

AVON
the company for women

AVON is a beauty company working on direct sales basis. The product line includes makeup, perfumeries, skin and body care, hair care products, fashion jewelry and accessories

Avoncasting.ru

Avoncasting.ru — is a website, that provides an opportunity to feel like a professional make-up artist!

Statistics

- The majority of visitors come from the head site - avon.ru (where a banner on avoncasting.ru is placed) (2,000 per day)
- Also there are visitors, who come from social networks (200-400 per day)

И Выбор показателя

Час День Неделя Месяц



The average number of unique visitors of the website is 2-2.5 thousands per day, the maximum number of visitors per day is 5503 (the data up to the moment of report's creation)

According to experts of SA department, such a number of visitors doesn't impact a lot on the cluster's loading.

The website is very easy and quick and all its parts are cacheable at their best. Most of the pictures are stored in binary form directly in the css-file, that also increases the speed of files' downloading. Heavy pictures are on the disk, not in the database.

The website provides two opportunities

1 You can register on the website in your city, come to the celebration organized by AVON in the cities, get a makeup, participate in a contest, win and be invited to the school of make-up artists in Moscow.

For those, who is not a winner in their cities, there is an opportunity to participate in online competition:

2 Participation in online competition: you can come to the website, register, upload photo of you with AVON makeup, send a photo to moderation, obtain confirmation of the participation - and get into online gallery, where the other such participants can vote for you.

Functionality

Within the project 16 subtasks were implemented (290 hours), also 71 improvements of error and completion were made (33 hours).

The Main Functionality

The Map

The map of Russia with a designated position of the truck depending on the date, the cities were also mapped with babla, changing their data depending on the movement of the truck, number of photographs, events and so on.

Registration Forms

Registration forms for various types of members, automatic authorization, redirects to the right areas of the website and more options.

Schedule of Activities

Schedule of activities is an editable pool with data of events in different cities, with the possibility of time reserving for the competition in your city.

User's Personal Account

User's personal account with the possibility of registration, automatic authorization, which changes provided information to the user, and give an ability to upload your photo with the makeup and to send it for moderation, and wait for the change of status if it enters the gallery of the participants.

Master Class

Master classes is a page with the video slider and the slider of AVON products with the navigation buttons on them.

Administrator's Personal Account

Administrator's personal account - with the ability of creation of personal account for the participants, who failed to win in the event in their cities, ability of unloading all data of registered online users and users of urban events with the time of their participation and users in line for this participation.

On-line Gallery

Online gallery is a place, where users, who went through moderation come, here other registered users can vote for them or comment via their favorite social network. Also sharing of photos on social networks is possible. There are various filters.

Photoreports

Photoreports is not a quite standard gallery, where the photos of participants are uploaded via archives, with the winner individually and with a brief description of her. Gallery is associated with the schedule of events, data changes also for the table on the map.

New Competition Entries

New Competition Entries - displays on the home page the latest contest works from the online gallery.

Home Page

avoncasting.ru — Home Page

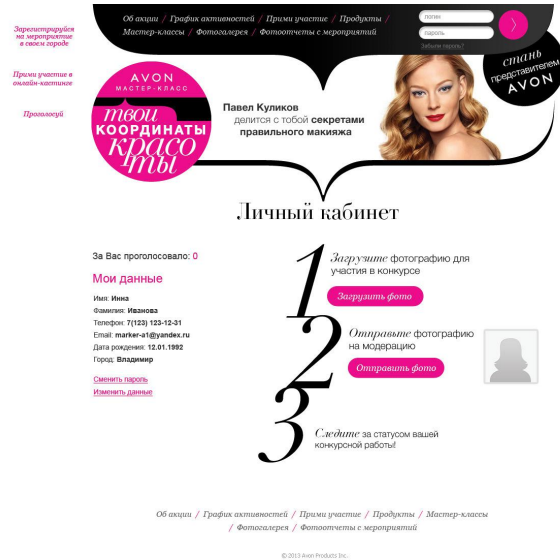
The Main Functionality

- The map of Russia with a designated position of the truck depending on the date, the cities were also mapped with babla, changing their data depending on the movement of the truck, number of photographs, events and so on.
- Registration forms for various types of members, automatic authorization, redirects to the right areas of the website and more options.
- Menu, action steps.
- The latest Members with their competition works, who passed through moderation and got in online gallery.

