



Capstone Project

LYS

Skincare knowledge support application

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Project Proposal



1.1 PROBLEM DEFINITION

1.1.1 Name of this Capstone Project

LYS - Skincare knowledge support application. The name LYS is abbreviated by the phrase “Love your skin”. And this can also be seen as the message that we want to send to our users. Always love and cherish your skin by understanding and taking care of it properly.



1.1 PROBLEM DEFINITION

1.1.2 Problem Abstraction

- According to Mintel, a market research company based in London, the Vietnamese cosmetics market is worth **2.3 billion USD** by the end of 2018
- According to a report from Insight Handbook 2019 by Kantar Worldpanel, **the biggest segment of the cosmetic market in Vietnam is skincare**



1.1 PROBLEM DEFINITION

1.1.2 Problem Abstraction

- The expanding market means more and more skincare products, so it's **hard for users to know what they need or want**.
- It can still be **confusing** and **take a lot of time** to find a suitable product for each individual.



1.2 PROBLEM OVERVIEW

1.2.1 Define the problem

- **Wasting a lot of time** searching for information that suits them and does not know the reliability of the information.
- **Taking a long time** to search and makes it difficult to choose a suitable product.
- **Lacking the motivation** to replenish water to support skin beauty

→ **Because of that, we have built and created an application that can support users in understanding skin knowledge, finding suitable skincare products, and maintaining a healthy lifestyle for the skin**

1.2 PROBLEM OVERVIEW

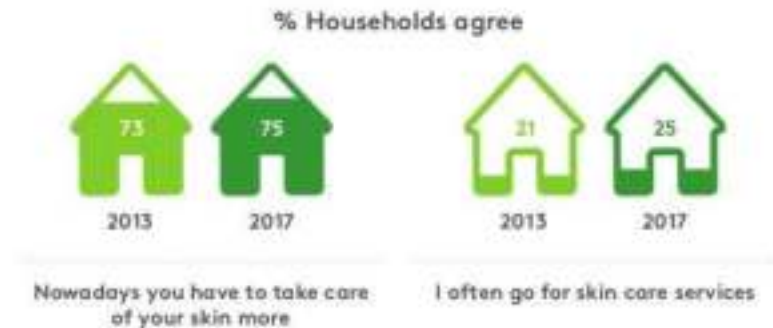
1.2.2 Research

Market Research

- In 2018, this market reached a scale of **\$2.35 billion**. *(Yano Research Institute/ Japan)*
- It is expected that in the next 10 years, the growth rate of the Vietnamese cosmetics and makeup market will be around **15 - 20% / year**. *(Yano Research Institute/ Japan)*
- The majority of consumers spend money on skin care products and tend to increase from **73% in 2013 to 75% in 2017**. *(Report by Kantar Worldpanel's Insight Handbook 2019)*

4 My Beauty

As self-appearance becomes more important, consumers spend much more on beauty products and also expert services (spa, skin clinics...) to make them look good



source: Insight Handbook 2019

1.2.2 Research

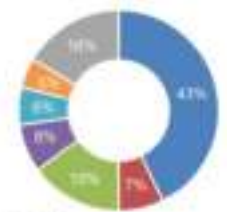
User Research - Skincare Frequency

According to a survey conducted by Q&Me, with 458 women aged 16 and over, in January 2020, providing an overview of the situation of Vietnamese cosmetic consumption.

- Statistics show that **79%** use skincare products once a week or more often, of which **53%** do skincare daily. In addition,
- Women **aged 23 and over** who regularly take care of their skin every day accounted for **61%** of the survey.

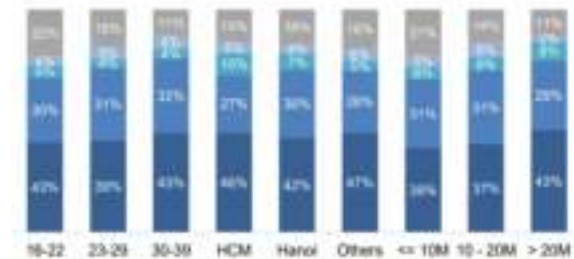
Skincare frequency

Skincare frequency



• Everyday
 • 4-5 times a week
 • 2-3 times a week
 • Once per week
 • Less than once/week
 • Only when I have something special
 • I do not use skin care products

Skincare frequency by demographics



• Everyday
 • Less than once/week
 • I do not use skin care products
 • Once per week or more often
 • Only when I have something special

Nearly half do skincare everyday, 73% use skincare products once/week or more often. 30-39 year-olds, with 20M+ VND incomes use skincare products more often.

Q. How often do you use skin care products? (N=458)



source: marketingai.admicro.vn and brandsvietnam.com

1.2.2 Research

User Research - Skincare Frequency

Especially, the reasons surveyed people do not use skincare products most often because

- They do not know what to choose **(32%)**
- The reason for being too busy to take care of the skin **(30%)**.



1.2.2 Research

User Research - Men's Skincare Habits

According to a study from ACUPOLL Precision Research of 1000 men 18 years and older by completing an online survey in December 2019.

- **63%** of men do not regularly use face wash to clean their face. **11%** say they've never even tried it.
- **32%** of men use bar soap to wash their face.
- **20%** of men use body wash to wash their face.
- **59%** of young men **aged 18-24** agreed that "Men need to look after their skin"



→ Changing attitudes and social trends have given men a newfound interest in taking better care of their skin.



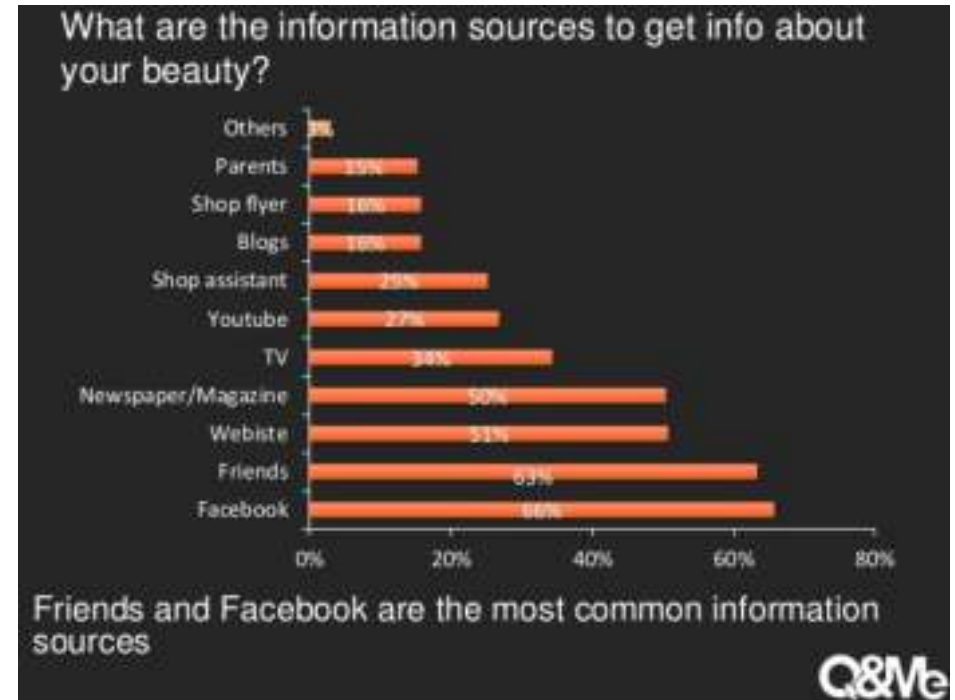
source: tiego.com

1.2.2 Research

User Research - Skincare Knowledge

According to Survey on Vietnam usage of beauty services with the participation of 400 women over 20 years old, proposed in April 2015. Statistics show that the majority of the main information consumers refer

- From Facebook accounting for **66%**
- From friends **63%**
- From website **51%**



source: slideshare.net

1.2.2 Research

User Research - Factors Affecting The Skin

According to the Survey on Vietnam usage of beauty services. Asked, "What did they do to maintain beauty?"

- **62%** of participants say they maintain by getting enough sleep
- **57%** say they take care of their skin
- **49%** say they exercise, the rest takes a supplement, eat healthily or go to the spa, ...



source: slideshare.net

1.2.2 Research

User Research - Factors Affecting The Skin

According to Eucerin's dermatologists, there are many external and internal causes affecting the health and appearance of the skin.

- **Internal factors** that affect the skin include genetics, hormones, and physical conditions such as diabetes.
- There are many **external factors** that affect the health of the skin such as surroundings, health (nutrition, drinking water, ..) and lifestyle (stress, exercise, sleep, ..)



1.2.2 Research

User Research - Factors Affecting The Skin

Princess Cruises has partnered with Wakefield Research to publish the “Survey of the resting habits” of the Vietnamese.

- People are under severe stress **73%** often have problems with sleep.
- People when **37%** of the survey participants show that they are lacking sleep.



source: enternews.vn

1.2.2 Research

User Research - Factors Affecting The Skin

Besides, according to a survey on Balanced Nutrition in Asia Pacific conducted by Herbalife Global Nutrition Group

- **64%** of Vietnamese consumers are eating less than half of their fruit and vegetable
- **60%** of people do not drink enough water,
- **7%** do not spend enough time exercising.

