

IMANIA

Be your own model

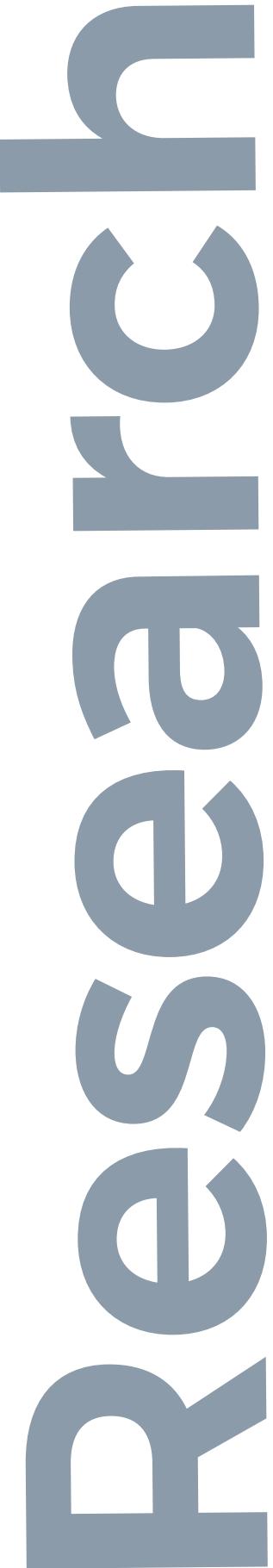
Landon Brand
Chris Caskey
Sonika Patel
Naylee Nagda

Mission Statement

The Imanna mirror seeks to provide each and every customer with convenience. At Imanna, we understand several people have trouble picking an outfit in the morning, especially when there are various factors to be considered. We solve that problem by integrating your personal wardrobe into our mirror, so that you can easily compare garments without having to unnecessarily waste time putting outfits on and off. Imanna also acts as a virtual fitting room, so that you can online shop for correctly sized items, simply by looking at your bedroom mirror, Imanna.

Design

Designing a consistent brand was essential for Imanna. Through the use of fonts, logo, a professional color scheme, and icons in our presentation, we made sure to keep the clean, sleek look that Imanna would portray as a product. By creating several sketches of prototypes and experimenting with different materials used in mirrors, we were easily able to come up with our final Imanna design.



Notable Research Points

"The first glass sculptor was
the head of an Egyptian ruler
Amenhotep II"

"Obsidian is a form of natural glass formed when lava comes into contact with cool air or water"

Ancient Ingredient for glass making:

- Immanukku Stone
(Main Ingredient)
 - Naga Plant Ashes
 - 'White plant'

"Fulgurites, another form of natural glass, is formed when lightning strikes sand and fuses it into long, slender glass

"Glass making can be traced back to 3500BC in Eastern Mesopotamia and Egypt"

Words that Stood Out

Silica
Amenhotep
Naga
Obsidian

Cristallo
Immanukku
Mesopotamia
Gold Leaf

Alternative Names Considered

Our product is a smart mirror so we tried to come up with a play on words. We also considered spelling the word “Glass” in various languages.

My-rror Me-ror Spiegel [Swedish] **Verre** [French]
Glâs Oglinda [Romanian] **Lustro** [Polish] **Vidrio** [Spanish]

Instead of using a play on words or spelling out “glass” in various languages, we wanted to use a word that had strong significance with the past as our product revolutionizes the future. Therefore, we decided on “Imanna”, a shortened version of “Imannukku”—a stone which was used as the primary ingredient in the ritualistic process of Glass Making in ancient Mesopotamia.



“IMAN”- Indonesian word that stands for faith. The same way we want customers to trust our product

After choosing our product name, we had to choose the target market we wanted to appeal to and the socio-economic image the “Imanna” brand would project.

1. Inexpensive product accessible to everyone.
2. Product accessible for the everyday user. Consumer at this stage cares more about function rather than brand.
3. Product accessible to consumers slightly wealthier than the regular everyday consumer.
4. Wealthy consumers who only care about the brand and people associated with the brand.

Chosen Stage

4					
3					
2					
1					

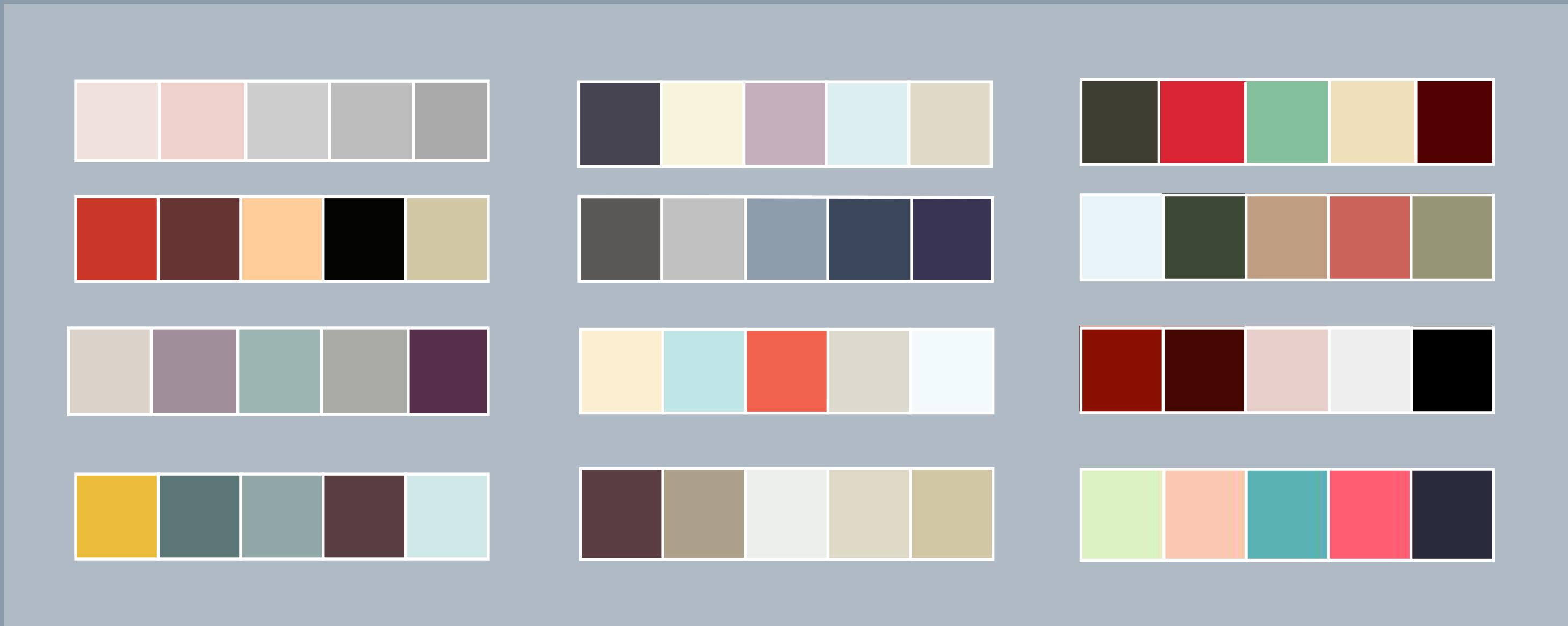
Since our product is targeting the 3rd layer of our brand hierarchy, we want to target consumers who do not mind using a brand if it's associated with quality. Within the 3rd layer of the brand hierarchy, we identified the following users:



From these users, we decided to target young working adults from the ages of 21 and 33 as they are the age group that we identified as fashion conscious.

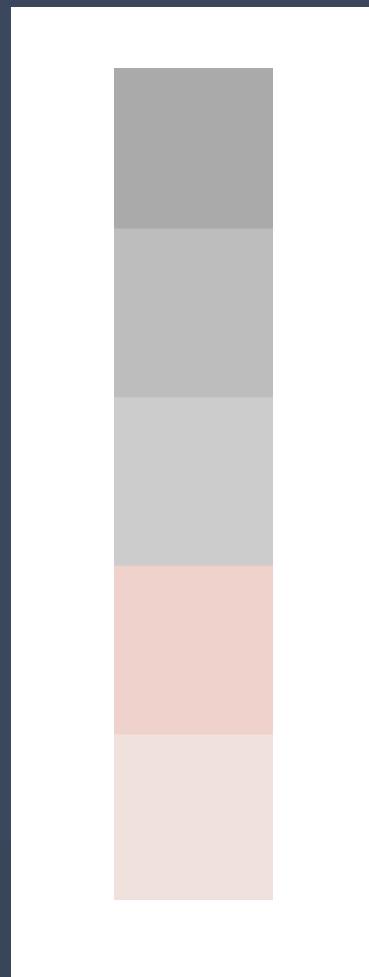
Identifying the colors for Young Adults

We wanted our product brand to have colors that made it look sleek and posh in order to target young aesthetic-conscious adults. In addition, we wanted it to stay elegant and simple so that the focus would be on the software of the product. We created the following swatches for our product:

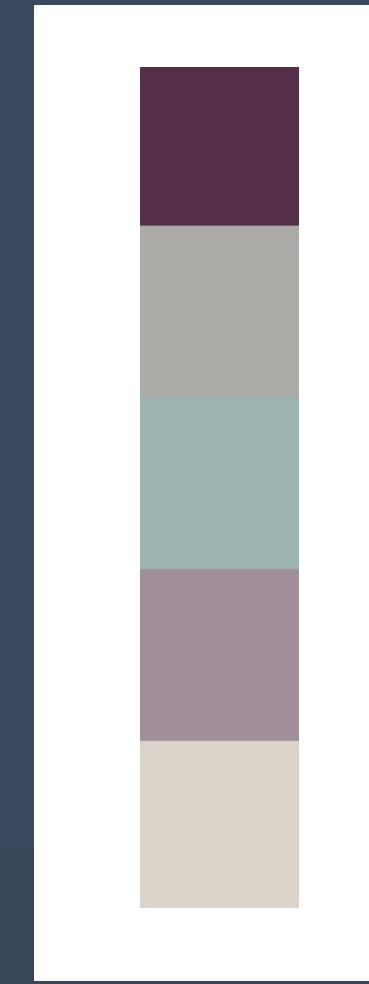


Chosen Color Palette

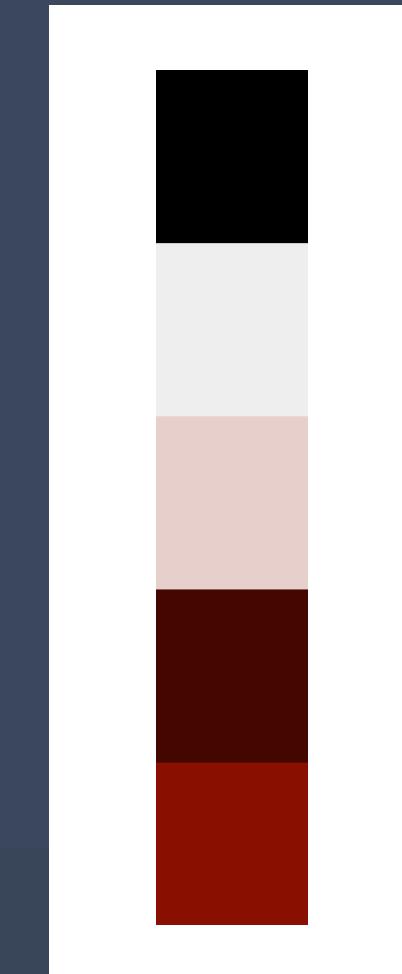
We chose this color palette for its natural, reserved colors that can be easily adapted into any area. However the light pink tones did not fit our gender-neutral target market.



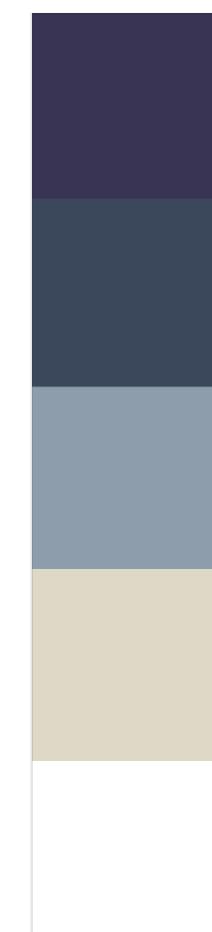
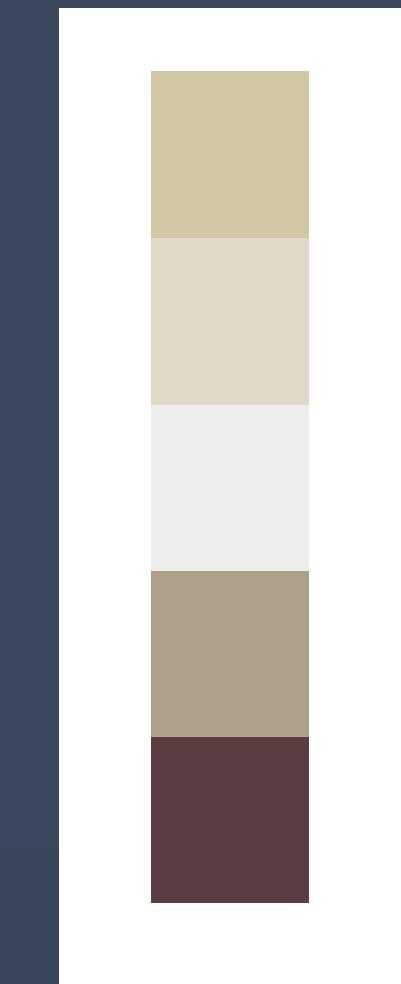
These colors also fit our idea of a mellow aesthetic and embodied the youthfulness that our target market shares. However, these colors may be too unique to be universally adaptable.



