



THE GLAMAZON

Proposal: The Glamazon

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GitHub Link: [Prodigi-Hackathon](#)

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OVERVIEW

We propose the solution to one of the problem statements(given by Cognizant in the Nurture program Digital ProDigi Hackathon) which is to enhance the 'connected experiences for consumers' by digitizing the buying process with the web app and providing them features to enhance the user experience and hassle-free search of the right cosmetic products for their skin type, which many people face these days, by personalizing product search for each customer that visits the website.

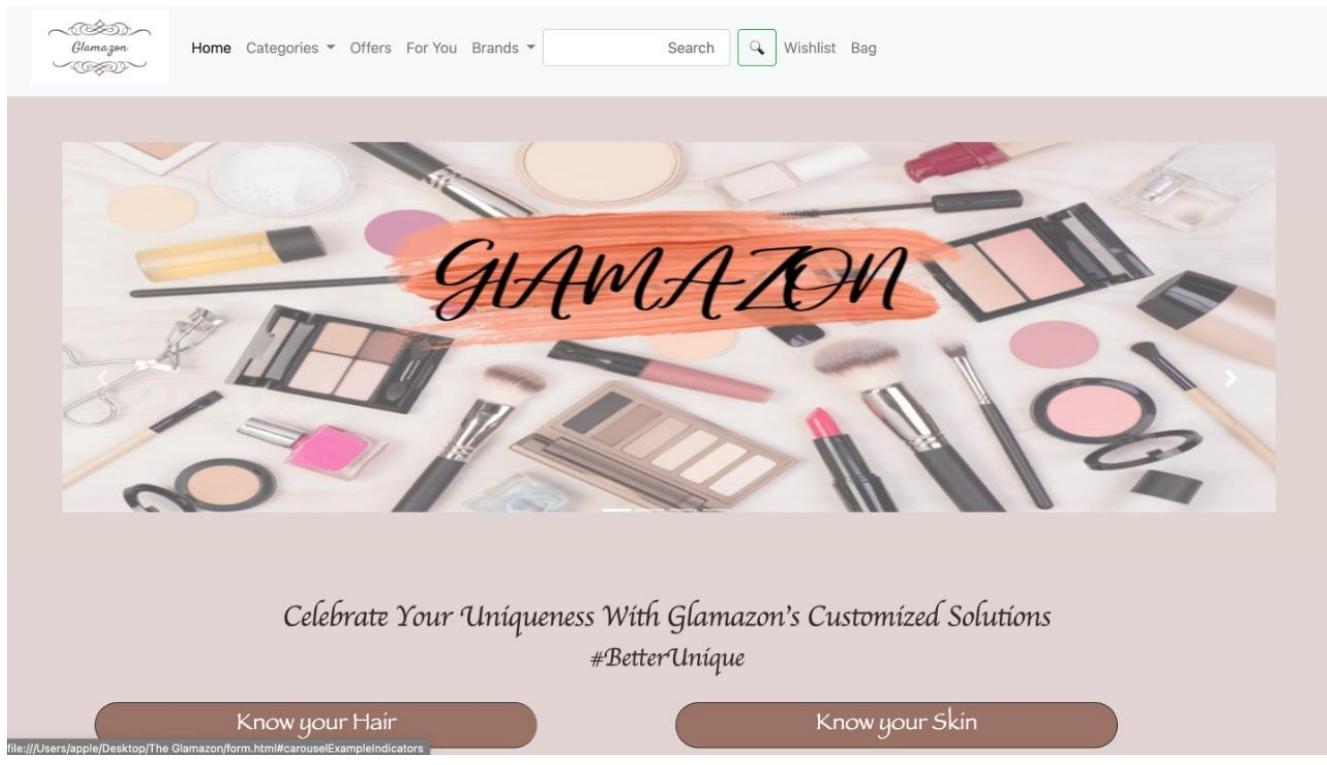
GOALS/OBJECTIVES

1. To cater to a larger audience from all over the country through our web app.
2. Get huge web traffic through endorsements and using KIOSKS machines at public places and markets to get our brand known to everyone in new cities also reach the remotest part of the country, using Cloud Microservices and using Docker and Kubernetes to handle huge traffic and make it scalable to any extent.
