

A New Kind of Mobile App for A22 Hair Serum



SpoiledChild™

Table of Contents

1 Hair Care Product Market Analysis

2 Hair Care & Mobile App Focus Group

3 ODDITY A22 Hair Care App Strategy

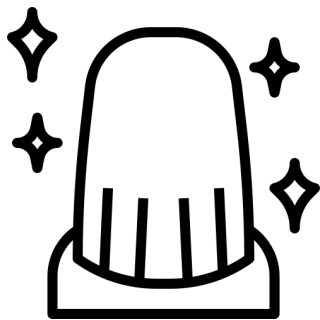
4 Risks and Mitigations

5 Appendix



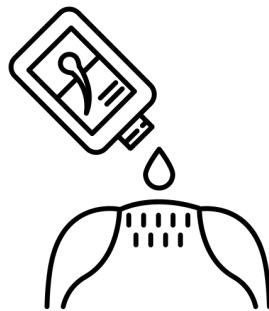
SpoiledChild™

Let's explore market trends relevant to SpoiledChild



Next-level Benefits are Expected

While basic products like shampoo and conditioner are widespread, adults expect hair health benefits, from frizz-fighting to damage repair.



"Skinification" of Hair Care Continues

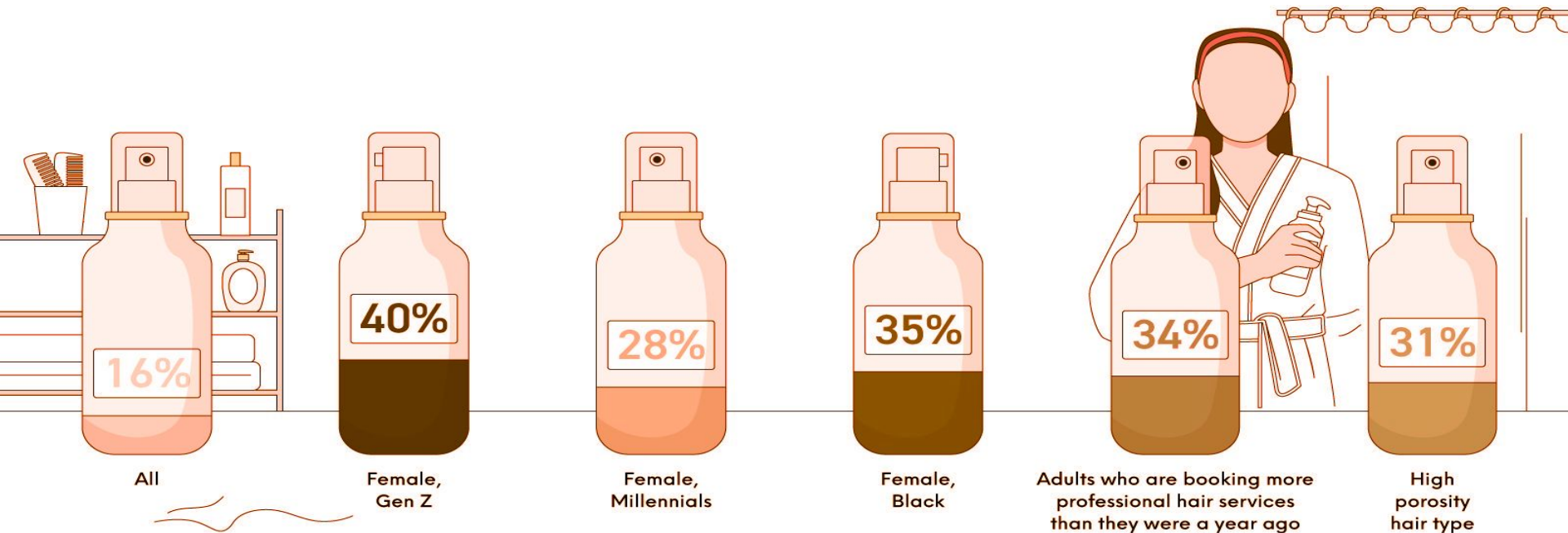
Brands are using skincare-inspired ingredients, and consumer behavior is shifting toward a "skincare mindset" when researching and shopping.



