

A TechnoTackle Case Study



Project Title

Lakshmi Krishna Naturals – AI Skin Scanning Mobile Application



Type of Business

eCommerce – Natural & Ayurvedic Skincare Products



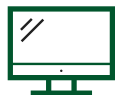
Type of Document

Case Study



Platform

Mobile Application (Android & iOS)



Scope Of Work

- › AI feature integration into existing mobile application
- › Mobile app development using React Native
- › Native AI model integration (Orbo.ai)
- › Backend support for session continuity and usage limits
- › Quality assurance and performance validation

*** Please note that certain screenshots in the case study are presented with dummy data for illustrative purposes - the information depicted is not real but serves to demonstrate the functionality of the application.**



lakshmi krishna

Dazzling solutions with natural touch!

Project Background

Lakshmi Krishna Naturals is a fast-growing eCommerce brand offering natural and Ayurvedic skincare products. Techno Tackle has been a long-term technology partner for the brand and has worked with them on multiple initiatives over the years.

As part of this engagement, the client re-approached Techno Tackle a few years later with a new requirement to enhance their mobile application by introducing an AI-powered feature.

For details about our earlier engagement with Lakshmi Krishna Naturals, readers can refer to the existing case study here:

[\[Link to Previous Lakshmi Krishna Naturals Case Study\]](#)

The objective of this phase was to deliver a personalized, intelligent skincare experience that could guide users, improve engagement, and directly influence purchasing decisions, while maintaining a scalable and mobile-first architecture.



Client Accolade

When Lakshmi Krishna Naturals initiated this phase of the project, their primary goals were:

- 🔗 Introduce AI-driven personalization into the mobile shopping experience
- 🔗 Enable real-time skin analysis for end users
- 🔗 **Recommend relevant skincare products based on AI insights**
- 🔗 Ensure seamless integration without affecting app performance
- 🔗 Maintain scalability for future website implementation

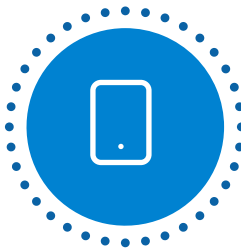


Mr Mohan P

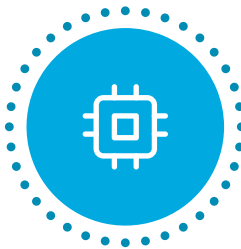
Co-Founder , Lakshmi Krishna Naturals.

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Tech Stack



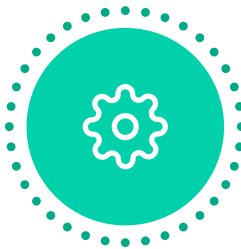
Mobile Framework: **React Native**



AI Tool: **Orbo.ai** (native AI model)



Backend: **Custom APIs** for scan limits, session handling, and data flow



Architecture: **Mobile-first,scalable design**

Feature Overview – AI Skin Scanning (Live)

Techno Tackle implemented an AI-powered skin scanning feature directly within the mobile app dashboard, making it easily accessible to end users.

