

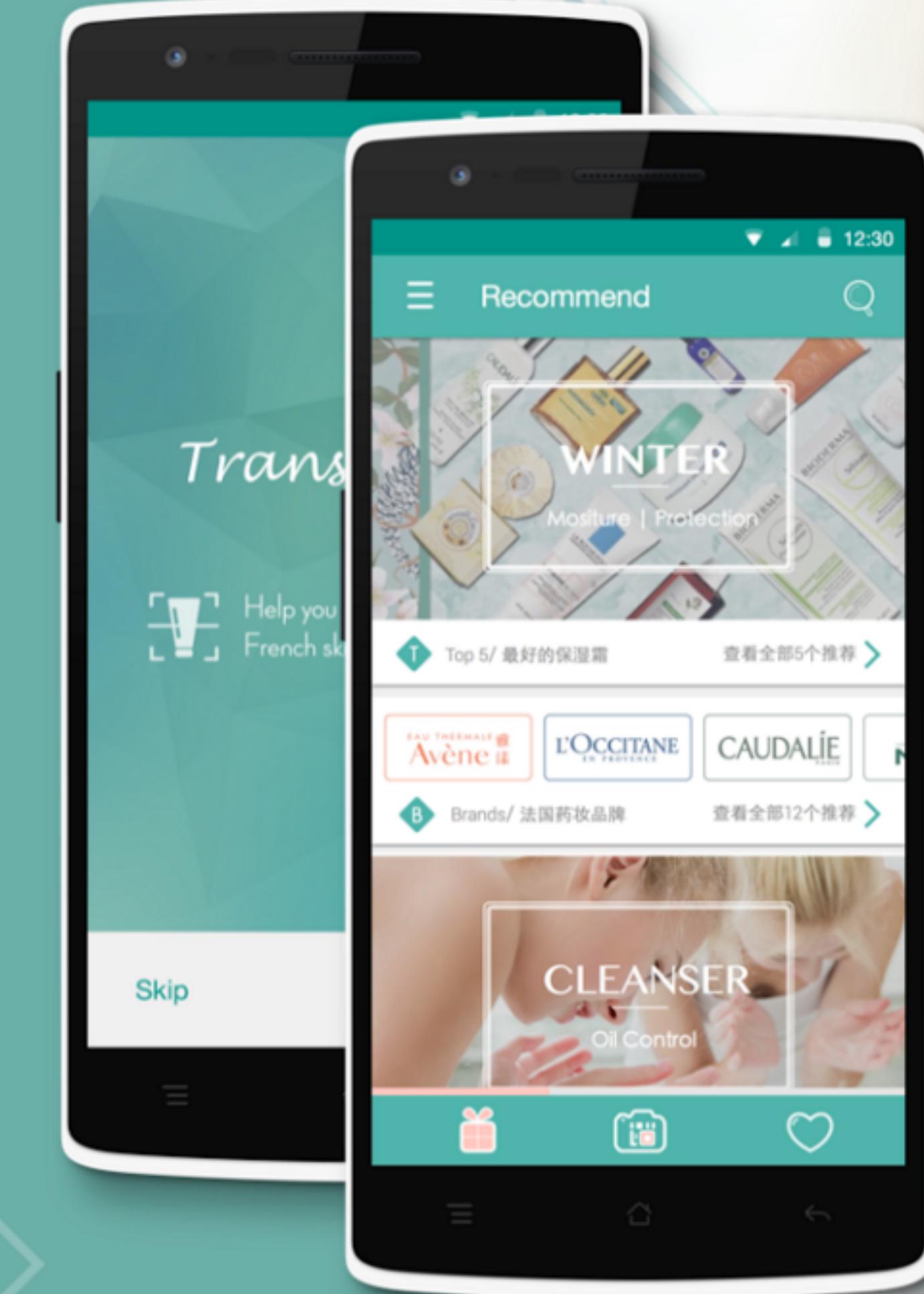


TRANSMETICS

Help foreigners find suitable cosmetics in France!

■ WHAT IS TRANSMETICS ■

Help foreigners find
suitable cosmetics in
France!



■ WHY WE CHOOSE THIS TOPIC? ■

Problems



language barrier(19%)



difficult to select(42%)

■ WHY WE CHOOSE THIS TOPIC? ■

How big the market is?

most popular products
especially for Chinese(2M)



