

# Imprexion

Managing your appearance

# About the app

Imprexion helps you track what you wear in a smart way. You decide what's important, and the app will send tracking reminders and show outfit histories when needed.

Instead of telling you what to buy, this app focuses on helping you pick the best from what you have.

# Main Features

- Project based tracking
- Timely reminders
- Aggregate all your photos
- Get suggestions from friends

# Project Based Tracking

- People don't have the need to track everyday outfit. Instead of tedious outfit diaries, track only what's important to you.
- Create people or event driven projects with keywords, tags, and time slots.
- Project based tracking makes searching and browsing easy and clear.

# Timely Reminders

- Imprexion monitors the user's calendar and checks if there are events related to existing projects. When it does, the user gets friendly reminders just before important those events.

# Aggregate All Your Photos

- Imprexion will search metadata of photos from your native camera rolls, Facebook, and other web services.
- If the photo matches existing project criteria, Imprexion automatically imports it.

# Get Suggestions

- Mark outfits as favorites for future references.
- Send your candidates to family or friends and ask their opinions to help you decide.

# Scenario I

Dress up for the special one



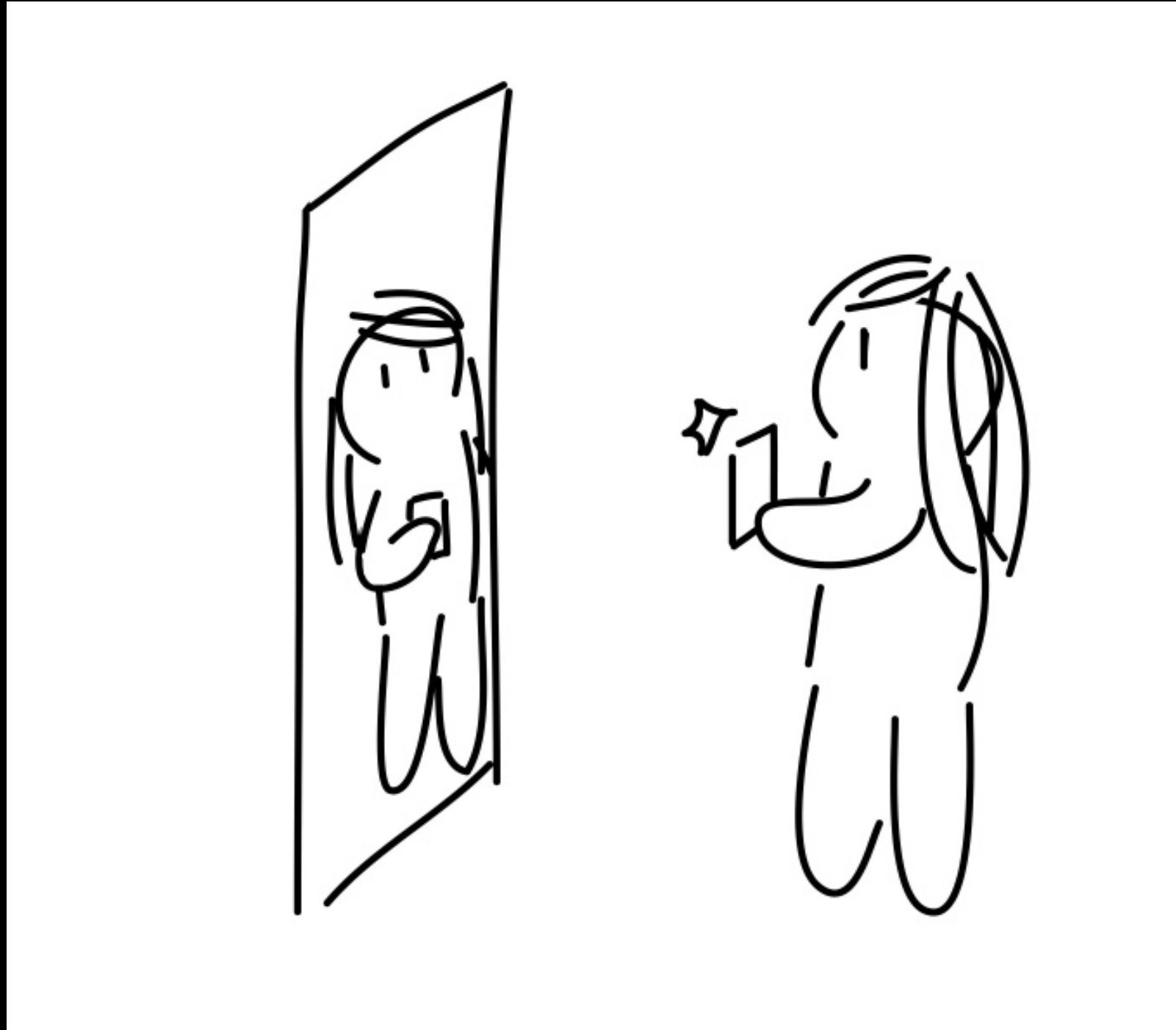
# Background

Emily is a undergrad student. She normally doesn't care about what she wears everyday to school, except when she goes out with Daniel. They just started to date last month. Emily really likes him and want to make a good impression. Last time they went out, she was so embarrassed because she picked the exact same dress as the previous time.






Emily really wants to solve this issue but she has very bad memory. She decides to use Imprexion.



