

ABSTRACT

The beauty industry, particularly skincare, is growing rapidly in Indonesia, but the phenomenon of overclaiming on skincare products has become a problem that harms consumers. Claims that do not match reality can impact consumers' quality of life, even if they do not directly threaten physical health. This study aims to assist the public in providing a platform that facilitates users in reporting and validating claims related to skincare products. As a solution, the development of a mobile application based on the Design Thinking approach, named PureClaim, is proposed. This application is designed with two main features: reporting exaggerated claims and validity checks, enabling consumers to report skincare product claims and verify their accuracy based on laboratory test results. The research methods used include interviews and surveys with the public to explore their experiences, expectations, and challenges in reporting. With the PureClaim app, the process of reporting excessive claims can be faster and more accessible to consumers.

Keywords: *mobile application, design thinking, overclaim, reporting, skincare*