daily products

>84.7 M



Foreign
Students



>0.3 M



>12 M

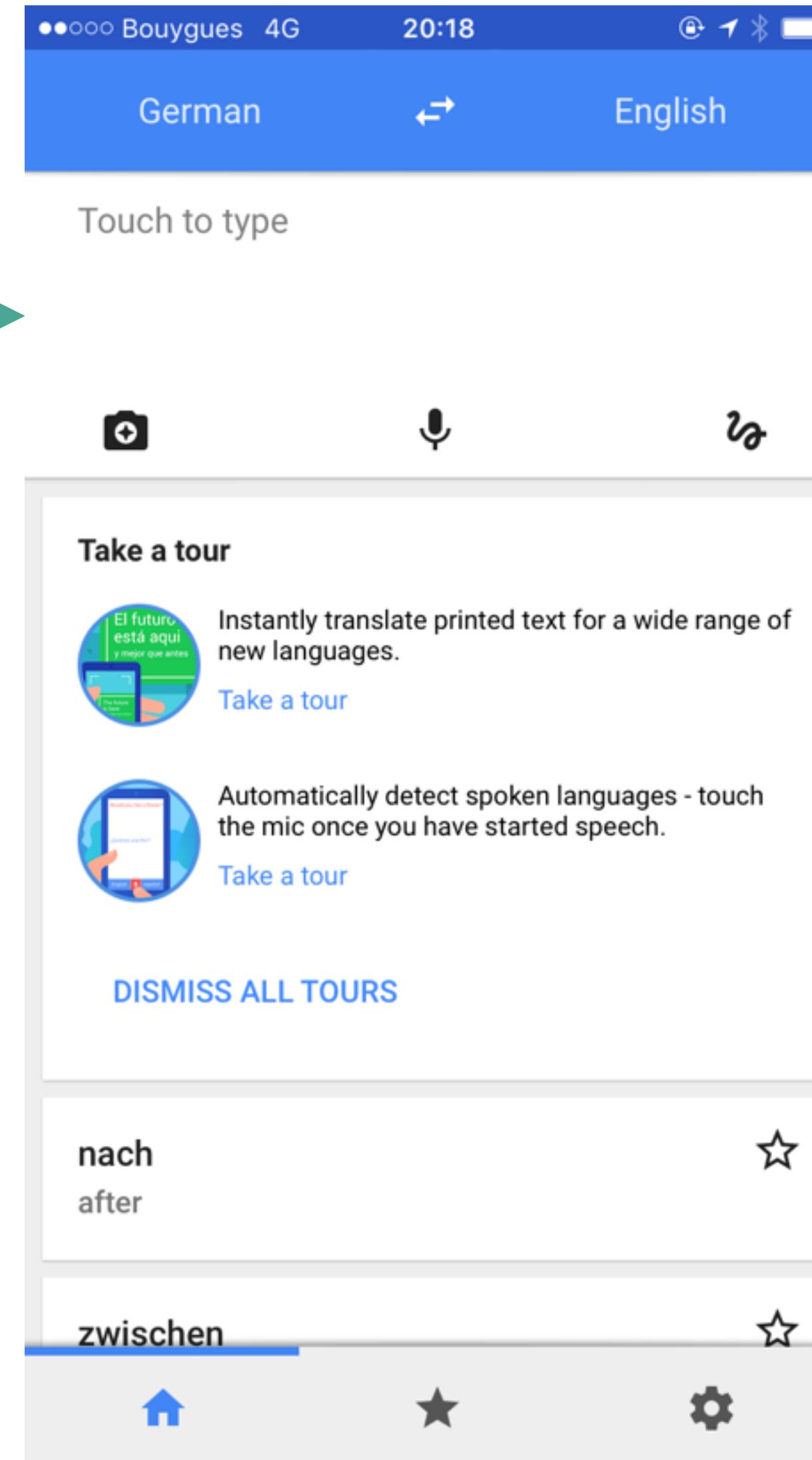


■ HOW USERS DEAL WITH THIS PROBLEM BEFORE ■



French translation
Google translation

slowly
unprecise



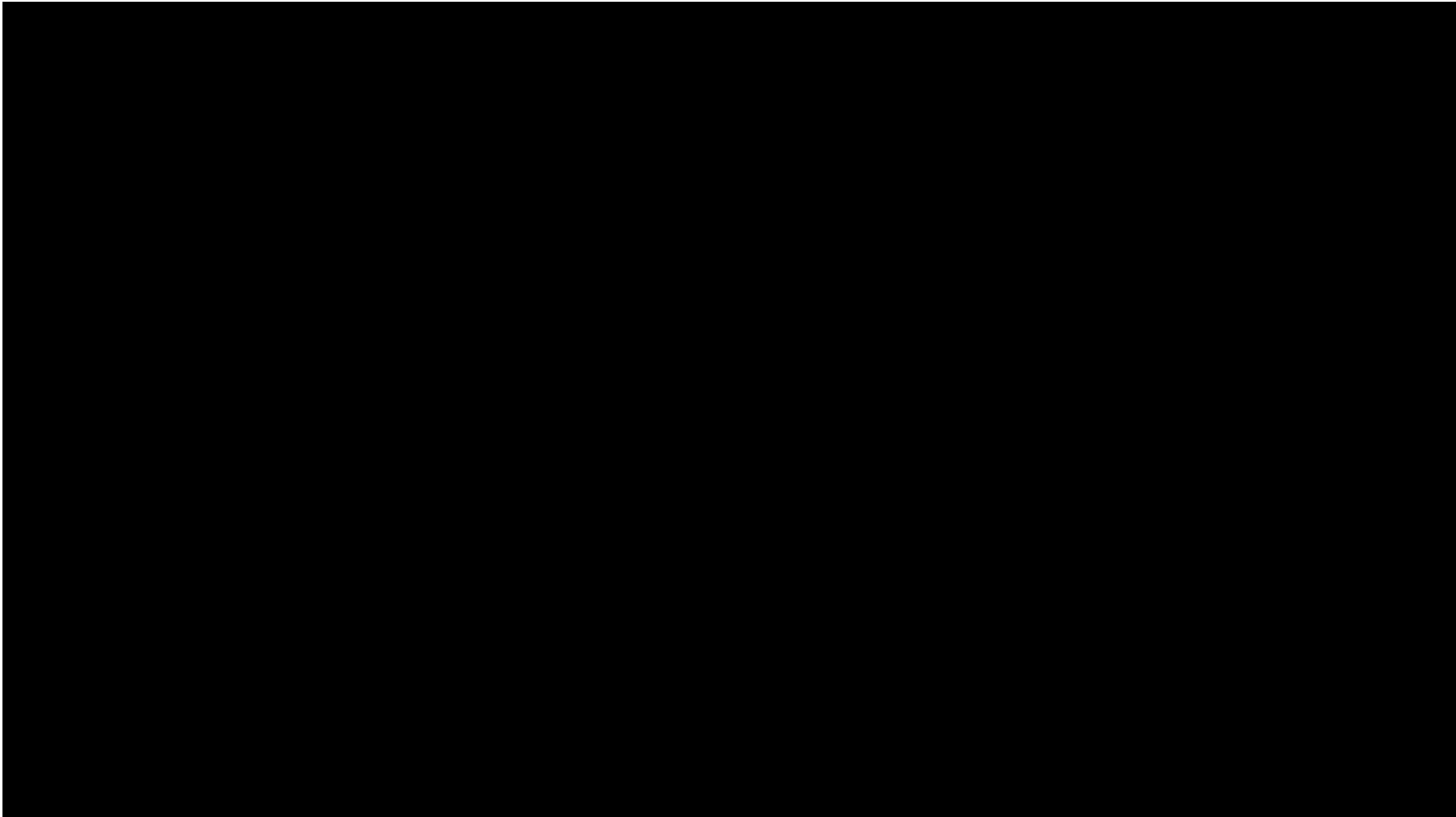
小红书

Cosmetic recommendation
Red book

■ HOW TRANSMETICS DO? ■

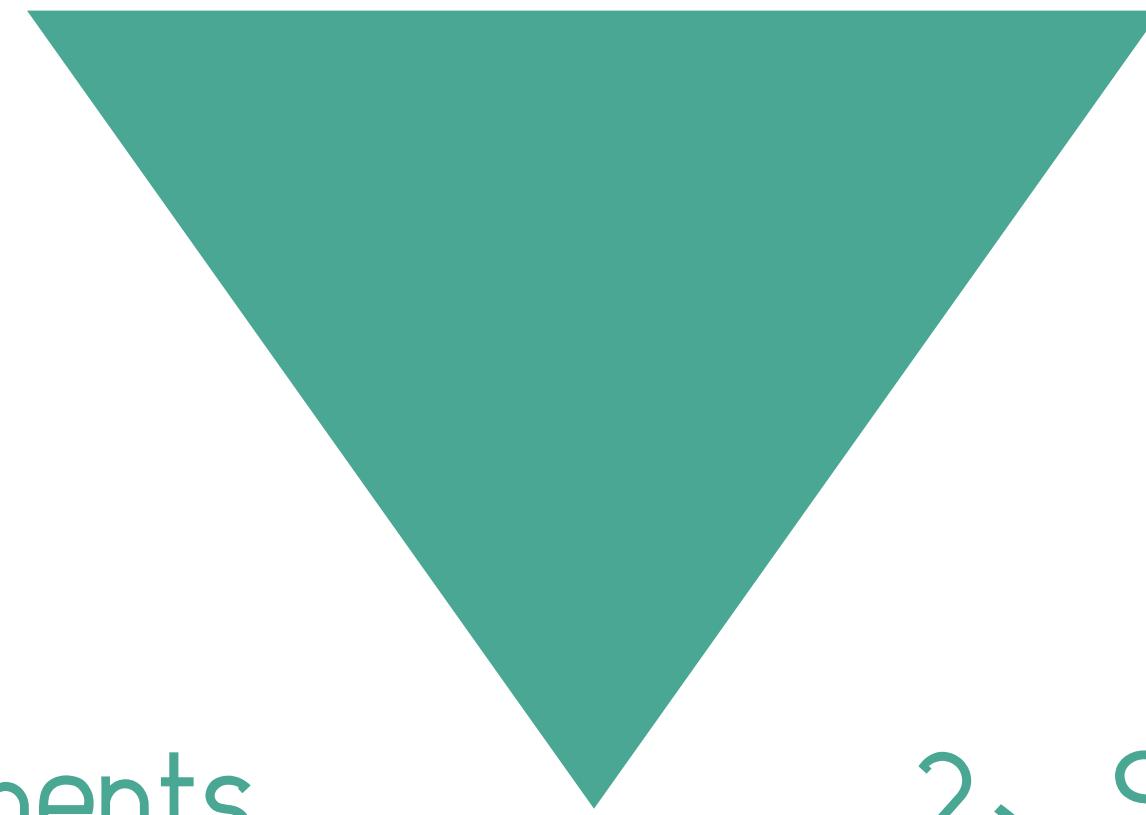


■ HOW TRANSMETICS DO? ■



■ HOW TO MAKE MONEY? ■

Revenue



1、 Advertisements

- a. pay per sale
- b. pay per click

