

MINIMALIST Skin Journey

A post-purchase decision support concept
for active skincare

Strategy, positioning, lifecycle and launch plan

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Portfolio case study



My product marketing strategy

The customer reasoning, launch choices and measurement plan behind Skin Journey

01

Customer problem

I found the decision gap after purchase.

02

Product concept

I shaped the audience, JTBD and experience.

03

Market story

I built the positioning and message system.

04

Launch

I mapped GTM, assets and team ownership.

05

Evidence

I defined metrics, risks and decision gates.

My hypothesis: useful guidance after purchase can build confidence and a stronger customer relationship.

Minimalist already makes it easier to start

The strongest customer support sits before and around the purchase

01

Diagnose

Skin Insights identifies concerns

02

Educate

Ingredients and routines build confidence

03

Recommend

Products fit the stated concern

04

Build a routine

Usage guidance explains the start

DAY 1

The next questions arrive after the routine begins

Am I using it correctly? When should I judge progress? What should I do next?

The decision changes after checkout

BEFORE PURCHASE

Which product fits my concern?

Minimalist already answers this through diagnosis, education and product guidance.

+

AFTER PURCHASE

How do I know whether my routine is working?

I built Skin Journey around this second decision.

How I reached the opportunity

I separated the visible product experience from the hypothesis I would test

How to Use

Apply 2-3 drops after cleansing & toning. Let the serum absorb fully into the skin before moving on to the next step of your routine.

When to use: When to use: PM. Start with every alternate day and after 2 weeks of usage, use it everyday.

Consumer Studies

Salicylic acid (BHA), an age-old remedy, works by dissolving dead skin cells and sebum from inner walls of pores, revealing fresh skin underneath.

90% subjects noticed visible skin clarity in 4 weeks

93% subjects saw significant reduction in active acne in 4 weeks

97% subjects said skin felt less oily throughout the day after using this serum for 2 weeks

Note: The product has been evaluated for safety through patch testing under the supervision of a Dermatologist.

01 / USAGE RULES

Frequency changes during the start period.

I would check adoption before asking about results.

02 / EVIDENCE WINDOWS

Oiliness: 2 weeks. Clarity and acne: 4 weeks.

I would time each question to the relevant benefit.

03 / MY HYPOTHESIS

Can context make this guidance more useful?

I would test whether contextual check-ins reduce uncertainty.

AUDIT REFRESHED 1 OCT 2026 · MINIMALIST PRODUCT PAGE

Visible evidence supports the opportunity. Customer demand still needs validation.

I would begin where decision friction is highest

A narrow audience makes the first pilot more useful

PRIMARY

Active routine starters

New users of treatment-led products who need help with timing, tolerance and progress.

SECONDARY

Routine optimisers

Existing users deciding whether to maintain, simplify or evolve a multi-product routine.

NOT FIRST

Every skincare buyer

I would exclude low-friction purchases and concerns that require medical diagnosis.

JTBD Help me use this routine correctly, judge it fairly and choose a credible next step.

Why I chose active routine starters first

62%

**of Gen Z search
beauty by
ingredients rather
than brands**

Flipkart × NielsenIQ
Beauty Trends Report 2025

MARKET SIGNAL

Ingredient interest supports an active-led entry point. It does not prove demand for my concept.

CUSTOMER JOB

These users must judge frequency, tolerance and progress over time, not simply reorder.

PILOT ADVANTAGE

A small product set makes scientific rules and evaluation windows easier to validate.

NEXT SEGMENT

I would add routine optimisers only after return use and useful decisions are demonstrated.

My priority combines category interest, decision friction and a manageable first pilot.

My differentiation goes beyond a skin score

Capabilities described in the source audit informed my positioning

EXPERIENCE	CUSTOMER SUPPORT
L'Oréal Skin Genius	Diagnose, recommend and rescan to monitor progress.
Nykaa Skin Compass	Analyse skin and support product discovery and recommendations.
Independent skin apps	Scan, track progress and provide routine reminders.
My Skin Journey concept	Connect the purchased product, its usage window and reported progress to a relevant next action.

I would compete on product context and decision quality. Tracking alone is already available.

One ecosystem, two different decisions

EXISTING

Skin Insights

Where should I start?

Diagnosis and routine recommendation help the customer choose.

+

MY CONCEPT

Skin Journey

What should I do next?

Product-aware checkpoints turn usage and progress into a credible next decision.

I designed Skin Journey as post-purchase decision support, not another recommendation engine.