This palette contains bolder colors such as a deep red and midnight black. Although these colors are very professional in feel, they also portray an older essence and do not match exactly with our target.

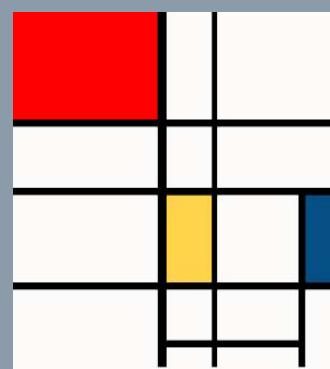


The final palette is also very neutral yet is lacking of much emotion and dynamics making it a little boring and unexciting. It may fit our target market but we believe it should contain more personality and style.



These blue and grey tones seemed to fit our target the best. They are professional and neutral, yet still youthful. They are calming and generally appealing to the eye making them the perfect color palette.

We gathered images and keywords that we wanted the "Imanna" brand to be associated with. These images represent sleek, functional and highly technological designs that can be easily integrated into one's daily life. We wanted the "Imanna" brand to encompass these key words and design styles to attract our customers and seamlessly blend technology with aesthetics.



FUTURISTIC

FRIENDLY

TRUSTED

CLASSY

SMART

COOL

Brand Name:

IMANNA

The “IMANNA” Brand will be targetting young working adults. It is a brand that has a timeless, yet sleek and elegant look . It is a brand that respects the history behind glass and mirror making and it will pave the way forward towards revolutionizing mirrors with technology. IMANNA will be available for stage 3 in branding hierarchy for consumers to use and feel posh.

Research: Identifying Logos for Inspiration

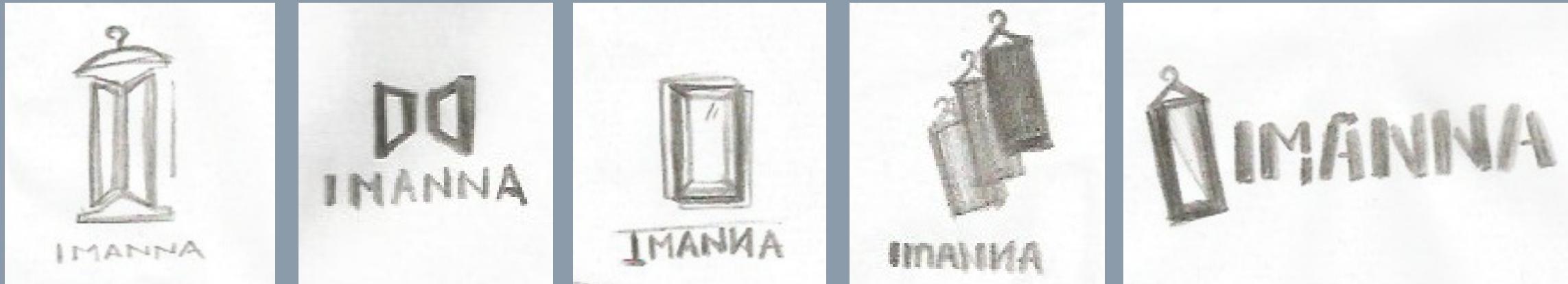
After coming up with a brand name, color palette, identifying the target market and the qualities that would be associated with our brand, we decided that we needed a logo to make our product identifiable. To do this, we collected logos that we would use as inspiration.



Designing Logo Concepts



Top 5 Handdrawn Logos



Top 2 Digitized Logos



This logo captures the clean look of our brand.

This defined font in this logo reflects the smart technology integrated in our mirror.





Fonts considered for Title Text

IMANNA

[Montserrat]

IMANNA

[Uni Sans]

IMANNA

[Timeless]

IMANNA

[Sansumi]

IMANNA

[Queen of Camelot]

Fonts considered for Body

The Mirror

[Roboto]

The Mirror

[Myanmar]

The Mirror

[Charter]

The Mirror

[Avenir Next]

The Mirror

[Helvetica Neue]

Fonts considered for Logo

IMANNA
[Dita Sweet]

IMANNA
[Sansation]

imanna
[Xisfani]

IMANNA
[Cracked]

IMANNA
[Daiichi]

IMANNA
[Znikomet No.65]

IMANNA
[Jambetica]

IMANNA
[Quantum]

IMANNA
[Vonique 64]

IMANNA
[Arual]

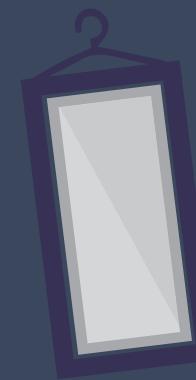


We wanted the typography throughout the promotional material to capture the sleek, clean look of the Imanna brand. Many of the fonts we considered for the logo, we also considered for the title text. We made sure not to restrict ourselves to a limited set of fonts and be open to various possibilities.

integrated
intelligence

Final Branding

Quantum



IMANIA

The mirror that saves you time and
keeps you updated with the latest
styles.

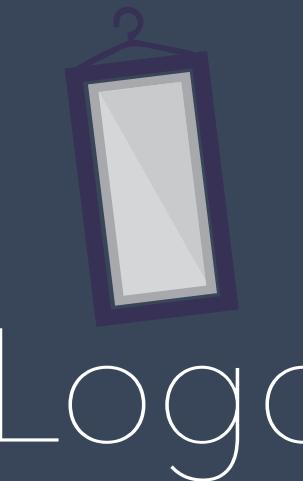
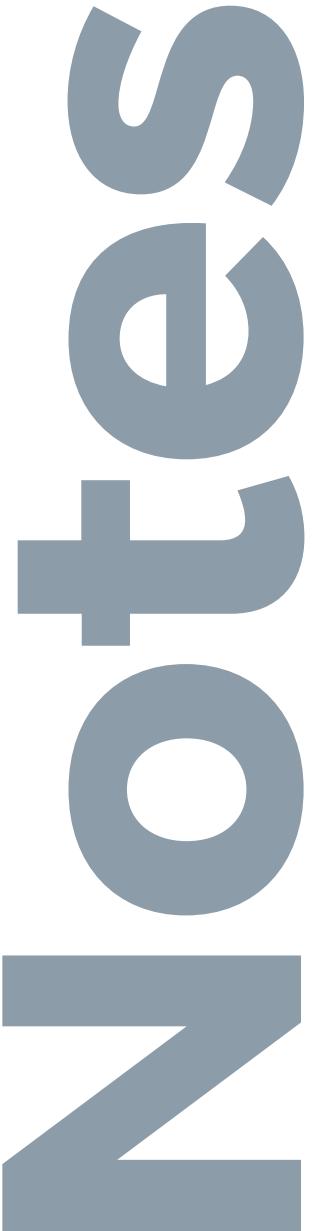
Montserrat
Semi

Avenir Next

We wanted to create a simple, yet bold tagline that will not only resonate with every user, but also attract other customers in purchasing an "Imanna" mirror.

Your Choice. Your Style.
Be your own model.
Convenience at your service
No more bad choices
Make smarter decisions.
Unleash possibilities
Imagine yourself.
See your potential.
It's time for style.
Revolutionize style.
Your Fit. Your Style
Choose wisely.



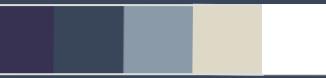


Logo

Our final logo captures the sleek look that we are striving for the Imanna brand to encompass. In addition, its simplistic look of integrating a mirror with a hanger makes our logo instantly recognizable, yet subtle enough for users to associate it with everyday objects they see. To adapt to dark and light backgrounds, we created two similar versions of our logo.

Heading Body Text

We chose Montserrat to be our heading font as it was heavy and well defined. For our body text, we chose Avenir next body text as it was lighter and curved making it more readable. It was also a clean font that suits the Imanna brand.



Palette

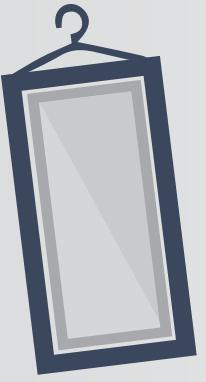
We decided on this font as it appealed to our target audience of young working adults and it was a right mix of professional with the darker blue and grey and youthfulness with the light blue and beige color. Since most new technology is associated with greys, we thought this color palette would be best.

IMANNA Logo font

We used the Quantum font as our logo font because the sharp edges are like the straight edges of a mirror. In addition, we inverted one of the N's to make it look like a reflection as our product is a mirror. We used all capital letters to create a bold statement .

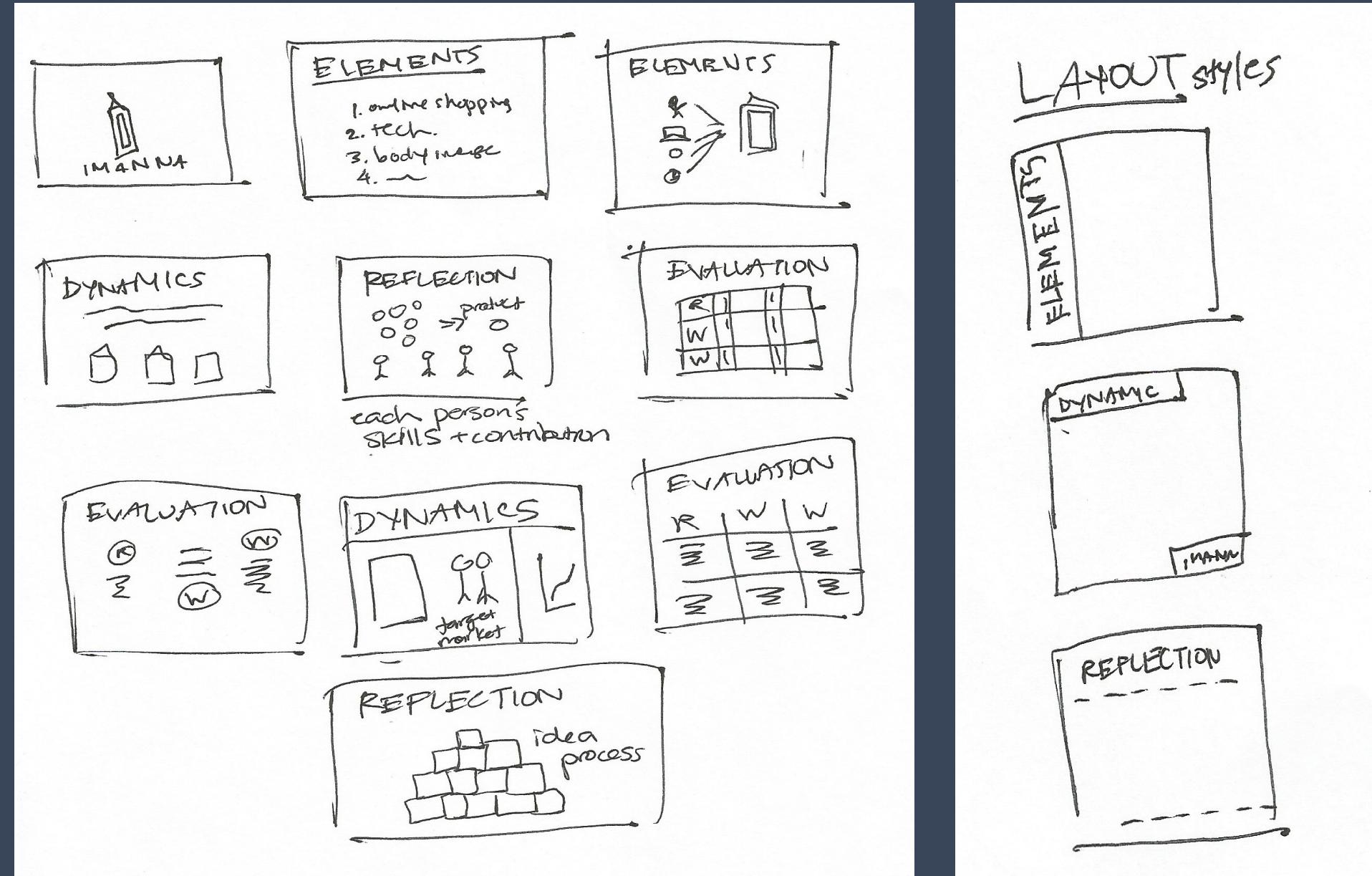
Be your own model. Tagline

This is our chosen tagline because it captures the purpose of Imanna- where one can see the clothes modelled on a 3-d rendered version of his or her body. In addition, it's an empowering tagline.



