BsHTM

Where Mah Dupes at

A makeup dupe website and forum

Technical Report
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Document Control

Distribution List

Name	Title	Version
Eamon Nolan	Lecturer	
Ron Elliot	Supervisor	

Related Documents

Title	Comments
Story Board sketches	Hand drawn storyboards
Title of Use Case Description	

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1 Introduction

1.1 Gantt chart

Task Name	Start Date	End Date	Duration	Days complete
First meeting with client	18-01-16	18-01-16	1d	1
gather information from the interview and analyze	19-01-16	26-01-16	6d	6
present client with brief outlook and thoughts of concept	27-01-16	27-01-16	1d	1
use feedback to compile survey questions	28-01-16	29-01-16	2d	2
create and distribute survey to selected market	01-02-16	05-02-16	5d	5
review and analyze survey results	08-02-16	10-02-16	3d	3
compile and create document of results	10-02-16	12-02-16	3d	3
meet with client to discuss results and further on requirements	15-02-16	15-02-16	1d	1
begin compiling requirements based on clients wishes and user feedback	16-02-16	04-03-16	14d	14
create wireframes based on client brief	07-03-16	10-03-16	4d	4
present wireframes for review to client	10-03-16	10-03-16	1d	1
Begin story boards based on how client wants aspects to function	14-03-16	18-03-16	5d	5
Hold focus group with potential users for insight	21-03-16	21-03-16	1d	1
analyze the findings from the focus group	22-03-16	24-03-16	3d	3
show findings to client in order to be more user friendly	23-03-16	23-03-16	1d	1
Analyze the type of user and personas	24-05-16	24-05-16	1d	0
Draw up any changing requirements	25-05-16	27-05-16	3d	0
Begin work on website	30-05-16	02-09-16	70d	0
test work done so far (smaller tests were complete during process)	12-09-16	12-09-16	1d	0
Create the database for the system and connect	13-09-16	23-09-16	9d	0
Meet with client to present work done so far and get feedback	26-09-16	26-09-16	1d	0
Start to create content and theme	27-09-16	04-10-16	6d	0
ensure the prototype is ready for client and prepared to launch	05-10-16	07-10-16	3d	0
allow client to see and work prototype	10-10-16	10-10-16	1d	0
begin to add requirements that were not a priority	11-05-16	20-05-16	8d	0
Make website live	21-10-16	21-10-16	1d	0
Train client in maintaining the their website	24-10-16	26-10-16	3d	0
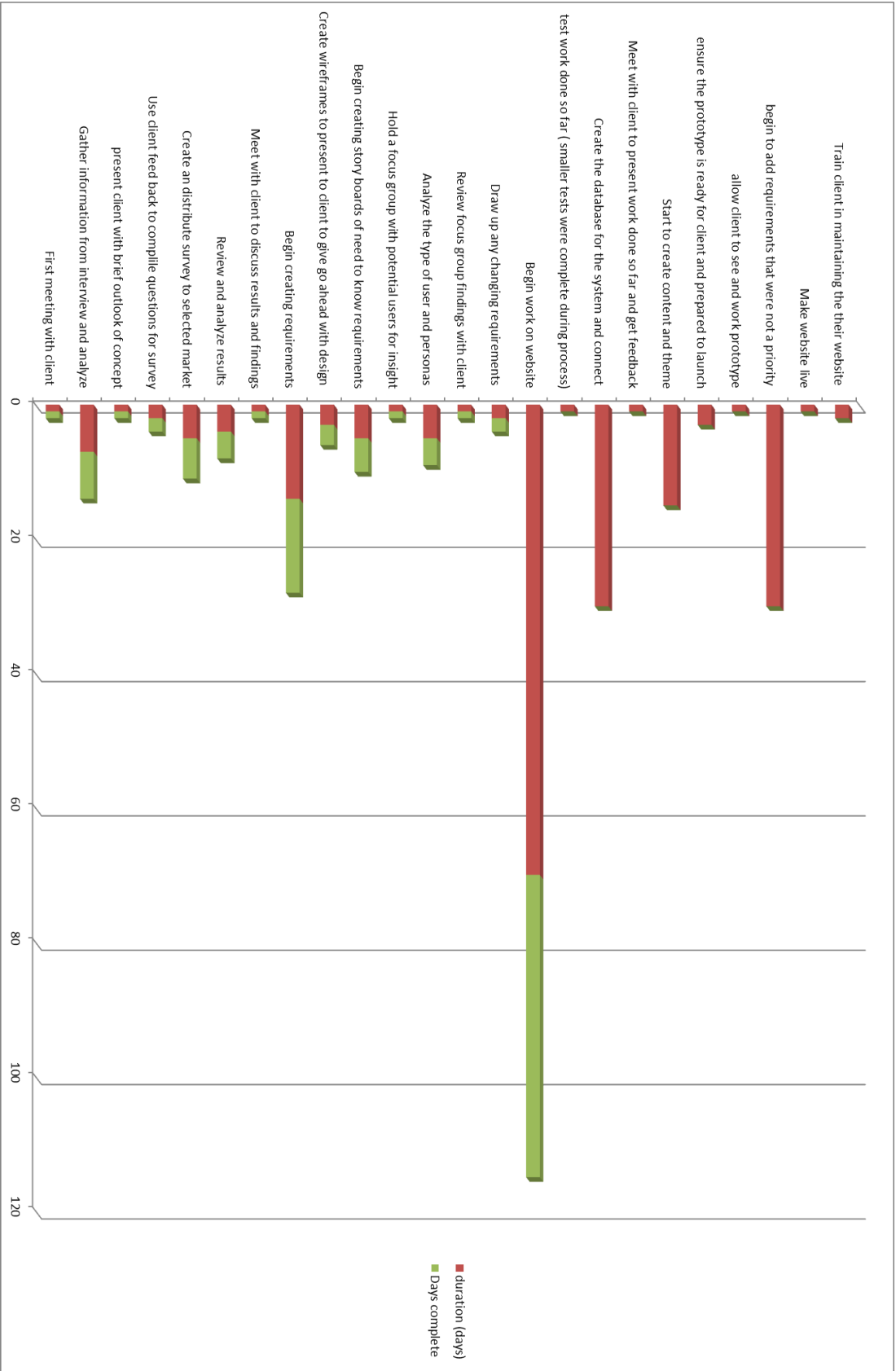
1.2 Proposal

The proposal for this idea was brought by the client. They stated that they would like to set up an online business where people in Ireland and Europe could go online and find cheaper duplicates of their favourite high end makeup brands. It has been stated that there is an American made site which provides for the U.S Australia and countries in that region with the exact same concept although the one that has been brought to attention will be produced to suit the makeup availability to brands closer to home as it will not only speed up receiving items but will cut down on shipping costs and wasted time. The plan is to do research on duplicates available to us here and will also research into makeup that is tested on animals to offer customer's duplicates of their favourite products that have not been animal tested which in the last few years has be a hot subject in the news and has resulted in some companies loosing popularity. The sites that are available for products in the U.S and Australia and do not have the animal tested option, a furthering of the site would be to include special effects dupes or ways to make or substitute household items for the things that can be bought in stores or online. Many women love makeup and shopping for it but when they spot a product they love but it's either too expensive or needed to be shipped from places where shipments would be more costly than the item itself therefore there would be a great use for this website in the Irish market and would be a huge help with all our home grown brands such as Fuchsia and Gosh. The overall idea is to allow makeup lovers to find all they need in the one place with content that has been provided through a blog where users can show dupes they found and think would be a useful addition to the site and can show images of the dupes that they have found through the site on themselves. The purpose for myself is to gain the information and requirements from the client in order to fulfil the specifications and ideal site.

The intended users/customers would be people of all ages who have an interest in makeup and would like to extent their collections on a budget as well as people who protest use of makeup or any beauty related product that is tested on animals. The client also would like to try involving a local award winning makeup brand to be a main feature.

1.3 Project Scope

The scope of this project is to develop a website that will be a one stop place to get all variety of makeup from high end to quality makeup on a budget. The system shall have numerous functionality that will be created by the design team. The client wants multiple pages, each one for a different makeup product. A database

will be needed as there is a lot of information that will need to be stored. The client would also like for the system to record the most clicked products for a weekly "star of the week" feature.

I was involved in discussions with Maisy Shevlin MUA. To elicit the requirements.

The stakeholders that would be involved and considered would include:

Business analysis – the BA would analyse the market that will be looked into and come up with a process in dealing with the project, assess the model that has been thought up and the technical side of the project.

Project Manager – would manage how the project is going, is the work being done relating to the timeline set out, are the tasks being completed? In the case of this project the project manager would ensure that the content specified by the business owner is being implemented and that they are right on schedule and that appropriate research is being done for the site content by the owners

End user – the end user is the most important but has no effect on the project and its implementation. The end user is the one who will be using the site therefore it will need to be easy to navigate, a small survey will be done to gain an insight as to what they would like to see on the site how they would like it to function and thus these ideas will help towards producing a user friendly website.

Business owner/investors – They are the most important as it is there idea, their investment and their hard work and input is important.

Developers – will be creating the website, database, layout functions and over all look the content will be maintained by the business owner but starting content will be applied by the developers.

**This section also details any constraints that were placed upon the requirements elicitation process, such as schedules, costs, or the software engineering environment used to develop requirements. **

1.4 Terminology

Makeup dupe – means that this product is the same shade consistency etc. as a high end brand of makeup for a cheaper price.

MUA – makeup artist

2 Research

In order to gain insight as to what is expected of the website from the client Maisy Shevlin I sat down with them to gather information so that other research could be conducted from user surveys and interviews. There were two parts to the interview, the initial stage where I gathered the information from the client regarding what they wanted their website to look like, functionality, layout and type (blog, social media, etc.). This was done so that a survey could be drawn up to see what users wanted etc. based on the clients specifications. The will be a great deal of research needed on all aspects of this project due to its nature.

2.1 Client Interviews and findings

The first meeting with Maisy was brief, it was to gain a sense of what they wanted in a website, where they going to build it as a business or recreational or for brand advertisement purposes. As the client is heavily involved in the makeup industry they themselves are sponsored by brands.

The first interview that was conducted was to gather all necessary information on the exact style and feel that they wanted their website to have. Previous meetings with the client has told us that the website will be a makeup dupe website that will allow customers to find duplicates (or "dupes" as the client would like them to be named), unlike fake products that can be bought this website will utilize brands that have already made a name for themselves in the beauty market. The client would like the main featured brand to be there sponsor as it will provide the company with more custom and expand its demographic. The idea for this website has already popped up across the internet but we have discovered it is mainly for the Americas and Australia, this is why the client has chosen to create on that uses exclusively Irish, British and European brands. The audience that will be targeted will be mainly females and those with a passion for makeup 16+ years of age. In recent years online shopping has become the main way for shopping among many customers with the introduction of e-commerce into many retail strategies. The reason we believe that it has popularized is due to the ease of purchase from the comfort of your own home and can be done from a computer or mobile phone. The client themselves has stated that they themselves partake in online shopping with clothing and makeup being their main purchases. Regarding the makeup purchasing the client has made it clear that it is costly in regards shipping from a long distance and the delivery time con be anywhere from 10- 25 days depending.

There will be a budget of €10,000 which will cover costs of setting up the website and payment of all involved etc. When it comes to competitors there is no real competition as the website is for European brands rather than American therefore eliminates competition on that level. The American competition that the client has found and would also like to model there website from is temptila.com which has gained popularity from big brands in makeup. How this project will differentiate will

be that it will include a foundation matcher, cruelty free products and lists and the main one that we have already stated, Use of Irish British and European brands.

2.1.1 **Website Design layout and functionality**

The website is to be laid out in a way that the user will find it very easy to navigate. The user wants the theme to be elegant and the colour scheme to be pastel with black borders in an elegant design. To create a difference among the general products and cruelty free side the client wants the cruelty free to feature an animal theme. As for the functionality they have requested that a login and profile be a part of the website and can be optional if user wants updates on new dupes, post about dupes they themselves have found and to showcase their "looks". The client stated during the initial interview that any other designs may be left to the creator in terms of layout and text that they believe would be more beneficial and readable.

As stated above Maisy wants profile creation, logins as well as a search box on the top of the page that will be on all pages, on the menu tab the client has requested that there be the following headings: Home, Foundation, DupeMe, Cruelty Free, Blog, and Contact Us/About.

On the home page the client has requested to keep content to a minimal having the main thing the user will see being a product of the week with functionality of a click on it and it will take them to the products page, and underneath will be user photos that they will intend to update every few days to showcase the dupes on the users.

The foundation page will be home to our "matchmaker" using similar idea to that of the foundation matching programmes that are available online it is to prompt user to pick the brand of foundation they're currently using from a dropdown box of a range brands when the user selects the brand the programme will automatically pull up the names of the foundations in that brands line and will ask the user to select the name of the foundation they have and will continue to the next step which will be to choose their shade. The example the client gave was as follows: Brand M.A.C, Type Studio fix fluid SPF 30, Shade NC15. When the user has entered in the details the have the option to choose a brand to match them up with or to just match them up to all brands.

DupeMe will be featured on the menu bar, they client has asked that when the user hovers over the button that it will show a drop down of the products so the user

has the option to go straight to what product they want, if not when they click they will be taken to the page that will feature all the products. The client wants the page to be similar to the home page, not to cluttered. On the page there will be a search bar that will be purely to search in that page alone and the user can search for either brand or product. To go to each product section the page will display an image corresponding to the products, when the user goes to their option they will see brand names popular dupes alongside their high end counterpart. They also will be able to search for each brand and it will give a list of the shades with all the dupes available as well as shades that are near enough the same. This will be across all the products. This will be across all the products.

The cruelty free is a unique one to a makeup website as it allows the user to only look at products that are made by companies who do not test on animals which myself and the client believe may be an important aspect for many people when purchasing their beauty products.

The blog will remain like any typical blog that can be found online, it will have a featured product with discussion and its "dupes" and allow for user interaction.

