

YOURS TRULY

"beauty platform"

Disclaimer:

This is team challenge at Binar Academy for Product Management Bootcamp Wave 11

“as a product manager, I mostly contributed in identifying the customer need and largest business objectives that a product or feature will fulfill, articulating what success looks like for a product, and relies a team to turn that vision into reality. In this challenge I was created user persona, customer journey map, storyboard, business profile, OKR, and also daily SCRUM and Product Requirement Document with my PM partner”.



Meet The Team



Jason



Galuh



Surya



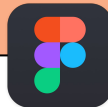
Defty



Kanya



Laila



● OUTLINE

-

□

X

Project Brief & Goal

Timeline

IDEAL Process

Business Side

- Business Profile
- Company OKR
- Business Model Canvas

Define

- Affinity Diagram
- Point Of View
- How Might We
- Storyboard
- Customer Journey Map

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PRD

- Problem Statement
- Research
- User Persona
- Epic & User Stories
- MVP

Ideate

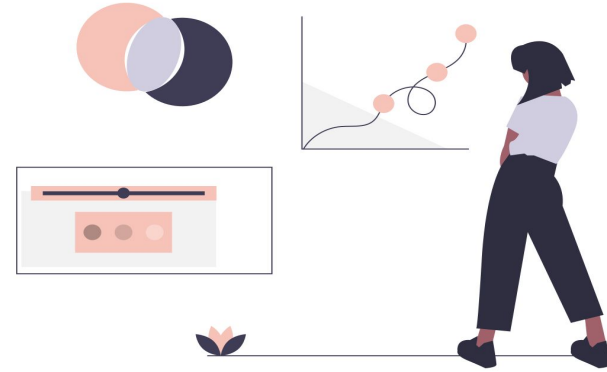
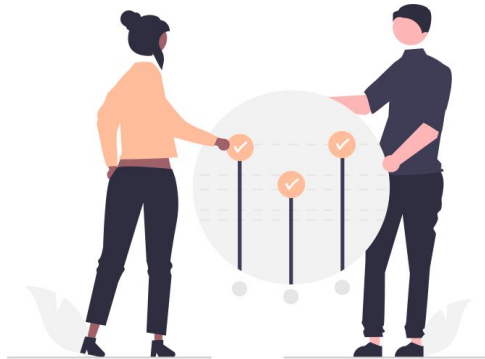
- Flowchart
- Information Architecture

Prototype

- Wireframe
- Design System
- Hi-fi
- Usability Testing
- SUS
- Iteration Process

Overview

Based on the research result on interest in buying skincare products online through an app. We have found a considerable amount of buyers having a hard time when buying skincare products online because of one or several reasons. Because buying a skincare product is highly dependent on the skin condition and any skin concern the users might have, it must be done carefully. Otherwise the product might damage their skin instead. Thus, they admitted that they are in need of some kind of consultation to ensure that they are buying a suitable product for their skin.



My
Girl's
Body

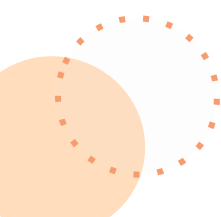
Goals

- Be a solution for users to easily understand their skin condition through an application
- Help users in deciding the right skincare product to buy according to their skin condition

Timeline



Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
25/02/2022	1/03/2022	2/03/2022	4/03/2022	7/03/2022
Flowchart	Design System	Hi-fi	Prototype	Testing
Wireframe	Hi-fi			
Information Architecture	PRD			



IDEAL Process

I

Identify The Problem

Many users don't know their skin condition and what skincare product is suitable for them

D

Describe Your Solution

Presenting *Skin Analyzer Feature* to help users know their skin condition and giving them suitable product recommendations

E

Empathize to User

Provide a solution to the anxiety felt by the user by simplifying the flow that must be passed

A

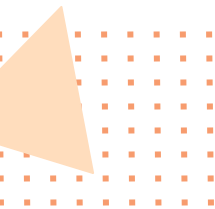
Appeal to Business

Application provider can get profit from several sources, such as cooperation, marketing and Ads

L

Lock in Agreement

Application provider collaborate with various internal and external parties



Business Side



Business Profile



Yours Truly is a platform that provides various skincare and beauty products. This app has a *Skin Analyzer* feature that aims to be a solution to solve various problems that are often encountered by users when buying skincare products online.

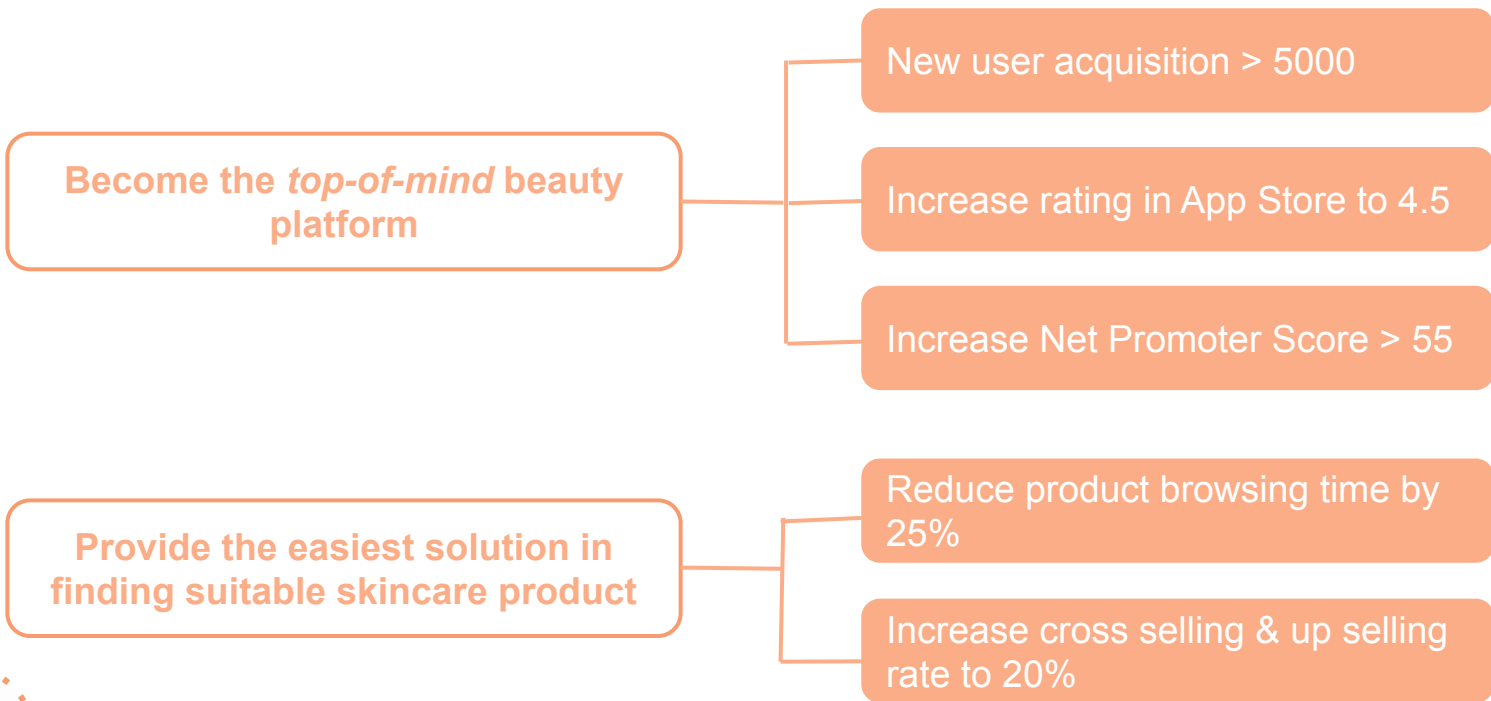
Inspired by:

sociolla

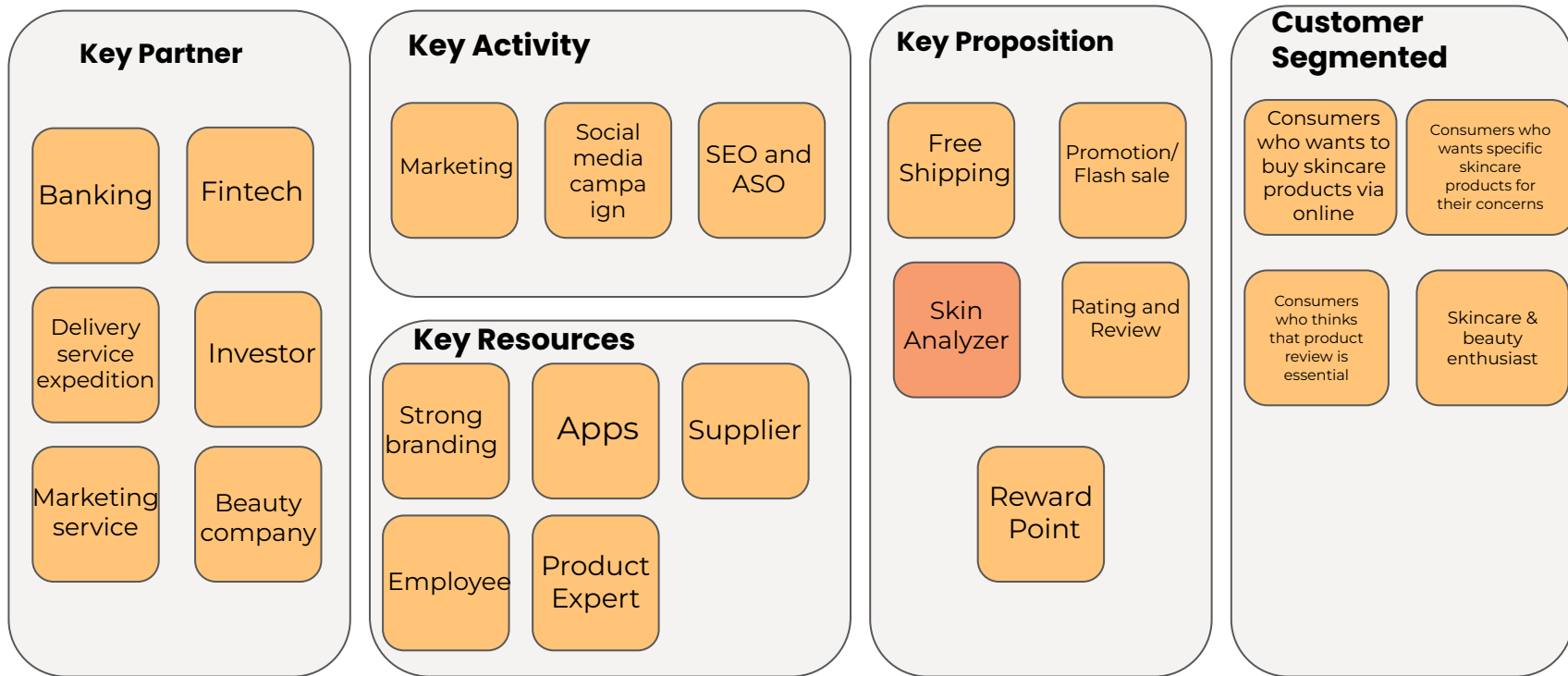
Competitor:



Objective and Key Result



Business Model Canvas



Customer Relationship

Social media

Notification

Review & rating from Skin Analyzer users

Newsletter by email

Discount for new member

Voucher and coupons

Channels

Mobile Apps

Ads

Social media

Email promotion

Push notification

Cost Structure

Employee salary

Ads and Marketing

Infrastructure

Sharing Profit

Revenue Stream

Sales Transaction

Partnership

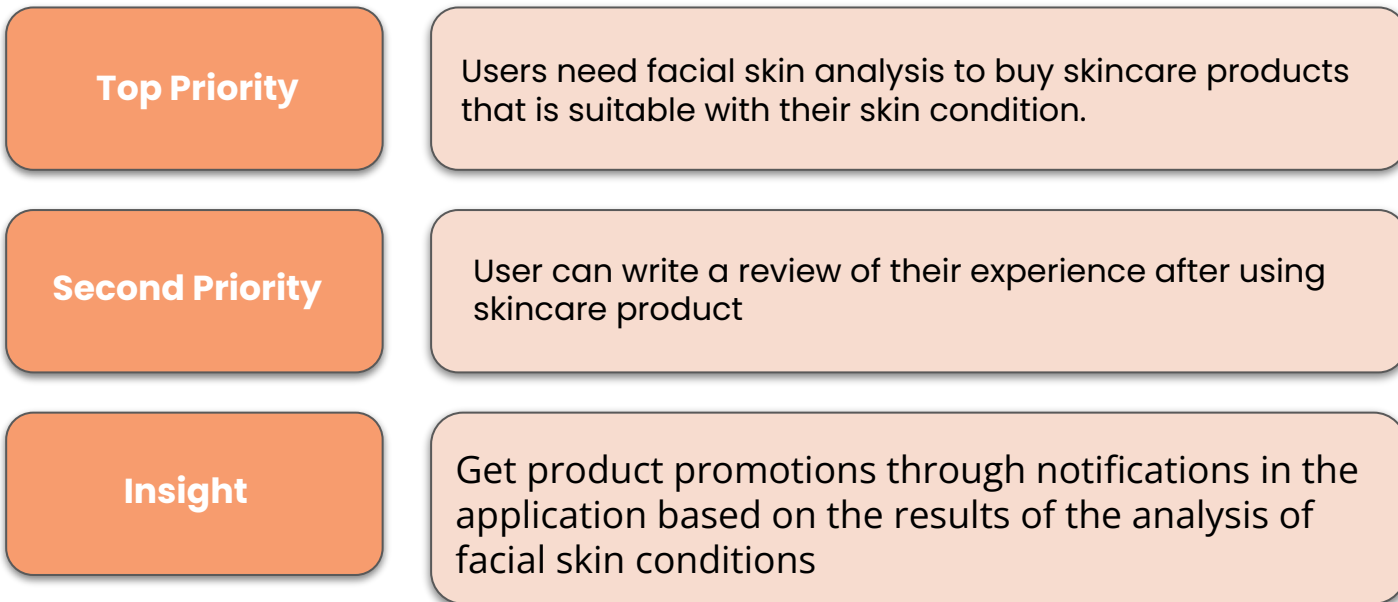
Official merchandise



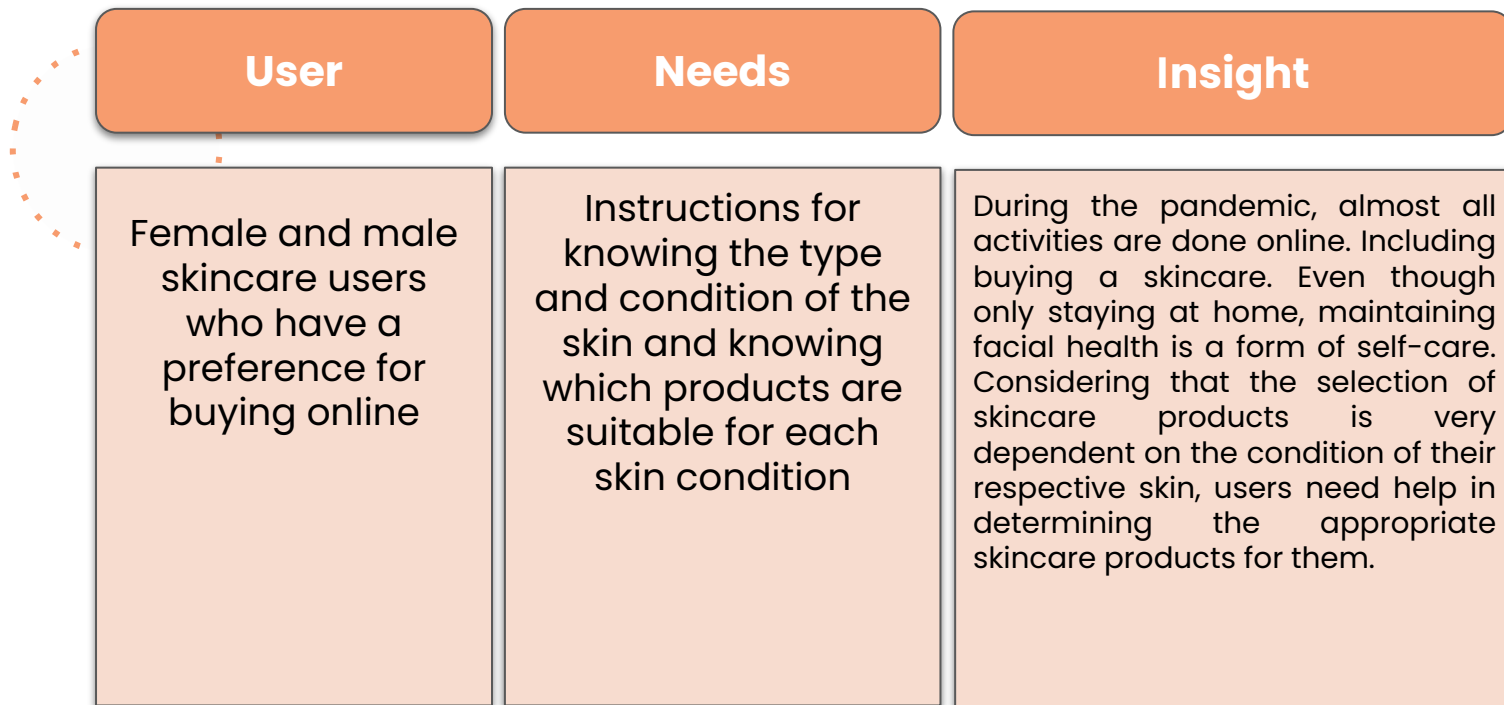
DEFINE



Affinity Diagram

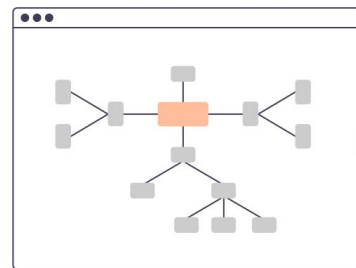
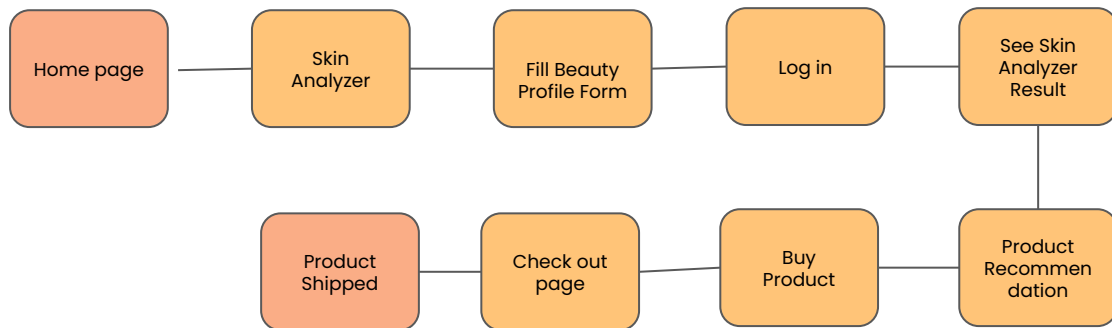


Point Of View

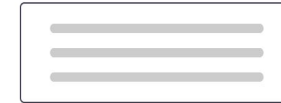
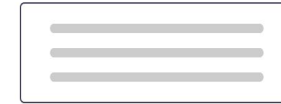
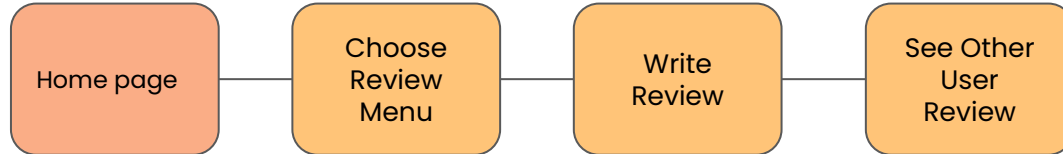


How Might We

How can users get skincare products that match their facial skin conditions through the skin analyzer feature?



How can users be more confident and convinced in the recommendations of skincare products from the skin analyzer suggested by the application?



Storyboard



my skin becomes dull and dry because is often exposed to sunlight and dust.



but i feel confused to find skincare product that is suitable with my skin condition.



finally i find "yours truly" app and trying a skin analyzer feature, then i have to fill out a survey about skin problems.



Before looking at the skin results and skincare product recommendations on the application, i need to registration first.







I decided to buy one of the product recommendations



i want to write a review of my experience after using the Skin Analyzer feature and product recommendations.

Customer Journey Map



	Skin Analyzer	Registration	Check out and payment	Review
Customer Goals	get product recommendations that are suitable for their skin conditions and skin concerns	easy registration process	easy payment process	can share the experience after using skin analyzer feature and product recommendations
Process	<ol style="list-style-type: none"> answer several questions, including what kind of skin type, what skin problems she experienced looking at the skin results and skincare products recommendation on the application 	<ol style="list-style-type: none"> click "sign up" fill in personal data create password click "save" 	<ol style="list-style-type: none"> see the summary product fill address, shipping method, and payment method. click "buy" 	<ol style="list-style-type: none"> go to the review feature write an experience after using skin analyzer feature and product recommendations
Customer Pain Point	Need to read product reviews and ingredients to ensure the product is suitable for them			
Customer Feeling				



Product Requirement Document

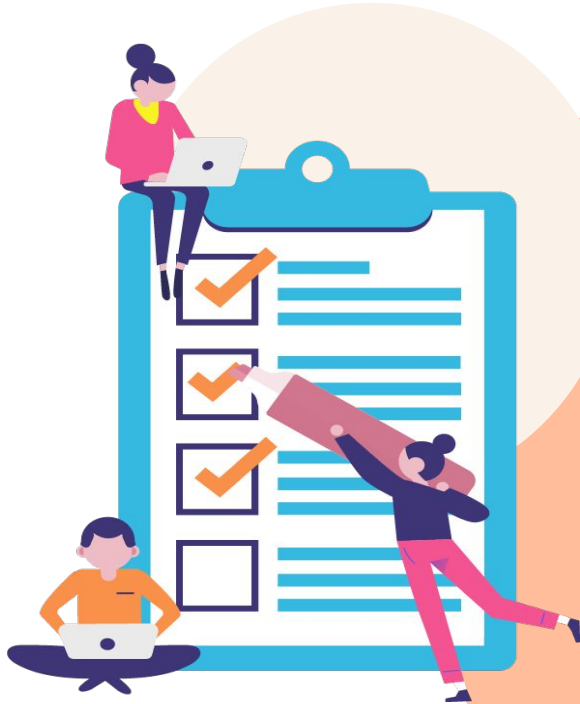


Problem Statement

Users have difficulty in deciding which skincare products are suitable with their skin condition. It happens because aside from having to consider the price and also the possibility of allergy to certain skincare ingredients. There are so many product choices that also make it difficult for them to decide the products they want to buy.



User Research



Methodology : Quantitative

Method : Questionnaire

Channels: Telegram & Discord

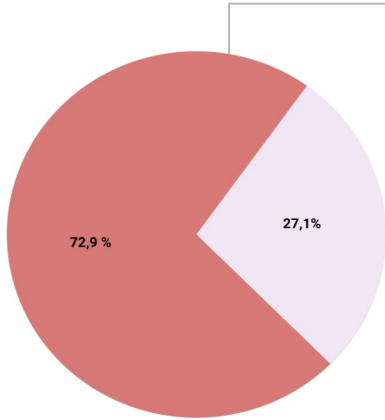
Period : 2 days

Target User : Skincare buyers

Respondents : 48 people

Quantitative Research (Result)

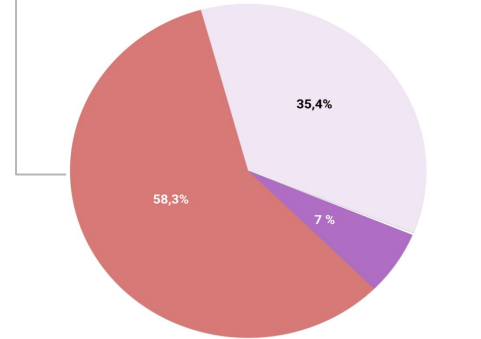
Apakah kamu merasa membutuhkan bantuan untuk mendapatkan produk skincare yang sesuai saat berbelanja melalui aplikasi?



