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InstaHeadshots - Product Review

Turn your selfies into professional business headshots

Part 01

Experience the Product

01

Website Landing



INSTA HEADSHOTS

[Examples](#)[How it works](#)[Pricing](#)[Affiliates](#)[FAQ](#)[Get Started](#)

Turn your selfies into professional business headshots

Get unbelievably hyper-realistic AI photos of yourself that look like they were taken by a professional photographer.

[Create your headshots](#)

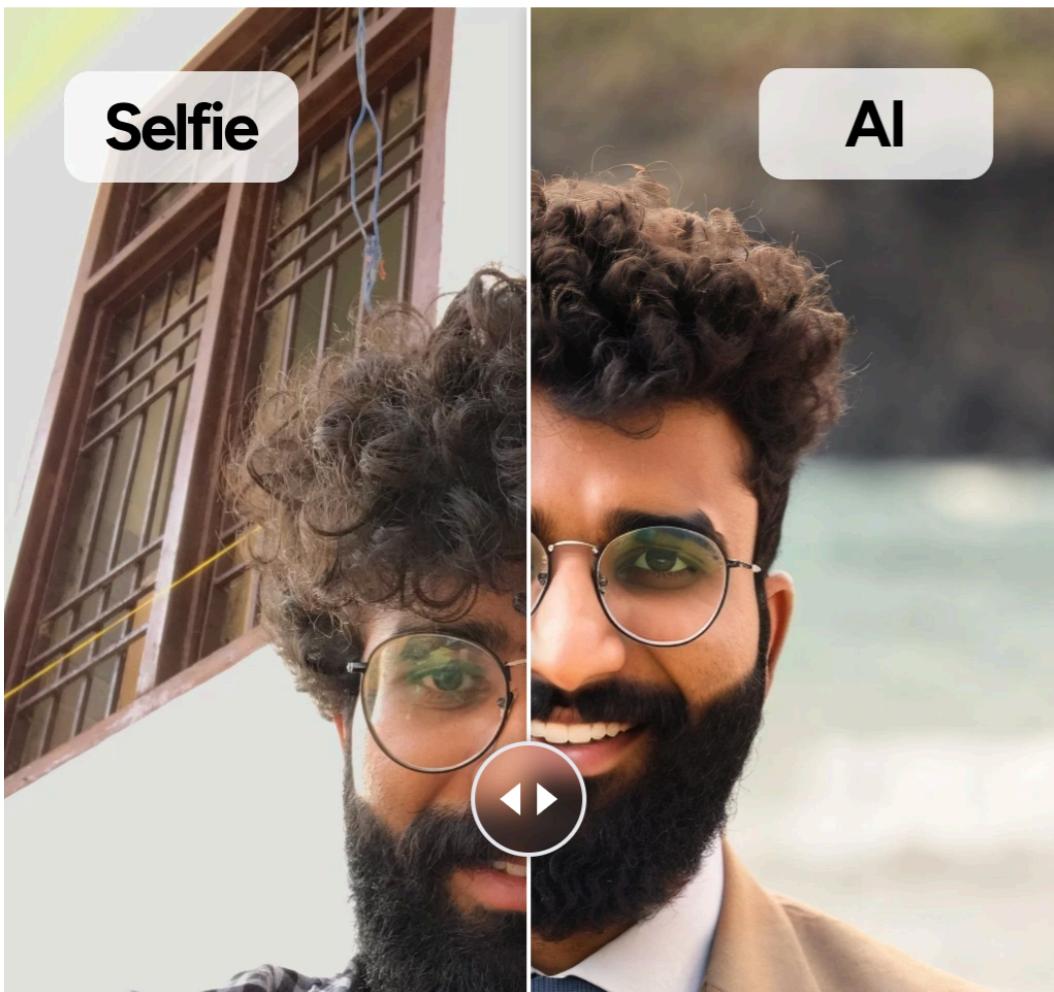
Clear Messaging about the product with quick links at the top and a clearly visible “Get Started” link.

