

# PROCTRAC

## SkinSync

*Heads up high. The absolute allure*

The aesthetic appeal is new sophistication. Other than just the aesthetic, modern luxury is confidence and conviction. The product marketing strategy or product line encapsulates this idea and provides a conceptualization of comfort in confidence; “Wear your confidence”.

# Problem Statement

## Problem/ Impact

In the fast-paced beauty industry, customers struggle to find suitable skin care products and services, wasting time and money on ineffective solutions. This **lack of personalized guidance** diminishes both customer satisfaction and trust in the brand's expertise.

## Objective

To tackle these issues and **transform the beauty consulting process**, we aim to utilize AR/VR technologies. Our goal is to provide customers with the knowledge to make time- and money-saving decisions while fostering a sense of trust in the L'Oréal brand by offering precise and customized advice.

## Effect

Consequently, customers may feel overpowered by the abundance of alternatives and turn to trial and error. This inefficiency in the decision-making process results in consumers wasting their precious time and spending money needlessly on goods or services that might not meet their needs.

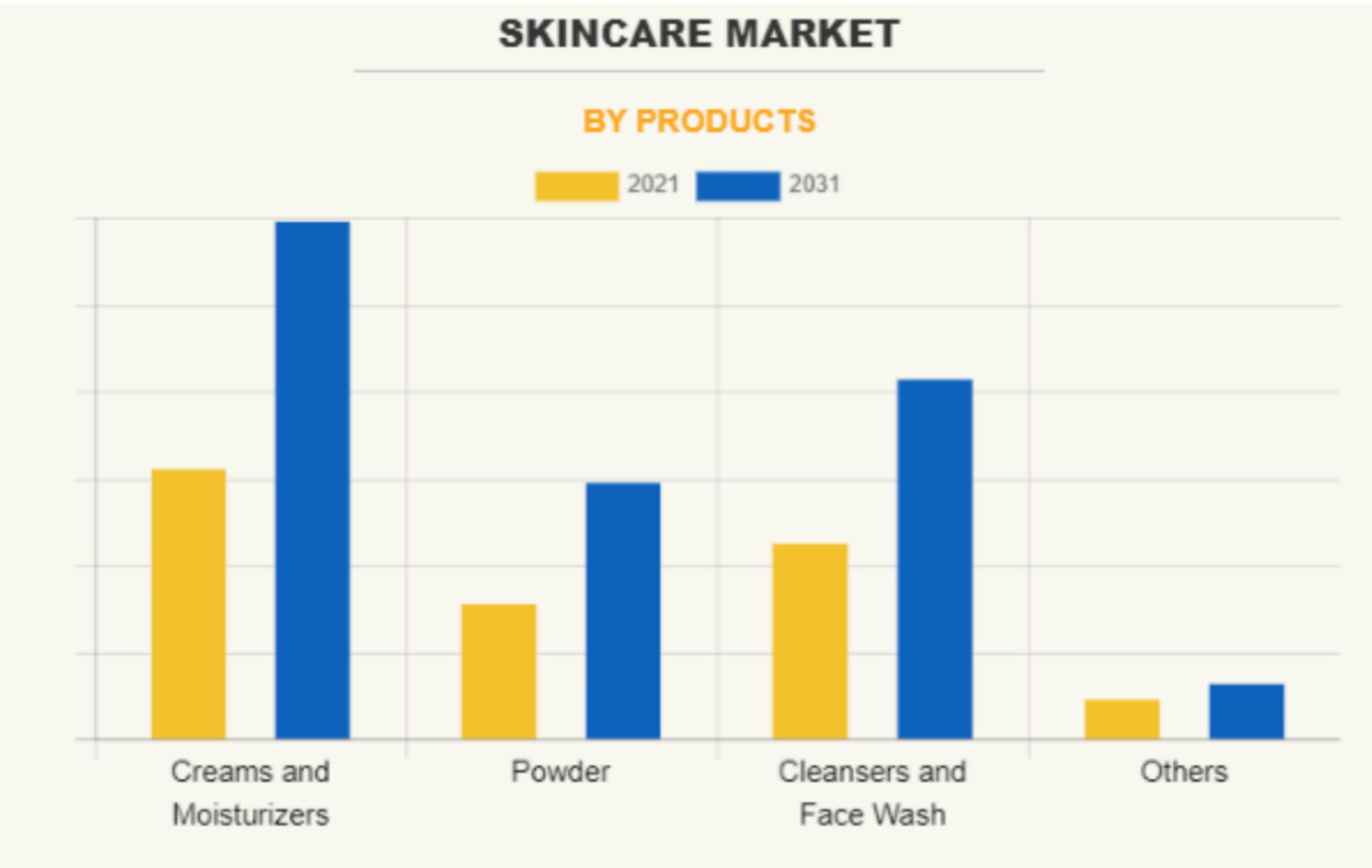
## Goal

Aiming to develop a Virtual Reality (VR) or Augmented Reality (AR) model designed to analyze users' skin types and recommend specific skincare products tailored to their individual needs.



# Market Research

<b>Market Projection</b>	Projected to reach \$273.3 billion by 2031, growing at a CAGR of 6.7%
<b>Distribution Channel</b>	Online shopping dominates skincare product sales
<b>Consumer Demographics</b>	Growing demand from women for anti-aging products
<b>Packaging Preference</b>	Tube packaging favored for branding and protection



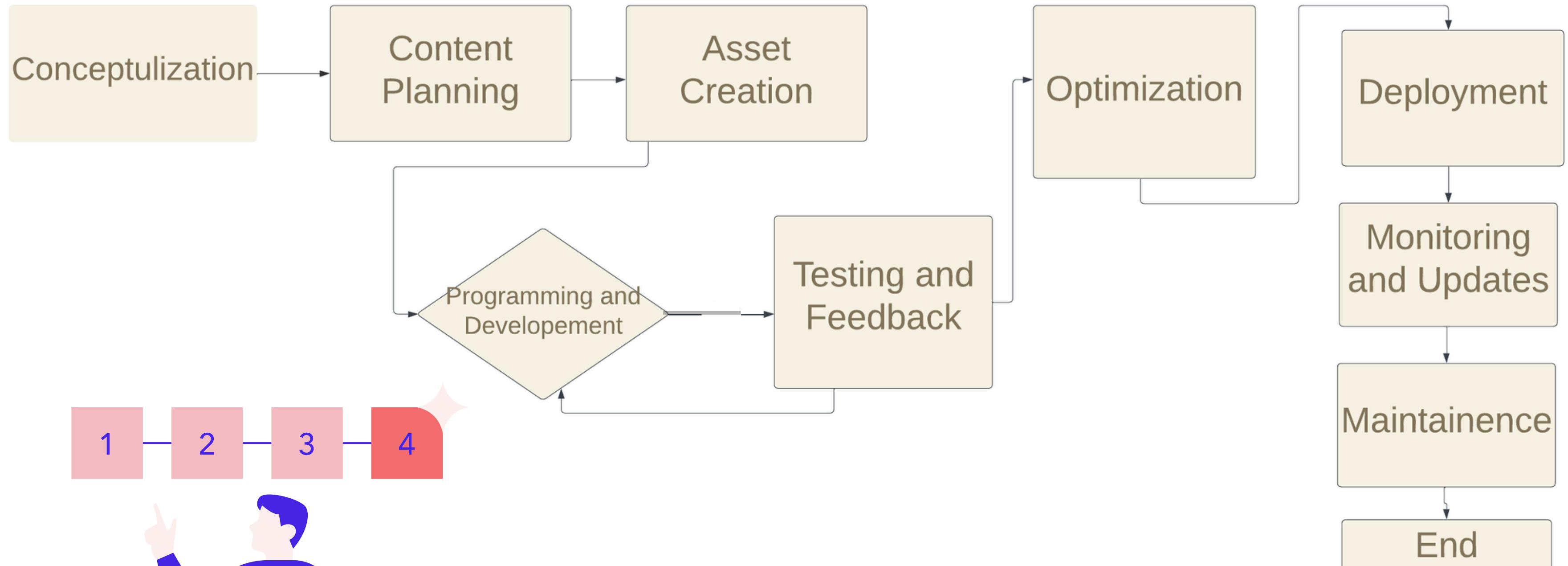
# Our Product

## SkinSync *"Wear your confidence"*

- Fully Customizable
- Immersive Control
- Adaptive Technology



# Work flow- VR setup



# Tech Stack

## Frontend Development

- Virtual Reality (VR) Interface: HTML, CSS, JavaScript (Three.js or A-Frame)
- User Interface (UI): React.js or Vue.js.