2.1.2 Technical Findings

The client would like to create a log in for the website, users can opt to log in and create a profile to share their "looks" using the dupes or to post about dupes that they themselves have come across. If a user has opted to create a profile the client then wants to have a systems similar to Pinterest where the can create an area to store images or products that they liked and want to save for later, they want to fall under the heading of "Goals" as she has stated that this word has been popularized in the last year meaning that the subject is something a person sought after, an ideal image. Along with the "goals" the client wishes to have a comment section in the blog to have the ability for users to leave comments whether their member or not. Maisy has stated that she intends on bringing in a team to help her with the maintenance of the website, this includes updating content, help with social media advertising and overall management. She would like to source this person on her own as she has criteria she would like to see personally in the person and mainly wants recent graduates in IT and social media as they would be more experienced with social media and up to date features.

For the website the client has expressed interest in her URL to be the same name as the website and that the do not have one yet and will be in need of it. Images and content will be supplied by Maisy for the brands and their dupes, she has stated she will supply us with a document containing all the information needed for each dupe i.e. there similarity percentages how the want them ranked and images. As the project is teaming up with Maisys sponsored company they will be the main feature and we have full permission from them to use their projects meaning that legality is not an issue here. As for all other brands Maisy has gotten in touch with

the companies she intends to use to ensure that no legal issues will arise from this website as it will all link back to the main brand?

There will be no further files as this project will be built from the ground up and further content will be provided by Maisy herself, a fellow MUA and the technical team. As the client and her partner have no previous experience with websites they will need training.

The timeline for the project to be completed or nearly completed has been requested to be within a year to 18 months, they have stated that there is wiggle room as they understand that the amount of content is extensive, stating that they would like to have the website and basic content to be seen 6 months in, this includes creating all codes and programmes and databases required and time for errors and bug fixes. They have asked that when the half way mark is reached that they would like to see the progress and question the team on how work is going in order to determine how far along the project is and when it would be completed.

2.1.3 Final typed draft of the interview conducted

1. **Tell me a little bit about what you want to achieve, the website concept and how you came up with the idea**

The overall goal that the client wants is to create a fully functioning website that will give the user cheaper alternatives to the high end beauty products or products that are only available overseas and would cost a great deal when currency conversion and shipping are included. The concept of a dupe is a product/item with similar texture colour and presentation as their dearer counterparts. The reason behind the project is to create a one stop area for makeup lovers to go to for purchasing brands with the same shades and textures as high end brands that are available to them in Ireland and the EU as to cut down on shipping and conversions costs as well as being for available closer to them.

2. **Describe your target audience and the purpose of the site**

Client has stated that their intended target audience is females ranging from 16+, as online shopping has become a popular past time for many people the client feels that 1 overall location for all beauty products of all brands makes shopping online that bit easier and more fun. The client is has stated that they do in fact do a lot of online shopping but their experiences have not been great as to having to browse multiple websites and products to find certain things or to get cheap alternatives online shopping therefore they know

3. Do you have a budget?

Yes there is a budget of €10,000 for the first year to include the costs of everything from offices to programmers to conducting own research i.e. purchasing makeup and testing.

4. Do you have competitors? Who are they and what will your site have to make you different to them

There are competitors in the form of an American website temtilla.com that the client has found after conducting initial research. What makes this website different is that it allows the user to opt to cruelty free product choices, chooses products available in Ireland, UK and rest of Europe.

5. What style of website do you want? Have you a colour palette in mind, a logo you want displayed or a theme.

The website is to be laid out in a way that the user will find it very easy to navigate. The user wants the theme to be elegant and the colour scheme to be pastel with black borders in an elegant design. To create a difference among the general products and cruelty free side the client wants the cruelty free to feature an animal theme. As for the functionality they have requested that a login and profile be a part of the website and can be optional if user wants updates on new dupes, post about dupes they themselves have found and to showcase their "looks". The client stated during the initial interview that any other designs may be left to the creator in terms of layout and text that they believe would be more beneficial and readable.

6. What functionality do you want?

As stated in the above question the client wants profile creation, logins as well as a search box on the top of the page that will be on all pages, on the menu tab the client has requested that there be the following headings : Home, Foundation, DupeMe, Cruelty Free, Blog, Contact Us/About.

On the home page the client has requested to keep content to a minimal having the main thing the user will see being a product of the week with functionality of a click on it and it will take them to the products page, and underneath will be user photos that they will intend to update every few days to showcase the dupes on the users.

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user to pick the brand of foundation they're currently using from a dropdown box of a range brands when the user selects the brand the programme will automatically pull up the names of the foundations in that brands line and will ask the user to select the name of the foundation they have and will continue to the next step which will be to choose their shade. The example the client gave was as follows: Brand M.A.C, Type Studio fix fluid SPF 30, Shade NC15. When the user has entered in the details the have the option to choose a brand to match them up with or to just match them up to all brands.

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7. Do you need an internal site search feature?

Yes one that will show suggestions as the user types.

8. Will users need to log in to your site for any reason?

Yes the client has stated previously that they would like the user to have the option to login and create a profile that will allow them to interact have an input regarding content and to save dupes under a favourites section they want named "Goals". Although it will include the profile aspect the client does not want the website to be seen as a social media outlet.

9. Is there other sites you have seen that are similar to yours that had features you liked? Was there any that you disliked due to complicated layout etc.?

Yes the client has found a website that they would like to use as a template to how they want their site to work and function. The website is Pacific based named temptilla.

10. Who will manage the website and the content? Will training need to be provided?

The client has stated that they intend on bringing in someone who is already familiar with managing websites and content, they have expressed interest in hiring graduates who have a degree in IT, social media, marketing and business. They have also opted to be involved with the upkeep and adding content themselves which will therefore require training as they have no previous background in website content.

11. Do you have a preference for which CMS to use? (i.e., WordPress, Joomla, Drupal, Concrete 5, Magento, etc.)

They have expressed interest in using WordPress as they have heard great things about it and that it is easy to apply content and keep it updated.

12. Do you have a URL or are in need of one? If so what is the name you have/want

Does not have a URL but would like they're own under the name of the project "where mah dupes at"

13. How many pages of content do you want the finished product to have.

The initial main page count will be 6,with individual pages then under each of the main headings the overall page count will be much higher, roughly 20.

14. Will different sections of your site require different designs, layouts or colouring?

Yes the client wishes to have the cruelty free page to be different to the rest of the site they want it to follow an animal design a more natural colour scheme and feel as they products tend to be more natural in their ingredients.

15. Does your site need a blog or a forum?

Yes client has stated of the importance of a blog/forum on their website.

16. Will you have images? Is there any legal issues regarding use?

There will be the use of images on the sight many will be ones from the internet and many will be from clients own collection as they intend to hire a research team to find the dupes and take images and swatches. As the images will be from public Instagram accounts specifically for dupes there may not be any legal issues but to avoid any the client intends on referencing where images were taken from if they are not their own.

17. Can you provide us the proper files or is creation of this content part of the scope of work?

It will be my responsibility to provide files as part of the scope, everything will be built from the ground up and the client will provide their own content through the team that they will hire and will work alongside the creation team in order to get the first of the content up and running.

18. How many videos or audio files will be added and/or created?

At the moment the client has no wishes to insert videos or audio on to the website that will be decided after the website is completed and reviewed.

19. Do you require online chat features?

No there will be no use for this says the client, as they intend to interact in the form of blog content and comments.

20. Do you require your site to be mobile friendly (responsive design)?

Yes the client would require that the website be mobile friendly and not compromise the look and ease of use from the desktop website.

21. Do you need multi-language support?

As the main target audience is people in Ireland, The UK and parts of Europe there will be a need for the site to be translated.

22. What is your time frame for total project completion?

The client has expressed that they would like the project to be completed or nearly completed within a year, they have stated that there is wiggle room as

they understand that the amount of content is extensive, stating that they would like to have the website and basic content to be seen 6 months in, this includes creating all codes and programmes and databases required and time for errors and bug fixes. They have asked that when the half way mark is reached that they would like to see the progress and question the team on how work is going in order to determine how far along the project is and when it would be completed.

2.2 Surveys and results

After conducting the first interview my task was to compile a survey in order to gain a user perspective on the idea, would it appeal to them. This information was for the clients benefit so that they know how well people will take to the idea, the second survey that will be conducted will have a more technical feel to it and may not gain as much of a response as the first one. The surveys were completed using google forms and were then passed on to the client for approval and distribution. The survey response was more than expected with 141 responses from people, the survey was distributed via the clients work page on Facebook.

Our results have shown that Of the population surveyed 44% were between the ages of 35-44, 24.8% were 45+ these were the highest results, this comes under the idea that more 35+ people would be more inclined to complete surveys rather than the younger demographic and has no relation to how well the website would be. An overall result of 73.8% of people say that they wear makeup more frequently, 24.1% stated that they sometimes wear makeup which means in terms of the website we develop that they may not be our ideal target audience but still remain on the radar. As the website utilizes online shopping we wanted to find out

how people buy their makeup as it would tell us and the client what brands would be more popular, Pharmacies has proven to be majority source for people meaning that they more so buy "drugstore makeup" as stated by the client upon review of the results, online shoppers came in at 48.2% of those surveyed that do in fact shop online whether it be makeup clothes or other items. A sign of what direction the website would go in was proven when 58.2% of people surveyed said that they would in fact use the website and 27.7% said they would possibly use it.

We asked the people what is the main thing their favourite go to item when buying products and foundation came back as the highest ranking product with 33.8% of the vote. As the website will contain a foundation matcher, these results were favourable as it means than when asked if they would use the matcher and purchase foundations online would they? , with 53.6% saying yes, 23.6% saying no and 22.9% said possibly.

When it came to animal testing we have found that products being tested on animals affects a person's decision to buy it which is not only good for what we want to achieve but could be a threat to those companies that do as they may begin to loose custom if they do not stop. People also expressed that they would like to know whether the product is cruelty free which is what the extra addition to the website will feature and allow them to find those cruelty free products easily.

In terms of the design and usability of the website we have found that the layout does in fact have somewhat of an influence on whether the user would use the site with 49.3% saying it would, 30% stating that at times it may influence their choice in not going to the website and 20.7% saying it would not have an effect on whether or not they would use the website. As mobile technology has taken over we asked whether the website being accessible from a mobile was important and results show that 34% rated it as being 5 : very important.

There were other findings found that were general questions to gain an insight into the customer's habits and ideas which are important in the long run but not in the initial stage of the project.
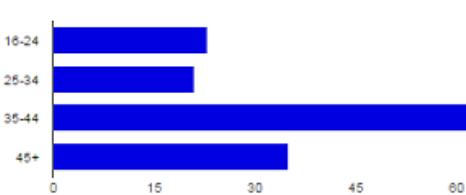
The form can be found at

https://docs.google.com/forms/d/1Xni5svzubEx6LlMMGRXtY5Q4G1ztbEUrNN3XOazj3tQ/viewform

Results can be found at

https://docs.google.com/forms/d/1Xni5svzubEx6LlMMGRXtY5Q4G1ztbEUrNN3XOazj3tQ/viewanalytics

2.2.1 **Results in chart form**

What is your age?

16-24	23	16.3%
25-34	21	14.9%
35-44	62	44%
45+	35	24.8%

Do you wear makeup
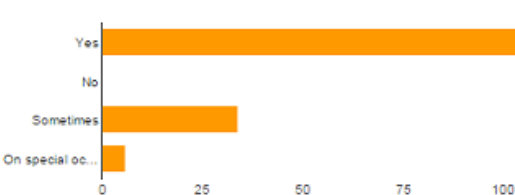
Yes	104	73.8%
No	0	0%
Sometimes	34	24.1%
On special occasions	6	4.3%

Which of the following sources do you use for purchasing makeup

Pharmacy	66	46.8%
Direct from brands store (M.A.C, Inglot)	21	14.9%
Department stores (Brown Thomas, Debenhams etc.)	33	23.4%
Sephora	2	1.4%
Mix of All	52	36.9%
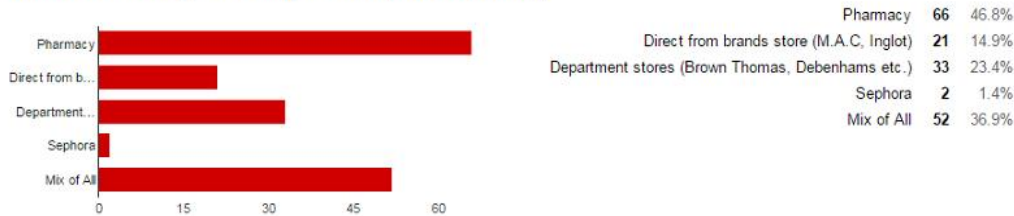
When choosing makeup products, which of the following factors assist in your purchase choice?
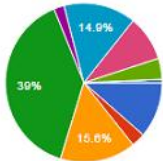
Product Ingridents	16	11.3%
Animal testing	4	2.8%
price	22	15.6%
quality	55	39%
convienience	3	2.1%
brand	21	14.9%
friends recomendation	13	9.2%
Salespersons recommendation	6	4.3%
Availability	0	0%
Packaging	1	0.7%

Do you shop online?

yes	68	48.2%
no	33	23.4%
sometimes	40	28.4%

Would you / have you shopped for beauty products online?

Yes	45	32.1%
On some occasions	30	21.4%
No	66	47.1%

Would a website that allows you to find alternatives to high end products at a lower rate and more availability to you be appealing to you ?

Yes	82	58.2%
No	21	14.9%
Possibly	39	27.7%
Other	1	0.7%
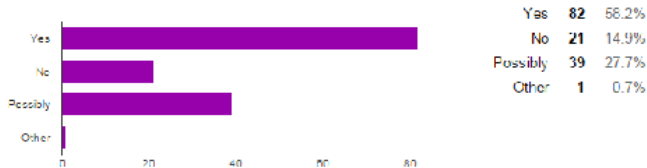
When purchasing beauty products what are you favourites?
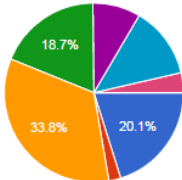
Lipsticks / liquid lipsticks	28	20.1%
Brushes	3	2.2%
Foundation	47	33.8%
Eyeshadow / Palettes	26	18.7%
Mascara	12	8.6%
Cleansing Products (lotions, creams, masks)	18	12.9%
Other	5	3.6%

Would a foundation matcher sway you to shop more online?

