

Stanley College of Engineering & Technology for Women (Autonomous)

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Department of Computer Science & Engineering

Project Expo

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ABSTRACT

In this fast paced world, time is the most precious wealth. The time spent on shopping these days has been cut off significantly due to the introduction of online shopping. However, online shopping provides a huge range of variety making the user spend loads of time choosing their products. In skincare shopping, knowing your skin and understanding what's best for your skin is the most crucial thing in deciding the products you would want to purchase.

Our goal was to create a website that would help user's understand their skin better and spend their money in the right place. Our website lets the user answer a quick and simple questionnaire which asks questions regarding their skin condition. We then analyze the answers and prepare a skincare products list. This product list is catered to an individual's skin. We provide links to the products so that the purchase is just a click away.

Overall, understanding what products are the best for one's skin is the main goal of our website. Treating the skin better will enhance the glow on the face and boost one's confidence in themselves.

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❖ **PROBLEM STATEMENT**

The skincare industry is rapidly growing, with an increasing number of products being introduced to the market. However, with this abundance of options, customers often find it difficult to navigate the skincare landscape and identify the products that best suit their needs. This lack of clarity can lead to frustration, confusion, and ineffective skincare routines. Therefore, there is a need to better understand the needs and preferences of skincare consumers, as well as their awareness and knowledge of skincare products and ingredients.

The purpose of the questionnaire is to understand the skincare concerns and habits of consumers, and their experiences with skincare products. The goal is to identify the gaps in knowledge and usage of skincare products, and to gather insights to help and guide consumers make informed decisions about their skincare routine.



SCOPE

The scope of this website includes:

- Gathering information about the skincare concerns, habits, and product preferences of consumers across different age groups and genders.
- Managing online shopping easily.
- Easy & Quick access to particular product & services.
- System is easy to handle & user friendly.
- Time required for accessing any detail is reduced.
- Users can view details of the products in one click.
- Convenience for users as this system provides accurate cost & description of the product.

❖ **OBJECTIVES**

The project objectives are:

- To take a user's skin conditions through a questionnaire.
- To analyse the problems in regards with the skincare.
- To provide recommendations for skincare brands, retailers, and consumers based on the survey results
- To provide a site where users can view various cosmetic products along with their description.
- To provide user with a flexible & attractive GUI that shows them a list of products & help carry out all the shopping activities online.
- To create awareness about the importance of skincare and how it affects overall health and well-being.

❖ **SYSTEM REQUIREMENTS**

➤ **Hardware Requirements:**

- A laptop/ computer to work on the code
- 8GB RAM
- Processor: i3 and above

➤ **Software Requirements:**

- A code editor : Visual Studio Code
- A browser: Google Chrome
- Languages used:
 - HTML- Hyper Text Markup Language
 - CSS- Cascading Style Sheets
 - JS- JavaScript



ADVANTAGES OF THE PROPOSED SYSTEM

The advantages of our website are:

- Identifying gaps in knowledge: The questionnaire helps to identify areas where consumers may lack knowledge or understanding of skincare, which can inform educational initiatives.
- Generating data-driven insights: The survey can provide valuable data-driven insights that can inform business decisions and drive growth.
- Improving customer satisfaction: By understanding the skincare concerns and habits of consumers, the system is able to provide the consumer with better skincare.

❖ **FRAMEWORK AND MECHANISM**

HTML

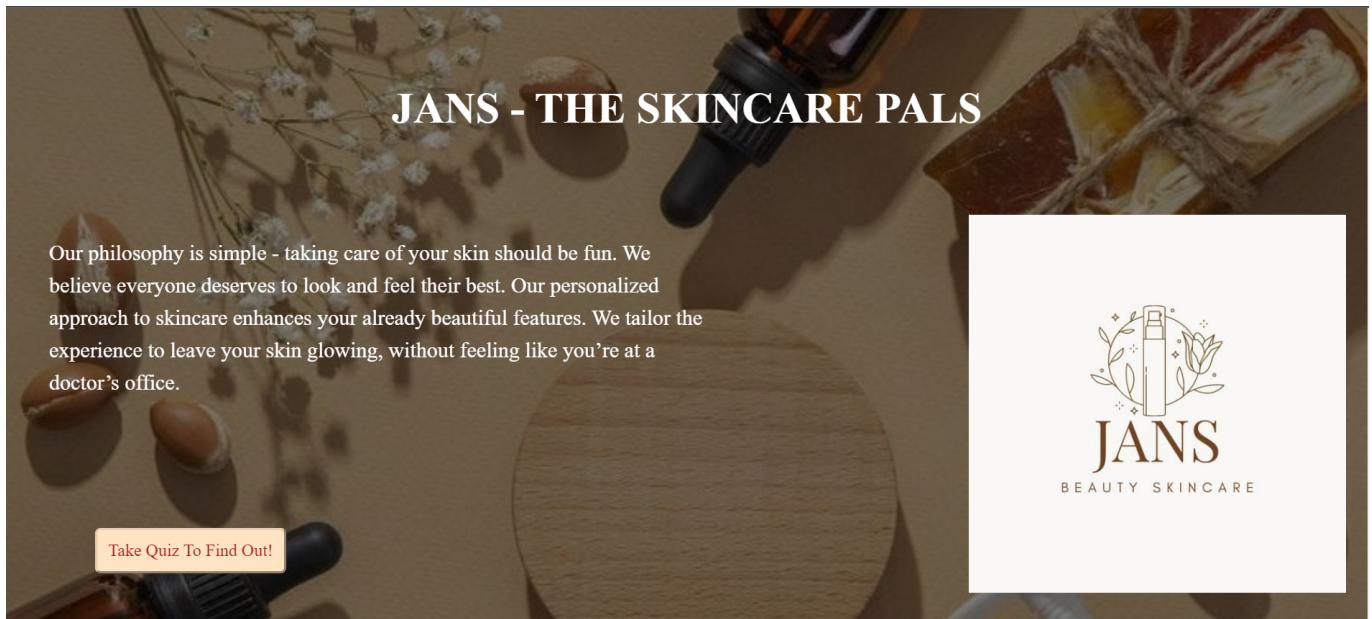
Our website consists of three html pages:

