

# Advance Interactive Design- Task 1 Proposal

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Original Jo Malone Mother's day perfume advertisement pictures

### **Products:** Jo Malone new released Blossoms Collections Perfume

Jo Malone has recently launched a captivating new series of colognes, featuring the Yellow Hibiscus Cologne, Yuzu Zest Cologne, and Sunlit Cherimoya Cologne, as part of their Mother's Day collection. Renowned for its luxurious and elegant creations, Jo Malone captures the essence of English luxury in each fragrance, offering a sophisticated sensory experience. With a focus on bespoke scents that evoke memories and emotions, Jo Malone's fragrances are meticulously crafted to be layered and personalized, allowing individuals to create their unique scent story. As Mother's Day approaches, these new colognes present an exquisite opportunity to celebrate and honor the remarkable mothers in our lives with the gift of indulgence and luxury.



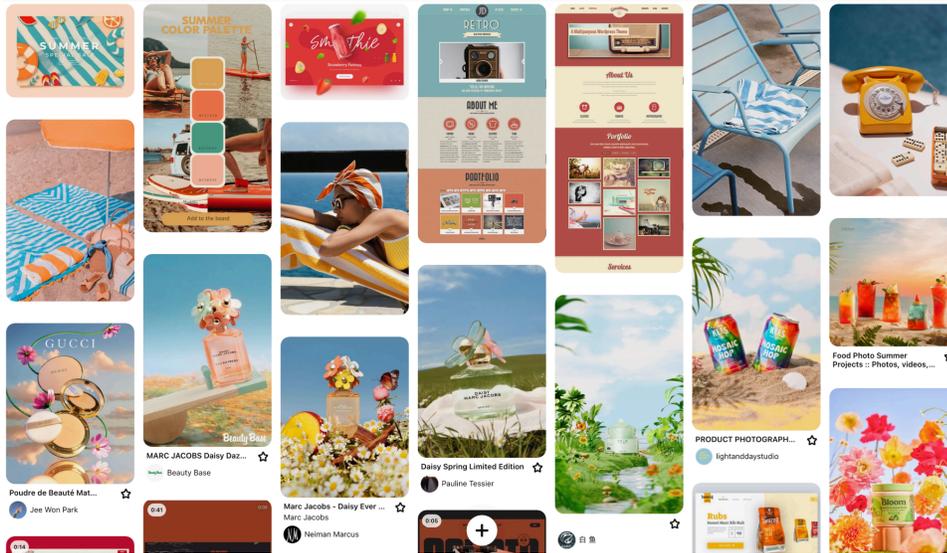
## Colour Palette:

I decided to use the colour scheme from this series' advertisement. I want to maintain a summer vibe but with a touch of vintage feel.



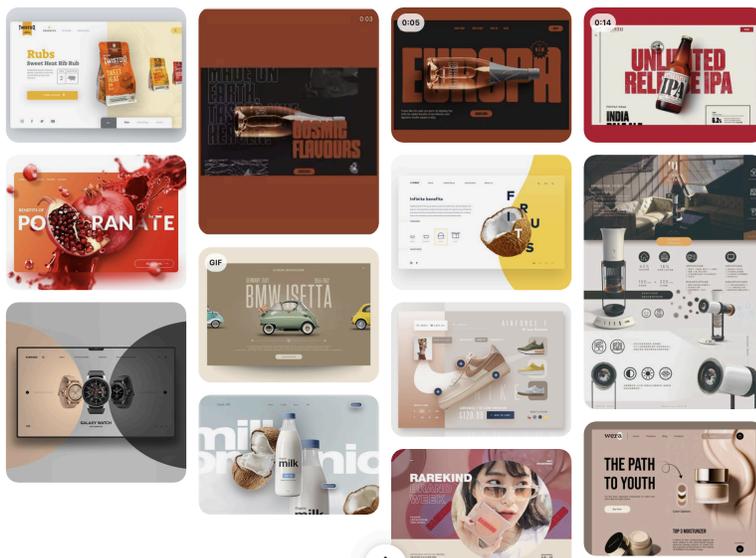
## Inspiration/Moodboard:

Concept-Summer



Structure reference:

<https://grabandgo.pt/>



Font:

Logo: [Red Rose](#)

# JO MALONE LONDON

Title of products: [Cormorant](#)

## Yuzu Zest Cologne

Body Text: [Nunito Sans](#)

