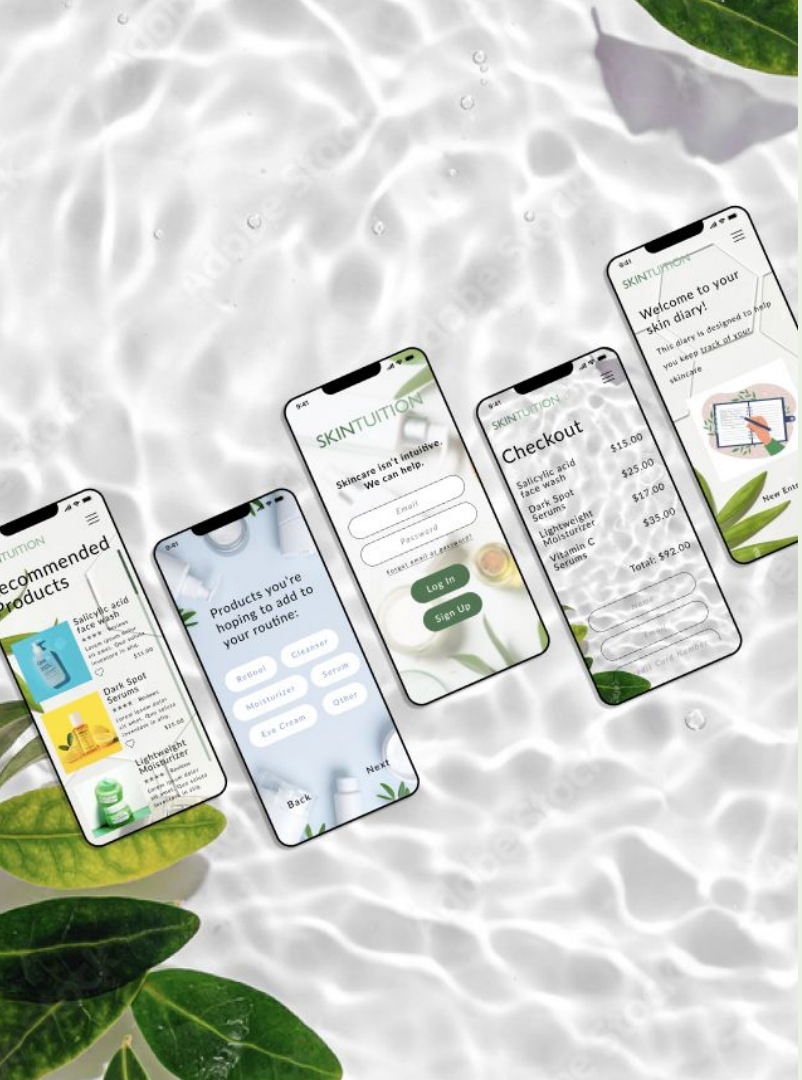


SKINTUITION

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

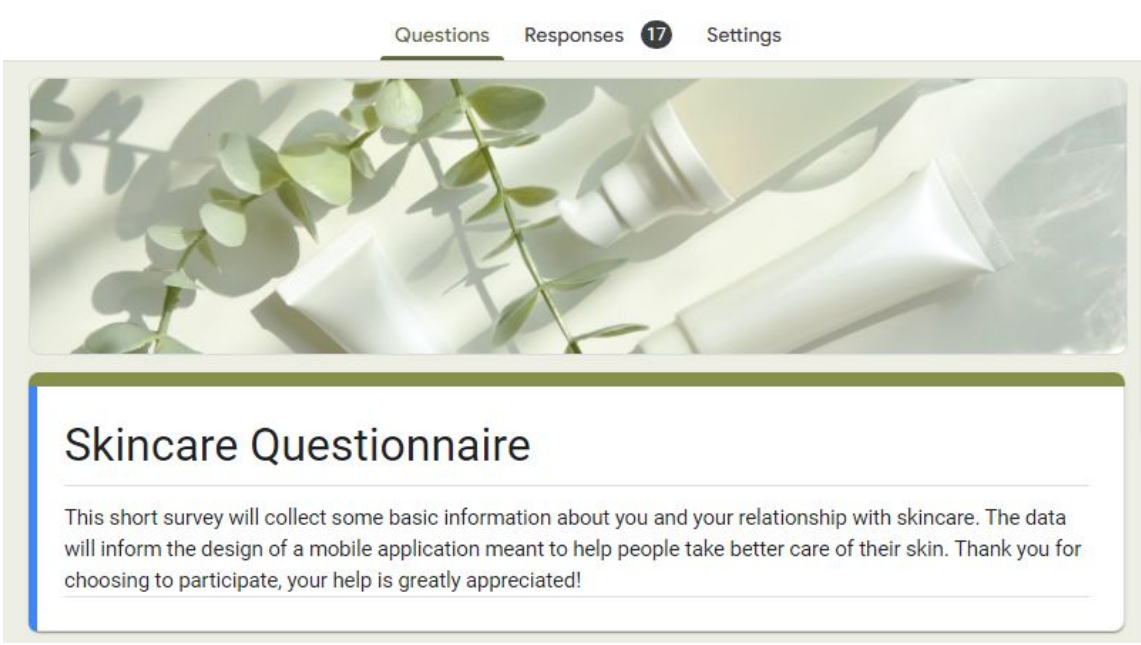
The Concept

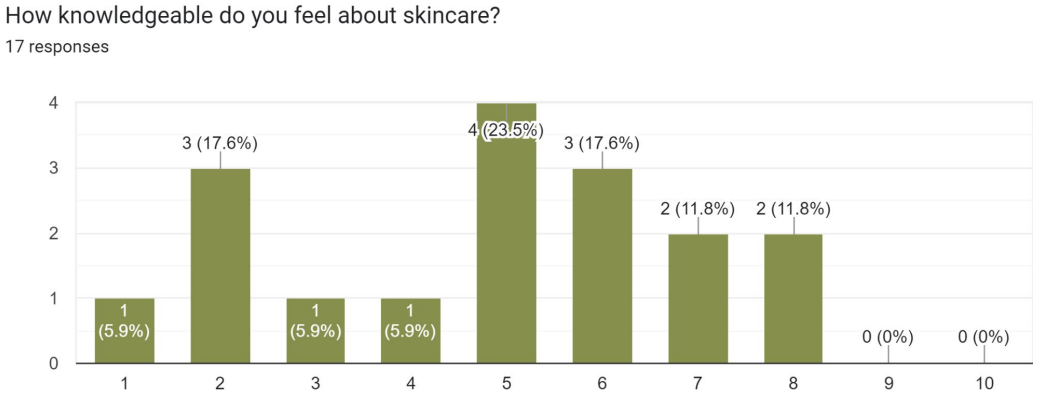
- A skincare app with the ability to scan face and **generate instant feedback**
- Through scans, users receive **detailed information on skin conditions**
- Scans are sent to **licensed dermatologists** who in turn provide a detailed report.
- **Research-backed medical advice and products** are recommended 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 our 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





