



ManiCare

A professional community platform
designed for manicurists/beauticians

Background

According to the American College of Dermatology, nearly 90% of women and more than 60% of men in the United States spend more than **\$6 billion** a year on nail beauty!

2023 US



55,000
nail salons

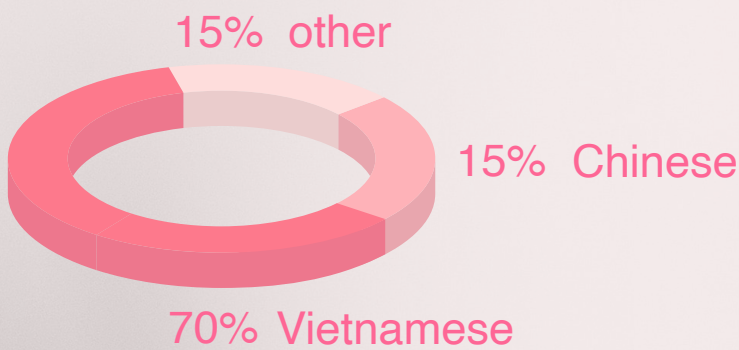
400,000

manicurists



Industry analysis

In the United States, the nail industry is dominated by Asians, with Vietnamese leading the way, followed by Chinese and South Koreans, Rich income, attract more Asian people to join



average monthly income of **\$3,000 to \$4,000**, which has attracted more Asians.



manicurists



Who cares about their life?

Although manicurists have a huge market size, their life and health issues deserve attention

Research

Manicurist industry

Mental Problem

Working eight hours a day, doing repetitive labor, and many people coming from other countries to work in the United States, They need guidance and someone to talk to, or they will become very stressed



Skin allergy

Prolonged exposure to chemicals such as nail polish can cause skin allergies, leading some manicurists to stop working for good.



Cervical spondylopathy

Focusing on the work for a long time, resulting in cervical spine, and spine damage, 70% of manicurists have varying degrees of muscle pain, cervical spondylosis, etc., and they do not pay attention to maintenance and rehabilitation.



Dust in eyes

The use of files and sanding tools can produce dust, and even wearing a mask and goggles, doing this every day, can cause irritation to the eyes or nose.



Integrate into society

As a foreigner working in the United States, it is difficult to easily integrate into society due to language problems, which can also cause problems in life such as mental health



Asian manicurists have a shorter career life cycle and are unskilled, and once they lose their jobs, they either seek the same job, open a shop, or are forced to make a transition. So in some ways, they are an underprivileged group in the workplace, where many manicurists are employed by private employers who exchange their salaries for time and physical fitness.

Interview



" I just arrived in the United States for 3 months, and became a manicurist under the introduction of a friend. Language became a barrier for me to communicate"

Manicurist: Jane

Sometimes the manicurist is difficult to communicate because of language problems, and even makes the wrong style I want



Customer: Cindy



"Sometimes there are too many customers, no rest time, cervical spine, allergies and other occupational diseases have been bothering me"

Manicurist: LIU

"Getting your nails done or other beauty projects is often boring, so you can only talk to the manicurist, but the manicurist often looks tired"



Customer: Wang



"I have been working in the beauty salon industry overseas for 10 years and now own my own nail salon and train my own apprentices, but the industry is very competitive"

Manicurist: TIAN TIAN

"I will choose a fixed nail salon because of the manicurist or boss's communication skills. Sometimes, the technology is similar. I will choose a familiar shop and have certain loyalty"



Customer: Jennifer

Insight

Language



communication is a pain point for most Asian manicurists, who often lose clients as a result.

Occupational disease



The long working hours and environment lead to the occurrence of chronic diseases, which shorten the career of manicurists

Commuinty

The personality of the manicurist, as well as the word of mouth is very important, many customers are repeat customers



Empathy map



THINK & FEEL

I was supposed to be off work, but a client came in and asked me to work overtime

Just came to the United States, the language is not good, very afraid to chat with customers

SEE



Customers are unfriendly, rude and difficult to communicate with

Allergies and occupational diseases bothered me, but I only worked in a beauty salon and worried about losing my job



HEAR

Cultivating loyal customers can increase performance

There are a lot of content to learn, do not know how to start, the master taught very basic.

