

6BUIS018W

**Information Driven Entrepreneurship and Enterprise
2024**

DermaKraft
Skincare Brand

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Coursework part 2

DermaKraft, provides personalised skincare solutions at great prices. The website guides you to the perfect bundle tailored to your skin concerns. With customisable options, including personalised engraving and packaging, we celebrate your uniqueness.

DermaKraft distinguishes itself in the skincare market by offering personalised solutions to individual needs. From personalised options to subscription services, DK caters to a selective clientele looking for excellence in skin care. DK approach extends to subscription services,

Task 1 – a & b

- a) Implement a working prototype of your website.

This is the Google site link that directs the user to the prototype.

<https://sites.google.com/view/dermakraft-co-uk/home-page?authuser=0>

- b) Write a User Manual for your application.

1. [Home Page](#)
2. [Products](#)
3. [Treatments](#)
4. [Start Consultation](#)
5. [Log in](#)
6. [Basket](#)

Home Page

Finding effective skincare should be simple.

You're in the middle of a forest. An infinite number of skin care products are on the market, each promising to deliver the flawless skin you've always desired. And yet, it's like something needs to be fixed.

DK

Here's how we can help you:

- Initial consultation
- Tailored skincare solution
- Easy subscription service
- Dermatologist consultation

Start consultation

1. The user is directed to the following page when the link is clicked. This is the Home page of our E-commerce website (DermaKraft). At the top is the header where the user can immediately click the 'Start consultation' button to sign up to the website. Every 'start consultation' button on the website directs the user to the same page, and its functionality allows the users to start their consultation through a Google Form and register their login details.
2. Below the header, there is the Navigation Bar with different pages of the website.

3. Below the navigation bar, a medium-sized banner is presented, showing how vast the skincare market is and how this can be challenging for the users. Thus, we are here to help. In the section below, in 4 easy steps, we state how we can help customers choose the suitable product for their skin concerns.

Finding effective skincare should be simple.

You're in the middle of a forest. An infinite number of skin care products are on the market, each promising to deliver the flawless skin you've always desired. And yet, it's like something needs to be fixed.

DK

Here's how we can help you:

- Initial consultation
- Tailored skincare solution
- Easy subscription service
- Dermatologist consultation

Start consultation

Please note how the colour grading implemented to the website is:

- Pleasant for the observer
- Light tone colours
- Only one button has a bright colour to capture the user's attention and click on the button
- The website has the same colour gradient in every section.

4. After scrolling down, there is some helpful information about how our process works. There is also information about our company and how we operate, but these are collapsible, and users are only shown these if they click on them.

How it works?

After you have completed the consultation form, our dermatologist will give you the three bundles to choose from. The bundle price will be £65 a month. Meanwhile, if you would like to buy the products separately, it will cost £80.

You can opt out of the subscription at any time or renew your subscription based on your needs and skin concerns by consulting our dermatologist.

Who are we?

We are a startup born in 2024 with the mission of offering tailored skincare solutions based on everyone's needs. We work with dermatologists to provide customers with recommendations for their specific skin concerns.

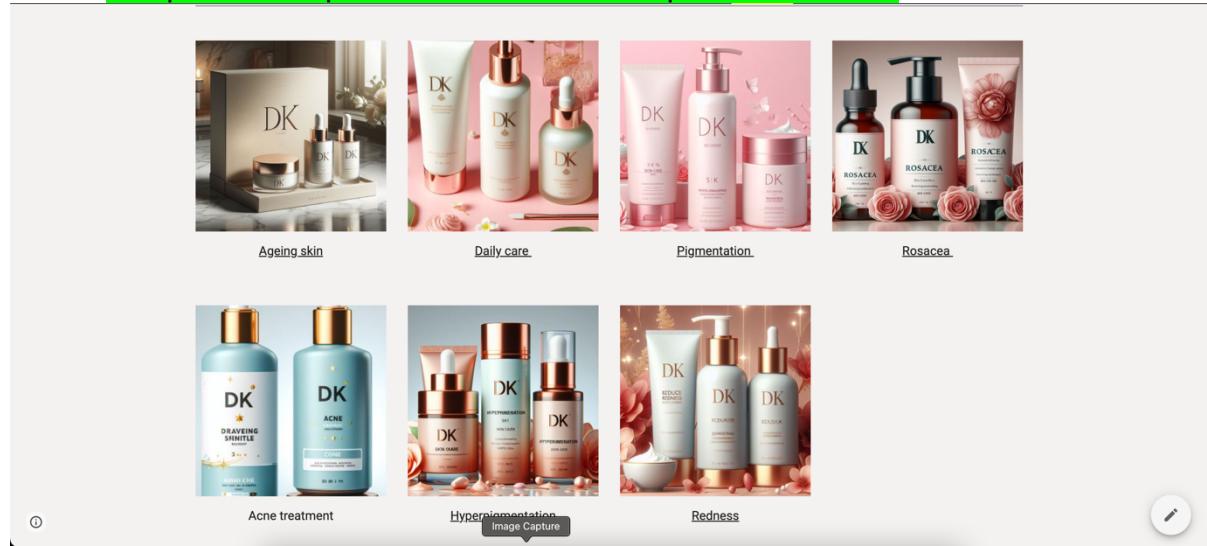
What do we do?

At DermaKraft, we provide personalised skincare solutions at great prices. Our website guides you to the perfect bundle tailored to your skin concerns. With customisable options, including personalised engraving and packaging, we celebrate your uniqueness.

How do we do it?

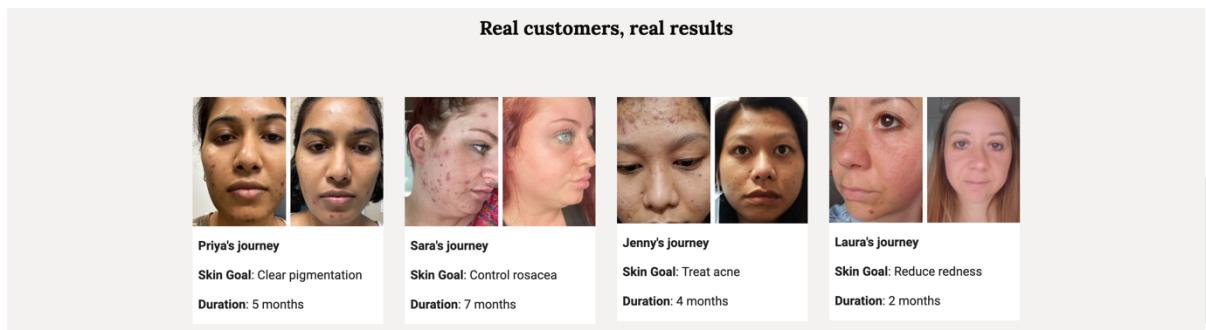
DermaKraft distinguishes itself in the skincare market by offering personalised solutions to individual needs. From personalised options to subscription services, we cater to a selective clientele looking for excellence in skin care.

5. After the information section, there are bundles of skincare products that are clickable, and users can explore more of the products we are offering by clicking on them. All the images shown were generated with an AI image generator tool. In a real-world scenario, we would need to have some samples of our products with the brand printed on them.



