TMASK

Stage 3: 1st prototype

Realizado por:

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

Lab class Nº P2

Group Nº 13
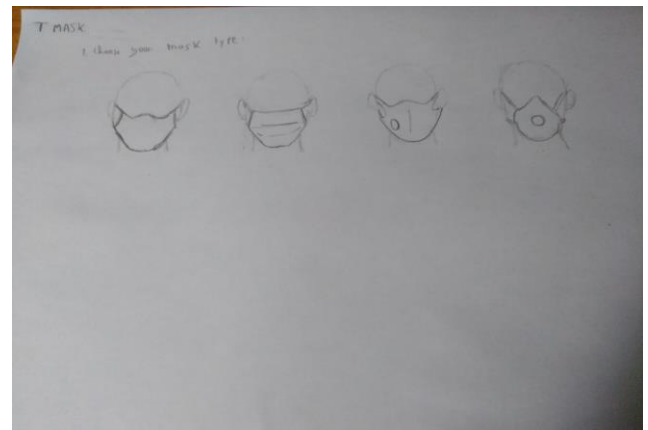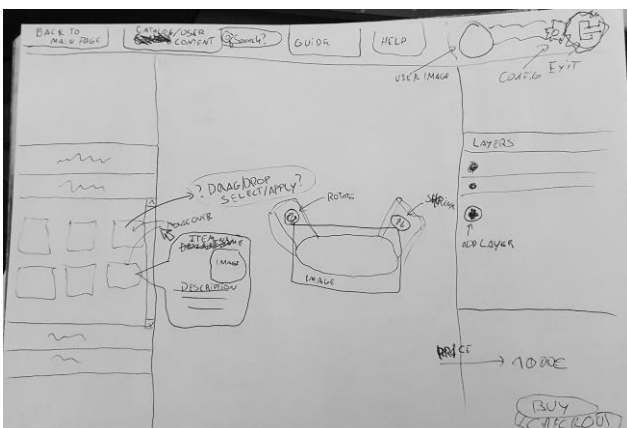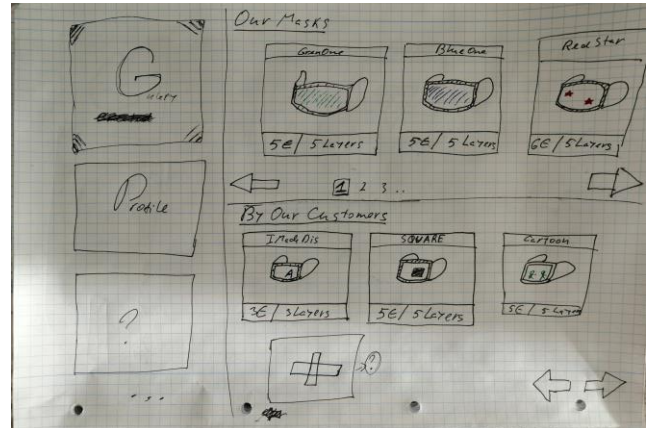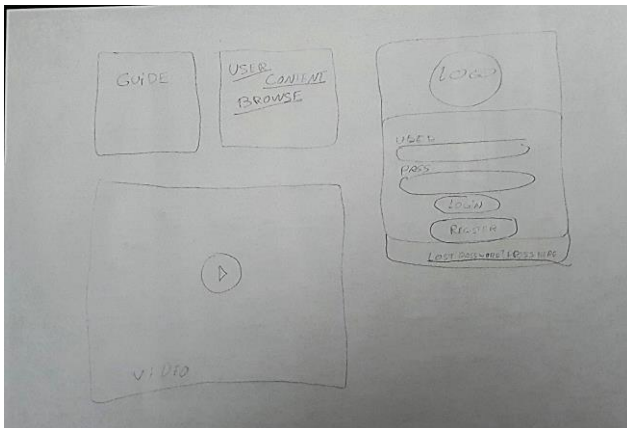
Professor:
Teresa Romão

October 28, 2020

Sketches and storyboard

Below are some of the project's initial sketches.

