airblack
Product Universe
9:41
Featured
My Showcases
Looks created by Airblack members that got featured by Beauty Experts!
Watch how to get featured
Drishti Sadhwani
Featured by Aarti Maskar
Liked by Ankita & 30 others
Complete All Assignments
Pass Makeup Final Exam
Unlock your
Graduation Ceremony Invite
9:41
Assignment
How to submit
Take pictures of the final look you created and submit below
Inspiration
Here are few examples for your reference
12:23
LTE
Search groups
Last Week
This Week
Club Benefits
QnA & Doubt Resolut...
1 hour ago
Manik: Only +1 day to go for QnA &...
PLATINUM Batch P...
2 hours ago
Manik: Your Platinum worksh...
Indo-Ethnic Bridal Look
Yesterday
Workshop ended
Vaibhavi Rana: Hey all! Here you...
Prosthetics and Speci...
Yesterday
Workshop ended
Vaibhavi Rana: Hey all! Here you...
The Burgundy Smok...
20 Feb, 23
Workshop ended
Manik: Shared showcase widget
Fashion Makeup and...
19 Feb, 23

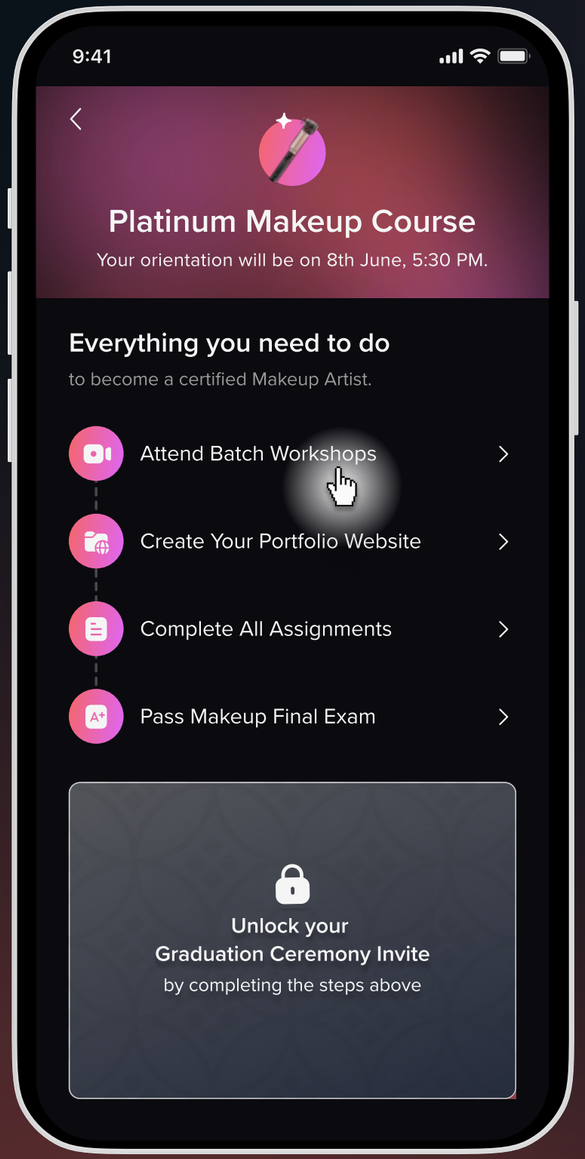
Course Module

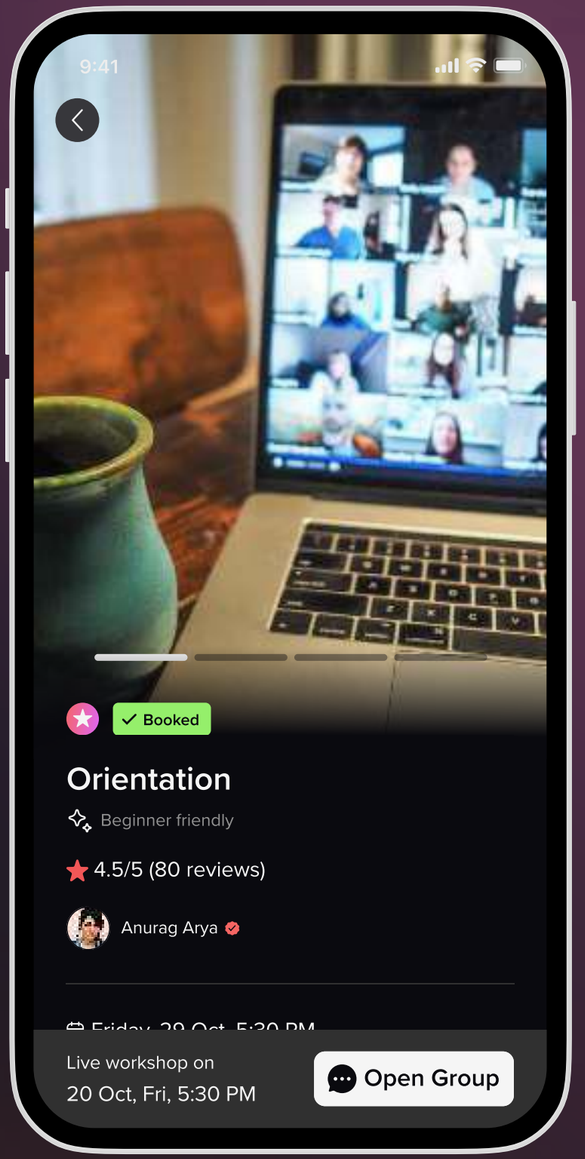
The Course Module in the Airblack app guides members through their course journey, providing a comprehensive and structured learning experience at one place.

USE CASE: AWARENESS AND TRACKING PROGRESS

1. Members can become aware about their progress in the course completion journey

2. Members will be aware about the next steps in their course completion journey



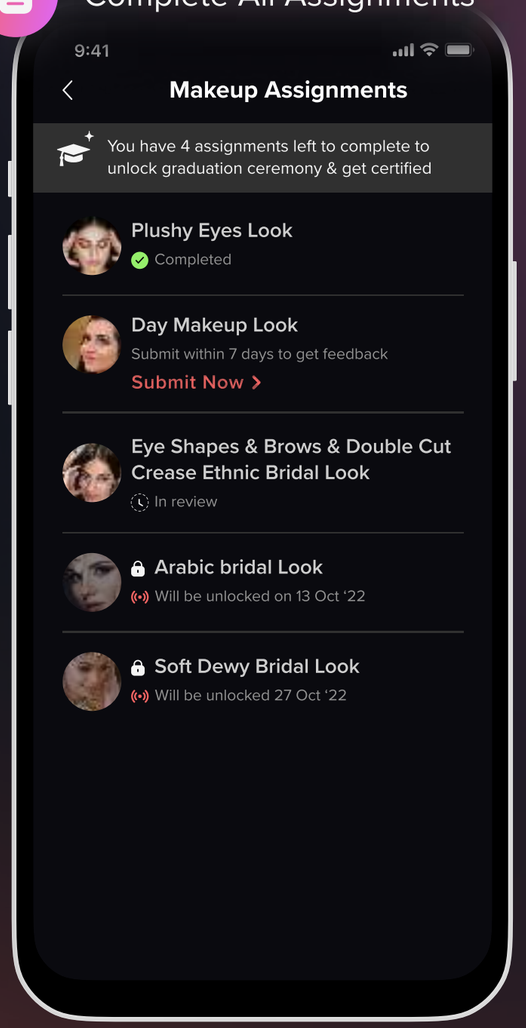


USE CASES:

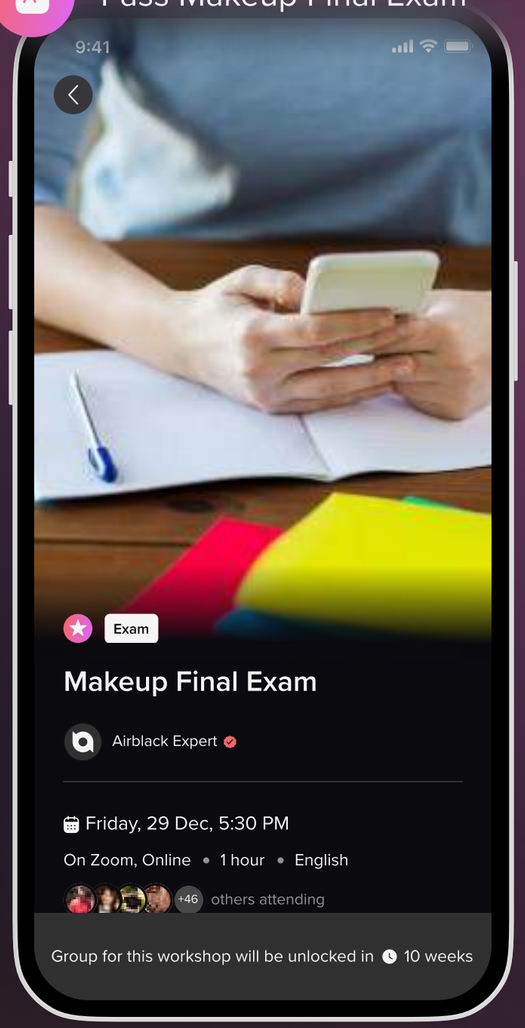
1. Member can check their workshop schedule for each week
2. Member can see the details of each workshop

Create Your Portfolio Website

Complete All Assignments

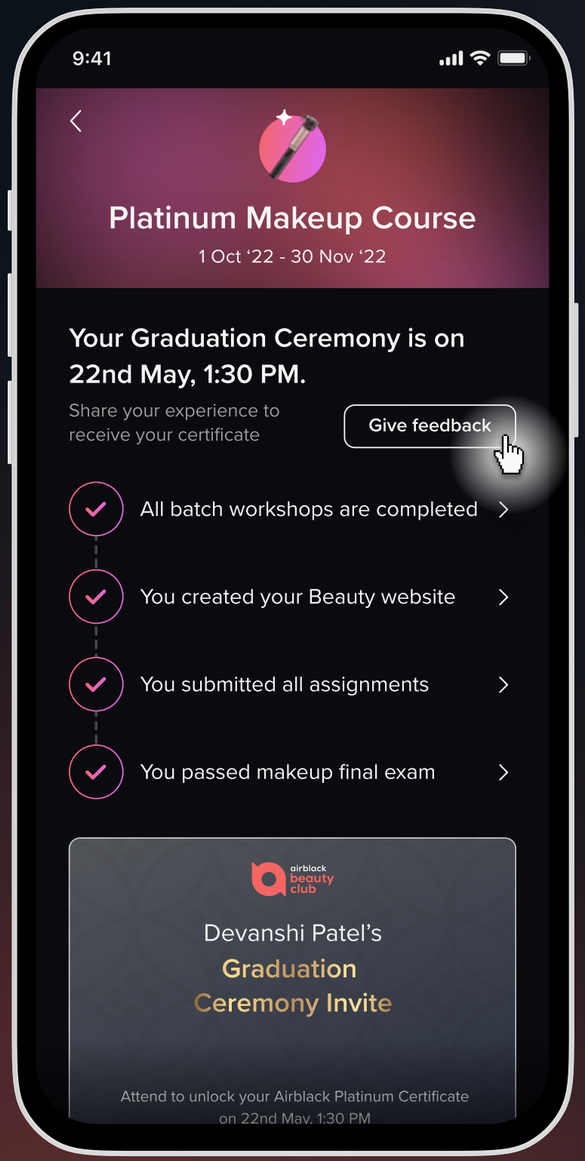


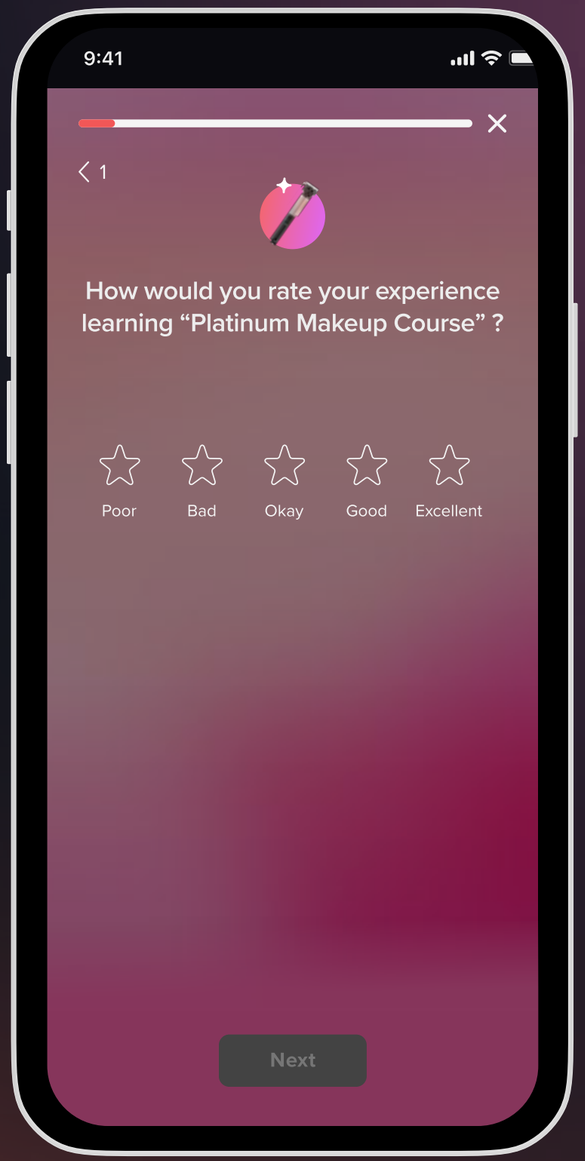
Pass Makeup Final Exam



USE CASES:

1. Member can check the criteria of completing and sharing their portfolio website from ”Share Beauty Portfolio”
2. Member can be notified of new assignments and track the status of their assignments from “Submit Assignments”
3. Member can be aware of their final exam status from “Pass Final exam”



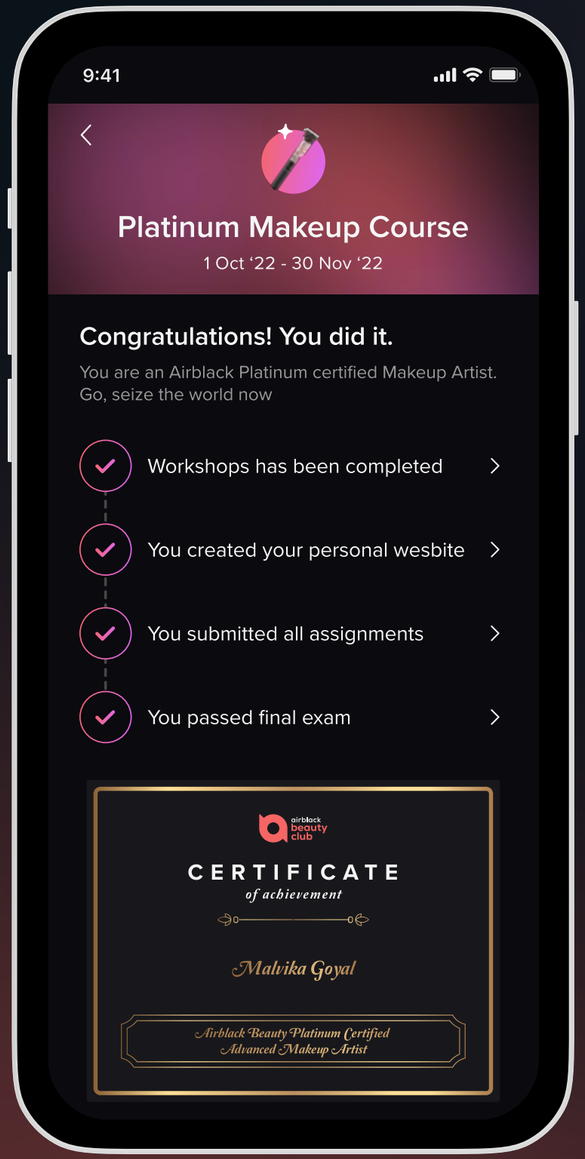


USE CASE: GIVE FEEDBACK

1. When the member completes all the criteria in time, their invite to attend Graduation Ceremony will be unlocked

2. Member will be able to fill an NPS form to give their feedback on their course learning experience at Airblack

3. Member will also be able to confirm their address details in the NPS, so that Airblack can deliver hard copy of their certificate to that address.