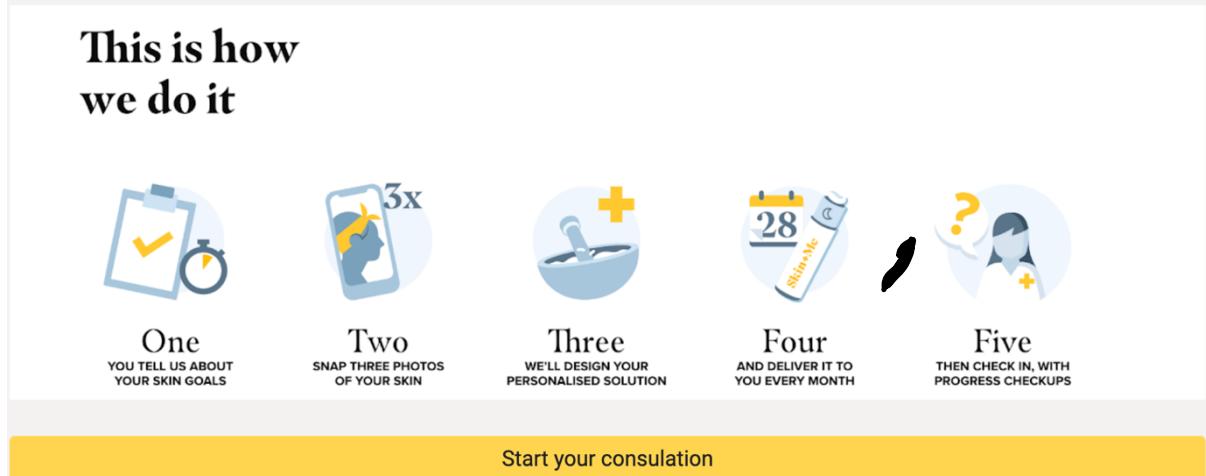
6. In this section, there are some before–after comparisons to give the user an idea of how other customer's journeys have been throughout the usage of our products.

This section has big limitations as there are no real reviews or stories about the user's journeys. Google Sites does not allow a carousel feature to slide right/left images with a description. In a real-world context, if the website were to be fully implemented, we could use some HTML, CSS, and JS code to show how this section works by allowing the user to click on each image and show a video. We would also need a database to store all the images and descriptions.



7. There is a summary of how the entire process works, also a clickable button to nudge the user to sign-up to our service.

This is how we do it

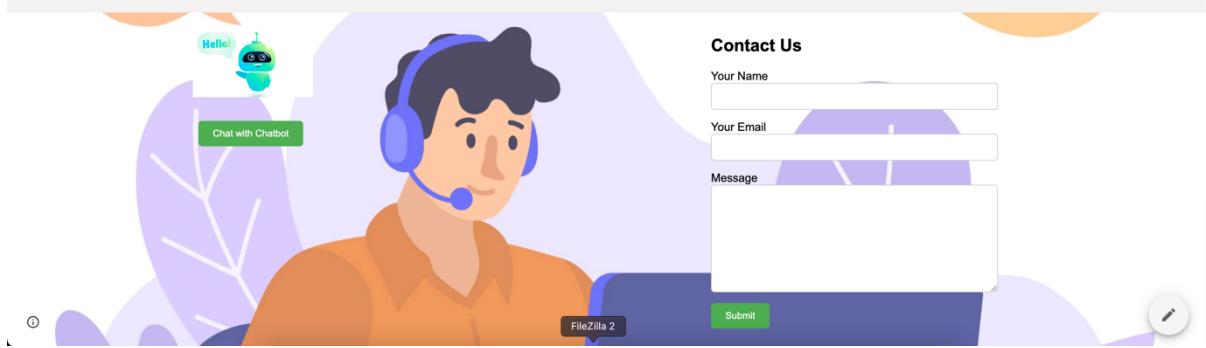


8. In this last section of the home page, the user can :

- Follow our social media links
- Click the chatbot to consult the FAQs
- Submit a message to contact our customer service.

Love our products ? Follow us on :

[Facebook](#) [Instagram](#) [Twitter](#)

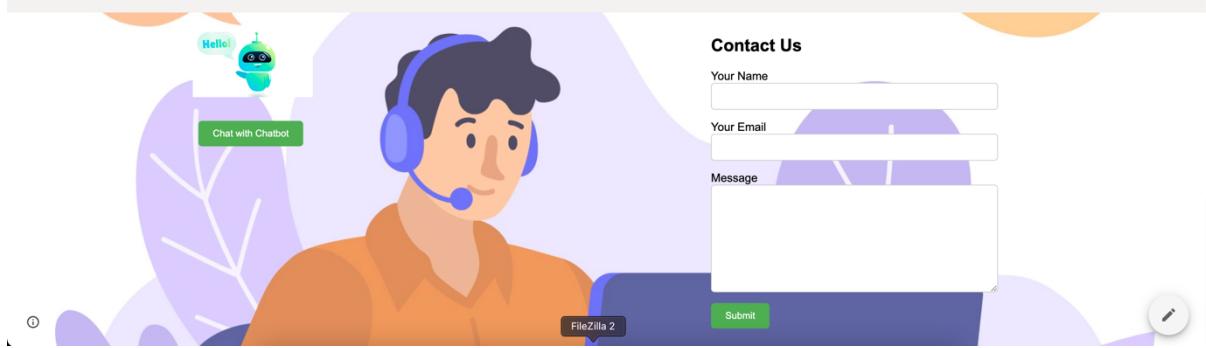


Contact Us

Your Name

Your Email

Message



Chat with Chatbot

Products

The users on the Products page are presented with a medium-sized banner that nudges them to start a consultation.

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Search](#)

There's nothing secret about our ingredients.

When it comes to skin, one doesn't fit all. That's why we tailor a specific bundle for you using the widest selection of science-backed ingredients. Take a look below to find out more.

[Start consultation](#)

Adapalene

TARGETS
Clogged pores, breakouts, comedones, papules and pustules. Also reduces the appearance of fine lines and wrinkles, and improves skin texture.

STRENGTH
0.1–0.3%

IN DEPTH
Increases skin cell turnover and unclogs pores, which is effective in treating acne of all grades. Adapalene also helps to improve skin texture and reverse photodamage.

0.1–0.3%
Price 80£

[Add to basket](#)

When they scroll down, there is a selection of active ingredients on the left, a description of the ingredients in the middle, and a selection of products based on those ingredients on the right. This was done because in our business model we want to allow our users to go through an initial consultation and then select the bundle proposed to them at 65£ or buy the products separately at 80£. This is useful to our business in generating revenue not only by selling subscription-based bundles but also single products.

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Search](#)

Azelaic Acid

TARGETS
Helps reduce the appearance of blemishes, fade dark spots and even skin tone.

STRENGTH
4–20%

IN DEPTH
Naturally found in yeast, Azelaic Acid is a great multitasker. It helps to reduce the appearance of blemishes, whilst fading dark spots and brightening skin tone without irritation.

4–20%
Price 80£

[Add to basket](#)

Benzoyl Peroxide

TARGETS
Kills bacteria, reduces inflammation and unclogs pores

STRENGTH
2.5%

IN DEPTH
To treat blackheads, whiteheads, and pimples, Benzoyl Peroxide works in three ways - by killing bacteria, reducing inflammation and unclogging pores.

2.5%

[QuickTime Player](#)

[Add to basket](#)

The user can add these products to the basket and check out.

As this prototype shows our business idea, only 5 active ingredients are shown on this page. If the website were fully developed, we would have a catalogue of active ingredients and products based on those. To have a big catalogue of products, we will need to have product samples first, with a description of each product. These would need to be stored in a database so the user can easily retrieve them when navigating through the products.

