

# Cosmetic Utopia

—Beta Report

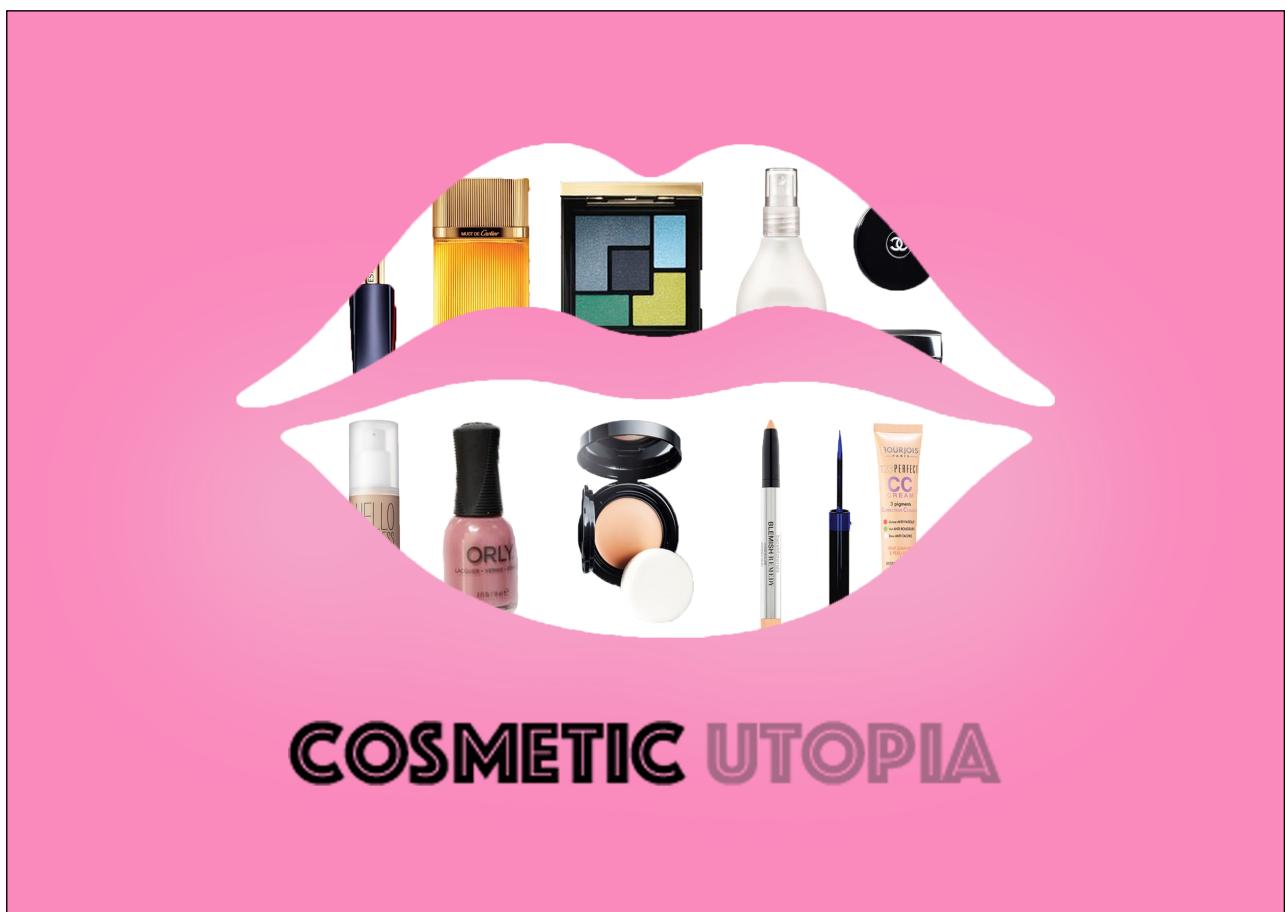
s1642721 Qihan Tu

s1626266 Si Ye

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\*Shared Login ID: jb@gmail.com

Password:123



# Introduction

## Brief

Cosmetic Utopia is a website that aims at providing a comfortable environment for users to share cosmetic products and makeup tips with each other. All of the products (including pictures and information) shown on the website are created by users themselves. It is not a shopping website, instead it is an information sharing platform. Our websites are very functional. Functions include register & log in, uploading products to the website, using the search bar, adding comments to products, adding products to users' wishlist. It should be noted that most of the functions could only be accessed by registered users while normal users could only have access to the basic search function.

## Targets customer

Our target customers are people who are interested in cosmetics, beauty and makeup, especially young ladies. Other users are also welcome.