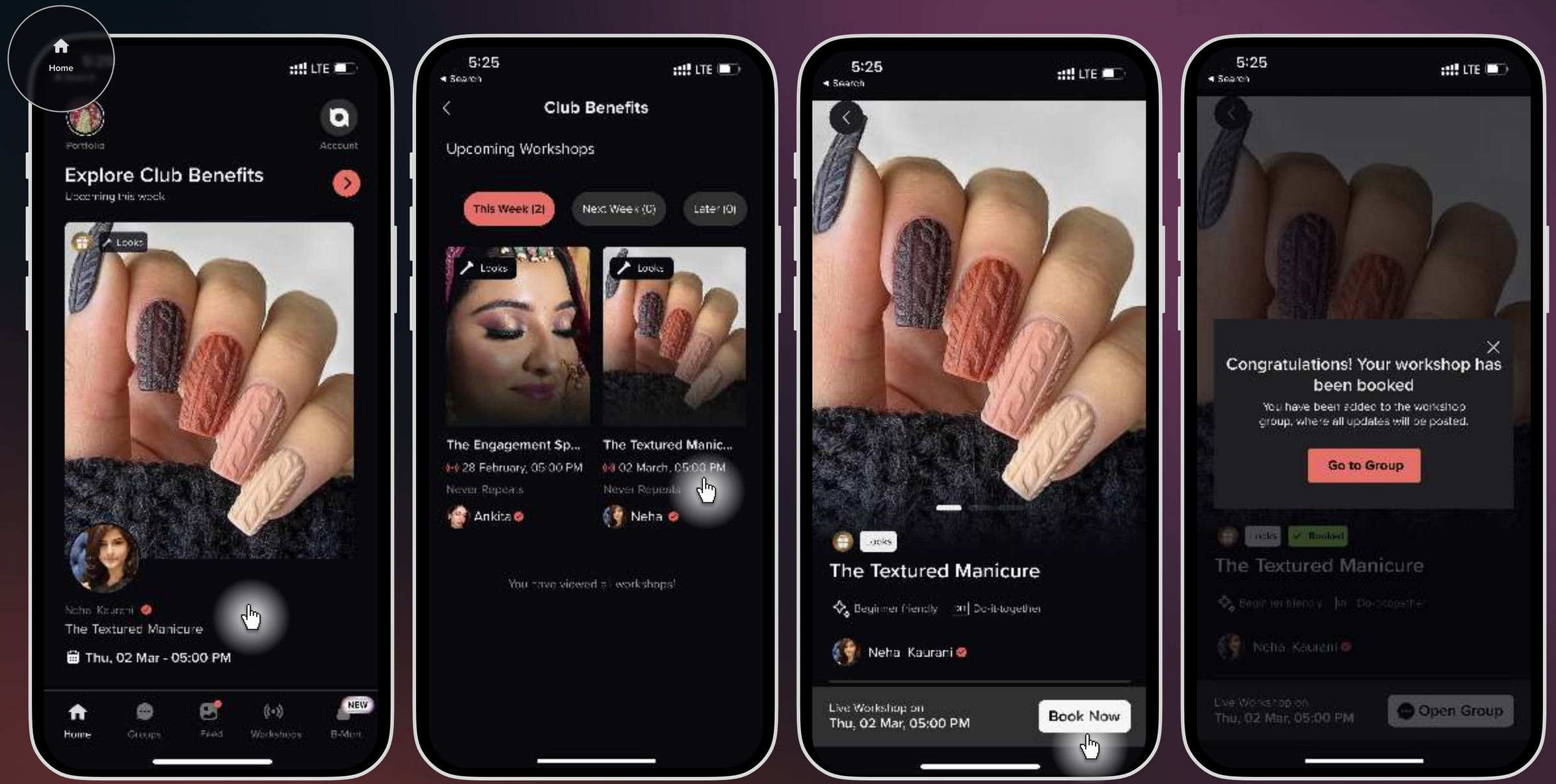
USE CASE: GRADUATION

1. Members will be able to access a digital copy of their certificate after all the criteria is fulfilled and their graduation ceremony is completed

2. Member will be able to download or share the certificate digitally

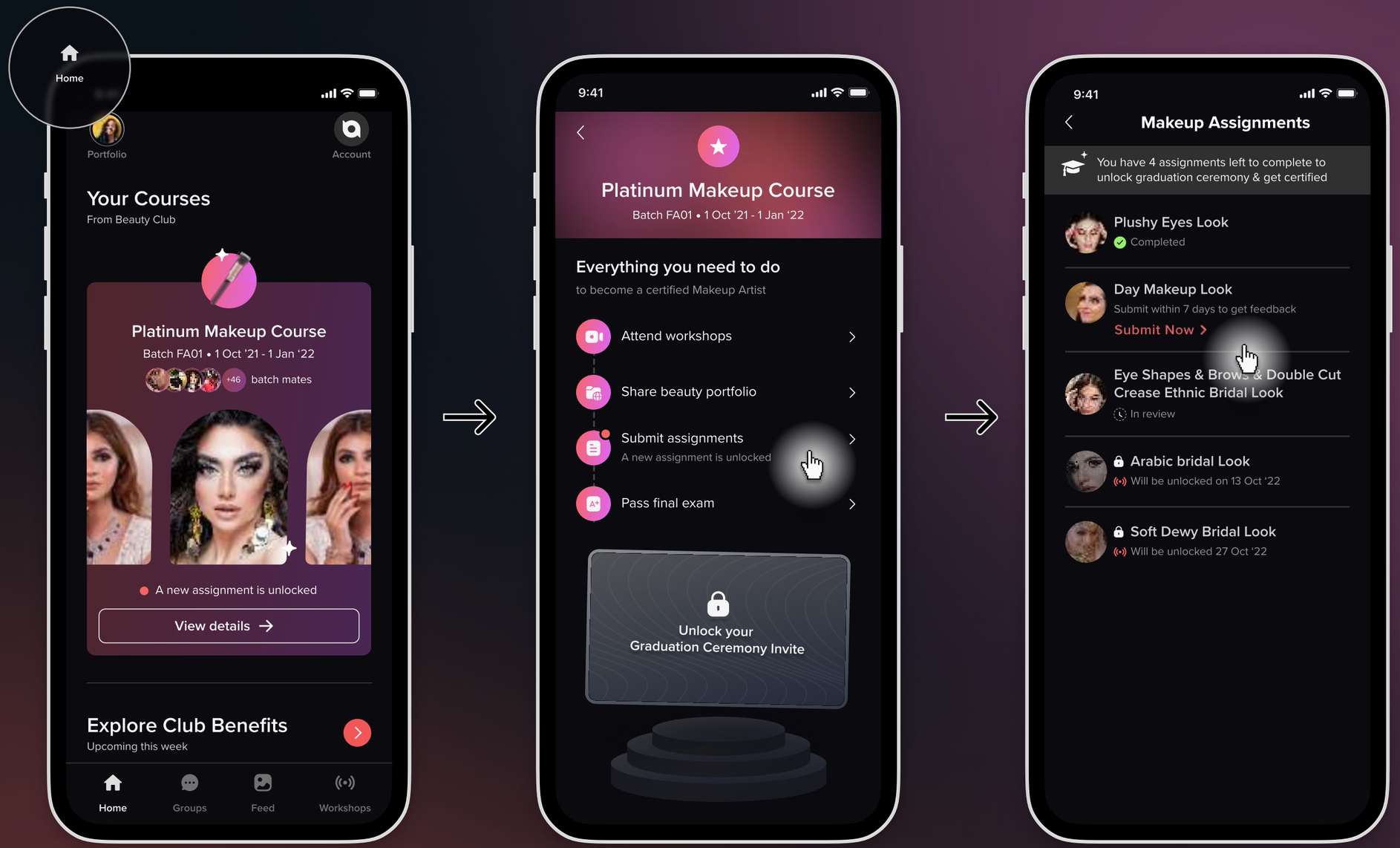
Members share their good news of Graduating successfully from Airblack on their instagram

USE CASE: Members can still book practise & celebrity workshops according to their membership plans



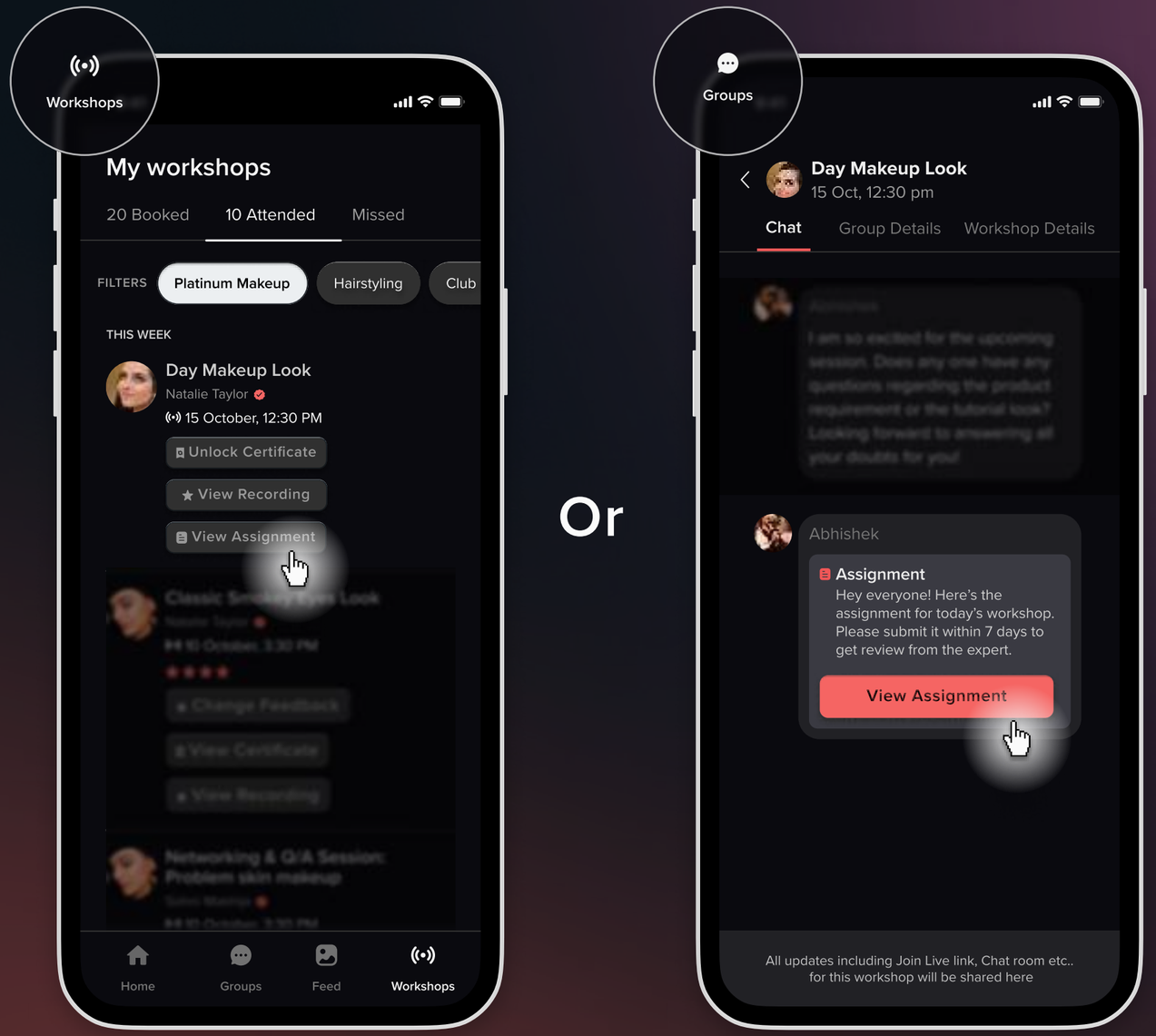
Assignment

An assessment tool for online learning in app.
This feature ensures a streamlined process for completing assignments and receiving guidance from experts to improve their skills



USE CASE: AWARENESS

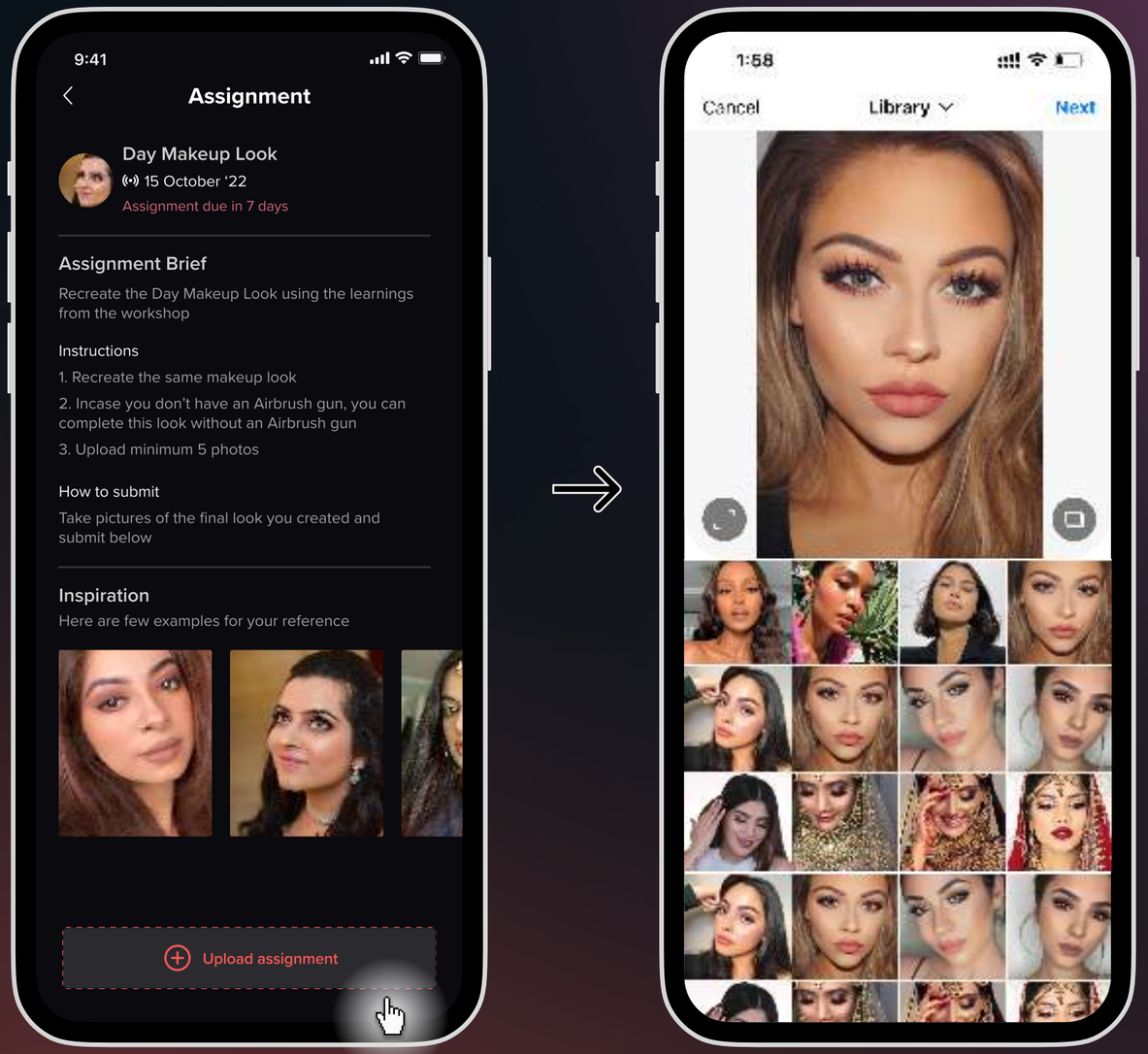
Member will be notified when a new assignment is unlocked for submission



Or

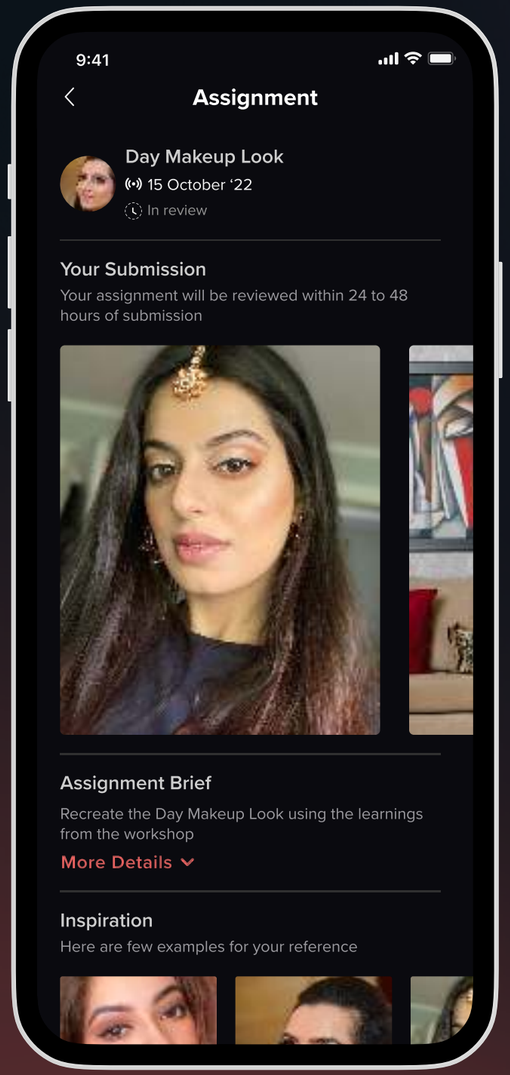
USE CASE: AWARENESS

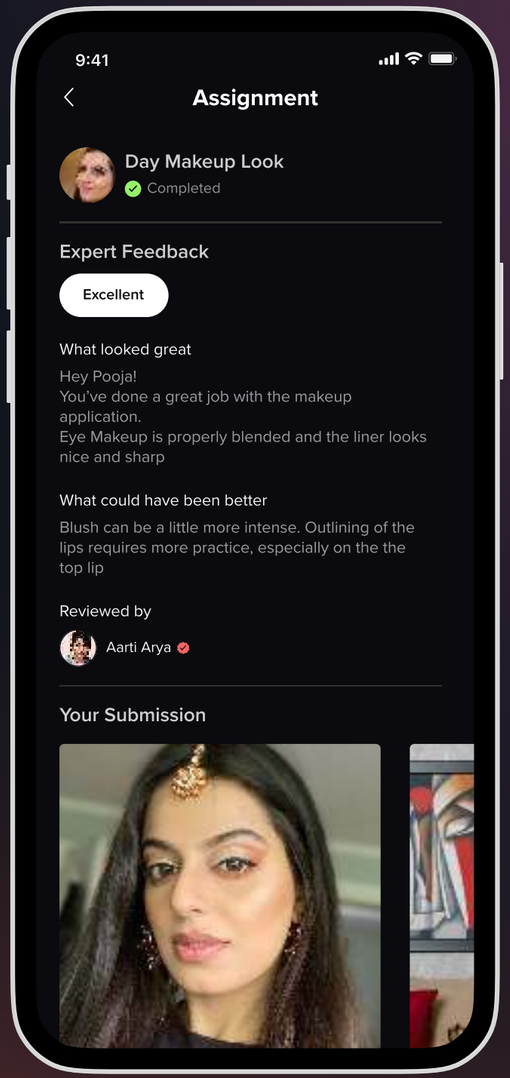
Member will be notified when a new assignment is unlocked for submission

