BOS
BUREAU OF SKINCARE

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PROJECT OVERVIEW

BOS takes a straightforward approach to facial skincare. By tracking users' daily skincare routine, the app will provide simple data visualizations to identify and illustrate the effects that certain products and environmental factors have on the skin. Setting the science aside, the application will focus on advising users to choose products based on common sense. The application seeks not only to keep track of users' products and beauty routines, but also serves to inspire users to embrace their natural appearance and identity. This is a notable difference compared with other skincare apps that implicitly perpetuate the cultural obsession with flawlessness and unattainable perfection.

Industry: The Facial Skincare Industry

Pain Points

- The marketing behind skincare products portray an unrealistic, flawless image of people.
- There is a vast selection of products claiming the same miracle treatment.
- Trying several new products ends up being a waste of money and environmentally unfriendly.
- Ingredients illiteracy deters most people from trying new products.
- The challenge of separating the facts from the fads.
- Lack of knowledge of how much environmental factors impact their skin health.

MAIN FEATURES

1. Users can create their own profile, providing information about their skin conditions and concerns that will be analyzed by the platform and matched with specific advice.

- The beta version will test a basic questionnaire that asks users about pre-existing skin conditions and concerns (i.e. acne, blemishes and fine lines).
- Subsequent iterations will seek to understand the user's diet and lifestyle as well, and synthesize the collected data to provide even more personalized advice.
- Age is directly related to skin collagen and moisture-retention levels. As we age, our skin will gradually lose these elements. Unlike other beauty advisors, BOS encourages users to embrace their age. Aging gracefully starts with the heart first - not the anti-aging cream.

2. Users can record a daily log describing their mood and how their skin feels. This information will be charted on the MyPage tab and used to generate recommendations.

- The beta version offers a simple prompt to ask users how their mood is and what products they will use in the mornings and evenings.
- Users can indicate skin conditions and identify problems that surface during the day.
- The local climate can have a huge impact on one's skin. Temperature, humidity, sunlight and air quality can cause irritations & inflammation, clogged pores and blemishes. BOS seeks to make the connection between skin health and the environment.
- Aside from keeping a personal log/diary, this information can be presented during a follow-up appointment with a dermatologist.

3. The user can create morning and evening routines and add hundreds of products available from Sephora. The information will then be synthesized and displayed on the MyPage tab.

- On the MyRoutines tab, users can indicate which product they have used in the morning and evening routines.

- Users will be able to check main ingredients for the products they input. In subsequent iterations, BOS will allow users to compare ingredients between products.
- Overtime, people tend to forget what products they have sampled or tried as they normally will not keep track of them or store empty, used bottles and containers. Having pictures and product descriptions neatly displayed and accessible through BOS will help people organize their vanity countertop.

DATA DRIVEN

BOS uses data from users' pre-existing conditions, product usage and the local environment to come up with specific skincare advice.

- BOS will process information provided by users at registration and MyRoutines daily logs to come up with skincare advice that takes into account the products they use and the environment they are in.
- The application will also display key weather data (temperature, humidity and air quality) on the MyPage tab to inform users how to cleanse and protect their skin during the day.

The data visualizations will be weather and product usage charts.

- BOS will chart the product usage levels and indicate mood patterns.
- Weather data, particularly focusing on humidity levels and air quality, will be displayed on the MyPage tab to increase users' awareness of harmful environmental elements.
- In subsequent iterations, BOS will recommend users to monitor indoor humidity levels via a hygrometer and link this data with the app. If the indoor humidity level dips below a certain threshold, the application will prompt the user to open the window or turn on a humidifier.

The data is coming from the following sources:

- User input.
- Sephora API and AirVisual API from RapidAPI provider.
- Publicly available clinical research data.
- Skincare websites.

There are many benefits that users derive when interacting with the data provided by BOS, such as the following:

- Users can make the connection between the bar charts and the information they have provided in their daily logs.
- Many people overlook indoor/outdoor humidity and air quality as external factors that could irritate their skin. For example, in a humid and congested

environment in many parts of Asia, the application can remind the user to use lighter creams and cleansers that target particulate matter (PMI 5 to 10) pollutants.

- A record of their skincare routine will also prove helpful if they have tried several product samples in a short span of time; as mentioned earlier, the information can also be used as part of a dermatologist's prognosis on skin conditions that need medical treatment.

BUSINESS STRATEGY

What Our Competitors Are Doing

Two leading competitors, TroveSkin and Charm, are utilizing a freemium model with the choice of upgrading to a monthly or yearly subscription. Charm may also have partnerships with Sephora and other beauty retailers as part of its business model, as the skincare app offers product suggestions linked to their websites. Two other leading competitors, Good Face and Think Dirty, provide an e-commerce platform where they recommend and sell skincare products. Their business model is a combination of advertising revenue from various brands and a percentage of each purchase transacted through their platform.

What BOS Will Do Differently

Bureau of Skincare (BOS) is a skincare routine tracker. Sure, BOS can utilize a freemium model with the choice of upgrading to a monthly or yearly subscription like its key competitors TroveSkin and Charm. But perhaps the best business model at inception is to offer a one-month free trial, followed by giving the user the choice to pay any amount; then once the user has explored all the features and reaped some degree of value, prompt the user again with the choice of upgrading to a premium version.

The initial price of the application is decided by the user. The follow-up subscription fee must be reasonably low to attract conversions. TroveSkin offers its premium version for $67.99/year! Charm offers at $24.99/year which is far more reasonable.

Sourcing advertising revenue will be feasible when our platform reaches at least 1,000,000 users. Referenced from the online article, How to Attract Advertisers to Your Mobile App, John Malloy, general partner and co-founder of BlueRun Ventures, states that a company has to reach a critical mass of users before the advertising model will work.

COMPETITIVE ANALYSIS

1. TroveSkin

TroveSkin has a clean and friendly interface. It targets female GenZers and young Millennials according to the color scheme and illustrations. It does not sell products on its platform, so it focuses mainly on providing features to create a morning and evening routine, logs, skin profile and insights.

The website has only information about the mobile application.

2. Charm

Charm has a clean and feminine interface. It also targets younger women according to the color scheme and illustrations. But, it also offers inspirational messages, product recommendations, beauty tips and articles, and a community forum.

