## Imprexion

Managing your image with ease

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### Imprexion in a line

"App that helps you make the best of your wardrobe for every occasion that you care about"

#### Problem

- Can't remember what you wore when you met your boyfriend's mom last time?
- Can't decide what to wear?
- How well do you optimize your wardrobe?

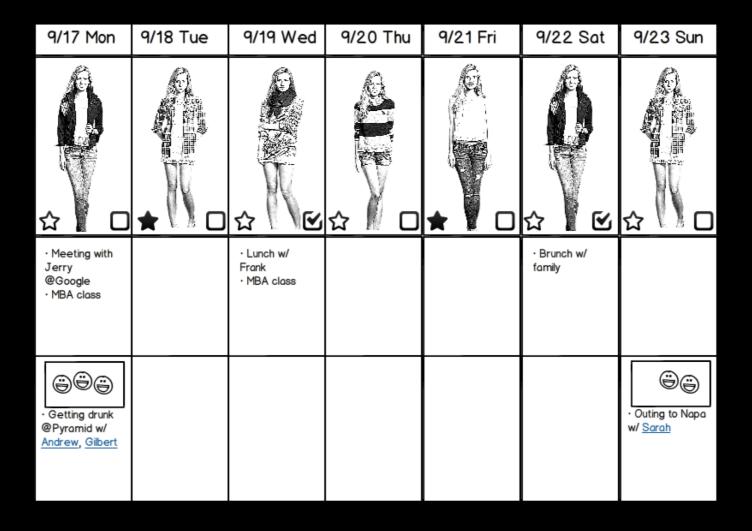
#### Solution

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 your outfit history.

#### User Profiles

- General student
- Fashion rookie
- Client-facing professionals
- Do-it-all mom in the family

### Concept sketch



We showed these sketches with prospective users to convey the idea.

### Key take aways

#### "I don't care about what I wear everyday"

- Users instead cared about what they wore on certain occasion and when meeting important people.
- Taking picture everyday before getting to work/school is tedious, but taking pictures on special occasions did sound like something they would do.

### Key take aways

"I often ask my sister when I can't decide"

 We found that users always had a one or two 'fashion buddy' that they consulted before important occasions.

### Key take aways

"More likely to use my phone.."

Focus first version of prototype on phone.

#### What We Are Not

- A digital wardrobe
  - Inventory system for your closet is just too tedious. Only track the important.
- A outfit diary
  - No need for spending time and effort on unimportant occasions.

#### Main Features

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



### Prototype

- HTML5, CSS3
- Javascript, Jquery mobile

#### Plan for future

- Platforms: Android, iPad Mini?
- Include project specific recommendations from retailers (\$!)
- Image processing and to enable mix match of clothing and accessories.

# Thank you

Q&A