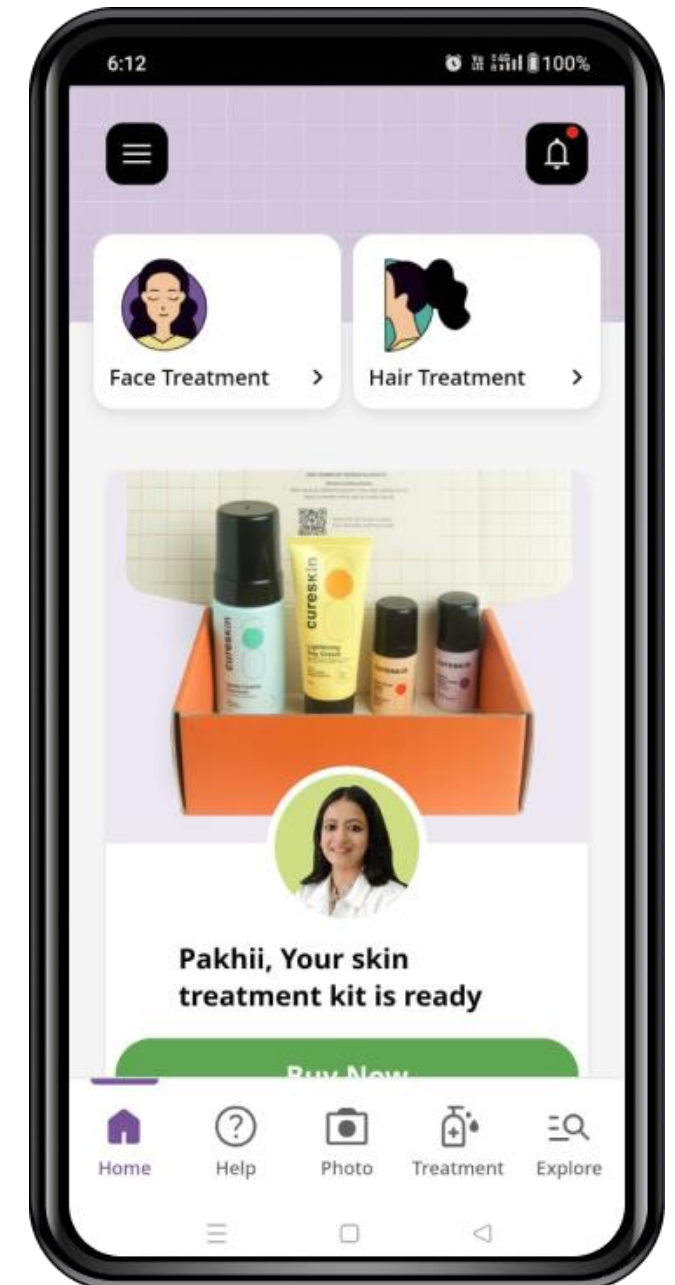




**Product Management
Club
IIT (ISM) Dhanbad**



Problem Statement

Cureskin is India's top personalized skincare app, manufactured with high-quality products and free of toxic ingredients. More than 5 crores+ users have used and trusted it for personalized skin, hair, and nutrition treatments. It provides personalized dermatological solutions at your fingertips. It offers users the convenience of accessing professional skincare advice and treatment recommendations from the comfort of their own homes.

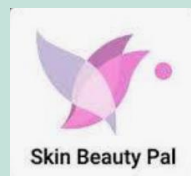
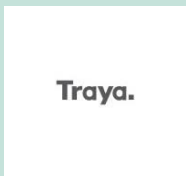
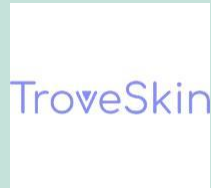
Cureskin app currently faces limitations in fully leveraging user-generated data to deliver personalized recommendations and track skincare progress effectively. Users often find it challenging to monitor changes in their skin condition over time, and receive timely guidance tailored to their individual needs.

You have to address these challenges and enhance the user experience through interactive features and personalized feedback. Optimize their skincare journey for improved outcomes and user satisfaction.

About Cureskin

CureSkin is a dermatology app that detects, analyzes and treats all skin and hair related problems. It's innovative AI technology examines skin and hair for over 20 different conditions. It gives continuous dermatologist care and offers personalized skin & hair advice, making it a convenient solution for users seeking expert guidance.

