Scenarios & Prototype

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2020095178 최윤선

We wrote two scenarios. **<Scenario 1>** is about a 50-year-old lady and **<Scenario 2>** is about a teenage female student. We highlighted contextual information as yellow, user motivation as green, and functionalities of our system as blue.

<Scenario 1>

I am a mother in my 50s with two children. As I entered my late 40s, menopause approached, causing a rapid hormonal shift. This led to a significant change in my skin, which had been naturally oily. It became extremely dry, and even my regular skincare products couldn't alleviate the dryness. The dryness made my skin more sensitive, causing discomfort and frequent redness on my face. Additionally, I couldn't help but notice the increasing number of wrinkles every morning. My skin was getting drier, losing its vitality and nutrients day by day.

I have a keen interest in my children's education, and I'm quite sociable, often attending parent meetings. Meeting various people made me more conscious of my appearance, and I started wearing makeup more frequently. However, my previous foundation didn't conceal the redness well. As I aged, my skin lost its elasticity, and my pores and wrinkles became more noticeable. I tried to hide them with make up, but it didn't work very well. Meeting other parents at gatherings, I noticed their well-maintained and clear skin, which made me feel self-conscious and stressed. I'm constantly agonizing about what skincare products to use on my rapidly changing skin.

I enjoy jogging and taking walks, so I frequently get exposed to sunlight. Even my sun care products don't seem to suit my changing skin type. I noticed slight signs of pigmentation, so I realized that I needed to pay more attention to my sun care routine. I considered visiting a dermatologist for some skin treatments, but the cost was quite burdensome.

My daughter, who understands my concerns, introduced me to a personalized skincare product recommendation app called 'A.' She helped me sign up, but using the app was challenging for me, as I'm not very tech-savvy. Moreover, my vision has deteriorated recently due to presbyopia, and the app my daughter recommended felt too complex for me to navigate. It had too many options and small text that I couldn't read clearly. It didn't seem user-friendly for people of my age.

While searching for skincare product recommendations, I discovered an app called 'What's in my pouch.' It seemed to be popular among many people, so I decided to give it a try. The registration process was relatively simple, and I provided my gender, age group, skin type, and skin concerns. The app's layout was intuitive, making it much easier to use compared to app 'A.' There was a "camera section" at the bottom of the screen, and its role was to analyze ingredients in skincare products that might not suit me. So I took photos of the ingredients of products that had irritated my sensitive skin—namely, a Dalba spray serum and Derma Share Medi Propolis Vitamin E Ampoule. The results revealed that Tocopheryl Acetate was an ingredient I should avoid, which explained why my skin had been reacting adversely.

Since I had used up the skincare products I had bought in bulk during a home shopping promotion, I needed to purchase new products. I realized that the less expensive products I had been using from home shopping didn't provide sufficient moisture for my skin compared to expensive options. As the weather got colder and drier, I wanted a product that would provide better hydration, even if it cost a bit more. Specifically, I looked for skincare products that focused on moisturizing in the app's recommendations. I excluded products with ingredients that didn't suit my skin, like Tocopheryl Acetate. As I browsed through the updated rankings, I recognized a product I had used as a gift before but couldn't remember its name. I remembered that it had kept my skin moist and firm without drying it out. So, I decided to order the product online, and I'm currently awaiting its delivery.

Just as I searched for skincare products and placed an order, I plan to use the 'What's in my pouch' app for recommendations on foundation and sun care products as well.

<Scenario 2>

As soon as Gayoung woke up in the morning, she looked in the mirror and felt sad when she saw the acne on her face. All of her friends at school had bright and clear skin without any blemishes, and she felt frustrated that her skin seemed darker and less appealing due to the acne. She applied the skincare products her mom had given her, because she didn’t know how to choose skincare products.

