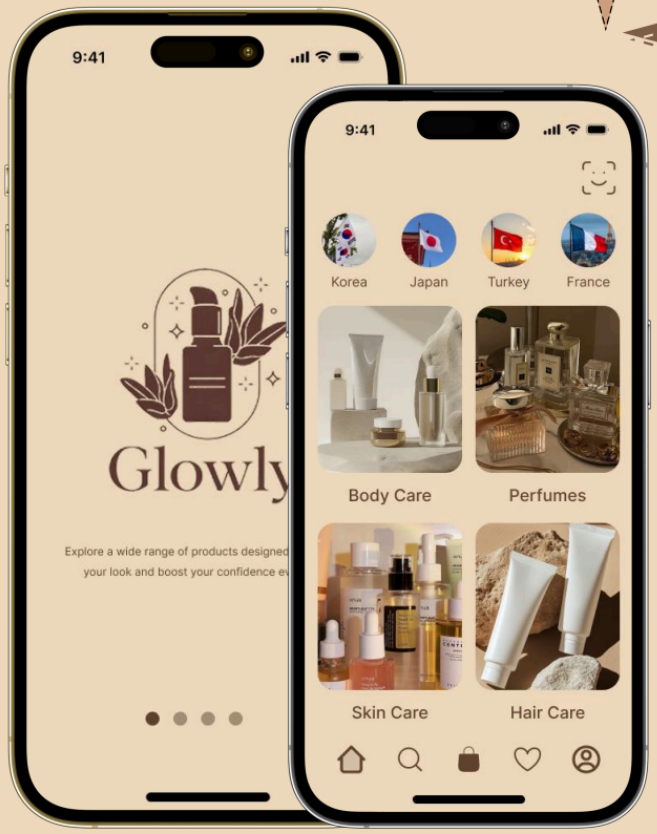
GLOWLY

Glow Better, Care Smarter.



Overview

Glowly is a beauty and skincare mobile application designed to help users discover suitable products, build personalized skincare routines, and shop effortlessly.

The project focuses on improving product discovery, simplifying navigation, and creating a calm, elegant shopping experience for skincare lovers.

Problem

The Egyptian beauty market suffers from fragmentation and "The Mystery of Authenticity." Users struggle to find specific international products (like Korean skincare), face extreme price manipulation among local resellers, and often buy products that don't suit their skin type due to a lack of expert guidance.

