

SÈVE



Brief

Proposals

Imagining a smoother journey

Develop and design an interface and a user path that are as simple as possible, despite the sheer volume of data.

HomePage

Giving her a makeover

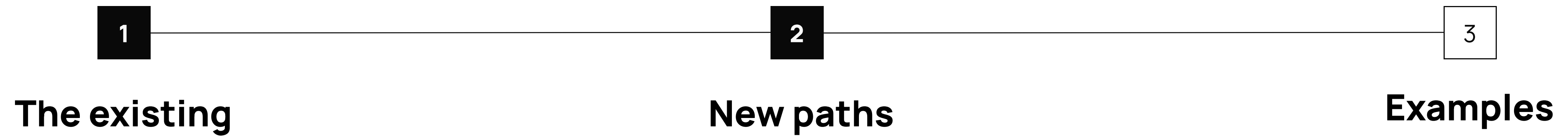
Reinvent it to make it more attractive and offer more relevant and appealing content to keep users coming back.

Collections

Imagining a smoother journey

Propose a new version of the "Collections" pathway, which has not yet been completed, to extend the WebApp's functionality.

The presentation sequence





What the consumers expect?

Too many different formats and tools to receive requests

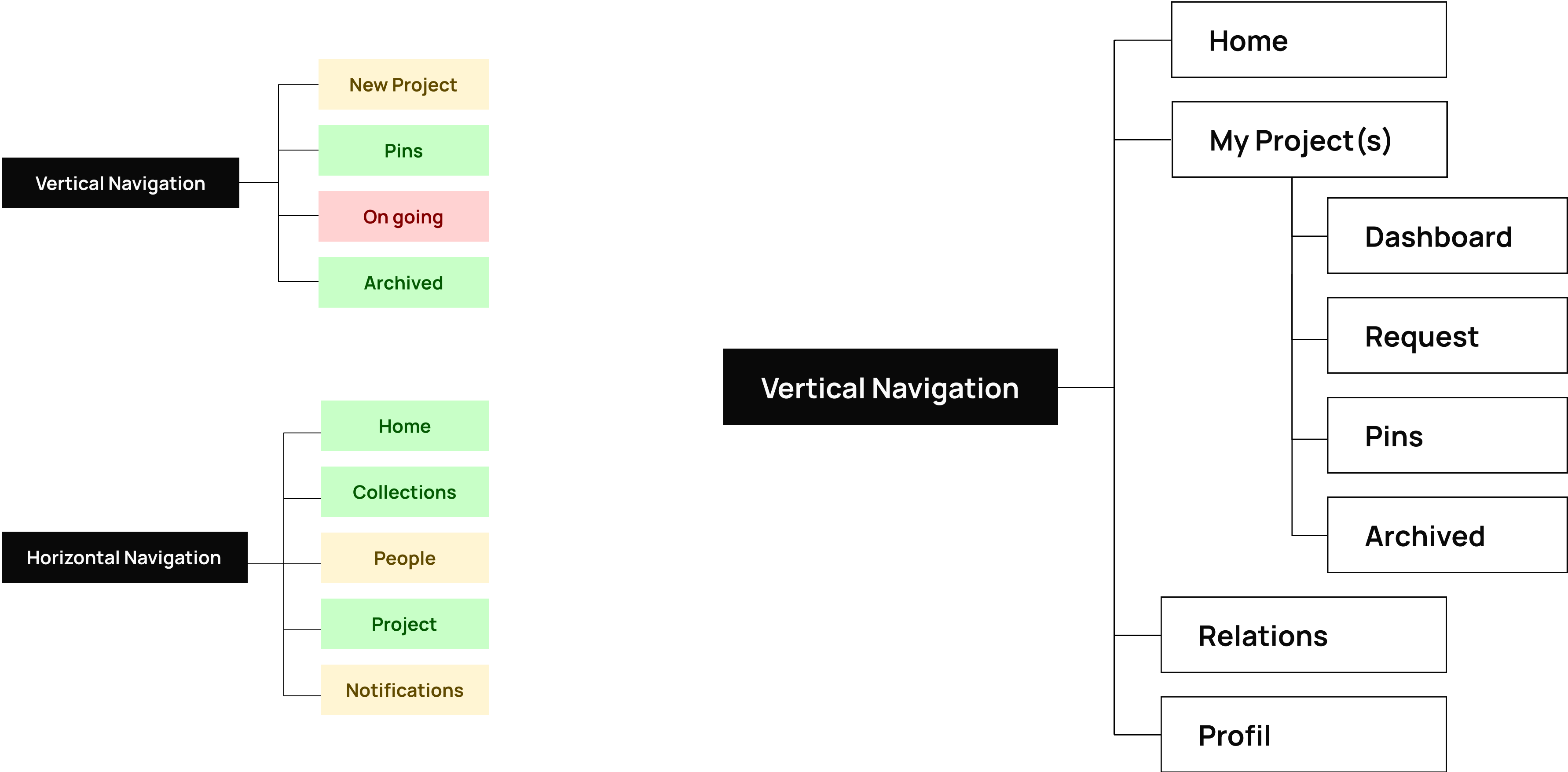
Takes too long to respond to requests

It's hard to keep up with the looks despite the various tools available, because they're not centralized. Especially when it comes to stylists.

Loss of looks very often

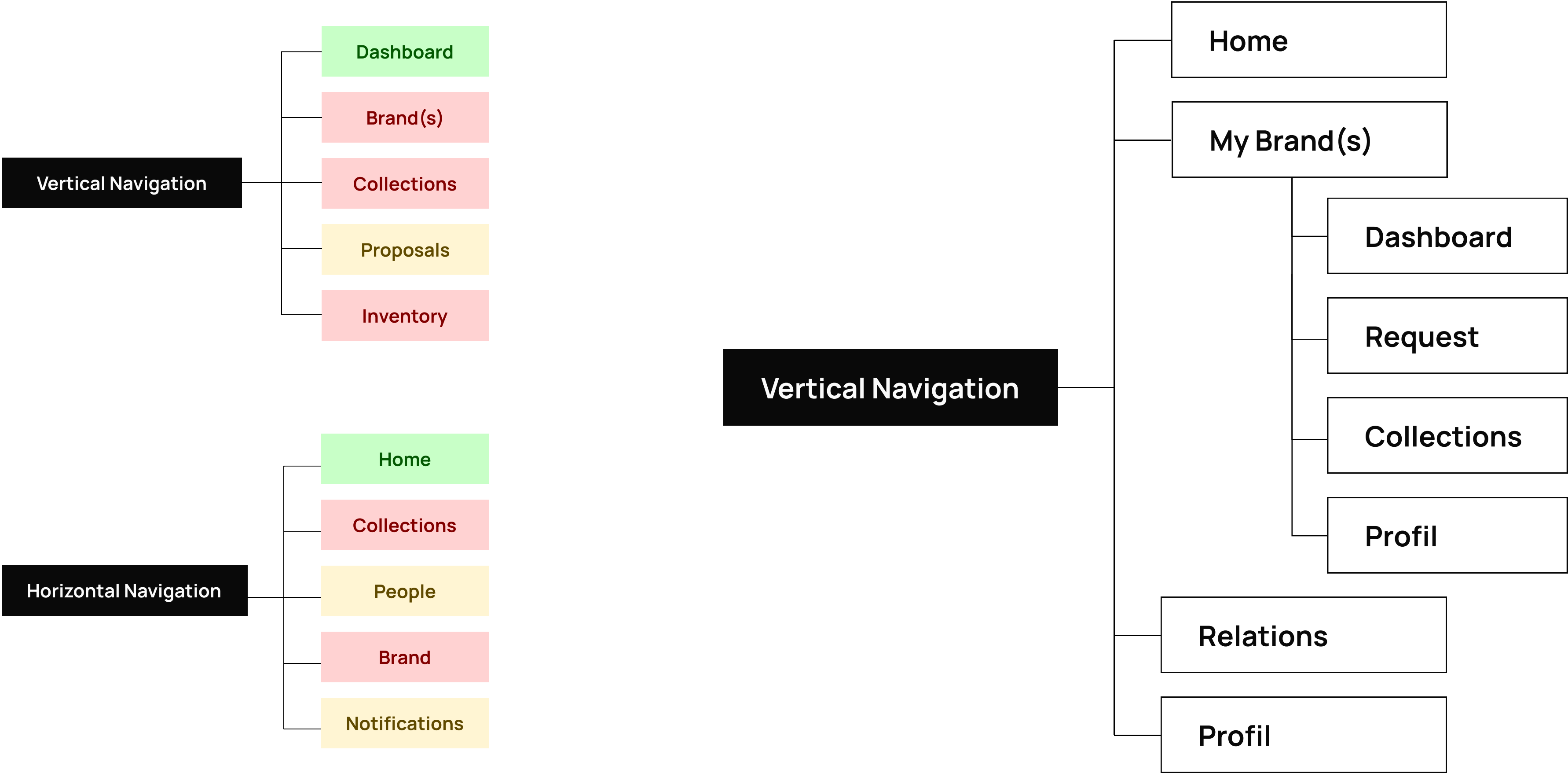
How can we improve what already exists?

