

Beta Design Document

Group 3D

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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

Eyeliner is a makeup tool intended to be worn on the eyelid to accentuate the eye. There are many different types of eyeliner products that achieve different results. Additionally, eyeliner can be used for nontraditional purposes depending on the user's preference. Because eyeliner is commonly considered a staple for makeup users, it is important to simplify the eyeliner searching process.

This collection is designed for people who consistently wear affordable eyeliner. Affordability, for this database, is defined as eyeliner that costs \$39.99 or less. If applying eyeliner is a daily routine for the person perusing this collection, then they are in the right place. A common dilemma for consistent eyeliner users is choosing the right product. For example, some people are focused on the safety of their eyeliner's ingredients, others are primarily concerned with the thickness and consistency of the eyeliner in order to achieve a particular look. Other decisions that eyeliner wearers must make include the amount of money they're willing to spend, where they're willing to go to purchase their product, and if they trust the brand that sells the product. This database makes it easy for regular eyeliner wearers to consider and answer these questions.

In order to make finding eyeliner simple, this collection is searchable by the key qualities considered as the most defining features of eyeliner products. These features are determined by how eyeliner products are advertised. Many competing eyeliner products are readily available,

and so choosing a product can be intimidating. Also, “eyeliner wearers” are part of a diverse group with different priorities regarding their eyeliner choices. This database is intended to serve those who want to find the perfect eyeliner product, whether they know exactly what they want, or want to explore different options in order to determine what they value most in eyeliner products.

Rules

Name of Field: Price Range

Type: List

Required: Yes

Definition: This field identifies the price range of one unit of eyeliner

Entry Rules: Select the range that the price of one unit of eyeliner falls within. Choose from one of the following options: 0-9.99, 10-19.9, 20-29.99, 30-39.99.

Name of Field: Color Family

Type: List

Required: Yes

Definition: This field identifies the color that best corresponds to the eyeliner shade

Entry Rules: Choose one of the following color families that the eyeliner shade most closely matches: Black, Brown, White, Red, Blue, Green, Orange, Yellow, Purple. If the shade does not

fall under any of the choices, choose “Other.” Do not consider information outside of color, including “metallic,” “sparkly,” or “shiny” when determining the product’s color family.

Name of Field: Name

Type: Textbox

Required: Yes

Definition: This field identifies the name given by the manufacturer to that eyeliner

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

Name of Field: Type

Type: List

Required: Yes

Definition: This field identifies the type of eyeliner

Entry Rules: The product description should list the type that the eyeliner is defined as; liquid, gel, cream, or pencil. If not listed on the product, but you are able to identify based on observation, select corresponding material from the list. Use this guide from beauty website, Byrdie, <https://www.byrdie.com/types-of-eyeliner>, for assistance in identifying the type. It is understood that this guide is not the definitive guide for identifying eyeliner type and is being

used for classification purposes for this database only. If an identified material is not on the list, or if unable to identify, choose “Other.”

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 field identifies 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 eyeliner.

Rule: Application methods can often be found on the product's packaging, or the manufacturer's website. Choose the application method that most closely fits the product. If a product's 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 the eyeliner product. Check availability on multiple store sites if unsure where the eyeliner is sold. 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, enter "Unknown." 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: Paraben free?

Type: Checkbox

Required: No

Definition: This field explains whether a particular eyeliner product is paraben-free or not.

Rule: Search the location website which sells the eyeliner product to see if it is paraben-free 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

Maybelline Eye Studio Master Precise Liquid Eyeliner



(Ulta Beauty, n.d.)

Price	\$8.99
Color	Forest Brown
Name	Eye Studio Master Precise Liquid Eyeliner
Type	Liquid
Waterproof	Yes
Brand	Maybelline
Application style	Brush
Accessibility	Target
Paraben Free	No

e.l.f. Cosmetics Expert Liquid Liner



(Ulta Beauty, n.d.)