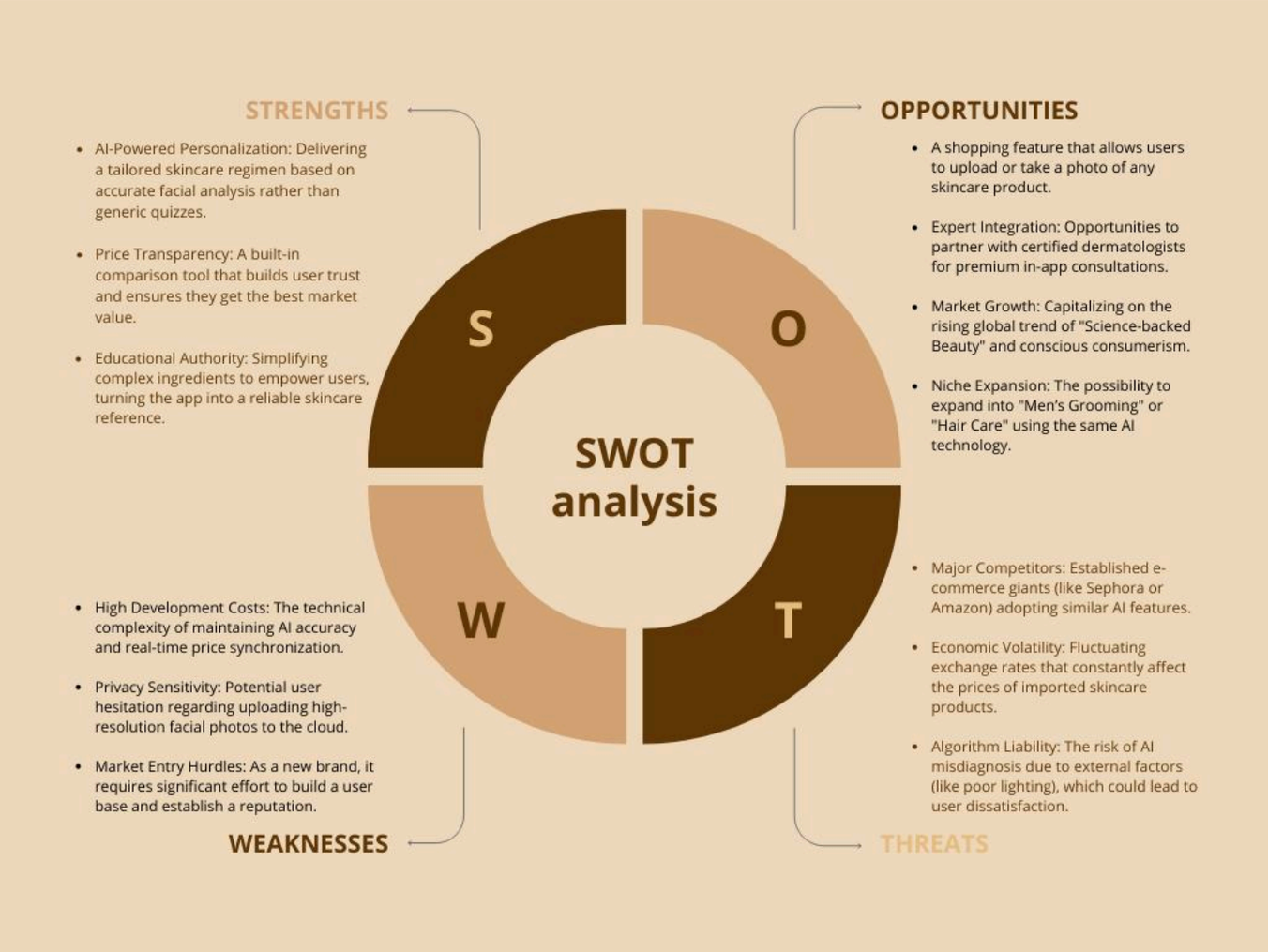
Solutions

Curated Directory: A systematic categorization by Country (Korea, Japan, etc.) and Category (Skin, Hair, Body). Sellers Aggregator: A transparency engine that lists all available local sellers for a specific product, showing their prices and delivery timelines. Glow-Scan (AI Feature): An instant AI skin analysis that detects skin type (Oily, Dry, Combo) and concerns, then automatically filters the catalog to show only "Your Perfect Matches." Verified Badge: A system to verify sellers to ensure users are buying 100% authentic products.

Stakeholder Interviews

1- What is the main goal of Glowly?
2- Who is the target audience?
3- What problems does the business want to solve?
4- What makes Glowly different from competitors?
5- What features are most important for launch?
6- What do you hope this project will achieve?
7- How will success be measured?
8- What are the primary business goals?
9- What is the average waiting time now?
10- What challenges does the business expect?
11- What defines success for Glowly?

Swot Analysis



Empathy Map

Says

- I need a quick solution for these breakouts before next week's photo shoot.
- Online prices have become scary; there is no fixed price for any product!
- I don't understand what 'Niacinamide' is or what it actually does to my skin.
- I've tried many expensive brands, and they were all just hype with no results.

Thinks

- I wish I could find an app that gathers everything in one place instead of all this searching.
- I'm afraid this product might irritate my skin and force me to cancel booked gigs.
- Will the AI actually analyze my skin type correctly, or will it be inaccurate
- If my skin doesn't improve, my camera appearance will suffer, and I might lose contracts.

Farida
21y , Model

Feels

- Insecure
- Cautious
- Ambitious
- Overwhelmed
- Skeptical
- Frustrated

Does

- Zooms in on her face in photos after sessions to check for flaws.
- Asks her model friends about the most reliable sellers with fair prices.
- Switches between multiple websites to compare prices before making a purchase.
- Takes daily photos of her face in natural light to track any slight improvement.

Persona

Name: Farida Kamal
Age: 21
Occupation: Fashion model
Location: Cairo (Sheikh Zayed)

Hobbies and Interests :

- Following international Beauty Bloggers on TikTok and Pinterest.
- Creating content about her daily life as a model.
- Natural and Vegan skincare products.
- New beauty tech and skincare gadgets.

Needs :

- Reliable Source: A platform that guarantees 100% authentic Korean and Japanese products.
- Time Efficiency: Instead of scrolling through endless Instagram and Facebook pages for the best price, she needs an instant price comparison tool.
- Fast Delivery: She often needs specific "emergency" products before important photo shoots.
- Smart Guidance: A tool that analyzes her current skin condition (due to stress/makeup) and recommends the perfect "rescue" product.

