Case Study

Glances

AR Social App

Apple Developer Academy. Naples, Italy.
Year 2017.

Prepared by Derick Angelo David

Project oveview

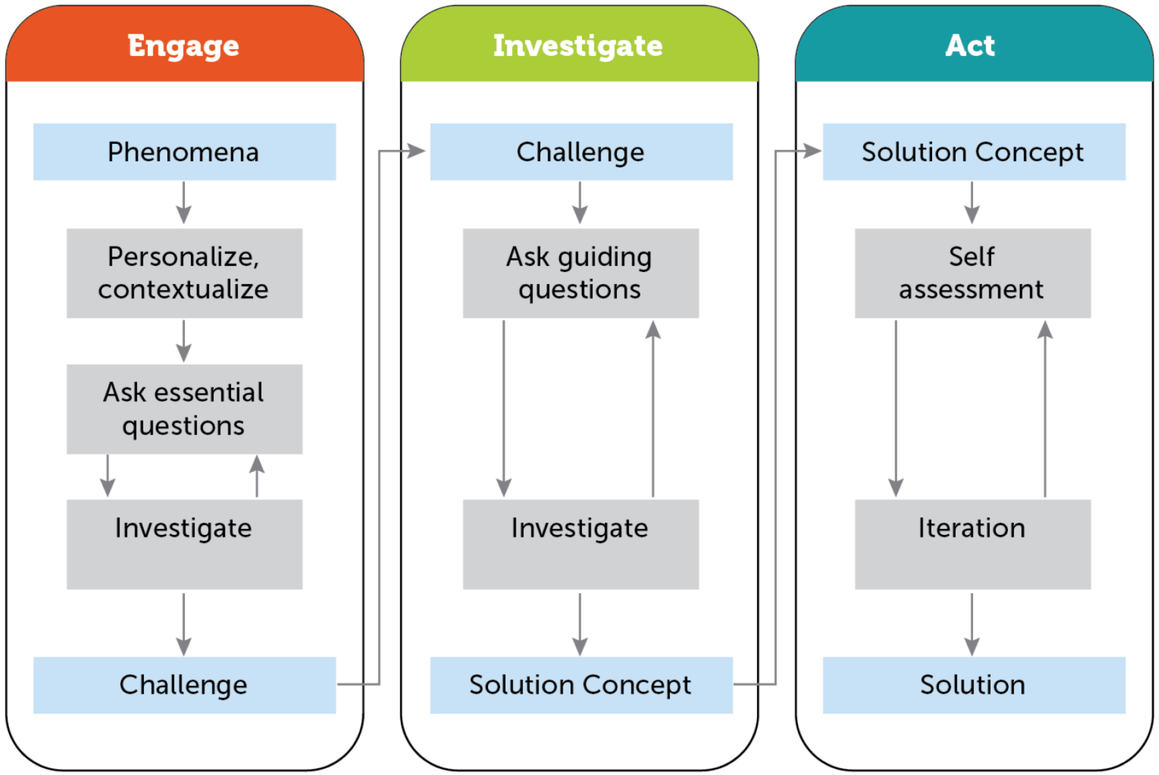
Member(s): **6 people**
Role: **Product Designer**

Project scope: **2 months**
Environment: **Apple**

Stakholders: **Mentors, Local college students, colleagues**

Specific responsiblities include domain investigation, user, and market research, marketing strategies, wireframing, prototyping, mockups, usability testing

Project approach and design process



Project goals and objectvies

What do we want to achieve?

1. Bulld an MVP in 2 months
2. Test it out with real people
3. Collect real market feedbacks
4. Present findings
5. Build in public

Constraint: Focus on 2-3 screens that demonstrates the core features

Big idea: Social
How to improve interaction among people in a more engaging way by leveraging technologies like AR and Face recognition?

Guiding questions

What kind of data most people wanna see?

How can we convince people to share their information?

What would the social gainings be for the society?

How is it possible to use the app to help people gathering together?

How can we have data that is going to be useful?

Insights

Facial recognition can be considered disruptive and innovative nased on some researches.

It contains a lot of risks that need to be aware of and if you don't take note of them, these could lead to controversies, ex: privacy or identity theft.

Facial recognition technology can be exploited in many interesting ways, based on the survey conducted the top 3 are: Business field, Social Networking and Security.

