DIGI CLO

PROJECT BRIEF.

Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018

Digi Clo is a digital closet organizer that's designed to help people save time getting dressed in the morning. The reason why this is important is because it can help people who are always trying to figure out what to wear, and save time doing it. He or she is able to plan out his or her wardrobes through a calendar based system. The Calendar is a great tool for organization and planning, therefore infusing this system with a closet based feature can help my users save time to do his or her activities. Digi Clo is also not just a great organization tool, but also a great way to save outfits and not have to go shopping to create a new look. You could easily be suggested a new look so that you will never be out of style or trends. The app follows trends that are fit to your personality and creativity, which is basically your own personal stylist as well. Some people who have a hard time finding what to wear, or how to match certain things struggle through a dilemma like this, and it can be very time consuming, and with the help of this app, you will never have to be out of something to wear, because the app will also give you suggestions what to wear. Because New York is very fast paced, also very fashionable at the same time, this app is perfect to be used anywhere on the go. Weather it is coming home, at home, at work, or even in school. You can set your wardrobes ahead of time, plan them before you go, and always be on top so that you will never be out of style. However there are a couple special features that set this app apart from the other online fashion assistants, and that this app is able to sharing app, that you are able to look at people's clothes, and find out where they got them, and purchase them through the app as it is connected to various clothing brands and companies. Another feature that this app is different is the fact that you are able to create a wish list for yourself so that you can find or purchase items that can benefit your wardrobe. Now because social media is a huge impact on people, This app is in ties with Instagram, and at the same time a fashion log for yourself that you can share and see people's outfits. These people are able to share their style and place what they wore for that day or event, and share it, so that people can either like, or even add them into the wish list feature. You can find this app by downloading it in the app store on 1,1,2020 and see it being connected to your phone's calendar to help you plan your outfit for FREE.

DIGI CLO

PRIMARY PERSONA.

Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018

Name: Natasha Kollins
Age: 29
Profession: Editor
Status: Single
Hobbies: Shopping, reading, and working out.
Likes: food a lot
Dislikes: showoffs
Personality: Loving, outgoing, adventurous and independent
Social Media: Facebook, Instagram, YouTube, and Linked in
Movies: Mystery, Fiction, and Comedy
Sneakers/Heals: Sneakers all day of course
Comfy or casual: Comfy
Professional/ fun: Fun.

Key Points

- Needs more time for herself and to do other activities.
- Very busy espeically with her work schedule.
- She has a city life style, very fast paced and on the go.
- She loves to try new things.
- Often takes the subway.
- She is very independent.

