Suri’s M.A.C House

This is a website all about M.A.C’s lipstick products. Though it’s a cosmetic website, it is quite different from others. It is actually not a competitor of M.A.C’s own website and it’s more like a cooperation with the brand. So the competition exist in different brands but not my website and other cosmetic websites in fact. I choose this brand is because it is a cost-effective product. M.A.C is an excellent cosmetic company which produce so many popular products with reasonable price. The goal of my website is to help people (especially Asian women who have yellow skin) to decide “whether to buy what” and finally facilitate the purchase action. So the entire website is actually promoting M.A.C’s product by objectively do the product evaluation.

The whole website is divided into 8 parts, home, about, lipsticks, gallery, substitution, statistics, store and contact. In the “about” part, audience will get to know more about me and what this website is about. In the “lipsticks” part，you can see the hottest lipsticks of M.A.C, you can also immediately buy them buy click the picture. In the “gallery” part, people can scan the airtable chart which is classified by color cheme, the chart contains content about if this lipstick fits on yellow skin. And in “statistics” module, they can also type the name of the lipsticks in the searching box to get the lipstick’s information. “Substitution” part is about M.A.C’s subtitutions, for example under some circumstance, the hot lipstick of M.A.C is often out of stock, as a key opinion leader in the cosmetic area, it is necessary for me to objectively evaluate M.A.C’s lipsticks and other brand’s products. My job is to analyze the advantages and disadvantages of them and let the audience make the decision by themselves. For some people, they would like to test the lipsticks by themselves again, so in “store” part, they can get the offline store address. And for the last part “contact” is to collect suggestions and questions in order to make the website better.