



# Dermagenie

# AYSE

## 22-Year-Old Student

Ayşe is a senior engineering student at a university in Istanbul. During busy exam periods, stress, irregular sleep, and unhealthy eating often cause her to get pimples. Sometimes she uses makeup to hide them, but these skin problems also affect her emotionally.

However, going to the hospital is not easy for her because it takes time and she feels shy. One day, she discovers the DermaGenie app on social media. She downloads it, takes a photo of her face, and starts an analysis. The AI checks the severity and spread of her acne and gives her skincare suggestions suitable for her skin type.

Since Ayşe's analysis history is saved, she can track the changes in her skin over time. Thanks to the app, her awareness increases and her self-confidence improves. She also gets the chance to have a proper pre-check before going to a dermatologist.



# EMRE

## 35-Year-Old Software Engineer

Emre is a successful software developer working at a private software company in Ankara. He spends most of his week in front of a computer. Because of his busy schedule, he cannot give enough time to his health. For some time, he had noticed a small spot on his cheek but did not take it seriously.

One morning, he realizes that the spot has become darker and starts to worry.

He downloads the DermaGenie app and takes a photo of the spot. The AI system warns him that the spot should be monitored carefully and suggests nearby dermatologists.

Thanks to the app, Emre goes to the doctor without losing time and learns that it is a skin problem detected at an early stage. The app helps Emre become more proactive about his health.



# ZEYNEP

## 50-Year-Old Housewife Living in a Rural Area

Zeynep is a 50-year-old housewife living in a village. Because she is often exposed to sunny and windy weather, she has skin problems such as dryness, cracks, and spots. However, there is no dermatologist in her area.

Her grandchild downloads the DermaGenie app on her smartphone and takes photos of Zeynep's skin for analysis. The app detects significant dryness on her skin and warns that this may increase with age. It gives her suggestions for natural moisturizers and provides informative content about sun protection.

For the first time, Zeynep experiences a digital health service and starts taking better care of her skin in a more conscious way.



# SELIN

## 24-Year-Old Influencer and Beauty Blogger

Selin is a beauty influencer with more than 100,000 followers on social media. While promoting skincare products, she wants to provide her audience not only with her personal impressions but also with content based on real results.

However, it is often difficult to show the actual effects of products on the skin.

After discovering DermaGenie, she starts recording before-and-after skin analyses for each product test. The app, with the help of AI, analyzes details such as skin dryness, acne intensity, and color changes, and clearly shows the changes over time.

By sharing this data in her content, Selin gains a more scientific and trustworthy image. Her followers get the chance to see whether the recommended products really work—not just through words, but also through visual analysis reports.

DermaGenie not only makes Selin's content creation more professional but also helps raise awareness about skin health.



# HASAN

## 40-Year-Old Health-Conscious User

Hasan is someone who cares about his health and has a family history of skin cancer. He is especially worried about sunspots and changes in his moles. However, visiting the doctor frequently is both time-consuming and expensive, so he looks for alternatives.

He downloads the DermaGenie app and starts doing regular skin scans. With the app, he can track how the same moles change over time. When the AI notices an abnormal change, it sends him a warning.

This way, Hasan detects a high-risk situation early and goes to the doctor for quick treatment. DermaGenie becomes an essential tool for protecting his health.