Emily just started seeing Daniel. She wants to look great in front of him.



She started to use Imprexion, which reminds her to take pictures before going out with Daniel.

Imprexton ▶ Daniel				
9/7	9/18	9/23	9/27	10/1
				
==	==	==	==	==

Before an important date, she looked at her outfit history pulled from her camera roll and social network sites.



Then she was able to pick a beautiful dress that hasn't been wear recently and impress Daniel.

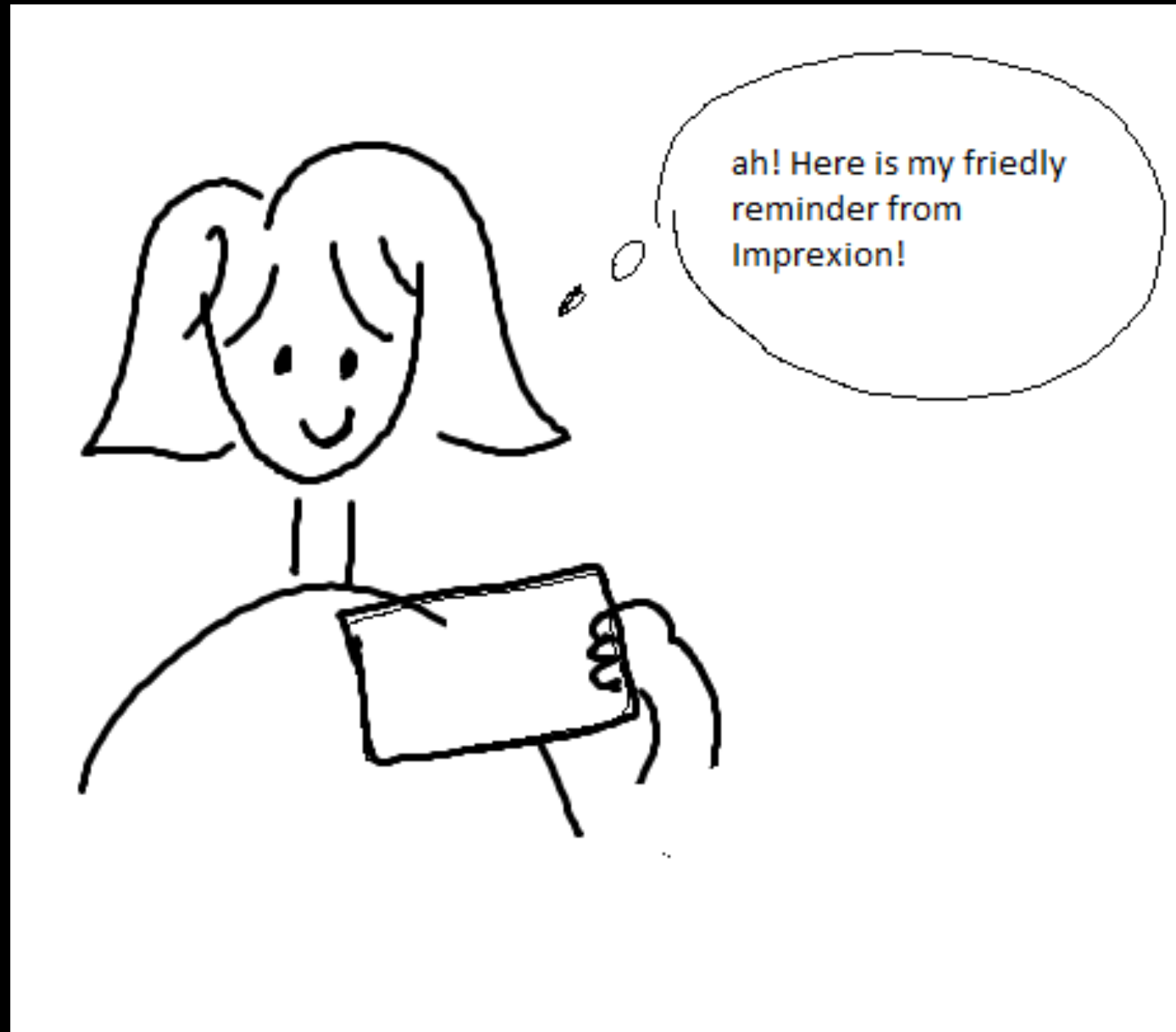