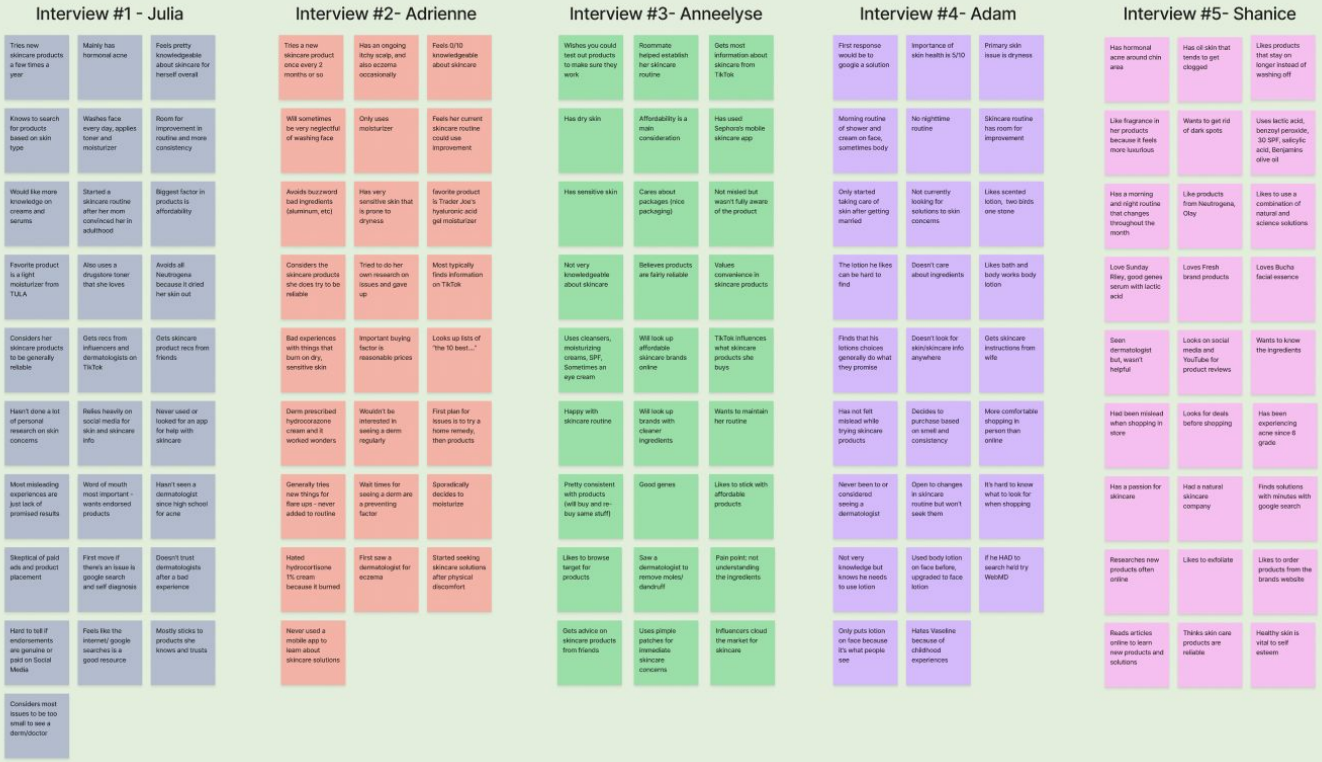
Interview Questions

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

1. Tell me a little bit about yourself. How old are you, wh
2. How important is skin health to you?
3. Do you currently have any skin concerns? If so, what a
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?
16. rchase skincare products?
17. urchasing products?
18. ogist and if so can you describe that experience? (If not, why have you chosen not
19. ctive skincare difficult, in your opinion?

"How important is skin health to you?"