SAY & DO



I remember once I hurt a customer's hand and I was worried

The diet was very irregular

Apart from work and family, there was hardly any social interaction.



PAINS

- It's easy to get started, but it requires advanced technology and a lot of learning
- No fixed worksheet, according to guest time
- Narrow occupational range

GAINS



- Rich social environment, can blend in foreign places
- Try to avoid the occurrence of occupational diseases
- Easy to understand training materials

Persona



Daisy
Age: 26
1 year experience

“Often troubled by the use of formulas, it is difficult to create their own beauty solutions

- Features
- Time Saving
 - Shop online
 - Ingredients easy to handle
 - Studious
 - Internet

- Needs
- Extensive formulations and cosmetics database
 - Unified shopping store
 - Convenient training materials and videos

- Needs
- Broader social needs
 - An integrated manicurist or beautician
 - Healthy and comfortable working environment to deal with occupational diseases

- Features
- Workaholic
 - Shop online
 - Love Soical
 - Senior beautician

Betty Wang
Age: 28
6 year experience

“I feel that this job has hit a bottleneck, occupational disease and boring life make me want to give up

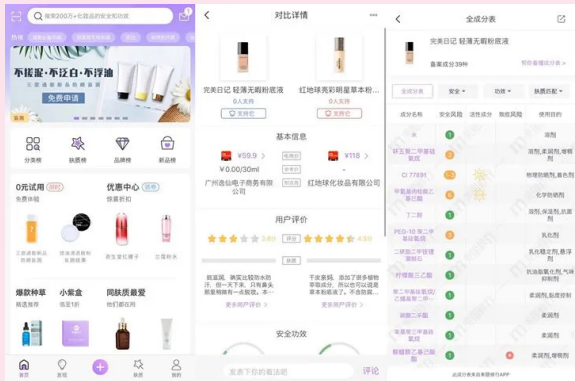


Technology

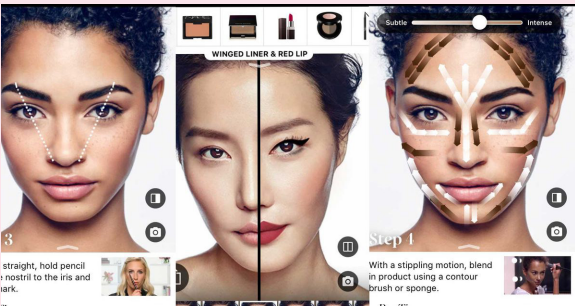
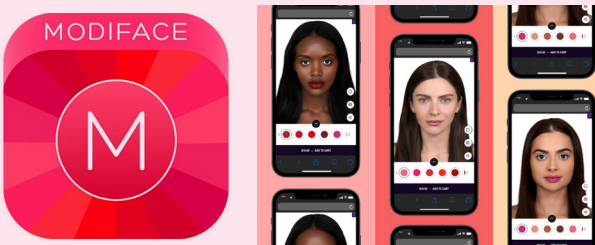


AR + AI
Through artificial intelligence and big data technology, AI and AR can be used to help skin and nail testing and makeup testing