The positioning I would take to market

FOR WHOM

Customers beginning an active skincare routine who want confidence in usage and realistic expectations.

THE OFFER

Personalised guidance after purchase, adapted to the routine and stage of use.

REASON TO BELIEVE

Minimalist formulates the products and owns their usage guidance. Skin Insights and purchase context can make that knowledge relevant to each customer.

Functional benefit: clearer decisions

Emotional benefit: less second-guessing

I extended the brand's existing promise of clarity into the weeks after checkout.

My positioning makes the value easy to repeat

CORE PROMISE

Less guesswork after Day 1

USAGE CONFIDENCE

Know how to use the routine at this stage.

PROGRESS CLARITY

Know what can reasonably be assessed now.

RELEVANT NEXT ACTION

Reassess before automatically adding more.

Guardrail I would never imply diagnosis, guaranteed outcomes or pressure to keep using a product through concerning reactions.

How I would support each message with proof

USAGE CONFIDENCE

Message: know how to use the routine at this stage. Support: the product's own frequency, sequencing and skin-type guidance.

PROGRESS CLARITY

Message: know what can be assessed now. Support: product-specific evidence windows, which vary across benefits and products.

NEXT ACTION

Message: reassess before automatically adding more. Support: the original concern, actual routine and customer-reported changes.

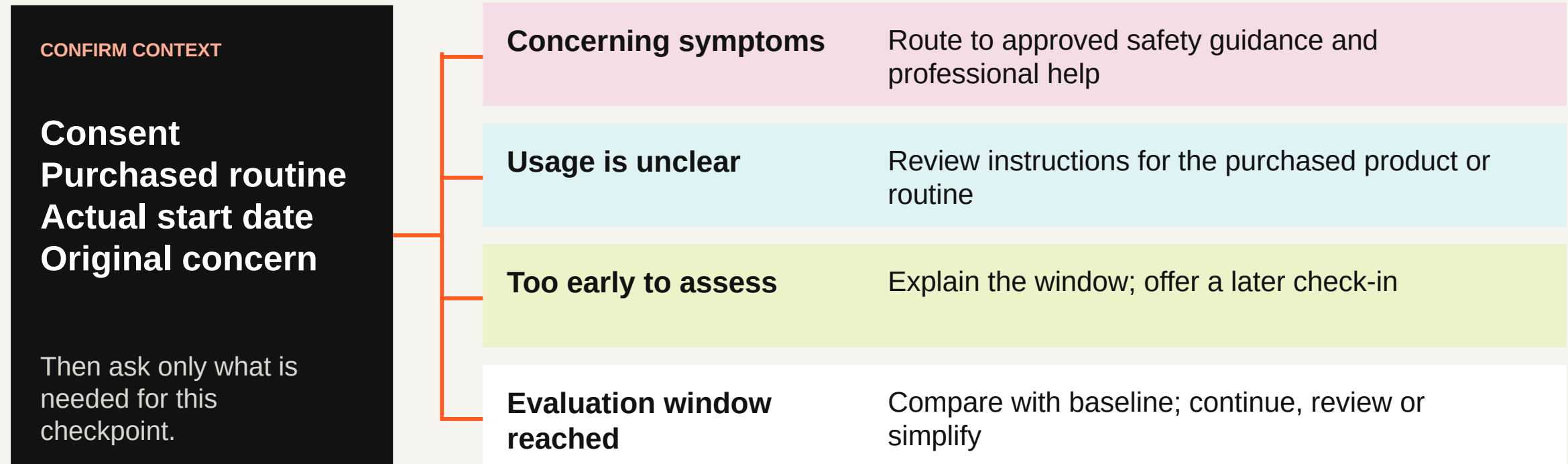
SCIENTIFIC TRUST

Message: guidance comes from the brand that formulated the product. Support: validated instructions, claims and escalation rules.

The promise stays consistent. The explanation changes with the customer's decision.

The checkpoint changes with the answer

My proposed decision logic, subject to Scientific Affairs approval



Activation = the first meaningful product checkpoint plus a relevant next action.

Evidence shapes my Niacinamide checkpoints

Niacinamide 5% · published consumer-study responses, not results of Skin Journey

WEEK 3

90%

**Reported less
dehydration**

Ask about hydration versus the
starting point.

WEEK 4

97%

**Reported reduced
irritation**

Check comfort; safety concerns
take priority.

WEEK 8

93%

Reported more even tone

Reassess the original tone
concern before recommending
more.

