

## **DESIGN BRIEF**

### **STYLE MATCHER**

## **ORGANIZATION PROFILE**

We are working on the app which could make shopping for our potential customers much easier. The idea of the app is to match particular item with other clothes and to show the location of stores where it's possible to find and buy it. Our aim is to make shopping for our users faster and more pleasant. Our next goal to create popular social network of our app with blogs, score and most popular users to make people interact, share their style, find new friends and inspiration. There are some shops that can match clothes, but it's only possible with one brand. Our app is unique, because it can combine different stores, which gives more opportunities for making your style more interesting. In addition, our app will contain the user profile, where it will be possible to choose your personal characteristics and to define the budget.

## **KEY PROJECT STAKEHOLDERS**

Our work is based on group work and we want to archive the result where every opinion and idea are important.

## **PROJECTS OBJECTIVES**

- What do we want to achieve?
  1. Easy shopping for our users
  2. Collaboration with different fashion brands
  3. Popular fashion social network

We want to achieve the raise of GDP of Denmark in fashion sector by developing the app StyleMacher which can enhance

the positive experience of shopping , eliminate frustration and fulfill the need of having enough time for our target segment.

- Who is the target audience and what hot buttons do we need to focus on?

Our target audience is mostly young people and women. Main points are modernity, easy access, usability, communication between users, stylish design, simplicity.

- What are our branding issues that relate to this project?

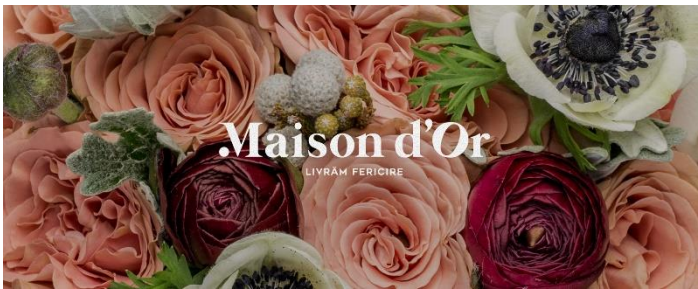
Collaboration with popular brands, gaining popularity among the users.

## **SCOPE OF WORK**

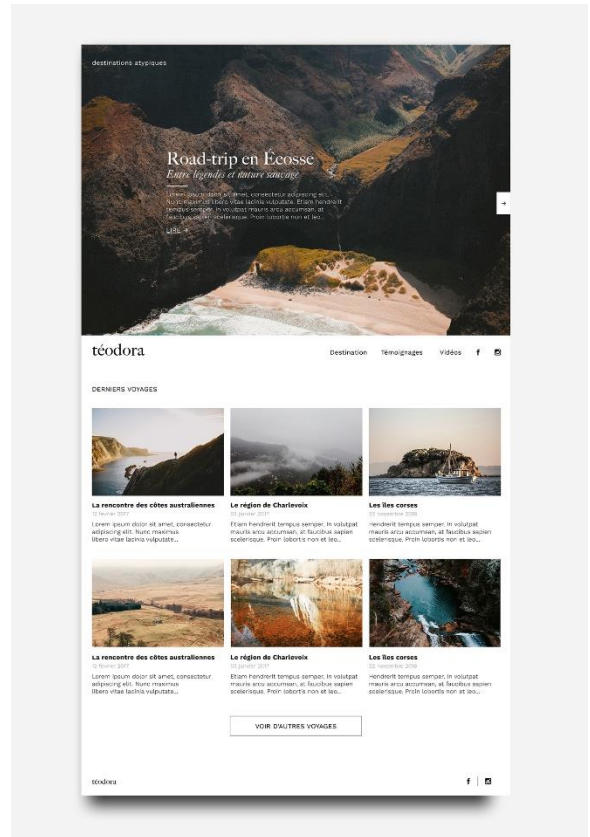
- What are our expenses for the project?
  1. Fashion designers (style matches)
  2. Popular bloggers and vloggers (promotion)
  3. Advertising (promotion)
  4. Developers (website and app design)
  5. Domain
- How are we going to evaluate the success and failure?

