



# 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

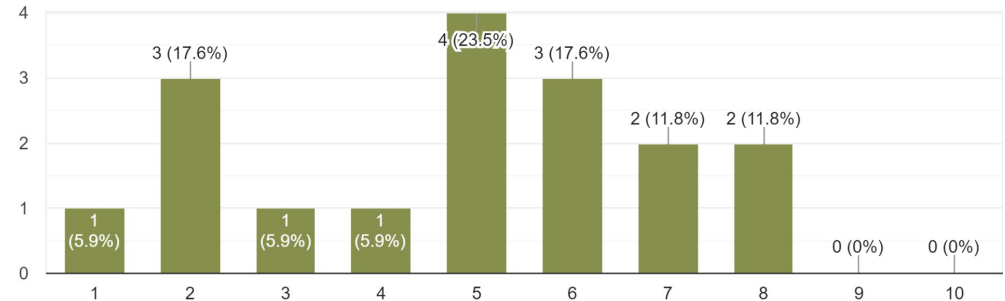


## Skincare Questionnaire

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

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

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?
16. How do you typically purchase skincare products?
17. Have you ever consulted a dermatologist and if so can you describe that experience? (If not, why have you chosen not to?)
18. 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 convinced her in adulthood	Biggest factor in products is affordability
Favorite product is a light moisturizer from TULA	Also uses a drugstore toner that she loves	Avoids all fragrance because it dried her skin out
Considers her skincare products to be generally reliable	Gets recs from influencers and dermatologists on TikTok	Gets skincare product recs from friends
Haven't done a lot of personal research on skin concerns	Relies heavily on social media for skin and skincare info	Never used or looked for an app for help with skincare
Most misleading experiences are just lack of promised results	Word of mouth most important - wants endorsed products	Haven't seen a dermatologist for since high school for acne
Skeptical of paid ads and product placement	First move if there's an issue is google search and self diagnose	Doesn't trust dermatologists after a bad experience
Hard to tell if endorsements are genuine or paid on Social Media	Feels like the internet/google searches is a good resource	Mostly sticks to products she knows and trusts
Considers most issues to be too small to see a dermatologist		

Interview #2- Adrienne

Tries a new skincare product once every 2 months or so	Has an ongoing itchy scalp, and also acne occasionally	Feels 9/10 knowledgeable about skincare
Will sometimes be very neglectful of washing face	Only uses moisturizer	Feels her current skincare routine could use improvement
Avoids buzzword 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 reliable	Tried to do her own research on issues and gave up	Most typically finds information on TikTok
Bad experiences with things that burn on dry, sensitive skin	Important buying factor is reasonable prices	Looks up lots of "the 10 best..."
Derm prescribed hydrocortisone cream and it worked wonders	Wouldn't be interested in seeing a dermat regularly	First plan for issues is to try a home remedy, then products
Generally likes new things for seeing a dermat as a preventing factor	Wait times for seeing a dermat is a preventing factor	Specially dislikes to immediately see a dermat
Hated hydrocortisone 1% cream because it burned	First saw a dermatologist for eczema	Started seeking skincare solutions after physical discomfort
Never used a mobile app to learn about skincare solutions		

Interview #3- Anneelyse

Wishes you could test out products to make sure they work	Roommate helped establish her skincare routine	Gets most information about skincare from TikTok
Has dry skin	Affordability is a main consideration	Has used Sephora mobile skincare app
Has sensitive skin	Cares about packaging (nice packaging)	Not noticed but wasn't fully aware of the product
Not very knowledgeable about dermat	Believes products are fairly reliable	Values convenience in skincare products
Uses cleansers, moisturizing creams, SPF, Sunscreen on eye cream	Will look up affordable skincare brands online	TikTok influences what skincare products she buys
Happy with skincare routine	Will look up brands with cleaner ingredients	Wants to maintain her routine
Pretty consistent with products (will buy and re-buy same stuff)	Good genes	Likes to stick with products
Likes to browse target for products	Saw a dermatologist to remove mole/darvill	Pain point: not understanding the ingredients
Gets advice on skincare products from friends	Uses pimple patches for immediate skincare concerns	Influencers chud the market for skincare

