

Liked by Ankita & 30 others

## airblack

## **Product Universe**

8 Pass Makeup Final Exam

Inspiration





Unlock your Graduation Ceremony Invite

# Vaibhavi Rana: Hey all! Here you... 🕖 Prosthetics and Speci... Yesterday Vaibhavi Rana: Hey all! Here you... 🔞 The Burgundy Smok... 20 Feb. 23

Fashion Makeup and... 19 Feb. 23



9:41

w details  $\rightarrow$ 

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.

Unlock your **Graduation Ceremony Invite** by completing the steps above

## Platinum Makeup Course

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Your orientation will be on 8th June, 5:30 PM.

## Everything you need to do

to become a certified Makeup Artist.

Attend Batch Workshops

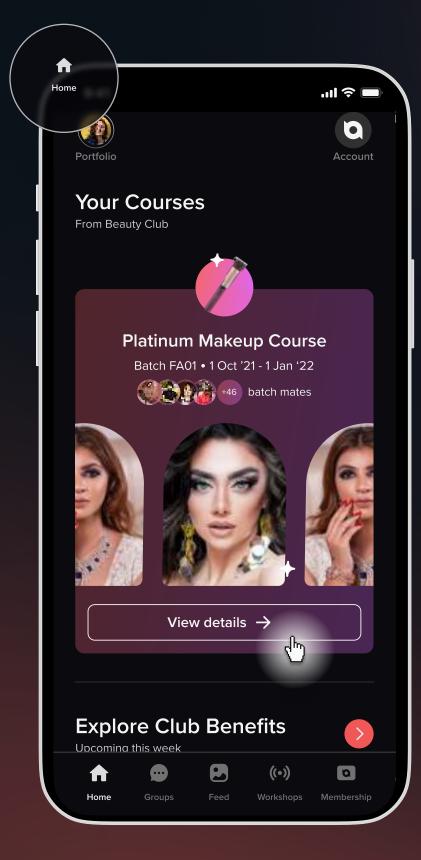
Create Your Portfolio Website

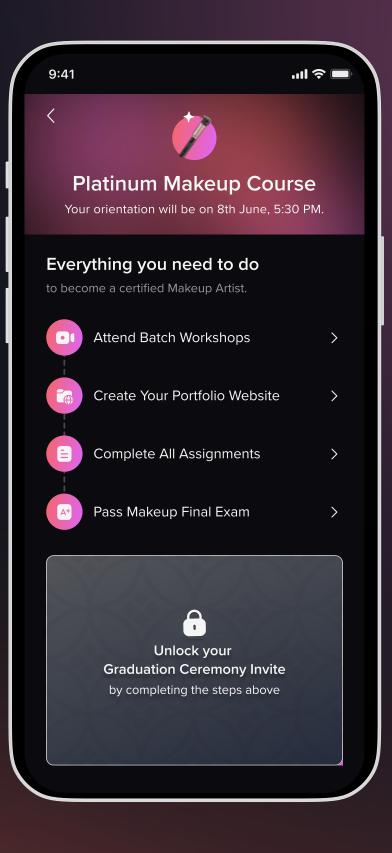
**Complete All Assignments** 

Pass Makeup Final Exam



View d

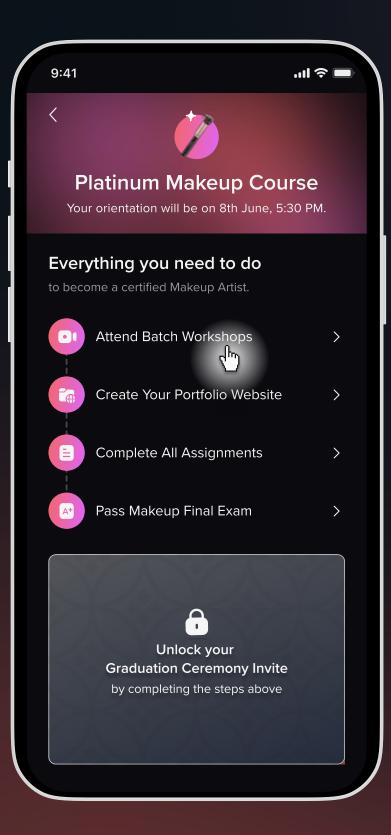




## **USE CASE: AWARENESS AND** TRACKING PROGRESS

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:

 Member can check their workshop schedule for each week

2. Member can see the details of each workshop



#### Create Your Portfolio Website

Ξ



Hi, I'm Rhea Airblack Beauty Club Member Joined in August 2020

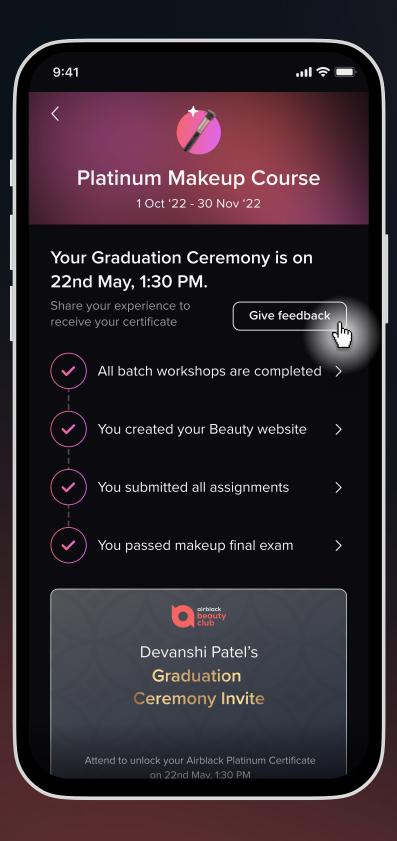
Complete your Portfolio (2/5) Update your profile to share with your friends

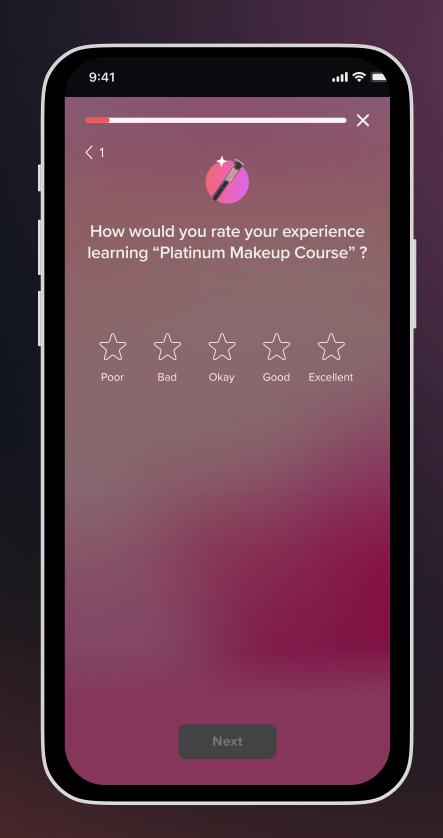
**Complete All Assignments** A+ .... 🗢 🔲 9:41 Makeup Assignments You have 4 assignments left to complete to unlock graduation ceremony & get certified Plushy Eyes Look Completed Day Makeup Look Submit within 7 days to get feedback Submit Now > Eye Shapes & Brows & Double Cut Crease Ethnic Bridal Look Arabic bridal Look (••) Will be unlocked on 13 Oct '22 🔒 Soft Dewy Bridal Look (••) Will be unlocked 27 Oct '22

Pass Makeup Final Exam Exam Makeup Final Exam 🚺 Airblack Expert 🤣 📅 Friday, 29 Dec, 5:30 PM On Zoom, Online • 1 hour • English +46 others attending Group for this workshop will be unlocked in **()** 10 weeks

#### USE CASES:

- Member can check the criteria of completing and sharing their portfolio website from "Share Beauty Portfolio"
- 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"





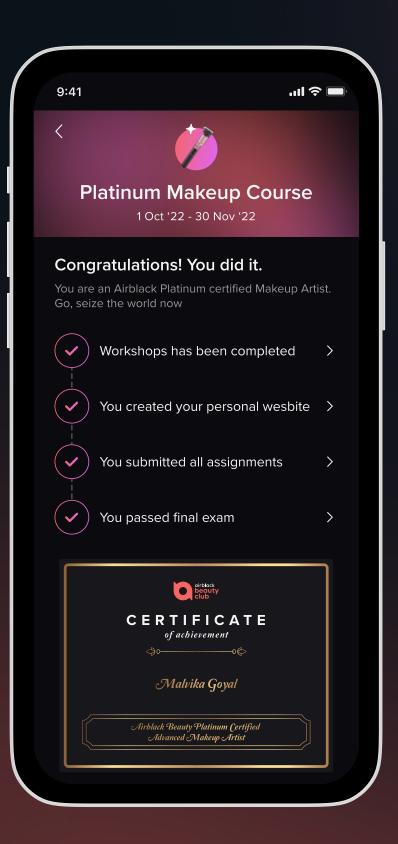
## **USE CASE: GIVE FEEDBACK**

- that address.

