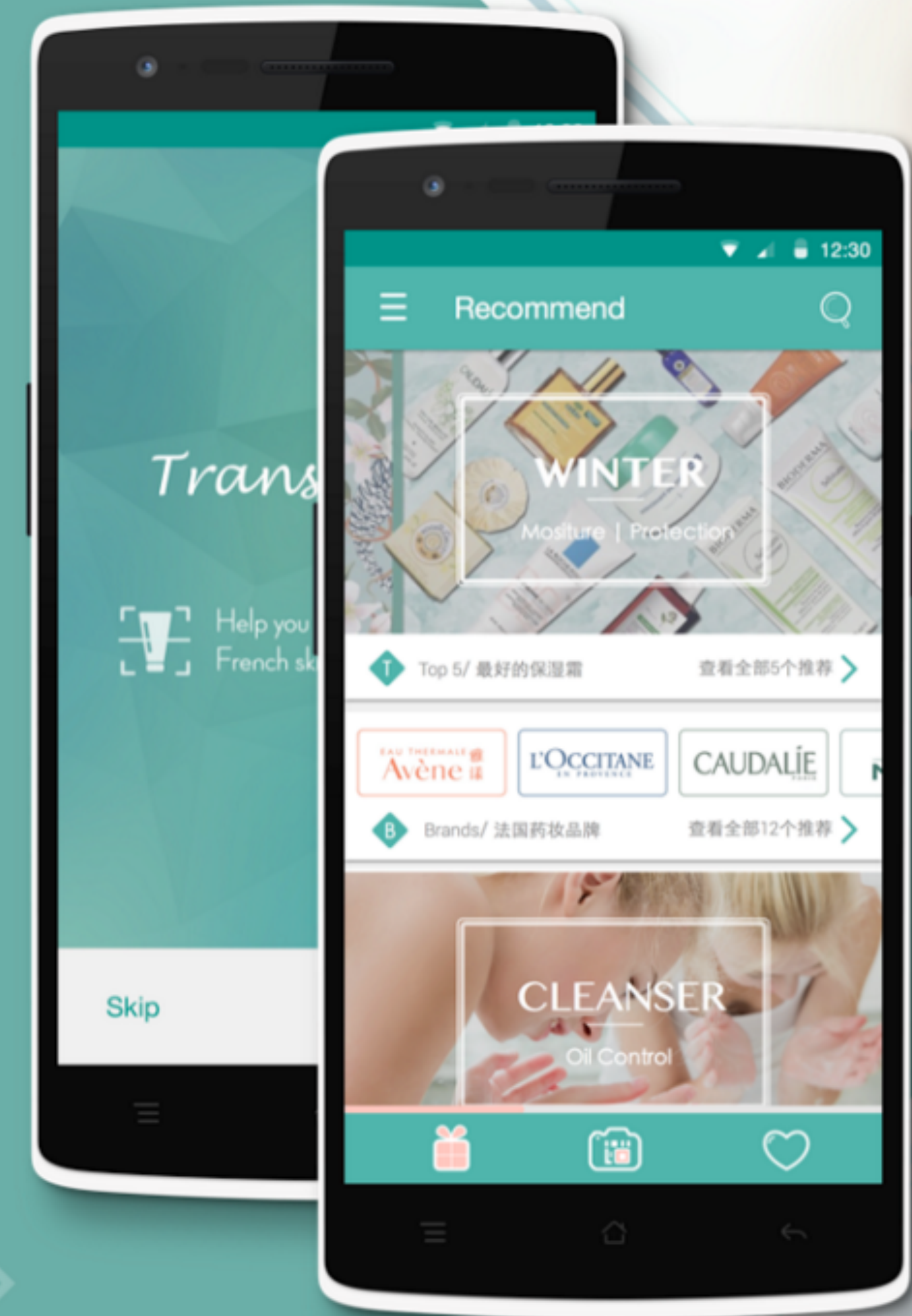


TRANSMETICS

Help foreigners find suitable cosmetics in France!

■ WHAT IS TRANSMETICS ■

Help foreigners find
suitable cosmetics in
France!



■ WHY WE CHOOSE THIS TOPIC? ■

Problems



language barrier(19%)



difficult to select(42%)

■ WHY WE CHOOSE THIS TOPIC? ■

How big the market is?

most popular products
especially for Chinese(2M)



