

# Face Mod Effects Make Up App

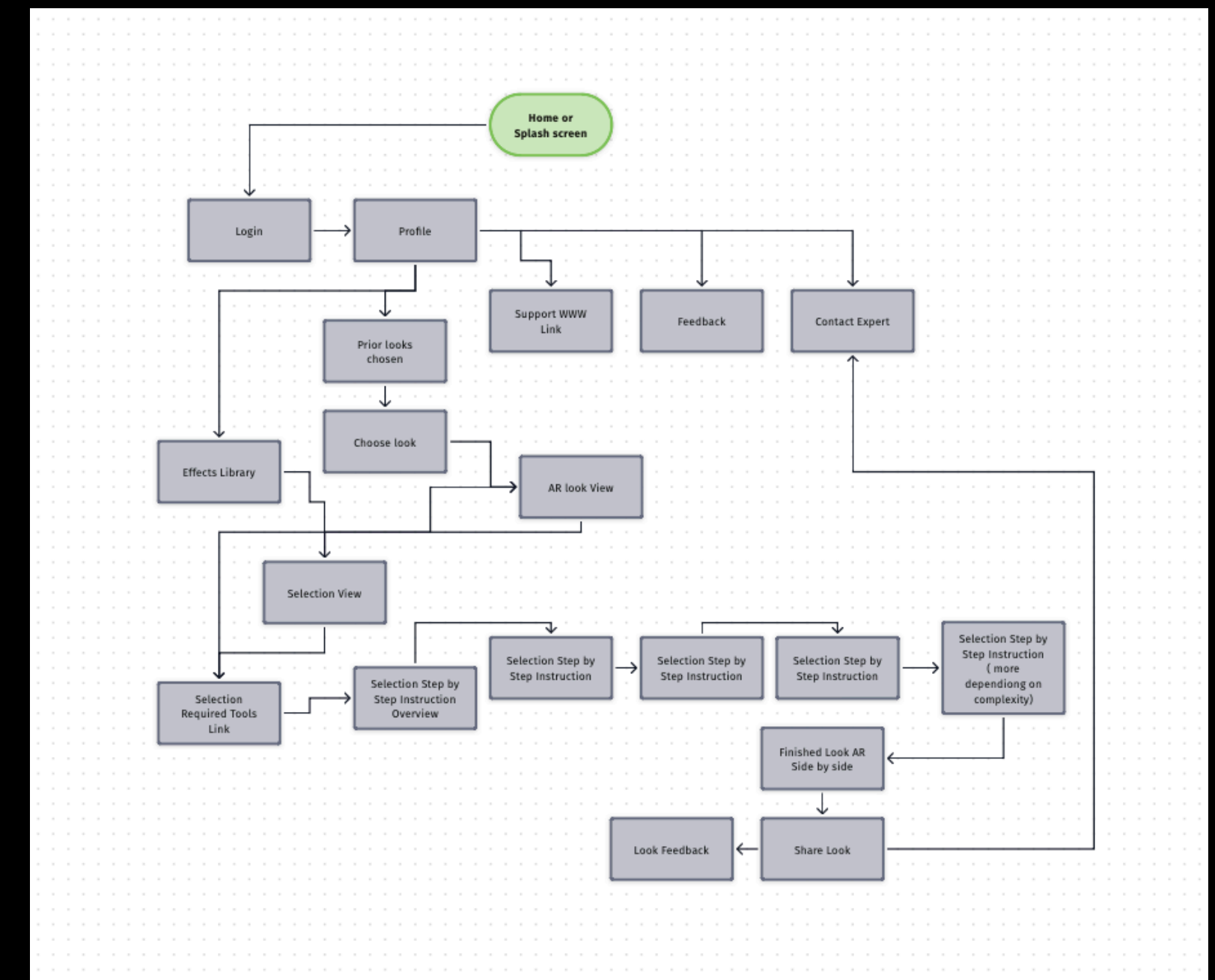
How a thought became an app

Doug Cunningham 01/15/2025

# Face Mod Mobile App solution for FX Make Up

In the beginning there was an idea

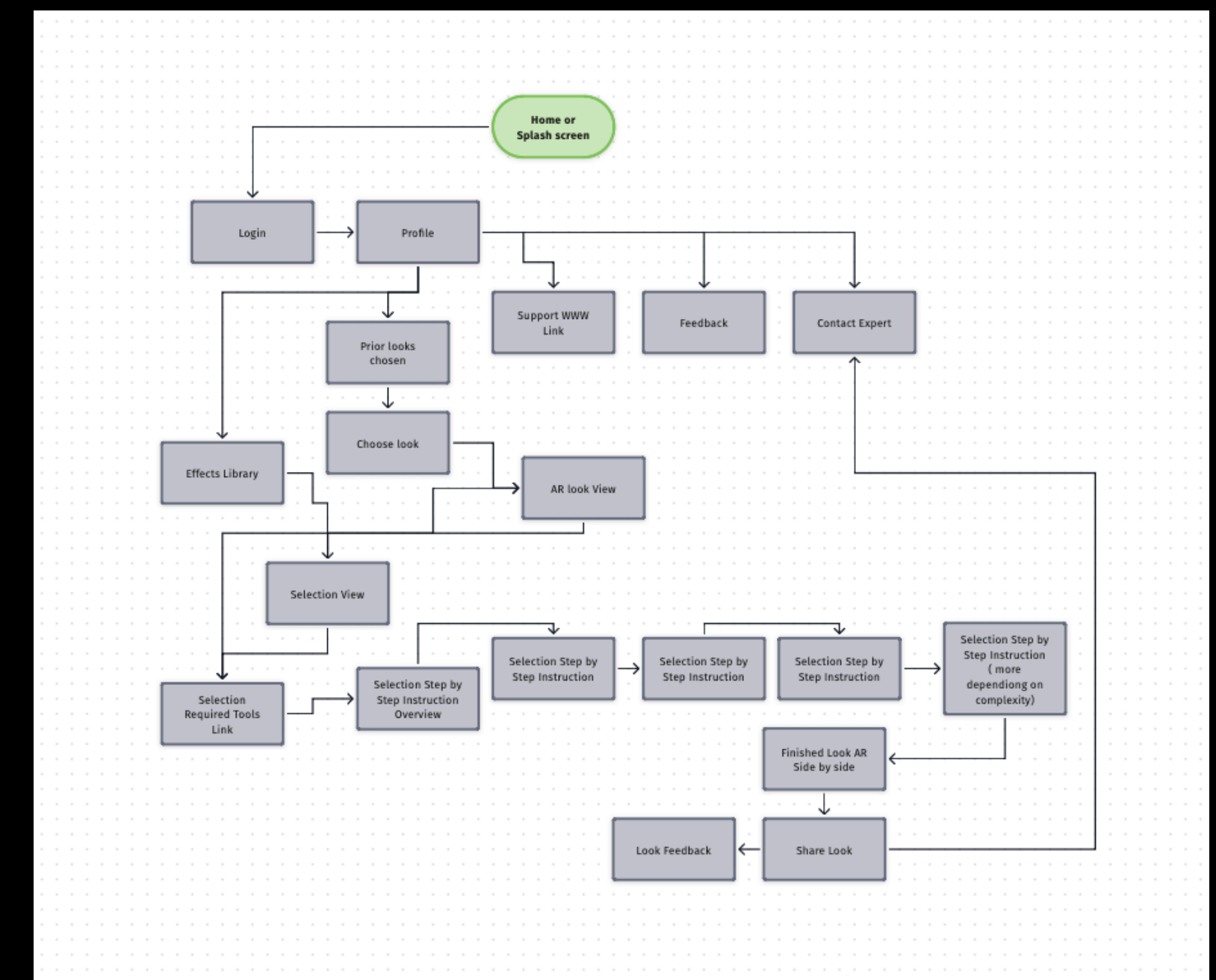
- Face Mod came about from the initial plan of an Ask the Experts application or web site
- Initial design had multiple areas of expert advise



