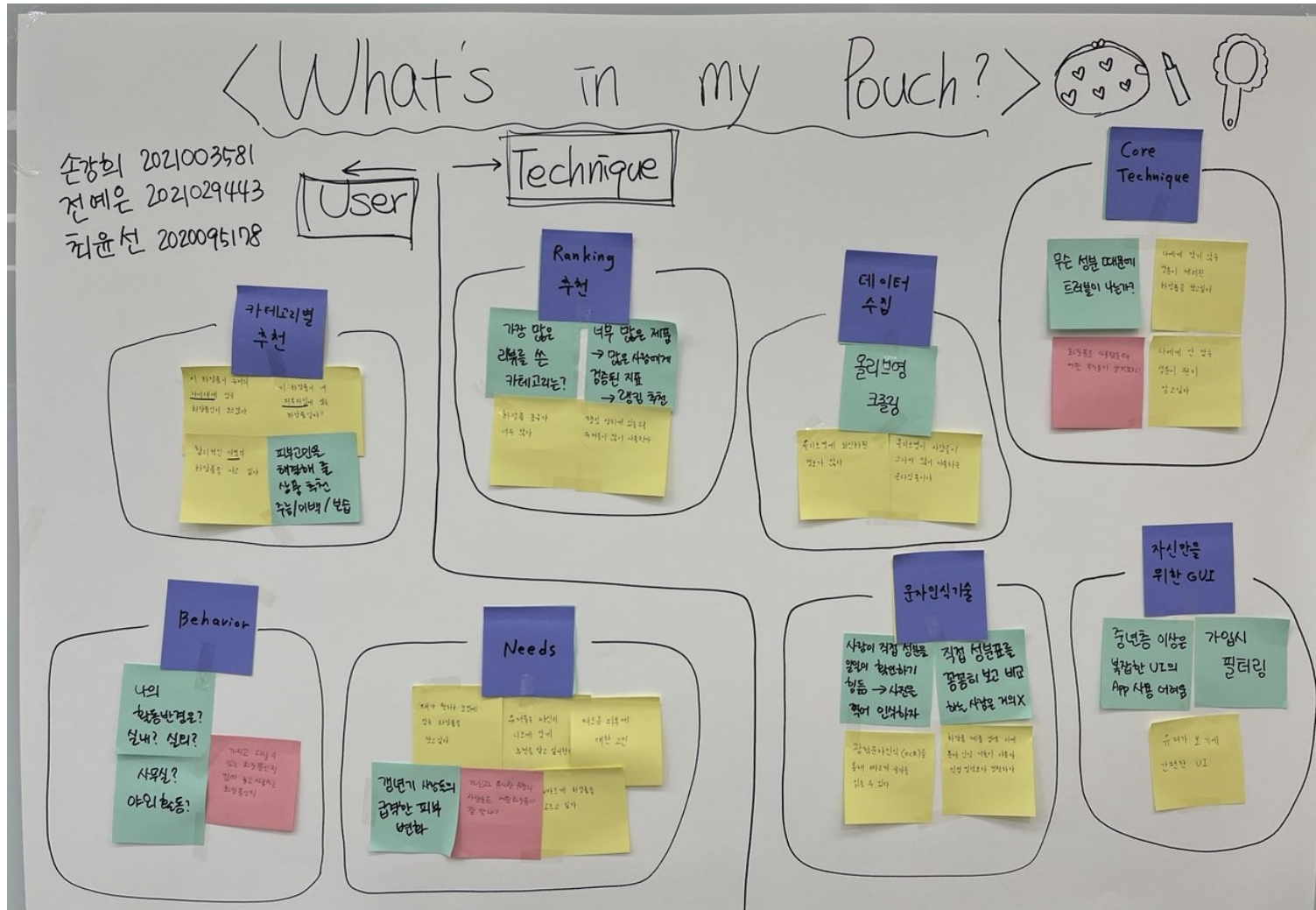


Affinity Diagram & Claim Analysis

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Affinity Diagram



Claim Analysis

Theme	Topics
Recommend cosmetics after removing unsuitable ingredients for user's skin	<ul style="list-style-type: none"> + Instead of users having to check the ingredients of cosmetics one by one, we can only show cosmetics without ingredients that do not suit the user's skin. + If there are ingredients that are not inappropriate but need to be careful, they can be displayed to the user. - Even if there are cosmetics that are suitable for the user, it is difficult to recommend products that are not listed on Olive Young because there is no information. - When most cosmetics data contains ingredients that do not suit the user, the types of cosmetics that can be recommended to the user are greatly limited.
Construct the app based on data crawled from Olive Young	<ul style="list-style-type: none"> + Using Selenium, we can obtain actual cosmetic product information (product name, price, ingredients, review information, etc.) by ranking each category from Olive Young. + Crawled data consists of options that users may be curious about when purchasing cosmetics, and is used as a recommendation filter based on user information (gender, age, skin type). - It may be difficult to obtain accurate option information (age, skin type) for newly released cosmetics compared to existing cosmetics sold to many people. - Information on skin type, skin concerns, and age must be collected through reviews, but if a product with few reviews is ranked, it may be difficult to collect proper data.
Show only the personalized screen UI gotten filtering when joining membership	<ul style="list-style-type: none"> + Because of the simplified screen UI, people over middle-aged can easily use the app. + Users can find the content they want more quickly. - If personal information changes, such as skin type or concerns, there may be a hassle of having to change member information once again. - It is difficult for users to find recommendations for cosmetics used by people with different skin conditions.
Recommend cosmetics based on the ranking of each category (Skin Concerns, Cosmetic Types, Price, Skin Type)	<ul style="list-style-type: none"> + Users can check the cosmetic rankings based on their unique preferences, such as skin concerns, types of cosmetics, price range, and skin type. + This functionality caters to users' specific needs, so it sets our app apart as a distinctive offering not provided by other cosmetic apps. - Very specific categories such as spreadability are not provided. - It's important to note that highly ranked products are not necessarily the best fit for individual users, as they are often determined by sales volume, not personalized suitability.
Analysis of cosmetic ingredients through OCR	<ul style="list-style-type: none"> + Users don't need to input each ingredient one by one, providing convenience to users. + Even for cosmetics not found on the Olive Young website, ingredient analysis is possible. - When users are in a poorly lit environment, taking photos can be challenging. - Taking photos can be difficult when users don't have the cosmetics directly on hand.