



Adam Keller

**User Experience
Design & Direction**

Case Study: Galderma AgeLess App

Client: Galderma Pharmaceuticals

Business Objective: Using digital image enhancing techniques to increase consumer engagement with their product

Solution: Mobile app that lets users adjust their headshot photo to simulate the aging process, and to try Galderma products for skin and facial enhancement.

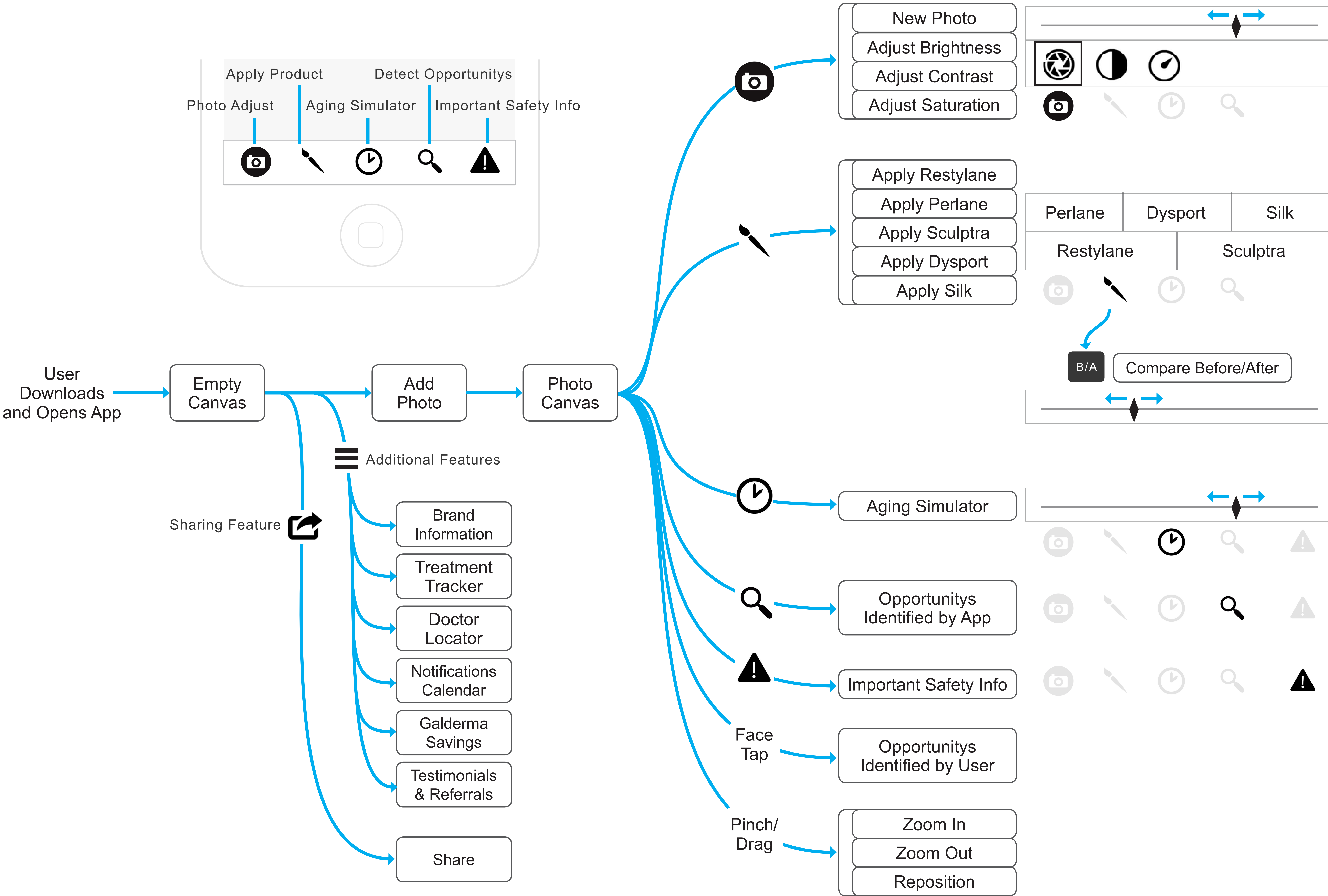
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Galderma AgeLess App
User Flow

