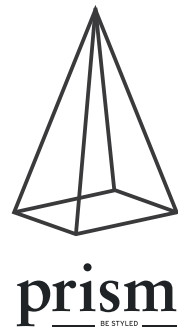


prism
BE STYLED

DESIGN PROPOSAL



A Whole New Level of Online Shopping

INTRODUCTION

“Prism” is a fashion application for people who want to strengthen the beauty of their own style. Prism, by definition, is the transparent optical object in which the light comes, touches the surface and refracts into a variety of colours. That idea is brought into the spirit of the application. In Prism, we help people to find their “true color” in their fashion world.

GOALS

The vital purpose of Prism is to help people dress better and feel confident in their daily life. Increasingly, we will help people enhance their own style. Furthermore, this is an active environment for people who have passion for fashion meet each other and explore more styles. Prism is also the connection between fashion stores and users. Consequently, shopping becomes easier.

STRATEGY

Since people now usually search styles or online shopping mainly on Google, Facebook, Instagram, our strategy is to create a fashion environment in which people can find everything about fashion here easily and more selectively. Initially we aim at people and fashion shops within Ho Chi Minh city and Ha Noi. We will also broaden and update our applications to other regions or international level, even. Some fashion shops we are currently collaborating with are Libé, Fragile Spine, Dottie, Nosbyn, Renbytee, LAM, ...

BENEFITS & FEATURES

The benefits when it comes to using PRISM are various. However, three benefits stand out the most among all benefits.

USERS GET TO KNOW MORE ABOUT FASHION TRENDS AND STYLES, AND BE INSPIRED FROM THAT OR FROM THE FASHION COMMUNITY WITHIN PRISM.

The “Discover” page, user can know about new styles or currently preferred trends not only in Vietnam but also around the world. A large number of tutorials or suggestions on how to mix-and-match an outfit is one of Prism’s strongest points. With daily updates, Prism makes sure that users will be continuously inspired. In these posts, users themselves can rate from one being worst and five being best, for future improvement of the application. Moreover, users can also keep track of their friends and follow people or stores on “Grid”. Looking at outfits photos from friends and influenced people is a very good way of inspiration that Prism provides to users.

USERS ARE PROVIDED AN EASIER WAY TO MIX AND MATCH OR PLAN OUTFITS.

The wardrobe feature where users can upload their garments online. This feature will help users to organize their clothing, put together and plan their favorite outfits. In addition, there are also the “pin” function. For users to pin photos from the site to their already existed items to mix-and-match, or they can pin photos as their individual items. Therefore, users do not have to take photos and upload it on PRISM wardrobe.

SHOPPING ON PRISM IS CONVENIENT AND TIME EFFICIENT ON PRISM.

Apart from the function search based on keywords, PRISM search engine is unique and distinguished from other normal search engines. On PRISM, users can search for their specific style of clothing, and stores located nearest to their location. Moreover, users all get a map to know stores specific destination. After having the stores or items wanted, users can perceive to “reserve” the wanting items. This reserve feature is specifically created for the busy people. This feature put items on hold for 24 hours, until the person go and pay for the products.

TARGET AUDIENCES

15 to 35 year-old Vietnamese

All genders

Using the internet

Interested in fashion trends and styles



Tran Thu Trang

WE ONLY LIVE ONCE

USER

PERSONA

Born in Saigon (1995), Trang is a third year student of Foreign Trade University in HCM city. Born in Saigon, she is currently living with her parents and 2 younger brothers. They are a mid-class family. Trang is supported by her family with her living expenditure (2.5mil/month). Beside a student, she is working part-time job as a teacher assistant at ILA (1.5mil/month). Her ambition is to become a marketing manager of Unilever Vietnam Corporate. Perceiving that a good-looking will greatly contribute to her success, Trang cares for her appearance much. She has a basic knowledge of fashion. Trang also wants to update her wardrobe and improve her fashion style.

SCENARIO

An interview for Unilever “Future Leader League 2014” competition was about to come on next Monday. Without having any experience on how to suitably dress for a business event, Trang used Prism to search for business style and got suggestions on how to mix-and-match with her style and her wardrobe. Within that day, Trang quickly found a specific shop that had the garment suitable for her. The day had come. At the interview, Trang felt very confident about how she dressed, which made the organizers keep an eye on her. With her knowledge and smartly suitable appearance, she easily gained the ticket to the final round of “Future Leader League 2014” which took place in London.

TARGET AUDIENCES

15 to 35 year-old Vietnamese

All genders

Using the internet

Interested in fashion trends and styles



BIBOTI

DREAMS DON'T WORK UNLESS YOU DO.

FASHIONISTA

PERSONA

Born in Hanoi (1992), Biboti studies abroad in Texas, USA, majoring in Fine Art. With a beautiful face and figure, she is one of the newest “hot girl” among teenagers in Ho Chi Minh city. Biboti also owns a fashion blog which is loved and followed by many.

Because of that, fashion brands would usually pay her to wear their clothes as a mean of advertising for their products, which becomes her main income. Consequently, she lives independently with her money.

SCENARIO

Biboti has a love for Vietnamese fashion industry and wants to bring it into a whole new level. She joined Prism and updated her outfit of the day on her account. Then, Biboti tagged all the brands that she was wearing into the photos (For example, top: Renbytee, bottom: NakedbyV, shoes: Thebluetshirt). With her smart sense of fashion, a large amount of followers started giving care to Biboti. These photos received a tremendous amount of likes and it honorably appeared on the featured page of Prism. As a result, her popularity was sharply increasing day by day. More and more shops found her to advertise their clothes. Her income since then raised. She shared that coming to Prism was her wise decision.

TARGET CUSTOMERS

Original Fashion stores in Vietnam
Want to have online store



NAKED BY V

ANOTHER FORM OF SIMPLICITY

STORE

PERSONA

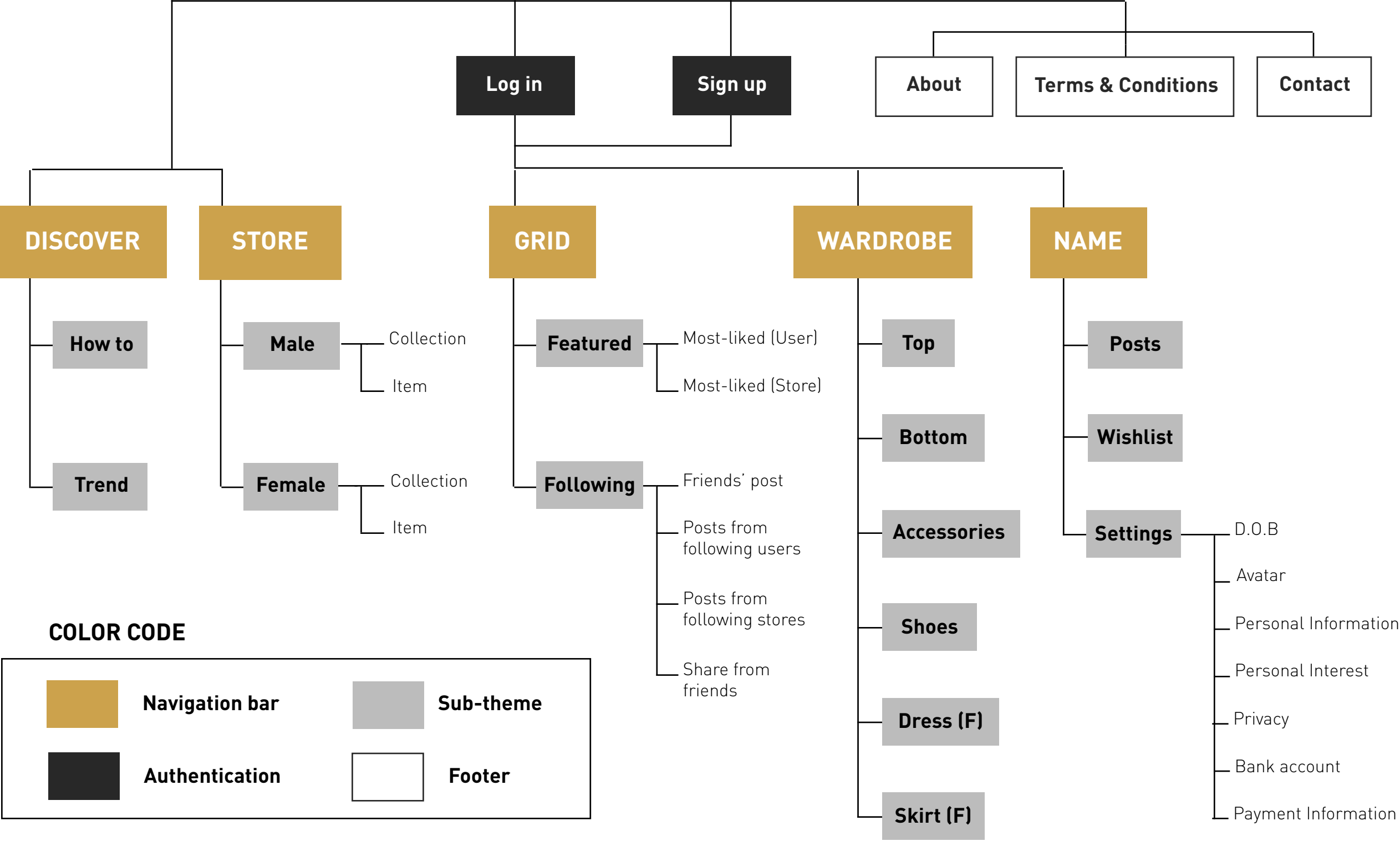
Naked by V owned by Pham Trung Kien (1983). Graduated from marketing program in Switzerland, Kien only finds his passion when becoming fashion journalist and stylist for some popular fashion magazines in Vietnam such as Elle, Cosmopolitan, Dep,... Especially, in collaboration with Elle, he produced many amazing fashion photos. These days, he is a freelance stylist for many magazines as well as developing his own fashion store Naked by V.