## Inspiration

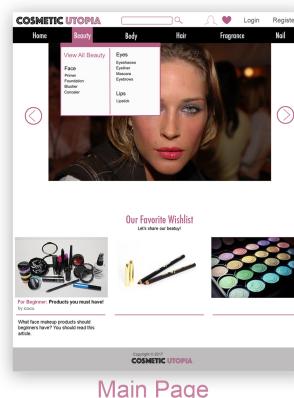
The inspiration comes from our daily life. Because all of the group members are girls and we are interested in makeup tips and all kinds of cosmetic products. We found that most of the makeup websites aim at selling products instead of sharing tips, so we think why not make one ourselves.



Product Page

# Design

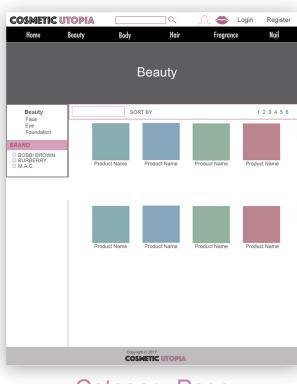
— Prototype by Photoshop



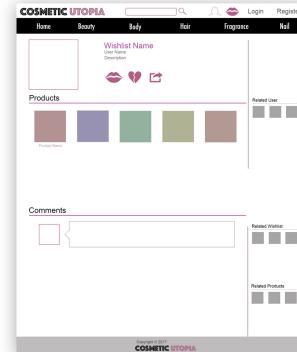
Main Page



User Page



Category Page

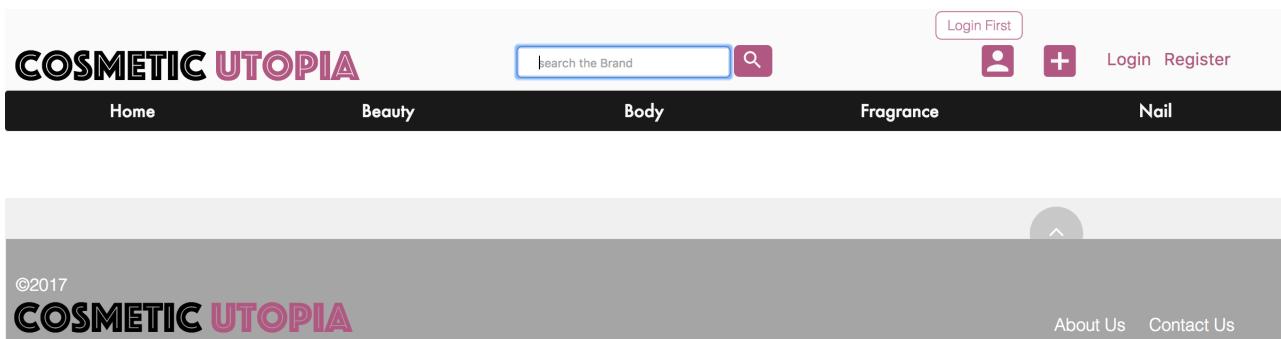


Wishlist Page

COSMETIC UTOPIA

# Improvement—Design

## Header and Footer



There are two parts in the header: head and navigation.

### For the head part, there are four changes.

Firstly, in the Alpha Submission, the logo is simply an image, without high resolution, and in Beta Submission, we changed it into texts wrapped inside the <span> tag, with high resolution background image.

Secondly, the search bar function has been also strengthened. It could not only search certain specified word, such as brand, category, it could also search keywords, such as username, title and content of products.

Moreover, after clicking the submit button, if the product you are searching now doesn't exit, the search result will shows "Sorry, the product you are searching now doesn't exit".

Besides the website will provide you with the top six products that have been added to the wishlist by the most amount of users as suggestions

Thirdly, the "account" icon and "add to wishlist" icon have also been changed, looks more elegant than before. Finally, we have modified the login and register function. Now users are able to log out once they have successfully logged in, with the register link changing to log out link. And the log in& register pop-up window has also been modified. Email input has been added to the pop-up list, and is set as the id to identify users. Information that related to users are shown by username. Besides, users could choose gender when registering or logging in. The navigation part remains almost the same as Alpha Submission, with some little changes of graphic design, including color, border etc.

For the footer part, we have added a contact us function, which hasn't been finished in submission1, that users could get a reply e-mail from us when clicking the submit button. By the way, we have added one up-to-top button, making it easier for users to look through the webpage.

## Main Page



Our Favourite Wishlist

Let's share our beauty!