2、 Sales from pro version

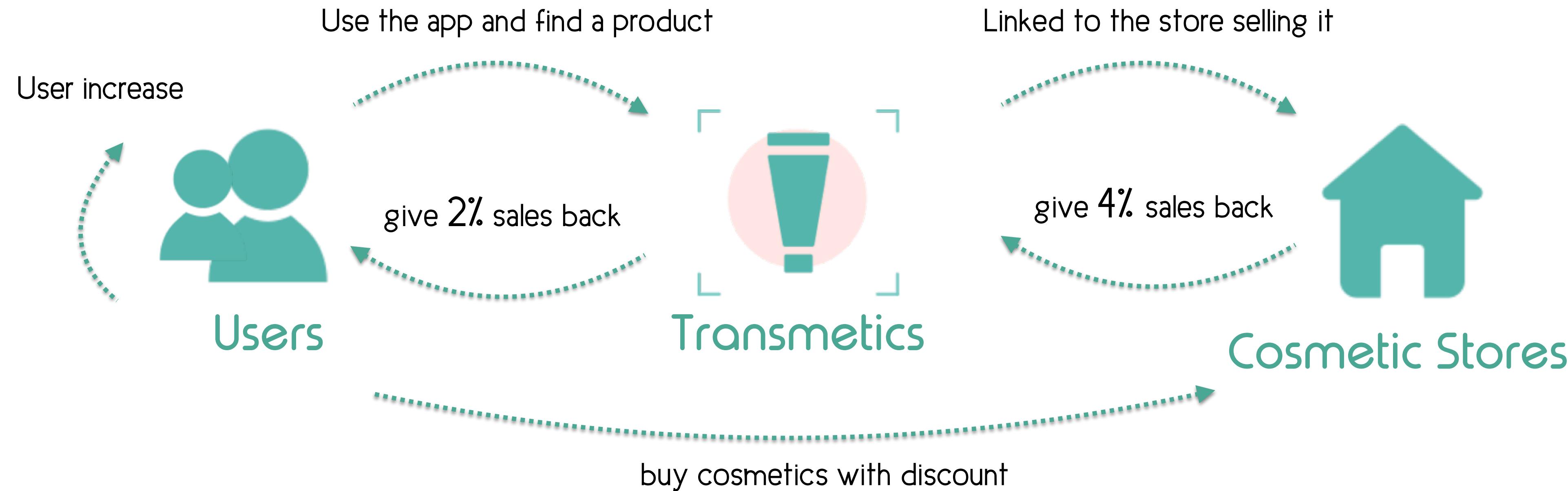
■ HOW TO MAKE MONEY? ■

Revenue

1、 Advertisements

- a. pay per sale-4% of the price

Customers: are small cosmetics stores and pharmacies



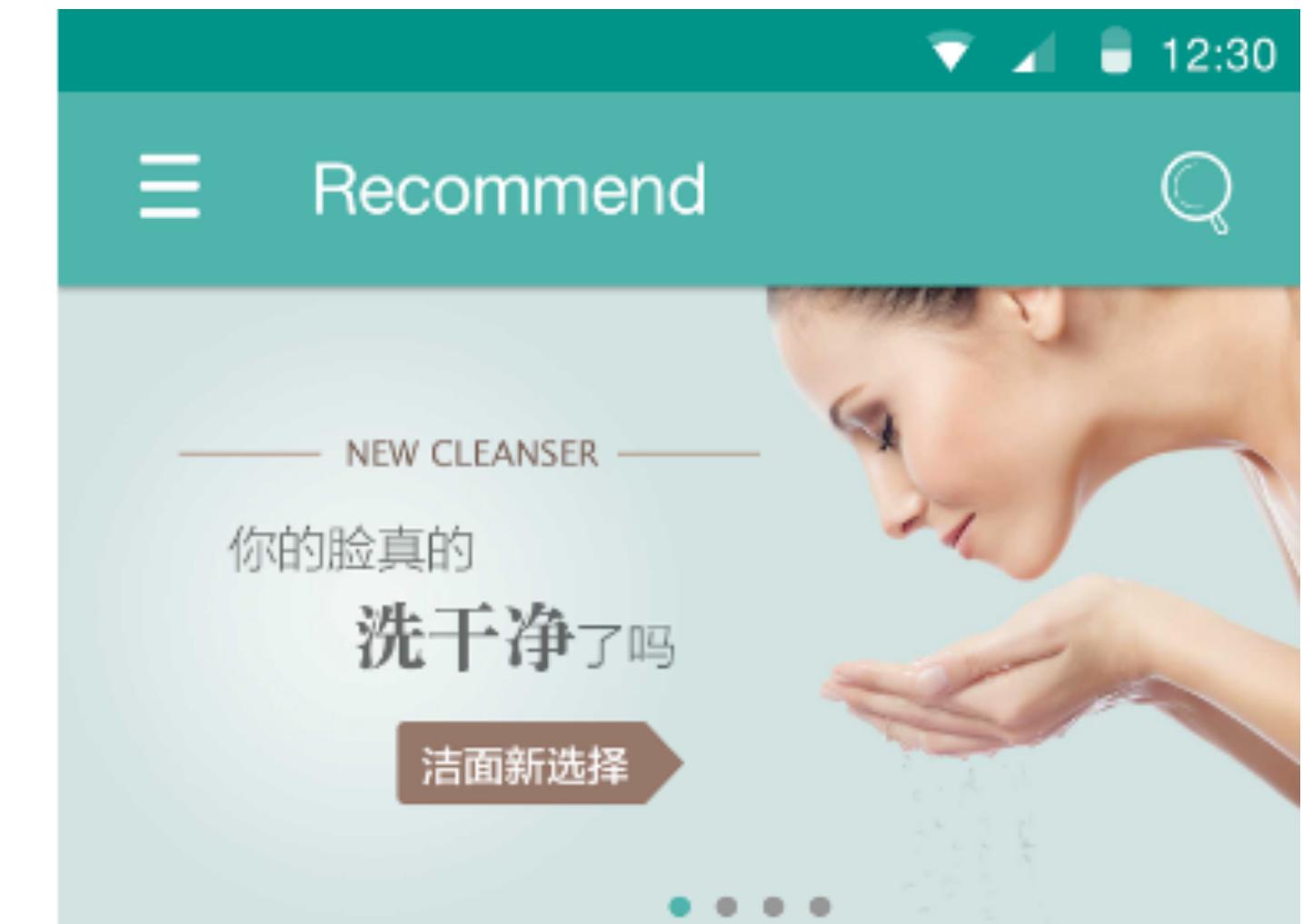
■ HOW TO MAKE MONEY? ■

Revenue

1、Advertisements

b. pay per click -2 euro

Customers: cosmetics company/ pharmacies/ads company



N Cleanser/ 最新洗面奶产品 [查看全部2个推荐 >](#)



B Brands/ 法国药妆品牌 [查看全部12个推荐 >](#)



T Top 5/ 春季护肤抢先看 [查看全部5个推荐 >](#)

