MEET OUR TEAM

Safynaz Elmaghraby

Mohamed Ezzelregal

Yasmin Tarik Abdallah

Salma Said Abdelrahmen

Samah Ateia Elazab

ABOUT SKINMATE

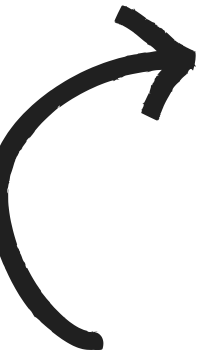Let us take you through the journey of Skinmate!

Road Map

BUSINESS ANALYSIS

START

INITIATION

PLANING

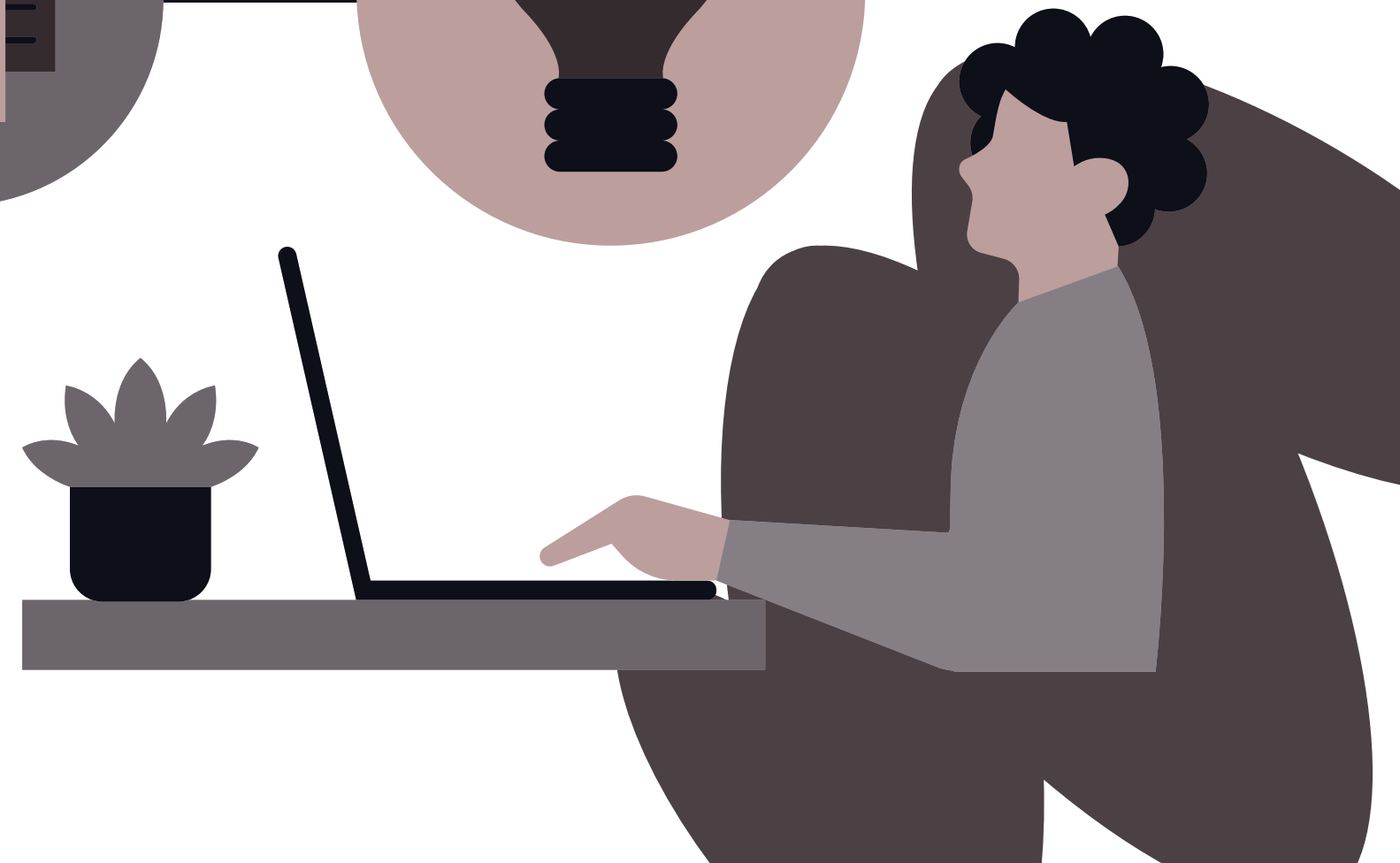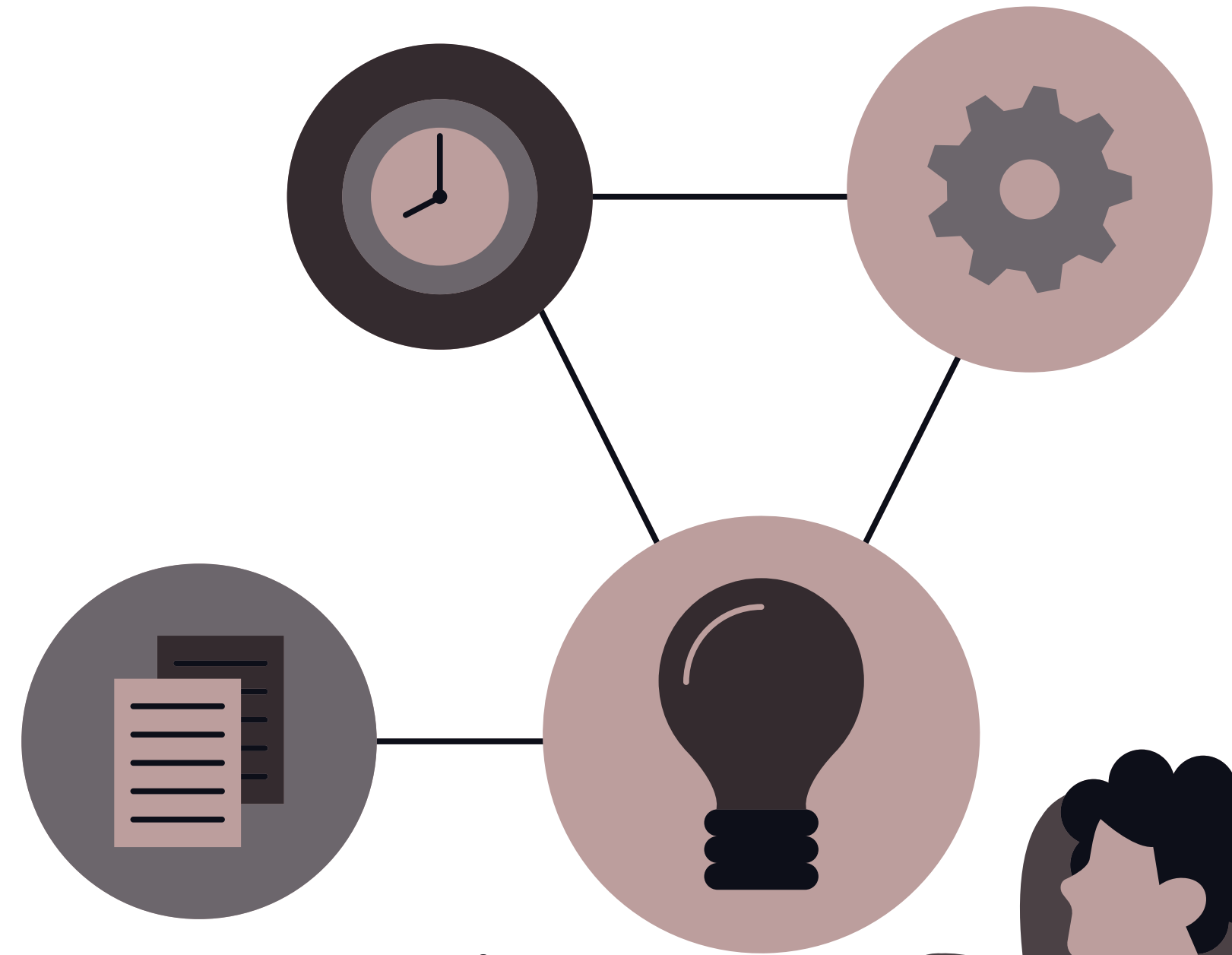EXCUTING

