Website Proposal

I want to configure a website that makes the shopping experience for cosmetic products easier. I want the experience to be both friendly to makeup beginners and convenient to makeup experts. I will do research on makeup websites like Sephora (multiple brands and a wider range of products than my aimed objective) and MAC, Bobbi Brown, Colorpop (individual brands). What is going to be different from existing cosmetic websites is that I want to make the shopping experience more for each individual's character and style. There will be a quiz for users to take and the website will recommend products that complement your style or create a character you want to achieve.

Schedule

Week 1 (3/21 & 3/23)	- complete research on existing cosmetic websites (eg. Sephora) - create 3-5 user personas
Week 2 (3/28 & 3/30)	- low fidelity wireframes - rough content architecture
Week 3 (4/4 & 4/6)	- middle fidelity wireframes - gather source images + draw icons needed - conduct 3-5 usability tests
Week 4 (4/11 & 4/13)	- develop visual language to the wireframes - add details in content
Week 5 (4/18 & 4/20)	- refine visual language - work on prototyping interactions - conduct 3-5 usability tests again
Week 6 (4/25 & 4/27)	- finalize design