

**Ian Donahue**

Senior Capstone Project

*The Gent's Guide to Style*

Fall Quarter

June 2010

Instructors:

Yoshiko Burke

Oscar Fernandez

Christine Turpin

<b>01</b>	<b>Research Log</b>
<b>17</b>	<b>Bibliography</b>
<b>19</b>	<b>Project Brief</b>
<b>20</b>	<b>Project Schedule</b>
<b>21</b>	<b>Design Process: Capstone Archive</b>
<b>32</b>	<b>Final Design Description</b>
<b>35</b>	<b>Project Testing</b>
<b>39</b>	<b>Project Analysis</b>

**09.28.10***Brainstorm:*

I first started to brainstorm a few different topic ideas for my capstone over the summer while on co-op. I originally had a number of different topics, which could have been interesting avenues to explore. They each had their own unique problems and possible solutions. I decided to go with the topic which I was most drawn to personally. I felt the idea of men's fashion and style would be most interesting as well as a issue that was very different from previous topics tackled in senior capstones. I began jotting down a few different questions I had about the topic and areas I wanted to brainstorm and become informed on before I went with this as my topic.

**09.29.10***Discussion:*

In continuation of brainstorming I decided to discuss my proposed topic with senior's fashion design major students. I felt that they would be able to give me an overall feeling for the validity of my proposed topic. Two seniors were particularly helpful in helping me realize an interesting and very valid point for my target audience. They pointed out that men's "fashion" is generally not fashion but instead styles. They pointed out that women's fashion has a very high rate of change while men's style is a slower constant trend. They suggested focusing on style instead of fashion. I was given the names of Nancy Brinker, Associate Director of Design at the College of DAAP, Professor George Sarofeen, Adjunct Professor of Fashion Design and Professor Henry Navaro, Visiting Professor of Fashion Design as possible faculty advisors on my topic.

*Communication:*

I emailed Nancy Brinker, George Sarofeen and Henry Navaro about setting up a meeting to discuss my capstone topic as well as asking for any suggested resources for information on men's style and fashion.

*Readings:*

At this stage I began looking for websites that would provide interesting content and perspective on men's style and fashion. I looked for websites that dealt with technical details on how clothes should fit as well as good websites that dealt with men's style and what is appropriate. One of the sites which provided technical details, style and an interesting tone and perspective was a blog called "Put This On: A Blog for Dressing like a Grown Up." ([www.putthison.com](http://www.putthison.com))

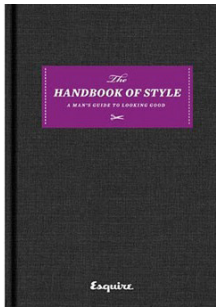


Caption. "Put This On" is an online blog that contains editorials and videos about men's clothes and fashion. It is hosted by Jesse Thorn and Adam Lisagor who film and direct short videos about the history and style of menswear.

Current videos topics are about Denim, Shoes, Work, Grooming and Tradition menswear

**10.01.10***Discussion*

Discussed rubric issues of men's style and fashion as a topic for capstone with Professor Christine Turpin, Adjunct Professor of Digital Design at the College of DAAP. Professor Turpin suggested continued research with statistical information that could provide validations for selected capstone topic.



Caption: Esquire The Handbook of Style: A Man's Guide to Looking Good. Published in 2009.

### 10.05.10

#### *Discussion*

Meeting with Professor Oscar Fernandez, Program Coordinator of Digital Design at the College of DAAP to discuss proposed capstone topic and get his opinion and feelings concerns the topic of fashion as a socially responsible topic in relation to the grading rubric for senior capstones. The rubric point that needed to be answered more clearly in relation to my topic was "Social Responsibility." Professor Fernandez felt that the capstone topic was socially responsible, but it was important to clearly point out how it fulfilled that rubric point.

### 10.07.10

#### *Reading:*

I began reading a book by Esquire Magazine called "Esquire's Guide to Looking Good" which featured more than one hundred pages of information on men's style, fashion and the fit of cloths for men. I also began reading "AskMen.com's Guide to Looking Good." Both of these books provided more than enough information that could potentially make its way into the final deliverable of my capstone. Some information that was covered in these books included information about suits, shirts and sweaters, trousers, shoes and boots, coats, accessories and personal care.



Jesse Thron is producer of a public radio show "The Sounds of Young America" and web blog "Put This On"

Additionally I watched videos produced by the "Put This One" Blog. The most interesting phrase I found in the video was by Jesse Throne, host and producer of the public radio show, The Sound of Young America as well as the blog "Put this One." Thron said, "Why do you wear what you wear to work? Is it a dress code? Because your boss sent out a memo and said you have to dress this way? Or, is it because when you get dressed you realize your sending a message to the world about who you are?" Is Thron saying that clothes and a way you dress is a form of non-verbal communication? I need to look into clothing as a form of communication and socialization.

### 10.16.10

#### *Discussion*

Casual discussion on concepts, trends, look and feel and tone of project with Christopher Donahue, Government Employee of the State of Kentucky. Mr. Donahue works in the Cabinet for Placement and Continued Education which military veterans that live in the state of Kentucky. Mr. Donahue department in the cabinet deals specifically with placement of Vets in jobs as well as how to prepare for job interviews. Topics that are covered in the Continued Education Program include computer skills, how to deal with transitioning to the work force as well as how to prepare and dress for a successful job interview. Mr. Donahue felt that many of the Vets that come seeking assistance don't necessarily see the importance of dressing well or presenting themselves well. He mentioned that many of them don't have a large wardrobe, but they do have the pieces of clothing necessary for looking appropriate in a job interview. This made me think that there may be a possible need for looking into creating a tool that allows for dressing well on a budget.



Caption: Gentleman Quarterly, or "GQ" Magazine is published monthly and covers topics ranging from fashion, food, sex, politics and grooming.

### 10.16.10

#### *Reading*

I looked through a number of old issues of GQ Magazine for information as well as to see how they communicated ideas on clothing and the value of dressing well. Though this is not necessary a "deep" source of information it proved valuable as a reference guide for communicating with my target audience and seeing a tone of voice that the target audience responds well to. GQ uses a slightly sarcastic tone, but also is a voice that is trusted by its readers.

#### *Reading*

Researched and looked for information that would support the validity of my topic as a "Socially Responsible" and needed.

### 10.17.10

#### *Communication:*

Emailed Henry Navarro about Fashion design and looking for an advisor for my capstone.

#### *Research:*

Began my competitive analysis of existing applications that are on the mobile phone and portable electronic device markets. There were a number of applications for females but very limited number of applications directed towards men. Some of the applications found included but were not limited to "David Gandy's Style Guide for Men" and "GQ Style Picks." Both applications offered valuable information but had very large shortcomings. "David Gandy's Style Guide for Men" had nice navigation and visual style, but its downfall was the type of audience the applications was geared towards. The target audience of the "David Gandy's Style Guide for Men" were for men who could afford more expensive designer cloths. I realized I wanted to target a younger generation with a limited income. I decided my target audience would be 23 – 30 year old young business professionals.

### 10.18.10

#### *Research:*

Worked on possible application architecture so that I could understand the breath of knowledge being presented as well as what content would need to be included. It was very much a draft.

#### *Writing:*

Reworded and rewrote my Project Brief

### 10.19.10

#### *Writing:*

Continued revising Project Brief, including creating a more concise Project Statement

#### *Presentation:*

Began creating a Presentation for the Mid-Term review.

### 10.20.10

#### *Meeting:*



Caption. Nancy Brinker, Assistant Director Academic at the University of Cincinnati in the School of Design at the college of DAAP. Additionally, Nancy is a Adjunct Instructor of fashion design and has years of experience working in the fashion industry

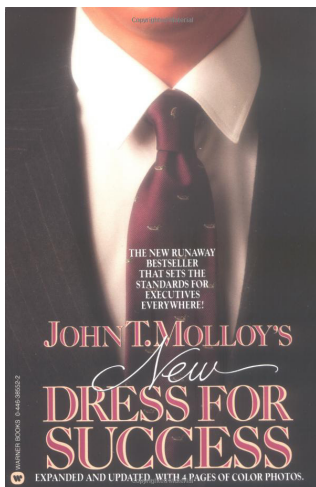
Capstone meeting with Nancy Brinker, Assistant Director of Design at the College of DAAP. Nancy Brinker was an adjunct professor of fashion design before she was the Assistant Director of Design. She also taught history of fashion to sophomores in the fashion design program. Before coming to the College of DAAP Professor Brinker spent many years in the fashion design industry and finally ended up working for Sax Fifth Avenue in the Women's Professional department. Professor Brinker stated that during the mid to late 80's while she was at Sax Fifth Avenue the number of women transitioning to management positions was growing rapidly but dress code for women in management had not yet been defined. Professor Brinker's job while at Sax Fifth Avenue was designing and purchasing business wear for women so that they could be feminine while still being conservative and appropriately dressed for a management role. Essentially she wanted to offer women personality but also wanted to provide clothes that allowed them to be successful as management.

The interview was a very casual meeting where we discussed the general topic of my capstone. Professor Brinker felt that the topic was very valuable and stated that she felt that clothes are tools for communication. She thought that all college students should be required to take course work in dressing professionally. I was also seeking her assistance as a possible advisor on Capstone topic. We discussed her history in the professional work force and how it relates to my capstone. We decided she would be the best possible advisor for my capstone.

#### *Meeting:*

Meeting with Oscar F. about Capstone. Continued discussion on progress and Project Brief.

#### *Research:*



Caption: Dress for Success was considered the go-to handbook for how to dress for corporate America in the 90's. Though it is dated, Molloy's research proved that clothes could help influence and help in job interviews and office interactions.

