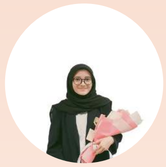
Beauty App

“Skin Analyzer Feature”
Provide the easiest solution in finding suitable skincare product.



Galuh Kartika Indraswari

Start

Study Case
Product Management

OUTLINE

Overview & Problem

Curent Feature log in & Skin Analyzer

Roles & Responsibilities

Scope & Constraint

Research

Objective & Key Result

Initiatives

ICE Prioritization

MVP & Success Metrics

How to Measure the Metrics??

User Persona

Customer Journey Map

Feature

Flowchart

Information Architecture

Wireframe

Overview

This study case is based on my original work in my current team challenge at Binar Academy. Yours Truly is a multi-featured app for beauty and healthy skin. One of its primary features is the skin analyzer feature. By using this product, users can easily find the suitable skincare product for their skin concerns. Besides improving the skin analyzer feature, I decided to improve our log in feature. Because if a user has to log in first to see the skin results and product recommendations after they have filled in many questions and used the selfie feature to detect skin problems, they will tend to feel annoyed because they have put in a lot of effort. So, I think that the log in feature must be located on the first page before the user goes to the home page.

Problem

After releasing the first version of this skin analyzer feature in March, we realized that we still needed a new feature to help users validate their skin analysis results and product recommendations from our skin analyzer feature. The purpose of the skin analyzer tool is to make it easier for customers to find skincare products that solve their specific skin issues. So, how can people trust our feature if they aren't confident in the outcomes of our skin analysis? As a consequence, in this case study, I tried to develop a new feature that would assist consumers in receiving product recommendations and skin analysis results, which may be justified.

Current Log-in & Skin Analyzer Feature

on boarding

condition

skin type

skin allergy

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

fill the budget product

19:30

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

Tampak depan

Tampak samping

Area leher

Area sekitar mata

Selanjutnya

selfie log

19:30

Mau tau kondisi kulit wajah kamu melalui Skin Analyzer?

Log In dulu, yuk!

Log In

Or

Log In dengan Google

Log In dengan Apple

19:30

Nama

Email

Password

Konfirmasi Password

Sign Up

Feature Log-in

skin analysis results

The skin analyzer feature does assist customers in receiving skincare product suggestions, but they still discovered certain issues, including:

- Users still need assistance in locating skincare products that are appropriate for their skin conditions.
- Users must read reviews one by one to determine the efficacy of skincare products for their skin concerns.
- Even consumers do not find the skincare products to be appropriate for their skin issues.
- Users feel that there is no assurance of accuracy in the skin analyzer feature results and skincare product suggestions.

User Persona

Name : Kania

Age : 24 tahun

Occupation : Employee

Alamat : South Jakarta

Background

Kania works in outdoor and often to exposed the sun and dust. Because she has oily and sensitive skin, her skin becomes acne prone. But, there are so many skincare products available that it is difficult for her to locate skincare products that is appropriate for her skin problems. She'd also want to get treatment for her skin problems, but she's not sure which beauty clinic would be best for her.

Motivation

Kania need to find skincare products and treatment for her oily, sensitive, and acne-prone skin.

Frustration

Kania feel difficult to find skincare products for her oily, sensitive, and acne-prone skin and she'd also want to get treatment for her skin problems, but she's not sure which beauty clinic would be best for her.

Interest

Spotify, Whatsapp, Youtube, Tokopedia

Customer Journey Map

Stage What is the user trying to accomplish? What is the problem to be solved?	Registration	Skin Analyzer (consultation with dermatology)	Check out and Payment	Reviews
Customer Goals What user trying to reach or archieve? what user need about the stage?	easy registration process	get product recommendations that are suitable for their skin conditions and skin concerns	easy payment process	can share the experience after using skin analyzer feature and product recommendations
Steps What actions are they currently taking? How are they doing it? What information are they seeking?	• click “sign up” • fill in personal data • create password • click “save”	• Select a dermatologist who is competent in treating your skin condition. • decide on the schedule • arrange a consultation payment • Consult the doctor. • Obtain treatment and product recommendations.	• see the summary product • fill address, shipping method, and payment method. • click “buy”	• go to the review feature • write an experience after using skin analyzer feature and product recommendations
Customer Pain Point What is the customer’s bad experience about the stage?	• It can sometimes take too long to receive the verification code.	• still need to read product reviews and ingredients to ensure the product is suitable for them		
Customer Feelings What is the customer’s feeling about their experience?	attentive with the phone number because it took so long to get the ferivication code	A little bit confused about choosing the product recommendations, but still happy	be attentive to the information data that users input.	happy after getting skincare products and consulting with the expert.

Roles & Responsibilities

In this project, I'd want to include a chat feature with a dermatologist to the skin analyzer so that users with significant skin problems or allergies who require professional guidance may utilize our app and the skin analyzer feature to find skincare products that are suitable, accurate, and reliable. It is, of course, safe because a dermatologist has approved it.
In this project, the PM's responsibilities include:

- Timeline
- User Persona
- Customer Journey Map
- OKR & Initiative
- ICE prioritization
- MVP
- Success metrics
- How to measure the metrics
- Feature (EPIC, User STory, & Acceptance Criteria)
- How Might We
- Flowchart
- Information Architecture

Scope & Constraints

This project's limiting factor is basically research. In order to offer respondents a sense of how the skin analyzer feature works, I can only attach a picture of the feature flow in my questionnaire. I hope that the user understands, so I may inquire about the efficiency of the skin analyzer feature in resolving user issues. Furthermore, it is quite difficult to get respondents to complete the questionnaire that I have created, so I must engage in a personal conversation with them via Whatsapp in order to try encourage them to participate.