DIGI CLO

PRIMARY PERSONA SENARIO

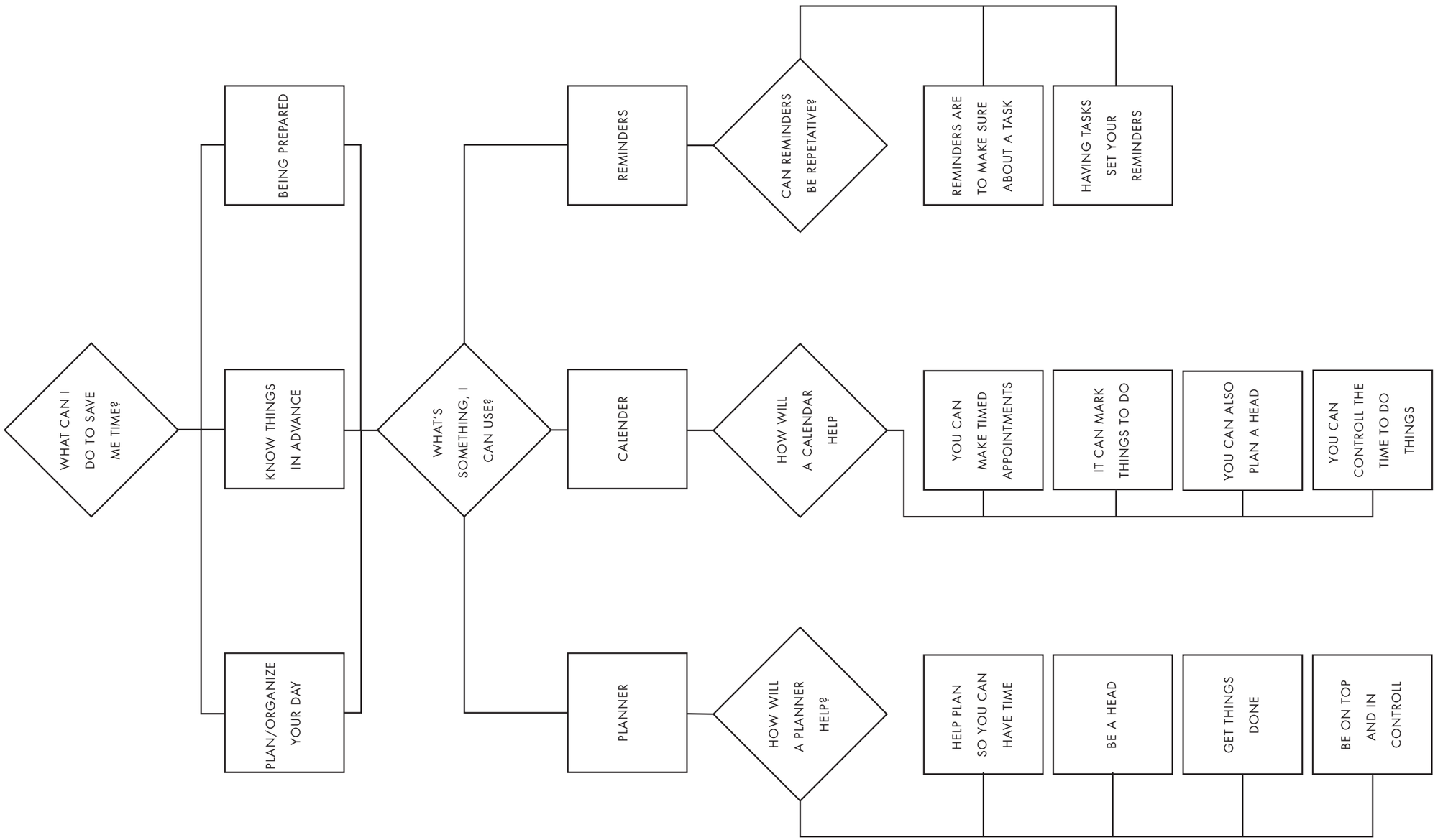
Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018

Hi, I am Natasha Kollins. I work as an Editor for a marketing firm in New York City. I love to explore, and really try new things, but time is a huge issue for me. I always have a huge problem with making time to do things because when I was younger I was so used to going out with friends, singing, going to the beach, and just having more time to do things for myself. Because being an adult means being responsible, sometimes I have to sacrifice my time to do what I need to do especially throughout my days. I also have a problem lately with dressing up, not saying that I do not have the clothes to wear when I go out with people, but the fact that I simply do not have the time to put together outfits for me to use. Because I live and work in New York, fashion has always something I tried to get into, but never really explored myself to try new things, and because as I said also making the time to do so. My daily wardrobe is fairly simple, but sometimes I really wish I could switch it up sometimes, because I am truly out going and fun. My daily routine for myself is I get every morning, look at my phone, check the weather, my social medias like Instagram and Facebook, sometimes, occasionally YouTube. However one of the most important things I look at every morning is the weather, because I need to know how I could dress up for the day. I take approximately 1 hour or 2 hours every morning to get ready. This includes showering, fixing myself, putting on make up, grabbing a bite to eat, and checking my to do lists for the day. I also tend to check my calendar from time to time as I usually look there for my appointments for my work. However I do that mostly at the train station. I travel 5 days a week to work from 91st street to downtown Soho for work, and my commute is about 20-25 mins daily. During the day besides getting ready and going to work, I usually like to explore and go to my favorite hotdog spot called Papaya Dog, if you are not a New Yorker, then You wouldn't know about this place. The best dirty water hot dog in the face of the earth. Anyways that's only sometimes, most of the time after finish work, I usually get a bite to eat with my co-workers, and then head on home. I usually leave my apartment at 8:35 AM and get back to my apartment at 10:00PM. Therefore I spend a lot of my time away from home, but from 9:30AM – 8PM I am at the office. Therefore you know I run on a fairly busy schedule. Weekends I sometimes travel to Canada, or just spend my time at home learning how to cook from shows I look up on Youtube. However that is simply my daily life routine, and I am always looking forward to try different things, but like I said, time. If I had the time to do more things that would be super helpful, and I know I would have more time for myself, especially because I was very out going at first, but now I am a hard working woman. If something can help me reduce the time to do more things, oh boy I have more time for myself and I would totally love that to happen. I seriously hope time travel is the thing in the future, and I hope I will still be alive to see it.