Interview #4- Adam

First response would be to google a solution	Importance of skin health is 5/10	Primary skin issue is dryness
Morning routine of shower and cream on face, sometimes body	No nighttime routine	Skincare routine has room for improvement
Only started taking care of skin after getting married	Not currently looking for solutions to skin concerns	Likes scented lotion, two birds one stone
The lotion he likes can be hard to find	Doesn't care about ingredients	Likes both and body works body lotion
Feels that the lotions choices generally do what they promise	Doesn't look for skin/skincare info anywhere	Gets skincare instructions from wife
Has not felt misled while trying skincare products	Decides to purchase based on smell and consistency	More comfortable shopping in person than online
Never been to or considered seeing a dermatologist	Open to changes in skincare routine but won't seek them	It's hard to know what to look for when shopping
Not very knowledgeable but knows he needs to use lotion	Used body lotion on face before, suggested to face lotion	If he had to search he'd try WebMD
Only puts lotion on face because it's what people see	Hates Vaseline because of childhood experiences	

Interview #5- Shanice

Has hormonal acne around chin area	Has oil skin that tends to get clogged	Likes products that stay on longer instead of washing off
Like fragrance in her products because it feels more luxurious	Wants to get rid of dark spots	Uses bacto acid, benzoyl peroxide, 3D SPF, salicylic acid, Benjenics olive oil
Has a morning and night routine that changes throughout the month	Like products from Neutrogena, Olay	Likes to use a combination of natural and science solutions
Loves Sunday Riley, good genes serum with lactic acid	Loves Fresh brand products	Loves Budea facial essence
Seen dermatologist but, wasn't helpful	Looks on social media and YouTube for product reviews	Wants to know the ingredients
Had been misled when shopping in store	Looks for deals before shopping	Has been experiencing acne since 8 grade
Has a passion for skincare	Had a natural skincare company	Finds solutions with reviews with google search
Researches new products often online	Likes to subscribe	Likes to order products from the brands website
Reads articles online to learn new products and solutions	Thinks skin care products are reliable	Healthy skin is vital to self esteem

# 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**

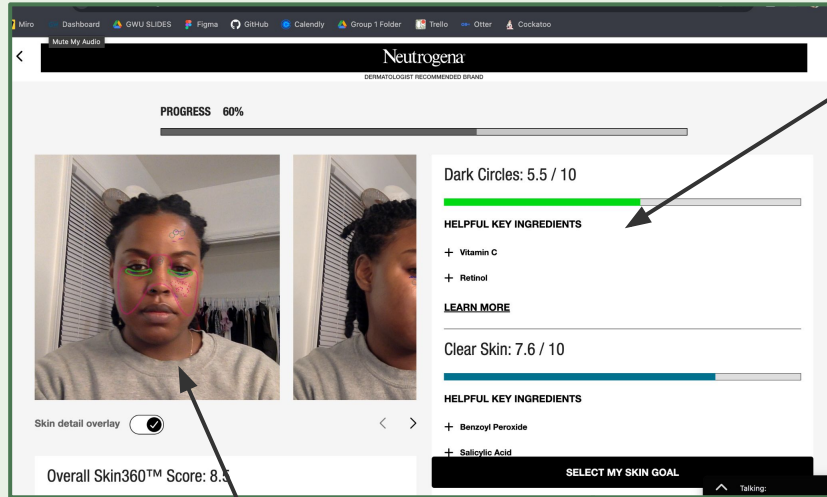
Our product is designed to help users diagnose and treat skincare concerns at minimal cost and from the comfort of their phones. How might we help a young physical therapist learn more about her skin and purchase products that will treat her issues effectively?



