<u>Background</u>

We're a Dutch startup smart clothing startup called ADAM & AOKI.

So what do we mean by smart clothing? In short, we want to start making clothes that help people overcome everyday challenges. We feel that after thousands of years of practicality, it's time for clothes to become as smart as we are.

We plan to launch our first product in June via kickstarter. Our concept is a kids t-shirt that changes colour and warns users that they are in risk of getting sunburnt. The smart fabric in the t-shirt detects the presence dangerous UV light (the stuff that gives you sunburn) and will warn children and parents via a colour change in the sleeve. Our smart t-shirts also takes into account both your skin type and the time it takes you to burn

The first line of products won't involve wearable tech. Whilst we do envisage that it will become part of our products in the future we feel that affordable technology at present isn't advanced enough for it to be practical and durable enough for kids.

<u>1. App</u>

To augment a product we would also like to develop an app. The main aim of the app is to draw upon the UV Index and alert parents of dangerous changes in the UV Index.

Please note the app and the t-shirt have different functions. In order to calculate the UV Index a number of factors are taken into account including wavelength, strength and weight. Sadly there exists no fabric that can detect the UV Index and so instead we would like to create an app.

We believe that the combination of t-shirt and app provides a double warning system, therefore helping to reduce the risk of sunburn and skin damage.

Ideally the app would include the following key features:

> Great, easy to use UX. Think simple but elegant
> Good clean UI (fun stuff is allowed)
> Three sections in the app >>
    1.   The weather forecast and local information on UV Index level
    2.   A good community forum/chat
    3.   About page with external linking to brand social media and website
> Alerts and push notifications that coincide when the UV Index changes and reminders to re-apply sun cream
> Compatibility with IOS & Android
> Ability for additional updates
> Clean code

Existing apps in the market for inspiration:

QSun - Sun Safety & UV Forecast >>
Adroid: https://play.google.com/store/apps/details?id=com.comfable.QTempApp
IOS: https://itunes.apple.com/us/app/qsun-sun-safety-advisor/id1117106666?mt=8

Ultraviolet ~ UV Index
IOS: https://itunes.apple.com/us/app/ultraviolet-uv-index/id445874481?mt=8

UVLens - UV Index Forecasts (Beta)
Android: https://play.google.com/store/apps/details?id=com.spark64.uvlens.mobile&hl=en
IOS:

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2. Website

We need a website for our brand; ADAM & AOKI. The URL www.adamaoki.com has been purchased but right now it's empty.

As all good brands do, we'd like our website to become the heart of our digital ecosystem. It is a place where we can sell our product, tell our brand story and communicate PR/updates etc. To make it simple I imagine the e-commerce part of the website could be an easy link to a shopify page. The most important for now is an easy-to-use website for our target group; young parents with disposable income.

Our general requirements include:

1. A loading page (see here for an example) with the text >>

     "Welcome to clothing 4.0, where functionality meets fashion. "

2. UX & UI
> Great, easy to use UX. Think simple but elegant
> Good clean UI (fun stuff is allowed)

3. Ecommerce feature
Simple link through to shopify

4. Simple, clean content blocks
Including non-glitchy video content enabled, also in banner form. And an integration with YouTube.

5. A press section
So we can show off all the highlights, presented in a fun non-boring way

6. About page & founders story
Where we can tell our personal story and inform people about the brand

7. Social and newsletter
Integration with our social channels, shareable buttons and a place where fans can sign up to newsletter updates.

Website inspiration >>
https://www.weber.com/ZA/en/genesis-ii
https://www.awwwards.com/websites/
https://shopjackie.com/
https://wolfgangstore.com/