



SkinCare
Mantra

GLOW STARTS HERE



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According to research about 50% people wash their face just with water. 35% are unaware of their skin type. 40% do not know what products to use for their concern. This tell us that majority of them are unaware of proper skin care and necessary steps. This often leads to using random products on face which will further worsen the situation.

To the people who know the right product, they don't find it in available state often, which delays the process of healing furthermore.

This is the problem we would like to take up and address possible solutions.



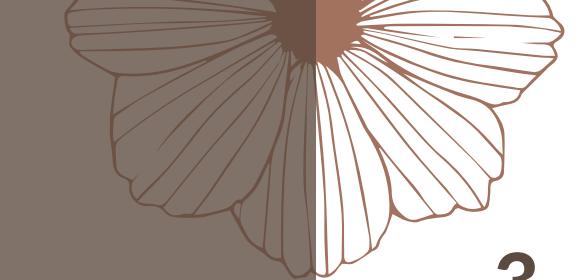
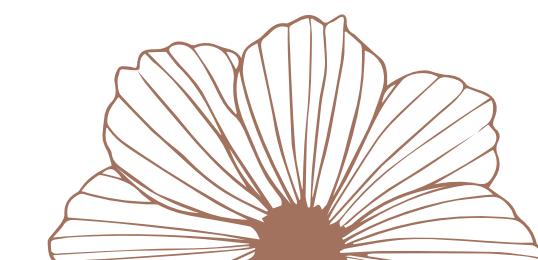
Problem Statement

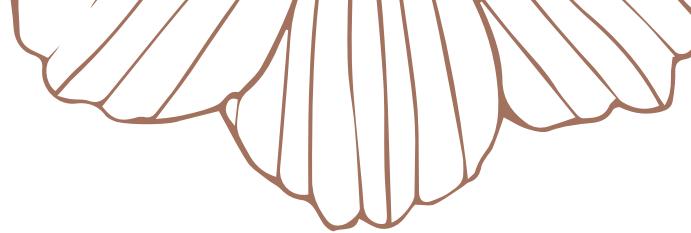


Solution

Design a website which stands as one stop for people with skin care problems, do not know where to start from or to find their choice of products with detailed personalised prescription which is provided after considering their concerns.

Product Objectives

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1. Create brand identity
 2. Offer Beauty Solutions
 3. No side effects
 4. Content clear website
 5. Working of the Website
 6. Wide range of products should be made available
 7. Reach target market
 8. Success metrics



Audience/User Segmentation

Survey results says that teenage, middle age people are the most people who use and need proper skin care routine as skin undergoes many changes during this age period.

Therefore, for our project we are going to consider this age group as our target audience.

Age group : 16-50

1. Behavioral Segmentation

2. Relationship Segmentation

3. Financial Background

4. Technical Exposure

5. Location Segmentation

User Needs

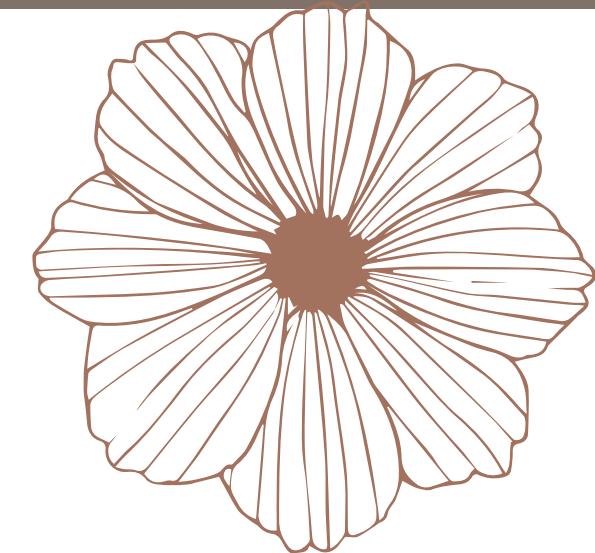
Each user browses the website for different reasons; while few search for a specific product, few search for the available products in a domain, then there will be people searching for solutions available for their problem. If they do not find their search related products, we lost one customer. Therefore, based on the type of users and their necessities we drew a bunch of user needs.

