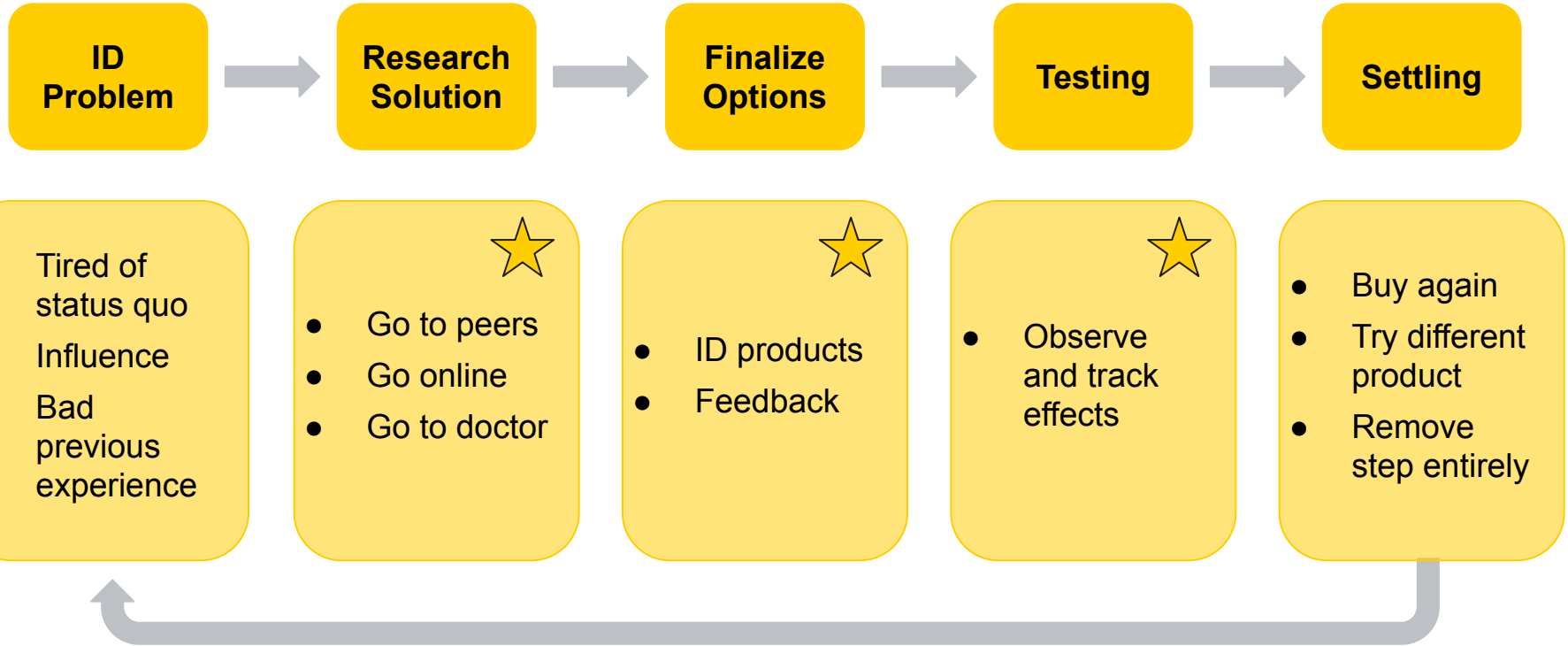
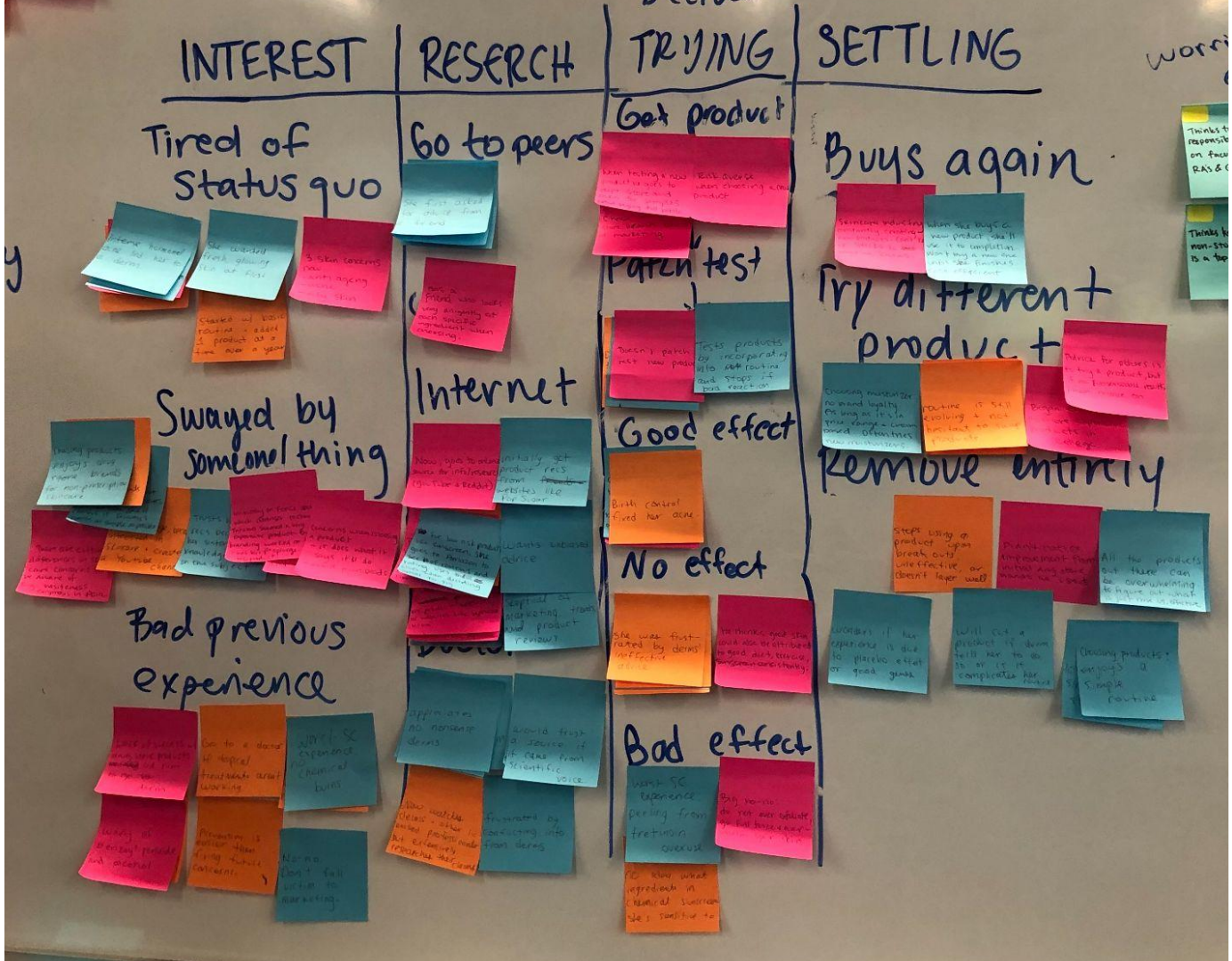
DermApp

