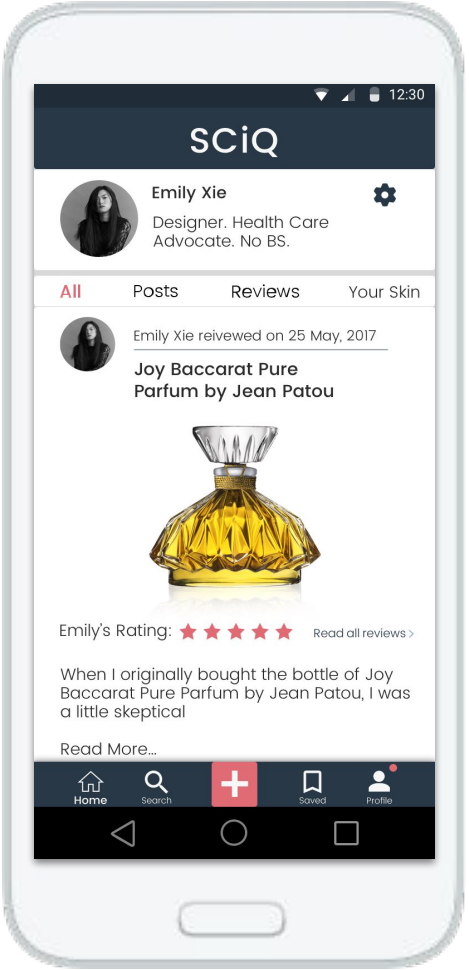
ANDROID APP DESIGN

SCiQ AI Skincare App

A digital skincare focused app powered by big data and machine learning to generate a personalized selection of skin care products



A BRIEF PROJECT OVERVIEW

Client	Skinalytics - University startup incubator candidate
Timeline	[6 weeks] February - March 2017
Team	4 Designers, 2 Product Owners, 5 Engineers
Deliverables	***High fidelity Android mobile prototypes*** ***Brand stylescapes & design style guides***
My role	Information architecture & high fidelity prototypes

THE CHALLENGE

Redesign existing UI to revolutionize the way users think about skin care by combining crowdsourcing, social media, and scientific data.

Our client, Skinalytics requested a redesign of their existing application to bring users a more intuitive and inviting interface all the while underlining Skinalytics' goal of promoting a better customer experience with skin-care through machine learning..

THE BUSINESS OBJECTIVE

Improve overall usability - specifically wayfinding and community engagement

1. Improve navigation & ability for users to achieve tasks / goals in app
2. Make it easy for users to share personal content and experiences to improve machine learning models
3. Create a consistent and welcoming visual brand for skincare enthusiasts

TARGET USERS

Skincare enthusiasts & people with special skin care needs

Due to time constraints we relied on stakeholder interviews with our product owners to uncover these 3 key user insights:

People want a personalized experience because skincare is unique to a person's own journey

People have varying levels of skin care product knowledge of chemicals composition and how they react

People are interested in skin product reviews and experiences from others within their network

BREAKING DOWN THE 6 WEEK PROCESS

Discovery
(1 week)

Heuristic evaluation of existing product

Competitive analysis of key features

Ideation
(1 week)

Early sitemap

Paper prototypes

Stakeholder design critique

Wireframes

Evaluation
(1.5 weeks)

Usability studies with 5 people, sketch revisions, and then 3 more people

Deliverables
(1.5 weeks)

Product visual direction

High fidelity prototype

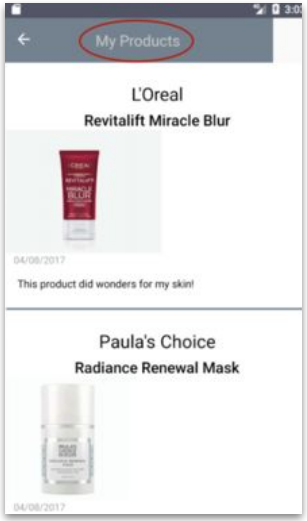
IA diagram

DISCOVERY - HEURISTIC EVALUATION

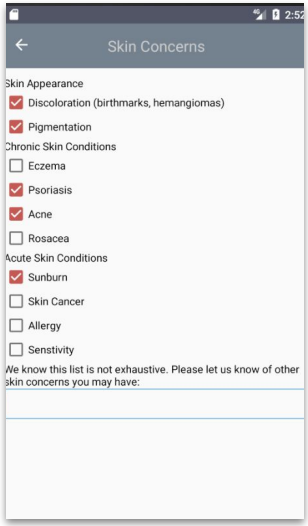
We learned that the existing UI performed poorly against several key usability heuristics

Confusing signifiers for interactivity
Some elements that seemed interactive were not

