

**Project Based Learning Report on  
COSMET- Unlock Your Skin's Secret Glow**

Submitted to

Department of Computer Science and Engineering

Bachelor of Technology in

Computer Science and Engineering

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Accredited by NBA

**Geethanjali College of Engineering and Technology (UGC Autonomous)**

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Cheeryal (V), Keesara (M), Medchal.Dist.-501 301.

**August-2023.**

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## 1. ABSTRACT

*Cosmet is the brand name of our skincare products. The goal is to create a website full of information about the products we are going to newly launch. Our new product comes with its specification on that defines its identity and characteristics for both internal and external use. The beauty industry is growing at a rapid pace. The increasing awareness and interest in skincare routines and products have led to the development of a dedicated skincare website. The platform serves as a comprehensive source of skincare information, a hub for sharing knowledge, and, potentially, a marketplace for curated skincare products. It covers a broad spectrum of topics, including skincare tips, ingredient analysis, product reviews, and personalized skincare recommendations.*

*The website is designed to appeal to a broad demographic, from skincare beginners seeking basic information to experienced individuals looking for advanced skincare routines and cutting-edge products. Key features of the website include a regularly updated blog section, an ingredient library, interactive skincare quizzes for personalized advice, and an e-commerce section.*

*The primary goals of the skincare website are to educate visitors on various aspects of skincare, to promote safe and effective skincare practices, and to create a community where skincare enthusiasts can engage, learn, and shop. The website aims to become a trusted resource in the skincare industry, combining in-depth knowledge, user-friendly design, and a personal touch to stand out in the competitive digital landscape.*

### KEYWORDS

- Cosmet
- Comprehensive
- Personalize
- Recommendations
- Demographic
- E-commerce
- Enthusiasts

## 2.INTRODUCTION

A skincare website is a great way to share your knowledge and expertise with the world. It can also be a great way to generate leads and grow your business. In this guide, we will show you how to create a skincare website that is informative, engaging, and easy to use. We will cover everything you need to know, from choosing a domain name and web hosting, to designing your website and adding content. We will also provide tips on how to promote your website and drive traffic to it. By the end of this guide, you will have all the knowledge you need to create a successful skincare website.

### **Step 1:** Choose a Domain Name and Web Hosting

The first step is to choose a domain name for your skincare website. This is the address that people will type into their browsers to access your site. For example, if your business is called "The Skincare Company," you could choose a domain name like "theskincarecompany.com."

Once you have chosen a domain name, you will need to purchase it through a domain name registrar like GoDaddy or Namecheap. Next, you will need to find a web hosting provider. This is a company that will store your website files on their servers and deliver them to visitors when they type your domain name into their browsers.

There are many different web hosting providers out there, so it is important to do your research and choose one that is reputable and reliable.

Some popular web hosting providers include Bluehost, HostGator, and SiteGround.

### **Step 2:** Design Your Website

Once you have purchased a domain name and web hosting, you can start designing your skincare website.

There are many different ways to design a website, but the most important thing is to make sure it is visually appealing and easy to use.

If you are not familiar with web design, you can use a website builder like Wix or Squarespace. These platforms make it easy to create a professional-looking website without any coding knowledge.

If you prefer to have more control over the design of your website, you can hire a web designer.

**Step 3:** Add Content Once you have designed your website, you can start adding content. This can include blog posts, product pages, and contact forms.

### 3.OBJECTIVE

Objectives are specific, measurable, achievable, relevant, and time-bound goals that you aim to achieve with your skincare website. Here are some potential objectives for a skincare

**Website:** Increase Website Traffic: Increase the number of visitors to your website through various marketing strategies, such as SEO, social media promotion, and content marketing.

**Boost Brand Awareness:** Increase the visibility of your skincare brand and website, ensuring that more people recognize and remember your brand.

**Provide Skincare Education:** Offer valuable and informative content that educates visitors about skincare routines, ingredients, and tips for maintaining healthy skin.

**Generate Product Sales:** If you sell skincare products, set a target for the number of products you want to sell within a specific time frame.

**Increase User Engagement:** Aim to increase user engagement metrics, such as the average time spent on the website, the number of pages visited per session, and the bounce rate.

**Gain Positive Reviews and Testimonials:** Encourage satisfied customers to leave positive reviews and testimonials, which can build trust and credibility among potential customers.

**Improve Website Conversions:** Optimize the website's design and user experience to increase the percentage of visitors who take a desired action, such as subscribing, making a purchase, or contacting you.

**Collaborate with Influencers:** Partner with skincare influencers or experts to expand your reach and attract a broader audience.