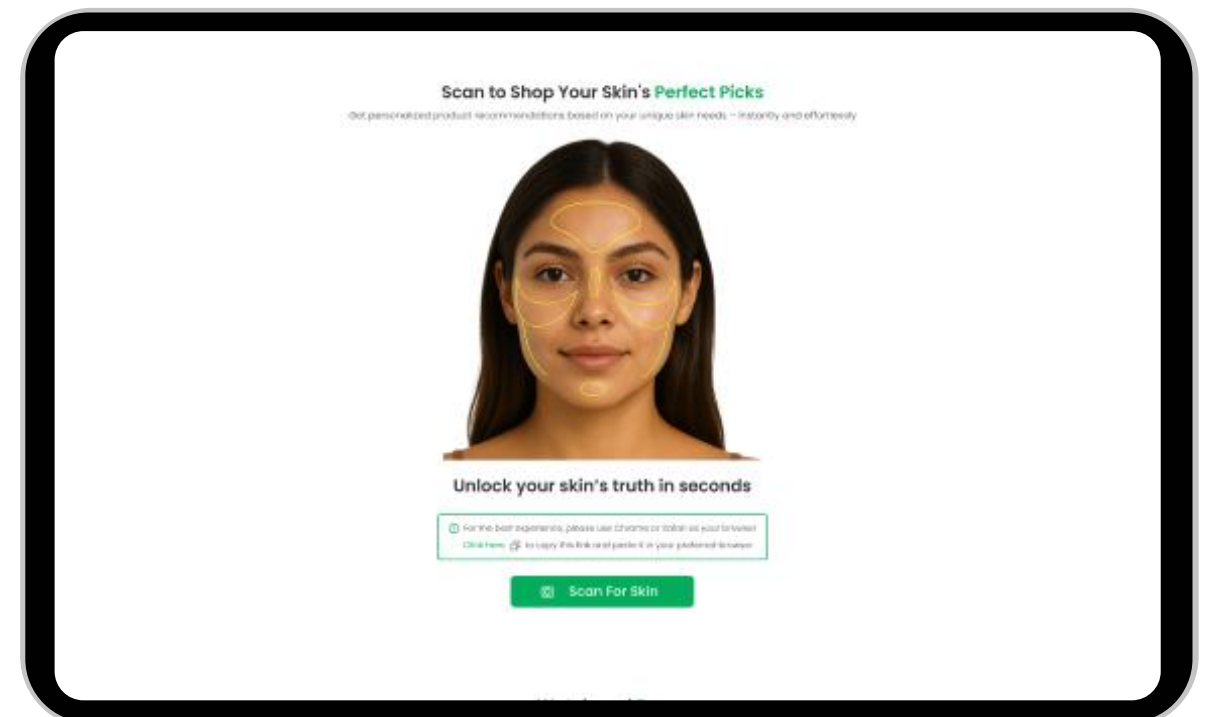
This feature enables users to scan their face, receive an AI-generated skin score, and get personalized product recommendations – all within a single, uninterrupted mobile flow.

The system intelligently maps detected skin concerns to Lakshmi Krishna Naturals' product catalog, ensuring users are shown the most suitable LKN products for their specific skin problems.