Yes	75	53.6%
No	33	23.6%
Possibly	32	22.9%

Would you rather purchase by:
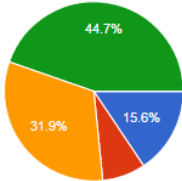
High end brands	22	15.6%
Cheaper alternatives	11	7.8%
Depending on the item you want	45	31.9%
Mix of all 3	63	44.7%

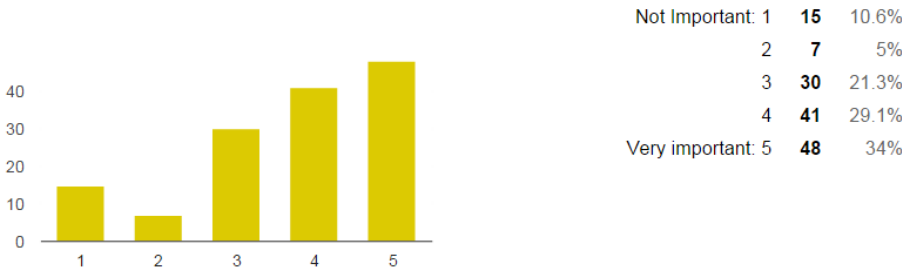**If a brands use animal testing would that affect your decision to purchase it**

Yes of course	**74**	52.5%
No i don't mind	**18**	12.8%
I don't know	**52**	36.9%

Would you like to know whether a brand is tested on animals?

Yes	**101**	71.6%
No	**13**	9.2%
I don't mind	**28**	19.9%

When it comes to websites does their layout have an influence on whether you would use it or not?

Yes it would	**69**	49.3%
At times	**42**	30%
No not at all	**29**	20.7%

On a scale of 1 to 5 how important is it that a website is mobile accessible

Not Important: 1	**15**	10.6%
2	**7**	5%
3	**30**	21.3%
4	**41**	29.1%
Very important: 5	**48**	34%

When it comes to a beauty website what is important to have on it in your opinion

Clear product description, reviews and layout	**74**	52.9%
Live blog	**1**	0.7%
Tips, How to's	**25**	17.9%
Product of the week	**1**	0.7%
User feedback of products	**31**	22.1%
User input	**0**	0%
News	**1**	0.7%
Celebrity lines and alternatives	**4**	2.9%
Other	**3**	2.1%
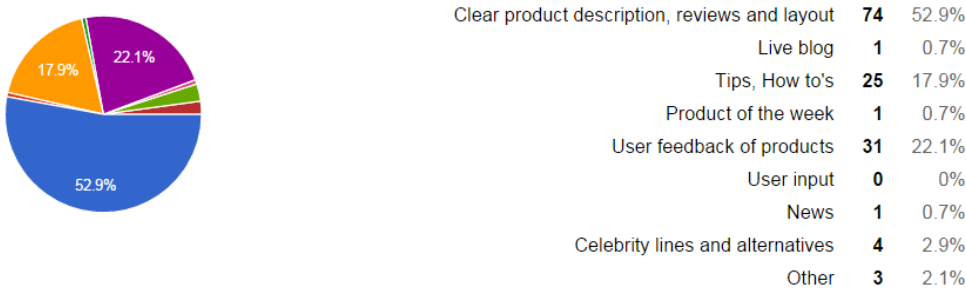
2.3 Potential user interviews

A focus group was conducted with potential users to gather more in depth information from their point of view. A focus group was held with 5 potential users ranging from 19 to 50 age groups. During the focus group the potential users were asked similar questions to that of the surveys but rather than having options they had the freedom to go further into their thoughts and discuss with the other group members. Going into the focus group each member has been informed as to concept and details of the client's wishes, among the users there is one who has not used the internet to buy anything from, one who has just bought clothes and the rest of the girls have used it to buy a lot of mixed items two who have bought internationally. To begin we asked the group to share their thoughts on cruelty free products, Followed by how they would make use of the website, why they would use it, their idea of a good and easy website with references to ones they have used. To the girls who have used purchased internationally we have asked them to share their experience in order to define how this site would be beneficial.

 Sarah stated that the idea of companies using animals to test on is horrendous and refuses to back brand that conduct this type of testing but says she has a hard time finding products that she can 100% say are not tested on animals, she has mentioned that there have been times where she has bought a product that is by a brand that tests on animals purely because she cannot find a product similar that does not so she thinks that the concept of allowing users to find brands that are specific to her needs brilliant and says that she would definitely make use of the website. Sarah has used the internet to only purchase clothing as she has stated that she feels buying other products may be risky in her opinion but she has stated that maybe this concept will change that, yes she will use the website to find the products in her local areas but if it is not possible to buy from the shop she will use the websites provided. Sarah thinks that being able to use the website on her phone would be more ideal as that's where she does most of her things from and seldom uses the laptop or computer.

Penny make the argument that majority of the time we don't know that a product is fully cruelty free and that it bothers her that it's still happening but she does not boycott the brands that continue the testing saying" if I see a product I like ill buy it, I won't question its origin too much". Penny is our online virgin shopper and has never found use for buying online she trends to buy from the stores themselves but has said it can be a pain when the shop is out of stock or too far away and she needs the product. In terms of the layout of the website and concept she would make use of the cruelty free as much as she can. Coming from the non-technical generation she is relatively new so a website that is extremely easy to navigate and everything is clearly stated would be what she would be open to using.

Michelle is one of the three who do buy internationally through eBay, alliexpress and etsy. When it comes to makeup she does not buy from these places due to their potential to be counterfeit but she has bought brushes for little or nothing with free shipping which she says is amazing as some websites where she has bought clothes from shipping has cost between €25-€30 and believes that makeup brands such as Kat Von D and Jeffrey star cosmetics cost this also, she has mentioned that these brands have a high value and when conversion is included to buy one item could cost you anywhere from €40-€60 which is why she refuses to buy them as much as she would love to. When it came to the animal cruelty she mentioned that the brands that she like that's not tested on animals are all international companies and she cannot get them here and would love the idea of being able to find replicas that are official brands. She has said that she would still purchase from the brands that do as some of her favourite products are by M.A.C and that it is the only brand whose foundation formula suits her skin tone and type so she would not stop using them but would consider changing to other brands for certain items. For her she thinks that the desired layout and features is brilliant, as she is used to online shopping she knows what a good website should look like one that draws a user back. Inputting that allowing the user to view grid or listing is a feature that should be added as when she shops amazon the list view puts her off whereas boohoo.com has grid layout and it becomes much easier to look at and not strenuous on the eyes, it's also much easier to see more items at once.

Chloe also shops internationally and is one of the girls who have bought makeup online, like Michelle she refuses to use eBay amazon and alliexpress for the same reasons. Chloe loves animals and has totally cut all products that test on them out and has been involved with rallies to stop it so for her the cruelty free section is ideal. Chloe has trained in makeup so she buys a lot of it and tries to keep her spending down but she says it's very hard to do when you always seen a new product and you just fall in love with it and have to purchase it no matter they costs, she is very aware of temptilla.com they website that this concept is based off of but says that yes they do provide you with cheap alternatives but these alternatives come with shipping and conversion costs and tax which in the US is on everything. She believes that other people like her would defiantly use the website and she would more than likely recommend it to clients. When given details of how the client wants the website to work Chloe agrees with Michelle on the grid concept epically when makeup is involved and thinks the comparison percentage is genius as tempilla do not have this.

Lisa is our user who tends to use websites that are situated within the UK or Ireland and has no experience with shopping outside of these zones she states that she does love shopping online as she can do it from the comfort of her own home and that many stores have better deals and a lot of times products are online exclusive meaning they're only sold off the website and not in their stores. As regards

makeup she has ordered a few items form crown brush UK, cloud 10 beauty and boots. Her experience with the makeup was pleasant and says that most of the time she can be suspicious buying foundation, lipsticks etc. not knowing true colours, textures etc. so the development of this concept would mean that she can begin to expand a little on products she does buy and be comfortable knowing their trueness.

All 5 participants confirmed that using the website on their phone is more ideal so the website should have a mobile version, with this information we asked them over time would they like to see the website turned into an application they can have on their phone. They all agreed that it would be great, with some saying yes but they would not want it to take up much memory on the phones and that a feature similar to all social media platforms where they can take a image there and then and upload it to the blog forum (providing they sign up to avail of this option). This is an idea that the client enjoyed and something they will consider in the near future.

3 Application overview

3.1 Business Process

The customer has asked that the site will contain a menu bar, a main page for weekly product feature and news and the main search location for the dupes, a page with a hover over dropdown menu to include the different product selection, an animal cruelty free section, a blog and form where users can talk about their opinions, share images of the dupes and maybe provide the community with dupes they have found themselves that could be put up for other users, the client would like the site to contain an about her page in order to tell users who she is, her background, reliability and why she decided to do this, the client would also like to have a tips page which she has suggested that would possibly feature in the blog side of the page as to not clutter up the menus bar. The client is stating that they want the site to be user friendly easy to navigate with an alternative glamour feel. They want the customer to use this page as a source of budgeting for them as makeup can be quite expensive and she wishes that when she was training as an MUA that she had a go to such as this to allow her to make a start at a business.

3.2 User Roles and Responsibilities

The user should be able to navigate the site and be an expert within minutes, it should be clear as to how it is functioning, and the search function will be the main visual on the home page which will make navigation easy and quick. For the client running the page after initial creating should be trained within two to 3 hours as to how she will add the information to the site (the new dupes she has found) how she will tag and name them correctly implement their origin price and compatibility scale, she will also be shown how to update the blog and archive things.

3.3 Who will be involved

The planned people involved in this project will be the stakeholders

- Business analyst
- Client

- User
- Development team
- Project manager
- Investor

The stakeholders play a large part in projects as they are the ones who create the requirements and give feedback on the progress of the project. Involving stakeholders is extremely beneficial and necessary for the project's success and to avoid risk. In some cases many of the stakeholders are most knowledgeable about the subject therefore adds value.

The development team will include a programmer, visual designer and a developer all of which are needed to complete the client's requests.

The client and end users will be the key stakeholders as they are the ones who will benefit from the project and will have the most knowledge on what they want and what is required in order to be successful.

3.3.1 **Stakeholder Analysis**

A stakeholder has certain power within a project, this power varies depending on who they are, using a power interest grid we will analyse who has are the main people we need to focus on.

The matrix focuses on who is important and whether they have significant power when it comes to changes and input. The stakeholders will fall under 4 categories High power/Low interest, High power/High interest, Low power/High interest, Low power/Low interest.

- High power/Low interest stakeholders are the ones who need to be kept satisfied and are mainly the senior stakeholders. For us the stakeholder here would be the project manager and business analyst as they have power to manage and change times goals etc. but have little interest in using the final project or be involved with the coding.
- High Power/High interest are the key stakeholders who need management and constantly informed on each step of the project who have ultimate input power. The client investor and development team will fall under this category.
- Low Power/Low interest are those who do not have any power or influence or interest in the project aspects and are infrequent but have interest in how it will work etc. There are no people as of yet who fall into this category.
- Low power/High interest this are the stakeholders who have a lot of interest in the project who can have ideas etc. but not much power in terms of making changes or influence decisions. The user of the website falls under those category as they have a lot of interest in the project they can give

ideas and feedback that the client can take on board but not necessarily use.
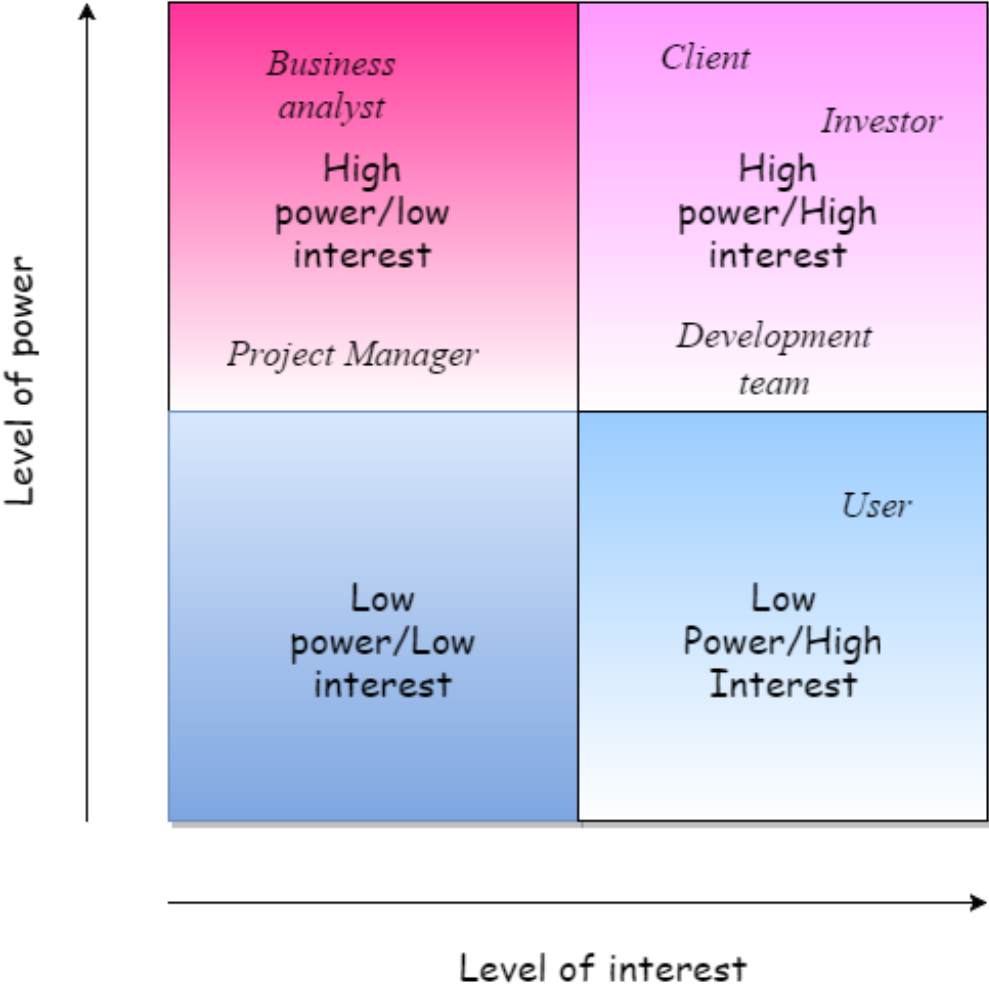
3.3.2 **Planned budget breakdown**

