

Chu Chü Beauty Central

All about Chü

A Midterm Output Presented to the School of Computing
Holy Angel University



In Partial Fulfillment
of the Requirements for the Degree
School of Computing

Submitted to:
Sir Gian Tolibas
6WEBCS Instructor

Submitted by:
Tongol, Jenica Sarah B.
CS - 204

September 2024



HOLY ANGEL UNIVERSITY

DOCUMENTATION

Your website Purpose & Objectives

The purpose of this website is to introduce users to the Chu Chu Beauty brand by showcasing its products in a visually appealing and user-friendly manner. It provides detailed information about the brand's offerings of cosmetics, while keeping users informed about the latest promotions and special deals. In addition to featuring product highlights, the website also addresses frequently asked questions, offering guidance to help users make informed decisions and select the ideal Chu Chu Beauty products that best suit their preferences. Whether it's a new or returning customer, the site aims to enhance their shopping experience and ensure they feel confident in their choices.

Website Plan

Website Name & Tagline	Website name: Chu Chü Beauty Central Website tagline: <i>All about Chü</i>
Purpose of the Website	This website serves as a virtual showroom for Chu Chu Beauty, highlighting their cosmetics products through visually appealing displays. It provides comprehensive information on the brand's offerings, keeps users updated on promotions, and addresses common questions to guide them in selecting the perfect products.
Target Audience	Cosmetic enthusiasts, Chu Chu beauty customers, Potential customers, people interested in beauty trends, people seeking product information.
Graphics	Link to all graphics used: Chu Chu Beauty Central
Color	#FBDC46 #D76074 #F5F5F5 #000000 #FE93AA #FE9C8B #FFBC9A #FFAC93 #C2B0EA
Accessibility	The website is designed to be accessible to all users, with features like high-contrast options, adjustable fonts, and captions for photos. It's optimized for various devices and screen sizes.
Project Timeline	Less than a month

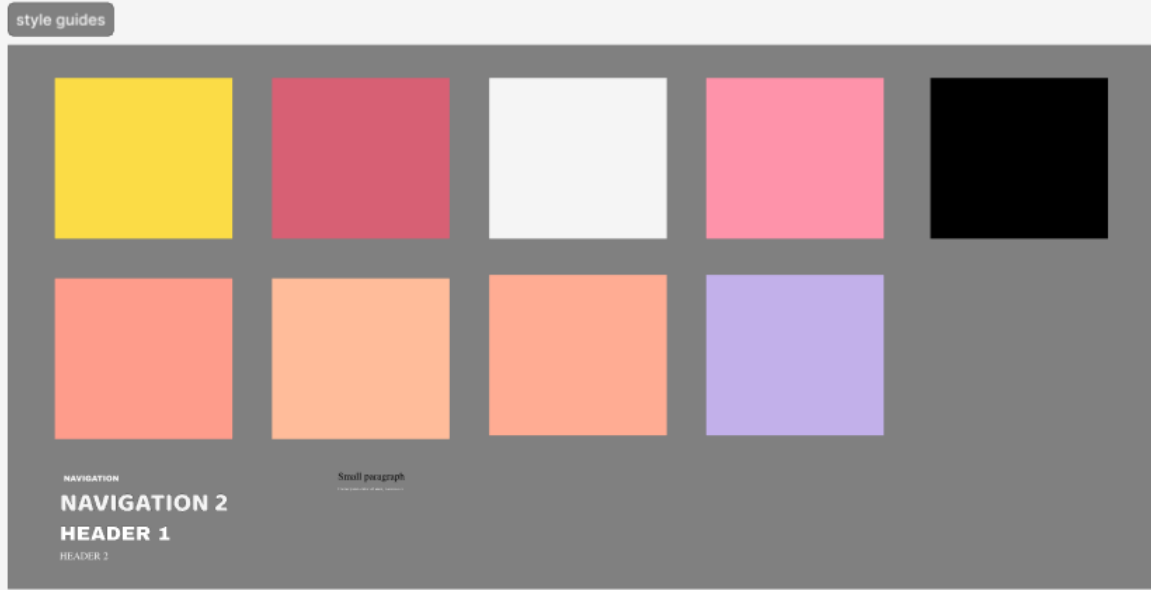
Style Guide

Link for a much comprehensible style guide:

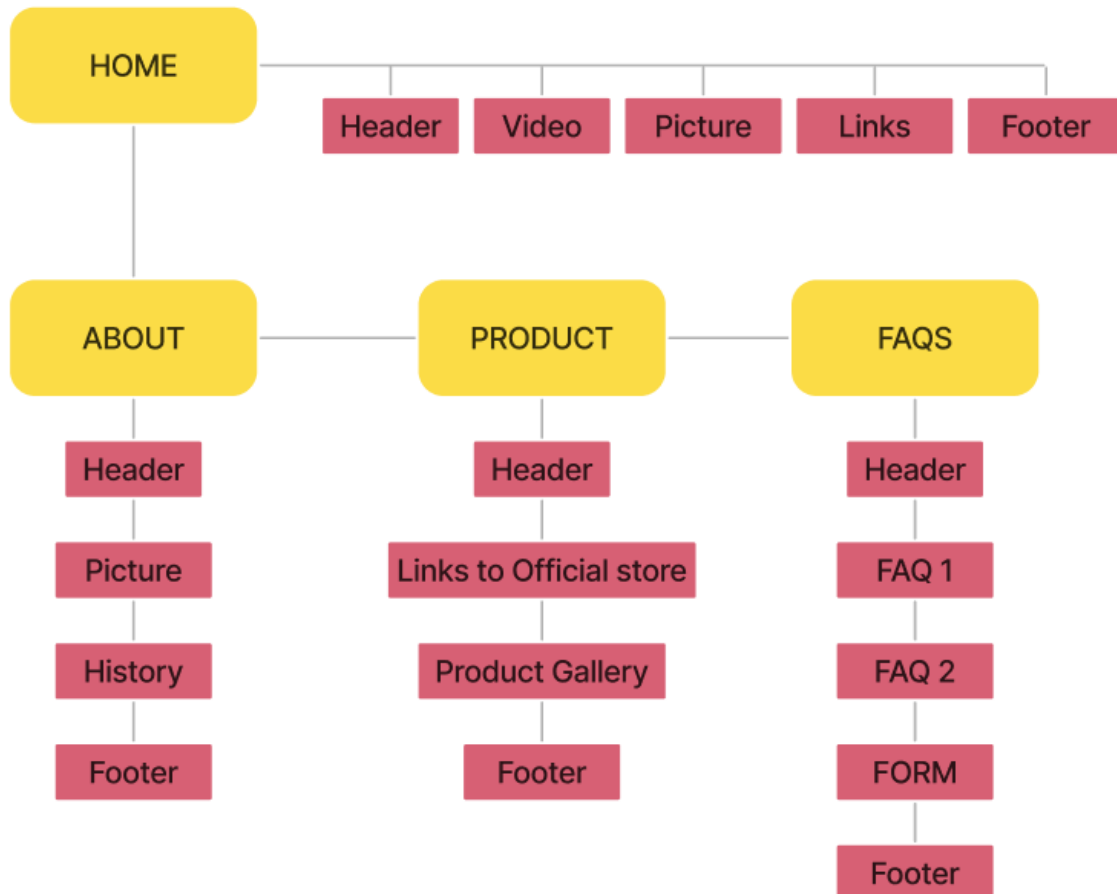
<https://www.figma.com/proto/B7Pppt95iOuii199DixyZB/Final?node-id=129-172&node-type=canvas&t=2CVGKld4zETqywb-1&scaling=min-zoom&content-scaling=fixed&page-id=129%3A171>



HOLY ANGEL UNIVERSITY



Site Map/Diagram



HOLY ANGEL UNIVERSITY

Figma Mockup

Desktop (1440x1024) view Link :

<https://www.figma.com/proto/B7Pppt95iOuii199DixyZB/Final?node-id=1-2&node-type=canvas&t=TXlmxQ26it7PhuFd-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A2>

Tablet (iPad pro 11) view Link:

<https://www.figma.com/proto/B7Pppt95iOuii199DixyZB/Final?node-id=49-408&node-type=canvas&t=ECBq4ytrzBMflSh-1&scaling=scale-down&content-scaling=fixed&page-id=49%3A362&starting-point-node-id=49%3A408>

Mobile (iPhone 15 pro max) view Link:

<https://www.figma.com/proto/B7Pppt95iOuii199DixyZB/Final?node-id=64-295&node-type=frame&t=6Llmg3QbxFg4NR6o-1&scaling=scale-down&content-scaling=fixed&page-id=64%3A122&starting-point-node-id=64%3A166>

Link to overall Figma Content:

<https://www.figma.com/design/B7Pppt95iOuii199DixyZB/Mockup-website?node-id=0-1&t=E8vPtfdFUiPSI7eJ-1>

HOLY ANGEL UNIVERSITY

Midterm: Proposed Website Design in Figma

Criteria and Percentage	4	3	2	1
CREATIVITY, AND DESIGN (20%)	The web site has an exceptionally attractive and usable design. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The web site has an attractive and usable design. It is easy to locate most of the important elements. White space and/or alignment are used to organize material.	The web site has an attractive and usable design. It is easy to locate some of the important elements. White space and/or alignment are used to organize material	The web site is poor in design. It is hard to locate important elements. The material was not organized.
COMPLETENESS (10%)	All the necessary components that should be included are present.	Most of the necessary components that should be included are present.	Some of the necessary components that should be included are present.	None of the necessary components that should be included were present.
CONTENT (15%)	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
GRAPHICS (15%) *Total (60) score is x40% for midterm output	Graphics are related to the theme/purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme/purpose of the site and are of good quality.	The site lacks a purpose and theme.