DIGI CLO

USER FLOW "FIGURING IT OUT

Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018



DIGI CLO

USER FLOW “WHAT IS THIS APP?”

Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018

DIGI CLO

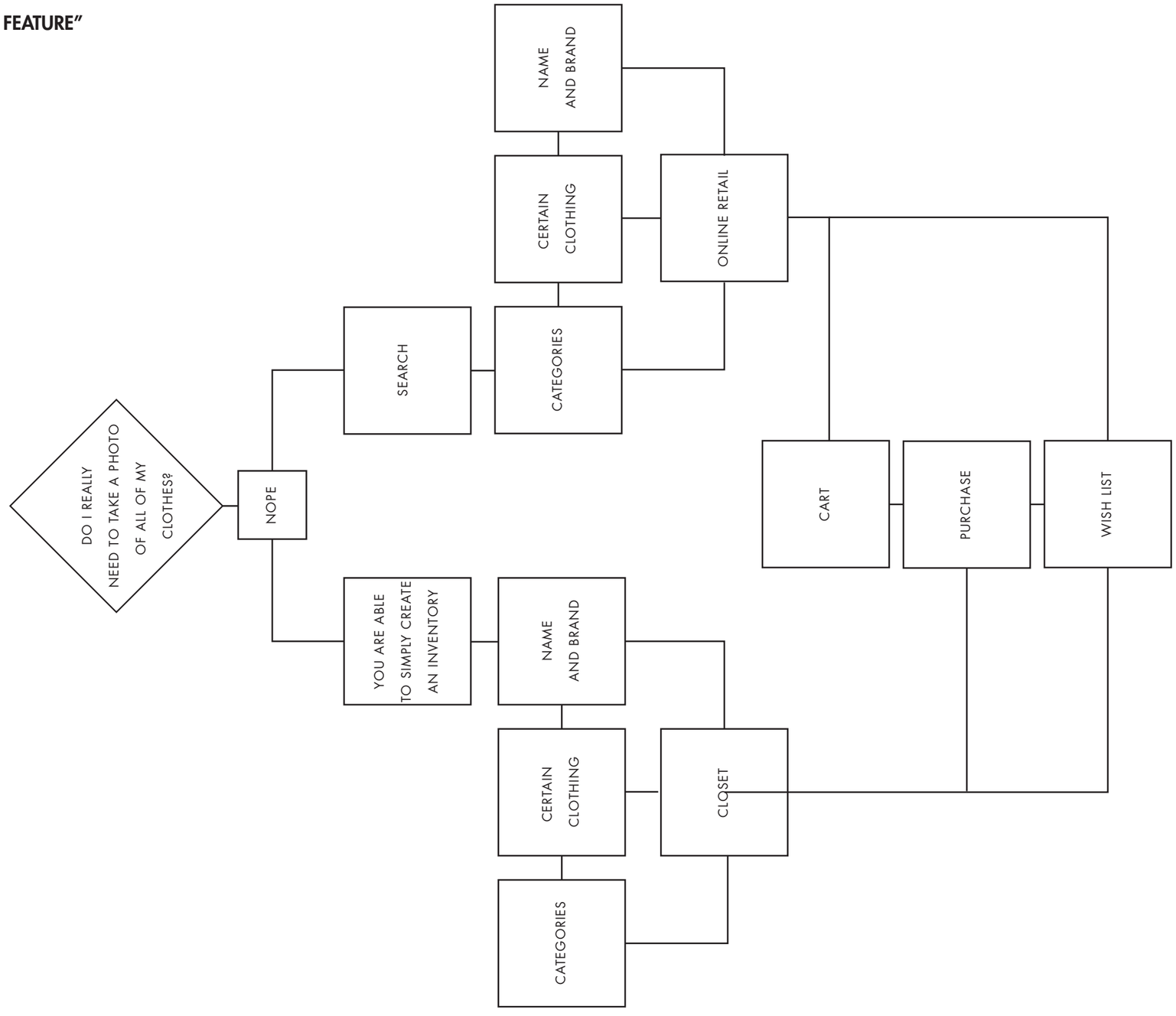
USER FLOW “WHEN,WHERE,WHY”

Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018

DIGI CLO

USER FLOW "CAMERA FEATURE"

Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018



DIGI CLO

SCREEN DESIGN PART 1

Vien Joseph Billete
VCDS 320_01
Prof. Hierholzer
5-7-2018

iPHONE X DIGI CLO APP

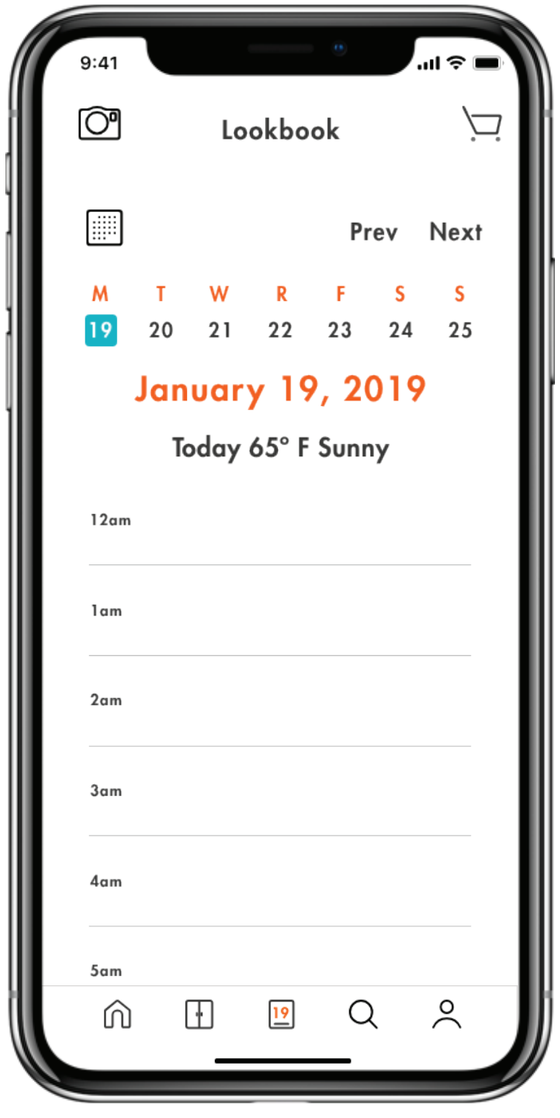
WORKING INTRO SCREEN

CALENDAR FEATURE

DIGI CLO

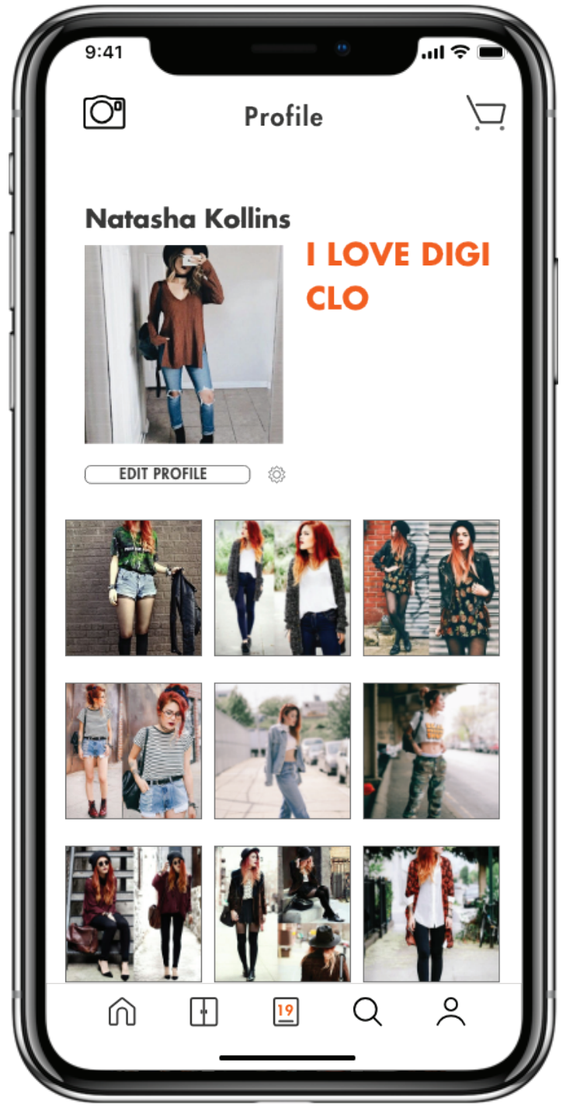