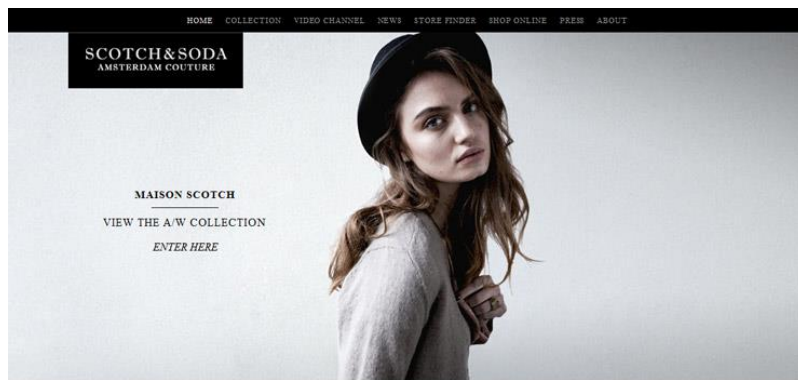
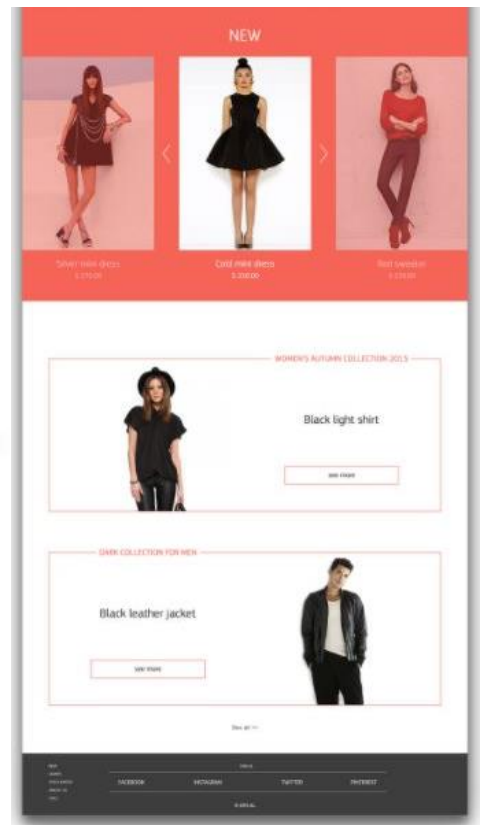
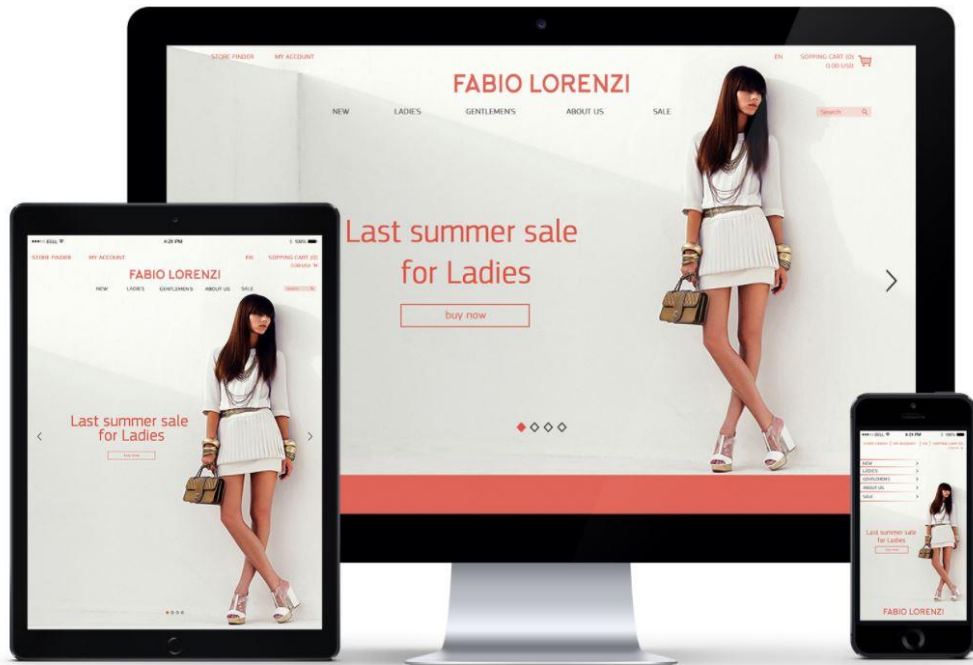
We are going to evaluate the results by the app popularity and amount of the users. We will also have a feedback section, where users can share their opinions about our app and its usability.