daily products

>84.7_M



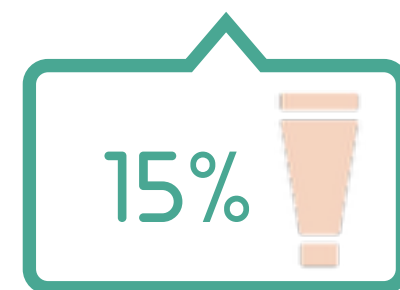
Tourists



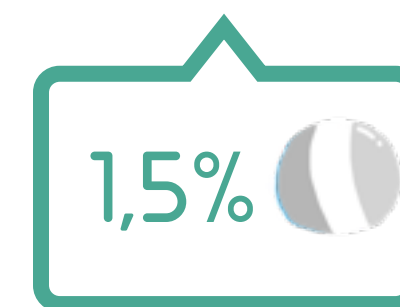
Foreign
Students



>0.3_M



>12_M

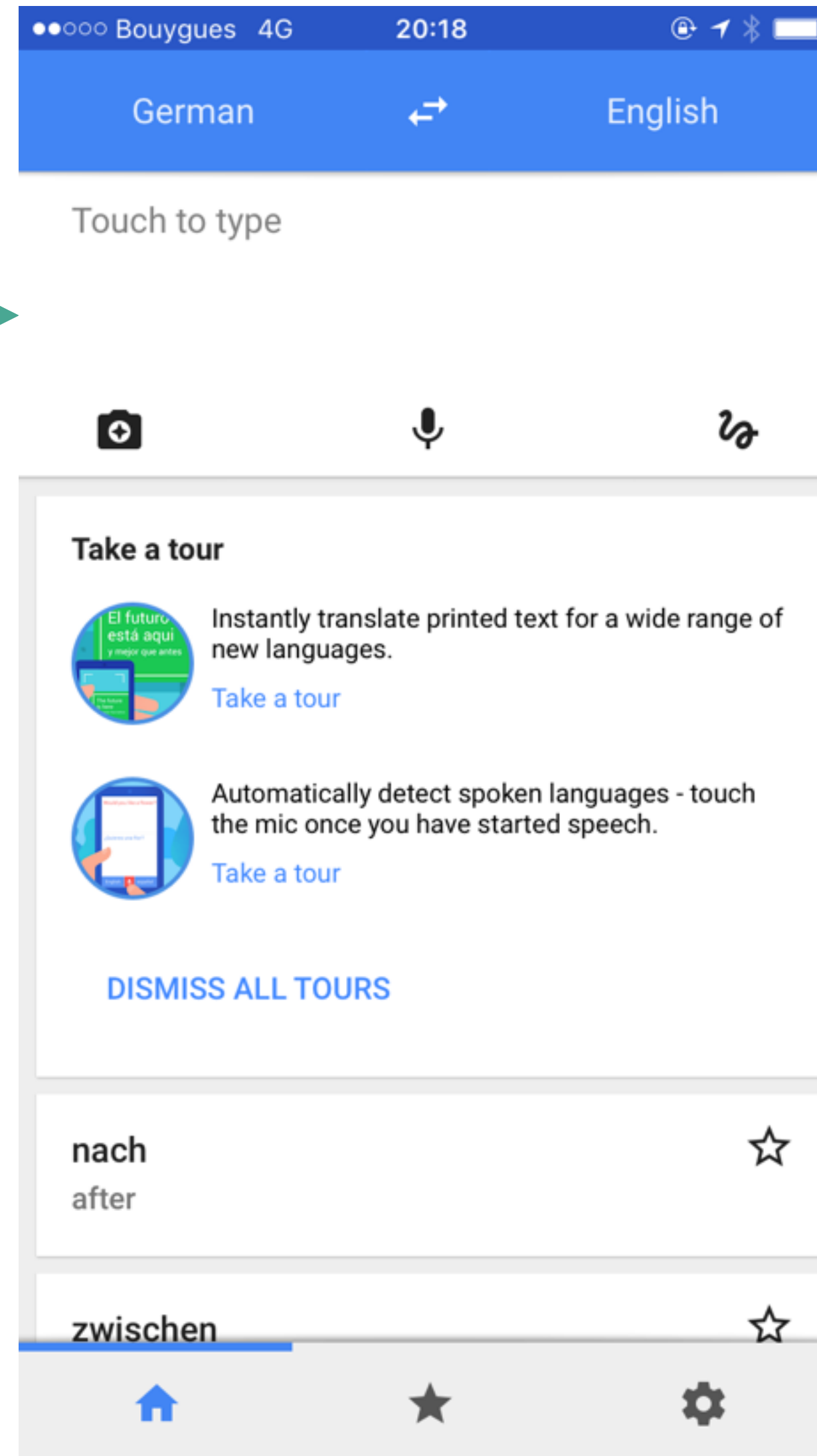


■ HOW USERS DEAL WITH THIS PROBLEM BEFORE ■

slowly
unprecise



French translation
Google translation



mussy
information

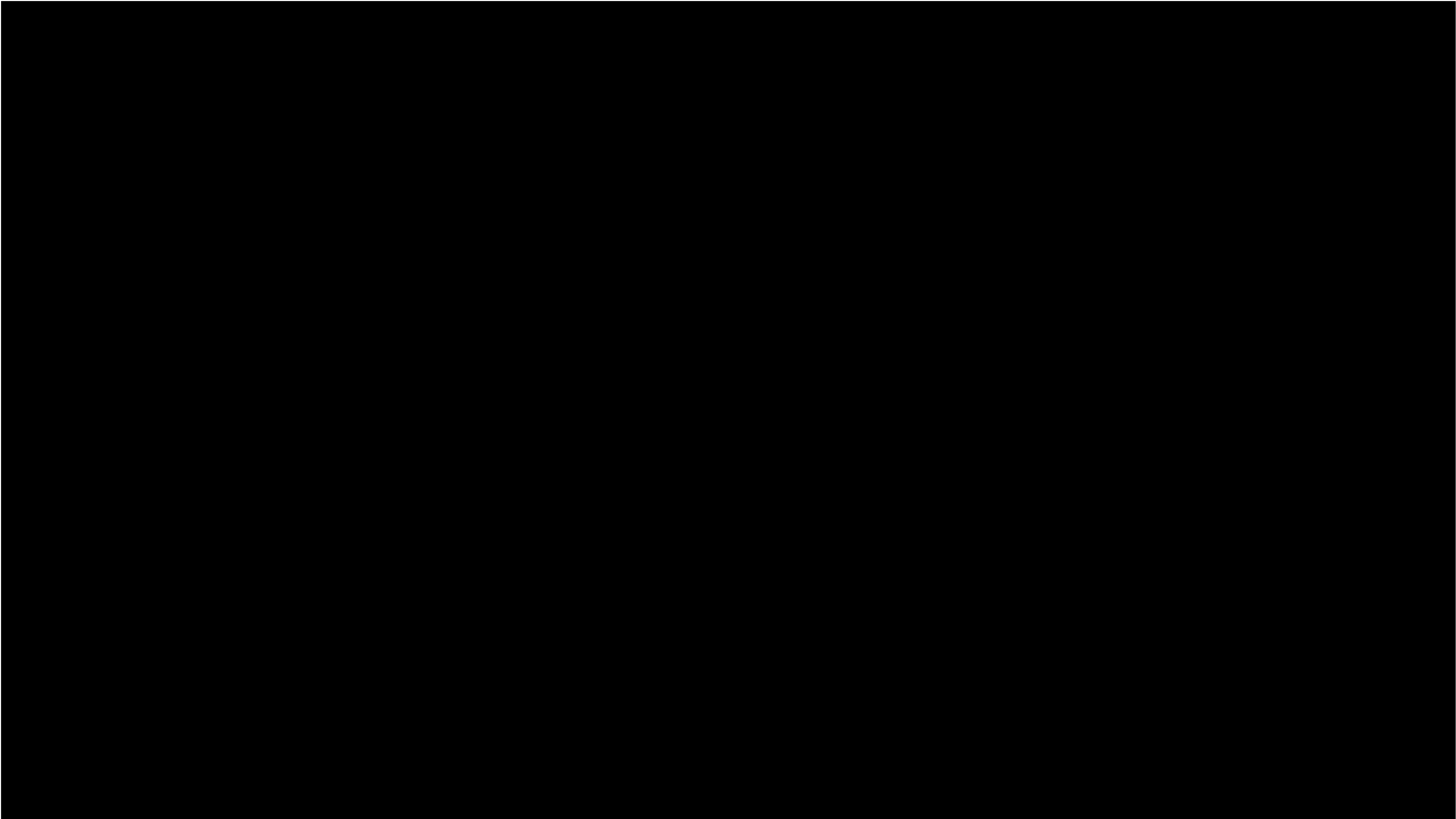


Cosmetic recommendation
Red book

■ HOW TRANSMETICS DO? ■



■ HOW TRANSMETICS DO? ■



■ HOW TO MAKE MONEY? ■

Revenue



1、 Advertisements

- a. pay per sale
- b. pay per click

2、 Sales from pro version

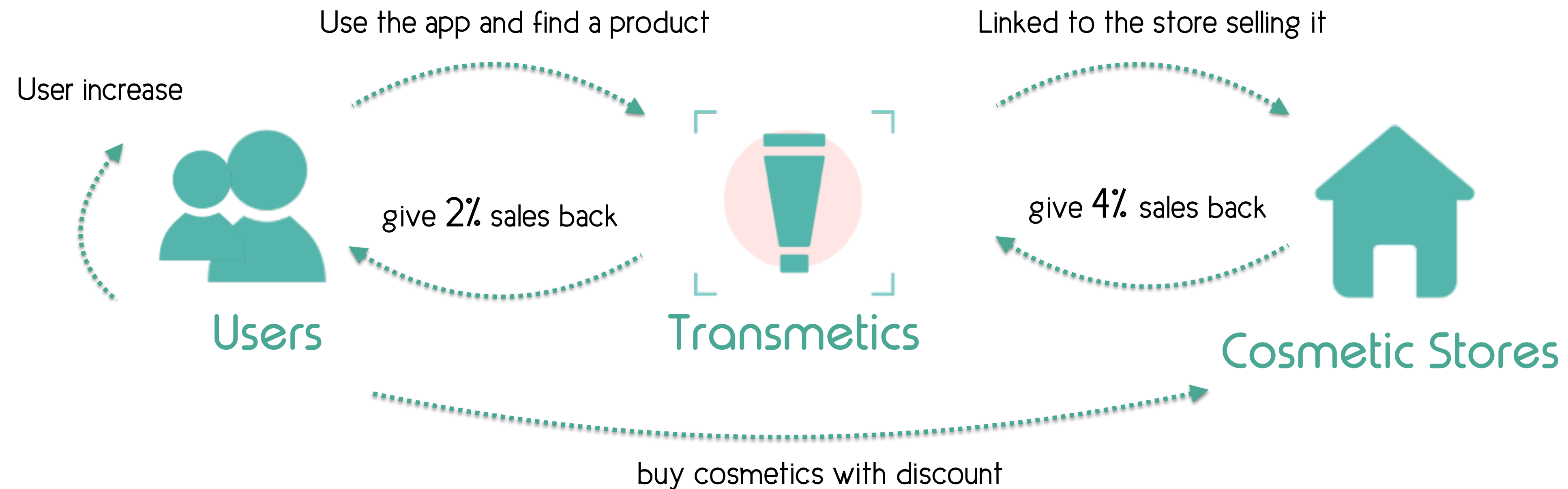
■ HOW TO MAKE MONEY? ■

Revenue

1、Advertisements

a. pay per sale-4% of the price

Customers: are small cosmetics stores and pharmacies



■ HOW TO MAKE MONEY? ■

Revenue

1、Advertisements

b. pay per click -2 euro