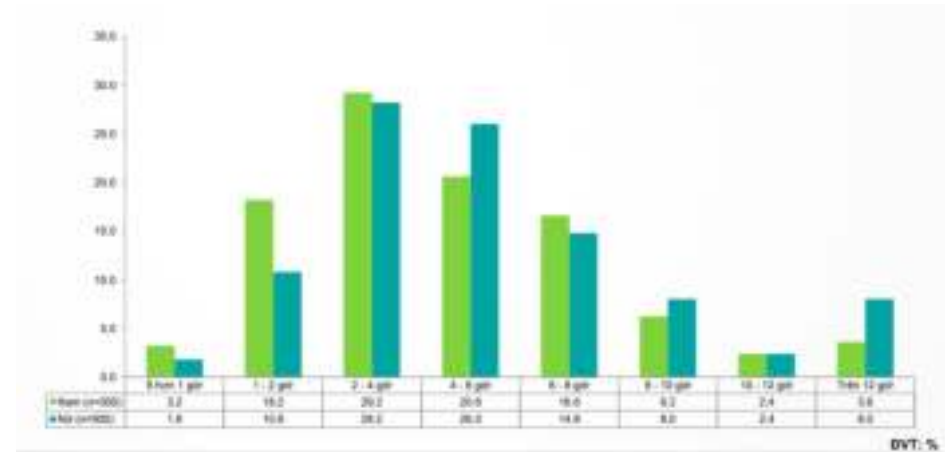


source: eva.vn

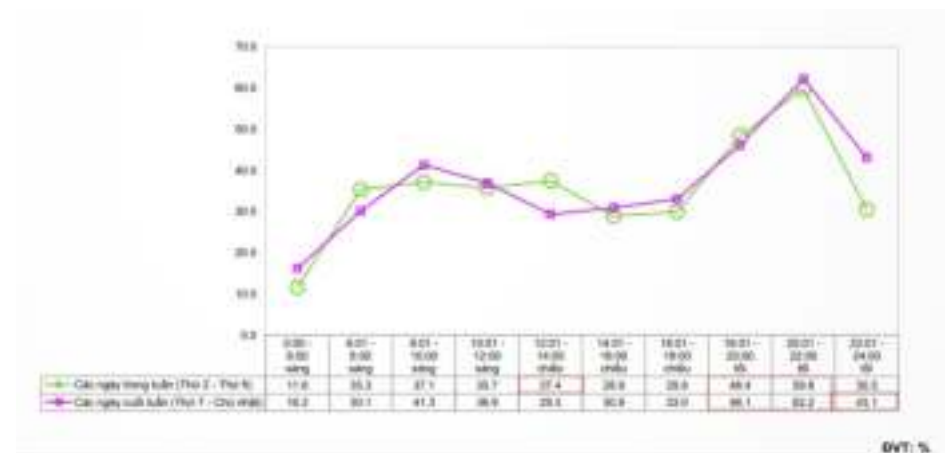
1.2.2 Research

User Research - Smartphone usage habits

- In general, both men and women often use the phone from **[2 - 4 hours/day]**, accounting for 29.2% and 28.2% respectively.
- **[18:01 - 22:00]** is the period when most people use their smartphones.



source: vinaresearch.jp



source: vinaresearch.jp

1.2.2 Research

Information Model Research - Skin grading test model By Dr.Bauman

- Dr. Bauman who founded and managed the Cosmetology Center at the University of Miami
- She spent 13 years researching and clinical testing of skin therapies on herself and thousands of other patients
- We combine with research from Happy Skin to build up a questionnaire that is suitable for Vietnamese people. So, the questionnaires will help the provision of suitable skin knowledge for users.



Dr. Leslie Bauman

1.2.2 Research

Information Model Research - Skin grading test model By Dr.Bauman

Here are **16 skin groups** that are categorized based on the evaluation of the following **4 main factor groups**:

- Oil - Dry
- Sensitive - Resistant
- Pigmentation - Non pigmented
- Wrinkled prone - Tight



16 types of skin according to the Bauman classification

1.2.2 Research

Information Model Research - Product categories model of Happy Skin Research

Make-up remover

Cleanser

Toner

Exfoliants (BHA, AHA)

Special Treatment

Essence

Eye Cream

Moisturizer/Conditioner

Sunscreen

Mask

1.2.2 Research

Information Model Research - Skin concern model of PAULA'S CHOICE

Acne Breakouts

Anti - Aging

Blackheads

Bumby Skin

Redness

Dark Spots

Dull Skin

Anti-Pollution Skin Care

Enlarged Pores

Firming

Oil Control

Sun Protection

Uneven Skin Tone

Wrinklest

Dehydrated Skin

1.2.2 Research

Information Model Research - The information model of the product

Data from Q&me report shows that the important information factors affecting the user's decision to use and buy cosmetic comes from:

- **49%** origin
- **44%** ingredients
- **42%** good for the skin
- **36%** effective
- **35%** price
- **32%** review

Along with that, we will use product information on the brand's official websites to simulate content.



source: innisfree.com

1.2.2 Research

Information Model Research - The ingredients information model in skincare products from EWG

- EWG's Skin Deep® database gives you practical solutions to protect yourself and your family from everyday exposures to chemicals.
- We apply EWG in analyzing the ingredients of each skincare product, to help them classify which ingredients are good for their skin.



source: ewg.org

Information Model Research - Information model articles of ELLE and PAULA'S CHOICE

We use these 2 models to build content about beauty knowledge, because these 2 sources of information are reliable and quite famous in the topic of beauty.



source: www.elle.vn



source: paulaschoice.vn

1.2.2 Research

Competitor Research



TROVE SKIN

Active for: +4 years

Purpose: Measure and recommendation



CHARM

Active for: +4 years

Purpose: Find routine and products



HAPPY SKIN

Active for: +2 years

Purpose: Build and suggestion




			
Pros	<ul style="list-style-type: none"> Easy to follow In the diary section of the skin, divided into clear categories: skin diary, skin analysis and selfie photos The dominant color is gentle, suitable for women The icons are good, with the app illustration 	<ul style="list-style-type: none"> Easy to use and follow the application Easily search for products or articles by keyword. There is information and how to use each product. The items are clearly divided, easily identifiable and accessible 	<ul style="list-style-type: none"> Easy to use and follow the application News section and product section are clearly classified: acne, melasma, freckles, ... quickly and easily. The dominant color is gentle, suitable for women. The icons are consistent with the concept of the app
Cons	<ul style="list-style-type: none"> There is no keyword search in the news section Using a mixture of English and Vietnamese too much Not provide basic knowledge about skin care for new users The organization of the news is a bit lacking in focus to attract viewers 	<ul style="list-style-type: none"> The search on the homepage is not required Too complicated: Leather shop, Spa reservation Does not show the main colors of the concept app The colors unreasonable combination makes it a little confusing 	<ul style="list-style-type: none"> Don't have Vietnamese version The skincare cycle does not suggest many products, must be added manually.

Table 1. A table comparing the pros and cons of competitor apps

1.2.2 Research

Technology Research



WEATHER API

Access current weather data for any location on Earth including over 200,000 cities!



GPS

This is a very popular technology to locate users around the world



AI

AI's face recognition technology to determine the position of a user's face.

1.2.3 Survey

Information About The Survey Process

- **Investigation time:**

From 11h17, 6/06/2020 to 23h, 10/06/2020

- **Survey form:**

Online survey form (Google survey)

- **Purpose of the survey**

To learn about the user's skincare habits and understanding

- **There are 4 groups of questions we have used in the survey:**

1. Questions about anthropology
2. Questions about the concern with skincare
3. Questions about users' understanding of skincare
4. Questions about users' skincare habit

02

INTERVIEW OBJECTS

18

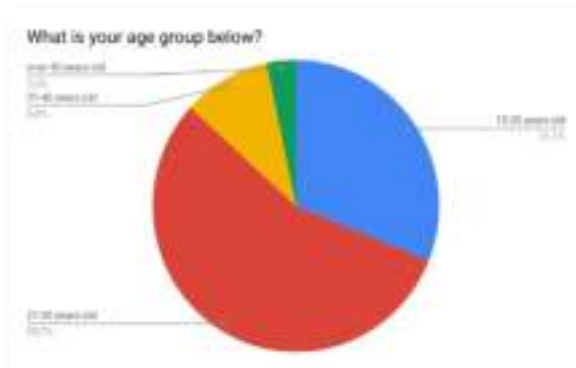
QUESTIONS

151

ANSWERS

1.2.3 Survey

Questions about anthropology

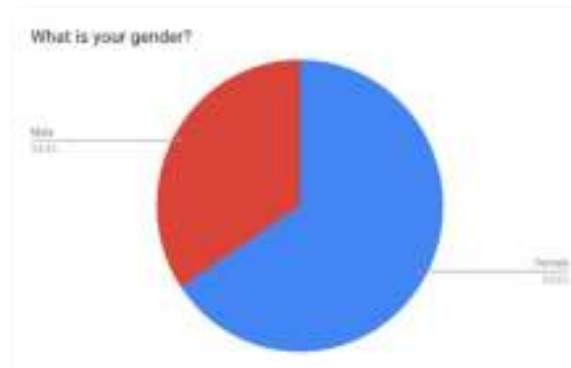


55.7%

21-30 years old

31.1%

15-20 years old

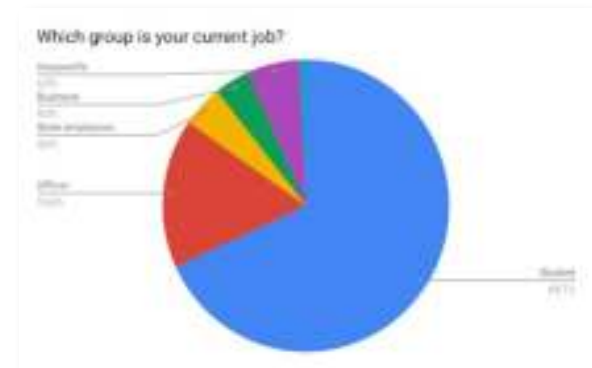


65.6%

User is female

34.4%

User is male



68.2%

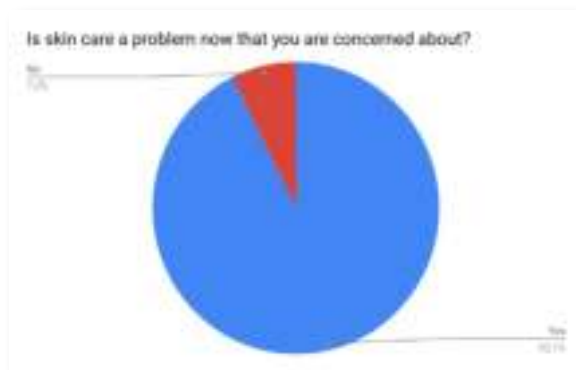
User is student

16.6%

Users are office workers

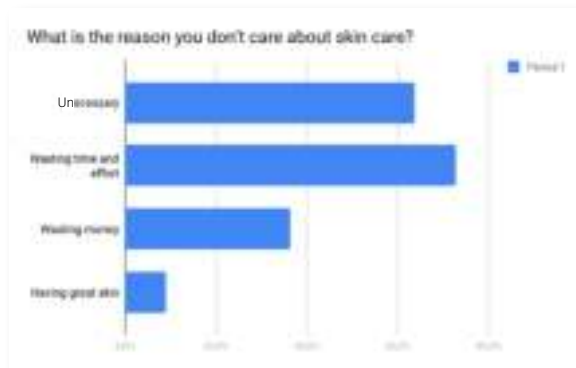
1.2.3 Survey

Questions about the concern with skincare



92.7%
Say "Yes"

7.3%
Say "No"

