

## **Final project Proposal**

Student ID: 1155121527

Student name: TANG, Xueting

### **Problem statement**

#### **- Who**

Victoria's secret fashion show is an annual show sponsored by Victoria's Secret, which features some of the world's leading fashion models to promote and market its lingerie and sleepwear in high-profile settings. The show is so grand and fascinating that it draws lots of attention of both the media and the public. Inaugurated in 1995, Victoria's secret fashion show has now got a lot of fans all over the world who are looking forward to the show each year and love those Victoria's Secret Angels.

However, there is not a website so far designed for those fans who follow the show each year and want to know more about Victoria's Secret Angels.

#### **-What**

Although there is a webpage about the show under the parent website of Victoria's Secret, it mainly caters to the needs of marketing and promoting their own lingerie and sleepwear, instead of focusing on the show itself and those angels, which is also not user-friendly at the same time. Besides, there is not a Chinese version provided for the large number of Chinese fans.

Thus, a website supporting both English and Chinese needs to be developed to meet the needs of a majority of fans all over the world. It may consist of these following parts:

- Information about the show (i.e. history, election, fantasy bra, musical guests, news, etc.)
- Each year's angels in the show (i.e. looks, pictures or videos, etc.)
- Database about the angels (i.e. basic info, agencies, modelling year, income, ranking, etc.)
- Online community for users to socialize

#### **-Why**

The reason why I want to design the website about Victoria's Secret Fashion Show is because that I find it hard to search the information I want to know about the show, especially for a Chinese fan like me, which I assume may bother other fans too. All the things are scattered and disorganized online, the coverage, information about angels, what things going on with selection and so on. Therefore, the market demand occurs that a website supporting both English and Chinese needs to be developed to aggregate all the information about the show to people who are interested in it around the world.

The value of the website as I can imagine is as follows. As it's the first website that provides general information and data about Victoria's Secret Fashion Show, it may arouse people's interest and attract high user traffic at the beginning. Then I will design a procedure that one can see more information and data visualization by signing in to become a user, which may help the website to have initial users. Next, the website also provides regular news updates which can be sent to the users' email as they finished registration to bring users back to the website. Last but not least, I am also wondering that if the website can sell some goods for profit such as clothing and make up relative to the models by giving some recommendation about the outfits and makeup look of the models.