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TEAM 8



# IŞIL JEWELS



## OUR MISSION AND VISION

IŞIL is a smart jewelry line designed for women.

Thanks to their elegance you can enhance your beauty.

Thanks to their technology you can achieve all your goals.



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## THE FIRST THING YOU NEED TO DO TO MAKE YOUR BRACELET IS TO CHOOSE THE CHAIN:



Metal: Yellow gold  
Metal stamp: 750 thousandths / 18k  
Standard size: 19 cm



Metal: Silver  
Metal stamp: 925  
Standard size: 19 cm

You can find wholesale for precious metals the Round Section Wire of 1 mm in 18 Kt yellow gold.

To make a standard bracelet you will need about 19 cm of product, the price of which is about 1787.36 lire.

You can find the 1.5 mm round wire in 925 silver in wholesale for precious metals.

To make a standard bracelet you will need about 19 cm of product, the price of which is about 50.71 lire.

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# ONCE YOU HAVE CHOSEN THE WIRE WITH WHICH TO MAKE YOUR BRACELET, YOU MUST THEN CHOOSE THE PENDANT.



- You can make it with semi-precious stones or in glass resin with various flowers inside.
- You can buy precious stones at a jewelry wholesale and flowers at a florist's wholesale. Prices of precious stones can vary from 63.38 to 760.58 Turkish lira.
- You can buy resin for jewelry in your local hardware shop or DIY shop. Or you can choose to buy complete resin kits online, for example on Amazon. The price of a kit can be 253.53 Turkish lira.





*Remember that both stones and flowers have a special meaning, so choose it carefully!  
Below you will find a catalogue with a large selection.*



Amethyst  
*Wisdom*



Citrine  
*Intellectual vivacity*



Tanzanite  
*Resourcefulness*



Seawater  
*Courage*



Garnet  
*Self-esteem*



Topaz  
*Sincerity*



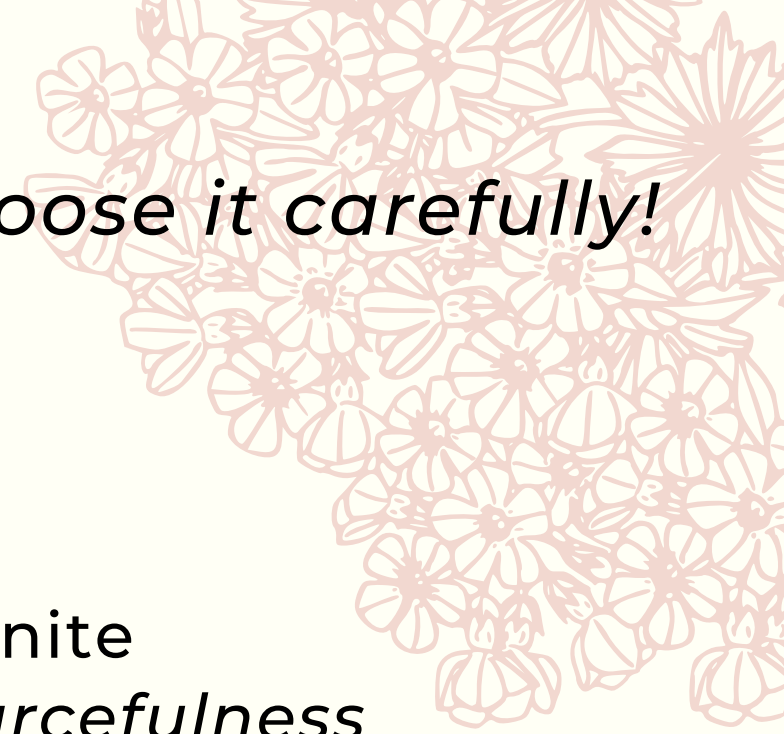
Tourmaline  
*Energy*



Fire opal  
*Strength*



Peridot  
*Awarenessz*





*To each woman its Flower, and to each Flower its Meaning!*



Yellow Anemone  
Energy



Mallow  
Sincerity



Liliac  
Anemone  
Elegance



Cherry blossom  
Strenght



Azalea  
Temperance



Hydrangea  
Courage



Violet  
Wisdom



Hibiscus  
Beauty



Orchid  
Sensuality



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# IF YOU WANT TO MAKE YOUR OWN PENDANT WITH GLASS RESIN AND FLOWERS...

1. The first thing to do is to choose the flower that most symbolizes the personality of a strong, resourceful woman.
2. Then you have to dry your flowers in one of these ways:



Drying by pressing, placing the flower between the pages of a large book.

or



Air-drying, by placing the flowers on a flat surface, well spaced out, in a dry but ventilated and bright environment. However, the flowers should not be exposed to direct sunlight or natural or artificial heat sources.



3. Take some stencils to insert your flowers.



4. Now, let's get started with the resin.

You will also need a resin hardener, which you will have to mix with the resin for a few minutes. Take a glass and pour in one component at a time, then weigh out first the grams of resin and then the hardener you need in the correct catalysis ratio.

Wear gloves to protect your hands.







5. At this point, mix the two components for about 3 minutes, taking care not to mix too quickly to avoid the creation of air bubbles.

6. After mixing thoroughly, you can start pouring the resin into the molds a little at a time and in a threadlike fashion, so as to give the air bubbles time to burst. Once the mold is full, we recommend tapping it on the surface or moving it using the elasticity of the silicone, so that the air bubbles, if they have formed, reach the surface, or use a toothpick to burst them. During this phase, you can insert a hook to hold the jewel or glue it when the resin has hardened.



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# IF YOU WANT TO MAKE YOUR OWN PENDANT WITH SEMI- PRECIOUS STONE...

1. The first thing to do is to choose the semi-precious stone that most symbolizes the personality of a strong, resourceful woman.

2. Then, you have to insert the gold or silver thread inside.

3. The dimensions of the pendant shall be

Height: 3,5 cm

Width: 3 cm

Depth: 1 cm

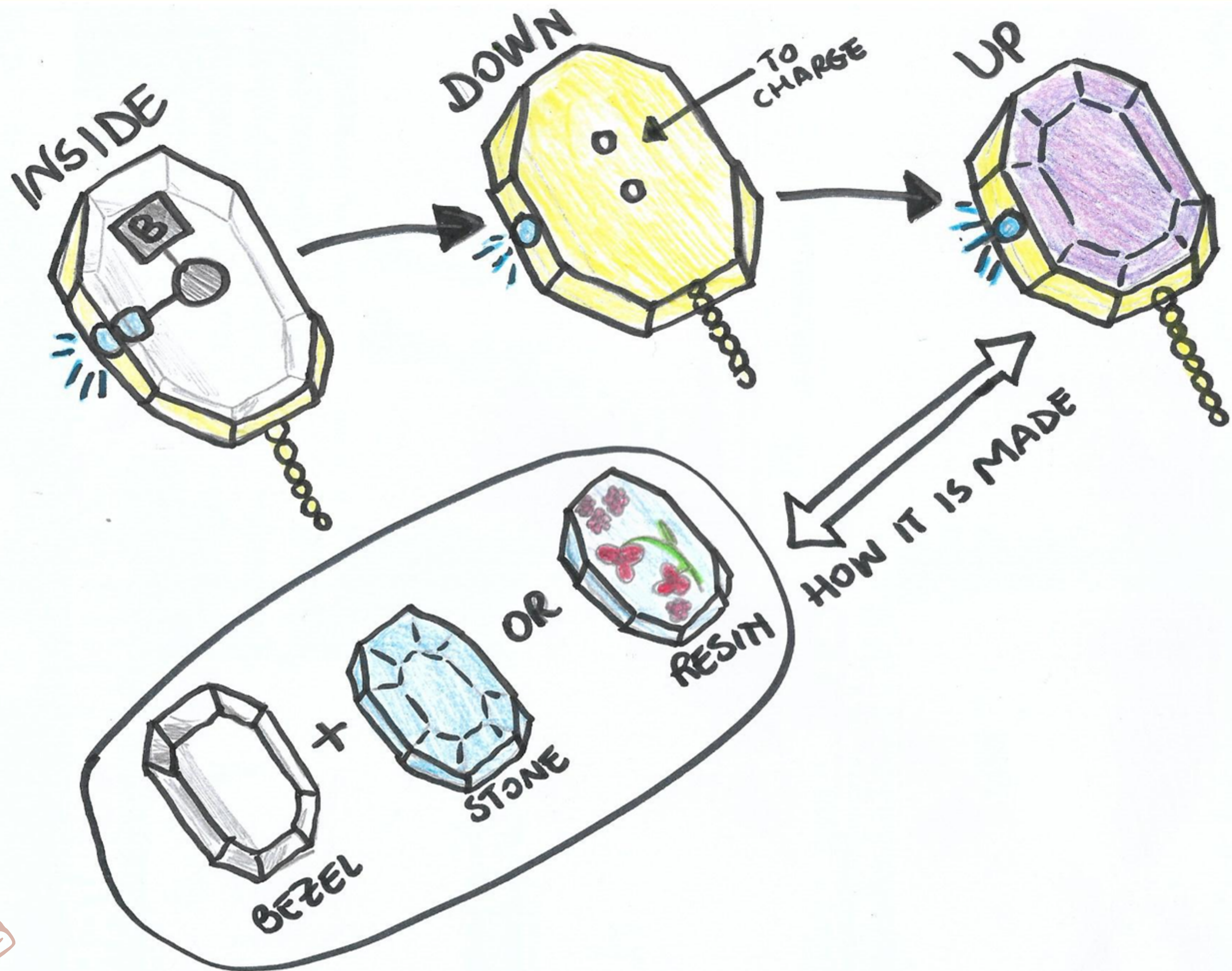


By doing this you can put in the lower part the technology that will allow you to connect to the app in your bracelet, while still keeping it stylish.

