

Kylie Wasserman and Katherine Quinn

Design Document

Part One: Overview of the Piece of Media

Skincare is for everyone, but finding the product right for you and figuring out a routine can be intimidating. Our company is designed to help those who want to break into skincare, but are overwhelmed by all the skincare options on the market. We want to make finding skincare exciting by providing users with easy-to-navigate search criteria, dermatologist and user-recommended products based on your results, and an automatic skincare routine creator based on your choices. In other words, the problem that we are trying to create an app for is that there are too many skincare products to choose from, the information on the skincare products is spread amongst many sites, it is confusing to know what to look for, and it is intimidating when getting started. Our app targets those wanting to get into skincare but unsure where to start. We want to target them by creating an easy skincare guide for people so that they have a good experience finding products and don't waste their time/money buying products that don't work for them. Our secondary target audience is those who have multi-concern problems. Our solution will meet our audience's needs with our skincare quiz for those wondering where to start, and our advanced detailed filtering for those looking for specific products for specific concerns. The goal of our design is to create an app that is relaxing to users as it has an easy to use search criteria, which matches products to users' skin type; an app that provides users with a routine generator for both morning and night; and an app that reminds users of their routine schedule and when they need to refill their product supply. Some of our competitors that we are using as inspiration are Sephora, the Ordinary, and IPSY. The overall tone of our project is bright pastel colors that feel refreshing. We want a clean look to our app to make it an inviting space so our users want to continue to use our app.

Part Two: Competitive Analysis and Inspirations

Target Audience

- a. Primary Audience: Our primary target audience is those who want to get into skincare and do not know where to start.
 - i. Demographic Information: Women between the ages of 18-24
 - ii. Statistical Information:
 1. The target market for skin care products is primarily women, though the trend is leaning toward a leveling between men and women. Those aged between 18 and 24 are the most prolific buyers.
 2. The age group between 18 and 24 is the one that buys the most skin care products, being in the 82nd percentile.
 - iii. Latest Trends:
 1. Consumers between the ages of 18 and 44 are the most likely to purchase social media, and beauty products are one of the top things they buy, second only to clothing.
 - iv. Types of media they are already using:
 1. Social Media: TikTok, Instagram, Snapchat, Youtube
 - v. What they are doing with their spare time:

According to ypulse.com, the following are the passions of those aged 18-24:

 1. Music
 2. Fitness
 3. Food
 4. Fashion
 5. Art / Photography

- b. Secondary Audience: People who already know information about skincare and their concerns and are searching for products to use
- i. Demographic Information: Females aged 22 - 35 (out of higher education, and into the workforce age)
 - ii. Statistical Information: Women are more than two times as likely to have a skincare routine than men (62% vs. 29%) and three times more likely to do one daily (32% vs. 11%).
 - iii. Latest Trends:
 1. Research from McKinsey shows that 71% of today's consumers (2024) expect to receive a personalized experience when they shop.
 - iv. Types of media they are already using:
 1. Reading Articles
 2. Reading Reviews
 3. Watching Review Videos
 - v. What they are doing with their spare time:

According to ypulse.com, the following are the passions of those aged 25-34.

 1. Fitness
 2. Food
 3. Music
 4. Fashion
 5. Health / Wellness

User Personas

Lily Smith

PERSONAL DATA	
Age	24 years old
Gender	Female
Job	Software Engineer
Marital Status	Single
Children	None
Location	New York City



INTERESTS	
Cooking, The Walking Dead, Rock Climbing, Plant based homegoods, and "clean" skincare	

Lily Smith - Typical Day

Morning
Wake up and drink a cup of coffee
Get ready to work from home

Afternoon
Have lunch and watch the Walking Dead during break
After work go to the rock climbing gym

Night
Make bacon pasta for dinner
Hang out with my cat

Additional Notes
I work from home 2 days a week and go into the office 3 days a week.

Marie Andrews

PERSONAL DATA

Age	37 years old
Gender	Female
Job	Librarian
Marital Status	Married
Children	2
Location	Rhode Island



INTERESTS

Music, PBS shows, making jewelry, reading, and “new and innovative” skincare products

Marie Andrews - Typical Day

Morning

Wake up and get ready for work



Go to the library and start work



Afternoon

Go to the cafe across the street for lunch



After work, I take my children to their after school activities



Night

Get ready for bed after eating a delicious easy dinner



Go to bed early



Additional Notes

On the weekends I like to spend time creating jewelry for myself and my friends and family/



Julia Miller

PERSONAL DATA

Age	15 years old
Gender	Female
Job	Student
Marital Status	Single
Children	0
Location	California



INTERESTS

Dancing, Makeup, Pinterest, TikTok, Minions Movie, and glowy skin

Julia Miller - Typical Day

Morning

Wake up and get ready for school



Go to my favorite subject - art, after my least favorite - history



Afternoon

Hang out with my friends at lunch



After school go to dance



Night

Eat dinner made by my parents



Go to bed after watching TikToks for over an hour



Additional Notes

On a typical weekend I run errands with my mom, hang out with friends, and dance.



An Overview of the Industry

The skincare industry lacks an app to find skincare products that are highly rated, customizable to skincare concerns, and inviting to skincare users who do not know exactly what they are looking for. The problem that our audience faces is finding skincare

products that are right for them. Our app solves this problem by providing a skincare quiz with product recommendations at the end, a morning skincare routine creator, and a detailed skin care product search. We decided to make this app now as this issue has been ongoing yet nobody has created technology that hits all of our issues while still looking approachable and easy to use.

Our Competitors

Sephora

- Retail Website and App for all Beauty: skincare, makeup, haircare, fragrance. You can search for specific products. They have many different categories to filter the products to find what you are looking for
- Our app differs from this competitor as the app looks very cluttered and overwhelming. The app is also covered with many ads that take focus from the beauty product.

The Ordinary

- Retail Website with skincare that focus on simple ingredients, which keeps their cost down. This makes the skin care products affordable. Their products are organized to shop by concern or product. Users can take a quiz and the site will recommend ordinary products to use.
- Our app differs from this competitor as when you take the quiz on this site, they will only recommend their products at the end. At the end of our quiz, we will not only recommend products from one brand.

IPSY

- App to discover beauty products. This app will send you a personalized box with products to try. It costs \$14 per month.

- This app differs from our app; unlike this app, the products are not automatically sent to their home, which can cause a build-up of unused products as the user might not need them and or they do not work for the users' skin concerns.

