

# Forever Glow

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Take the Quiz!    Product Recommendation    About Us    Ultimate Guide

NEW FEATURE COMING SOON! A Color Analysis! TAKE OUR QUIZ SOON TO FIND YOUR COLORS!!

## Skin Analysis

Do you struggle with unknown spots on your face, random breakouts, or bumpy texture? Skin issues are very important and you should always make sure you take good care of your skin. Take our quiz for an ultimate glow up.



## Makeup Analysis

Do you know what makeup looks good based on your skin tone and skin type? What types of foundations and concealers are best fit for you and the shades that would look best on you? It is imperative that you feel satisfied with your look and how you present yourself. Get the best look for yourself!

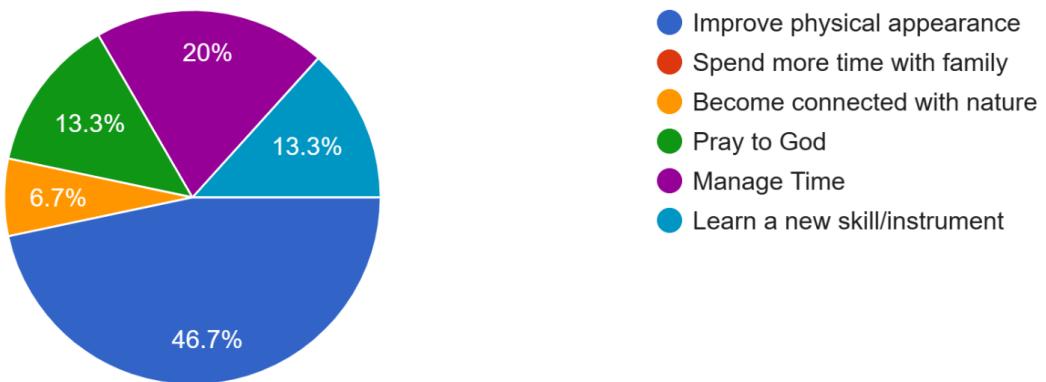
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## Problem Description

The target consumer for our entrepreneurship project is intended to be young women across the globe. Narrowing down this large range, we want to focus on girls who don't have access to professional help or can't afford it. In the age range, we are planning to target girls who are 13-19 because at 13, they are becoming teenagers, and they are being introduced to a whole new world of beauty standards, and until 19 because that's when they transition into an official adult and can start making decisions on what they want to do on their own without the greater importance of their parents. Young women between this age range are conflicted between what they should use and wear to elevate their natural appearance and social media plays a hugely influential role in what girls want to wear and use, but these products are often overhyped and don't serve the purpose of making them look better. Female teenagers need a clear answer on what products will serve them the best and are the most effective, and our website is the answer that they need and the best part is, it's free! Anyone, anywhere can access it and we provide factual research through the research we have been conducting and the code we have been executing over the past few weeks. We intend to help empower women and make every girl confident in who they are and how they look. Using



our website, we intend for them to follow our advice, glow up, and become and appear the best version of themselves. We don't want to change them, we want them to become a better version of themselves.

We drafted various ideas of differences girls could potentially want to make in their lives. We were able to identify this problem when we conducted a survey (as well as asking people in person) collecting

responses from females in our school, and these were the following results. As you can see, the majority of people who took the survey chose to improve their physical appearance as the aspect of their life they want to improve.

## Research Summary

During the brainstorming process, we were thinking of ways we can help people our age improve in any area of their life whether that be school, relationships, time management, etc. We decided to ask girls in our school what they wish they could improve on – the inside and outside of their life...anything! From the data that we collected, we saw a common theme of girls wanting to improve their sense of style and appearance without spending their money on superficial things that aren't needed but are wanted. From that information, we decided to base our product idea around the needs of people in our demographic and wanted to create a website that would help them. We would provide them with products that suit their features and using these products would allow them to completely change their appearance in the way they want, leaving them with a glowed-up appearance.

