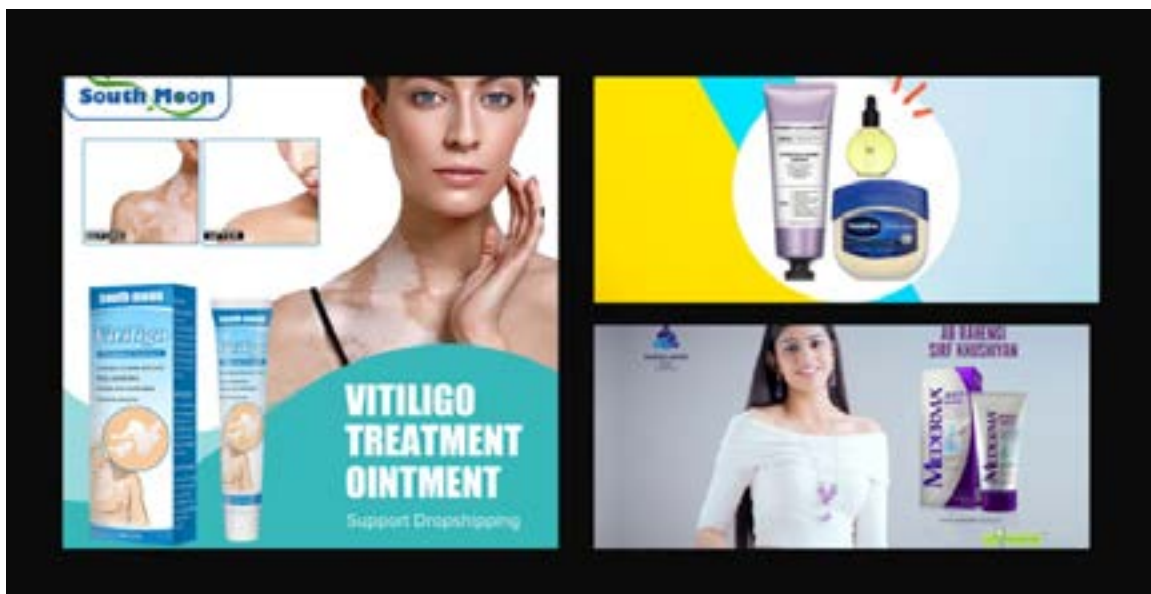# Marble Selfcare

PERSONAL IDENTITY PROCESS BOOK

About

Being a teenager can be tough, from a very unpredictable skin to unfamiliar changes in your body, the journey can feel overwhelming. With countless options promising to remove imperfections, teens are left lost, lacking proper guidance amidst a sea of product overload.

Marble Selfcare isn't just another skincare brand; it's a personalized skincare journey tailored to meet individual body needs. With Marble, I've crafted an immersive experience that goes beyond surface-level treatments.
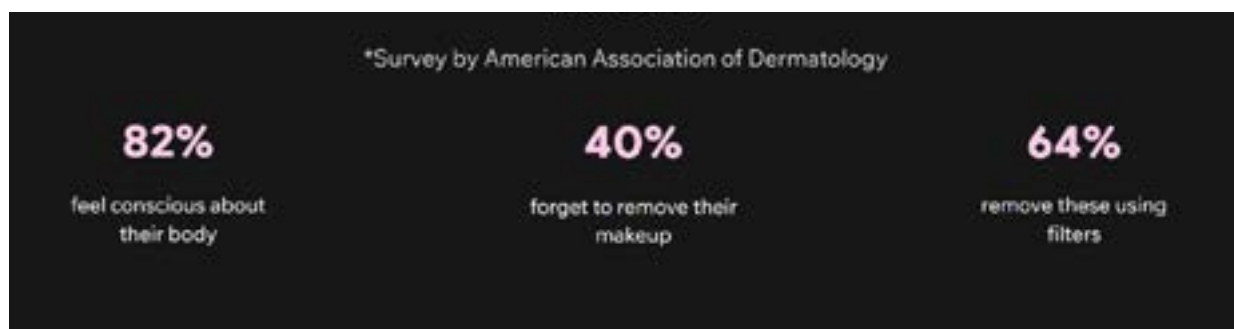
Objective

In a world filled with ads of flawless skin and unrealistic beauty standards, Marble Selfcare seeks to normalize common skin conditions such as milia, stretch marks, and others. The project's core mission is to shift the focus from removing these imperfections through excessive cosmetic products to embracing and caring for one's natural self. The primary objective of Marble Selfcare is to empower teenagers to embrace their skin imperfections and foster a positive self-image. The project aims to alleviate the pressure and stigma associated with common skin conditions. Through this initiative, we aspire to cultivate a culture of self-love and confidence among teenagers, encouraging them to celebrate their uniqueness rather than striving for unattainable perfection.
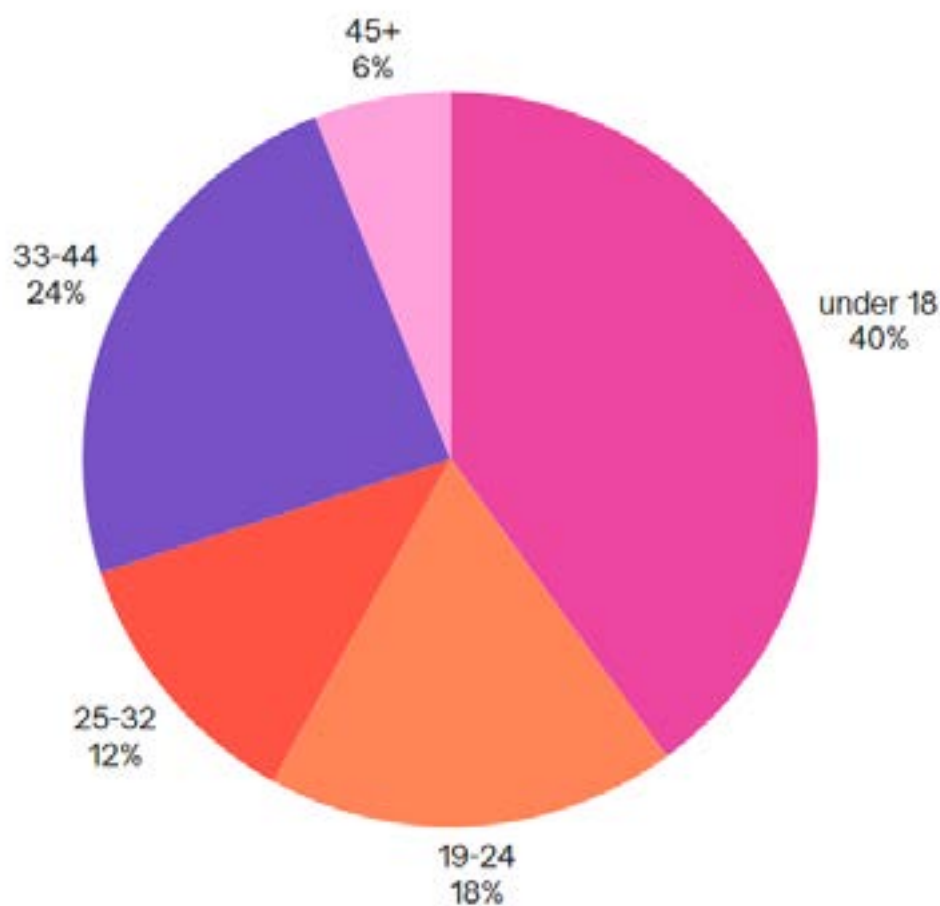
The story

