Report notes

Product images

<https://www.thefragranceshop.co.uk/>

Feature photo row of perfumes 2

<https://stock.adobe.com/search/images?k=designer+perfumes>

<https://t4.ftcdn.net/jpg/09/47/83/89/360_F_947838939_wIF87dckZE795oSkX1VRBuldE8xmHDJ5.jpg>

Mention canva and ms

References dont count as words

More than 10 references 20 is ideal

Company name: House of Perfumes

Website theme colour: black and white as it conveys simplicity and professionalism, easy on th eye

Logo: dark purple and gold as it feels luxurious and contrasts wheel,,, colour wheel opposites, calm, modern

Slogan: House of Perfumes... Where moments turn to memories

Canva

A blue background with orange flowers

Description automatically generated

A logo of a flower

Description automatically generated

A screenshot of a computer

Description automatically generated

<https://betterplaceholder.com/>

Templates used framework

<https://getbootstrap.com/>

bootstrap

<https://leafletjs.com/examples/quick-start/>

leaflet for maps

Design requirements Interview questions for client

1. What is the main purpose of your website?
2. Is it to showcase your products, sell products directly online or promote your brand?
3. What is your budget for this website?
4. When do you need the website to be ready for?
5. Do you have a specific launch date in mind?
6. Who is your target audience?
7. How do you want the website to look and feel?
8. Would you prefer a modern and minimalistic design or a vibrant and colourful design?
9. Are there any specific colour schemes you’d like to incorporate in to the website?
10. Do you have any examples of perfume websites you like?
11. What do you like about those websites?
12. What products or services will be featured on the website?
13. Do you have descriptions and images ready for your products?
14. What features are most important to you on the website?
15. Do you want filters for browsing products?
16. Would you like a search bar prominently displayed?
17. Do you already have a logo, or do you need help designing one?
18. If you have a logo, can you share it?
19. If not, do you have any preferences for the design?
20. How many pages do you need for your website?
21. What do you want to highlight to your users?
22. What kind of navigation do you want for the website?
23. Would you prefer a simple dropdown menu or larger clickable categories
24. How will customers contact you through the website?
25. Do you want a contact form, email link, phone number or a live chat feature?
26. Would you like to include an FAQ section on your website?
27. Are there any specific topics you’d like the FAQ to cover?
28. What do you want the website footer to include?

Design Requirements Form for Customers/users of the website

<https://forms.office.com/Pages/ShareFormPage.aspx?id=qlS-f2u_LkC-h5dns6P348wJKjvNspVJp3q7RoHgYXNUMllFU0Q2REJPUFVDREM2TjZMS0Q1QlFJMC4u&sharetoken=Scw2SZB4P8CRTQ7Tgih5>

Elicitation techniques used and why

1. Surveys

Surveys will be distributed to potential users of the perfume e-commerce website. The questions will focus on preferred website aesthetics, such as colour schemes, layout, product categorization and features like an FAQ. These surveys can be completed in less than 10 minutes, thus making them accessible for a larger audience.

Surveys are effective for understanding user preferences on elements critical to a perfume website, such as how users want to explore products or view scent descriptions. They offer valuable quantitative data from a broad audience, allowing us to identify trends like which layouts are most appealing or what makes shopping for perfumes online easier. Compared to interviews, surveys reach a wider pool of users quickly, making it the most suited option for the users.

1. Interviews

Interviews will be conducted with the client to have a better understanding of their branding goals and desired user experience. These interviews will last approximately 2 hours and will cover essential topics such as showcasing high-quality images, reflecting the luxury feel of perfumes and ensuring ease od navigation for customers.

Interviews with the client will help provide insight into the client’s preferences. This is helpful as for a perfume website, there is a focus on strong branding and visual appeal. They allow for follow-up questions, ensuring the final website aligns with the brand’s identity. In comparison to surveys, interviews provide more in-depth, tailored insights, making them best suited for understanding the client’s specific needs and vision.

1. Prototyping

A basic prototype of the perfume website will be created. it will focus on key pages such as the homepage and product listing. This prototype will primarily focus on the basic design layout, including placeholders for elements like images of perfumes bottles as this will provide a general visual representation of the site.

A prototype will ensure the client and potential users can visualise the perfume website’s design and flow before full development. This is particularly important for e-commerce perfume sites, where visuals and smooth navigation are critical for user satisfaction. In comparison to other techniques such as document analysis, prototyping provides clear input to adjust and optimize the design.

product descriptions

30 ml, 50ml, 100 ml

£50, £80, £120

For her perfume

1. Eau de Charme

Bergamot, Jasmine, Musk

Discover the allure of Eau de Charme. This is a captivating fragrance that is designed for the modern woman. A sparkling top note of Bergamo transitions to the soft floral elegance of Jasmine, while a sensual base of Musk adds depth and sophistication to this captivating scent.