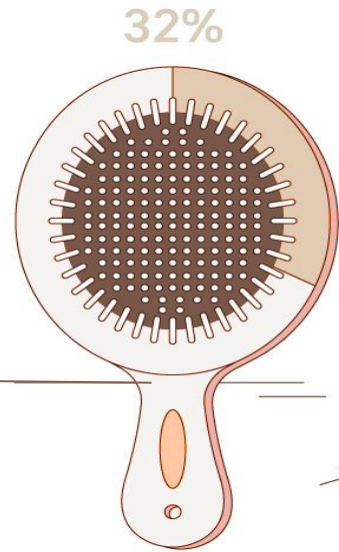
Category Democratization Shifts Landscape

Including premium-inspired benefits in low-cost solutions available to the masses will continue to pressure luxury brands to prove their costs.

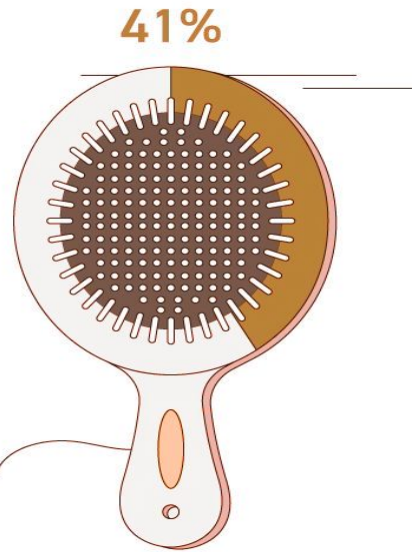
Key demographic targets are using **eight types** of hair care products in their routine.



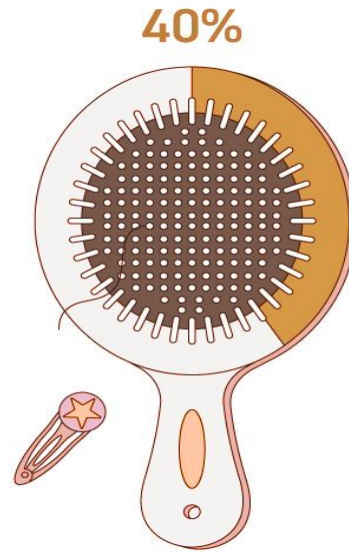
Individuals surveyed indicated that they're paying **more attention** to hair health now compared to a year ago.



