

Project Title

Bearded B*astard Product Chooser

Project Year

2018

Project Roles

Visual Design
UI Design
Development

Project Description

Interactive quiz for The Bearded Bastard that helps user's identify which product would best suit their needs.



Background

Sometimes smaller projects are the most fun and most rewarding. This project was for The Bearded Bastard, a beard oil company. The product chooser is a short quiz that helps users know "where to start" by recommending products based on their facial hair and personal style.

I was responsible for the visual design, UI design and development of the quiz. The tool was built using JS and Liquid (Shopify's template language).

Project Goal

The goal of the project was to create an easy and engaging way to get users to the right product, as well as showcase and advance the company's brand visually and tonally.

Design

We wanted to ensure that the quiz aligned with the company's hip, punchy and cheeky tone. This was an opportunity to explore the use of typography, iconography and color to reinforce their brand.

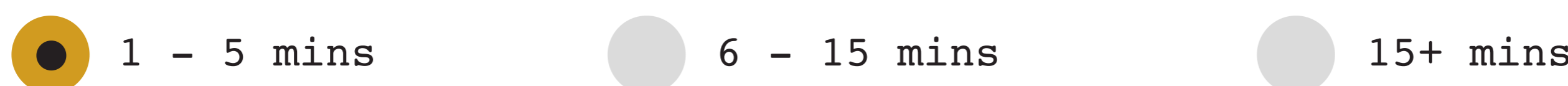
Which type of facial hair do you have?



Which style of beard do you want?

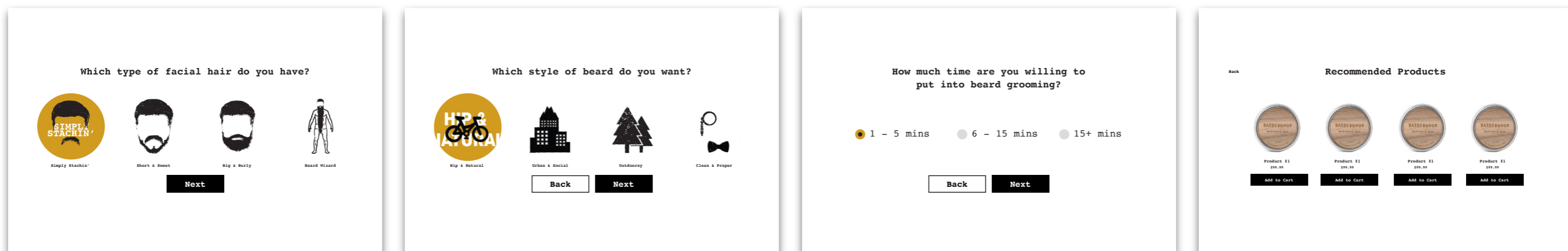


How much time are you willing to put into beard grooming?



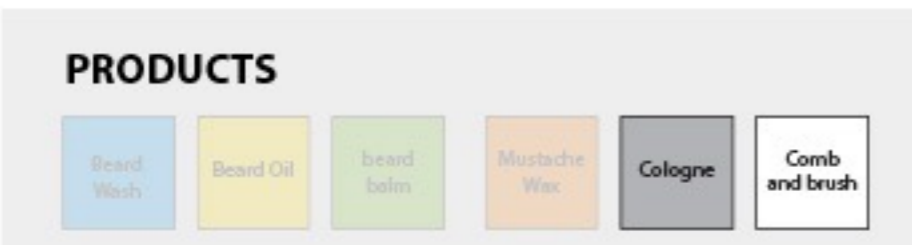
Survey Flow

The user is prompted to answer 3 questions based on their style and preference. Once complete, they are provided with a recommendation of 4 products. These products are based on the logic presented in the section below.



Development

The product recommendations are generated based on the logic below. The combination of Javascript and Shopify's Liquid templating language were used to build this functionality.



RECOMMENDED PRODUCTS BY VARIABLES. A grid of 12 columns and 4 rows showing combinations of beard types (Short, Medium, Long) and grooming times (1-5, 5-15, 15+).

PAGE VARIATIONS. A grid showing 9 product combinations and their corresponding product recommendations (e.g., Mustache Wax, Cologne, beard balm, Beard Oil, Beard Wash).