

# Wireframe

March 06 2025

# Contents

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1. Page 1

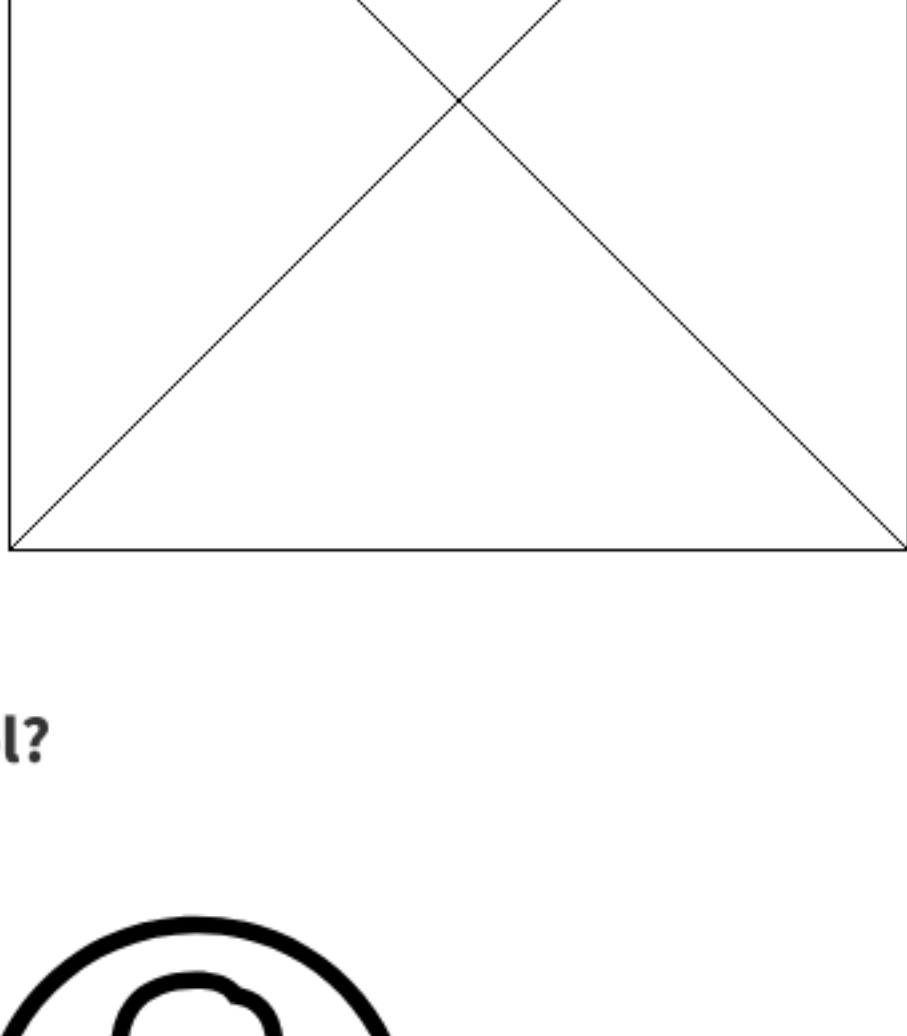
Main Page	Quiz Page	Results Page
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Struggling with what makeup products to choose?  
We’ve got you!

Have you ever struggled to find a specific makeup product in the thousands of options? Welcome to Make It Up! On this website, you can find the perfect makeup product(s) for you. Simply answer three questions about your skin type, preferred makeup style, and budget, and we will take care of the rest.

Why is it important to have a routine tailored to you?

Many factors play a part in choosing a specific makeup product for a specific person. Everyone has a different skin type, makeup style, and budget, so not every product is going to match someone's necessities. Some products are going to perform better on certain skin types. In addition, not all products are created equal. Some are for people who are looking to do a more professional makeup look, and others are more for everyday use. There are also price variations. Some products are more high-end, and some others are cheaper. That is why knowing where you stand on each of these categories is crucial to choosing the right products for you.



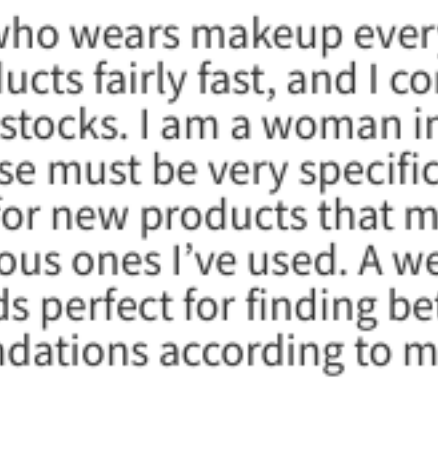
What do people think about this tool?