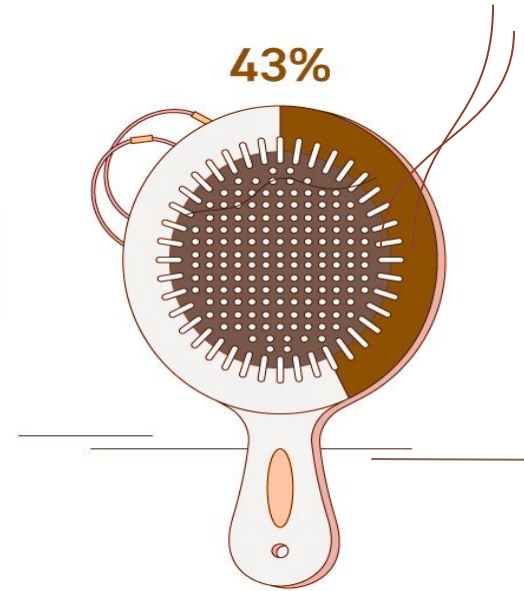
All



Male, 18-34

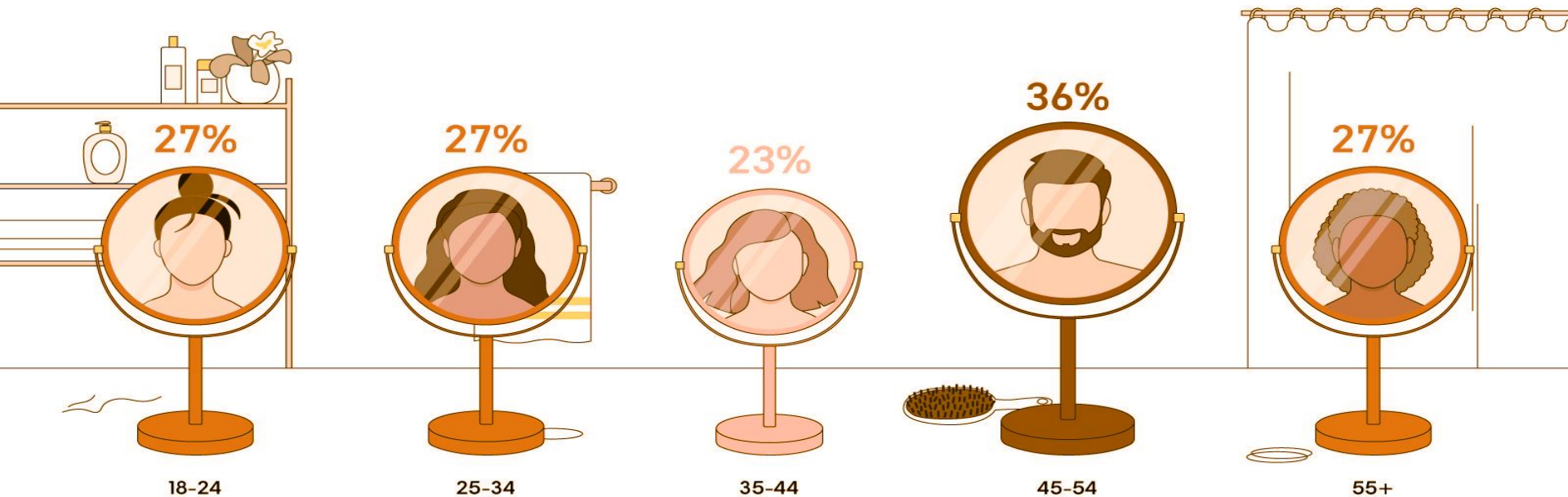


Female, 18-34

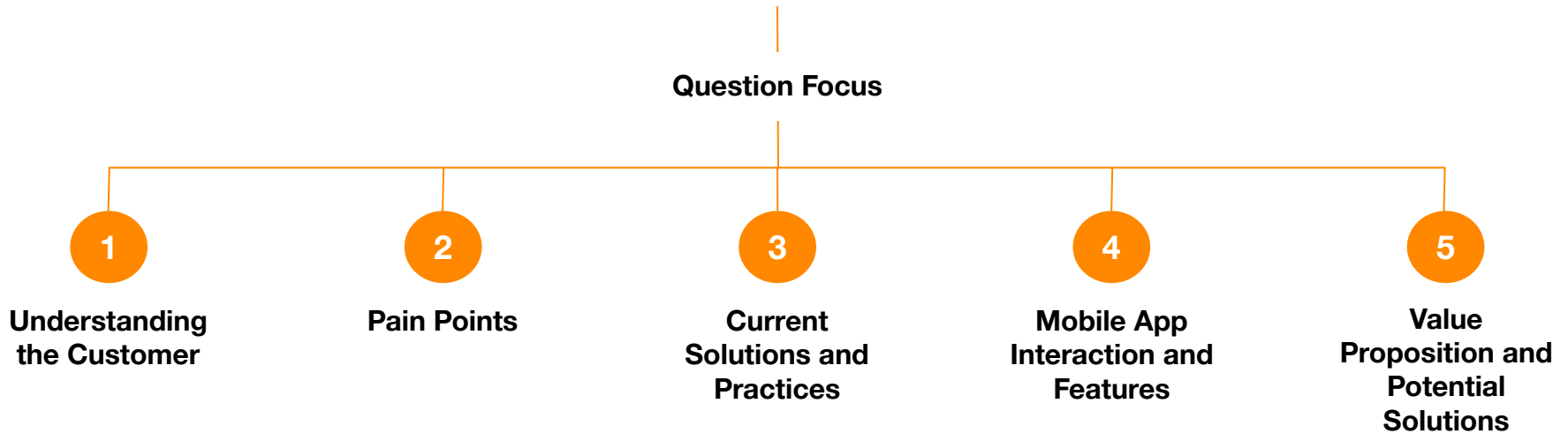


Female, 35-54

Those 45-54 report **above-average** sentiment toward hair loss due to age- and life-stage-related changes, yet **younger consumers also have concerns.**



