

Ⓐ Project | Skincare Confidence by Design

In this project, you will prototype and test a new digital app for L'Oréal's CeraVe skincare line that makes it easier for someone to start a skincare routine with clarity and confidence. You'll take on the role of a UX designer, and help validate a solution that builds confidence through thoughtful, human-centered design.

You'll start by reviewing research insights and brainstorming creative ideas. Then, you'll select one promising solution to prototype and test with users.

Step 1: Research

Before you can brainstorm solutions, you need to understand who you're designing for and what problems they're facing. Your research team provided the following problem statement and research insights. Read them carefully—they form the basis of the problem you are attempting to solve!

Problem Statement

Many people trying to start a new skincare routine feel overwhelmed by their options and conflicting online advice, and are unsure how to evaluate which products will actually work for their skin.

Research Insights

Based on one-on-one interviews with 7 participants actively trying to start a skincare routine for the first time, the research team identified the following:

- **Newcomers feel unsure who to trust.** When researching skincare advice, users bounce between TikTok, Reddit, and brand websites,

encountering contradictory recommendations. Many follow influencers whose routines don't match their own needs.

- **Newcomers are discouraged by slow results.** Participants expected quick improvement. When changes weren't visible in days or weeks, they lost motivation or switched products too soon.
- **Newcomers worry about choosing the wrong product.** Some hesitated to start a routine, afraid of choosing the wrong product and causing irritation or breakouts.

Step 2: Ideation (20pt)

Now that you understand your users' challenges, it's time to start generating ideas for the app you'll build to solve them. Try both of the following methods to generate as many ideas as you can. These should be high level ideas for the functionality and experience your app will deliver.

- A **Crazy 8s sketching exercise** to quickly generate ideas on paper.
- An **AI-powered brainstorm** to expand your initial ideas or get unstuck.

Don't worry about the practicality of your ideas just yet. This is your chance to get creative and explore different angles. They don't all need to be groundbreaking! You will choose only one of these ideas to develop further.

Choose your three most promising ideas. In the box below, describe each idea in 1-3 sentences – Just enough to clearly explain what it is and how it solves the users' problem. Be sure to align your ideas with the research provided.

(Paste or write your answer below )

My app ideas for new skin care users, as inspired by the research:

1. A skin needs quiz upon profile creation
2. AI chatbot that takes result of the quiz to recommend dermatologist recommended products (namely CeraVe) that have proven results
3. A daily skincare routine checklist based off a user's results and push notification reminder options

Step 3: Wireframe (30pt)

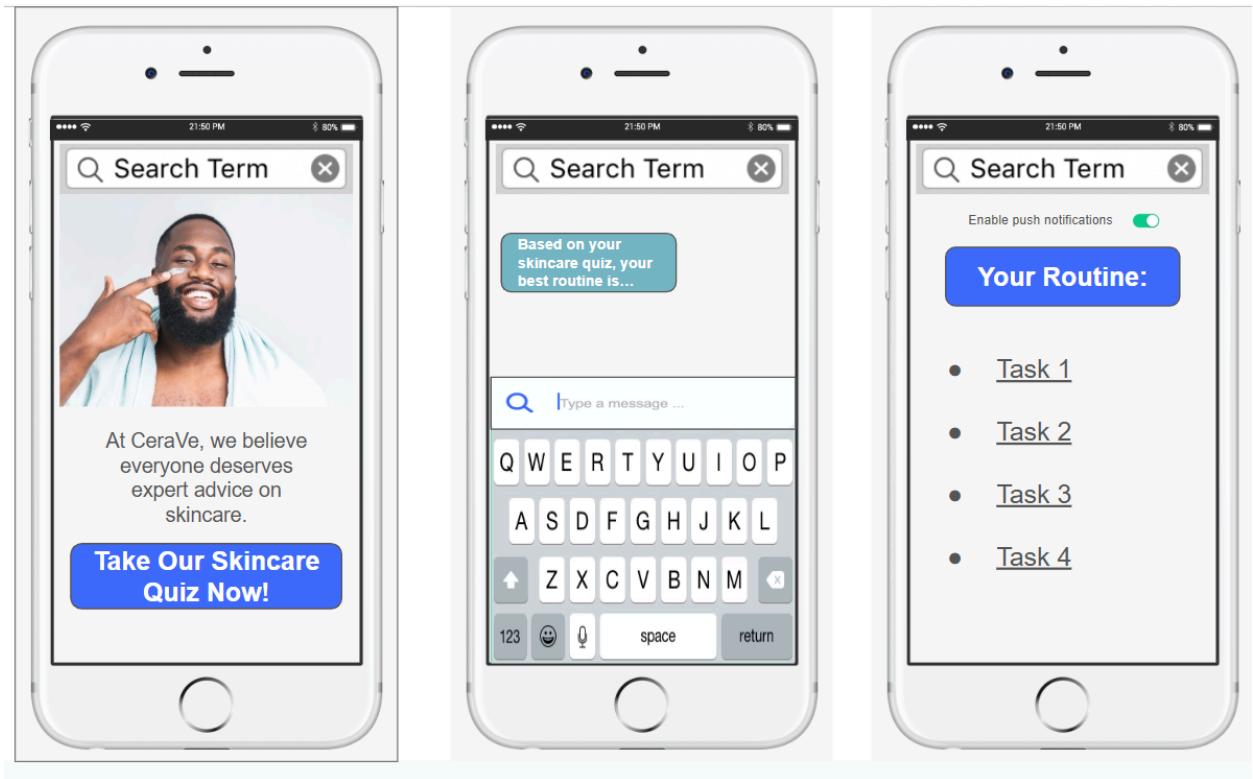
Choose your best idea. Create 2–3 low-fidelity wireframe sketches that represent key parts of your app idea. Keep it simple. Your goal is to flesh out your idea and quickly create something you can test with users.