Agenda

- Interview Insights
- Iterations
- Overview
- Prototype

Skincare Product Cycle




INTEREST
RESERCH
TRYING
SETTLING
Tired of Status quo
Go to peers
Swayed by someone/thing
Internet
Bad previous experience
Get product
Patch test
Good effect
No effect
Bad effect
Buys again
Try different product
Remove entirely

Pain Points in Skincare Process

Which product do I try?

- What products within my budget would fix my concern?
- Is this product good for my skin type?

Is this product safe?

- Sources may be sponsored. Unsure of what info is unbiased.
- Product packaging contains minimal information.

Is this product effective?

- Will I waste time and money in this product?
- Is this product effective for other people?

How might we ensure an unsure, price-sensitive newcomer finds a safe and effective product?

DermApp

An all-in-one app to make skincare less overwhelming and more accessible.

Iterations

User-Driven Alterations

Adding Guest Mode

In-Class Feedback

- Allow individuals quick access to the app's features without creating a profile.

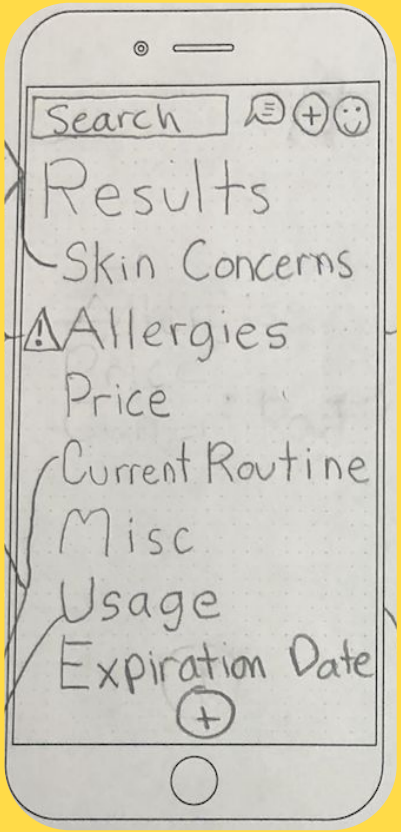
Search
Good Afternoon, Dolly!
Skin Concerns
-Acne -Anti-Aging
Allergies
-Rose Water
Price Preferences
-Cleanser: Under $15
Current Routine
-Cleanser -SPF
Misc. Preferences
-Vegan
Moderated Discussion forums where user any user can start a new post
Database explanation and videos of popular ingredients
Personalized user profile
Edit/Add buttons
click to bring to new screen
Forum
Ingredients A-Z
Concerns A-Z
Video
Video archive
-How-to's
-Explainations about ingredients
Access to personalized routine schedule where user sets reminders/push notifications
can learn more about Skin Concerns, including symptoms, treatments, products to target
Enter Product Name
Cleanser
If no barcode, or camera not working/user didn't allow access, user can manually enter product name
Scans barcode image
General search bar
Access to personalized user profile (1)
Scan product barcode
Access to group support/ coaching Chatroom
Click to open camera to scan barcode