# Face Mod Mobile App solution for FX Make Up

In the beginning there was an idea

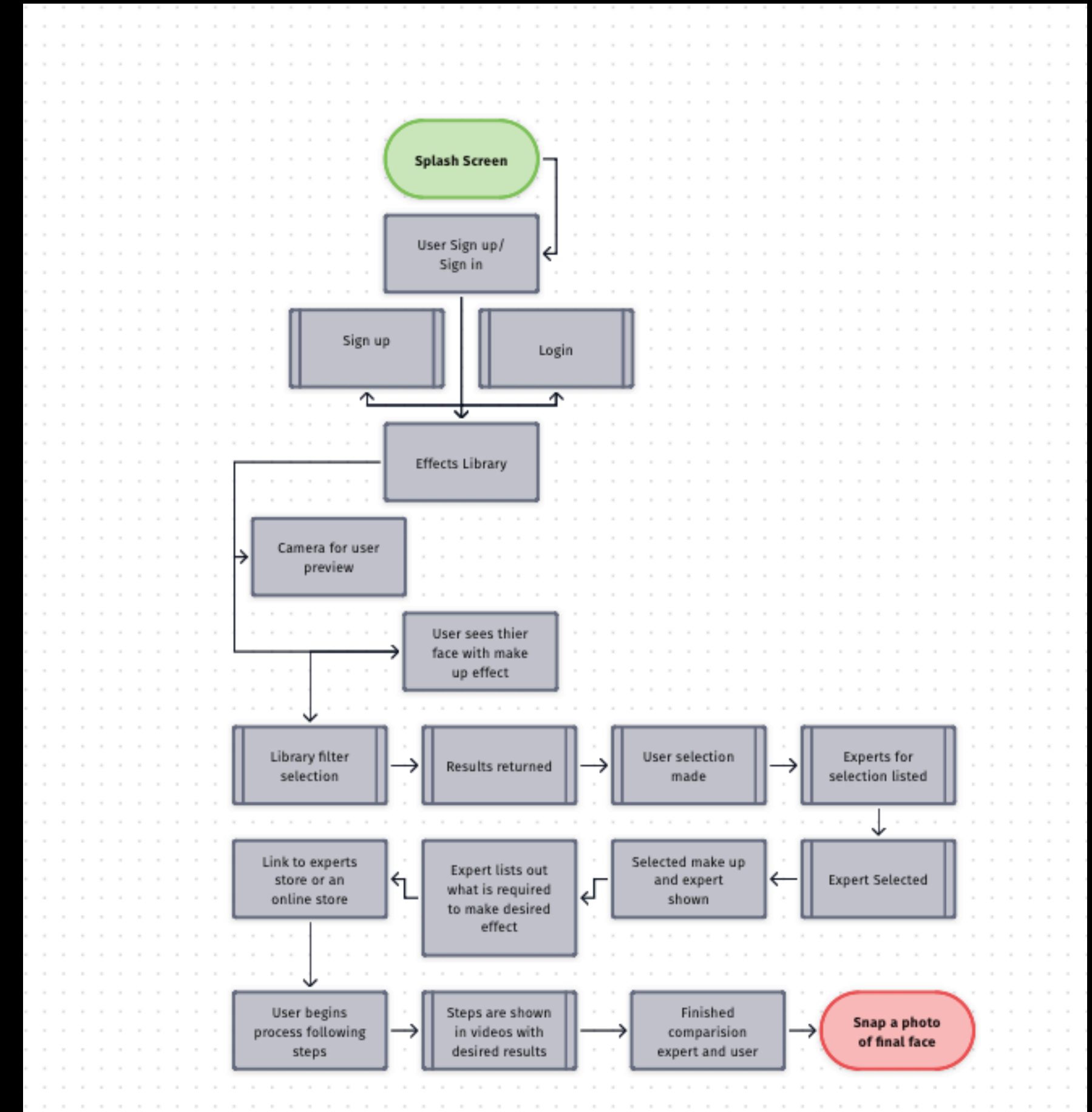
- The ask the Expert app was soon discovered to be too open and without a focus
- Decision was made to focus in on an area that was underserved
- Memory surfaced about my children's experience in attempting to use make up for Halloween