The storyboard is on the Appendix I.

Both can be found and viewed with more detail on the team's website: [Tactical Design](#).

Prototype photos and link

– Press the "G" key to view all screens and select a scenario.

Observation: on some screens, the aspect ratio can cause some features to be hidden at the bottom of the page, being accessible only after scrolling down. We suggest reducing the browser window to a more square-like dimension.
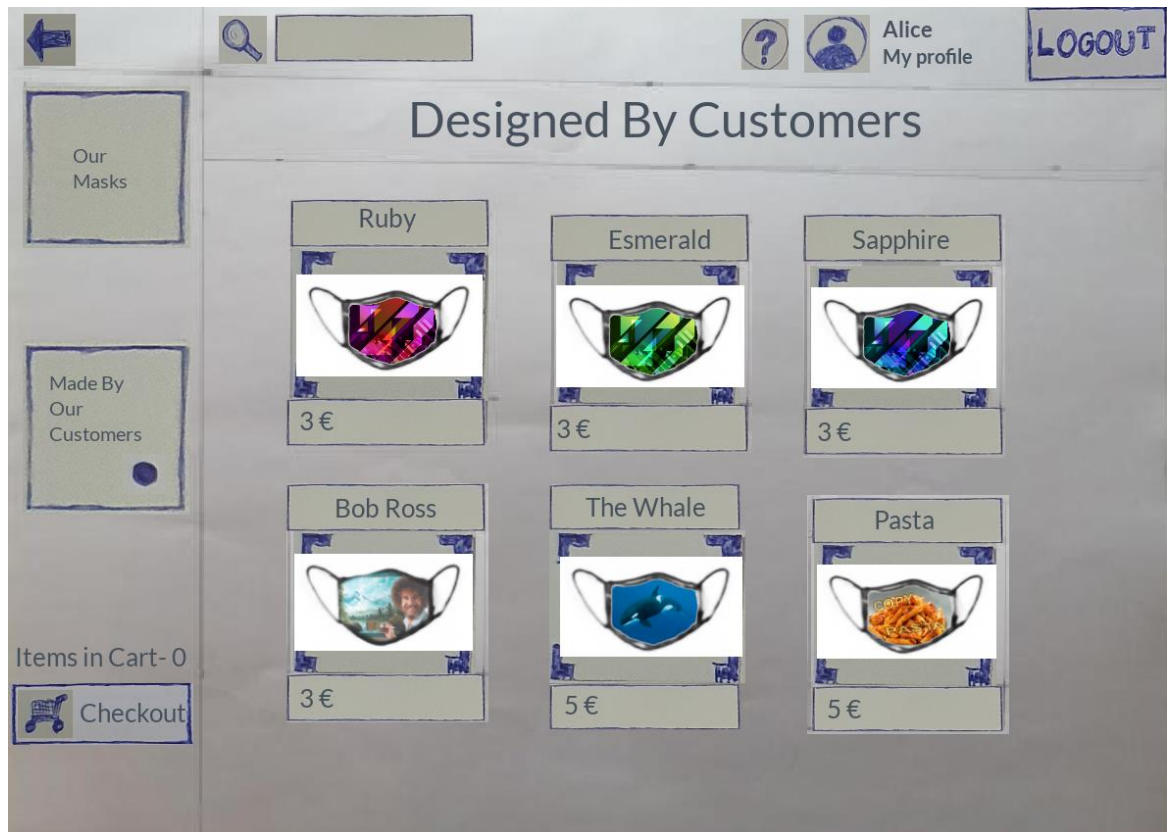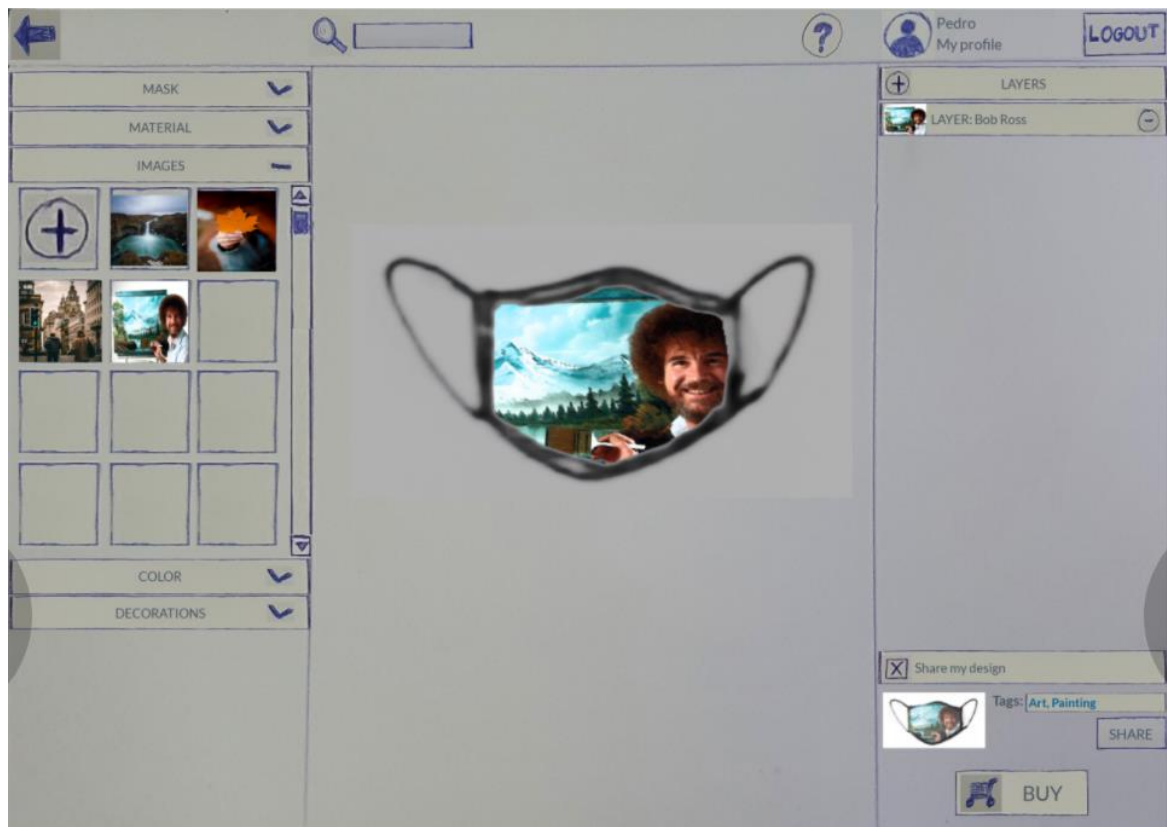