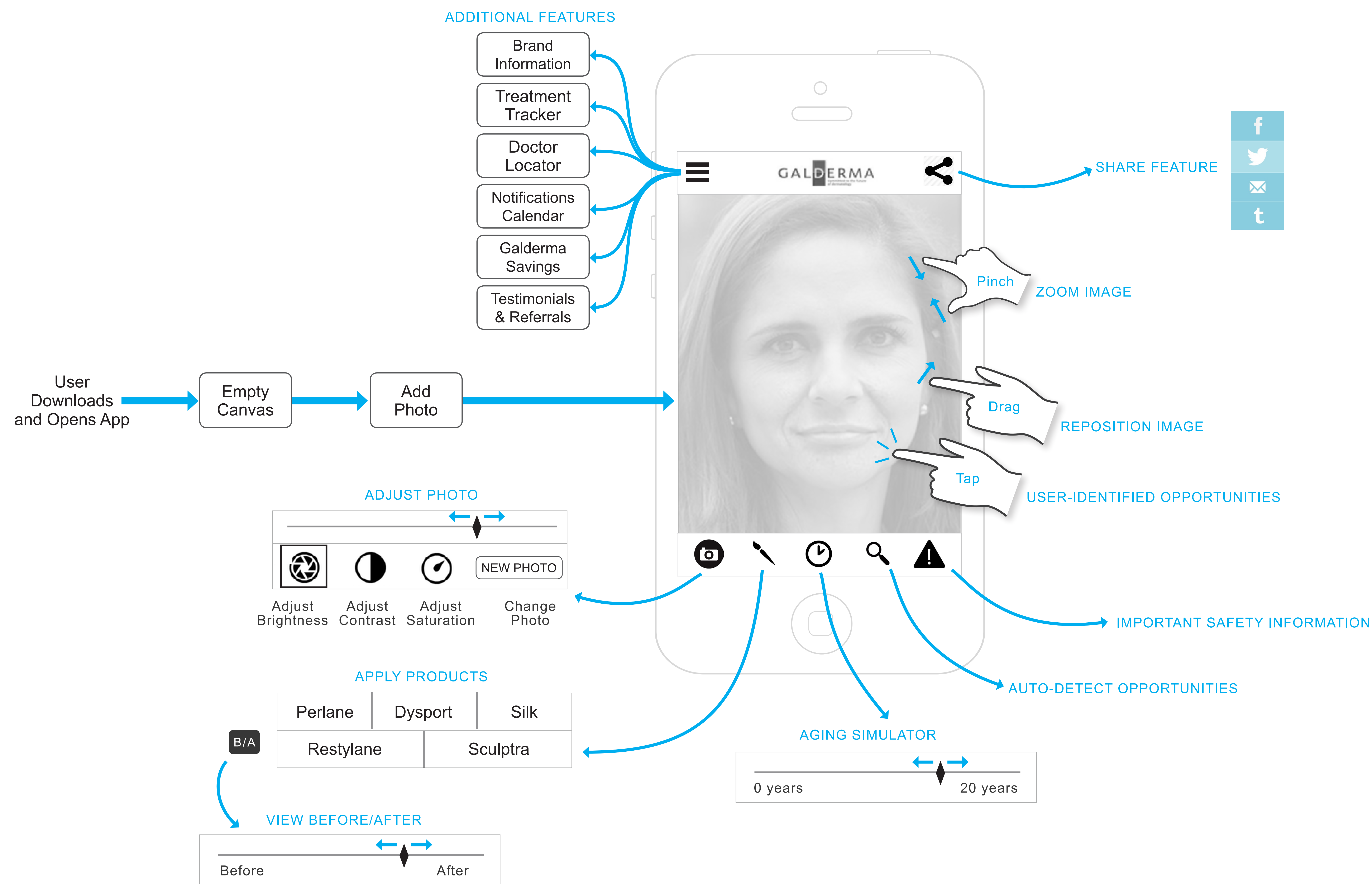
User flows help to identify interactive processes and necessary screens.

This diagram shows how the user will access different app functionality.