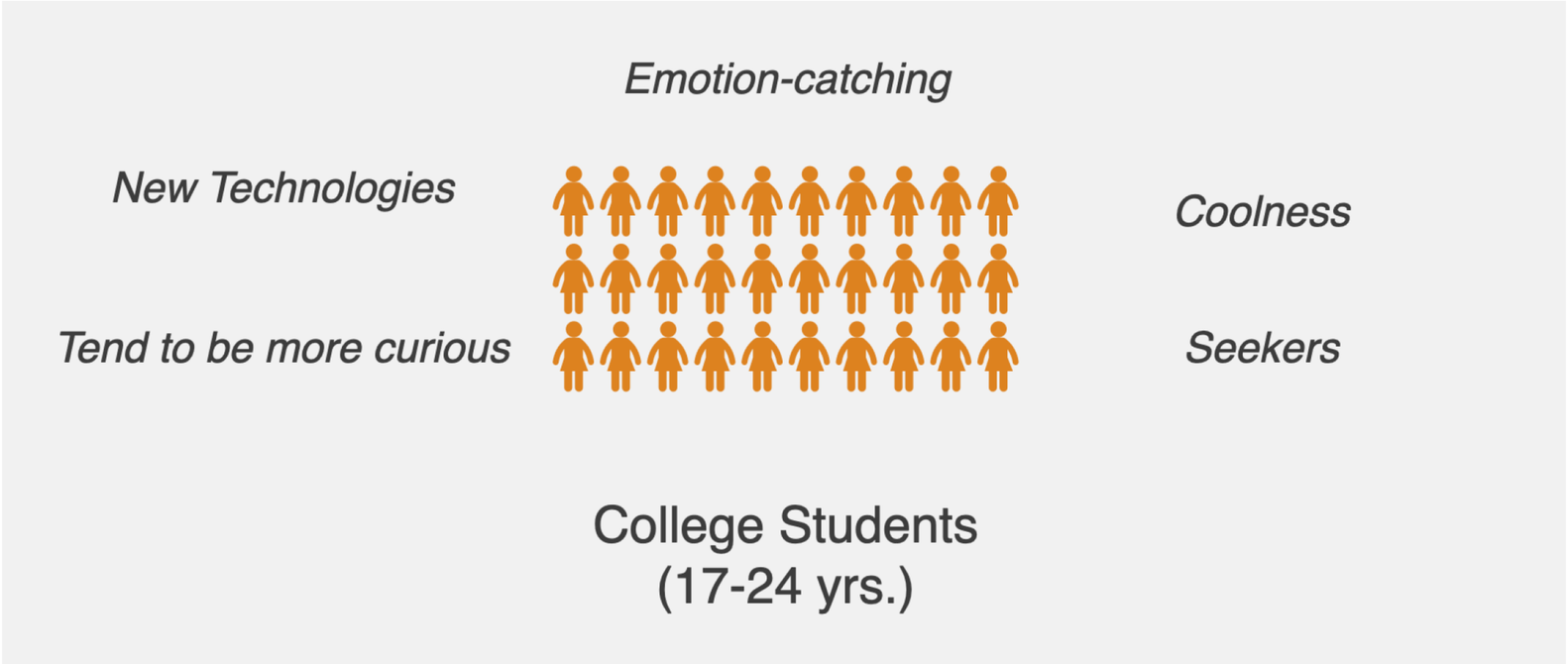
Most companies today implement such technology in their system for security as main use.

Insights

A social networking ar facial recognition app seems like a nice idea, but what kind of data exactly people wanna discover from other people?

Aside from **name, age, weight, height and interests**, it could be sentimental situations or emotions, feelings, what they want, education, occupation, confidence.

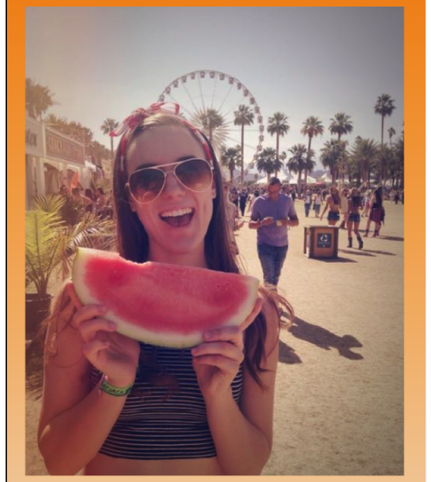
Target audience



It's for who? It's initially for college students, ranging from **17 to 24 years old**.
Researched helped us understand that our app will be mostly used mostly by college students.

Why? Because it turns out a lot of college students all have the urge to try something new. They tend to love apps that is cool and that gives them the power to do a particular thing. And it seems that they love seeking people and discovering them.

Lean Persona



Demographics

“Annika Bertea”
College Student
21 yrs old
Volleyball Player
Actress
Single
Interested in dating
Loves reading
Loves having self-help walks
Nature type: Timid
Los Angeles, California

Psychographics

Explorers because they seek discovery, energy, individualism and experience. They have the need for an adventure.

Behaviors

Sensitive in small things
Buys take-away food 5 times /week
Barely goes out
Browses on her phone in free time
Often goes to party
Loves reading blogs and articles
Binge-watcher on Netflix
LSS everytime

Needs & Goals

Purpose in her life(Self-help)
As a college student, she needs a true north
To get and feel more productive
More reason and time to go out
Wants to meet new people
Spend less time on technology gadgets
Wants a new way to have fun using later technologies

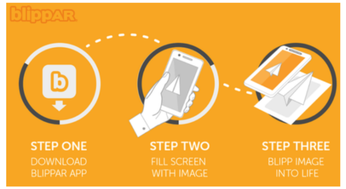
Similar apps and platforms

SceneTap

blippAR

FacioMetrics
What the face reveals

FindFace



Blippar is a visual discovery app, using augmented reality, machine learning and artificial intelligence to bring the physical world to life through smartphones and wearables. Once the Blippar app is downloaded, people can scan ("blipp") objects they're curious about and unlock content.