- Butuh
- Tidak Butuh

Sebanyak **72.9%** responden membutuhkan bantuan saat membeli produk skincare melalui aplikasi

Menurut kamu, apakah fitur rekomendasi produk skincare pada website/aplikasi berperan besar pada pengambilan keputusan pembelianmu ?

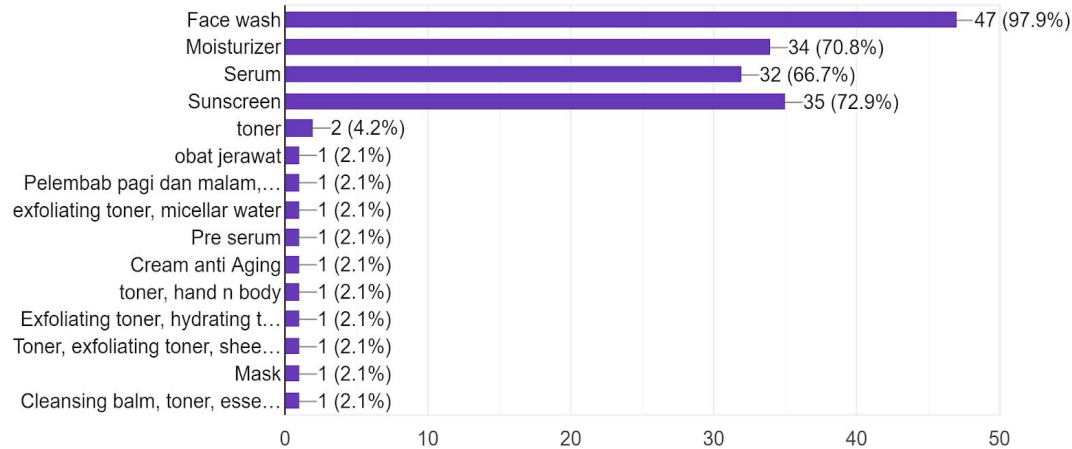


- 50:50 karena bisa menjadi pertimbangan untuk memilih satu produk atau beberapa produk yang akan dibeli sesuai rekomendasi
- Ya, karena ingin mendapatkan produk skin care yang sesuai dengan kondisi wajah
- Tidak , karena sudah mencari review dari berbagai sumber

Sebanyak **58.3%** responden merasa bahwa rekomendasi produk dapat menjadi pertimbangan untuk memilih produk skincare yang akan dibeli

Produk skincare apa saja yang kamu gunakan saat ini?

48 responses



Sebanyak **97.9%** (47 responden) menggunakan *face wash* sebagai skincare mereka.

Research Summary



- The majority of skincare buyers are females within the 21 - 30 age range and work as an office worker. (**34 out of 48 Respondents**)
- **94% of respondents** admitted that they knew their skin type and concerns. However, **82%** respondents said that they need a consultation in determining the right skincare products for them.
- 3 main problems that respondents often experienced when buying skincare online are having to read product reviews first, not knowing which products are suitable, and having to look for products that fit in with the budget.
- As many as **85%** respondents look for information and product reviews online as a way to determine the right product and as many as **98%** respondents consider product price before buying because they have allocated a budget for skincare products.
- Hearing or reading a product review is the reason for **75%** respondents to try new skincare products.
- **72,9%** respondents feel like they need help when buying skincare products through an application.
- As many as **58.3%** respondents said that product recommendations help in their decision making and will consider buying one or several recommendations.

User Persona



Halo,
my name is **Farah!**

Age : 23 y.o

Occupation : Employee

Address : Jakarta Selatan

Background

When going to the office, Farah uses public transportation. This makes her skin more susceptible to exposure to dust and vehicle smoke. In addition, Farah worked for 8 hours in a day in an air conditioned room. Farah has a dry skin type, so with the condition of the room that always uses air conditioning, it makes her skin become drier and easily irritated.

Motivation

To find skincare products that can be a solution for dry skin and antioxidants because her skin is often exposed to sunlight and dust.

Frustration

Because there are various skincare products, Farah finds it difficult to find products with a composition that is suitable with her facial skin condition.

Interest



Epic

Skin Analyzer

User Story

As a user, i want to select my allergy to certain substances / ingredients if any, so that i can avoid buying product that contains them

As a user, i want to select my skin concern if any, so that i can buy products that help treat them

As a user, i want to be able to filter products with a price range, so that i can buy products that are within my budget



Epic

Skin Analyzer Review



User Story

As a user, i want to see other user reviews of the product recommended by Skin Analyzer, so that i am more convinced that the analyzer result is accurate

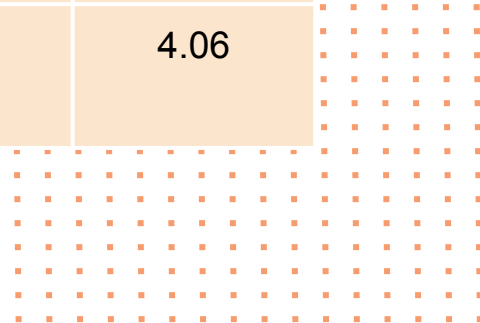
As a user, i want to be able to write a review of my experience using the product recommended by Skin Analyzer, so that i can help to convince other users



Prioritization



Strategy	Impact	Confidence	Ease	ICE Score
Skin Analyzer Feature	10	2	5	5.6
Skin Analyzer Review	6	0.2	6	4.06



Features



Feature Name : "Skin Analyzer"

Feature Description

a feature that can help users to decide which products to buy based on their skin concerns and budget by giving product recommendations

Dependencies

- Users know their skin type and concerns beforehand
- A product expert to categorize products
- Have a way to do image analysis

Assumptions

- Users will have an easier time choosing product to buy because the choice is limited to their needs
- Minimize user's mistake by purchasing a product that is not suitable for them

Acceptance Criteria

- Given that i have selected my price range when being asked, then i want to get product recommendations within that price range only
- Given that i have selected my allergy when i am being asked, then i want to get product recommendations that doesn't contain the substances/ingredients that i am allergic against

Target : 2 Sprint
Priority : MVP

Features



Feature Name: "Skin Analyzer Review"

Feature Description

a page where users can add reviews about product usage they purchased from the skin analyzer recommendations

Dependencies

Skin Analyzer feature must be completed

Assumptions

By reading other people reviews, users will be convinced that the products recommended by the skin analyzer feature are accurate and suitable with their needs

Acceptance Criteria

- Given that i am a logged in user and i have used the Skin Analyzer feature at least once, when i click Review button then the add review button should appear and i should be able to add a review
- Given that i am a logged out user when i click Review button then the add review button should not appear