Based on the insights from the market analysis, **ten men and women aged 25-65** who are experiencing hair thinning or are concerned about hair health were interviewed in a focus group or individually.



What you need to know from the focus group

1

Individuals use a range of products.

From using organic products for a youthful look to a preference for simplicity, interviewees' experiences with hair care products vary widely. Some choose high-quality brands, while others are less selective.

2

Users face challenges due to ineffectiveness and inconvenience of regular use.

This was echoed by those who saw little noticeable results. They struggle with managing expectations with the practicality of integrating products into their routine.

3

Most interviewees rely on memory and routine rather than a formal system to track their hair care product usage.

Interviewees value simplicity, integration into routine, accessible storage, and reminder features.

4

Engagement, seamless integration into habits, progress tracking, and reminders drive app usage, while complexity, boredom, and lack of content often lead to discontinuation.

Users said an app needs to deliver continuous value through regular updates and engaging content.

5

Apps can impact hair care routines if they offer simple, personalized features, like usage instructions and advanced recommendations.

Interviewees also shared that their use of an app would depend on its demonstrated benefits that don't add complexity, such as voice commands and health device integration.

So, we have a problem...

Despite a growing market for personalized hair care solutions, **users struggle with consistently applying treatments** due to varied lifestyles, stress levels, and environmental factors.

They seek a **flexible, intuitive platform that educates and guides them** through personalized hair care regimens, fits into their daily routines, and adapts to their changing hair health needs.



Meet Sofia: a wellness-conscious working professional

“ *I'm having issues finding time for personal care due to a demanding professional life, and I wish I had an efficient solutions to maintain a balanced lifestyle.* ”

Demographics

- Between 21-40 years old.
- Working in fields that require individuals to balance high career demands with personal care.
- Regular users of personal health and lifestyle apps for daily activities, including fitness tracking and wellness management.

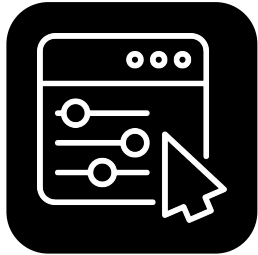
Psychographics

- Prioritizes health and appearance, believing in the importance of self-care as part of overall well-being.
- Seeks products and services that integrate into a busy lifestyle, emphasizing convenience without sacrificing quality or values.

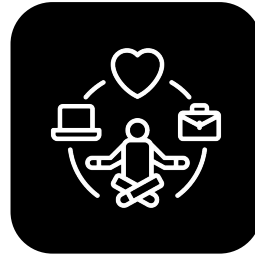


SpoiledChild™

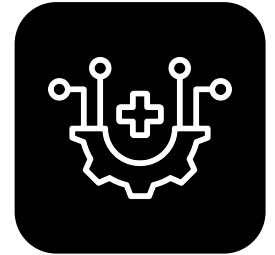
Enter ODDITY's A22 Serum mobile application designed around **five key strategic elements...**