# DESIGN EXAMPLES

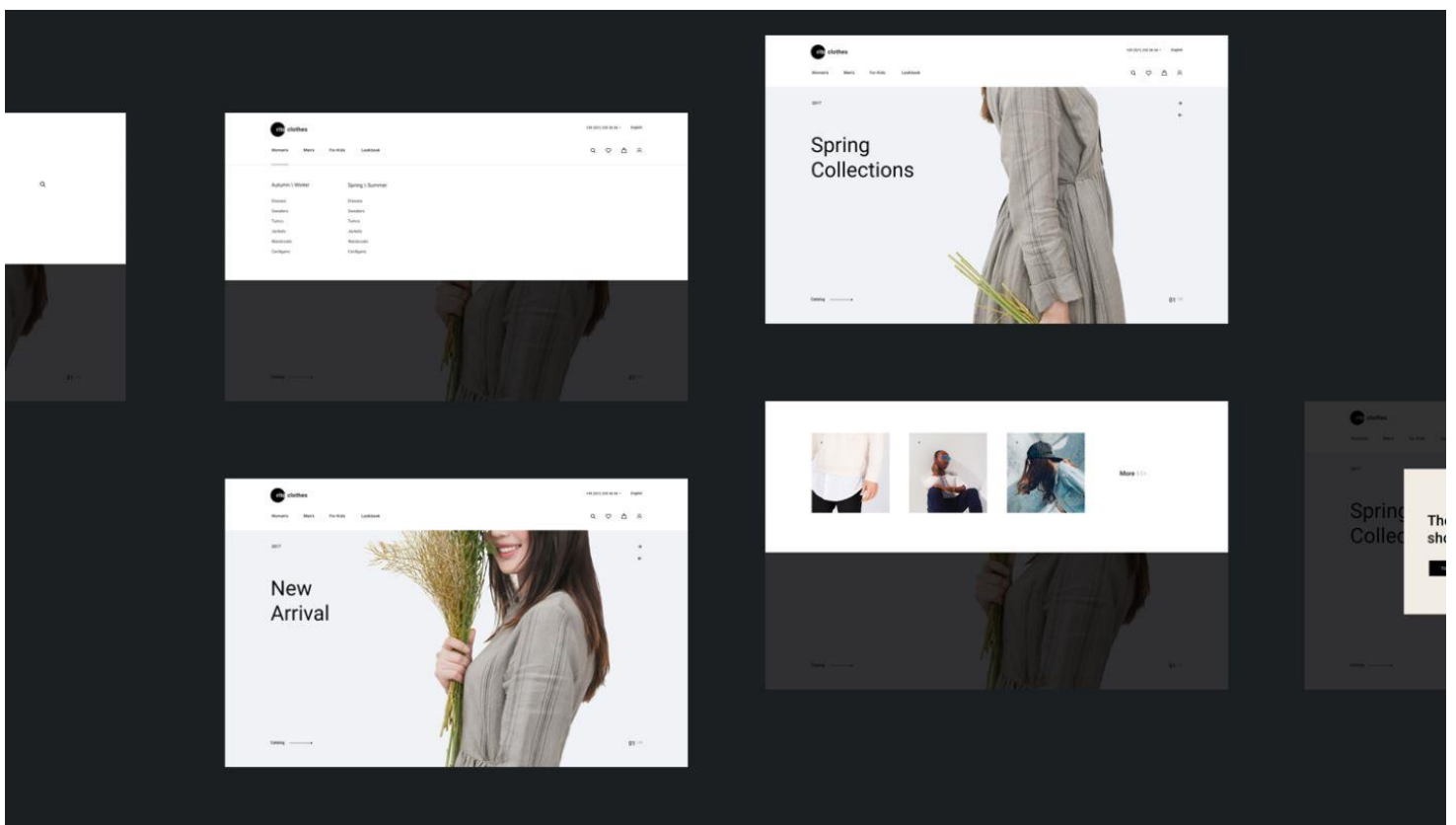


árvore means tree





Latest Scotch News DENIM DETAILS #5: SUSPENDERS



# DESIGN PROGRAM

COMPANY NAME: STYLE MATCHERS

The logo design is a combination of a two letter initials an S and M representing the app's initials "style matchers"

The letter' S' has been intentionally designed to to appear as though its encircling the globe representing the global borderless appeal-we envision the

App will be used across borders,its reach will eventually be limitless.

The globe appears dynamic representing changing trends in fashion

And thus the need to turn to the app for the very best matches wherever

The season and place.

