Terms of Reference

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SUMMARY:

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1. Company overview

AURA is a company specializing in the online sale of luxury perfumes, offering a carefully curated selection of fragrances for both men and women. Founded with the ambition of providing a unique experience for perfume enthusiasts, AURA is committed to delivering authentic products from the most prestigious perfume houses.

Thanks to a modern and intuitive platform, AURA highlights elegance, quality, and customer satisfaction. The company ensures fast and secure delivery while offering a personalized service to guide each individual in choosing their ideal perfume.

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2. Project overview

- ### *Context :*

AURA is much more than just an e-commerce site; it is an immersive experience in the world of luxury and high-end perfumery. Our ambition is to reinvent the online perfume-shopping experience by offering a platform that combines technology, elegance, and personalization.

Thanks to an intuitive and sophisticated interface, every customer will be able to discover, explore, and choose their ideal perfume based on their olfactory preferences. The site will feature an intelligent recommendation system powered by an advanced algorithm, as well as expert advice from perfumery specialists to guide users in their selection.

Inspired by the great luxury houses, AURA will showcase an elegant design language, a minimalist aesthetic, and seamless navigation. Additionally, the site will provide secure payment options, real-time order tracking, and premium services such as personalized gift wrapping and complimentary samples with each purchase.

With AURA, buying a perfume becomes a unique sensory experience, enabling each client to discover their olfactory signature and express their elegance through exceptional fragrances.

- ○ ***Objectives :***
- **Immersive Digital Olfactory Experience** Offer an innovative and elegant approach to discovering and purchasing perfumes online.
- **Reinventing Online Perfume Shopping** Combine technology and refinement to provide a unique and personalized shopping experience.
- **Personalization and Smart Recommendations** Develop a recommendation algorithm based on users' olfactory preferences.
- **High-End Design and Ergonomics** Implement an elegant visual identity and a minimalist design inspired by luxury brands. Ensure smooth and intuitive navigation for an optimal user experience.
- **Security and Premium Services** Integrate a secure payment system and real-time order tracking. Offer exclusive services: personalized gift wrapping and free samples with every purchase.
- **Creating a World of Luxury and Exclusivity** Highlight the elegance and prestige of the fragrances offered. Transform shopping into a truly sensory and emotional experience.

3. Target audience

Identity and General Profile

- Men and women aged 25 to 45, urban and sophisticated.
- Enthusiasts of niche perfumes and high-end products.
- Consumers seeking a unique olfactory signature.
- Clients sensitive to ethical practices and high-quality ingredients.
- **Family Status**: Single or in a relationship, without children, or with a lifestyle focused on themselves.
- **Location**: Lives in urban areas (Paris, Lyon, Geneva, Brussels, etc.), accustomed to luxury boutiques and premium experiences.
- **Income**: Medium to high (€40,000 – €80,000/year).
- **Profession**: Executives in luxury, marketing, fashion, or finance industries.
- **Lifestyle**: Refined, enjoys exclusive and personalized experiences.

Buying Behavior and Interests

- **Passions**: Fashion, travel, gastronomy, art, wellness, high-end cosmetics.
- **Favorite Brands**: Parfums de Marly, Jean Paul Gaultier, DIOR, Louis Vuitton, etc.
- **Shopping Habits**:

- ○ *Purchases niche and luxury perfumes (avoids overly commercial products).*
- ○ *Prioritizes customer experience and personalized advice.*
- ○ *Prefers online shopping but enjoys testing new products in stores.*
- ○ *Attracted by premium services (gift wrapping, samples, limited editions).*

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4. Competitors

Sephora: Sephora is one of the global leaders in beauty product retail.

Strengths ✅

- Strong Brand and Global Recognition: Sephora enjoys a strong brand image and international presence.
- Part of the LVMH Group: Benefits from financial and strategic support from the leading luxury group.

Weaknesses ❌

- High Prices: Products are often more expensive than competitors like KIKO, NYX, or other beauty retailers.
- Environmental and Ethical Issues: Criticism for the ecological impact of plastic packaging and animal testing (some brands sold are not cruelty-free).

- Variable In-Store Experience: Customer service quality varies depending on the country and location.

**Jean Paul Gaultier:** A flagship brand in perfumery, notably renowned for iconic creations like _Le Male_ and _Classique_.

