

Team 44

# Estée Lauder Companies Online

How might we use data to develop *in-the-moment personalized* shopping experiences for *e-commerce* customers?



Kaitlyn Burkland  
MBA



Sachi Angle  
CM



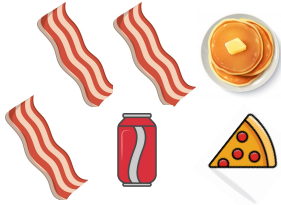
Minghui Chen  
ORIE



Hwee Lin Yeo  
CS



Vicky Fan  
Design



Food



Lack of sleep

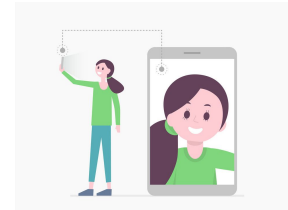


Air pollution



NEW YORK

Tell us the environment you are in



Take a selfie



Tell us how the product is working



### Features

- Track your skin health
- Product history
- Logging product experience
- Connected to weather/location data
- Log eating/sleeping habits
- Trend visualization

### Benefits

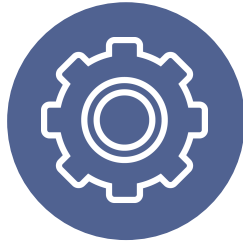
- ❖ Encourage customers to get advantage of EL products as much as possible