Media Inspirations

We were inspired by Spring as the first thing you think of is flowers and calming energy. We hope to pass along this feeling to our app.



We also were inspired by the Sesame Street characters Grover, Oscar, and Bert, as they once shared self-care tips.



We were also inspired by Spas, specifically the Thistle, an Auberge Spa at Wildflower Farms: Hudson Valley, NY. Spas are a place one goes for relaxation, which hopefully is conveyed when users find products that work for them using our app with no hassle.



Part Three: Design Rational

Design Principles

The four design principles that we want to follow are ease of search, simple interface, community testing, and motivating users. We want the app to be easy to use, which includes making the search feature easy to search. If the app is simple and not complicated for the user to use, then they are more likely to use our app in the first place by taking our quiz, as well as continuing to come back to our app as it is simple, inviting, and welcoming to users. Going along with the ease of use, we also want a simple interface to not distract the users' focus from unnecessary details. One of the things that we did not like in our competitor's (Sephora) website was how cluttered the design looked. With our new UI, we plan on using simple bright pastel colors to make the design look clean and welcoming. The simple UI will help with ease of navigation. To make sure we are up to date with the current skincare products we will be including the communities thoughts on how we recommend products through community testing. With the community's knowledge about what products work for certain skin types and skin, we make sure to always promote products that work and are trending. Lastly, we want our app to motivate users to start their skincare journey with all of the knowledge and support

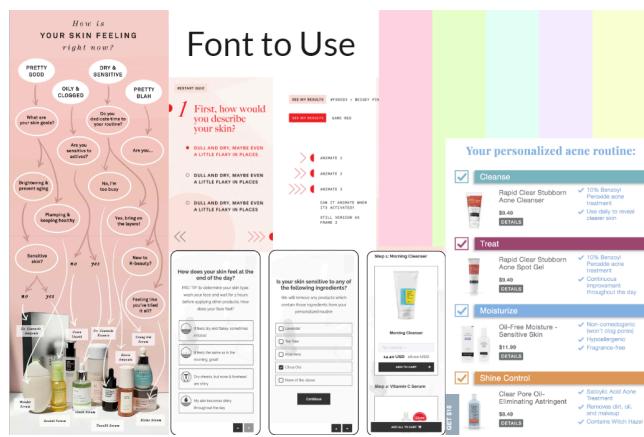
needed to do so. We will be motivating users through our notification system to keep them consistent with their skincare routine.

Part IV. A Detailed Overview of Your Project

Feature List

1. Quiz to Figure out Personalized Skincare

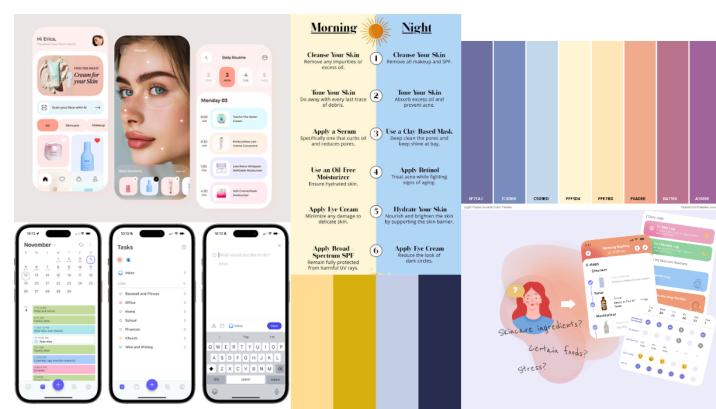
A detailed quiz is offered to our users to easily determine which products our users should use based on their concerns, skin type, allergies, etc. Once the users complete their quiz the results are



saved in their profile to look back on. The user can retake the quiz for an unlimited amount of times. The content of the quiz will include about 10 or more multiple-choice questions. Some questions will be a single choice, while others will allow multiple choices to be picked. The quiz will use bright soothing colors with contrasting colors to make sure the questions pop out on the page. This fits into our overall vision as it is the baseline for the users to find products based on personal choices.

2. Morning and Night Routine Creator

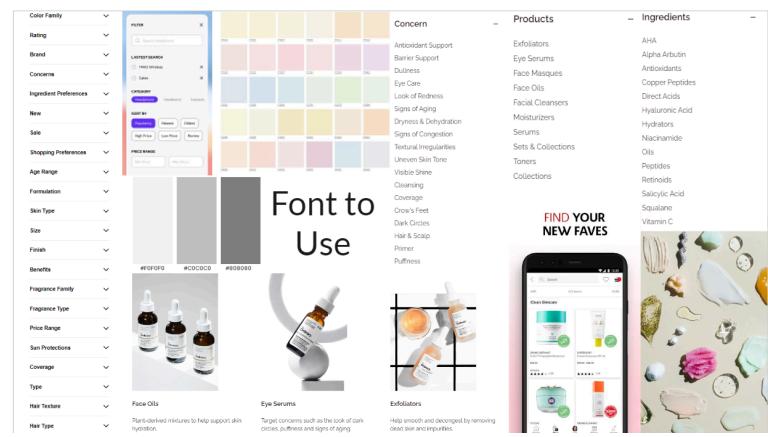
Users can either input products or use quiz-recommended products into the routine creator to



create daily skincare routines. The routine creator will inform the user when to use skincare products (day or night), how often to use the products, how much product to use, and the order to use the products. The day routine will have bright colors that give the feeling of sunshine, while the night routine will have dark calming colors that give the feeling of moonlight. With this feature, users will have a skincare routine without having to put a lot of effort into creating one.

3. Detailed Filters

When users search for specific products they will be able to enter many search filters so that only products that touch all personal



preferences will be shown. The filters include “concerns”, “ingredient preferences”, “formulation”, “skin type”, and more. The filters will be simple yet detailed. The filters will be shown on both the left side of the screen and the top right corner as a drop-down menu. This feature fits into our overall vision as with the detailed filters users will be able to easily determine which products users should not buy as they do not fit their preferences versus ones that users should consider buying.

4. Notifications for Reminders when products need to be repurchased

After 30 days of the user purchasing the product through another party, and/or the product is recommended to buy, the user will be prompted with a notification saying “It seems like _____ product is running low. Do you want to repurchase the product?” With this prompt, the user will be reminded to keep up with their

skincare routine. The notification message will be eye-catching with emojis and use simple wording. The notification will show up as a push notification in the style of the cell phone that is being used (IOS, Android). This feature fits into our vision as it helps the user to keep up with their skincare and also reminds the user that they can make changes to their routines if this product is one they do not want to repurchase, and therefore make a change to the skincare routine.