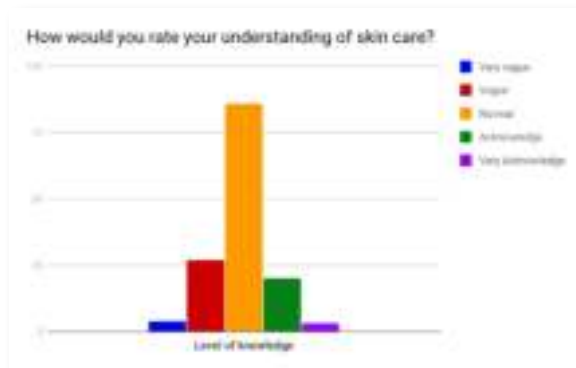


73%
Wasting time and effort

65.5%
Unnecessary

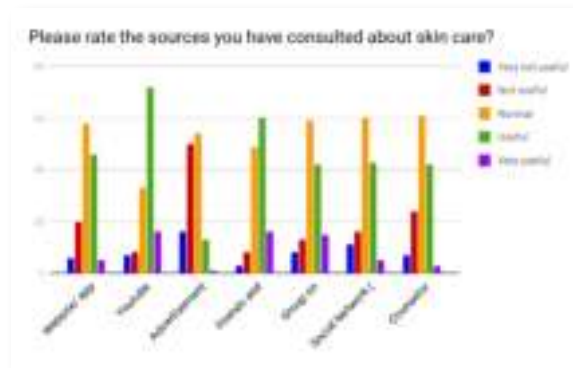
1.2.3 Survey

Questions about users' understanding of skincare



86.6%

Normal level of understanding

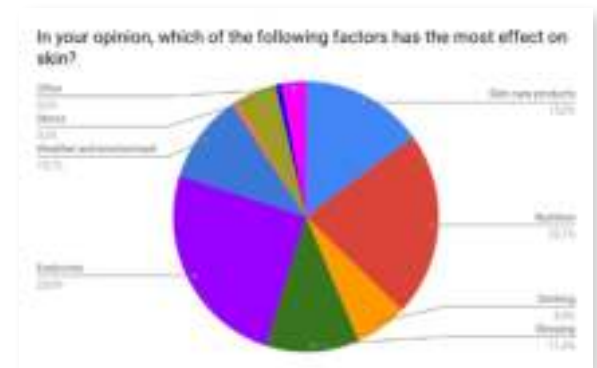


72%

Youtube

60%

Friend



25%

Endocrine

22.1%

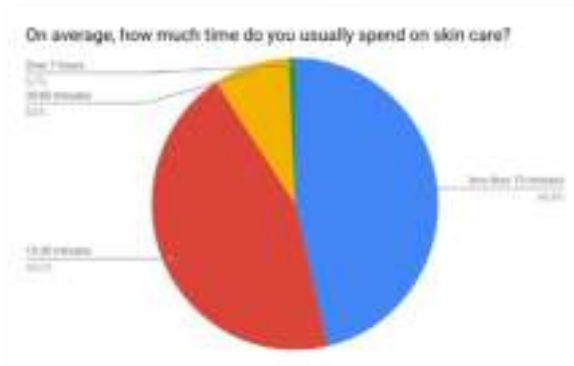
Diet

15%

Skincare products

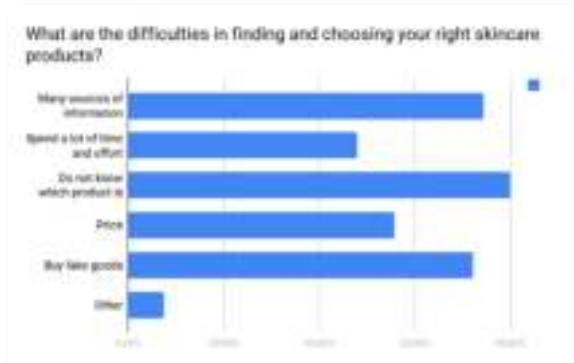
1.2.3 Survey

Questions about users' skincare habit



46.4%
Less than 15 minutes

44.3%
15-30 minutes



80%
Don't know the suitable product

74.3%
Many different information sources

1.2.3 Survey

Summary

From the survey results, we really understand more about special things that may affect the functionality of the application we are trying to create.

USER	
Age	From 21 to 30
Work	Student, officer
Skincare habit	. Usually, spend 15-30 minutes on skincare. . The normal level of skincare knowledge.
Difficult in finding skincare information	. It takes time and effort to learn . There is too much different information . Do not know which products are suitable for the skin
Searches for skincare information	. Usually, 15-30 minutes are spent on skin care . Normal level of skin care knowledge . Regularly search for information about skincare on social networks (Facebook, Instagram, ...) Google, Youtube, friends, On skin care websites
Lifestyle	Do not regularly practice a healthy lifestyle (eating, sleeping, stress, exercise, etc.)

Table 2. Survey result about the user's skincare habits and understanding

1.2.4 Interview

Result

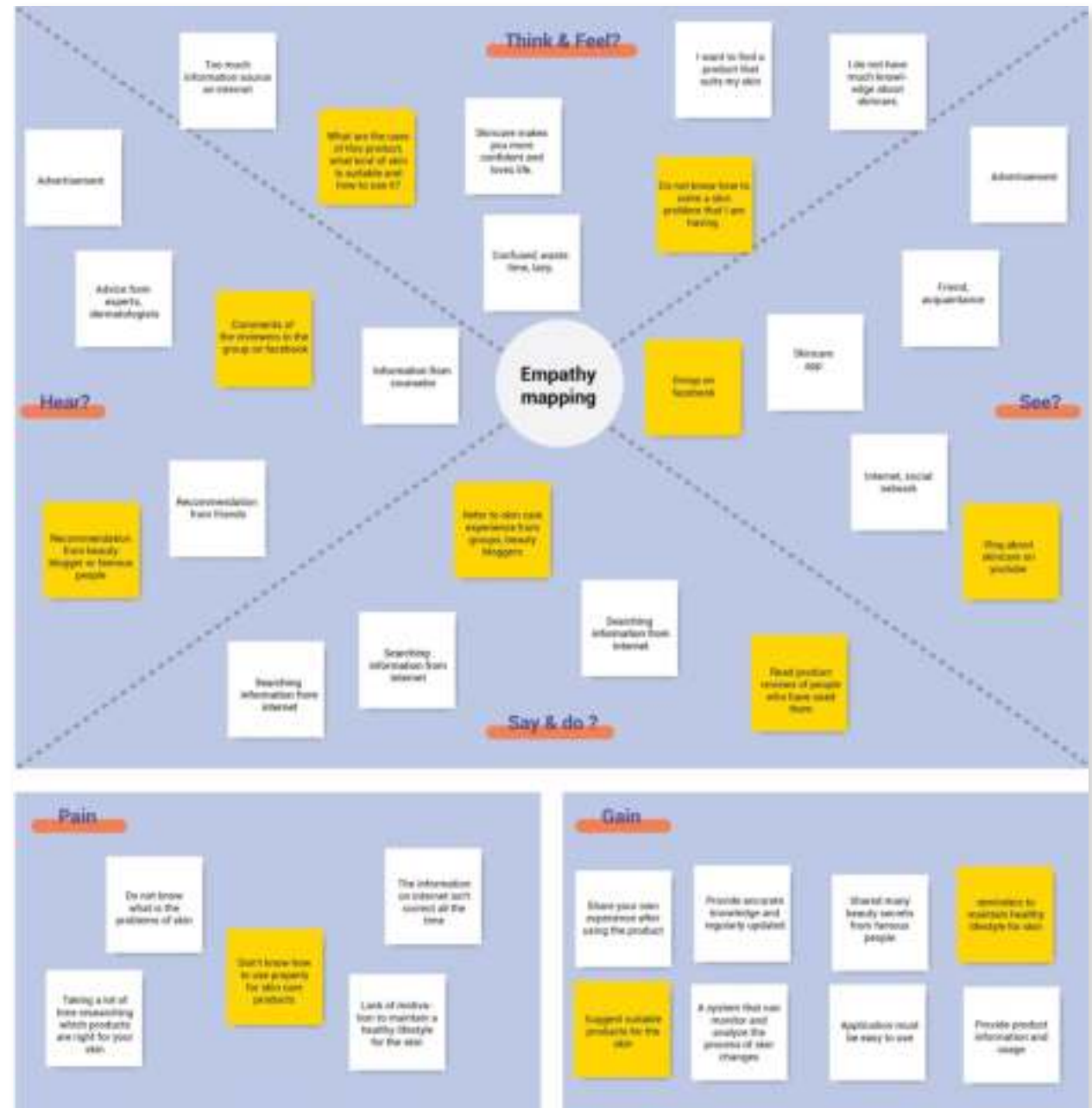
After conducting a survey, interviewing is our next step to define our target users. We interviewed 9 people who were in the survey to learn about their habits, needs, and difficulties in daily skincare. And results, we made empathy mapping suitable for LYS.



1.2.4 Interview

Empathy Mapping

Traditional empathy maps are split into 4 quadrants (Says, Thinks, Does, and Feels) with the user. Empathy maps provide a glance into who a user is as a whole and are not chronological or sequential.



1.2.4 Interview

User Personas



"Beautiful skin makes me love life, more confident."

AGE	22
JOB	Student
STATUS	Single
LOCATION	Hà Nội

SEARCH TOOL

Facebook	<div><div></div></div>
Youtube	<div><div></div></div>
Google	<div><div></div></div>

User persona

Nguyen Ha Nhi

ABOUT

She is really concern about her skin. However, Nhi has many problems with skin care as she does not really understand her skin, leading to difficulty in choosing the right skin care product, and it causes irritation for her skin... Sometimes, she is not active in caring her skin and don't keeping healthy living habits has a negative effect on the skin.

