Skinmate Project Charter

- **Group Code:** NEXT81_ONL1_ERP8_M1d
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Skinmate | AI Powered Cosmetics Advisor

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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 Sōzō 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.