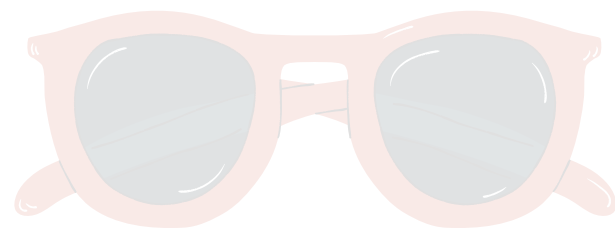




iStyle

BY KATIE LIU





MANIFESTO

Ever felt conflicted and burdened by the decision of what to wear each morning? In today's day and age, with our endless commitments and busy lives, it's often so hard to ensure you look and feel your best every day.

With **iStyle** - our simple, VR-facilitated app and eye gadget (iGadget) companion - you'll never encounter this problem again. We take into account your ever-changing **schedule**, the day's **weather**, and your **mood** to present to you the best outfits from your virtual wardrobe for the day. They are made for you, catered to you.

Share your favorite outfits with friends or shop e-commerce inside our app - **the opportunities are endless with iStyle.**

MISSION

At iStyle, we believe **that feeling and looking good ties directly to flourishing**. We live for and ultimately aim for happiness in our lives, and loving and appreciating ourselves and our appearance is an integral part of being happy. iStyle is designed to **increase accessibility** to delightful, sometimes unexpected outfit combinations from your wardrobe; you'll be able to **explore your wardrobe** and express yourself to the fullest. You can even shop for clothes that facilitate your modes of **self-expression** and **flourishing**. At the end of the day, you'll feel confident and content.



USER GUIDE



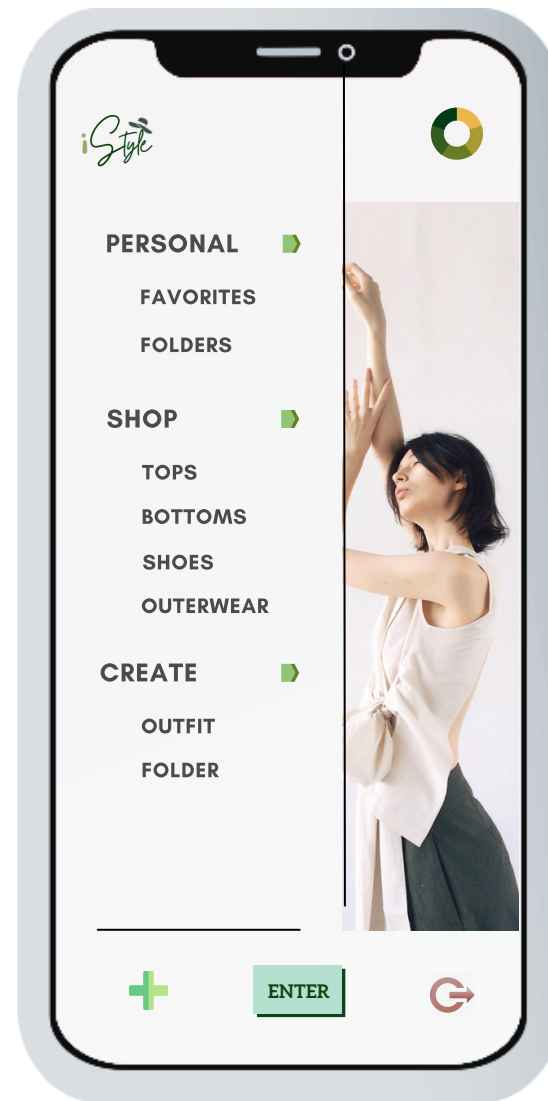
HOW DO YOU MANEUVER THE APP? We'll go over some key features to make the connection between you and our product more transparent and seamless.

MENU ICON ~ allows for easy access to folders, e-commerce pages, and creative functions right as you enter the app. There is no need to click through many buttons to access the menu that you desire.

LINK CIRCLE ~ at the top right-hand corner. Indicates whether or not the iGadget is paired with the app. Red if not paired, colorful if paired. The use of red signals you immediately if something is not connected before you enter the app. This is demonstrated on the left (warning) and the right (paired).

"ADD" BUTTON ~ a pop-up menu appears when the plus sign is clicked. Allows you to add components of your schedule or a new item of clothing to your virtual wardrobe.

ENTER AND EXIT BUTTONS ~ allow you to enter and exit the app!



USER GUIDE

THIS AREA HOLDS THE CORE OF ISTYLE'S OPERATION.