CLOSING

FINISH

Project initiation

SMART Goals

It involves defining specific, measurable, achievable, relevant, and time-bound objectives that align with our aspirations and values.

Goal #1

🔗 [SMART Goals](#)

Goal #2

Original Goal 1: Develop a mobile application that recommends personalized skincare and hair care products.

SMART Goal 1: Delivering a user-friendly, AI-driven mobile application that recommends personalized skincare and hair care products depending on skin and hair analysis, with 80% accuracy during testing phase within 8 months.

Original Goal 2: Improve the algorithms after launch.

SMART Goal 2: Improve the AI recommendation algorithm by analyzing 3,000 user data points within 6 months after launching.

Define project objectives

PROJECTS

O1 — Deliver a high-performing, user-friendly, and AI-driven mobile application.

KR1 — Achieve 80% accuracy in product recommendations during the testing phase before launching.

KR2 — Deliver the mobile application within 7 months, ensuring all core features are fully functional.

KR3 — Ensure a user-friendly interface by conducting at least three rounds of user experience (UX) testing before the official release.

O2 — Protect customer data and ensure compliance with privacy regulations.

KR1 — Encrypt all customer data, achieving a 100% encryption rate by the time the app is launched.

KR2 — Conduct quarterly security assessments and penetration tests to identify and address potential vulnerabilities, ensuring a 100% pass rate on all security checks.

KR3 — Implement a user data access request system by the end of the second month, enabling users to review, download, or delete their personal data in compliance with privacy laws.