# Face Mod Mobile App solution for FX Make Up

In the beginning there was an idea

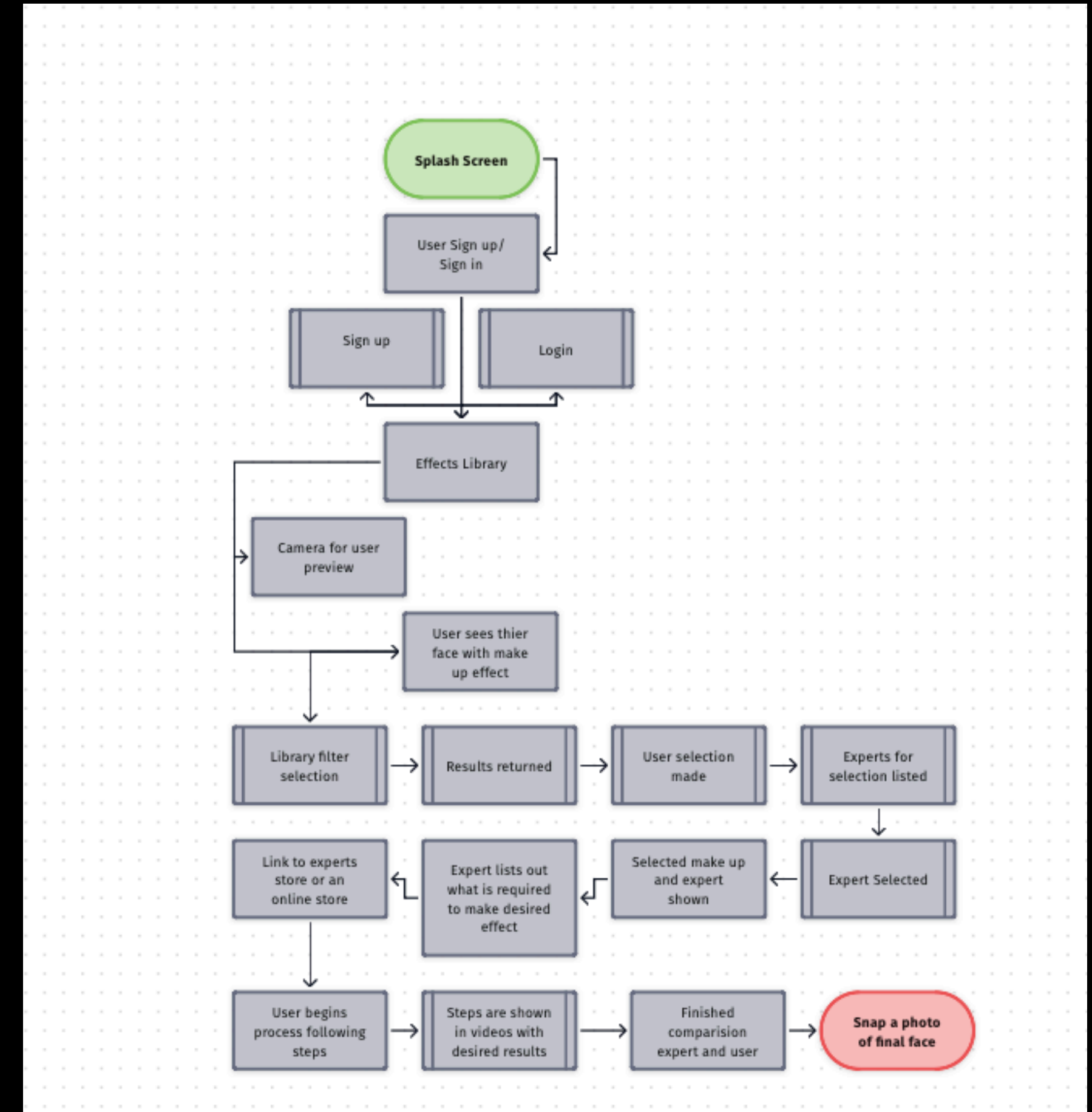
- Once the decision was made the flow came into focus
- This initial flow stayed in play as it had the framework that would work
- Initial iterations gave rise to more questions



# Face Mod Mobile App solution for FX Make Up

## Realizing that there is a need for an FX make up app

- Began with research into existing solutions
- Found there were no mobile app solutions
- Current users went to YouTube or a book
- Both were difficult to use
- None gave ability to see what FX would look like prior to applying make up





# Face Mod the early stages

## Finding what potential users would need

- Once I was able to determine the need designs could be done
- Early iterations missed on some key features and functions
- Questions needing to be answered;
  - Who was this for?
  - What would they want or need in a app solution?
  - Would people be willing to give time for instructions?
  - Would people be willing to pay for this solution?

