Project Definition

Creating an identity design for a product which is an unisex wristband reflecting the zodiac compatibility between users to make them more social

Goals & Objectives

Goals

• Designing an attractive identity and an attractive wristband that could be wearable anytime, anywhere.

• Make people social

• Provide users to be noticed.

• Developing a mutual language between the people who are interested in this subject.

Target Audience

The target audience of the product will be both women and men who are interested in, enjoys about this 'signs' subject.
Whomever;
_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 wrisband 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 including
-the real product with the packaging
-the website wtih banners and flyers.
-logo
-posters

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 with the real product.
So how will be this product?
The product will be ordered after entering user's birthday online. We send the wirstband according to his/her zodiac sign.
So what will the wristband look like?
The wristband will be moddeled on 3d and all groups will look same however they have all different mechanisms appearing only when two wristbands touch. There will be 3 different symbol/enterance representing love, friendship, job. When yours will be touched to another one, your wristband will meet the other mechanisms and one or more parts will be shown according to the compatibility between other person. The mechanisms will look like key enterance, if the compatibility between you and the other users are good, so your wristband can enter one or more than one enterance.

The wristband will be modelled on 3d and ı will set 3 different enterance representing love, friendhsip, job to the four wristband.
And the compatibility between them will be diferent of course, for example the compatibilty between fire will be different than air group. According to this regulation love friendship and job compatibilities will interchange within 4 wristband.
After completing the modelling properly, there will be printout and the making product part will be finished.
After I finish this part the website, banner and flyers will be designed.
However firstly logos and the development of the concept should be completed to generate the language of the identity.

Scope of the Project

The project will include:
_finding a name for the company
_designing the logo
_illustration of the product
_modelling of the product
_3D print out version of the product
_website
_posters
_banners & flyers

The 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..)
-3d moddelling (maya)
-packaging
-to make banners and flyers

Difficulties & Risks

The most difficult parts of the project are that making a website and the modelling because I've never studied on 3D and I have learn it very properly otherwise there won't be a proper real product, however the thing I want most is the real outcome.
Making a website part will be also harsh because of not only designing but also it includes codding. And even though ı took webdesign course, my codding information is not too much and making website is really important to complete the project because if i wont that, there will be no meaning to make a project it is the biggest thing summarizing the project.

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-When the logo is completed, I will go on with the designing the wristband. In this part, I will decide that how it will look and how I will arrange the compatibilities.

4-I will illustrate the wristband.

5-After illustration completed, I will start to watch tutorials and try to learn Maya to make modelling.

6-I will make the modelling of the wristband.

8-When modelling is done, I will make research about the packaging and design it.

9-After Packaging is done, designing the website part will start and it will be a long period. In this period, I will get help from tutorials.

10-When the website is completed, the only thing I have to do before taking print out, is to make banners and flyers of the product.

11-After I took 3d print out, I will be ready for the presentation.

Criteria of success

If the whole design will be consistent and liked by people
+
wristband and website work properly
It means the project is successfull.

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