

Proposal for Final Project

Introduction

In today's beauty and skincare industry, consumers face an overwhelming number of product choices, many of which contain allergens, irritants, or ingredients that may not be suitable for their skin type. For individuals with sensitive skin, allergies, or specific dermatological conditions, finding safe and effective products can be a frustrating and risky process. My final project will address this issue by designing a web application that allows users to submit their skin type, concerns, and medical documentation related to skin allergies. The application will analyze this information and provide personalized recommendations for safe makeup, skincare, and lotions. By integrating research on skincare ingredients, user needs, and medical insights, this project aims to bridge the gap between personal skincare needs and product safety.

Significance of the Topic

This topic is significant to me right now for several reasons. As a UX/UI designer, I am passionate about creating digital solutions that improve people's lives, particularly in areas that involve accessibility, personalization, and health. Many skincare and beauty websites focus on marketing rather than consumer well-being, often making it difficult for individuals to find products that align with their medical needs. This project presents an opportunity to combine user experience design, research, and practical application to solve a real-world problem. Additionally, I recognize that marginalized communities often lack access to dermatological care or clear information about skincare ingredients. Many people rely on trial and error when selecting products, which can lead to adverse reactions. By building a user-friendly, research-backed platform, I hope to contribute to a more inclusive and safe skincare industry.

Research Artifacts

To develop an informed and well-rounded project, I will incorporate three distinct research artifacts:

User Research Interviews – I will conduct interviews with individuals who have experienced difficulty finding safe skincare products. These may include people with eczema, rosacea, acne-prone skin, or severe allergies. Their insights will help shape the app's functionality, particularly in terms of what information users need and how they search for products.

Expert Consultation with Dermatologists or Skincare Specialists – I plan to interview a dermatologist or skincare expert who can provide insights into common allergens, the science behind ingredient interactions, and best practices for recommending skincare. This will ensure that the app is not only user-friendly but also medically accurate.

Competitive Analysis of Existing Skincare Apps and Platforms – I will analyze existing skincare recommendation tools such as SkinSAFE, Think Dirty, and INCIDecoder. This research will help identify gaps in the current market, such as missing personalization features, limited ingredient transparency, or poor user experience. Understanding what competitors do well (and what they lack) will allow me to design a superior product.

Learning Objectives

Between now and the end of the semester, I aim to deepen my understanding of several key areas:

User Needs and Behaviors – Through interviews and surveys, I hope to learn how users currently research skincare products, what challenges they face, and what solutions they wish existed. This will help refine the app's features and overall usability.

Ingredient Analysis and Medical Considerations – By consulting dermatologists and reviewing research on skincare ingredients, I want to understand the most common irritants and allergens in beauty products. This knowledge will be essential for developing the recommendation algorithm.

UX/UI Best Practices for Healthcare and Personalization – Since this project involves sensitive medical data and highly individualized recommendations, it will be critical to design an intuitive and secure user interface. I will explore UX best practices for personalization, form inputs, and data privacy in healthcare-related applications.

Technical Feasibility and Implementation – While this project is primarily a UI/UX case study, I want to explore how it could be developed into a functional web application. This may involve researching APIs for ingredient databases, potential machine learning integrations for personalized recommendations, and data security considerations.

Conclusion

This project is an opportunity to create a meaningful digital experience that empowers users to make safer, more informed skincare choices. By combining user research, expert insights, and competitive analysis, I aim to develop a high-fidelity prototype that demonstrates a thoughtful, user-centered solution. The insights gained through this project will not only enhance my UX research and design skills but also contribute to a broader conversation about accessibility and transparency in the beauty industry.

Through this final project, I hope to design an application that could one day become a real tool for individuals seeking personalized skincare solutions. By prioritizing user needs and medical accuracy, this project aligns with my personal and professional goals as a UX designer dedicated to solving real-world problems.