Logo, company name

Description automatically generated

**Web Programming-11**

**Fall 2022-2023**

**Section-11**

**Phase 1 of the Project**

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1. What is the main focus of your website?

Ans: Reviewing skin care products.

1. What is its purpose (can be more than one)?

Ans: Our purpose is to provide the best and honest reviews about the products before you can buy them, that we think is the best to get a perfect skin!.

1. Who are the target audiences?

Ans: People who is into skincare and beauty.

1. What the target audience is expecting from your website?

Ans: They are expecting to find reviews about different products they are looking for before actually buying the product to know what product is the best for their skin type.

1. What other local websites are available already on the same topic?

Ans: MakeupAlley, My skincare Regime.

1. What are other sites look like?

Ans: The beauty crop

1. Do you think they are nicely built, why?

Ans: Yes, because they provide every information a buyer needs before buying a product.

1. What are the other websites are missing that you can add in your version?

Ans: For example Sephora, they don’t really provide reviews for each and every products they have on their website.

1. How can your site be better or different than the other local websites.

Ans: We can provide the best reviews to a specific products and links to their actual websites so it’ll be easier for the buyer to just click on the link and start shopping!.