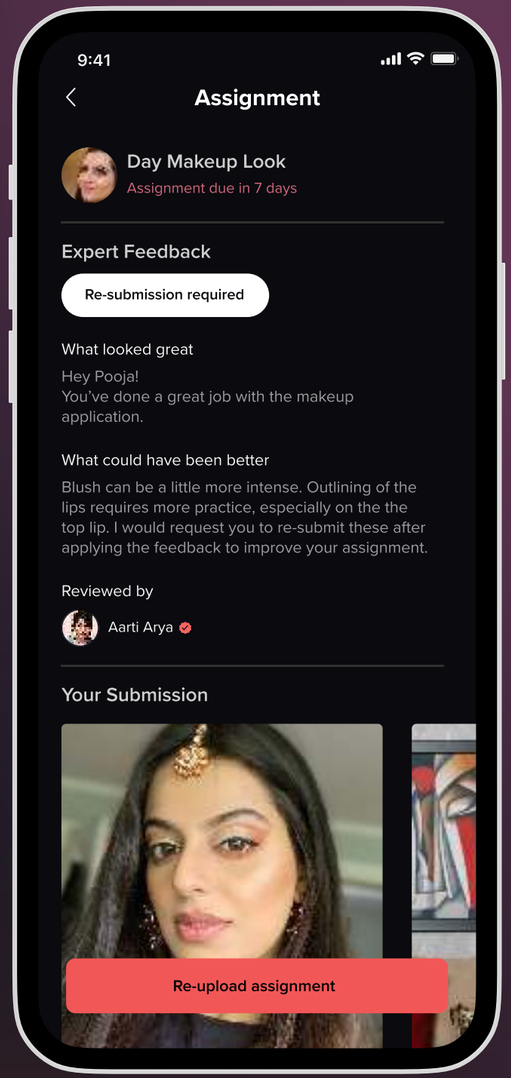


USE CASE: SUBMIT ASSIGNMENT

1. Members will be notified of the deadline for the submission
2. Members will be able to read a brief of their assignment
3. Members will be able to see references for their assignment
4. Members will be able to upload and submit the looks for their assignment





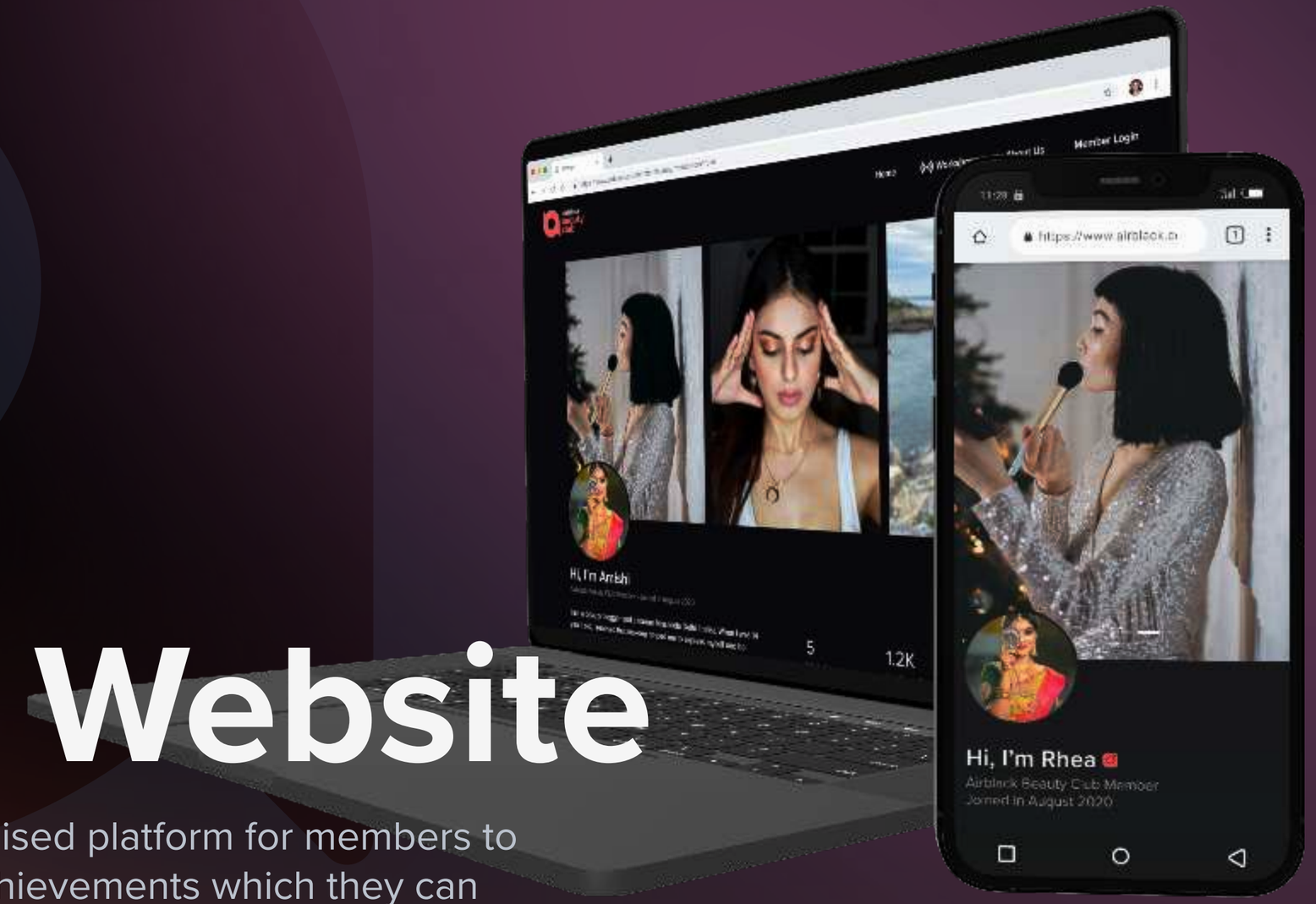


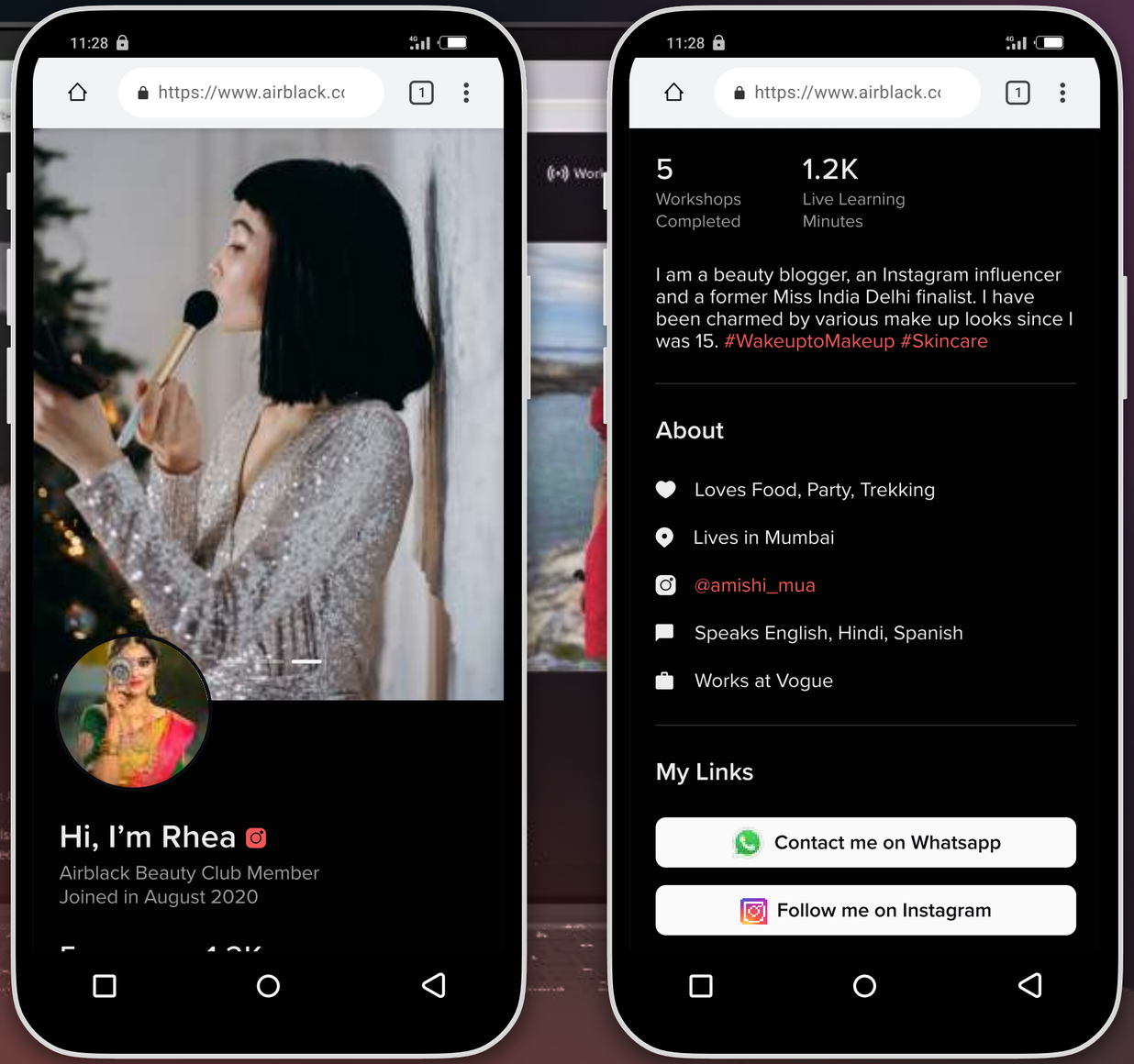
USE CASE: AWARENESS

1. Members will be notified of the status of the submission
2. Members will be able to see the feedback given by the expert after their assignment has been reviewed
3. Members will be notified if they have been asked by the expert to re-submit their assignment

Portfolio Website

Airblack portfolio provides a personalised platform for members to edit and add their work, skills, and achievements which they can easily share with others as a sharable website and get opportunities.

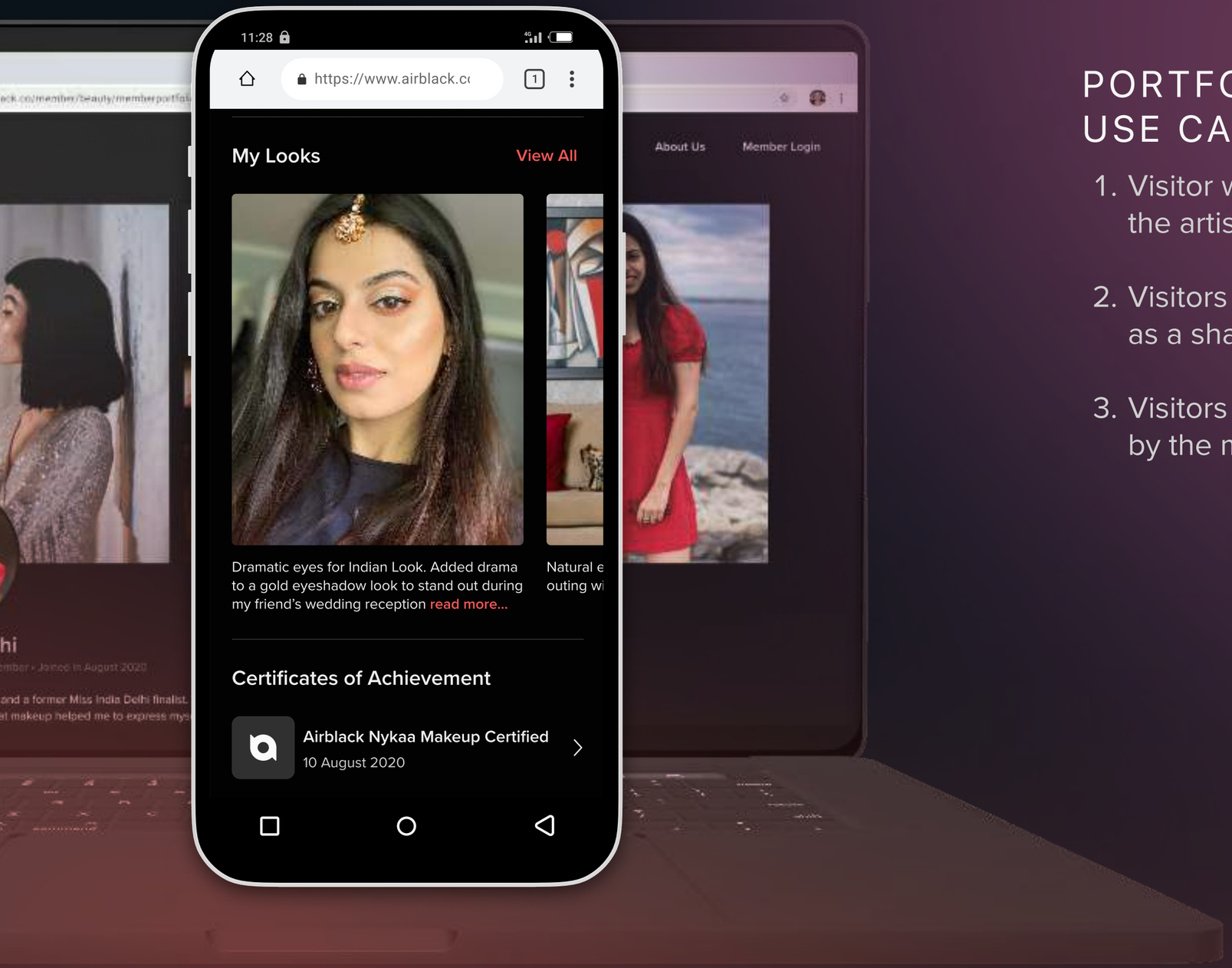




PORTFOLIO VISITOR ON WEB USE CASES:

1. Visitors will be able to view the artist's portfolio on any web browser which will have following basic details added by the artist
   a. Artist profile phot and cover photos
   b. Bio and other details
   c. Social links to artist's work

2. Visitors will see number of live workshops and number of live minutes attended by the artist at Airblack



PORTFOLIO VISITOR ON WEB USE CASES:

1. Visitor will be able to see the looks created by the artist and judge their skill

2. Visitors will be able to share the artist's portfolio as a sharable website link

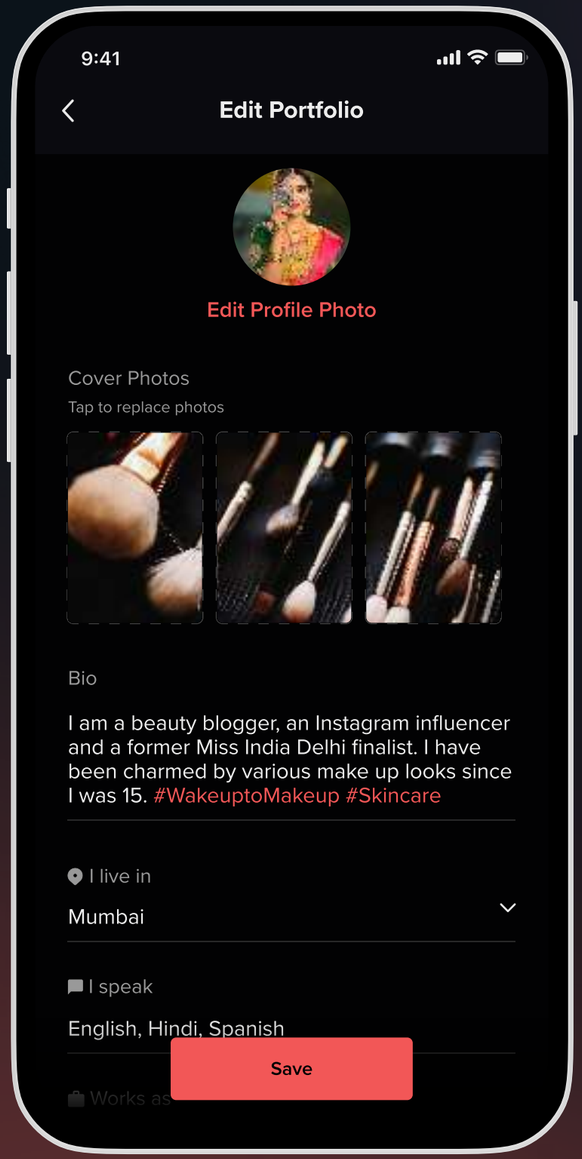
3. Visitors will also see all the certificates earned by the member at Airblack Beauty Club

