

How might we help Chloé to learn about products through other people?

Allow customers to write reviews for products

Allow customers to give ratings to products

Allow customers to post articles about products

Have a skincare tip blog section showing articles from trusted platforms

Show products ranking based on popularity

Link to 3rd party websites to buy products, such as Amazon with lots of reviews

Reviews with customers' skin types

How might we help Chloé to understand products' ingredients?

Simple explanation of each ingredient

Ingredient rating 1-10. (1 being the safest)

Ingredient color codes: green,yellow,orange,red. Green=safe

Have icons next to certain ingredients to show the main effect such as anti-aging etc.

On-boarding showing what color codes and numbers mean

Product description to show how main ingredients work on their skins

Have a list of controversial ingredients to avoid

How might we help Chloé to find products that match her skin type?

Skin type analysis: a quiz to understand users' skin type

Recommend products based on user skin type

Show products ranking based on skin type

User lists: Used products list, wish list, allergic list.

Personalized recommendation based on user lists.

Products matching percentage/ rating based user skin type

Ability to compare products