



Product Matters 5.0  
2025

Presented by **Adityabaan Tripathy**

# SkinSight – Reimagining Skincare for Gen Z

A digital skincare companion powered by Minimalist

# Product Understanding & Overview

## ✨ Product Vision:

**SkinSight** is a mobile-first digital skincare companion designed to re-engage Gen Z (18–25) with Minimalist — a brand known for its science-first, transparent formulations.

While Minimalist has established trust with older audiences (30+), Gen Z demands **personalization**, **instant value**, and a **digital-first experience**. SkinSight bridges this gap through an interactive journey that feels natural, visual, and informative.

### 🔍 The Problem:

Gen Z often drops off from traditional skincare journeys due to:

- Overwhelming product choices
- Lack of guided routines
- Confusing ingredient jargon
- Limited personalization
- Low trust in mass-market recommendations

### 💊 Our Solution:

**SkinSight** offers a lightweight yet impactful solution:

- AI-powered **skin assessment**
- Environment-based insights (UV, AQI, humidity)
- Personalized **AM/PM routines** using Minimalist's product catalog
- Ingredient education in Gen Z language
- Progress tracking through weekly reminders

### 📘 Platform Design:

1. Fully mobile-first
2. Quick onboarding (under 2 minutes)
3. Gen Z UI: cards, emojis, pastel tones
4. Can be deployed via:
  - Product packaging (QR scan)
  - Website widget
  - Embedded into the Minimalist app

# Market Research & Competitor Analysis

## 🔍 Gen Z Skincare Behavior (18–25 yrs)

- Digital-first: Rely on Instagram, YouTube & influencers for skincare advice
- Expect personalization + science-backed routines
- Prefer fun, visual, jargon-free experiences
- Switch brands easily if the experience feels outdated
- Want transparency, speed, and routine clarity

## ⚔️ Competitor Snapshot

Brand	Strength	Gap for Gen Z
Minimalist	Science-first, trusted	No personalized guidance
Plum	Clean, vegan, community-driven	Product-first, low routine support
SkinKraft	Personalized products	Poor UX, no interactive onboarding
Clinique ID	Advanced AI scan	Not India/Gen Z native



## 🧠 The Gap

- No brand offers a mobile-first, personalized skincare journey that combines:
- Skin input + environmental data
- Instant AM/PM routine
- Ingredient education
- Habit tracking

**SkinSight** fills this whitespace — combining Minimalist's credibility with a modern, Gen Z-native, guided experience.

# User Personas



## 🎯 Persona 1: Ananya (20), College Student – Skincare Explorer

- Demographics: Female, 2nd-year B.Com, Delhi
- Skin Concern: Acne, oiliness
- Behavior:
  - Follows skincare influencers on Instagram
  - Uses YouTube for product reviews
  - Shops via Nykaa but struggles to pick the right combination
- Pain Points:
  - Overwhelmed by options
  - Doesn't know product order or routine logic
- Needs:
  - Guided routine
  - Budget-friendly, science-backed products
  - Validation that it's "right for her"



## 🎯 Persona 2: Kabir (23), Content Creator – Always On-The-Go

- Demographics: Male, freelance video editor, Mumbai
- Skin Concern: Dullness, tanning
- Behavior:
  - Busy schedule → quick scrolls on Insta & Reddit
  - Needs fast, no-fuss skincare
  - Doesn't want to read long descriptions or ingredient lists
- Pain Points:
  - No time to research skincare
  - Can't tell which product is essential
- Needs:
  - Visual-first, fast UX
  - AM/PM ready-made routines
  - Real-time reminders & progress nudges

## 💡 Why These Personas Matter:

These personas reflect the digitally-native Gen Z mindset: fast, skeptical, and craving clarity. SkinSight is designed around these exact behaviors and needs.



# User Journey – Before vs After SkinSight

## ✗ Before SkinSight – The Gen Z Drop-Off Loop

- Visits brand website or Nykaa
- Sees too many products → confusion begins
- No idea what works for their skin type or concern
- Searches YouTube/Reddit → gets conflicting advice
- Ends up buying random products or abandons cart
- No follow-up or support → loses trust in brand

... “Too much to figure out. I'll try something else later.”