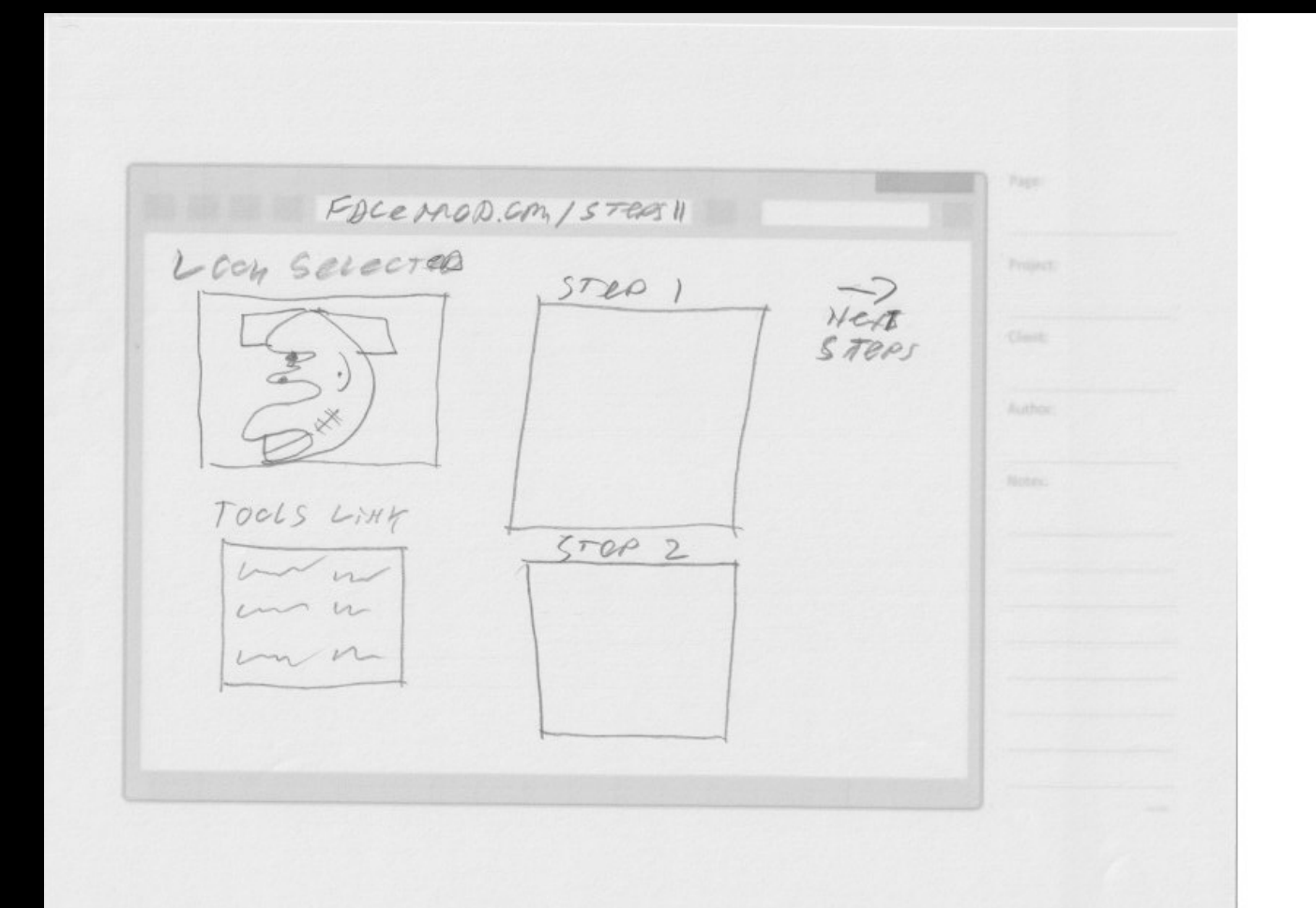
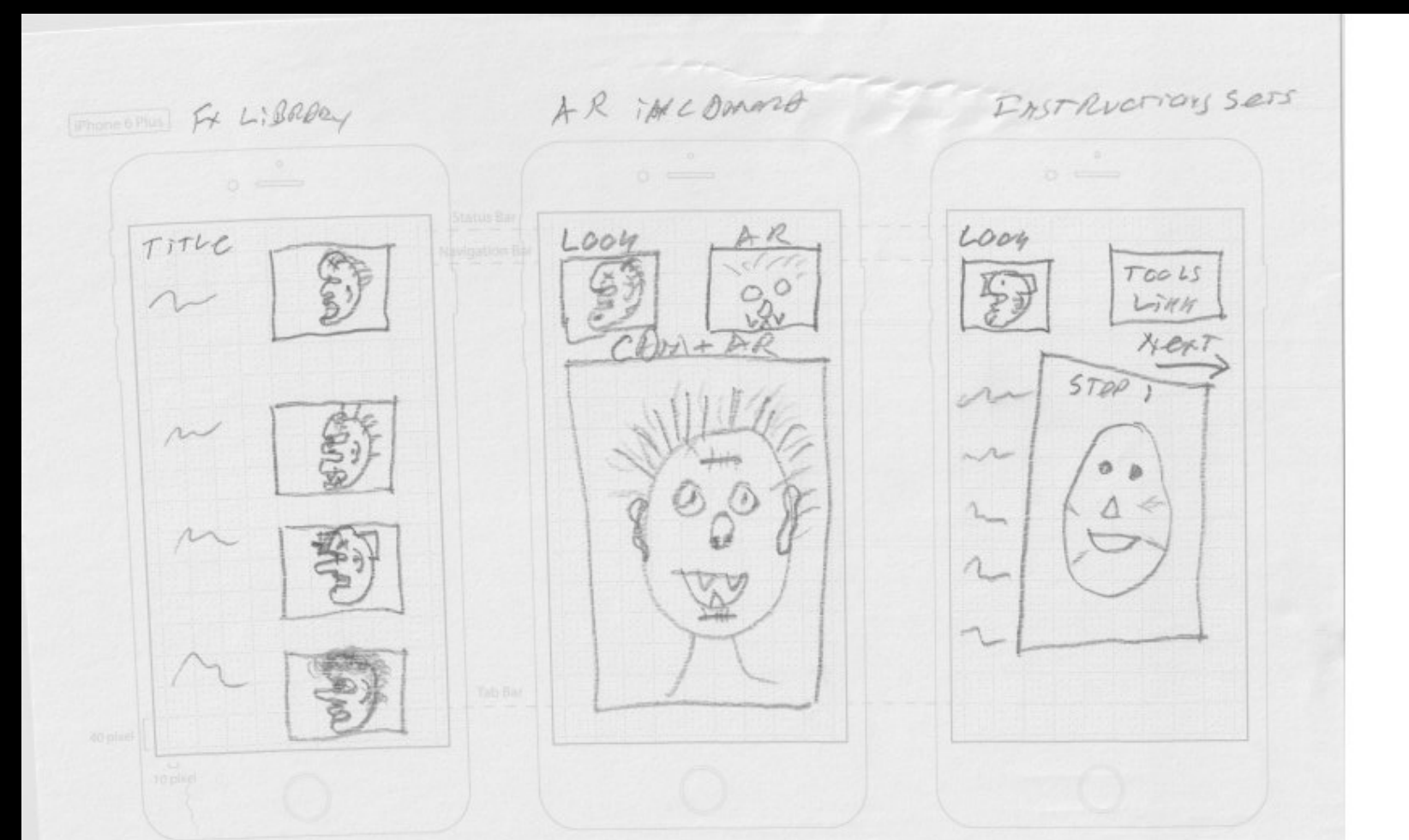