Treatments

Dermatologically tested and approved by professionals

Start consultation

Home page Products Treatments Start consultation Log In Basket

There are several bundles you can choose from. After the consultation, our team of dermatologists will suggest three bundles to you, each consisting of three products, and the bundle price is £65. Meanwhile, buying the products separately will cost you £80.

Control your acne with our Acne bundle at 65£

Say goodbye to pigmentation with our ageing skin bundle at 65£

Cure rosacea and redness with our tailored bundle at 65£

This page shows the user some bundles that are offered. Below the image is a clickable link directing the user to the consultation form. Please note that the treatment section on the navigation bar has an arrowhead pointing down. This is a drop-down button that allows the user to navigate through different skin-related issues and the services offered to treat them.

Products Treatments Start consultation Log In Basket

Espandi/comprimi

- Clear Spots, Blackhead...
- Treat Skin-Ageing
- Treat Rosacea
- Treat Hyperpigmentati...

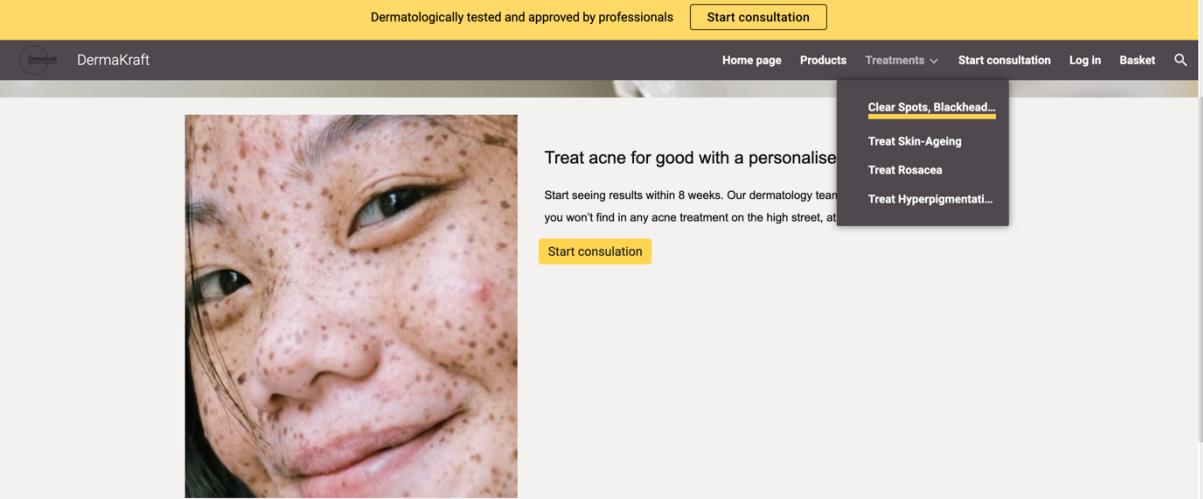
When the user hovers the pointer to the treatment section, 4 sub-sections are presented. These contain informative information about different skin problems.

- Clear spots, Blackheads, and Acne
- Treat Skin-Ageing
- Treat Rosacea
- Treat Hyperpigmentation

All the 4 pages have 2 sections that aim the users to :

- Start the consultation
- Visual representation of the skin problem and a brief description

Clear spots, Blackheads, and Acne



Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Search](#)

Clear Spots, Blackhead...

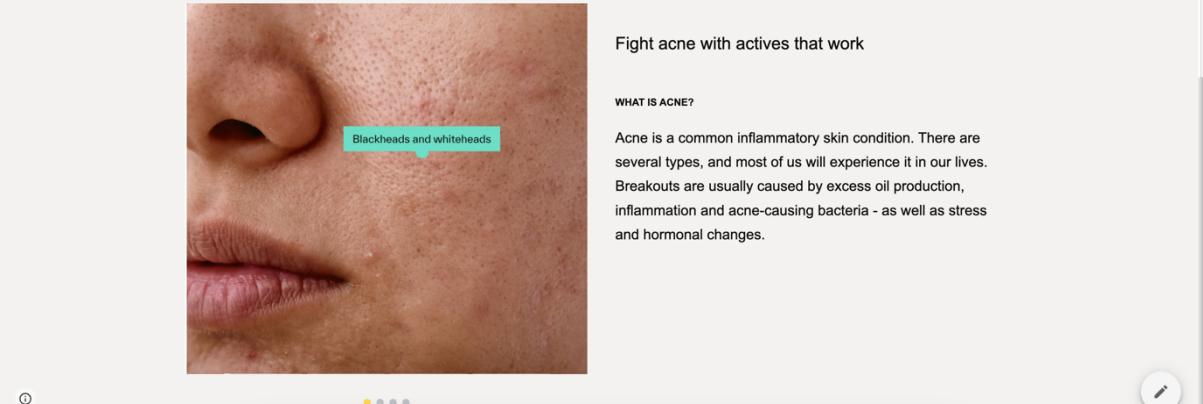
Treat acne for good with a personalise...

Start seeing results within 8 weeks. Our dermatology team...

[Start consultation](#)

Treat Skin-Ageing
Treat Rosacea
Treat Hyperpigmentati...

On this page, the first section has an image of an attractive lady with a skin condition that is healing. This aims to be a psychological trick to induce the users to start our consultation service, as we placed a button below the description.



Blackheads and whiteheads

Fight acne with actives that work

WHAT IS ACNE?

Acne is a common inflammatory skin condition. There are several types, and most of us will experience it in our lives. Breakouts are usually caused by excess oil production, inflammation and acne-causing bacteria - as well as stress and hormonal changes.

The second section contains a few images in a carousel that gives the user a visual representation of what this specific skin condition looks like and a description of it. Note that all the 4 sub-sections have the same layout. This is because we don't want to overload the users with information. We aim to give a meaningful user experience to whoever is navigating the website. On a real website, I would add more sub-sections about different skin conditions and what treatments can be used to tackle those issues. A real dermatologist would recommend this in a short video.

Treat Skin-Ageing

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Search](#)



Get your skin glowing with

Start seeing radiant, glowing skin within 8 weeks. Our formula prescribes active ingredients you won't find strength for you.

[Start consultation](#)

Clear Spots, Blackhead...

Treat Skin-Ageing **(Current)**

Treat Rosacea

Treat Hyperpigmentati...

Brighter skin, glowing results

WHY DOES SKIN BECOME DULL?

Skin can appear tired or grey due to a buildup of dead skin cells, pollution, stress, dehydration or lack of sleep. Powerful active ingredients help accelerate your skin's natural cell turnover - so you can trade dullness for a more radiant complexion.

Fine lines reduced

Treat Rosacea

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Search](#)



Get a powerful formula to treat inflammation, rosacea symptoms and redness. See results within 8 weeks. Prescribed by our dermatology team.

[Start consultation](#)

Clear Spots, Blackhead...

Treat Skin-Ageing

Treat Rosacea **(Current)**

Treat Hyperpigmentati...

Take the reins on rosacea

WHAT IS ROSACEA?

Around 10% of us have rosacea – a persistent skin condition that includes flushing, tingling, inflammation, dilated blood vessels and spots. The exact causes aren't known yet, but evidence suggests genetics, the immune system, micro-organisms, dysfunction of blood vessels and UV damage trigger it.

