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"

More about Imprexion

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.

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.

What We Are Not

- A digital wardrobe

  - Inventory system for your closet is just too tedious.

- A outfit diary

  - No need for spending time and effort on unimportant occasions.

- A shopping guide

  - 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

- Get suggestions

- Aggregate all your photos

Project based tracking & Timely reminders

- Create people or event driven projects

  - Enter time, keyword, or calendar as criteria
    E.g. 1 'DME' or 'every Thu. at 3pm'
    E.g. 2 'Jason' or 'Personal' calendar

- By matching information from your calendar, the app can remind the user to take a picture and look at previous outfits.

Get suggestions

- Share pictures and ask for advices.

- Friends can reply through app, email, etc.

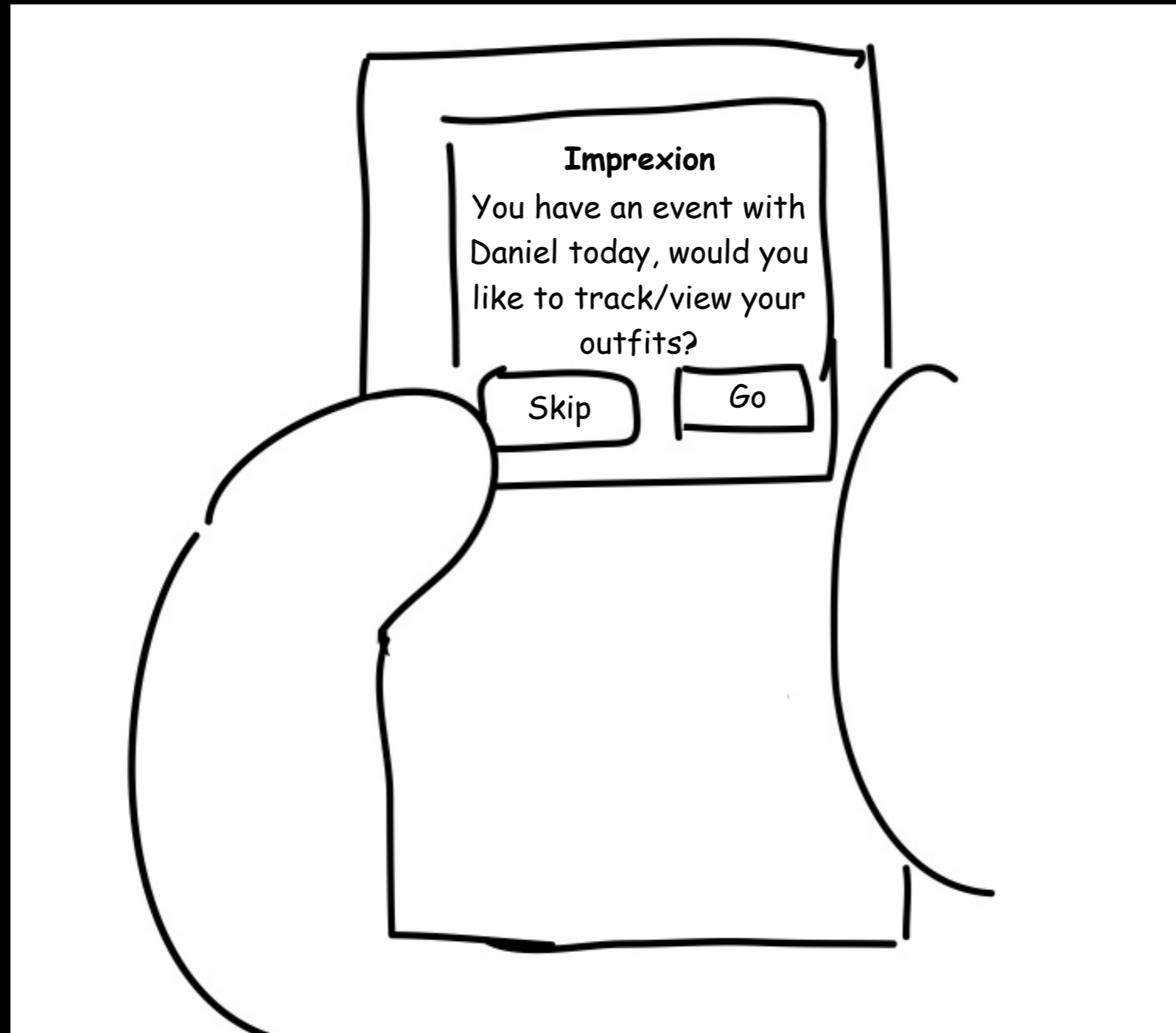- Log discussions in projects

Aggregate all your photos

- Pull pictures from social network sites and native camera roll.
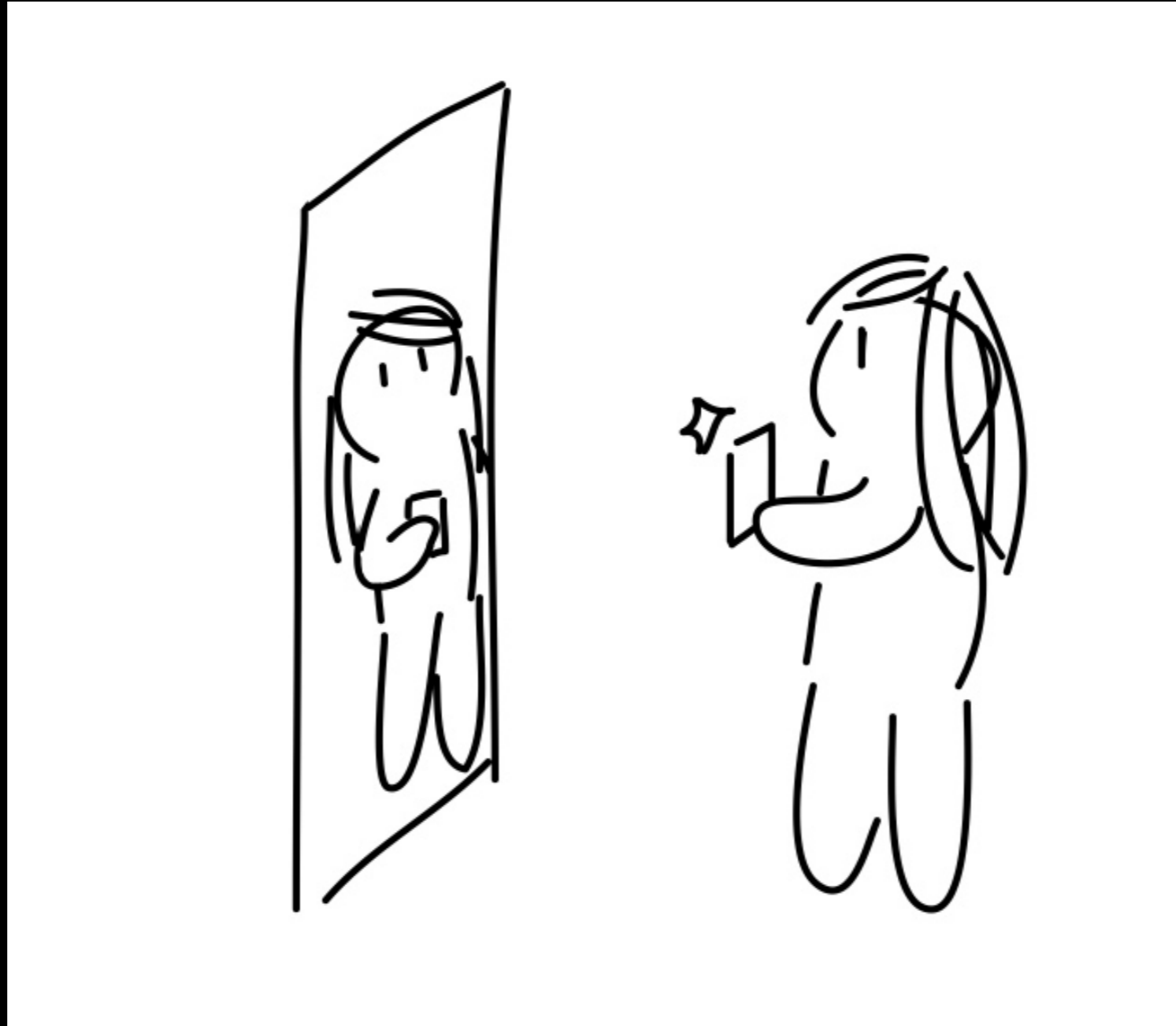
- Determine whether they belongs to any of your projects by metadata

Storyboard 1

Reminders when you need them

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.