# Scenario 2

Reminders when you need them

# Background

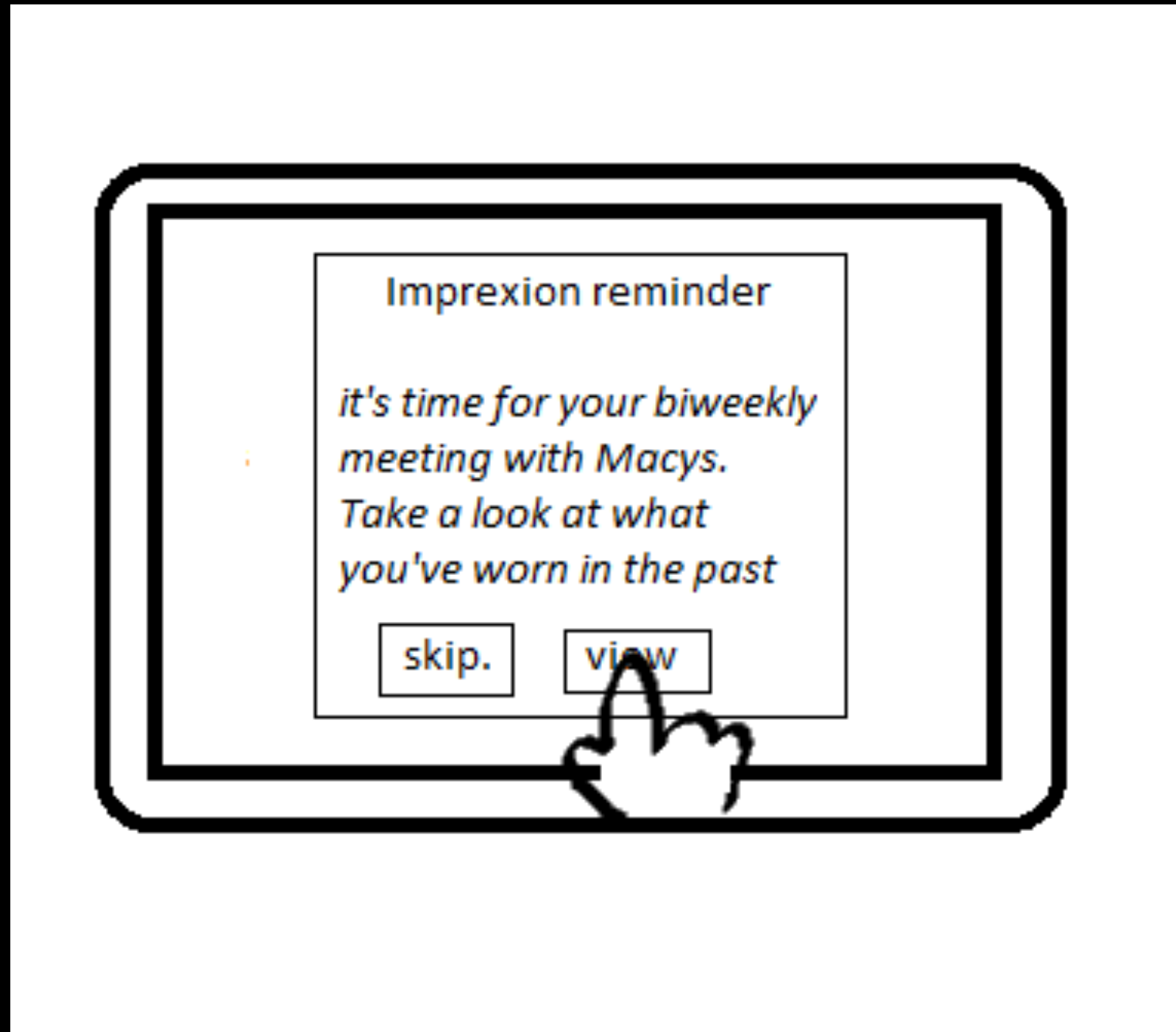
Samantha Craig is a public relation manager for a PR firm in New York City. She has regular recurring meeting with her clients. Samantha uses her google calendar extensively to manage her meetings and appointments.

It is important for Samantha as a PR manager to dress professionally and look presentable. It's hard to remember all the outfits she wore in front of various clients. She uses Imprexion to manage that.

