# FACE LOOK

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AI - driven beauty tool

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# WHY FACE LOOK?

Mission Statement
*to enhance equity in society by allowing individuals marginalized by the mainstream beauty industry to gain greater confidence through makeup*

What We Do
*Face Look is an AI-driven app that uses facial recognition technology to detect details about the user's face such as skin tone/texture and facial structure and recommends appropriate products and looks*

People of Color

Men

Disabled Invididuals

Target Audiences

Plus-sized individuals

Trans Individuals

# DESIGN DRIVERS

We identified five key design drivers that we used to guide our design process. These five speak to our target audience as well as our telos, which is to further equality in a deeply unjust society.

**Accessibility** — to make products that work for everyone and not just select populations

**Expression** — to maximize human agency and creativity, using the face as a canvas

**Reach** — to serve the global beauty community from amateurs to professionals

**Empathy** — to create a greater sense of togetherness and understanding throughout society
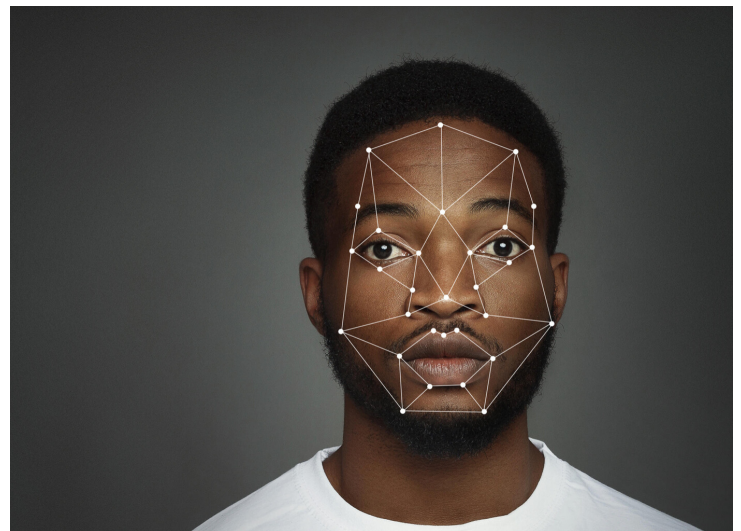
**Trust** — to handle our customers' data with care and prevent irresponsible uses