3. To make their shopping process seamless through the app with our features like AR to help them show the correct shade in 3D visualization of product, AI face detection integrated with AR to try products virtually and through KIOSK machines at different places helping them to choose the best fit product for themselves by providing samples at very minimal cost so they can choose the best-suited ones.
4. Increase the brand value(tangible value as well as perceived value) and attract customers to good quality products.
5. Hyper personalizing products served to them through Data analytics by taking Data-driven decisions to improve user experience and recommendation, developing deeper relationships with the customers, which is one of the important aspects of any D2C brand to establish in the first place.
6. Loyalty programs to bond with customers and retain them for future sales. The retention rate has to be high in such cases and to meet that we provide loyalty points to use on the next purchase, and personalized discounts.
7. Making a community page to help customers interact with each other and get benefits of products directly from customers itself who have previously bought and used them.

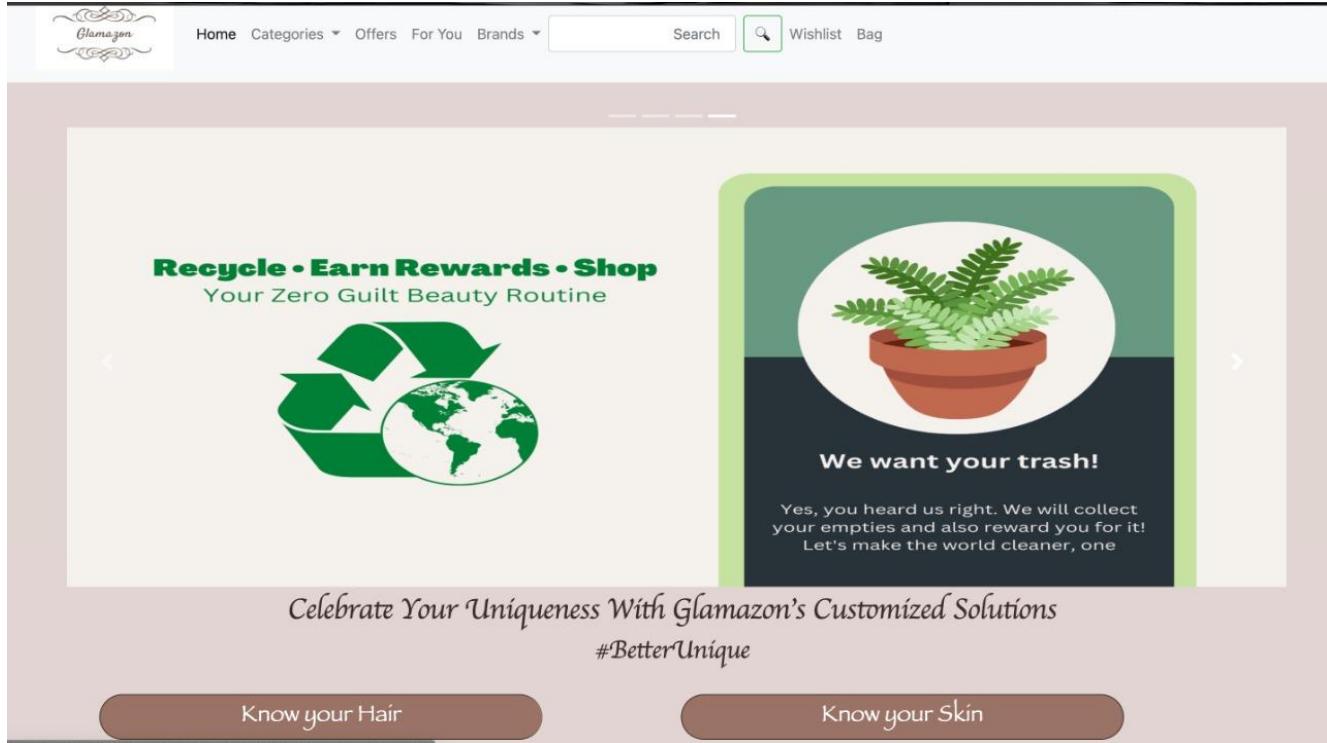
OUR WORK :

The website front page would look like something of this type

It's just a prototype, made with HTML/CSS, Bootstrap, TailwindCSS, JavaScript.



