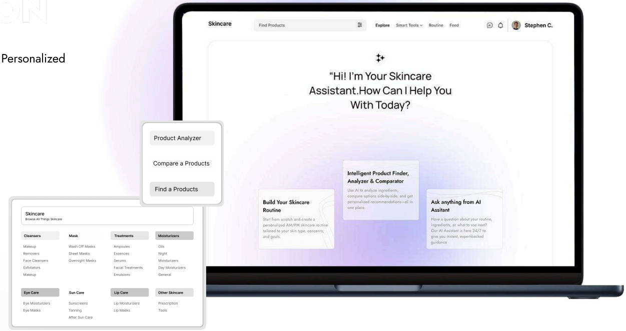
SKINTEL

WEB APPLICATION

Build Better Routines, Decode Your Products, And Get Personalized Skincare Insights—All In One Intelligent Platform.

- Story Mapping
- Wire Framing
- Design System
- Modeling
- Prototyping



Skincare
Find Products
Explore
Smart Tools
Routine
Feed
Stephen C.

"Hi! I'm Your Skincare Assistant.How Can I Help You With Today?

Build Your Skincare Routine
Start from scratch and create a personalized AM/PM skincare routine tailored to your skin type, concerns, and goals.

Intelligent Product Finder, Analyzer & Comparator
Use AI to analyze ingredients, compare options side-by-side, and get personalized recommendations—all in one place.

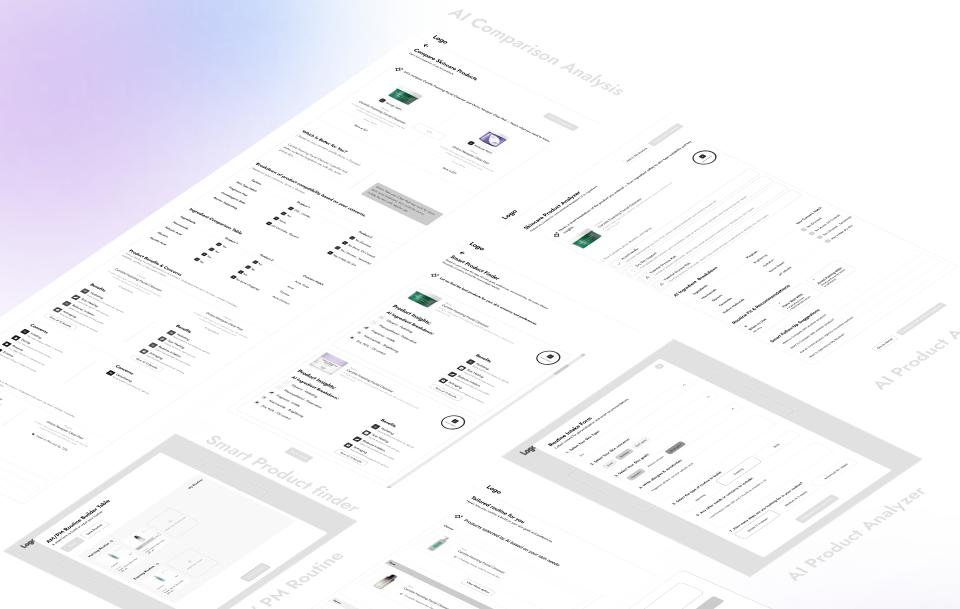
Ask anything from AI Assitant
Have a question about your routine, ingredients, or what to use next? Our AI Assistant is here 24/7 to give you instant, expert-backed guidance

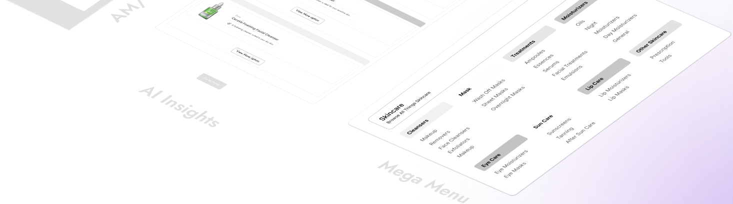
Product Analyzer
Compare a Products
Find a Products

Skincare
Browse All Things Skincare

Cleansers	Mask	Treatments	Moisturizers
Makeup Removers Face Cleansers Exfoliators Makeup	Wash Off Masks Sheet Masks Overnight Masks	Ampoules Essences Serums Facial Treatments Emulsions	Oils Night Moisturizers Day Moisturizers General

Eye Care	Sun Care	Lip Care	Other Skincare
Eye Moisturizers Eye Masks	Sunscreens Tanning After Sun Care	Lip Moisturizers Lip Masks	Prescription Tools


AI Comparison Analysis
Compare Skincare Products
Which is Better for You?
Breakdown of product compatibility based on your concerns.
Ingredient Comparison Table
Product Benefits & Concerns
Skincare Product Analyzer
Smart Product Finder
Product Insights:
AI Ingredient Breakdown:
Routine Intake Form
Tailored routine for you
Products selected by AI based on your skin needs
AM/PM Routine Builder Table
Smart Product finder
AM/PM Routine
AI Product Analyzer