Bio :

Farida is an ambitious young Egyptian woman whose career as a model demands that her skin is always in peak condition; her face is her "brand." Due to her work, she is constantly exposed to heavy makeup and harsh studio lighting for long hours, which exhausts her skin. She is obsessed with K-Beauty routines and loves trying the latest products she sees in international tutorials. However, she struggles with the fear of counterfeit products and the difficulty of finding authentic items in Egypt at reasonable prices.

Goals :

- Achieve the "Clean Girl" Aesthetic: To master the natural, glowy look that focuses on skin health rather than heavy coverage.
- Become a Well-Informed Consumer: To educate herself on skincare ingredients so she can make data-driven decisions rather than following hype.
- Create a Sustainable Self-Care Ritual: To turn her skincare routine into a relaxing daily habit that helps her unwind from her hectic lifestyle.
- Bridge the Gap to Global Beauty: To find a reliable way to access international skincare trends locally without the hassle of long shipping or fake products.

Competitor Analysis

Feature / Competitor	Sephora	Skin Bliss	TroveSkin	Ulta Beauty
AI Skin Analysis	✗	✓	✓	✗
Price Comparison	✗	✗	✗	✗
Visual Search (Image)	✓	✗	✗	✗
Ingredient Education	✓	✓	✓	✓
Progress Tracking	✗	✗	✓	✗
Price Alert/History	✗	✗	✗	✗

SCAMPER

S **Substitute:** Replace random social media browsing with a trusted skincare platform.

C **Combine:** AI skin analysis with price comparison and recommendations.

A **Adapt:** general price comparison to the specialized skincare market.

M **Modify:** Simplify product ingredient display for easy understanding.

P **Put to another use:** skin analysis to guide product choices and purchases.

E **Eliminate:** Remove untrustworthy sellers and random shopping.

Rearrange: Start user journey with skin analysis, then choose products.