02

Pre-Registration Enticement

The Most Realistic AI Headshot Generator

Slide below to see the difference



Selfie

AI

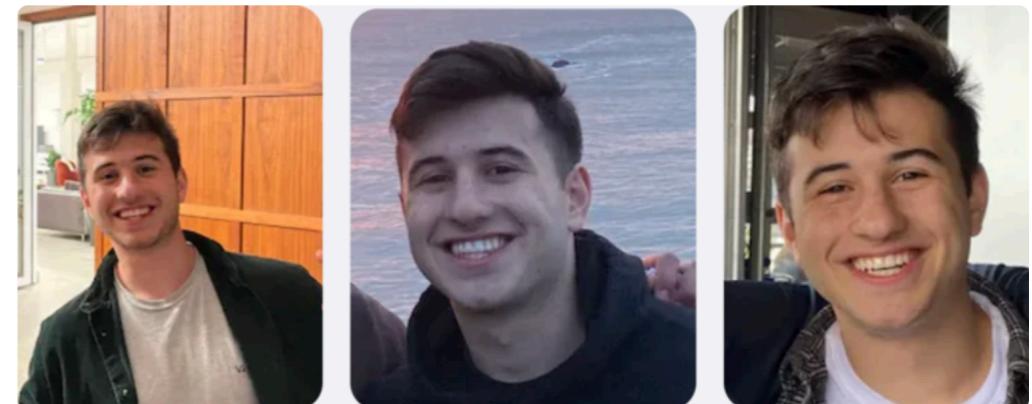


Examples

All the below headshots were generated by our AI. None of these are real photos.

How it works

Get professional looking AI headshots that are indistinguishable from real photos in 3 easy steps.



Upload your images

Upload 12+ high-quality selfies: front facing, 1 person in frame, no glasses or hats.

The website landing content is neat and crisp and conveys the message loud and clear with the following points: Headshot Generator difference, Lots of Examples, How it Works, Payment Plans, FAQs, and a final enticement to Sign Up.

03

Sign Up / Login

Login/Signup

Login to setup a profile, upload pictures and create your headshots.

 Continue with Google

 Continue with Apple

OR

Continue with email

Enter email

Login

[Privacy Policy](#) • [Terms of Service](#)

Small form, minimal content, Privacy Policy and Terms of Service links opening in a new tab, and clear options.

One last step ...

Click on the link in the email to log in



From help@instaheadshots.com

To arp2236@columbia.edu

Subject Log in to Instaheadshots

Check your mail (maybe SPAM folder too), If you still haven't received the email talk to us.

 Open Gmail

 Open Outlook

[Privacy Policy](#) • [Terms of Service](#)

One of the unique post sign-up forms, provides clear details of the mail that user should look for, and provides an option to open the mail box from this screen itself. At this moment, this product looks like a winner.



Hi!

Click on the button below to log in to Instaheadshots:

 Log in to Instaheadshots

If you're not able to see or click the button above, copy and paste this link in your browser:

https://instaheadshots.com/login-callback?id_token=nBSR1GSAZ2hHVSF-ljUVC9Q03FXgSIK7diDzwIACxf8

Have questions? Mail us at help@instaheadshots.com.
(We're super-quick at replying.)

Thanks!

