

# MAKEUP PRODUCT RECOMMENDATION APPLICATION

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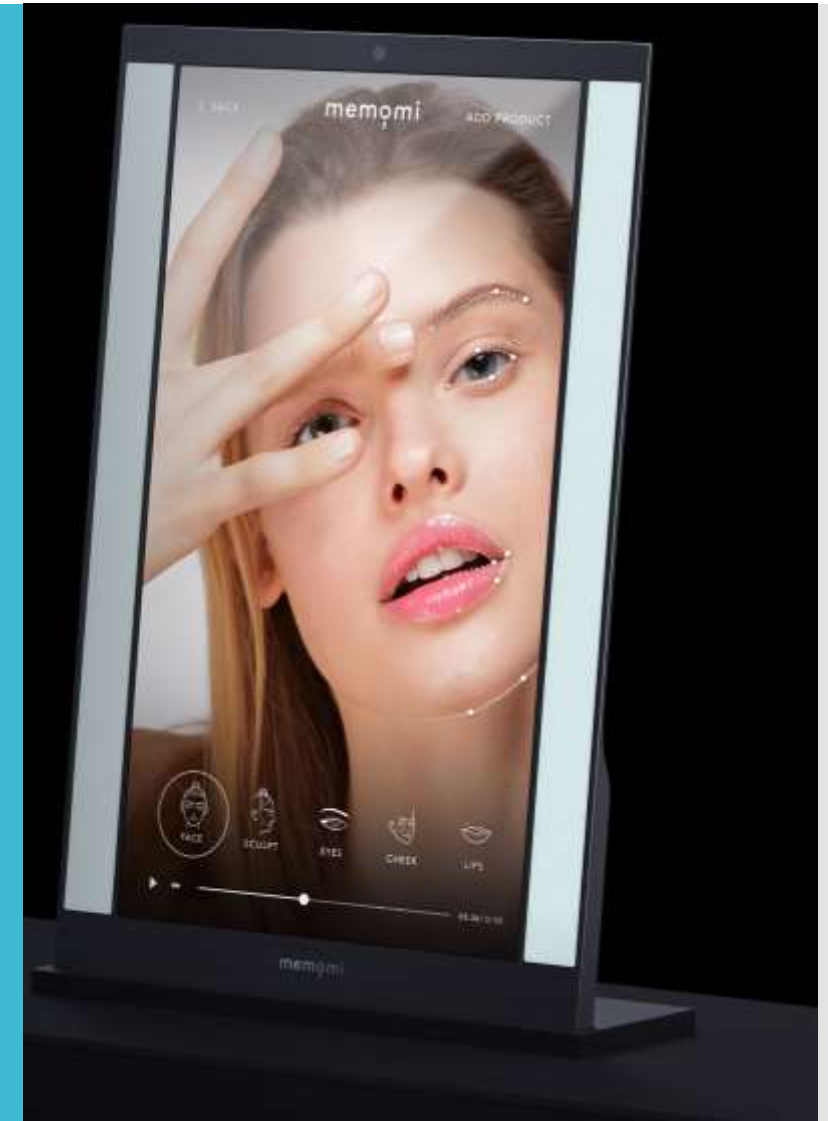
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## Elevator Pitch

The current situation caused by COVID19 has put physical interactions on the backfoot. With social distancing limiting physical world interactions, we are seeing increased interest in AI consultations and AR virtual try-on. Consumers are looking for digital solutions, and we expect more and more brands will be turning to digital-first strategies in the days and weeks to come.

Due to quarantines and store closures, beauty brands along with the rest of the world are being challenged to think digital and adopt virtual solutions quickly.

We are building a digital platform that brings cosmetic consumers to learn from each other and make better beauty decisions together. It will involve makeup artists and skin care experts from around the world sharing their industry knowledge. It will also provide up to date, unbiased reviews on products with ingredients, ethical brand practices and information that matters to consumers.

It'll be fun, empowering, and most of all, easy to use.

It's not a magazine and it is way more than just a review app.

It's a beauty management platform that enables consumers to make better beauty decisions.

# Problem Statement

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A lot of consumers face problems in selecting the makeup products they would need based on their skin type. A lot of time is wasted in searching the web for the products based on their skin type, their budget and the quality of the product. Besides, they are dependent on in store employees to help them make decisions for them.

