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Project 1: Purchasing Online

The company I'm focusing on is Sephora (<https://www.sephora.com/>). The product I searched for was Benefit High Beam Satin Pink Liquid Highlighter. The page lists the color, size, price, ingredients, and directions for use. There are five images and one video. Clicking on the image allows you to zoom in to see detail. There is one image of just the product, two images of the product on models, one image of the product and the box, and one swatch of the product. There is a reviews section with 70 reviews which I skimmed through. The website does have a section with more suggested products, similar products, and frequently bought together. The add to basket button is clearly visible and stays on screen wherever you scroll. I may buy this product online but would feel surer about the purchase if I could first test it in-store.

Overall, I think purchasing from Sephora is a positive experience. It is arguably the biggest makeup retailer in the country, and for good reason. I was able to find the product I searched for easily and was also provided with alternatives. The website is easy to navigate and user oriented. The website offers multiple options for receiving the product, including same-day delivery and picking it up in-store. There is a Q&A section, though sparse. The reviews section features images from reviews and highlights the most popular pros and cons. You can sort and filter the reviews, and reviewers have their hair, eye, and skin color and skin type listed so you can compare to someone similar to you. I found this feature very useful as it caters the experience to the user. Seeing a good review from someone with the same features as me greatly increases the chances that I will purchase it.

There are some ways the experience could be improved. The main problem with buying makeup online is that it's always somewhat of a gamble. There have been multiple instances where I've done all the research I can on a product, but due to a lack of information available, I receive the product and I'm disappointed because it isn't the right color or consistency. Because of this, makeup retailers should be doing all they can to demonstrate the product in multiple varied ways. There are only two images of models wearing the product, and both have relatively fair skin. The one video does not show the product on a person. I would feel more comfortable buying the product if there were lots of photos of the product on people of all skin tones as well as at least two videos of the product being applied on different skin tones. Showing the product in different lighting conditions would be helpful as well. From a consumer standpoint, this information can make all the difference in making the purchase.

Ultimately, I would probably use this site again, situationally. It is one of the best websites for purchasing makeup, despite a couple of flaws. If I had a specific product in mind that I already heard good things about, I would use Sephora to buy it. Otherwise, if I was just looking with nothing really in mind, I would prefer to shop in person.