A screenshot of a website prototype for "Glamazon". The header features a decorative logo on the left, followed by navigation links: Home, Categories, Offers, For You, Brands, a search bar with a magnifying glass icon, and a wishlist/bag icon. The main visual is a flat-lay of various makeup products like eyeshadow palettes, lipsticks, and brushes. Overlaid on this is a large, stylized orange brushstroke containing the word "GLAMAZON" in a black, cursive font. Below the main image, a promotional message reads: "Celebrate Your Uniqueness With Glamazon's Customized Solutions" and "#BetterUnique". At the bottom, two brown buttons labeled "Know your Hair" and "Know your Skin" are visible.



A screenshot of a second page prototype for "Glamazon". The header is identical to the first page, with the Glamazon logo, navigation links, and a search bar. The main content area features a green recycling symbol next to the text "Recycle • Earn Rewards • Shop Your Zero Guilt Beauty Routine". To the right, there's a graphic of a potted plant with the text "We want your trash!". Below this, a message encourages users to collect empties and reward them. At the bottom, a promotional message reads: "Celebrate Your Uniqueness With Glamazon's Customized Solutions" and "#BetterUnique". Two brown buttons labeled "Know your Hair" and "Know your Skin" are at the bottom.

MEASURES/SPECIFICATIONS

India, one of the largest retail markets in the world, is projected to surpass \$1.7 Tn by 2025. India expects its e-tail market to lead the shift to organized retail in the next five years. This trend is similar to that of China, where e-tail constitutes more than two-thirds of the organized retail share which is 45% of the total market. India's rise in online shopping is fueled by the 639 Mn strong internet population, growing at 24%. India added 80 Mn shoppers in the last three years alone to reach 130 Mn today.

Cosmetics is a huge unorganized sector market where people usually prefer to go to the stores and buy. To make it easy and seamless we thought of making a web app to cater to the larger audience who can't reach the stores by providing them services and making their buying process easy and hassle-free.

KIOSK Feature:

Shopping for cosmetics online is great as you can get a vast variety of products but is it not the best way to buy them as you need to try the products for testing if they suit your body or not, for this, sampling of products is necessary and hence offline outlets are present, but they face a major stocking issue and can not cater to a large audience as stores require a huge startup cost and maintenance. Also, the personal care and cosmetics industry is so diverse as it has products with minute differences in color, shade, and texture.

When we talked to some of the online users, they told that the products are so costly and when they order online they get a minor color difference, so they wanted to add a feature of small sachets of very minimal cost which they can order first and then buy accordingly.

For tackling this issue we aim at introducing **kiosk-based sampling** using which the user can try the product directly from the kiosk and opt to buy it from our website directly via scanning a QR code which will add the product to the user's cart.

The process for sampling will be very easy as the user would have to go to the kiosk and choose from the various options provided.

The products will be sampled in strip form and will be stored in rolls inside the kiosk which will be refilled as and when the samples get exhausted.

The kiosk will be designed in various sizes based on the location where it will be placed and the stocking in it would also depend on the buying trends of the area and region.

This data will be collected from our website and surveys will be conducted to know the choices of the people.

(An issue that will still be present is that each and every category and shade of cosmetics can not be placed at each and every kiosk, so for that, we will be studying the data of purchases and the skin tone and preferences of the people in the region and samples will be curated using that data.) It will mainly have those samples which are highly likely to be brought by the people of that region.

AR Feature:

Augmented reality is a technology that allows a digital or computer-generated object to exist overlaying the physical world. Using special tools, the user can manipulate this object, change its position, size, or even color, and see how it will look in each possible configuration.

Augmented Reality is the future of eCommerce businesses. AR has many things to offer in the eCommerce business, from improved customer engagement to improved conversion rates. The eCommerce market is not fully saturated by AR technology yet. This is the best time to adapt to the new emerging technology to give a competitive edge. Adapting Augmented Reality in eCommerce can lead to a win-win situation for online business owners and customers.

As we already know that cosmetics industry is so huge and has so minor differences in products that it makes so niche market for the buyers. To get the exact same shade and exact same color is very different to tackle this, we brought up AR will also give filters that will use products virtually, for any case you can't visit our **KIOSKS**.

