

Urban Cures

Systems & Society - Final Presentation

Thesis 2 – May 6th, 2020

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PROJECT/BRAND OVERVIEW

ARTIST BIO

My name is Zhenyu Yang, and I also go by Dean. I am graduated from the BFA program at Parsons School of Design. My major and minor are fashion design and photography. I consider myself a passionate designer who dedicates himself to customer-centric fashion products. Innovative and creative solutions are my goals of achievement when it comes to developing designs that can potentially improve and elevate user experience.

Throughout my fashion works, one of the major themes is to address and provide solutions for underlying issues in our society. I aim to design for the customers who have been overlooked or forgotten by the market. I want to be a voice that advocates for the voiceless who deserve better products. I believe that fashion is not only about fabulous looks, it is also a powerful tool that can solve seemingly mundane problems. A good designer should never be someone who only cares about the beauty of the outside, but instead, someone who constantly thinks about creating a healthy and well-rounded experience. When fashion is thoughtfully used, we can achieve so much more as designers. In terms of my sources of inspiration, I often draw from historical objects and ongoing social events. I believe that elements from historical objects provide a certain depth to my designs, whereas learning from current social events helps me better understand and focus on the major conflicts. The freedom that one can have in art making is a power and privilege, and I desire to use this freedom to challenge myself, to push the boundaries of fashion.

ARTIST STATEMENT

For my thesis project, I want to focus on building a bridge that connects fashion and certain medical issues. The initial goal is to develop a series of fashion products/accessories that can help customers deal with some daily problems, such as allergies, flu and air pollution. Before settling on the actual making of the products, I have a very clear direction on my work, which is “Everything about this project is serving a sole purpose to create a balance between functionality and look.”

How to make my products visually appealing and functional while being easy to use are the challenges that I aim to overcome during the process of development. Ultimately, the project should become a puzzle piece that fills the blank space between fashion and medical wear in our current market. In the long term, I also want to find a way to normalize and destigmatize the usage of medical related accessories. In this way, my customers will not feel pressured or ashamed when wearing medical products in public. Hopefully, this empowerment can come from both the product itself and the promotion of a positive image in popular media. Therefore, I also want to take a look into the fashion media and how they reshape public perception. For this project specifically, I am starting the conversation by releasing a collection of face masks that are well-designed, functional, customizable and innovative. For the days to come after this thesis year, I can hopefully build up a complete system that promotes a healthier, more confident fashion choice.

MISSION, VISION, OBJECTIVES, GOALS

Mission Statement: To Build A Bridge Between Aesthetic Design and Medical Needs.

Vision Statement: To Elevate the User Experience of Medical Wearables.

Purpose: To Provide Smarter and Prettier Options for the People Who Use or Desire Better Medical Wearables.

Urban Cures is a brand that has balanced aesthetic and functionality. It provides unique solutions, which are more sustainable and customizable, to the market of medical wearables.

BRAND VALUES

Functional, Aesthetic, Reusable, Sustainable, Hygiene, Comfortable, Durable, Destigmatization, Customizable, Protective, Technical, Smart, Reliable, Scientific.

Design Principles:

The materials for my products are carefully selected. They have to be gentle and friendly to human skin. If there is any material that can cause a rare allergic reaction, additional information will be clearly described on the packaging.

Color wise, the products use black, gray, ivory and earthy tones, such as beige. Colors are normally not saturated, so that they look more approachable to a wide group of customers.

While Designing, I focus on making the product comfortable and easy to use. At the same time, I develop various options for customization, so that they can match different aesthetic choices. By having customizable pieces, the product can be easily taken apart, which means that my customers can choose to keep certain parts and reuse them. Ideally, the design will make sustainability possible in the realm of medical wearables.

- Masks
 - Customizable
 - Wide selection of sizes and colors
 - Sustainable
 - Works similarly to model kits, which can be built and taken apart by the user
 - Hypoallergenic
 - Gentle and comfortable
 - Reasonable prices
 - Online shopping

TARGET USER/ CUSTOMER/ AUDIENCE

- Age: 15 - 50
- Location: Urban Environment
- Genders: All
- Relationship Status: All
- Education Level: Undergraduate and Above
- Income: >\$4000/Month
- Language: All
- Interests: Self care, health, fashion, sustainability, environment, urban lifestyle
- Buying Motivation: Want to protect themselves from pollution, allergies and germs. Afraid of staying in crowded places, such as subway. Also want to look stylish while being friendly to the environment.
- Buying Concerns: Being stigmatized, not having many options while choose products, not wanting to spend excessive money on accessories.

