Project Proposal

Team Members

- (Frontend Developer)-Phillip Kim
- (Database Administrator)- Luigi Casta
- (Backend Developer)- Christian Paras
- (UI/UX Designer)- Mark Luis Delos Santos
- (Project Manager)- Cristine Caramat

1. Project Title

Blush and Brush: A Web-Based Cosmetic Product Ordering System

2. Project Description

Summary

Blush and Brush is a web-based application designed to provide customers with a seamless and engaging platform for browsing, selecting, and purchasing cosmetic products online. The purpose of this project is to enhance accessibility to beauty products by creating an easy-to-use digital storefront where customers can explore a wide catalog, view product details, and complete secure online transactions.

The project is being undertaken to address the growing demand for online shopping and the increasing trend of cosmetics purchases through digital platforms. By creating this system, the project aims to streamline the cosmetic shopping experience, promote convenience for customers, and provide a scalable platform that can grow alongside the business.

Scope

The web application will include the following core features:

- **Homepage**: Highlights featured products, promotions, and an introduction to the brand.
- **Product Catalog**: Displays all available cosmetic products with search and filter functionality.
- **Product Details Page**: Provides detailed descriptions, pricing, and images of products.
- **Cart & Checkout**: Allows users to add items to their cart, view their selections, and complete purchases securely.

- **About Us**: Shares the company's story, mission, and values to build customer trust.
- **Contact Page**: Provides customer support channels for inquiries, feedback, and assistance.

3. Objectives

- Develop a user-friendly cosmetic ordering system accessible via the web.
- Implement a secure and scalable database for managing product inventory, orders, and user data.
- Provide smooth navigation and responsive design for enhanced user experience.
- Enable secure checkout and transaction processing.
- Create a platform that can be expanded with additional features, such as loyalty programs or customer reviews, in future iterations.

4. Target Users

- **Individual Customers**: Shoppers looking to browse and purchase cosmetic products conveniently online.
- **Business Owners / Admins**: Manage the product catalog, update product details, and oversee customer orders.
- **Customer Support Staff**: Use the system to monitor inquiries and respond to customer needs through the Contact Page.

5. System Features

User Dashboard

- **Account Registration & Login** – secure authentication for customers.
- **Homepage Showcase** – view featured products, bestsellers, and promotions.
- **Product Catalog & Search** – browse by categories, apply filters (price, brand, type).

- **Product Details Page** – detailed descriptions, pricing, images, and availability.
- **Cart & Checkout** – add to cart, modify quantities, remove items, and complete secure purchases.
- **Order History** – track past orders and order status.
- **Profile Management** – update personal details, shipping information, and preferences.
- **Notifications/Alerts** – updates on order status, promotions, or special offers.
- **Contact Support** – submit inquiries or feedback through the Contact Page.

Admin Dashboard

- **Login & Authentication** – secure access for administrators only.
- **Product Management** – add, update, or remove product details (name, price, stock, description, images).
- **Order Management** – view and process customer orders, update order status (pending, shipped, delivered).
- **User Management** – monitor customer accounts and assist with issues.
- **Inventory Tracking** – monitor stock levels and receive low-stock alerts.
- **Reports & Analytics** – view sales trends, popular products, and customer behavior insights.
- **Backup & Recovery Mechanisms** – ensure critical data is secured.
- **Scalable Schema** – accommodate growth, new products, or features as the system expands.

6. Technologies and Tools

Frontend (Web)

- **HTML5** – for structuring web pages and content.

- **CSS3** – for styling, layouts, and responsive design (with optional frameworks like Bootstrap or Tailwind CSS).
- **JavaScript (ES6+)** – for interactivity, dynamic page updates, and logic.
- **React.js** – for building reusable, scalable, and dynamic UI components.

Backend

- **Node.js with Express** – for handling server-side logic and API endpoints.
- (Alternative: **Django** if Python-based development is preferred).

Database

- **MySQL** – relational database for structured storage of products, users, and orders.
- (Alternative: **MongoDB** for a more flexible, document-based schema).

Version Control

- **GitHub** – for source code management, team collaboration, and version tracking.

Designing Tools

- **Figma / Adobe XD** – for wireframing, prototyping, and UI/UX design.
- **Canva** – for promotional graphics and visual assets.