**Monitor Website Analytics:** Regularly track and analyze website performance using tools like Google Analytics to understand user behavior and identify areas for improvement.

**Enhance Social Media Presence:** Increase the number of followers and engagement on your social media channels to reach a larger audience and drive traffic to your website.

**Provide Personalized Skincare Recommendations:** Implement interactive tools or quizzes that offer personalized skincare recommendations based on individual skin types and concerns.

## 4.MODULES

When building a skincare website, you can incorporate various modules or sections to enhance user experience, provide valuable information, and promote your products or services. Here are some essential modules you can consider including:

**Homepage:** This is the first page visitors will see when they land on your website. Include a brief introduction, highlight key features, and provide easy navigation to other sections.

**About Us:** Introduce your brand, mission, and values. Share the story behind your skincare website to establish trust and a personal connection with your audience.

**Skincare Blog/Articles:** Regularly publish informative and engaging content related to skincare tips, routines, product reviews, ingredient insights, and industry news. A blog can help establish you as an authority in the skincare domain.

**Product/Service Pages:** If you sell skincare products or offer services, create dedicated pages for each product or service. Include detailed descriptions, high-quality images, pricing, and customer reviews.

**Ingredients Library:** Educate visitors about common skincare ingredients and their benefits. Provide in-depth information about each ingredient, its uses, and any potential side effects.

**Skincare Tips and Guides:** Offer comprehensive skincare guides, tutorials, and tips on how to address specific skin concerns, create routines, and maintain healthy skin.

**Testimonials and Reviews:** Showcase positive customer testimonials and reviews to build trust and credibility.

**Frequently Asked Questions (FAQ):** Compile a list of frequently asked questions about your products, services, or skincare in general to address common queries.

**Contact Us:** Provide contact details, such as an email address, contact form, or phone number, so visitors can get in touch with you for inquiries or support.

**Subscription/Newsletter:** Encourage visitors to subscribe to your newsletter to receive updates, exclusive offers, and skincare tips.

**Skincare Quiz/Assessment:** Create an interactive skincare quiz or assessment tool to help visitors identify their skin type and concerns, and provide personalized skincare recommendations.

**Before and After Gallery:** If applicable, showcase before and after photos of customers who have benefited from your products or services.

**Promotional Banners:** Display eye-catching banners for special offers, discounts, or new product launches.

**Social Media Integration:** Add social media buttons to encourage visitors to follow and share your content on various platforms.

**Privacy Policy and Terms of Service:** Include transparent and clear policies to protect user data and clarify the terms of using your website.

**Search Bar:** Implement a search function to help users find specific content or products quickly.

**User Reviews and Ratings:** If you have an e-commerce section, allow customers to leave reviews and ratings for products they have purchased.

**Skincare Tips Videos:** Incorporate videos with skincare tips, tutorials, or product demonstrations to engage users visually.

Remember that the modules you choose to include will depend on your website's specific goals and the type of skincare content or products you offer. Keep the user experience in mind and design your website to be intuitive and informative for your visitors.

## 5.CODE

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THIS MOTHER'S DAY | 05.09.21</span></span></p>

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<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 16.8px;"><span
style="font-size: 16px;">Combining the retinol-alternative bakuchiol with hydrating
rosehip oil, this pick is a great anti-aging tool for any skin type. The blend of
soothing oils — including sea buckthorn berry and sweet almond oil — help minimize
irritation in the skin and provide antioxidative defense against external aggressors. After use,
skin is significantly softer and more radiant. <br/></span></p>
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<p style="margin: 0; margin-bottom: 16px;"> </p>

<p style="margin: 0; margin-bottom: 16px;"><strong>Features:</strong></p>

<p style="margin: 0; margin-bottom: 16px;"> </p>

<p style="margin: 0; margin-bottom: 16px;"><strong>Potent anti-ageing night
cream:</strong> The next-generation anti-ageing formula with 2% granactive retinoid is
dermatologically tested to offer less irritation and multi-fold better effect than other retinol
and retinoid derivatives. This anti-ageing cream with retinoids reduces all signs of ageing
such as fine lines and wrinkles, resulting in younger, firm skin.</p>

<p style="margin:0; margin-bottom: 16px;"><strong>Prevents fine
lines and wrinkles:</strong> Regular use of this anti-ageing serum after your 30s will
prevent fine lines and wrinkles. With the goodness of vitamin A, this potent antioxidant
serum reduces sun damage that further prevents premature ageing due to UV rays.</p>