Read "Dress for Success" by John T. Molloy, written in 1988. Molly points out many reasons he was drawn into his research of clothes and the power that clothes have on communication. He also talks about how a person's perceived social class can be shown through clothes. Molloy states, "If you dress a like a man of substance and integrity, you will, more often than not, be treated a such." He also did tests in the education system and found that the way teachers dressed directly affected the performance of their students. In the experiment two teachers were given a class of students. "One of the teachers wore rather casual clothing – penny loafers, a tie slightly open at the color – while the other wore traditional lace shoes, always black, a conservative suit and a conservative tie. The students worked longer and harder for the teacher with the old fashioned look." Molloy pointed out that this experiment and others showed that the clothes worn do not necessarily affect the performance of the person wearing them but do influence mind-set and performance of the people they are surrounded by.

Molloy also found that people in a lower social economic class would wear a black topcoat while a person in a higher social economic class will wear a khaki topcoat. Molloy did an experiment that showed that secretaries were more willing to grant appointments on the spot with men who wore khaki topcoats over those who wore black.

Molloy also asked a series of questions to 100 top executives and received many interesting responses. Molloy asked, "Would a number of men at your firm have a better chance of getting ahead if they knew how to dress?" Ninety-six of those executives said

yes while only four said no. Molloy also asked, “Does your company at present turn down people who show up at job interviews improperly dressed on that basis alone?” Of those 100 top executives, eight-four said yes while only sixteen said no.

*Writing:*

Continued revising Project Brief, including creating a more concise project statement.

10.21.10

*Writing:*

Continued revising Project Brief, including creating a more concise project statement.

*Meeting:*



Caption. Henry Navarro, visiting assistant professor of design in the University of Cincinnati's internationally ranked School of Design

Meet with Henry Navarro, Visiting Professor of Fashion Design at College of DAAP and discussed my proposed capstone. I got his opinion on how to create a compelling narrative for presenting my capstone concept. Professor Navarro felt that the topic of men's style and fashion was important because of personal experience. He explained that his friend was going to a job interview at a large corporation. His friend had always worked in smaller companies and had never had a strict dress code. He was now going to interview with a company that had a dress code that included wearing suits to work everyday and he had really no idea how to dress or what was appropriate. Professor Navarro was his friends' advisor of what clothes to wear and what clothes went well with one another. Professor Navarro stated that my capstone topic was compelling, important and very socially responsible because he felt that his friend's situation was not a singular occurrence and that this was a probably common situation.

*Presentation:*

Continued revising Project Brief and Capstone Mid-term presentation.

*Presentation:*

Continued reading “Dress for Success” by John T. Molloy

10.22.10

*Presentation:*

Gave mid-term presentation to faculty from graphic design and digital design and classmates from both majors. Professor Darrin Hunter, Adjunct Professor of Graphic Design at the College of DAAP had many good criticisms about functionality and what features a toolkit that I was proposing could have. He suggested a clothing-pairing tool. He felt the topic was valuable and stated he was excited to see how it could be integrated into the shopping experience. Professor Hunter was most interested in seeing how this toolkit could help the “construction of an identity.” He also felt that I should address the issues of “metrosexuality” so that idea of caring about appearance wouldn't scare away some users.

Another suggestion that was raised numerous times was the idea of the breath of my target audience. Many of my peers in the mid-term presentation felt that the target audience should go beyond “business professionals.”

**10.26.10***Meeting:*

Meeting with Oscar F. about Capstone. We discussed features and functionality of my evolving toolkit.

**10.27.10***Research:*

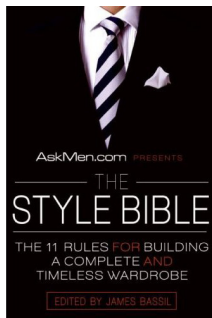
Searched iTunes App store to find interesting and compelling applications that may influence design. Found a number of Fashion Applications that all were for current trends but none based on fit and style. "ShopStyle," had a large selection of popular fashion trends but it contained no information on why it was popular or how a particular article of clothing worked with another piece of clothing. It dealt specifically with fashion trends and not style. I also looked at Gucci's application "GUCCI" which had the same downfalls as the "ShopStyle" application.

**10.28.10***Information Architecture:*

Began compiling information from my sources, including, "Esquire's Handbook of Style," "AskMen.com's Style Bible" and content from Molloy's "Dress for Success" in logical groupings. Roughed out a theoretical hierarchy of information.

*Research:*

Continued reading Molloy's book, "Dress for Success"



AskMen.com's Style Bible.

**11.01.10***Information Architecture:*

Further compiling information in a logical sequence of groupings.

*Research:*

Re-Read sections of "The Handbook of Style" and continued to try to put the information mentioned in the book into a logical sequence for my "Information Architecture."

*Brainstorming:*

I spent an hour brainstorming feature, capabilities and interactive functions of this application. Some of the features include Dress for Success Information (Introduction), occasion based searching, sizing guide, virtual wardrobe & guide and in-depth style guide/appendix.



## Features

### *Dress for Success Information:*

The target audience is young professional males who are seeking to learn to dress better and increase confidence as well as help them succeed in the work place. Many in the target audience may take some convincing as to how and why dressing well is going to make them successful. This brief introduction will be a synopsis of my research, with a few compelling arguments, statistics and stories that the target audience can relate to.

### *Occasion Based Searching:*

Application offers ability to search on what to wear in a job interview, weddings, daily work life, black tie events, casual life, and date nights. Also, included will be tips on how to do well at all these occasions outside of what to wear. Features, “how to look confidence and competent in a job interview”

### *Sizing Guide:*

Sizing Guide is a two-part feature. The first part is a quick guide on how to fit yourself for shirts, jackets, pants, shoes and other clothing items. The second part is an area to store those details for later reference when shopping or giving specifics on lengths to a tailor or in other situations.

### *Patterns & Pairings:*

Guide to how to match Patterns and materials. Examples include, how to match a shirt with a tie and jackets with shirt and vice versa. Also, in the future a capability to photograph a pattern in a shirt as well as a pattern in a tie and see if they pair together or not and then store that pairing for future reference.

### *Virtual Wardrobe & Guide:*

Virtual Wardrobe & Guide helps create a wardrobe as well as tips on how to maintain and care for garments and shoes. Guide would give recommendations on where good starting points are for creating a wardrobe that allows for maximum versatility with fewest amounts of clothes. Also, Virtual Wardrobe Guide will allow for storing of clothing items and would be a virtual inventory for clothing.

### *In-depth Style Guide/Appendix:*

The In-depth Style Guide is an in-depth and very valuable resource for the target audience to find all the information he could ever need about men's style and garments. The majority of the style information that I have compiled will be contained within this guide. This Guide is essentially all information I have acquired on style; in general it will act much as an appendix to the other features.

## 11.08.10

### *Site Map:*

Continued developing a site map for my interactive application.

11.10.10

*Visual Design:*

Began to research what my visual style would be. I looked at the 1960's campaign ad "You Meet the Nicest People in a Honda." I also researched the show "Mad Men" and tried to locate where the inspiration for the costume design and style came from. I hoped to use that information for inspiration in my toolkits visual style.

*Research:*

Continued to read "Dress for Success" by John T. Molloy. Also read "The Style Bible" by AskMen.com.

### 11.12.10

#### *Information Architecture:*

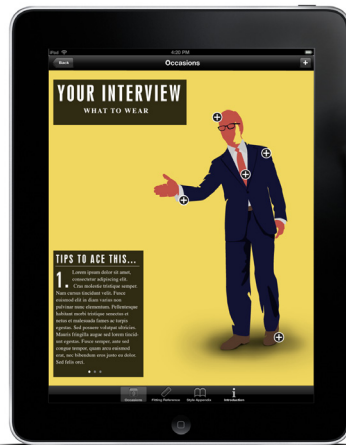
Continued Combining and reading

#### *Look & Feel:*

Began developing the visual style of the home page and one sub page of the proposed toolkit. Researched and looked for influence. Some areas researched were the visual style of advertisements from 60's specifically of the mid-60's. The popularity of shows like "Mad Men" which takes place in the 60's has gained popularity.



Initial Design for loading screen of the project. Uses the red logo with type contained inside of it.



The direction seems to be going towards a large image with a background that can support text. This has a nice large clean yellow background.



A template seems to be developing and it can easily be modified. Simply replace text and the image.

#### *Information Architecture:*

Compiled a "Capabilities and Interaction" document for understanding how and what this application will offer.

#### *Questioners:*

Created a ten-question questioner to learn about what people know about men's style. I also sought to find out how dressing made men feel. Did dressing well increase confidence? I hoped to find out through this survey.