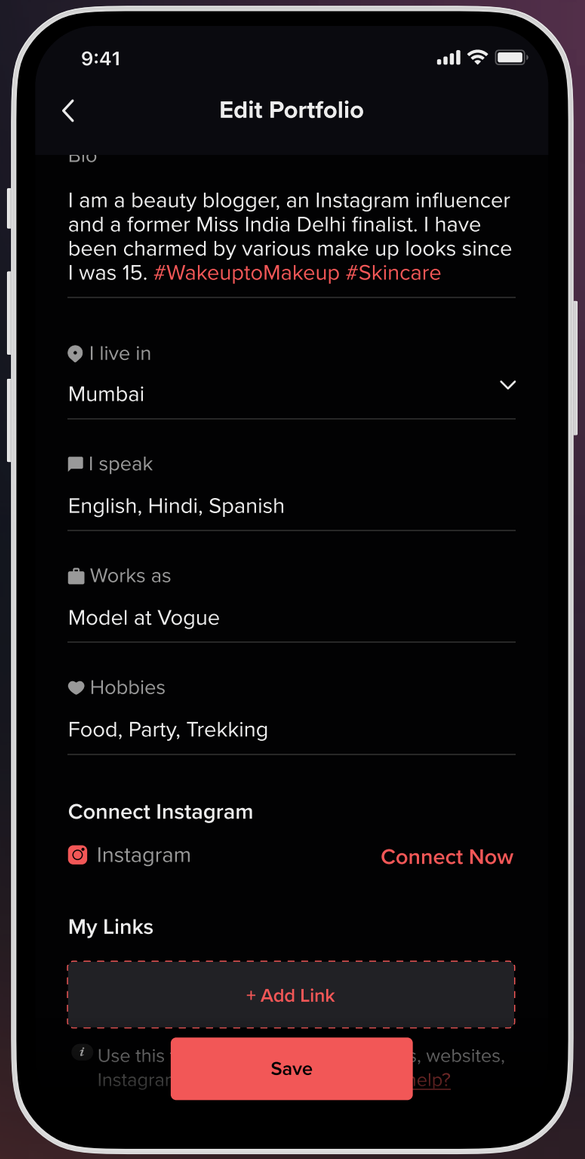
MEMBER USE CASES: PREVIEW & SHARE

1. Members will be able to see live preview of their portfolio website on app itself

2. Members will be able to edit their portfolio website in the app

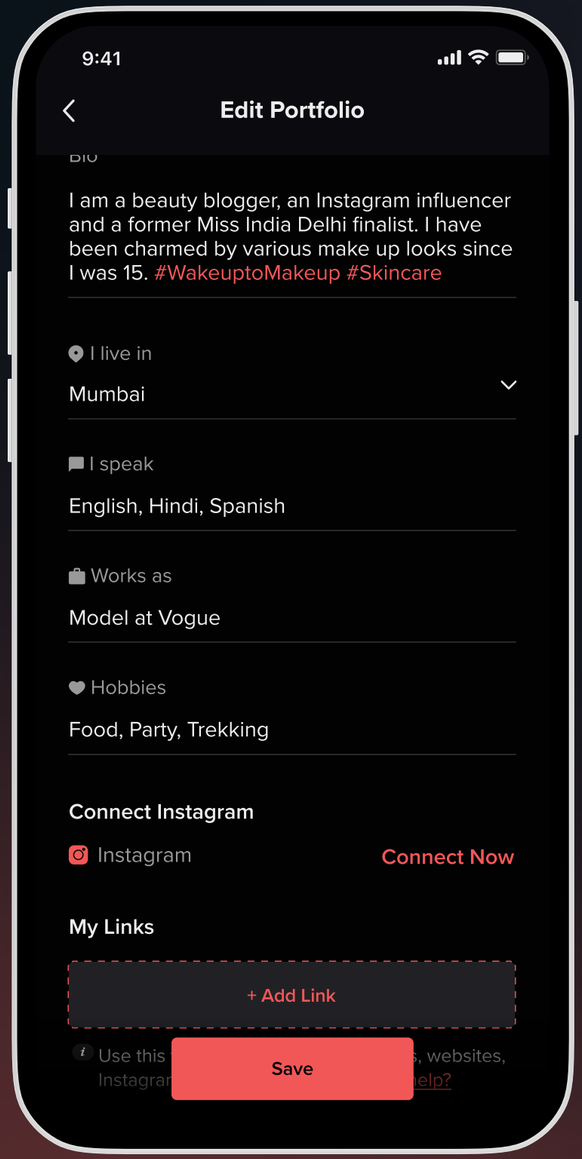
3. Members will be share a link to their portfolio website from the app to anywhere





MEMBER USE CASES: EDIT & UPDATE BASIC DETAILS

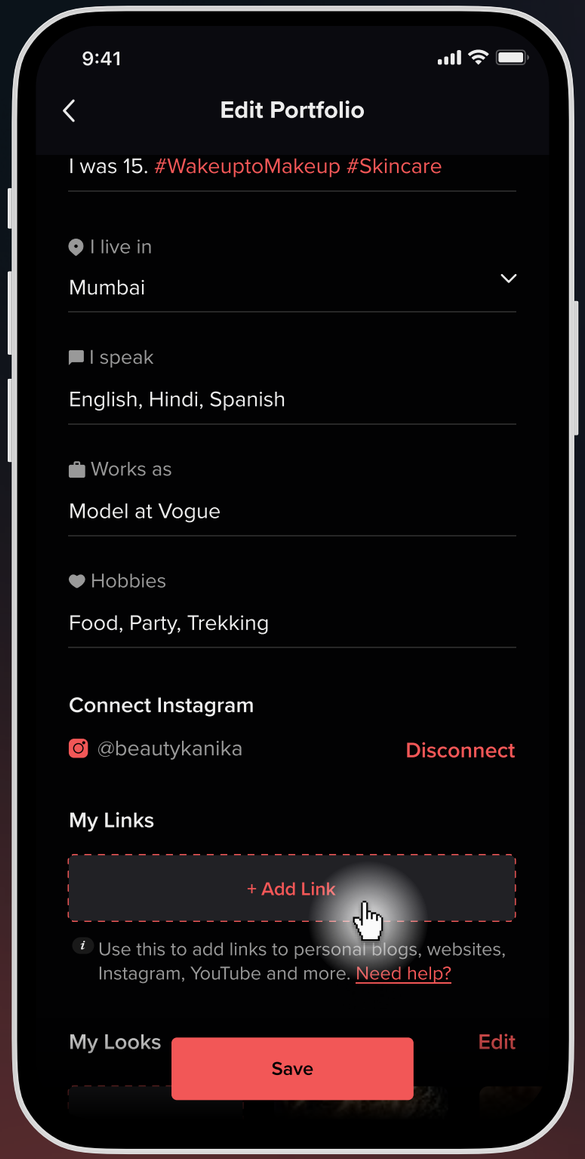
1. Members will be able to add and update their profile photo
2. Members will be able to update their website cover photos
3. Members will be able to write 2 to 3 lines about themselves in their portfolio
4. Members will be able to update their basic details like
   a. Location
   b. Languages they speak
   c. Where do they work now
   d. What are they passionate about

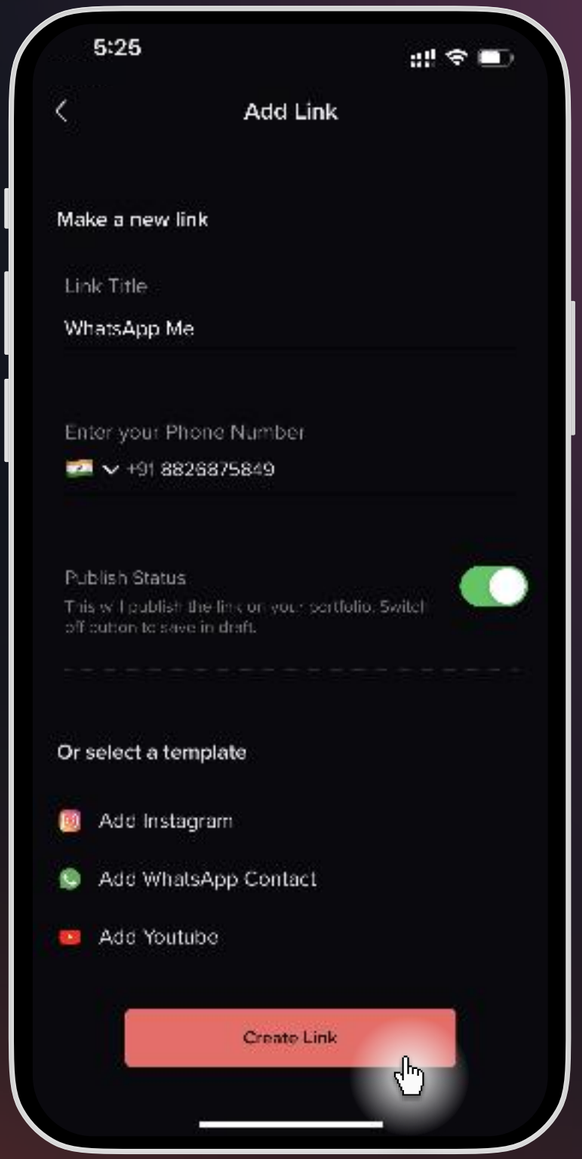


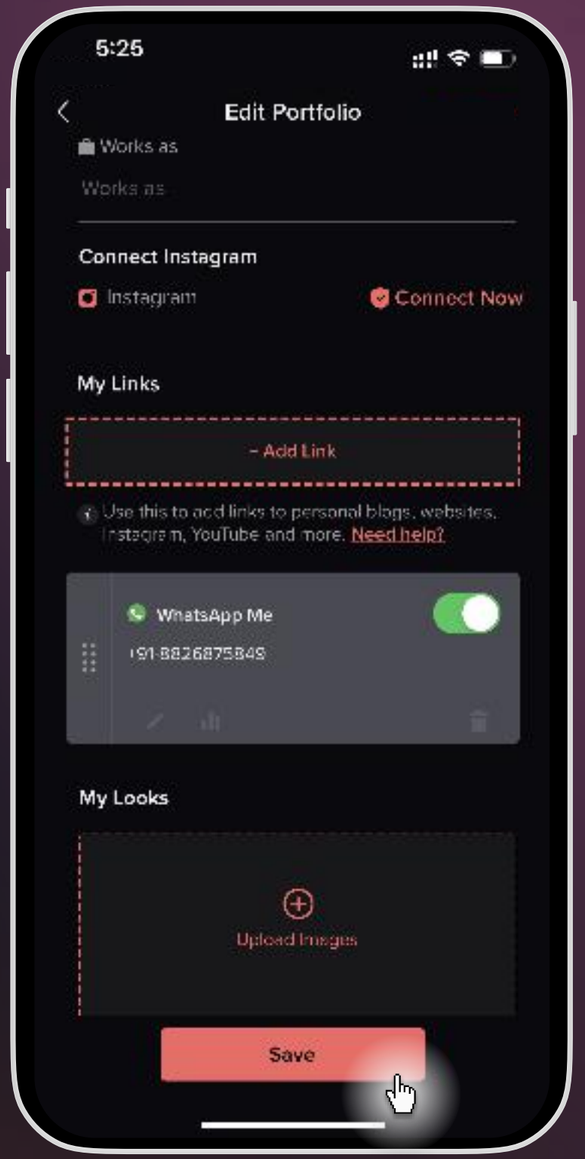
MEMBER USE CASE: CONNECT INSTAGRAM ID

1. Members will be able to connect their Instagram ID with Airblack portfolio

2. Members will be able to upload photos directly from Instagram to Airblack portfolio to showcase their work

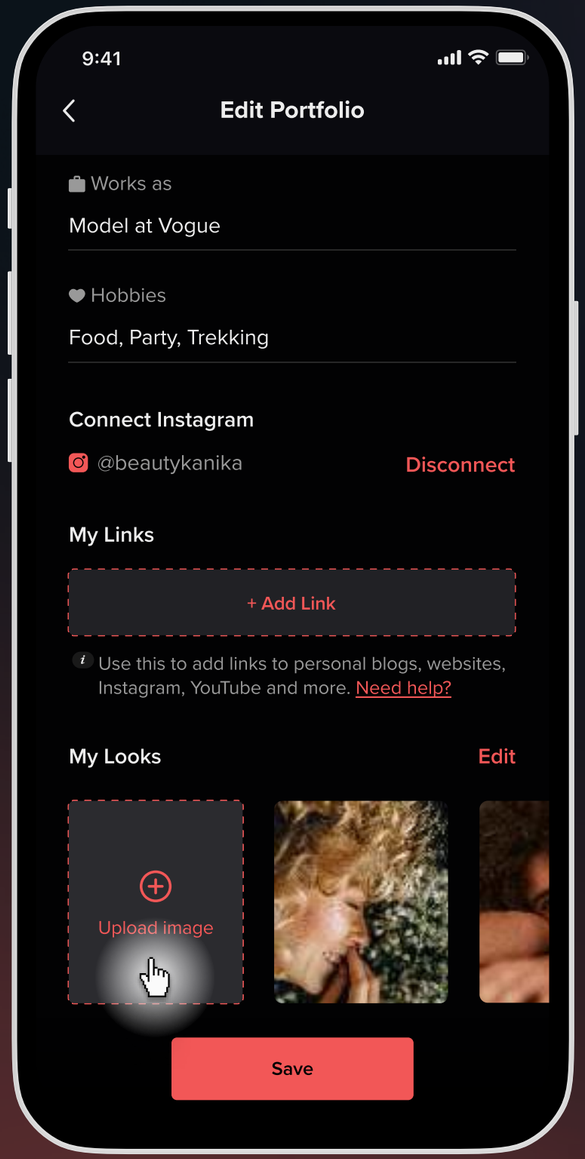


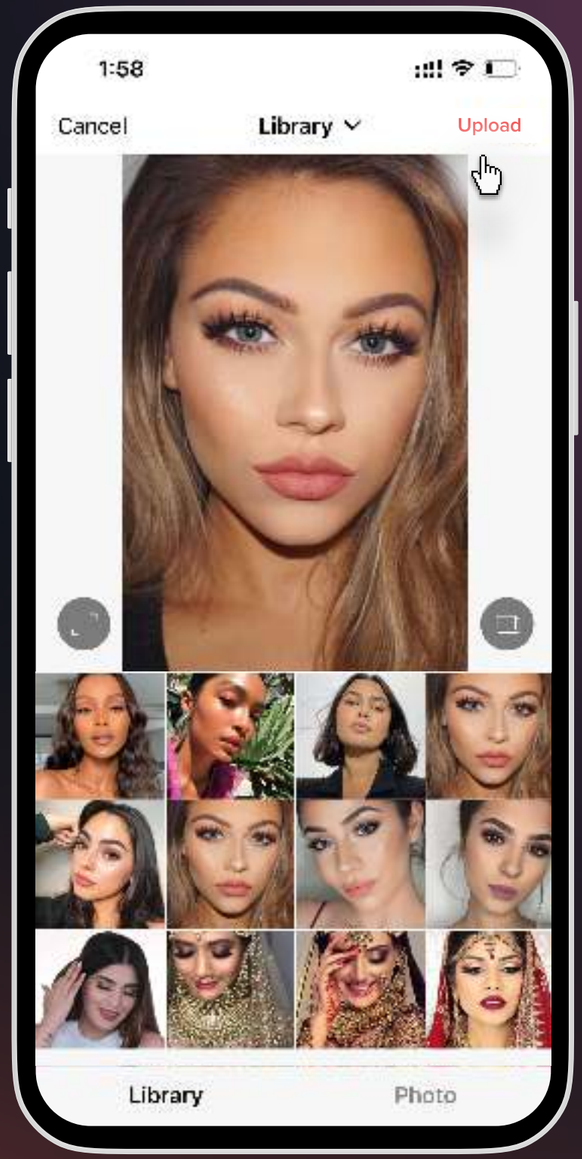


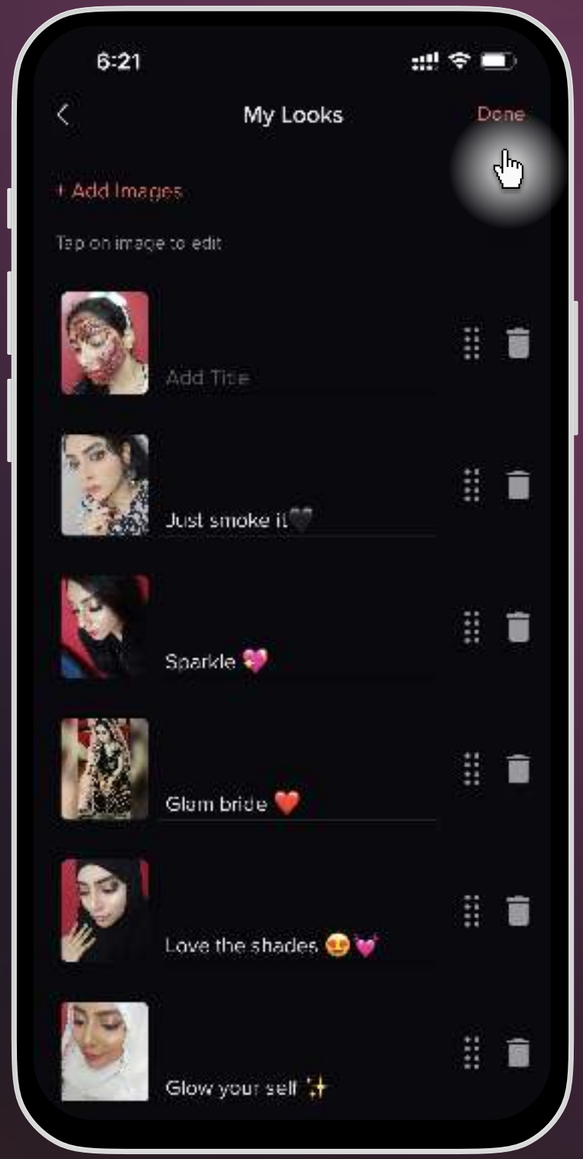


USE CASE: ADD LINKS

Members will be able to add and update their links to socials like WhatsApp, Instagram, Youtube and many more