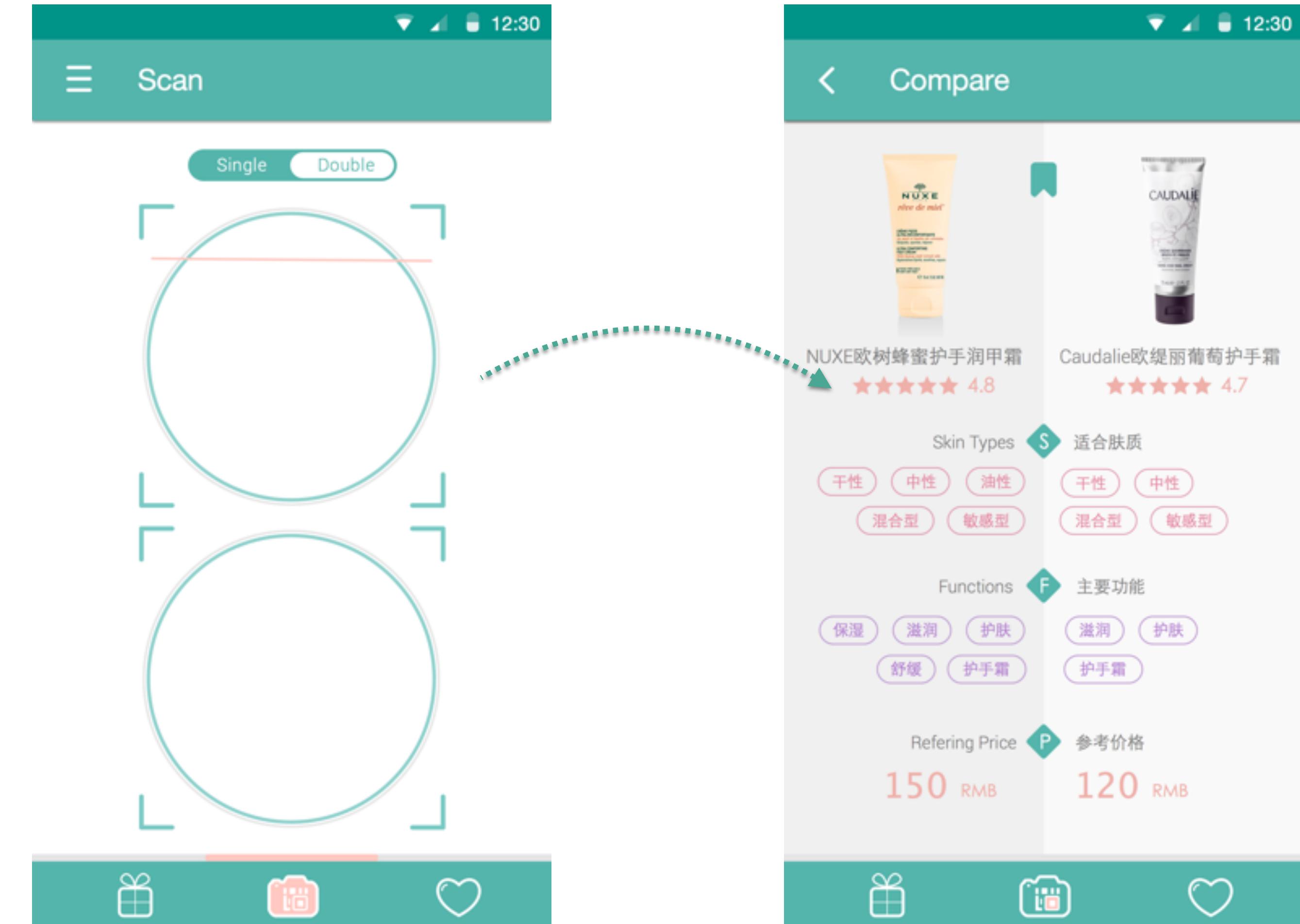
■ HOW TO MAKE MONEY? ■

Revenue

2、Sales from pro version
9 euro

Customers: users

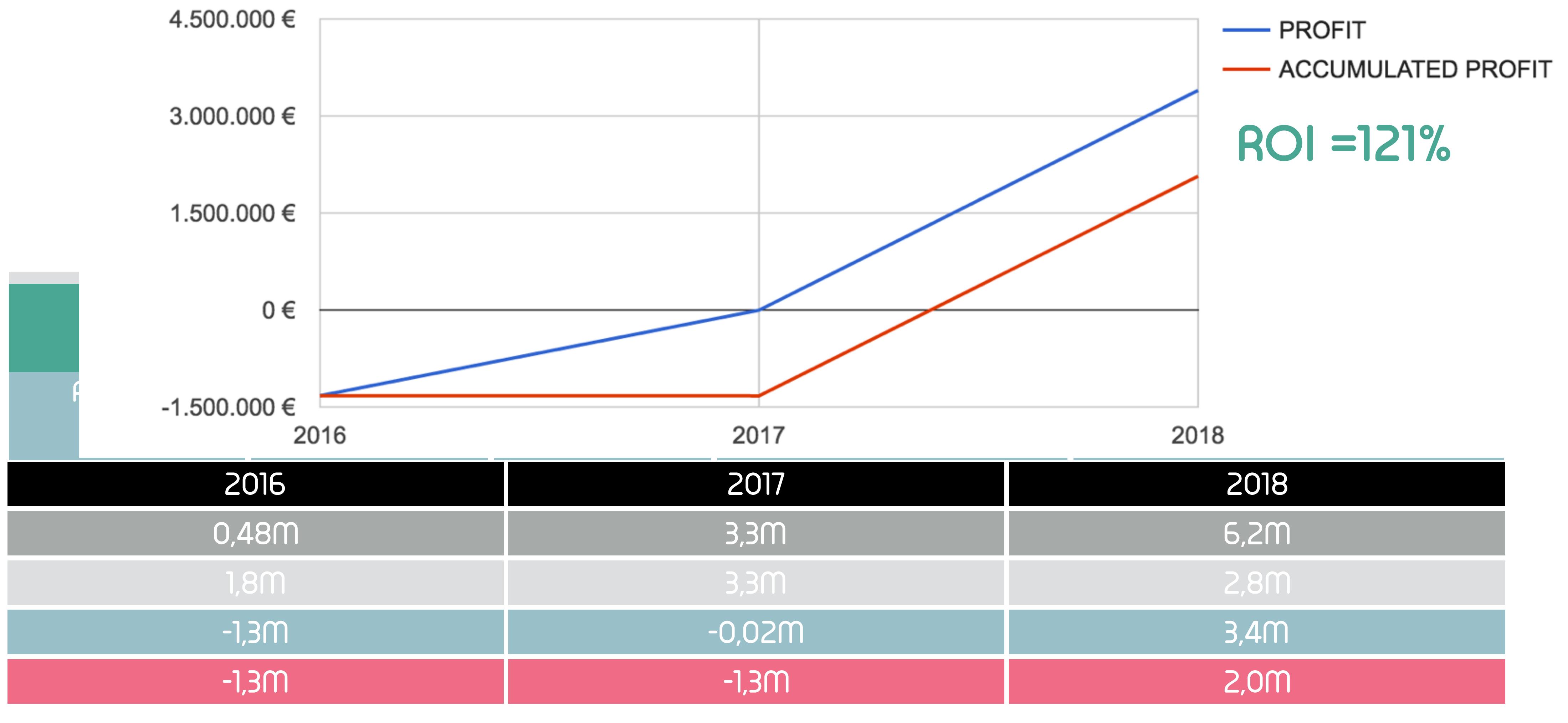
- comparison
- free sample
- personalized recommendation



■ FINANCE STRATEGY ■

5 M~ 10 M

Profit vs Accumulated profit



■WHAT'S THE MARKET FEEDBACK ?■



Users



Customers

■ WHAT'S THE MARKET FEEDBACK ? ■



Users

user acquisition

User test result

6 lab tests 8 contextual tests

100% feel it's understandable

87.5% support it's useful & show great passion

75% of participants will buy pro version (10 euro)

Website

126 subscribers in 3 days

960 visitors

www.transmetics.com

Physical



Airport

Pharmacie

Magazine

Online

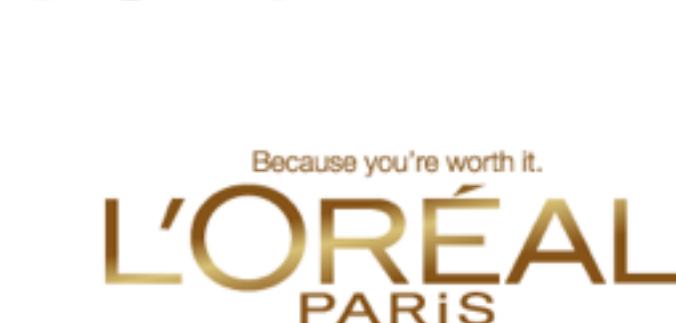


Social net

Travel app

■ WHAT'S THE MARKET FEEDBACK ? ■

Advertiser: per click



Cosmetics shop: per sale



Liz Bacelar

A global leader in Fashion+Tech



promotion platform

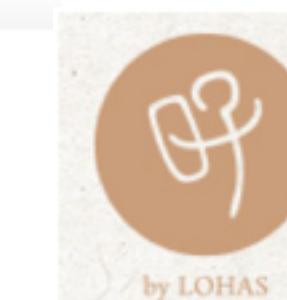


春秋航空
SPRING AIRLINES

BesTV



LOHAS
乐活



中國東方航空
CHINA EASTERN



Customers



东方卫视



■ WHAT'S THE MARKET FEEDBACK ? ■



■ WHAT'S THE MARKET FEEDBACK ? ■



- admit market needs
- looking for further cooperation
- invite us to their acceleration



- interested in our app
- admit 4% payoff



- provide free promotion for our app



Customers

■ TEAM ■



Su Yang

Tech: Database



Lyu Yuan

Tech: Android develop



Lu Zheyi

Customer relationship
Marketing



Xia Ziyang

Product manager
finance strategy



Lu Yating

UI & Ux Designer

■ BACKUP ■

Demo demonstration



User research
Design analysis
Channels
Ads traffic share
Business forecast template
Potential customer



THANK YOU!



