

Capstone Project

Product Matters 5.0

Problem Statement

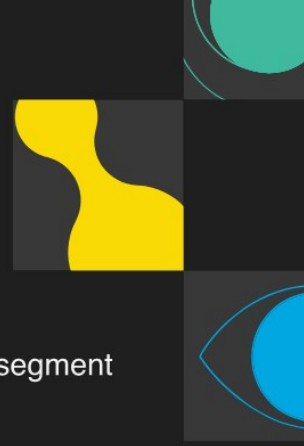
YOU ARE A PRODUCT MANAGER at a traditional skincare brand that has built its reputation over the years through trusted formulations and mass-market retail distribution. While the brand has seen strong success with older demographics (ages 30+), you are facing a consistent decline in engagement and sales among younger consumers, especially in the 18–25 age group.

Research Stats

These show that users have evolving preferences.

- They seek personalized, science-backed, and clean skincare.
- They rely heavily on online content, skin influencers, and social proof.
- They expect digital tools that guide them based on their unique skin needs and environments (e.g. : pollution, humidity, stress).
- They are open to trying new brands and easily switch when better, more modern options arise.

You have been tasked with conceptualizing a lightweight, digital-first product experience to rebuild trust and relevance with this audience, something that feels modern, personalized, and seamlessly fits into their skincare journey.



Business Objective

Re-engage and win back the 18–25-year-old segment by launching a **mobile-first digital skincare companion** that:

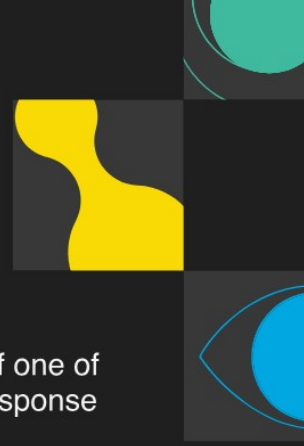
- Reinforces the brand's credibility in skincare science.
- Meets Gen Z's expectations for personalization and convenience.
- Converts exploration into product consideration and purchase.
- Creates an interactive, guided experience for new and returning users.

Your Challenge

You are to design a digital **skincare companion mini-app** using AI tools like Lovable, Replit, Bolt that:

- Identifies the user's skin type, needs, and preferences through an intuitive flow (quiz, camera analysis, environment-based insights, etc.)
- Provides personalized skincare recommendations using your brand's existing product catalog.
- Guides the user toward building a basic routine with options to upgrade or explore related products.
- Is simple, visually appealing, and built mobile-first, keeping in mind short attention spans, social media familiarity, and visual-first behavior of this cohort.
- Is modular, capable of being deployed as:
 - A QR-code-triggered experience from product packaging (for example: "Scan this to find your ideal routine")
 - An embeddable widget on the website
 - A standalone feature in the brand's existing mobile app





Choose Your Brand

Feel free to root your solution in the context of one of the following skincare brands to make your response more realistic and tangible:

Minimalist – science-first, ingredient-transparent brand

Plum – clean, vegan, and community-driven skincare

Earth Rhythm – eco-conscious, dermatologically-tested offerings

Skin Inspired – customized skincare routines for diverse skin tones

Or pick any other brand of your choice and briefly mention why you chose it.

Deliverables

1. A presentation deck with **maximum of 15 slides**, consisting the following:
 - Product Understanding and Overview
 - Detailed Market Research and Competitor Analysis
 - User Personas
 - User Journey through the Brand's App/Website
 - Problem Identification
 - Prioritization of Features
 - Wireframe Analysis (using screenshots from Prototype)
 - User Journey through the New Prototype
 - Detailed GTM strategy
 - Metrics and KPIs
2. Detailed end-to-end Prototype of the app using Lovable, Replit, Bolt etc.

