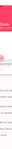
1. About

SkinCircle is a social network for people who want to share their skin care routines and product reviews.

The app offers **personalized recommendations** based on user's skin type and skin concerns, **tracking** of skin condition and **reminders** to follow skin care routines.



2. Research: Brainstorming

Research includes target audit, brainstorming, competitor analysis, user interviews, surveys, analyzing data, and creating personas to exchange those ideas/insights with the team.

Ideas and Hypotheses:

- Tracking Behavior
- Personalized recommendations
- Gamification (people are competitive and want to go their routines/steps over a period of time and compete against friends)
- Social Feed (people like to share their skin care routines, product reviews, routines, etc.)
- Gamification for users to get rewards and discounts for reviews, routines, etc.
- Reminders
- Tracking Skin Condition (Acne, Dryness, Redness, Sensitivity, Wrinkles, Dark Circles, Dark Spots, Pigmentation, Sun Damage, Dehydration, Dullness, Texture, Pores, Sagging)
- Product Search (Search Bar) & Scanner of your skincare/ routine, take a video and get recommendations for improvements
- Ask an Expert (Ask a Dermatologist, Ask a Cosmetologist, Ask a Nutritionist, Ask a Trainer)
- Profile with Skin Type, Routine, etc.
- Tracking Ingredients (Ingredients to avoid, Ingredients to Add)
- Customized routines
- Tracking Sleep, Water, Food
- Virtual Tags (to answer questions and Build your routine through the community)

3. Research: Online Pain Points Design (UX)

The Online Pain Points Design Challenge helped clarify where the design and people pain points are and what are the most important features to focus on. Online Pain Points Design Challenge helped also to generate all the ideas.

Online Groups

Pinterest Pain Points Challenge

What are the pain points or issues in using Pinterest?	**What are some possible solutions to your problem?**
Pin to Board from Google Updates: Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates	**Google Translate:** Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates
What is the reason or impact? Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates	**Pinterest Search Updates and Content Tools:** Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates

Instructables Challenge

Iphone Pain Points Challenge

What is the problem or issue using Iphone? Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates	**What are some possible solutions to your problem?** Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates
Pin to Board from Google updates: Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates	**Google Translate:** Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates
What is the reason or impact? Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates	**Pinterest Search Updates and Content Tools:** Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates, Pinterest Pin to Board from Google Updates

4. Research: Photoperpetual Challenge (UX)

Photoperpetual Challenge helped to understand people's pain points and what they want to see in the app. Photoperpetual Challenge helped also to generate all the ideas.

Ideas from Photoperpetual:

- Add Gamification with the community
- Add Gamification with the community (people are competitive)
- Add Gamification with the community (people like to share their routines)
- Add Gamification with the community (people like to share their routines and want to get rewards and discounts for reviews, routines, etc.)
- Add Gamification with the community (people like to share their routines and want to get rewards and discounts for reviews, routines, etc.)

5. Research: Define Your Audience (UX)

Jobs to be Done framework helped to define and analyze customer jobs, customer pains, and customer gains. Jobs to be Done framework also helped to generate ideas different from those ideas generated by the other two different frameworks.

Jobs to be Done Framework

Jobs	**Pain Points**
Jobs to be Done framework helped to define and analyze customer jobs, customer pains, and customer gains. Jobs to be Done framework also helped to generate ideas different from those ideas generated by the other two different frameworks.	Jobs to be Done framework helped to define and analyze customer jobs, customer pains, and customer gains. Jobs to be Done framework also helped to generate ideas different from those ideas generated by the other two different frameworks.
Gains	
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6. Task Analysis

Task analysis helped to define the flow and the interactions between the screens, which helped to define the wireframes.

I created the first diagram into the tablet Wacom.

Main Screen Features
Tracking
Tracking
Tracking