# Competitor Analysis

	Strengths	Weakness	Opportunity	Threat
	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 <b>Skin360™</b>	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
	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

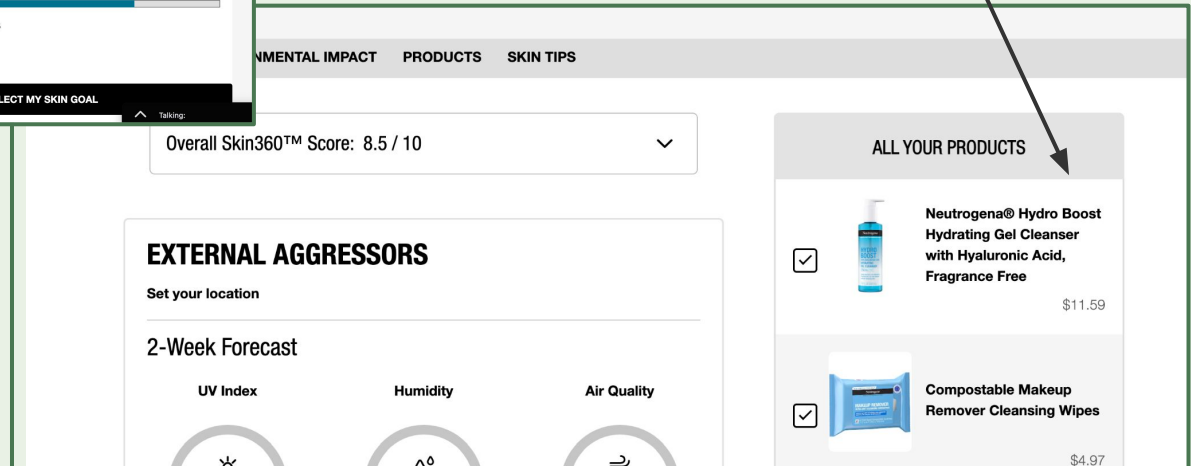
# Face Scan



Face scan highlights important areas

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

Recommending and advertising their branded products



# 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			

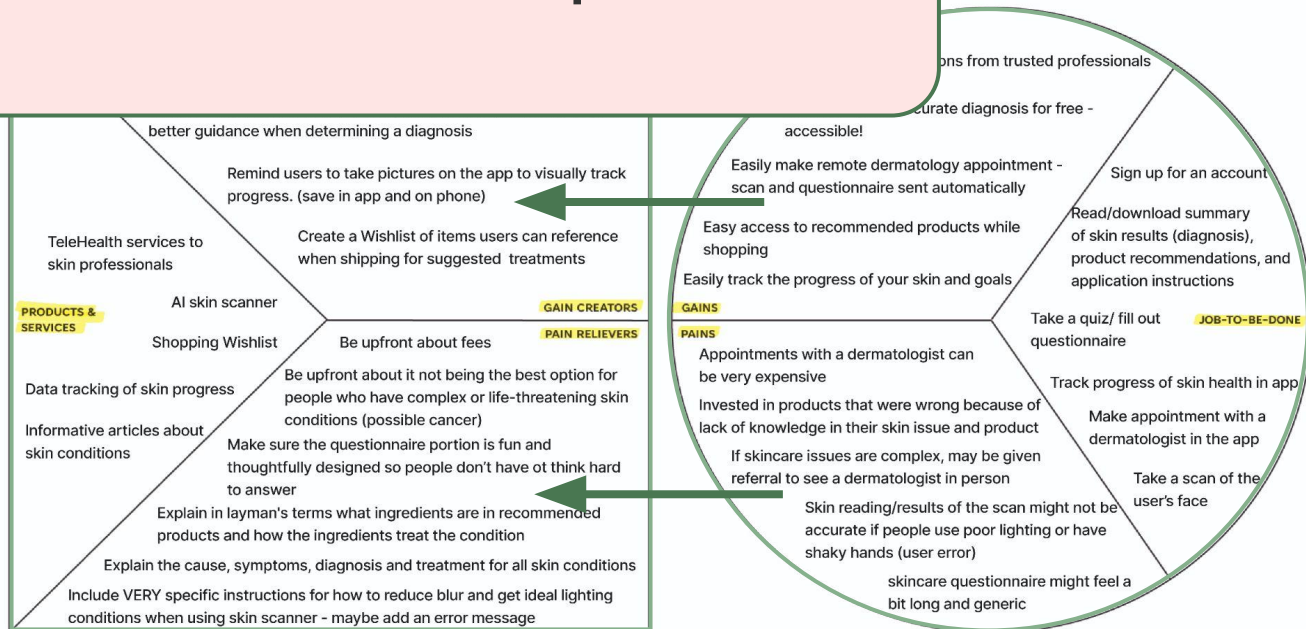
A way to get a reliable diagnosis without speaking to a professional