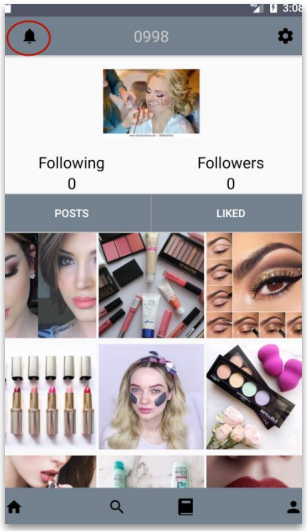
No obvious help or documentation
No explanation around how these items showed up or why



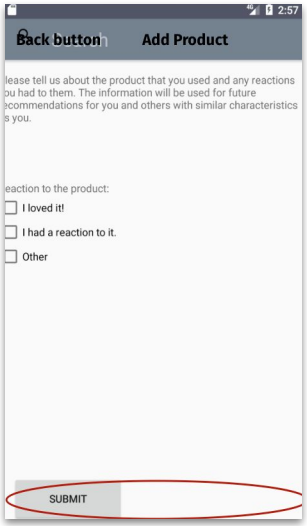
Inconsistent or difficult language
The language used in these pages were not used elsewhere



Unclear symbols & icons
Bell icon was meant for making posts, not for notifications

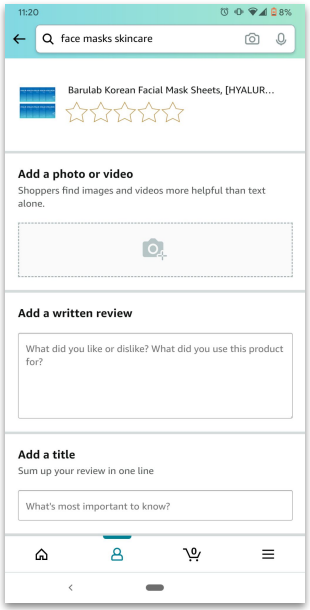


Lack of user control & error recovery
Difficulty abandoning tasks. You can only submit



DISCOVERY - COMPETITIVE ANALYSIS

Amazon & Yelp product pages showed commonly expected “review” patterns were missing from the current SCiQ product



