Project 1: Purchasing Online (Bujairami Perfumes)

Part #1

Company name + URL

Company: Bujairami Perfumes

URL: https://bujairami.com.au/

Product search + questions

a) Product searched for:

Gday – Bujairami Original Niche

b) Detailed product information provided:

The price of the product shows as $200. It then displays the notes breakdown of the fragrance including the top, middle, and base notes. It then provides a quick informational paragraph that talks about being aware of possible irritation or allergic reaction and to patch test before full use. Then there is an "additional information" section that includes the name, notes again, and the size being 100ml.

c) Images / views / enlarged view:

A single image is displayed of the fragrance bottle in a model picture on top of sand. The image can be seen in an enlarged view. There are no additional images of the bottle.

I can click/select the image thumbnails to view the product photo more clearly (typical product gallery behavior on ecommerce pages).

d) Customer ratings / reviews:

Customer ratings are available. This fragrance in particular has only 1 review of 5 stars. The customer explains that it is a 10/10 fragrance due to the scent but lacks longevity on their skin.

e) Suggestions for additional items:

If you scroll further down, there is a section labeled "Related Products" which showcases other fragrances in their collection.

f) Add to cart visibility / ease:

The "Add to cart" button is visible on the product page near the price and stock status.

g) Would you buy online or research then buy in-store?

I would research the product and purchase it from a local store. This is only due to the fact that it is a fragrance and is one of those products that should be tested in-store before purchasing.

Part #2 Experience and Critique

When I enter the website, I am met by a colorful visual of the company's fragrance collection in the background with all the different colored bottles. There are so many different vibrant colors on the beautifully shaped bottles that make the image aesthetically pleasing. On top of the image is the introductory text "Fragrance that leaves a legacy", a simple, well-made short slogan. It then has a short statement underneath. Followed by that is the "explore the collection" button at the front-center of the page. This is important as it cuts straight to the chase, showing the fragrance collection. Underneath are the featured new arrivals as well as the different subcategories such as inspired scents, their own original scents, perfume oils, and merch. It then follows up with perfumes by notes, a suggestion feedback form, and an "about bujairami perfumes" section with a paragraph and a "shop now" button.

Once I enter the main shop section, I see a grid view of their entire collection. Each listing contains the image of the fragrance bottle, the name of the fragrance, as well as the price of the fragrance. At the top of the page there is a filter function, a showing of the results part, as well as a sort-by button. At the very top is the company logo which when clicked on redirects to the home page. To the side of that is the search function, a favorites section custom to the user after they login, a user account section, shopping cart, and a three lined side menu for easy access to other pages. Once I click on each listing, I can see the name, image, description, quantity function, "add to wishlist" button, and "add to cart" button. The only critique I would have is that they have very few reviews, which makes sense as they are a new and smaller company. However, without reviews, the customer must go to external websites to find reviews to judge the consistency and evaluate the product.

Overall, the website is very well organized, with nice aesthetics and great emphasis on the products. The site is very well structured, and the company correctly places images and titles where they are optimally in sight for the best shopping experience. The page is very direct in its approach, and the visuals and text are easy to see and read. The functionality is maintained at a high standard for any user to easily use the website as its intended. I would absolutely use this site for shopping. The overall experience was very well, and I found it was very easy to maneuver through the website to find what I was looking for.