Price	\$3
Color	Jet Black
Name	Expert Liquid Liner
Type	Liquid
Waterproof	No
Brand	e.l.f.

Application style	Brush
Accessibility	Target
Paraben Free	Yes

NYX Epic Ink Liner



(Ulta Beauty, n.d.)

Price	\$9
Color	Black
Name	Epic Ink Liner
Type	Liquid
Waterproof	Yes
Brand	NYX
Application style	Brush
Accessibility	Amazon, Target, Ulta
Paraben Free	Yes

Marc Jacobs Beauty Highliner Gel Eye Crayon Eyeliner



(Sephora, n.d.)

Price	\$26
Color	Deja Blue, matte powder blue

Name	Highliner Gel Eye Crayon Eyeliner
Type	Gel
Waterproof	Yes
Brand	Marc Jacobs Beauty
Application style	Crayon
Accessibility	Sephora
Paraben Free	Yes

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



(Urban Decay, n.d.)

Price	\$22.00
Color	Goldmine
Name	24/7 Glide-On Eye Pencil
Type	Cream
Waterproof	Yes
Brand	Urban Decay
Application style	Pencil
Accessibility	Sephora
Paraben Free	Yes

Fenty Flyliner Longwear Liquid Eyeliner



(Sephora,n.d.)

Price	20-30: \$22
Color	Cuz I'm Black- True Satin Black
Name	Flyliner Longwear Liquid Eyeliner
Type	Liquid
Waterproof	Yes
Brand	Fenty
Application style	Flex Tip
Accessibility	Sephora
Paraben Free	Yes

Marc Jacobs Highliner Gel Eye Crayon “Odysea #62” Full Size



(Amazon, n.d.)

Price	\$35.40
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Color	Odysea Green
Name	Highliner Gel Eye Crayon Eyeliner
Type	Gel
Waterproof	Yes
Brand	Marc Jacobs
Application style	Crayon
Accessibility	Bloomingdale's
Paraben Free	Yes

References

[Image of e.l.f. Cosmetics Expert Liquid Liner] (n.d.)

<https://www.ulta.com/expert-liquid-liner?productId=xlsImpprod15481111>

[Image of Fenty Flyliner Longwear Liquid Eyeliner]. (n.d.)

<https://www.sephora.com/product/flyliner-longwear-liquid-eyeliner-P17876556>

[Image of Marc Jacobs Beauty Highliner Gel Eye Crayon Eyeliner]. (n.d.)

https://www.sephora.com/product/highliner-gel-crayon-P379434?country_switch=us&lang=en&skuId=1880046&om_mmc=ppc-GG_1165716884_53825912380_pla-4212059722_97_1880046_257731948208_9031954_c&ds_rl=1261471&gclid=Cj0KCQjwt4X8BRCPARIsABmcnOq84ZMEZEYUqGINxwRMReikITfyJO54AVsjYdwcdWiOPC7aSbjiTUoaAvDKEALw_wcB&gclsrc=aw.ds

[Image of Marc Jacobs Highliner Gel Eye Crayon “Odyssey #62” Full Size]. (n.d.)

<https://www.amazon.com/Marc-Jacobs-HIGHLIGHTER-Crayon-Professional/dp/B00NLDTMOG>

[Image of Maybelline Eye Studio Master Precise Liquid Eyeliner]. (n.d.)

<https://www.ulta.com/eye-studio-master-precise-liquid-eyeliner?productId=xlsImpprod4070011>

[Image of NYX Epic Ink Liner]. (n.d.)

<https://www.ulta.com/epic-ink-liner?productId=xlsImpprod15361071>

[Image of Urban Decay 24/7 Glide-On Eye Pencil – Goldmine].(n.d.)

<https://www.urbandecay.com/24-7-glide-on-eye-pencil/122.html>

Zee, M. (2019, July 8). *Every main type of eyeliner, from cream to gel*. Byrdie.

<https://www.byrdie.com/types-of-eyeliner>