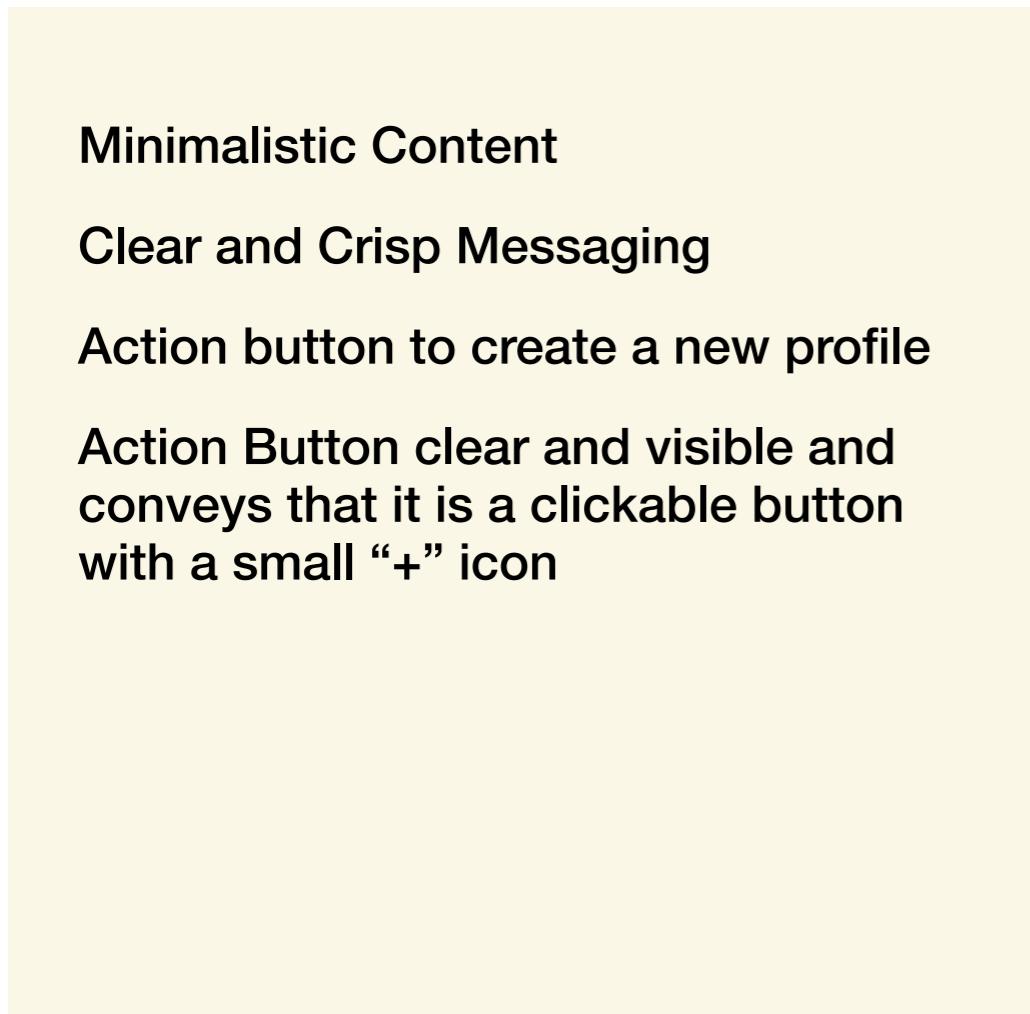
Team Instaheadshots.com

Mail arrived instantly, one issue in the mail, the logo is not getting displayed. I double checked and the image src is wrong. The first quirk that I noticed until now.

04 | Dashboard

First Time Login Dashboard

This is the screen users land on post confirming the emails.



Get started

Let's create your first headshots profile.

+ New Profile

Create Profile Screen

This is the screen/modal user is shown when they click on “New Profile” action button.

The screenshot shows a modal window titled "Let's get this profile set up ...". The modal has a light gray background with a blue header bar. On the right side, there is a close button (an "X"). The main content area contains fields for "Name" (with placeholder "Enter a name for this profile") and "Gender" (with options "Male", "Female", and "Other"). A "Create" button is at the bottom. To the left of the modal, there is a yellow sidebar with the following text:

- Minimalistic Content**
- Crisp and Clear Messaging**
- Easy form to fill**
- Until this step there was nothing that would urge the user to move away from the website.**
- Asks for gender, needed for the AI model to generate headshots. The reason is mentioned there. This can be a possible deal-breaker since it is a mandatory field.**

06

Create Profile - Step 2

Your pictures should not have:



Abhijit - 1
Male

Upload your pictures



Upload 12-20 pictures of yourself. The more pictures you upload, the better your headshots will be. Try to have as many different perspectives on your face, eyes, looking at these from different angles. Each picture should tell Photo Booth more new information about your appearance and features. The things that are constant from picture to picture (glasses, facial hair) will get reinforced and will show up beautifully in the generated headshots. Changing backgrounds will help you highlight your face and features as constant among the pictures.

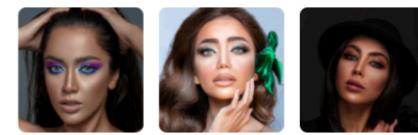
Reasoning for 12-20 pictures of the user.
Reasoning could have been simple like all the other messaging.
However, the information is good enough for the user to pick and choose his pictures to upload from. The same screen also provides examples of what our pictures should have and should not have.