Our web app will consist of AR face detection which suggests products based on your skin tone. Using **Artificial Intelligence and Augmented Reality integrated with each other** as a whole to let them access how the products would exactly look on them with the exact tone they want.

AR will also provide a 360 view(**3D visualization**) of the product and will show exact same shade with no difference from the exact product.

Personalized Recommendation:

Now when they'll be buying different products from website and store based on their purchase history we'll be collecting data from hundreds of customers which will help our AI to identify what product is this person thinking to buy next and what products suits the skin, this will give us the cutting edge to **recommend some of our best products** which customer is suitable to buy.

When we have a huge lump of data on each customer, we can give them personalized discounts on basis of their purchase history, which will eventually **build deeper relations** with the customer. We are also educating people about prod and the benefits are diff from other rival brands and then recommending them a better option.

Voice Assistant:

Using the Voice feature to directly order when you are busy or stuck at some place and can try being in the comfort of their homes or workplaces or anywhere they feel like which will later help consumers of every race and skin tone.

Customers can use it for any FAQs for any kind of question as we planned to provide users with our **AI-powered Interactive voice assistants (IVA)** for any kind of question to placing any order.

Marketing and endorsement:

It's important to endorse such personalities with a huge base.

As we have seen in episodes of OnePlus and Boat how they came out of nowhere and established a huge market, they endorsed some famous personalities like Robert Downey Jr and Hardik Pandya respectively making them go global and capture a huge market.

KIOSKs will also be marketing our product at different public places.

This will help us determine the true value of the brand.

The true value of a product is based on two factors:

Tangible value: Determines how good is the product.. which in this case it is aforementioned that our product is far better than the rival brand's products and now when we'll be telling all the ingredients, its effects, its after-effects which will be disclosed which will increase the tangible value of our product.

Perceived value: How our product is perceived? What is the perception of the product in people's minds? And now when we'll be telling all the ingredients, their effects, and their after-effects which will be disclosed which will increase the tangible value of our product.

CONCLUSION:

Here in the cosmetics sector, the brands like Brenda's brand need to understand people's changing choices and have to build trust with people, and have to keep up with it, which will happen from the data it already has collected and study every change in the industry demands.

Few questions which come before we start any project :

1. Will the idea deliver business value?

For Usability - (Business Value)

The data collected by us to help Brenda establish her brand concludes that the current consumers or the users of the online applications are not satisfied with the UI of those apps. So we are focusing on improving the quality of a user experience while they are interacting with our app by providing them with a user-friendly environment, which helps to increase the web traffic and consumer base, eventually increasing the brand's revenue.

Functionality -

We are adding features like AR which will help users to show the correct shade of product in 3D visualization and also AR integrated with face recognition to try products from any place, Recommendation systems to personalize every user's experience and their choices, a voice assistant to directly place an order and an offline service (KIOSK), and GPS to show the KIOSK systems nearest to their locality, to try products and buy the perfect ones. All these services will be deployed to the cloud so we can expect good performance value for all these features which will be scalable to any extent.

Reliability -

The app will perform all the duties that will be mentioned in it without any interruption and this would be ensured by the Microservices of the cloud. The chances of occurrence of errors will be minimal, so it will not affect user experience or their ability to correctly use the product, while AI will be so accurate that no user will be dissatisfied with the time they give on our app.

Security –

The security of the application will be ensured by the cloud platform and also the information that will be entered by the users will be protected by the cloud of their devices. It will be totally secure to use the app. Google Cloud clearly mentions “Protect your applications and APIs against threats and fraud, help ensure availability and compliance.”

Agility –

Our application is open to criticism as it will help us provide updates that will enhance the quality of our app.

2. How is the idea proposed unique?

Our project is unique as it brings the features used in the market in the current scenario in a single pallet with some added features improving the user experience for both online and offline consumers.

Keeping in mind, the changing consumer's mind after some time makes it a niche market to dive in, but it can be achieved and future sales will not get disturbed. As we present the Data Analysis technique to customize every product based on the customer's mindset using data that we already have.

