

Opportunities

To gain users' trust, avoid using a camera.

“ Many existing smart-mirror implementations use a camera, and we're seeing that customers aren't comfortable with that. So the products end up outside of the dressing room or outside of the bathroom.”

“ The main thing companies are using cameras for is authentication. There are some things you can sense with it as well, but almost all of those have alternatives.”

Prioritize user needs over technical capabilities.

“ Most of the smart mirrors we've seen are still in the proof-of-concept phase, focusing more on what can be done than on what should be done. We still need to show consumers how these things can benefit them, rather than just making another tech demo.”

Take advantage of the Personal Intelligence and Ambience brands.

“ Most people don't trust the tech giants with their personal information, so it'll be hard for companies like Amazon or Google or even Apple to get into a space as private as people's bathrooms.”

* These opportunities are based on interviews with five engineers and three consumer-health experts who provided insights into the technologies behind and the barriers to consumer adoption of a smart mirror..

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Users are ready to engage with voice.

“ We’ve seen a shift over the past five years where VUIs have gone from being a novelty to being mainstream.”

Keep an open mind about pricing models.

“ We’ve seen a lot of failed business models around health-information aggregators. Some people want to use the health hub as a way to sell more products, and others see it as an opportunity to sell subscriptions.”

“ Consumers just don’t know what to think of these kinds of services yet, so it’s important to keep an open mind and to learn what’s valuable, rather than dictating it.”

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Glossary

AVS	An acronym for Alexa Voice Service; provides automatic speech recognition and natural language processing
Flushness	The measurement of heat in the user's face; often appears as redness
Gestural Interface	Uses a depth sensor to read and interpret users' motions; also referred to as a natural user interface or NUI
Hydration	Skin hydration; used as a proxy for overall hydration
Infrared Camera	Also known as a thermal-imaging camera; a camera that creates images from infrared radiation
LCTF	An acronym for liquid crystal tunable filter; combines with the infrared camera to measure skin hydration
PIIE	An acronym for the Personal Intelligence Insights Engine; the insights engine used across all Personal Intelligence products to provide users with meaningful feedback based on their data
TVOC	An acronym for total volatile organic compounds; what is used to measure indoor air quality
Voice Authentication	A technology that uses a person's voice to authenticate their identity
VUI	An acronym for voice user interface; an interface that uses voice controls rather than tapping or touching