



SKINTUITION

An imagined skincare app that utilizes facial scanning technology and partners with dermatologists to provide users with trustworthy feedback and medical-grade products

My Role: User Experience and Interface Designer, User Research

Timeline: 4 weeks

Tools Used: Figma, FigJam, Trello, Miro



The Concept

- A skincare app with the ability to scan face and **generate instant feedback**
- Through scans, users receive **detailed information on skin conditions**
- Scans are sent to **licensed dermatologists** who in turn provide a detailed report.
- **Research-backed medical advice and products** are recommended to users in order to better their skin health
- **Simple, fast, and easy** to use
- Does not bombard user with ads that promote products for profit

User Surveys

Of the 17 survey participants,

- **82.4%** have tried to research their skin concerns online
- **23.6%** consider themselves to be a 7/10 or higher on a scale from 1 to 10 in skincare knowledge

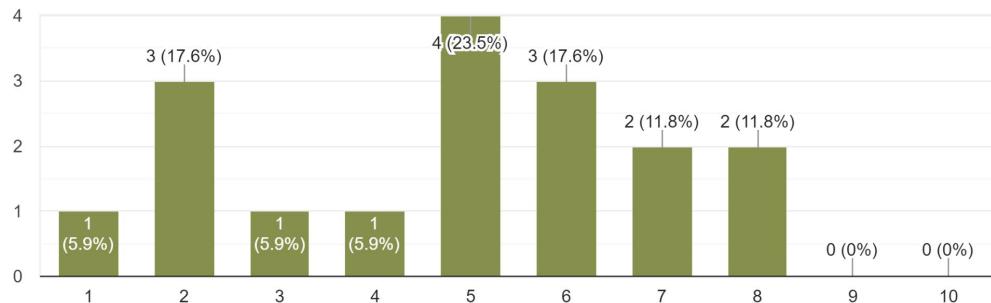


Skincare Questionnaire

This short survey will collect some basic information about you and your relationship with skincare. The data will inform the design of a mobile application meant to help people take better care of their skin. Thank you for choosing to participate, your help is greatly appreciated!

How knowledgeable do you feel about skincare?

17 responses



Interview Questions

1. Tell me a little bit about yourself. How old are you, where do you live, etc?
2. How important is skin health to you?
3. Do you currently have any skin concerns? If so, what are they?
4. How knowledgeable do you feel about skincare?
5. Can you walk me through your current skincare routine?
6. How do you feel about your current skincare?
7. When did you first decide to start looking for solutions to your skin concerns and why?
8. What are factors that you need to take into consideration while searching for skincare solutions? (i.e. allergies, preference for natural ingredients, etc)
9. Can you tell me about some of your favorite skincare products?
10. Can you tell me about some of your least favorite skincare products?
11. How reliable do you consider your skincare to be? Do you generally find your products actually do what they claim to do?
12. Have you ever tried to research your skin concerns online? How was that experience?
13. Where online do you typically find information on skincare?
14. Have you used a mobile app to learn about skin care solutions?
15. Have you ever been misled when purchasing skincare products? What happened?

“What factors make finding effective skincare difficult, in your opinion?”

“How important is skin health to you?”

User Interview Insights

Interview #1 - Julia

Tries new skincare products a few times a year	Mainly has hormonal acne	Feels pretty knowledgeable about skincare for herself overall
Knows to search for products based on skin type	Washes face every day, applies toner and moisturizer	Room for improvement in routine and more consistency
Would like more knowledge on creams and serums	Started a skincare routine after her mom recommended her in adulthood	Biggest factor in products is affordability
Favorites product is a light moisturizer from TULA	Also uses a dry-gel toner that she loves	Avoids bad ingredients (aluminum, etc)
Considers her skincare products to be generally positive	Gets info from influencers and dermatologists on YouTube	Avoids all Neutrogena because it dried her skin out
Hasn't done a lot of personal research on skin concerns	Orts skincare product recs from friends	Considers the skincare products she does try to be relatively
Never misleading experiences are just lack of promised results	Relies heavily on social media for skin and skincare info	Tried to do her own research on issues and gave up
Suspicion of paid ads and product placement	Never used or looked for an app for help with skincare	Bad experiences with things that burn or dry sensitive skin
Hard to tell if endorsements are genuine or paid on Social Media	Never used or looked for an app for help with skincare	Derm prescribed hydrocortisone cream and it worked wonders
Considers most issues to be too small to see a dermatologist	Wants to look for skincare products she knows and trusts	Wouldn't be interested in seeing a dermatologist regularly
First move if there's an issue is google search and self diagnosis	Doesn't trust dermatologists after a bad experience	First plan for issues is to try a home remedy, then products
Mostly sticks to products she knows and trusts	Never used a mobile app to learn about skincare solutions	Spontaneously decides to moisturize

Interview #2- Adrienne

Tries new skincare product once every 2 months or so	Has an ongoing skincare routine, and also occurs occasionally	Feels like she's knowledgeable about skincare
Will sometimes be very neglectful of washing face	Only uses moisturizer	Feels her current skincare routine could use improvement
Avoids bad word, bad ingredients (aluminum, etc)	Has very sensitive skin that is prone to dryness	Favorite product is Trader Joe's hyaluronic acid gel moisturizer
Considers the skincare products she does try to be relatively	Tried to do her own research on issues and gave up	Most typically finds information on TikTok
Bad experiences with things that burn or dry sensitive skin	Important buying factor is reasonable prices	Looks up lots of "the 10 best..."
Wants to look for skincare products she knows and trusts	Spontaneously decides to moisturize	Hasn't been to a dermatologist since high school for acne
First move if there's an issue is google search and self diagnosis	Never used a mobile app to learn about skincare solutions	Wait times for seeing a dermatologist