1

that cover your face



Make-up or other editing that changes how you look



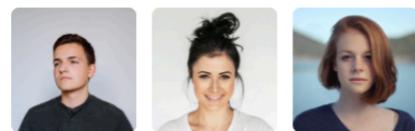
2

Black and white colors only



Your pictures should have:

Your head, face and shoulders



Various expressions



Drag and drop

OR

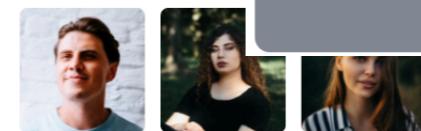
Upload Picture

Supported formats: JPEG, PNG, WEBP, HEIC and HEIF

Different lighting, times of the day



Different scenes



You need to upload 12 more pictures

Upload pictures



3

Next steps of the create profile are informative, the product requires 12-20 pictures of the user to generate good headshots. Since this is an AI product, it is fine to upload more pictures of the user in order for the product to train its model.

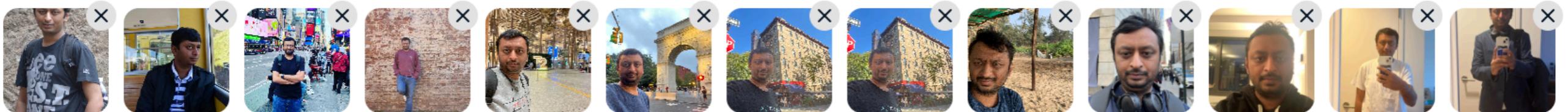
07

Create Profile - Upload Pictures

OR

Upload Picture

Supported formats: JPEG, PNG, WEBP, HEIC and HEIF



Upload pictures

Post uploading 12 pictures the product provides an option to remove and add as needed by the user. At this moment it would have been great if the product provided insights on images that it thinks does not fit in their description.

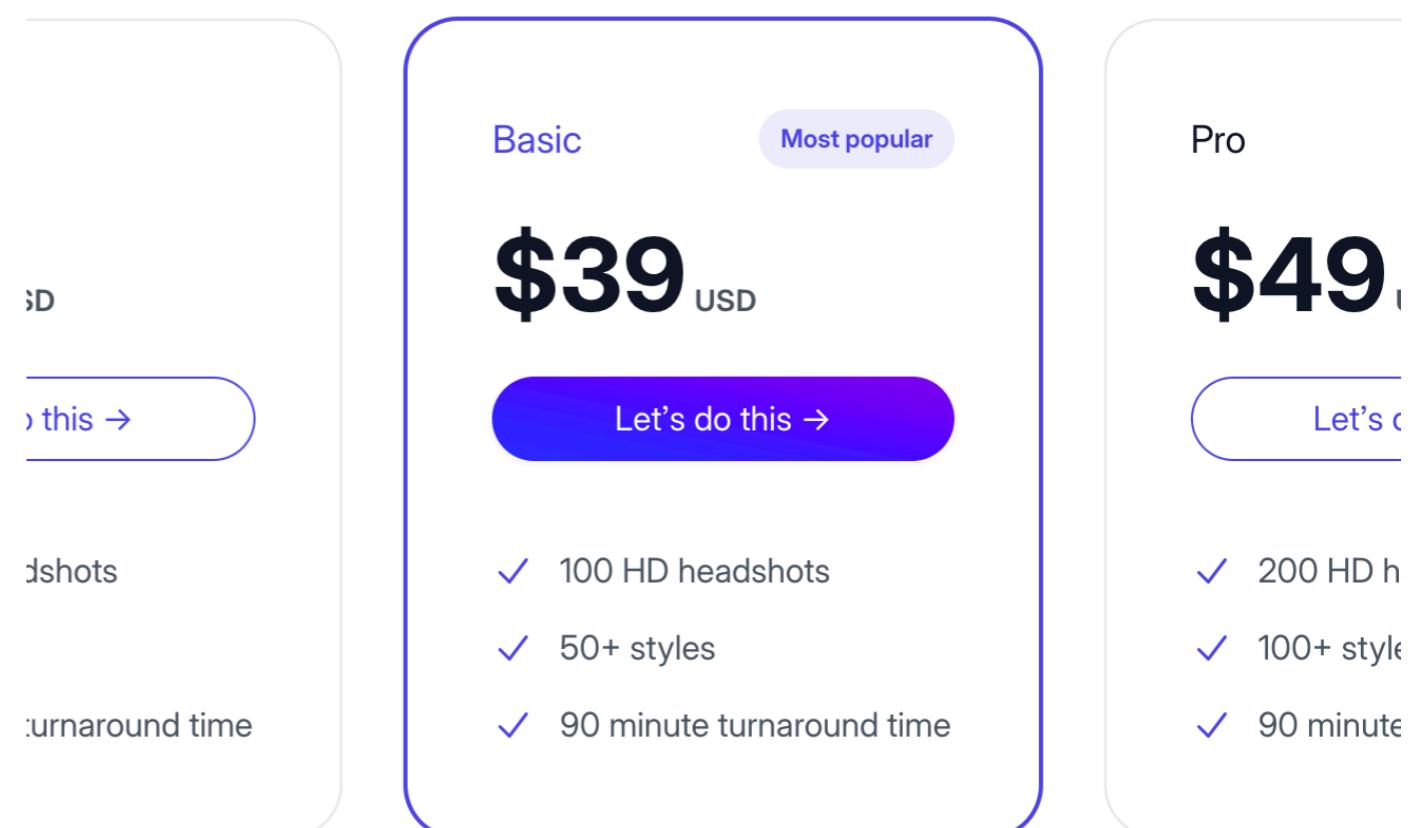
Major Flag!!