Strengths ✅

- Original and Immersive Design: The website reflects the brand's extravagant and creative universe.
- Strong Visual Experience: Features impactful animations and visuals.
- Smooth User Experience: Intuitive navigation with well-organized categories (perfumes, fashion, new arrivals).
- Fast Loading Times and Mobile Optimization: Ensures efficient browsing on all devices.
- Robust E-Commerce Strategy: Direct purchasing on the site with exclusive promotions and special offers.
- Customization Services: Includes options like personalized bottle engraving.

Weaknesses ❌

- Limited Product Diversity in E-Commerce: Compared to multi-brand platforms, the site is restricted to its own products.
- Few Special Editions Exclusively Online: Limited availability of unique items on the website.

- SEO Optimization Needs Improvement: Limited presence on Google for generic perfume searches.
- Insufficient Informative or Comparative Content: Could attract more customers through natural referencing.
- Limited Personalization and Recommendations: Few interactive tools to help customers choose perfumes based on preferences. No personalized olfactory quiz, unlike other brands.
- Overloaded User Experience: Highly graphic design can reduce readability and quick purchasing. Certain interactive elements can be slow to load on mobile devices.

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5. *Graphic chart and ergonomic guidelines*

- ○ ***Logo :***

AURA

AURA evokes an invisible and magnetic aura, much like a perfume that leaves a unique and captivating impression. This name symbolizes charisma, luxury, and timelessness, reflecting the idea that each fragrance is much more than a simple product: it is an olfactory signature, a subtle presence that leaves a lasting impact. Through AURA, perfume becomes a refined sensory experience, connecting the soul and the senses in perfect harmony.

- ○ *__Typography :__*

The use of the 'Cinzel' font in AURA's logo evokes elegance and refinement. Inspired by classical Roman inscriptions, Cinzel adds a touch of timeless luxury, reinforcing the prestigious identity of the brand. Its balanced and sophisticated design perfectly reflects the world of AURA's high-end perfumes.

- ○ *__Colors :__*

The **black (#000000)** color in the logo of AURA's perfume site symbolizes luxury, elegance, and mystery. Associated with sophistication and timelessness, it enhances the brand's high-end image. Black also creates a strong contrast, highlighting the name AURA and amplifying its visual impact, while evoking the depth and intensity of the fragrances offered.

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6. Budget

> 66 *""A significant investment in time and coffee* 99

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7. Deadlines

The final version of the deliverable will be completed and submitted by June 30, 2025, to ensure optimal and thorough preparation of the application.

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8. Functionnal specifications

User Journey

- **Home Page**: Smooth navigation, highlighting featured products, and filtering options (type, brand, olfactory family).
- **Product Pages**: Detailed product sheets (olfactory notes, customer reviews), add-to-cart functionality.
- **Ordering Process**: Easy cart addition and secure payment.
- **Wishlist Page**: Allows saving favorite perfumes for future purchases.

Advanced Features

- **Personalized Recommendations**: Suggested perfumes tailored to users' olfactory preferences.

Order Management

- **Inventory Management**: Real-time stock tracking and automatic product updates.
- **Secure Payment**: Integration of multiple payment methods.

Marketing and Customer Loyalty

- **Loyalty Program**: Rewards for regular purchases and exclusive offers.

- **Personalized Campaigns**: Emails and notifications based on users' preferences.

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9. Technical specifications

Technical Architecture

- **Technologies Used**: The site will be developed using HTML, CSS, and JavaScript for the front-end, and PHP (LARAVEL) for the back-end.
- **Database**: MySQL to store user, product, and order information.

Feature Development

- **User Interface**: A responsive and fluid design optimized for intuitive navigation.

Security and Data Protection

- **Secure Connection**: Authentication via JWT (JSON Web Token) to protect user accounts.
- **Multi-Factor Authentication (2FA - MFA)**.

Integrations and APIs

- **Secure Payment**: PayPal integration to provide multiple secure payment options.

- **Order and Stock Management**: Communication with RESTful APIs for precise order tracking and automatic stock updates.

Performance and Scalability

- **Mobile Optimization**: Mobile-first development to ensure a smooth experience on smartphones and tablets.

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10. Appendices

Useful Documents for Project Reflection or Implementation:

- *Parfums de Marly*
- *Jean Paul Gaultier*
- *By Kilian - Angel's Share Iconic Fragrance*
- *Xerjoff*

Note: *This specifications document may be subject to changes regarding functional and technical specifications, in accordance with the Agile*

methodology based on the Scrum Framework.