

Creative Exploration

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

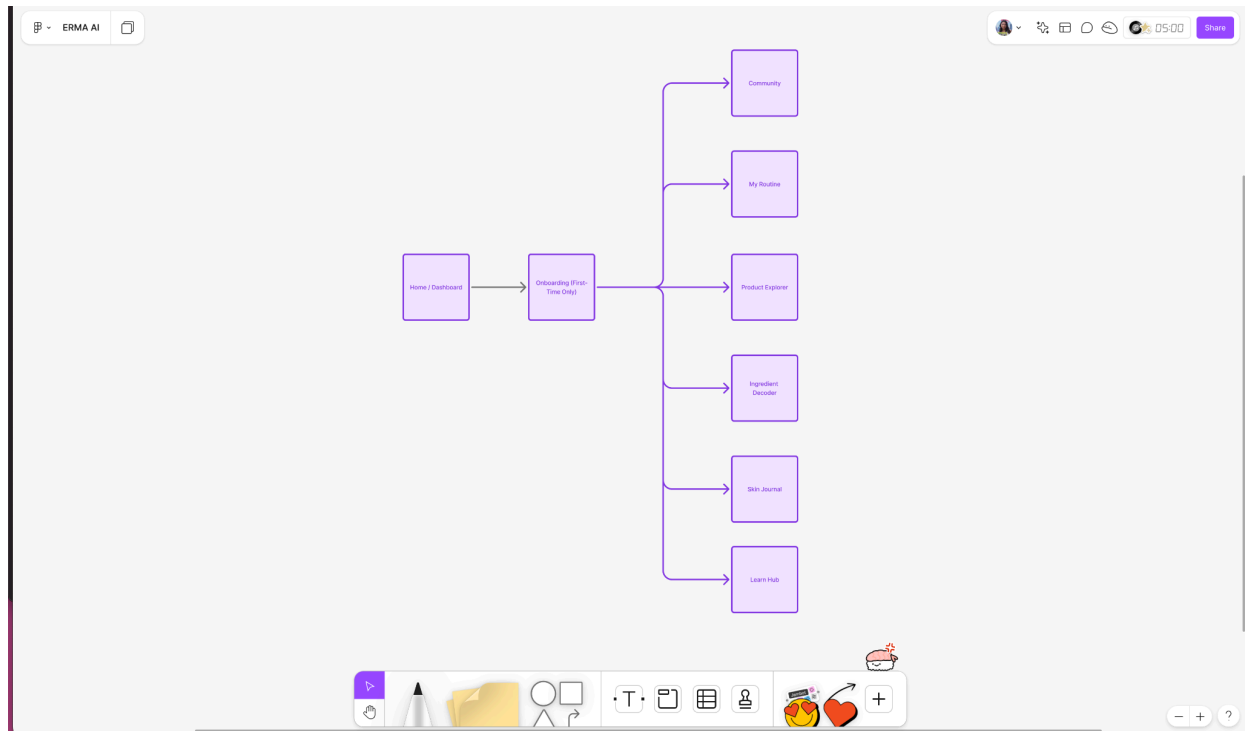
Erma AI Personalized Skincare Recommendation App

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.”