AI Insights
View More option
CeraVe Foaming Facial Cleanser
View More option
Skincare
Browse All Things Skincare
Cleansers
Makeup
Removers
Face Cleansers
Exfoliators
Makeup
Mask
Wash Off Masks
Sheet Masks
Overnight Masks
Eye Care
Eye Moisturizers
Eye Masks
Treatments
Ampoules
Essences
Serums
Facial Treatments
Emulsions
Sun Care
Sunscreens
Tanning
After Sun Care
Moisturizers
Oils
Night
Moisturizers
Day Moisturizers
General
Lip Care
Lip Moisturizers
Lip Masks
Other Skincare
Prescription
Tools
Mega Menu

About SKintell

Our AI-powered skincare platform is built for real people navigating real skin struggles — like breakouts, ingredient confusion, and endless trial-and-error with products that just don't work.Whether you're starting fresh or refining a routine, this smart assistant helps you build, analyze, and discover personalized skincare solutions based on your skin type, concerns, goals, and ingredient preferences.

Design System

TYPOGRAPHY

Aa

JOST

Normal

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Bulky

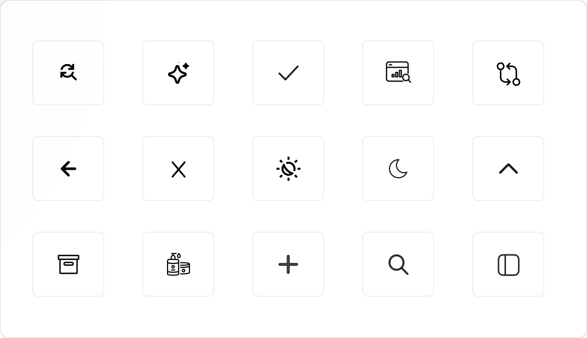
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

COLOR PALETTE

PRIMARY	SECONDARY	SHADOW	TEXT	BODY TEXT
#7E33E0	#FEFEFE	#F0F0F0	#1A1A1A	#6B7280

ICONOGRAPHY



DESIGN THINKING

01

Empathize

- User Research
- User Interview
- Quantitative Data
- Competitive Audit

02

Define

- Brain Storming
- User Persona
- User Pain Points
- Card Sorting

03

Ideate

- Information Architecture
- Sitemap
- User Flow

04

Design

- Wireframing
- Design Iteration
- Visual Design
- Hi-Fi Prototype

05

Testing

- Usability Testing
- Feedback
- Design Iteration

CARD SORTING

Routine Analyzer

Routine Builder

Smart Product Finder

Product Analyzer

Product Comparison

AI Assistant for Queries

USER PERSONAS

“I don’t want to spend hours decoding ingredients—I just want to know what’s good for my skin and why.”

Age	**28**
Occupation	**Student**
Status	**Single**
Location	**London, UK**

PERSONA

Martha Nielsen

About

Martha is a curious and conscientious 28-year-old student based in London. She’s passionate about wellness, culture, and making informed choices—values that extend to how she cares for her skin. Despite years of trying popular skincare products, Martha often found herself overwhelmed by conflicting advice and marketing jargon. With sensitive skin and a minimalist mindset, she’s looking for clarity, not clutter.

Needs / Goals

- Simple onboarding with clear product suggestions.
- Confidence in AI suggestions without complexity.
- Find a minimal, effective routine that won’t irritate her skin.
- Maintain consistency and reduce flare-ups.

Pain points

- There are too many products, too many ingredients, and too much contradictory advice online.
- I’ve spent hundreds trying products that didn’t work or made my skin worse.
- I don’t fully understand how to combine actives, avoid conflicts, or identify what’s breaking me out.

EMAPTHY MAP

SAYS

- I JUST WANT SOMETHING THAT WORKS FOR MY SKIN.

THINKS

- I AM I WASTING MONEY CHASING TRENDS?

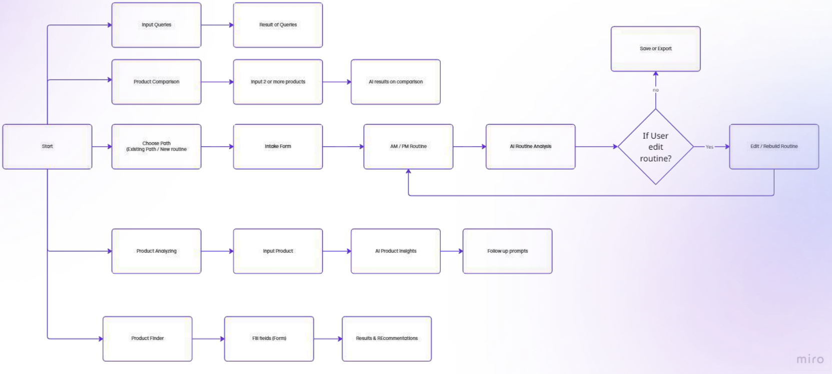
DOES

- I BUYS HYPED SKINCARE PRODUCTS.