On the site landing it was mentioned way down on the screen that there is no trial available so there is a mandatory payment for you to try out pictures. Since I have spent enough time until now on this product review, I am going ahead with the Starter pack.

Need to inform clearly to the user that this is a paid product and no trial available.

You're one step away..

Please complete the payment to unlock mindblowing headshots.



Trusted by the world's most innovative teams



Booking.com

Sotheby's^{EST. 1744}



Unilever



Turn Around Time - 90 minutes

There were couple of screens before the user lands on this screen. Since those were temporary screens I could not take the screenshot.

Headshot Set 1

Clear and Crisp messaging as always with this product.



Creating your headshots

We are currently creating your headshots. This might take up to 90 minutes.

It is okay to close this page. You will receive an email once your headshots are ready.

Ready in 20 mins!!

Delivering before time is a good strategy. The 90 minutes intimation given earlier was with much added buffer. It is always better to surprise the user with early delivery when they are not expecting it.

Hi!

Click on the button below to download your headshots:

[Download Headshots](#)

If you're not able to see or click the button above, copy and paste this link in your browser:

https://instaheadshots.com/profiles/sEBpouA0-Dk?id_token=mJZeHXLIxqwhC8nXQ2e1syEFLeuiZPcmyLxZ_g5cn4

Have questions? Mail us at help@instaheadshots.com.
(We're super-quick at replying.)

Thanks!

Team Instaheadshots.com

11 | AI Photos



20 headshots as promised.

First Glance - They look real to a 90% extent!

No option to download all headshots at once.

Option to download one image at one time.



Few options with polo shirts, formal shirts, and one option with a cap.

Indoor and Outdoor options.