COGS / PRICING

Materials:

- 50cm * 50cm Silicone Sheet: \$2 = 10 units, \$0.2/unit
- Medical Foam Roll: \$6 = 40 units, \$0.15/unit
- Stretchy Knit: \$18/yard = 20 units, \$0.9/unit
- Air Valve: \$0.58/piece, \$1.16/unit
- Filter: \$0.8/piece, \$0.8/unit
- Metal Strip: \$0.12/piece, \$0.12/unit
- Magnet: \$0.08/piece, \$0.32/unit OR Velcro: \$4/roll = 20 units, \$0.2/unit

Labor: Estimated Cost (Produced in China) = \$0.5/unit

Combined Cost: $\$0.2 + \$0.15 + \$0.9 + \$1.16 + \$0.8 + \$0.12 + \$0.32$ OR $\$0.2 + \0.5
= \$5.15/unit OR \$5.03/unit

Retail Price: **\$15/unit - \$18/unit** Wholesale (>50 units): **\$8/unit**

Filter Refill Pack: 10 units/pack = $\$0.8 * 10 = \8 (Raw Cost)

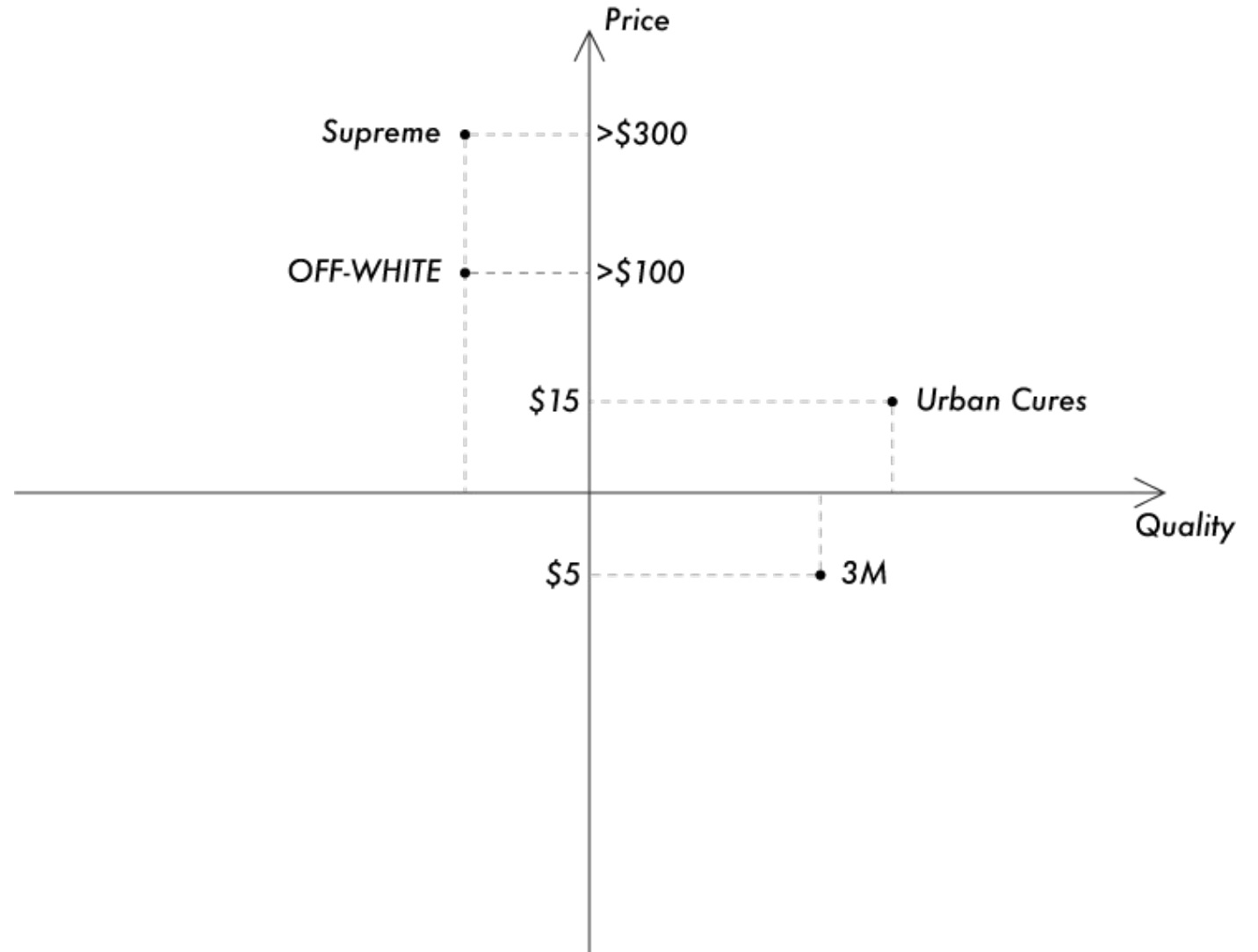
Retail Price: **\$12/pack** Wholesale (>50 packs): **\$10/pack**

DISTRIBUTION

1. Online Store
2. Vending Machine

BRAND POSITIONING:

- Urban Cures:
Reusable, customizable filter mask
that is aesthetically designed.
- 3M:
Generic looking filter mask that is
single-use.
- Supreme & OFF-WHITE:
Aesthetic mask that does not filter.
Also has a very high price.



