

Hello, I'm Brandon.

My work focuses on both the high-level strategy and the surface level details.

Because of that, I have had the good fortune of collaborating with some of the world's most ambitious brands and organisations during my time working in agencies, internal teams and my own design consultancy.

Here's the story of one of my past projects...



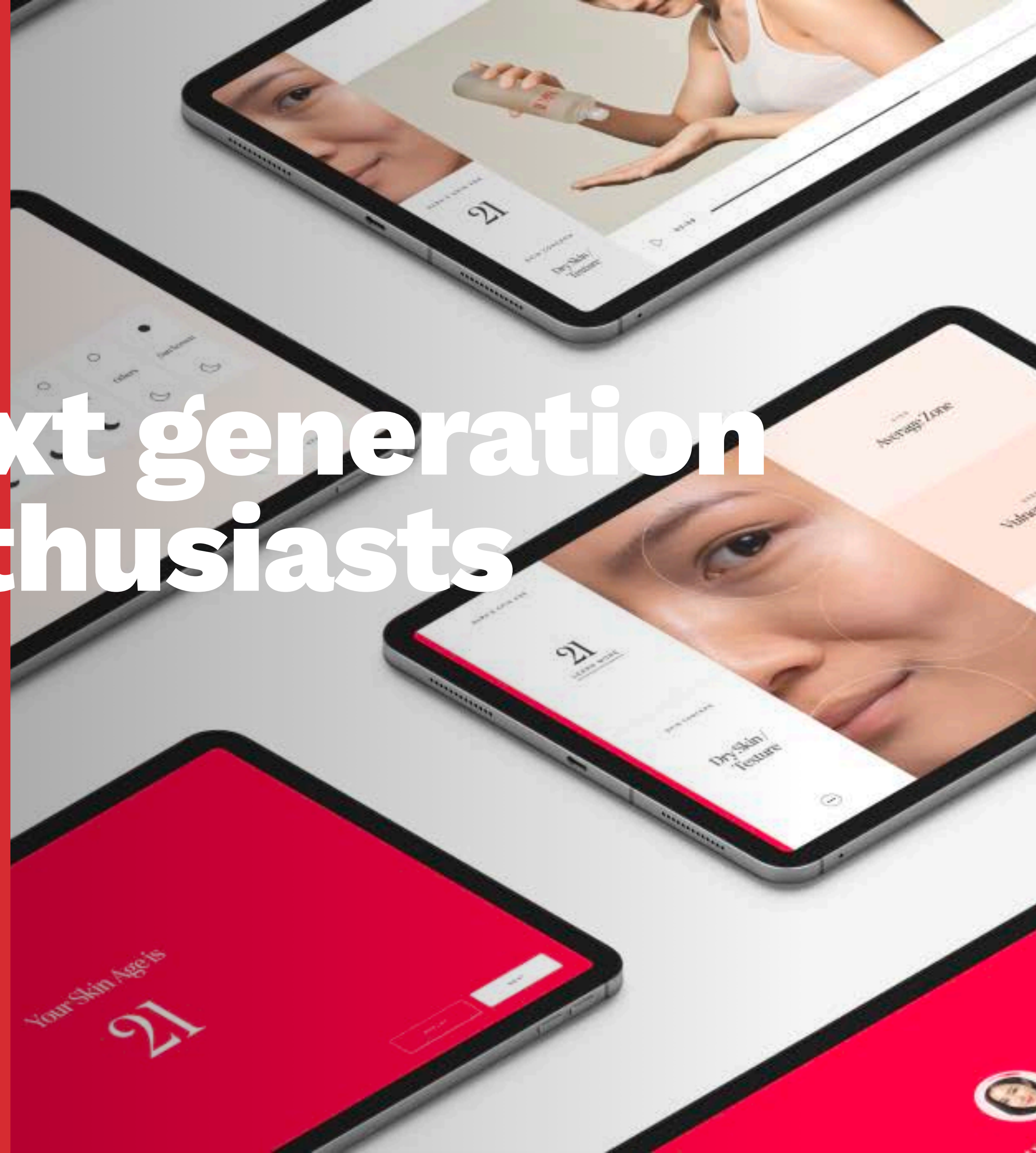
This document is unlocked but please keep it private

The following information has been shared in confidence and anything you see here should not be shared beyond the context of your evaluation. If you have any questions or comments, please say hello@bschmittling.com

CASE STUDY

Winning the next generation of skin care enthusiasts

SK-II × P&G



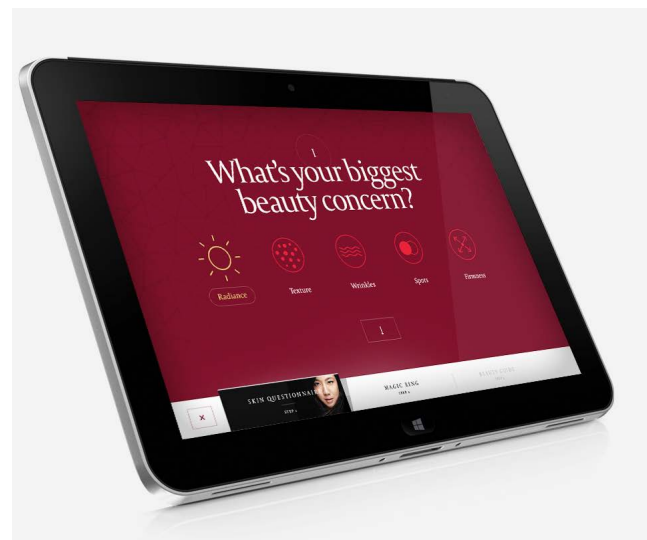
SUMMARY

P&G wanted to appeal to Young Professionals, which are largely young women who care about their skin but are also intrigued by how technology can help make their lives better.



P&G needed to change their focus from **product to customer** and started a number of rapid innovation projects in order to disrupt their own business practices, change brand perception and create new digital products and services.

TIMELINE



In-store retail tablet



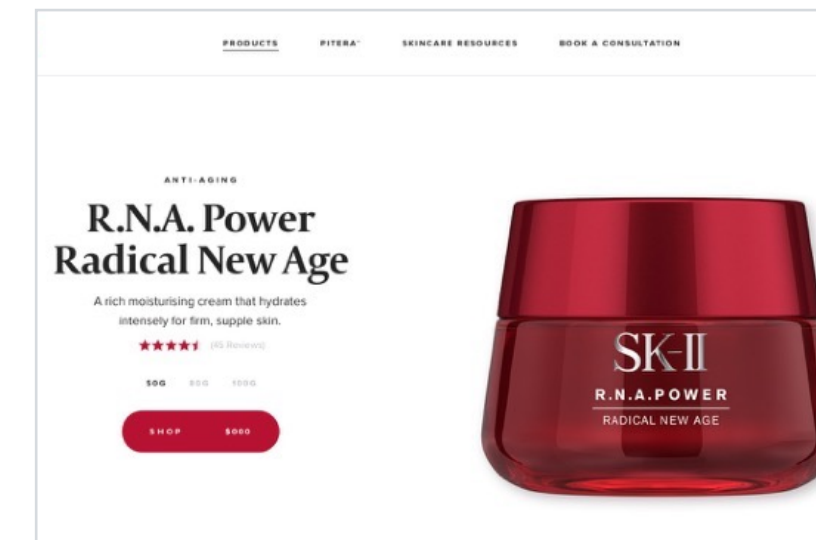
Live site updates



VR



Celebrity shoots



Site redesign



Command center



Product photography



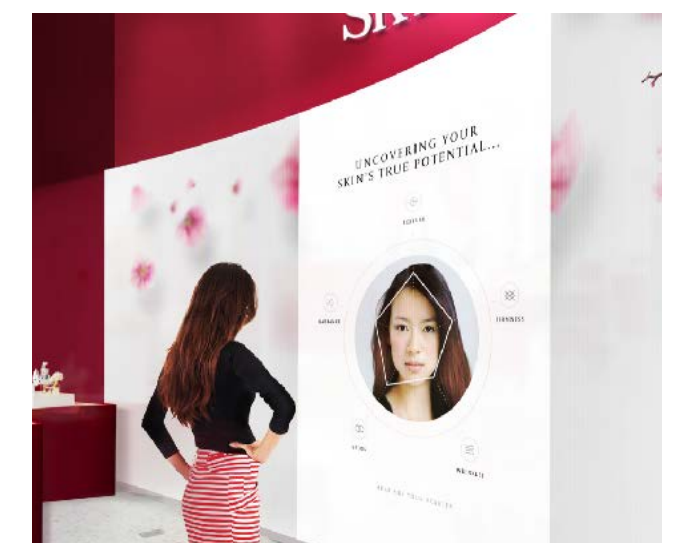
Roadmap workshops



Package design



Retail assets



Innovation roadmap

2015

2016

2017

TIMELINE

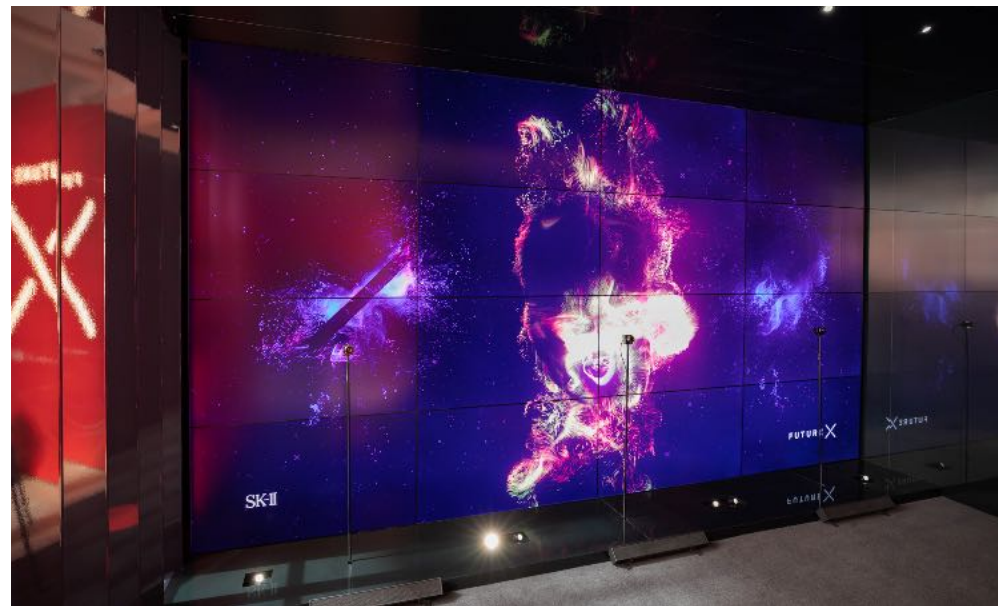


Vending machin.



Yay! Now comes the exciting part, let's op

Chatbot



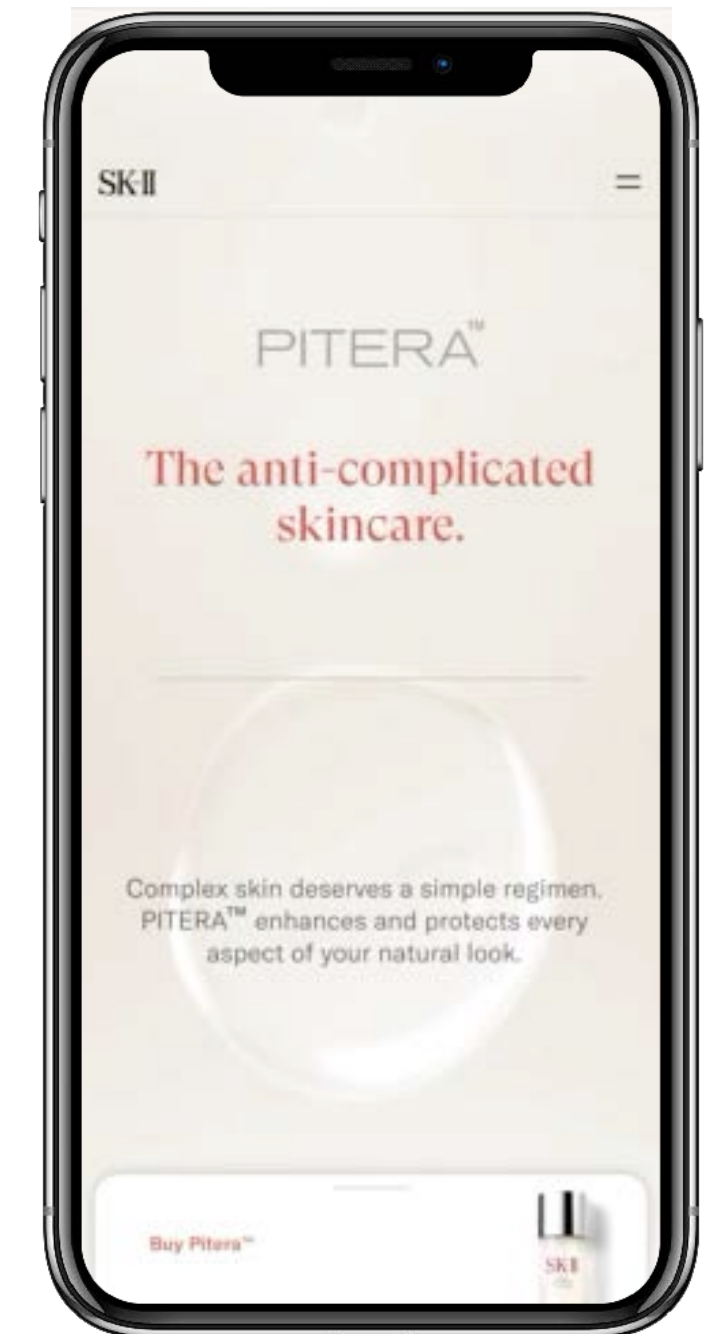
Tokyo Popups



Smart bottle



Shanghai Popup

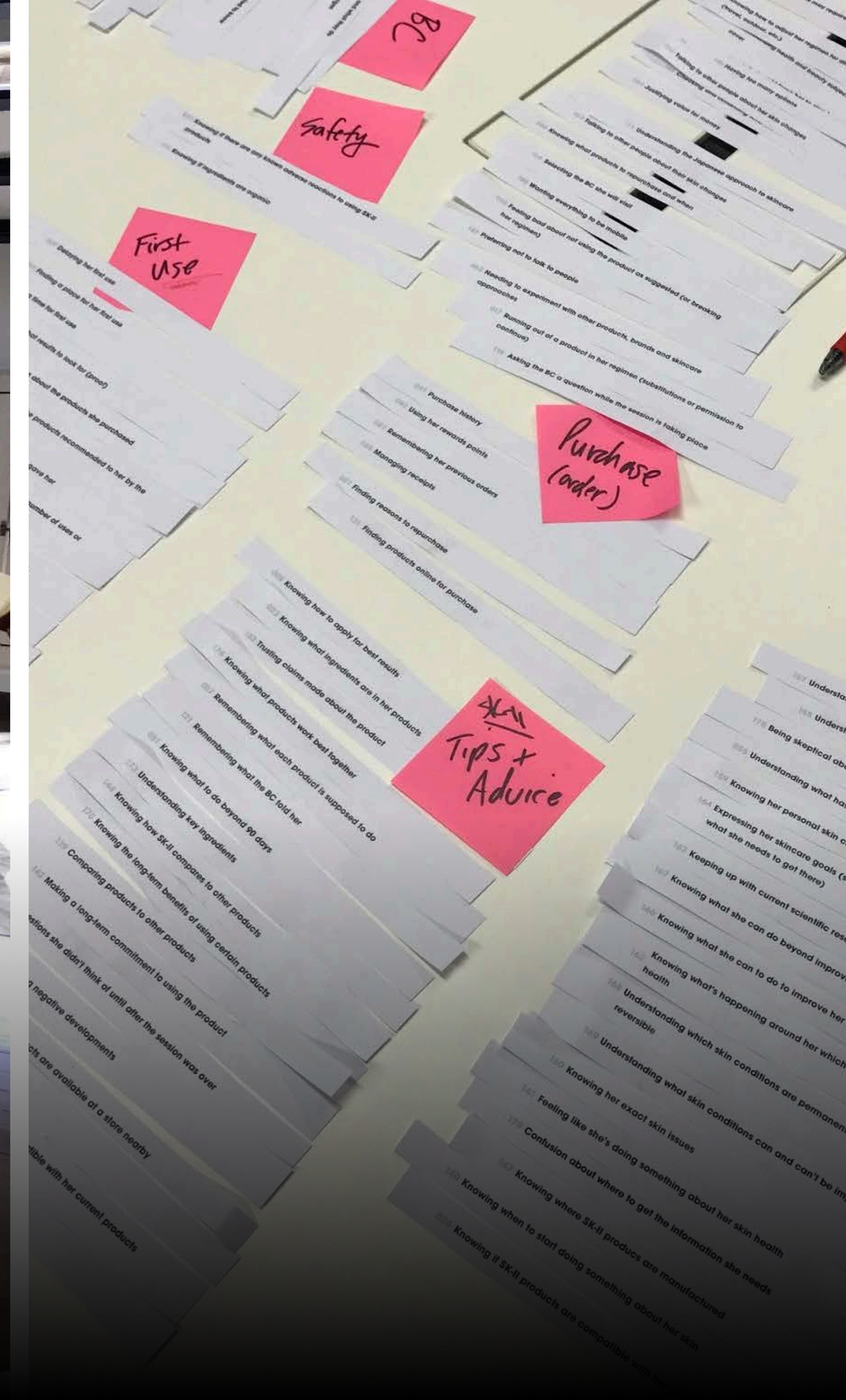


E-commerce

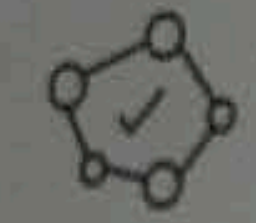
Design activities

Emphasising customer-centricity across all projects





Identifying the right use cases



STATION
Results walls



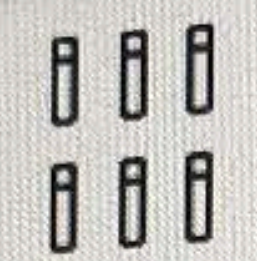
STATION
Beauty Bar



STATION
Pitera Tune



STATION
Retail tables



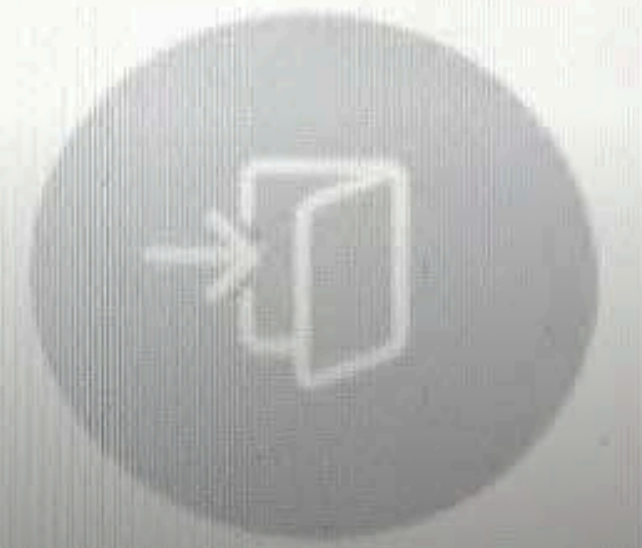
STATION
Smart Bottle wall



STATION
Pepper robots

STATION
Point of Sale

Exit



Mapping out the user journey



Send my results
TO WECHAT APP

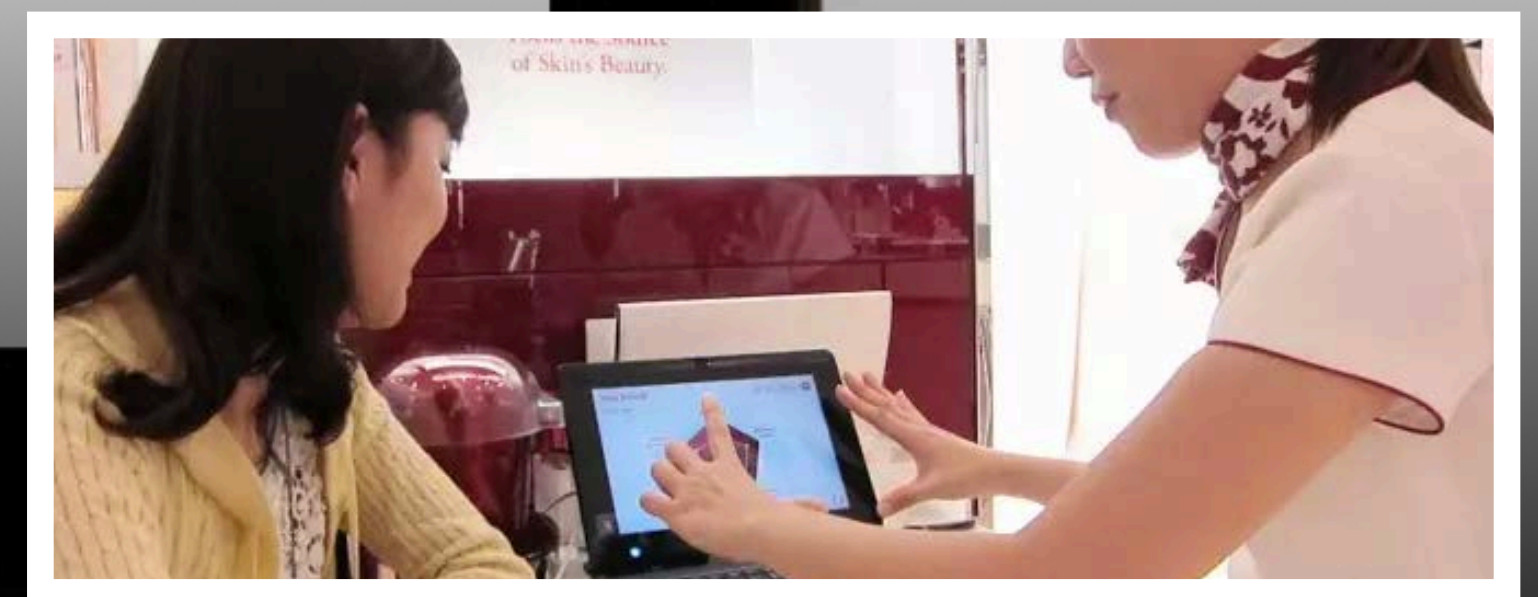
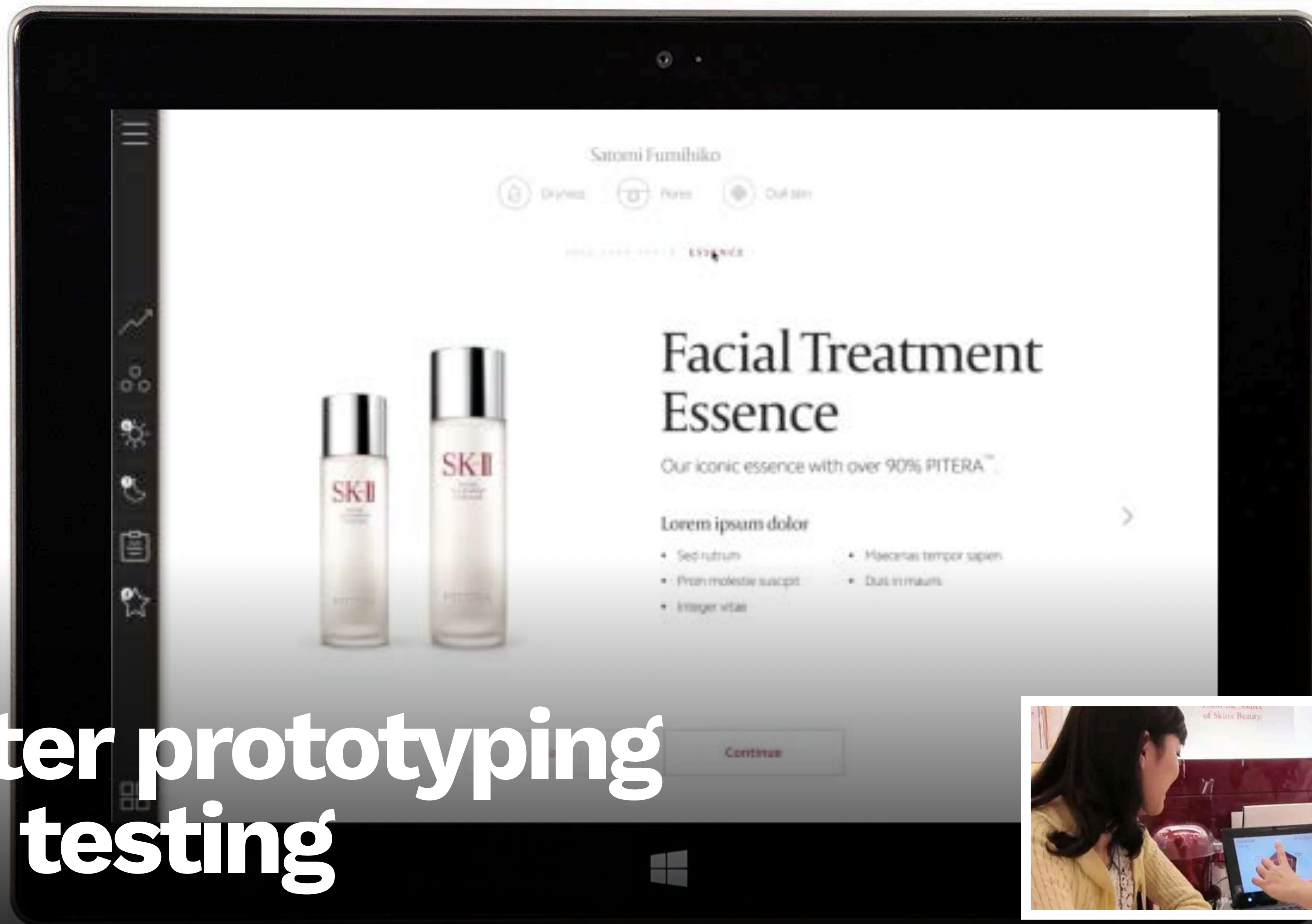


Added to cart
TO WECHAT APP



Checkout

**Faster prototyping
and testing**





HUGE x SK-II

SEARCH 🔍

Home Projects Resources Research About



Building internal design resources

RESOURCE

Gen 3 Celebrity Production

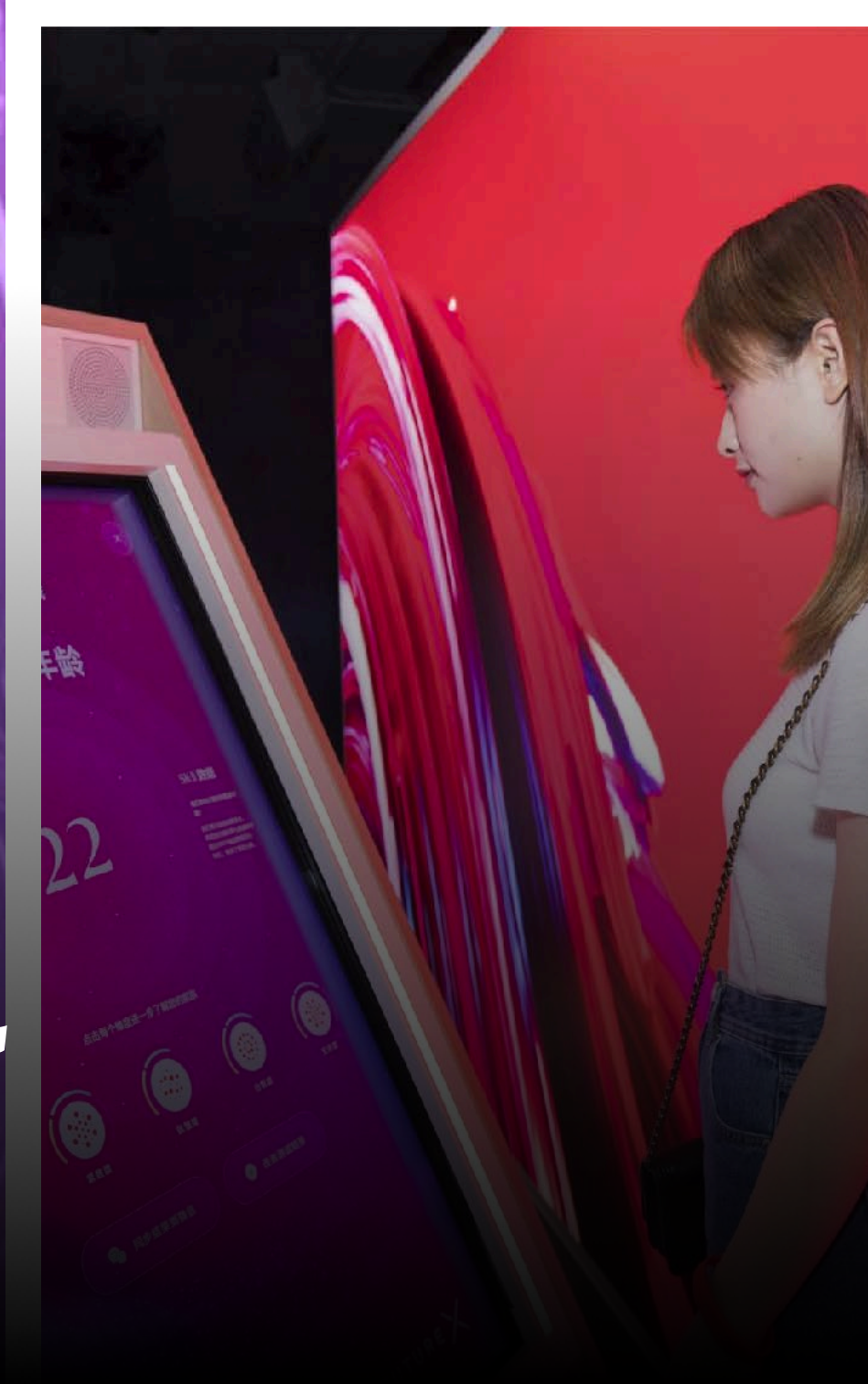
Added by Aini Ishack · 10 Feb 2020

RESEARCH

R&D Workshop Summary

Training future product managers





Pushing the boundaries of retail

PROJECT

Super Powered Assistant

Discovering the needs of Skin Destiny Concierge users and reimagining their in-store experience

SUMMARY

Skin Destiny Concierge is the software platform that Beauty Counsellors use in-store:

Customer facing: Magic Ring scan and counselling.

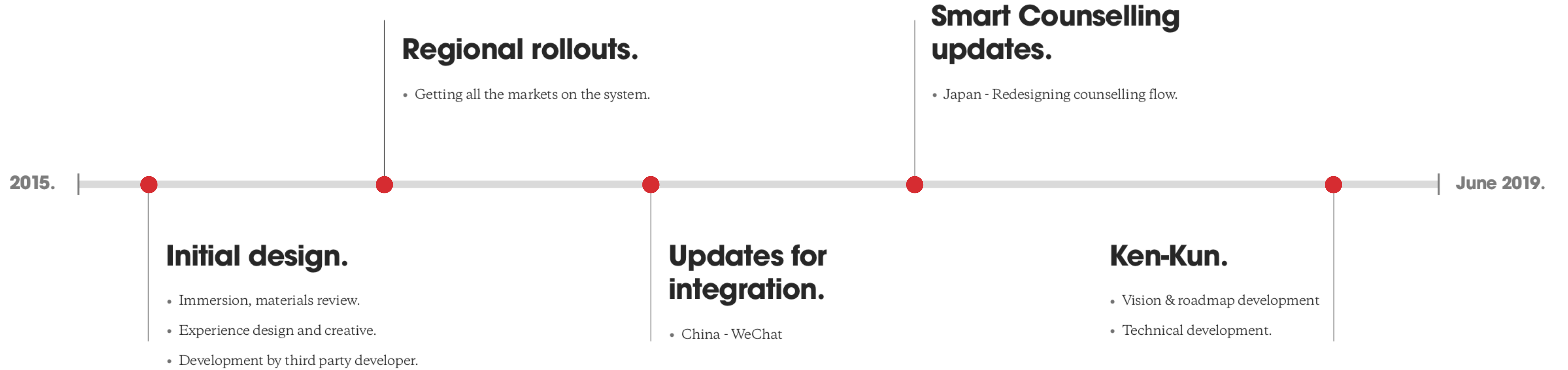
Business: Operations functionality that supports inventory, reporting and other areas.

Key markets: Japan and China

Other markets: Korea, China Travel Retail, Hong Kong / Taiwan, Thailand, Indonesia, Malaysia/Singapore, USA, UK, Australia



TIMELINE



GOALS

GOAL 01

Support business goals by supporting Beauty Counsellors

SK-II recognised their in-store experience falls short of their aspirations and didn't allow their Beauty Counsellors to achieve business goals of new users. Easing operation duties (inventory, reporting, etc.) was an immediate way to do this.

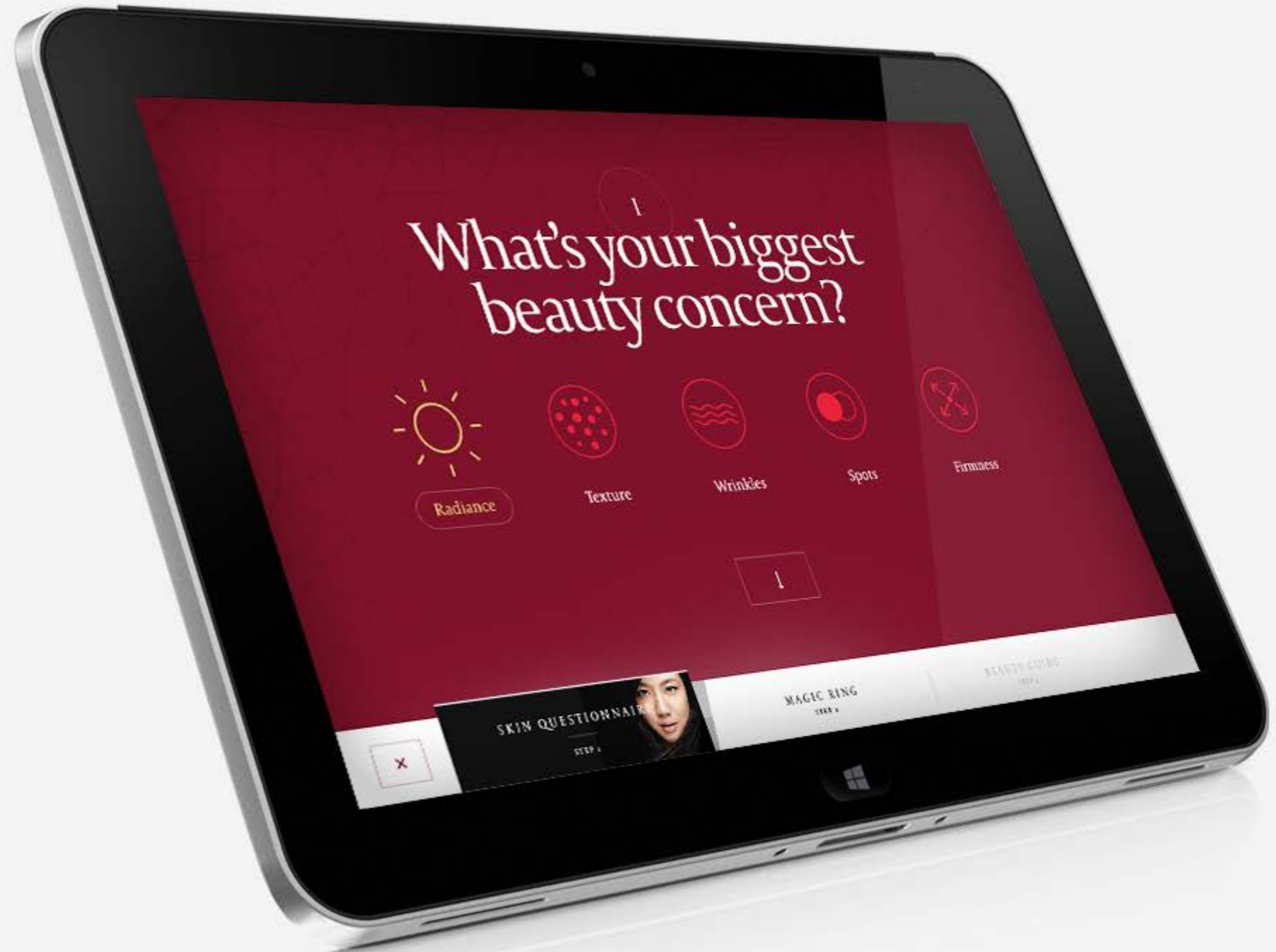
GOAL 02

Replatform to support integration

Existing SDC app had limited integration for older platforms and SK-II was replatforming all its digital services to Dynamics 365. This solution also involved using a software from Confiz called CORE, an in-store software layer that supports typical store functionality and can be completely customised.

SDC

Current state prior to
redesign efforts



Incubation

Getting ready for SPA

Ken Kun.

We initially conducted in-field qualitative research in Tokyo.

We also completed informal, ad-hoc observational research visiting competitor beauty counters at multiple Japanese department stores.

These observations informed and contextualised our research and business insights going forward.

Page 1 of 17

Memo.

To: SK-II
From: Huge

Subject: Project Ken-Kun Tokyo Research findings
Date: April 7, 2019

OVERVIEW

Huge conducted in-field qualitative research in Tokyo, Japan (May 19th - 24th, 2019) for SK-II's SDC application redesign. Participants included ten (10) current SK-II Beauty Counselors and ten (10) Japanese Young Executives. Huge also completed informal, ad-hoc observational research visiting competitor beauty counters at multiple Japanese department stores. This observation further informed and contextualized our research and business insights. All research was conducted with an understanding of key KPIs for SK-II's business: 1) New Customer Acquisition, 2) Efficiency, 3) Net promoter score. This research serves as the foundation for Huge's design, strategy and user experience teams to develop an informed product evolution of the SDC application.

Memo contents

- Overview: BC: Key Takeaways, YE: Key Takeaways & SK-II Business Opportunities
- Part 1: Beauty Counselor Detailed Findings
 - Backend Findings
 - Customer-facing Findings
- Part 2: Young Executive Detailed Findings

BC: Key Takeaways

Operational learnings:

1. **Balancing obligations to dual management:** Responsibilities to both department store

Super Powered Assistant.
The platform that powers SK-II Beauty Influencers to deliver incredible and personal retail experiences that the Young Executives expect.

Performance. Calendar. Inventory. Transactions. Counselling.

Counselling via products PDP.

Tissue sessions



Visual exploration

Counselling via products PDP.

Checkout

Consumer profile.

New user sign up.

Design system.

8 points system.

8 points system

Vertically aligning the elements of a form versus a popular design system that utilizes arbitrary numbers to space and size elements.

32

48

72

ADD TO CART — ¥888

1 HOUR

Grid system

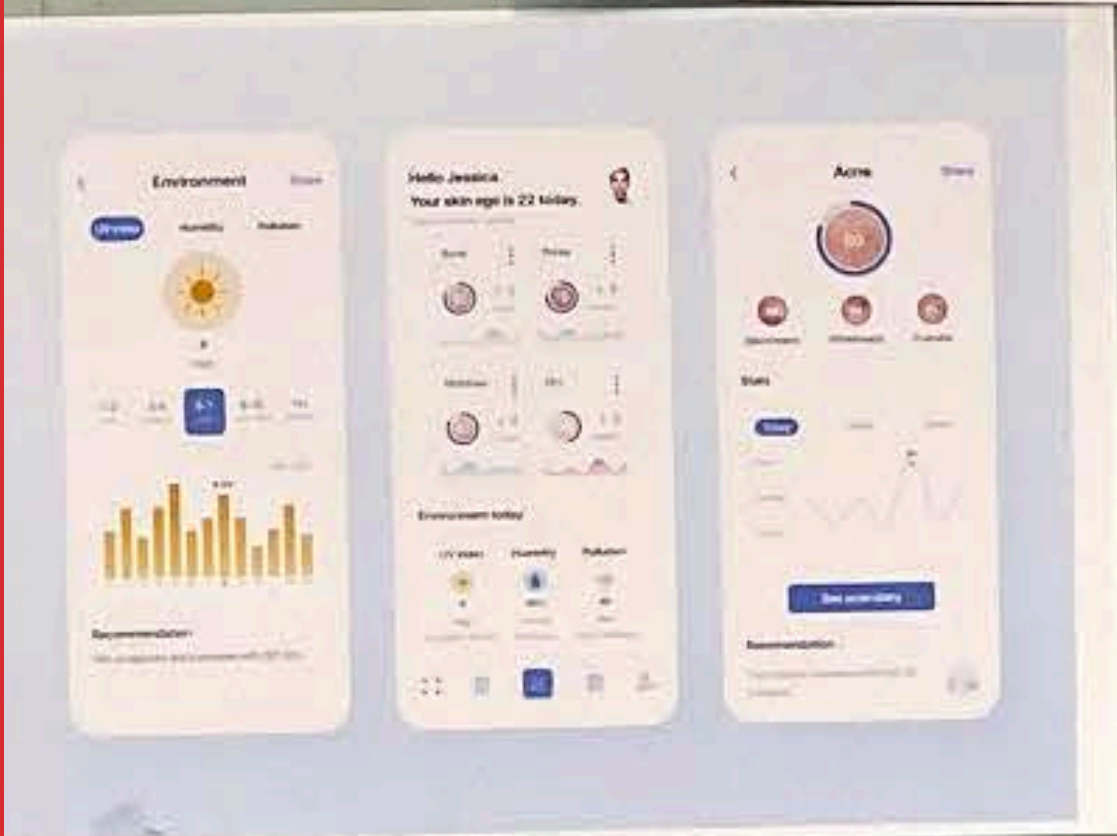
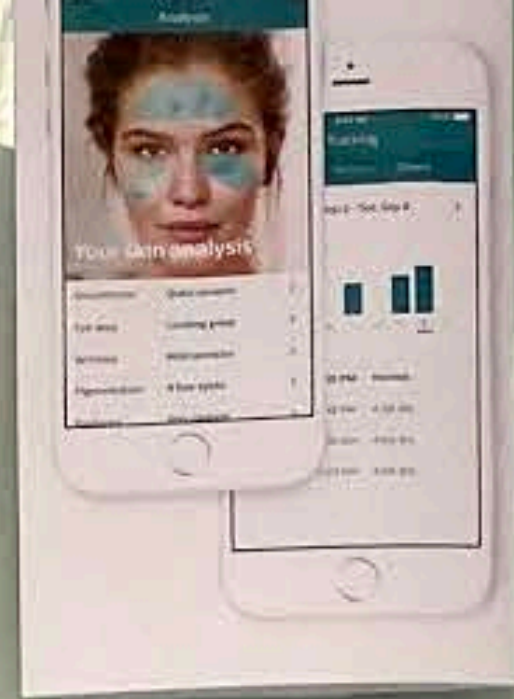
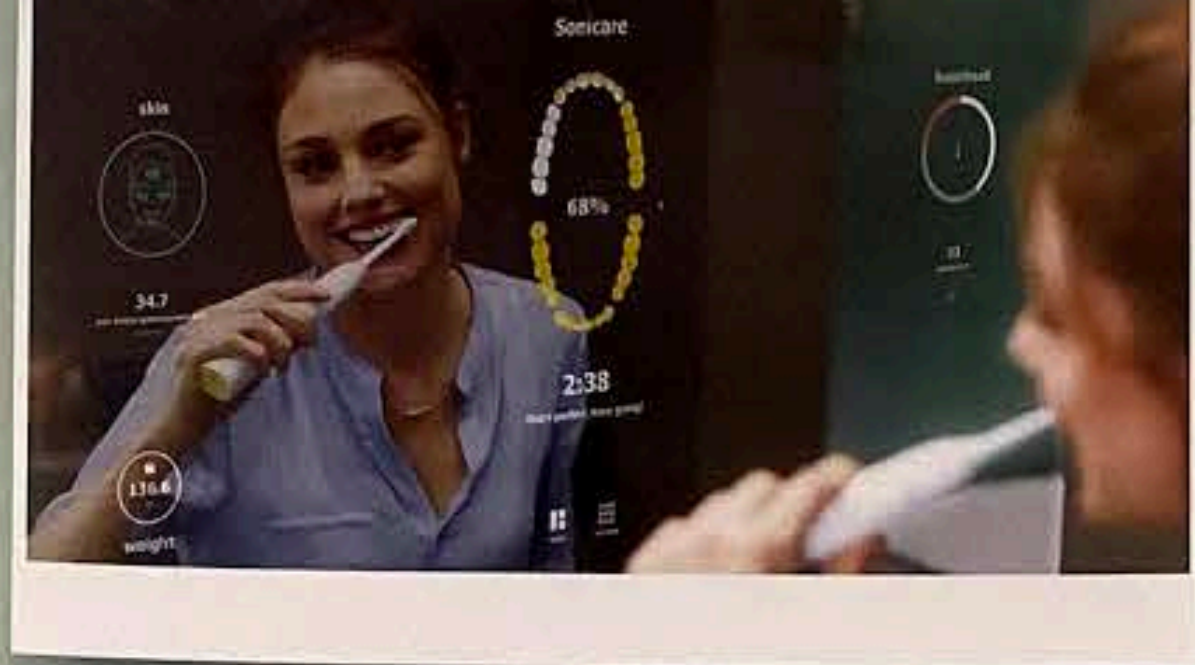


16 Grids. Gutter 8px.

New product Launch GenOptics Spot Pen

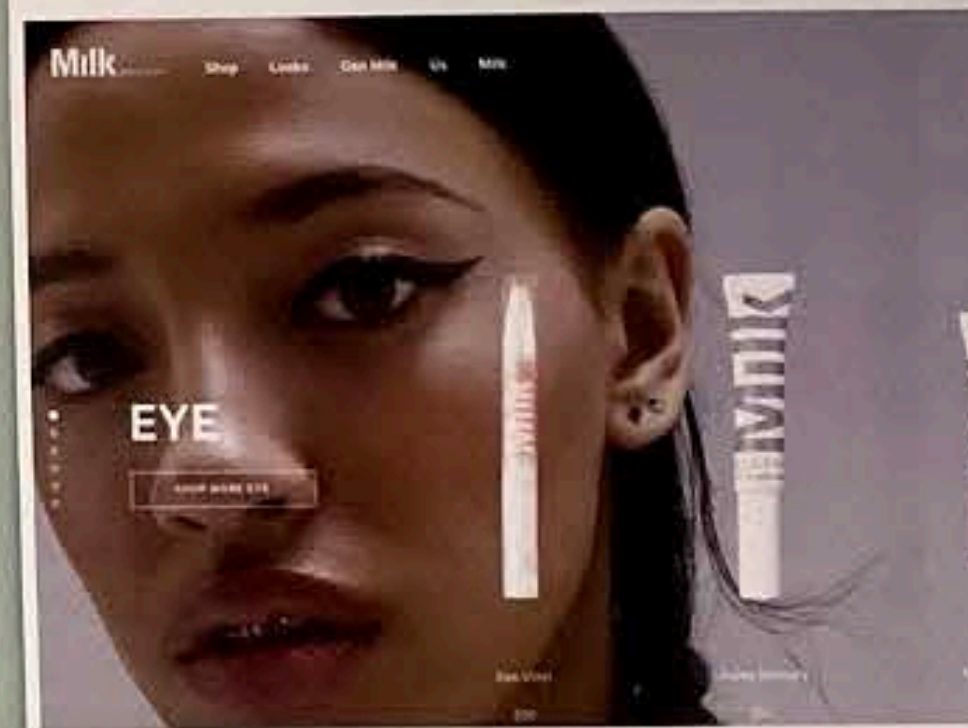
Margin: 1 Column

UI regions.