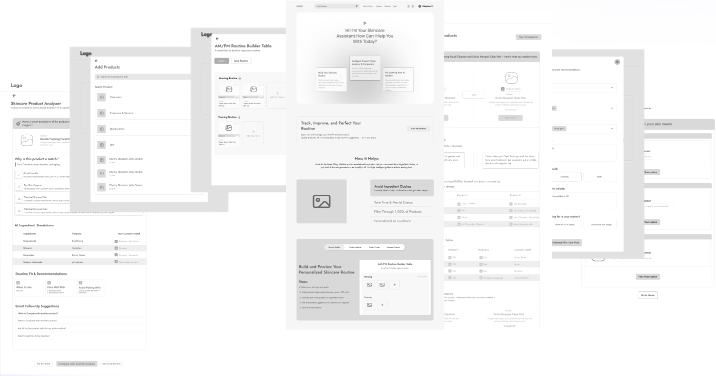
FEELS

- I FRUSTRATED BY PAST SKINCARE FAILURES.

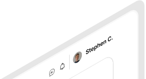
USER FLOW


Start
Input Queries
Result of Queries
Product Comparison
Input 2 or more products
AI results on comparison
Choose Path
(Existing Path / New routine
Intake Form
AM / PM Routine
AI Routine Analysis
If User edit routine?
no
Save or Export
Yes
Edit / Rebuild Routine
Product Analyzing
Input Product
AI Product Insights
Follow up prompts
Product Finder
Fill fields (Form)
Results & REcommentations
miro

WIREFRAMES

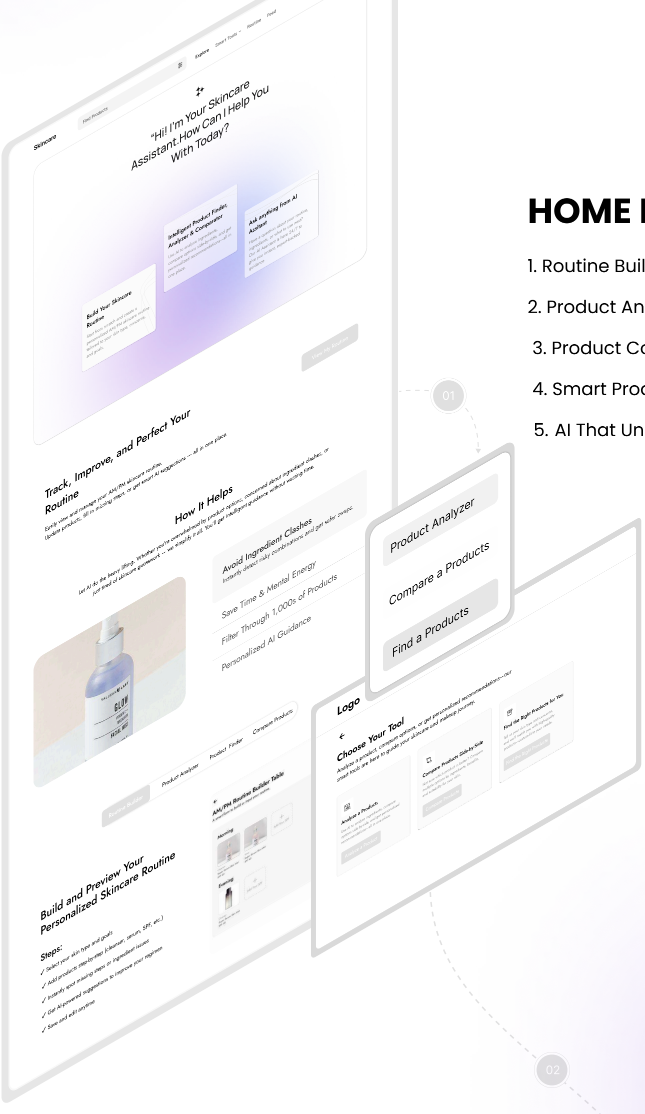

Logo
Skincare Product Analyzer
Why is this product a match?
AI Ingredient Breakdown
Routine Fit & Recommendations
Smart Follow-Up Suggestions
Add Products
AM/PM Routine Builder Table
Morning Routine
Evening Routine
Hi! I'm Your Skincare Assistant.How Can I Help You With Today?
Track, Improve, and Perfect Your Routine
How It Helps
Avoid Ingredient Clashes
Save Time & Mental Energy
Filter Through 1,000s of Products
Personalized AI Guidance
Build and Preview Your Personalized Skincare Routine
Table
Go to Home

USER FLOW



HOME PAGE

1. Routine Builder & Analyzer
2. Product Analyzer
3. Product Comparison
4. Smart Product Finder
5. AI That Understands Your Skin


Skincare
Find Products
Explore
Smart Tools
Routine
Feed
View My Routine
01
02
Routine Builder
Product Analyzer
Product Finder
Compare Products
Product Analyzer
Compare a Products
Find a Products
Logo
Analyze a Product
Compare Products
Find the Right Products
Morning
Evening

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Ask anything from AI Assitant
Have a question about your routine, ingredients, or what to use next? Our AI Assistant is here 24/7 to give you instant, expert-backed guidance

Track, Improve, and Perfect Your Routine
Easily view and manage your AM/PM skincare routine. Update products, fill in missing steps, or get smart AI suggestions — all in one place.