User Interview Insights

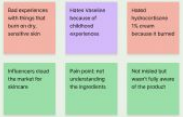


Affinity Diagram

SKINCARE PRODUCTS

SKIN CONCERNS

BAD EXPERIENCES



RELIABILITY

DERMATOLOGY

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

28

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

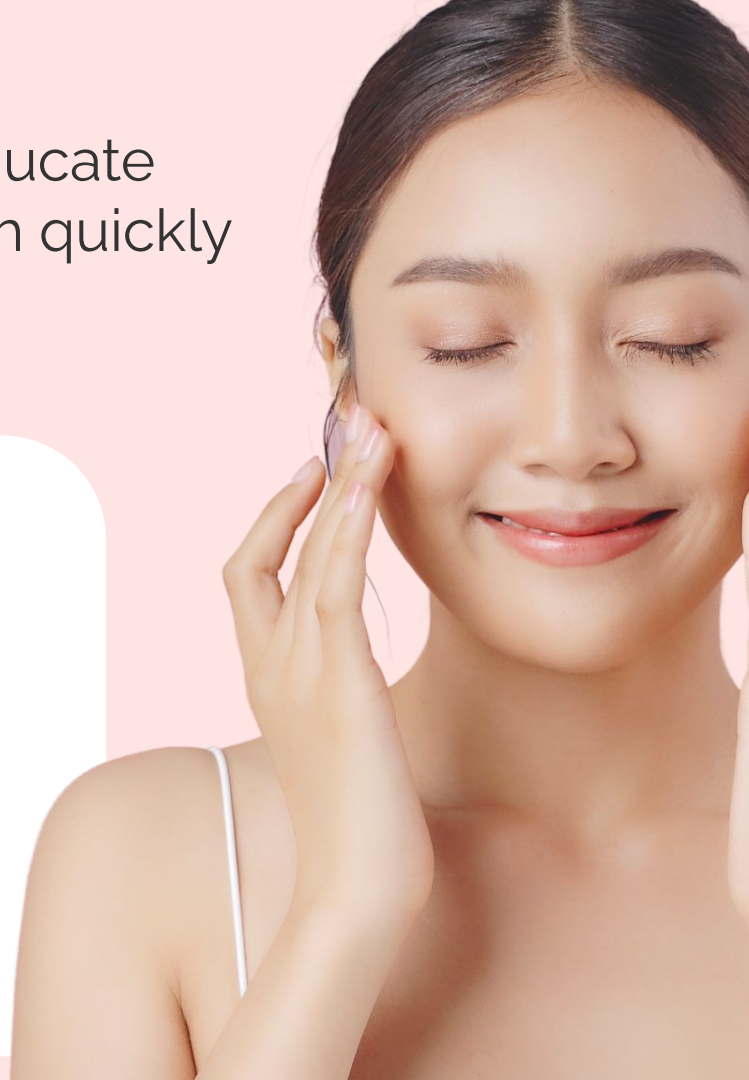
Goals

- 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?



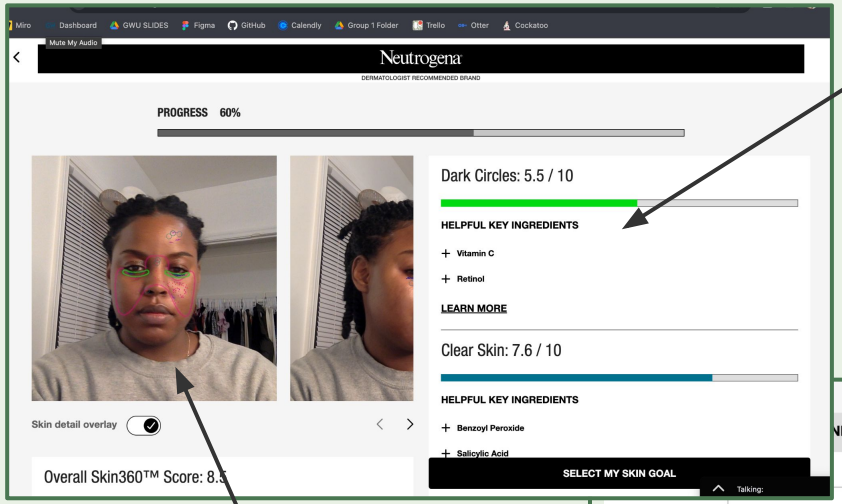
Competitor Analysis

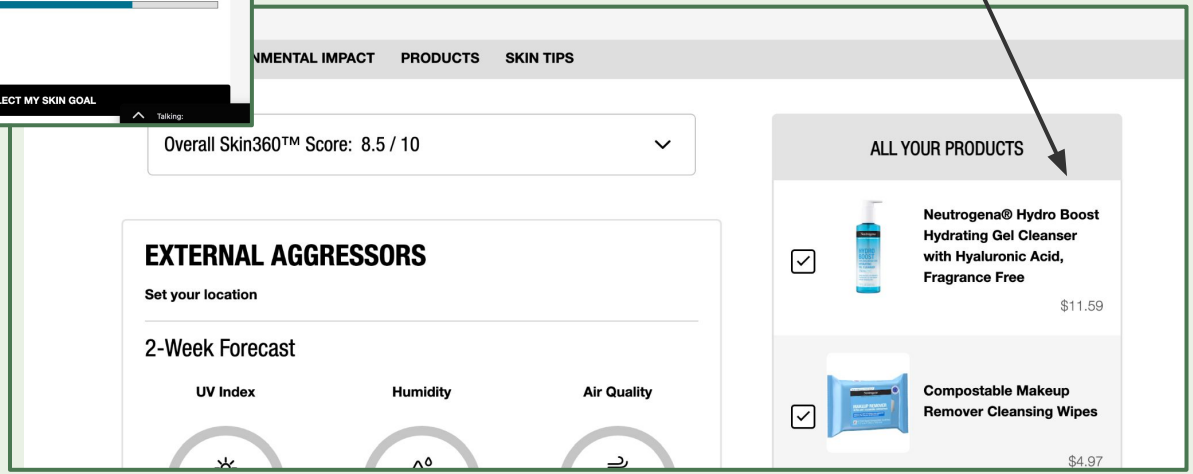
	Strengths	Weakness	Opportunity	Threat
face genius	They suggest products based on your concern	Has to have a monthly subscription of $30+ in order to access features	Needs more clinical research done in order to give custom advice	Ships an attachable mobile scanning device to members
Neutrogena Skin360™	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
TroveSkin	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
MDacne	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

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

Recommending and advertising their branded products





Face scan highlights important areas

Ideation

Transparency about specific ingredients

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

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

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 enivornment
- 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)