ETR (Erythrotelangiectatic)

System Preferences

Treat Hyperpigmentation

The screenshot shows a web page for 'Treat Hyperpigmentation'. At the top, there's a yellow bar with the text 'Dermatologically tested and approved by professionals' and a 'Start consultation' button. Below this is a dark navigation bar with links for 'Home page', 'Products', 'Treatments', 'Start consultation', 'Log in', and 'Basket'. A magnifying glass icon is also present. The main content area features a large image of a woman applying cream to her face. To the right of the image, there's a sidebar with links: 'Clear Spots, Blackhead...', 'Treat Skin-Ageing', 'Treat Rosacea', and 'Treat Hyperpigmentati...'. Below the sidebar, text explains that hyperpigmentation is caused by increased melanin production, leading to dark spots or patches. A 'Start consultation' button is located at the bottom right of the sidebar. Below the main image, there's another image showing a close-up of skin with a callout 'Post acne pigmentation'. The bottom of the page has a footer with icons for a person, a pencil, and a circular arrow.

Start Consultation

The screenshot shows a 'Start Consultation' page. At the top, there's a yellow bar with the text 'Dermatologically tested and approved by professionals' and a 'Start consultation' button. Below this is a dark navigation bar with links for 'Home page', 'Products', 'Treatments', 'Start consultation', 'Log in', and 'Basket'. A magnifying glass icon is also present. The main content area features a large red hand-drawn style outline around a section of text. Inside this outline, the text reads:

SKIN CONSULTATION

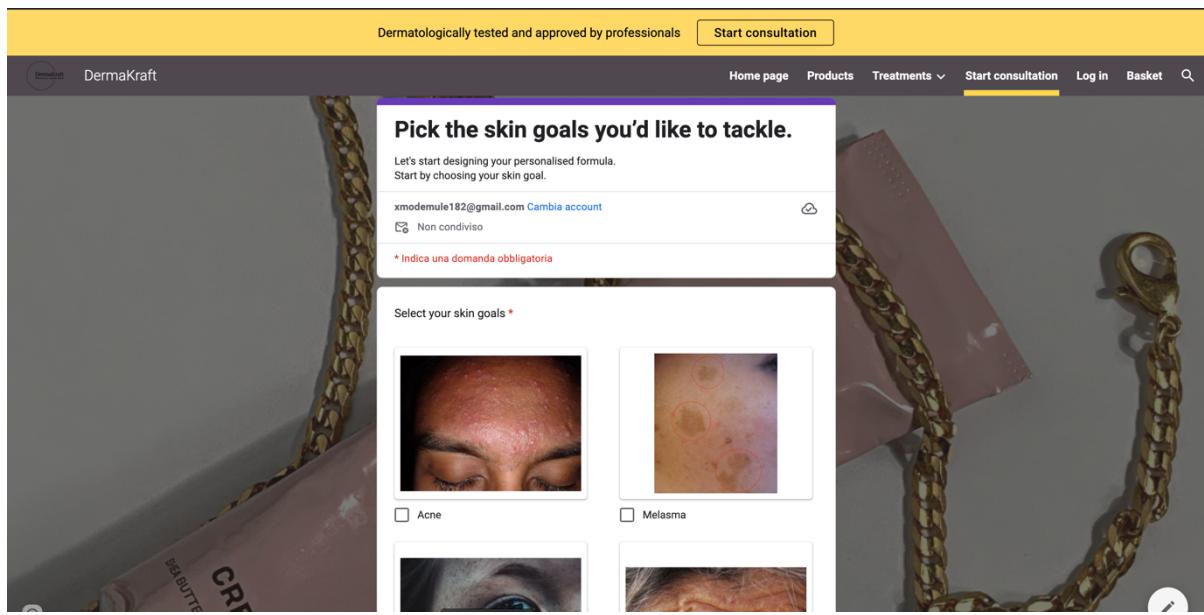
1. Tell us about your skin goals and concerns.
2. Based on the assessment, our team will prescribe you a tailored bundle that evolves with your skin.
3. Select the type of style you want for your products. Choose among text, size, and packaging.

ONGOING SHIPMENTS

4. We'll ship your bundle to you within 5-7 working days.

To the right of the outlined text, there's a photo of a woman holding a product jar. The rest of the page follows the same layout as the previous screenshot, with a yellow header bar, a dark navigation bar, and a main content area with images and text.

This section's main functionality is to assess the user needs based on their answer and to allow the user to sign up to the platform. The banner under the navigation bar explain in easy steps to the user what the process is expected to be.



After scrolling down, there is a Google Form where the user needs to fill in all the questions, and the system is expected to :

- Process the user's answers
- Request the user to upload some picture of their actual skin condition
- Request the user to input username and password to register them to the website
- Make the decision making based on pictures and the user's answers.

Obviously, in this case, we could only implement some of these functionalities due to the nature of Google sites that do not have these functionalities. In a real case scenario, a fully functional website should be able to process the user's answer and link it to images of the user's skin condition. (This particular process should be a Machine Learning algorithm trained to match different pictures to the relevant skin disease)

Do you have any medical conditions? *

Yes

No

Do you take any medication, including prescription medication, over the counter medication or recreational drugs? *

Yes

No

Have you used oral steroids or a topical steroid cream on your face in the last two months? *

Yes

No

Notion

Based on the algorithm and the user's input, the system should present different skincare bundle options that an expert dermatologist should review. This step is sensitive and necessary since we ask users to provide information about particular allergies or medications they are going through. Without human cross-reference, we risk providing the wrong products to our customers, which ultimately could harm them and create repercussions for our business. Considering that we are a new business that:

- Aims to gain popularity
- Have a revenue stream
- Does not have a sophisticated IT system
- A new player in the market

We cannot risk our business having a negative impact from the beginning. Hence, we cannot fully automate the whole process.

Log-in

If the user is already registered to our website, they can easily access the login page and access the website. Once the user has logged-in , they will be shown the page below :

Order ID	Date	Total Amount	Status
003	2024-04-08	\$50.00	On the way
004	2024-04-09	\$60.00	On the way
005	2024-04-09	\$160.00	On the way

The user is presented with the Dashboard. We want to emphasise the user experience, so whenever a user logs-in, they are presented with their name at the top of the dashboard under the navigation bar.

The user can check the following information:

- Order by clicking the order button
- Check their personal information

- Check their payment method
- Check their subscription

The screenshot shows a user profile interface. At the top, there are five yellow navigation buttons with icons: a person (Orders), a house (Your details), a credit card (Payment Method), a circular arrow (Subscription), and a gear (Settings). The 'Orders' button is circled in red. Below the navigation bar, the title 'Recent Order' is displayed. A table lists five recent orders:

Order ID	Date	Total Amount	Status
003	2024-04-08	\$50.00	On the way
004	2024-04-09	\$60.00	On the way
005	2024-04-09	\$160.00	On the way

The user is also presented with a list of recent orders they have made.

Ideally, in a real case scenario, the Cancel Order button would allow the user to cancel their recent orders, but this is an advanced implementation, and Google Sites does not allow that.

This screenshot shows the 'Order History' section of a website. At the top, there is a yellow header bar with the text 'Dermatologically tested and approved by professionals' and a 'Start consultation' button. Below the header, the 'DermaKraft' logo is visible. The main content area has a light gray background and features a table of order history:

Order ID	Date	Total Amount	Status
001	2024-04-04	\$50.00	Delivered
002	2024-04-06	\$70.00	Delivered
003	2024-04-07	\$90.00	Delivered
004	2024-04-08	\$50.00	On the way
005	2024-04-09	\$60.00	On the way
006	2024-04-09	\$160.00	On the way

At the bottom of the table, there is a yellow button labeled 'Cancel order'.