After creating an idea, we went online and researched similar websites that are attempting to solve the same problem we are and that follow our guidelines of ethics and morals. We used websites such as [Super Simple Seasonal Color Analysis — The Laurie Loo](#) and [Choosing the Best Clothing for Your Skin Tone - Penners](#) for more information about what we are trying to achieve and to research what types of products work best for different bodies, skin types, and hair. We used information from [How To Master The 10-step Korean Skincare Routine | FEELUNIQUE](#) to create the results of what a skincare routine should look like for someone based on their skin needs. Additionally, we researched the various skin product characteristics using [Skincare Products Database | SkinSort](#). We noticed that all these websites had what we wanted but it's not everything we wanted. Each website serves a specific point but we wanted to make our website have everything included almost like a 3 in 1. We don't want to have the girls go



summer Season Color Palette

Light summer

If you are a Light Summer, you most likely have the following characteristics:

- Hair: Lightly colored hair such as light to medium ashy blonde or strawberry blonde
- Skin: Skin has a neutral undertone that is neither warm or cool, but may have a slight pink tinge.
- Eyes: Blue or Green

through five to six websites and then not end up getting a proper answer, hence our product.

We compiled the research of our products on [Product Details - Google Docs](#).

For example, we wanted our website to reflect some of these similar features, but instead of giving various options, we would give them the results based on the results of our analysis quiz.

Looking through all these websites

takes a long time. And the worst part is that you have to do the analysis yourself. We wanted the website to do it for them instead to save time and get more accurate results.

## Solution Summary

Our website contains various subpages that come together to make the website a convenient whole for every user's needs. On our home page, we included a description of what the users should expect after taking the quiz and getting an analysis done on their skin, hair, clothes they wear, and the makeup products they use. It gives a brief description as to why improving one's skin, hair, and overall appearance can elevate their confidence levels. Scrolling to the bottom of the home page, there is a "Find You" section which when clicked, takes the user to the Quiz page and an "About Us" section. There is a chatbot on the side of the home page to answer any questions a user may have about the website. On the top of the home page, there is a banner with navigation links to our various subpages along with a positive affirmation pop-up button that changes color every time it is pressed.

The screenshot shows the homepage of a website. At the top is a pink header bar with a blue 'GLOW!!' button on the left, a white 'Take the Quiz!' button, a blue 'Product Recommendation' button, a white 'About Us' button, a blue 'Ultimate Guide' button, and a white 'Astro' button on the right. Below the header is a blue banner with the text 'NEW FEATURE COMING SOON! A Color Analysis! TAKE OUR QUIZ SOON TO FIND YOUR COLORS!!'. The main content area has two sections: 'Skin Analysis' on the left with a blue background and 'Makeup Analysis' on the right with a pink background. Both sections feature images of makeup products and descriptive text. A black speech bubble icon is located on the right side of the 'Makeup Analysis' section.

When we click the "Take the Quiz!" hyperlink on the navigation bar, we are directed to a new page that will take the users through a nine-question quiz. These responses will be saved and based on their answers, different products will appear after the user presses "Submit" at the end. These products are unique to every customer's needs based on the research we have conducted. A personalized portfolio will be curated with the images of the product and each image will have 5 key points about the benefits and why they should use it. We have created an algorithm using variables to determine which images to display at the end. For example, if a user selects they have oily skin, this image will appear:



← Example of results

Time for a Glow Up! Take the quiz below to get started:

**Question 1: Which of the following best describes your skin texture?**

- Dry
- Combination
- Normal
- Oily

**Next**

← Our Qui

The second section of our website is the Product Recommendation page consisting of all the products a user could use. These aren't personalized – it is more of a catalog to browse through to see other products they could opt for. They will be able to search for skin, makeup, hair products, and clothes.