PAIN POINT

- Review is not right as at use.
- Incomplete product information such as product description, usage, suitability for skin type, composition, reviews.
- Knowledge of skin care is not accurate.
- It takes a long time to find the right product.
- Issues related to advertising.
- The skin changes cannot be monitored
- Lack of motivation to maintain a skin-healthy lifestyle

NEEDS

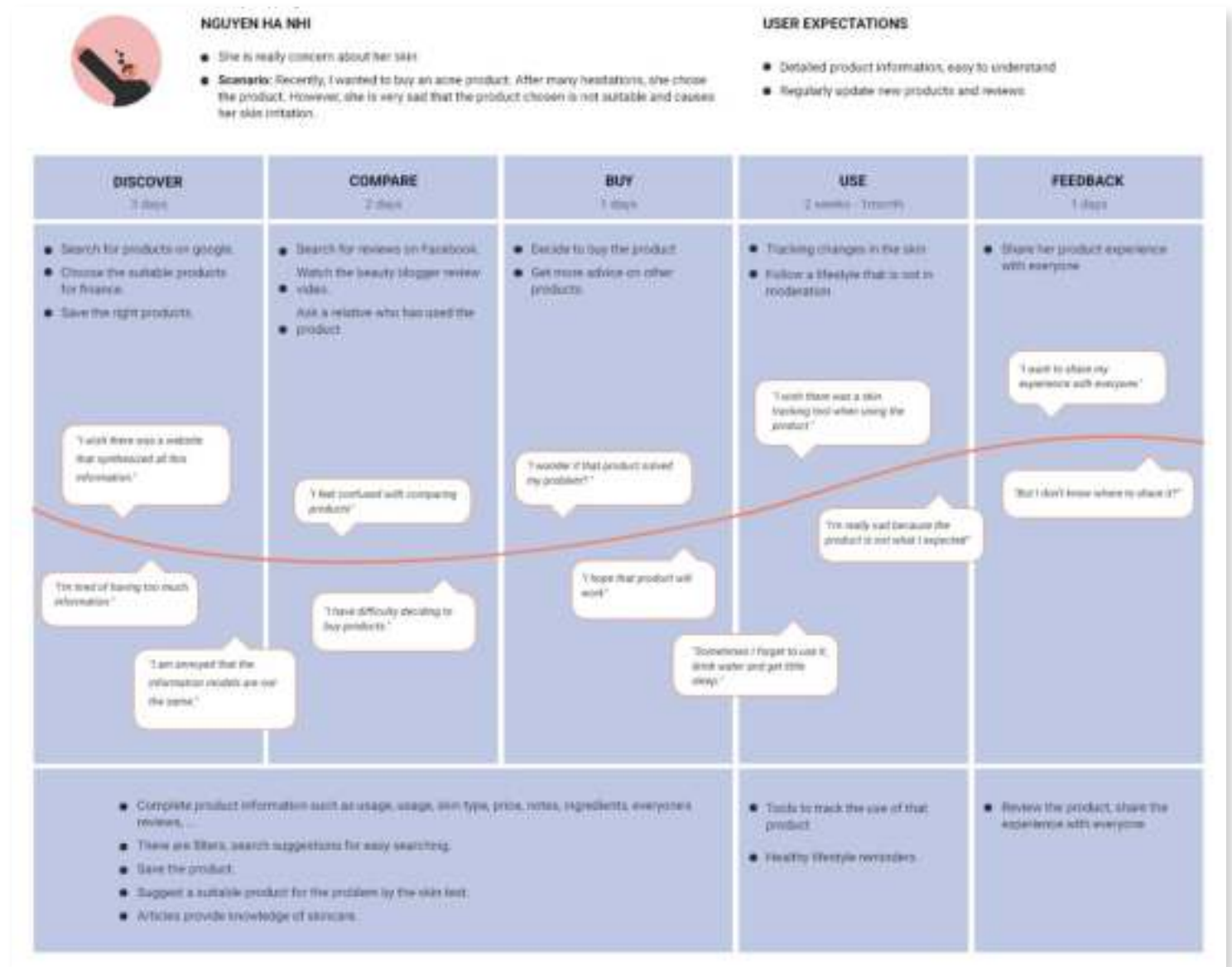
- Double check product information.
- Know the experiences of people who have used the product.
- A reliable communication channel.
- Proper skin care.
- Celebrities share their skin care treatments.
- Track skin and related problems.

GOALS

- No problem finding the product: incorrect information, wrong product selection.
- Know the uses, usage, notes, description, ingredients, reviews of the product.
- There is a way to help figure out what skin problem you have and find the right care.
- Knowledge of skincare is authenticated.
- Tracking and reminder tool for skincare, daily routine.

1.2.4 Interview

Journey Mapping



1.2.5 Specify Requirement

Primary needs

- Fast, diverse and reputable knowledge (offers tests to help users better understand the skin, provides articles and knowledge from the dermatologist)
- Save time finding the right products for each user's needs
- Provides daily skin diary to give a specific analysis of skin changes, thereby helping users motivate to improve better.

Secondary needs

- Create motivation to maintain a healthy lifestyle for your skin with daily reminders
- Modern user interface design, simple and easy to use

02

Design Proposal

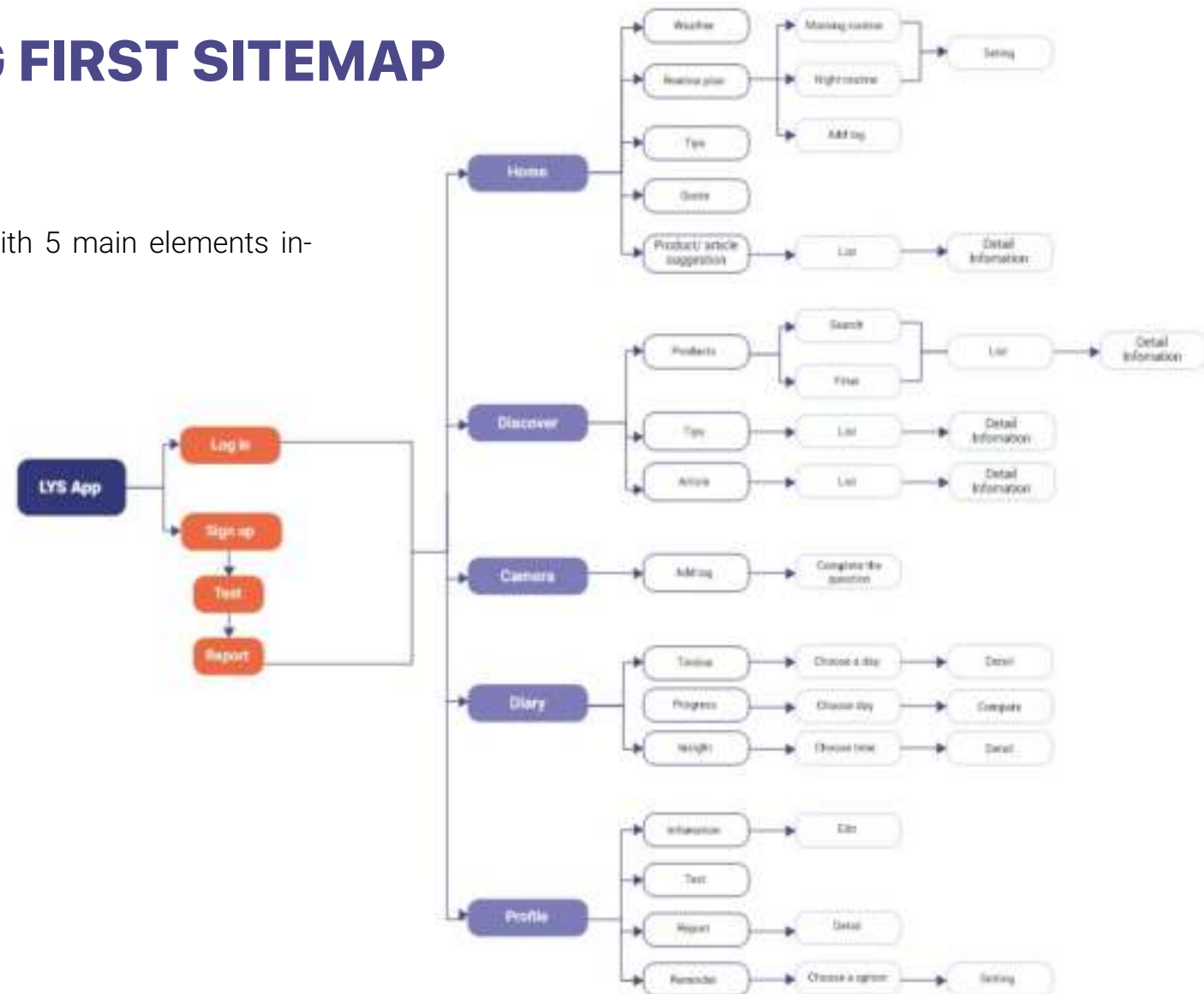


2.1 BUILDING FIRST SITEMAP

2.1.1 Sitemap1

In this sitemap we build with 5 main elements including:

- Home
- Discover
- Camera
- Diary
- Profile



2.1 BUILDING FIRST SITEMAP

2.1.2 First Task Flow

We have completed the task flow based on the main features of the application. And we divided into 3 main flows.