When the user clicks on the order button, they are shown the following page, which contains the order history.

This screenshot shows a page with two side-by-side forms. The left form is titled 'Your Address' and includes fields for Full Name, Address Line 1, Address Line 2, City, State, Zip Code, Country (with a dropdown menu), and a 'Save Address' button. The right form is titled 'Edit Credit Card Details' and includes fields for Cardholder Name, Card Number, Expiration Date (with a date picker), CVV, and a 'Save Changes' button. At the bottom right of the page, there is a footer with icons for sharing and closing.

When the user clicks on the ‘Your details’ or ‘Payment method’ buttons, they are shown the following page, which contains 2 forms to save the new details. For the sake of this prototype, the form was implemented in simple HTML. If this were a real case scenario, the code would be more sophisticated, and a database would be needed to Create, Delete, and edit the details. Also, a server-side language would be integrated into the HTML and CSS codes (For example, PHP) to handle the user requests on the website through some methods.

The primary or most commonly used HTTP verbs (or methods, as they are properly called) are POST, GET, PUT, and DELETE. These correspond to create, read, update, and delete (or CRUD) operations. There are several other verbs, too, but they are utilised less frequently.

A “cookie” would also be beneficial to save the user’s sessions. So the user’s computer, when he accesses a website, provides information every time the user returns to the same site.

The last button in the user dashboard is the ‘Subscription’ button, which presents the user with the active subscription list. (This was implemented with a simple HTML form to simplify the prototype.

Ideally, in a real case scenario, the Cancel your subscription button would allow the user to cancel their subscription, but this is an advanced implementation, and Google Sites does not allow that.

The screenshot shows a web page with a yellow header bar containing the text "Dermatologically tested and approved by professionals" and a "Start consultation" button. Below the header is a navigation bar with links for "Home page", "Products", "Treatments", "Start consultation", "Log in", "Basket", "Sohag N.", and a search icon. The main content area has a title "Sohag's Subscription History". Below the title is a table with four rows of data:

Order ID	Date	Amount	Status
SUB001	2024-04-01	£60.00	Active
SUB002	2024-05-01	£60.00	Active

At the bottom of the content area is a yellow button labeled "Cancel your subscription".

Basket

This is the last page of the website. This page is presented when the user has completed the consultation form and selected their bundle. Please note that Google Sites does not allow the creation of a 'select and purchase flow' where the user is directed to the basket after completing the consultation form and selecting the bundle. In a real-case scenario, the user must go through the completion form first and then go to the basket. (This is an essential requirement for our business as we send the bundles to users who decide to go through our completion form.)

After completing the consultation form, the user can purchase our proposed bundle or buy a set of products because we also want to allow the users to purchase products separately. This is a crucial characteristic of our business. Essentially, in a real case scenario, we would propose a bundle to the user after they have completed the consultation form because an algorithm would analyse the user's responses and decide to offer a suitable product for their skin condition. If they accept our proposed solution, they are directed to the basket where they can select the packaging and the colour and personalise the product with their name or whatever text they want printed out on the product. This is a critical element of our business as we want users to control their decisions and offer a pleasant purchasing process. This feature does not have an additional cost.

After that, the user can select whether they want a subscription-based option where we automatically send the products to them after a set period or make a one-time purchase.

The screenshot shows a web browser interface for the DermaKraft website. At the top, there is a yellow header bar with the text "Dermatologically tested and approved by professionals" and a "Start consultation" button. Below the header, the main navigation menu includes "Home page", "Products", "Treatments", "Start consultation", "Log in", "Basket" (which is highlighted in yellow), and "Soheg N.". A search icon is also present. The main content area has a light gray background. A yellow banner at the top says "Select your packaging". Below this, a white box contains a "Checkout Form" with fields for "Package Size" (a dropdown menu labeled "Select Package Size"), "Color" (a dropdown menu labeled "Select Color"), and "Text" (an input field labeled "Enter Text (Optional)"). A green "Next" button is located at the bottom of this box. Below the form, a section titled "Choose your purchase option:" offers two options: "One-Time Purchase" and "Bi-Monthly Subscription", each with an associated radio button. A "Proceed to Checkout" button is located at the bottom of this section. The bottom right corner of the screen shows a set of small navigation icons.

These two features described above and presented on the form are some essential requirements of our business, and we believe this would enhance the user experience.

We aim for the subscription option as it is one of the primary sources of our revenue stream. This is a delicate phase that would determine the success of our business and would be an essential KPI to consider.

Scrolling below, we can see that the system requires the user details and card information, or the user can use alternative payment methods such as Paypal or pay for different instalments through Klarna. In a genuine website, this integration would require the implementation of a payment gateway that processes the payment. Since Google Sites does not have that kind of functionality, we implemented the prototype through HTML codes.

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Sohag N.](#) [Search](#)

Share your delivery details

Checkout Form

Name

Surname

Address

Email

Phone Number

[Next:](#)

Insert your card details

Order Form

Credit Card Number

Expiration Date

CVV

[Order](#)

Pay with Paypal

We encourage customer referrals by offering discounts on future purchases when you refer your friends to the brand.

Pay in 3 with Klarna [Activity Monitor](#)

[Get Your Referral Link](#)

The last feature to consider is the Referral option. We encourage our users to refer friends or any member that can benefit from our services. In that case, the user would receive a referral link, and if they refer someone, they would be incentivised with a discount on their next purchase.

We encourage customer referrals by offering discounts on future purchases when you refer your friends to the brand. Both you and your friend get a 5% discount on the next purchase.

Get Your Referral Link

Email

[Get Referral Link](#)

Question 2

Analyse and assess how your strategic analysis and systems design results have been reflected in your prototype.

In implementing the prototype, all the major features described in part 1 of the coursework have been covered.

Suppose we start looking at the Porter 5 forces model, the first tool we use to understand competitiveness. In that case, we can see what strategies are proposed in the model to be a competitive business have been implemented into the prototype.

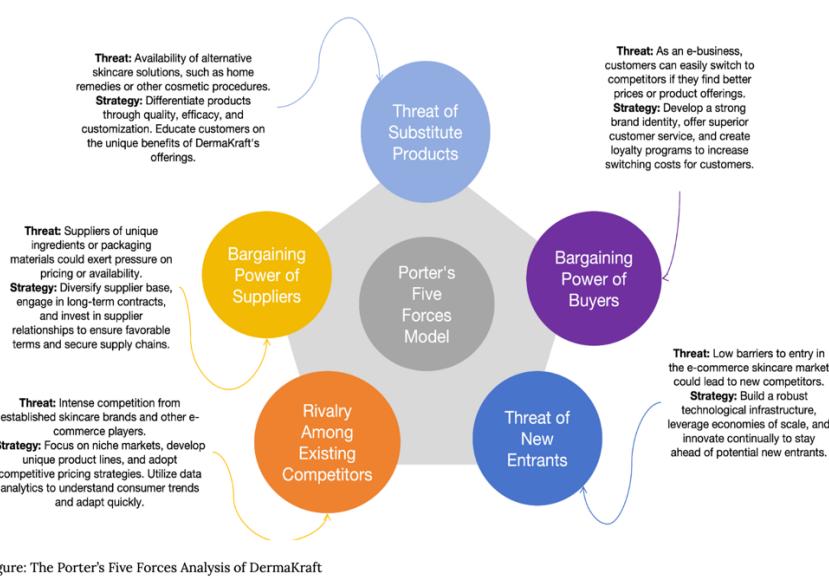


Figure: The Porter's Five Forces Analysis of Dermakraft

In the threat of substitute products, our strategies are :

- 1) To differentiate our product through quality, efficacy and customisation.
- 2) Educate customers on the unique benefits of Dermakraft's offering.