Encased in a sleep pink bottle, Eau de Charme is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Eau de Charme be your signature scent with its blend of grace, confidence and timeless elegance.

1. Blush Essence

Grapefruit, Violet, Cedarwood

Immerse yourself in the vibrant allure of Blush Essence, a fragrance crafted for the woman who embodies graces and sophistication. This scent begins with the refreshing notes of Grapefruit, leading into a soft and powdery heart of Violet, while Cedarwood offers a warm and woody finish that lingers beautifully on your skin.

With its elegant bottle and delicate pink bow, Blush Essence is a symbol of refined femininity. Blush Essence is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Make Blush Essence your everyday luxury and celebrate the beauty within you.

1. Crystal Bloom

Pink pepper, Rose, Amber

Crystal Bloom is a scent that combines sophistication and timeless beauty and is designed to help you unveil your inner glow. This enchanting scent begins with the spicy warmth of Pink Pepper, followed by a heart of romantic Rose and a base of warm golden Amber.

Encased in a gorgeous crystal-like bottle, Crystal Bloom is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Choose Crystal Bloom to reflect your unique glow and leave a lasting impression wherever you go.

1. Velvet Horizon

Bergamot, Tuberose, Oakmoss

Velvet Horizon is a fragrance that blends freshness and depth, creating a captivating aroma. This fragrance begins with the vibrant sparkle of Bergamot, followed by the rich floral depth of Tuberose and finishes with the bold, earthy warmth of Oakmoss.

Presented in a beautifully designed bottle, Velvet Horizon is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Define your elegance with Velvet Horizon and make every moment extra ordinary.

1. Golden Ember

Cardamom, Cinnamon, Vanilla

Golden Ember is a fragrance that is a blend of luxurious spices and sweetness. The fragrance begins with the bold allure of Cardamom, transitioning into the warm, aromatic heart of Cinnamon and is completed with the soft, comforting embrace of Vanilla.

Encased in a sleek and stylish bottle, Golden Ember is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Golden Ember be the fragrance that defines your elegance and allure.

1. Amber Radiance

Mandarin, Orange Blossom, Amber

Amber Radiance is the ultimate blend of fresh energy and luxurious warmth. The citrusy zest of Mandarin is perfectly balanced by the delicate floral sweetness of Orange Blossom, while a base of Amber adds a warm golden depth creating a luxurious and lasting aroma.

Encased in a radiant and refined bottle, Amber Radiance is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Amber Radiance be your signature scent and leave a radiant impression.

1. Luminous Grace

Grapefruit, Tuberose, Musk

Luminous Grace is a fragrance that shines with feminine beauty and sophistication. It begins with the freshness of Grapefruit, leading into the creamy floral heart of Tuberose with a base of Musk that adds a soft warm finish.

Presented in an elegant bottle, Luminous Grace is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

With Luminous Grace, embody timeless beauty and let your presence shine.

1. Blossom Serenade

Strawberry, Lily of the Valley, Sandalwood

Blossom Serenade is a fragrance that blends sweetness, elegance and depth. The fragrance begins with the freshness of Strawberry, leading into the delicate floral elegance of Lily of the Valley with a base of smooth, creamy Sandalwood that provides a warm and lasting finish.

Presented in a beautifully crafted bottle, Blossom Serenade is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Blossom Serenade enhance your natural beauty and leave a lasting impression.

1. Midnight Bloom

Blackcurrant, Freesia, Tonka Bean

Midnight Bloom is a fragrance that balances freshness and warmth. This scent opens with the luscious sweetness of Blackcurrant, while the delicate floral beauty of Freesia adds a romantic touch, completed with a warm embrace of Tonka Bean, creating a captivating and unforgettable aroma.

Encased in a sleek, luxurious bottle, Midnight Bloom is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Make Midnight Bloom your signature fragrance, perfect for both everyday luxury and special occasions.

For him perfume

1. Ocean Valor

Sea Notes, Geranium, Musk

Ocean Valor is a bold and refreshing fragrance designed for the modern man. The fragrance begins with fresh sea notes, while the aromatic sophistication of Geranium adds a bold and masculine heart completed with a base of Musk that delivers a warm and sensual finish that resonates with confidence.

Encased in a gorgeous crystal-like bottle, Ocean Valor is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Ocean Valor reflect your inner strength and leave a lasting impression of refined masculinity.

