

LUSH X AUB
WELLBEING TOOLKIT
RESEARCH PROCESS
BOOK

GDS488

LUSH X AUB

OSCAR PULSFORD

Contents

List of Figures 3

1.0 Introduction..... 4

2.0 Research Process and Research Methods..... 5

3.0 Critical Review..... 10

4.0 Critical Evaluation 17

Bibliography 18

List of Figures

Figure 1: Pulsford, O. (2024). sURVEY [image]. In possession of the author.	p.8-9
Figure 2: GOV.UK, (2022). Experiences of Loneliness, Mental Health and Stigma Varied by So-cial Group [online image]. Available from: https://www.gov.uk/government/publications/mental-health-and-loneliness-the-relationship-across-life-stages/mental-health-and-loneliness-the-relationship-across-life-stages [Accessed 7 Aug 2024].	p.11
Figure 3: Pulsford, O. (2024). OP Flowchart Trends [image]. In possession of the author.	p.13
Figure 4: Jayne C, K. (2023). Riding The Stones [photograph]. Available from: https://www.glastonburyfestivals.co.uk/gallery/2023-2/ [Accessed 7 Aug 2024].	P14
Figure 5: Lofty, (2023). Randoms we met at Glastonbury 2023 [photograph]. Available from: https://www.glastonburyfestivals.co.uk/gallery/2023-2/ [Accessed 7 Aug 2024].	p.15
Figure 6: Hart, N. (2011). Darren The Artist [photograph]. Available from: https://www.glastonburyfestivals.co.uk/gallery/gallery-2011/ [Accessed 7 Aug 2024].	p.16
Figure 7: Farrell, C. (2015). Glastonbury 2015 [photograph]. Available from: https://www.glastonburyfestivals.co.uk/gallery/gallery-2015/ [Accessed 7 Aug 2024].	p.17
Figure 8: Pulsford, O. (2024). Tofu Object Review [photograph]. In possession of the author.	p.19

1.0 Introduction

My chosen brief for this project is Self-Expression.

The aim of this brief is to create a toolkit to help people at festivals and beyond.

To further their ability to express themselves.

The only specification I had for a target user was in line with LUSH's, anyone with skin. Its actual target user/audience, however, is festival goers. My aim is to create the kit in a free and easily accessible way that allows anyone to use it, giving the kit a wider reach.

My approach to do this will be through research, self-assessment and peer feedback.

I want to have versatility in my design and create the kit to have a lot of designed freedom. Being that my topic is self-expression, I do not want to limit my users' sense of that.

My primary research approach will be online, using various sources relating to my topic.

This gives me a variety of research sources, alas maybe too much choice and conflicting opinions. Therefore, I will focus on finding credible research papers to act as a balance.

My secondary will be conducting a survey that uses visual prompts in line with my design aesthetics. This will help guide & focus my ideation into development.

My tertiary will be peer feedback on my prototypes when they are printed.

This will give me variety in my research methods & help me get a feel of how my user(s) would respond to the final outcome, also it will give me perspective on how my design & components work.

Without the research and feedback this project will fail, and the aesthetic appeal will feel shallow.

2.0 Lush Research

Lush is a UK based cosmetics retailer launched in 1995 in Poole, England.

They have a strong stance on the cruelty of animal testing. All products they have ever made have never been tested on animals.

They include their famous fighting animal testing label with 2 rabbits/hares fighting.

Their primary unique selling point is the 100% against animal testing, that the founders championed even before the company formed.

When they came in to talk with us, they repeatedly made it clear that their products are aimed at 'anyone with skin.'

Whilst looking into their target demographic, I discovered their primary demographic is women ranging from 18-45 with middle to higher wage brackets.

It's also interesting to note that traffic on their website is 27.18% male and 72.82% female with the biggest age group of visitors are 25 - 34-year-olds.

On Black Friday in 2021 they decided to stop using social media.

The reason being they are a part of a movement called People vs Big Tech.

Lush left due to the negative effects that social media has on people including how they feel about themselves, and primarily privacy and personal data concerns.

Their Instagram and other social media pages are still up, but only have posts about how bad social media is for people which is a strong message.

Since there is little to no social media presence their stores are the biggest customer draw.

They use their shops to protest certain topics and invest heavily into the display of their shops to draw customers in.

3.0 Research Methods

My research in this project used 3 methods.

My primary being online, looking at images for my mood boards, looking into research papers, surveys, and trend predictions.

This primary method helped me to get an overview on my topic (Self-Expression). This also allowed me to have and use a variety of information in my research.