At school, Sophia was boasting about a new cream 'B' she had bought the day before. Suddenly, Gayoung became curious about how to choose skincare products, so she asked Sophia how she selected them. Sophia introduced Gayoung an app she frequently used, called 'What's in my pouch.' Sophia also had concerns about acne and used the app to get recommendations for cream products suitable for acne-prone skin. She mentioned that the app recommended 'B' cream as the top choice for her skin type. She had applied ‘B’ cream this morning, and it was a perfect fit for her skin, making her very satisfied.

Being in her late teens, Gayoung wanted to start choosing her skincare products independently instead of relying on her parents. She decided to download the 'What's in my pouch' app when she got home. After a simple sign-up, she provided her skin information. Since she needed a new serum and wanted to choose one that suited her skin type and concerns, she explored the top-ranked serums recommended. The top-ranked serum was usually used by 20s, so she thought that maybe 2nd-ranked serum will better fit her because it is usually used by teenagers. It was also more affordable, which made it a better choice for her, as she didn't receive much allowance. On her way to her academy, she stopped by ‘Olive young’ and bought the serum that she was recommended.

While on the bus heading back home from the academy, Gayoung started looking for sunscreen to use in the future. She didn't know what sunscreen her friends of the same age typically used, but she wanted to buy sunscreen that was popular among her peers. She searched for sunscreen using the same method as she searched for serum, and from the recommendation list she saved 3 sunscreens that teenagers mostly use in her 'likes' list. Gayoung prefers sunscreens that are somewhat moisturizing rather than overly matte, so she plans to visit a store like Olive Young to personally test the three sunscreens she had saved and decide which one to buy.

<Low-fi Prototype>

I drew a prototype using an iPad. The screens that move when each button is pressed are marked with a number next to the buttons in blue letters.

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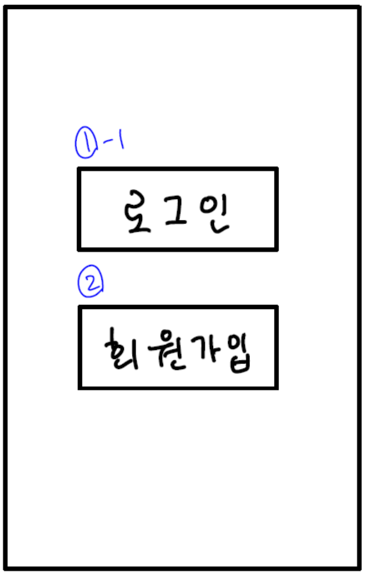
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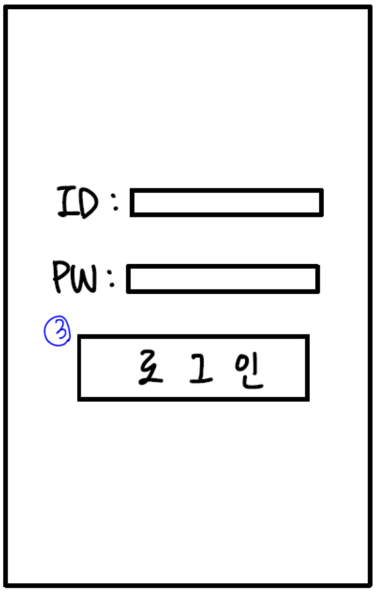
로그인
②
회원가입

