questions we asked..

Hey you!

As part of our Virtual Social Behaviour module, we'd like to know a bit about you and your preferences of shopping online. Please help us out with this super short and fun survey! We promise it won't take much time, thanks in advance :)

*** Required**

Select the age group you fall into: *

☐ 16-19 years

☐ 20-24 years

☐ 25-30 years

☐ 30-35 years

☐ 36 above

And you identify as: *

☐ Female

☐ Male

☐ Non-binary

☐ Other: _____

Let's begin!

What's the first thing that pops in your mind when you hear the word - PINK?

Your answer _____

Are you someone who uses make up and skincare products in their daily life? *

☐ Yes

☐ No

☐ Sometimes

And, where do you buy your make up and skin care products from? *

☐ Online

☐ In-stores

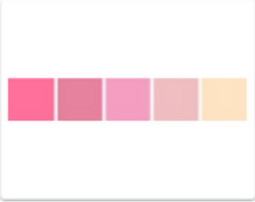
☐ Both

☐ I don't

Select ANY 2 colour palette of your choice from the following options: *



☐ A



☐ B



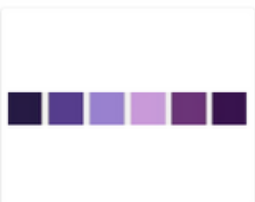
☐ C



☐ D



☐ E



☐ F

Yay! Let's talk a little more, shall we?

Please select the websites you use to usually buy your products from:

☐ Amazon

☐ Purple

☐ Nykaa

☐ TATA Cliq

☐ Flipkart

☐ Sephora

☐ Myntra

☐ Beauty Bebo

☐ Instagram and/or Facebook marketplace

☐ No, I don't buy make up online

☐ Other: _____

And, have you used Nykaa?



☐ Yes

☐ No

Select the category of products you buy/have bought from Nykaa:

☐ Make up

☐ Skin Care

☐ Hair care

☐ Personal Care

☐ Health and Wellness

☐ Other: _____

What do you think is the importance of make-up?

Your answer _____

Complete the following sentence - "I have..."

☐ Drank detox teas or taken detox pills (without consultation)

☐ Used a fairness product

☐ Followed an extreme diet

☐ Dyed my hair to hide early greys

☐ Bought a make up and/or skin care product because of the celebrity endorsir

☐ None

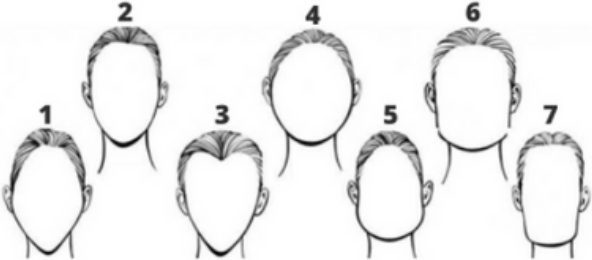
How much does a website's colour scheme affect your buying intent? *

☐ Alot, I really care about how a website looks

☐ Not really, I'm there for the product

☐ Other: _____

At first glance, which one is the most appealing to you?



Out of the following people, how many do you recognise? *



☐ 1



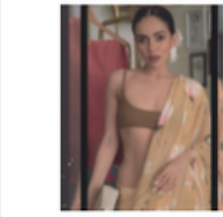
☐ 2



☐ 3



☐ 4

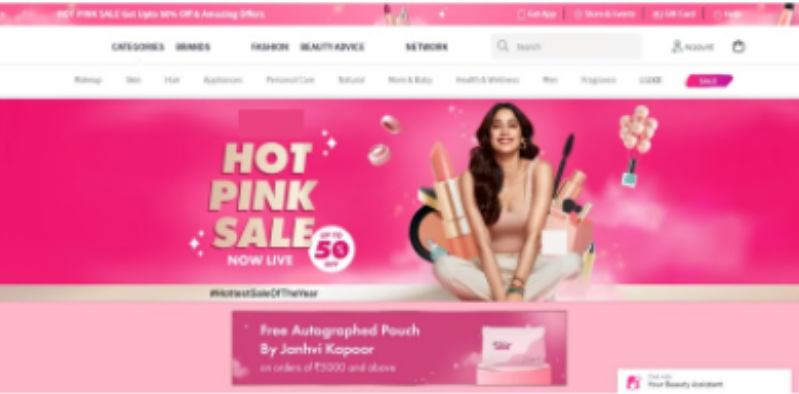


☐ 5

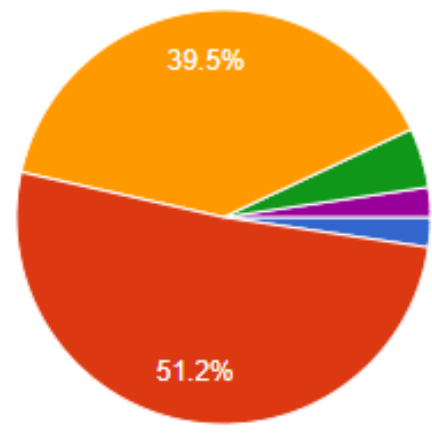


☐ 6

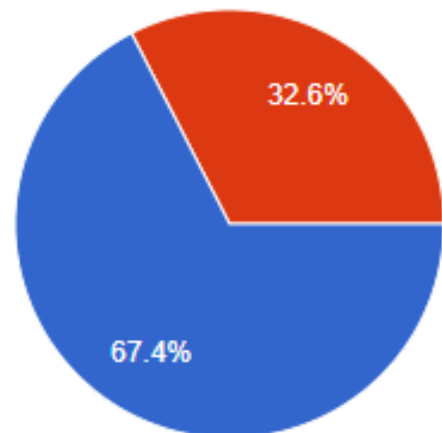
In 3 words, what do you think of the image below? *



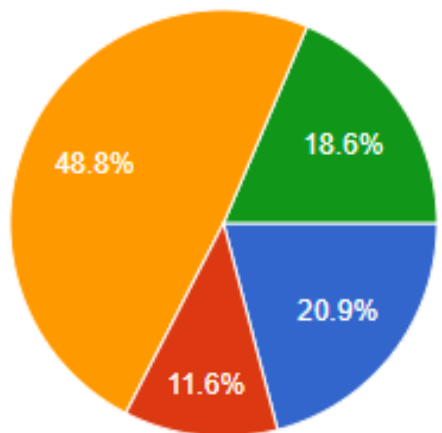
Your answer _____



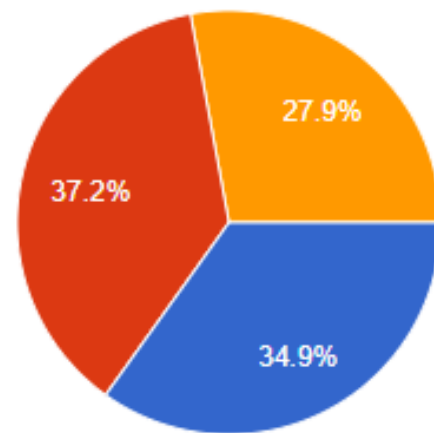
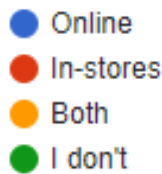
Age Group