Interview #3- Anneelyse

Wishes you could tell her products to make sure they work	Recommend her skincare routine	Gets most information about skincare from TikToks
Has dry skin	Affordability is a main consideration	Has used Sephora's mobile skincare app
Has sensitive skin	Care about packages (nice packaging)	Not isolated but wasn't fully aware of the product
Not very knowledgeable about skincare	Believes products are fairly reliable	Only started taking care of skin after getting married
Uses cleansers, moisturizing cream, SPF... Sometimes an eye cream	Values convenience in skincare products	Not necessarily looking for solutions to skin concerns
Will look up affordable skincare brands	TikTok influences what skincare products she buys	The lotion he likes can be hard to find
Wants to maintain her routine	Finds that his lotions choices generally do what they promise	Doesn't care about ingredients
Hates not feeling misled while trying skincare products	Decides to purchase based on smell and consistency	Likes bath and body works body lotion
Open to changes in skincare routine but won't seek them	More comfortable shopping in person than online	Seen dermatologist but, wasn't helpful
It's hard to know what to look for when shopping	Has not been misled when shopping in store	Looks for deals before shopping
Has a passion for skincare	Has been experiencing acne since 8 grade	Has been experiencing acne since 8 grade

Interview #4- Adam

Find response would be to google a solution	Importance of skin health is 5/10	Primary skin issue is dryness
No nighttime routine	Skincare routine has room for improvement	Like fragrance in her products because it feels more luxurious
Morning routine of shower and clean on face, sometimes body	No nighttime routine	Wants to get rid of dark spots
Only started taking care of skin after getting married	Likes scented lotion, two birds one stone	Uses lactic acid, benzoyl peroxide, 30 SPF, salicylic acid, Benjamin's oil etc
Not necessarily looking for solutions to skin concerns	Likes bath and body works body lotion	Uses products from Neutrogena, Olay
Only started taking care of skin after getting married	Gets skincare instructions from wife	Loves Fresh brand products
Doesn't care about ingredients	Seen dermatologist but, wasn't helpful	Loves Buche facial essence
Likes bath and body works body lotion	Looks on social media and YouTube for product reviews	Wants to know the ingredients
Seen dermatologist but, wasn't helpful	Has been experiencing acne since 8 grade	Reads articles online to learn new products and solutions
Likes bath and body works body lotion	Has a natural skincare company	Thinks skincare products are reliable
If he had to search hard try Walmart	Researches new products often online	Likes to exfoliate
Used body lotion, face butter, upgraded face lotion	Likes to exfoliate	Likes to order products from the brands website
Only puts lotion on face because it's what people use	Reads articles online to learn new products and solutions	Healthy skin is vital to self esteem

Interview #5- Shance

Has hormonal acne around chin area	Has oil skin that tends to get clogged	Loves products that rely on oil instead of washing off
Wants to get rid of dark spots	Uses lactic acid, benzoyl peroxide, 30 SPF, salicylic acid, Benjamin's oil etc	Uses a combination of natural and science solutions
Love Sunday Riley good genes serum with lactic acid	Loves Fresh brand products	Loves Buche facial essence
Seen dermatologist but, wasn't helpful	Looks on social media and YouTube for product reviews	Wants to know the ingredients
Has been experiencing acne since 8 grade	Has been experiencing acne since 8 grade	Reads articles with reviews with google search

Affinity Diagram

SKINCARE PRODUCTS



SKIN CONCERN



BAD EXPERIENCES



RELIABILITY



PURCHASING PREFERENCES



CURRENT ROUTINE



CURRENT KNOWLEDGE



RESEARCHING



Research Conclusions

After conducting over 5 interviews these are the main observations

- Most interviewees had **little knowledge** about skin care and **felt lost** when trying to treat their skin concerns.
- Most common concerns were dry skin, acne, hyperpigmentation, and skin sensitivity.
- All interviewees had **searched for treatments online** with generic results.
- Most of our interviewees valued their time and wanted a **quick and effective routine**.
- Most **valued recommendations from Skin professionals**, although few had been to a dermatologist.

User Persona



Olivia Barlow



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Physical Therapist



Phoenix, AZ

Olivia Barlow is a pediatric physical Therapist practicing at a local rehabilitation center. When not helping her clients, Olivia loves getting dirty in her garden and dog-sitting for her neighbors. Every morning, Olivia has a simple routine of washing her face and applying facial cream. She is not particularly knowledgeable about skin care, however, and struggles with periodic pimples and dry skin.