SCREEN DESIGNS PART 2

Vien Joseph Billete
VCDS 320_01
Prof. Hierholzer
5-7-2018



PLANNING BASED SYSTEM

CAMERA BASED FEATURE



PROFILE WARDROBE/LOOKBOOK

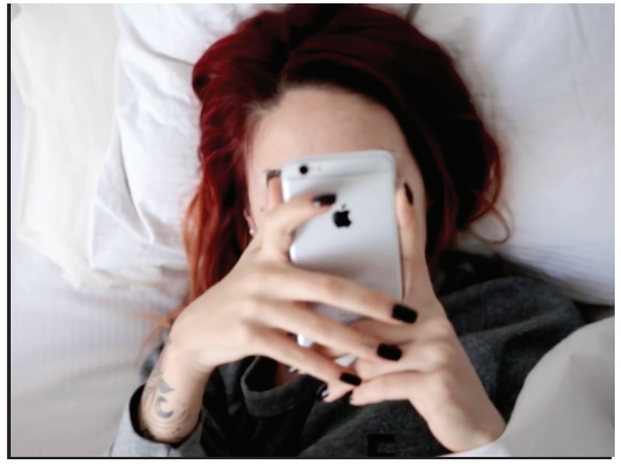
DIGI CLO

STORY BOARD 1

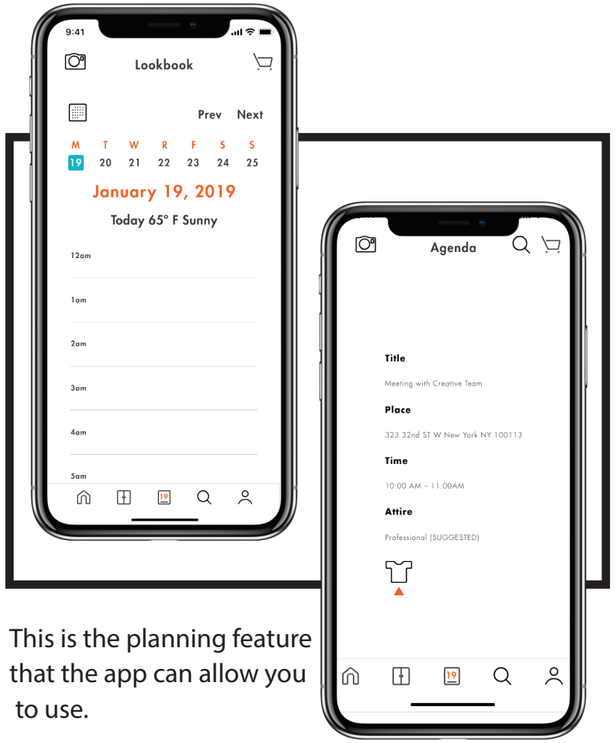
Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018

Openning start. Introducting the app, with the moto, and release date.