**Empathetic
Customization**



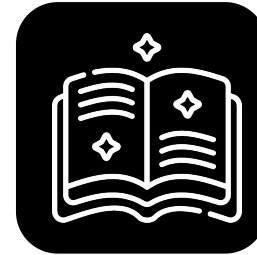
**Lifestyle
Harmonization**



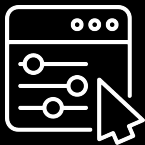
**Holistic Health
Integration**



**Sensory
Enrichment**



**Hair Care
Narratives**



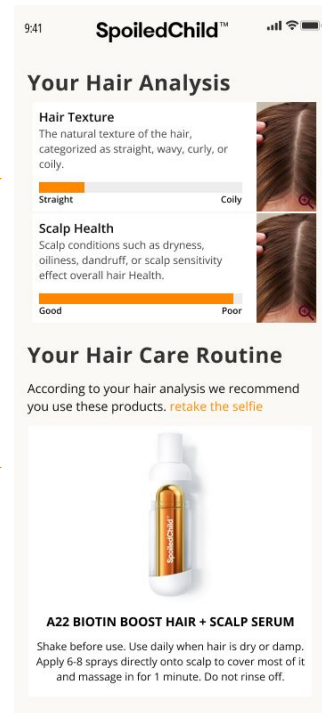
Empathetic Customization Features

The app features an advanced onboarding process powered by AI technology to ensure optimal results from the beginning.

- **Initial Hair Scan:** Utilizes deep-learning AI to evaluate hair condition using sophisticated image recognition technology.
- **Analysis:** Assesses hair texture, density, and health to gather precise insights.
- **Personalized for All Ages:** Tailors routines across diverse age groups, ensuring relevance for every user.
- **Customized Hair Care Routine:** Develops a personalized routine optimized for A22 serum usage.
- **Education on Application:** Informs users about the correct application methods from the start.
- **Adaptive Learning:** Routine evolves based on user feedback and changes in hair health over time.

User's Image used for Comprehensive Hair Analysis

Personalized Routine is Created Based on Image





Empathetic Customization Strengths and KPIs

Strategy's Strengths

Personalized Onboarding: Tailored routines encourage adherence by aligning with individual preferences and needs, making users more likely to understand and commit to correct product usage.

Dynamic Adaptation: Continual refinement based on user feedback ensures that the regimen remains relevant and practical, crucial for sustaining daily use over the four months.

Educational Focus: By educating users from the outset, the app empowers them with the knowledge to use the product correctly, fostering independence and confidence.

Measuring Success

User Engagement Rate: Monitor how often users interact with the AI for routine adjustments to measure the feature's usefulness and the app's engagement level.

User Feedback: Analyze qualitative feedback for insights into how well users feel the app understands their needs and helps them use the serum correctly.

Onboarding Completion Rate: Measure the number of users who complete the onboarding process, which can indicate initial user understanding of the product.



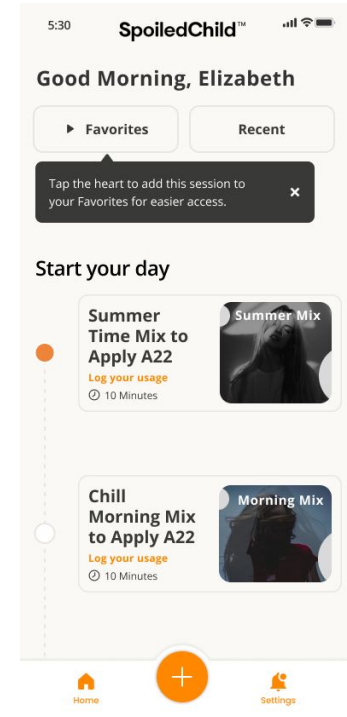
Sensory Enrichment Features

The A22 app transforms hair care into a personalized and enjoyable self-care ritual through sensory integration.

- **Audio Guide Integration:** Incorporates audio guides with calming or invigorating music options.
- **Scalp Massage Instructions:** Provides guided instructions for scalp massages, customizable according to user mood and time of day.
- **Technique Education:** Offers detailed instructions on correct serum application methods.
- **Usage Logging:** Includes a feature for users to log each serum application and their experiences directly in the app while listening to the mix.
- **Mood-Based Customization:** Adjusts features like music and massage guidance based on the user's mood.

Add Favorites for Consistent Usage

Seasonal- and Time-based Recommendations with Call to Action to Log Usage





Sensory Enrichment Strengths and KPIs

Strategy's Strengths

Improved Learning and Retention: Audio guides can help users learn and remember the correct way to apply the product, thus addressing the goal of understanding how to use the A22 serum correctly.