The features I'll create mostly to achieve the objectives and key result

Objective

Provide the easiest solution in finding suitable skincare product

Key Results

- Increase cross selling & up selling rate to 20%
- Increase the rating of the skin analyzer feature from 4.0 to 5.0 in the skin analyzer review feature.
- Reduce product browsing time by 25%

Initiatives

- **Add a dermatologist consultation feature.**

(+): Users with skin concerns can consult with professionals and receive precise skincare product suggestions.
This feature can help to increase users' trust in the skin analyzer feature results.

(-): We need to research and investigate the background of dermatology, so that they can assist users with their problems.

- **Launch a group discussion to gather correct feedback from other users, and then create or join a group that is appropriate for the customer's skin problem.**

(+): Users can get an reviews about so many skincare product recommendations and also discussion with another users about their skin concerns and skincare products they want to buy.

(-): For each group, we must construct and determine who will be the leader or administrator. These are the persons that will be in charge of and manage the group.
Even though users can get reviews from the group, there’s a possibility that users are still doubtful about the reviews.

Research

The research was conducted using a quantitative research methodology with 13 respondents via Google form and circulated via WhatsApp private messages. This research was conducted by 13 respondents. The target user for filling out this questionnaire is women who often buy skincare online.

Summary Research

- The majority of skincare buyers are females within 21-30 age range and work as a office worker (100% responden are female and almost 53,8 % are office worker)
- 92.3% of respondents claim that they need help to find skincare products that are suitable for their skin concerns.
- 53% of respondents still have doubts about the skin analyzer feature, which is only a questionnaire without any validation from the experts.
- 50% of respondents claim they still need to look for reviews and ingredients in skincare product recommendations because they are still confused.
- 76.9% of respondents are unsure about the skincare items they want to purchase. This viewpoint is supported by the data, because 63.9% of respondents said they don't know what their skin requires.
- 53,8 percent of respondents had no experience attempting therapy or utilizing skincare products based on beauty clinic suggestions, while 57,1 percent do not know where to obtain a decent recommendation for their skin concerns.
- However, 53.8 percent of respondents believe that dermatology or beauty clinic recommendations for skincare products are credible. Furthermore, 46,2 percent of respondents believe that dermatology or beauty clinic skincare product suggestions are highly accurate and better for them.

ICE Prioritization

$$\frac{\text{Impact X Confidence X Ease}}{3} = \text{ICE Score}$$

Initiatives	Impact	Confidence	Ease	Score
Dermatologists Consultation	10	2	6	40
User Group Discussion	7	1	6	14

MVP

Dermatologists Consultation Feature

Success Metrics

- **Usage Rate of Dermatologists Consultation Feature**

This indicator indicates how many customers are happy with the dermatologist's services.

- **Purchase Rate for Suggested Products**

This metric shows how many users buy and like a product based on a dermatologist's skincare recipe or skincare product recommendation.

How to Measure the Metrics??

This subsection explains how to calculate the success metrics, all metrics are calculated weekly.

- **Usage Rate of Dermatologists Consultation Feature:**

Total of Unique Users / Total of Unique Users of Feature
Ex : 2.000 Unique Users / 500 Unique Users of Feature = 4% Feature Usage Rate

- **Purchase Rate for Suggested Products:**

(Total Purchased Products Through Recommendation / Total Feature Usage) x 100%
Ex : (1.000 Purchased Products / 2.500 Feature Usage) x 100% = 40% Recommended Products Purchased Rate

Feature Name : Consultation with the Doctor

Description :
This feature can help users get a consultation with dermatology and get accurate product recommendations.

Dependencies :
- Users can get advice from dermatologists about their skin problems.
- a product expert to categorize skincare products.
- Users can decide on a consultation schedule with dermatologists.

Assumptions :
- minimize users' mistakes by purchasing a product that is not suitable for them.
- Users can understand what their skin needs and also what skincare products and treatments are great for their skin.