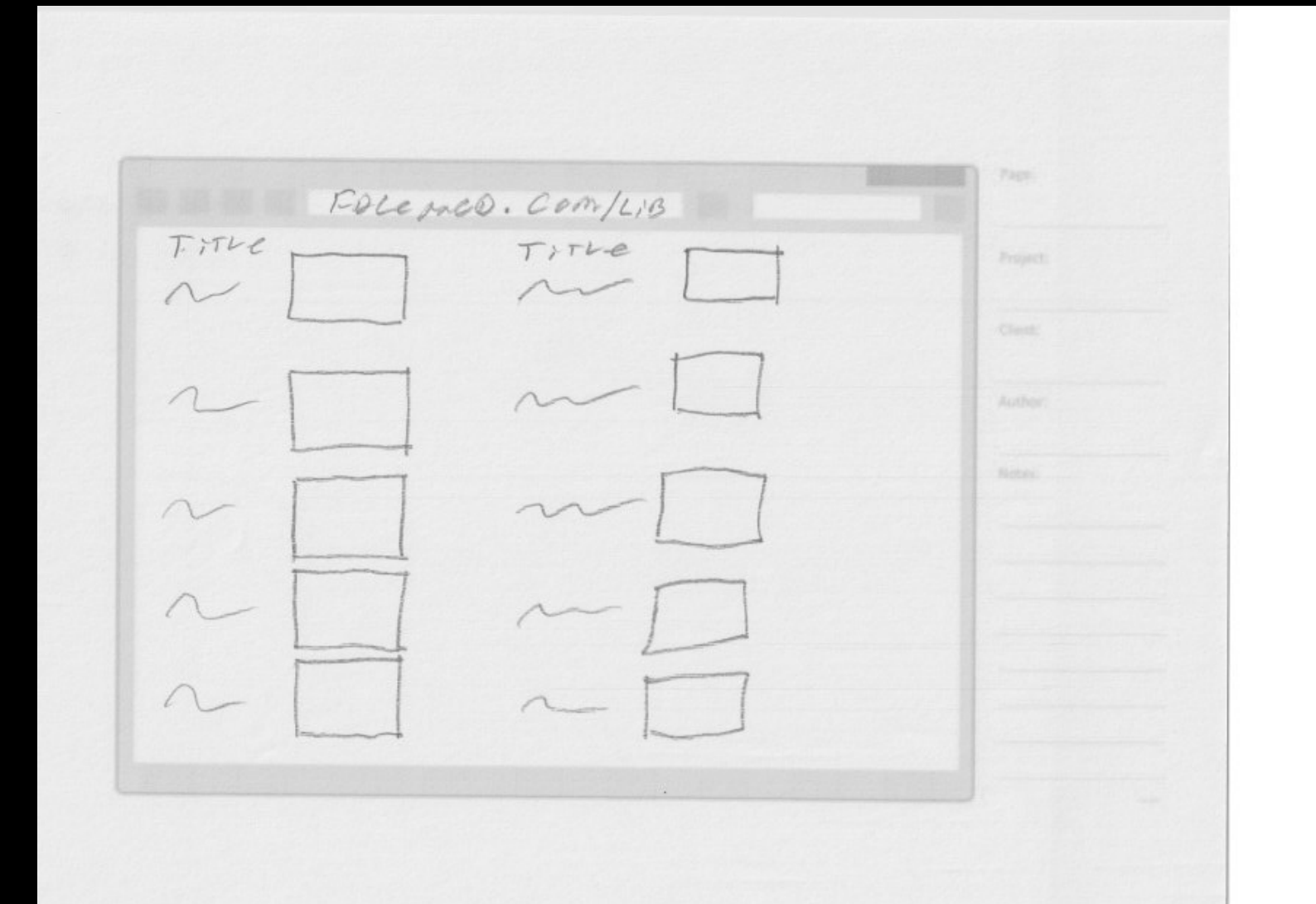
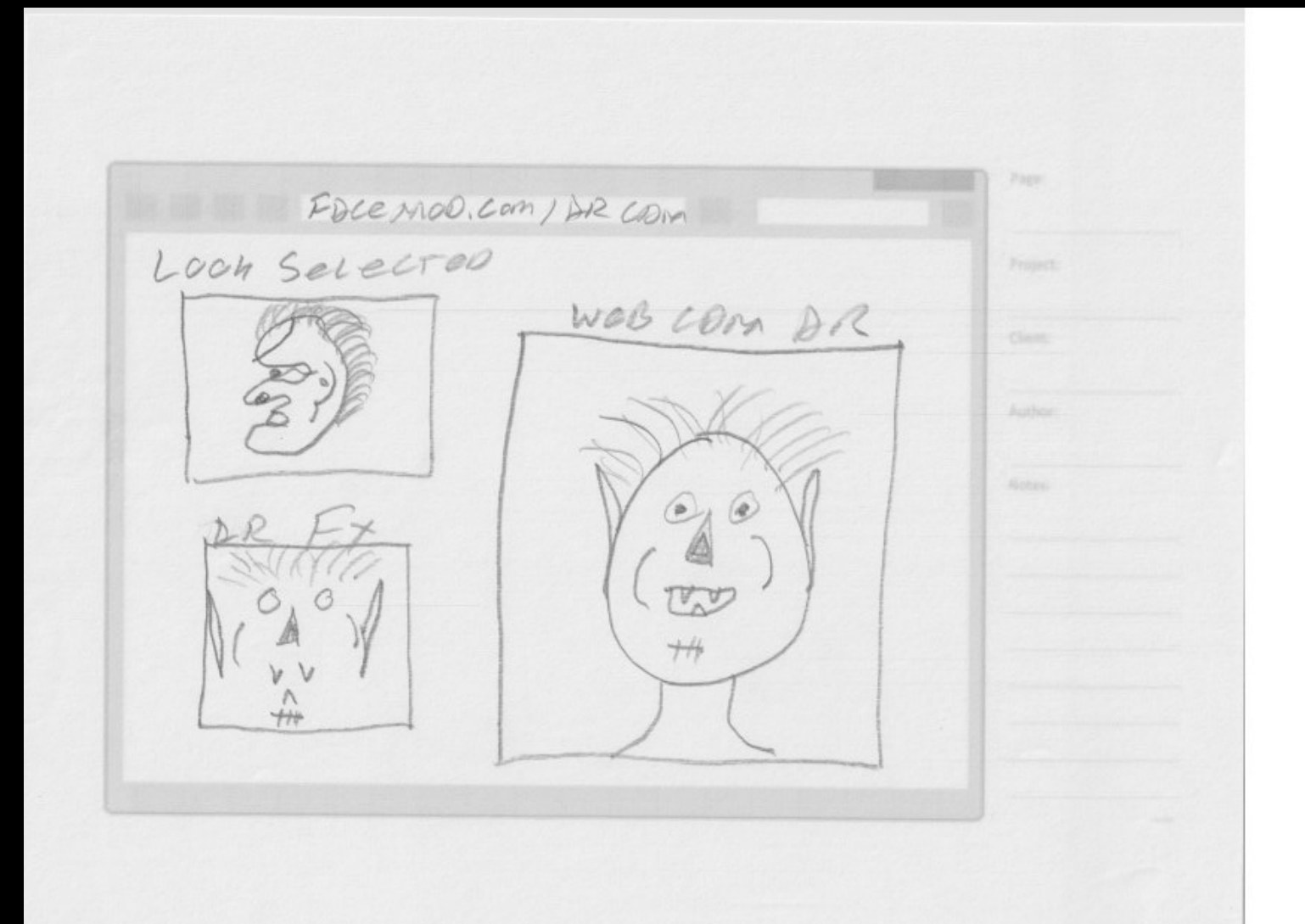