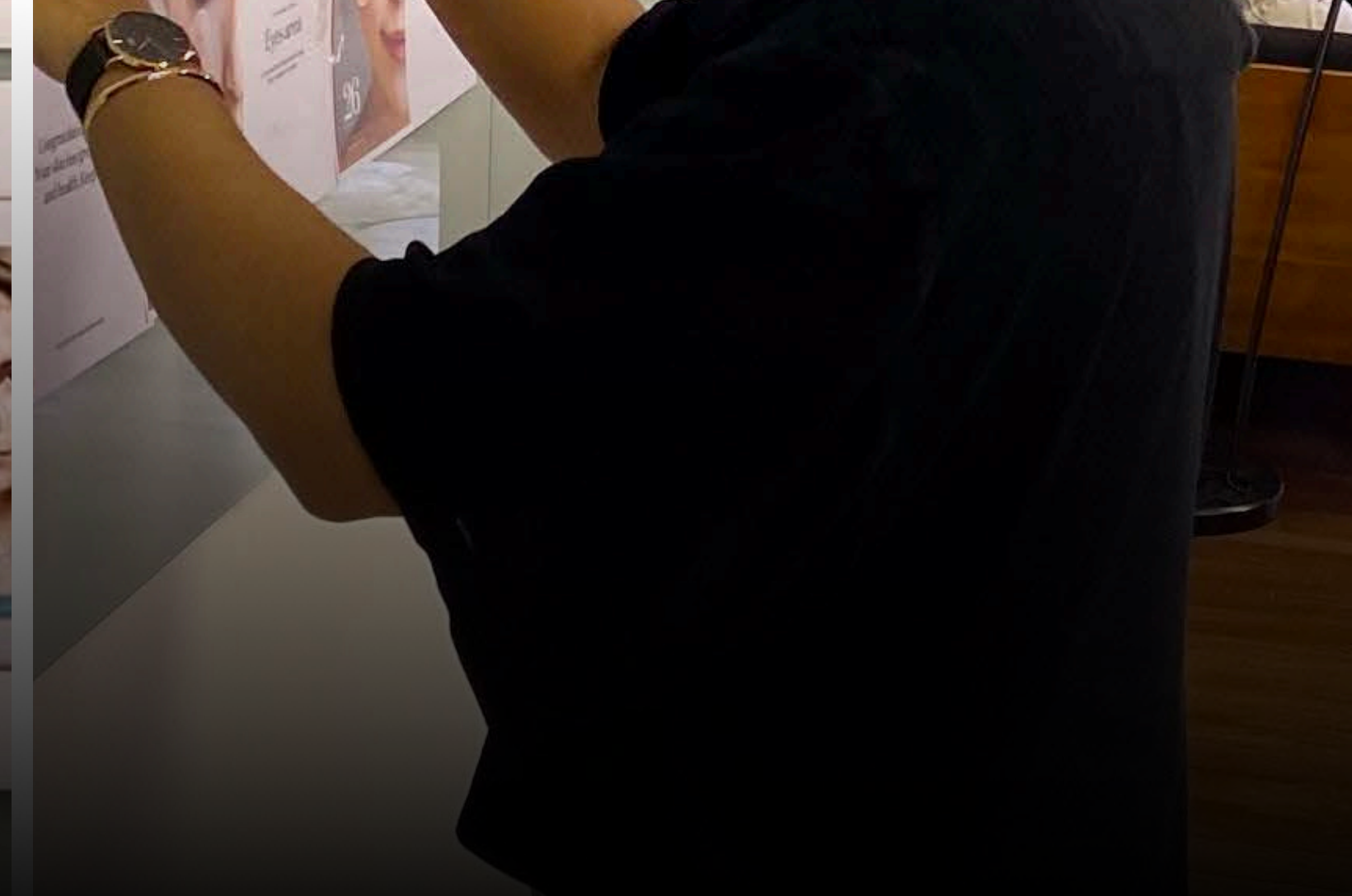
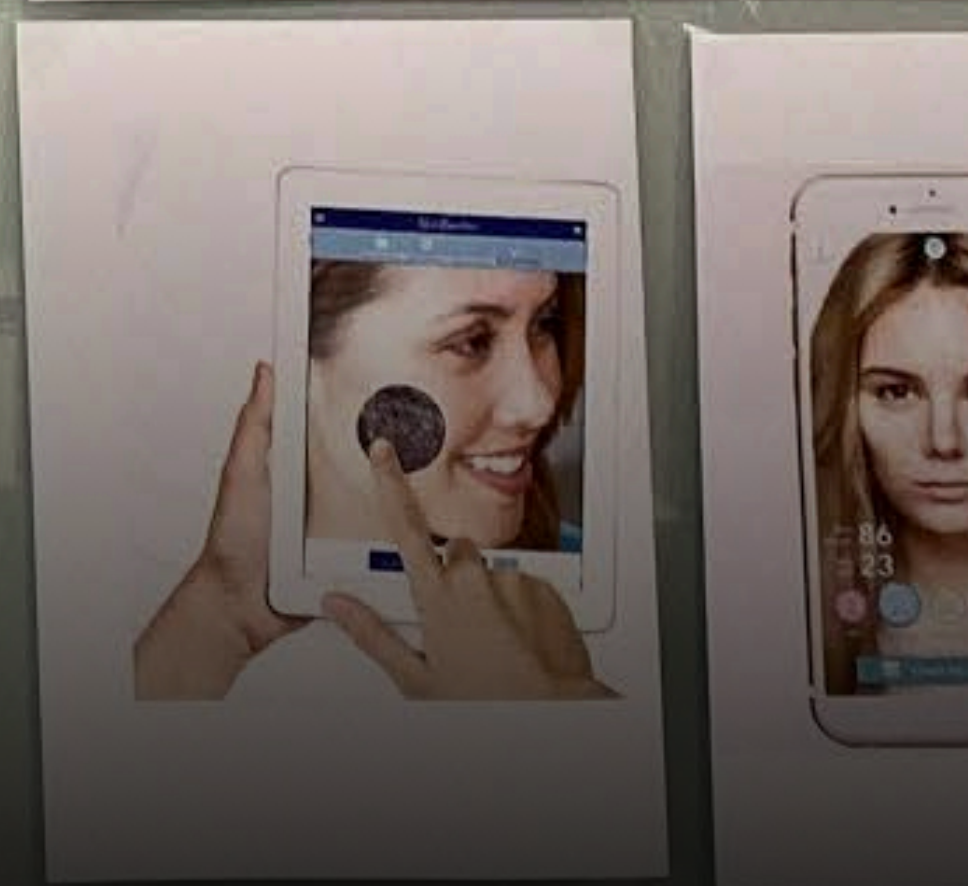


LANDSCAPE

APPS + PLATFORMS



Competitor research



Concepting

Animated product walkthrough presentation showcasing a BC's "day-in-the-life" experience with the next generation app.

View SPA prototype: <https://w6blcs.axshare.com>

Learning content from SK-II HQ

- Fun and contextual learning that could be celebrity driven
- Product information
- Pitera story
- Tips on application Regimen
- Customer conversation tips
- Other tips on being an amazing BI

Tips

Learn how to apply our signature essence



News

Catch the latest campaigns and events



Trends

Stay on top of the latest beauty news



Learning content from SK-II HQ

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- Pitera story
- Tips on application Regimen
- Customer conversation tips
- Other tips on being an amazing BI

Conversation Tips

Chatting with a customer

“Konnichiwa!”
;)”

“Suki da yo!”
<3”

“Genki desu ka?”

PRODUCT INFO PITERA STORY HOW TO APPLY SKIN REGIMENT **CONVERSATION TIPS**

Learning content from SK-II HQ

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Learning content from SK-II HQ

- Fun and contextual learning that could be celebrity driven
- Product information
- Pitera story
- Tips on application Regimen
- Customer conversation tips
- Other tips on being an amazing BI

Upcoming events

Catch the latest pop-ups before it's over



Tokyo OND Pop-Up Store Shibuya-ku

Known for its highly innovative installations and personalised skincare.

Catch

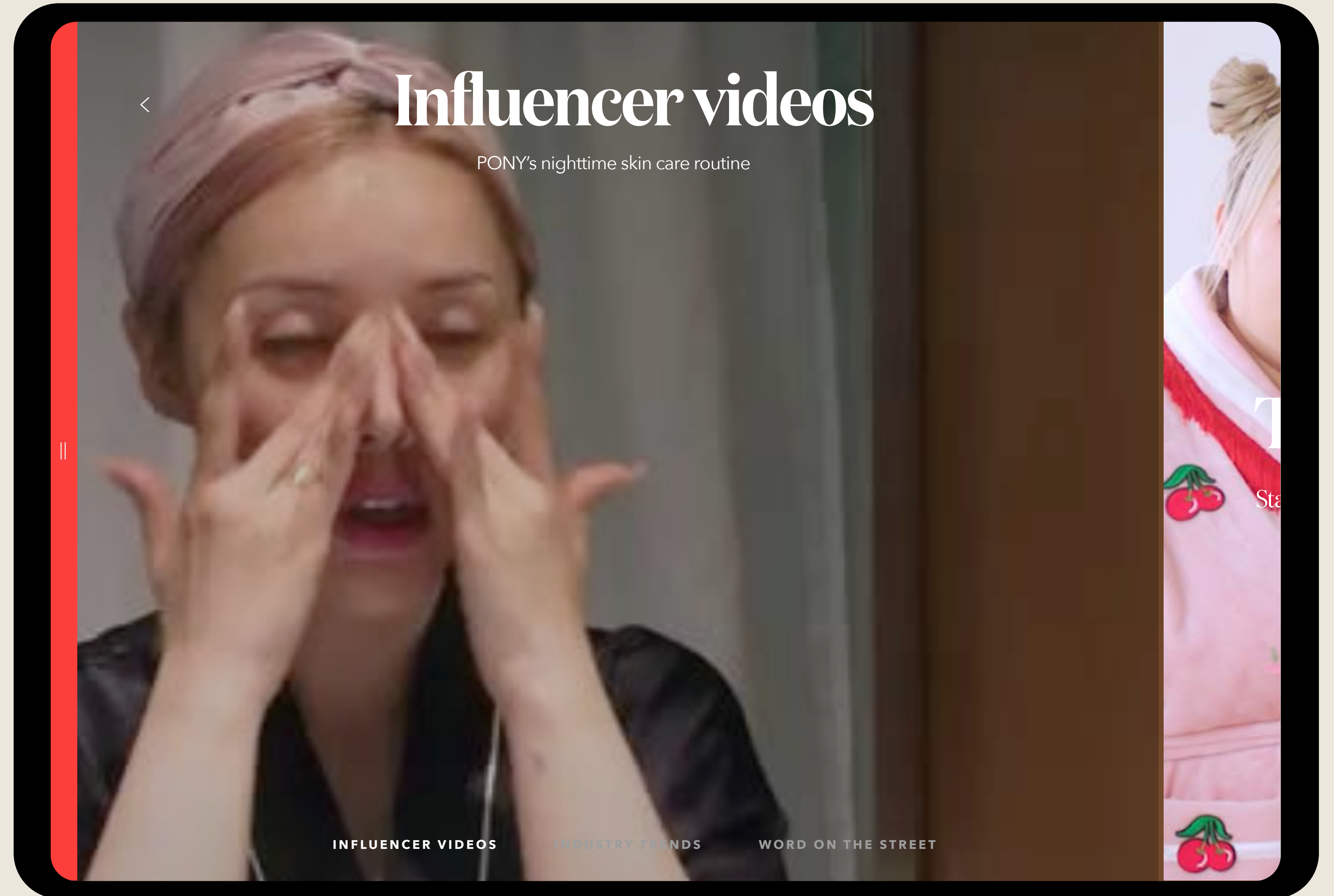
PRODUCT LAUNCHES

LATEST CAMPAIGNS

UPCOMING EVENTS

Learning content from SK-II HQ

- Fun and contextual learning that could be celebrity driven
- Product information
- Pitera story
- Tips on application Regimen
- Customer conversation tips
- Other tips on being an amazing BI



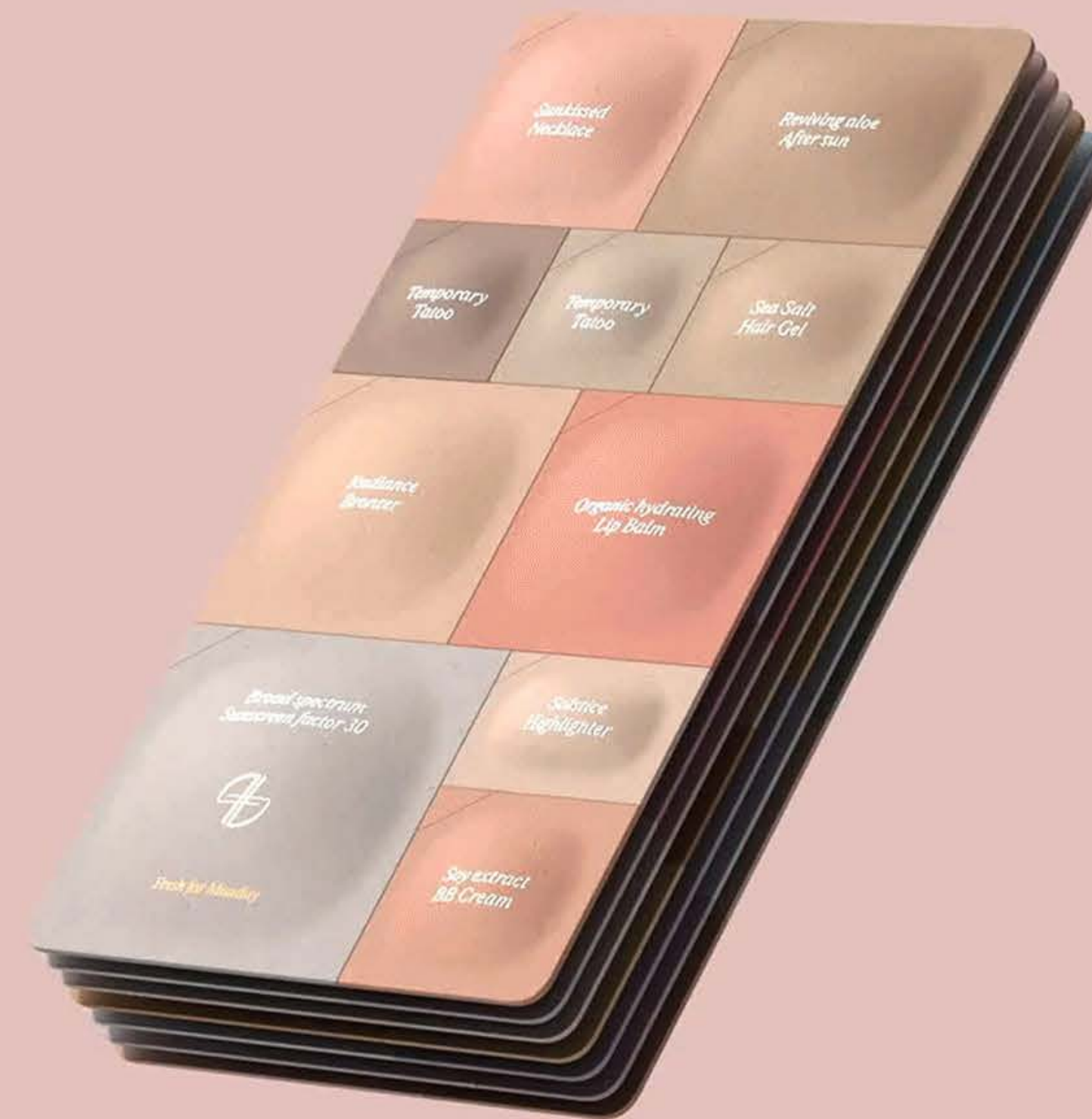
Learning content from SK-II HQ

- Fun and contextual learning that could be celebrity driven
- Product information
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- Tips on application Regimen
- Customer conversation tips
- Other tips on being an amazing BI

Industry trends

Using AI for skincare routines.

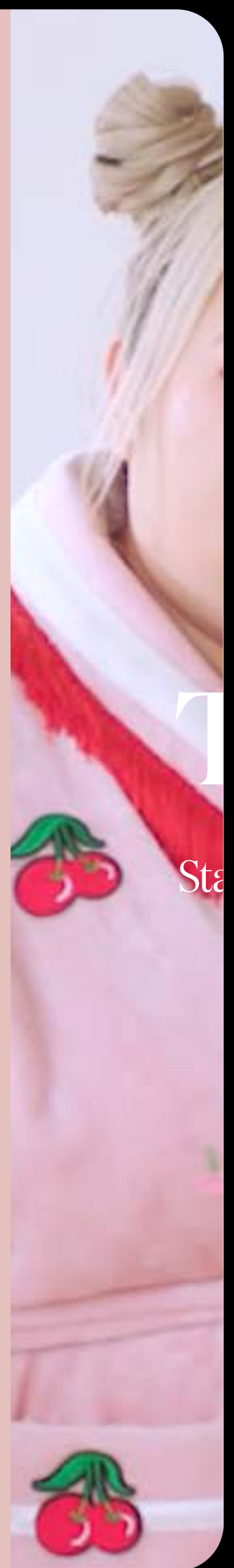
The latest in beauty news is the rise in AI to detect differences in a person's skin.



INFLUENCER VIDEOS

INDUSTRY TRENDS

WORD ON THE STREET



Learning content from SK-II HQ

- Fun and contextual learning that could be celebrity driven
- Product information
- Pitera story
- Tips on application Regimen
- Customer conversation tips
- Other tips on being an amazing BI



Word on the street

Trending topics from social media

#SK-IIINDTokyo



@kuwaesakina

“Absolutely blown away by how amazing this product feels on my skin. The event was so fun!”



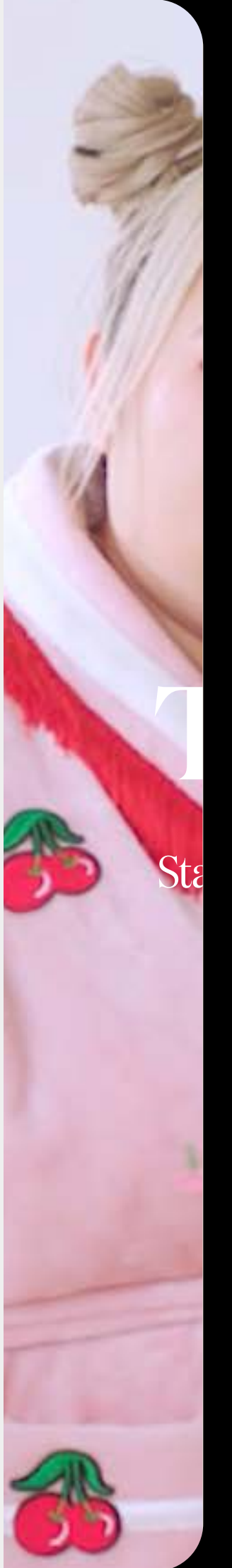
@mikotoka

“Loads of people - but well worth the wait to get in!”

INFLUENCER VIDEOS

INDUSTRY TRENDS

WORD ON THE STREET



Design Sprinting.

To meet a three month deadline, an ambitious feature set was shared by two product/ux design teams and later supported by a third team.

Feature list

Stream 1

Global Navigation.

Design concepts.

Global elements.

Complex Interactions.

Login.

Welcome message.

Lock screen content.

Profile configuration . (Pre-loaded content from P&G employee profile)

PIN for unlocking app.

Offline login.

Daily Snapshot.

Notification.

Navigation.

Inspiration content.

Profile image and task ring.

Alerts / Pop-up notification.

Stream 2

Message center.

Message center - View past messages / Search messages

BI - SM chat

HQ Chat / Discussion Forum (only for BI)

SM - Broadcast messaging

Learning Library.

Content type - Video, Article, Youtube

Categories - To be finalised based on YG's list

Learning evaluation - MCQ, Match the list

Mandatory content / Reminders

Offline content viewing

Review every content after viewing (Rating & comment)

SM to have additional learning content

Sprint timeline

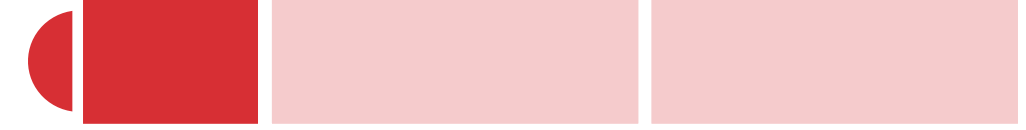


TEAM 01

Global Nav / Login / Snapshot



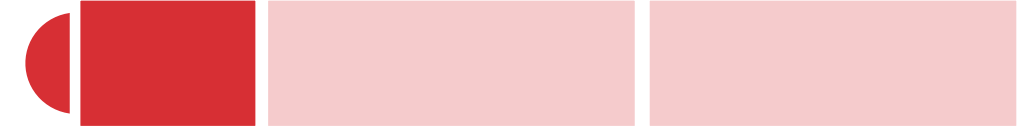
Counselling / MS MR



Consumer Profile / Directory



Work-shift Management



Transactions

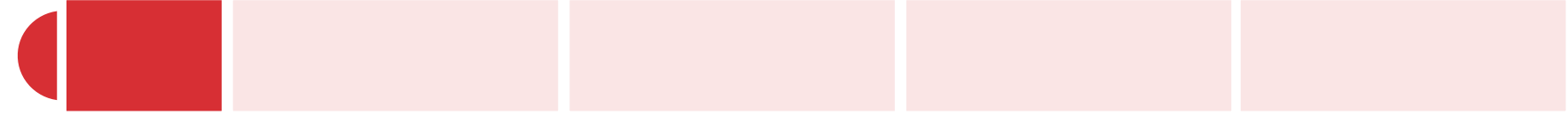


TEAM 02

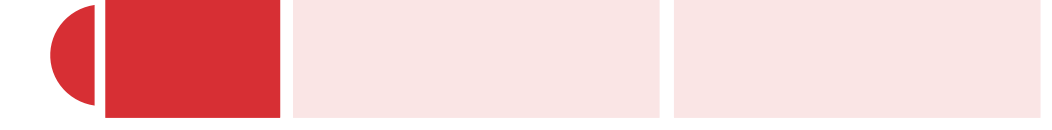
Learning Library / Message center



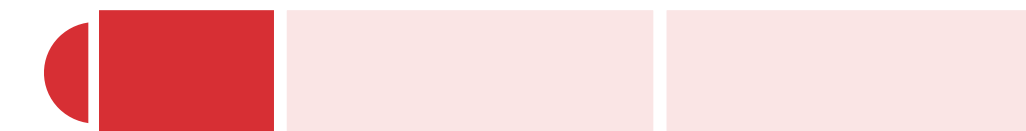
Inventory



Timesheets



BI Performance / Celebration Moments / Algorithm

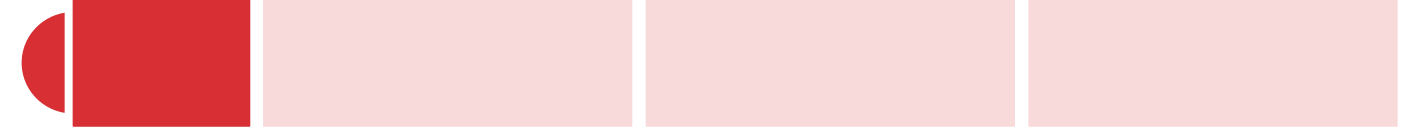


TEAM 03

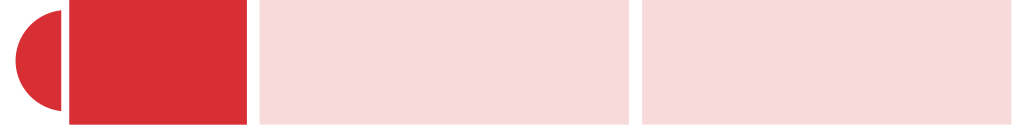
Calendar



Product Catalogue and PDP



Reports



LINE Follow-up





**Full team
standup**



Product / UX design team

Pages

5 screens X 4 users (??)
23 unique screens (+16 screens)

Content/Copy

20 videos on a screen
23 X REV, REVU, Review etc

To-Dos

- 3) High level overview percentage CN vs US
- 1) Mandy thoughts on Gen2 -> Martin
- 2) Details with Eljeh and/or Karan

Reminders:

- Gen 2 vs Gen 3
- X true investment
- CN vs US (Gen 3)
- High level slides/summary
- X Gen2 solution
- CN in the real business
- Huge Content - add analysis for month - set monthly
- High frequency
- ↑ Deliverables
- Compressed Timeline
- add more resources
- full management

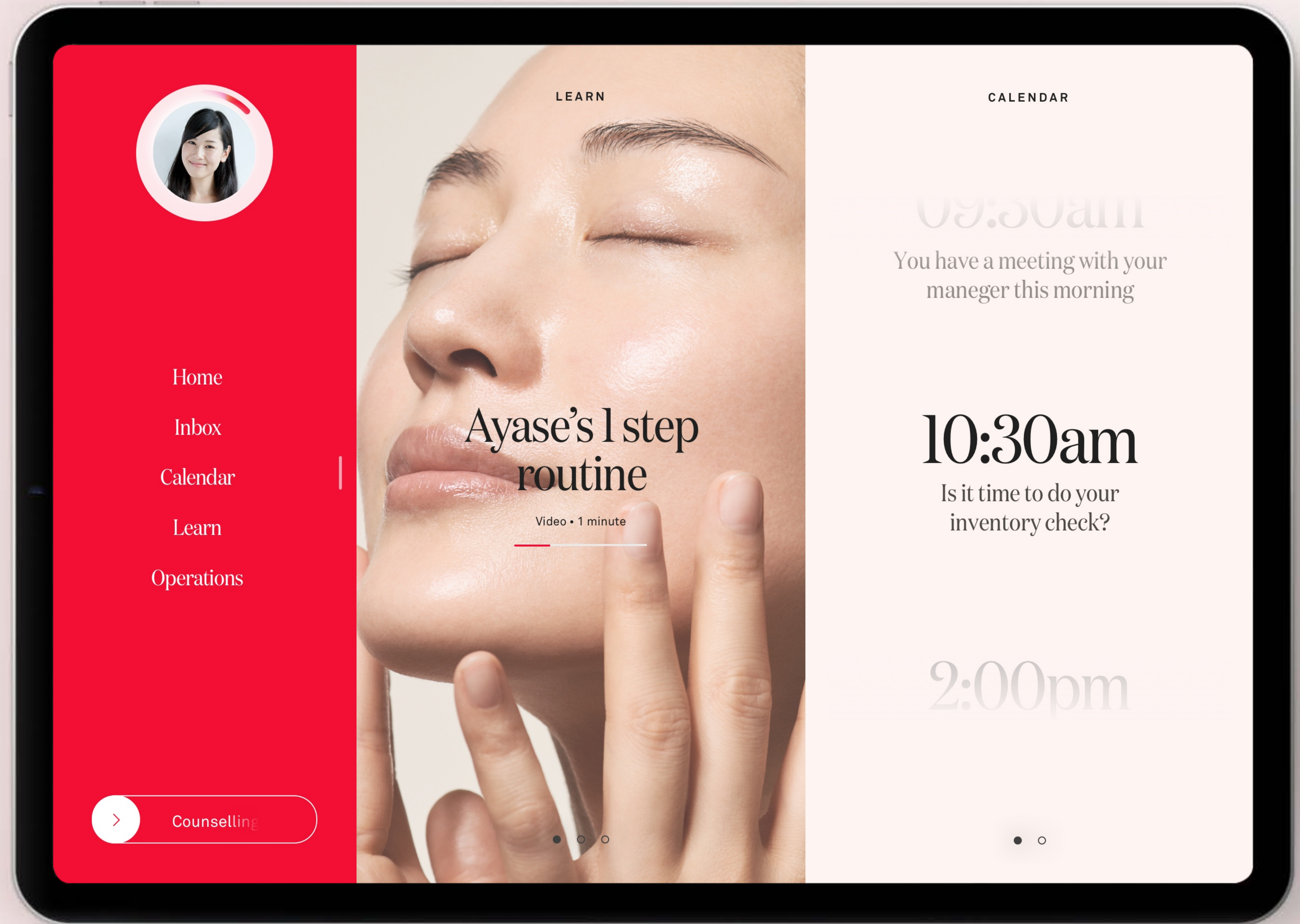
Product / UX design

Selected sections: Daily Snapshot / Inventory / Calendar /
Counsellor Admin / Timesheet / Workshift / Store Planning /
Counselling / CRM / Product Catalogue / Daily Ring

Design: **Daily Snapshot**

Daily snapshot.

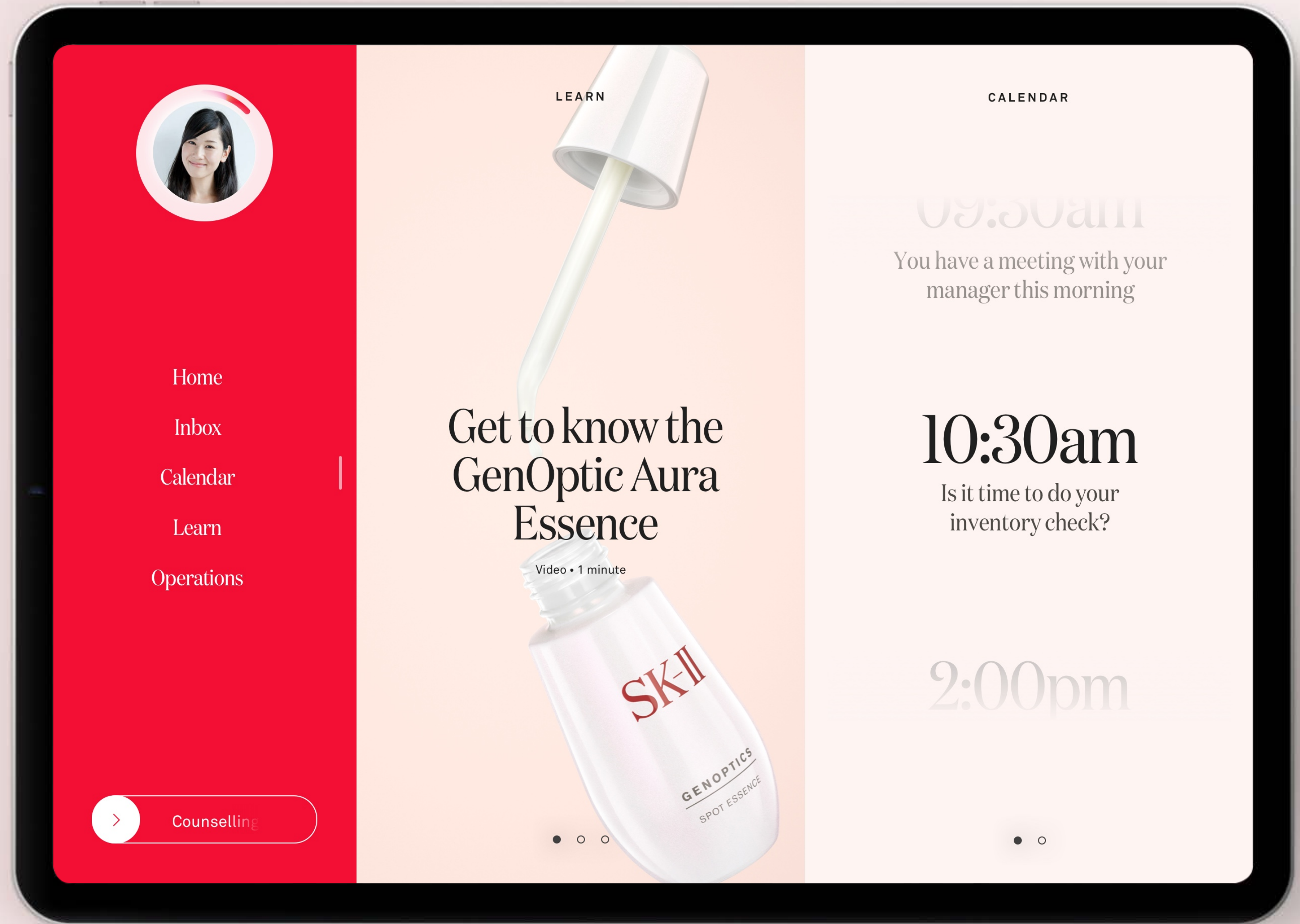
Daily snapshot is the Headquarters of SPA app. It houses the most important features and updates of SPA to give super powers to the BIs.



New content.

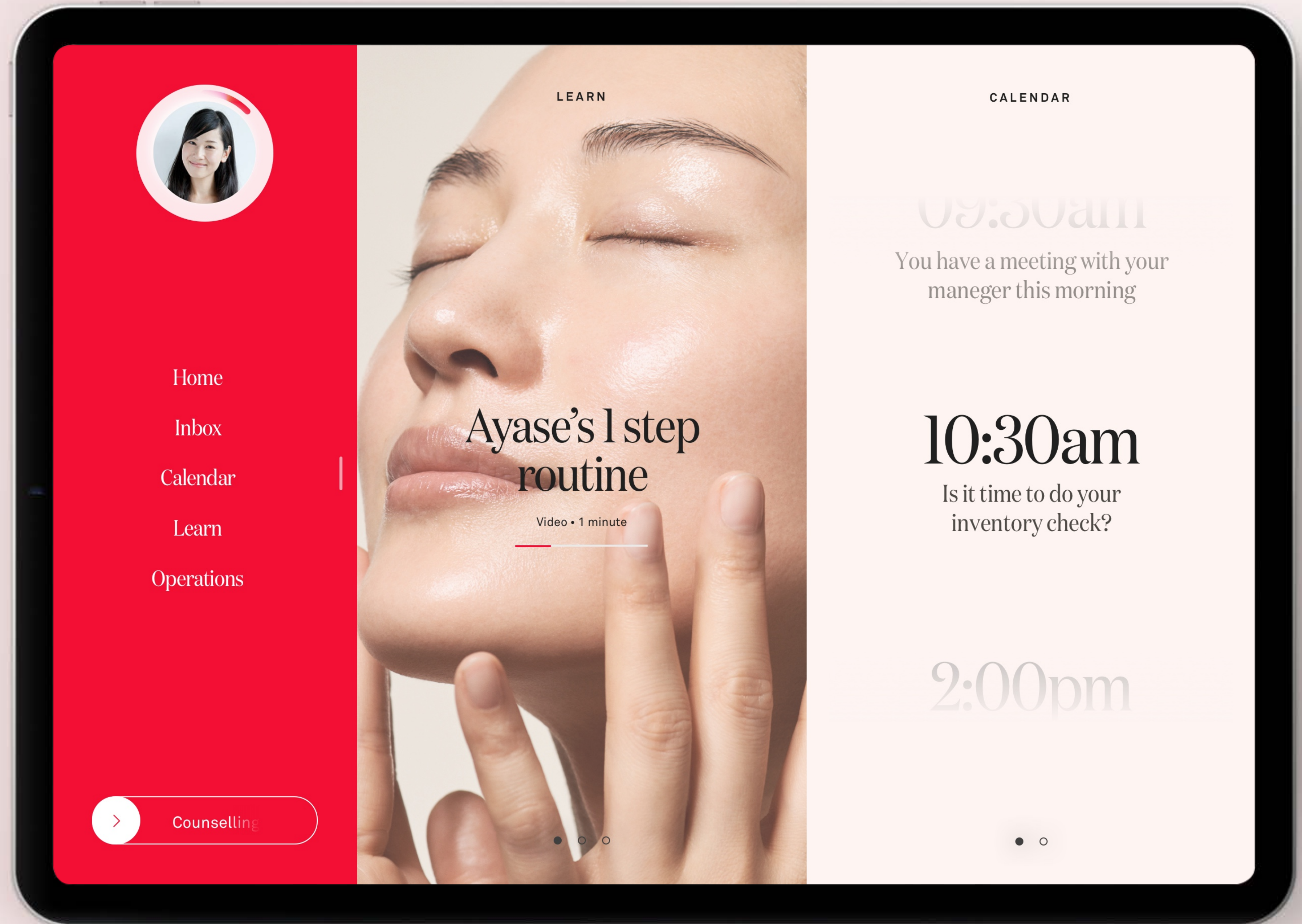
The content can be updated automatically and manually.

Mandatory content will remain in the section if the BI did not open it.



Pop-up notification.

Pop-up notification slides from the top right hand corner...



Home

Inbox

Calendar

Learn

Operations



Counselling

LEARN

CALENDAR

09:30am

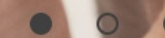
You have a meeting with your maneger this morning

10:30am

Is it time to do your inventory check?

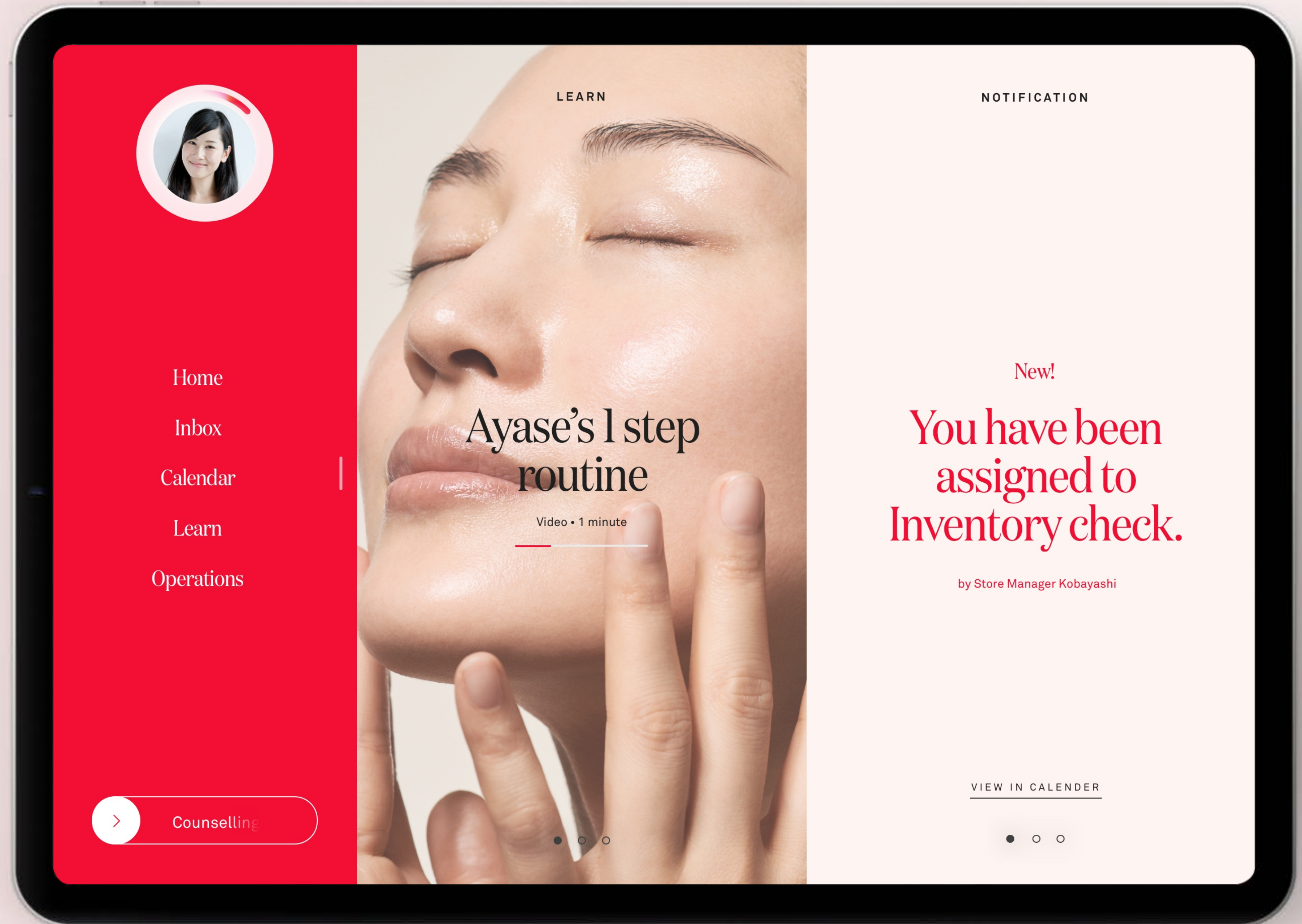
2:00pm

Video • 1 minute



Pop-up notification.

... and takes over the first carousel.
BI can view all of their notifications
in their inbox.



Design: **Inventory**



Ivy Huang *Interaction & Product Designer*



Ivy Huang *IxD & Product Designer*

“Brandon wore multiple hats and made sure that every gap in the project was filled. At the start of the project he was actively participating as a designer. When the project and teams were in place he supported the team in all ways possible and started thinking ahead for the future e.g features or further development and helping new team members on board. In a massive and time-crunched project like this, it is important to be both proactive and vigilant and Brandon was both.”

Defining "states" of inventory

Inventory

Unbalanced store

where $T_C \neq T_A$ and T_A is assumed to be accurate

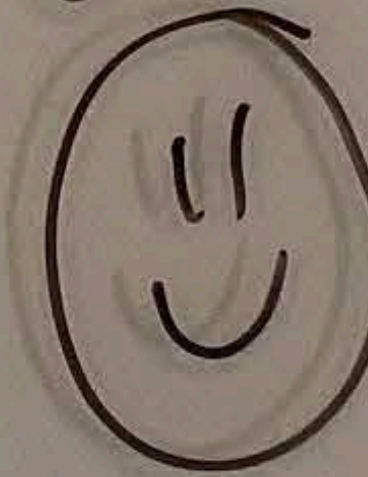
(some pending or carried over \rightarrow G or S unapproved)

Fully Balanced store

where $T_C = T_A$

(no pending \rightarrow All G+S are approved)

very cool



Tell h
ave.