5. Personalized Profile

When a user downloads our app, the first thing that they do is create a profile. The profile contains the user's username (or email), password, nickname, notifications, saved skincare concerns/preferences/skin type, saved quiz product results, and a link to their skincare routine. All of these details will be clearly shown through buttons linking to more information for each item. The profile is a place that stores the user's personal information. The look of the profile will match the look of the other sections of the app with bright pastel colors. The profile is a necessary section in our app as it stores the results of three features of our app - quiz results, morning and night skincare routine, and saved filters.

What can be done through our site:

A user can ...

- Check out skincare items that are currently trending as they will be recommended to the user on the home page.
- Find out products that they use (as they are in their morning/night skincare routine) that are running low.
- Create new skincare routines
- Complete the skin profile quiz

- Look at their profile which stores their basic information, their known skincare concerns, their skin preferences, and their skin type.
- Find products through the detailed filtering system
- Look at their morning and night skincare routines

Overall Visual Style and Layout

The overall visual style is using pastel colors, specifically

- Cream: FFFCF3
- Yellow: FFF5D4
- Light Pink: FFD6E5
- Dark Pink: FF9393
- Purple: E8D1FF

The font that we are using is

- Inter

Major Sections and Layout of the Pages

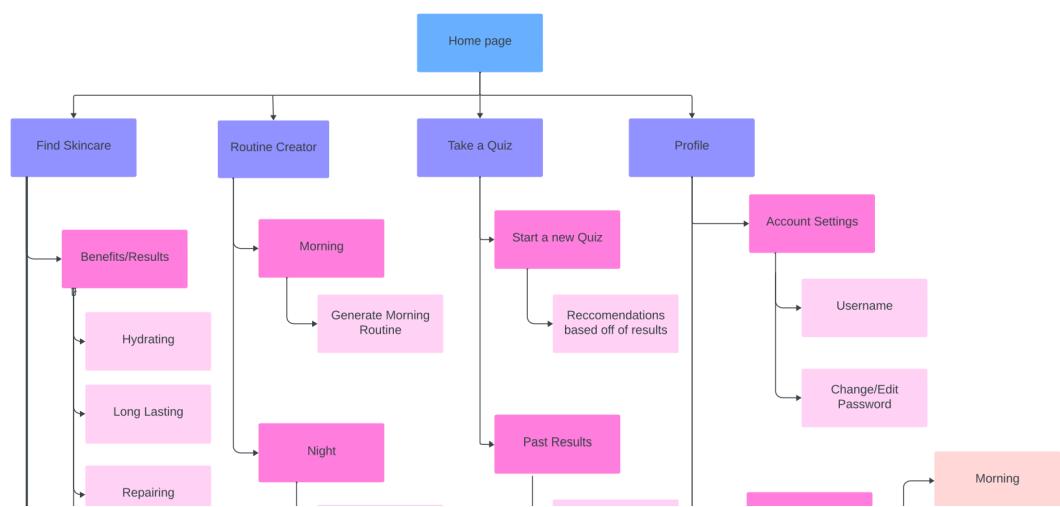
- Login → Signup
- Signup → Homepage
- Homepage → Search Products Page
- Homepage → Create a Routine Page
- Homepage → Take a Quiz Page
- Homepage → Filter Products Page
- Homepage → Current Routine Page
- Homepage → Profile Page
- Current Routine Page → Morning Routine Page

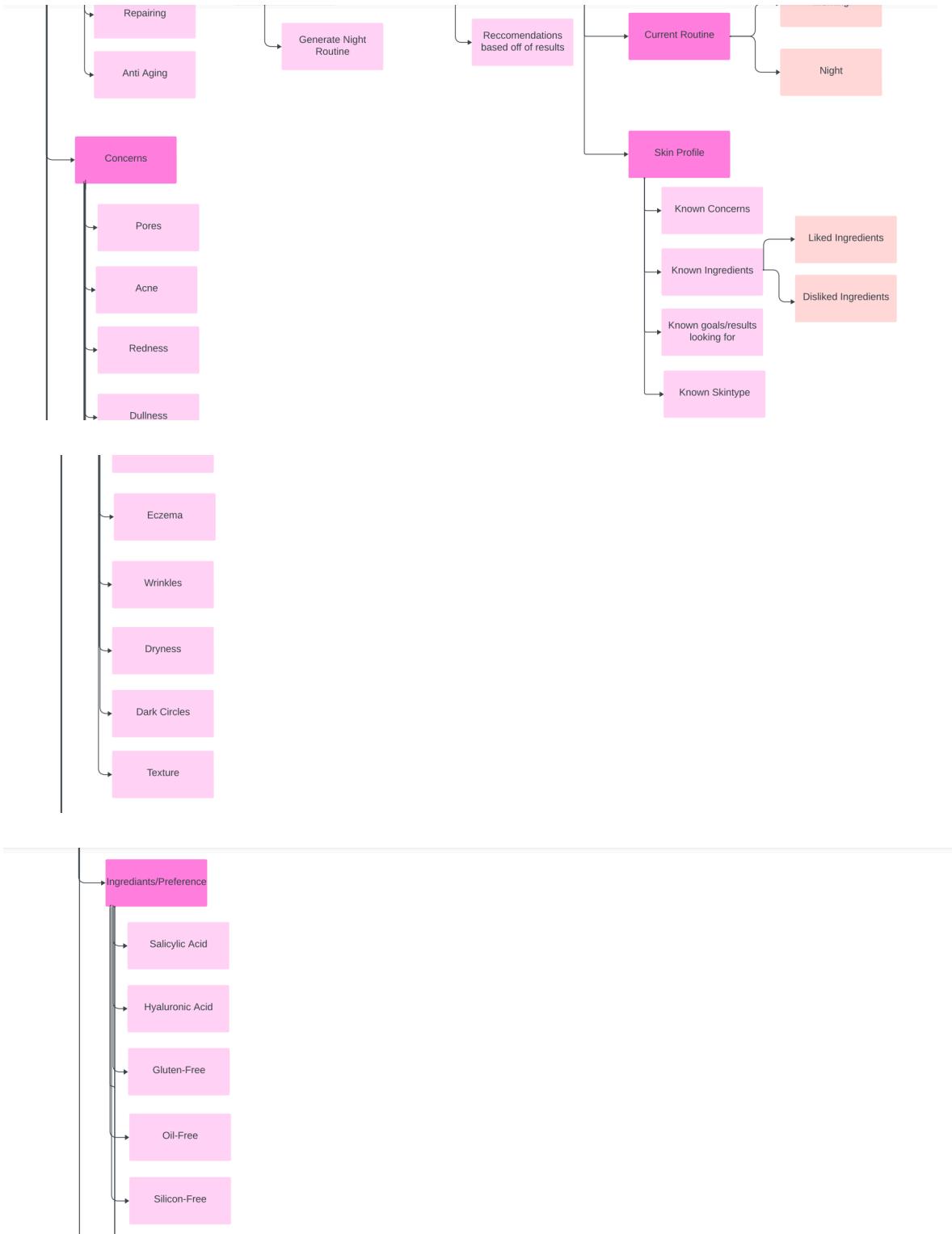
- Current Routine Page → Night Routine Page
- Quiz Homepage → Quiz Question One
- Quiz Question One → Quiz Question Two
- Quiz Question Two → Quiz Question Three
- Quiz Question Three → Quiz Question Four
- Quiz Question Four → Quiz Question Five
- Quiz Question Five → Quiz Question Results
- Create a Routine Page → Routine Results Page
- Filter Product Search Page → Product Results Page
- Search Products Page → Product Results Page