With the world moving towards digitalization owing to the pandemic, there is a need to empower consumers with the tools and information that they need to feel confident in their decision to make a purchase.

The idea is to build an interactive app which will help consumers, especially beginners, to know what their skin type is , what kind of products will be best to suit their needs.

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## Problem Scenario

- **Makeup is an age-old tradition. Many young people love make up as it allows themselves to enhance their beauty and look appealing overall.**
- **Makeup products are incredibly expensive. People spend a lot of money and time on beauty and skin products but choosing which products are right for you can be difficult. There are literally thousands of new products entering the market every year and with over billions of dollars spent on advertising, it's hard to know where to find unbiased advice.**
- **From our favorite magazines to celebrities, shop assistants and even bloggers, it feels like everyone is paid to endorse brands. This leaves customers feeling paralyzed by choice and nowhere to turn.**

# Objective

1. Easy to use Mobile application
2. An application that also includes tutorials that will inspire consumers to try looks at-home
3. Easily share products with your friends
4. An app where users provide photos and basic information so a diagnosis and possible prescription can be created by a dermatologist
5. Time saving application

## Why This system

- This system help can customer to choose and try multiple number of products from their home
- This system helps the customer to identify their skin type through AI and machine learning and suggests them with the right product which suits for their skin type
- The application also provides option for the users to virtually try on the products on their face and choose from different options
- It helps the consumer save money and time on travelling and trying out different things
- The expert opinion feedback available on the platform helps the buyers make informed decision of their purchases



# Solution Scenario

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**Install:** the customers need to install the mobile application from their respective App Store

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**Register:** The next phase is to register their personal details like name, age, gender, ethnicity, country, their picture etc. to better cater based on their demography

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**Choose Product & Virtual Try on:** Choose the product to try and the app suggest beauty products based on their face/skin type and it virtually applies product on the users face so they can visualize the product

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**Expert Opinion:** The Users can also go through the products expert's opinions which will be available on the platform to make informed decision

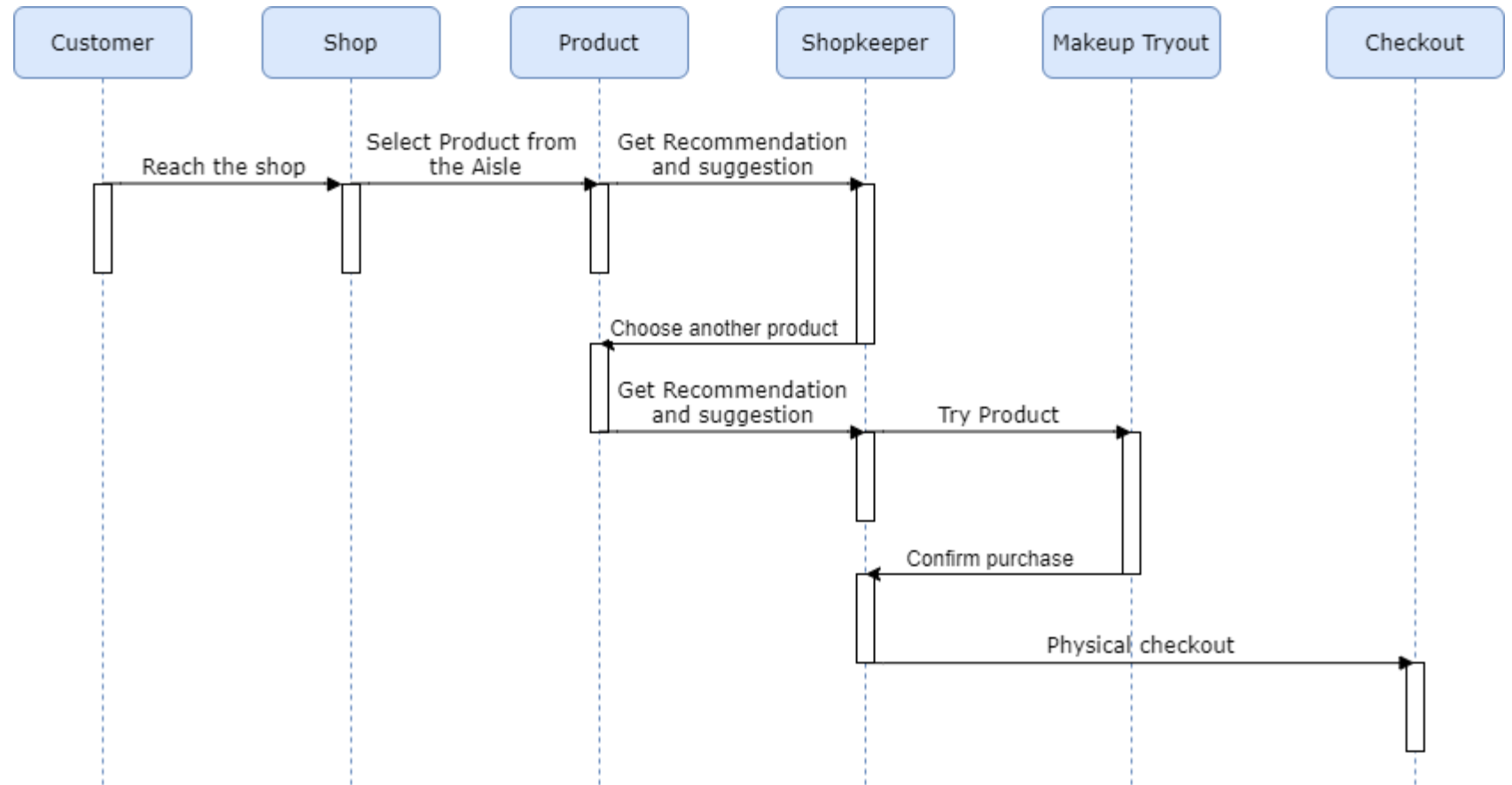
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**Customize:** At any point of time the customers can customize their purchase and option inside the application like prioritizing brand, filtering products based on price, sorting latest releases, celebrity endorsement, etc.

