

*Senior Project Proposal*

# ***SkinSite***

**SP2024-12**



# Our Team



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- Motivation
- SkinSite
- Objective

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- EWG

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- System Analysis and Design
- Tentative Tech Used
- Timeline

## 4 Conclusion

# Questions



**Smooth E**



**Mizumi**



**Srichand**



**Herhyness**



Introduction x

Related Works x |

Methodology x | +

# INTRODUCTION



Problem x

Motivation x |

Objective x | +

01

**Face significant challenges in  
Accessibility and Visibility**



Limited consumer trust and missed opportunities

02

**Poorly Represented, Lack of detail, or  
Reliable information of product**



Ineffective search tool





Problem x



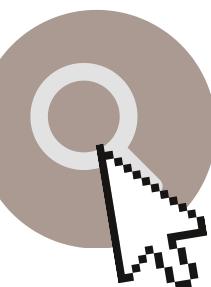
Motivation x



*SkinSite.com*

Objective x

| +





Problem X



Motivation X

Objective X



01

To develop a Thai skincare brand website by providing easy access

02

To understand the real problems and needs of users in facial skincare

03

To develop a database of Thai skincare products



Introduction X |

Related Works X

Methodology X | +

# RELATED WORK



# Example Websites

# Table of Function

# EWG

X | +

Konvy

Search product or beauty deal

Category Brand 11.11 AFTERPARTY RECOMMEND LUXE Account Cart

Skincare Makeup Baby & Mom Body & Personal care Covid-19 Fashion & Lifestyle Hair Health & Wellness Household Perfume Toys & Games For Men

Search product or beauty deal

Search product or beauty deal

20% off

All Products Valid for 7 days after collected

All Products Valid for 7 days after collected

Rojukiss White Poreless 5X Intensive Mask 25ml B1 869

Leaders Snail Intense Plus Mask 25ml B1 849

Konvy Portable Soft Toothbrush With Protecti... B1 899

Konvy Portable Air Cushion Folding Comb #Pink B1 899

Konvy Mouse Pad Random 1pc #Rectangle B1 859

BEAUTRIUM

Search

FLASH SALE

Sale up to 80% บัตรเดบิต!  
Buy 1 get 1 ซื้อ 1 ฟรี 1  
Voucher โค้ดส่วนลดพิเศษ  
BEAUTRIUM Exclusive Edition  
Korea Makeup เมคอัพเกาหลี  
Eyebrow Pencil อุปกรณ์เขียนคิ้ว  
Sunscreen กันแดด  
Makeup Remover ล้างเครื่องสำอาง

Mask มาส์ก  
Derma เดอร์มาต้าค์  
Perfume น้ำหอม  
Hair Care ดูแลเส้นผม  
Supplement อาหารเสริม  
Gadget อุปกรณ์ดิจิทัล  
Men สำหรับผู้ชาย  
Acne Care รักษาสิว

05 : 10 : 09 : 54

DAYS HOURS MINUTES SECONDS

EWG's Skin Deep®

GET UPDATES DONATE

Your guide to safer personal care products

Backed by science. Designed for you. Learn what's really in your personal care products.

Search for an ingredient, brand or product

Can't find your product? BUILD YOUR OWN REPORT

117,718 Products 5,825 Brands 2,444 EWG Verified® Products

EWG's Skin Deep

skinsort

Find products, brands, and more

Explore Tools Learn Get the app Log In

Skincare Products

Explore the top with detailed ingredient breakdowns, usage guidelines, and reviews from skincare lovers like you.

People often look for... Cleansers → Fungal Acne Safe Products →

Holy grails Trending Hydrating Oil-control Soothing Nourish

Category Preference Ingredients Good for

SKIN1004 Madagascar Centella Ampoule ★ 4.0 · Ampoule · Korean · \$11.94 vegan and cruelty-free ampoule that contains 7 ingredients.

Details

Track your products and build your routine with SkinSort. Get started - it's free!

SkinSort



Example Websites x

# Comparison of Function x

EWG x | +

Functions	Features	Website											
		1	2	3	4	5	6	7	8	9	10	11	12
Search	Text	Brand	●	●	●	●	●	●	●	●	●	●	●
		Product Name	●	●	○	●	●	●	●	●	●	●	●
		Ingredient Concern		○	○	○	○	○			○		●
		Ingredient		●	○	○					●	●	
		Benefit / Product Goal	○	○	○	○	○	○					●
	Filter	1 Filter	●		●			○	●		●		●
		More than 1		●		●	●	●	●	●	●	●	●
	Image							●		●			●
	Recommendations		●	●	●	●			○	○			●
	Sorting		●	●	●	●	●	●	●	●	●	●	●
User Account Management	Wishlist			●	●	●	●	●	●	●	●	●	●
	Skin Routine Set										●		●
	Review		●	●	●		●	●	●	●	●	●	●
	Product Comparison				●			●	●		●		●
	User Account Management		●	●	●	●			●	●	●		●
	Notify Skin Concern												●

## Website

1. [Cosmenet](#)
2. [Konvy](#)
3. [Jeban](#)
4. [Beautrium](#)
5. [Shopee](#)
6. [Lazada](#)
7. [Incidecoder](#)
8. [Skincarisma](#)
9. [EWG's Skin Deep](#)
10. [CosDNA](#)
11. [SkinSort](#)
12. [SkinSite](#)

● = Available

○ = Available with issues



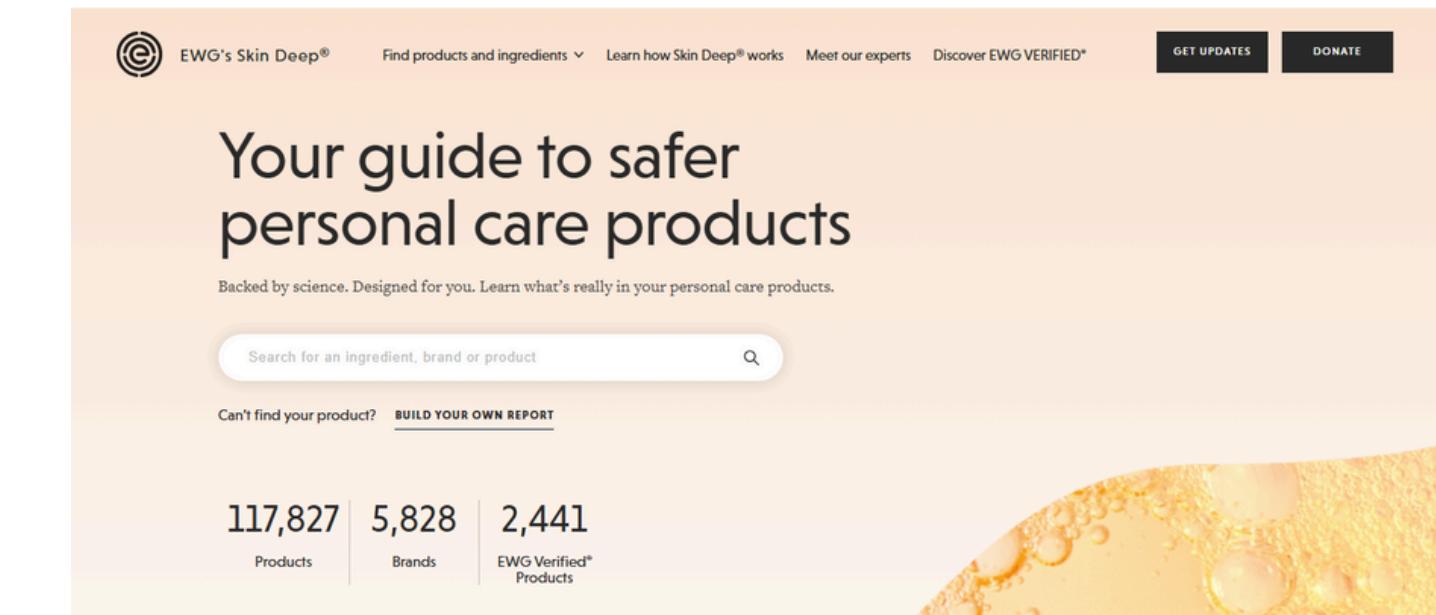
# Background on EWG

Nonprofit organization promoting healthy living



## EWG VERIFIED® Mark

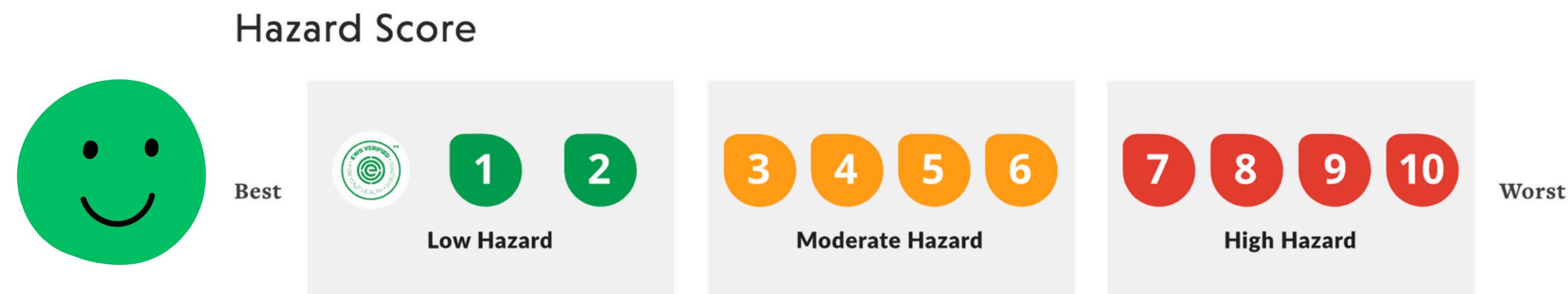
- Products avoid chemicals of concern
- Disclose all ingredients (including fragrance)
- Meets strict health and transparency criteria
- Verified by EWG scientists to meet the highest safety standards