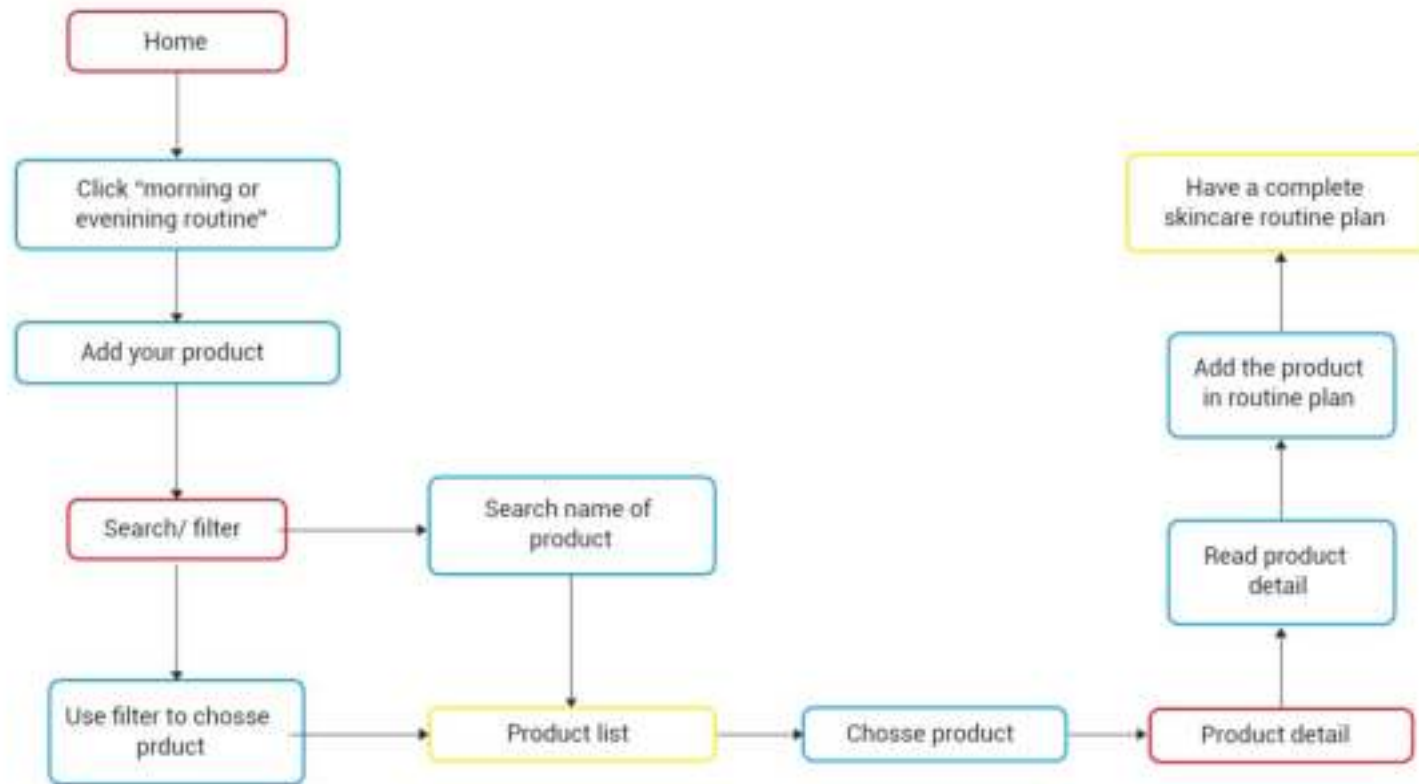
Definitions

Outcome

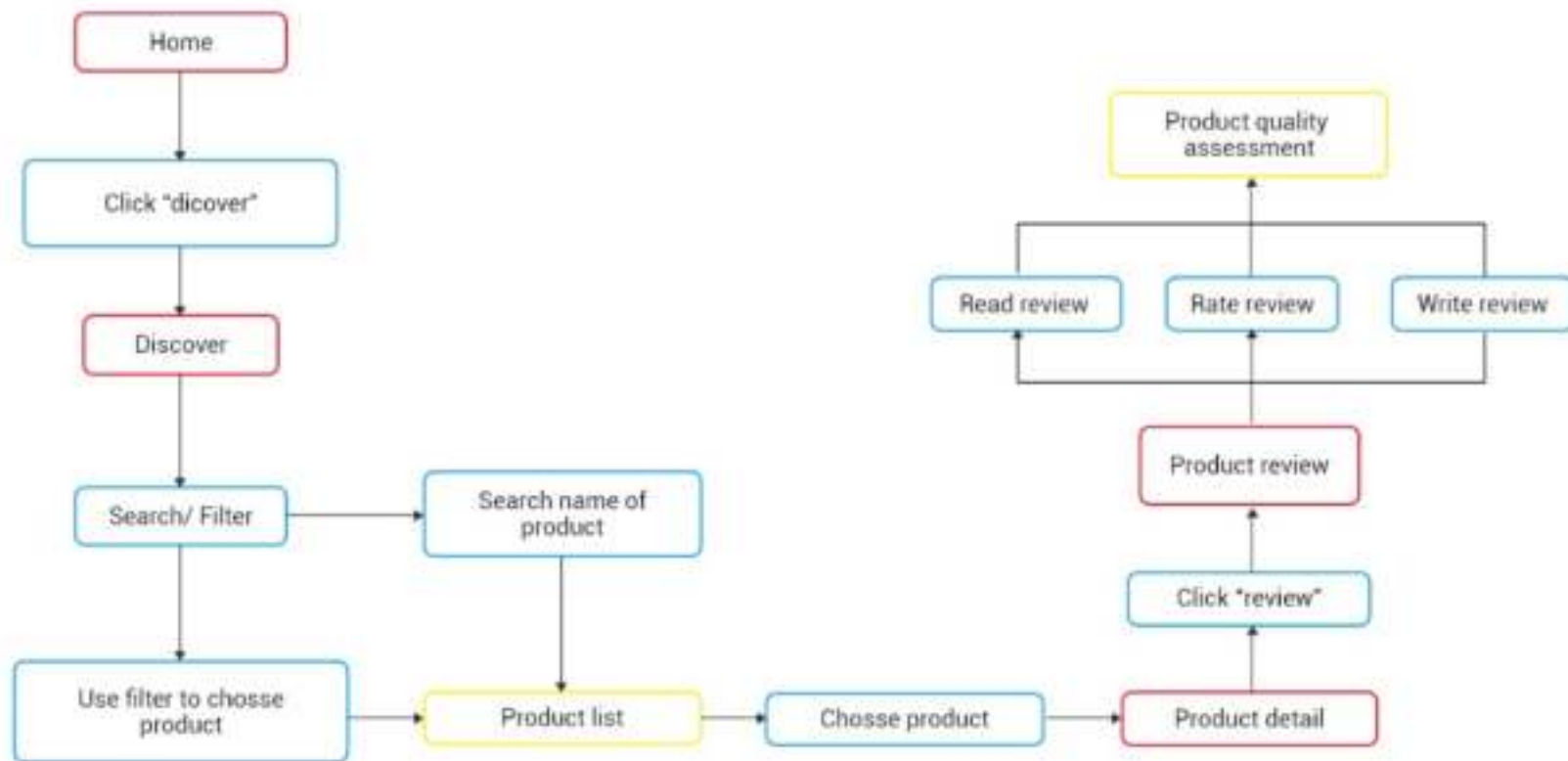
Screen' Name

User action

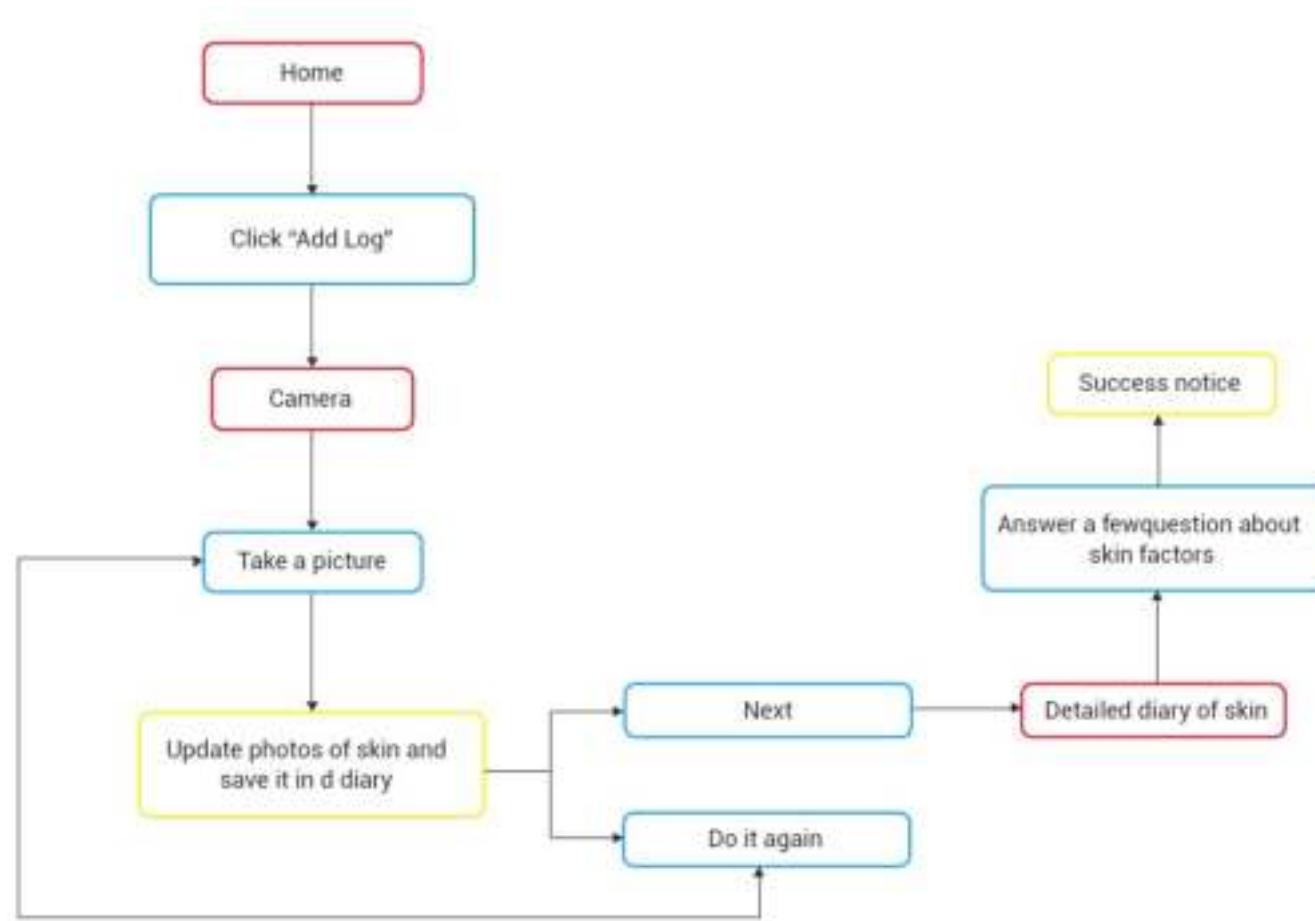
Flow1 - Add products for skincare routine plan (Moring, Evening, Weekly)



Flow2 - Search information and review products



Flow3 - Updated daily skin status in diary



2.1. BUILDING FIRST SITEMAP

2.1.3 Wireframe1



2.1 BUILDING FIRST SITEMAP

2.1.4 User Testing

In the first prototype, we tested the user with 5 criteria including being **findable**, **accessible**, **usable**, **credible**, **useful**.

- Testers: 4
- Average usage time: 15 minutes



USER TESTING 1		
CRITERIA	PROBLEMS	SOLUTIONS
Findable	. Feeling that just searching by keywords has not helped them find the right product or article that is suitable for them.	. Search for products with additional filters, keyword suggestions, sort product categories. . Search for articles with keyword suggestions, sort article categories.
Accessible	. The primary and the second buttons are not decentralized clearly and consistently, making them confused during use	. The types of button buttons are re-hierarchical and used synchronously.
Usable	. When in use, the workflow is not coherent, making them confusing. Ex: Select "search product" in the item adding products but switch to searching products discovering category	. Additional detailed screens to complete.
Credible	Not really reliable because: . Skin type tests have no research source. . The article in the tips and articles is like an article, not highly authentic	. The test is drawn from Baumann's research . The article is sourced from a website specializing in dermatology, with information about the supplier.
Useful	. They feel good, solving them the problems they are having.	

