

# The Looking Glass

AMANDA SCHMUTZLER

JUNE 23, 2016

# Summary

The purpose of this exercise is to gain an understanding of the new and upcoming app, The Looking Glass. To begin, I needed to first understand the potential users. To do this, I conducted an online survey of 29 females. The survey asked basic questions in regards to apps they currently use. This allowed me to see what they liked about them, potential pain points and features they wish they had. I then created a persona of a potential user. Finally, I redesigned two sections of the Beta version of The Looking Glass App.

[View Prototype Here](#)

Password: LoogkingGlass123

# Participant Information

## Total Participants

29

## Age

7 – 21 to 25

11 – 26 to 30

4 – 31 to 34

7 – 41 to 69

## Gender

Female

## Ethnicity:

26 – Caucasian

1 – Hispanic or Latino

2 – Asian / Pacific Islander

## Profession

3 – Administrative Assistant

1 – Biologist

1 – CPA

2 – Education

1 – Lawyer

2 – Marketing

5 – Medical

3 – Retired

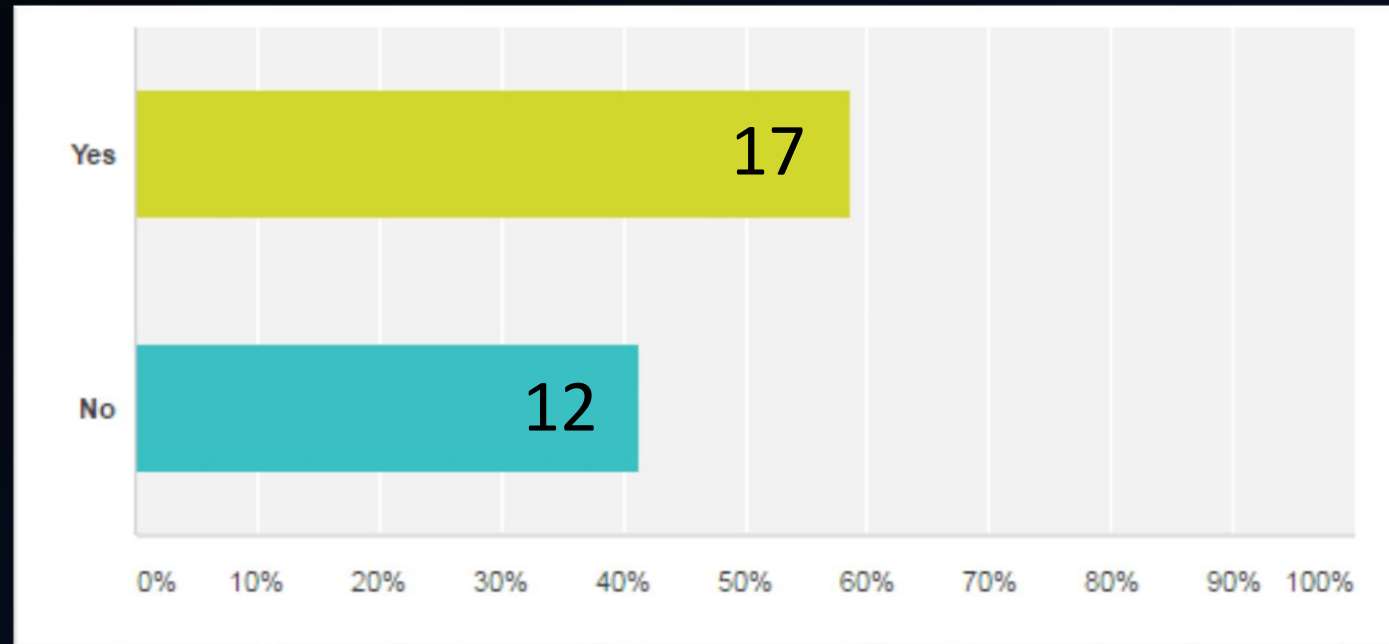
4 – Sales

1 – Server

5 – Student

1 – Youth Director

# Do you use any apps and/or websites with beauty advice or picture editing?



# Which apps and/or websites do you use?

- Afterlight
- Be Funky Photo Editor
- Camera360
- Facetune
- Facebook
- Instagram
- Photogrid
- Photo Wonder
- Pinterest
- StichFix
- Vsco
- YouTube