## EWG Rating Systems

### Hazard Score (1-10)

- Lower score = fewer health risks
- Higher score = more concerns



### Data Availability

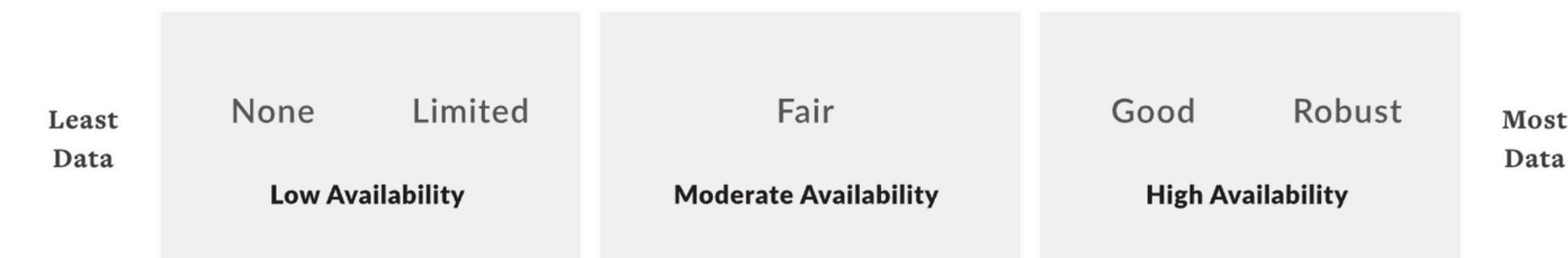
# EWG Rating Systems

## Hazard Score (1-10)

## Data Availability

- Measures the level of scientific research available.
- Categories: None, Limited, Fair, Good, Robust.

### Data Availability





Introduction

x

|

Related Works

x

Methodology

x

+

# METHODOLOGY

# STEP



1

**ANALYSIS OF USER REQUIREMENT**

2

**SYSTEM ANALYSIS AND DESIGN**

3

**SYSTEM IMPLEMENTATION AND TESTING**

4

**SURVEY ON USER SATISFACTION**

# STEP

1

**ANALYSIS OF USER REQUIREMENT**

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**SURVEY ON USER SATISFACTION**



## Period Survey

October 24 to November 5

## Number of participants

124 participants

The screenshot shows a survey application interface. At the top, there are three tabs: 'ค่าดำเนินการ' (General Information), 'การตอบกลับ' (Responses), and 'การตั้งค่า' (Settings). The 'การตอบกลับ' tab is selected, showing the number '124'. Below this, a summary states 'คำตอบ 124 ข้อ' (124 responses) and includes a 'บัญชี' (Log) button and a toggle switch for 'เปิดรับคำตอบ' (Accept responses). A 'ข้อมูลสรุป' (Summary) button is also present. The main content area displays 'Section 1 : General Information' and the first question: '1) Gender? (เพศ)'. At the bottom, it says 'คำตอบ 124 ข้อ'.

## SECTION

1

Demographic

2

Behavior Usage

3

Thai Skincare Brand

4

Features

# OBJECTIVE of Survey

- **1 Demographic** Information about participants
- **2 Behavior Usage** Understand user habits and preferences
- **3 Thai Skincare Brand** Background and Interest in Thai Skincare Product
- **4 Features** Identify user problem and desired features on website



SEC

Demographic

Behaviour Usage

Thai Skincare Brand

Features

Gender	Female	71.8 %
Age	18 years - 25 years	72.6 %
Occupation	Student	66.9 %
Monthly Salary	Less than 10,000 Baht	42.7 %