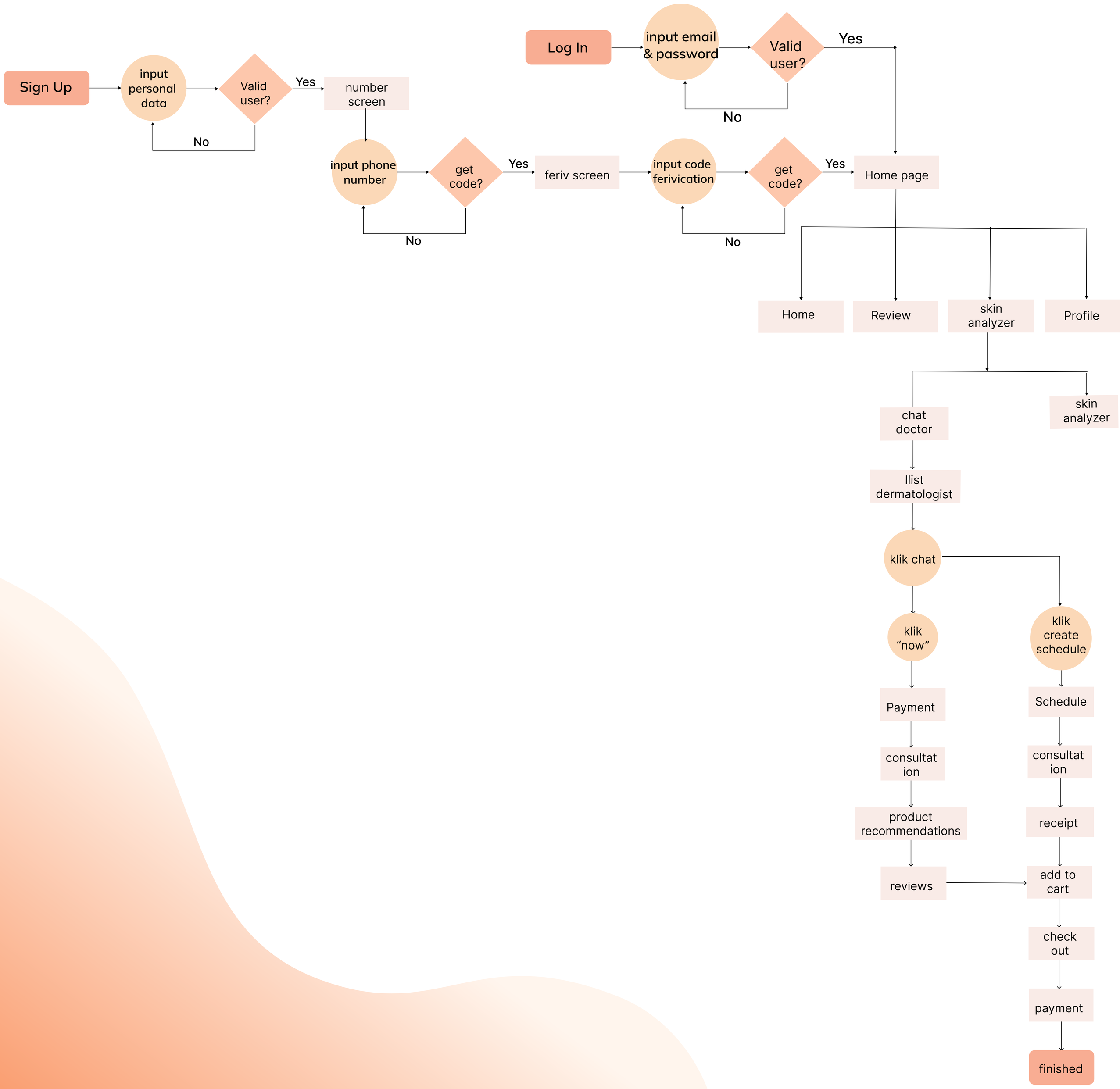
Target : 1 sprint
Priority : MVP

EPICS :
- Increase customer engagement
- Improve and help users to get accurate skincare product recommendations
- Implement new architecture to improve performance
- Engineer the app to support future growth

User Story :
- As a user, I want to consult with an expert in order to get great consultation experience.
- As a user, I want to receive skincare product recommendations so that I can simply purchase skincare products that will solve my skin problems.

Acceptance Criteria:
- Given that I have selected "see all dermatologists" when I’m being asked, Then I want to select good dermatology recommendations that will help me to consult about my skin concerns or allergies.
- Given that I have selected Chat Button, Then I want to selected consultation for now or create my schedule consultation with the dermatology.
- Given that I have selected “Book a consult schedule” when I’m being asked, then I want to create fix consultation schedule with the dermatology that will help me to get skincare product recommendations or just consult about my skin problems.
- Given that I have selected continue button when i have finished create my schedule, then il want to do the next stage that will direct me to payment page
- Given that I have selected Payment Method button when I’m being asked, then I want to choose payment method that I will use to pay the consultation.
- Given that I have selected Voucher Code button when I’m being asked, then I want to fill voucher code that I will use to get a discount.
- Given that I have selected Pay button when I’m being asked, then I want to pay the bill that I will use to get consultation with dermatology.
- Given that I have selected Chat button after finished my payment, then I will consultation with the dermatology that I can consult about my skin type, skin concerns, my allergies, and what the skincare product or skin treatment.
- Given that I click product recommendations button, then I will see what the product recommendations for my skin concern.

Flowchart


Sign Up
input personal data
Valid user?
Yes
No
number screen
input phone number
get code?
Yes
No
feriv screen
Log In
input email & password
Valid user?
Yes
No
input code ferivication
get code?
Yes
No
Home page
Home
Review
skin analyzer
Profile
chat doctor
skin analyzer
llist dermatologist
klik chat
klik “now”
klik create schedule
Payment
Schedule
consultat ion
consultat ion
product recommendations
receipt
reviews
add to cart
check out
payment
finished

Information Architecture

- yours truly
  - on boarding
    - CTA Button
    - CTA link (skip)
    - progress bar
  - sign up
    - full name
    - tanggal lahir
    - alamat
    - email
    - password
  - phone number
    - input number
    - CTA button
  - ferivication
    - input code
    - CTA link
    - CTA button
  - log in
    - email
    - password
    - CTA button
    - CTA link
  - HOME
    - search bar
    - Banner
    - cart
    - notification
    - Promotion
    - Voucher
    - Flash Sale
    - Best Seller
    - New Release
    - Navigation Bar
      - Home
      - Review
        - Review Page
        - Product Picture
        - Review
        - Submit Review
        - Button lihat review lainnya
        - Navigation Bar
      - Skin Analyzer
        - Skin analyzer page
        - Information
        - CTA Button
        - Usia Page
          - Questions
          - CTA button
        - Beauty Profile page
          - Skin condition
          - skin concern
          - CTA Button
        - Alergi page
          - Questions
          - CTA Button
        - Budget page
          - Questions
          - Page
          - CTA button
        - selfie log
          - instruction
          - CTA Button
        - Results page
          - results
          - Product Recommendations
        - Product Recommendation Page
          - products
          - Next Button
        - Detail product page
          - Deatil product
          - reviews
          - add to cart button
        - shopping Cart page
          - product
          - summary product
          - checkout button
        - check out page
          - summary product
          - address
          - shipping method button
            - Shipping page
              - delivery pick
              - price delivery
              - CTA button
          - payment method button
            - payment page
              - payment method
              - CTA button
          - Voucher
          - Total payment
          - CTA to buy
      - Chat Doctor
        - Doctor page
          - Filter
            - experience
            - gender
            - price
          - Doctor's name & background
          - Chat Button
            - consult now
              - payment
                - doctor's profile
                - fix schedule
                - total payment
                - voucher
                - payment method
                - CTA button
                  - chat page
                    - doctor's name
                    - CTA recipe
                    - CTA product recommendations
            - book a consultation
              - Schedule page
              - Doctor's profile
              - consult price
              - advice
              - date & time
              - CTA button
      - Profile
        - profile page
        - profile picture
        - information
        - order
        - history
        - wishlist
        - customer service
        - Navigation bar

on boarding

3:03

WELCOME

Healty skin starts with flawless skin

on boarding

3:03

skip

SKIN ANALYZER

the simple way to find your skincare products that suitable with your skin concern

on boarding

3:03

logo

Get Started

Log In

3:03

Log In

start your journey here

Email

enter valid email

Password

enter your password

forget password?