Sitemap

Link:

https://lucid.app/lucidspark/9834e1fa-cfce-427d-a0e0-f080cb2571e0/edit?viewport_loc=-4125%2C-681%2C8000%2C3706%2C0_0&invitationId=inv_ea6aaad7-9903-4f2c-a3aa-4c5c5015d69f

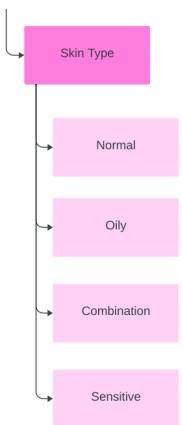
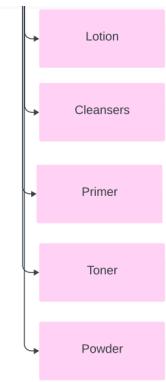




Water-Free
Zinc
Vitamin C
Mineral
Alcohol-Free
AHA / Glycolic Acid

Cruelty-Free
Vegan
Fragrance -Free
Retinol
Formulation
Exfoliators

Face Oils
Wipes
Serum
Scrub
Gel
Mask



Wireframe Pages

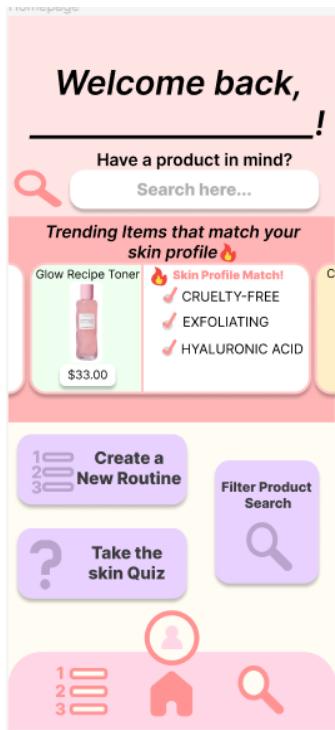
Our wireframes were made on Figma.

Figma Presentation Link:

<https://www.figma.com/proto/YfYbgrjbtPI3BLCHRW4ie6/SKINdependent-Wireframe?type=design&node-id=50-2&t=Hyab5gUehsJ6VOya-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=50%3A2&mode=design>

Figma Edit Link:

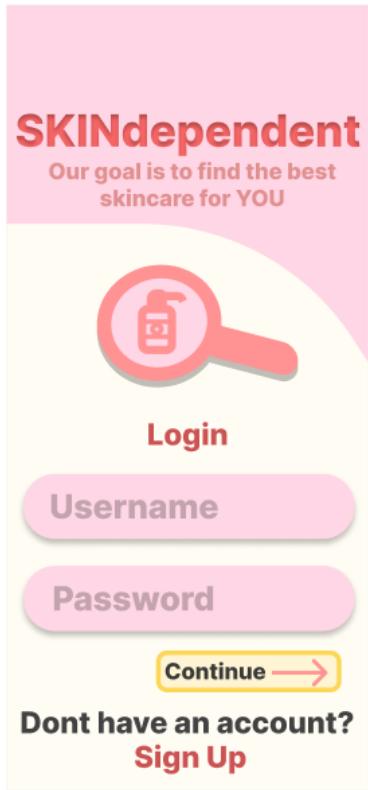
<https://www.figma.com/file/YfYbgrjbtPI3BLCHRW4ie6/SKINdependent-Wireframe?type=design&node-id=0%3A1&mode=design&t=UnrekGhySV8lwGGJ-1>



Home Page

- The homepage has a search bar where users can search for specific products, which is located at the top of the page. The search bar has a pink magnifying glass icon on the left of the screen. The search bar has the text "Search here..." as the default value. Once the user starts searching, the default value will go away.

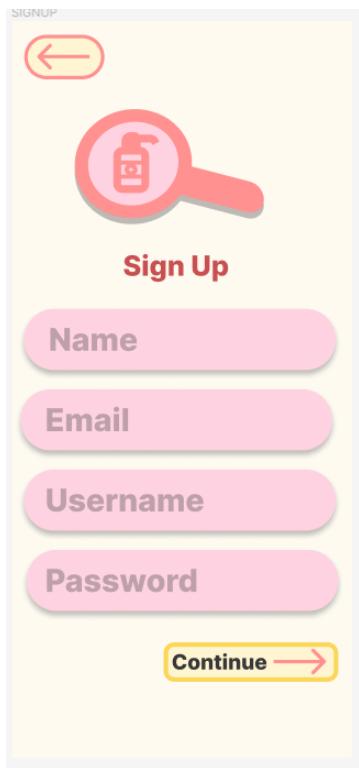
- Below the search bar, you can find the trending items that match one's skin profile. The trending items are shown through a scrolling system, which goes in the directions from left to right, and vice versa. They are marked with a fire icon so that the user can see they are "hot" at the moment. The individual products are shown in a box with the name of the product, an image of the product's packaging, and the price of the product. It also includes check marks as to what details of this product match with one's skin profile.
- Towards the bottom of the page, there are three buttons. Going from left to right, the first button is the create a routine button, which when clicked would bring you to the page where you can create your routine. The middle button is the skincare quiz button with the text "Take the Skin Quiz", this button will bring you to the first question of the quiz. The last button, found on the right side of the screen is the button to search for specific products with the text "Filter Product Search", this button would take you to a page where you could filter a search to look for products that meet your criteria.
- At the bottom of the screen, you can find the navigation bar with 4 icons. At the top of the navigation bar in the center, is the icon and button that is for the other user's profile. The icon will show a cartoon version of a person. This icon/button when clicked would take you to the user's profile. Under the profile icon is the icon to go back to home. When this icon is clicked, it will take you back to the user's homepage. On the left side is the icon to see the user's skincare routine. When clicked it would take you to the user's skincare routine. On the right side of the home icon is the search icon where users can search and filter to look for products. This navigation bar is found on many pages.