Wants and Needs

- Would like to use products that smell and feel good
- Wants the expertise of a dermatologist without the time commitment
- Values convenience
- Knowledge about how to treat her skin in her future

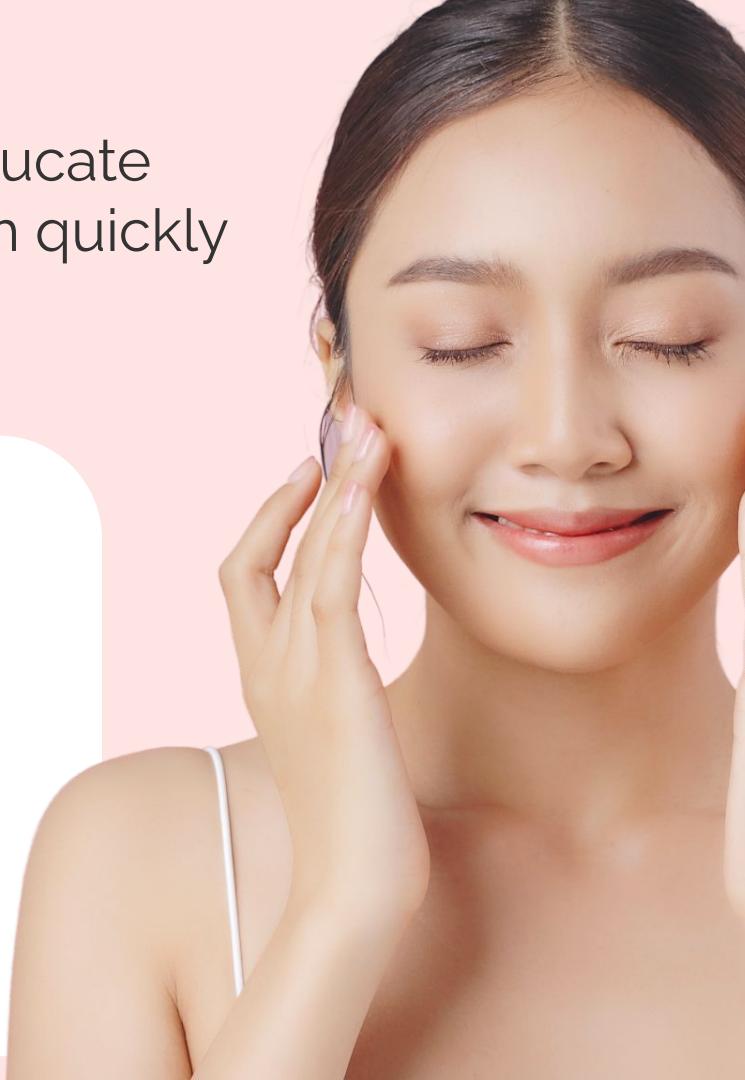
Goals

- To have an established morning and night routine
- Clear, and more moisturized skin in 6 months
- Find effective skincare solutions with less inconvenience

Skintuition is a mobile app created to educate users on how to improve their skin health quickly and affordably.

Problem Statement

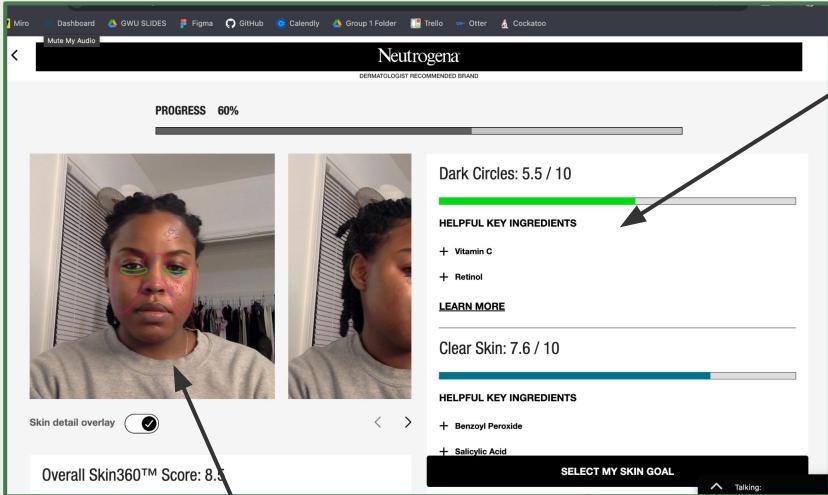
Our product is designed to help users diagnose and treat skincare concerns at minimal cost and from the comfort of their phones. How might we help a young physical therapist learn more about her skin and purchase products that will treat her issues effectively?



Competitor Analysis

	Strengths	Weakness	Opportunity	Threat
	They suggest products based on your concern	Has to have a monthly subscription of \$30+ in order to access features	Needs more clinical research done in order to give custom advice	Ships an attachable mobile scanning device to members
Neutrogena Skin360™	Suggested a morning and evening product routine and application tips	It's a web app instead of mobile app	Having the opportunity to talk to a professional about results	Used graphs to visually show skin scanning results
	Daily skincare checklists and personalized insights	Requires skin analysis first before making account	Should be able to retake the skin quiz as many times is needed	Has daily check in to track progress
	Shows real user success stories, and has product reviews	Limited options during the onboarding survey	Suggested products are generic and should be custom to user	Has natural treatment options as well has products

Face Scan



Face scan
highlights important
areas

Provides detailed results
in the top five concerned
areas of the face

Recommending and
advertising their
branded products

The screenshot shows the Neutrogena app interface. At the top, there are tabs for "ENVIRONMENTAL IMPACT", "PRODUCTS", and "SKIN TIPS". Below the tabs, it says "Overall Skin360™ Score: 8.5 / 10". A "TAKING" dropdown menu is open. In the center, there is a "EXTERNAL AGGRESSORS" section with a "Set your location" input field and a "2-Week Forecast" section showing "UV Index", "Humidity", and "Air Quality" levels. On the right side, there is a sidebar titled "ALL YOUR PRODUCTS" showing a list of items with checkboxes:

- Neutrogena® Hydro Boost Hydrating Gel Cleanser with Hyaluronic Acid, Fragrance Free \$11.59
- Compostable Makeup Remover Cleansing Wipes \$4.97