How It Helps
Let AI do the heavy lifting. Whether you're overwhelmed by product options, concerned about ingredient clashes, or just tired of skincare guesswork — we simplify it all. You'll get intelligent guidance without wasting time.

Avoid Ingredient Clashes
Instantly detect risky combinations and get safer swaps.

Save Time & Mental Energy

Filter Through 1,000s of Products

Personalized AI Guidance

AM/PM Routine Builder Table
A smart form to build or input your routine.

Build and Preview Your Personalized Skincare Routine

Steps:
✓ Select your skin type and goals
✓ Add products step-by-step (cleanser, serum, SPF, etc.)
✓ Instantly spot missing steps or ingredient issues
✓ Get AI-powered suggestions to improve your regimen
✓ Save and edit anytime

Choose Your Tool
Analyze a product, compare options, or get personalized recommendations—our smart tools are here to guide your skincare and makeup journey.

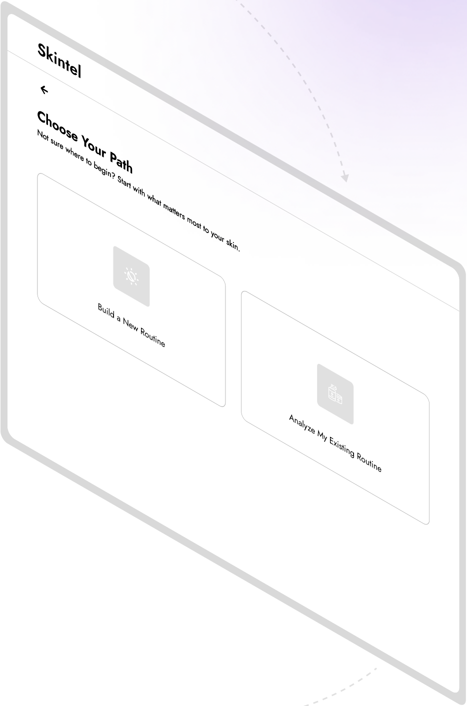
Analyze a Products
Use AI to analyze ingredients, compare options side-by-side, and get personalized recommendations—all in one place.

Compare Products Side-by-Side
Not sure which product is better? Compare multiple options by ingredients, benefits, and suitability for your skin.

Find the Right Products for You
Tell us your skin type and concerns, and we'll match you with high-quality products—custom-fit to your needs.

CHOOSE YOUR PATH

1. Build A Skincare Routine
2. Analyze My Current Routine



Skintel

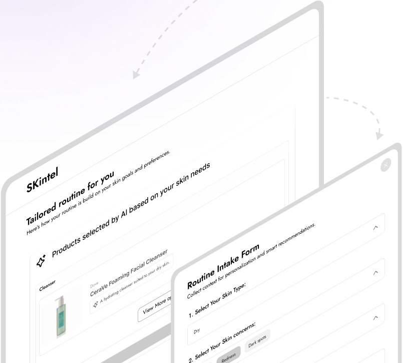
Choose Your Path

Not sure where to begin? Start with what matters most to your skin.

Build a New Routine
Analyze My Existing Routine

03

BUILD A ROUTINE



SKintel

Tailored routine for you

Here's how your routine is build on your skin goals and preferences.

Products selected by AI based on your skin needs

Cleanser
Dove

CeraVe Foaming Facial Cleanser

A hydrating cleanser suited to your dry skin.

View More op

Routine Intake Form

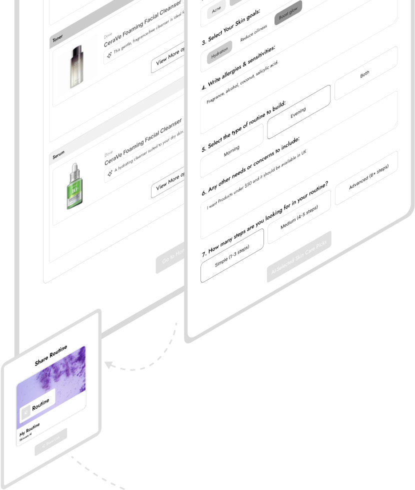
Collect context for personalization and smart recommendations.