Table 3. Results of user experience testing with wireframe 1

03

Pre Design



3.1 BUILDING SECOND SITEMAP

3.1.1 Sitemap2

After researching as well as collecting user suggestions. We have decided to revise it to make the sitemap 2 more suitable including:

- Home
- Discover
- Diary
- Profile

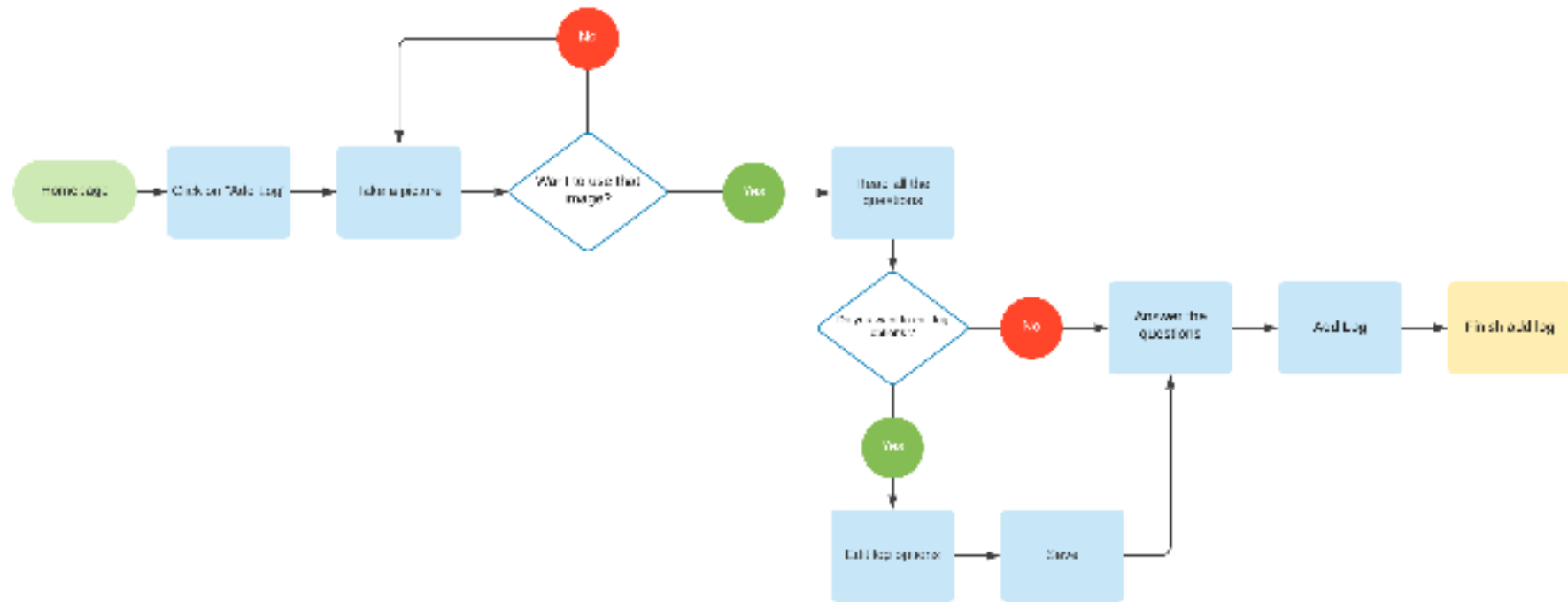


3.1 BUILDING SECOND SITEMAP

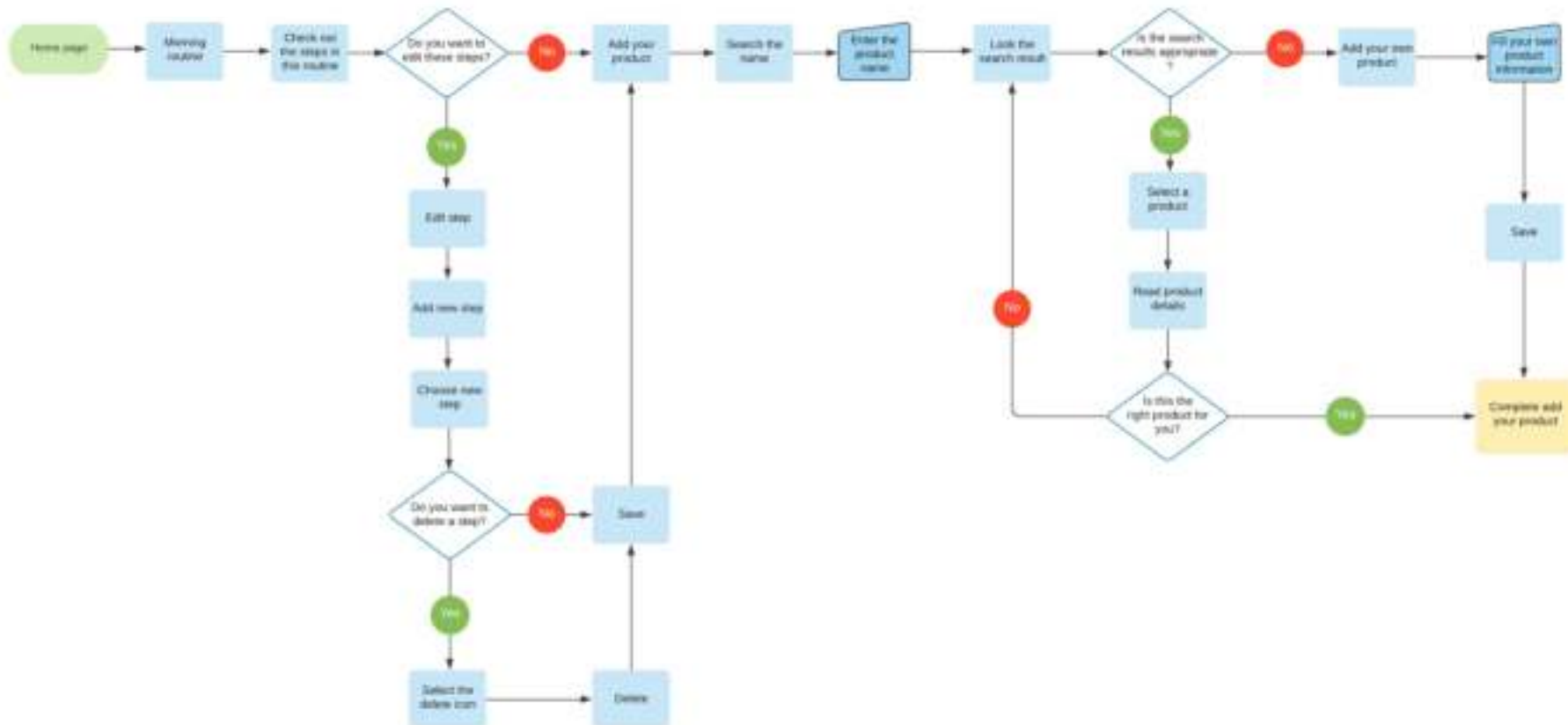
3.1.2 Second Task Flow

Now, we have decided to revise it to make the second task flow more suitable. And we have 5 main task flows

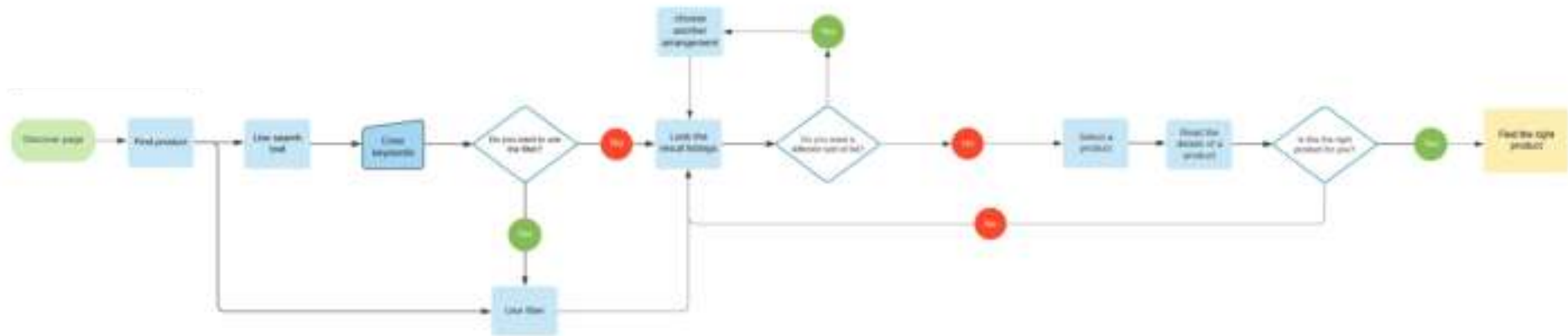
Flow1 - Updated daily skin status in diary