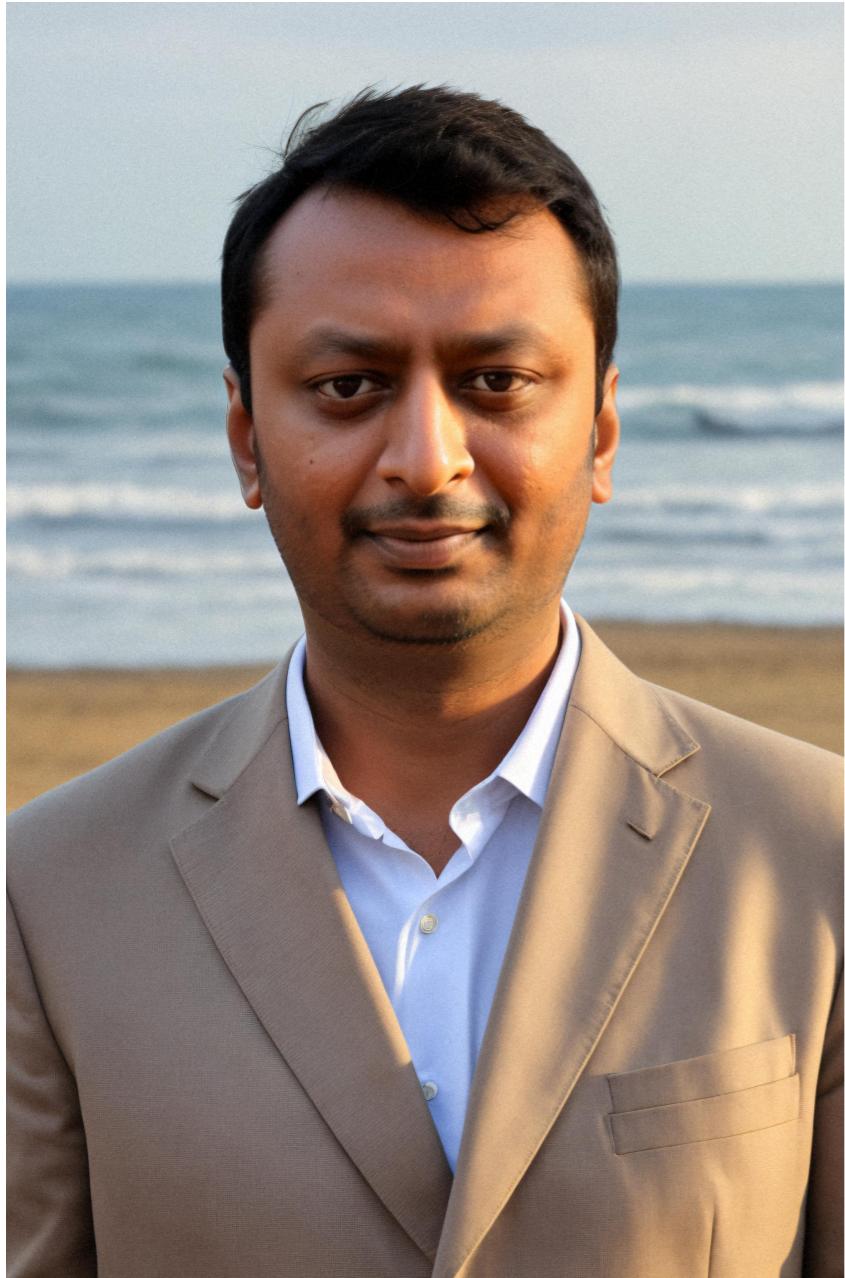
Few backgrounds are out of focus which is good.

Overall, the headshots are believable and look natural.



The resolution of the generated image (2048 x 3072) which is a good resolution.

There is a thetic element involved in the photos.



Generated by InstaHeadshots



Taken in a Photo Studio.



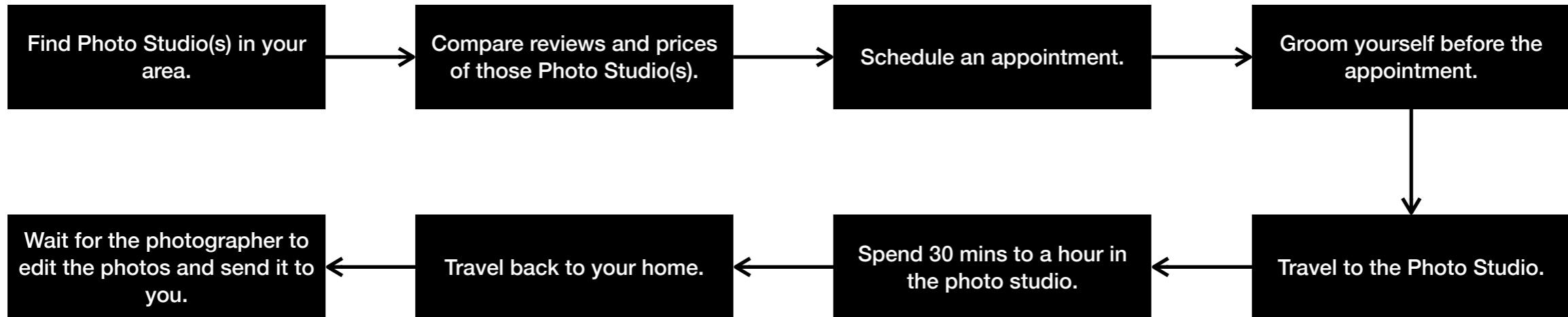
Taken in a Photo Studio.