Known
affect

Do t

cov

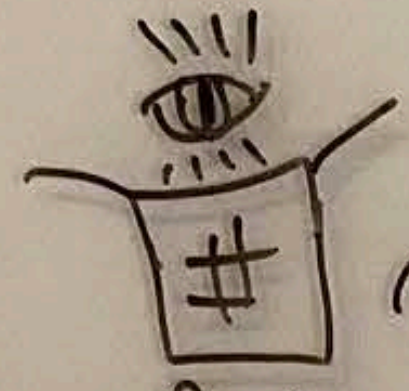
pending = \emptyset
pending = \emptyset

$T_A \approx T_P$
 $T_C \neq T_A$

Version 2

Discovering a "gap" in store inventory

WARNING OR NOTE
Tell how there are...
Known Gp or Sp that will affect how count
TC is not accurate
TA is accurate



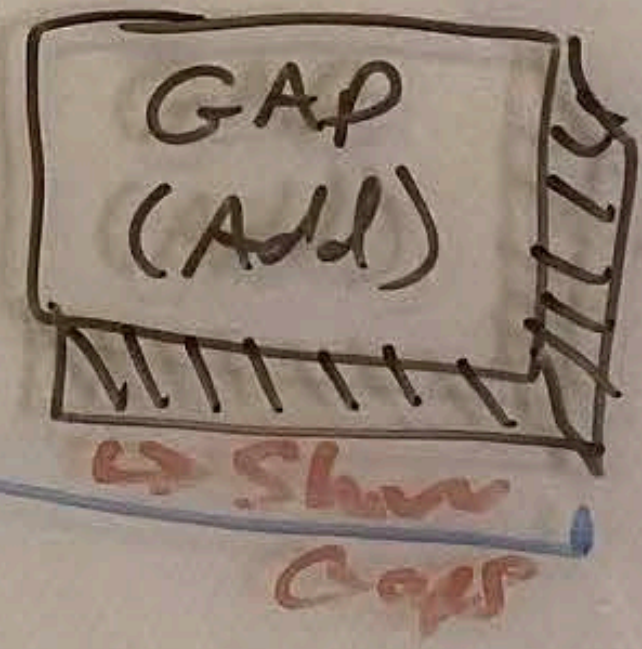
Do the physical count

Your count Σ

ITEMS

All items...
Match T_A
↳ Show Known Gaps

Some items...
Don't Match T_A
+ Ad-hoc GAP
↳ Fewer
↳ More



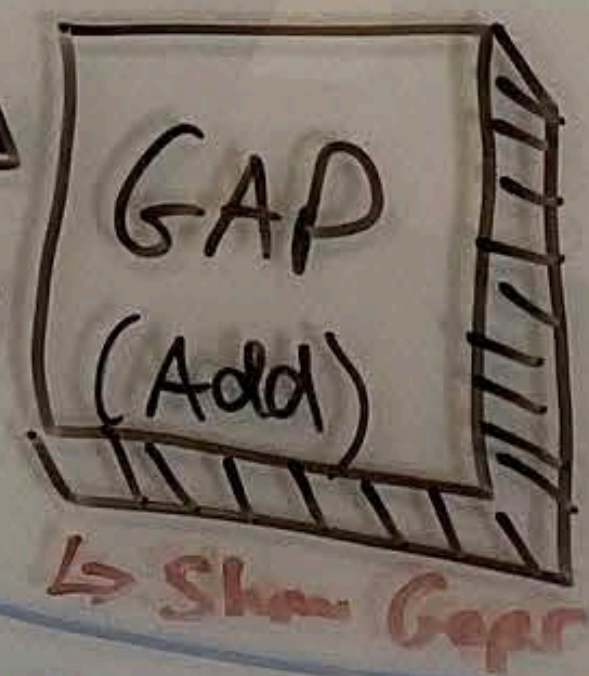
↳ Show Gaps

Submit ✓

ITEMS

All items...
Match T_C and T_A

Some items...
Doesn't Match
+ Ad-hoc GAP
↳ Fewer
↳ More

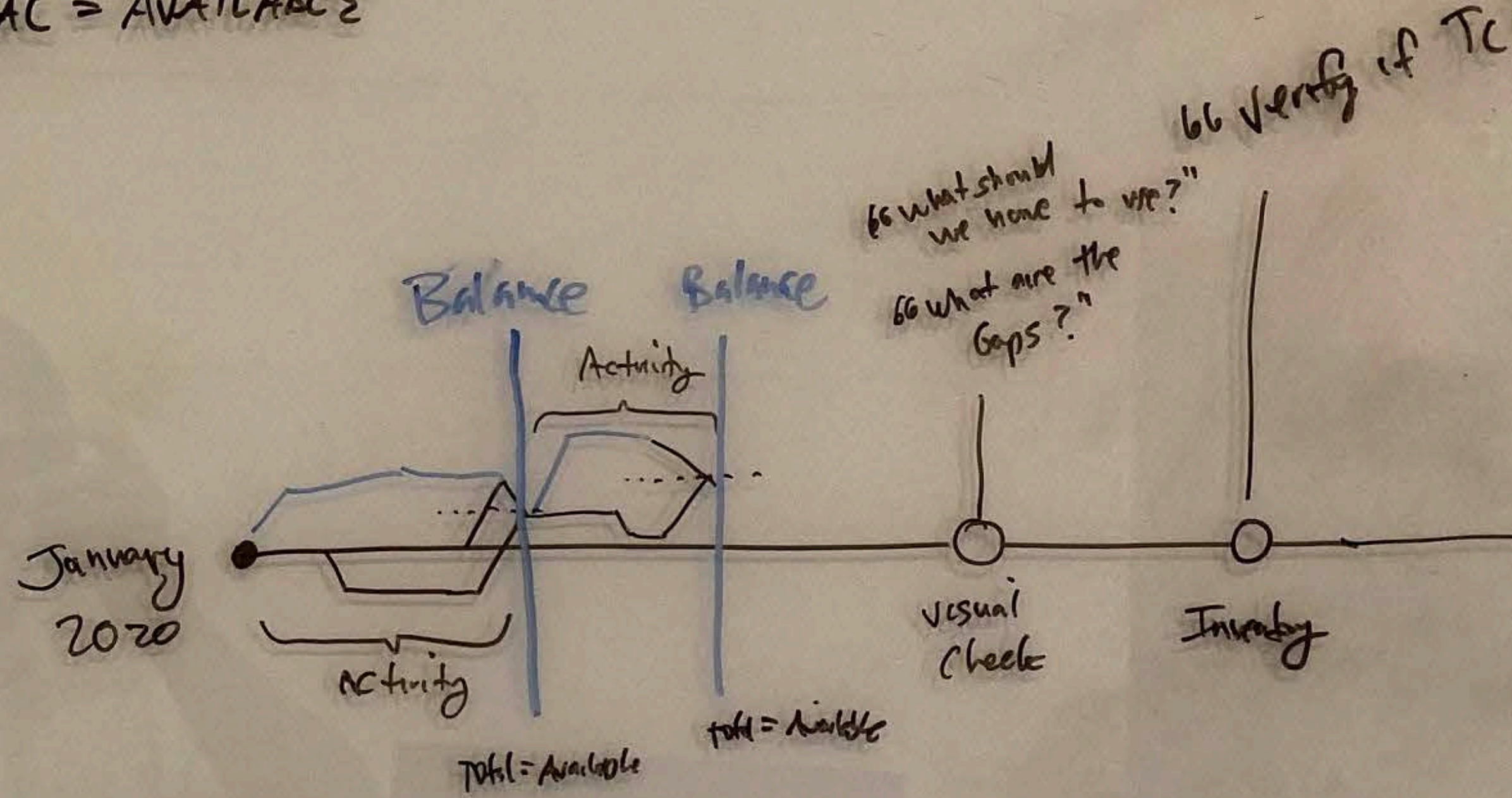
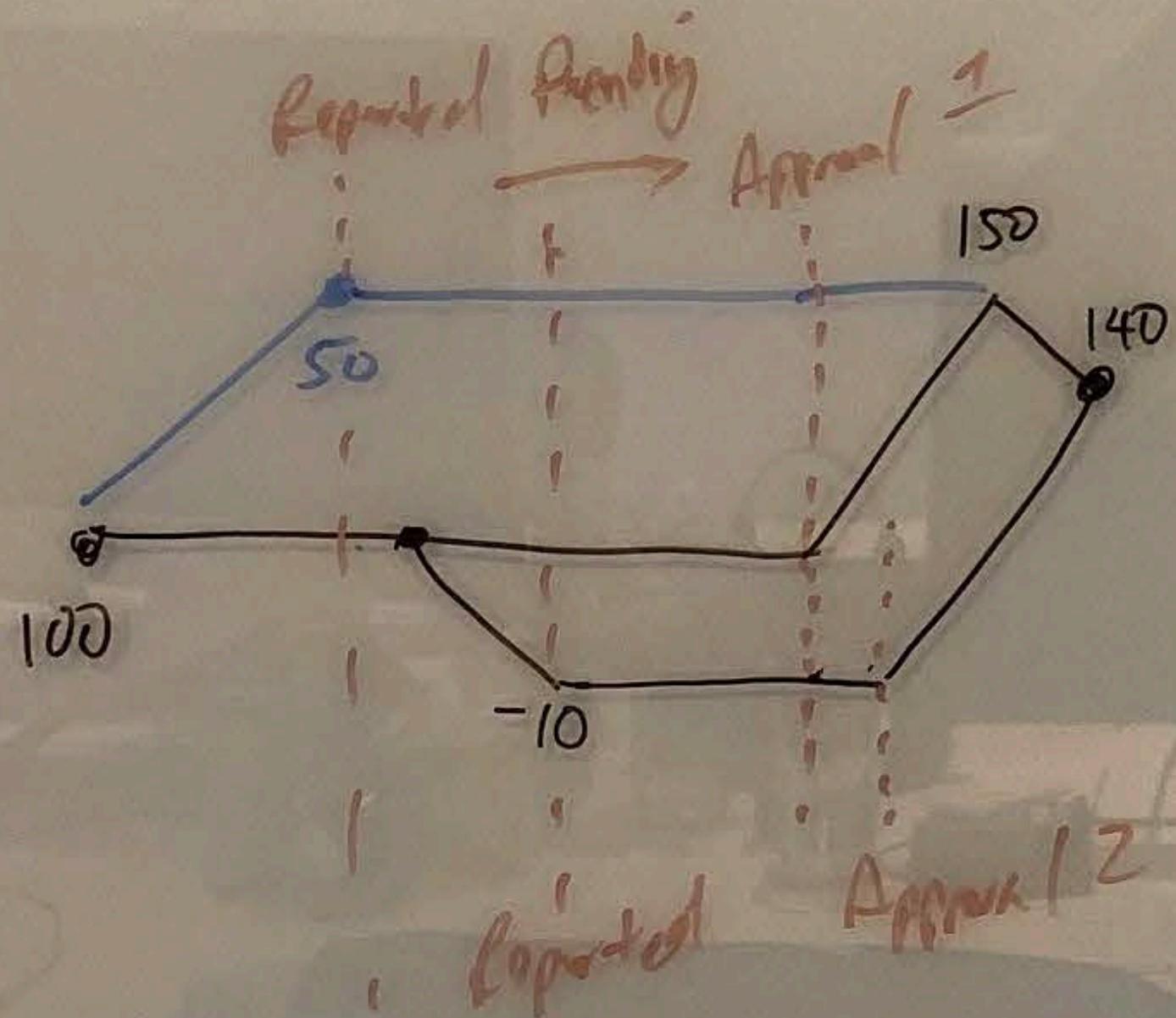
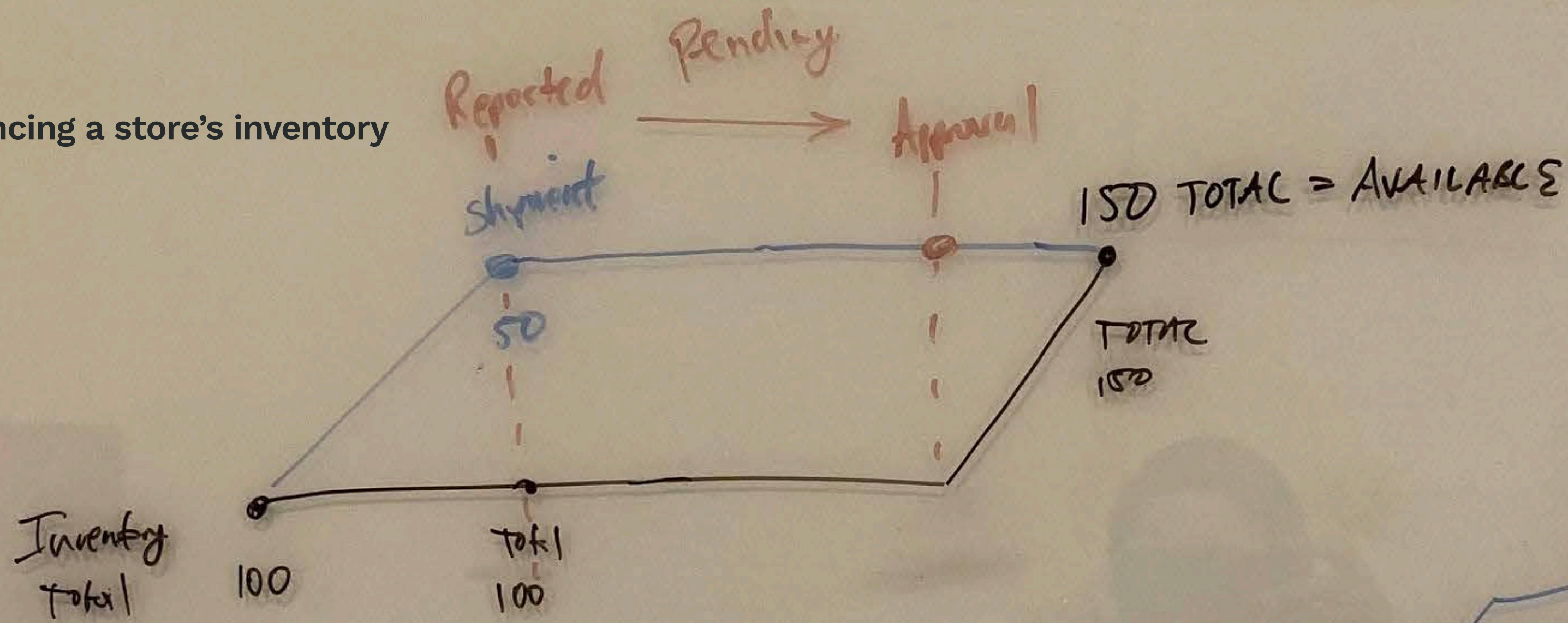


↳ Show Gaps

Do the physical count

Your count Σ

Balancing a store's inventory



Inventory → Unbalance where T (some pen)

INVENTORY

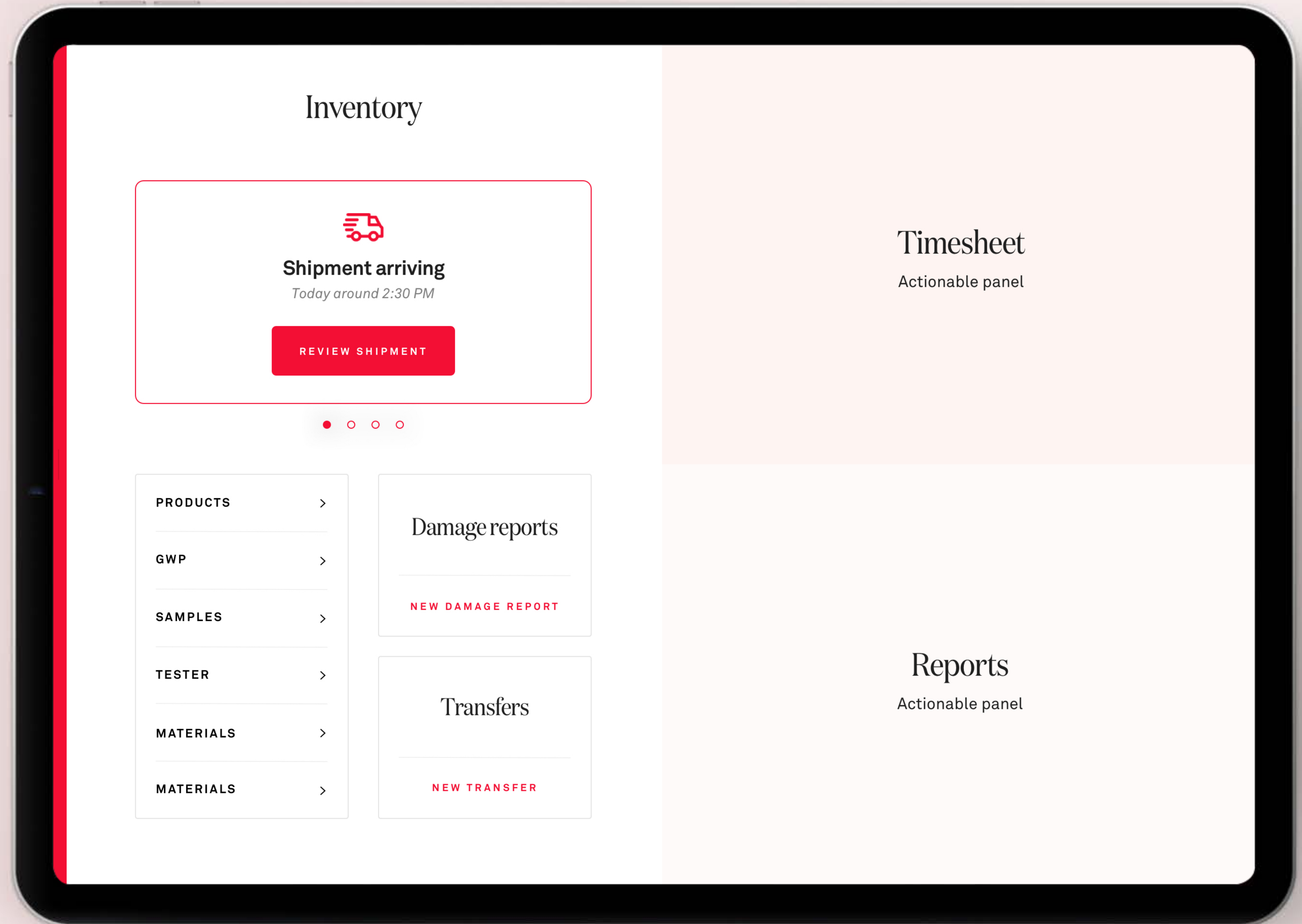
IxD / Work in progress

Operations.

Inventory activities as cards.

Entry points into the inventory stock list.

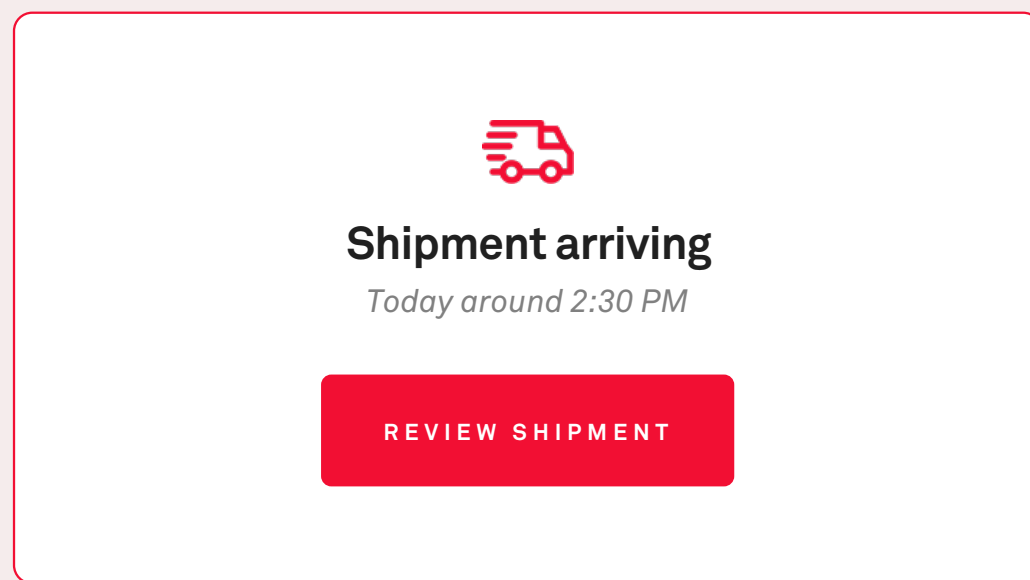
Show and start damage reports and transfers.




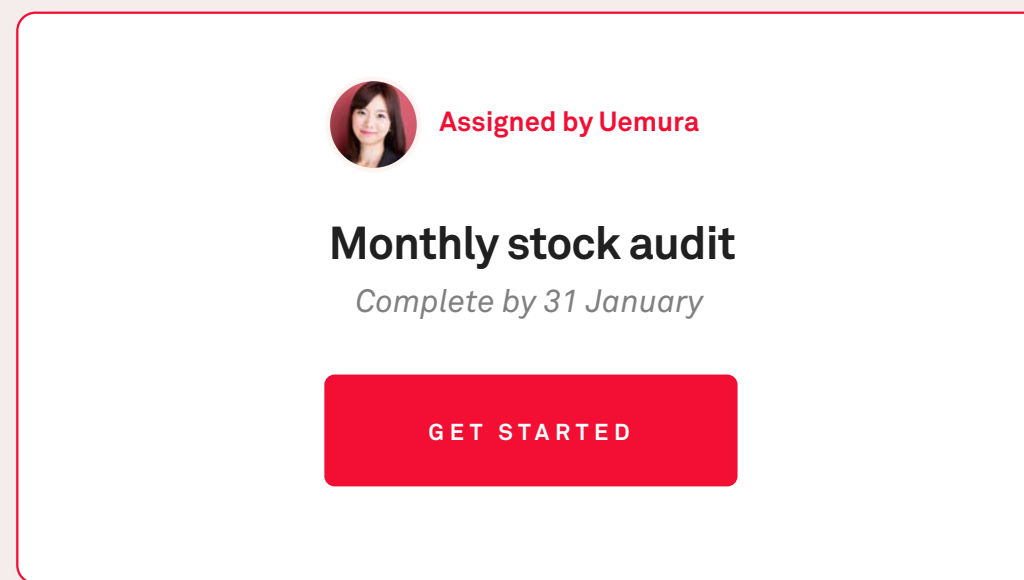
Activity Cards.


Major activities and assignments will show up as cards.

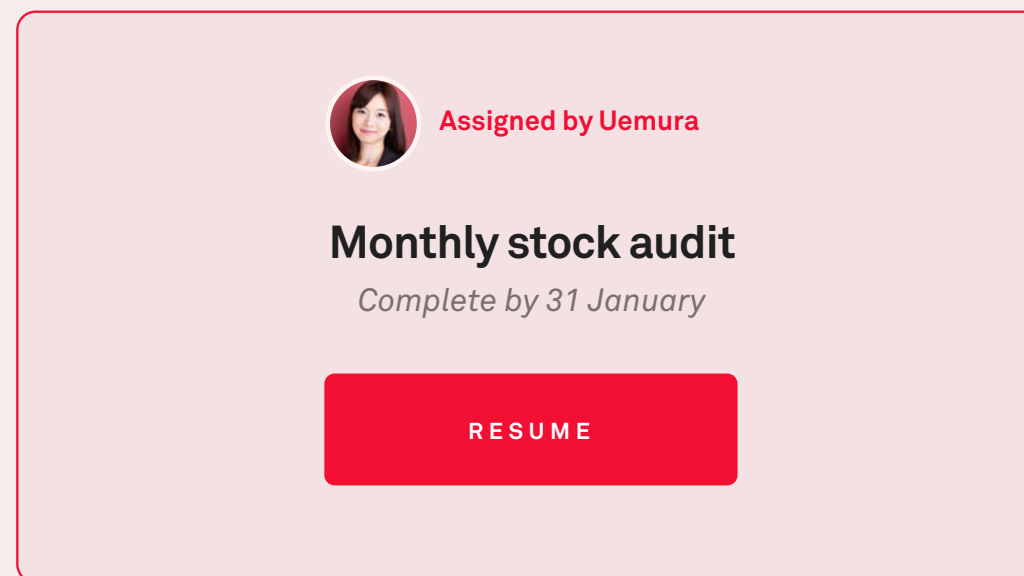
The “stack” ends with a summary card. Cards can always be reviewed again.




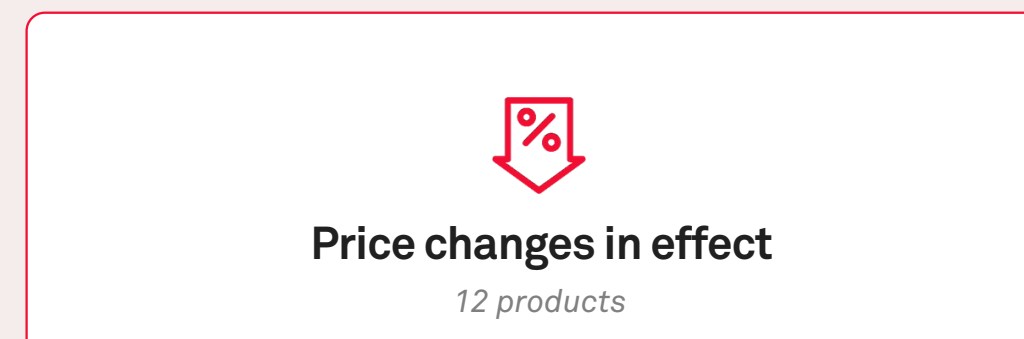

Shipment arriving
Today around 2:30 PM
[REVIEW SHIPMENT](#)




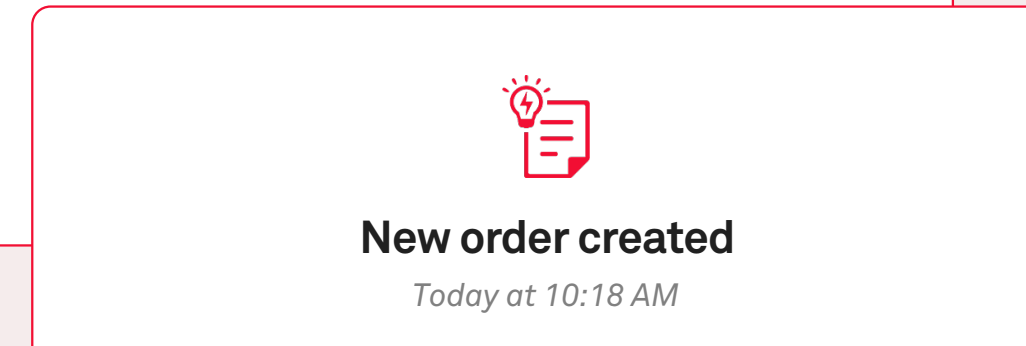
 Assigned by Uemura
Monthly stock audit
Complete by 31 January
[GET STARTED](#)




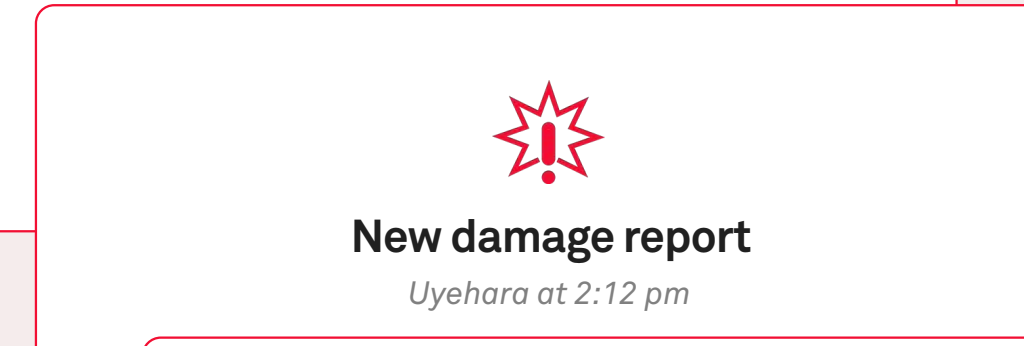
 Assigned by Uemura
Monthly stock audit
Complete by 31 January
[RESUME](#)




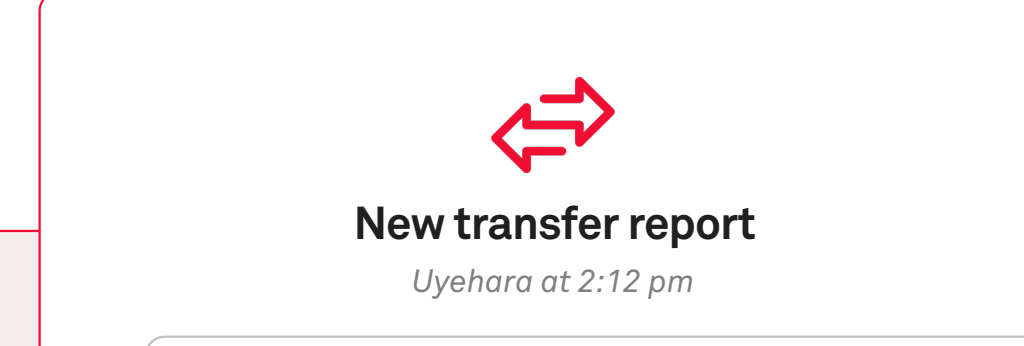

Price changes in effect
12 products




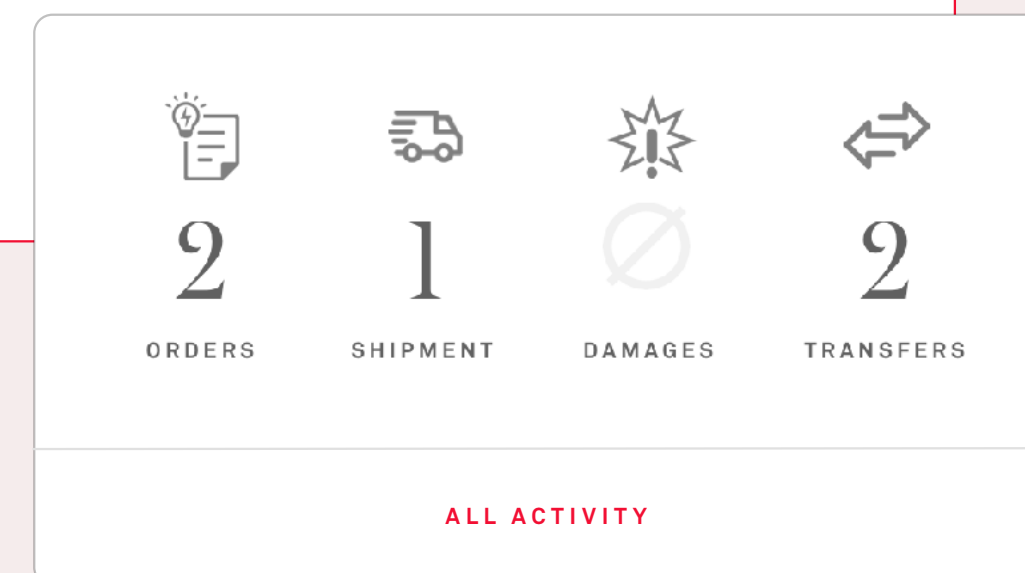

New order created
Today at 10:18 AM







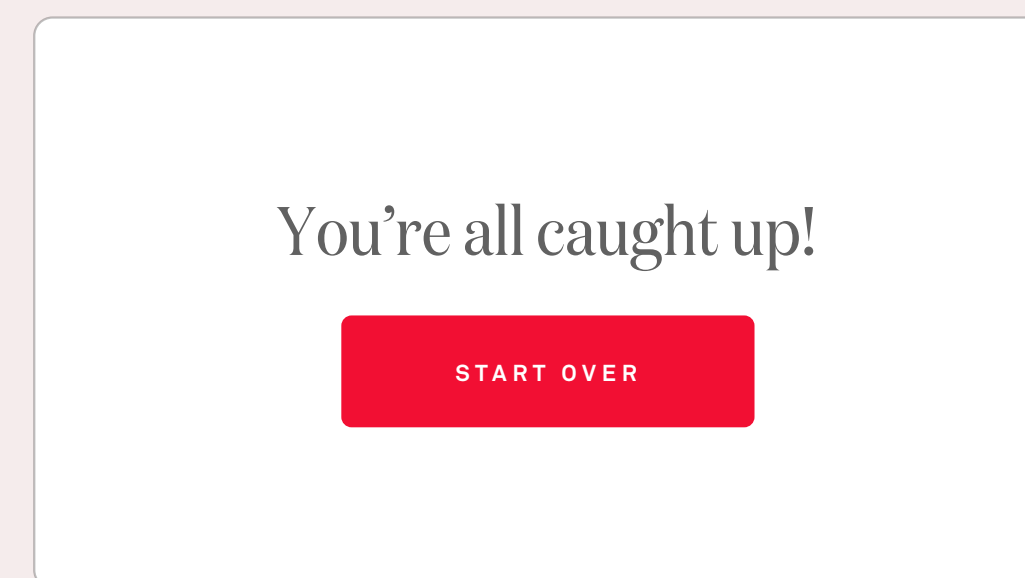

New damage report
Uyehara at 2:12 pm




New transfer report
Uyehara at 2:12 pm



 **2**  **1**  **0**  **2**
ORDERS SHIPMENT DAMAGES TRANSFERS
[ALL ACTIVITY](#)



You're all caught up!
[START OVER](#)

Inventory

OVERVIEW >

TOTALS >

ACTIVITY >

NEW STOCK CHECK >

RECEIVE SHIPMENT >

BESTSELLERS



SK-II Facial Treatment Essence

75ml	162
160ml	82
230ml	112



R.N.A.POWER Essence Serum

30ml	146
50ml	74
75ml	98



R.N.A.POWER Radical New Age Cream

15g	146
50g	74
80g	98



R.N.A.POWER Essence Serum

30ml	146
------	-----



R.N.A.POWER Radical New Age Cream

15g	146
-----	-----

ACTIVITY

Delivery scheduled today at 3:30 pm

Inventory Approved

Store accounts updated today at 3:15 pm

Count update submitted

Store count sent to Store Manager at 2:12 pm

Inventory submitted

Store count sent to Store Manager at 2:12 pm

Audit escalation

Store count sent to Regional Manager at 2:12 pm

Inventory - *In progress...*

Started by Taka Akura at 8:15 pm

Inventory submitted

Store count sent to Store Manager at 2:12 pm

Audit escalation






Store count sent to Regional Manager at 2:12 pm

Audit escalation

Inventory

TOTALS

- ALL >
- PRODUCTS >
- GWP >
- SAMPLES >
- TESTERS >
- MATERIALS >
- ACTIVITY >
- NEW STOCK CHECK >
- RECEIVE SHIPMENT >

				
SK-II Facial Treatment Essence	R.N.A.POWER Essence Serum	R.N.A.POWER Radical New Age Cream	SK-II Facial Treatment Essence	R.N.A.POWER Essence Serum
75ml 162	30ml 146	15g 146	75ml 162	30ml 146
160ml 82	50ml 74	50g 74	160ml 82	50ml 74
230ml 112	75ml 98	80g 98	230ml 112	75ml 98

	R.N.A Radical new Age Essence - 50ml	\$139.90	TOTAL COUNT 	192 
	R.N.A Power Airy Milky Lotion - 50g	\$118.00	TOTAL COUNT 	12 
	R.N.A Power Airy Milky Lotion - 80g	\$112.70	TOTAL COUNT 	78 
	R.N.A Power Airy Milky Lotion - 80g	\$120.00	TOTAL COUNT 	78 

Variation with Bestsellers row.

Most common products showing first.

Inventory

TOTALS >

ACTIVITY >

NEW STOCK CHECK >

RECEIVE SHIPMENT >

Inventory Approved

Store counts updated
Today at 3:15 pm



Uemura Satako
Store Manager

Count update submitted

Hatanaka Utzuki
Today at 2:12 pm



Uemura Satako
Store Manager

Inventory submitted

Tada Akura
Today at 2:12 pm



Uemura Satako
Store Manager

Audit escalation

Uemura Satako
Today at 2:12 pm



Sandeep Seth
Vice President

Inventory - *In progress...*



Taka Akura
Today at 8:15

Activity.

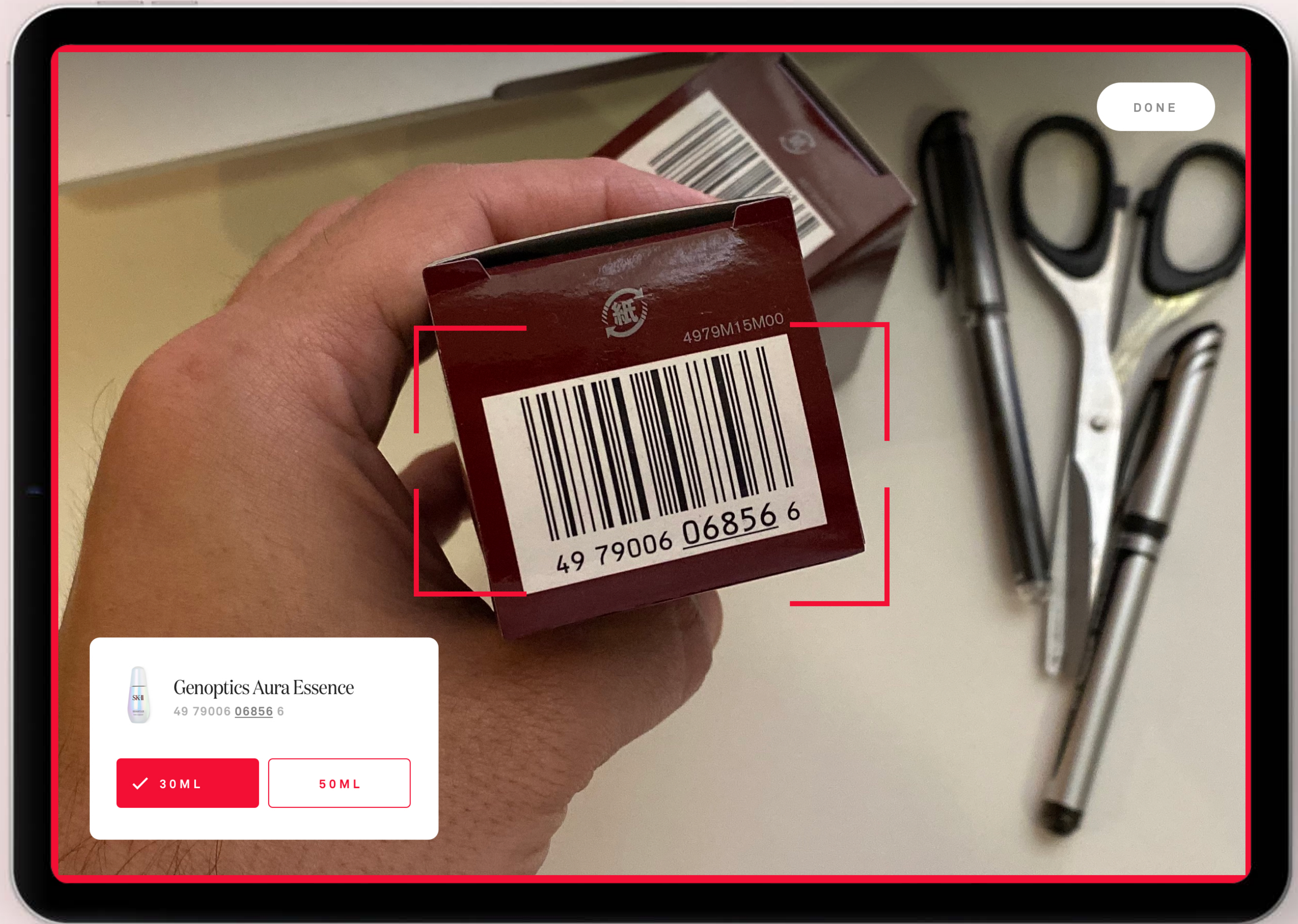
Show all activity.

Clear chain-of-custody.

Transparency for store staff.

Item added to list.

BC selects the size and it's added to the inventory list.



Scanning multiple items.

BC can scan multiple items or even shipment boxes. All the recognised items show up along the bottom of the screen waiting for the BC to add them to her list.



Scanning boxes.

Surface the Box count and allow the BC to quickly confirm it here with one simple tap.



Started today at 2:12PM

Product



Genoptics Aura Essence - 30ml
49 79006 06856 6

LOCATION

76

Current count
12 November

YOUR COUNT

\$13,680.00



GAPS

COUNT



Genoptics Aura Essence - 30ml
49 79006 06856 6



"Knocked over by shopper"

BROKEN - 2



R.N.A. Radical New Age Essence - 50ml
49 79005 06856 5



"Dropped during a demo when the shopper ..."

DAMAGED - 1

STEP 1: COUNT

STEP 2: REVIEW

STEP 3: SUBMIT

NEXT

Item added to list.

The scanned item has been added to the list. The BC needs to fill in some addition information such as the item's location and count.

The BC can also label the scanned item as a tester, sample or other type of item.

Inventory in-progress > Daimaru Shinsaibashi

DONE

Started today at 2:12PM ...

Review your inventory before submitting it to  Uemura Satako



R.N.A Radical new
Age Essence - 50ml



STORE

192



R.N.A Radical new
Age Essence - 50ml



COUNTER 1

105



R.N.A Radical new
Age Essence - 50ml



CUPBOARD 2

87



R.N.A Power Airy Milky
Lotion - 80g



CUPBOARD 1

110

✓ STEP 1: COUNT

✓ STEP 2: REVIEW

STEP 3: SUBMIT



I have conducted this inventory count by myself and have reviewed the counts I'm about to submit.

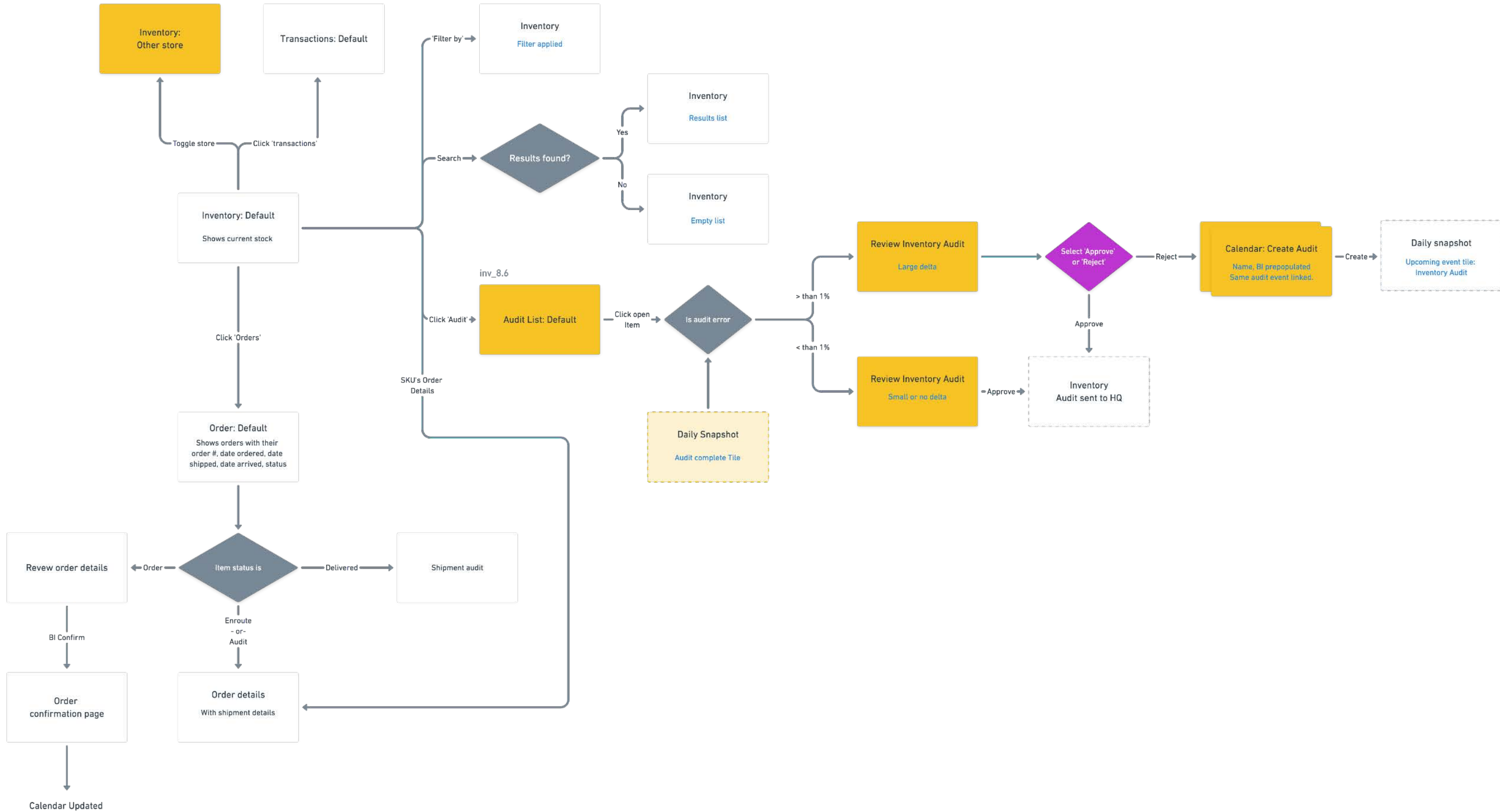
Submit.

Double-check before
sending to the Manager.

INVENTORY

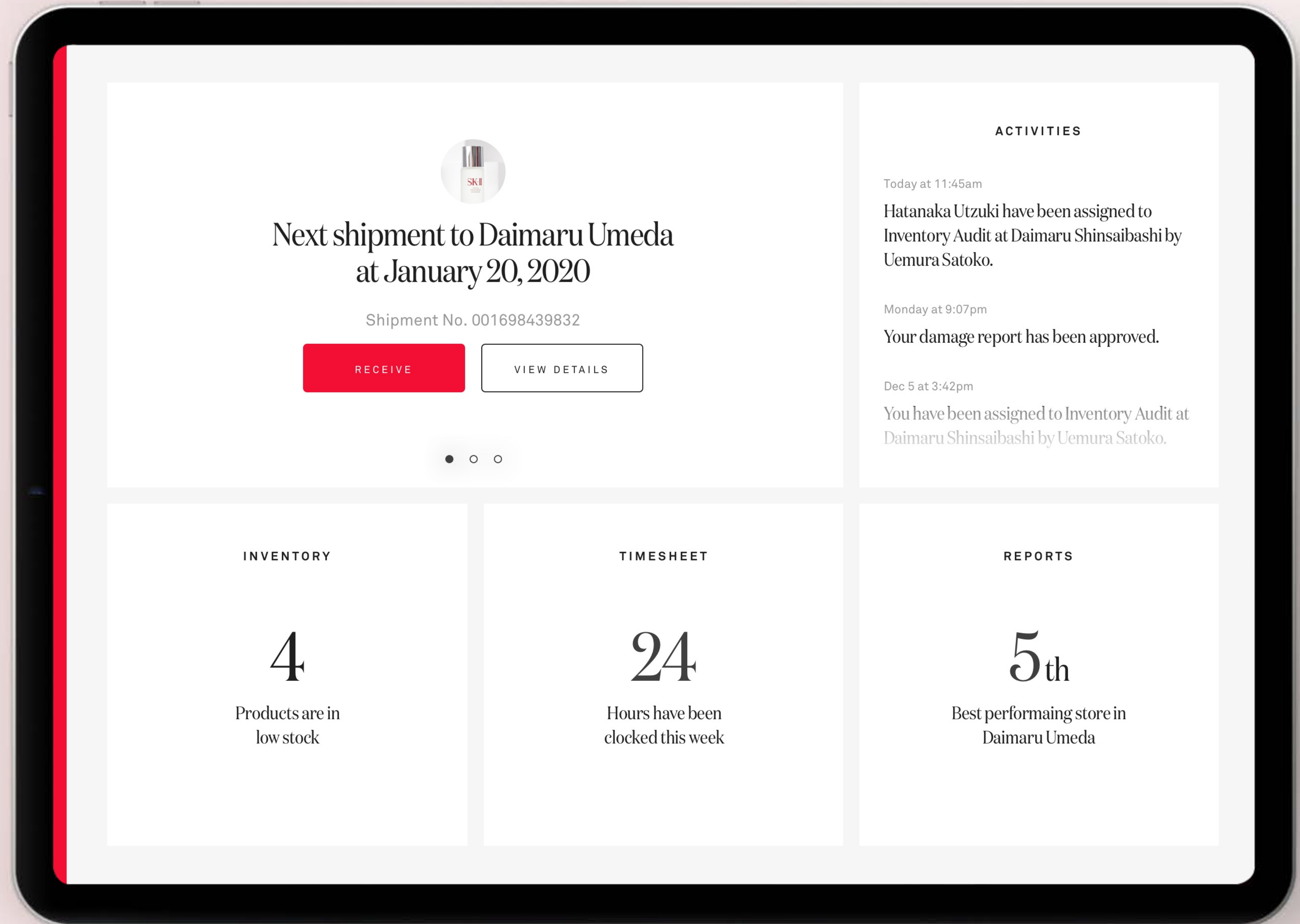
Visual design

Final Inventory Flow



Inventory.

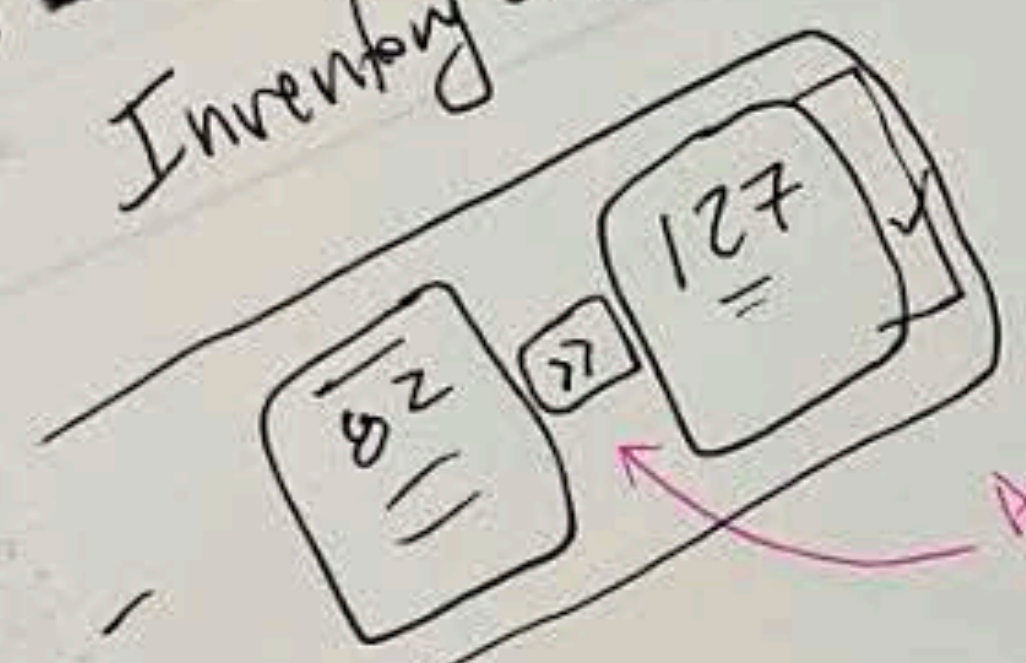
BC operations section.