①-1



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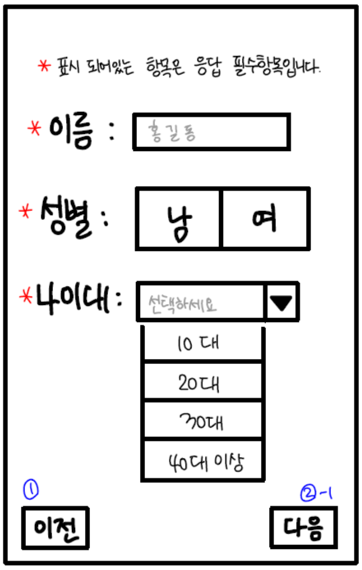
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홍길동
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선택하세요
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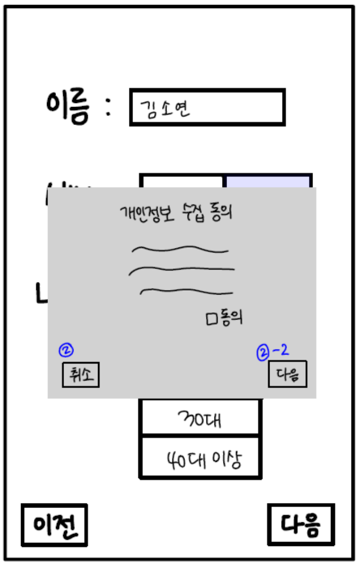
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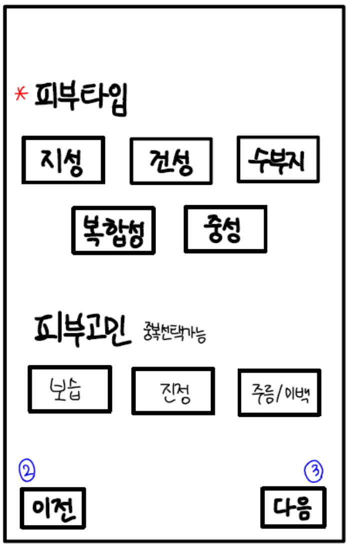
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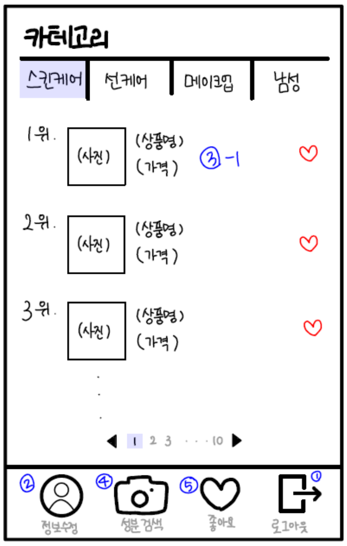
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정보수정
성분 검색
좋아요
로그아웃

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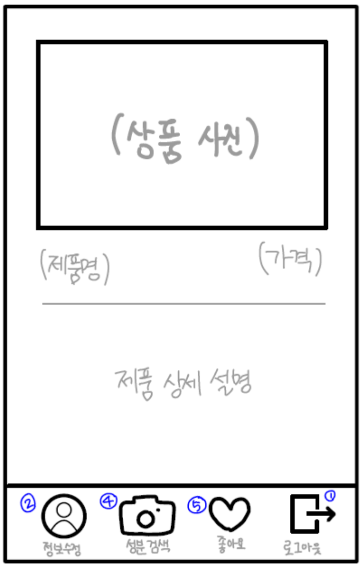
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좋아요
로그아웃

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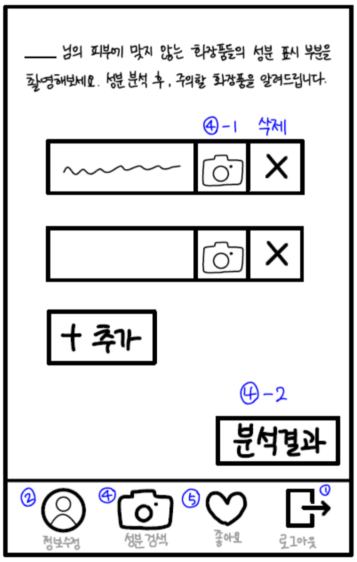
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삭제
+ 추가
④-2
분석결과
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정보수정
성분 검색
좋아요
로그아웃

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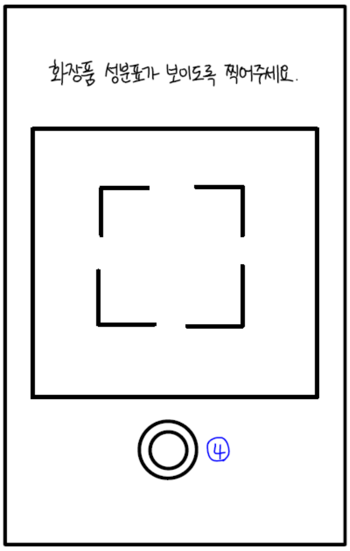
화장품 성분표가 보이도록 찍어주세요.

