Section 1 – Planning Checklist

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1. What is the Purpose of the Website?

The purpose of a cosmetic website is to showcase and sell cosmetic products, provide information about the brand and its values, and engage with customers through educational content, reviews, and customer support.

1. Who is the Target Audience?

The target audience of a makeup website includes makeup enthusiasts, predominantly women and a younger demographic, seeking to explore new products and beauty trends. It also appeals to beauty influencers and professional makeup artists looking for quality products. With an online presence, the website aims to attract global customers, especially those who prefer the convenience of shopping for makeup online.

1. How many pages will be included in your website?

There are 7 webpages in total. The webpages include :

* + - Home page
    - Shop Page
    - About Page
    - Contact Page
    - Product Description Page
    - Cart Page
    - Sign In Page

1. What graphics will you use on the website?

Product Showcase : High-resolution images of makeup products, showcasing various shades and types.

Makeup Looks : Images or videos of models wearing different makeup looks using the products.

Beauty Influencers : Pictures featuring popular beauty influencers or makeup artists endorsing the products.

1. What colors (color scheme) will you use on the website?

Combination of pink and white providing a clean and classy backdrop to showcase the vibrant makeup products.

1. What font styles will you use within the website?

The google font named Montserrat is used as official font family for all the webpages

1. What features will be displayed on the webpages?

A makeup website may include a variety of features on its webpages to provide an engaging and informative experience for visitors. Some common features include:

* Homepage: An attractive and well-designed homepage featuring a hero image or video, introducing the brand and its latest products or promotions.
* Product Pages: Pages dedicated to individual makeup products, showcasing product images, descriptions, ingredients, and customer reviews.
* Description Pages: The description about makeup Pages including the rating, price and product details
* Cart Page: Using tables showcases what all has user added in the cart
* Login Page: Using form to get the details of user and creating account
* About Us: A brief description about company
* Contact Us: Company location and feedback form