

I T O

BY KONMARI

## *Executive Summary*

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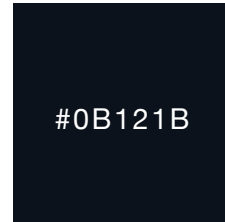
## *Executive Summary*

The purpose of this document is to outline the features and functionality of the ITO by KonMari fashion discovery and organization app. The app's aim is to simply and easily provide wardrobe edits and daily fashion recommendations.

This document specifically speaks to the initial rollout build of the app. The document contains the following:

- Style guide
- Annotated wireframes

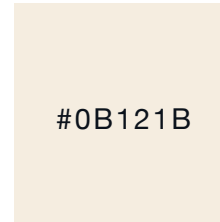
# Style Guide



*Text  
Icons*



*Text links  
underlines on  
homepage*



*Spash  
Menu pop-up*



*Spash  
Menu pop-up*



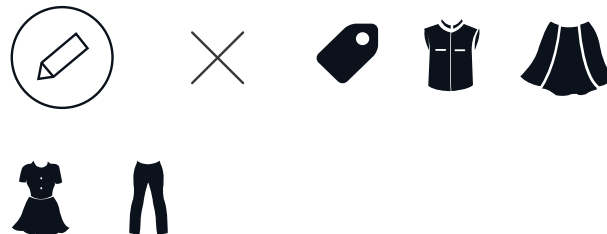
*Background*



Helvetica Neue Thin  
28px 0.53 kearning  
Body copy

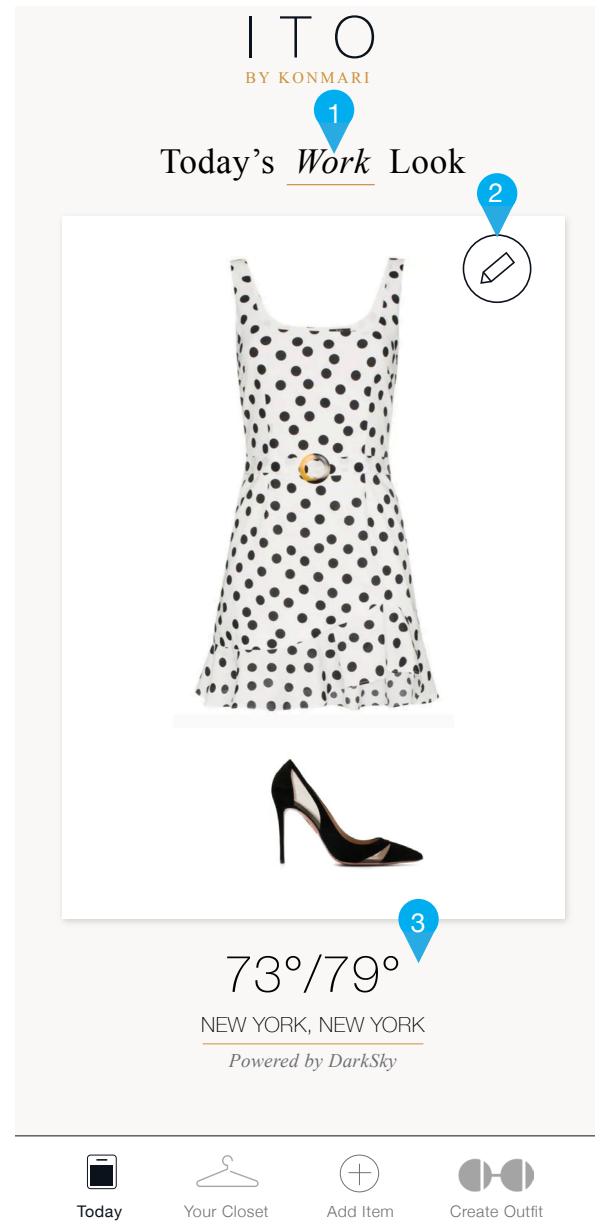


Times New Roman Regular  
22px 0.44 kearning  
Homepage header



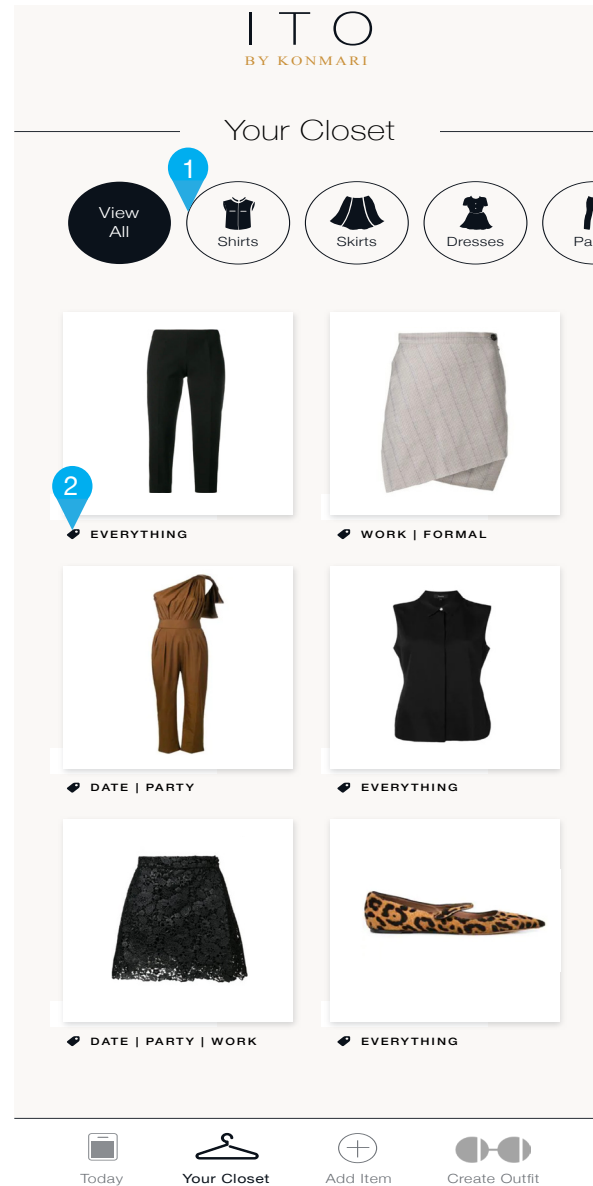
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Icon Titles

# Wireframe Anotation Homepage



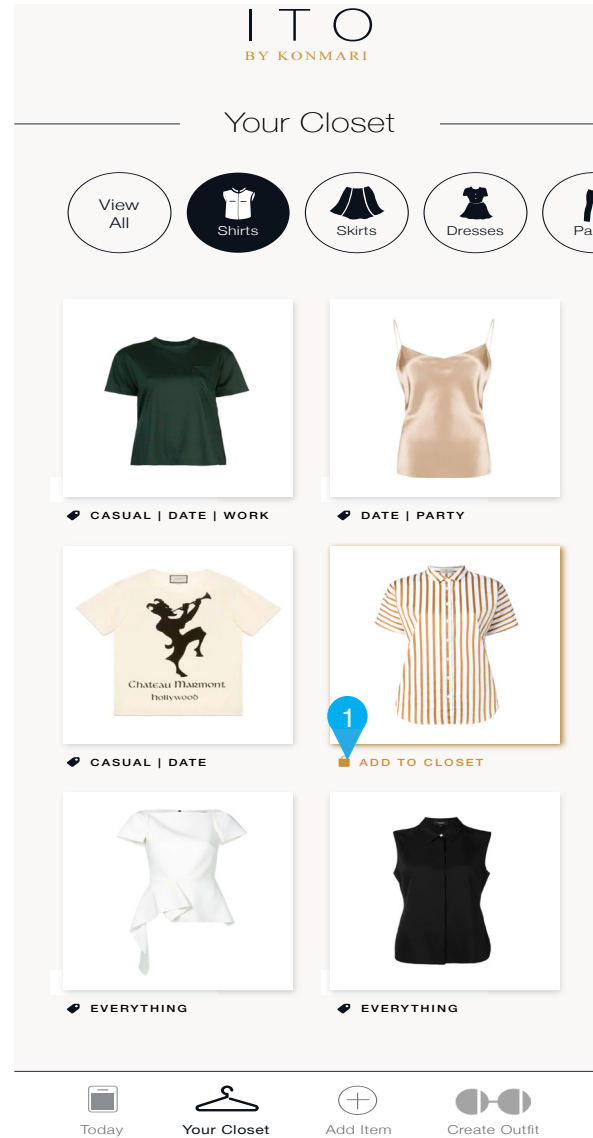
- 1 Touch to change event
- 2 Touch to edit today's
- 3 Tap to see weather report

# Wireframe Anotation Your Closet



- 1 Tap to filter closet by categories
- 2 Tag identifies clothing by events

# Wireframe Anotation Your Closet



See product details

## Wireframe Anotation Your Closet Ad



- 1 Tap to buy outfit
- 2 Try out outfit with items in closet
- 3 Tap to exit product page and re-
- 4 Tap to not see that product recommendation again



## *API's*

Dark SKY is the #1 rated premium weather app on the App store. They're a trusted name in weather that our customers will recognize, and are dependable enough to base our weather-related recommendations on.

### **Dark Sky API – Overview**

The Dark Sky API allows you to look up the weather anywhere on the globe, returning (where available):

Current weather conditions

Minute-by-minute forecasts out to one hour

Hour-by-hour and day-by-day forecasts out to seven days

Hour-by-hour and day-by-day observations going back decades

Severe weather alerts in the US, Canada, European Union member nations, and Israel

## *Contact the User Experience Team*

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