

MOBILE

PHYLOSOPHY

DIVO
BLOCKCHAIN & BEAUTY

DIVO USER INTERFACE PHILOSOPHY

01

DIVO Mobile App. is a tool to connect model's known and popular account on Instagram with opportunity to find model agency, advertiser or other service provider.

Application philosophy - content-oriented experience: a clear visual hierarchy and functional minimalism. All VOGUE magazines and websites emphasize on a beautiful font and plain background while other details (all sorts of complex diagrams, infographics) are absent.



USER'S ROLES

02

As we see it, DIVO's ecosystem assumes the following roles: Model, New Face, Model Agency, Advertiser and different customers such as photographers, stylists, make-up artists.

Taking into account working business models of Uber, Profi.ru, Yandex taxi where two separate applications exist: one for users, another for service providers, DIVO has also developed concept of two applications: Mobile App. for Models & New Faces, Web App. for model agencies and other service providers.

This document describes functional design of Mobile App. to show how Model can communicate with Model Agency or Adviser and use other available tools.

Within the App. Model will be able to use the following features:

- find model agencies and advertisers directly in DIVO Mobile App. database
- conclude with customers based smart contracts based on blockchain
- create and show portfolio
- promote status from Guest to Professional Model which grants discounts to many services and passes to closed events

CURRENT PROTOTYPE

03

DIVO Mobile App. prototype already has the following tools:

- **Model profile page**
- **Chat**
- **Map**
- **Calendar**
- **News feed**
- **Finance**

BLOCKCHAIN & BEAUTY VISION

04

Next step is to create useful tools for casting, for smart contracts execution based on blockchain technology, and to implement of Face Recognition technology.

Below are described future Mobile App tools which will unite fashion professionals all over the World.

I AM A MODEL

05

DIVO Mobile App. prototype already has the following tools:

- **Understandable navigation**
- **Functional minimalism. Deactivating unnecessary tools, one could have easy experience with DIVO Mobile App.**
- **Lineal design is Model's route in App with fixed structure (start-middle-end) which allows users to make certain actions in each step of the route.**
- **Forecasted design, which predicts user's needs.**

User Profile

Convenient, beautiful and minimalist (examples of our profile vision will be described further).

Messenger

Chat for communication between agents, advertisers and models. The idea should be drawn from Telegram, and all communications should take place in the messenger itself, including the start and end of the smart contract (the examples of our messenger vision will be described further).

Map

Showing all fashionable places, such as shops, cafes, castings, beauty salons, with tools for taxi order and so on. MAP will include Sale flags indicating available discounts in places, and Event flags indicating an upcoming event (for example, MB Fashion Week).

Search

Convenient, beautiful and minimalist (examples of our profile vision will be described further).

Model list

By which user / customer can track models rating, find the most popular and active models, view their profiles. Also, the desired model can be found via application of filters.

View model profiles

Which should contain a portfolio, useful and concise information, latest activity and user status in the application.

Calendar

Which displays castings and events that were marked by "I'm going", and info about them such as working hours and much more (examples of our calendar vision will be described further).

Blog

Which will display the latest and current events of the fashion world, model posts and much more.

Stories

(as in the Instagram), where models will post content in the form of selfies, short videos.

Smart contracts

Convenient, beautiful and minimalist (examples of our profile vision will be described further).

Finance

By which user / customer can track models rating, find the most popular and active models, view their profiles. Also, the desired model can be found via application of filters.

Contacts

Displaying contact details of the embassy and/ or emergency rooms in different countries.

Travel

Displaying all useful information about model's trips to different parts of the world.

Settings

Enabling general profile and privacy settings.

Assist

Where user can view Frequently Asked Questions and contact DIVO technical support.

Idea - after the execution of a smart contract under which Model should travel to another city or country, Mobile App will show a pop up offers for hotel and transfer booking.

Idea - after the execution of a smart contract under which Model should travel to another city or country, Mobile App immediately creates a new financial report, where information on expenses and revenues appears.

Idea - after the execution of a smart contract under which Model should travel to another city or country, Mobile App immediately creates a new trip in TRAVEL section, where information about hotels and transfers (air tickets, etc.), sights, cafes and shops, transport, hospitals and entertainment appears.

Idea - after the execution of a smart contract under which Model should travel to another city or country, Mobile App immediately creates a new financial report, where information on expenses and revenues appears.

MODEL STATUS & BONUSES

06

Each model will have a status or rating. This will encourage Model to be active in DIVO App. and move up in the list of models.

Also, Model will be able to promote status from Guest to Professional Model / Celebrity, after execution of particular number of smart contracts, or after obtaining certain number of subscribers.

The higher the status, the greater the affiliate discount via Model Pass will be available for different places / activities from cafes to hotel booking. Also, Models will be invited to closed events based on Model Pass.

Model Pass is a model certificate that is available in DIVO model profile, which is necessary to verify model's identity, to enter private events and to receive discounts on services. Model Pass is granted immediately upon registration indicating the status of Guest, but the discounts will be given after promotion to higher statuses.

Model-Pass will be uploaded in DIVO Blockchain, making it impossible to fake it or status.

Also, Models will be granted tokens for activity in the App. For example, after registration and step-by-step acquaintance with the main tools of the application, Model will receive 25 tokens. After uploading photos into the profile, Model will receive 50 tokens. For a successfully executed smart contract, Model receives 100 tokens in addition to fixed compensation from counterparty.