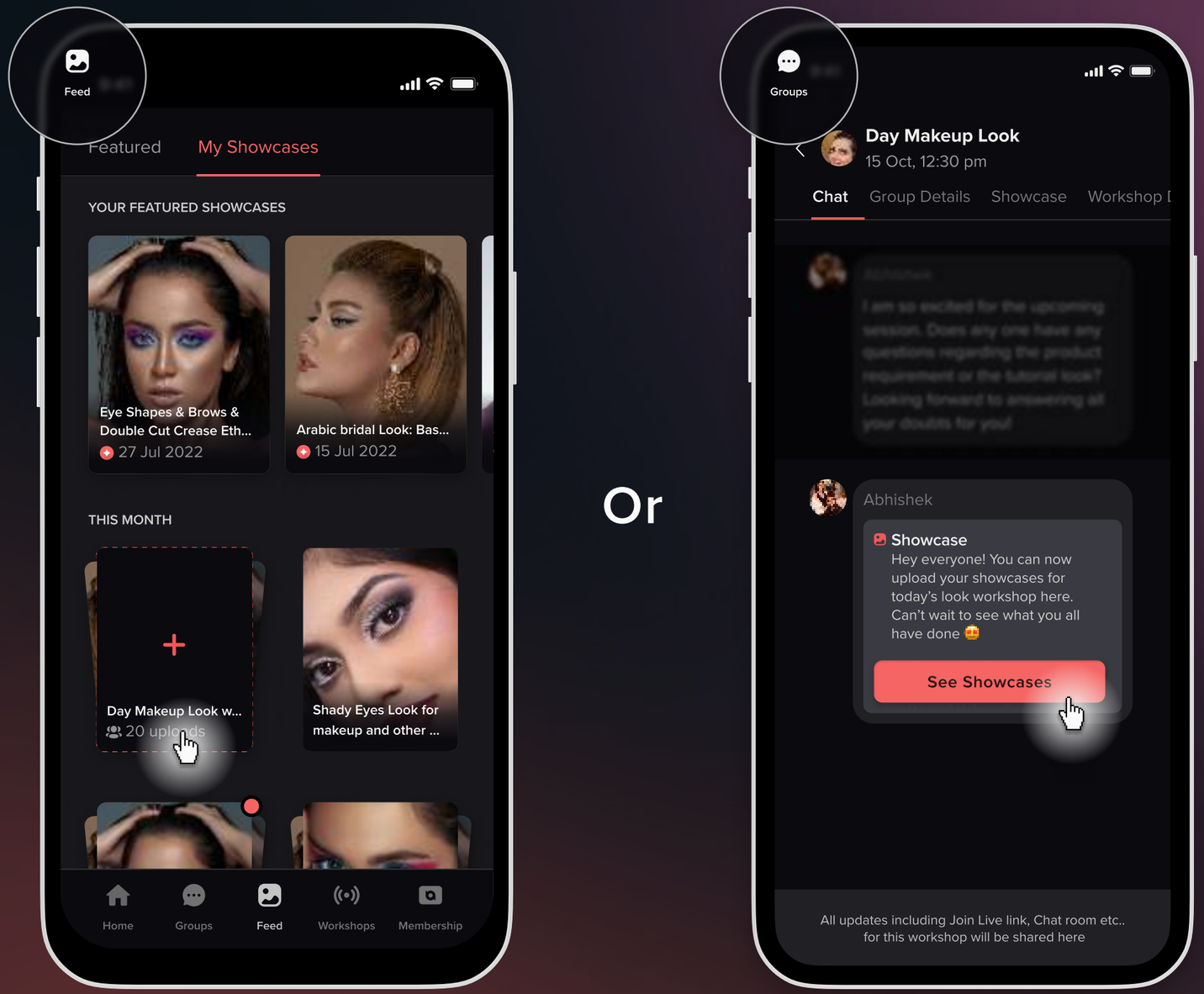


USE CASE: UPLOAD LOOKS

1. Members will be able to upload looks that they have created to their portfolio
2. Members will be able to preview their looks and add captions before uploading

Showcase Feed

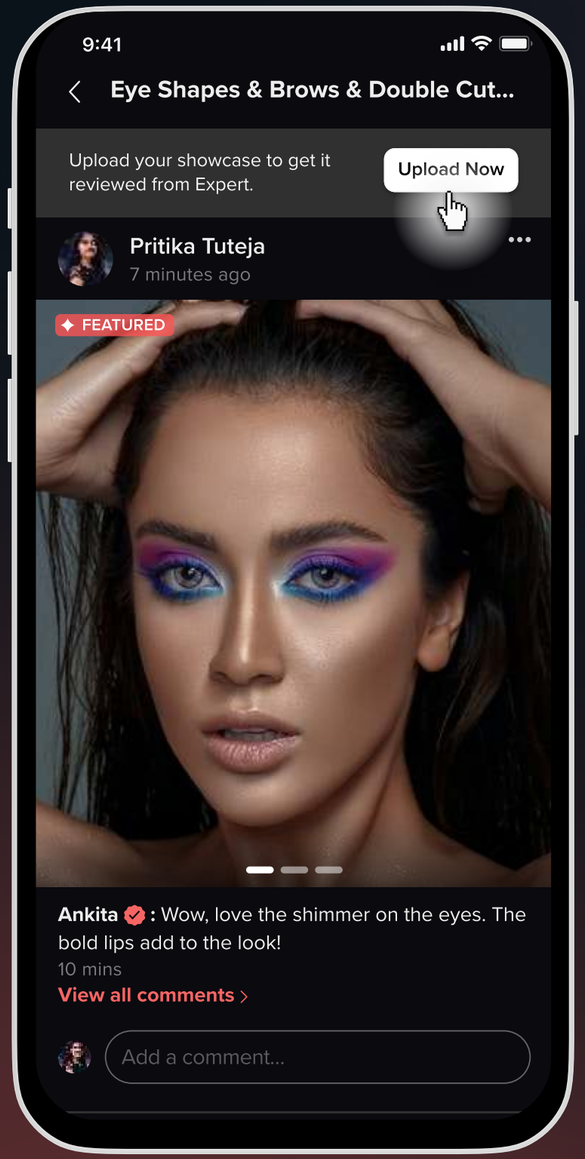
This feature provides a collaborative platform for members to showcase their skills, receive feedback, and encourage others on the platform.

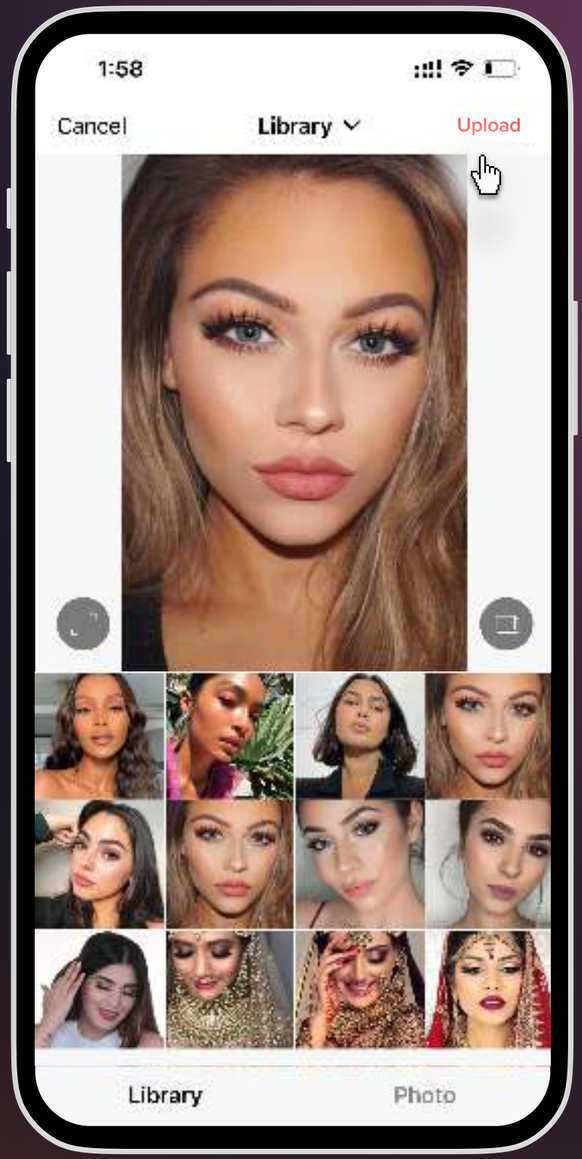


Or

USE CASE: AWARENESS

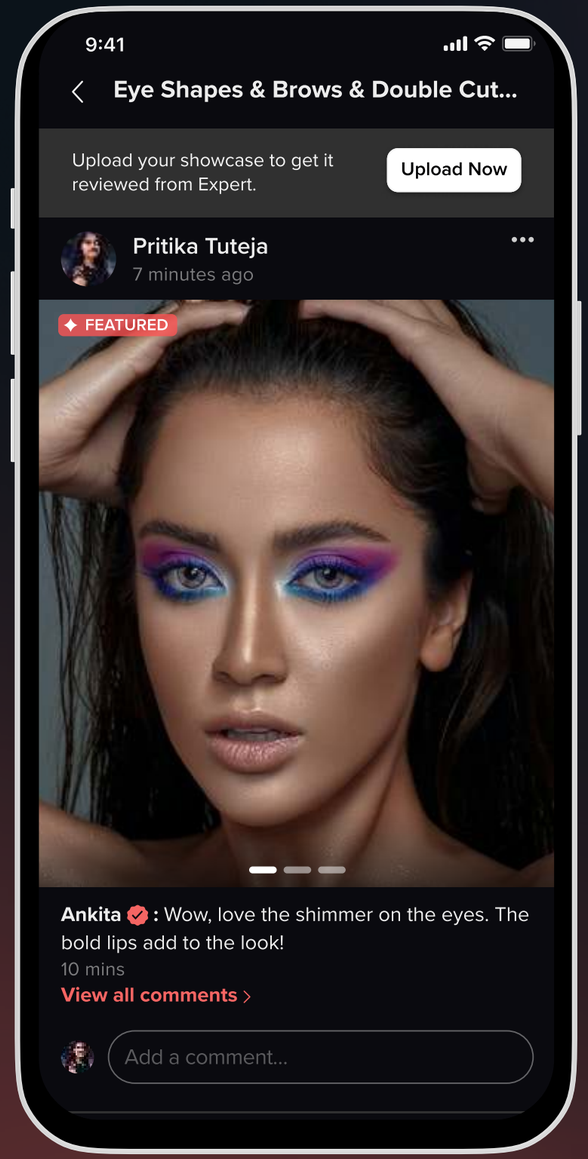
Members will be notified when a showcase is open for submission

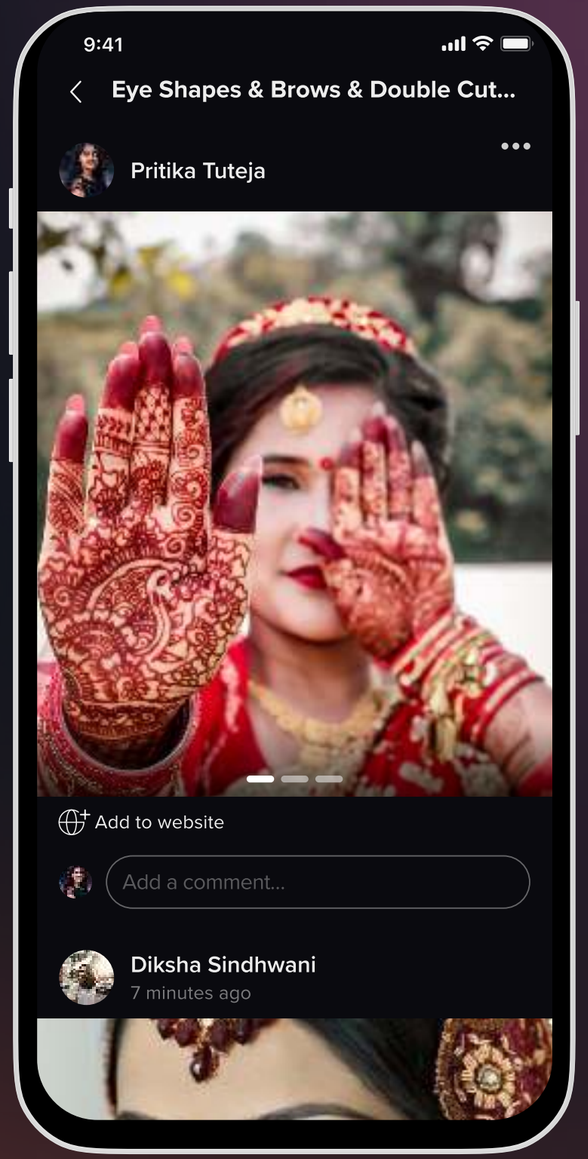




USE CASE: PREVIEW & UPLOAD

Members will be able to upload a showcase and submit it



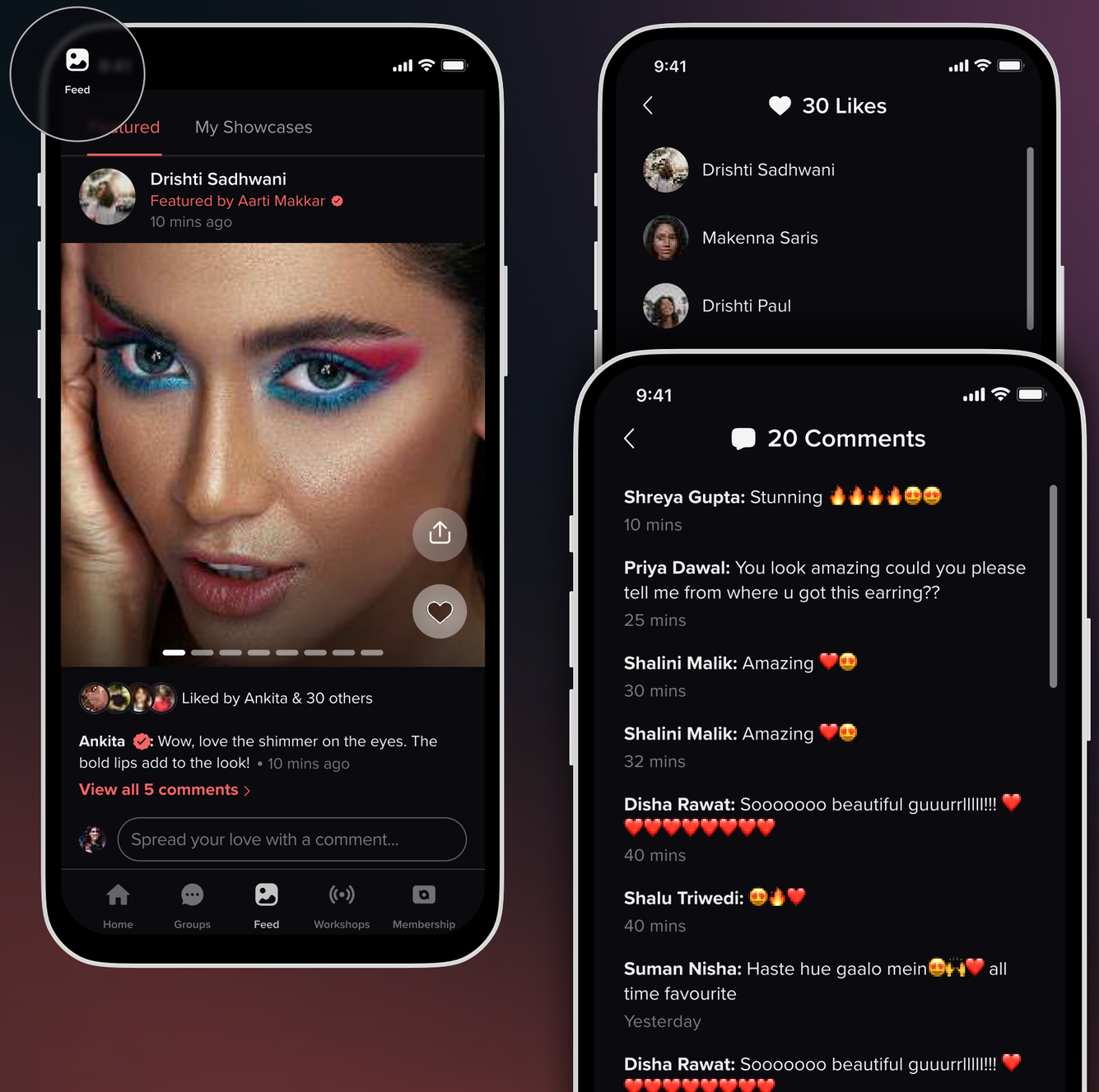


USE CASE: BROWSE & ENGAGE ON PRIVATE GROUP FEED

1. Group Members will be able to comment on all the showcases submitted by their batch mates on the workshop group (whether featured or not)