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





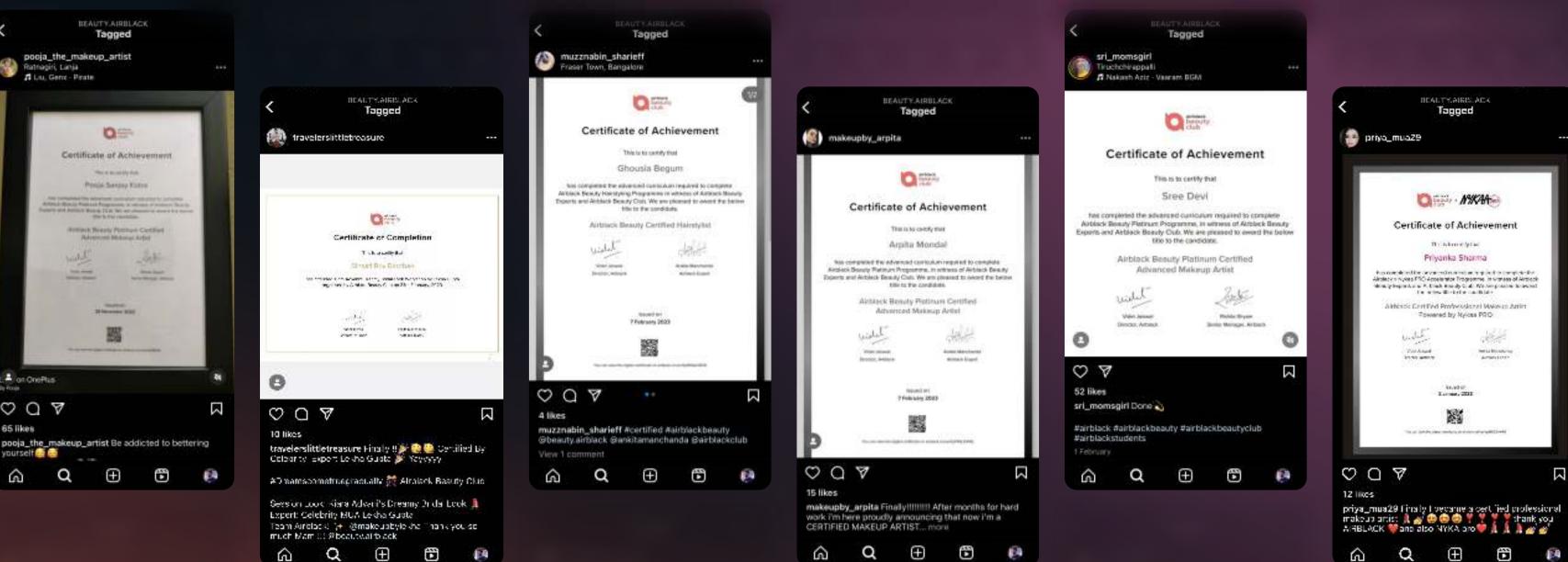
## **USE CASE: GRADUATION**

- certificate digitally

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

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

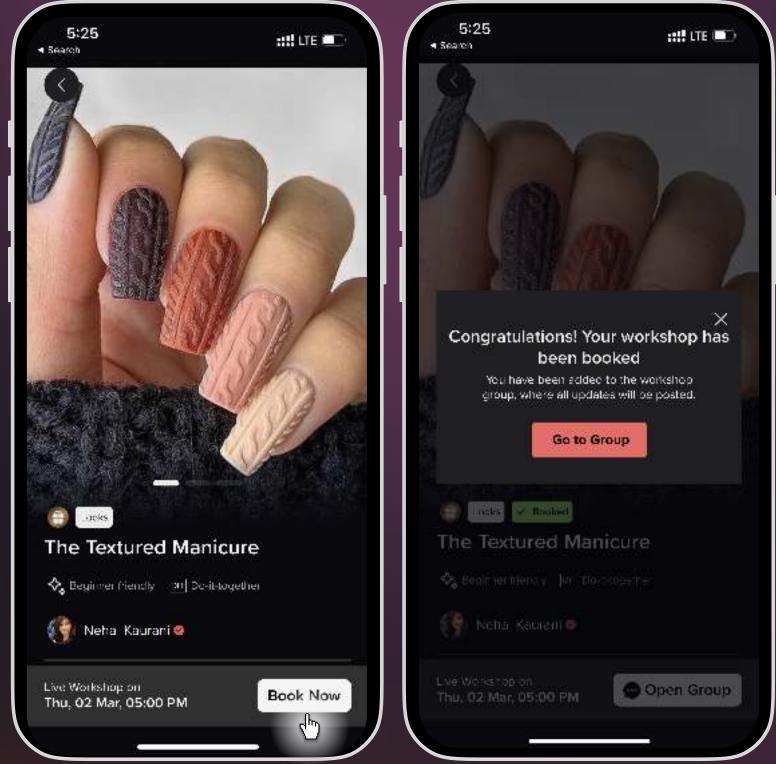




#### USE CASE: Members can still book practise & celebrity workshops according to their membership plans



Club E	Benefits
Upcoming Workshops	ŝ
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28 February, 05:00 PM	
Never Repeats	Never Repeats
🌍 Ankita 🧖	🧐 Neha 🧕
Vou rave sime	d al workshops!



#### Excellent

#### Reviewed by



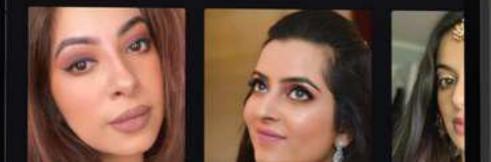
3. Upload minimum 5 photos

#### How to submit

submit below

#### Inspiration

Here are few examples for your reference



## 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



Day Makeup Look (+) 15 October '22 Assignment due in 7 days

#### Assignment Brief

Recreate the Day Makeup Look using the learnings from the workshop

#### Instructions

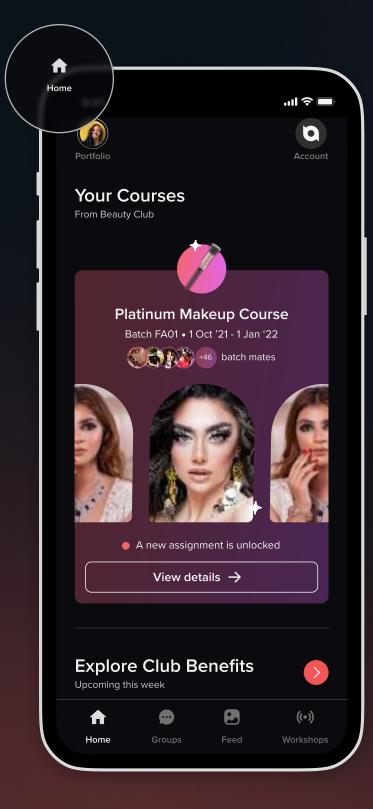
#### Assignment

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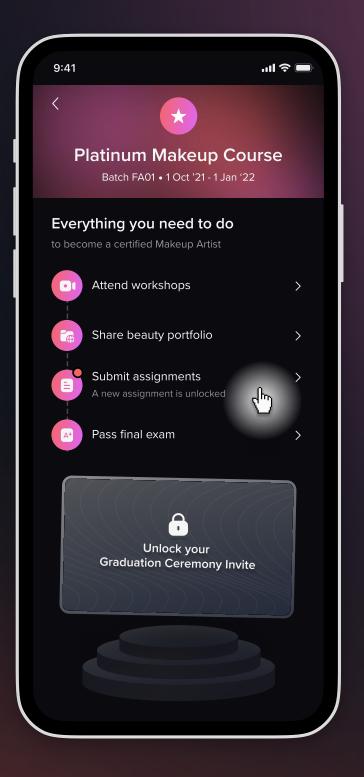
1. Recreate the same makeup look

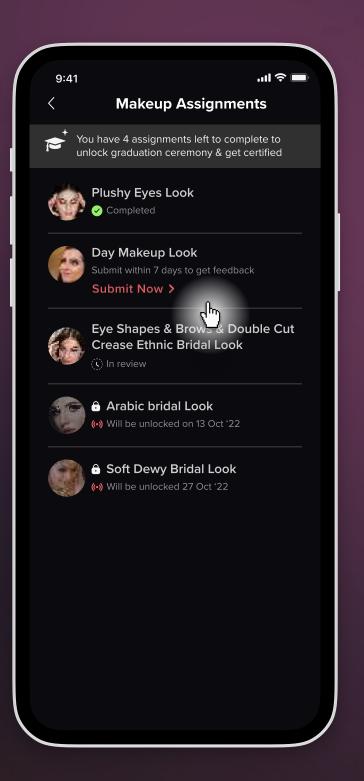
2. Incase you don't have an Airbrush gun, you can complete this look without an Airbrush gun