Creating the mood boards was essential to my ideation phase as it helped to set a soft boundary in which stylistic choices I made.

The research I found online helped me to gather more of an understanding on key topics this project has such as: wellbeing definitions, demographics, trend predictions, wellbeing practices and methods of helping those affected.

My secondary method was a small survey I did. In this survey, I asked participants to respond to 4 multichoice questions with visual prompt.

I did this to narrow my focus, as with all the research and inspiration it felt overwhelming when it became time to design my prototypes.

This survey proved to be vital to finalising my project and furthering my understanding of colour and shape choice in design.

It also allowed me to test a hypothesis I had. I believed blue feels comforting and welcoming and red feels more exciting. I furthered this by adding a blue gradient and a red gradient giving the participant 4 choices per question. The responses (32) were mostly as I expected with the most comforting/welcoming colour being the gradient blue with 49.6% voting for it. And the most exciting colour being gradient red with 40.6% voting for it, with solid red following in 2nd place with 31.3% of the votes.

As for patterns I created 2 patterns with a total of 4 variants.

Solid red & blue with a softer structure, gradient red & blue with a soft structure & Solid red & blue with a harder pattern structure, gradient red & blue with a hard pattern structure.

This supported another hypothesis I had where softer gradient patterns and shapes feel more welcoming, as well as being visually more exciting.

But it was extremely close in results, for the more visually exciting being the soft gradient pattern (33.3%) only winning by two votes & the hard gradient pattern 27.3% losing by 2 votes.

The more comforting was soft pattern gradients with 60.6% as expected. I conducted this survey after my primary research into trends and forecasting where I saw that minimalism and simplicity is trending.

This survey allowed me to have a quite simple and focused perspective on how the selected shapes and colours effect the viewers. The reason for the lack of choice was again because I wanted to focus it in a way that keeps with the research I conducted.

My third method of research is peer feedback and review. This is done by asking for critical analysis and feelings on the prototypes I have created. This happens after everything else and then I go back and redesign if needed.

32 responses

[Link to Sheets](#)

Accepting responses

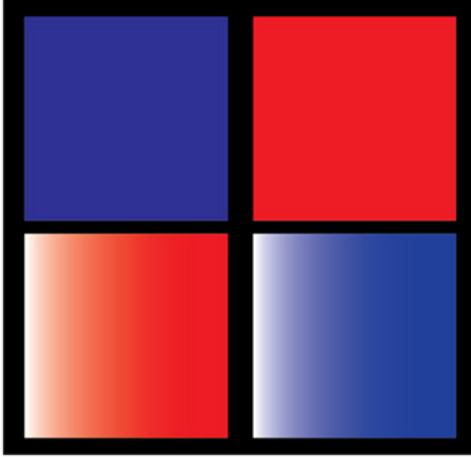
Summary

Question

Individual

Survey +Results

Which of these colours feels the most welcoming and comforting? *



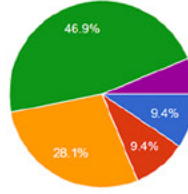
- Blue (Top Left)
- Red (Top Right)
- Red Gradient (Bottom Left)
- Blue Gradient (Bottom Right)
- Other: _____

A

Which of these colours feels the most welcoming and comforting?

[Copy](#)

32 responses



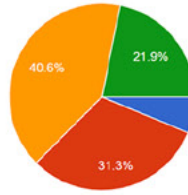
- Blue (Top Left)
- Red (Top Right)
- Red Gradient (Bottom Left)
- Blue Gradient (Bottom Right)
- Blue Gradient (Bottom Left)

A

Which of these colours feels most exciting to look at?

[Copy](#)

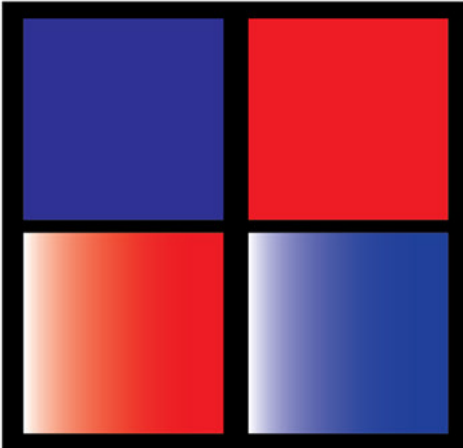
32 responses



- Blue (Top Left)
- Red (Top Right)
- Red Gradient (Bottom Left)
- Blue Gradient (Bottom Right)

B

Which of these colours feels most exciting to look at? *



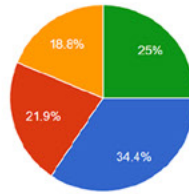
- Blue (Top Left)
- Red (Top Right)
- Red Gradient (Bottom Left)
- Blue Gradient (Bottom Right)
- Other: _____

B

Which of these patterns feels most exciting to look at?