SYSTEM: WHAT IS YOUR SYSTEM?

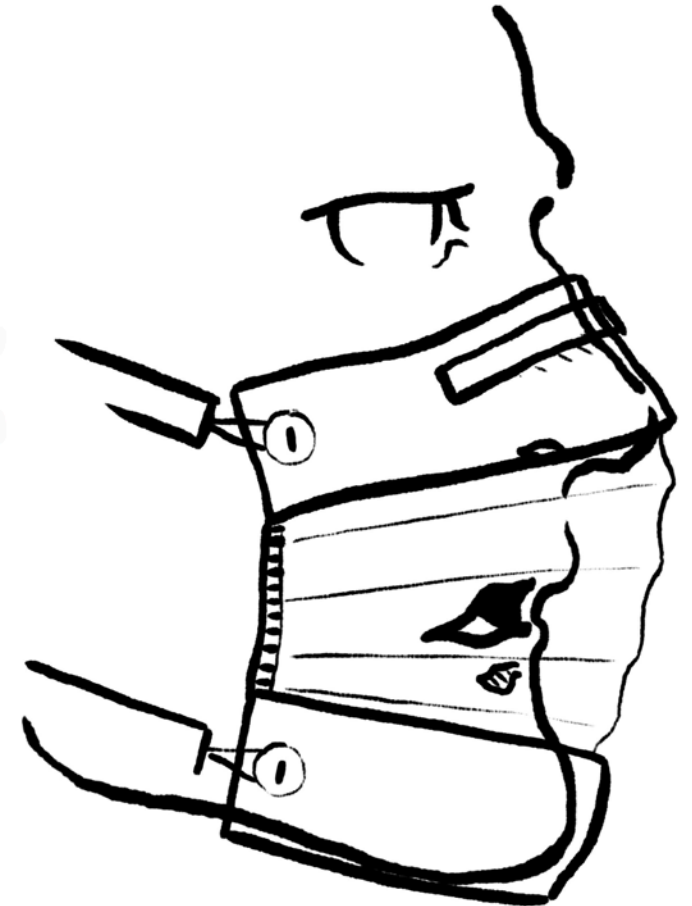
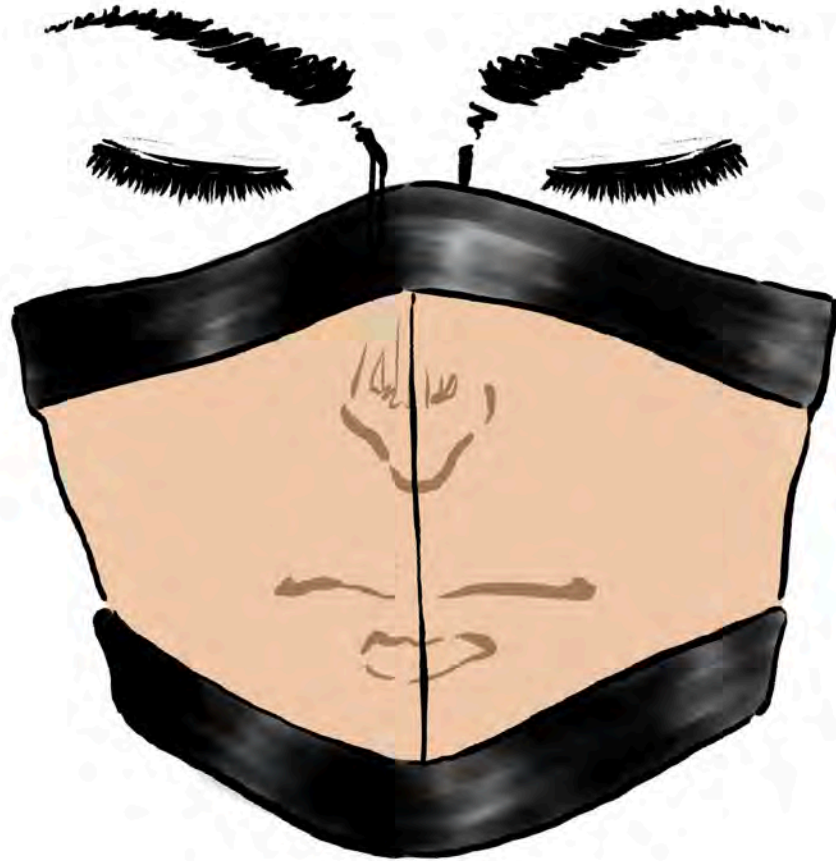
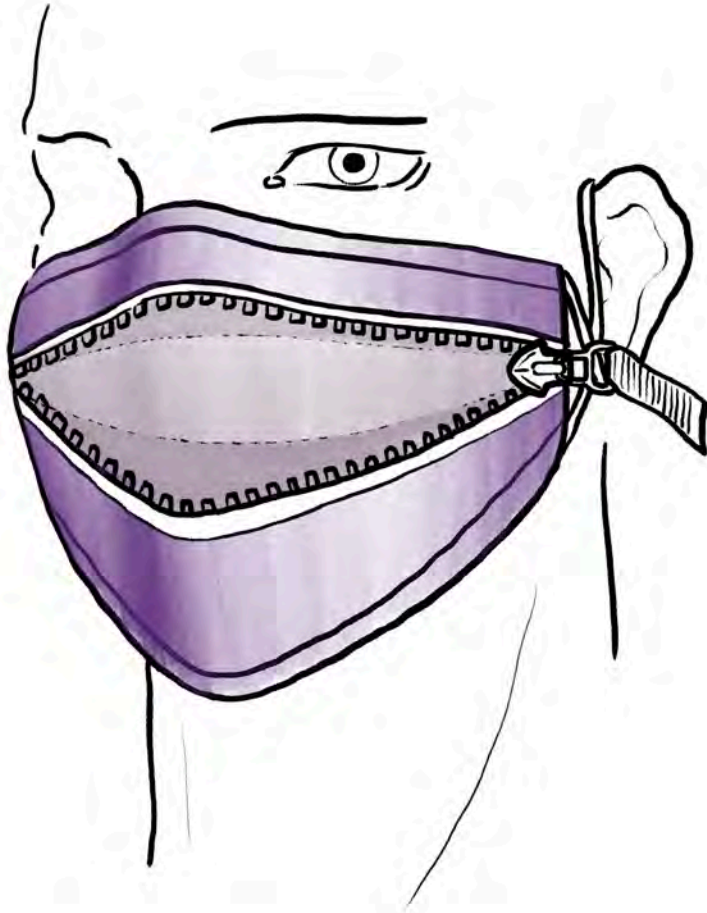
1. Market Research
2. Scientific Research
3. Prototyping
4. Testing & Improving
5. Production and Assembly
6. Distribution (Online Store & Vending Machines)
7. Customers Using
8. Discard Filters
9. Reuse Other Parts with New Filters