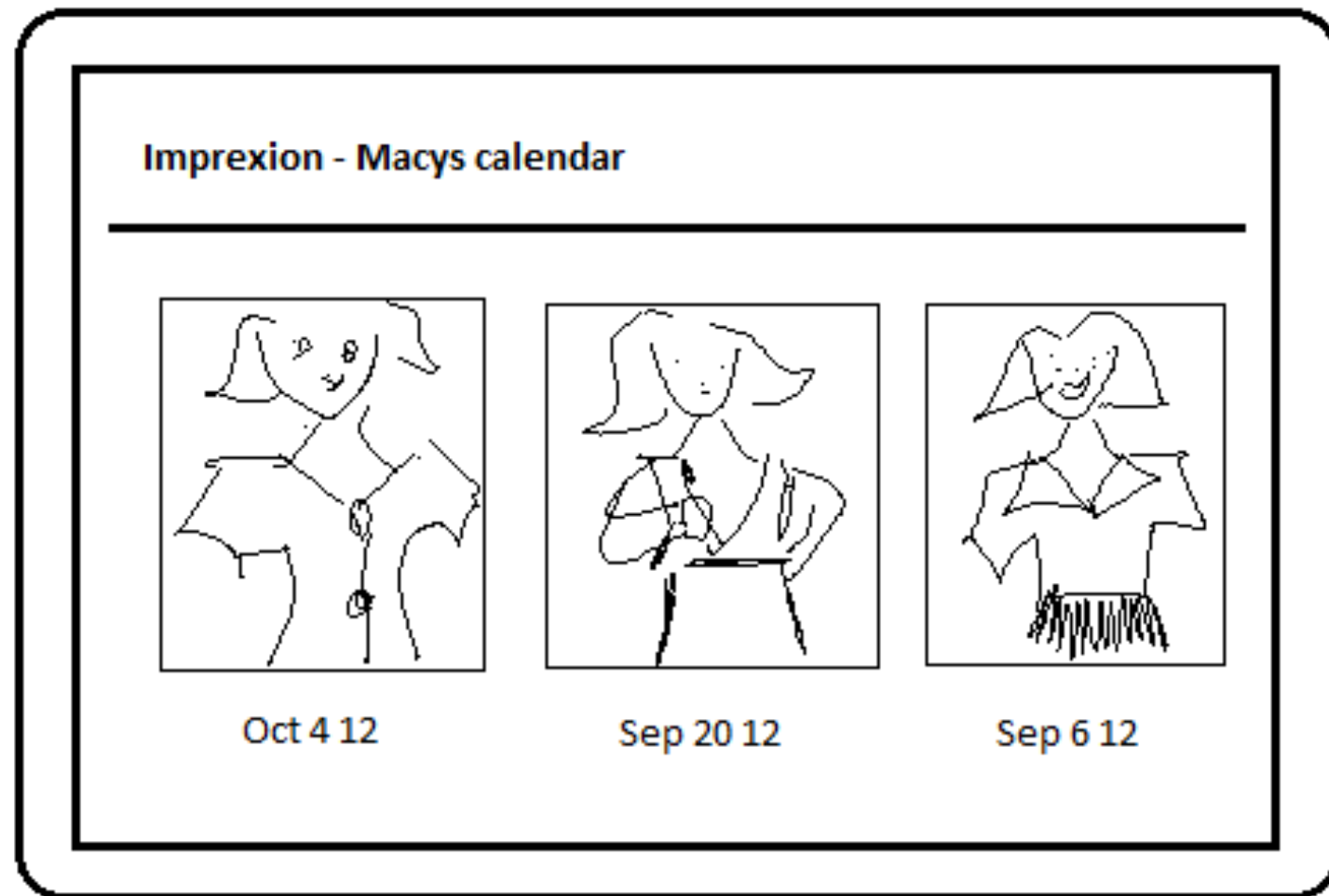


Earlier, Samantha created a project for one of her clients - Macy's





Imprexion notifies her the day before the meeting.



The app shows her Macy's outfit histories



Samantha maintains her professional image with ease.

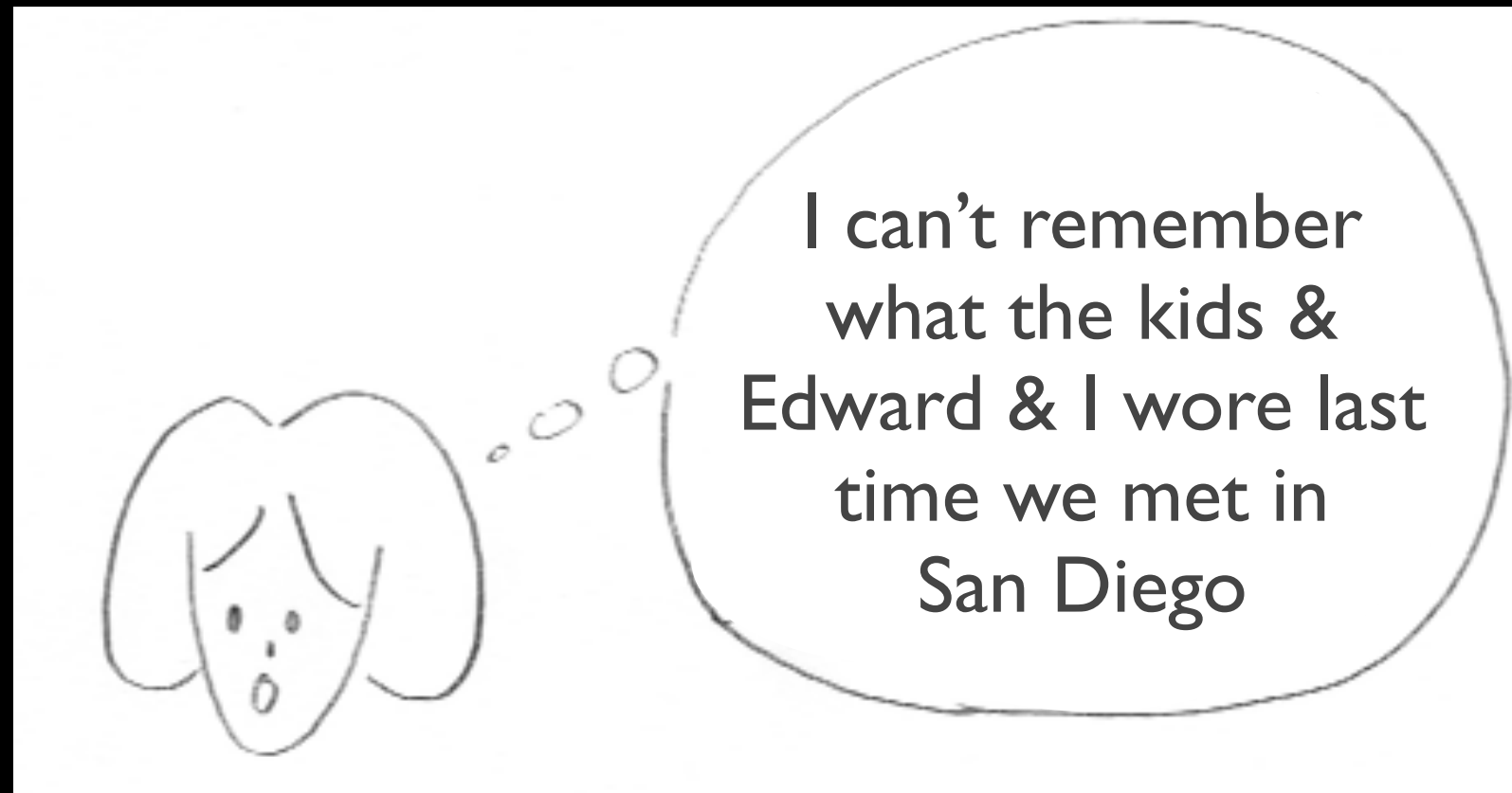
# Scenario 3

Aggregate from various sources

# Background

Abby is a super-mom/wife. She takes very good care of her family and also decides what her kids and husband wear everyday and during special occasions.