As a teenager, I personally experienced the profound impact of societal beauty standards and the pressure to achieve flawless skin. My own journey with stretch marks left me feeling insecure and ashamed, leading me to try countless creams and treatments in a desperate attempt to erase them. However, despite my efforts, I found myself trapped in a cycle of disappointment and self-doubt. The relentless bombardment of advertisements depicting stretch marks and other imperfections as flaws to be eradicated only exacerbated my feelings of inadequacy. It was this personal struggle that fueled my determination to challenge the status quo and create a platform dedicated to reshaping societal perceptions of beauty.

"If I felt this way, how many others felt the same?"

*Survey by American Association of Dermatology

82%
feel conscious about
their body

40%
forget to remove their
makeup
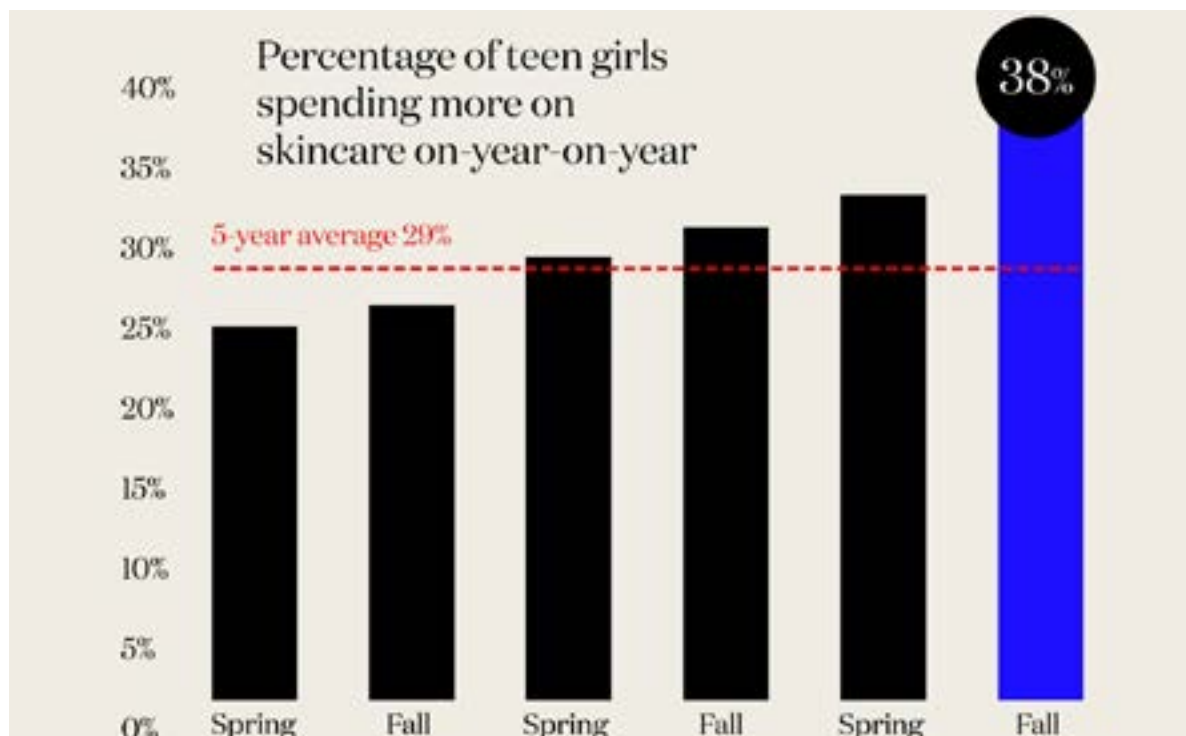
64%
remove these using
filters

Target audience

The target audience for Marble Selfcare is teenagers, as they navigate the complexities of adolescence and the accompanying changes to their bodies. Adolescence marks a critical period in one's life, characterized by heightened self-awareness and vulnerability to societal influences. Teenagers are often bombarded with messages promoting unattainable beauty standards, leading many to feel inadequate or ashamed of their natural appearance.

User Research

Percentage of teen girls spending more on skincare on-year-on-year

5-year average 29%

38%

Spring | Fall | Spring | Fall | Spring | Fall

In conducting market research, a glaring trend emerged: teenagers stand out as the primary consumers of cosmetic products, yet there remains a significant gap in the market. According to a recent study, teenagers between the ages of 13 and 19 account for a staggering 20% of total cosmetic sales in the United States alone. This demographic not only drives trends but also influences purchasing decisions within their households. However, despite their influence and purchasing prowess, many cosmetic brands overlook teenagers as a target audience.

Market Research

Current Trends

Social Media Campaigns: Cosmetic brands extensively use social media to promote beauty ideals. Campaigns often feature curated images reinforcing unrealistic standards.Case Study: Dove's "Real Beauty" campaign challenged norms by showcasing diverse women, earning praise for authenticity.

Photography Projects: Projects aim to capture raw beauty, challenging societal norms.Case Study: "Project Embrace" celebrates natural hair, promoting self-love.

Analysis

Social Media's Influence: Despite campaigns, studies show social media often worsens young adults' self-esteem due to unrealistic standards.

Need for Authenticity: Young adults struggle to find genuine self-love sources amid idealized content.