- ~ The home page
- ~ The questionnaire page
- ~ The result page

The Home Page:

The home page gives an introduction to our website. It consists of a brief passage on skincare, our logo and the button to take the quiz.

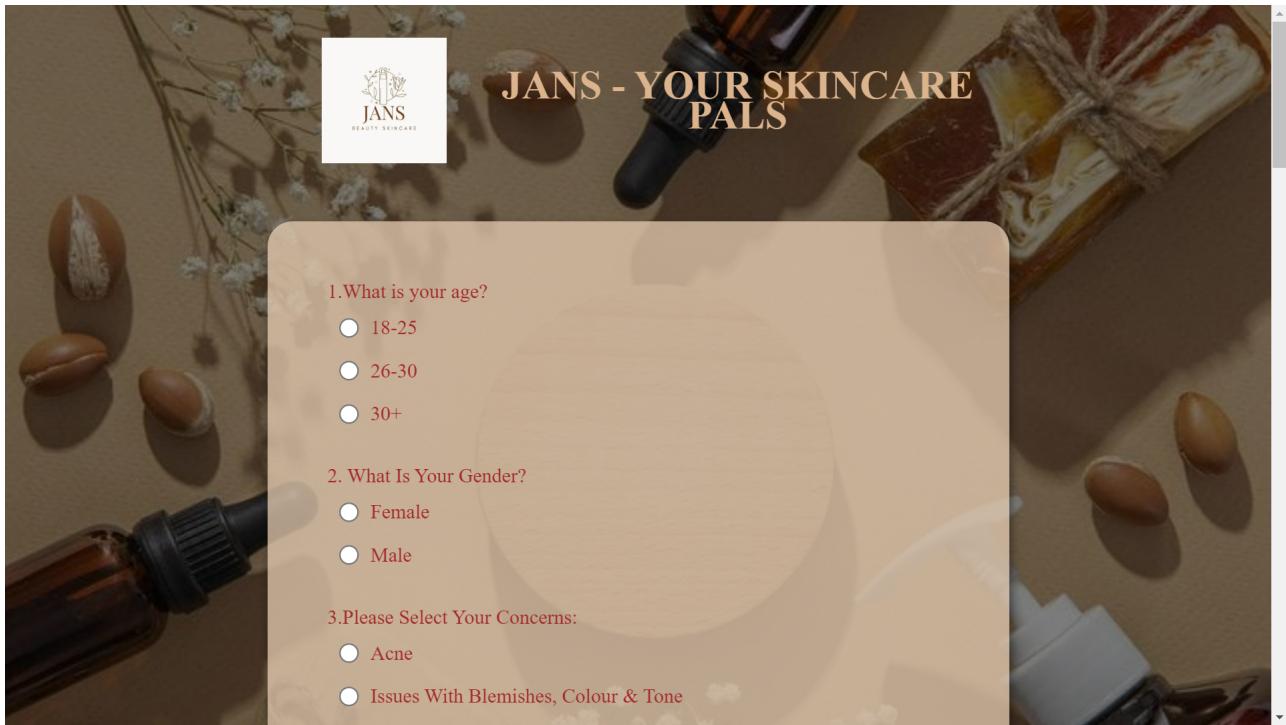
Output:



The Questionnaire Page:

This page is where the questionnaire is. Upon clicking the "Take quiz to find out!" button, the user is directed to this page. The html file for this consists of all the questions and the layout for the same.