1. Select Your Skin Type:

Dry

2. Select Your Skin concerns:

Redness
Dark spots

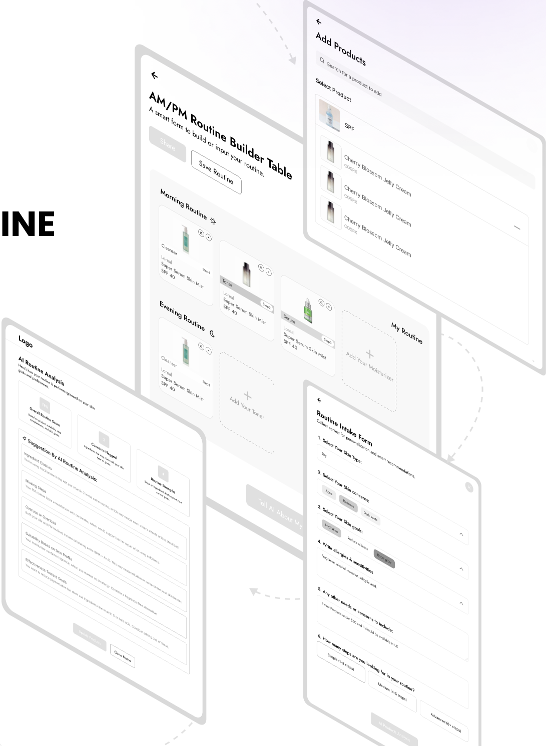

Toner
CeraVe Foaming Facial Cleanser
View More
Serum
CeraVe Foaming Facial Cleanser
View More
3. Select Your Skin goals:
Hydration
Reduce oiliness
Boost glow
4. Write allergies & sensitivities:
Fragrance, alcohol, coconut, salicylic acid.
5. Select the type of routine to build:
Morning
Evening
Both
6. Any other needs or concerns to include:
I want Products under $50 and it should be available in UK
7. How many steps are you looking for in your routine?
Simple (1-3 steps)
Medium (4-5 steps)
Advanced (6+ steps)
AI-Selected Skin Care Picks
Share Routine
Routine
My Routine

1. Fill Intake Form
2. AI-Generated Product Suggestions
3. Share Your Routine
4. Save Your Routine

04

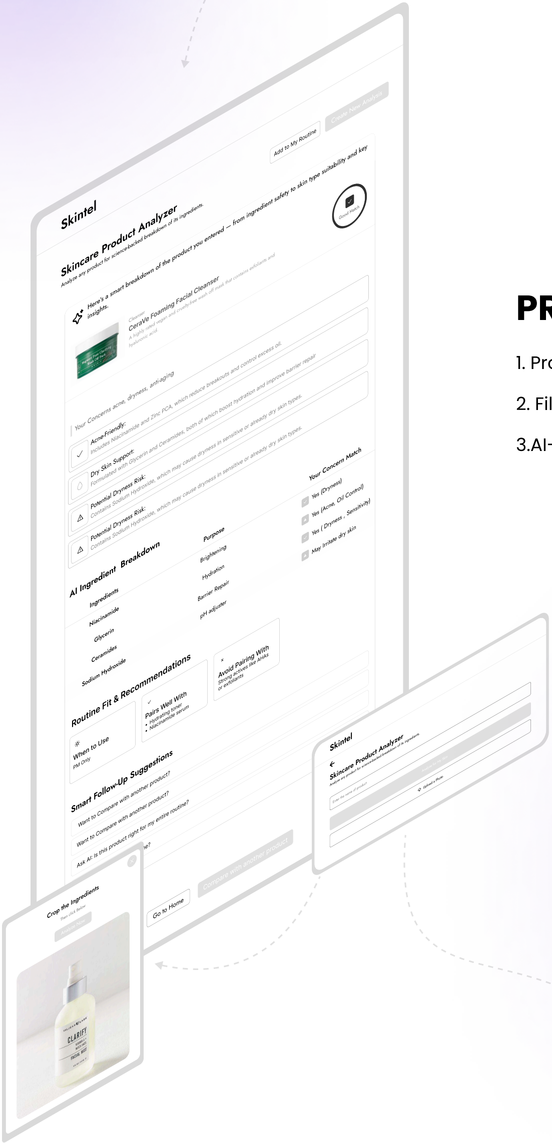
ANALYZE A ROUTINE

1. AM & PM Routine
2. Select Products For Routine
3. Fill Input Form
4. AI Routine Analysis
5. Save Your Routine
6. Share Your Routine


Add Products
Search for a product to add
Select Product
SPF
Cherry Blossom Jelly Cream
COSRX
Cherry Blossom Jelly Cream
COSRX
Cherry Blossom Jelly Cream
COSRX
AM/PM Routine Builder Table
A smart form to build or input your routine.
Share
Save Routine
Morning Routine
Cleanser
Loreal
Super Serum Skin Mist
SPF 40
Toner
Serum
Evening Routine
Add Your Toner
Add Your Moisturizer
My Routine
Logo
AI Routine Analysis
Overall Routine Score
Concerns Flagged
Routine Strengths
Suggestion By AI Routine Analysis:
Ingredient Clashes
Missing Steps
Overuse or Overload
Suitability Based on Skin Profile
Effectiveness Toward Goals
Go to Home
Routine Intake Form
1. Select Your Skin Type:
Dry
2. Select Your Skin concerns:
Acne
Redness
Dark spots
3. Select Your Skin goals:
Hydration
Reduce oiliness
Boost glow
4. Write allergies & sensitivities
Fragrance, alcohol, coconut, salicylic acid
5. Any other needs or concerns to include:
I want Products under $50 and it should be available in UK
6. How many steps are you looking for in your routine?
Simple (1-3 steps)
Medium (4-5 steps)
Advanced (6+ steps)

PRODUCT ANALYZER

1. Product Input
2. Fill Input Form
3. AI-Powered Ingredient Analysis



Skintel

Skincare Product Analyzer

Analyze any product for science-backed breakdown of its ingredients.

