



*Spreading Wellness Through Science of Ayurveda Since 1930*

# From Legacy to Lovable – Reimagining **Himalaya** for Gen Z Skin

**Subtitle:** Capstone Project – Product Matters

5.0 (E-Cell IIT Guwahati)

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**Brand:** Himalaya

**Tools Used:** Visily, Lovable, Replit, Bolt

# Product Understanding & Overview

Himalaya is a trusted herbal skincare brand with over 90 years of legacy. Despite strong market presence among older users, it lacks digital tools and personalization, leading to low engagement with Gen Z.

## The Problems

Despite its strong brand reputation, Himalaya is facing:

- 📊 Declining engagement from younger consumers (ages 18–25)
- 😞 Low relevance among Gen Z due to lack of personalization
- ➡️📱 No digital-first product experience or guided buying flow

## The Product Vision

Build a mobile-first, lightweight digital skincare companion that:

- 🧴🔮 Offers personalized routines based on skin type, concerns, and environment
- 🛍️➡️ Recommends existing Himalaya products using a guided flow
- 🖥️ Fits into Gen Z's mobile behavior with short, visually engaging UX
- 🔗 Links back to Himalaya's catalog to boost product adoption & trust

## Why This Matters

This product will help reconnect Himalaya with Gen Z, positioning it as:

- A clean, science-backed, and digitally smart brand
- Ready for the next generation of skincare buyers

# Market Research

## Gen Z Skin Care Behavior (Ages 18–25)

Digital-First by Nature

- 72% of Gen Z users discover skincare products via Instagram, YouTube, or influencers.  
They value peer reviews, social proof, and creator content over traditional ads

Demand for Personalization

- 76% want products that match their skin type, concerns, and environmental conditions.

Prefer skin quizzes, routine builders, or AI analysis tools

Clean + Transparent Ingredients

- 64% prioritize science-backed and ingredient-transparent brands.

Avoid generic products that lack clarity or education

Short Attention Spans

- Expect quick, mobile-first experiences.

Abandon sites/apps that feel outdated, cluttered, or not engaging

**“A trusted Ayurvedic brand like Himalaya needs to evolve digitally to stay relevant with Gen Z”.**

# Competitor Analysis

## How Does Himalaya Compare in the Gen Z Skincare Space?

Brand	Personalisation	UI/UX	Transparency	Mobile	Genz Appeal
Himalaya	no	Poor	Low	Weak	Low
Minimalist	yes	Good	High	Good	Strong
Plum	yes	Good	High	Great	Medium
Dot &key	yes	Great	High	Good	very Strong
mCaffeiene	basic	Bold	Clear	Fast	High

## Himalaya's Current Gaps

- No personalization or product guidance
- Site not mobile-first or quick to navigate
- Ayurvedic ingredients not explained in Gen Z-friendly language
- No digital skin journey or routine builder

# User Personas

Attribute	Aarushi (21, Delhi)	Yash (23, Mumbai)
Demographics	Female, B.Tech Student Urban(Delhi) Oil + Acne-Prone Skin	Male, Content Creator Urban(Mumbai) Combination Skin
Behaviour	-follows influencers on instagram/youtube -relies on reviews -shops online if confident	-Use Ig reels daily -Buys minimal skincare -prioritize camera friendly products
Needs	-Quick, Science- backed routine -Budget- Friendly products -balance of herbal + Scientific	-AM/PM Simplified routine -personalized product suggestions -Trusted known brands with modern feel
Frustation	-Doesn't know which product to use -website has too many unfiltered choices	-Overwhelmed by Product list -no help choosing the right product
Tech-sev Score	★★★	★★★
Platform	Instagram,Youtube	instagram, web

# User Journey – Existing (Himalaya Website)

HOME PAGE → CATEGORY (FACE CARE) → LONG PRODUCT LIST → MANUAL BROWSING → CLICK PRODUCT → ADD TO CART

## What the Gen Z User Experiences:

 Homepage	Clean design but not mobile-first or engaging
 Product Categories	Too many options with little guidance
 Product List	All products look similar, no sorting by skin type/concern
 Product Page	Ayurvedic ingredient names, not explained clearly
 Guidance	No quiz, routine builder, or chatbot
 Drop-Off	Users exit before adding to cart due to decision fatigue

