

Project Definition

Designing an identity with its product which is an unisex wristband reflecting user's zodiac sign group.

Goals & Objectives

Goals

- Create a different way of identifying personality & compatibility between people.
- Developing a mutual language between the people who are interested in this subject and of course create visuals that can be understood for everyone.
- Designing an attractive identity and an attractive wristband that could be wearable anytime, anywhere.
- Make people social and provide them to be noticed.

Objectives

- Embedding all the materials into a wristband and learning how to build a website of the identity.
- Creating a website including the compatibility chart lead them to talk with the others according to their compatibility

Target Audience

The target audience of the product will be both women and men who are interested in, enjoys about this 'signs' subject.

Whoever;

_interested in signs

_shop online

_follow fashion of technology (a little bit geek)

_wants to be get noticed in concerts, festivals

will be within the target audience.

Background Informations

I'm a person who is extremely interested in signs, i'm reading books, always making researches about this issue. Thus, in this long period I've found to chance to look a lot of websites, applications etc.. As a result, I've realized that there is no well-designed app and website, even they are, they are extremely boring, not attractive. The first idea was to create a website or application consisting of the combination of the scattered informations. After that I thought that I will not create a 'new' thing and decided to replace it with designing a corporate identity with its product including 'signs'.

So the first idea about the product was that it will both reflect the user's zodiac sign and compatibility with others. However it could create a bias if users are not compatible astrologically. Thus, I replaced it with reflecting compatibility if users wonder also, only positive results will be shown.. I made a lot of research about this issue because I had a lot of problems of how to embed the materials into a wristband, how two wristband perceive eachother, how it will be charged, and how the user will enter his/her birthday on the wristband. That's way I was also designing the website and the whole identity, I decided to make it simpler in the directions of research I've made. What do I mean by that? Look at the Detailed Project Description part :)

Detailed Project Description

I will design a identity with its all details even including the real product. The major part of the company will be its website.

If you are interested in signs somewhat, you'd realize that there is no any product and well-designed website about it. I've decided to create a corporate identity including logo, letterhad, envelope, folder, website and the product. So how will be this product?

The product which is designed in four different colours according to the zodiac signs group will be ordered online after when the user enters his/her birthday date. The colours will be very simple because I want everyone will be able to understand.

The colours will be:

_red for fire group

_blue for water group

_grey for air signs

_brown-beige for earth signs

The wristband is set to work at nights by led system and this will make it noticeable. Nevertheless it has its own colours without glowing, so you will understand that the person is belonged to the fire group even in daylight because his/her RED wristband.

At nights, it starts shining and this will not only make you get noticed and create a beautiful scene in night clubs or festivals like coldplay performance but also provide you to build some relationships in business, friendship and love because you can get astrological informations about the other groups that is weared by other users.

Briefly:

Enter the website -> enter your birthday -> get your wristband according to your birthday -> wear it in a concert -> communicate with people

Scope of the Project

My project will include:

- _finding a name for the company
- _designing the logo, business card, letterhead, envelope, wristband illustration, website and the real product

My project will not include

- _the product provide you to have a date, it will not match you wih others.

Required Know-How

- design a wristband
- design a website (dreamviewer, muse..)
- arduino (processing)
- embedding the materials into a wristband
- coding to control leds

Difficulties & Risks

The difficult parts of the project would be the controlling leds, coding, and embedding materials into a small wristband properly.

The other difficulty is to design an attractive website.

Phases of the Project

1- I will begin my project by developing the style identity itself because it will help me to design a wristband and gives idea how the style should be.
The first step is that I will have to choose a name for the brand, first deciding whether it should be in English or in Turkish.

2- After I have chosen the name, I will start doing study to design the logo of the brand.

3- I will design business card, letterhead paper, and envelope after designing the logo, accordingly; being consistent in terms of fonts, color scheme and language, helping design elements etc.

4- When the identity is completed, I will start to illustrate the 4 different coloured product

5- Designing graphics or charts about the compatibility between the groups which will be put on the website. It should be both understandable and attractive because it will be the map of the person.

6- I will start to make a deep research about making the wristband & how the materials will be embedded into it and how to control it by the led system.

7- I will use Arduino/Processing to control led

8- After controlling is done, I will make a wristband and putting materials into it.

9- When the experiment is successful, I will make a website which is briefly consisted of the parts:

- _Representation of the product
- _Shows chart & graphics
- _Shop online

Criteria of success

If The whole design will be consistent, attractive, interesting

+

led lights and the website work properly
that means project becomes successful!

Bibliography

<http://urun.gittigidiyor.com/taki-saat/dijital-led-moda-spor-mavi-renk-unisex-saat-90524736>

<http://www.youtube.com/watch?v=7eK-ATlcyCM>

<http://www.youtube.com/watch?v=2nfcxJxnIsw>

<http://www.youtube.com/watch?v=8SgTwxBZBbE>

<http://www.youtube.com/watch?v=v87CYjEoxz4>

<http://www.indiegogo.com/projects/bond-a-modular-revolution-for-you-to-wear>

<http://www.kickstarter.com/projects/erickcalderon/the-sebbo-a-bright-and-colorful-rechargeable-led-w>

<http://www.xylobands.com/>

<http://www.fitbit.com/flex/specs>

<http://www.dailymail.co.uk/sciencetech/article-2509886/Tap-Tap-vibrating-wristband-ensures-partner-ALWAYS-you.html>