Sec. Research
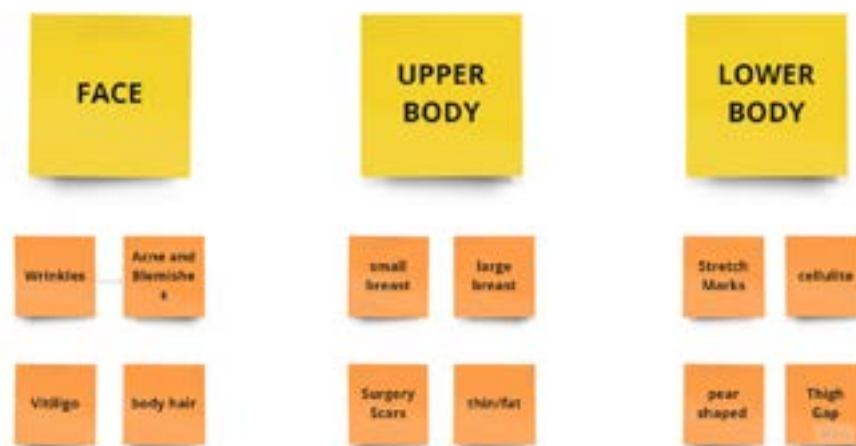
- Acne: Acne emerged as one of the most common and distressing skin issues faced by teenagers.
- Milia: Milia, small white bumps that commonly appear on the skin, also garnered significant attention among teenagers.
- Stretch Marks: Many teenagers expressed concerns about stretch marks, which often develop during periods of rapid growth or weight gain.
- Cellulite: Cellulite, the dimpled appearance of skin commonly found on the thighs and buttocks.
- Vitiligo: Vitiligo, a condition characterized by the loss of skin pigmentation.
- Scars: Scars from injuries or previous skin conditions were also noted as a significant concern among teenagers.

Primary Research

I started talking directly to girls aged 12-19 to understand what they worry about regarding their skin. I asked them questions to learn about their experiences and challenges. With 21 girls sharing their thoughts, I now have valuable information to make Marble Selfcare better suited to their needs.

Have you ever experienced a moment where you felt insecure about your body?   ⬜ Copy

21 responses

- Yes
- No
- Maybe

9.5%

23.8%

66.7%

Please share a brief description of what made you feel that way, if you feel comfortable.

9 responses

I was always very conscious about my weight.

My classmates used to make fun of me and I was not part of any groups as they used to isolate me

Beauty standards

Overthinking photos or over examining features

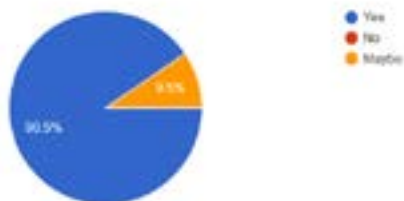Sometimes I feel like I am weak and my physique is too slim

Affinity

As one goes through body changes during puberty, do you think it would be helpful if individuals were more aware of common skin imperfections?

21 responses

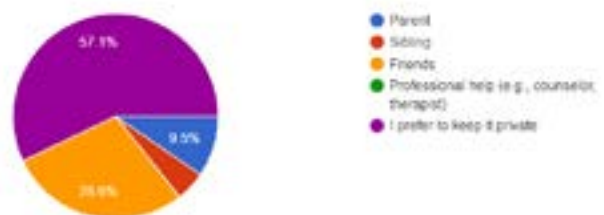- Yes
- No
- Maybe

90.5%

9.5%

They need to be educated about the changes in their body , why do they occur etc.

They need to have a safe space where they can discuss their problems and concerns.

When facing insecurities about your body, who do you feel comfortable sharing with?

21 responses

- Parent
- Sibling
- Friends
- Professional help (e.g., counselor, therapist)
- I prefer to keep it private

57.1%

9.5%

On scale of 1 to 5, how much interested would you be if a brand was more personal allowing you to have your own design and customize the ingredients according to your skin's needs?
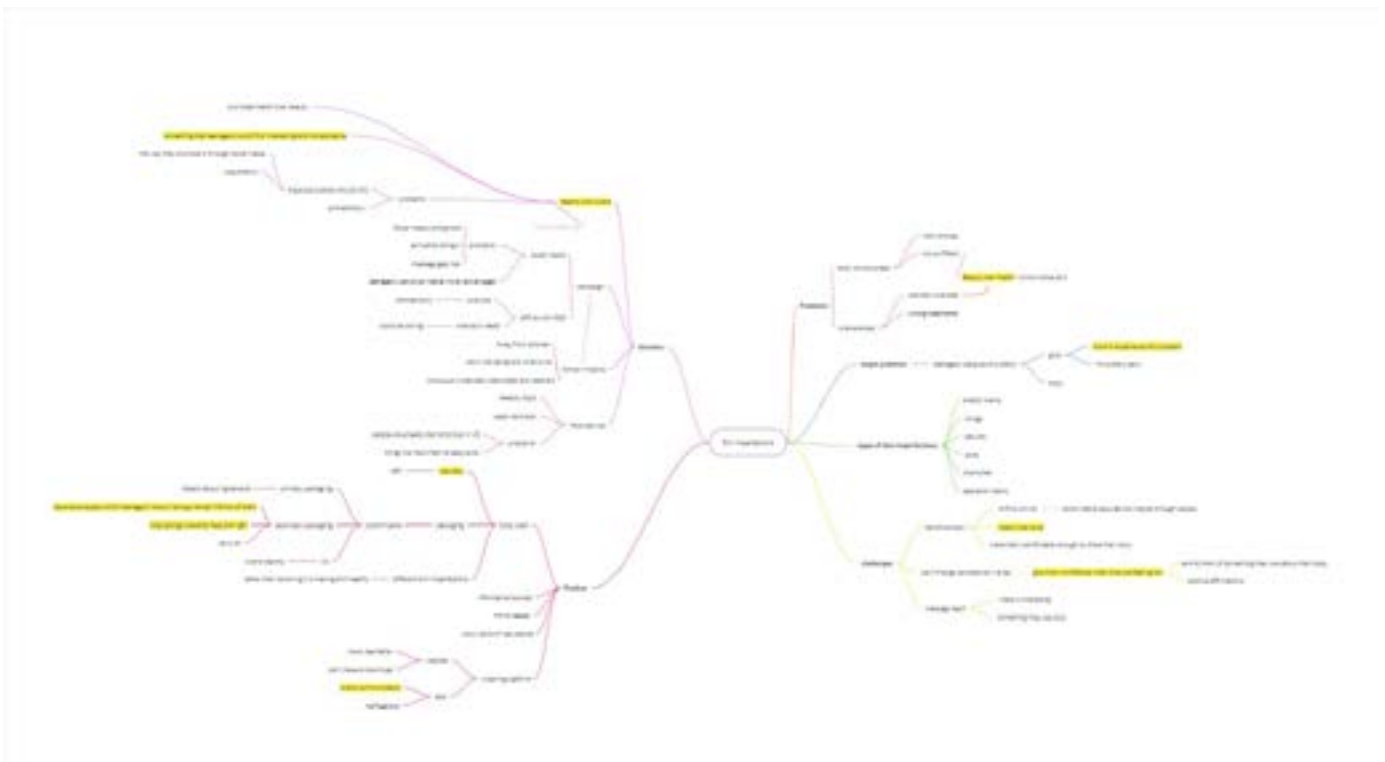
21 responses

Cutomization is the key! They need things tailored just for them.