## 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."





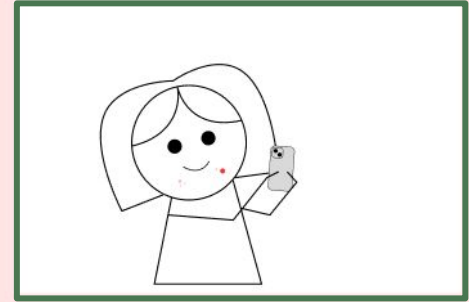
# Storyboard



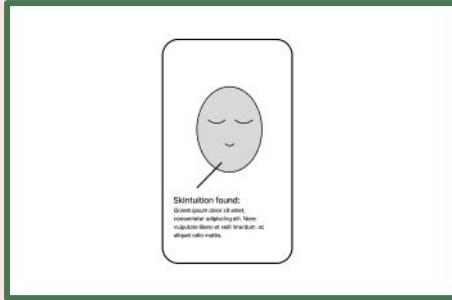
Olivia notices a yet another pimple on her chin and finally decides to search for help.



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

She downloads the app and creates a profile

## The Discovery

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

Within seconds, Olivia receives medical information about her skin conditions

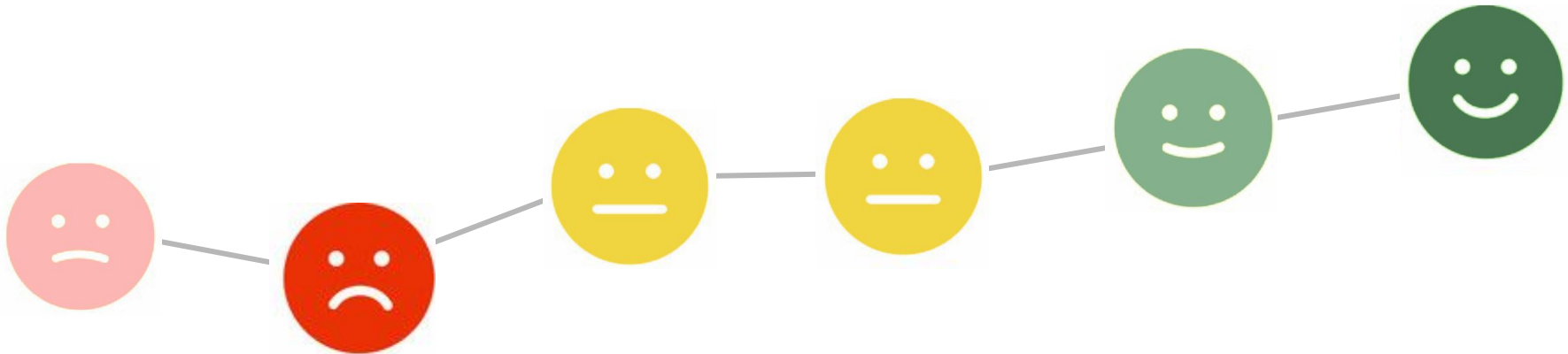
She is given specific product and lifestyle recommendations to improve her skin