Candy posted on 2017-03-03  
★ 6 people add to their wishlist ★  
No.1



Double Wear foundation

Candy posted on 2017-02-28  
★ 5 people add to their wishlist ★  
No.2



Moisturize Serum

lucy posted on 2017-03-03  
★ 3 people add to their wishlist ★  
No.3



Shampoo

As suggested in the Alpha Submission feedback, we have changed and minimized the image carousel, showing the latest six products that been uploaded by users and with some simple interaction while in the alpha submission, those images are shown for no specific meaning, just for decoration. Below the image carousel is the “Our Favourite Wishlist” part, which shows the top three products that have been added to wishlist by users, including user name, posted time, number of people who have added this product to their wishlist, the ranking of the product, product image and product name. The graphic design of this part took Etsy.com as references (as suggested in the feedback), which added more glamour to the mainpage. The user image, username and product name of this part are all links which could link to specific parts.

## SubPage-Category

Beauty

[Beauty >](#)

**Brand**

- Estee Lauder
- Caudalie
- mac
- Givenchy
- Laura Mercier
- Channel
- Molson Brown
- YSL
- DHC
- 3CE
- Vaseline
- Kate
- Nivea
- Urban Decay

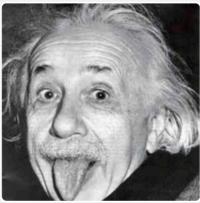
**Sort By** [Please Select ↗](#)

 <b>Double Wear Foundation</b> Estee Lauder yesi1994@12...	 <b>Moisturize Serum</b> Caudalie yesi1994@12...	 <b>MAC Prep&amp;Prime Pow...</b> mac Si Ye
		

Firstly, we have changed the graphic design of the category page for Beta Submission, allowing more space between products and products and also showing things more clearly. The first main function we have added to the category page is the search brand function which shows on the left part of this page. Users could sort the products by ticking the brands and clicking the submit button. The other main function is the sort by function, which allows users to sort the products by time and alphabet. "Latest" means the newest products that have been uploaded to the website and "the A-Z" means sorting by the alphabet of the product name. Brands under the product name is another function, linking to products that have the same brand.

## SubPage-User

We have changed a lot in the user page. Firstly, we have changed the image upload button, making it look more elegant. Then, as what we said in the Alpha report, we have added one edit button to my cosmetic part, allowing users to edit the title, brand, image, tag and product description of the products they have uploaded before. In addition, we have added one delete button to the my wishlist part, allowing users to delete the wishlist

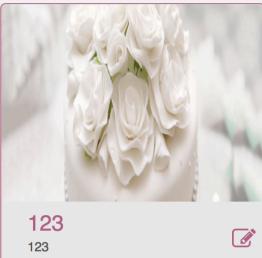


lucy ♀

[Change Picture](#)

[Submit](#)

### My Cosmetic (6)



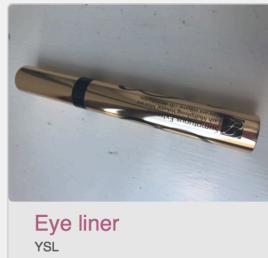
123  
123



Shampoo  
Molton Brown



shampoo  
Molton Brown

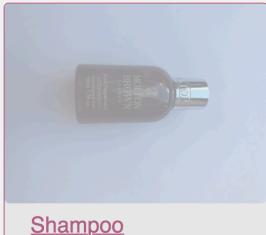


Eye liner  
YSL

### My Wishlist (3)



EYESHADOW PRIMER...  
Urban Decay  
Jules@gmail...



Shampoo  
Molson Brown  
Lily@gmail....



Double Wear foun...  
Estee Lauder  
yesi1994@1...

that they have added to their wishlist. The number showed beside the "my cosmetic" and "my wishlist" is also controlled by php, which is changed dynamically.

Moreover, user can also enter other user's page but they can only see other user's posted product.



[change](#)

Title:

Brand:

Tag1   Tag2

### Product Description

A luxurious bath and shower gel blended with Madagascan Black Peppercorn oil.

# Product Page



## Joues Contraste Pink

Post by [wozuipiaoliang](#)

Brand: [Channel](#)

#Beauty #face



[Share](#)

## Product Description

170 Rose Glacier

## Comments



Comments your love!

[Submit](#)



I really love it! The color is so beautiful!