Competitors:



12 Lakh+
Users

10 Million+
Downloads

4.3 star rating
by 50K reviews

88.7 K
Total Visits

62.25 K
Active Users

Annual Revenue- \$4.47 M

Source of Revenue-
Advertisements and
In app purchases

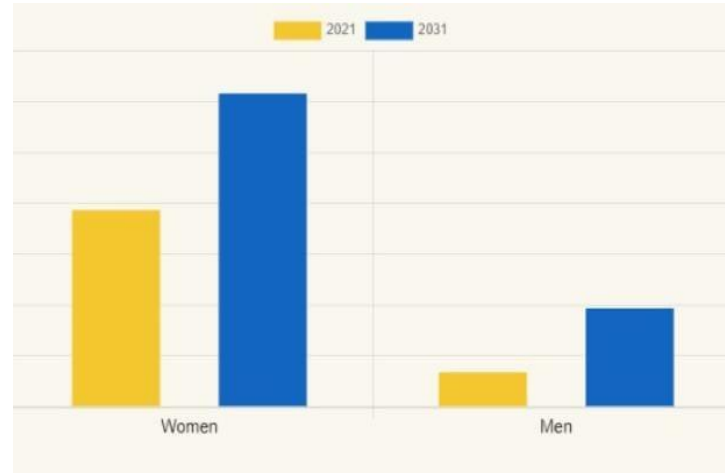
- ✓ Get treatment kit
- ✓ Free diet plan
- ✓ Monthly Doctor Checkups
- ✓ Expert advice
- ✓ Assured delivery

Market Research

The global skin care products market was valued at **\$170.7 billion** in 2021, and is projected to reach **\$241.5 billion** by 2031, growing at a CAGR of 3.6% from 2022 to 2031.

SKINCARE MARKET GROWTH FACTORS:

- Increasing **Awareness of Personal Care** among All Age Groups to Drive Demand.
- Increasing **Demand for Sustainable Products** is Expected to Fuel Market Growth.



Women were the largest consumers in 2021 while the skincare products consumption amongst men is expected to increase.



Europe was the largest consumer in 2021 and Asia-Pacific is expected to witness significant increase in the consumption of skin care products.

Competitive Analysis

PLATFORM	Clinikally	Skinkraft	Traya
Annual Revenue	\$1M-2M	\$4M	\$2M-5M
Total Visits	1.6M	1.3M	2M
Pros	Access of onine consult	Regimen Reviews will track skin's changes	Exemplary customer support
Cons	No educational content regarding skincare & haircare	Poor order service	Only focuses on hair concerns

User Persona



Name: Anisha
Age: 32
Profile: Analyst

Goals:-

- To maintain healthy skin with flexible schedule to fit into her busy life.
- To get personalised recommendations in minimal time.

Pain Points:-

- Current feature of app does not support multiple concerns.
- Poor communication about status of order.



Name: Shreya
Age: 16
Profile: Student

Goals:-

- To get the access of dermatologists.
- Order skincare products based on her skin analysis.

Pain Points:-

- Lack of visibility into skincare progress.
- No detailed view of products recommended.



Name: Rohan
Age: 22
Profile: Bachelor

Goals:-

- Wants to improve skin health.
- To monitor progress and change needs over time.

Pain Points:-

- Not able to use multiple account feature.
- Lack of customer support.

Pain Points and Solutions

Pain Points

Does not support multiple concerns

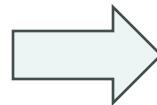
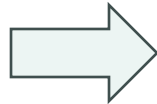
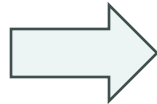
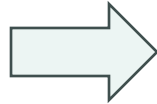
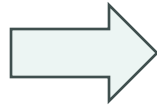
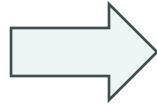
Lack of visibility into skincare progress

Not able to use multiple account feature

Poor communication about status of order

No detailed view of products recommended

Lack of customer support



Solutions

Introduce a feature that allows users to select multiple concerns within their profile

Introduce a dedicated progress tracking section within the app where users can visualize their skincare & haircare journey

Enable users to create and manage multiple profiles within the app to accommodate different users sharing the same device