## ✓ After SkinSight – A Guided, Trust-Building Experience

- Scans QR code or lands on SkinSight via web/app
- Quick skin quiz or selfie scan → identifies skin type, concern
- Pulls in real-time climate insights (UV, AQI, humidity)
- Instantly generates personalized AM/PM routine
- Explains each product with “Why this is for you”
- Offers weekly check-ins & habit reminders
- Builds trust → user returns, repurchases, recommends

... “Finally, skincare that feels made for me.”

### 🧠 Key Shift:

- From overwhelmed product browsing → to a clear, personalized skincare journey
- From transactional → to habit-forming, trusted experience



# The Core Problem:

Despite Minimalist's strong brand credibility, there's a consistent drop in engagement and conversions from Gen Z (18–25). The brand struggles to stay relevant for a generation that demands more than just good products — they want guided, personalized, digital-first experiences.



# User-Side Challenges:

- **Information Overload:** Too many products, no clarity on what works for their skin type or concern
- **Lack of Personalization:** Static product pages don't adapt to unique needs
- **Ingredient Confusion:** Scientific terms create skepticism, not trust
- **Low Attention Span:** Gen Z drops off within seconds if not engaged visually or interactively
- **No Routine Support:** No guidance on product combinations or usage order



# Brand-Side Challenges:

- Traffic drops at discovery stage → low conversion
- No digital touchpoint between influencer-driven interest and purchase
- High bounce rate from Gen Z landing on traditional e-commerce flow
- Poor re-engagement due to absence of habit-building UX



# Insight:

- Gen Z isn't rejecting skincare — they're rejecting outdated experiences.
- They crave clarity, convenience, and connection, but most skincare brands still speak to them like it's 2015.

**SkinSight** is the response — designed to tackle these root problems by offering a personalized, science-first, mobile-native skincare journey.

# The SkinSight Solution

## 🧠 Product Concept:

SkinSight is a lightweight, mobile-first skincare companion that understands the user's skin through AI-driven inputs, guides them toward a personalized Minimalist routine, and builds long-term engagement through education and recheck-ins. It's not just a product selector — it's a **skincare journey designer**.

### ⟳ Core 5-Step Flow:

#### Skin Input

Selfie scan or quick quiz to detect skin type + concern

#### Environment Insight

Detects city → shows UV, AQI, humidity → adjusts tips

#### Routine Builder

Generates personalized AM/PM routine with Minimalist products

→ Each card explains “Why this suits you”

#### Ingredient Decoder

Swipeable cards in Gen Z lingo (e.g. Niacinamide = pore whisperer)

#### Progress Tracker

Weekly check-ins & reminders to build habit

### ⚙️ Deployable As:

- QR experience on product packaging
- Widget on website
- Feature in the Minimalist app

SkinSight isn't just digital — it's deeply personal, adaptive, and habit-forming, tailored for Gen Z's lifestyle and expectations.

# Prioritization of Features

## 🎯 Feature Prioritization Approach:

- Focused on value × feasibility for Gen Z users —
- prioritizing fast engagement, clarity, and habit formation.

## ✓ Must-Have Features (MVP)

- **Skin Quiz / Selfie Scan :** Quick, visual input flow for personalization
- **Environment-Based Tips :** Real-time UV, AQI, humidity → adds credibility & context
- **AM/PM Routine Generator :** Simple skincare path using existing Minimalist products
- **“Why This Works for You” Cards :** Builds trust and product understanding

## ★ Good-to-Have Features

- **Ingredient Decoder :** Swipeable, fun learning layer (Niacinamide, Vitamin C, etc.)
- **Progress Tracker & Reminders :** Weekly check-ins to encourage habit and product reuse