Login Page

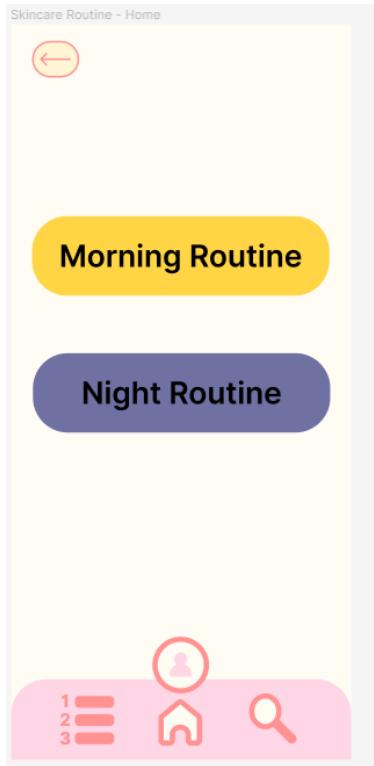
- The login page is the first page the user would see when they download the app. Once the user logs in, the next time they open the app, the first page that they would see would be the homepage.
- The Login Page has our app name ("SKINdependent"), slogan ("Our goal is to find the best skincare for YOU"), and logo (a magnifying glass with a skincare product bottle in the center) at the top of the screen.
- Below the logo are two boxes where the user can input text. The first box is where the user enters their username. The second box below the username box, is for the user's password.
- There is then a continue button below these boxes. Once clicked (as long as the username and the password match our database of usernames and passwords), it would take them to the homepage.

- If the user did not have an account, then at the bottom of the page is text along with a button to take them to the signup page. The text reads “Don’t have an account? Sign Up” The signup section of the text is in a different color, red, and then the rest of the text is in black. The words “Sign Up” are also a button that would take a user to the signup page.



Sign Up Page

- The signup page has a back button in the top left of the screen, that takes the user back to the login page.
- The signup page has the logo and text “Sign Up”.
- Below the “Sign Up” text are 4 boxes where users can enter information. The boxes in order from top to bottom are Name, Email, Username, and Password. Once the user enters this information they can click the continue button, which is found in the bottom right. The continue button would take the user to the homepage. For this information to go through the user needs to create an available username (not already used on the site), and a password that meets our requirements.



Skincare Routine - Homepage

- The skincare routine homepage has a back button in the top right of the screen, which takes you to the main homepage.
- In the middle of the screen, there are 2 main buttons. The first button is for the morning routine. The second button is for the night routine. When these buttons are clicked, they will take you to the respective correct pages.
- At the bottom of the screen, you can find the navigation bar with 4 icons. At the top of the navigation bar in the center, is the icon and button that is for the their user's profile. The icon will show a cartoon version of a person. This icon/button when clicked would take you to the user's profile. Under the profile icon is the icon to go back to home. When this icon is clicked, it will take you back to the user's homepage. On the left side is the icon to see the user's skin care routine. When clicked it would take you to the user's skincare routine. On the right side of the home icon is the search icon where users can search and filter to look for products.



Skincare Routine - Morning

- At the top right of the screen, you can find a back button, when clicked it will take you to the Skincare Routine - Homepage.
- At the top of the screen is a yellow box with the text “Morning Routine”.
- Below that text, you can find a large box that includes the user's skincare routine. The skincare routine order is marked through numbers, with “1.” being the first item to use, as well as a gradient color effect. If the user were to have more than four items in their routine, then a scrollbar would appear to show the users all of their products, as only 4 products can fit on the page at one time. The scroll bar would be an inner scrollbar only affecting the main box of this page.
- Each product in the skincare routine has the following information: the order number to use the product, the type of product (ie: cleanser, moisturizer), the brand of the product, the name of the product from the brand, and an image of the product's packaging.
- Below the list of products is a button that links to the night routine with the text “Night Routine” and an arrow.

- At the bottom of the screen, you can find the navigation bar with 4 icons. At the top of the navigation bar in the center, is the icon and button that is for the user's profile. The icon will show a cartoon version of a person. This icon/button when clicked would take you to the user's profile. Under the profile icon is the icon to go back to home. When this icon is clicked, it will take you back to the user's homepage. On the left side is the icon to see the user's skin care routine. When clicked it would take you to the user's skincare routine. On the right side of the home icon is the search icon where users can search and filter to look for products.

