

Interacção Pessoa-Máquina
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TMASK

Stage 1: Project proposal



Realizado por:

41936, Samuel Robalo
44592, Alexander Denisov
50654, Francisco Silva
51095, Daniel Dias

Lab class Nº P2

Group Nº 13

Professor:
Teresa Romão

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Problem Description

The human head can have many shapes and feats. Therefore, it is hard to find a hygienic mask that adapt to their unique features.

Most of the masks available do not match our day-to-day clothes or maybe we just need a mask that fits well with a formal attire.

Another relevant aspect that is lacking is the option to make the masks our own, that is, to express ourselves. Whether from adding a single word or phrase to create a work of art.

Target Users

The target demographic consists of anyone that intends on buying a face mask.

Mostly targeted at teenagers, young adults and adults, it is meant to be mainly utilized by any user that feels comfortable around image editing, but can also be utilized by less experienced users, that may just want to browse and search for pre-built designs.

Project Goal

The main goal of the project is to create an easy-to-use platform for the average consumer to personalize and purchase hygienical masks. To this end, we will develop a website application that is based on a simple login and shopping flow.

The user creates profiles with their head shape, facial measurements, preferred mask type and number of layers. Then, they can search for masks already created by other users or even use tools provided to make their own mask style and express themselves freely. In that case, they have the option to share their piece with the community.