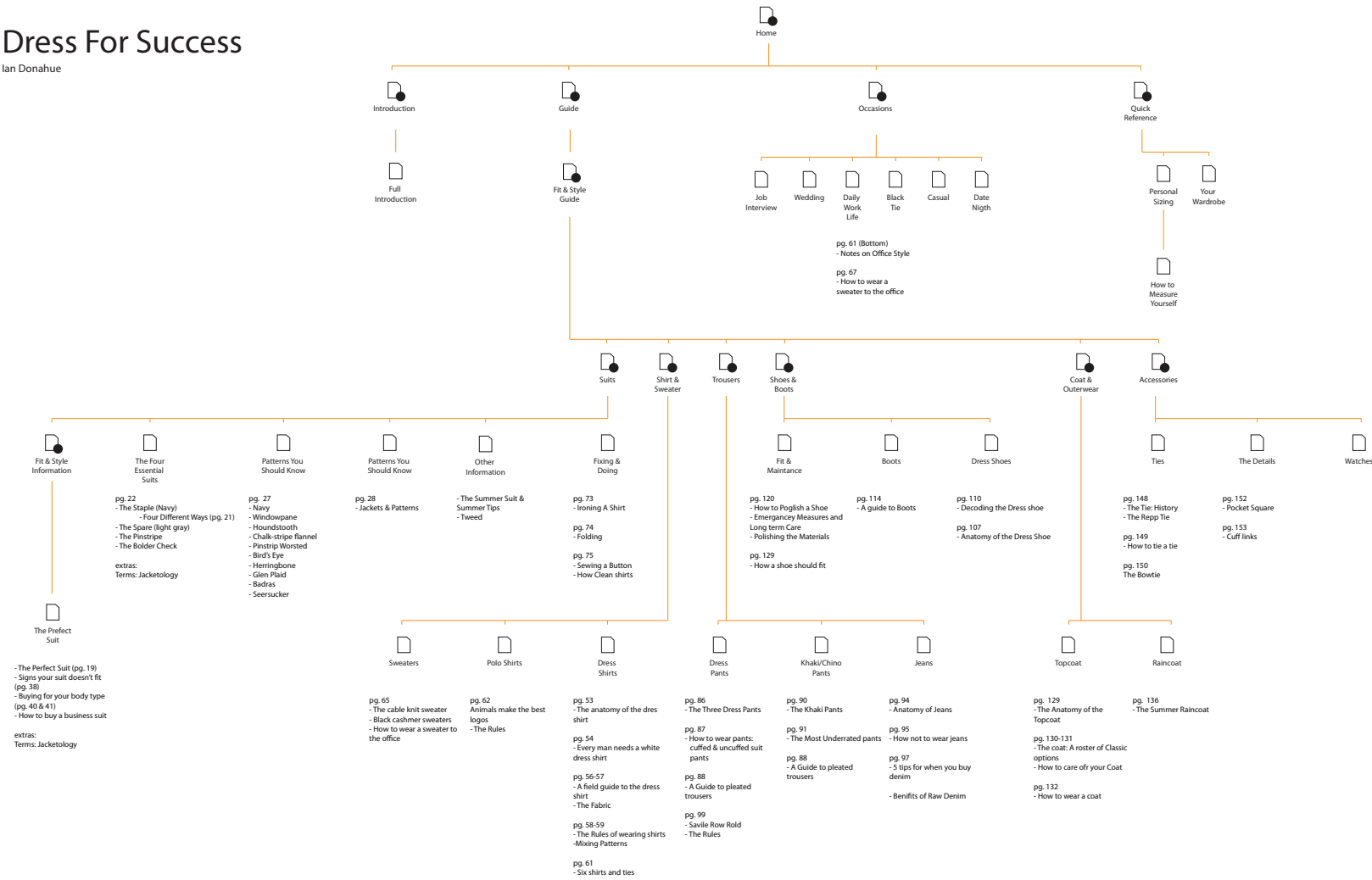
11.16.10

Site Map:

Continued Combining and reading information for constructing logical information architecture. Finished the structure but started to question the top-level navigation. Was “Introduction” necessary? Reasoning for keeping it at the top level navigation was to educate those who don’t know why dressing well is important, but if you bought an application or toolkit wouldn’t you already value dressing well? I will need to look further into that.

Dress For Success

Ian Donahue



**11.18.10***Questioners:*

After receiving 60 responses to my questionnaire I felt I had enough data to begin synthesizing the information. I started by looking for connections between the respondents and their responses. I quickly began to see a pattern begin to form. The majority of the respondents felt confident when wearing suits at job interviews one respondent said, "As a young professional, being well dressed helps by giving the impression that I am a professional. People respect what I say and trust my work more than if a person of the same age that was under dress gave it to them." Some other interesting quotes that were pulled from this questionnaire included, "Dressing well should help in supplementing one's confidence. It commands attention and is an outward way of expressing attention to detail and quality. How you dress is a reflection of your personality. Humans as social beings communicate just as much about themselves non-verbally as they do verbally, the way one dresses is instrumental in controlling non-verbal communication."

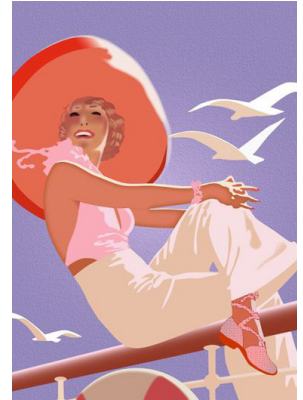
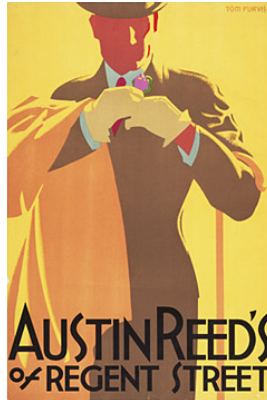
After continued analysis of the data another clear trend began to show. Individuals in design and engineering industries felt that dressing well was sometimes uncomfortable both physically and emotionally. This is slightly frightening because much of the research that the most important thing about dressing well is that it inspires confidence. Perhaps these respondents felt uncomfortable because they didn't know how to dress? I need to do more research into this issue.

**11.25.10***Meeting:*

Weekly meeting with Oscar Fernandez. Our discussion focused on the capstone's final deliverable and what would be the best visual style, delivery method and functionality for the final for this quarter.

The conclusion that the best delivery method would be an iPad because of its over all size, screen resolution, interaction patten and graphical user interface language. Originally the delivery method was going to be iPhone and a website. The benefits of the iPhone were portability, but because of its size the legibility of the application would be drastically limited in comparison to the iPad. A website may still be a viable option for delivery but the interactions and experience of a website may not be as compelling as an application.

The discussion of visual imagery and typography begin to move in a more defined direction. One artist that was becoming an influence was Tom Purvis. Tom Purvis worked on a series of advertisements for Austin Reed's of Regent Street used sophisticated press promotions featuring the idea of "the elegant gentleman."



11.29.10

Information Architecture:

The hierarchy of information has been completely flushed out and the structure has become more defined. This version was the basis of the structure that was used for the final deliverable of this quarter of the Design Methodology class being run by Oscar Fernandez.

12.01.10

Wireframes:

Begin blocking out content areas in wireframes. Defined space for placement of body copy, header images, pop-up content boxes and interactive elements. I had to adjust the agreements of the defined spaces in a few comps so that the visual hierarchy of information aligned with the application's information architecture.

**SUNT IN CULPA QU  
mollit anim id est l**

**CULPA QUI OFFICIA DESERUNT MOLLI  
anim id est laborum. Lorem ipsum dol**

**OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM. LOR  
laborum. Lorem ipsum dolor sit amet, consectetur adipis**

Swiss 924 B typeface

**NISI UT A  
Ut aliquip e**

**ALIQUIP EX EA COM  
Ex ea commodo consequ**

**EA COMMODO CONSEQUAT. D  
Commodo consequat. Duis aute irure**

Times New Roman typeface

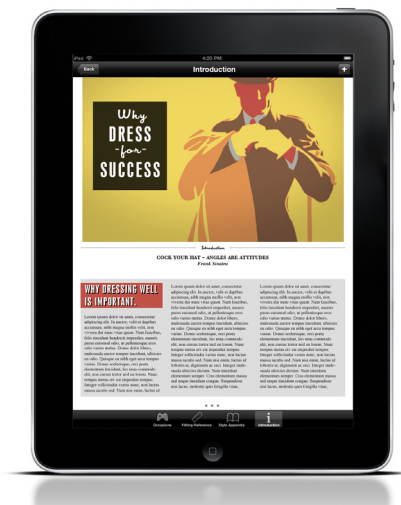
12.02.10

Wireframes:

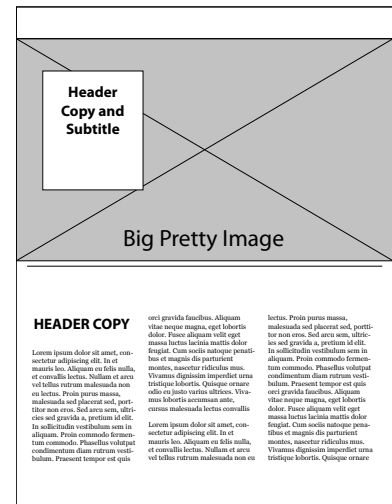
Visual design began. The wireframes proved be valuable for creating constant layouts. “Lorem Ipsum” will be used for all typographic copy but the page headers are named appropriately. I also began to create the visual language of images using Adobe Illustrator. Typography exploration began and the header typography used is a san-serif font called Swiss 924 B while all body copy will be in Times New Roman.

On the “Introduction” page the “The Big Beautiful” image being used in the top center is actually an illustration by Tom Purvis. Originally the application used photography of famous male actors, politicians and musicians. Using famous individuals was visually compelling but gave the wrong impression when shown to users. Many users felt it was an application for dressing like famous people and not for learning and defining their own style. The use of Purvis’ style gave a better impression that this toolkit was for teaching how to dress well as an everyday individual and less like dressing like a famous person.

I also define the visual style of the “Occasion Style Guide.” The wireframe was used to define the interaction areas, where the copy would be place and how large each element on the screen would be. The occasion based style guide used vector images and interactive points to provide valuable information to the user. The interactive “plus” button was assigned to a specific garment in the visual. When the button was pressed it initiated a pop-up box that provided additional information for the user to read and learn about the garment and how to wear it appropriately.



Home Screen with Tom Purvis image



Homescreen wireframe. This wireframe allows for big beautiful images with header copy and body cop

Once the visual style was created, a “Motion Test” was animated in Adobe After Effects to show how transitions would occur. Many of the transitions are consistent with the Apple iOS operating system that comes on the iPad system.



**12.03.10***Presentation:*

Presented my concept, research, visual style, and motion test at my senior capstone autumn quarter final presentation. There was of constructive criticisms on possible improvements as well as areas that were lacking. The overall tone was positive and the majority of the audience felt the topic was very interesting and encouraged me to continue to looking into more interesting features that could be more valuable. The biggest concern that was mentioned was that the current features were not lending themselves enough to being compelling interactions that would encourage repeat use. This is an area I need to continue to develop over the next three months before spring quarter. The guests also felt that the home page needs to pull the user in and introduce them to the features immediately.