# Survey X

# System Analysis X | Tech Use X | Conclusion X

SEC

Demographic

Behaviour Usage

Thai Skincare Brand

Features

92 %

participants had used facial skincare products before



Survey X

System Analysis X | Tech Use X | Conclusion X

SEC

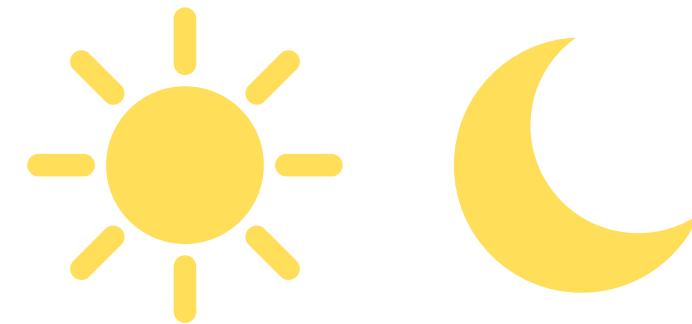
Demographic

Behaviour Usage

Thai Skincare Brand

Features

## Daily Usage Patterns



Most participants used facial skin care products **daily**

## Pre-Purchase Behavior

**Actively search** for information before buying



SEC

Demographic

Behaviour Usage

Thai Skincare Brand

Features

## Key Features Users Look For When Searching



The quality of the product

84.9 %



Benefits of facial skin care products

75.5 %



Products safety standards

71.7%

**SEC**

Demographic

Behaviour Usage

**Thai Skincare Brand**

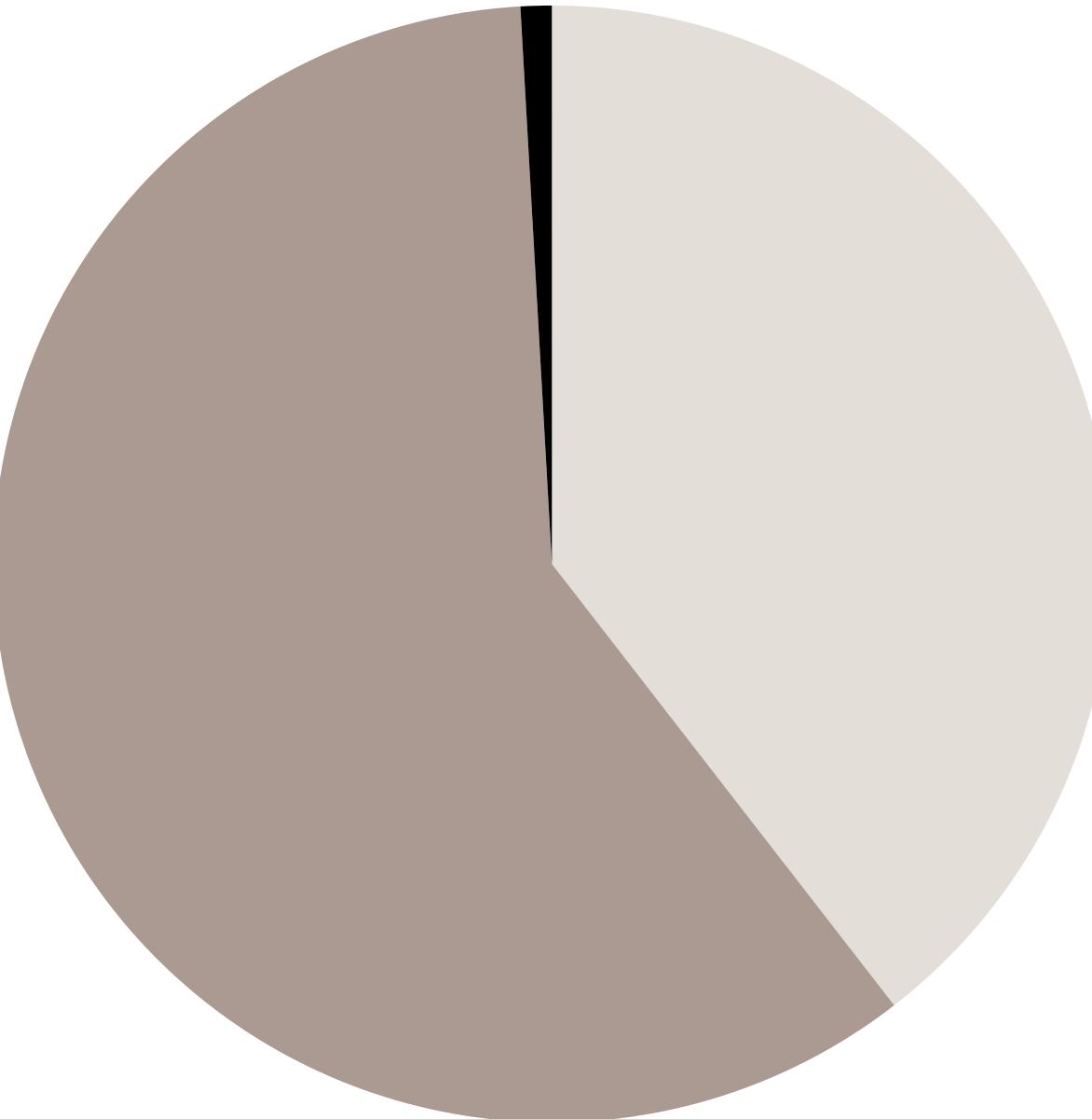
Features

## High Interest on Thai skincare brand

**Depend on Brand**  
**59.6%**

**Not interested at all**  
**0.9%**

**Interested**  
**39.5%**





SEC

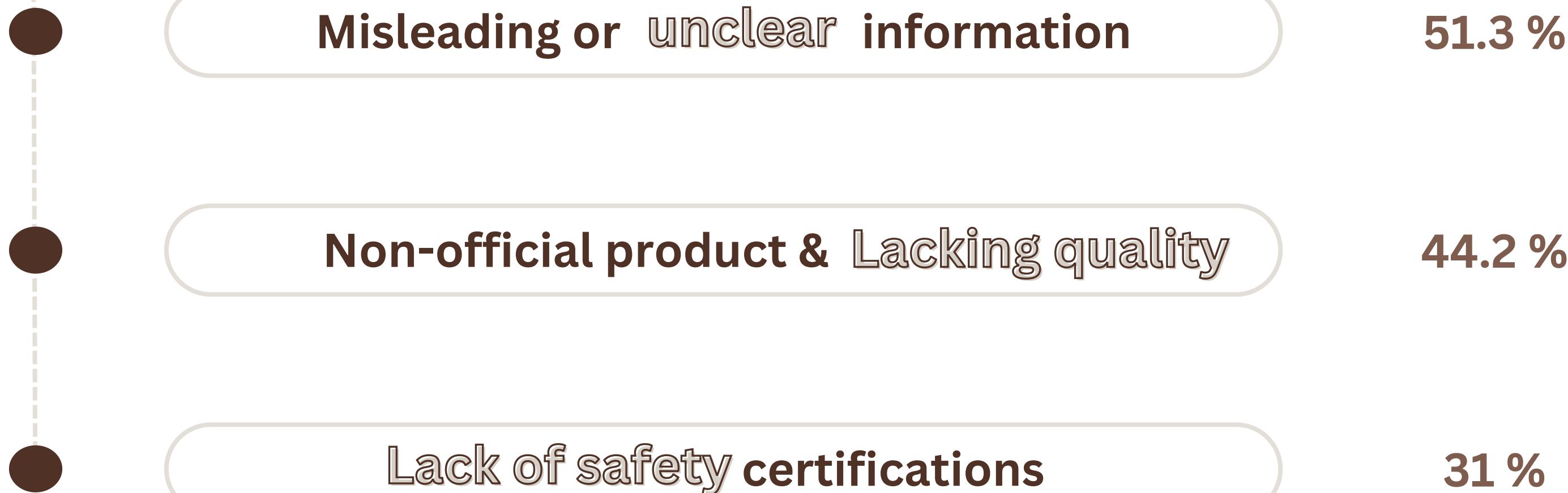
Demographic

Behaviour Usage

Thai Skincare Brand

Features

## Problem in Purchasing Thai Facial Skincare Products





SEC

Demographic

Behaviour Usage

Thai Skincare Brand

Features

## Top Features Users Want



Powerful and comprehensive search filters

84.4 %



Able to compare product information

73.3 %



See reviews and ratings

73.3 %



SEC

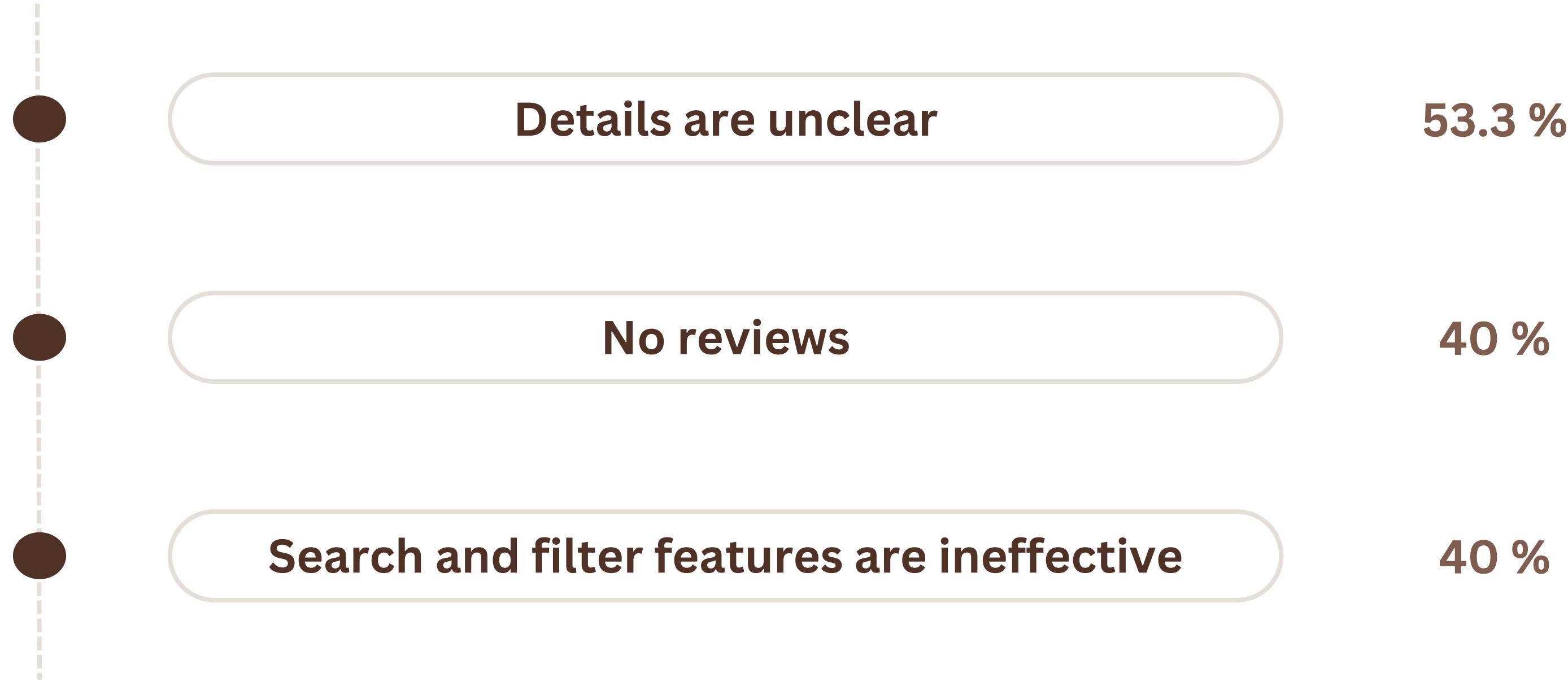
Demographic

Behaviour Usage

Thai Skincare Brand

Features

## Problems Users Face on Skincare Websites



**SEC**

Demographic

Behaviour Usage

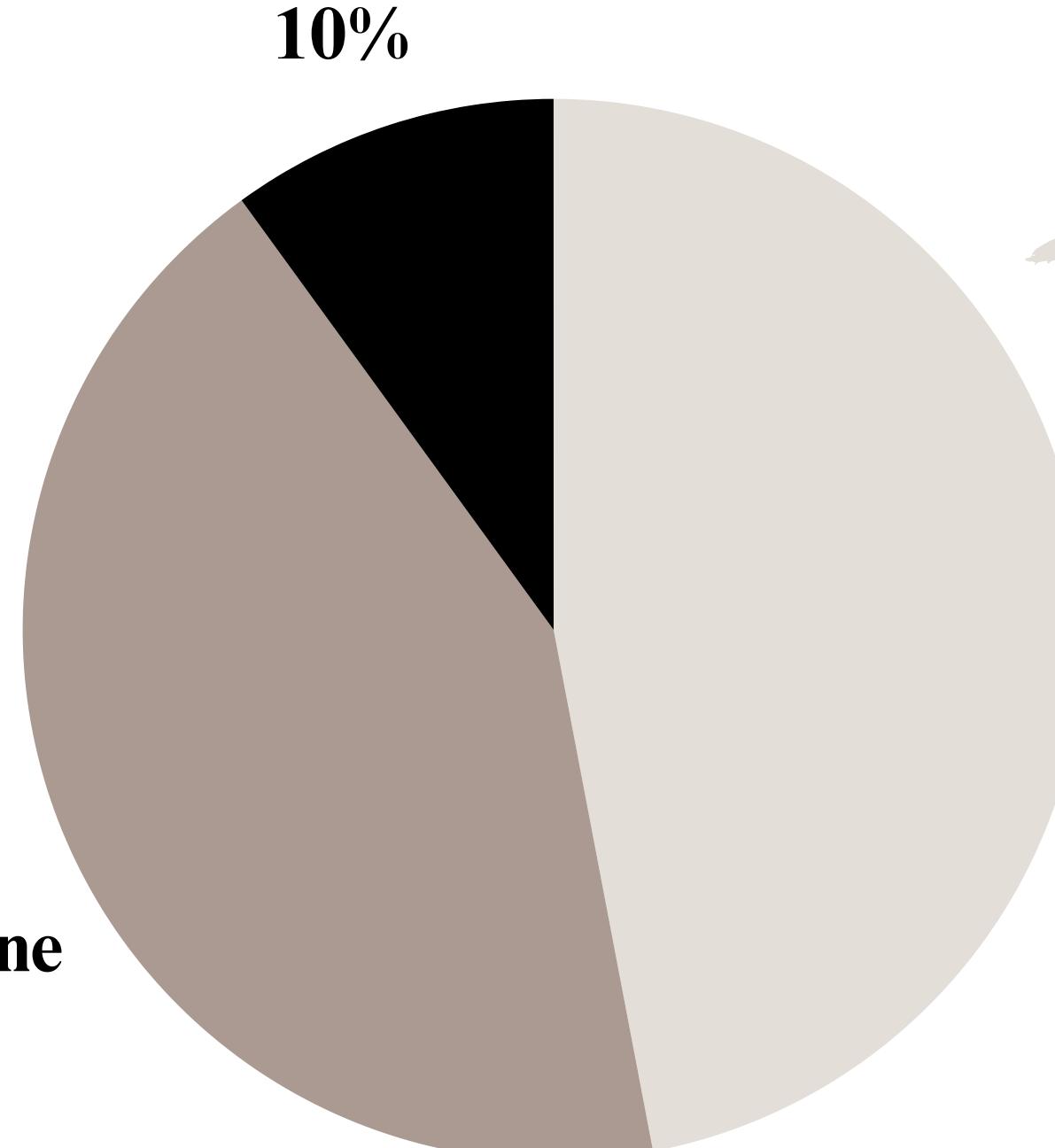
