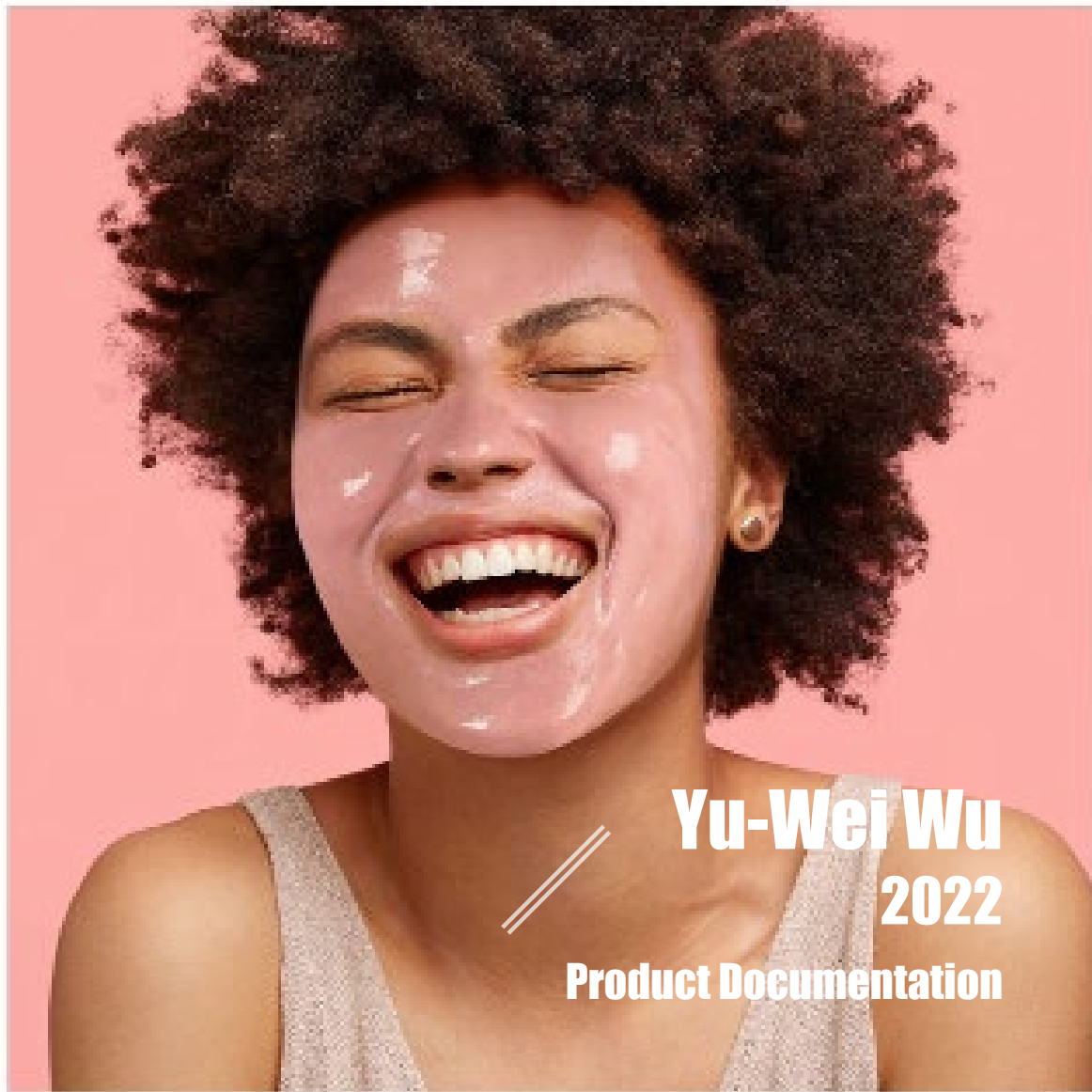


FREEMAN[®]
beauty



Yu-Wei Wu
2022
Product Documentation

Note: This project is an academic project.

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Since the modern technology has paved the way for multi-functional devices like the smartwatch and the smartphone. I came out with idea of the AI digital photogrammetry skin analysis, which is using AI technology to scan face - like Face ID on smartphone - and build up a model of the user's face and analyze their skin. And later use the diagnostic information to make personal product suggestions to the customer.

Prototype

AI-powered skin analysis is better understand the user's skin condition than the survey itself online. Users can also track the efficacy of their skincare routine over time and see the results of how products are benefiting them.