We are well aware that some brands like LensKart and Maybelline are the ones who are already offering this kind of solution, they are available only for some wearable products but not focused on the cosmetics industry. We will ensure to give them such user experience like none before. Providing a 3D model of the product, Try-on at premises, Try-on at KIOSK, even Try on from the safety of your place. All this is in our web app integrated into one place.

We also are providing **Books to educate people** about different ingredients and their benefits so that they can choose the best ingredient product suitable for their skin type.

This kind of online shopping experience would be more likely to emerge out of unique brands like Brenda's (with better quality products) than other rival brands with low quality and cheap prices.

*Celebrate Your Uniqueness With Glamazon's Customized Solutions
#BetterUnique*

Know your Hair

Know your Skin

3. Is the idea implementable meeting all the parameters?

Technologies used in Web App Development

- Cloud Network: Google Cloud/AWS, Docker, Kubernetes.
- web technologies: HTML/CSS, JS, Tailwind CSS, Bootstrap, React, NodeJs, MongoDB, MERN Stack.
- UI/UX: Figma, Canva.
- GPS integration : Google maps API and live location
- Artificial Intelligence: OpenCV, CNN, Transformers, Voice recognition.
- Augmented Reality
- Machine Learning algorithms, SVM, Clustering, Regression

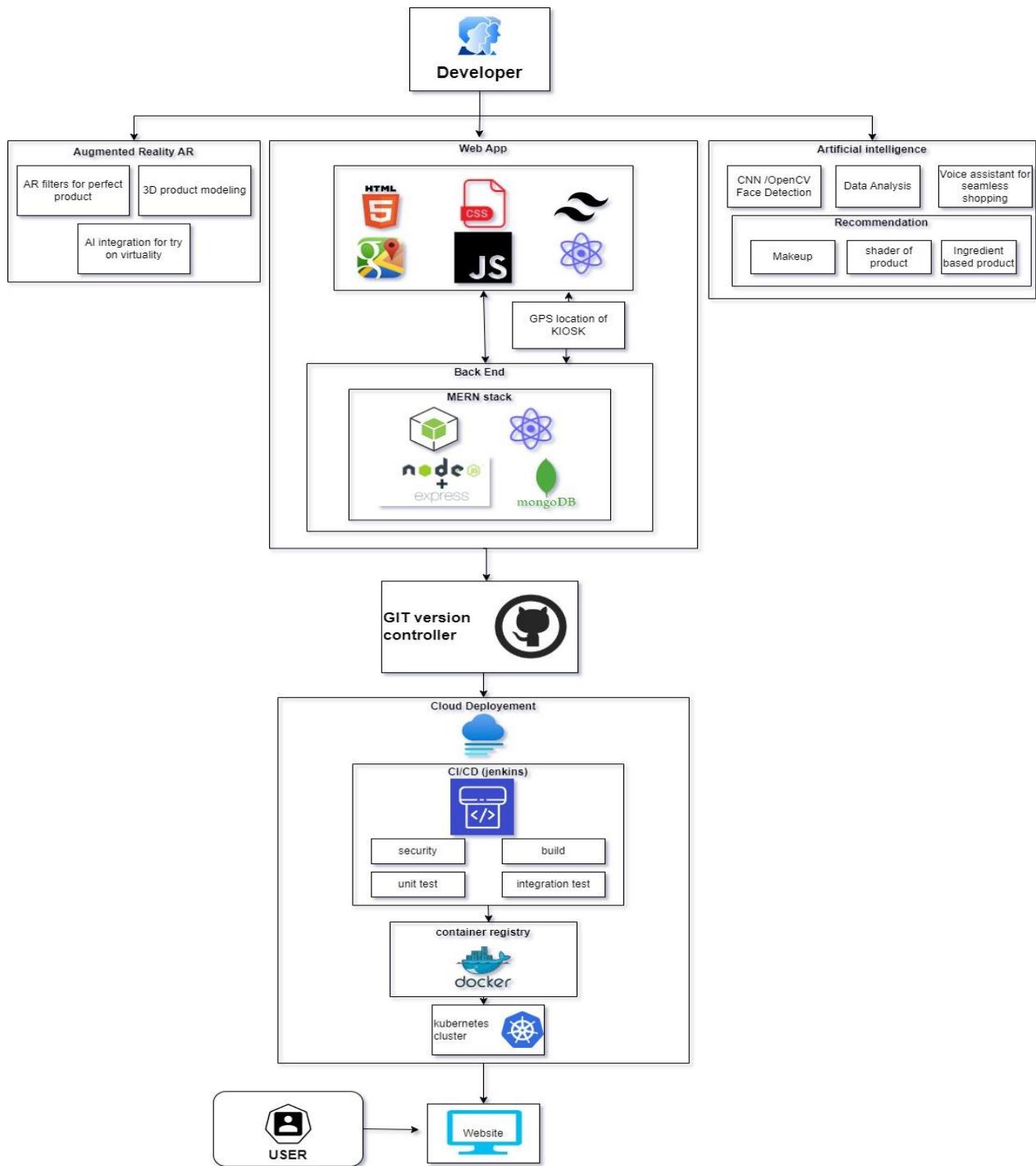
The application can be easily made using existing technologies like AI, Web Development, and Cloud computing, and the sampling kiosk are basically small vending machines that will be modified according to our use case.