**Haircare** **Skincare** **Makeup**

## See All Makeup Products!

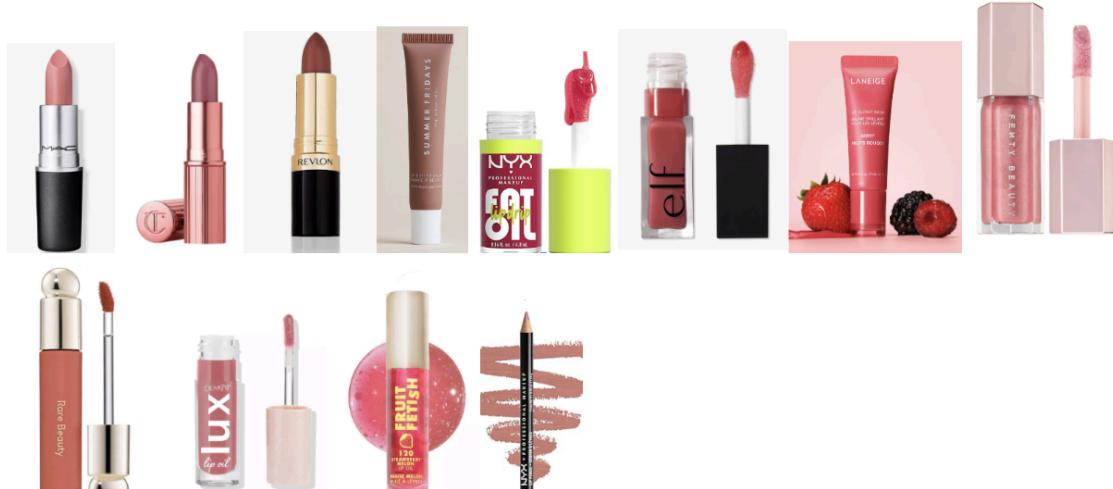
What makeup products are you looking for?:

Interested in any of them? Once you tap on the makeup product type you are looking for, it will take you to the website for purchase!

They can choose from a dropdown of various categories to reveal the product they are looking for. Numerous images will appear, and the user simply has to click on the image, and they will be navigated to a website where they can purchase that product.

What makeup products are you looking for?: Lip Products

Interested in any of them? Once you tap on the makeup product type you are looking for, it will take you to the website for purchase!



Finally, we included an About Us page for any user to see where we got our inspiration based on who we are as individuals.

An 'About Us' page from a website. On the left is a collage of various skincare and makeup products, including a candle, a purple cosmetic bag, and several bottles. On the right is a pink text area with the title 'About Us'. The text describes the creators as three young women who want to empower others through self-care and personal growth. It encourages users to take a quiz to find personalized skincare and makeup recommendations. A 'Take The Quiz' button is at the bottom.

**About Us**

Forever Glow was created by 3 young passionate girls who strive to change the fashion industry and empower individuals to feel confident in themselves. They hope that by sharing their knowledge and experience. They hope that by sharing they could help others feel confident in their own skin and body.

Passionate about self-care and personal growth, we're here to share our tips, tricks, and experiences to help you feel confident and inspired. We've helped create a space where everyone can discover their unique glow-up journey. From skincare routines to style transformations, we've got you covered. Find You Now!

[Take The Quiz](#)

## Product Evaluation

The most current iteration of our product includes a quiz to analyze a user's features and give them recommendations with products that work the most efficiently (after researching) in their clothing, haircare, skincare, and makeup. When the user submits their responses to our nine-question quiz which asks them questions to learn more about them in the categories listed. We used variables to create combinations of routines meaning that when the user would select they had oily skin; problems with dehydration and hyperpigmentation as their main skin concerns; had a warm skin tone; preferred a glossy finish; had thick and wavy hair; problems with frizz were their main hair concern; they didn't have sensitive skin, the following results were provided:



There are categories over each section of various products to notify the user which products they would use where. Each image contains the best product suitable for their concern, an image of the product, the name of the product, and five extra facts about the product to give more background information.