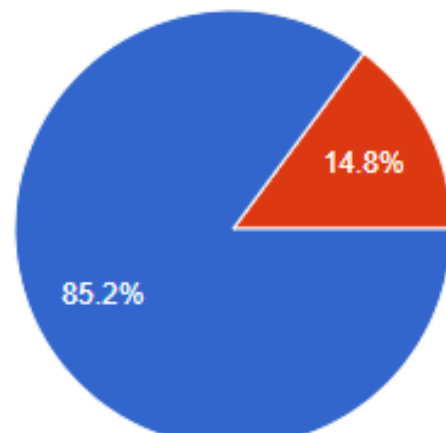
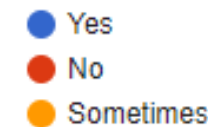
Gender



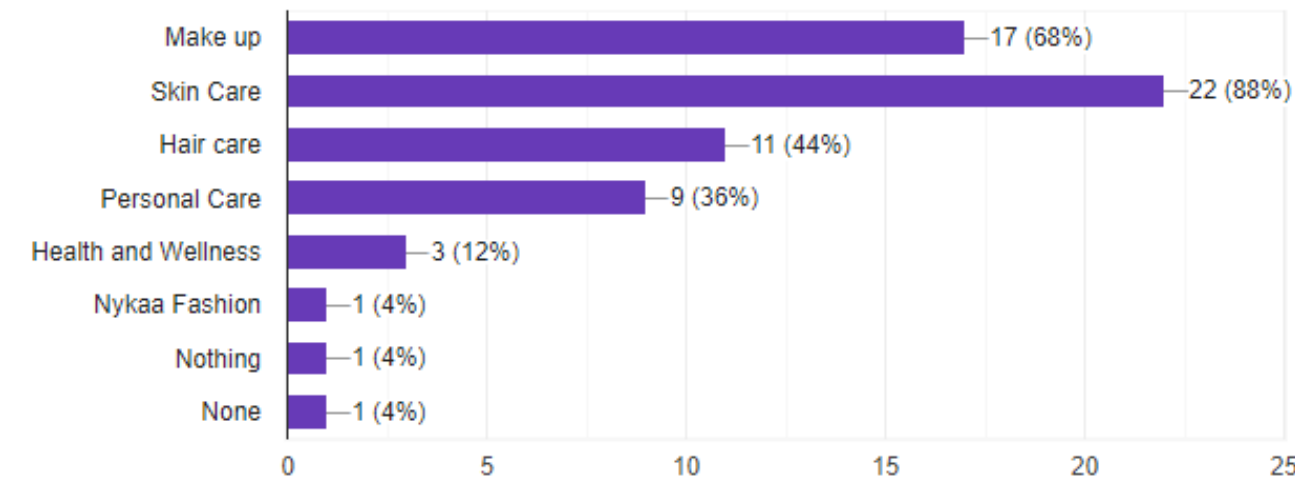
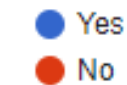
Where do the participants generally buy make-up & skin care products from?



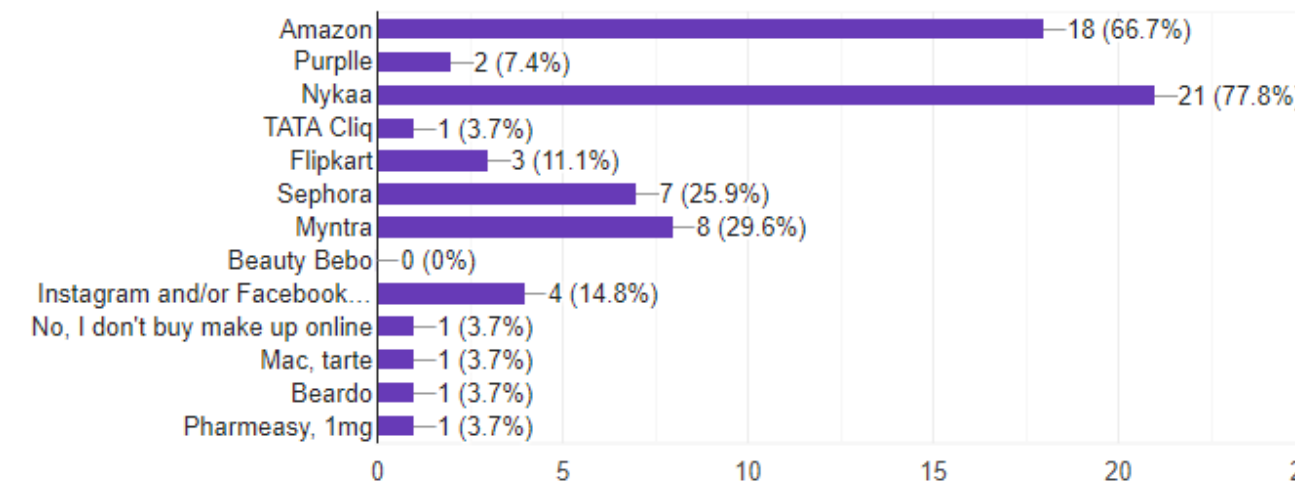
% of participants who use make up and skincare products in their daily life



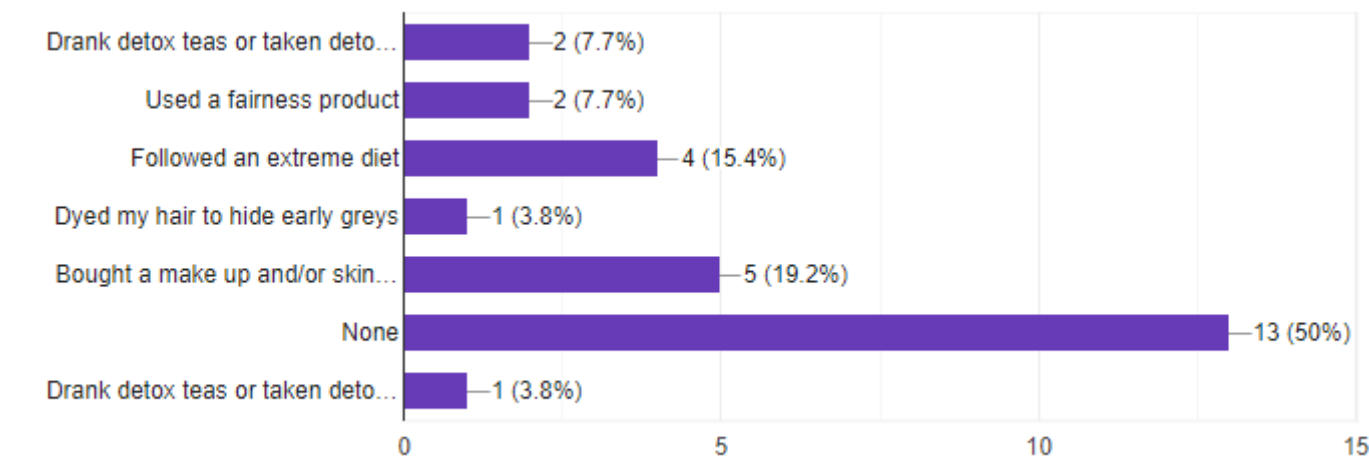
% of participants who are Nykaa users



Category of products the participants are buying from Nykaa



Nykaa's competitors



Societal bias tendencies

Moodboard

NAME 'S MOODBOARD

- YOUR COLOUR PALLETTE**
To study the users colour preferences with the "Nykaa Pink"
- YOUR TOP 5 BRANDS**
To study what are the brands people are using and if Nykaa is biased in promoting certain brands
- YOUR FAVOURITE FILTER**
To see the conformity of the user with face alterations
- A QUOTE YOU LIVE BY**
To understand the users mantra for life; reflects individuality
- YOUR FAVOURITE FILTER**
To see what their essentials are, what they value most
- #**
To see what words people are associating themselves with
GIVE YOURSELF A HASHTAG!
- YOUR FAVOURITE FILTER**
To see what their existing virtual avatar looks like and how well they represent themselves
- YOUR ROLE MODEL**
To see who the people (Nykaa's user base) are looking up to/admiring compared to who's on the website
- VIRTUAL ME**
To study how well the users know their physical appearance/features