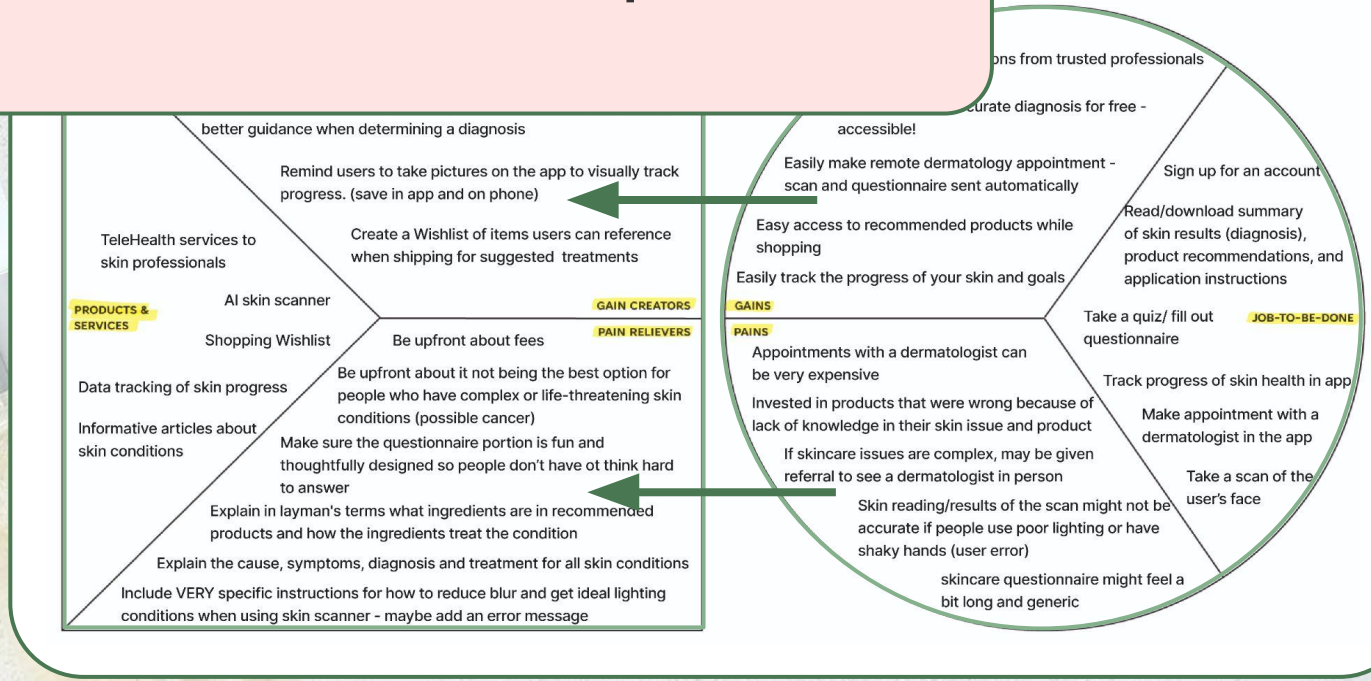
I WISH

- 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 deticated 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

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

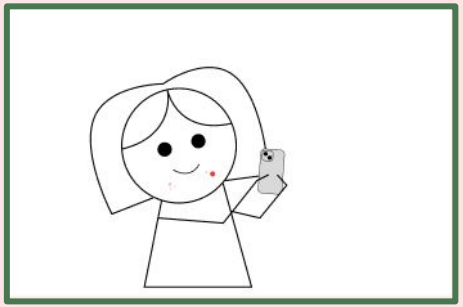
“Skincare isn’t intuitive, we can help.”



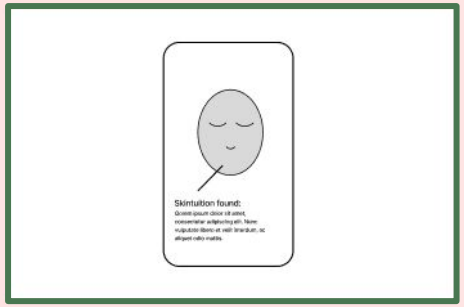
Storyboard

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.



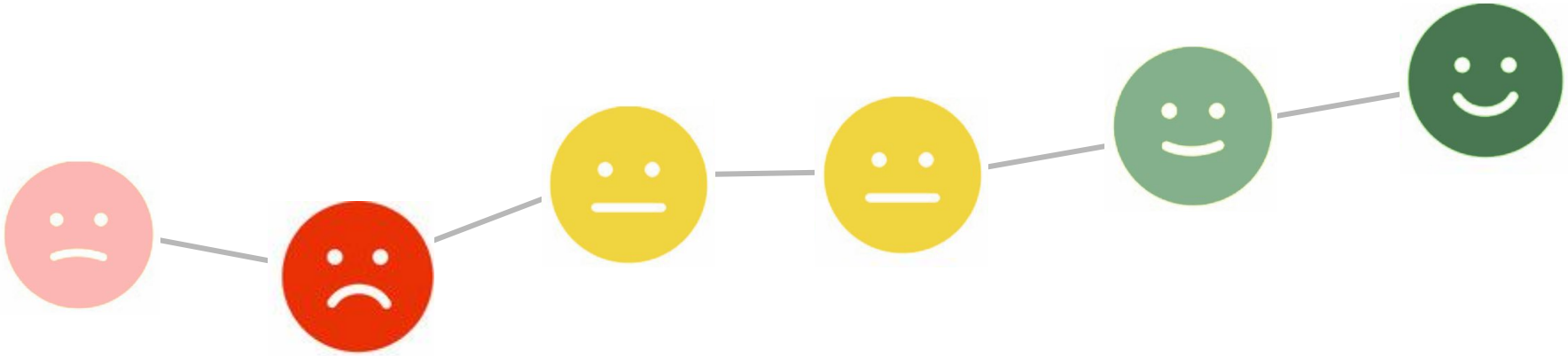
She receives instant feedback from her skin scan and reads the suggestions on how to treat her dry, acne-prone skin.