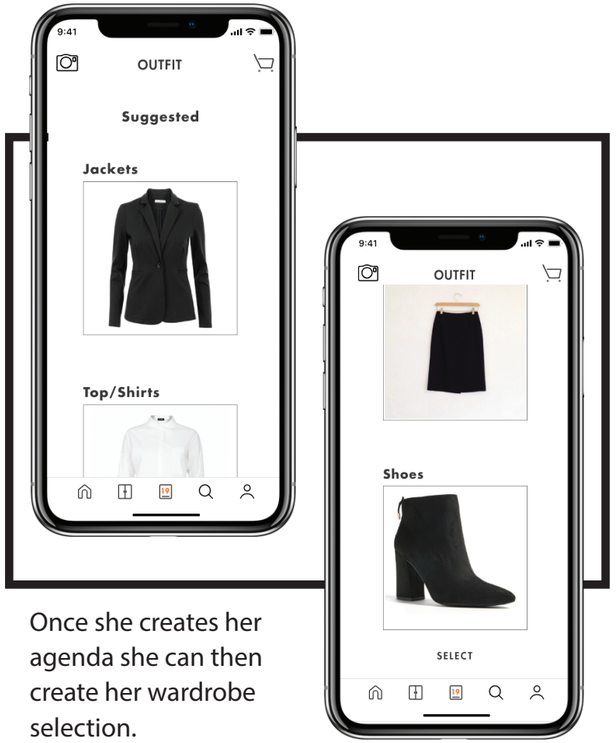
Natasha wakes up, and one of the first things that she reaches for is her phone.



One of the first things she looks at in her phone is the Digi Clo app to check what is her agenda for the day.



This is the planning feature that the app can allow you to use.



Once she creates her agenda she can then create her wardrobe selection.

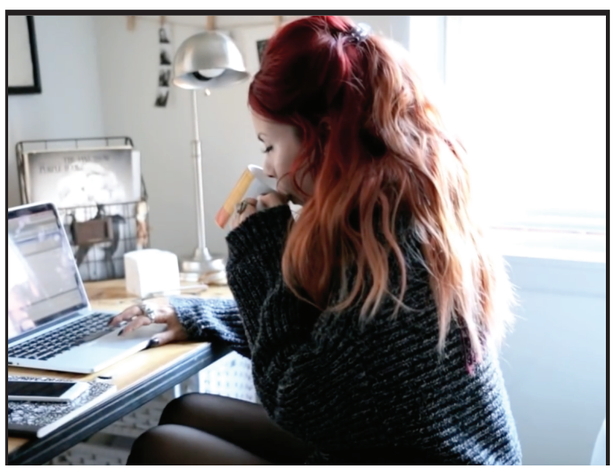
Now she knows what to wear, she can pick the clothes and begin to get ready