[Copy](#)

32 responses



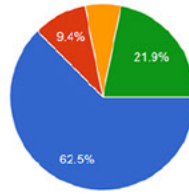
- Gradient Soft Shapes (Top Left)
- Solid Soft Shapes (Top Right)
- Solid Hard Shapes (Bottom Left)
- Gradient Hard Shapes (Bottom Right)

C

Which of these patterns feels most welcoming & comforting to look at?

[Copy](#)

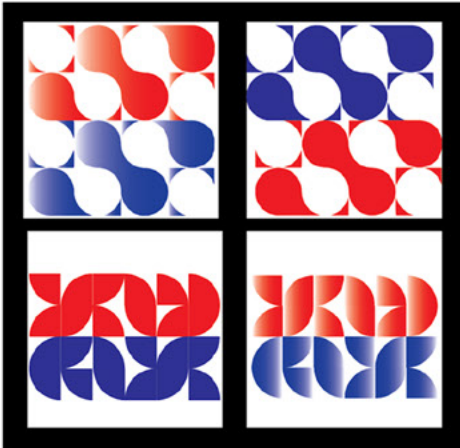
32 responses



- Gradient Soft Shapes (Top Left)
- Solid Soft Shapes (Top Right)
- Solid Hard Shapes (Bottom Left)
- Gradient Hard Shapes (Bottom Right)

D

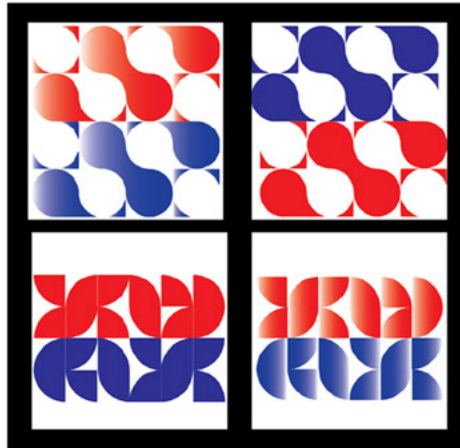
Which of these patterns feels most exciting to look at? *



- Gradient Soft Shapes (Top Left)
- Solid Soft Shapes (Top Right)
- Solid Hard Shapes (Bottom Left)
- Gradient Hard Shapes (Bottom Right)
- Other: _____

C

Which of these patterns feels most welcoming & comforting to look at? *



- Gradient Soft Shapes (Top Left)
- Solid Soft Shapes (Top Right)
- Solid Hard Shapes (Bottom Left)
- Gradient Hard Shapes (Bottom Right)
- Other: _____

D

Thanks for taking part, do you consent for your answers to be used as research?

[Copy](#)