3. Think Dirty

Think Dirty has a more inclusive marketing strategy: appealing to all genders. It has a lot of information on products and ingredients. It sells its own beauty products subscription packages. The website and application is very well designed with vibrant colors and illustrations.

4. Good Face

Good Face project was created by moms, engineers, scientists and clean beauty experts. It prides itself from the extensive research it has done on many products. Good Face actually provides APIs to businesses based on its AI-powered proprietary research.

Competitive Factor			charm	THINK DIRTY.
Accessibility through web platform	✓			
Weekly data summary	✓	✓	✓	
Skincare daily log	✓	✓	✓	
Daily skincare recommendation based on the weather	✓			
Real time weather information	✓			
Wide product range with description	✓	✓	✓	✓
Personalized daily routine	✓	✓	✓	

USER PERSONAS

Sofia Jackson

Age: +35

Location: Italy

Occupation: Busy, full-time, working professional

Motivation

Being aware of one’s skin type and responding to changes in conditions.

Frustration

Not all products designed for a particular age group work as a one-all-fits-all solution. Skin changes over time due to various factors, including the local climate.

Goals

Prevent unwanted skin changes due to aging. Discover skincare products suitable to one's unique skin condition at a certain age.

Yong Lee

Age: +20

Location: South East Asia

Occupation: Student

Motivation

Skincare advice along with the product routines help the user to use the right products at the right moment. Simple and efficient graphs and insights are there to help the user to view their changes in skin.

Frustration

Wants to find out which product is better for his skin in a humid climate. Not many sources for him to visualize his product usages and routines to figure out what is causing a problem.

Goals

Simple graphic to check on usage of his products and how it relates to his humid climates with a visualization on a weekly basis of product usage, skin condition and weather information.

Sarah Smith

Age: +50

Location: North America

Occupation: Not working

Motivation

Product routines help her to use products on time and insight charts help her to compare product effects and follow the progress of skin health.

Frustration

Being on time, comparing products which are used before, being aware of skin health progress.

Goals

Having an on-time routine, following up skin health progress and comparing previous used products.

DESIGN PLAN

Week 1	Team formation, brainstorming ideas
Week 2	Research market, competitors, target user
Week 3	Complete user flow and personas
Week 4	Branding design and lo-fi wireframes
Week 5	UI components and hi-fi wireframes
Week 6	Hi-fi wireframes revision and mockups
Week 7	Mockups, illustrations and prototype
Week 8	Review mockups, illustrations and prototype
Week 9	Social marketing strategy
Week 10	Print ready promotional materials
Week 11	User test and debugging
Week 12	Finalizing pitch presentation
Week 13	Final presentation

DEVELOPMENT PLAN

Week 1	Team formation, brainstorming ideas
Week 2	Choose final idea, tech stack, data sources, components tree
Week 3	Set up MERN boilerplate
Week 4	MongoDB schemas, initial setup backend
Week 5	Develop back-end
Week 6	Develop back-end, start developing front-end
Week 7	Develop front-end
Week 8	Develop front-end, finish styling - Alpha version ready
Week 9	Integrate front-end and back-end
Week 10	Beta version ready
Week 11	User test and debugging
Week 12	User test and debugging, finalizing pitch presentation
Week 13	Final presentation

UI KIT

Our adjectives in style are genderless, neutral, and nourishing since our platform is for everyone regardless of their age, gender or ethnicity. We set the adjectives to guide us in defining our brand logo, color palette and typefaces.

Logo

Our logo is a silhouette of a person's side facial contours and the acronym of our brand name. It's distinct, modern and gender-neutral.

Typography

We considered legibility as one of the most important factors in choosing our typefaces, and therefore, we came up with Sora as headings and Khula as body and interaction texts considering that both are san-serif typefaces.

Aa
Sora

H1 **Tracking Your Skincare Products 32px**

H2 **Tracking Your Skincare Products 24Px**

H3 **Tracking Your Skincare Products 19px**

Aa
Khula

Body Tracking Your Skincare Products 16px

CAPTION Tracking Your Skincare Products 14px

Color Palette

We focused our platform as a skincare routine tracker differentiating from all other cosmetic apps for makeup purposes. It is the main reason why we have gone for a color palette with neutral colors and less saturation.

Primary Colour	Secondary Colour	Tertiary Colour	Typography Colour	Tertiary Colour
#67392A	#F3BA7C	#D19888	#4B4B4B	#96807A #F8F5F0 #F8F5F0

Buttons

PRIMARY BUTTON (CLICKABLE)

NORMAL — PRIMARY BUTTON

HOVER — PRIMARY BUTTON

PRESSED — PRIMARY BUTTON

DISABLE BUTTON

DISABLE — PRIMARY BUTTON

SECONDARY BUTTON

NORMAL — SECONDARY

PRESSED — SECONDARY

SECONDARY BUTTON(Mobile)

NORMAL — SECONDARY

PRESSED — SECONDARY

Icons

Humidity · UV Index · Sunny · Half Cloudy · Cloudy · Rainy · Windy · Profile · Delete