Abby is having some friends over from Southern California. They plan to go to Napa together. The last time she met was during their visit to San Diego. Abby wants to make a good impression on her friends. She has instructed the kids to be on their best behavior. Abby now has to decide what the kids, her husband and she are going to wear.



Abby and Susie's family are having an outing together. She doesn't want her family to wear the same clothes as last time they met.


Imprexion - Create project

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name

keywords

fetch pictures from facebook/album



She creates a new project and add "San Diego, vacation" as keywords.

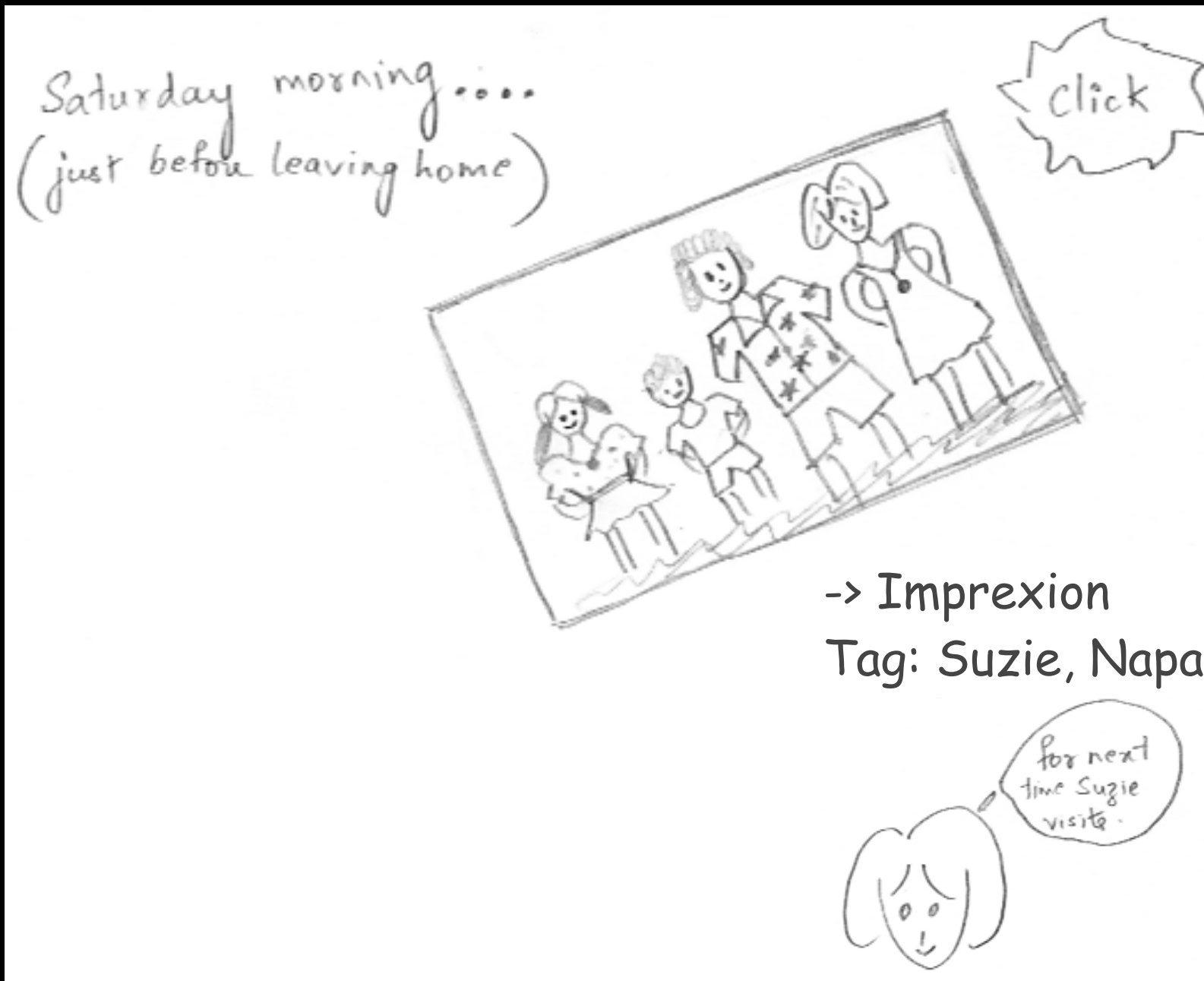
## Imprexion - San Diego Vacation



That's helpful!

Imprexion fetches photos from Facebook and native albums that match. Abby is able to recall what her entire family wore last time.





Abby helps her family to pick their clothes. And she adds pictures of this vacation for future use.