Design System

Colors

#EED9BD	#CE9E7C	#FFFFFF
#8B6B54	#8B6B54	#614530

Typography

Aa

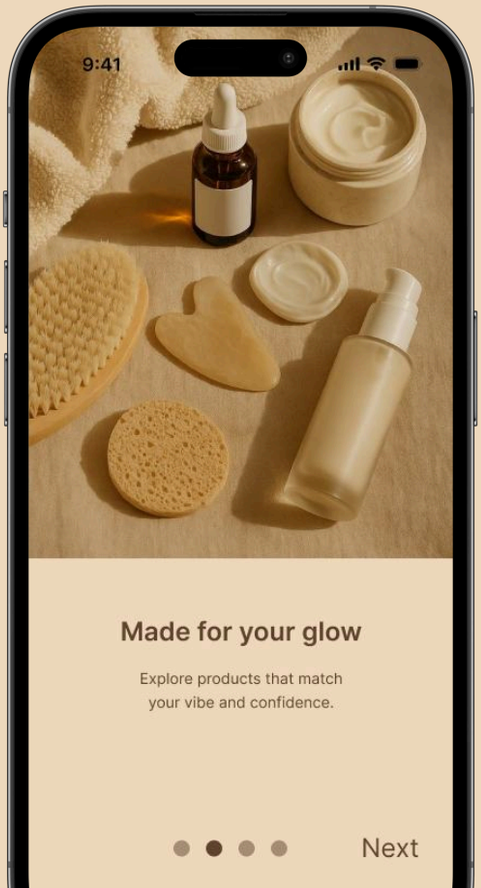
Font

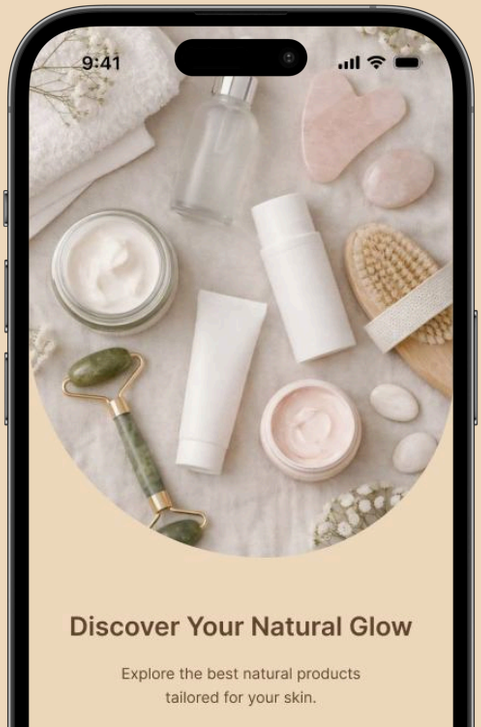
Inter

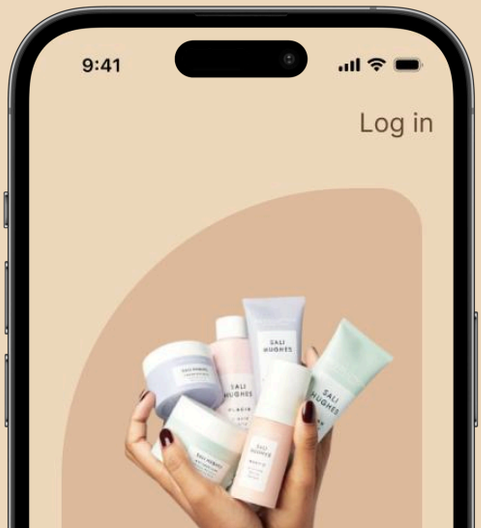
Name	Font size	Line height
Title	24 px	28 px
Sub title 1	20 px	23 px
Sub title2	18 px	21 px
Paragraph 1	16 px	150% px
Paragraph 2	14 px	150% px
Body 1	16 px	19 px
Body 2	14 px	16 px
Body 3	12 px	14 px