Thai Skincare Brand

Features

# Preferred System Design

**Warm and inviting tone**

43%

**Bright and vibrant colors**

10%

**Soft and neutral tones**  
47%



Introduction

x

|

Related Works

x

Methodology

x

+

# STEP

1

**ANALYSIS OF USER REQUIREMENT**



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# STEP

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Survey X

# System Analysis X

Tech Use X

Timeline X

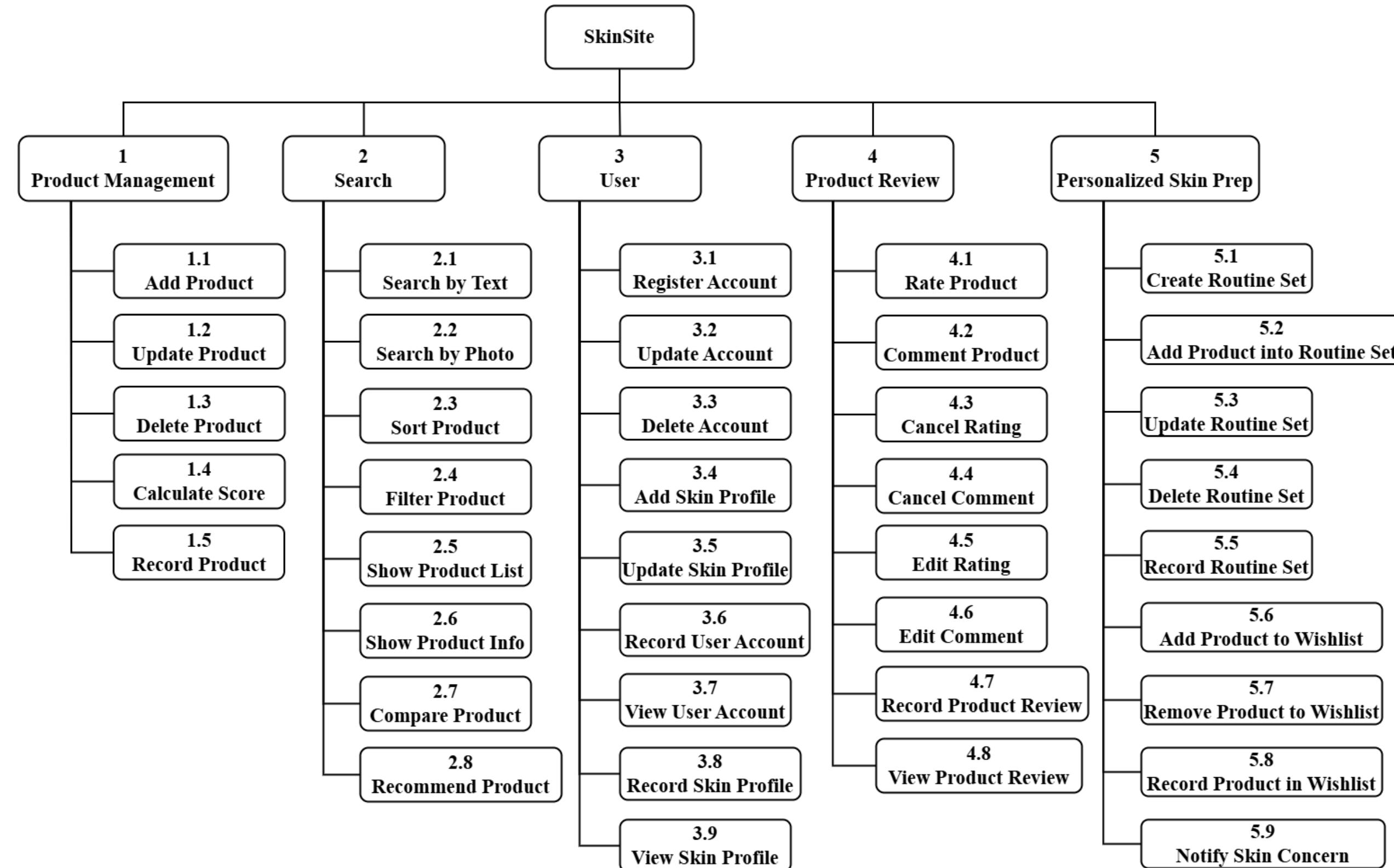
SEC

Structure Chart

Calculate Score

Design

ERD





Survey X

# System Analysis X

Tech Use X

Timeline X

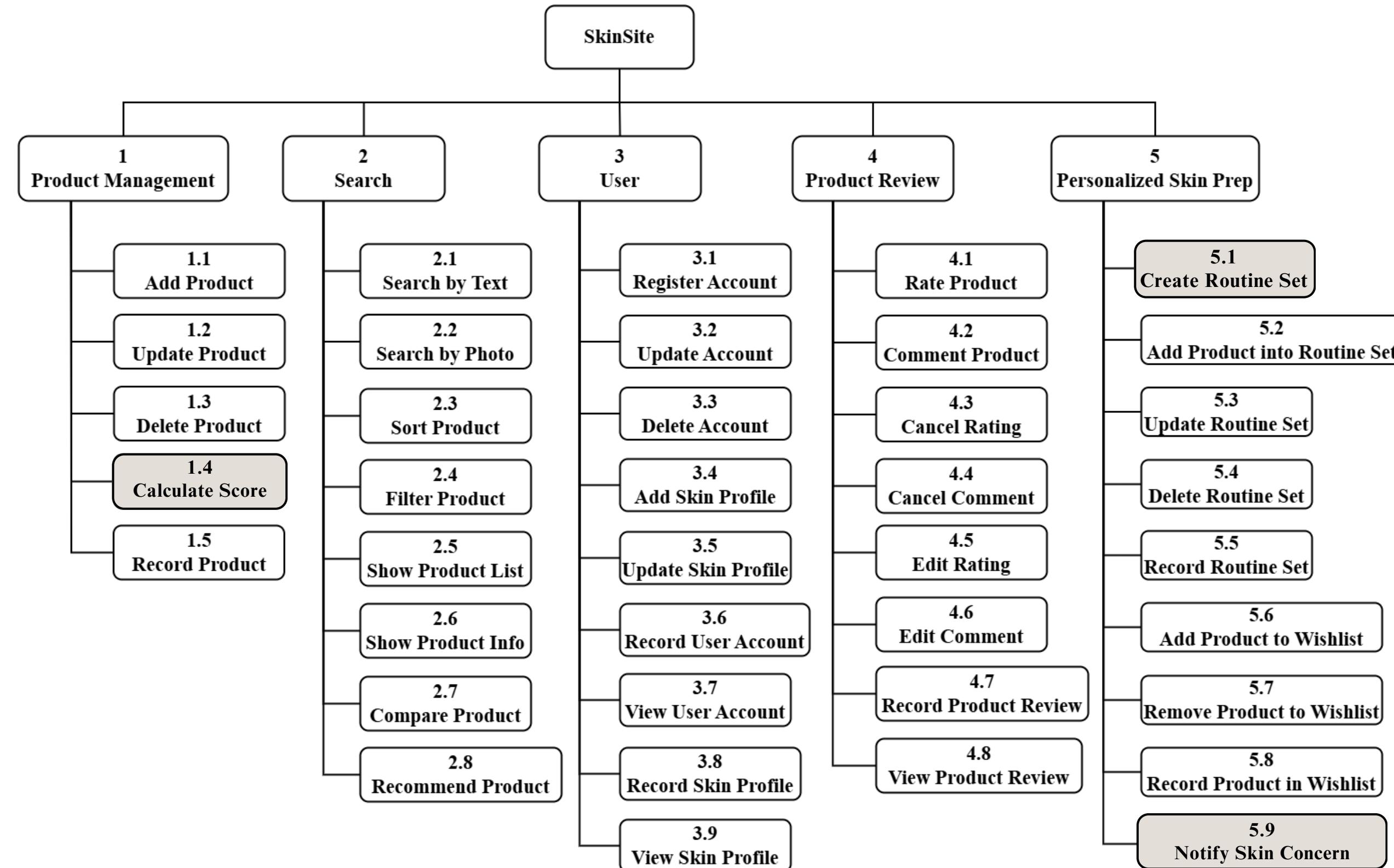
SEC

Structure Chart

Calculate Score

Design

ERD





Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

## Calculate Score



Number of user reviews and Number of star rating



Ingredients - skin type matching



Risk of using ingredients



Rating of safe ingredients





Survey X

System Analysis X

Tech Use X |

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

## Calculate Score



Skin Profile  
registration completed

Like same  
product



Product works  
well on oily skin

Show Score  
Product



85.20 > 80.20

Score Display



Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

## Calculate Score

SEARCH COMPARE Logo ABOUT CONTACT ANNIE

←

4U2 Brightening Skin Advance Serum

Serum

4.0 ★★★★☆ 2 Reviews

B Score: 81.50

+ Compare

Product Overview

Product Detail Rating & Reviews

Description

A light serum that boosts the skin to be radiant. To add moisture to the skin before applying makeup. The skin is glowing, looking healthy and adjusting the skin's balance before applying makeup.