Regist

don't have account? Sign Up

sign up

3:03

Sign Up

create your new account

Full Name

enter your name

Age

enter your age

Email

enter your email

Password

create your password

Get Started

already have account? Sign In

Sign In

3:03

Enter your number

enter your number to continue

Phone Number

+62

Get Started

1 2 3

4 5 6

7 8 9

0

Sign In

3:03

Enter Code

enter your ferivication code

don't have a code? Recent Code

Get Started

1 2 3

4 5 6

7 8 9

0

Home

3:03

Hi! Kania

search

cart notif

banner

promo voucher

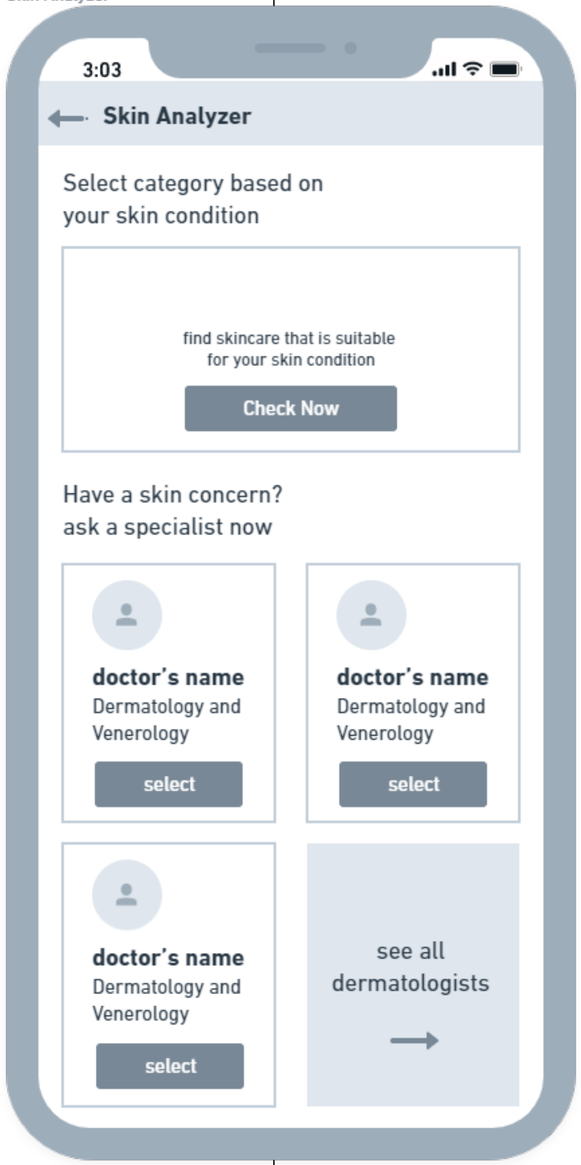
Flash Sale

New Arrival

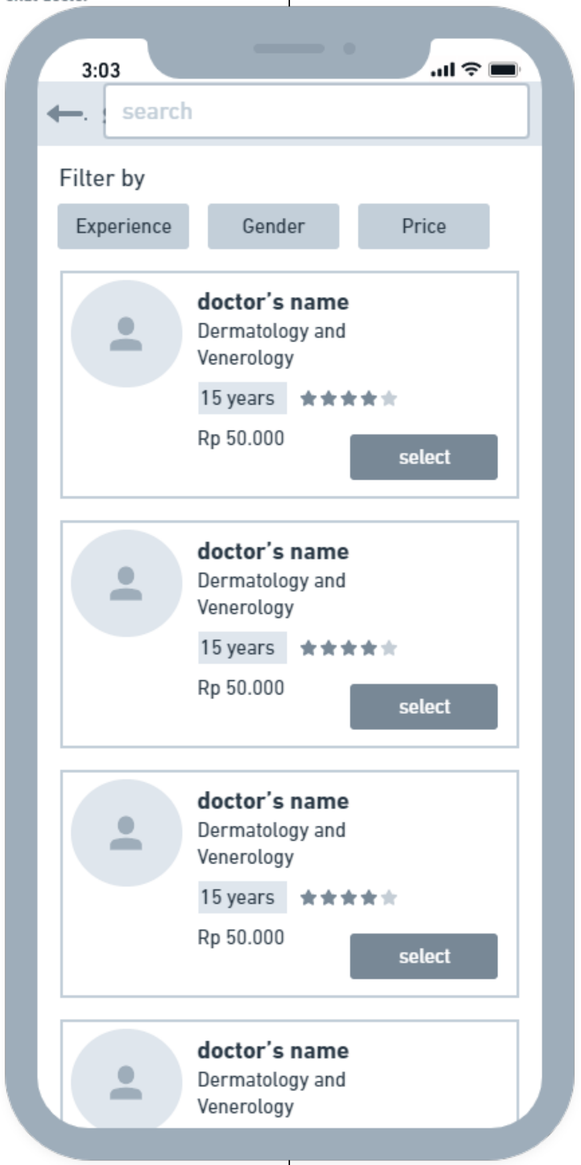
Best Seller

Home review skin analyzer profile