At this point, all you have to do is take two metal hooks and place the stone or resin pendant between the gold/silver chains.











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# TECHNOLOGY

You will need:

- A prototyping board
- Bluetooth Low Energy systems-on-chip
- Lithium Batteries
- Led lights
- Bezels (one for the technological part and one for the stone/resin)
- USB chargers

What is a prototyping board? It's a board that allows you to program the Bluetooth system, connecting it to the app, that will light up the led light of the jewel when the woman reaches the location of the activity.

You will need just one prototyping board, to program all the Bluetooth chips.







## How to assemble

The Bluetooth chips and the led lights are connected to the lithium batteries; they are in a bezel closed like the one of the watches. The bezel has to have a hole to let the led light be seen. Above this bezel, there is the one where the stone/resin will be put in.

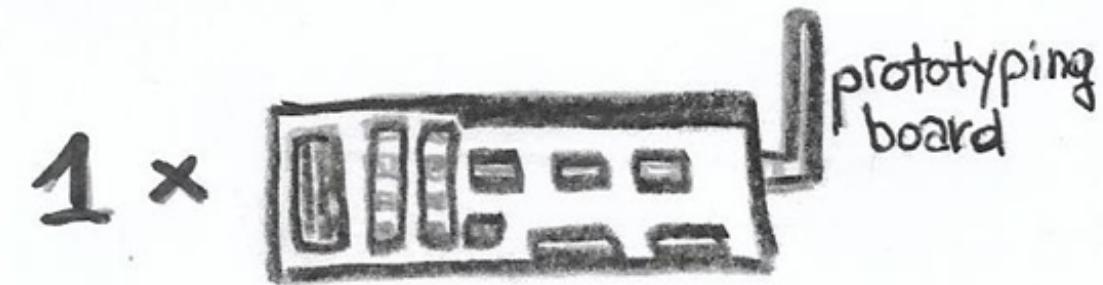
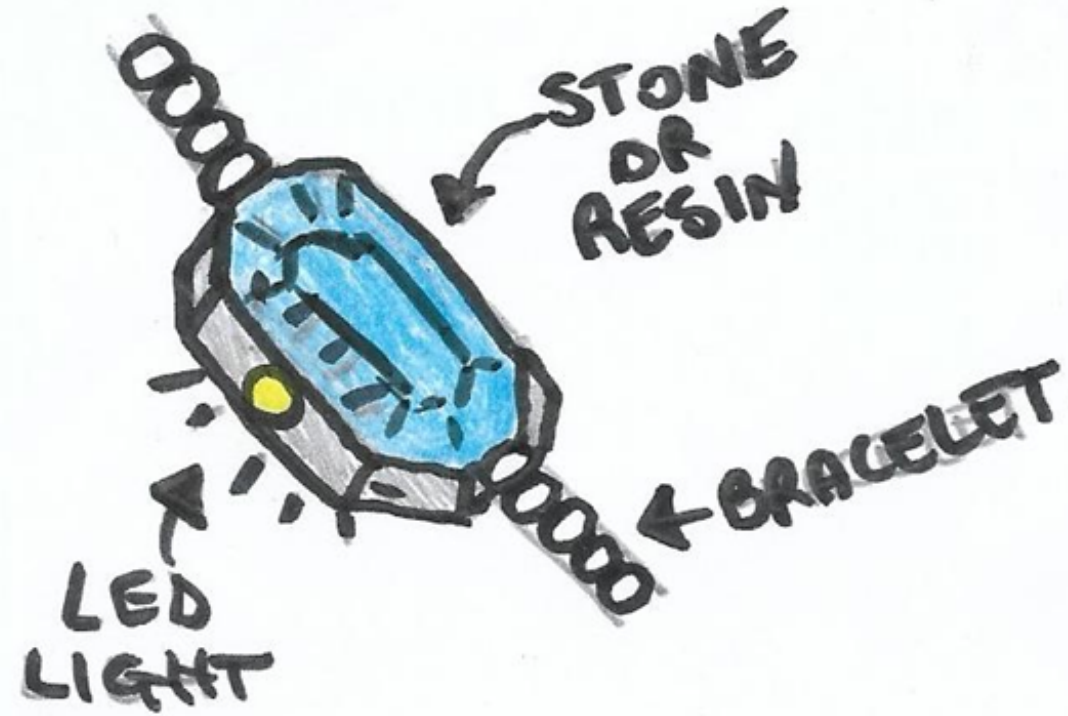
## Costs

- A prototyping board: from 56 TRY, to 112 TRY (you will need just one for all the jewels)
- Bluetooth Low Energy system-on-chip: 22 TRY for each piece (each jewel needs one chip)
- Lithium Batteries: from 11 TRY to 22 TRY for each piece (each jewel needs one battery)
- Led lights: approximately 28 TRY for 10 led lights (dimension of 3mm) / (each jewel needs one led)
- Bezels: approximately 11 TRY to 33 TRY (each jewel will need two bezels)
- USB chargers: approximately 90 TRY (each jewel will need one)

Total cost for one jewel (technology): 205 TRY + from 56 TRY to 112 TRY for the prototyping board.