Customers: cosmetics company/ pharmacies/ads company



■ HOW TO MAKE MONEY? ■

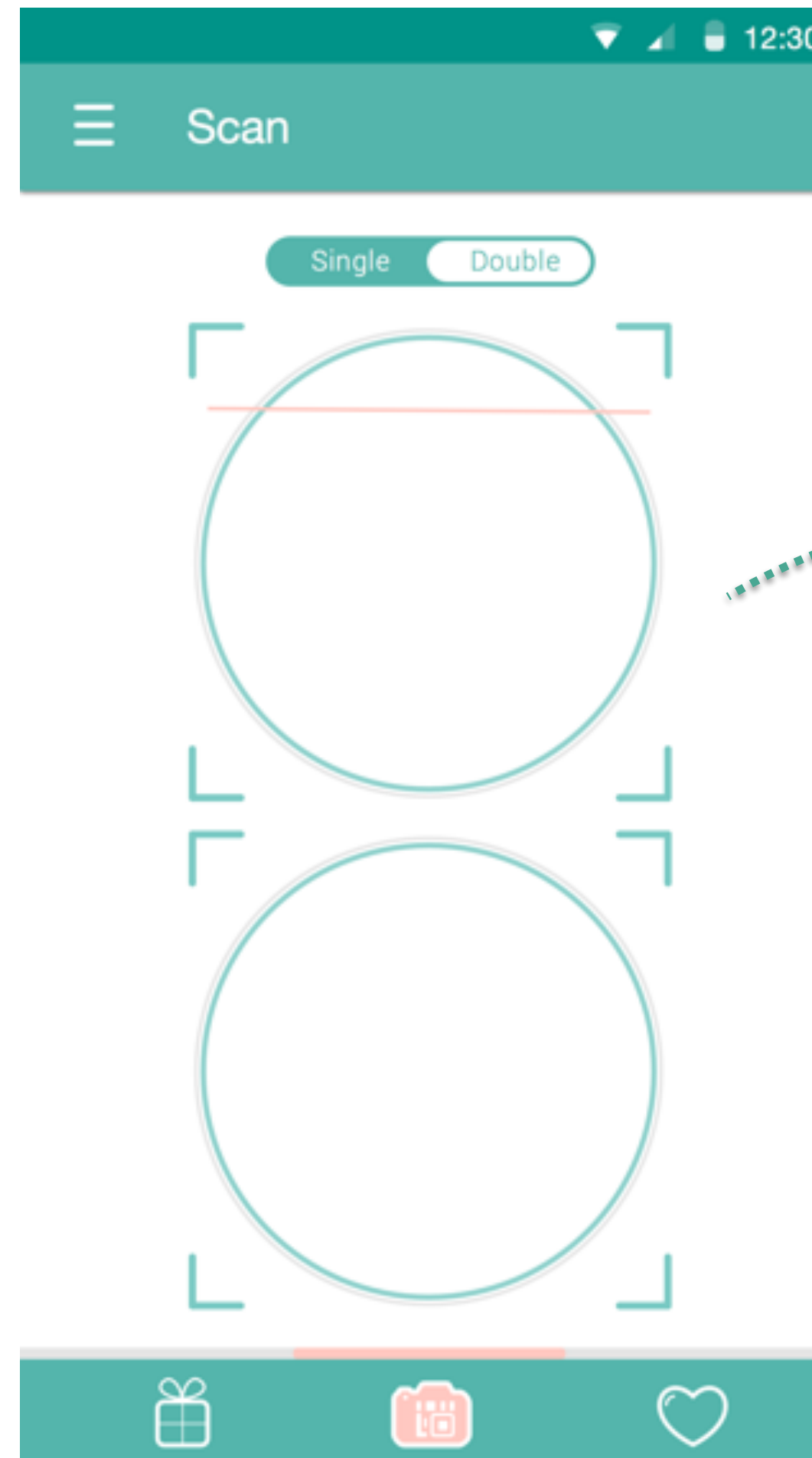
Revenue

2、Sales from pro version

9 euro

Customers: users

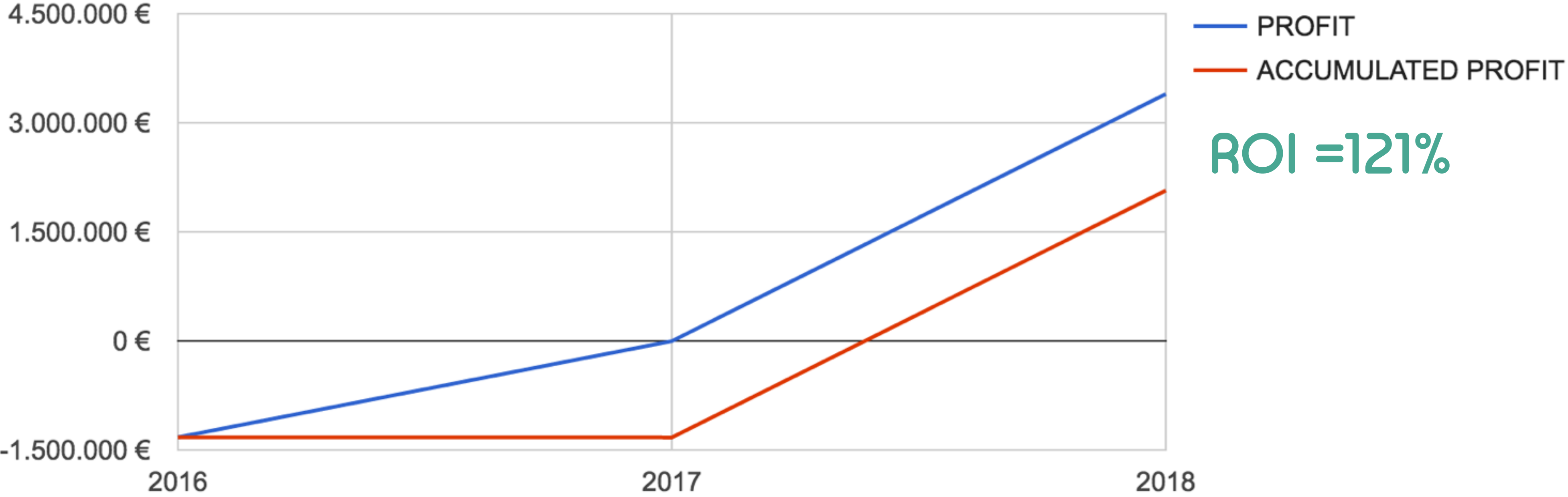
- comparison
- free sample
- personalized recommendation



■ FINANCE STRATEGY ■

5 M- 10 M

Profit vs Accumulated profit



| | 2016 | 2017 | 2018 |
|--------------------|-------|--------|------|
| Revenue | 0,48m | 3,3m | 6,2m |
| Cost | 1,8m | 3,3m | 2,8m |
| Profit | -1,3m | -0,02m | 3,4m |
| Accumulated Profit | -1,3m | -1,3m | 2,0m |

Revenue
Cost
Profit
Accumulated Profit

■ WHAT'S THE MARKET FEEDBACK ? ■



Users



Customers

■ WHAT'S THE MARKET FEEDBACK ? ■



Users

User test result

6 lab tests 8 contextual tests

100% feel it's understandable

87.5% support it's useful & show great passion

75% of participates will buy pro version (10 euro)