Amazon

Yelp

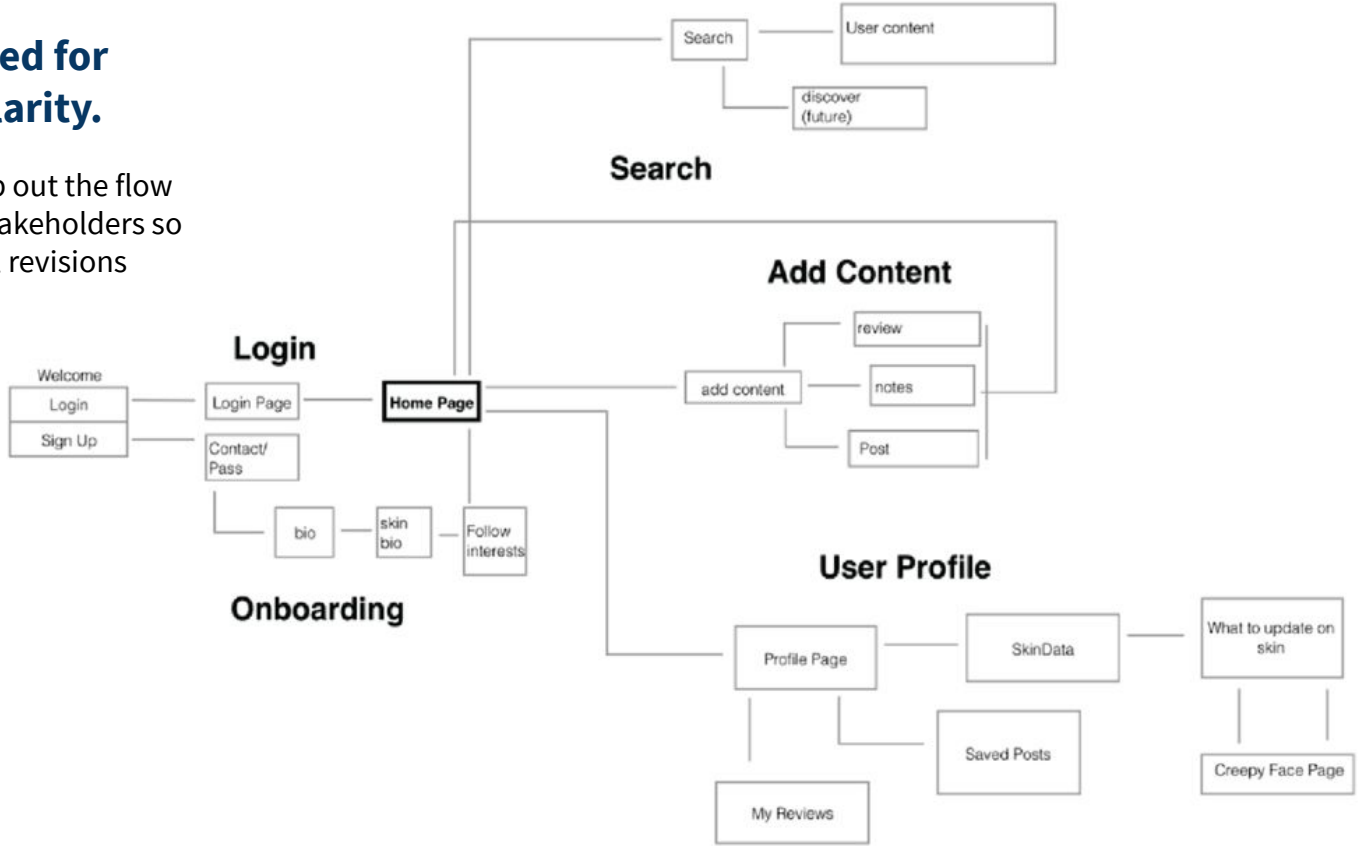
SCiQ

1. *Reaction to a product* could be a different input from the review rating
2. No free form text field for a written response. The instructions are solely instructions.
3. No ability to add images or additional types of data that is commonly expected with reviews

IDEATION - EARLY SITE MAP

There was a clear need for more navigational clarity.

We worked as a team to map out the flow of pages to share with our stakeholders so they could start on technical revisions

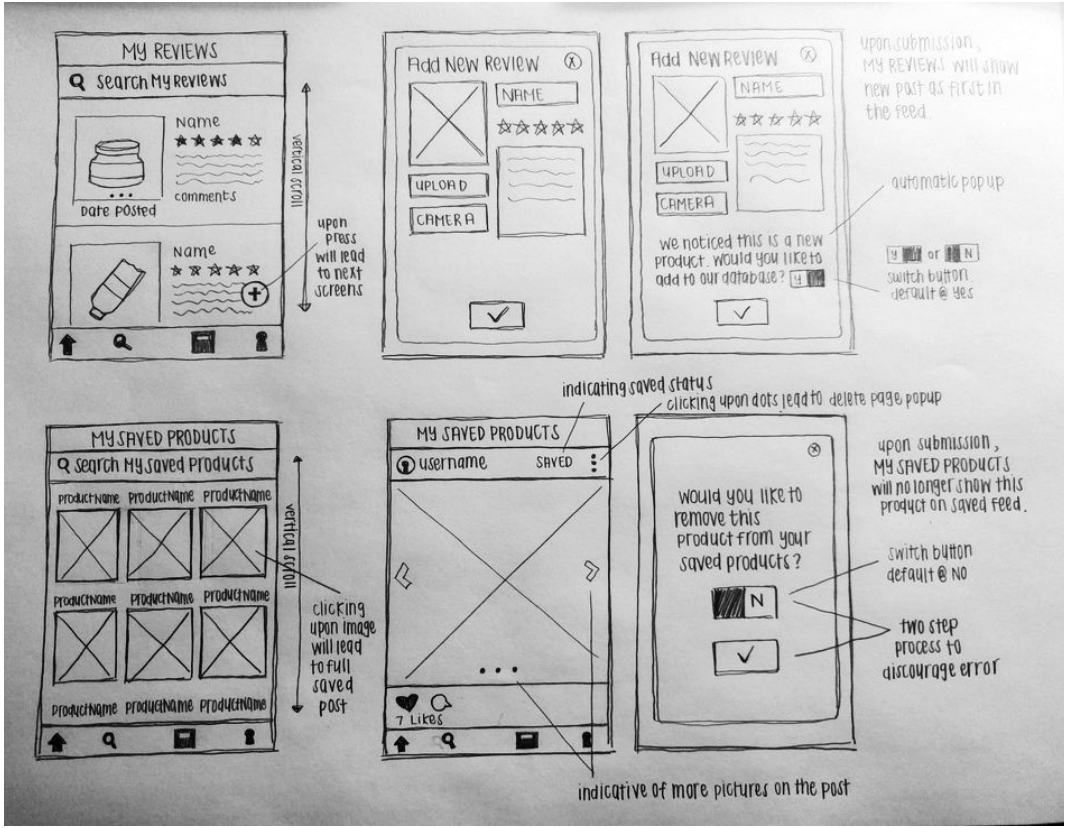


IDEATION - PAPER PROTOTYPES

I worked on sketches for the product review flows under the user profile experience

My team members were responsible for the other core flows:

1. Onboarding
2. Personalizing a skin “diary”
3. Searching & discovering content



IDEATION - STAKEHOLDER DESIGN CRITIQUE

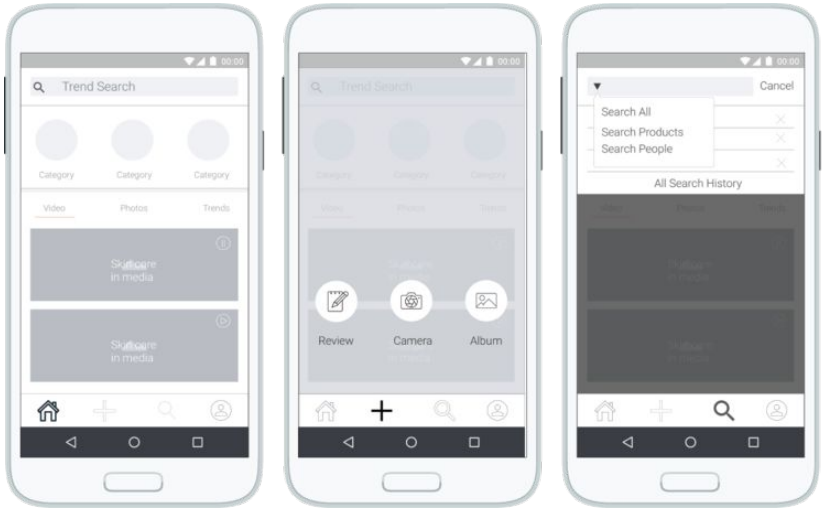
Our product owners and engineers wanted us to highlight the social media posting concept more in the product

We held a critique session with our engineers and product owners and learned that their machine learning model relied on community engagement to learn. Our team needed to prioritize and motivate that behavior in our designs.

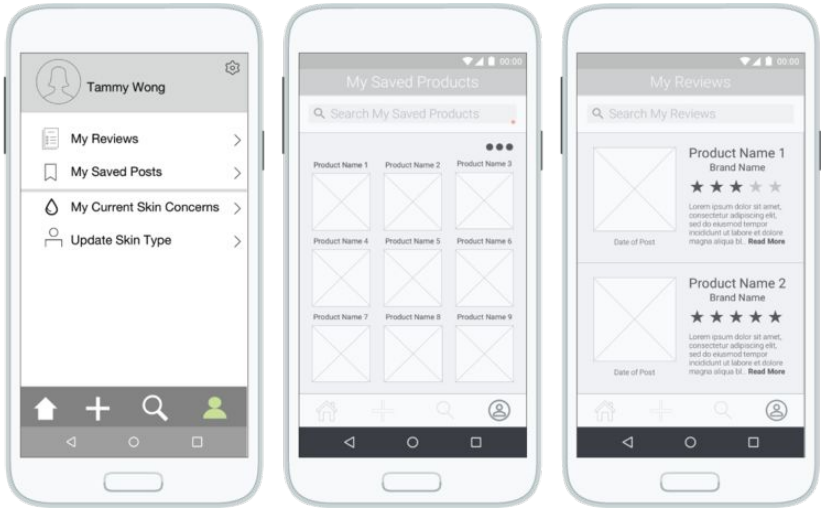
IDEATION - WIREFRAMES

We moved to low-fidelity wireframes because our team decided we needed usability testing to evaluate the social engagement aspect in addition to the personal profile and reviews

Content discovery, community posting, and search



Profile, saved products, personal reviews



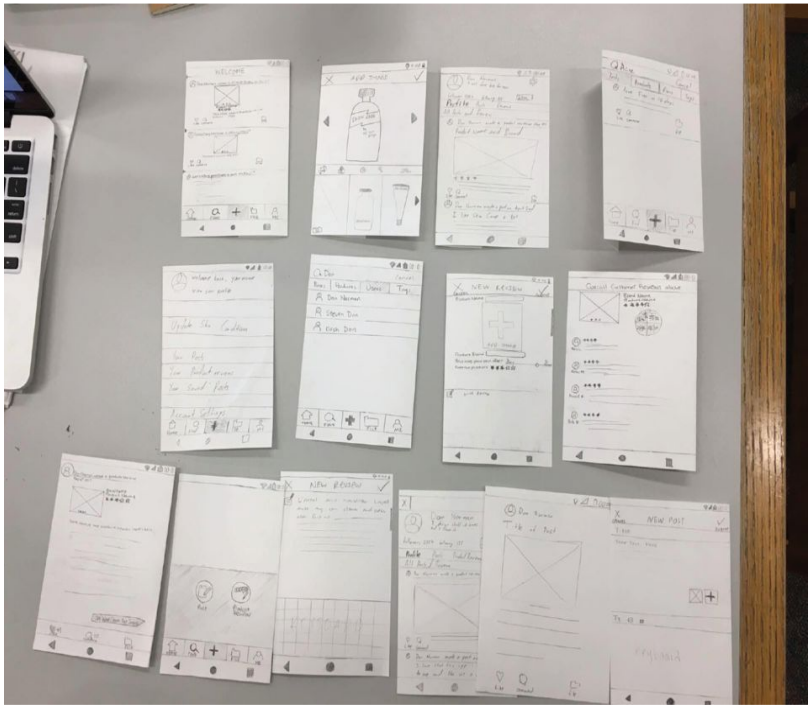
EVALUATION - USABILITY STUDIES + REVISIONS

People struggled with the mental model of SCiQ - particularly around social engagement. We went back to the drawing board.