Make Up  
Effects

# Face Mod Mobile App solution for FX Make Up

In the beginning there was an idea

- Early designs needed much refinement
- However the initial sketches provided a great place to start

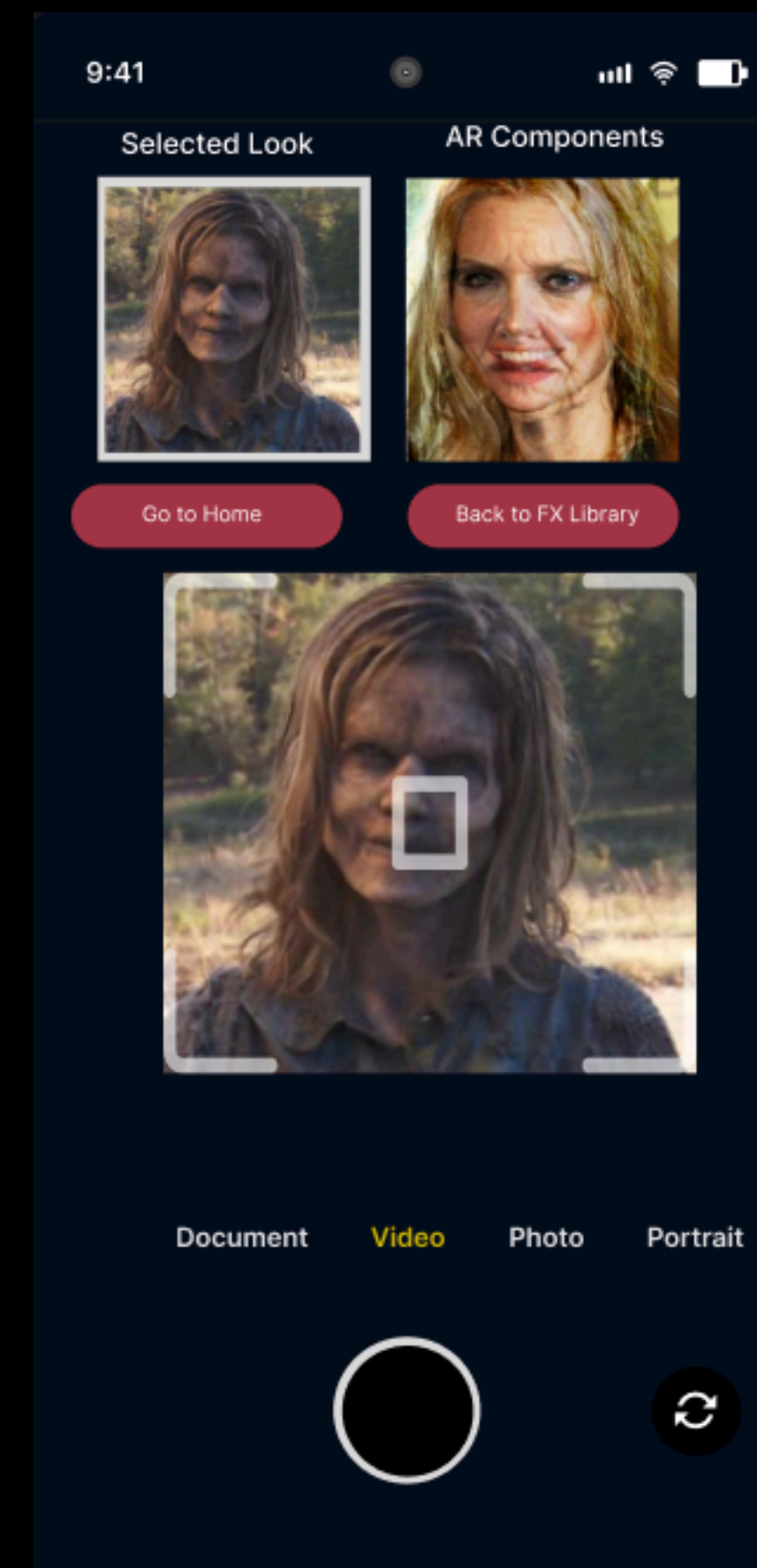




# Face Mod Following the correct path

## Early user research findings

- Among the responses was a desire to be able to see what the effects would look like BEFORE applying any face paint
- The solution was to mimic what some other apps were doing with an Augmented Reality visual.
- By allowing the user to see what they would look like prior to putting any make up on was a big yes from the research participants

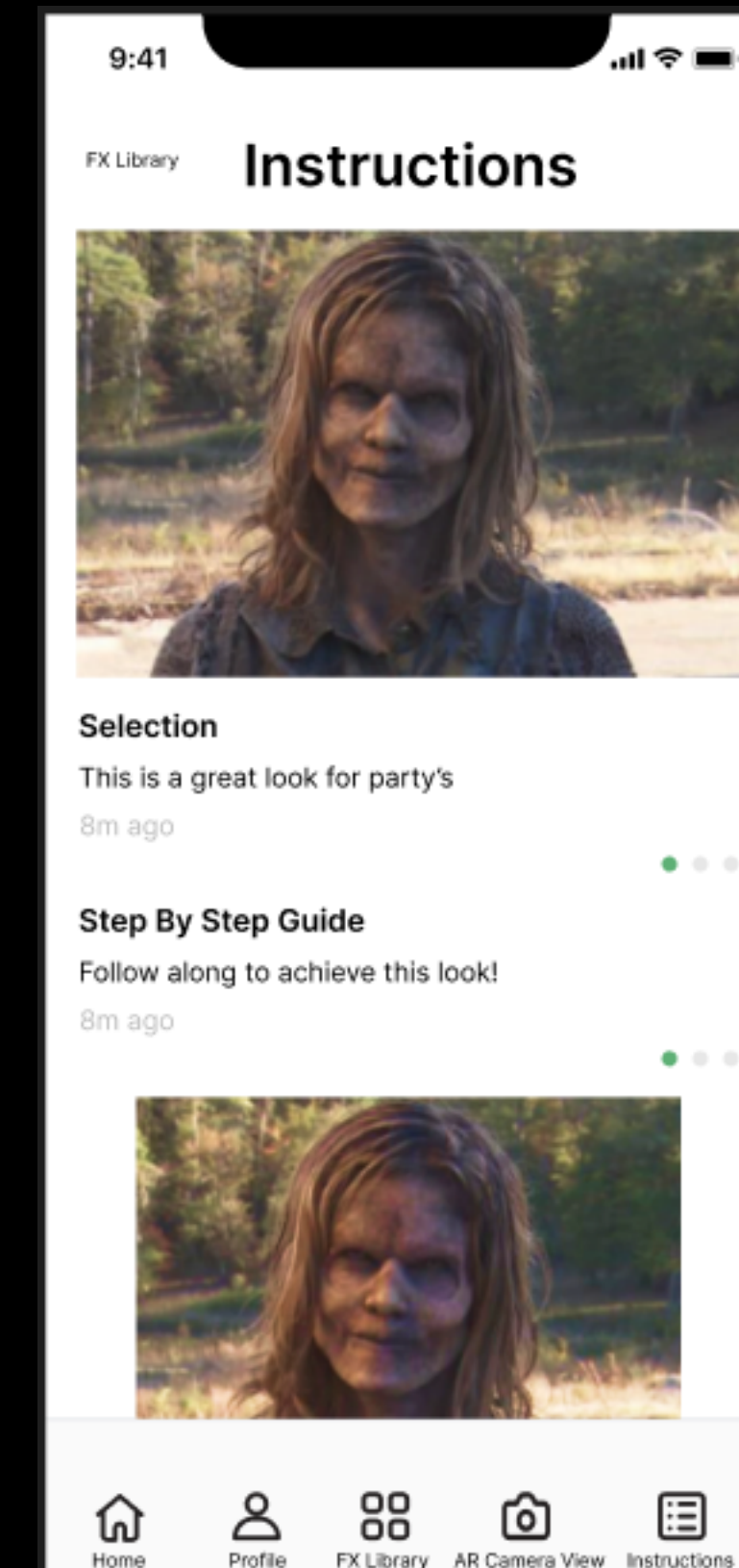




# Face Mod Following the correct path

## Request for detailed instructions

- During the initial user research it was made very clear that instructions were very important.
- Main issue with current offerings is that the how to were often skipped over
- Often during Youtube videos the change was substantial with no clear instructions as to how it was achieved
- Even the best books were missing many important steps.