Emilia

Makeup is something I use multiple times a day, and over time, I've noticed that my preferences and needs change. Whether it's because my skin tone shifts or certain textures no longer work for me, I'm constantly adjusting the products I use. This website sounds like a perfect solution to help me stay

on top of those changes by providing personalized recommendations based on my skin type, makeup style, and budget. It would make my routine much more efficient, especially since, as a college student, going to stores to test products isn't always practical.



Susana

As someone who wears makeup every day, I run out of products fairly fast, and I constantly need to buy restocks. I am a woman in my 40s, so the products I use must be very specific. I am always on the hunt for new products that might be better than the previous ones I've used. A website like Make It Up sounds perfect for finding better product recommendations according to my skin type.

Quiz page:

Main Page	Quiz Page	Results Page
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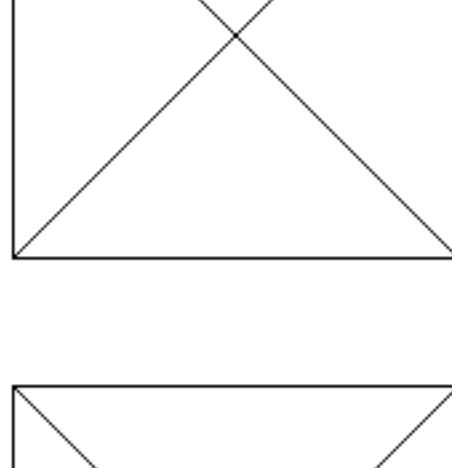
Let's create your routine!

Start Quiz

What is your skin type?

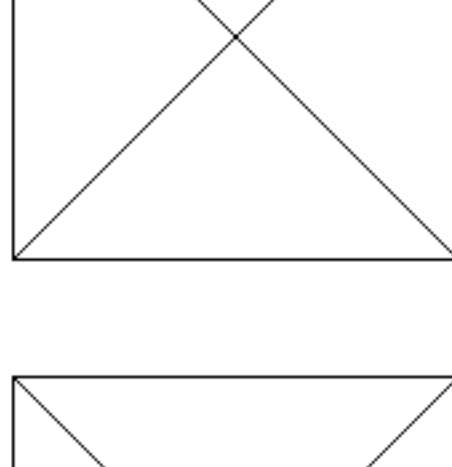
☒ Dry

- Lacks moisture, leading to a feeling of dryness and flakiness
- Benefits from hydrating and nourishing products



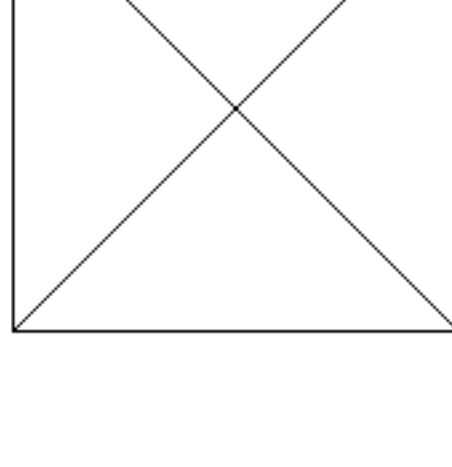
☐ Oily

- Produces excess sebum, making the skin look shiny or greasy
- It benefits from lightweight, oil-free, mattifying products



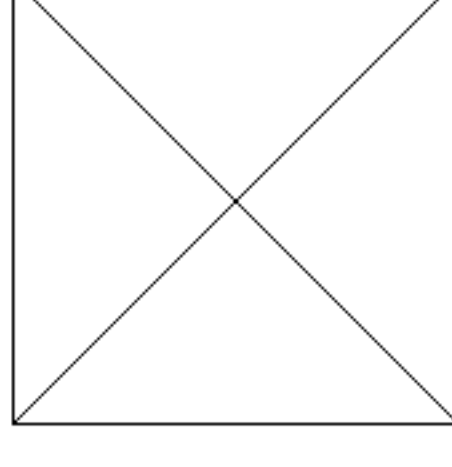
☐ Normal

- Well-balanced with no excess sebum or dryness
- Benefits from simple products



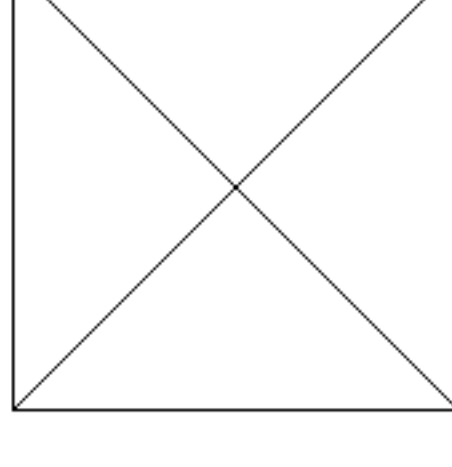
☐ Combination

- A mix of oily and dry areas
- Benefits from balanced products that deliver lightweight hydration