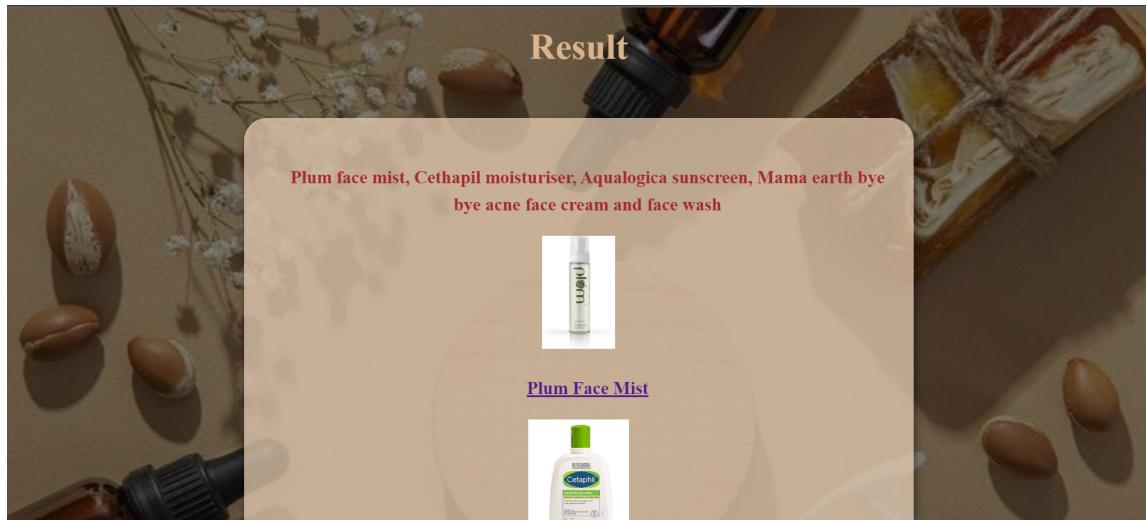
Output:



The result page:

This page is where the result based on the quiz is generated. It has a generate button which gives us the result and redirecting buttons to the home page and quiz.

Output:



CSS:

The stylesheet used is constant throughout the website. All the classes are designed in one css file to maintain uniformity.

Code snippet:

```
# styles.css > body
1  body{
2    background-color: #e6ccb2;
3    font-family: 'Times New Roman', Times, serif;
4    font-size: 20px;
5    line-height: 1.5em;
6    background-image: url(background.jpg);
7    background-repeat: no-repeat;
8    background-attachment: fixed;
9    background-size: cover;
10 }
11 html,body{
12   margin: 0;
13   height: 100%;
14 }
15 p{
16   color: brown;
17   padding-left: 20px;
18 }
19 h1{
20   color: #dbb48d;
21   margin: 5%;
22   text-align: center;
23 }
24 .container{
25   display: flexbox;
26   justify-content: center;
27   align-items: center;
28   color: brown;
29   border-radius: 25px;
30   padding: 25px 40px 25px 40px;
31 }
32 label{
33   display: block;
34 }
```

JavaScript:

The javascript file is connected to the result page to provide us with results based on the questionnaire answers. For this we used the local storage *setItem* method to store the answers and accessed them in the javascript file using the *getItem* method.

```
var q1 = document.querySelector('input[name="age"]:checked').value;
localStorage.setItem("q1",q1);
```

```
var q1 = localStorage.getItem("q1");
var q2 = localStorage.getItem("q2");
```

These answers were then analysed and depending on the score the results were displayed upon the click of a button.

```

if (q1 === 'a1' && q2 === 'a2' && q3 === 'a3' && q4 === 'a4' && q5 === 'a5' && q6 === 'a6'
&& q7 === 'a7' && q8 === 'a8' && q9 === 'a9' && q10 === 'a10' && q11 === 'a11' && q12 === 'a12'
&& q13 === 'a13' && q14 === 'a14' && q15 === 'a15' && q16 === 'a16' && q17 === 'a17') {
    result = 1;
}

var resultElement = document.getElementById("result");
if (result == 1) {
    resultElement.textContent="plum face mist."
} else if (result == 2) {