Note: The headshots taken in a Photo Studio were not uploaded to InstaHeadshots.

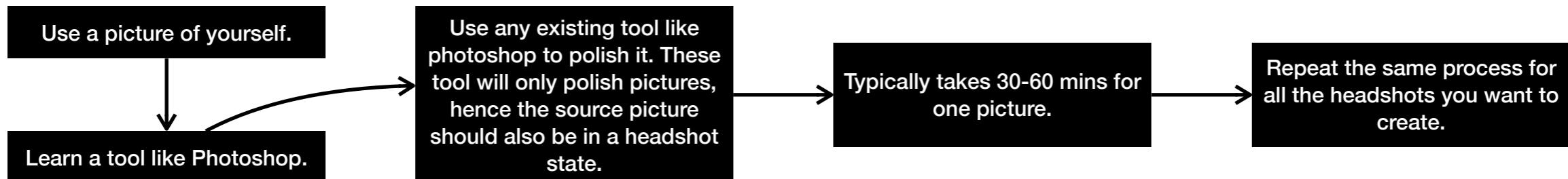
Part 02

The “AI” Difference

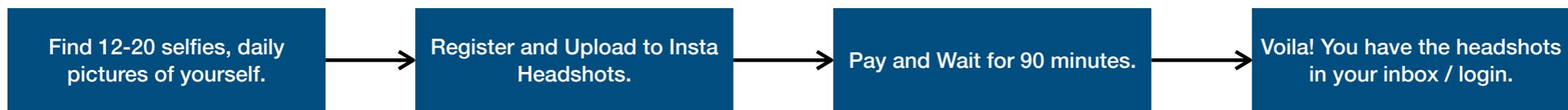
Without AI - 1



Without AI - 2



With AI - InstaHeadshots



Part 03

Analysis

01

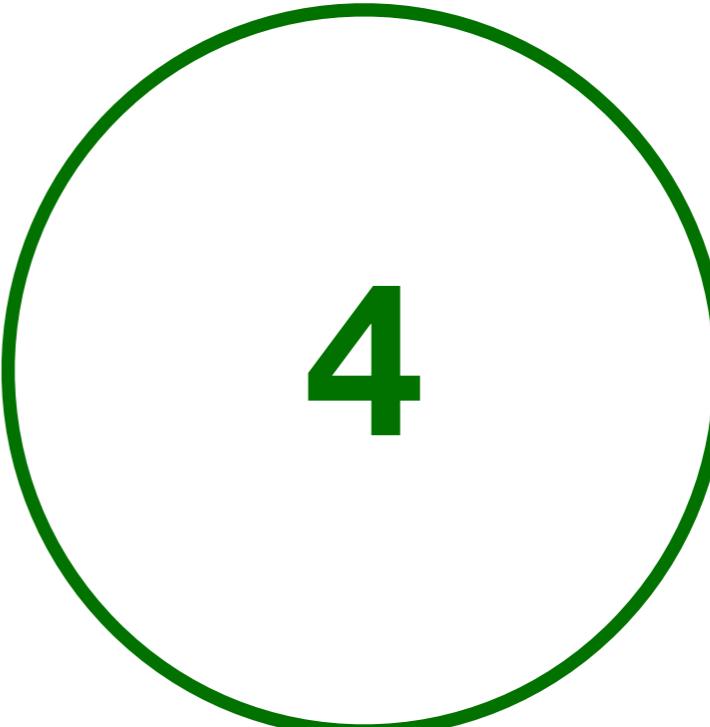
What problem does the product solve?

What problem does the product solve?

This product solves the challenge of obtaining professional headshots by transforming selfies and other daily pictures into realistic AI generated photos, eliminating the need for expensive photography sessions. It offers a convenient and affordable solution for individuals seeking high-quality headshots.