Website

126 subscribers in 3 days

960 visitors

www.transmetics.com

user acquisition

Physical



Airport

Pharmacie

Magazine

Online



Social net

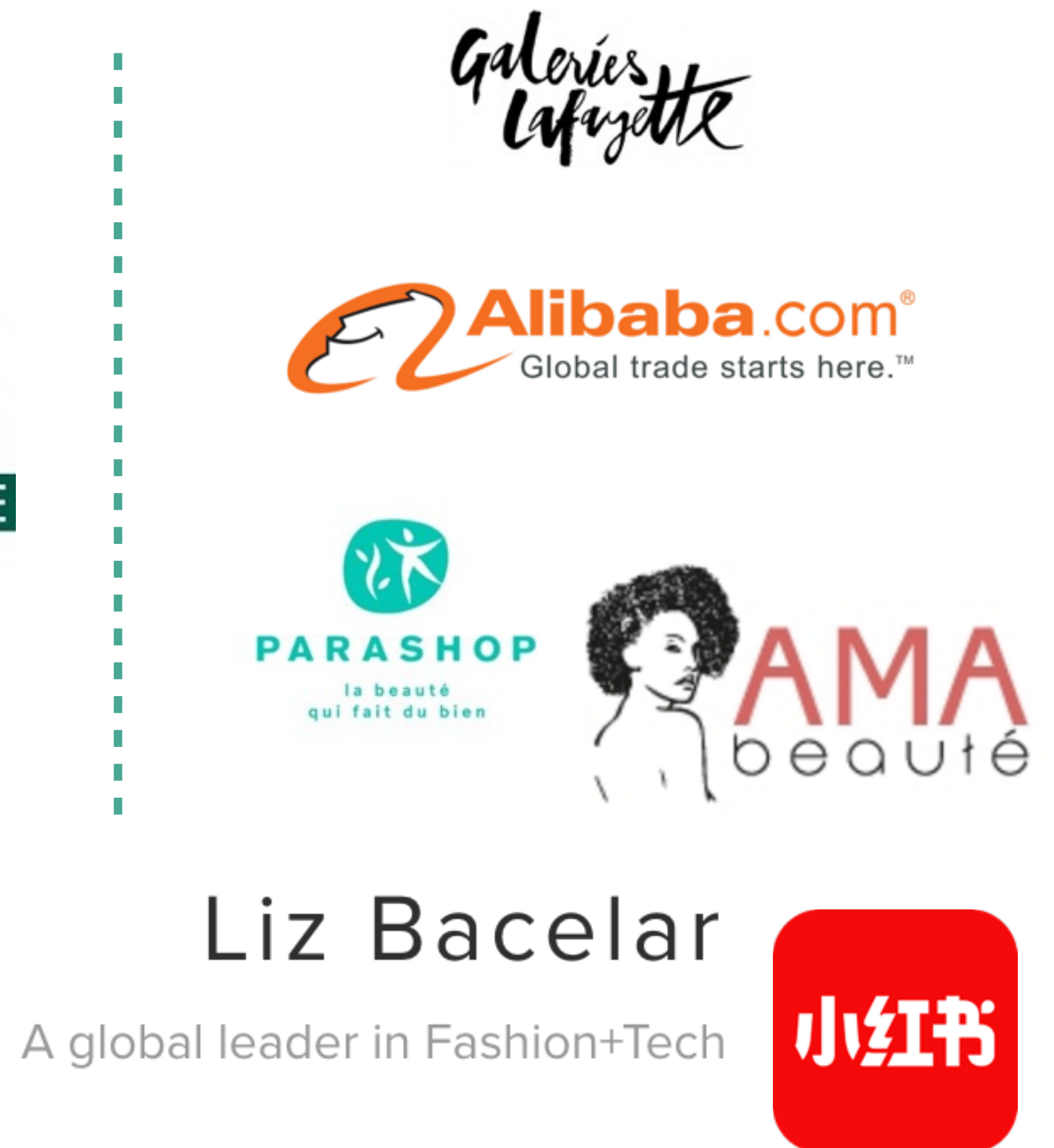
Travel app

■ WHAT'S THE MARKET FEEDBACK ? ■

Advertiser: per click

Cosmetics shop: per sale

promotion platform



■ WHAT'S THE MARKET FEEDBACK ? ■

| | Advertiser | | Cosmetics shop | | promotion platform |
|------------|---|--|---|---|---|
| contact | 7 | | 6 | | 9 |
| response | 1 | | 4 | | 4 |
| interested |  |  |  |  东方卫视 |  |



Customers

■ WHAT'S THE MARKET FEEDBACK ? ■

Galleries Lafayette

- admit market needs
- looking for further cooperation
- invite us to their acceleration



- interested in our app
- admit 4% payoff



- provide free promotion for our app



Customers

■ TEAM ■



Su Yang

Tech: Database



Lyu Yuan

Tech: Android develop



Lu Zheyi

Customer relationship
Marketing



Xia Ziyang

Product manager
finance strategy



Lu Yating

UI & Ux Designer

■ BACKUP ■

Demo demonstration



User research

Design analysis

Channels

Ads traffic share

Business forecast template

Potential customer



THANK YOU!



■ USER RESEARCH ■

8 Interviews
27 Questionnaires



Questionnaire of cosmeceuticals(medical cosmetics)

Gender: _____ Age: _____ Nationality: _____

1. Why did you come to France?
A. Studying B. Work C. Travel D. Visiting relatives E. Others

2. How is your language skill (multiple choice)?
A. English novice 1 2 3 4 5 proficient
B. French novice 1 2 3 4 5 proficient
C. Chinese novice 1 2 3 4 5 proficient
D. German novice 1 2 3 4 5 proficient
E. Others novice 1 2 3 4 5 proficient

3. What is your annual income(in euro)?
A: No Income
B: <15K
C: 15K ~ 70K
D: 70K ~ 150K
F: > 150K

4. What's your attitude toward French cosmeceuticals brand (multiple choice)?

| | I know the brand | I like the brand | I will buy products of this brand |
|-------------------|------------------|------------------|-----------------------------------|
| A. Avene | | | |
| B. La Roche-Posay | | | |
| C. VICHY | | | |
| D. Caudalie | | | |
| E. NUXE | | | |
| F. Uriage | | | |
| G. Darphin | | | |
| H. Melvita | | | |
| I. Bioderma | | | |
| J. Sanflore | | | |
| K. Lierac | | | |
| L. others | | | |

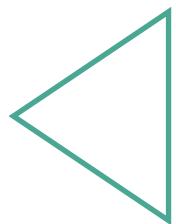
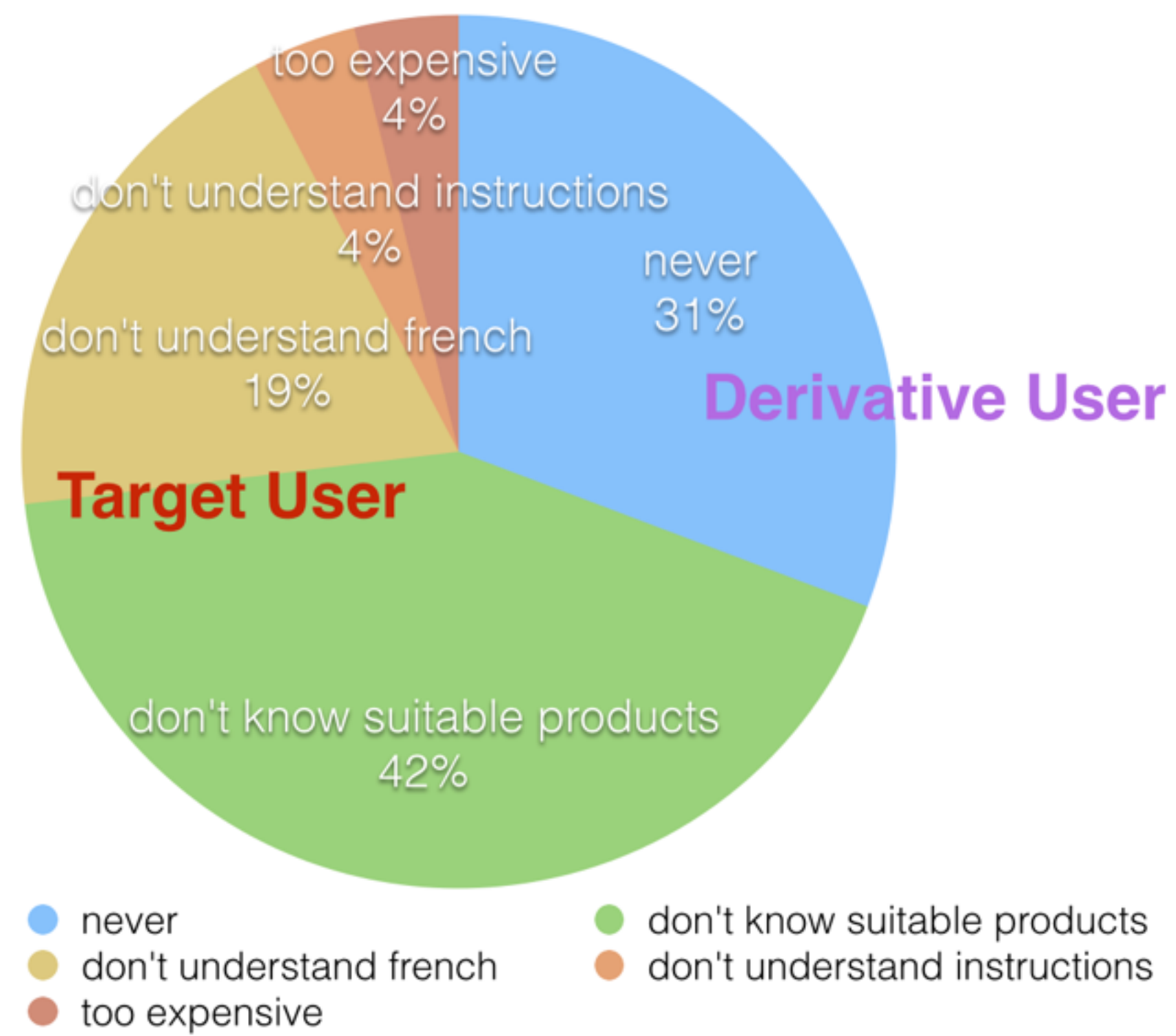
5. How much did you spend for cosmeceuticals per month?
A. <10 euro
B. 10 to 20 euro
C. 20 to 50 Euro
D. 50 to 100 Euro
E. > 100 ohms
F. I never buy cosmeceuticals.(if you choose this option, you can stop here.Thanks for your participation!)

Thank you for participating in this survey, give us a chance to resolve your problem. My group promised confidentiality of your personal information will not be used for other purposes!