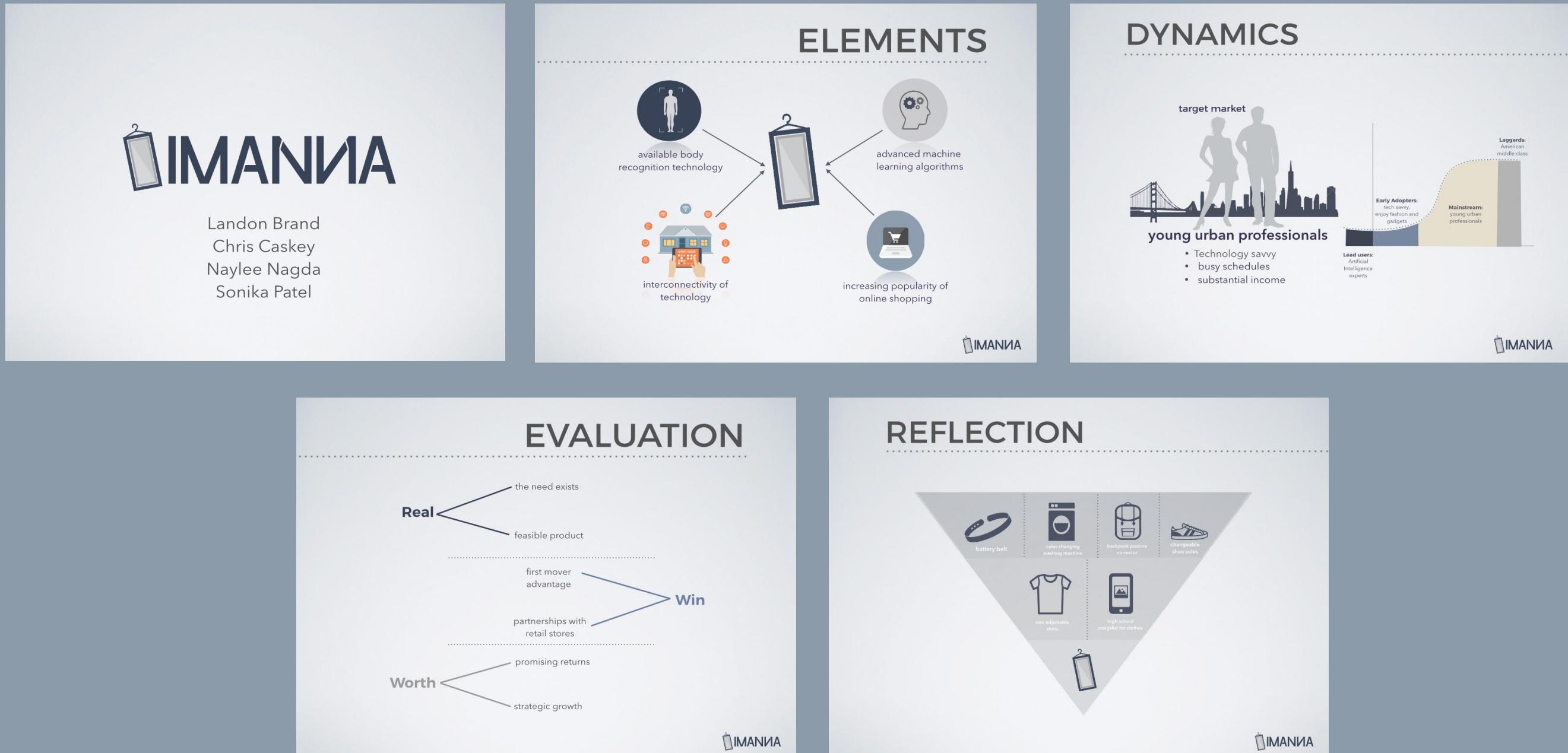
IMANVIA
Be your own model.

presentation sketches



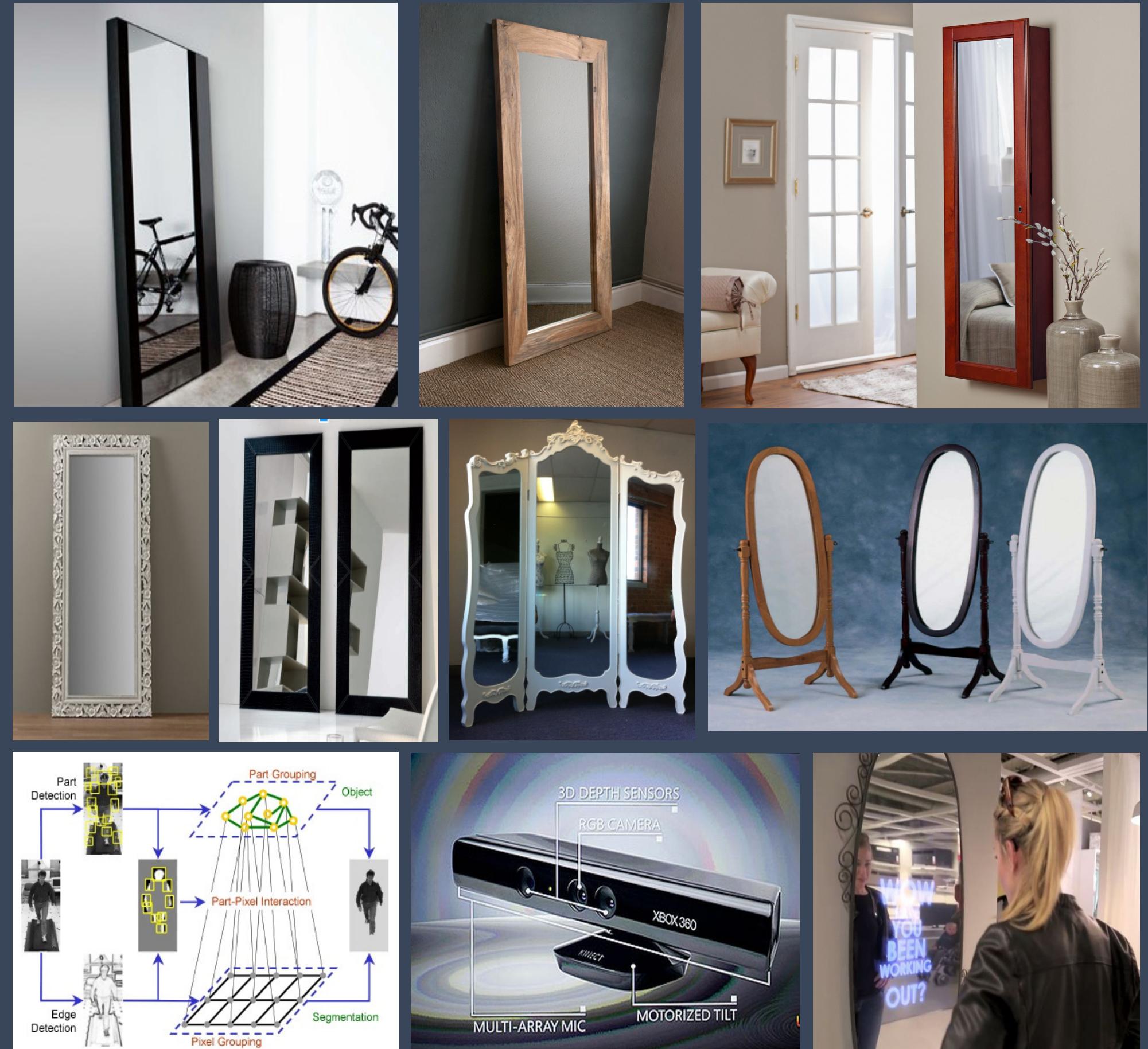
Before creating our powerpoint, we considered the layout and style of the entire powerpoint. We wanted the deck to contain both text and graphics that explain each bullet point. The pyramid for the reflection slide easily conveys the process of elimination we went through from a wide range of unfeasible ideas to finally reach Imanna. For the dynamics slide, we wanted to add vectors that display our target market and use an 'S' curve to show each of our users. Since we had a lot of trends, we decided to use a web layout to show key elements that would contribute to the success of Imanna.

Presentation



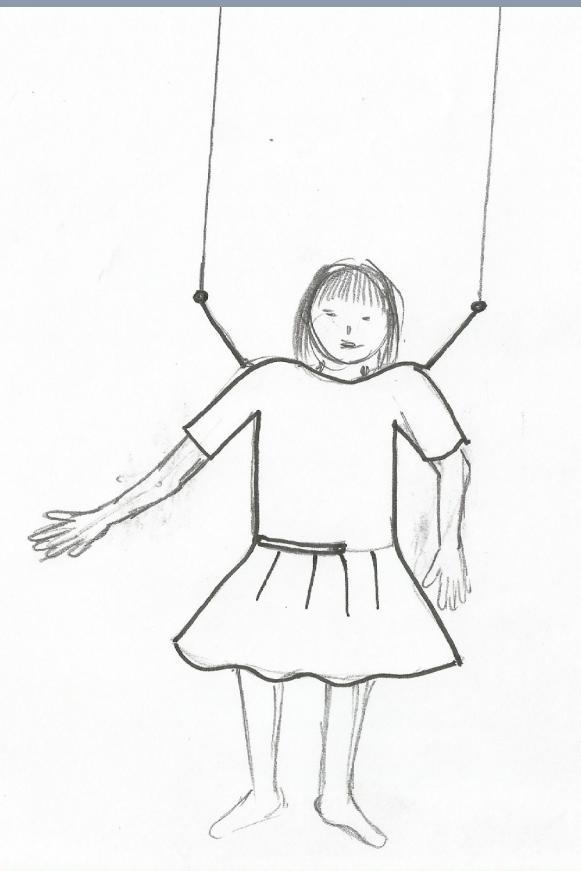
Design Research

While coming up for a model for the prototype, we researched various frames that would be suitable for our everyday user and adaptable to a bedroom setting. We also researched various shapes of full length mirrors. For the software of the prototype, it was necessary to understand how body recognition works and how we can incorporate a kinect sensor to carry out the functions of Imanna. After seeing two-way mirrors with a screen attached to the back, we decided upon the materials to use for the prototype.

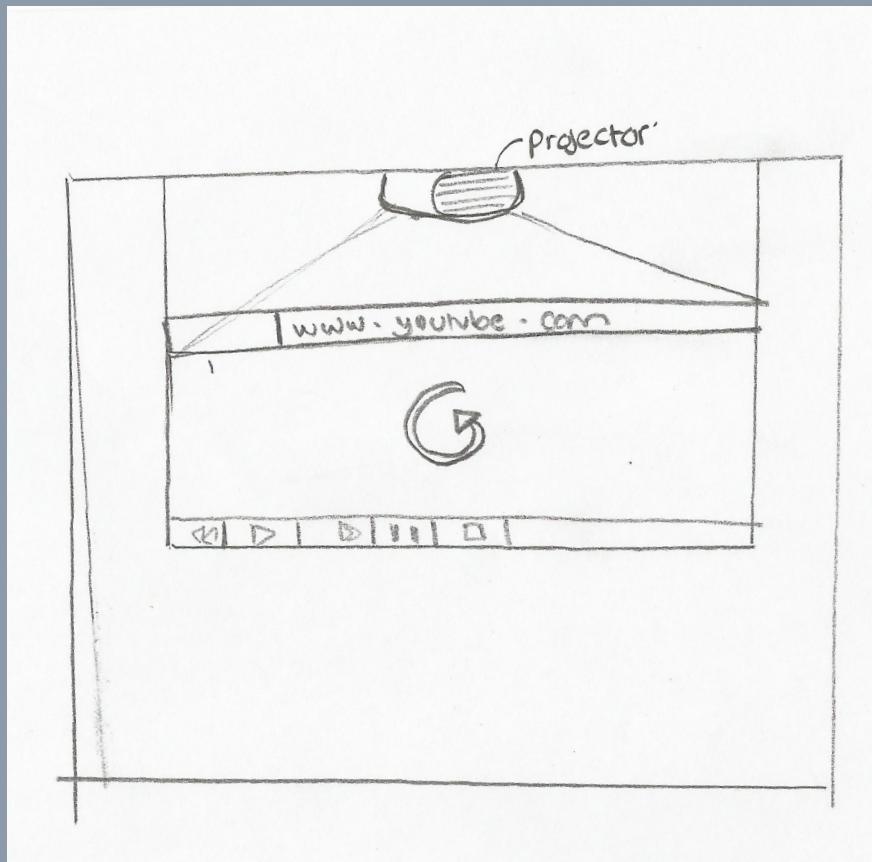


Sketches of Prototype

Before we decided on a prototype of an acutal mirror, we came up with ways to create the illusion of a working system so as to make our audience understand how Imanna works.



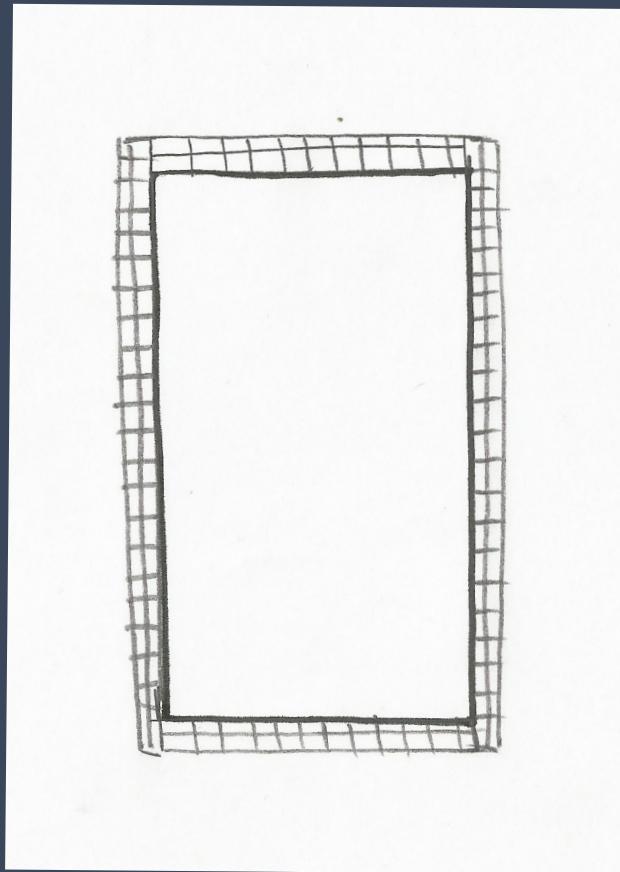
Hanging clothes



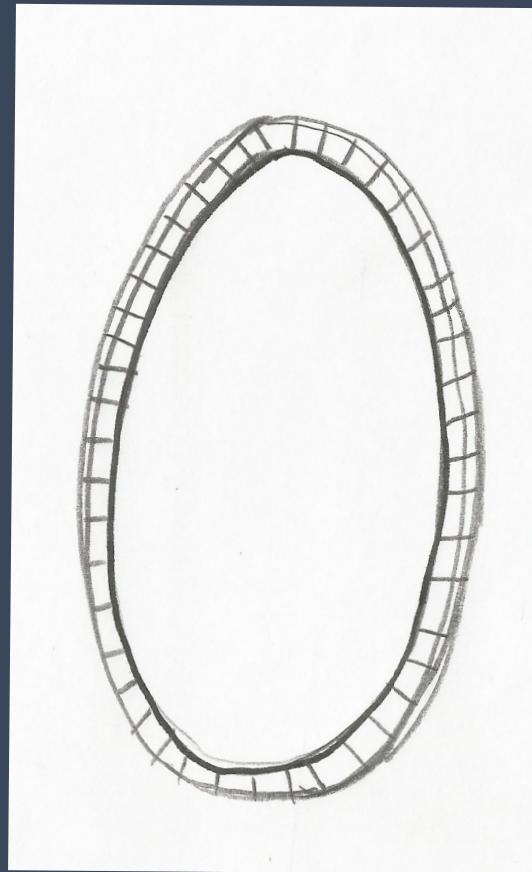
Video demonstration

For the hanging clothes, we thought about a prototype similar to a peep hole where there were clothes made out of cardboard and the person stood behind the "clothes". However, this seemed too tacky and would not align with Imanna's principles of clothes virtually morphing around one's body. Our second idea was creating a video that would demonstrate the manner in which Imanna works. However, this seemed too plain. Hence we settled on trying our best to build the actual product.