2. Members will be able to read comments by the expert and other members on the showcase uploaded

3. Members will be able to upload these same showcases to their Airblack Portfolio Website

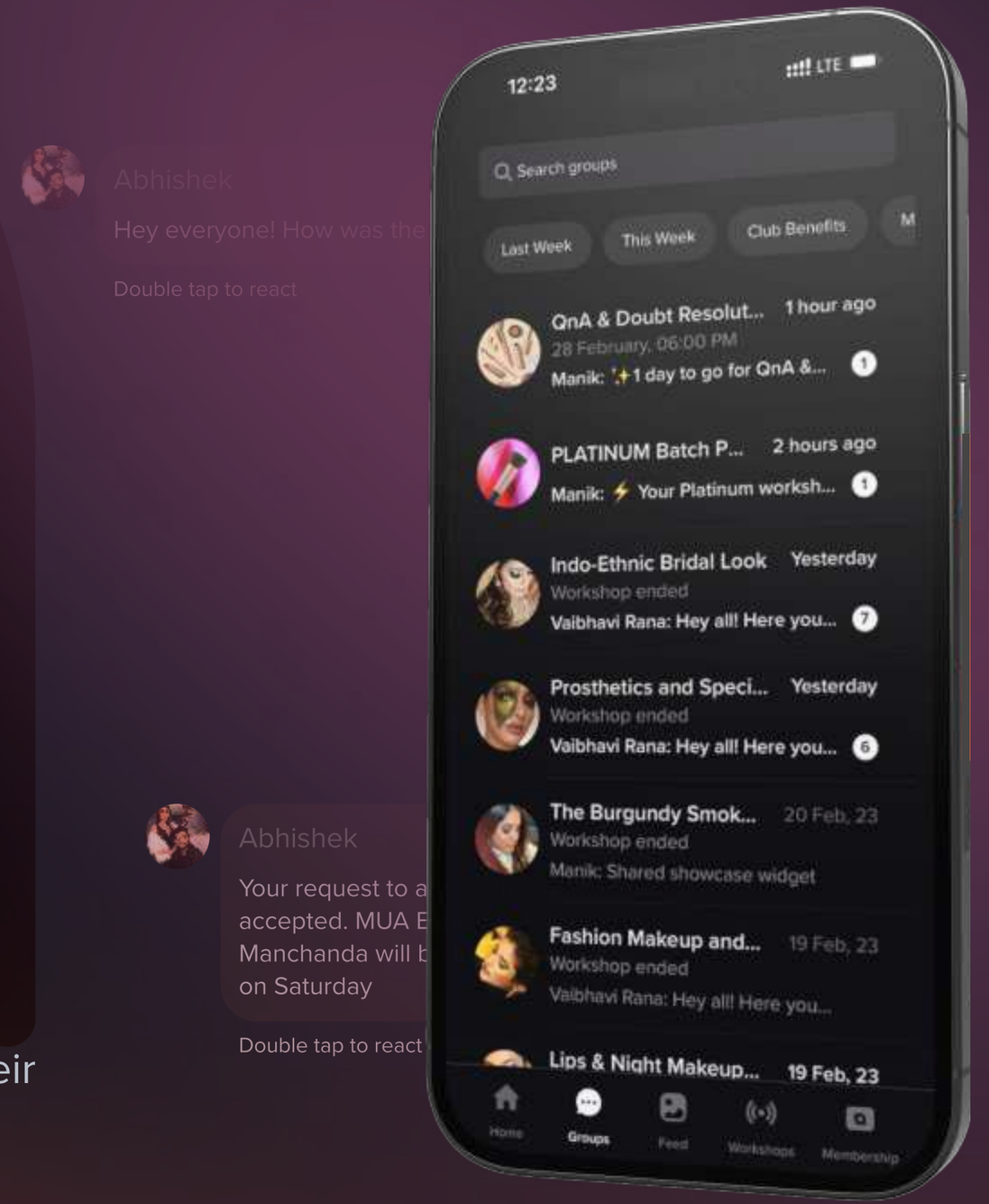


USE CASE: BROWSE & ENGAGE ON FEATURED FEED

1. Members will be able to like and comment on all featured showcases on the showcase feed
2. Members will be able to read comments by the expert and other members on the showcase uploaded
3. Members will be able to see which expert featured the showcase on feed
4. Members will be able to share any featured showcase as a deep link to download the app and view the featured showcase.

App Groups

The Group tab in the Airblack app provides a dedicated section for members to receive updates, interact with experts, and participate in various activities related to their workshops and batches.

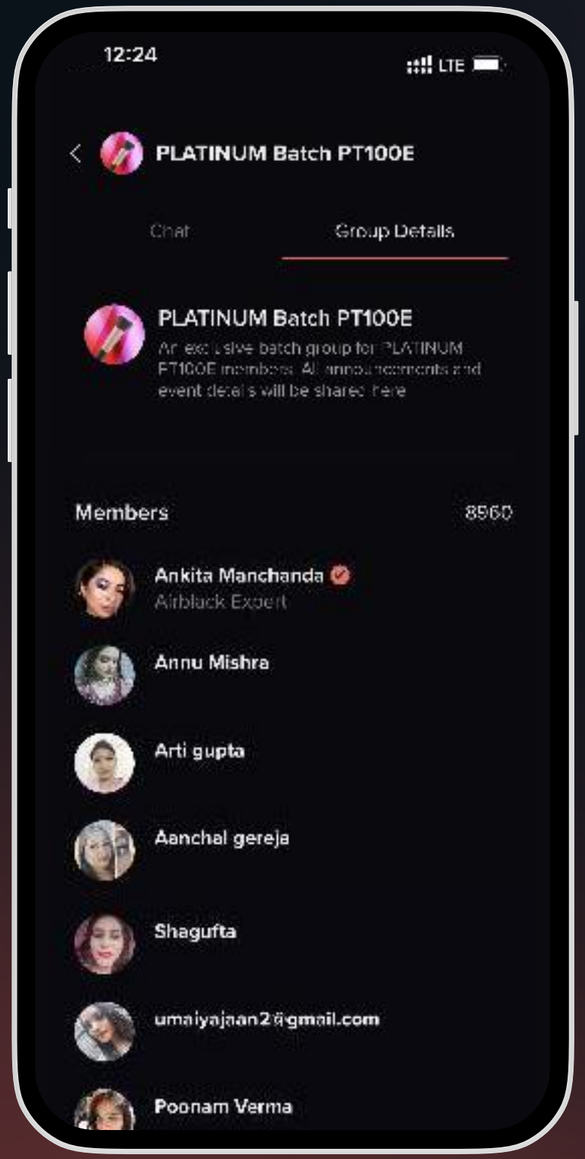


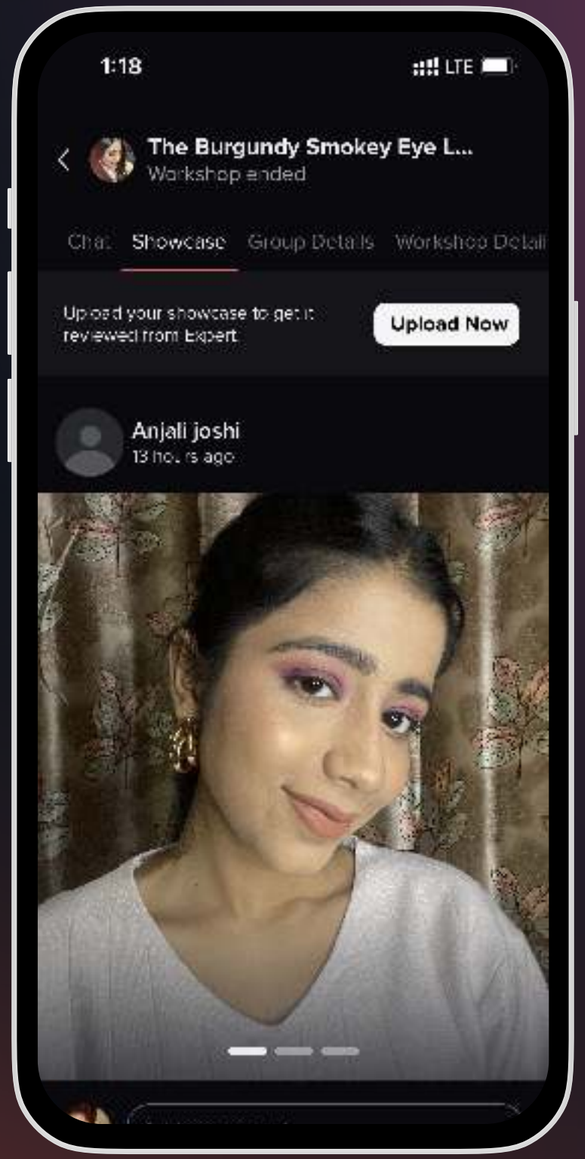
MEMBER USE CASE: AWARENESS

1. Group members will be notified of new group messages

2. Group members will be able to differentiate between read messages and unread messages

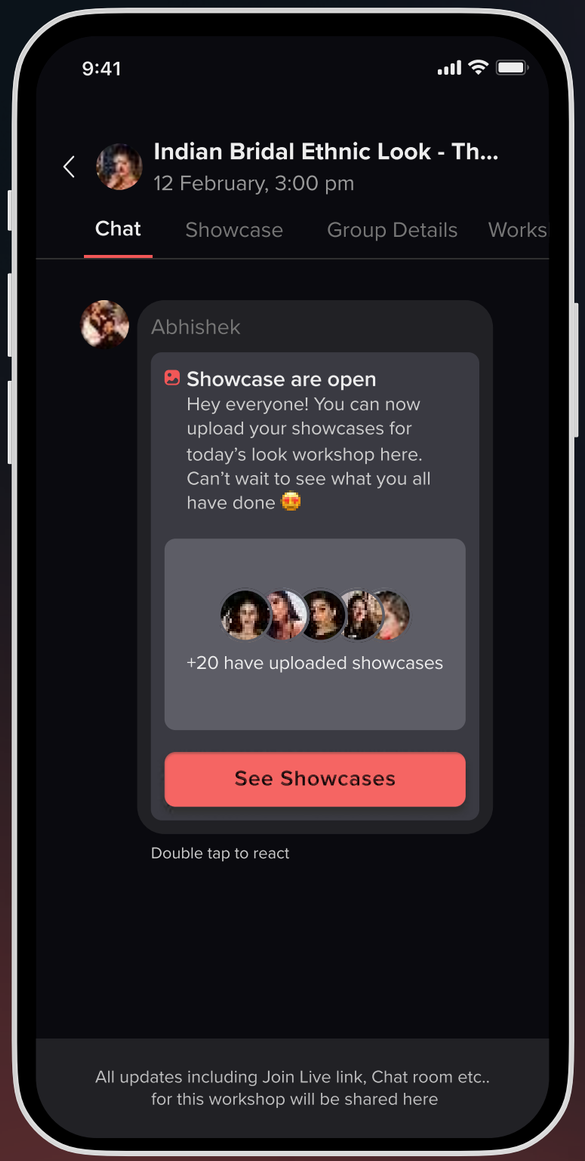
3. Members will be able to filter their chat group list using filters like
   a. Groups of their booked Club Benefit Workshops
   b. Groups of workshops conducted this week
   c. Groups of workshops conducted last week
   d. Groups of core workshops of their purchased courses

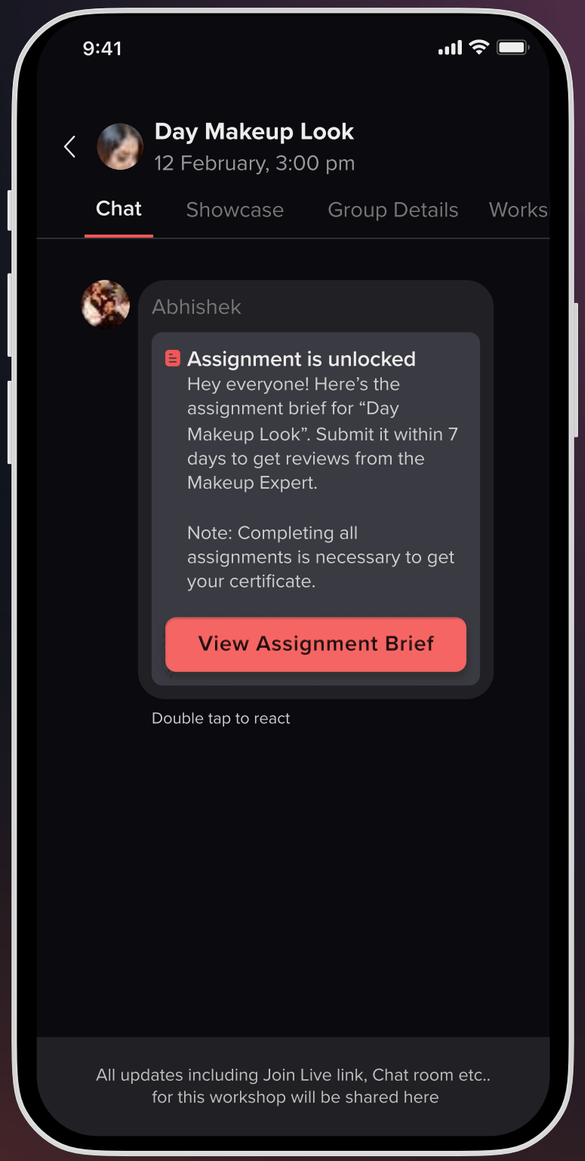


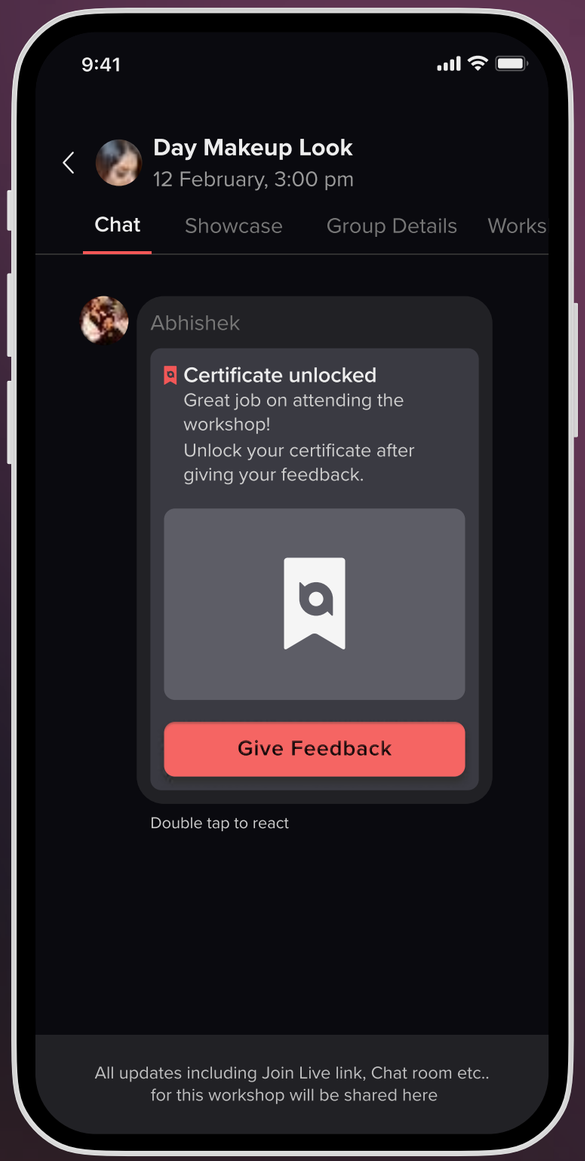


MEMBER USE CASE: AWARENESS

1. Members will be able to see group details like
    a. Members of the group
    b. Workshop details (if it's a workshop group)
    c. Showcase tab (if the group is of a look workshop with showcase feature available)