BHOOMIKA'S MOODBOARD

- YOUR COLOUR PALLETTE**
- YOUR TOP 5 BRANDS**
- YOUR FAVOURITE FILTER**
- A QUOTE YOU LIVE BY**
"They hate you, cause they ain't you"
- YOUR FAVOURITE FILTER**
- #**
GIVE YOURSELF A HASHTAG!
- YOUR FAVOURITE FILTER**
- YOUR ROLE MODEL**
- VIRTUAL ME**

MEHER'S MOODBOARD

- YOUR COLOUR PALLETTE**
- YOUR TOP 5 BRANDS**
- YOUR FAVOURITE FILTER**
- A QUOTE YOU LIVE BY**
"I hate you"
- YOUR FAVOURITE FILTER**
- #**
GIVE YOURSELF A HASHTAG!
- YOUR FAVOURITE FILTER**
- YOUR ROLE MODEL**
- VIRTUAL ME**

SIDDHANT'S MOODBOARD

- YOUR COLOUR PALLETTE**
- YOUR TOP 5 BRANDS**
- YOUR FAVOURITE FILTER**
- A QUOTE YOU LIVE BY**
"I CAN EITHER WATCH IT HAPPEN OR BE A PART OF IT."
- YOUR FAVOURITE FILTER**
- #**
GIVE YOURSELF A HASHTAG!
- YOUR FAVOURITE FILTER**
- YOUR ROLE MODEL**
- VIRTUAL ME**

KHYATI'S MOODBOARD

- YOUR COLOUR PALLETTE**
- YOUR TOP 5 BRANDS**
- YOUR FAVOURITE FILTER**
- A QUOTE YOU LIVE BY**
"You do YOU!"
- YOUR FAVOURITE FILTER**
- #**
GIVE YOURSELF A HASHTAG!
- YOUR FAVOURITE FILTER**
- YOUR ROLE MODEL**
- VIRTUAL ME**

Participants were volunteers from the survey and the Netnography tool. This tool was executed over a span of 3 days with participants grouped according to their distinct personalities and answers. Purpose of the tool was to see how well they know themselves and are able to represent their individualities.

Data Analysis

of colour perception



- Most of the people didn't want to use pink
- Biased towards popular combination of pink and blue (strong gender association)
- Lot of use of pink but different shades were preferred
- Participants used the current brand colours unknowingly



“Interesting people

Talent

Interest-based

Strong

Leaders

Community”

Data Analysis

of representation

Who are Nykaa's target audience looking up to?



Kamala Harris



Chrissy Metz



Charli xcx



Sara Blakely



Alicia Dsouza



Anushka Shankar



Ankur Warikoo



Mary Kom



Mithila Raj



Leela Samson

Data Analysis

of self-reflection

Even your shadow leaves you in
darkness, atmanirbhar bano.

Nirbau Nirvair

You do YOU!

#simplicity

#therapist

The only true law is that which
leads to freedom.

I can either watch it
happen
or be a part of it.

Grow through what you go through

#hustler

Wabi Sabi

#freespirit

What are the words
Nykaa's target audience
associates with?

Key Insights

The user interface is congested with a wide variety of colours, fonts and text sizes making the navigation cumbersome and diluting individual elements.

Stereotypes associated with the colour pink made the website uninviting for a majority of their target audience.

The platform's own promotion bias not only hinders the shopping experience of the user but also discourages them to find their choice of products.

There is a lack of representation of a commoner on the website. Being a consumer-centric brand, it should be more 'Of the People' and inclusive by nature.

BIAS

- Self promotion bias
- Colorism
- Beauty Bias
- Not body positive
- Ageism
- Gender Bias
- Brand Bias

TRUST

- In spite of authenticity certificates and proofs, users did not trust the website to make high-end purchases.
- Users did not trust the website to show correct price and hence they cross-checked other platforms.

CONFORMITY

- Adheres to deep rooted stereotypes
- Has become very confined within its own target group

Deviant Behaviours



Our Goals

1

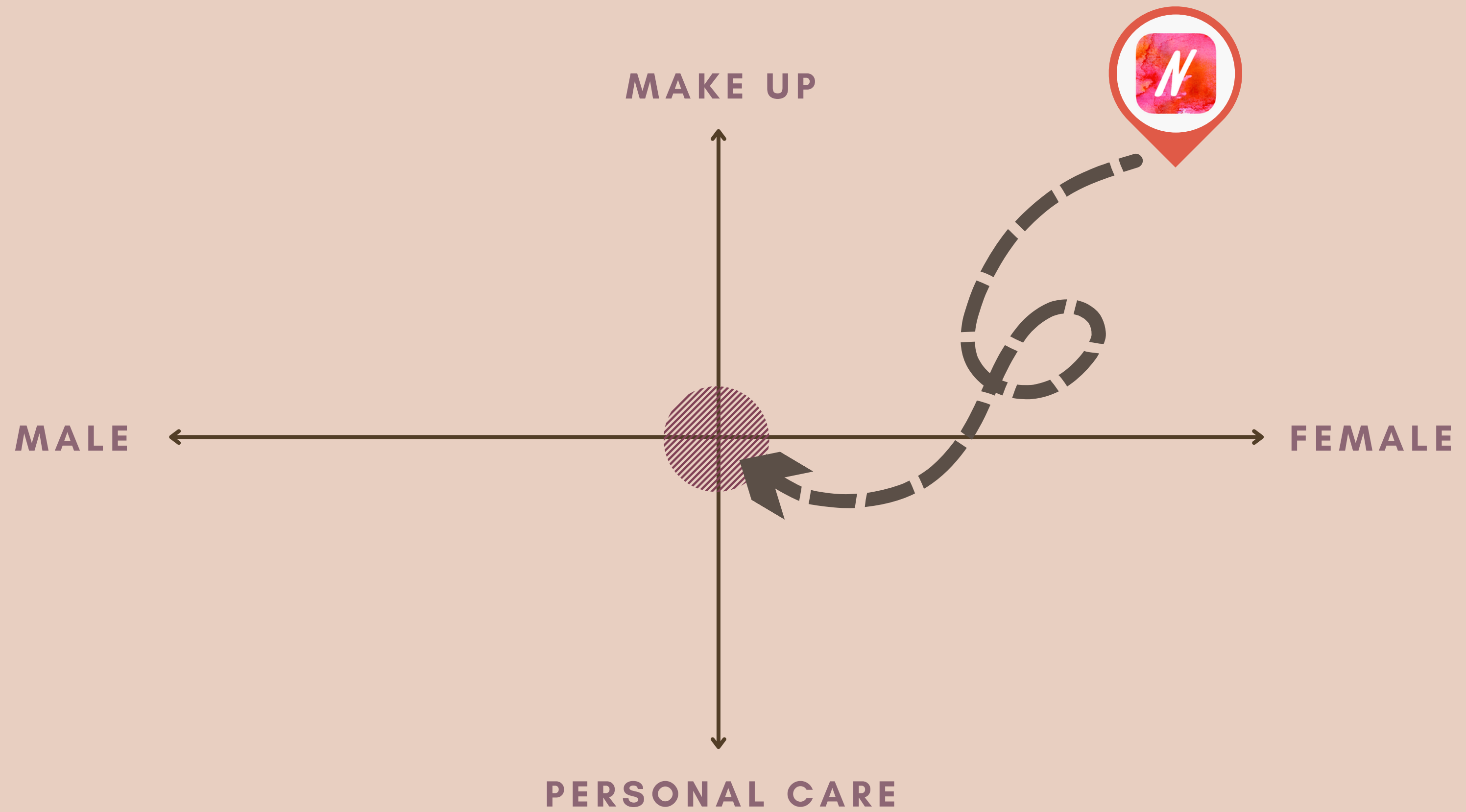
TO PROPOSE A
REDESIGNED USER
FRIENDLY PLATFORM
ADHERING WITH
STANDARD
HEURISTICS