1. Products for different concern
2. Products for different skin types
3. Products for different age groups
4. Ingredients and smell
5. Different texture products for single concern
6. Result Oriented Products
7. Affordable yet Effective
8. When to use the product
9. Description of the Product



Logo

- **Ui design technique:** multicolor glass morphism
- **Colors palettes :** #d4e3fc(primary),#dacafb(secondary)
- **Font style :**
Helvetica(primary): Pages used : Home, Log_in, Sign Up, Forgot password, Address, Face Scan
Aclonica (Secondary) Pages Used: Profile, Orders, Payment, Cards saved



Style Guide

SkinCare Mantra provides a detailed personalised solution to the concerns of the users based on their answers to the quiz questions which is followed by face scanning. Through quiz; users environment, their concerns, allergies, preferences are noted. If they are not aware of their allergies etc, still the solution will be apt enough and products with safe ingredients will be provided. Through face scan, their skin type, skin issues will be detected.

Users get to choose what they want to purchase from the suggested products. Based on that, a personalised prescription will be drawn to guide the user on when to use which product and what to apply over it.

Onboarding



Skip

Welcome to SkinCare Mantra!
We have lot in store for you.
Let's explore them



>

[Skip](#)

Want us to provide solution to your problem?
Got you covered.
Want to buy your go to product?
You are just a search away

Take a 1 min quiz and scan your face to get your prescription
or
From our trusted brands, find the one you want and make it yours



[Skip](#)

Unlock exclusive offers, earn points on every purchase and many more by creating an account with us



>

[Skip](#)

We do not just stop with product solutions

Tips and suggestions of healthy food recipes
are available to get you that glow from inside



>

What are we waiting for !

Let's get you started



Lets get started



Research Methods

Competitive Analysis:

To know our competitors is important to avoid creating similar or underlying experience to the users. Therefore, we have analysed the beauty market and tried to identify our key competitors. In our research we found out that our major competitors are Sephora and Ulta Beauty.

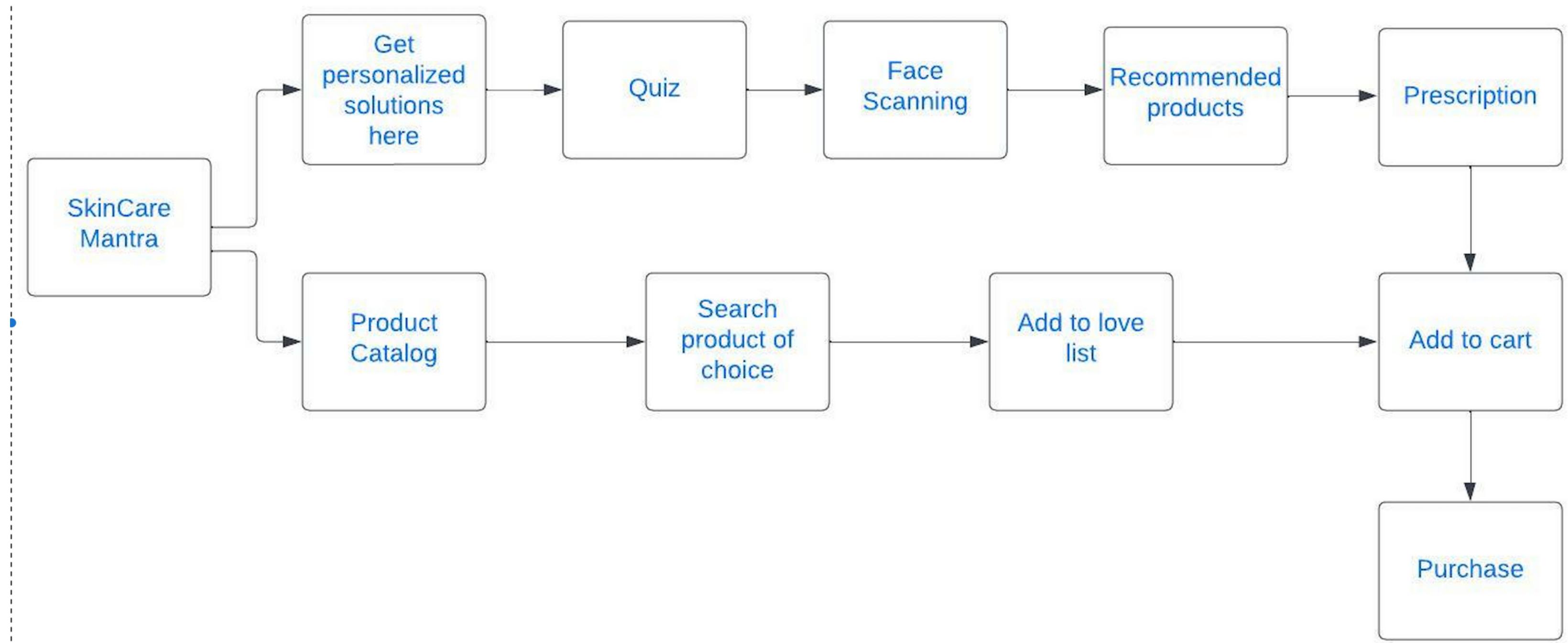
User Interview:

We interviewed different groups of users to understand their experience with competitors(pros and cons), their needs and wants, the kind of solutions they are expecting from skincare line businesses. Based on the responses we drew certain outlines.

Contextual Interviews:

We thought that it is important to record users behaviour and emotions towards website and alongside we recorded among our friend groups how they take care about their skin, their particular skin issues while they are in their natural habitat to understand where people generally go wrong and what kind of solutions they believe in.

Flow of Application



UseCases

1. Available options for the user once they start browsing the website

Use Case	App flow when user knows what to buy
Actor(s)	User
Subject Area	Website navigation flow
Basic Flow	<ol style="list-style-type: none"> 1. Signs up or gains access as a guest. 2. Gets into catalog and browses the product (or) Searches from the search bar . 3. Adds products into the cart. 4. Adds card details. 5. Purchases the products.
Precondition	1. Should know which products to buy
Termination Outcome	Transaction Processss

Alternate Flow 2A

Use Case 2A	App flow when user wants the application to provide suggestion
Actor(s)	User
Subject Area	Website navigation flow
Basic Flow	<ol style="list-style-type: none"> 1. Signs up or gains access as a guest. 2. Chooses the guidance option. 3. AI scans the face 4. Undergoes a quiz 5. Provides detailed Prescription. 6. Allows you to select products youd like to buy from the suggestions 7. Provides a search bar to browse other products you'd like to add to cart as well. 8. Checkout process.
Precondition	Should undergo quiz Should undergo face scanning
Termination Outcome	Transaction Processss

2. Onboarding Process

Use Case	As soon as we open the website a pop up will rise related to onboarding
Actor(s)	User
Subject Area	Website Navigation Flow of Onboarding
Basic Flow	<ol style="list-style-type: none">1. Opens website through search2. Onboarding slides pop up3. If chooses to continue navigates through the slides4. Lands on the home page
Alternate Flow	<p>3A.</p> <ol style="list-style-type: none">1. If chooses to skip the onboarding process, clicks on skip option2. Lands on home page
Precondition	Should know the website name or should appear top on search engine

3. Process after undergoing the process of Guidance Process

Use Case	After undertaking quiz and face scanning, list of products, link access to products description will be provided.
Actor(s)	User
Subject Area	Website Navigation after guidance process
Basic Flow	<ol style="list-style-type: none">1. List of products with details and use of the products will be seen2. User chooses all the products3. Prescription personalised to user will be provided along with option diverting to healthy skin receipes page.4. Proceeds to check out5. Purchases the products
Alternate Flow	<p>2A</p> <ol style="list-style-type: none">1. User decides to choose few products and not all of the suggested products.2. Prescription based on the products selected will be given along with option to divert to healthy skin receipes page.3. Proceeds to check out4. Purchases the products
Precondition	Should under go gudience process.

4. Process after undergoing products search process

Use Case	Process after searching necessary products
Actor(s)	User
Subject Area	Website Navigation after searching necessary process
Basic Flow	<ol style="list-style-type: none">1. List of products with details and use of the products will be seen along with link diverting to healthy skin recipes2. Proceeds to check out3. Purchases the products
Precondition	Should under go products search process
Termination Condition	Purchasing the products