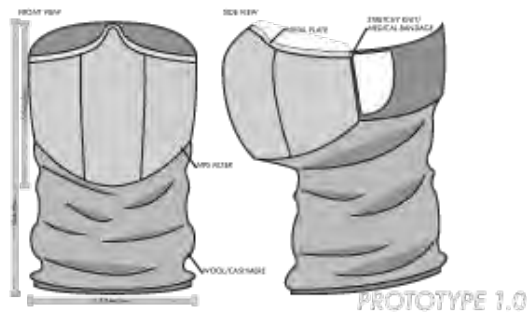
By creating Urban Cures, I want to provide better options for the customers who are seeking medical wearables. Hopefully, my designs will be appealing to a wide variety of customers and solve some pre-existing problems of the medical accessories that we have. These problems include sustainability, price, looks and comfort. Ultimately, I want my products to be better than the existing ones in the market in every possible way. By using my products, the customers will feel more comfortable and confident. At the same time, they can keep a sustainable lifestyle without paying too much money.

1. Expose the brand on line and social media
2. Find a factory to mass produce products
3. Shift the production to the factories in China
4. Observe the reaction from the market and launch pre-ordering
5. The brand will launch in the US and China
6. Customers will buy products on our website or from their local vending machines
7. Products will be distributed from storages in each country
8. Receive feedbacks from customers and extend to other medical wearable products, such as glasses, gloves and etc.
9. Build up a professional team for the development of more products

CREATIVE PROJECT

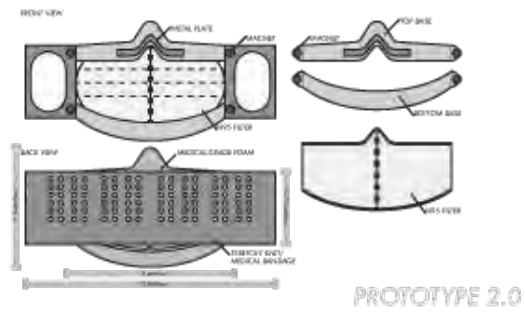
- Customization enables customer's creativity
- LEGO puzzle idea
- Improving comfort from a user's perspective
- Filling the whole in our existing market by bridging fashion and function





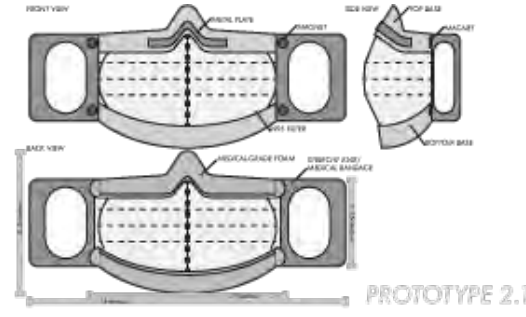
PROTOTYPE 1.0

- STRETCH ENIT BASE
- FILTER IS DOWN COVER THE BASE
- HAS TWO VARIATIONS: A SHORT VER. FOR GENERAL USE AND A LONG VER. FOR COLD WEATHER