The prototype presents only the customisation part, as this was a core business idea. We want to give the customer a meaningful user experience by allowing them to select the packaging, colour, and text they would like on the product. The prototype presents a simple HTML form with some drop-down fields to choose from, but in a genuine website, this system would be more sophisticated as the user would see in real-time how each customisation would look on their product.

The screenshot shows a portion of the Dermakraft website. At the top, there is a yellow header bar with the text "Dermatologically tested and approved by professionals" and a "Start consultation" button. Below the header, the main navigation menu includes "Home page", "Products", "Treatments", "Start consultation", "Log in", "Basket", "Sohag N.", and a search icon. The main content area has a light gray background. A section titled "Select your packaging" is visible. Below it, a "Checkout Form" is displayed with three dropdown menus: "Package Size", "Color", and "Text", followed by a text input field labeled "Enter Text (Optional)". A green "Next" button is located at the bottom of the form.

In the bargaining power of buyers, our strategy was to develop a strong brand identity by offering superior customer service and creating a loyalty program. In the system design, we tried to automate customer service by implementing a chatbot to answer most of the FAQs. Rather than a loyalty program, a referral program has been implemented instead. We want to incentivise the users to get a referral code to refer their friends, which gives them a 5% discount on the next purchase. Since the idea is that we are an SME with no significant funding to support our start-up, we want to offer a functional platform that provides a smooth user experience. Once the company generates revenue, we could consider investing in marketing and ads to develop a strong brand identity.

We encourage customer referrals by offering discounts on future purchases when you refer your friends to the brand. Both you and your friend get a 5% discount on the next purchase.

Get Your Referral Link

Email

Get Referral Link

Comparison between SWOT analysis strength strategies and prototype implementation.

Strengths – S

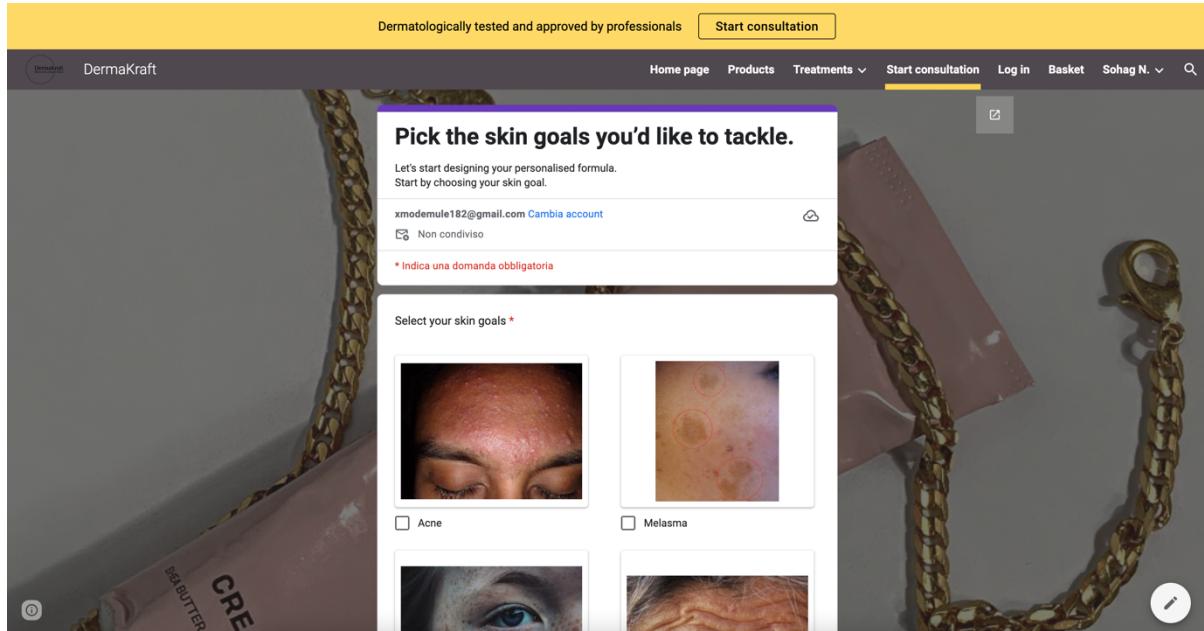
[S1:] Personalised skincare
Customers can buy skincare products tailored to their skin type.

[S2:] Subscription model for repeat orders and repeat customers, and higher chances of customer satisfaction.

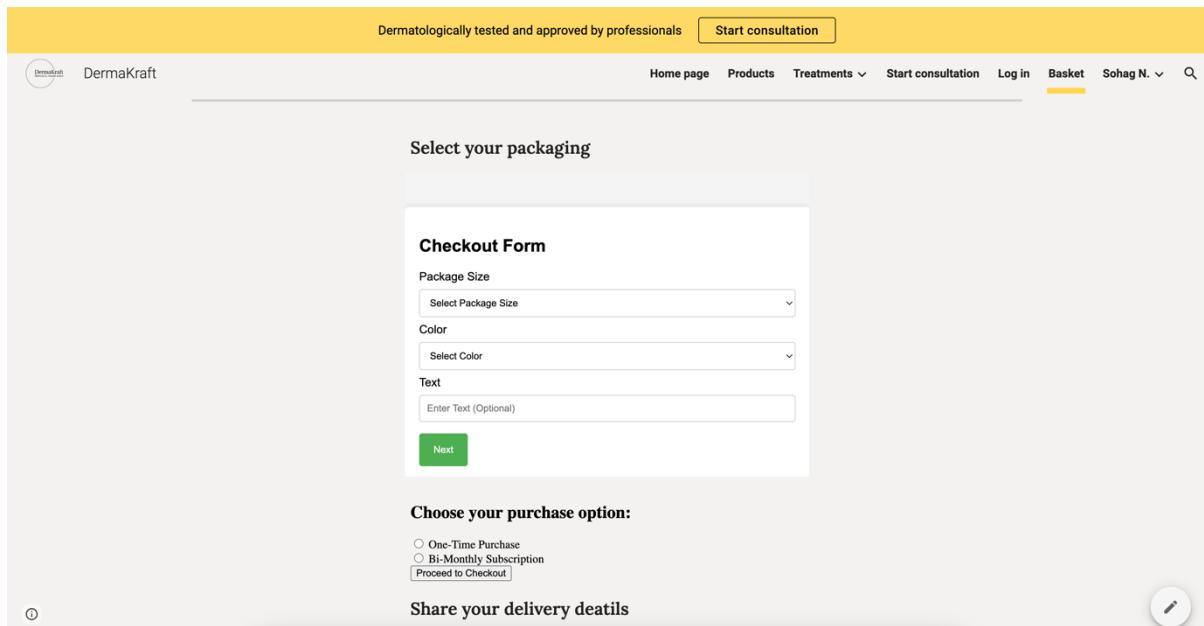
[S3:] Dermatologist Consultations

[S4:] Refer and get off: If the customers refer our website to their friends, they will get 5% off for their next purchase.