## Key Pain Points for Gen Z

- No personalization
- No filters by skin type, environment, or routine step
- Lacks interactive UI like quizzes, recommendations, or UGC
- Too much product variety with no curation

*"Gen Z expects fast, guided, and mobile-first journeys.  
Himalaya's site makes them feel lost and unsupported".*

# Problem Identification

## ✗ No Personalization

- Users are not guided by skin type, concerns, or environment.
- There's no skin quiz or recommendation engine to help Gen Z make decisions.

## ⚠️ Outdated Digital Experience

- The website feels static and category-based, not mobile-first.
- Lacks the interactive, visual-first journey Gen Z expects.

## ✗ Overwhelming Product Discovery

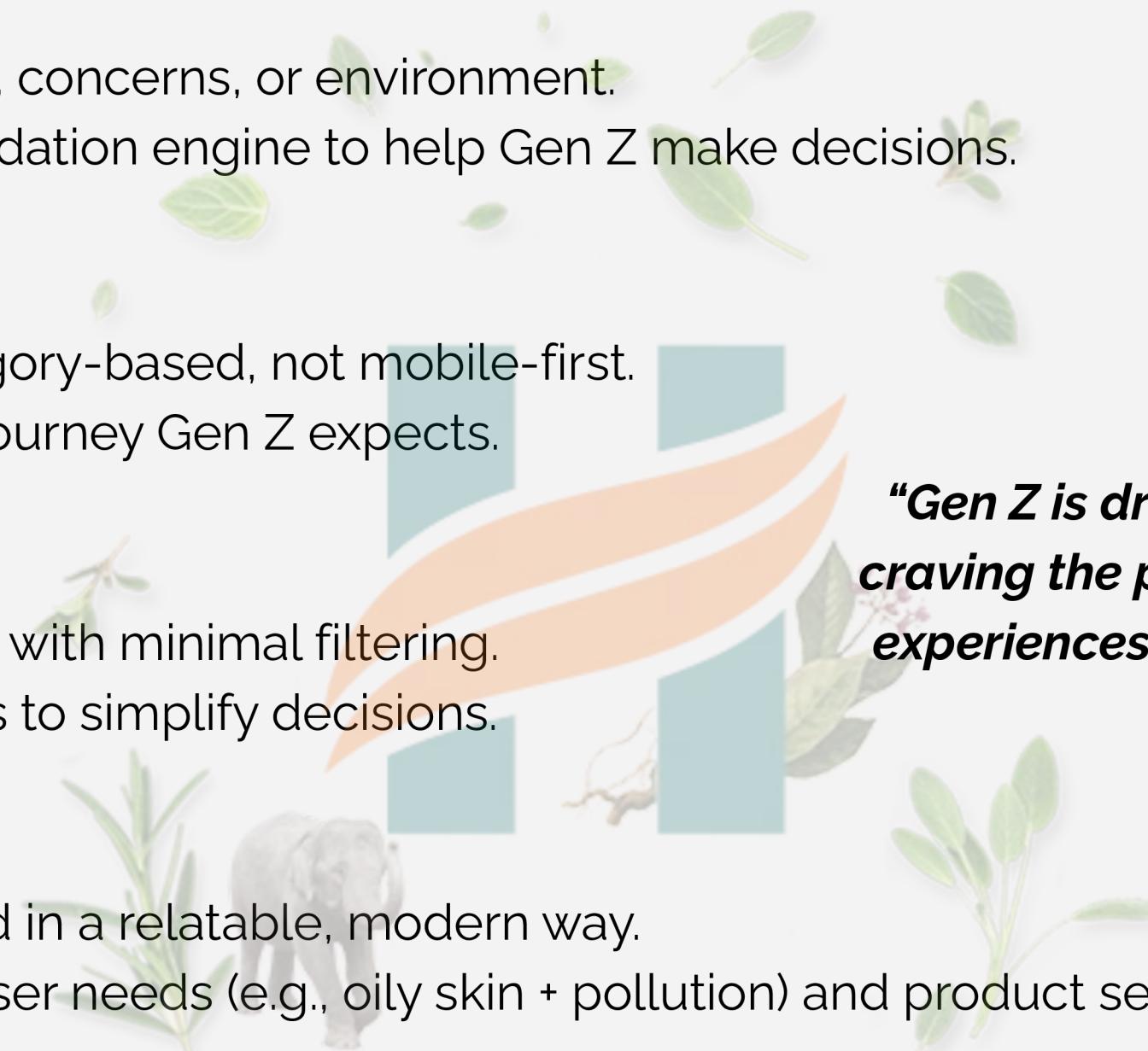
- 60+ products in just one category, with minimal filtering.
- No bundles or suggested routines to simplify decisions.