5. Healthy Skin Care Recipes

Use Case	After selecting necessary products link to healthy skin receipes is provided
Actor(s)	User
Subject Area	Website Navigation after getting personalised solution
Basic Flow	<ol style="list-style-type: none">1. Clicks the link diverting to the receipes2. Gets access to the receipes3. Allows users to dowload in the form of pdf4. Returns to checkout page5. Purchases the products
Alternate Flow	<p>1A</p> <ol style="list-style-type: none">1. Might not view the link diverting to the receipes.2. Process to checkout3. Purchases the products
Precondition	Should not view the link of healthy skin receipes
Termination Condition	Purchases the products

6. Checkout Process

Use Case	Procedure after landing in checkout process
Actor(s)	User
Subject Area	Website Navigation after landing in checkout page
Basic Flow	<ol style="list-style-type: none">1. Lands in checkout page with selected products2. Proceeds to purchase products3. Enters card details4. Transaction complete
Alternate Flow (1)	<p>3A Alternate transaction process. Along with card payment option other options should be available.</p> <ol style="list-style-type: none">1. Apple Pay, Payment in instalments2. Choses convinient payment option3. Purchases the products
Alternate Flow (2)	<p>2A</p> <ol style="list-style-type: none">1. Might leave the products in the cart
Precondition	Purchases the products Leaves the products in the cart

7. Browsing GlowXGrow

Use Case	GlowXGrow navigation
Actor(s)	User
Subject Area	Website Navigation of GlowXGrow
Basic Flow	<ol style="list-style-type: none">1. Opens GlowXGrow page2. Browses through Glow with health3. Selects the receipes convinent for them4. Exits the app
Alternate Flow	<p>2A</p> <ol style="list-style-type: none">1. Browses through Grow with tips2. Reads the articles related to their concern3. Exits the app
Precondition	Should know about the GlowXGrow feature
Termination Condition	Find details and exits app

8. Products Catalog

Use Case	Products page navigation
Actor(s)	User
Subject Area	Website Navigation of Products Catalog
Basic Flow	<ol style="list-style-type: none">1. Opens Products page2. Browses through page to find right product3. Selects the right products4. Adds to cart5. Processes checkout6. Purchases products
Alternate Flow	<p>2A</p> <ol style="list-style-type: none">1. Directly searches products2. Adds the right products to cart3. Processes checkout4. Purchases products
Precondition	Should know about the products they want

9. After selecting products

Use Case	After selecting products
Actor(s)	User
Subject Area	Website Navigation of Products
Basic Flow	<ol style="list-style-type: none">1. Opens Products page2. Selects the right products3. Adds to cart4. Processes checkout5. Purchases products
Alternate Flow	<p>2A</p> <ol style="list-style-type: none">1. Adds them to love list2. Exits the app
Precondition	Should know about the products they want

10. Sign up/Sign in Flow

Use Case	Sign Up/Sign In flow
Actor(s)	User
Subject Area	Flow to be followed to access the application
Basic Flow	<ol style="list-style-type: none">1. Open the application2. Creates user account3. Access the application4. Exits the application
Alternate Flow (1)	2A (If returning users) <ol style="list-style-type: none">1. Log in into the application2. Access the application3. Exits the application
Alternate Flow (2)	2A (Access application as a guest) <ol style="list-style-type: none">1. Logs in as guest2. Access the application3. Exits the application
Precondition	Should know about the application

Personas



Nikhila Chowdary

Age : 22

Work : Student

Location : CA

"I want skincare products to be available at ease"

Bio

I go to California State University and have a habit of following a skincare routine every morning before I leave my house. These products work best for me but I do not find them easily. At times I get them shipped from different states.

Frustations

1. Have to browse internet vigorously to find my products.
2. Have to pay huge amount for handling shipping costs or will have to wait for long period of time.

Goals & Needs

1. A place or site where I can order my products whenever I want to without worrying about next time.
2. Maintain skin properly and get rid of pigmentation I have completely someday.

Personality

1. Extrovert
2. Experimental
3. Determined
4. Stubborn



Shivadwaj

Age : 24

Work : Project Manager

Location : Virginia

"I do not have major skin problems but would like to maintain my skin but don't know what suits my skin or doesn't"

Bio

I am a Project Manager who work for a construction company DGP and go to construction site every alternate day to record the readings. Hence, to protect my skin I need basic products that protects and maintains my skin. But I have no knowledge in what to use or how to use the products.