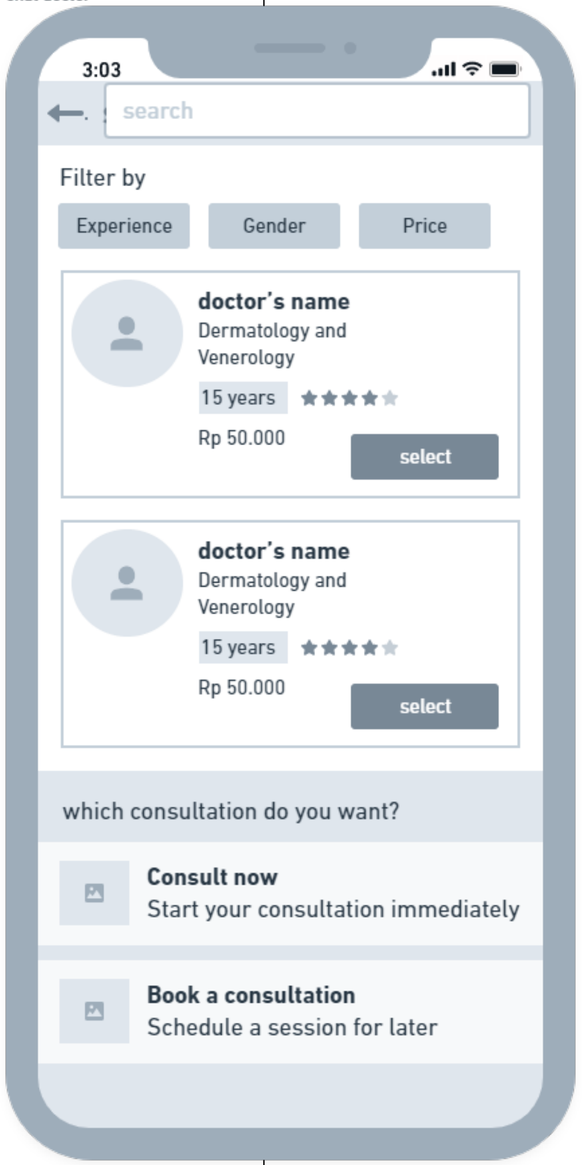
Skin Analyzer



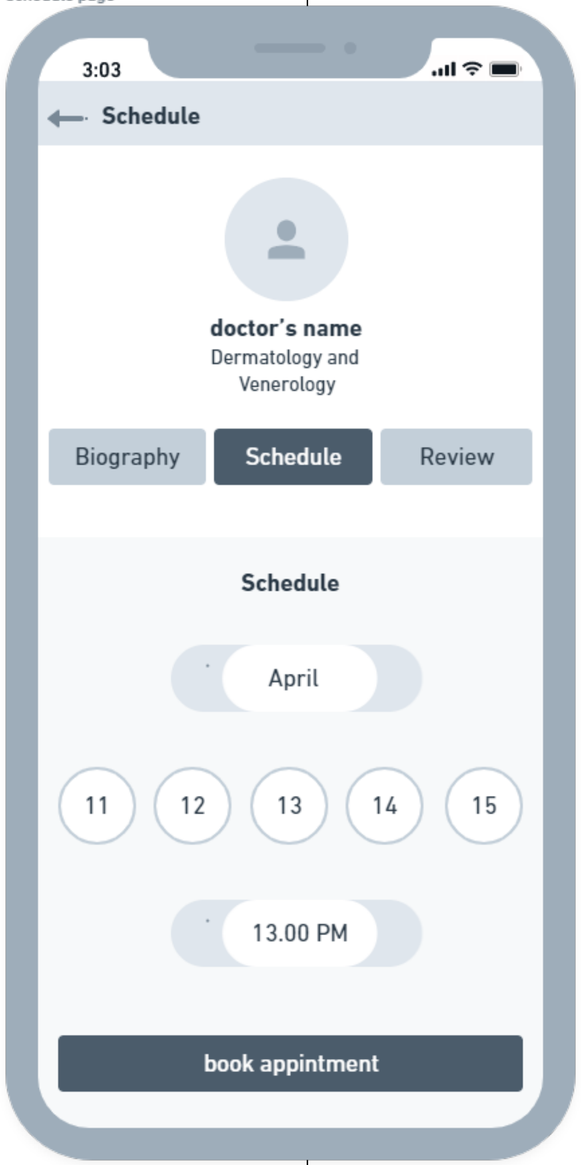
chat doctor



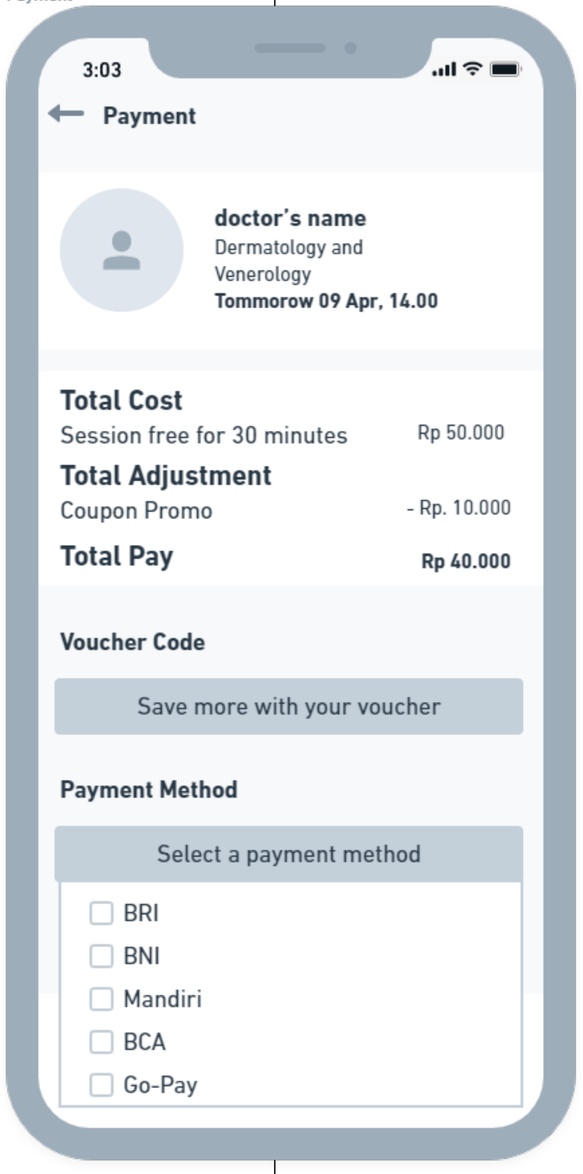
chat doctor



schedule page



Payment



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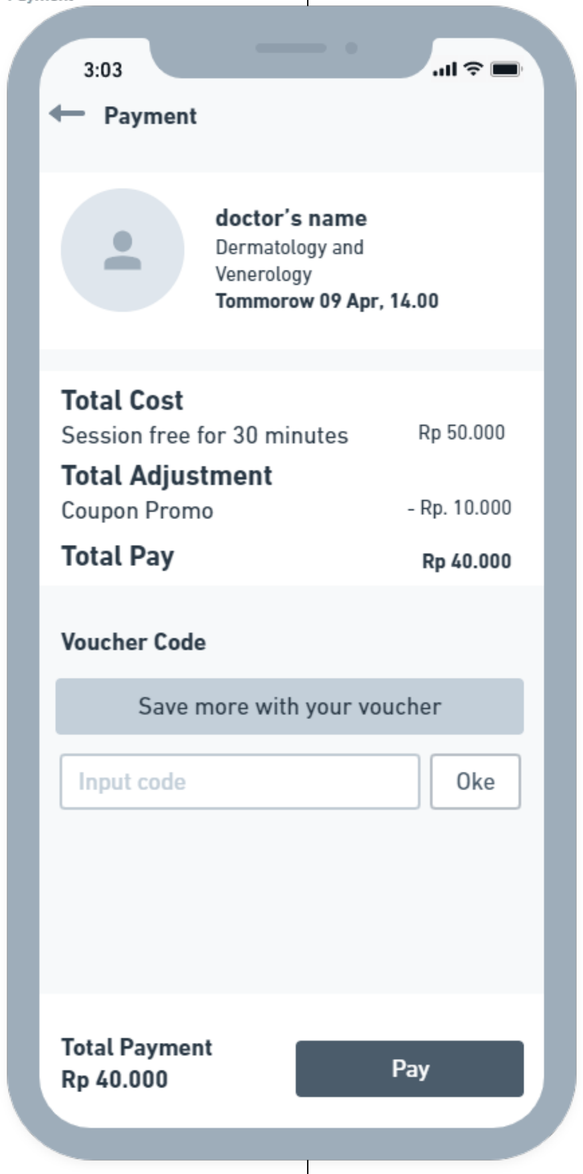
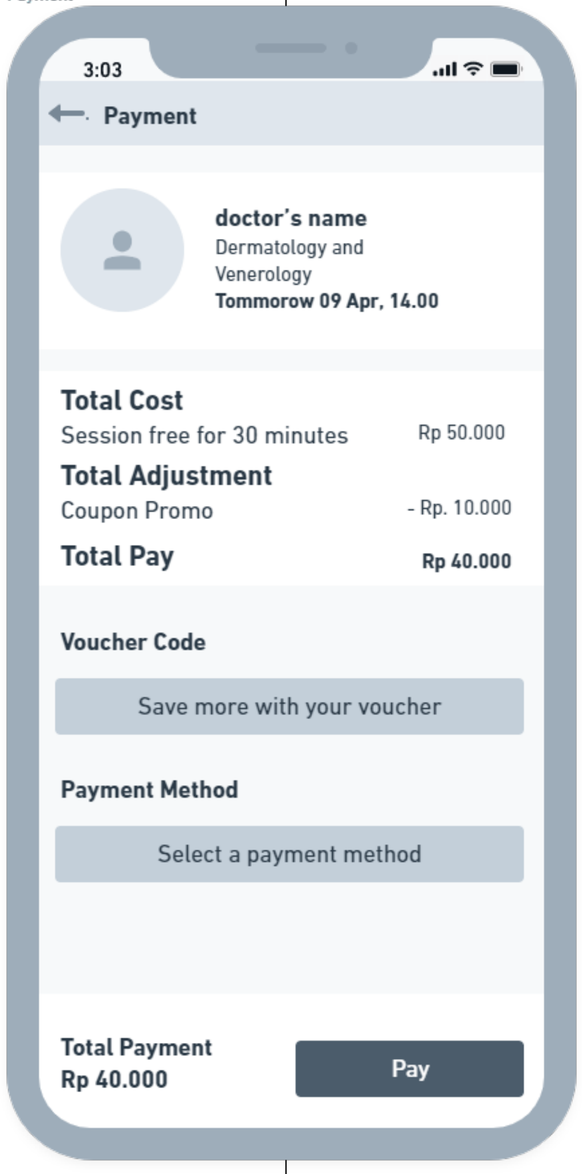
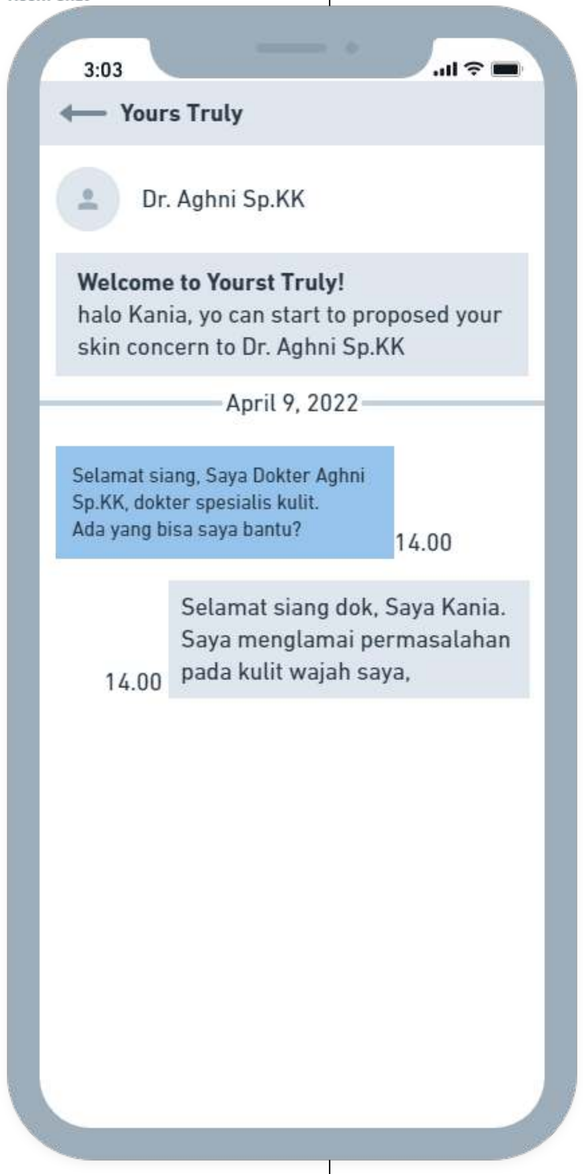