Your sketches don't need to be polished or artistic. Basic stick figures, arrows, and labels are totally fine. The goal is to communicate your idea clearly, not to create a finished design.

Your sketches might include:

- A user's first encounter with your solution
- A step where the user takes action or makes a decision
- A moment where the user sees a result or gets feedback

Need help getting started? Find blank mobile screens and app design elements in our [UX Prototype Template](#).



Ready for a LevelUp? (10pt Extra Credit)

Use a digital wireframing tool (e.g. Figma, Balsamiq) to create a more polished, clickable prototype.

Please paste clear, high-quality images of your prototype below:

(*** If you are doing the LevelUp, you should still submit images here)

If you created a clickable prototype (optional LevelUp) paste a link here. Make sure to test the link in incognito mode first to ensure anyone can view it:

Step 4: Test (20 pt)

Define a few short, realistic tasks a user might want to accomplish on your app (i.e. search for a product, build their profile, consult with an AI advisor).

Then, find 1-3 friends, family members, or kind strangers willing to test out your design. Ask them to complete the tasks, and observe. **Avoid giving them instructions or answering questions on how to use the app.** Explain to your user that you want to see how they'd interact with it if you weren't there.

Write down what you observe:

- Did your tester(s) know what to click on?
- Were they able to complete the tasks?
- Were the testers surprised by anything? Delighted? Annoyed?

Summarize what you observed during testing below.

(Paste or write your answer below 

I tested my design with my boyfriend, Sam. He said he liked the design and concept of the app design and knew where to click/type during the first two stages of the design. His biggest critique was that the title of my routine checklist looked like a button and it wasn't clear the checklist was meant to be able to be checked off.

Step 5: Reflect and Iterate (20pt)

A. Given what you learned in testing, what would you add or change in your next iteration? What additional tasks would you like users to complete on the app? Do you need to fix anything? What additional features might add value?

(Paste or write your answer below 

I think a useful feature to add to my app design would be a “tutorial mode” that explains the use of all the features of the app and how they can improve an individual’s skincare routine once a user has made it past profile creation and the skincare quiz. Another feature I would like to add is a navigation bar for users to easily switch between functions. Overall, with a few tweaks, I think my design accomplishes the mission and offers easy solutions to skincare beginners.

B. Imagine that you’re telling an interviewer about this project. Write out what you would say, including what the challenge was, how you approached it, what your app idea was, and what you learned from testing it with users.

(Paste or write your answer below )

I worked on a project for L’Oreal’s skincare brand, CeraVe, designing an app prototype that targeted skincare beginners and helped them build an easy, reliable skincare routine. After researching and learning CeraVe’s concerns with helping individuals build a skincare routine that was both effective, reliable, and included the “right” products for each individual. I designed an app that starting with profile creation, prompts a user to take a quiz that evaluates their skincare needs. From there, users enter a tutorial mode that introduces an AI chatbot that uses the result of the quiz to recommend dermatologist recommended products (namely CeraVe) that have proven results. Another feature, a skincare checklist with optional push notification reminders, is also introduced during this stage. Users would be able to add their own items or use the chatbot’s recommendations for this. I tested my design with others in order to better understand how easy it would be to use in practice. Throughout this process, I found that attention to detail is incredibly important in things like this, especially when it comes to ease of use. There are a lot of little things that go into producing a functional, easily understood, piece of software.