Another interesting point made by one of the guests was that he felt there was no need for an “introduction” page. He felt that if the use went out to seek this application on the iTunes Store then they already knew the value of dressing well. He felt that the users of this application would not need to be convinced why dressing well was important. I agree and have decided to remove the “Introduction” area of the application from the top-level navigation.



**Works Cited**

- Bassil, James, ed. Askmen.com Presents the Style Bible: The 11 Rules for Building a Complete and Timeless Wardrobe. New York: Collins, 2007. Print.
- Bruce, Calvin. "Dress For Success." Dress For Success. The Black Collegian Online. Web. 12 Nov. 2010. <<http://www.black-collegian.com/career/dress2002-1st.shtml>>.
- Esquire: the Handbook of Style : a Man's Guide to Looking Good. New York, NY: Hearst, 2009. Print.
- Jacowski, Tony. "The Subtle Power of Dressing For Success." The Subtle Power of Dressing For Success. Web. 12 Nov. 2010. <<http://ezinearticles.com/?The-Subtle-Power-of-Dressing-For-Success&id=2194246>>.
- La Ferla, Ruth. "The Fashion Conservatives." For Female Candidates, Conservative Clothes Are Trendy. The New York Times, 20 Oct. 2010. Web. 21 Oct. 2010. <[http://www.nytimes.com/2010/10/21/fashion/21IMAGE.html?\\_r=2&ref=fashion](http://www.nytimes.com/2010/10/21/fashion/21IMAGE.html?_r=2&ref=fashion)>.
- Molloy, John T. John T. Molloy's New Dress for Success. New York, NY: Warner, 1988. Print.
- Naddaf, Raha. "Get Fitted: A Dress Shirt Manifesto: Wear It Now: GQ." Taylor Lautner: Get Fitted: A Dress Shirt Manifesto. GQ Magazine, Nov. 2009. Web. 12 Nov. 2010. <<http://www.gq.com/style/wear-it-now/200911/taylor-lautner-fitted-shirts-twilight-slideshow#slide=1>>.
- Pemberton Sikes, Diana. "What Do Your Clothes Say About You?" Career Assessment, Career Management, Career Transition, Career Advice for Women, Career Advancement, Job Search |career-intelligence.com. Career-Intelligence.com. Web. 12 Nov. 2010. <<http://www.career-intelligence.com/management/ClothesSayAboutYou.asp>>.
- "Perceived Value. What Your Clothes Say About You." Easy and Elegant Life. Web. 12 Nov. 2010. <<http://easyandelelegantlife.com/2010/01/12/perceived-value-what-your-clothes-say-about-you/>>.

“Rules: Building Your Business Wardrobe.” Building Your Business Wardrobe: GQ’s Guide to the Perfect Suit. GQ Magazine, June 2007. Web. 12 Nov. 2010. <<http://www.gq.com/how-to/fashion/200705/how-to-perfect-business-wardrobe-slideshow?changeCURRENTdate=true&date=2007/05/21#slide=1>>.

Seidman, Howard. “The Importance of Dressing Well for Men.” Health Care and Medical Information for Healthy Living - MyOptumHealth. My Optum Health. Web. 12 Nov. 2010. <[http://www.myoptumhealth.com/portal/Information/item/The Importance of Dressing Well for Men?archiveChannel=Home/Health Hubs/Type2HealthHub/Men's Health/SubTopics/Look Your Best/Expert Advice&clicked='true'](http://www.myoptumhealth.com/portal/Information/item/The+Importance+of+Dressing+Well+for+Men?archiveChannel=Home/Health+Hubs/Type2HealthHub/Men's+Health/SubTopics/Look+Your+Best/Expert+Advice&clicked='true')>.

“Suit Your Shape.” Suit Your Shape: How to Dress for Your Body. GQ Magazine, Aug. 2007. Web. 12 Nov. 2010. <<http://www.gq.com/how-to/fashion/200707/gq-primer-suit-your-shape-slideshow#slide=1>>.



*The Gent's Guide to Style final logo*

### Project Brief

Through research I have found that clothes can be used as tools for interpersonal communication. John T. Molloy wrote a book called "Dress for Success" and he stated that, "If you dress like a man of substance and integrity, you will, more often than not, be treated as such." Molloy also pointed out many interesting facts about how clothes can help you when interacting with others. Molloy performed tests in the education system and found that the way teachers dressed directly affected the performance of their students.

Molloy wrote books on how clothes can affect individuals in the business world. Many men are graduating and are becoming professionals but may have not yet learned how to dress properly for different and new occasions. Due to this, many are judged by their outward appearance and may even be overlooked in both professional and in social situations because of how they appear at first glance. I wish design an application to educate men on how to dress for the "occasion."

I want to create an application that allows the user to walk away with a larger knowledge base in men's style and fashion, how clothes should fit, what clothes say about the individual wearing them and how to dress for different occasions. I hope at the very least to provide a tool for the target audience so that they do not need to worry, "Does this look good? Is this right for this occasion?"

The target audience are males age 23 to 30 who have recently graduated from college and are interested in changing to a more adult and/or professional life style. The target audience may also seeking to wear clothes that they have never had to wear before. This target audience is also very open to technology and are willing to use both web based service and applications to gain information. This target audience was chosen because they are at a point in their lives where they are transitioning from one life style to another and can use assistance transitioning from a casual education environment to a more formal corporate environment.

I plan to design a digital toolkit that will allow men seeking answers to fashion questions, including, dressing correctly for the occasion, finding the proper fit in clothes and giving the ability to walk into any situation feeling prepared and confident. By doing this I want to help men have one less thing to worry about during any new occasion they may encounter.

Spring Quarter  
11

23 DGTL 512  
D D Methodology

## Meeting Times

ian donahue

### Oscar's Meeting

### Next Meeting

<b>Week 2</b> 4.7	Review & Schedule <i>What has happened/changed since last quarter. General "Touch Base"</i>	<i>Build Wireframes and build 2 - 3 "Look &amp; Feels"</i>
<b>Week 3</b> 4.14	Review <i>Review Wireframes and review "Look &amp; Feels." Get critique and decide final direction</i>	<i>Create Templates for 2 - 3 pages based on wireframes using finalized "Look &amp; Feel"</i>
<b>Week 4</b> 4.21	Review <i>Review finalized "Look &amp; Feel" Templet pages and critique</i>	<i>Create the remaining Templet pages for the rest of the wireframes. Design "Promo Website" for promoting iPad application.</i>
<b>Week 5</b> 4.28	Review <i>Review remaining templates and "Promo Website." Discuss language/copy of "Promo Website"</i>	<i>Refine "Promo Website" and write copy for website. Start coding homepage</i>
<b>Week 6</b> 5.5	Review <i>Deliver coded Homepage with finalized copy. Deliver final design for webpages</i>	<i>Write Script for walk-through of application. Create internal app pages (PSD) for walk-through. Code remaining webpages.</i>
<b>Week 7</b> 5.12	Review <i>Review Walk-through for application. Review internal app pages. Review webpages.</i>	<i>Finalize webpages &amp; internal app pages. Create interactive PDF for user test. Create motion test for 1/4 portion of app.</i>
<b>Week 8</b> 5.19	Review <i>Review finalized webpages &amp; internal app pages. Review interactive PDF &amp; motion tests</i>	<i>Refine first 1/4th portion of app motion test. User test via interactive PDF. Refine based on User testing. Create another 1/4th of motion test</i>
<b>Week 9</b> 5.26	Review <i>Review User testing outcomes. Review 1/2 of motion tests.</i>	<i>Create last 1/2 of motion test. Beginning implementing first 1/2 of motion tests on to "Promo Website"</i>
<b>Week 10</b> 6.2	Review <i>Review Finalized website with all motion tests placed in website. Get final critique &amp; suggestions</i>	<i>Make all revisions based on Oscar's critique and user testing. Complete all remaining aspects of the capstone project (no sleep-week)</i>

## Design Process: Capstone Archive



Valet Mag is an digitized handbook and how-to guide for men. It focuses on the same sort of information and content as my originally proposed concept.

### Concept Development

The first change that occurred from fall quarter to spring quarter was the development from a working title to a finalized application name. The previous working title, "Dress for Success" was dropped and the new title is "*The Gent's Guide to Style*" or "*Gent's Guide*" for short.

The next changes was the concept, interaction models and features of *the Gent's Guide*. The changes that occurred were only modification of the existing scope of the application and the interaction development of the tools designed during the fall. The information architecture changed very little.

The tools that were designed during the fall were the *Occasion Guide*, *Guide* and *Quick Reference*. During the winter quarter research and competitive analysis continued. The competitive analysis required finding similar applications and websites and then seeing what they did well and where they failed. Through research, some interesting applications were found. One application that was very similar to the original proposed capstone concept was an application for the iPhone and iPad called *Valet Mag*.

The *Valet Mag* application was essentially the same as the handbook and how-to guide that was proposed during the fall quarter. *Valet Mag* is a great application, but every application has short comings. Some of the short comings that *Valet Mag* had were that it's features were only articles and how-tos. It did not offer any truly innovative features or tools. Most of the content offered could be found in many print resource including *Esquire* and *GQ*. At this point, it was decided that the overall concept of this capstone was strong and valid, but the application needed to be slightly tweaked to be unique from the *Valet Mag* application. The new focus of *the Gent's Guide* would be directed towards the *Occasion Guide*. The *Occasion Guide* had the best chance of being an innovative and unique tool that had not been offered in any other application for the iPhone or iPad. It was decided that this would be the new area of focus.



UrbanDaddy allows for user input to help suggest the perfect restaurant or bar for its users. The interactive model used in UrbanDaddy seems ideal for the *Occasion Guide*

### Interaction Models

The iPhone and iPad have standards when it comes to their interaction models. These interactions models are common in many iPhone and iPad applications. Additionally, the use of the gestural inputs on the iPhone and iPad had become standards and continue to be used. The common gestures like swiping and screen tapping will remain unchanged. Since these interaction models and gestures are familiar to the target users they will be used in *the Gent's Guide*.