Galderma AgeLess App
Feature Set

This feature set shows what all of the buttons do, and how the user can manipulate the image.



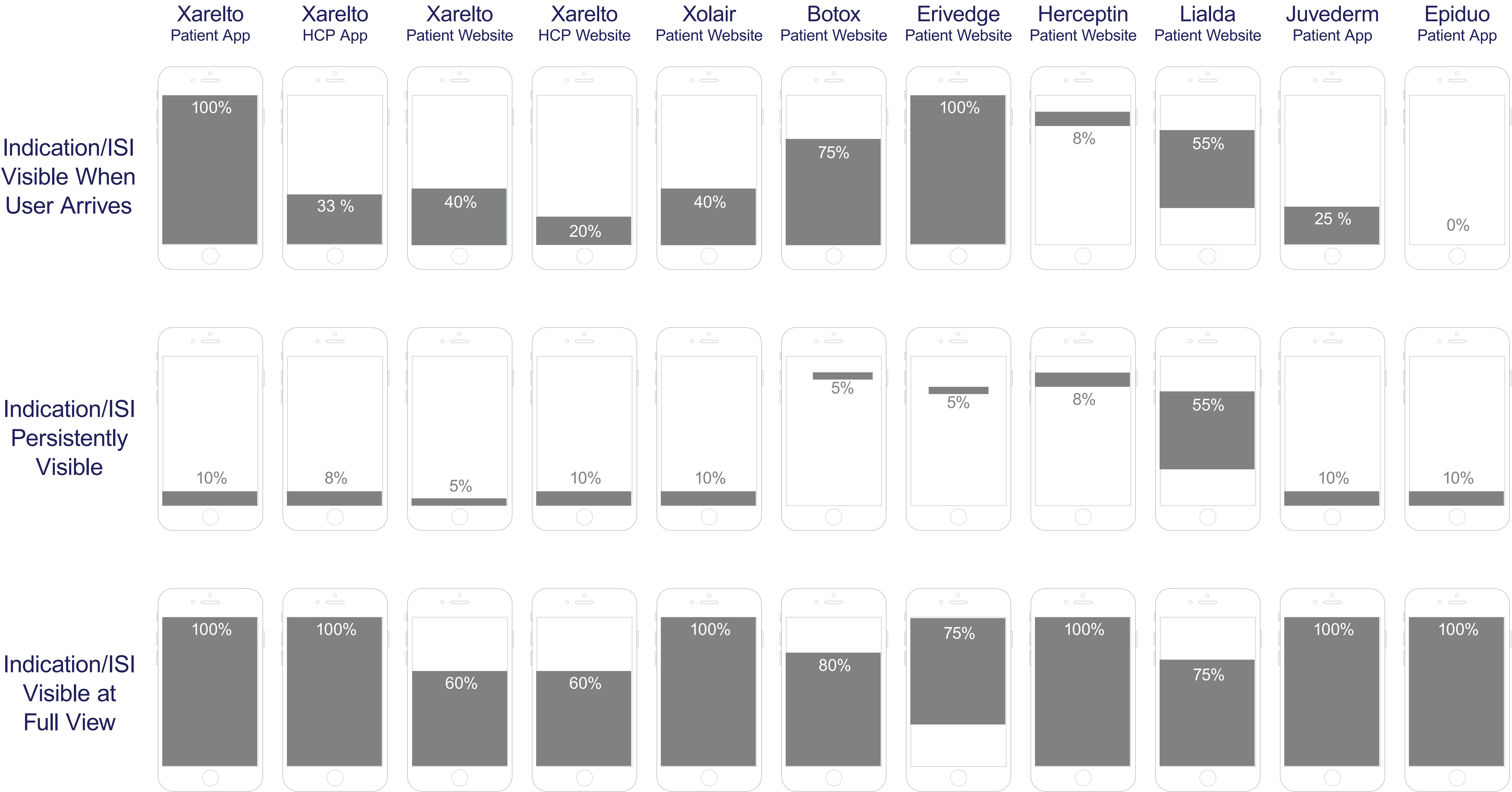
Galderma AgeLess App
Competitor Research

All branded healthcare apps are required to show some part of the Important Safety Information (ISI).