Survey X

System Analysis X

Tech Use X

Timeline X

SEC

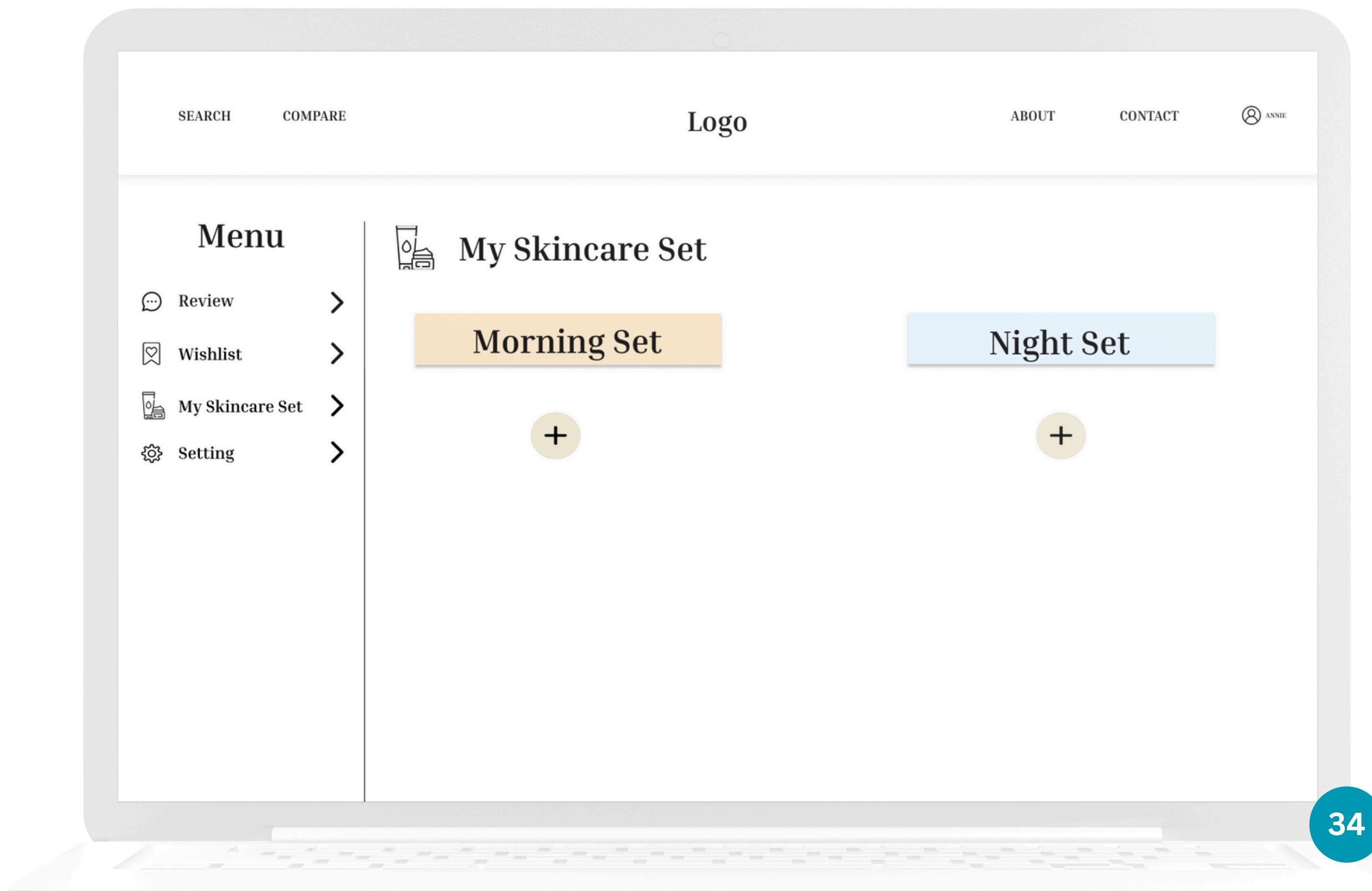
Structure Chart

Calculate Score

Design

ERD

# The Skincare routine Page





Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

# The Skincare routine Page (Morning)

SEARCH COMPARE Logo ABOUT CONTACT ANNEIE

Menu

- Review >
- Wishlist >
- My Skincare Set >
- Setting >

Step 1 Step 2 Step 3 Step 4 Step 5

Your Essence

Search Skip the step

Tomer

Her Hyness

HER HYNESS Royal Hya Water Sunscreen SPF 50+ PA++++

A Score 91-100

35

[Survey](#) X

# System Analysis

 X[Tech Use](#) X[Timeline](#) X**SEC**

Structure Chart

Calculate Score

Design

ERD

The laptop screen displays a user interface for skincare product analysis, showing three steps: Step 4 (Serum), Step 5 (Moisturizer), and Step 5 (Sunscreen). Each step has a corresponding product image and a table for brand analysis.