Rationale behind the score!

The product excelled in functionality, offering diverse and realistic styles in the photos. Its user-friendliness was evident through its simplicity and clear and crisp step-by-step instructions. However, one point was deducted for the absence of configurable options such as beard styles, suits, and day/night settings, which could enhance user customization. These could have been optional settings thus maintaining the overall simplicity of the product.



4

02 | Who is the target user/team for this product?

Who is the target user/team for this product?

Business Professionals, Freelancers, Chefs, Actors, Models, Entrepreneurs, Photographers.

Rationale behind the score!

While the product fulfilled its promises, it would have been beneficial to create specific profiles such as "Business Profile," "Entrepreneur Profile," or "Chef Profile" to organize and categorize pictures according to user preferences and needs. Additionally, allowing the user to create multiple looks, eg: beard look, serious look, happy look would provide a great edge to the product. For eg: If I want a chef look with a beard since I'm a chef, then I'm relying on the model to guess that which can only be guessed by the pictures uploaded. The same can be applied for coder, photographer, or any profession. The product has a long way to go to achieve this flexibility.



When I have the problem of needing professional business headshots but lack the resources or time for a professional photoshoot, I want a solution that can turn my selfies and daily pictures into unbelievably realistic AI photos resembling those captured by a professional photographer, so that I can have high-quality headshots for my professional endeavors.

Value Proposition

Transform your selfies and daily pictures into professional-grade business headshots effortlessly with our AI-powered solution. Enjoy realistic photos that mirror the quality of those captured by seasoned photographers, ensuring a polished and impressive professional image.

From a value proposition the product stood out in these aspects: Delivering on its promise, realistic AI generated photos, diverse photos generated, professional look.

It fell behind on the following:
Configurability, Uploading 12-20 pictures is cumbersome, should have option to use the camera to take pics from various angles, headshots are minutely blurred.



3

User Satisfaction Rating

A suitable success metric for this product could be the user satisfaction rating based on the perceived quality and realistic-ness of the AI-generated headshots compared to those taken by professional photographers. This could be measured through user surveys or reviews, with a satisfaction score indicating successful adoption and positive reception of the product.

Additionally, tracking the number of referrals could also serve as a valuable success metric, indicating the product's effectiveness in meeting users' needs and generating ongoing interest and usage.

Cannot user “repeat users” as a metric here since this product does not have a subscription model and rightly so as once user gets ~20 professional headshots, most likely they would not need another set any time soon (unless they are models or actors).



Part 04

Parting Thoughts

What did I like about the product?

20 headshots as promised.

First Glance - They look real to a 90% extent!

Multiple backgrounds.

Multiple suits with multiple colors.

Few options with polo shorts, formal shirts, and one option with a cap.

Indoor and Outdoor options.

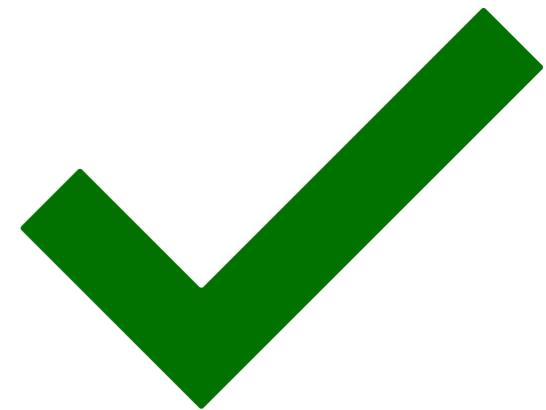
The photos itself look real, the backgrounds look real.

Few backgrounds are out of focus which is good.

Overall, the headshots are believable and look natural.

The resolution of the generated image (2048 x 3072) which is a good resolution.

There is a theartic element involved in the photos.



What recommendations do I have for the product?

No option to download all headshots at once.

Option to download one image at one time.

Configurability: Looks, Dresses, Profiles.

Know Your Customer (KYC): The product needs to know more about the customer before generating the headshots. Things like profession, likes/dislikes in terms of dressing.

Use of camera: Asking the user to upload 12-20 images is too much. The use of camera to take 20 pictures in various angles would have been great!



Thank You!

