

L'Oréal SkinGlow

team InnovATE



Madison Nguyen

Service Designer



Anh Nguyen

Software Engineer



Mehak Dhiman

UI/UX Designer

Introduction

Chosen scope: L'Oréal products & services axis (the skincare diagnosis)

The problem and our solution

With so many possible combinations of skin conditions and corresponding skincare products, finding the right skincare solution can feel like searching for a needle in a haystack. Information on how to use products - let alone combine them effectively - is scattered across numerous sources. Accessibility to quality information is further hindered when it's only available through costly consultations with professionals. This issue of having a multitude of products to pick from is not just an issue for individuals; it's also an issue for sustainability when far more products are being consumed, or worse left unused, than needed.

Our solution? An AI powered app to offer skincare that's personal, sustainable, and wallet-friendly. We're on a mission to transform how people discover, buy, and use skincare, all while nurturing community spirit and caring for our planet.

Our team

InnovATE consists of Madison (service designer), Anh (software engineer), and Mehak (UI/UX designer). We're all skincare fanatics, so creating a solution on a potentially global scale was deeply rewarding. While working on the project we've shared many laughs, powered through late nights, and bonded over our passion for the problem space. With how much we've enjoyed it, it's hardly work for us - we're so excited to bring each of our areas of expertise and share our ideas with L'Oréal to transform the skincare space for greater accessibility and sustainability.

What innovative tech drives SkinGlow?

L'Oréal SkinGlow leverages AI to answer skincare questions, offer personalised skincare recommendations, and integrate real-time weather data for truly context-aware advice. It drives strong user engagement by providing personal and community spaces for tracking one's skincare journey and connecting with other users. Its key features are:

AI-powered personalisation with Lorey

Built with the latest Large Language Models (LLM), Lorey is an inbuilt AI assistant that can answer questions through natural conversations, and give in-app purchase L'Oréal product recommendations based on skin types, concerns, and ingredients.

Skincare tips based on live weather conditions

With skincare routine adjustments delivered through push notifications, users can stay one step ahead of changing weather conditions - from UV levels to humidity and pollution.

Interactive skincare diary and affirmations

Users can monitor progress with private photos, comments and mood tracking, and adapt their routine based on AI insights. Regular skin affirmations help users remain motivated and foster a positive self-image.

Relevant community groups and resources

Join a community for resources and tips, or to share, comment, make friends and see others share their skincare journey. Each resource has a green rating of how eco-friendly it is.

 **Fun fact!** Our app interface was designed with glassmorphism to embody the essence of a clear, glass skin aesthetic.

Sustainability, inclusivity, and global scalability

SkinGlow is designed to align with L'Oréal's strong commitments to sustainability and inclusivity. By powering the training and infrastructure of Lorey (our AI Chatbot) with 100% renewable electricity, we can minimise our apps carbon footprint. A green rating system '🌱' (more 🌱 = more sustainable) guides users toward resources and practices that minimise environmental impact, empowering them to make eco-friendly skincare choices.

To promote inclusivity, Lorey's personal skincare recommendations will be trained on a diverse range of skin types and concerns, so that everyone will feel seen and supported. Building safe community spaces further highlights our commitment to inclusivity, as we aim to enable users from varied backgrounds to share advice, experiences, and support without judgement.

As an app deployable to any device, SkinGlow is built for global scalability - cloud-based infrastructure can be used to train Lorey in different languages and cultural nuances so that conversations are fluent for users all around the world. This global approach not only broadens market reach but also enhances the app's utility across diverse environmental conditions and corresponding skincare needs, showcasing its potential for worldwide adoption.

Feasibility and measuring success

We plan to adopt a flexible pricing model that caters to a broad audience while ensuring sustainable business growth. By offering basic services for free and premium features available via subscription, we aim to make our app accessible to everyone, with added value for those seeking enhanced personalisation and exclusive content. The steady revenue stream generated can be used for investment in technology and sustainability initiatives.

To measure the success of SkinGlow, our KPIs will focus on the number of in-app product purchases and conversion rates (from download counts to number of accounts created to subscriptions). Additionally, engagement in our community forums and user satisfaction scores will help gauge the inclusivity and impact of SkinGlow. These KPIs will provide us with valuable insights, enabling us to iterate and adapt our offering to exceed user expectations.