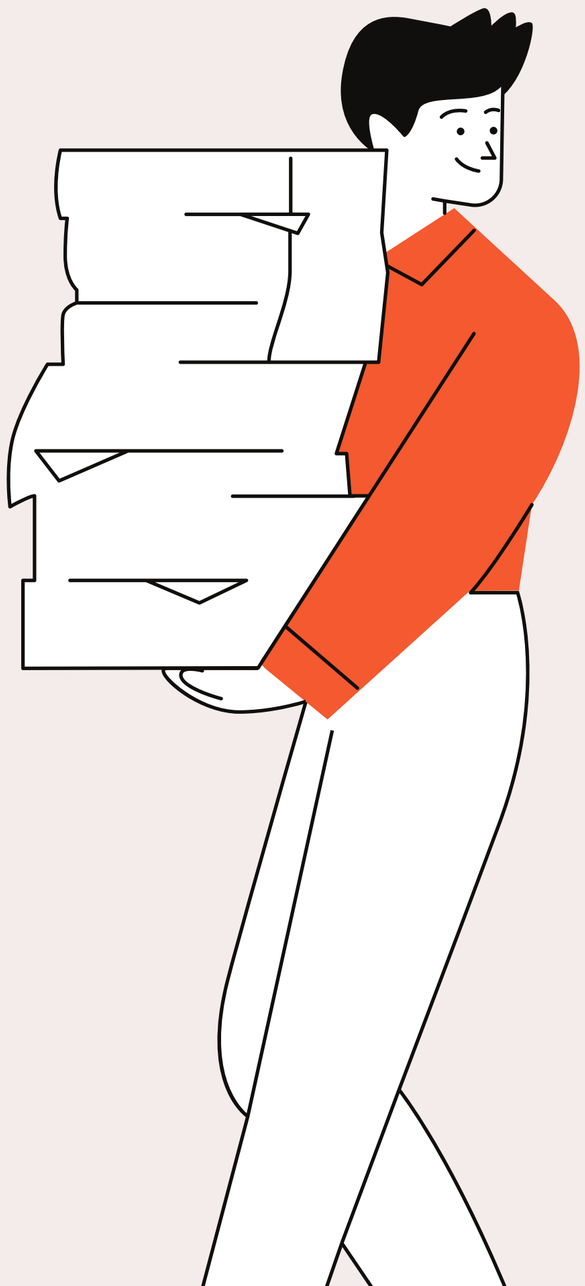
# THE GLAMAZON

# Team Members



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# 1. Will the idea deliver business value?

For Usability - (Business Value)
The data collected by us for the project, it concluded 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 consumers experience while they are interacting with our app by providing them a user friendly environment.

Functionality -
We are adding features like AR, recommendation, systems, GPS, and an offline service (kiosk). All these services will be deployed to the cloud so we can expect good performance value of all these features.

# 1. Will the idea deliver business value?

Reliability -
The app will perform all the duties that will be mentioned in it without any interruption and this would be ensured by the services of cloud. The chances of occurrence of errors will be minimal, so it will not effect on user experience or their ability to correctly use the product.

Security –
The security of the application will be ensured by cloud and also the information that will be entered by the users will be protected by the cloud of their own devices.

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.

# 2. How is the idea proposed unique?

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.

# 3. Is the idea implementable meeting all the parameters?

Technologies used Web App Development

- Cloud Network: google cloud/AWS
- web technologies:html/css, js, tailwind css, bootstrap, react, node, mongodb, Java with spring
- UI/UX: figma
- GPS integration : google maps API and live location
- Artificial Intelligence: opencv, CNN, transformers,
- Augmented Reality
- Machine Learning algorithms, SVM, clustering, regresssion

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

# 3. Is the idea implementable meeting all the parameters?

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.

# 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.

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# 4. Is the idea scalable meeting all the requirements?

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.

# 4. Is the idea scalable meeting all the requirements?

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 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.

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

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.

Thank you

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