Ideation

I LIKE

How accessible information about skin care is on the web	the favourites section of shopping app	How skincare products clearly label their ingredients	transparency about specific ingredients
recommended products based on skin type	How the Sephora App scans the user's face to identify ideal products	Providing clear usage instructions	sorting by price range, sorting by brand, whether it's vegan - FILTERS
aesthetic packaging	when my dermatologist explains what ingredients do what	when products actually do what they say they will	FAQ for both skincare issues and products
products that are eco friendly/don't hurt the environment	products with "clean" ingredients (i.e. not super chemically)	explanation of ingredients inside skincare products	that you can get personalized skincare for individual faces (curology)
that dermatologists are available online	a feature that lets users sort products based on things they want to avoid (sulfates, aluminum)		

Transparency about specific ingredients

I WISH

a way to get a reliable diagnosis without speaking to a professional	being able to see the science behind certain products (as an option)	Database of products that are safe and unsafe	Consistently reliable sources of skin care information
skincare products were more transparent about their ingredients	Instant connection to a dermatologist or doctor	Specify order of application - SPECIFIC INSTRUCTIONS	you can have a dedicated skin care prof. at any time
App sends you samples of products to try	Calming playlist of music to listen to while applying skincare products	could create the perfect product for each user	information about skincare ingredients was more readily available
skincare brands that aren't so heavily targeted to consumer culture	you could try products for a few months before committing to payment	"safe for vegans", "safe for pregnancy", "safe for ---- allergies", "no animal testing"	safety rating - shows which products have third party testing and (peer reviewed) studies done (increase trustworthiness)
there weren't so many misleading/garbage skincare apps that are just trying to sell you products			

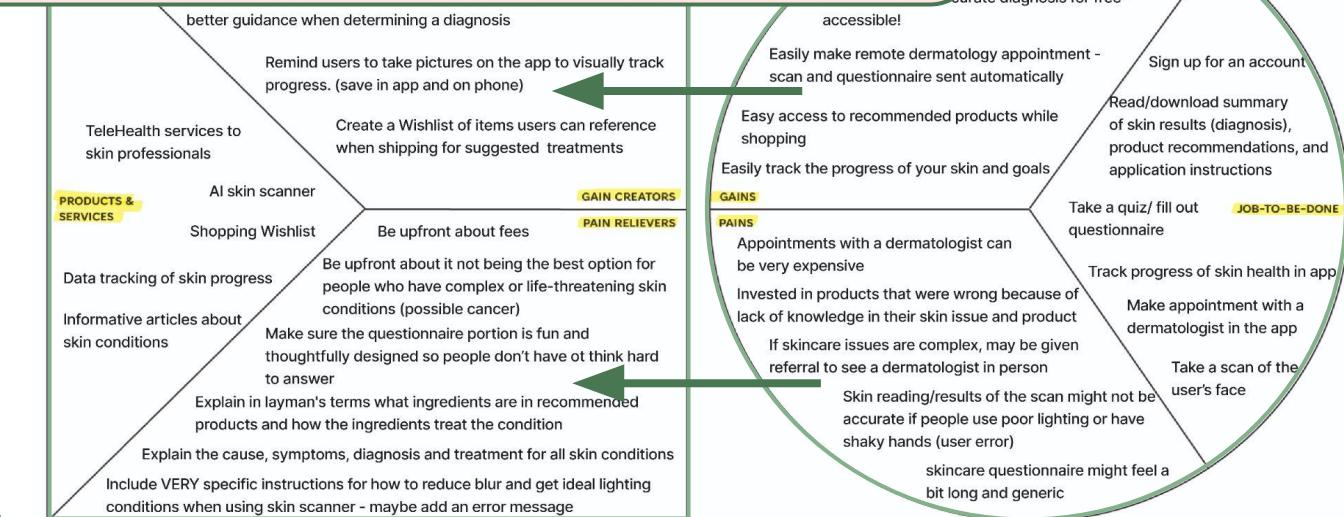
A way to get a reliable diagnosis without speaking to a professional

WHAT IF

An app that instantly clears your face of pimples	A skincare app that instantly changes your skin tone to different colors	A face mask you wear at night that fixes all your skincare issues	an app that gives you a facial
Single click, single product skincare app for low maintenance people	you could get an instant fix for skincare issues through an app	you could control your skin/skin concerns with an app linked to your face	Virtual test (skin scan) to see if something is actually working after trying products
Skincare products that produce the benefits of plastic surgery (smaller nose, sharper jawline, etc)	an app that scans your face and creates the ideal skincare routine for you + sends you the products instantly (and its free)	In-app skin scans that determine facial issues	

You could control your skin/skin concerns with an app linked to your face

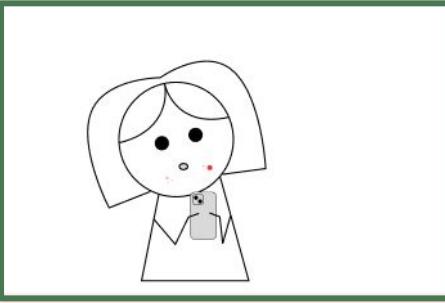
“Skincare isn’t intuitive, we can help.”