Mind mapping

Analyzing the mind map, I noticed a recurring theme: the need for a brand that focuses on providing skincare solutions designed for teenagers. With this insight, I gravitated towards the solution of creating a new brand dedicated to selling self-care products tailored to the unique needs and concerns of teenagers. This solution aligned perfectly with my goal of empowering teenagers to embrace their skin imperfections and promoting self-love and confidence.

The solution

The solution for Marble Selfcare is a community-driven brand centered around prioritizing skin health over mere beautification. Our goal is to empower teenagers with self-love through curated products and expert guidance.

Personalized Products: Marble Selfcare offers customizable skincare products tailored to teenagers' individual skin needs. From acne treatments to moisturizers, each product can be adjusted to address specific concerns. Additionally, teenagers have the option to customize their packaging, adding a personal touch to their skincare routine.

Interactive Website: Our website serves as a hub for ordering products and seeking guidance anonymously. Users can ask questions and share concerns with the community, fostering a supportive environment where individuals can learn from each other's experiences. The website also features a "Skin School," providing educational resources to help teenagers better understand their skin and the concept of "marbles."

Awareness Campaign: Marble Selfcare launches a campaign to raise awareness about embracing skin imperfections and promoting self-love. Through social media, educational events, and partnerships, we aim to challenge beauty norms and encourage teenagers to celebrate their uniqueness.

Deliverables

Brand Name

Determining the brand name involved finding a title that not only aligned with the brand's vision but also resonated strongly with the target audience. It needed to be attention-grabbing yet sensitive to the topic at hand.

I came up with 3 final directions:

01. Embrace

The sensation evoked by the logo resonated with me. It conveyed a sense of comfort and acceptance, as if the brand were reaching out to embrace you. Seeking further insight into teenage behavior, **I consulted with the SCAD Wellbeing Department. They emphasized the importance of connecting with teenagers on their level, speaking their language, and empathizing with their experiences. They dont want someone random to come and console them.**

Brand Name

02. Flawnt

I landed on "Flawnt" because it perfectly encapsulates our mission: encouraging confidence by embracing imperfections. While "flaw" might sound negative at first, we saw it as an opportunity to redefine its meaning. Our aim is to show that flaws aren't something to be ashamed of; they're what make us unique. With "Flawnt," we're on a mission to empower people to feel good about themselves, flaws included. But then even this was quite controversial, saying the word flaw was itself like accepting these are something which are supposed to be removed.

Brand Name

03. Marble - Choosen direction

The idea for naming the brand "Marble" came from the patterns found in marble stones. Just like marbles, each piece of marble has its own unique patterns that make it beautiful. I saw a similarity between these patterns and the natural differences in human skin. I wanted to show that imperfections are okay and can be beautiful. Just like how every piece of marble is different but still pretty, every person's skin is unique and should be celebrated.

Tiger Stripes   Land Patch   Sun Spots

Ocean Ripples   Garden flower   Love Threads
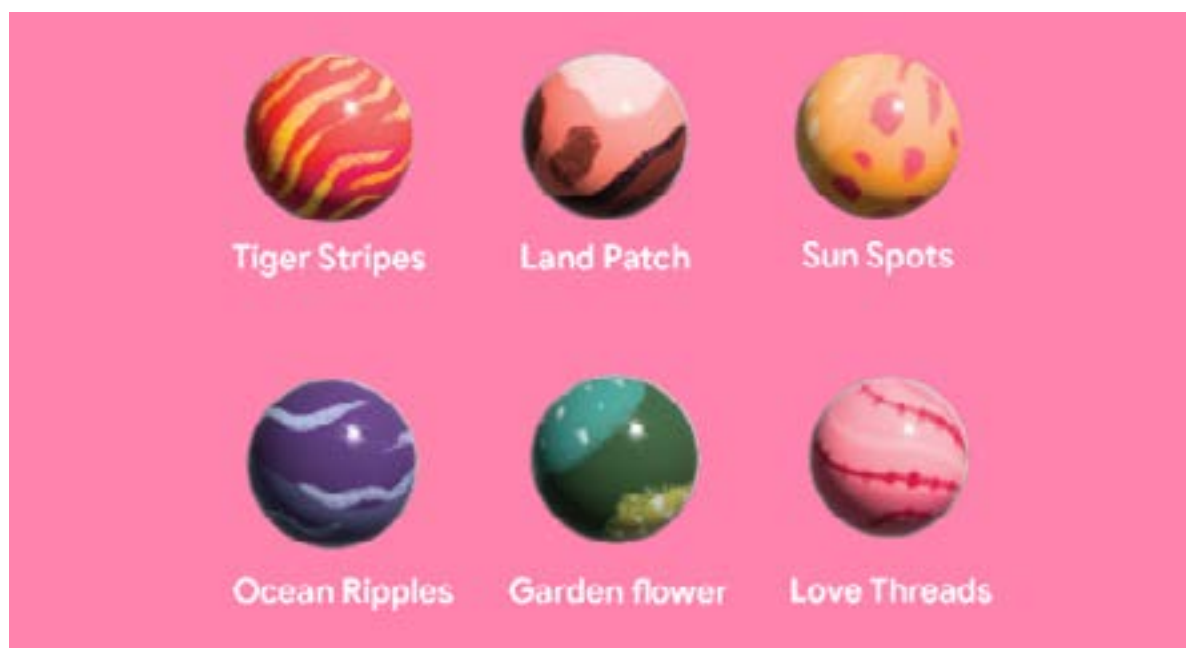
Idea

I wanted to change how we see skin imperfections, so I thought of giving them positive names inspired by nature. For instance, instead of "stretch marks," we could call them "tiger stripes," showing strength. "Cellulite" could be "ocean waves," like the natural flow of water. This way, we aim to make imperfections normal and boost confidence in teenagers.

VOICE

79% trust a company more when they do not Photoshop marketing images.

84% trust companies more when they use real customers in ads

69% are more likely to purchase from companies that share their values.

33% have stopped buying due to companies misaligning with social causes.

The voice of Marble Selfcare is confident, affirming, and light-hearted, with a supportive undertone. It speaks with certainty, offering reassurance and encouragement to teenagers. The tone is uplifting and positive, aiming to make teenagers feel good about themselves. Marble Selfcare's voice is like that of a friend, always there to cheer them on and uplift their spirits.

Color Pallete

Gen Z individuals are prolific content creators and sharers. Brands that adopt a trendy style often see an increase in user-generated content and organic social sharing. Bold colors are used to make a strong statement and create a sense of normalcy.