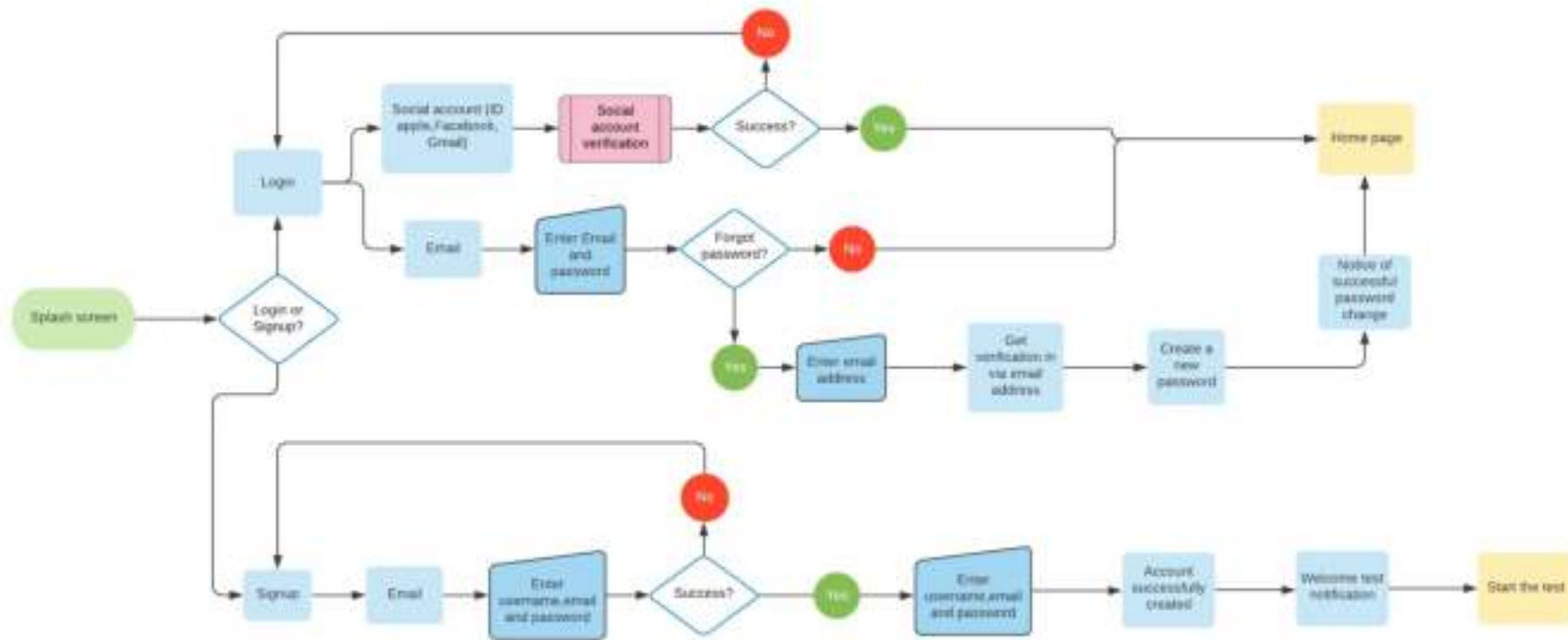
Flow2 - Add product into your routine



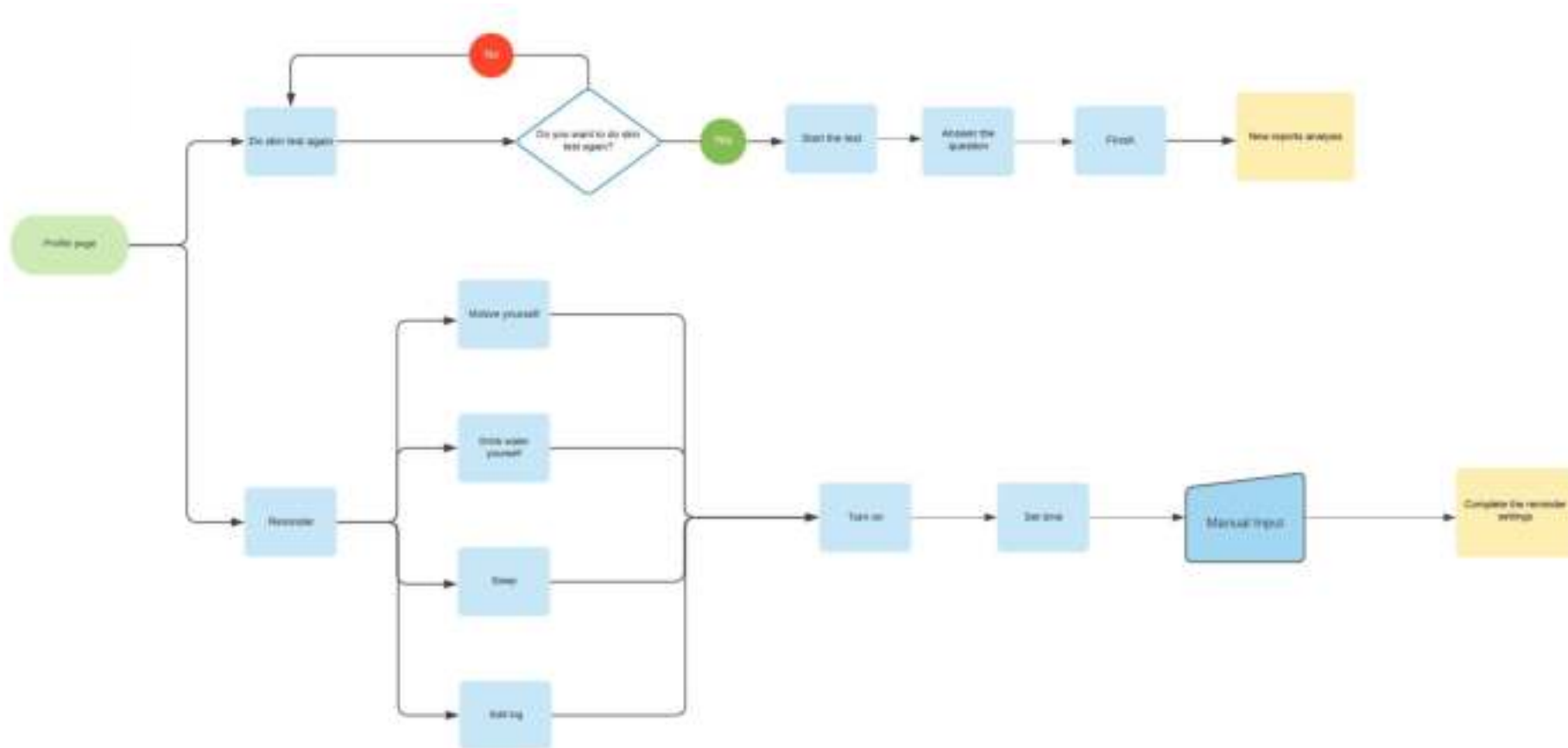
Flow3 - Find product



Flow4 - Login/ Signup

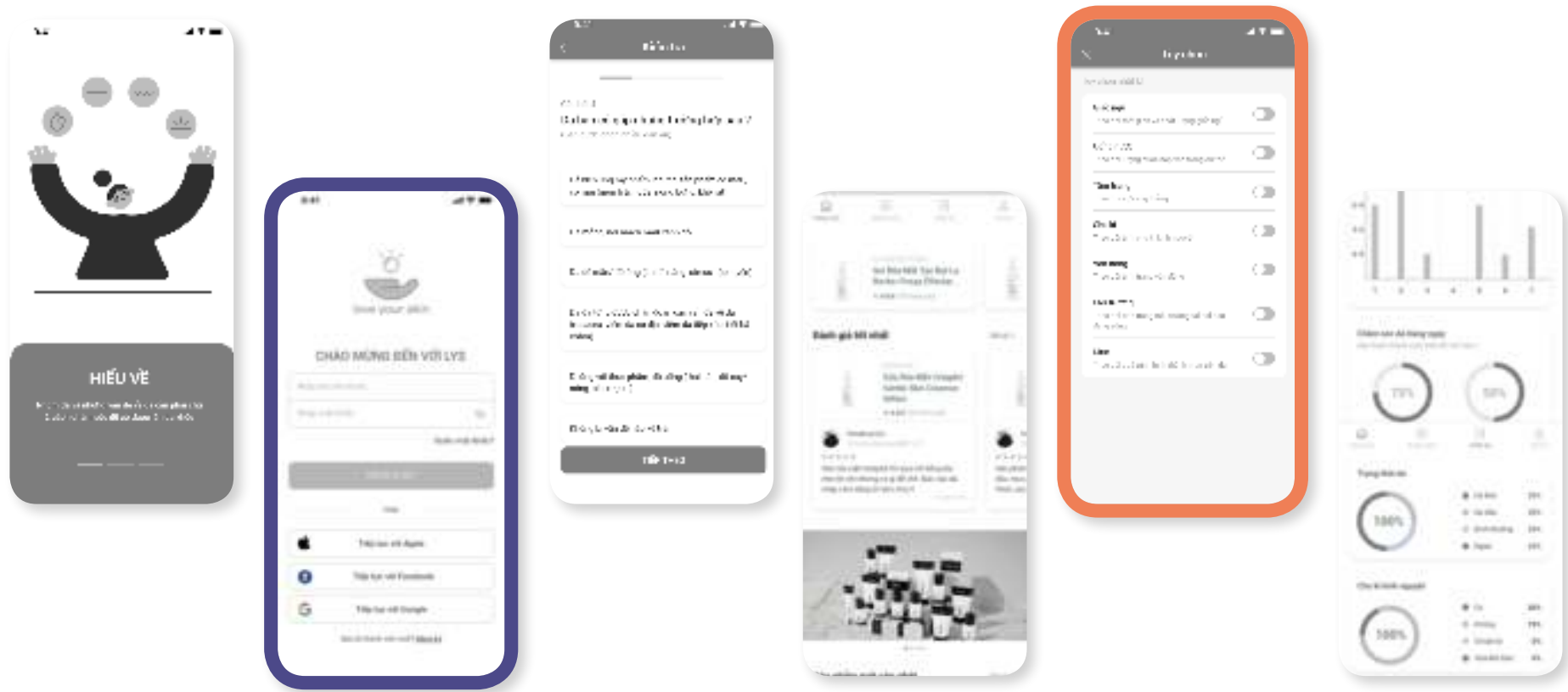


Flow5 - Set reminder in profile



3.1 BUILDING SECOND SITEMAP

3.1.3 Wireframe2

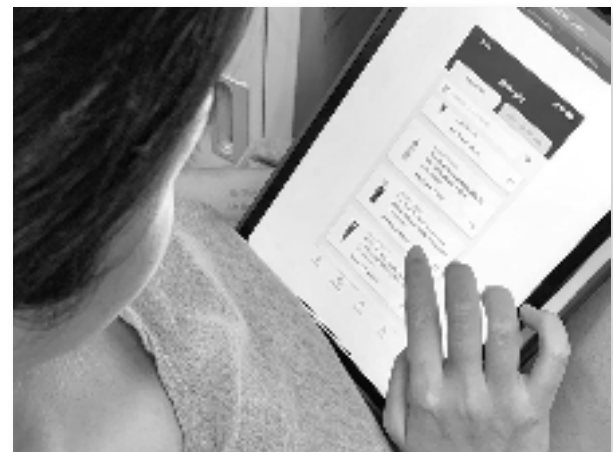


3.1 BUILDING SECOND SITEMAP

3.1.4 User Testing

In this test still based on the old method, the results are quite positive that almost the problems in prototype 1 have been solved.