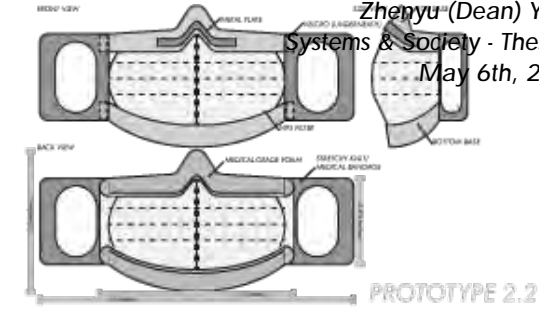
PROTOTYPE 2.0

- DETACHABLE FILTER DESIGN
- CONCEPT OF MIX-AND-MATCH COMPONENTS
- FULLY HYPOALLERGENIC MATERIALS
- CLUSIONED BASES



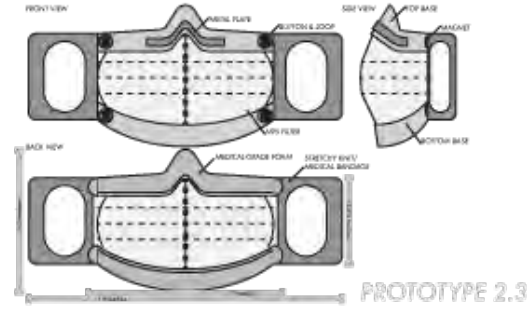
PROTOTYPE 2.1

- EAR LOOP VER.
- CONNECTION TYPES: MAGNETS AND ZIPLOC



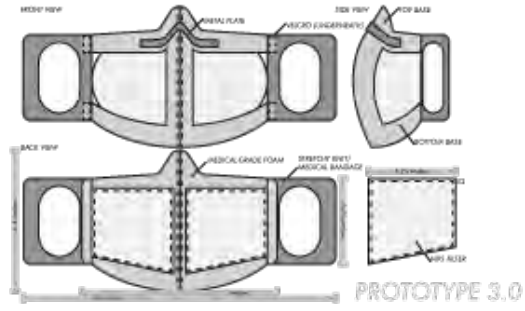
PROTOTYPE 2.2

- EAR LOOP VER.
- CONNECTION TYPES: 3M DUAL LOCK AND ZIPLOC



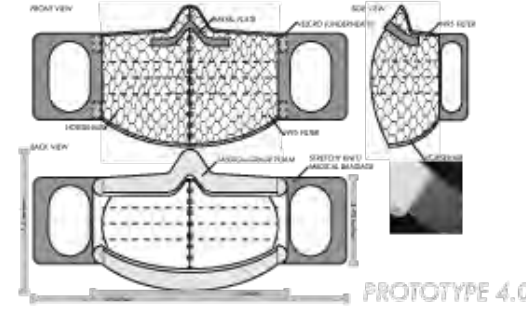
PROTOTYPE 2.3

- EAR LOOP VER.
- CONNECTION TYPES: ZIPS AND BUTTONS AND ZIPLOC



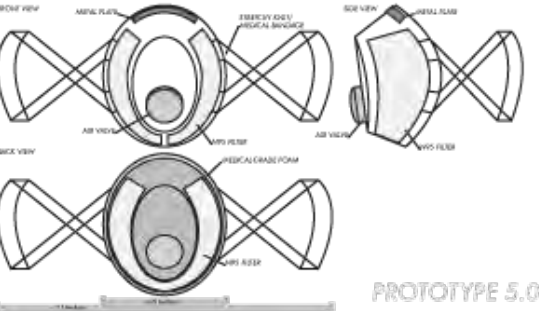
PROTOTYPE 3.0

- SLOT-IN FILTERS DESIGN
- EAR LOOP VER.
- CONNECTION TYPES: 3M DUAL LOCK AND ZIPLOC

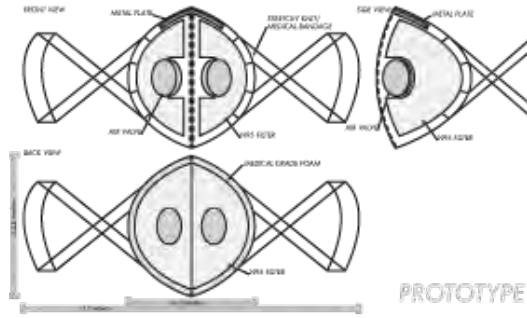


PROTOTYPE 4.0

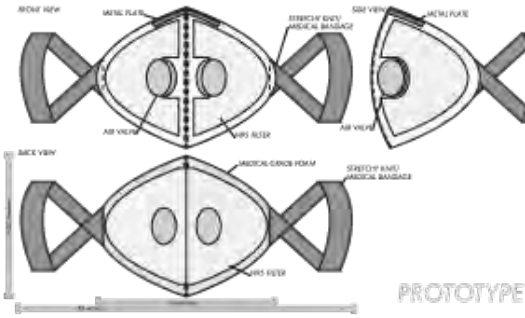
- HORSEHAIR BASE (FLEXIBLE AND EASY TO MOULD)
- DETACHABLE FILTER DESIGN
- CONCEPT OF MIX-AND-MATCH COMPONENTS
- CLUSIONED BASES