PRIMARY COLORS

#ce3327   #e83e96   #9069ad

SECONDARY COLORS

Typography

Marble

Type: Suncos
Style: Funky | Trendy | Pattern flow

Marble
Marble
Marble
Marble
Marble

Marble
MARBLE
Marble
Marble
Marble

Logo

The logo I created for Marble Selfcare features a prominent "M" encircled by the brand name. This design choice reflects a common style seen in the cosmetics industry. Placing the initial letter of the brand name at the center of the logo ensures immediate recognition. The bold "M" serves as a visual anchor, making the brand easily identifiable to consumers.

Explorations

Patterns

Packaging

Marble Selfcare packaging is designed with both functionality and aesthetics in mind. Additionally, Marble Selfcare offers customizable packaging options, allowing teenagers to personalize their skincare routine and make it uniquely their own.

User Experience

Cushioned bottom for proper placement and easy retrival

Refillable system for users to easily replenish their products.
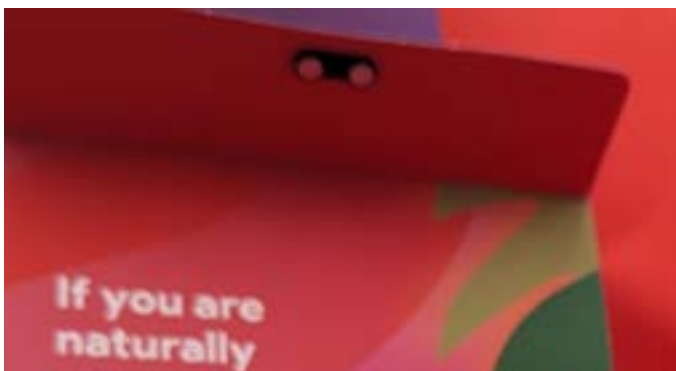
Magnetic lock for a touch of class and accessibility

3D Modeling

The customizable part of the product was 3D printed in the production lab. Maya was used as a software to construct the wireframe and add material with precise measurements.

3D Printing
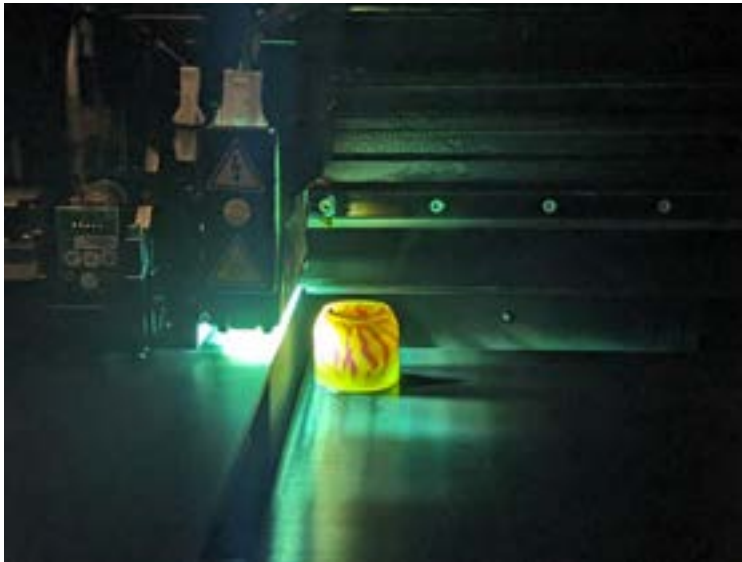
To make something with a 3D printer, we first create a digital design of it. Then, the printer builds the object layer by layer using material like plastic. For Marble Selfcare, each model took about 2 hours to print, following exact measurements. After printing, we cleaned the models by spraying them with water to remove any extra material and make them smooth.

Product Photoshoot

Final Product

Awareness

YOU LOOK
MARBLE-OUS

QR code that directs
users to website

Placed on street near schools and
shopping areas so teens stop to
take a photo.

Changes

Initially, due to time constraints, the digital solution for the Marble Selfcare website was not given the attention it deserved. However, recognizing the importance of a robust online platform, I decided to shift focus towards developing a comprehensive digital solution.

This involved delving into the UI (User Interface) process, which included creating sitemaps, user flows, and a UI kit to guide the design elements of the website. By breaking down the website's structure and user journey through sitemaps and user flows, I gained clarity on the navigation and functionality required.

Additions:

01. Building a UI kit
02. Creting a site map
03. Figuring out user flows
04. Pages- community, Skin school, product page
06. Video on website to show how to order product