# What are your favorite features of the apps and/or websites?

- The vintage film photo effects
- Ability to customize every last detail
- Picture editing tools
- Filter selection
- Make pic smaller to fit Instagram
- Ease of use
- Smoothing effects
- Stickers/writing over text
- Getting ideas
- Variety
- You can find almost any tutorial
- Instant sign in / sign in with Facebook
- Read about things that apply to self
- Saving things to boards
- 'How to' shopping from app

# What do you not like about the apps and/or websites?

- Limited amounts of filters
- More edit functions
- Busyness of the app
- Not providing a video
- Not providing where to buy product
- Unable to save picture without posting
- Not user friendly / over complication
- Makeup functions do not work correctly
- Ads

# What features do you wish it had?

- Editing
  - The ability to crop something out of a photo or add text
  - More specific editing tools
  - Zit removal that doesn't look like it was edited
  - Edit things out
  - Cloning like on Photoshop
  - A free app with different filters
  - Being able to save edited picture without posting
- Quick details on where to buy
- Able to show where you can buy product, more editing options
- It is nice when mobile app has identical functionality as desktop site
- Privacy settings I can adjust



# Persona

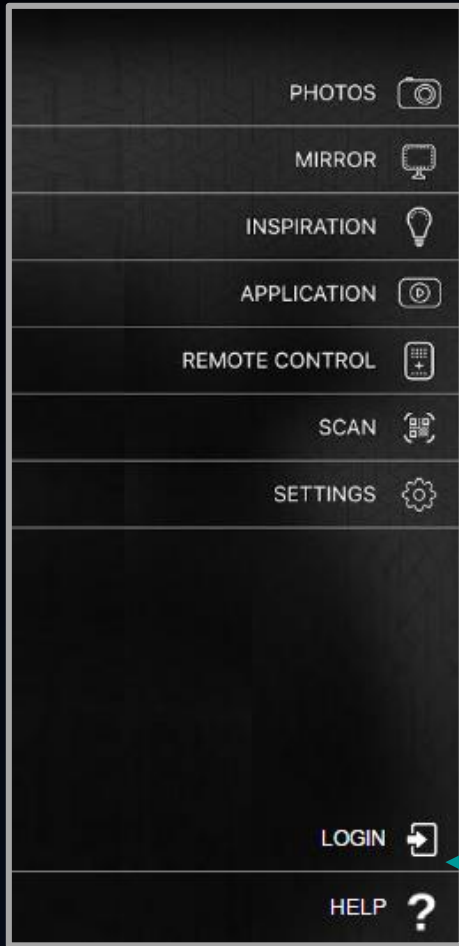
- Name: Candice
- Age: 30
- Occupation: Physical Therapist
- Location: Simi Valley, CA
- Posts selfies daily
- Buys makeup online and in store
- Apps
  - Facebook
  - Instagram
  - Pinterest
  - StichFix
  - YouTube
- Goals
  - Make life easier
  - Post awesome pictures
  - Shop online
- Frustrations
  - Wants to be able to purchase items from Pinterest
  - Not enough photo editing filters



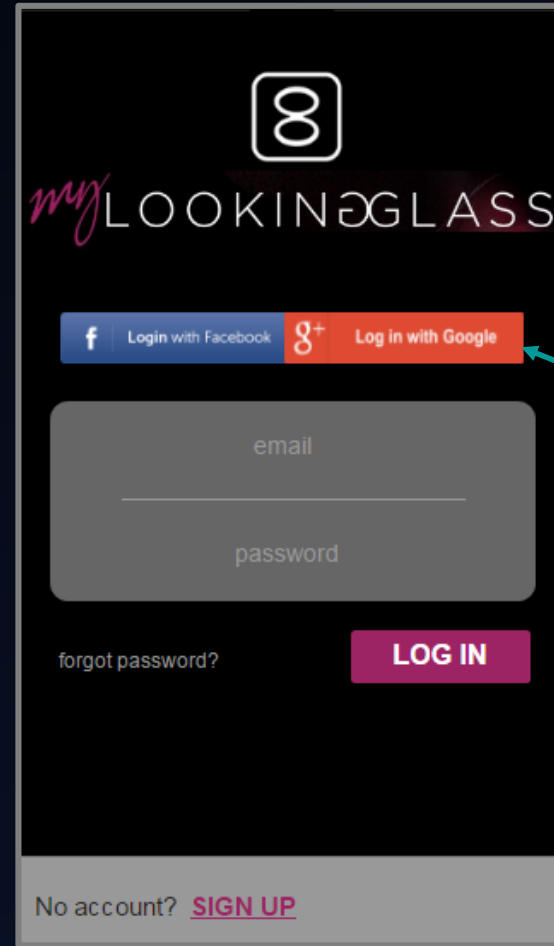
# Updated App Design - Login

[View Prototype Here](#)

