



MISTER SPEX

Case Study

Prepared by Leon Ferro

Task

Overview

Findings and discovery

Problem Statement

Objective

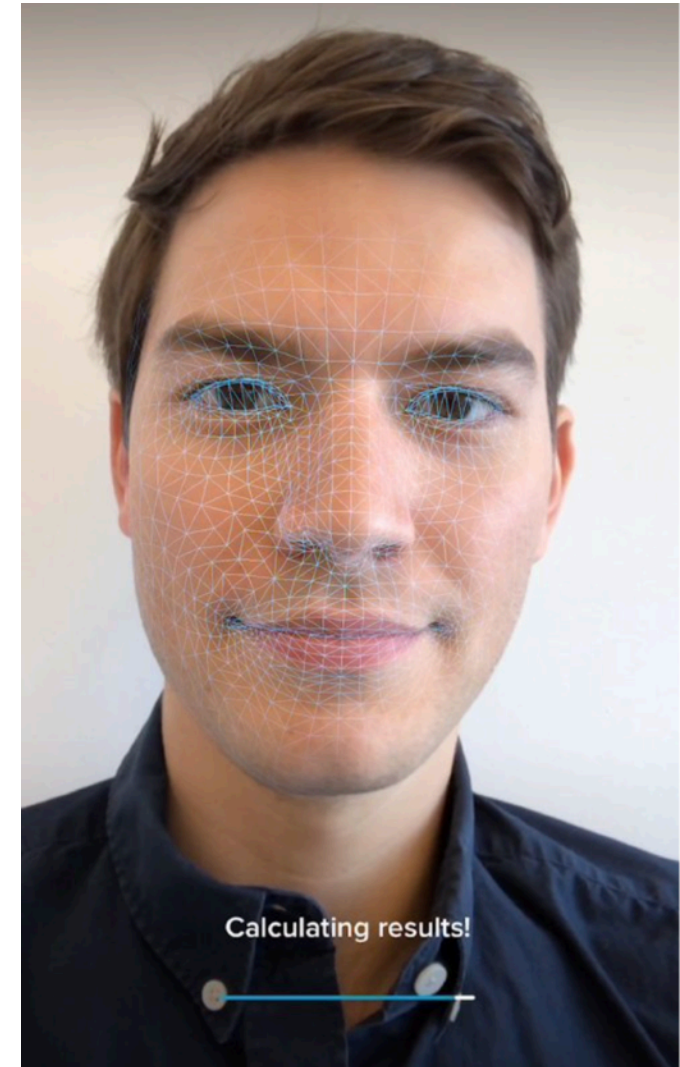
Competitors

Limitations

Journey and Wireframe

UI and Prototype

Integrate an augmented reality feature inside the Mister Spex app, which allows customers to try on frames that change depending on the parameters of the face, selecting ideal frames based on mathematical calculations and features.



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In order to develop this feature, for the app is important to notice that the section itself needs to be:

Familiar:

User doesn't need tons of new information or tutorials to use it

Integrated

Has to feel part of the Mister Spex experience and not like I'm browsing away from the app.

Personalised

The app does not just try on frames, it is able to collect information about the user's face according to face shape, distance between pupils, distance between the extreme of the eyebrows, nose width.

Future ready

Any potential update needs to take advantage of the new feature

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For Mr. Spex

- Buyers are becoming more demanding.
- They need to keep a big number of frames in stock
- Large number of cheap frames on Amazon
- Lack of customer feedback
- Reduce the return rate of the frames.

For the buyer/user

- Need to go to a shop and try the frame on (Not Covid friendly)
- They need a friend's advise
- Going to a shop means pressure from the seller.
- They look suitable and unique products to set trends
- Usually the Frontal camera has a better quality than a webcam

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What to do to encourage Mr. Spex users to buy custom made frames, by using existent technology, making the process not only easier, but faster, and fun.

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For Mr. Spex:

Create a stream of hot leads, move away from warehouse stock to on-demand 3D printing and delivery to customer's houses in order to save cost and time.

For the user:

Show to the user a wide range of frame models, provide current prices for models, select what really suits them.



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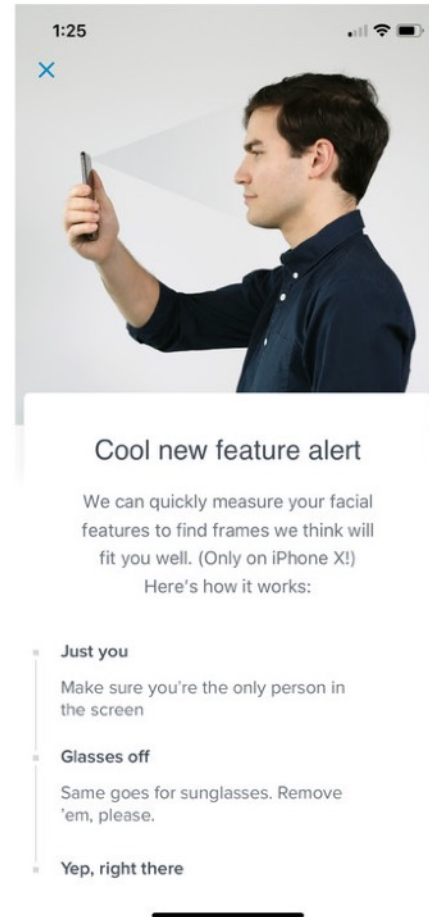
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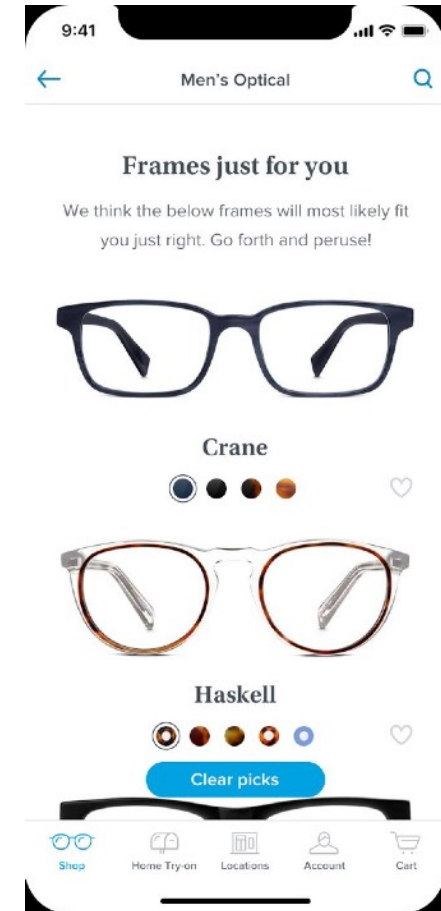
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Warby Parker





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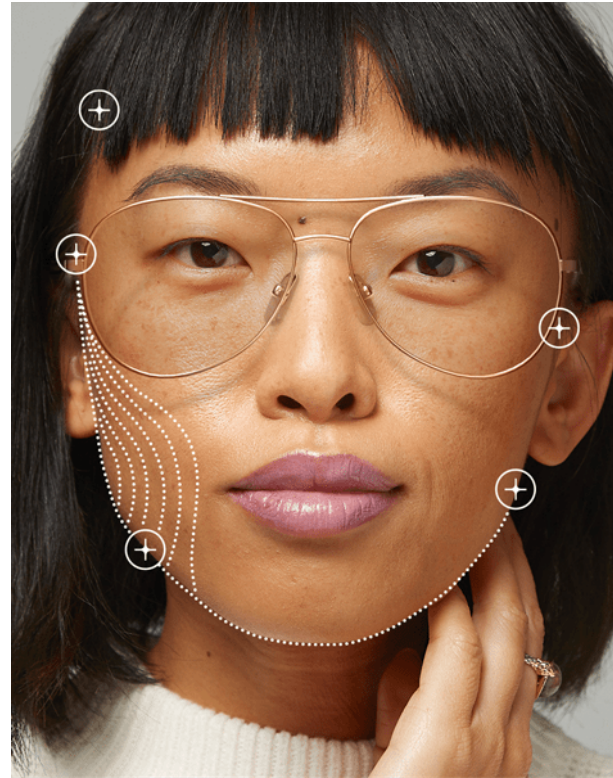
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Ditto (Tech provider)



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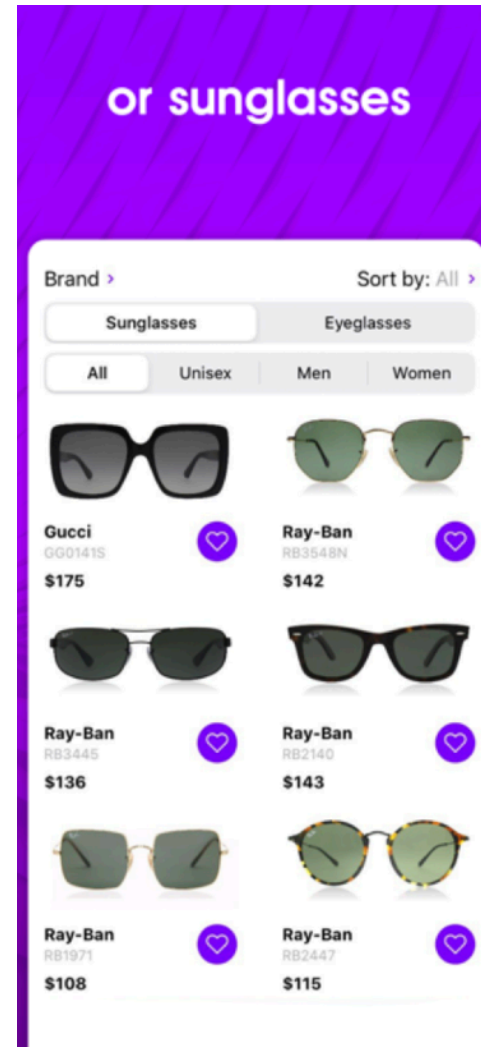
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Ideofit



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Glassify

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- Quality of the final facial detection will be determined by the phone's camera quality.
- Older devices might not run the feature smoothly due old hardware.
- Create the technology from scratch could demand time and resources.

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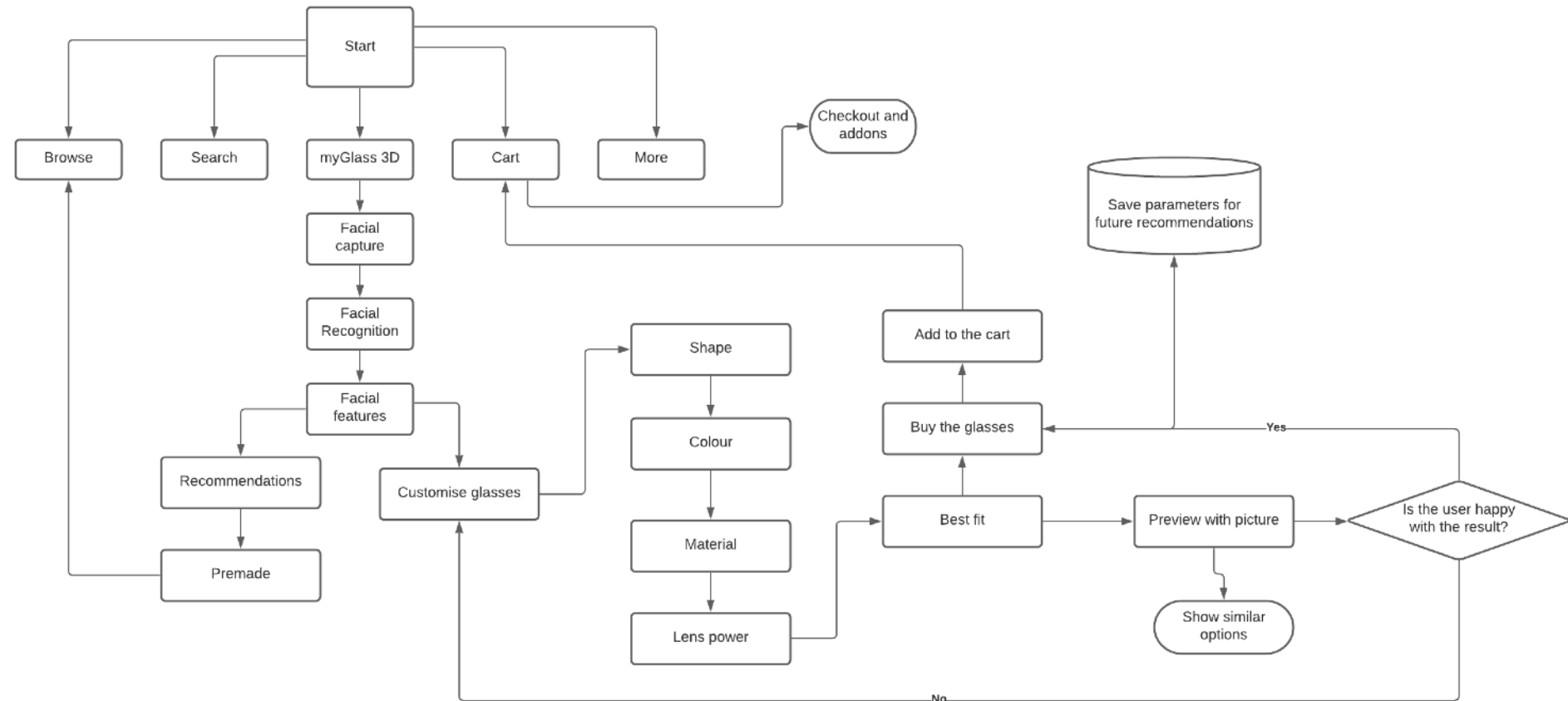
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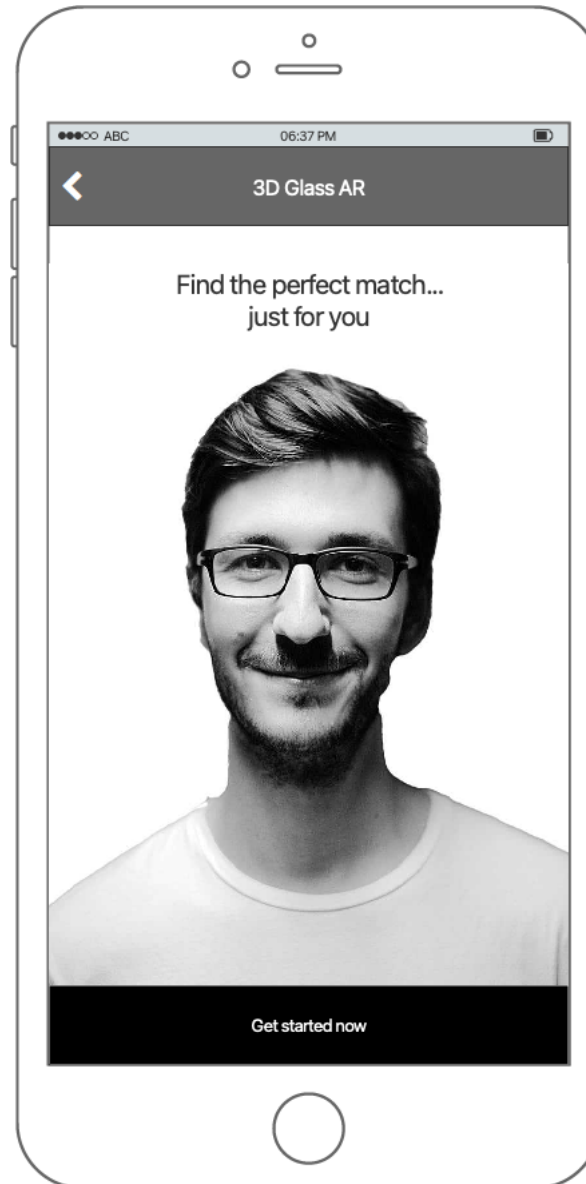
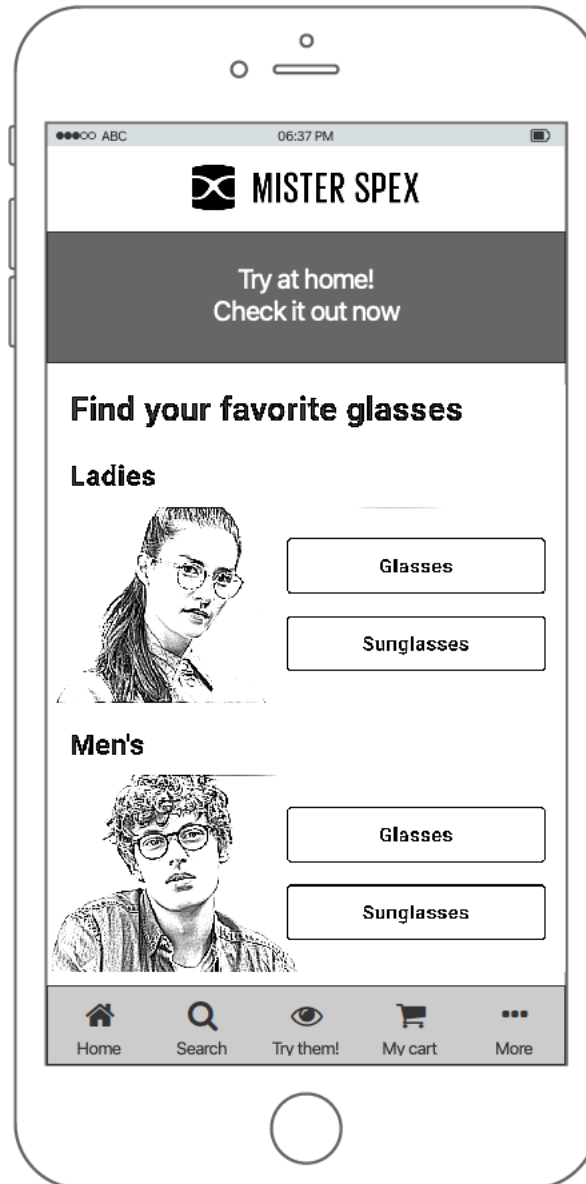
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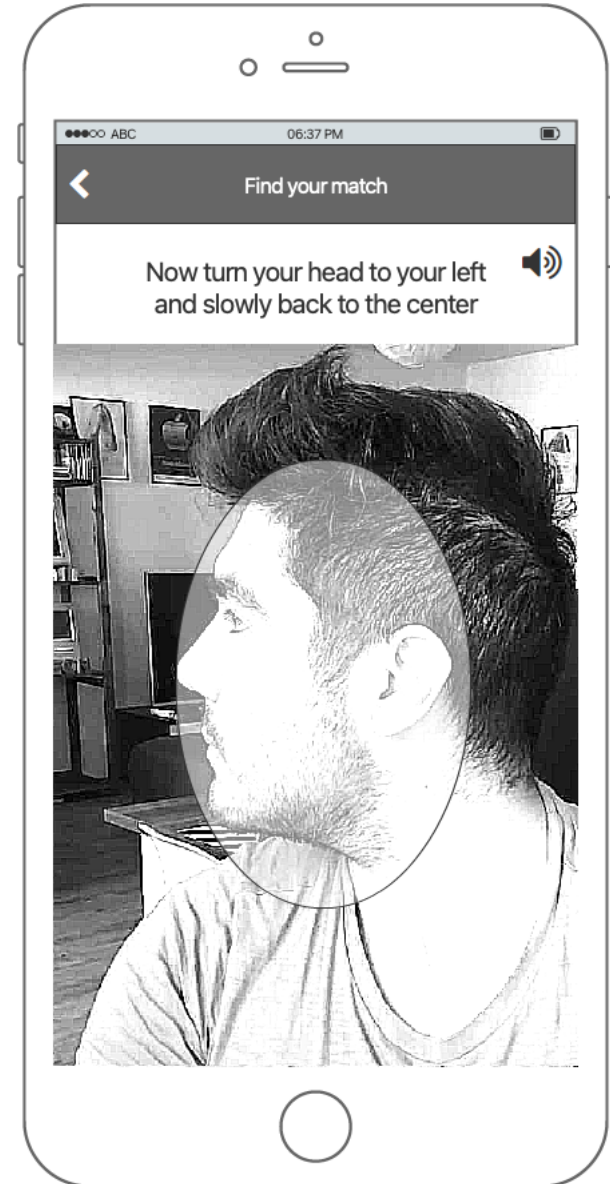
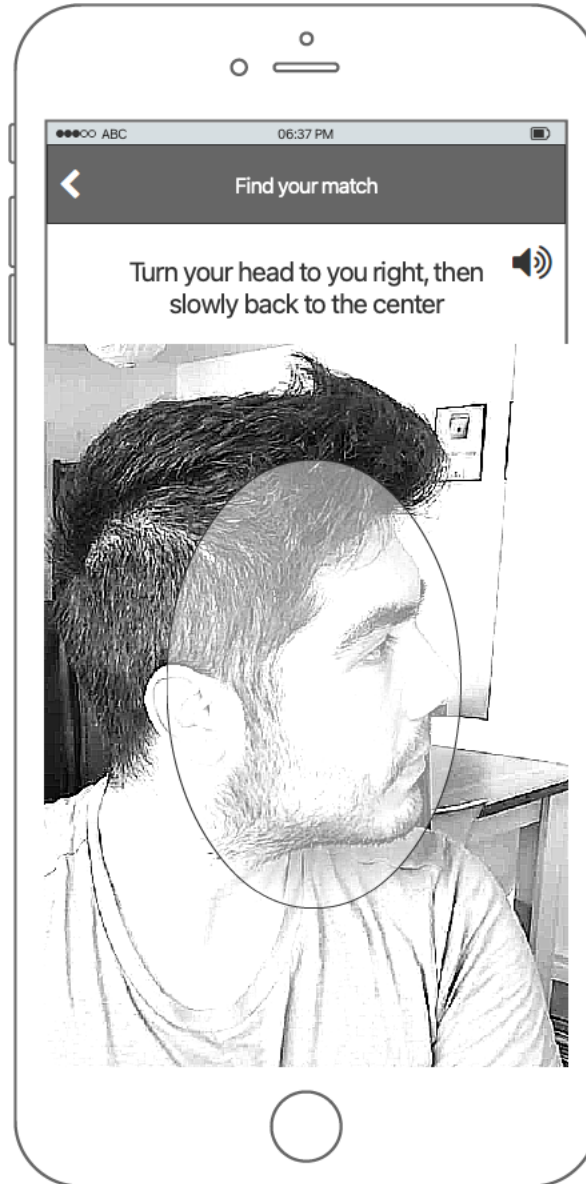
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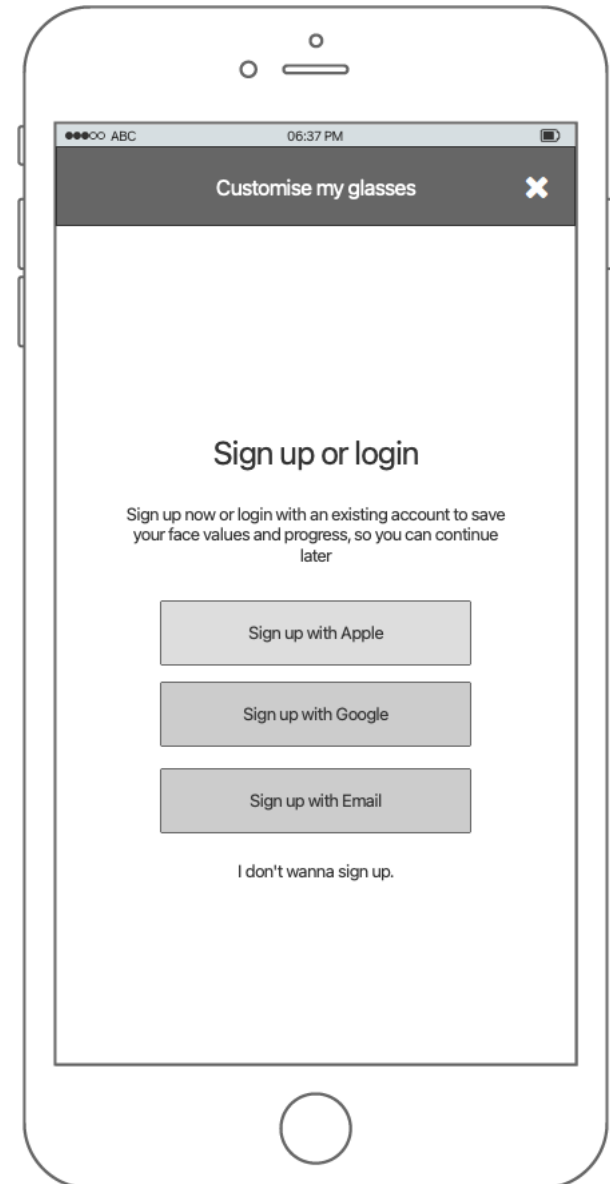
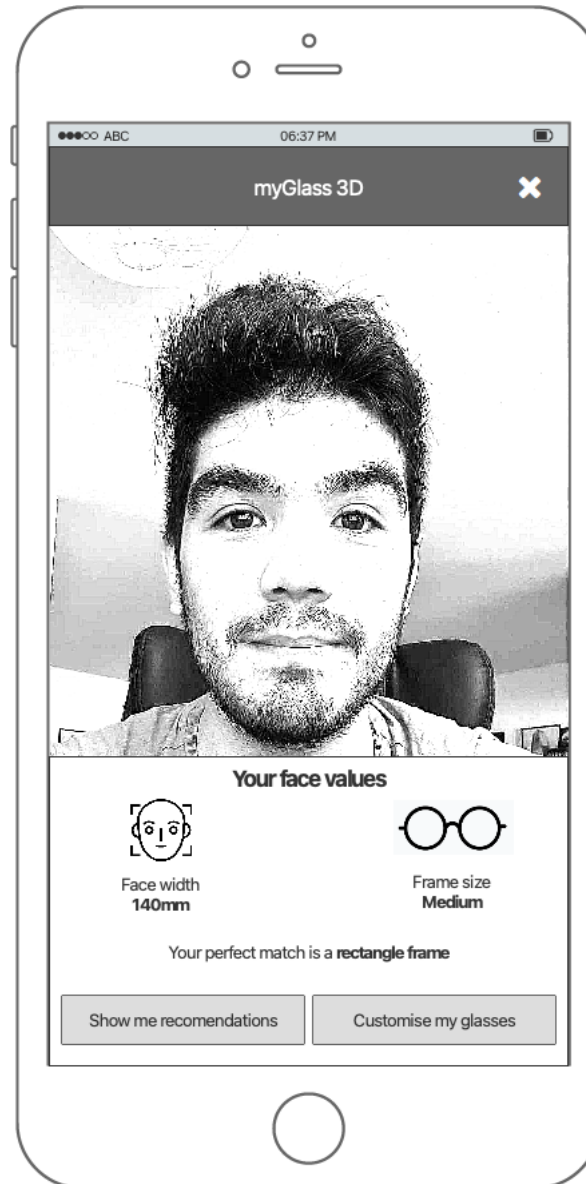
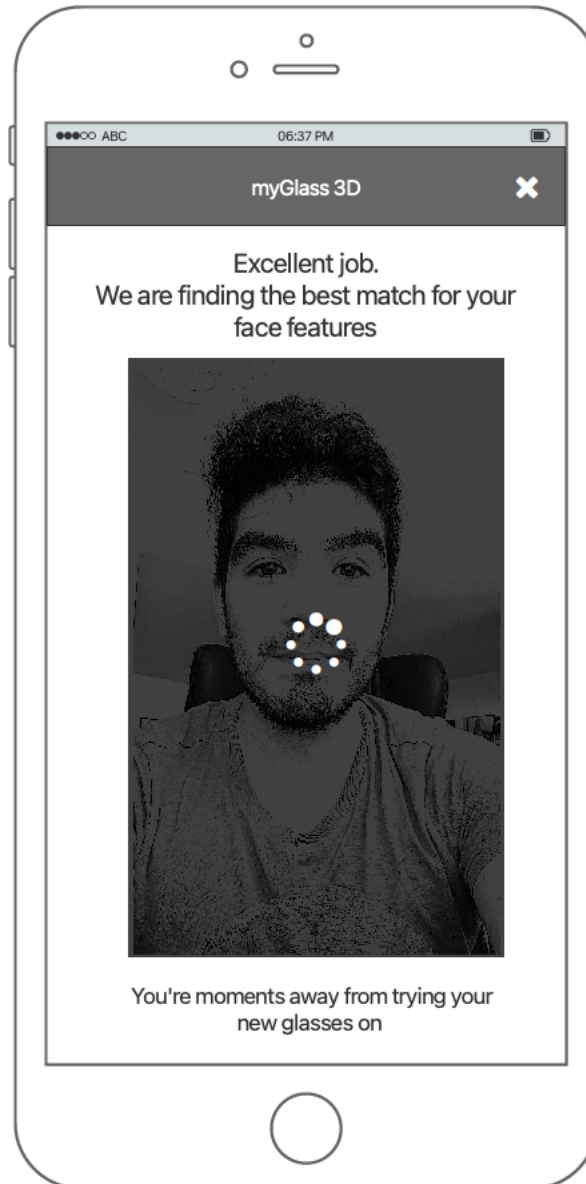
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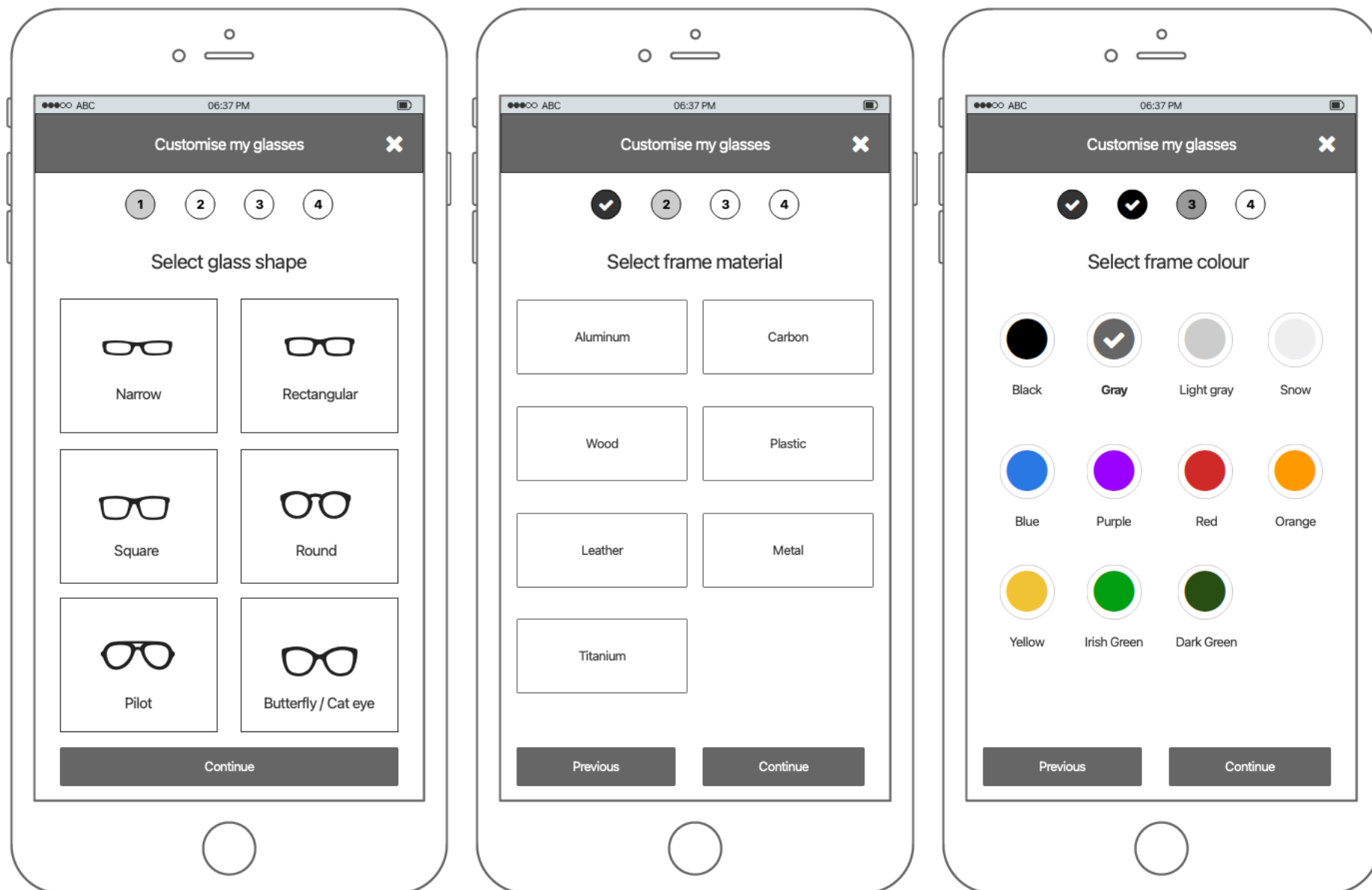
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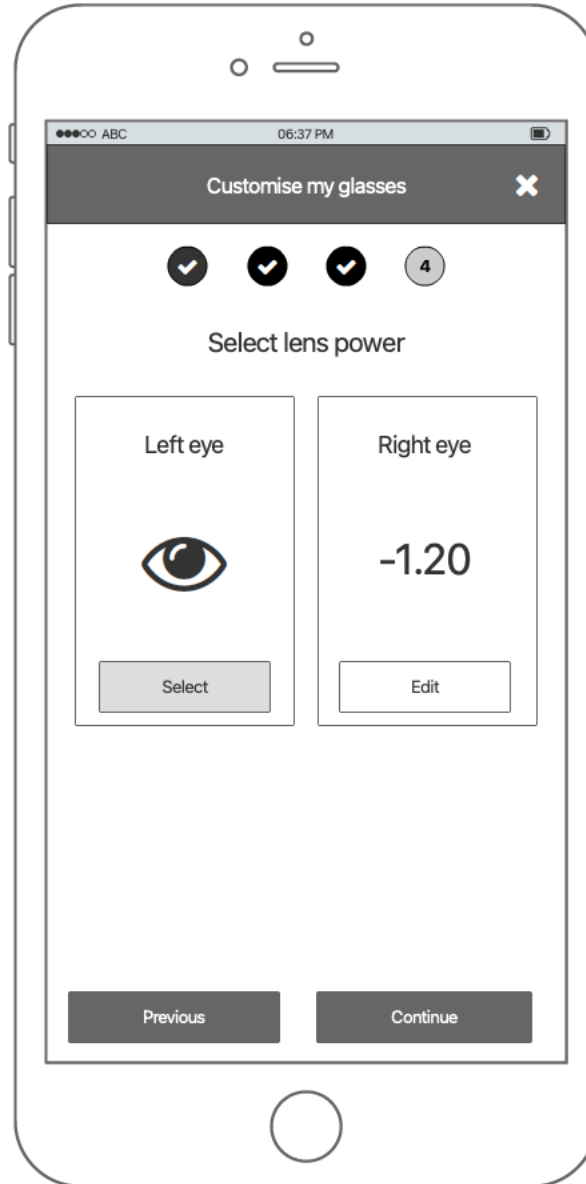
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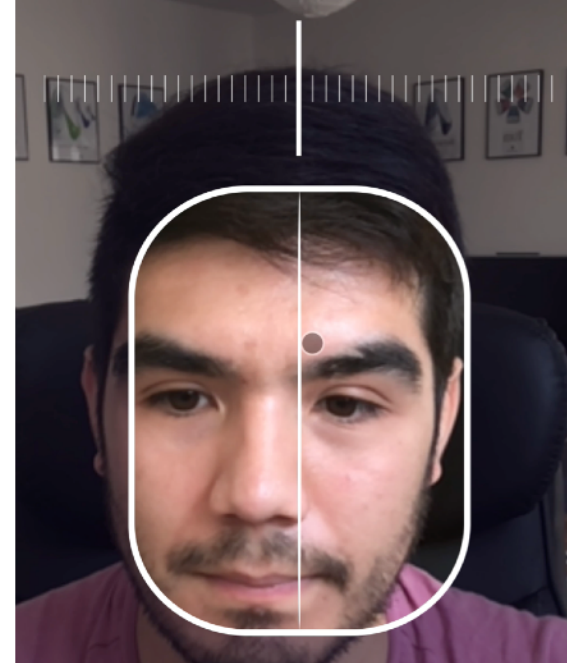
Powered by  MISTER SPEX

Find the **perfect match...**
just for you



With myGlass 3D you can find the right frames
for your face.
Don't follow trends... express yourself

Get started

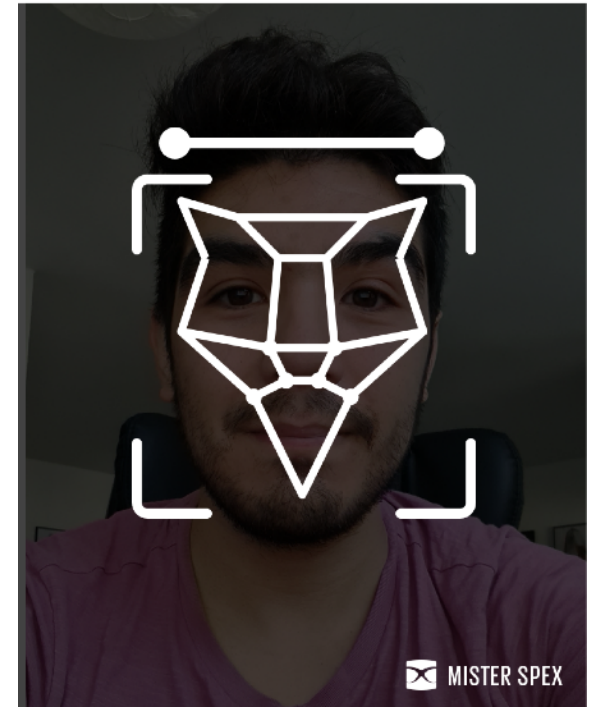


Align your face to the
oval and follow the
instructions



Excellent job!

We are finding the best match for your face features



You're moments away from trying your new
glasses on...

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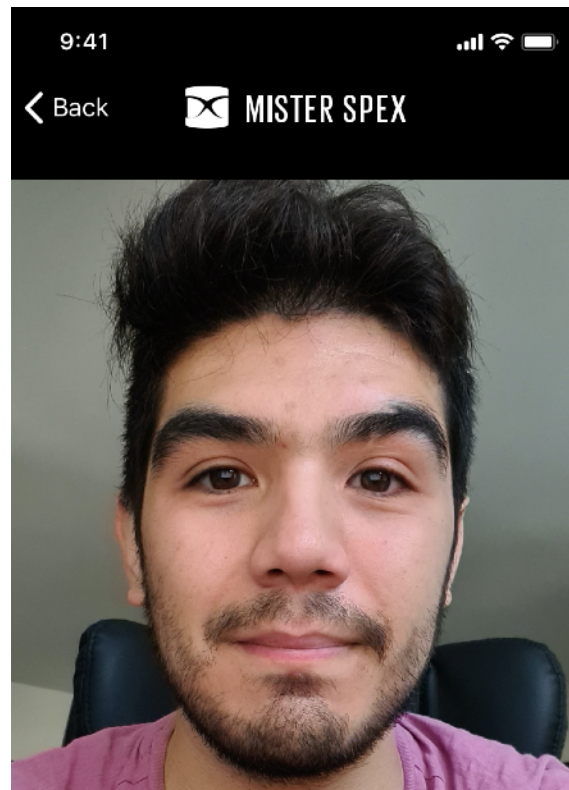
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Your face values