Take pictures of the final look you created and



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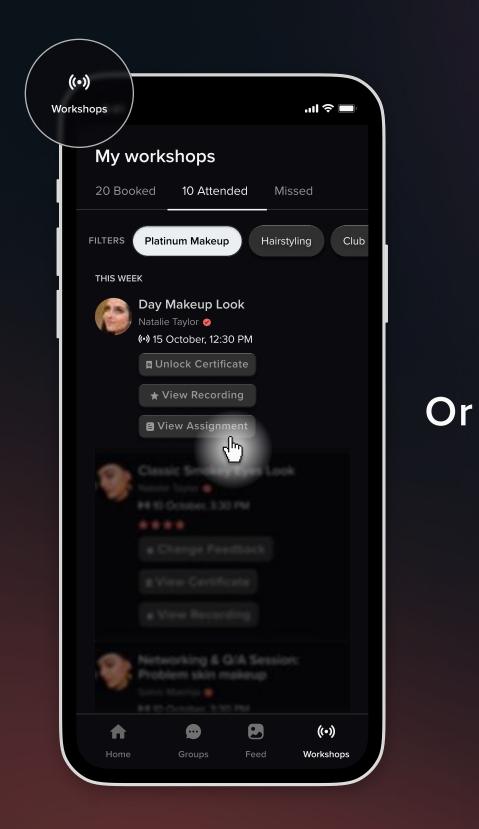


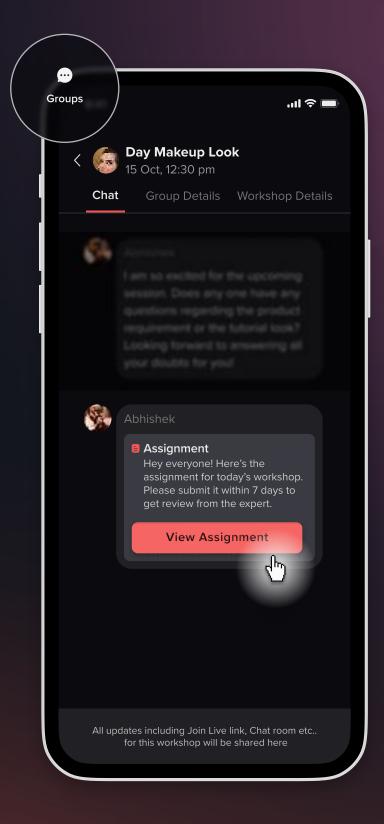


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## USE CASE: AWARENESS

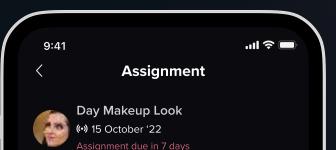
Member will be notified when a new assignment is unlocked for submission





## USE CASE: AWARENESS

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



#### **Assignment Brief**

Recreate the Day Makeup Look using the learnings from the workshop

#### Instructions

1. Recreate the same makeup look 2. Incase you don't have an Airbrush gun, you can complete this look without an Airbrush gun

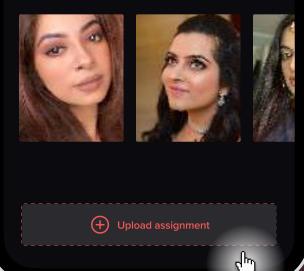
3. Upload minimum 5 photos

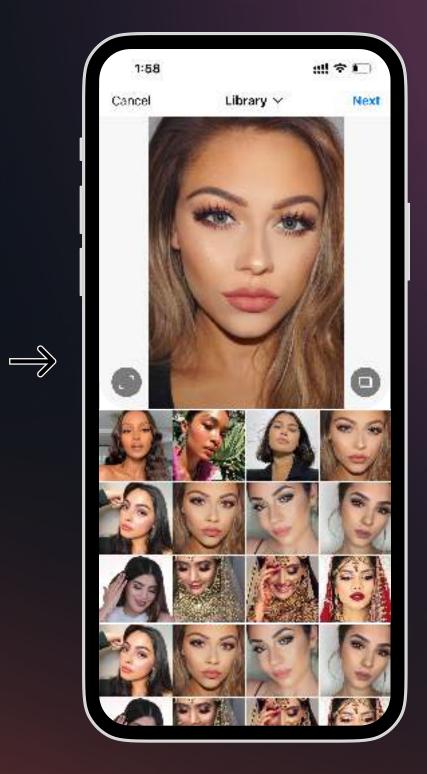
#### How to submit

Take pictures of the final look you created and submit below

#### Inspiration

Here are few examples for your reference





### **USE CASE: SUBMIT ASSIGNMENT**

- submission
- assignment
- 3. Members will be able to see
- looks for their assignment

1. Members will be notified of the deadline for the

2. Members will be able to read a brief of their

references for their assignment

4. Members will be able to upload and submit the



**Your Submission** Your assignment will be reviewed within 24 to 48 hours of submission



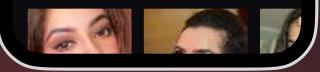
#### **Assignment Brief**

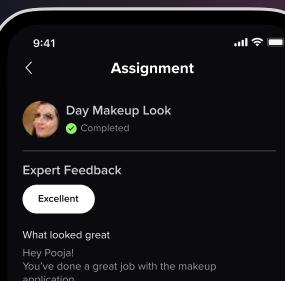
Recreate the Day Makeup Look using the learnings from the workshop

More Details V

#### Inspiration

Here are few examples for your reference





You've done a great job with the makeup application. Eye Makeup is properly blended and the liner looks nice and sharp

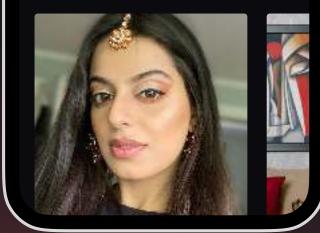
#### What could have been better

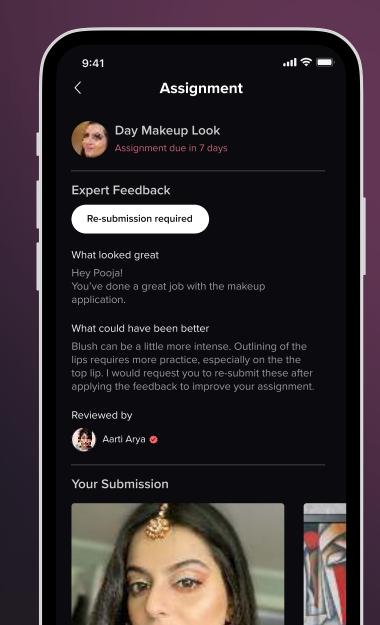
Blush can be a little more intense. Outlining of the lips requires more practice, especially on the the top lip