🔗 OKRs
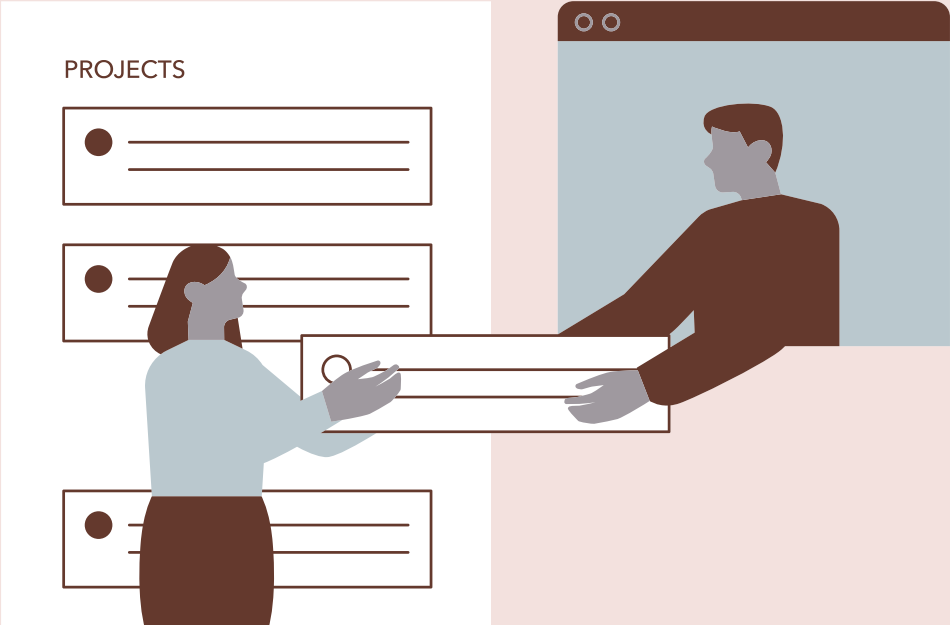
O3 — Provide technical support for Klar to address any app-related issues during the first 3 months post-launch.

KR1 — Resolve reported technical issues within 48 hours of receiving reports during the first 3 months post-launch.

KR2 — Deliver monthly reports detailing the app's performance and technical status, including recommendations for performance improvements based on collected data.

O4 — Improve the AI recommendation algorithm post-launch for enhanced user satisfaction.

KR1 — Analyze 3,000 user data points within the first 6 months after launch to refine the AI algorithm.

KR2 — Increase the recommendation accuracy of the AI from 80% to 95% by the end of the 6-month period based on user data analysis.

Stakeholder Analysis

Stakeholder	Role	Involvement	Impact	Power/Influence	Interest	Engagement
Klar (Cosmetics Company)	Project Sponsor	Provide funding and high-level decisions.	High influence over the project.	H	H	Communicate regularly with detailed updates on progress.
Klar (Management Team)	Provide Requirements	Requirement gathering, and final approval.	Define the project scope.	M	H	Updated regularly with progress reports.
Sōzō Solution (Development Team Leaders)	App development	Create and develop the application.	Directly responsible for outcomes.	M	M	Regular communication to track progress and resolve issues.
Sōzō Solution (Development Team)	Coding & Testing	Providing updates reports.	Directly responsible for App development and testing.	L	M	Communicate daily as a project team member.
End Users	Consumers	Provide feedback and data for recommendations.	Affect app success through feedback.	L	H	Post-launch feedback collection to refine the app.
Dermatologists	Consultant	Providing medical and scientific feedback.	Affect the accuracy of the app results.	L	H	Communicate with the AI Development Team to enhance AI Model Accuracy Feedback.
Casual Users	Consumers	Provide feedback non-frequently for the app	Potential end users who can be converted to regular users via marketing and retention.	L	L	Post launch feedback collection to refine the app.