The cost and time that will be put in to conducting the research will be inexpensive making use of notebooks and online will cut down the costs that many believe will be incurred. The time spent on the research will be extensive as there are many aspects to the website, meaning that there is much back and forth with the client and ourselves. The client has a year timeline which gives plenty of time for

research, development, production and testing. The breakdown of expenses are that the design will consume the most of the budget, after this there will be monthly fees for hosting as agreed with the client prior to commencement.
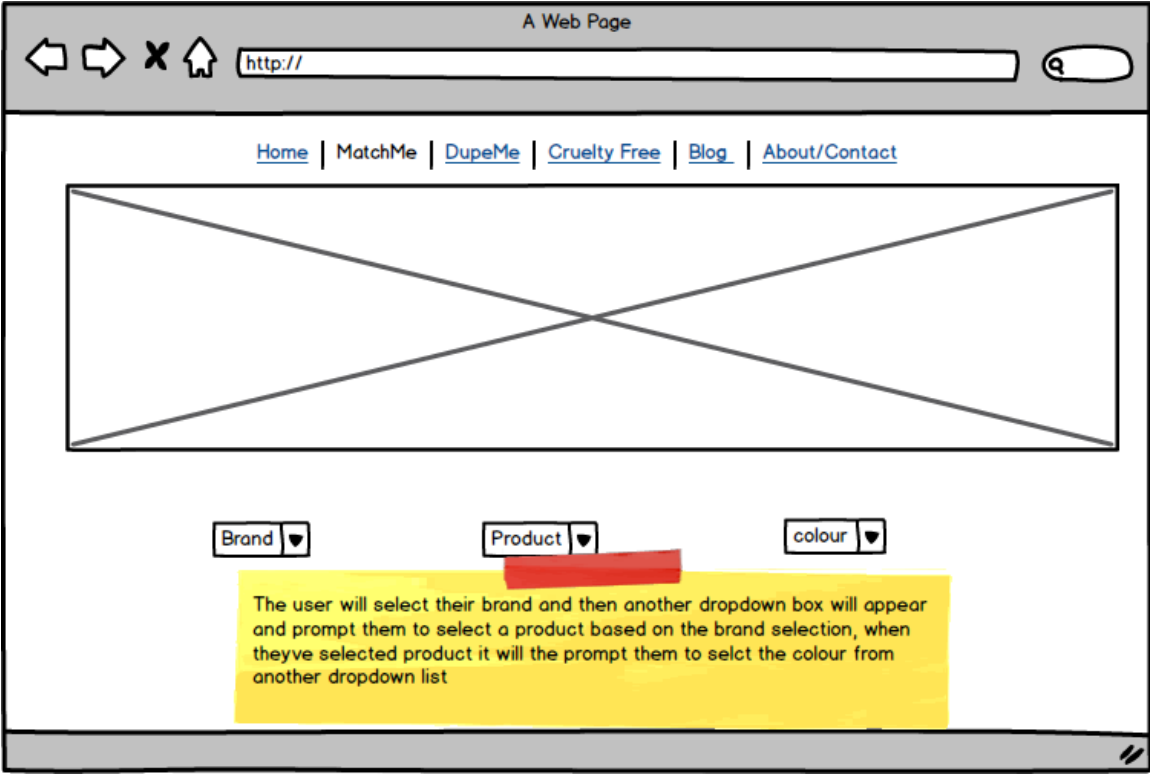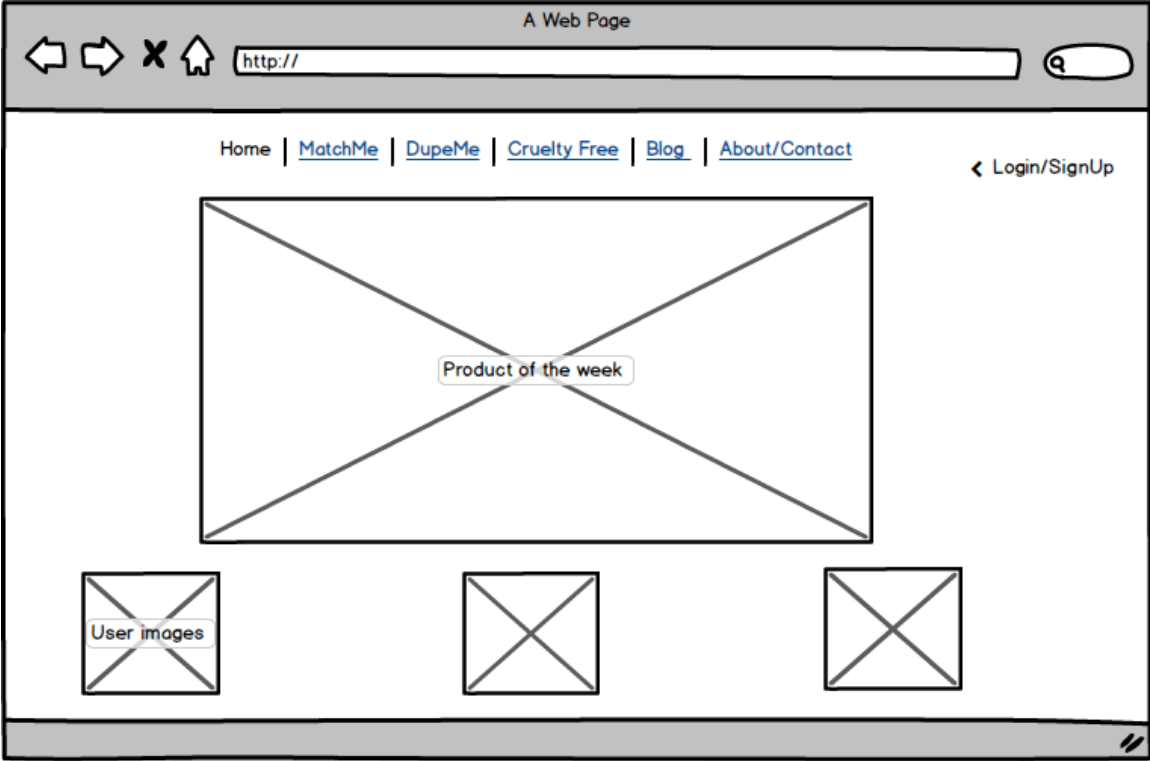
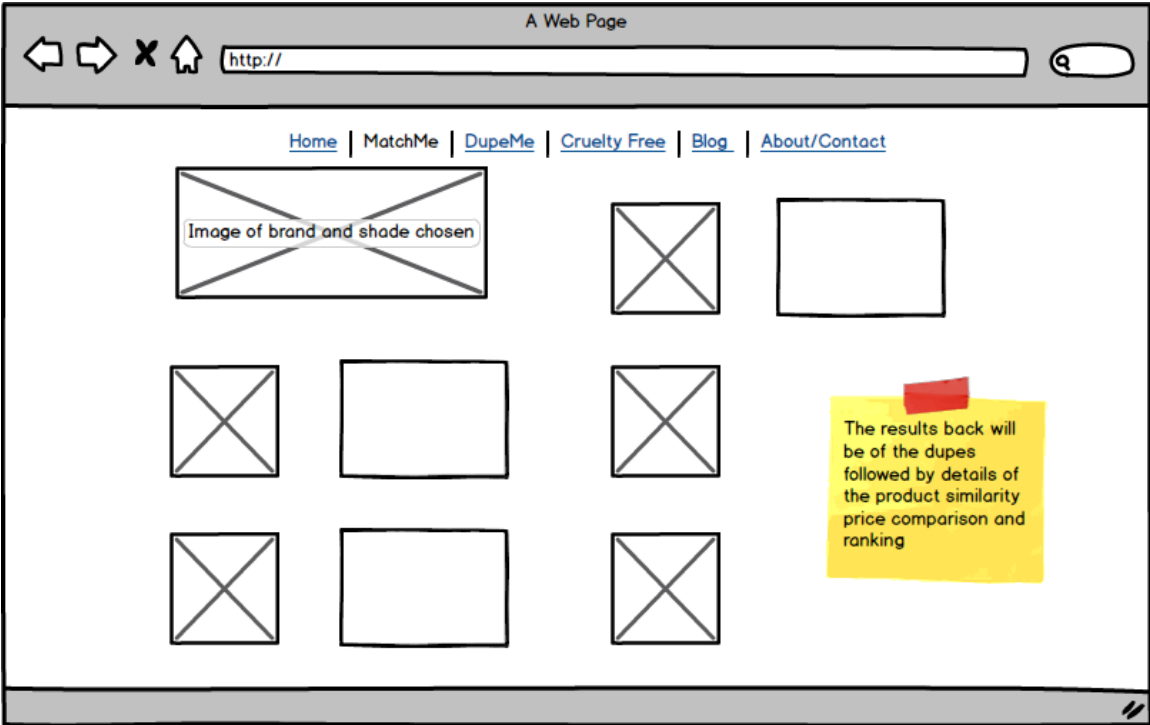## 3.4 Production Rollout Considerations

For producing the site as the business analyst I shall work along with the client to create a survey to distribute to gain an insight as to what exactly is wanted from the end users. Interviews will be conducted with further stakeholders to ensure that all information is correct across the board. The next step is to sit down with the team an discuss roles and responsibilities and any other information needed in the project as well as producing an informing document to provide the designers with describing what is needed, what is wanted and what is desired. This report will outline all requirements, their use and importance as a timeline for deadlines. **ask about this section whether to add in about the system that will be created**

In this section you describe the strategy for production rollout. In addition, either this section, or an appendix in the requirements document, or a separate document should include the discussion of populating the system data for rollout and the discussion of the expected data and transaction volume.
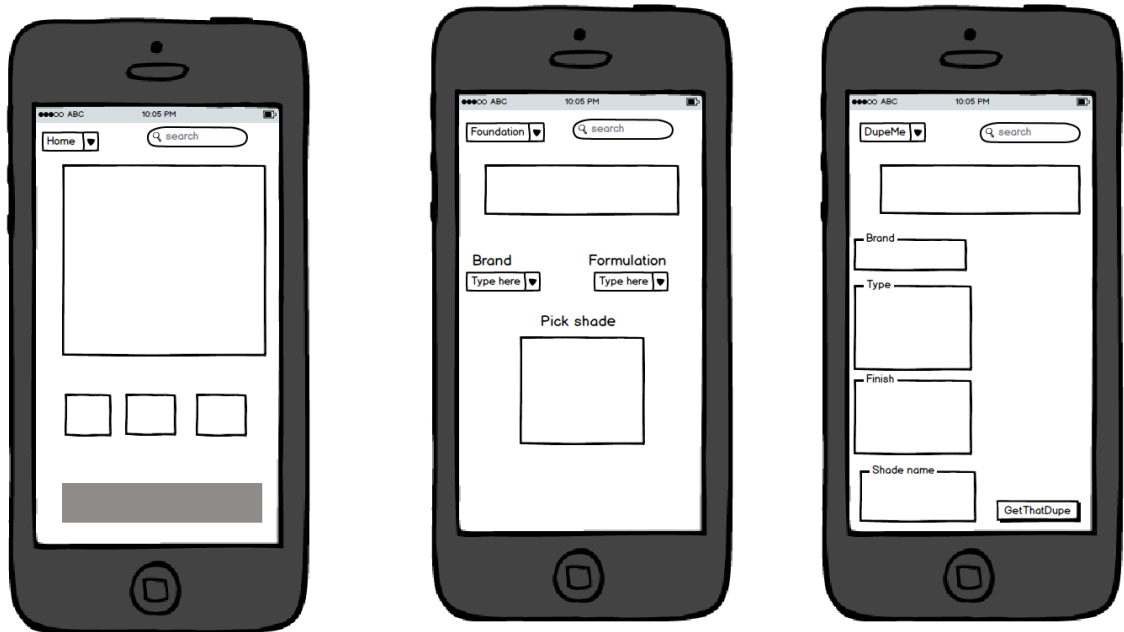
3.4.1 Proposed website design

Part One:

A Web Page

http://

Home | MatchMe | DupeMe | Cruelty Free | Blog | About/Contact

‹ Login/SignUp

Product of the week

User images

A Web Page

http://

Home | MatchMe | DupeMe | Cruelty Free | Blog | About/Contact

Brand ▼   Product ▼   colour ▼

The user will select their brand and then another dropdown box will appear and prompt them to select a product based on the brand selection, when theyve selected product it will the prompt them to selct the colour from another dropdown list

These are the 3 main pages that the website will feature we have chosen not to create one for the dupe me or animal free as they will have a similar layout. You can see on the images the notes explaining the layout and what functionality the website has. The planned website has taken a few other online sites into consideration as the client has specified that the want various aspects of these websites but made to suit their needs. The chosen websites the client would like to be brought into the design are Irish owned online makeup store Cloud10, USA based Temptilla, International website Beauty bay and the clients partner company Fuschia. There are features on each site which the client would like integrated into her own, as she does not want to be a shopping based area there will be changes made to suit these needs such as layout of the products and the functions on each which will be described in the requirement brief.