## The Resolution

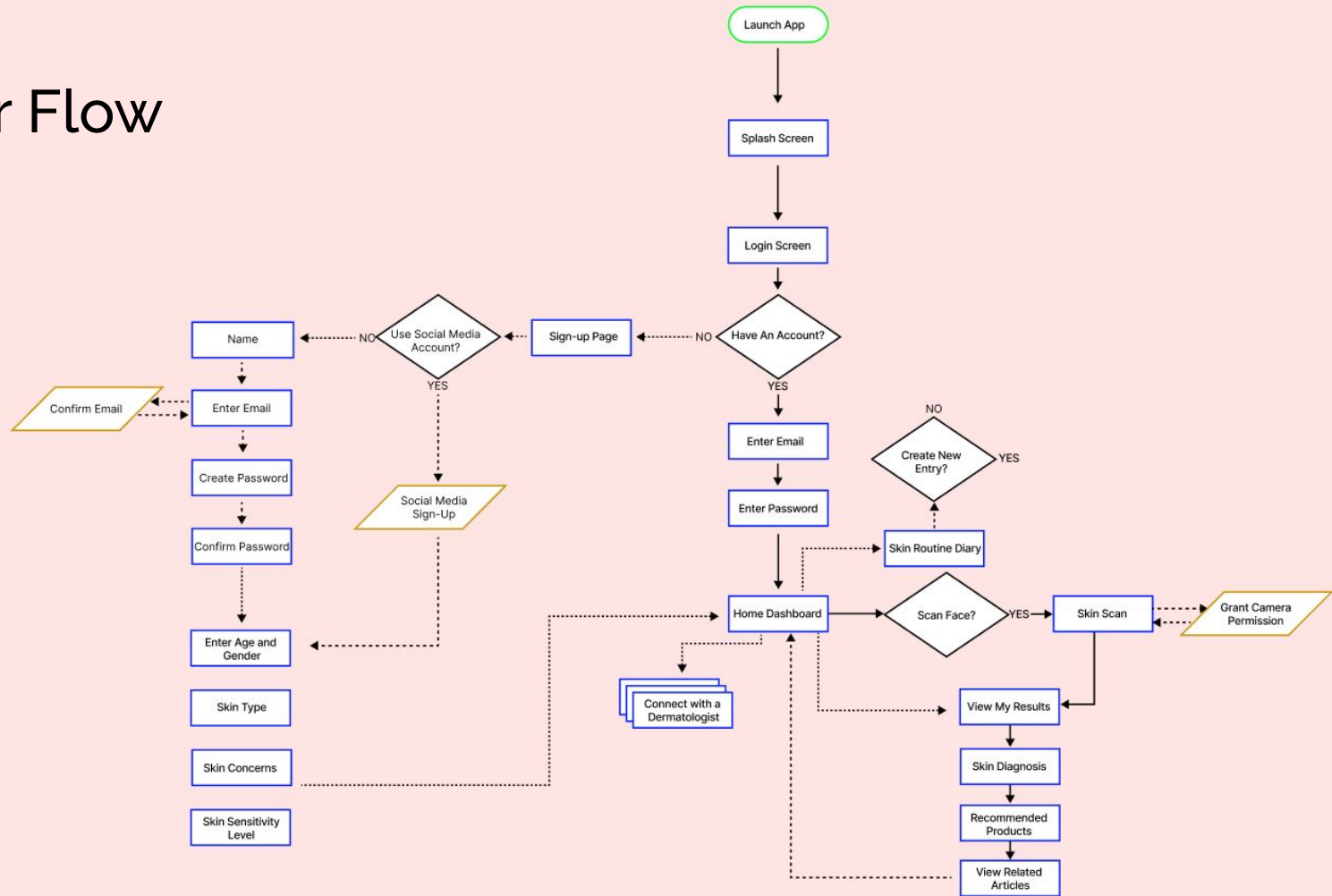
Olivia implements Skintuition's recommendations into her routine