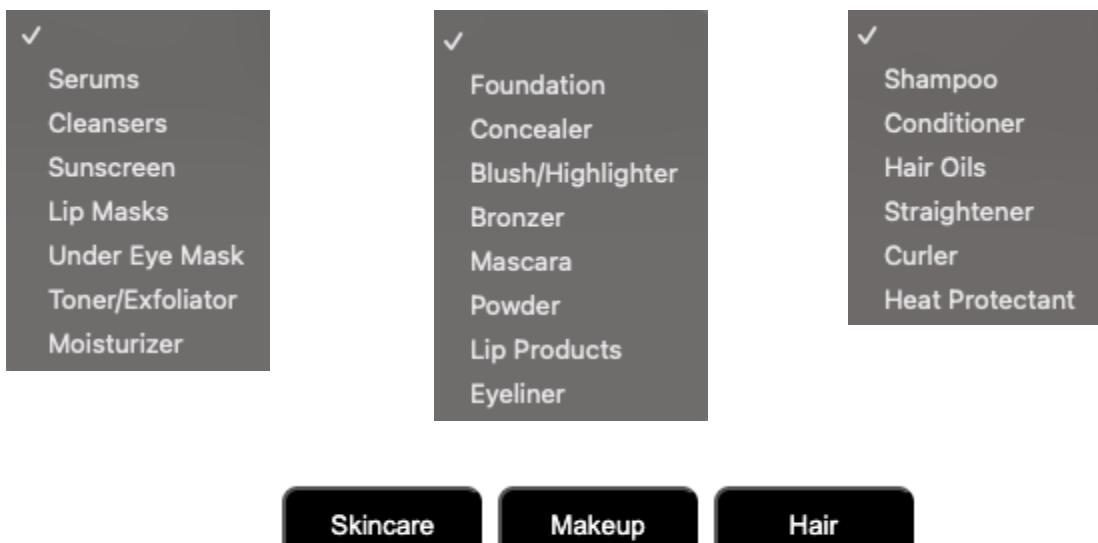
The quiz is the main feature of our product or website. Additionally, we have an infinitely moving banner. The text on the banner takes 15 seconds to move from the left side of the user's screen to the right side with an announcement we want all users to see. The color analysis mentioned in the moving banner is related to the user's skin tone. The user's skin tone will determine the guide they receive that we have personally curated when they need to know what clothes will suit their appearance and elevate the most effectively.

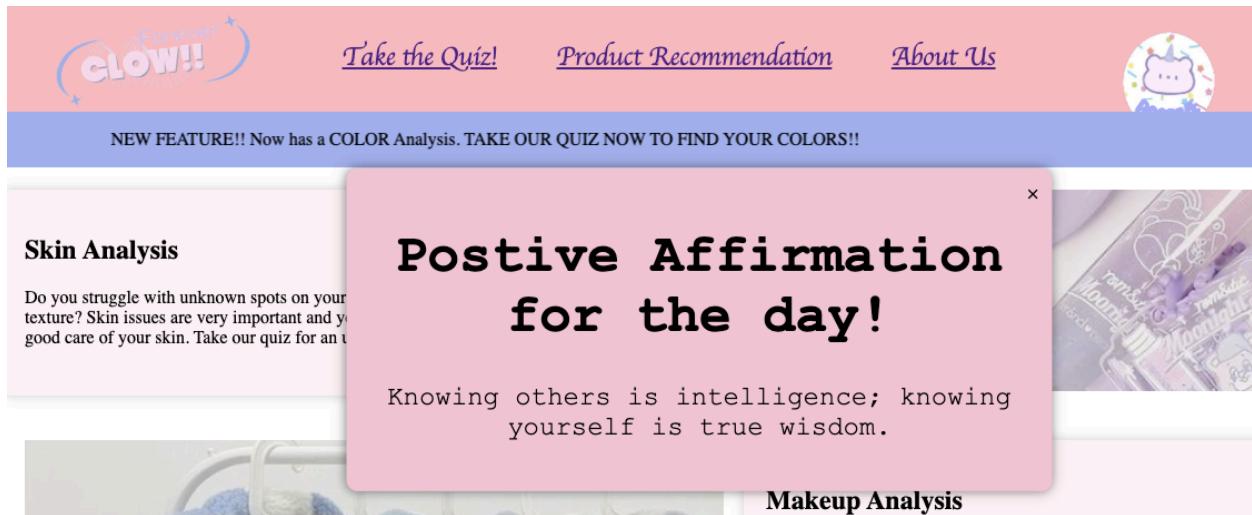
NEW FEATURE!! Now has a COLOR Analysis. TAKE OUR QUIZ NOW TO FIND YOUR COLORS!!

