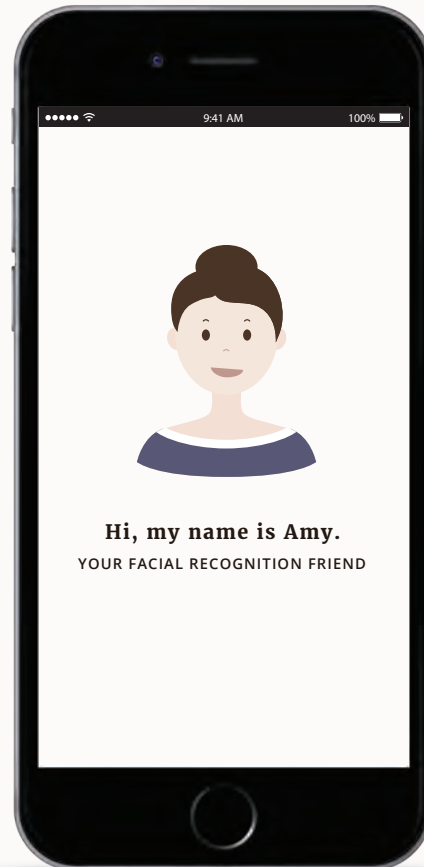# Hi, my name is Amy.

## YOUR FACIAL RECOGNITION FRIEND

*Designed to assist those suffereing from memory loss due to Alzheimer's/ dementia while allowing them to remain autonomous.*
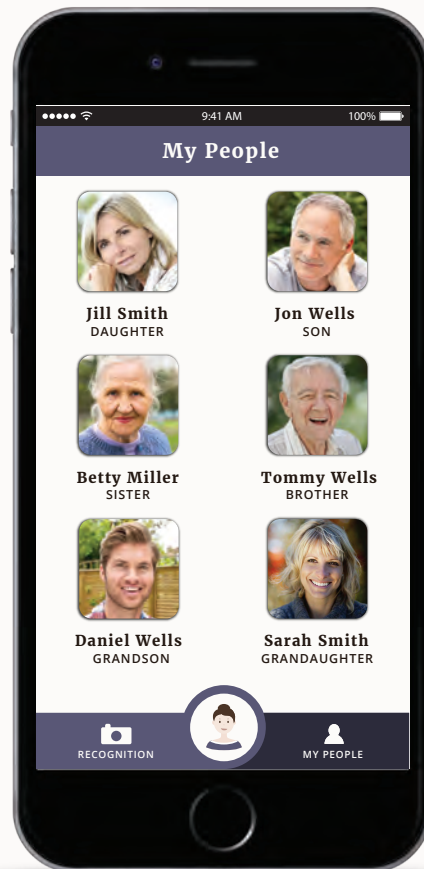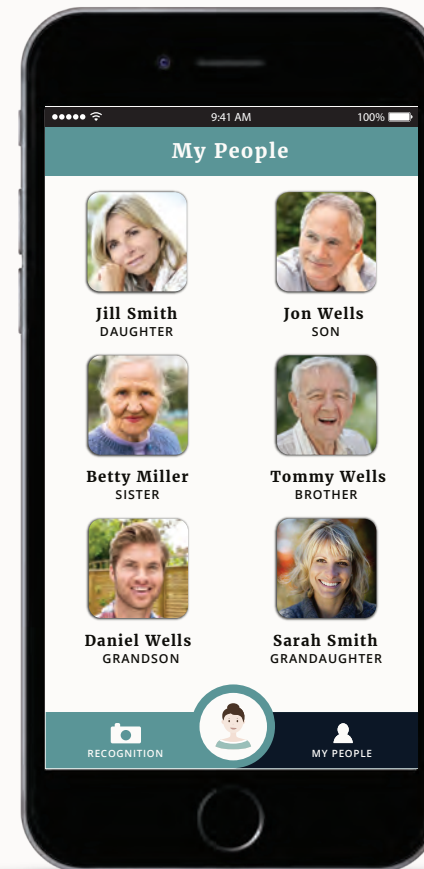
**A/B TESTING**

**BRITTANY SAVANT**
**FALL 2017**

# 1) Do you think personifying the app is a good idea or is it just another face to remember? [Yes or No]
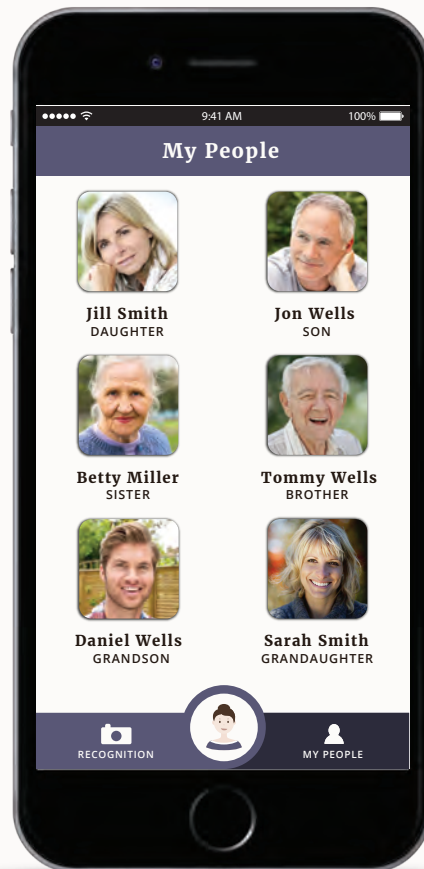
# 2) Which color palette do you prefer?