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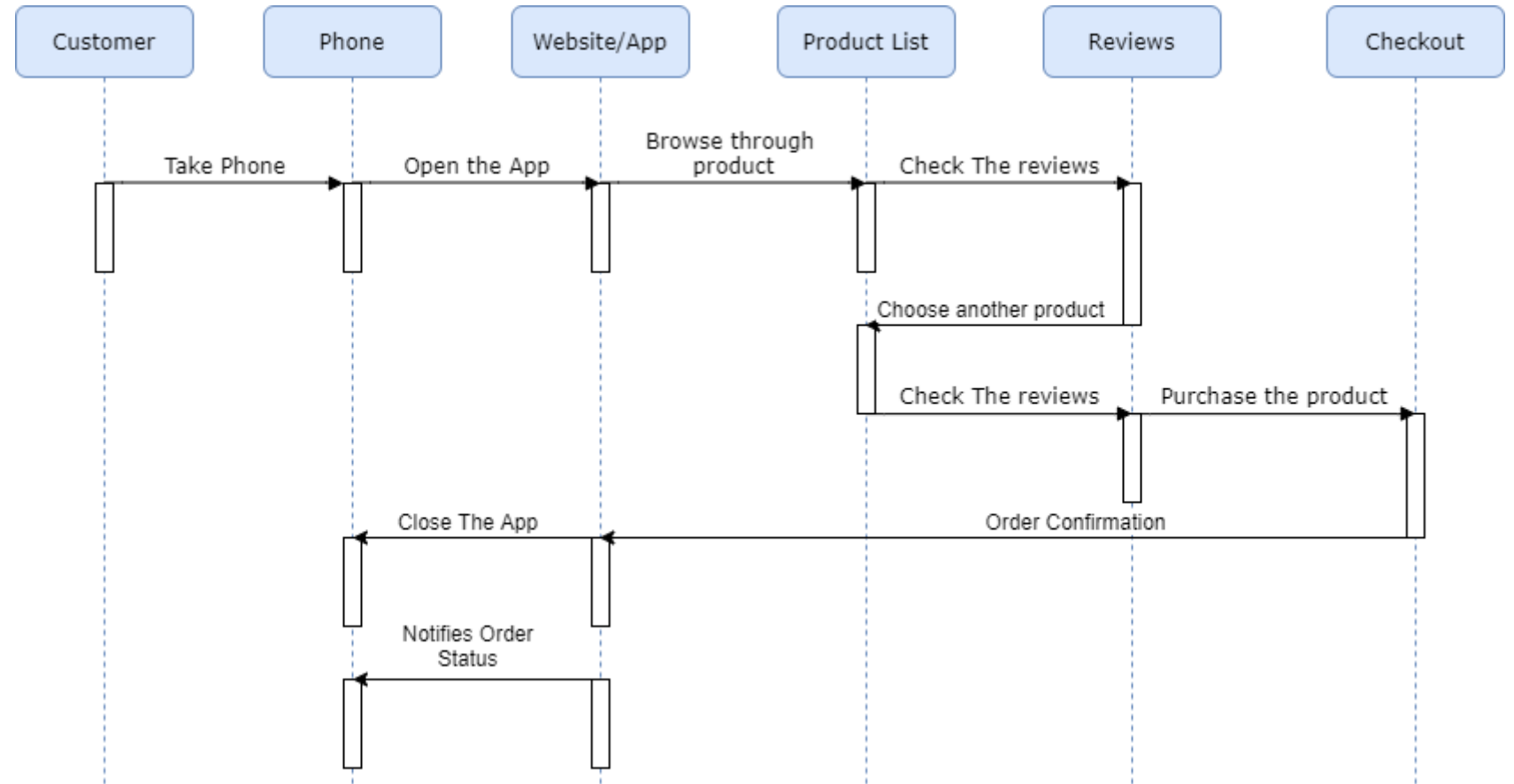
**Purchase:** Once the customer decides to purchase a product they can go ahead and place the order within the application