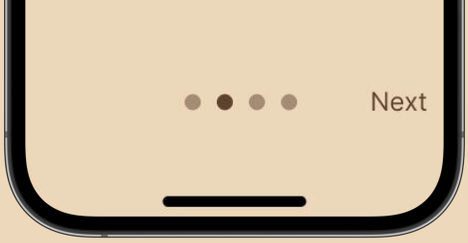
UI Screens

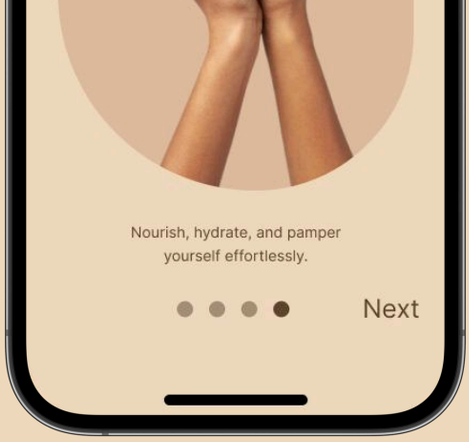
Onboarding Screens



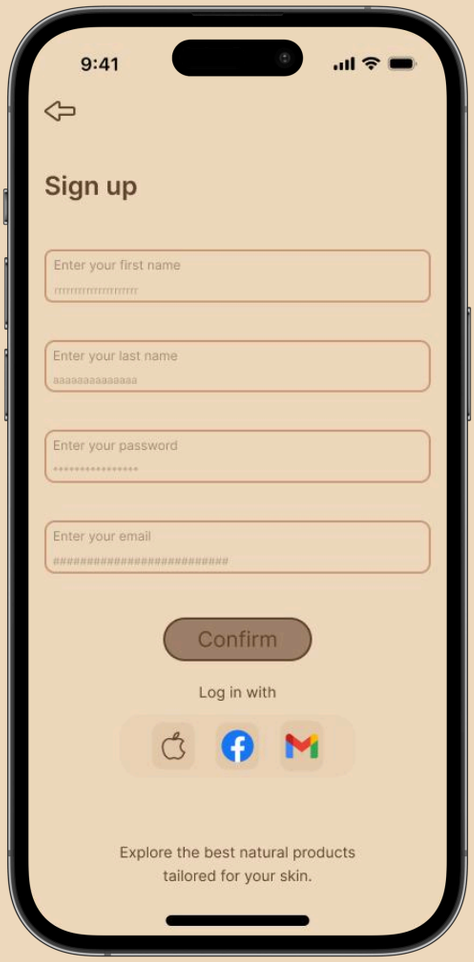


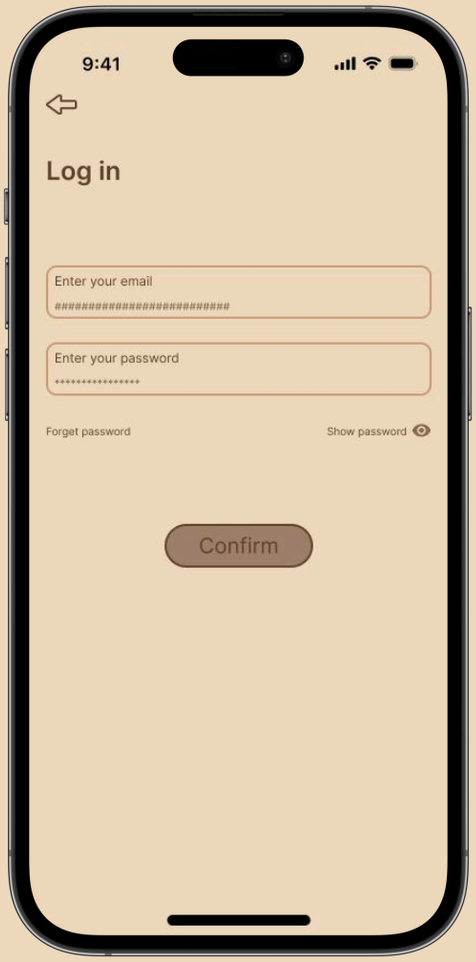




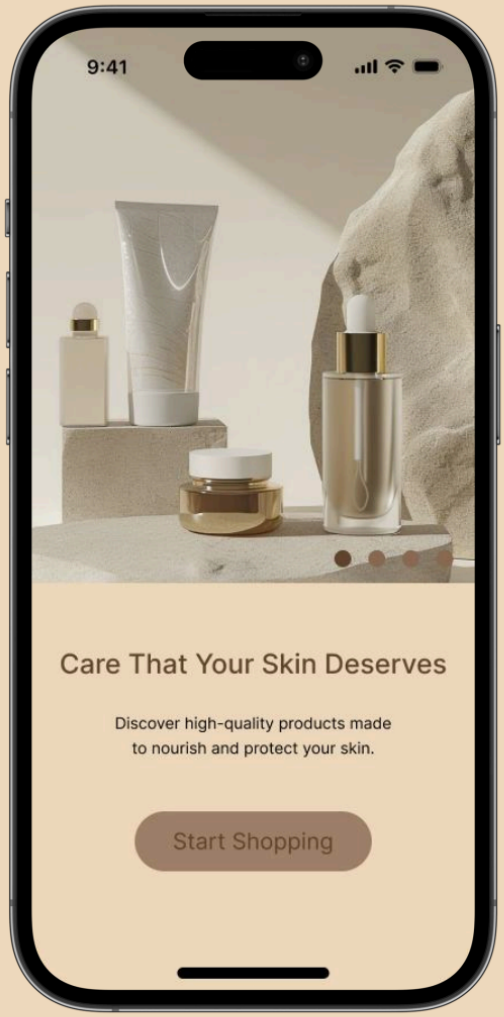


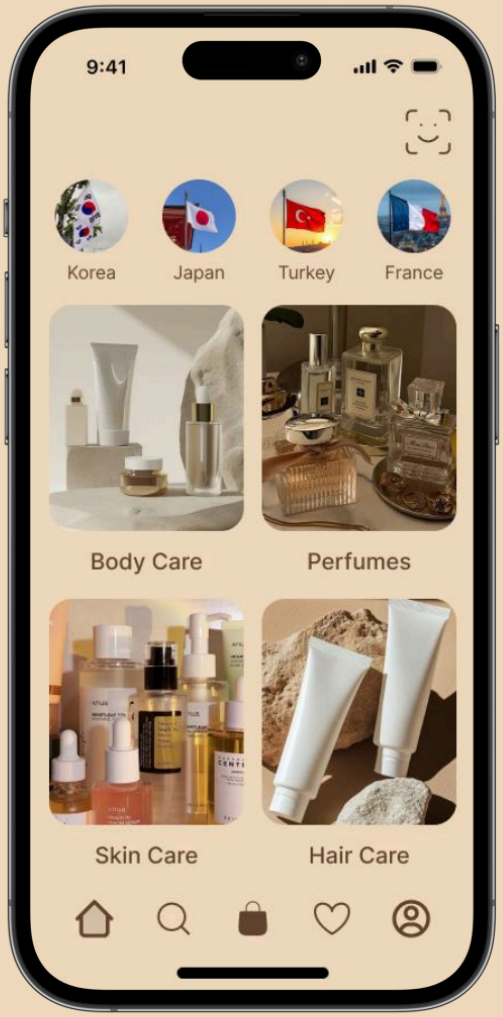
Sign Up and Log In



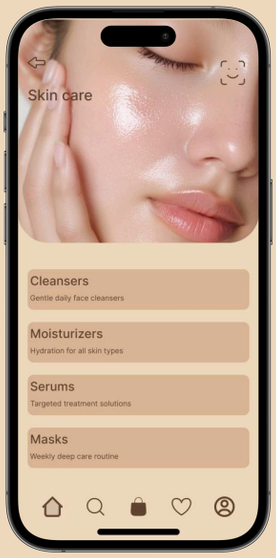


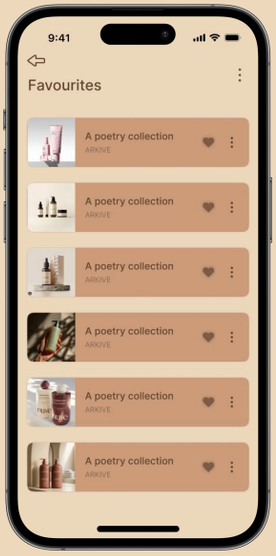
Home

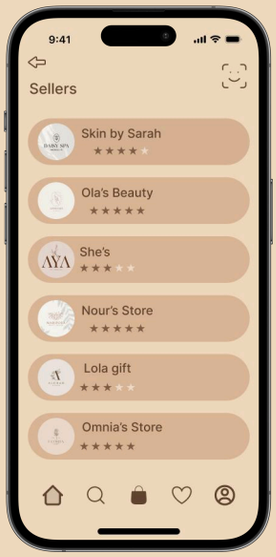




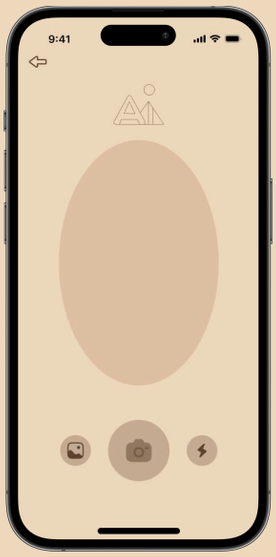
Services

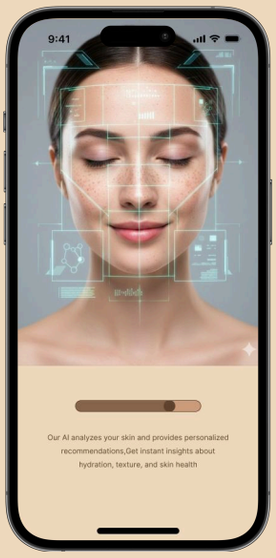