Input Fields

User Name

Location

Gender

Cards

CREME

Name of the product

creme

Skin Concerns

- Fine lines and wrinkles
- Uneven texture

Product Details

USED

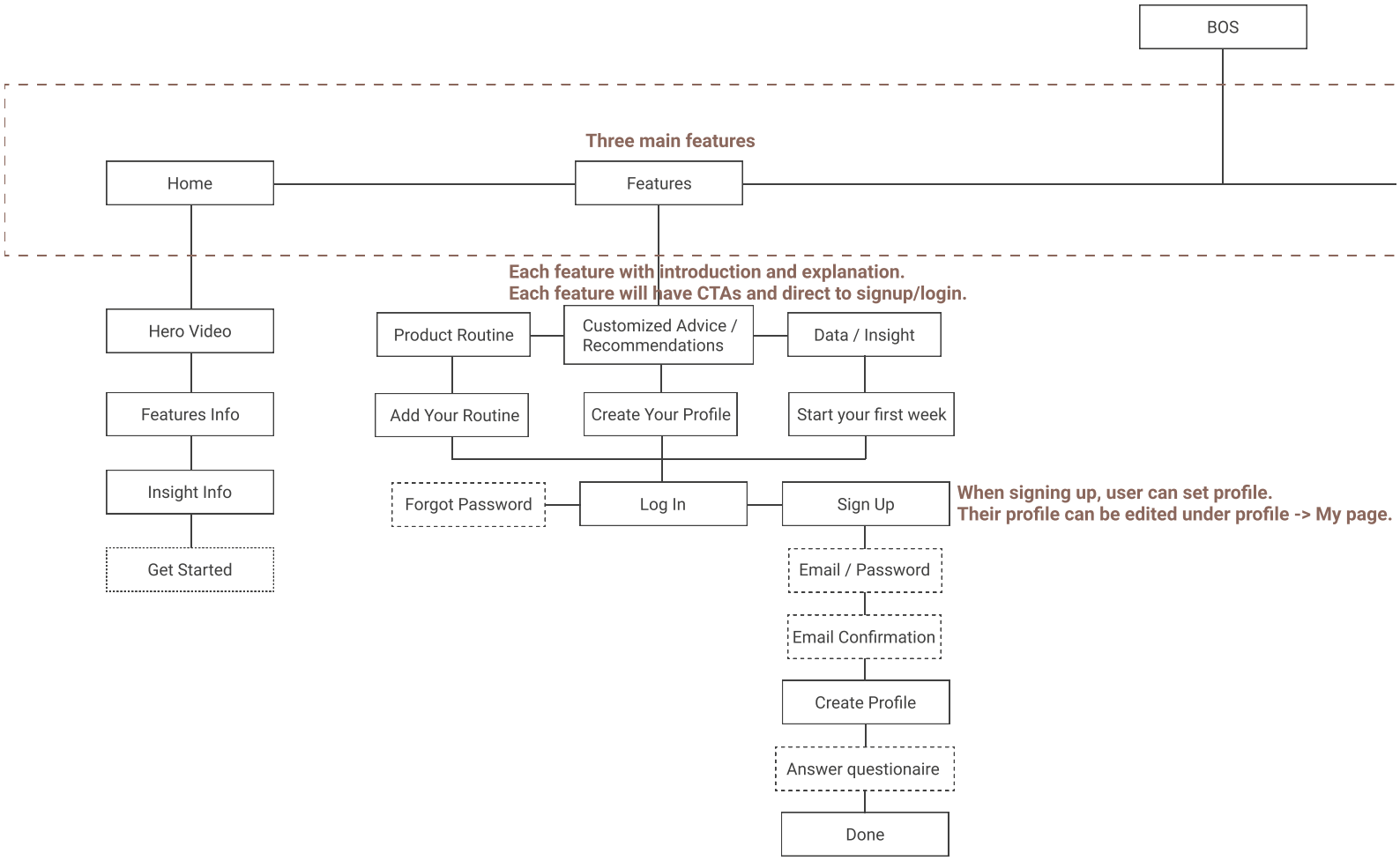
Tabs & Chips

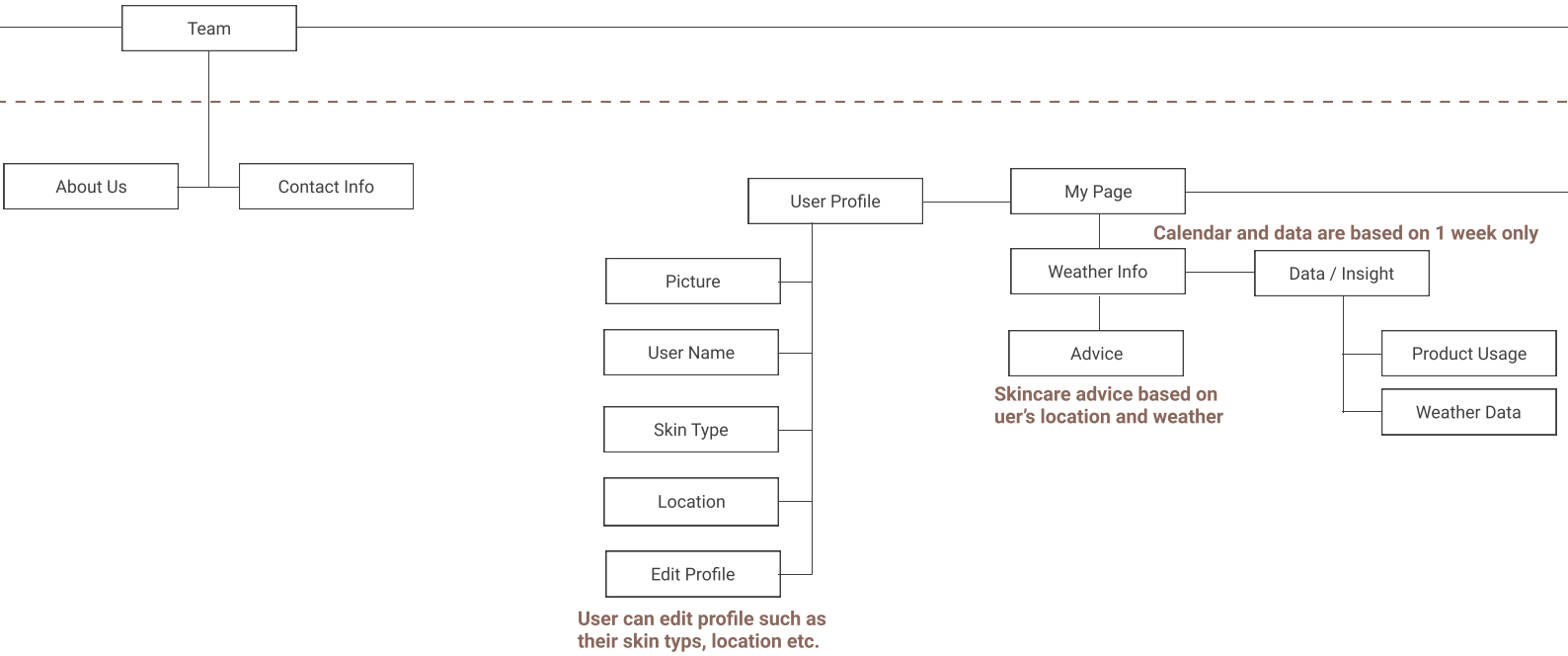
My Page | My Routines

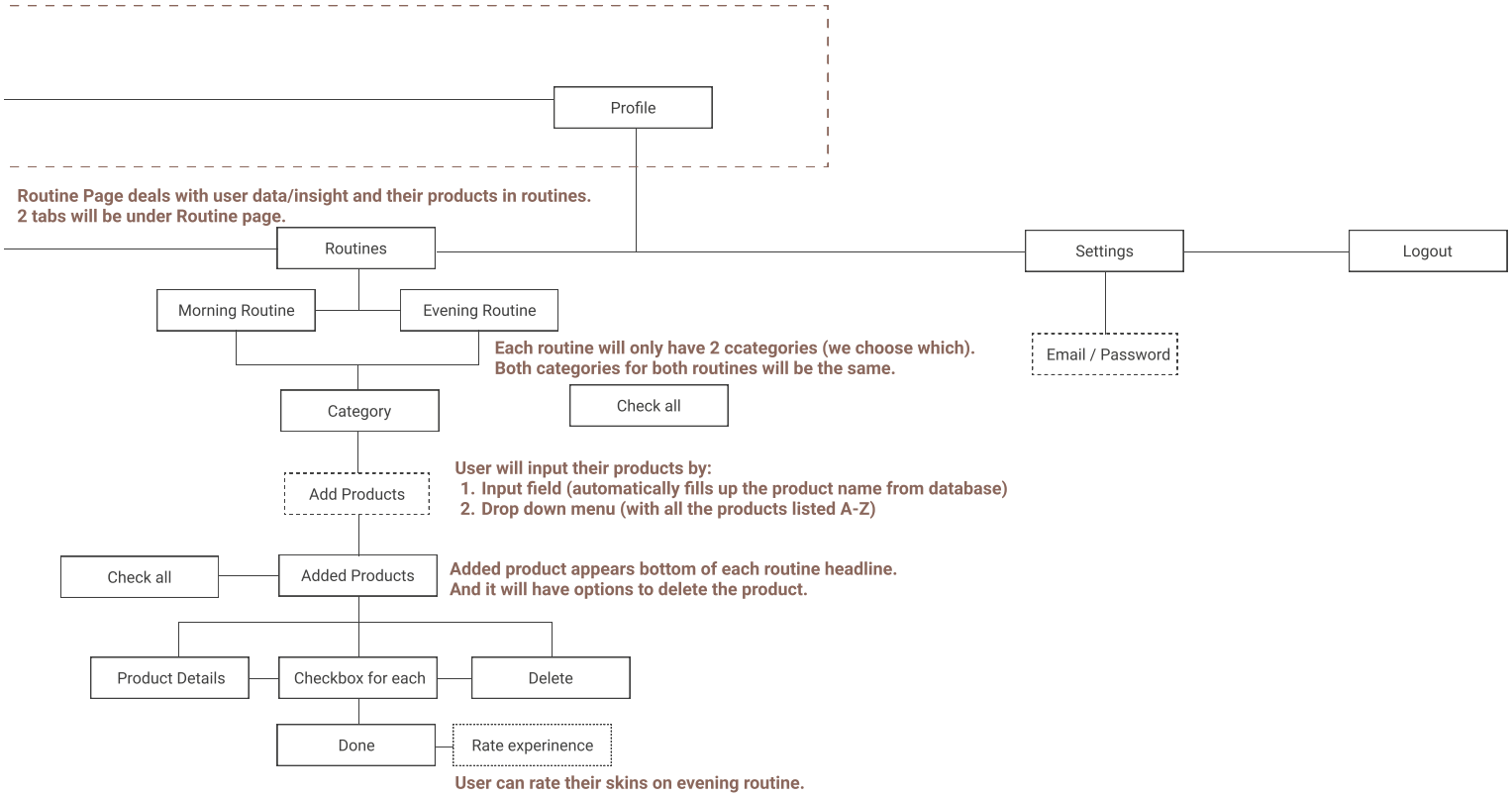
NORMAL Normal

PRESSED Normal

USER FLOW


BOS
Three main features
Home
Features
Each feature with introduction and explanation.
Each feature will have CTAs and direct to signup/login.
Hero Video
Features Info
Insight Info
Get Started
Product Routine
Customized Advice / Recommendations
Data / Insight
Add Your Routine
Create Your Profile
Start your first week
Forgot Password
Log In
Sign Up
When signing up, user can set profile.
Their profile can be edited under profile -> My page.
Email / Password
Email Confirmation
Create Profile
Answer questionaire
Done


Team
About Us
Contact Info
User Profile
Picture
User Name
Skin Type
Location
Edit Profile
User can edit profile such as their skin typs, location etc.
My Page
Calendar and data are based on 1 week only
Weather Info
Data / Insight
Advice
Skincare advice based on uer's location and weather
Product Usage
Weather Data


Profile
Routine Page deals with user data/insight and their products in routines.
2 tabs will be under Routine page.
Routines
Settings
Logout
Morning Routine
Evening Routine
Email / Password
Each routine will only have 2 ccategories (we choose which).
Both categories for both routines will be the same.
Category
Check all
Add Products
User will input their products by:
1. Input field (automatically fills up the product name from database)
2. Drop down menu (with all the products listed A-Z)
Check all
Added Products
Added product appears bottom of each routine headline.
And it will have options to delete the product.
Product Details
Checkbox for each
Delete
Done
Rate experinence
User can rate their skins on evening routine.

