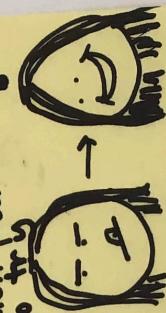


Concerns, allergies,
preferences,



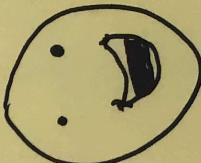
User fills out questionnaire
about their skin.

Decision over:
which product
to try



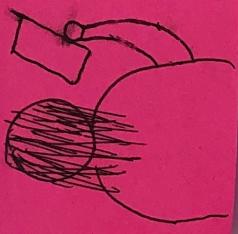
User guides to make a purchase
decision

good skin



User is seeing results from
products, using them effectively
If good results, return to step 9.
If satisfied: continues interacting
via steps 11 - 13.

Discover APP



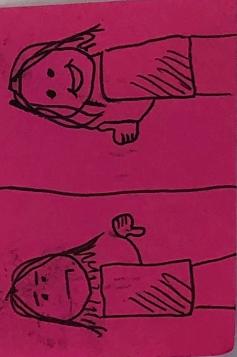
User downloads the app

Receives results,
cross checks w/ their
individual profile



APP crosschecks scanned
product w/ user's profile to
evaluate if a safe/good choice.

Evaluates product results,
goes back to app to research
new products, or sticks to
routine.



Solo Search



Goes to peers/online to
research how to deal w/ acne.

Uses app to
check for
safety
start
scan
info

User scans one option
to find out more.

Schedule push
notifications to help
with consistency.



No dermat app/ \$



The next available dermat
apt is in 9 months or
user can't afford to go.

Overwhelmed by
products at
store



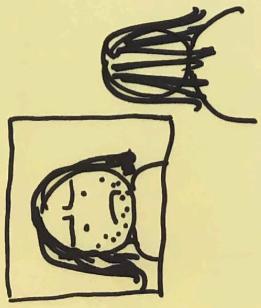
User is overwhelmed by
quantity of similar products
at store.

Group support + coaching
thru chat feature / forums



User can opt in to
receive group coaching
from licensed professional.

Motivation / frustration



User has suffered from
acne for a few months
and wants to fix it.

Learning more



User learns about possible
products from our app
with unbiased info.

Turn to others
for help/education



User joins an online
community in our app to
continue their education.

PRODUCT NAME

DERMAPP

ELEVATOR PITCH



CHARACTERISTICS

Customizable

Notifications

Promotes safe skincare habits

Offers community support

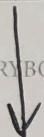
Access to qualified professional coaches

~~Scientific~~ - driven product info

Inspired by: Reddit "skincare groups"

YouTube skin tutorials

STORYBOARD



Dermapp is an all-in-one app to help make skincare less overwhelming. Users will create a personalized profile with their concerns, allergies, and preferences. The app will be an educational resource to learn about skincare (backed by science) and aid in the product selection process. Users can scan a particular product that will be cross-referenced with the profile to give instant feedback on suitability. To promote continued app use, ~~the~~ Dermapp offers online forums, coaching, and push notifications to remind user to apply specific products.