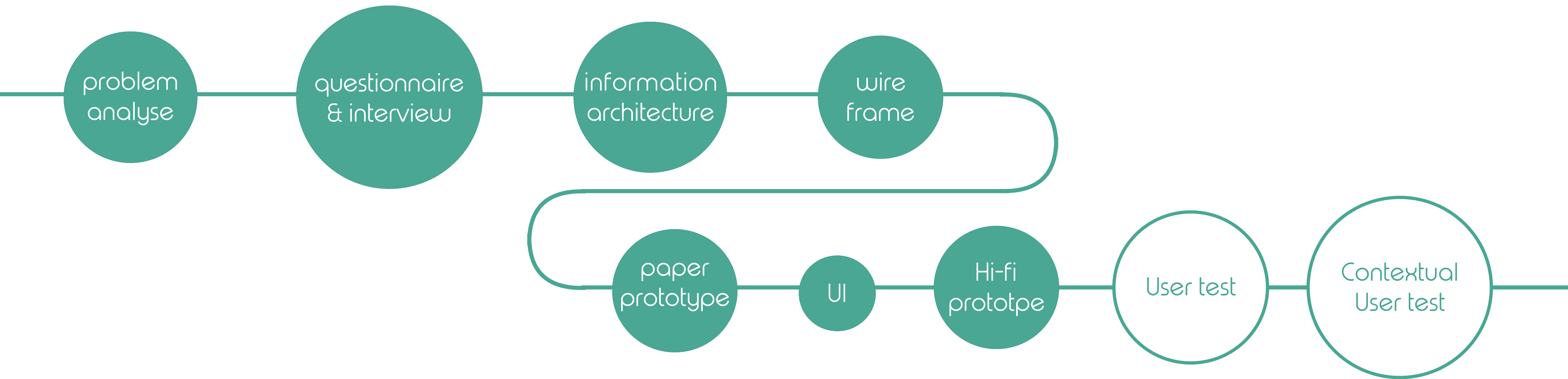


■ USER RESEARCH ■

Did you meet any difficulties when you purchasing cosmeceuticals?



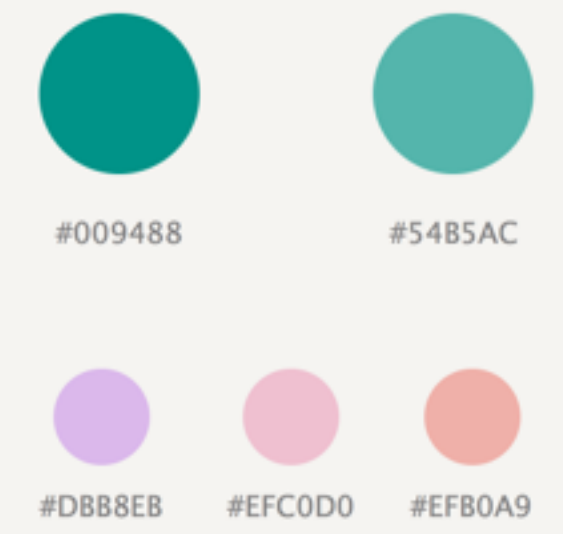
■ DESIGN ANALYSIS ■



Title
#009488 Roboto 16px

Sub-Title
#3D3D3D Helti SC 12px

Paragraph
#686868 Helti SC 12PX

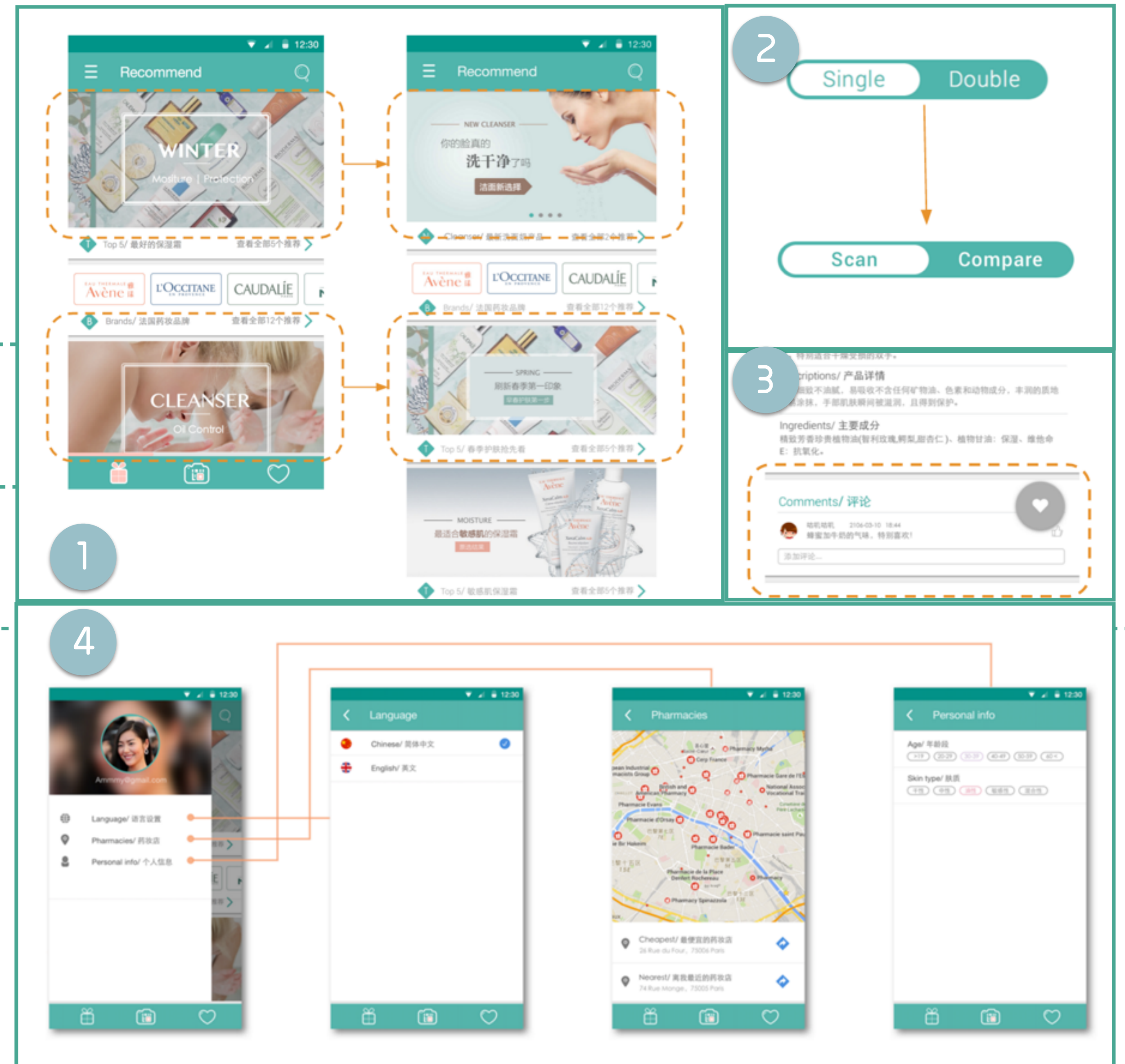


DESIGN ANALYSIS

User test

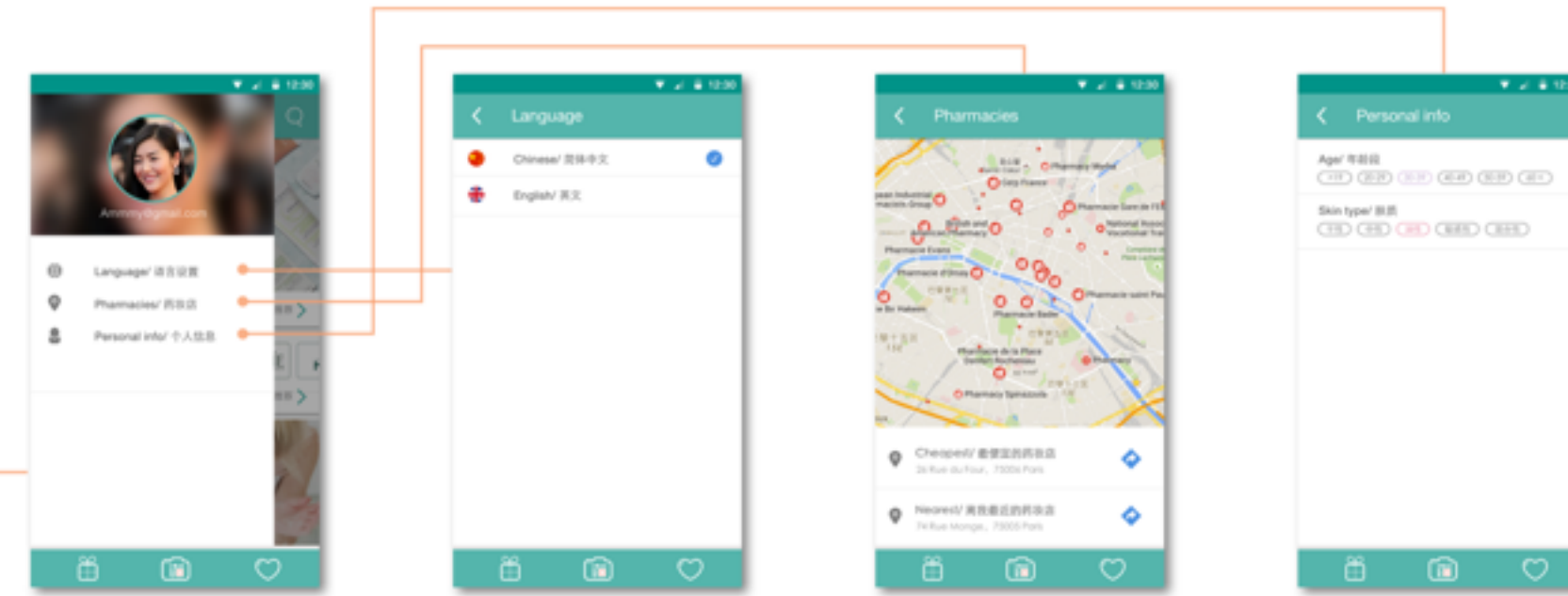
Design iteration

- 1 topics of ads are not clear
- 2 misunderstanding of "double"
- 3 more information of products: comments
- 4 additional function: nearest shop & big picture view