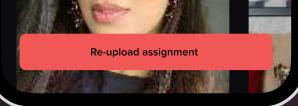
#### Reviewed by



#### Your Submission

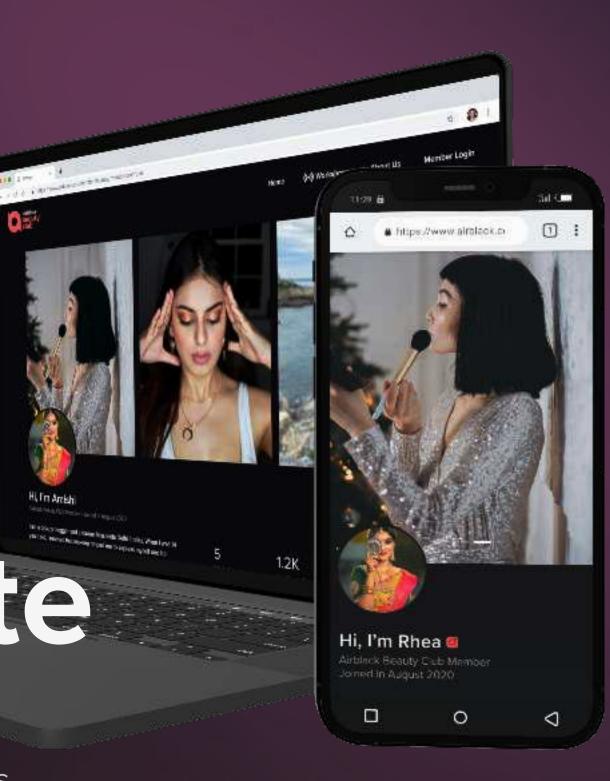






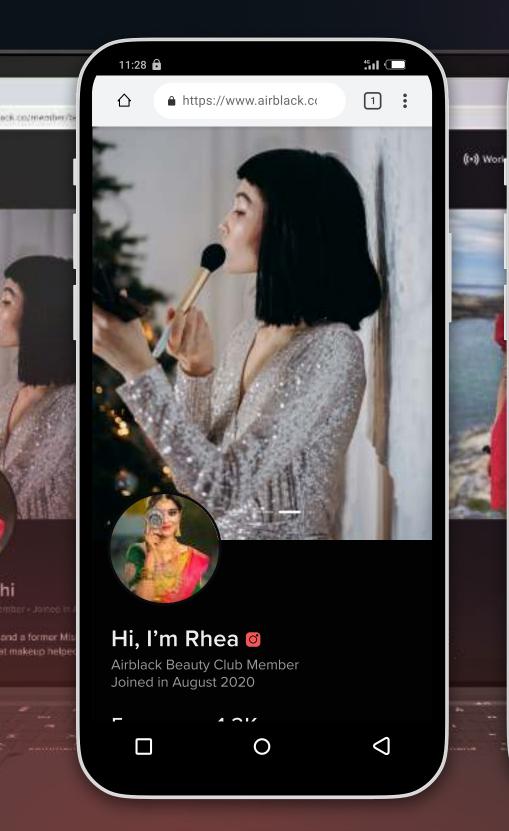
#### USE CASE: AWARENESS

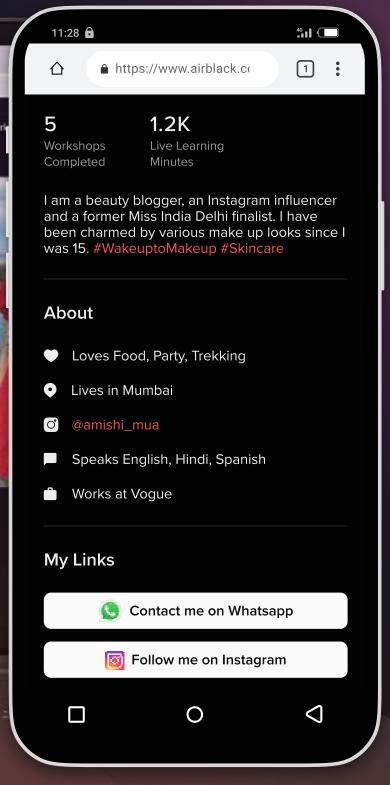
- 1. Members will be notified of the status of the submission
- 2. Members will be able to see the feedback given by the expert after their assignment has been reviewed
- Members will be notified if they have been asked by the expert to re-submit their assignment



## 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.





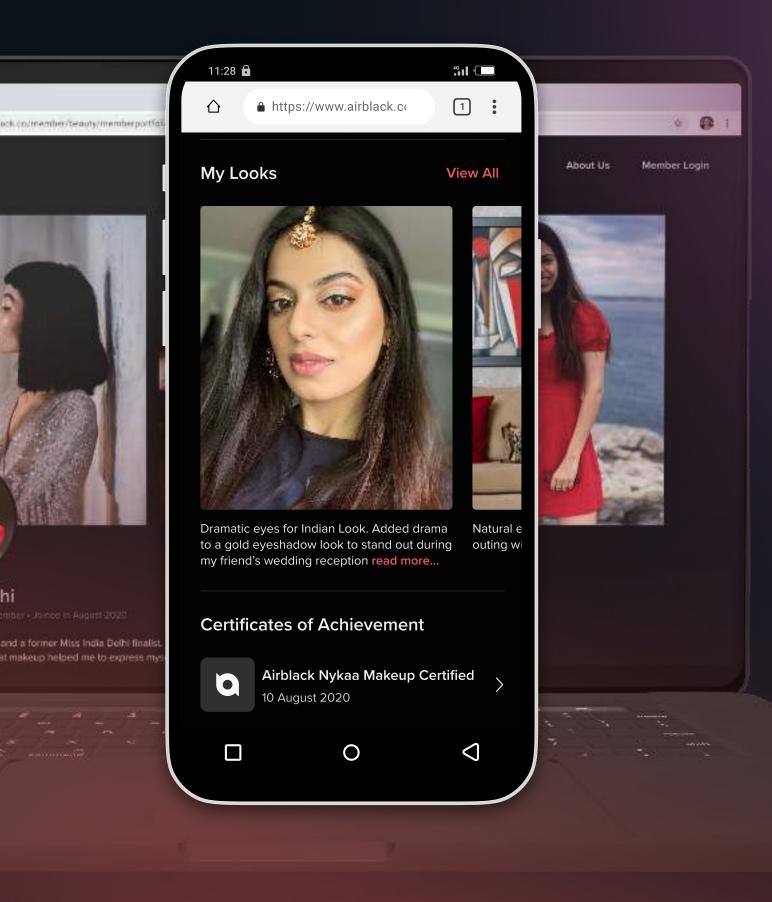
## PORTFOLIO VISITOR ON WEB USE CASES:

- basic details added by the artist

  - b. Bio and other details
  - c. Social links to artist's work
- Airblack

1. Visitors will be able to view the artist's portfolio on any web browser which will have following a. Artist profile phot and cover photos

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



## PORTFOLIO VISITOR ON WEB USE CASES:

- the artist and judge their skill
- as a sharable website link

1. Visitor will be able to see the looks created by

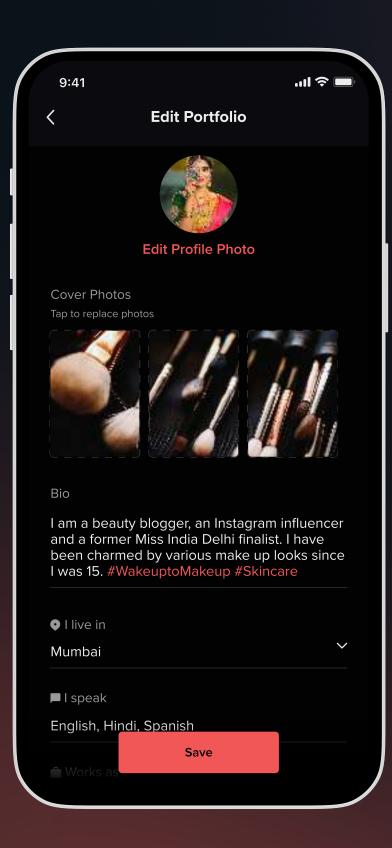
2. Visitors will be able to share the artist's portfolio

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



#### MEMBER USE CASES: PREVIEW & SHARE

- 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



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## MEMBER USE CASES: EDIT & UPDATE BASIC DETAILS

- profile photo
- cover photos
- themselves in their portfolio
- details like
  - a. Location
  - b. Languages they speak
  - c. Where do they work now

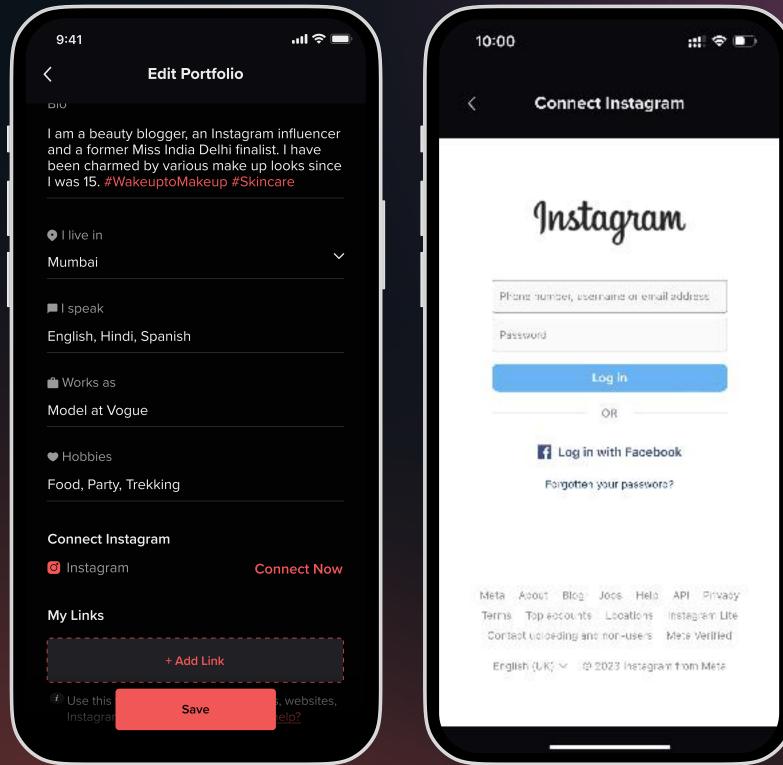
1. Members will be able to add and update their

