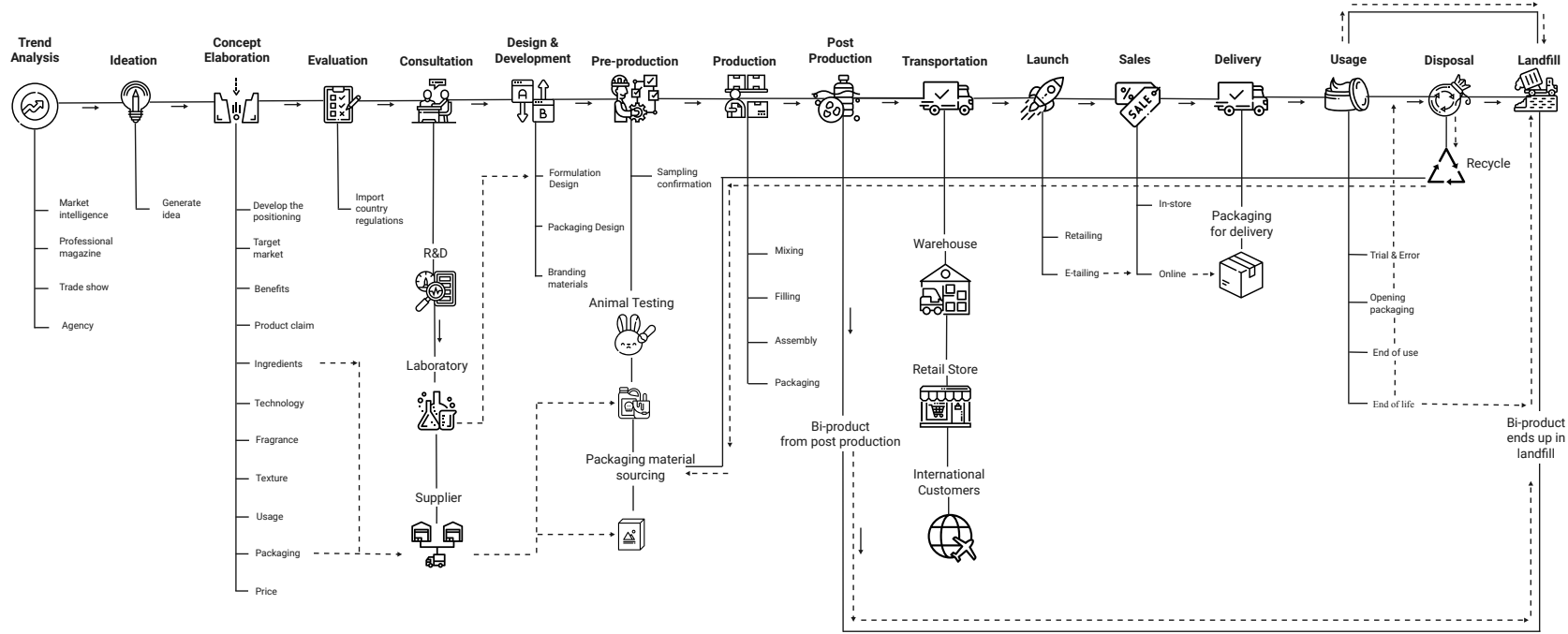
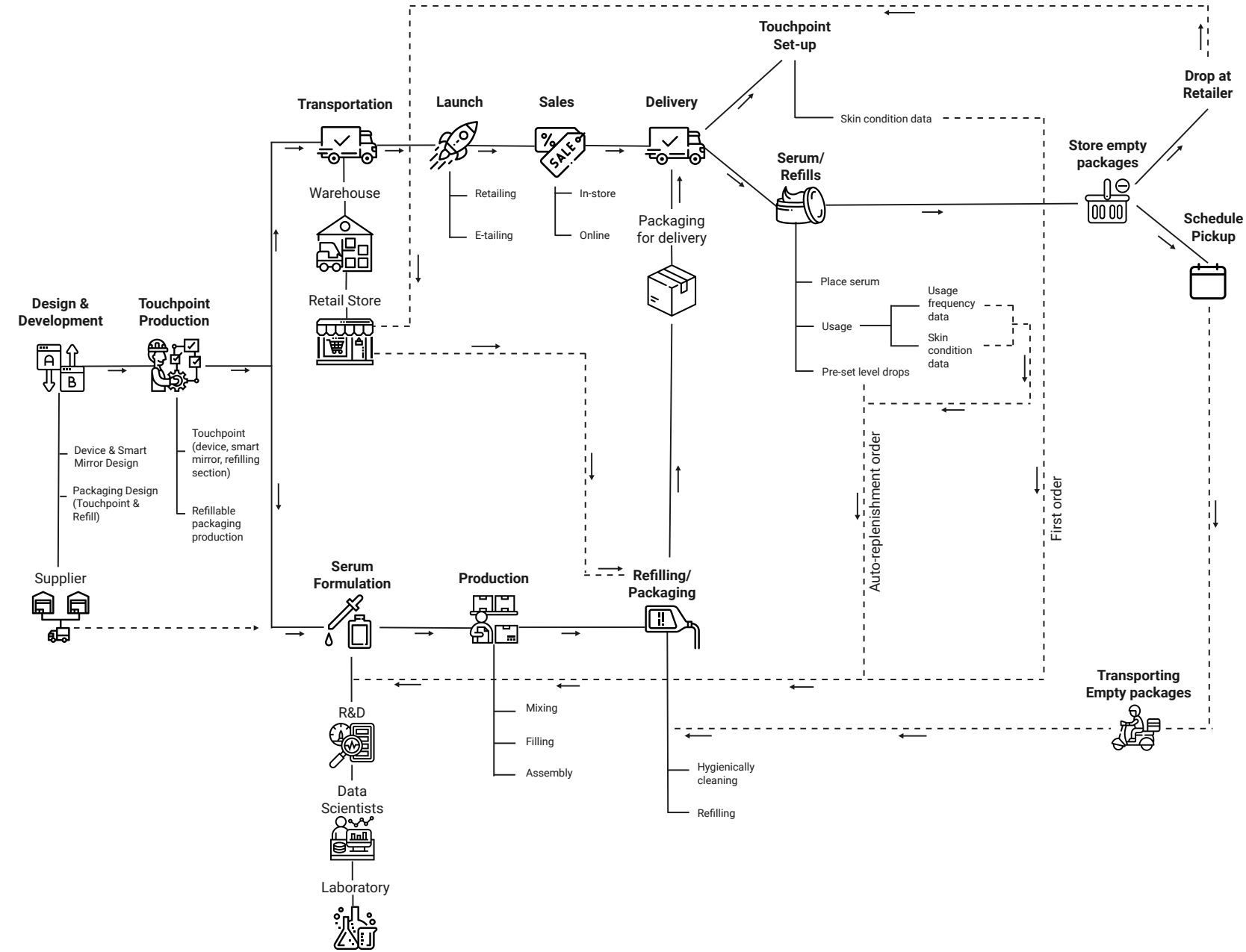
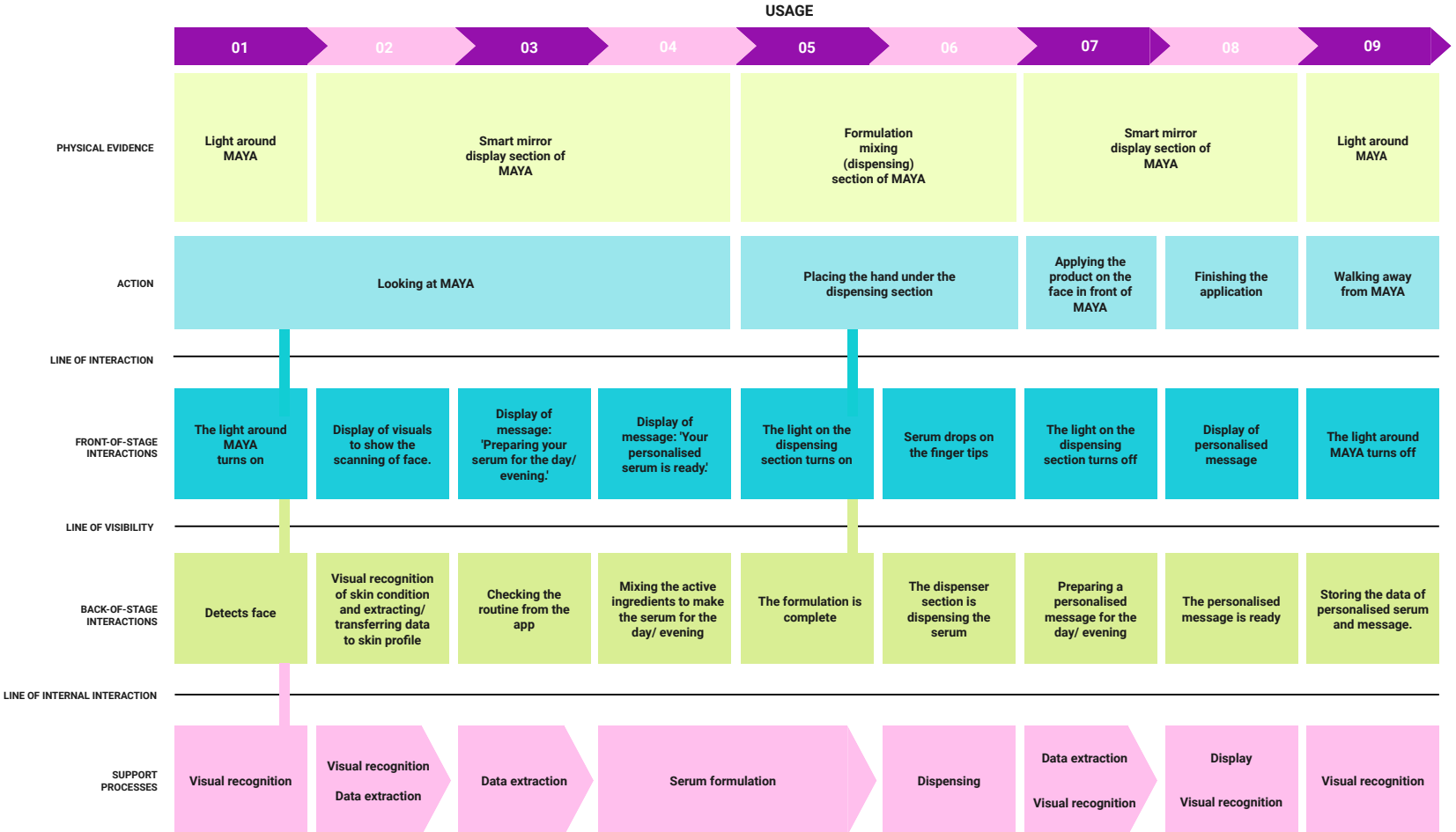
Appendix A: AS-IS Process

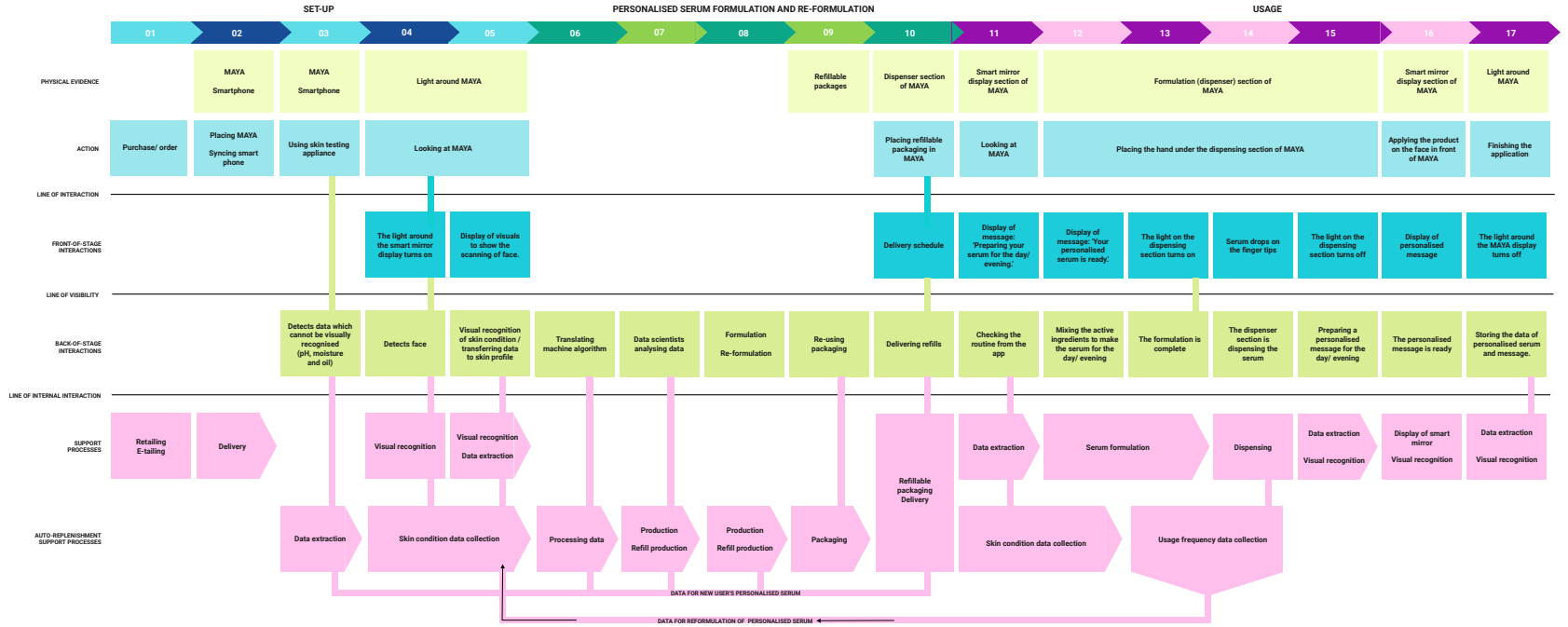



Touchpoint Set-up
Drop at Retailer
Transportation
Launch
Sales
Delivery
Skin condition data
Store empty packages
Serum/ Refills
Warehouse
Retailing
E-tailing
In-store
Online
Packaging for delivery
Schedule Pickup
Retail Store
Place serum
Usage
Usage frequency data
Skin condition data
Pre-set level drops
Design & Development
Touchpoint Production
Device & Smart Mirror Design
Packaging Design (Touchpoint & Refill)
Touchpoint (device, smart mirror, refilling section)
Refillable packaging production
Auto-replenishment order