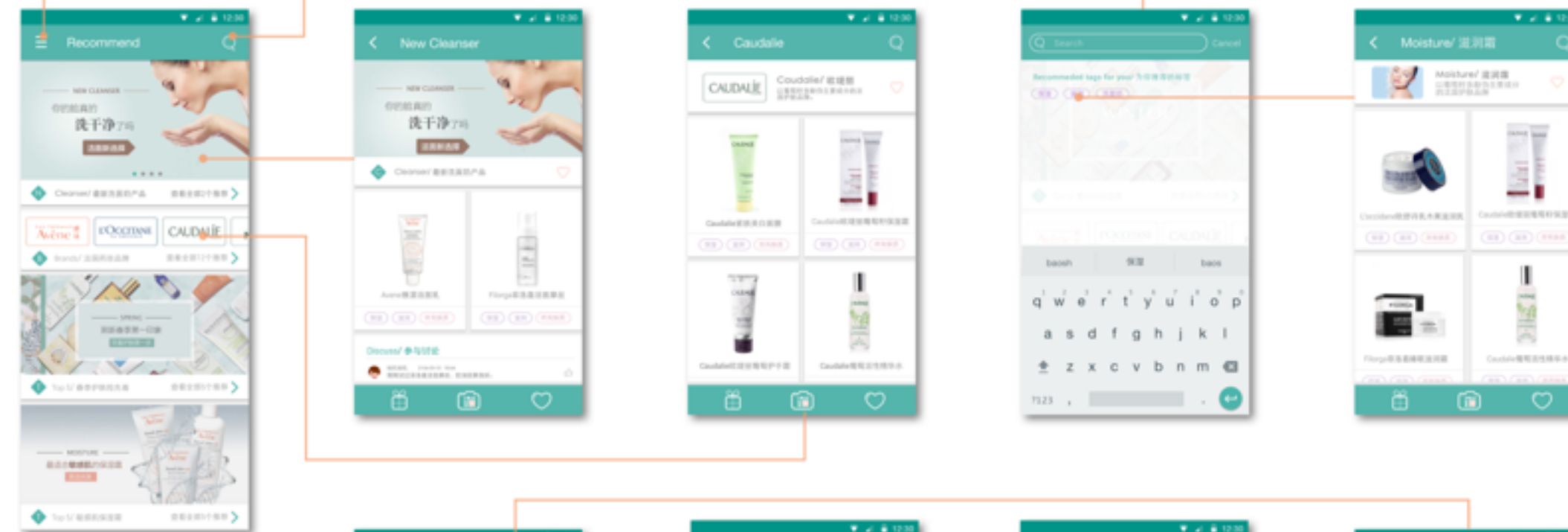


DESIGN ANALYSIS

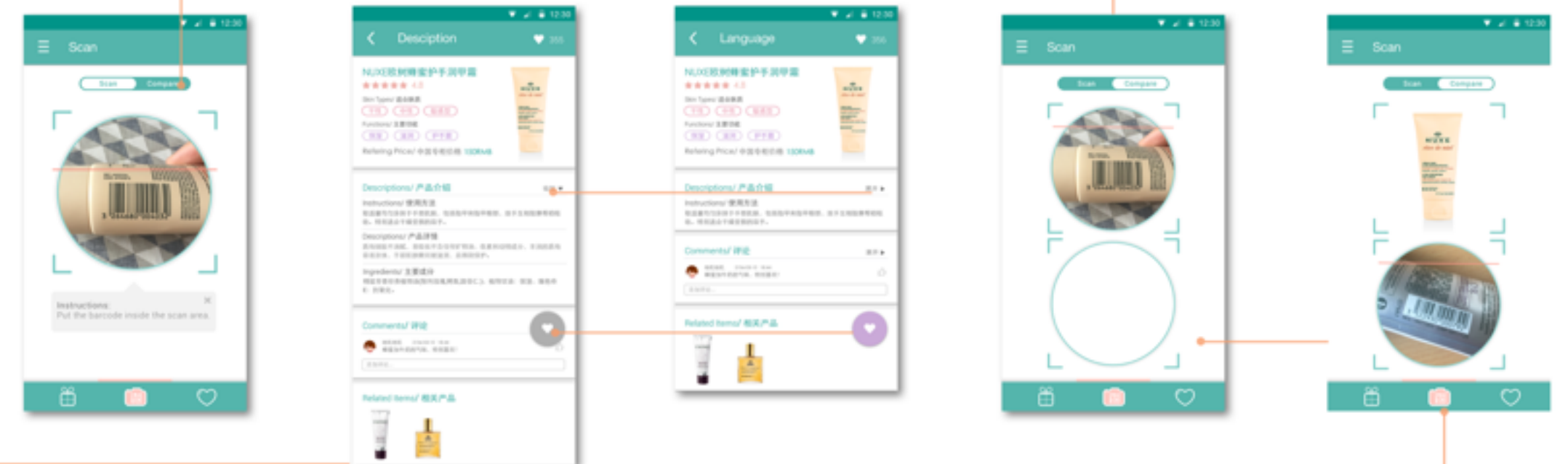
1. Portrait flow



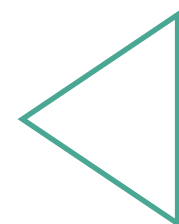
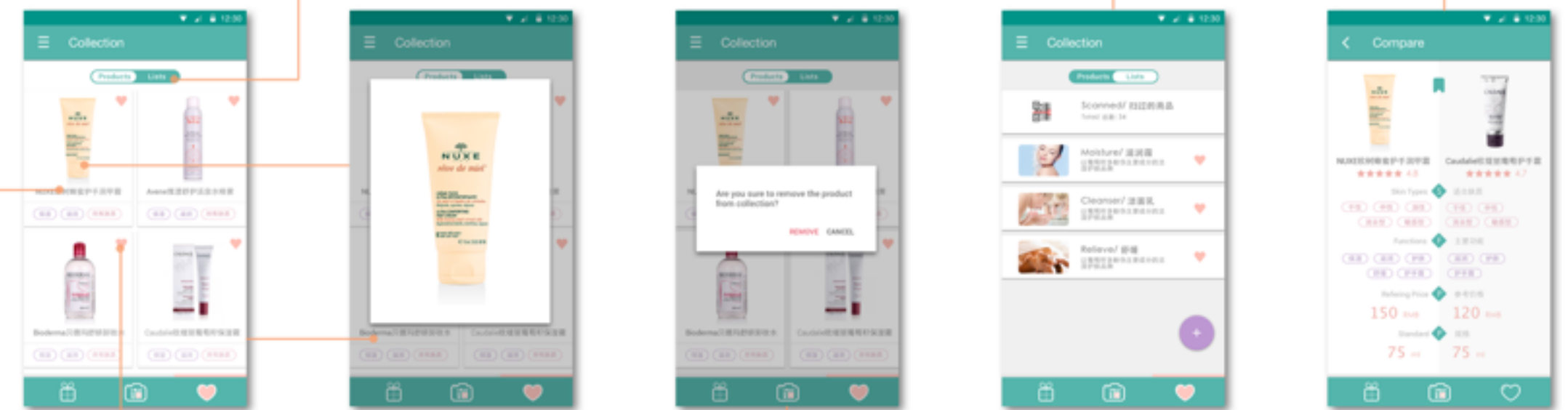
2. Recommend flow