2. Members will be able to update their website

3. Members will be able to write 2 to 3 lines about

4. Members will be able to update their basic

d. What are they passionate about

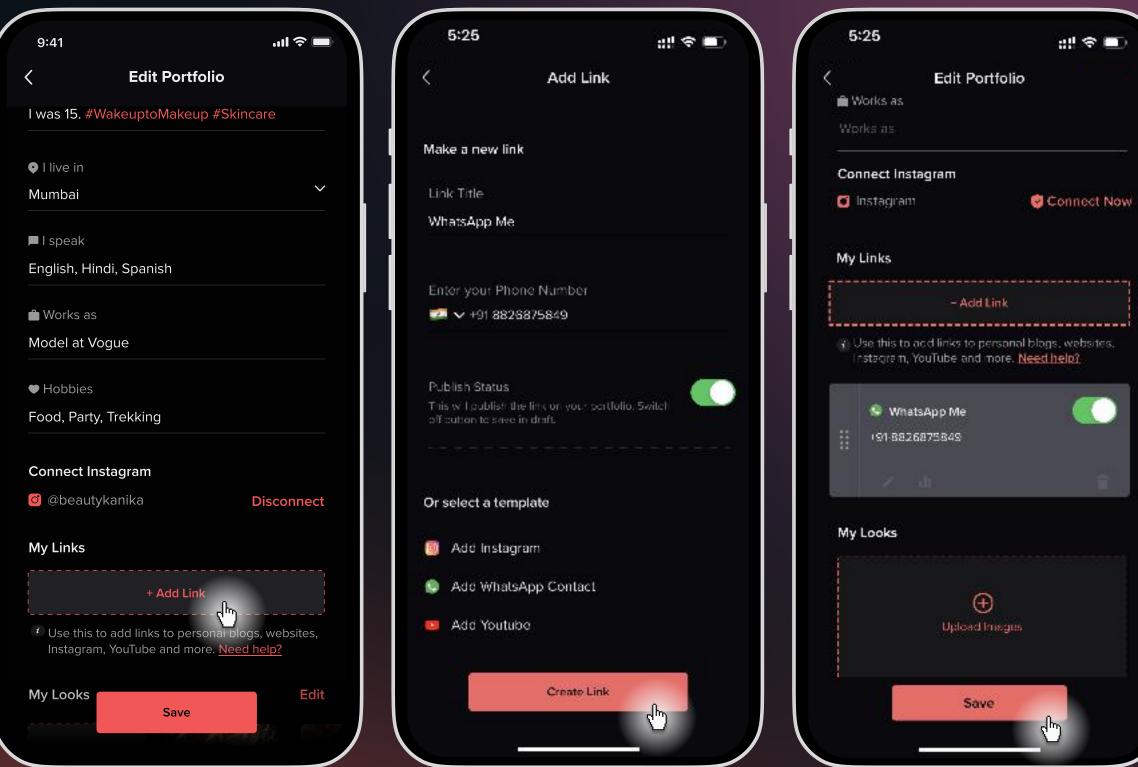


## MEMBER USE CASE: CONNECT INSTAGRAM ID

- their work

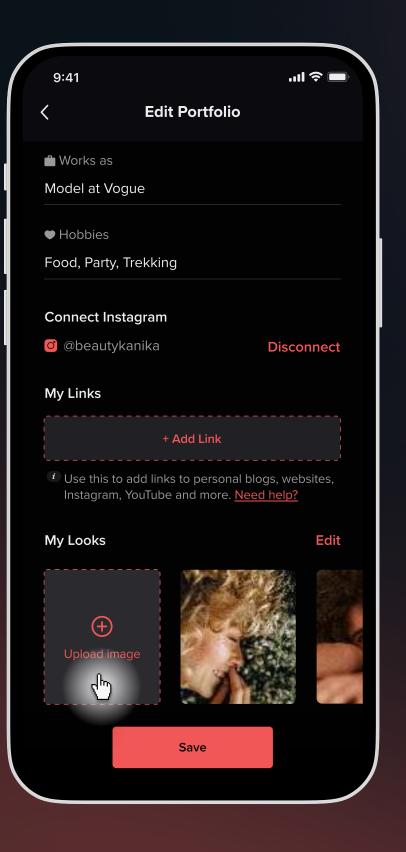
1. Members will be able to connect their Instagram ID with Airblack portfolio

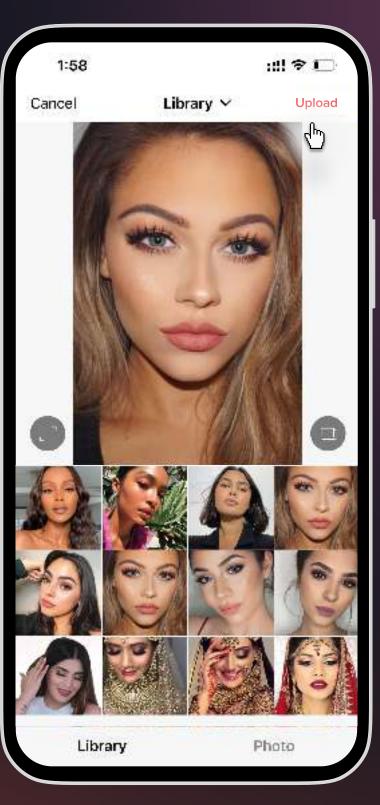
2. Members will be able to upload photos directly from Instagram to Airblack portfolio to showcase

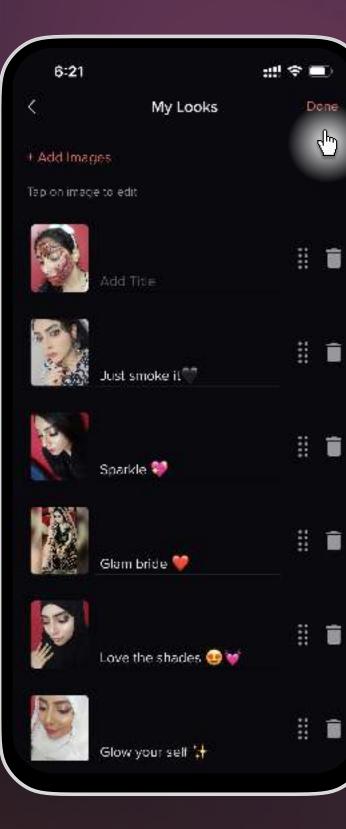


### USE CASE: ADD LINKS

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







## USE CASE: UPLOAD LOOKS

- 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.

#### 9:41

#### Featured

My Showcases

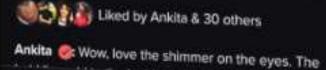


Looks created by Airblack members that got featured by Beauty Experts! Watch how to get featured

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Drishti Sadhwani Featured by Aani Makkar @ 10 mms 400