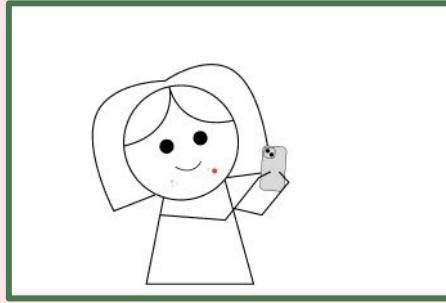
Storyboard



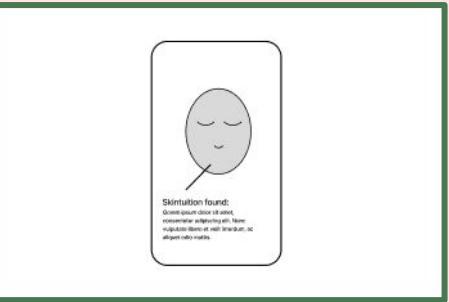
Olivia notices a yet another pimple on her chin and finally decides to search for help.



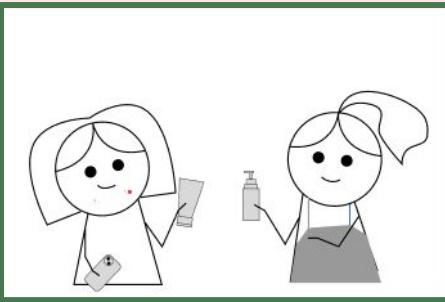
Olivia finds Skintuition and downloads the app.



Olivia creates an account and scans her face with Skintuition's diagnosis scanner.



She receives instant feedback from her skin scan and reads the suggestions on how to treat her dry, acne-prone skin.



Equipped with new insights into her skin, she buys the suggested products and begins to treat her acne.



Thanks to Skintuition's recommendations, Olivia sees positive improvements in her skin and feels more confident in her skincare routine.

User Journey

The Beginning

Olivia struggles to manage her dry, acne-prone skin

Olivia finds more pimples on her chin and decides to take action

The Search

She begins to look for solutions online

Olivia discovers Skintuition as a possible solution

The Discovery

She scans her face within the app to get a diagnosis of her skin

She downloads the app and creates a profile

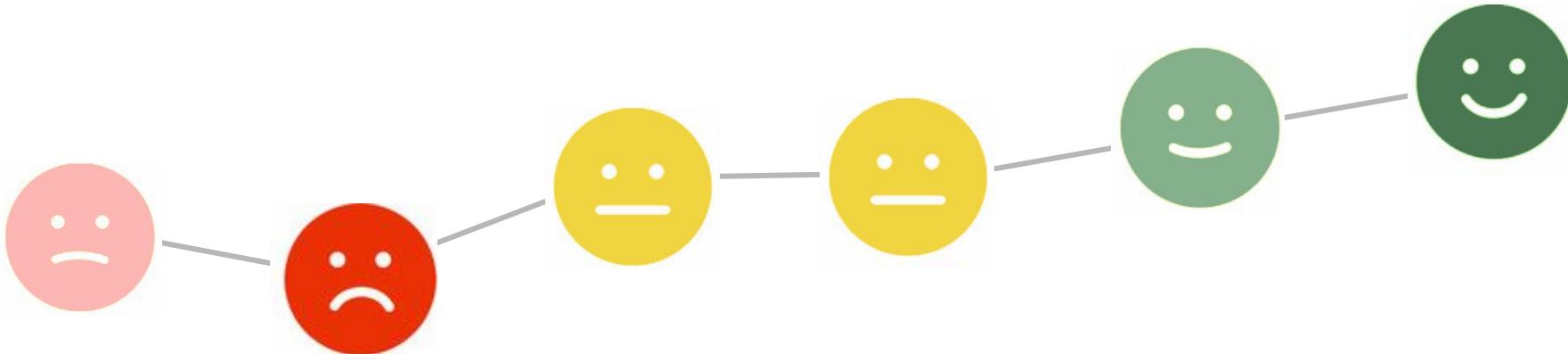
She is given specific product and lifestyle recommendations to improve her skin