# ISIL JEWELS TECHNOLOGY



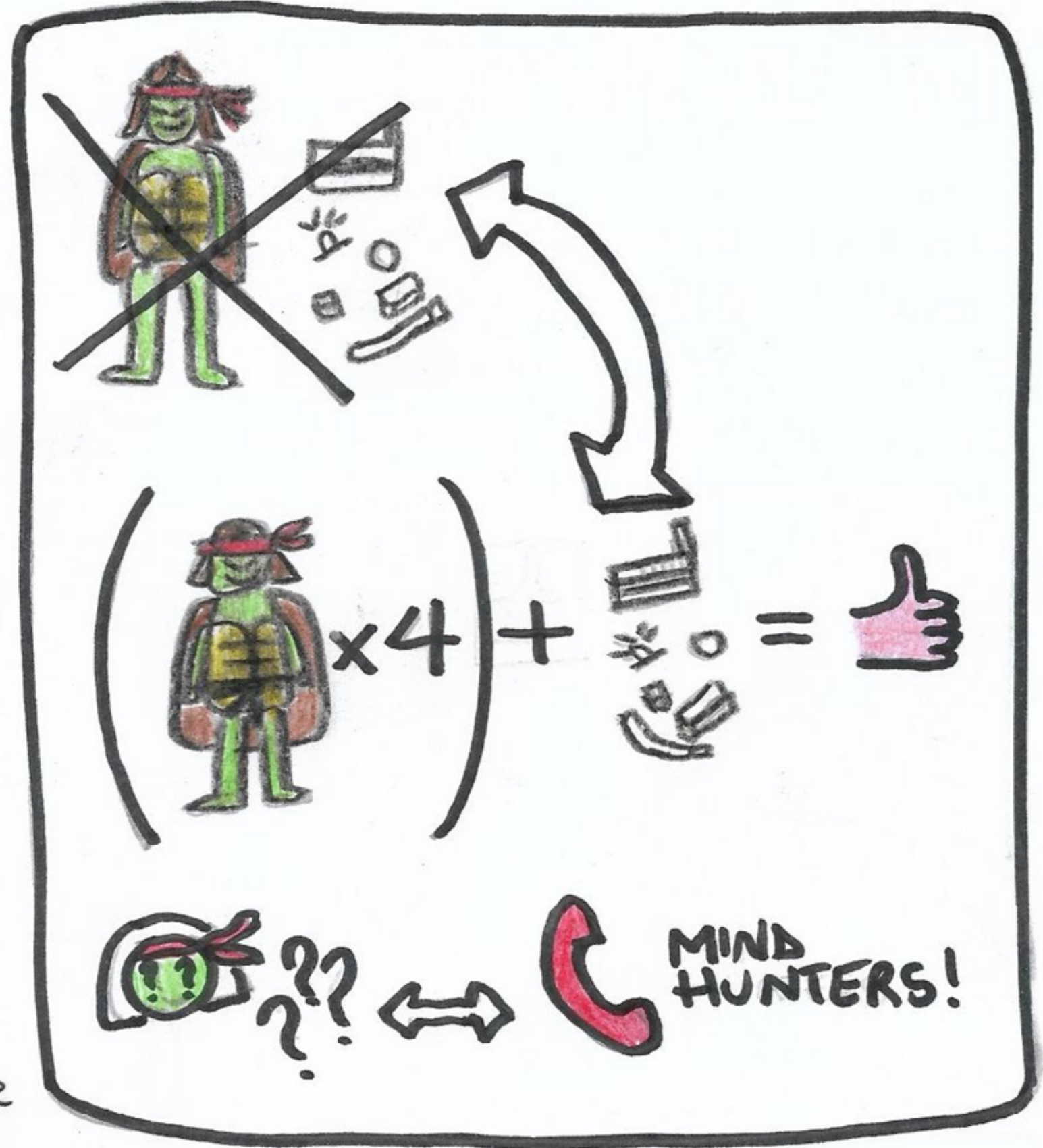
1 to ∞ x Bluetooth system on chip

1 to ∞ x Lithium batteries

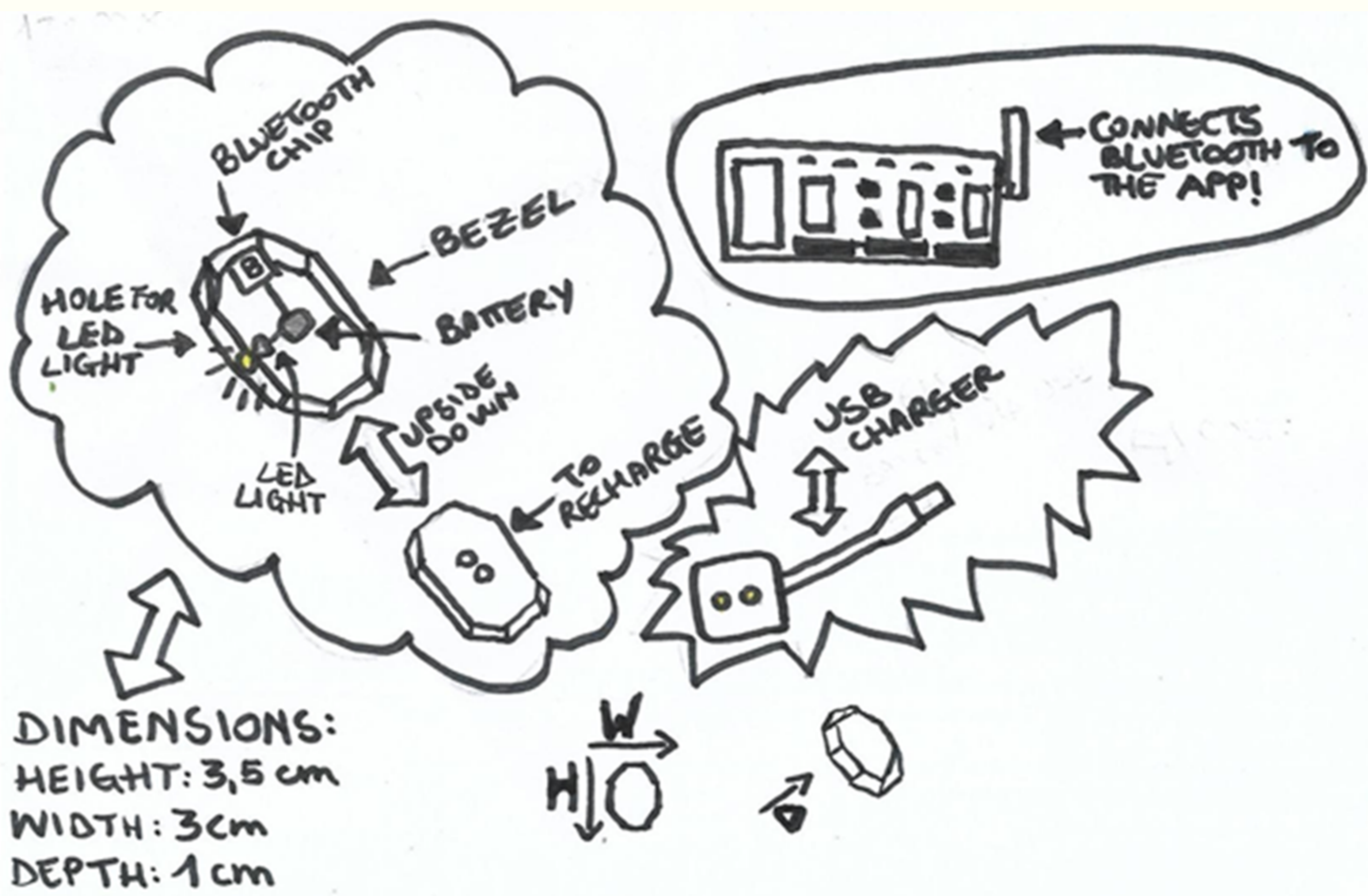
1 to ∞ x Led light

1 to ∞ x bezels

1 to ∞ x platform to charge







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## PACKAGING

Cubic box, 12x12 cm.

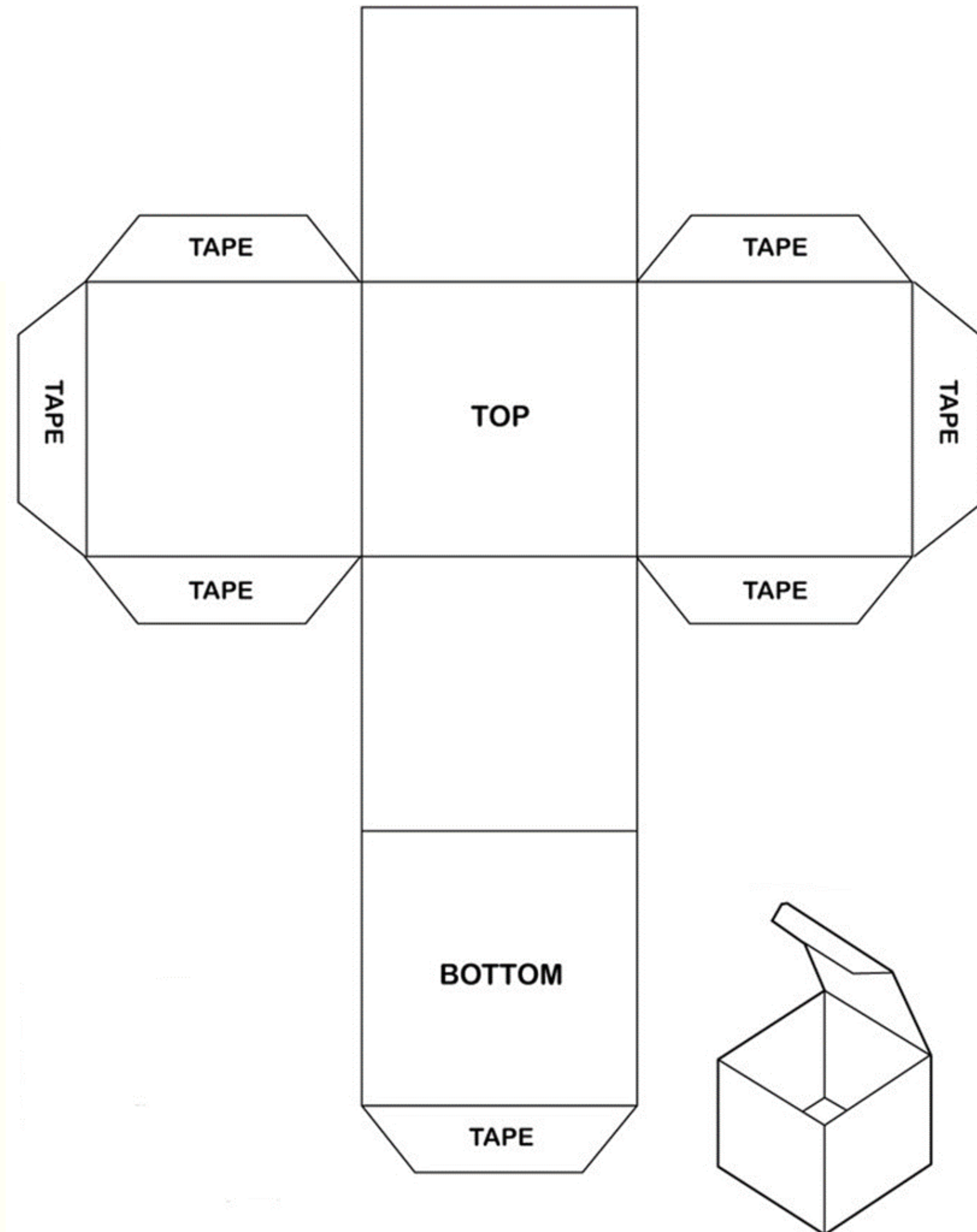
On the top, there must be the logo.