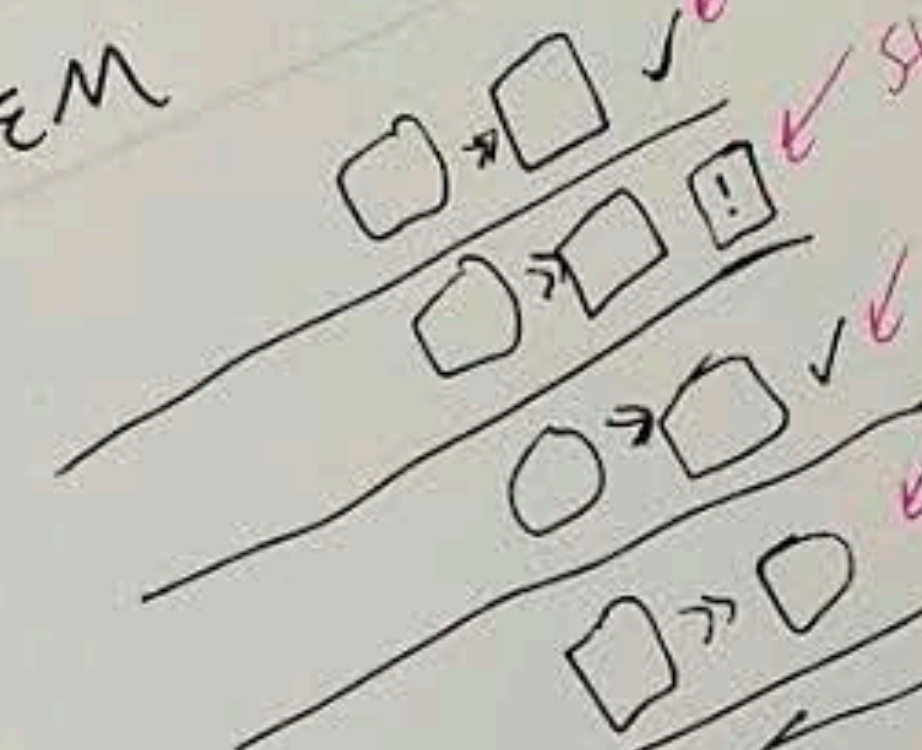
17 Dec 19

Defining an early "slat" system

Inventory - SLAT SYSTEM



Auto-fill Button

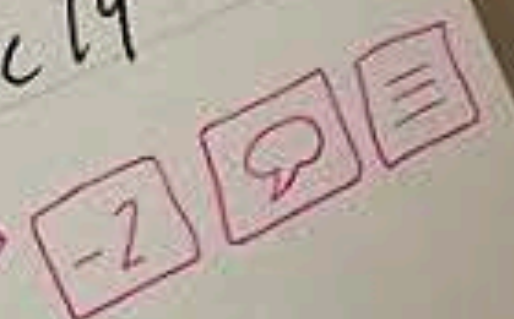
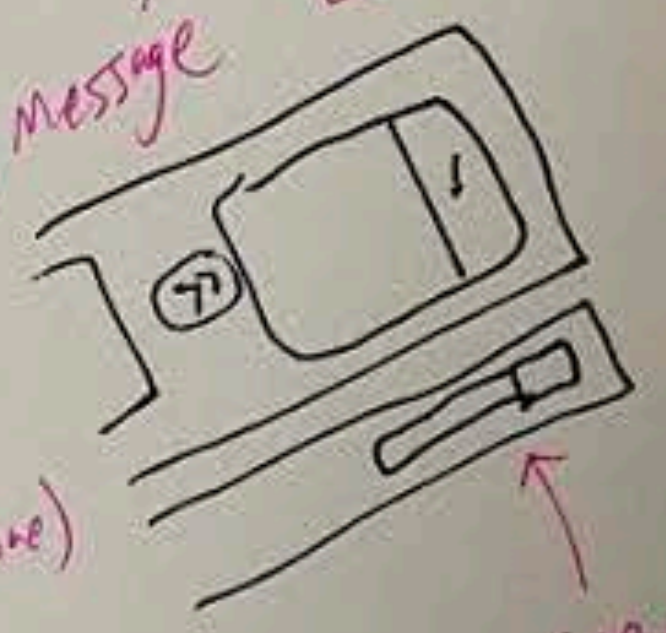


Status: Accepted

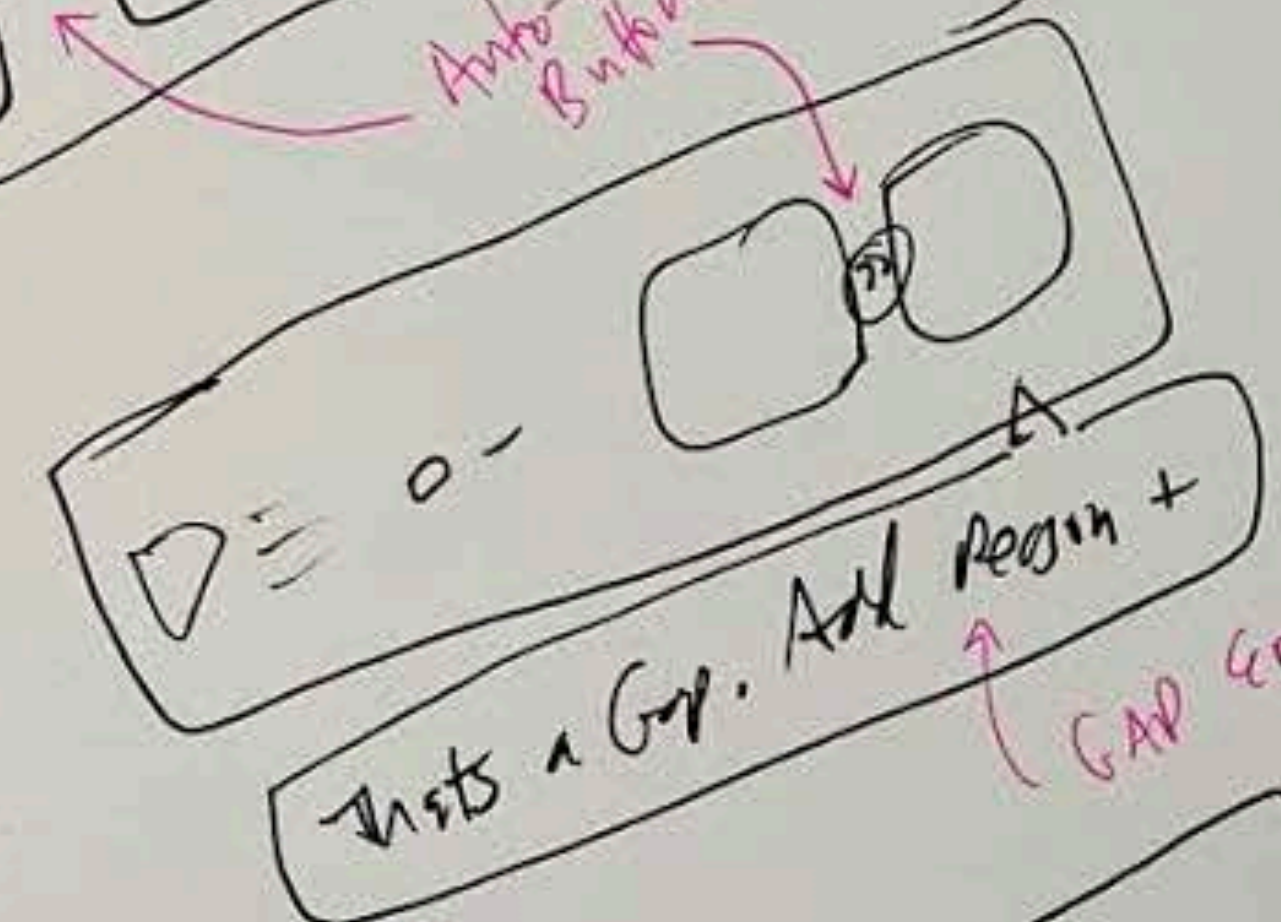
Status: GAP w/ message

Accept

Current (nose)

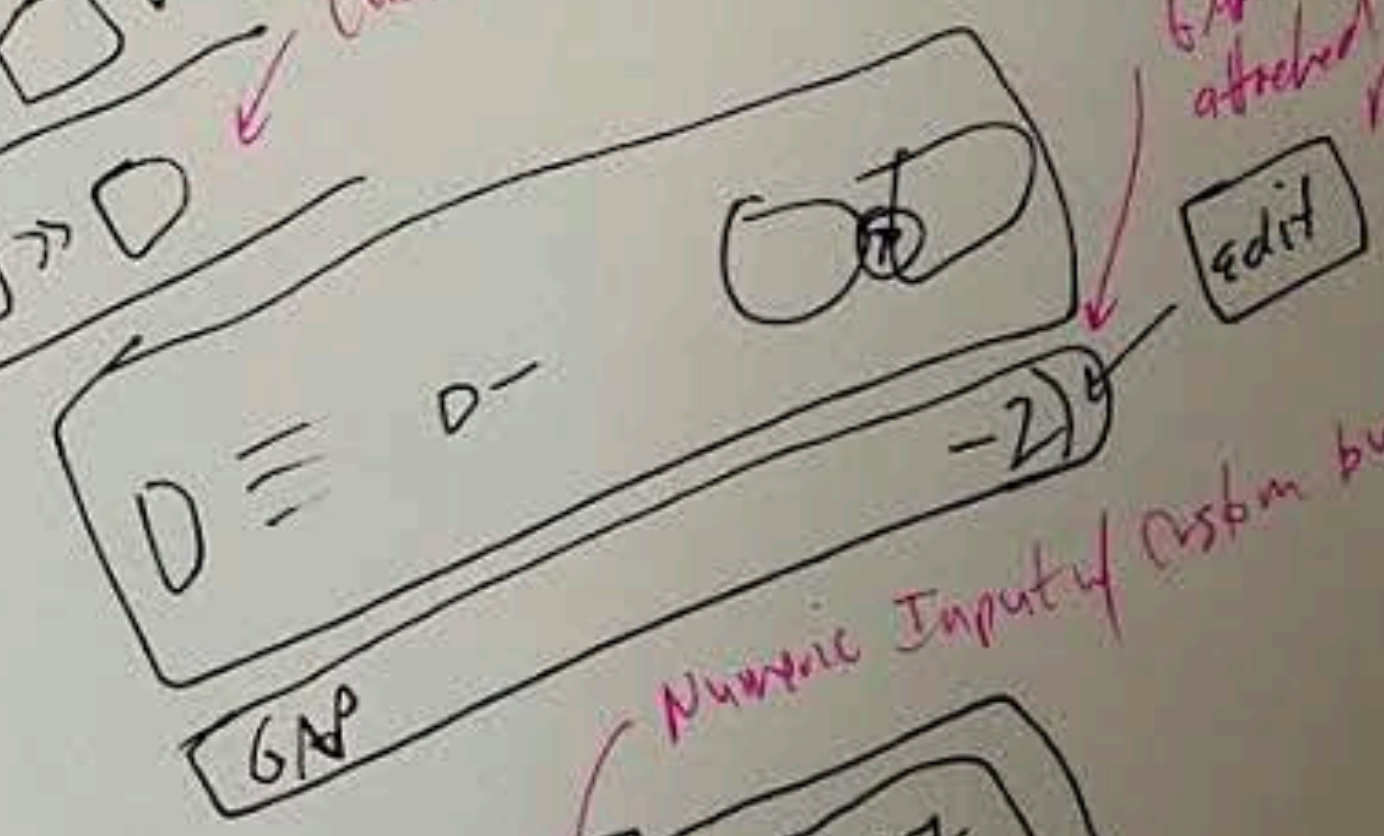


GAP message attached to Row

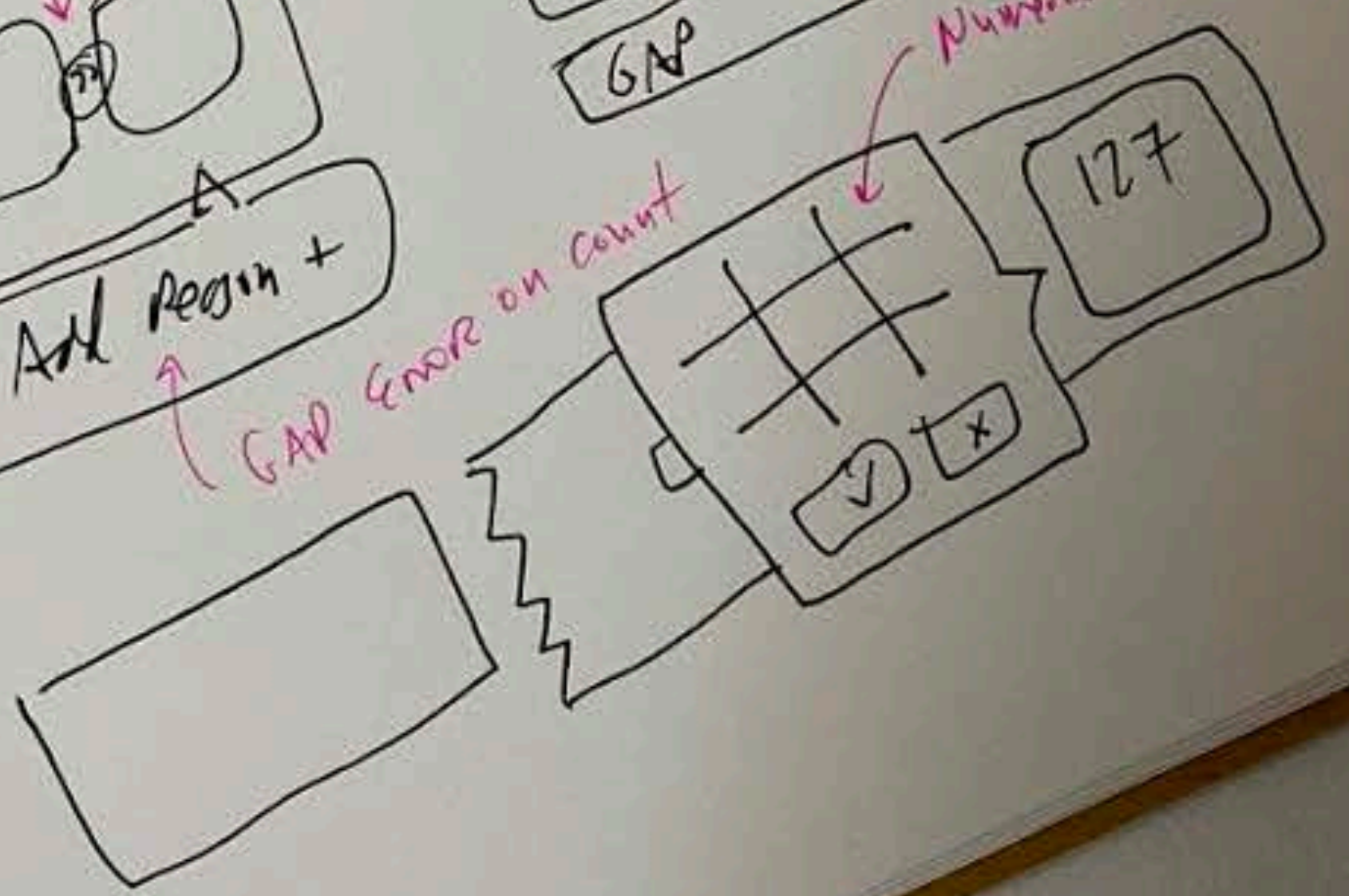


GAP Error on count

Numeric Input / Custom buttons







edit



Inventory.

Large functional filters.

Product name	Total stock	Pending Qty	Status	Retail value	Last updated
 Facial Treatment Gentle Cleanser 120g 4979006028652	2 !	-	-	¥10,000	dd/mm/yyyy
 R.N.A. Power Radical New Age Cream 4979006028652	5 !	-	-	-	dd/mm/yyyy
 Facial Treatment Essence 330ml 4979006028652	7 !	2 ↓	Pending approval	¥10,000	dd/mm/yyyy
 R.N.A Radical New Age Power Eye Cream 4979006028652	5 !	-	-	-	dd/mm/yyyy



Hi Arakawa-san, are you ready to
start your monthly audit?

500

Excepted qty to check
this month

2

Unproved change
requests

7

days left to
due date

あ ADD BY SEARCH

 ADD BY BARCODE

Inventory.

Starting monthly inventory.

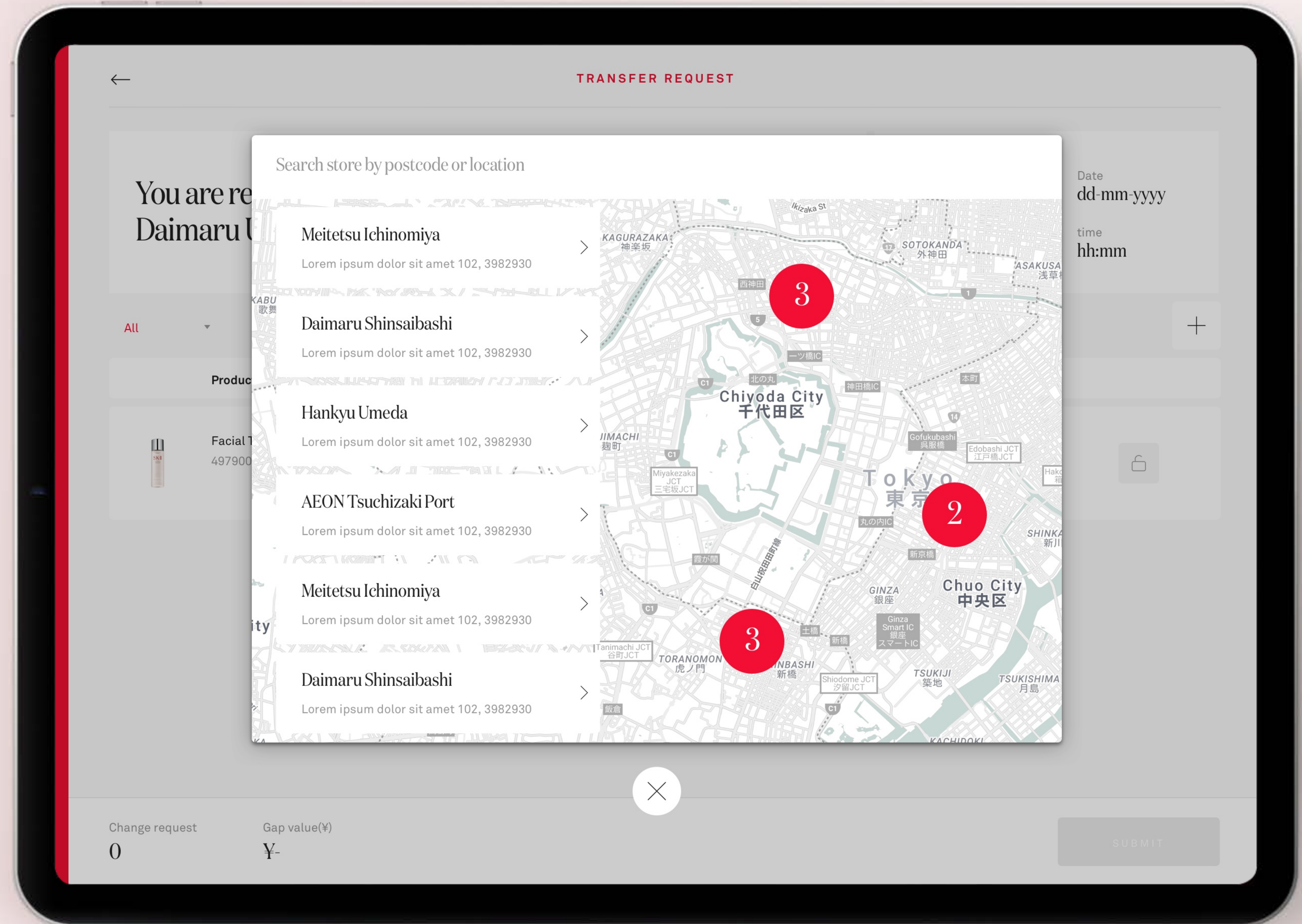
Inventory.

Scanning products.



Inventory.

Transferring products.



Inventory.

Damage reporting.

← **DAMAGE REPORT**

You are going to submit a damage report.
Please review before you submit it.


Logged by
Haruka Arakawa

Date
dd-mm-yyyy

Store
Daimaru Umeda

time
hh:mm

All ▾+

Product name ▾	Total stock	Change request	Gap value
 Facial Treatment Essence 4979006028652	248	2 ↓	¥200,000

Change request: 2/2 Items

⊗ 1 x Stolen/Missing ▾

⊗ 1 x Broken ▾

- Incorrect quantity
- Stolen/Missing
- Broken
- Others

Missing

Type reason here...

📷

📷

Change request
2

Gap value(¥)
¥200,000

SUBMIT

Design: **Calendar**

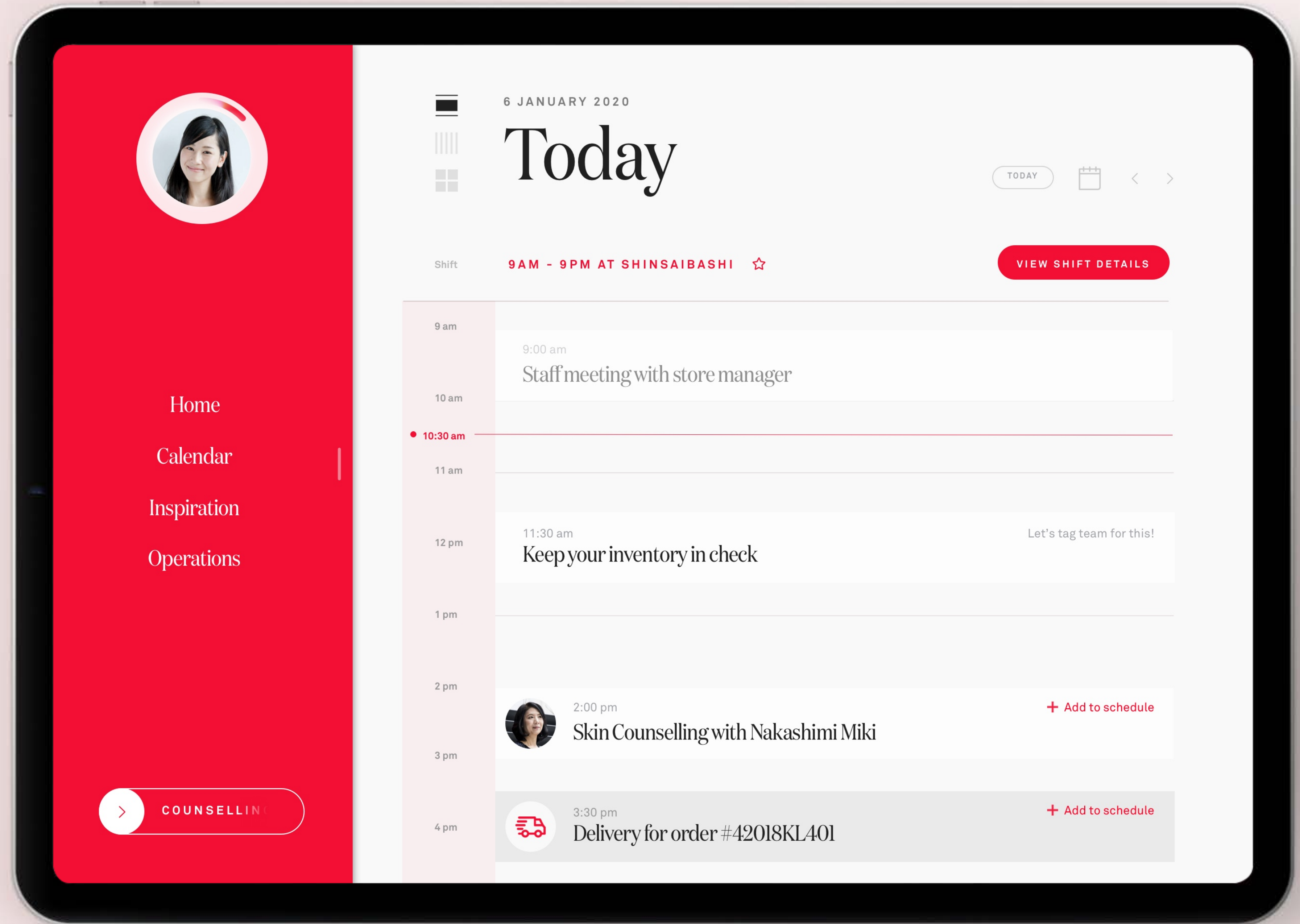


Sharolin Zen *Senior Visual Designer*

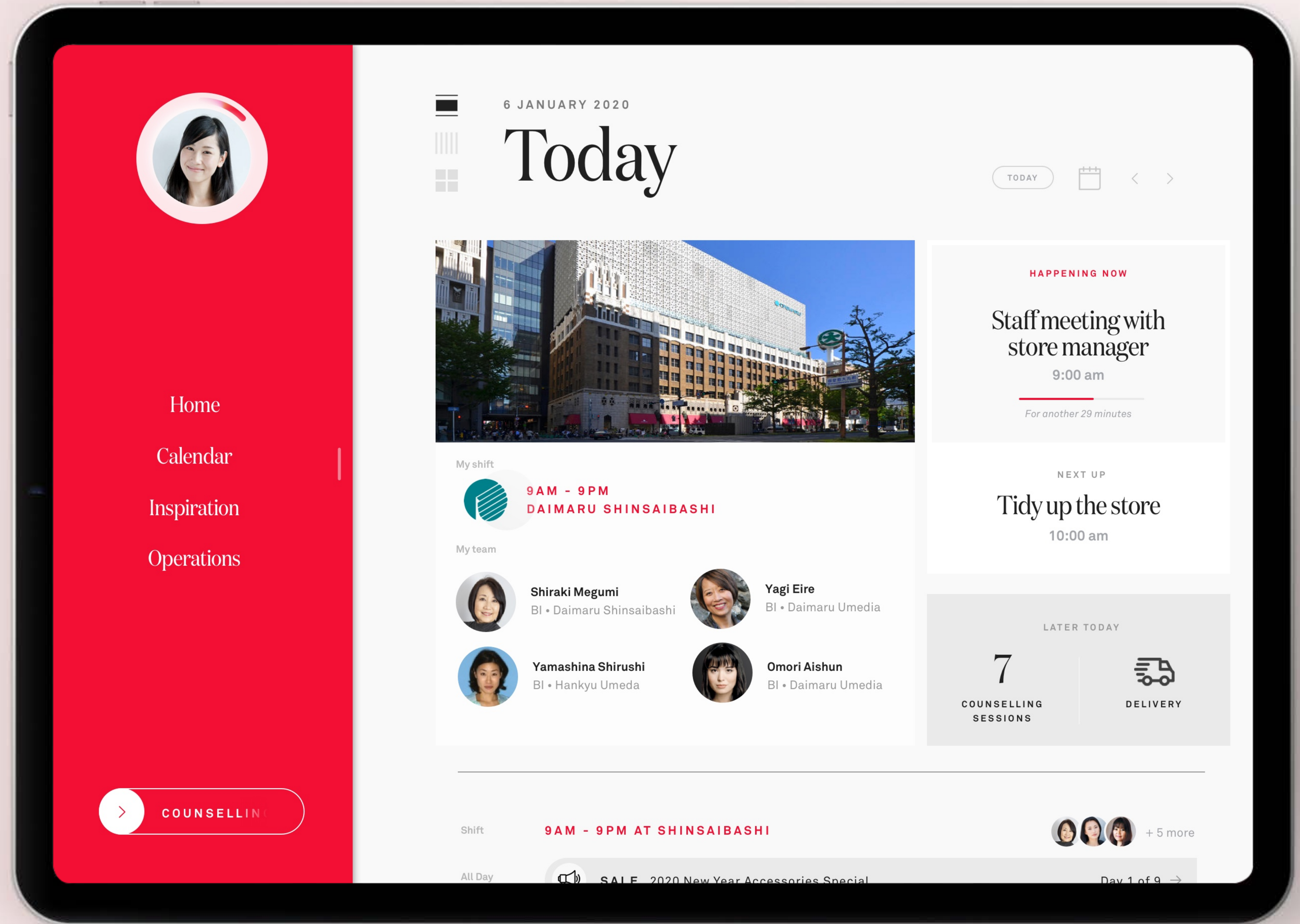
CALENDAR

IxD / *Work in progress*

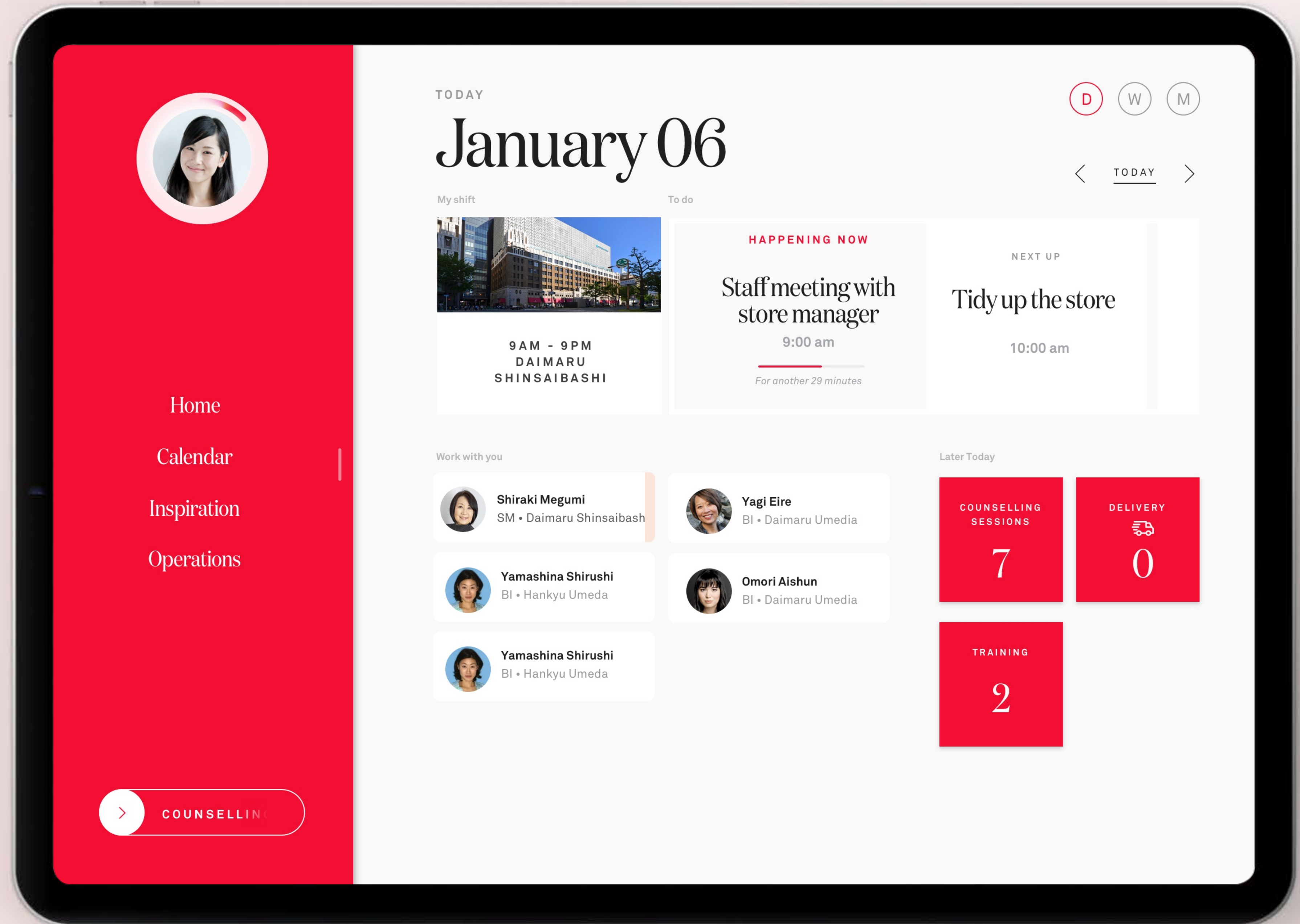
Calendar.
Initial ideas.



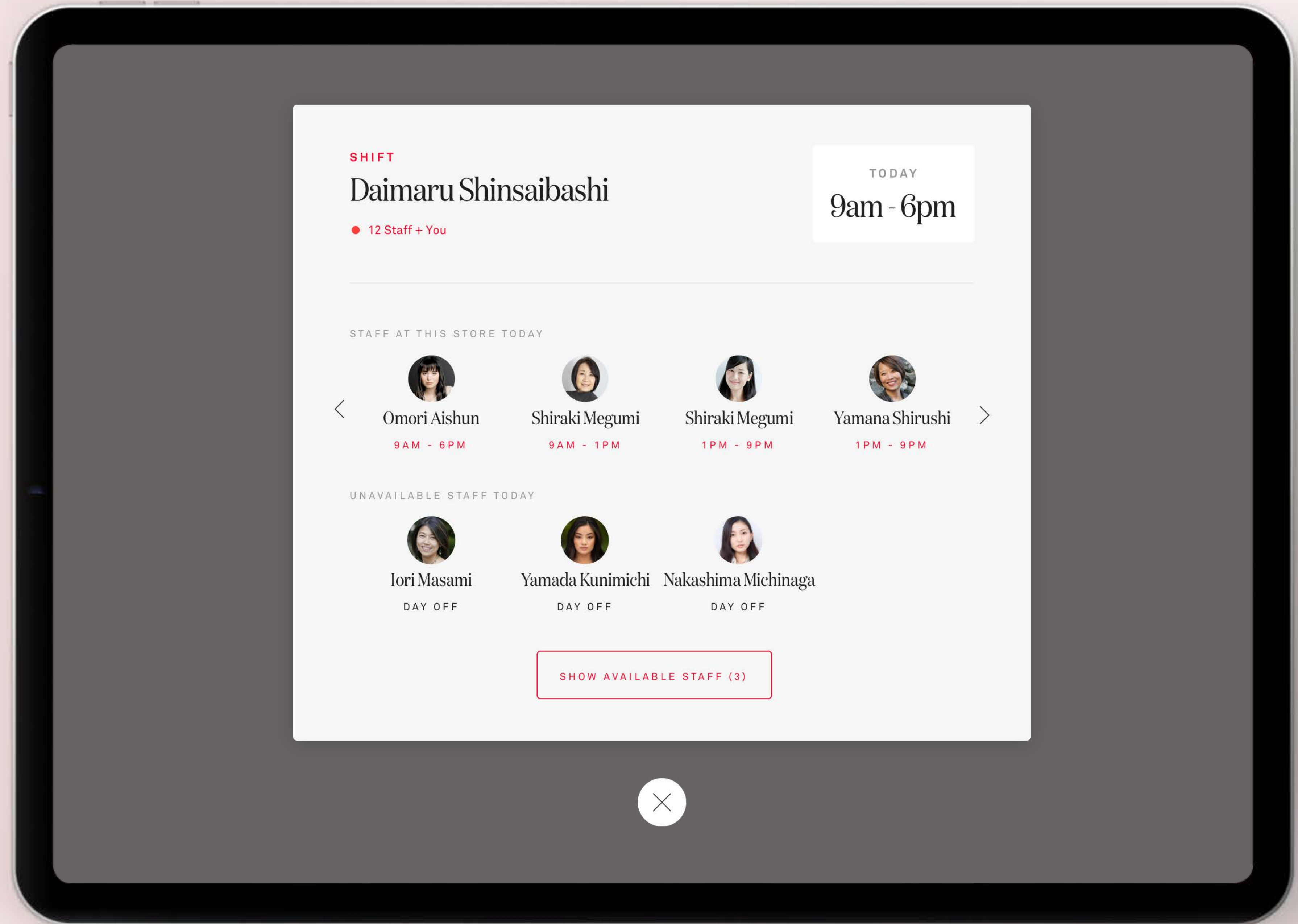
Calendar.
Initial ideas.



Calendar.
Initial ideas.



Calendar.
Initial ideas.





5 - 11 JANUARY 2020

This week

TODAY



	SUN 5	MON 6	TUE 7 ☆	WED 8	THU 9 ☆	FRI 10	SAT 11
Shift	9 AM - 3 PM SHINSAIBASHI	9 AM - 9 PM SHINSAIBASHI	10 AM - 6 PM HANKYU UEDA	9 AM - 3 PM SHINSAIBASHI	9 AM ... HANKYU... 3 PM ... HANKYU...	REQUESTED OFF	REQUESTED OFF
All day)) SALE 2020 New Year Accessories Special					
6am							
7am							
8am							
9am		9am Meeting		9am Meeting			
10am	10:00am Counselling ✓						
11am		11:30am Inventory Takes		11:30am Counselling			
12pm							
1pm			1:00pm Counselling ✓				
2pm		2:30pm Counselling ✓					
3pm							
4pm				4pm Delivery 🚚			
5pm		5:30pm Counselling					

Calendar.
Initial ideas.



29 DEC 2019 - 1 FEB 2020

January 2020

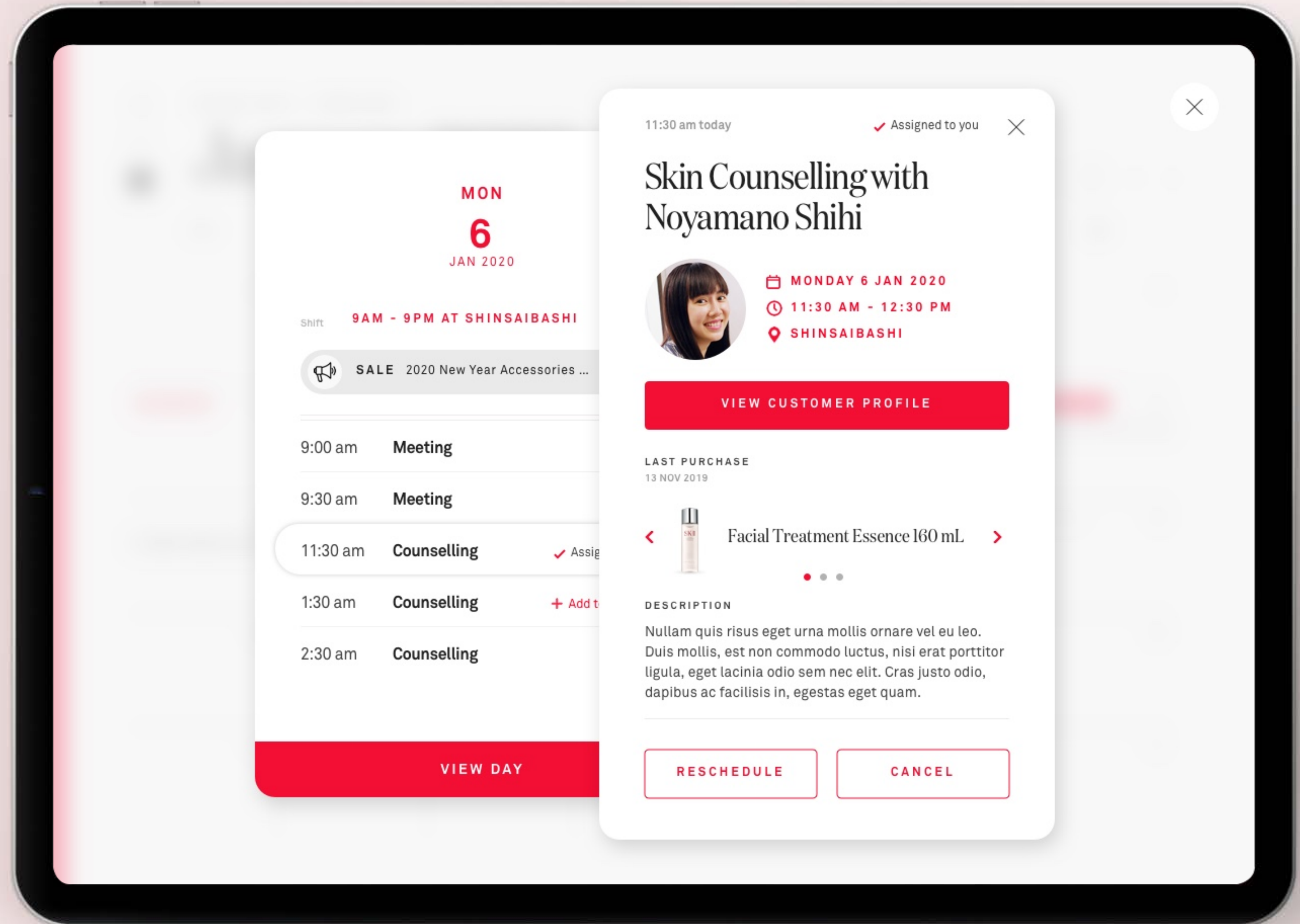
TODAY



SUN	MON	TUE	WED	THU	FRI	SAT						
29	30	31	1	2	3	4						
9 AM - 3 PM SHINSAIBASHI	5	9 AM - 3 PM SHINSAIBASHI	6	10 AM - 6 PM HANKYU UMEDA	7	9 AM... 3 PM... HANKYU... HANKYU...	8	9 AM - 3 PM HANKYU UMEDA	9	10	9 AM - 3 PM SHINSAIBASHI	11
12	13	14	15	16	17	18						
19	20	REQUESTED OFF	21	REQUESTED OFF	22	REQUESTED OFF	23	REQUESTED OFF	24	REQUESTED OFF	25	
26	27	28	29	30	31	01						

Calendar.
Initial ideas.

Calendar.
Initial ideas.



MON

06

SHIFT AEON Tsuchizaki Port 9am - 6pm • 12 Staff + You

- All day
 - Inventory Monthly Audit
 - Store sale from January 01 to 10

09:00 AM

10:00 AM

09:30AM - 10:30PM Product Training in store

11:00 AM

11:00PM - 11:30PM Skin Counselling with Omori Aishun

12:00 AM

12AM - 12:30PM Skin Counselling with Nakashimi Miki

01:00 PM

MY STORE EVENTS TODAY

- AEON Tsuchizaki Port 9 STAFF + YOU

MY OTHER STORES

- AEON Tsuchizaki Port 9 STAFF + YOU
- Apita Lida (706) 10 STAFF
- AEON STYLE Nagakute 6 STAFF
- Hiroseya La Beaute & Eye 11 STAFF
- Apita Kisogawa (706) 4 STAFF
- Nagoya Mitsukoshi Hoshigaoka 16 STAFF
- Meitetsu Ichinomiya 21 STAFF
- Nagoya Mitsukoshi Sakae 16 STAFF
- Apita Okazaki Kita (706) 4 STAFF

DUE TOMORROW

DAY 06 OF 10

ASSIGN TO STAFF

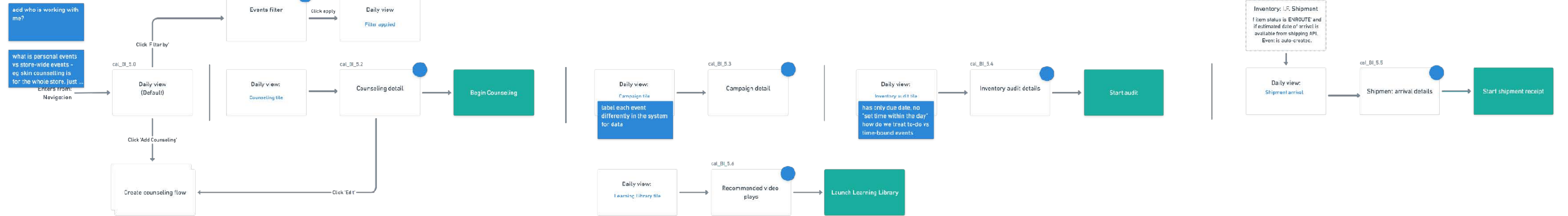
Calendar. Initial ideas.

CALENDAR

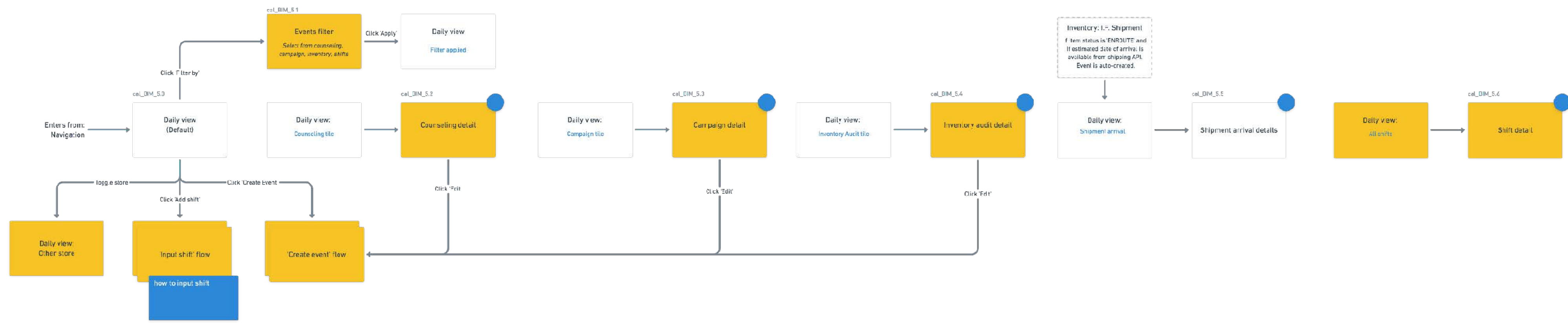
Visual design

Final Calendar Flow

BI: Daily View



BIM: Daily View



SHIFTS 09:10 - 18:20 at Daimaru Shinsaibashi | Manager in store

All day

Store sale from January 01 to 10

New product shipment: 1009848913ZRT

09:00

10:00

09:30 - 10:30
Product training in store

11:00

11:00 - 12:00
Skin counselling with Omori Aishun

12:00

12:00 - 13:00
Skin counselling with Nakashimi Miki

13:00

14:00

13:30 - 14:30
Meeting with store manager



Calendar.

Today.

< > January 05 - 11

TODAY D W M

	SUN	MON	TUE	WED	THU	FRI	SAT
	05	06	07	08	09	10	11
SHIFTS	09:10 - 18:20	09:10 - 18:20 (SM)	09:10 - 18:20	09:10 - 18:20	09:10 - 18:20	09:10 - 18:20 (SM)	Day off

All day	SUN	MON	TUE	WED	THU	FRI	SAT
	Store sale from January 01 to 10						
	New product shipment: 1009848913ZRT						
09:00							
10:00	09:00 - 10:00 Staff meeting	09:30 - 10:30 Product training		09:30 - 10:30 Product training			
11:00		11:00 - 12:00 Skin counselling					
12:00		12:00 - 13:00 Skin counselling				11:30 - 12:30 Skin Counselling	
13:00							



Calendar.
This week.