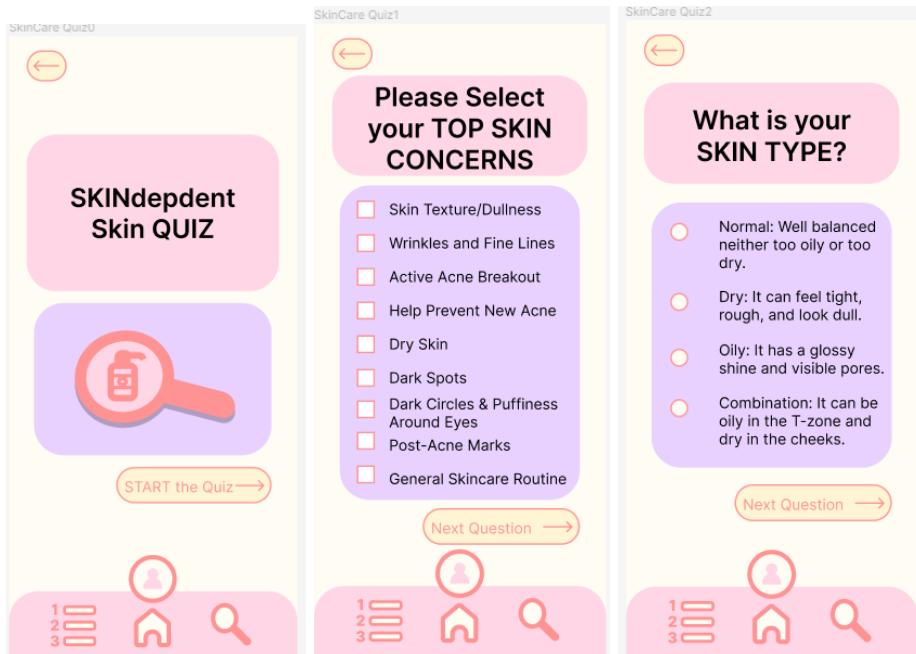


Skincare Routine - Night

- At the top right of the screen, you can find a back button, when clicked it would take you to the Skincare Routine - Homepage.
- At the top of the screen is a blue box with the text “Night Routine”.
- Below that text, you can find a large box that includes the user's skincare routine. The skincare routine order is marked through numbers, with “1.” being the first item to use, as

well as a gradient color effect. If the user were to have more than four items in their routine, then a scrollbar would appear to show the users all of their products, as only 4 products can fit on the page at one time. The scroll bar would be an inner scrollbar only affecting the main box of this page.

- Each product in the skincare routine has the following information: the order number to use the product, the type of product (ie: cleanser, moisturizer), the brand of the product, the name of the product from the brand, and an image of the product's packaging.
- Below the list of products is a button that links to the morning routine with the text "Morning Routine" and an arrow.
- At the bottom of the screen, you can find the navigation bar with 4 icons. At the top of the navigation bar in the center, is the icon and button that is for the their user's profile. The icon will show a cartoon version of a person. This icon/button when clicked would take you to the user's profile. Under the profile icon is the icon to go back to home. When this icon is clicked, it will take you back to the user's homepage. On the left side is the icon to see the user's skin care routine. When clicked it would take you to the user's skincare routine. On the right side of the home icon is the search icon where users can search and filter to look for products.



Skincare Quiz

- The Skincare Quiz is split into 6 pages (1 homepage, 5 questions, and 1 results page).
- The Skincare Quiz home page has:
 - A back button in the top right of the screen takes you to the homepage.
 - A pink text box with the text “SKINdependent Skin QUIZ” on the screen towards the top.
 - Below the text is a purple box with our pink logo on it.
 - At the bottom right of the screen is a text box and button with the text “START the Quiz” and an arrow.
 - The user can get to the first question of the quiz by clicking either the pink text box at the top or the Start button at the bottom right.
 - At the bottom of the screen, you can find the navigation bar with 4 icons. At the top of the navigation bar in the center, is the icon and button that is for the their user's profile. The icon will show a cartoon version of a person. This icon/button when clicked would take you to the user's profile. Under the profile icon is the

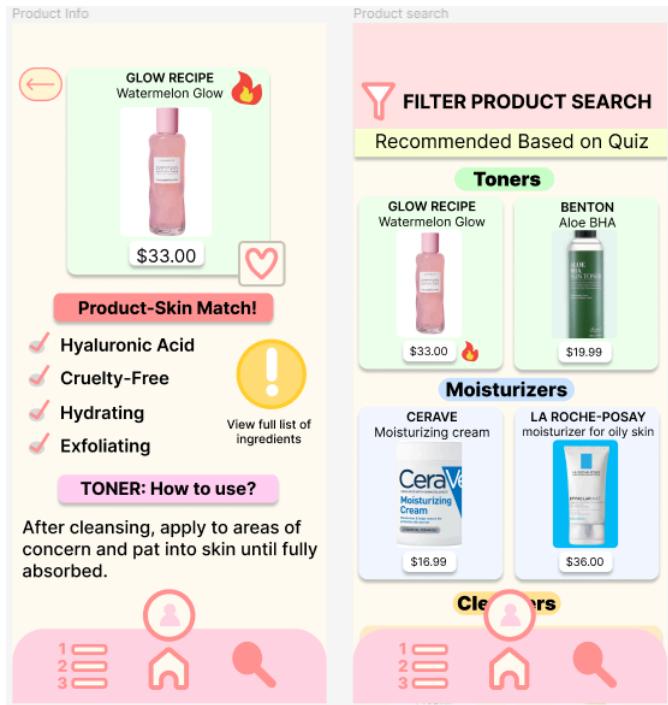
icon to go back to home. When this icon is clicked, it will take you back to the user's homepage. On the left side is the icon to see the user's skin care routine. When clicked it would take you to the user's skincare routine. On the right side of the home icon is the search icon where users can search and filter to look for products.

- The Skincare Quiz Question Page Layout:
 - At the top right of the screen, you can find a back button. For the first question, the back button takes you to the Quiz homepage. For all other questions, the back button takes you to the previous question in the form of the question being unanswered.
 - In the top center of the page is a pink text box with the text of the question. The main point of each question is emphasized through all capitalized letters.
 - Below the question box is the answer choice box. This box is purple. For multi-choice questions, they are marked with a square. For single choice questions, they are marked with a circle. Once the user clicks on an answer choice(s), the respective shapes will be filled in with the color pink, instead of the usual cream white. This box is big enough for all of the answer choices to fit onto the screen.
 - The answer choices can be changed by clicking the filled-in bubble again, or just clicking another answer choice.
 - Below the answer choices is a button that a user can click to go to the next question. To go on to the next question, the user needs to have chosen an answer choice.
- The Skincare Quiz Questions and Answer Options:
 - The First Question
 - Question Type

- Multiple Choice (Select all that Apply)
- Question Text
 - "Please Select your TOP SKIN CONCERNS"
- Answer Choices
 - "Skin Texture/Dullness"
 - "Wrinkles and Fine Lines"
 - "Active Acne Breakout"
 - "Help Prevent New Acne"
 - "Dry Skin"
 - "Dark Spots"
 - "Dark Circles & Puffiness Around Eyes"
 - "Post-Acne Marks"
 - "General Skincare Routine"
- The Second Question
 - Question Type
 - Multiple Choice (Select only once choice)
 - Question Text
 - "What is your SKIN TYPE?"
 - Answer Choices
 - "Normal: Well balanced neither too oily nor too dry."
 - "Dry: It can feel tight, rough, and look dull."
 - "Oily: It has a glossy shine and visible pores."
 - "Combination: It can be oily in the T-zone and dry in the cheeks."
- The Third Question
 - Question Type
 - Multiple Choice (Select only once choice)

