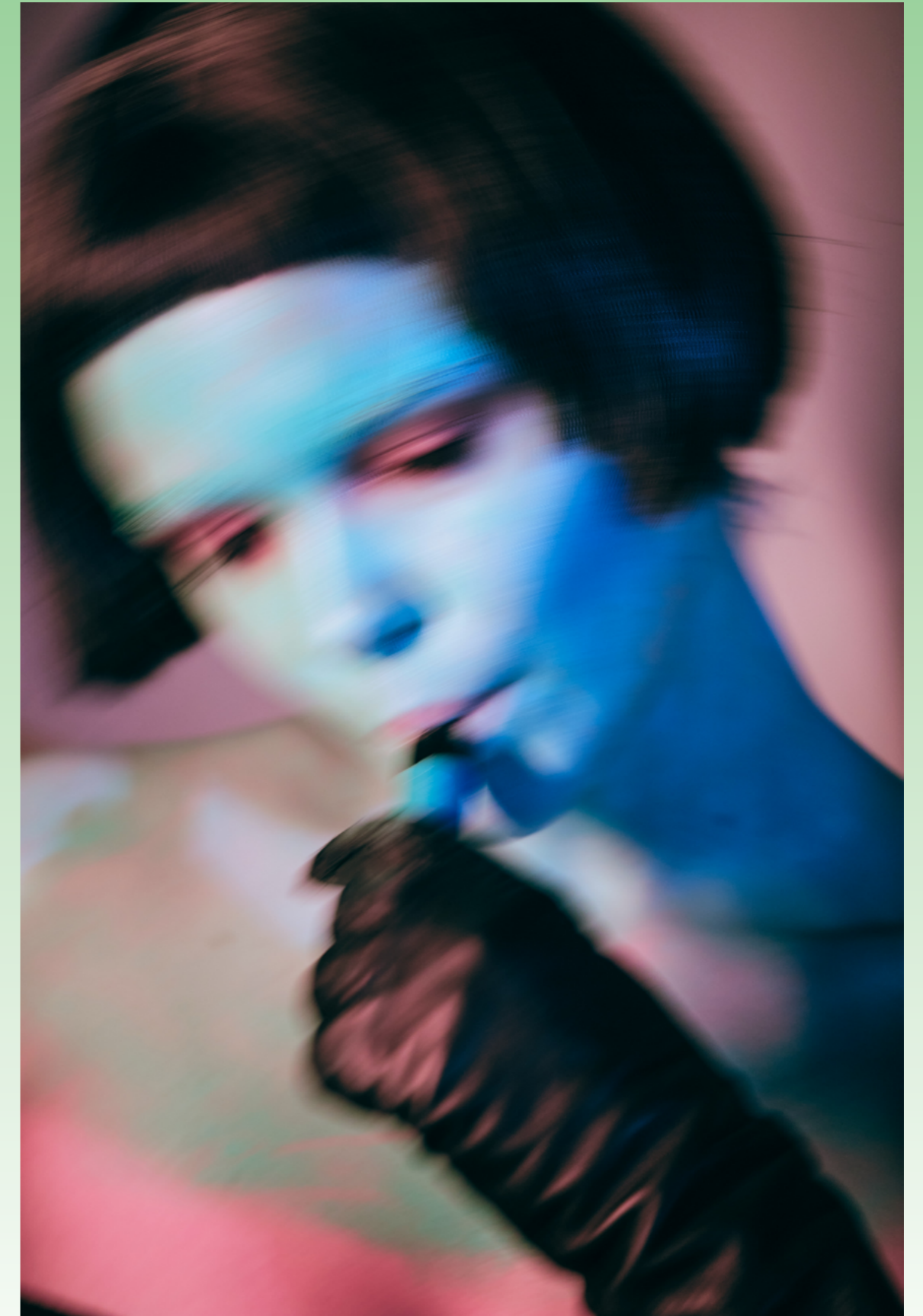# Qlirouge

It is a *personalized beauty organizer* that keeps up with the frenetic pace of your day-to-day routine. Easily *maintain* a record of existing skin and hair issues, and current beauty regimens. Plus, *interact* and *explore* conscious, sustainable beauty, haircare and skincare options with like-minded creators.

"an ode to everyday beauty"

Users who are new to the world of makeup and skincare can request for one personalized trial kit after onboarding. To start off with their routines easily, it is catered to their skin type and makeup preferences.

Daily Reminders & Logs

Users will get timely reminders to help them follow their makeup and skincare routines. They can log in their skin concerns, makeup and skincare schedules, sun and pollution exposure, sleep schedule, dietary routines, stress and other factors that might be affecting their overall skin health. This can help users find compatible products for their skin and talk to professionals about any current / reoccurring issues. These logs are integrated with the beauty closet.

The Beauty Closet

Users can take pictures or keep a record of the products they're using currently. They can save these looks to their beauty closet and they can come back and refer to it anytime in the future. They can also share wish lists of products they like with other users.

Users and creators can get and share genderfluid makeup suggestions and find age-related recommendations for their skincare issues on official community pages. They can also connect with diverse groups that supports their journey, wherever they lie in the spectrum of understanding beauty.

