

LENS

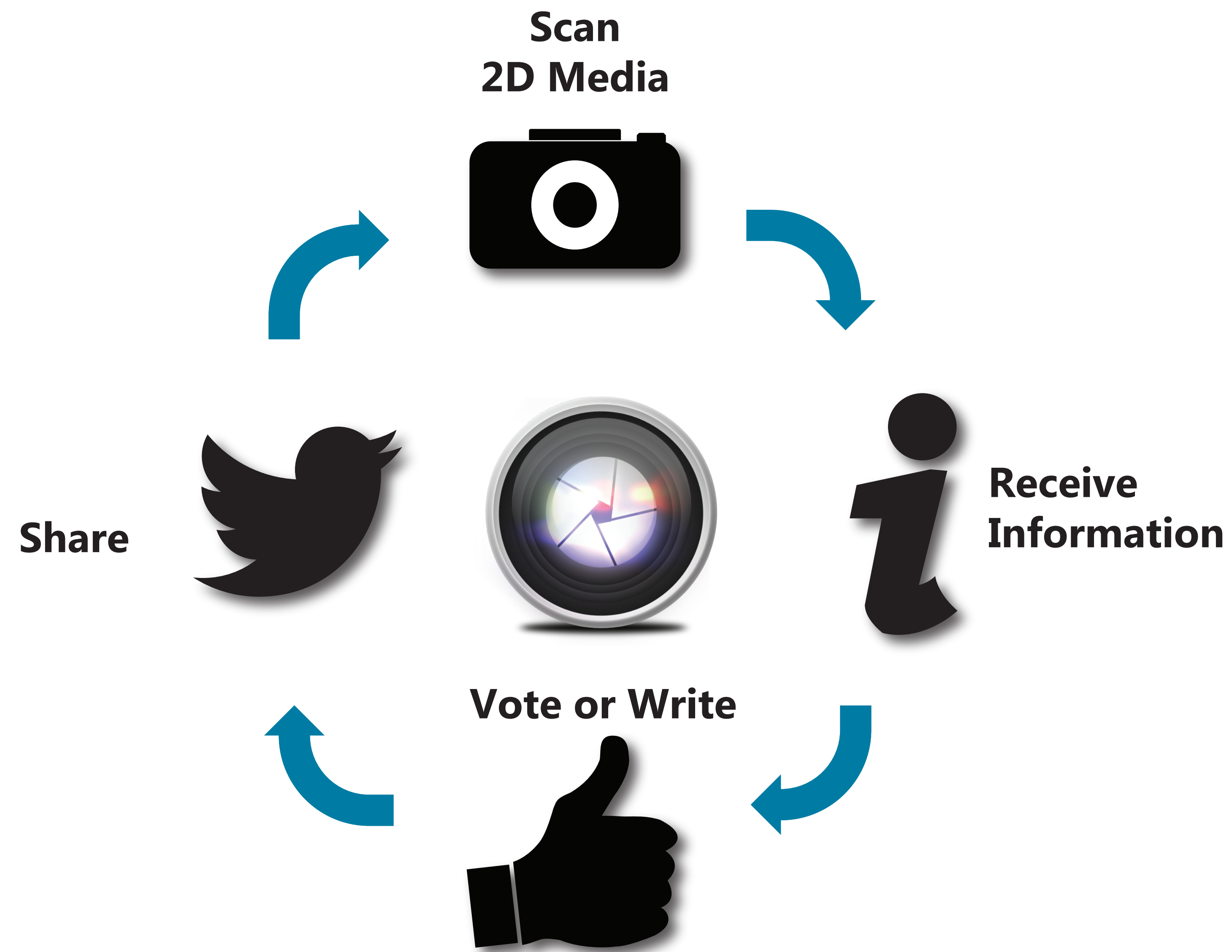
Learn more about the things around you by scanning them with your smartphone

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



Features

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

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.

Solution

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