## ✗ Unclear Product Relevance

- Ayurvedic terms are not explained in a relatable, modern way.
- There's no connection between user needs (e.g., oily skin + pollution) and product selection.

## ✗ No Gen Z Engagement Hooks

- No influencer integration, no reviews from real users, no AI tools, no gamification.
- Missing out on trust-building elements (social proof, testimonials, UGC).



***"Gen Z is drifting away from Himalaya, craving the personalized, intuitive digital experiences today's skincare demands."***

# Feature Prioritization

## ◆ Must-Have Features

- ✓ Skin Type & Concern Quiz : Helps users quickly identify their skin needs and get relevant products.
- ✓ Personalized Routine Builder : Converts quiz inputs into AM/PM skincare routines using Himalaya's existing catalog.
- ✓ Product Recommendation Engine : Matches quiz results to the right products; reduces decision fatigue.
- ✓ Mobile-First Interface : Fast-loading, visually engaging UI optimized for short attention spans.

## ◆ Performance Features

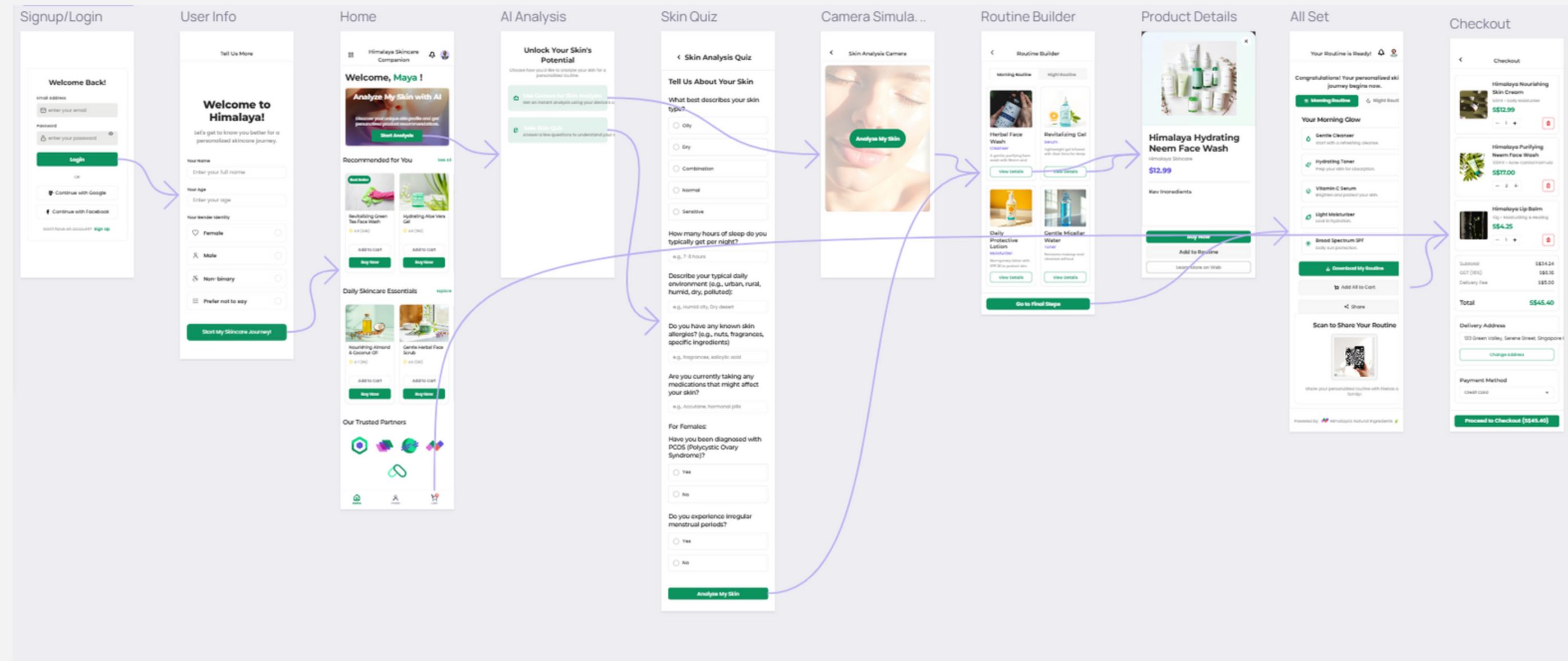
- ✓ One-Tap Add to Cart : Users can instantly add all recommended products to their cart with one click.
- ✓ Save & Share My Routine : Lets users download, save, or share their personalized routine with others.