SCENARIO

Naked by V is a new fashion brand founded by Kien. His potential customers are those from 17 to 27. In order to popularize his brand, Kien decided to register for a shop account on Prism. After 1 month of operation with all features activated, the traffic and profit achieved an incredible amount. He was happy with his choice at Prism.

INFORMATION ARCHITECTURE

SITEMAP





LOGO

DISCOVER

STORES

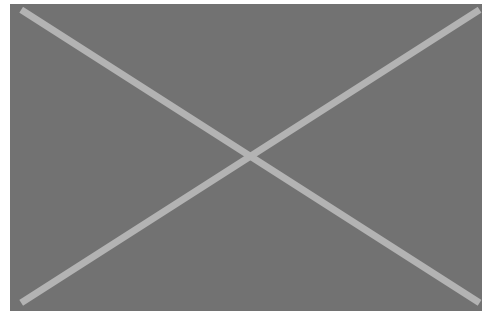
GRID

WARDROBE



SIGN UP | LOG IN

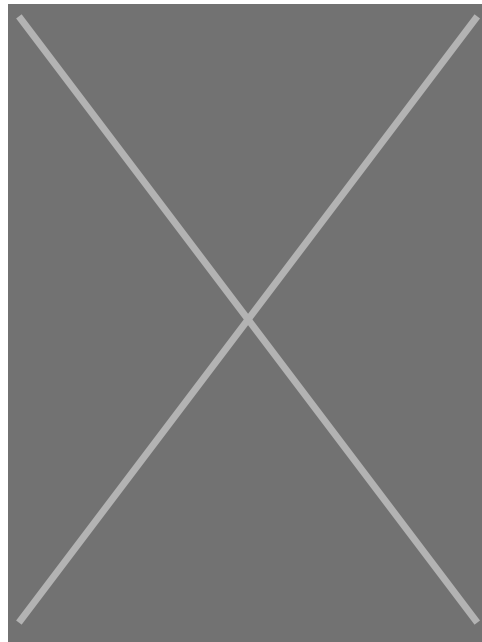
HOW TO / TREND



POST TITLE



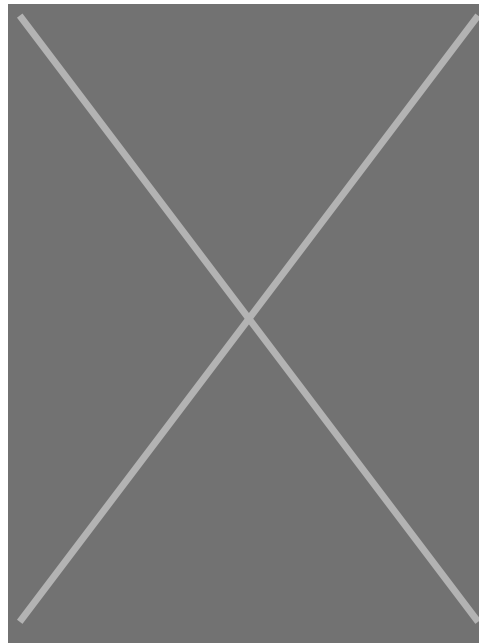
Comments



POST TITLE



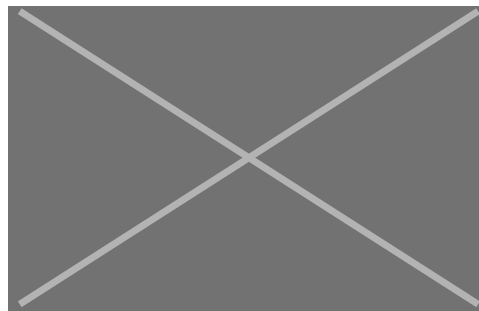
Comments



POST TITLE



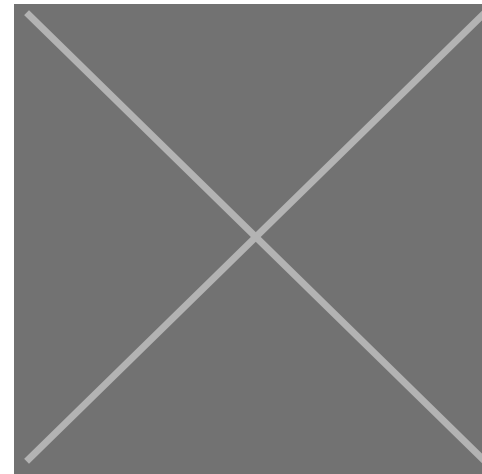
Comments



POST TITLE