## Backend Development

- Server-Side Logic: Node.js, Python (Django or Flask).
- Database Management: MongoDB, PostgreSQL.
- API Integration: Third-party APIs for skincare recommendation algorithms and product databases.
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# Tech Stack

## Augmented Reality (AR) and Skincare Recommendation

- Machine Learning (ML) Models: TensorFlow, PyTorch
- Data Processing: Libraries for data preprocessing.
- Cloud Computing: AWS, Google Cloud Platform, Microsoft Azure.

## Integration and Deployment

- Version Control: Git
- Continuous Integration/Continuous Deployment (CI/CD): CI/CD pipelines.
- Containerization: Docker.
- Deployment Platforms: AWS, Heroku, Microsoft Azure.

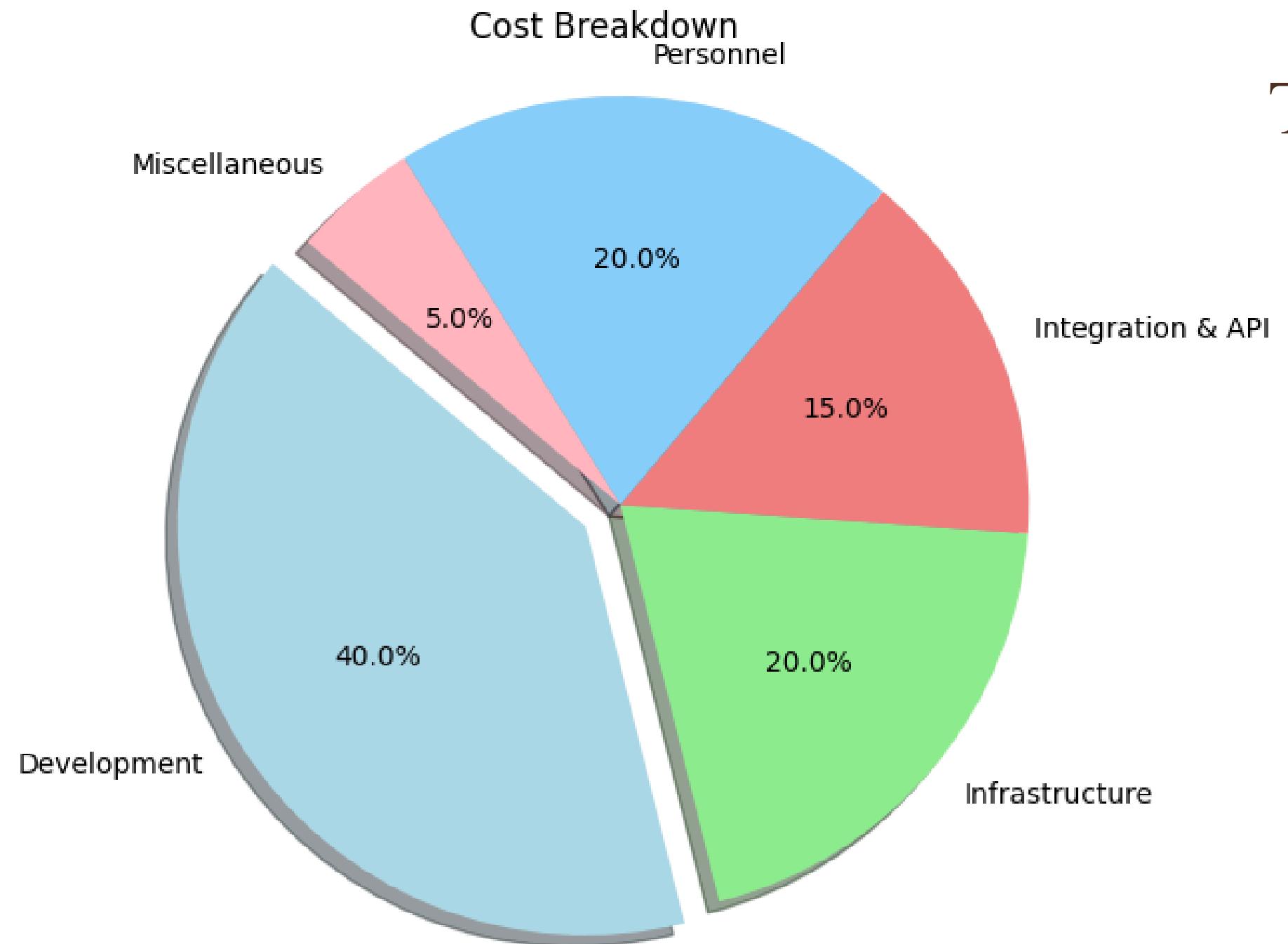
# Tech Stack



## Monitoring and Analytics:

- **Logging and Monitoring:** Logging frameworks, and monitoring tools.
- **Analytics:** Google Analytics, Mixpanel.