Face width
140mm

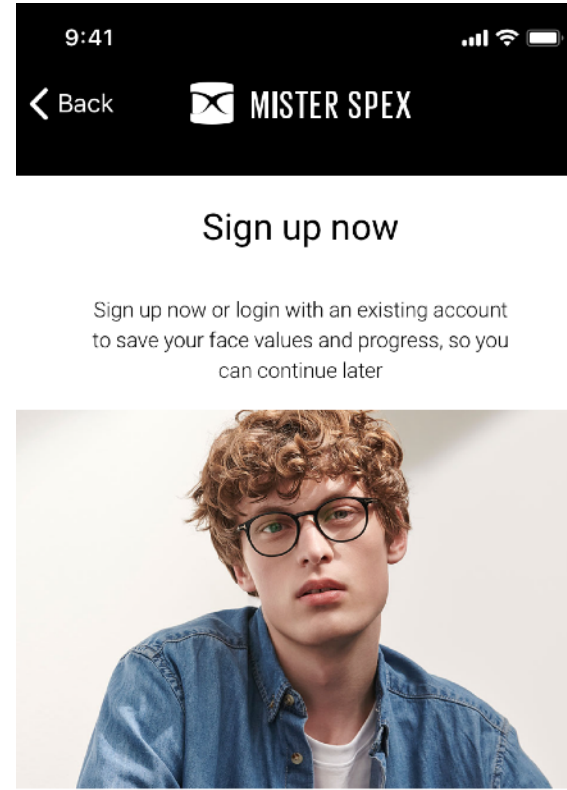


Frame size
Medium

Your perfect match is a **rectangle frame**

[Browse recommendations](#)

[Customise my glasses](#)



Sign up now

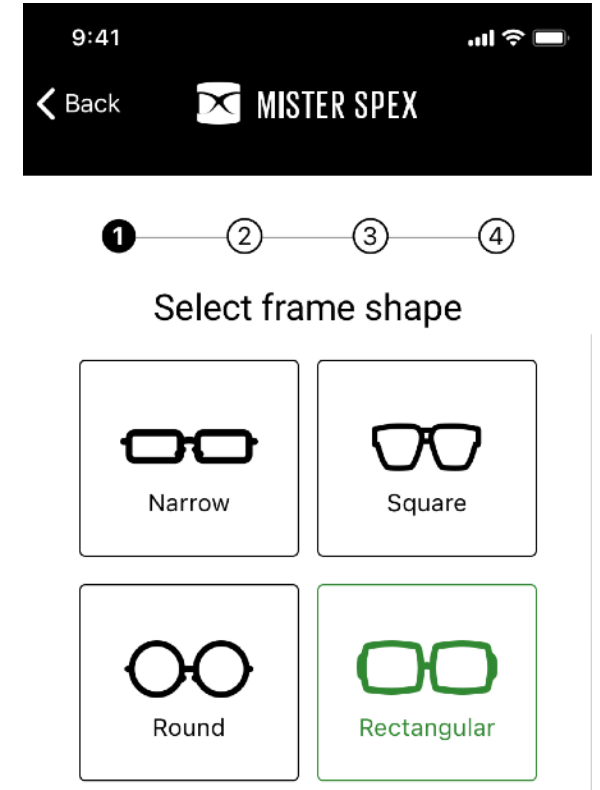
Sign up now or login with an existing account to save your face values and progress, so you can continue later

Sign up with Apple

Sign up with Google

Sign up with email

[Skip for now. I will sign up later](#)



Select frame shape



Narrow



Square



Round



Rectangular



Pilot



Cat Eye

[Continue](#)

[See recommendations instead](#)

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Select frame material

| | |
|----------|---------|
| Aluminum | Carbon |
| Wood | Plastic |
| Leather | Metal |
| Titanium | |

Continue

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Select frame colour


| | | |
|---|---|--|
|  Blue |  Purple |  Red |
|  Orange |  Yellow |  Irish Green |
|  Dark Green |  Snow |  Light Gray |
|  Titanium |  Black | |

Continue

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Select lens power

| Left eye | Right eye |
|---|--------------|
|  | -1.20 |
| Select power | Edit power |

Show me my match!

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🎉 It's a match! 🎉



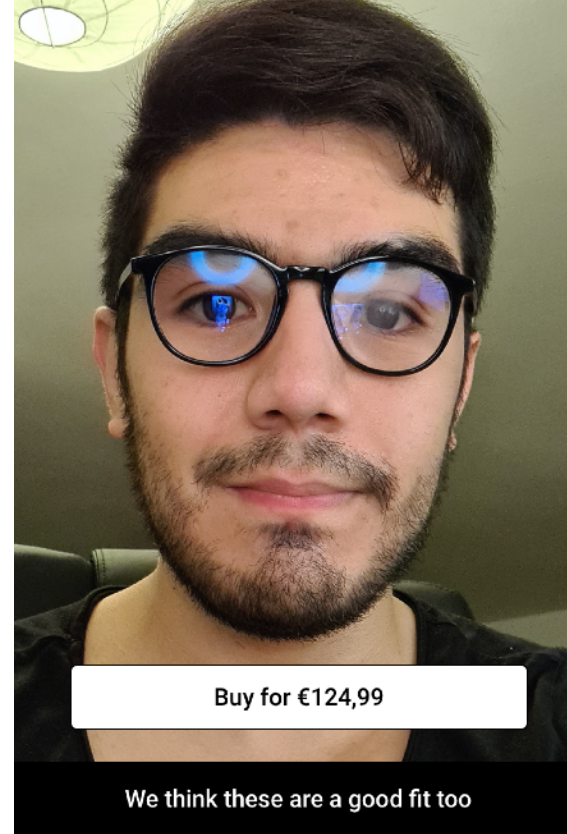
Based on your face values and answers, this is the best fit for your face.



Preview my glasses

Buy for €124,99

[I want to amend my answers](#)



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