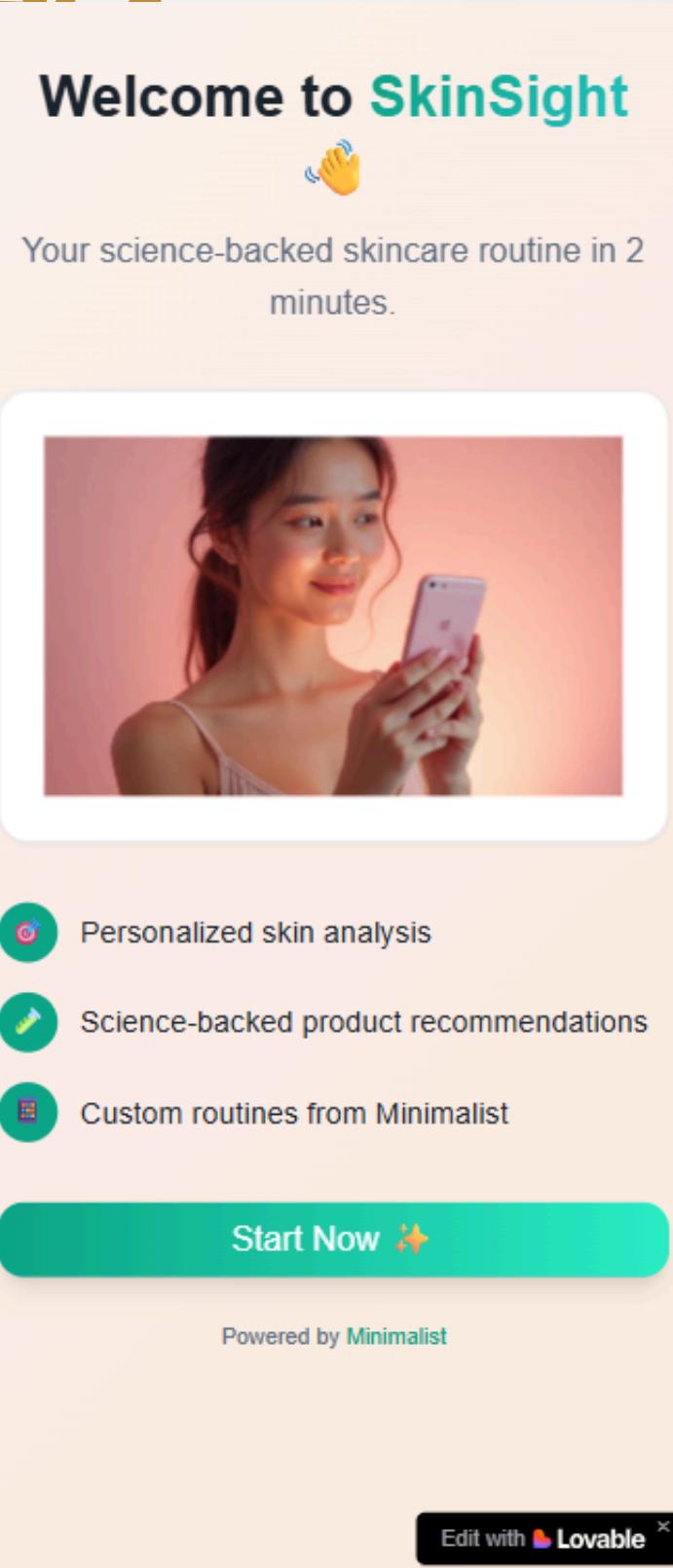
## 💡 Future Enhancements

- AI voice assistant for skincare FAQs
- Routine export to WhatsApp / Insta Reels
- Mood-based product suggestions (e.g. “Skin hangover mode”)

Prioritized to **minimize drop-offs, build confidence, and turn exploration into long-term engagement.**



# Wireframe Analysis (Using Prototype Screenshots)



This wireframe shows the second step of the assessment process. The title "Skin Assessment" is at the top, with "Question 1 of 5" and a progress bar at 20%. The main section asks "Choose your analysis method" and lists two options: "Selfie Analysis" (AI-powered skin scan, 2 mins) and "Quick Quiz" (5 simple questions, 1 min). Below this is a section titled "What's your primary skin concern?" with five options: Acne, Pigmentation, Dryness, Dullness, and Oiliness. An "Edit with Lovable" button is at the bottom right.