## ✨ Delighter Features

- ✓ Ingredient Glossary : Simplifies Ayurvedic terms and builds product trust through education.
- ✓ Product Bundling (AM/PM Kits) : Groups products into simple sets that are easy to buy and follow.
- ✓ User-Generated Content (UGC) : Adds social proof via real user photos, routines, and reviews.

**“To re-capture Gen Z, Himalaya must prioritize features that deliver instant personalization, effortless navigation, and a routine-first experience—making skincare feel intuitive, modern, and made just for them.”**

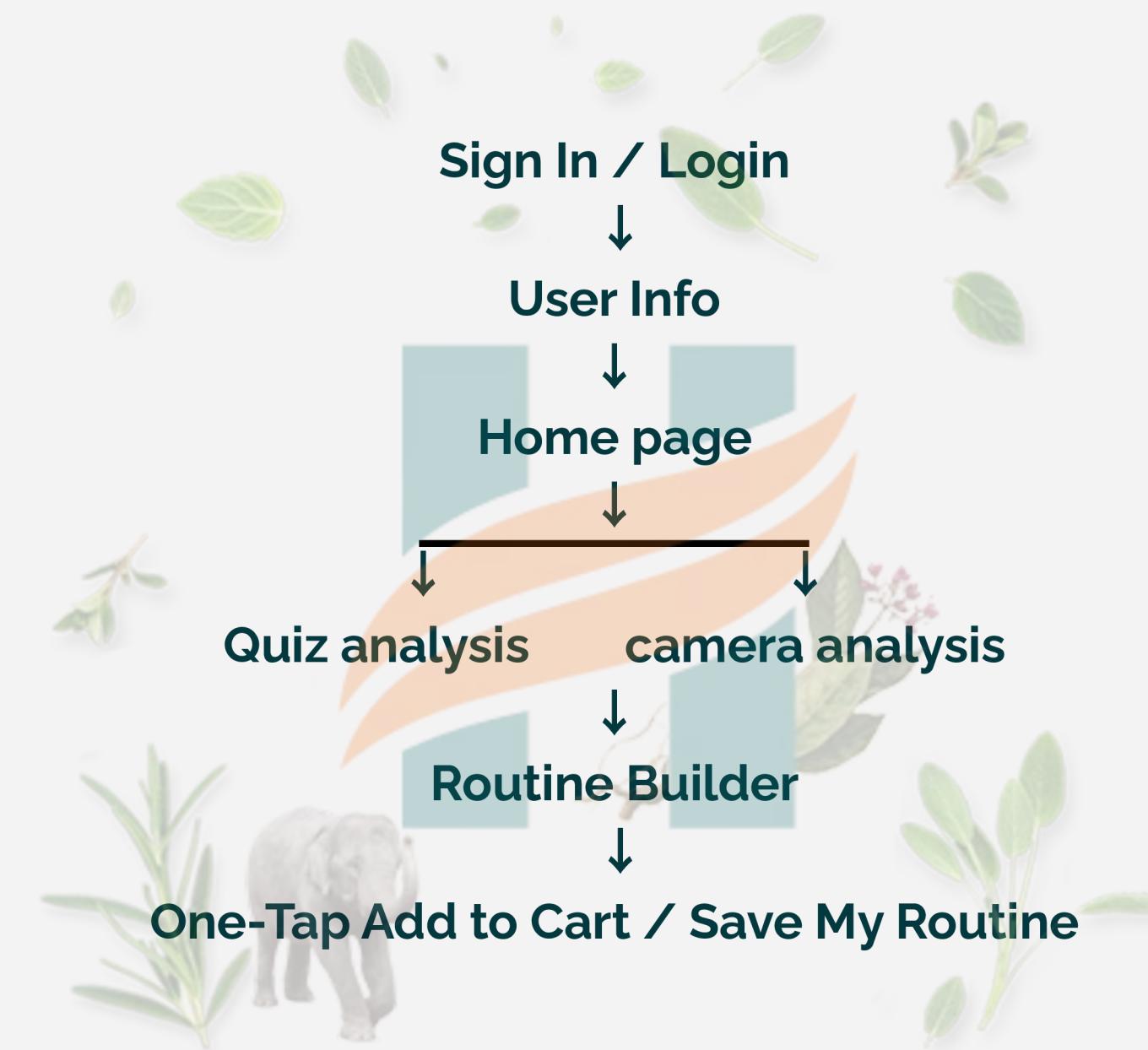
# Wireframe Analysis – Guided Digital Experience