Site Mapping
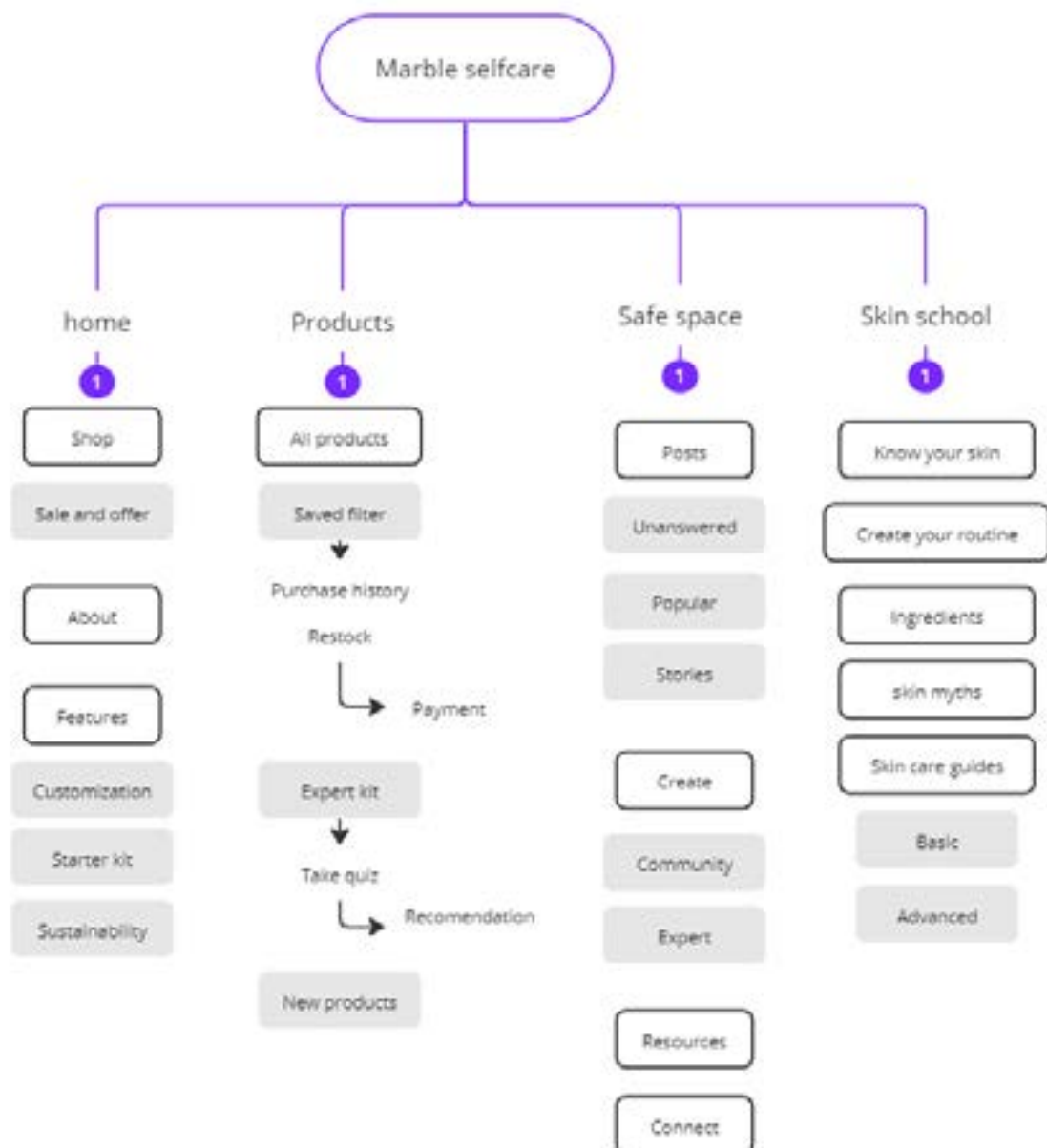
User Flow

LEGEND

◼ Screen

▲ App response

◆ Breakpoint

● User action

In Marble Selfcare, user flows play a crucial role in guiding the design and functionality of the website. By creating user flows, I aim to map out the journey that users will take when interacting with the website, ensuring a seamless and intuitive experience.
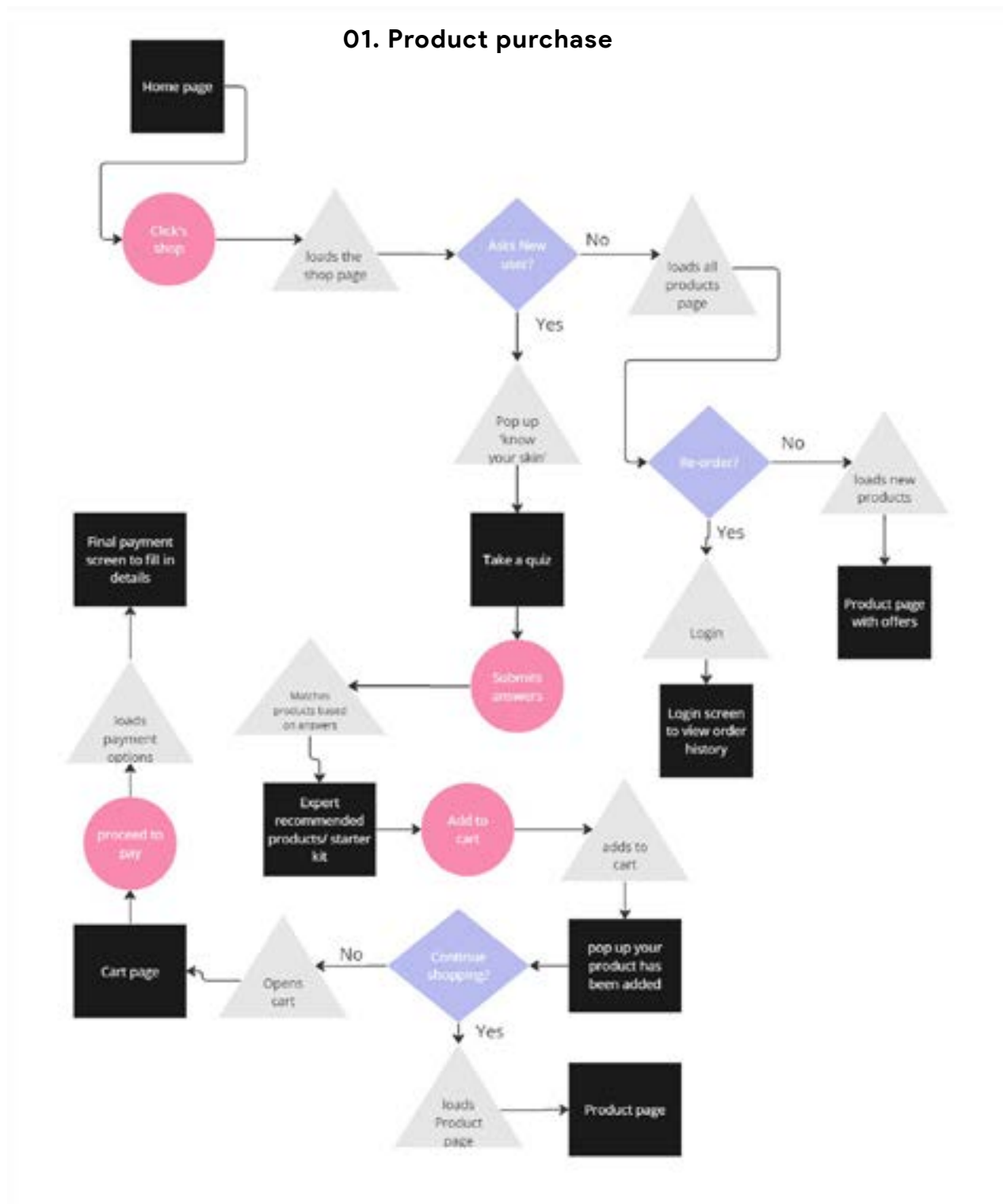
01. Product purchase
For the purchasing user flow, the focus is on guiding users through the process of browsing products, adding items to their cart, and completing the purchase.