## 3.4.2 **Proposed design for mobile accessible website**

The above image show the proposed design that users will see when accessing the website from their mobile phones, the design will and should be transferable across windows android and iOS platforms as we want the visual design to be uniform.
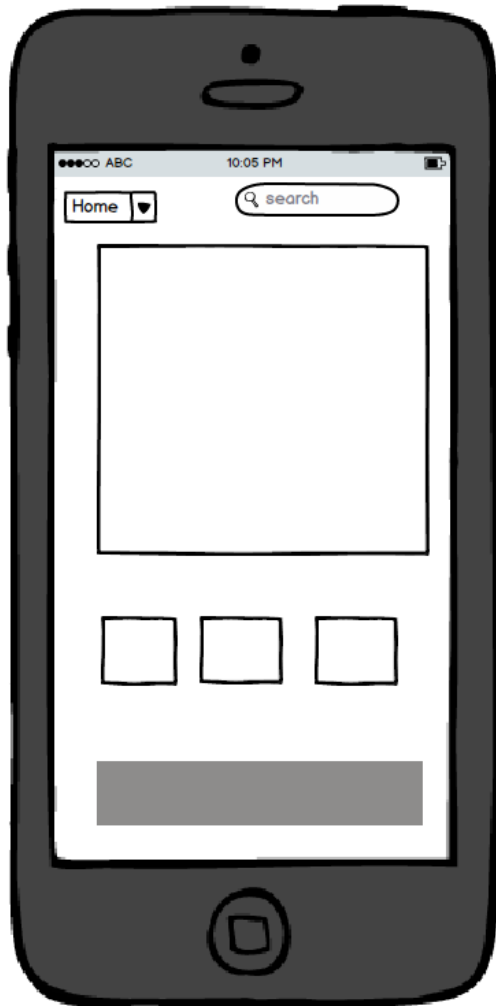
The image shown here is how the websites homepage should look from the user's point of view when arriving to the home page via their mobile. The home page should resemble the main desktop page with minor changes to the menu layout and sizing of the features. The top left corner you see a drop down menu button when clicked the menu should display all the options for page navigation and when user selects one they are brought to that page. The search button shall remain still in the top right hand corner, with the very bottom of the page housing a banner where our logo and social media links will be place.
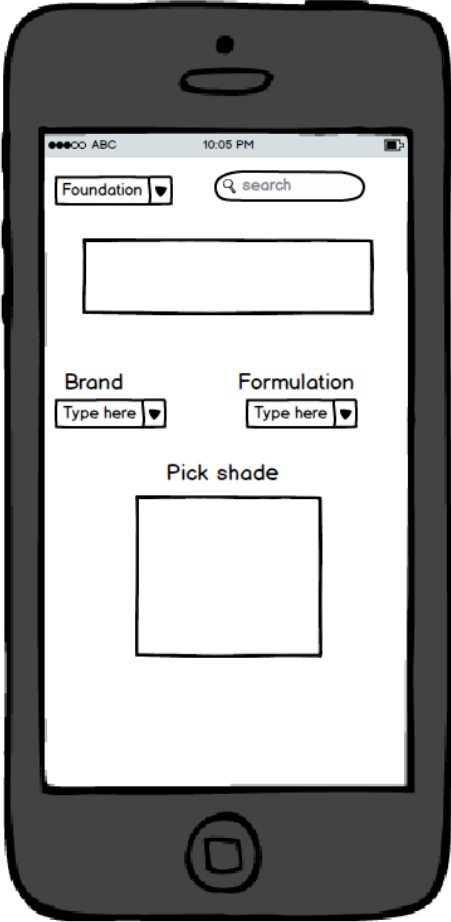
This image shows what the client desires for their mobile version of the foundation matrix to look like, when questioned about possibility of an application version of the website the client would like to see the above layout being used throughout the application as it is how they want it to look, simple and easy to navigate. This page features our three selections, Brand, Formulation and shade. The three options will function identically to the desktops as described in requirements. The menu and search buttons remain the same.
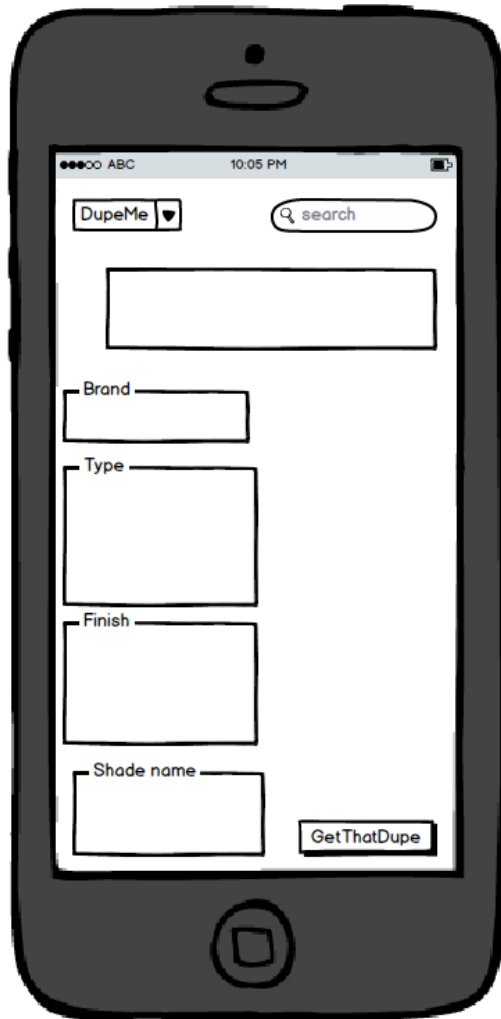
Although they produce results in the same fashion as described in requirements, the way in which the user searches for their normal makeup dupes AND cruelty free dupes are different due to makeup being more categorized. So for this layout rather than the options go across the page the go down with a button in the bottom right to search rather than pressing enter. So in the picture we can see our categories the user chooses in, like the desktop version the user types the brand in the box and as they type the brands appear based on the letters, once the brand is selected the next section should retrieve the appropriate categories based and the selections and this continues until user reaches shade and hits the search button

4 Benchmarking

Benchmarking is a measurement of the quality of an organizations policy, products, programs, strategies etc. and their comparison with standard measurements. The objective is to determine what and where improvements are needed, to analyse how other organizations achieve their high performance levels and to use this information to improve their own performance.

5 MoSCoW prioritisation

MoSCoW prioritisation is a way of prioritising requirements in a project from the most important to the ones who are important but not necessary needed at that time. All requirements will be due for delivery at some point but may be spread over different periods. MoSCoW will also be useful for when new requirements arise as it will help decide how critical they are to success and also reviewing current requirements to ensure that they are still relevant. The requirements will fall under 4 categories: Must have, Should have, Could have and Want to have but won't this time round.

Must have (M) these are the requirements that are absolutely necessary to the function and success of the project. These requirements must be completed in order for the project to continue therefore specifying them prior is key to releasing on time. Must haves cover functionality itself, legality and quality level?

Should have (S) are the important requirements but can be done in short term and expectations can be managed. They are the must haves that is less time consuming but the deliverable is useful and useable to an extent without them.

Could have (C) These are the requirements that can be easily left out and will have no effect on the usability or deliverance of the project.

Want to have but won't this time round (W) is referring to the requirements that are valuable but can be left until a later time. Keeping them on the list will could influence design decisions as knowledge of their delivery schedule could help with planning. This categories differs from the others as planning is key by knowing when they will be delivered.

When discussing the requirements for this project I will use the abbreviation's of the categories i.e. (M) for must have requirements

6 User Analysis

The user analysis will be conducted to identify who will use the system and how they would consider the interface and the requirements. Undertaking a user analyst will allow us to understand the benefits expected by the user and the styles that they are more focused on and pleased with when it comes to interfaces. In order for a successful project we must focus our approach on ensuring that the interface design will actually meet the needs of our intended users, that their expectation of how it will function and look is also correct. When looking at our functional requirements we must consider both the needs of the users and the benefit it will bring to the business.

User Analysis : Content Admin

Type of user	Dedicated	
Experience level	Moderate	
Frequency of use	Daily	
Mandatory/Discretional		
Motivation for use	Web based	
Training Required/Received	Training received needs further development	

| Regular tasks	Process and monitor user uploads to blog, create weekly features help with blog content and create good visuals	

7 Storyboards

## 7.1 User wants to purchase a product

In the below insert you will see a sketch of how the system will run when the user has found a dupe that they like and they want to purchase it
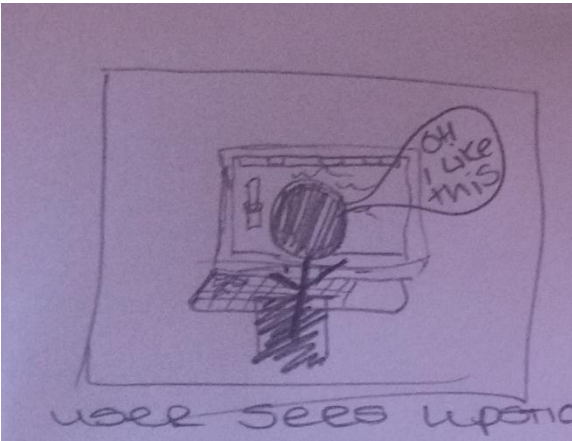
 Here the user has conducted their search for a product and have found one that they like and want to purchase it.
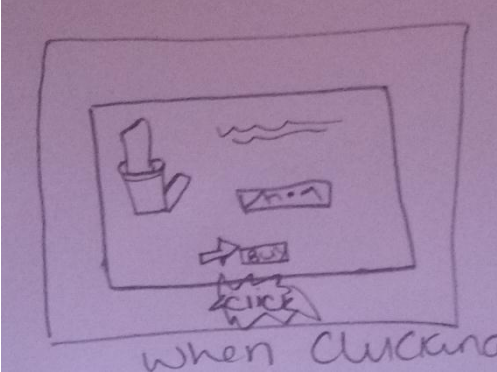
 This is the product they have found on screen there will be a "buy" button where the user has the option to click or to save which for the purpose of this setting is not visible.
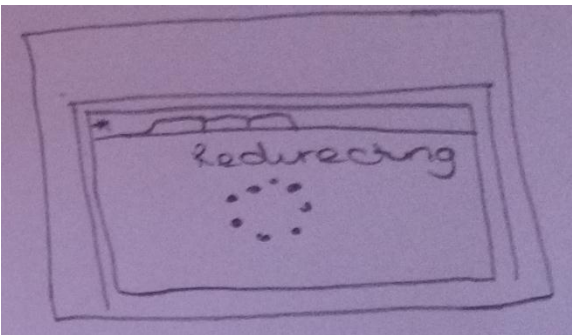
  when the buy button is clicked the user is redirected to the location of the item they are buying, the user will be brought to the exact location of the tem rather than just the brand website, depending on how the company functions the user will have the option to buy online or find a store closest to them that stocks this particular brand. In terms of this example using NYX who on most occasions stock in a lot of pharmacies but do not stock everything in their range so on an occasion items need to be bought online.