Add to My Routine
Create New Analysis
Good Match

Here's a smart breakdown of the product you entered — from ingredient safety to skin type suitability and key insights.

Cleanser

CeraVe Foaming Facial Cleanser

A highly rated vegan and cruelty-free wash off mask that contains exfoliants and hyaluronic acid.

Your Concerns acne, dryness, anti-aging

Acne-Friendly: Includes Niacinamide and Zinc PCA, which reduce breakouts and control excess oil.

Dry Skin Support: Formulated with Glycerin and Ceramides, both of which boost hydration and improve barrier repair

Potential Dryness Risk: Contains Sodium Hydroxide, which may cause dryness in sensitive or already dry skin types.

Potential Dryness Risk: Contains Sodium Hydroxide, which may cause dryness in sensitive or already dry skin types.

AI Ingredient Breakdown

Ingredients	Purpose
Niacinamide	Brightening
Glycerin	Hydration
Ceramides	Barrier Repair
Sodium Hydroxide	pH adjuster

Your Concern Match

- Yes (Dryness)
- Yes (Acne, Oil Control)
- Yes (Dryness , Sensitivity)
- May Irritate dry skin

Routine Fit & Recommendations

When to Use: PM Only

Pairs Well With
- Hydrating toner
- Niacinamide serum

Avoid Pairing With: Strong actives like AHAs or exfoliants

Smart Follow-Up Suggestions

Want to Compare with another product?

Want to Compare with another product?

Ask AI: Is this product right for my entire routine?

Go to Home
Compare with another product

Skintel

Skincare Product Analyzer

Analyze any product for science-backed breakdown of its ingredients.

Enter the name of product
Analyze for My Skin
Upload a Photo

Crop the Ingredients

Then click Below

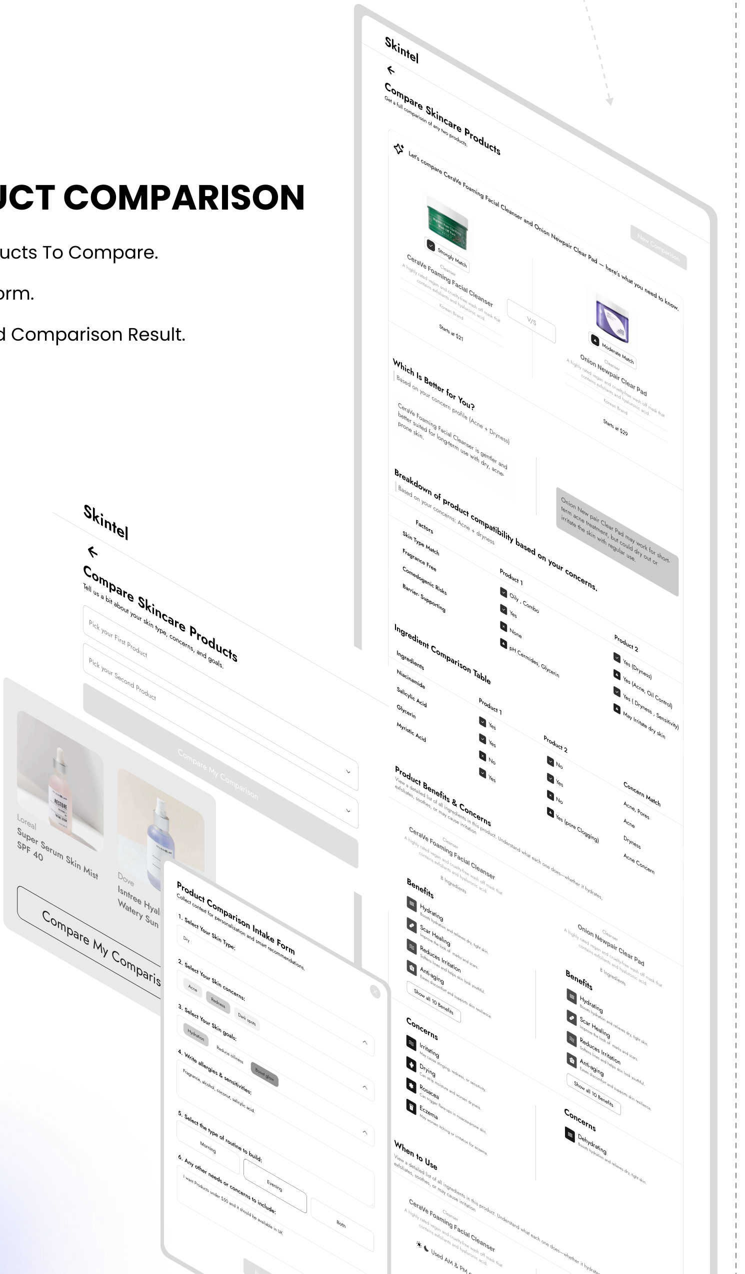
Analyze Now

PRODUCT COMPARISON

1. Add 2 Products To Compare.

2. Fill Input Form.

3.AI-Powered Comparison Result.