32 responses



Yes

No

My design + research process

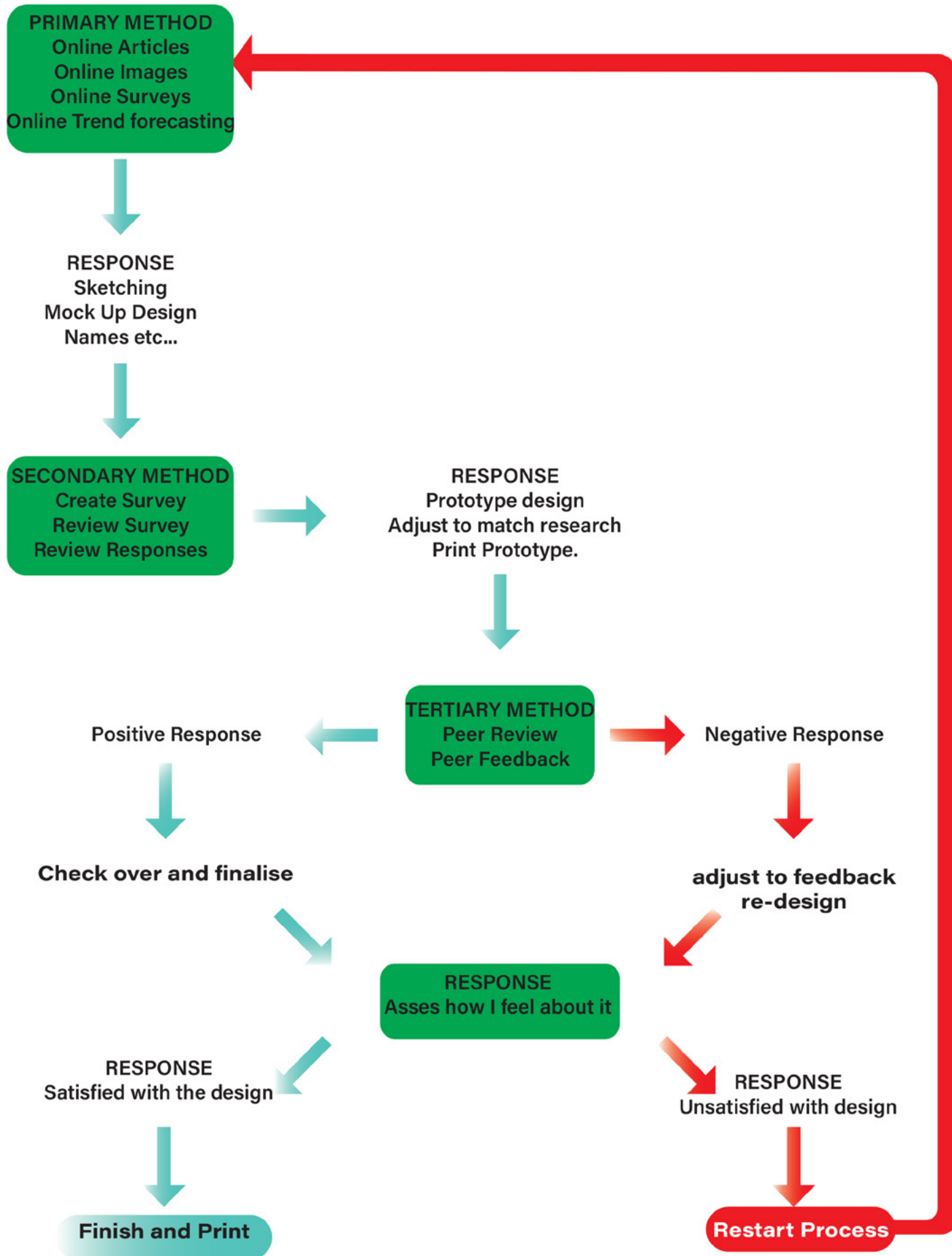


fig 1

4.0 Wellbeing Research

Definitions

On the NHS website, they listed anxiety as a feeling of fear and general unease ranging from mild to severe.

According to mental health charity MIND, self-esteem is how much value we give to ourselves and how we perceive that.

As for self-confidence, the definition I found was about having trust in yourself and being calm because of that trust.

The UK government listed advice for anxiety seems to coincide with the advice for self-esteem & self-confidence.

It's simply to connect with others, go into nature and practise mindfulness and meditation.

UK statistics for anxiety seemed to show that in 2021 people aged between 16-29 were the most likely to have a form of anxiety and the data decreased as the age went up.

In studies done in 2012-2015 an interesting statistic showed that 21.8% of women and 18.3% of men reported elevated levels of anxiety.