Full story board sketch
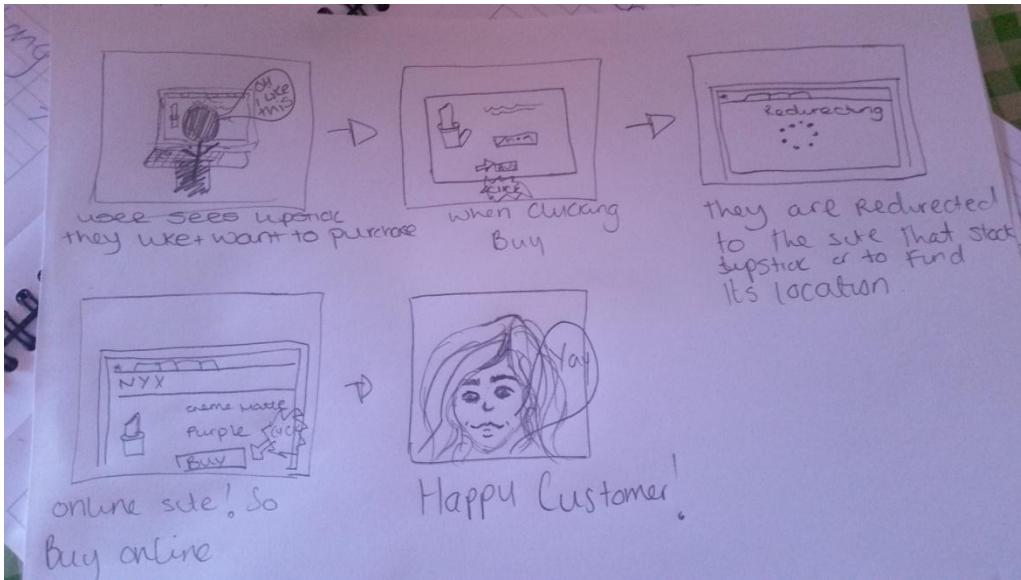
7.2 Forgotten password
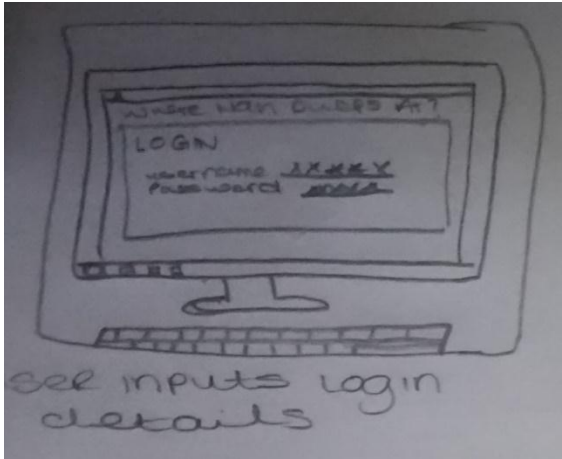
When singing up to the website the user is asked to enter their chosen email and to create as password, and since we have set up the webpage to log a user out after a certain amount of time if they have opted to remain logged in then there will be a change that they will forget their password. The above picture shows the user inputting their details as directed.
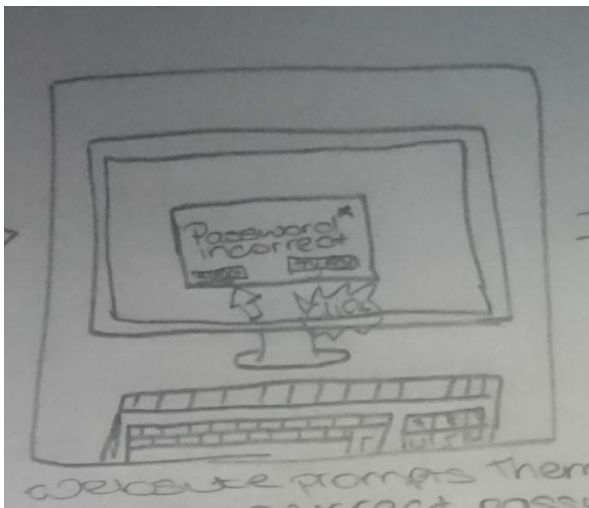
Having entered their details the system will prompt the user to say that their password is incorrect and they will have the option to try again or click on "forgotten" if they have forgotten their current password then they should click here.
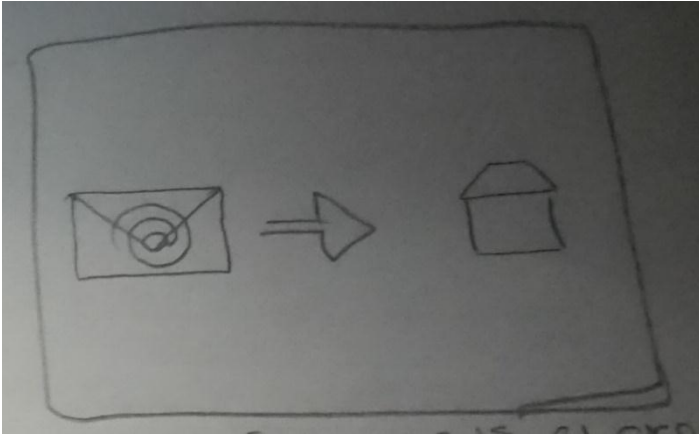
When they have clicked the forgotten button they will be prompt to type their email which will be used to send the reset details to the users account.
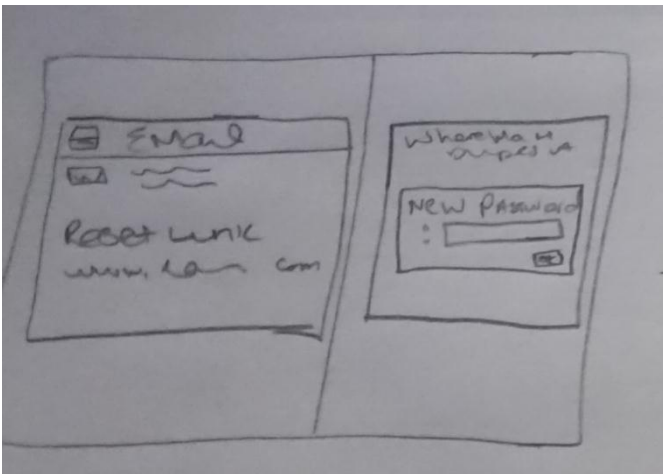
The user should then within a matter of minutes receive an email from the system with a reset link that they can click on and follow which should open up a new tab on screen to where they can create a new password. Like most websites this function should ask for the user to repeat the password to ensure that it is correct.
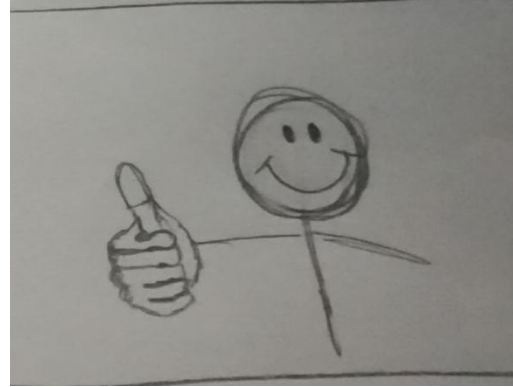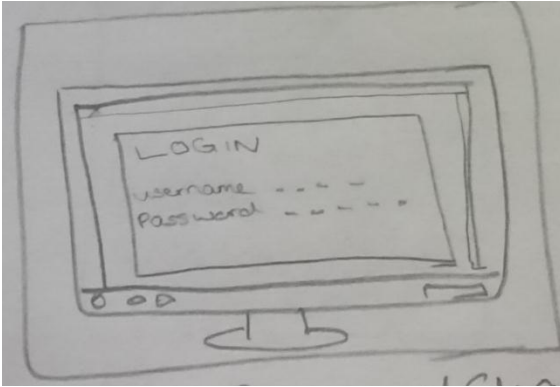
After the change is made the page should take the user to log in.
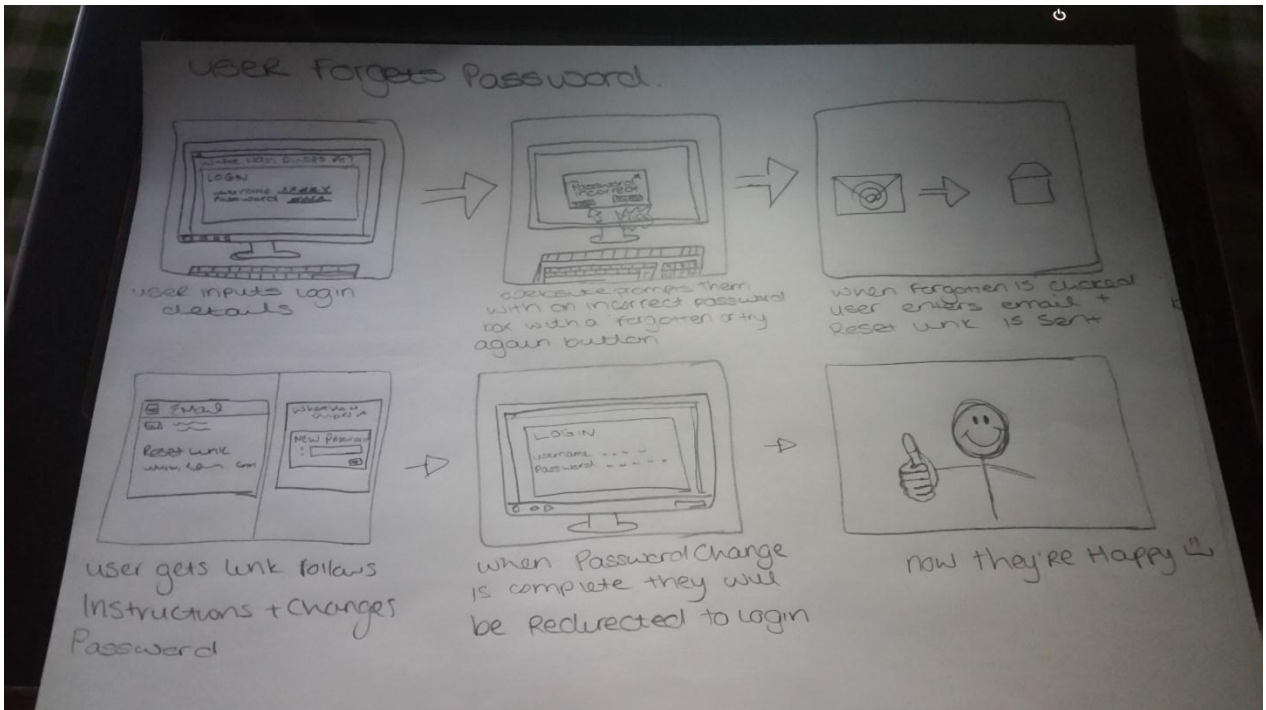
7.3 User searching for the brand

As stated the style in which a user will search for an item is different to your typical website, the user has three options: Match Me which is our foundation matrix, the general dupe section and the cruelty free dupe section. The client can proceed to the general where all brands will be featured including the cruelty free this is based on preference and ethical choices, if the client choses cruelty free they should only be given brands who do not test on animals and have no ties to parent companies who do which will limit the search and produce different results. So in this story we will see a user searching for a general item and a foundation to show the differences.
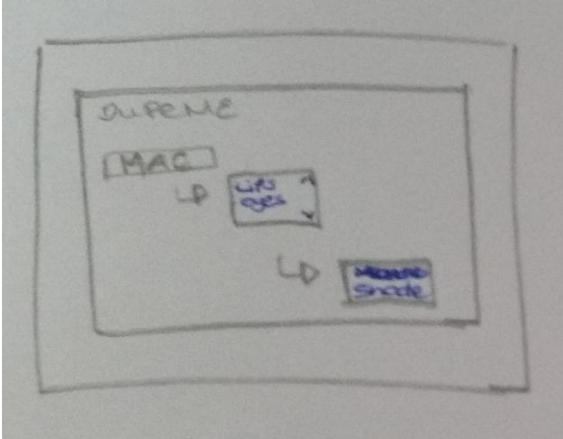
Here the user has selected the general dupes section, on the page we should see only the banner with company name along with a search style box which the user should type the name of the brand as

they type suggestions should show in the style of dropdowns they must then select their desired brand. As it is researching dupes the options will be restricted to the high end brands such as M.A.C, Bobbi brown, Armani and Kat Von D to name a few.
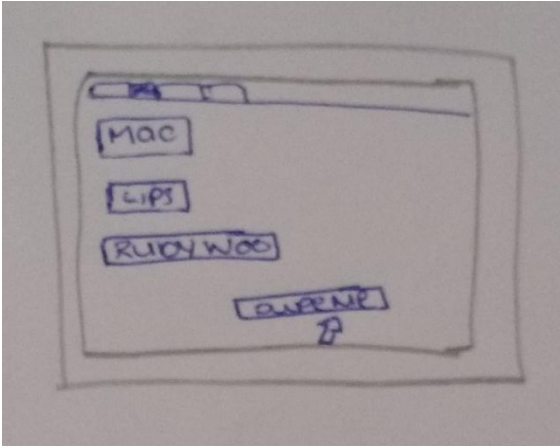
The user has selected their desired brand and now an additional box have popped up for the user to choose a product/products from a list, depending on the brand the general list will include lipstick, blush, mascara, eyebrow and eyeshadow etc. the user must then select one. For example I want to find a similar shade to mac's ruby woo but in a cheaper alternative so to search I must choose mac, then choose lipstick
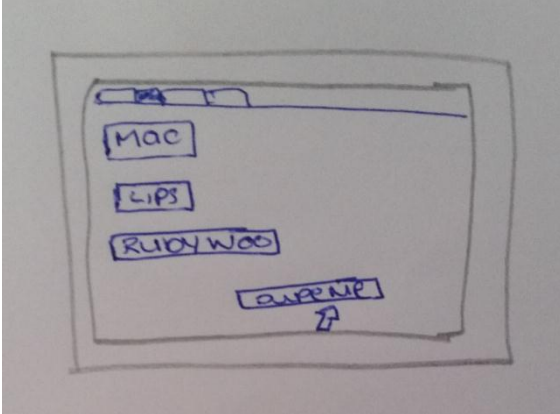
This picture shows that the user has now chosen both the brand and type to which an additional box has been displayed where the user types the shade they are looking for. Makeup brands tend to have multiple subcategories in each category of product i.e. Lipsticks can be Matte, Shimmery, Satin or liquid (not to be mistaken with lip-gloss) but each has different names and shades so there is no need to call up for the user to distinct their search. The system should pick up and they name and match it to its predetermined dupes.
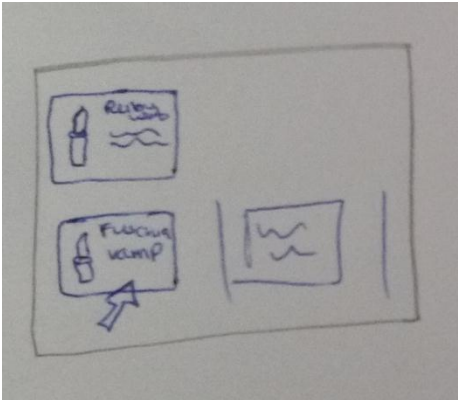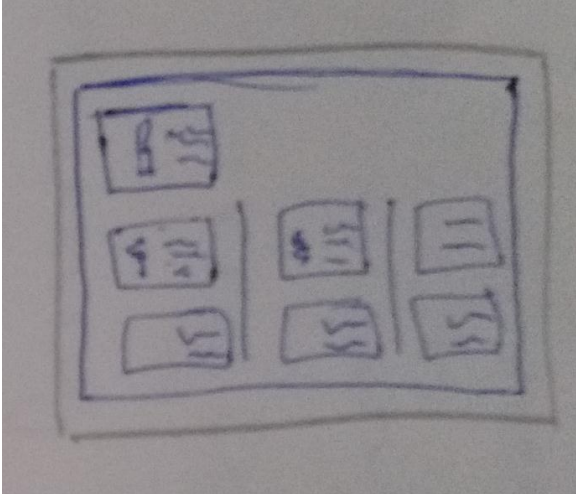
So the user has entered all required details regarding their search the system will now retrieve the results. The results will show up in matter of seconds depending on the speed of their Wi-Fi. The way the results come up has been described in mock-ups and requirements.
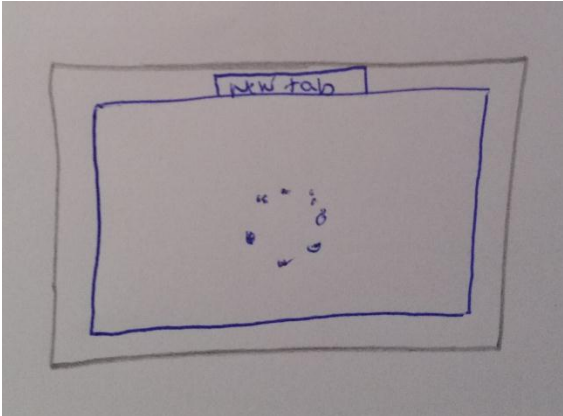
The selected item will open a new tab to bring you to the location of the item as seen here.
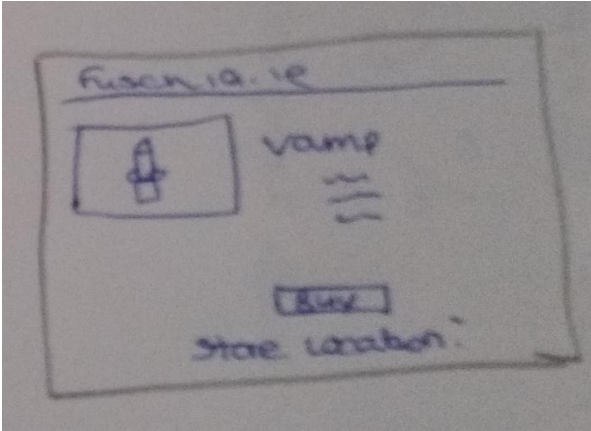
The user finds the location and from here it's up to them to decide to buy online or if there's a store/stockists nearby and purchase it there.
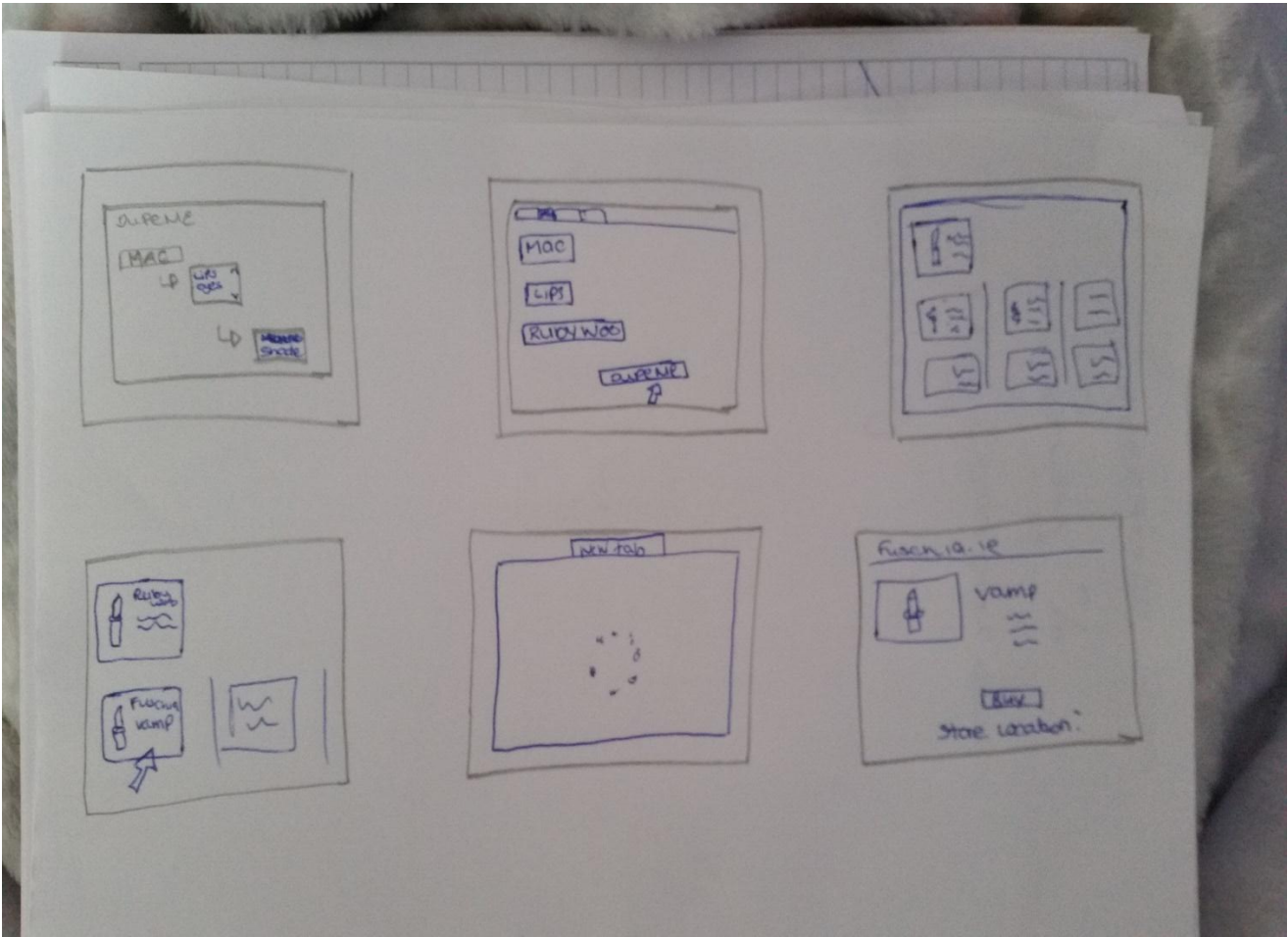
8 Functional requirements