Products: Blippar app for iOS / Android / Blippbuilder
Revenue Model: Freemium
Key Technology: Augmented Reality, Machine Learning, Artificial Intelligence
Target Market: UK, US
Strategy: Education

In 2016 Blippar CEO was named UK Entrepreneur of the Year by Ernst & Young

In January 2017, Blippar posted a loss of 25.8 million pounds ($31.3 million) for the 16 months to March 31, 2016, up from losses of 5 million pounds for a slightly shorter period of 12 months to Nov. 30, 2014

Blippar, the London-based computer vision group has raised $54m to become one of the UK's best funded start-ups, in the midst of a growing squeeze in investment for fledgling tech companies across the world

2016 CNBC Disruptor 50

Fast Company's Most Innovative Company: Augmented Reality

2015 CNBC Disruptor 50

Game changing technologies can apparently turn out to be **boring** and **tasteless** unless we find a **fun** way to use them.

Example: Snapchat

Solution concept

Glances

The fastest way to connect with people

Glances is an AR social app that leverages face recogntion technology to help you connect people in seconds

Design princples

Goal-driven design

Goal-driven design is a design style that holds problem-solving as the highest priority. This approach focuses on satisfying the specific needs and desires of a person who will use the product, which is the goal of interaction design.

Good usability

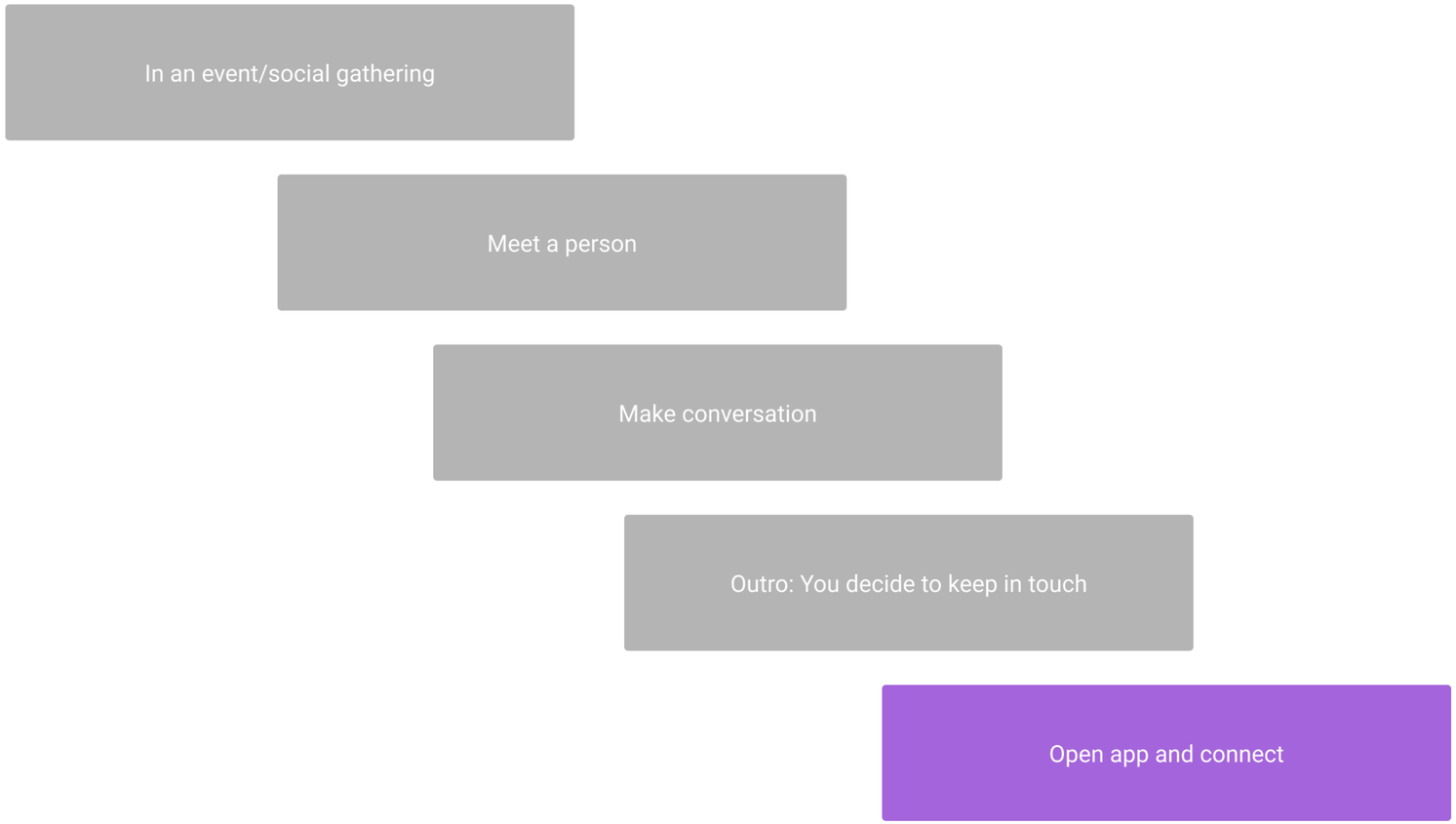
Usability answers the question “can people use this product?”