DIGI CLO

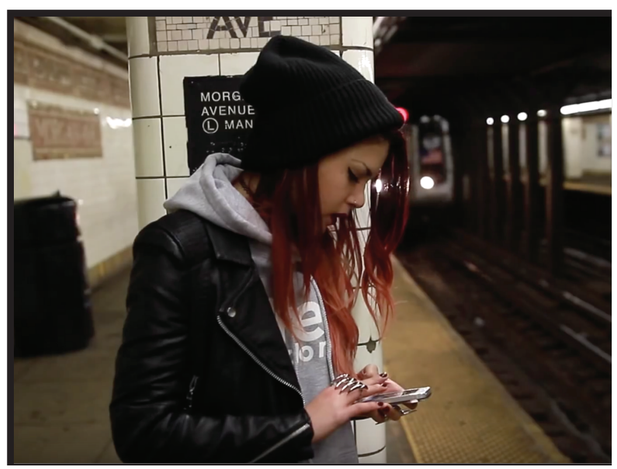
STORY BOARD 2

Vien Joseph Billete
APP Project Final
VCDS 320_01
Prof. Hierholzer
5-7-2018

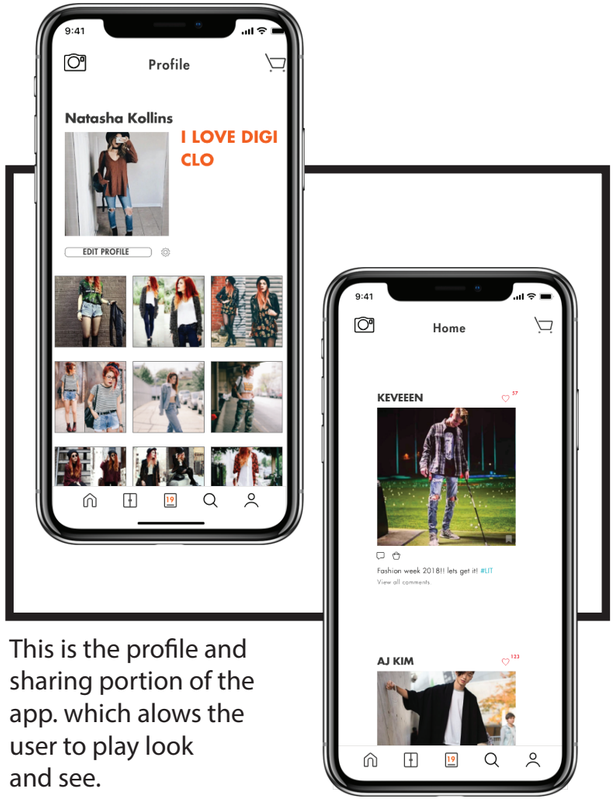
Natasha doesnt have to worry about what she has to wear, because the app assists her.



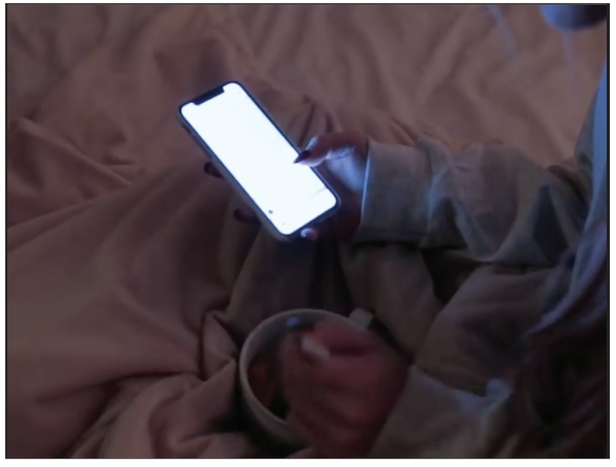
She can get to work on time and being ready for any weather because the app knows the weather.



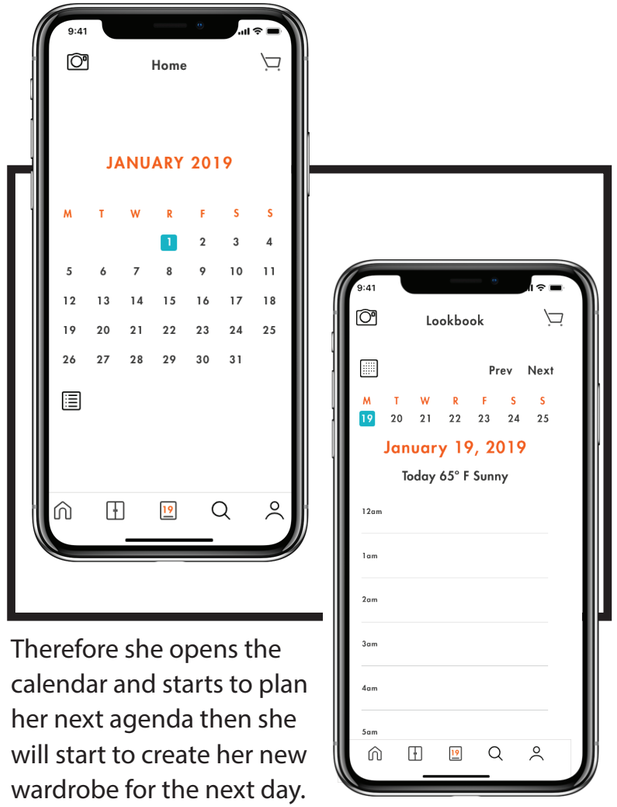
She can also play with the app, by looking at different clothes shared by different people.