- Testers: 3
- Average usage time: 7 minutes



3.1 BUILDING SECOND SITEMAP

3.1.5 Pugh Matrix

After 2 tests we used the PUGH matrix to evaluate the progress and improvement of the application. As a result, we will make a decision on choosing the right wireframe to arrive at the final design. To compare the above criteria between wireframe 1 and wireframe 2, we can give a few statements as follows:

- **Findable:** In wireframe 1 users are not really satisfied with finding products.
- **Accessibility:** In wireframe 1, there is a strong contrast, so it may be annoying to the user
- **Usable:** Wireframe 2 has been improved for better user manipulation
- **Credible:** Because it is based on medical research from PhD in dermatology, users can be trusted
- **Useful:** Wireframe 2 has been improved

PUGH MATRIX			
CRITERIA	IDEA 1	DATUM	IDEA 2
Findable	-1	0	2
Accessible	0	0	1
Usable	0	0	2
Credible	1	0	2
Useful	2	0	2
TOTAL	2	0	9

- Idea 1: is the app interface design and the idea used in Report 2
- Idea 2: is the app interface design and the idea used in Report 3
- Datum: is called a reference, and here you can consider your "existing solutions" as your datum

04

Design Finalization



4.1 DESIGN OVERVIEW

4.1.1 Mood Board

- The color “**Purple Blue**” is a harmonious combination of dark blue that expresses intelligence, strength, stability and professionalism, bringing a sense of peace of mind. Along with that purple color, it means conscientiousness, peace and wisdom.
- The color “**Orange**” gives off a youthful, dynamic feel, but with a lighter orange color it reveals softness and tenderness.



4.1 DESIGN OVERVIEW

4.1.2 Logo

Idea

Inspired by the meaning of the name, we have built the logo based on the hand symbol and the hand cherishes a glowing pearl. We want our users to understand that they love and take care of their skin just like they are cherishing a beautiful pearl.



4.1 DESIGN OVERVIEW

4.1.2 Logo

Brand identity

Logo's personality: " Friendly, Trust, Youthful ", partly reflects its characteristics

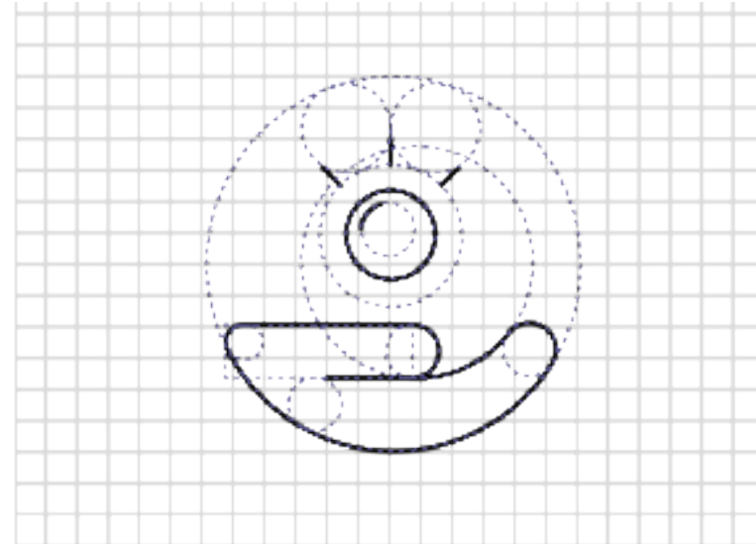
- **"Friendly"** is the first thing we want to aim for so that users feel that skincare isn't something too serious.
- **"Trust"** is what users can safely refer to all information that we provide in the Application
- **"Youthful"** is essential as it will create a sense of attraction to our audience



4.1 DESIGN OVERVIEW

4.1.2 Logo

Logo in grid system



4.1 DESIGN OVERVIEW

4.1.2 Logo

Logo with different color combinations

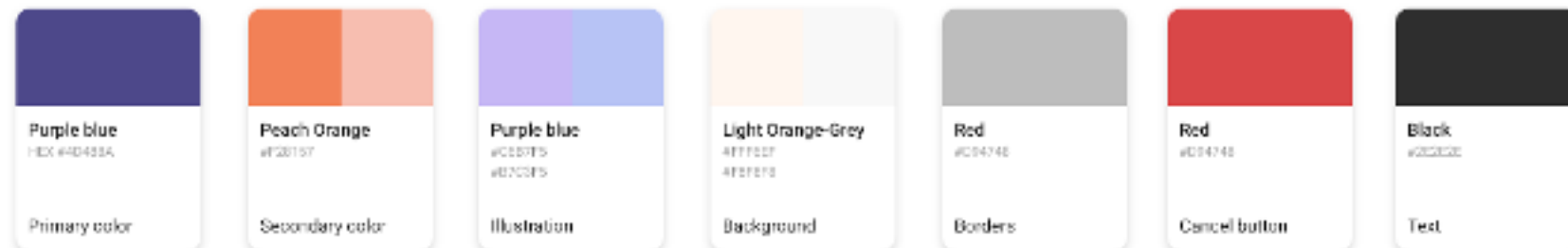


4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Color template

This is the color palette I use throughout the app, and it's also pulled from the mood board



4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Typography

Roboto is the main font I use in this app. This font is quite popular with its wide range of family fonts, and also serves my application friendliness

aA
Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Title	Bold	23px
Subheader	Bold	18-20px
Page title	Bold	18px
Large body	Medium	15px
Body/ Text input	Regular	15px
Caption	Regular/Light	13px
Button	Medium	16px

4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Icon set

The icon is built based on the personality of the application name: friendly, trust, youthful. We use design grids to keep icons in sync



Icon normal



Icon active



4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Component

Button primary



Button secondary



Style and form



Spec

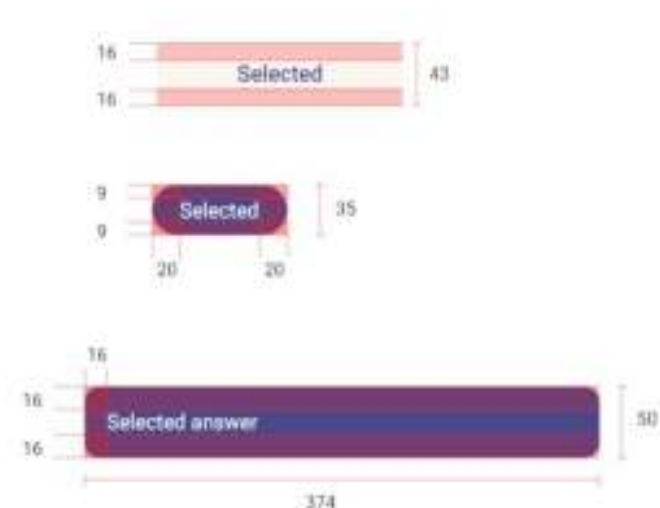
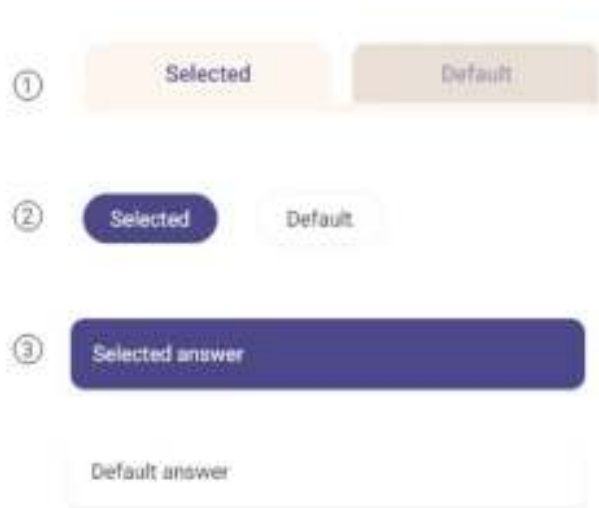


4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Component

Selector



4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Component

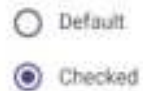


4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Component

Radio



Switch



Tick



Avatar



Indicators



Style sheet



4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Set of illustrations



4.1 DESIGN OVERVIEW

4.1.3 Style Guide

Set of icon illustrations

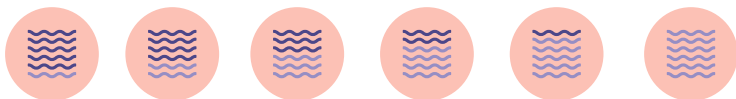
Skin status



Time for sleeping



Habit of drinking water



Time for doing exercise



Emotional status



Menstrual cycle



Environment status



4.2 DESIGN FINALIZATION

4.2.1 Final UI

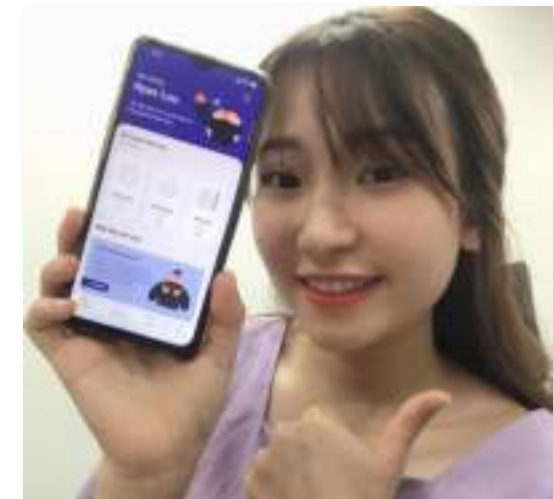


4.2 DESIGN FINALIZATION

4.2.2 User Testing

During this last user test with 3 tester, users enjoy the complete color and functionality of the application. Along with that are some of the contributions to the future development of LYS such as:

- Suggestive address to buy reputable products
- Build a community to share, ask and answer questions about skincare, product liquidation, ... or events for users



05

Simulation Function



5.1 ANIMATION

5.1.1 Animation of logo



5.1.2 Simulation of function

To make LYS application become more reality and user experience our creative work, we used XD app. Let see how it's worked.

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THANK YOU FOR READING

So it's been 4 months since LYS was born, it really meaningfull to us. 4 months is not a long but not short time, me and my companion have had to go through many difficulties and challenges and feel depressed many times. But until today, we have tried our best to be able to complete this project perfectly. In fact, this project would not have been possible without the support of our supervisor, Ms. Shruthi who always supported and helped us to solve any problems. Along with that, the teachers in the council have contributed a lot of suggestions so that we can improve.

So our 4 years of university are almost over, I believe this will be a difficult time with sleepless nights but also the most memorable time of FPT University student's life.