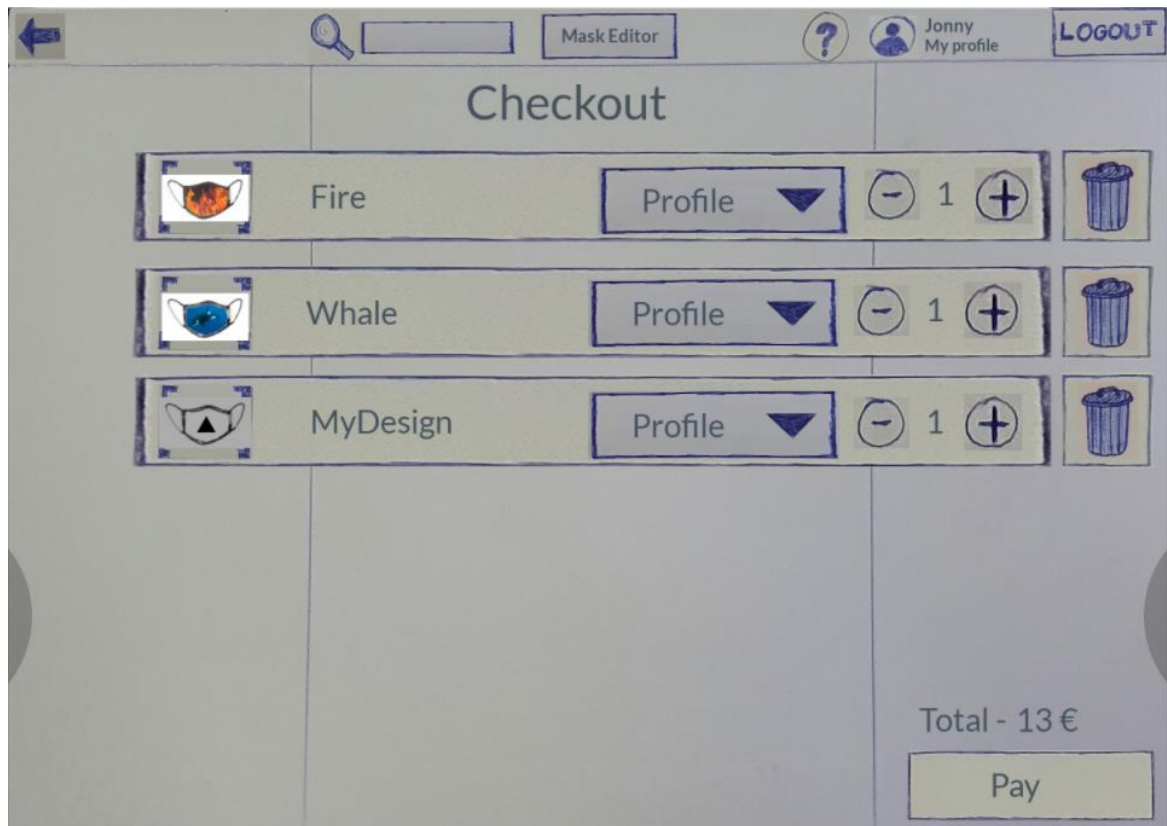*Figure 1: Landing Page*

Figure 2: Catalog

Figure 3: Mask Builder
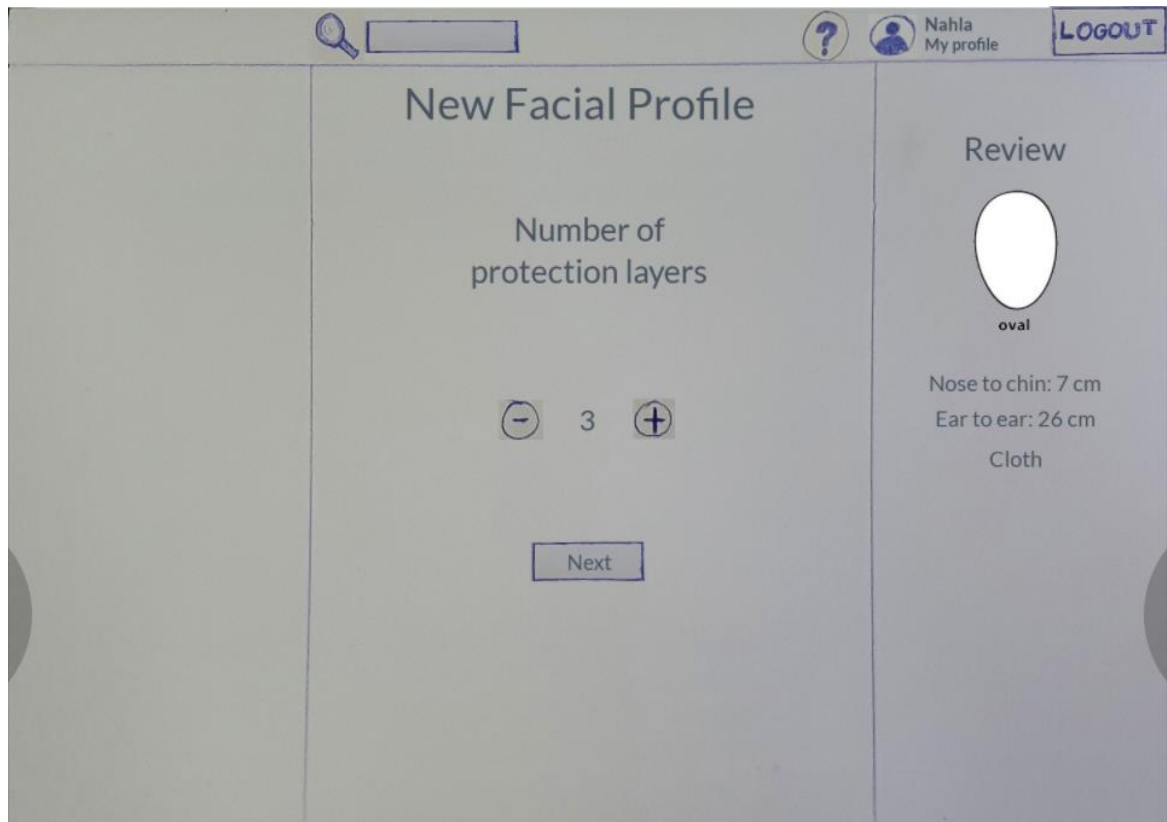
Figure 4: Shopping Cart

