Website for Amore Skin Care products

**Proposal**

Amore Skin Care is a startup brand specializing in producing skincare products sourced from natural ingredients, avoiding any harmful ingredients. The brand offers a diverse range of products aimed for various purposes for both genders. The purpose is to develop a website that functions as an online store and promotes Amore Skin Care products. The aim is not solely to showcase products, but to create an environment where visitors can connect with nature through positive and natural colors choices and visuals.

**Objectives**:

* Performing research to identify colors and themes that are associated with nature and have positive psychological outcomes on the customers.
* Establish a user-friendly website with serene colors, designs, and sounds to create a welcoming and relaxing ambiance for potential customers.
* Enhance the brand’s credibility by featuring engaging articles and blogs focusing on the natural sources utilized in our products.
* Offer various payment options to ensure customer satisfaction and ease of transactions.

**Audience**: Young adults, adults, students, and employees. Eco-friendly products users & supporters.

**Content:**

* **Home page**

The home page of a website holds grave importance when it comes to initial interaction with customers. To establish a strong connection between the brand and the environment, the opening presentation on this page will be an animated video demonstrating nature, welcoming visitors with visuals of Amore Skin Care products integrated with natural elements in colors, designs, and sounds.

Following this introduction, visitors will then transition to the landing page. Here, they will meet a well-designed layout inspired by the theme of tree trunks, divided into various sections.

The home page will prioritize essential information about the brand's products, emphasizing the use of natural ingredients and their significance for both environmental conservation and people's health. Additionally, it will provide an overview of the production process, introduce the brand's experts and team members, highlight offers and discounts, and showcase customer testimonials.

In order to avoid overwhelming visitors, the home page will feature brief content and fewer sections. Its focus is to establish a connection with visitors through impactful visual elements and meaningful titles. Also, it will offer quick access shortcuts to various product categories, store locations via a map, and support and contact sections.

* **About us**

The "About Us" section holds significant importance when it comes to establishing an emotional connection with potential clients, providing a sense of comfort in their decision to purchase or use the offered service. This page will present an overview of the brand, the individuals involved, their history, and their goals.

For the Amore Skin Care website, the "About Us" section won't just serve as a space-filler or follow the crowd. It will serve as the final push for potential clients who may still need to be persuaded into becoming customers. This section will present the backstory behind Amore Skin Care, described by the owners, to convince potential customers to purchase the products by delivering compelling storytelling and recalling a series of events. It will also present observations into the various stages of production and distribution processes, the brand's work environment, and the owner's desire to promote healthy and beautiful skin while contributing to environmental conservation.

* **Facts**

This page will present scientific facts related to the components of Amore Skin Care products. It aims to demonstrate accurate, credible, high-quality, and easy-to-understand information about the crucial elements used in the brand's products. The goal is to display how these elements contribute to maintaining healthy and beautiful skin without compromising the environment or people's health. Given the brand's target audience of well-educated individuals, this section will enhance its credibility toward customer trust in its products, especially when it comes to visitors concerned about common harmful ingredients present in today's skin care products that pose risks to both health and the environment.

* **Q&A, Consultation**

Although this page is optional, it could be an advantageous addition to the website, as it would aim to offer potential customers a Q&A section addressing various skin types and problems to clarify their specific needs. Additionally, it could feature an option to consult with a specialist for a fee. The brand can utilize skincare specialists available for scheduled online meetings to assist potential clients in identifying their skin problems and getting their questions answered.

A diagram of a website

Description automatically generated