```

Code snippet:

```

8     var q7 = localStorage.getItem("q7");
9     var q8 = localStorage.getItem("q8");
10    var q9 = localStorage.getItem("q9");
11    var q10 = localStorage.getItem("q10");
12    var q11 = localStorage.getItem("q11");
13    var q12 = localStorage.getItem("q12");
14    var q13 = localStorage.getItem("q13");
15    var q14 = localStorage.getItem("q14");
16    var q15 = localStorage.getItem("q15");
17    var q16 = localStorage.getItem("q16");
18    var q17 = localStorage.getItem("q17");

19    var result = 0;
20    if (q1 === 'a1' && q2 === 'a2' && q3 === 'a3' && q4 === 'a4' && q5 === 'a5' && q6 === 'a6'
21    && q7 === 'a7' && q8 === 'a8' && q9 === 'a9' && q10 === 'a10' && q11 === 'a11' && q12 === 'a12'
22    && q13 === 'a13' && q14 === 'a14' && q15 === 'a15' && q16 === 'a16' && q17 === 'a17') {
23        result = 1;
24    }
25    else if (q1 === 'b1' && q2 === 'b2' && q3 === 'b3' && q4 === 'b4' && q5 === 'b5' && q6 === 'b6'
26    && q7 === 'b7' && q8 === 'b8' && q9 === 'b9' && q10 === 'b10' && q11 === 'b11' && q12 === 'b12'
27    && q13 === 'b13' && q14 === 'b14' && q15 === 'b15' && q16 === 'b16' && q17 === 'b17') {
28        result = 2;
29    }
30    else if (q1 === 'b1' && q2 === 'b2' && q3 === 'b3' && q4 === 'b4' && q5 === 'b5' && q6 === 'b6'
31    && q7 === 'b7' && q8 === 'b8' && q9 === 'b9' && q10 === 'b10' && q11 === 'b11' && q12 === 'b12'
32    && q13 === 'b13' && q14 === 'b14' && q15 === 'b15' && q16 === 'b16' && q17 === 'b17'){
33        result = 3;
34    }
35

36    result = 6;
37}
38    else if (q1 === 'c1' && q2 === 'c2' && q3 === 'c3' && q4 === 'c4' && q5 === 'c5' && q6 === 'c6'
39    && q7 === 'c7' && q8 === 'c8' && q9 === 'c9' && q10 === 'c10' && q11 === 'c11' && q12 === 'c12'
40    && q13 === 'c13' && q14 === 'c14' && q15 === 'c15' && q16 === 'c16' && q17 === 'c17') {
41        result = 7;
42    }
43    else if (q1 === 'c1' && q2 === 'c2' && q3 === 'c3' && q4 === 'c4' && q5 === 'c5' && q6 === 'c6'
44    && q7 === 'c7' && q8 === 'c8' && q9 === 'c9' && q10 === 'c10' && q11 === 'c11' && q12 === 'c12'
45    && (q13 === 'b13' || q13 === 'c13') && (q14 === 'b14' || q14 === 'c14') && (q15 === 'b15' || q15 === 'c15')
46        result = 8;
47    }
48    else if (q1 === 'c1' && q2 === 'c2' && q3 === 'c3' && q4 === 'c4' && q5 === 'c5' && q6 === 'c6'
49    && q7 === 'c7' && q8 === 'c8' && q9 === 'c9' && q10 === 'c10' && q11 === 'c11' && q12 === 'c12'
50    && q13 === 'b13' && q14 === 'c14' && q15 === 'c15' && q16 === 'c16' && q17 === 'c17') {
51        result = 9;
52    }

53    var resultElement = document.getElementById("result");
54    if (result == 1) {
55        resultElement.textContent="plum face mist."
56    } else if (result == 2) {
57        resultElement.textContent = "mama earth bye-bye acne face cream ,m caffeine coffee face scrub (cappu
58    } else if (result == 3){
59        resultElement.textContent = "mama earth bye bye blemishes cream, no more oily skin derma co , mama e
60    } else if (result == 4){
61        resultElement.textContent = "Minimalist Sepicalm 3% Face Moisturiser for Oily skin,Pore Minimizing Fac
62
63
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```

❖ **CONCLUSION**

In conclusion, our website helps reduce skincare shopping time for consumers by providing a better understanding of their skin and skin problems. By understanding the issues stated in the questionairre, the consumer is presented a list of products that are suitable to their skin and will work better for their skin. This product list is embedded with links to the specified products, hence reducing their time searching for the mentioned product online.



FUTURE SCOPE

The future scope for our website that provides skincare product suggestions is quite promising as the skincare industry continues to grow rapidly. Here are some potential areas of growth and development for it:

- ★ **Personalization**: As consumers become more interested in personalized skincare routines, there is an opportunity for websites that offer tailored skincare product recommendations based on individual needs and preferences.
- ★ **Sustainability**: As consumers become more environmentally conscious, there is an opportunity for our to focus on eco-friendly and sustainable products. This could involve partnering with sustainable skincare brands or providing information on the environmental impact of different skincare products.
- ★ **Education**: There is a growing interest in skincare education and a desire for more information on ingredients, formulations, and skincare routines. Our skincare product recommendation website could provide educational resources to help consumers make more informed decisions about their skincare products.
- ★ **Partnerships and collaborations**: Our websites could partner with other companies in the beauty and wellness space to offer more comprehensive solutions to consumers