Target : 1 Sprint
Priority : Phase 2

Success Metrics



Skin Analyzer Feature

Sign Up Conversion
Rate

Skin Analyzer
Feature Usage Rate

Recommended
Products Purchased
Rate

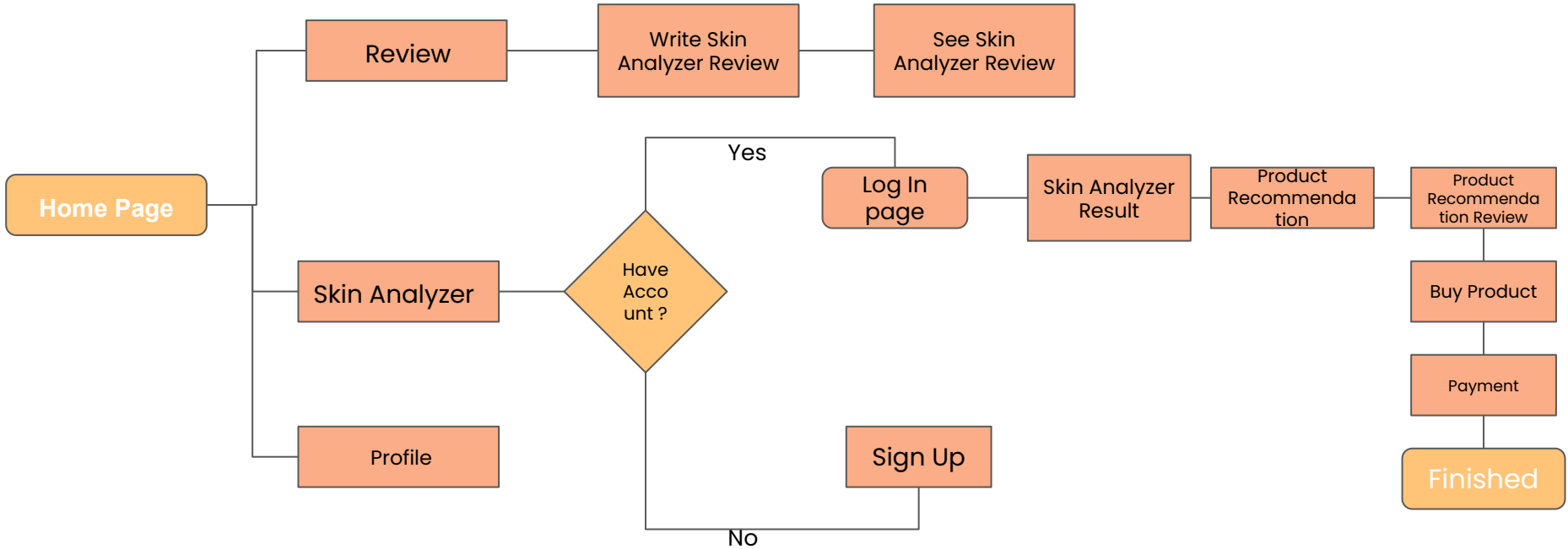
For more detailed PRD, click [here](#)



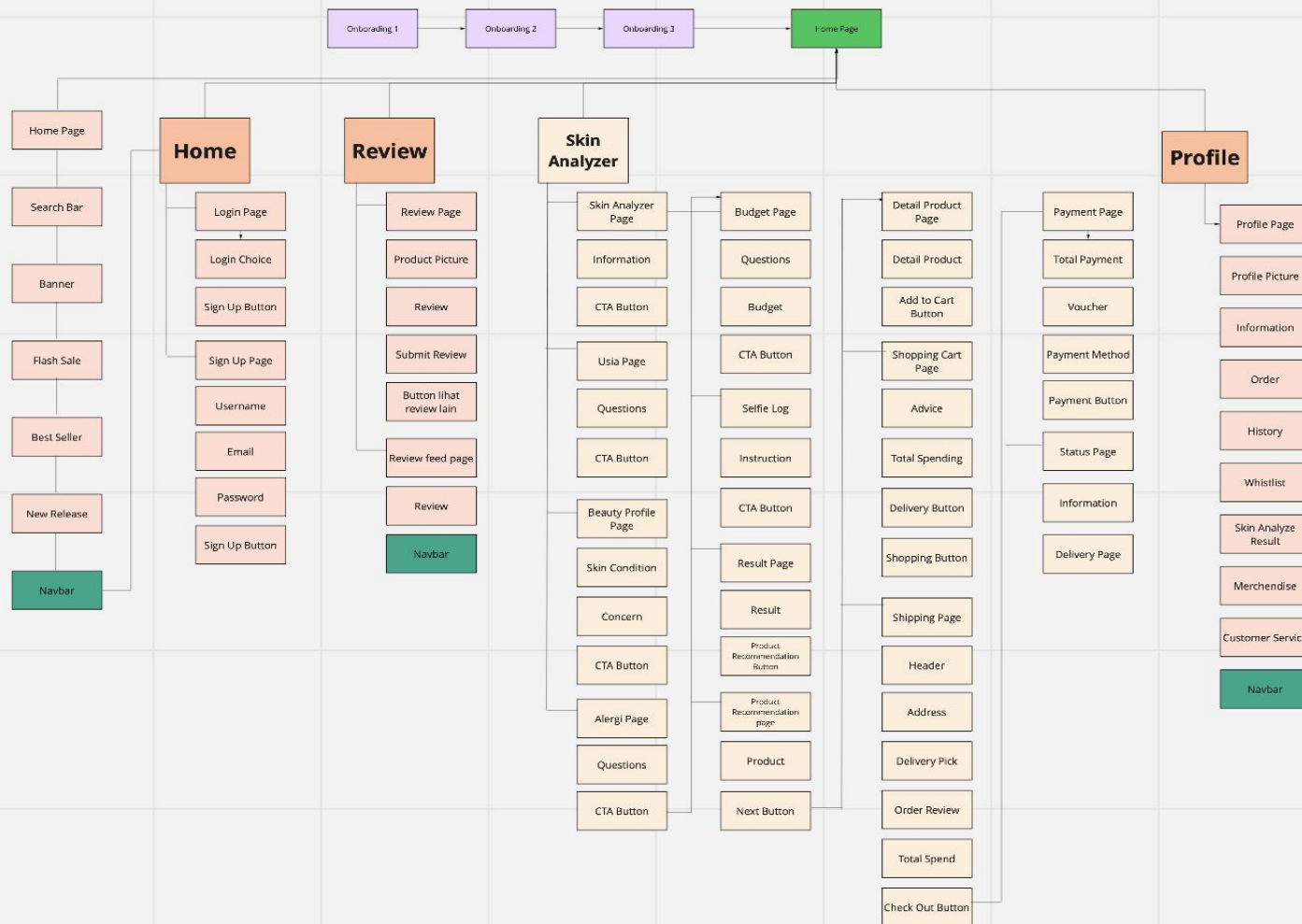
IDEATE



Flowchart



Information Architecture



Legends

Onboarding

Home Page

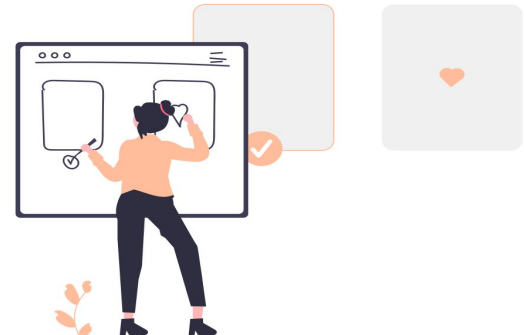
Main menu

Main Feature

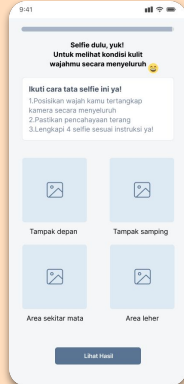
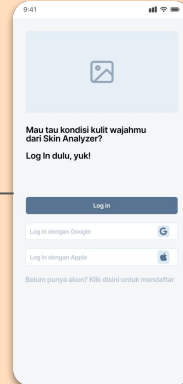
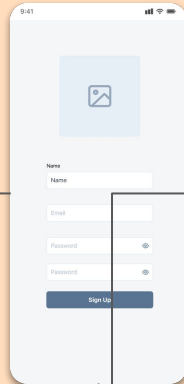
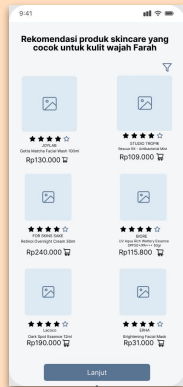
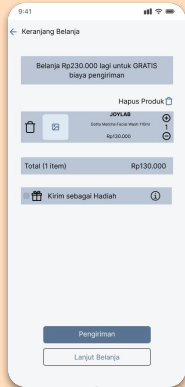
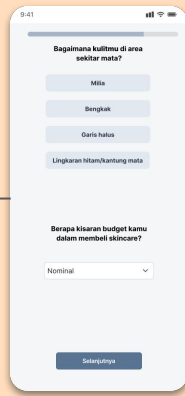
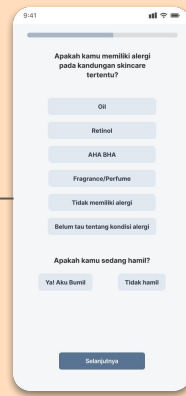
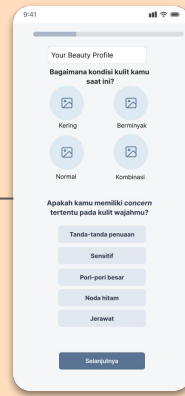
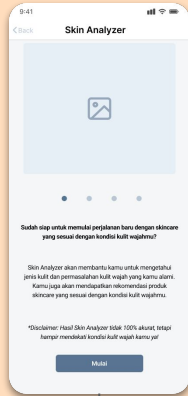
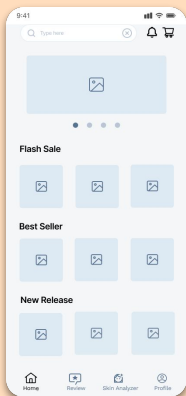
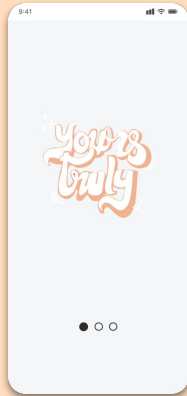
NavBar