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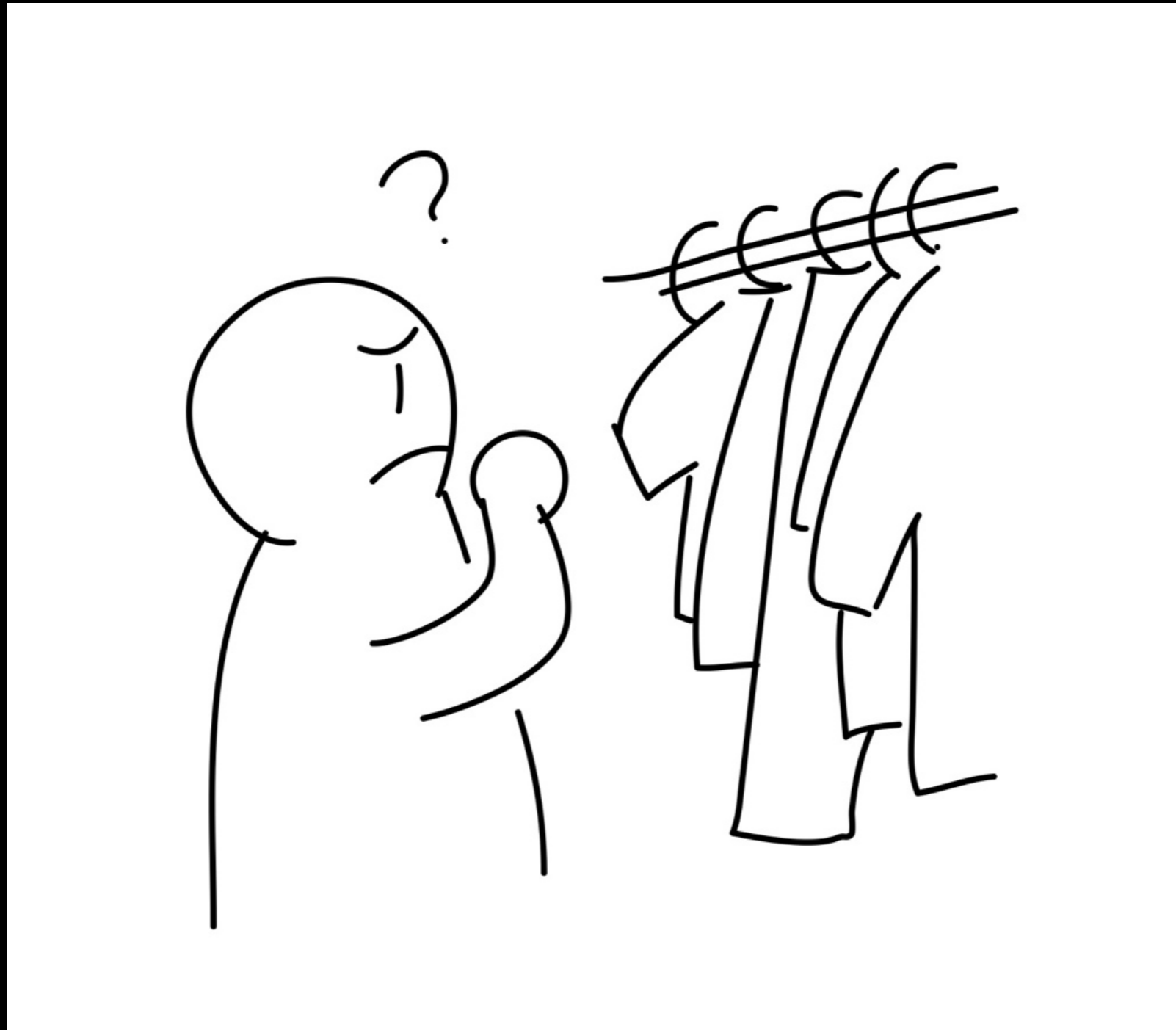