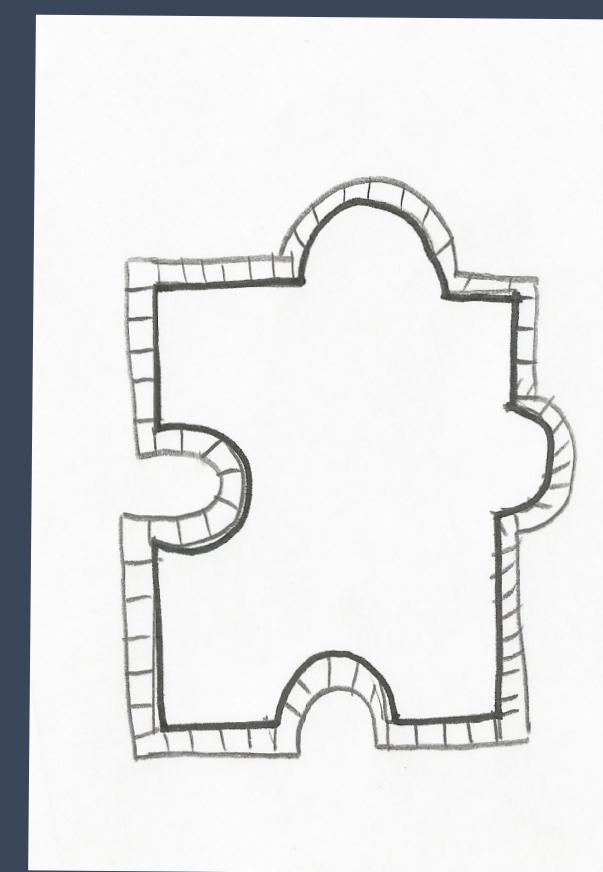
Once we decided on a mirror, we had to come up with a frame for the shape of the mirror. Below are the choices we considered:



Rectangular Mirror



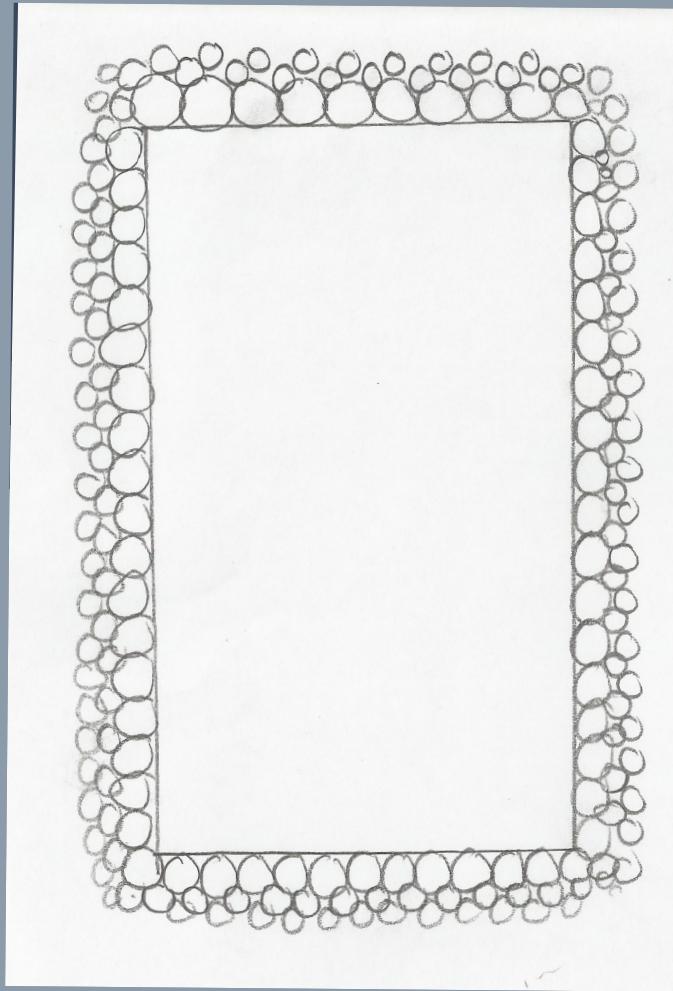
Circular Mirror



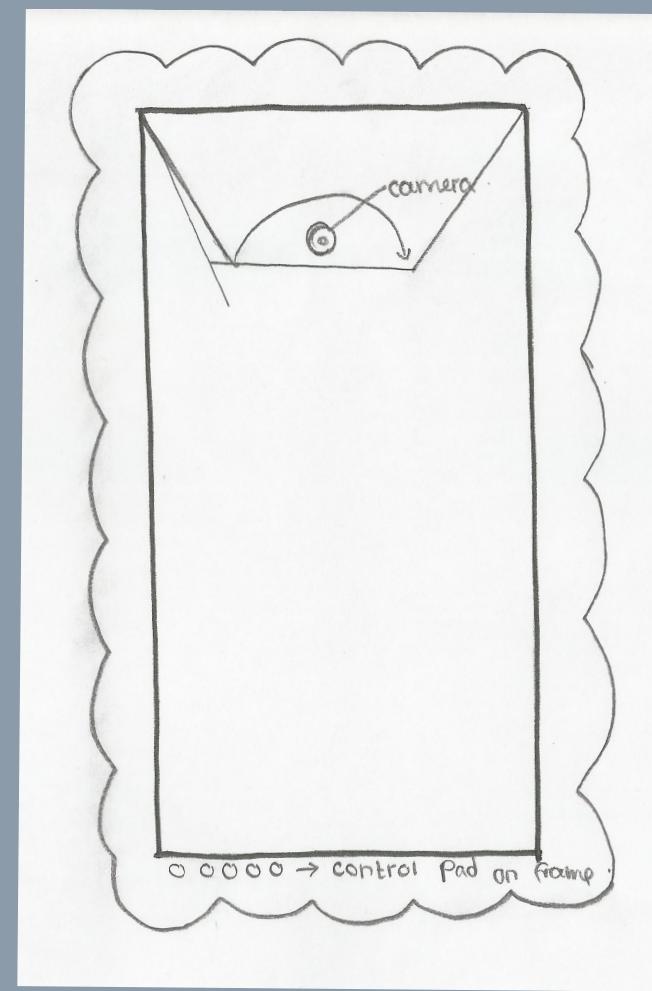
Dynamic shaped Mirror

We decided on pursuing a rectangular mirror because we are trying to create a product that uses readily available technology. Since Imanna will be a mirror on top of a rectangular electronic screen, it would be cheaper to continue with a rectangular shape rather than customize the shape of the screen during the earlier stages.

Once we decided on a rectangular frame for our product, we came up with various mirror designs.



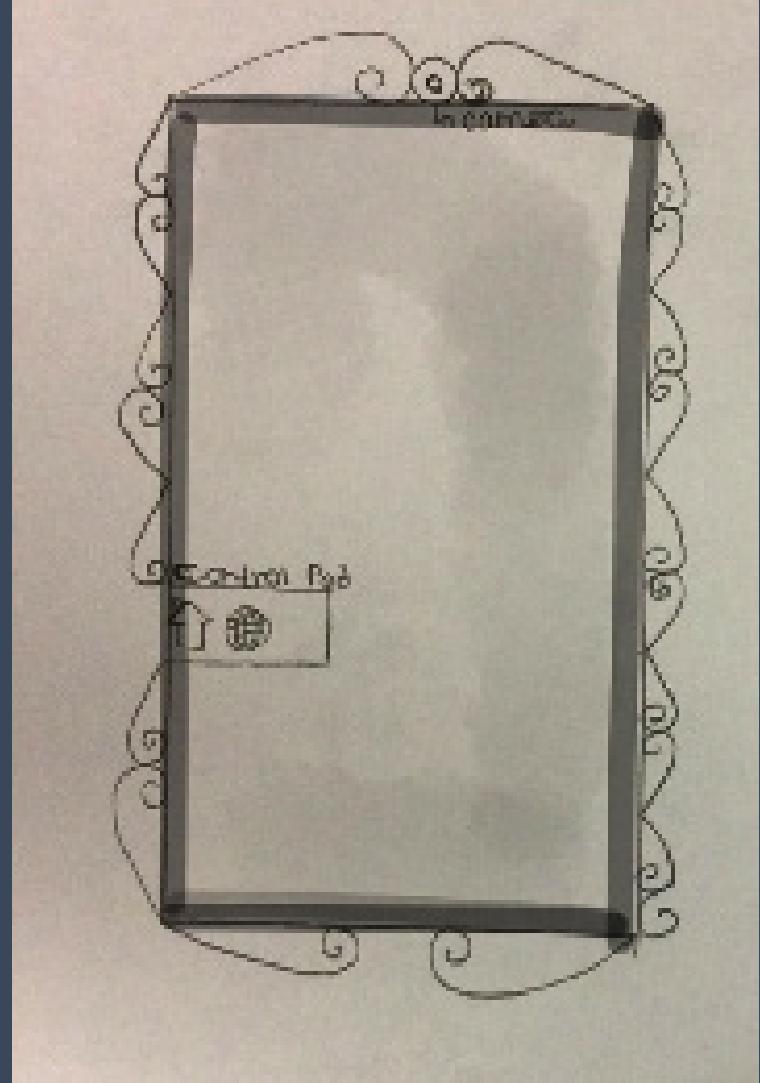
A Hundred Suns



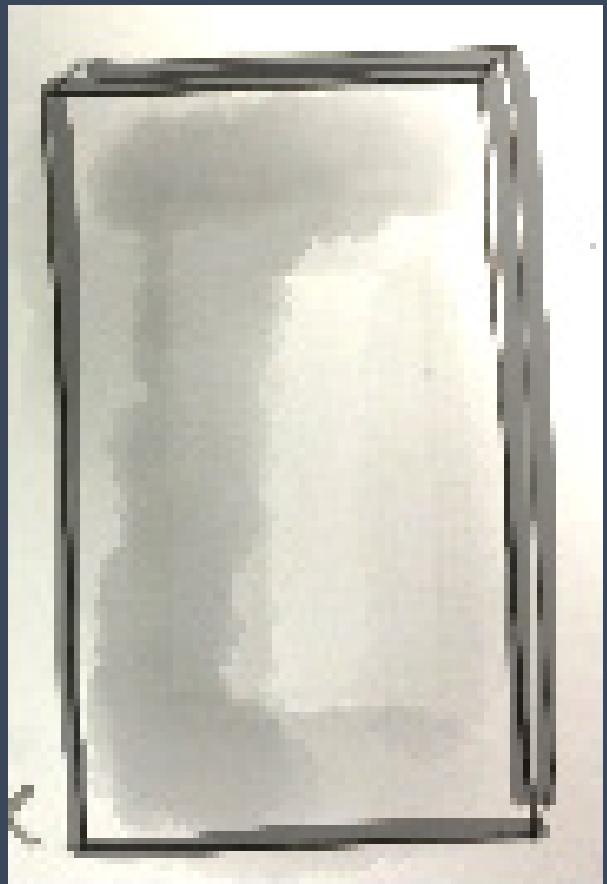
Bubbles Escaping

The first mirror would have a border made out of circular pieces of tinted glasses to give it a glowing effect. However we decided against this as it would take the focus away from the screen.

The second mirror would have a heavy frame in a light pastel color. However, we decided against it as the mirror design seemed too feminine for a unisex mirror.



