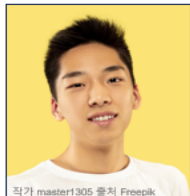


Persona & Data Collection

2021003581 손강희
2021029443 전예은
2020095178 최윤선

Persona



Name : Seokjun Min
Age : 26
Gender : Male
Couple : Y
Job(Main place of activity):
Dog Trainer,
Mainly outdoor activities
Attitude:
Active only with close friends.
Usually shy

Skin Information

- 1) **Skin type :** oily skin
- 2) **Characteristic :** Dark circles, tanned skin with slight blemishes

Cosmetic information

- 1) **Cosmetic use type :**
sunblock, all-in-one skin lotion
- 2) **Cosmetics currently used :** Uros, IOPE Men UV shield sun protector
- 3) **Things to consider when buying cosmetics :** Effectiveness
- 4) **Replacement period :**
Until used up

Troubles or difficulties while buying cosmetics

It's hard to find sunscreen that isn't sticky. I don't know what cosmetics I need for make up to look good. Buying cosmetics alone at a store feels difficult. There are so many different types, so just choose the representative ones.

How to use this app

1) What you want through the app:
I hope that uncomplicated options are provided. Since I spend a lot of time outside, I need a sunblock that lasts a long time and is not sticky or slippery. I want a recommendation for cosmetics to use when I have an appointment with my girlfriend or when I need to look good for something important day.

Behavior

As a dog trainer, I often work outdoors, so my skin gets burned and rough due to exposure to the sun. When I meet my girlfriend, I want to cover up any blemishes I get while working or pay attention to my makeup and do it well.



- **Name:** Gwen
- **Age:** 51
- **Gender:** Female
- **Couple:** Y (Married)
- **Job:** Housewife
- **Attitude:** Very sociable and family-oriented personality
- **Interest:** Workout, Children Education

Skin Information

- **Type:** Dry
- **Characteristics**
 - Menopause
 - Fever and flush on the face
 - Wrinkles around the eyes and the nasolabial folds
 - Sensitive to ultraviolet rays

Pain Points

- She's not sure what cosmetics to use on her skin changed by menopause.
- There are few cosmetics stores for middle-aged people on the street, so it is cumbersome to purchase cosmetics suitable for age.
- Cosmetics for middle-aged people are expensive, so they are burdensome to use steadily.
- Cosmetics apps are too complicated for her to use.

Behaviors

- With a social personality, she has many meetings, so she pays a lot of attention to her appearance.
- She likes to exercise such as jogging, so she gets a lot of sunlight.

Needs

- Wants to easily recommend cosmetics that fit well with middle-aged skin and are cost-effective.
- Wants to know what components of cosmetics she should avoid for her current skin condition.
- Needs a simple screen app.

Cosmetic Information

- **Cosmetics currently in use**
 - **Skincare:** ESCAROSE Snail Skin Care Set (Toner, Cream, Serum), Dr.Wonjin(Moisture), AHC(Eye), HERA(Sunblock)
 - **Color:** HERA(Cushion), Inisfree(Eyebrow), Dior(Lipstick)
- **Important things when buying cosmetics**
 - Moisture, Wrinkle Improvement Effect, Cooling, Price
- **When to replace**
 - She uses up the skincare products in about 3 months.
 - She may use color cosmetics for more than a year.

<Personal information>



Name: Gayoung Kim
Age: 18
Gender: Female
Couple: N
Job(Main place of activity):
Student
Attitude: timid

<Behavior>

- She studies hard at School
- She searches for a lot of skincare and beauty product information because she has low self-esteem about her appearance.

<Skin information>

- Skin Type: Dehydrated Oily
- Skin Characteristics: Pronounced pustular acne often appears on the forehead and cheeks.

<Cosmetic information>

- Products Used: Toner, Serum, Cream, Sunscreen, Lip Tint, Eyebrow, Eyeliner
- Current Skincare Products: Anua Aqua Chiffon 77 Toner, Innisfree Green Tea Serum, Dr.G Red Blemish Clear Cream, Innisfree Tone Up No-Sebum Sunscreen, Etude House Dear Darling Lip Tint, KissMe Eyebrow, Lilybyred am 9 to pm 9 Survival Penliner
- Considerations When Buying Skincare Products: Reasonable price and suitability for acne-prone skin.
- Replacement Frequency: Tends to switch to better products when she discovers them, typically every 3 months on average.

<Pain points>

- Applying products with fatty acids as ingredients can clog the pores and trigger acne on her skin, but she's not sure which skincare products contain fatty acids.
- She doesn't have a lot of money, so she cannot try various cosmetic products.

