

# Creative Exploration

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**Explanation:** I'm using the creative exploration to synthesize my findings from my research artifacts. Explain the solution I came to. I will show the sitemap, logos and slogans.

## Key Problems

### 1. Confusion & Overwhelm in Product Selection

→ Users rely on reviews but struggle to assess ingredient safety and compatibility with their skin.

### 2. Ingredient Uncertainty & Adverse Reactions

→ Many users face breakouts or irritation but don't know what caused them; "hypoallergenic" labels are misleading.

### 3. Lack of Personalization

→ Few existing tools provide deep, condition-specific recommendations or adapt to skin changes over time.

### 4. Low Trust in Marketing / Labeling

→ Consumers are wary of greenwashing, vague claims, and poor transparency.

### 5. Desire for Sustainability & Ethics

→ Some users value ethical sourcing and want tools that guide them in eco-conscious decisions.

### 6. Limited Educational Content

→ Users often don't understand what ingredients do or how to identify allergens or avoid bad combinations.

# Product & Solution Concepts

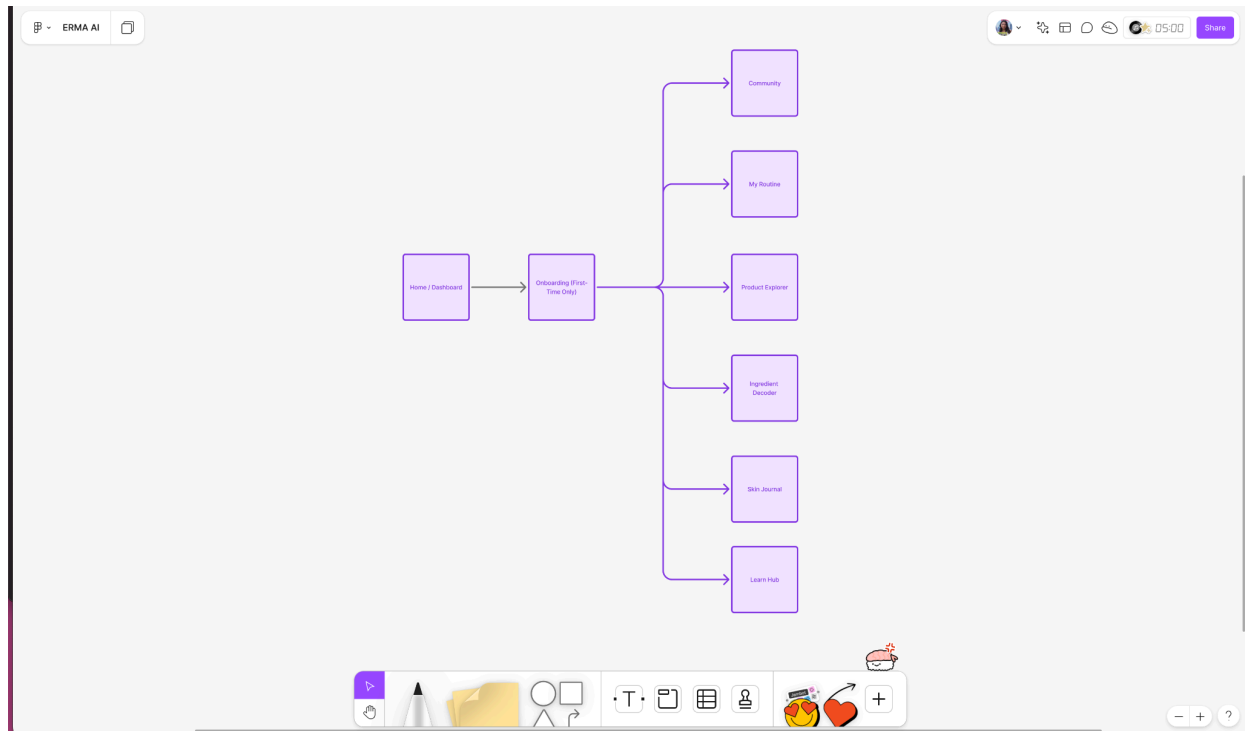
## Erma AI Personalized Skincare Recommendation App

An AI-driven platform that gives users custom routines and product suggestions based on their skin profile, allergies, lifestyle, and environmental context.

### Key Features:

- Smart skin quiz & daily/seasonal trackers.
- Ingredient allergy checker (flagging food allergens or common irritants).
- Interaction checker (warns when two products shouldn't be layered).
- Routine builder for morning/evening based on the "CTMP" framework (Cleanse, Treat, Moisturize, Protect).
- Dermatologist-backed content feed explaining why things work (not just *what* works).

## Site Map



## Logos

These are the two logos. I tried to have a calm, soft, warm tone approach, The first one was more pointing towards sustainability, the second one is about a more scientific aesthetic. It's showcasing skin as layers. Personally, I liked the second one because I can tell its for skincare more than the leaf one.



## Slogans

“Smarter skincare starts with Erma.”

“Your skin. Your data. Your glow.” or “Where skincare meets clarity.”

*“Erma is your personal skincare companion — powered by AI and dermatology insights to help you choose safer, smarter products with confidence.”*

*“Decode ingredients. Discover confidence.”*