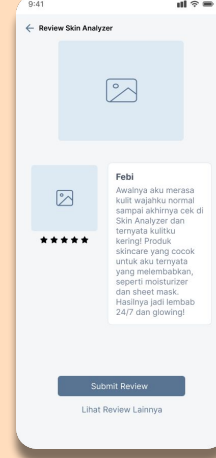
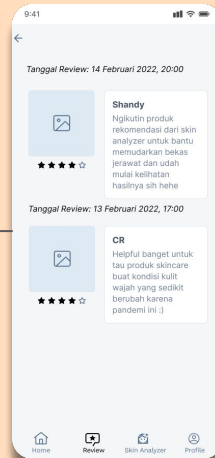
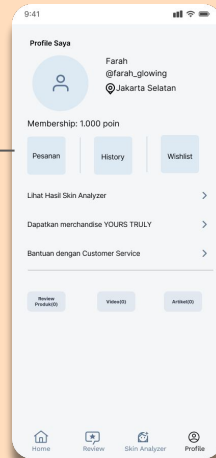
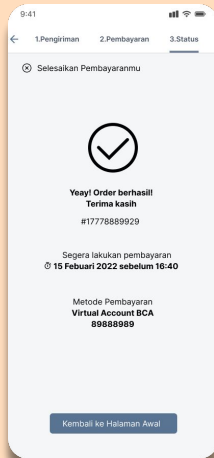
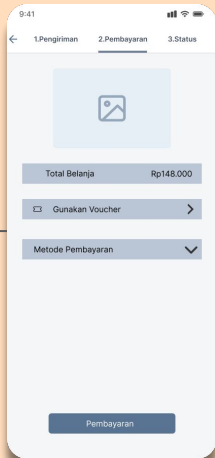
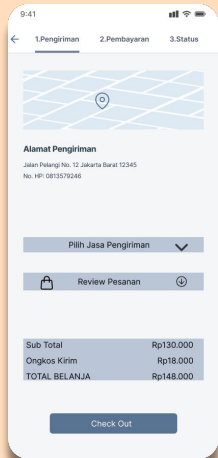


PROTOTYPE



WireFrame





Design System

Color

Primary



#FFBD9B

Secondary



#FFD8CC



#FFEEDB



#404852



#FFFAF8

Typography



Roboto

Roboto



Poppins

Poppins

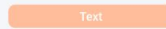
Button



Button



Text



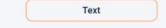
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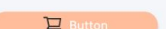
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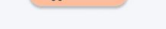
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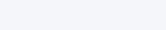
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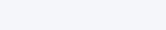
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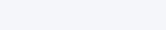
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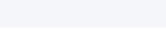
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Button

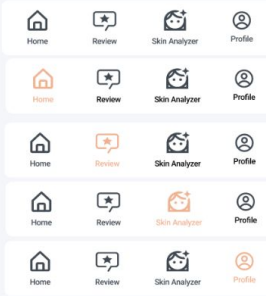


Text



Text

Navigation Bar



Icon

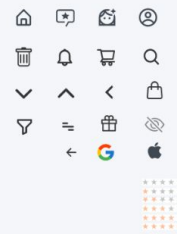


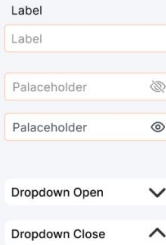
Image Placeholder



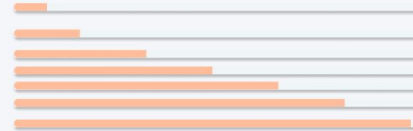
Avatar Placeholder



Form Field

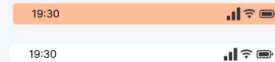


Progress Bar

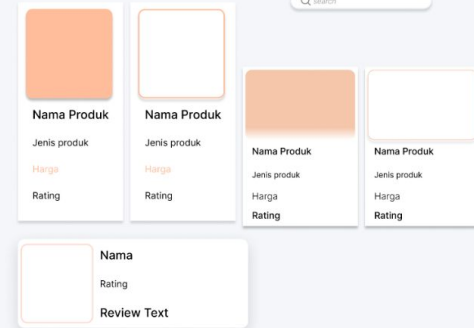


- 1. Pengiriman
- 2. Pembayaran
- 3. Status

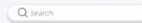
Status Bar

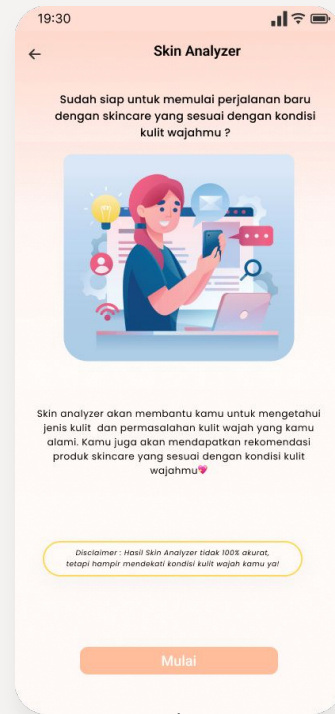
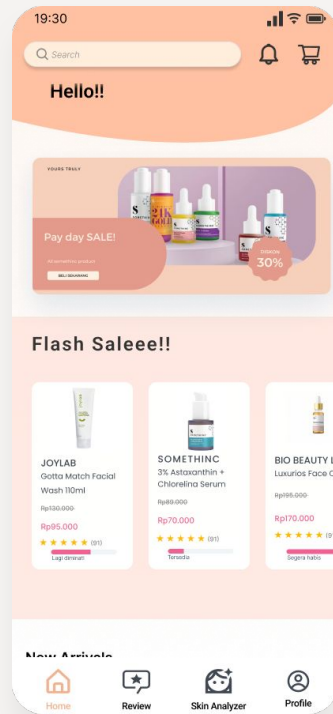
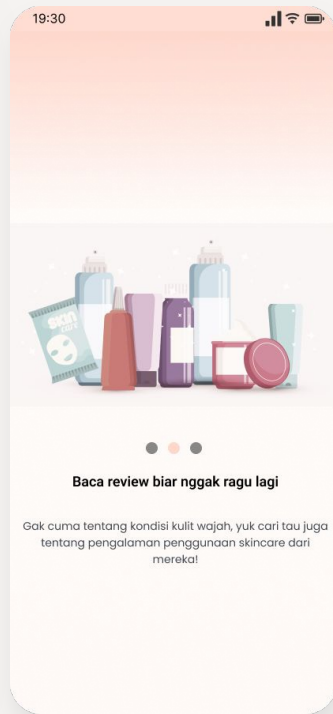


Card



Search Bar





19:30

←

Berapa usia kamu saat ini?

Tulis usia di sini

Apakah kamu banyak menghabiskan waktu di dalam ruangan?