Increased Enjoyment and Anticipation: Associating the serum application with enjoyable sensory experiences may create a sense of anticipation, motivating users to use the product daily for the full four months.

Enhanced Daily Engagement: Incorporating personal favorites and seasonal recommendations keeps the content fresh, encouraging users to interact with the app daily.

Measuring Success

Usage of Sensory Features: How often users utilize the audio guides and scalp massages, indicating the value they find in these features.

App Engagement: Daily active users and session lengths can show how the enriched experience affects daily log-ins and time spent in the app.

Favorites Usage: Frequency with which users set and access their "favorites" can indicate how personalized and engaging they find the app.



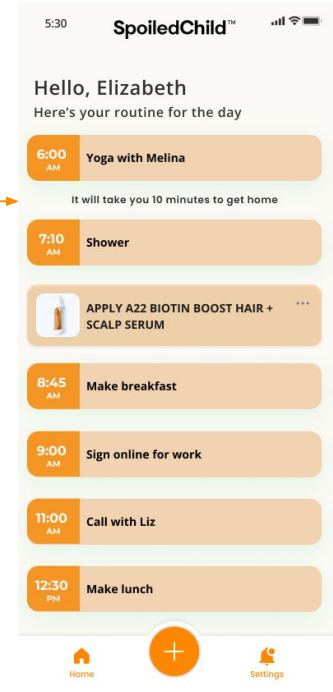
Lifestyle Harmonization Features

The app intelligently adapts and personalizes the serum application schedule to seamlessly integrate into the user's daily life.

- **Lifestyle Adaptation:** Synchronizes with the user's daily rhythms and personal habits.
- **Intelligent Recommendations:** Suggests the most effective times for serum application based on daily routines.
- **Environmental Considerations:** Analyzes seasonal changes and local water quality for tailored advice.
- **Personalized Reminders:** Sets reminders customized to each user's specific conditions.
- **Educational Guidance:** Educates users on optimal conditions and methods for serum application.
- **Daily Motivation and Logging:** Encourages consistent daily use and logging of serum application, integrating the treatment into the user's routine.

Bio-Rhythmic Estimates

Schedule Synchronization for Optimal Application Time





Lifestyle Harmonization Strengths and KPIs

Strategy's Strengths

Seamless Integration: By syncing with the user's daily rhythms, the app ensures serum application becomes an effortless part of their lifestyle, increasing the likelihood of correct and consistent product use.

Responsive Adjustment: As the app learns and suggests application times based on the user's daily activities, it promotes adaptability, crucial for maintaining consistent serum use even when schedules vary.

Educational Reminders: Tailored reminders educate users on the optimal conditions for serum application, reinforcing proper usage habits and encouraging the discipline needed for the entire treatment cycle.

Measuring Success

Adherence to Recommendations: Evaluate how closely users follow the recommended application times and conditions the app suggests.

Consistency of Daily Logins: Monitor the frequency of daily logins to the app to track user engagement and serum application consistency.

Routine Disruption Rates: Measure incidents where users deviate from their regular application routine, which could inform the need for further customization or education.



Hair Care Narratives Features

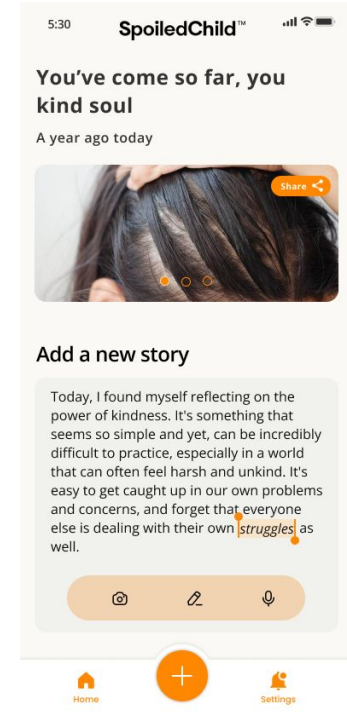
The app includes features to document both the results and the emotional aspects of using the A22 hair growth serum.

