

COLOPHON REPORT

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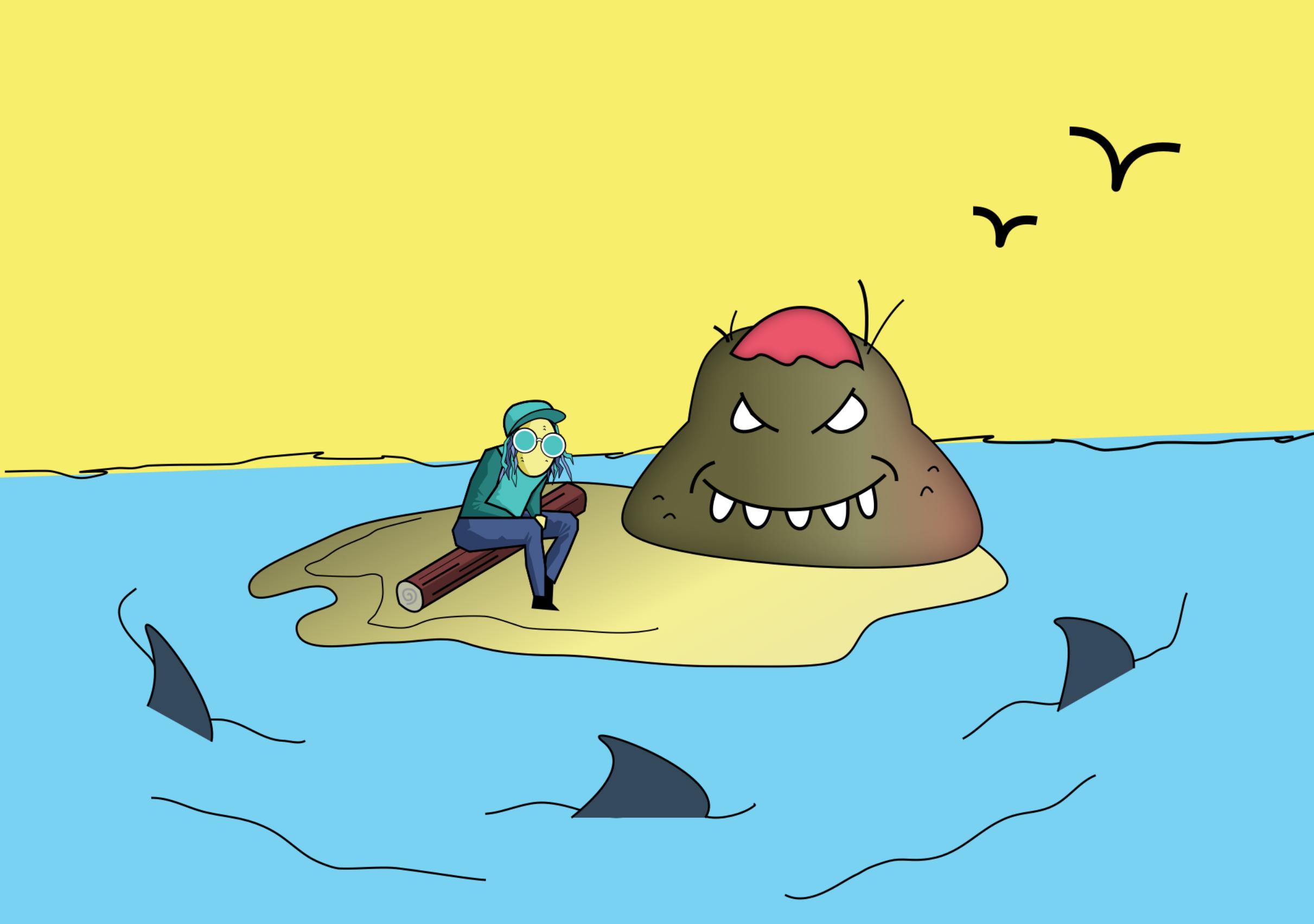
01

INTRODUCTION

For my major project, I chose to focus on designing an application that would help treat the skin condition acne. Acne is something that has affected me personally for years and I want to use my experiences to help other sufferers.

Acne is the most common skin condition in the world, with 95% of all people experiencing acne at some point in their lives. Acne commonly surfaces in teenagers and young adults. This is the age group I want to target because I know how hard it is trying to deal with acne at such an important stage in our lives.

'Acno' is a youthful, fun community based app that helps users learn and treat acne.