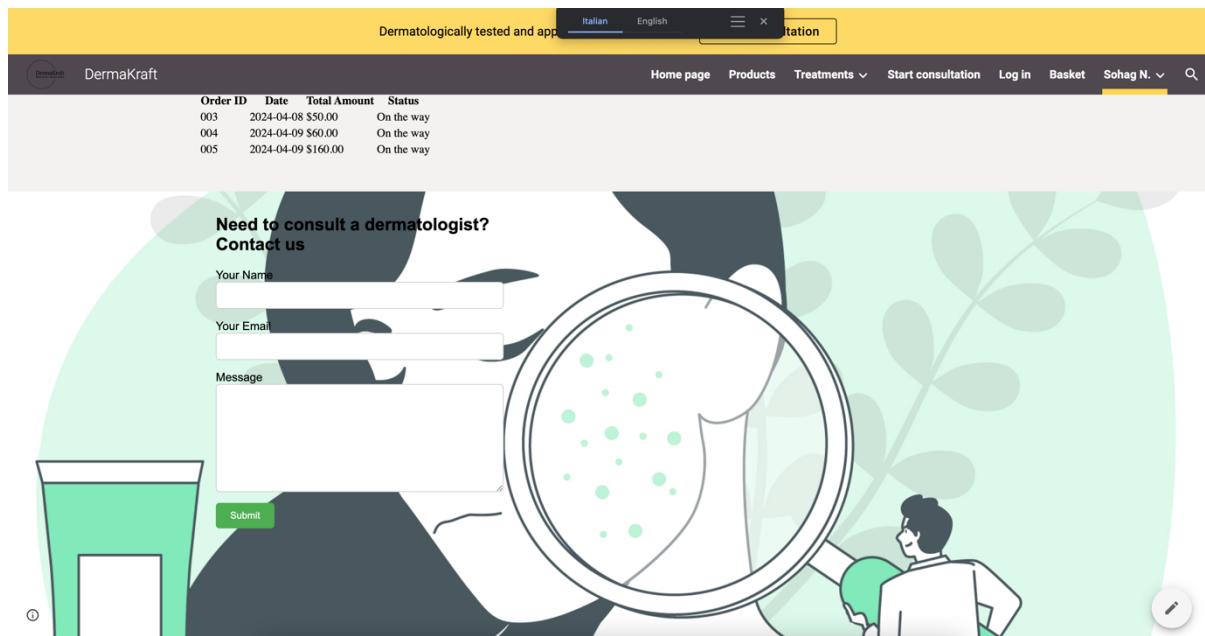
S1 = To provide a tailored skincare product to customers, we have implemented a 'consultation page' in the prototype, which proposes a bundle consisting of 3 products to the customer after they have completed the consultation form. Since Google Sites does not allow the creation of an interactive questionnaire, in the prototype, we assumed that the system is smart enough to calculate the answers provided by the customers in the form and provide a solution based on the answers provided.



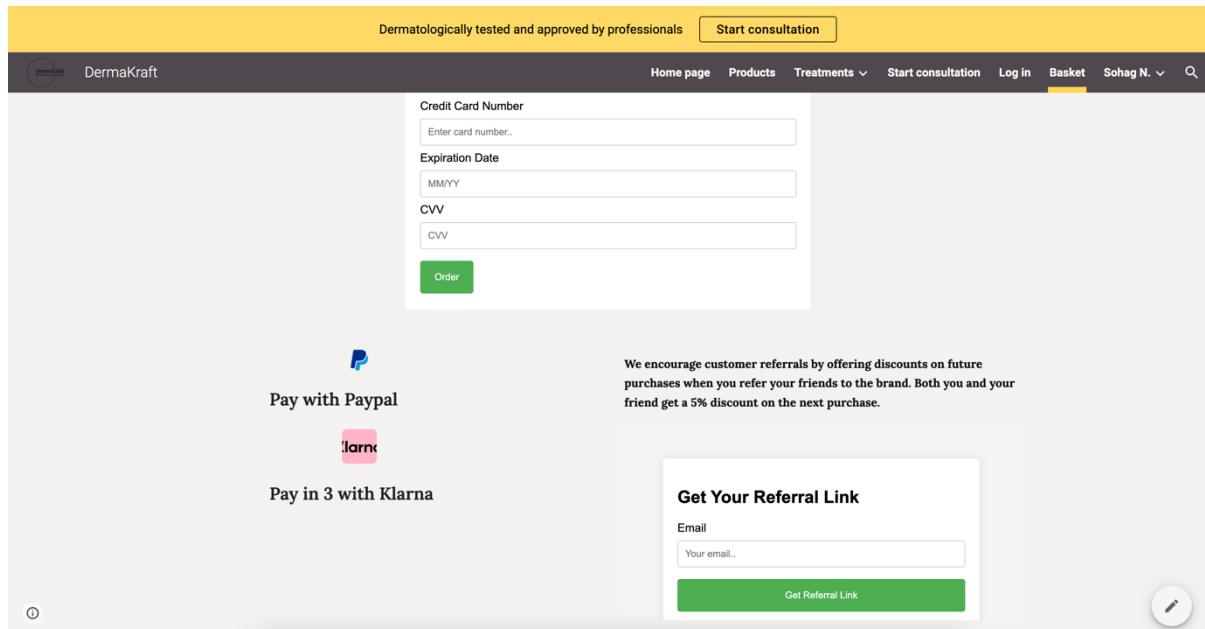
S2 = Subscription model has also been implemented in the prototype. The customer can select whether to make a one-time purchase or have a subscription where the products are delivered automatically every two months as planned initially in the business plan.



S3 = The user can request a dermatologist consultation on their dashboard page as initially planned in the business plan.



S4 = Refer and get off. We also implemented this strategy proposed in the business plan. This is at the end of the checkout flow on the Basket page.



In our prototype, we initially implemented all the Strength factors proposed in the SWOT strategic analysis.

Use case descriptor compared to the prototype.

We will use this user case descriptor to demonstrate how the use cases explained in the description have been implemented.

Use case descriptors

Use case name	Pay for product	
Brief description	After getting the bundle of skin care products they want, a customer will be asked to choose a payment method. The website gives the customer a choice of paying for the product in instalments or making a one-time purchase of the product all at once. The instalment option will provide the option of choosing different providers that offer instalments, such as PayPal or Klarna, whereas the one-time purchase option will ask for a direct payment method involving the customer's card details.	
Actors	New customer/Existing customer	
Purpose	To allow customers to pay for their bundle. It also allows the website to track all the purchases made overall or from a specific customer to look at trends in data, which can be useful when making decisions at a future date on something like personalised advertising	
Pre-conditions	<ul style="list-style-type: none"> -Customer must be registered on the website -Customer has completed the screening form -Customer must choose the products/bundle they want to purchase -Customer should initiate the purchase process 	
Main Flow	<ul style="list-style-type: none"> - Actor (New customer) <ul style="list-style-type: none"> 1. Sign-up 2. Complete screening form 3. Select bundle. 4. Pay for product - Actor (Existing Customer) <ul style="list-style-type: none"> 1. Can go through the screening process 2. Browse products 3. Select bundle 4. Repurchase product 5. Renew subscription 	<p>System response (New customer)</p> <ul style="list-style-type: none"> 1. Verify Account 2. Provide tailored solutions based on the user's answer on the screening form 3. Request user details 4. Request the type of payment 5. Save card details 6. Confirm Payment <p>(System response for existing customers follow step 5&6)</p>

We implemented all the functionalities described in the user case descriptor in the prototype.