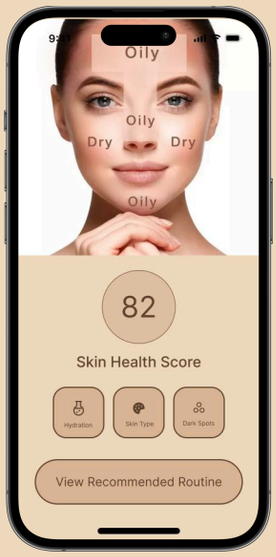


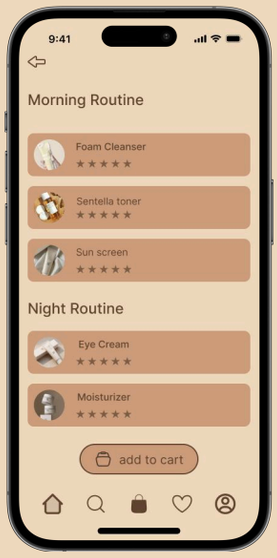


AI Features





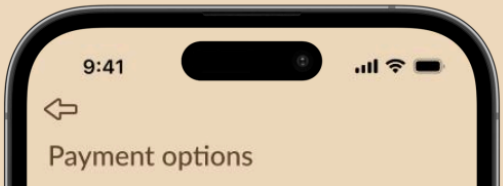




Dermatoligist

9:41
Dermatoligist bot
Hello Farida, How an i help you?
Can you tell me what I can use for my skin because it's been dry lately?
Hello Farida, How an i help you?
Can you tell me what I can use for my skin because it's been dry lately?
Hello Farida, How an i help you?
Can you tell me what I can use for my skin because it's been dry lately?
Send a message

