

# Thematic Analysis

## First Draft

### Skincare Concerns

- The user doesn't know which ingredients are causing negative reactions.
- Understanding their skin concerns in-depth.
- "I like to buy eco-friendly products and those that do not include too many chemicals. But the products I've tried so far have not been as effective as I thought they would be."
- "I avoid purchasing products that have a lot of harmful chemicals in them."
- "When I purchase lipsticks I make sure they don't have any harmful chemicals in them."
- "I would like a feature that will help me communicate my skin issues to a dermatologist."
- 35% of consumers with chronic conditions want to better understand how to change unhealthy behaviors.

### "Busy" Culture

- How can we scan products precisely to add them to the beauty closet?
- Lack of time to explore the right products and to use them.
- "I like having routines. I have a skincare routine that I follow every day."
- "I'd like to be able to find the expiry dates of products with ease."
- Visually perceive products.
- Helps reduce the usage of expired products.

### Eco Consciousness

- How can we assure users that the beauty products they want to buy or use are genuinely clean and sustainable?
- A label that specifies a product's clean beauty certifications.
- "I feel like it'll be easier to find and use things that are sustainable and eco-friendly in the future."

- “A lot of brands advertise their products to be “organic” and “green”, but if we do a deep dive into the kind of ingredients they use, we can see they are crossing a lot of ethical lines and claim to be sustainable just for mass profit.”
- “Beauty product rankings that show the most sustainable to the least can help me make quicker decisions in the long run.”
- Consumers will become increasingly aware of the wider impact of the goods and services they consume, both on people and the planet. Greater visibility of product information will influence the choices they make.
- Amid rising concerns in Asia about sustainability, eco-responsible consumption is on the rise. In an Ipsos poll conducted in late 2019, more than 80 percent of respondents in China, India, and emerging Asian economies said that they had made changes to the products and services they buy because they were concerned about climate change.

### Decisions Before Buying

- “The reviews for each product and the variety of products I can peruse through to make a single purchase make it convenient.”
- “I make sure to read about the ingredients of beauty products online most of the time, but if I’m in a hurry, I tend to read reviews before making a purchase instead.”
- “If a product I want to buy is expensive, I look at the reviews first.”
- “With online shopping, I can check out the reviews and ratings with ease, find similar product suggestions for each product, and purchase from brands across the world.”
- “If it is a machine I am purchasing, then I google videos of product usage demonstrations to get a clearer idea of how it works.”

### Learning the Ropes

- The user is overwhelmed with the varied amount of beauty content they consume and hear about.
- The user is unsure of the sequence of steps to follow as a part of their beauty routine.
- “I like watching videos on YouTube and Instagram to learn beauty techniques so I can efficiently use the makeup that I bought. “

- “So I looked at some beauty review videos on YouTube which explained the usage of the product and I got a better idea how I could fit the product into my skincare routine.”
- “I’m interested to attend beauty workshops. I feel like I can learn to use a lot of products and integrate them into my daily routines.”
- “I would like to learn more about the kind of ingredients that shouldn’t be in beauty product formulations but I don’t know where to begin.”
- Searches for informational keywords lead to Google results featuring content such as beauty guides, tutorials, and makeup tips. The search intent is to find or discover content, information, or answers.
- Consumers who used to buy from department stores or retailers could no longer seek advice from beauticians. This created a vacuum of knowledge, forcing consumers to turn to Google for answers. Consequently, search terms that were previously transactional began to include a more informational intent.

### On a Budget

- “I tend to be cautious when I make a purchase, especially a new one. I like to know more about the quality of a product especially if it’s medium-priced or high-end.”
- “However, if I see a product I purchase regularly at a discounted price, I usually buy it.”
- “I keep up with sales to keep track of price drops on products that are wish-listed so I can buy them and cut spending costs.”
- “I don’t regularly keep up with sales. If it is a branded product at a discount (For example, Boat headphones) then I am interested.”

### In My Bubble

- The user doesn’t keep up with trends.
- “I don’t feel comfortable trying out new trends as I feel like they just might not suit me.”
- “I always consider two things while making a purchase; One, “Is it comfortable for me?” and two, “Is it in an affordable price range?” I am not influenced by trends at all.”

- “I read about trends and I am pretty aware of them in general. I wish I could partake in them and buy some products but I like to consider comfort when I am buying stuff.”
- 63% don't feel a need to keep up with the latest fashion trends.

### Quality Over Quantity

- “I find that this brand feels very luxurious and well-crafted.”
- “I don't necessarily remember a specific purchase but I appreciate products that felt like luxury purchases, especially clothes with good quality and pricing.”
- Asia has the right attributes to propel the spread of personalization, including explosive growth in data creation, capture, and replication that IDC expects to triple between 2020 and 2025 in the region.

### Communication is Key

- How will the community system work?
- What makes people want to join a beauty community?
- “I don't search for content online to learn about beauty tips and tricks. I talk to my friends and I get a lot of advice that way.”
- “I like to follow celebrities' skincare routines on social media. I also watch Facebook reels related to haircare and skincare.”