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

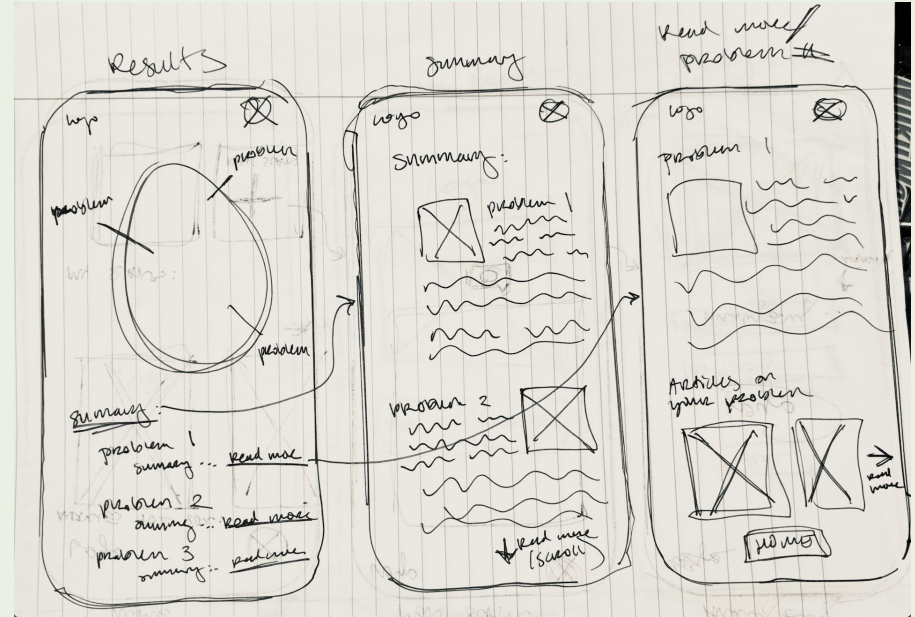
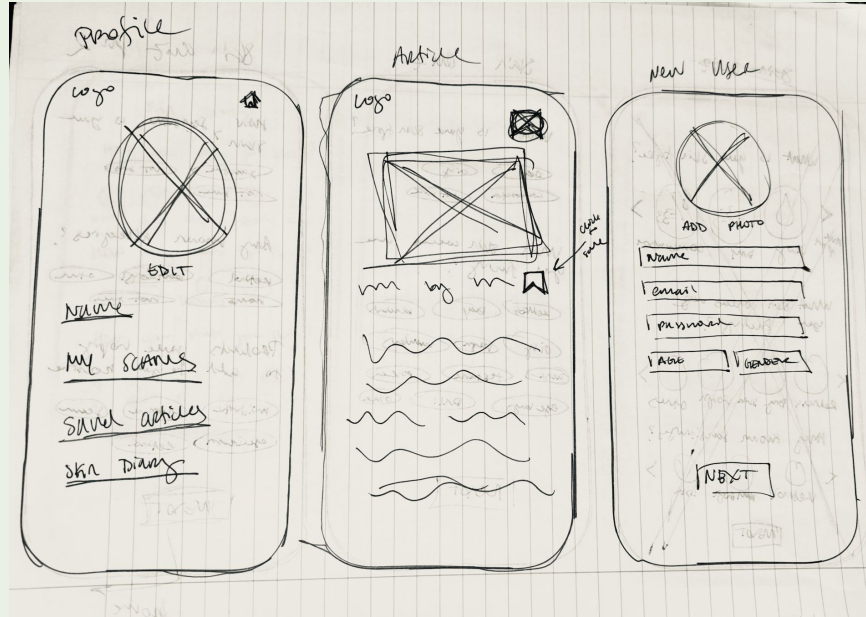
She now knows she can trust Skintuition for help solving future skincare issues



