



ANTOINETTE ANTONACCI
AND LINDSAY SMITH
SMART STYLE
DESIGNING FOR NEW MEDIA

Smart Style Design Brief

Date April 21, 2016

Student Name Antoinette Antonacci and Lindsay Smith

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School Name Robert Morris University - Department of Media Arts

Class Designing for New Media

Name of Instructor Andrew Ames

Title of Work Augmented Reality Project

Client/Service People who wish to make the daily process of picking out clothes easier

Hardware /Software Smart phone

Paper Classic Laid Writing (stationery)

Recommended Printing Normal Printing

Colors CMYK

Photography Own photographed Images

Illustration Originals by students Antoinette Antonacci and Lindsay Smith

Concept/Objective Smart Style is an app and device that is made to make the daily clothing decisions easier for the user. With the hands free virtual reality necklace, users can even project their app onto their own full length mirrors. The smart style app gives users the options to navigate through their closets with ease using the filters provided, choosings favorites, mixing it up, or just browsing through their whole closet. This experiance is meant to help the user with the daily struggles of having to try on multiple outfits to see how they look together. We hope to provide an easier, hassle-free alternative to typing on outfit after outfit every morning and having to put all the clothes back away afterwards.

Typography Adobe Illustrator Fonts/ Hand made lettering



User Profile

About

Name: Kaity Brach

Age: 19

Year: Sophomore

Major: Management

Email: kmbst342@mail.rmu.edu

Job: Works at Shorty's

Hobbies: Plays basketball and tennis

Technology

Cell phone to text, call, & apps

Laptop

Needs: Good technological explanations

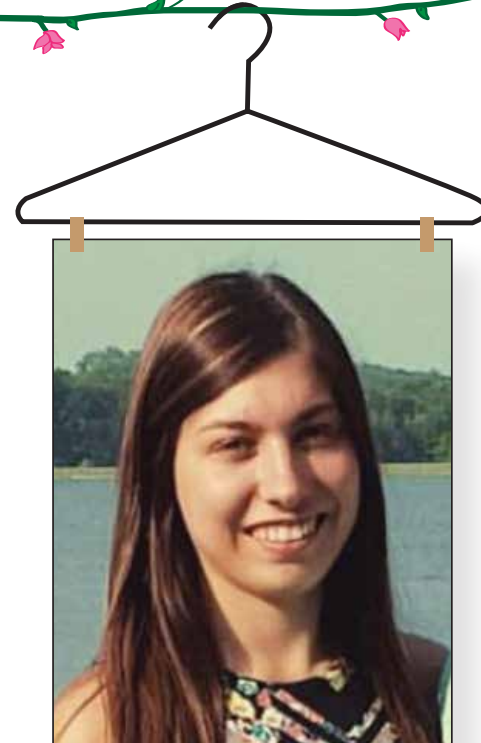
Confidence with technology: 4

Design

Would wear: necklace

Favorite color: teal

Style: laid back, casual



Kaity Brach

User Profile

About

Name: Katie Carlton

Age: 20

Year: Junior

Major: Graphic Design

Email: kxcst238@mail.rmu.edu

Job: Will be interning at Pacer Design Studios