■USER RESEARCH■

8 Interviews
27 Questionnaires



Questionnaire of cosmeceuticals(medical cosmetics)

Gender: _____ Age: _____ Nationality: _____

1. Why did you come to France?
A. Studying B. Work C. Travel D. Visiting relatives E. Others

2. How is your language skill (multiple choice)?
A. English novice 1 2 3 4 5 proficient
B. French novice 1 2 3 4 5 proficient
C. Chinese novice 1 2 3 4 5 proficient
D. German novice 1 2 3 4 5 proficient
E. Others novice 1 2 3 4 5 proficient

3. What is your annual income(in euro)?
A: No Income
B: <15K
C: 15K ~ 70K
D: 70K ~ 150K
F: > 150K

4. What's your attitude toward French cosmeceuticals brand (multiple choice)?

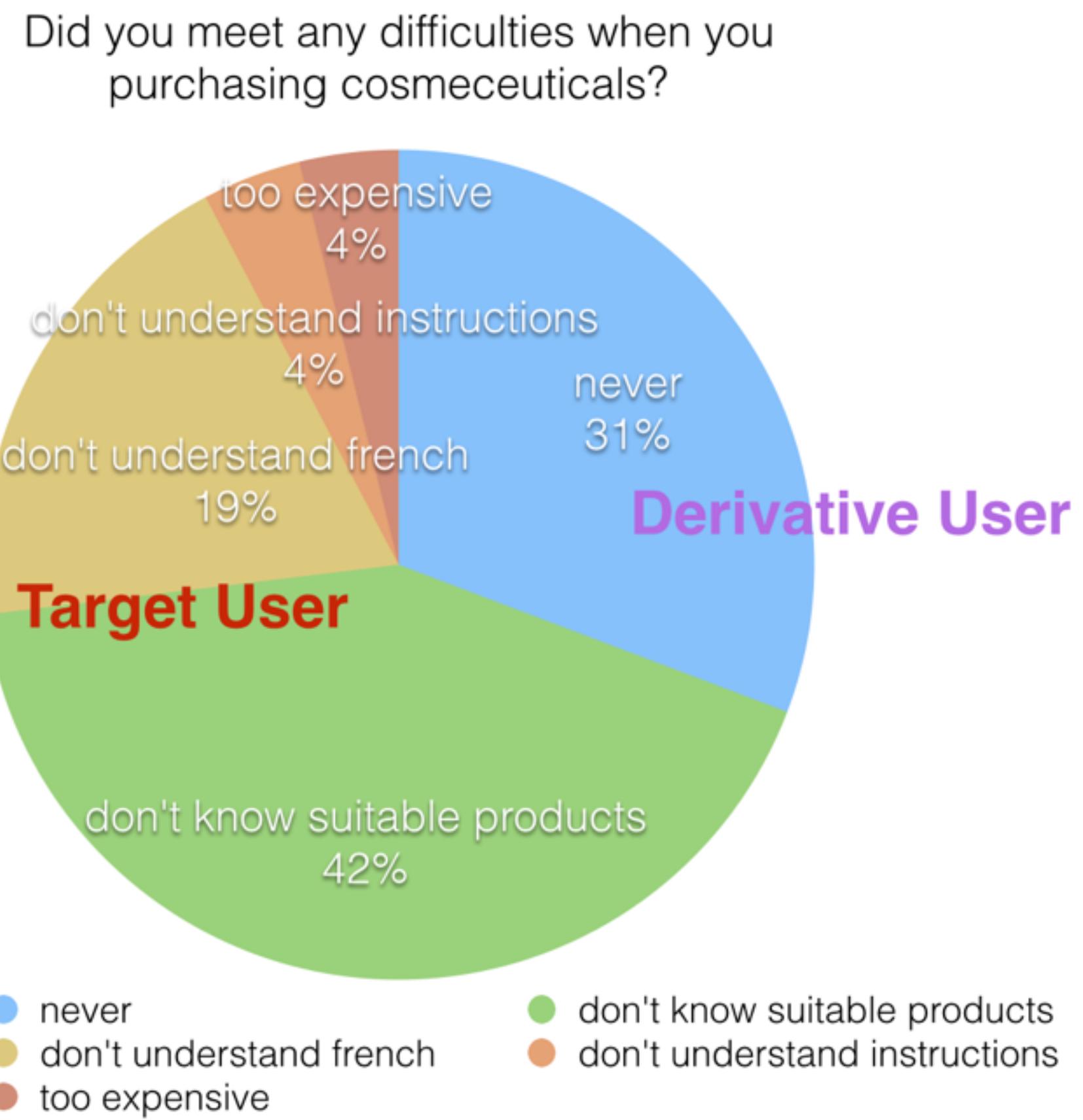
	I know the brand	I like the brand	I will buy products of this brand
A. Avene			
B. La Roche-Posay			
C. VICHY			
D. Caudalie			
E. NUXE			
F. Uriage			
G. Darphin			
H. Melvita			
I. Bioderma			
J. Sanflore			
K. Lierac			
L. others			

5. How much did you spend for cosmeceuticals per month?
A. <10 euro
B. 10 to 20 euro
C. 20 to 50 Euro
D. 50 to 100 Euro
E. > 100 euros
F. I never buy cosmeceuticals.(if you choose this option, you can stop here.Thanks for your participation!)

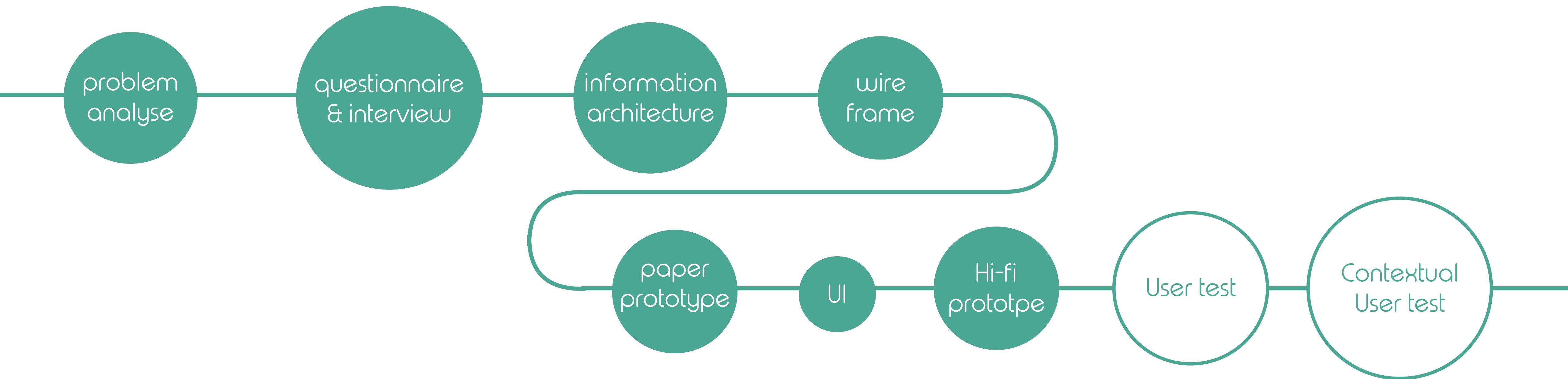
Thank you for participating in this survey, give us a chance to resolve your problem. My group promised confidentiality of your personal information will not be used for other purposes!