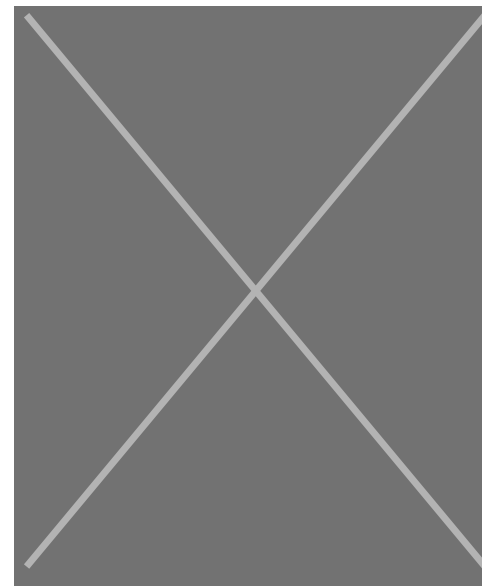


Comments



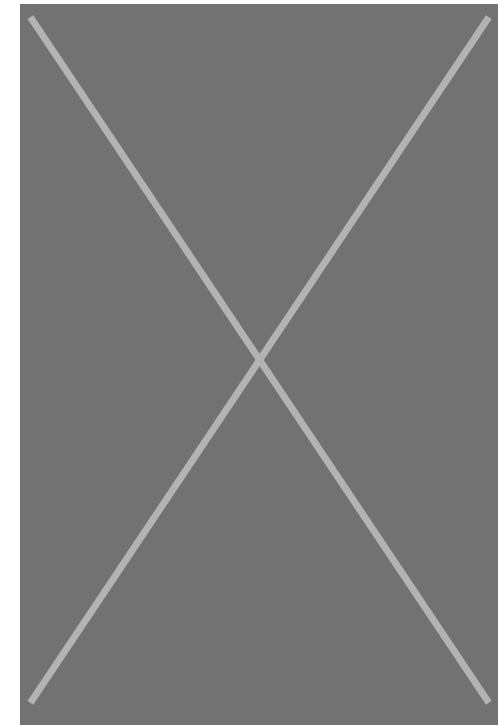
POST TITLE

Comments



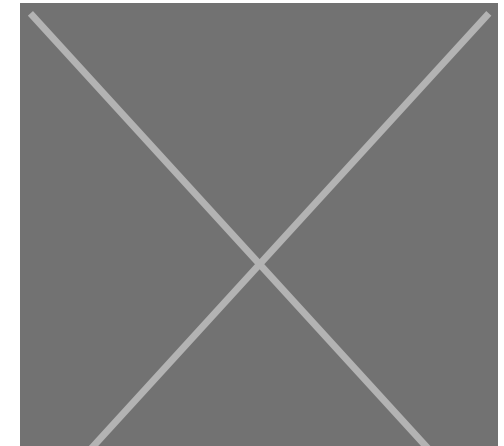
POST TITLE

Comments



POST TITLE

Comments





LOGO

DISCOVER

STORES

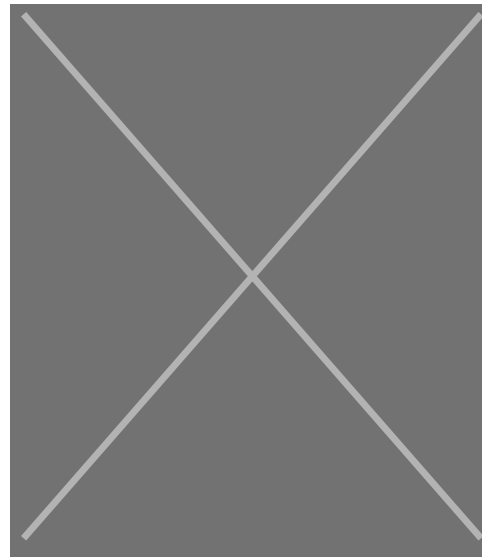
GRID

WARDROBE



ACCOUNT

MALE / FEMALE

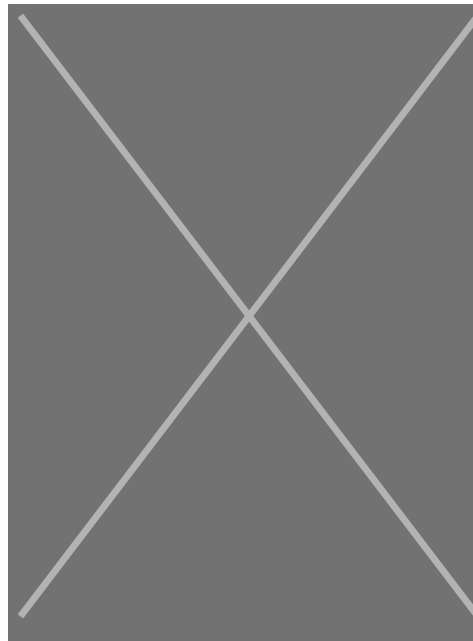


Store name

DESCRIPTION



Comments

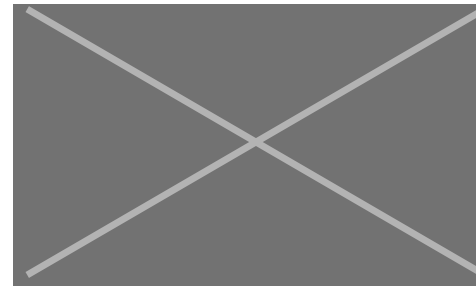


Store name

DESCRIPTION



Comments



Store name

DESCRIPTION



Comments

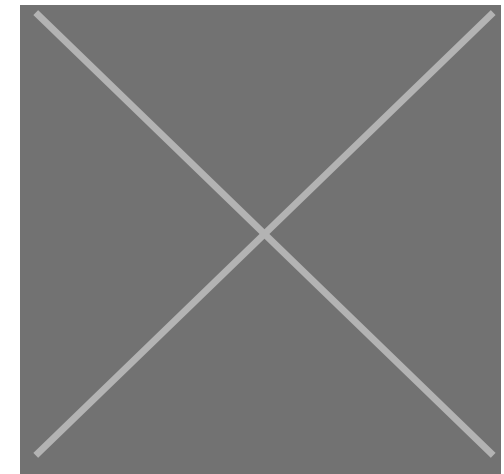


Store name

DESCRIPTION



Comments

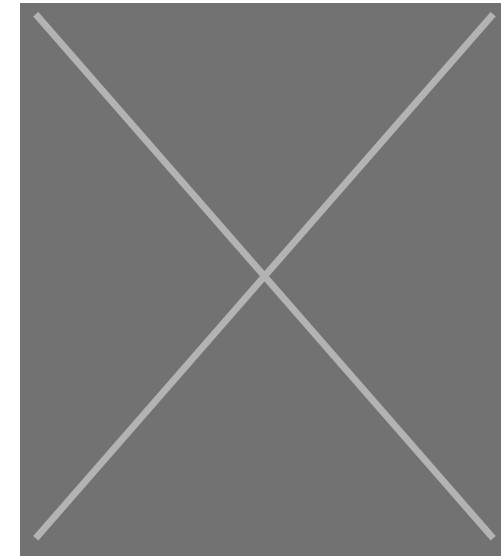


Store name

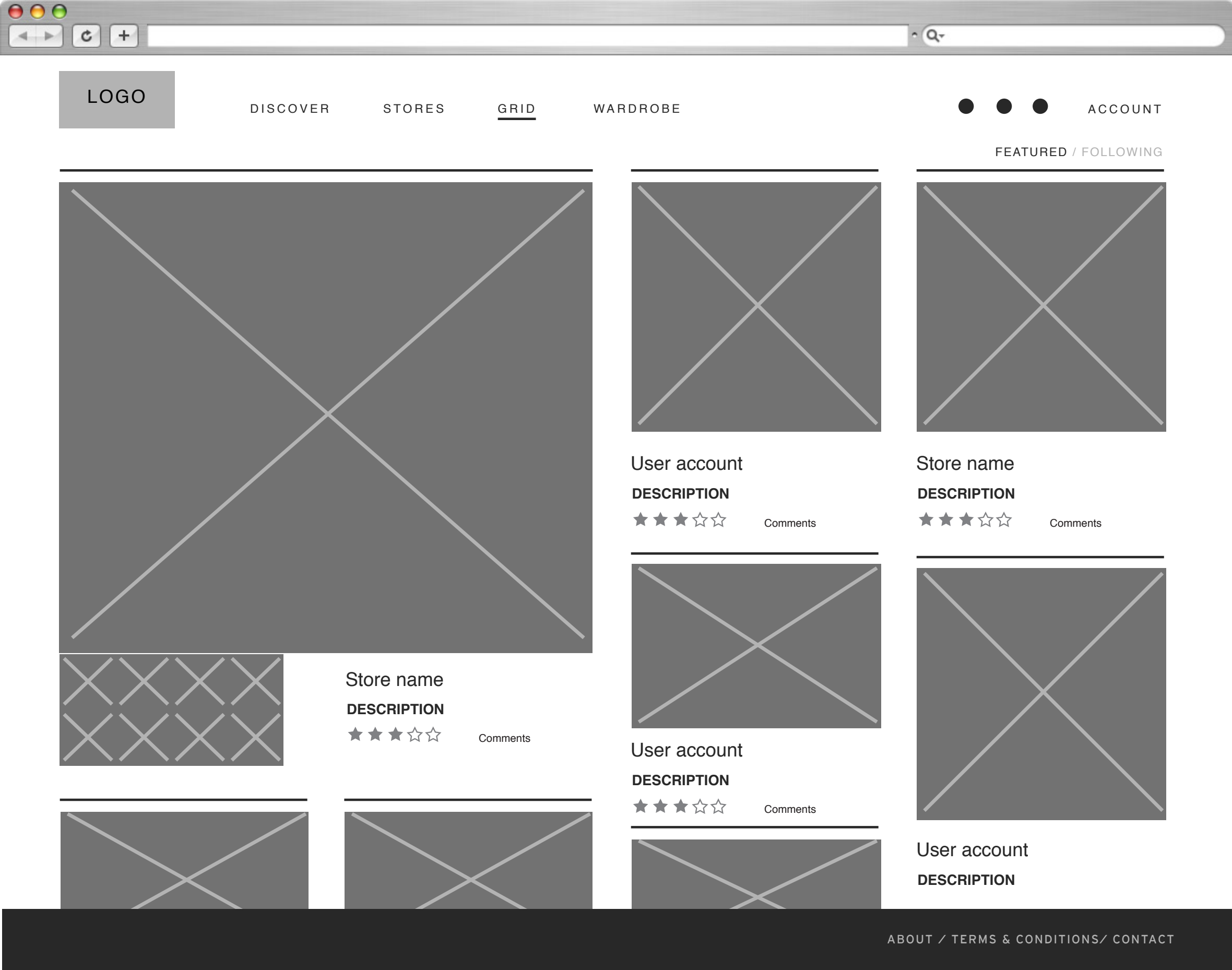
DESCRIPTION



Comments



Store name





LOGO

DISCOVER

STORES

GRID

WARDROBE



ACCOUNT

GOOD MORNING!

