

Team

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Project Description – Beauty Benefits

The app we are designing is all about giving beauty buffs control over their beauty-related data and get rewards for sharing data with cosmetic companies. Beauty Benefits is a paid app (one-time fee) and it gathers data from users about their beauty product experiences. This data could be anything from information about the products they buy, the products they review, ratings of products, their ingredient preferences or allergies, or anything else that beauty companies would like to know about. The data collected by Beauty Benefits is anonymized and licensed to cosmetic and skincare companies, and these companies can use this data for their research and marketing without having access to the personal data about users. In return for access to this data, Beauty Benefits users can receive free samples or full-size products from the companies who work with Beauty Benefits, or they can receive money directly.

The Beauty Benefits App provides data services such as: Access Management, monitoring and keeping track of usage, billing and payments

Data Dignity

We want to empower the user to unlock value from their data by giving them control of their personal data. In the next wave of Data Economy, value will be created using user data and Beauty Benefits will ensure that users get a fair share.

Beauty Benefits manages highly sensitive PII data such as Credit Card, DOB, Name, Zip and provides permissioned access to stores for developing loyalty programs which will reward the user.

Problem Areas

- Currently, users must separately sign up for loyalty cards by providing data to each store and they have no way of revoking access to their data later. This pattern creates high risk of data leakage.
- Users are not receiving their fair share of the value that is gleaned from use of their data.
- User feedback is valuable, especially in the beauty industry, and this feedback data is not being collected efficiently for the market.

Target Users

Our target users fall into a wide spectrum of people who use beauty products. Predominantly, we can break our target users down into three main categories:

1. Women in the age range 18-30 who buy low to mid-range products frequently for a variety of needs
2. Women in the age range 31-60 who are more likely to buy high-end products for specialized beauty care
3. Men who are likely to purchase beauty or care products consistently