

Wants	Designs	Levels of protection	Comfort	Quality of Life	Affordability	Extras	Advertising	Types of Masks	Materials
Specific designs	Patterns	Miniscule level (t-shirt/sock mask)	Low comfort, high protection	Easy link copying to enable sharing of mask preference	For basic masks, bulk purchasing is allowed	Remind customers how to wear face coverings properly	Talks with CDC	Bandana	Cloth
Certain level of protection	Plain	Low level (surgery mask)	Middle tier	Link to amazon or retailer?	Offer discounts to higher-risk individuals	Legal disclaimer that mask wearing alone does not guarantee safety from COVID	Reach out to marketing	Disposable Masks	Polyester
Level of comfort	Graphic images	High level (n95 mask, respirators, etc)	High comfort, little to no protection	User-friendly interface for customizing just-right mask	First image/design on a custom mask is free	Website includes links to CDC website	Partner with health care professionals	Cone-style Masks	Fibers
Easy to find	Solid colors	Mask alternatives (i.e. face shields)		Single search bar that checks all major online retailers	Disparity between price of models negligible, so as to encourage buying safest one		Youtube ads	Cloth mask	
	Make collabs with fashion industry						Seek endorsements with health care	Gas masks	