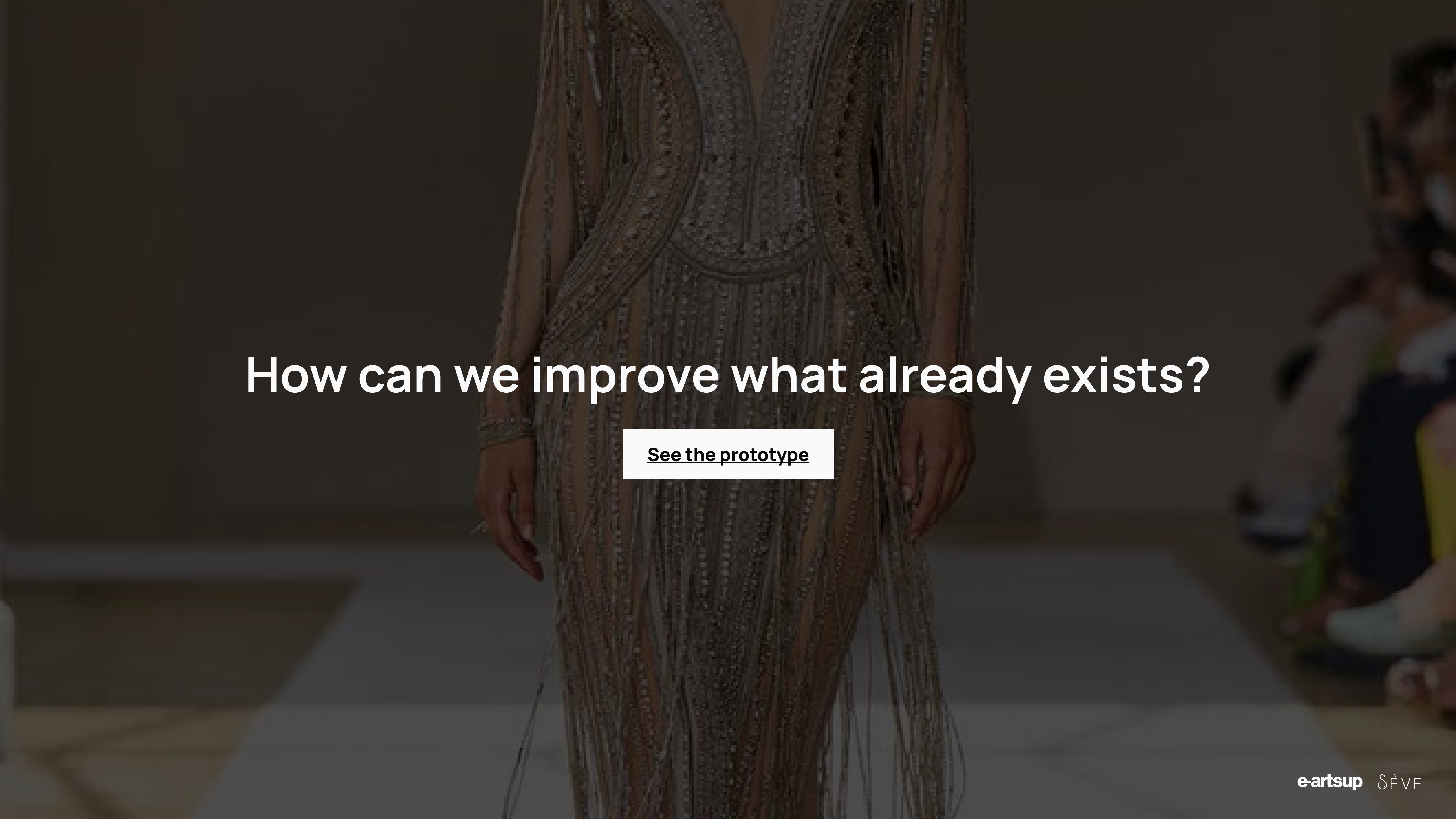
STYLIST



How can we improve what already exists?

BRAND





How can we improve what already exists?

[See the prototype](#)

Thanks you!

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