MUTUAL GOALS

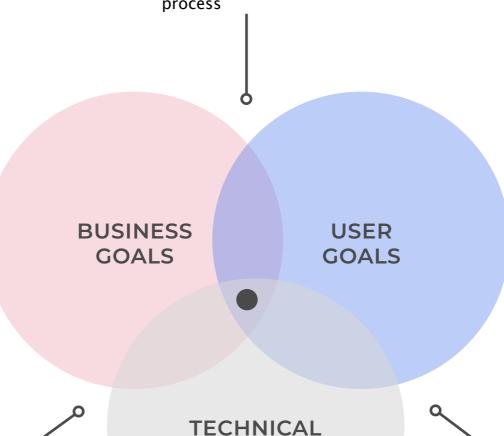
A user friendly mobile app that allows existing as well as new users to buy skin care products suitable for their skin.

 Design an easy, user friendly mobile app for

Glossier

- Increase the brand loyalty.
- Increase the sales and profits by attracting more customers
- Provide better service to the users by recommending suitable products – (retention); providing offers/memberships for customer retention
- Highlight the product quality and ingredients
- Be the industry leader in the AI powered skincare product recommendation space.
- Marketing the concept to allow more people to use Glossier.

- Product information
- Trust the brand
- Streamlined product purchase process



- Purchase skincare products based on their skin type.
- Get accurate & uncomplicated analysis of their skin condition
- Get detailed information on the ingredients.
- Get alerts when product is back in stock.

• Provide accurate and proven products for the users.

• Smooth, efficient and positive online experience

CONSIDERATIONS

- Uncomplicated to use and navigate; smooth experience
- Implementing Machine learning algorithm/AI for providing accurate recommendation and skin condition analysis
- Quick Load times
- Different device screen sizes, android vs iOS