Figure 5: Facial Profile Creation

Briefing

The website is called TMask design being planned by TacticalDesign (IPM Group13 of P2 Shift).

At the core focus this web application allows the user to create personalized masks with an editor, has an account system, that allows multiple profiles per account, a mask catalog with default masks by TMask and shopping cart to view items before buying them.

The ideia is that these masks catch the eyes of people walking around or give a feel of a fashionable item.

Scenarios

Scenario #1 - Find a matching mask for a dress

Alicia had a beautiful pink dress with strass to wear to the ball.

But, due to COVID, she should always wear a mask whenshe goes outside.

She looked in her house and found only ugly "medical green" masks.

She decided to browse online on a useful website that she already had an account and searched for a matching mask. She chose the mask "Simple Pink", selected the facial profile "Alice", and bought it.

Scenario #2 – Share your Art

Pedro, a local artist, was looking for a way to share his art and express himself. But, due to COVID, there is no way to display it in the gallery or in the usual way.

So, to show his paintings, he went to the website that Alicia recommended him. He opened the mask builder, uploaded one of his pictures, adjusted it to its fit and shared them with his audience by the tags "art, painting".

Scenario #3 – Jonny spend too much on masks

Jonny is very afraid catch COVID, so he always uses a mask!

Luckily for Jonny, he found a nice website with masks in different shapes and colours. He chose some masks ("Fire" and "The Whale") and even designed one himself (a mask with a triangle in the center). He put all of them on the shopping list, but later found out he was about to buy too much. So, he checked what he was buying, removing all but the one he designed. (He did not finish the purchase.)

Nahla just logged in and is using the website for the first time. She decides to create a facial profile. Proceeds to take her measurements and introduces the data on the forms. Nahla has an oval face, 7cm from the bridge of her nose to just under her chin and 26cm between her ears, passing through the chin. Picks the "Cloth" type and format of the mask, selects 3 protection layers and saves the profile under the name of "Custom profile".

Observation

On the landing page, we received feedback that there should be a login / profile button like the rest of the pages, so that it is possible to identify whether the user is logged in.

There were some functions that should be highlighted to increase visibility, such as access to the mask catalogue on the landing page or which tab is selected ("Our Masks" or "Made By Our Costumers") in the catalogue.

Some scenarios were purposefully vague to test the intuitiveness, which led to half of the testers having some difficulties in certain steps. Namely, finding the "The Whale" mask and opening the image panel. We think that a little more detailed scenarios could easily remove this issue.

Some users did not understand the concept of facial profile and confused it with the account profile until the fourth scenario. It should probably be the first one presented or its concept explained in the briefing.

Lastly, the button to share the mask design should be increased to the size of the buy button.

Appendix I: Storyboard