

**UNIVERSITY MALAYSIA TERENGGANU**

**FACULTY OF OCEAN ENGINEERING TECHNOLOGY & INFORMATICS**

**CSF3206**

**WEB-BASED INTERFACE DESIGN**

**PROJECT TITLE:**

BEAUTY STORE

**Prepared by:**

GROUP 1

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# **Chapter 1 Milestone 1**

Topic: Beauty Store Website (REVEUX)

## **1.1 The Purpose of The Website**

The purpose of the website is to get the beauty product seen by Asian people, utilizing a fantastic technological resource. This website also enables customers to search, find and order the product that they want. Once they order from the website the company will handle the shipment for the customer. This will be a good exposure for Asian people who love to buy beauty products.

## **1.2 What Do You Want The Website To Accomplish?**

REVEUX is a luxury brand which includes skincare, women’s fashion, fragrance, makeup, and men’s fashion products. The REVEUX website provides customers with a clear picture about the products with the price. The catalogue of products is provided on the website for customer review. A customer with premium membership can get the reduced price for each product compared to the ordinary member after they log in to the website. REVEUX website shows a totally different price for each product between the ordinary members and the premium members. Also, the customers can directly purchase or get contact to the flagship shop through the website.

## **1.3 Who Is Your Intended Audience?**

REVEUX intends to serve Asia Pacific countries like Singapore, Malaysia, Indonesia, Taiwan, and others. The target audience will be ladies and men aged 20 to 40 who have a high income and follow a high-quality care routine.

## **1.4 What Opportunity, Problem, Or Issue Is Your Site Addressing?**

* **Opportunities:**

The customer can explore the beauty products and the latest promotion and upcoming promotion through the website. This website also helps customers to get a clear view about all the beauty products and our company background.

* **Problem/Issues:**

The customer will be able to receive any current news and promotions of the beauty products from time to time which was not possible in the past.

## **1.5 What Type Of Content Might Be Included In Your Site?**

* Homepage
* Product catalog
* Products
* Membership subscription
* Checkout
* Shopping cart
* User registration, login and logout
* Newsletter
* About us