

RESEARCH AND DEVELOPMENT OF A DECISION SUPPORT SYSTEM FOR CLINIQUE SKINCARE SOLUTION USING .NET TECHNOLOGY

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ABSTRACT

The area of this project is DSS and the aim is to research and develop a decision support system for Clinique skin care solution where customers will be able to analyze the type of skin they have and get recommendations from the expertise on which products combination they are suppose to use. The project focuses on solving the problem faced by the Clinique product user, where the author understands that the users do not have the knowledge of what sort of product they are supposed to use as it's based on skin type. The tips of using the product are included; the customers can rate the products, watch videos for skin treatment, send email, sms and instant chatting with the expertise. This project intends to promote the products in a better way and attracts more customers by giving a lot of support on answering the questions when they have doubts on products and also how to use them.

The main feature that will be developed on this system includes sending short messages via phone to the Clinique customers, email, e-CRM, skin analysis and demonstration of how to use the product recommended. There will be videos related to skin issues for customers that are interested for further demonstration. The author will study the above issues using ASP.NET technology, JavaScript language, and also the SQL to manage the data.