And in the inside there is the QR code to download the app and activate the jewel.

Inside, before seeing the jewel, there is a card that explains the stone or the flower.

Then there is the bracelet, on a velvet pad.

Under the velvet pad, there is the USB charger.







# ELIFA KAYA



Elifa Kaya is a 42 year old woman who loves life and her two children Ülkü and Özlem. Engaged in her work as an architect and having to take care of her two children alone, Elifa does not have much time for herself and her passions. In fact, it is some time now that she has given up theater, cinema, going out with her friends and Pilates. She has a very tight and schematic routine. In fact, after waking up around 6 a.m., she devotes herself to preparing breakfast, backpacks and snacks for her children. Around 7.30 she wakes up and prepares the two children, who are quite fussy. Once they are taken to school, which is about 10 minutes away by car, she goes to her studio in the center of Ankara. Overwhelmed by a substantial amount of work, she dedicates herself to the realization of the projects. Towards lunchtime, together with a colleague, she usually goes to a restaurant serving Italian cuisine for her lunch break. At 3 p.m. she returns to pick up Ülkü and Özlem from school. Once she has dropped off her children at the after-school program, she returns home to take care of the household chores. Once the three of them are reunited, Elifa is tired and all she wants to do is go to sleep, but not before preparing dinner and putting the children to bed. Living in a society that frowns on single women with children, she has lost all stimulus towards herself and her passions.

## *Profile*

*Name: Elifa*

*Last name: Kaya*

*Gender: Female*

*Age: 42 years old*

*Where she lives: Ankara*

*Education: Bachelor of Architecture*

## *Goals and Challenges*

*Elifa wants to get back to living and devoting more time to herself. Too busy with work and children, she doesn't have much time for herself.*





# GIZEM DEMIR

Gizem Demir is a 40-year-old single mother. Due to an abusive husband she found herself disrupting all her life plans. She works at the library of Karabuk University. Because of her job she has to organize her day in every detail. She wakes up early, prepares a hearty breakfast for her son Çetin and then takes him to Karabuk Middle School.

Her workday starts at 9 am, so once she arrives at the library she has time to have tea with her best friend Banu. At the end of her work shift she picks up her son and together they go to eat at a fast food restaurant that is a 10 minute drive away. In the afternoon he goes to visit his mother, which is a good reason to spend some time with her, as the grandmother is happy to keep her grandson Çetin. Since Gizem lives in a state of anxiety, because of what she has been through in the past, what her psychologist advises her to do is to go out, have fun and do something new every day.



## *Profile*

*Name: Gizem*

*Last name: Demir*

*Gender: Female*

*Age: 40*

*Where she lives: Karabuk*

*Education: Secondary school*

## *Goals and Challenges*

*Getting out of the routine and patterns of an oppressive society*



# User Journey

Elifa Kaya



This morning, remembering a friend's recommendation, I took a look at the Işıl jewelry collection. I was really impressed with the offerings of this interactive jewelry line. I saved the page to my favorites and returned to my work.

MORNING

After lunch and dropping my kids off at after-school care, I decided to purchase a ring from the Işıl line in my favorite color. Once I carefully read the guide and scanned the Qrcode to download the app, I found myself in a really comfortable and well-organized community.

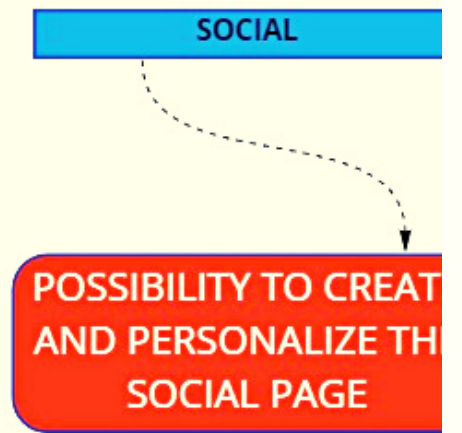
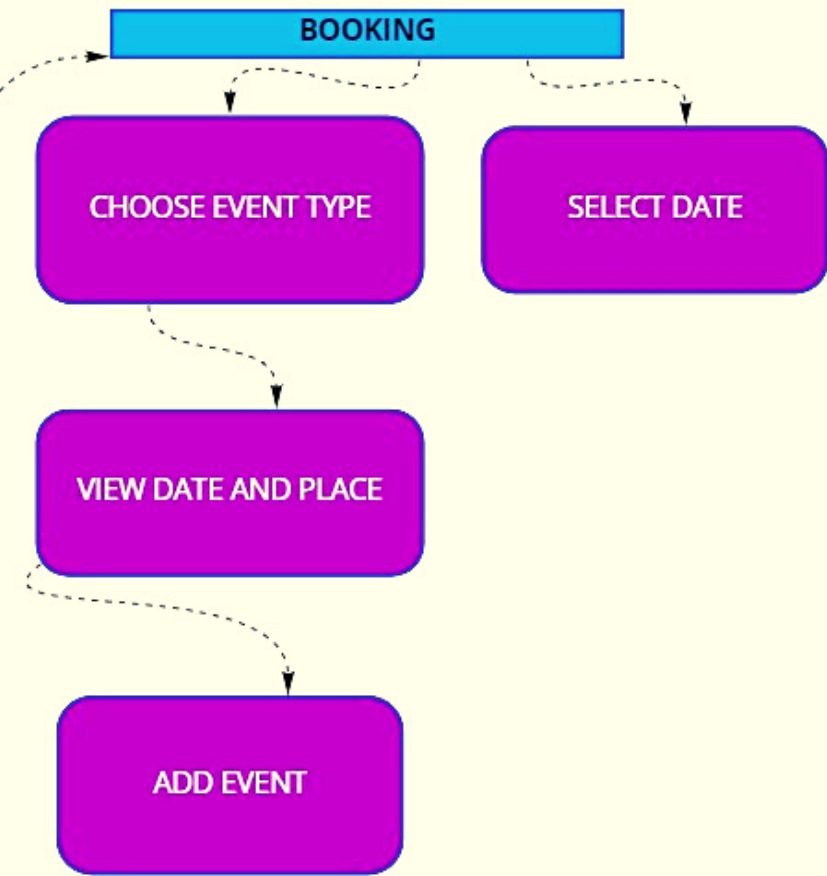
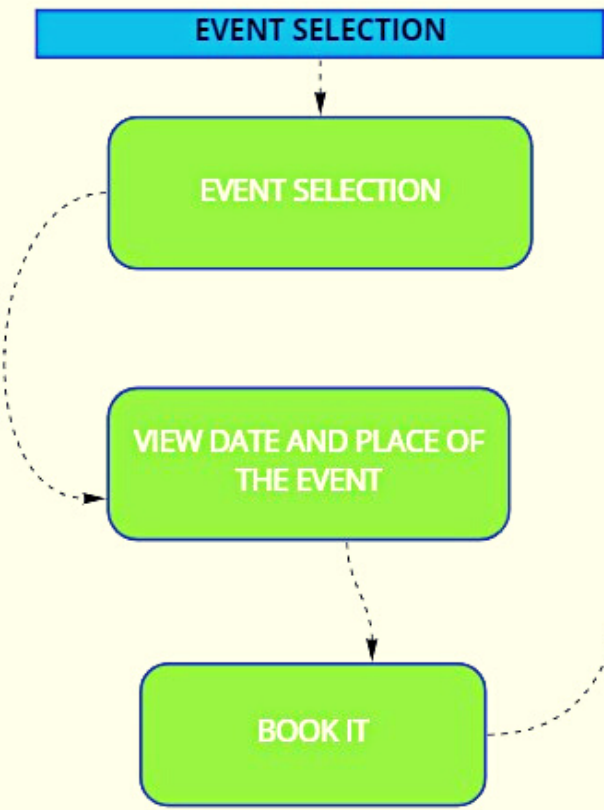
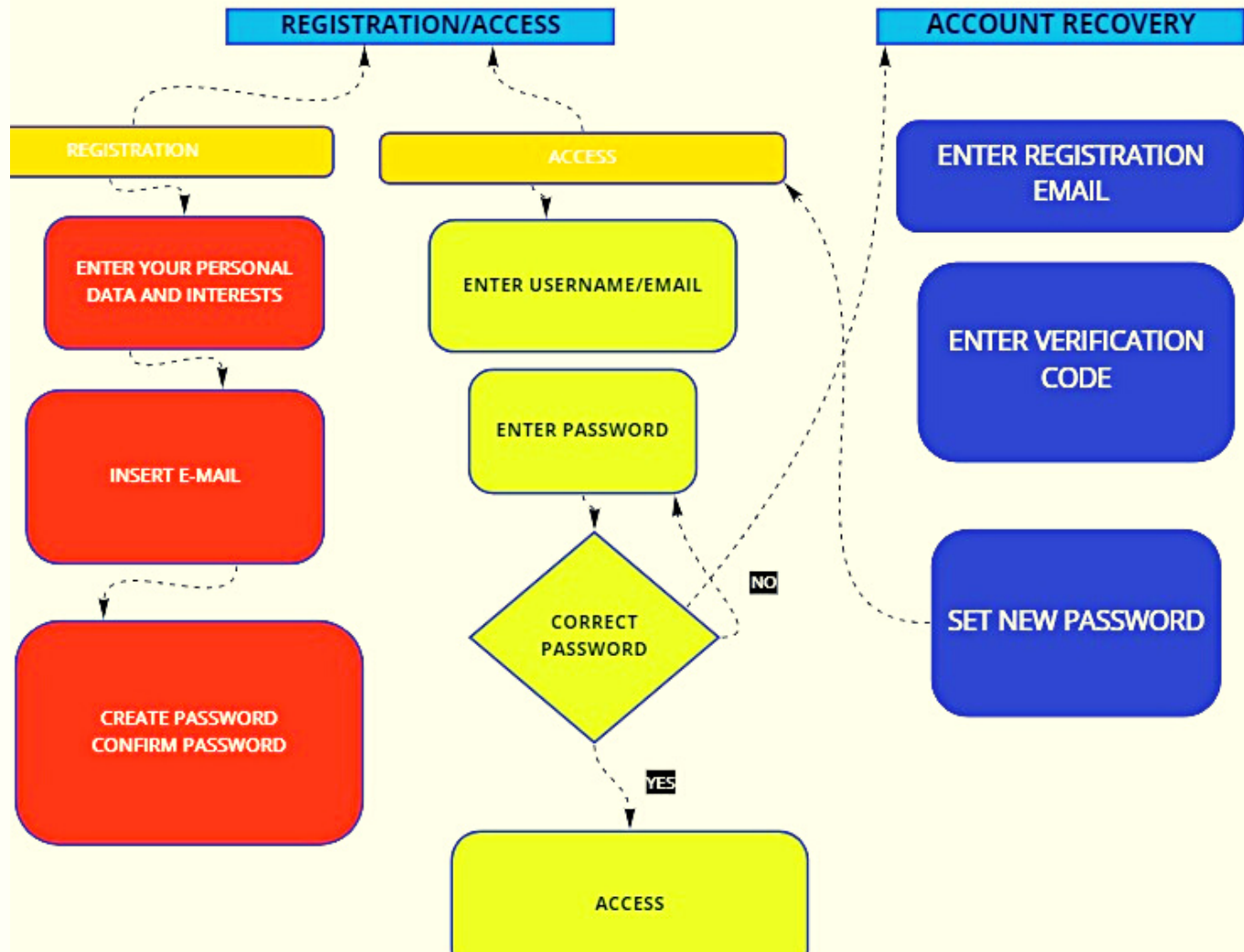
AFTERNOON