🔗 View Complete Wireframe Flow Here:

<https://app.visily.ai/projects/77095364-2379-49eb-8130-70d606fa5318/boards/2058589>

# User Journey through new Prototype



Try the prototype ➡ <https://glow-himalaya-guide.lovable.app/welcome>

# Go-To-Market (GTM) Strategy – Reaching Gen Z Where They Are

**Drive awareness, engagement, and adoption of the Himalaya Digital Skincare Companion by combining brand trust with Gen Z's digital behavior.**

## Key GTM Channels & Tactics :

- QR Codes on Product Packaging – Scan to get your personalized skincare routine / Links directly to quiz/routine builder from products / Makes retail products digitally interactive
- Instagram & Reels Campaign - Partner with Gen Z skincare influencers / Use trending audio and short-form demos/ Launch challenge: #MyHimalayaRoutine
- YouTube Shorts & Influencer Collabs - "Trying the new Himalaya routine builder!" series / Before/after skincare vlogs featuring the app
- Website Widget Integration - Add quiz as a widget on the homepage / CTA: "Not sure what to use? Let us build your routine!"
- Referral Campaign - "Get ₹50 off when a friend builds their routine" / Shareable routine = viral growth

# Metrics & KPIs – Measuring Success

To ensure we're delivering real value to Gen Z users and driving business outcomes for Himalaya, we will track the following Key Performance Indicators (KPIs):

## User Engagement Metrics

- Quiz Completion Rate

% of users who complete the full skin quiz

Goal: 70%+

- Routine Engagement Rate

% of users who view or interact with their personalized routine

Goal: 65%

- Add to Cart Rate (Routine Products)

% of users who add at least one product from their routine

Goal: 30%

## Retention & Loyalty

- Returning Users (7-day)