### Occasion Guide Development

The *Occasion Guide* is a recommendations system that not only factors in the occasions, but also on what the user is trying to accomplish and say about themselves. This became the featured tool. The *Occasion Guide* can take a number of unique details and generate a educated and informed suggestion based on years of tradition and styles in menswear.

*Valet Mag* did offer some useful tools which were in the originally purposed capstone application. Those were, a *How-To* portion and the *Handbook* that contained detailed articles on menswear. This two tools would still be in *the Gent's Guide*, but would not have

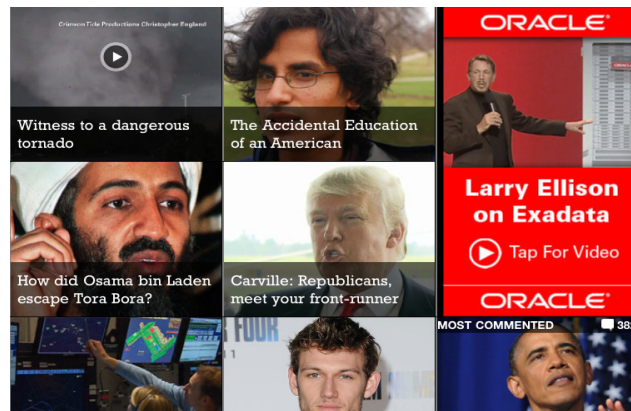
as large of a priority in the development and design of the final application.

Another applications that was found during the winter quarter's competitive analysis was an application called *UrbanDaddy*. *UrbanDaddy* has information on the hottest nightlife, restaurants and bars in New York, Los Angeles, San Francisco, Chicago and Las Vegas. What was specifically interesting about *UrbanDaddy* was the way that it suggested restaurants and bars to its users. It's structure functioned very intuitively. A user simply has to select a series of inputs that then help *UrbanDaddy* suggest restaurants and bars it the user may like. This interaction model seemed perfectly designed for the *Occasion Guide*. After working out some of the details in wireframe it became clear that there was no better way of handling user input for the *Occasion Guide*.

### How-To Tool & Handbook Tool Development

The functionality of the *How-To Tool* and *Handbook Tool* is pretty cut and dry. The information contained in both are articles and reference materials. The user can use both when they have questions or are unclear about a specific topic in menswear. The same type of articles and how-to's material can be found in a number of printed resources included *GQ* and *Esquire*. During competitive analysis and research a similar application that function very intuitively was found. The application was called *CNN News* and it handled articles clearly and intuitively. It was based on a basic interaction model that displayed many articles and the user could select from those available. This was the interaction model that would be used in the development of the *How-To Tool* and the *Handbook Tool*.

CNN News application for the iPad uses the interaction model of displaying image and text. Clicking on either will pull up related article to full screen.



By clicking on the image or the text, it will pull up the article. This interaction model was implemented in both the *How-To Tool* and the *Handbook Tool*

Left: The How-To Tool

Right: The Handbook Tool

Both: Uses the same interaction model of the CNN News application. The text and image work together to illustrated what the articles are about.





The Facebook Application for the iPhone uses a common commenting iPhone interaction model that was is similar to the Inspiration Tool

### *Inspiration Tool*

The *Inspiration Tool* was a tool that was introduced during the spring quarter. The Inspiration Tool was meant to be video and image hub; constantly updated with style-minded video and images. It takes full advantage of the iPad and the iPhones high-resolution screens. Also it allows for favoriting, saving, emailing, and commenting on the videos and images. All images and videos are curate so that the quality of the experience is not diminished. After looking at different applications the *Facebook* application was the perfect interaction model to follow. The *Facebook* application allows for commenting and sharing which is a main feature in the *Inspiration Tool*. If the *Gent's Guide* follows the *Facebook* applications interaction model then user will be familiar and not require a learning a new system of interaction.

The Inspiration tool uses the same interaction model and gestures as the Facebook application to view, comment, and share images and video.



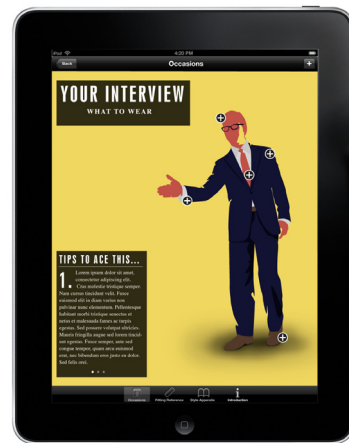


### Evolution of the Visual Style

The visual development of *the Gent's Guide* evolved over a series of explorations and user tests. Throughout the visual development user testing and user input was the main driver of the visual style's evolution. Initial test at the beginning of the quarter made it clear that the visuals defined at the end of fall quarter were not going to be appropriate. When tested, the users liked the concept of the guide, but were turned away by the visuals being used.



Esquire Magazine is a fashion and men's interest magazine.



The tested users commented that the illustrated image style did not seem to fit with the concept. Users did like that large images that were being used in the *Occasion Guide*. Another user felt that the typography seemed too playful and not elegant enough.

Overall, after listening to all of the user comments on the visual design it was decided that the layout and structure of the application was good, but a new visual style was necessary. The overall comment was that users wanted the visuals to feel familiar. After brainstorming the decision was made that developing a visual style based on magazine design and layout. It was something that would be both familiar and versatile for layout and page design of this application.



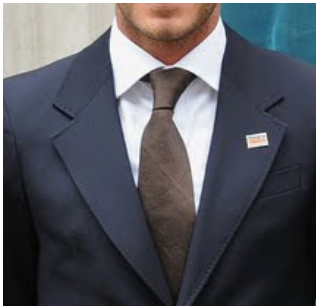
GQ Magazine is a men's fashion and style magazine that also has articles on dining and travel

Exploration began by looking at men's magazine. Magazines ranged from fashion and news to automotive and hunting. Some of the specific magazines were GQ, *Esquire*, and *Field & Stream*. All these magazine had unique ways they treated imagery, typography, use of open space, color, and how they detailed specific elements on a page. Those areas were going to be the focus of explored in the visual design of this application.





Tom Purvis' illustration style. Though attractive it is did



Photography allows for seeing the detail. This image clearly shows the textures and details that would be lost in an illustration

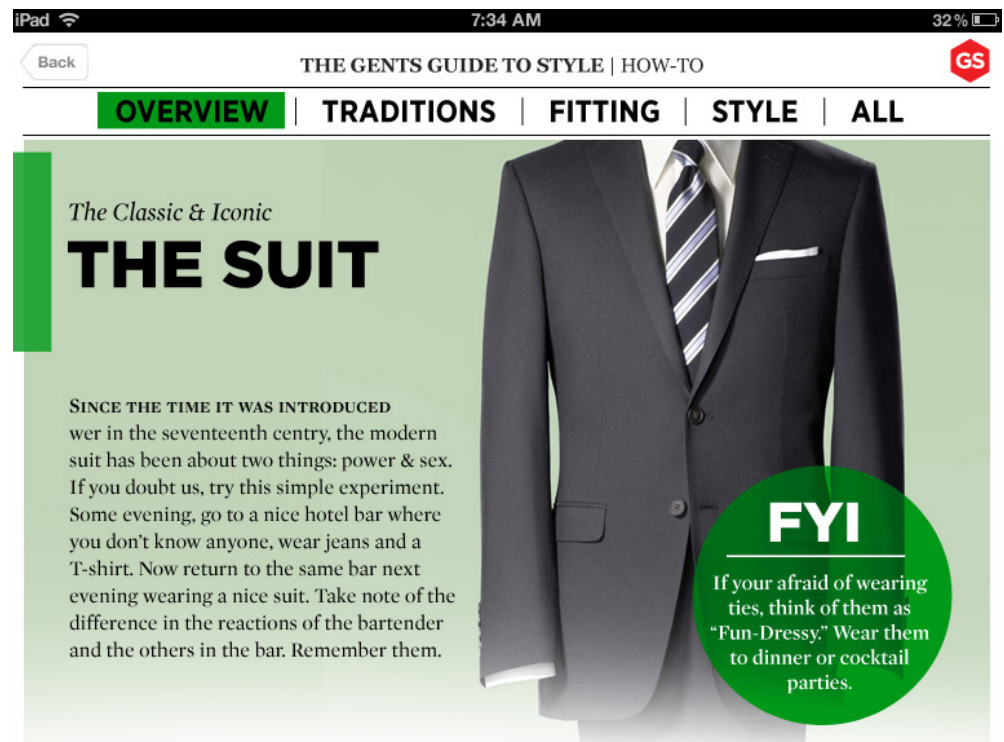
This is a portion of a screen in the final design. The large images framed properly with a clean background allows text to be displayed.

## Imagery

When the quarter started it became obvious that the visual design of the application needed to be revised. During continued research done over the winter quarter there were gaps in the original visual design. The first major gap that needed to be addressed was how the imagery was going to be handled and treated. Originally Tom Purvis' artwork was going to be used as inspiration, but it made it hard to see details that were important. Details in how clothes were made and styled were completely lost when using Purvis' illustrative style. The expression, "a picture is worth a thousand words" became obvious. The only logical choice was to replace all of illustrations with photography. Finding the correct images would difficult, but the power of an image justified the extra effort.

Imagery needed to be modified throughout the application. Illustrations also needed to be replaced with photography. Once the illustrations were replaced the feel of the application began to change. The pages began to feel more elegant and the photos helped make clothing details clearer.

Since the visual style was meant to feel like a magazine, it was necessary to look at how magazine handled images. Most magazines used images with clean and distraction free space. By doing this the images were the focus and it also allowed for typography to be placed on the images without become lost or illegible. At this point the phrase "big beautiful images" or BBI was developed. All images from this point would need to be "BBI."