We will be using TailwindCSS and modern JS Frameworks(React) to make the FRONTEND of our web app and the BACKEND using MongoDB, Express, React, NodeJS (MERN Stack)

After building the application through web technologies as mentioned, we will be using cloud services provider Google Cloud to deploy Docker containers and Kubernetes through Microservices to deploy our application where each feature will be one of the services which will be used to serve and cater to the larger audience without any extra efforts and which will also lower the upfront cost to maintain servers at premises. Continuous Integration and Development(CI/CD) will be easier using web service providers.

FLOWCHART/ARCHITECTURE:

Step-by-step features and how we will start to make the website:



4. Is the idea scalable meeting all the requirements?

Cloud scalability in cloud computing refers to the ability to increase or decrease IT resources as needed to meet changing demand. One of the cloud's distinguishing characteristics and the main reason for its skyrocketing popularity among enterprises is scalability.

The idea is scalable to any extent as the application will be based on a website and it can be modified to cater to a large audience at a single point in time by hosting it on the Cloud which works on a pay-as-you-use model, which will also result in cost saving as we will only need to pay for the times our site is accessed.

Cloud providers can offer both elastic and scalable solutions.

Elasticity refers to a system's ability to grow or shrink dynamically in response to changing workload demands, like a sudden spike in web traffic. We will be using Web Services like an elastic load balancer(ELB) which will automatically increase the servers on high-demand days (like sale time).

A scalable solution enables stable, longer-term growth in a pre-planned manner. Docker container and Kubernetes cluster are designed in a way that they can serve a larger audience without any hindrance, which will help our app to extend and scale to any extent.

A scalable cloud architecture is made possible through virtualization. Virtual Machines VMs are highly flexible and can be easily scaled up or down.

This shows how the cloud is very much helpful in scaling to any extent.

As for the offline side of our application which deals with sampling, the kiosk can be set up easily in small departmental stores or fairs, and also the samples can be categorized for the specific.

5. What will be the extent of implementation during the MVP phase?

During the MVP phase, we would deploy the application to some selected users, take their feedback, and improvise till we are at a stage to deploy the beta version of the website and follow the stable release. With the use of data collected from the website orders and other online sources, we will install sampling kiosks in our city and expand gradually as per the customer response.

The data collected in the recommendation feature can be used to increase the existing accuracy of the recommender system.

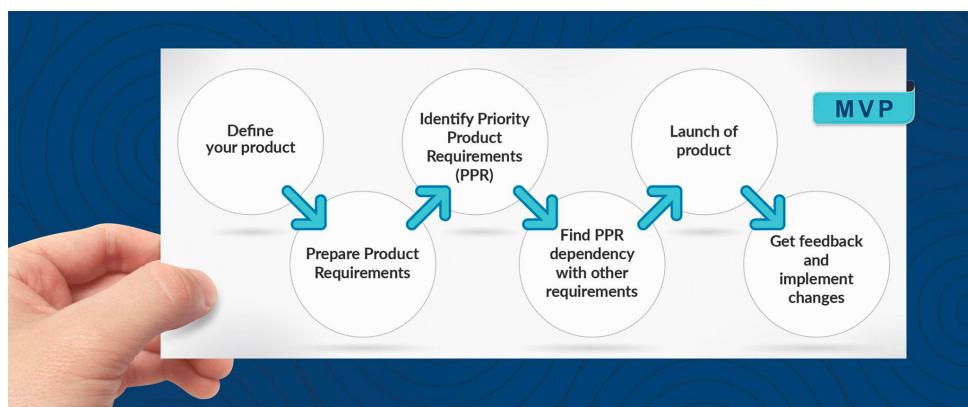
We can also cheaply illuminate the maker's demand for the application using Cloud architecture, in this way we can limit the final product's risk.

