**UI/UX L2A2**

**WEBSITE** – www.Sephora.com

Analyzing the user according to: Ages, education, hobbies, family status and anything else:

**ages** – ages can range from 12+  
**hobbies** – not particular. Though more likely the users are beauty enthusiasts, makeup lovers, skin care enthusiast, beauty seekers, gift shoppers, makeup artists, cosmetician or a cosmetologist. Many people walk in just to buy a high quality product that they can add to their daily routine.

**education and family status** – is not relevant, since it does affect the person coming and buying the products

people that shop at Sephora usually have a comfortable income for them to spend on high end luxury products.

**3 other websites which target this audience**: [www.ulta.com](http://www.ulta.com) , [www.mac.com](http://www.mac.com) , [www.nars.com](http://www.nars.com)

**What do they all have in common**? They all sell beauty and cosmetic products

What is unique to each one:

**Ulta and sephora** – these are very similar; they advertise themselves identically. The difference between them is Sephora has a wider range of affordable products with 72 more options compared to Ulta  
**Mac**- only sales Mac products  
**Nars**- only sells Nars products

**What this means for our users** that each website holds a different range and quantity of products. Each website offers something different