Other pages that needed further development in the use of "Big Beautiful Images" were the pages in the *Occasion Guide*. These images were very important. Finding the right images was difficult, but the *Occasion Guide* is the main tool in this application. The open space that these images had were ideal with the layout of this portion of the application. The title,

descriptions and other elements could easily live in the open space of these images. Again, once the “Big Beautiful Images” were used the pages became clean and elegant. The “Big Beautiful Image” solution work throughout the application.

*How to dress for*

# THE JOB INTERVIEW

**CLASSIC & CONSERVATIVE IS IDEAL LOOK**

YOU WANT TO LOOK professional and studies have shown that the classic Navy Suit is the best way to do that. Additionally, Navy Suits are the most versatile of suits. So if you have the extra cash and want to ace this interview, spend it and get a Navy Suit.

01 02 03 04

i ▶

It was also important to explore how images not featuring people would be handled. It was decided that close-ups of images were the best way to feature them. Removing the unnecessary details and properly framing an image was important.

Smaller images also needed to be addressed. The *How-To Tool* and *Handbook Tool* section of the application used images to help distinguish articles from one another. The original illustrations used made the page feel flat and a bit dated. Once the illustrations were replaced the articles also began to be more quickly identified without having to read the article titles. One issue that became clear was that “Big Beautiful Images” could not be used in this type of situation. Any images that were not going to be “Big Beautiful Image” needed to be able to live on a white background. The way that this was resolved was by having the images “fade” into the background.

The image uses both typography but the vivid images allow for quick identification of articles without requiring reading the article titles.



The internal pages of the How-To section of the application also use the “fade to white”

The internal pages of the How-To section of the application also use the “fade to white”

This fade to white solution was also implemented on internal pages of the *How-To tool*. Many of the pages required imagery to show how-to do a task. For example, the article about “How-To Iron The Right Way” used a large image with markers, but the marks and texts are the most important elements so the images on the page needed to be less distracting. The fade to white was the solution. The fade to white also helped the pages feel clean and elegant like a magazine.

144 pt  
144 pt  
**COMMODO**  
144 pt  
**Duis aute**  
72 pt  
**AUTE IRURE DOLOR**  
144 pt  
**commodo consequ**  
48 pt  
**DUIS AUTE IRURE DOLOR IN R**  
72 pt  
**irure dolor in reprehenderit i**

Lubalin Font Family was the original Slab Serif font used.

144 pt  
144 pt  
**NISI UT A**  
144 pt  
**Ut aliquip e**  
72 pt  
**ALIQUIP EX EA COM**  
72 pt  
**Ex ea commodo consequ**  
48 pt  
**EA COMMODO CONSEQUAT, D**  
48 pt  
**Commodo consequat. Duis aute irure**

Times New Roman typeface

Step by Step Guide for How-to

# IRON THE RIGHT WAY

02

Remember to remove the collar stays before you start ironing. Start from the back of the collar and iron the fabric towards the middle in small circles. Flip the shirt over, and repeat on the outside of the collar. Prolong your shirt's life by avoiding the tips of the collar.



Typography

Typography and page layout is extremely important in magazine design. Since the feel of this application was meant to be that of a magazine a lot of time and exploration occurred in this area.

The first major decision that needed to be made in terms of typography was the style and type of font face that was going to be used. Initial explorations used a wide range of fonts. In the early ideation process slab serif fonts were tested as well as serif fonts. These fonts were used because they felt masculine. When looking through magazines like *Field & Stream* most of the font faces used were slab serif font faces paired with a style similar to Times New Roman. The reason for choosing these typefaces was because, it appealed to the target demographic. The issue that developed when using these types of font pairing was a lack of elegance.

During meetings with Professor Oscar Fernandez and Professor Reneé Seward the typeface



direction became more clear after discussion. It was stated that perhaps the subject matter in *Field & Stream* lent itself to serif fonts, but not men’s fashion and style. Both suggested that it was important that the typeface that would be used need to be appropriate for the target audience as well as the subject matter. If the typeface only focused on one of the two it would not be appropriate. At this point both felt that exploration of a new typeface was necessary. After reevaluating the typefaces being used and looking back at magazines that focused on men and men’s fashion and style it became clear that the appropriate font needed to be bold, but still elegant. The font family choose was Gotham. This is because Gotham is bold, but still has clean and elegant letter forms.

Gotham font family offers elegant and clean letter forms



The next step was to find an appropriate font to pair with this. Gotham would serve as a very nice font for titles and headers in this application. Exploration started, but again, it was necessary to look back at magazine type and layout design. Magazines usually paired a sans serif with a serif font. That was where exploration began. After exploring many options an obvious winner became apparent. The pairing of Gotham and Mercury allowed for the two to work with one another to give a elegant, but masculine feel. Mercury offered a large variety of font weights and styling while still displaying well on a screen. This was because Mercury was designed specifically for smaller sizes type. Also, many other typefaces did not display well as Mercury did on the iPad display.

Mercury Font Family was designed for smaller type and it also displays nicely on the iPad screen

A TYPEFACE DESIGNED FOR TEXT must account for the paper on which it's printed. When the *New Times* newspaper chain asked us to develop a family of text faces for its seven weeklies, they added an interesting twist: presses in Miami behave differently in stock, but in climate. To help their art departments anticipate what would happen in a range of press conditions, we created Mercury Text in four different grades, versions that are progressively more robust to accommodate different degrees of ink squeeze on the press. We designed all four grades of Mercury to share the same set of character widths, so designers prototyping with one font can swap out the grades later without affecting copyfit. Mercury's ability to swap out fonts not only gives designers real flexibility in responding to press tests, but it allows publications that use Mercury's different grades to share the same layout. And for designers looking to refresh their typeface, Mercury's design offers a

range of typographic colors to choose from. Mercury's perfect way to appease readers (and editors) who are accustomed to the daintiness of *New Roman*, the muscle of *Ionic No. 5*, or anything in between. Every typeface designed for small sizes begins with a large x-height, which helps a font feel bigger than it really is. Where Mercury differs from most news typefaces is in its ascenders and descenders: Mercury fonts truncate these forms, rather than elongating their shapes to help define the lower portion of the page. Mercury uncouples the height of the ascenders from the size of the caps, and introduces more compact capitals that help economize space. As an added benefit, abbreviation and ALL CAPS merge more seamlessly with the lowercase. A useful advantage for older typesetting systems that aren't equipped to handle the "small caps." Even many classic newspaper faces have sprawling capitals (Times Roman). Despite its popularity, has some of the worst Mercury's capitals have been made as distinct from the lowercase letters.

Markets				
DJIA	13146.38	25.44	0.19%	
Nasdaq	2550.48	-6.73	-0.26%	
S&P 500	1949.53	0.46	0.03%	
Russell	826.59	-2.77	-0.33%	
10-Yr Note	4.638%	15/32	0.47%	
Source: Dow Jones, Reuters				
Markets Diary				
Issues	NYSE	Nasdaq	Amex	
Advancing	1,557	1,319	498	
Declining	1,659	1,631	533	
Unchanged	154	140	113	
Total	3,370	3,090	1,144	
Issues at				
52-Wk High	225	101	91	
52-Wk Low	19	40	20	

## NEWS

- THE SUPREME COURT has a patent dispute with the telecommunications industry, in one of two cases filed last week.
- CONSUMER SPENDING is expected, and posted a decline in the third quarter. An inflation gauge shows a 2.1% annual rate.
- THE EUROPEAN COMMISSION has lined up most of the funding for a \$98.66 billion bailout plan.
- DEUTSCHE BÖRSE is in a race to become the International Securities Exchange.

Once the two typefaces were paired together user testing was done. Testing was done with two users in my target audience. Both felt that the typefaces felt clean and elegant. One user stated that the types face were a lot like what they had seen in fashion magazine.

### Layout & Open Space

Since this application was designed to look like a magazine it was important to try to understand magazine elements like layout and open space. Most magazines do a great job of using columns and open space to help the eye know where to look. Magazine layouts leave open space for the eye to a visual rest while reading and also help in quickly skimming pages for the most important information. That was another element that needed to be incorporated into the final visual style. The original layout and design completed during the fall quarter already had this element incorporated in the design. After a bit of revising and manipulation of the grid it was a simple task to incorporate this element into the design.

Left: The original layout and design done in the fall quarter used white open space and columns to easily allow the eye to know where the important elements are located

Right: The final layout and design is striking similar to that used in the fall quarter.



### Color

Color is another important element in magazine design. Many magazines use color to help distinguish important elements on a page as well as marker for the sections of a magazine. In *Field & Stream* for example, the How-To section was green and the lead cover story was blue. This was an element that could be incorporated into the capstone iPad application.

It was decided that the interactive elements in each interface would incorporate that color as a denotation that the element was interactive. Each of the section would have its own color. Having distinct colors for each section was meant to let the user quickly know which tool they were using in the application. Since there are four sections in the application it was necessary to have four color that looked nice together.

Many color palettes were designed and tested. The first color palette originally included a bright yellow. This bright yellow was used to denote the title of the section and a interactive button. After user testing, the bright yellow seemed to be too much for the two users that were tested. They felt the color was too loud and took away from the most important elements; the information about men's style and fashion. This comment brought up a very interesting point; using fully saturated colors called too attention to the interactive elements. Since the iPad application design used "Big Beautiful Images" the use of fully saturated colors took away from the beauty and cleanliness of the images. So an interesting solution was found. By making the interactive elements slightly transparent they seemed to step back into the background. At this point it was time to find a color palette that could work with both transparency, but would still stand out enough to denote it's interactivity.



Interactive button in the *Occasion Guide* of the application



Interactive button in the *How-To* tool of the application



Interactive button in the *Inspiration* tool of the application



Interactive button in the *Handbook* tool of the application



This is the interactive button that users press to find out supplemental information about the outfit.