8.1 Administration Function

The Administration function describes what the admin will be able to once they have the site functioning.

8.1.1 **Purpose**

The purpose is so that the client may be able to monitor the posts to the blog page as well as the users who opt for signing up to the page, also they will need to have the authority to create and change content with ease. This requirement will allow a selected number of administrators as the client sees fit and give them the power to change and create certain aspects of the pages also. The client herself should be the main administrator and be able to put restrictions in place for certain admin members. The purpose is so that the page can be updated by those selected and not being relied on by a single person.

8.1.2 **Scope**

The admin team will assist each other in the updating of the website on a weekly/daily basis, each member will be given specific tasks that the must complete. As the site home features a popular aspect the team must get

information from the historical data as to what the most popular items from each week in order to create the required feature.

8.1.3 **Priority**

This is a Must requirement as there will be more than one person allowed to update the website at any given moment and the main admin (client) will distribute who each person is and the level of power they have.

8.2 User Registration

The website does not require a user to login to use the website but users can opt to sign up to the website if the wish to avail of different functions.

8.2.1 **Purpose**

The purpose of the user requirement is to put in place the option for the user to sign up to the website to gain certain privileges such as being able to store their favourite items in a section where they can go back to later without having to go through the search process. The user who signs up will also be notified when new products have been added to the website, a preview of the week's best products and will have a location where they can store images that they have seen from users on the blog forums under the title of "goals". The purpose of this is so that a user can easily assess their favourite items, save images that they like and they will also be able to watch an item to see if any more dupes have been added to it.

8.2.2 **Scope**

In the top right corner the user should see a login/sign up option where they will be brought to a page that will allow them to input their details such as name and email. When registering there will not be a need for further details as they will not be needed and to protect the user's data. When registration is complete the user can proceed to the setup which will ask what products they like, do they want to see more cruelty free items and the type of products they want to see as this is all vital in creating the email that will be sent as each will be personalised to user preference. The system will show the user suggestions based on recent products they have viewed.

8.2.3 **Definitions**

"Goals"- A term used to describe looks or products that the user likes and will want to save for later so that they may purchase similar items or create the look on them.

8.2.4 **References**

Client Maisy Shevlin

Potential User Laura McDermot

8.2.5 **Overview**

The client has now created a profile which will allow them to do certain things that a user who views the site as a guest, the registered user will be first to be notified to new products etc. they will be able to save items. Client expresses that when fully up and running there will be more benefits to being a member i.e. discount codes etc. Users should find registration easy and non-time consuming.

8.2.6 **Priority**

Should have, this requirement is necessary but is not a must have therefore there is no rush with the feature as the website does not rely on the requirement from the starting point but it should have this requirement when time allows as it plays a major role in user interaction.

8.3 Login

The user has already been through the process of signing up and now upon return can decide to login. Login will create a whole new aspect of how they view the site.

8.3.1 **Purpose**

The purpose of logging in is to gain all the features described in the user requirement specification. Login should be quick and allow the user to be brought to their platform in a matter of seconds.

8.3.2 **Scope**

The login after the initial sign up should prompt user for the credentials that they have used when signing up i.e. their email/username and password used. When the user puts these in they have the option then to remain signed in and the platform they have the website opened on should prompt them to save password on their computers which will make returning a lot quicker and easier. For safety the system should log the person out after a certain length of time and prompt them to login again. This part should also have a "forgotten" option in case the user has forgotten a password or username.

8.3.3 **References**

Several established online social media sites, and developers

8.3.4 **Overview**

Requirement so that users may sign in to avail of certain features not available to those who are "guests" to the website, details of features has already been outlined.

8.3.5 **Priority**

Should have, similar to the above this feature can be added at the end when all must haves have been complete.

8.4 User Search Box

To allow the user to search for desired product/brand for ease of access.

8.4.1 **Purpose**

The purpose of the search feature is to allow the user to find exactly what they desire. In this particular website there will be two different styles of search engine. One will be displayed like any other website on the top right hand corner on all pages, the other will be the main feature on how the user searches for dupes. Each one has a different purpose and requirements. This particular feature will be just

the box on the top right corner which will be displayed on all pages and will allow the user to type in specific words which have been linked to products.

8.4.2 **Scope**

The search box will limit time spent looking for a particular item when the user knows exactly what they are trying to find. The search box will have suggestions while the user types this means that there will be a need to alphabetise everything so that the system can pick-up on key strokes. The search box should also provide historical searches and recent searches when the user clicks to type. When a user has searched the product this should then be taken and put into recent searches so that it will show in their search box.

8.4.3 **Definitions**

Dupe – duplicate, a version of a makeup product that is cheaper than its high end brand available in the same shade, texture etc. as a drugstore brand

Drugstore brands – Are your brands that are found in pharmacies, shops etc. a well-established brand name at affordable prices i.e. Rimmel, NYX and Gosh.

8.4.4 **References**

8.4.5 **Overview**

8.5 **User search**

Different from the above this will be found on all 3 of the main search pages: the Main dupe search page, the foundation match page and the cruelty free page. Each will have the same function but retrieves different products.

8.5.1 **Purpose**

The need for this is a must as it is the main aspect of the website and its characteristics. The user inputs brands and type from dropdown boxes which will change once a brand has been selected and type etc. until they are happy to proceed with their search. The user will then be taken to a page that will contain

the results of their search, from here they will be able to choose the one and be taken to where they can purchase it from an external stockist/website.

8.5.2 **Scope**

To conduct the search the user will go to the Selected page depending on what it is they want to search, in the case of the foundation matching page the user will be prompt to input the brand of foundation that they currently use by typing and similar to the search box it will fill in suggestions as they type each letter, when they have chosen the brand the systems should identify the brand and pull up the various foundations that are available in that brand this will fall under the category of being "formula" as each foundation has different formulas for skin tones and types they will be shown the options in a box rather than a dropdown (which applies to the shade also), when both these have been complete the user can then select their shade. For further search results the user has the option to search all brands or specific brand such as M.A.C which will help reduce the size of the results. A similar process will be taken for the Dupe and cruelty searches, where formula is the user will see product type as there are many types of items to choose form each item is linked by colour and brand, the results should show up items that have been tagged to be shown with the search specified.

8.5.3 **References**

8.5.4 **Overview**

8.6 **Catalogue system**

General database to store and organize the products along with location links (link to the original website in which product can be found)

8.6.1 **Purpose**

The purpose of the database or product catalogue is to store all the images and details surrounding each individual product, the function of the database should not only store the data but should function in a way that it will keep track of the clicks to each product in order for the admin to go back over the weeks clicks and

compile a popular selection in order to produce their weekly features on the main homepage.

Scope

The scope of this use case is to set up the appropriate search log in order for the user to be able to seek out their desired brand, in order for the overall function to work it should be linked to each specific type, brand and colour range as well as having the option to manually search the product. As previously stated the system should take note of the data entered so on return the user has a search history that they can choose to selected that should pop up upon clicking the search box to type. All this data should be recorded on user profiles so that a personalized monthly email can be produced for each member.

9 Non-Functional Requirements

This section will outline the non-functional requirements that go along with this project. Requirements are in no particular order but their priority according to MoSCow will be outlined in each section.

9.1 User Interface Requirements

The interface of a website is very important to the overall function and idea that the client has in their mind. The client has stated how the want the website to look and function, the type of layout they want etc. They have asked for login and sign up buttons, the menu bar will feature six buttons that will bring the user to different pages. The website will contain a vast amount of images which comes from the website itself, the internet and the users who have the option to upload upon sign up.

9.1.1 Purpose

The purpose of the design to draw in customers and create an easily navigated website with paths clearly marked out.

9.1.2 Scope

As stated the menus bar will be situated on the top centre of the webpage and feature the six buttons that will bring the user to their desired location, when clicked or hovered over the selected option is to change colour so user knows that it is selected for ease. The colour scheme is to be pastels with the animal cruelty to be completely different the client wants this to be animalistic themed the want to have animal prints with a naturalistic feel, meaning greens yellows browns trees, plants, leaves etc. The login button will be situated in the top right hand corner and its functionality has already been outlined. As the client has a Facebook and Instagram page they would like the icons to be featured on the bottom of all pages the user is on and is linked to their accounts. As the client works alongside Irish owned company Fuschia they have insisted that their logo be featured with a shortcut to their website. As the client has at this moment created a logo they will in the near future and has asked that space next to the name be kept free so that they may replace the name with the logo, this logo/name will be a short key that the user may press to return to the home page therefore linked to the homepage.

During the design process there should be interaction with client regarding the look as changes are better made during the process than when the entire design is complete.

9.1.3 References

Client

Development team

9.1.4 Overview

The website is to function like any other, its layout is to be easily navigated, allow users to find clear paths and instructions on how to use the website they should

be "pros" after one or two uses. The colour scheme should not be too harsh font should be medium general font in a deep black, where the name and buttons are concerned the font should be fancy and tie in with the theme. The overall look should be simplistic with buttons working correctly.

9.2 Interface requirements

Outlined above we know what the user should see and how the page should function from their point of view, here will outline the website from creation to the admins view.

9.2.1 **Purpose**

The purpose is to create a visually appealing website with the appropriate amount of pages and data. The website as we know will be pastels, animal print with a sophisticated look. There will be several pages that a guest can view and one or two extra that a member can view. The purpose is to personalize the website from three different views: The admin (client), the guest user and the member. Each should have a different feel but follow the same structure and colour scheme. The website should be created that it can perform on all types of platforms from chrome to safari, how the user views the website should not vary based on platform it should be uniform.

9.2.2 **Scope**

This requirement has 3 parts as we know therefore will be the most time consuming. When the admin is present on the website they should see the website as the users sees it with the difference of edit buttons and a section that houses the data gathered each day, week etc. how it presents itself is described in another area. The data section will require a separate external area, along with the data the blog page should always have the ability to be edited. The posts that are on the blog can be achieved by the client and can be managed by another admin as can the database section. For the main admin page the client should be able to view and track the users that sign up and use this as a dash board to control members and monitor their activities for protection of the website and other users. When the user arrives to the website it should load with ease on any platform they are using. A non-member should see the home page, the foundation matrix page, the dupe section, cruelty free section, blog and the contact us pages. On the dupes pages the results they get should only feature a buy button or describe where it can be purchased

9.3 Availability requirement

Availability is the ratio of time a system or component is functional to the total time it is required or expected to function. This can be expressed as a direct proportion (for example, 9/10 or 0.9) or as a percentage (for example, 90%). It can also be expressed in terms of average downtime per week, month or year or as total downtime for a given week, month or year. Sometimes availability is expressed in qualitative terms, indicating the extent to which a system can continue to work when a significant component or set of components goes down.

