

Project Report

Title of Project:

Suprida's Cosmetics – E-Commerce Website Development

Name of the Innovator:

P. Suprida

Start Date:

25/12/2025

End Date:

01/12/2025

Day 1: Empathise & Define

Step 1: Understanding the Need

Which problem am I trying to solve?

Many small cosmetic brands struggle to sell online due to lack of digital presence, poor website design, or no proper product showcasing, which reduces customer trust and sales.

Who is affected by this problem?

- Local cosmetic sellers
- Small beauty brands
- Customers who prefer online shopping but cannot find trusted websites
- Entrepreneurs starting new beauty businesses

How did I find out about this?

Interviews, Observation, Online research, AI Tools

Step 2: What is the Problem?

Problem Statement:

I am building a user-friendly, attractive cosmetics e-commerce website to help small beauty businesses showcase products online and reach more customers with trust and professionalism.

Why is this problem important to solve?

- Customers rely heavily on online shopping.
- Poor or missing websites decrease trust and sales.
- Cosmetics require clear product displays, pricing, and credibility.
- A good website helps small businesses grow and compete with major brands.

Take-Home Task:

After discussing with friends, teachers, and family, I learned:

- Many sellers don't know how to set up a proper online store.
- Customers feel insecure buying from unverified cosmetic websites.
- Attractive design increases trust.

AI Tools Used (Step 1-2):

ChatGPT, Perplexity AI

Day 2: Ideate

Step 3: Brainstorming Solutions

List of Solutions:

1. Clean, modern homepage with banners and offers.
2. Product catalog with price, image, and description.
3. Secure purchase flow with cart & checkout.
4. Buy One Get One (BOGO) promotional banner.
5. Mobile-responsive UI.
6. Easy admin panel.
7. Social media integration.

Step 4: My Favourite Solution:

A professional cosmetics e-commerce website with product cards, discount banners, responsive layout, and branded theme.

Step 5: Why I chose this solution:

- Builds brand identity.
- Increases trust among customers.
- Online presence = higher reach & sales.
- Cosmetics rely on strong visuals.
- Scalable with new products.

AI Tools Used (Step 3–5):

ChatGPT, Canva AI, V0 App

Day 3: Prototype & Test

Step 6: Prototype – Building First Version

What will my solution look like?

A modern cosmetics website with:

- Hero section
- Product listing
- Pricing & discount labels
- Footer & contact details
- Responsive pink/beauty theme

AI Tools Needed:

ChatGPT, V0 App, Canva AI, GitHub

Tools Selected:

ChatGPT, V0, Canva, GitHub

Step 7: Test – Feedback

Shared with:

Friends, teacher, classmates, small business owners

Feedback:

What Works Well:

- Beautiful design
- Good color theme
- Easy navigation

What Needs Improvement:

- Add full product database
- Add payment gateway
- Add cart system
- Add About Us & social links

Day 4: Showcase

Final Project Title:

Suprida's Cosmetics – Complete E-Commerce Website

Key Presentation Points:

- Problem: Small cosmetic sellers lack proper online presence.
 - Innovation: Professional cosmetics website with product display and offers.
 - Impact: Increases business trust & reach.
 - Feedback: Design strong; needs backend improvements.
-

Day 5: Reflection

What I enjoyed most:

Designing the UI and using AI tools to create a real cosmetic brand website.

Biggest Challenge:

Adding advanced features like cart, checkout, and product management.

AI Tools Used (Final):

ChatGPT, Canva, V0 App, GitHub

Website link

<https://v0.app/chat/suprida-s-cosmetics-website-cRu0F6WtEVN?ref=0J8T5A>

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100% Original Quick Shipping

BOGO FREE!





Free Delivery

Fast delivery on all orders



Authentic Products

100% genuine cosmetics guaranteed



Quality Assured

Premium quality beauty products



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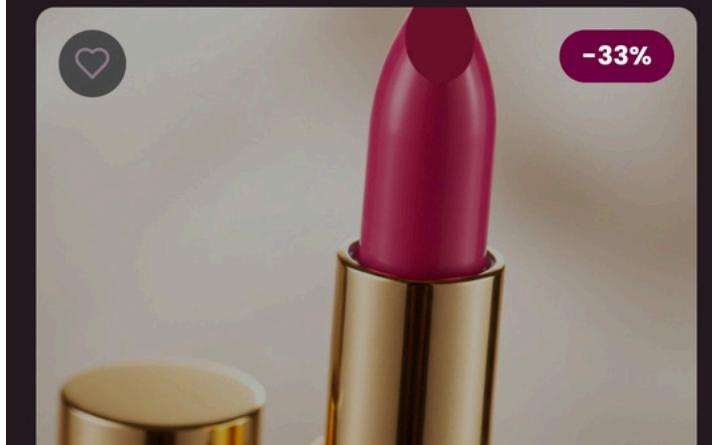


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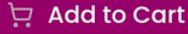


-33%



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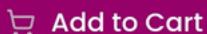
Eyeshadows

₹599 ₹799

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