**Pound Cake Cosmetics Group Scope Document**

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**Statement of Purpose**

Pound Cake Cosmetics is a premium cosmetics company based in Philadelphia, PA. As of the start of 2017, Pound Cake is working diligently to get their products to market. Pound Cake is a socially aware company hoping to bring the global community together through inclusive products marketed towards people of all colors, genders and sexual orientations. Their initial product offering is their signature “Red Velvet” matte lipstick, being offered in 5 different shades to accommodate consumers of varying skin tones. Within the next five years, Pound Cake is looking to differentiate their product line by offering other color cosmetics such as blushes, mascaras, and eyeliners, as well as scents and lotions.

As a brand new business, Pound Cake is looking to expand their following by developing a strong online presence. In addition to providing products that cultivate “beauty for every shade”, Pound Cake wants to become a social platform for consumers to discuss, learn and grow in a welcoming environment. They believe they can accomplish this by building out their website, and potentially a mobile application, to include an e-commerce, an interactive blog, and real-time chat between users. In order to efficiently market their product as intended, they wish to provide customers with a realistic representation of how their product will look on their skin tone. Pound Cake is in need of a platform to sell their products and build out their community and connect to their customers. More so, they need to accurately portray how their products will look on individuals of all skin tones.

Pound Cake would like a realistic virtual representation of their cosmetics on various models of varying skin tones. We will identify the company’s predetermined skin tone categories, how their lipstick shades match with each skin tone, and prototype several potential solutions and present these to the Pound Cake executives. In this process we will interview stakeholders, conduct web research and confirm core needs which will guide the prototype process and determine prospective customers.

**Objectives**

* Accurately portray all five shades on each defined skin tone category in six months.
* Generate 25 page views per day in six months.
* Enroll 100 Cake Club members within a year of project completion.
* Receive 50 customer submitted images of the cosmetic on their own unique skin tone within a year of project completion.

**Assumptions**

* Poundcake executives will remain so throughout the project
* Lipstick is their only offering throughout the duration of the project
* Poundcake wants to develop a 100% online presence and e-commerce
* The company will continue to develop their product and brand post-project completion

**Constraints**

* Lack of sales or customer data
* Real people must be used for product images or videos
* Lack of resources and product visibility
* Lipstick shades must be visible on all customers