< > January 2020

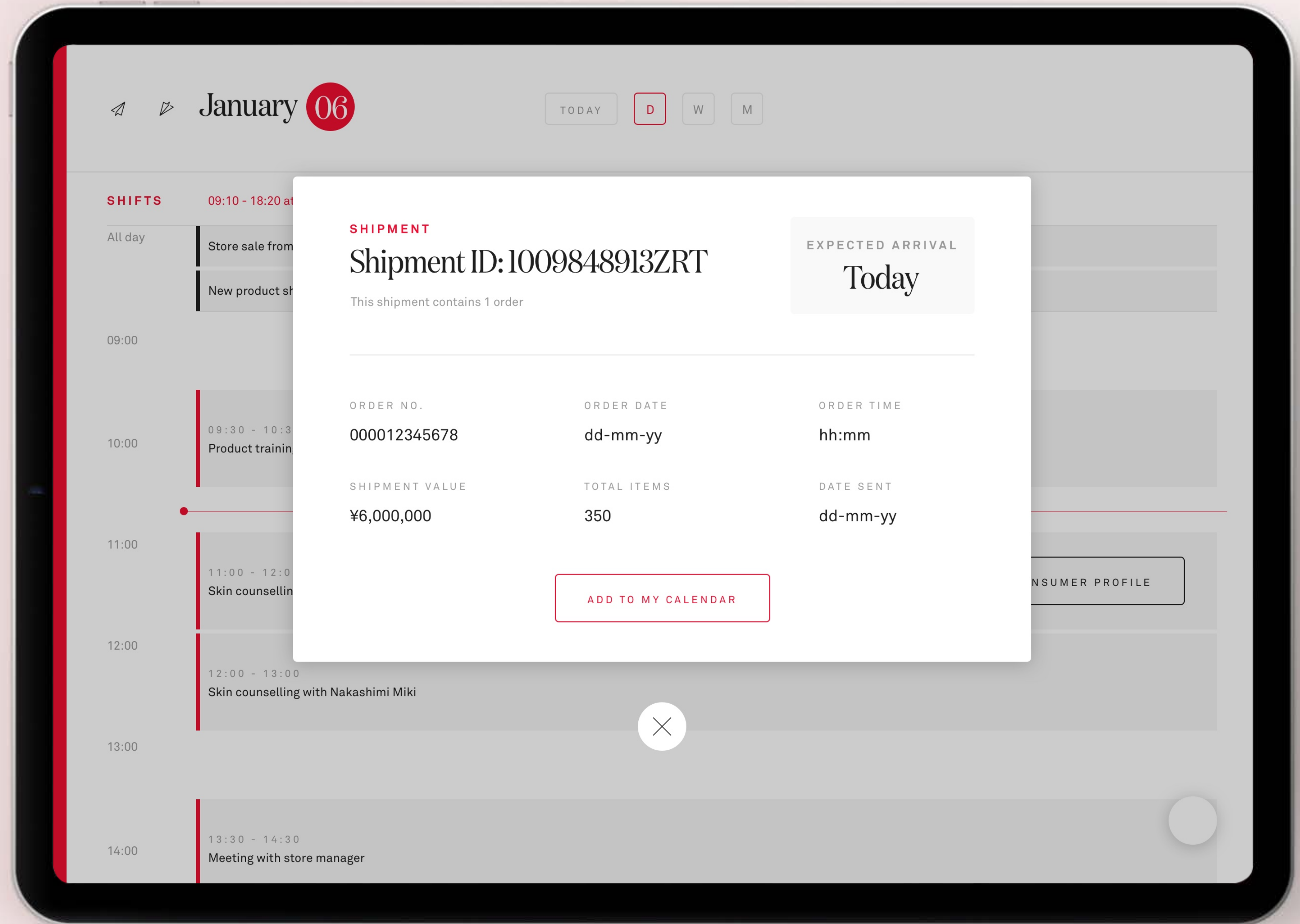
TODAY D W M

SUN	MON	TUE	WED	THU	FRI	SAT
Day off 29	Day off 30	Day off 31	09:10 - 18:20 (SM) 01 All day Store sale All day Staff training	11:10 - 20:20 02	11:40 - 20:50 03	09:10 - 18:20 04
Day off 05	09:10 - 18:20 (SM) 06 All day Store sale All day Shipment + 3 more	11:40 - 20:50 07	11:40 - 20:50 08	09:10 - 18:20 (SM) 09 + 2 more	11:10 - 20:20 10	Day off 11
Day off 12	Day off 13	09:10 - 18:20 14 All day Staff training	09:10 - 18:20 15 13:30 Skin counselling	11:40 - 20:50 16	09:10 - 18:20 (SM) 17	Day off 18
9am - 6pm 19	13:00 - 21:00 20 All day Product shipment	Day off 21	09:10 - 18:20 (SM) 22 All day Staff training	12:10 - 21:20 23	11:40 - 20:50 24	Day off 25
Day off 26	09:10 - 18:20 27	13:00 - 21:00 (SM) 28 13:00 Skin counselling	09:10 - 18:20 29 All day Store sale + 1 more	09:10 - 18:20 30	31	09:10 - 18:20 01 11:30 Skin counsel...

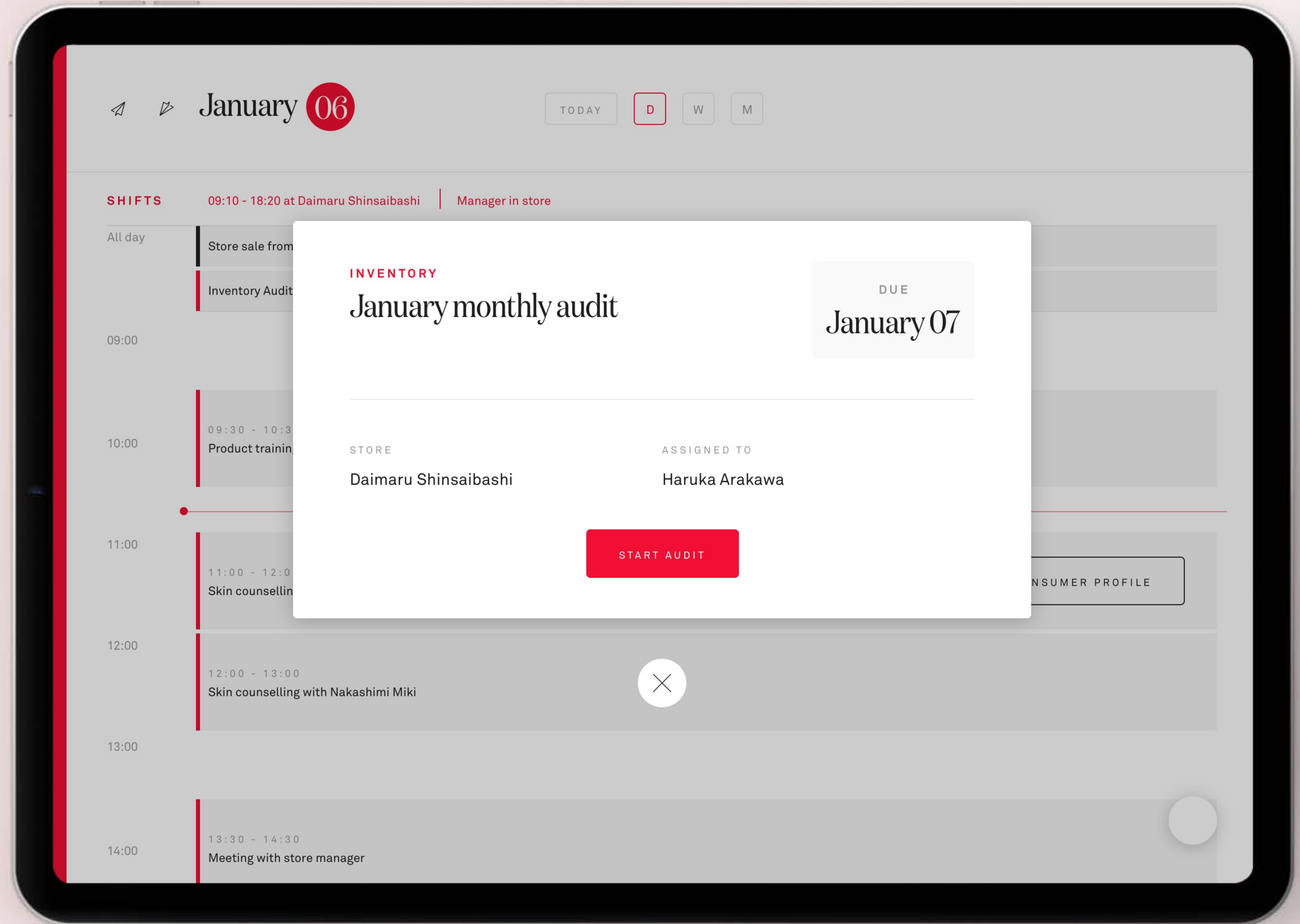


Calendar.
This month.

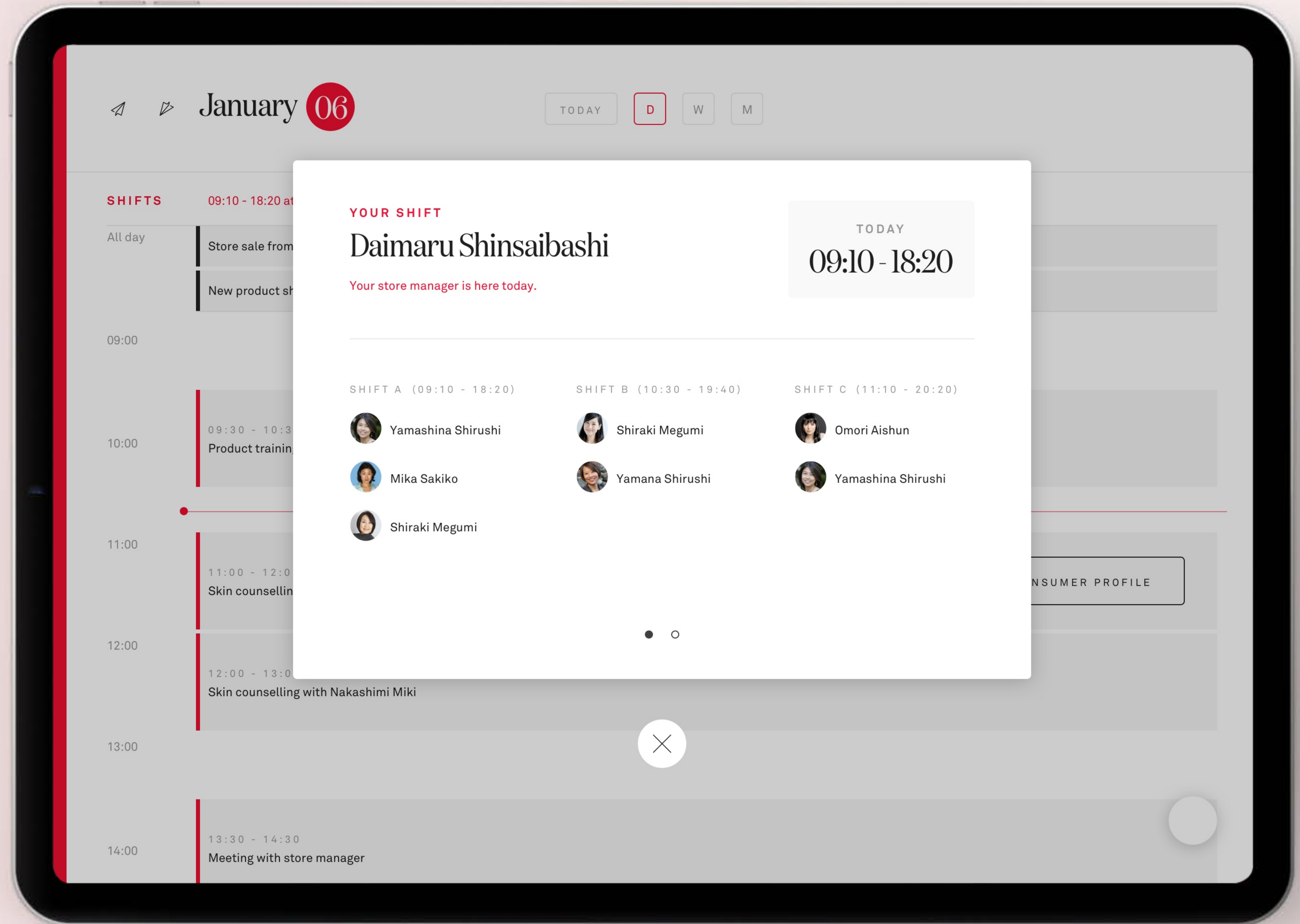
Calendar.
Event detail.



Calendar.
Event detail.



Calendar.
Event detail.



< > January 06

TODAY D W M

- All stores
- Daimaru Shinsaibashi (12)
- Meitetsu Ichinomiya (6)
- Daimaru Umeda (9)
- Hankyu Umeda (11)
- AEON Tsuchizaki Port (5)

SHIFTS 09:10 - 18:20 at Daimaru Shinsaibashi | You and 12 staff here today

- All day Store sale from January 01 to 10 Daimaru Shinsaibashi
- Workshift planning Hankyu Umeda
- Staff training Daimaru Umeda
- + 3 more

09:00

10:00

11:00

12:00

13:00

09:30 - 10:30
Product training in store
Daimaru Shinsaibashi

11:00 - 12:00
Customer meeting in store
Daimaru Shinsaibashi

12:00 - 13:00
Staff meeting
Daimaru Umeda

13:30 - 14:00



Calendar.

Sales Manager view.

< > January 05 - 11

TODAY D W M

- All stores
- Daimaru Shinsaibashi
- Meitetsu Ichinomiya
- Daimaru Umeda
- Hankyu Umeda
- AEON Tsuchizaki Port

	SUN	MON	TUE	WED	THU	FRI
	05	06	07	08	09	10
SHIFTS	11:10 - 20:20 (7)	09:10 - 18:20 (12)	09:10 - 18:20 (6)	11:10 - 20:20 (11)	09:10 - 18:20 (9)	09:10 - 18:20 (9)

All day | Store sale from January 01 to 10 Daimaru Shinsaibashi

Staff training Daimaru Umeda

09:00	09:00 - 10:00 Staff meeting Hankyu Umeda					
10:00		09:30 - 10:30 Product training Daimaru Shinsaibashi		09:30 - 10:30 Product training Daimaru Umeda		
11:00		11:00 - 12:00 Meeting Daimaru Shinsaibashi				
12:00		12:00 - 13:00 Staff meeting Daimaru Umeda			11:30 - 12:30 Staff meeting Hankyu Umeda	
13:00						



Calendar.

Sales Manager view.

< > January 2020

TODAY D W M

- All stores
- Daimaru Shinsaibashi
- Meitetsu Ichinomiya
- Daimaru Umeda
- Hankyu Umeda
- AEON Tsuchizaki Port

SUN	MON	TUE	WED	THU	FRI	SAT
Day off 29	Day off 30	Day off 31	09:10 - 18:20 (6) 01 Store sale Daimaru Shinsaibashi Staff training Daimaru Umeda	11:10 - 20:20 (9) 02	12:10 - 21:20 (10) 03	Day off 04
Day off 05	09:10 - 18:20 (12) 06	11:10 - 20:20 (10) 07	11:10 - 20:20 (6) 08	09:10 - 18:20 (7) 09	12:10 - 21:20 (11) 10	Day off 11
	Store sale Daimaru Shinsaibashi Staff training Hankyu Umeda + 4 more			Staff training AEON Style + 2 more		
Day off 12	Day off 13	09:10 - 18:20 (11) 14	09:10 - 18:20 (3) 15	12:10 - 21:20 (6) 16	09:10 - 18:20 (7) 17	Day off 18
		Workshift planning Hankyu Umeda Staff meeting Daimaru Umeda				
09:10 - 18:20 (5) 19	09:10 - 18:20 (6) 20	Day off 21	09:10 - 18:20 (7) 22	09:10 - 18:20 (9) 23	12:10 - 21:20 (9) 24	Day off 25
Product training AEON Style Meeting Daimaru Umeda			Meeting Meitetsu Ichinomiya			
Day off 26	09:10 - 18:20 (6) 27	12:10 - 21:20 (6) 28	09:10 - 18:20 (6) 29	09:10 - 18:20 (12) 30	Day off 31	09:10 - 18:20 (6) 01
		Workshift planning Daimaru Umeda	Staff meeting Daimaru Umeda			Staff training Meitetsu Ichinomiya

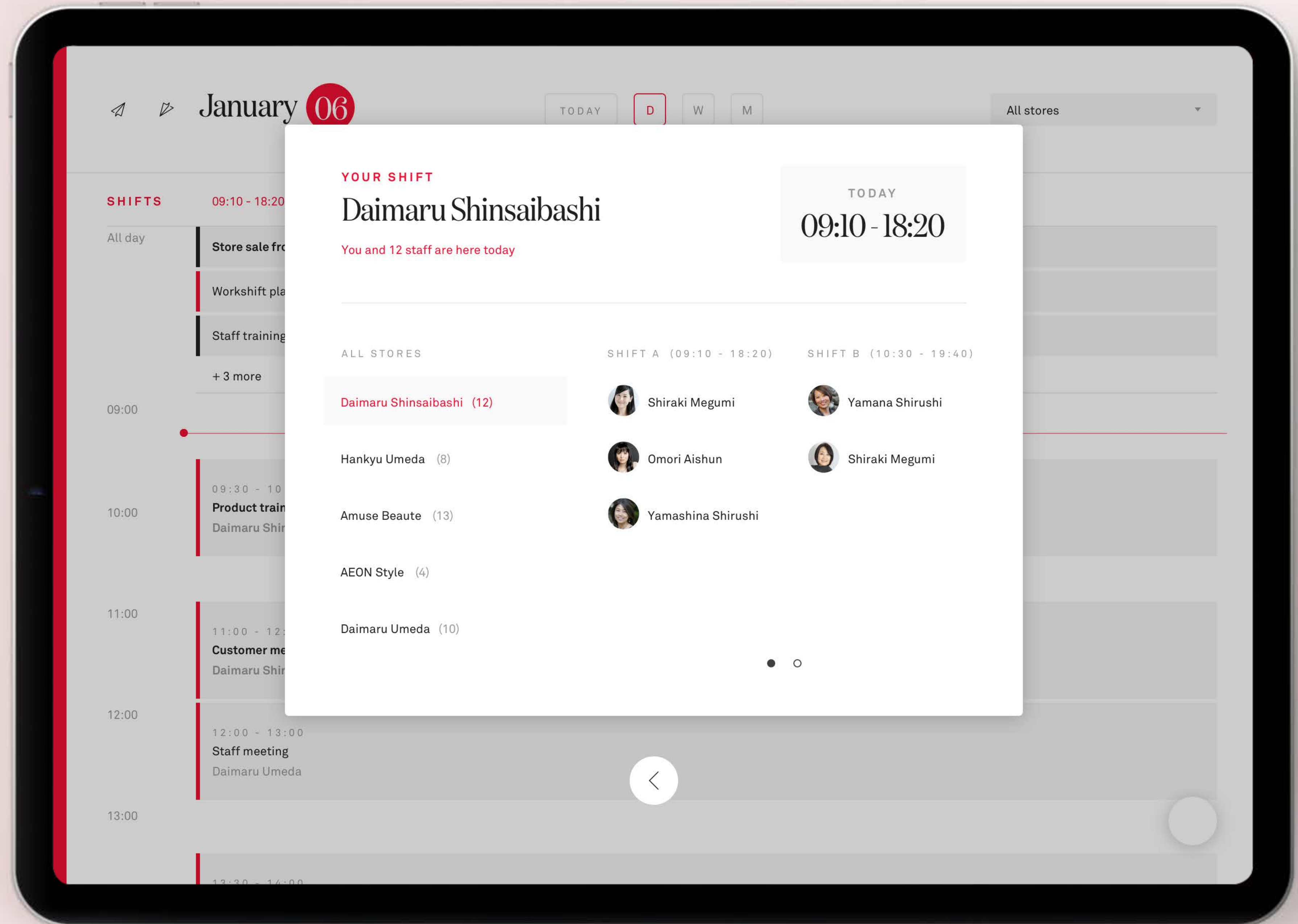


Calendar.

Sales Manager view.

Calendar.

Sales Manager view.



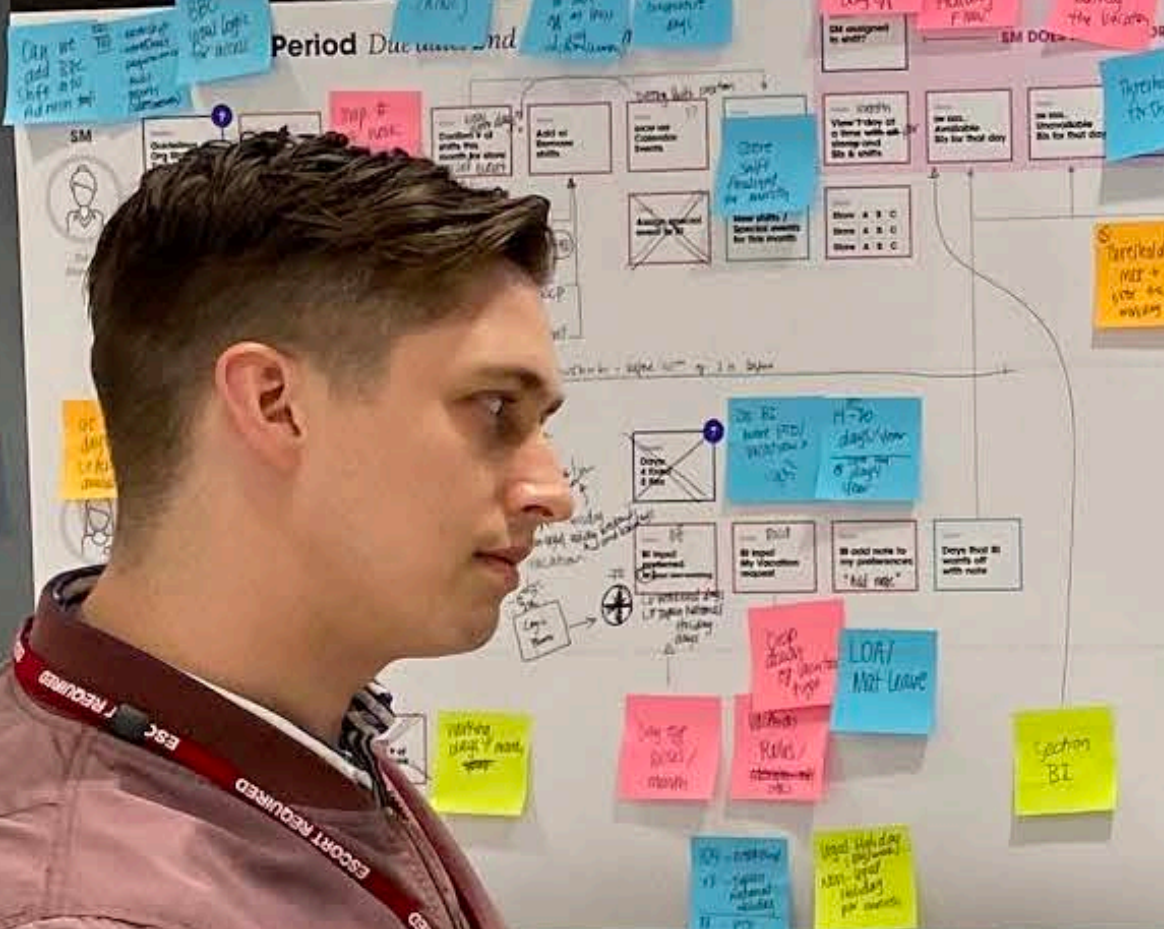
Design: **BC Admin**



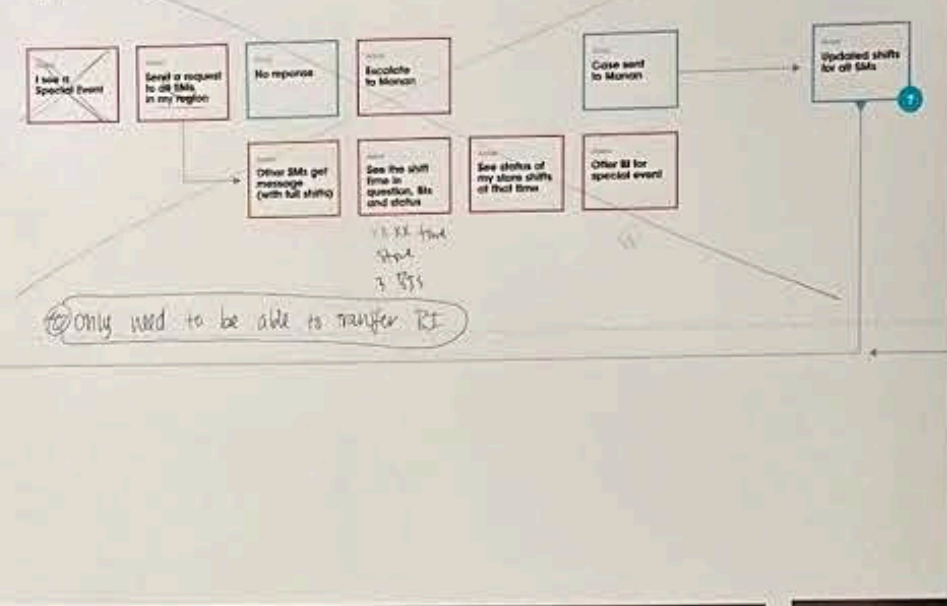
Dikshita Chandrasekaran *Senior Interaction Designer*

Workshop with Beauty Counsellor Team in Osaka

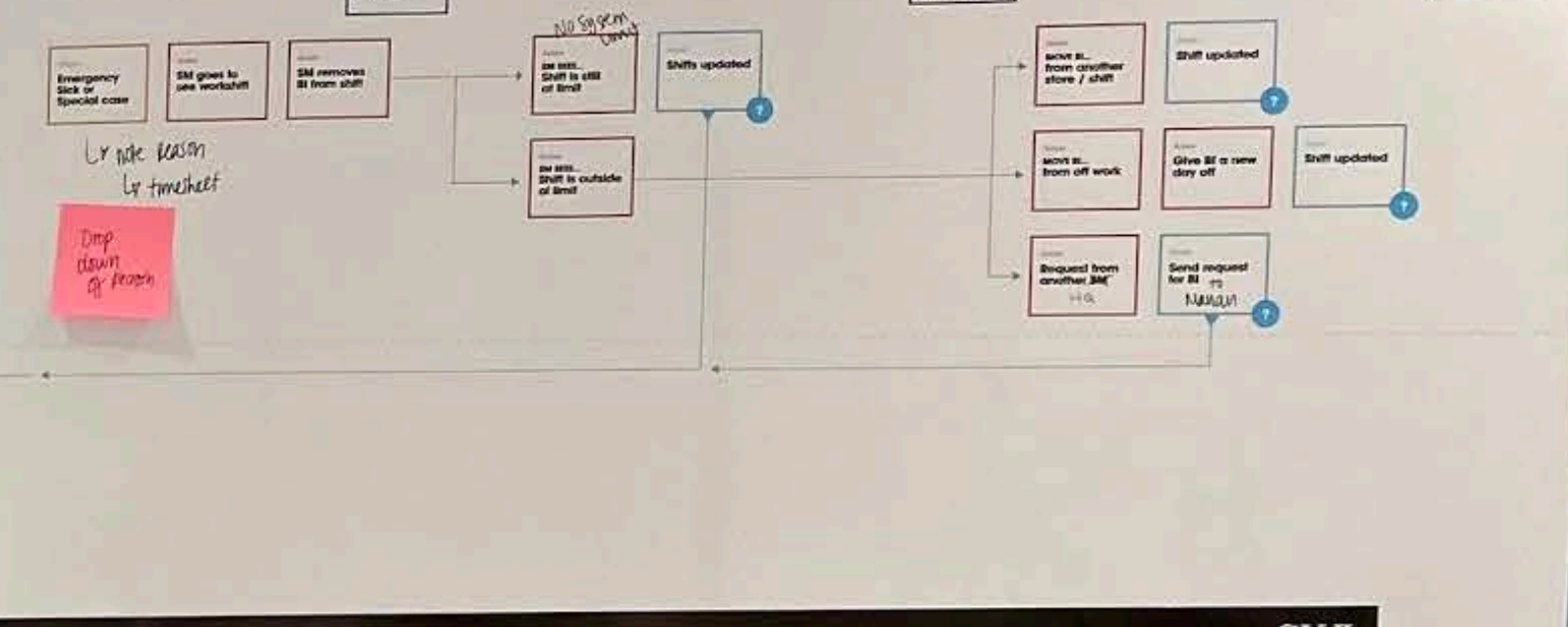
WORKSHIFTS SPA Product Workshop



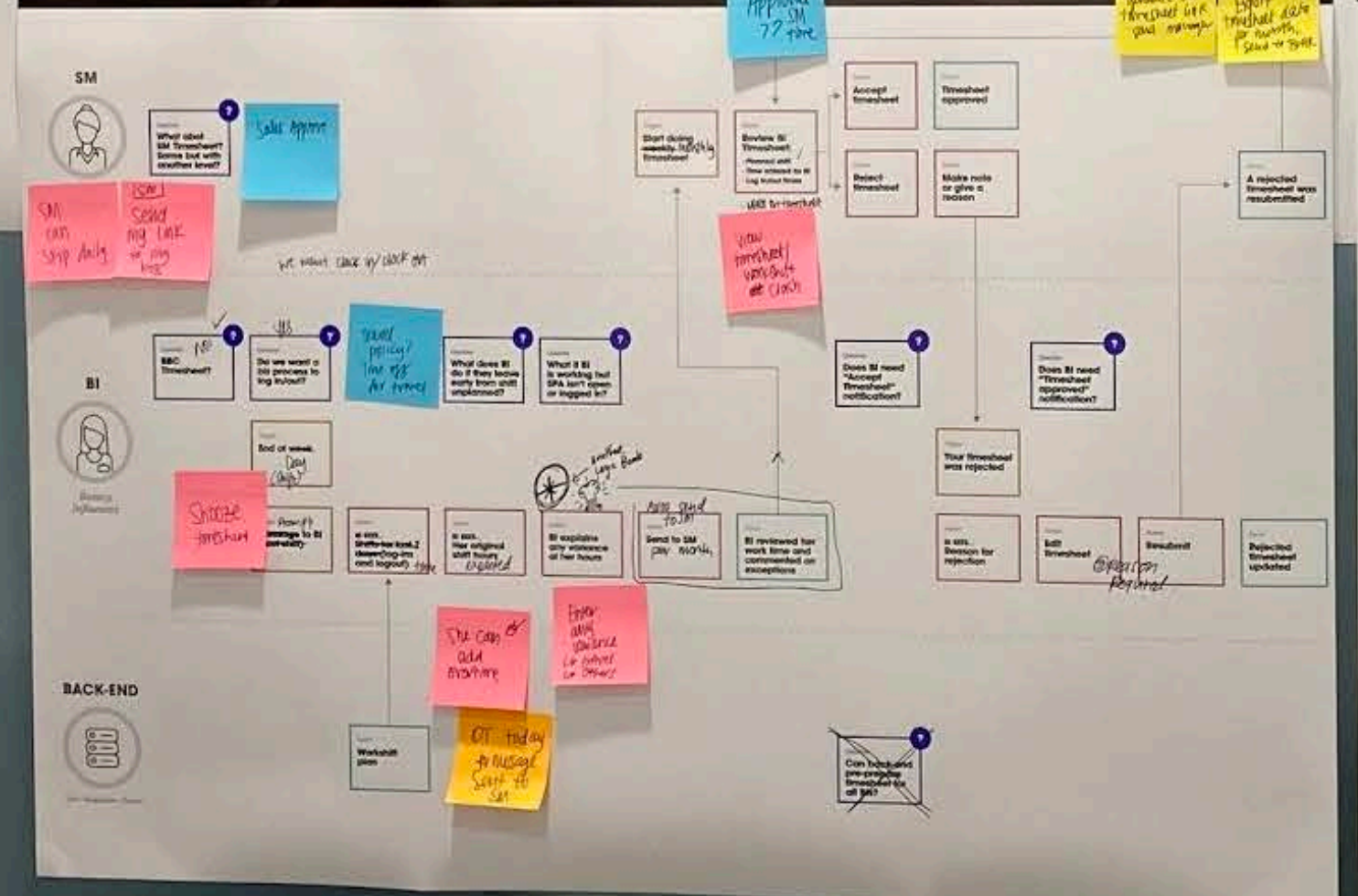
Special Events / Additional Work-day request



Edit in Month



TIMESHEETS SPA Product Workshop



PERFORMANCE SPA Product Workshop

PERFORMANCE SPA Product Workshop

How are goals set now?

How are goals communicated?

BI Allocation: 80% NU, 10% MR, 10% FEK/PES

Rule of Thumb: 10/4/2

BBC Allocation: 70% Store, 20% My sales, 10% MR

General questions...

How will goals be set in the future?

What do we want to build her goals on?

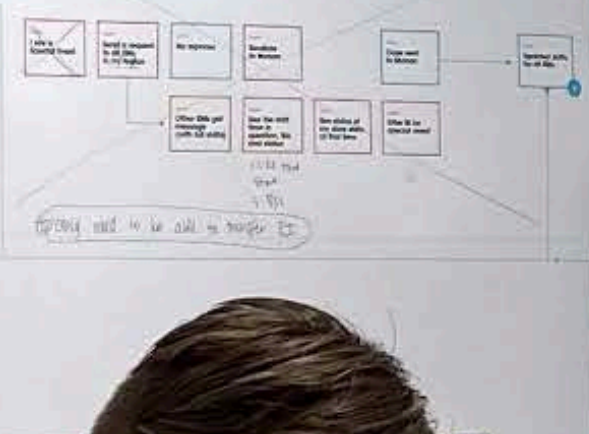
STORE SHIFT	DAILY GOALS	STORE VARIATIONS	BI VARIATIONS
# New Users	Store type	% of inbound	BI Seniority
# Magic Ring	Store performance	% of domestic transactions	BI experience
# FEK/PES Sales	Shift rating	Specific goals	Learning Library
	Store rating		Store assignment
	KCP day		Special skills



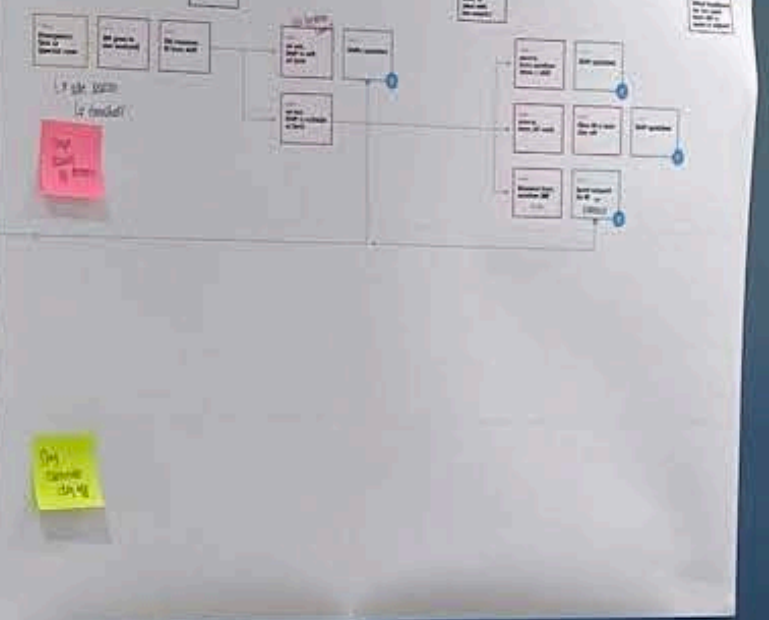
WORKSHIFTS SPA Product Workshop



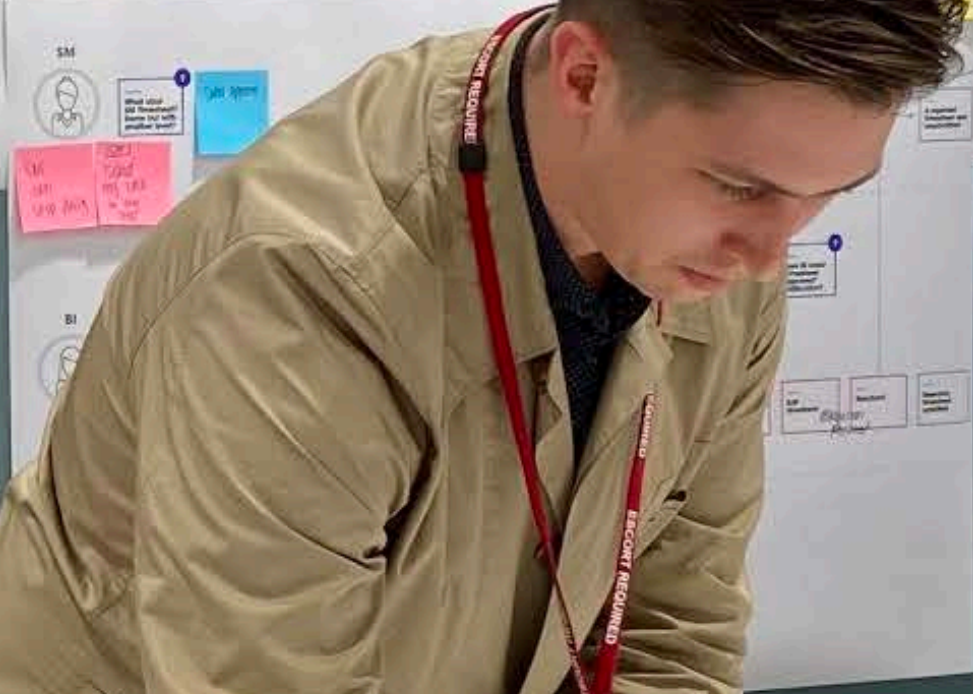
Special Events / Annual



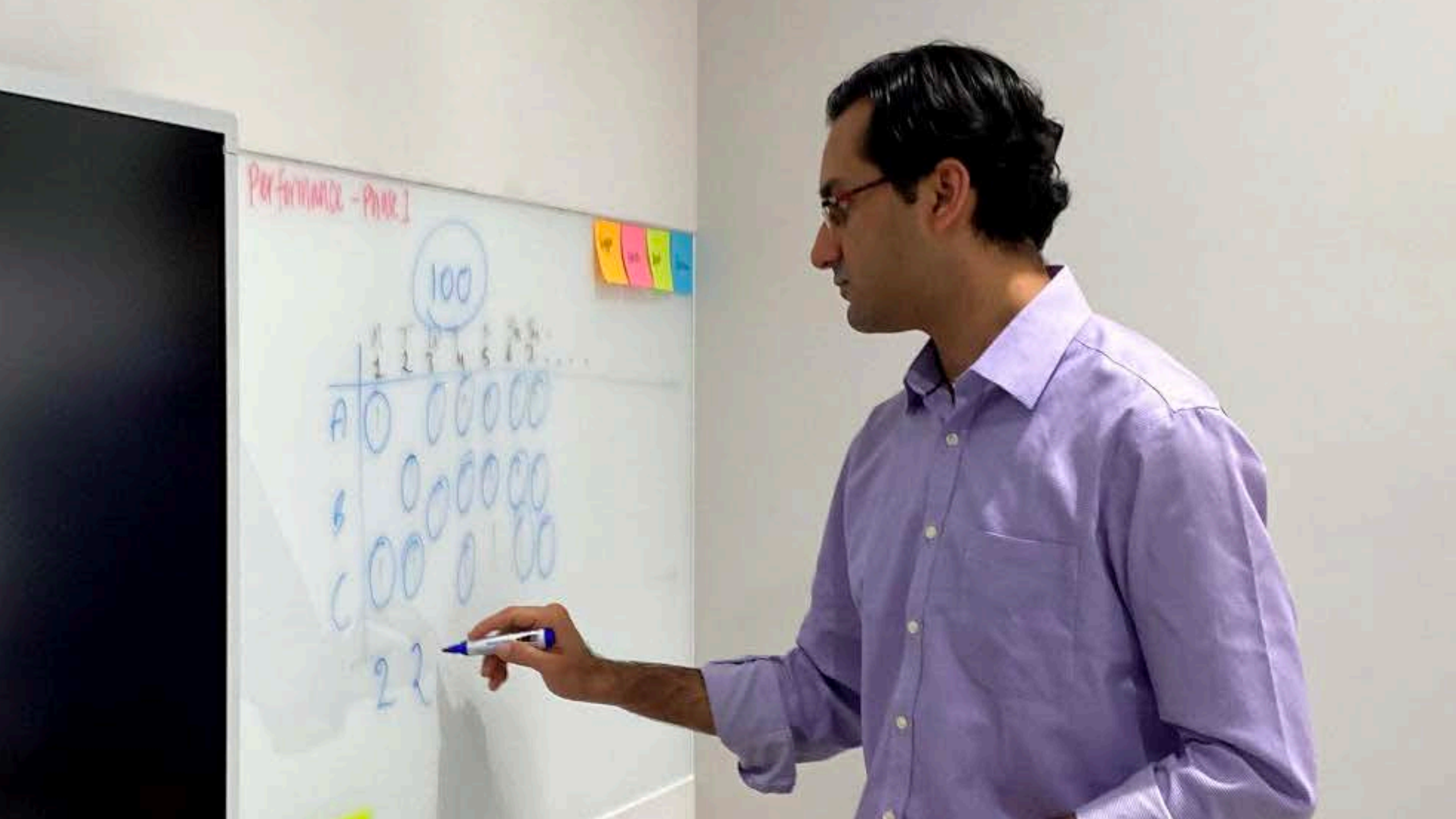
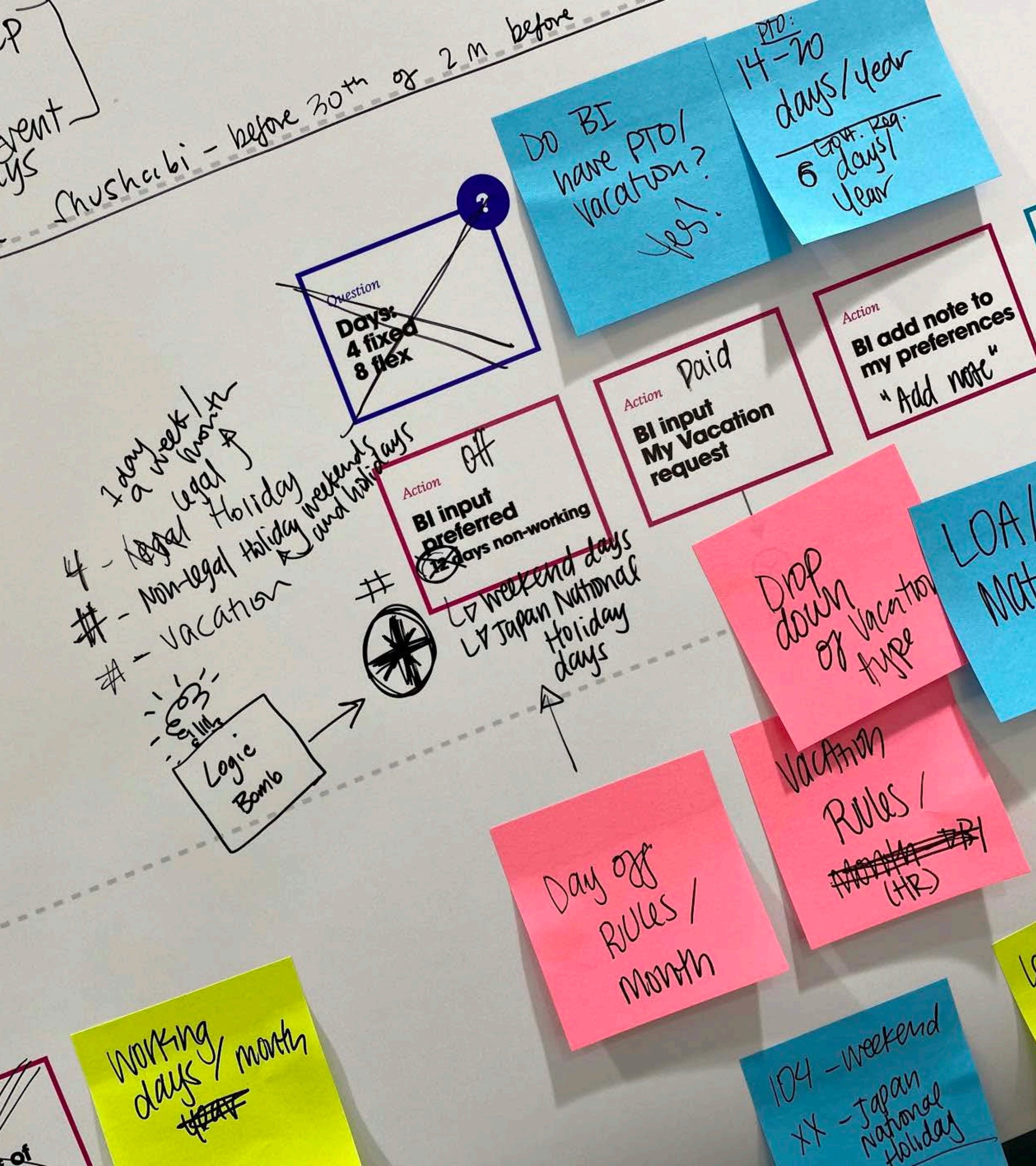
Edit in Month



TIMESHEETS SPA Product Workshop



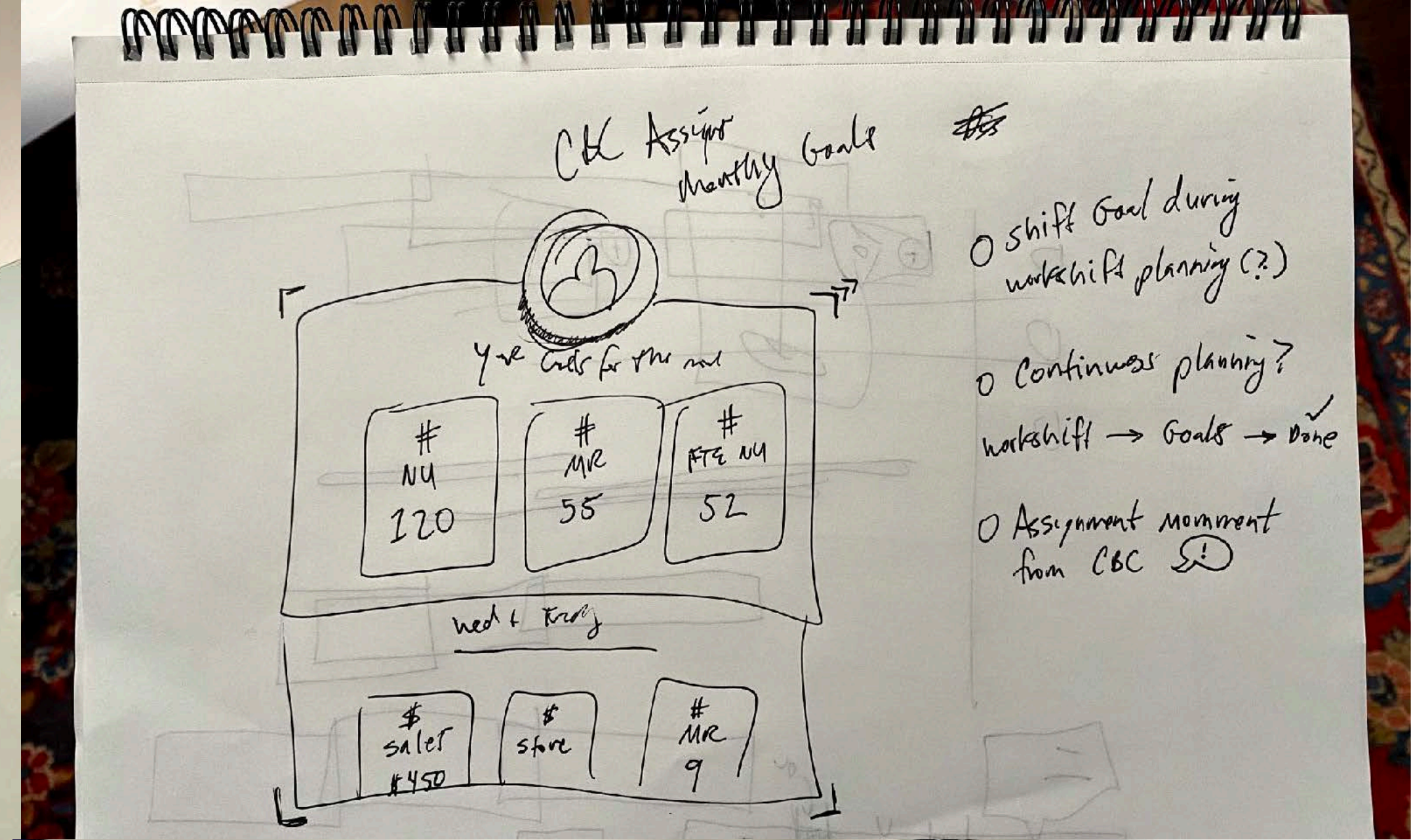
VISITOR



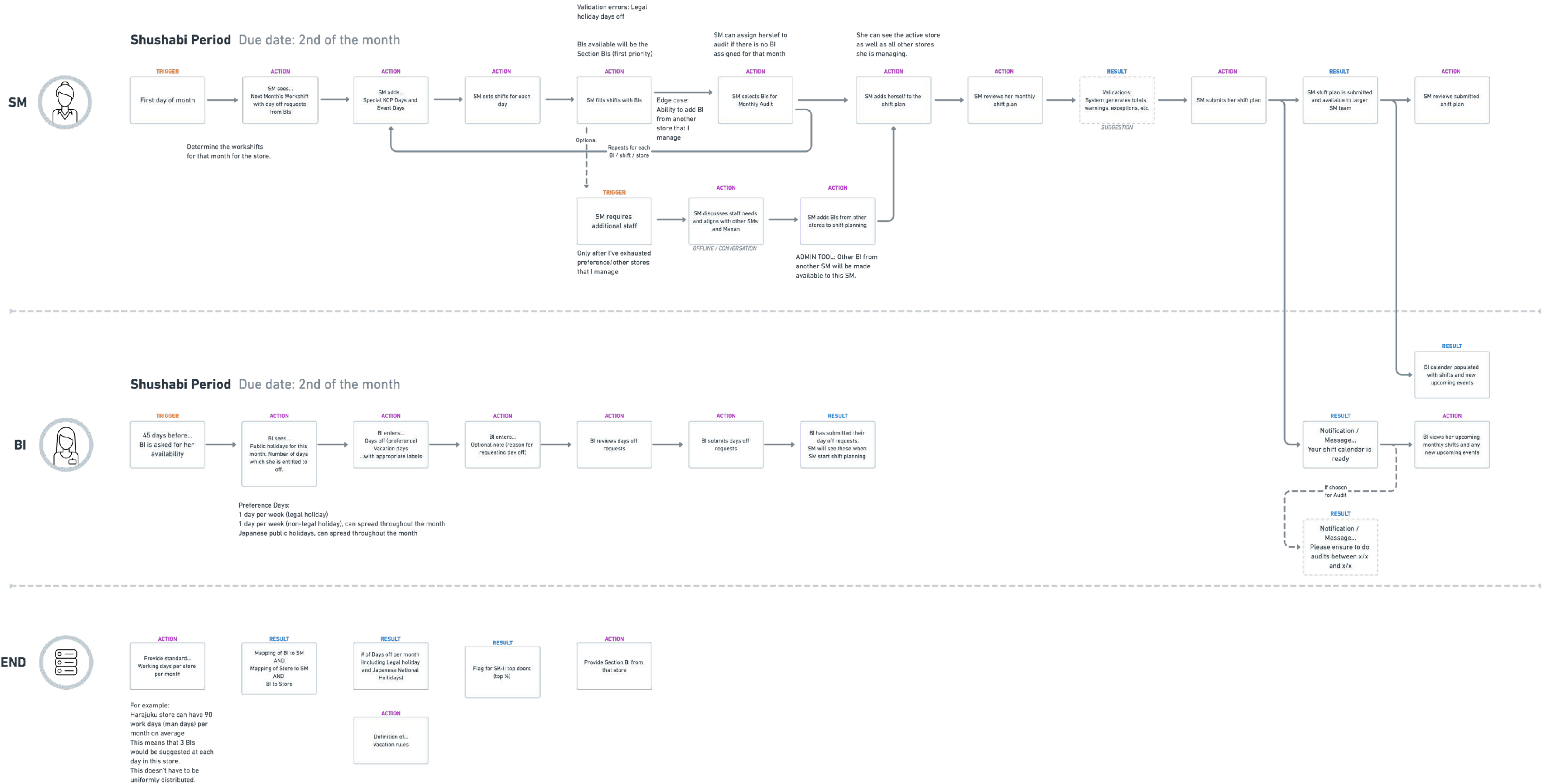
100

	M	T	W	T	F	Sa	Su	...
	1	2	3	4	5	6	7	...
A	1		1	1	1	2	2	
B		1	1	1	1	1	2	
C	1	1		1	1	2	0	

Back in SG for post-workshop analysis



Final BC Admin workflow



IxD / Visual design: BC Timesheet

Timesheet.