Start: confirm approved everyday AM/PM instructions and the actual start date.

Source: Minimalist product page. Study size and comparator not disclosed alongside claims. No individual outcome guarantee.

Salicylic Acid needs routine-aware guidance

I would separate usage instructions from the benefit evaluation windows

START	WEEK 2	WEEK 4	NEXT ACTION
Route by routine Serum page: alternate-day start. Kit page: twice weekly. I would not merge them; Science must approve the correct route.	97% less oiliness Brand-reported study response. I would check usage and tolerance, then ask about oiliness versus baseline.	90% clarity 93% less active acne Brand-reported study responses. I would compare these concerns with baseline, without promising the same outcome.	Follow the answer Continue, review, simplify or seek guidance. A new product is not the default next step.

Sources: Minimalist Salicylic Acid 2% and Anti-Acne Kit pages. Study size/comparator not disclosed. Concept not launched.

I would launch narrowly and prove repeat value

The first goal is behaviour validation, not immediate revenue

01

Eligible cohort

Skin Insights users purchasing selected active-led products

02

Natural entry

Order confirmation, account, app and post-purchase email

03

Useful activation

First meaningful checkpoint plus a relevant next action

LAUNCH FUNNEL

Eligible exposure → Opt-in → Setup → Activation → Return → Reassessment → Action

My acquisition and activation strategy

I would reach customers through the intent they have already expressed

WHO ENTERS

Customers with Skin Insights context who buy an eligible active product. I would connect profile and purchase data with consent.

WHERE I INTRODUCE IT

Skin Insights results explain the continuation. Order confirmation links the promise to the product just purchased.

WHERE IT LIVES

The customer account and app hold the Journey. Email or WhatsApp brings the customer back at a relevant checkpoint.

HOW I REDUCE FRICTION

Carry forward known context. Ask only for the start date, products actually used and check-in preference. Avoid a repeated assessment.

The first conversion I would optimise is a useful checkpoint, beyond simply creating a profile.

How I would test the launch before expanding

01 / VALIDATE

A controlled cohort

Introduce the proposition to eligible buyers of a limited product set. Measure opt-in, first checkpoint and initial feedback.

02 / OPTIMISE

Find the useful moment

Test onboarding copy, checkpoint timing and channel preference. Study which products and concerns generate return use.

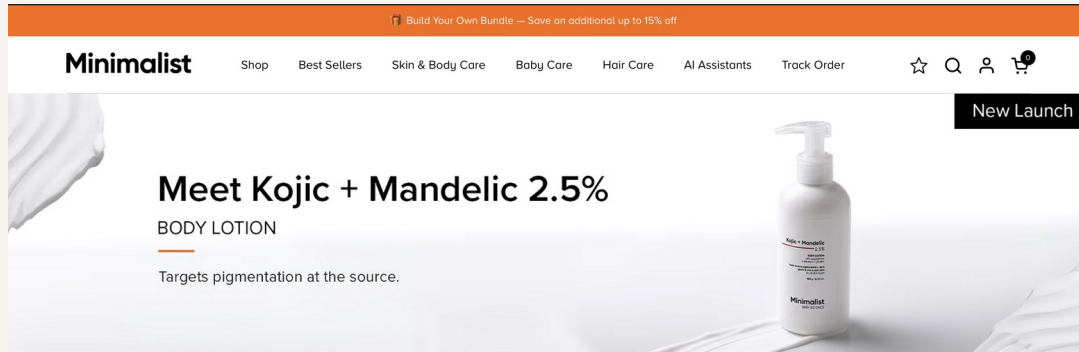
03 / EXPAND

Extend proven journeys

Add product cohorts and more visible entry points once customers return and report better decision confidence.

I would use observed behaviour to decide when Skin Journey becomes part of the wider lifecycle.

I translated one promise across the launch system



OWNED SURFACES

Skin Insights handoff
Order confirmation
Customer account and app
Email and WhatsApp
Support playbook

EXAMPLE COPY

You know where to start.
Now know what
to expect.

I would adapt the promise to the product and stage. Each message answers the decision the customer faces now.

Less guesswork after Day 1

The launch copy I would put into use

Illustrative customer-facing copy from the strategy, subject to scientific review

ORDER CONFIRMATION

Starting Salicylic Acid 2%?

Understand how to begin, when to assess progress and when to reassess your routine.

CTA: Start my Skin Journey

EARLY CHECKPOINT

Two weeks into your routine

Review how you are using the product, what may be useful to assess now and what may need more time.