Implement order tracking, allowing users to monitor the status and progress of their orders

Offer detailed product profiles, providing information about recommended products

To address user feedback and implement necessary changes or enhancements

High Priority Features

Features	Reach (10)	Impact (5)	Confidence (100%)	Effort (5)	Score	Priority Order
Tracking and Progress	8	4	90%	4	7.2	1
Multiple Concerns	9	4	80%	5	5.76	2
Multiple Account	7	3	70%	3	4.9	3
Order Tracker	6	2	60%	2	3.6	4
Products Detail	6	3	60%	3	3.6	5
Customer Support	6	2	50%	2	3	6

Feature 1: Tracking and Progress

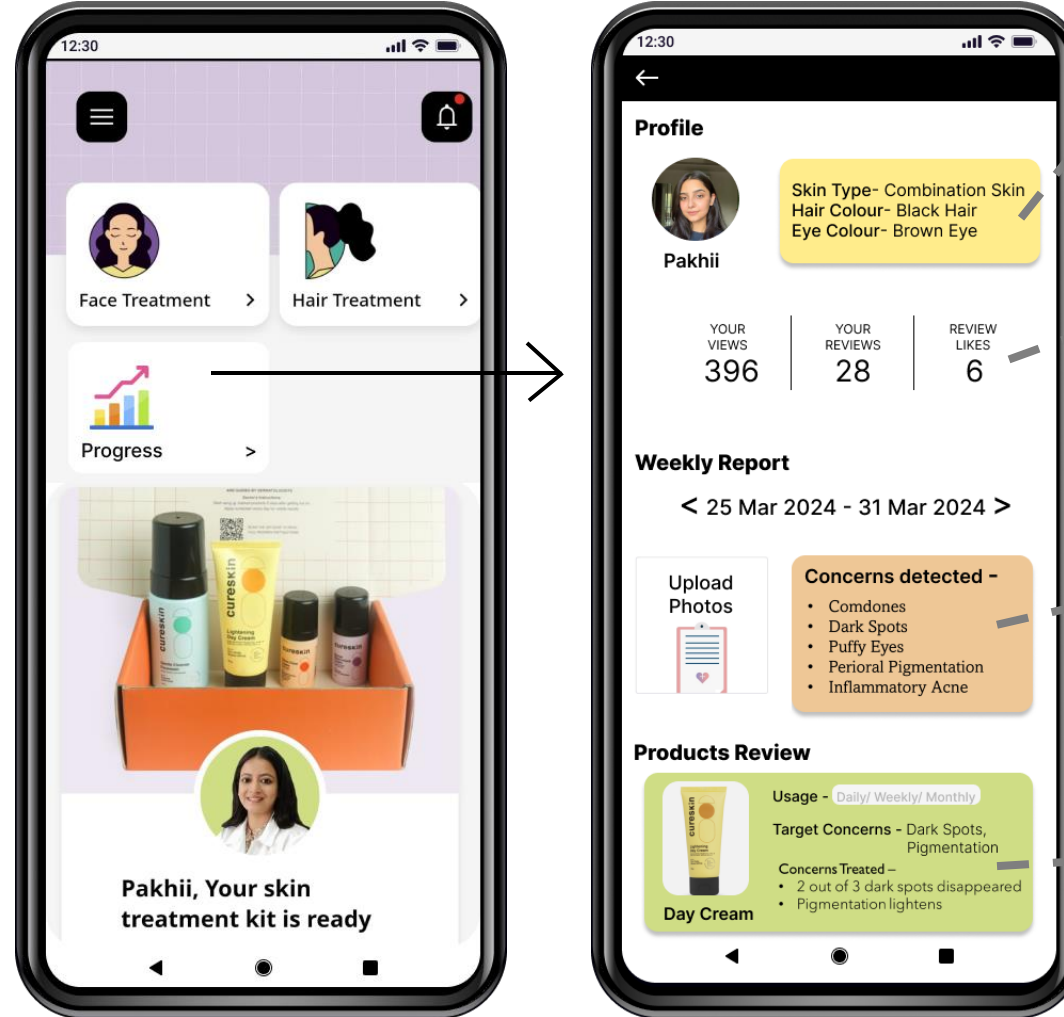
Tracking and Progress empower users to monitor their skincare journey, track improvements over time, and stay motivated towards achieving their skincare goals.