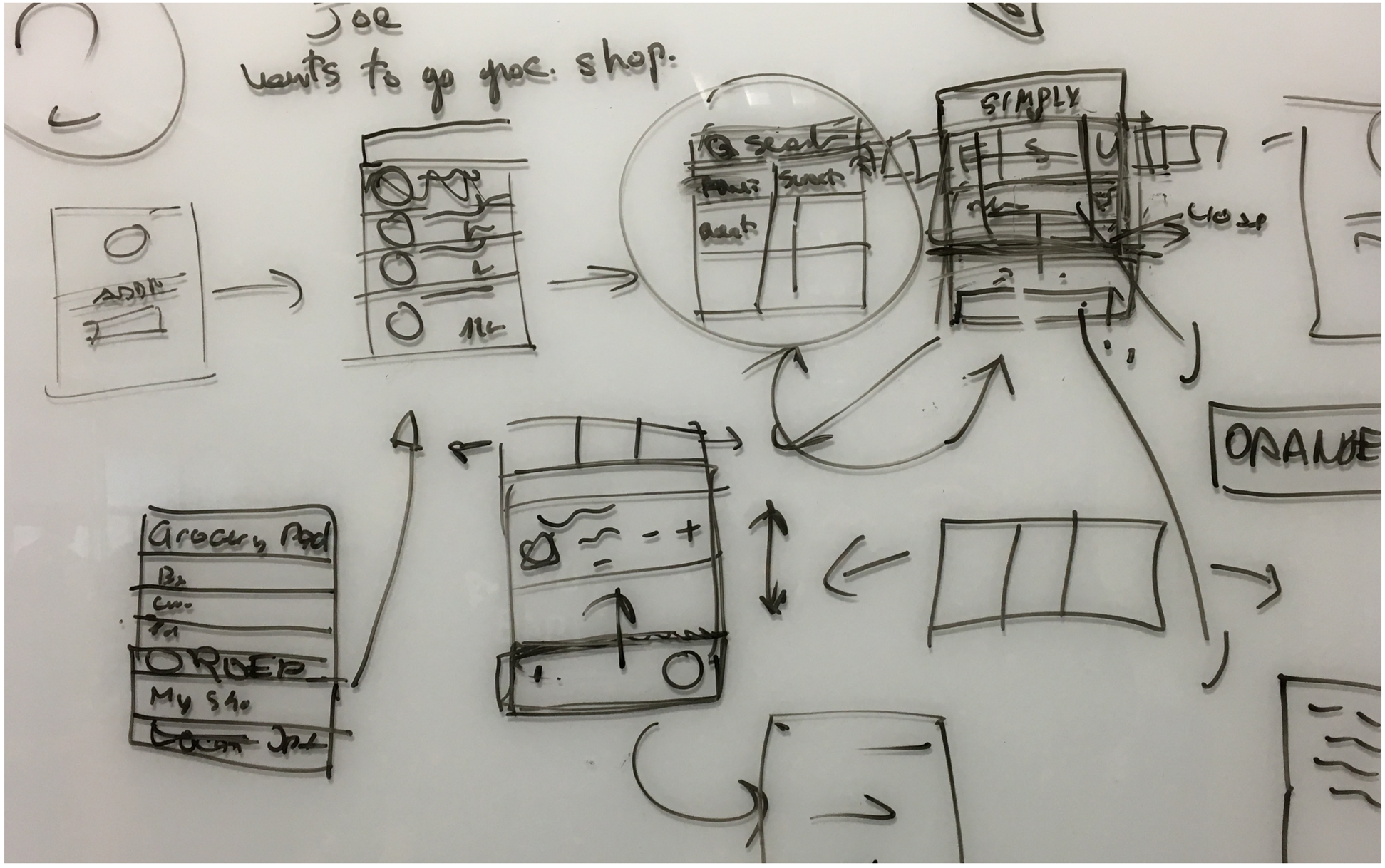
It’s possible to measure usability using task-completion time and overall satisfaction (do users enjoy using the product).

