# **Jobs to Be Done**

## **1. Acne-Prone Consumer (Core Segment)**

**Jobs to Be Done**

* Identify the cause and type of acne.
* Learn which ingredients or treatments are most effective for their specific skin type.
* Build and follow a simple, consistent skincare routine.
* Find affordable and safe products that actually work.
* Track skin progress visually over time.

**Expertise They Seek**

* Dermatology and skin science expertise.
* Ingredient chemistry (e.g., retinoids, niacinamide, salicylic acid).
* Product formulation safety and efficacy data.
* Clinical research or NHS-backed medical advice.

**Trusted Sources**

* NHS and DermNet for medical definitions and guidelines.
* YouTube dermatologists (e.g., Dr. Dray, Dr. Sam Bunting).
* Reddit’s SkincareAddiction and AsianBeauty communities.
* TikTok and Instagram dermatology educators.
* Online reviews and Amazon verified buyer feedback.

## **2. Science-First Skincare Enthusiast**

**Jobs to Be Done**

* Validate skincare advice using scientific literature.
* Evaluate ingredient efficacy using data, not marketing.
* Compare formulations and concentrations across brands.
* Understand how ingredients interact (pH balance, irritants, combinability).
* Stay updated on the latest dermatological and cosmetic science.

**Expertise They Seek**

* Cosmetic chemistry and pharmacology.
* Access to peer-reviewed research and clinical trials.
* Knowledge from regulatory or academic dermatology experts.
* Quantitative frameworks for comparing ingredients and efficacy.

**Trusted Sources**

* PubMed and Google Scholar.
* The INCI Decoder database.
* Cosmetic Ingredient Review (CIR) reports.
* Science-backed skincare blogs and Substacks.
* Podcasts hosted by dermatologists or cosmetic scientists.

## **3. Busy Professional (Time-Constrained Skincare User)**

**Jobs to Be Done**

* Quickly identify products that are safe, effective, and easy to use.
* Maintain clear skin under stress and environmental exposure.
* Simplify skincare into a manageable routine.
* Save time by avoiding trial-and-error purchases.

**Expertise They Seek**

* Practical dermatology and aesthetic medicine.
* Trusted curation of multi-tasking products.
* Advice tailored to sensitive or aging skin.
* Streamlined recommendations with proven results.

**Trusted Sources**

* NHS skincare guidance.
* Healthline and WebMD for general overviews.
* YouTube reviews summarizing product efficacy.
* Recommendations from pharmacists or dermatology nurses.
* AI assistants or apps with medical data validation.

## **4. Men’s Skincare Beginner**

**Jobs to Be Done**

* Understand the basics of skincare without jargon.
* Fix acne, razor bumps, and ingrown hairs.
* Adopt a minimalist daily routine that fits into existing habits.
* Buy products that are effective, affordable, and easy to use.

**Expertise They Seek**

* Straightforward, non-intimidating skincare coaching.
* Evidence-backed routines for men’s specific concerns.
* Advice that blends grooming, shaving, and skin health.

**Trusted Sources**

* YouTube and TikTok creators focused on men’s skincare (e.g., James Welsh, Alex Costa).
* Reddit’s SkincareAddictionMen community.
* Trusted retail sites like Boots, Amazon, and Target.
* Peer reviews and before–after photos.

## **5. Post-Acne Healer (Maintenance & Recovery User)**

**Jobs to Be Done**

* Fade acne scars, hyperpigmentation, and redness.
* Rebuild skin barrier strength.
* Prevent future breakouts while repairing damage.
* Identify safe use of actives (retinoids, acids, niacinamide).

**Expertise They Seek**

* Dermatology and cosmetic chemistry for scar repair.
* Ingredient sequencing and routine design.
* Guidance on exfoliation limits and active combinations.
* Evidence-based product layering strategies.

**Trusted Sources**

* Dermatology journals and clinical reports.
* Specialist dermatologists and estheticians on YouTube.
* Brands with scientific transparency (e.g., The Ordinary, La Roche-Posay).
* Reddit’s skincare science communities.
* Community forums sharing verified before–after results.

## **6. Secondary Contributors and Partners (Experts and Curators)**

**Jobs to Be Done**

* Contribute verified scientific data or expert commentary.
* Publish skincare research and ingredient analyses.
* Educate consumers through accessible summaries.
* Build credibility and visibility through Cleen’s platform.

**Expertise They Provide**

* Dermatology, cosmetology, and medical research.
* Machine learning or computer vision for skin diagnostics.
* Consumer health and safety regulation.

**Trusted Sources**

* PubMed, ResearchGate, and dermatology society publications.
* WHO, NHS, and American Academy of Dermatology resources.
* University research repositories.

## **Strategic Insights**

1. Cleen’s audience seeks **validation, not marketing** — factual, scientific, and personalized guidance.
2. The dominant **trust anchors** are medical-grade sources (NHS, PubMed) and influencer dermatologists who simplify complex topics.
3. A **RAG-based explanation layer** that cites real studies in plain English will outperform generic AI advice.
4. Partnering with **visible experts** (dermatologists, cosmetic chemists, or pharmacists) can accelerate credibility and retention.
5. Integrating data visualizations, ingredient scoring, and side-by-side comparisons will satisfy both analytical and everyday users.