Here is the link to prototype:

<https://www.figma.com/proto/sUUgRTTdJ83X1vhKErg66D/Freeman-Desktop?node-id=80%3A363&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=80%3A363>



AI Digital Photogrammetry Skin Analysis

The AI-Powered skin analysis system is among the most innovative triple-spectral skin imaging technology that offers instant HD results. We will ask user some quesetions that play the vital factor for skin analysis beofre the scanning. Next, AI will examine each image to prepare the summary report.

It also provides users with recommended products along with briefly information about the care your skin requires under the skin analysis.

Provide users with a precise virtual skin analysis, which can then be coupled to exacting product recommendations.

Aimed at providing useful, easy-to-understand skin condition information to the consumer using the widely accessible tool of the camera built into virtually all devices.

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Vision

Provide users with a precise virtual skin analysis, which can then be coupled to exacting product recommendations.

Goal Statement

Aimed at providing useful, easy-to-understand skin condition information to the consumer using the widely accessible tool of the camera built into virtually all devices.

PERSONA



Office Worker

31 years old

“I want to look good so just tell me what to do and what to use.”

Goals

- Find products that work for her skin
- Not have to think about skincare as much
- Spend as little money as possible
- Quick routine with minimal products
- Maintain skincare routine in order to look good

Needs

- Affordable product that clears her skin problems
- An easier way to find skincare products that meet her skin's needs
- Reviews from relatable people

Pain Points

- Overwhelming information on skincare and product choices online
- Spending too much money on products that don't always work
- Can be hard to find product for her specific skin type
- Difficult to know ingredients and how safe they are for skin

Behaviors

- Has a daily skin routine
- Reads reviews to research skincare product before buying
- Tried to find the products that fit her skin's needs
- Checks for promotion

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Development

- 1) The Freeman skincare products database
- 2) Face ID system
- 3) The AI system
- 4) Photogrammetry Model system
- 5) Connect to specific location's weather data
- 6) Set up the skin analysis outcomes database
- 7) Cross-analysing on climate and skin database

Runtime

- 1) Devices with camera
- 2) Online internet connection
- 3) Obvious AI skin analysis information on web pages
- 4) Access to user's location weather
- 5) User's face Images for building up face model
- 6) Advanced AI analysing



Skin analysis based on weather

Weather conditions, environmental pollutants, and a high UV index impact the skin's microbiome, so protecting and supporting the skin to try and reduce the impact of extreme conditions is vital to overall skin health and hydration.

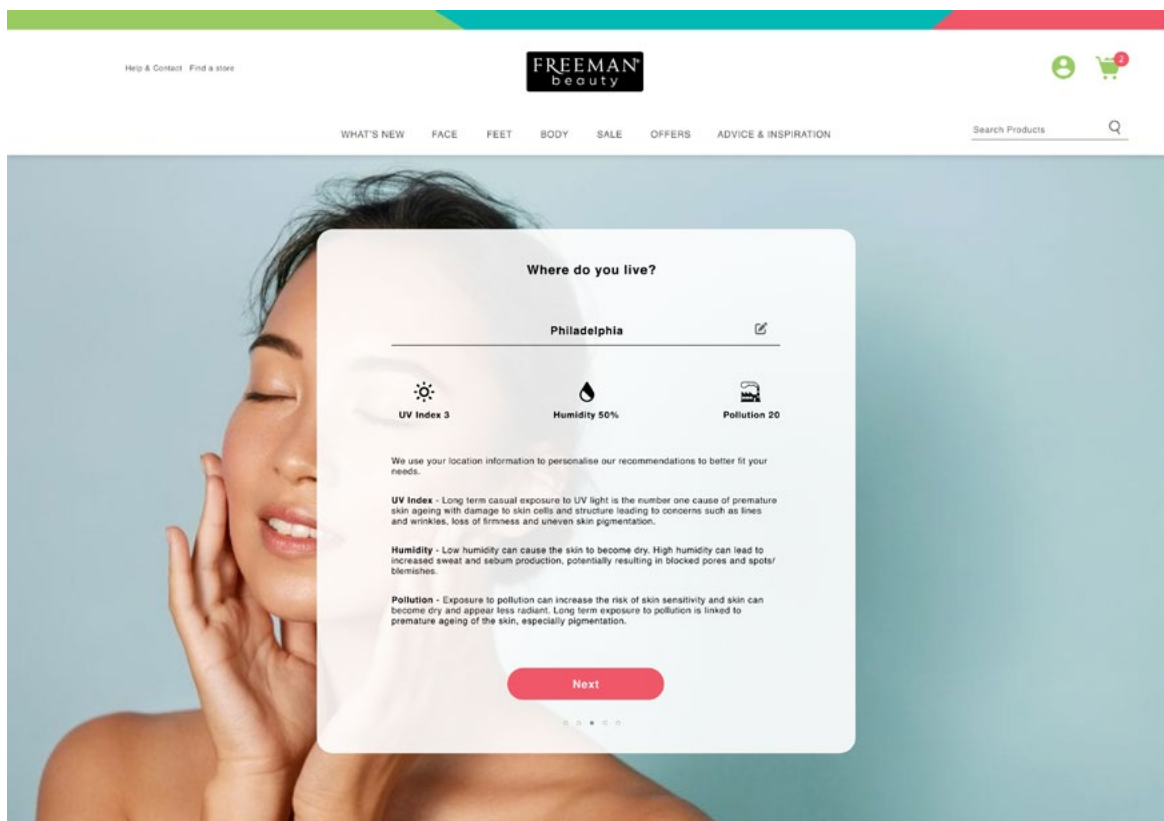
Use users' location information to personalise our recommendations to better fit their needs.