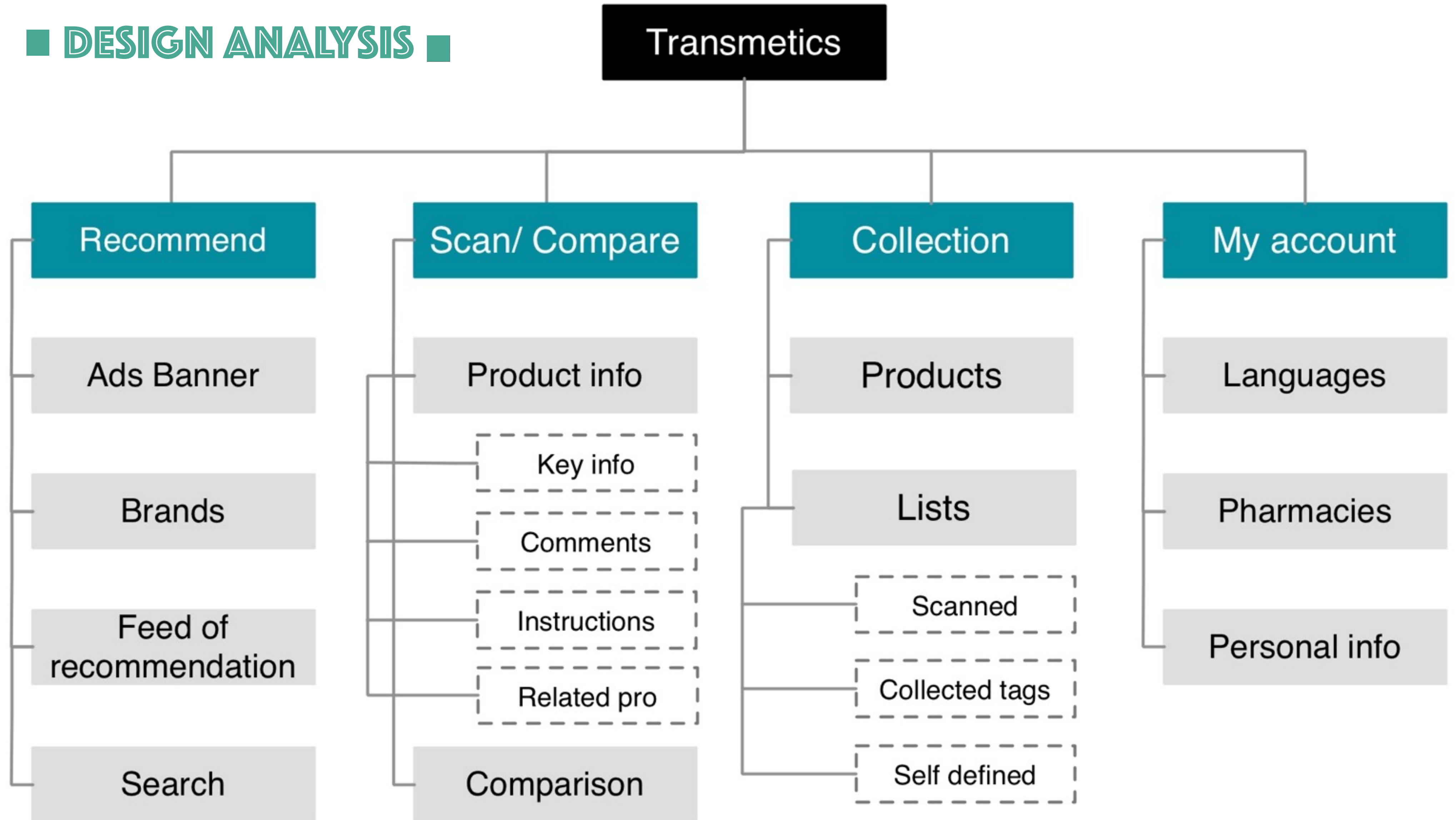
3. Scan flow



4. Collection flow



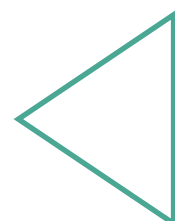
■ DESIGN ANALYSIS ■



■ DESIGN ANALYSIS ■

User test results

| RECOMMEND | SCAN | DESCRIPTION | COLLECTION | PORTRAIT |
|---|--|--|--|---|
| The structure of landing page need to be more clear. The first is ads, the second part is different brands. The third part is feeds. | The name of single scan/ double scan is confusing. Change to Scan / Compare can be better. | Add comments function is needed. Which can be made by visitors, do not push users to register in order to leave a better user experience. | The original classify is “products/ tags” need to be changed to “products/ lists”. Users can made lists of products by themselves. | The sub-page of this part is redefined. It should include “Nearby pharmacies” “Cheapest pharmacy” “Languages” and “Self info” |
| The previous design of feed part is the categories of different types of cosmetics according to their functions. However this can hardly attract customers’ interests since it always the same. | About the compare page, after the first one is scanned, it will show the picture of the product on the top. Then the camera focus change to the bottom scan. | Number of how many people have viewed the product is needed. Users want to know how hot is the product and they have a tendency to buy hot products. | On each of the product, it shows the icon of “Like” and “Purchased”. Users can click the heart of “Like” to delete a product. | Nearby pharmacies embedded google map of nearby pharmacies Cheapest pharmacy showed the one on Saint Germain road. |
| The search function should recommend users some tags they tend to use as well as search history. | Users would like to choose a product in their collection to compare, our application should allow for this situation. | Descriptions can be chose to fold up so that users can choose to see less information. | The list can be shared and followed by other users. Users like to follow others who shared the same skin types. | Languages can be chosen to users’ mother language. And the self information records users’ age and skin type. |



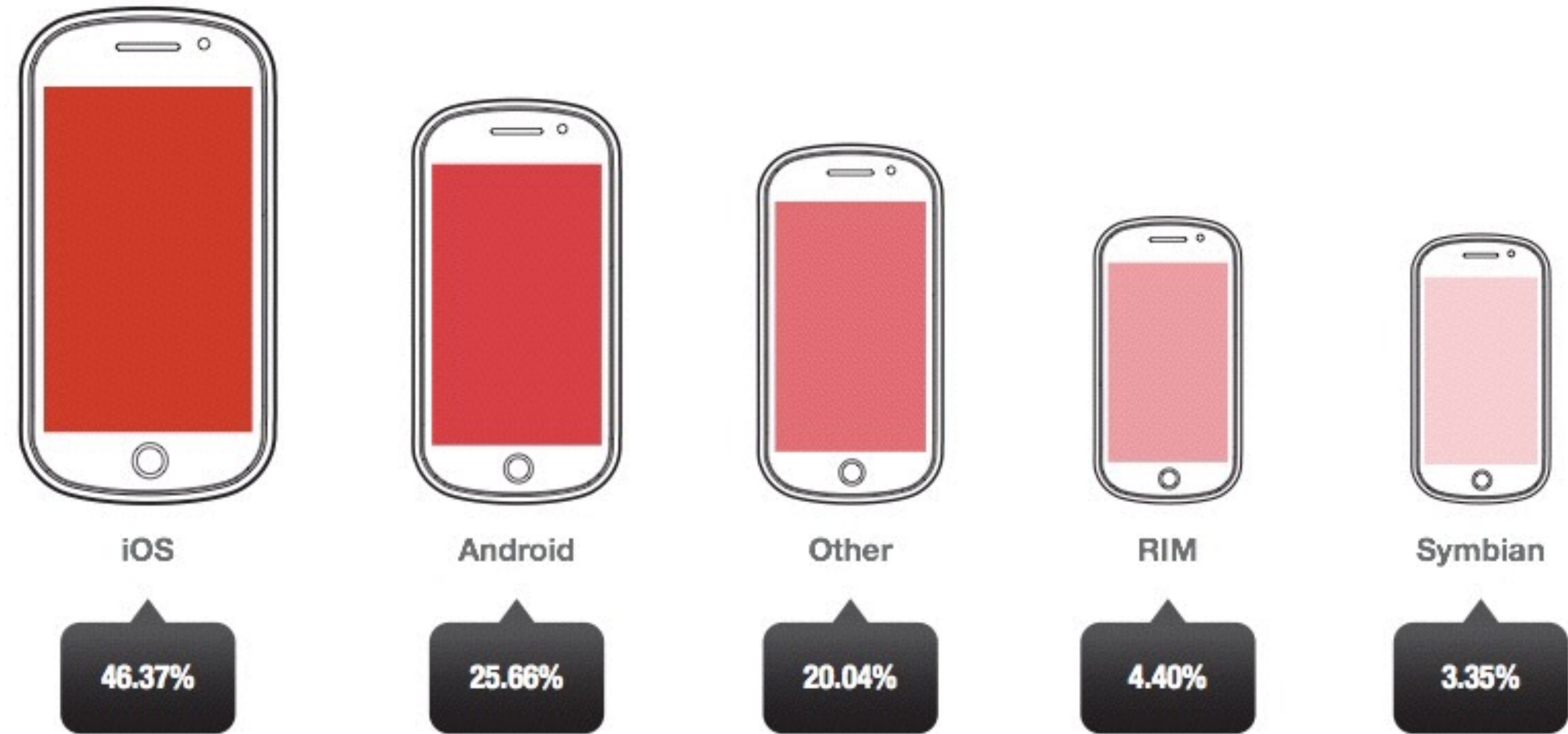
■ CHANNEL ■



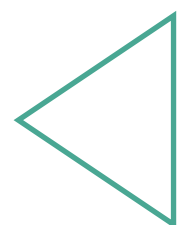
■ TRAFFIC SHARE ■

CPM=cost per mille
CPC=cost per click

Traffic share



| OS share | % of traffic | % of revenue | eCPM |
|----------|--------------|--------------|--------|
| iOS | 46.37% | 58.40% | \$1.64 |
| - iPhone | 30.43% | 34.38% | \$1.48 |
| - iPad | 5.08% | 17.19% | \$4.42 |
| - iTouch | 10.81% | 6.83% | \$0.82 |
| Android | 25.66% | 16.79% | \$0.88 |
| RIM | 4.40% | 4.15% | \$1.06 |
| Symbian | 3.53% | 0.99% | \$0.37 |
| Other | 20.04% | 19.67% | \$1.28 |