# Current Sequence – Physical Store

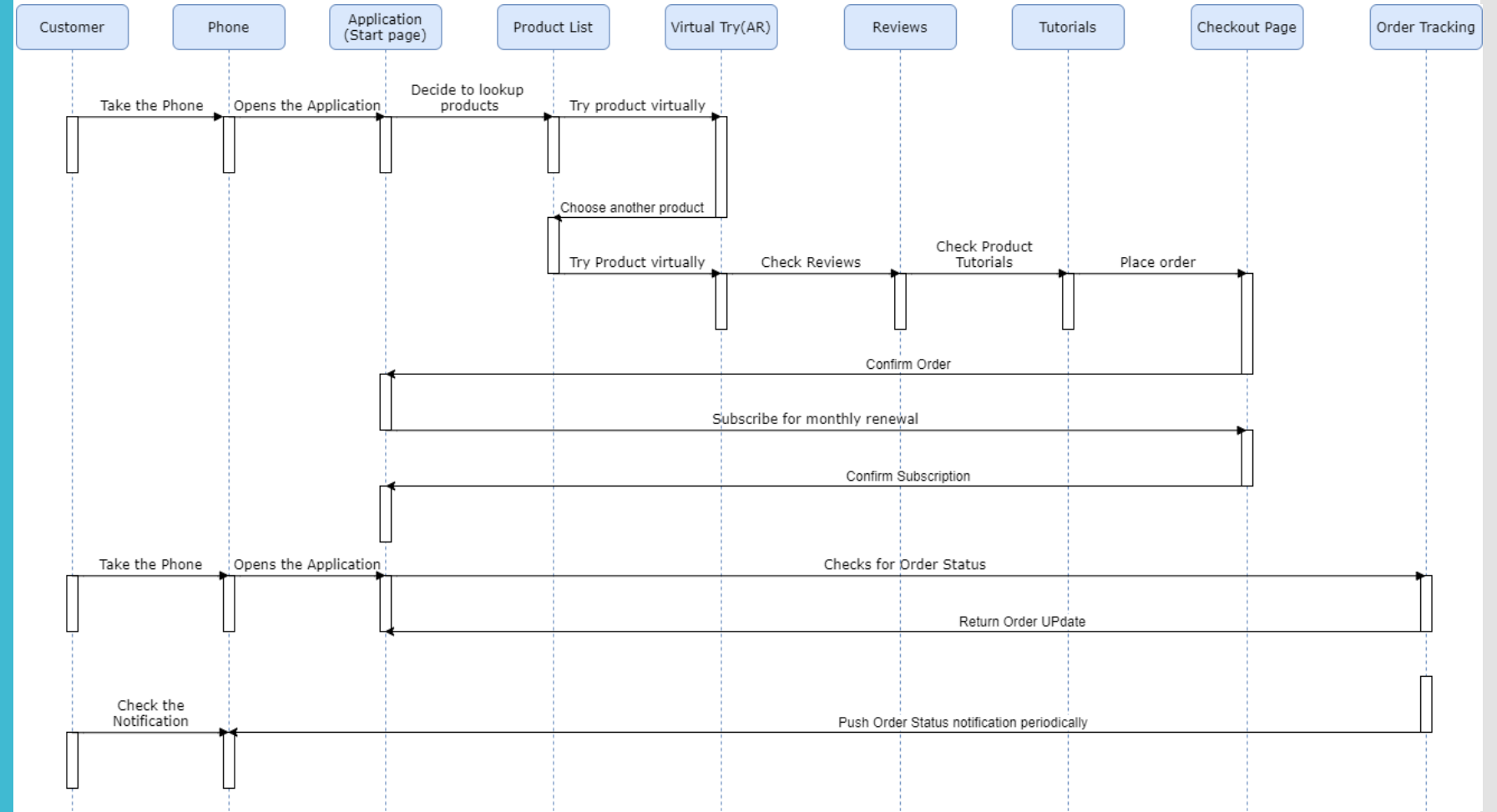




# Current Sequence – Online Store



# Future Sequence

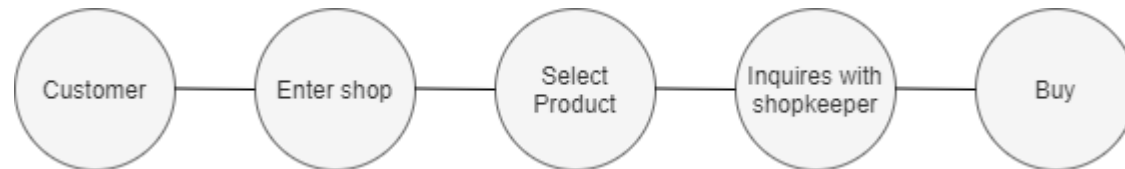


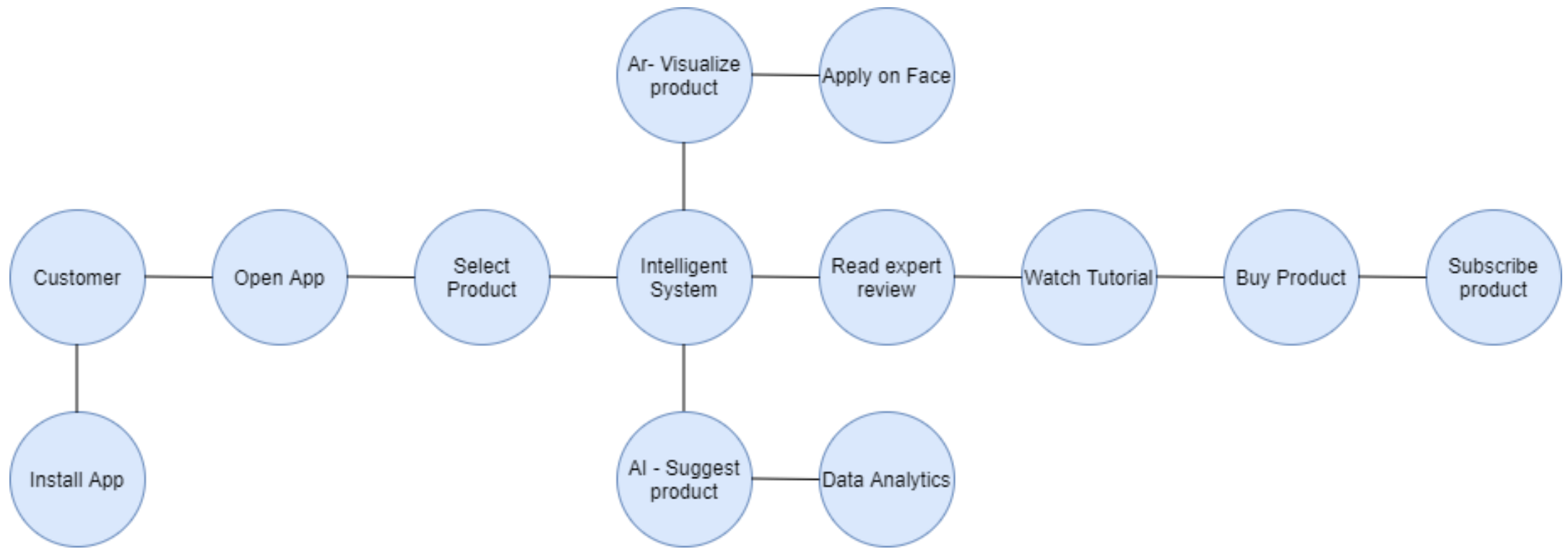
# Current Structure

- Online Platform:



- Offline stores:





# Future Structure

# Features

- **AR - Intelligent system:** The app uses augmented reality with which it captures the users face and facilitates as a medium to virtually try beauty products without physically applying on them
- **Personalize:** The platform provides users with option to personalize their preference like brand, price, etc
- **AI – Recommendation System:** The application will be enabled with AI & Machine learning techniques to recommend users with suitable choices
- **Virtualize:** It also will have feature which will show how the product will look on your face indoors/outdoors and in different light conditions
- **Social media Sharing:** option to share products, 3D-tryout looks on social media will be made available in our platform

# Features

- **Subscription:** Since most beauty products are re-shopped with a time interval this app provide user to subscribe for monthly delivery renewal of the product at discount rates
- **Trial:** Post trying out the product the product may be shipped in smaller quantity version for trial
- **Reviews:** The products listed are provided with the reviews from users as well as beauty experts from all around the world who will be on the company's payroll
