Assumption Map

Do they want this?

Target Customers
- people who have tried skin picking solutions
- people who are just discovering the habit

Star Doby

Customers need awareness to even pick up and use the current solutions

The habit is so subconscious, they tend to use solutions after the session

Star Doby

Need to make a sticky solution, can't rely on user memory

Rebecca Pizzitola

Customers want to decrease their skin picking habit

They want to be more conscious about the habit

Star Doby

Visible results: less scars, no pain, less deformities

Need for a better outlet for anxiety

Star Doby

Putting stuff on skin: moisturizer, insect gel

Medication: ADHD, Antihistamines

Fidgets for hands and fingers

Star Doby

Not established in routine

Medication wears off

Forgets to include fidget in routine

Star Doby

Can we do this?

Technical: phone can't detect when skin picking happens

Smart watches can detect but not everyone has a watch on

Star Doby

Awareness of skin picking is dependent on user

Star Doby

Most people wear their smartwatches on their non-dominant wrist, does that complicate our solution?

Rebecca Pizzitola

Everyone has different severities for skin picking and different solutions that work for them.

There aren't catch-all solutions when the triggers are different

Star Doby

Suggestions for medications are likely off the table because our technical solution cannot prescribe medication

Star Doby

How can we make the solution personalizable enough to hit the wide range of picking behaviors, while maintaining effectiveness?

Rebecca Pizzitola

Can we implement an algorithm for a smart watch that learns to detect skin picking movements?

Rebecca Pizzitola

It's a niche habit that we are trying to address but widespread

We have people with similar experiences on our team

Star Doby

Can we utilize user calendar input and other data to time interventions when they are more likely to pick?

Rebecca Pizzitola

Can we create or recommend using a layer of fake skin or a boundary on locations of frequent picking?

Should we do this?

solution gives hope that the habit can be decreased even if it's super subconscious

Star Doby

People seeking community over the habit and want to share knowledge e.g. Reddit

Star Doby

It has to be in the locations where skin picking would happen i.e. bathroom, bedroom, sitting idly, desk

Star Doby

Watches might be more effective at detecting skin picking but could be obtrusive with vibrations, can easily be taken off

Star Doby

We want our solution to be unobtrusive yet helpful in bringing awareness to the habit

Star Doby

Likely won't be as effective as on-skin solutions like creme

Can we remind people to use the solutions they already have?

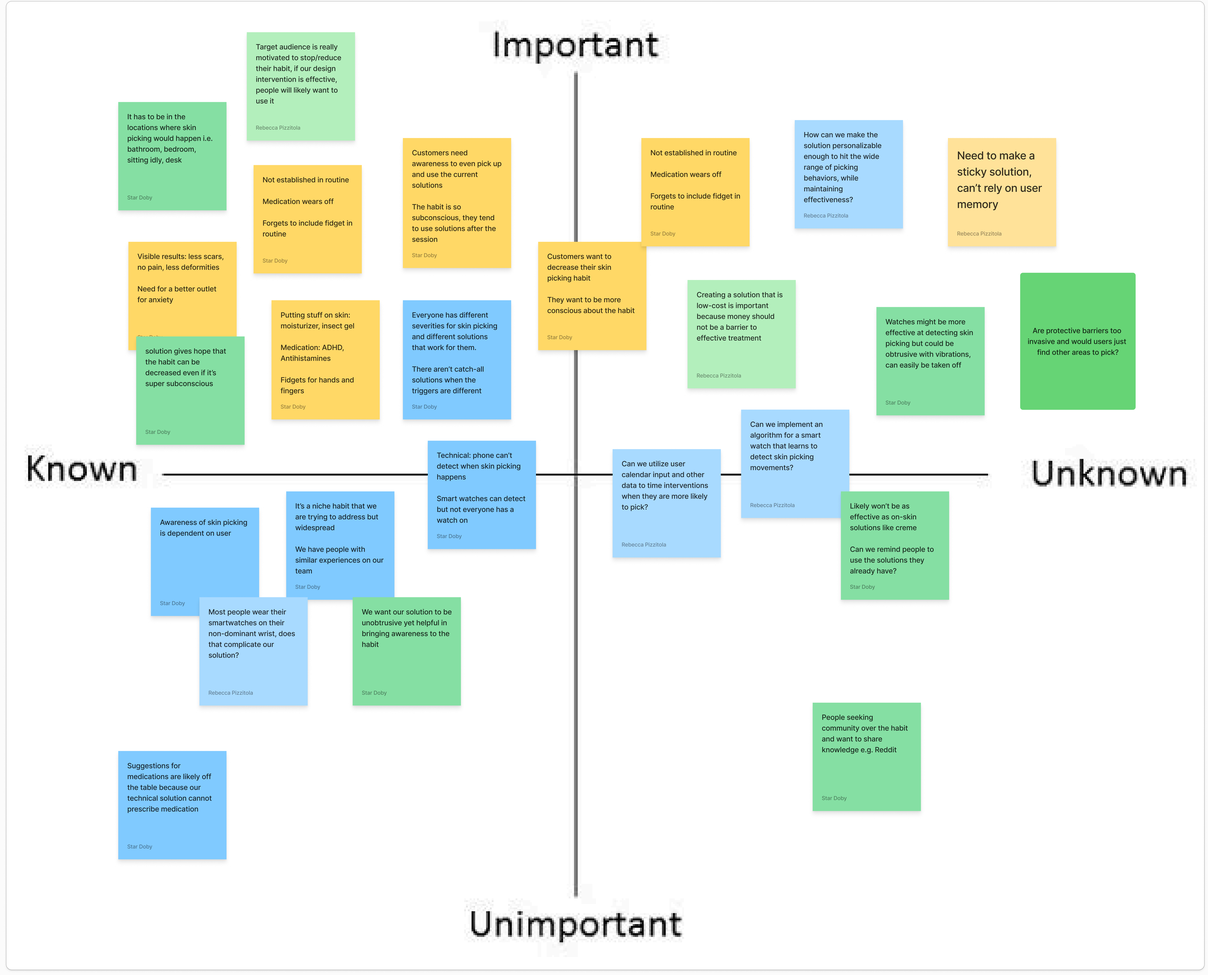
Star Doby

Creating a solution that is low-cost is important because money should not be a barrier to effective treatment

Rebecca Pizzitola

Target audience is really motivated to stop/reduce their habit, if our design intervention is effective, people will likely want to use it

Rebecca Pizzitola

Multiple locations for skin-picking

Do we treat most common problem areas or will this result in protective barrier over all skin?