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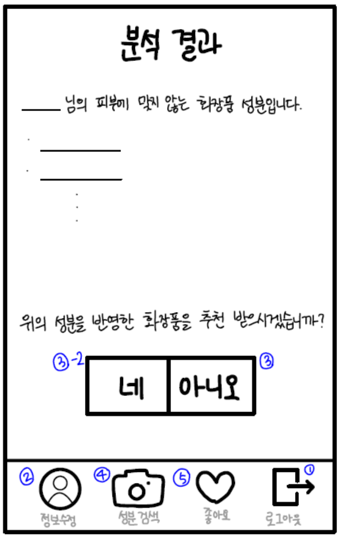
분석 결과

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위의 성분을 반영한 화장품을 추천 받으시겠습니까?

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정보수정
성분 검색
좋아요
로그아웃

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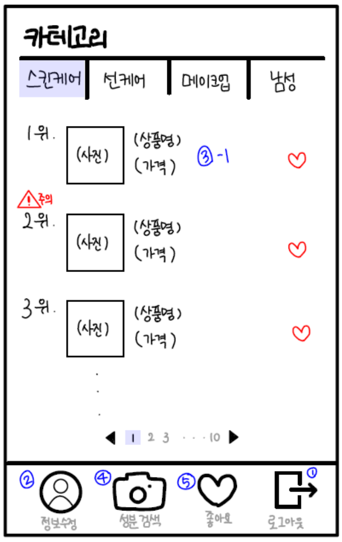
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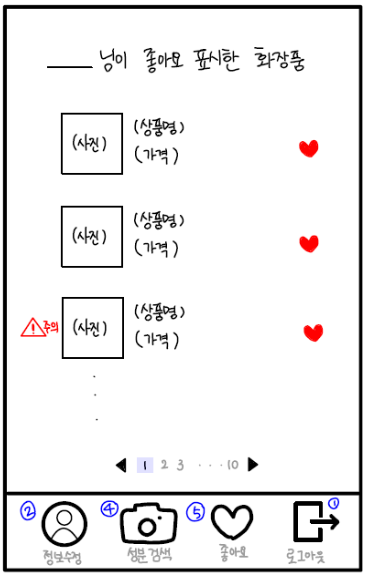
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좋아요
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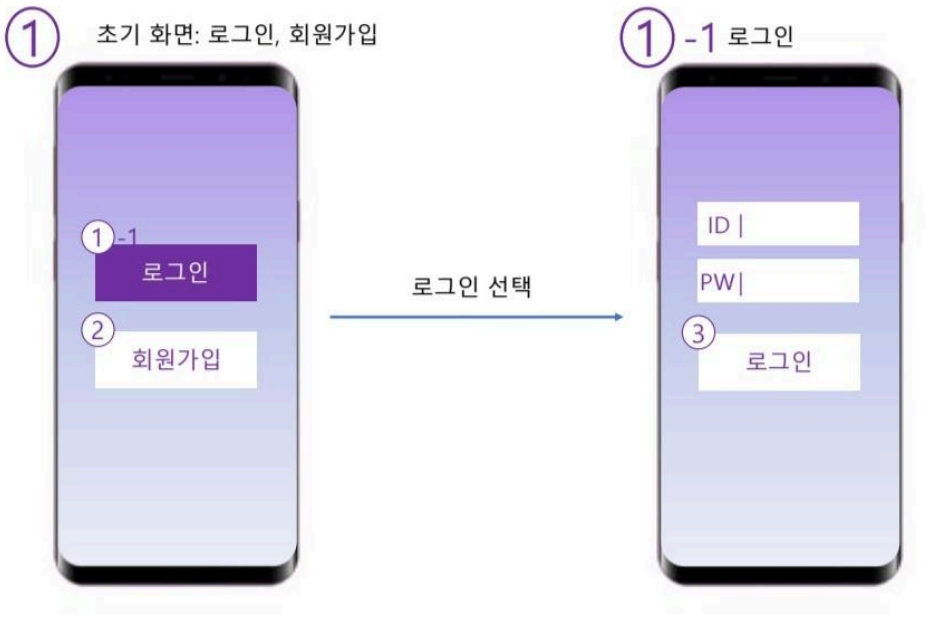
<Mid-fi Prototype>