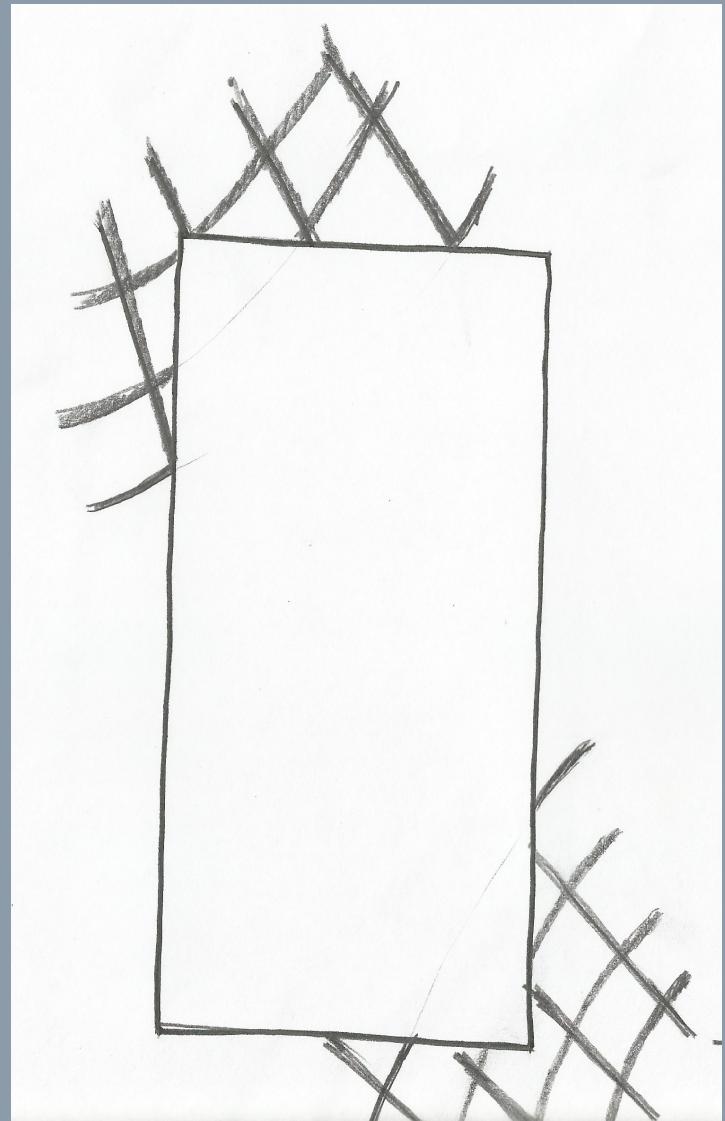
Metal Reign



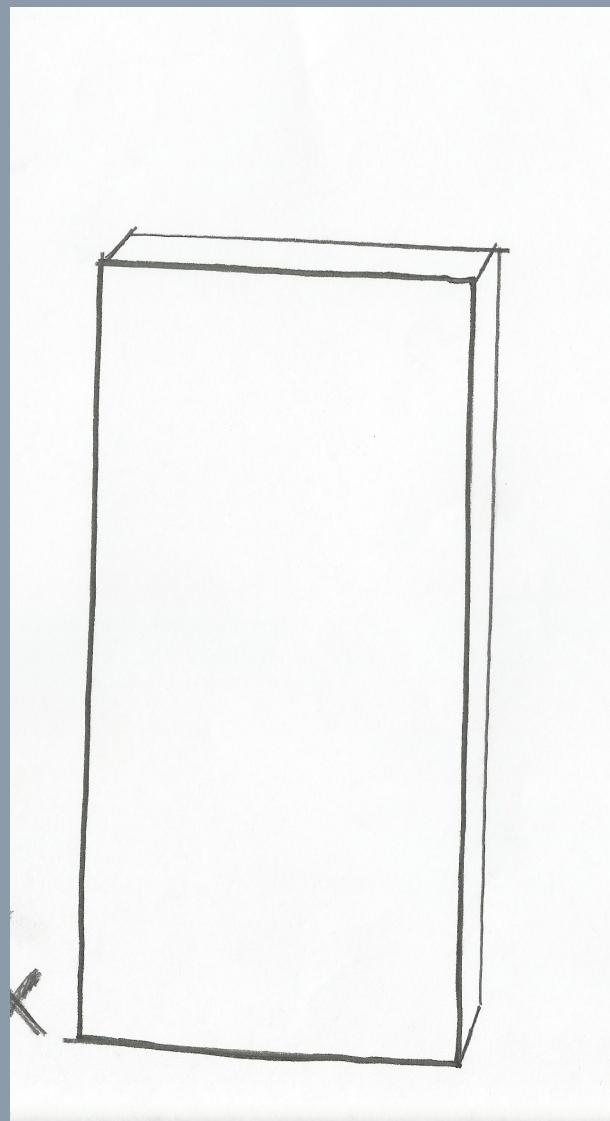
Simplicity

For "Metal Reign" we considered this design as it was simple, yet elegant. However this design mainly appealed to females.

In the second frame, we considered the option of not having a frame covering the top of the mirror and instead, covering only the sides. However, we decided against it as we wanted a section to place the Imanna logo on the mirror.



Spider's Web



Au Naturel

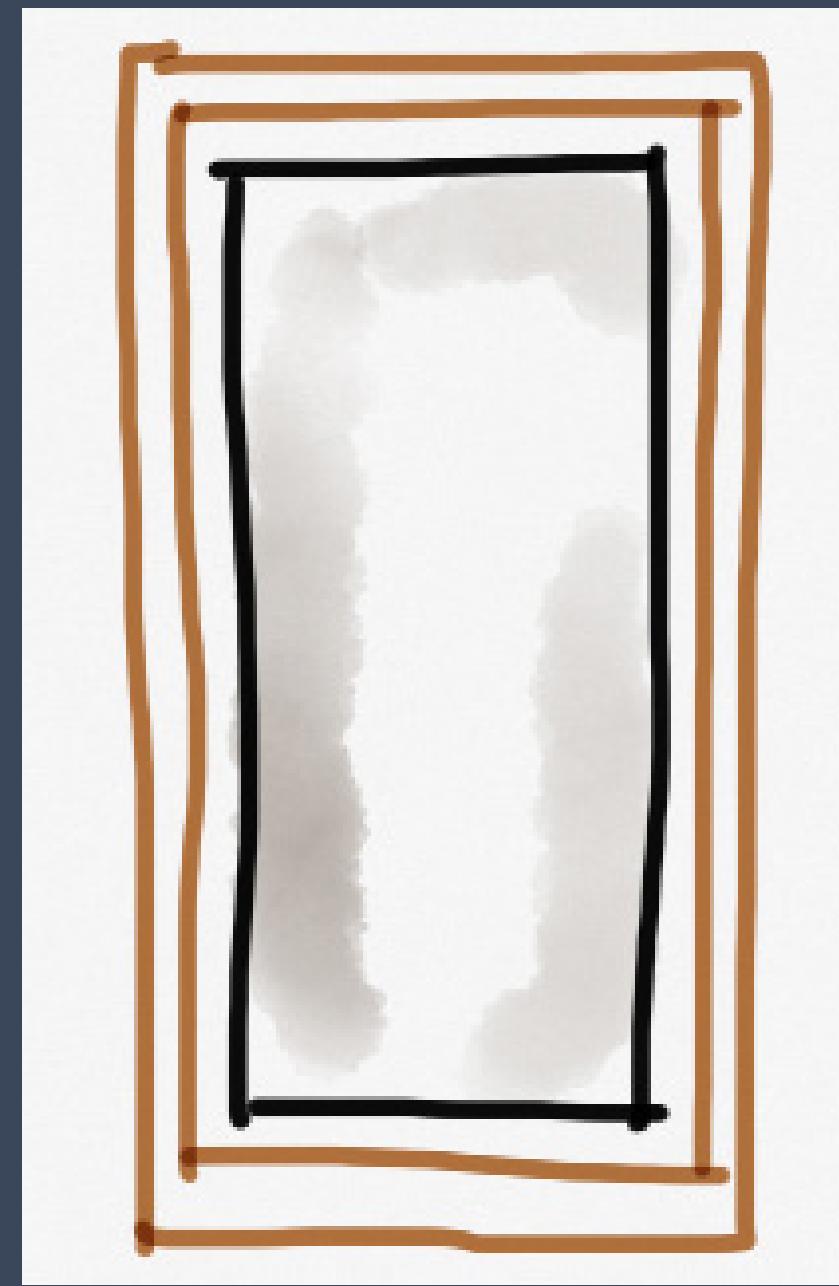
We considered the "Spider's Web" which would hang from the user's preferred choice. However, we observed that full length- mirrors are at almost the same height as the user, hence hanging it from above would have not been practical.

We settled on this mirror as we liked the natural look of the wood which gave it a posh and authentic look. There was space to brand the Iman-na logo. In addition, it was simple enough to bring attention to the functions of the software and it was gender neutral.

After choosing a design for our frame, we decided on two choices of color for our wooden frame.

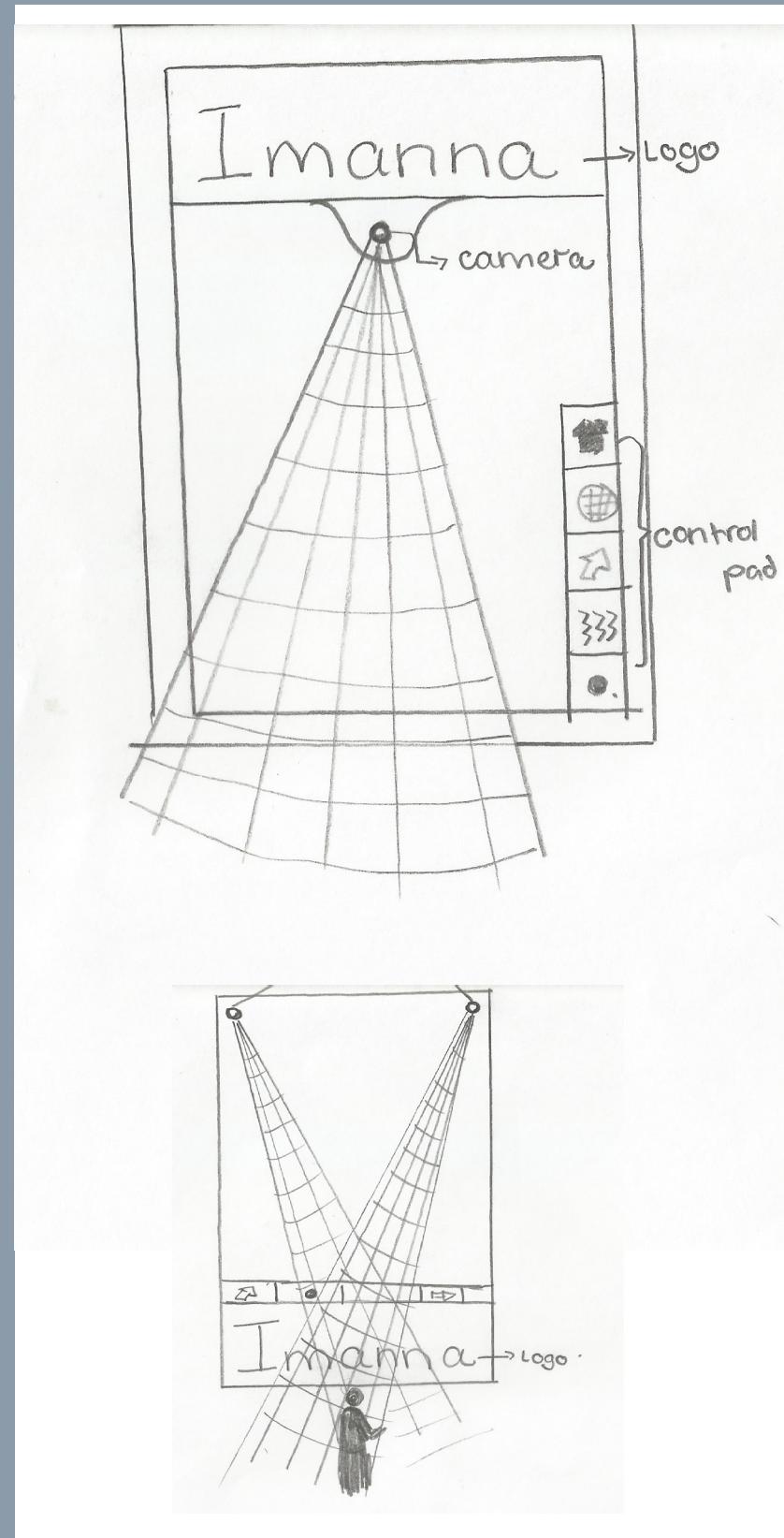
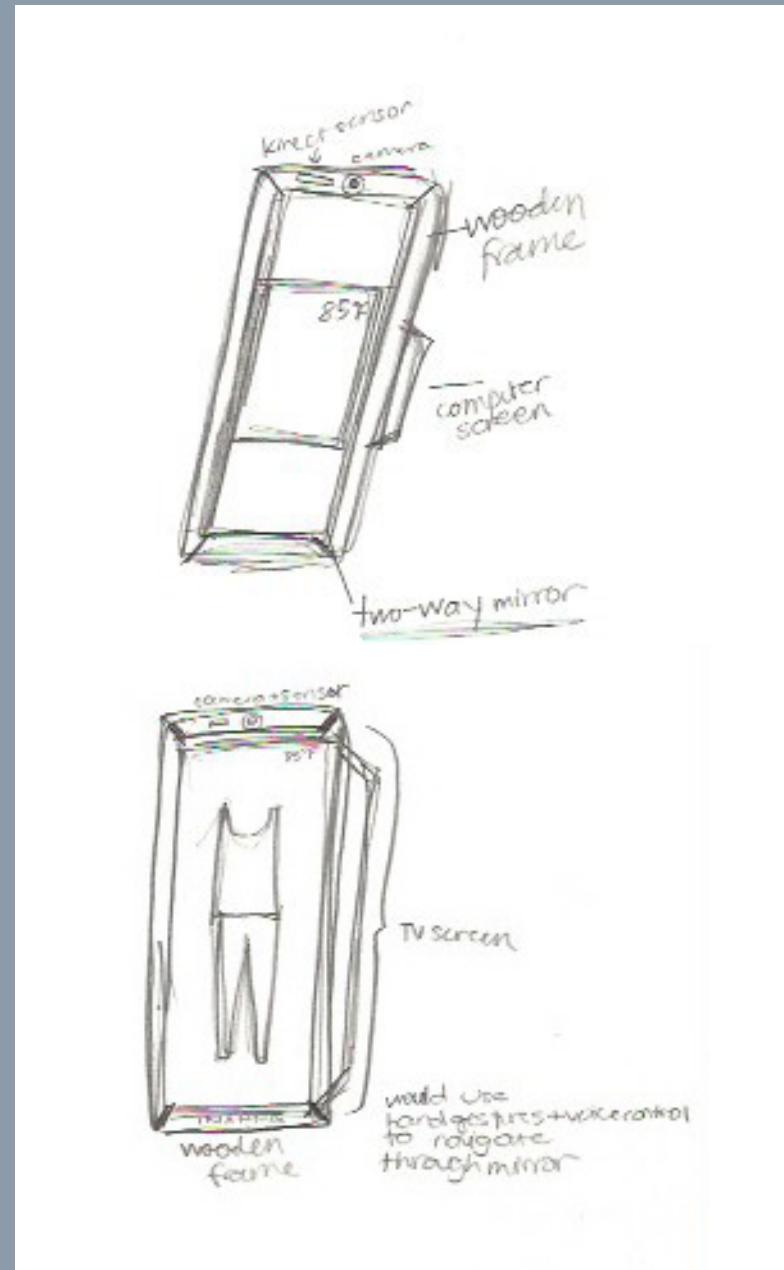