This wireframe shows the third step of the assessment process. The title "Skin Assessment" is at the top, with "Question 2 of 5" and a progress bar at 40%. The main section asks "What's your skin type?" with four options: Oily, Dry, Combination, and Sensitive. An "Edit with Lovable" button is at the bottom right, and a "← Previous Question" link is at the bottom left.

Screen 1: Welcome & Entry Point

Screen 2: Skin Concern & Type

Screen 3: Skin Type Selector

# Wireframe Analysis (Using Prototype Screenshots)

◀ Skin Assessment

Question 3 of 5 60%

How often are you exposed to sunlight?

Rarely  
Sometimes  
Daily

← Previous Question

Edit with Lovable ×

◀ Skin Assessment

Question 4 of 5 80%

Where do you live?

Enter your city

Continue

← Previous Question

Edit with Lovable ×

◀ Skin Assessment

Question 5 of 5 100%

What's your current stress level?

1 - Very Low  
2 - Low  
3 - Moderate  
4 - High  
5 - Very High

← Previous Question

Edit with Lovable ×

Screen 4: Sunlight Exposure Input

Screen 5: User Location Input

Screen 6: Current Stress Level

# Wireframe Analysis (Using Prototype Screenshots)

## Environment Insights

Real-time conditions in Amba

Air Quality Index	95
Pollution level	Moderate
UV Index	9
Sun exposure	Very High
Humidity	69%
Moisture level	Normal

**Environment Impact**  
High UV? SPF is a must.  
**Personalized for your city**

**Build My Routine**

Refresh Environment Data

Edit with

## Your Personalized Routine

Science-backed recommendations just for you

Morning Routine Evening Routine

Hyaluronic Acid 2% + B5  
Deep hydration  
**Why this works for you**  
"Hydration station for thirsty skin"  
 Learn More Add to Cart

Vitamin C 10%  
Brightens dull skin, evens tone  
**Why this works for you**  
"Brightens like your bestie's filter"  
 Learn More Add to Cart

SPF 60 PA+++ Sunscreen  
Broad spectrum, lightweight  
**Why this works for you**  
"Your daily glow protector"  
 Learn More Add to Cart