User stories

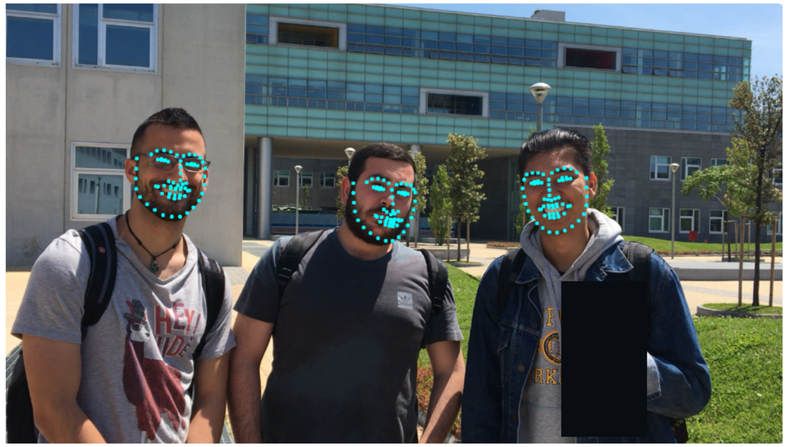
As **pointing user**, I want to get info about another user by pointing my phone's camera	**Front-end side, back-end side**
As **pointing user**, I want to get info about a user by taking a photo of him	**Front-end side, back-end side**
As **pointed user**, I want to know when someone and who points at me	**Front-end side, back-end side**
As **pointed/pointing user**, I want to send/receive peer request	**Front-end side, back-end side**
As **pointed/pointing users**, I want to send/receive messages	**Front-end side, back-end side**
As **pointing user,** I want to get references to a person's social profiles	**Front-end side, back-end side**
As **registering user**, I want to register to the platform uploading my face as image and filling in the data I want to share	**Front-end side, back-end side**
As **user**, I want to change my personal info and my profile image	**Front-end side, back-end side**
As **registered user**, I want to delete from the platform and delete all my information	**Front-end side, back-end side**
As **registered user**, I want to report users misusing the app	**Front-end side, back-end side**
As **registered user**, I want to suspend my account from the platform and not be recognisable by other people	**Front-end side, back-end side**
As **registered user**, I want to personalise how the content I share appears when other people point at me	**Front-end side, back-end side**
As **registered user**, I want to see/edit all my peers connections	**Front-end side, back-end side**
As **pointing user**, I want to give feedback about results gotten	**Front-end side, back-end side**
As **registered user**, I want to see/edit all my conversations	**Front-end side, back-end side**
As **registered user**, I want to see/edit the list of people I've looked for	**Front-end side, back-end side**
As **registered user,** I want to see/edit the list of people that have looked for me	**Front-end side, back-end side**
As **registered user**, I want to block another user and be invisible for him	**Front-end side, back-end side**
As **registered user**, I want to see/edit the list of blocked users	**Front-end side, back-end side**
As **an investor,** I want to invest in your facial recognition software	**Business model, marketing campaign, financial projections, competitors analysis, market size estimations, company structure (members' curricula)/vision/mission**
As **registered user**, I would like have a futuristic UI to be more engaged with the app	**App icon, app UI sketch, app UI implementation, app UI animations**
As **an investor,** I wanna see users to be engaged more with other people than with their phones(personal reference)	
As **registered user,** I want long-term value that will keep me using this app	

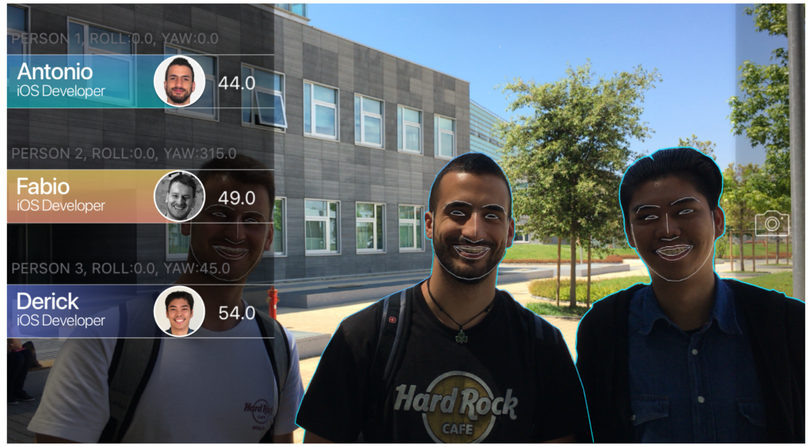
Lean user journey

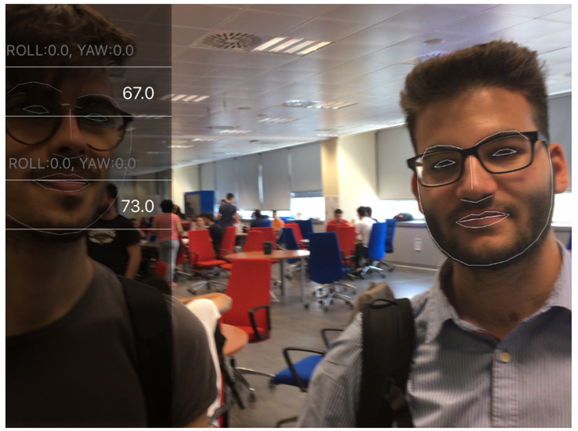



Joe
wants to go groc. shop.
SIMPLY
ORANGE
Grocery Pod
ORDER

Lean protoyping





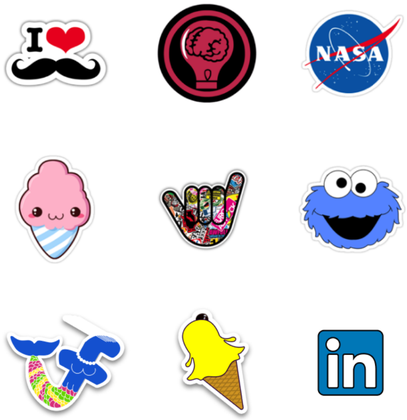

ROLL:0.0, YAW:0.0
67.0
ROLL:0.0, YAW:0.0
73.0

92%

Of our test participants highlighted the usefulness of the solution in social situations.

