



# SKINNOVATE

## User Scenarios



### **Scenario: Patient uses AI skin analysis**

**Persona:** Sara, 25, experiencing sudden acne flare-ups

**Goal:** Get a quick idea of what's wrong without visiting the clinic

#### **Steps:**

1. Sara signs in from her phone.
2. She uploads a close-up photo of her skin.
3. Within 3 seconds, the AI shows a possible diagnosis (acne) and suggests treatment options.
4. Sara books a video consultation to confirm with a dermatologist.



### **Scenario: Dermatologist reviews AI results and updates treatment**

**Persona:** Dr. Elmas, senior dermatologist

**Goal:** Check AI suggestions and create a treatment plan

#### **Steps:**

1. Dr. Elmas logs into the dashboard.
2. He sees a new AI report for Sara's case.
3. He confirms the diagnosis and updates her treatment plan (topical cream, follow-up in 2 weeks).
4. The system auto-saves the update and sends Sara a reminder for her next appointment.



**Scenario: Clinic administrator prevents overbooking**

**Persona:** Nora, clinic administrator

**Goal:** Manage appointments and avoid schedule clashes

**Steps:**

1. Nora opens the daily appointment dashboard.
2. She sees that Dr. Elmas is fully booked tomorrow.
3. She moves less-urgent appointments to another day.
4. Patients are notified automatically, and the schedule updates in real-time.



**Scenario: IT support restores the system after a crash**

**Persona:** Denis, IT specialist

**Goal:** Restore the system quickly after unexpected failure

**Steps:**

1. Denis gets an alert that the server is down.
2. He logs into the admin panel and runs the automated backup restore.
3. Within 15 minutes, the system is running again.
4. He logs the issue and notifies the clinic team.



**Scenario: Doctor prescribes medication with e-prescription**

**Persona:** Dr. Lira, dermatologist

**Goal:** Prescribe medication digitally after video consultation

**Steps:**

1. Dr. Lira completes a video consultation with a patient.
2. She writes a prescription in the system.
3. The prescription is sent to a partner pharmacy.
4. The patient receives a text with pickup instructions.



**Scenario: Patient earns and uses loyalty points**

**Persona:** Bela, 35, returning patient

**Goal:** Save money using loyalty points

**Steps:**

1. Bela books her 6th treatment at Skinnovate.
2. The system adds 50 loyalty points to her account.
3. At checkout, Bella chooses to redeem her points.
4. Her final price is reduced automatically by 10%.



**Scenario: Patient accesses records from home**

**Persona:** Ana, 41, long-term eczema patient

**Goal:** Check treatment history and follow doctor's plan

**Steps:**

1. Ana logs in from her tablet.
2. She goes to "My Treatments" and reviews past prescriptions.
3. She sees notes from her last visit and images showing improvement.
4. She sets a reminder for her next cream refill.



**Scenario: Doctor uses the system on mobile during travel**

**Persona:** Dr. Laura, traveling dermatologist

**Goal:** Join consultations while away from the clinic

**Steps:**

1. Dr. Laura logs in from her iPad at the airport.
2. She starts a scheduled video consultation with a patient.
3. After the call, she updates the treatment plan from the same device.
4. The system syncs the update instantly.





**Scenario: IT team runs a monthly security check**

**Persona:** Ilir, cybersecurity officer

**Goal:** Make sure patient data is safe

**Steps:**

1. Ilir reviews access logs for the past month.
2. He checks for failed login attempts or unusual activity.
3. He updates firewall settings and enforces 2FA for new users.
4. A report is auto-generated and shared with the clinic manager.



**Scenario: Admin processes reports for auditing**

**Persona:** Mira, finance/admin staff

**Goal:** Prepare financial summary for management

**Steps:**

1. Mira opens the finance section.
2. She downloads a report showing all treatments, prices, and loyalty redemptions.
3. She filters the data by month and prints a summary.
4. This is used for accounting and internal audit.

A stylized illustration of a medical syringe with a blue plunger and a clear barrel, positioned diagonally on the left side of the first clipboard. The background is decorated with several light blue starburst shapes.

## Booking an appointment

Emma, a busy professional, has been struggling with persistent acne. She decides to visit the Skinnovate website and quickly creates an account. After logging in, she navigates to the appointment section and selects Dr. Smith, a well-rated dermatologist. The system shows available slots, and Emma picks one that fits her schedule. With a few clicks, she confirms her appointment, and almost instantly, she receives a confirmation email. Feeling relieved, she marks the date on her calendar.

A stylized illustration of a DNA double helix structure, positioned vertically on the left side of the second clipboard. The background is decorated with several light blue starburst shapes.

## AI-Powered Skin Analysis

James has noticed unusual skin redness but isn't sure if it's serious. Instead of waiting weeks for a doctor's visit, he decides to try Skinnovate's AI-powered skin analysis. He uploads a clear picture of the affected area, and within seconds, the system provides a possible diagnosis. The AI suggests mild rosacea and recommends booking a consultation for further evaluation. Impressed by the fast response, James schedules a virtual appointment with a dermatologist through the system.



## Tracking a Treatment Plan

Maria, a regular patient at Skinnovate, recently started laser therapy for pigmentation issues. After each session, her doctor logs the treatment details into the system, allowing Maria to track her progress. A week before her next session, she receives an automated reminder to prepare her skin properly. When she logs into her profile, she can see her past treatments and upcoming procedures, making her skincare journey much easier to manage.



## Managing Electronic Health Records & Prescriptions

Daniel has been prescribed a medicated cream for his eczema. Instead of carrying paper prescriptions, he simply logs into Skinnovate and finds his e-prescription available in his profile. The system has already sent his prescription to a partner pharmacy, and all he needs to do is pick it up. If he ever needs a refill, the system allows him to request it in just a few clicks, making his treatment hassle-free.





## Earning Rewards with the Loyalty Program

Sophie frequently visits Skinnovate for cosmetic procedures. She is thrilled to learn about the loyalty program, where she earns points for every visit. After accumulating enough points, she receives a discount on her next Botox treatment. The system even suggests special promotions tailored to her treatment history. Feeling valued as a loyal customer, Sophie continues to use Skinnovate for all her dermatology needs.

# THANK YOU!



An illustration of a female doctor in a white lab coat with a stethoscope, sitting at a desk and pointing at a computer monitor. The monitor displays a male patient with a white bandage on his forehead. The background is light blue with several small, four-pointed starburst icons.