Hobbies: designing, illustrating, and gaming

Technology

Cell phone to text, call, & apps

Laptop, iPad, & Wii

Needs: Creative design technology

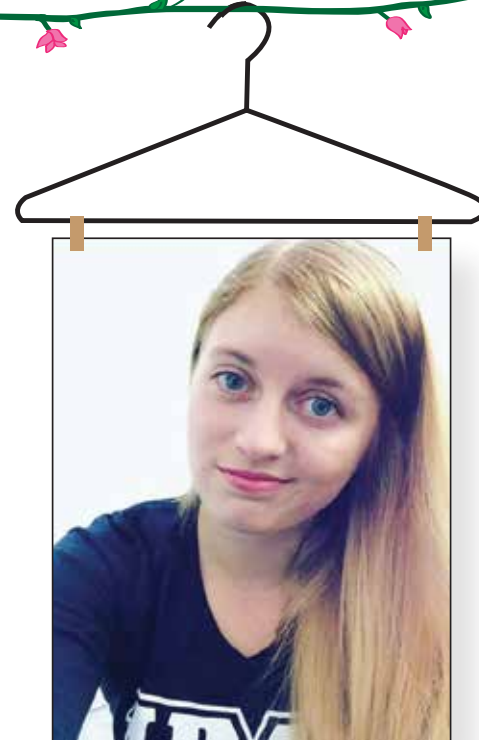
Confidence with technology: 8

Design

Would wear: bracelet or necklace

Favorite color: blue

Style: professional and casual



Katie Carlton

User Profile

About

Name: Delaney Hoolahan

Age: 21

Year: Junior

Major: Photography and Graphic Design

Email: dshst103@mail.rmu.edu

Job: Works at a deli

Hobbies: photography, designing,
sorority gatherings, and irish dancing

Technology

Cell phone to text, call, & apps

Laptop

Needs: Orgaization and structure

Confidence with technology: 6

Design

Would wear: watch or bracelet

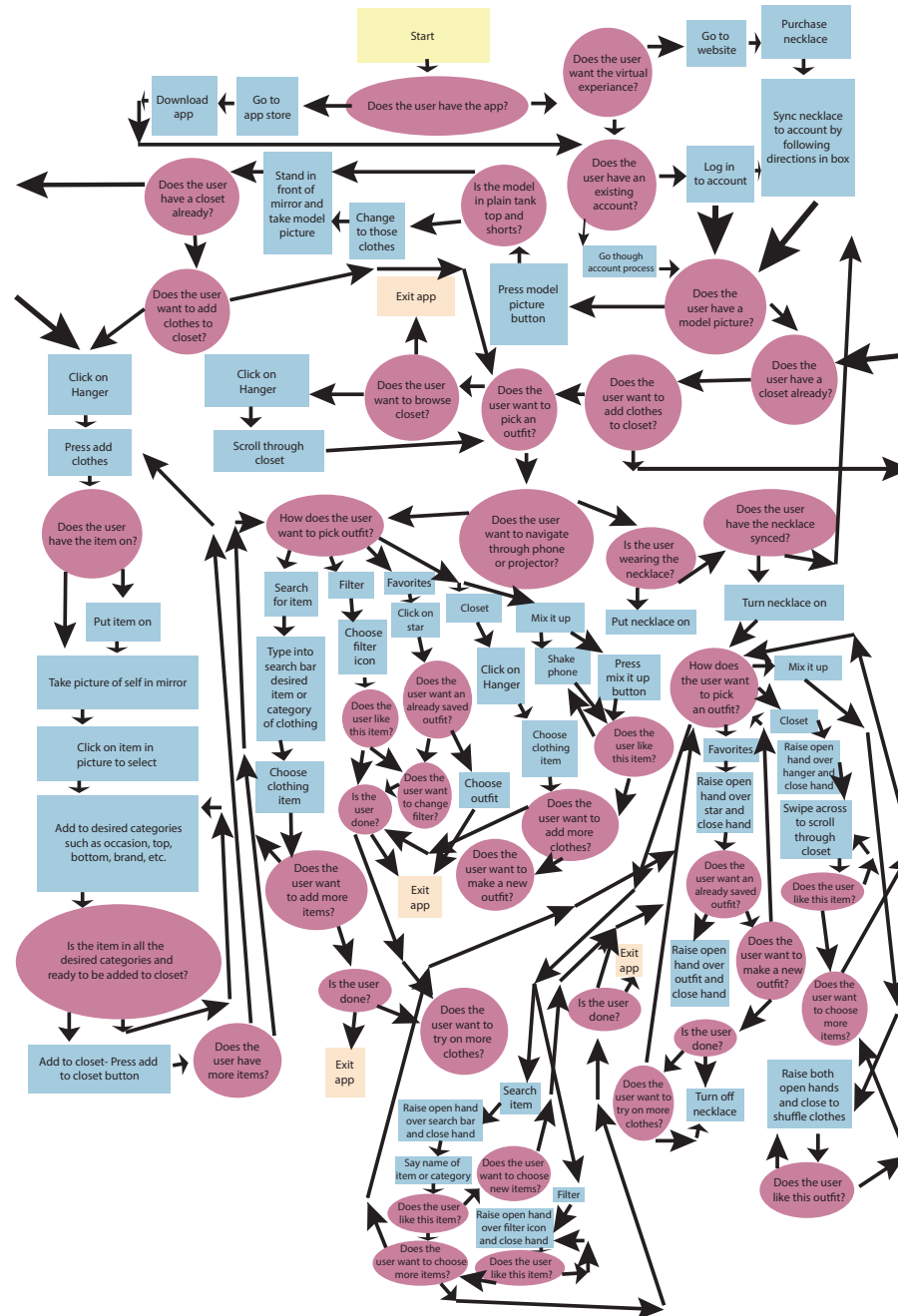
Favorite color: green

Style: fancy and classy



Delaney Hoolahan

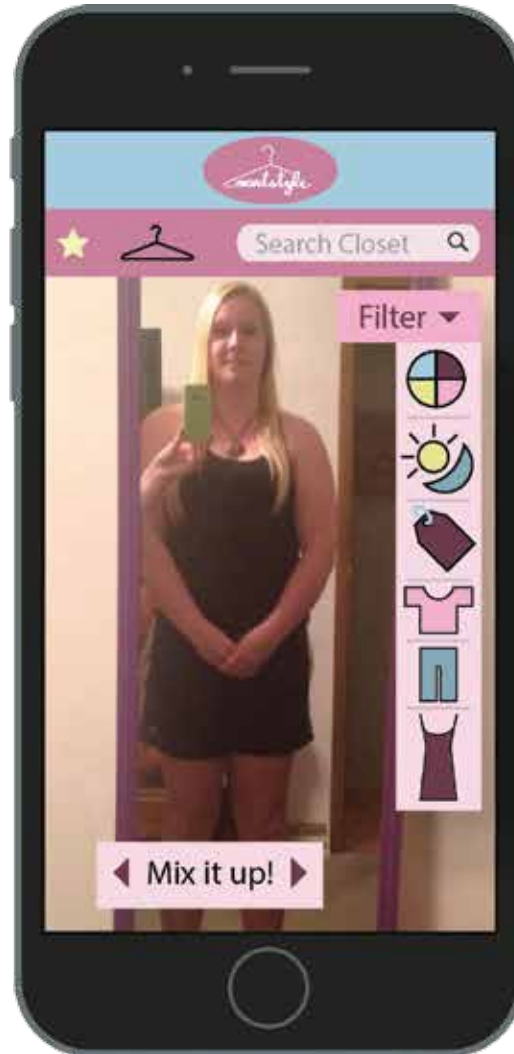
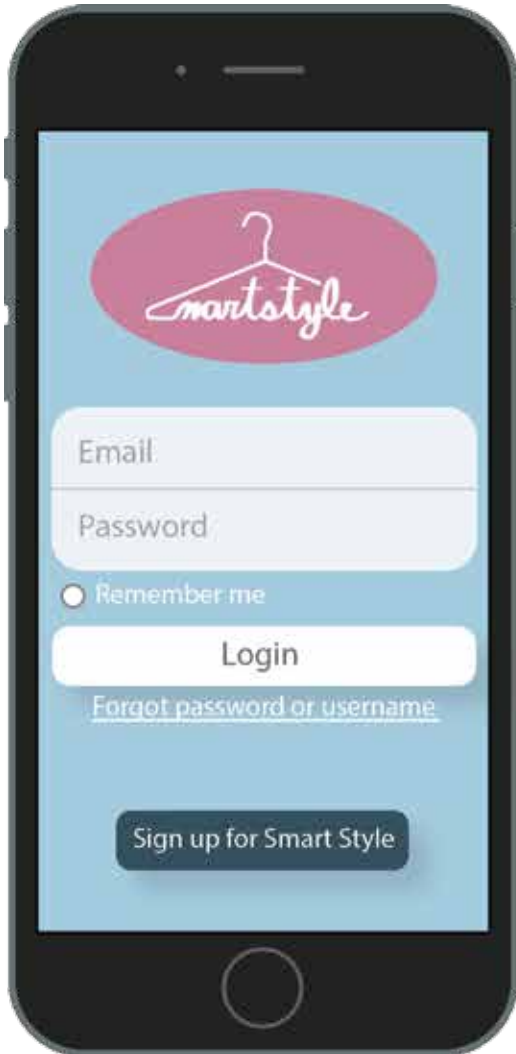
User Flow Diagram



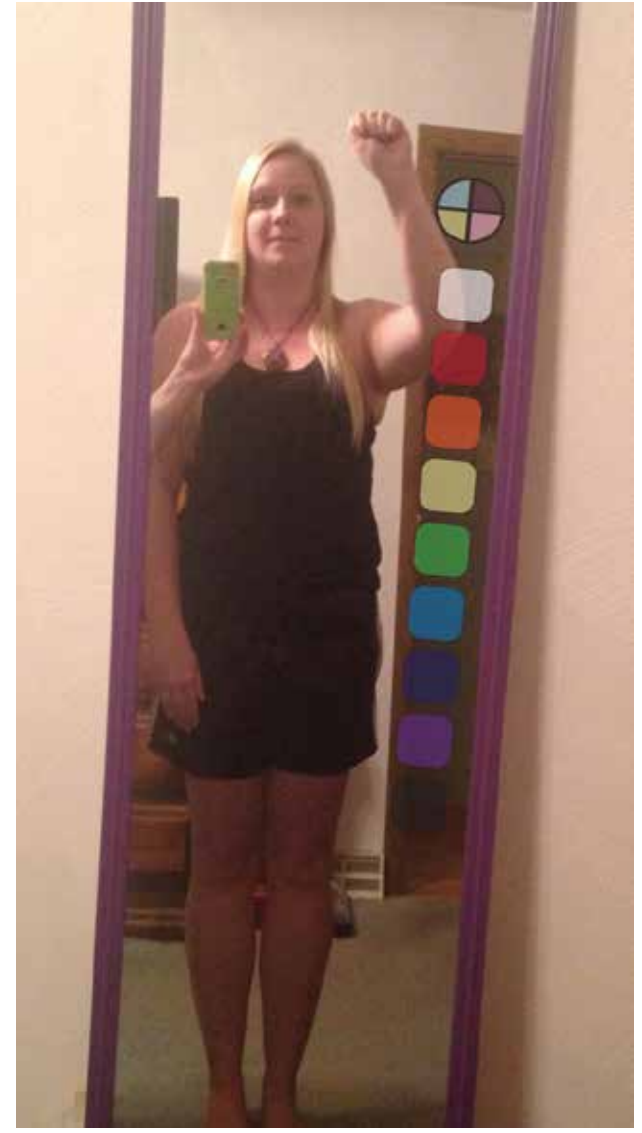
Digital Mock-up



App Pages



Augmented Reality Mirror



Prototype