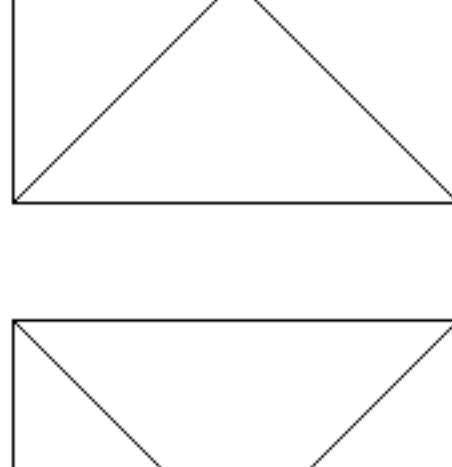


What is your preferred makeup style?

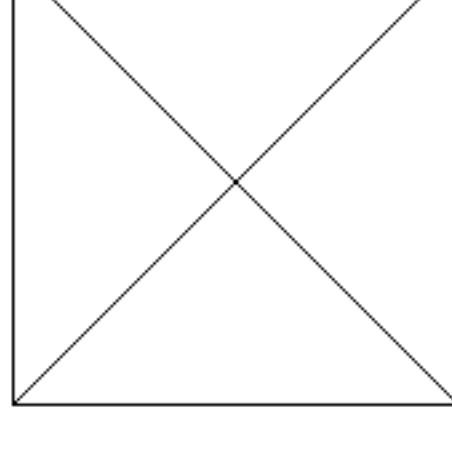
☒ Everyday



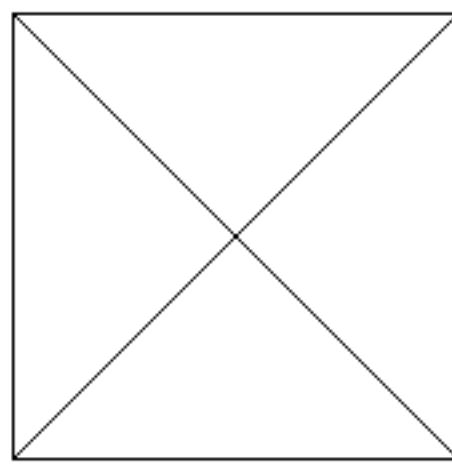
☐ Natural



☐ Professional



☐ Semi-professional



What is your budget (in \$)?

☒ 10 - 20

☐ 21-40

☐ 41-60

Results page:

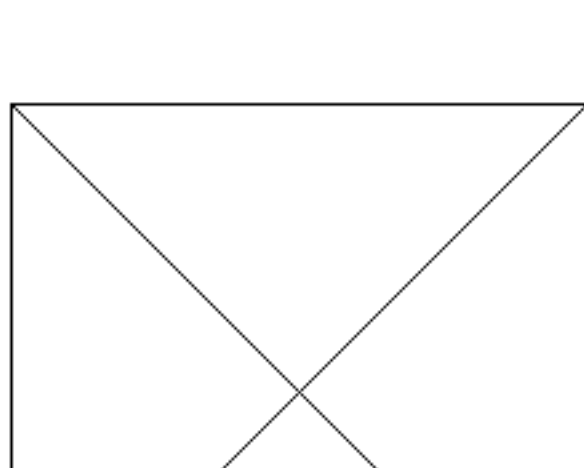
Main Page	Quiz Page	Results Page
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Let's create your routine!