- **Tutorials:** Various makeup tutorials will be made available in the platform for the users to try out the products

# Alternatives

- Image processing software where it can correctly predict your perfect makeup.
- Learn from your previous makeup tones and successfully create a good recommendation.
- Rather than using Image AI recommendation you can input your preferences.
- A startup kit to test your skin with all tones and choose what's best for you.

## Why we went with our selection

- Industry has neglected some minority groups and we believed in catering to all.
- Products will be completely cruelty free
- Earlier products were launched according to popular shades but now it will be according to user preferences.
- Luxury products can be produced at reasonable prices.
- There will be constant feedback and help from makeup gurus to help new customers



## Technologies Used



Augmented Reality



Artificial Intelligence deep  
learning

# Business Strategy

1. We use Product Differentiation Strategy to capitalize a highly specific market segment pertaining to Cosmetics.
2. Build customer confidence through product education and addressing the needs of shoppers
3. Collect data from customers' shopping habits to design informative marketing content that is both helpful to a wide segment of target audience and personalized to an individual shopper's needs.
4. Build Customer Confidence to Influence Sales

# Stakeholders

- Investors : Cosmetic Brands like Loreal, NARS, Estee Lauder and Maybelline New York
- Employees
- Customers

# Target Audience



Demographics point to a decidedly female market, but that's pretty much where these individuals' similarities end. Cosmetic buyers are as diverse as the products they buy.



Target Audience will be individuals from all walks of life above age 18+ looking out for buying cosmetics .

# App Development Phase



**Requirement Gathering** : Discovery & market research of beauty product business and target audience, as well as our competitors. Taking inputs from various stakeholders like consumers, product manufacturers, retailers and developers.



**Establishing Goals and Objectives** : Depending upon stakeholder input, develop a clear picture how idea of recommending products and other features fuse together in the functional app. Develop roadmap how the user will navigate through the app.



**Defining Backend Architecture** : Storyboard or roadmap will help in understanding backend structure required to support our app like APIs, servers, data integration etc.



**App Prototype** : Prototyping will help in evaluating our design concepts, gather feedback and identify flaws in usability of our app



**Development** : Setting up developer accounts for the app stores that is to be used for distributing the app and setting up actual storage solutions, APIs, servers for app.



**Testing** : Testing the developed app in real world scenarios and making continuous improvements based on flaws identified.