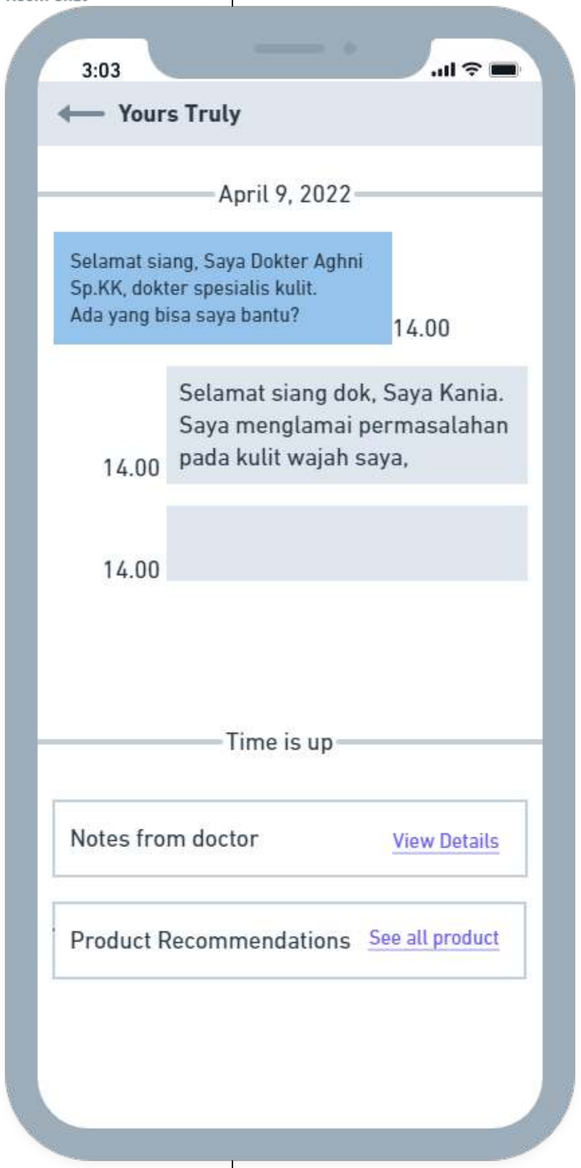
Payment



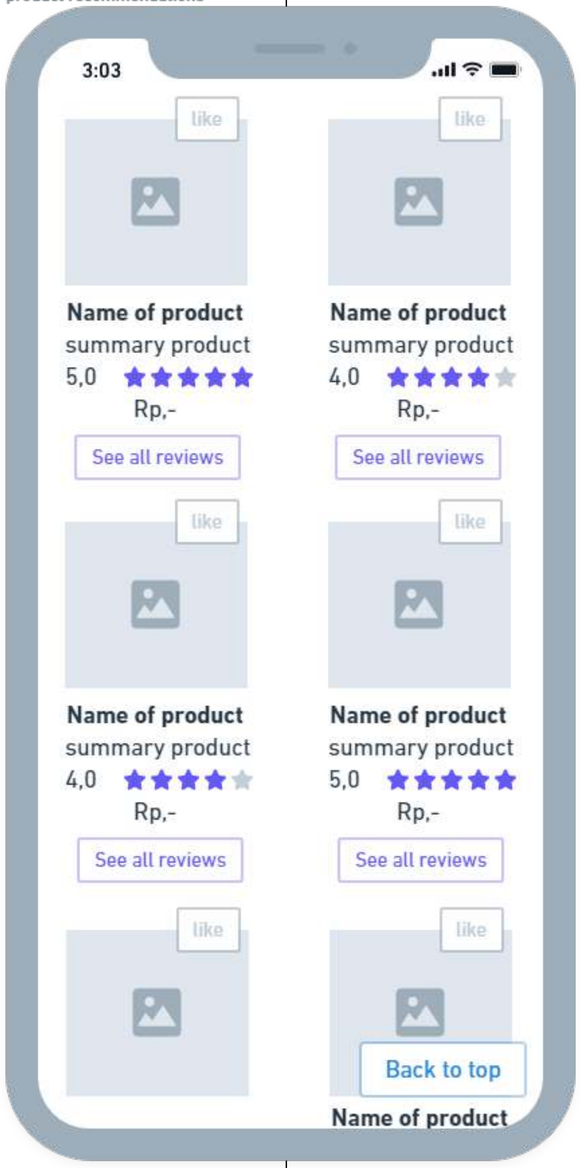
Room Chat



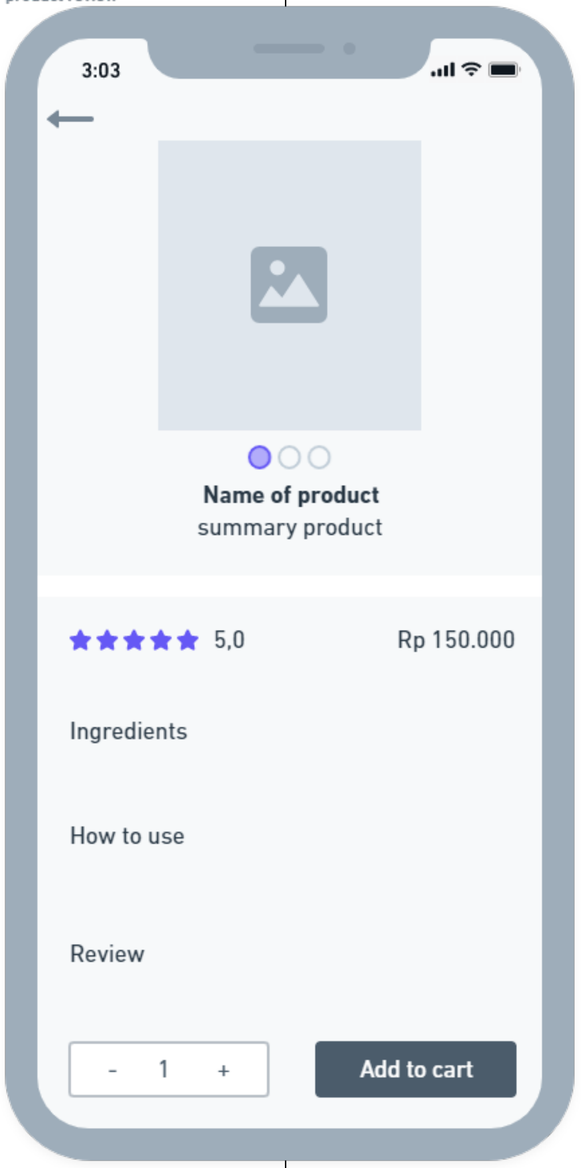
Room Chat



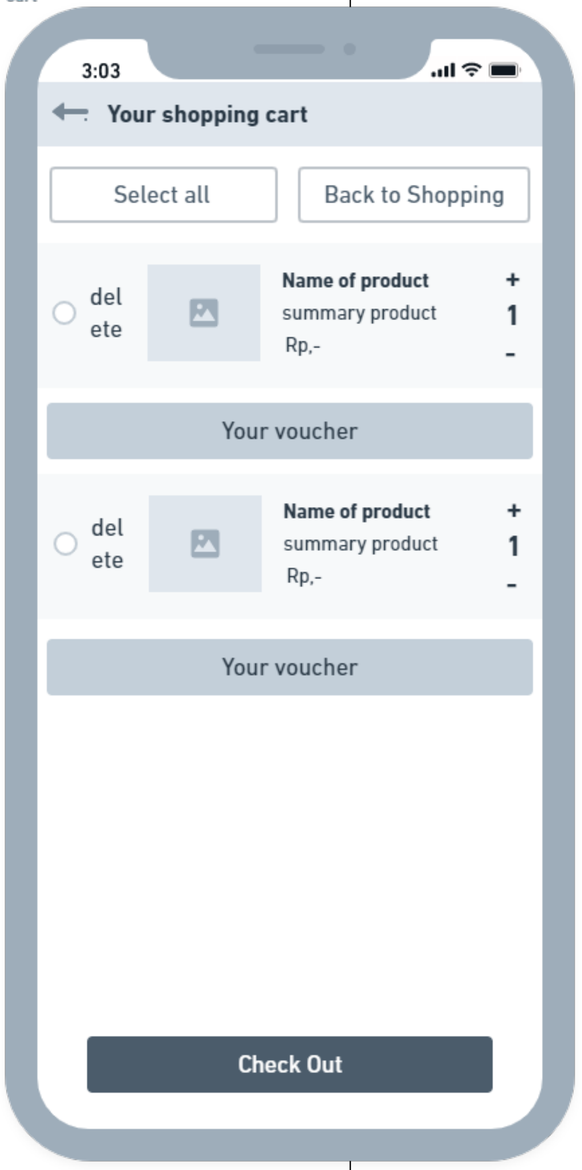
product recommendations



product review



Cart



Payment

3:03

Payment

Name of product
summary product
1x

Voucher
input voucher code

shipping method

Payment method

Total Product: 1
Price of product: Rp 150.000

Shipping cost: Rp 12.000
Total: **Rp 100.000**

Total price
Rp 162.000

Buy

shipping page

3:03

Shipping

Alamat Pengiriman
Jl. Kaliurang no.13, Jakarta, 12345

Shipping method

- [ ] Sicepat express
- [ ] J&T
- [ ] JNE
- [ ] Antaraja

Save

Payment page

3:03

Shipping

Name of product
summary product
1x

Total: Rp 112.000

Voucher

Payment method

- [ ] virtual Account BCA
- [ ] Debit/Credit Card
- [ ] E-wallet
- [ ] Internet Banking

Save

Payment

3:03

Payment

Name of product
summary product
1x

Voucher
Yourstruly01

Shipping method
Antaraja

Payment method
Virtual Account BCA

Total Product: 1
Price of product: **Rp 150.000**
Discount: Rp 50.000
Shipping cost: **Rp 12.000**
Total: **Rp 100.000**

Total price
Rp 112.000

Buy

confirm

3:03

congratulation! your order successfully

order code
1797245
Payment limit
15 April 2022 (16.30 PM)

Payment method
Virtual Account BCA
6298989064

back to homepage

“This work is not done yet, and since we haven’t done a usability test, we’re not sure whether this is the right way or not. So we ended up doing it after and ended up just adding a small feature to the app. In the future, when we face a similar problem, it will be best to do deep research and usability testing right after we have the hi-fidelity design from the UI designer ready rather than do it when it’s already live to avoid double work by all the teams included”.

THANK YOU!