



Sacred Essentials of Nature

Lesperanzau Essential Oils Pvt Ltd, is a growing company in the field of ever growing Essential Oil industry. Having been in the business for the past 5 years, they are looking forward to a Fresh look or rather its Digital Face to reach the International Market.

As they are not confident in taking this website to the International market, they would like to revamp it in terms of providing both Satisfactory, successful shopping experience and Fresh In-Trend Look and Feel.

The interface is responsive for the ease of the customers to shop from any device or location. The website will capture the geographical location to provide the appropriate price details, shipping details, et all.

[Click here to browse the current website.](#)

Please note that the project is still in progress.

# Personas and User stories



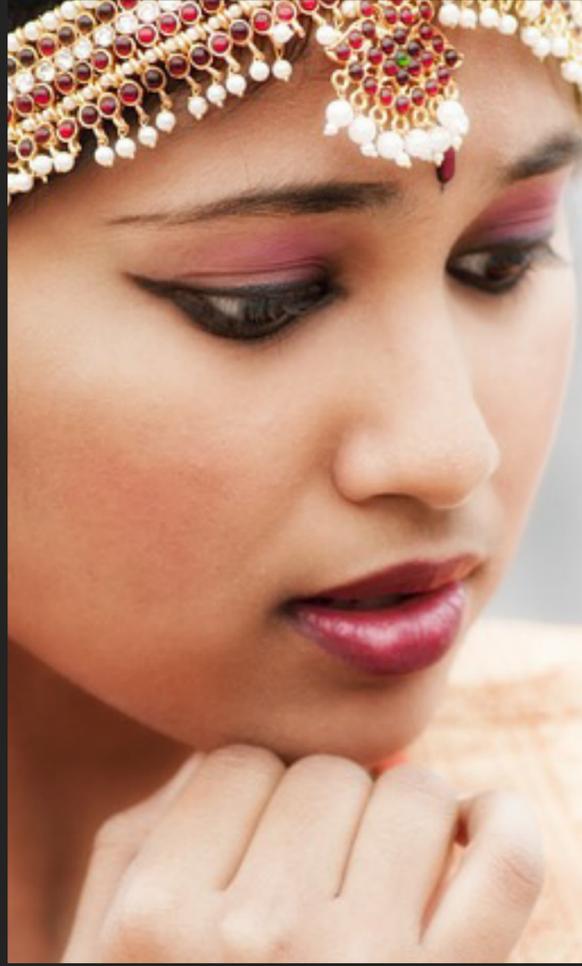
**Sathya**  
**Age: 32**  
**Profession:** Exotic soaps manufacturer

Sathya has resigned herself from the IT industry and settled in Bangalore to take care of her two children, Ishan aged 7 and Ria aged 1. She has recently realized her interest in making exotic variety and eco-friendly handmade soaps. She also makes harmless handwashes, dishwash soaps, detergent powders.

This gives her the opportunity in meeting a lot of clients, breaking boredom and monotony in her domestic routine.

In order to keep her product line in high standards, she is always on the lookout of high quality Essential oils for her products due to its benefits and uplifting scent.

She came to know about Lesperanzaus through her friend and happen to browse for some essential oils. She finds the website very unattractive and is convinced that the quality of the oils too would be compromised. She feels that the products are not visible, accessible and that the website is not very friendly or easy to shop.



**Sudha**  
**Age: 24**  
**Profession:** Kuchupudi dancer

Sudha is based out of Bangalore. She has graduated from a renowned dance academy and performs on stages and shows, and bound to travel often for her shows.

She loves to purchase high quality Incense sticks and Aroma Oils for her home use. She loves to keep her home warm, filled with mood lifting aroma and divinity.

So, she has the habit of collecting such items from wherever she goes to perform. She has a show scheduled for the month end at Hyderabad. She happens to know about Lesperanzau through a friend of her who resides there.

She visits the website to get an idea of the products she plans to buy from their physical store. She finds the website confusing and unattractive. She expects to see different sets of products under By Mood and By Scent. But to her disappointment, finds it repetitive. Finally, she decides to try the physical shop better as her friend swears by the quality of the products.



**Viji**  
**Age: 35**  
**Profession:** Organic business

Viji is a mother of two and settled in Bangalore. She is a freelance designer by profession and recently started her Organics business.