Different brands follow different standards of what percentage of the screen needs to be covered with the ISI Drawer.

This research shows how different brands show the ISI. This helps to determine how a new app approaches this problem.

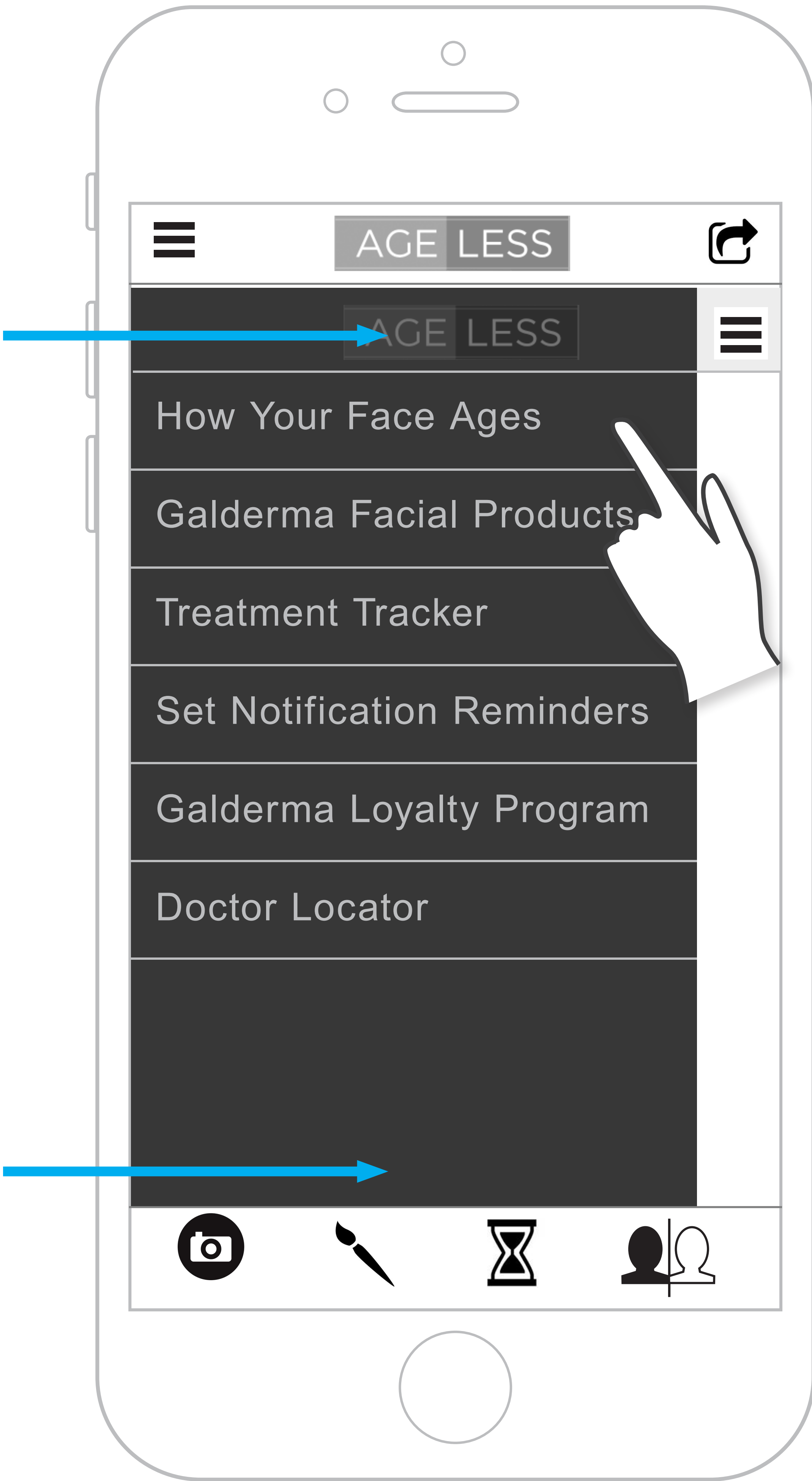
Important Safety Information on other Pharma Apps and Websites