User Problem: Special skin type that doesn't cause by the weather.

Value: Better fits user's demands on improving skincare routine.

Assumption: Intense weather change due to the global warming.

UAT Criteria: 1) Location Requirement must be available.
2) Weather daabase must be accessible.





Facial Scanning

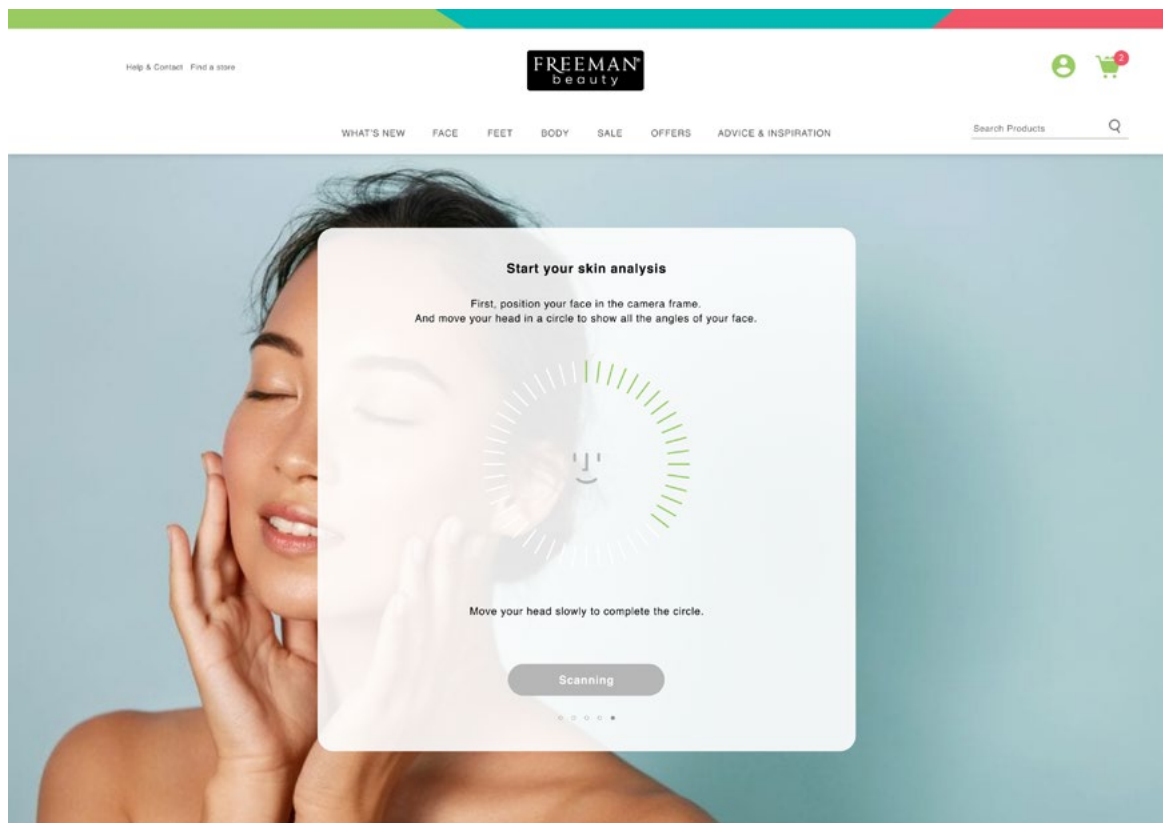
Scanning face with the most innovative triple-spectral skin imaging technology that offers instant HD results.