■ USER RESEARCH ■



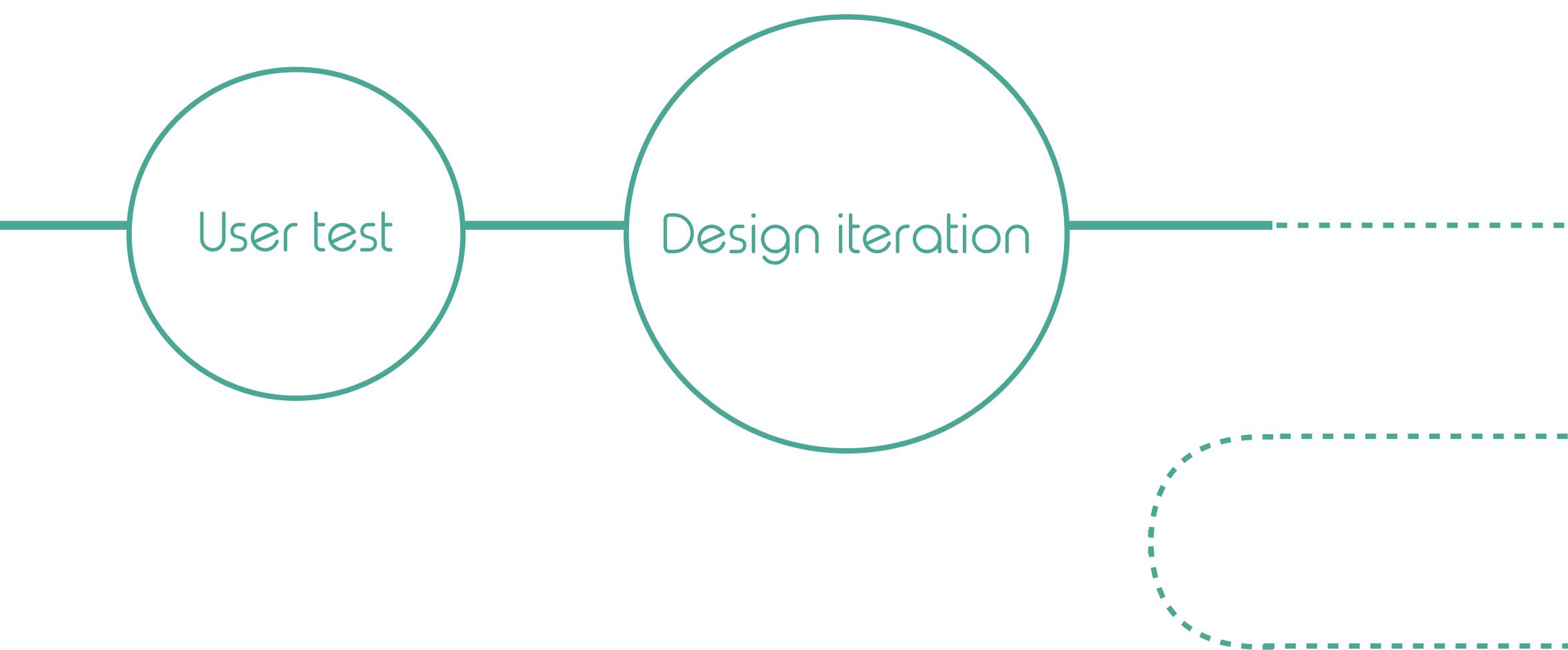
■ DESIGN ANALYSIS ■



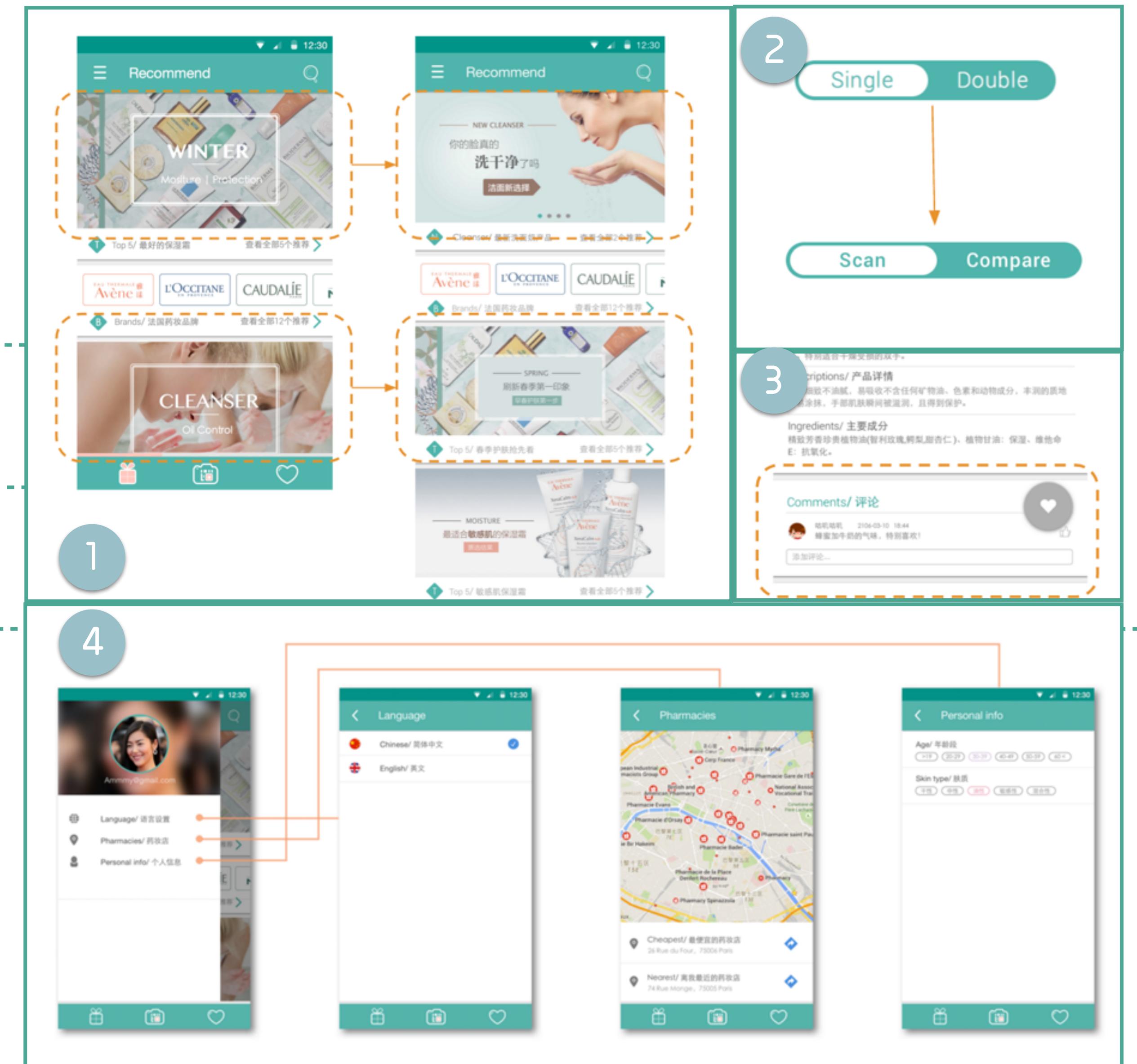
Title
#009488 Roboto 16px
Sub-Title
#3D3D3D Helti SC 12px
Paragraph
#686868 Helti SC 12PX



