

## 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.