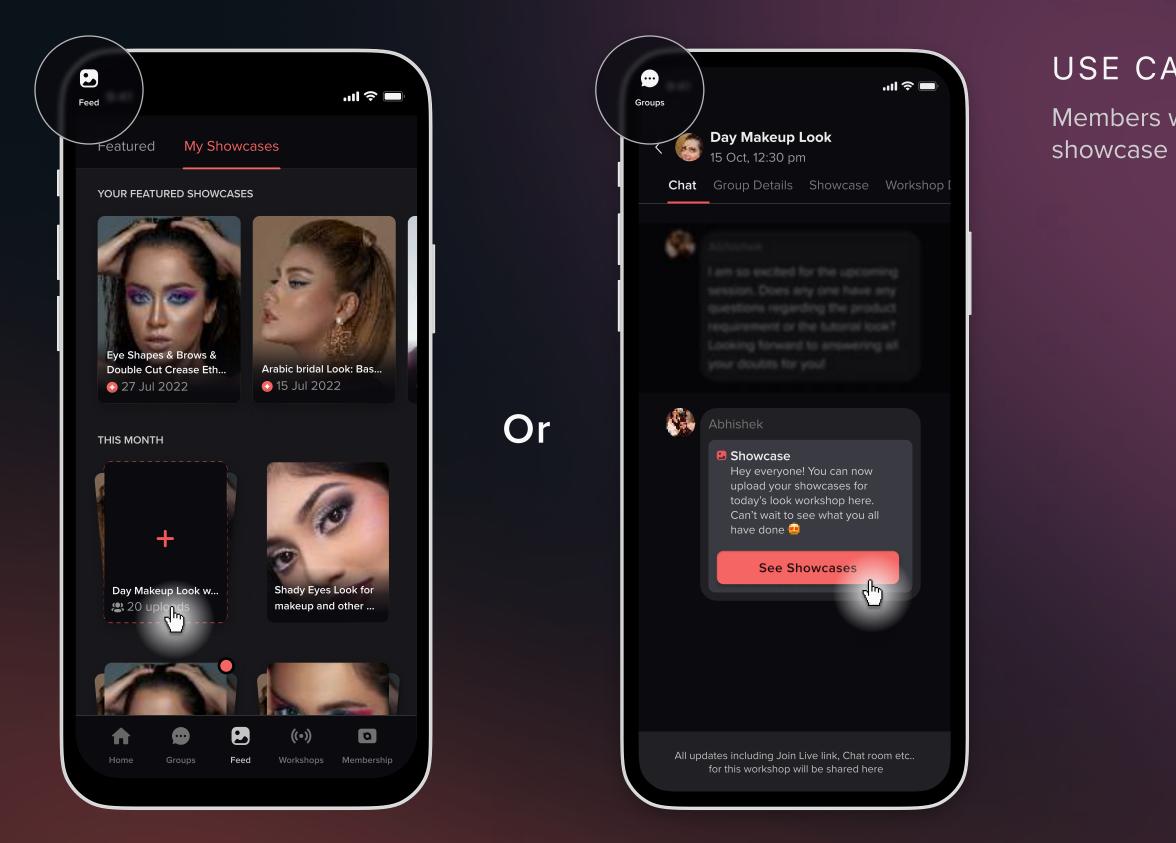


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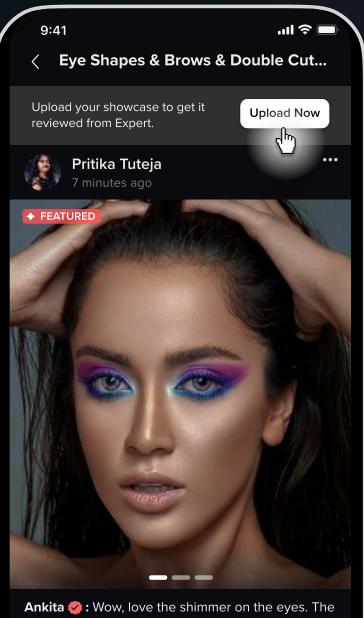
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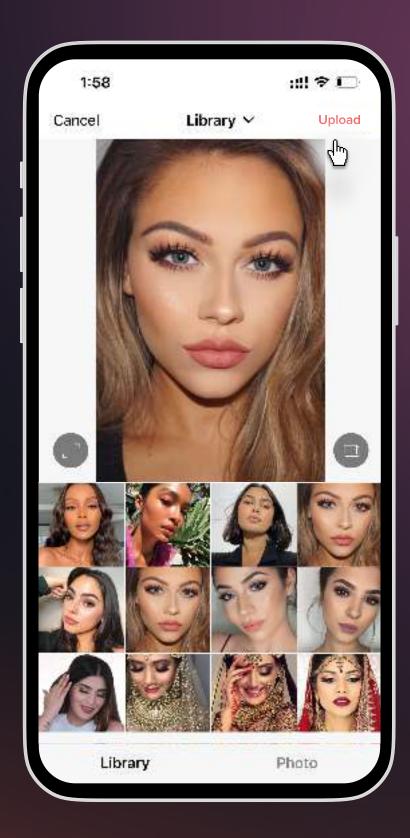
### USE CASE: AWARENESS

Members will be notified when a showcase is open for submission



bold lips add to the look! 10 mins View all comments >

\$,

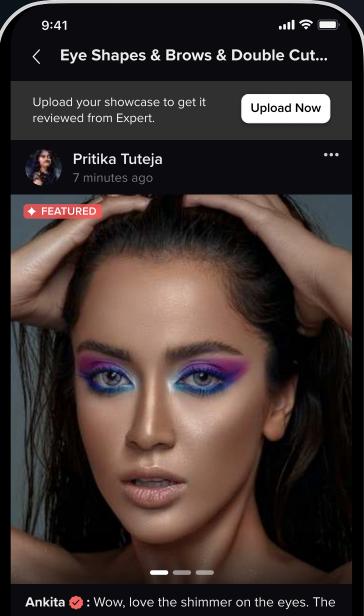


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## USE CASE: PREVIEW & UPLOAD

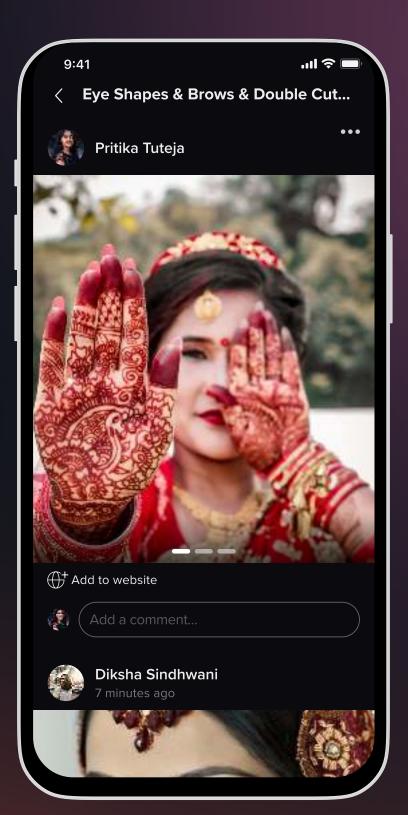
Members v submit it

Members will be able to upload a showcase and



bold lips add to the look! 10 mins View all comments >

Add a comment..

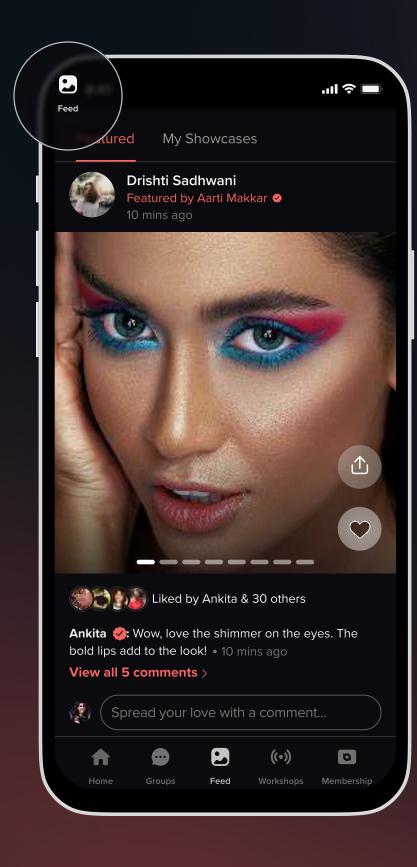


## **USE CASE: BROWSE & ENGAGE** ON PRIVATE GROUP FEED

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.



Your request to a accepted. MUA E Manchanda will b on Saturday

Double tap to react

#### 12:23

Q. Search groups

Lost Week

This Week

Club Benefits

m

::!! LTE



QnA & Doubt Resolut... 1 hour ago 28 February, 06:00 PM Manik: 🚺 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... (7)



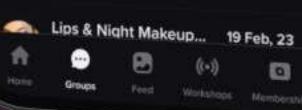
Prosthetics and Speci... Yesterday Workshop ended Vaibhavi Rana: Hey all! Here you... 6



The Burgundy Smok... 20 Feb, 23 Workshop ended Manik: Shared showcase widget

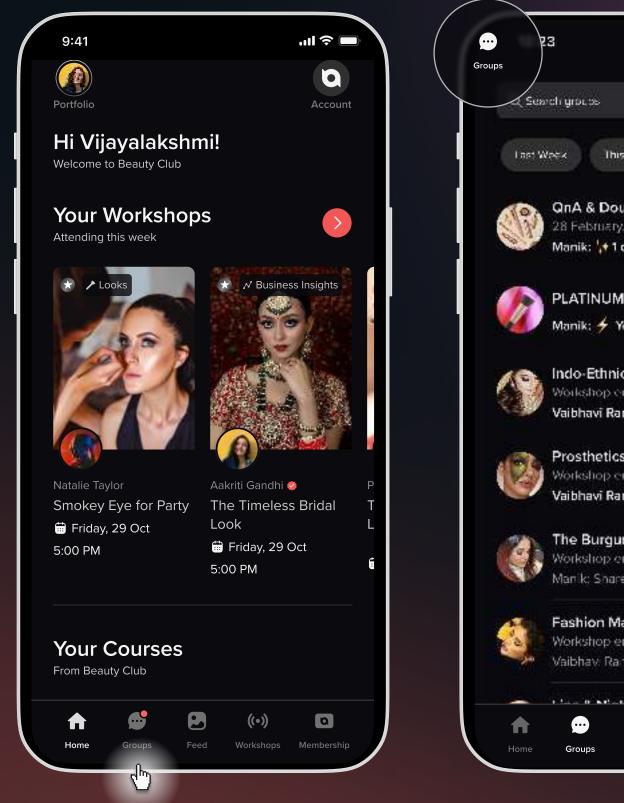


Fashion Makeup and... 19 Feb, 23 Workshop ended Vaibhavi Rana: Hey all! Here you...



