

# Translasers

## Project Scope

Client: FILDIA

Timeframe: 3 months

Role: Chief UX Researcher

Methods: Industry Review, Interviews, Survey, Card Sorting

Tools: Google Forms

Time: 2022

## Project Overview

### Backstory

When talking to some friends, I realized trans people usually needed laser spa treatments like hair removal to get good results, but few resources were provided for selecting a practitioner. Moreover, specialized care like radio frequency fat removal or Coolsculpting could be helpful to reach some goals, but these were not well known options within the community.

Likewise, most laser aesthetic businesses were solopreneurships or very small businesses. Often, their staff were not well versed in trans issues, and did not know how to explain their services well. Not only were they unable to serve these communities, but they had trouble with intake regarding transition goals.

### Objectives

- What resources exist for transitioning people to find support for their transition with laser aesthetics?
- To what extent are laser aesthetic businesses aware of this growing market, and how well can they serve trans people?
- Where are market gaps where a business could be built to serve both these communities?

### Methodology

- Literature Review
- Interviews
- Surveys

## **Literature Review**

I scoured the internet for resources on laser aesthetic treatments for trans people, particularly beyond the basics of laser hair removal for trans women.

This was difficult, because the field is so new: even the name laser aesthetics was not used by all businesses. Other names included laser spas, medical spas, medical aesthetics, and several more.

In the end, I was only able to find information on assisting doctors and surgeons with trans-aware care, with no resources specifically for laser aesthetic practitioners.

## **Interviews**

To best understand the needs of these small businesses, I asked:

- What are the biggest pain points for your practice in general?
- Do you feel prepared for trans patients?
- What offerings do you have for trans patients?

Largely, I found the most time consuming part of the business was to get enough patients to take advantage of the cost of the machines in their practice. This led to expenses in advertising and social media coordination, often with companies unspecialized in their specific field.

Whether small businesses felt prepared for trans patients was mixed. Some felt prepared, but were uncertain how to approach intake with trans individuals. Few had dedicated resources to introduce trans people to their services.

## **Surveys**

(in progress)

## **Outcomes**

(in progress)

## **Reflection**

(in progress)