## Product you may also wish to have...

**Double Wear foun...**  
Estee Lauder  
[yesi1994@126.com](mailto:yesi1994@126.com)

**Moisturize Serum**  
Caudalie  
[yesi1994@126.com](mailto:yesi1994@126.com)

**Givenchy Teint Co...**  
Givenchy  
[totalten@gmail.com](mailto:totalten@gmail.com)

**Joues Contraste Pink**  
Channel  
[wozuipiaoliang@gmail.com](mailto:wozuipiaoliang@gmail.com)

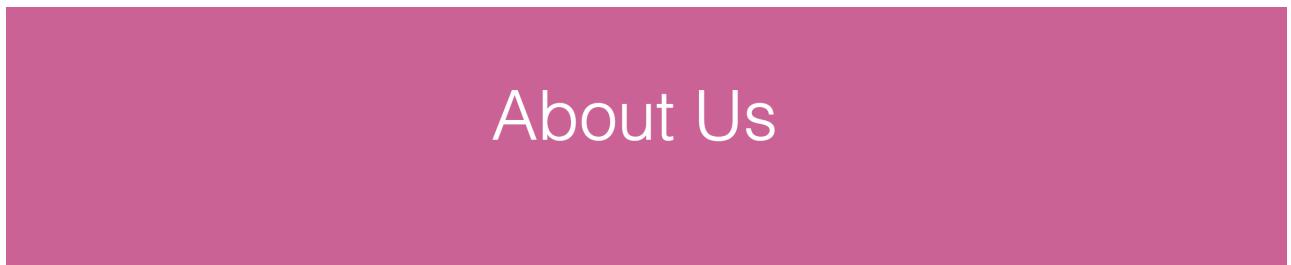
## Users who have posted similar contents...



The feedback said that the “related users” and “related products” are confusing, so we changed their titles into “Products you may also wish to have” and “Users who also like this product”. So that it will make it easier for users to understand the meaning. We

have also added the image zoom function to the product image, every time the cursor hover over the image, it will have a zoom in effect.

## SubPage-AboutUs



# About Us

**Cosmetic Utopia** is a website that aims at providing a comfortable environment for users to share cosmetic products and makeup tips with each other. All of the products (including pictures and information) shown on the website are created by users themselves. It is not a shopping website, instead it is an information sharing platform.



**Our target customers** are people who are interested in cosmetics, beauty and makeup, especially young ladies. Other users are also welcome.



**The inspiration** comes from member's daily life. All of the group members are girls and we are all interested in all kinds of makeup tips and cosmetic products. We found that most of the websites that are related to cosmetics or makeup things aim at selling products instead of sharing tips, so we think why not make one ourselves.

The graphic design of the about us page has also been changed a little bit, making images smaller and clearer while placing things in order.

## Improvement—Function

Compared with the Alpha edition, In this stage, We have improved many functions, also the user experience has been updated.

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- (1) The search function supports (), the use of “like” keyword in sql, making it possible for it to search products and users. When there is no match found, the system will indicate that there is no result and provide the top ten popular products.
- (2) In addition, in the Category page, we support the sort by function(both by alphabet and the time) while supporting the select brand function.
- (3) We also added user name and gender to the users’ personal information, which protects the users’ privacy.
- (4) Users who have logged in could edit their own post and delete their wishlist , which is more user-friendly.

## Comparison Table

	Alpha	Beta
<b>Website</b>	lack of consistency; not a responsive website	consistency; responsive website; more design work
<b>Header&amp;Footer</b>	image with low resolution, search bar function is limited	with improved search function and log out function
<b>Main Page</b>	every parts are too big	minimized carousel and more detailed wishlist display part
<b>Category Page</b>	too crowded, not clear enough	equipped with second-search function, more convenient and more elegant
<b>User Page</b>	not user-friendly enough	more detailed function(edit;delete)
<b>Product Page</b>	not interesting enough, webpage not clear enough	with image zoom effect added

## Role

In the Beta Submission, Si Ye is mainly responsible for back-end work while Qihan Tu and Xinyi Dai are responsible for front-end job.

## Appraisal&Critique

Frankly, we think our website works well. The main attractive part of our website are our ideas and functions. All the products (images and descriptions) are controlled by back-end instead of putting them in front-end stiff. Besides, we have a lot of functions and interactions, which gives users nice user experience. In addition ,we have made a lot of

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changes compared to submission1, such as the responsive web design elements. However, there are also some aspects that need to be improved if we have more time. For example, the pagination function. Part of the reason why we do not finish it is that the category page just doesn't have enough products, so it would be weird if we add this. Maybe next time we could create more products and add this function. Another thing is about the categories, maybe next time we can add more child-lists, such as ghost makeup etc.

## References

1. <https://www.lookfantastic.com/home.dep> (for graphic design)
2. <http://www.selfridges.com/GB/en/> (for graphic design)
3. <https://www.etsy.com> (for graphic design)
4. [https://www.w3schools.com/howto/tryit.asp?filename=tryhow\\_css\\_login\\_form\\_modal](https://www.w3schools.com/howto/tryit.asp?filename=tryhow_css_login_form_modal) (pop-up windows in the header part and footer part)
5. <https://codepen.io/nopr/pen/rfBJx> (for 3d carousel, especially the javascript part, with an outside <script>in the head part)
6. <https://codepen.io/suhajdab/pen/ceLdj> (image zoom effect, especially the javascript part)
7. <https://codepen.io/gab/pen/Bxpwi> (inline editing with jquery & textareas, with an outside jacascript link in the head part)