Unsurprisingly, the first 5 participants we spoke with really struggled to understand how social media posting fit into the greater scheme of skin care health and product reviews.

This was a huge mental model problem - so our team dove back into paper prototypes to **explore social engagement through the lens of blogging and journaling**.

We shared these concepts with 3 other participants who resonated with the new mental model and were able to describe how it fit with a personalized skin care journey and product reviews.



We held a workshop with our stakeholders to create a welcoming & trusting brand

We used moodboards to gather initial feedback on the emotional direction our stakeholders wanted to achieve

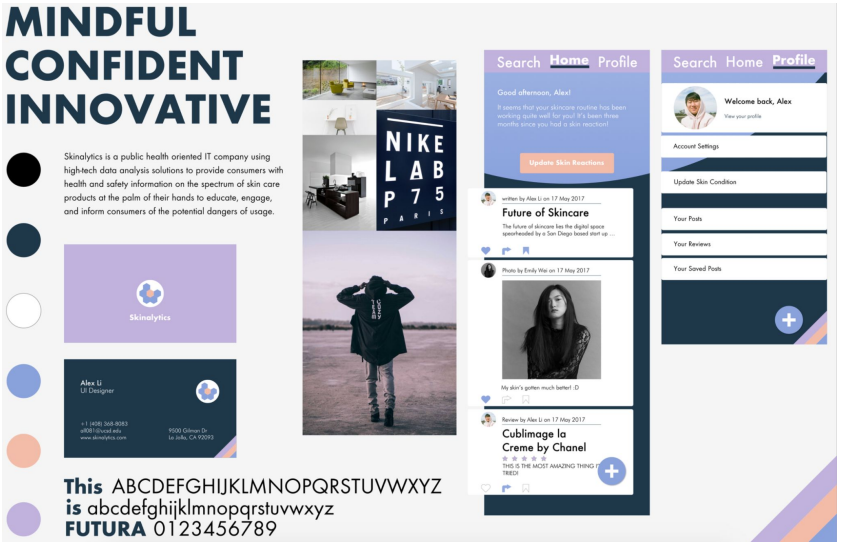
Moodboard I

Moodboard II

DELIVERABLES - PRODUCT VISUAL DIRECTION

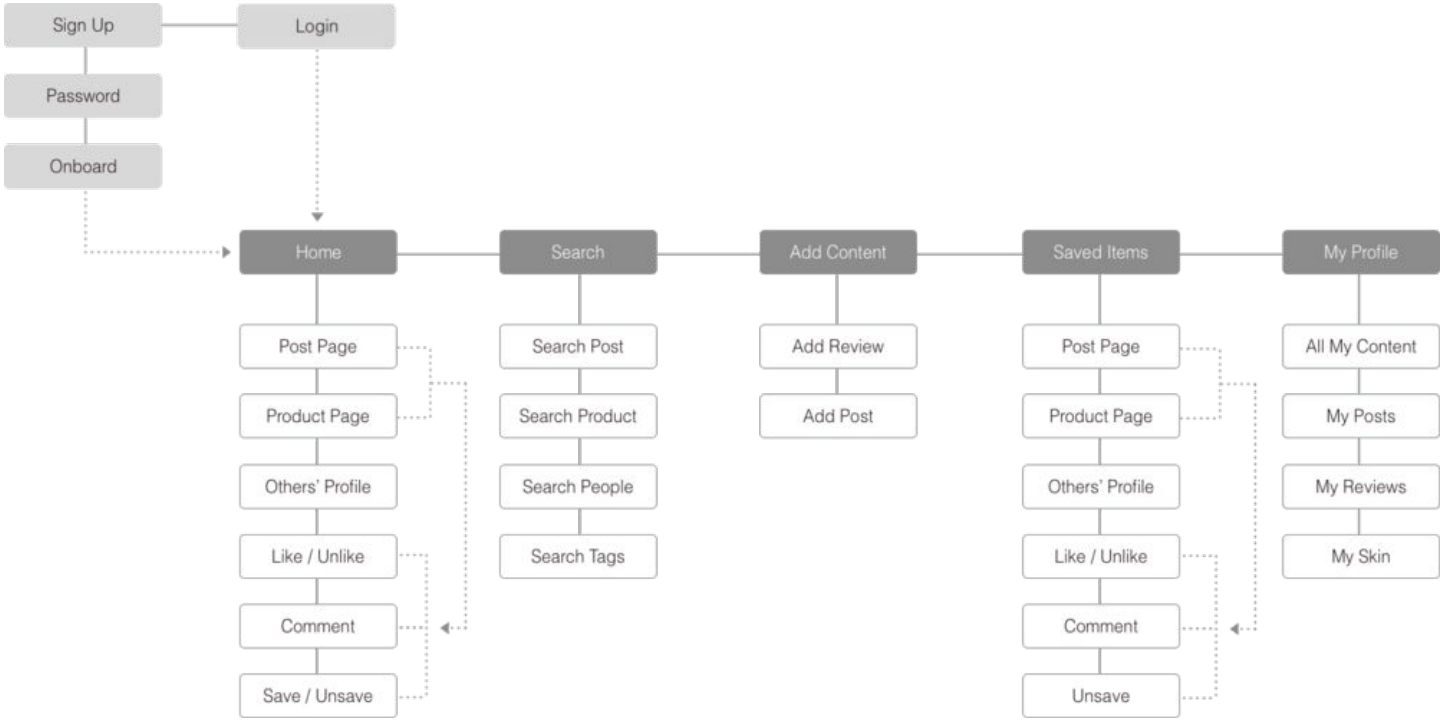
We held a workshop with our stakeholders to create a welcoming & trusting brand