Skintel

Compare Skincare Products

Get a full comparison of any two products.

Let's compare CeraVe Foaming Facial Cleanser and Onion Newpair Clear Pad — here's what you need to know.

New Comparison

Strongly Match

Cleanser

CeraVe Foaming Facial Cleanser

A highly rated vegan and cruelty-free wash off mask that contains exfoliants and hyaluronic acid.

Korean Brand

Starts at $21

V/S

Moderate Match

Cleanser

Onion Newpair Clear Pad

A highly rated vegan and cruelty-free wash off mask that contains exfoliants and hyaluronic acid.

Korean Brand

Starts at $29

Which Is Better for You?

Based on your concern profile (Acne + Dryness)

CeraVe Foaming Facial Cleanser is gentler and better suited for long-term use with dry, acne-prone skin.

Onion New pair Clear Pad may work for short-term acne treatment, but could dry out or irritate the skin with regular use.

Breakdown of product compatibility based on your concerns.

Based on your concerns: Acne + dryness

Factors	Product 1	Product 2
Skin Type Match	✓ Oily , Combo	✓ Yes (Dryness)
Fragrance Free	✓ Yes	▲ Yes (Acne, Oil Control)
Comedogenic Risks	✕ None	✓ Yes (Dryness , Sensitivity)
Barrier- Supporting	▲ pH Cermides, Glycerin	▲ May Irritate dry skin

Ingredient Comparison Table

Ingredients	Product 1	Product 2	Concern Match
Niacinamide	✓ Yes	✓ No	Acne, Pores
Salicylic Acid	✓ Yes	✓ Yes	Acne
Glycerin	✕ No	✕ No	Dryness
Myristic Acid	✓ Yes	▲ Yes (pore Clogging)	Acne Concern

Product Benefits & Concerns

View a detailed list of all ingredients in this product. Understand what each one does—whether it hydrates, exfoliates, soothes, or may cause irritation.

Cleanser

CeraVe Foaming Facial Cleanser

A highly rated vegan and cruelty-free wash off mask that contains exfoliants and hyaluronic acid.

8 Ingredients

Benefits

Hydrating — Boosts hydration and relieves dry, tight skin.

Scar Healing — Improve the look of marks and scars.

Reduces Irritation — Softens lines and helps skin look youthful.

Anti-aging — Eases discomfort and supports skin resilience.

Show all 10 Benefits

Concerns

Irritating — May cause stinging, redness, or sensitivity.

Drying — Can strip moisture and worsen dryness.

Rosacea — Can trigger flare-ups in rosacea-prone skin.

Eczema — May worsen itching or irritation for eczema.

Cleanser

Onion Newpair Clear Pad

A highly rated vegan and cruelty-free wash off mask that contains exfoliants and hyaluronic acid.

8 Ingredients

Benefits

Hydrating — Boosts hydration and relieves dry, tight skin.

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Concerns

Dehydrating — Boosts hydration and relieves dry, tight skin.

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Cleanser

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Used AM & PM

Skintel

Compare Skincare Products

Tell us a bit about your skin type, concerns, and goals.

Pick your First Product

Pick your Second Product

Compare My Comparison

Loreal

Super Serum Skin Mist SPF 40

Dove

Isntree Hyal

Watery Sun

Compare My Comparis

Product Comparison Intake Form

Collect context for personalization and smart recommendations.

1. Select Your Skin Type: Dry

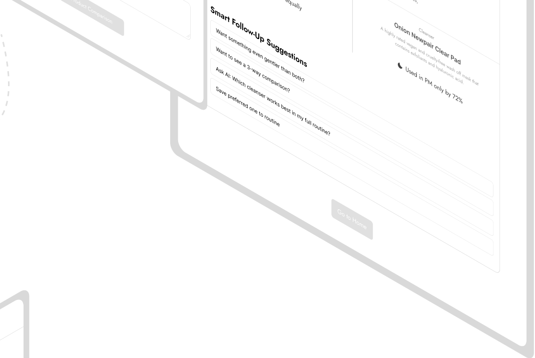
2. Select Your Skin concerns: Acne, Redness, Dark spots

3. Select Your Skin goals: Hydration, Reduce oiliness, Boost glow

4. Write allergies & sensitivities: Fragrance, alcohol, coconut, salicylic acid

5. Select the type of routine to build: Morning, Evening, Both

6. Any other needs or concerns to include: I want Products under $50 and it should be available in UK


Product Comparison
equally
Go to Home

Smart Follow-Up Suggestions

Want something even gentler than both?

Want to see a 3-way comparison?

Ask AI: Which cleanser works best in my full routine?