Right: This is a supplemental call out that pop-ups when a user clicks the red call-out in the *Occasion Guide*.

Left: This is an "FYI" to note how to avoid getting "glazing" on a dark shirt when it is ironed.

After exploring a number of different color palettes the colors were finally chosen. The four main colors used were red, teal, yellow and green. Red denotes the *Occasion Guide*, teal for the *How-To Tool* interactive buttons, yellow for *Inspiration Tool* interactive buttons and green for the *Handbook Tool* interactive buttons. These colors are used throughout each of the sections to constantly remind the user where they are.

### Buttons & Other Elements

It was necessary to design buttons and other elements. Since this capstone is an iPad application many of the elements have already be designed by Apple Inc. The decision to have some elements be consistent was an easy one. Many people have become accustomed to specific buttons and the size of those buttons because of the iPhone and iPad market. Apple Inc. has created many and tested them all. It was decided that the proportions and sizes would stay the same, but some of them would be designed to fit the visual style of the capstone application. Buttons that needed to be designed were the interactive buttons at the bottom of the screen of the iPad. That was a fairly simple task because of Apple Inc. defining the basic style and treatment of those elements.



Each icon is meant to give a general idea of the tool. The *Occasion Guide* for example, is a man in a bowler hat. This icon tries to denote that it is about the over all look and not a specific element. *The How-To Tool* has a bow tie because it is mean to help the user think, "How-To tie a bow tie" or deal with another specific element of menswear. The *Inspiration Tool* and *Handbook Tool* are a little more literal. Light bulb for that "Ah ha! I got an idea" and the *Handbook Tool* is simply a book.

Other Buttons and elements include the interactive buttons in the *Occasion Guide*. Those buttons are designed to be the same size as the smallest interactive button on the iPhone and iPad, but have the visual style of the capstone application.

Additional elements were designed to call specific attention to important information. This was done by putting a semi-transparent circle around text. This text is supplemental important call outs. Things feature in these circular call-outs included, but are not limited to notes about an article of clothing or an "FYI." An "FYI" stands for, "For Your Information." These "FYI's" are details about things to avoid or something of particular interest to note.





The Gents Guide to Style final logo



Occasion Guide



How-To



Inspiration



Handbook

## Final Application Description

### Project Description

*The Gent's Guide to Style* for the iPad, iPhone and iPod touch is an incredibly powerful toolkit designed to help me make more informed decisions about menswear. *The Gent's Guide to Style* accomplishes this by integrating a series of tools in to a single toolkit. This application makes learning of styles and traditions of menswear easier and more enjoyable. With *The Gent's Guide to Style*, there is no long any reason why men can't start dressing well and start using their clothes as a tool for communication, help increase confidence and just having an overall better sense of style.

### Application Overview

The Gents Guide to Style for the iPad, iPhone and iPod touch is an incredibly powerful toolkit designed to help men make more informed decisions about what they wear. The goal of this application is to give a sense of not only the how but the why. *The Gent's Guide to Style* is a series of four tools. The tools work together to help give coherent, educated suggestions for how to dress for any occasion. The *Occasion Guide* is the key tool in navigating the complicate but structure system of men's style. Recommendations are based on occasion, time of day, who will be attending, and the goals of the occasion or event. The suggestions are educated, informed and based on years of tradition and styles in menswear. The supplemental tools; The How-To, Inspiration, and Handbook are included to be solid resources for executing any of the *Occasion Guide's* suggestions. With The Gents Guide to Style, there is no long any reason why men can't start dressing well and using there clothes as a tool for communication, increasing confidence and just having an overall better sense of style.

### Occasion Guide Tool

A recommendations system that not only factors in the occasions but also on what you are trying to accomplish and say about yourself. This is the featured tool of this powerful toolkit. This application can take a number of unique details and generate a more educated, informed suggestion based on years of tradition and styles in menswear.

### How-To Tool

Besides needing to know what to wear, it is important to know how to wear it. This section has more than 100 how-to guides, explanations and step-by-step references for all aspects of men's style. Search by topic and find the answers to all your questions about style. How-to articles feature video and illustrations to accommodate all types of learners.

### Inspiration Tool

The video and image hub is constantly updated with style-minded video and images. It takes full advantage of the iPad and the iPhones high-resolution screens. Also it allows for favoriting, saving, emailing, and commenting on the videos and images.

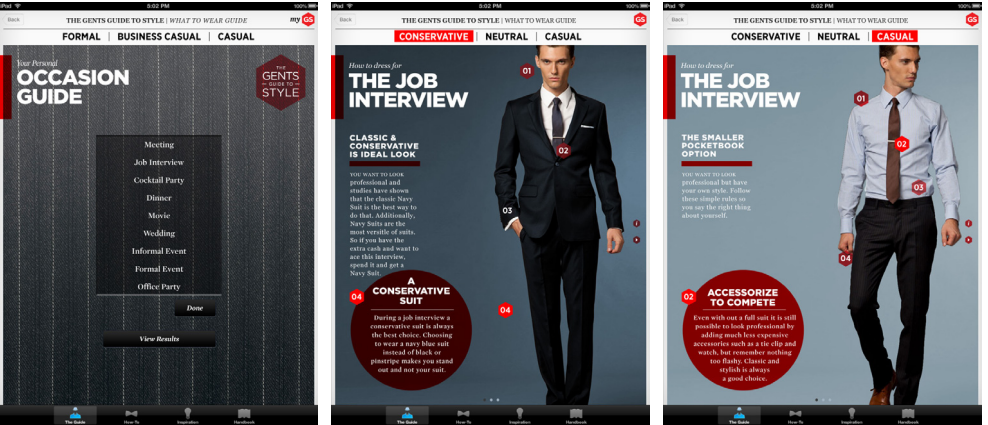
### Handbook Tool

The Handbook offers all of the information a man could ever need about all topics involving clothes and style. The Handbook is not meant to be only the "hows" but also the "whys" of men's styles and traditions. This tool is a perfect primer to any information a man could ever need about topics ranging from suits to personal grooming and accessories.

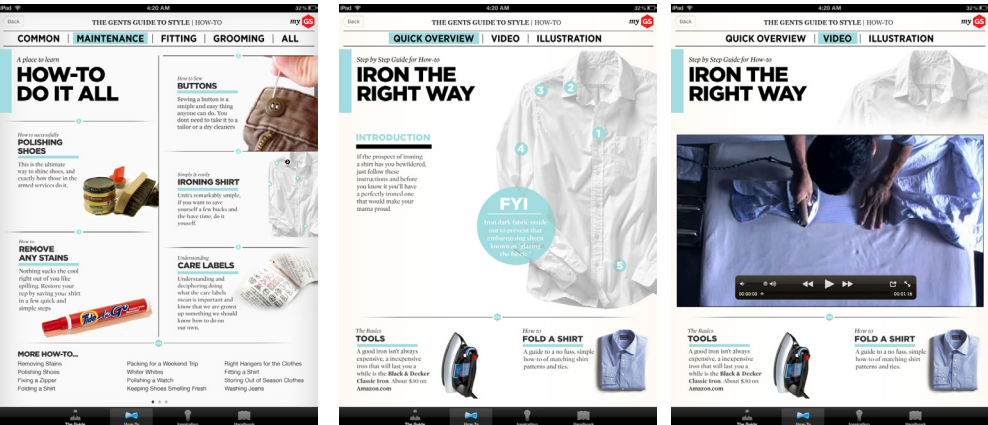


Screen Shots

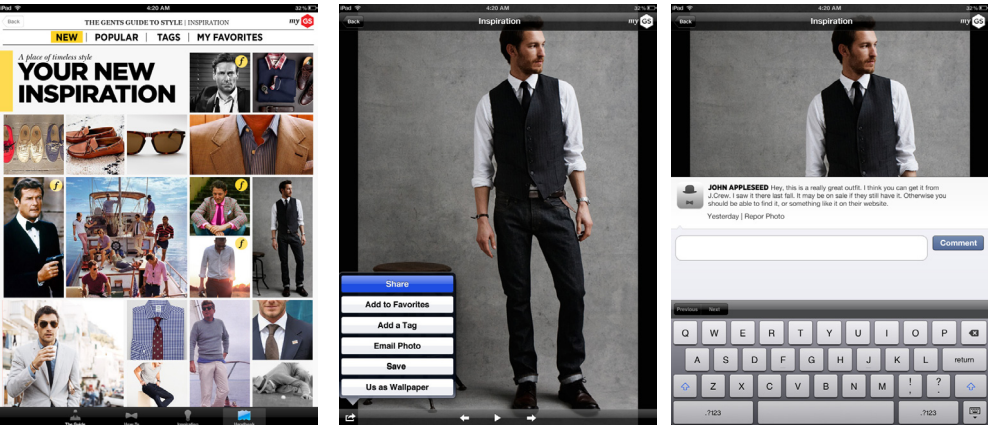
Occasion Guide



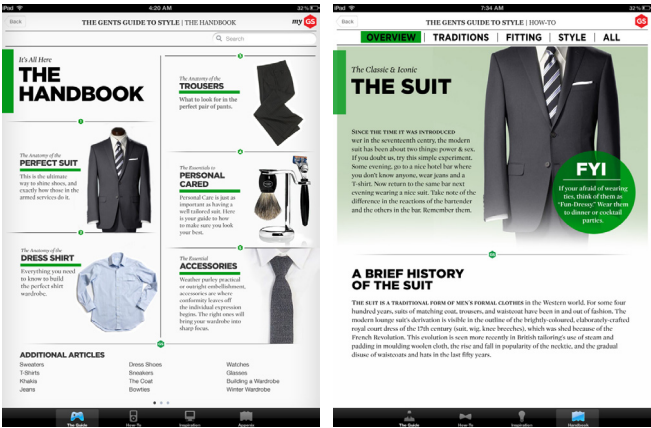
How-To Tool



Inspiration Tool



Handbook Tool





## Project Testing

### Participant Characteristics & Project Objectives

This project is intended for users who are either about to transition from a casual school environment into the workforce or have already graduated college and are working full time in a corporate environment. These users are being tested because many college graduates are going to be working in a corporate environment or an environment where dressing well and having good interpersonal skills are advantageous. Through research it has been found that clothes are tools that can be used to help interpersonal communication.