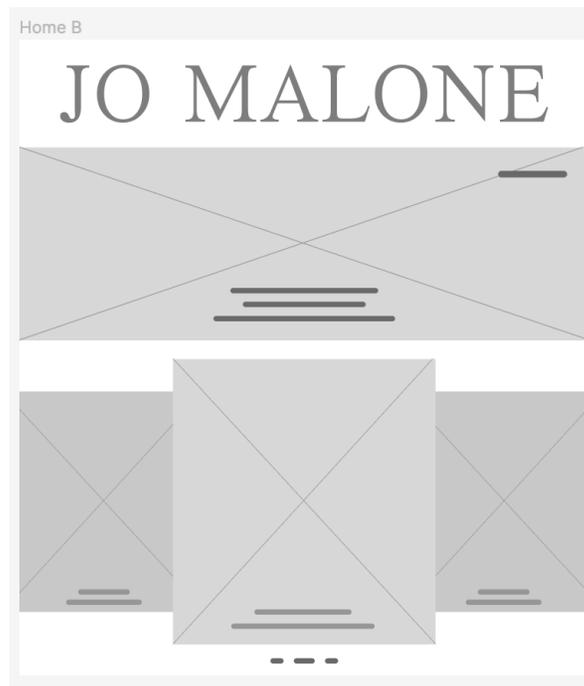
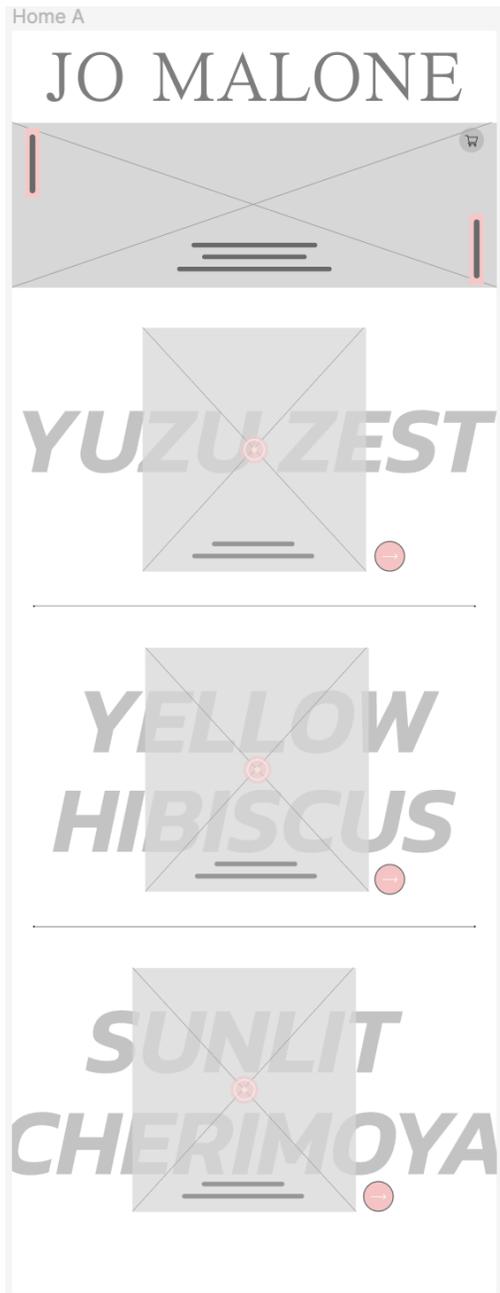
### Bathing in summer vibes

**Wireframe:** The pink highlight is the button where users can click on.

Loading page-The stroke of the water level will be animated and the water will spray out when loading.



Home page-Home page 1(left side) will be the final design. The advertisement picture will come first and scrolling down will show the product



#### Transition of Home A:

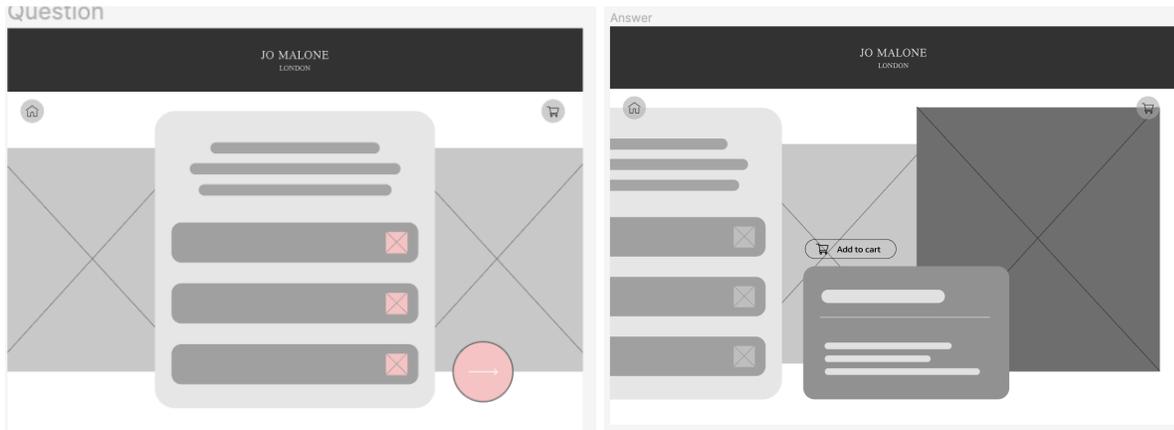
- Mouse over to the product will show an animation of opening the top cover
- Click on the product or the next button will jump to the product page
- After click to proceed to the product page, the text behind the product will also animated with going out the screen

Product page:

Click on the product will show the ingredients used and the taste note of each perfume. User can add the item to their shopping cart.



Test page:



## User flow:

### Homepage:

- Introduction to the Mother's Day collection featuring.
- Link to Jo Malone official introduction page.
- Option to explore the collection or learn more about Jo Malone.

### Collection Exploration:

- Users can select a specific cologne to learn more about its scent profile and inspiration.
- Each cologne page includes:
  - Detailed description of the fragrance notes and ingredients.
  - High-quality images showcasing the product design.
  - Option to add the cologne to cart or proceed to personalized scent experience.

### Personalized Scent Experience:

- Users are guided through questions to discover their ideal fragrance from the collection.
- Questions: "Imagine yourself in your favorite setting. Are you surrounded by bustling city streets, a serene garden in bloom, or perhaps a cozy cabin nestled in the woods?"
- Based on user responses, the website suggests a cologne from the collection that best matches their preferences.