TODAY'S STYLES ~ holds the suggestions iStyle makes for you based on the mood scanner in **iGadget, the weather, and your daily schedule**. Click an outfit to preview, and the glasses "projection" icon on the bottom of the screen will light up, prompting you to tap on it. Your iGadget will then project an image of yourself wearing the suggested outfit onto a surface in front of you, presenting a clear, personal perspective on a possible clothing choice for the day. You be able to easily assess what you like and don't like about it.

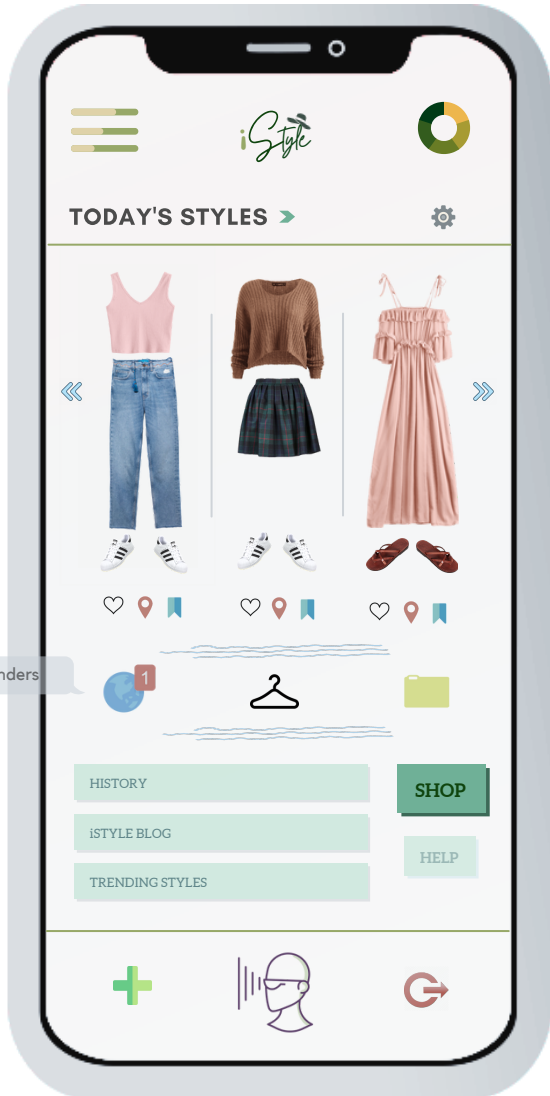
Beneath each outfit is a "**heart**" button, a "**pin**" button, and a "**save**" button. A tap on the heart adds the outfit to your favorites folder, while the save (bookmark) option allows you to either save one piece of clothing or an entire outfit to a specific folder. The pin button stores an outfit choice to compare to later.

The small "**settings**" button right across from "TODAY'S STYLES" allows you to toggle between the number of outfits suggested and manage other preferences.

WARDROBE ACCESS ~ the "**hanger**" icon in the middle of the app allows you to easily reach a directory of all items in your virtual wardrobe - and filter by clothing type/style.

SHOP/HISTORY/BLOG/TRENDING BUTTONS ~ the **shop** button allows you to access the online shopping interface of the app, where you can select an outfit or a section of an outfit to base your purchase on, or simply browse AI-generated recommendations. The **history** button accesses previous purchases & generated outfits, the **blog** button connects with other users on the app, and the **trending** styles button shows you the most popular outfits of the week.

The **AI-based interface of the app** allows you to guide iStyle to make better choices for you as time goes on. Your input allows the app to be moldable and variable, learning about your preferences and individuality.



iGADGET GUIDE



INTRODUCTION ~ the iStyle iGadget is in the form of a VR "visor", which you can either buy to clip onto glasses (as shown above) or simply wear by itself. Knobs on the sides of the gadget read brain waves to detect your general **mood**, inputting the information into the iStyle app every time you put the glasses on.

The lens' design is **easy** and **portable**, and operates seamlessly via Bluetooth and 5G connection, allowing you to connect with all components within seconds.

In addition, we offer a wide variety of visors, from dual-chrome styles to single-color frames, for you to decide from. Whichever style you find aesthetically pleasing, based on your own standards and vision for eyewear, will be the one you take home. Hopefully, you'll find a sense of self-expression and empowerment in your decision.

TOUCH OPTIONS ~ the iStyle iGadget isn't just a static entity to passively interact with - the app's touch sensors allow you to save clothing items you love while running errands and in public spaces. Simply look towards a passerby and hold down on the green, touch-sensitive circle on the left side of the iGadget. After you feel a small vibration, adjust your vision so that a VR-generated, blue outline shows on the clothing item you want to save. Then, double-tap your finger to save to a desired folder or outfit draft.

We at iStyle truly hope that both components of our design will promote flourishing in your life and allow for amazing, fashionable experiences as you learn to use the technology!