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

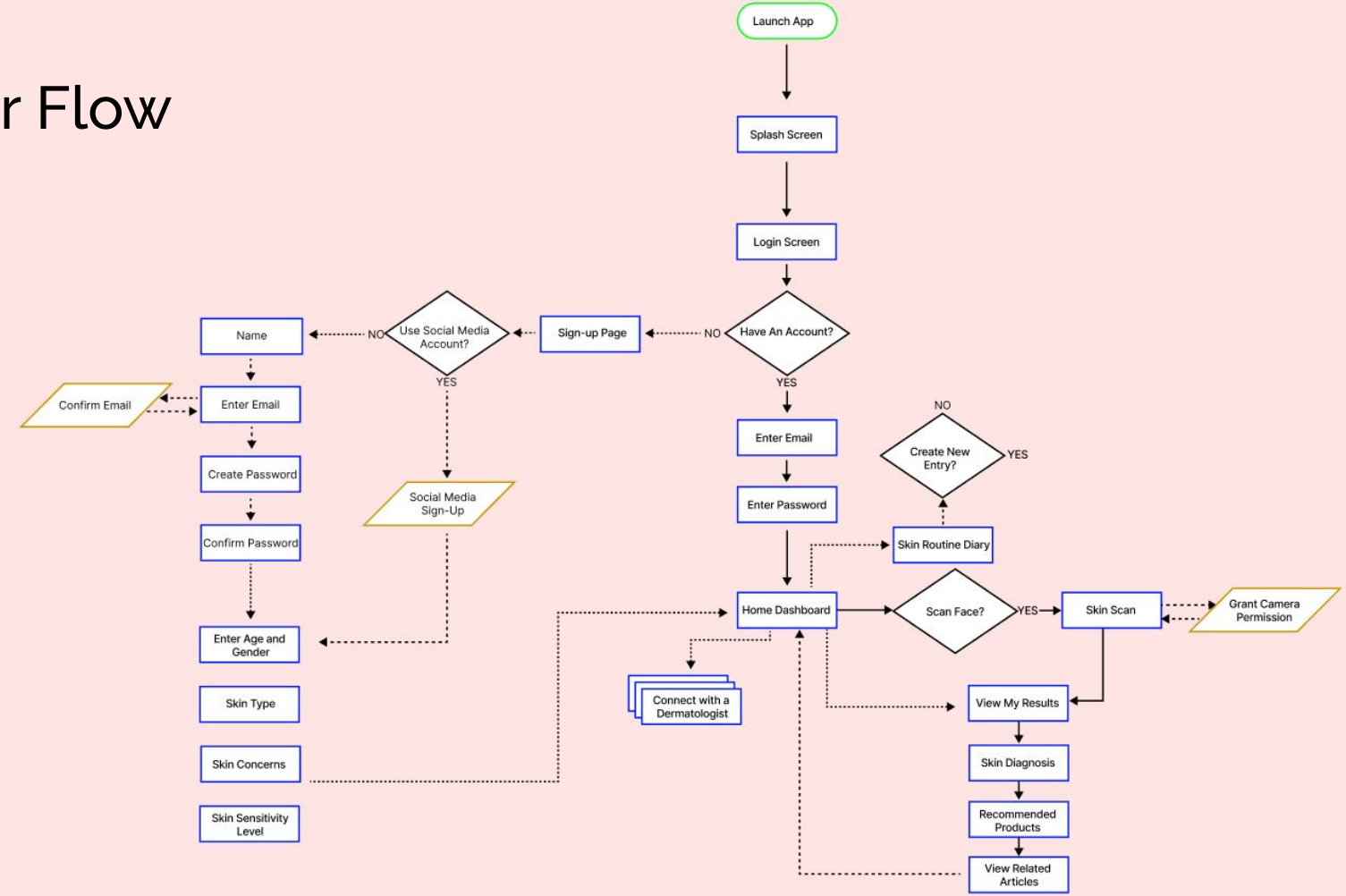
Thanks to Skintuition's recommendations, Olivia sees positive improvements in her skin and feels more confident in her skincare routine.

User Journey

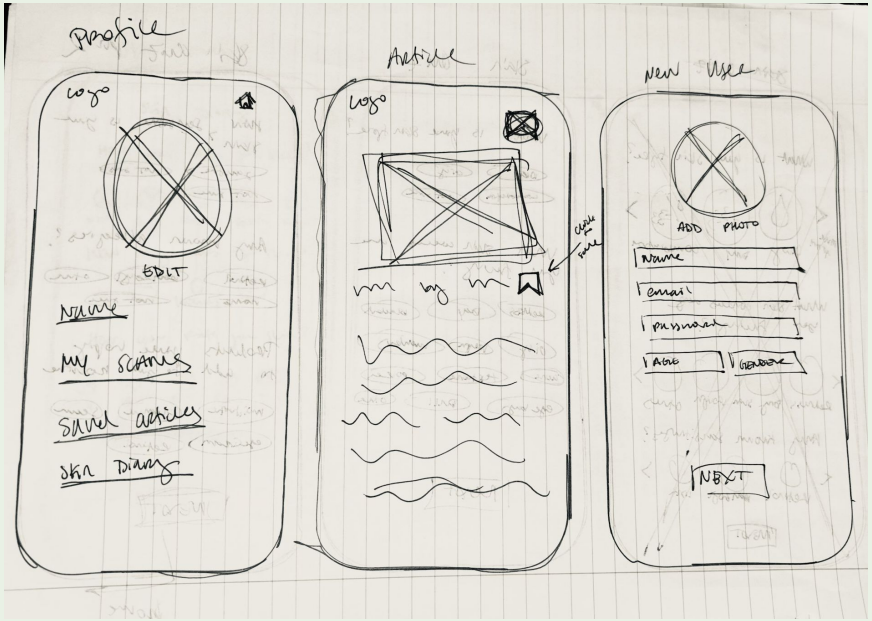
The Beginning	The Search	The Discovery	The Resolution
Olivia struggles to manage her dry, acne-prone skin	She begins to look for solutions online	She scans her face within the app to get a diagnosis of her skin	Olivia implements Skintuition's recommendations into her routine
Olivia finds more pimples on her chin and decides to take action	Olivia discovers Skintuition as a possible solution	Within seconds, Olivia receives medical information about her skin conditions	She is happy to see improvements in her skin and feels confident in her routine
	She downloads the app and creates a profile	She is given specific product and lifestyle recommendations to improve her skin	She now knows she can trust Skintuition for help solving future skincare issues