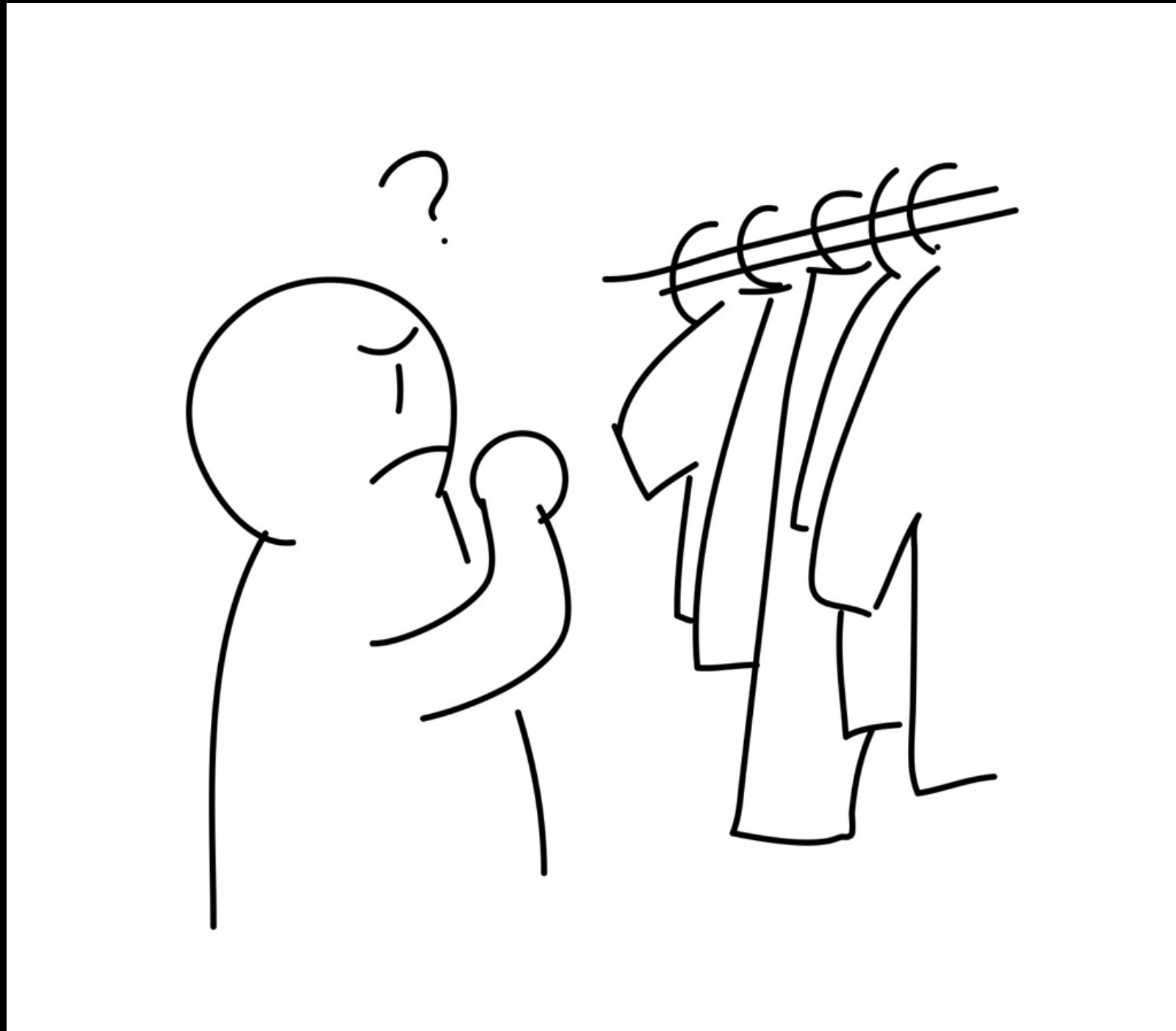
# Scenario 4

Get suggestions

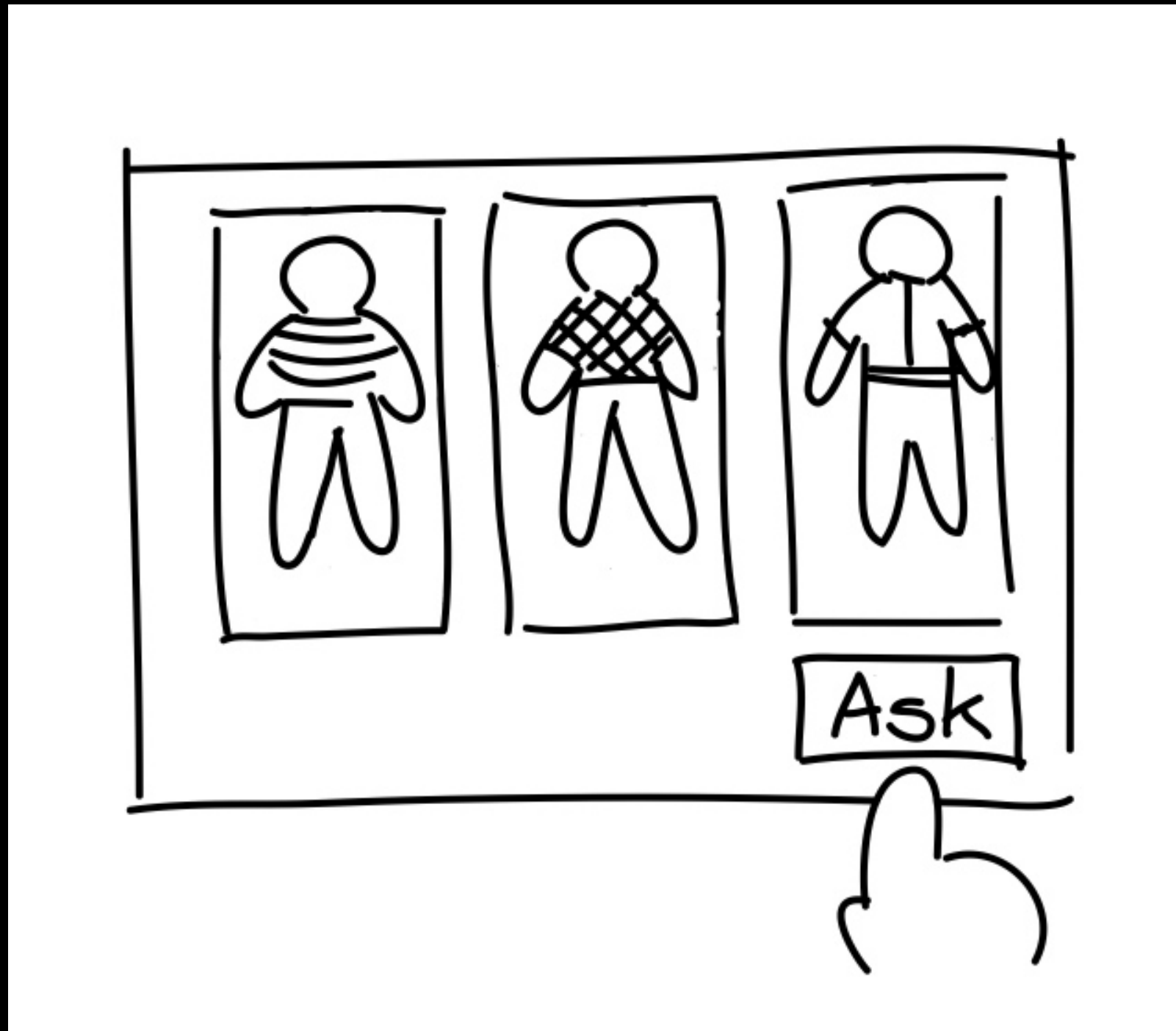
# Background

Derek isn't really sharp when it comes to fashion and picking outfits. Most of the time he is too busy to handle his appearance. However, there is a party this