**Step 4 Serum**

Picture	Name of brand	Description	A-E	Score 0-100

**Step 5 Moisturizer**

Picture	Name of brand	Description	A-E	Score 0-100

**Step 5 Sunscreen**

Picture	Name of brand	Description	A-E	Score 0-100

← 1 of 2 →



Survey X

System Analysis X

Tech Use X

Timeline X

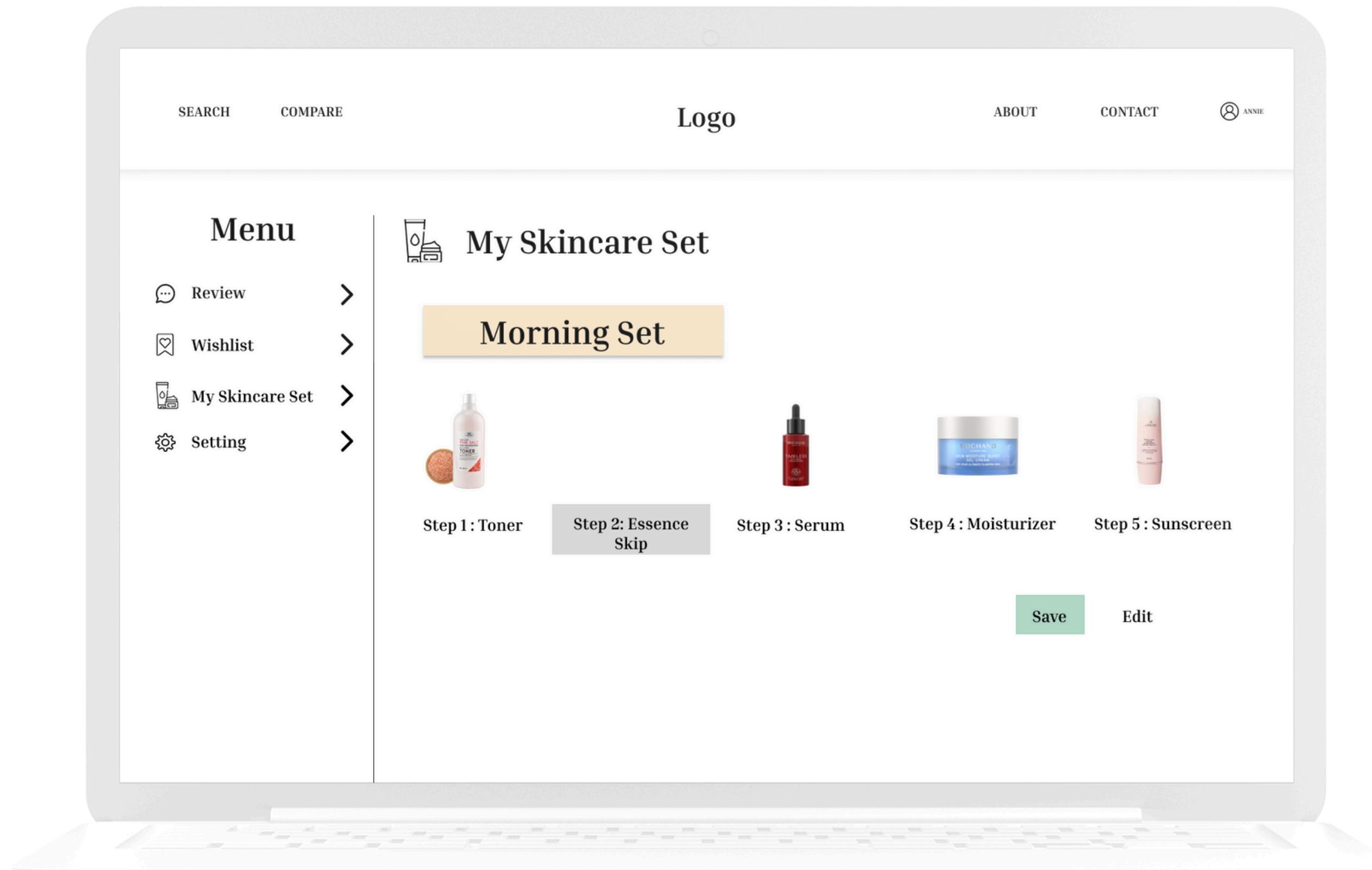
SEC

Structure Chart

Calculate Score

Design

ERD





Survey X

System Analysis X

Tech Use X

Timeline X

SEC

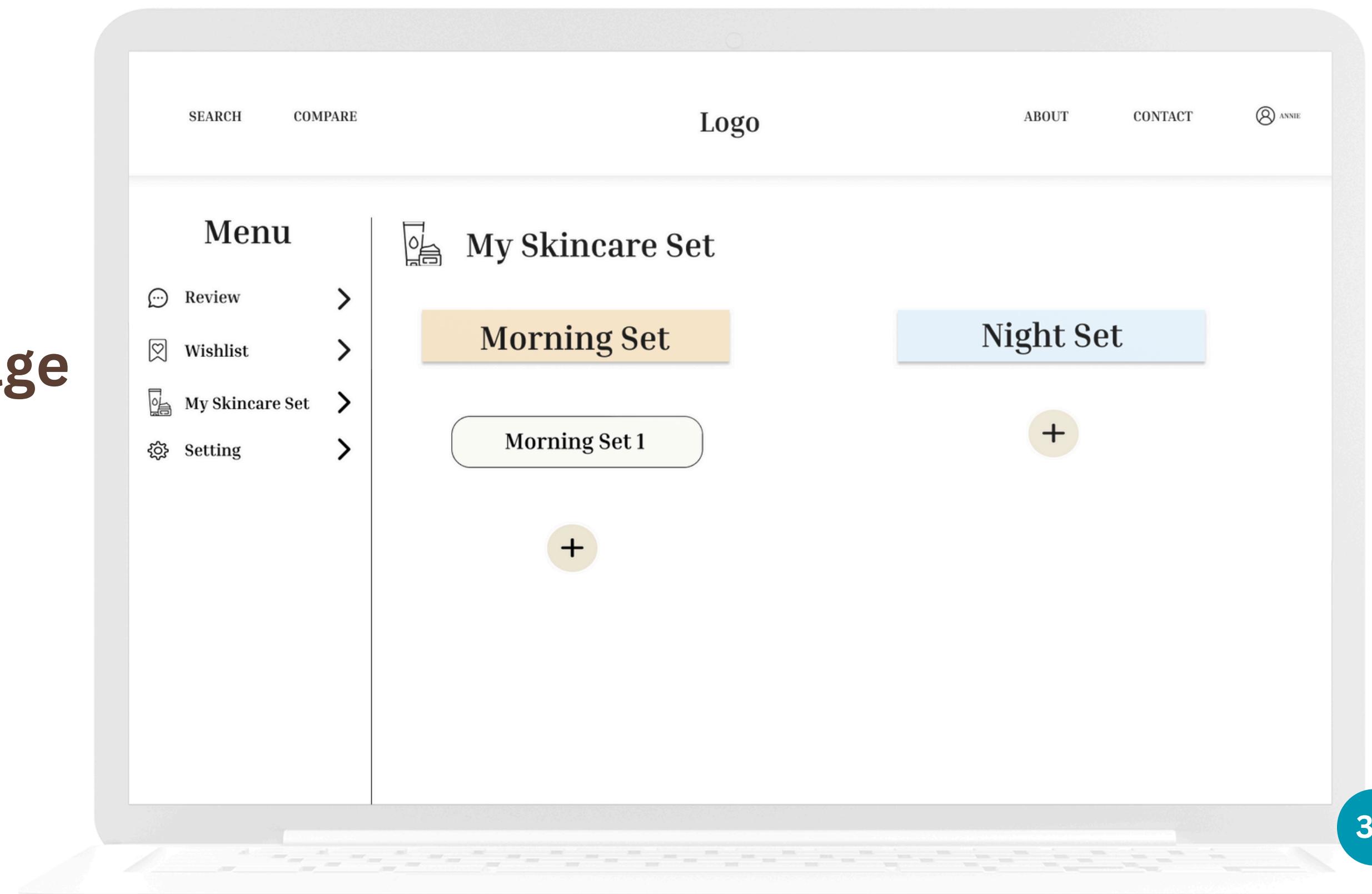
Structure Chart

Calculate Score

Design

ERD

# The Skincare routine Page (Night)





Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

# Wishlist Page

SEARCH COMPARE Logo ABOUT CONTACT ANNIE

Search All Sort by

Fri, Jan 17th 2024 Smooth E Cream 100%

Smooth E Cream 100% Natural-Source combines the unique actions of natural Vitamin E for revitalising the skin, Centella Essence (CAE) for healing scars and reducing wrinkles, the moisturising property of Aloe Vera extract and natural Jojoba oil to keep face, hands and the body looking younger.

Picture Name of Product

Picture Name of Product

Popular For You See all

1. Smooth E Cream 100%  
Smooth E Cream 100% Natural-Source combines the unique actions of natural Vitamin E for revitalising the skin, Centella Essence (CAE) for healing scars and reducing wrinkles, the moisturising property of Aloe Vera extract and natural Jojoba oil to keep face, hands and the body looking younger.
2. Name of Product  
.....Description .....
3. Name of Product  
.....Description .....



Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

# Product Page

The screenshot shows a product page for '4U2 Brightening Skin Advance Serum'. At the top, there's a navigation bar with 'SEARCH', 'COMPARE', 'Logo', 'ABOUT', 'CONTACT', and a user icon. Below the navigation is a header with a back arrow, a red warning concern icon, and the product name '4U2 Brightening Skin Advance Serum' with a 'Serum' subtitle. To the right are a star rating of '4.0', '2 Reviews', and a grade 'B' with a 'Score: 81.50'. A 'Compare' button is also present. The main section is titled 'Product Overview' and includes tabs for 'Product Detail' (which is selected) and 'Rating & Reviews'. Under 'Product Detail', there's a 'Description' section with the text: 'A light serum that boosts the skin to be radiant. To add moisture to the skin before applying makeup. The skin is glowing, looking healthy and adjusting the skin's balance before applying makeup.'



Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

# Search Page

SEARCH COMPARE Logo ABOUT CONTACT Admin

Smooth E

Your Filters: Moisturize X

Fri, Jan 17th 2024

**Smooth E Cream 100%**

Smooth E Cream 100% Natural-Source combines the unique actions of natural Vitamin E for revitalising the skin, Centella Essence (CAE) for healing scars and reducing wrinkles, the moisturising property of **Aloe Vera extract** and natural Jojoba oil to keep face, hands and the body looking younger.

Picture Name of Product

Picture Name of Product

**CATEGORY**

- Moisturizer
- Serum
- Essence
- Sleeping Mask

**FILTER BY:**

YOUR SKINE

- Dry Skin
- Normal Skin
- Oily Skin
- Acne prone

PREFERENCES

- Paraben-Free
- Silicon-Free



Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

# Search Page Filter

**Category**

- Moisturizer
- Serum
- Essence
- Sleeping Mask

**PREFERENCES**

- Paraben-Free
- Silicon-Free
- Alcohol-Free

**FILTER BY:**

**YOUR SKINE**

- Dry Skin
- Normal Skin
- Oily Skin
- Acne prone

**CONCERN**

- Bad for Dry Skin
- Bad for Sensitive Skin



Survey X

System Analysis X

Tech Use X

Timeline X

SEC

Structure Chart

Calculate Score

Design

ERD

# Comparison Page

The image shows a laptop screen with a web browser open to a comparison page. The page has a header with navigation links: SEARCH, COMPARE, Logo, ABOUT, CONTACT, and ANNIE. Below the header, there's a back arrow icon and the word "Compare". Two product cards are displayed side-by-side. The left card features a pink serum bottle with the text "4U2 BRIGHTENING SKIN ADVANCE SERUM". The right card features a gold serum bottle with the text "Smooth E 24K Gold Hydroboost Serum". Between the cards is the word "VS". Below the cards, a section titled "+ Product overview" contains a table with two columns. The first column under "Description" contains the text: "A light serum that boosts the skin to be radiant. To add moisture to the skin before applying makeup. The skin is glowing, looking healthy and adjusting the skin's balance before applying makeup. Makes the skin soft and smooth and helps the makeup". The second column under "Description" contains the text: "New! Wrinkle reducing serum, stimulates collagen production, combined with 24K gold from 99.99% pure gold, helps strengthen and improve skin health, wrinkles appear shallower from the first use, restores dry skin damaged by UV rays, makes it smooth, soft and moist, restores aura, and brightens skin cells naturally, while". In the bottom right corner of the slide, there is a blue circular badge with the number "43".



