**IST 263 Project Milestone 2 – Copy Document**

Note: In the “actual page text” section I am expecting you to write every bit of text that will appear on the page. If you write an outline or samples you should expect to receive a 0/10 on this assignment.

**Name**: Anika Mombiela

**Description (From Milestone 1)**:  
My idea for the project consists of a website where users can create their perfect makeup routine. With

so many different makeup products to choose from, people get overwhelmed and buy the wrong thing.

This website will be a useful tool to help users achieve the makeup look they want according to their

skin type and budget. Users will receive a personalized makeup routine by answering a few simple

questions. I’ll also ensure the website offers an enjoyable and engaging experience.

**Home Page**

**Short Description**

Replace this text with a short description of what will be on this page.

At the top center of the page, there will be a title with the name of the website and a welcoming. Under that, there will be a short description of what the website is about and how to properly use it. In addition, there might be images of makeup products to make the website look more aesthetically pleasing. I would also like to add some text about how important it is to choose the correct makeup products according to your skin type and personal taste. Finally, I will also add some references from people I know by asking them how much a page like this helped them purchase the correct makeup products. At the button of the page there will be a “Create Routine” button that will take the user to the second page.

**Actual Page Text**

Replace this text with the actual writing you will have on this page.

Make It Up

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’ll 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.

**Page 2**

**Title:**  Create Routine

**Short Description**

Replace this text with a short description of what will be on this page.

On page 2, the user will take a mini quiz through a form. This mini quiz will ask three questions:

* Skin type
* Makeup style
* Budget

Above each question, there will be a description of each of the options so the user can have an overview of their selection to make sure it is the right one. After finishing the quiz, the user will be taken to the third and last page, where the results are. I also want to add images for each of the options available so users have a clearer idea of what they are choosing.

**Actual Page Text**

Replace this text with the actual writing you will have on this page.

Let’s create your routine!

Start Quiz button

Question one: What is your skin type?

Options:

* Oily
  + Description:
    - Produces excess sebum, making the skin look shiny or greasy.
    - It benefits from lightweight, oil-free, mattifying products.
* Dry
  + Description:
    - Lacks moisture, leading to a feeling of dryness and flakiness.
    - Benefits from hydrating and nourishing products.
* Combination
  + Description:
    - A mix of oily and dry areas.
    - Benefits from balanced products that deliver lightweight hydration.
* Normal
  + Description:
    - Well-balanced with no excess sebum or dryness.
    - Benefits from simple products.

Question 2: What is your preferred makeup style?

Options:

* Natural makeup
  + Dewy
  + Matte
* Everyday makeup
  + Dewy
  + Matte
* Professional makeup
* Semi-professional makeup

Question 3: What is your budget (in $)? This will be using a ratio

* 10-20
* 21-40
* 41-60

**Page 3**

**Title:**  Your perfect routine has been created!

**Short Description**

Replace this text with a short description of what will be on this page.

This page will contain the results according to the quiz taken on the second page. There will be product recommendations for each makeup step so that the user is delivered a complete makeup routine. Each product recommendation will have a link next to it that the user can press, and it will take them to a website where they can purchase the product. If the user is not satisfied with the results, they can click a button to try again, which will take them to the second page, where they can retake the quiz. In addition, at the bottom of this page, I will add links to other websites where users can find tips and tutorials so that they can improve their makeup skills.

**Actual Page Text**

Replace this text with the actual writing you will have on this page.

Your makeup routine is here!

Skin Prep

* Product name and price
* Image of product
* Link to buy product

Primer

* Product name and price
* Image of product
* Link to buy product

Foundation/Skin Tint

* Product name and price
* Image of product
* Link to buy product

Concealer

* Product name and price
* Image of product
* Link to buy product

Setting Powder

* Product name and price
* Image of product
* Link to buy product

Bronzer

* Product name and price
* Image of product
* Link to buy product

Blush

* Product name and price
* Image of product
* Link to buy product

Highlighter

* Product name and price
* Image of product
* Link to buy product

Eye products

* Product name and price
* Image of product
* Link to buy product

Brows

* Product name and price
* Image of product
* Link to buy product

Lips

* Product name and price
* Image of product
* Link to buy product

Setting Spray

* Product name and price
* Image of product
* Link to buy product

Links to tips and tutorials.

Button to return to the second page if the user is unhappy with the results.