She keeps spinning between her freelance projects, organic shop and home. She finds it tiring sometimes and results in migraine.

So, her friend who happens to be the co-owner of Lesperanzau, advises her to use some essential oils to treat her migraine and sensitive stomach.

Viji finds the website very unattractive, repetitive, unintuitive, and unsatisfactory. She wanted to search for oils that would help her condition but could not find the right one as the Search engine did not support it.

Frustrated, she called her friend and asked for the oil names and placed the order directly through phone.

## User Story

- 1 Shop on the go
- 2 Search based on ailments or conditions
- 3 Quality
- 4 Browse by
- 5 Quantity selection
- 6 Gift merchandise

## Pain Points

- 1 Unattractive and breaking trust
- 2 Constrained Search engine
- 3 Redundant information
- 4 Unintuitive
- 5 Several steps to task accomplishment
- 6 Unclear navigation
- 7 Content heavy, unclear and inappropriate mapping

# Design Solution

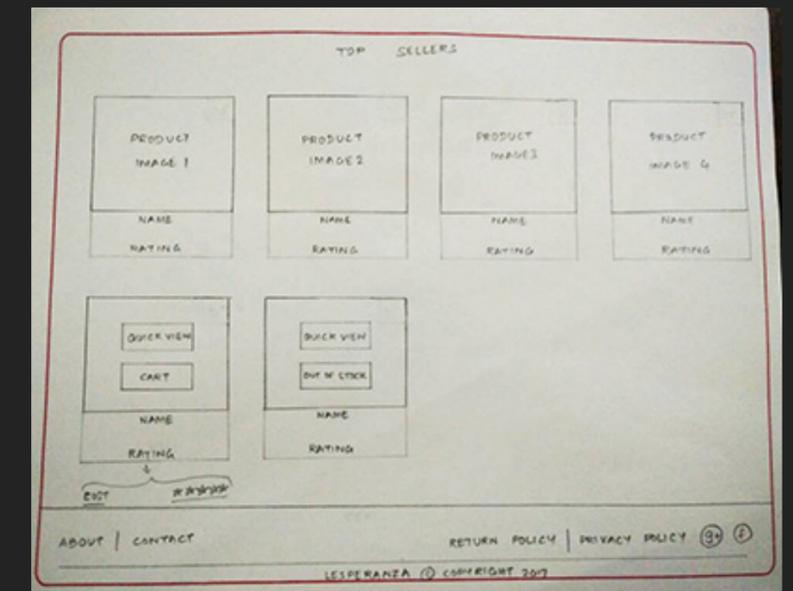
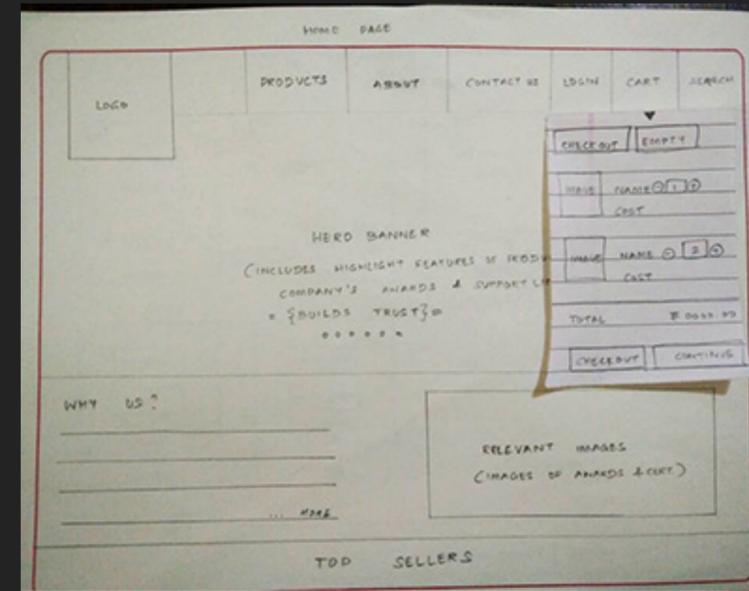
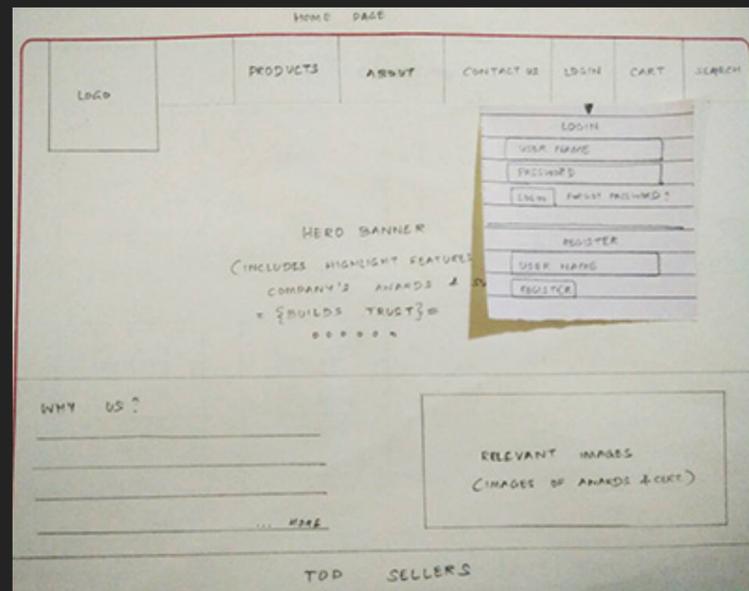
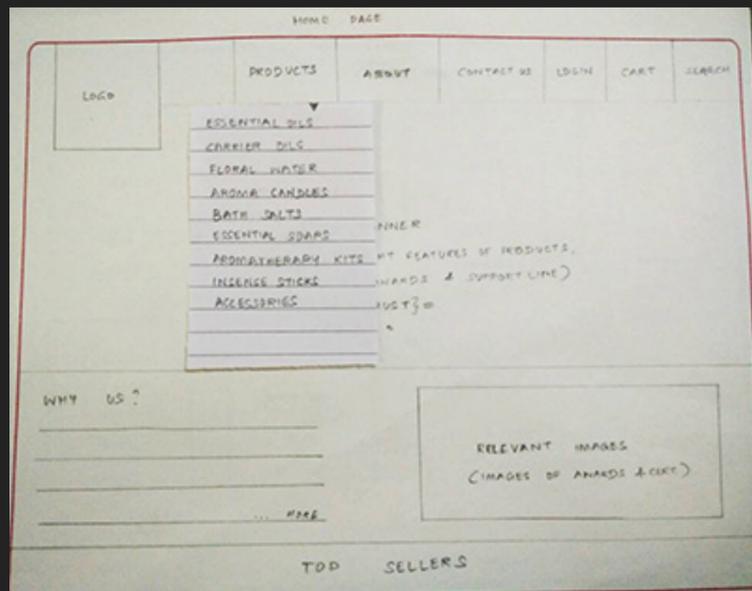