weekend which he really wants to look nice.

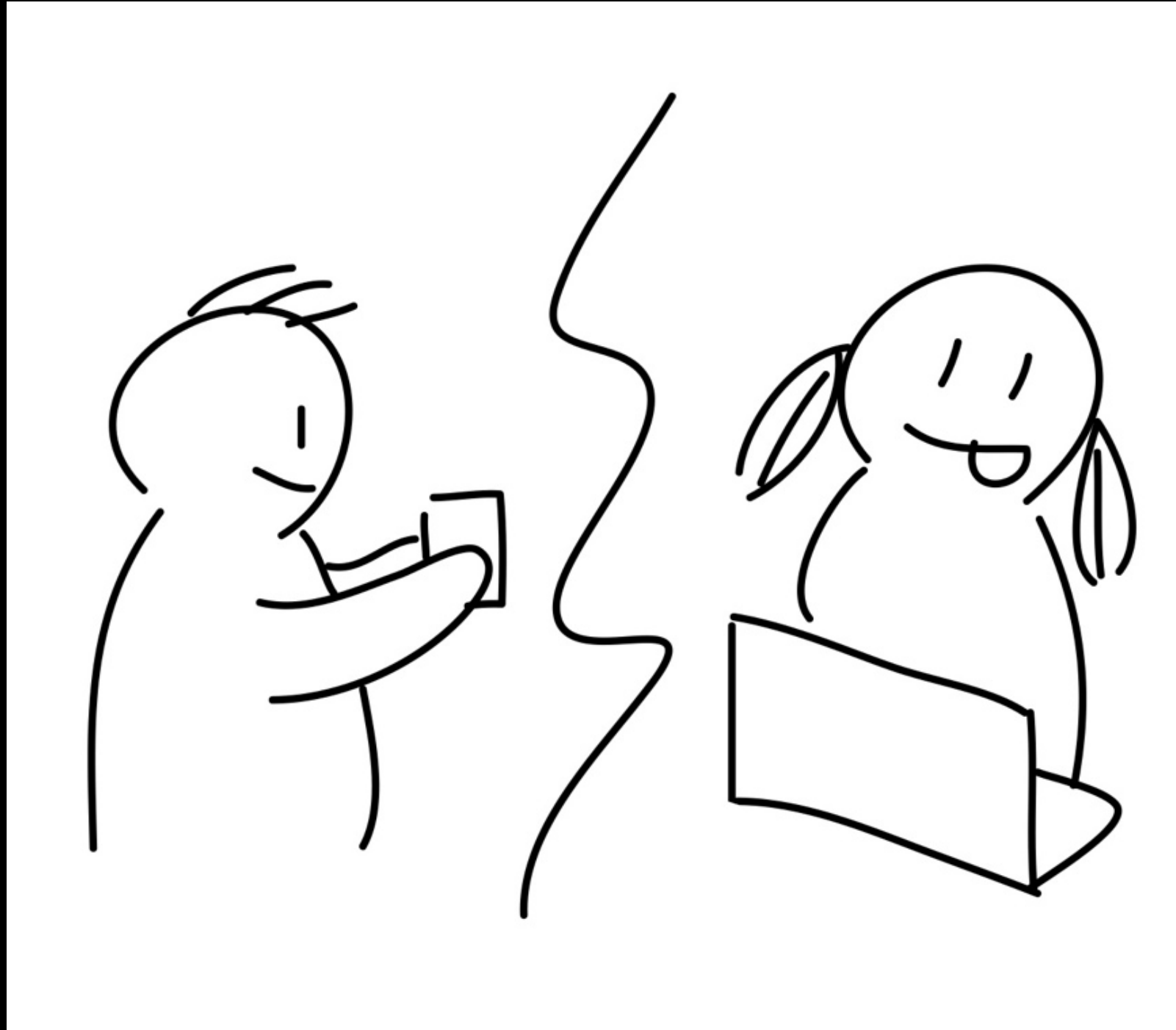
He has filter down to 3 candidates and would like to hear from his friends. He feels it's difficult to describe those outfits on phone and it's too much a hassle to ask them to come to his house.