The color pink has been prominently used it represents our initial target users-young ,

cool and trendy, girl who is keen on donning the very best of attires available has the a

World of choices at her disposal.

## CLASSIFICATION AS PER PER MOLLERUP'S TAXONOMY:

**Style matchers logo**

1.Graphic trademark

2.Letter Mark-

3 it has the app's .Abbreviations

4 Initial abbreviation-S&M

5.Non –acronym

## 24 practical requirements of trademarks

1. Visibility-yes,
2. Application yes,
3. Competition-yes,
4. Legal protection-yes,
5. Simplicity-yes.
6. Attention value-yes,
7. Decency-somewhat,
8. Colour reproduction-yes,
9. Black & White reproduction-no,
10. Vehicles-yes,
11. Holding power-yes,
12. Description-yes,
13. Tone of voice-no,
14. Fashionability-yes,
15. Timelessness-yes,
16. Graphic excellence-somewhat,
17. “Buy-me”-somewhat,
18. Is it a trademark...?-yes
19. On screen (Phone, PC, TV...)-yes(primarily online)
20. 3D-yes,
21. Pronunciation-no,
22. Nonverbal sounds-no,
23. Discreet identification-yes,
24. Likability-yes.



# DESIGN GUIDE

## Logo and/or logotype



Placement - centered

## Margins

5 – 15 px

## Size of illustrations

Photos – resolution/size (500 px – 2000 px)

Icons (50 x 50 px)

## Colours

RGB

Background colour (white, blue)

Menu colour (pink)

Links (blue)