We used stylescapes to communicate a visual design language direction. We ended up merging elements from these two concepts.



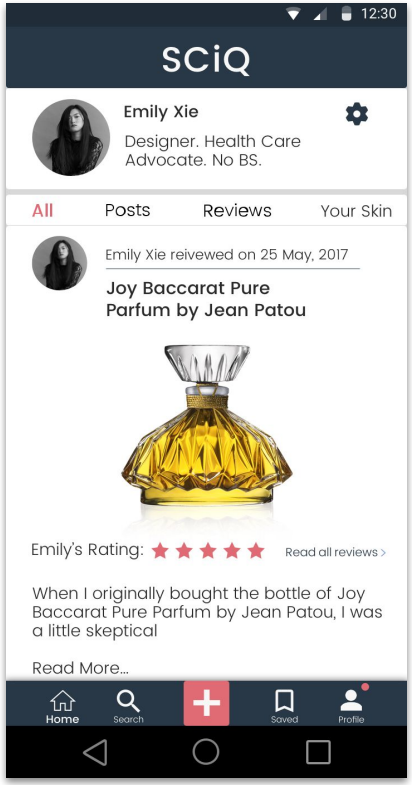
DELIVERABLES - IA DIAGRAM

We cleaned up the navigation and information architecture with the new flows and models



Before

After

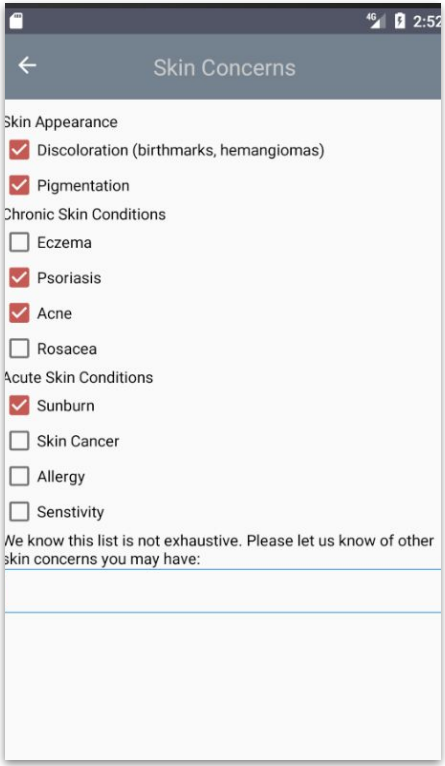


DELIVERABLES - HI-FI PROTOTYPE

Personal profile

- Putting an emphasis on the person
- A focus on combining product reviews + community blog posts detailing the experience
- Prominent call to action & navigation