Feature Implementation Process

1. Use Case Definition

The client defined the core business requirement for introducing AI-driven skin analysis into their mobile application. Techno Tackle worked closely with the Lakshmi Krishna Naturals team to evaluate multiple AI vendors and solution approaches.



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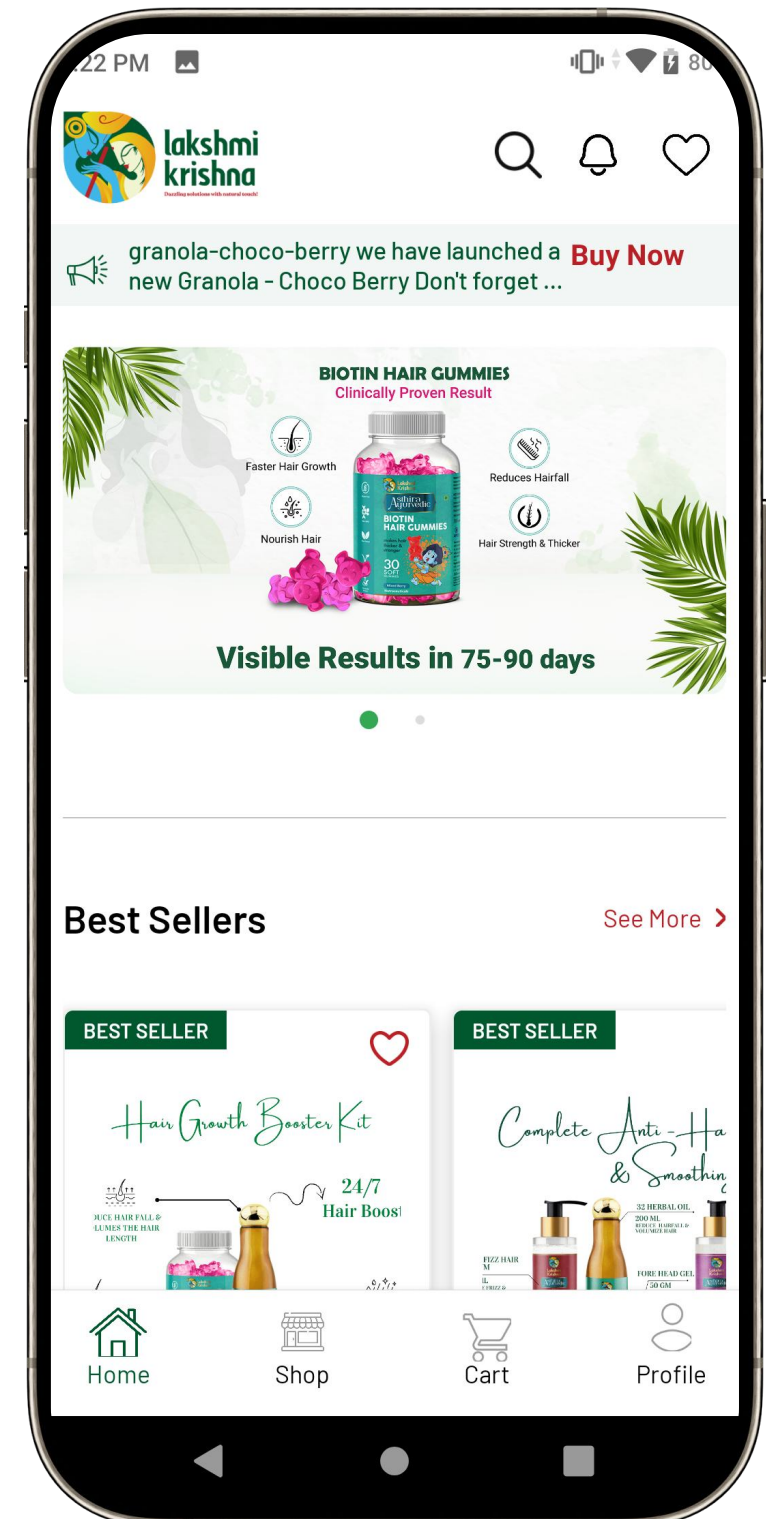
As Part Of This Process:

- Several AI tools and vendors were assessed for accuracy, scalability, and mobile compatibility
- Performance, integration effort, and long-term extensibility were evaluated
- Orbo.ai was jointly finalized as the most suitable solution for the defined use case

Once the vendor was finalized, the client provided access to the Orbo.ai platform, and Techno Tackle mapped the AI capability into a practical, user-friendly mobile experience.

2. AI Integration

- Integrated Orbo.ai's native AI model into the React Native mobile application
- Ensured smooth camera access, image processing, and response handling
- Optimized performance for real-time analysis



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3. Mobile App Development

- 🛒 Built and delivered the mobile application using React Native
- 🛒 Ensured seamless AI interaction without disrupting the overall app experience
- 🛒 Maintained high performance across supported devices



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User Journey & Flow

The AI skin scanning experience was designed as a clear, step-by-step flow. Each stage is supported with in-app visuals and screenshots to ensure clarity for end users.

Relevant screenshots are attached for each step below.

● Step 1: Basic Details

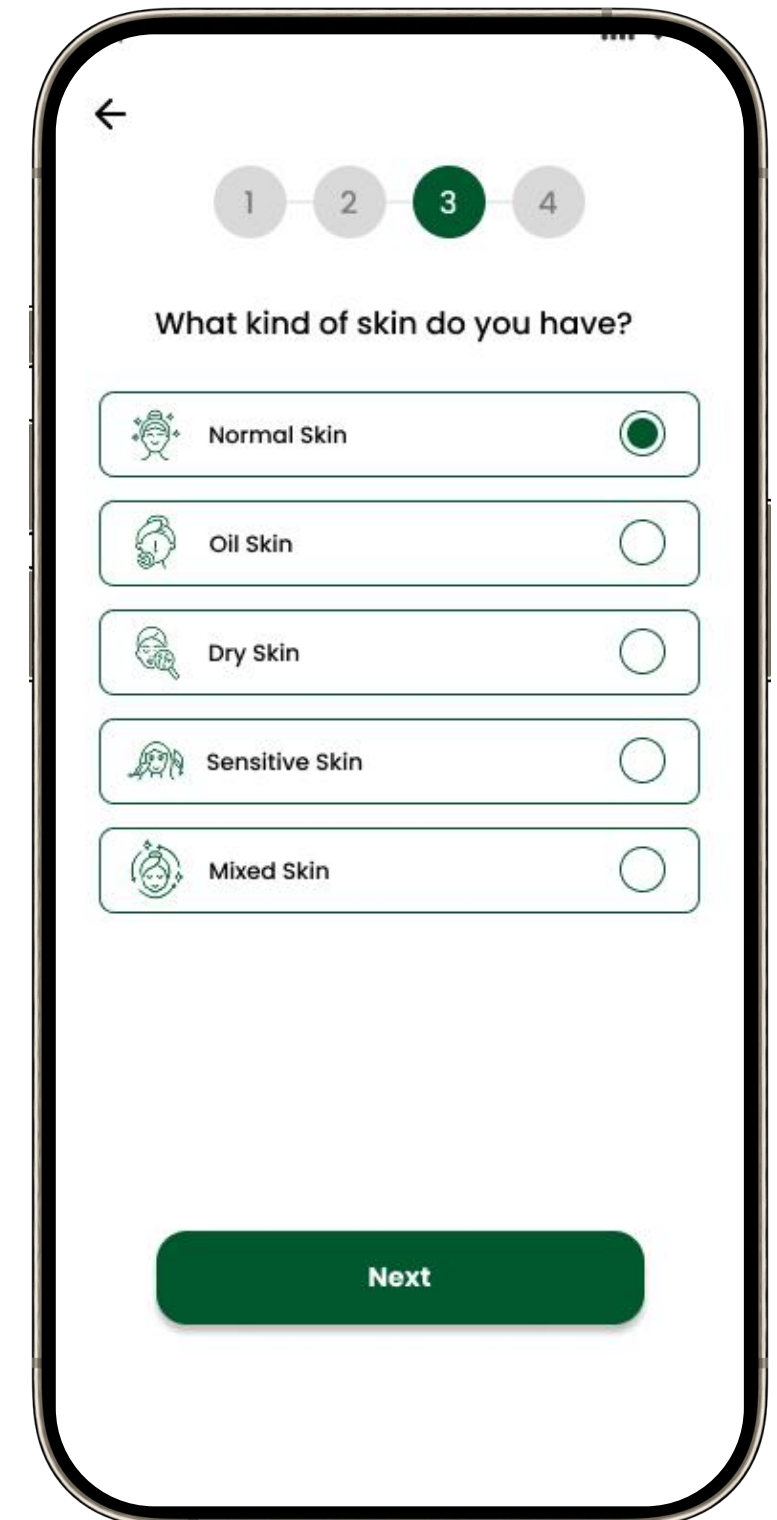
When users access the AI skin scanning feature, the app collects:

🛒 Age 🛒 Gender 🛒 Skin type

These inputs help contextualize the AI analysis.

● Step 2: Consent & Access

Users are required to agree to the terms and conditions before proceeding. Once consent is provided, the AI scanning module is activated.



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Step 3: Product Recommendations

Based on the AI-generated score:

- 🛒 Relevant skincare products are recommended
- 🛒 Users can view product details
- 🛒 Products can be added directly to the cart
- 🛒 Purchases can be completed without leaving the app

Step 4: Session Continuity

To enhance user experience:

- 🛒 If a user closes the app at the score stage
- 🛒 On reopening, the app resumes from the same point
- 🛒 A modal-based continuation removes the need to repeat the scan or re-enter details



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Step 6: Usage Limits

-  Each user is allowed up to three scans per day
-  Users can continue browsing, ordering, and purchasing without interruption

Quality Assurance & Stability

-  Comprehensive testing across devices and usage scenarios
-  Validation of scan limits and session continuity logic
-  Validation of scan limits and session continuity logic

Business Benefits Achieved

By implementing the AI-powered skin scanning feature, Lakshmi Krishna Naturals achieved several measurable and strategic benefits:



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- 🛒 **Introduced personalized skincare recommendations at scale**
- 🛒 Improved user engagement through interactive AI-driven experiences
- 🛒 Reduced friction in product discovery and decision-making
- 🛒 **Increased likelihood of conversion by linking AI insights directly to purchase**
- 🛒 Differentiated the brand with an innovative, technology-led customer experience
- 🛒 Established a scalable foundation for extending the same AI capability to the website in the future

This initiative positioned the mobile application as more than a shopping platform, transforming it into a guided skincare experience powered by intelligence.