Power Interest Grid
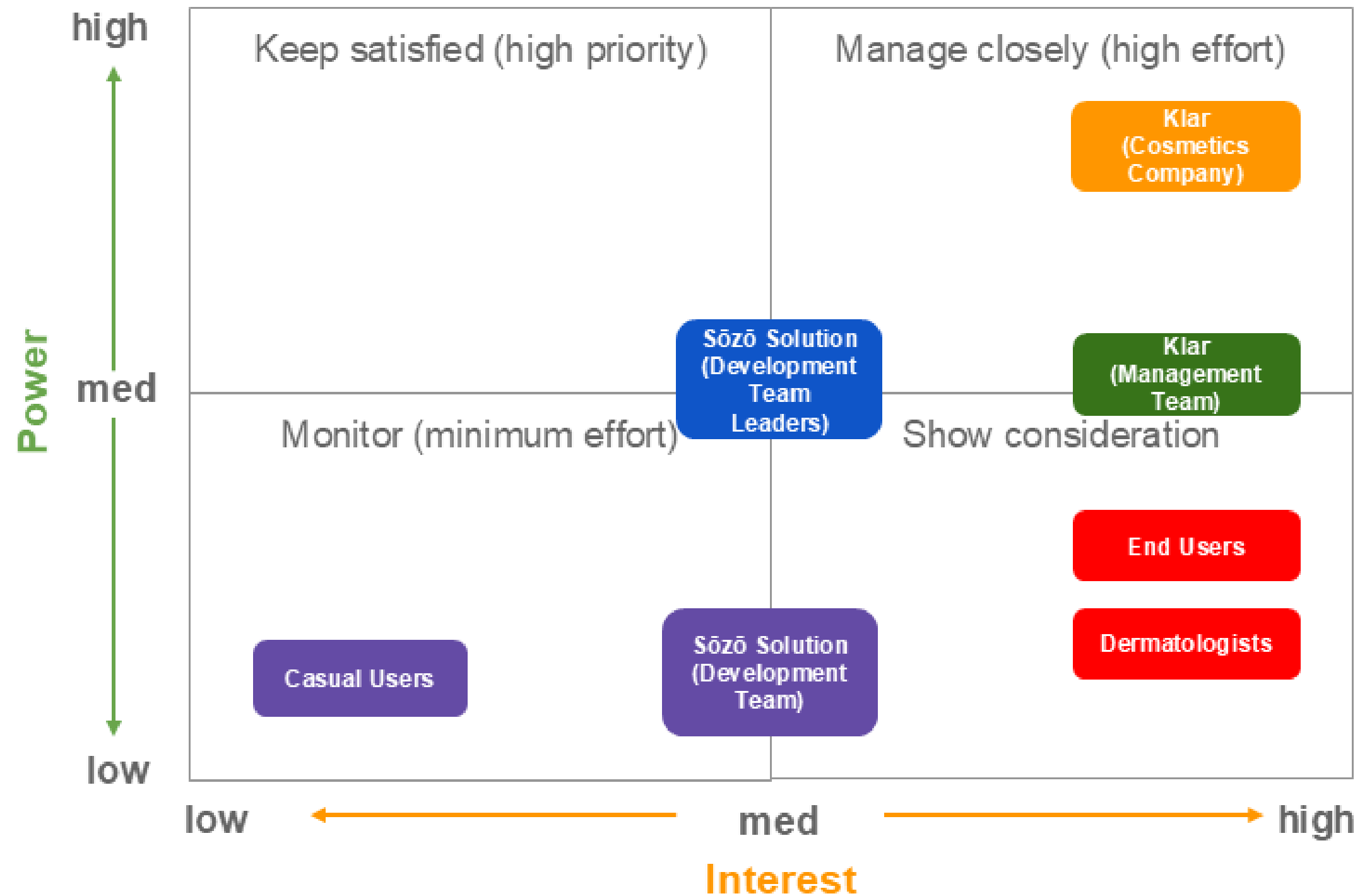
RACI Matrix

Skinmate App	Team Members	- Safynaz Mohamed Elmaghraby - Mohamed Ahmed Abdeltawab Ezzelregal - Yasmin Tarik AbdAllah - Salma Said Abdelrahman - Samah Ateia Elazab		Group Code:		NEXT81_ONL1_ERP8_M1d				

Task\Activity	Software Architect	Flutter Developer	Mobile Development Team Leader	Design Team Leader	UI/UX Designer	Backend Developer	AI/ML Specialist	IT Director	Dermatologists	QA Specialist
UI/UX Design	I	I	I	A	R	I	I	I	I	C
Develope the APP	C	R	A	I	I	I	I	C	I	I
System Architecture Design	R	I	I	I	I	I	I	A	I	C
Backend Development	C	I	A	I	I	R	I	C	I	I
AI Model Development	I	I	I	I	I	I	R	A	C	I
Integrate AI Model with App	C	C	I	R	C	C	R	A	I	I
Testing	C	I	I	I	I	I	I	A	C	R
Ensure accuracy in product recommendations	I	I	I	I	I	I	A	I	R	C

🔗 [RACI Chart](#)

Project Charter

🔗 [Project Charter](#)

Skinmate Project Charter

- Group Code: NEXT81_ONL1_ERP8_M1d
- Team Members:
  - Safynaz Mohamed Elmaghraby
  - Yasmin Tarek Abdallah
  - Samah Ateia ElAzab
  - Mohamed Ahmed Abdeltawab Ezzelrgal
  - Salma Said Abdelrahman

Skinmate | AI Powered Cosmetics Advisor

21-10-2024
Document Status: **Draft** | In Review | Approved

Executive Summary:

Project Goal
- Develop a mobile application that recommends personalized skincare and hair care products.
- Improve the algorithms after launch.

Deliverables
1. Fully functional mobile app for both Android and iOS platforms.
2. AI-based skin analysis and personalized product recommendation engine.
3. Integrated skincare product database with detailed product information.

Business Case / Background

Why are we doing this?
- The business need for this project stems from the challenge customers face in selecting the right skincare products from an overwhelming array of options. By providing personalized recommendations, Skin Mate will improve customer satisfaction, increase product sales for Klar and its partners, and position the company as a leader in skincare innovation.

Benefits, Costs, and Budget

Benefits:
1. Improved customer satisfaction through tailored skincare recommendations.
2. Increased product sales.

Costs:
1. App Development
2. AI Algorithm Development
3. Product Database Integration
4. Testing & Quality Assurance
5. Post-Launch Support

Budget needed:
- 225,000$: 403,000$
-

Scope and Exclusion

In-Scope:
- Development of AI-driven algorithms for skin analysis and product recommendation.
- Skincare product database integration.

Out-of-Scope:
- Marketing strategy and campaigns, which will be handled by Klar's internal marketing team.

Measuring Success

What is acceptable:
1. **User Engagement**: A 25% increase in user engagement within 6 months.
2. **Compliance**: Full compliance with data protection regulations.
3. **Sales Growth**: A 20% increase in product sales within 6 months.