“It’s new way to spice things up! Like a digital business card, but with the use of camera and facial recognition.” -Gianluigi

AR Stickers



Stickers to represent and setup your profile
Other users then can see the stickers you put

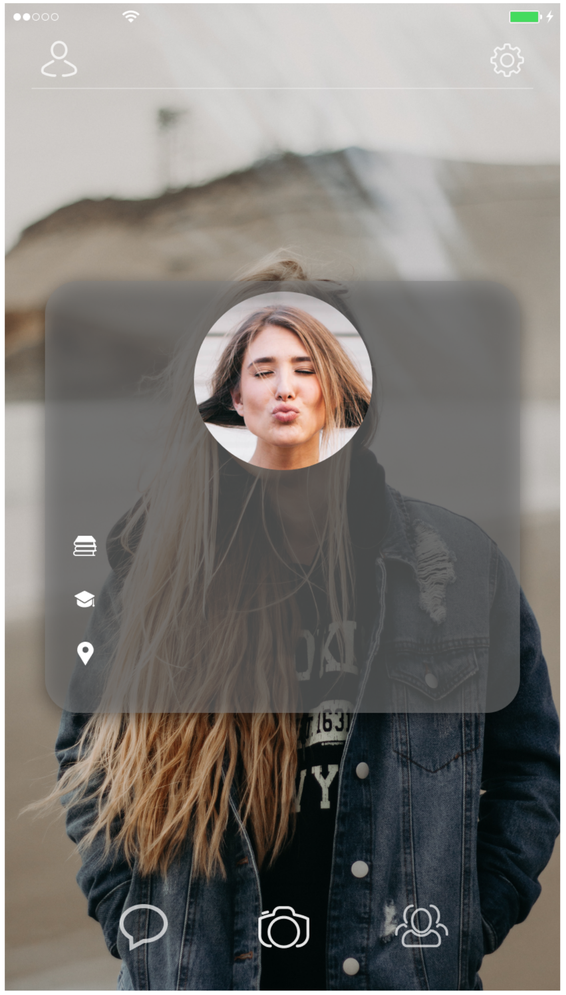
Hyperlink Stickers
It brings you to his/her Social Network pages

+ Advertising Feature

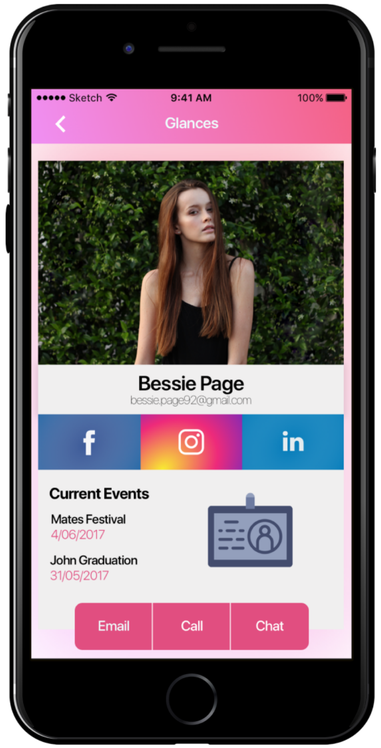
Advertising through stickers

A key factor once we gain a large adoption of users

People you've connected



Design exploration



Iteration 1

Iteration 2

Iteration 3

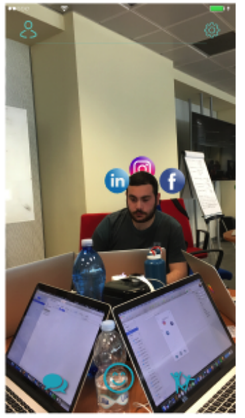
iPhone 7

iPhone 7 Copy

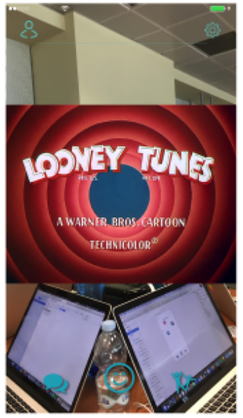
iPhone 7 Cop...

iPhone 7 Cop...

iPhone 7 Cop...



iPhone 7 Cop...



Works both live and
for pictures

Will recognise multiple
people at the same time

Facebook, Snapchat,
LinkedIn and many more!