How many users revisit the app within a week

Goal: 40%

- Save/Download Routine Rate

% of users who save or share their skin routine

Goal: 50%

## Business Impact Metrics

- Routine-to-Purchase Conversion

% of users who complete a purchase after building a routine

Goal: 25%

- Referral Rate

% of users sharing the app through referral feature

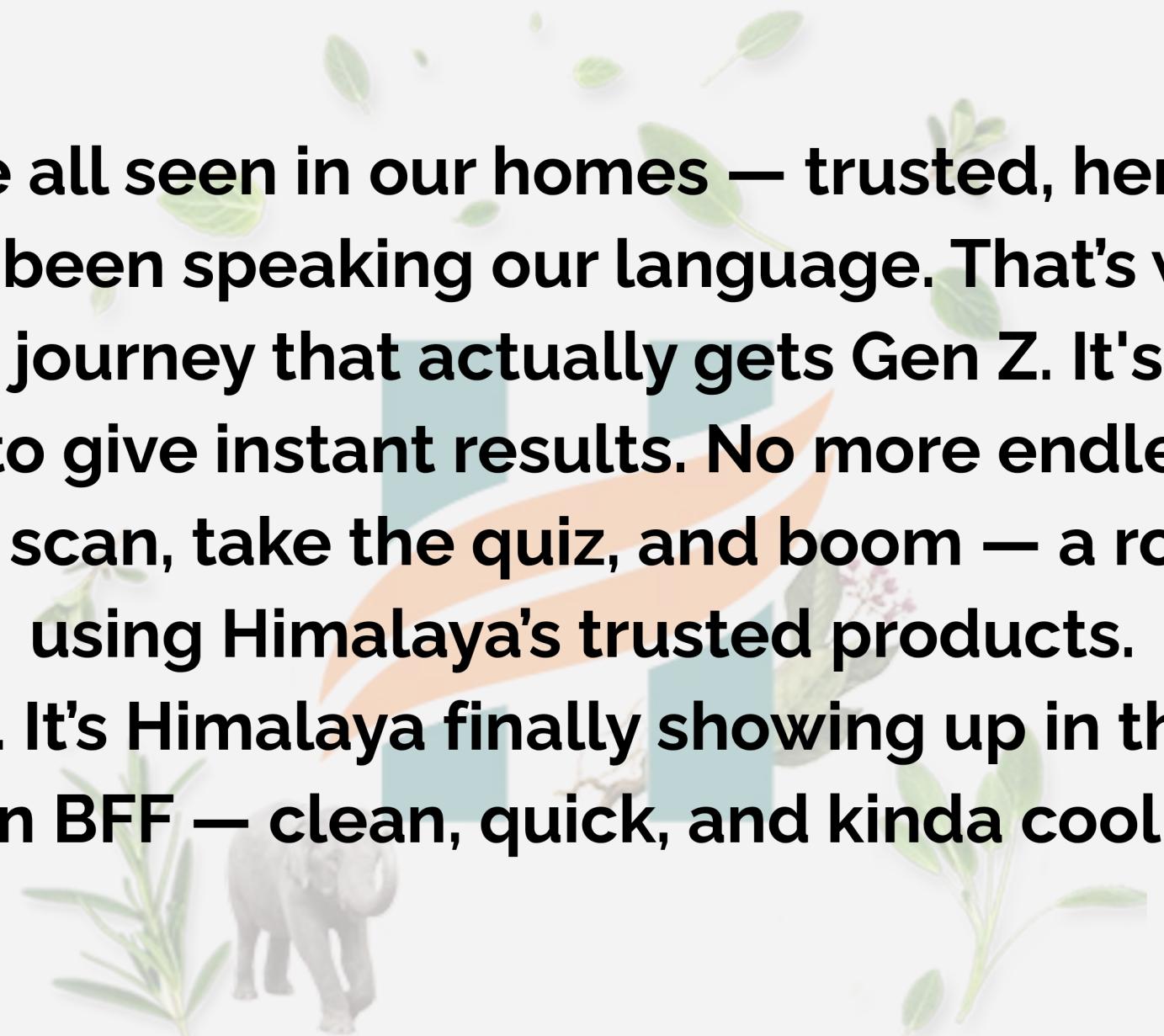
Goal: 15%

- Net Promoter Score (NPS)

User satisfaction based on "How likely are you to recommend this?"

Goal: NPS 40+

# Conclusion – From Legacy to Lovable



Himalaya is a brand we've all seen in our homes — trusted, herbal, and everywhere. But let's be honest: it hasn't been speaking our language. That's where this idea steps in. We've created a skincare journey that actually gets Gen Z. It's mobile-first, quiz-based, super simple, and built to give instant results. No more endless scrolling or guessing which product fits. Just scan, take the quiz, and boom — a routine made just for you using Himalaya's trusted products.

This isn't just another app. It's Himalaya finally showing up in the digital space like a true skin BFF — clean, quick, and kinda cool 😎.