Users can share products that they're already using and get suggestions for sustainable alternatives. They can also get product efficacy predictions using AI, based on how certain ingredients work with their skin/hair type.

Users can participate in VR gaming rooms where they can compete with other players to match makeup themes on their beauty avatars. Playing these games would let them collect points that they can later exchange to get the most used products delivered to them for free. Using sustainable and cruelty free products would help users gain more points.
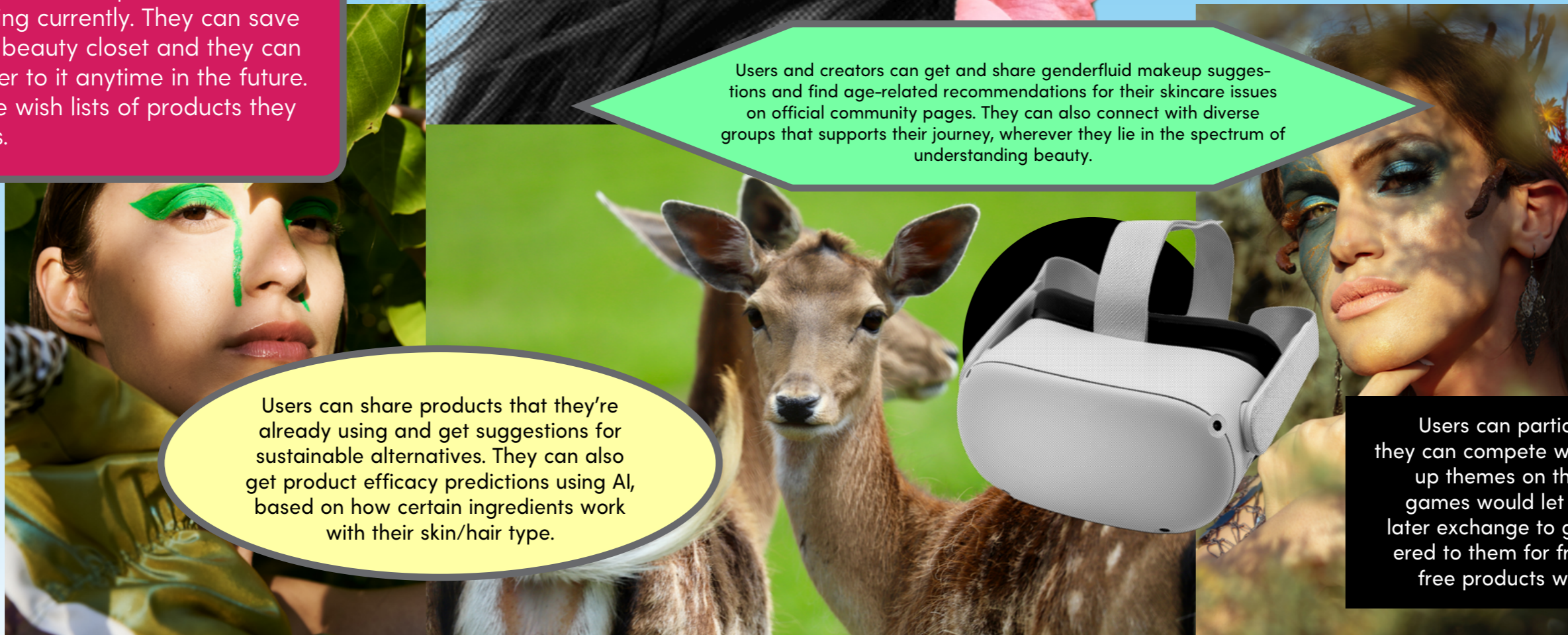
Target Markets

Clean Tech   Beauty Discovery   Time Tracking   Virtual Entertainment

key perfomance indicators (monthly):

App Downloads   **Frequency of Purchases**   **Social Media Engagement**

How Can We Imagine Beyond Automation, Recommenders, and Reminders?

From this paper, we learned that we can implement AI to create:

» Adaptable reminders to maintain their routines.
» Interactive and automated personalization pathways for the upkeep of routines.

A New Form of Social Communication in the Future or a Beautiful Illusion?

From this paper, we learned that:

» VR gaming can alleviate the discomfort of meeting with people in traditional social spaces. Users can "break the ice" by joining game servers and interacting with the community freely. Interactive and automated personalization pathways for the upkeep of routines.
» The return and exchange CX can be quicker and less awkward by introducing an omnichannel mediator covering both online (VR customer booth) and offline (comfortable, in-person returns) channels.

Anticipated, Momentary, Episodic, Remembered

Visual perception through the "Beauty Closet" feature is a better sensory modality as people tend to retain both the information as well as their experience associated with the specific products used / the look itself better in this way. Providing data visualization for this sensory modality would drastically reduce the app churn rate.

Green Consumer Behavior in the Cosmetics Market

This paper helps validate the necessity of increasing user awareness by providing sustainable and conscious product recommendations based on existing information on how these choices would impact their healthcare as well as the environment.