End of shift.

END OF SHIFT NOW

Your shift ends in 10 minutes, time to get ready to head off and out!

MUST READ

Loud Eyes: Self Expression & Freedom

READ ARTICLE

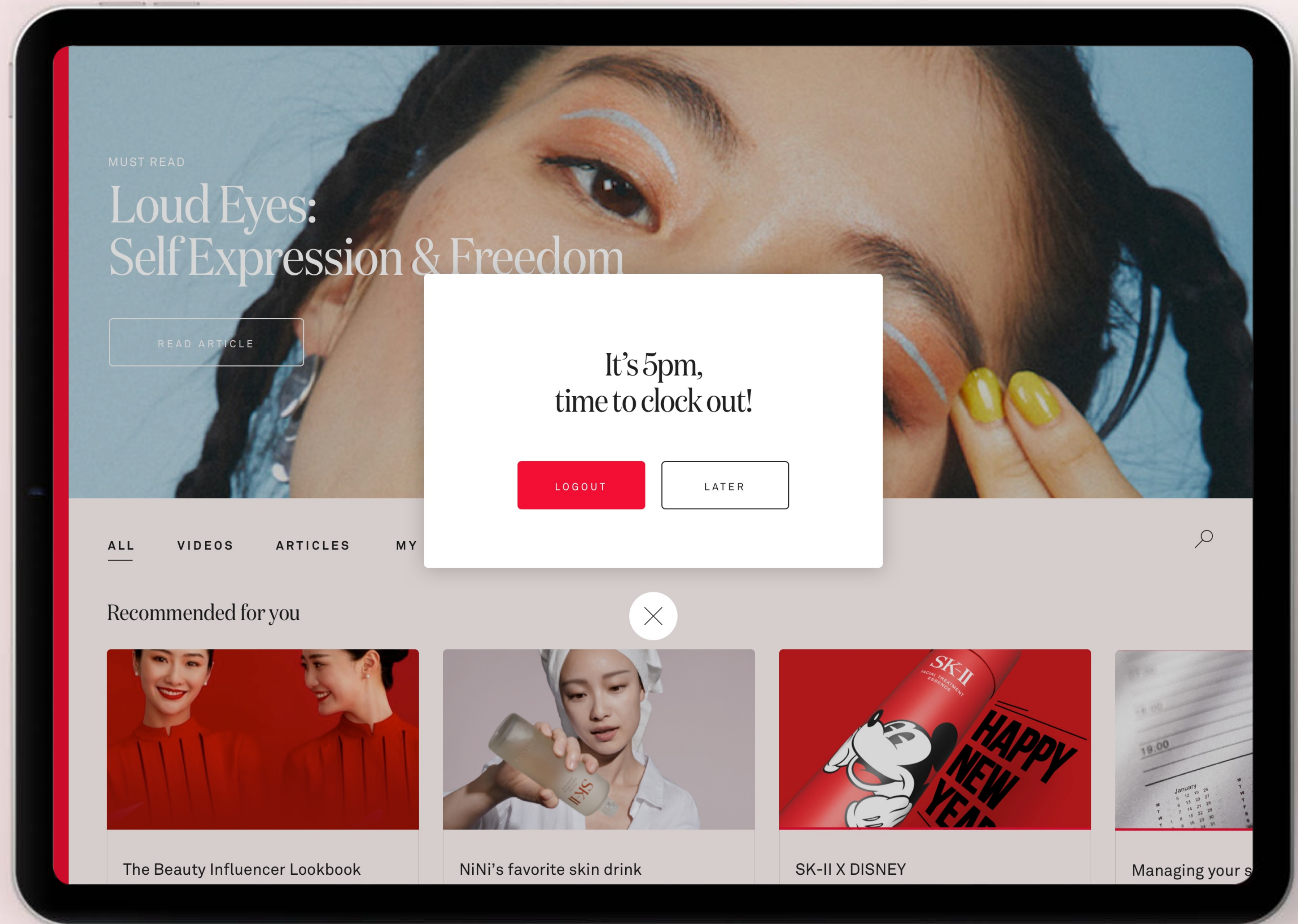
ALL VIDEOS ARTICLES MY LIST

Recommended for you

- The Beauty Influencer Lookbook
- NiNi's favorite skin drink
- SK-II X DISNEY
- Managing your s

Timesheet.

End of shift.



Timesheet.

End of shift.

To logout, please confirm today's timesheet

PLANNED WORKSHIFT : 10:00 - 17:00

10:00

to

17:00

6

38

7

39

8

40

9

41

AM

1

42

PM

0

43

1

44

2

45



SUBMIT

Timesheet.

End of shift.

To logout, please confirm today's timesheet

PLANNED WORKSHIFT : 10:00 - 17:00

10:00

to

17:00

Had to go to the doctor.



SUBMIT

Timesheet.

End of shift.



You've done great today, Haruka!
See you tomorrow.

Inbox

New from SK-II

Rin Kobayashi 1

HQ answers

Ask HQ



Yesterday at 1:02 pm

Can you make sure that we have enough FTE bottles for the next shift team?

Yesterday at 1:18 pm

I think there are more in the storage room. Let me check...

Yesterday at 1:27 pm

I'll bring the rest out and Miyashiro and I will shelve them.



Today at 2:10 pm

Hello, Mika. You're all caught up on your inventory for this week.

Today at 2:10 pm

You can leave at 6:30 today.

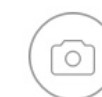


Today at 2:10 pm

Your timesheet for July 2020 has been rejected.

Please review and resubmit.

Reason for rejection: You put in 2 extra hours on Thursday, 03 July. [REVIEW TIMESHEET](#)



Type your message to Uemura here



Timesheet.

Uh oh. Timesheet rejected.



TIMESHEET REVIEW

You put in 2 extra hours on Wed, 03 July.
Please edit and re-submit it again.

Submitted by
Haruka Arakawa

Review date
dd/mm/yy

Submitted to
Rin Kobayashi

Planned hours
80

JULY 2020	MON 1	TUE 2	WED 3	THU 4	FRI 5	SAT 6
Planned	09:00 - 18:30	11:00 - 20:00	10:00 - 18:00	off day	09:10 - 18:30	14:00 - 22:00
Actual	09:00 - 18:30	11:00 - 20:10 ↑	10:05 - 18:30 ↑		09:10 - 18:30	14:00 - 22:00
Adjusted	-	-	10:05 - 20:30		-	-
Notes	-	-	Lorem ipsum dolor sit amet,consecte adipisc elit lor dolor.		-	-

Days modified

0/1

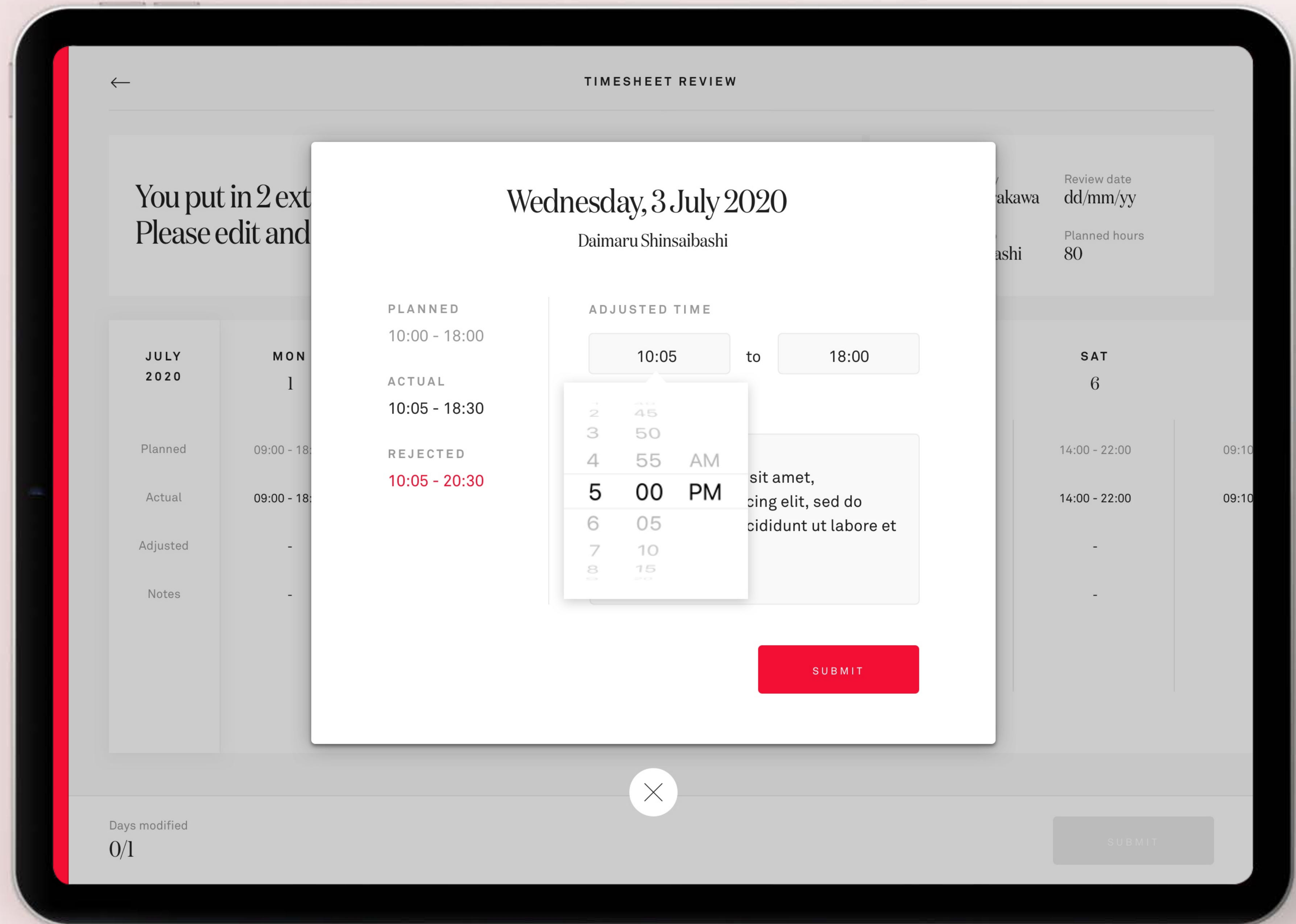
SUBMIT

Timesheet.

Fixing that timesheet.

Timesheet.

Fixing that timesheet.



IxD / Visual design: BC Workshift



PLAN YOUR OFF DAYS

< > April 2020

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02

Days selected

0

Scheduled to automatically submit on

March 22

Last auto saved

-

Workshift.

Select days off.



PLAN YOUR OFF DAYS

< > April 2020

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02

Days selected

3

Scheduled to automatically submit on

March 22

Last auto saved

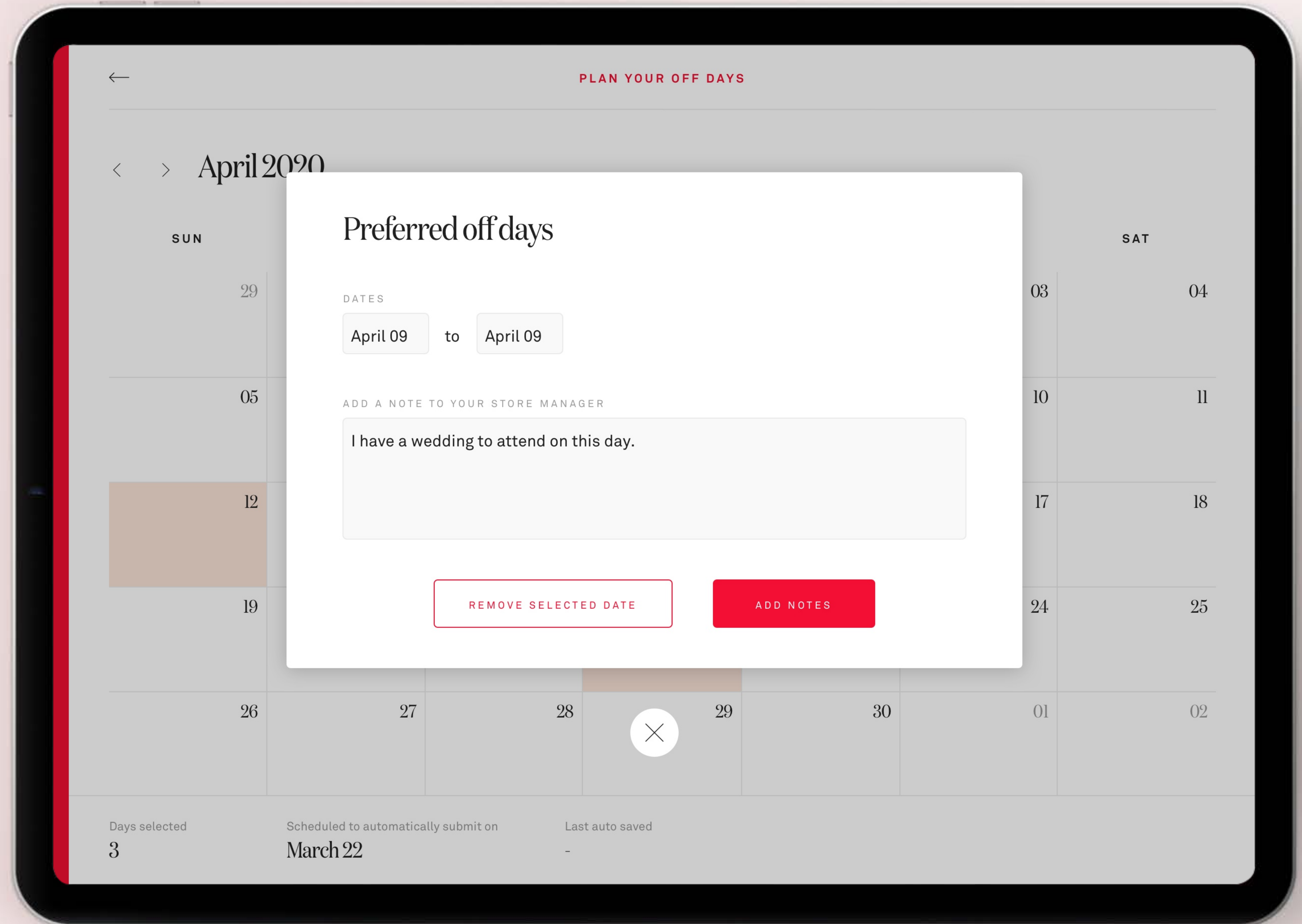
-

Workshift.

Select days off.

Workshift.

Select days off.



Workshift.

Select days off.

← PLAN YOUR OFF DAYS

< > April 2020

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01	02	03	04
05	06			09	10	11
12	13			16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02

Notes added

You have successfully added notes to your preferred off day on **April 09, 2020.**

OK

Days selected: 3

Scheduled to automatically submit on: March 22

Last auto saved: -



PLAN YOUR OFF DAYS

< > April 2020

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02

I have to attend my son's parent teacher ...

I have to attend my son's parent teacher ...

Days selected
3

Scheduled to automatically submit on
March 22

Last auto saved
-

Workshift.

Select days off.

IxD / Visual design: Store Planning

Good Morning Rin, please review the pending timesheets from the stores.

STORES TO REVIEW

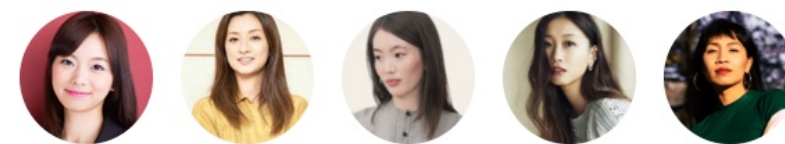
7

COMPLETED

1

STORE

Daimaru Umeda



STATUS

5 Pending

STORE

Daimaru Umeda



STATUS

1 Pending

STORE

Shinsaibashi



STATUS

6 Pending

STORE

Shinsaibashi



STATUS

2 Pending

STORE

Hankyu Umeda

STATUS

Completed

STORE

Daimaru Umeda



STATUS

3 Pending

STORE

Daimaru Umeda

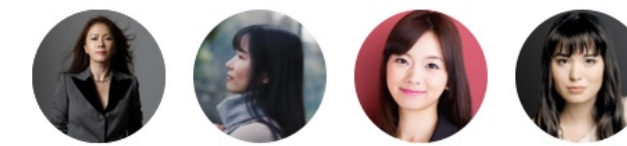


STATUS

2 Pending

STORE

Daimaru Umeda



STATUS

4 Pending

Sales Manager Workshift Planning.

All stores.



Hi Rin, April's workshift is ready for you to start.
Please complete this by dd-mm-yyyy.

Store
Daimaru Umeda

Store goal
100 new customers

Last auto saved
-

Last published
-

APRIL
2020

WED
01

THU
02

FRI
03

SAT
04

SUN
05

MON
06

TUE
07

2 events

3 events

Staff training

3 events

2 events

Rin K.
0 hours
0 days

+

+

+

+

+

+

+

Arakawa S.
0 hours
0 days

+

+

Off day

+

+

+

Off day

Kiko L.
0 hours
0 days

+

+



Off day



Off day



Off day

+

+

Rui S.
0 hours



Off day

+

+

+

+



Off day

+

Total BI shifts
00/80

Inventory audit
-

Completion
0%

PUBLISH

Sales Manager Workshift Planning.

Manager sees
requested days off.

Sales Manager Workshift Planning.

Manager can scroll to
see all employees.

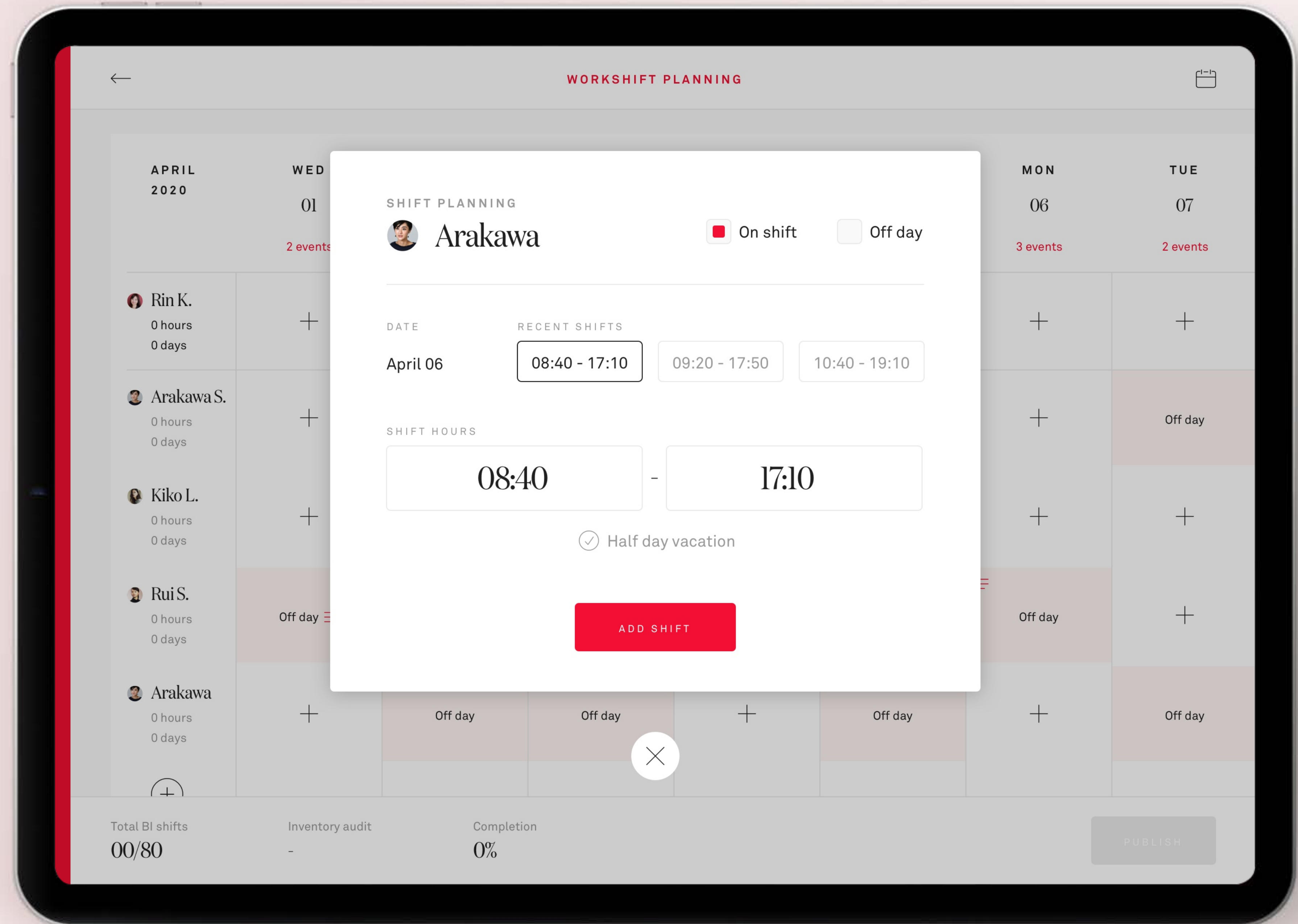
The screenshot displays a mobile application interface for 'WORKSHIFT PLANNING' for the month of April 2020. The interface is designed as a grid where rows represent employees and columns represent days of the week. Each cell in the grid contains a plus sign (+) to indicate a shift or is shaded light orange to indicate an 'Off day'. The employees listed are Rin K., Arakawa S., Kiko L., Rui S., and Arakawa. At the bottom of the screen, there are summary statistics: 'Total BI shifts 00/80', 'Inventory audit -', and 'Completion 0%'. A 'PUBLISH' button is located in the bottom right corner.

APRIL 2020	WED	THU	FRI	SAT	SUN	MON	TUE	WED
	01	02	03	04	05	06	07	08
	1 events	3 events			Staff training	3 events	2 events	2 events
Rin K. 0 hours 0 days	+	+	+	+	+	+	+	+
Arakawa S. 0 hours 0 days	+	+	Off day	+	+	+	Off day	+
Kiko L. 0 hours 0 days	+	+	Off day	Off day	Off day	+	+	Off day
Rui S. 0 hours 0 days	Off day	+	+	+	+	Off day	+	+
Arakawa 0 hours 0 days	+	Off day	Off day	+	Off day	+	Off day	Off day

Total BI shifts 00/80 Inventory audit - Completion 0% PUBLISH

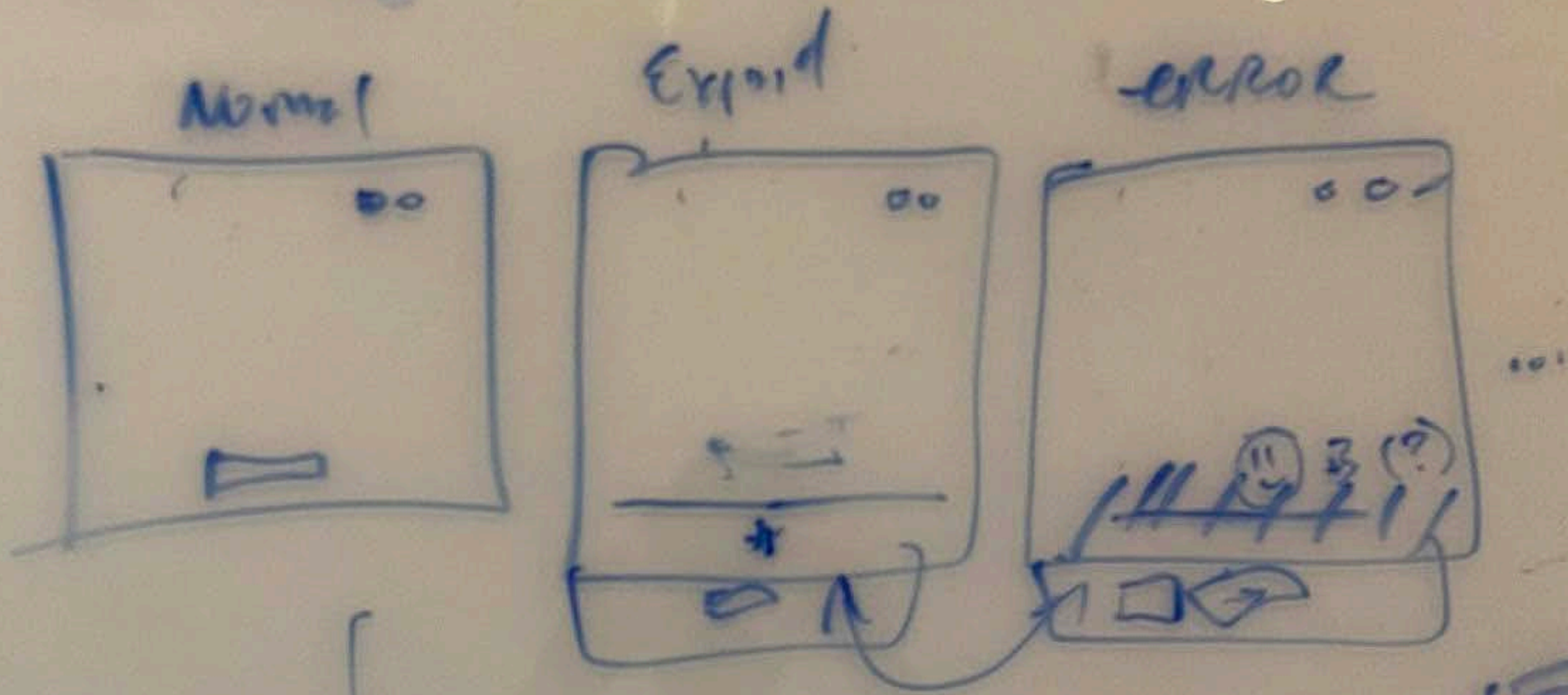
Sales Manager Workshift Planning.

UI designed for speed
and recall.

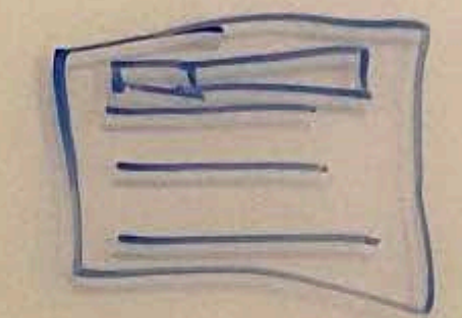
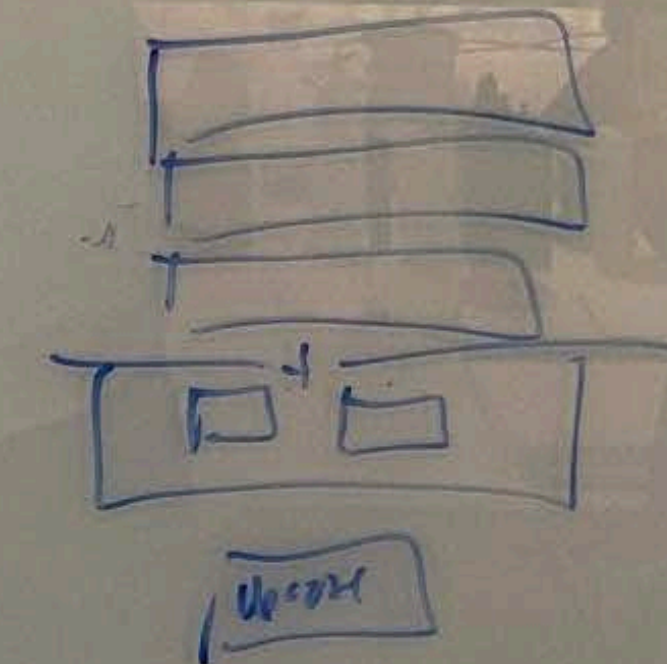
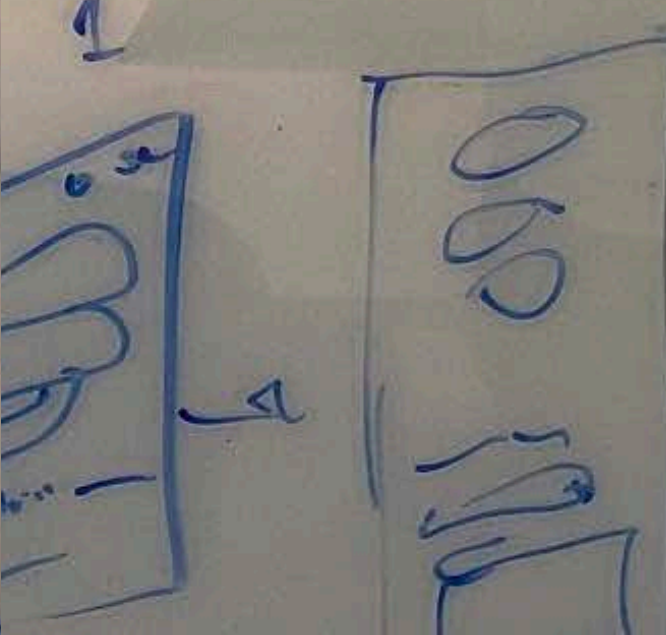
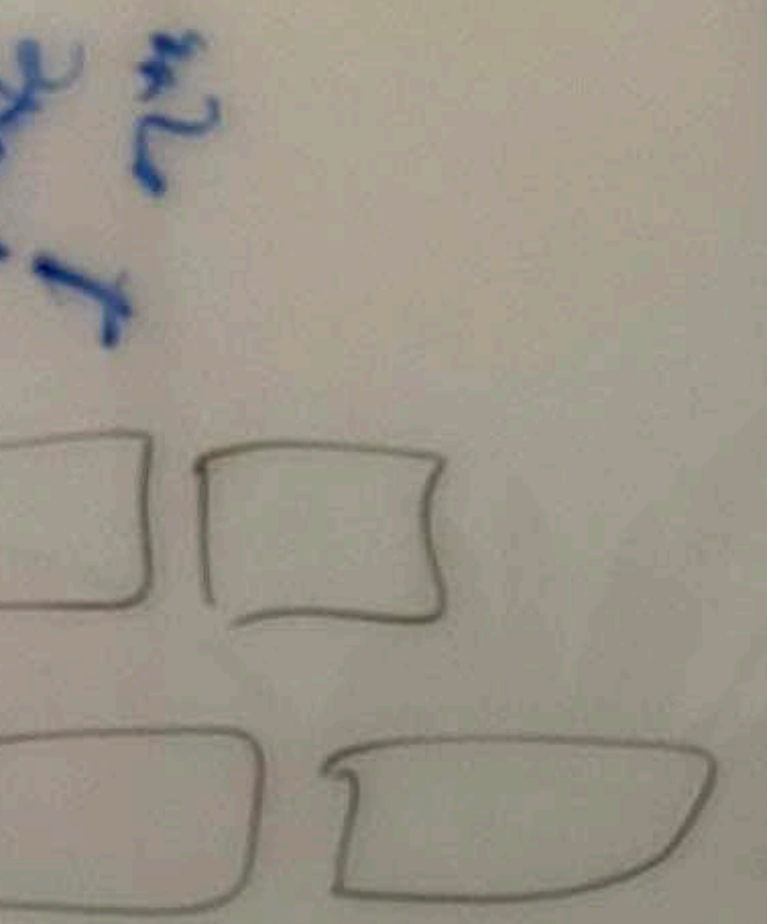
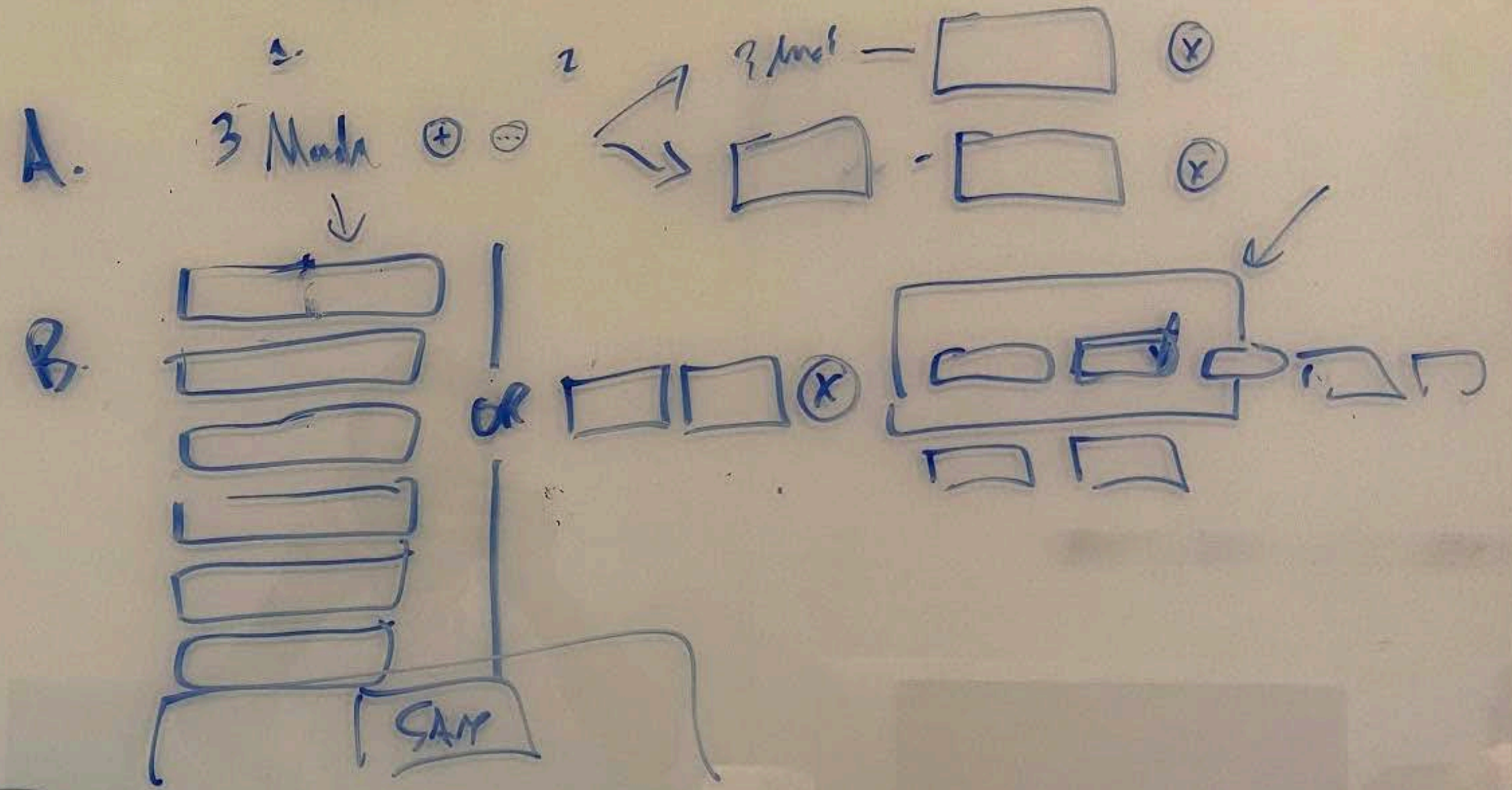


Rapid sketching to define pop-up states

I. Container



II. Internal UI



Sales Manager Workshift Planning.

Issue avoidance.

The screenshot displays a mobile application interface for workshift planning. The background shows a calendar grid for April 2020, with columns for Wednesday (01), Monday (06), and Tuesday (07). A list of staff members is visible on the left, including Rin K., Arakawa S., Kiko L., Rui S., and Arakawa. A modal window titled "SHIFT PLANNING" is open for Arakawa S. on April 06. The modal includes a warning: "You have assigned Arakawa 5 days of shifts consecutively." Below this, it shows "RECENT SHIFTS" for April 06: 08:40 - 17:10, 09:20 - 17:50, and 10:40 - 19:10. The "SHIFT HOURS" section shows a form with "08:40" and "17:10" entered. A checked checkbox indicates "Half day vacation". A red "ADD SHIFT" button is at the bottom of the modal. At the bottom of the app, there are summary statistics: "Total BI shifts 00/80", "Inventory audit -", and "Completion 0%". A "PUBLISH" button is located in the bottom right corner.

Sales Manager Workshift Planning.

Assigning inventory.

← WORKSHIFT PLANNING APRIL 2020 📅

APRIL 2020	WED 01	THU 02	FRI 03	SAT 04	SUN 05	MON 06	TUE 07
	2 events	3 events			Staff training	3 events	2 events
Rin K. 0 hours 0 days	+	Daimaru Umeda 08:40 - 17:20	+	Off day	+	Hankyu Umeda 09:40 - 18:10	+
Arakawa S. 0 hours 0 days	✔ Assign Inventory Audit		Off day	08:40 - 17:20	11:30 - 21:00	10:20 - 19:10	Off day
Kiko L. 0 hours 0 days	10:20 - 19:10	11:30 - 21:00	☰ Off day	☰ Off day	☰ Off day	08:40 - 17:20	+
Rui S. 0 hours 0 days	☰ Off day	08:40 - 17:20	+	08:40 - 17:20	Off day	☰ Off day	+
Arakawa 0 hours 0 days	Off day	Off day	08:40 - 17:20	11:30 - 21:00	Off day	+	Off day
+							

Total BI shifts 00/80 Inventory audit Arakawa S. Completion 70% PUBLISH

**Sales Manager
Workshift Planning.**

Publishing.

← WORKSHIFT PLANNING APRIL 2020

Hi Rin, April's workshift is ready for you to start.
Please complete this by dd-mm-yyyy.

Store Daimaru Umeda Store goal 100 new customers
Last auto saved - Last published -

APRIL 2020	WED 01	THU 02	FRI 03	SUN 05	MON 06	TUE 07	
	2 events	3 events		staff training	3 events	2 events	
Rin K. 168 hours 21 days	Off day	Daimaru Umeda 08:40 - 17:20		House Beaute 08:20 - 19:10	Off day	Daimaru Umeda 08:40 - 17:20	
Arakawa S. 168 hours 21 days	08:40 - 17:20	09:20 - 17:50	Off day	11:30 - 21:00	08:40 - 17:20	10:20 - 19:10	Off day
Kiko L. 168 hours 21 days	10:20 - 19:10	10:20 - 19:10	Off day	Off day	Off day	08:40 - 17:20	08:40 - 17:20
Rui S. 168 hours 21 days	Off day	09:20 - 17:50	09:20 - 17:50	08:40 - 17:20	Off day	Off day	11:30 - 21:00

Total BI shifts 80/80 Inventory audit Arakawa S. Completion 100%

PUBLISH

Publishing...

**Sales Manager
Workshift Planning.**

Published!

The screenshot shows a mobile application interface for 'WORKSHIFT PLANNING' for April 2020. At the top, there is a navigation bar with a back arrow, the title 'WORKSHIFT PLANNING', and the date 'APRIL 2020' with a calendar icon. Below the navigation bar, a message reads: 'Hi Rin, April's workshift is ready for you to start. Please complete this by dd-mm-yyyy.' To the right of this message, there is a summary box with the following information: Store: Daimaru Umeda, Store goal: 100 new customers, Last auto saved: -, Last published: -. Below the message, a calendar grid is visible for the month of April 2020, showing days from Sunday (05) to Tuesday (07). A central white dialog box is overlaid on the calendar, titled 'Workshifts published'. The dialog contains the text: 'Your workshift planning for March 2020 have been published in SPA successfully. Would you like to edit store goals setting?'. There are two buttons in the dialog: 'NO' (white with red border) and 'YES' (solid red). At the bottom of the calendar, there is a summary bar with the following information: Total BI shifts: 80/80, Inventory audit: Arakawa S., Completion: 100%. A red 'PUBLISH' button is located at the bottom right of the screen.

Design: **Counselling**



Masturah Maidin *Senior Interaction Designer*



Masturah Maidin *Senior Interaction Designer*

"I couldn't have asked for a better mentor and supervisor who always had my best interests in mind. Brandon leads by paving the way and giving you the tools you need to make the best decisions. He's always looking at the bigger picture and thinking about how to make things better."

Investigating the full product line-up



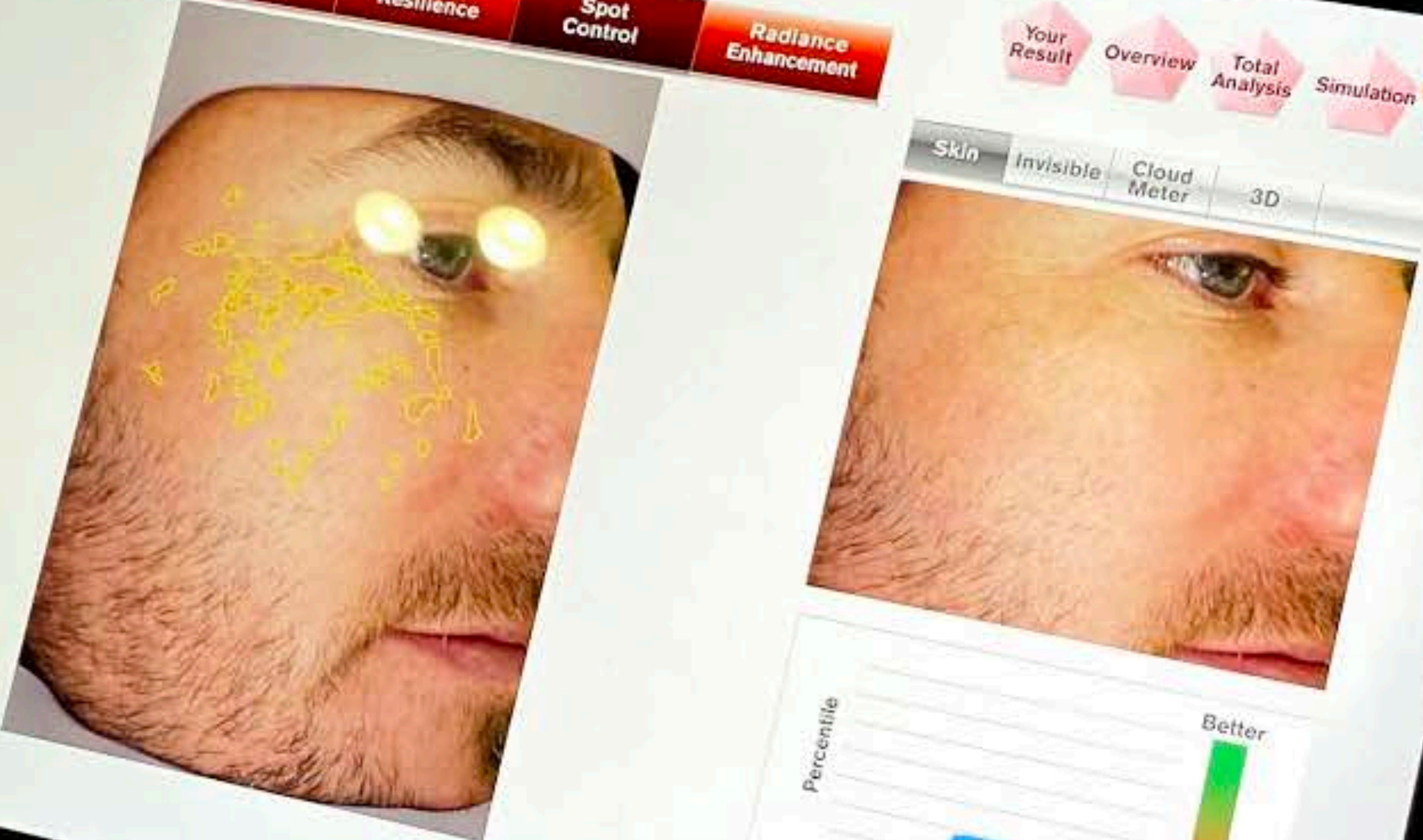
Magic Ring demo

Spot Control

Refined Texture | Firmness Power | Wrinkle Resilience | **Spot Control** | Radiance Enhancement

Your Result | Overview | Total Analysis | Simulation | **TOP**

Skin | Invisible | Cloud Meter | 3D



Percentile

Current

Better

Worse

The interface displays a skin analysis tool. It features a navigation bar with five categories: Refined Texture, Firmness Power, Wrinkle Resilience, Spot Control (highlighted), and Radiance Enhancement. A secondary navigation bar includes 'Your Result', 'Overview', 'Total Analysis', 'Simulation', and a 'TOP' button. Below these are tabs for 'Skin', 'Invisible', 'Cloud Meter', and '3D'. The main display area shows two side-by-side images of a man's face. The left image has yellow spots on the forehead and nose, and two glowing yellow circles on the eyes. The right image shows the same man's face without the spots. Below the images is a 'Percentile' scale with a 'Current' bar (a blue cylinder) and a color gradient from red (Worse) to green (Better).