When my kids were busy watching TV after dinner, I decided to schedule activities through the app. To figure out what it was all about, I decided to select the "coffee together" item. I can't wait to find out what this is all about.

EVENING





miro

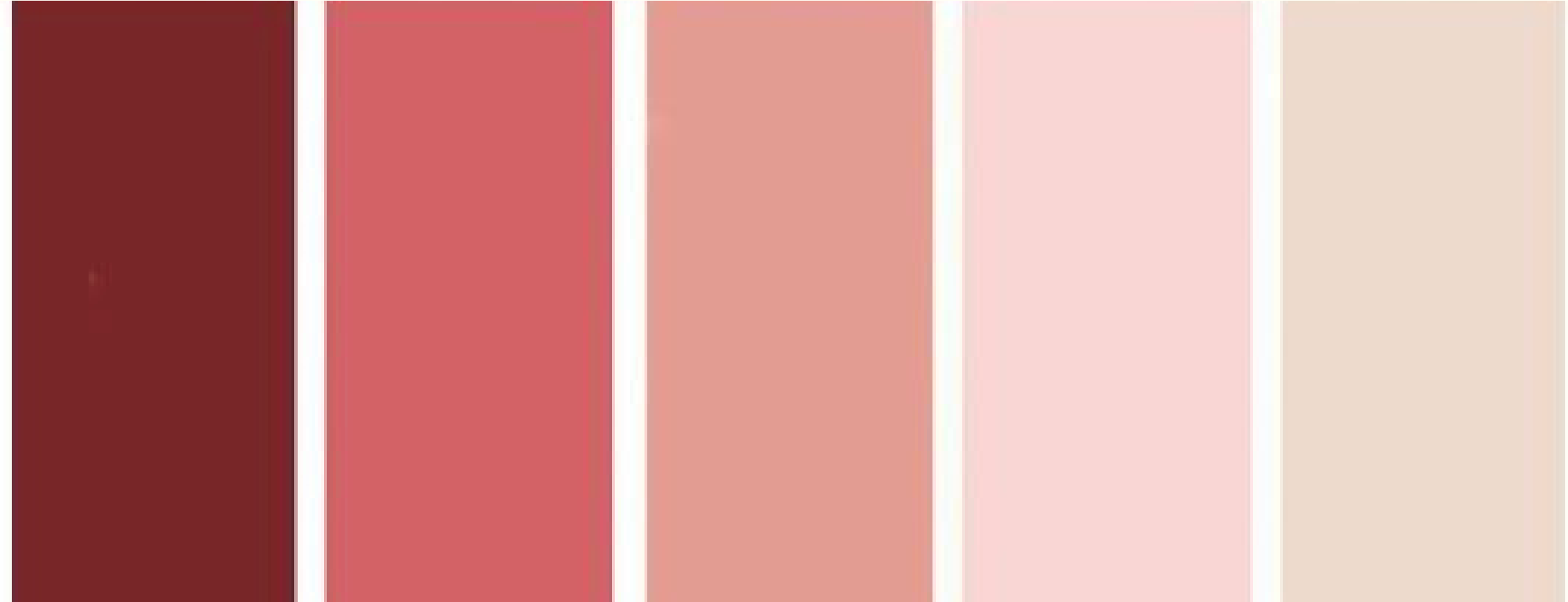
# TASK ANALYSIS

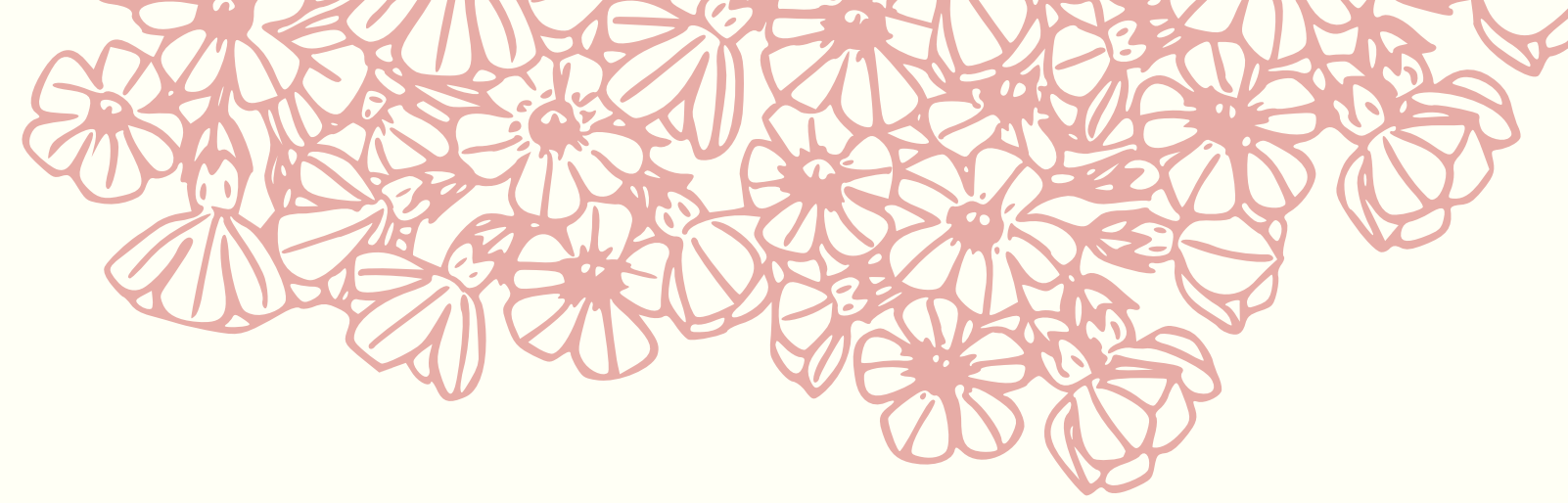




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# PALETTE OF COLOURS





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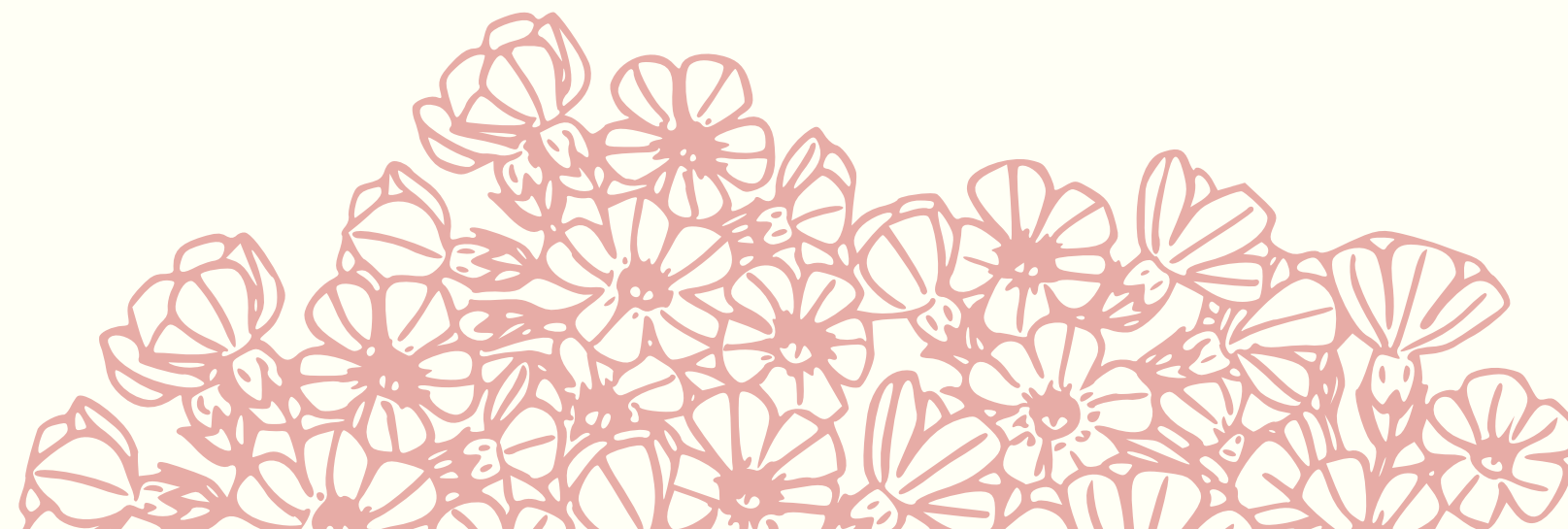
# FONT

Second proposal

Montserrat

Işil Jewels is a new concept of jewelry  
made up for women

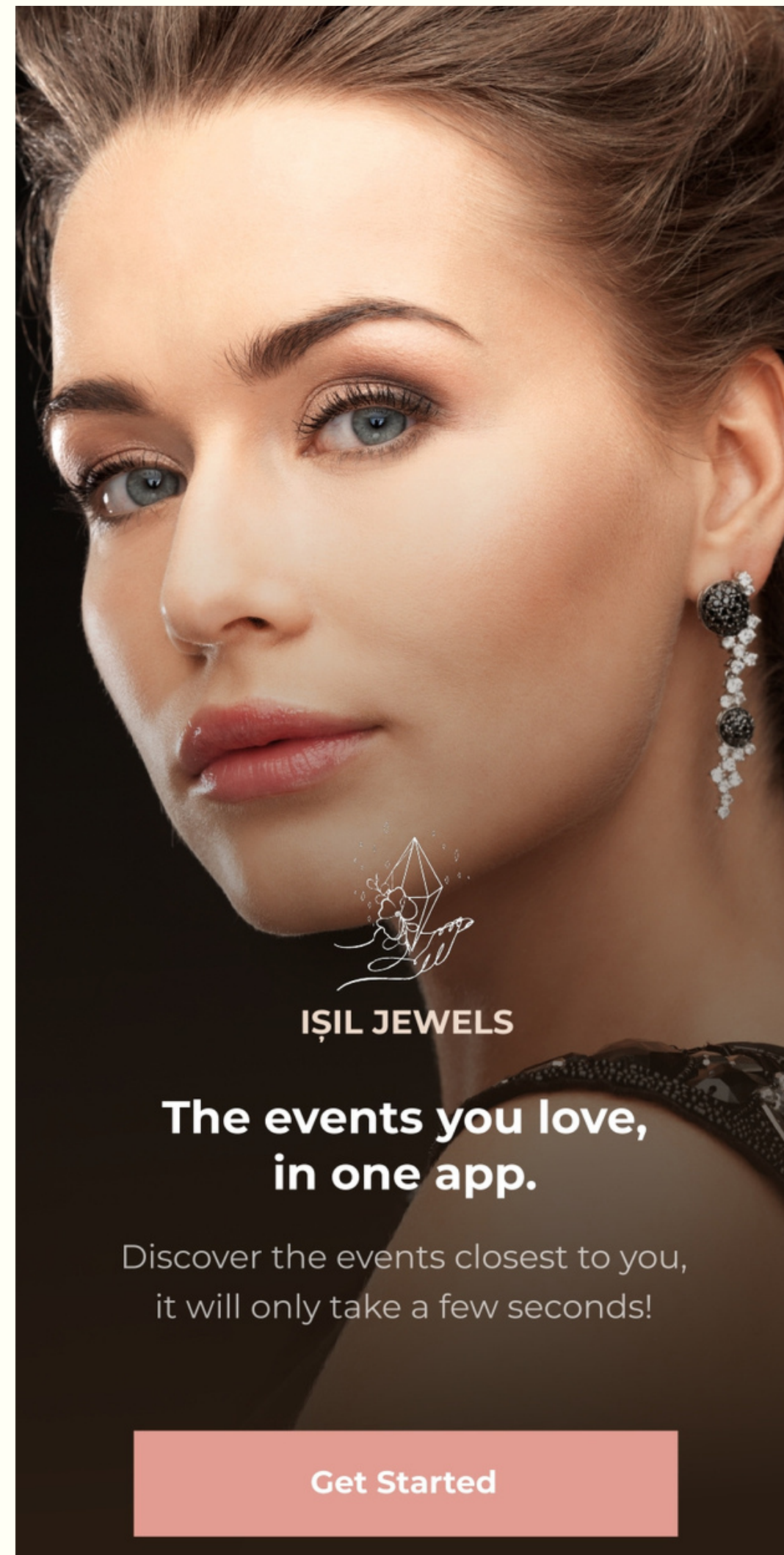
IŞIL JEWELS IS A NEW CONCEPT OF  
JEWELRY MADE UP FOR WOMEN





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# OUR APP



IŞIL JEWELS

**The events you love,  
in one app.**

Discover the events closest to you,  
it will only take a few seconds!

**Get Started**



**IŞIL JEWELS**

Username


••••••••



[Forgot the password?](#)

Login

Or sign in with

 Sign in with Google

 Sign in with Facebook

[Don't have an account? Sign up](#)



IŞIL JEWELS



# Express your feelings

Tell us more about yourself and your passions!

## Fitness



**YOGA**  
Wellness - Mind

**CROSSFIT**  
Wellness

**NUO**  
Wellne

## Music



**POP MUSIC**  
2M Followers

**ROCK MUSIC**  
345,343 Followers

**ELEC**  
384,34

## Cibo







DISCOVER



< February >

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## Schedule

- 
 Yoga Club Event 10:00 am  
 19 Feb - hai prenotato questo evento
- 
 Rock Music Band 10:00 pm +
- 
 Radio Event 3:00 pm +
- 
 DiscoMusic Event 11:00 pm +



