I'm trying to Which makes me feel Because Incredibly fulfilled when I can I believe that everyone deserves to As a dedicated skincare and Create a space where I also understand the overwhelming feel confident in their skin and empower my readers to beauty enthusiast, I'm deeply nature of the beauty industry, with fellow beauty aficionados express their unique style through make informed decisions passionate about exploring the its constant influx of new products can discover insightful makeup, I'm here to simplify the about their skincare and latest trends and products in the and trends, which can make it process by sharing my experiences cosmetics reviews, helpful tips challenging to navigate. world of cosmetics. and knowledge.





I want to have clear, radiant skin

I'm concerned about aging signs like wrinkles and fine lines

I wonder if this product will really work for my skin type

I want to achieve a natural, healthy glow without looking overdone

Ineed products that are safe for sensitive skin

> Skincare Cosmetics

The "Skincare Cosmetics" persona represents a typical target customer for skincare and beauty products.

See an example

I need a skincare routine that's simple and doesn't take too much time

Researches online for skincare product reviews and recommendations

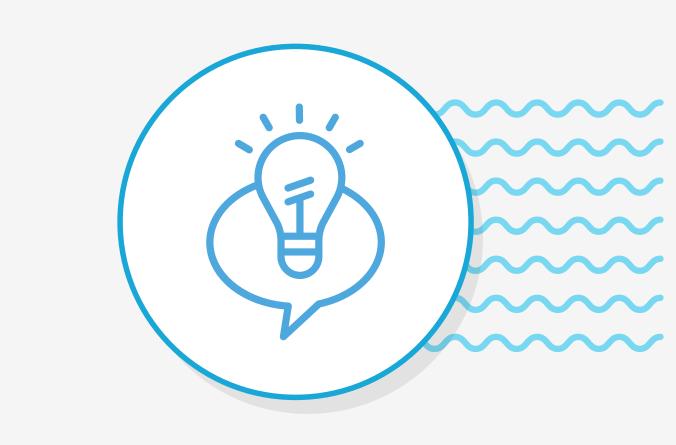
Visits skincare stores to try out different products

Concerned about the condition of their skin

Frustrated when a product doesn't deliver promised results Happy and confident when their skin looks and feels healthy

Follows a skincare routine daily, including cleansing, moisturizing, and sunscreen application





Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going. 10 minutes

- Team gathering
- Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal Think about the problem you'll be focusing on solving in
- Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

Open article →

the brainstorming session.

productive session.

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes



PROBLEM

One prominent issue in the skincare cosmetics industry is the prevalence of misleading marketing and exaggerated product claims. Many skincare products promise miraculous results, such as complete wrinkle elimination, overnight acne clearance, or instant skin

Tamilarasi

Brainstorm

• 10 minutes

products that are free, and made with

with eco-friendly packaging and biodegradable mulations. Highlight the use of natural and ethically sourced ingredients.

skincare solution that uses AI to analyze skin conditions

Tom

Priyadharshini

needs. The app could

Sandhiya

Vaishnav Karthikha

Group ideas

① 20 minutes

Take turns sharing your ideas while clustering similar or related notes as you go. Once all bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

Persona-Based

Market Research: Begin with thorough market research to identify trends, consumer needs, and gaps in the skincare cosmetics industry. Understanding the competition and target audience is crucial to shaping product ideas.

Personalization: Consider personalized

skincare solutions, like custom-blended products based on individual skin types, concerns, and goals. This can enhance customer loyalty.

Customization and

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Approach: Crea by considering eco-friendly ingredients and personas representing different customer segments, each with packaging. Ethical unique preferences and sourcing and cruelty-free practices can be concerns. Tailor product ideas to meet the specific attractive to conscious needs of these personas. consumers.

Product Line Variety: Develop a range of products to address different skincare concerns, including cleansers, serums, moisturizers, and sunscreens. Offering a comprehensive line can cater to a broader customer base.

Testing and Quality Control: Ensure rigorous product testing and quality control to prevent adverse reactions and

deliver consistent results.

Safety and efficacy

should be paramount.

Prioritize

Importance

in our daily

lives as they

contribute to

physical well-

being and

self-esteem.

both our

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

O minutes

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Skin: The foundation of

skincare cosmetics is the

importance of maintaining healthy skin. Healthy skin

not only looks better but

also acts as a barrier

against various environmental factors.

Sustainability and Ethical

concerns grow, prioritize

sustainability and ethical

practices in your skincare

cosmetics line. This includes

using eco-friendly packaging,

Quick add-ons

Share the mural Share a view link to the mural with stakeholders to kee

After you collaborate

might find it helpful.