COUNSELLING

Workshop with R&D Team in Kobe

Counselling session demo





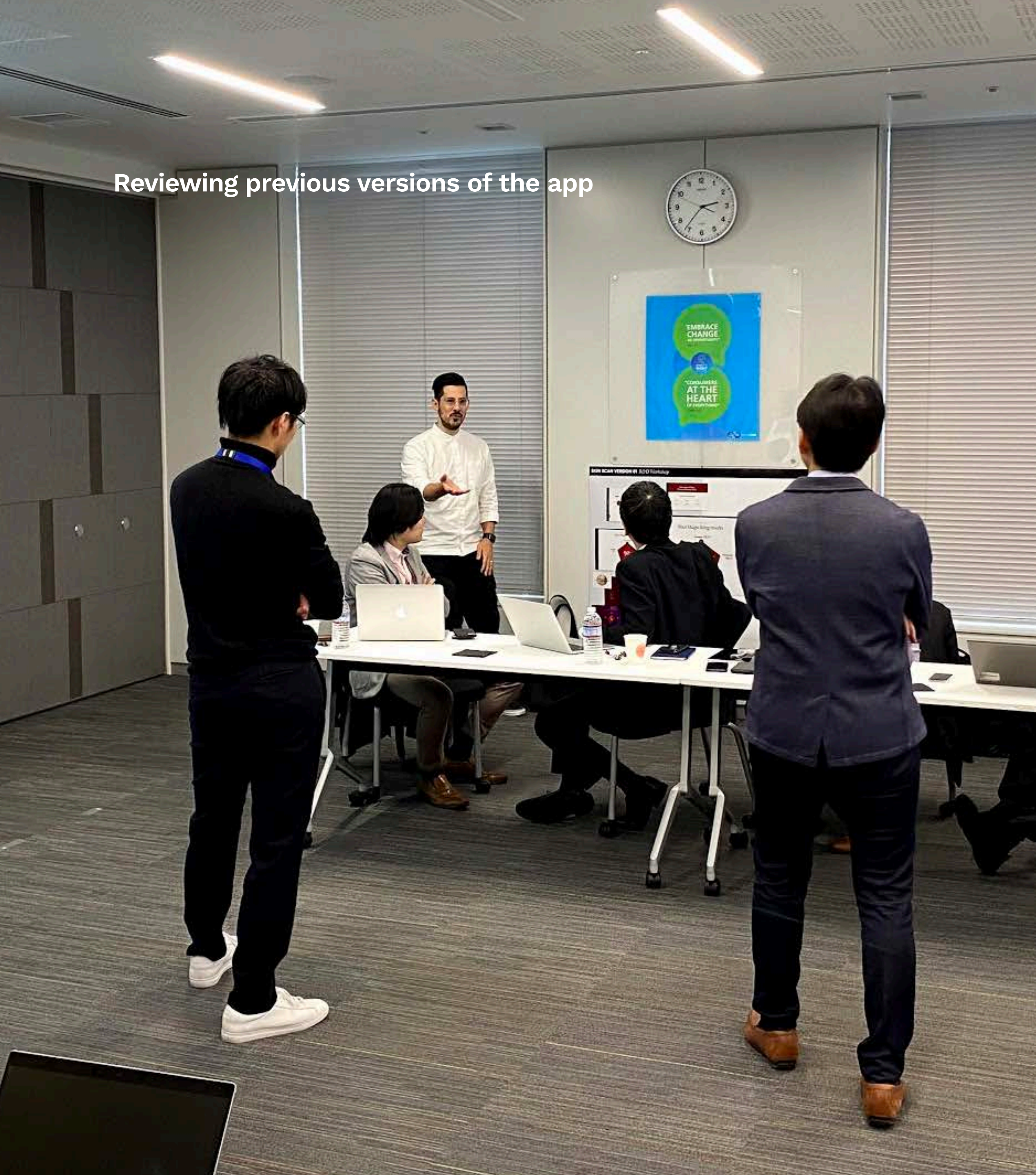
Service enactment

Leading the R&D team through a typical interaction sequence using the current Magic Scan product.

This slide includes video content



Reviewing previous versions of the app

A collage of app interface screens and sticky notes. The screens show various stages of a skin analysis app, including input forms, skin zone maps, and product recommendations. Sticky notes are placed around the screens, providing additional context or feedback.

HYPER-PERSONALIZE
CONSIDERING
FLOW @
BEGINNING

HYPER-
PERSONALIZE
THE
ZONES

GAMIFY
RESULTS
Ⓢ

PERSONAL
HAIRU

Matching your skin with
250,000 women in Japan
who use SK-II

27

Beautiful Zone

Dry Skin/
Texture

27

Facial Treatment
Essence

29

Result
Skin Age
26

SK-II

SKIN CONCERN

Dry Skin/
Texture

28

27

Average Zone

Vulnerable Zone

Beautiful Zone

SHOPPER INPUTS

Birth month & year
↓
Skin concerns
↓
Photo

Usability Testing with Beauty Counsellor Trainers in Kobe



Usability testing

- SK-II initially worried about sharing the new app due to fear of BC rejection.
- Comprehensive plan and informal one-on-one sessions helped client get over their concerns.
- Overall warm and positive feedback with additional insights to steer ongoing and future sprints.



SPA USABILITY TESTING Inventory

Held at P&G Tokyo, Kyobashi. 20 February 2020.

Summary

- Overall a very warm response to the Inventory Epic from the BC and other participating stakeholders with some actionable feedback.
- BC was also able to add real-world insights, uncovering some previously unknown issues with the wider project. 4G coverage in basements. Pop sockets. More.

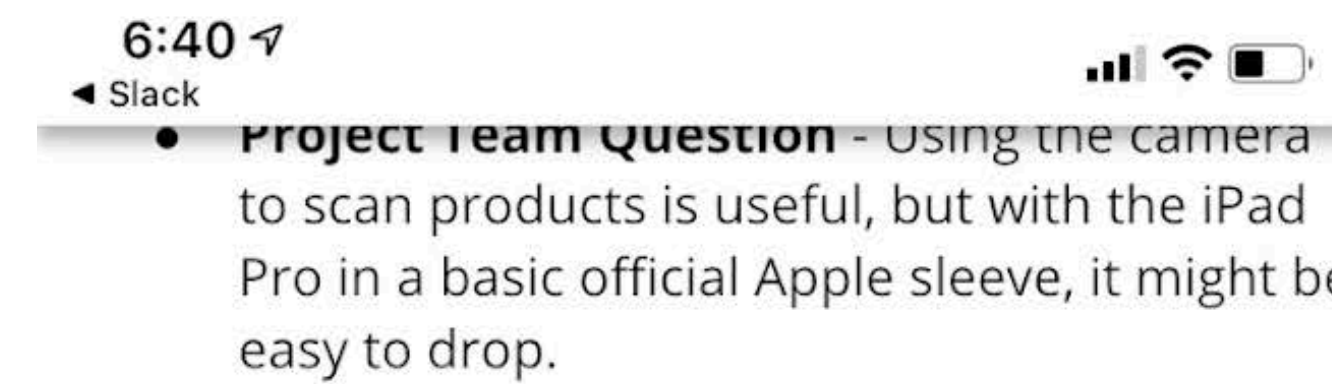
Participants

- **Honami Watanabe** (SK-II HQ BC, Capability Training Team)
- Marc Tayah (SK-II)
- Suda (SK-II R&D)
- Kosaga Masaru (SK-II R&D)
- Tim McGregor (Huge)

Methodology

- The Inventory screens were held on Sketch for reference and control, while the screens were shared with the BC using an iPad Pro and Sketch Mirror.
- We covered some of the key flows of Inventory, but not all due to time constraints. Due to the volume, Inventory will need a number of sessions to cover completely

Results



- Kosaga-san: might be good to use a case with a 'pop socket' or something for better balance.
- Watanabe-san: would also be useful when doing the Magic Invite. Otherwise the BI has to use both hands to hold the device.
- Marc: looking into it.

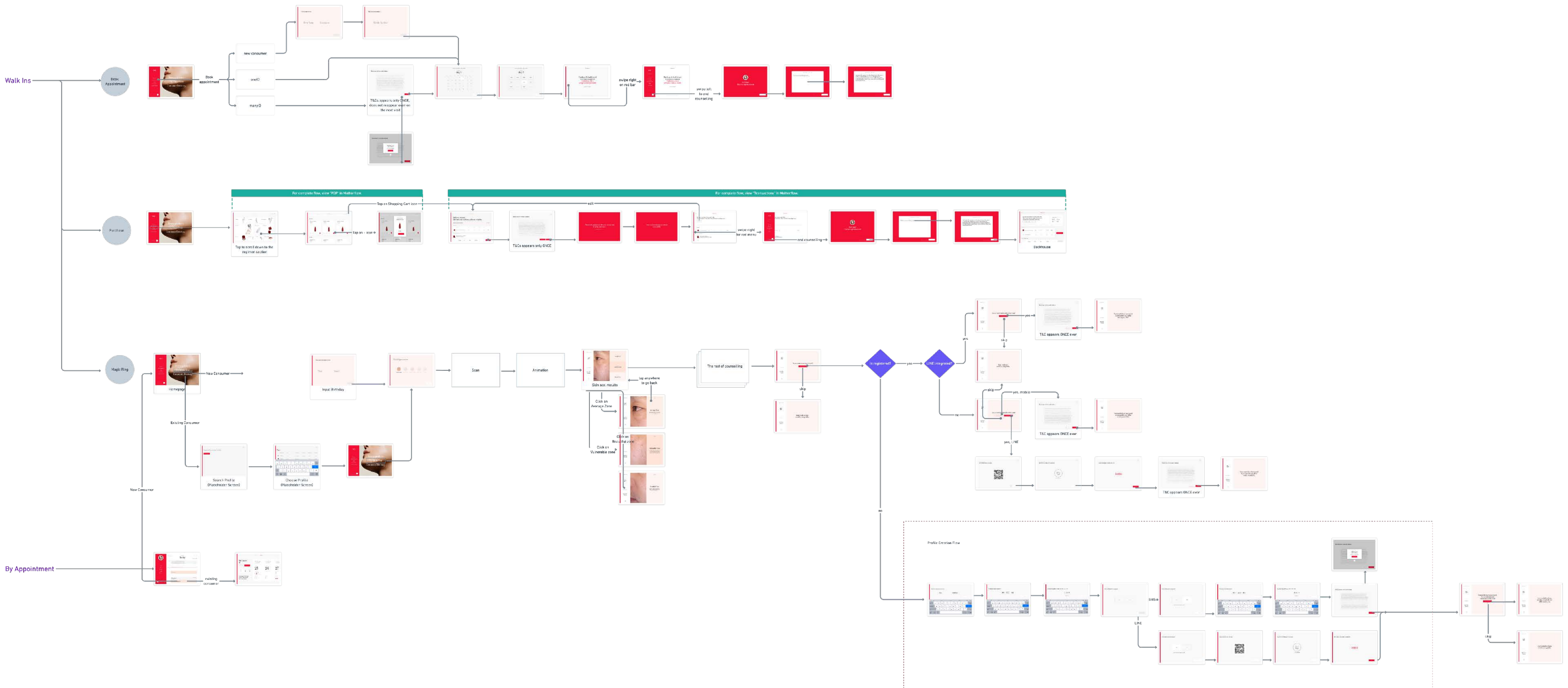
Monthly Audit - Discrepancy/No Discrepancy

- Clear. Easy to follow.
- Useful to be able to add photos for broken items.
- Confirmation screens clear. SDC often takes time to complete such tasks and it's sometimes unclear if it an audit submission has been successfully transmitted.



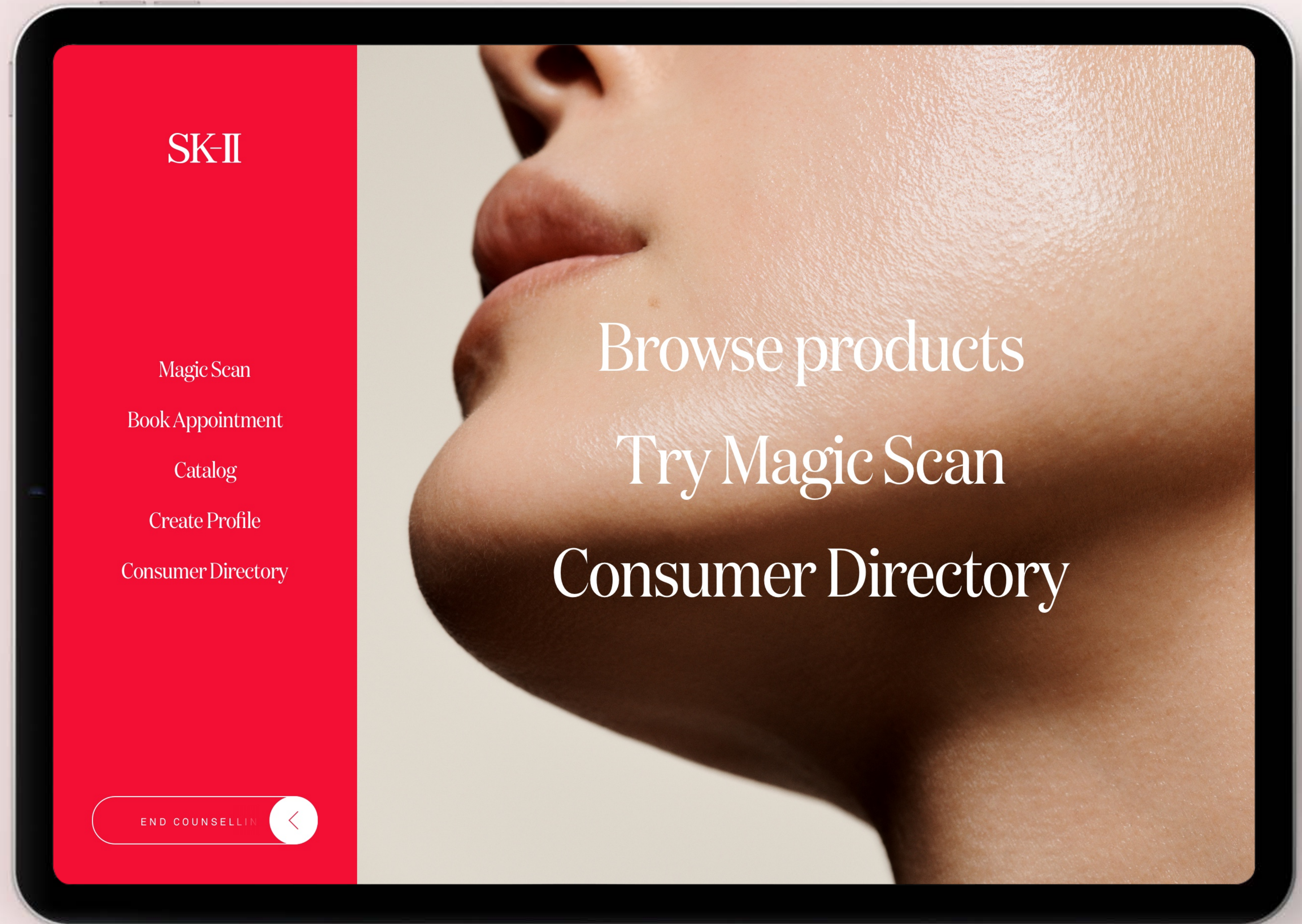
Photo: Suda

Final Magic Ring Device Flow



Counselling.

Counselling mode.



SK-II

Magic Scan

Book Appointment

Catalog

Create Profile

Consumer Directory

END COUNSELLING



Browse products

Try Magic Scan

Consumer Directory

Counselling.

Current user.

PROFILE **SUMMARY**

ID 30490230 MEMBER SINCE 3 MARCH 2020

Mai Asatora

31

BIND LINE CREATE ONEID

VISITS 4	PRODUCTS 11	SAMPLES 12
-------------	----------------	---------------

NEXT APPOINTMENT


14 February 2020, 5pm
Daimaru Shinsaibashi
with Asuka Kondo

2 months ago
9 July 2020

SKIN AGE

25

PURCHASES

 +2

4 months ago
7 May 2020


SKIN AGE

26

PURCHASES

-

SAMPLES




5 months ago
1 April 2020


SKIN AGE

27

PURCHASES

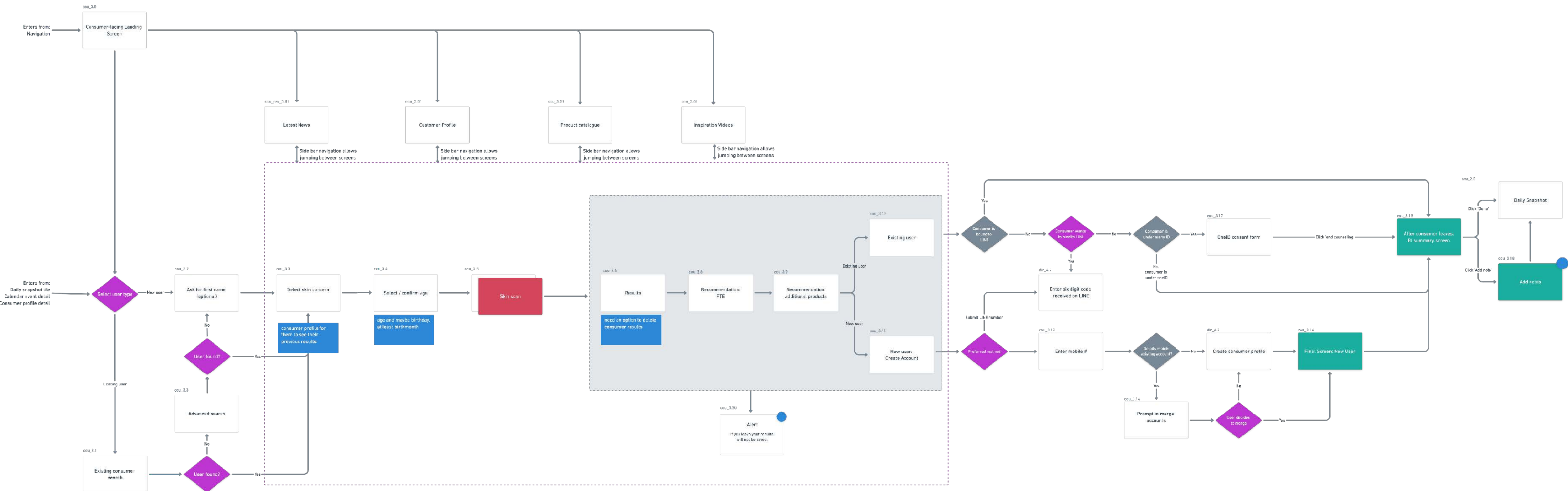


SAMPLES



IxD / Visual design: Magic Ring

Final Counselling Flow



Hello there

How do we address you?

Nara

Last name

NEXT

Counselling.

New session.

Let's get to know you more

When is your birth year and month?

1990

November

December

✓ January ^

February

March

NEXT

Counselling.

New session.

Hello Nara. Let's get to know you.

What is your biggest skin concern?



Dry Skin / Texture



Pore / Oily Shine



Fine lines / Firmness



Dullness / Spots



None

NEXT

Counselling.

New session.

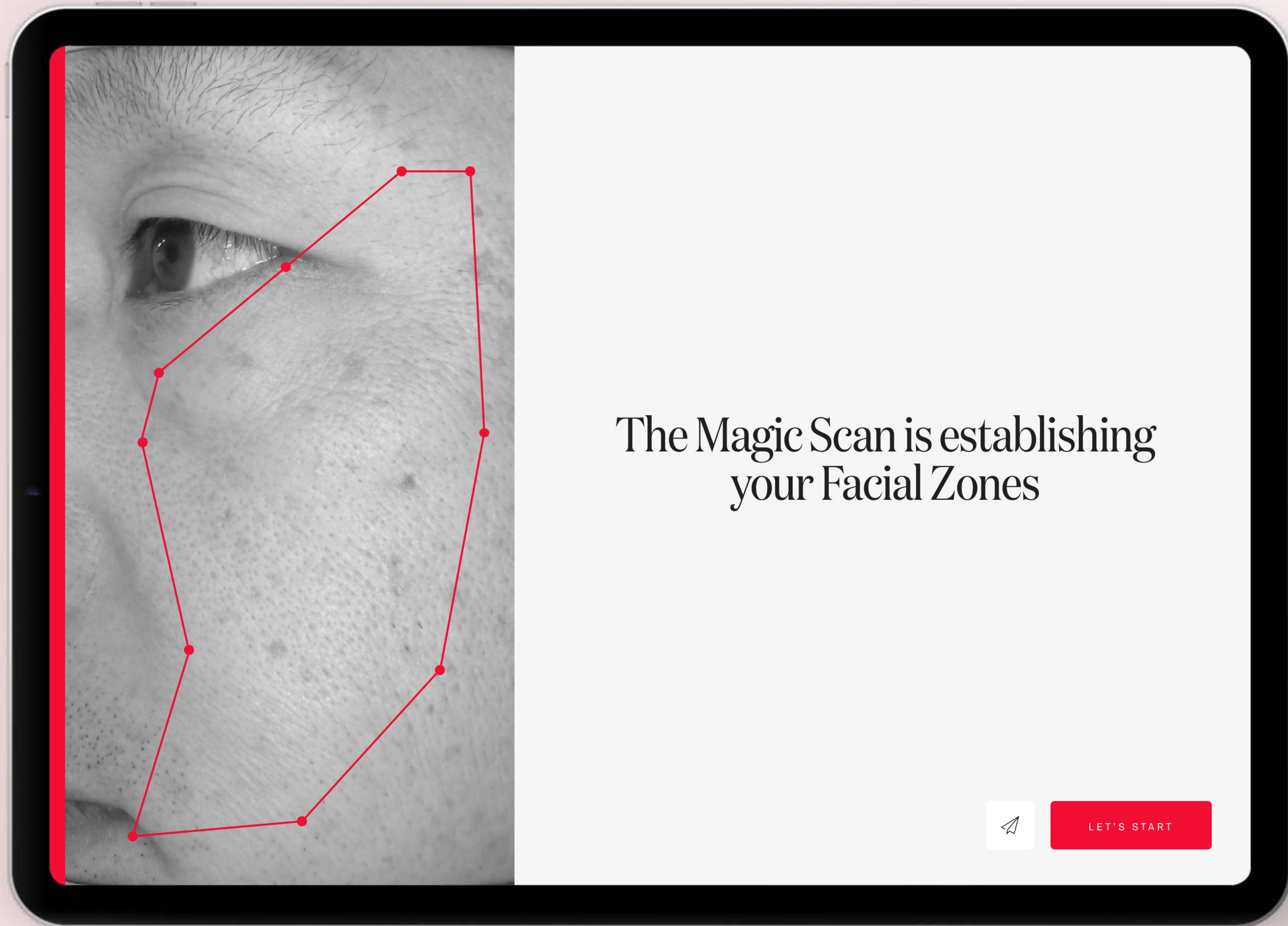
Counselling.

New session.

You're ready to scan.

Counselling.

New session.



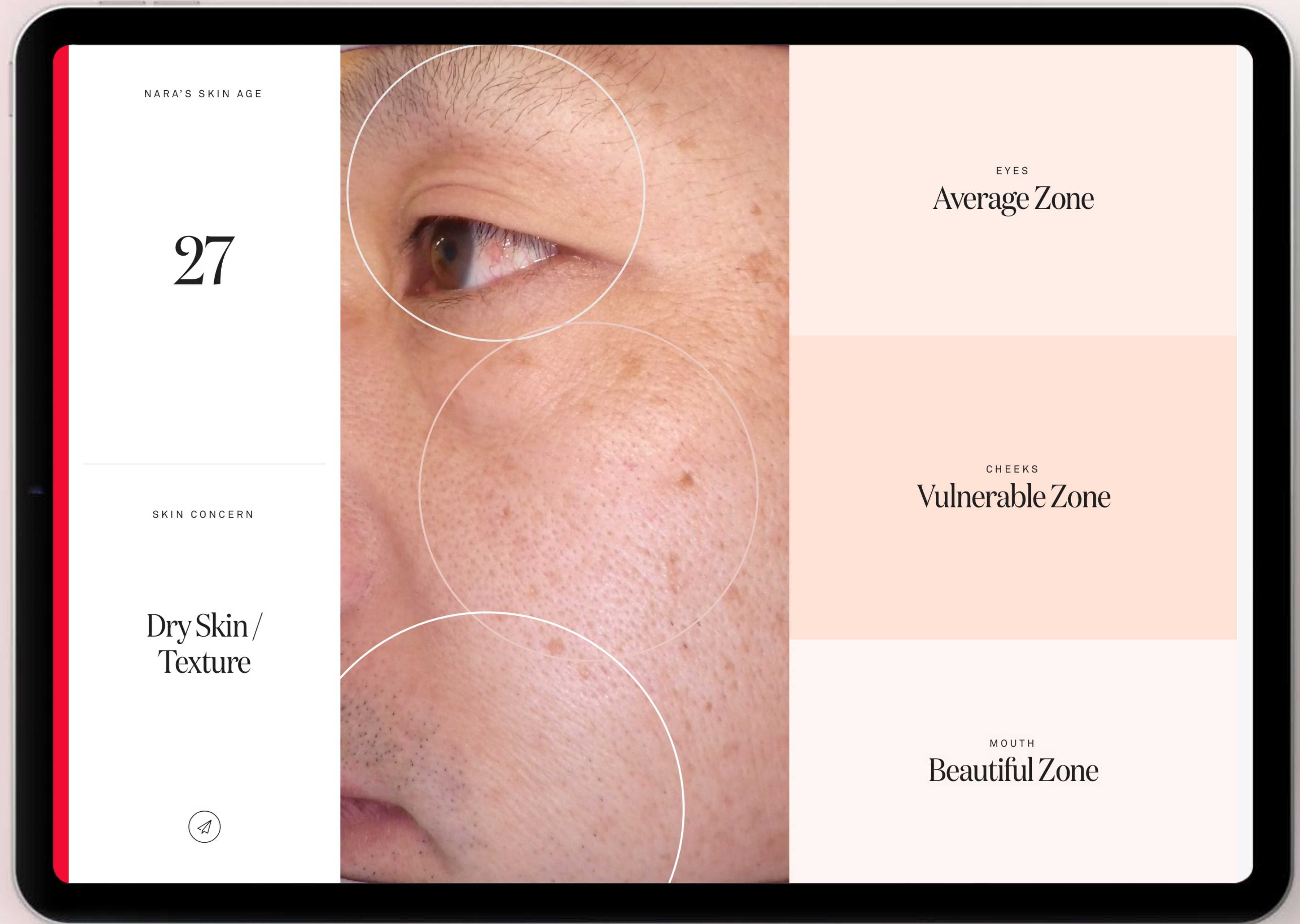
The Magic Scan is establishing
your Facial Zones



LET'S START

Counselling.

New session.



NARA'S SKIN AGE

27

SKIN CONCERN

Dry Skin /
Texture



EYES

Average Zone

CHEEKS

Vulnerable Zone

MOUTH

Beautiful Zone

Counselling.

New session.

NARA'S SKIN AGE

27

SKIN CONCERN

Dry Skin/
Texture



EYES

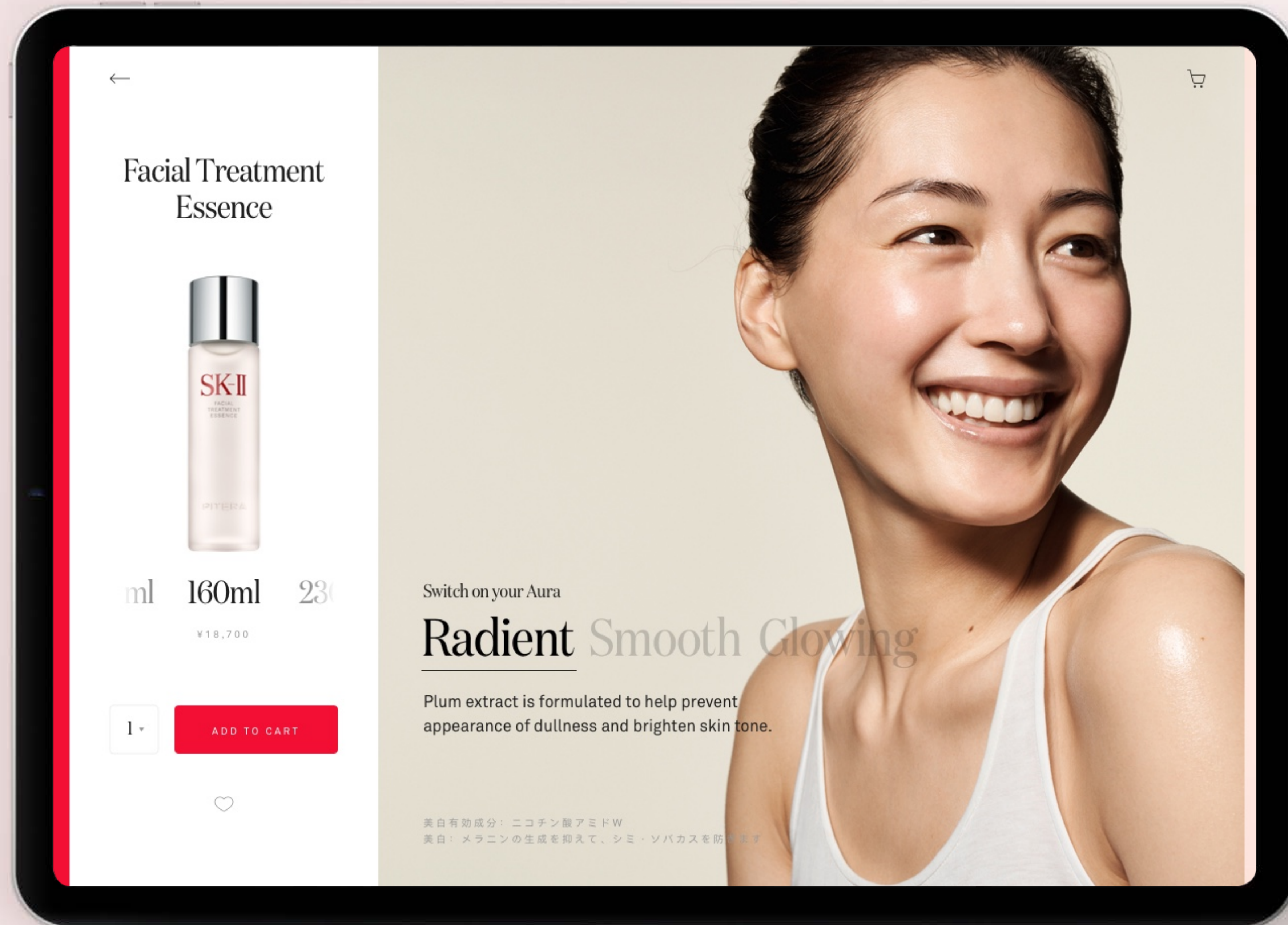
Average Zone

Get better by ensuring that the condition of this skin zone is well-moisturised and not over-exfoliated.

IxD / Visual design: Product Counselling

Counselling.

Product Detail Page (PDP).





Facial Treatment Essence



ml 160ml 230

¥18,700

1 ▾

ADD TO CART



Genoptics Aura Essence

Ayase's Ritual

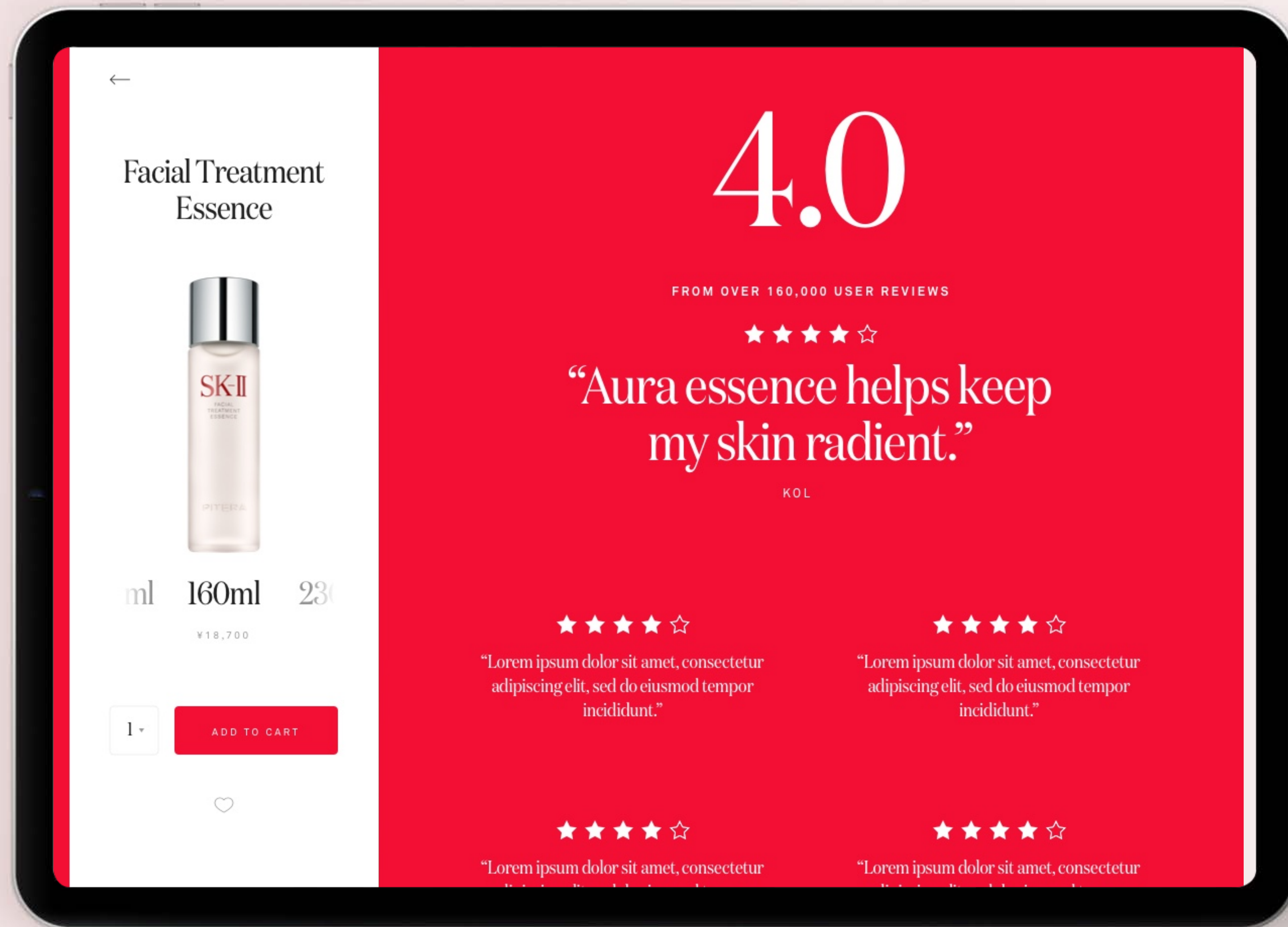
She's using it too.

Counselling.

Product Detail Page (PDP).

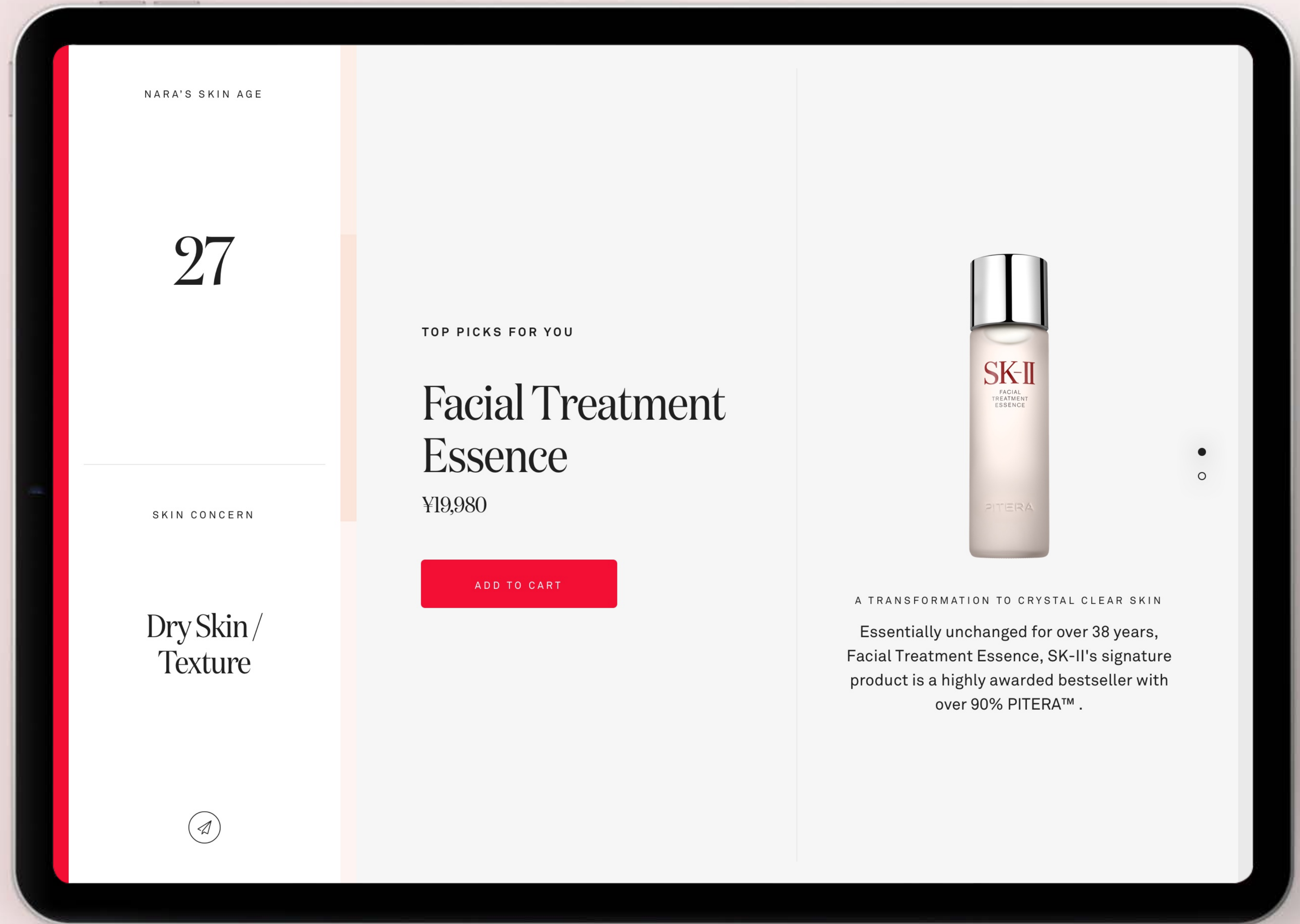
Counselling.

Product Detail Page (PDP).



Counselling.

Product Detail Page (PDP).



NARA'S SKIN AGE

27

SKIN CONCERN

Dry Skin /
Texture

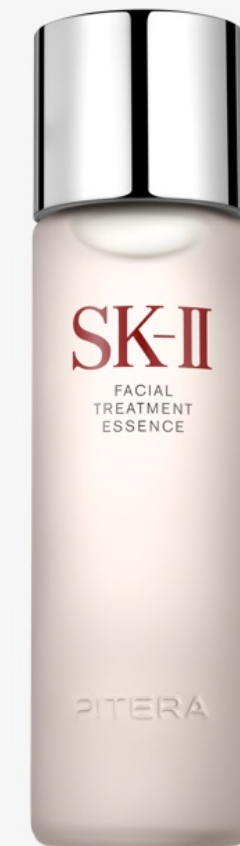


TOP PICKS FOR YOU

Facial Treatment
Essence

¥19,980

ADD TO CART



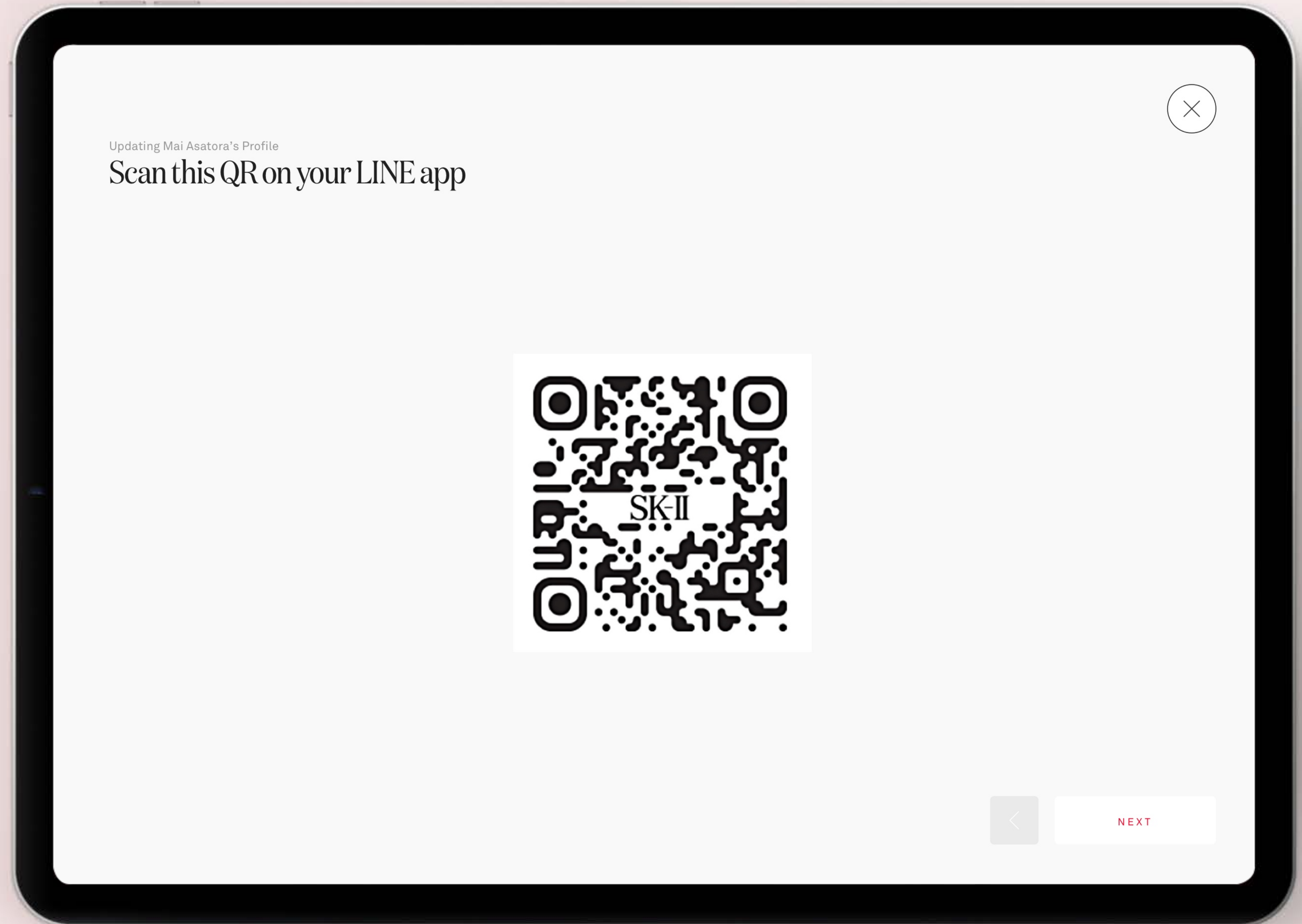
A TRANSFORMATION TO CRYSTAL CLEAR SKIN
Essentially unchanged for over 38 years,
Facial Treatment Essence, SK-II's signature
product is a highly awarded bestseller with
over 90% PITERA™ .

COUNSELLING

IxD / Visual design: CRM

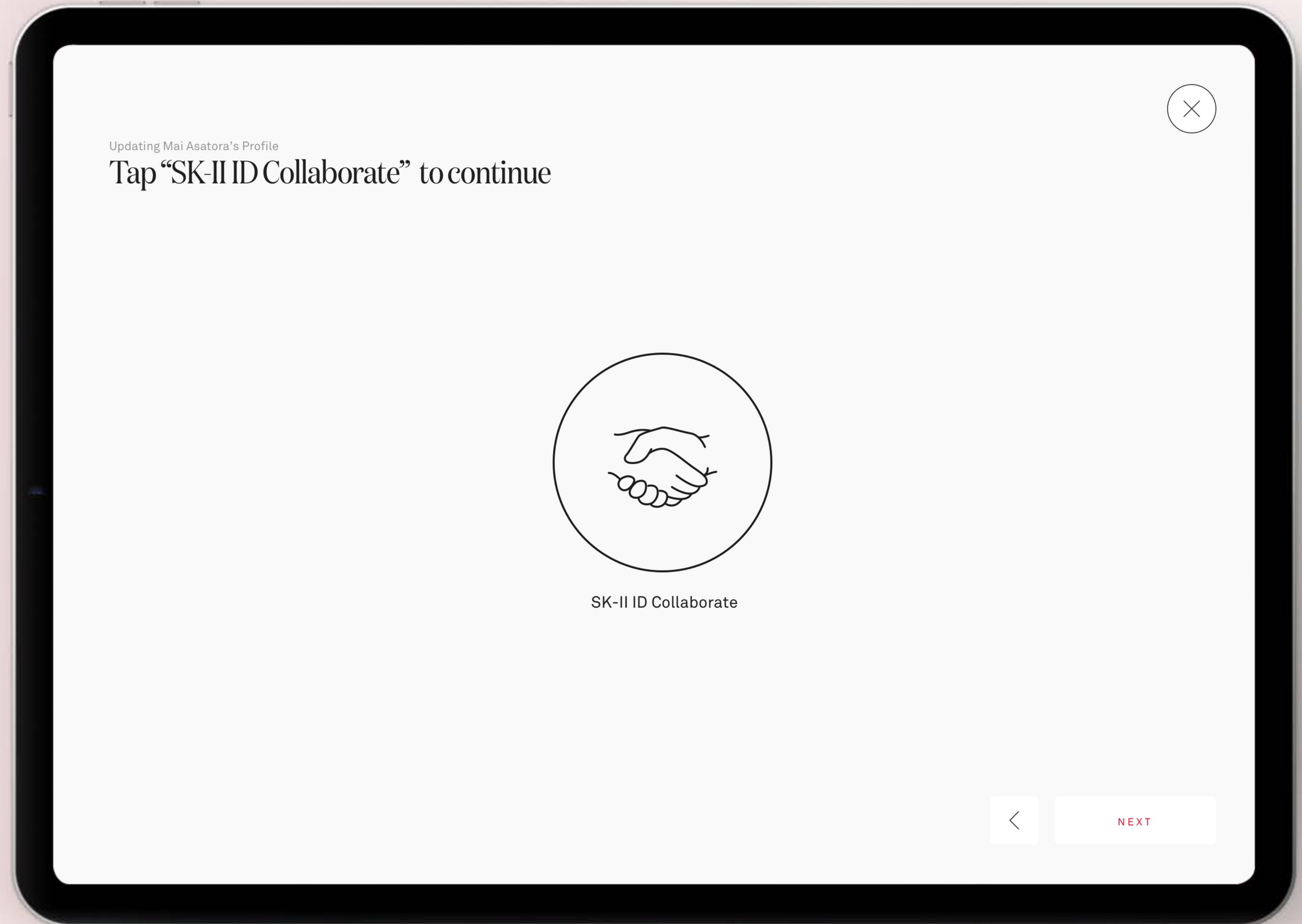
Counselling.

