

Supplemental Documents

- Scenes
 - Script
- Planning/Brainstorming

Scene 1 - filmed

Description: Charlie wakes up, turn off alarm, sees text

Location: Bedroom

Actors: Max (friend), Charlie (viewpoint), Elisa

Props: phone, bed, closet, t shirts; he can wear whatever

Transition

Door to mall

Scene 2 - filmed

Description: Charlie walked up to a store, points phone at mannequin, swipes through button downs

Location: Shopping center

Actors: Charlie (viewpoint)

Props: Same clothing as bed scene, phone, shopping window

Transition

Looks down at normal clothes, switch to him wearing button down, looks up and is at bar

Scene 3

Description: Charlie walks into bar and meets friend and new girl

Location: Bar (Treehouse)

Actors: Charlie (viewpoint), Max (friend), Elisa

Props: drinks in hand

Transition

Hug in and come out

Scene 4 - filmed

Description: Charlie walks up to a store, points phone at mannequin, swipes through suit options

Location: Shopping Center

Actors: Charlie (viewpoint)

Props: different set of casual clothes

Transition

Looks down is wearing suit, looks up is at interview

Scene 5

Description: Sitting at interview, shakes hands, all good

Location: Interview place (wherever)

Actors: Shirin(interviewer), Charlie (viewpoint)

Props: company name on desk, manila folder with paper in it, desk, picture frame, flower pot

Transition

Opens door to mall

Scene 6 - filmed

Description: Picking dress for GF in mall, swiping through pics

Location: Shopping Center

Actors: Charlie (viewpoint)

Transition

Looking down at ring, looks up and girl is wearing dress

Scene 7 - filmed

Description: Charlie proposing to Elisa

Location: Grassy place

Actors: Charlie (viewpoint), Elisa, Max, Shirin, grab some randos

Script

Going out tonight scene

fade from black, first person view in bed, phone on night stand

phone lights up, he grabs it and looks at message

Text reads on iMessage - From Travis, "Hey dude, coming out tonight??"

he crawls out of bed, swings open closet door, like three shirts = shit

* leaves room by opening door, steps into Stanford Shopping Center*

looking for jeans and collared shirt at mall, uses phone to swipe through

jumps to bar scene

*Charlie looks down at outfit, looks back up at friends in bar,

* Travis introduces Char to girl, looks at girl who smiles back at him during handshake*

Job Interview

in mall with his girl

* he's holding hands with girl, gets notification about interview in an hour, immediately switches to app to check out suits*

* transition is him choosing outfit then looking down to wearing it*

* jumps to him pan up in suit, shaking hands to end with interviewer, holding manila folder, walks through door*

Comes back from interview to apartment and gf gives hug

The Proposal

back in mall, looking for dress for girl, uses app slowly, blah blah

cut to guy down on one knee opening ring box, pans up to girl wearing dress, Travis and boss in background filming with their phones

pan out to third person, side shot, Charlie is still on knee but gets up when she nods her head in shock he gets up and hugs her and the friend/boss are chattering together and all is happy

fade to black, fade in our app name and some slogan, fades to black again

“Window - fashion for the future”

Brainstorming

1. **Brainstorm Tasks:** Analyze new and existing tasks that your product enables. Describe three to five tasks in moderate detail that users will perform with your top ideas. There should be at least one each of simple, moderate, and complex tasks. Note: tasks do not say how to carry out the activity, but instead say what the user is trying to achieve. Focus on user behavior, not features. Label each task as simple, moderate, or complex
 - a. New suit for an interview - complex
 - i. Wants a job
 - ii. Wants to support family
 - iii. Wants to buy own apartment
 - iv. Wants financial stability
 - b. Look good for a date - complex
 - c. Expand wardrobe - simple
 - d. Stay with the season's trends - moderate
 - e. Impress significant other
 - f. Look older/ not like a child anymore
 - g. Be cool
 - h. Be unique
 - i. So my girlfriend doesn't think i am a bum
 - j. Starting life over, redefining yourself or something like that whatever**
 - k. New place/climate, need new clothes
 - l. Find new style
 - m. Get clothes as gift for friend
 - n. Find coordinated te
 - o. am/group outfits
 - p. Bridesmaid dresses
 - q. Trying to be young and hip
 - i. Like when my dad wears my clothes
 - r. Look more professional
 - i. A lawyer getting a new suit for court or something like that
 - s. Trying to fit in
 - t. Someone rushing to find an outfit for her friend's party in an hour - complex

Ideas

- Using app during progression of life (ex. Shopping for first date, job interview, etc.) (first person perspective?)
 - Going to a concert with friends - simple
 - Jump to club/bar scene
 - ⊖ ~~Shopping for first date - moderate~~
 - ~~Dinner scene, cute chick smiling back at him~~
 - Shopping for job interview - moderate

- Girl gives him a kiss for good luck
 - Jump to job interview with guy wearing blazer
 - Finding an outfit for her - complex
 - Proposes to her while she's wearing the outfit
 - Pan out to dude with girl plus family around her plus his boss who interviewed him
- Jump scenes (start looking down at outfit and then pan up)
- Each family member using app (sink, parent gets job, child gets girlfriend, something else)
- Dinner date w/ girl's parents night before, girl's birthday
 - Girl: Shopping w/ friends for outfit for birthday dinner
 - Guy: Last minute outfit shopping
 - Parents: Mom sees something in store window while walking past on the way to dinner (present for daughter)
- Three random people each doing different tasks
 - One person gets job
 - One person gets date
 - One person is trendy
 - Etc
 - People bump into each other at store??
- Something that emphasizes others perception of you because of your clothing