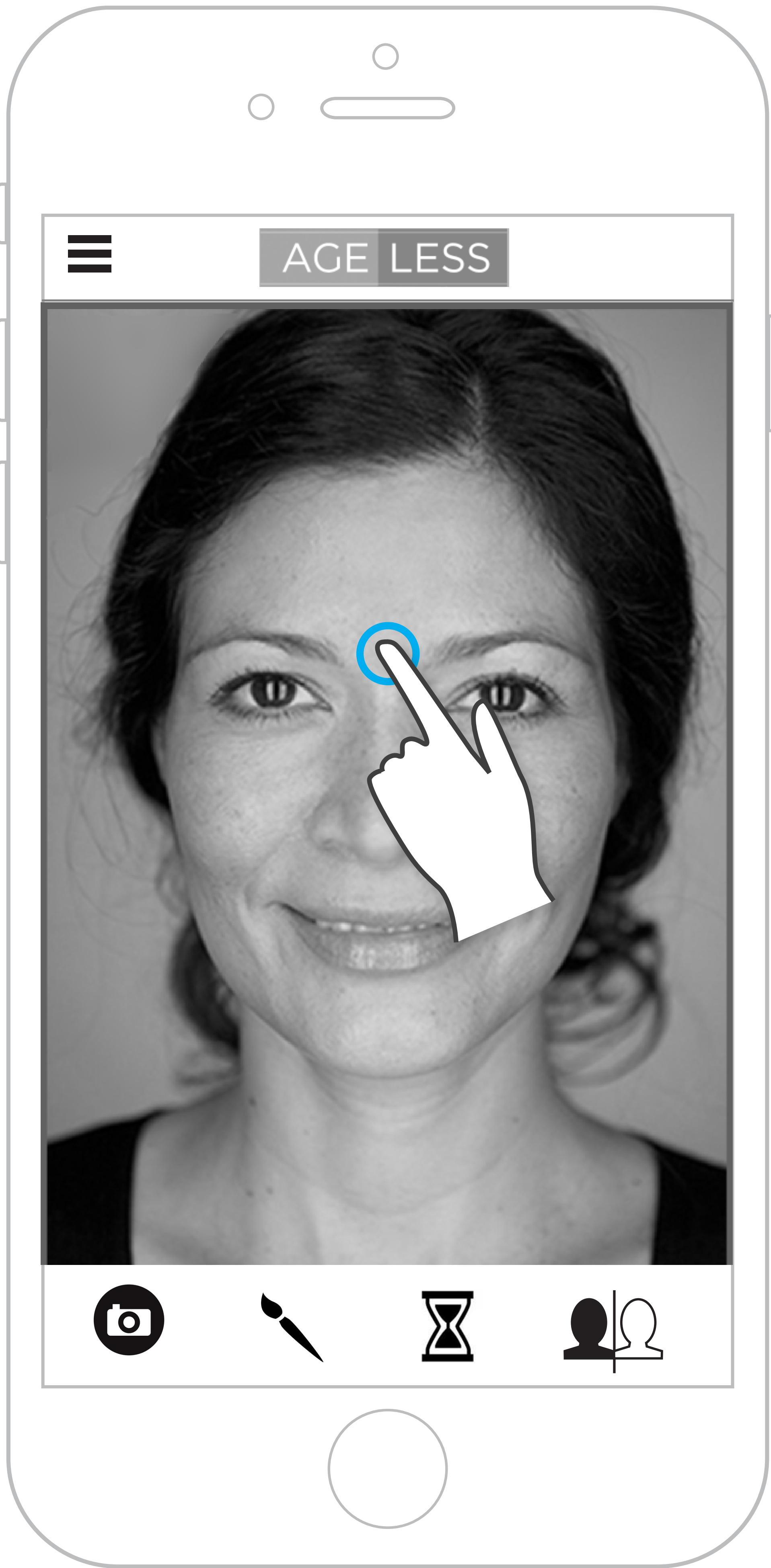
Galderma AgeLess App Wireframes

Wireframes show what elements are required on the screen and how the interactions perform in different circumstances.