2

TO KEEP THE NYKAA
PINK AT THE CORE
AND STILL MAKE IT
INVITING FOR ALL
GENDERS

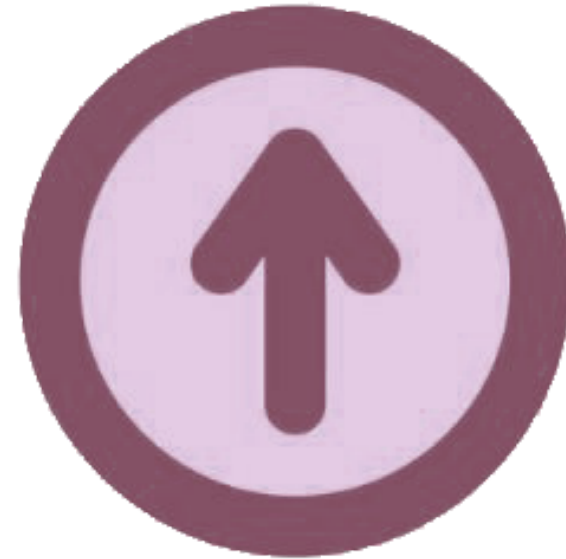
3

TO INCREASE THE
REACH OF BRAND BY
ENCOMPASSING
MAJORITY OF THE
CLIENTELLE



Brand Position

- Wide reach of customers
- Strong dealer community
- Large product portfolio



- Not evolving with times
- Varying consistency
- Heavily edited photographs of endorsers.

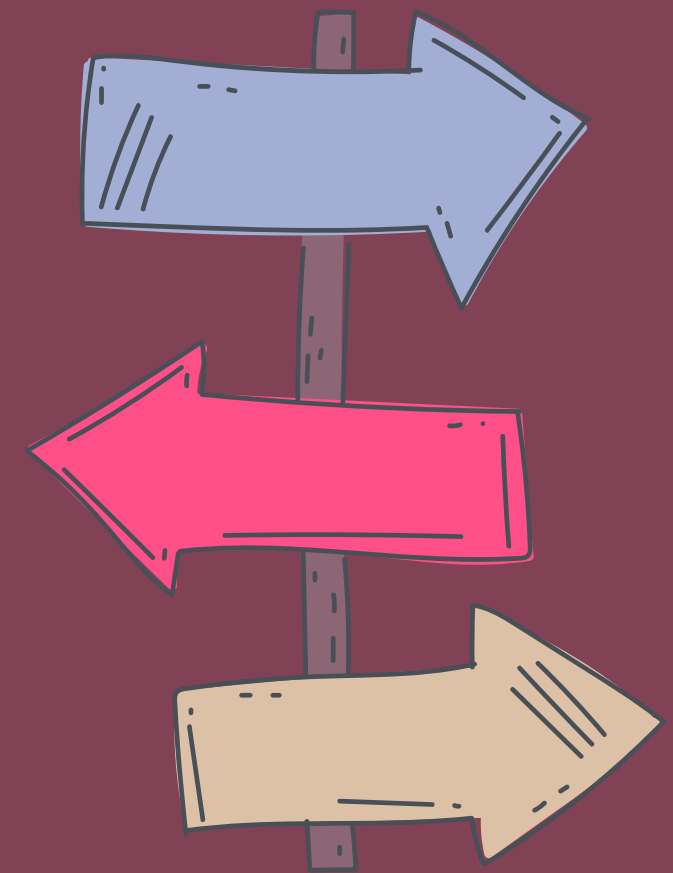
- Men
- Middle aged women
- Transgender



- Purplle
- Fenty
- Kay beauty
- Myntra

Design Directions

Our primary as well as secondary research stated numerous evidences of biases on the Nykaa platform. The platform not only reinforces dated beauty standards but is also ignorant towards the changing landscape of its target audience.



Representation Individuality Experience

Nykaa's target group is diverse and this diversity lies in its likes and dislikes, role models, brands preferences, self-awareness and personality traits. With the world moving forward and becoming more and more inclusive, it is essential Nykaa increases its representation in terms of the brands and the individuals who endorse the products.

They should aim to be inclusive with regards to:

- **Abilities**
- **Colours**
- **Genders**
- **Age**
- **Body Types**
- **Indie brands**

To evolve from Confidence to Conformity...



Winnie Harlow

Comfortable in 'Her' skin



Marc Jacob

Making a 'Bold' statement



Madeline Stuart

Advocate of 'Inclusiveness'



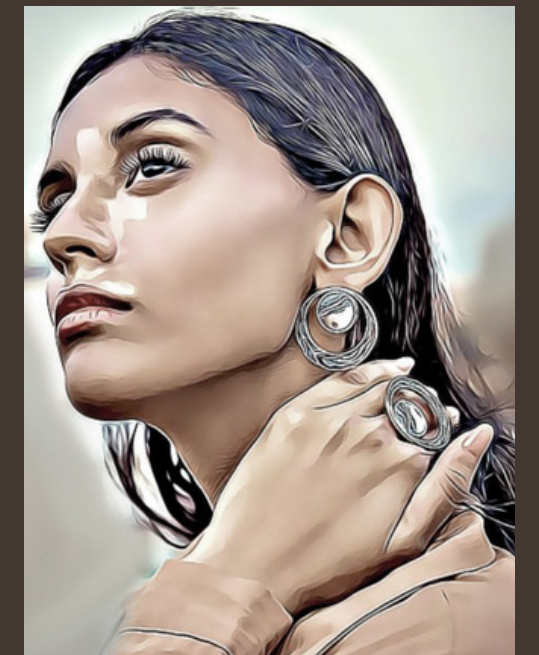
Laxmi Aggarwal

Accepting 'Reality'



Deep Pathare

Setting 'New' standards

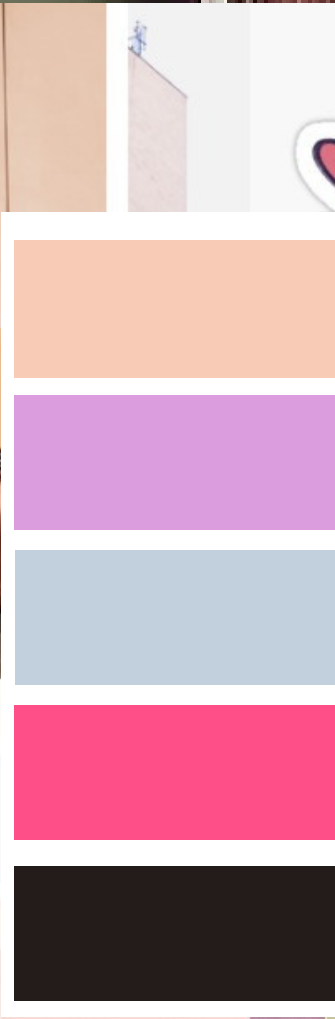


Prarthana Janga

Embracing the 'Natural'

Have a brand for all...