Before



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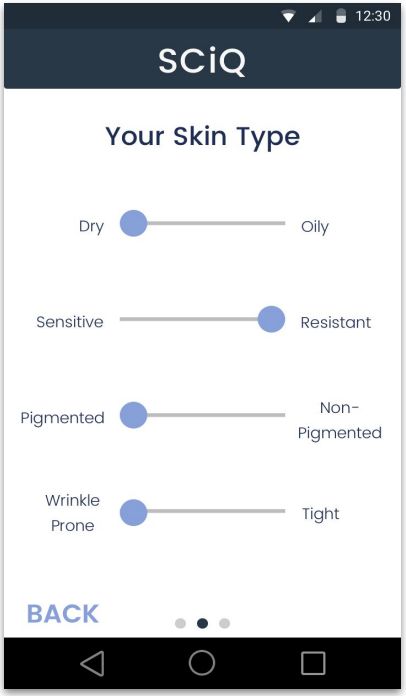
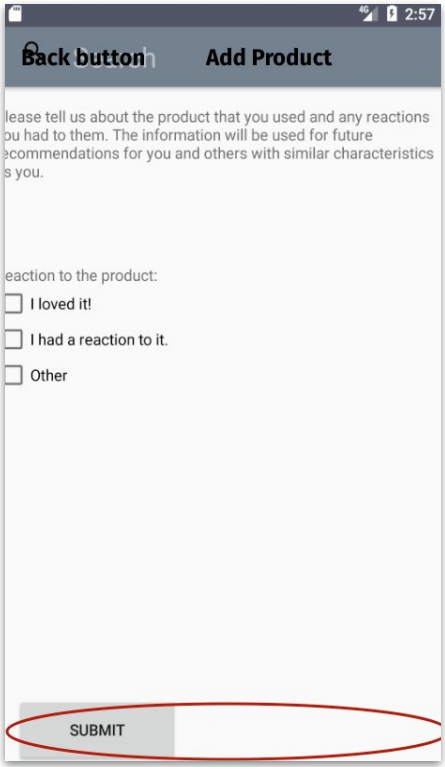


DELIVERABLES - HI-FI PROTOTYPE

Skin type onboarding form

- Friendlier, more inviting language
- Bigger UI for mobile screens so it's easier for people choose selections
- Skin type becomes a part of a guided onboarding flow, encouraging new users to discover it early on

Before



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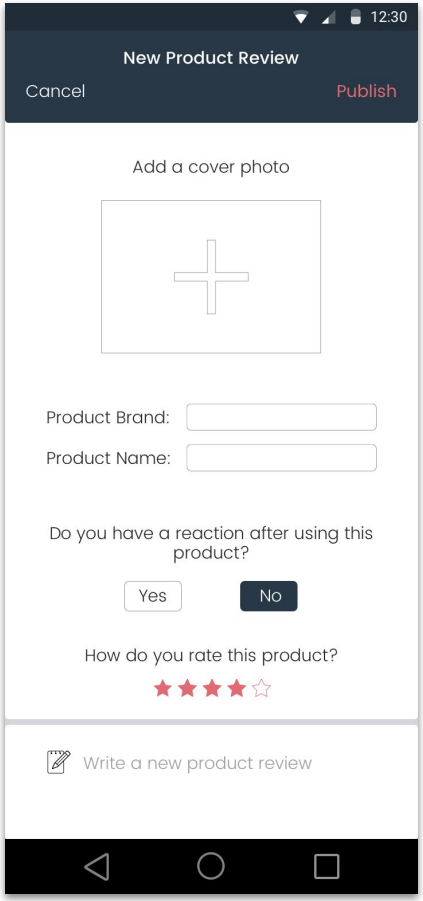
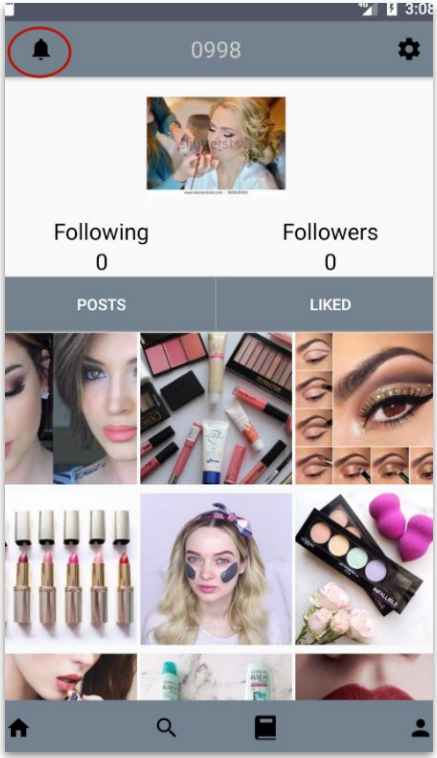


DELIVERABLES - HI-FI PROTOTYPE

Product review

- Ability to add photos as a commonly expected pattern
- Simplified & separated inputs for reactions, ratings, and review writing

Before



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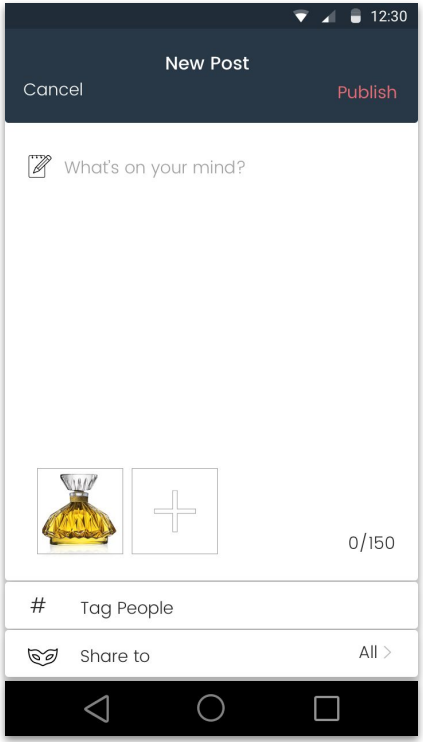