**New logo**  
In the shape of an oil drop with the richness of Indian traditional design pattern. It represents the labour and intricacies of the Essential Oil extraction process.



**New label**  
To wrap all the oil bottles. The color represents the oil variant, along with its details. The logo will be an offset print in Gold in contrast to the background.

## Suggested Wireframe sketches



After a few rounds of iterations and feedback from various users, following screens have been finalized for development.

Please note that a few of the images are tentatively placed and not finalized.

As the project is still under progress, the final images will be shared with the developers as the next step.

## BEST SELLERS



LAVENDER  
★★★★★

5 ml - 1 + ₹ 000.00



ADD TO CART

JASMINE  
★★★★★

15 ml - 1 + ₹ 000.00



FRANKINCENSE  
★★★★☆

15 ml - 1 + ₹ 000.00



EUCALYPTUS  
★★★★★

10 ml - 1 + ₹ 000.00



ORANGE  
★★★★★

200 ml - 1 + ₹ 000.00



MANDARIN  
★★★★★

5 ml - 1 + ₹ 000.00



OUT OF STOCK

CINNAMON  
★★★★★

15 ml - 1 + ₹ 000.00



TURMERIC  
★★★★☆

15 ml - 1 + ₹ 000.00



CHAMOMILE  
★★★★★

10 ml - 1 + ₹ 000.00



PATCHOULI  
★★★★★

200 ml - 1 + ₹ 000.00

## TESTIMONIALS

### NAME

"The quick brown fox jumps over the lazy dog" is an English-language pangram—a sentence that contains all of the letters of the alphabet. It is commonly used for touch-typing practice, testing typewriters and computer keyboards, displaying examples of fonts, and other applications involving text where the use of all letters in the alphabet is desired. Owing to its brevity and coherence, it has become widely known.