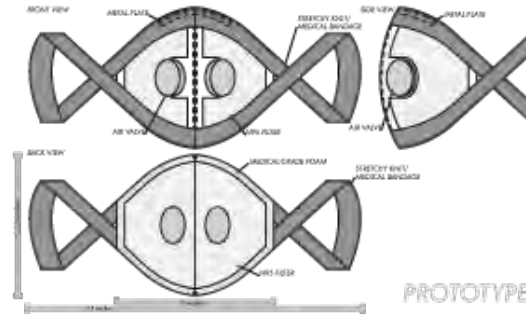
PROTOTYPE 5.0



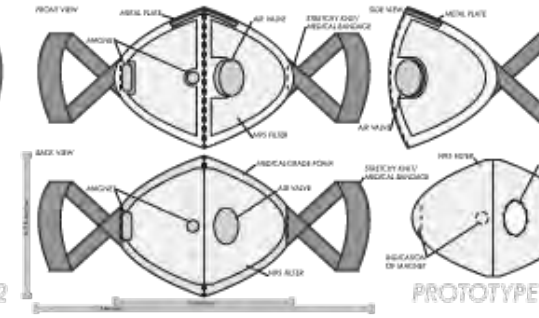
PROTOTYPE 6.0



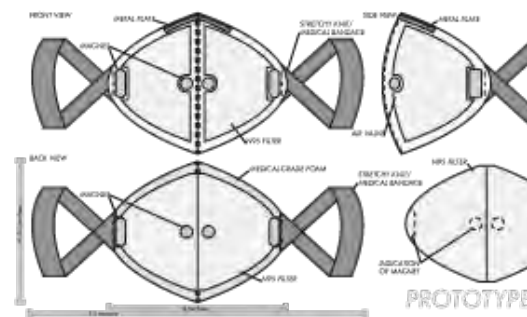
PROTOTYPE 6.1



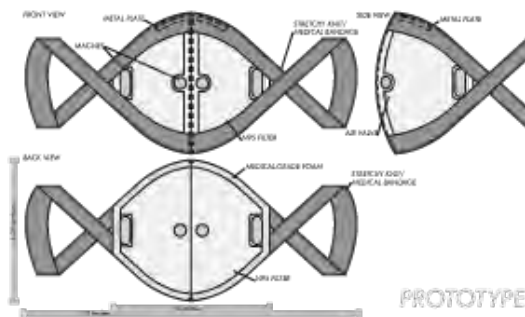
PROTOTYPE 6.2



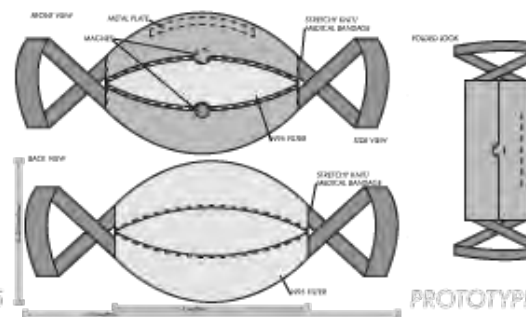