Project Team

Project Sponsor: Klar (Cosmetics Company)

Project Lead: Project Manager from Sôzô Solution.

Project Team: Software Architect, Flutter Developer, Design Team Leader, UI/UX Designer, Backend Developer, AI/ML Specialist, Dermatologists, QA Specialist.
Additional Stakeholders: Dermatologists, End Users.
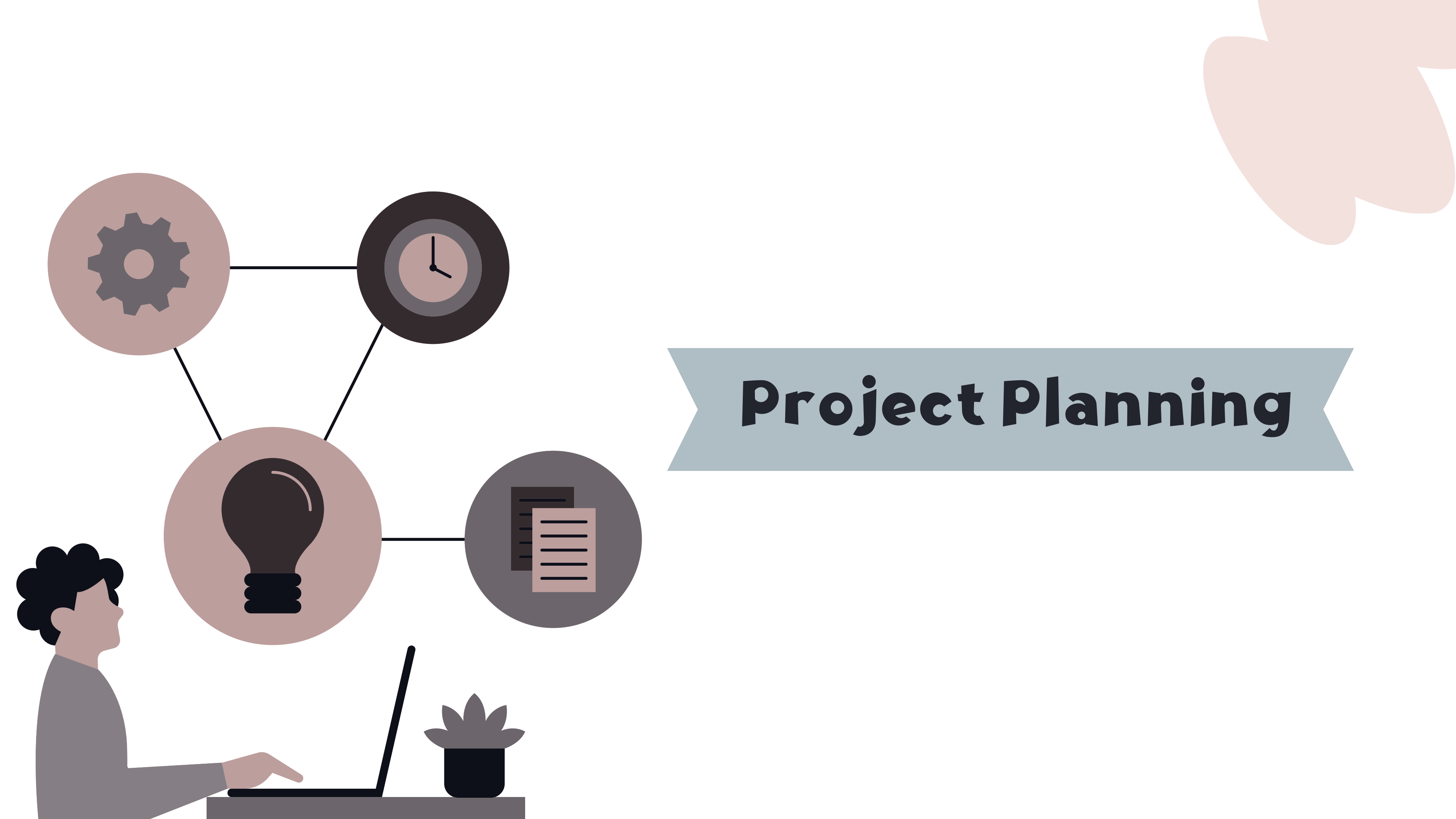
Project Planning

Milestones

1. Finalize UI Design & Prototyping

2. Complete the First Development Phase
   (AI Algorithm & Database Integration)

3. Complete the Second Development Phase
   (App & Backend)

4. Conduct Testing & Quality Assurance

5. Ongoing Maintenance & Complete Updates
   (Landing)

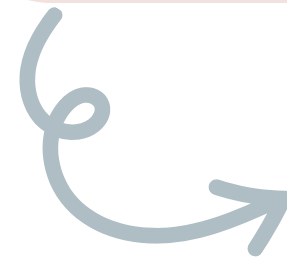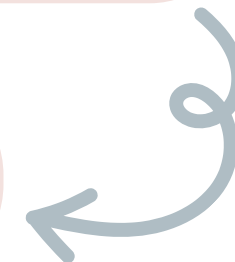# Work Breakdown Structure