Frustations

1. I don't understand the products.
2. Don't know if it's for my skin.
3. Options tire me.

Goals & Needs

1. Have a healthy skin.
2. Simple skincare routine

Personality

1. Extrovert
2. Focused
3. Simple
4. Adapts new things



Sohail Shaik

Age : 24

Work : Project Manager

Location : Dubai

"I do not have major skin problems but would like to maintain my skin but don't know what suits my skin or doesn't"

Bio

I am a Project Manager who work for a construction company and go to construction site every alternate day to record the readings. Hence, to protect my skin I need basic products that protects and maintains my skin. But I have no knowledge in what to use or how to use the products.

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Kaivalya

Age : 40

Work : Data Scientist

Location : Boston

"I do not want my age to be shown on my skin"

Bio

I want products that improves my skin condition and makes my skin look younger. Want products with right ingredients as they differ for anti aging products. If promised younger skin, I dont mind using a dozen products everyday. Despite of botox using skincare is a must for Kaivalya.

Frustations

1. Products that don't show any effect.
2. Ingredients when not mentioned properly.

Goals & Needs

1. Have young skin.
2. Right after care products.
3. Have all the effective products in her room.

Personality

1. Determined
2. Broadminded
3. Energetic



Karthik Reddy

Age : 35

Work : Engineer

Location : San Jose

" I know few products that work for me but want to know the best option that suits me."

Bio

I have pigmentation concern from years. It reduces during a particular period of time but again increases if not taken care. I want long term results and not just when I use the products.

Frustations

1. When results are temporary it irritates me.
2. Not being able to find the right product.

Goals & Needs

1. He wants the best solution.
2. Wants clear skin.
3. Long lasting results.

Personality

1. Researcher
2. Determined
3. Work oriented



Sakshi P

Age : 50

Work : Developer

Location : Texas

" I know few products that work for me but want to know the best option that suits me."

Bio

I have spots concern from a year. It reduces during a particular period of time but again increases if not taken care. I want long term results and have a routine as my age requires maintenance.

Frustations

1. When results are temporary it irritates me.
2. Not being able to find the right product.

Goals & Needs

1. She wants the long term solution.
2. Wants younger skin.
3. Long lasting results.

Personality

1. Researcher
2. Determined
3. Work oriented



Sri Poojitha

Age : 28

Work : Student

Location : Virginia

"To find right product for me is like
finding way to heaven"

Bio

I read about the product, reviews what not to analyse if the product is right for me. Yet there will be something about it that doesn't suit my skin.

Frustations

1. When all the efforts shoot back and make the situation worse.
2. When I end up with wrong product

Goals & Needs

1. Find right product.
2. Get a normal skin.
3. An app which particularly considers by situation.

Personality

1. Researcher
2. Focused
3. Sensitive
4. Patient



Shivani

Age : 40

Work : House Wife

Location : India

"To find right product for me is like
finding way to heaven"

Bio

I have a dull skin. I do not know much about new brands or what works best for me. An app that helps me with healthy receipes, helps me gain knowledge will allow me to be careful about skin.

Frustations

1. When all the efforts shoot back and make the situation worse.
2. When I end up with wrong product

Goals & Needs

1. Find tips and suggestions that heals skin from inside.
2. Get a healthy skin.
3. An app which particularly considers by situation.

Personality

1. Researcher
2. Focused
3. Sensitive
4. Patient



Yuktha Reddy

Age : 19

Work : Student

Location : Arizona

I want the best products but have to be within my pocket money

Bio

Maintaining skin at this age is crucial. I would like to have a proper skin care routine but at the same time they should be within my budget. Expensive products are definitely a no.

Frustations

1. If less options are available
2. If the routine is complicated.
3. If the price is too high

Goals & Needs

1. Effective products within budget.
2. Should meet the skin necessities.
3. Wide options.

Personality

1. Selfminded
2. Introvert
3. Disciplined



Rithvik Reddy

Age : 14

Work : Student

Location : New York

I want the best products but have to be within my pocket money

Bio

Maintaining skin at this age is crucial. I would like to understand my skin and have a basic routine but at the same time they should be within my budget.

Frustations

1. If less options are available
2. If the routine is complicated.
3. If the price is too high

Goals & Needs

1. Effective products within budget.
2. Should meet the skin necessities.
3. Wide options.

Personality

1. Selfminded
2. Introvert
3. Disciplined



Thank You