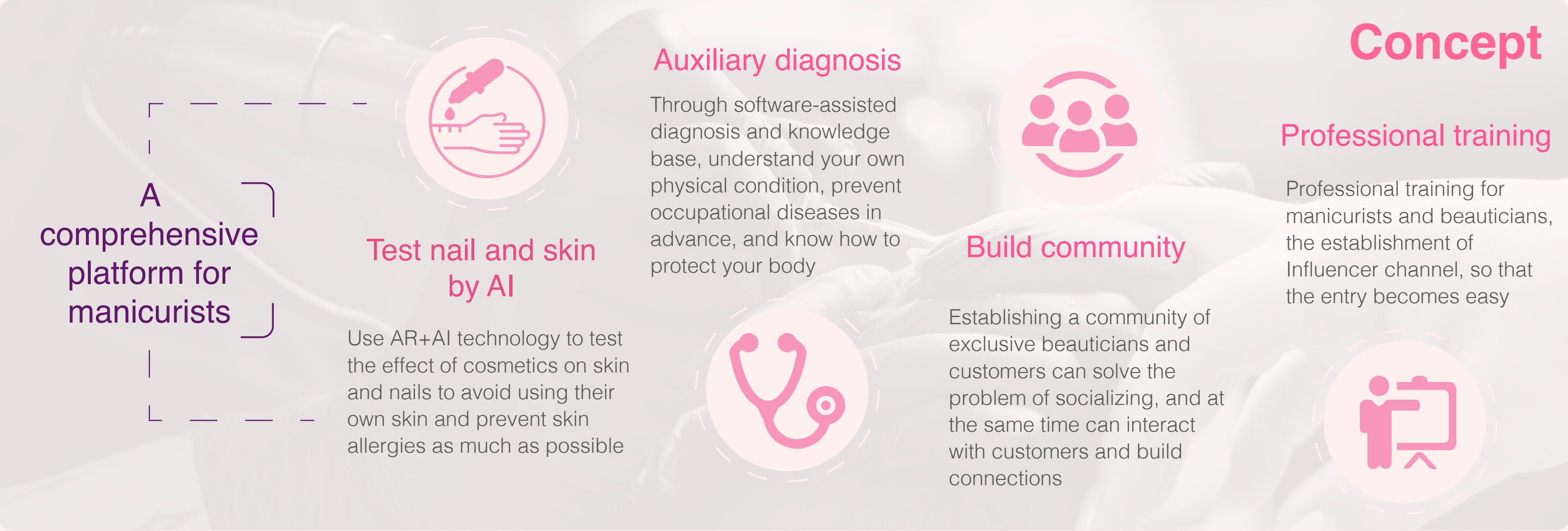
Competitor



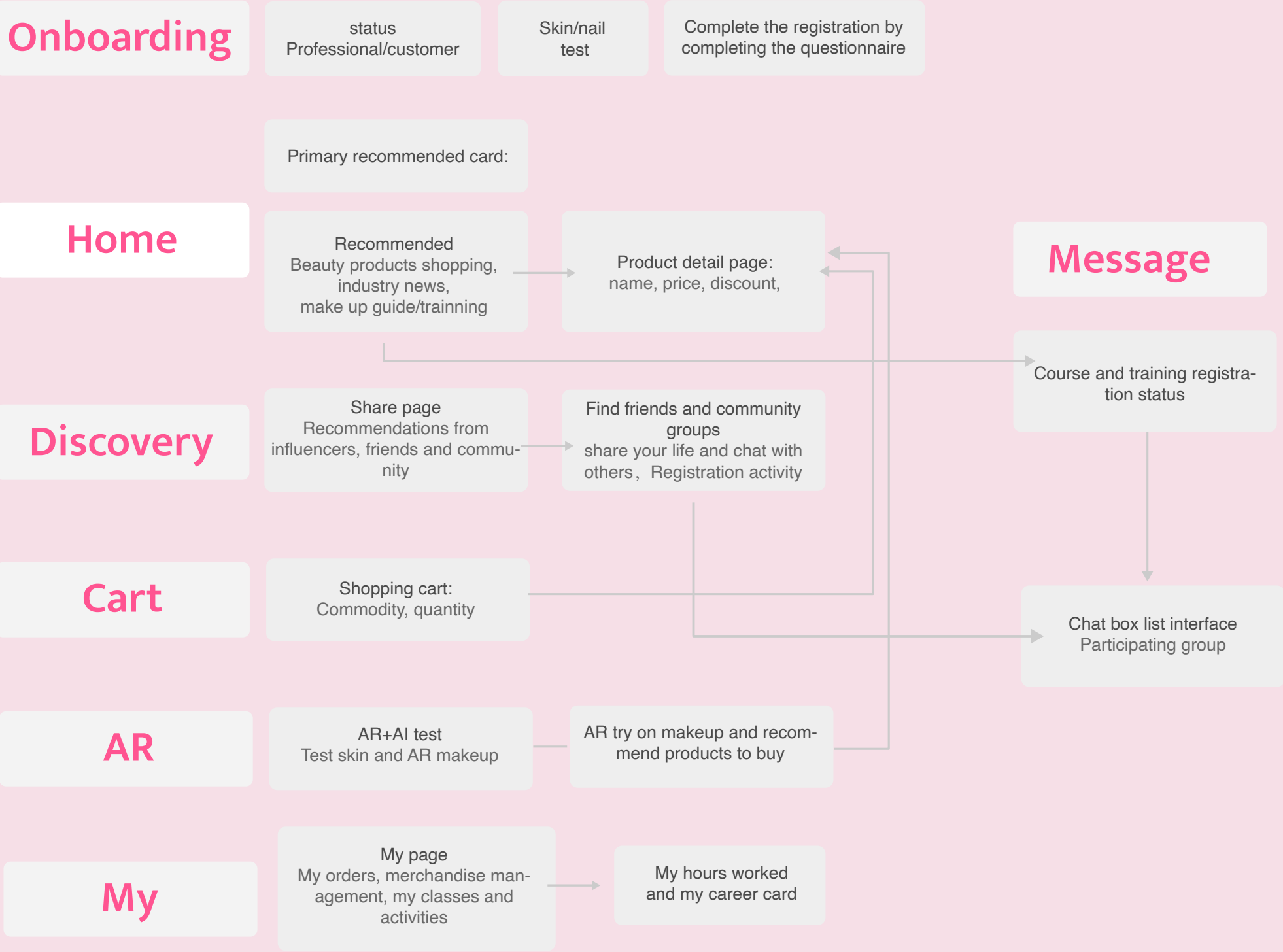
Professional app
A comprehensive platform for manicurists and cosmetologists, a strong product knowledge base and training knowledge, and direct sourcing