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Sohag N.](#) [Search](#)

Select your packaging

Checkout Form

Package Size

Color

Text

Choose your purchase option:

One-Time Purchase
 Bi-Monthly Subscription

Share your delivery details [Edit](#)

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Sohag N.](#) [Search](#)

Share your delivery details

Checkout Form

Name

Surname

Address

Email

Phone Number

Insert your card details [Edit](#)

Dermatologically tested and approved by professionals [Start consultation](#)

DermaKraft [Home page](#) [Products](#) [Treatments](#) [Start consultation](#) [Log in](#) [Basket](#) [Sohag N.](#) [Search](#)

Insert your card details

Order Form

Credit Card Number

Expiration Date

CVV

 Pay with Paypal

 Klarna

We encourage customer referrals by offering discounts on future purchases when you refer your friends to the brand. Both you and your friend get a 5% discount on the next purchase.

Pay in 3 with Klarna [Get Your Referral Link](#) [Edit](#)

User requirements vs prototype implementation

R1	<p>User should be able to register to the website in a few steps.</p>	<p>In the prototype the user does not have a specific sign-up page. The main difference between the System Design / Requirement and the actual prototype is that in the prototype user must completed the Consultation form to sign-up. This was made on purpose to collect the user's data and their skin concern, to propose a tailer solution and prompting them to buy a bundle.</p> <p>The idea behind is that if there was a sign-up page that allowed the user to register, the user would just register to the website. This does not mean that the would would be nudged to buy the products, which happens in the first case.</p>
R2	<p>User should be able to complete the screening form (9-15 questions) to evaluate the user's skin condition and provide a tailored solution.</p>	<p>The consultation form (Google form) contains exactly 15 questions, excluding the username and password.</p>
R3	<p>User should be able to select any of the bundles suggested or select a product individually.</p>	<p>In the navigation bar there is a dedicated page to the ingredients used for our skincare products and they can be purchased separately.</p> <p>The prototype does not follow the requirement completely as the user cannot select and purchase any of the bundle separately.</p>

The screenshot shows a promotional banner for Dermakraft. At the top, a yellow bar reads "Dermatologically tested and approved by professionals" and "Start consultation". Below this, the navigation bar includes "Home page", "Products", "Treatments", "Start consultation", "Log in", "Basket", and "Sohag N. ~". A search icon is also present.

The main content area features three product bundles:

- Acne bundle**: Includes a white cream jar, a white tube labeled "Acne Formula", and a small gold bottle. Text below says "Control your acne with our Acne bundle at 65%".
- Ageing skin bundle**: Includes a dark bottle labeled "AGING SKIN" and two smaller bottles labeled "AGEING 32" and "AGEING SKIN". Text below says "Say goodbye to pigmentation with our ageing skin bundle at 65%".
- Rosacea bundle**: Includes a white tube labeled "ROSACEA" and a small blue bottle. Text below says "Cure rosacea and redness with our tailored bundle at 65%".

Below the banner, there is descriptive text: "There are several bundles you can choose from. After the consultation, our team of dermatologists will suggest three bundles to you, each consisting of three products, and the bundle price is £65. Meanwhile, buying the products separately will cost you £80."

This is intentional as we want to push the user to make a subscription during the checkout. The only way to do so is to make them go through the consultation form. There is the Treatments page in the navigation bar which shows some of feebundle available, but when the user click on those, they are directed to the consultation form.

These are a few examples, but 70% of the requirements presented during the System Design have been implemented in the prototype. Most core functionalities that allow the user to interact with the website are present. Most of the requirements flagged as MUST through the Moscow prioritisation have been implemented in the prototype.

Question 3

When constructing an internal server, evaluating the total cost of ownership is vital, including direct and indirect charges and hidden costs.

Direct costs are related to the hardware essential for an on-premises solution. This can vary from the physical servers to the server room where they must be placed. Additionally, it involves providing energy and HVAC services, which stands for heating, ventilation, and air-conditioning. More minoucture-as-a-service solutions often deliver improved maintenance, updates, and upgrades for the data centres that host running it on-premises.

Derma Kraft will employ a public cloud IaaS.

Building a private cloud for a relatively smaller organisation is often less practical.

For the infrastructure, we would employ an Infrastructure as a Service (IaaS) provider, such as Amazon Web Services (AWS), to host the brand's website, databases, and apps. The platform offers scalable infrastructure, allowing our brand to handle variable traffic levels without downtime.

The cost of servers on-premises and cloud servers would fluctuate based on server specifications. We might incur higher upfront expenditures if we wanted to construct a dedicated server for our skincare website. On the other hand, cloud servers from suppliers such as Amazon Web Services (AWS) can be provisioned on-demand, meaning that we start with simple servers and ramp them up later.

In general, on-premises servers tend to have higher costs. The average cost of an on-premises server is expected to be between \$1,000 and \$2,500. However, the cost could increase beyond this range if certain use cases demand more powerful servers. (Hunter, A. 2022)

One of the major options for this would be the Amazon Elastic Compute Cloud. Amazon EC2 is a web service that provides safe, resizable computer capability in the cloud. It is aimed to make web-scale cloud computing easy for developers.

The good news is that Amazon EC2 offers 750 hours per month for 12 months with the AWS Free Tier, a tremendous incentive for SMEs to adopt their platform. <https://aws.amazon.com/ec2/>

AWS would also allow us to store our specific use cases, such as client data, skin type, preferences, and purchase history, in a secure and scalable database like Amazon Relational Database Service (RDS).

Since Dermakraft delivers individualised skincare treatments, we could provide users with an accurate, personalised bundle by implementing Machine Learning. A machine learning model using AWS SageMaker to assess client data and deliver tailored skincare suggestions. These models may assess skin type, concerns, environmental conditions, and ingredient preferences to offer personalised products for each individual.

For the content delivery network (CDN): We might employ a CDN such as Amazon CloudFront to promptly distribute website content, photos, and product information to users worldwide. CDNs improve website performance, minimise latency, and enhance user experience.

Regarding security and compliance, we may deploy robust security controls using cloud-native security services like AWS Identity and Access Management (IAM).

Cost Implications: Cloud computing often incorporates pay-as-you-go pricing arrangements, where organisations pay only for the resources they utilise. While this can lead to cost savings through resource optimisation, monitoring usage and managing costs efficiently to minimise unforeseen spending is vital.

- Infrastructure and maintenance costs: On-premises servers demand investment not only in IT infrastructure but also in physical infrastructure, including office space, insurance, and electrical and cooling equipment.
- IT maintenance costs: Computing, memory, and storage enhancements jump to mind when it comes to on-premises servers, as well as hardware refreshes every few years or so.
- Network traffic costs: This can be substantial for on-premises servers but more acceptable on the cloud.
- Energy prices: Besides the energy equipment required, energy expenses may be more on-premises since cloud service providers may get bulk discounts for energy use.
- Labour costs: Significant investment in labour and training is necessary for on-premises servers but less for cloud servers.

Advantages:

Scalability: Cloud computing helps the skincare business to scale resources up or down depending on demand, assuring optimal performance during peak hours.

Flexibility: Cloud-based solutions offer flexibility in deploying and managing IT resources, enabling the brand to respond swiftly to changing business requirements.

Cost Efficiency: Pay-as-you-go pricing solutions enable cost optimization by reducing the need for upfront investments in hardware and infrastructure.

Disadvantages:

Dependency on Third-Party Providers: Relying on cloud service providers provides a level of dependency and any outages or service disruptions from the provider could harm the brand's operations.

Security risks: Storing customer data in the cloud poses security risks, and the brand must verify compliance with data protection standards and employ rigorous security measures to protect sensitive information.

(Total 748 words)

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