CONFORMITY | AFFIRMATIVE
DIVERSITY



Inclusive

Gender Neutral

Welcoming

Brand Kit



NYKAA
NYKAA

NOTO SANS

NOTO SANS

NOTO SANS

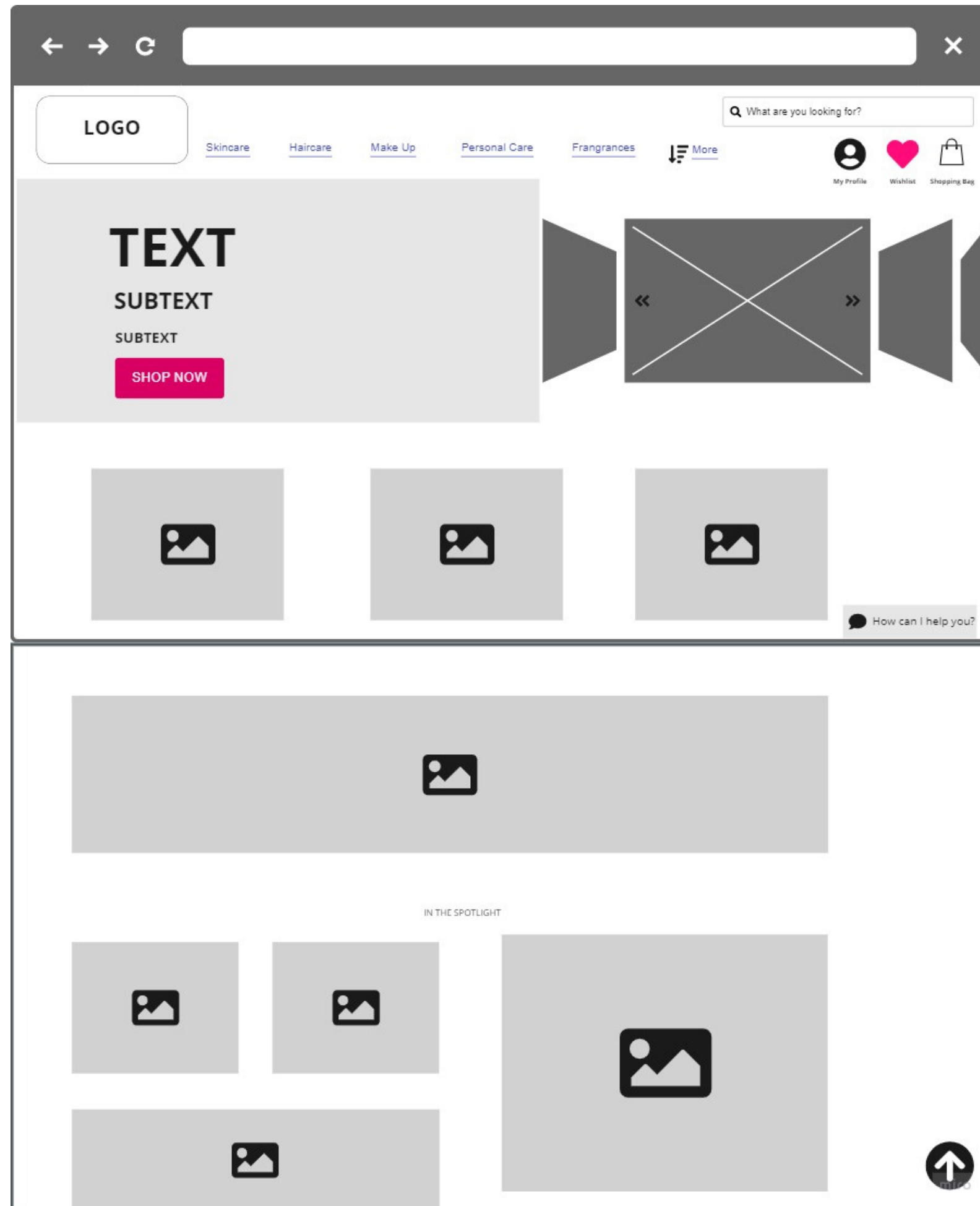
FB2779

AB94C2

B9C8D2

1A1A1A

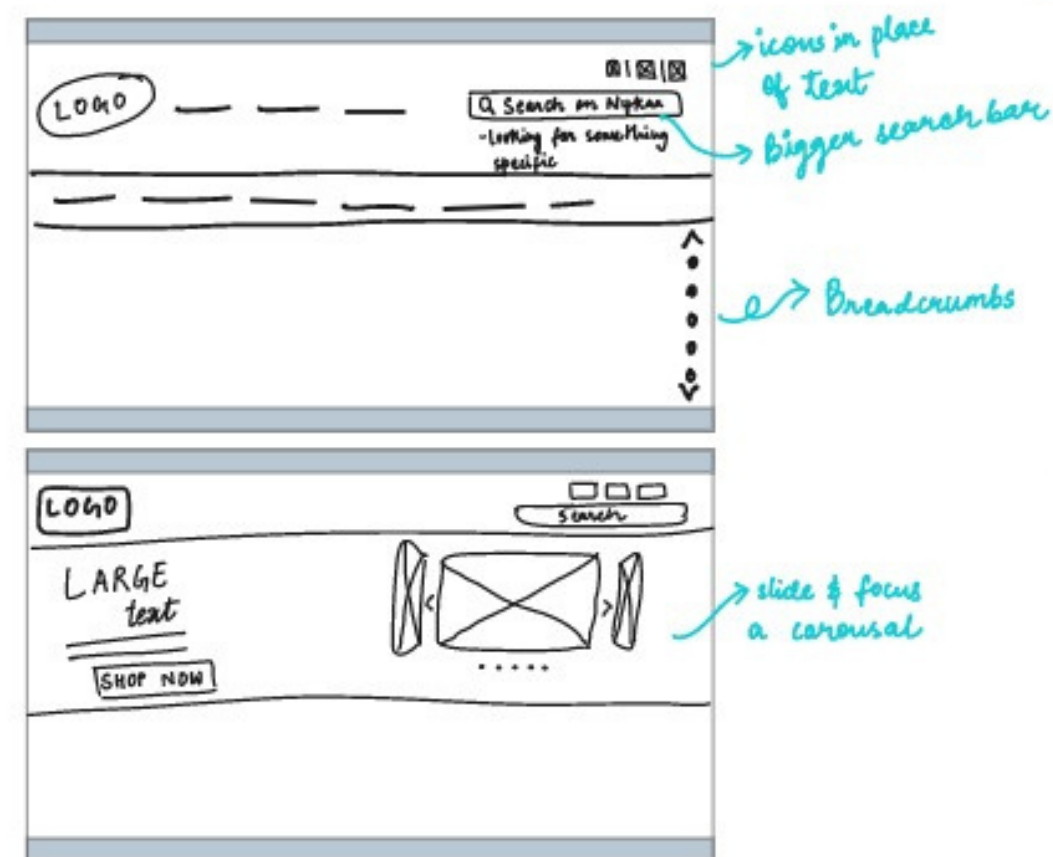
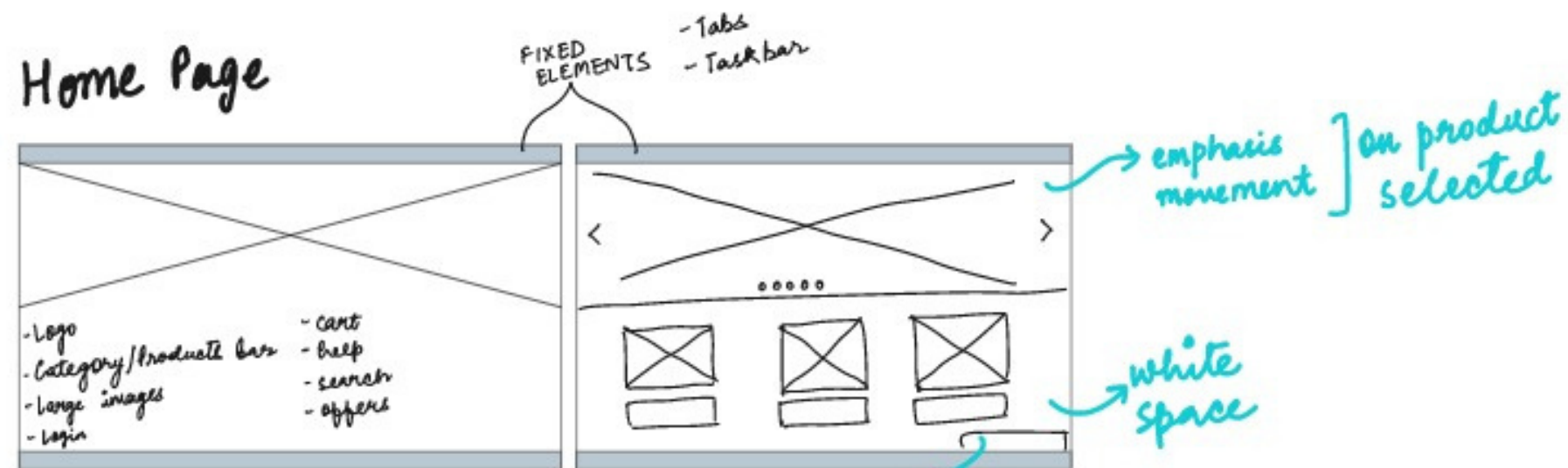
FFFFFF