Skinmate Project

Finalize Prototype

- Wireframes and Mockups Creation
- Finalize UI/UX Design
- Define AI and Product Recommendation Engine Architecture
- Design Backend Infrastructure
- Database Schema Design

Complete the First Development Phase

- Develop Skin Analysis Algorithm
- Train AI Model with Data
- Test AI for Product Recommendation Accuracy
- Build Product Database
- Implement Product Matching Algorithm

Complete the Second Development Phase

- Develop Android App
- Develop iOS App
- Build User Registration and Authentication System
- Implement AI Processing System
- Create Product Recommendation Engine

Conduct Testing & Quality Assurance

- Test Skin Analysis on Sample Data
- Validate Product Recommendations
- Review AI Output with Dermatologists & Refine AI Algorithm Based on Feedback
- Usability Testing for User Interface
- Functional Testing for Core Features (User Registration, Photo Upload)
- Ensure Data Protection and Privacy Compliance

[Work Break Down Structure](#)

Critical Path

Start → **End**

Node	ES	D	EF	LS	F	LF
A	0	5	5	0	0	5
B	5	7	12	5	0	12
C	12	5	17	12	0	17
D	17	7	24	34	17	41
E	24	3	27	41	17	44
F	27	5	32	44	17	49
P	32	10	42	57	25	67
Q	32	10	42	34	2	44
G	17	7	24	17	0	24
H	24	7	31	24	0	31
I	31	5	36	31	0	36
M	36	7	43	49	13	56
N	43	5	48	56	13	61
O	48	6	54	61	13	67
R	32	8	40	49	17	57
Y	40	5	45	57	17	62
Z	45	5	50	62	17	67
S	36	7	43	36	0	43
T	43	7	50	43	0	50
U	50	8	58	50	0	58
AA	58	4	62	58	0	62
AB	62	5	67	62	0	67
J	24	10	34	29	5	39
K	34	8	42	39	5	47
L	42	5	47	47	5	52
V	47	5	52	52	5	57
W	52	4	56	57	5	61
X	56	6	62	61	5	67

Critical Path = A → B → C → G → H → I → S → T → U → AA → AB

Duration = 67 days

Gantt Chart

TASK ID NUMBER	MILESTONES & TASKS	TASK OWNER	START DATE	DUE DATE	DURATION	PCT OF TASK COMPLETE
1	**Project Initiation & Planning**					
1.1	Finalizing project scope, objectives, and deliverables.	Project Manager	1/3	3/5	5	0%
1.2	Gather detailed requirements (product specifications, features, branding guidelines).	PM, UI/UX Designer, Dermatologists	8/3	16/3	7	0%
1.3	Documenting all technical and functional requirements.	Project Manager & SW Architect	17/3	23/3	5	0%
2	**Design & Prototyping**					
2.1	UI/UX Design (Mockups & Klar Approval)	UI/UX Designer	24/3	13/4	15	0%
2.2	System Architecture Design	Backend Developer & SW Architect	24/3	19/4	19	0%
3	**Development Phase 1 (AI Algorithm & Database Integration)**					
3.1	AI Development	AI/ML Specialist	20/4	20/5	23	0%
3.2	Product Database Integration	Backend Developer	20/4	13/5	18	0%
4	**Development Phase 2 (App & Backend)**					
4.1	App Development	Flutter Developer	14/4	21/5	28	0%
4.2	Backend Development	Backend Developer	20/4	27/5	22	0%
5	**Testing & Quality Assurance**					
5.1	AI and Product Recommendation Testing	QA Specialist, Dermatologists	24/5	4/6	15	0%
5.2	App Functionality Testing	QA Specialist	21/5	10/6	10	0%
5.3	Security and Data Protection Review	QA Specialist & Backend Developer	28/5	9/6	9	0%
6	**Ongoing Maintenance & Updates (Landing)**					
6.1	Ongoing Updates	AI/ML Specialist, Backend Developer, QA Specialist	10/6	10/9	90	0%