Pre-S





#### still LTE This Week Club Banefits QnA & Doubt Resolut... 1 hour ago 28 February, 06:00 PM Manik: 🙀 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 alll Here you... 🤕 Prosthetics and Speci... Yesterday Workshop ended Vaibhavi Rana: Hey all! Here you... 🙃 The Burgundy Smok., 201-eb. 23 Workshop ended Manik: Shared showcase widget Fashion Makeup and... 19 Feb, 23 Workshop ended Vaibhav: Raha: Hey all! Here you... O BRAND BALLAND 40 6-4 33 ((•)) ۵ Membershi

## MEMBER USE CASE: AWARENESS

- messages
- using filters like

1. Group members will be notified of new group

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 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

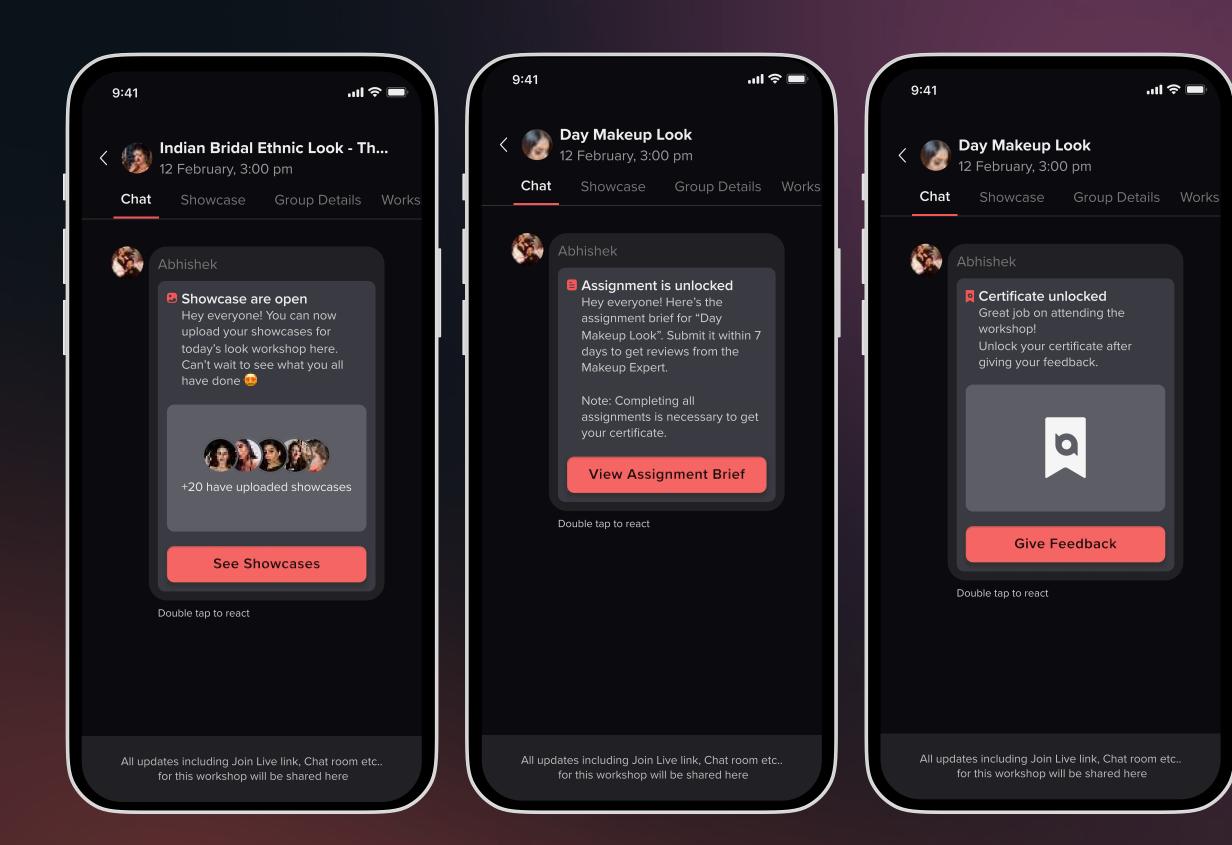




## MEMBER USE CASE: AWARENESS

1. Members will be able to see group details like

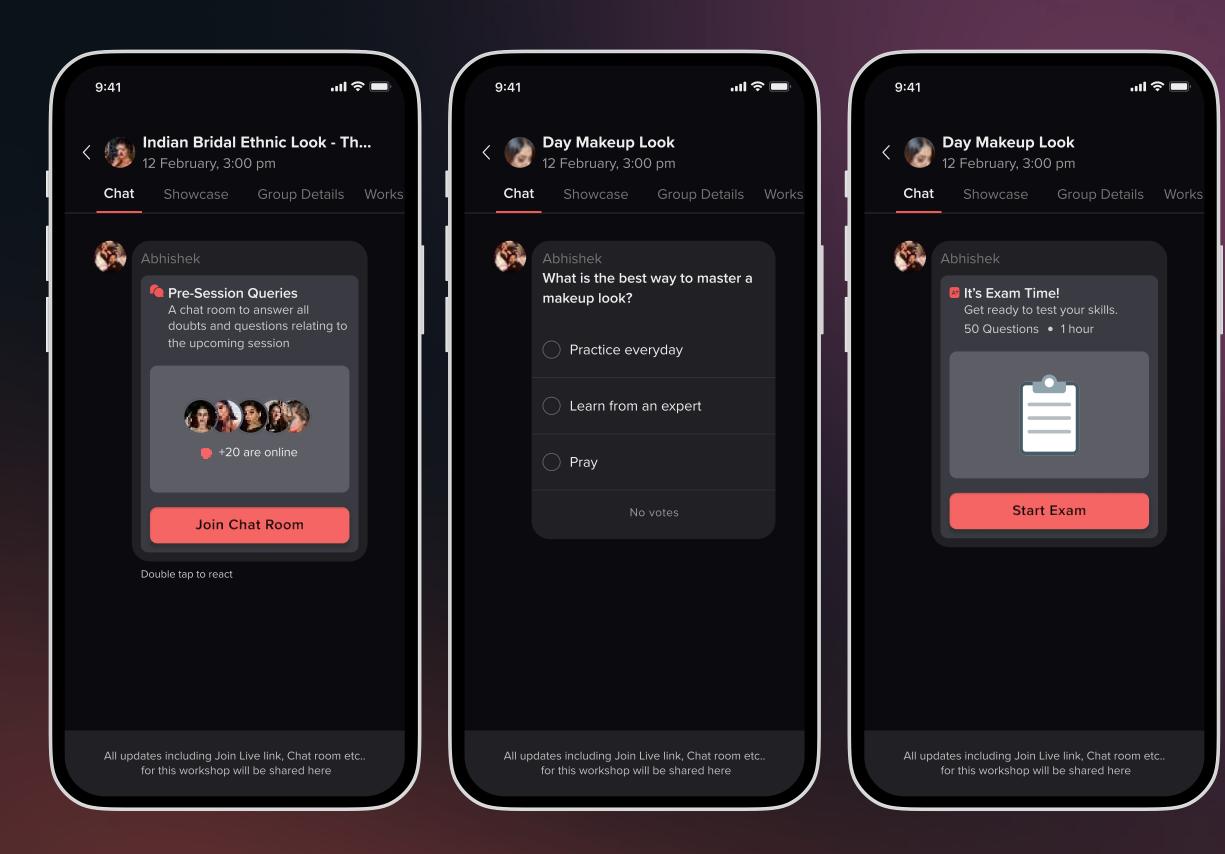
- a. Members of the group
- b. Workshop details (if it's a workshop group)
- c. Showcase tab (if the group is of a look workshop with showcase feature available)



### MEMBER USE CASE: ENGAGEMENT

 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

 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

Message...

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Hello Aleena, here are photos of the look I mentioned.