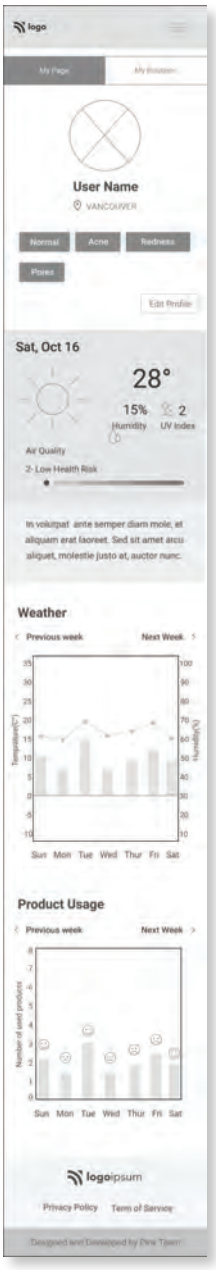
WIREFRAMES

Our UX Process

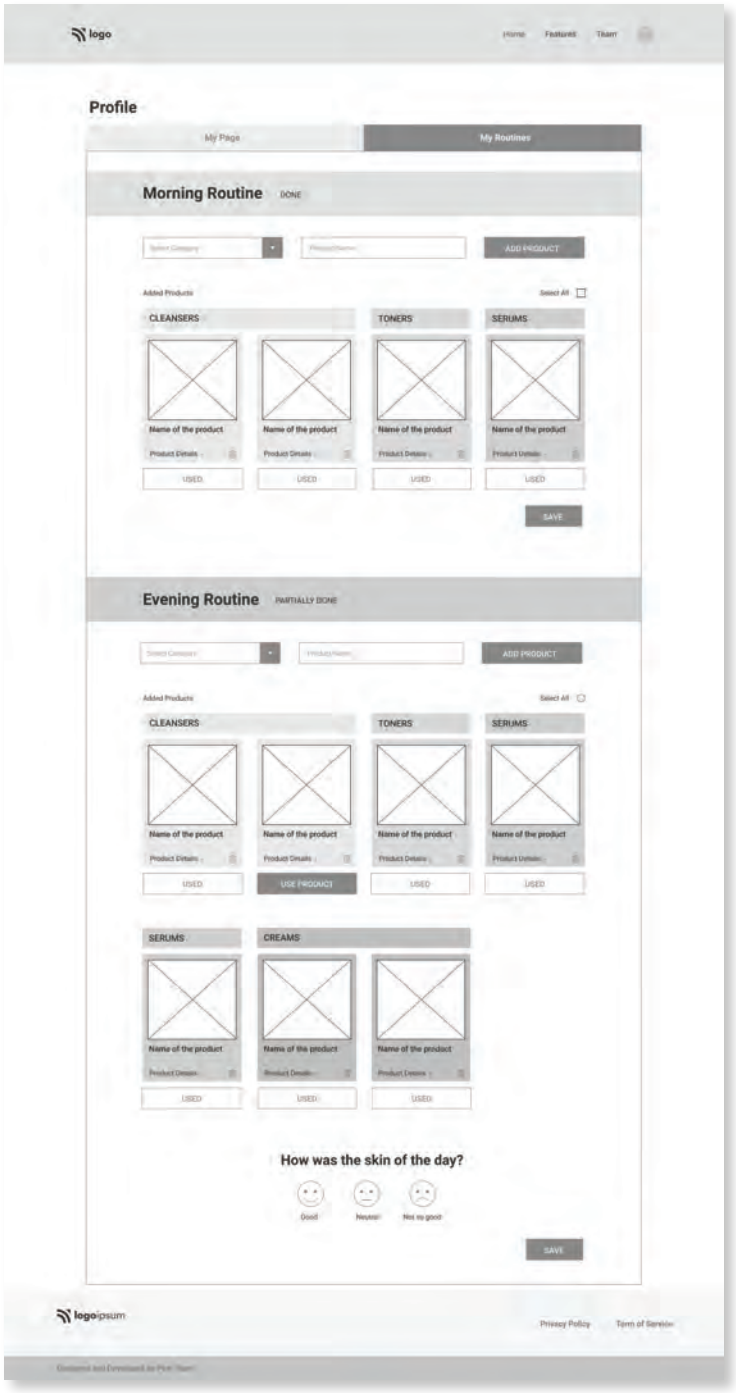
After finalizing our user flow, we started working on low-fidelity wireframes of the main feature pages - the My Page and My Routines tabs. Our platform is based on user interaction and requires user input and location data sets to formulate advice. The data is visualized through line and bar charts displayed on the My Page tab. We aimed at creating an application that provided data-driven insights, but offered in a way that it is easy-to-use and understand. Our whole UX process distilled the data visualizations to a level that became self-explanatory, keeping it simple, yet informative.