This is the profile and sharing portion of the app. which alows the user to play look and see.



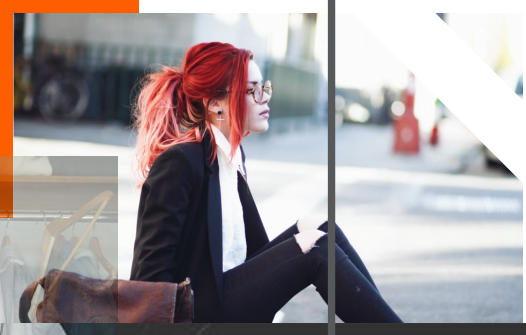
Once Natasha goes home, and gets ready for bed, she will start to open the app and plan her scedule ahead, and also again plan her wardrobes a head of time, that way she will get a head start for work.



Therefore she opens the calendar and starts to plan her next agenda then she will start to create her new wardrobe for the next day.

MOOD BOARD

DIGI CLO



FASHION STATEMENT

MONDAY

TUESDAY

WEDNESDAY

CONSTRUCTIVE. BUT NOT
CLOTHING ORGANIZER APP

DESIGNER

THURSDAY

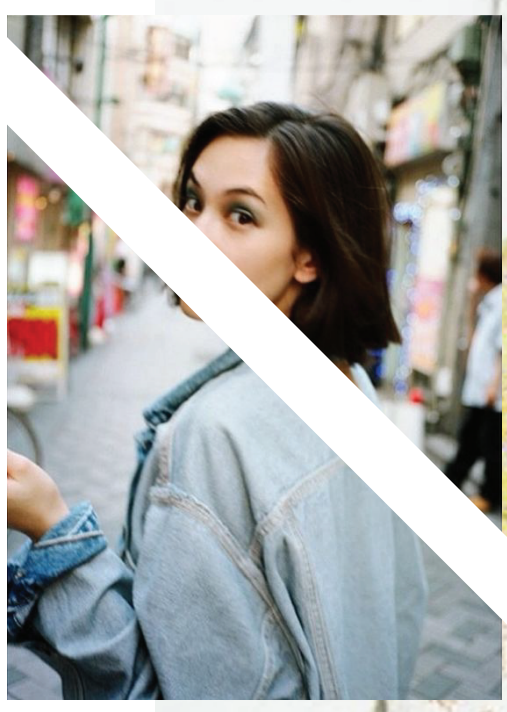
EXPRESS YOUR NEW LOOK

1.1.2020

DIGI CLO

BOLDLY ADMIRED BEHOLD
YOUR WARDROBE. NEVER
BE OUT OF STYLE. AND
NEVER FEEL OVER DRESSED

IT'S ALL ABOUT YOU



- BUILD YOUR CONFIDENCE
  BUILD YOUR STYLE
  BUILD A LOOK THAT WILL
  BE YOURS FOR A LIFETIME

- BE UINQUE. NEVER WASTE
  A MOMENT TRYING TO
  CREATE YOUR IDENTIY.
  FASHION IS A STATEMENT.
  AND YOU ARE IMPORT-
  ANT. YOU ARE BEAUTIFUL

▶ 1.1.2020

DIGI CLO
BY VIEN-JOSEPH BILLETE
APP DESIGN