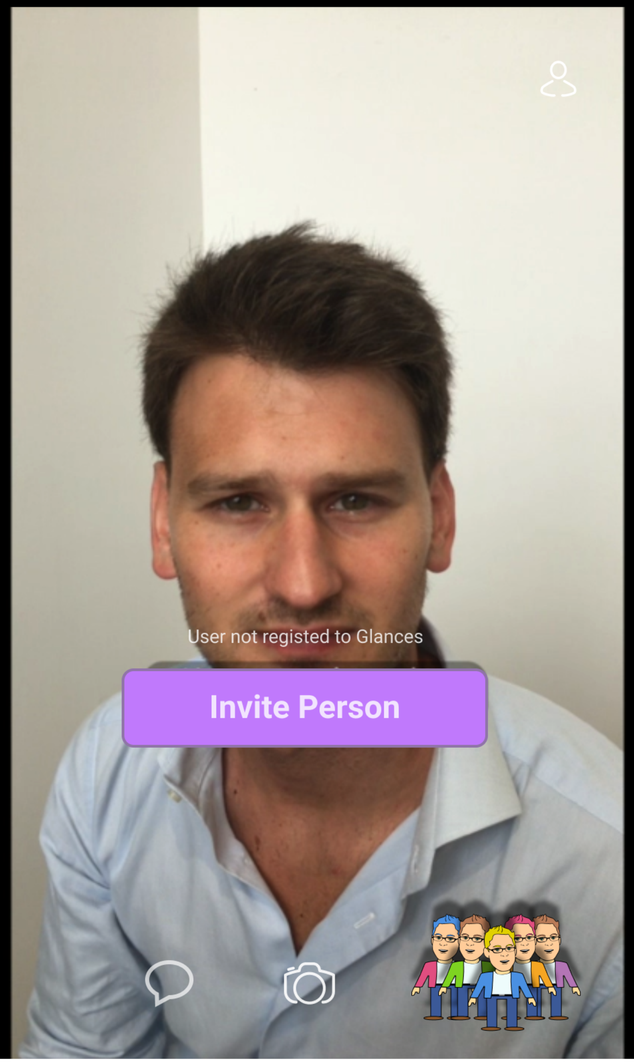
When user is registered and successfully recognized

Chat

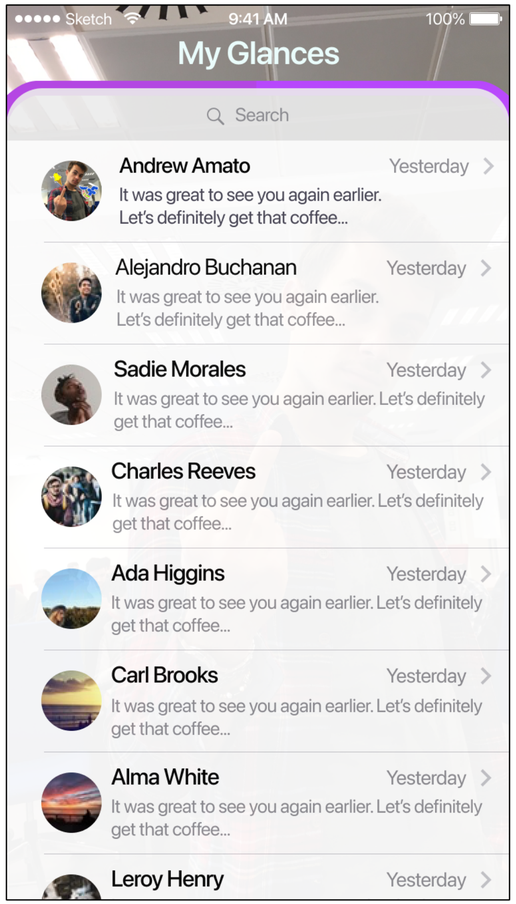
Your Glances

Take screenshot

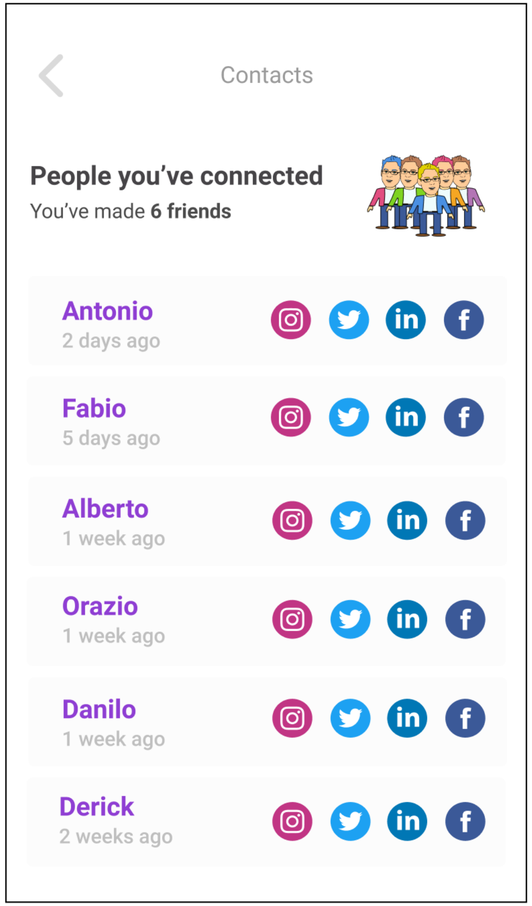
When user is not registered,
Invite user through email