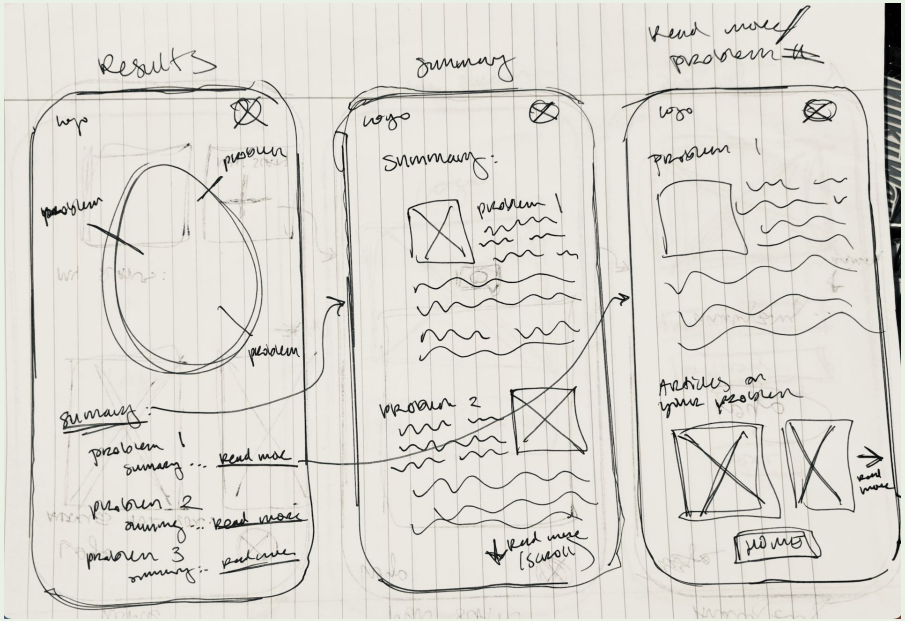


User Flow

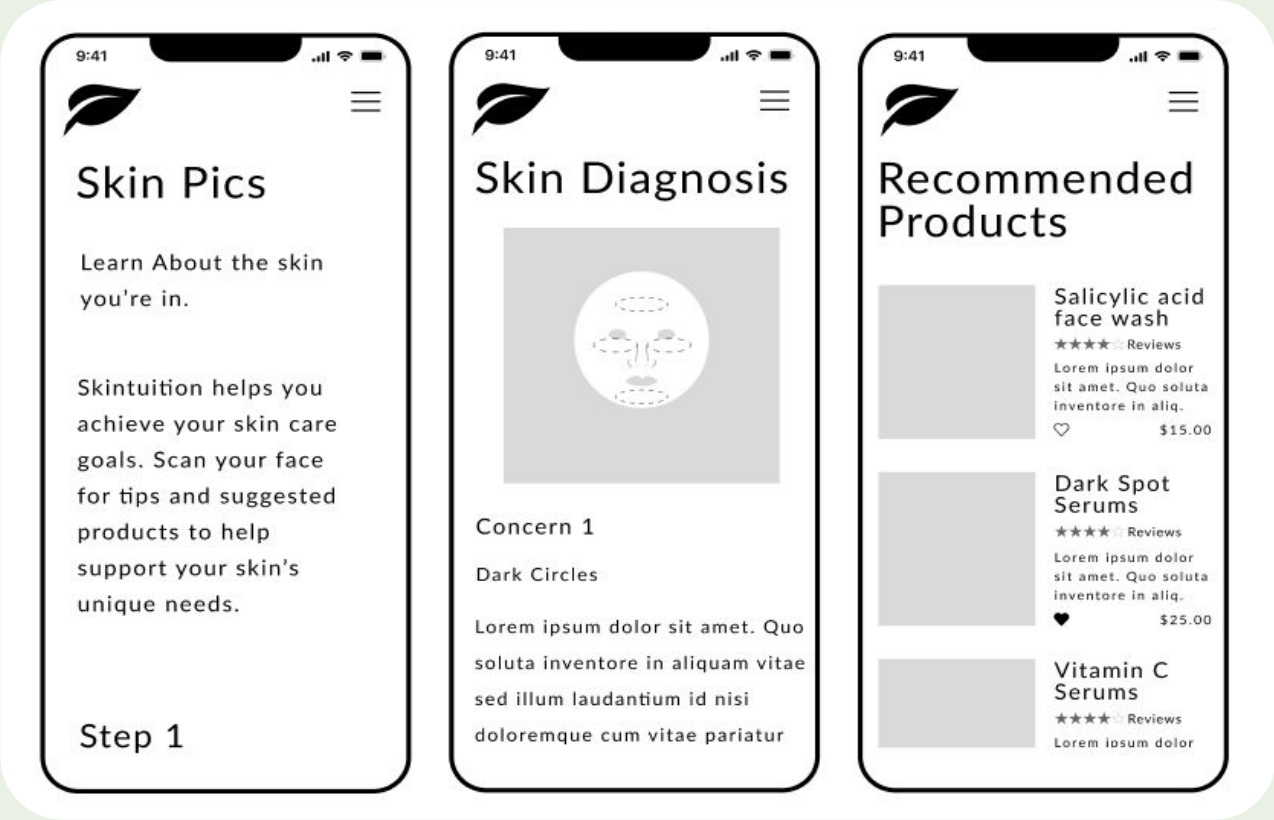

Launch App
Splash Screen
Login Screen
Have An Account?
NO
Sign-up Page
Use Social Media Account?
NO
Name
Enter Email
Confirm Email
Create Password
Confirm Password
Enter Age and Gender
Skin Type
Skin Concerns
Skin Sensitivity Level
YES
Social Media Sign-Up
YES
Enter Email
Enter Password
Home Dashboard
NO
Create New Entry?
YES
Skin Routine Diary
Scan Face?
YES
Skin Scan
Grant Camera Permission
Connect with a Dermatologist
View My Results
Skin Diagnosis
Recommended Products
View Related Articles

