

WATS 3010 Intro to Bootstrap Design Document

Name of site/company: Rosebud Skincare

Description of design concept/approach

- Rosebud Skincare is line of products with its main ingredients being roses to soothe and tame the skin giving it a radiant glow and keeping it healthy
- Blog will feature tips and ways for self-care and commentary on new trends plus explain more in depth the use of products from real testers of it
- This skin-care focuses on keeping its ingredients natural and no animal testing is involved which is a major selling point for the products

Hope to accomplish with design concept/approach

- Increase interest in self-care and how roses are an age old excellent way to take care of skin
- Get more customers in and create a loyal following
- Design the site to be easy to navigate and visually appealing with a community feel

Other websites for inspiration

- <https://www.modcloth.com/>
- <http://www.lm-laduree.com/en/products/skincare/>
- <https://www.lushusa.com/>
- <https://www.toofaced.com/>

Other websites to comparable businesses

- <https://theouai.com/>
- <https://michaeltoddbeauty.com/>
- <https://www.origins.com/>
- <https://www.kiehls.com/>

Target Audience

- Women between age 25 and 50
- Someone with a little more disposable income
- Those interested in learning about how to tame skin whether it be for eczema, aging, dry or oily
- Motivation for customers would be interest in skin-care looking for an appealing aesthetic in roses, learning about what is best for themselves, community building