# Face Mod Following the correct path

## Persona research verified initial findings

- Personas became great information to design from

By using the following personas as a guide the design process became much clearer.





# Face Mod User Personas



## Finn J

Finn is a 22 year old Construction Worker who enjoys changing their look often. They attend events that often require make up of some sort and the more complex the better. Finn has had a love of Effects Make up from an early age and has spent lots of time changing their look. If possible they would like to become proficient enough to charge to do other peoples looks

### Device and Internet Usage:

- Desktop. 4/5
- Mobile. 5/5
- Social Media. 5/5
- Tech Know how. 5/5

### Goals and Needs

Goal: to be able to apply very complex looks

Goal: See what her face will look like before applying any make up

Need: Be able to see her face with the effect applied in a video on her phone

Goal: Be able to do complex effects and really stand out from the crowd

Need: Step by step detailed instructions on how to achieve the look selected

### Motivations

Motivated by being able to change looks often

Motivated by complex looks that are very detailed.

Motivated by detailed instructions that step them through the how to apply each step

### Frustrations and Challenges

Frustrated with using YouTube as always need to pause and go back to see what the person on screen did.

Frustrated by the lack of instruction from Youtube videos and lack of tools needed explained



# Face Mod User Personas



## Doug W

Doug is a 65 year old Healthcare Director. He has had an affinity for make up since his early teen years. He enjoys being able to select a look and then replicate it as best as possible. He has been doing effects make up for some years so is experienced with many techniques. He would like to be able to be paid for doing make up for other people.

## Device and Internet Usage:

- Desktop. 3/5
- Mobile. 2/5
- Social Media. 3/5
- Tech Know how. 2.5/5

## Goals and Needs

Goal: See what his face will look like before applying any make up

Need: Be able to see his face with the effect applied in a video on her phone

Goal: Be able to do complex effects and be able to do those for others

Need: Step by step instructions to be able to apply for others

## Motivations

Motivated by being able to complete a complex look

Motivated by seeing the look in the mirror

Motivated by being able to do make up for others

## Frustrations and Challenges

Frustrated with using YouTube as always seems to miss something and then the look is not as good

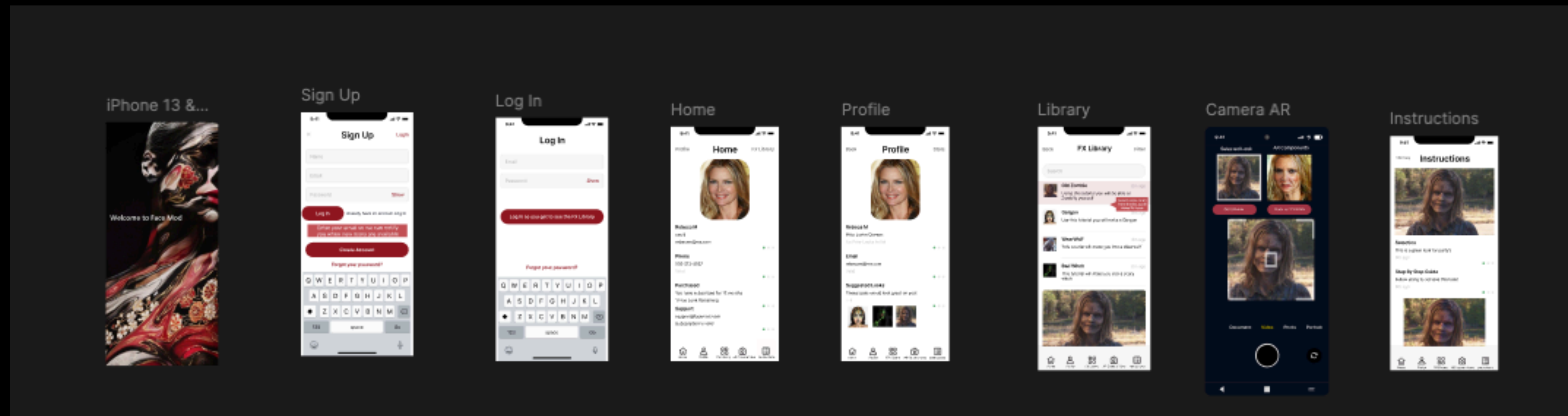
Frustrated by not being able to apply to other peoples faces



# Face Mod Following the correct path

## Initial prototypes were tested

- Early iterations were tested with users to find likes and dislikes
- Early registration views were found to be requiring too much user info
- Early AR Camera trials were unsuccessful as users were uncertain as to how it would work
- By adding the chosen look, users face, and the overlay users gained an understanding



# Face Mod Following the correct path

## High fidelity prototype reviews

- By asking other designers to review and comment on current designs the prototype became greatly enhanced
- Seemingly small changes made a big impact
- Observations showed some colors and shapes were not constant throughout views
- By implementing these changes the overall look and feel of the prototype was greatly enhanced