<Needs from this app>

- She'd like recommendations for skincare products that do not contain fatty acids.
- She's a student and she doesn't have a lot of money, so She'd appreciate affordable options.

Data Collection

● What is the data source?

We will be crawling the Olive Young online mall website for information on cosmetic products. We plan to extract the product name and price for each cosmetic item. Additionally, we will gather information about the product ingredients from the purchase details and extract details such as age, skin type, and skincare concerns from product reviews. "Skin type" is categorized as dry, combination, and oily, while "skin concerns" inform you about which aspects this product is suitable for, such as hydration, soothing, wrinkle reduction, or brightening.

● How much data is your team expected to collect?

From the Olive Young website, we will collect 600 data, 100 for each sales ranking, from major categories such as skin care, dermo cosmetics, cleansing, makeup, sun care, and men. We plan to create a dataset containing cosmetic information according to ranking for each category. The contents to be collected for each dataset briefly include cosmetic name, price, ingredients, and reviews (age, skin type, and skin concerns).

After discussing how to collect data, we decided that it would be better to combine cosmetic categories to be used for the common purpose of skin care into one category(combined skin care category). Since skin care, dermo cosmetics, and cleansing are subdivided skin-care categories, they will be integrated into one dataset. Therefore, a total of four data sets are created: integrated skin care, makeup, sun care, and men. At this point, integrated skin

care will be ranked in order of the number of reviews, and unlike other datasets with 100 data, it will include 300 data.

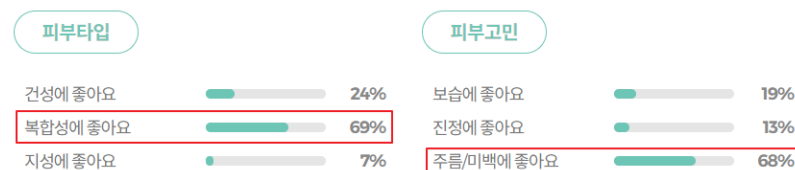
Rather than collecting all reviews of the product in question, we will collect the most common age, skin type, and skin concerns of users who wrote reviews, taking into account the differences in each ratio. Example) If the age ratio is 10s : 20s : 30s : 40s or older = 10 : 50 : 13 : 4, the main user group is classified as those in their 20s.

● **Note that I want to know the plan and status of data collection for your project.**

We are working on a code to crawl the ranking page of the Olive Young website (<https://www.oliveyoung.co.kr>). Sales ranking, cosmetic name, and price by category will be crawled. In addition, the text of 'All ingredients that must be entered according to the Cosmetics Act' will be crawled on the product's purchase information menu. The skin type and skin concerns will be crawled from the review menu to extract the labels of the skin type and concerns with the highest percentage for each cosmetics. In addition, we will apply age-group filtering in reviews to extract the age group that has written the most reviews. We crawl the red box section in the image below.



화장품법에 따라 기재해야 하는 모든 성분	<p>정제수, 다마스크장미꽃수, 글리세린, 에탄올, 알부틴, 베타인, 트레할로오스, 다마스크장미꽃오일, 비타민나무열매추출물, 아사이팜열매추출물, 로우스워트블루 베리추출물, 인디안구스베리열매추출물, 크랜베리추출물, 바위들꽃뿌리추출물, 고삼뿌리추출물, 블랙월로우나무껍질추출물, 약모밀추출물, 잔탄검, 알란토인, 판테놀, 붉나무종영추출물, 올리브나무잎추출물, 감국꽃추출물, 화화나무씨추출물, 꿀꿀잎추출물, 밤껍질추출물, 흰버드나무껍질추출물, 병풀추출물, 부틸렌글 라이콜, 1,2-헥산다이올, 포트마리골드꽃추출물, 황금추출물, 모란뿌리추출물, 스페인감초뿌리추출물 *아이스이에서 사용하는 에탄올은 식물발효성분입니다</p>
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Next is an example format of the dataset to be refined.

EX) 카테고리 : 스킨케어 데이터셋						
랭킹	제품명	가격(원)	나이대	피부타입	피부고민	성분
1	AAA	50,000	10	지성	진정	~ ~ ~
2	BBB	120,000	40	복합성, 지성	주름/미백	~ ~ ~
3	CCC	80,000	20	건성	보습	~ ~ ~
...
...
...
...
...
...
98	XXX	200,000	30	건성, 복합성	주름/미백	~ ~ ~
99	YYY	30,000	10	복합성	보습	~ ~ ~
100	ZZZ	70,000	20	복합성	진정	~ ~ ~