- **Audio Diary Entries:** Incorporates diary-like audio entries for users to narrate their daily experiences.
- **Visual Timelines:** Allows users to upload photos to create a visual timeline of their hair growth progress.
- **Voice Recognition:** Utilizes voice recognition technology to transcribe spoken diary entries.
- **Emotion Analysis:** Analyzes transcriptions to detect emotional sentiments and provide personalized feedback.
- **Progress Celebration:** Offers encouragement and celebrates user progress based on diary and photo timeline insights.
- **Daily Logging Feature:** Encourages users to log serum use daily, enhancing commitment and engagement throughout their treatment.

Personalized Encouragement

Visual Timelines of Hair Care Journey

Photo, Text, or Audio Transcription for Journal Entries





Hair Care Narratives Strategy and KPIs

Strategy's Strengths

Emotional Investment: Personal journaling creates emotional investment in the treatment, increasing the likelihood that customers will adhere to correct product usage.

Visual Progress: Seeing visual progress can be highly motivating. It affirms that the product works and encourages daily use for the entire treatment period.

Community and Support: Sharing stories can foster a sense of community, prompting users to return to the app to update their journey and engage with others.

Measuring Success

Journal Entry Frequency: How often users create new entries or upload photos, indicating engagement and consistent use.

Sentiment Analysis: Assessing the emotional tone of journal entries can give insight into user sentiment and potentially predict retention and adherence.

Completion Rate: Tracking the number of users who complete a journal entry and continue using the journaling feature for four months.



Holistic Health Integration Features

The A22 app enhances its functionality by connecting with users' overall wellness routine through integration with fitness and health monitoring devices.

- **Health Device Connectivity:** Integrates with fitness trackers and health monitoring devices.
- **Data Utilization:** Uses data on stress levels, sleep patterns, and exercise routines.
- **Optimized Timing Recommendations:** Suggests the best times to apply the A22 serum each day based on holistic health data.
- **Educational Approach:** Informs users on how to maximize serum effectiveness within their daily health routines.
- **Routine Integration:** Encourages serum application to be a regular part of daily health practices.

Bespoke Recommendations

Device Integration and Health Tracking





Holistic Health Integration Strengths and KPIs

Strategy's Strengths

User Engagement Through Health Metrics: The app's health metric tracking can make users more conscious of their wellness, potentially leading to higher engagement and daily logging of serum use.

Targeted Use Recommendations: By incorporating health data, the app suggests optimal serum use, ensuring product application under optimal conditions during the four-month treatment window.

Customized Health-Centric Notifications: The app's health-centric reminders are more than just alerts; they provide personalized encouragement based on users' health trends, reinforcing the importance of regular use.

Measuring Success

Device Connection Rates: Analyze how many users sync their fitness trackers or health monitoring devices with the app, indicating trust in its ability to provide holistic health recommendations.

Conversion Rate for Health-Prompted Usage: Measure the conversion rate from receiving health-based application prompts to actual product applications, highlighting the effectiveness of integrating health data.

Health Feature Impact on Completion: Analyze the percentage of users with and without connected devices to see if integrating health trackers impacts completion rates of the four-month regimen.

ODDITY can navigate the **risks and enhance user trust** in the A22 App with strategic foresight

Key Risks



Automated processes may **alienate users seeking a personal touch**.



Data privacy concerns might arise from tracking habits and routines.



Inaccuracies in health data due to device integration can misguide users.



Overwhelming options and features could **complicate the user experience and lead to disengagement**.



Advanced features like hair follicle analysis may be **challenging for users to understand**, leading to frustration.



Mitigation Measures



Balance **AI with human customer support** for complex user inquiries.



Uphold **data protection policies and grant users control** over information.



Partner with established health platforms for accurate data sync.



Streamline app design for simplicity, provide usage instructions, and allow users to personalize sensory settings.



Offer simplified explanations and step-by-step tutorials for complex features to enhance user comprehension.



APPENDIX

WORKS CITED AND LINKS

[Kantar Profiles/Mintel,
December 2023](#)

[SpoiledChild App Focus
Group Document](#)

[Figma A22 App Mockups](#)