Ya! Banyak aktivitas indoor

Tidak, lebih sering outdoor

Selanjutnya

19:30

←

Bagaimana kondisi kulit kamu saat ini?

Kulit normal

Kulit berminyak

Kombinasi

Kulit kering

Apakah kamu memiliki concern tertentu pada kulit wajahmu?

Tanda-tanda penuaan

Sensitif

Pori-pori besar

Noda hitam

Jerawat

Selanjutnya

19:30

←

Apakah kamu memiliki alergi pada kandungan skincare tertentu?

Oil

Retinol

AHA BHA

Fragrance/Perfume

Tidak memiliki alergi

Belum tau tentang kondisi alergi

Apakah kamu sedang hamil?

Ya! Aku Bumil

Tidak Hamil

Selanjutnya

19:30

←

Bagaimana kulitmu di area sekitar mata?

Milia

Bengkak/Kantung mata

Garis halus

Lingkar hitam/Mata panda

Kerutan

Berapa kisaran budget kamu dalam membeli skincare?

Nominal

▼

Selanjutnya

19:30

←

Selfie dulu, yuk!
Untuk melihat kondisi kulit wajahmu secara menyeluruh

Ambil selfie wajah kamu secara menyeluruh

Lengkapi 4 selfie sesuai instruksi ya!

Pastikan pencahayaan terang

Tampak depan

Tampak samping

Area leher

Area sekitar mata

Selanjutnya

19:30

Yours Truly

Mau tau kondisi kulit wajah kamu melalui Skin Analyzer?

Log In dulu, yuk!

Log In

Or

Log In dengan Google

Log In dengan Apple

Belum punya akun?Klik disini

19:30

Yours Truly

Nama

Email

Password

Konfirmasi Password

Sign Up

19:30

Halo, Farah!

Ini dia kondisi kulit wajah kamu saat ini berdasarkan Skin Analyzer!



Kulit kering

Kulit wajah kamu membutuhkan hidrasi lebih agar tetap lembab



Kulit agak kusam

Kondisi lingkungan dan aktivitas sehari-hari kamu bisa membuat kulit wajah agak kusam



Lingkar hitam diarea bawah mata

Apakah akhir-akhir ini kamu kurang tidur? karen kantung mata kamu tidak bisa berbohong lho!



Jangan lupa SPF


Sepertinya kulit kamu sering terpapar sinar matahari, jadi jangan lupa gunakan SPF dan sunscreen sebelum beraktivitas

Lihat Rekomendasi Produk

19:30

Rekomendasi Produk


Rekomendasi produk skincare yang cocok untuk kulit wajah Farah



AVOSKIN

YOUR SKIN BAE SERIES Toner
Niacinamide 7%+Alpha Arbutin 1% + Kale 100ml


Rp163.900



BIORE

UV Aqua Rich Watery Essence
SPF 50+/PA+++ 50gr


Rp115.800



JOYLAB

Gotta Matcha Facial Wash 100ml

Rp130.000




SOMETHINC

3% Azelaic+Chloranil Serum 20ml

Rp89.000

19:30

Gotta Matcha Facial Wash 100ml



JOYLAB

Gotta Matcha Facial Wash 100ml
Rp130.000

Bantu bersihkan wajah kamu secara menyeluruh dengan kandungan weet Almond Oil dan Oat Kernel Extract yang juga dapat membantu menghaluskan dan melembutkan kulit.

5 Alasan Untuk Beli Produk Ini!

- Memiliki tekstur ringan
- Membersihkan wajah secara menyeluruh
- Kandungan Sweet Almond Oil dan Oat Kernel Extract dapat membantu menghaluskan dan melembutkan kulit
- Kandungan Witch Hazel Extract dan Pro Vitamin B5 berguna untuk menghidrasi kulit
- Cocok untuk berbagai jenis kulit wajah

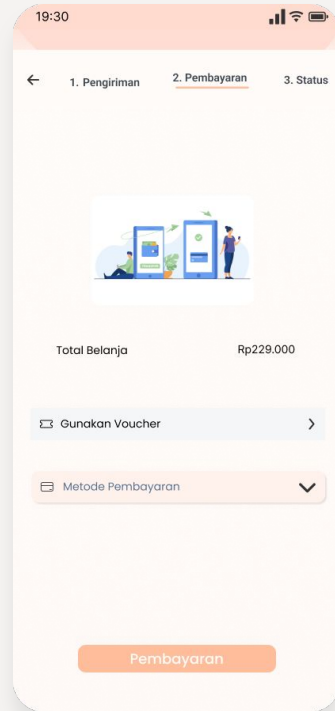
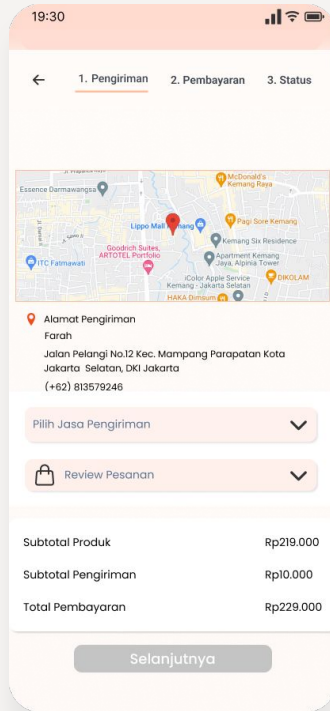
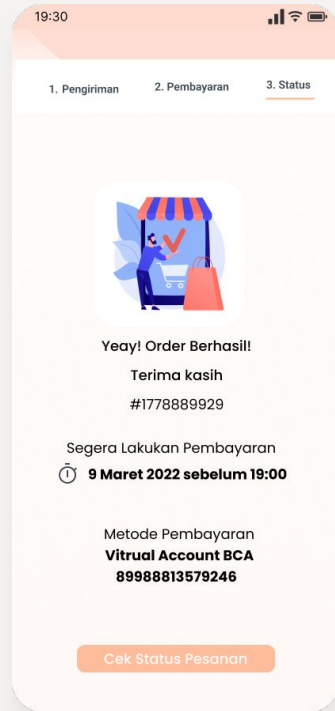
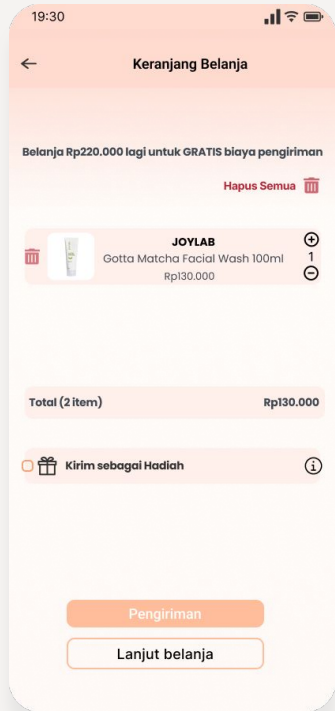
Cara Pakai

- Ambil produk secukupnya atau sekitar diameter koin lalu ratakan menggunakan telapak tangan dan air
- Pijat dengan ringan pada wajah untuk membersihkan secara menyeluruh
- Basuh menggunakan air lalu keringkan

Wishlist

Beli Sekarang

Febi



19:30

Farah
@farah_glowing
📍 Jakarta Selatan

Membership: 1.000 poin

Pesanan

History

Wishlist

Lihat Hasil Skin Analyzer

Dapatkan Merchandise YOURS TRULY

Bantuan dengan Customer Service

Review Produk

Review (0)

Komentar (0)

Home

Review

Skin Analyzer

Profile

19:30

Review Skin Analyzer

Tanggal Review: 14 Februari 2022, 20:00

Shandy
Ngikutin produk rekomendasi dari skin analyzer untuk membantu memudahkan bekas jerawat dan udah mulai kelihatan hasilnya sih hehe

CR
Helpful banget untuk tau produk skincare buat kondisi kulit wajah yang sedikit berubah karena pandemi ini:)

Tanggal Review: 13 Februari 2022, 17:00

Ina
Rangkaian skincare pertamaku dari Yours Truly karena bingung banget skincare apa yang cocok sama kulit berjerawat aku ini. Salam acne fighter!