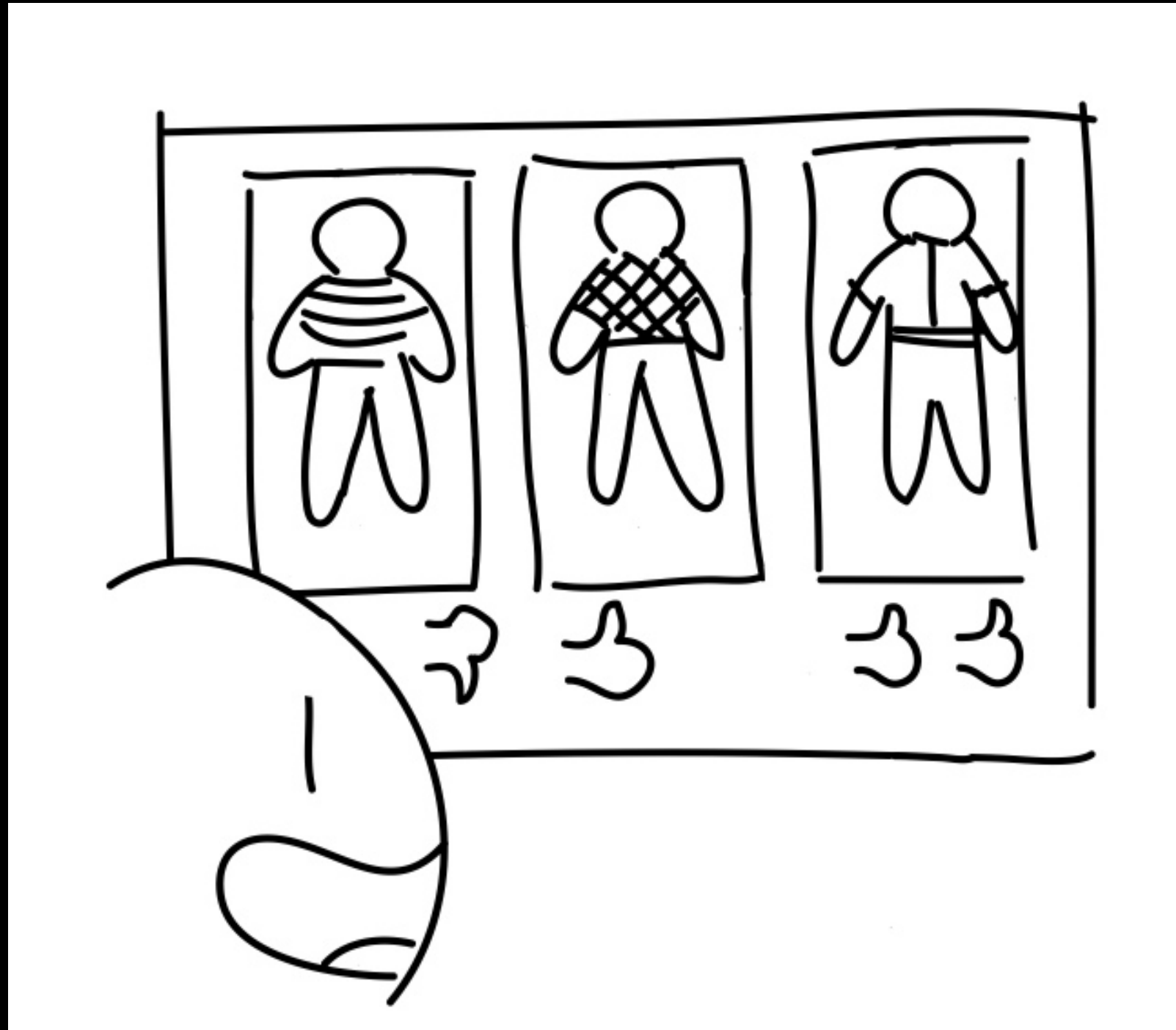
Derek was having a difficult time deciding what to wear to a party.



He pulled out his outfit history, selected his favorite three, and asked two of his best friends.



Elliot and Jen received notifications via mobile app and email and quickly provided their opinions.



Problem solved!

# App Map