① 초기 화면: 로그인, 회원가입
①-1
로그인
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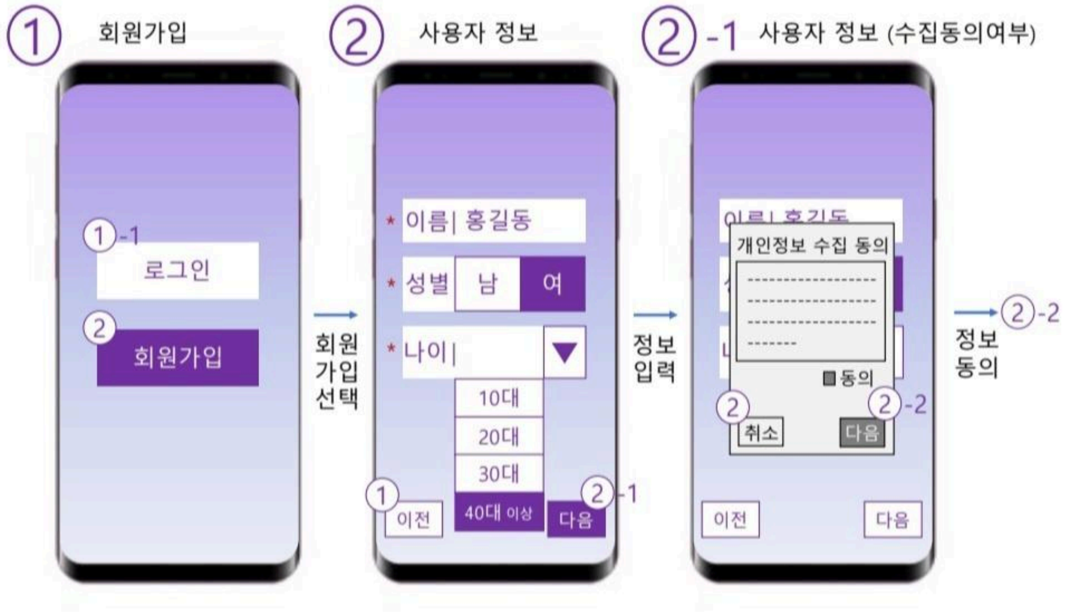
① 회원가입
② 사용자 정보
②-1 사용자 정보 (수집동의여부)
①-1
로그인
②
회원가입
회원 가입 선택
* 이름| 홍길동
* 성별 남 여
* 나이|
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20대
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40대 이상
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이전
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다음
정보 입력
개인정보 수집 동의