Budgeting

		LABOR			MATERIALS		FIXED COST	TARGET BUDGET	ACTUAL/ FINAL SPEND	UNDER/ OVER
								$ 225,700.00	$ -	$ 225,700.00
MILESTONES & TASKS	EMPLOYEE DETAILS	HOURS	RATE	UNITS	$/UNIT			BUDGET	ACTUAL	UNDER/OVER
Milestone 2: Design & Prototyping										
Task 1: UI/UX Design (Mockups & Kiar Approval)	UI/UX Designer	120	$ 60.00	1	$ 1,500.00			$ 8,700.00		$ (8,700.00)
Task 2: System Architecture Design	SW Architect	64	$ 80.00	1	$ 1,000.00			$ 6,120.00		$ (6,120.00)
	Backend Developer	56	$ 65.00			$ 1,000.00		$ 4,640.00		$ (4,640.00)
	AI/ML Specialist	32	$ 80.00					$ 2,560.00		$ (2,560.00)
						Total		$ 22,020.00	$ -	
Milestone 3: Development Phase 1										
(AI Algorithm & Database Integration)										
Task 1: AI Development	AI/ML Specialist	160	$ 80.00	1	$ 3,000.00	$ 1,000.00		$ 16,800.00		$ (16,800.00)
	Dermatologist	24	$ 100.00					$ 2,400.00		$ (2,400.00)
Task 2: Product Database Integration	Backend Developer	120	$ 65.00	1	$ 1,500.00	$ 500.00		$ 9,800.00		$ (9,800.00)
	AI/ML Specialist	24	$ 80.00					$ 1,920.00		$ (1,920.00)
						Total		$ 30,820.00	$ -	
Milestone 4: Development Phase 2										
(App & Backend)										
Task 1: App Development	UI/UX Designer	32	$ 60.00	1	$ 3,000.00	$ 2,000.00		$ 6,920.00		$ (6,920.00)
	Flutter Developer	192	$ 65.00					$ 12,480.00		
Task 2: Backend Development	Backend Developer	144	$ 65.00	1	$ 1,000.00			$ 10,360.00		$ (10,360.00)
	AI/ML Specialist	32	$ 80.00					$ 2,560.00		
						Total		$ 32,320.00	$ -	
Milestone 6: Testing & Quality Assurance										
Task 1: AI and Product Recommendation Testing	QA Specialist	40	$ 75.00	1	$ 1,000.00	$ 500.00		$ 4,500.00		$ (4,500.00)
	AI/ML Specialist	24	$ 80.00					$ 1,920.00		$ (1,920.00)
	Dermatologist	56	$ 100.00					$ 5,600.00		$ (5,600.00)
Task 2: App Functionality Testing	QA Specialist	80	$ 55.00	1	$ 1,000.00	$ 500.00		$ 5,900.00		$ (5,900.00)
Task 3: Security and Data Protection Review	QA Specialist	16	$ 55.00	1	$ 1,000.00	$ 500.00		$ 2,380.00		$ (2,380.00)
	Backend Developer	16	$ 65.00					$ 1,040.00		$ (1,040.00)
	Pentester	40	$ 90.00					$ 3,600.00		$ (3,600.00)
						Total		$ 24,940.00	$ -	
Milestone 8: Ongoing Maintenance & Updates										
(Landing)										
Task 1: Ongoing Updates	Backend Developers	200	$ 65.00	1	$ 1,500.00	$ 500.00		$ 15,000.00		$ (15,000.00)
	AI/ML Specialist	200	$ 80.00					$ 16,000.00		$ (16,000.00)
	QA Specialist	200	$ 55.00					$ 11,000.00		$ (11,000.00)
Task 2: Improve the AI Algorithm within the first 6 months after launch	AI/ML Specialist	400	$ 80.00	1	$ 1,500.00			$ 33,500.00		$ (33,500.00)
Task 3: Provide technical support during the first 3 months post-launch	Backend Developer	200	$ 65.00	1	$ 1,000.00	$ 1,000.00		$ 15,000.00		$ (15,000.00)
	Flutter Developer	200	$ 65.00					$ 13,000.00		$ (13,000.00)
						Total		$ 103,500.00	$ -	
Reserve buffer								$ 12,000.00		
TOTAL								$ 225,700.00	$ -	

Labor	$188,200
Materials	$18,000
Fixed Costs	$7500
Reserve Buffer	$12,000
Total Budget	$255,700

Risk Management Plan

🔗 [Risk Management Plan](#)

Communication Plan

Recipients	Type of Communication	Frequency	Sender/Owner	Key Dates
Klar Management	Project Status Updates	Weekly	Project Manager	Every Monday
Development Team (Sōzō)	Technical Sync-up	Bi-weekly	Software Architect	Every 1st and 15th of the month
UI/UX Designer	Design Review	As needed (based on milestones)	UI/UX Designer	After wireframes, mockups, and final design are completed
Dermatologists	AI Output Review	Monthly	AI/ML Specialist	At the end of each month
QA Team	Testing Progress Updates	Weekly during testing phase	QA Specialist	During testing phase
Klar Brand Team	Branding and Product Input	Monthly	Project Manager	At the start of each milestone
Backend Developer	Backend Development Sync	Weekly	Backend Developer	Weekly
Flutter Developer	Frontend Development Sync	Weekly	Flutter Developer	Weekly
AI/ML Specialist	AI Model Progress	Bi-weekly	AI/ML Specialist	Every 2 weeks
Project Sponsor (Klar)	Executive Review	Monthly	Project Manager	At the end of each milestone
Security/Compliance Team	Security & Privacy Review	Once (at testing phase)	Security Specialist	During the security testing phase
Klar Marketing Team	Marketing Alignment	Monthly	Project Manager	Monthly or per milestone
Sōzō Leadership	Overall Project Review	Bi-weekly	Project Manager	Bi-weekly
Support Team	Post-launch Maintenance	Weekly (after launch)	Support Manager	After launch