IŞIL JEWELS

## COLORS PALETTE



## TYPOGRAPHY

**Montserrat Bold**

Montserrat Regular

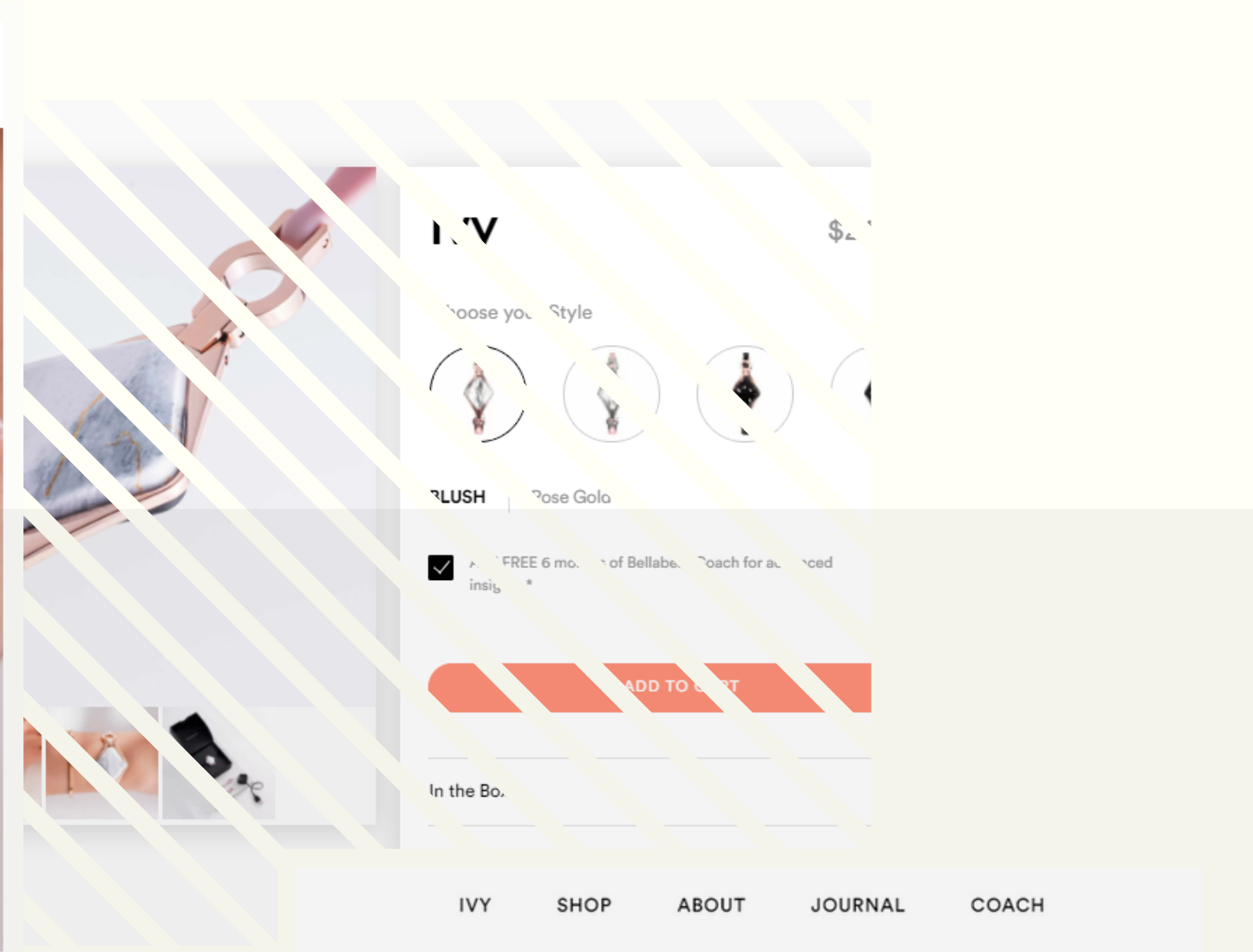
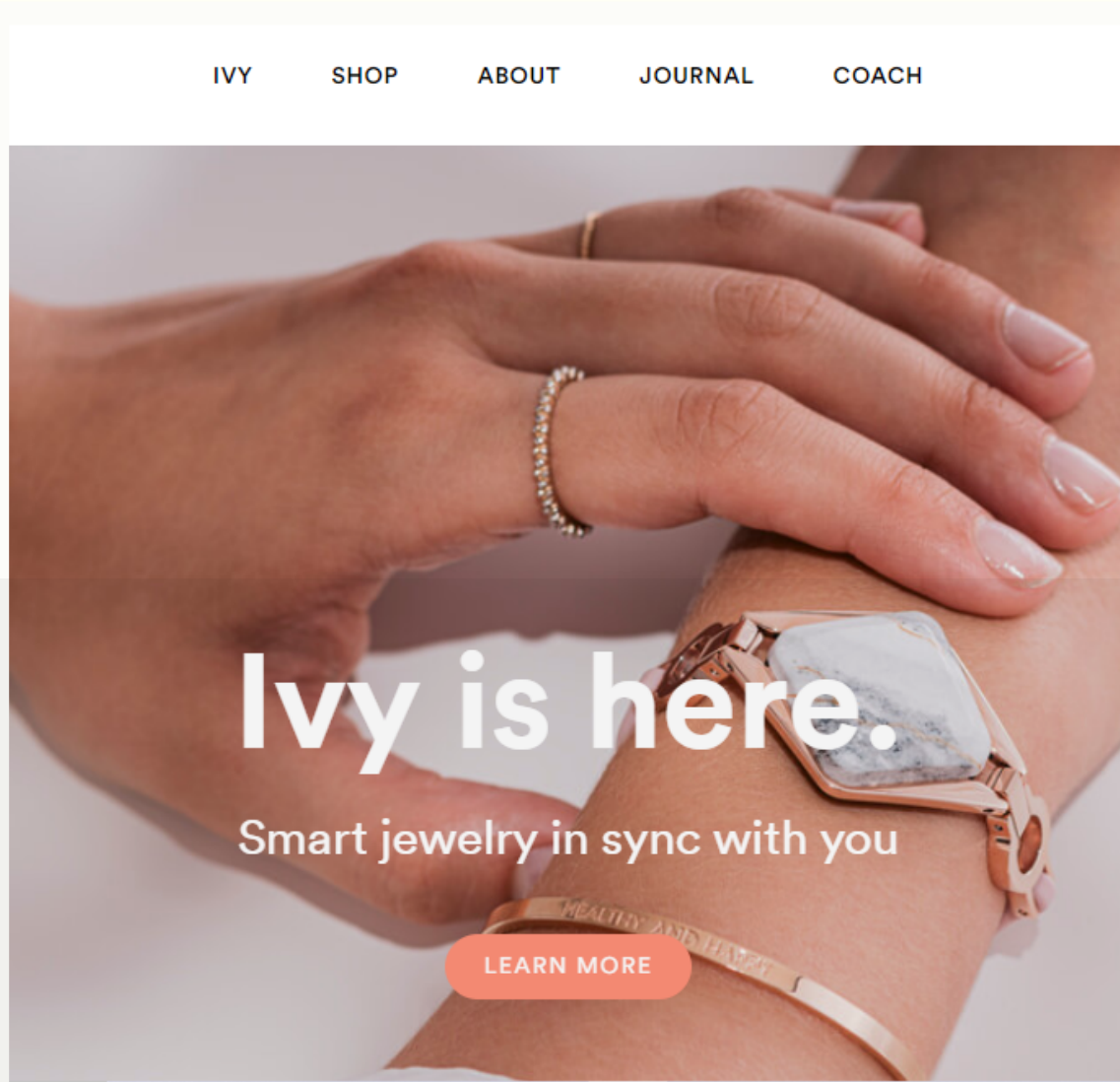
## ICON SET



