Alpha Design Document

Group 3D

Amari Acevedo

Sadie Davenport

Erin Mcgee

Lea Smith

Zenia Treto

San Jose State University - School of Library and Information Science

Professor Alison Johnson

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Includes Supplemental Document with examples of objects in collection.

URL to Database:

https://libr202.sjsu.edu/webdata_pro/student/6410/cgi-bin/webdata_pro.pl

Collection: Eyeliner

Target Audience: Routine eyeliner user; uses 2x a week to everyday

Statement of Purpose:

This collection consists of a variety of eyeliner products and is designed so that users can easily find the right eyeliner product. The targeted audience are people who consistently wear eyeliner. If applying eyeliner is a routine morning practice for the person perusing this collection, then they are in the right place. This database includes a variety of quality eyeliners based on key eyeliner features: price, color family, type, waterproof, name, brand, application style, accessibility and whether it contains paraben. The goal of this collection is to provide the information that helps the target audience find the perfect eyeliner for their needs.

Data Structure Plan

Field Name	Field Values	Field Type	Required?
Price Range	**0-10, 10-20, 20-30, 30-40, Unknown**	**List**	**Yes**
Color Family	**Black, white, red, blue, green, orange, yellow, purple, metallic, other**	**List**	**Yes**
Name	**Flyliner Longwear Liquid Eyeliner, Epic Ink Liner, Hold The Line Waterproof Liner, Magnetic Magnetude Eyeliner, 24/7 Glide-On Eye Pencil**	**Comment**	**No**
Type	**Liquid, Gel, Cream, Pencil, Other, Unknown**	**List**	**Yes**
Waterproof	**--**	**Checkbox**	**Yes**
Brand	**Maybelline, E.L.F., Fenty Beauty, Buxom, UZ, Marc Jacobs, Urban Decay, Tori Bell, other**	**Textbox**	**Yes**

Application style	**Brush, felt brush tip, flex tip, wand, twist-up, pencil, pencil with sharpener, crayon**	**Comment**	**Yes**
Accessibility	**Amazon, Bloomingdales, CVS, Target, Sephora, Ulta, Walmart, Not Sold**	**Textbox**	**Yes**
Contains Paraben?	**--**	**Checkbox**	**No**

Rules

Name of Field: Price Range

Type: List

Required: Yes

Definition: The price of one unit of eyeliner falls within this range

Entry Rules: Select the range that the price of one unit of eyeliner falls within. If the price is not known, choose "Unknown".

Name of Field: Color Family

Type: List

Required: Yes

Definition: The color that best corresponds to the eyeliner shade

Entry Rules: Choose the color family that the eyeliner shade most closely matches. If the shade does not fall under any of the choices, choose "Other".

Name of Field: Name

Type: Comment

Required: No

Definition: The name given by the manufacturer to that particular eyeliner

Rule: Type the name exactly as it is spelled by the manufacturer on the product. Do not include the name of the brand.

Name of Field: Type

Type: List

Required: Yes

Definition: This field identifies what type of material the eyeliner is made out of.

Entry Rules: The product description should list the type of material. If the material is not listed on the product, but you are able to identify based on observation, select corresponding material from list. If identified material is not on the list, choose "Other." If unable to identify the material select "Unknown."

Name of Field: Waterproof

Type: Checkbox

Required: Yes

Definition: This field identifies whether the eyeliner is waterproof

Entry Rules: The product description should state if a product is waterproof or not. If it does not state that it is waterproof, then presume that it is not. With the answer, select the checkbox to indicate "yes" or leave unselected to indicate "no" . No other option available.

Name of Field: Brand of Eyeliner

Type: Textbox

Required: No

Definition: This is the field intended to identify the manufacturer's brand of eyeliner.

Rule: This is a textbox field for recording the brand of eyeliner. Use the same name on the website or packaging. Capitalize each word that is part of the brand name. Do not capitalize short conjunctions or prepositions that are part of the company name, such as "and."

Name of Field: Application Style

Type: List

Required: Yes

Definition: This field identifies the application method for the particular eyeliner.

Rule: Use this field to record the application method for eyeliner. This information can often be found on the product's packaging, or the manufacturer's website. If application style does not match the existing list, select "other."

Name of Field: Accessibility

Type: Textbox

Required: Yes

Definition: This field denotes where a particular eyeliner product can be purchased, as in which types of stores carry a particular eyeliner product.