You can export the mural as an image or pdf

to share with members of your company who

Export the mural Export a copy of the mural as a PNG or PDF to attach to

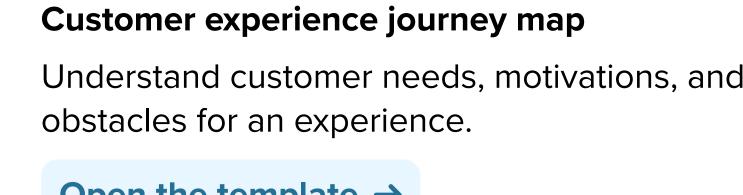
emails, include in slides, or save in your drive.

them in the loop about the outcomes of the session.

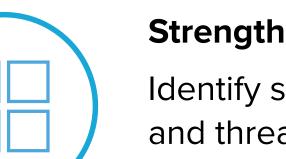
Keep moving forward

Strategy blueprint

Open the template →

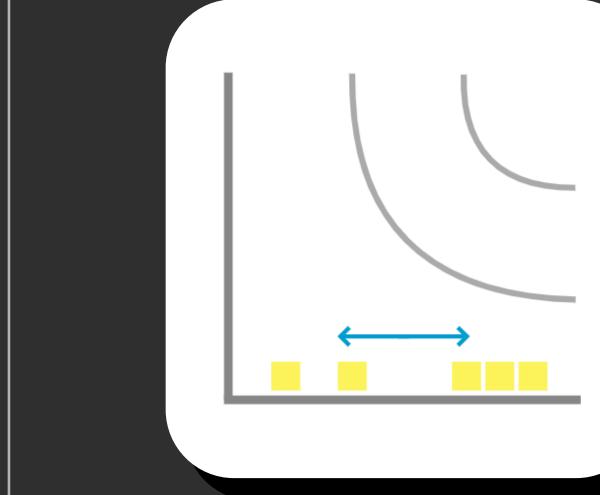


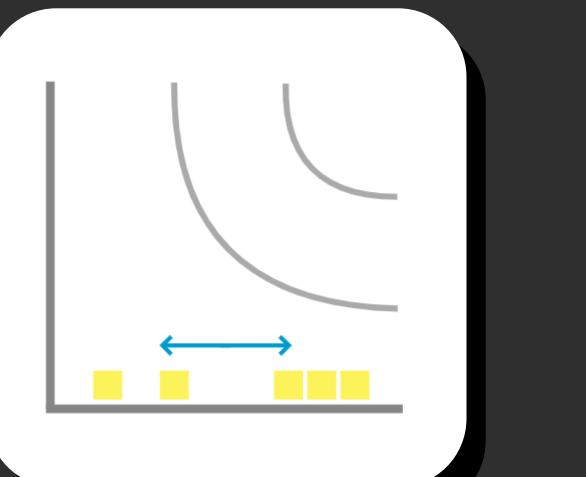
obstacles for an experience. Open the template →

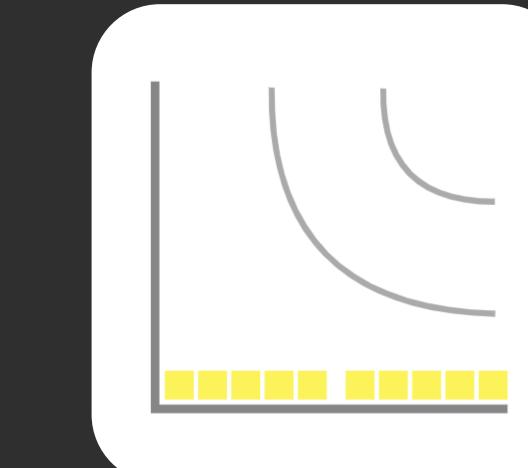


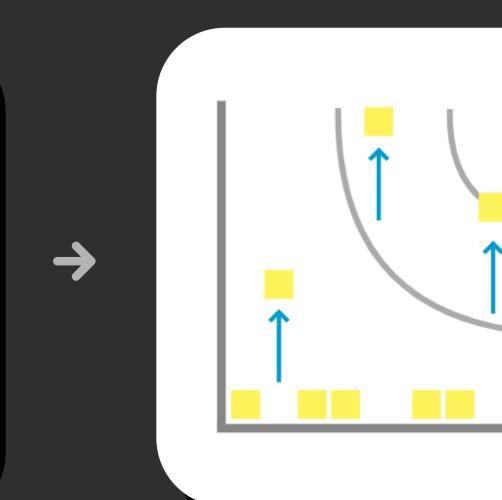
Strengths, weaknesses, opportunities & threats Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

It is also evident as the skincare











avoiding harmful chemicals and allergen.

Personalization: T

skincare cosmetics industry

Prioritize offering products

that can be tailored to

concerns.

individual skin types and