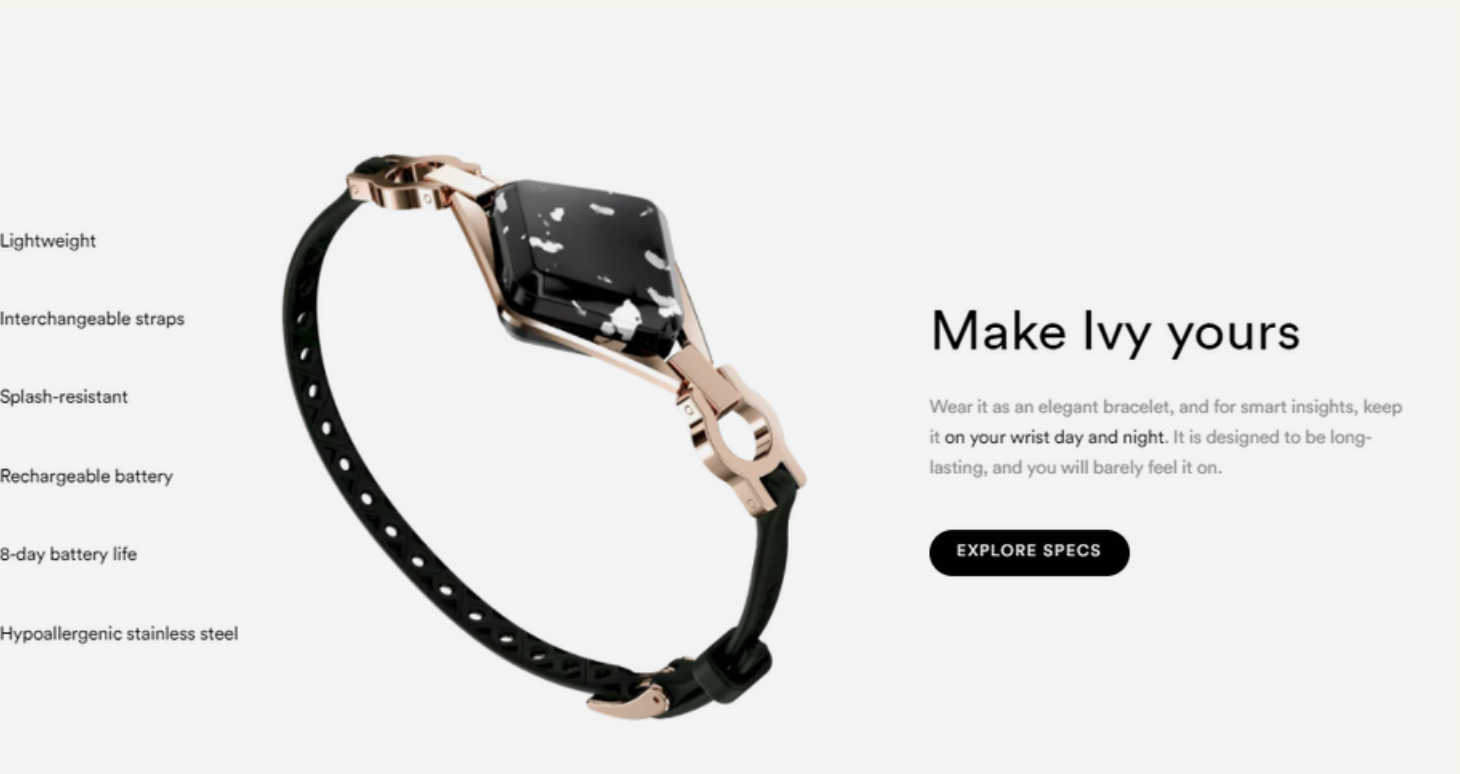


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# MARKET ANALYSIS



# ANALYSIS OF COMPETITORS: BELLABEAT






# Analisis of Competitors: Bellabeat

url: <https://bellabeat.com/>


Description/features	Strenghts	Weakness	Benefits	Analisis
<ul style="list-style-type: none"><li>• Wearable devices that monitor biometric and lifestyle data to help women better understand how their body works and make healthier choices</li><li>• The brand focuses on women's well-being with an ecosystem of products and services focused on women's health</li><li>• There is the possibility to download the application "Ivy" with which you can track and collect data and calculate well-being</li></ul>	<ul style="list-style-type: none"><li>• We use feminine design and technology adapted to female bodies</li><li>• The design and technology adapted to the female bodies</li><li>• You can set your goal via the app and start the most suitable program</li><li>• the first six months of the premium subscription are included</li></ul>	<ul style="list-style-type: none"><li>• To have more features in the app there is a premium subscription with which to get a professional guide and you will turn the data into action</li></ul>	<ul style="list-style-type: none"><li>• Aims to give women tools to live in harmony with themselves helping them achieve personal goals by synchronizing body mind and cycle</li></ul>	<ul style="list-style-type: none"><li>• The costs are affordable, the app connected to the devices can be installed on Ios and Android devices. It's possible to track your data and start wellness programs</li></ul>

Why Ringly? ▾




Enjoy a night out, worry free.

Be the one who isn't glued to her phone during dinner. Tuck your phone away and still know when there's an important message.



MOBILE ALERTS




VIBRATION & LIGHTS

MESSAGES now

Back

If you have a minute, it's important.

Why Ringly? ▾



RINGLY  
SMART BRACELET


Activity Tracking  
Meditation

Sold Out


[Visit our blog for a](#)

Ringly connects with over 200 apps. You pick which ones alert you.


RINGLY Why Ringly? ▾




FITNESS TRACKING




MOBILE ALERTS




GUIDED MEDITATION



ALL-DAY BATTERY




WATER RESISTANT



Activity tracking that complements your outfit.

A healthy lifestyle requires balance. Track your steps and calories burned while also taking a breather. Set meditation goals, and use our in-app guided breathing exercises to help you achieve them.

Why Ringly? ▾



JEWELRY, MEET TECHNOLOGY

ACTIVITY TRACKING, MOBILE ALERTS & GUIDED MEDITATION

# RINGLY

## ANALYSIS OF COMPETITORS: RINGLY



# Analisy of Competitors: Ringly

url: <https://ringly.com/>

Description/ features	Strenghts	Weakness	Benefits	Analisy
<ul style="list-style-type: none"><li>• Interactive jewels that monitor activities to help you live healthy with exercises for meditation with the mission to live happy.</li><li>• Ringly helps you stay present and focused at work or at home by only notifying you when notifications arrive that you consider important.</li></ul>	<ul style="list-style-type: none"><li>• Technological jewels that monitor activities, mobile alerts and guided meditation</li></ul>	<ul style="list-style-type: none"><li>• There is little choice on the site, there is no variation in colors or materials.</li></ul>	<ul style="list-style-type: none"><li>• It keeps track of your steps and calories burned while you catch your breath. Establish mediation goals and use our in-app guided breathing exercises to help you achieve them. The battery lasts all day and is water resistant. Over 200 supported apps.</li></ul>	<ul style="list-style-type: none"><li>• It's possible to receive notifications from over 200 compatible apps, which can be connected to ios and Android.<ul style="list-style-type: none"><li>• There are 4 colored lights and different vibrations to distinguish the warnings.</li></ul></li></ul>

# ALWAYS BRACELETS

SALE



ALWAYS-SUN&MOON LOVE  
BRACELETS EXCLUSIVE SMART  
COUPLE BRACELETS

From €125,61 €153,58

SALE



ALWAYS - SUN & MOON SMART  
BRACELETS - LIMITED EDITION

€143,69 €161,76



**totwoo**

[SHOP](#) [ABOUT](#) [HOW IT WORKS](#) [BUSINESS](#) [CART](#)

## ALL PRODUCTS





# Analisis of Competitors: Totwoo

url: <https://totwooglobal.store>

Description/ features	Strenghts	Weakness	Benefits	Analisis
<ul style="list-style-type: none"><li>• Interactive couple jewels that allow couples to stay in contact through vibrations and illuminations.</li><li>• Connects to various apps to receive notifications.</li></ul> <p>Totwoo Smart Jewelry can be worn at any time, reminding you to love, reminding you to keep healthy and remember the precious time of two people.</p>	<ul style="list-style-type: none"><li>• Smart pair bracelets, with which to stay in contact through lights and vibrations to communicate with your loved ones in an original way</li></ul> <p>Touch your jewel and the partner will see flash and feel vibrate from Totwoo at a distance. Image, video, audio and text can be stored in jewelry, tap the jewelry to open the story page.</p>	<ul style="list-style-type: none"><li>• Dedicated only to couples</li></ul>	<ul style="list-style-type: none"><li>• Unlike other wearable technologies.</li><li>• Totwoo stands out as stylish jewelry with features to help you stay in touch with your loved ones.</li><li>• There is a wide choice, many different models.</li></ul>	<ul style="list-style-type: none"><li>• The jewel is not only an ornament, it is also a step counter.</li><li>• Wear it with you and monitor the movement and consumption of calories through the Totwoo App.</li><li>• Totwoo Smart Jewelry remembers important things like app notifications, calls and events.</li></ul>



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# ADVERTISING

The launch day of this Jewel Collection will be on 8 March, International Women's Day.

Due to the value of the products, they should be sold in jewelries.

You can think about manifests, advertising on the magazines or on TV channels.

The advertising should underline the aim of the jewel, that is creating connections between women.





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# SOCIAL MEDIA

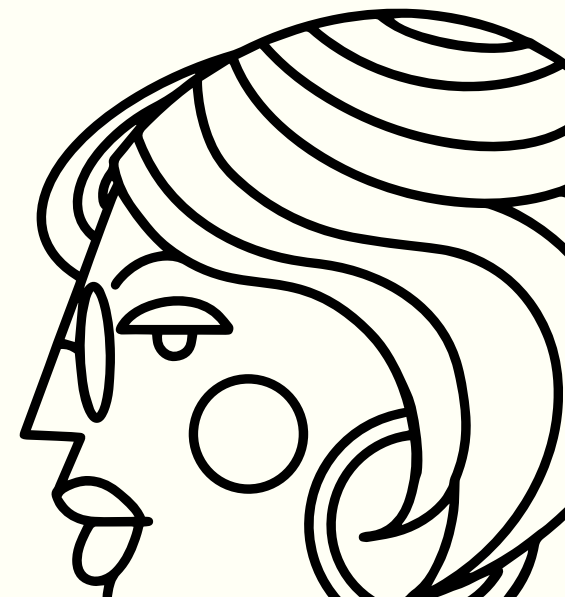


The social media campaign could be made by:

- creating an instagram page
- creating a facebook page
- creating a tiktok page



- instagram/tiktok/facebook sponsorships







**Have a good time while working on this project!**