DESIGN ANALYSIS



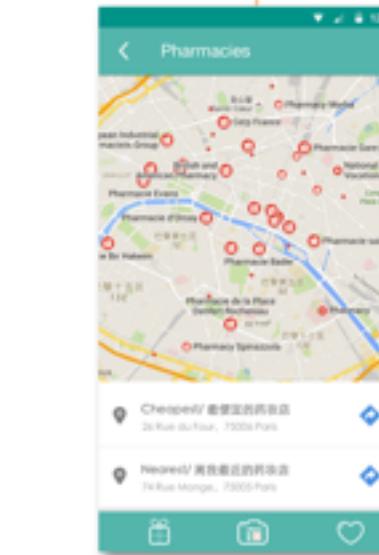
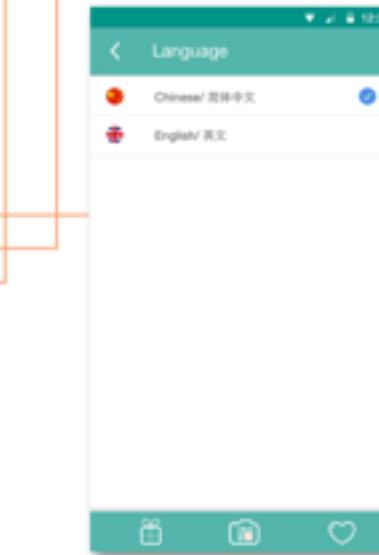
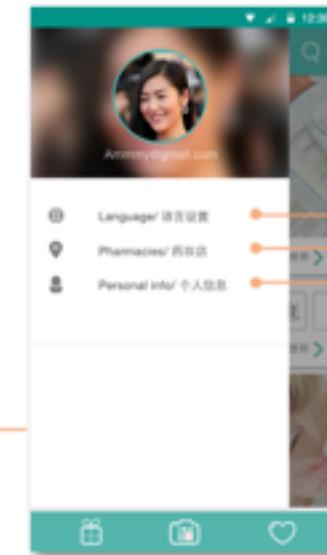
- 1 topics of ads are not clear
- 2 misunderstanding of “double”
- 3 more information of products: comments
- 4 additional function: nearest shop & big picture view



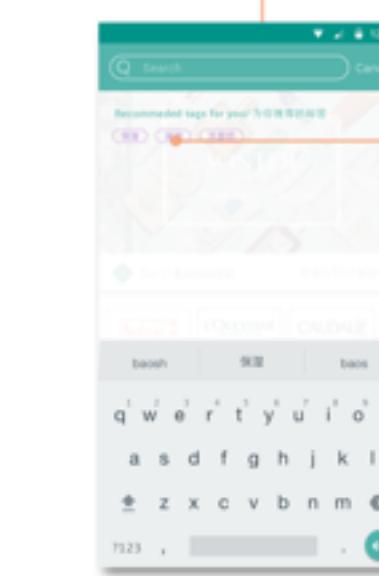
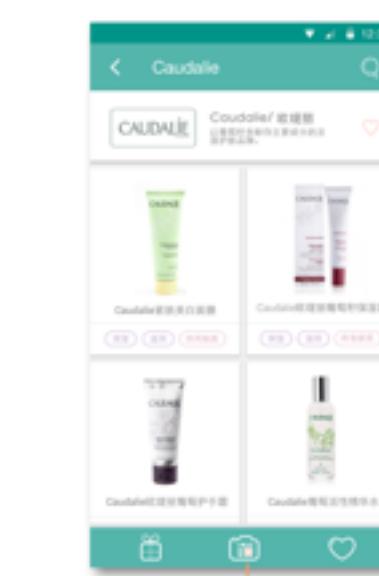
DESIGN ANALYSIS



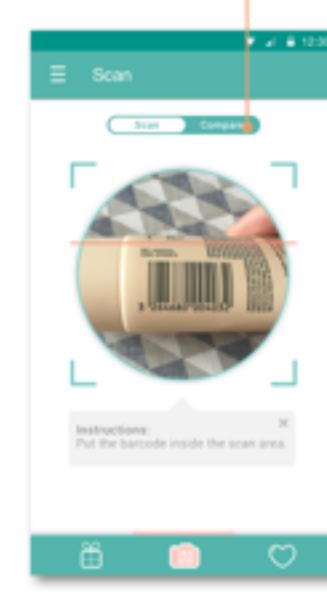
1. Portrait flow



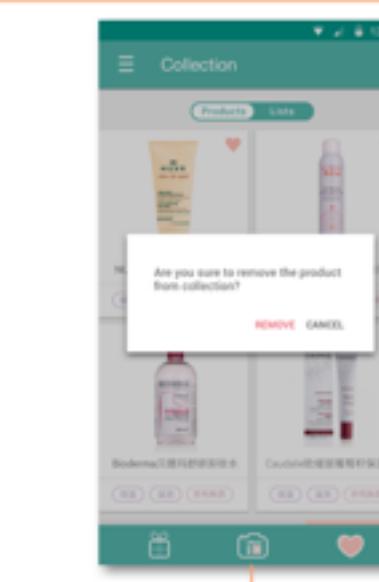
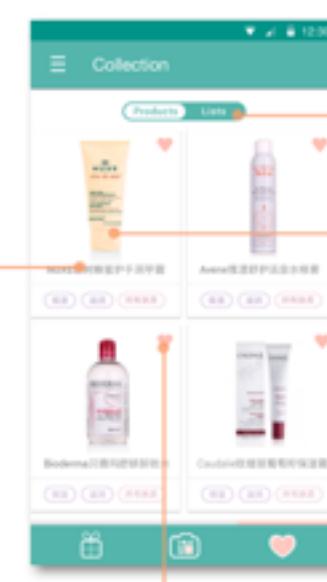
2. Recommend flow