AM Routine Order  
 1 Cleanser Edit with

## ← Know Your Actives

Your crash course in skincare science

Niacinamide  
Oil control hero + pore whisperer

Vitamin C  
Brightens like your bestie's filter

Salicylic Acid (BHA)  
Pore deep-cleaning genius

Hyaluronic Acid  
Hydration station for thirsty skin

Retinol  
The ultimate glow-up ingredient

**Track My Progress**

Finish Setup

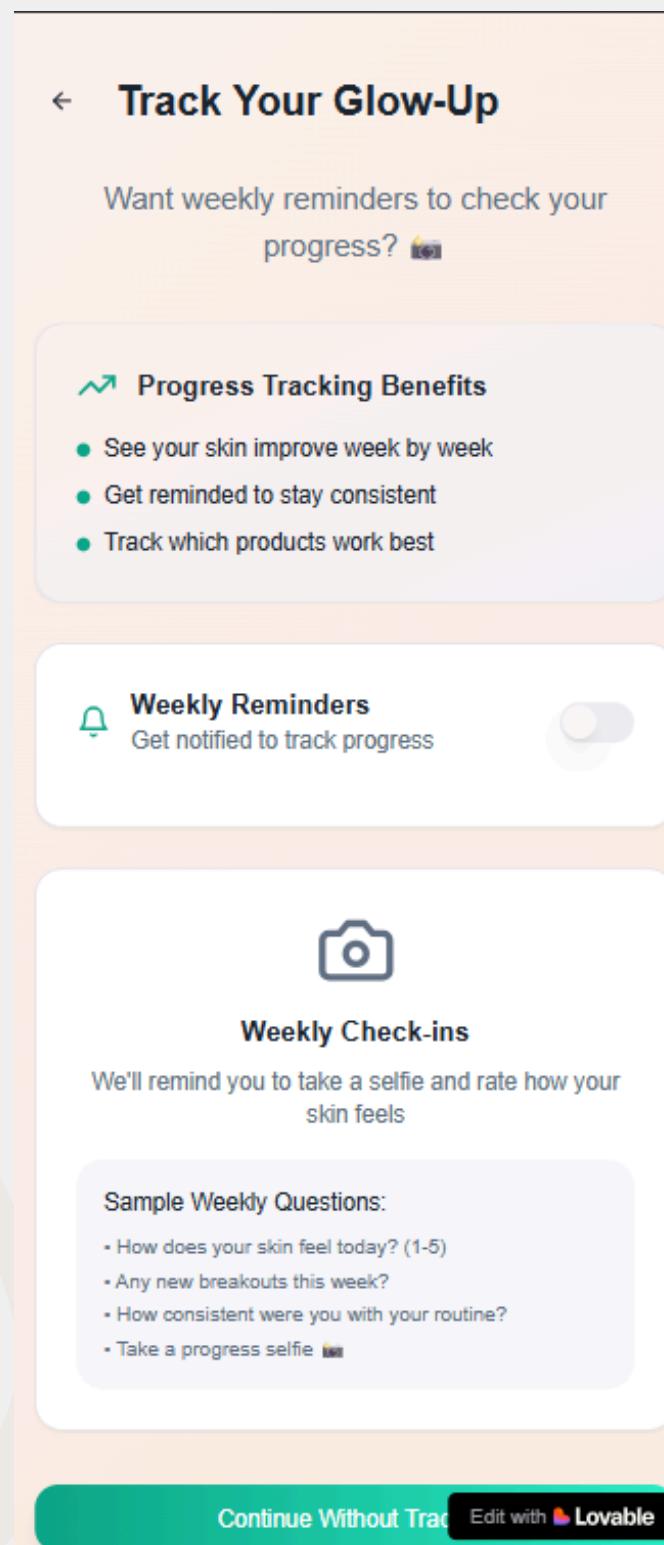
Edit with

Screen 7: Environment Insights

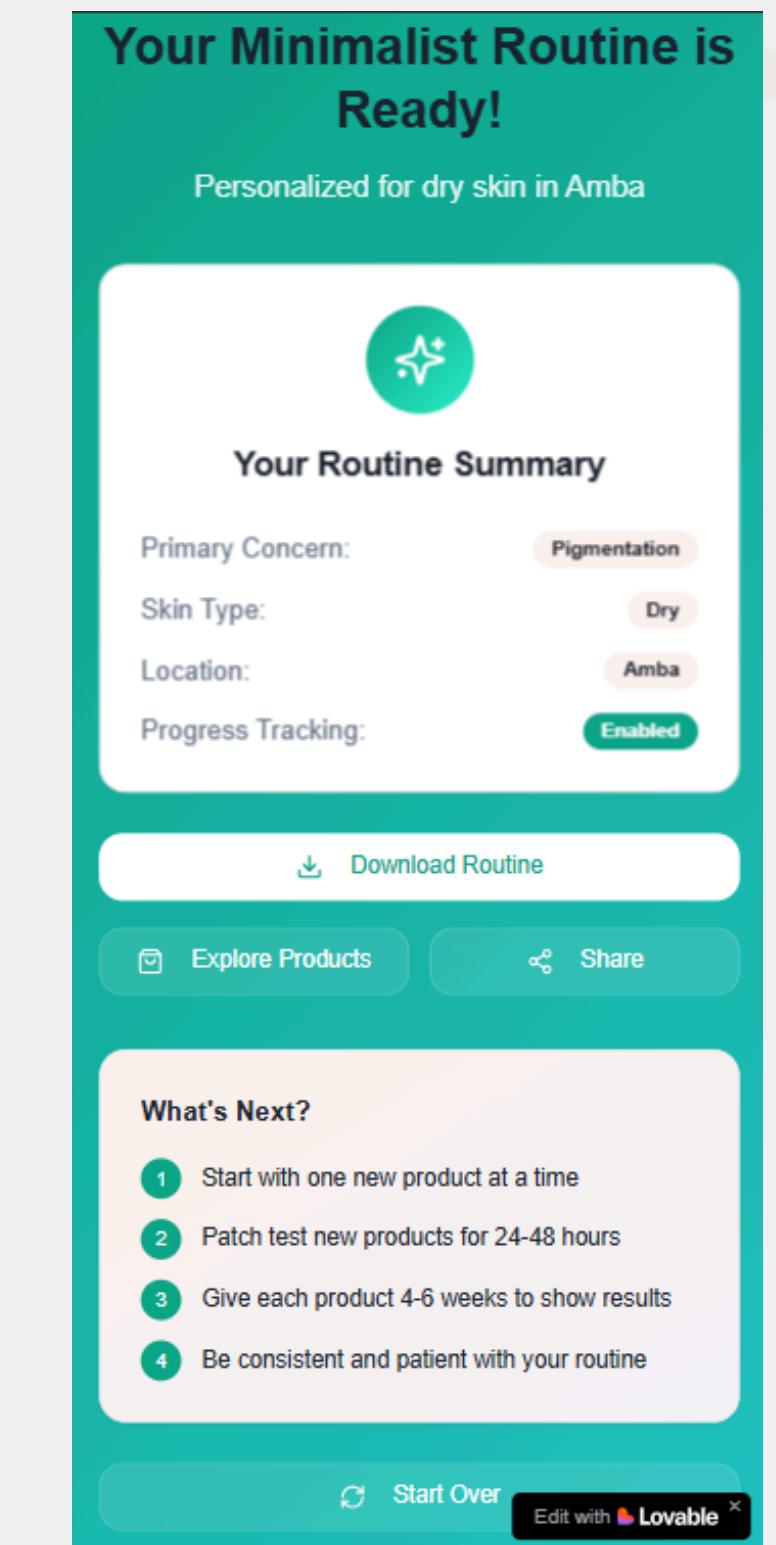
Screen 8: Personalized Routine

Screen 9: Ingredients

# Wireframe Analysis (Using Prototype Screenshots)



Screen 10 : Weekly Reminder



Screen 11 : Final Window

# Metrics & KPIs – Measuring SkinSight's Impact

## Core Success Metrics:

- Onboarding Completion Rate
  - % of users completing the quiz/scan flow
  - ↳ Indicates drop-off or flow clarity
- Personalized Routine Conversions
  - % of users clicking “Learn More” or “Add to Cart” on recommended products
  - ↳ Shows trust and purchase intent
- Weekly Check-In Engagement
  - % of users returning to log skin progress
  - ↳ Habit-building success
- Routine Share Rate
  - % of users sharing their skincare plan (social/WhatsApp)
  - ↳ Organic reach + social proof
- Repurchase Trigger Rate
  - % of users revisiting SkinSight post-product usage
  - ↳ Loyalty & long-term retention

These KPIs help us move from a one-time interaction to a repeatable, trusted skincare experience – directly impacting product adoption and revenue.

# Experience SkinSight Yourself

✨ Your Personalized Skincare Journey Awaits  
SkinSight is live and ready to explore!

Scan the QR code below to:

- Try the full interactive prototype
- Discover your skin type in under 2 minutes
- Get a Minimalist-powered AM/PM routine
- See how Gen Z skincare should really feel

📱 Access Options:

- ◆ Scan the QR Code – Instant access on mobile
- ◆ Or visit the link below (optional if QR doesn't work)

📅 Pro Tip: Share the routine with your friends & track your glow-up weekly!

👉 *SkinSight isn't just a prototype – it's the future of skincare, made personal.*



<https://skinsight-glow-up-guide.lovable.app/>

Product Matters 5.0  
2025

# Thank You

for your attention