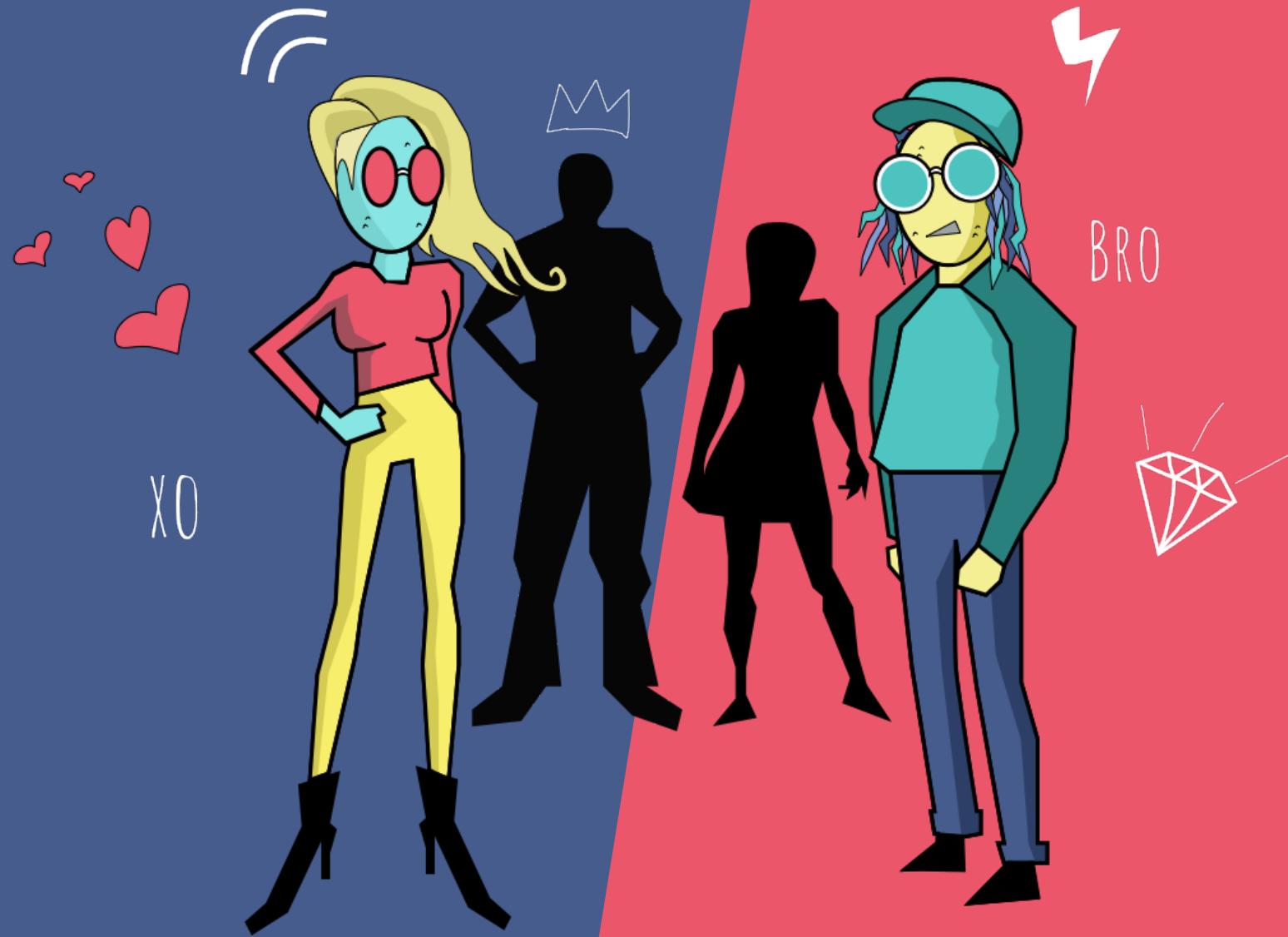
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PROJECT OVERVIEW

The app I have created is called Acno. The name is inspired to help users stand up to their acne and say no. I have created Acno as a platform where users can be educated about acne, learn how to treat it and be able to talk about their experiences with other users.

Only 4% of sufferers know that acne can never be cured but can be treated effectively. Acno works by gathering data on the users personal, lifestyle, skincare and diet habits. It will then generate and equip the user with the best possible plan in treating their acne. They can then apply this plan to their everyday routine.

Acno has created a community for young people with acne. The reason for doing this was to show people with Acne that they are not alone in dealing with acne. I will encourage users to share their experiences and progression to help other users. It's all about helping each other and not letting acne get the better of us!



