LOCCO – E-Commerce for Beauty

1. Introduction

   "Locco "is an e-Commerce aimed at women. On the website there are several needs around beauty from clothing to makeup. Features found in Locco:

   a. Sign Up / Sign In
   b. Wishlist (catalog of items that you want to buy)
   c. Bag (catalog of items to be purchased)
   d. Navigasi bar (Navigation bar is a category that can make it easier for users to find products)
   e. Search (users can search for products based on keywords entered)
   f. Filter (filters that are used in the form of brand names and prices)
   g. Category (sidebar display there are categories from each menu, for example for makeup there are categories of foundation, eyeshadow, etc.)
   h. Detail Product (there are descriptions, how to use, ingredients and about the brand)

2. User Interface Design and Prototype

LOGGO

MAKEUP   FASHION   SKINCARE   WATCH   JAWELRY

Q Search

MAKEUP

FACE ⌄
Foundation
Pressed Powder
Blush
Loose Powder
Bronzer
Contour
Concealer

EYEBROWS ›

EYES ›

LIPS ›

BODY ›

Filter by :

Brand Search Q

- Dior
- Fix It
- Fenty Beauty by Rihanna
- Estee Lauder
- Bobby Brown
- Charlotte Tillbury

Prices

$10 - $200

Reset   Apply

RED VIBE

423 products

SORT BY :   NEW ⌄

CHARLOTTE TILBURY
Airbrush Flawless Finish Setting Powder
$45
₩ 12.5k solds

YVES SAINT LAURENT
Glossy Stain Lip Color
$37
₩ 9.3k solds

FENTY BEAUTY BY RIHANNA
Killawatt Freestyle Highlighter
$36
₩ 21k solds

MAKEUP   FASHION   SKINCARE   WATCH   JEWELRY

Makeup › Face › Foundation

Pro Filt'r Soft Matte Longwear Foundation $35

Pro Filt'r Soft Matte Longwear Foundation

Roll over or click image to zoom in

QUANTITY   1

Add to Wishlist   Add to Bag

Payment Information   Delivery Details   Packaging   Exchange & Return

YOU MAY ALSO LIKE

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Airbrush Flawless Finish Setting Powder
$45

YVES SAINT LAURENT
Glossy Stain Lip Color
$37

FENTY BEAUTY BY RIHANNA
Killawatt Freestyle Highlighter
$36

3. Navigation Structure

Penjelasan navigasi :
a. In the navigation section like that, when clicked it will move to a new page, i.e.
    a page containing a product catalog based on the selected category
b. A dropdown box will appear to enter keywords
c. When clicked it will move to a new page in accordance with the selected
    function
d. To change the background image on the landing page, the photo will shift
    according to the arrow chosen
e. Shows the position of the image currently displayed
f.   If clicked it will go to the social media page
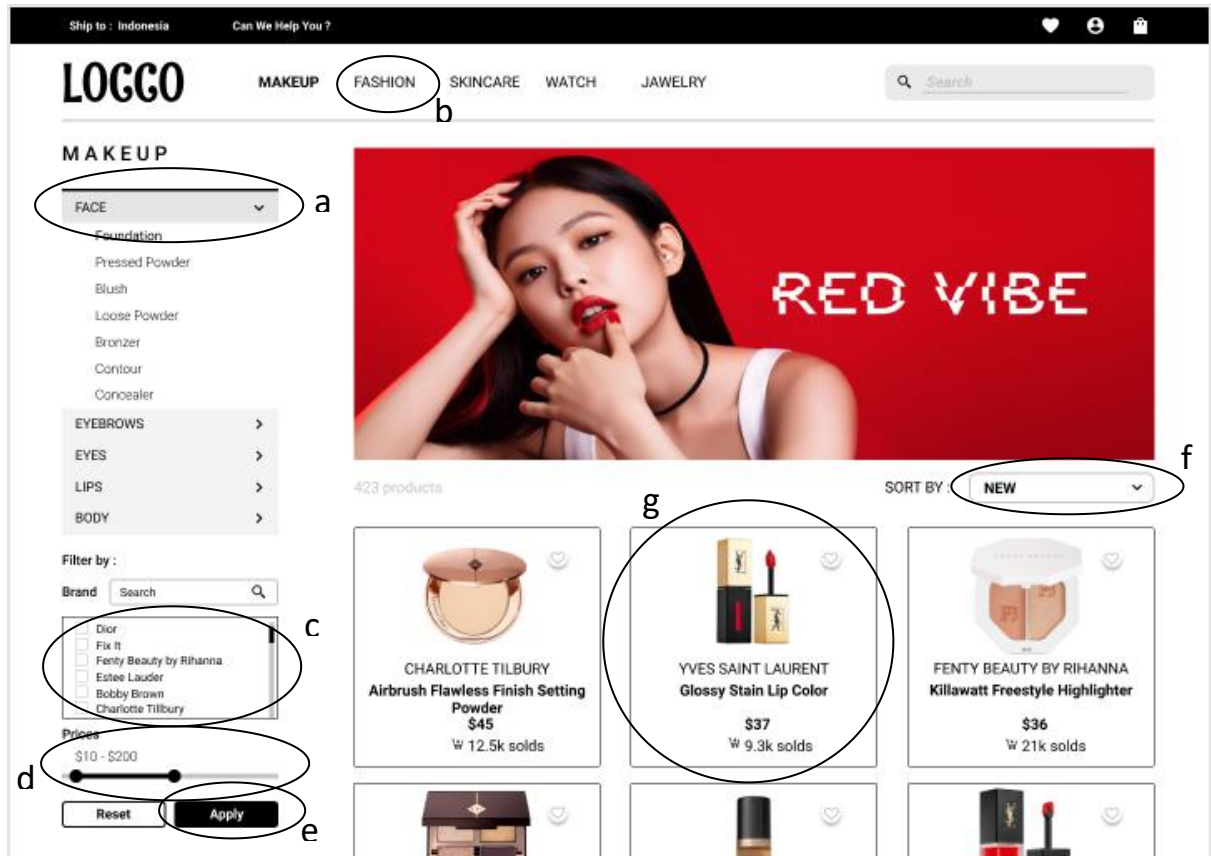
Navigation explanation :

a. In the sidebar, if you click on a category, a dropdown menu will appear

b. In the navigation above, if clicked it will move pages

c. Users can click to select the checkbox, and there is a scrollbar function on the right

d. Users can adjust the price range by pressing the start point and end point button

e. If the user clicks the button, the filter that has been done will work

f. Dropdown menu to sort catalog according to category

g. If clicked it will move to the detail page of the product

4. References
   www.channel.com
   www.louisvitton.com
   www.hermes.com