PROTOTYPE 6.3



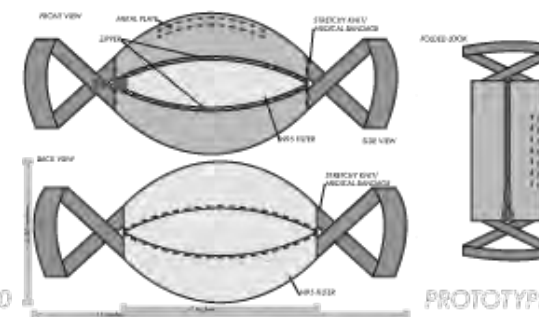
PROTOTYPE 6.4



PROTOTYPE 6.5



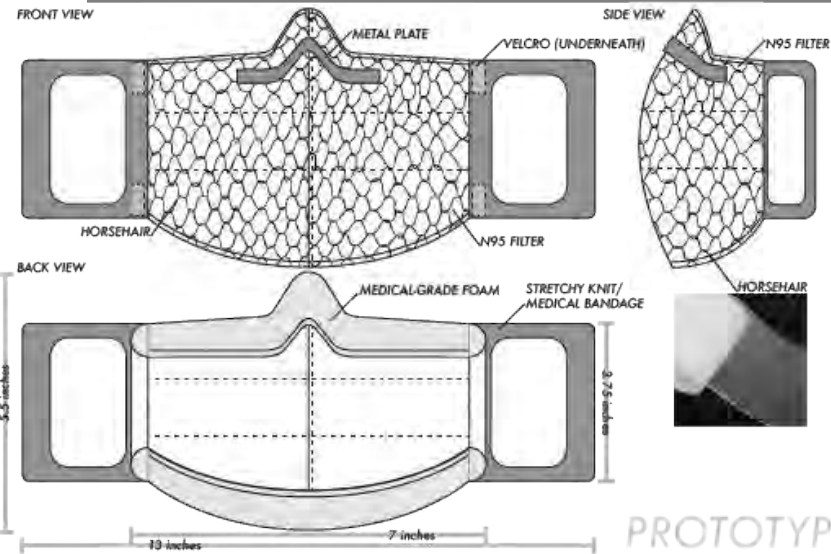
PROTOTYPE 7.0



PROTOTYPE 7.1

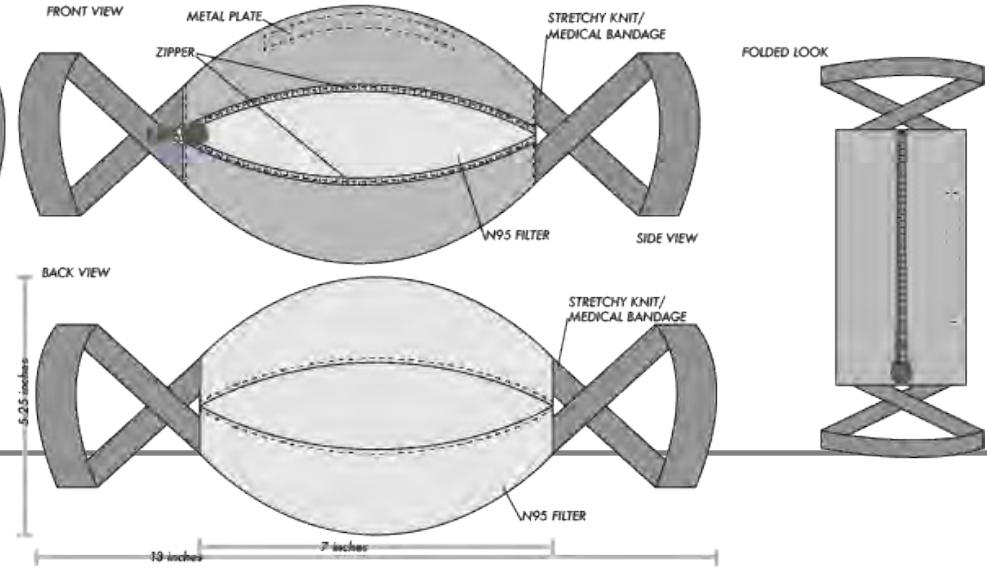
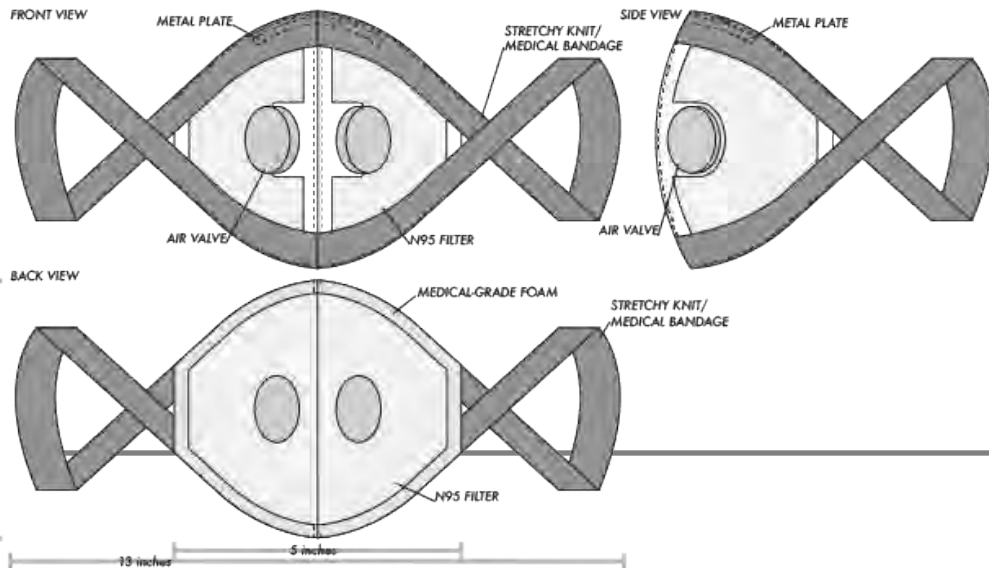
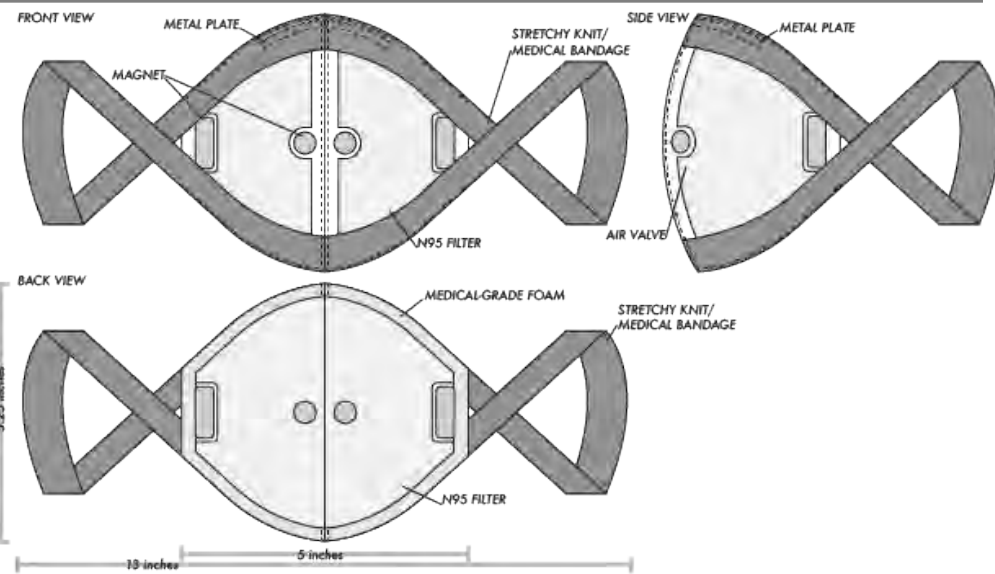