We will be constantly taking the reviews (feedback loop) of the product from customers and making changes accordingly to implement this app further on a large scale.

We will be starting an ad campaign using such platforms as Google, Facebook, and Twitter to see if the MVP reaches its target audience. These advertising platforms have very flexible and detailed segmentation capacities, so we'll be able to test our personas hypotheses by targeting multiple narrow user segments.

We are so focused on creating awareness about ingredients in our beauty book which will educate people before they buy the suitable one for them.

These were the basic MVP principles and techniques and it was made sure that our team adhered to them across the entire process and will be developing this web app to help Brenda gain her customer base again and even increase her sales to every part of the country.



Some basic features of our website are as follows:

The screenshot shows the homepage of the Glamazon website. At the top, there is a navigation bar with the logo "Glamazon" on the left, followed by links for "Home", "Categories", "Offers", "For You", "Brands", a search bar, and "Wishlist/Bag". Below the navigation bar is a large banner featuring a variety of makeup products like eyeshadow palettes, lipsticks, and brushes, with the word "GLAMAZON" written in a stylized font across it. Below the banner, a tagline reads "Celebrate Your Uniqueness With Glamazon's Customized Solutions #BetterUnique". There are two brown buttons at the bottom: "Know your Hair" on the left and "Know your Skin" on the right.

Take a sneak peak without selfie

Select your gender to preview



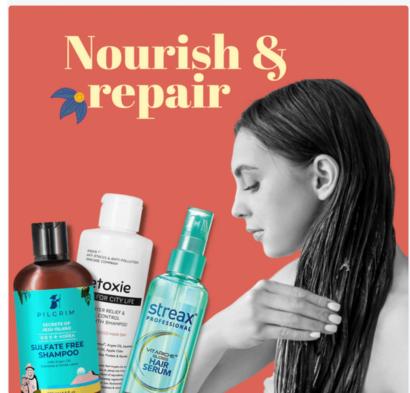
Women



Men

The screenshot shows the Glamazon mobile application. It displays a smartphone screen with the "Facial Features" feature open, showing a portrait of a person with various facial attributes highlighted (like skin tone, hair color, and eye shape). To the right of the phone, there is a promotional message: "You're One Step Away From" with a right-pointing arrow, followed by the text "Getting personalized product recommendations based on your facial attributes. Try it out now!"

The All-You-Need Haircare Store!
~Swipe to take your pick~



Your Best Match!

Personalized Recommendations For You

A jar of mCaffeine coffee body scrub with a black lid. A small circular icon with a plus sign and a shopping bag is in the bottom right corner.

MCAFFEINE
mCaffeine Coffee Bod...
₹399 ₹449 11% off

A box of Raaga Professional De-Tan Tan Removal Cream with a QR code. A small circular icon with a plus sign and a shopping bag is in the bottom right corner.

RAAGA PROFES...
De-Tan Tan removal ...
₹279 ₹294 5% off

A bottle of BOHO BOTANIST The Gloss Dry Oil with a label featuring a woman's face. A small circular icon with a plus sign and a shopping bag is in the bottom right corner.

BOHO BOTANIST
The Gloss Dry Oil for ...
₹509 ₹599 15% off

A tube of BLUE HEAVEN Silk & Stain Lip Tint. A small circular icon with a plus sign and a shopping bag is in the bottom right corner.

BLUE HEAVEN
Silk & Stain Lip Tint
₹200 ₹250 20% off

A bottle of MAMAEARTH Onion Shampoo. A small circular icon with a plus sign and a shopping bag is in the bottom right corner.

MAMAEARTH
Onion Shampoo for H...
₹674 ₹899 25% off