My Page Desktop View

My Page Mobile View

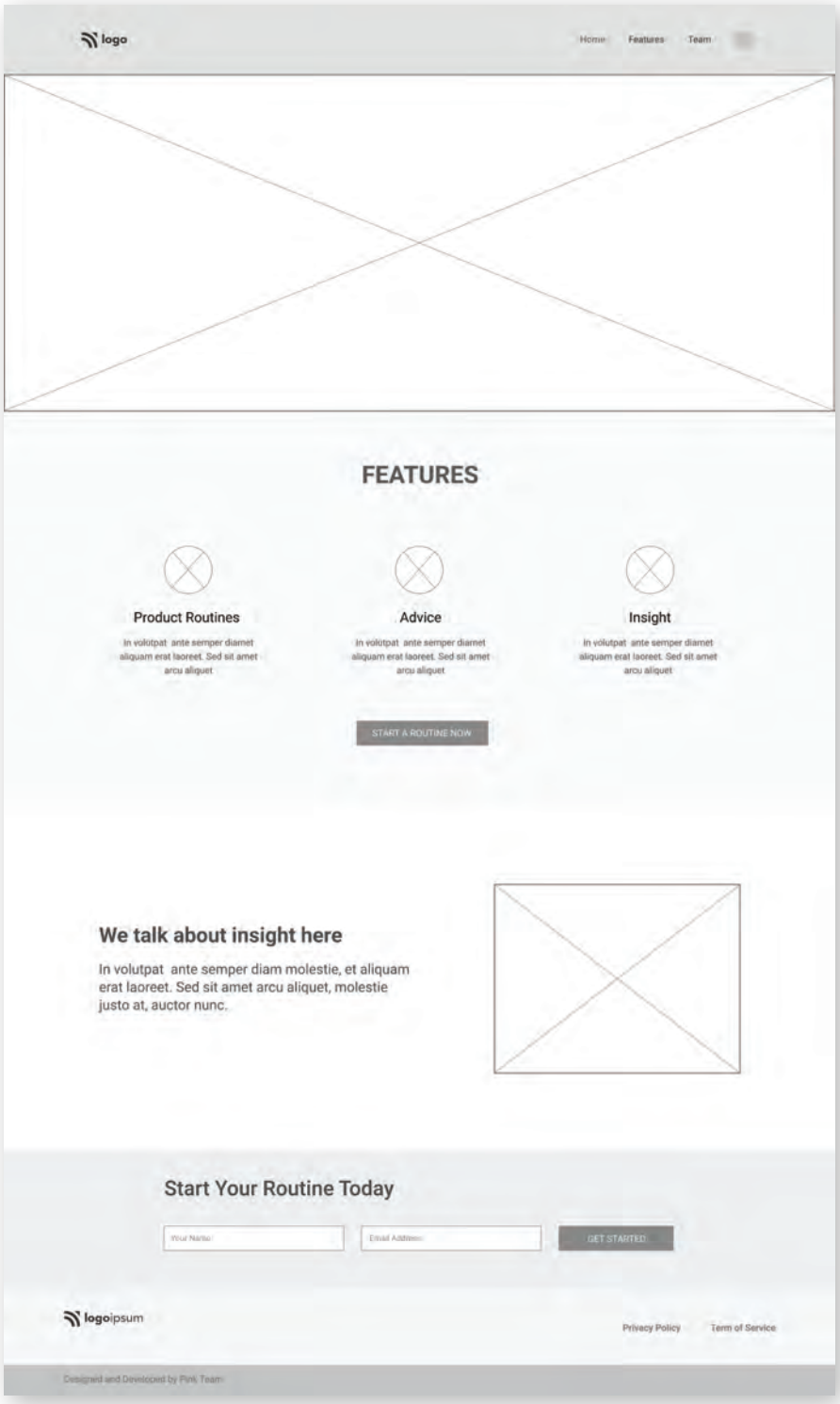


My Routines Desktop View



My Routines Mobile View

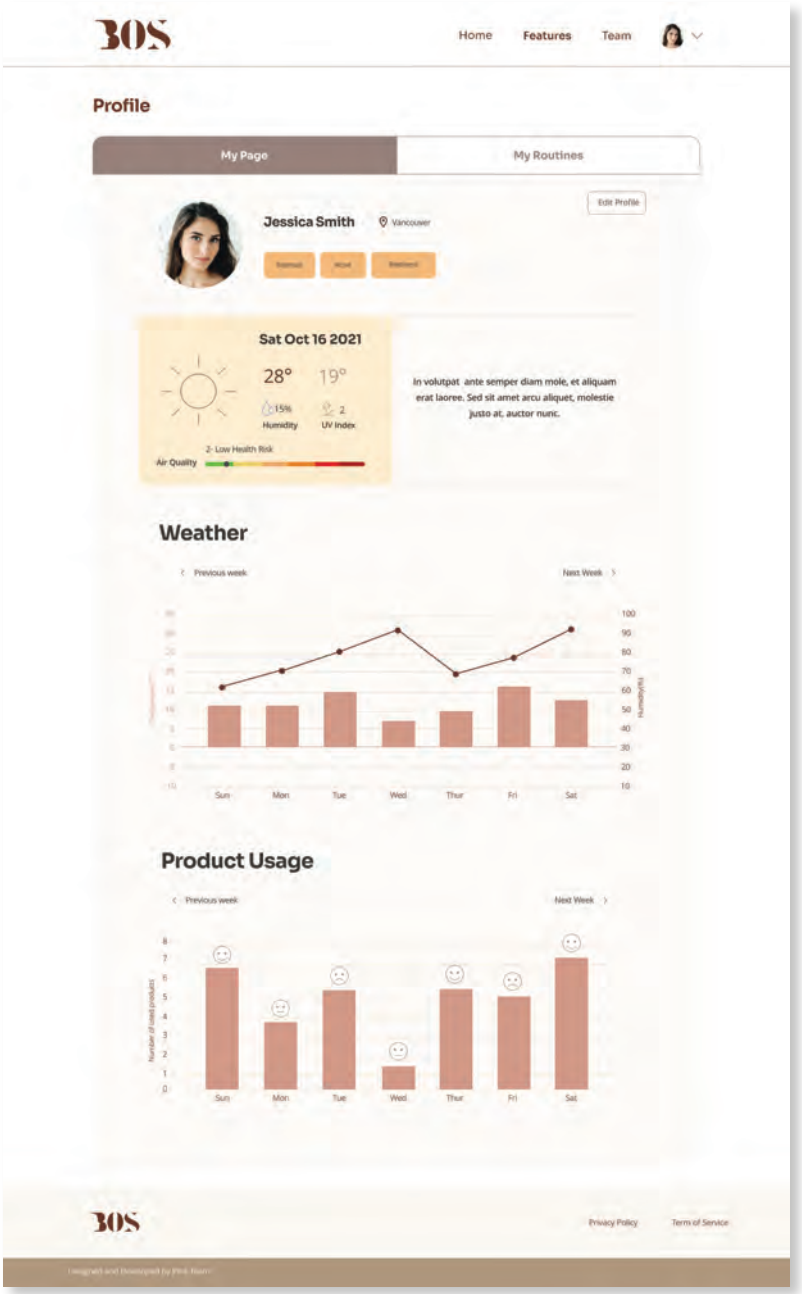
Home Page Desktop View



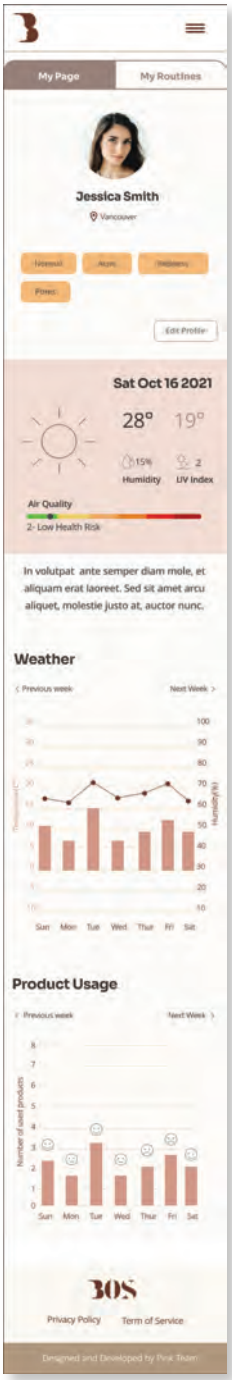
Home Page Mobile View

MOCKUPS

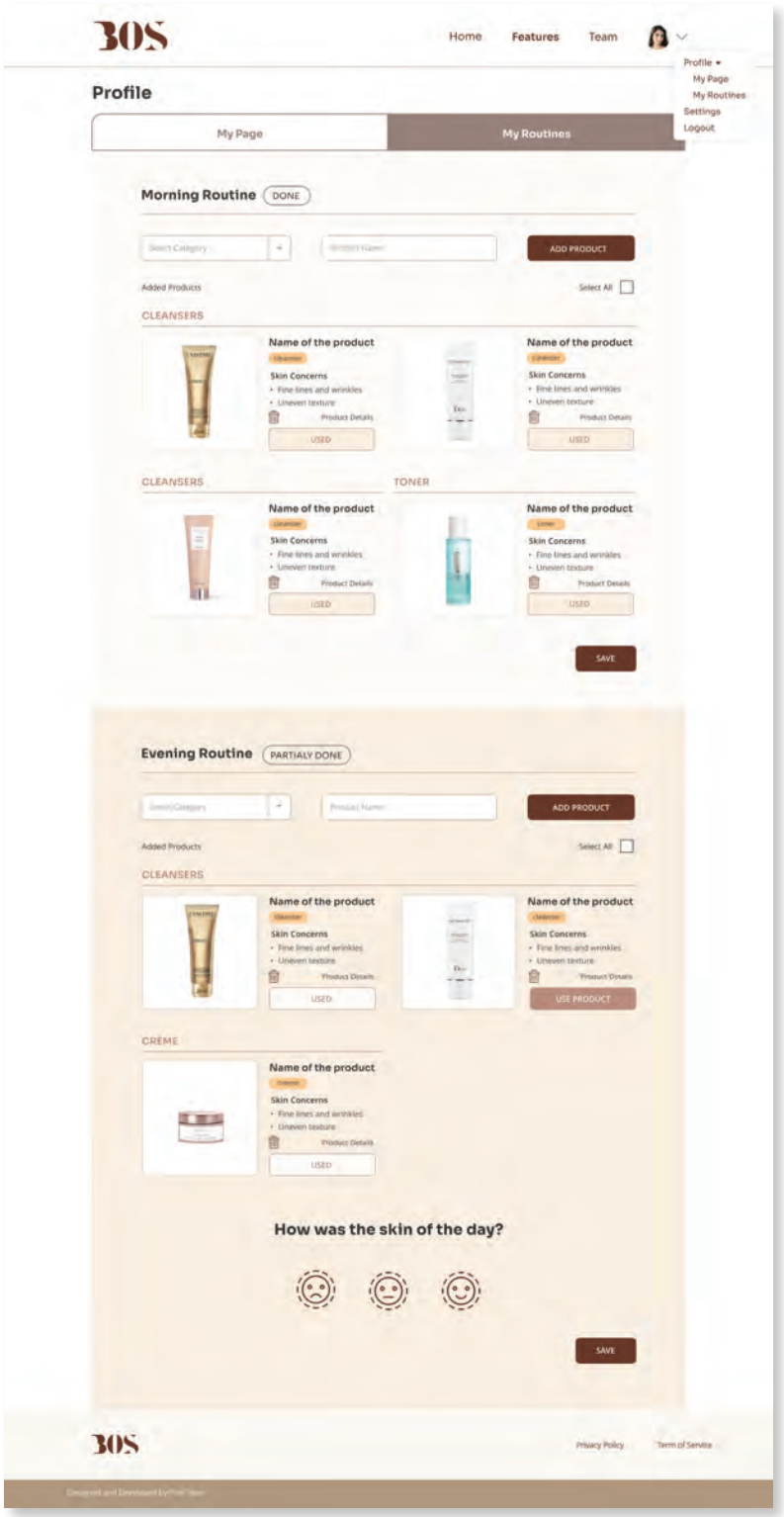
My Page Desktop View



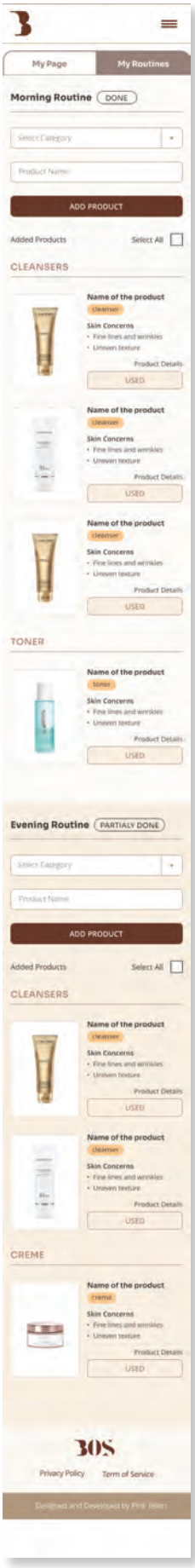
My Page Mobile View



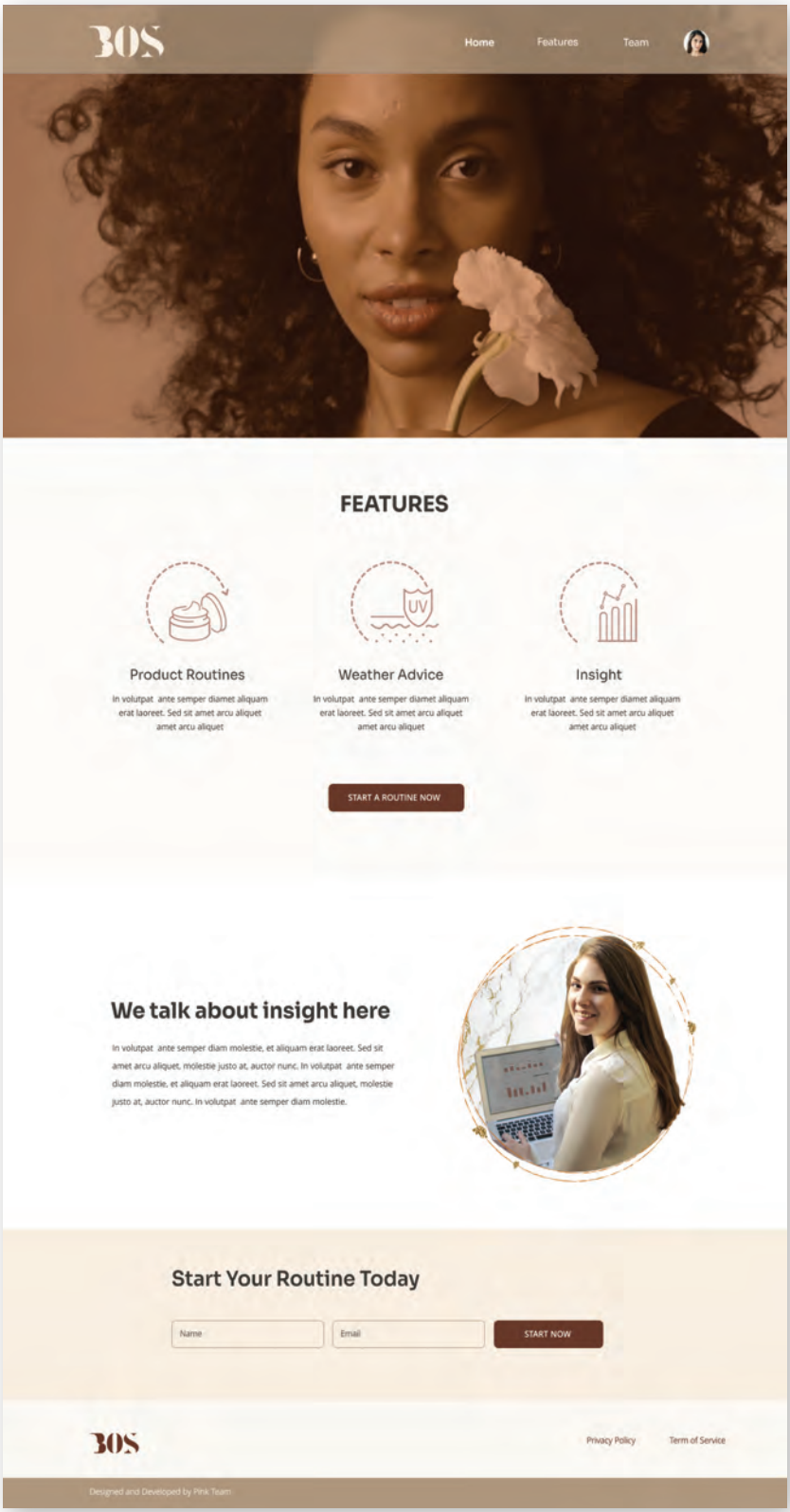
My Routines Desktop View



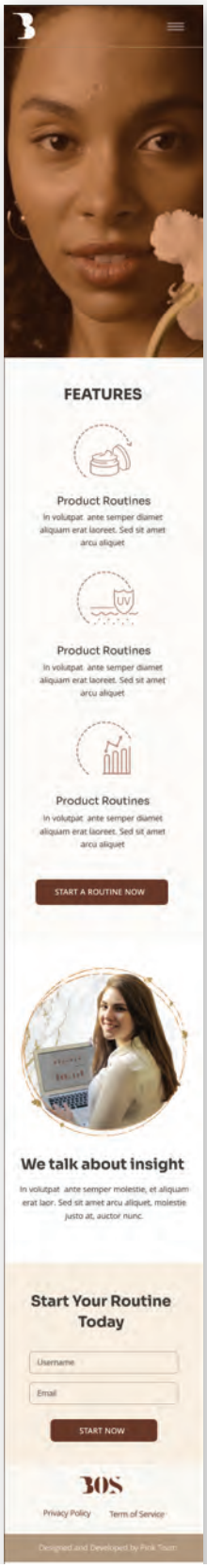
My Routines Mobile View



Home page Desktop view



Home page Mobile View



OUR TEAM

Fatemeh Heydarilarinezhad

UI/UX Design

A background in web and graphics design and project management. Fatemeh designed the UI/UX wireframes and high-fidelity mock-ups. Fatemeh also prepared the marketing and presentation materials.

in /fatemeh-heydarilarinezhad

Olha Sukharieva

UI/UX Design

A background in graphics design. Worked as a graphic designer and a marketer in a studio. Olha designed the UI/UX wireframes and high-fidelity mock-ups. Olha also prepared the marketing and presentation materials.