First order
Supplier
Serum Formulation
Production
Refilling/ Packaging
Transporting Empty packages
R&D
Mixing
Filling
Assembly
Hygienically cleaning
Refilling
Data Scientists
Laboratory

	BEFORE		DURING				AFTER	
	AWARE	SEARCH	ORDER	DELIVERY	APPLY	AFTER FEW APPLICATION	DISPOSAL	SEARCH
USER EXPERIENCE	Coming across images that defines beauty by the cosmetic industries and feeling inadequate.	Getting confused with the number of products available in the market.	Ordering the product which looked promising.	Getting excited to start her new beauty regime when the product arrives.	Feeling hopeful that the product will work and she can meet the beauty standards.	Feeling sad when the product could not keep the promise.	Getting rid of the product as it does not suit her.	Looking for another product that would help her get rid of 'flaws'.
IMAGE SECTION								
CONSUMER'S EMOTIONS	Insecure	Confused	Amazed	Happy	Excited	Dissatisfied	Angry	Worried
TOUCHPOINTS/ PLACES	Instagram, Magazines, In-store Ads, Mirror		E-shop, Retail Store, Home, Beauty Product					

	BEFORE	DELIVERY & SET-UP				APPLICATION						AFTER	
	AWARE	ORDER	DELIVERY	SET-UP	REFILLABLE SERUM ARRIVES	MORNING	AFTER APPLICATION	DURING THE DAY	EVENING	AFTER APPLICATION	REANALYSE SKIN	AUTO-REPLENISHMENT
USER EXPERIENCE/ ACTIONS	Advertisements focuses on healthy skin, self-acceptance and confidence.	Orders MAYA	Gets excited to start her new beauty regime when MAYA arrives.	Places MAYA in her dressing and gets started with skin testing and syncing.	The data from skin testing is used for formulation in refillable package to place inside MAYA.	Places hand to get formulation/ serum with more sun protection factor for the weekend.	MAYA reminds users their inherent worth and power with messages - to empower.	Smartphone continues to track the sun exposure to send information to MAYA.	Places hand to get formulation/ serum to restore skin from sun damage.	MAYA calms the body and mind messages.	Machine learning algorithm translates changes and usage into data that can be used for reformulation.	MAYA understands when preset level drops, generates order to reformulation in refills.
