

Project 1

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I decided to check out a new brand that came out last year called Rare Beauty created by singer and actress Selena Gomez. The website URL is <https://www.rarebeauty.com/>. On the front page there is an area that says best sellers, products that are selling pretty well. I clicked on a liquid blush called Soft Pinch Liquid blush.

The product comes in eight different shades and it cost \$20. Based off the pictures it looks like it will fit in the palms of my hands. The color of the applicator is a light gold shade with a ball on top. The ball on the applicator is made to be easy to open for those who have trouble holding and opening products. This is convenient. The brand owner, Selena Gomez, suffers from Lupus so putting the small ball on the product is great for those who suffer from illnesses or have a disability. There is an ingredient list, how to use description on the product and a description on what it is when you scroll down. There is a video of Selena showcasing the product and how to apply it and what you can apply it with. The video is short, and it is helpful for those who can't get to a store.

The images that are provided shows what the product look like just as a bottle and what the applicator look like which is a doe foot applicator and in order to get the product out you have to twist it open like you would open a jar of beans. Depending which shade of blush, I click, I get to see the color swatch. For instance, shades like Faith, which is a deep berry shade, I can see the swatch, see what the product look like. Two of the eight shades don't have an image of what the product really look like. I can't really see different views of the image and enlarge the image at all on the site page but what I did was right click on the image and have it open in a new tab. There I can zoom in and out which doesn't help me as a consumer because I want to zoom in and out on the site page.

There are customer ratings and reviews and I read a few that really appreciate the product and giving their experiences with along with tips to help future buyers on how to use the product. The one review I read said the product is small which that tells me it can be easy to store. The ratings and reviews are all positive and it has 4.8 stars. There are also pictures that customers post to showcase the product on how it looks on the skin and what the actual bottle looks like.

The website offers suggestions of additional product that I might want to add into my cart along with the blush. The "Add to Cart" button is visible, and it was easy to add the blush to the cart which pop up on the side of the web page. Since I am home most of the time and sometimes, I go out, I'll take the risk of ordering online and have it shipped to my house. Also, I do not have car so ordering online would be ideal for me but if I do go to a Sephora store, I would want to see what the product actually look like.

After I added the blush into the cart I went ahead and click the checkout button. I appreciate there are two options to purchase this item. You can either use your PayPal account to make it easier for you or you can type in your information. I decided to type in my information such as email, home address and phone number. After I did that a pop-up window suggested to keep my address the way it is or change it. The change was to add the additional four numbers to my zip code. I decided to change it which I'm not sure what that does but I'm pretty sure it can make the shipping company to find my home easier. Next, it went on to shipping info which it shows you three options. Standard which takes 3-5 business days and cost \$6.00, Expedited is up to 2 business days and cost \$10.00 and Overnight is quicker and it cost more, which is \$18.00. I have to spend \$50 in order to get free shipping and not pay \$6.00 on standard shipping. I do appreciate how below the shipping options is that it has an option if you want you item to be shipped without the packing paper and their branded pouch. The brand offers an eco-friendly way for your items to be shipped. This can cut down on waste and maybe cut down the cost of having to use packing tissue/paper and other materials to pack products. In order to get free shipping and not pay for the standard shipping I decided to go to their online only section and add their Cross body Makeup Bag which was \$35. I add it to the cart, and I click on the cart icon. I didn't have to retype my information; it took me straight to shipping and it says Standard shipping is free. When it came to payment, you can do three things. The first is to type in your card information, if you want to make it easier, you can use your PayPal account which should have your card on file. The last option is Klarna, Klarna allow you to buy your items and pay in four installment. This method is being used a lot at several of e-commerce brands. You don't have to pay the full price right then and there if you don't have the money on you. It's like layaway but online. The total that came out to be before taxes was \$55 but after taxes its \$58.30, if I decided to do Klarna, I don't have to pay the \$58.30. After this experience with looking for the product and adding it to the shopping cart and going through on the shipping method, I would purchase from this site in the future especially since I like the look and feel of the website and being able to have options to have a quicker checkout.