Home

Review

Skin Analyzer

Profile

19:30

Review Skin Analyzer

Kulit Kering

Kulit Agak Kusam

Febi
Awalnya aku merasa kulit wajahku normal sampai akhirnya cek di Skin Analyzer dan ternyata kulitku kering! Produk skincare yang cocok untuk aku ternyata yang melembabkan, seperti moisturizer dan sheet mask. Hasilnya jadi lembab 24/7 dan glowing!

Submit Review

Lihat Review Lainnya

Prototype



Usability Testing

FIRST MISSION

Task

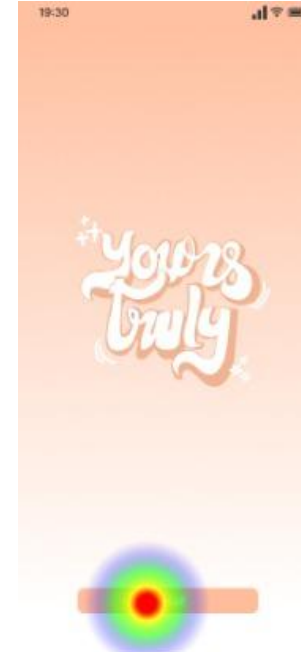
User can find Skin Analyzer menu and use the feature.

Mission

You want to try Skin Analyzer feature in *Yours Truly* application to get information about your facial skin condition.

User	Average Duration	Misclick
User 1	37,93 sec	0
User 2	42,22 sec	2
User 3	47,95 sec	2
User 4	28,05 sec	2
User 5	33,33 sec	2

Average Duration
15 sec



SECOND MISSION

Task

Knowing the condition of facial skin using the Skin Analyzer feature.

Mission

Facial skin identification

User	Average Duration	Misclick
User 1	56.71 sec	7
User 2	61.87 sec	1
User 3	49.84 sec	16
User 4	39.18 sec	1
User 5	21.84 sec	2

Average Duration
50.3 sec



THIRD MISSION

Task

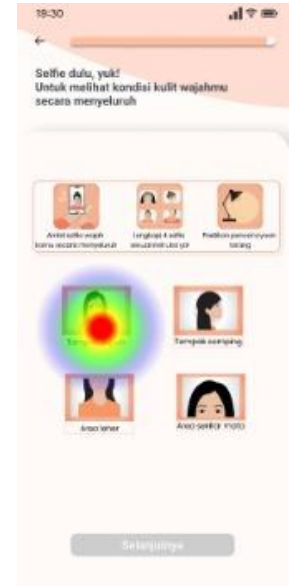
Answer questions up to the login page

Mission

Facial skin identification

User	Average Duration	Misclick
User 1	32.26 sec	2
User 2	25.04 sec	12
User 3	29.24 sec	16
User 4	38.28 sec	0
User 5	30.42 sec	5

Average Duration
35.3 sec



FOURTH MISSION

Task

Users are asked to sign up because they don't have an account in Yours Truly application yet

Mission

Get Skin Analyzer results and Sign Up

User	Average Duration	Misclick
User 1	11.13 sec	2
User 2	10.31 sec	1
User 3	18.23 sec	3
User 4	5.43 sec	1
User 5	7.66 sec	0

Average Duration
14.3.sec



FIFTH MISSION

Task

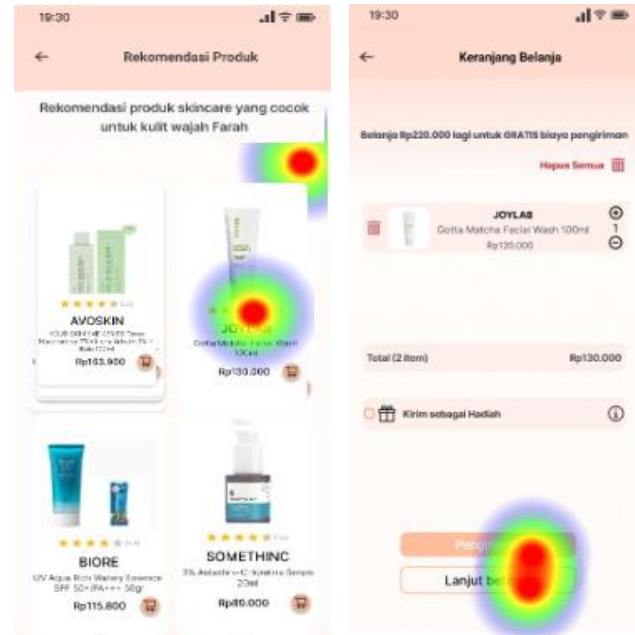
Buy recommended products, use the shopping cart and make a payment with a virtual account

Mission

Buy a product

User	Average Duration	Misclick
User 1	42.22 sec	20
User 2	47.95 sec	4
User 3	28.05 sec	4
User 4	33.33 sec	6
User 5	30.67 sec	2

Average Duration
41 sec



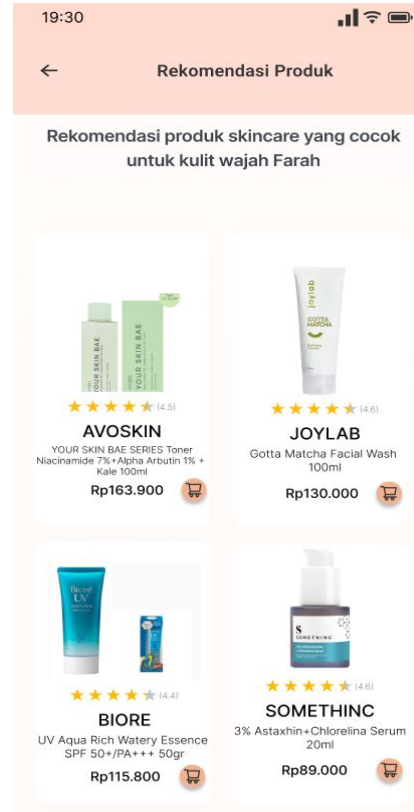
System Usability Scale (SUS)

Participant	SUS score	Grade
User 1	82.5	B
User 2	72.5	B
User 3	95	A
User 4	87.5	A
User 5	82.5	B
Average Score "85" Average Grade "A"		

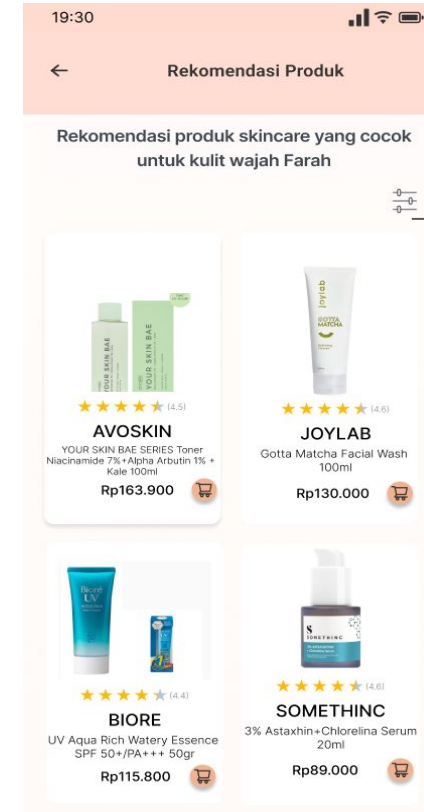


Iteration Process

The iteration design is based on the users' feedback of our prototype



Before



After

Best Seller
Harga Terendah
Harga Tertinggi

Dropdown Menu
It shows several option to rearrange the product recommendation based on users' concern



RECOMMENDATION



Based on the result, there are 3 recommendations for future development

Product Partnership

Establish partnership with many related stakeholders, such as beauty expert, beauty clinic as well as dermatologist to create complete beauty ecosystem where users can easily access the information and get solution for their concern.

Outstanding Feature

Continuously develop Skin Analyzer feature to meet users' needs as well as to have a comprehensive recommendation tools.

User Retention

Develop relationship to boost number of loyal users by understanding their needs as well as current trend and feature to be their number one choice of beauty app.



THANK YOU!