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### SITEMAP

#### PRODUCTS

Essential Oil Singles  
Essential Oil Blends  
Haircare  
Skincare  
Floral Water

Soaps  
Aroma Therapy  
Candles  
Bath Salts  
Incenses  
Accessories

#### ABOUT US

Who are we?  
Why Us?  
What is EO?  
Usage of EO  
Benefits of EO

#### CONTACT US

SEARCH  
CART  
ACCOUNT  
LANGUAGE  
BEST SELLERS

#### TESTIMONIALS

BLOG  
PRIVACY POLICY  
PAYMENT POLICY  
SHIPPING  
TERMS



# ESSENTIAL OIL SINGLES

[BY MOOD](#)
[BY SCENT](#)
[ALL](#)



LAVENDER  
★★★★★

5 ml - 1 + ₹ 000.00



ADD TO CART

TURMERIC  
★★★★☆

15 ml - 1 + ₹ 000.00



FRANKINCENSE  
★★★★☆

15 ml - 1 + ₹ 000.00



EUCALYPTUS  
★★★★★

10 ml - 1 + ₹ 000.00



ORANGE  
★★★★★

200 ml - 1 + ₹ 000.00



MANDARIN  
★★★★★

5 ml - 1 + ₹ 000.00



OUT OF STOCK

CINNAMON  
★★★★☆

15 ml - 1 + ₹ 000.00



TURMERIC  
★★★★☆

15 ml - 1 + ₹ 000.00



CHAMOMILE  
★★★★★

10 ml - 1 + ₹ 000.00



PATCHOULI  
★★★★★

200 ml - 1 + ₹ 000.00

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- Who are we?
- Why Us?
- What is EO?
- Usage of EO
- Benefits of EO

### CONTACT US

- SEARCH
- CART
- ACCOUNT
- LANGUAGE
- BEST SELLERS

### TESTIMONIALS

- BLOG
- PRIVACY POLICY
- PAYMENT POLICY
- SHIPPING
- TERMS



# TURMERIC ESSENTIAL OIL

★★★★★

0 REVIEW(S)

| [ADD YOURS](#)

Woody, fresh, spicy, and earthy

5 ml

- 1 +

₹ 000.00



ADD TO CART

## BENEFITS

## DESCRIPTION

## USAGE

## PLANT PARTS

## REVIEWS

- Promote peaceful and serene effect
- Used to treat cough, cold, flu and asthma problems
- Protect the skin from dust and grime while promoting glowing skin
- Perfect to treat skin imperfections, especially dark circles, wrinkles, acne, burns, etc.
- Promote mental health

- Improve the quality of air inside the home
- Boost immune system
- Used in aromatherapy to treat various health ailments
- Relieves muscle soreness
- Heals injuries
- Prevent gas formation in the gastrointestinal tract

## WRITE A REVIEW

\*RATE IT!



\*Your thoughts here please!

\*Summary of your review

SUBMIT YOUR REVIEW

## YOU MAY ALSO LIKE



JASMINE  
★★★★★



LAVENDER  
★★★★★



LEMON  
★★★★★



YLANG YLANG  
★★★★★



FRANKINCENSE  
★★★★★



DAVANA  
★★★★★



MANDARIN  
★★★★★



PATCHOULI  
★★★★★



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- Bath Salts
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### ABOUT

- Who are we?
- Why Us?
- What is EO?
- Usage of EO
- Benifits of EO

### CONTACT US

- SEARCH
- CART
- ACCOUNT
- LANGUAGE
- BEST SELLERS

### TESTIMONIALS

- BLOG
- PRIVACY POLICY
- PAYMENT POLICY
- SHIPPING
- TERMS

[ABOUT](#)[CONTACT US](#)

Search

(4)



ENGLISH - INDIAN

[ESSENTIAL OIL SINGLES](#) [ESSENTIAL OIL BLENDS](#) [HAIR CARE](#) [SKIN CARE](#) [FLORAL WATER](#) [SOAPS](#) [AROMA THERAPY](#) [CANDLES](#) [BATH SALTS](#) [INCENSES](#) [ACCESSORIES](#)