9.4 Recover requirement

There are two parts to this requirement : 1 recovery of user information such as log in details in their email and 2 the recovery of the website etc. in case of error/deletion.

9.4.1 Purpose

The user recovery is to ensure that there are appropriate paths to help the user recover forgotten emails password etc. The recovery of website in case of emergency it's a large scale requirement there should be a backup of the website in a cloud/external location so that if there's failure, server breaks etc. the website can be back running in no time

9.4.2 Scope

For the user recovery there should be certain steps the user encounters when progressing to this stage. When the user is logging in and the details provided are incorrect they will be notified instantly that they have entered in correct details, they will be able to input details again but if they fail to get it correct they should see a forgotten button under the detail boxes, upon clicking the user will should be asked to enter the email used when signing up, if they have for gotten email they can use their security question which is described in sign up requirement. The user will then be set a rest link in their email and when followed it will take them to the page where they can reset their passwords. When they have reset the password the page will automatically refresh for them to continue with the login process.

For the recovery of the system it should be set up that the client can easily recover the lost details. The system should be set that its details are in the cloud for safe keeping and secure purposes.

9.5 Security requirement

Although the site does not hold users personal details like date of birth or credit card details it does hold other information like name and email that needs to be kept secure for other reasons. This means that the overall site must be safely secured.

9.6 Reliability requirement

This website should last the client a great deal of time in terms of the software and platforms it's built on. The databases and functions should run smoothly and not create problems for the client or cause problems for the user.

The database should be expandable, upon creation it should be tested for errors, testing for errors should also be completed when the website and systems database are linked, the database should be on an external hardware in the same location that the client tends to work providing that the space is appropriate for the machines.95% of the time the entire software and hardware systems should ruin smoothly with a 5% margin for small fixable errors that do not cause major problems for all involved. When content has begun to be added more testing should be carried out ensuring that we stick to our error range as upon there is to be virtually no errors found.

9.6.1 Maintainability requirement

Describing how the website should be maintained and how it will be maintained after completion.

9.6.2 Purpose

The purpose of maintaining the website is to ensure that it is kept neat and the functions are working appropriately, and staying the way they were originally created. The general overview of the desired website is that it should not be overly complicated to maintain and to update as the client has no previous experience with web design or upkeep.

9.6.3 Scope

In order for the client to be able to update and control the website appropriately they will need adequate training, this braining shall be basic and brief due to the controls being easy to grasp. The client intends to employ others who do have a background in technology and web design. In order for the admins to update the

website there should be appropriate designs in place to allow for this, the client should be shown how to navigate and control every aspect.

9.6.4 **References**

The client

The development team

9.6.5 **Overview**

Maintenance is important so the keeping of the website should be made easy on the client. There will be training conducted to show the client how to complete maintenance

9.7 **Portability requirement**

To expand on the use and to better the user experience the website should be mobile friendly

9.7.1 **Purpose**

The purpose of creating a mobile friendly platform is that more users would tend to use the website from their phones and a website that is still in desktop view is visually appalling and hard to read. The need for this is a must, we need to ensure that when creating the initial website we also create a mobile friendly side also. This requirement entails for separate interface as to how the user views it, the structure and colour scheme will not change only the layout and viewing style.

9.7.2 **Scope**

Create the website to perform on a mobile, it must be created to perform on apple and android versions as both run on different search engines. The website should remain the same with few changes in how the user sees results and how the user sees the menu being in the form of a sidebar in list view. The look and feel of how the client wants the mobile version to be is visible in the wireframes.

9.7.3 **References**

Potential users interviewed during research and analysis

The client

The development team

The investors

9.8 Extendibility requirement

The concept of the website has left room for the client to expand on the way people use the app and the products that are found on it.

9.8.1 **Purpose**

Technology as we know rules the generation and many people tend to surf the internet from mobiles, creating the website in a downloadable app form would create more a buzz and would become more accessible to users on a regular basis. Creating the app will allow users to browse from their mobiles and have access with just one click/swipe of a finger.

9.8.2 **Scope**

The need for this in the future is a should have, to ensure that the user gets as much of an excellent experience as possible from the website. The requirement for this is to ensure that all aspects of the page are transferable to application form and that the structures integrity is maintained along with having a secure and well connected data system. There is a must for security around this as applications tend to keep users remained in therefore user details found on the application should be kept to a minimum.

9.8.3 **Resource utilization requirement**

The project should use the cloud and external hardware and servers to store everything. The use of this is to ensure backups and that information is safe and that the client can access everything from a different location using their personal login details. This should be set up before the initial creation begins to insure everything is saved.

10 Requirements Catalogue

Requirement ID	Requirement Statement	Priority	Comment
8.1.1F	Create Admin control unit	Must	Client needs to have area to control what changes are made by others
8.1.2F	Admin pages and login	Must	Location for all admins to see pages in edit mode with individual login
8.2.1F	User Registration and page set up	Should	Location for user to begin sign up process, should be secure
8.3.1F	Login for users	Should, must	This coincides with the above, the login in must be there when registration is live

8.4.1F	User search box	must	Add this to all pages
8.4.2F	Connect search box and database/External storing hardware	Must	Should record searches for future reference
8.5.1F	User search	Must	This is the searching of dupes needs to be priority

Requirement ID	Requirement Statement	Priority	Comment
8.5.2F	User search page : Foundation, create page	Must	Follow mock-up layout,
8.5.2.1F	Foundation page : connect to database where products are stored	Must	
8.5.2.1.2F	Foundation : create visuals i.e. images, search boxes, colour scheme	Must	Ensure colours follow brief, search boxes function accordingly
8.5.2.2F	DupeMe page : create functions (search engines, buttons)	Must	Different to foundation layout, outlined in requirement description
8.5.2.2.2F	DupeMe : all icons buttons and boxes are on and working	Must	

8.5.2.2.3F	DupeMe : Images Colour theme and layout	Should	This can be done when priority items have been complete
8.5.2.3F	Cruelty : Use same codes and functions as DupeMe, uses different database for products	Must	Ensure correct data is attached
8.5.2.3.1F	Cruelty design : changes to design from rest of website	Must	See description for details
8.6F	Set up external memory (database)	Must	

Requirement ID	Requirement Statement	Priority	Comment
8.6.1F	Create foundation data set	Must	Must be in line with product lists, connected to correct location
8.6.2F	Create DupeMe dataset and categorize it in line with clients categories	Must	See description for more information
8.6.3F	Create Cruelty Free data set and layout same as DupeMe	Must	

8.6.4F	Create area for historical events	Must	Need a way to record and track clicks and searches for evaluation on a weekly basis
8.7	Create Home page according to mock-up	Must	To be done when all functions and databases set up
8.7.1	Put in place all images and features	Should	Complete near finish
8.7.2	Create blog and forums	Should	Important for release but not for functions
8.7.2.1	Achieves for blog	should	

Requirement ID	Requirement Statement	Priority	Comment
8.8	Create Contact/About us	Could	Can be done after all aspects that make up the overall concept is complete
9.1.NF	User Interface	Must	Visuals, banners
9.1.1NF	Safari Platform	Must	Everything looks uniform on the safari platform
9.1.2NF	Chrome, Google	Must	Ensure it works the same on these platforms

9.1.3NF	Other search engine platforms	Must	Test across the other popular search engines across the desired locations
9.2NF	Interface Requirements	Must	All codes are compatible to run smoothly on the various platforms and not just looks good
9.2.1NF	Menu bar	Must	Create the menu bar with all the pages, ensure its displayed on every page
9.2.1.1NF	Hover selection	Should	When user hovers over page selection it should change colour
9.2.1.2NF	Section	Should	User selects page and it changes colour upon selection and when they're on the page
9.2.2NF	Contact page quick contact	could	Set up so user can quickly log a complaint or query
9.6NF	Reliability Requirement	Must	See description
9.7NF	Portability Requirement	Must	

Requirement ID	Requirement Statement	Priority	Comment
9.7.1NF	Create mobile version Pages	Must	See wireframes
9.7.2Nf	Create for and Test on the three most common mobiles	Must	Create for iPhone Android and windows mobiles
9.8NF	Extendibility (mobile app)	could	Option for client in the near future

9.8.1NF	Create prototype for the mobile app	could	To be created to showcase to client for go ahead

11 Literary review

The topic of animal cruelty has come up a lot in the research and implementation of this project, with animal cruelty being brought into the limelight by makeup lovers and the media it sheds light on companies who are still testing on animals. This testing has led to protests and boycotting of the companies and their parent

companies by users. In recent years the heat that companies has felt from the protesters has made them chose alternative methods when testing their products. The idea behind this website that the client wanted was to create a space where users could go to see what products are available to them that are not tested on animals. They have included a normal list as the most popular brands that are used do sadly indeed test on these animals and they have a large following that will overlook this fact. Makeup has blown up in the last few years with the introduction of YouTube and Facebook videos and "The Kardashian Generation" Women and Men are pushing the boundaries and more and more people are becoming fascinated with makeup, so this has led to more companies popping up creating makeup and duplicates of the designer products that the celebrities are wearing.

With all projects there needs to be constant communication between the project team and the client as well as meeting goals and deadlines set by the client. To meet these goals the project will work under agile conditions using sprints to reach goals and interact with the client to ensure that everything being done is to their standards and that they get the end result that they desire. Sprints are weekly goals set by the team in order to reach goals and milestones in a project. Genially a sprit can be from days to weeks to monthly depending on the agreed time and project length. During each sprint the team will take part in daily scrum meetings in order to discuss what they have done since the last scrum meeting what's next to be done and whether they may know of problems that may arise. This is done so that the team can work together ensuring all aspects of the project link up correctly and that everyone understands what's going on. Sprints and scrums create strong communication between the developers and the analysts. Sprints are a good way of also keeping track the progress of your project so that you can evaluate timelines and levels of detail that can be produced before releases. Using sprints in this project would be ideal as the communication is mainly between the client and business analyst as they are the ones who are communicating on behalf of the client as to what they want and to speak back to the client on what the developers think best. Therefore the BA needs to understand what these requirements are, what they do and how they'll be done and the time taken to complete, as they are the one who creates requirements they can also be of use to help with communicating exactly what is needed and how its suppose to function.

Using MoSCoW in a project helps everyone involved understand what requirements should take priority. This way it ensures that the most important features and functions have been complete and tested with the outcome of little to no errors before any design or extra features are added in. When working with this

prioritization model you have various categories in which your requirements fall and it is the responsibility of the team to sit down and decide what requirements will take top priority. In most cases the requirements that take priority are the ones that are the main feature in the concepts in this case the searches for the dupes are the main features therefore are the priority along with their databases, however the design of their pages can be left until near the end as it's how they function that matters the most. Monitoring how work is progressing is easy when you involve a burndown chart. A burndown chart is a way of being agile. Agile is a method or way of life in which projects are completed in small tasks rather than big and all at once. Burndown charts represent the amount of requirements user stories etc. that need to be completed and represented in chart form. The estimates of this chart come from those creating the project estimating how long each will take and the overall length of the project. The estimates are recorded and plotted to display progression. It should be updated weekly or in each sprint and should see the line dip towards the bottom continuously. There may be times when the line goes up this may be due to extra needing to be added or that the times were underestimated. This process is a good way of keeping with sprints and tracking the project visually.

12 Evolution

Over time the site could expand by creating a special effect dupe topic where ideas on how to make your own liquid latex, scar wax, fake blood etc. or ideas that can be substituted for the high end products for people who do not concentrate on special effects this section describes how the system could evolve over time. This evolution means that there may need to be provisions made to produce extra pages data sets etc. along with revamping the website and mobile site. If the mobile application goes ahead then this will also need to be revamped to accommodate those changes.

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Declaration Cover Sheet for Project Submission

SECTION 1 *Student to complete*

Name: **Lauren Campbell**	
Student ID: **X12411092**	
Supervisor: **Ron elliot**	

SECTION 2 Confirmation of Authorship
The acceptance of your work is subject to your signature on the following declaration:
I confirm that I have read the College statement on plagiarism (summarized overleaf and printed in full in the Student Handbook) and that the work I have submitted for assessment is entirely my own work.

Lauren Campbell   11/05/2016
Signature: _____ Date: _____
_____

NB. If it is suspected that your assignment contains the work of others falsely represented as your own, it will be referred to the College's Disciplinary Committee. Should the Committee be satisfied that plagiarism has occurred this is likely to lead to your failing the module and possibly to your being suspended or expelled from college.

Complete the sections above and attach it to the front of one of the copies of your assignment,

What constitutes plagiarism or cheating?

The following is extracted from the college's formal statement on plagiarism as quoted in the Student Handbooks. References to "assignments" should be taken to include any piece of work submitted for assessment.

Paraphrasing refers to taking the ideas, words or work of another, putting it into your own words and crediting the source. This is acceptable academic practice provided you ensure that credit is given to the author. Plagiarism refers to copying the ideas and work of another and misrepresenting it as your own. This is completely unacceptable and is prohibited in all academic institutions. It is a serious offence and may result in a fail grade and/or disciplinary action. All sources that you use in your writing must be acknowledged and included in the reference or bibliography section. If a particular piece of writing proves difficult to paraphrase, or you want to include it in its original form, it must be enclosed in quotation marks
And credit given to the author.

When referring to the work of another author within the text of your project you must give the author's surname and the date the work was published. Full details for each source must then be given in the bibliography at the end of the project

Penalties for Plagiarism

If it is suspected that your assignment contains the work of others falsely represented as your own, it will be referred to the college's Disciplinary Committee. Where the Disciplinary Committee makes a finding that there has been plagiarism, the Disciplinary Committee may recommend

- that a student's marks shall be reduced
- that the student be deemed not to have passed the assignment
- that other forms of assessment undertaken in that   academic year by the same student be declared void
- that other examinations sat by the same student at the same sitting be declared void

Further penalties are also possible including

- suspending a student college for a specified time,
- expelling a student from college,
- Prohibiting a student from sitting any examination or assessment.,
- the imposition of a fine and
- The requirement that a student to attend additional or other lectures or courses or undertake additional academic work.