## Typography

### Desktop

Cover design – Century Gothic (Bold) + Poiret One

Navigation – Poiret One, 24 px

Caption – Century Gothic (Bold), 40 px

Text – Century Gothic, 30 px

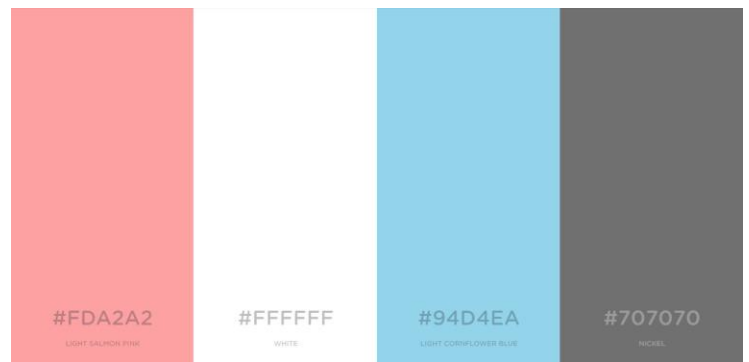
Buttons – Century Gothic (Bold), 40 px

### App

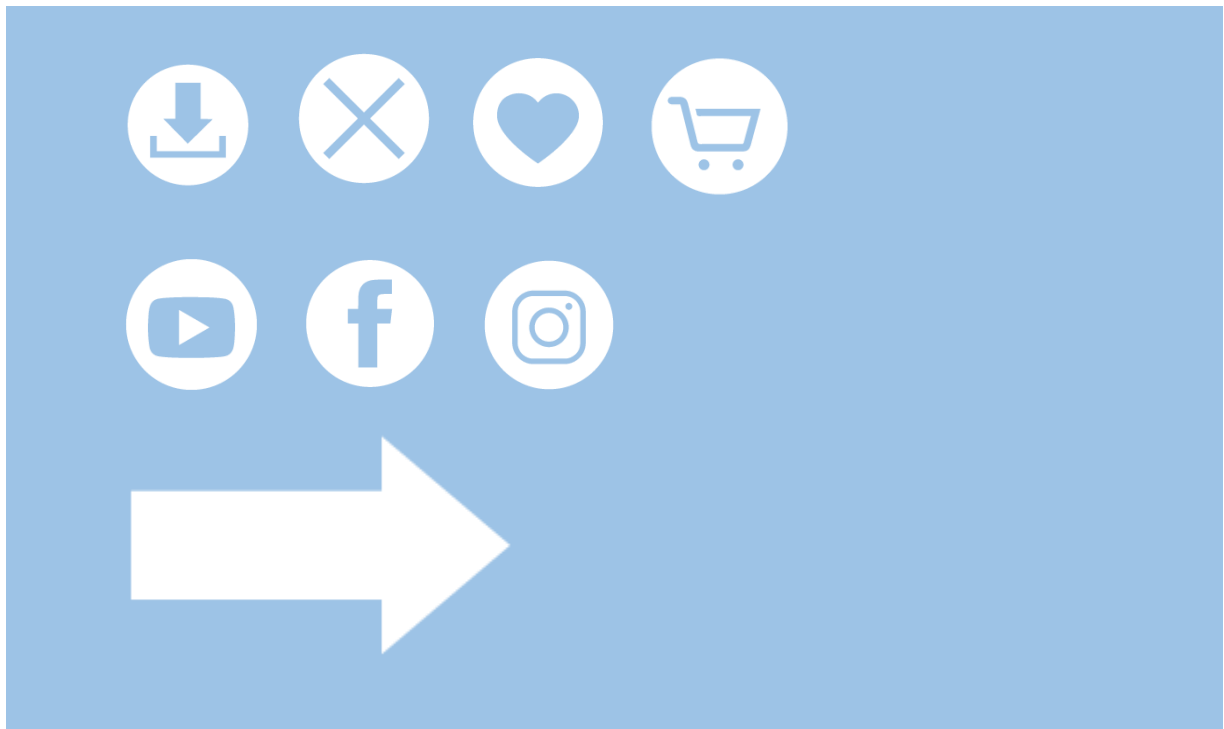
Caption – Poiret One 50 px

Text – Century Gothic, 30 px

Buttons – Century Gothic (Bold) 30 – 35 p



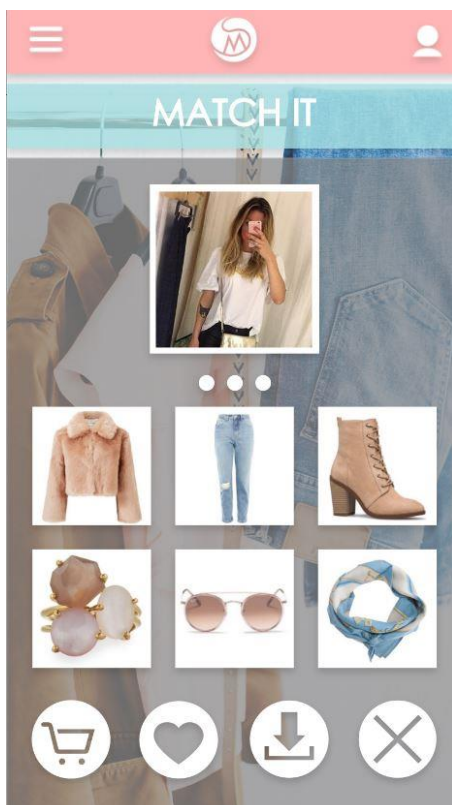
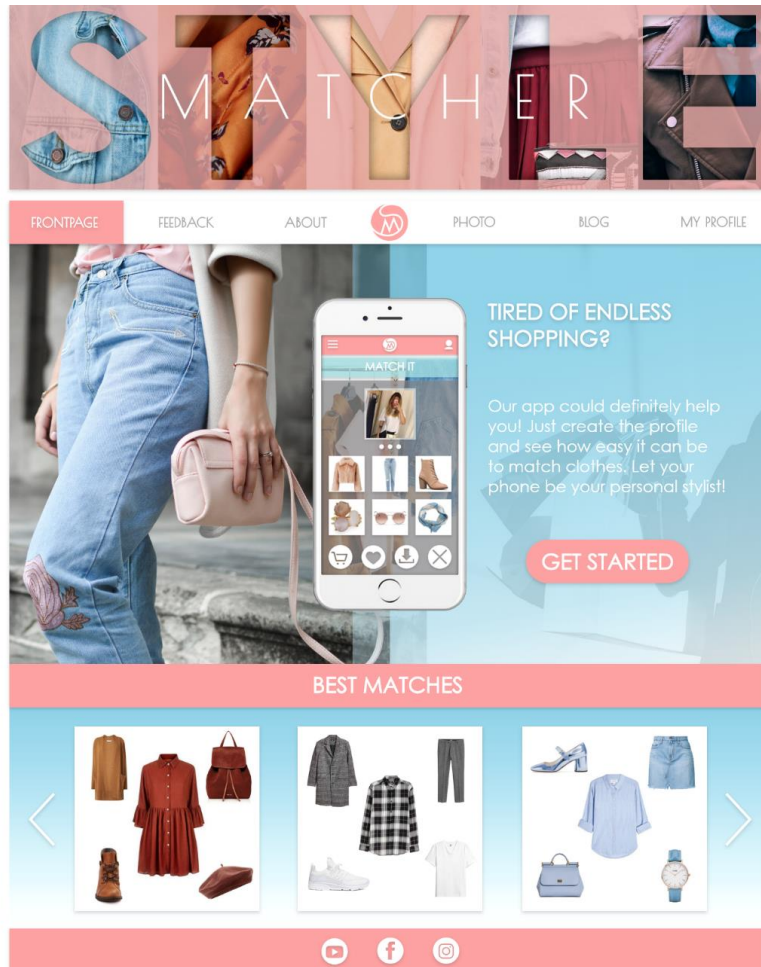
## Icons