Technical Justification

- **HTML5 & CSS3** are the foundation of web development, ensuring proper structure and responsive design.
- **JavaScript (ES6+) with React.js** provides interactivity and efficient UI rendering.
- **Node.js** is lightweight and suitable for real-time, scalable applications.
- **MySQL** offers reliable, structured data management for an e-commerce-like system.

- **GitHub** ensures version control and smooth collaboration.
- **Figma/Adobe XD** allow rapid prototyping and usability testing before coding.

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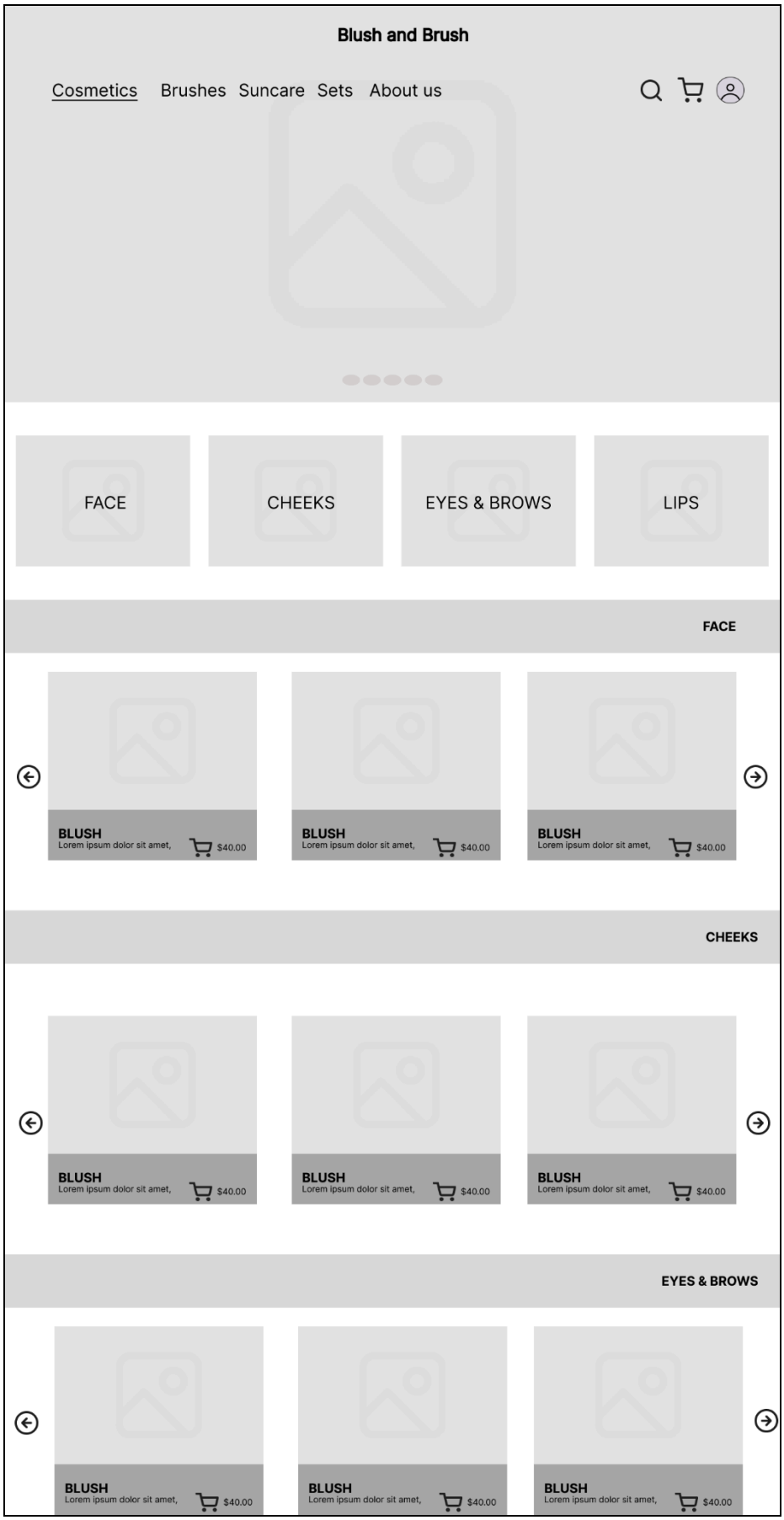
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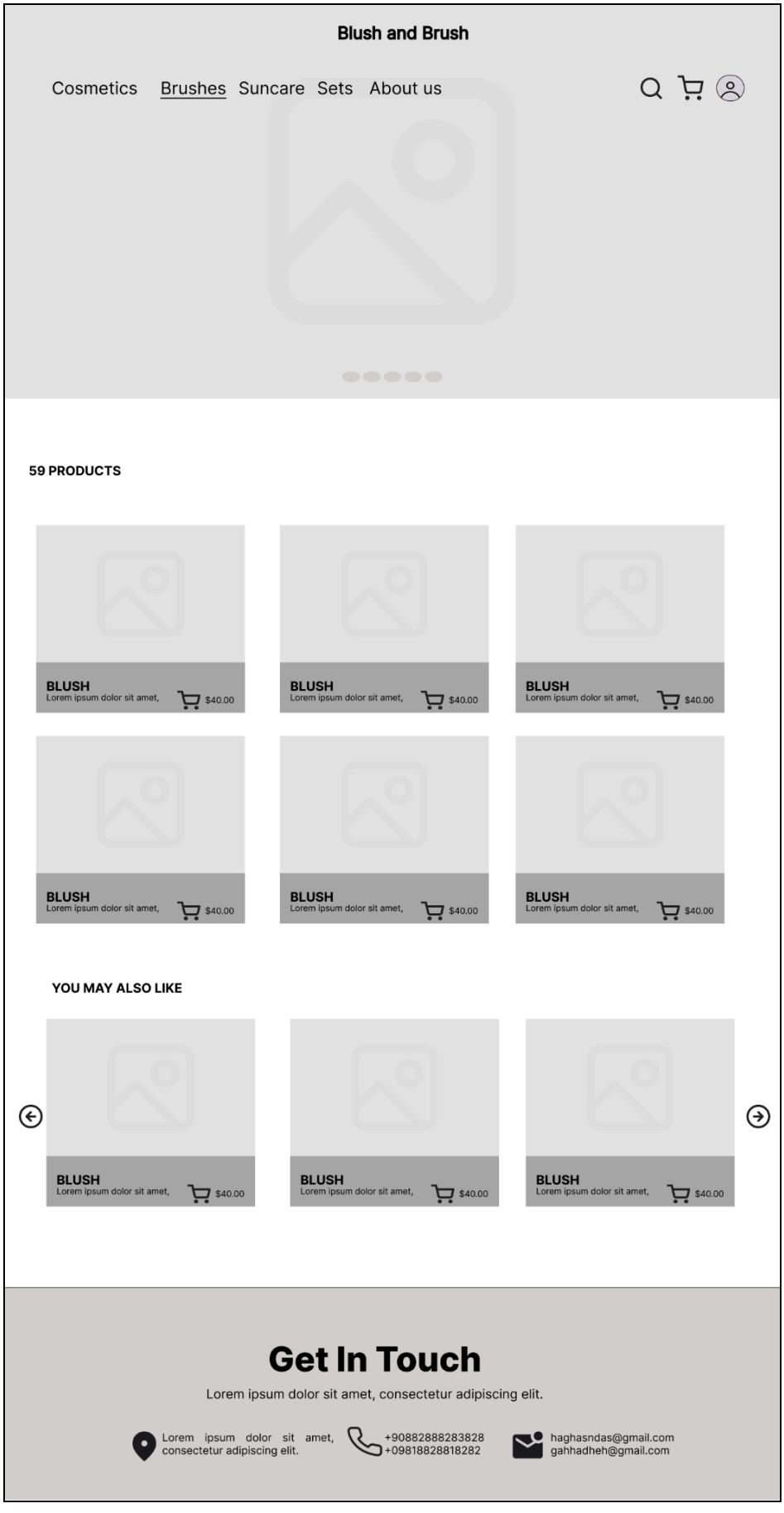
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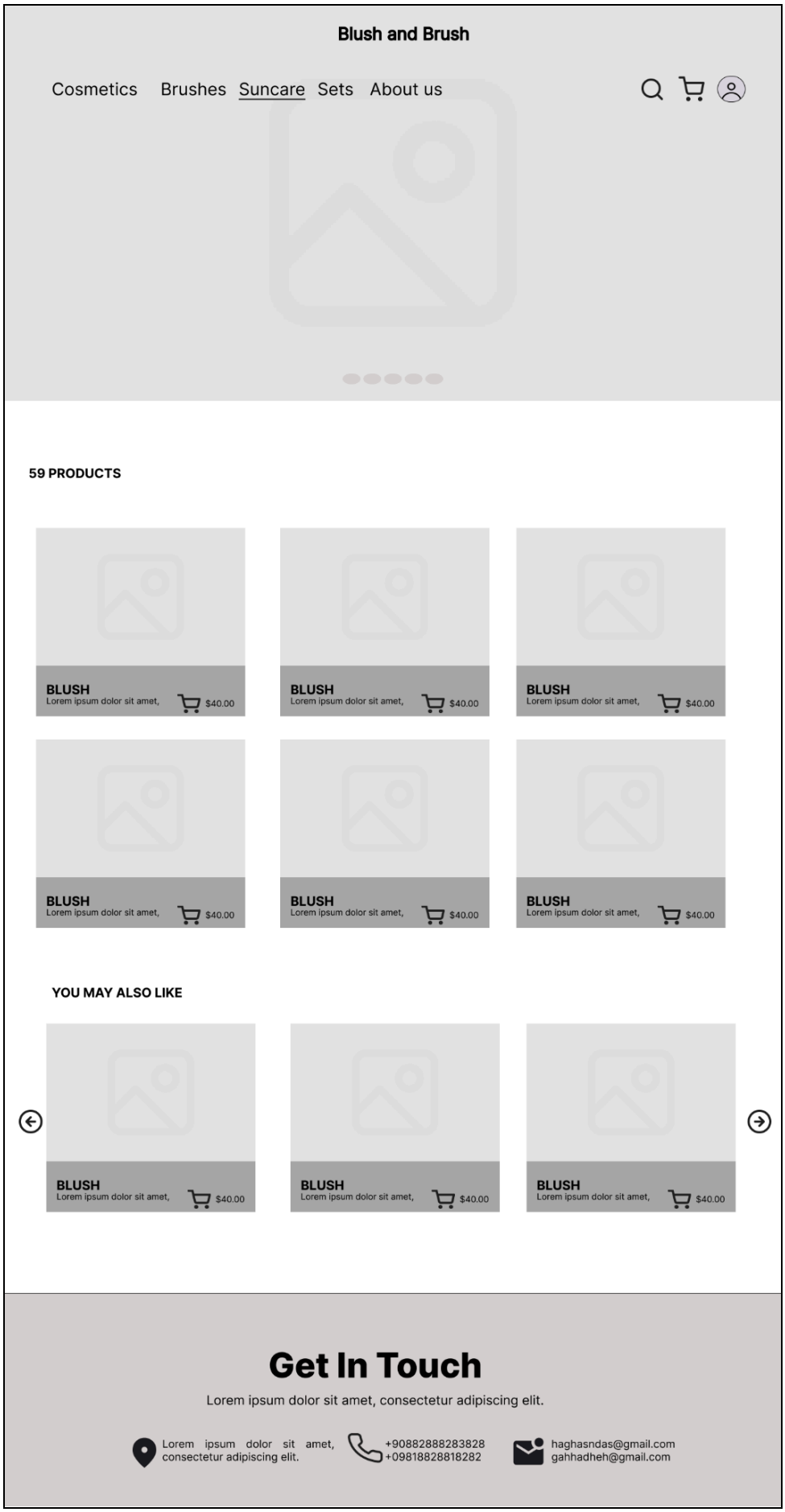
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Blush and Brush

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COSMETICS **BRUSHES** **SUNCARE**

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MY ACCOUNT

LOG OUT

ORDER HISTORY

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Order Placed

Total: $40.00

Cancel Order

CHANGE ACCOUNT DETAILS

CHANGE ADDRESS

Get In Touch

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