



Skinmate SMART Goals

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Goal 1:

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.

Goal 1 questions:

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response:

The goal clearly defines what needs to be delivered (an AI-driven mobile app), what it will do (recommend personalized skincare and haircare products), and the desired level of performance (80% accuracy during testing). It also specifies that this should happen within an 8-month timeframe.

What makes this goal measurable? Does it include metrics to gauge success?

Response:

The goal is measurable through the accuracy rate (80%) during the testing phase. Success can also be gauged by whether the app is user-friendly and whether it has been delivered within the 8-month timeline. Testing data and user feedback can be used to track the accuracy.

What makes this goal attainable? Is it realistic given available time and resources?

Response:

Given the 8-month timeframe and assuming the necessary resources (development team, testing tools, and AI algorithms) are available, the goal is realistic. The target of 80% accuracy during the testing phase is reasonable for an AI-driven app in its initial stages, provided there is a solid development and testing process in place.

What makes this goal relevant? Does it support project or business objectives?

Response:

This goal is directly aligned with the project and business objectives of Klar. The app is central to Klar's business plan of offering personalized beauty solutions, and achieving 85% accuracy will ensure that the AI meets a quality standard that can build trust and improve user adoption.

What makes this goal time-bound? Does it include a timeline or deadline?

Response:

The goal includes a clear deadline of 8 months, which sets a specific timeline for completion. This ensures that the team has a focused period for development and testing, helping to prioritize tasks and meet project milestones.

Goal 2:

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.

Goal 2 questions:

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response:

The goal clearly focuses on improving the AI recommendation algorithm by using a specific dataset of 3,000 user data points. It also specifies a 6-month post-launch timeline for completing this task, making it clear what the task entails and the expected outcome.

What makes this goal measurable? Does it include metrics to gauge success?

Response:

Success is measurable by whether 3,000 user data points are collected and analyzed, which can be tracked using analytics tools. The effectiveness of the improvement can also be measured by evaluating how well the AI's recommendations have improved post-analysis.

What makes this goal attainable? Is it realistic given available time and resources?

Response:

Analyzing 3,000 user data points in 6 months is realistic if the app has a growing user base and the tools for data collection and analysis are in place. Given that the app is AI-driven, it is likely that the necessary infrastructure to collect and process user data exists, making this goal attainable.

What makes this goal relevant? Does it support project or business objectives?

Response:

This goal is highly relevant to the success of the AI-driven app. By improving the AI recommendation algorithm, the app will deliver more accurate and personalized skincare and haircare solutions, which aligns with Klar's goal of offering high-quality personalized beauty services and improving user satisfaction.

What makes this goal time-bound? Does it include a timeline or deadline?

Response:

The goal is time-bound with a clear 6-month deadline after launch, giving the team a specific timeframe to collect and analyze user data. This timeline helps prioritize ongoing improvements after the initial launch.