

Client Interview Transcript & Analysis

Real-Life Assessment (RLA)
E-Commerce & Dashboard Web Application

EPITA

Program: L1

Project Type: Real-Life Assessment (RLA)

Abdullah Salman , Muhammad Saim , Divine

Project: Indian Cosmetic E-Commerce Web App

Participants: Brand Owner (Client) & Lead Engineer

1. Company Profile & Market Context

Engineer: Can you describe your company, including its size, sector, and main products?

Brand Owner: Our company is a premium Indian cosmetic brand, focusing on skincare and makeup products. We have around 50 employees and operate in the beauty and personal care sector. Our main customer base consists of urban, digitally-savvy consumers in India, with plans to expand internationally. Key partners include suppliers of natural ingredients and logistics providers. Our competitors are both domestic brands like Forest Essentials and international luxury brands like L'Oréal and Estée Lauder.

2. Stakeholders & Their Roles

Engineer: Who are the key stakeholders for this project?

Brand Owner: Internally, stakeholders include our marketing team (product promotion), sales team (order management), and IT team (website support). Externally, stakeholders are our customers, logistics partners, and payment gateway providers. All these groups interact with the website in different ways: customers purchase products, marketing monitors promotions, and the IT team maintains functionality and analytics dashboards.

3. Market Scope & Customer Base

Engineer: Which markets do you want to target, domestic or international?

Brand Owner: Both. We want to maintain our Indian identity while reaching international customers. Our priority is providing a seamless experience for users globally.

4. Core Website Functionality

Engineer: What features are essential for the site?

Brand Owner: The website must support direct sales (D2C), user account creation, order tracking, and wishlist management. Customers should be able to browse products efficiently and save their preferences.

5. Navigation & User Experience

Engineer: How should products be categorized and filtered?

Brand Owner: Filters should include price, skin type, product type, and customer ratings. Search functionality must be intuitive. The website navigation should be smooth, with a mobile-first design as most users will access it via smartphones.

6. Tracking & Analytics

Engineer: How do you want to track activity and performance?

Brand Owner: We need a robust backend dashboard that tracks sales, customer behavior, product popularity, and conversion rates. This data will help optimize marketing strategies and inventory management.

7. Design Style & Accessibility

Engineer: What style and accessibility features do you want?

Brand Owner: The style should be modern and luxurious, reflecting our premium brand. Accessibility features like readable fonts, alt text for images, and mobile optimization are crucial.

8. Data & Technical Requirements

Engineer: What kind of data will the site handle?

Brand Owner: Customer accounts (personal info), product information (ingredients, price, ratings), and sales data. Data formats should support easy reporting:

9. Follow-up Actions

Engineer: Any additional points we should consider?

Brand Owner: Ensure the website integrates with our payment gateways and logistics partners. Security and privacy compliance are critical, especially for international customers.