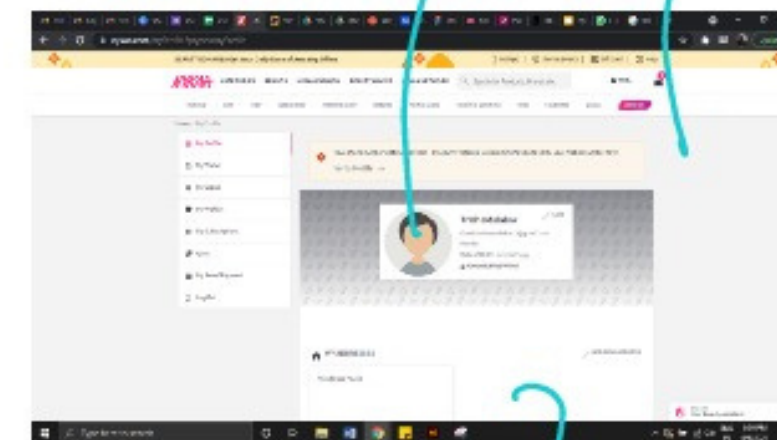
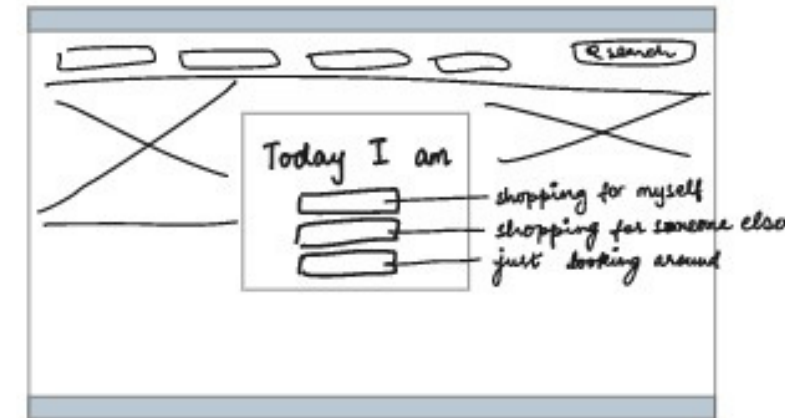
UI Directions

- Simple Typefaces
- Appropriate content spacing
- Clean & selected content
- Appropriate labelling
- Minimal colours
- Consistent icons