# Launch Phase

- Marketing team will help with keyword research, important for SEO and ASO i.e. app store optimization which are necessary for discoverability.
- Based on market and keyword research, title and description of the app are to be prepared to deliver it to various marketplaces for distribution.
- Promoting the app with help of beauty experts and social influencers to reach large number of consumers.
- App will be deployed in two phases. In first phase, it will be deployed for selective areas such as New York City, Hoboken to assess initial feedback of consumers.
- In second phase, with further improvements in app based on customer feedback, app will be launched to larger scale across California, New York, New Jersey etc.

# Budget

## PROJECTED EXPENSES:

Application  
Development :  
\$40,000

Advertising  
and Marketing  
: \$40,000

Installation :  
\$40,000

Data Storage :  
\$1,000

Recruitment :  
\$300,000

Leasing and  
Maintenance :  
\$25,000

Operational  
Expenses :  
\$40,000

First year  
expenses :  
\$446,000

“ Invest Now ,  
Earn Later”

# Marketing Plan

**Marketing the App will be done on the digital Platforms.**

- **Facebook and Instagram Ads**
- **Google Ads**
- **YouTube Ads**
- **Offline Promotions**



# Instagram and Facebook Ads



Targeted Audience : The Audience will be all the individuals above 18+ who want to enhance their beauty.



Targeted ad sets will be based on their Occupation and the usage of the Make up.



We can run a campaign #youareyourownbeauty where they can share their experience of using our App and how it helped them to select right product for their skin .



We will run ads that will explain about the experience they would be getting from our Application.

# Google and You tube Ads

For Google Ads it can appear on the search tab when a user searches for any keyword that we have listed there. We will create ads using keywords like makeup tutorial, beautiful for these ads. These ads will be targeted towards people searching for makeup tutorial related searches.

For display ads they use images and are displayed on Google and its affiliate websites.

In YouTube, These ads are about 6-8 seconds long and they cannot be skipped. These ads are generally useful when we want people to know about our brand and create an interest or buzz about our product. They are generally displayed before the start of a video.

Another Ad in You tube is the Instream Ads where they can be skipped These ads are used after a positive buzz about the product has been created



Offline promotions can be done at public places like Shopping Malls, Health and Spa Centers, Beauty Salons, etc.



Campaigns should be organized for people to aware them about this technology



Coupons can be distributed to people during campaigns who register themselves on this app on the spot



A lucky draw coupon can also pick during campaigns which will allow the winner to win a free makeup kit and it can also draw attention of other people

## Offline Promotions

# Benefits

- ✓ Helps consumers around the world to make better beauty decisions by consulting to experts around the globe
- ✓ Makeup artists and skin care experts from all around the world can share their knowledge in their respective field to make this app more reliable
- ✓ Since people can use this app online, they don't have to go outside, and they can follow social distancing according to current situation of Covid-19 which can also save their time and money

# SWOT Analysis

## Strength

- Made for all sexes, ages and races.
- All products are PETA certified.
- Product for every skin tone.

## Opportunities

- New segments to market : Men, unisex.
- Nail art is trending, always room to grow and deliver.
- Recession proof products

## Weakness

- High shipping costs
- Accuracy of AI software.
- Losses in return goods

## Threats

- Ever changing fashion and trends.
- Availability of cheap local brands and imitations
- Competition from designer beauty lines.
- Subjected to acquisition from larger corporates

# Porter's Five Forces

Supplier Power :  
Low

Adoption cost is very low, and few consumers may continue with traditional physical buying method.

Buyer Power :  
High

Switching cost is low and consumer can choose not to use the service to avoid additional overhead charges.

Substitution :  
Low

No existing product that offer product recommendation based on skin type at low adoption and operating cost.

New Entrants :  
Medium

No existing product offer such a solution, but the entry barrier is low.

Competitive  
Rivalry :  
Medium

Traditional physical buying method where sales in charge recommend product may impact our business.