User Problem: May not have high resolution camera

Value: Better understand user's skin condition

Assumption: Broken system

UAT Criteria: 1) Camera functions must be available
2) Scanning workflow should be easy understandable
3) System Testing should be completed





The AI Analysing

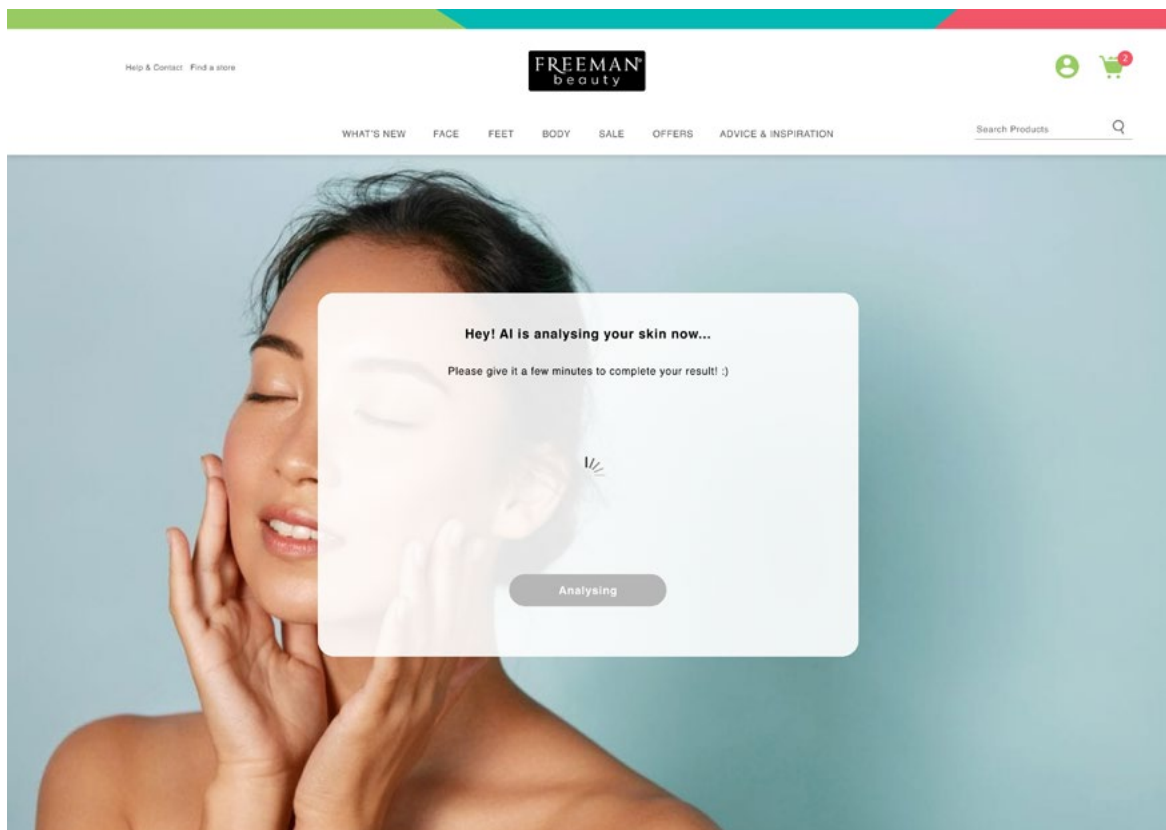
The AI examines each image from face scanning to prepare the summary report.

User Problem: Being impatient waiting for AI analysing

Value: Provide persuasive skincare product suggestions

Assumption: Broken system

UAT Criteria: 1) System Testing should be completed



E-mail Subscription

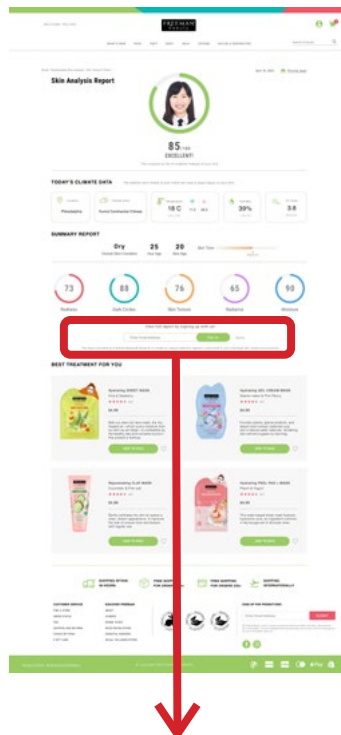
Having customers' email addresses will help strengthen the relationship with them as we are able to offer relevant content to them at the right time.

User Problem: Feeling push and get annoyed

Value: Increasing email list data and reach more potential customers

Assumption: Users may skip enter email address

UAT Criteria: 1) Full skin analysis report must be ready to send



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The report provided by Freeman Beauty® allows AI to create an unique treatment regimen customized to your individual skin issues and concerns.