Payment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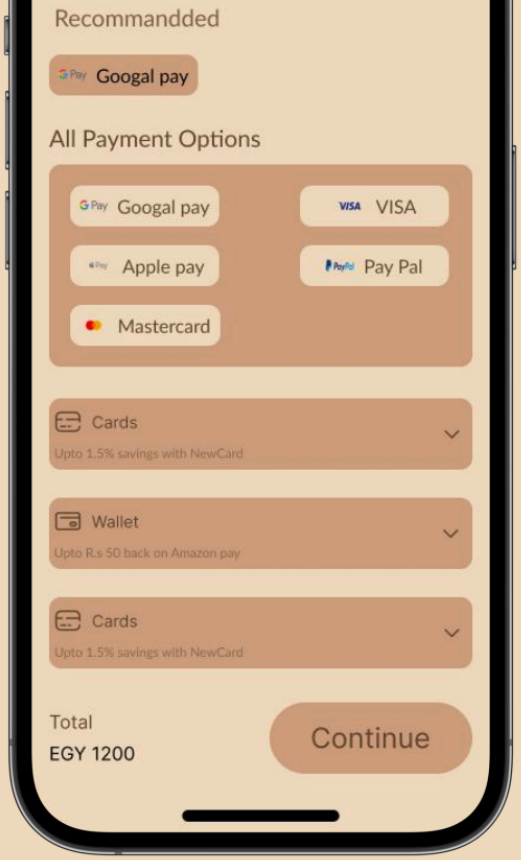
Payment options


Recommandded
Googal pay
All Payment Options
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VISA
Apple pay
Pay Pal
Mastercard
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Upto 1.5% savings with NewCard
Wallet
Upto R.s 50 back on Amazon pay
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Total
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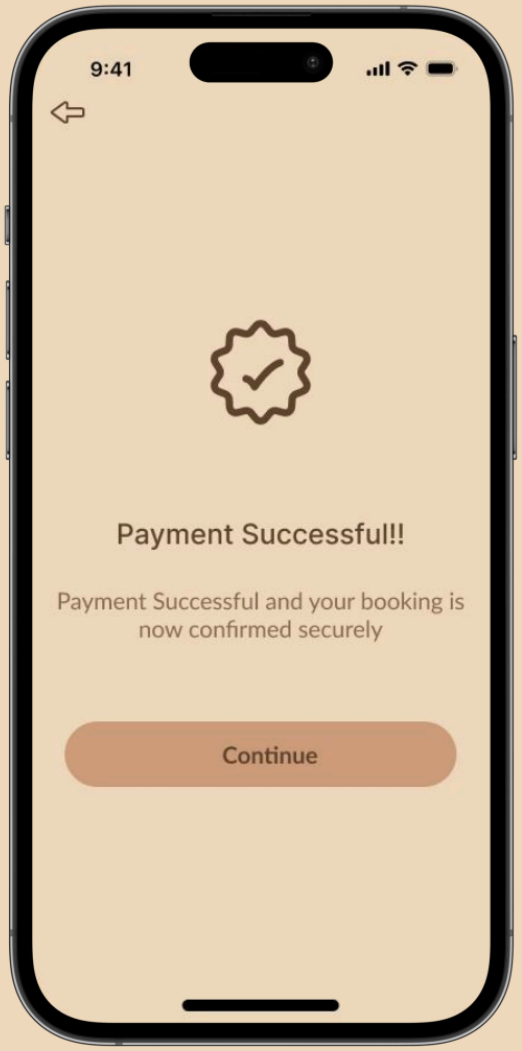
Continue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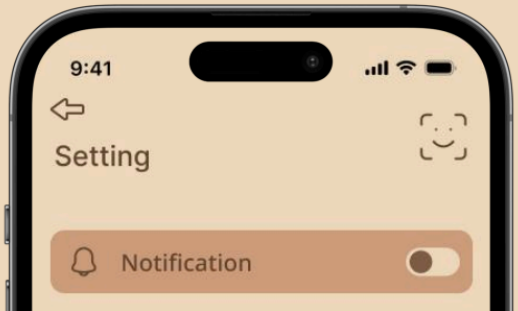
Payment Successful!!
Payment Successful and your booking is now confirmed securely
Continue

Setting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Setting
Notification

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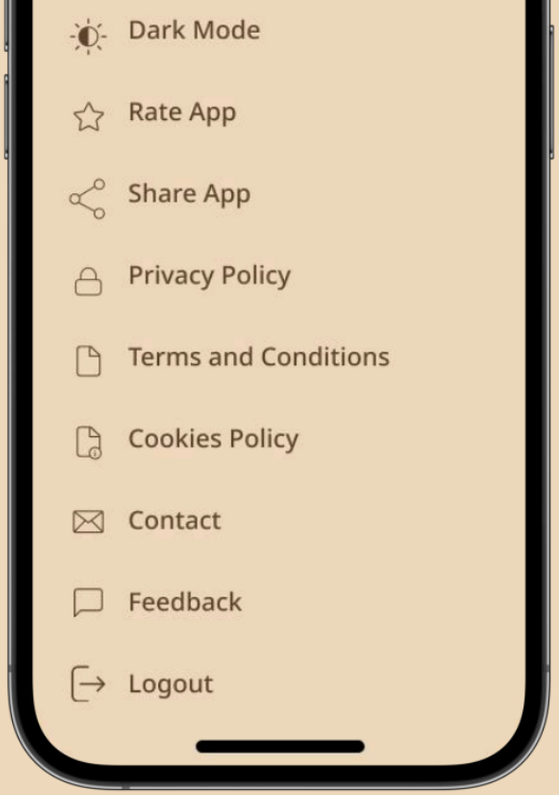