<https://www.thefragranceshop.co.uk/valentino/born-in-roma-uomo/eau-de-parfum-spray/p/61869>

1. Noir Essence

Blackcurrant, Patchouli, White Musk

Noir Essence is a fragrance that combines boldness, depth and sophistication. It begins with the sharp, fruity aroma of Blackcurrant, which transitions seamlessly into the earthy sophistication of Patchouli, completed with the clean, warm embrace of White Musk creating a perfectly balanced and lasting impression.

Presented in a modern, sophisticated bottle, Noir Essence is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Choose Noir Essence and make every moment unforgettable.

<https://www.thefragranceshop.co.uk/burberry/burberry-hero/parfum-spray/p/66922>

1. Apex

Bergamot, Nutmeg, Sandalwood

Apex is a bold fragrance for the modern man. It begins with the crisp, citrusy brightness of Bergamot, transitioning into the spicy, aromatic allure of Nutmeg and finishes with the smooth, woody richness of Sandalwood, creating a bold and refined scent.

Presented in a stylish bottle, Apex is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Apex be your signature scent, reflecting strength, style and elegance.

<https://www.thefragranceshop.co.uk/azzaro/the-most-wanted/parfum-spray/p/69317>

1. Atlas

Atlas is a sophisticated fragrance inspired by the raw beauty of nature. It begins with the crisp, aromatic freshness of Rosemary, transitioning into the bold, woody richness of Cedarwood and is completed by the smooth, clean elegance of White Musk.

Presented in a modern, stylish bottle, Atlas is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

With Atlas, exude confidence and leave a mark of strength and elegance.

<https://www.thefragranceshop.co.uk/tom-ford/oud-minerale/eau-de-parfum-spray/p/66149>

1. Blue Horizon

Aquatic Accord, Water Lily, Musk

Blue Horizon is a bold and refreshing fragrance for the modern man. It begins with the crisp, refreshing Aquatic Accord, transitioning into the soft, floral touch of Water Lily and finishes with the smooth, clean allure of Musk.

Encased in a sleek, blue bottle, Blue Horizon is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

<https://www.thefragranceshop.co.uk/chanel/bleu-de-chanel/eau-de-parfum-spray/p/45499>

1. Ocean Breeze

Green Apple, Jasmine Absolute, Ambergris Accord

Ocean Breeze is a fragrance that embodies freshness and sophistication. It begins with the crisp, refreshing aroma of Green Apple, blending seamlessly with Jasmine Absolute which adds a layer of sophistication and completed with the deep, marine warmth of Ambergris Accord, leading to a powerful and lasting impression.

Presented in a modern bottle, Ocean Breeze is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

With Ocean Breeze, embrace a bold new level of freshness and confidence.

<https://www.thefragranceshop.co.uk/yves-saint-laurent/ysl-y/eau-de-parfum-spray/p/67170>

1. Blue Drift

Sea notes, Geranium, Musk

Blue Drift is a fragrance that blends freshness, elegance and strength. It begins with the refreshing burst of sea notes, transitioning into the aromatic richness of Geranium and concludes with the smooth, clean Musk base, creating a scent that is both invigorating and refined.

Encased in a bold, oceanic blue bottle, Blue Drift is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Blue Drift be your signature scent, reflecting the power of the ocean and the essence of timeless masculinity.

<https://www.thefragranceshop.co.uk/armani/acqua-di-gio-profondo/eau-de-parfum-spray/p/67410>

1. Zest Aura

Sicilian Bergamot, Geranium, White Musk

Zest Aura is a fragrance that blends vibrant freshness with subtle strength. It begins with the refreshing citrus of Sicilian Bergamot, transitioning into the bold, herbal sophistication of Geranium and completed with a smooth base of White Musk that lingers with a clean, masculine finish.

Presented in a sleek bottle, Zest Aura is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Zest Aura be your signature scent, leaving a lasting impression of strength and style.

<https://www.thefragranceshop.co.uk/dolce-and-gabbana/the-one-for-men/eau-de-parfum-spray/p/29703>

1. Noir Leather

Pink Pepper, Leather Accord, Tobacco Absolute

Noir Leather is a bold and intoxicating fragrance crafted for the modern man. It begins with the spicy warmth of Pink Pepper, followed by a rich, smoky Leather Accord that defines the heart of the scent and completed with the deep warmth of Tobacco Absolute leaving a captivating and masculine finish.

Encased in a sleek, masculine bottle, Noir Leather is available in 30ml, 50ml and 100 ml sizes, perfect for any occasion.

Let Noir Leather define your presence with its bold, luxurious aroma.