Save preferred one to routine

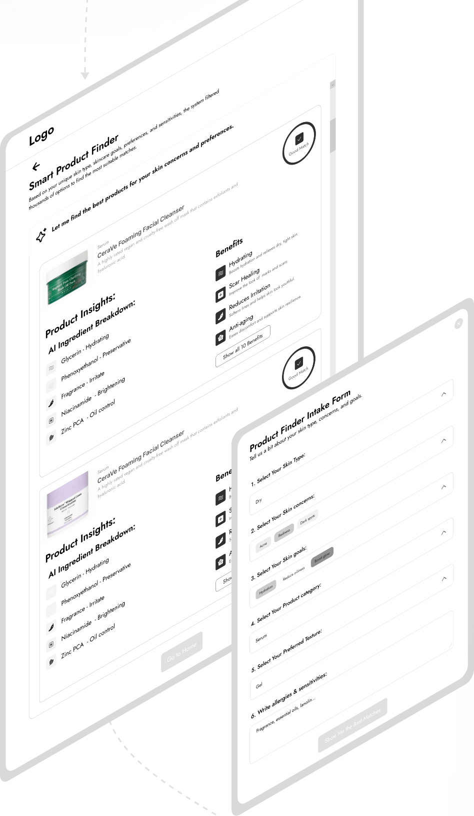
Cleanser

Onion Newpair Clear Pad

A highly rated vegan and cruelty-free wash off mask that contains exfoliants and hyaluronic acid.

Used in PM only by 72%

07


Logo
Good Match
Show all 10 Benefits
Good Match
Go to Home
Show Me the Best Matches

Smart Product Finder

Based on your unique skin type, skincare goals, preferences, and sensitivities, the system filtered thousands of options to find the most suitable matches.

Let me find the best products for your skin concerns and preferences.

Serum

CeraVe Foaming Facial Cleanser

A highly rated vegan and cruelty-free wash off mask that contains exfoliants and hyaluronic acid.

Benefits

Hydrating
Boosts hydration and relieves dry, tight skin.

Scar Healing
Improve the look of marks and scars.

Reduces Irritation
Softens lines and helps skin look youthful.

Anti-aging
Eases discomfort and supports skin resilience.

Product Insights:

AI Ingredient Breakdown:

Glycerin - Hydrating

Phenoxyethanol - Preservative

Fragrance - Irritate

Niacinamide - Brightening

Zinc PCA - Oil control

Serum

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AI Ingredient Breakdown:

Glycerin - Hydrating

Phenoxyethanol - Preservative

Fragrance - Irritate

Niacinamide - Brightening

Zinc PCA - Oil control

Product Finder Intake Form

Tell us a bit about your skin type, concerns, and goals.

1. Select Your Skin Type:
Dry

2. Select Your Skin concerns:
Acne / Redness / Dark spots

3. Select Your Skin goals:
Hydration / Reduce oiliness / Boost glow

4. Select Your Product category:
Serum

5. Select Your Preferred Texture:
Gel

6. Write allergies & sensitivities:
Fragrance, essential oils, lanolin...

PRODUCT FINDER

1.Fill Input Form.

2.AI-Product Finder Result

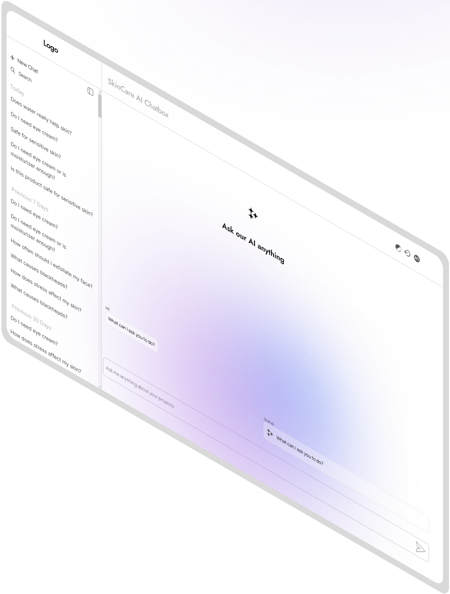
08

OPEN ENDED QUEIRES

1.Free-Text Assistant

2.Ingredient Finder

3.Conflict Detection


Logo
New Chat
Search
SkinCare AI Chatbox
Ask our AI anything

Today

Does water really help skin?

Do I need eye cream?

Safe for sensitive skin?

Do I need eye cream or is moisturizer enough?

Is this product safe for sensitive skin?

Previous 7 Days

Do I need eye cream?

Do I need eye cream or is moisturizer enough?

How often should I exfoliate my face?

What causes blackheads?

How does stress affect my skin?

What causes blackheads?

Previous 30 Days

Do I need eye cream?

How does stress affect my skin?

ME

What can I ask you to do?

OUR AI

What can I ask you to do?

Ask me anything about your projects

Techcog2023@gmail.com ☎ 0321 1115936 Techcogg@gmail.com

Thank You For your Time

Fell Free to Provide valuable Suggestion & Comments