- TOPS
- BOTTOMS
- DRESSES
- SKIRTS
- SHOES
- ACCESSORIES

ADD

ADD



Store name

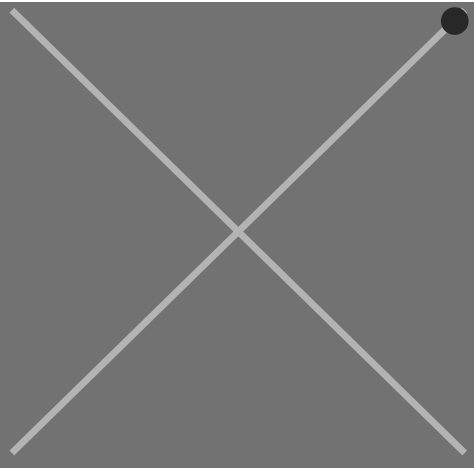
Product name

Price

Size



Hashtags



Store name

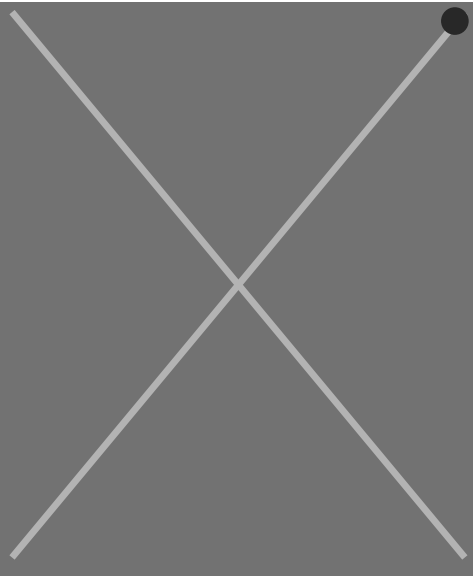
Product name

Price

Size



Hashtags



Store name

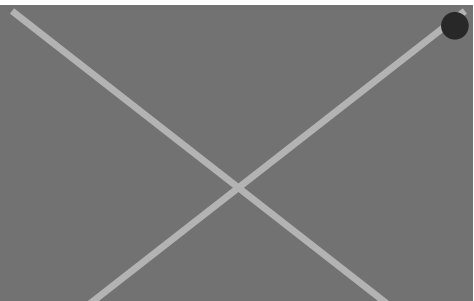
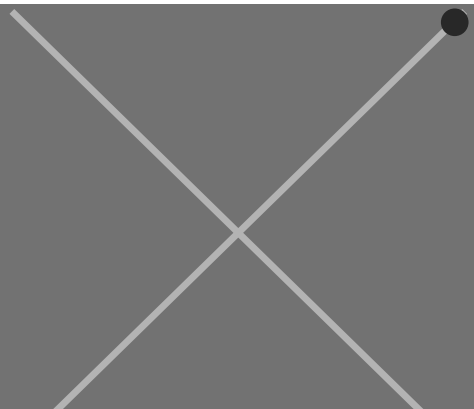
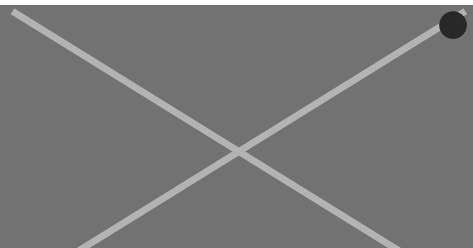
Product name