How? -

- Users will select Progress option from the home page.
- Gives information related to user's progress and the effectiveness of skincare products they've been using.

Need -

- Motivates users to continue their skincare regimen and stay engaged with the app.
- Provide valuable insights into the effectiveness of different skincare products and routines.



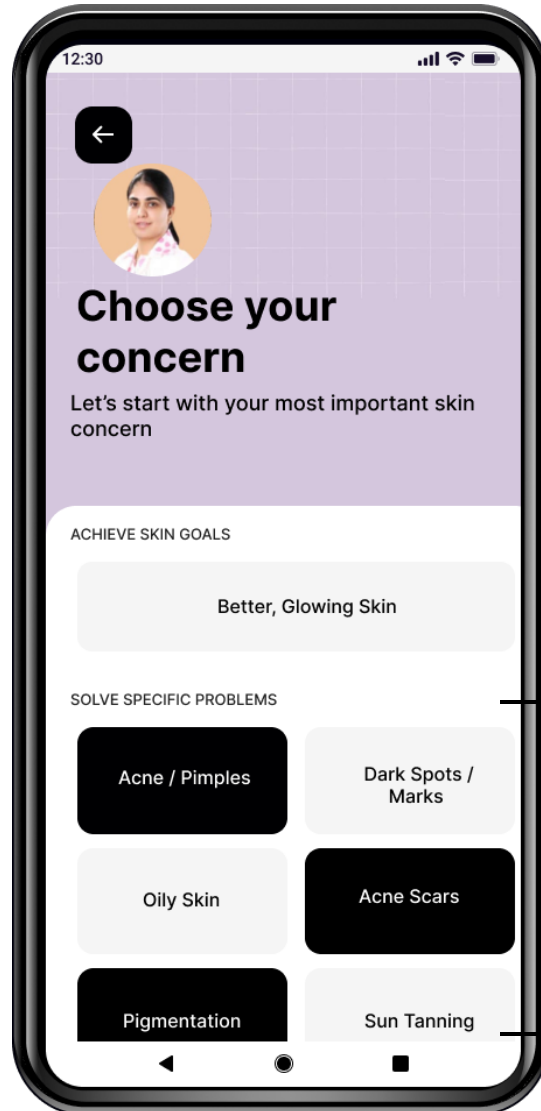
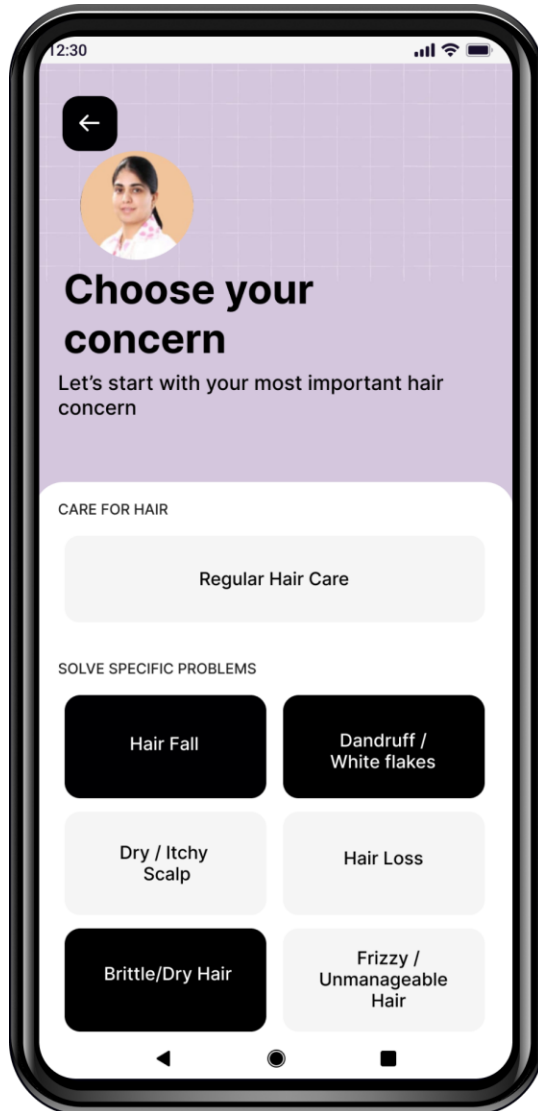
Basic information about user's skin and hair type.

