

# Homework Presented in Week 7, Thursday, 10.27.11

## Case Study : Online Beauty Store Specializing in Organic Beauty Products

### ***User Story 1:***

Name: Joan Wayne, aged 25, Stage Actress

Young stage actress with crazy work schedule. She performs on-stage most evenings and weekends, and never seems to have enough time for leisure.

She loves makeup and beauty products, but wants to get away from her heavy stage makeup. She thinks it's too harsh for daily use and prefers to use something more natural that also offers a range of choices in colors, textures, pricing, and so on.

**Some things she'd like her go-to website for products to consider:**

- Easy-to-follow categories of products & services
- Online store that's "open" all hours
- Tips & Tricks for using the featured products
- Useful product information and facts
- Testimonials of other product users

### ***User Story 2:***

Name: Carlo Missoni, aged 36, Makeup Artist for Milan Runways

Experienced makeup artist working the Milan runways backstage during various fashion events. He also entertains private clients for birthdays, weddings, corporate get-togethers and so on.

Carlo's always looking for new high-quality products, and the organic variety is of particular interest to him. He has a tight schedule, so he banks heavily on reliable online e-commerce sites to provide him with all his makeup and skincare products.

**Some things he'd like his go-to website for products to consider:**

- Simple layout of products and services
- Online store that's "open" all hours
- Reliable shipping and handling of products
- Seasonal introductions of innovative products and ideas
- Special offers, so he can bundle/combine new products for trial
- Money-back guarantee on all purchases