CTA: Review my routine

REASSESSMENT

Let's compare with your starting point

Tell us what has changed in your original concern. Your next step should follow your progress.

CTA: Complete my check-in

I would also create a support playbook and internal launch kit so every team explains the same value.

My launch plan gives each team a clear handoff

Proposed deliverables and approvals, not completed company work

OWNER	WHAT I WOULD PREPARE	RELEASE CHECK
PRODUCT	Eligibility brief, context fields and journey logic	Flow and data access approved
SCIENCE	SKU/routine rules, claims and safety copy matrix	Every route scientifically signed off
CRM	Trigger map, copy variants and preference controls	Timing and suppression tested
ANALYTICS	Event spec, metric definitions and cohort design	Events and assignment validated
CX + ECOMMERCE	Support playbook, escalation tags and entry copy	Frontline and entry points ready
PMM	Positioning, launch kit and learning readout	One consistent customer promise

I defined the denominator before the target

My proposed measurement spec avoids counting setup as activation

NORTH STAR / MEANINGFUL REASSESSMENT RATE

Reassessment + relevant action ÷ activated users whose reassessment is due

OPT-IN

Opted-in users ÷ eligible users exposed to the offer

ACTIVATION

First meaningful checkpoint + action ÷ opted-in users with a first checkpoint due

RETURN

Second checkpoint completed ÷ activated users with a second checkpoint due

SUPPORTING SIGNALS

Decision confidence, repeated support questions and later purchase behaviour

Fix cohort windows before launch. Record action type; a relevant action does not have to be a purchase.

The experiment I would use to test the idea

TEST COHORT

Eligible buyers receiving Skin Journey

Selected active products, Skin Insights context and consent. Follow customers across the relevant product evaluation window.

COMPARISON COHORT

Comparable buyers receiving the existing journey

Same eligible products and timing. Prefer random assignment where feasible; otherwise use matched cohorts and avoid causal claims.

Observe the full product window, including 8-week tone reassessment where relevant. Track return, confidence and support first; revenue needs longer follow-up.

I would set targets against Minimalist's own baseline and agree them before the pilot.

The guardrails protect trust

I treated risks as product requirements, not launch disclaimers

SAFETY FIRST

Scientific approval and clear escalation rules. Never urge continued use through concerning reactions.

NO SALES DEFAULT

Continue, wait, simplify and seek help remain valid next actions. No forced product recommendation.

NO FALSE CERTAINTY

Published study responses guide timing, not personal guarantees or proof that one product caused a change.

LESS MESSAGE FATIGUE

Send only for a meaningful decision. Respect channel preference, opt-out and suppression rules.

MINIMUM DATA

Reuse consented context, ask few questions and define access/retention rules before collecting more.

My 90-day plan ends with a decision

The objective is to learn whether Skin Journey deserves to scale

DAYS 0-30

Build

Deliver rules matrix, journey map, copy kit and event spec.

Gate: Science approval, consent flow and tracking QA.

DAYS 31-60

Pilot

Release eligible cohorts; review activation, return and CX feedback.

Gate: stable routing and no unresolved safety issues.

DAYS 61-90

Decide

Read mature cohorts across their product windows.

Gate: credible value and repeat use; extend observation if not yet due.

SCALE

ITERATE

STOP OR REFRAME

I would recommend one path based on activation, return and customer value.

What I would change based on the results

LOW OPT-IN

Review whether I reached the right audience, explained the benefit clearly and introduced it at the right entry point.

STARTS, FEW RETURNS

Review checkpoint timing, message relevance and the value of the next action. Interview customers who stopped using it.

USE, LITTLE CONFIDENCE

Review the guidance itself. More activity without clearer decisions would not support the core product hypothesis.

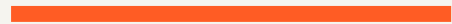
VALUE, SLOW REVENUE

Observe commercial outcomes for longer. Expand only after customer value and repeat use are convincing.

My role would be to explain the result, recommend the next move and feed learning back into Product.

What this case demonstrates

I can connect the customer problem, product experience, market story, launch system and evidence plan.



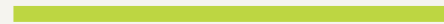
RESEARCH

Category, competitor and customer decision analysis



PRODUCT MARKETING

JTBD, positioning, messaging and adoption



GO-TO-MARKET

Pilot audience, entry points, assets and enablement



GROWTH & LIFECYCLE

Checkpoints, experiments, retention and decision gates