Survey X

System Analysis X

Tech Use X

Timeline X

SEC

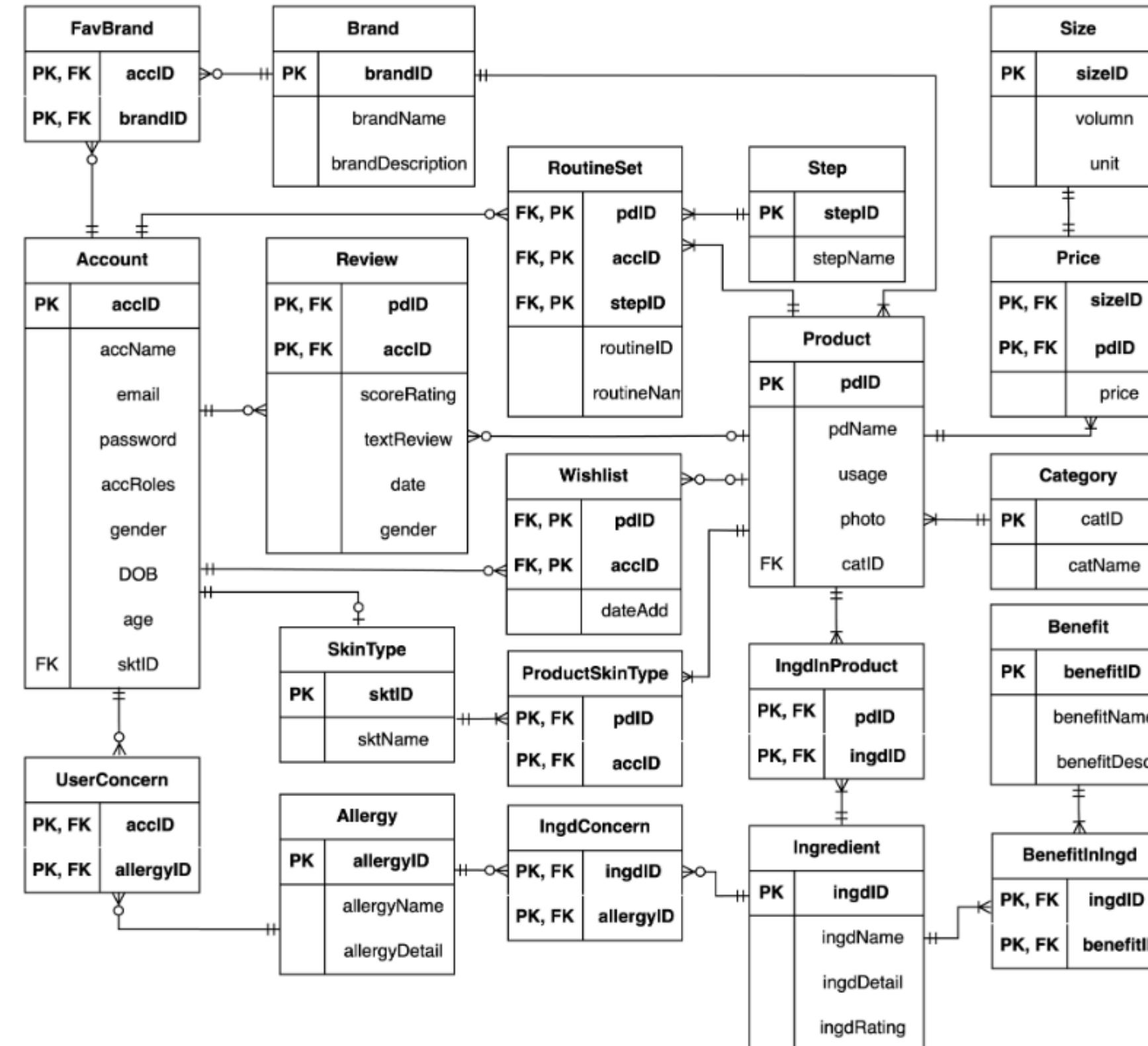
Structure Chart

Calculate Score

Design

ERD

## Overview Of ER Diagram





Survey X

# System Analysis

Tech Use X

Timeline X

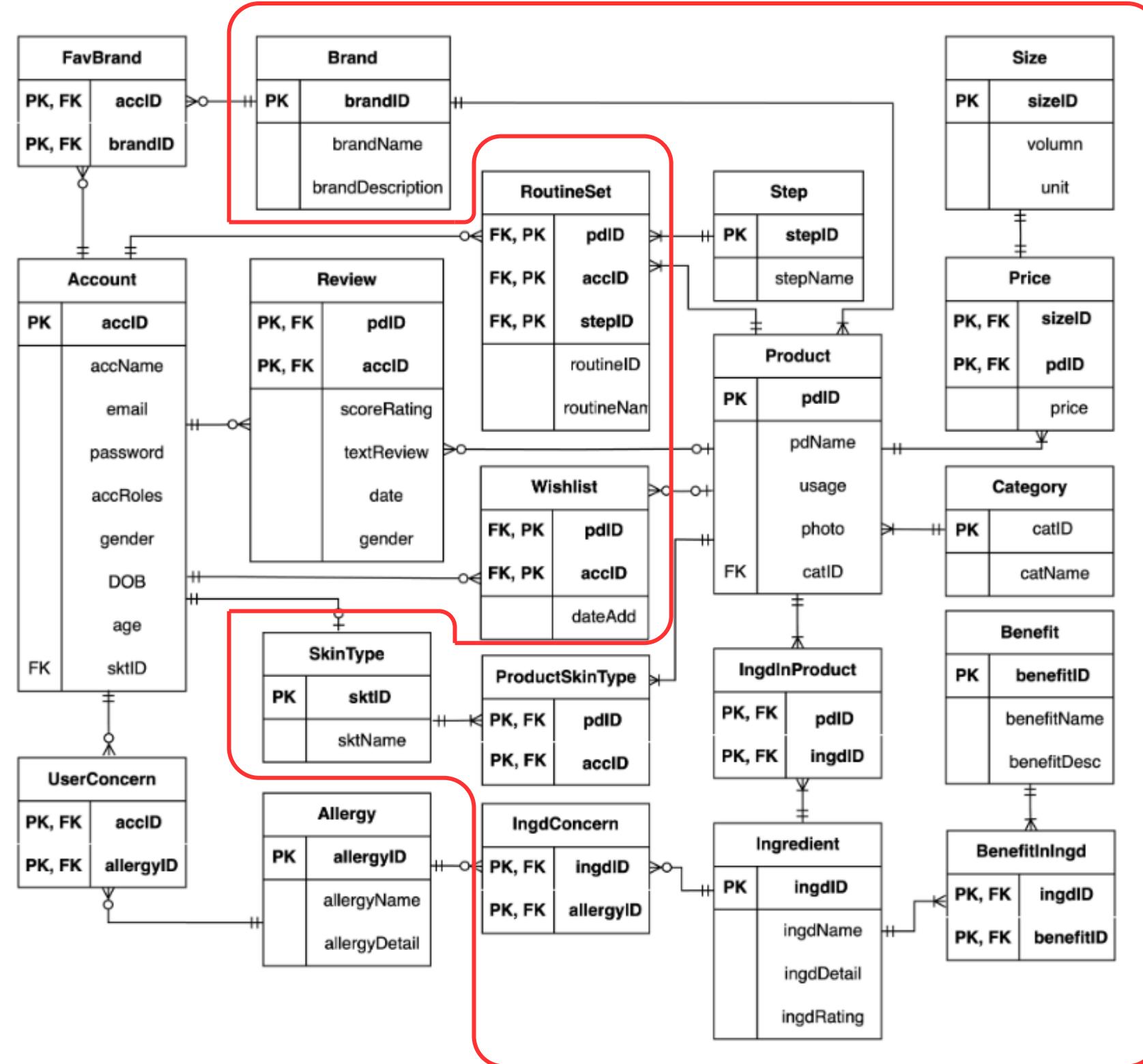
SEC

Structure Chart

Calculate Score

Design

ERD



## Product Information

- Brand
- Size
- Price
- Category
- Ingredient
- ProoductSkinType
- Benefit
- Step