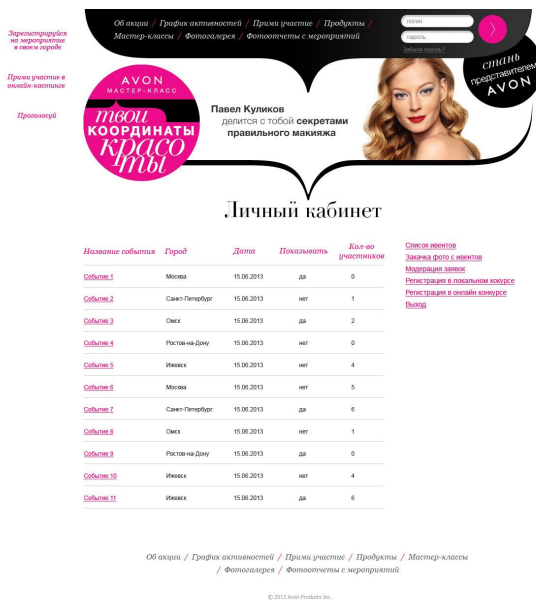


User's Personal Account

After the registration, user gets a personal account, where you can **upload your photo with the makeup and send it for moderation**, and wait for the change of status if it enters the gallery of the participants.



User's Personal Account



Possibilities:

You can create personal accounts for participants who didn't win in their cities, download information about all the authorized users, users from city events and queuing users.

One more possibility – moderating users' photos online with ability to approve or decline a user.

You can also view up-to-date information about people registered for city events. At the moment it is slightly changed.

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Online Gallery

avoncasting.ru/photogallery/online-gallery/

It is a place where moderated users get. Here authorized users can vote for other users and leave comments via their favorite social network. Users can share photos in social networks and apply filters.

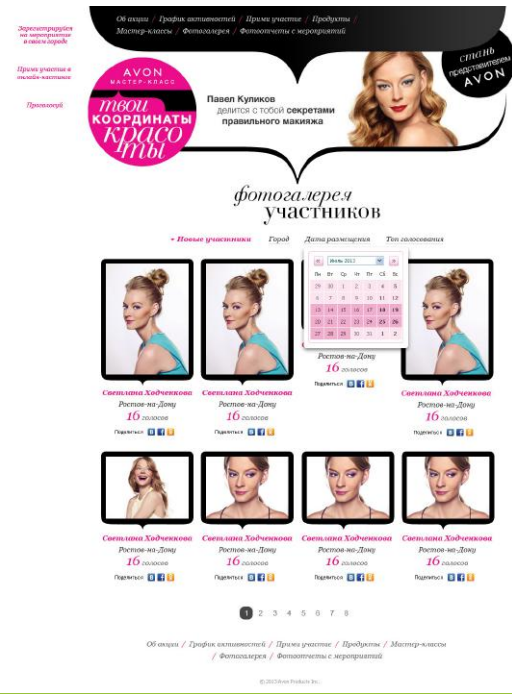
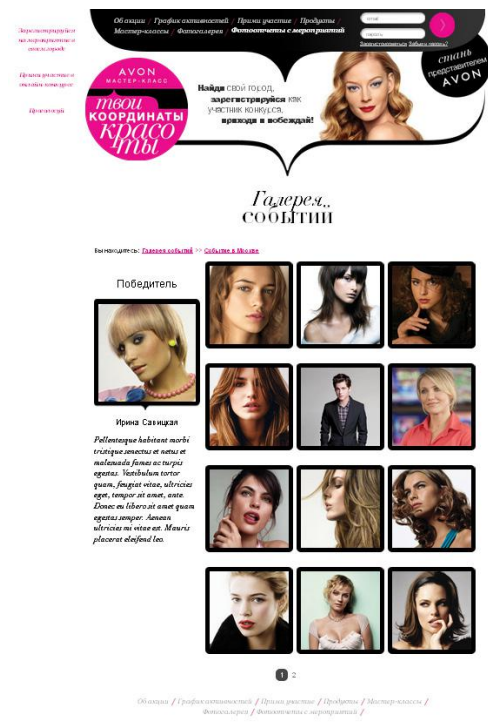