# YOUR CART

You have 4 items in your cart

ITEMS ADDED	PRICE	QUANTITY	DISCOUNT	SUBTOTAL
Rose Aroma Candle Set of 6	INR 325.00	- 1 +	0	INR 325.00
Sandal Incense Sticks L	INR 485.00	- 2 +	0	INR 970.00
Lavender Aroma Soap	INR 235.00	- 1 +	0	INR 235.00
Shipping Charge				INR 00.00
<a href="#">APPLY COUPON</a> 1 Coupon is available for this Cart			<b>TOTAL</b>	<b>INR 1440.00</b>

[EMPTY CART](#)[CONTINUE SHOPPING](#)[CHECK OUT](#)

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Soaps  
Aroma Therapy  
Candles  
Bath Salts  
Incenses  
Accessories

### ABOUT

Who are we?  
Why Us?  
What is EO?  
Usage of EO  
Benefits of EO

### CONTACT US

SEARCH  
CART  
ACCOUNT  
LANGUAGE  
BEST SELLERS

### TESTIMONIALS

BLOG  
PRIVACY POLICY  
PAYMENT POLICY  
SHIPPING  
TERMS





ABOUT

CONTACT US



Search

🛒 (4)



ENGLISH - INDIAN



ESSENTIAL OIL SINGLES ESSENTIAL OIL BLENDS HAIR CARE SKIN CARE FLORAL WATER SOAPS AROMA THERAPY CANDLES BATH SALTS INCENSES ACCESSORIES

# CHECK OUT

ADDRESS CHECK	STOCK CHECK	SHIPPING & PAYMENT
<p>Vijayalakshmi Thotakura Apt #1, My Society, My Area, My City, My State, Country, Post Code.</p> <p><input type="checkbox"/> Deliver to the above address</p> <p><input type="checkbox"/> Please Gift Wrap my Order</p> <p><a href="#">CHANGE ADDRESS</a></p>	<p>We are Sorry! Someone just purchased your Lavender Aroma Soap</p> <p>Would you like to?</p> <p><a href="#">BUY ANOTHER</a></p> <p><a href="#">CONTINUE CHECKOUT</a></p>	<p>You have 3 items for <b>INR 1440.00</b></p> <p>Your order will be delivered on <b>DELIVERY DATE</b></p> <p><a href="#">BACK TO SHOPPING</a></p> <p><a href="#">PROCEED TO PAY</a></p>

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Essential Oil Blends  
Haircare  
Skincare  
Floral Water

Soaps  
Aroma Therapy  
Candles  
Bath Salts  
Incenses  
Accessories

### ABOUT

Who are we?  
Why Us?  
What is EO?  
Usage of EO  
Benifits of EO

### CONTACT US

SEARCH  
CART  
ACCOUNT  
LANGUAGE  
BEST SELLERS

### TESTIMONIALS

BLOG  
PRIVACY POLICY  
PAYMENT POLICY  
SHIPPING  
TERMS





ABOUT

CONTACT US



Search

(4)



ENGLISH - INDIAN



ESSENTIAL OIL SINGLES ESSENTIAL OIL BLENDS HAIR CARE SKIN CARE FLORAL WATER SOAPS AROMA THERAPY CANDLES BATH SALTS INCENSES ACCESSORIES

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### PRODUCTS

Essential Oil Singles  
Essential Oil Blends  
Haircare  
Skincare  
Floral Water

Soaps  
Aroma Therapy  
Candles  
Bath Salts  
Incenses  
Accessories

### ABOUT

Who are we?  
Why Us?  
What is EO?  
Usage of EO  
Benifits of EO

### CONTACT US

SEARCH  
CART  
ACCOUNT  
LANGUAGE  
BEST SELLERS

### TESTIMONIALS

BLOG  
PRIVACY POLICY  
PAYMENT POLICY  
SHIPPING  
TERMS



[ABOUT](#)[CONTACT US](#)

(4)



ENGLISH - INDIAN

[ESSENTIAL OIL SINGLES](#) [ESSENTIAL OIL BLENDS](#) [HAIR CARE](#) [SKIN CARE](#) [FLORAL WATER](#) [SOAPS](#) [AROMA THERAPY](#) [CANDLES](#) [BATH SALTS](#) [INCENSES](#) [ACCESSORIES](#)