3. Scan flow

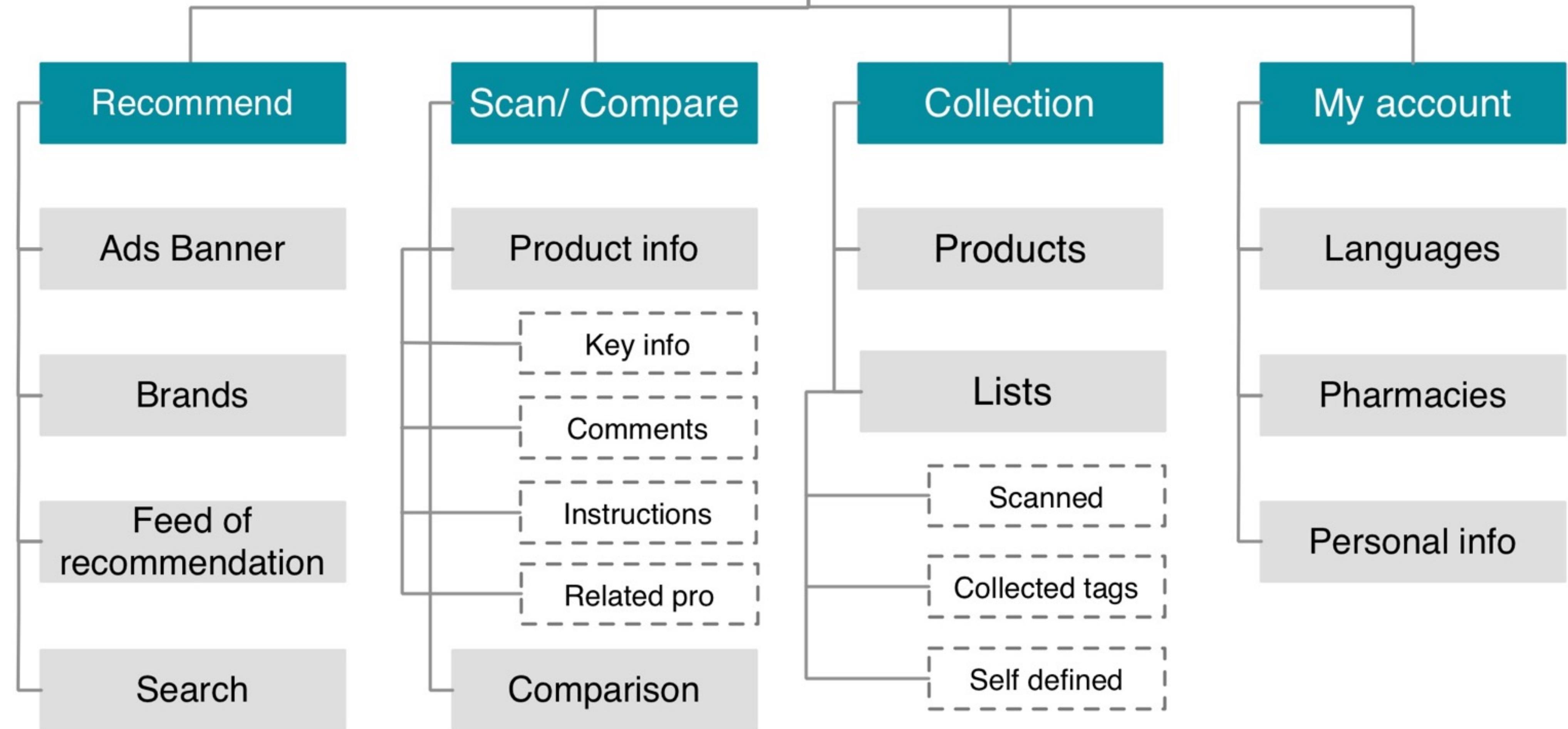


4. Collection flow



■ DESIGN ANALYSIS ■

Transmetics



■ DESIGN ANALYSIS ■

User test results

RECOMMEND	SCAN	DESCRIPTION	COLLECTION	PORTRAIT
The structure of landing page need to be more clear. The first is ads, the second part is different brands. The third part is feeds.	The name of single scan/ double scan is confusing. Change to Scan / Compare can be better.	Add comments function is needed. Which can be made by visitors, do not push users to register in order to leave a better user experience.	The original classify is “products/ tags” need to be changed to “products/ lists”. Users can make lists of products by themselves.	The sub-page of this part is redefined. It should include “Nearby pharmacies” “Cheapest pharmacy” “Languages” and “Self info”
The previous design of feed part is the categories of different types of cosmetics according to their functions. However this can hardly attract customers' interests since it always the same.	About the compare page, after the first one is scanned, it will show the picture of the product on the top. Then the camera focus change to the bottom scan.	Number of how many people have viewed the product is needed. Users want to know how hot is the product and they have a tendency to buy hot products.	On each of the product, it shows the icon of “Like” and “Purchased”. Users can click the heart of “Like” to delete a product.	Nearby pharmacies embedded google map of nearby pharmacies Cheapest pharmacy showed the one on Saint Germain road.
The search function should recommend users some tags they tend to use as well as search history.	Users would like to choose a product in their collection to compare, our application should allow for this situation.	Descriptions can be chosen to fold up so that users can choose to see less information.	The list can be shared and followed by other users. Users like to follow others who shared the same skin types.	Languages can be chosen to users' mother language. And the self information records users' age and skin type.

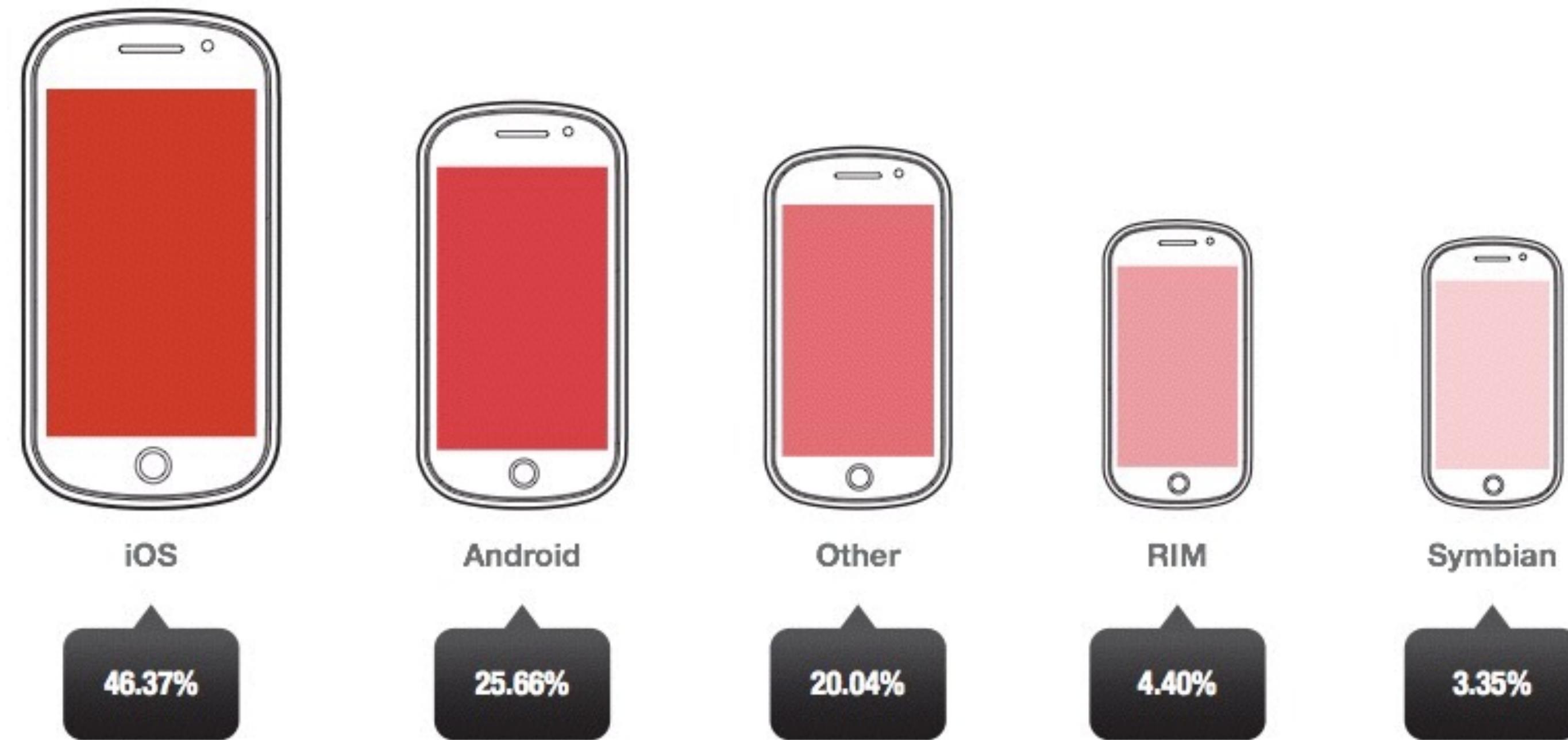


■ CHANNEL ■



■ TRAFFIC SHARE ■

Traffic share



CPM=cost per mille
CPC=cost per click



OS share	% of traffic	% of revenue	eCPM
iOS	46.37%	58.40%	\$1.64
- iPhone	30.43%	34.38%	\$1.48
- iPad	5.08%	17.19%	\$4.42
- iTouch	10.81%	6.83%	\$0.82
Android	25.66%	16.79%	\$0.88
RIM	4.40%	4.15%	\$1.06
Symbian	3.53%	0.99%	\$0.37
Other	20.04%	19.67%	\$1.28

■CUSTOMER ACQUISITION■



Anissa Zegh
Owner of a start-up about
cosmetics online shopping

<http://ama-beaute.com/>

Buttercup 面膜粉
★★★★★ 4.8
Skin Types/ 适合肤质
干性 中性 敏感型
Functions/ 主要功能
保湿 润滑 面膜
Refering Price/ 中国专柜价格 300RMB
Where to buy/ 在哪购买
<http://ama-beaute.com/>
Descriptions/ 产品介绍
Instructions/ 使用方法
Descriptions/ 产品详情
Ingredients/ 主要成分

4% of its sales in this way
will be given to Transmetics

■CUSTOMER ACQUISITION■

Galerie
Lafayette

Potential customer:
Galerie Lafayette



Pieter Lammens
Galerie Lafayette Innovation
Business Development and
Sales Director