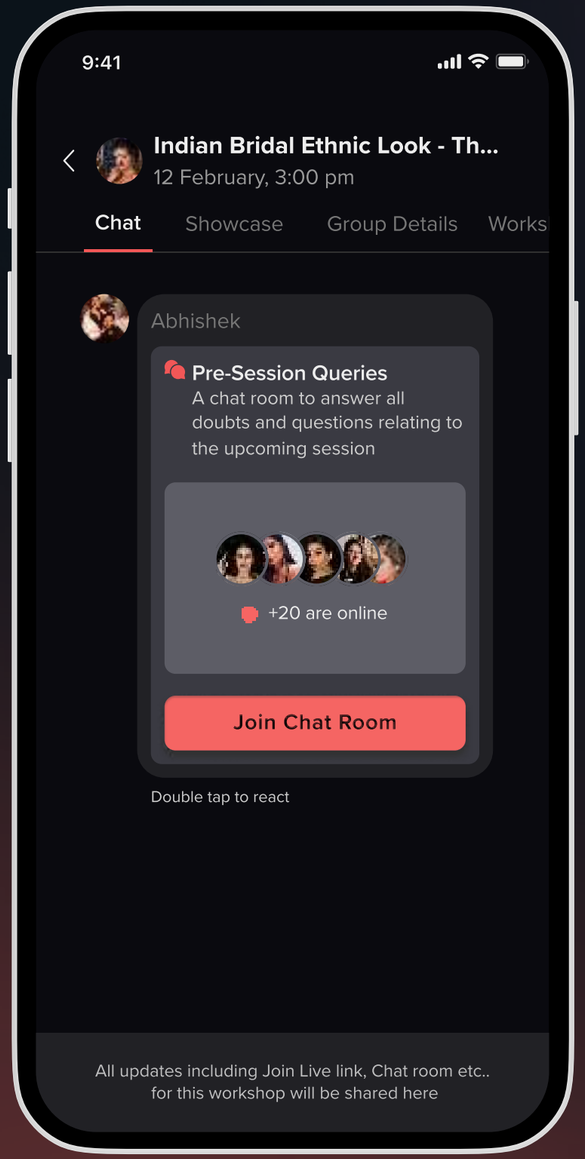
MEMBER USE CASE: ENGAGEMENT

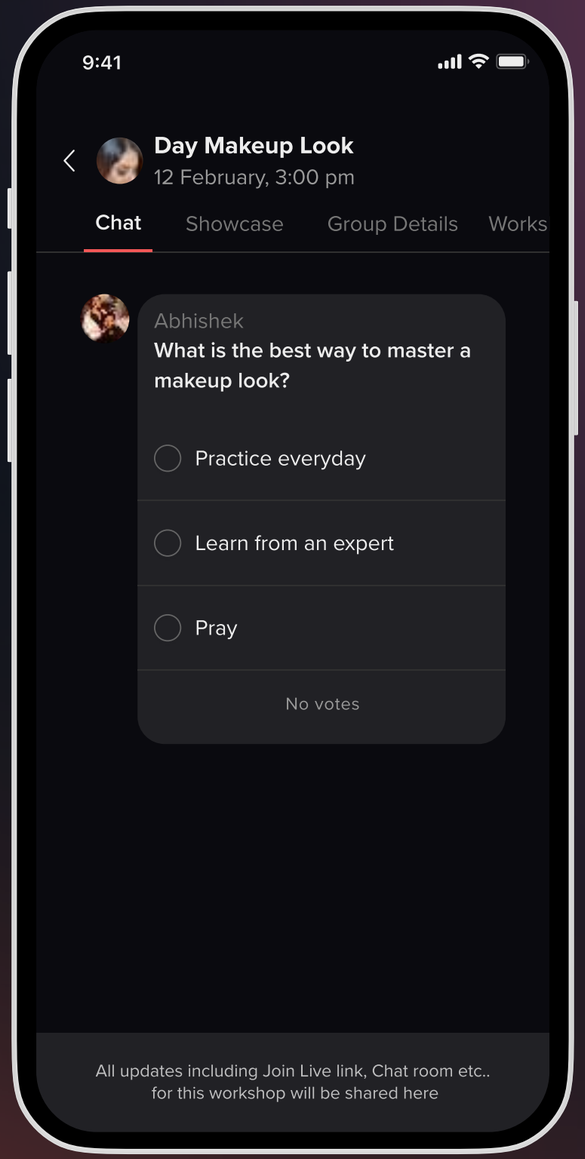
1. Members will be able to interact with widgets shared by the group admins like

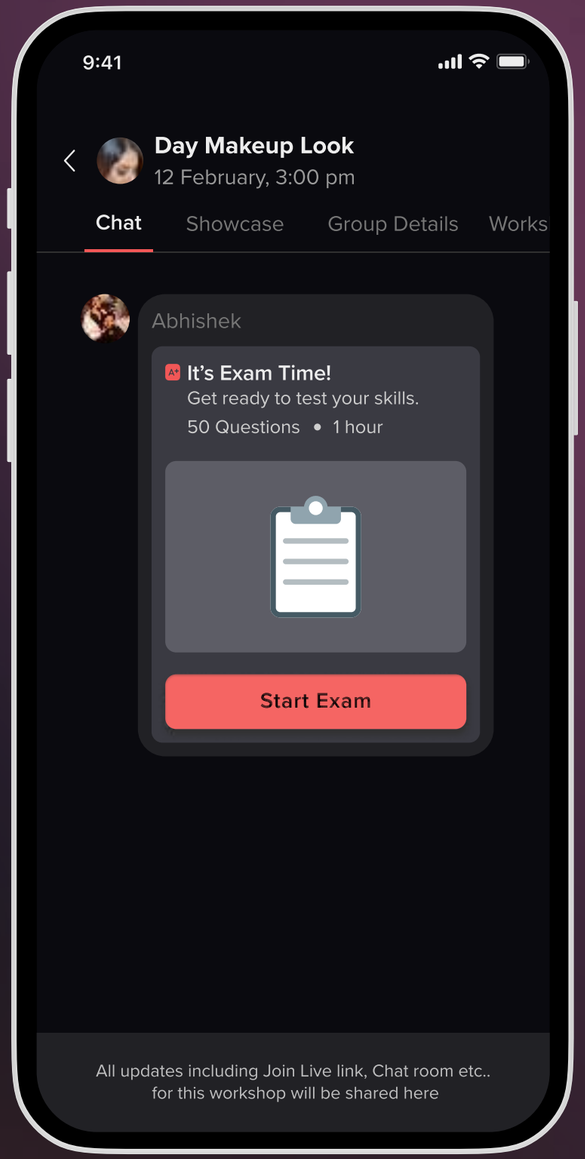
    a. Showcase Widget: To upload showcases to private group after a workshop is conducted

    b. Assignment Widget: To read and submit assignment of that workshop

    c. Feedback Widget: To rate and give feedback on a workshop







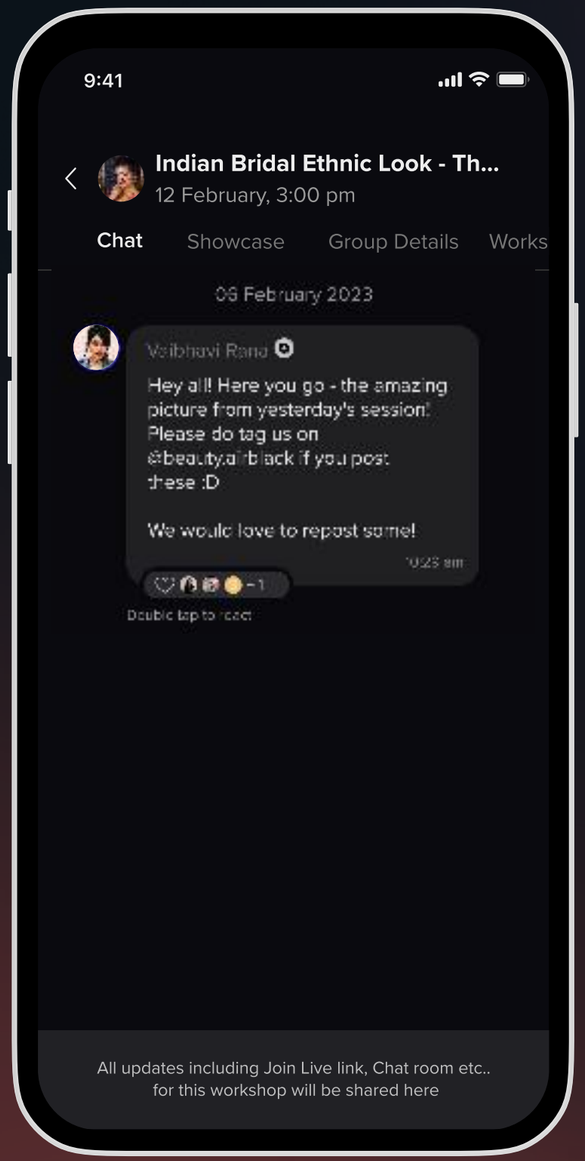
MEMBER USE CASE: ENGAGEMENT

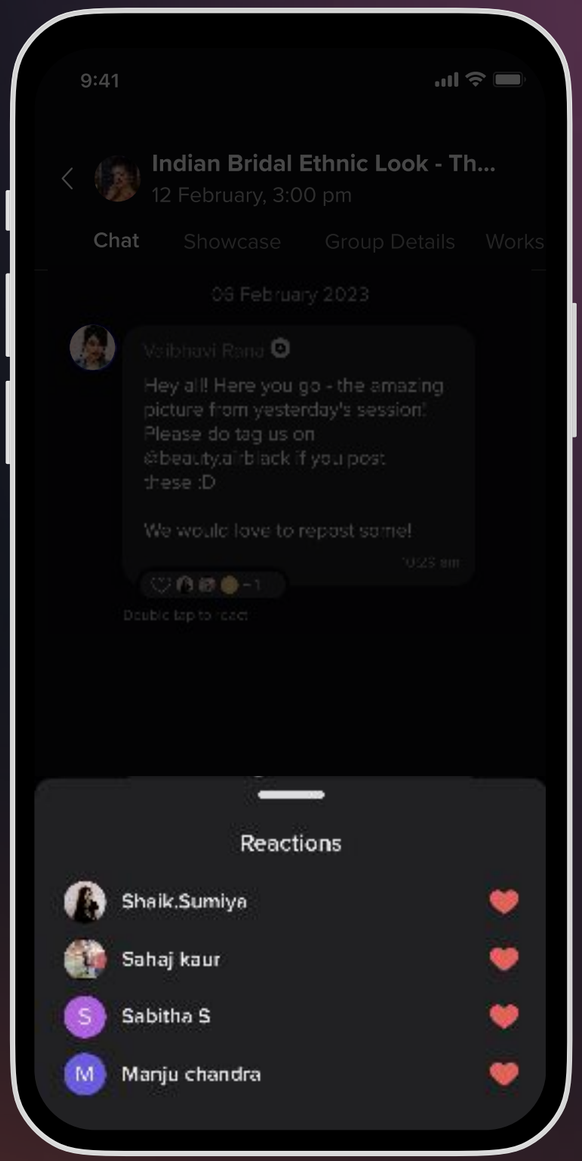
1. Members will be able to interact with widgets shared by the group admins like

    a. Chat room widget: To conduct live chat rooms to interact with experts and other members

    b. Poll Widget: To select their choices/preferences by selecting their choices on the polls conducted on the group

    c. Exam Widget (Only for specific groups): To give live MCQ exam on the completion of their course journey





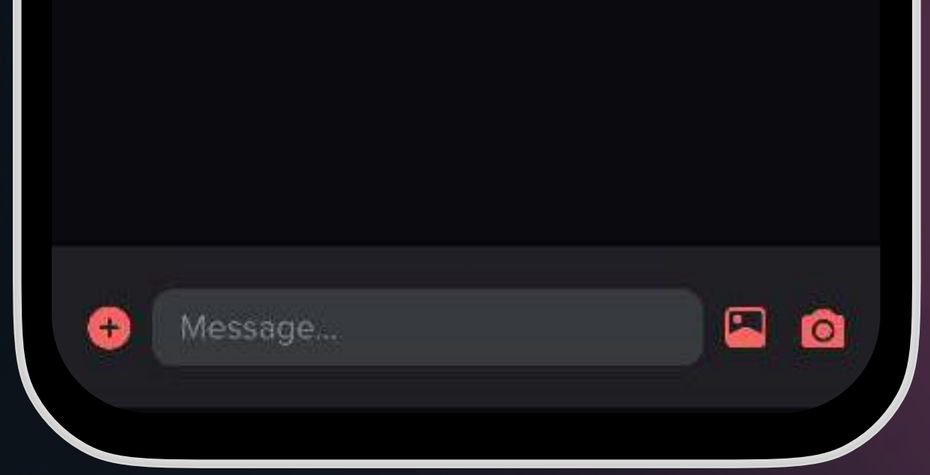
MEMBER USE CASE: ENGAGEMENT

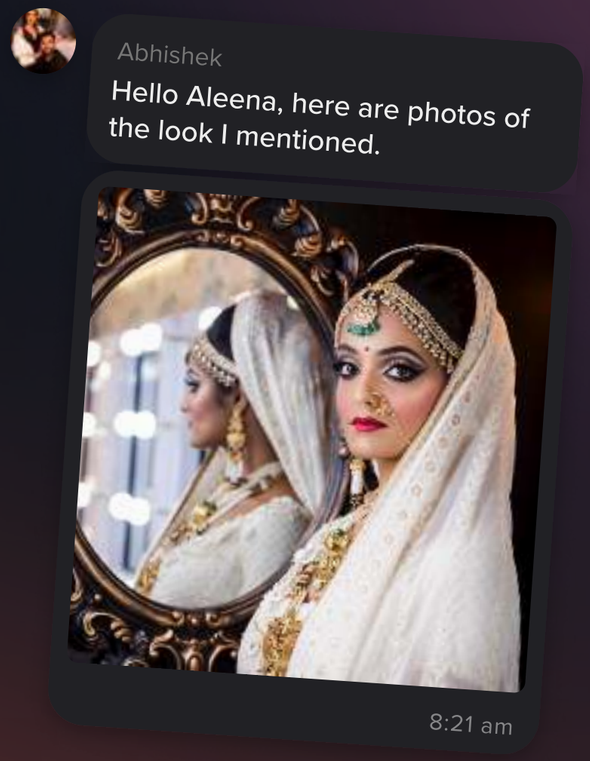
Group members can like the messages to acknowledge the messages sent by Admin or Expert in the group

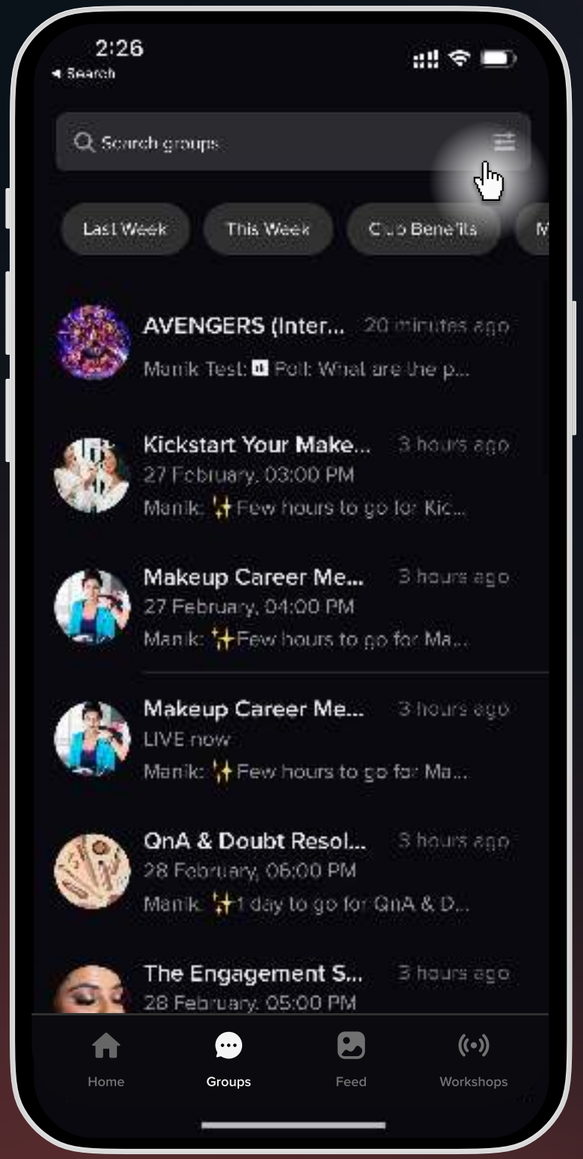
ADMIN USE CASES: INTERACT WITH GROUP MEMBERS

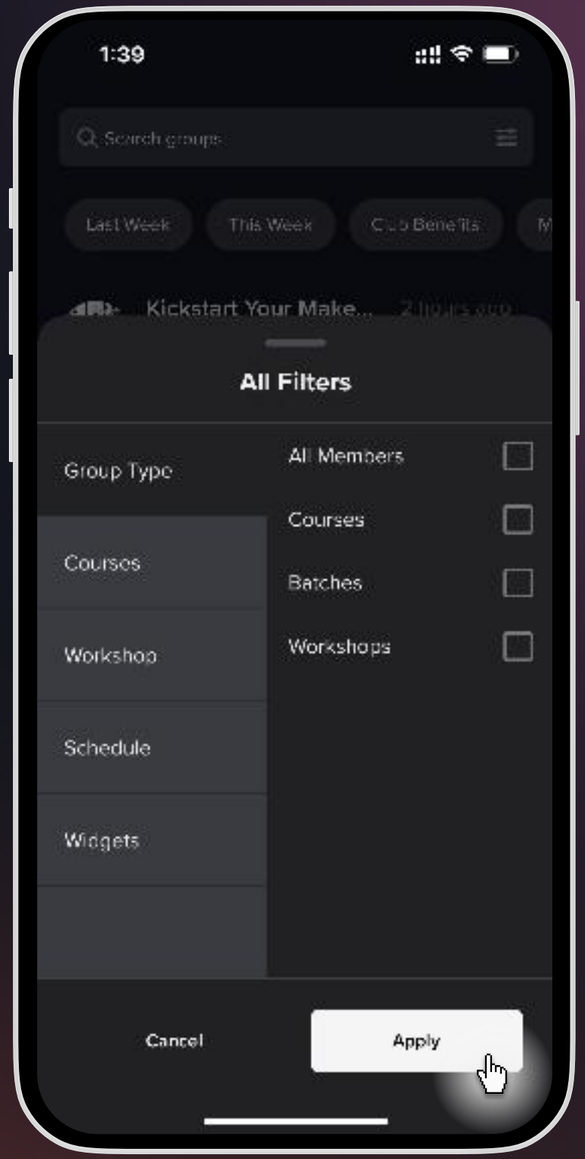
1. Admins will be able to post updates about workshop and batch-related activities in specific groups dedicated to batches and workshops, in form of text, images or widgets