Before an important date, she looked at her outfit history pulled from her camera roll and social network sites.
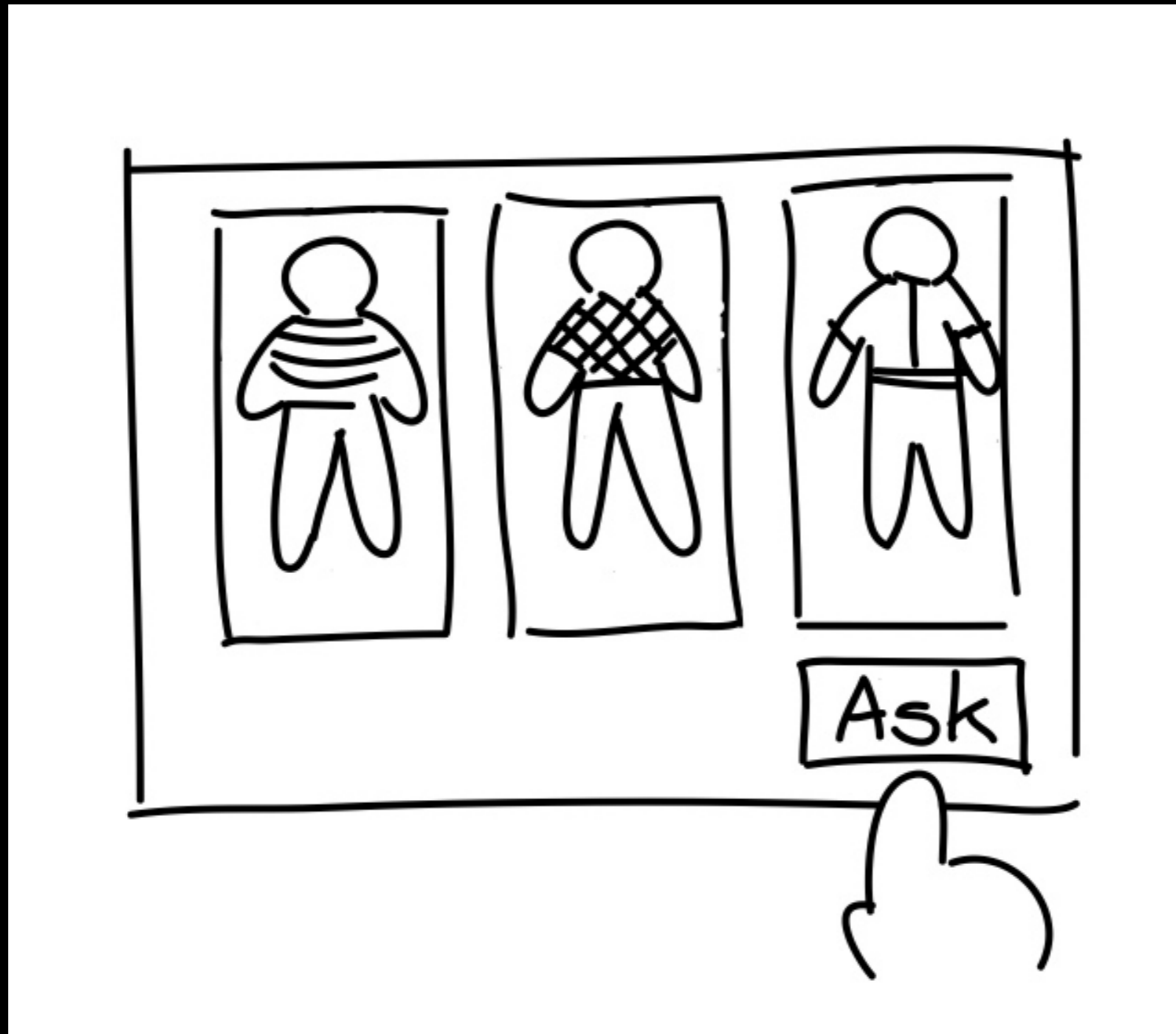
Then she was able to pick a beautiful dress that hasn't been worn recently and impress Daniel.