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## SITEMAP

### PRODUCTS

Essential Oil Singles  
Essential Oil Blends  
Haircare  
Skincare  
Floral Water

Soaps  
Aroma Therapy  
Candles  
Bath Salts  
Incenses  
Accessories

### ABOUT

Who are we?  
Why Us?  
What is EO?  
Usage of EO  
Benifits of EO

### CONTACT US

[SEARCH](#)  
[CART](#)  
[ACCOUNT](#)  
[LANGUAGE](#)  
[BEST SELLERS](#)

### TESTIMONIALS

[BLOG](#)  
[PRIVACY POLICY](#)  
[PAYMENT POLICY](#)  
[SHIPPING](#)  
[TERMS](#)



[ABOUT](#)[CONTACT US](#)[\(0\)](#)[ENGLISH - INDIAN](#)[ESSENTIAL OIL SINGLES](#) [ESSENTIAL OIL BLENDS](#) [HAIR CARE](#) [SKIN CARE](#) [FLORAL WATER](#) [SOAPS](#) [AROMA THERAPY](#) [CANDLES](#) [BATH SALTS](#) [INCENSES](#) [ACCESSORIES](#)

# REGISTER

VIJAYALAKSHMI	THOTAKURA	E-MAIL
PHONE NUMBER	MOBILE NUMBER	HOUSE NUMBER
SOCIETY / ADDRESS 1	STREET / ADDRESS 2	LANDMARK
STATE / PROVINCE	COUNTRY	POST CODE
LANGUAGE OF PREFERENCE?	ENGLISH	
HOW DID YOU HEAR ABOUT US?	*****	*****

Password contain a minimum of 6 characters including a special character (!, #, @, \$, %, ^, &, ...)

 I understand the Terms & Conditions[SHOP NOW](#)

## SITEMAP

### PRODUCTS

[Essential Oil Singles](#)  
[Essential Oil Blends](#)  
[Haircare](#)  
[Skincare](#)  
[Floral Water](#)[Soaps](#)  
[Aroma Therapy](#)  
[Candles](#)  
[Bath Salts](#)  
[Incenses](#)  
[Accesories](#)

### ABOUT

[Who are we?](#)  
[Why Us?](#)  
[What is EO?](#)  
[Usage of EO](#)  
[Benifits of EO](#)

### CONTACT US

[SEARCH](#)  
[CART](#)  
[ACCOUNT](#)  
[LANGUAGE](#)  
[BEST SELLERS](#)

### TESTIMONIALS

[BLOG](#)  
[PRIVACY POLICY](#)  
[PAYMENT POLICY](#)  
[SHIPPING](#)  
[TERMS](#)



ABOUT

CONTACT US

Search

(0)



ENGLISH - INDIAN



ESSENTIAL OIL SINGLES ESSENTIAL OIL BLENDS HAIR CARE SKIN CARE FLORAL WATER SOAPS AROMA THERAPY CANDLES BATH SALTS INCENSES ACCESSORIES

# CONTACT US

We Would Love to Hear from You!

eMail: [sales@lesperanzas.com](mailto:sales@lesperanzas.com)

L'ESPERANZAU NATURALS PVT LTD  
Plot No. 439B - 440B, Sriramnagar colony,  
Kondapur, Hyderabad - 84,  
Telangana, India.

Call Customer Care: **+91 96182 05533**

We Value Your Feedback and Suggestions!

\*FIRST NAME

\*SECOND NAME

\*EMAIL

\*YOUR FEEDBACK HERE

ENTER THE CODE HERE YOU SEE NEXT TO THIS BOX

CODE WILL BE DISPLAYED HERE

SUBMIT

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Essential Oil Singles  
Essential Oil Blends  
Haircare  
Skincare  
Floral Water

Soaps  
Aroma Therapy  
Candles  
Bath Salts  
Incenses  
Accessories

### ABOUT

Who are we?  
Why Us?  
What is EO?  
Usage of EO  
Benefits of EO

### CONTACT US

SEARCH  
CART  
ACCOUNT  
LANGUAGE  
BEST SELLERS

### TESTIMONIALS

BLOG  
PRIVACY POLICY  
PAYMENT POLICY  
SHIPPING  
TERMS