MODEL'S PROFILE

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The profile should include an avatar, a photo album, general information and numbers.

Numbers must be uploaded from Instagram account: total number of followers and average number of likes on publications.

There should also be a link to the Model Pass which is opened by entering a password (Touch ID or Face ID).

MODEL'S ALBUM

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Photo album

Portfolio should not be a copy of Instagram, which could only confuse models because Model will need to choose social network DIVO or Instagram for uploading new content.

The main aim of this album is to show the best and well selected photos of Model. This is convenient for model agencies which can view and choose the model through DIVO.

Face Recognition album

FACE RECOGNITION technology is a key advantage and an important tool for search and selection of models by model agencies. It reads all the data and characteristics of the model from photographs and creates a digital 3D model.

Since the search and filtering of models for casting will be based on FACE RECOGNITION technology, the Face Recognition album serves as the source for creating a 3D model.

After downloading 5-6 unfiltered photos according to requirements, Model receives the status of "FACE RECOGNISED" and could be found by model agencies using this technology.

MODEL'S REMINDER

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Calendar

For reminders, appointments, work and more) should contain a date and events for each day.

Idea - if the user has no appointments for the evening (for example, morning and midday are busy and evening is free), then offers for events and other activities will appear.

Each entry in Calendar should be automatically generated by marking "I'm going" of any event, meeting, etc.

Castings in Calendar

After the model has accepted invitation to casting held by model agency, the system automatically assigns time at which the model should arrive. If Model agrees to proposed meeting time, an event with the date, time, details of the model agency is created in DIVO.

Idea - when user chats with someone and types words like "Let's meet today at 7", "I offer to meet at 6 in Starbucks" and other, DIVO will automatically offer to create an event in CALENDAR.

MODEL'S TRAVELS

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Travels

Is a convenient tool that contains all relevant information about the particular trip.

For example, after conclusion of smart contract, under which Model should go to a photo session in Rome, a new trip "Rome" is created in the App containing all the information about flight, transfer, model agencies, castings, events, cafeterias, help points, affiliate programs, etc., that Model may need in a foreign city.

The architecture of Google Trips might be applied in this section.

It's important to show the Model partner support opportunities in a given city, for example:

- cafe in which Model can have lunch for free after posting selfie with hashtag
- hotels in which Model receives a discount with a Model-Pass
- and much more

Idea - if the user has no appointments for the evening (for example, morning and midday are busy and evening is free), then offers for events and other activities will appear.

Also, it will be shown in TRAVELS which DIVO models are also in this city ready to meet or help. In case of an emergency, Models can transfer accumulated tokens to each other.

MODEL'S FINANCE

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Finance

New finance report is created after smart contract execution.

This report should contain complete information on contractual revenues and different expenses incurred by the model or model agency under contract.

Access to FINANCE is provided only through authentication via Touch ID, Face ID and Voice ID.

MODEL'S STORIES

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Travels

Models can upload photos or short videos that will be deleted after 24 hours.

Features of STORIES in DIVO App:

- Like Instagram, DIVO allows to distribute content to your subscribers
- It is the place for partner's advertising content and for Model to advertise partners in exchange for tokens
- Model can distribute photos uploaded into Stories at once to all other social networks in which model has an account
- All content uploaded to DIVO is subject to copyright protection by DIVO Blockchain

MODEL'S BLOG

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Blog

What is BLOG in DIVO? All news in a row will not appear in the BLOG. Model by herself/himself decides what topics are interesting and what are not.

What does it look like?

1. Initially, the user is not subscribed to any topic. If user wants to filter news, she / he needs to select topics for a subscription (such as design, fashion, body health, skin care, etc.).
2. The news blog itself will look like this. The model can scroll through articles and mark favorite. Popular magazines, famous stylists and so on can post news and articles.
3. The article will consist of text, cover and attachments (links, photos). There will also be an opportunity to click "Like" and comment articles / news.

MODEL'S SEARCHING ENGINE

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DIVO Searching Engine is used to select and filter the necessary stores, cafes, upcoming and current events for models.

What does the “Search” section consist of?

1. MAP that shows the nearest places and events in the city, based on user geolocation. When you click on the event, shop, etc., the detailed information about this place is shown such as hours of work. It is also possible to add event in CALENDAR.
2. Search by category with filter tool. Castings, services, restaurants, cafes, clubs, fitness and much more - all this can be found and filtered in DIVO Searching Engine. The model can also choose budget, type of place, currently open status etc.

MODEL'S CHAT

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Chats in DIVO are needed for communication between users to arrange meetings, discuss something, but the main chats task is the communication between Model Agency / Advertiser and Model.

The main chat tools are:

- acquaintance after model search
- arrangement of meetings
- creation smart contract
- control and execution of smart contract
- completion of smart contract

Additional chat tools:

- communication between models (as a social network)
- communication with stylists, makeup artists, etc.

MODEL'S SMART CONTRACT

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Here Model can view executed and completed smart contracts.

Contracts will be listed.

By clicking on one, Model can view all the terms of contract.

Also, as an example of the interface, we can take Apple Wallet mini - application.

MODEL'S ASSIST

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ASSIST for models is a tool to see Frequently Asked Questions and contact DIVO technical support.

FIND USERS

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Users (models) can be found in the “All Users” section.

Filters can be applied for search:

- according to personal data, such as age, gender, etc.
- by rating and number of subscribers

Model can subscribe to other users of DIVO App. List of subscriptions is displayed on top.

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