

NailStyle Advisor

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Introduction

- Choosing nail designs can be overwhelming with so many styles and trends available.
- Many users struggle to find designs that match specific occasions, budgets, or personal preferences.
- This contributes to decision fatigue, where too many choices reduce decision quality (Pilat & Sekoul, 2021)
- Goal: NailStyleAdvisor helps users discover nail designs tailored to their needs using a simple, interactive system.



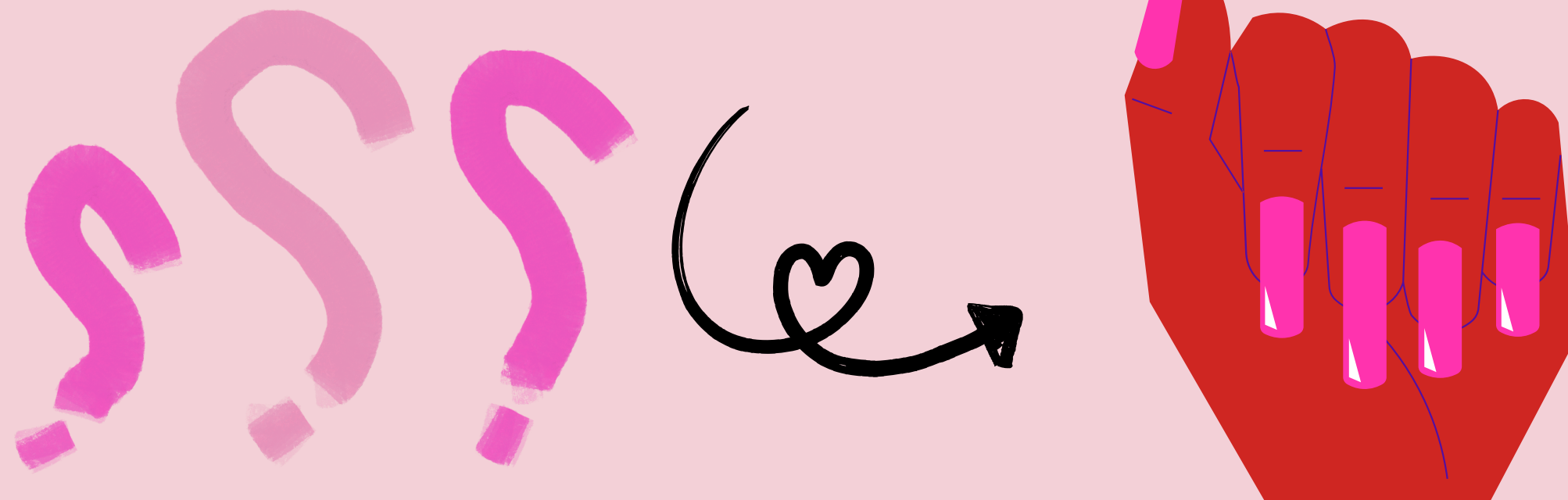
Background

- Users experience decision fatigue when choosing nail designs.
- No tool that:
 - Matches designs to occasions (work, birthday, interview, etc.)
 - Considers budget constraints
- Limited guidance on style choices and pricing
- Excessive options reduce satisfaction and decision quality (Choudhury & Saravanan, 2026)



Purpose

- The lack of personalized guidance in nail design selection leads to decision fatigue and poor user satisfaction.
- Existing platforms showcase designs but do not guide users based on occasion, budget, or preferences.
- NailStyleAdvisor solves this by providing a personalized, user friendly recommendation system.



Solution

How NailStyleAdvisor helps:

- Provides personalized nail design recommendations
- Filters options based on:
 - Occasion
 - Budget
 - Style preference
- Simplifies decision-making with a clean interface
- Enhances user confidence in their final choice



Research Questions

- How can a digital platform help clients choose nail designs suited to specific occasions and budgets?
- How can decision support system design principles be applied to improve user navigation and selection efficiency within a beauty focused digital platform?

Development

- Development Process:
 - The NailStyleAdvisor was developed using HTML, CSS, and JavaScript
 - Designed with a user focused approach to ensure simplicity and accessibility
- Ethical Considerations:
 - No personal data required
 - Prevents misuse through controlled inputs
 - Inclusive and accessible design for all users

Features - Design Selection

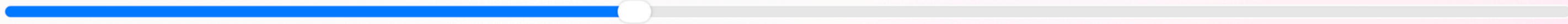
- Users select an occasion (birthday, interview, personal.)
- Visual based interface for easy interaction
- Recommendations based on input



Features - Budget Logic

- System adjusts design options based on budget input
- Lower budgets → simpler designs
- Higher budgets → more detailed/custom designs
- Helps users stay within financial limits while still looking good

Choose Your Budget



Budget: \$70

Demo

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Future Improvements



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- Add AI-based recommendations for smarter personalization
- Include real time pricing from nail technicians
- Expand design database with trending styles
- Add booking feature for appointments
- Mobile app version for accessibility

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Questions?

Thank You