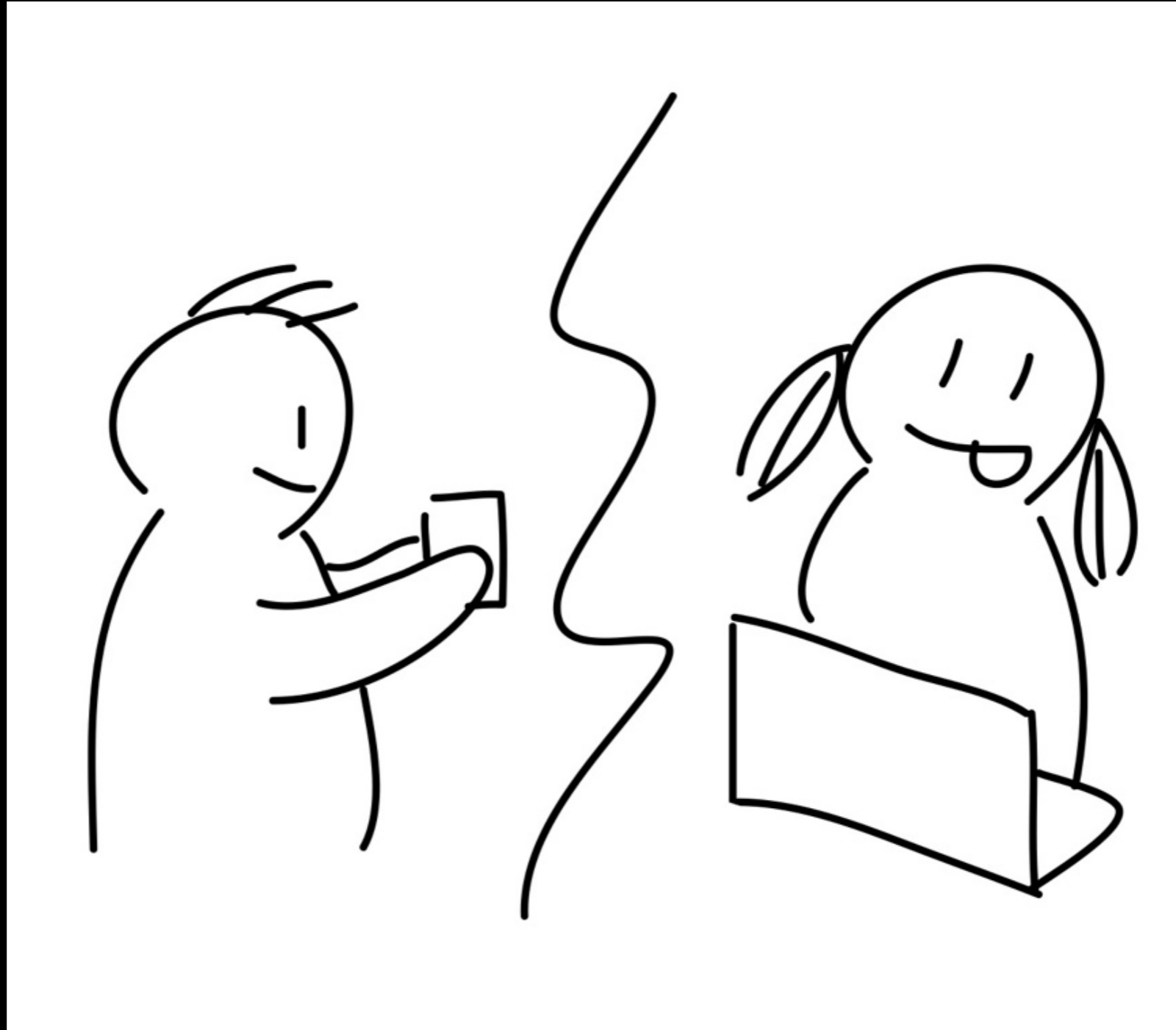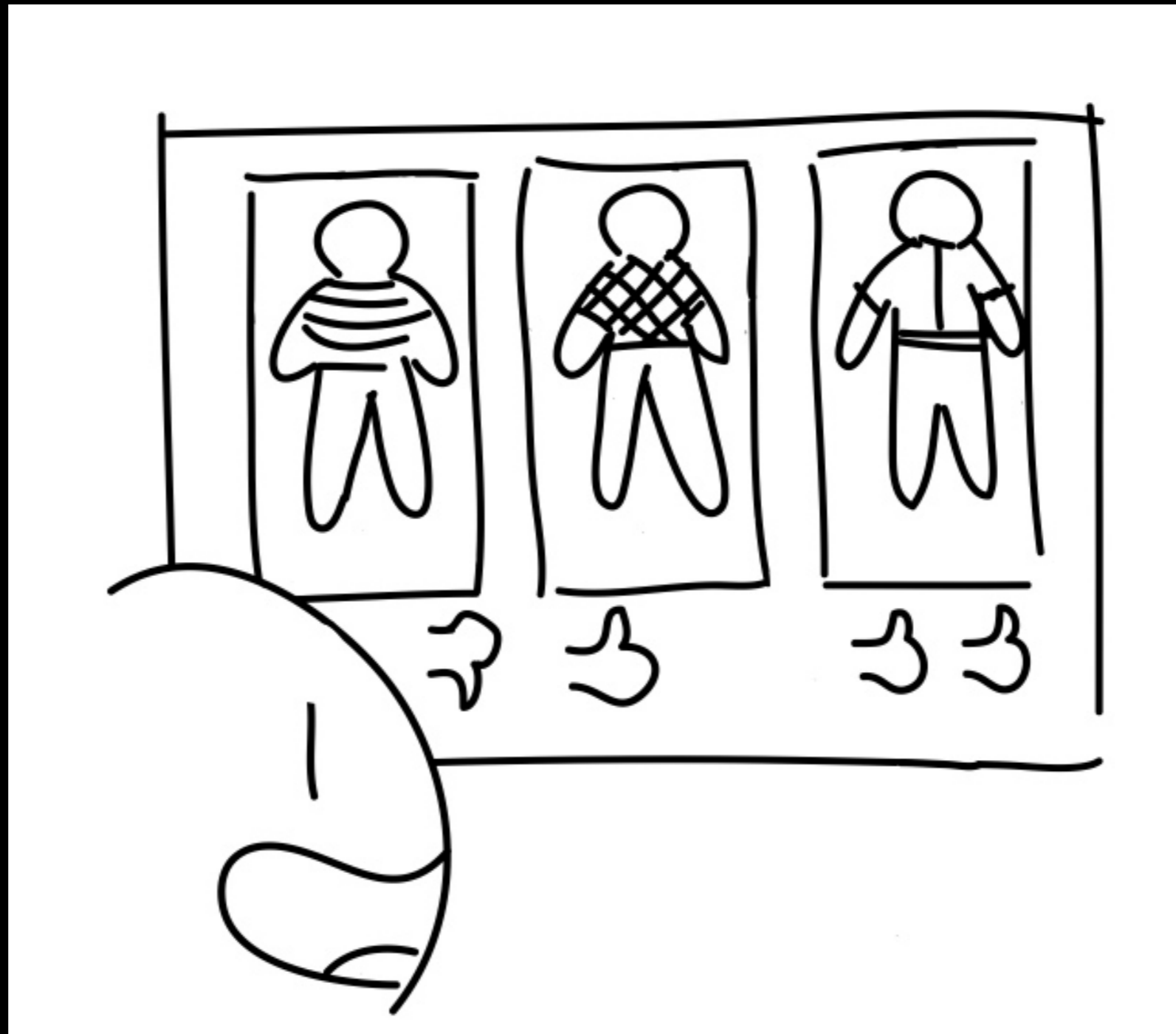
Storyboard 2

