

Affinity Diagram (Comments from Open Ended Question 3, 4, 5, 7 of Interview; Frustrations, Needs, Other Desires Comments from User Personas)

Design a Game that teaches skincare		Design a Game that teaches how to customise a skincare routine that fits me.			
Benefits of proper facial care: Physical and Health benefits.	Insufficient Knowledge, too much information available.	Skincare is not of priority to me.	Skincare is too Expensive.	Skincare is not for me because I am a male.	Skincare is too specific.
Im ugly	Too many products, don't know what to use	Buy cheapest, spend the rest on games	I rather spend money on my dental health instead of skin	Too gay to pay attention to products, just use anything I see	Customizable skin-care routine.
I don't want my face to look dry and be full of pimples	I don't have enough knowledge on the subject	I only use facial wash	I just use what my mother buys, save money	Army only teach me to use Garnier Male scrub and camo cream	Struggles with finding one routine that works for them.
Nice skin makes me feel confident	Only water, does it really matter though?	I only wash face after I gym	Knowledge on products to help her spend money smartly	Skincare is for girls, no hate	Struggles to keep to a single routine
hygiene wanna look presentable	Isn't just water sufficient? Do the products really matter?	I only use facial wash to freshen up and revitalise myself	Needs to learn how to identify what products are both affordable and suitable for her skin type.	My male friends will laugh at me for using these feminine products	Struggles with finding one routine that is simple and works for them.
I have a really bad acne vulgaris condition	Too many, no clue on what to use, and in which order to use them.	In the end I get lazy to do my full skincare routine as there are too many steps	Learn that there are cheaper alternatives to certain products.	I blame my acne on puberty that is all. Males got more pimples	
To be honest, I just tell them to use instagram filters. Instant "skincare"	Aren't all creams the same ?	I Stay Up Till Dawn, where got time to do skincare	Needs to learn how to identify what products are both affordable and suitable for her skin type.	Learn that skincare is for anyone, not just ladies.	
Need it to look nice to get boyfriend and impress my girl friends	I do not even know my skin type, Singapore is so hot that my face just feels only 24/7	I only wash my face on a whim when I am showering. I don't explicitly follow a morning and night routine. Impromptu washes are more convenient	A simple, cheap yet effective routine that they can stick to.	Learn that there are products marketed as "for males" too.	
My skin is just too precious	I tried to get some skincare tips online, but I got overwhelmed by the amount of options and products - cleanser, toners, serums and treatments, eye creams, acne spot treatments, moisturizer, face oil. So I just use the basic facial wash	Lazy, only washing cuz my mother tells me to	Finds skincare products expensive.	Needs a "non-girly" game – no flowers, no pink icons.	
Needs to see the benefits of proper skincare.	I have no clue on what to spend on, as some facial products off the shelf are really expensive	I don't think facial care is very important as I stay indoors everyday	Does not understand why people spend so much on skincare products.	Dislikes guys using facial products as he finds them feminine.	
Requires straightforward reasons to why he should invest in some skincare products.	I do not know how much is considered cheap or expensive, some creams in Watsons even cost 50 bucks for a small tube.	Needs a non-time-consuming game that will not compromise her other priorities Simple game with simple interface	Hesitant to spend money for something that may end up not being suitable for her	Does not see the importance of skincare at all to a guy.	
Needs knowledge of skincare that is easily retainable and implemented	Wait, do people even pay attention ?	Does not like to spend too long on their skincare routines.	Spends unnecessarily as too many products in the market.		
Irks whenever she does not cleanse her face every night.	I don't know the difference between toner, serums, creams etc	Does not understand the amount dedication and effort required to take good care of their skin	Spends too much time and money on daily morning and nighttime skincare routines.		
	I just use whatever I see in the toilet	Spends too much time and money on daily morning and nighttime skincare routines.			
	What is even a toner ? I just use face wash only that is all.				
	I don't think my friends will even care about skincare				
	A faster and simpler skincare routine that covers all her needs				
	Needs a game that will ease him into the realm of skincare – game cannot be too intimidating from the get-go.				
	An overview/summary of pre-existing routines to get a general idea of what is available to them in terms of skincare routine				
	Does not understand why there must be so many different methods/types of skincare products				