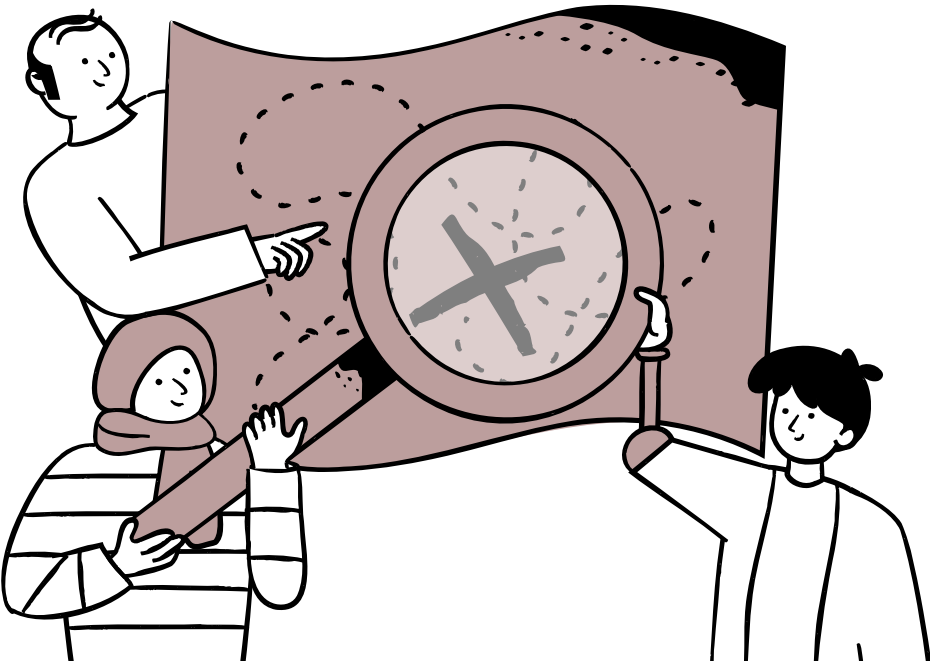| Delivery Method	Goal	Resource Links	Additional Notes
Email, Meeting	To keep Klar updated on project progress, risks, and milestones	Project Plan	Include key decisions made during the meeting
Video Call, Slack	To ensure that technical implementation aligns with project goals	System Architecture Docs	Share progress on technical development
Video Call, Figma	To gather feedback on UI/UX and finalize designs	Figma, Design Docs	Approval needed before moving to development
Email, Online Platform	To ensure product recommendations are accurate and clinically valid	AI Algorithm Docs	Collect feedback on AI and product analysis
Jira, Slack	To communicate testing results, bugs, and progress	Testing Reports	Provide key testing insights and bug fixes
Video Call, Slack	To ensure product branding and marketing input are aligned	Branding Guidelines	Integrate branding requirements into the app
Slack, Jira	Track backend development and API integration progress	Development Docs	Ensure back-end matches front-end and AI specs
Slack, Jira	To discuss progress on app development (iOS/Android)	Development Docs	Share progress on app features
Video Call, Slack	Share updates on AI model training and product recommendations	AI Docs, Data Models	Refine AI models based on input
Presentation, Email	Review key deliverables and ensure project alignment with business goals	Project Plan	Milestone approval required
Email, Jira	Ensure data protection and compliance with regulations	Security Reports	Penetration testing and security checks
Video Call, Email	Align product launch and marketing strategies	Marketing Strategy Docs	Coordinate for post-launch activities
Email, Video Call	To track overall project progress and address roadblocks	Project Plan, Status Reports	Provide leadership with project status
Email, Slack	To ensure issues post-launch are tracked and resolved efficiently	Support Tickets	3 months of support post-launch

Project Plan

🔗 [Project Plan](#)

Skinmate Project Plan

- Group Code: NEXT81_ONL1_ERP8_M1d
- Team Members:
  - Safynaz Mohamed Elmaghraby
  - Yasmin Tarek Abdallah
  - Samah Ateia ElAzab
  - Mohamed Ahmed Ezzelrgal
  - Salma Said Abdelrahman

Project Name:	Skinmate	AI-Powered Cosmetics Advisor
Description:	AI-driven mobile application designed to help users identify the best skincare and haircare products through advanced skin and hair analysis.
Status:	Under Evaluation

Key Docs	Description
SMART Goals	We set SMART Goals to define specific, measurable, achievable, relevant, and time-bound objectives for the project.
OKRs	We established OKRs (Objectives and Key Results) to track progress and keep our goals aligned.
Power Interest Grid	The Power Interest Grid helped us manage stakeholders based on their influence and interest, with high focus on Klar and dermatologists.
RACI Chart	We developed a RACI Chart to clarify roles and responsibilities, ensuring every team member understood their part in the project.

Project Charter	The Project Charter gave us a formal structure and outlined the project's objectives and key deliverables.
Milestones & WBS	Using Milestones & the WBS, we ensured tasks were broken down into actionable items.
Precedence Diagram	The Precedence Diagram visually maps out the sequence of tasks and shows the dependencies between them.
Critical Path & Float	These are the tasks that cannot be delayed without impacting the overall project completion date. Calculating the float for each task helped us manage resources better. Tasks with float didn't need to be rushed, allowing us to allocate more focus on critical tasks.
Gantt Chart	The Gantt Chart helped us visually track progress and deadlines.
Budget Plan	The Budget Plan ensured resources were allocated efficiently to avoid overspending.
Risk Management Plan	We prepared a Risk Management Plan to anticipate potential risks and plan mitigations
Communication Plan	The Communication Plan ensured all stakeholders were informed and engaged throughout the project.
Shared Folder	You can find all these documents into this folder.

Conclusion

Thank YOU!