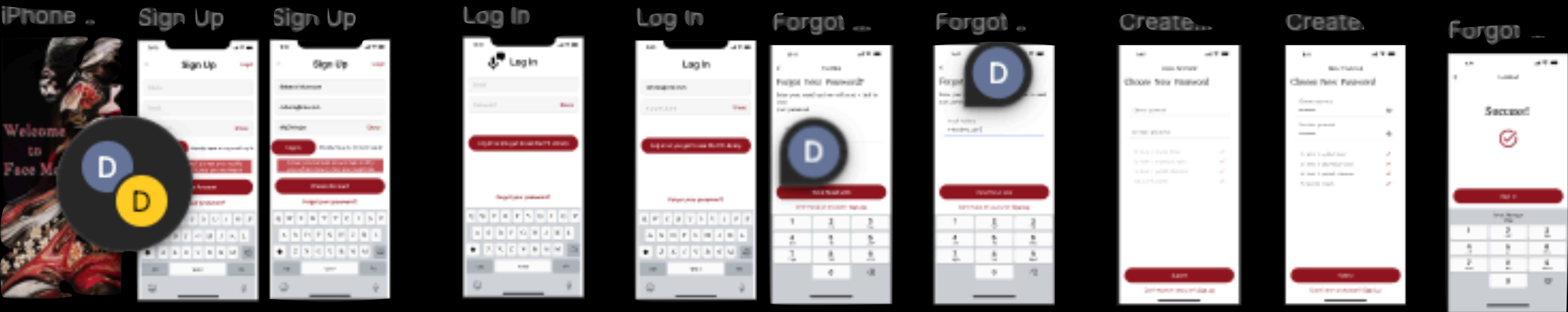




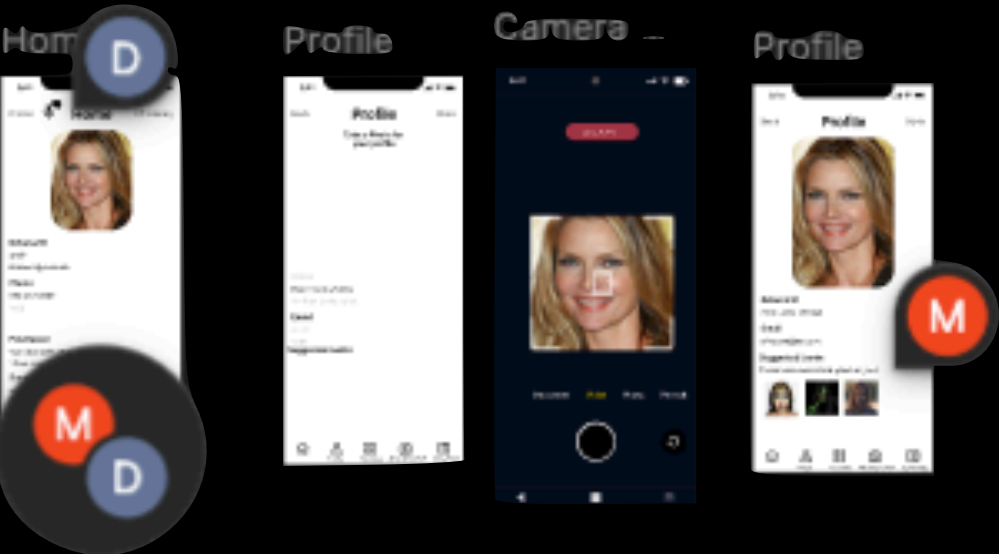
# Face Mod Following the correct path

## Comments for High fidelity prototype

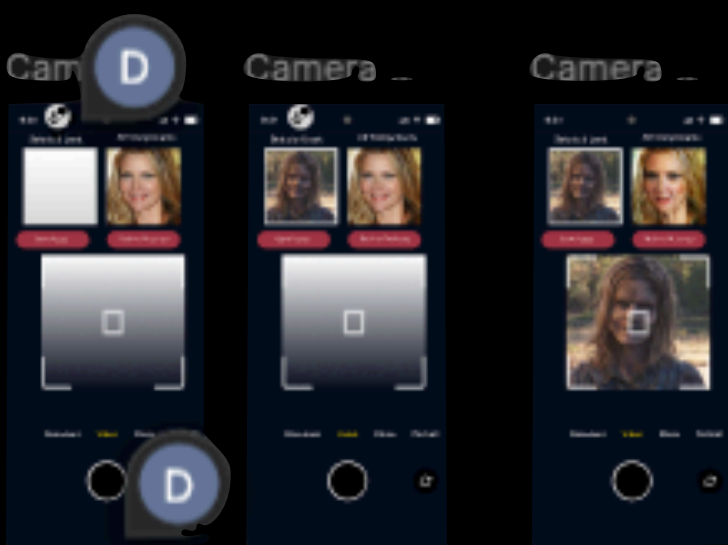
### Onboarding



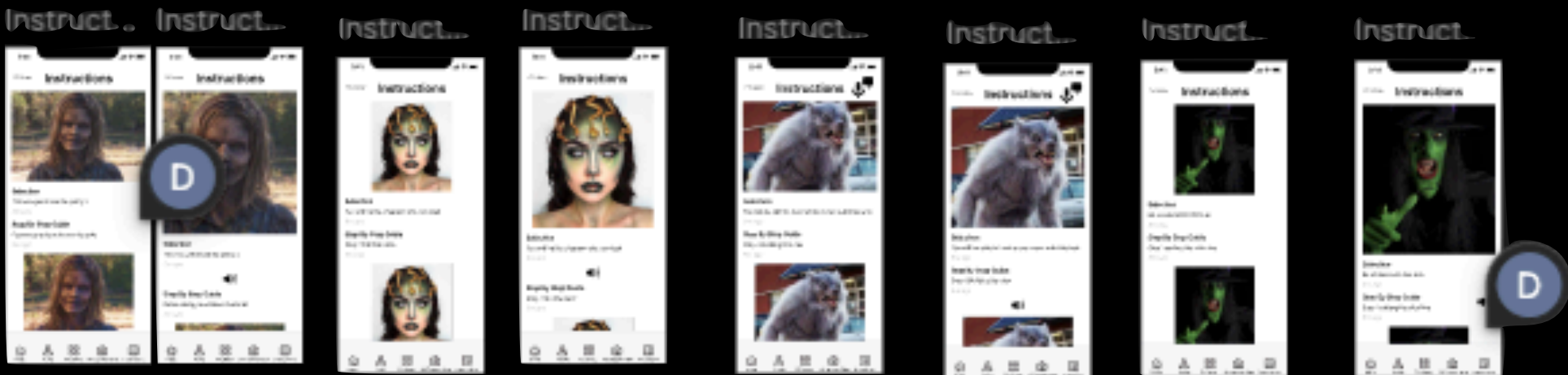
### User Profile



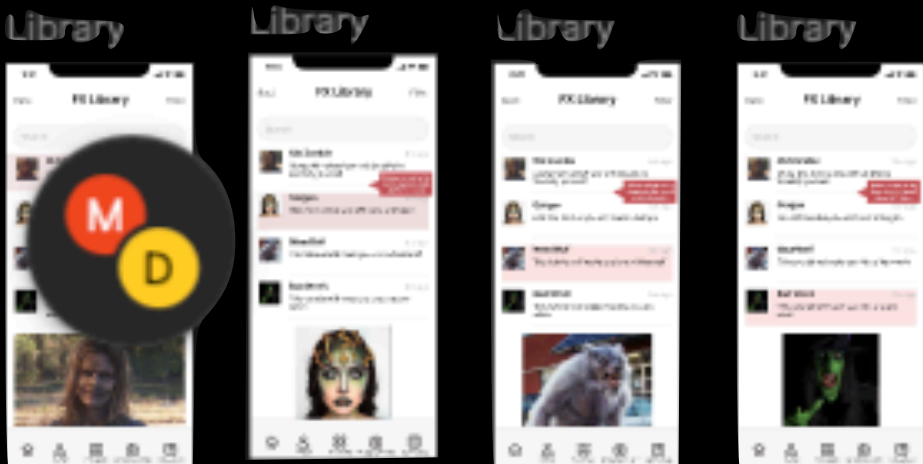
### AR Camera FX



### FX Instructions



### FX Library





# Face Mod Following the correct path

## Final Prototype

- The Face Mod app has been well received and majority of potential users stated they would pay a subscription to use the Face Mod app.

Based on 15 interviews this app would be in demand as all respondents would like to use it. Large market opportunity 50K users have viewed You Tube tutorials on FX make up.





# Face Mod Following the correct path

## Final Prototype

- Final Prototype video