Price

Size



Hashtags



←

→

↺

+

Q

LOGO

DISCOVER

STORES

GRID

WARDROBE

ACCOUNT

YOUR POST / WISHLIST / SETTING

Profile name

DESCRIPTION

EDIT

150 POSTS

4589 FOLLOWERS

289 FOLLOWING

User account

DESCRIPTION

★★★★☆

Comments

User account

DESCRIPTION

★★★★☆

Comments

User account

DESCRIPTION

★★★★☆

Comments

User account

DESCRIPTION

★★★★☆

Comments

User account

DESCRIPTION

★★★★☆

Comments

User account

DESCRIPTION

★★★★☆

Comments

User account

DESCRIPTION

★★★★☆

Comments

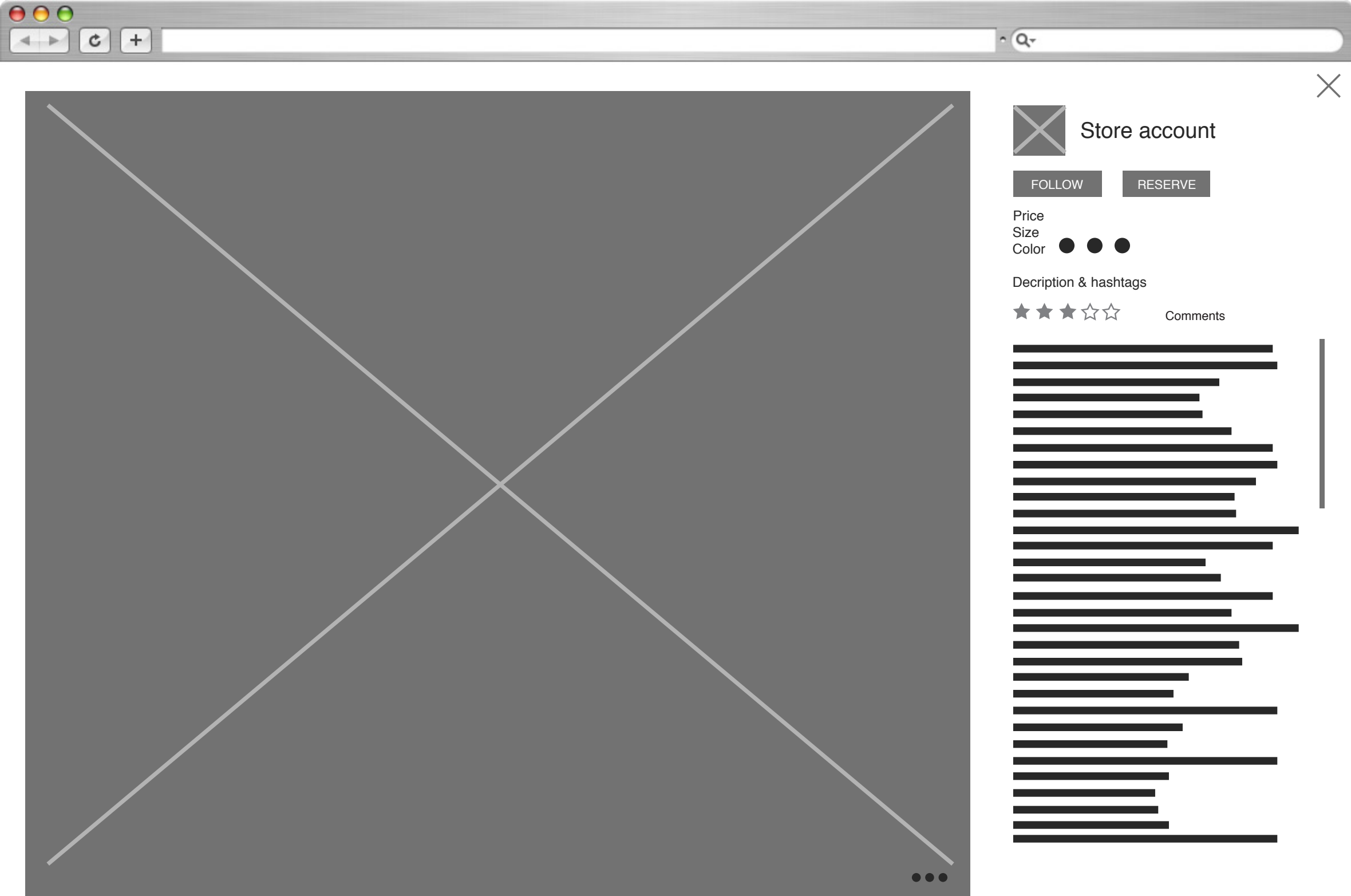
User account

DESCRIPTION

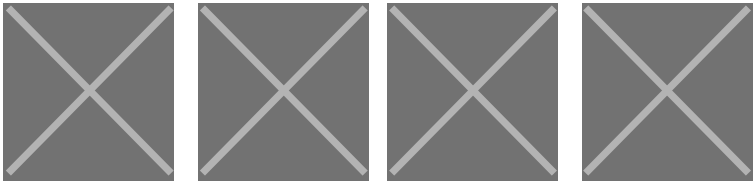
★★★★☆

Comments

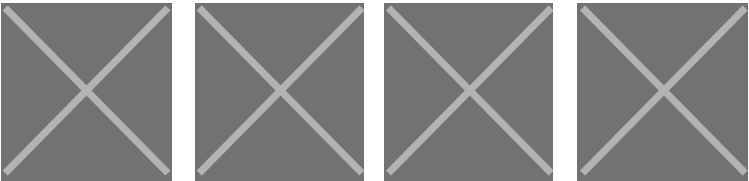
ABOUT / TERMS & CONDITIONS/ CONTACT

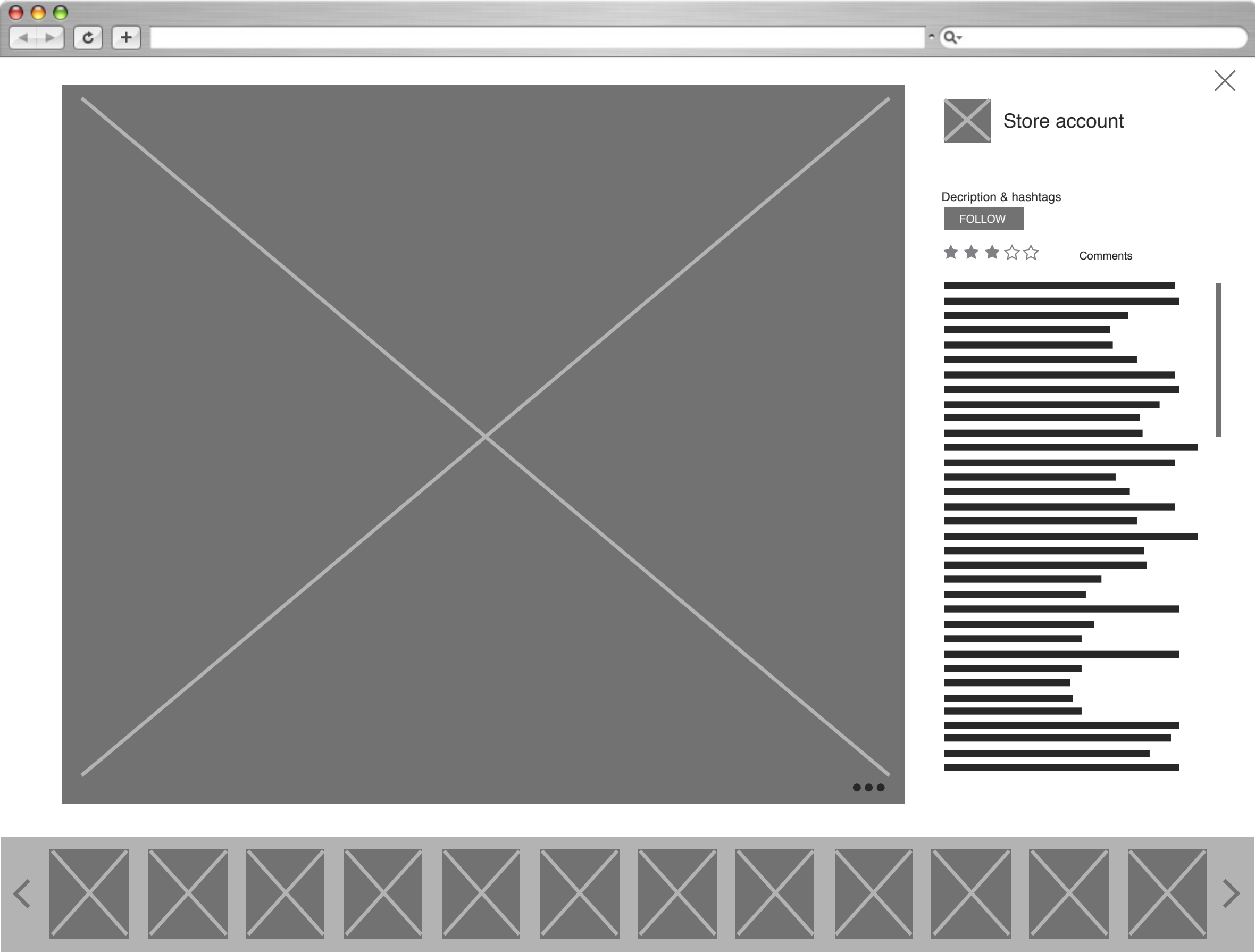


SIMILAR
FROM STORE



SIMILAR
STYLE







prism

DISCOVER

STORES

GRID

WARDROBE

Q SIGN UP | LOG IN

HOW TO / TREND



6 DO'S AND DON'TS OF SUMMER OFFICE OUTFITS

4.5/5 2,241 comments

When it comes to getting dressed, I am a big believer that the traditional "rules" are sort of bullshit.



STYLES OF YOUTHS: BRIGHT NORTH, MYSTERIOUS SOUTH

4.5/5 4,858 comments

Last week, while Northern youth are confident with bright and gently set, the Southern are



STREET STYLE OF MODELS: WORTH PAYING ATTENTION

4.5/5 6,301 comments

Even with the advantage of physical superiority, models sometimes look even more eye-catching than fashionista.



8 WAYS TO LOOK CHIC NO MATTER WHERE YOU'RE GOING THIS SUMMER

4.5/5 7,951 comments

Here, eight occasions you might find yourself in and exactly what you should wear.

ABOUT / TERMS & CONDITIONS / CONTACT



FINAL DESIGN - Discover Page

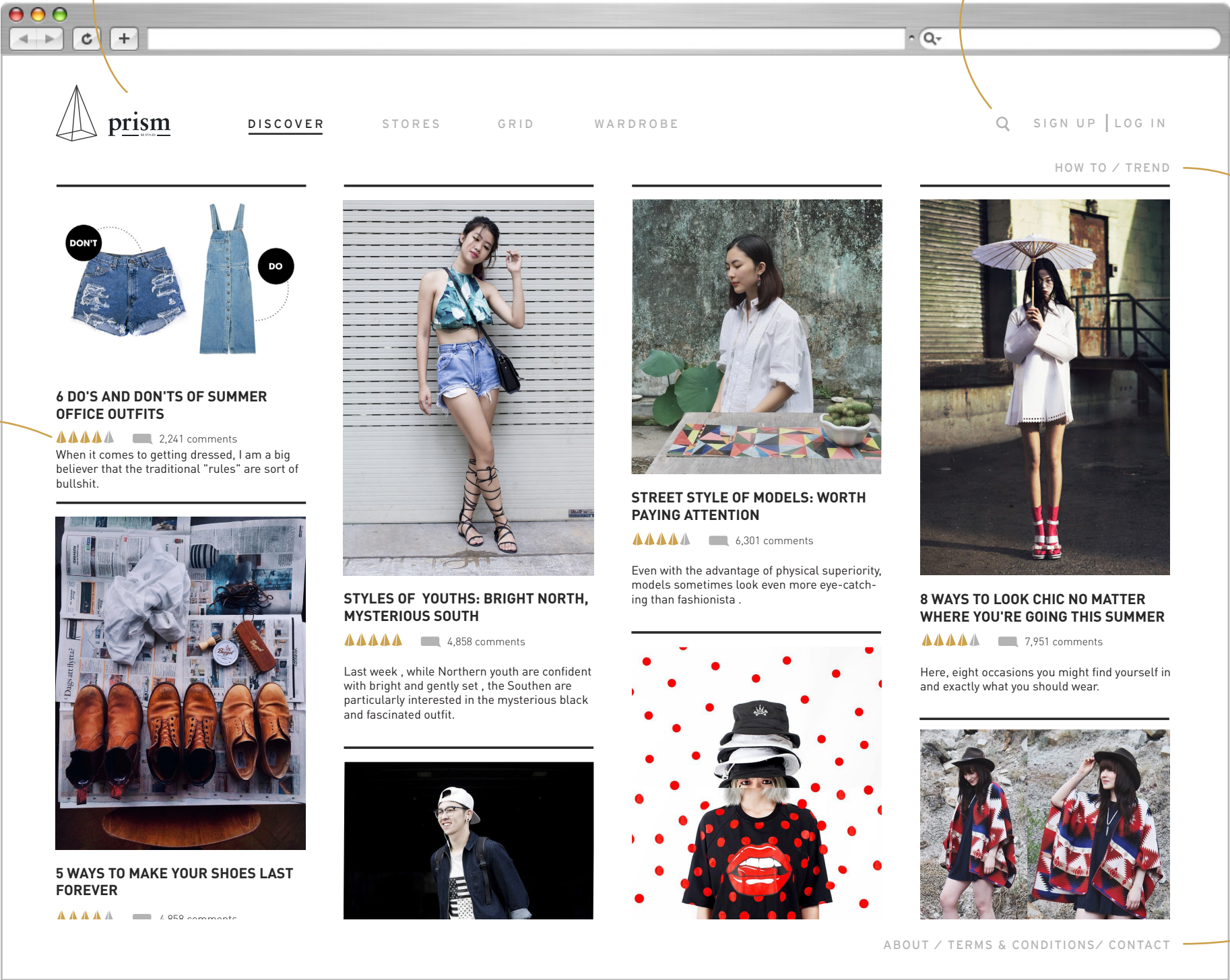
Whenever clicking to the logo, it goes to Discover page.