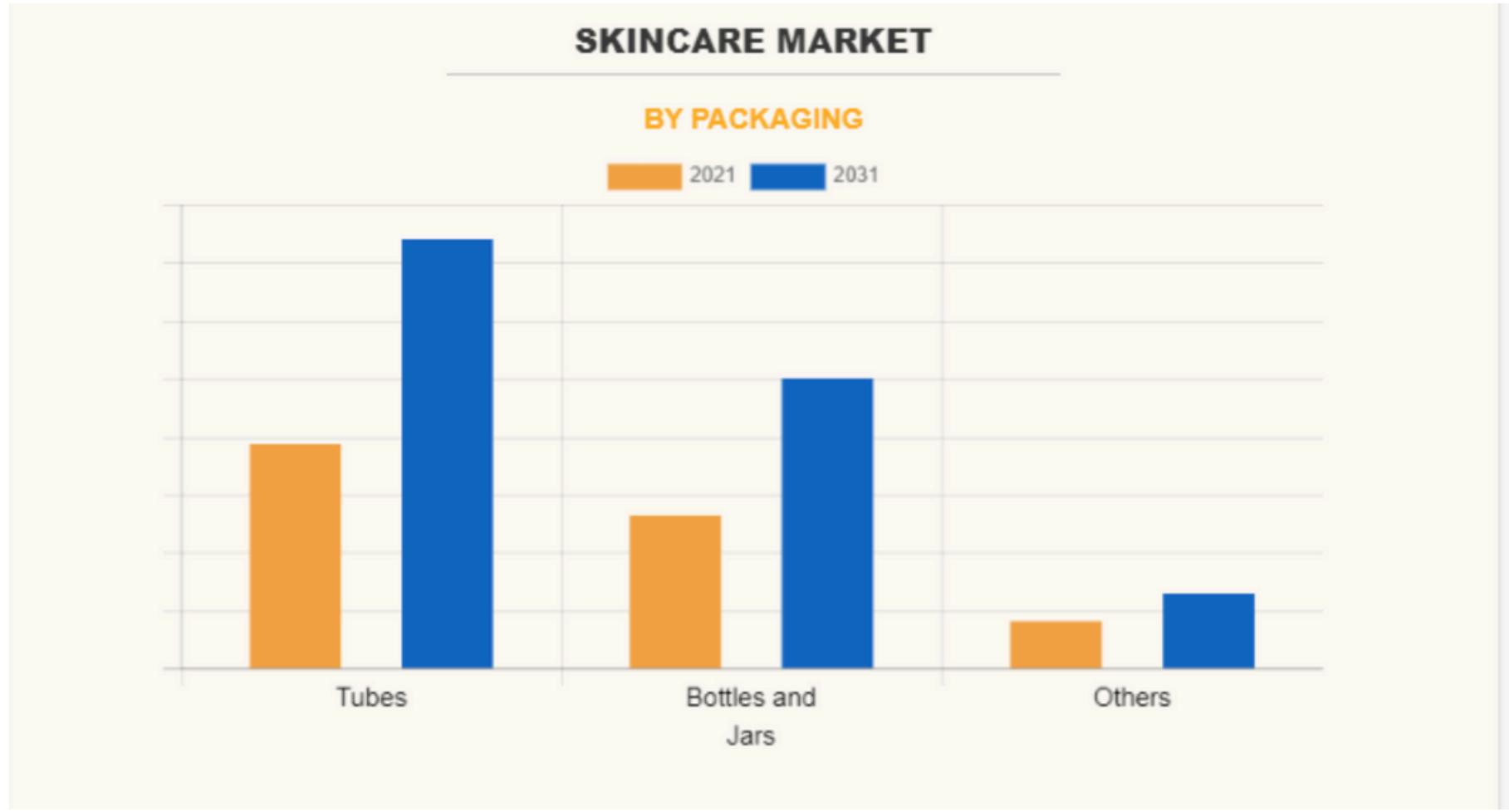
# Cost



Total Project Cost: \$50,000

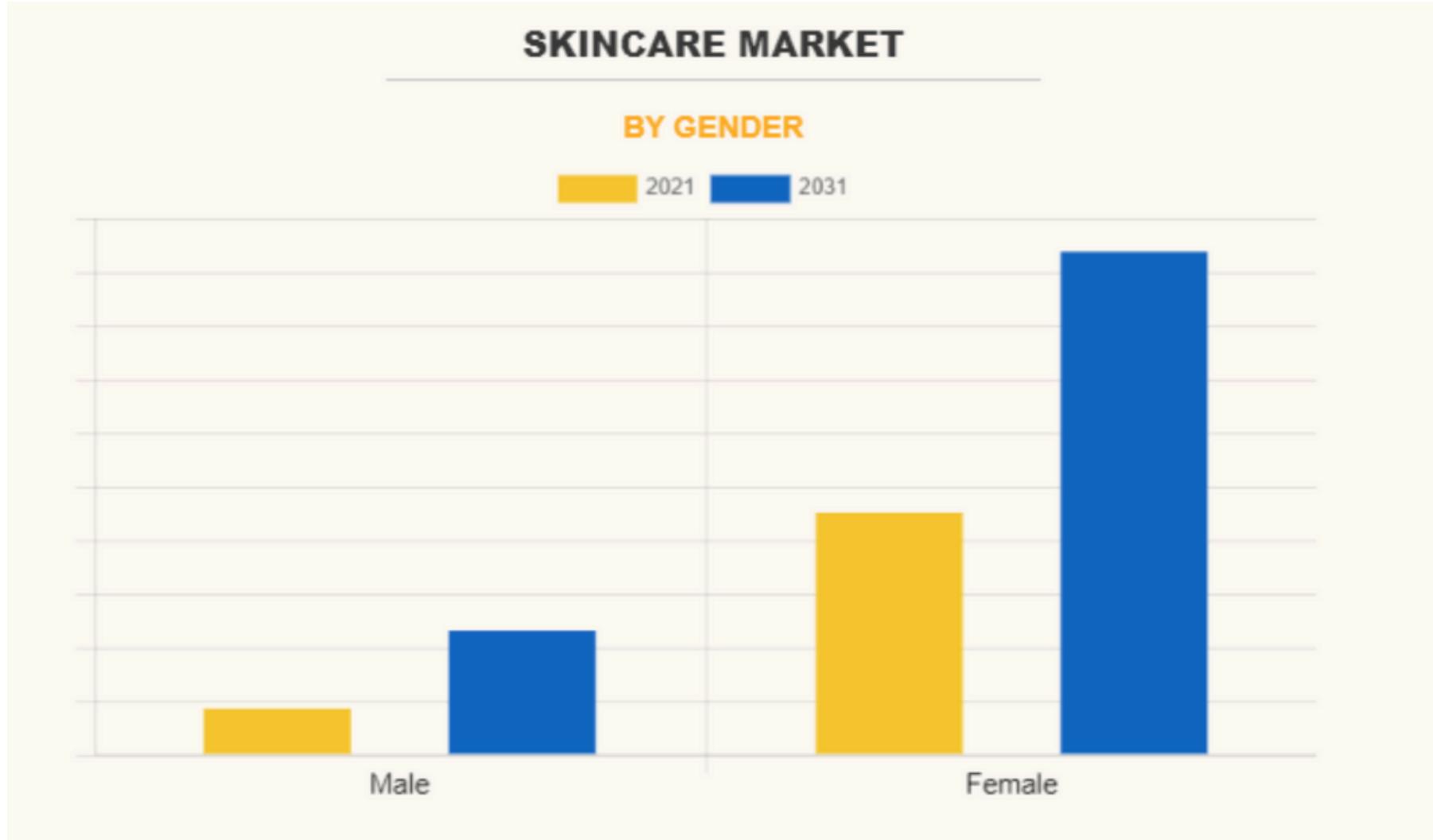
# Enhancing Sustainability in Skincare

- Virtual try-on reduces packaging waste by eliminating the need for physical samples.
- Eliminating physical inventory minimizes supply chain costs and carbon emissions associated with transportation.
- Personalized recommendations optimize resource utilization, reducing the likelihood of purchasing unsuitable products.
- The adoption of virtual try-ons promotes sustainable practices and attracts environmentally conscious consumers.
- VR technology encourages eco-conscious consumer behavior by prioritizing sustainable purchasing habits.



# Diversity and inclusivity

- Providing skincare solutions for diverse genders, recognizing that skincare concerns are not gender-specific.
- Addressing a variety of concerns such as exhaustion, stress, and aging to cater to diverse needs.
- Supporting inclusivity in skincare marketing by acknowledging the increasing awareness of cosmetics among all genders.
- Emphasizing inclusivity in skincare recommendations to cater to the unique needs and preferences of all consumers.



# Cost and Scalability

- Cost-Effective: Virtual try-on minimizes packaging and distribution costs while eliminating the need for physical inventory, resulting in significant cost savings.