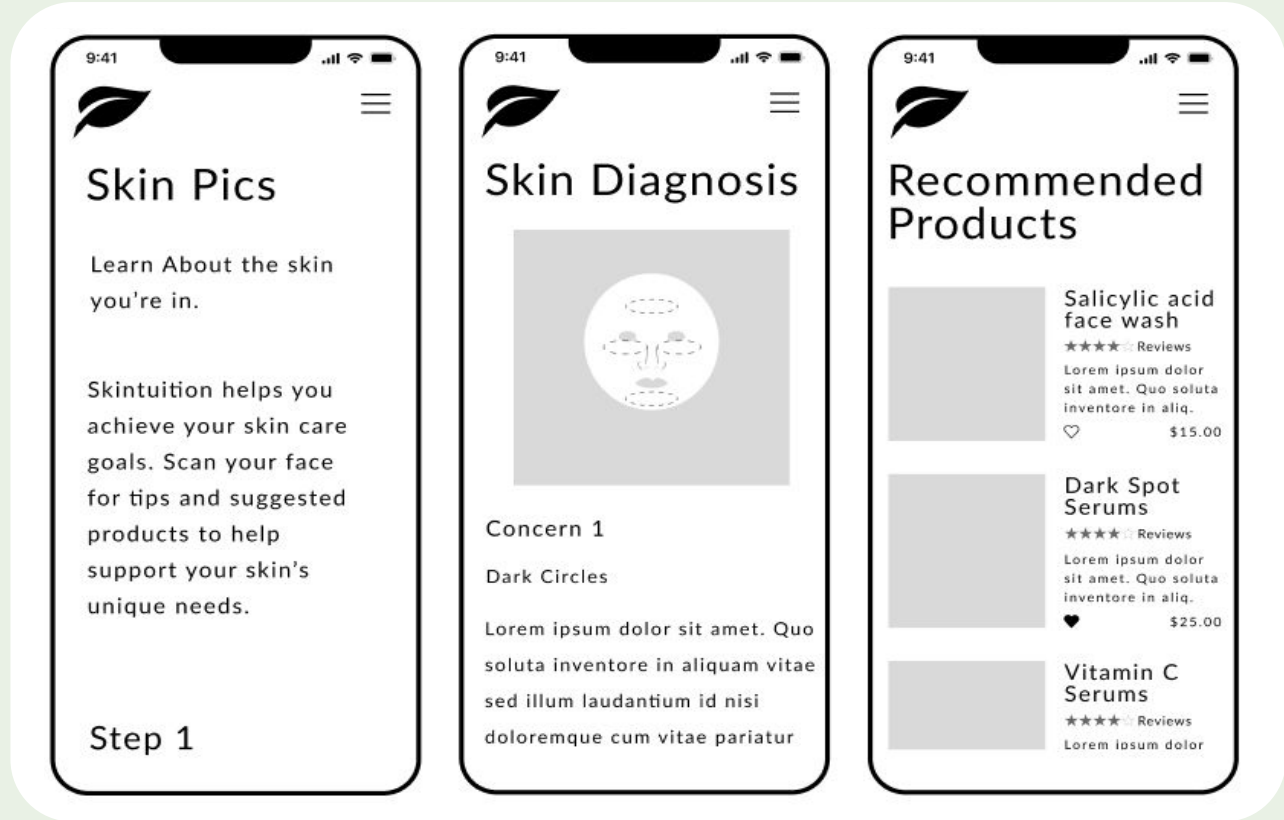
# User Flow



# Paper Wireframes



# Digital Wireframes





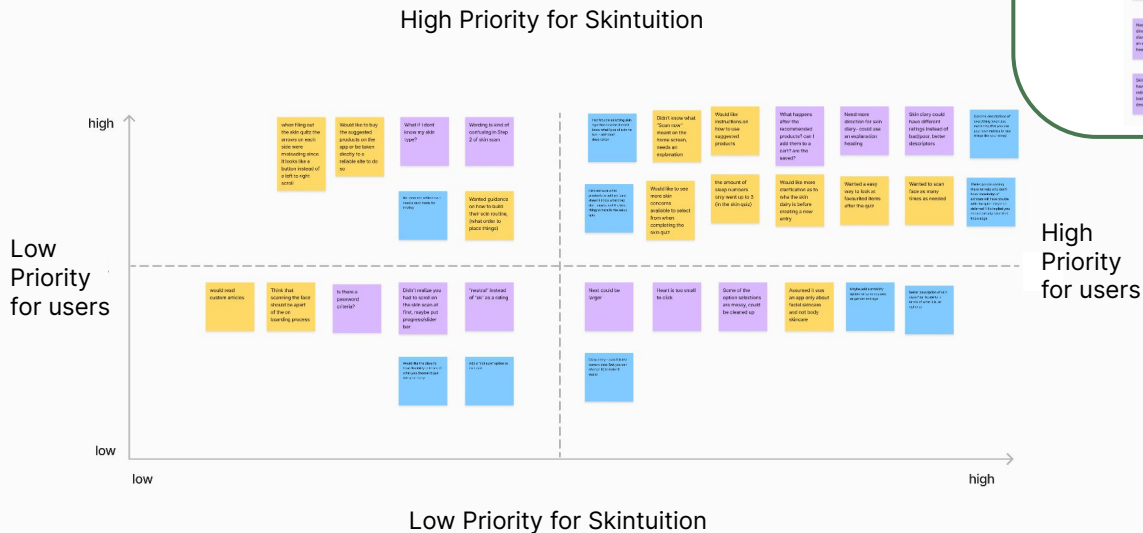
# Usability Testing Observations



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  
Priority  
for users

# 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