Get suggestions

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
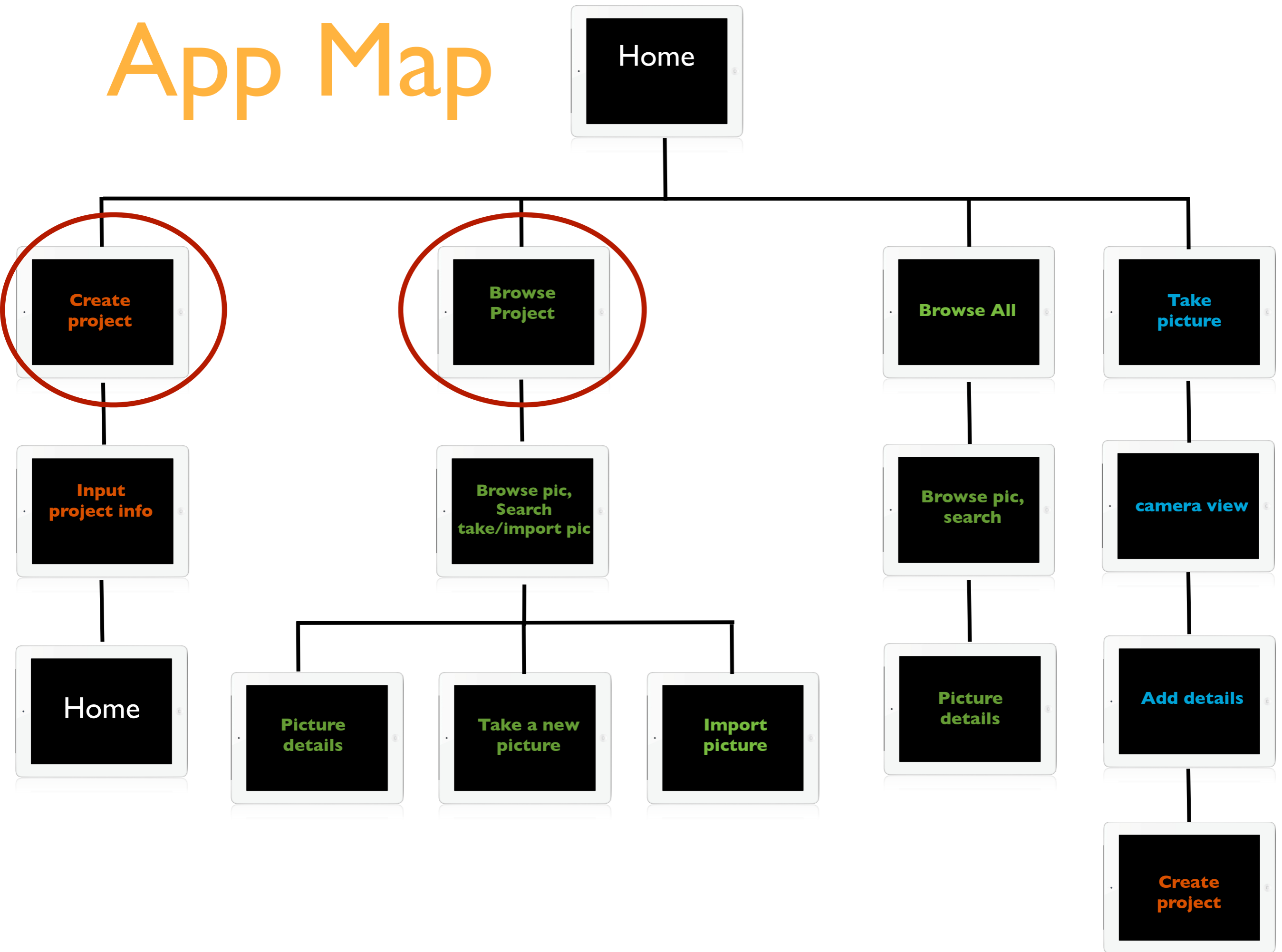and quickly provide their opinions.

Derek's problem was solved! In addition,
he marked the 3rd one has favorite for future references.

Plan for Prototype

- Use Axure

- Primary platform: smart phone

- Customized UI for tablets

App Map

Home

Create project

Browse Project

Browse All

Take picture

Input project info

Browse pic, Search take/import pic

Browse pic, search

camera view

Home

Picture details

Take a new picture

Import picture

Picture details

Add details

Create project

Thank you

Q&A