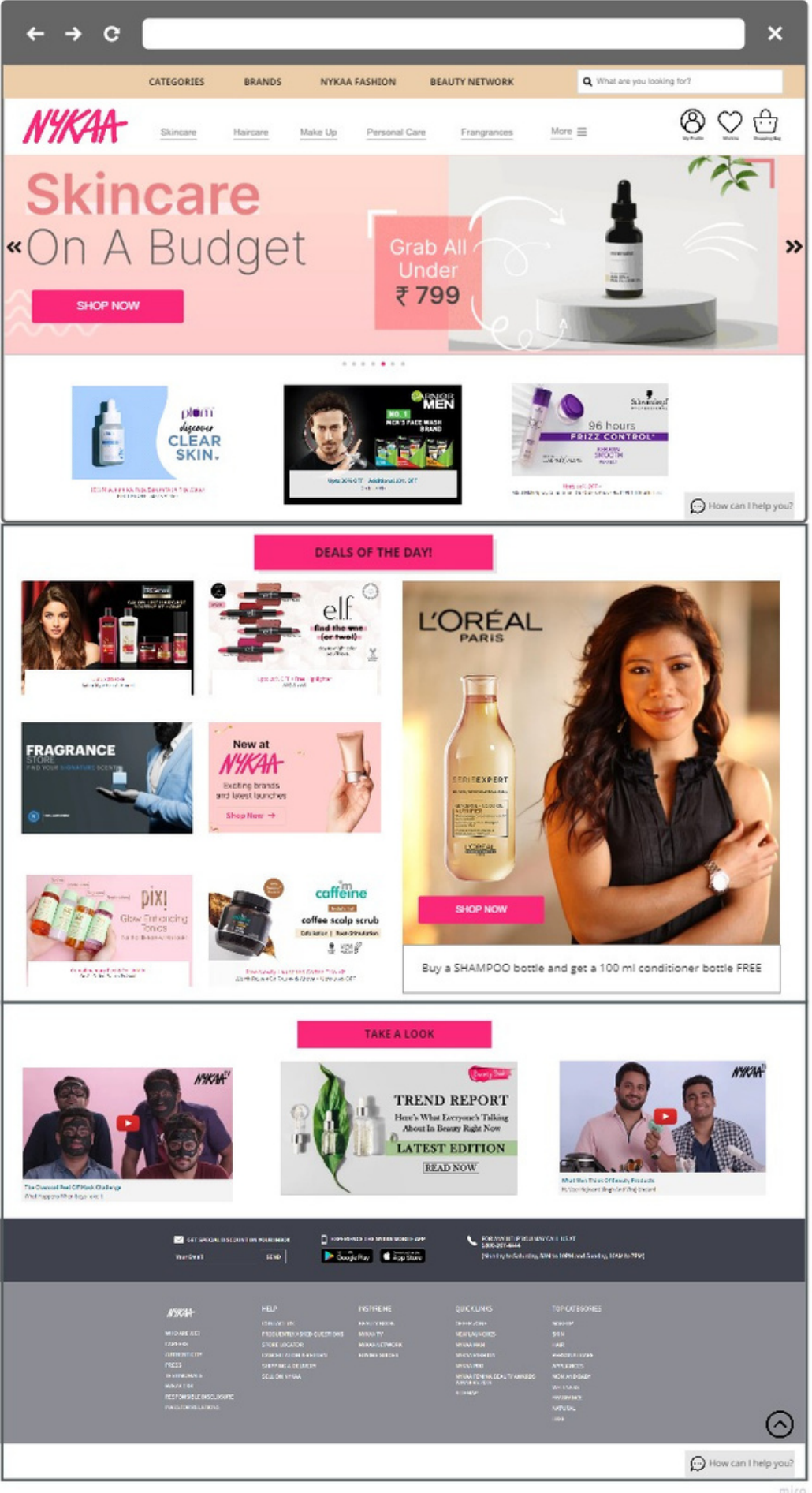
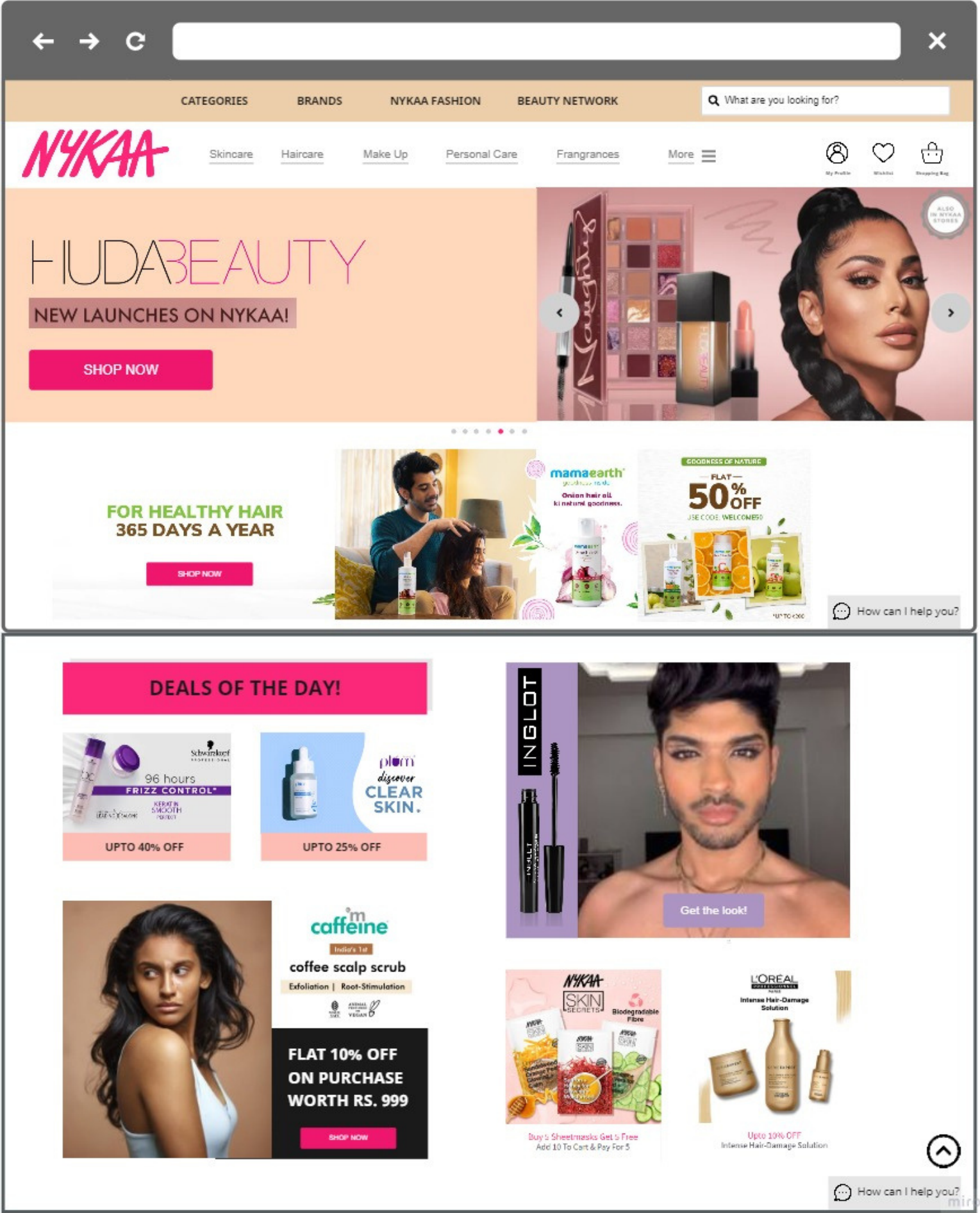
Brainstorming Wireframes