IMAGE SECTION												
CUSTOMER EMOTIONS	Amazed	Thrilled	Excited	Excited	Happy	Empowered, Confidence	Happy	Happy	Calm	Happy	Happy	Pleased
TOUCHPOINTS/ PLACES	Online Retail Store	Product Website	Home	Dressing area or bathroom Mobile Device & Smart Mirror								


USAGE
01
02
03
04
05
06
07
08
09
PHYSICAL EVIDENCE
Light around MAYA
Smart mirror display section of MAYA
Formulation mixing (dispensing) section of MAYA
Smart mirror display section of MAYA
Light around MAYA
ACTION
Looking at MAYA
Placing the hand under the dispensing section
Applying the product on the face in front of MAYA
Finishing the application
Walking away from MAYA
LINE OF INTERACTION
FRONT-OF-STAGE INTERACTIONS
The light around MAYA turns on
Display of visuals to show the scanning of face.
Display of message: 'Preparing your serum for the day/ evening.'
Display of message: 'Your personalised serum is ready.'
The light on the dispensing section turns on
Serum drops on the finger tips
The light on the dispensing section turns off
Display of personalised message
The light around MAYA turns off
LINE OF VISIBILITY
BACK-OF-STAGE INTERACTIONS
Detects face
Visual recognition of skin condition and extracting/ transferring data to skin profile
Checking the routine from the app
Mixing the active ingredients to make the serum for the day/ evening
The formulation is complete
The dispenser section is dispensing the serum
Preparing a personalised message for the day/ evening
The personalised message is ready
Storing the data of personalised serum and message.
LINE OF INTERNAL INTERACTION
SUPPORT PROCESSES
Visual recognition
Visual recognition
Data extraction
Data extraction
Serum formulation
Dispensing
Data extraction
Visual recognition
Display
Visual recognition
Visual recognition


SET-UP
PERSONALISED SERUM FORMULATION AND RE-FORMULATION
USAGE
01
02
03
04
05
06
07
08
09
10
11
12
13
14
15
16
17
PHYSICAL EVIDENCE
MAYA Smartphone
MAYA Smartphone
Light around MAYA
Refillable packages
Dispenser section of MAYA
Smart mirror display section of MAYA
Formulation (dispenser) section of MAYA
Smart mirror display section of MAYA
Light around MAYA
ACTION
Purchase/ order
Placing MAYA Syncing smart phone
Using skin testing appliance
Looking at MAYA
Placing refillable packaging in MAYA
Looking at MAYA
Placing the hand under the dispensing section of MAYA
Applying the product on the face in front of MAYA
Finishing the application
LINE OF INTERACTION
FRONT-OF-STAGE INTERACTIONS
The light around the smart mirror display turns on
Display of visuals to show the scanning of face.
Delivery schedule
Display of message: 'Preparing your serum for the day/ evening.'
Display of message: 'Your personalised serum is ready.'
The light on the dispensing section turns on
Serum drops on the finger tips
The light on the dispensing section turns off
Display of personalised message
The light around the MAYA display turns off
LINE OF VISIBILITY
BACK-OF-STAGE INTERACTIONS
Detects data which cannot be visually recognised (pH, moisture and oil)
Detects face
Visual recognition of skin condition / transferring data to skin profile
Translating machine algorithm
Data scientists analysing data
Formulation
Re-formulation
Re-using packaging
Delivering refills
Checking the routine from the app
Mixing the active ingredients to make the serum for the day/ evening
The formulation is complete
The dispenser section is dispensing the serum
Preparing a personalised message for the day/ evening
The personalised message is ready
Storing the data of personalised serum and message.
LINE OF INTERNAL INTERACTION
SUPPORT PROCESSES
Retailing E-tailing
Delivery
Visual recognition
Visual recognition
Data extraction
Refillable packaging Delivery
Data extraction
Serum formulation
Dispensing
Data extraction
Visual recognition
Display of smart mirror
Visual recognition
Data extraction
Visual recognition
AUTO-REPLENISHMENT SUPPORT PROCESSES
Data extraction
Skin condition data collection
Processing data
Production
Refill production
Production
Refill production
Packaging
Skin condition data collection
Usage frequency data collection
DATA FOR NEW USER'S PERSONALISED SERUM
DATA FOR REFORMULATION OF PERSONALISED SERUM