- Question Text
 - "What kind of TREATMENT are you most looking for?"
- Answer Choices
 - "Moisturizers"
 - "Cleansers"
 - "Treatments"
 - "Masks"
- The Fourth Question
 - Question Type
 - Multiple Choice (Select only once choice)
 - Question Text
 - "Do you have any OTHER PREFERENCES?"
 - Answer Choices
 - "Cruelty-Free"
 - "Paraben-Free"
 - "Vegan"
 - "Sulfate-Free"
 - "Oil-Free"
- The Fifth Question
 - Question Type
 - Multiple Choice (Select only once choice)
 - Question Text
 - "It can help us to know how old you are. Are you ..."
 - Answer Choices
 - "18 - 24"
 - "25 - 34"

- “35 - 44”
 - “45 - 54”
 - “55 - 64”
 - “56 - 75”
 - “75+”
- The Skincare Quiz Results Products Page:
- When the user clicks on the ‘Get Results’ button from question five, the user is taken to a page with recommended products based on the results.
 - The page will show three recommended products with a scroll bar to show more products. Each product is shown with an image, the brand name, and the title of the product.
 - Below the products are two buttons, one for the recommended morning routine, and the second for the recommended night routine.
- The Skincare Quiz Results Morning Routine Page:
- The Recommended Morning Routine Page looks very similar to the morning routine page, just that this page is for the recommended products and therefore would still need to be added to the morning routine page if the user wanted to use these products.
- The Skincare Quiz Results Night Routine Page:
- The Recommended Night Routine Page looks very similar to the Night Routine page, just that this page is for the recommended products and therefore would still need to be added to the Night Routine page if the user wanted to use these products.



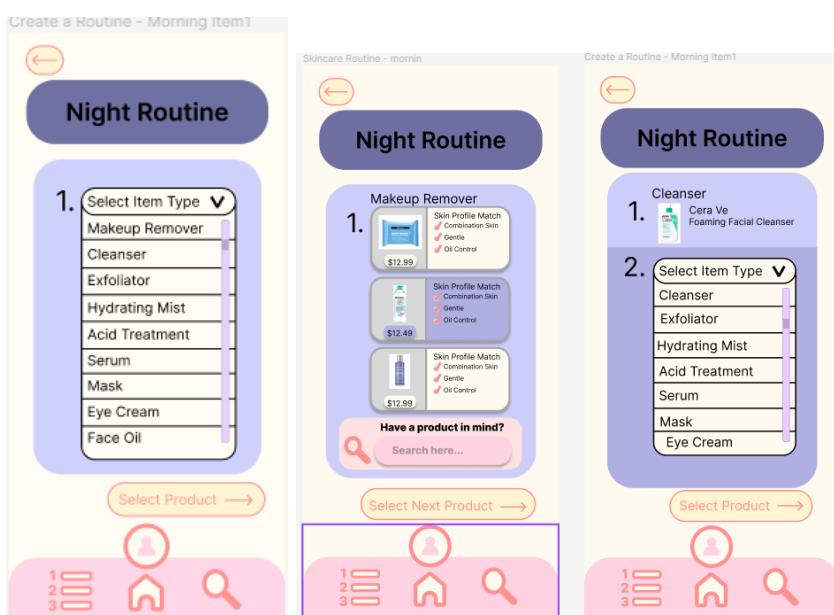
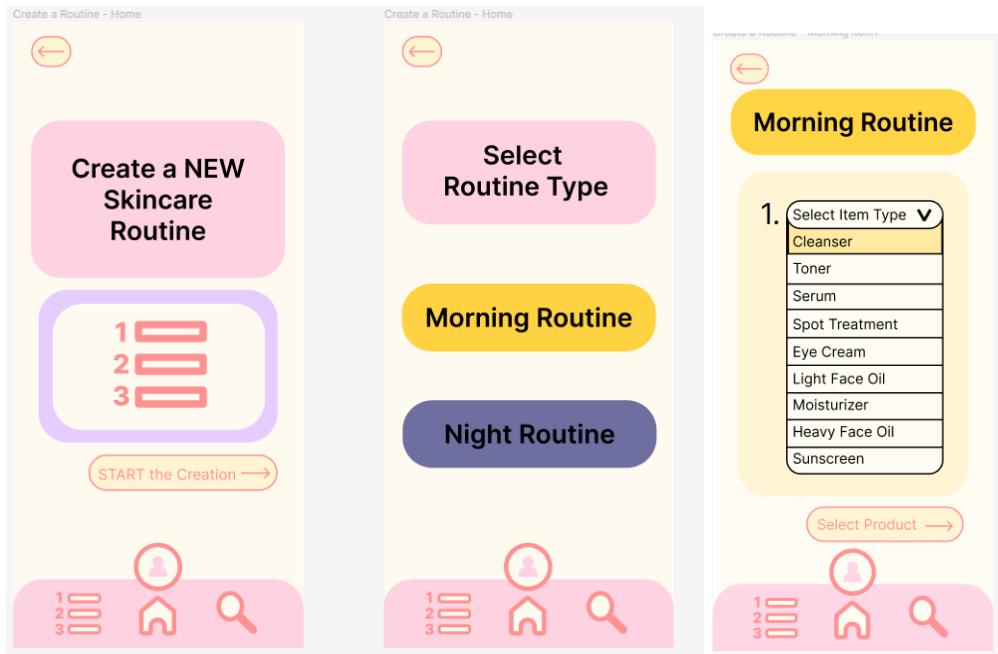
Search for Products Page

- Product search
 - The product search page shows a list of products categorized into different types such as toners, moisturizers, and cleansers. These products appear based on the user's skin profile, which is recommended for the user. The products will display the name, price, and a heat icon to indicate whether or not it is trending. You can click on a product to learn more information. You can scroll horizontally through each category, and vertically to see the other categories of skincare.
- Product info page
 - When clicking on a product, it will open up a page with more info. First, it will display all of the information that matches your skin type, and why it is a good fit. The user is also able to favorite the item, which will be added to their favorites page in concept. There is also a brief description at the bottom of the product type, and how it should be used. You can also click on the more information button, to learn more about the ingredients of the product if the user so pleases.



Filter Products Page

- Filter list
 - The filter product choice list opens a page where the user can select between many different options about skintype, formulation, concerns, and much more, to further narrow down the product they are looking for. The user has the option to save these changes or to reset the changes for a fresh search.
- Filter products results
 - Once the user saves the filters, it will take them to a page that shows the results of the filters they selected. It is similar in functionality to the product search page, with the difference being that the results are even more defined past the user's quiz preferences.



