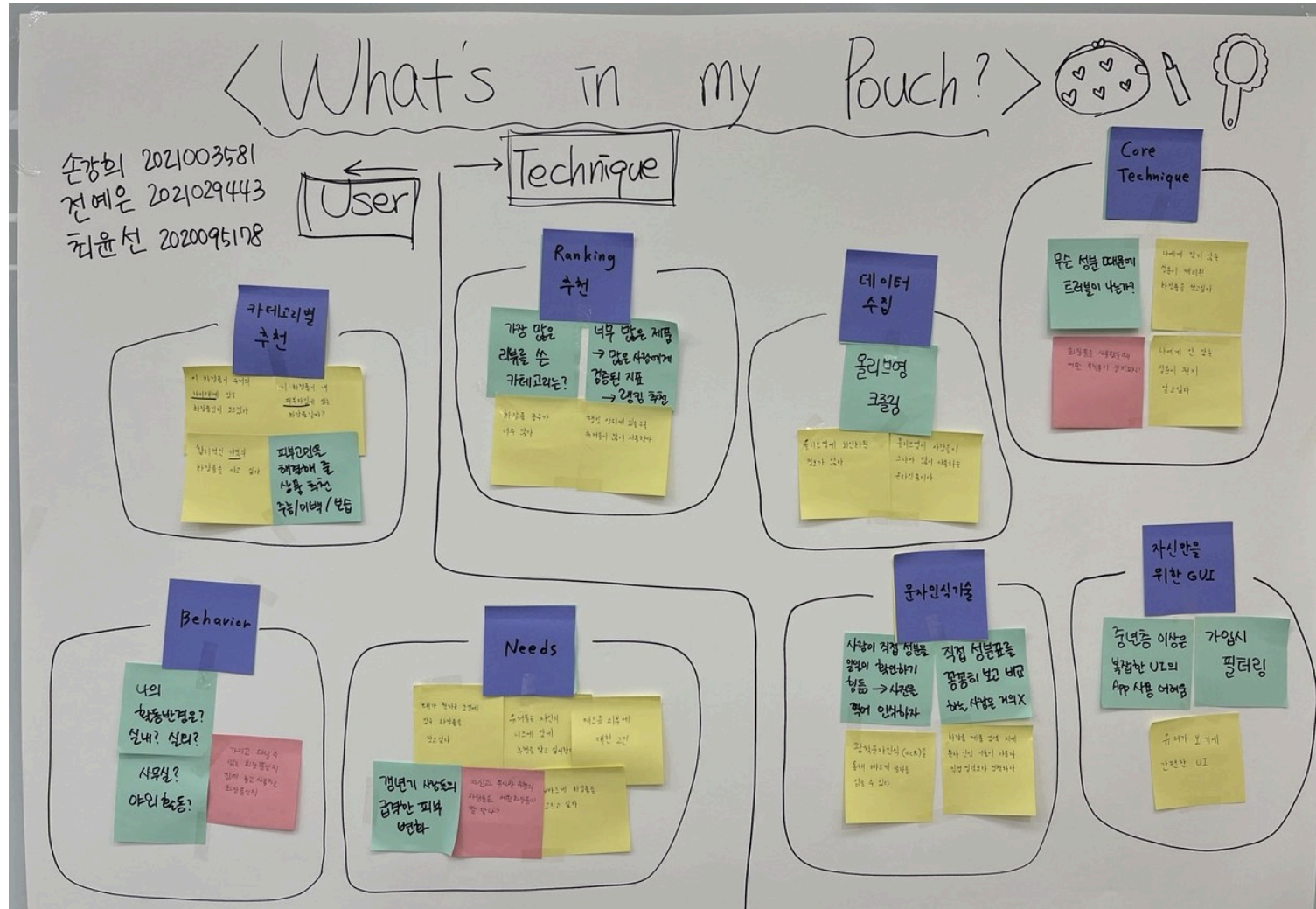


# Affinity Diagram & Claim Analysis

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## Affinity Diagram



## Claim Analysis

Theme	Topics
Recommend cosmetics after removing unsuitable ingredients for user's skin	<ul style="list-style-type: none"> <li>+ Instead of users having to check the ingredients of cosmetics one by one, we can only show cosmetics without ingredients that do not suit the user's skin.</li> <li>+ If there are ingredients that are not inappropriate but need to be careful, they can be displayed to the user.</li> <li>- Even if there are cosmetics that are suitable for the user, it is difficult to recommend products that are not listed on Olive Young because there is no information.</li> <li>- When most cosmetics data contains ingredients that do not suit the user, the types of cosmetics that can be recommended to the user are greatly limited.</li> </ul>
Construct the app based on data crawled from Olive Young	<ul style="list-style-type: none"> <li>+ Using Selenium, we can obtain actual cosmetic product information (product name, price, ingredients, review information, etc.) by ranking each category from Olive Young.</li> <li>+ Crawled data consists of options that users may be curious about when purchasing cosmetics, and is used as a recommendation filter based on user information (gender, age, skin type).</li> <li>- It may be difficult to obtain accurate option information (age, skin type) for newly released cosmetics compared to existing cosmetics sold to many people.</li> <li>- Information on skin type, skin concerns, and age must be collected through reviews, but if a product with few reviews is ranked, it may be difficult to collect proper data.</li> </ul>
Show only the personalized screen UI gotten filtering when joining membership	<ul style="list-style-type: none"> <li>+ Because of the simplified screen UI, people over middle-aged can easily use the app.</li> <li>+ Users can find the content they want more quickly.</li> <li>- If personal information changes, such as skin type or concerns, there may be a hassle of having to change member information once again.</li> <li>- It is difficult for users to find recommendations for cosmetics used by people with different skin conditions.</li> </ul>
Recommend cosmetics based on the ranking of each category (Skin Concerns, Cosmetic Types, Price, Skin Type)	<ul style="list-style-type: none"> <li>+ Users can check the cosmetic rankings based on their unique preferences, such as skin concerns, types of cosmetics, price range, and skin type.</li> <li>+ This functionality caters to users' specific needs, so it sets our app apart as a distinctive offering not provided by other cosmetic apps.</li> <li>- Very specific categories such as spreadability are not provided.</li> <li>- It's important to note that highly ranked products are not necessarily the best fit for individual users, as they are often determined by sales volume, not personalized suitability.</li> </ul>
Analysis of cosmetic ingredients through OCR	<ul style="list-style-type: none"> <li>+ Users don't need to input each ingredient one by one, providing convenience to users.</li> <li>+ Even for cosmetics not found on the Olive Young website, ingredient analysis is possible.</li> <li>- When users are in a poorly lit environment, taking photos can be challenging.</li> <li>- Taking photos can be difficult when users don't have the cosmetics directly on hand.</li> </ul>