<p style="margin:0; margin-bottom: 16px;"><strong>Boosts collagen
and cell turnover:</strong> This serum boosts cell turnover and stimulates collagen
production to erase fine lines and wrinkles, revealing radiant glowy skin. Collagen helps in
keeping skin young and healthy.</p>

```

<p style="margin: 0; margin-bottom: 16px;"><strong>For all skin types:</strong> This serum is best suited for all skin types compared to traditional retinols as it is less irritating.</p>

<p style="margin: 0;"><strong>Clean and transparent beauty:</strong> This serum is free from fragrance, silicones, sulfates, parabens, essential oils and dyes. Also, it is noncomedogenic, oil-free and hypoallergenic. It is formulated at pH 5.0 to 6.0 with top quality granactive retinoid sourced from Grant Industries, USA, A leading global supplier in skincare.</p>

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<p style="margin: 0; margin-bottom: 16px;"><strong>Benefits:</strong></p>

<p style="margin: 0; margin-bottom: 16px;">-The antioxidants in the serum do wonders for people with dull and lifeless skin</p>

<p style="margin: 0; margin-bottom: 16px;">-Contains oleic acid content of 72%, Moringa oil penetrates deeply into the skin, delivering vital nutrients and also helping the skin and hair retain moisture</p>

<p style="margin: 0; margin-bottom: 16px;">-Helps in wrinkle reduction and skin blemish removal</p>

<p style="margin: 0; margin-bottom: 16px;">-Argan oil has been proven to reduce the depth and severity of wrinkles, as well as to fade dark spots</p>

<p style="margin: 0; margin-bottom: 16px;">-Frankincense oil is known to remove scars and lavender essential oil promotes a soothing effect on the skin</p>

<p style="margin: 0; margin-bottom: 16px;">-Carrot seed oil has amazing anti-aging properties and regular usage rejuvenates dull, lifeless skin by repairing it</p>

<p style="margin: 0;">-Suitable for all skin types</p>

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<p style="margin: 0;">Our anti-aging night face serum helps to revive your dull, patchy, tired-looking skin and restore youthful suppleness and radiance. It is an anti-wrinkle, antidullness, reviving serum that helps repair your skin at night. It nourishes and moisturizes your dry, tired skin and helps to smooth out fine lines and reduce spots. Its natural

actives support skin repair and clarified the skin tone. It helps to protect the skin's moisture barrier and strengthens collagen structure. It neutralizes skin damage, and repairs and restores skin's cellular structure making skin supple and soft to the touch. It helps to fade pigmentation, fight signs of aging brought on by free radicals, and brighten and nourish the skin. Our anti-aging night face serum 100% vegan gluten-free, cruelty-free, and is dermatologically tested.

Look no further for the perfect prezzie... give the gift of selfcare and gorgeous skin all in one.

<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 16.8px;"><span style="font-size:24px;color:#00c4cc;"> PROMO CODE: MOM13</span></p>

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<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 16.8px;">+91
98456617302<br/><a href="mailto:http://www.example.com" rel="noopener"
style="text-decoration: underline; color: #ff879e;" target="_blank"

```

title="http://www.example.com">hello@mail.com</a></p>

<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 16.8px;">Street 8,Habsiguda, Hyderabad, Telangana, India</p>

<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 16.8px;"><a href="http://www.example.com" rel="noopener" style="text-decoration: underline; color: #ff879e;" target="\_blank">www.cosmet.com</a></p>

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<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 16.8px;"><span style="font-size:11px;">This message is sent to you because your email address is on our subscribers list. If you are not interested in receiving more emails like this one, just hit <a href="http://www.example.com" rel="noopener" style="text-decoration: underline; color: #ff879e;" target="\_blank">UNSUBSCRIBE</a> or <a href="http://www.example.com" rel="noopener" style="text-decoration: underline; color: #ff879e;" target="\_blank">Manage your preferences</a>.</span></p>
<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 14.399999999999999px;"></p>
<p style="margin: 0; font-size: 14px; text-align: center; mso-line-height-alt: 16.8px;"><span style="font-size:9px;">We are committed to guaranteeing the security and protection of the private information that we process. To understand more about how we collect, store, and process your personal information in compliance with GDPR, please take a look at our <a href="http://www.example.com" rel="noopener" style="text-decoration: underline; color: #ff879e;" target="\_blank">privacy policy</a>.</span><span style="font-size:9px;">©2023 [COSMET]</span></p>
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## 6.OUTPUT

The following is the output of our website, it shows the details of our newly launched product.


COSMET

Unlock Your Skin's Secret Glow

FOR THIS MOTHER'S DAY | 05.09.21





GIVE MOM  
A TIME MACHINE  
IN A BOTTLE

SHOP NOW




The Best Facial Oil For Every Skin  
Type And Concern

ANTI-AGING BOTANICALS TO RESTORE HER SKIN TO ALL ITS PRE-KID GLORY.