Create a Routine Page

- Create a routine Page that is split into many pages.
- The Create a Routine Homepage has:
 - When the user clicks on the start the creation button, they are then brought to a page to choose which routine they want to create: morning or night.
- Routine Selection Page

- If the user clicks on the Morning routine, then they are brought to a page to start the creation of the morning routine.
 - If the user clicks on the Night routine, then they are brought to a page to start the creation of the night routine.
- Morning Routine Creation
- The user first gets to choose the first product to add to their routine. The routine products are ordered in the way they are supposed to be added, so if the user selects toner as the first step, then they will not be able to add cleanser to their routine as it has already been skipped.
 - Once the user clicks on a product type then they are recommended three products based on their beauty preferences, or the user can enter a specific product.
 - The user would then add their product to the routine and move on to the next product.
 - These steps are repeated until the user is satisfied with the routine.
 - At the end, the user can create a new routine.
- Night Routine Creation
- The user first gets to choose the first product to add to their routine. The routine products are ordered in the way they are supposed to be added, so if the user selects cleanser as the first step, then they will not be able to add makeup remover to their routine as it has already been skipped.
 - Once the user clicks on a product type then they are recommended three products based on their beauty preferences, or the user can enter a specific product.
 - The user would then add their product to the routine and move on to the next product.

- These steps are repeated until the user is satisfied with the routine.
- At the end, the user can create a new routine.



Profile Page Homepage

- The Profile Page has a back button on the top left that takes the user back to the home page.
- The top right button takes the user to the settings page.
- Below the initial buttons, the user is welcomed by the app through the text 'Hello_____,'.
- The main button is for the beauty preferences. When clicked it takes the user to the saved beauty preferences.
- The profile page also has buttons and links to past quiz results, past routines, favorites, and account settings. Some of these pages have been created while others have not as this is not of big importance to our app.



Profile Page Beauty Preferences

- The top left of the page has a back button that takes the user back to the profile homepage.
- Below the text 'Beauty Preferences' are the user's saved beauty preferences such as skin type, benefit, concern, age, etc. There is also a button so the user can edit these saved preferences.

Part V. User Testing Plan

Background:

We have shown users wireframes through the platform Figma. The wireframes shown are of a mockup profile of someone who has already completed the quiz at least once and in turn, has results filled out in the morning and night routine pages. The wireframe is clickable.

Users:

Zoe Yourish

- Female
- 22 Years Old
- Regular Skincare User
- Looking for more recommendations for her skin issues

Julia Haas

- Female
- 21 Years Old
- Irregular Skincare User
- Looking for a full skincare routine

Method 1 Using: Solo Play Test with Observation

Details: We will be giving users a clickable prototype of our app through the application Figma. We will tell the users to click around the app. We will observe where the user is clicking, as well as what sections of the app the user is drawn to, as it shows which sections we should focus our attention on.

Method 2 Using: Short Interview Post-Play Test

Details: After the user finishes the playtest, we will ask the user the following questions:

1. Which sections of the app do you enjoy the most?

2. Was there a time when you clicked on a button where you did not know where it would lead?
3. Was there a time when you clicked on a button and you thought that it was going to lead elsewhere?
4. Were there any times you felt lost in the app?
5. Were there any times you were looking for a button where there was not one?
6. Do you like the layout of the app?
7. Are there any changes you would make to our app?

Post Analysis:

From the observation the users understood the button placement and where the buttons would lead. Users' eyes light up when they see the colors.

From the Interview, both users enjoyed the app overall. For one their favorite section was the home page as they liked how detailed yet simple the page was. The other's favorite page was the skincare routine page as they liked the ombre color choice. Neither user had questions or issues about button placements and where they might lead. Users overall liked the layout of our design. One user said that they would use the routine section the most. The other users said they would use filtering to find products the most. Overall both users were very pleased with our design and look forward to the finished product. These results will help us continue to use this color pallet and make the pages simple to follow.

Part VII. Challenges, Outstanding Questions, and Issues

One of our greatest challenges was trying to find ways to make our users reuse our app. At first, we believed the users would continue using it after they had created a routine. However, from our survey results, there was a lot of feedback saying they would likely not need it until they

needed to find another product. We tried to combat this by creating a section where the user can find items that are trending and also match their skin profile on our homepage.

Another challenge was finding ways to make our app different than other skincare apps. We ran into some issues with originally the idea only being a skin product search app, and nothing more. The routine creator, the skin quiz, and the filter options took a lot of time and research to implement, and will likely need even more testing to make it even better since there are always more options that we can add to make the app even more user-friendly.

Lastly, there were still a lot of other implementations we wanted to add such as refill reminders, more beginner information for users just getting into skincare, and a gamified way of checking that you did your skincare routine. All of these sounded very exciting, but the challenge was it took a long time to research and implement our original ideas into our wireframes, and we had no time to add these extra implementations. Possibly in the future we will be able to expand upon these ideas!

Part VIII. Works Cited

Works Cited

Djordjevic, Milos. "Skin Care Industry Statistics: Smart Is Beautiful [2024]." *Deals On Health*, 16 Feb. 2024, dealsonhealth.net/skin-care-industry-statistics/.

Howarth, Josh. "6 Beauty Industry Trends (2024 & 2026)." *Exploding Topics*, Exploding Topics, 22 Jan. 2024, explodingtopics.com/blog/beauty-trends.

"Millennial Females' 20 Biggest Passions Right Now." *YPulse*, YPulse, 15 July 2019, www.ypulse.com/article/2017/04/24/millennial-females-20-biggest-passions-right-now/.

Molvar, Kari, et al. "How to Build a Skin Care Routine." *The New York Times*, The New York Times, 27 Sept. 2023, www.nytimes.com/article/skincare-routine.html.

Shriber, Sara. "Key Skincare Trends: Men's Skincare, Top Products, and the Connection with Mental Well-Being." *CivicScience*, Deals on Health, 20 Oct. 2023, civicscience.com/key-skincare-trends-mens-skincare-top-products-the-connection-with-mental-well-being/#:~:text=Women%20are%20more%20than%20two,11%25.

Sweeney, Erica. "How Many Skin Care Products Do I Really Need?" *The New York Times*, The New York Times, 3 Oct. 2023, www.nytimes.com/2023/10/03/well/live/skin-care-routine-products.html.