

## Project Report

Title of Project: Beauty Emporium Website – Online Store & Service Platform

Name of the Innovator: Charulatha G

Start Date: 25/11/2025

End Date: 01/12/2025

### Day 1: Empathise & Define

Step 1: Understanding the Need Which problem am I trying to solve? Many local beauty stores struggle to show their products and services online, making it difficult for customers to discover offers, book bridal services, or explore cosmetic and jewellery collections. Customers also do not get clear information about pricing, product details, or ongoing discounts.

Who is affected by this problem?

- Beauty product customers
- Brides looking for professional booking systems
- Jewellery buyers wanting quick catalog viewing
- Store owners who want online visibility

How did I find out about this?

- Interviews
- Observation
- Online Research
- AI Tools

### Step 2: What is the problem?

I am designing a solution to help beauty store customers easily explore cosmetics, jewellery collections, offers, and bridal services through a professional and user-friendly website.

### Why is this important?

A clear, attractive website improves customer trust, increases bookings, promotes sales, and helps stores grow.

## Day 2: Ideate

### Solutions:

1. Homepage with new arrivals and offers
2. Catalogue page
3. Bridal booking system
4. Contact page
5. Promotions page

### Chosen Solution:

A complete Beauty Emporium Website.

## Day 3: Prototype & Test

### Prototype includes:

- Cosmetics page
- Jewellery page
- Bridal booking
- Offers page
- About & Contact

### Feedback:

Works well: Layout, navigation, offers section.

Needs improvement: More categories, reviews, WhatsApp button.

## Day 4: Showcase

### Final Project Title:

Beauty Emporium Website – Online Store Platform

### Reflections:

Enjoyed designing layouts.

Challenge: Organizing categories.

AI Tools used: ChatGPT, Canva AI, Figma AI

## Website link

<https://v0.app/chat/beauty-emporium-website-dZfr3g0QzeK?ref=1GUIZH>



