

Mask Selection

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Problem Statement:

Our user base consists of a wide variety of consumers, each with specific preferences about face coverings. With such a vast array of options on the market, one can easily get confused with whichever variety works best for them. Our goal is to help users find a comfortable and effective mask.

Who is experiencing the problem?

People who are shopping for masks in the time of a pandemic.

What is the problem?

People are unsatisfied with the quality of protection, comfortability, and/or the design of the masks that they are inclined to wear.

Where does the problem present itself?

Because of the ongoing pandemic, this problem is everywhere, especially in places with a government mandated mask policy.

Why does it matter?

If users can customize the comfortability, design, and the level of protection of their masks, they will be more inclined to wear one.