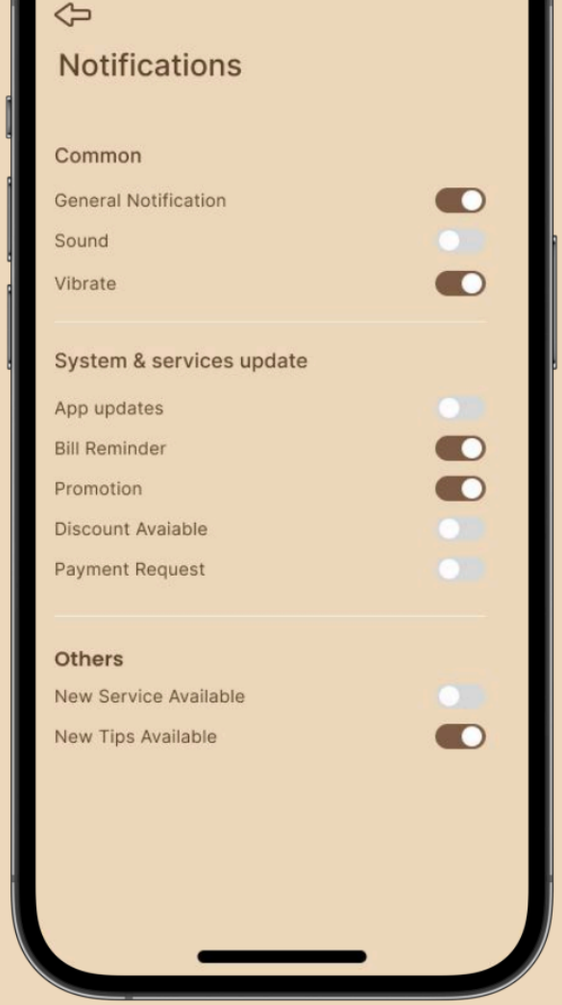

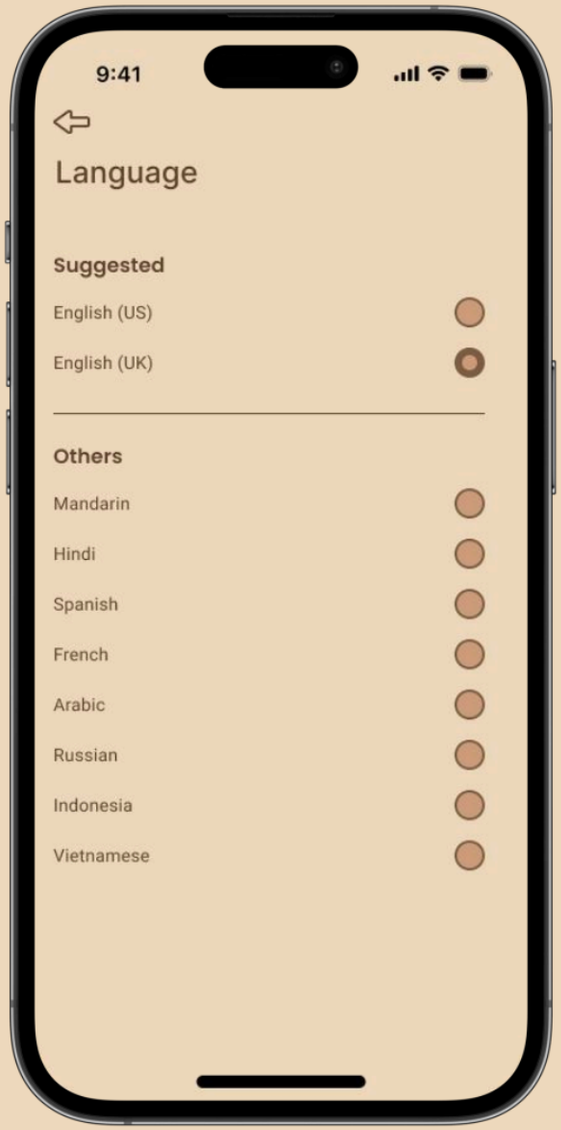

Thank You for Viewing

It Was An Interesting Journey