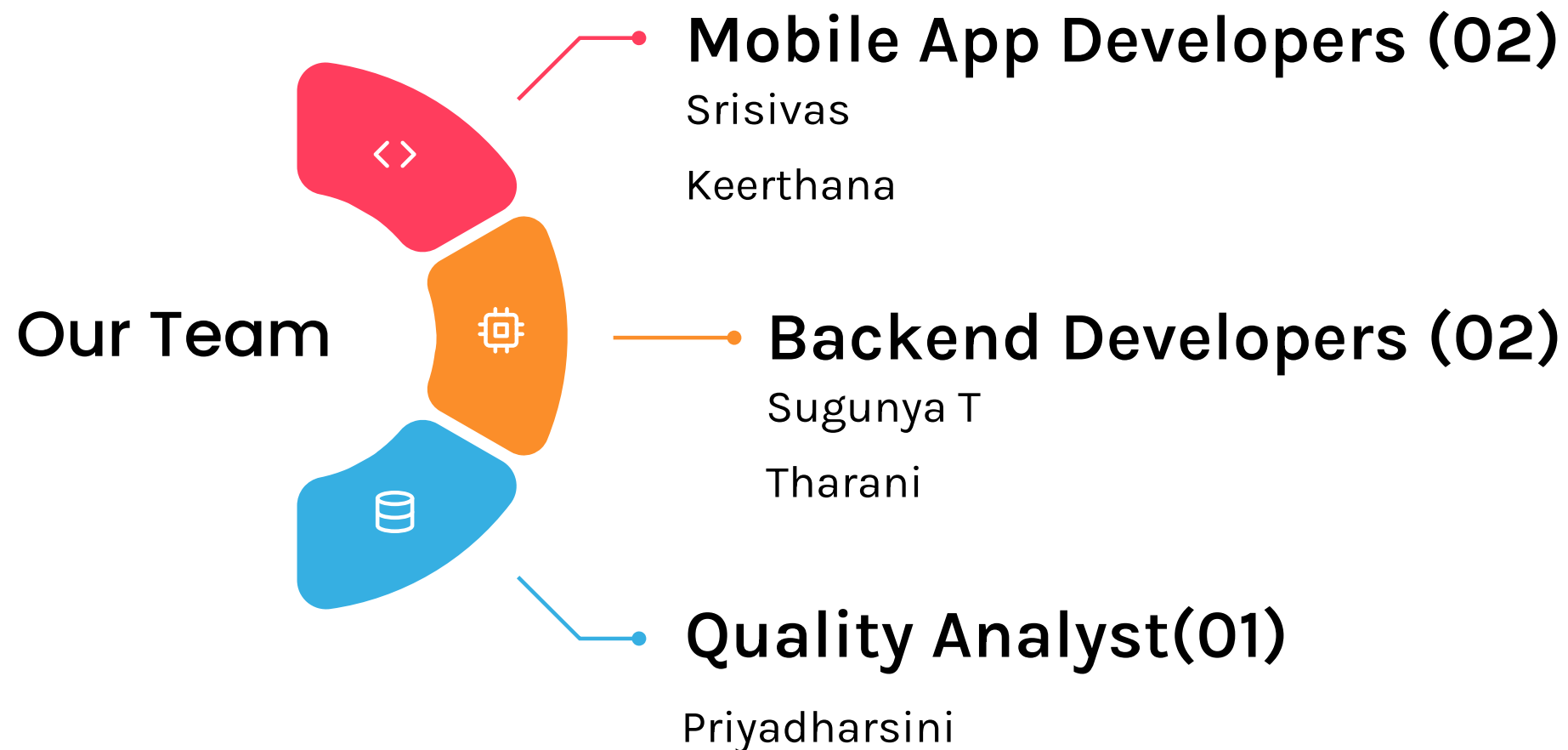
- 🛒 Comprehensive testing across devices and usage scenarios
- 🛒 Validation of scan limits and session continuity logic
- 🛒 Performance testing to ensure smooth AI interaction