Search engine (within PRISM): search according to styles, location, etc

Hover and click on those little prisms to rate the post.

Click one of these and the posts are arranged into each category.

Footer



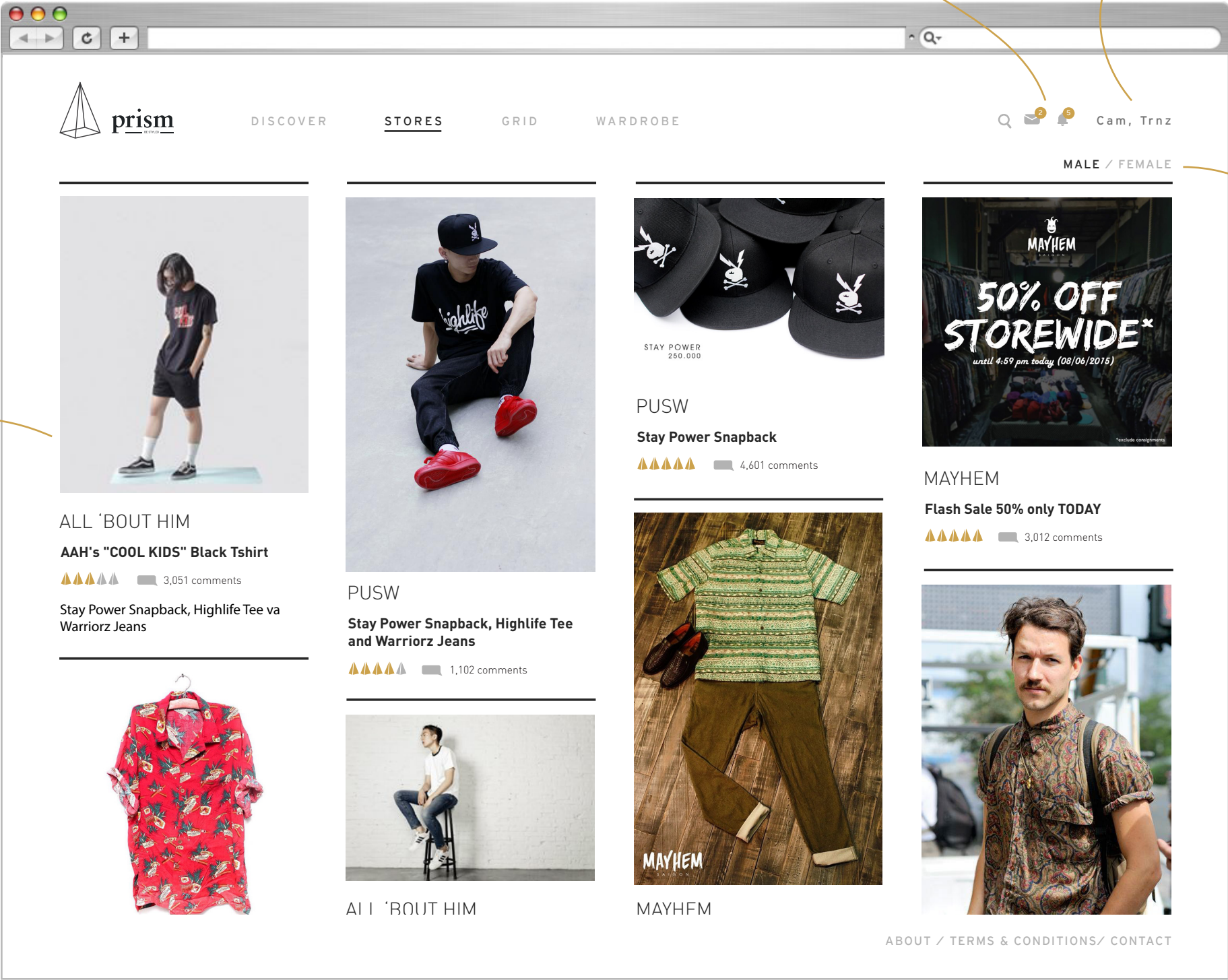
FINAL DESIGN - Stores Page / Male

User's messages and notifications.

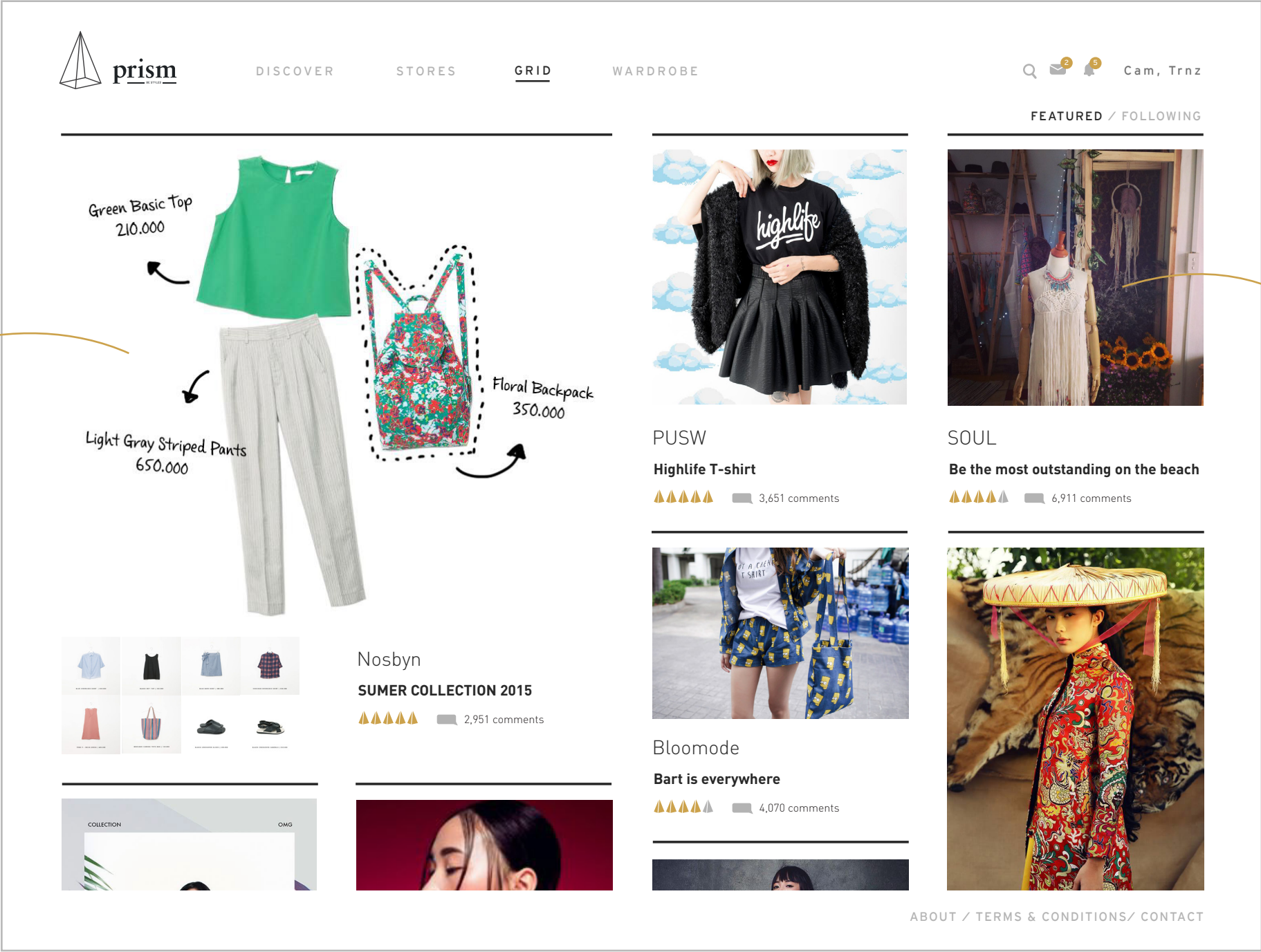
Link to the profile page.
Only appear after
log in / sign up to PRISM.