The Resolution

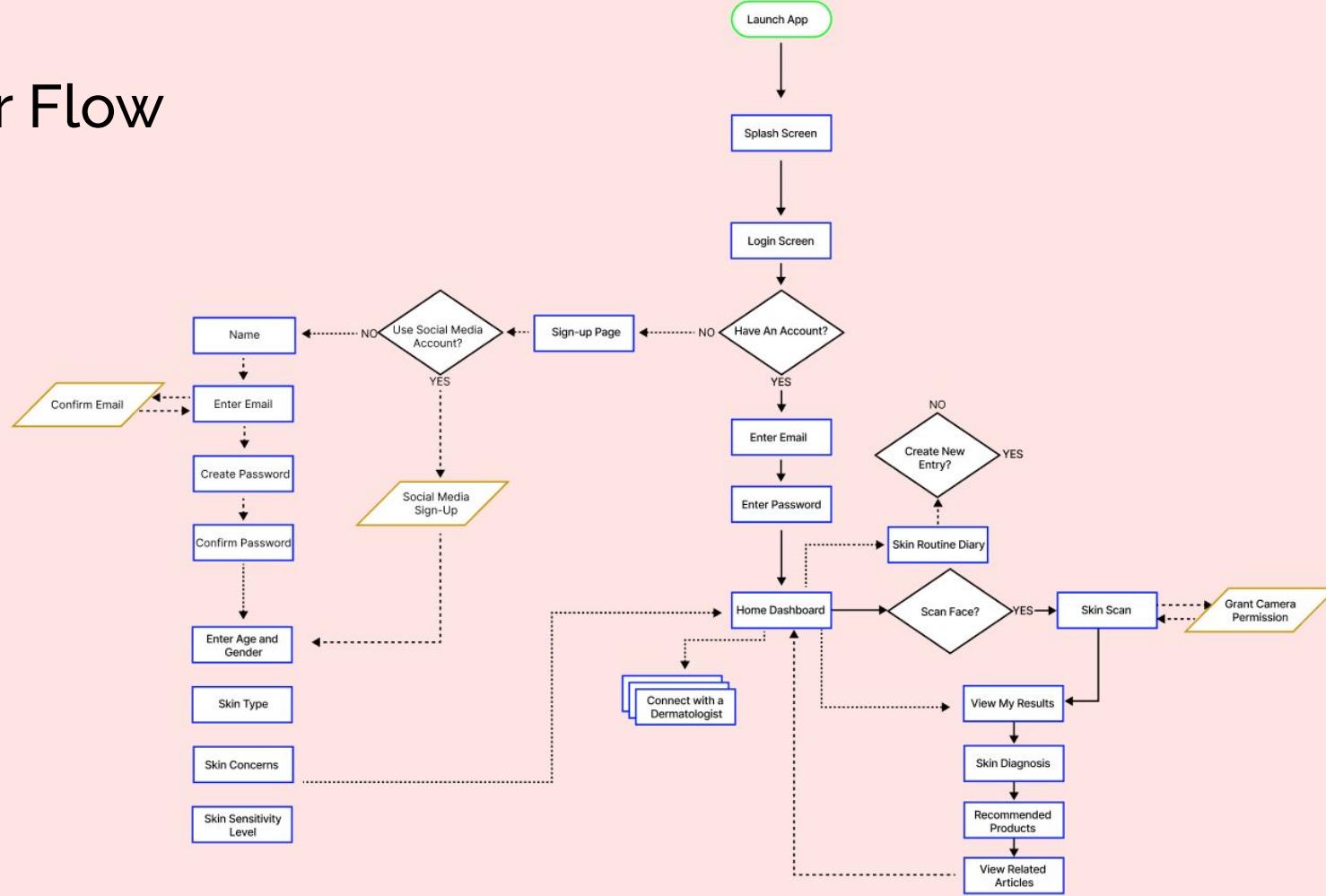
Olivia implements Skintuition's recommendations into her routine

She is happy to see improvements in her skin and feels confident in her routine

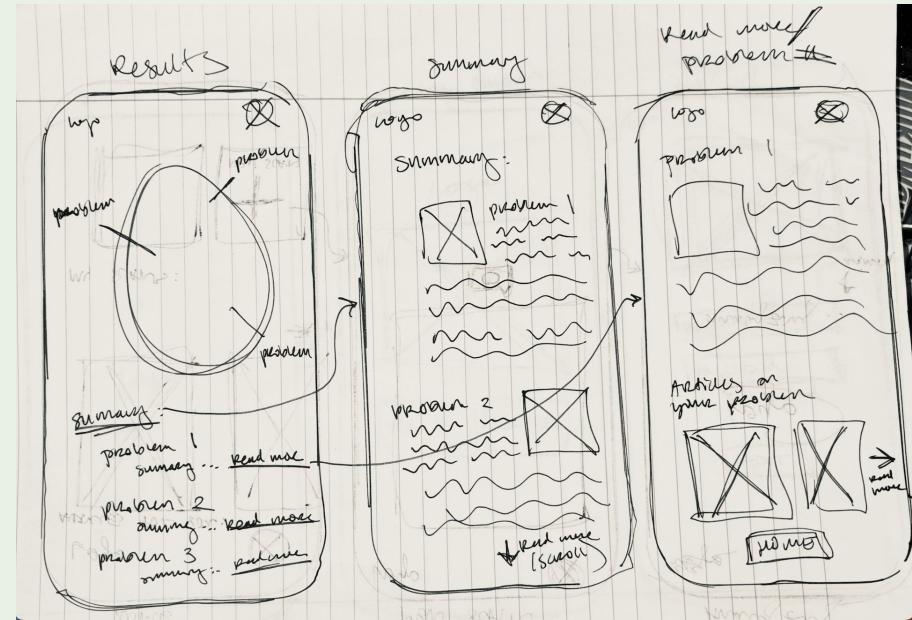
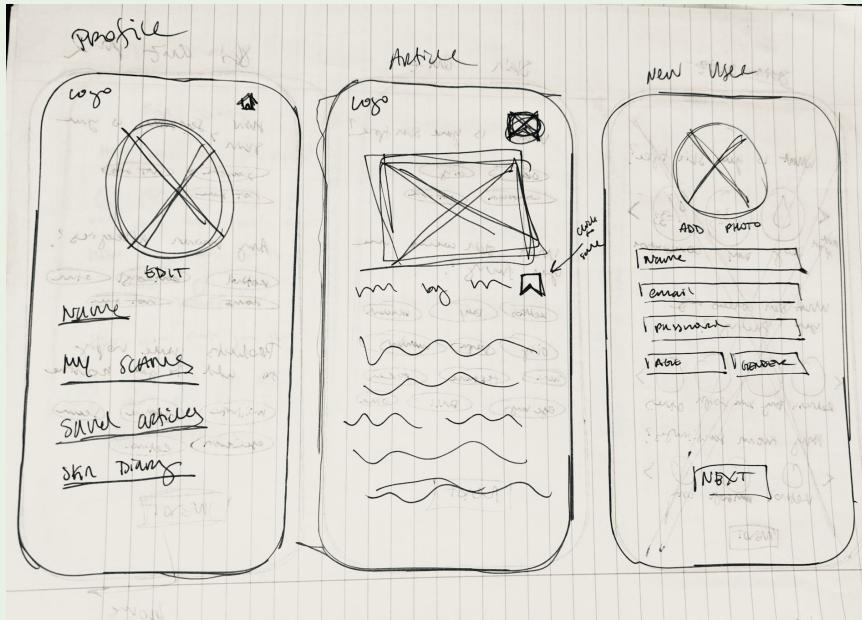
She now knows she can trust Skintuition for help solving future skincare issues