02. Community and resources
On the other hand, the user flow for navigating the community page and accessing resources is designed to facilitate easy access to valuable content and support.
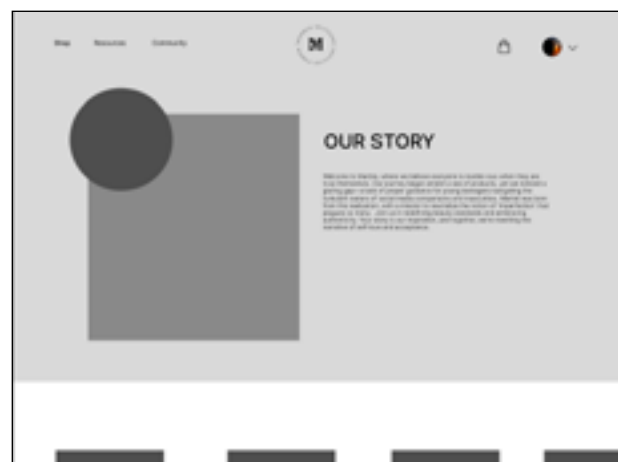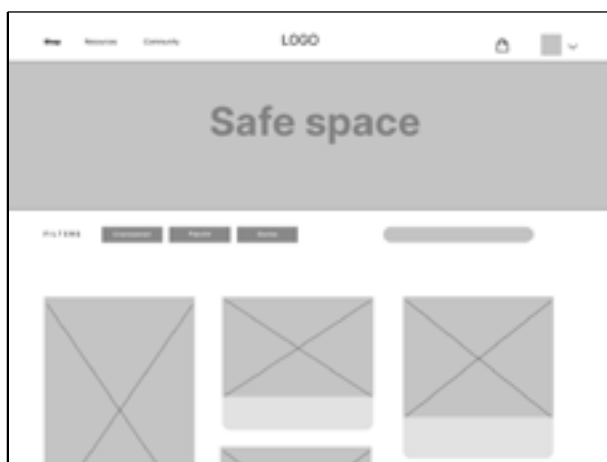
User Flow

01. Product purchase

User Flow

02. Community and resources
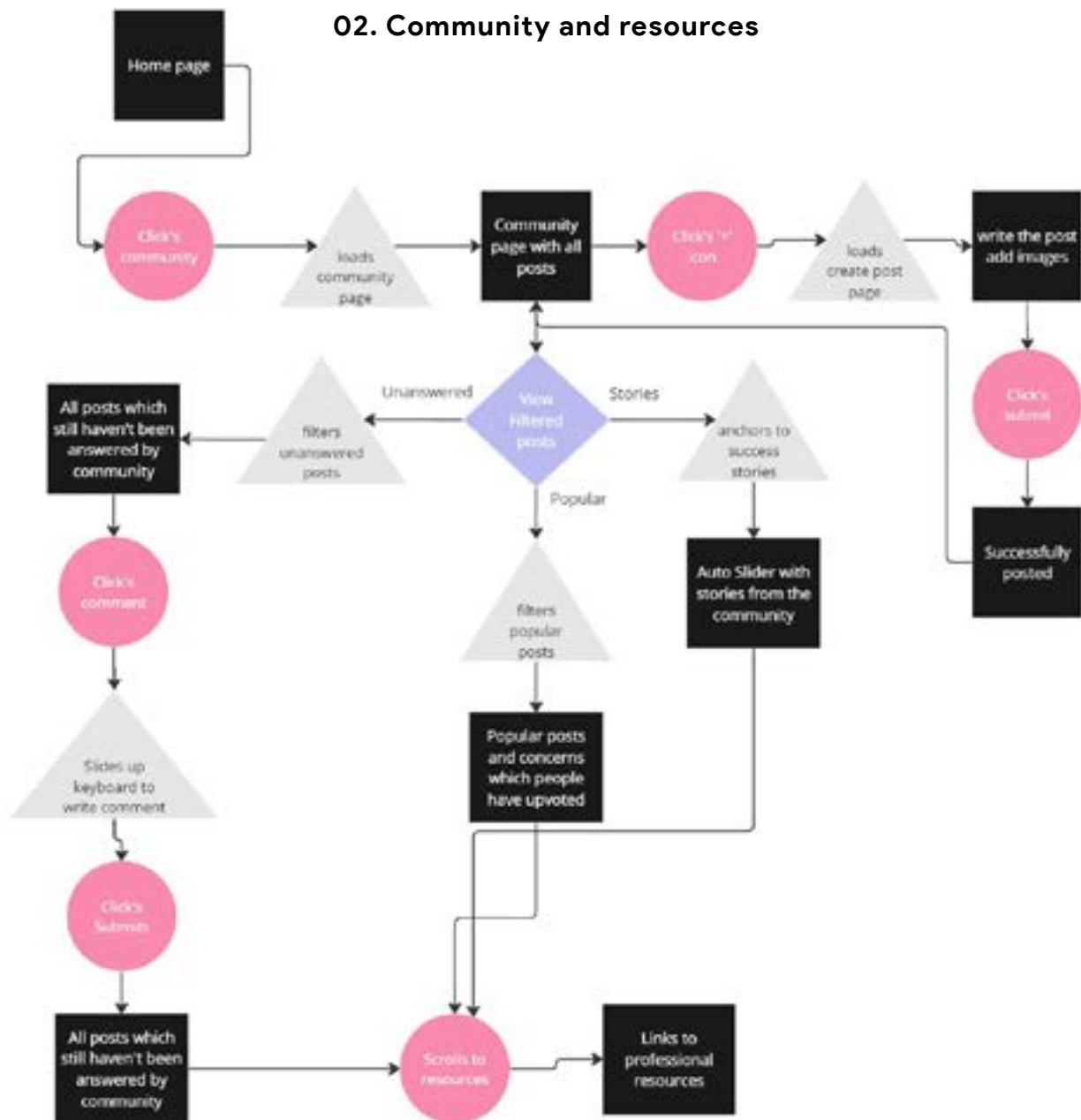
Wireframing

UI Guide

Buttons

Add to cart

Regular state

Add to cart

Active state

Pop ups

Key to your body's patterns
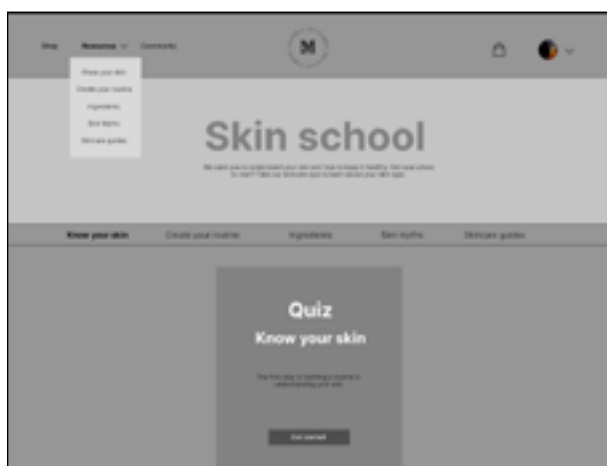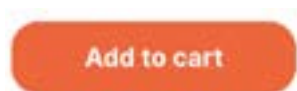
Tiger Stripes- Stetch Marks
Land Patch- Vitiligo
Sun Spots- Acne
Ocean Ripples- Cellulite
Garden Flower- Milia
Love Threads- Operation Scars