Click on one post and a
pop-up appears showing
detailed information.

Click one of these and
the posts are arranged
into each category.



FINAL DESIGN - Grid / Feature



Collection from store.
It has double width
size of an item.


Individual item from
store

FINAL DESIGN - Wardrobe / Top

Edit icon is shown next to the name of that category for any change.

Users can click “add” button to add more category.

Click on one hashtag and other posts that have the same hashtag appear.



DISCOVER

STORES

GRID

WARDROBE

Q

2

5

Cam, Trnz

GOOD MORNING!

TOPS

BOTTOMS

DRESSES

SKIRTS

SHOES

ACCESSORIES

32

20

13


6

25

53

ADD

ADD



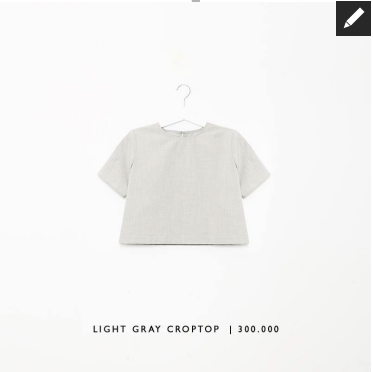
Bloomode

Bart full hihi

VND 400,000

M

#cartoon #summer #shirt #lovely



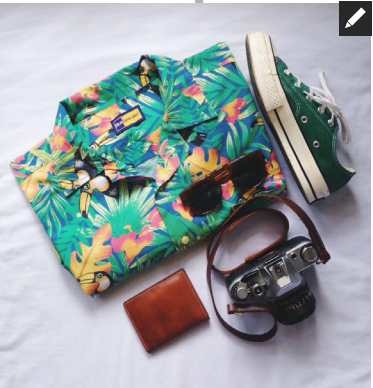
Nosbyn

Light gray croptop

VND 300,000

M

#summer #croptop #minimalism #best




MAYHEM


Summet floral shirt

VND 300,000

S


#summer #beach #tomboy #comfortable





ABOUT / TERMS & CONDITIONS/ CONTACT





DISCOVER

STORES

GRID

WARDROBE

Q

SIGN UP | LOG IN

HOW TO / TREND

10:29:04 AM - 29/07/2015


6 DO'S AND DON'TS OF SUMMER OFFICE OUTFITS

HOW TO


It's hot! But don't look like a hot mess.

When it comes to getting dressed, I am a big believer that the traditional "rules" are sort of bullshit. White after Labor Day? Sure! Mixing your blacks and blues? Definitely! Pattern mixing? Obviously.

But even with my very liberal sensibilities, there are limitations that even I believe we should all value when getting dressed. For example, the office, a cornerstone of professionalism and structure, should be respected as such, and even though it can be brutally hot in the summer, that doesn't mean you should dress like you are poolside rather than deskside. Instead, ask yourself the two questions you should always ask when you get dressed: 1. What is the weather? 2. What is the occasion? If your outfit can answer both of these questions, then congrats! You are dressed properly. The same thing applies to getting dressed for the office. Even if you work in the most casual of start-ups, your office is still not Coachella—so you should dress to reflect that. Here, I've rounded up 6 common mistakes that people make and the appropriate ways to go about correcting them when getting dressed for casual Fridays or any summer day in the office. Because, yes, it's hot, but you shouldn't look like hot mess.



DON'T



DO

1


LACE TOPS

Ladies, lace belongs in the bedroom or for a night out when you are trying to get someone to see your street lace so later you can show them bedroom lace. It is not for the office. True, a thin airy fabric helps to keep you cool but it is a bit much for a professional environment. Instead, try something eyelet, which still has just as much texture and is quite porous but with a more tame disposition, sort of like a horse vs. a pony.


2

MAXI DRESSES

A maxi dress is pure resort wear therefore, it has no place in an office since an office and a resort are basically mortal enemies. And yes, of course a big breezy dress will keep you cool but then everyone will be wondering if you think you are in Turks and Caicos. If your office is actually in Turks and Caicos though, you can totally wear a maxi dress there. If your office is not, then you should wear something with more structure like a cotton pencil dress. This option in particular has an open back, which can be covered up by a light sweater once the A/C chill hits you.