Current Status & Future Scope

- 🛒 The AI-powered skin scanning feature is live on the mobile application
- 🛒 The same AI scanning capability is planned for future website implementation

Team Involved

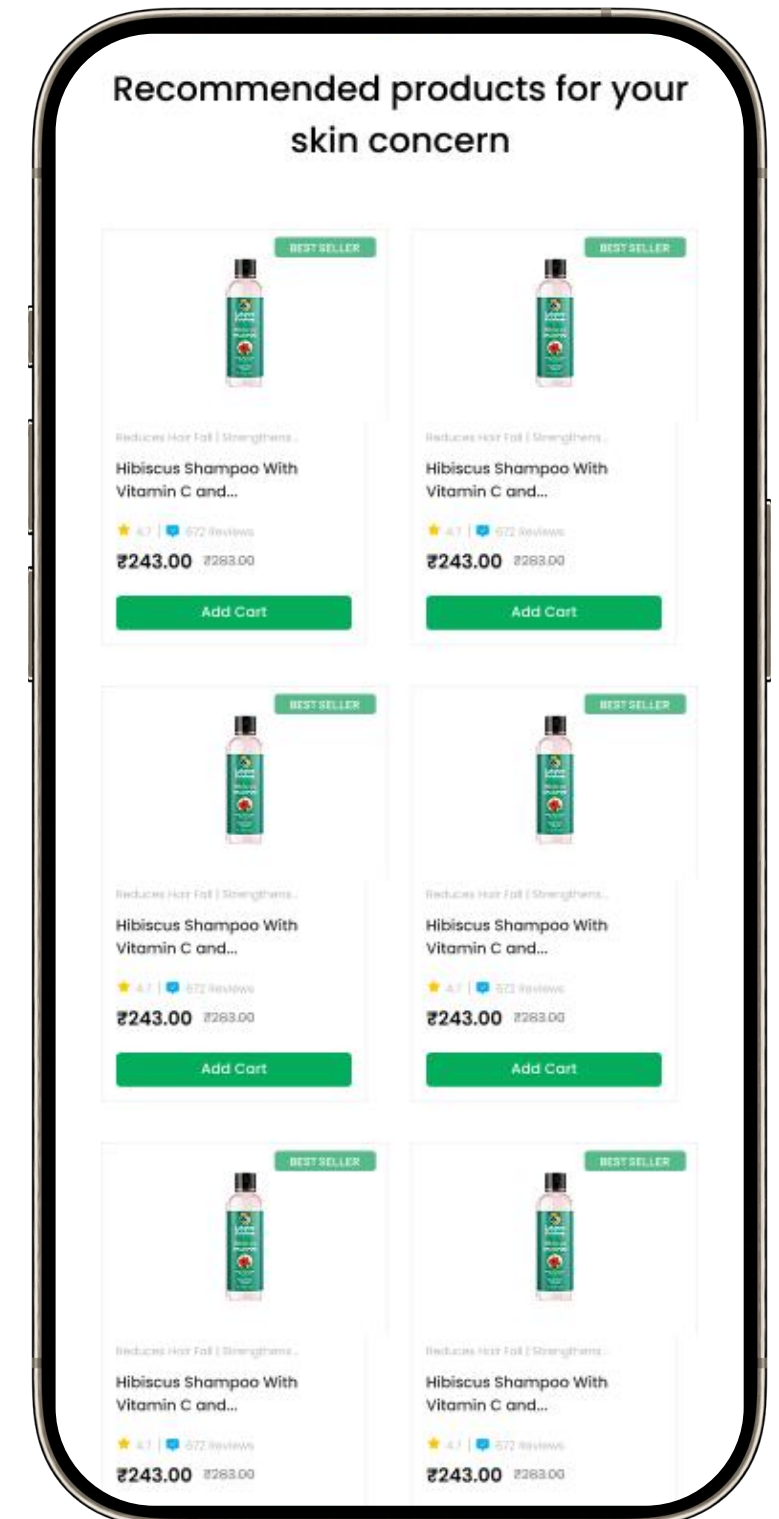


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Conclusion

Through this engagement, Techno Tackle successfully integrated advanced AI functionality into a consumer-facing mobile application. By combining a clearly defined use case, seamless AI integration, and a mobile-first development approach, we helped Lakshmi Krishna Naturals extend their digital capabilities and deliver a smarter, more personalized skincare experience.