2. Admins can also pin, reply, copy or delete the messages too.



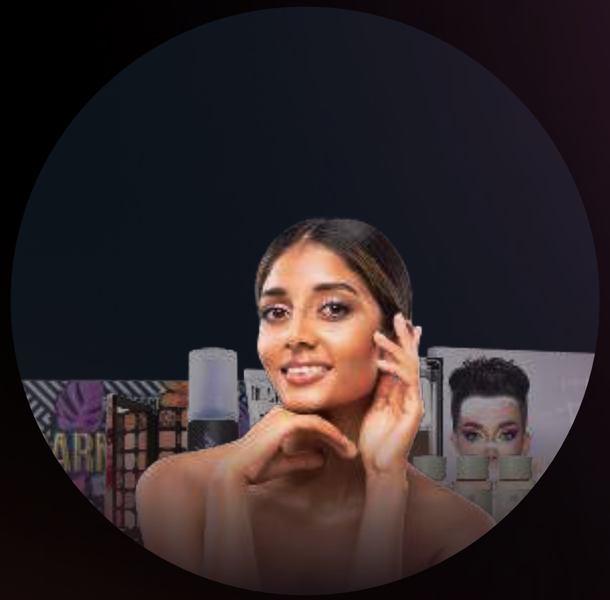






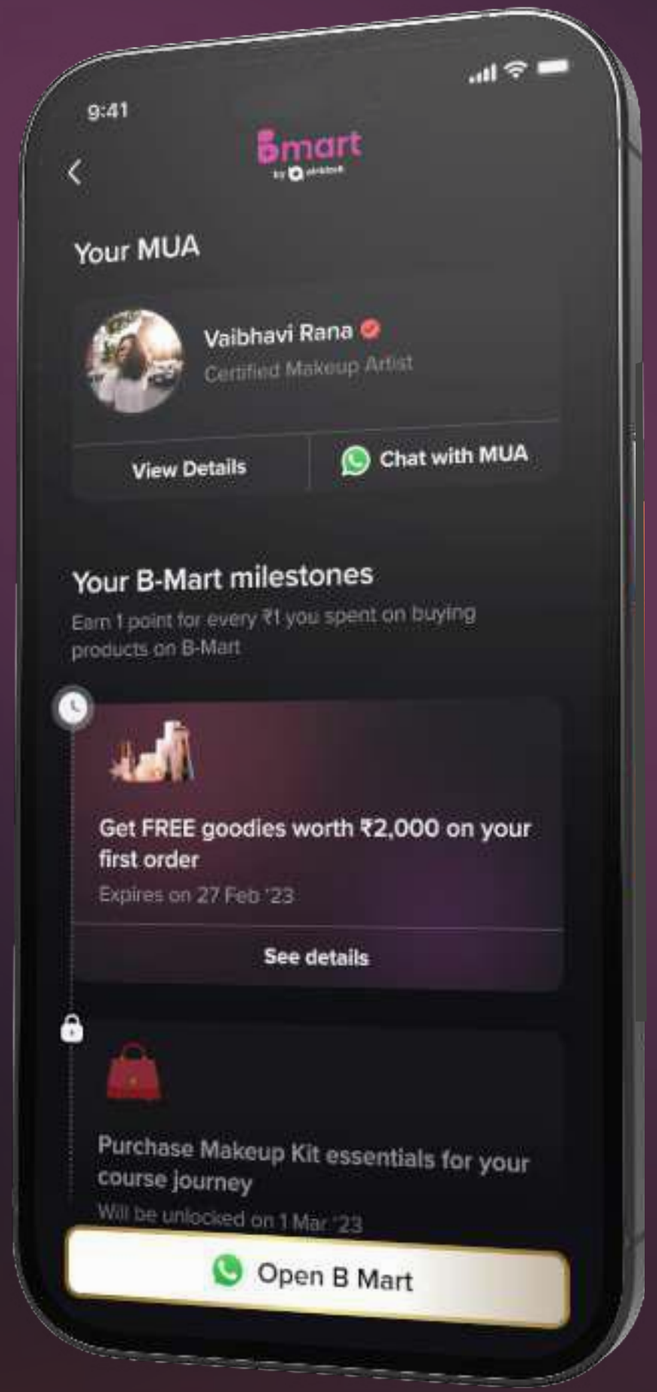
ADMIN USE CASES: FILTER GROUPS

Admins will be able to filter the groups list based on multiple filters as shown, to help them sort through groups of different batches and post the right message on each group.

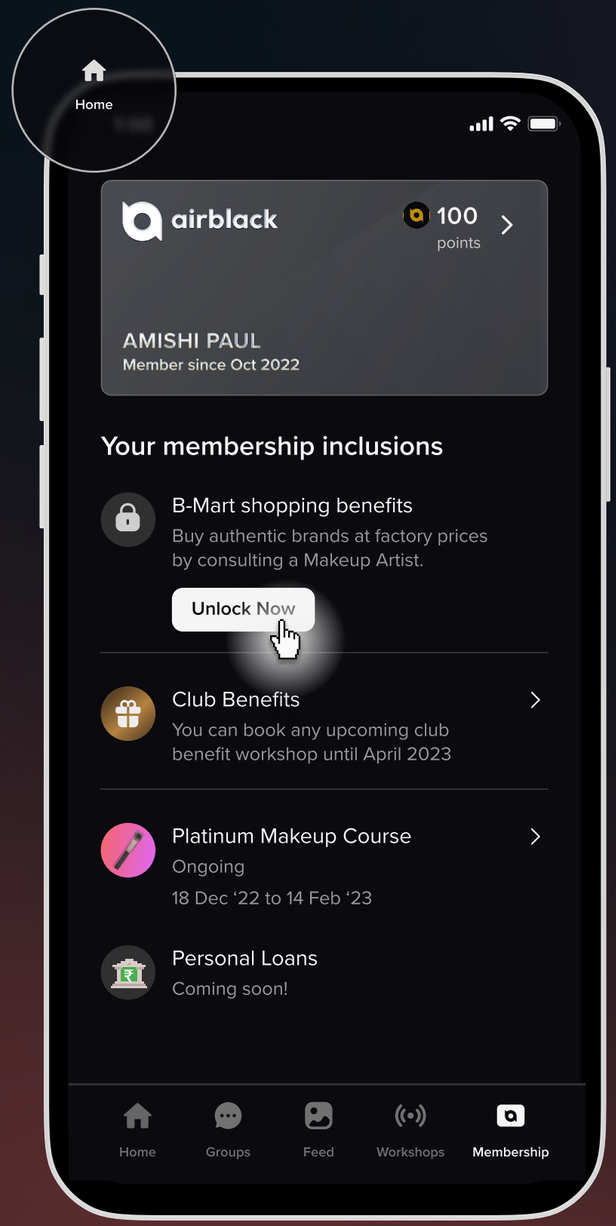


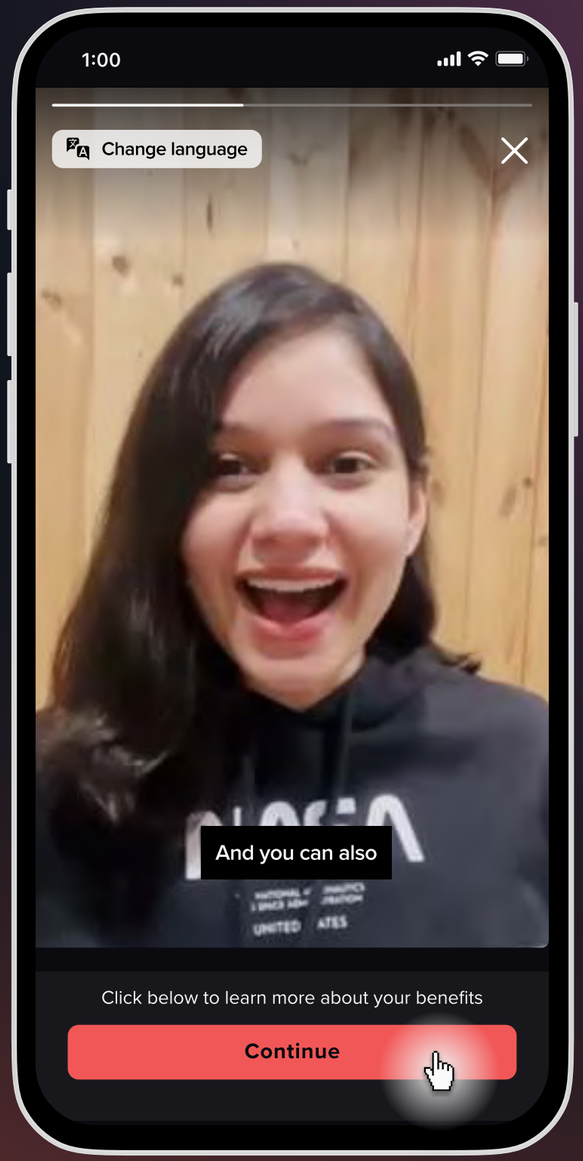
Bmart by airblack

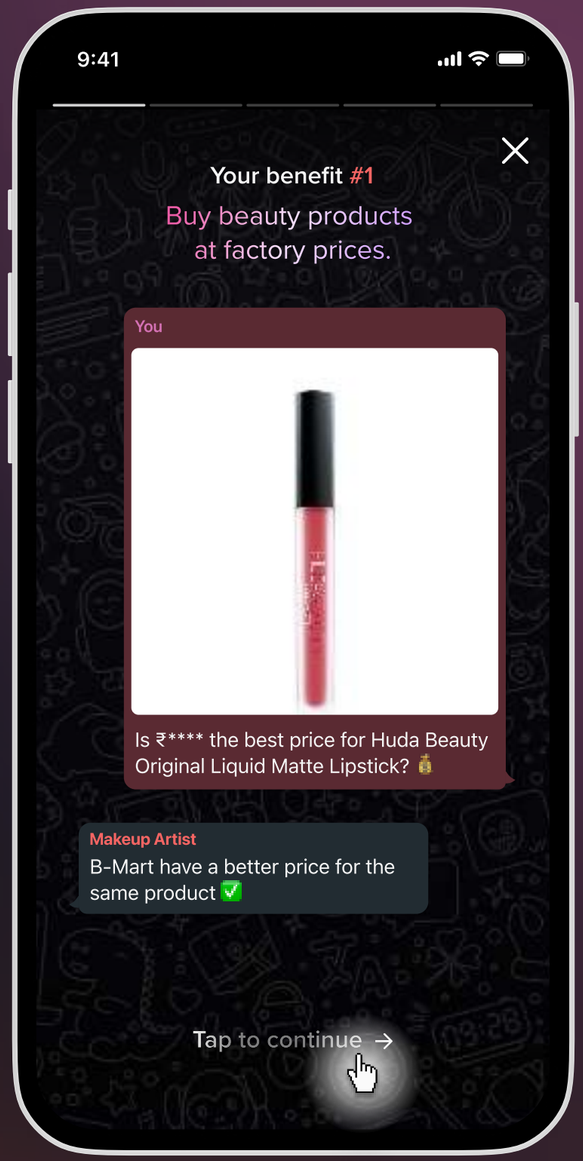
A premium shopping experience, exclusive only for Airblack Members through which they can buy authentic brands at factory prices by consulting a Makeup Artist.

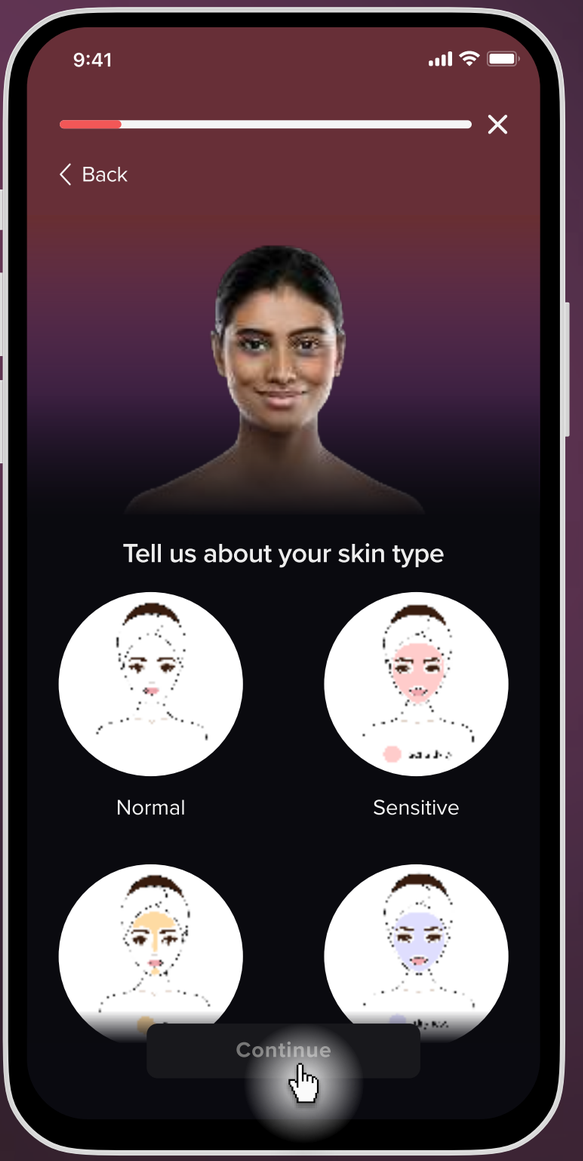


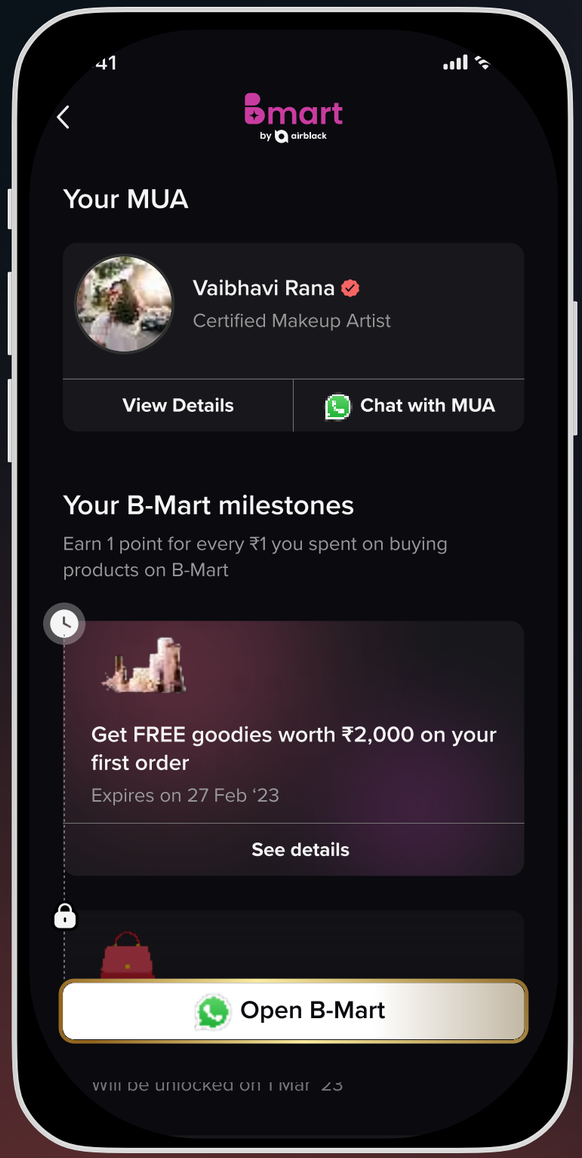
USE CASE: Activate B-Mart on App by completing the onboarding

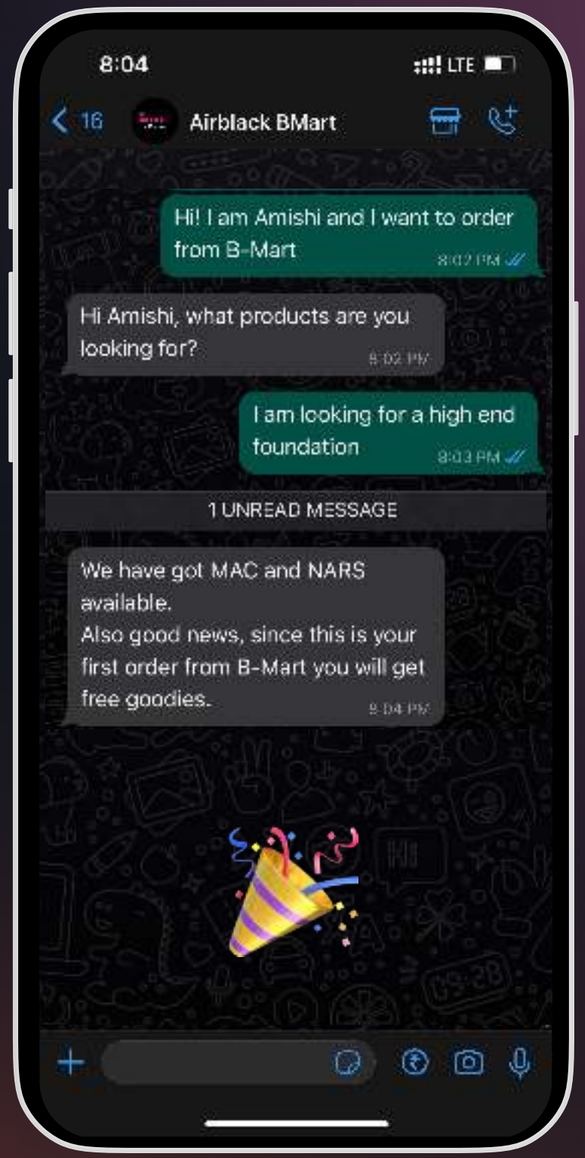












USE CASE: ORDER FROM B-MART THROUGH WHATSAPP

1. Member can contact MUA on WhatsApp by clicking on “Open B-Mart”

2. Members can also track their orders and complete payment from the app