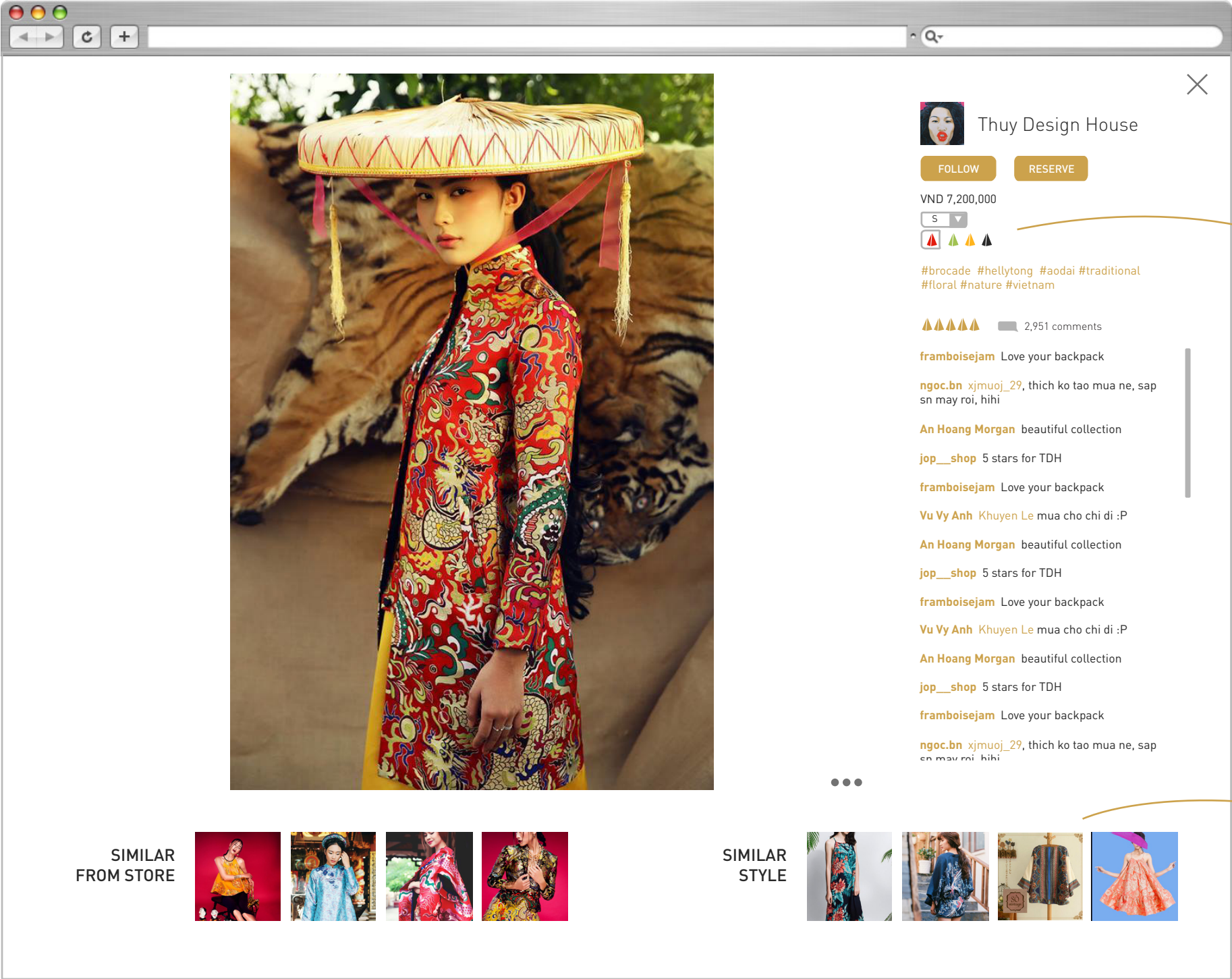
DON'T



DO

ABOUT / TERMS & CONDITIONS / CONTACT

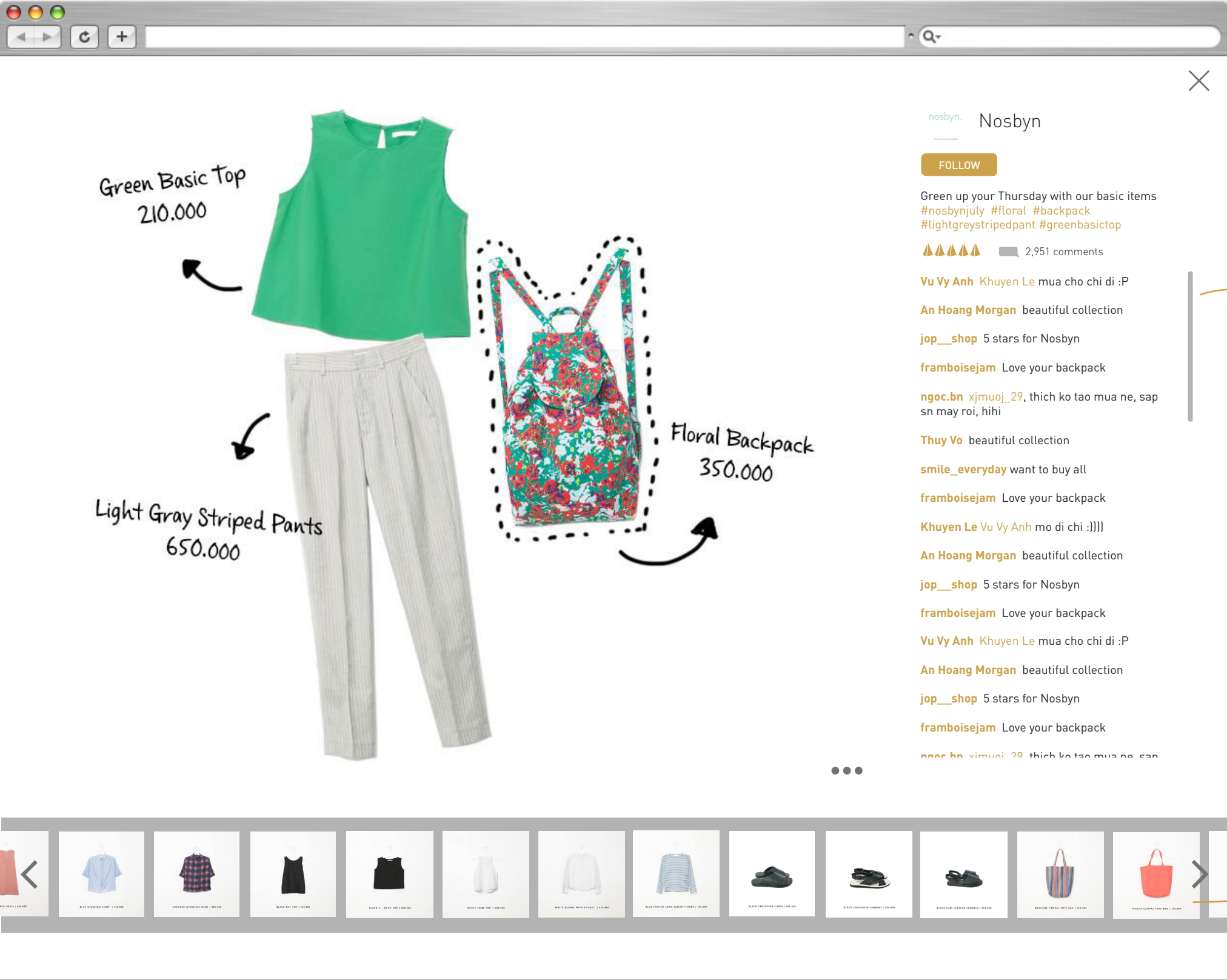
FINAL DESIGN - Item pop-up window



Price, size and color

At the bottom, there are some suggestions on similar items of similar style. Click on one image and the same pop-up appears.

FINAL DESIGN - Pop-up of a collection



The slide bar on the right shows all the comments. Click, hold and move down the bar, it will show the below comments.

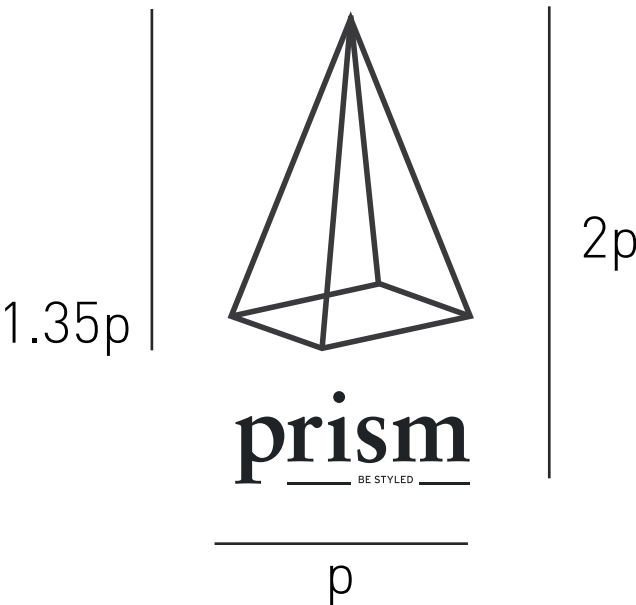
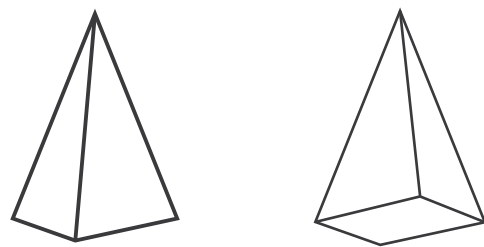
There is a slideshow at the bottom to show all the items within the collection. Click on 2 little arrows on the left and right and other items will appear.

LOGO

Prism, as its name, is a transparent optical element with flat, polished surfaces that refracts light. In Prism, people can find their true own colour from a colourful fashion world. That idea is also brought into consideration to visualize.

The logo is drawn based on the real prism. However, this logo can be seen in different angles from different views. Just like prism can be seen from many views with different planes. As presented, in Prism, people can find their own style in the fashion world. Prism refracts one colour to seven different colours, just like they have their own style in fashion. The name “Prism” and slogan “Be Styled” is placed below the logo with the appropriate distance to the logo to make sure the logo performs well its function and conveys the message.




DIFFERENT ANGLES PERSPECTIVE



TYPOGRAPHY

Sabon bold: **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0

DINPro: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0

Color Scheme:  R:40 G:40 B:40
  R:188 G:188 B:188
  R:204 G:162 B:76

FINAL DESIGN - Style guide

ICON



Messages



Notifications



Search



Edit



Comments



More



Rating

MENU

DISCOVER

Normal menu

DISCOVER

Hover menu / Active menu

HOW TO
TREND

Drop down menu

EDIT

Gold button

EDIT

Gold button hover

1. Unique features
2. Specialized in fashion
3. Reliable sources
4. Don't collect user information
5. Easy to use
6. Free for normal users
7. Social Media
8. Passionate employees

S

1. Newbie
2. Need to sign up to use PRISM
its fullest capacity
3. Low in database

W































1. Fashion market in Vietnam is rising
2. Ads on search engine & map
are used the most of all online ads
3. Consumers are leaning
toward online shopping

O

1. People habits of using Facebook
and Instagram
2. Foul play behavior of shopping stores
3. Yet to gain trust

T

INDIRECT COMPETITORS - PRISM does not have direct competitors

Features	Facebook	Kenh14	Google	Elle	Instagram	PRISM
Trends						
Map						
Tutorials						
Search by style and location						
Stores' information						
Clothes' information						
Reserve						
"Pin" feature						
Friends interaction						
Online wardrobe						
Specialized in fashion						
Rating						