in /olha-sukharieva

Yujeong Park

UI/UX Design(PM)

A background in Communications and Business Marketing. Yujeong designed the UI/UX wireframes and high-fidelity mock-ups. Yujeong prepared the marketing and presentation materials. She also co-ordinated the workflow with instructors on the team's behalf.

in /yjpark96

Mark Suria

Back-end Developer

A background in developing back-end software applications. Mark took the lead to develop the web server and database. From creating the data schema, to coding Node.js Express server and Mongo connection via Mongoose, Mark played an integral role in building out the functionalities.

in /mark-joseph-suria-4a358470/5

Douglas Leung

Full-Stack Developer

A background in Finance and Real Estate. Doug structured the business model and marketing strategy for the early stages of the company. He coded the Home, Features, Login, Registration and Profile Settings pages, making use of advanced React tools. He also coded the authentication using Firebase SDK.

in /douglas-leung-4675a412

Yulia Kirienko

Full-Stack Developer

A background in International Relations and Hospitality Management. Yulia coded one of the two core features, the MyRoutines tab, making use of RapidAPI Sephora, Material UI, advanced React tools and libraries. This page allows the user to search Sephora's products, create morning and night routines and indicate product usage and moods.

in /yulia-kirienko

Javier Gongora

Full-Stack Developer

A background in Organizational Psychology, with experience in corporate eLearning and medical imaging. Javier coded one of the two, core features, the MyPage tab, making use of RapidAPI AirVisual, Chart.js, Material-UI and advanced React tools. This page provides skincare advice based on weather data, tracks product usage and displays mood indicators.

in /javiergongora

www.bureauofskincare.ca

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Langara.
THE COLLEGE OF HIGHER LEARNING.