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Activity 3a

1. What are the problems the Echo Look try to solve?
   1. Existing products could be a mirror, personal stylist, or maybe a fashion magazine.
      1. Are there problems with the existing products?
         1. A mirror requires you to make the decsions for yourself.
         2. A personal stylist will cost a high amount of money.
         3. A fashion magazine offers ideas, but does not give feedback on what you are currently wearing.
      2. What does the Echo Look hope to solve/improve?

It seems like its trying to take the role of all three of these in some regard.

* + - 1. You can use the photo is takes a replacement for a mirror.
      2. It claims it will act as your personal stylist (somehow).
      3. It will give suggestions for things to buy (through amazon, of course).
      4. By offering an assistant for a one time cost.
    1. How would you change the proposed design?
       1. I would add more features or reduce the cost. I’m not going to spend 200$ on a product that provides so little. Maybe it could also act as a security camera because products like the Nest cam are pretty popular.
       2. There are a lot of privacy concerns, so I would add a hardware button to mute/disable the camera that cannot be software controlled and only physically pressed. This would allow people to turn it off without unplugging it.