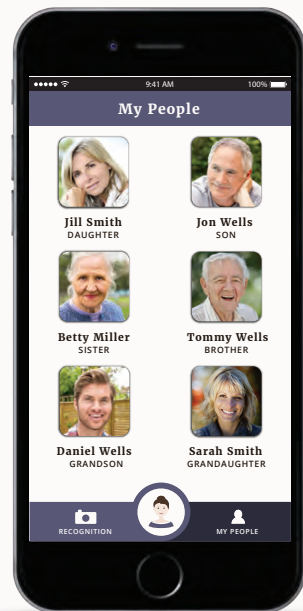**A**                    **B**
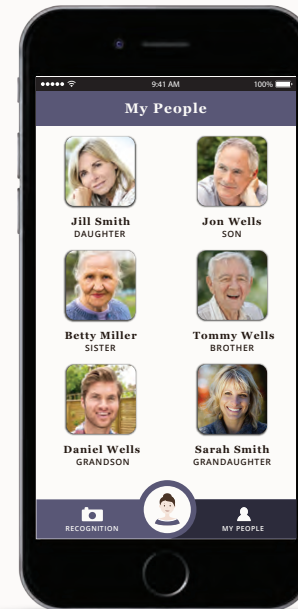
## 3) Which color palette do you prefer?



A



B

# 4) Which serif typeface works best in the type pairing?



**Jill Smith**
DAUGHTER

**A**

**Jill Smith**
DAUGHTER

**B**

# 5) Would a sans-serif typeface work better than a serif given the age demographic (60–80)?
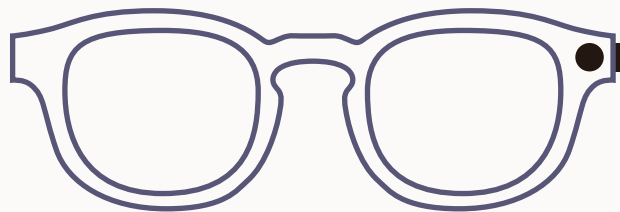


**Jill Smith**
DAUGHTER

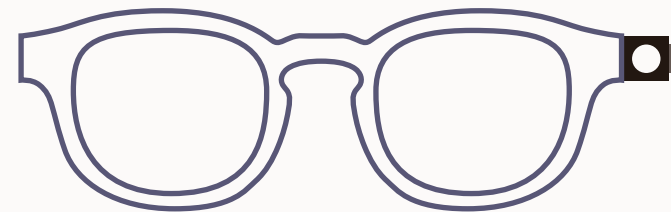**A**



**Jill Smith**
DAUGHTER

**B**

# 6) Which IoT component do you think works better: glasses or a glasses clip-on feature?

*Proposed functionality would be to tap the button on the side and an image would be taken of the person who the user is trying to identify.*
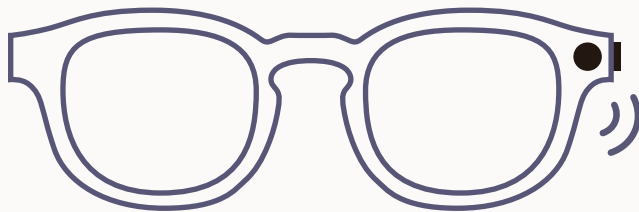


*INTEGRATED*

*ADDITION*

**A**

**B**

*Consider cost of getting new smart glasses vs an addition to existing ones.*
*Also, if having a separate, smaller component is smart due to misplacement.*

**7) Which method of notification would be better to inform the user who they are speaking with: an audio "whisper" or push notification?**
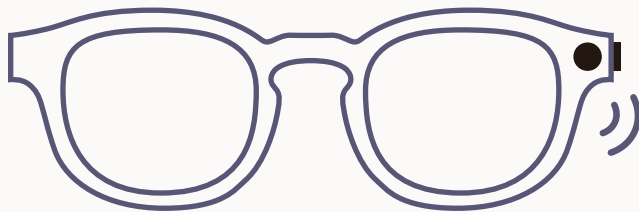


**A**



**B**

**8) Should there be a way to use the app (take pictures) without the IoT component or should it strictly be through the glasses ?**
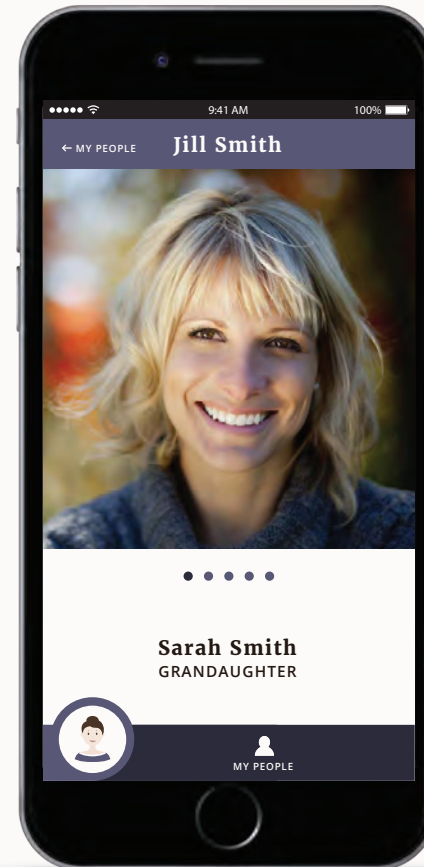


A



B

**9) Since Alzheimer's/ dementia is a degenerative disease that gets worse over time, should there be a severe mode where all you can do is look at pictures?**



A

B

# 10) Should there be a settings tab where the user/caregiver can customize the notifications and mode? [Yes or No]