AI+AR app
The ModiFace Makeup Virtual Try On allows you to view color cosmetics products in an augmented reality experience. You can easily preview all lip, eye, cheek, face, and brow products on your live video or image.

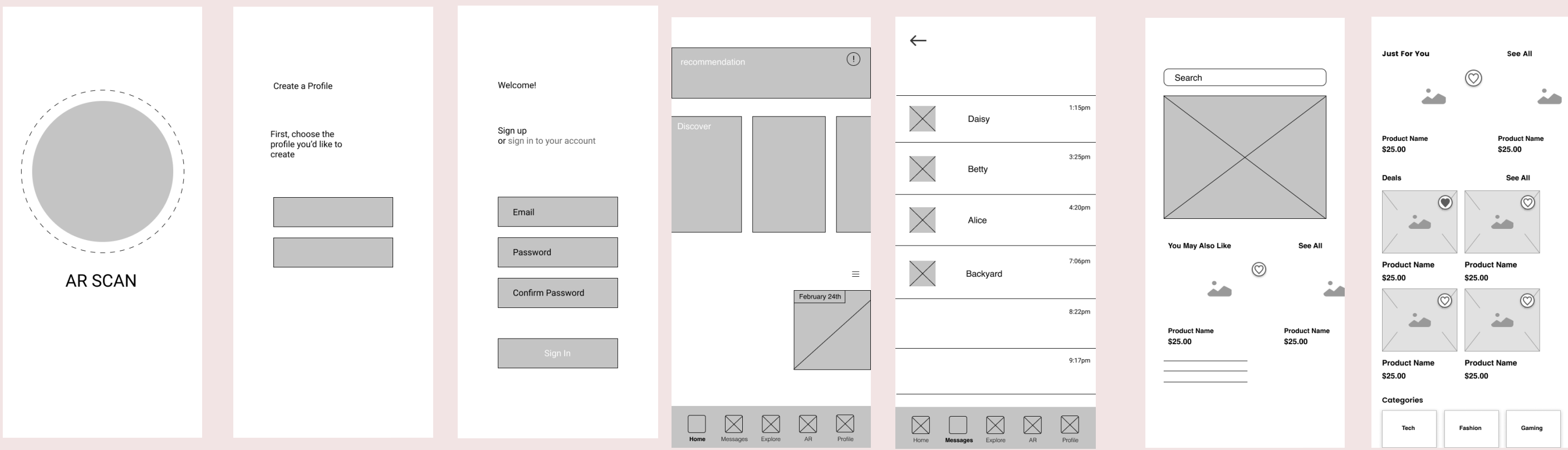


Information Architecture

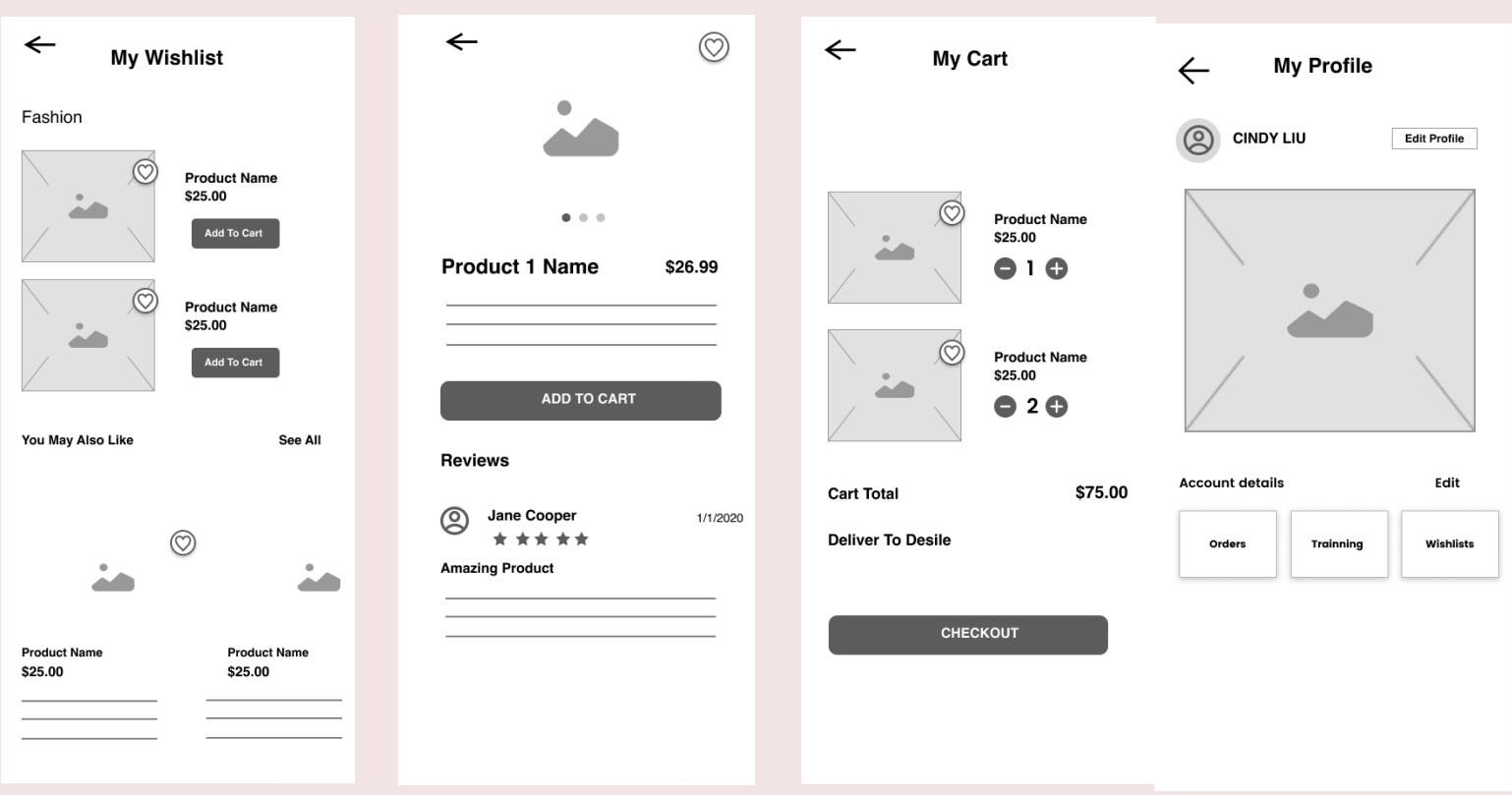


Create a professional platform community dedicated to manicurists and estheticians to help them get better vocational training, use AR technology to complete product testing, manage occupational health programs, and share beauty knowledge and meet people in the industry