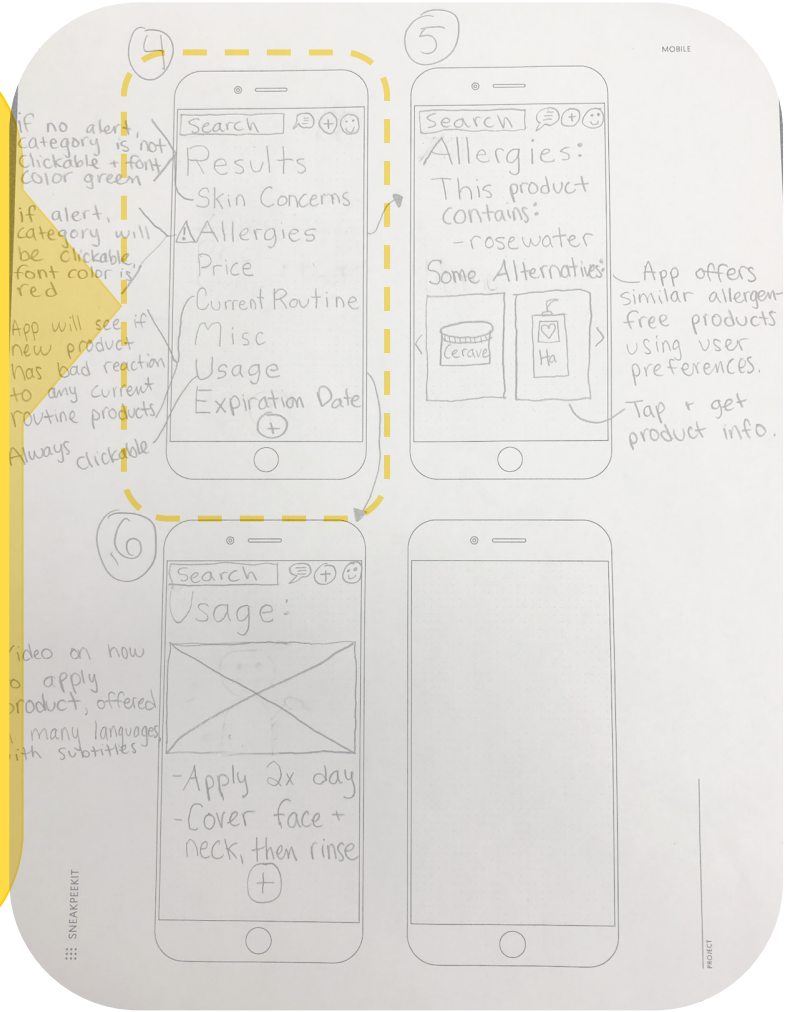
Adding Product Log

Interviewee Feedback

- Allow users to consistently track product usage and issues.
- If user has a bad reaction, they will document it & app will offer feedback on reducing usage or removing product.
- Efficacy data from all users' product logs funneled into the product's social proof reviews.

Adding Social Proof


Search
Results
Skin Concerns
Allergies
Price
Current Routine
Misc
Usage
Expiration Date


MOBILE
4
5
Search
Results
Skin Concerns
Allergies
Price
Current Routine
Misc
Usage
Expiration Date
Search
Allergies:
This product contains:
- rosewater
Some Alternatives
App offers similar allergent free products using user preferences.
Tap + get product info.
if no alert, category is not clickable + font color green
if alert, category will be clickable, font color is red
App will see if new product has bad reaction to any current routine products
Always clickable
6
Search
Usage:
- Apply 2x day
- Cover face + neck, then rinse
video on how to apply product, offered many languages, with subtitles
SNEAKPEEKIT
PROJECT

Key DermApp Features

Personalized Profile

Users can sign up & complete a short profile to list their preferences and allergens. Product feedback will be cross referenced against their profile.

Guest Mode

Users can “quickstart” the app & get access to all our resources, plus Safety Scanner. Product feedback will not be personalized.

Educational

App offers science-backed resources to learn about skincare ingredients & products in an easy to digest manner, leaving users feeling confident in their knowledge.

Safety Scanner ®

Users scan a product’s barcode and have access to safety and efficacy information, aggregated from all users.

Product Log

Users log reactions to their skincare routine. If abnormal reaction occurs, app analyzes product usage and offer recommendations.

Forum

Moderated forums allow users to discuss skincare topics. Data from the product log is linked to reviews here.

Prototype

https://www.figma.com/file/2TQTLtnkbUeH994Oc91gGy/DermApp?node-id=4%3A12

Thanks!

Any questions ?