# HOW IT WORKS

Users
 1. Scan your face
 2. Choose a look
 3. Purchase products
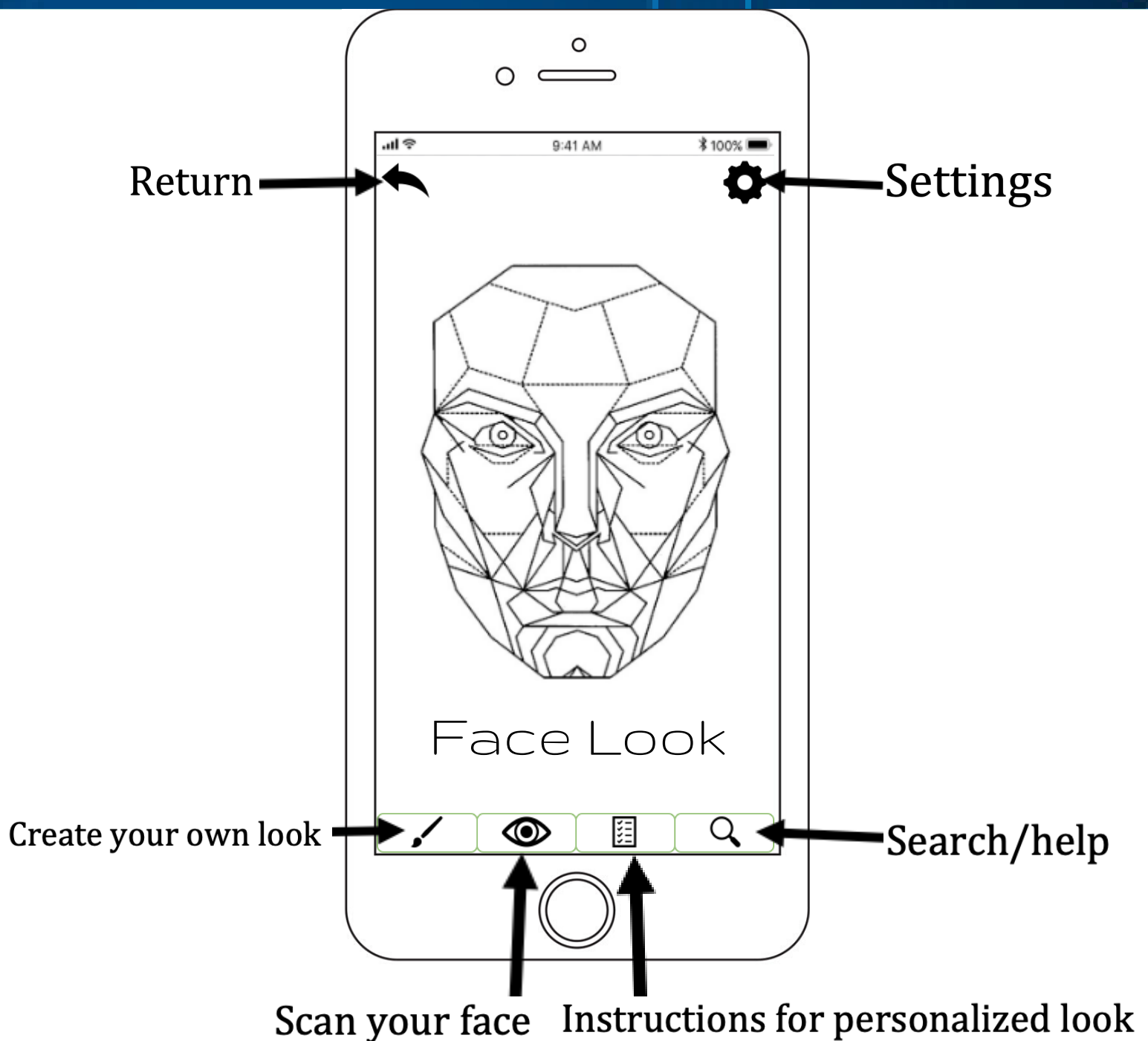 4. Follow face-specific tutorial
 5. Show off your look!

Creators
 1. Create a makeup look
 2. Scan your face
 3. Identify products used
 4. Record tutorial
 5. Gain exposure!

# USER INTERFACE

Return

Settings

Face Look

Create your own look

Search/help

Scan your face

Instructions for personalized look

# DESIGN MANIFESTO

Face Look is a human-centered artificial intelligence makeup system designed to assist individuals with application of their makeup, with the target audience being individuals who are often overlooked by the mainstream beauty industry such as people of color and differently-abled individuals. Oftentimes individuals in these target audiences are often ignored or overtly discouraged from wearing makeup and thus often do not know how to apply it.

Thus, we have Face Look. This system allows the user to search for a look specifically catered towards their individual needs and teaches the user how to apply the makeup to their specific face. Using advanced facial-recognition software similar to Face ID used by Apple, the system is able to construct a topographical map of the user's face while making note of important details such as skin texture and skin tone. Using these data points, the system is able to create tailored looks and recommend certain products to achieve them. Furthermore, professional makeup artists and celebrities can be encouraged to create looks as well to further enhance the user experience for greater exposure.

However, during the design process, a few limitations were identified that we will continue to work towards. One critical limitation is accessibility for the visually impaired, which will struggle with the key function of the application. Another limitation is working towards sustainable revenue flows while preventing financial interests from detracting from the user's experience. This is because many methods to earn money, such as promoting certain products over others and paid advertisements, will detract from the user experience.