Password: LoogkingGlass123



Moved Login and Help to the hamburger menu



Redesigned layout to give the login page a more eye catching look

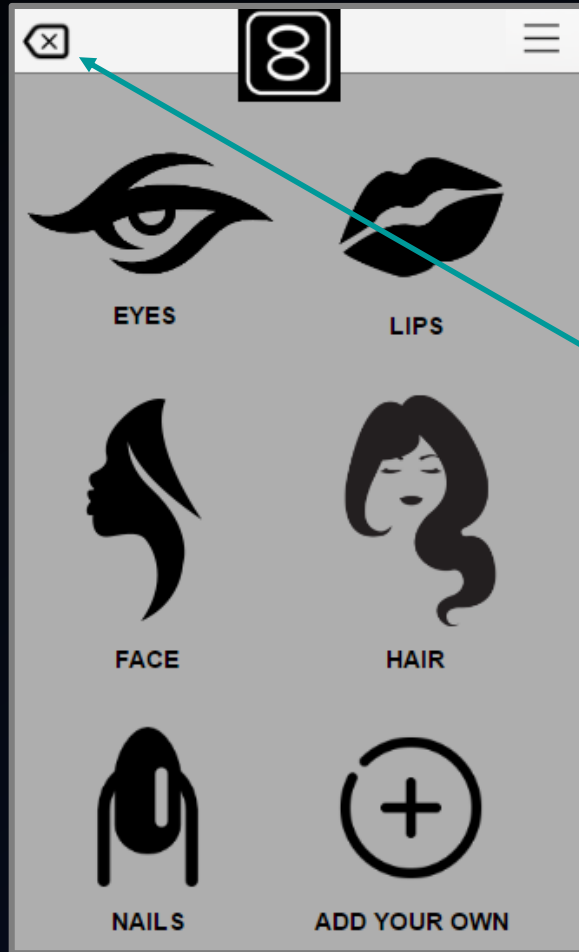
Added Login with Facebook and Login with Google

No account? [SIGN UP](#)

# Updated App Design - Application

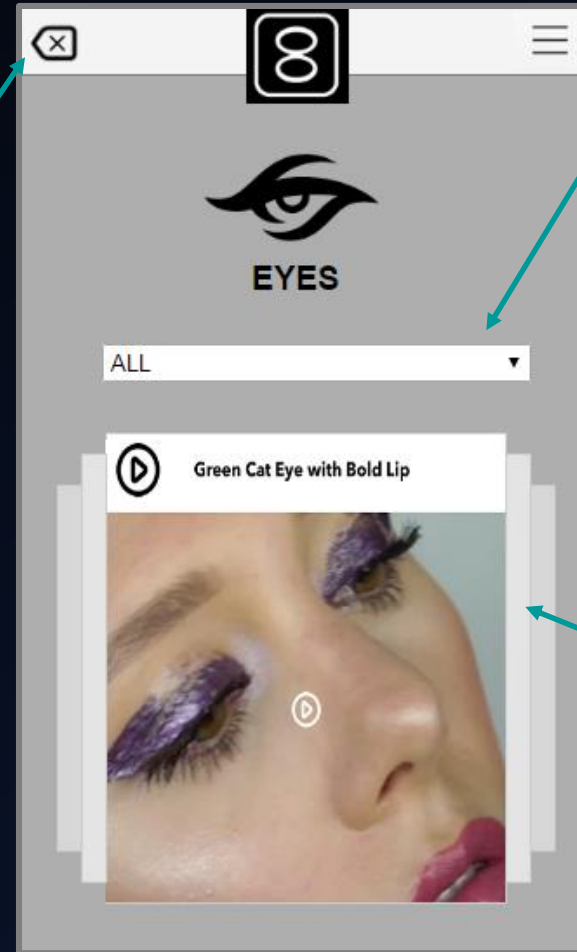
[View Prototype Here](#)

Password: LoogkingGlass123



Redesigned layout to make the menu easier to navigate

Added a back button to return to previous screen



Added a dropdown menu within the menu for easy navigation. Also added an 'All' option.

Changed the navigation option to see videos. Scrolling horizontally is a more natural way to view options.