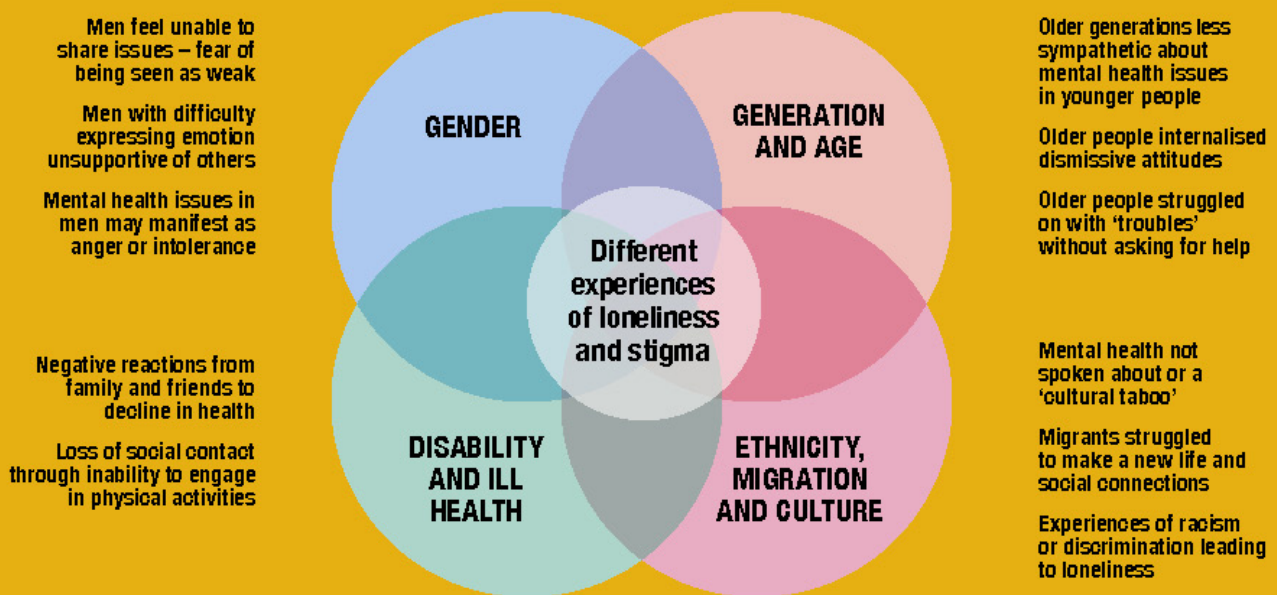
However In a more recent study in 2022/23, an average of 37.1% of women and 29.9% of men reported heightened levels of anxiety. This is a significant jump from earlier studies.

However the majority of those included in the study, their anxiety was measured as mild rather than high. In a recent poll of 6000 people in the UK it showed that 60% of the participants experienced anxiety that interfered with their daily lives, the most common cause being the increase of the cost of living.

In terms of cosmetics and its effects on confidence it seems that it helps people to hide their self-perceived imperfections and thus gives a boost in their confidence.

In my own experience, I think it helps to make yourself look "better" but can lead to more self-esteem issues as a lot of people feel "naked" without some preparation to their appearance.

Experiences of loneliness, mental health and stigma varied by social group



These findings come from qualitative research with people with experiences of loneliness and poor mental health. For more details see the full report. During the research, the word 'loneliness' was only used if participants themselves used the term.

fig 2

5.0 Trends + Forecasting Research

According to Mintel, the newest trends to appear in Health and Beauty are more focused around linking positive mental wellbeing to physical appearance in a term coined 'neuro-glow'. Another is focusing on using AI to help personalise and create efficiency in the beauty industry. According to Mintel, there will have to be transparency and governance for this to work efficiently. Another trend is using simplified and natural quality ingredients in beauty and health products.

As for consumer trends, Mintel is reporting that consumers are wanting coded luxury and simplified ingredient lists on their products.

People seem to want minimalism when it comes to how many products they use.

On LS:N I found out more about what influences are creating these trends, and it seems to be social media. With platforms like TikTok and Instagram where beauty influencers thrive, the videos and comments function as a cue to buy the products.

This has a significant impact on how successful products are, which is why marketing now uses influencers. Although it seems to be more younger people that are influenced this way, I found a statistic on how 42% of 18- to 24-year-olds are inspired by social media when it comes to makeup, which is a large majority of people. Also, I found out that Estée Lauder used 75% of its marketing budget on collaborations with influencers, according to Forbes.

It seems that social media influencers and reviewers act as a cue for people to purchase products, thus influencing trends. It also seems that because people want more minimal products, that would also reflect in the design of each product.

PREDICTED AND FORECASTED TRENDS

Health, Beauty & Wellbeing

SIMPLIFIED PRODUCTS

- Less Stress
- Easy on the mind
- Easy on the eyes
- Less Overwhelming
- Easier to choose/use

NEURO-GLOW

- Mind & Body Connection
- Natural & Simple
- Positive & Healthy
- Holistic & Attainable

ARTIFICIAL INTELLIGENCE

- Less Work
- Efficient
- Easy to use
- More access
- Cheap to use

LINKS BETWEEN THE TRENDS

Positive Wellbeing
Mindful Design
Approachable
Minimalism
Ease of use
Calming

USEFUL TO DESIGN

Minimalism
Calm
Positive
Relaxed
Approachable
Aesthetic
Natural
Easy

fig 3

6.0 Festival Research

Glastonbury started in 1970 on a dairy farm in Pilton, England.

Its founder started the festival with the intention of stimulating youth culture and giving people a place to celebrate music and art. It is often referred to as the 'greatest show on earth'.

Its founder was inspired to start the festival after attending a Blues festival.