By testing this group of people it will allow for justification or critique of the actual information presented to see if it is clear and if the application offers information that the target users would like to know. Additionally, to test this specific user group because they are familiar with the iPhone, iPod Touch and iPad operating system that is being used to distribute this application. I also hope to see how interested the target user group would be in purchasing this application based on the information presented.



Participating Users  
Steve Hegele  
24 years old  
IT Consultant



Jordan Brewer  
24 years old  
Financial Advisor  
Attending Med. School in Fall 2011



Justin Behymer  
23 years old  
Student



Nick Puncer  
26 years old  
Personal Financial Advisor



Chris Hendreixson  
28 years old  
Graphic Designer

### Testing Methods & Conditions

For testing it was necessary to have participants view the website and iPad application demo on a computer with a resolution of 1680 x 1050. This is because the iPad application demo was designed to be full screen at 1024 x 768 resolution. Testing will be done on their computers so that they would feel familiar to their computer and see the website and iPad application demo looked like in different environments. The website was designed for cross browser compatibility; viewing on different computers will allow me to see inconsistencies in different browsers.

Being a website with iPad application demo, users were simply asked to go to the webpage to see an introduction page. This page introduces the user to the iPad application and gives

a brief overview of how the different tools in the iPad application work together. After this, users are able to navigate on their own free will.

Before users were allowed to go beyond the website's homepage, users were asked a few questions about the purpose of the website and what the website was intending to communicate. This was done to check the effectiveness of the homepage and its message.

These questions included:

1. What do you believe the purpose of this website is?
2. On a scale of 1-10 how clear was the subject matter?
3. On a scale of 1-10 how important do you think the topics addressed in this iPad application is?
4. Are there any questions you have about what this application is trying to offer you?
5. On a scale of 1-10 do you think would you be to purchase this application?

Again, these questions were used merely to test the effectiveness of the design and gauge the effectively the design problem was communicated based on the homepage of the website.

At this point the users were allowed to navigate the webpage on their own free will. There are five potential pages they would view; Overview, *Occasion Guide*, How-To, Inspiration and Handbook. The *Occasion Guide*, How-To, Inspiration and Handbook page are individual tools contained in the application. The Overview is a page that contains an overview of whole iPad application and how all of the tools in the iPad application interact with one another. If the user navigates to any of those pages they will be asked questions specific to those tools.

Overview (Application Overview)

1. What do you believe the purpose of the application?
2. What do you think is the main tool in this application?
3. Which tool in this application is most interesting to you?
4. With this brief overview, on a scale of 1-10 how useful would this application be to you?

*Occasion Guide* (Individual Tool)

1. What do you believe the purpose of this tool?
2. What feature in this tool is most useful to you?
3. On a scale of 1-10 how clearly was the *Occasion Guide* information communicated?
4. Are there any suggestions or changes you have for the design?
5. On a scale of 1-10 how well do you feel the *Occasion Guide* worked in terms of functionality?
6. Are there any suggestions or changes you have for this area?
7. On a scale of 1-10 do you feel this is a tool that is useful to you?
8. What questions do you have about this tool?
9. If you could add something to this tool what would it be?

How-To (Individual Tool)

1. What do you believe the purpose of this tool?
2. What feature in this tool is most useful to you?
3. On a scale of 1-10 how clearly was the How-To Toll information communicated?
4. Are there any suggestions or changes you have for the design?
5. On a scale of 1-10 how well do you feel the How-To Tool worked in terms of functionality?
6. Are there any suggestions or changes you have for this area?
7. On a scale of 1-10 do you feel this is a tool that is useful to you?

8. What questions do you have about this tool?
9. If you could add something to this tool what would it be?

#### Inspiration (Individual Tool)

1. What do you believe the purpose of this tool?
2. What feature in this tool is most useful to you?
3. On a scale of 1-10 how clearly was the Inspiration Tool information communicated?
4. Are there any suggestions or changes you have for the design?
5. On a scale of 1-10 how well do you feel the Inspiration Tool worked in terms of functionality?
6. What other forms of "inspiration" would you like to view?
7. How else would you like to see "Inspiration" organized?
8. On a scale of 1-10 how often do you feel you would use the share function in the Inspiration tool?
9. Are there any suggestions or changes you have for this area?
10. On a scale of 1-10 do you feel this is a tool that is useful to you?
11. What questions do you have about this tool?
12. If you could add something to this tool what would it be?

#### Handbook (Individual Tool)

1. What do you believe the purpose of this tool?
2. What feature in this tool is most useful to you?
3. On a scale of 1-10 how clearly was the Handbook Tool information communicated?
4. Are there any suggestions or changes you have for the design?
5. On a scale of 1-10 how well do you feel the Handbook Tool worked in terms of functionality?
6. What type of Handbook Articles would be most useful to you?
7. How else would you like to see Handbook Articles organized?
8. Are there any suggestions or changes you have for this area?
9. On a scale of 1-10 do you feel this is a tool that is useful to you?
10. What questions do you have about this tool?
11. If you could add something to this tool what would it be?

At the end of this scenario the viewer is then asked to complete the questionnaire. This part primarily focuses on the users willingness to purchase this application and the design as a whole. These questions included:

1. On a scale of 1-10 what do you think the value this application would have to you?
2. What is something that could be added or removed to give this application more value to you?
3. On a scale of 1-10 how visually pleasing is this application to you?
4. Does the type seem appropriate for the topic being addressed?
5. On a Scale of 1-10 how effectively do you believe the project solved the design problem?
6. On a scale of 1-10 how cohesive did you feel the entire design was?
7. Did you trust the website and the quality of the product being sold on the website?
8. On a scale of 1-10 how interested are you in purchasing this application?
9. What is something that could be done to make you more interested in purchasing this application?

### Results Deficiency and Actions

While much of the testing yielded positive results there were some minor tweaks that needed to address based on feedback from the users. Most viewed the application positively and understood the purpose of the application. They did have some positives and negative about the over all project.

They felt that the visuals on the website seemed professional and well designed. Overall there was no confusion on the on the purpose of *The Gent's Guide to Style*. All users new what problem was trying to be solved. Four out of five of the users were interested in purchasing this application. The user that was not interested in purchasing this application stated himself that he didn't care about how he dressed. He stated, that he was in IT and that it his company was trying to move into a more casual dress code at work. It was noted by three of the users that the price seemed a little high at \$4.99. Two of the users stated that they generally don't buy applications for their smart phones and the most expensive ones they have purchased were less than two dollars.

The two features that received universal praise were the *Occasion Guide* and the *How-To Tool*. This was good to hear because the *Occasion Guide* was meant to be the key feature of this interactive toolkit. Two users specifically mentioned how they liked that it offered a number of suggested outfits. They felt that since they were give multiple options they weren't being forced into a single look. The *How-To Tool* seemed popular amongst the users because it quickly told them how to iron a shirt in a number of ways include illustration and videos.

The *Occasion Guides* demo was only watched by four of the five users. The design of the website will need to be modified so that it points out that there is a video demo included on the *Occasion Guide* page. Though the one users didn't see demo the user was still interested in purchasing the application. That same users was very interested in the Inspiration Tool and wanted to know more about it. Perhaps creating a demo video for the Inspiration Tool would be a good idea.

The three of the users that did watched the *Occasion Guide* demo video felt it was a little long. Perhaps it will be possible to cut down the length of that demo video.



### Project Analysis

From this beginning of this project I was fairly interested in my topic. I didn't know how I would best address or make it fulfill the capstone rubric, but I knew that men's styles and fashion was something that was important. Throughout the research and design process I kept in mind the importance of dressing well and the influence it can have on others. I wanted to always keep this in mind so that my capstone would not veer unexpectedly in the wrong direction. I want to state that my final deliverable was not an actual interactive prototype but instead ended up being a demo video showing functionality *The Gent's Guide to Style*.

The big picture purpose of the user testing was to see if my execution of *The Gent's Guide to style* was successful. I debated how this project's success would be judged and decided if I created a website that could sell the tested users on the idea of my application then I was successful both in marketing and design. To do this I created a scenario and then a user survey that contained questions on give me response the features, functions, visual style and the finally how the users intentions to purchase this application.

At the end of the user survey a few things had become clear. Overall the user survey was a major positive. Most users wanted to purchase the application if it existed but felt that the cost was a little high. One users stated that he thought it was a real application and not conceptual application. At the end of the survey I got asked by two different users when the application was going to begin development.

Thanks to users test, it also became clear that the visual style I developed was attractive, elegant and something that the users I tested could see themselves using. One user surveyed stated that he thought the website felt "real." He later asked me if the design was inspired by a magazine. Since this was my target visual style I was glad that it was obvious.

Lastly the *Occasion Guide* and the How-To were very popular among the users. Four out of five of the users surveyed thought both were tools they could get regular use out of. One user pointed out that the article about how to iron a shirt was something he had never learned how to do until just a few weeks ago . He then stated that if all the How-To's dealt with a range of things it would something he could use all the time.

Obviously, there are things I would have liked to change. I wish I could have developed demo videos for all the tools in my application toolkit, but this was not feasible during my final quarter. I think if I was given a few more weeks it could have been an attainable goal. I also wish I could have developed an iPad website so that the content could viewed in its designed hardware instead of on a computer. I think this would have given a better experience for the DAAPWorks audience. On the other hand, I think the website that I developed for the DAAPWorks Show is an ideal for viewing my application in the computer environment. In the future I plan on created a interactive prototype that can be viewed on the iPad.