On the product recommendation page, we have three buttons at the bottom of the page. They hyperlink to the three subcategories within the organized catalog. A user can see only skincare, makeup, and haircare products separately, with even more specifications after they press one of three buttons, shown at the bottom of the page. The skincare, makeup, and hair pages contain their own subcategories that a user can choose from.

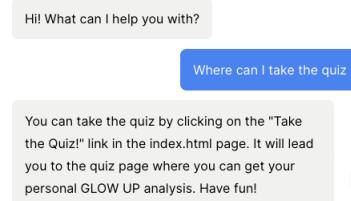
Choosing and submitting each of these categories provides an image collage of unique products that can be used by any user no matter their concerns. The purpose of this section of the page in our most recent iteration is to provide a list of all potential products they can purchase depending on their budget, if they are buying a product as a gift for someone, etc.

As a website that is attempting to help users glow up in terms of their appearance, we also want to remind the users they are as special as they are and don't need to change how they look to fit into societal standards. That's why we have included an affirmation generator that turns a different color with a different quote each time it is pressed.





Finally, the last major feature we are proud of implementing into our product is the Chatbot. This chatbot has the ability to answer questions the user has based on the website.



Our account for Forever Glow is on a free plan where only 20 messages are allowed to be answered monthly. We can train the chatbot with a limit of 10 links. As we hope to expand our website, we would like to increase the amount of content and directly the number of links in the website so that the chatbot can analyze and provide the most accurate results when prompted by any user. If this website were to be officially launched on a social media platform, we would expect numerous users to use the chatbot/website at once, potentially causing the website to crash. However, we would like to be proactive to avoid this from occurring and receive funding to upgrade to the Hobby plan as it is what is the most ideal approach for our website. There would be more messages being asked by the user without a great worry that the number of questions will run out compared to the Free plan. Additionally, there will be API access which is imperative to integrate into our website because the chatbot can use APIs to find information related to different skin types and concerns and would be able to provide the users with specialized skincare advice and product suggestions without them having to look through the website, increasing the efficiency and effectiveness of our product, and making our target audience content in the product they are using.

<p><b>\$0</b> Forever</p> <ul style="list-style-type: none"> <li>✓ 20 message credits/month</li> <li>✓ 1 chatbot</li> <li>✓ 400,000 characters/chatbot</li> <li>✓ Limit to 10 links to train on</li> <li>✓ Embed on unlimited websites</li> <li>✓ Capture leads</li> <li>✓ View chat history</li> <li>✓ GPT-4o (most advanced and efficient model)</li> </ul> <p>Chatbots get deleted after 14 days of inactivity on the free plan.</p> <p><a href="#">Get Started</a></p>	<p><b>\$19</b> Per Month</p> <p><b>Everything in Free, plus...</b></p> <ul style="list-style-type: none"> <li>✓ 2,000 message credits/month</li> <li>✓ 2 chatbots</li> <li>✓ 11,000,000 characters/chatbot</li> <li>✓ Unlimited links to train on</li> <li>✓ API access</li> <li>✓ Integrations ⓘ</li> </ul> <p><a href="#">Subscribe</a></p>	<p><b>\$99</b> Per Month</p> <p><b>Everything in Hobby, plus...</b></p> <ul style="list-style-type: none"> <li>✓ 10,000 message credits/month</li> <li>✓ 5 chatbots</li> <li>✓ Option to choose GPT-4 and GPT-4-Turbo</li> </ul> <p><a href="#">Subscribe</a></p>	<p><b>\$399</b> Per Month</p> <p><b>Everything in Standard, plus...</b></p> <ul style="list-style-type: none"> <li>✓ 40,000 message credits/month included (Messages over the limit will use your OpenAI API Key)</li> <li>✓ 10 chatbots</li> <li>✓ Remove 'Powered by Chatbase'</li> <li>✓ Use your own custom domains</li> </ul> <p><a href="#">Subscribe</a></p>
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Currently, to increase funding, we intend on adding ads on our website that aren't bothersome but can generate a sufficient amount of money as well as providing affiliate links when the user clicks on a product on our Product Catalog page.

