JAHNVI RAICHURA · PRODUCT 03 · BEAUTY & COSMETICS

PRD + ROUTINE RULES

# Dew Daily

## Product Requirements Document

5-product clean skincare line with a Routine Builder
Version 1.0 · Status: Approved for launch

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Portfolio case study. All figures are illustrative sample data; no employer information is used.

# 1. Summary

Dew Daily is a 5-product clean skincare line with every product under $25, launched with the **Routine Builder**, a 30-second quiz that builds a personal morning and evening routine. Bundles raise order value and repeat purchases; a drugstore partnership brings reach and first-time trial.

| $1.6M | 35%+ | 30%+ | 100+ |
|---|---|---|---|
| 12-week revenue goal | Online orders as bundles | 60-day repeat purchase | Drugstore doors at launch |

# 2. Problem

- **62%** of surveyed shoppers didn't know which products to use together.
- Category orders averaged **1.3 items**; most shoppers bought one product, saw no results and stopped.
- A typical 4-step routine from premium brands costs **$95+**, out of reach for many shoppers.

Discovery: 200-person survey, 10 shopper interviews, 3 retail buyer conversations, competitor price review.

# 3. Users

| User | Type | Job to be done | What she said |
|---|---|---|---|
| Aisha, 23 | Primary shopper | A simple routine that works on a student budget | "I've bought 10 products and none of them work together." |
| Lauren, 34 | Primary shopper | Trust a routine and reorder it without thinking | "I don't have time to research ingredients." |
| Drugstore beauty buyer | Retail partner | Grow category sales without slow-moving stock | "I need brands that bring new shoppers and sell through." |

# 4. The product line

| Product | Purpose | Price | Lasts about |
|---|---|---|---|
| Gentle Gel Cleanser | Daily cleanse without stripping | $14 | 90 days |
| Hydrating Toner | Hyaluronic acid + ceramides | $16 | 75 days |
| Niacinamide Serum | Breakouts, pores, dullness | $22 | 60 days |
| Barrier Moisturizer | Light gel-cream for all skin types | $19 | 60 days |
| Daily SPF 40 Fluid | Sun protection with no white cast | $24 | 45 days |

All formulas are fragrance-free, dermatologist-tested and compatible with each other in any order.

# 5. Goals and non-goals

## Goals

- $1.6M revenue in the first 12 weeks.
- 35%+ of online orders as bundles.
- 30%+ repeat purchase within 60 days.
- Launch with one drugstore partner in 100+ stores.

## Out of scope for v1

- Subscription auto-refill.
- Makeup or body care.
- An in-store digital quiz.

# 6. User stories

| ID | User story | Priority |
|---|---|---|
| US-01 | As a shopper new to skincare, I want a routine built for my skin and budget so I know what to buy and in what order. | Must |
| US-02 | As a budget-conscious shopper, I want to see the bundle saving and cost per day so the routine feels worth it. | Must |
| US-03 | As a drugstore buyer, I want a compact starter kit with proven sell-through so it earns its shelf space. | Must |
| US-04 | As a shopper, I want to know why each product was chosen so I can trust the routine. | Must |
| US-05 | As a repeat buyer, I want a reminder when my bottle is nearly empty. | Should |

# 7. Routine Builder rules

## Inputs

Skin type (dry, oily, combination, sensitive, normal), any concerns (breakouts, dryness, dullness, redness, oil shine) and a monthly budget ($30–$110).

### Selection logic

| Product | Base priority | Raised when |
|---|---|---|
| Cleanser | 100 | Always included |
| Moisturizer | 95 | Always included |
| SPF 40 | 90 | Always recommended; flagged if removed for budget |
| Serum | 40 | +50 for breakouts, dullness or oil shine |
| Toner | 30 | +55 for dry skin or dryness; +20 for sensitive skin or redness |

1. Rank products by priority. Include any product scoring 60 or more.
2. Add products in order while the monthly cost (price ÷ days it lasts × 30, after bundle discount) stays within budget. The first three always fit.
3. Apply the bundle discount: 2 products 10% (Duo), 3–4 products 15% (Routine Set), all 5 products 20% (Full Ritual).
4. Show the morning and evening steps, the bundle price, cost per day, and the reason for every product.

**Why rules, not AI:** rules were written with our formulation lead, so every recommendation is safe and can be explained to the shopper. That transparency is what builds trust in a skincare routine.

## 8. Success metrics

| Metric | Target | How measured |
|---|---|---|
| Revenue, first 12 weeks | $1.6M | Online + drugstore sell-in |
| Bundle take rate (online) | 35%+ | Bundle orders ÷ all online orders |
| Average order value | Above $24 category average | Revenue ÷ orders |
| 60-day repeat purchase | 30%+ | Customers who reorder within 60 days |
| Drugstore sell-through | 70%+ by week 8 | Units sold ÷ units shipped to stores |

# 9. Risks

| Risk | Mitigation |
| --- | --- |
| Too many SKUs confuse shoppers and the buyer | Launch 5 essentials, not 10 |
| Drugstore stock sells slowly | Swap slow sellers after 8 weeks; we fund the launch display |
| Formula stability delays launch | Stability testing gate at month 5, before production |