

# Website Concept: “Swan Botanicals – Nature’s Gentle Touch Online”

**Theme:** Botanical Elegance, Human Connection

## What’s the idea?

We’re designing a website that feels like Swan Botanicals in digital form—calm, clean, and filled with love. The brand is all about gentle care, natural ingredients, and a mother's nurturing touch, so our site will reflect just that. This isn’t just an online store. It’s a safe, soothing space where users can learn, explore, and trust what they’re putting on their skin.

## How will it look and feel?

Think soft mint, blush pink, and warm ivory—the kind of colors that instantly make you feel at ease. We're pairing elegant fonts like **Playfair Display** and **Lora** with the modern clarity of **Open Sans**, creating a balance of luxury and approachability. The visuals? Real botanicals, real people, and nothing fake. We want every scroll to feel like a breath of fresh air.

## What will the site offer?

- A fun, friendly skincare quiz that suggests products based on your skin’s needs
- The **Botanical Journal**, where ingredients and routines are explained in a non-boring way
- A **sustainability section** that transparently shares what Swan is doing for the planet
- A trust area called “**Tested by Moms, Backed by Science**”, showing off AYUSH licensing and safety testing
- And of course, a full shopping experience with smooth, secure checkout

## And the tech behind it?

We’ll use **ReactJS + Tailwind CSS** on the front for a sleek, responsive design. **Node.js + Express** will power the backend, with **MongoDB** to store user data and quiz results. **Stripe** will handle payments, **AWS** will keep everything running smoothly, and **Twilio** will send helpful skincare tips via SMS.

# Why this approach?

Because Swan Botanicals deserves more than a template. This site will feel like an extension of the brand —honest, helpful, and beautifully simple. We're not just building a website. We're building trust, one page at a time.

*Submitted by: Snigdha Talasila*

**Thank you for this opportunity!**

Crafted with love and care – Swan Botanicals Website Proposal