Shows active engagement of user within the app.

Weekly analysis of user based on photos scanned.

Short review of effectiveness of products recommended.

Feature 2: Selection of multiple concerns



Selection of multiple concerns meet the diverse needs of users who may have more than one issue, thereby providing a comprehensive and personalized solution.

How? -

- Users will select their multiple concerns from a predefined list.
- Based on the selected concerns, the app generates customized routines and recommends products.

Need -

- Streamlines the user experience, saving time and effort.
- Meet the expectations of users, leading to higher satisfaction and retention rates.

Feature 3: Multiple user account

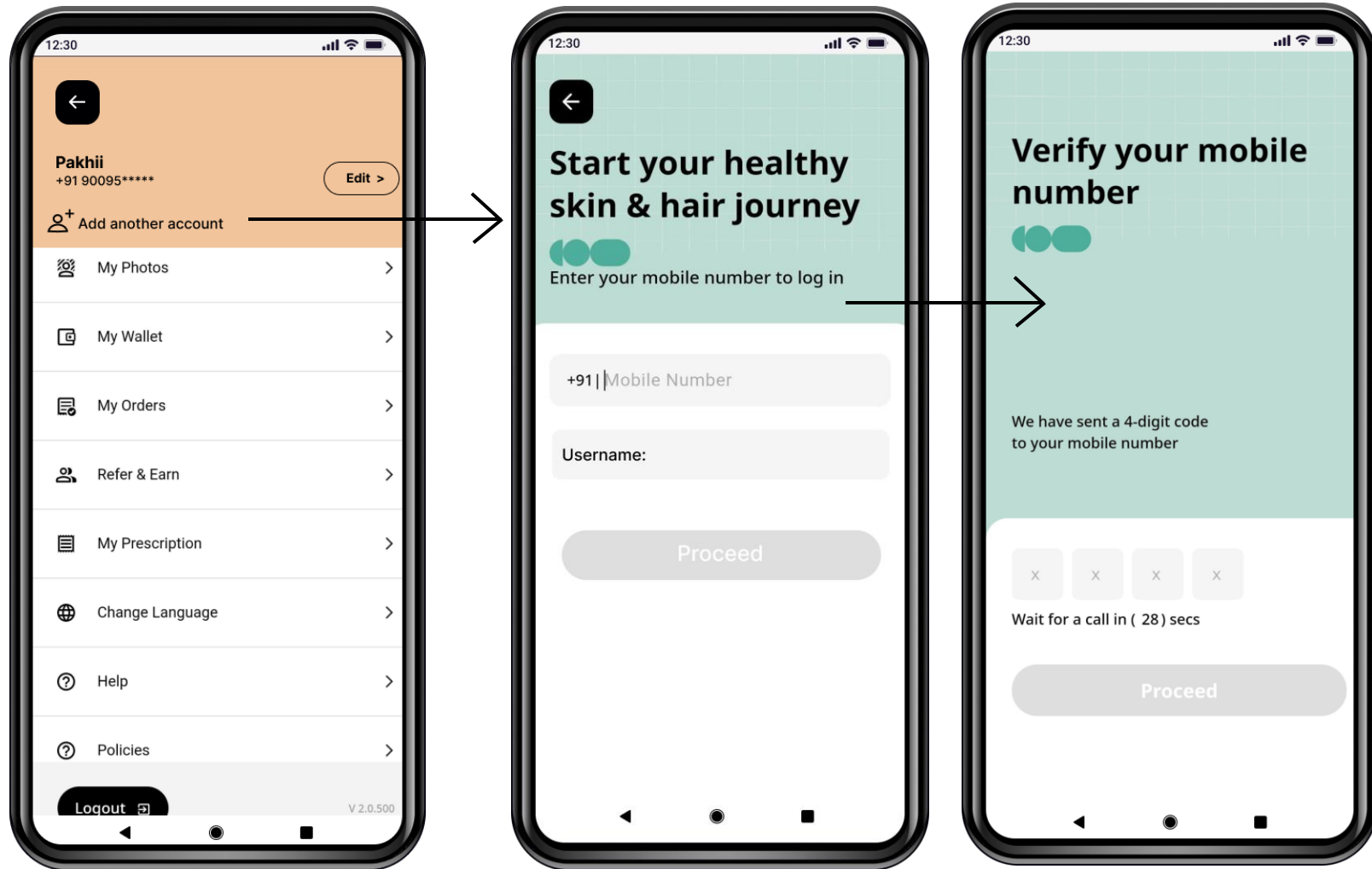
Multiple account feature allows users to create and manage multiple profiles within a single app installation.