Dark Walnut

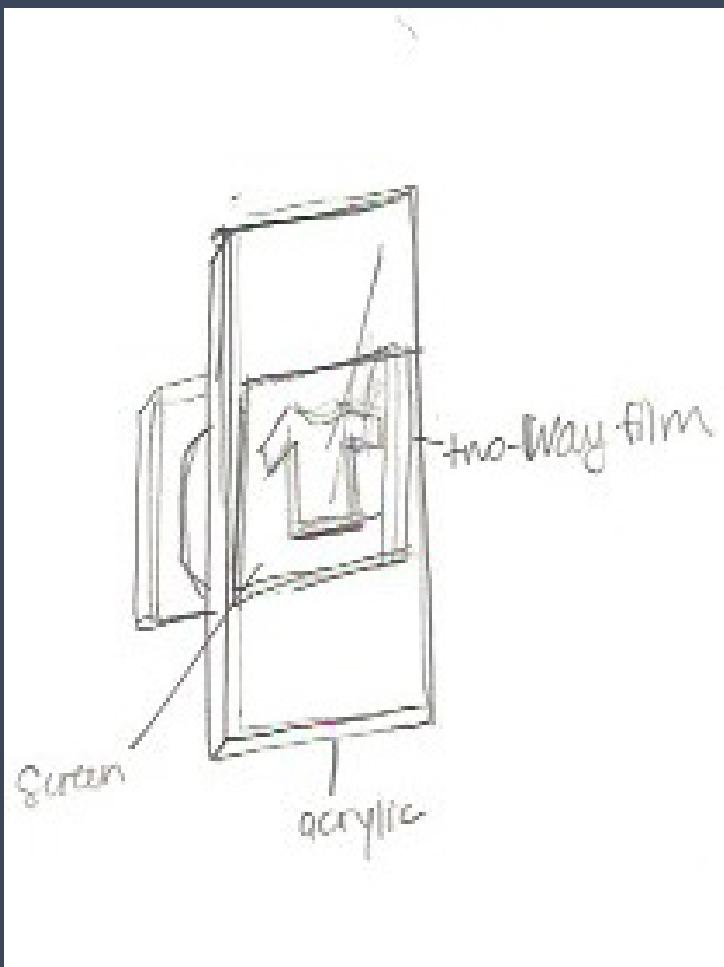


Warmed Honey

Our two color choices were dark walnut and a warmer honey color. The warmed honey look made the mirror look like a hand-crafted product. Therefore, we decided to go with warmed honey to create a more friendly and cool look for our mirror.

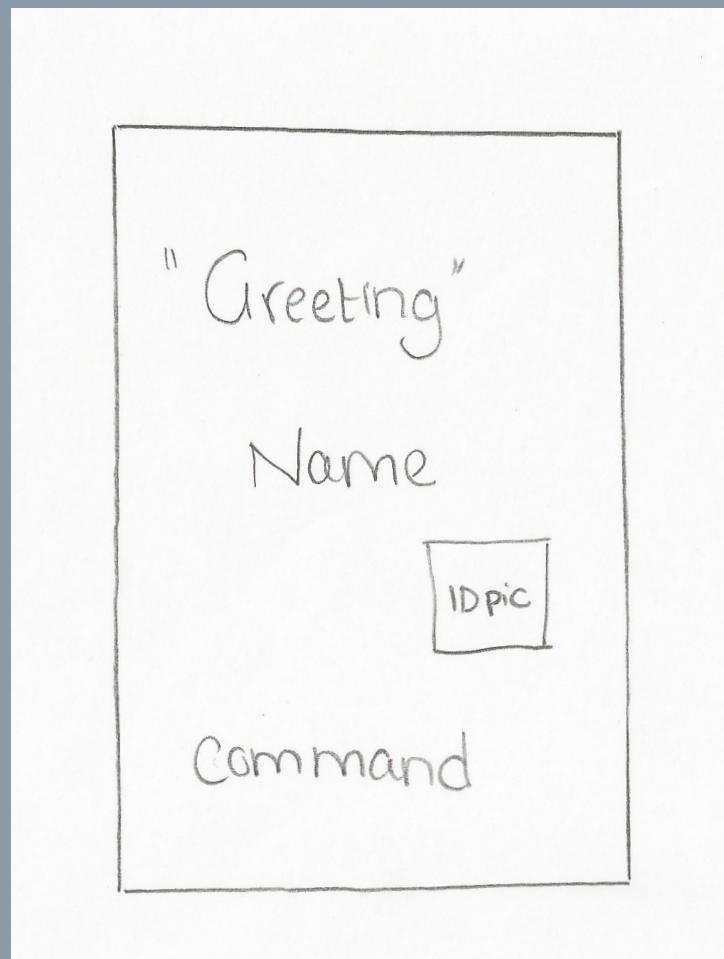


In this prototype of our model, we wanted to utilize an observation mirror and screen. The frame outside the mirror would have a camera and kinect sensor installed and connected to the screen to display the garments on the user. Due to budget restrictions, we used a smaller screen to be placed in the center of the mirror. With enough money, Imanna would be produced using a 32" screen so the user could see garments on their full body.

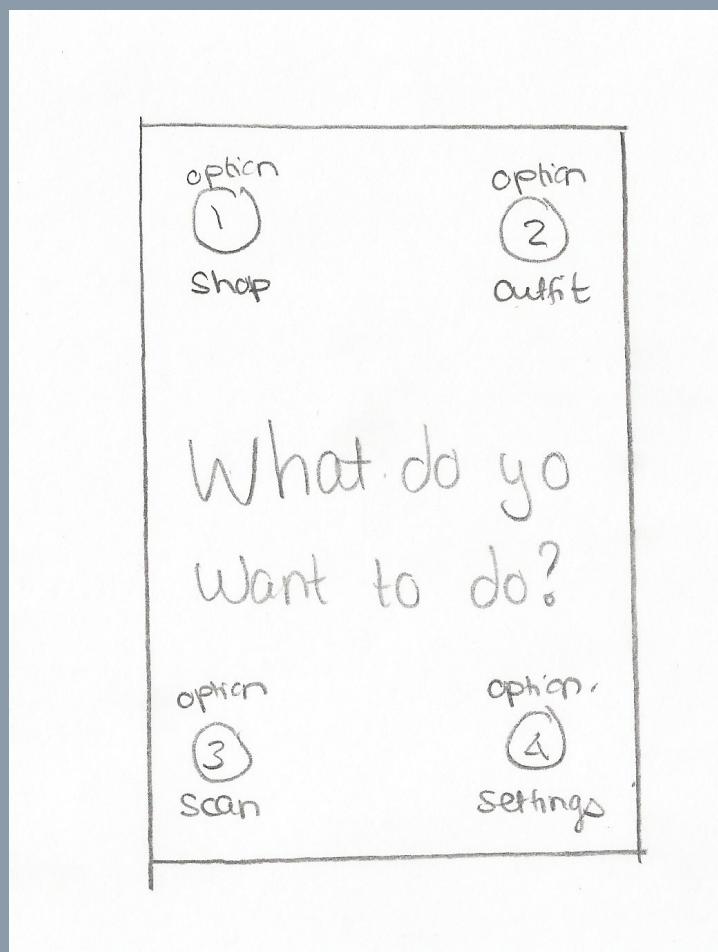


We wanted to utilize an acrylic base and apply a mirror film on top. After doing so we would attach a screen to the back that would display how the outfits look on the user.

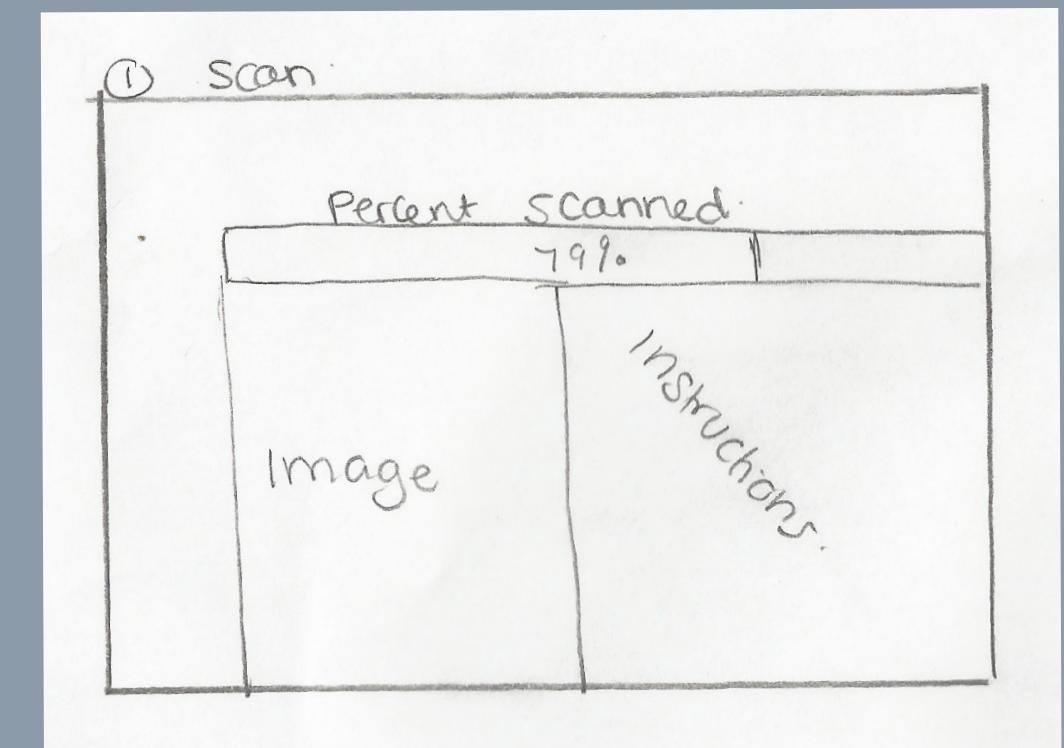
Since Imanna, the smart mirror, will be running on software, we designed a sample user interface that would be implemented into the final product. Below are pencil sketches of the interface that we would like to design:



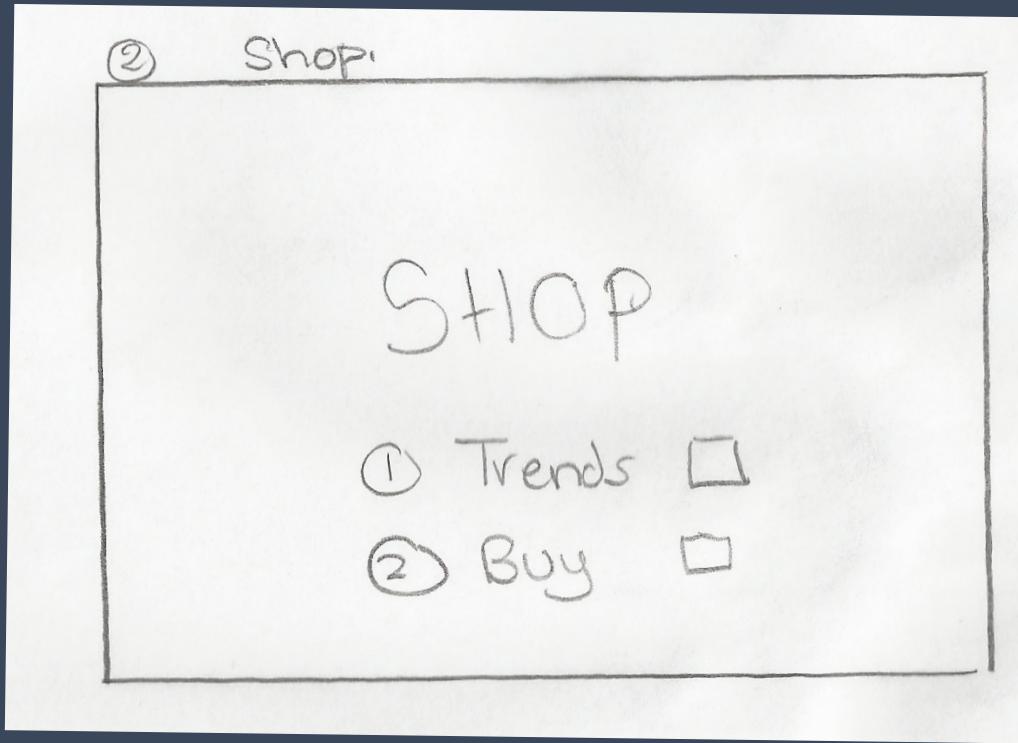
Welcome Screen



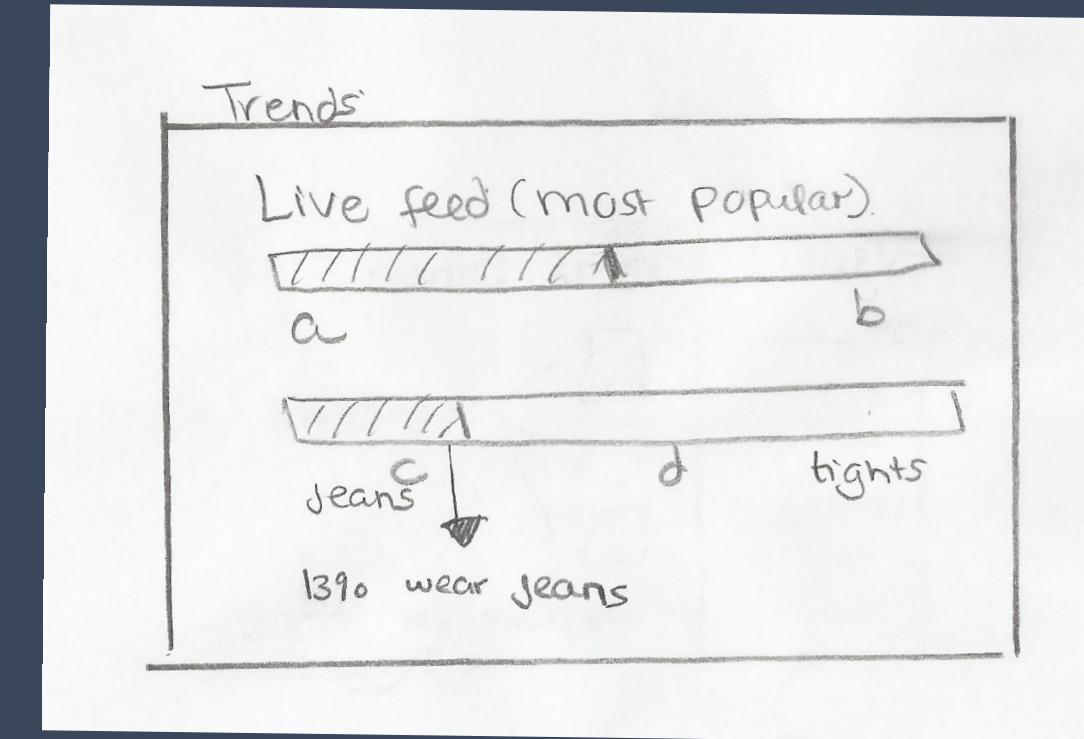
Menu Screen



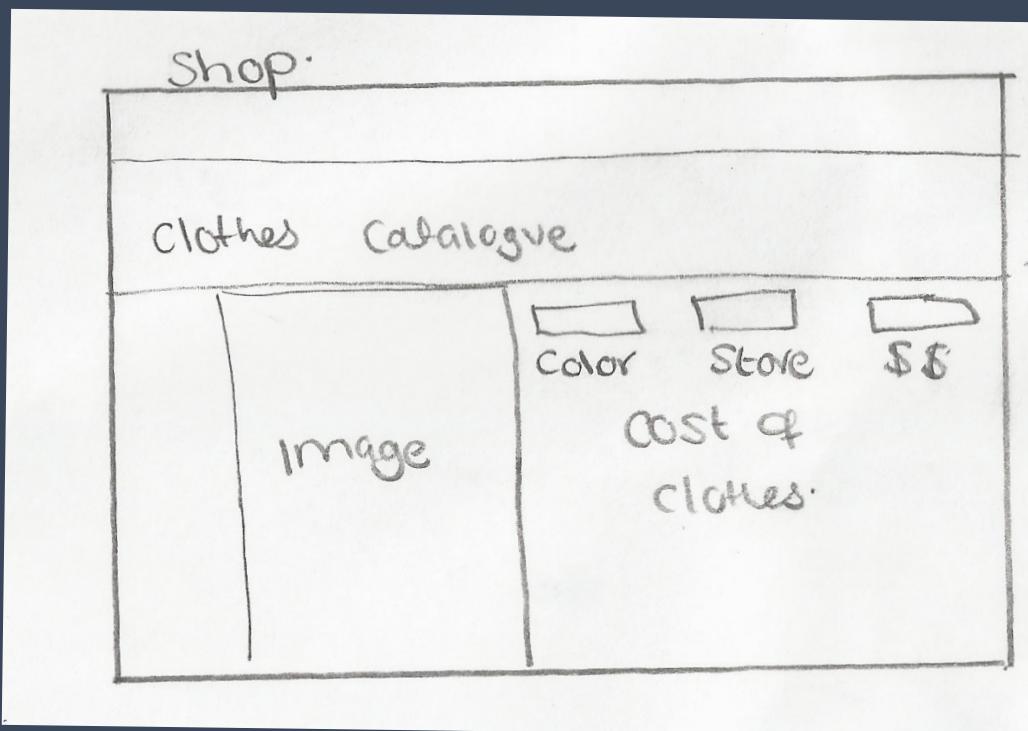
Scan Screen



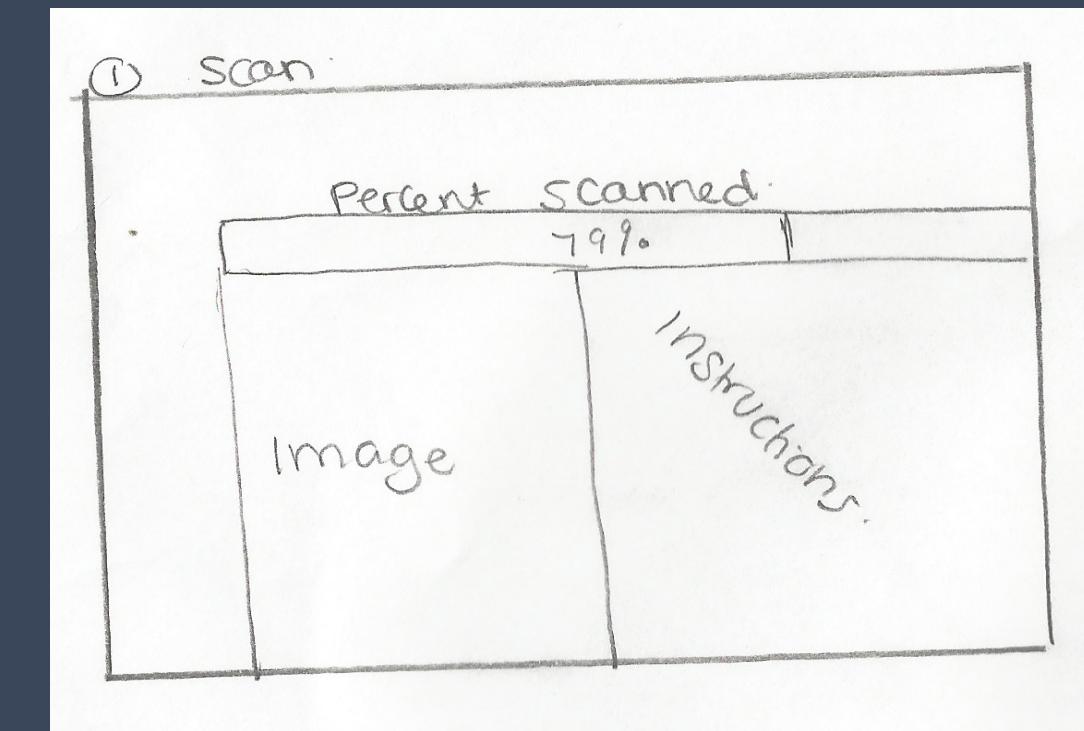
Shop Sub-Menu



Trends Menu

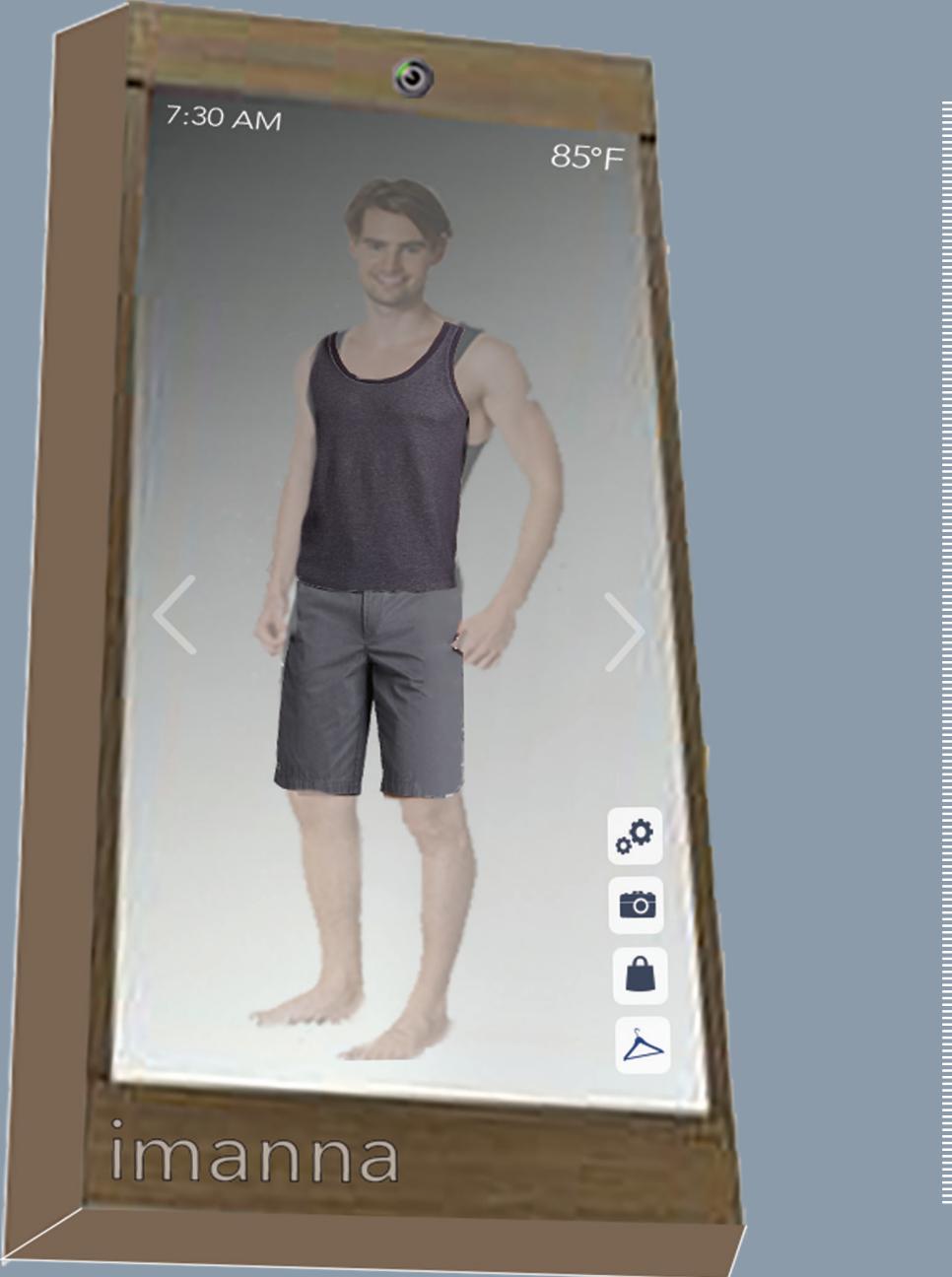


Catalogue Menu



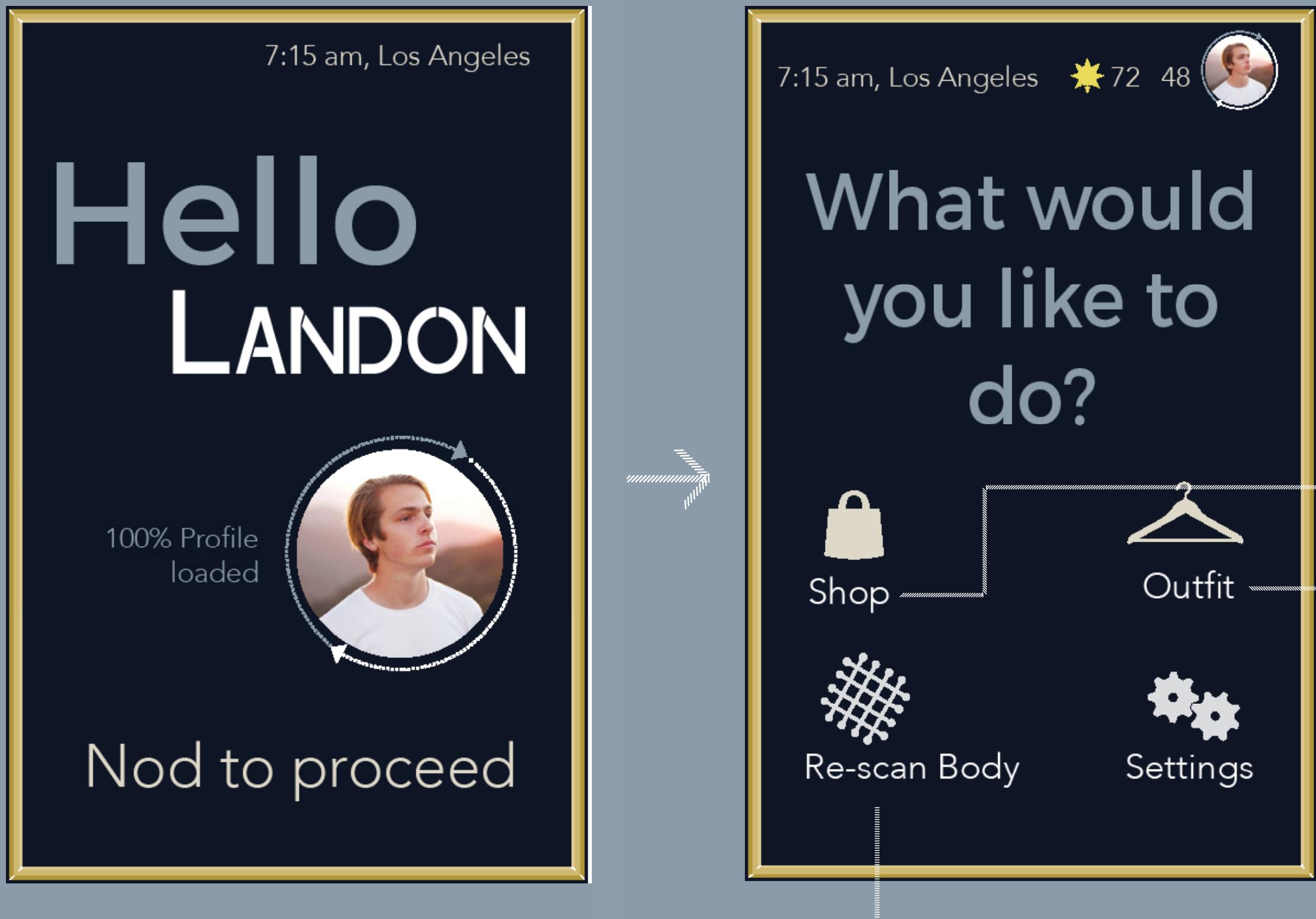
Scan Menu

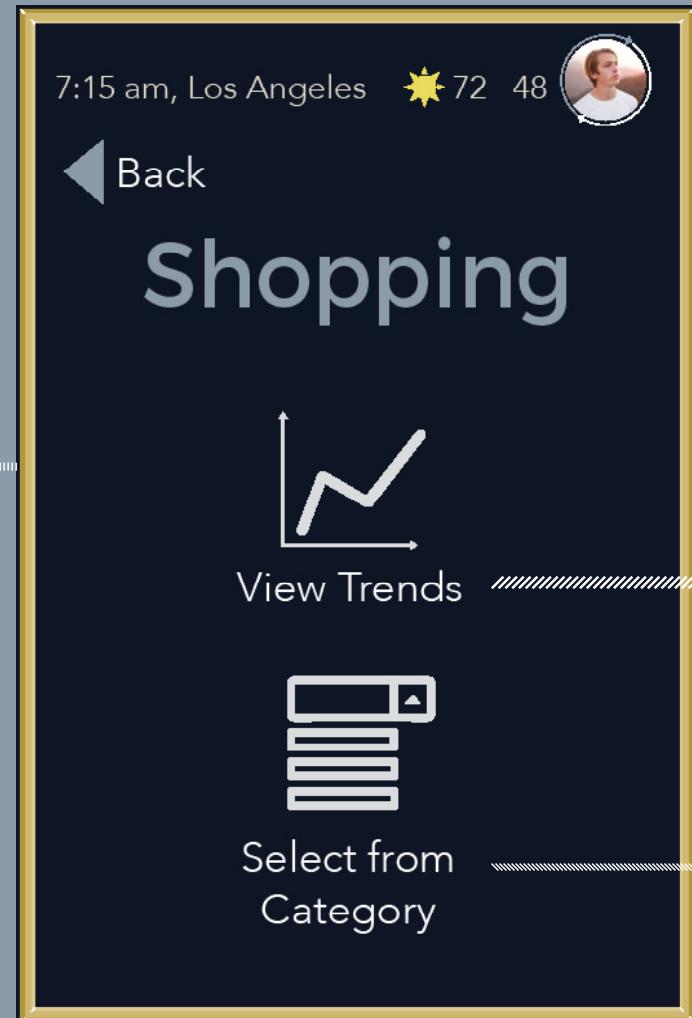
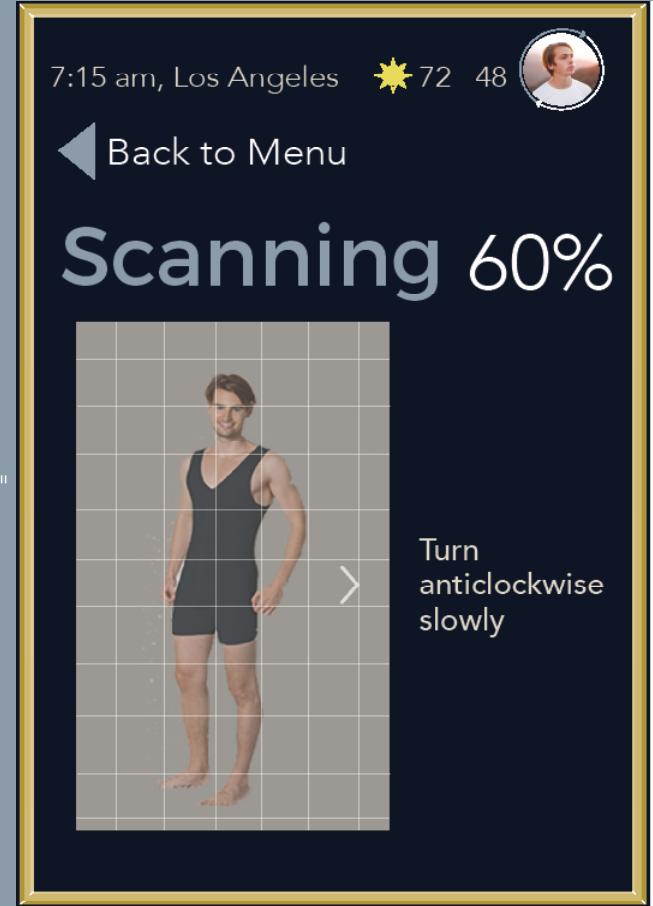
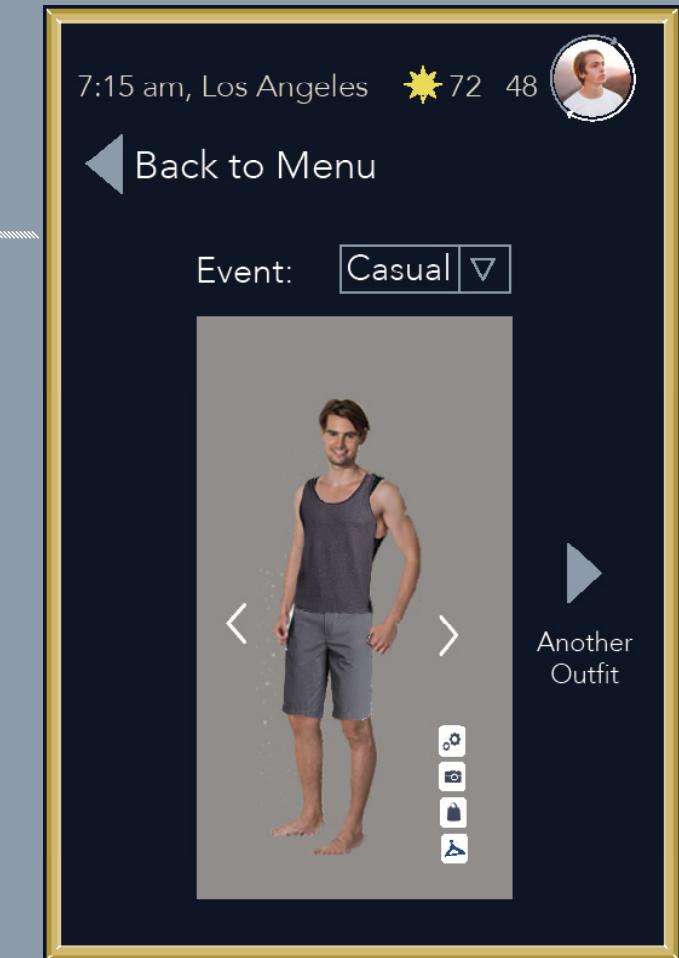
Sketches of Prototype



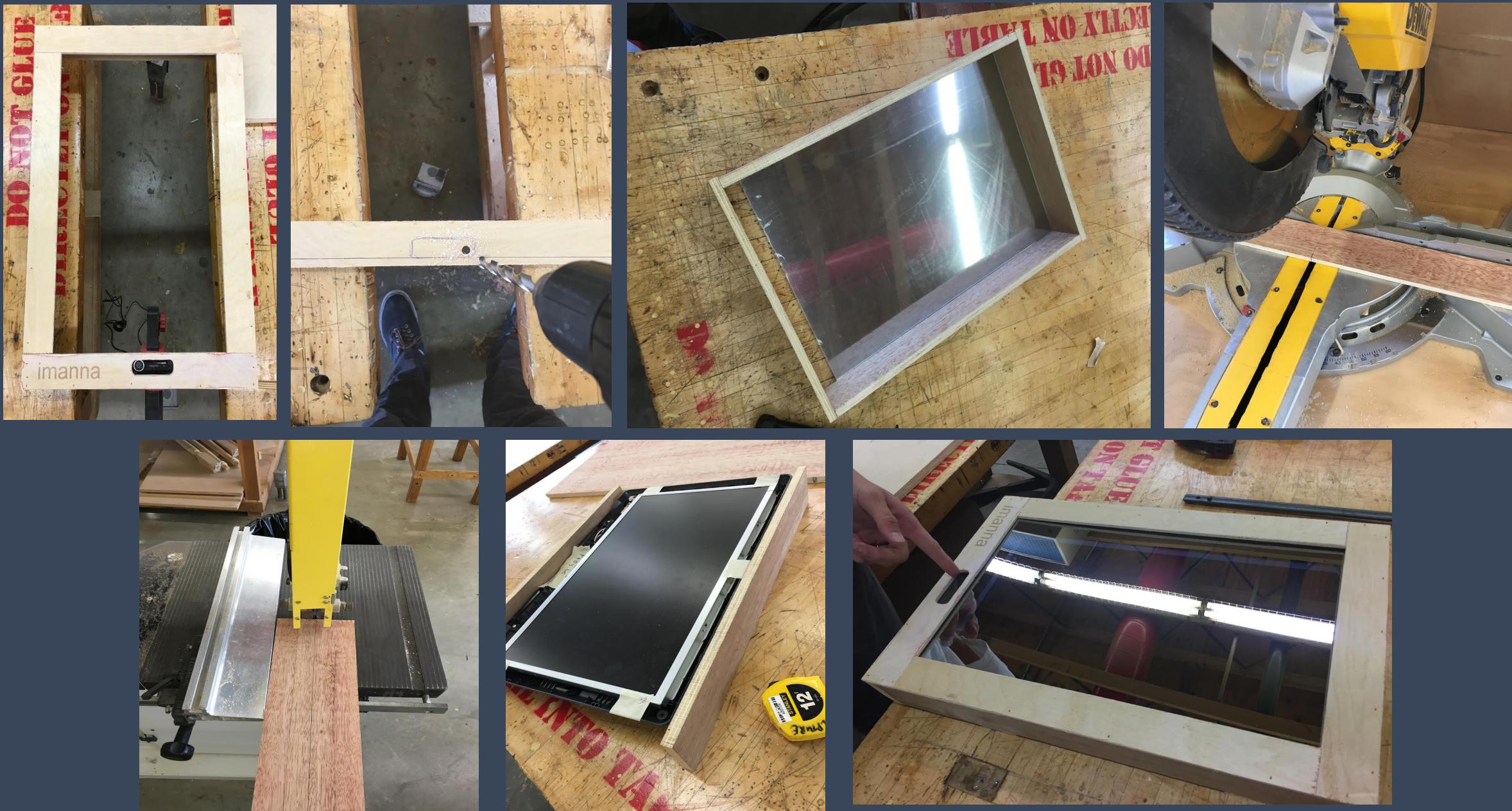
This is a 3D rendering of what our mirror and functionalities would look like when completed. The picture to the left displays a man's reflection in the mirror and two garment options which are recommended by the screen. The apps at the lower right hand of the mirror allow the user to easily navigate to other functions of Imanna, which include online shopping, capturing an image of your outfit to compare with another, settings, and virtually sifting through your wardrobe.

User Interface





construction process



In order to create our final prototype, we used plywood to create a wooden frame. We also wanted to make sure our brand was represented somehow on the mirror so we laser cut "Imanna." By cutting an oval on the bottom wooden frame, we were easily able to attach the camera. Finally we attached the screen to the wooden frame, and applied a matte finish to the surrounding.

Final Prototype



The image features a large, bold, white sans-serif font where the letters 'I', 'M', and 'A' are stacked vertically. The letter 'I' is positioned at the top, followed by 'M' in the middle, and 'A' at the bottom. They are set against a solid dark blue background.

Be your

NIVIA

own model.