Pop up with background blur

0.125 px

information icon

Filters

Dry Skin

Not selected

Oily Skin
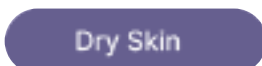
Selected / Hover

Collapsable Tabs

0.125 px

Ingredients +

Inactive state

Plus icon to expand

Ingredients -

Active state

Transparency and icon change

Typography
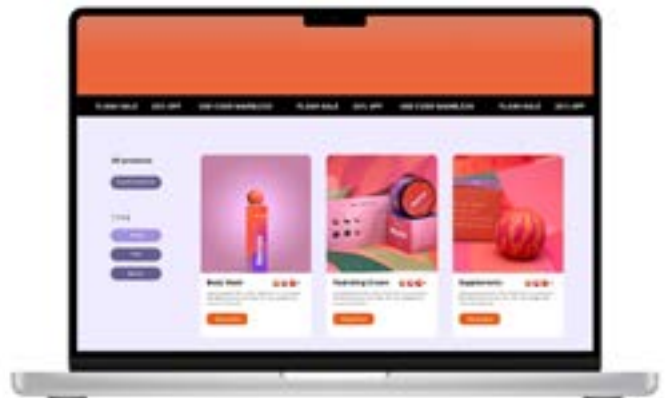
Marble Body wash —— 40 px

Elevate your skincare routine during your teenage years with our
personalized body wash collection, tailored to your skin type. Let us
take the guesswork out of skincare - simply tell us your skin type,
and we'll deliver the perfect products right to your doorstep. —— 15 px

Screens

Home page
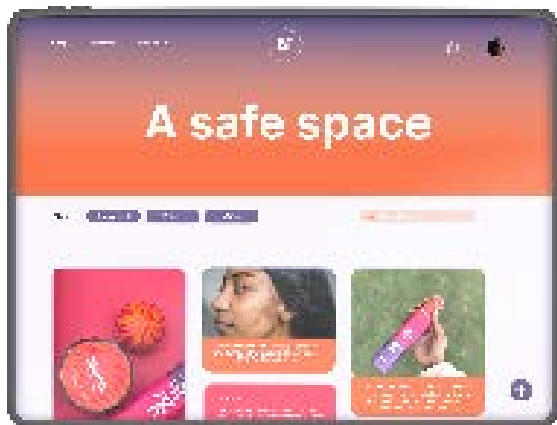

All products page

Product customization page - working prototype video on website

Pop up that either directs you to continue shopping or takes you to cart

Screens

Community page -Posts with filters

Skin school

Community page profesional help

Splash screen/ Loading

*A sneak peek into all the sleepless nights I've spent behind the making of this project.*
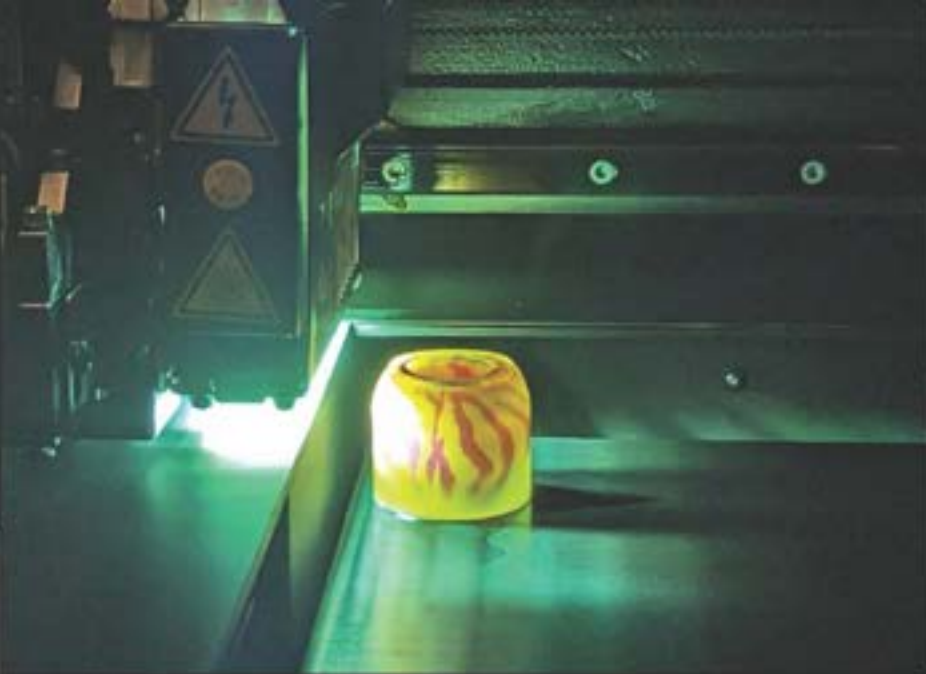

Literal market research! Just call me the undercover agent of aisle five.

Ever find yourself drowning in a sea of ideas? Welcome to my world! Hundreds of ideations for one single idea.

Rethinking my ideas, one sip of coffee at a time at SCAD. Here's to endless brainstorming sessions and turning those ideas into reality
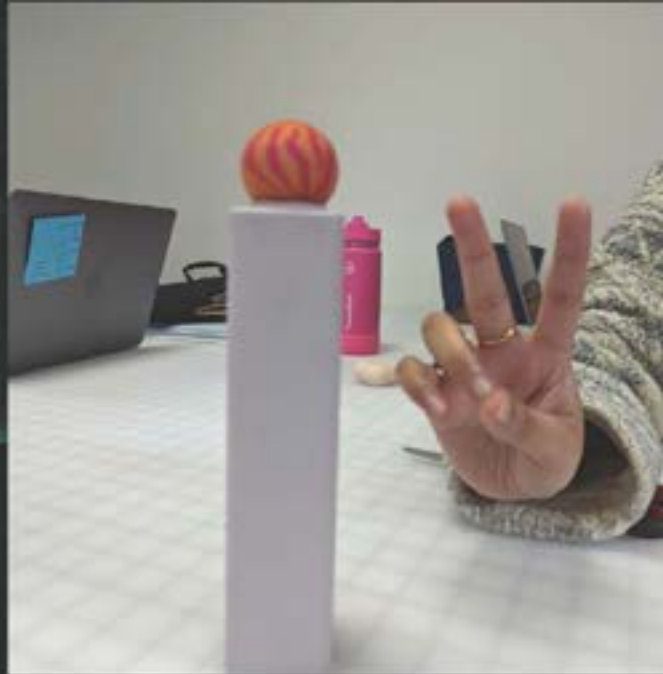
Making my dream of 3D printing come true,

Staying in the
production room
all day, everyday.

Thank you for joining me on this marble-ous journey!

THE
END