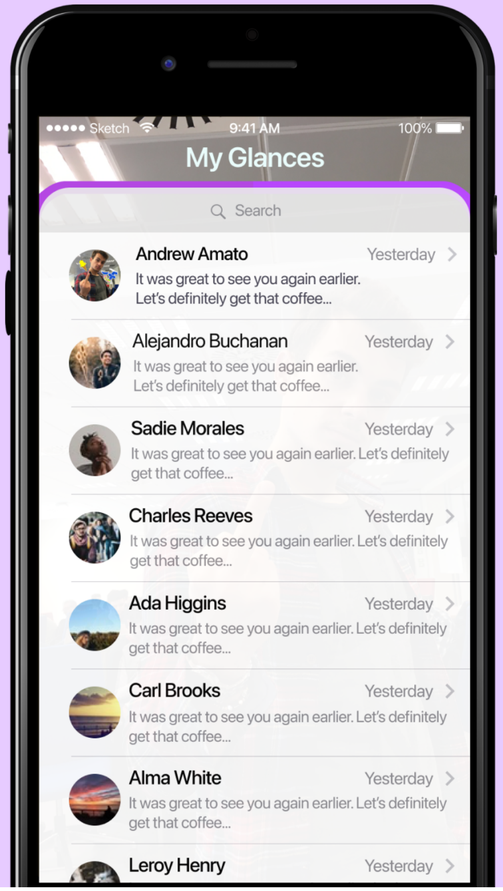
Chat

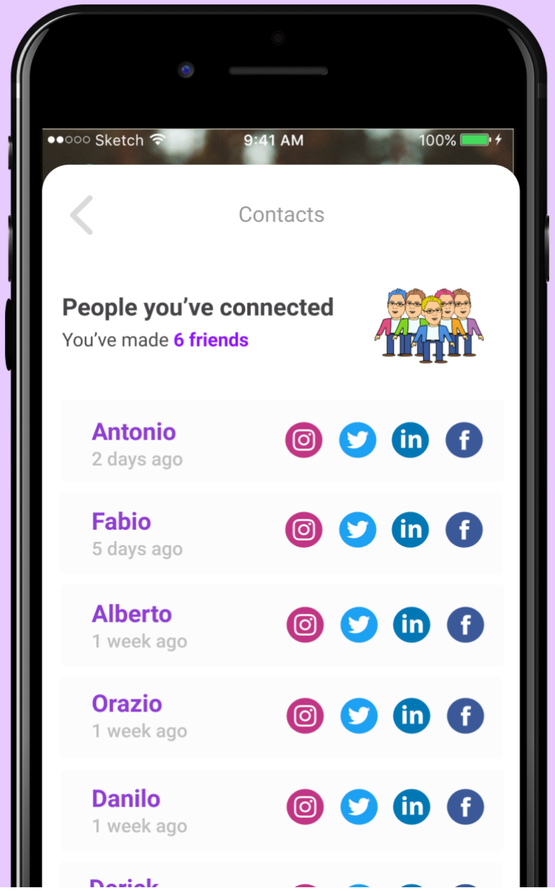


Contacts



Final designs

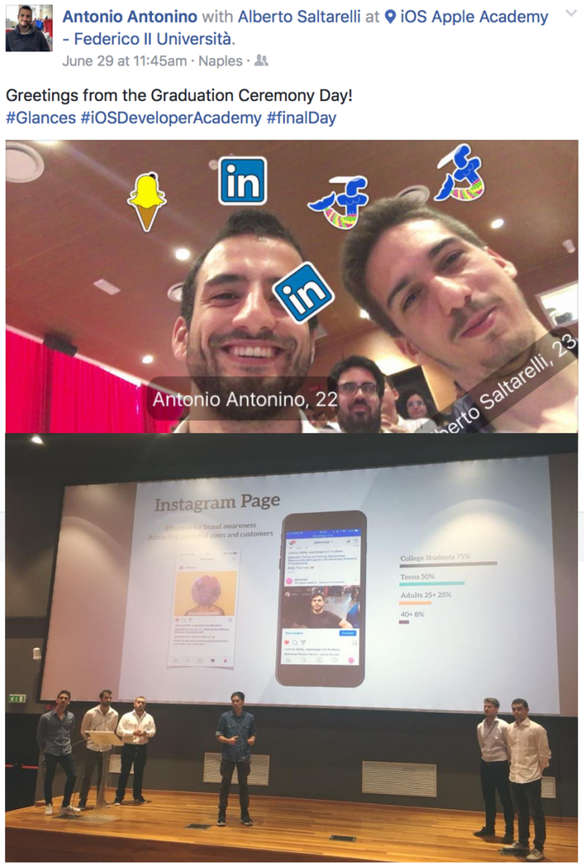




Results

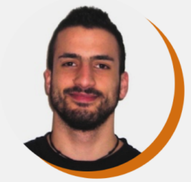
1. **100,000** social media reach (Facebook and Instagram)
2. **1000+** comments with 90% positive messages
3. Influenced the creation of Google’s AR Stickers
4. Positive responses from **50 people** after testing for usability and validation

Presentation Day



Press mentions

Google AR Stickers
Released in December 2017
5 months after the announcment of Glances



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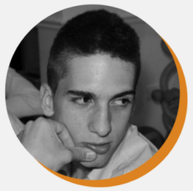
CEO / Product Owner

Derick Angelo David
Product Designer



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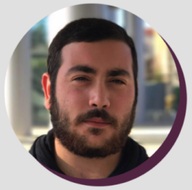
CTO / Product Manager

Orazio Angrisani
Illustrator, Creative Director

Fabio Cipriani
Developer



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Quality Consultant / Human Resources