# MVP Overview



## **FORMAT**

Mobile App



## **FUNCTIONALITY**

Trends based on data inputted by customer and from outside sources



## **CUSTOMER SEGMENT**

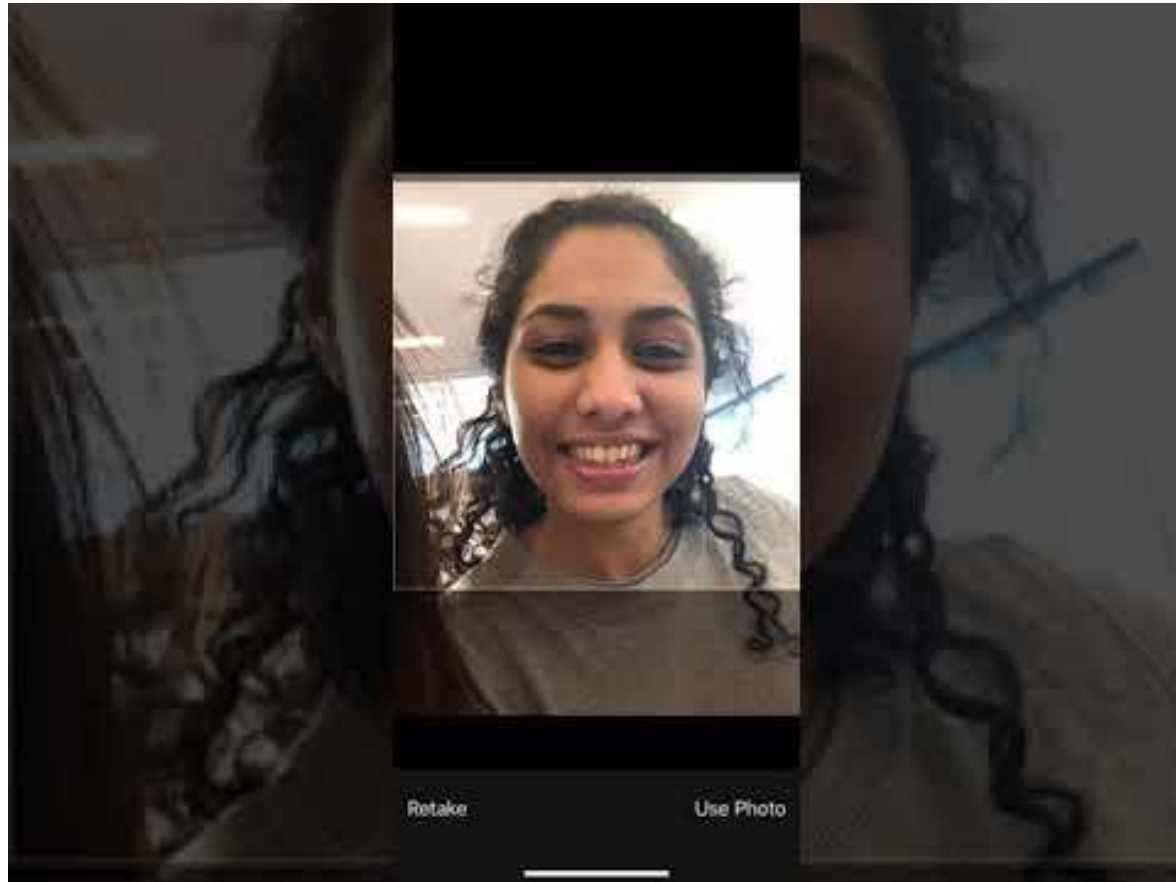
Female loyalty members 18-35 years old



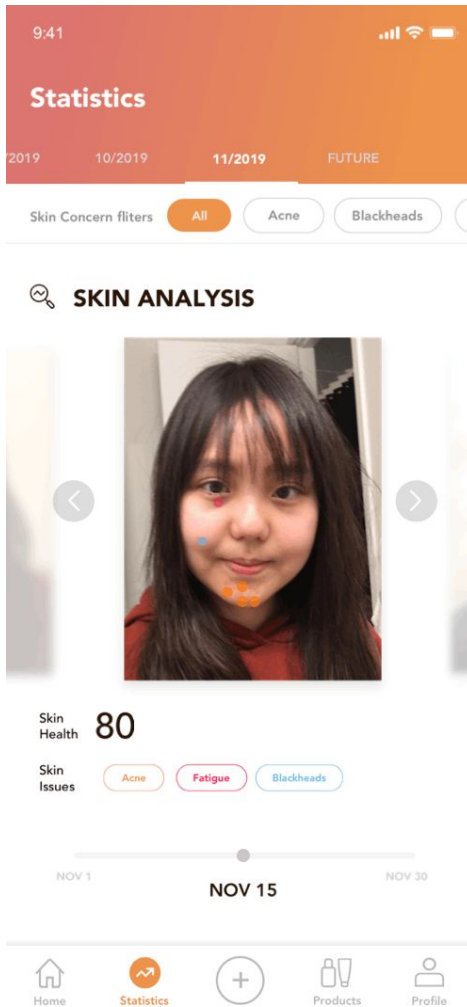
## **DATA**

Top Clinique products, experience with products, personal skin assessment, sleeping habits, eating habits, weather

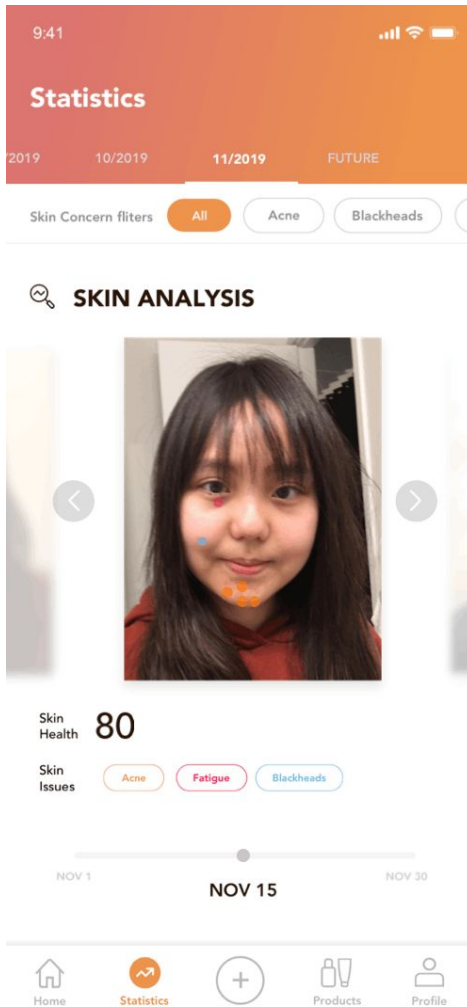
## Product Demo Video



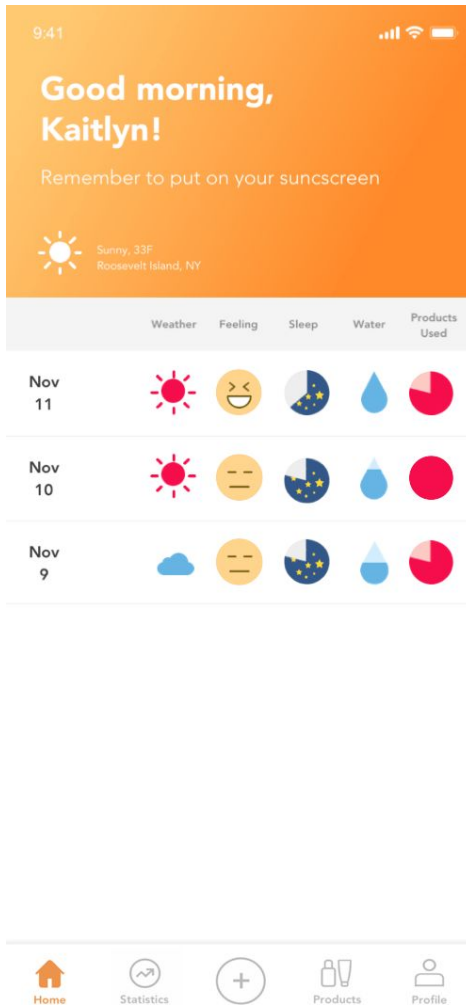
# Prototyped Statistics Feature



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# Thank you!

How might we use data to develop *in-the-moment personalized* shopping experiences for *e-commerce* customers?



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