User Flow



Paper Wireframes

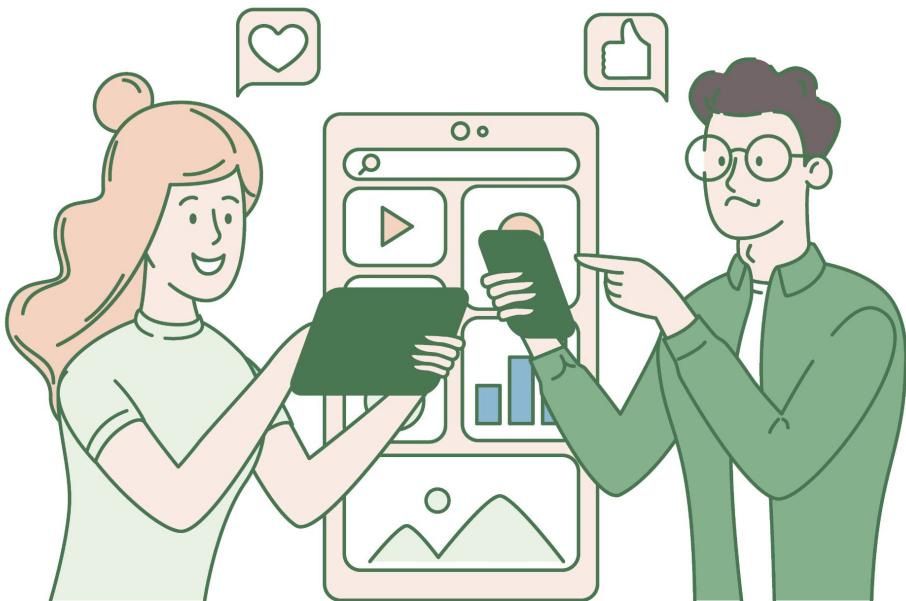


Digital Wireframes

The image displays four digital wireframes for a mobile application named SKINTUITION, arranged horizontally. Each wireframe is set against a light pink background with vertical white stripes and features a black rounded rectangle at the top representing the phone's notch.

- Wireframe 1 (Home Screen):** Shows the SKINTUITION logo at the top left and a large black leaf icon at the bottom center.
- Wireframe 2 (Login Screen):** Displays the SKINTUITION logo at the top center. Below it is the text "skincare isn't intuitive, we can help". It contains two input fields: "Enter Email" and "Enter Password". A "Forgot Details? Click Me" link is located below the password field. At the bottom are "Log In" and "Sign Up" buttons.
- Wireframe 3 (Dashboard):** Greeted with "Hello, [User]" and a black leaf icon. It lists "Recommended Articles For You" with items Article X, Article Y, and Article Z, followed by a "More Articles →" button. It includes a "Scan Now!" button with a camera icon. Below are sections for "Skin Care Diary" and "Recent Scan Results", each with a "See More" link.
- Wireframe 4 (Product Catalog):** Shows a heading "Products you're hoping to add to your routine:". It lists categories: "Cleanser" and "Serum" in the top row, "Moisturizer" and "Retinol" in the middle row, and "Eye Cream" and "Other" in the bottom row. Navigation buttons "Back" and "Next" are at the bottom.

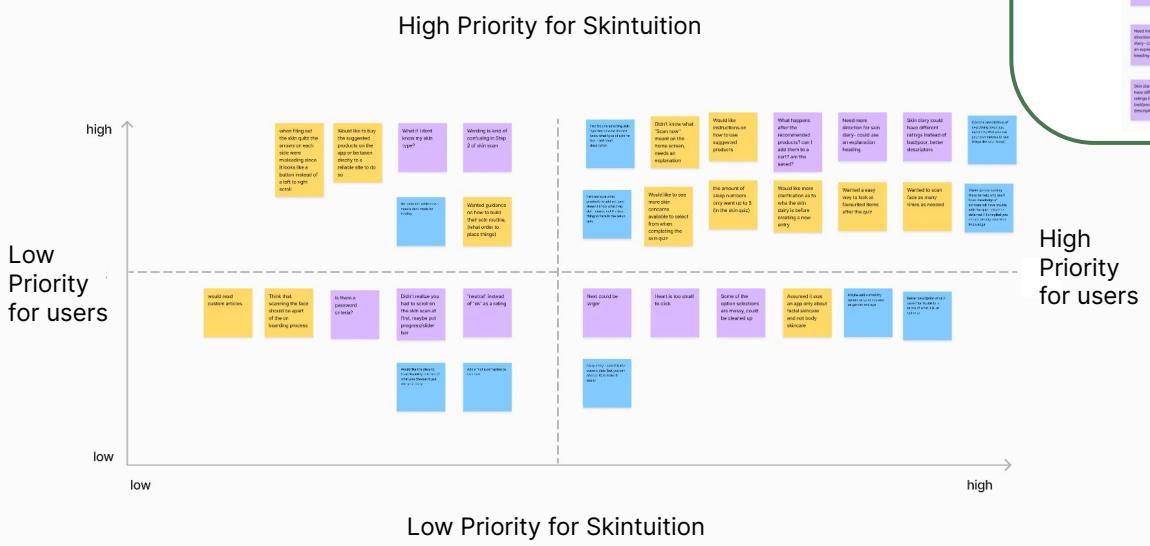
Usability Testing Observations



Users said:

- Would download an app for this service
- “Scan new” button is confusing, needs more explanation as to what the button means
- The onboarding process was quick and simple
- Would like to be able to buy suggested projects within app
- Need more direction for skin diary - not intuitive

Feature Prioritization Matrix

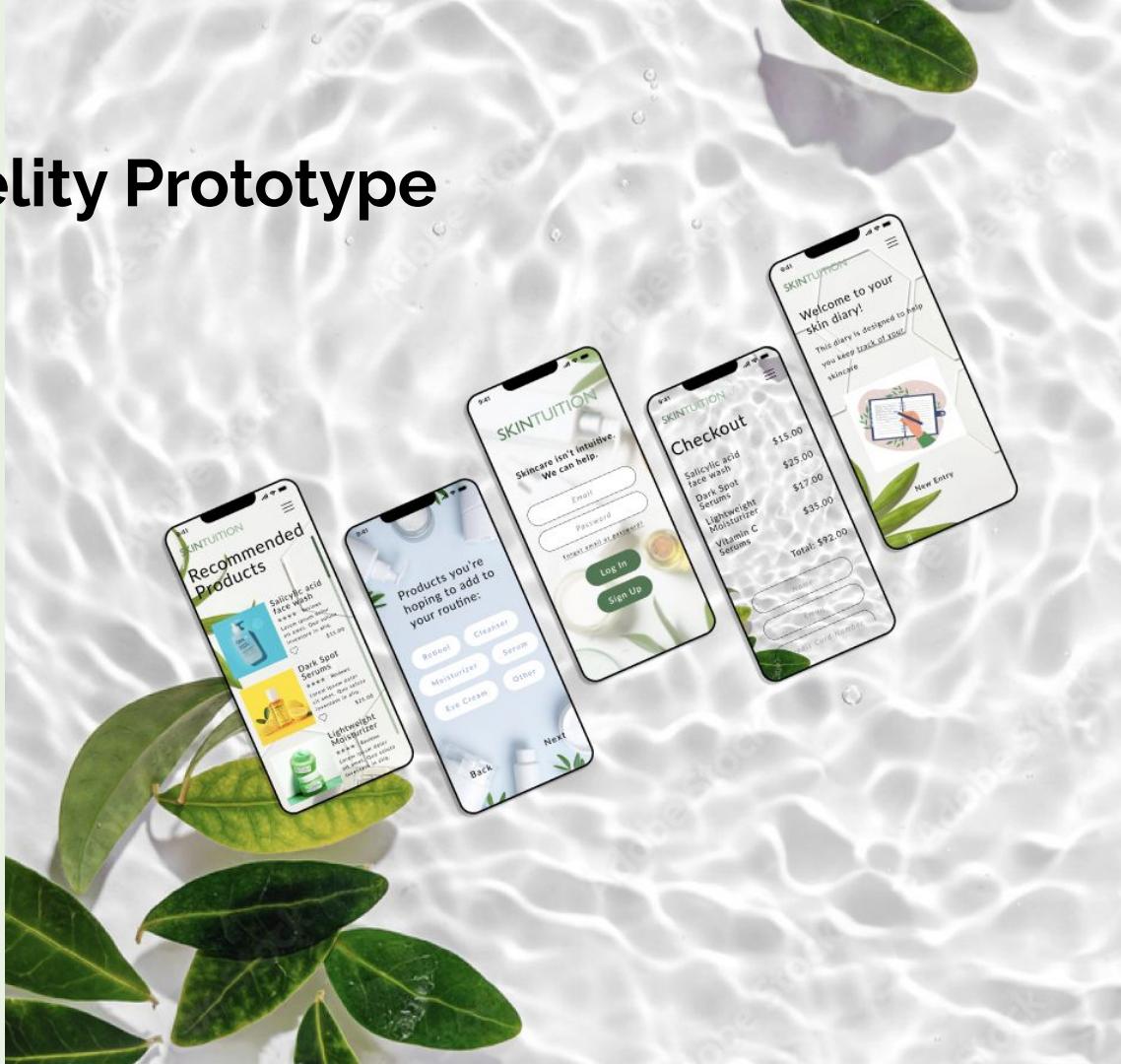


Guerilla testing user insights

Section 15



High Fidelity Prototype



[click me!](#)

Future Opportunities and Next Steps

- **User Feedback Collection:** Conduct user testing sessions with a diverse group of participants to gather feedback on the mobile prototype and identify areas for improvement.
- **Iterative Design Refinement:** Based on the feedback received, iterate on the mobile design to address any usability issues, enhance user experience, and improve overall aesthetics.
- **Usability Testing:** Perform additional rounds of usability testing with the target audience to validate the design changes and ensure the app meets user needs and expectations.
- **Visual Design Enhancement:** Focus on refining the visual design elements, such as color schemes, typography, and imagery, to create a cohesive and visually appealing user interface