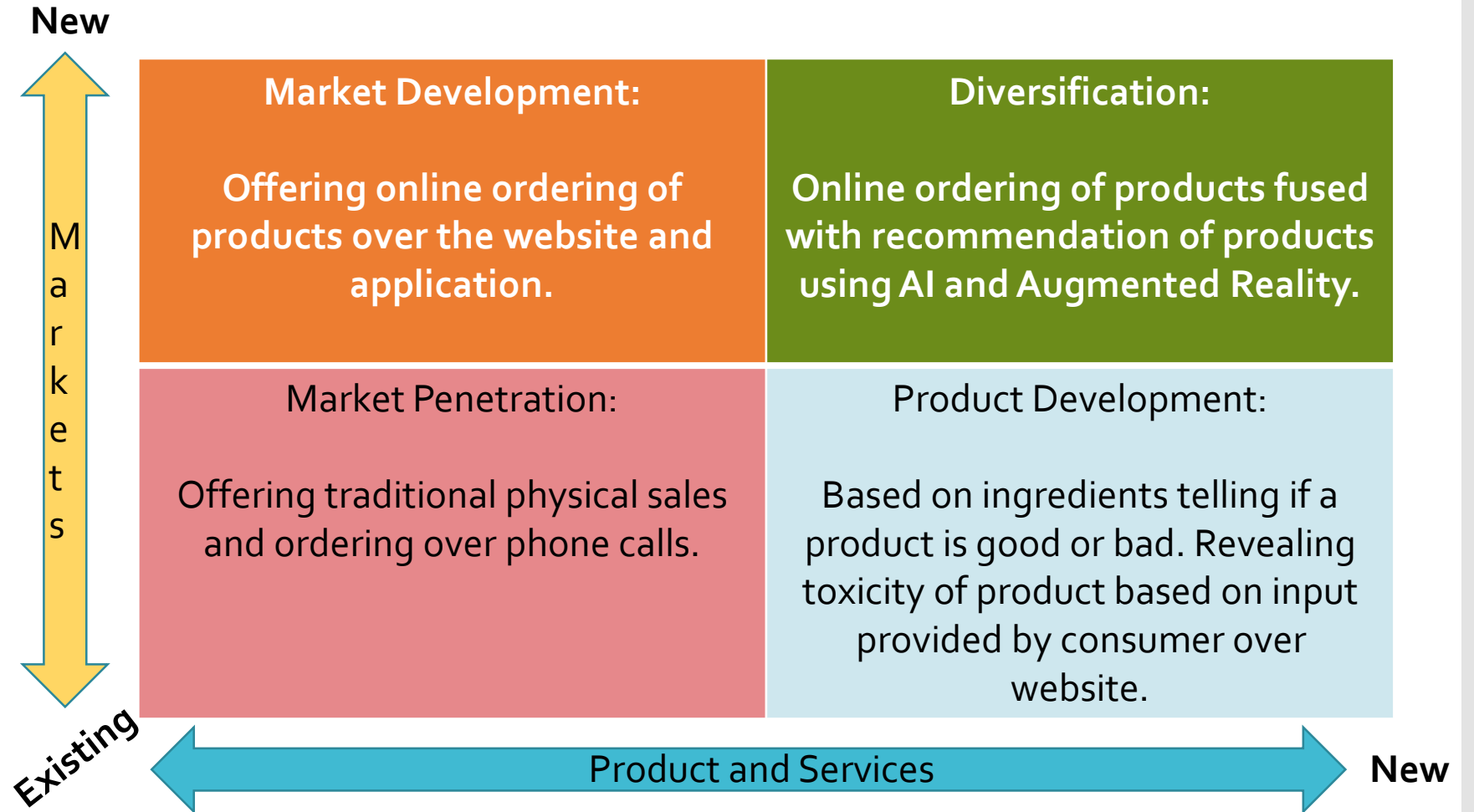


# BCG Matrix



- Cash Cows : Consumers reluctant to try new service and instead prefer physical buying.
- Dogs : Men who buy beauty products offline.
- Stars : Makeup recommendation based on skintype using AI and AR.
- Question Marks : Launching of the app at global level

# ANS-OFF Matrix





# Success Metrics

## Business

- Number of app downloads
- Retention rate
- Session length
- Session interval
- Screen flow

## Consumer

- Saving of money and time
- Choice of products based on unbiased recommendation

# Conclusion



Buying beauty products is very time consuming, also it is very difficult to find product within budget and that suits the skin type.



Hence, we are developing product recommendation application based on Artificial Intelligence and Augmented Reality.



With easy to use mobile application and few inputs from consumers, recommendation will be made with help of skin experts and dermatologist.



This would save lot of time and money for customer.



Thank you