Survey X

# System Analysis

Tech Use X

Timeline X

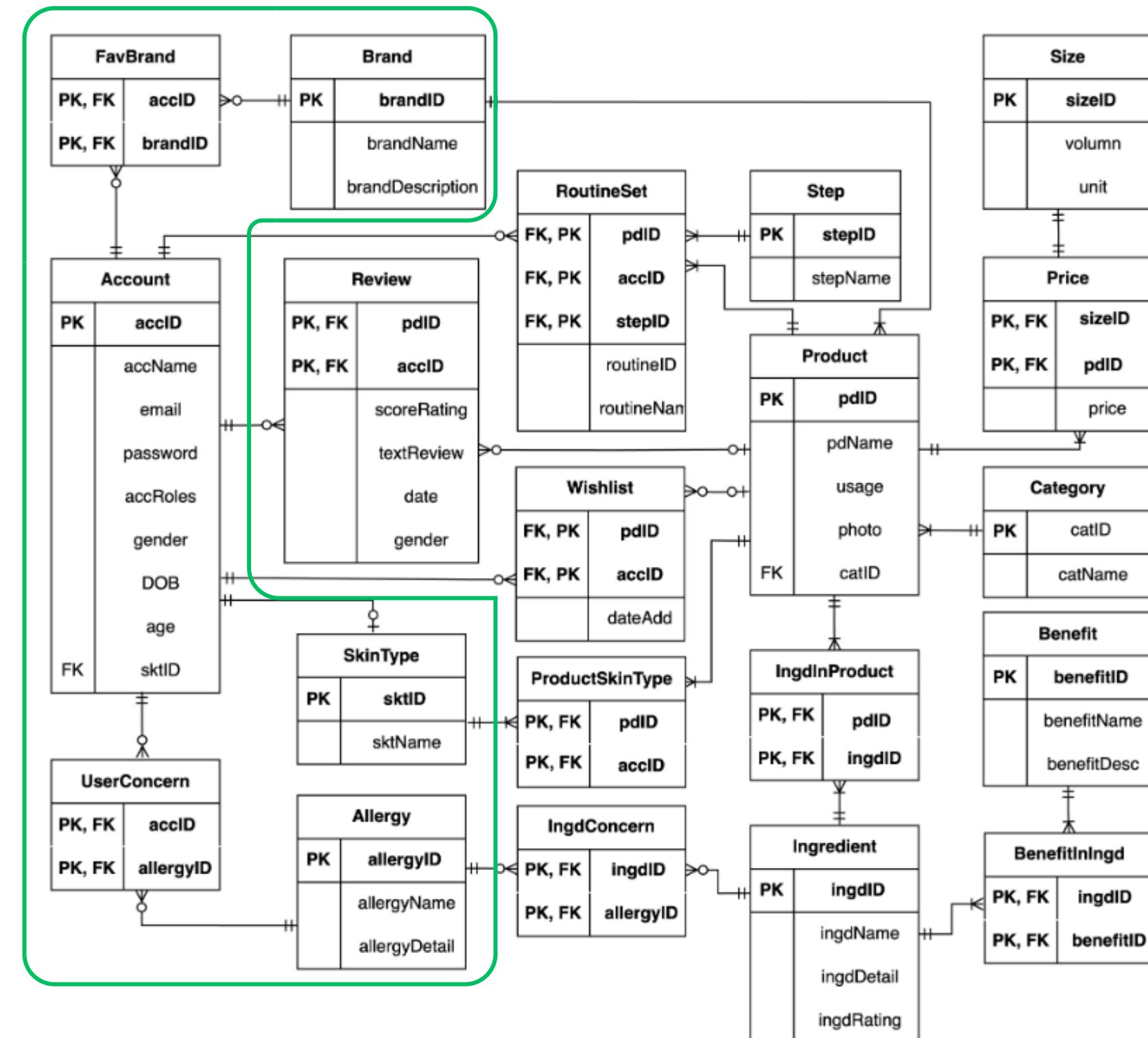
SEC

Structure Chart

Calculate Score

Design

ERD



## Personalized Information

- FavBrand
- UserConcern
- Skin Type



Survey X

System Analysis X

Tech Use X

Timeline X

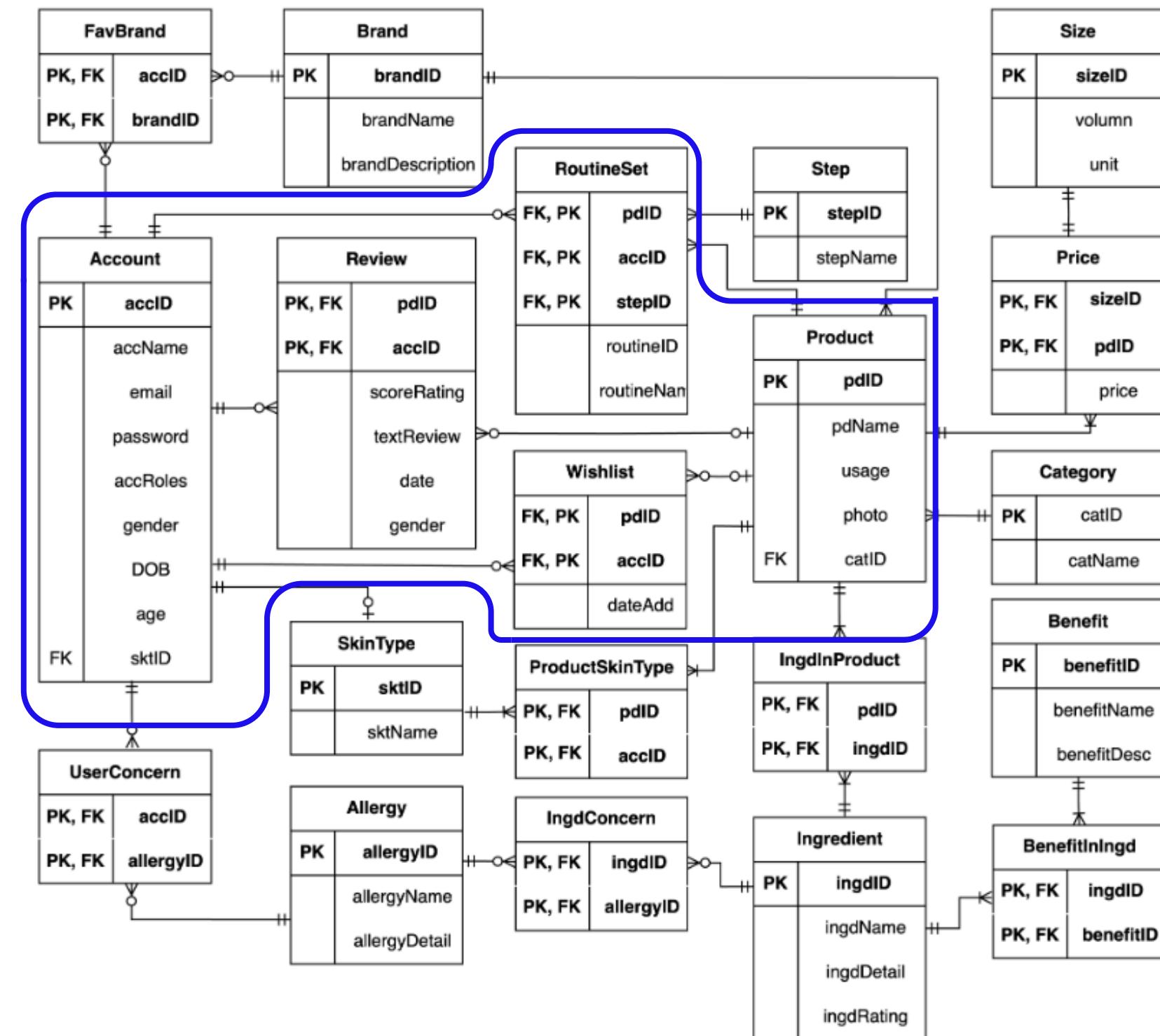
SEC

Structure Chart

Calculate Score

Design

ERD



## User Interaction Product

- Review
- Wishlist
- RoutineSet



Survey x

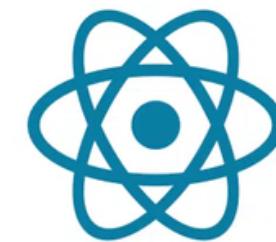
| System Analysis x

Tech Use x

Timeline

01

**Front-end:** React,  
Bootstrap (CSS),  
MySQL



**React**

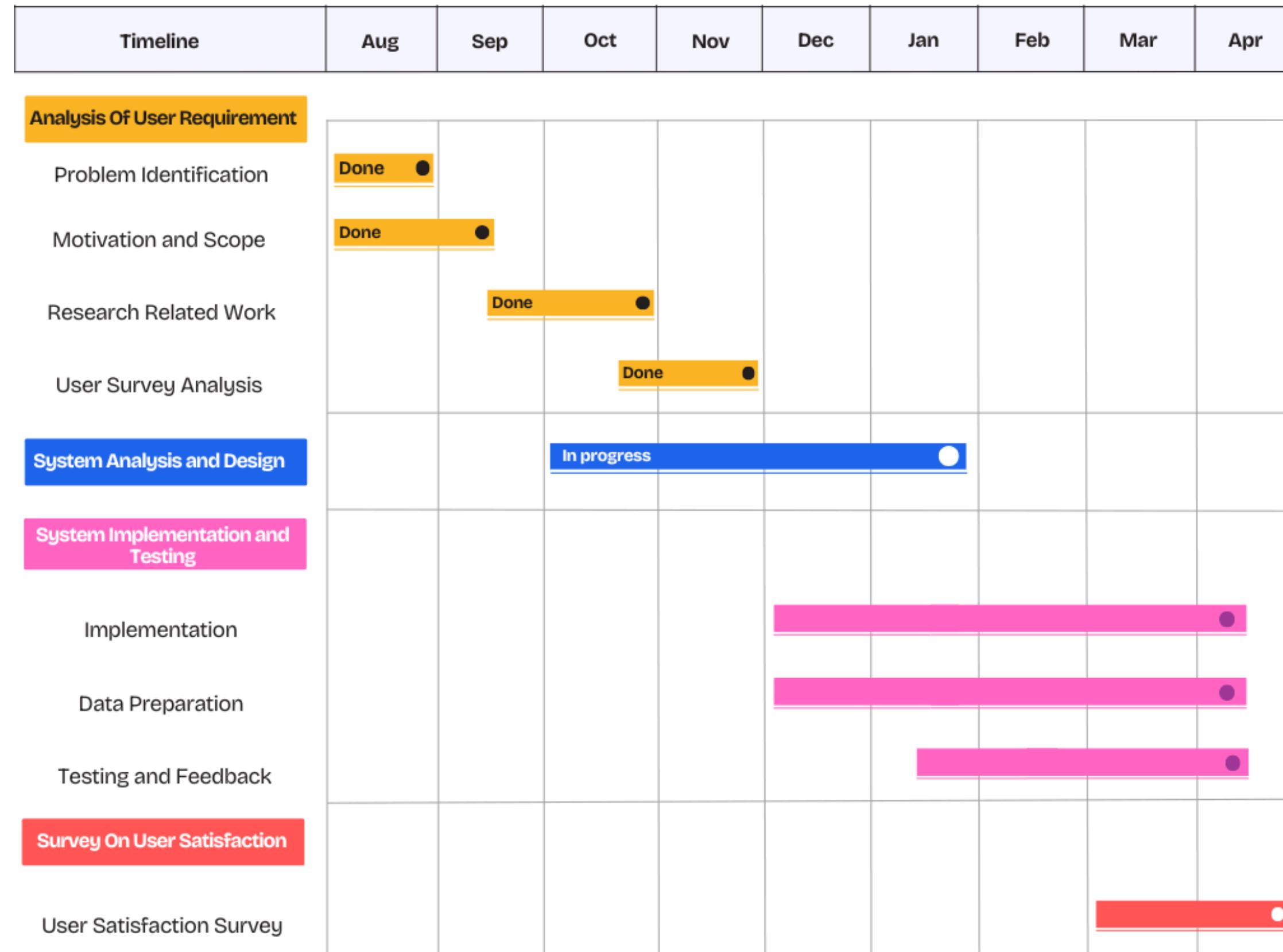


**Bootstrap**

02

**Back-end:** next.js  
and mongoDB







Related Works   x   |

Methodology   x

Conclusion   x

+

# CONCLUSION



Related Works X |

Methodology X

Conclusion X +



“

*Redefining Thai Skincare  
Tailored to Your Needs  
Always by Your Side*



”





**Thank you**