Rule: In the textbox, enter the locations that sell particular eyeliner products. Check availability on multiple store sites if unsure where the eyeliner is sold: Sephora, ULTA, CVS, Walmart, and Bloomingdales. If the eyeliner product is sold in all available stores, list all stores in alphabetical order and separate them with a comma and one space. If the eyeliner product is not accessible in any clear location, select "not sold." If the eyeliner is sold in multiple but not all locations, list the locations in alphabetical order, and separate each location with a comma and one space only. Do not use the ampersand or the word "and" before the final location.

Name of Field: Contains parabens?

Type: Checkbox

Required: No

Definition: This field explains whether a particular eyeliner product contains parabens or not.

Rule: Search the location website which sells the eyeliner product to see if it contains parabens or not. With the answer, select the checkbox to indicate "yes" or leave unselected to indicate "no". No other option available.

Supplemental Document: Examples of Objects in Collection for Testing Purposes

1. **Maybelline Eye Studio Master Precise Liquid Eyeliner**

	0-10 ($8.99)
Price Range	
Color Family	**Black**
Name	**Eye Studio Master Precise Liquid Eyeliner**
Material/consistency	**liquid**
Lasting power	**Waterproof**
Brand	**Maybelline**
Application style	**Brush felt tip**
Accessibility	**Target**
Contains Paraben?	**Yes**

2. **e.l.f. Cosmetics Expert Liquid Liner**

Price Range	**0-10 ($3)**
Color Family	**Black**
Name	**Expert Liquid Liner**
Material/consistency	**Liquid**
Lasting power	**Unknown**

Brand	E.l.f.
Application style	Fine tip brush
Accessibility	Target
Contains Paraben?	No?

3. **Nyx Epic Ink Liner**

Price Range	0-10 : $9
Color Family	Black
Name	Epic Ink Liner
Material/consistency	Liquid
Lasting power	Waterproof
Brand	NYX
Application style	Felt brush tip
Accessibility	Target/Ulta/Amazon
Contains Paraben?	No?

4. **Buxom Hold The Line Waterproof Liner**

Price Range	10-20 $18.00
Color Family	Black (Matte Black)
Name	Hold the Line Waterproof Liner
Material/consistency	Pencil
Lasting power	Waterproof
Brand	Buxom
Application style	Pencil
Accessibility	Ulta
Contains Paraben?	Unknown

5. UZ Eye-Opening Liner

Price Range	10-20 $16.00
Color Family	light blue
Name	Eye-Opening Liner
Material/consistency	liquid
Lasting power	waterproof
Brand	UZ by Flowfushi
Application style	brush

Accessibility	online only
Contains Paraben?	no

6. Marc Jacobs Beauty Highliner Gel Eye Crayon Eyeliner - Deja Blue (matte finish)

Price Range	20-30 ($26.00)
Color Family	Blue
Name	Highliner Gel Eye Crayon Eyeliner
Material/consistency	Gel
Lasting power	Waterproof
Brand	Marc Jacobs Beauty
Application style	Pencil
Accessibility	Sephora
Contains Paraben?	No

7. Urban Decay 24/7 Glide-On Eye Pencil - Goldmine

Price Range	20-30 ($22.00)
Color Family	Metallic
Name	24/7 Glide-On Eye Pencil
Material/consistency	Cream
Lasting power	Waterproof
Brand	Urban Decay
Application style	Pencil

Accessibility	Sephora
Contains Paraben?	No

8. Fenty Flyliner Longwear Liquid Eyeliner

Price Range	20-30: $22
Color Family	Black
Name	Flyliner Longwear Liquid Eyeliner
Material/consistency	Liquid
Lasting power	Waterproof
Brand	Fenty
Application style	Flex Tip
Accessibility	Sephora/Online
Contains Paraben?	No?

9. Tori Bell Magnetic Magnetude Eyeliner - Color Choice of Black, Brown or Gray

Price Range	30-40 ($40.00)
Color Family	Black
Name	Magnetic Magnetude Eyeliner
Material/consistency	Gel
Lasting power	Waterproof
Brand	Maybelline
Application style	Brush
Accessibility	Bloomingdale's
Contains Paraben?	No

10. Marc Jacobs Highliner Gel Eye Crayon "Odysea #62" Full Size

Price Range	30-40 ($35.40)
Color Family	Green

Name	Highliner Gel Eye Crayon Eyeliner
Material/consistency	Gel
Lasting power	Waterproof
Brand	Marc Jacobs
Application style	Crayon
Accessibility	Bloomingdale's
Contains Paraben?	No