## Second Draft

### References

- The user doesn't know which ingredients are causing negative reactions.
- “I would like a feature that will help me communicate my skin issues to a dermatologist.”
- 35% of consumers with chronic conditions want to better understand how to change unhealthy behaviors.
- Past medical history
- History of presenting condition
- Public awareness about skin diseases
- Skincare regimen based on your patient's individual needs

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- “I like to buy eco-friendly products and those that do not include too many chemicals. But the products I’ve tried so far have not been as effective as I thought they would be.”
  - “I would like to learn more about the kind of ingredients that shouldn’t be in beauty product formulations but I don’t know where to begin.”
  - “I avoid purchasing products that have a lot of harmful chemicals in them.”
  - “When I purchase lipsticks I make sure they don’t have any harmful chemicals in them.”
  - “A lot of brands advertise their products to be “organic” and “green”, but if we do a deep dive into the kind of ingredients they use, we can see they are crossing a lot of ethical lines and claim to be sustainable just for mass profit.”
  - “Beauty product rankings that show the most sustainable to the least can help me make quicker decisions in the long run.”
  - A label that specifies a product’s clean beauty certifications.
  - Consumers will become increasingly aware of the wider impact of the goods and services they consume, both on people and the planet. Greater visibility of product information will influence the choices they make.
  - Amid rising concerns in Asia about sustainability, eco-responsible consumption is on the rise. In an Ipsos poll conducted in late 2019, more than 80 percent of respondents in China, India, and emerging Asian economies said that they had made changes to the
  - 88 chemicals that have been linked to cancer, birth defects, or reproductive harm in more than 73,000 products
  - Find safer alternatives
  - Be skeptical of product claims
  - Perceiving eco-friendly products as superior in performance
  - Enhanced customer perceptions of product quality
  - Eco-friendly associations were larger when it was linked to the company rather than the product
  - Companies pursuing sustainability-focused agendas
  - Being aware of chemicals in everyday products
  - Reading labels that warn you about chemical exposure
  - Products, formulated with the right ingredients for a specific skin concern and delivered in an

products and services they buy because they were concerned about climate change.

- How can we assure users that the beauty products they want to buy or use are genuinely clean and sustainable?
- “I make sure to read about the ingredients of beauty products online most of the time, but if I’m in a hurry, I tend to read reviews before making a purchase instead.”

esthetically appealing system, will both maximize the outcome and increase the longevity of benefits

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- “The reviews for each product and the variety of products I can peruse through to make a single purchase make it convenient.”
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  - “I tend to be cautious when I make a purchase, especially a new one. I like to know more about the quality of a product especially if it’s medium-priced or high-end.”
  - Searches for informational keywords lead to Google results featuring content such as beauty guides, tutorials, and makeup tips. The search intent is to find or discover content, information, or answers.
  - Lack of time to explore the right products and to use them.
  - The user is overwhelmed with the varied amount of beauty content they consume and hear about.

- 55% of shoppers go to an online store to browse the inventory to get ideas
- Compact and concise information about the product
- The first indicator in decision-making is often the user rating of a product
- Perceived helpfulness of a review positively correlates with the length of the review
- Textual review of a customer, who describes the characteristics (e.g. advantages and disadvantages) of a product
- An overview of the potential products that match their requirements
- Customers require far more information than a

- Consumers who used to buy from department stores or retailers could no longer seek advice from beauticians. This created a vacuum of knowledge, forcing consumers to turn to Google for answers. Consequently, search terms that were previously transactional began to include a more informational intent.

single photograph to make a purchase decision

- “However, if I see a product I purchase regularly at a discounted price, I usually buy it.”
- “I keep up with sales to keep track of price drops on products that are wish-listed so I can buy them and cut spending costs.”
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- Sales promotion influences the purchase decision of consumers
- Customers hate paying shipping fees more than just about anything
- Income, age and occupation are important determinants in the consumer-buying process

- The user doesn’t keep up with trends.
- 63% don’t feel a need to keep up with the latest fashion trends.
- “I always consider two things while making a purchase; One, “Is it comfortable for me?” and two, “Is it in an affordable price range?” I am not influenced by trends at all.”
- “I don’t feel comfortable trying out new trends as I feel like they just might not suit me.”
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- A personal sense of uniqueness is positively associated with authentic living
- Processing of a request will be more sensitive to the mood if the appeal is unconventional (requiring more substantive processing), and rather impervious to the mood if it is conventional
- Presenting a target with an initial request, followed by an almost

immediate sweetening of the deal — either by reducing the cost or by increasing the benefits of compliance — before the message recipient has an opportunity to respond

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- How will the community system work?
  - What makes people want to join a beauty community?
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  - “I’m interested to attend beauty workshops. I feel like I can learn to use a lot of products and integrate them into my daily routines.”
  - “I don’t search for content online to learn about beauty tips and tricks. I talk to my friends and I get a lot of advice that way.”
  - “I like to follow celebrities’ skincare routines on social media. I also watch Facebook reels related to haircare and skincare.”
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- Motivated to create and maintain meaningful social relationships with others
  - The credibility of the source refers to the perceived ability and motivation of the beauty vlogger to produce information that is both truthful and accurate
  - Consumers who feel similar to a vlogger will have the same positive associations with the brands they discuss
  - Influencers possess some degree of early adopter behavior
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- The user is unsure of the sequence of steps to follow as a part of their beauty routine.
  - “I like having routines. I have a skincare routine that I follow every day.”
- The behavioral response is an inevitable outcome of cue encounters.
  - Repeated sequential presentation of context,



- “So I looked at some beauty review videos on YouTube which explained the usage of the product and I got a better idea how I could fit the product into my skincare routine.”
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behavior, and rewarding outcomes can imbue the context with the motivational properties of the reward so that the context comes to signal both an opportunity and incentive to act

- Meaningful learning depends on the learner's cognitive activity during the learning rather than on the learner's behavioral activity during learning