LENS
Learn more about the things around you by scanning them with your smartphone

Problem
Existing imagery-based search applications use search engines to fetch “hits” that the user must peruse, which is both cumbersome for mobile applications and raises the issue of information validity.

Process
☐ Market Research
☐ Semi-Structured Interviews
☐ Personas
☐ Sketching
☐ Task Analysis
☐ Prototypes User-Testing, Iteration
☐ Storyboards/Video

Scan 2D Media

Features
☐ Fetch user information for an image
☐ Rate other people’s contributions
☐ Contribute by writing a Snippet
☐ Upload a new unidentified SNAP

Receive Information

How it works
User points their camera lens at 2-dimensional media and scans it with our app. The image recognition software built into Vuforia finds relevant (user generated/rated) information and retrieves it from a database to show the user.

Vote or Write

Solution
LENS, An image-based, crowd-sourced encyclopedic mobile application

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