S 0



## ADMIN USE CASES: INTERACT WITH **GROUP MEMBERS**

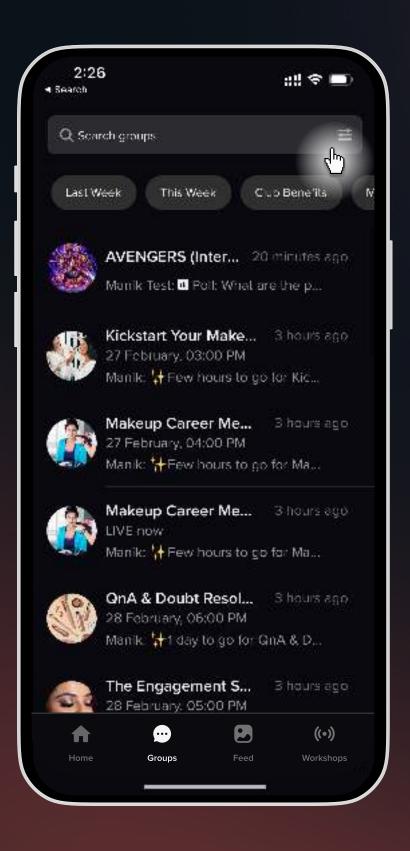
- images or widgets
- messages too.

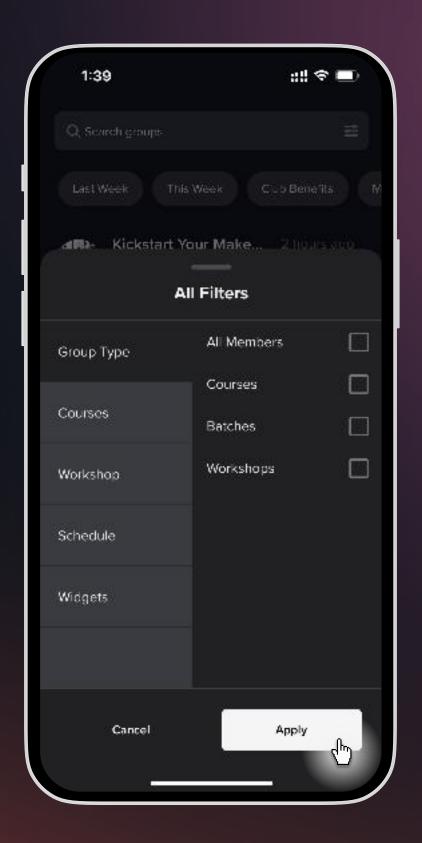
Piri	
Reply	
Сору	
Delete	

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,

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

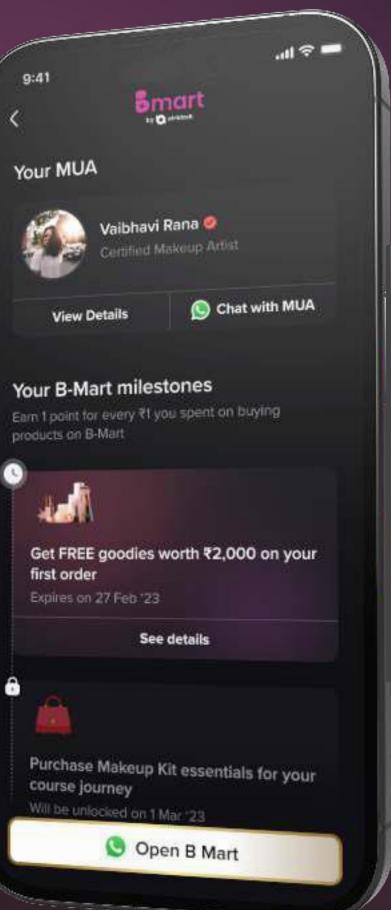






## ADMIN USE CASES: FILTER GROUPS

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.





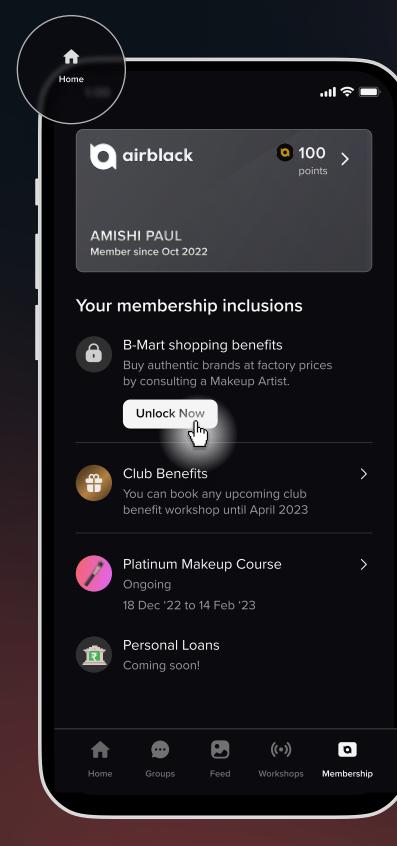




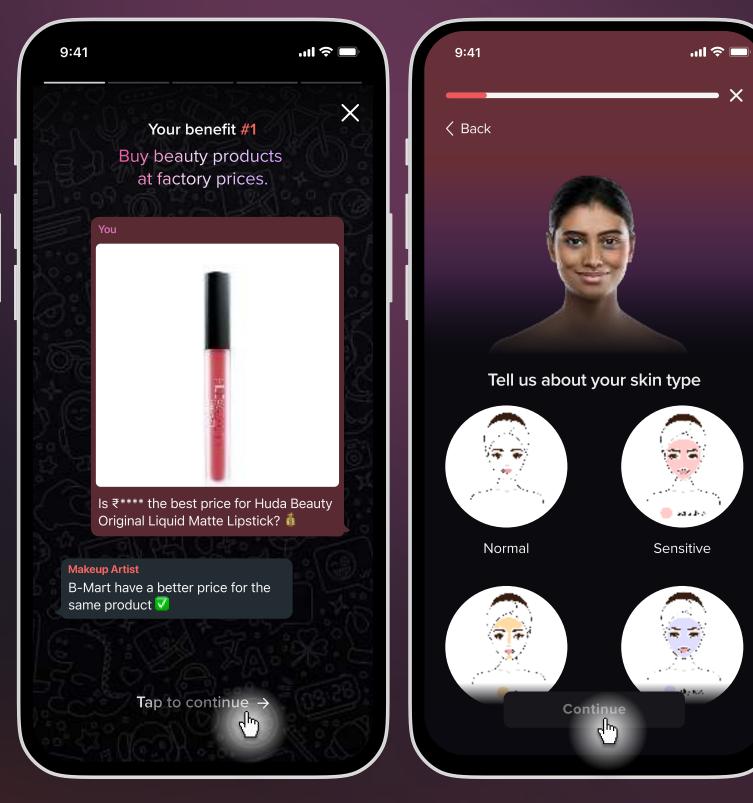
## **Pmart** by oirblack

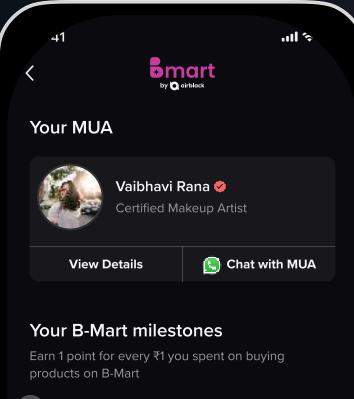
A premium shopping experience, exclusive only for Airblack Members through which they can buy authentic brands at factory prices by consulting a Makeup Artist.

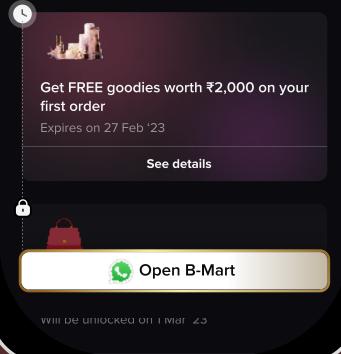
#### **USE CASE:** Activate B-Mart on App by completing the onboarding

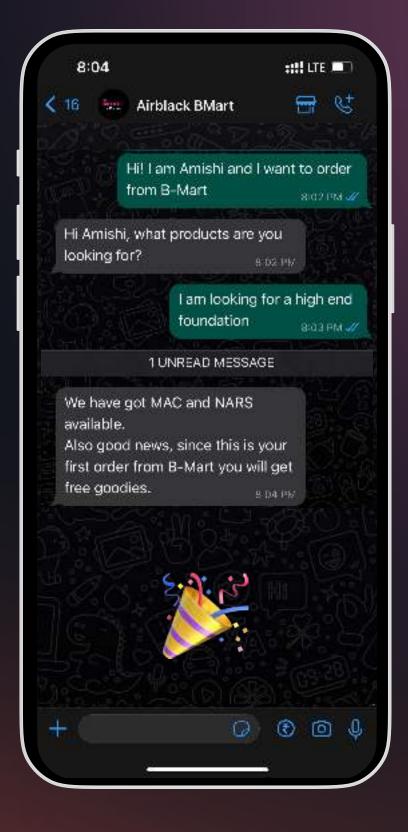












## USE CASE: ORDER FROM **B-MART THROUGH WHATSAPP**

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