

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

9/17 Mon	9/18 Tue	9/19 Wed	9/20 Thu	9/21 Fri	9/22 Sat	9/23 Sun
						
☆ <input type="checkbox"/>	★ <input type="checkbox"/>	☆ <input checked="" type="checkbox"/>	☆ <input type="checkbox"/>	★ <input type="checkbox"/>	☆ <input checked="" type="checkbox"/>	☆ <input type="checkbox"/>
<ul style="list-style-type: none">· Meeting with Jerry @Google· MBA class		<ul style="list-style-type: none">· Lunch w/ Frank· MBA class			<ul style="list-style-type: none">· Brunch w/ family	
 <ul style="list-style-type: none">· Getting drunk @Pyramid w/ Andrew, Gilbert					 <ul style="list-style-type: none">· Outing to Napa w/ Sarah	

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