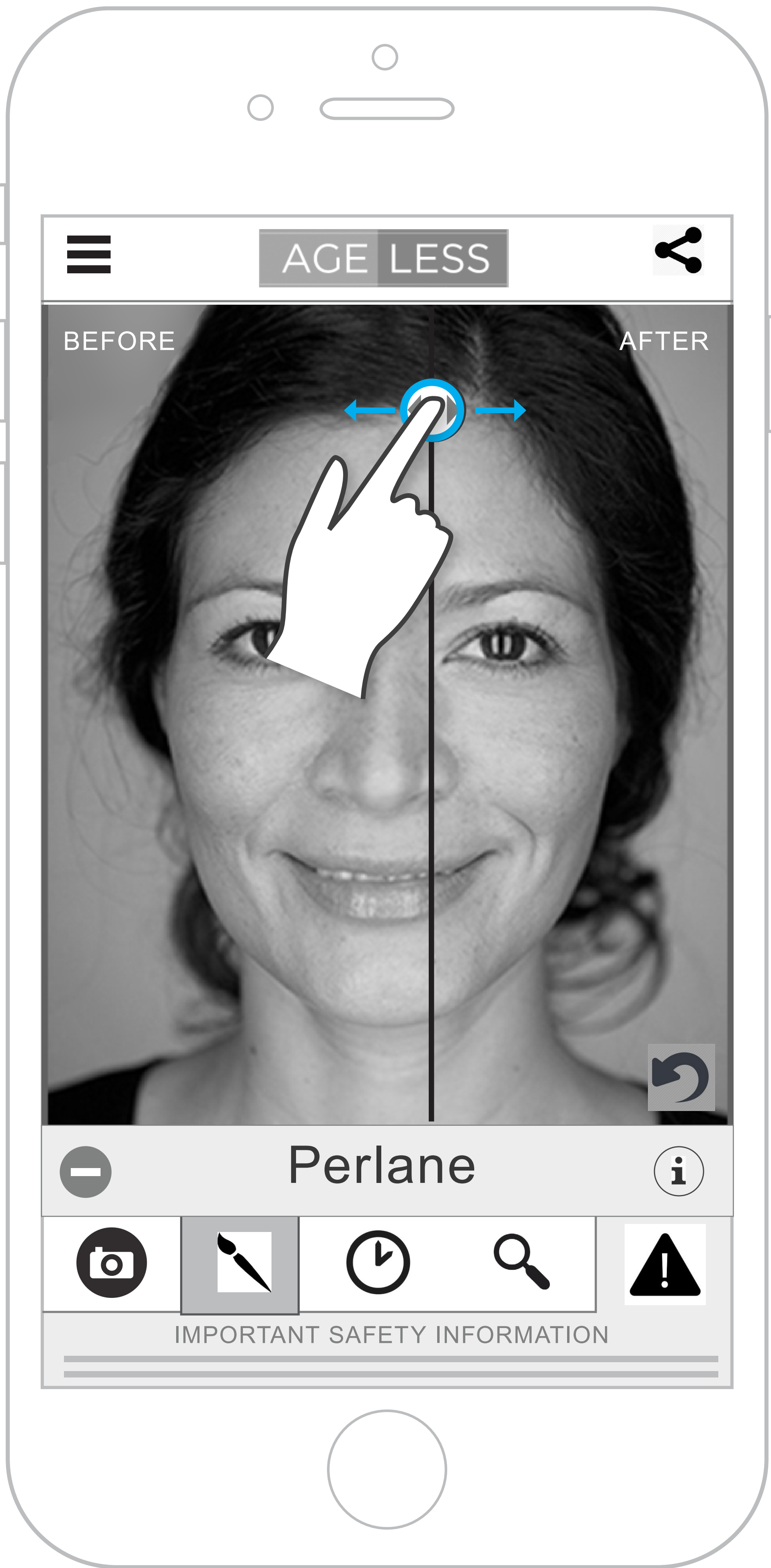
It is also helpful to show how the navigation works.



mobile navigation



select area on face



view with and without product

Galderma AgeLess App
Final Layouts

Wireframes are then brought to life in layout and developed into the finished product.

User testing can identify any usability problems, and further improvements can be implemented.