DELIVERABLES - HI-FI PROTOTYPE

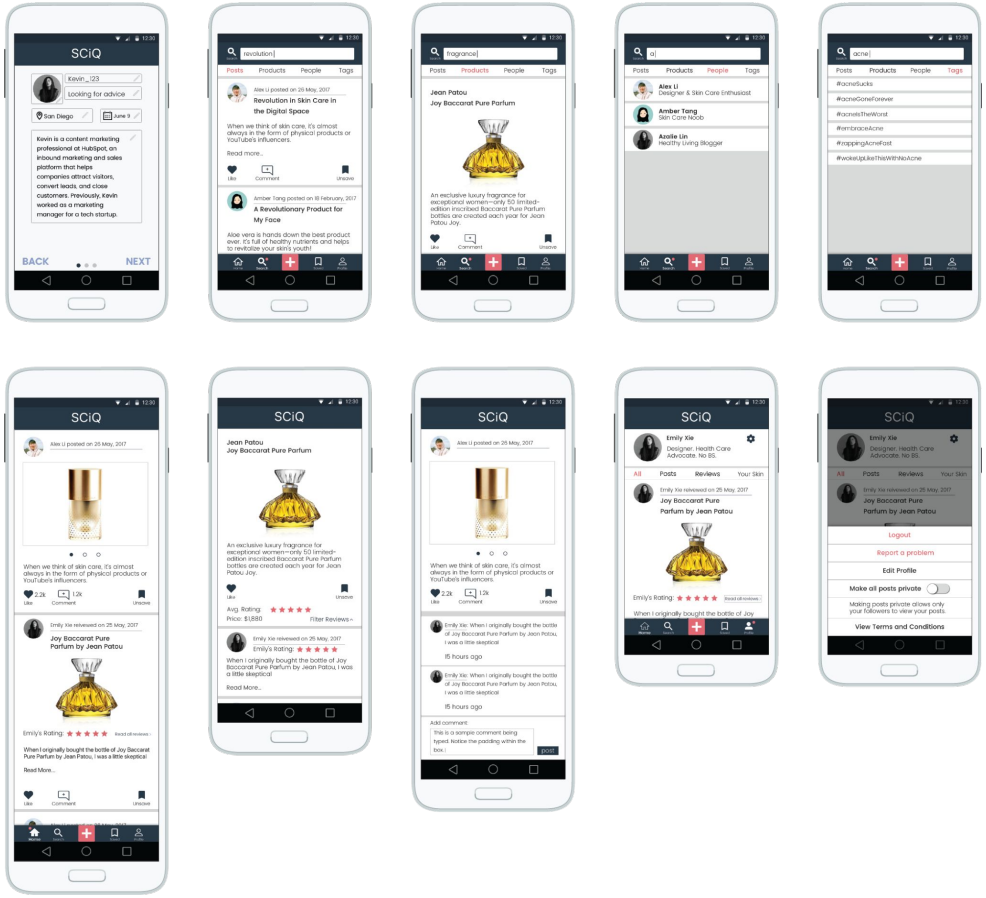
Blog post social engagement

A focus on sharing & documenting skin care experiences over as a means of social engagement rather than strictly media posts

THE IMPACT

Laid the product foundation for our stakeholders' startup app which launched in the Android store in 2020

Learn more about their product, including a short demo, on their webpage



What went well

Stakeholders were incredibly engaged throughout and were open to frequent critique and desk checks.

Product owners were open to the design team to do usability testing even though that wasn't originally in scope.

It was fun diverging via user activities (use case)and having owners for the experiences.

What could be better

More strategic product research would have been helpful in the early discovery stages but given the short timeline & the fact that we were all senior undergraduate students with limited resources, that was difficult to achieve.

Visual design could have used some more love.

More participants for research.

My key takeaways

Learned to be open to pivoting to new ideas quickly and getting them tested.

Quick and dirty sketches are a fantastic way to communicate concepts for feedback.

Activities like moodboards are a great way to invoke qualitative emotional feedback and make abstract feelings more tangible.

Thank you for your time ...

Any questions?

TEAM MEMBERS

Project Lead & UX Designer - Alex Li

UX Designer & Researcher - Fiona Chang

UX Designer - Steven Chen

President - Irene Wang

CEO - Michele Temple

CTO - Gilberto Acevedo

Software Engineer - Kelvin Diaz-Reyes

Software Engineer - Sergio Luna

Software Engineer - Sawandeep Kaur

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