<https://www.thefragranceshop.co.uk/tom-ford/ombre-leather/eau-de-toilette-spray/p/44049>

Gift Sets

£65

1. Rose Noir Gift Set for females

Eau de Parfum & travel friendly spray

The Rose Noir Gift Set combines luxury and sophistication. This set includes a captivating Eau de Parfum and a travel-friendly spray. Presented in a beautifully bold burgundy gift box, its perfect for any occasion.

1. Lunar Essence Gift Set for females

Eau de Parfum, body lotion, shower gel

The Lunar Essence Gift Set combines beauty and sophistication for the modern woman. Featuring a luxurious Eau de Parfum, a rich body lotion and a nourishing shower gel, this set embodies grace and charm.

1. Lunar Grace Gift Set for females

Eau de Parfum, body spray, cream sachet

Illuminate your presence with the Lunar Grace Gift Set, a stunning collection for the modern woman. This set features a delicate Eau de Parfum, a refreshing body spray and a moisturising cream sachet, all packaged in an elegant gift box.

1. Infinite Edge Gift Set for men

Eau de Parfum & deodorant spray

The Infinite Edge Gift Set is a celebration of elegance and masculine strength. This collection includes a sophisticated Eau de Parfum and a refreshing deodorant spray, blending fresh top notes with a rich, woody base.

1. Midnight Luxe Gift Set for men

The Midnight Luxe Gift Set is the ultimate expression of bold masculinity. This collection includes an intense Eau de Parfum and a travel-friendly spray. This set combines fresh top notes with bold, earthy undertones.

1. Pink Glow Gift Set for females

The Pink Glow Gift Set exudes positivity and sweetness. This delightful set includes a heart-shaped Eau de Parfum and a portable travel spray, providing a sweet, fruity aroma that is both unforgettable and uplifting.

1. Apex Edge Gift Set for men change men extra product

The Apex Edge Gift Set is a collection for the modern man. This set features an iconic Eau de Toilette, a refreshing deodorant spray and a convenient travel spray, combining vibrant citrus, aromatic herbs and creamy vanilla for a unique scent.

1. The Golden Haven Gift Set

The Golden Haven Gift Set exudes bold masculinity and refined taste. This elegant collection includes a signature Eau de Parfum and a complementing shower gel, combining notes of fresh citrus, rich amber and woody undertones.

1. The Midnight Glow Gift Set for females

The Midnight Glow Gift Set is a luxurious treat for the bold and confident woman. Featuring an alluring Eau de Parfum, a luxurious lipstick and a travel-friendly spray, this set is perfect for the modern woman who loves to make a statement.

Feature photo description

Immerse yourself in the essence of luxury with our modern collection of perfumes. Each scent tells a story, capturing moments of elegance, passion and sophistication to make every experience unforgettable.

About us description

At House of Perfumes, we believe that every fragrance holds the power to transform moments into memories. Every fragrance is a unique blend of the finest ingredients, crafted to inspire emotions and enhance your individuality. From the initial burst of vibrant top notes to the lingering warmth of the base, every layer of our perfumes is designed to tell a story that resonates with you.

FAQ’s

1. What type of perfumes do you offer?

We offer a wide range of perfumes designed for both men and women, including elegant florals, refreshing citrus, warm woods, luxurious spices and captivating musks.

1. How can I place an order?

Simply browse our collection, add your favourite products to the cart and proceed to checkout.

1. What is the difference between Eau de Parfum and Eau de Toilette?

Eau de Parfum contains a higher concentration of fragrance oils, offering a richer and longer-lasting scent, while Eau de Toilette is lighter and more refreshing.

1. Are your perfumes cruelty free?

Yes, here at “House of Perfumes” we are committed to ethical practices and our perfumes are cruelty free

1. How long does shipping take?

Shipping typically takes 3-5 business days to arrive

1. What is the difference between top, middle and base notes?

Top notes are the initial scents you smell when you spray the perfume, middle notes (heart notes) develop shortly after and base notes are the long-lasting scents that linger on your skin.

Account, form sign in and sign up

Wish list

Form questions

First name

Last name

Phone number

Email address

Address

Postcode

DOB

Password for user input

Captcha JavaScript when signing in

Input validation email address with an @ sign

Bootstrap date picker

placeholder

Required fields

Contact us form

Option for dark mode

PETA cruelty free footer policies and environmental documental

Nav bar at top for desktop turned to hamburger menu for mobile

Card colour very light purple colour pallet hex code

<https://mdigi.tools/lighten-color/#f2b7ac>

leaflet maps for location on contact page

Fix card sizing in him and gift sets

Product pages

Hamburger menu for phone layout

Media query for for her page, him and gift set

Media queries