FINAL PATTERNS



PROTOTYPE 4.0

- HORSEHAIR BASE (FLEXIBLE AND EASY TO MOLD)
- DETACHABLE FILTER DESIGN
- CONCEPT OF MIX-AND-MATCH COMPONENTS
- CUSHIONED BASES









- Silicone Sheet (Medical)
- Medical Foam
- Stretchy Knit
- Air Valve
- Filter
- Metal Strip
- Magnet
- Velcro
- Power Mesh
- Zipper
- Zip-loc Closure

All of my prototypes and final products are made by myself.

For the future, I will formalize the method of making and have factory mass produce them.

CREATIVE: MARKETING COLLATERAL & INITIATIVES

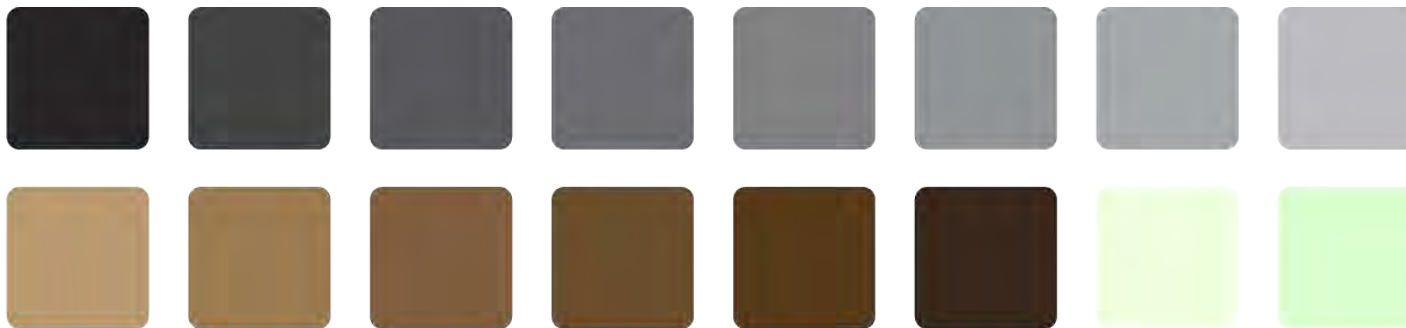
- Logo:

Urban Cures

Futura

Medium Italic

- Colors: Color wise, the products use black, gray, ivory and earthy tones, such as beige. Colors are normally not saturated, so that they look more approachable to a wide group of customers.





The Work
\$15.00

Sizes: S/M/L

Dimension (M): 5.25in * 13in

Materials:

- Power Mesh
- Stretchy Knit
- Magnets* 4
- Medical Foam
- N95 Filter* 1
- Aluminum Strip



The Pop
\$15.00

Sizes: S/M/L

Dimension (M): 5.25in * 13in

Materials:

- Silicone Sheet
- Stretchy Knit
- Air Valves* 2
- Medical Foam
- Small N95 Filter* 2
- Aluminum Strip



The Fold
\$18.00

Sizes: S/M/L

Dimension (M): 5.25in * 13in

Materials:

- Power Mesh
- Stretchy Knit
- Metal Zipper
- Velcro
- N95 Filter* 1
- Aluminum Strip



The Classic
\$12.00

Sizes: S/M/L

Dimension (M): 5.5in * 13in

Materials:

- Horse Hair (Plastic)
- Stretchy Knit
- Zip-loc Closure* 2
- Medical Foam
- Surgical Filter* 1
- Aluminum Strip

WEBSITE AND SOCIAL MEDIA

Website: <https://www.urbancures.com/>

Instagram: <https://www.instagram.com/urbancures/?hl=en>