

Project Definition:

In this project there will be an application design for iphone and ipad. Application will advise people about which perfume fits on them best from database which will be constucted according to academic researches about perfume essences; based on body and skin features.

Target Audience:

Target audience will be the people especially females that are into their beauty and want to feel clean into society with best smell fits onto their dress and skin. Not only females but also the male ones which are having hard times while choosing a gift as a perfume.

Why and how did you come up with this project?

I want to do an iphone application based on finding the best parfume fits onto you. The first reason I want to work on this project is to learn detailed process of making an iphone application. I believe future tecnology is going to base on interactive solutions like even reading newspaper from ipad. So that I want to learn application creation properly. When I thought of my application concept I was confused a bit but later on I decide to do some application that can give pleasure and fun to user, at the same time it should be functional. When I say fun maybe the first concept comes to mind is to make a game but I am not into iphone games too much so that I do not want to design a game. Than I thought about making an application that can give an

advice about your decisions. It can look like what dare an application giving me an advice but it is not like it sounds. I mean giving an advice about your perfume choice. This project of giving an advice about which perfume fits onto you most will based on real research about perfume choice which includes skin features, personal taste and character analyze.

What problems will be solved or addressed by realizing the project?

When I go to a perfume store there is lots of choice and I do not know how to pick. After smelling three of them human nose stop getting smell, it is natural even you breath from coffee it is not so possible to get the best results. The guy works into store tries to sell you the best price perfume always so you cannot trust him either. This application will ask you some basic questions like your skin type, your mood, your personal taste with some multiple choices. Your answers will go to applications database and it will figure out which collection of perfume group fits into you; based on academic researchs. So the problem that perfume concept addresses is cannot finding the best perfume directly fits your taste and body features.

What are your challenges?

Challenge is to create combinations with multiple choice questions and direct user to the perfume group. There will be so many combinations so I guess maybe this can be the biggest challenge for me. Also second challenge is one person do not change their perfume so easily. So they wont use application to many times maybe one time in three months. So it should not only adress personal perfume choice, it can also help

with finding best perfume to your friend as a gift. By expanding the target by adding gift feature I believe I can achieve to pass through this challenge of less usage.

What will you gain by working on it?

There will be so many coding in this project because of great deal of combinations. So that I believe that I will gain a good skill on coding. At least I can understand the construction of this application creation for my future projects.

What are the similar projects, web sites, art works, etc?

1) SCENTMAP.COM press thesis; “Voila, a New Service is Born! Choosing a fragrance for yourself or as a gift can be challenging and confusing. Should I seek advice from someone at the store, or should I trust my own instinct? Several years ago, two scent addicts had the hunch that one day a website could navigate shoppers through the often daunting process of choosing a fragrance. Years passed but nothing changed. So the two decided to make it happen on their own! Scentmap.com is intuitive (the Google of Perfumes ?) and easy to use. There is no tedious questionnaire to answer. All you need to provide to explore the fragrances is what you wear now, and you are just a few clicks away from finding the perfect scent. The remote control on the screen will allow users to fine-tune selection criteria by choosing simple characteristics (i.e. warm of fresh, extroverted or intimate, classic or new, rare or star).

2) iPerfumer iPerfumer can help choose fragrance either for yourself or a loved one. Explore the world of fragrance with iPerfumer - a personal fragrance consultant in your pocket. Here are some feedbacks from their customers after testing: ‘I like this

iPhone application. I can review new products at anytime and anywhere. And it's convenient to order my perfume. It's good.' – Customer '[...] I like the interface that is fashion and easy to navigate. The order process is clear and simple, I think anyone know how to use it. It's a successful iPhone online shop application.' – Customer 'My wife likes it very much. You know, she doesn't have to go to store, just click buttons simply. She said it's good to know new perfumes launched at home.' – Customer