Our solution solves the initial problem we saw in various women - the lack of confidence in their appearance. We have created this website to provide them with a temporary solution to improving their appearance with superficial products. In the end, the major glow-up is in their mental state. We did the best we could to help them glow up from the outside with our various features and personalized results from the quiz with their answers.

If we were given more time for this project, we would add numerous features that would enhance the appearance of the website. For example, after the user takes the quiz, we would like the skincare, makeup, and hair care products to align side-by-side with each other instead of having the user scroll vertically. We would also like to add a section with clothes and give the users places where they can purchase clothes based on their body proportions (more questions to add to the questionnaire).

## Key Contributors

**Taneshka:** My key contributions to this project include creating the Canva product details. These details are just the results of the quiz. I designed and edited each product to make sure it fits the user's answers. For our website, we required a lot of research as we didn't have too much knowledge about this topic. Since we required so much research I did part of the research which helped with finding out how a skincare routine can be useful, the steps to it and what products have benefits. All of the products which we chose were carefully chosen and researched. Each product has 5 key points to it when the results of the quiz come. Those key points were researched by myself. I also did the About Us section. One of the main features of our website is the Affirmation Clickable. This is just to spread positivity about you. This was created by myself as well. Besides all this, I contributed a lot to the designing part of the website. I created logos, color schemes, and the outline of our website. For our design, I drew models of how I thought the website would look and be the most functional.

**Arpita:** For this project, I worked mainly on the backend of the website to ensure everything was working smoothly and the buttons and links were directing users to the locations we intended them to go to. On the home page, I created the navigation bar. This is where all the main links are to our subpages within the website. Additionally, I created the format of the home page. I coded it such that each image would be next to a section of text (the sections of text are about the analyses). I also coded it such that if a user hovers over the section of the text, it would slightly enlarge and pop out. At the bottom of the home page, I added buttons for the user to click to navigate to the Quiz page and the About Us page. On the quiz page, I coded it such that depending on the user's responses to our questions, unique images with information about the products would be displayed at the very end of the quiz after the press submit. The quiz was created so that the user can go to the previous question and the next question, and they have to submit an answer before they proceed. Finally, on the product recommendation page, I created a product backlog such that a user can find all products based on any category they are interested in finding products in. For example, if they wanted to see all cleansers besides the one that was recommended to them after completing the quiz, they would be able to choose the cleanser option underneath the skin category in a dropdown menu. When they press submit, numerous images would appear that were tagged as being a cleanser.

**Yukthika:** One of my key contributions to this project was researching and finding products to display on the product recommendation page. I went onto various websites including Sephora, Ulta, Amazon, etc., to find products that fit into makeup and skincare. I looked through different categories of each; for example, for makeup, I looked for lip products, mascara, etc., for skincare I looked for cleansers, moisturizers, etc. To stay organized, I screenshotted the images (after asking for permission) and put the link for the product on a Google document. From there on, I uploaded all the images on Replit and put a link for the image, so when the user presses the image, it will take it to the website for purchase. Also, I was able to work on the Canva Product details for the whole makeup section. I found out which makeup product would be best for which skin type/tone and researched more information about the product to let the users know more about the product. I also implemented a good chatbot into our code so that if users needed help on the website, they could ask a question and the chatbot would be ready to answer them within a second. On top of that, I helped create some of the questions for the quiz that would be beneficial to determine which products are best fit for them and their needs. I also helped with designing the website and making it look comfortable for the users.

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