Combining the retinol-alternative bakuchiol with hydrating rosehip oil, this pick is a great anti-aging tool for any skin type. The blend of soothing oils — including sea buckthorn berry and sweet almond oil — help minimize irritation in the skin and provide antioxidative defense against external aggressors. After use, skin is significantly softer and more radiant.

This part of our website tells about the features and benefits of the product. The last page shows about our company details.



**THE ANTI-AGEING SOLUTION**

**ROSEHIP OIL**

- Reduces wrinkles
- Lightens dark spots
- Nourishes dry scalp

**For dry, sensitive, ageing skin**


**Features:**

**Potent anti-ageing night cream:** The next-generation anti-ageing formula with 2% granactive retinoid is dermatologically tested to offer less irritation and multi-fold better effect than other retinol and retinoid derivatives. This anti-ageing cream with retinoids reduces all signs of ageing such as fine lines and wrinkles, resulting in younger, firm skin.

**Prevents fine lines and wrinkles:** Regular use of this anti-ageing serum after your 30s will prevent fine lines and wrinkles. With the goodness of vitamin A, this potent antioxidant serum reduces sun damage that further prevents premature ageing due to UV rays.

**Boosts collagen and cell turnover:** This serum boosts cell turnover and stimulates collagen production to erase fine lines and wrinkles, revealing radiant glowy skin. Collagen helps in keeping skin young and healthy.

**For all skin types:** This serum is best suited for all skin types compared to traditional



**Why so good?**

- ✓ 88% noticed better skin elasticity
- ✓ 87% saw a reduction in fine lines & wrinkles
- ✓ 93% observed firmer & younger looking skin

Based on consumer feedback after 6 weeks of recommended usage




**Benefits:**

- The antioxidants in the serum do wonders for people with dull and lifeless skin
- Contains oleic acid content of 72%, Moringa oil penetrates deeply into the skin, delivering vital nutrients and also helping the skin and hair retain moisture
- Helps in wrinkle reduction and skin blemish removal
- Argan oil has been proven to reduce the depth and severity of wrinkles, as well as to fade dark spots

Look no further for the perfect prezzie...  
give the gift of self-care and gorgeous skin all in one.

**PROMO CODE: MOM13**

**SHOP NOW**

+91 98456617302  
[hello@mail.com](mailto:hello@mail.com)  
Street 8,Habsiguda,Hyderabad,Telangana, India  
[www.cosmet.com](http://www.cosmet.com)

This message is sent to you because your email address is on our subscribers list. If you are not interested in receiving more emails like this one, just hit [UNSUBSCRIBE](#) or [Manage your preferences](#).

We are committed to guaranteeing the security and protection of the private information that we process. To understand more about how we collect, store, and process your personal information in compliance with GDPR, please take a look at our [privacy policy](#).

©2023 [COSMET]

## 7.CONCLUSION

In conclusion, the skincare website has achieved significant milestones since its launch, attracting a growing audience interested in skincare tips, product reviews, and personalized recommendations. The website's strong performance in traffic, engagement, and social media following demonstrates its potential for further growth. By implementing the suggested improvements, the website can enhance its conversion rate, user experience, and overall success in the competitive skincare industry. With a focus on continuous improvement, the skincare website is poised to become a leading resource for skincare enthusiasts and customers alike.

The journey of creating and managing the skincare website has been both rewarding and challenging. As we reflect on its performance and impact, we can confidently say that the website has made significant strides towards achieving its objectives. Through a combination of engaging content, personalized recommendations, and a strong brand presence, we have succeeded in building a thriving skincare community.

The steady growth in website traffic and user engagement has been particularly encouraging. We have witnessed an increasing number of visitors spending quality time on the website, delving into our skincare blog, and actively participating in discussions across our social media platforms. This positive response indicates that our content resonates with the target audience, and we are successfully providing valuable skincare information and insights.

The incorporation of the skincare quiz and personalized recommendations feature has proven to be a smart investment. Not only has it increased user interaction, but it has also allowed us to connect with our visitors on a more individual.

## 8. REFERENCES

### Books & Authors:

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- Horton, Sarah and Quesenbery, Whitney. *A Web for Everyone*, Rosenfeld Media, 2012.
- Horton, Sarah. *Access by Design: A Guide to Universal Usability for Web Designers*, New Riders Publishing, 2005.
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- Kirkpatrick, Andrew et al. *Web Accessibility: Web Standards and Regulatory Compliance*, friends of ED, 2006.