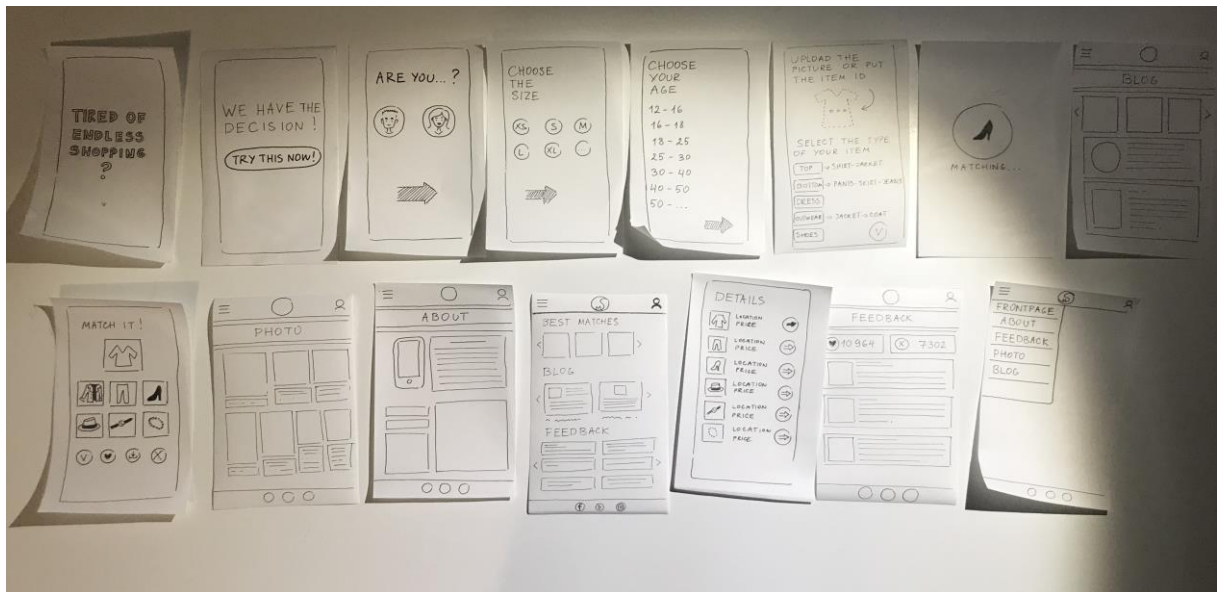




Website prototype <https://xd.adobe.com/view/6e237628-a9a4-441c-80e5-78699c32d2ee/>

App prototype <https://xd.adobe.com/view/11254f2f-9200-4557-a0f2-54b0bcb1394a/>





## TRUNK TEST

What site is this?

(is there a site ID?)

-About app whera you can find clothes and match clothes

What page am I on?

(is there a page name?)

-Yes the headline , it is very easy and clear.

What are the main sections?

(are there section names?)

there is menu where you can find blog , photos, your profile, feedback..

What navigation options do I have here?

(is there local navigation?)

There is a menu and icons which meanings are clear .

Where am I overall?

(are there "you are here" indicators?)

Yes there is always headline which explains what to do like choose your size etc.

## 5 SECOND TEST

What is the name of the app?

Stylematcher, Stylematch . Almost everyone wrote a correct answer .

What do you think is this app about?

Everyone answered clothes , fashion or style and clothing

Would you like to use this app?

Everonye answered maybe , 2 of the respondents answered yes.

Rate the quality of website. ( 1-the worst, 5-the best)

Respondents marked 5 or 4 in one case 3.

Do you want to spend time on the website?

All respondents answered yes.