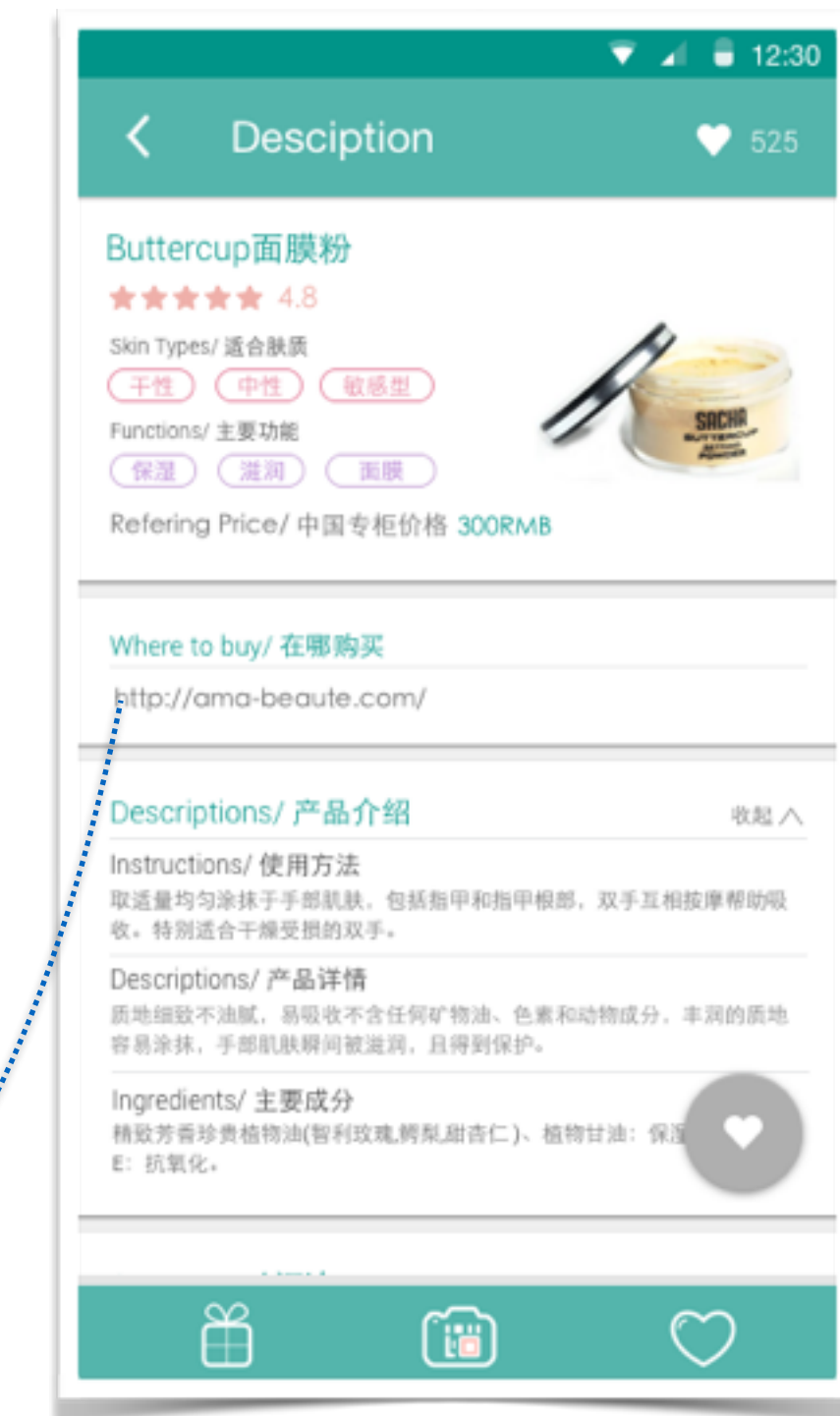
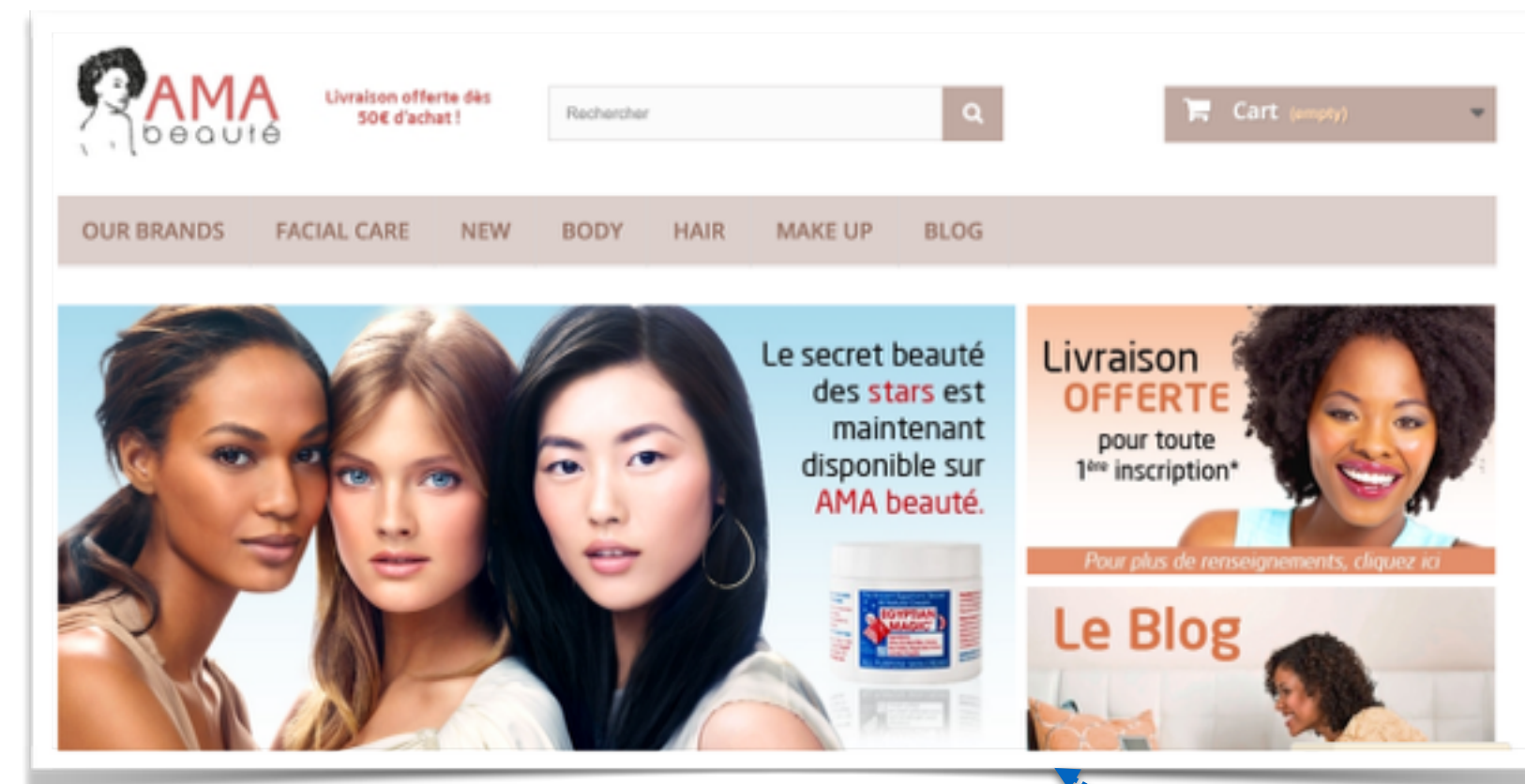
■ CUSTOMER ACQUISITION ■



Anissa Zegh

Owner of a start-up about cosmetics online shopping

<http://ama-beaute.com/>



4% of its sales in this way
will be given to Transmetrics

■ CUSTOMER ACQUISITION ■

*Galleries
Lafayette*

Potential customer:
Galleries Lafayette

Pieter Lammens
Galleries Lafayette Innovation
Business Development and
Sales Director