Paper Wireframes

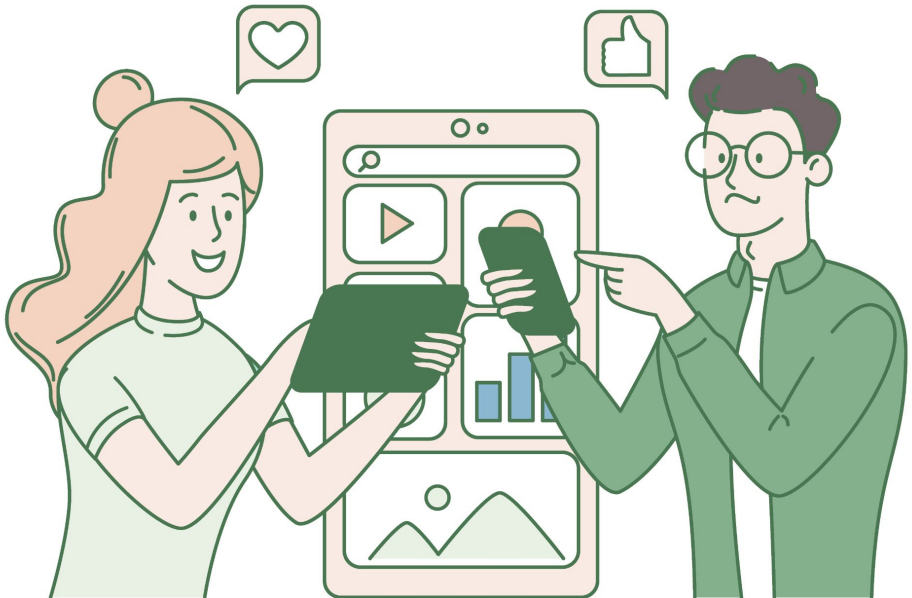




Digital Wireframes



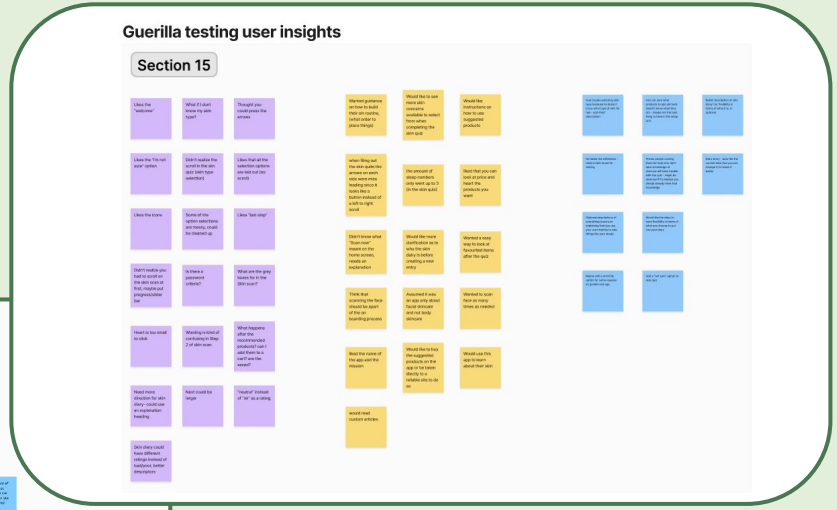
Usability Testing Observations

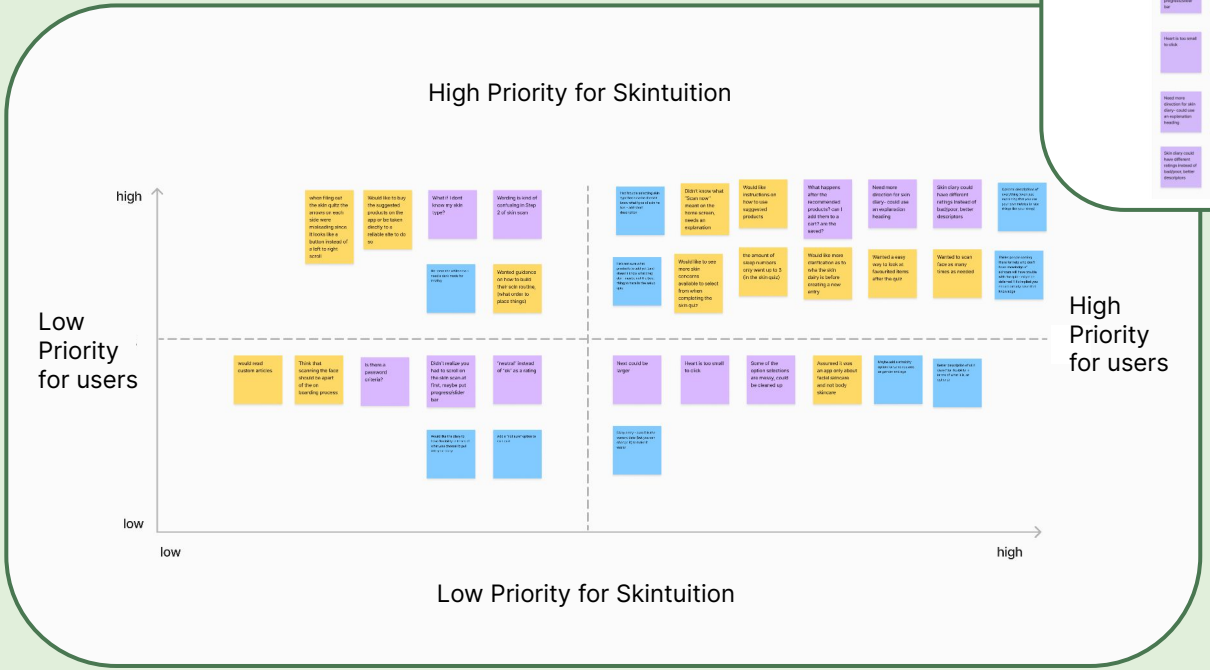


Users said:

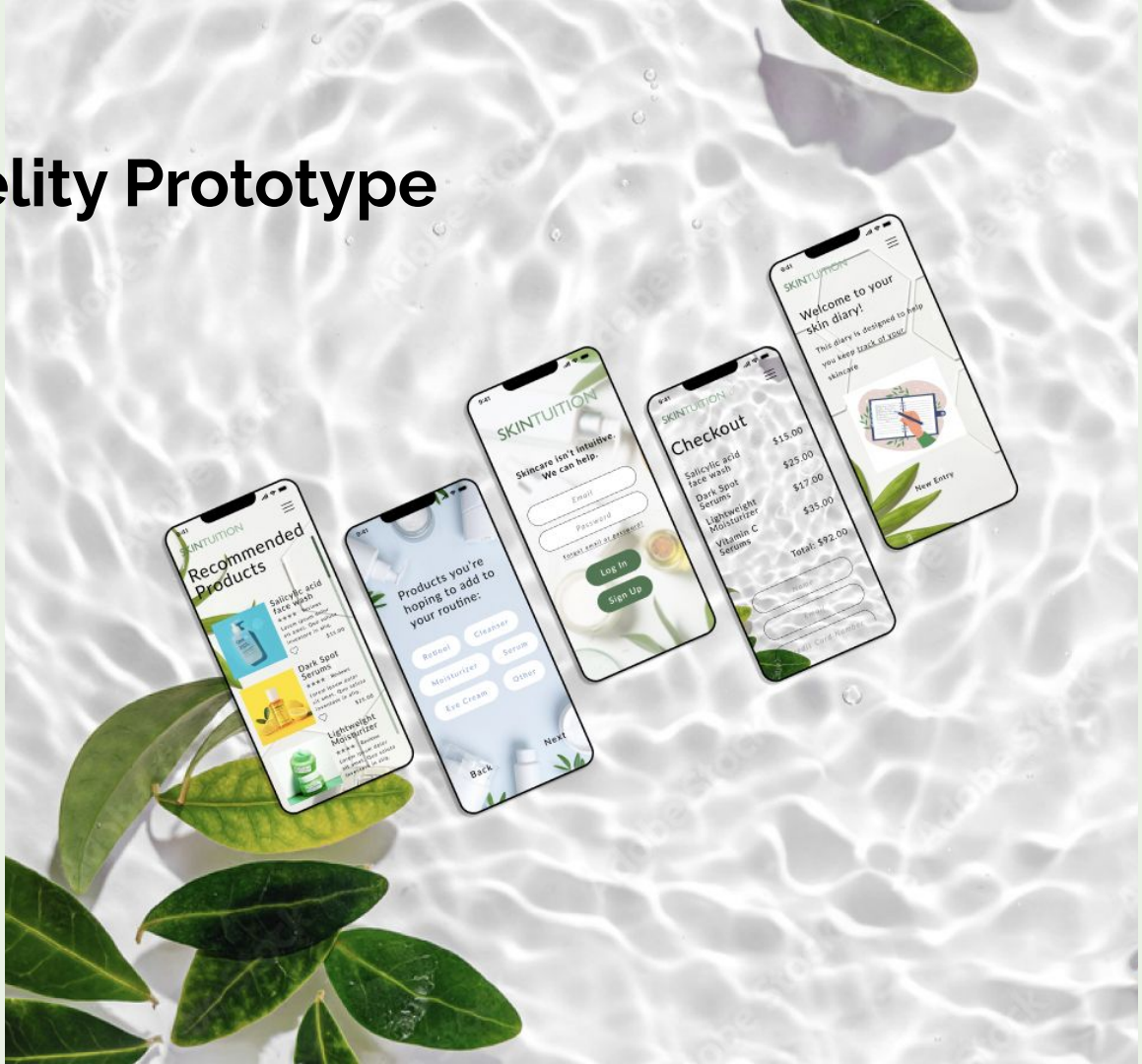
- Would download an app for this service
- “Scan new” button is confusing, needs more explanation as to what the button means
- The onboarding process was quick and simple
- Would like to be able to buy suggested projects within app
- Need more direction for skin diary - not intuitive

Feature Prioritization Matrix

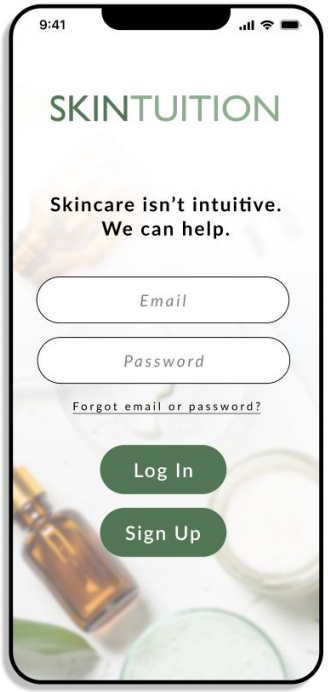
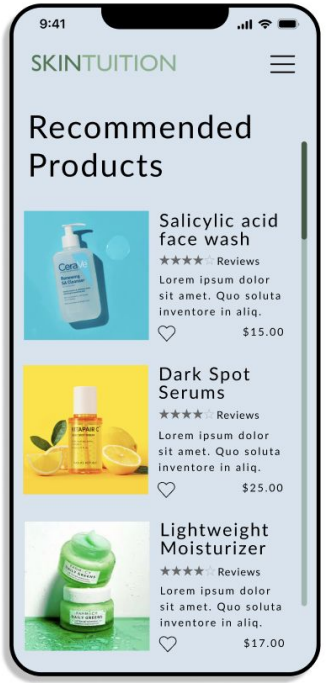




High Fidelity Prototype



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