Initial Line “handshake”
with customer phone.



Counselling.

Initiating “handshake” with customer phone.



YOUR NEXT APPOINTMENT — HANKYU UMEDA

THURSDAY

July 2

11:30am	12:00pm	12:30pm	1:00pm
1:30pm	2:00pm	2:30pm	3:00pm
3:30pm	4:00pm	4:30pm	12:30pm

Counselling.

Next appointment.



NEXT

Counselling.

Next appointment.

CONFIRMATION

Thank you. We look forward
to seeing you again on
Wednesday, July 2
2:30pm at Hankyu Umeda

[CHANGE APPOINTMENT?](#)

You will receive a confirmation via LINE shortly.

Counselling.

Done.



Well done!
That was a great session

SKIP

ADD NOTES

Counselling.

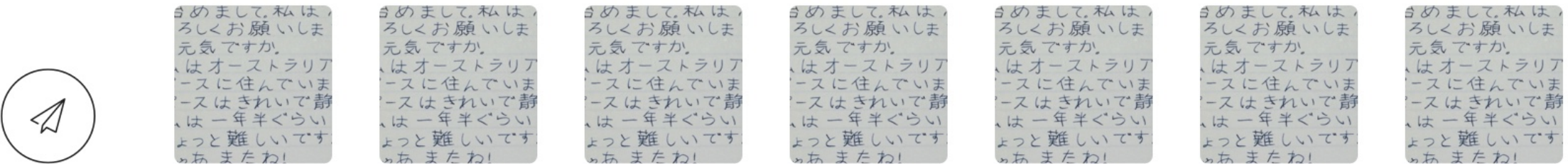
Appending profile.



Nara's main skin concerns were dry skin and texture. She wants to be better prepared for this year's winter. Previously tried a moisturising cream from brand x, however it did not do much for her. She felt that the cream's texture was too oily for her liking, and it took a long time to dry.

Counselling.

Appending profile.

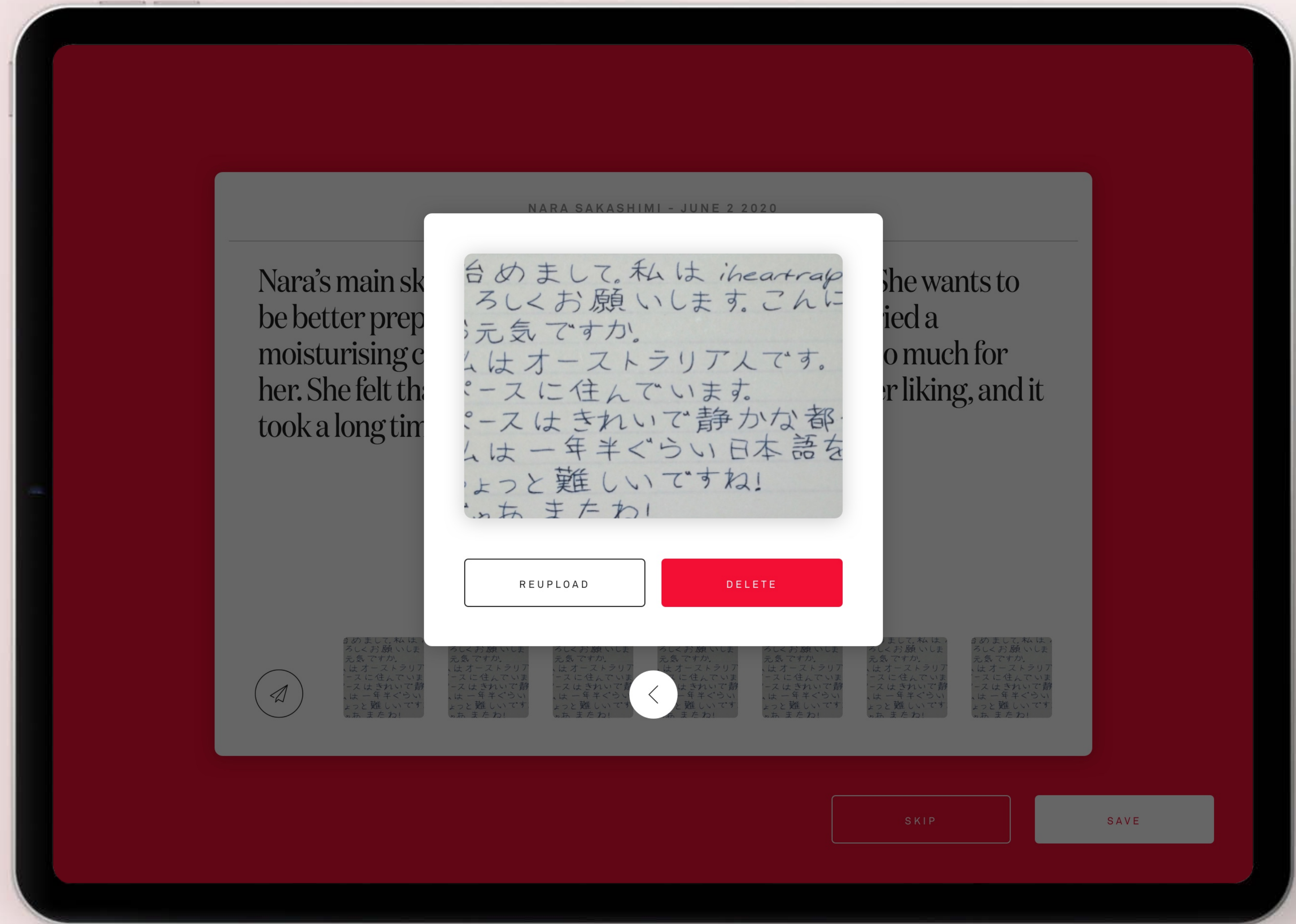


SKIP

SAVE

Counselling.

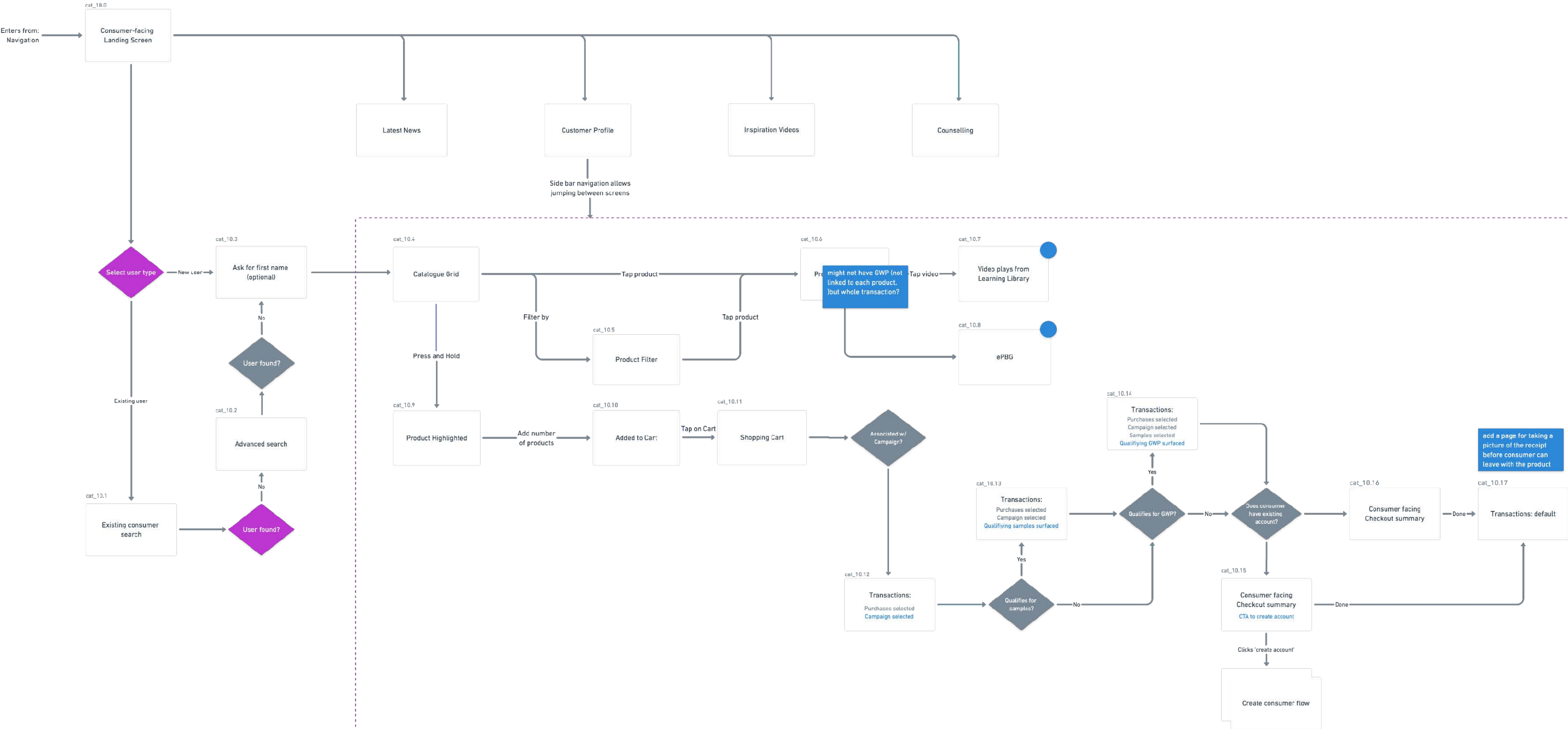
Appending profile.



COUNSELLING

IxD / Visual design: Product Catalogue

Final Product Catalogue Flow





REGIMEN



1
Cleansing



2
Face washing



3
Face Washing Lotion



4
Facial Lotion



5
Beauty Liquid



6
Milky Lotion



7
Eye Care



8
Special Care



9
Mask



10
Base & Foundation



Counselling.
Regimen.



REGIMEN



1
Cleansing



2
Face washing



3
Face Washing Lotion



4
Facial Lotion



5
Beauty Liquid



6
Milky Lotion



7
Eye Care



8
Special Care



9
Mask



10
Base & Foundation



Counselling.

Personalised regimen.



Facial Treatment Essence



ml 160ml 230

¥18,700

1 ▾

ADD TO CART



PITERA™ First Experience Kit



Facial Treatment Essence
Facial Treatment Clear Lotion
Facial Treatment Mask

¥18,700

1 ▾

ADD TO CART



PITERA™ Power Kit



Facial Treatment Essence
Facial Treatment Clear Lotion
Facial Treatment Mask

¥18,700

1 ▾

ADD TO CART



PIT Au



Facial Tre
Facial Tre
Facial T

¥

1 ▾

Counselling.

All kits.



Facial Treatment Essence



ml 160ml 230

¥18,700

1 ▾

ADD TO CART



PITERA™ First Experience Kit

¥18,700



Facial Treatment Essence



Facial Lotion | 30ml

Facial Treatment Clear Lotion



Face Washing Lotion | 30ml

Facial Treatment Mask



Mask | 1 PC

1 ▾

ADD TO CART

Counselling.

First Experience Kit.

Design: **Daily Ring**

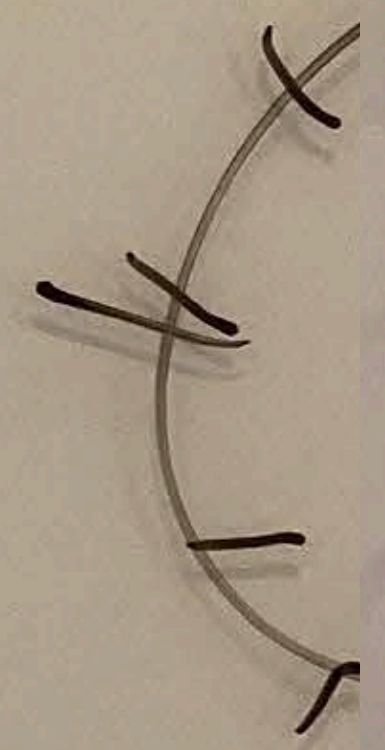
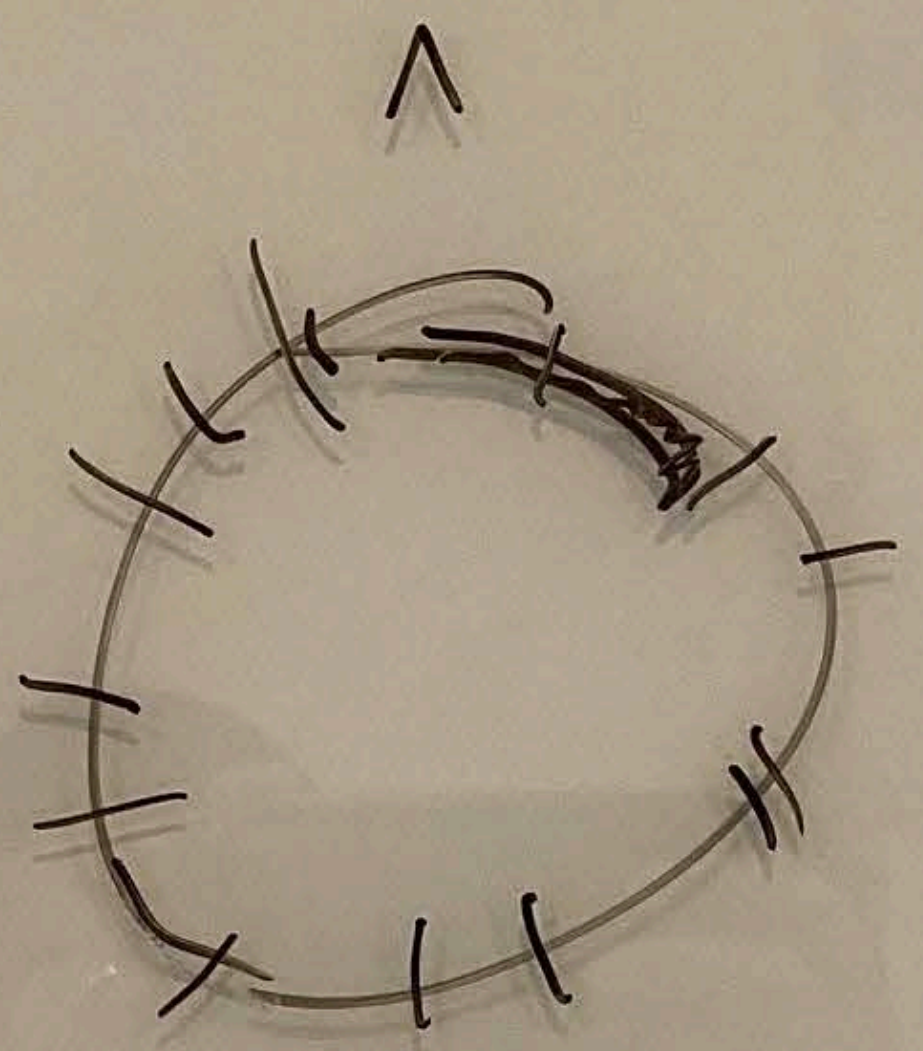
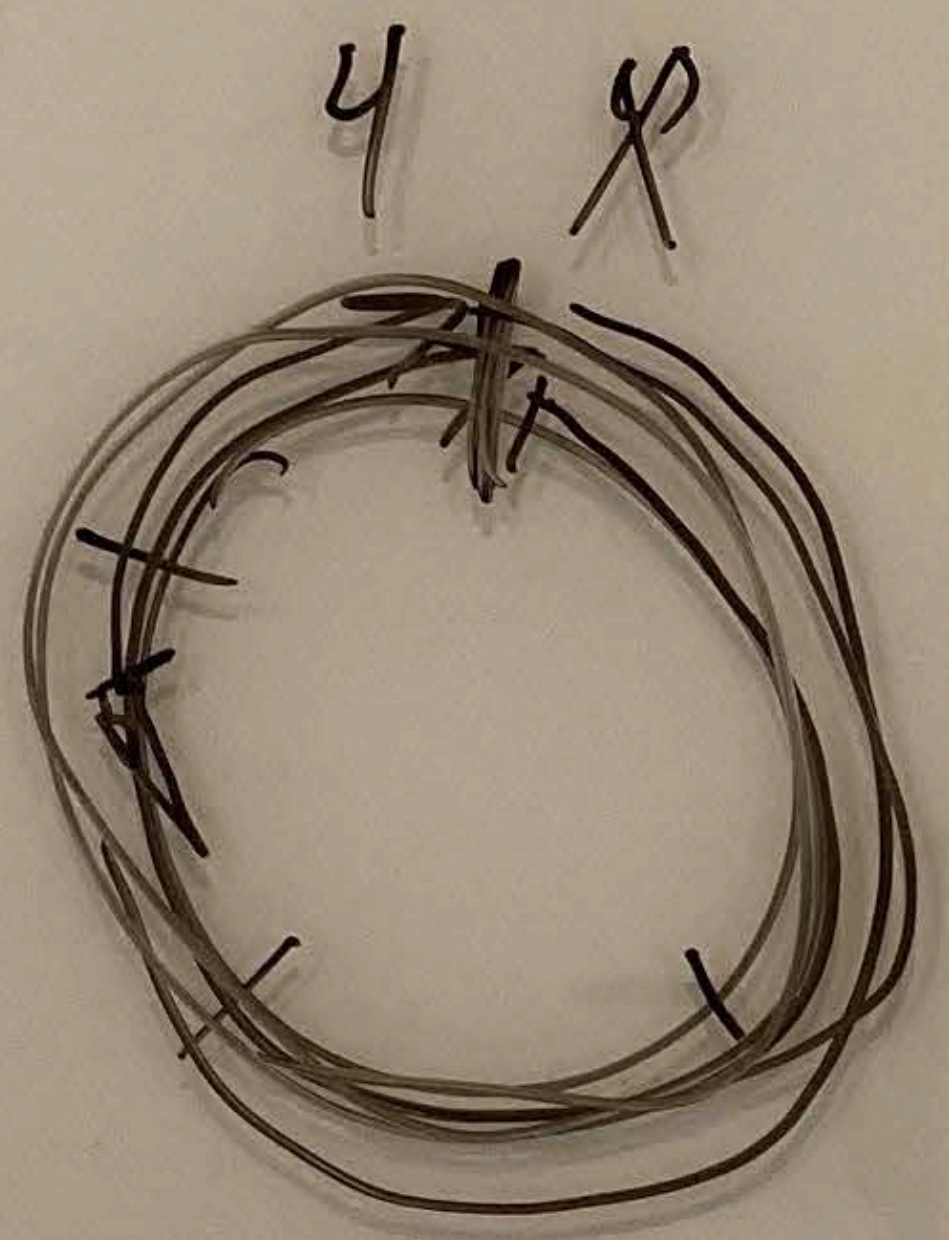


Alec Wong *Senior Interaction Designer*

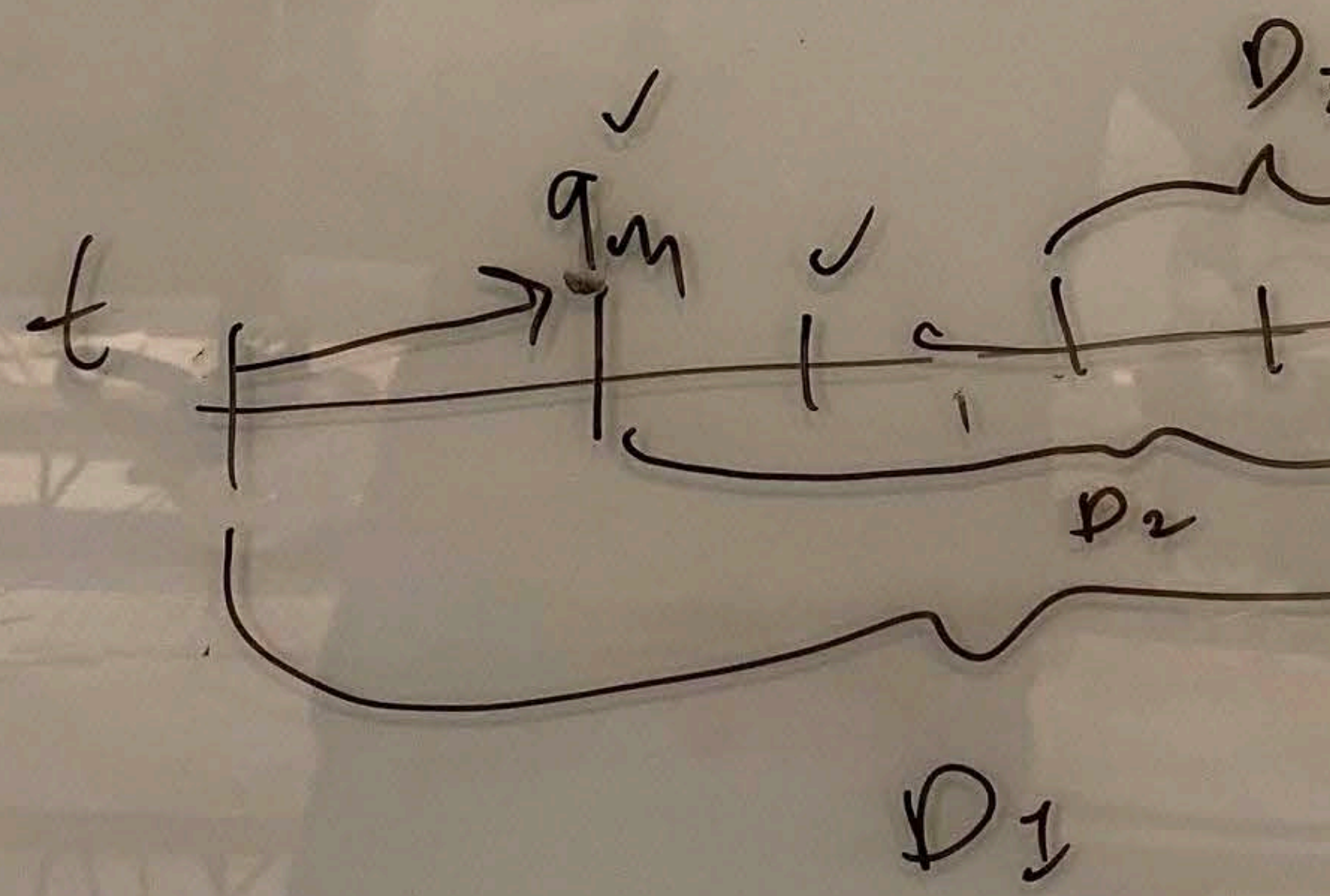
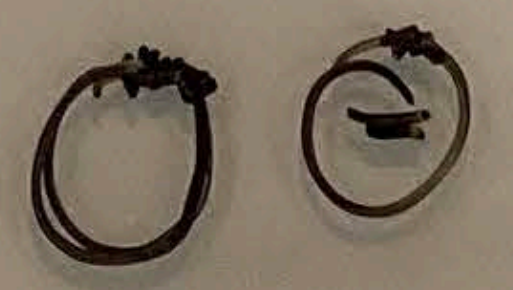
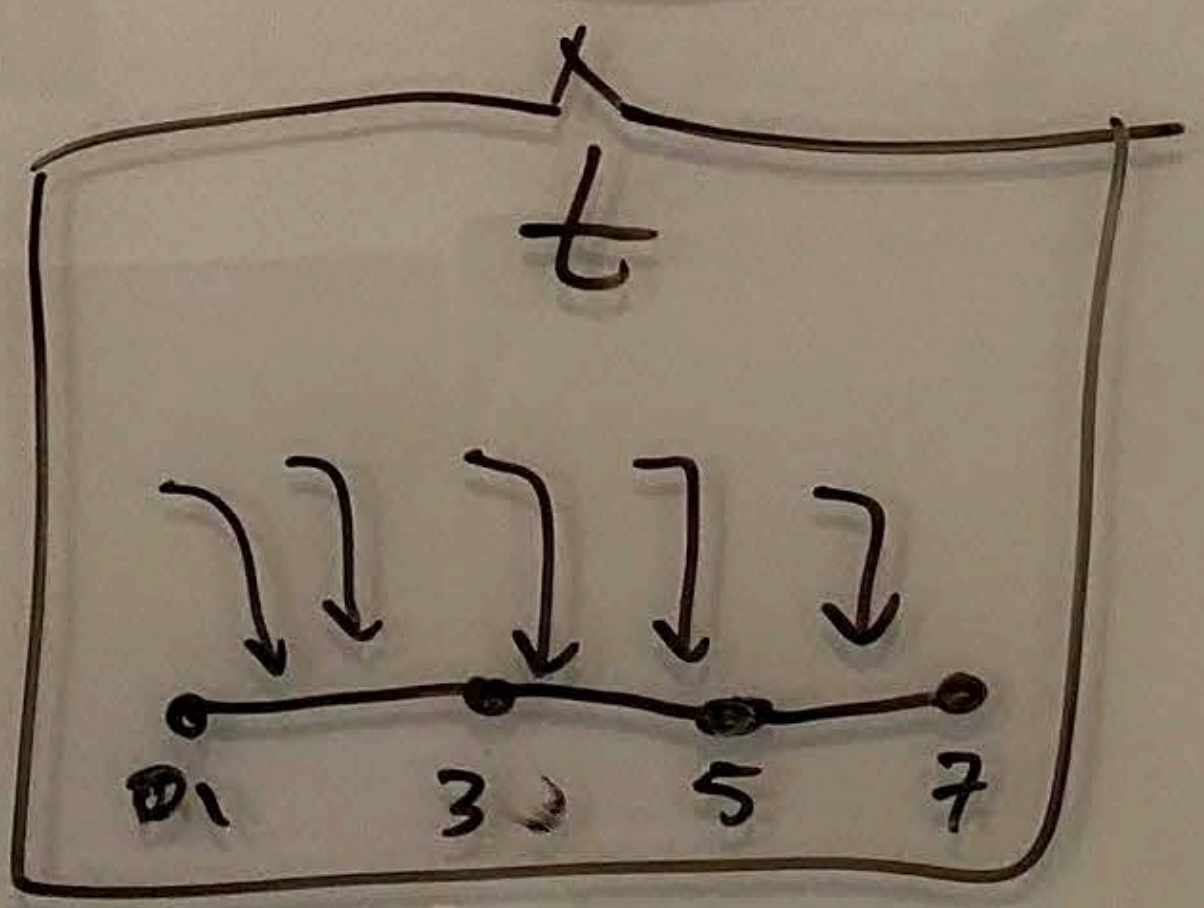
↓
M
gmt

D_1 3 5 7

Rapid sketching to explore ring task depiction



- ① Known tasks
- ② Unknown # tasks
- ③ Known + Unknown



DAILY RING



- ✓ Clocked in / Logged in
- ✓ Arrived on time
- ✓ Reviewed Daily Snapshot
- ✓ Checked Messages



- ✓ Clocked in / Logged in
- ✓ Arrived on time
- ✓ Reviewed Daily Snapshot
- ✓ Checked Messages
- ✓ Calendar item completed
- ✓ Tidy up fixtures
- ✓ NU Magic Invite conversations
- ✓ Took a hygiene break
- ✓ Consultation completed



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- ✓ Arrived on time
- ✓ Reviewed Daily Snapshot
- ✓ Checked Messages
- ✓ Calendar item completed
- ✓ Tidy up fixtures
- ✓ NU Magic Invite conversations
- ✓ Took a hygiene break
- ✓ Consultation completed
- ✓ Consultation completed
- ✓ Took a lunch break
- ✓ NU Magic Invite conversations

Done!



- ✓ Clocked in / Logged in
- ✓ Arrived on time
- ✓ Reviewed Daily Snapshot
- ✓ Checked Messages
- ✓ Calendar item completed
- ✓ NU Magic Invite conversations
- ✓ Tidy up fixtures
- ✓ Took a hygiene break
- ✓ Consultation completed
- ✓ Consultation completed
- ✓ Consultation completed
- ✓ Took a lunch break
- ✓ NU Magic Invite conversations
- ✓ Took a hygiene break
- ✓ Consultation completed
- ✓ Consultation completed
- ✓ Tidy up fixtures

Discussing Daily Ring progress



DAILY RING

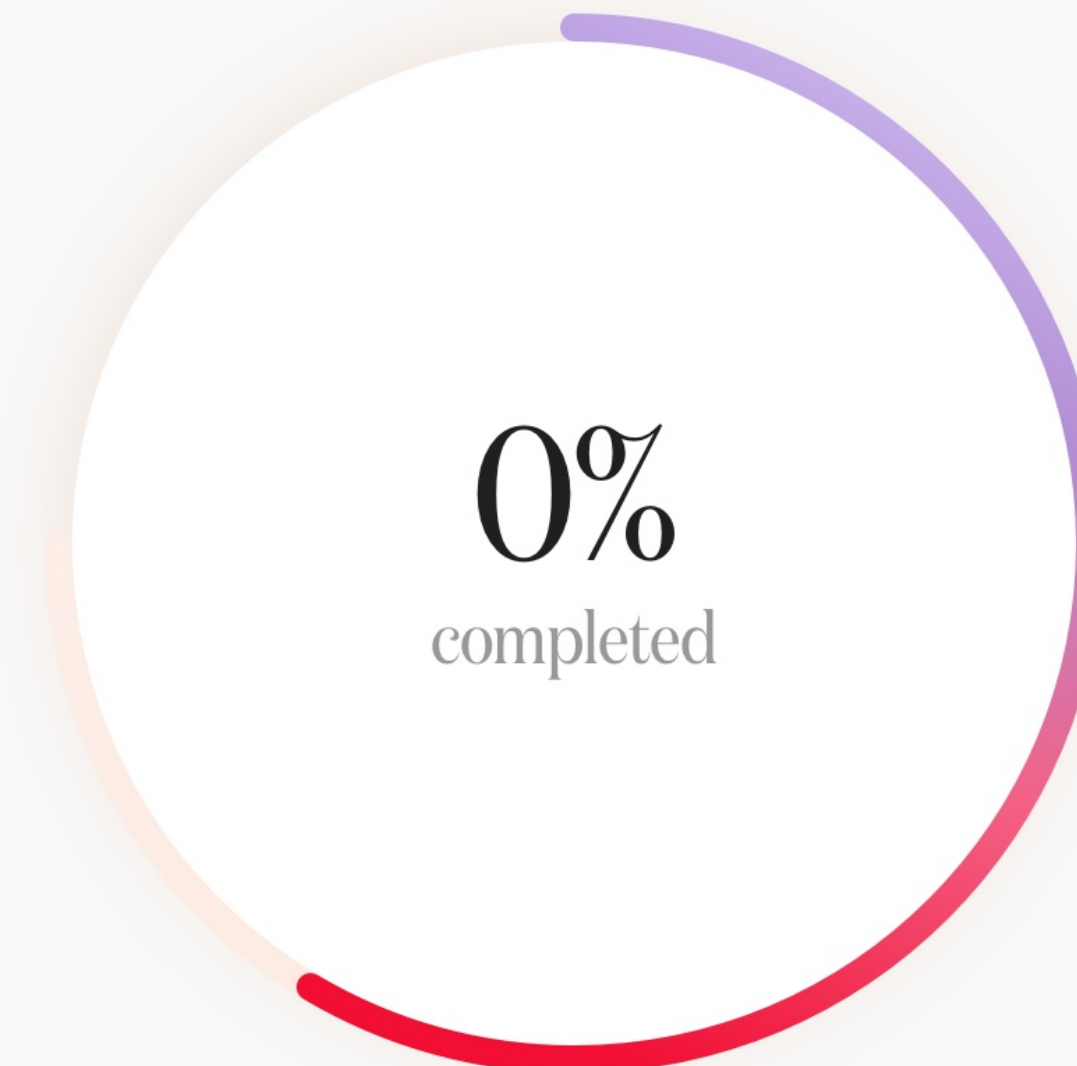
IxD / Visual design

DAILY RING

MONTHLY RING

MY PROFILE

Good morning Ayumi!
Why not start your day with a Learning Library Module?



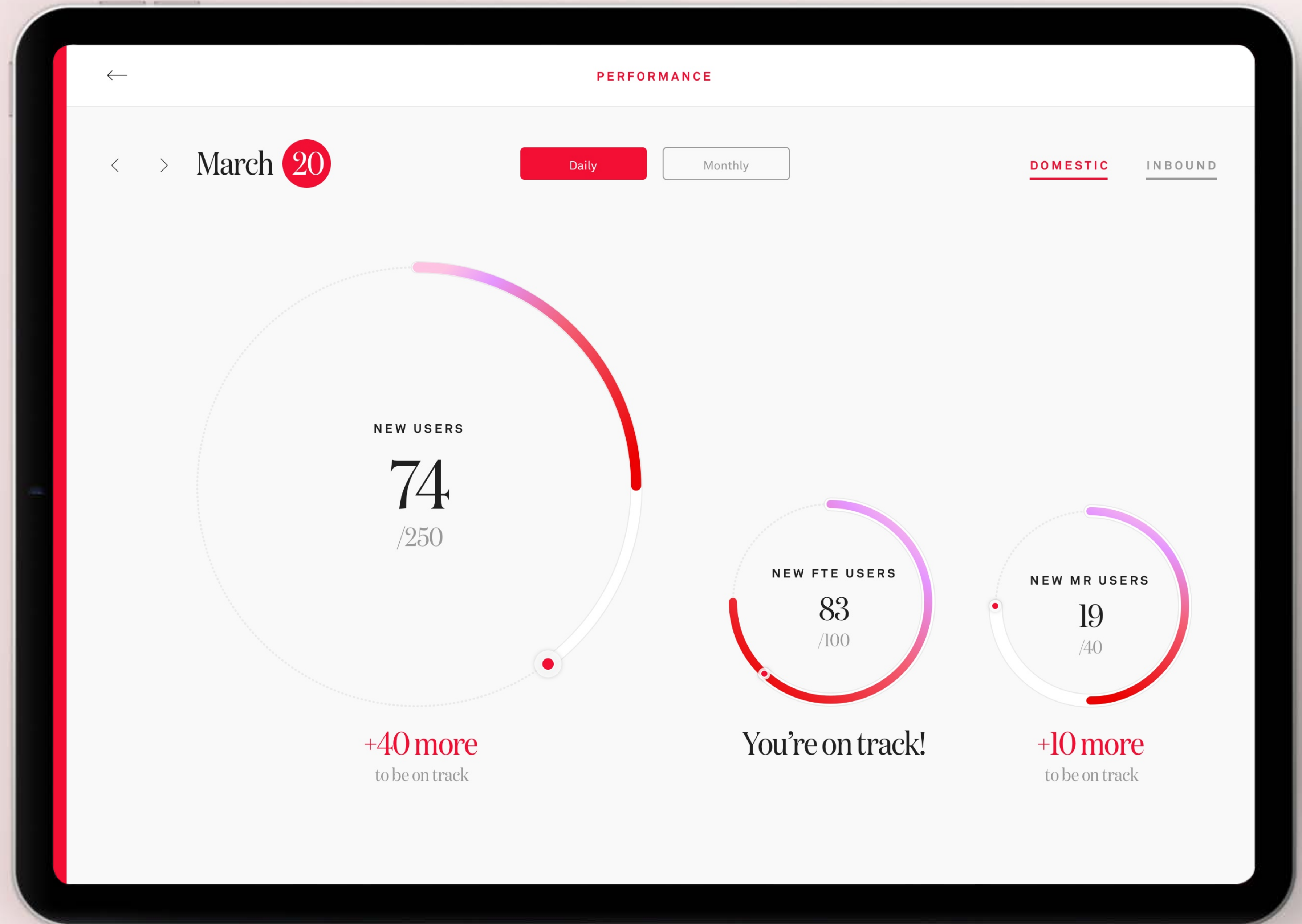
+40 more
to be on track

BC Daily Ring.

Staying on track.

Performance.

Integration with new BC Performance section.



Celebration moment.

Finishing Magic Ring session.

This slide includes video content





Monthly

Annual

Hi Rin, your overall store sales figures are looking good.
Try focusing on getting more New Magic Ring Users.

Date
dd-mm-yyyy

Total stores
6

Top sales store
Amuse Beaute

Top NU store
Daimaru Umeda

● Overall store performance ● BI performance ● Performance pacer

ALL
STORES



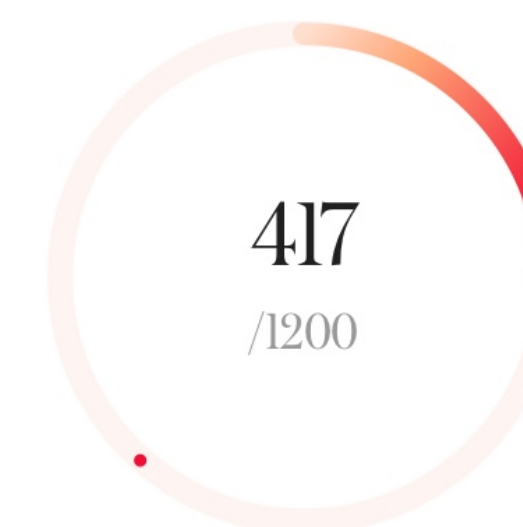
SALES



NEW USERS

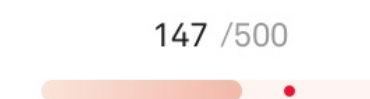


NEW FTE USERS



NEW MR USERS

Domestic
Daimaru
Umeda



Domestic
Daimaru
Shinsaibashi



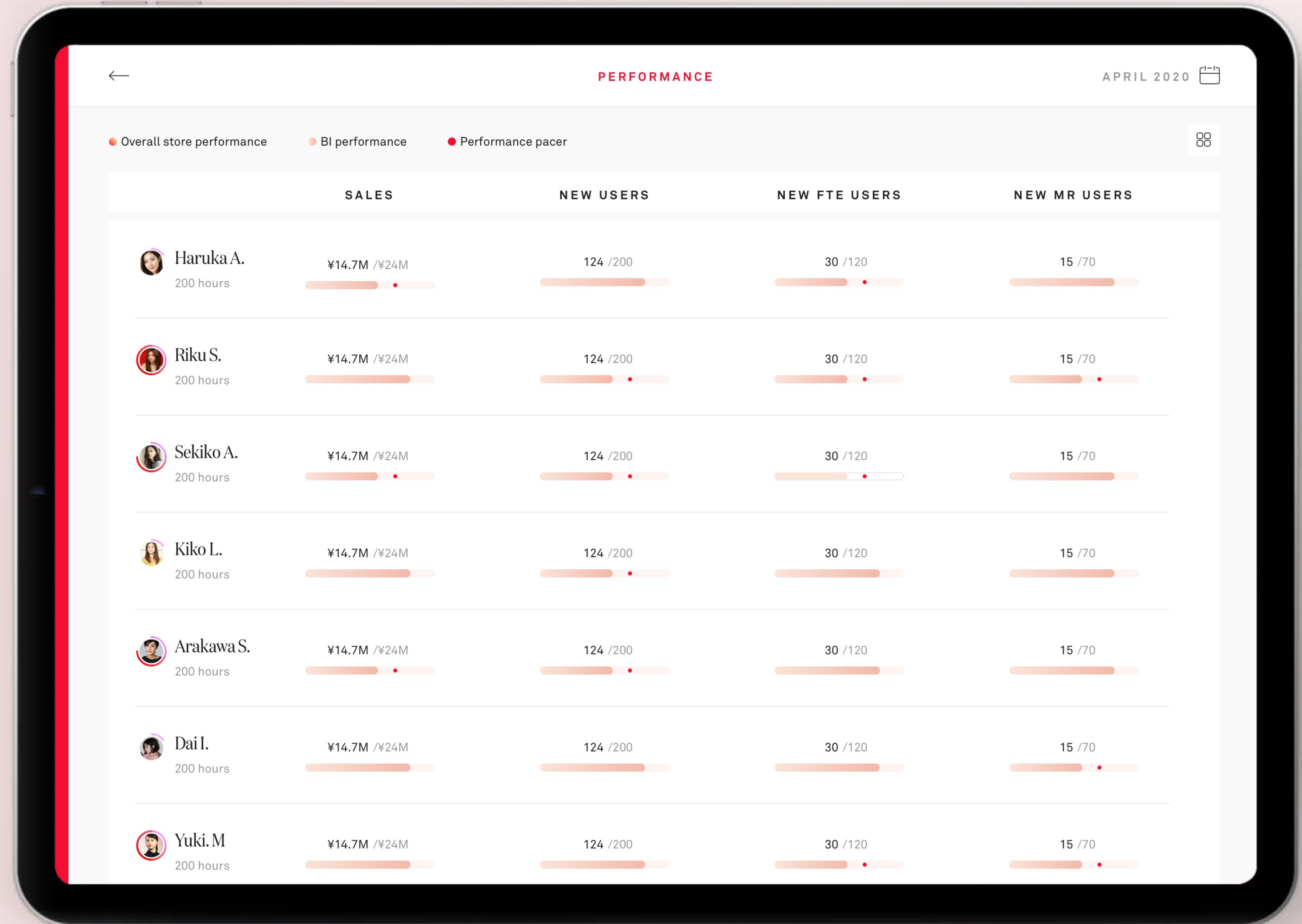
Domestic

SM Performance.

Viewing all stores.

SM Performance.

Drilling down to users in a single store.



RESULTS

Outcomes

Design, QA and UAT testing completed within an aggressive timeline of 3 months.

Post launch in Japan, the SPA app saved each Beauty Counsellor up to 40 minutes from their daily administrative tasks.

The redesigned Skin Counselling experience for customers was also much more immersive and they were proud to show off the screens to their customers during their regular counselling sessions.

SPA app is an effective sales and admin tool, is now in commercial use, and can be seen at selected retail locations throughout APAC.

Learnings

Build and support a module design system

Because there are moments when the Customer uses the app with the Counsellor, we had to combine front- and back-of-house visual systems to that both users are familiar with each other's sections of the app.

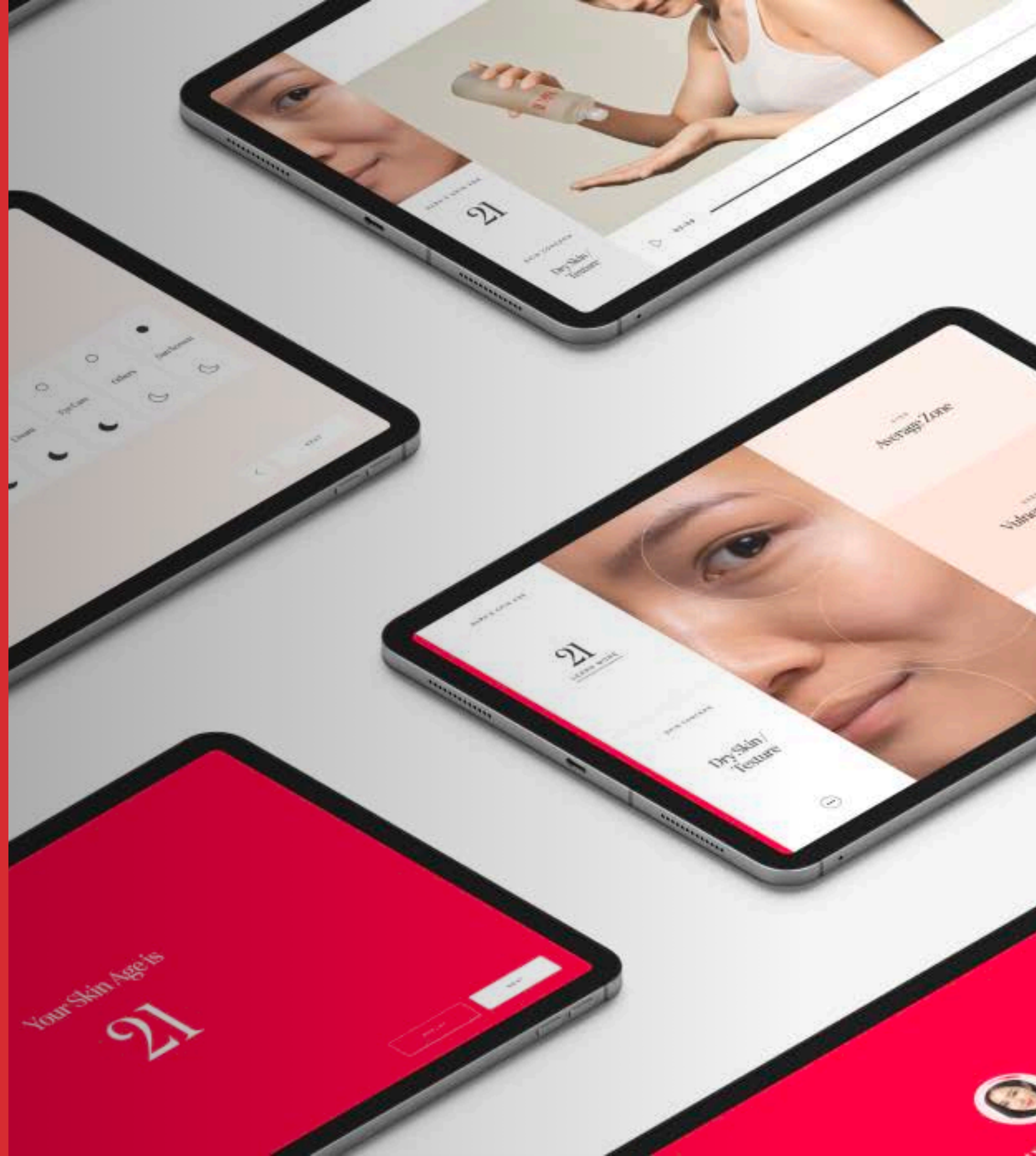
Experiment early

Each sprint was started with a good amount of exploration so that the Engineering team could identify roadblocks created by ambitious solutions that may be valuable for users but not fully realistic for development.

CASE STUDY

Arigato gozaimasu!

SK-II × P&G



ABOUT

Nice to meet you.
**I'm a hands-on
pixel producer,
product innovator
and data-driven
design leader.**

I lead design and research teams and together we create, build and scale user-centered and data-driven products and experiences for people all over the world.

To get in touch with me just say
hello@bschmittling.com



Thank you for your time.

**I'm currently leading the User
Experience team at Taoti
Creative in Washington, D.C.**

As Director of UX Design I'm looking after (and growing) an innovative, lean and effective team that delivers value to our clients. Get in touch with me to discuss speaking engagements and other professional opportunities.

My full work history is available on LinkedIn at btiny.link/linkedin

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+1 571 412 7432