The founder is a farmer primarily, and used the vast green space in which his dairy farm is situated to hold the festival.

fig 4



The festival was originally called 'Pilton Pop, Folk and Blues Festival'.
It was originally devised as a way to make extra money whilst also fulfilling his desire to create the festival.
The first festival was held the day after the death of Jimi Hendrix and produce from the farm was sold at the festival.

fig 5



6.0 Festival Research continued

The demographic of the festival is fairly split, with 40% of attendees being female and 60% being male in 2016.

The age brackets for 2016 were over 50% of the attendees being aged 30 & under with the most common being people aged 21-25, according to Statista.

fig 6



Through similarweb, I discovered that the website traffic in June reached 3.2 million hits and is composed of 80% UK users, 4.72% US users and the rest being other nations.

The main draw of Glastonbury is the atmosphere and social aspect.

In a 2020 survey by Statista, only 14% of ticket holders waited until the lineup had been announced, showing their motivations mainly being the social aspect and atmosphere of the festival.

Overall Glastonbury is loved because it brings people together in harmony and enjoyment.

fig 7



7.0 Object Review

The product I have chosen to review is Lush's Cream Shampoo named TOFU.

This is a vegan cream shampoo with majority natural ingredients and with safe synthetic ingredients. The aim of this shampoo is to gently remove excess oils whilst supporting moisture. It does this through its ingredients, my favourite inclusion being salicylic acid which gently removes oil and acts as an exfoliant. Its main ingredients are soya, agave and olive.

The soya is packed with proteins which helps to strengthen hair and keep its texture whilst the olive and agave are perfect for keeping moisture and hydration.

In my own use of it, I also use it as a body wash because of the salicylic acid and hydrating ingredients. It feels and smells great, so its usages (depending on user preference) can extend beyond just shampoo.

What I really like aside from the natural ingredients is how the product feels in my hair; its smooth and creamy and doesn't seem to destroy moisture like others I've used.

Due to it being vegan, it has a wider target audience than non-vegan shampoos.

A lot of shampoos contain ingredients such as biotin which is derived from animals, and therefore not acceptable for use by vegans.

The scope of audience is therefore increased, as anyone can use this product.



fig 8

7.0 Object Review continued

This product also asks the user to return the pots for recycling purposes with a bonus of a face mask if you return 5 pots.

This builds a reward and reuse cycle, which in turn builds customer relations.

This keeps customers in a sustainable and mutually beneficial cycle.

There isn't a stated age range for this product as anybody can use it. Going back to the ingredients, it is perfect for strengthening processed hair due to the high protein content of the soya.

In my opinion and experience using this product, I don't have anything bad to say about it except for one thing: the longevity of this product is good, the recommended use time is 1 year and 2 months. However, in my experience, it's worth getting a smaller pot as it's best used fresh, which is also stated on the use-by date sticker.

Aesthetically the product personifies the ingredients used. It's simplistic, with elements of flair and easily readable due to the font choice and spacing of lines in the ingredient list.

It uses sustainable 100% recyclable materials for its packaging and uses stickers to lay out branding and information.

The branding is very well done as it features the signature handwritten font used by Lush, that is instantly recognizable, which offsets the simple serif fonts used everywhere else.

This creates visual contrast which makes the product visually more interesting and impactful without making it overwhelming.

I appreciate its use of matte black with white text as this makes it easy to read and makes the product it contains stand out more.

Overall, this product is well made, wide reaching, sustainable and easy to use whilst maintaining brand identity and quality.

8.0 Critical Evaluation

Understanding was critical to the final outcome.

I had a view on what I wanted to create, but it felt overwhelming at times.

The survey I conducted, along with the online research, helped to guide and hone my design output.

The most helpful to my work was looking at definitions of wellbeing and its components.

I'd say the mood boards were helpful visually but for this project I feel that understanding the intention was most important.

If I'd had more time, I would've conducted more research and invested more time into my first few routes and developed more varied components.

But due to time and resources this wasn't possible.

I would've also gone to university to get everything printed properly. Because of not being able to, my outcome isn't exactly how I would want it.

However, I'm still satisfied & proud with how it looks and functions.

I would also have printed more of my designs and gotten a larger audience to get peer feedback from.

Through this project I have significantly developed my research process, printing skills but most importantly my understanding of theory in design.

When I started this project before I was blinded by shallow visuals and didn't consider how all these colours and shapes affected other people.

Through research I've built a developing understanding of how this works and how I can use this to my advantage.

Overall, I'm extremely proud of what I've created and how far my mindset has progressed in such a short period of time.

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