- Scalability: The digital nature of virtual try-on allows for easy scalability to accommodate increasing user demand and expand into new markets without significant infrastructure investments.
- ROI Potential: Lower upfront costs and reduced operational expenses lead to higher return on investment (ROI) compared to traditional retail models, with scalable growth potential maximizing ROI over time.
- Sustainable Growth: Cost-efficient and scalable virtual try-on models promote sustainable business practices by reducing waste and resource consumption, aligning with consumer preferences for eco-friendly brands, and ensuring long-term profitability.



# VR Studio



## Key Performance Indicators

### 1 Downloads and installs

- Track downloads and installs to gauge initial user adoption.

### 3 Retention and churn

- Evaluate retention and churn rates to understand user retention.

### 2 Active users and sessions

- Monitor active users and sessions to measure ongoing engagement.

### 4 Revenue and ROI

- Track revenue and ROI to measure business impact.



# Next step

Exploring the integration of virtual transactions and real-time product ordering represents an exciting advancement in the field of commerce. This initiative holds the promise of significantly improving the convenience and effectiveness of customer shopping experiences. Below are several key elements to contemplate as part of this upcoming endeavor:

- Seamless Checkout Experience: Complete purchases directly within the VR environment for a smooth and immersive shopping experience.
- Secure Payment Integration: Utilize integrated secure payment gateways within VR to ensure the safety of financial transactions.

# What are we expecting?

- **Collaborative Engagement:** Engage in collaborative discussions to refine the model, incorporating sponsor input and expertise to enhance its effectiveness.
- **Brand Visibility:** Gain brand exposure through prominent placement within the VR platform, marketing materials, and promotional efforts, leveraging sponsorship for mutual visibility and recognition.
- **Access to Resources:** Provide access to resources such as skincare products, industry insights, and market data to enrich the model and ensure its relevance and competitiveness.
- **Long-term Partnership:** Foster a long-term partnership focused on innovation, sustainability, and mutual growth, with opportunities for ongoing collaboration and expansion into new markets and technologies.

# Thank You!

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