Get Results

Skin Prep

Name:  
Price:  
Link to buy:



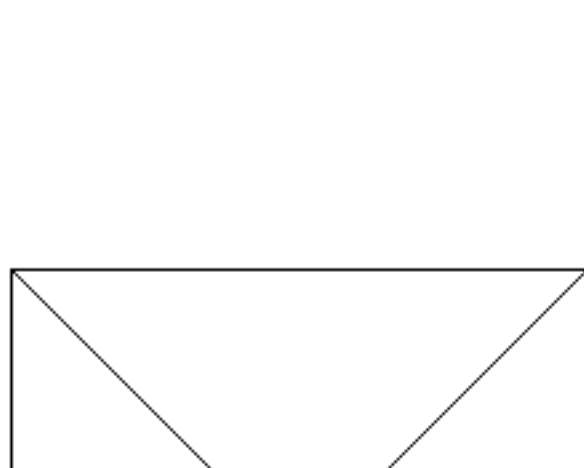
Primer



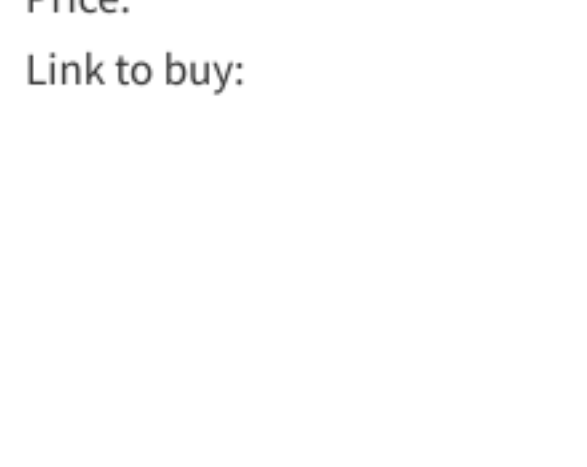
Name:  
Price:  
Link to buy:

Foundation / Skin Tint

Name:  
Price:  
Link to buy:



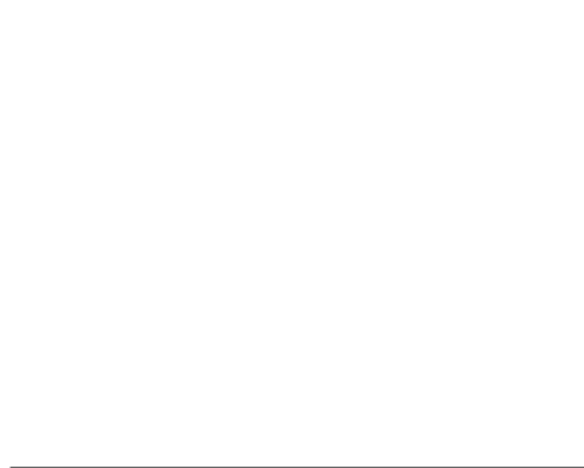
Concealer



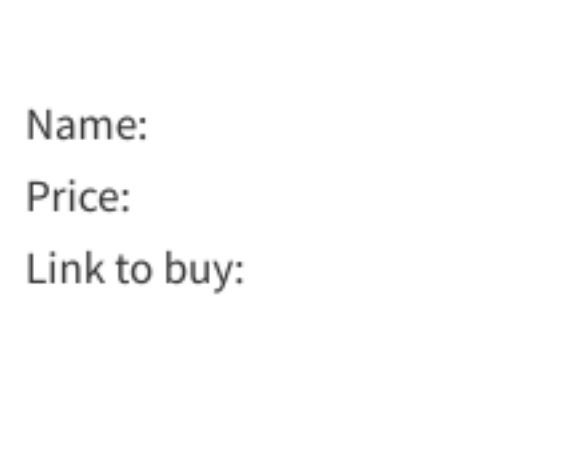
Name:  
Price:  
Link to buy:

Setting Powder

Name:  
Price:  
Link to buy:



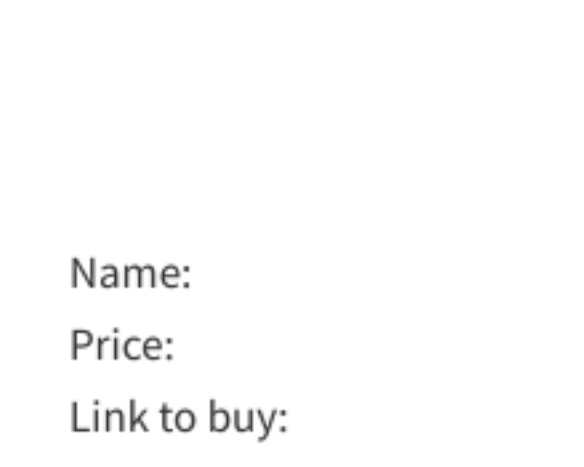
Bronzer



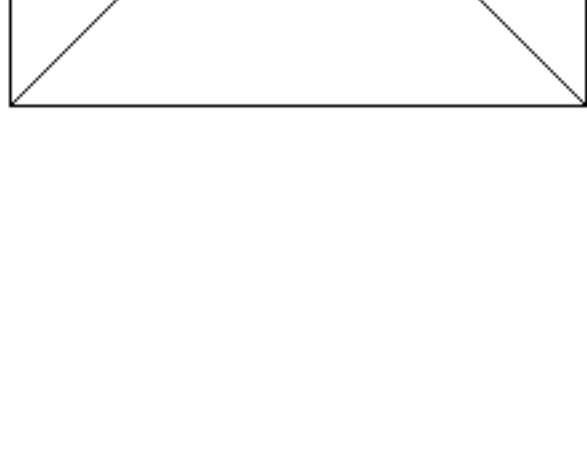
Name:  
Price:  
Link to buy:

Blush

Name:  
Price:  
Link to buy:



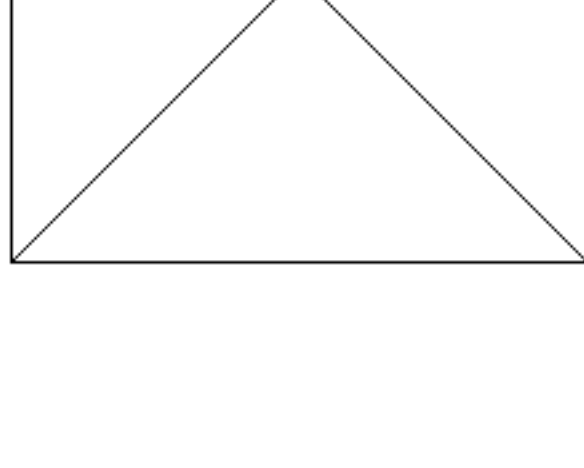
Highlighter



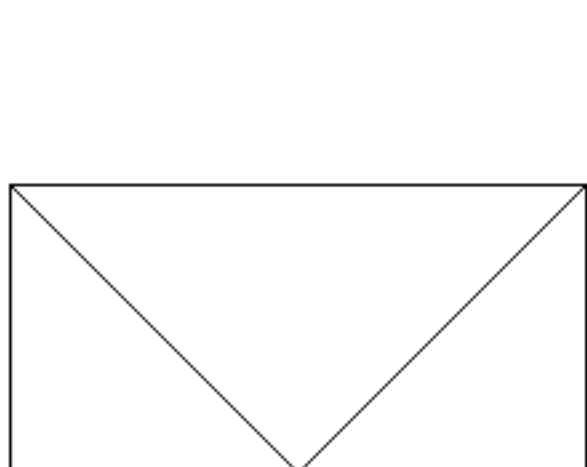
Name:  
Price:  
Link to buy:

Eye products

Name:  
Price:  
Link to buy:



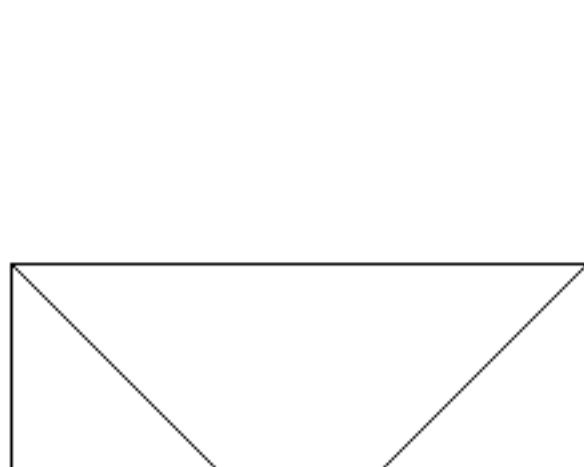
Brows



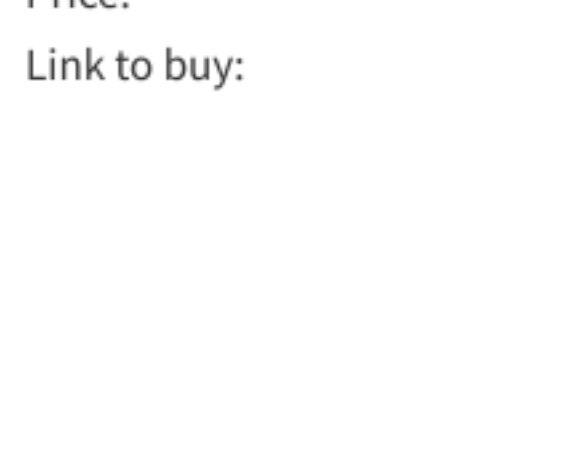
Name:  
Price:  
Link to buy:

Lips

Name:  
Price:  
Link to buy:



Setting spray



Name:  
Price:  
Link to buy: