Like Me!

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Problem Statement

People's identities are shaped by how they view themselves, the growing consumption of media by children, teens, and adolescents, lead to unrealistic influences, and unrealistic comparisons to fit into the body standards in which society considers "ideal." In the Article in *Science Direct*, "Instagram and college women's body image: Investigating the roles of appearance-related comparisons and intrasexual competition" the author discusses, specifically, "body dissatisfaction and drive for thinness, may also be associated with exposure to images on Social Networking Sites." Many adolescents have self worth tied to their body image. The American Psychological Association says, "Body dissatisfaction has reached normative levels among American girls and young women. Approximately 50% of girls and undergraduate women report being dissatisfied with their bodies." It is clear that there is a connection between a young adult's body image and social media websites. In the age of digital content, this phenomenon of body obsession is dangerous.

To investigate, we conducted interviews with four different people between ages 20-26

Interviewee A- *Female, Korean, 21*
Throughout the media she consumes, she sees the ideal body as thin, fair complexion, and tall women. In her experience, she has seen friends become unconsciously affected by the way body image is portrayed in the media.

Interviewee B- *Male, White, 20*
He sees the ideal body type in the media as tall, decently muscular. Interviewee B has not had any experiences of friends being affected by the media.

Interviewee C- *Male, White, 20*
He said that he personally has been affected by stereotypical portrayals of an ideal male body, especially when buying clothes and choosing not to purchase clothing he feels wouldn't look good on someone with his "not ideal" body type.

Interviewee D - *Male, Black, 26*
He has had experiences with friends going on dangerous diets and not eating as much as they should in order to reach the ideal body type.

We found through these interviews, that all of the interviewees identified with people in the media who are of their same race and gender. When asked, how they see the body types being portrayed in the media, they immediately thought of people with similar gender presentation. Our interviewees all consumed information from social media the most. Young adults and children need a way to easily find images that suit their interests, and properly reflect themselves, without their feeds being overcome by images that may result in negative perceptions of oneself.

Social media channels that already exist such as Instagram, Facebook, and Twitter fail to solve this problem. Because many times, users can't find people that look like them in the specific style that they are interested in. Search bars only allow a user to input names of other users that they already know, and does not allow you to filter by race, body type, or gender. Our design will be making it easier for users to see pictures of people on their feed that they will be able to identify with and buy similar clothes as them with more confidence in themselves.

Solution

In order to solve our problem we decided to create a new and improved photo sharing app that is easy to use, with a simple design. This app will rely on user generated content and user submissions in order to give amateurs a space to share their own content. The app will include easy registration and authorization. Profiles which will allow the user to choose their avatar, have a small description, and general information, as well as allow users to edit, add, and remove information easily.

We will implement machine learning algorithms in order to predict what the user's interest are, and to present useful content to the user. The algorithm will produce a relevancy score through predicting what the user will thumbs up (favorite) and thumbs down (unfavor), and then produce content with the highest relevancy score and display it on their feed. This machine learning algorithm will allow us to provide the user with a feed that relates to them. The user will also be quizzed after signing up with basic information in regards to their physical appearance, which gives us foundational information to create a basic feed for the user, and then expand from there using machine learning.

We will focus on promoting the app through social media as a way to target young adults. This application is to be used by fashion influencers, and people who are interested in fashion. Like Me! allows users to input information about themselves and then see influencers who look like them.

Application Screens

Login

| Figure 1 | Figure 2 | Figure 3 |

Figure 1

We wanted our initial screen to have two simple options: login and signup. Clicking "Log In" takes you to Figure 2, and clicking "Sign Up" takes you to Figure 3.

Figure 2 - Log In

Our login screen is simple and has two fields and a button. The first field accepts either an email or a user name, and the second accepts a password. When the user clicks "Log In" their input is checked against existing users. If their account exists already, they are signed in and taken to Figure 10, if not, they are asked to try again.

Figure 3 - Sign Up

Our signup screen is simple and has three fields and a button. The user must enter a username, an email, and a password. The username must be unique and if they enter a username already in our system we will ask them to pick a new username. The email must be a valid email, but

there are no password requirements. If they meet all of these requirements, clicking on "Sign Up" takes them to Figure 4.

Quiz

Figure 4 - Style Quiz Explanation

This screen explains what the style quiz does for our application. The text reads,

> "Like Me! Is where you can upload pictures of all of your best looks. We were tired of seeing models that all looked the same, and wanted to see models just like us, so we created Like Me!
>
> First, you'll take a style quiz asking you about your age, gender identity, skin tone, body size, and height. We will use this information to show you outfits from influencers who look like you.
>
> Once you finish your style quiz, you'll have access to a feed of influencer images, and be able to like, share, and follow your favorite influencers.

At the bottom, the user is given two options "Go Back" which takes them to Figure 1 or "Take the Quiz" which take them to Figure 5.
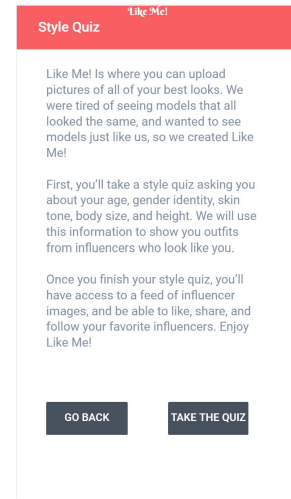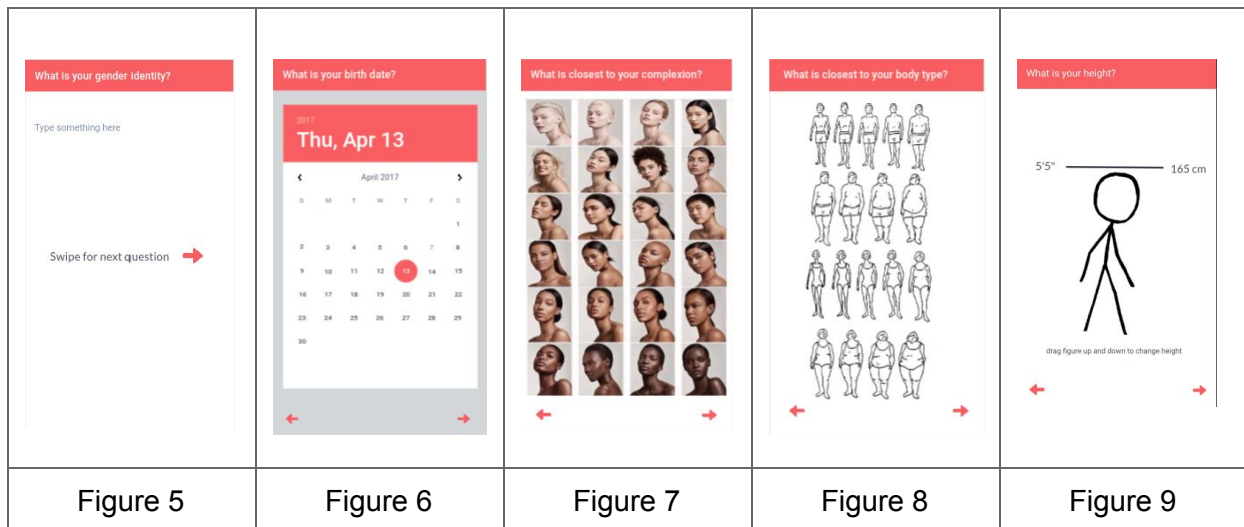

Figure 4

Figure 5	Figure 6	Figure 7	Figure 8	Figure 9

Figure 5 - Gender Identity

This screen has a textbox where a user can type whatever word or phrase they feel best expresses their gender identity. This information will be used to be matched against other users'

self-identified gender identity, in order to show users people like them. Then they swipe on the screen to get to the next question.

Figure 6 - Birth Date

This screen is a simple date picker. The user should use the datepicker to pick their birthdate. If their birth date shows that they are younger than thirteen, the application should tell them they need to be at least thirteen to use "Like Me!" They can click the arrows at the bottom of the screen to go forward or backward.

Figure 7 - Complexion

This screen allows the user to pick an image featuring someone with a similar complexion to their own. The user simply taps on a photo until it becomes highlighted, and then can click the bottom right arrow to continue.

Figure 8 - Body Type

This screen allows the user to pick an image featuring someone with a similar body type to their own. The user simply taps on an image until it becomes highlighted, and then can click the bottom right arrow to continue.

Figure 9 - Height

This screen allows the user to adjust the stick figure to their height. By clicking and dragging the stick figure up and down, the height of the stick figure increases and decreases. Height is displayed in both imperial and metric units, and the quiz is complete when the user clicks the bottom right arrow.

Using the App

Figure 10

This screen allows the users to view a news feed generated by the app based on the answers to their questions on the style quiz. The algorithm matches the user's answers to the other users most similar to their own. The user is able to scroll through the feed and like or dislike pictures. Pictures that the user likes, will be put into the user favorites. Pictures that the user "thumbs down" will no longer appear on the feed.
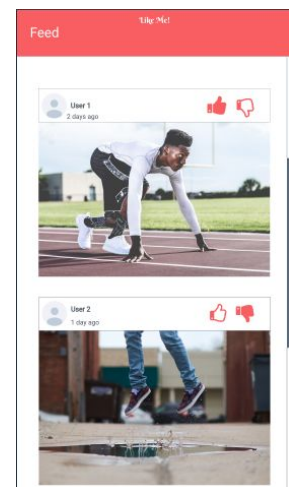
Figure 11

This the user's profile screen. The profile screen gives the user the ability to scroll through their own pictures and view who they are "following" which is in the section called "people like me" the user can see the list of users that we have generated for them and delete people as they please. This screen has icons that the user can use in order to go to any of the other screens.
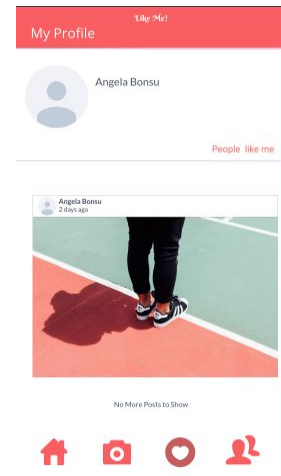
Figure 12

This screen allows users to upload a photo or use the camera in order to take a photo that will then be added to their feed. Where they can share it with "people like [them]" and goes to Figure 13.
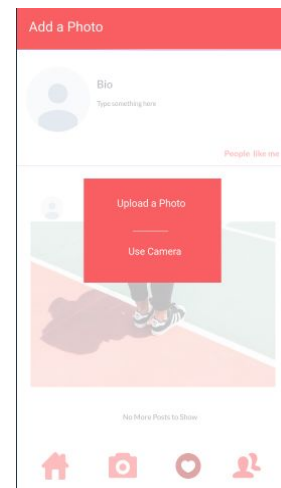
Figure 13

This screen simply uses a default camera. The user can use this screen to take a photo which then is uploaded to Like Me! And goes to Figure 14.
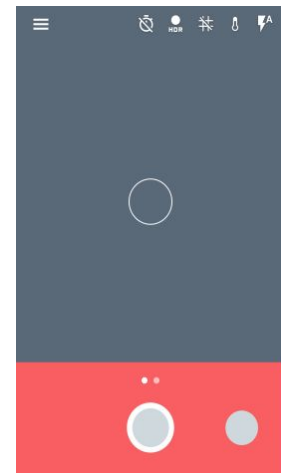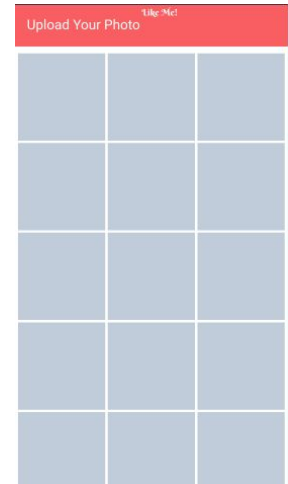
Figure 14

This screen is used to choose an existing photo on device for the user to upload. Once the user clicks on an existing photo it is uploaded to Like Me!

Evaluation

There are many people that utilize photo sharing apps such as Like Me! We found through speaking with users that often use photo sharing apps, Like Me! Would make a significant change in the world of photo sharing and social media. The user stated that she thought that our design would definitely make an impact on the way that she viewed herself. She said that it seemed like our solution would allow her to see fashion she is interested in, while still being able to see a reflection of herself through other people. She explained that she loved the simplicity of the design and the possibility for many people to use it from different backgrounds, she encouraged us to take risks and make it look less like Instagram in order to better differentiate ourselves from our competitors.

Limitations

The most significant limitation of our design is the negative impact that isolating people based on appearance alone can have. As we discovered through our interview, users want to be able to have easier access to see people who look similar to them on their feed. We noticed that the media that users we evaluated view, already have characters that look similar to them, this in turn, provided users with greater self esteem as opposed to being surrounded with images completely opposite of who they are. Our attempt is to remove societies unreasonable image of how the average person is supposed to look like, but we realized that by not giving users the chance to follow people who don't look like them, we may be preventing users from having an open mind, and diversifying their ideas on body image, and race. We will also expand the options that the user can choose over time by asking users for feedback and taking that into consideration.

Another limitation that we found is that we may not ever be able to cover the wide variety of genders, races, and body types. Users who have a unique combination of gender, race, and body type, may not find any matches for themselves. This may indirectly reaffirm a person's low self esteem in believing that there is nobody that looks like them. We will create an algorithm that is able to find users that are most similar to the main user as opposed trying to make it exact, to accommodate this plan.

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