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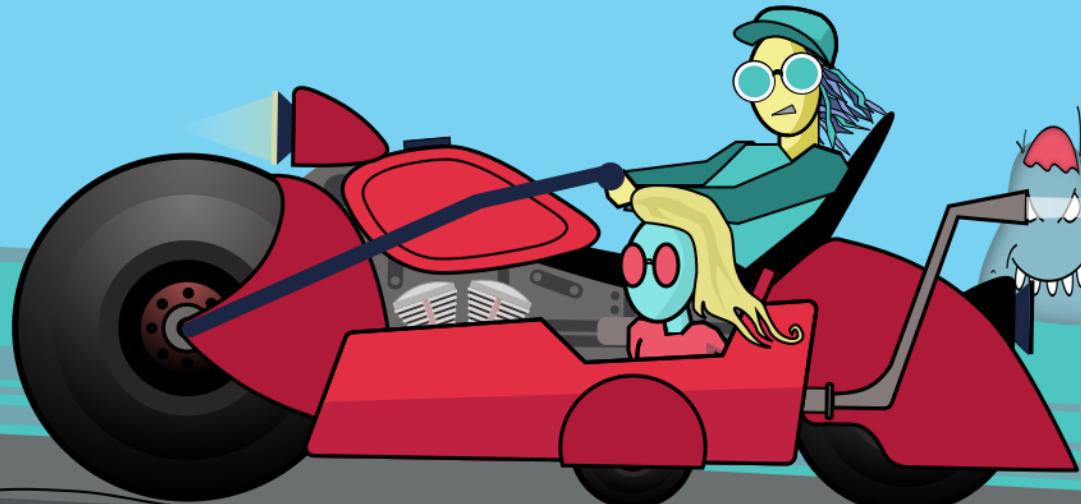
TARGET AUDIENCE

Acno's target market will be teenagers and young adults. I wanted to focus on the younger generation because acne breakouts peak between these years. For women acne breakouts peak at 14-17 years of age and between 16-19 for boys.

When first experiencing acne it's very hard to know how to treat it, with little knowledge or understanding. I want to give the youth the knowledge and tools to keep their acne under control before it can start effecting their happiness and health.



**CLEAR
SKIN**



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PLATFORM

After carrying out research I found that Acno was best suited to be a smartphone application. Smartphones are the most popular method of content consumption with 98% of Generation Z owning one. With young users spending 5.9 hours a day on their phones it is definitely the most accessible and practical platform.



Acno will have a large presence on its Instagram and Snapchat accounts, with teens favouring both over Facebook. Both platforms have found success in reaching out to this demographic, with younger users favouring newer and more visual communication platforms.

There will also be a supporting website to advertise and inform people about Acno.

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PROBLEM

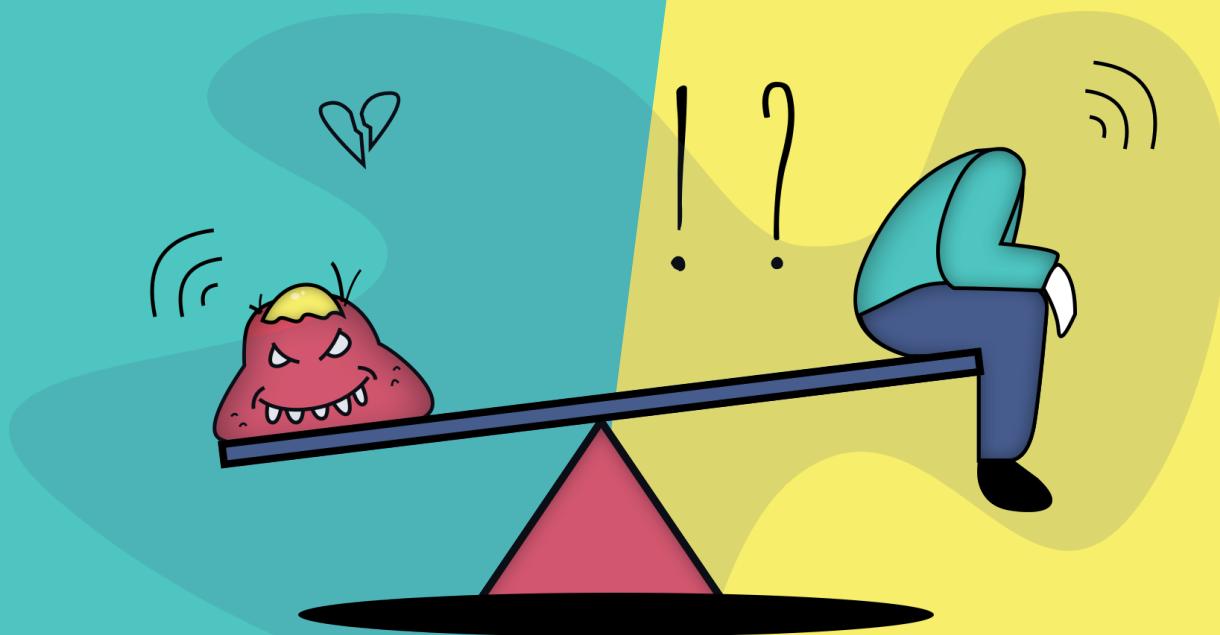
Through my research and own personal experiences I believe there to be many problems with how we treat acne. With so many young people experiencing acne I believe schools and doctors do nothing to educate young people on what acne is and what causes it.

