



Skinmate OKRs

- **Group Code:** NEXT81_ONL1_ERP8_M1d

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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.

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.