This project demonstrates Techno Tackle's strength in implementing AI-driven features that are scalable, user-centric, and business-focused.



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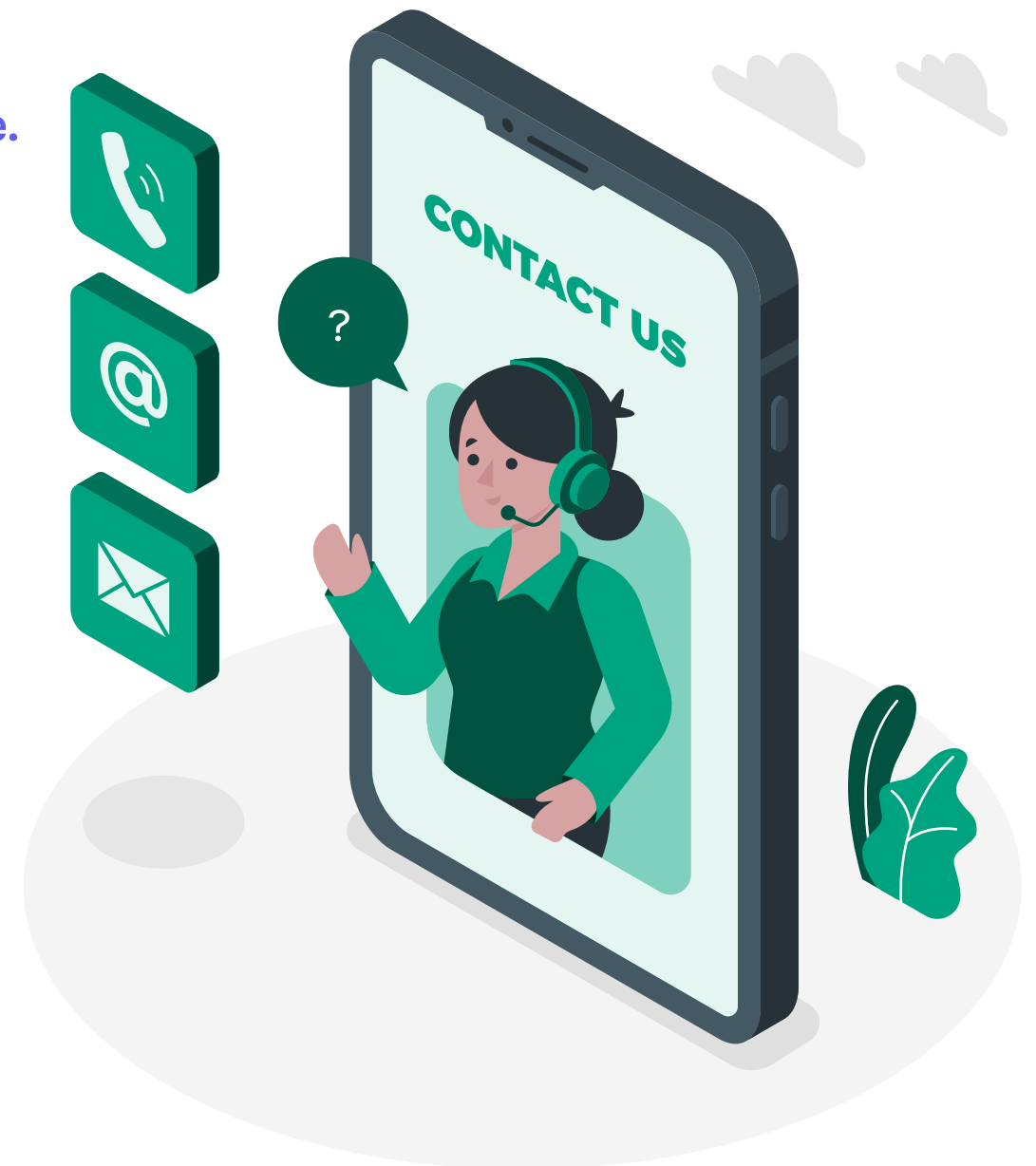
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We appreciate your interest in Techno Tackle Software Solutions and look forward to collaborating with you.