Photo Reports From Events



avoncasting.ru/photogallery/report-gallery/

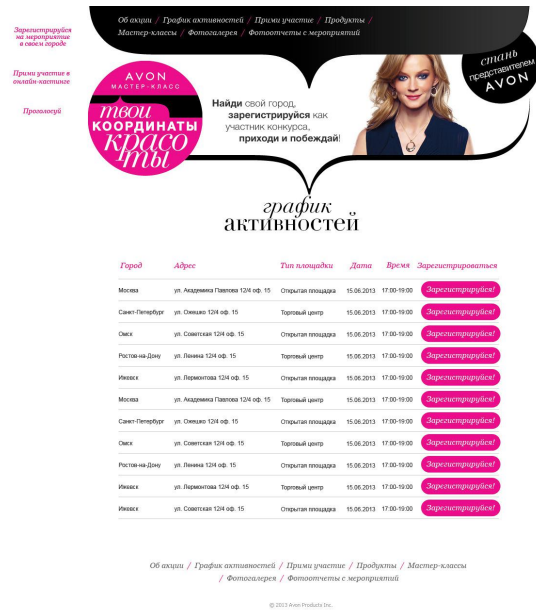
Photo reports from events appear to be an unusual gallery where you can upload an archive with participants' photos, the winner stands separately with a short description.

The gallery is connected to the event schedule. The data changes also for bubbles on the map.

Activities Schedule

avoncasting.ru/pages/action-graph/

– editable area with data about events in different cities with possibility to book time for competition in your city.



The screenshot shows the Avon website interface. At the top, there are navigation links: "Об акции / График активности / Прими участие / Продукты / Мастер-классы / Фотогалерея / Фотоотчеты с мероприятий". Below this is a banner for "AVON МАСТЕР-КЛАСС твои координаты красоты" with a woman's image and the text "Найди свой город, зарегистрируйся как участник конкурса, приходи и побеждай!". Below the banner is a section titled "график активностей" which contains a table of events.

Город	Адрес	Тип площадки	Дата	Время	Зарегистрироваться
Москва	ул. Академика Павлова 124 оф. 15	Открытая площадка	15.06.2013	17.00-19.00	Зарегистрироваться
Санкт-Петербург	ул. Смольная 124 оф. 15	Торговый центр	15.06.2013	17.00-19.00	Зарегистрироваться
Омск	ул. Советская 124 оф. 15	Открытая площадка	15.06.2013	17.00-19.00	Зарегистрироваться
Ростов-на-Дону	ул. Ленина 124 оф. 15	Торговый центр	15.06.2013	17.00-19.00	Зарегистрироваться
Ижевск	ул. Парковая 124 оф. 15	Открытая площадка	15.06.2013	17.00-19.00	Зарегистрироваться
Москва	ул. Академика Павлова 124 оф. 15	Торговый центр	15.06.2013	17.00-19.00	Зарегистрироваться
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Ижевск	ул. Советская 124 оф. 15	Открытая площадка	15.06.2013	17.00-19.00	Зарегистрироваться

Below the table, there is a "форма регистрации" (registration form) with the following fields: "Обязательные поля помечены *", "Пароль будет выслан на ваш e-mail", "Имя*", "Фамилия*", "Дата рождения*", "E-mail*", "Телефон*", "Время*", "Город*", "Введите символы с картинки", and a checkbox "Я согласен с условиями конкурса". A "Отправить" button is at the bottom.

Login Forms

Login forms for different types of participants are located on the home page (automatic authorization, redirections in necessary site areas and others).



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