Wireframe I Lowfidelity



Onboarding Home/Community Recommend



Shopping details Profile

Test Modify design concept based on user conclusions



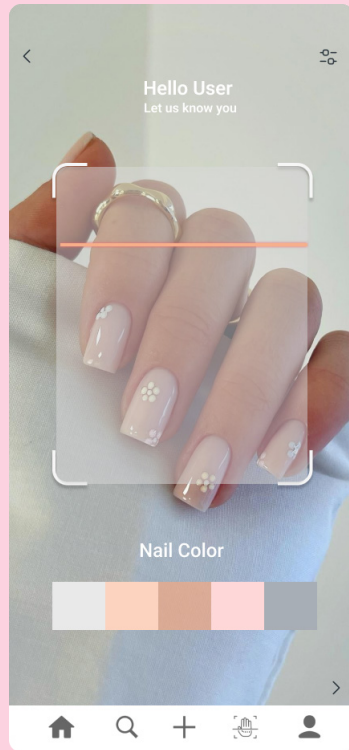
The design of the APP does not need too complex flat visual effects, need to focus on the product and content, the use of ICONS should also be feminine, you can use comics and other effects

The platform needs to cooperate with world-famous cosmetics brands to set up brand zones and attract more fans.

The platform should not only focus on nail art, but also other beauty industries

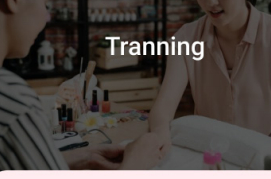
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Onboarding / Create profile



A screenshot of a mobile application titled "Nail Analysis". At the top, the status bar shows the time "9:41" and various icons. Below the title, there is a circular profile picture of a hand with long, manicured nails. The text "Dear" is followed by a paragraph: "Try our recommended nail color scheme and virtually change your nail style online". Below this, it says "It's your Nail style?". A large red button with white text says "FIND THE RIGHT NAIL STYLE". At the bottom, there is a grey button with white text that says "TRY AGAIN". The bottom navigation bar contains icons for a home screen, search, a plus sign, a shopping cart, and a user profile. A right arrow is also visible on the right side of the screen.

9:41	My Shopping Bag	📶 📶 📶
<		
	Gel Nail Polish Black multicolored glitter gel nail polish that'll have you laughing and not it. + +	✕ \$16.50
	3D Sculpture Carving Gel Fantastic consistency to create 3D art designs. Very easy to apply and shape. + +	✕ \$63.00
	LE VERNIS A universal serum for smooth-pinkie skin that smooths and brightens. + +	✕ \$29.99
	AHA 30% + BHA 2% Peeling Solution An advanced-level exfoliating peel. + +	✕ \$9.50
	Mandelic Acid 10% + HA A gentler exfoliant, in serum form. + +	✕ \$10.50
Total		\$140.00
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Tranning

Course introduce

Cindy, who has 8 years of experience in nail art, will show you the basic knowledge of nail art, and how to quickly match the most suitable solutions to meet the needs of users

Trainer: Cindy



Cindy Wang

★★★★★ (5.0/5.0 reviews)

Apply

More Trainer












A screenshot of a social media post. At the top, the status bar shows the time 9:41, signal strength, and battery level. The post header shows the name "Hi, Cindy" in red, a heart icon with 10 likes, and a speech bubble icon. Below the header is a row of five circular profile pictures of users who interacted with the post. The main image is a video frame showing a person's hands holding two bottles of "elle" nail polish. The bottle on the left is pink and labeled "elle pink", while the bottle on the right is white and labeled "elle white". The person's face is blurred in the background. Below the image, the text "318 likes" is shown, followed by the caption "Kdilly love, #nail style, just got new nail polish of elle". There is a link "Add comment..." and a profile picture of the user "Jennifer" who posted it. At the bottom of the screen is a navigation bar with icons for home, search, add, activity, and profile.

The image is a collage of three smartphones displaying social media content. The top phone shows a post from 'Hi, Cindy' featuring a woman holding two bottles of 'elle cosmetics' nail polish. The bottom phone shows a post from 'Jennifer' with a video of a person applying nail polish. The right phone shows a list of influencers, including 'Doe John' and 'Lucy', with their contact information and star ratings.