How? -

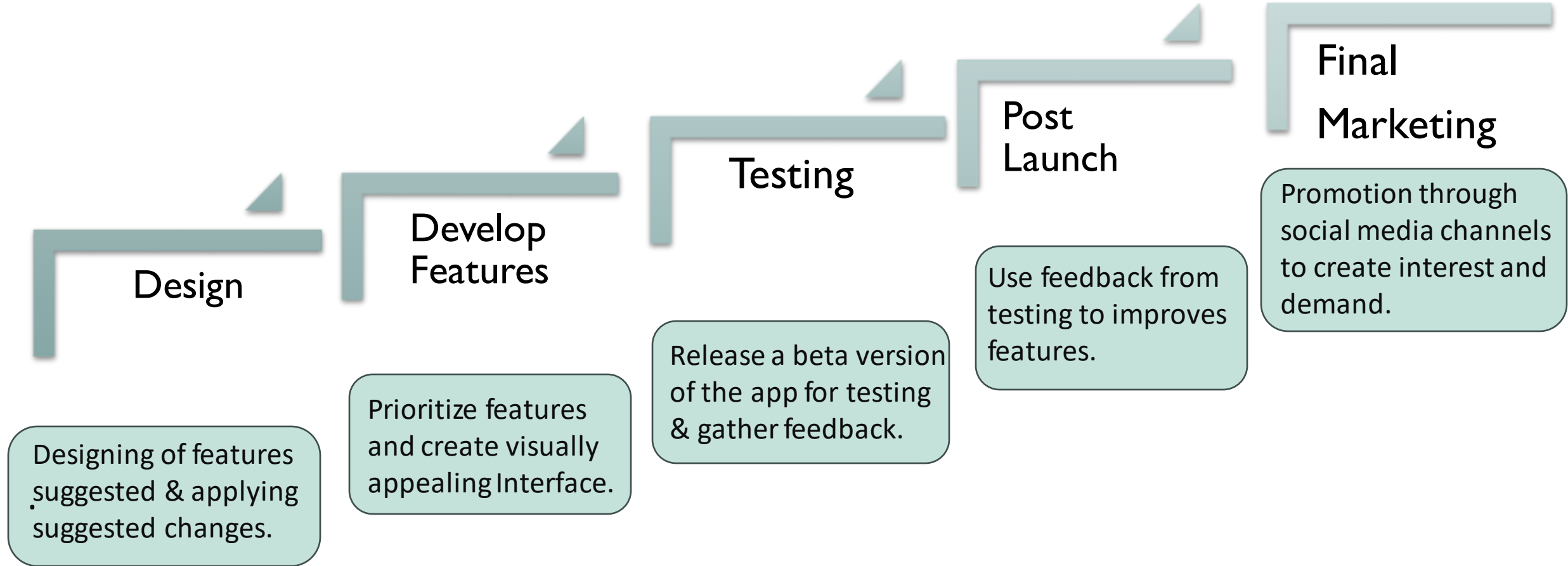
- In the profile page, users will choose “Add another account” option.
- They will enter their information and after phone number is verified, new account is created.

Need -

- For households where multiple family members have distinct skincare needs and preferences.
- Allows users to keep their skincare data separate from others using the same device ensuring individual needs.



GTM Strategy



Success Metrics

Awareness

- How many people do we reach with our marketing?
- How do we get people to visit us?
- Which channels are they using?

Acquisition

- How do we define an acquired user?
- Do they have to sign-up & leave personal info?

Activation

- What is our WOW Moment (first great user experience)?
- What do we consider an active user?

Retention

- How many customers are sticking with us?
- What are we doing to ensure that users come back?

Revenue

- How many people actually become customers and how much do they spend?
- What are we doing to sell, upsell and cross-sell?

Referral

- How many customers promote us?
- What are we doing to encourage virality?

Thank You

- Himanshi Vaidya
Admission no. 23je0405