I also feel that the customary procedure of going to a doctor to be prescribed antibiotics and harsh creams as a teenager is wrong and never works. Most medical students only spend two weeks studying dermatology before becoming a doctor which is why they always prescribe the same medication. We need to realise that everybody's skin is different and what works for one person may not work for the next.

To go to a certified dermatologist often results in a long waiting period and is expensive with consultations alone costing over £100.00. Having an app that is accessible at any time and place can help users deal and treat breakouts in real time.

Another problem that acne sufferers tend to resort to in desperation is spending extortionate amounts on products online. Before we treat acne we need to find out what causes it so we can choose the right products. Acno is designed to help users find out what cause their acne.

I felt that there isn't any skin companies out there that young people can relate to and trust. I wanted Acno to be that. A youthful, cool and exciting brand that a younger generation could relate to and be proud to use in their fight with acne.



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BUSINESS PLAN

After much thought Acno will be a free to use app on both iOS and Android. I didn't want to limit my app to one platform with just as many Generation Z-ers owning iPhones as those that own Android phones. This means that Acno would be accessible to as many people as possible.

I first thought that my app would work best on a freemium basis, but with more thought and research I decided to keep the app free. With most young users not having a lot of disposable income I believe they'd turn a blind eye to paying for a skincare app.

I believe in-app advertising is a more viable method for monetising my app. Free apps with ads/ or in-app purchases have grown in popularity. I will do this by advertising our favourite products that we believe will help our users skincare battle. Different products will be advertised to different users depending on their skin plan. They will be advertised as recommended products or 'products of the week'. This will hopefully mean that user will not find the ads spammy and intrusive.

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STRENGTHS

One of my biggest strengths with this project was being able to understand the user. Having experienced acne through my teenage and young adulthood years I was able to recognise the users feelings and needs. Being only 22 I can relate to the user and this has benefited me in designing the interface and creating the brand.

I am very proud of how my brand has turned out as a representation of who and what it stands for. This is very satisfying as I struggled for weeks trying to create a visual identity that would really complement the app.

In addition to this, I am also happy with the illustration style and how it works with the brand. Again, it was hard to create a style that would appeal to a youthful audience. Nevertheless I am happy with the outcome.

WEAKNESSES

There has also been considerable weaknesses throughout the year that have helped me grow and learn as a designer and as an adult. Coming straight into final year without placement experience, I found it hard to keep up with the work load as well as learning new skills. I often underestimated how long tasks would take and struggled with my time management. After a stressful start to the second semester I have learnt to manage my time more efficiently and discipline myself better. This will benefit me greatly in life after university.

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CHALLENGES FACED

One of the biggest challenges I faced during my project was learning about just how many things can cause acne and the science behind it. I found that methods and treatments that work for one user might not work for the next. I struggled to take this information and create a designed system that could gather the users data and create a unique plan with it. To overcome this I simply kept paper prototyping trying to find the best solution.

Another challenge I faced was creating an advanced functioning prototype as it was my first time tackling such a challenge. I took a lot of inspiration from dribble and Pinterest whilst also watching courses on skill share and lynda.com. I also struggled keeping consistency with my designs and spacing. I leant to reuse my elements to overcome this and save me a lot of time.



TECHNOLOGIES USED



Sketch

I have became a lot more comfortable in using sketch after transitioning from adobe illustrator. I found it a lot easier to use for creating wireframes and prototypes.



Invision / Craft Plugin

I found the craft plugin by InVision, very useful in bringing my prototypes to life. As it being a plug in for sketch it allowed me to create prototypes quickly and effectively.



Adobe After Effects

I found the craft plugin by InVision, very useful in bringing my prototypes to life. As it being a plug in for sketch it allowed me to create prototypes quickly and effectively.

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CONCLUSION

To conclude, after a hard year I am happy with Acno. I feel it appeals to a youthful audience and meets the demands of the user. I have created an exciting prototype that provides the user with the knowledge, tools and confidence to win their battle with acne. I believe there is definitely a gap in the market for Acno and will be proud to add it to my portfolio.

Throughout the year I have overcame challenges and learnt new skills which has resulted in me becoming a better designer and more equipped for the real word.