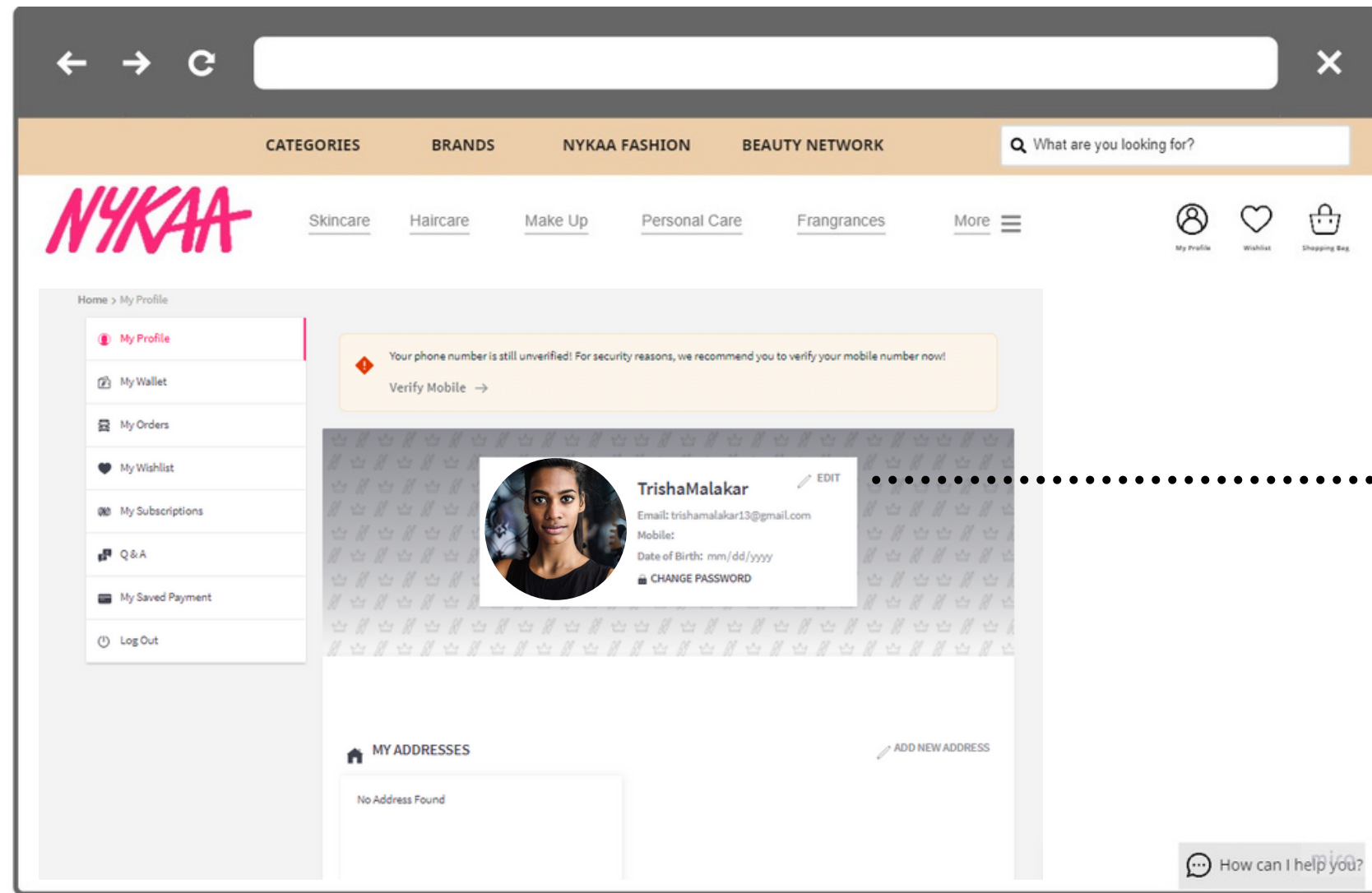


- Rules**
- Don't make a user think
 - Human attention span - 8 seconds → Tell your story
 - Let user know the status of their action
 - adding breadcrumbs - letting user know where they are
 - USE OF NEGATIVE SPACE
-



UI Prototype

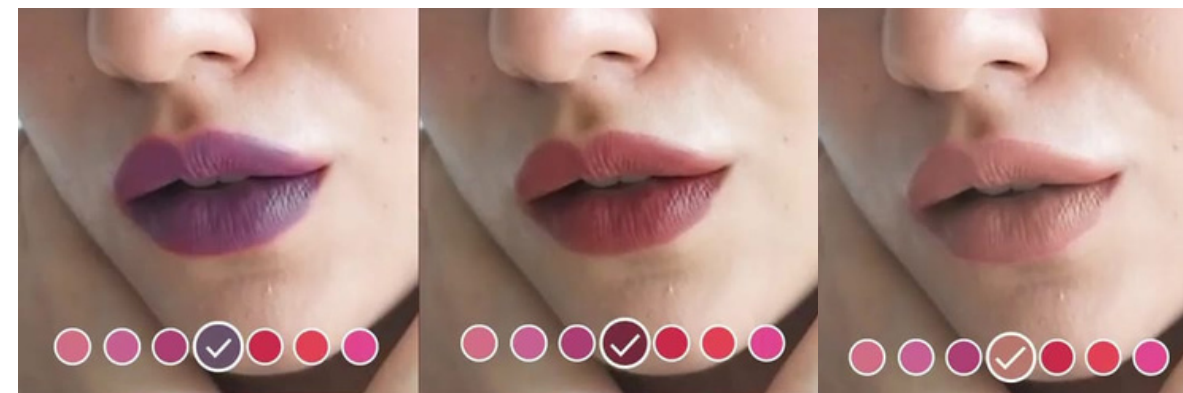




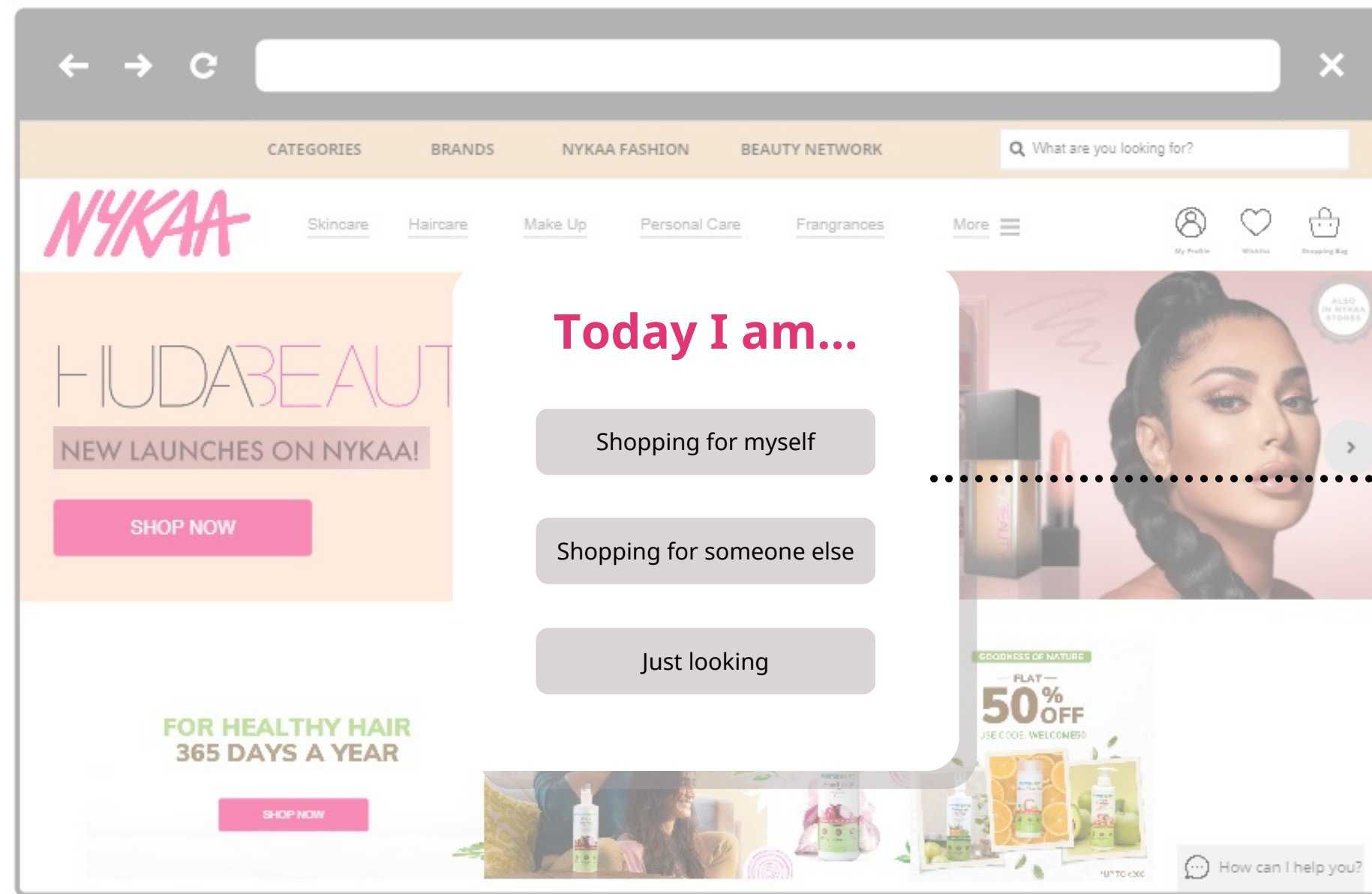
AI incorporated face imagery of the user after account creation for them to try products based on their physical attributes



Creating a virtual realistic persona of the user in order to give them a real-time shopping experience where they can 'try and buy' on their e-store.



How it will help users



To create a unique shopping experience for the user to have a tailor-made process which caters to their product and brand preferences. This feature will make the shopping experience more individualistic and customer centric.

Thank
you!

Submitted by
Garima | Trisha



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN



Annexures

[Our Research Board](#)

[Google Form Survey](#)

[Survey Responses Spreadsheet](#)

[Netnography Interviews](#)

References

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- <https://trends.google.com/trends/?geo=IN>
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- <https://www.pulse.ng/lifestyle/beauty-health/the-dark-side-of-social-media-how-unrealistic-beauty-standards-are-causing-identity/hv4tffb>
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