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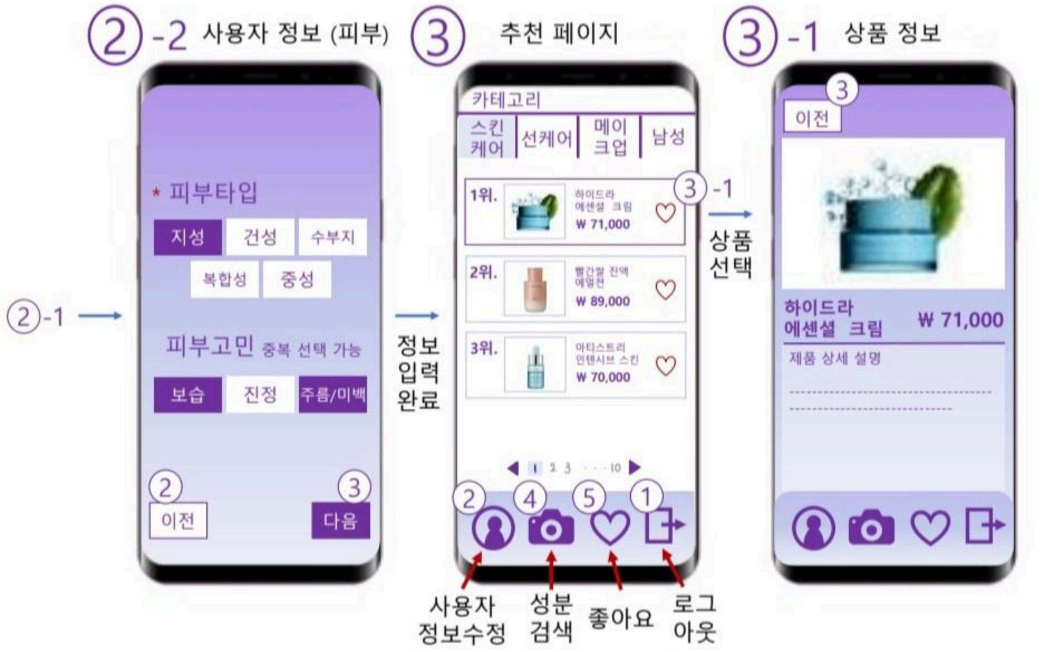
정보 동의


②-2 사용자 정보 (피부)
③ 추천 페이지
③-1 상품 정보
②-1
* 피부타입
지성
건성
수부지
복합성
중성
피부고민 중복 선택 가능
보습
진정
주름/미백
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이전
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다음
정보 입력 완료
카테고리
스킨케어
선케어
메이크업
남성
1위. 하이드라 에센셜 크림 ₩ 71,000
2위. 빨간쌀 진액 에멀젼 ₩ 89,000
3위. 아티스트리 인텐시브 스킨 ₩ 70,000
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사용자 정보수정
성분 검색
좋아요
로그 아웃
상품 선택
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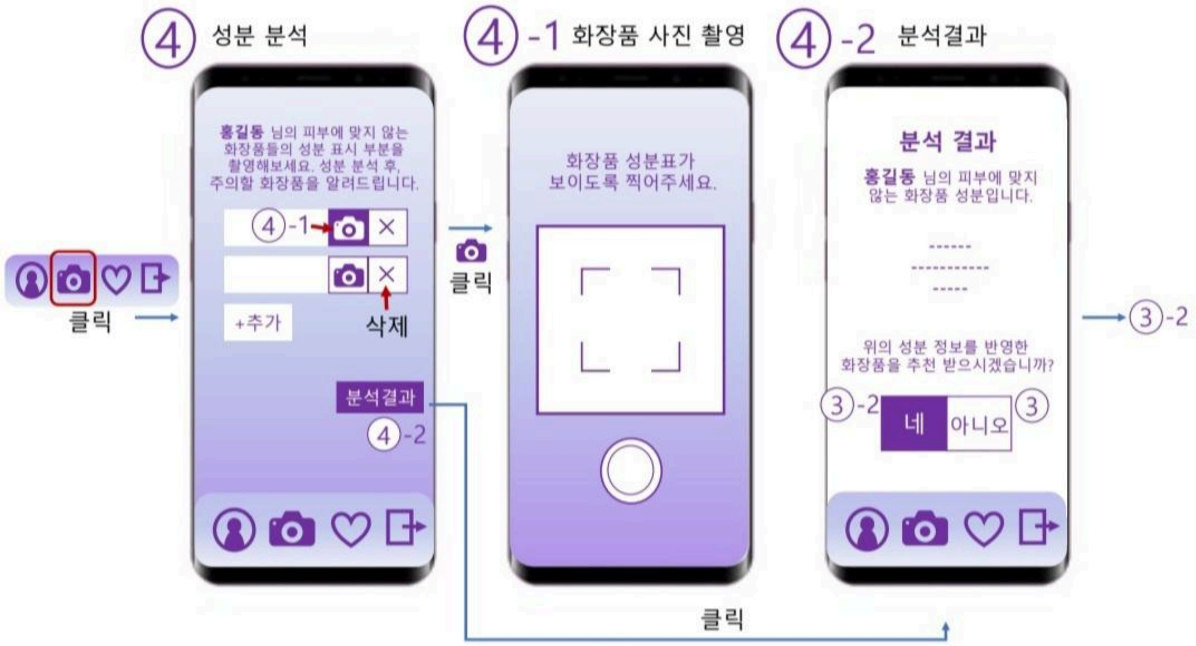
하이드라 에센셜 크림
₩ 71,000
제품 상세 설명



