

Process

Questions

How much interaction do users expect with a smart mirror?

What types of information do users want to interact with?

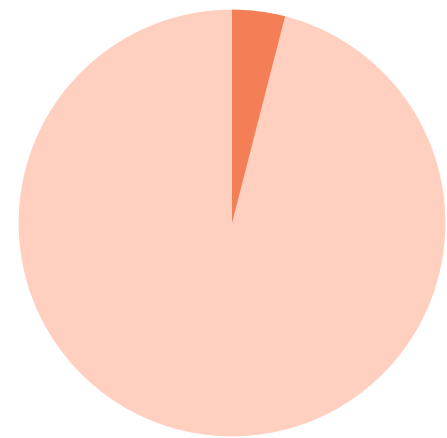
Approach

We tested the Ambience Mirror with forty-eight users. All users use or have used connected health products, and eighteen were existing Personal Intelligence or Ambience-product customers.

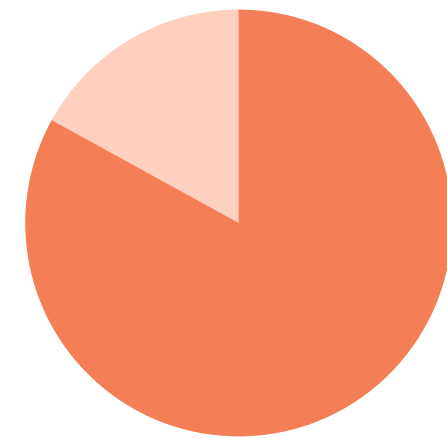
We gave users twenty minutes to use a mirror with a display behind, faking different visual and audio responses to the user's voice commands.

Social Media

Ambience Mirror does not need to show details about friends' posts and comments on social media.



Of the 30% that tried to see more details from Facebook, only 4% were disappointed that they couldn't.



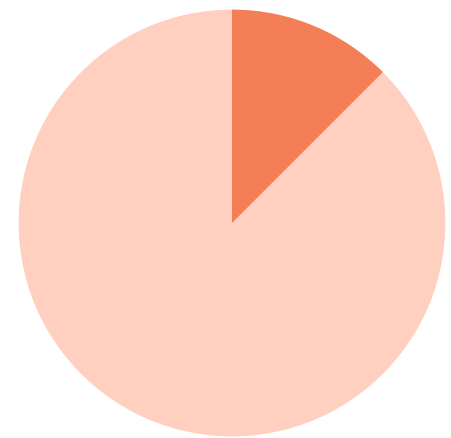
83% of users don't trust social networks in their bathrooms.

I really don't want Facebook in my bathroom.

– Eugene F.

Email

Most users liked that they could see their email, but a majority did not want to read email in the bathroom.



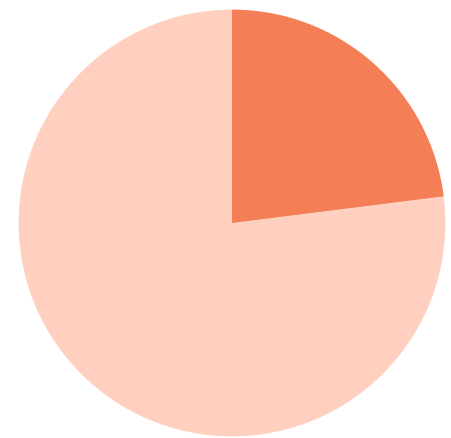
Only 6 users tried to check their email.

I think I want to read my email all of the time, but I'm pretty sure that feeling goes against my well-being.

– Kurt G.

Data

Most users don't find data that interesting, but those that do are likely to spend more money.



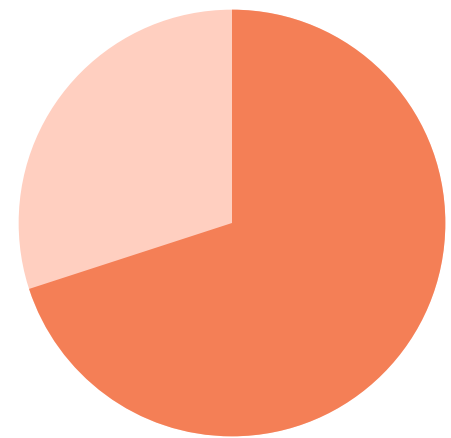
Only 23% cared about data visualization, and only 2 users wanted to see more detailed data.

*I like to know everything about myself.
You can tell by how many connected
things I have!*

– Hans T.

News

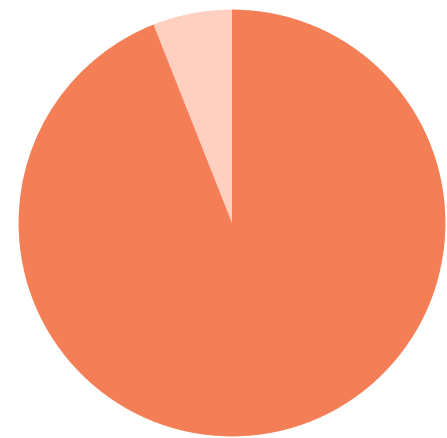
Users did want more information on news stories but preferred to have it read aloud to them instead of reading it on the mirror.



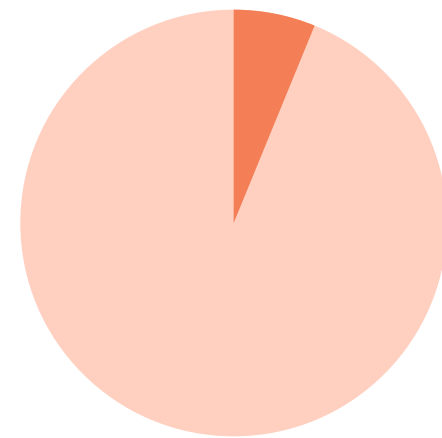
70% of users thought it would be nice to have the mirror read them details about news stories but not emails or social postings.

Calendar & Weather

Calendar and weather were favorite features. Only a few users thought their calendars would be too complex to display in the current design.



94% of users thought that the calendar offered plenty of information



3 users were worried that their calendars would be too complex to display.

I don't know how smart a mirror has to be to show my calendar and the weather. But that's all I need.

– Katie P.

Distraction

Overall, most customers agreed that the mirror should not distract too much from everything else that happens in the bathroom.

I really only care about what the next day looks like. I probably wouldn't even use it at night.

– Carol L.

The bathroom is one of the last places where I'd want to bring my phone. So why would I want a mirror that does all of the same things?

– Scott S.