④ 성분 분석
④-1 화장품 사진 촬영
④-2 분석결과
클릭
④-1
삭제
+추가
분석결과
④-2
클릭
클릭
③-2
③
네
아니오
③-2

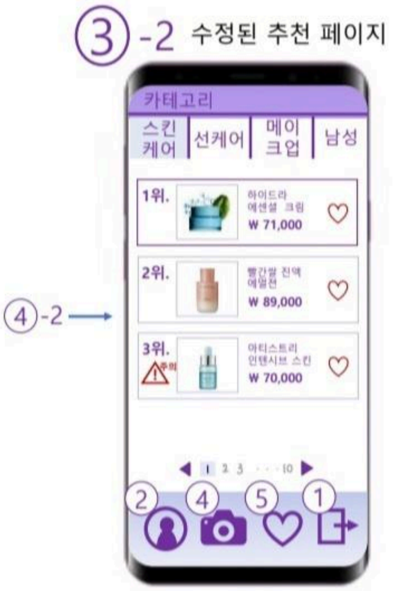
홍길동 님의 피부에 맞지 않는 화장품들의 성분 표시 부분을 촬영해보세요. 성분 분석 후, 주의할 화장품을 알려드립니다.

화장품 성분표가 보이도록 찍어주세요.

분석 결과

홍길동 님의 피부에 맞지 않는 화장품 성분입니다.

위의 성분 정보를 반영한 화장품을 추천 받으시겠습니까?



③-2 수정된 추천 페이지
④-2
카테고리
스킨케어
선케어
메이크업
남성
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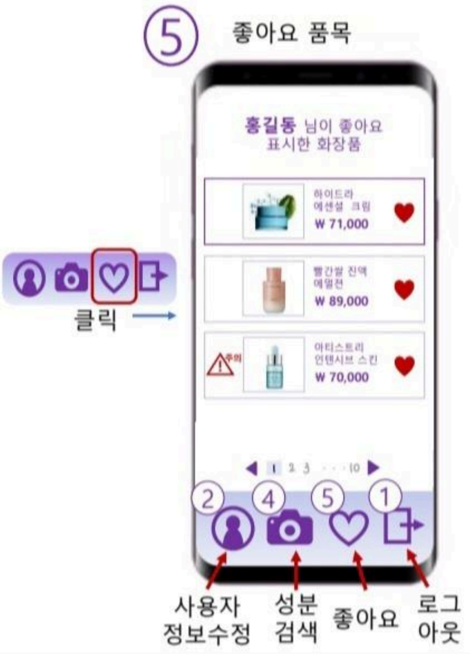
1위.	하이드라 에센셜 크림	₩ 71,000
2위.	빨간쌀 진액 에멀전	₩ 89,000
3위.	아티스트리 인텐시브 스킨	₩ 70,000

맞지 않는 성분 제외, 주의 성분 표시



⑤ 좋아요 품목
클릭
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② ④ ⑤ ①
사용자 정보수정
성분 검색
좋아요
로그아웃

홍길동 님이 좋아요 표시한 화장품

하이드라 에센셜 크림	₩ 71,000
빨간쌀 진액 에멀전	₩ 89,000
아티스트리 인텐시브 스킨	₩ 70,000