

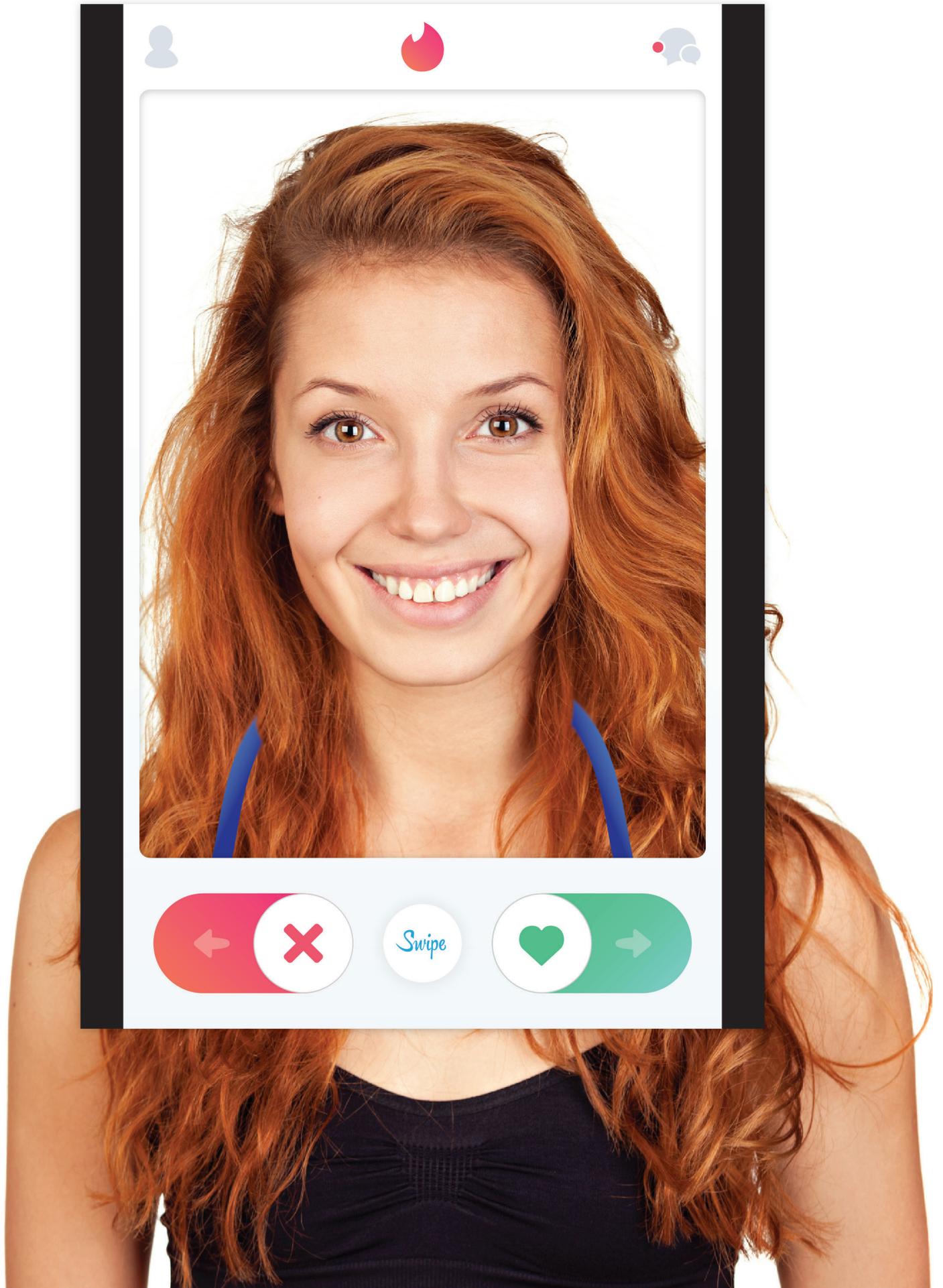


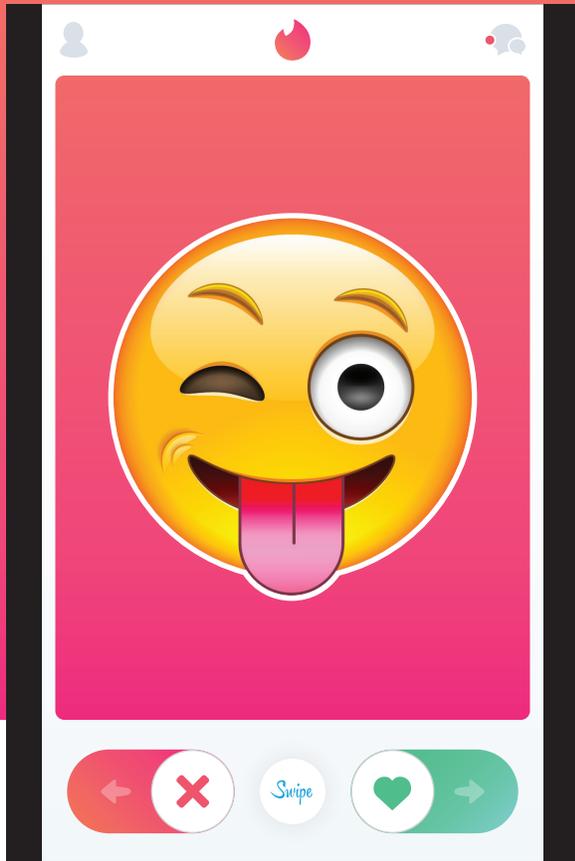
COSTUME

PRODUCT DESIGN & CREATION BY:



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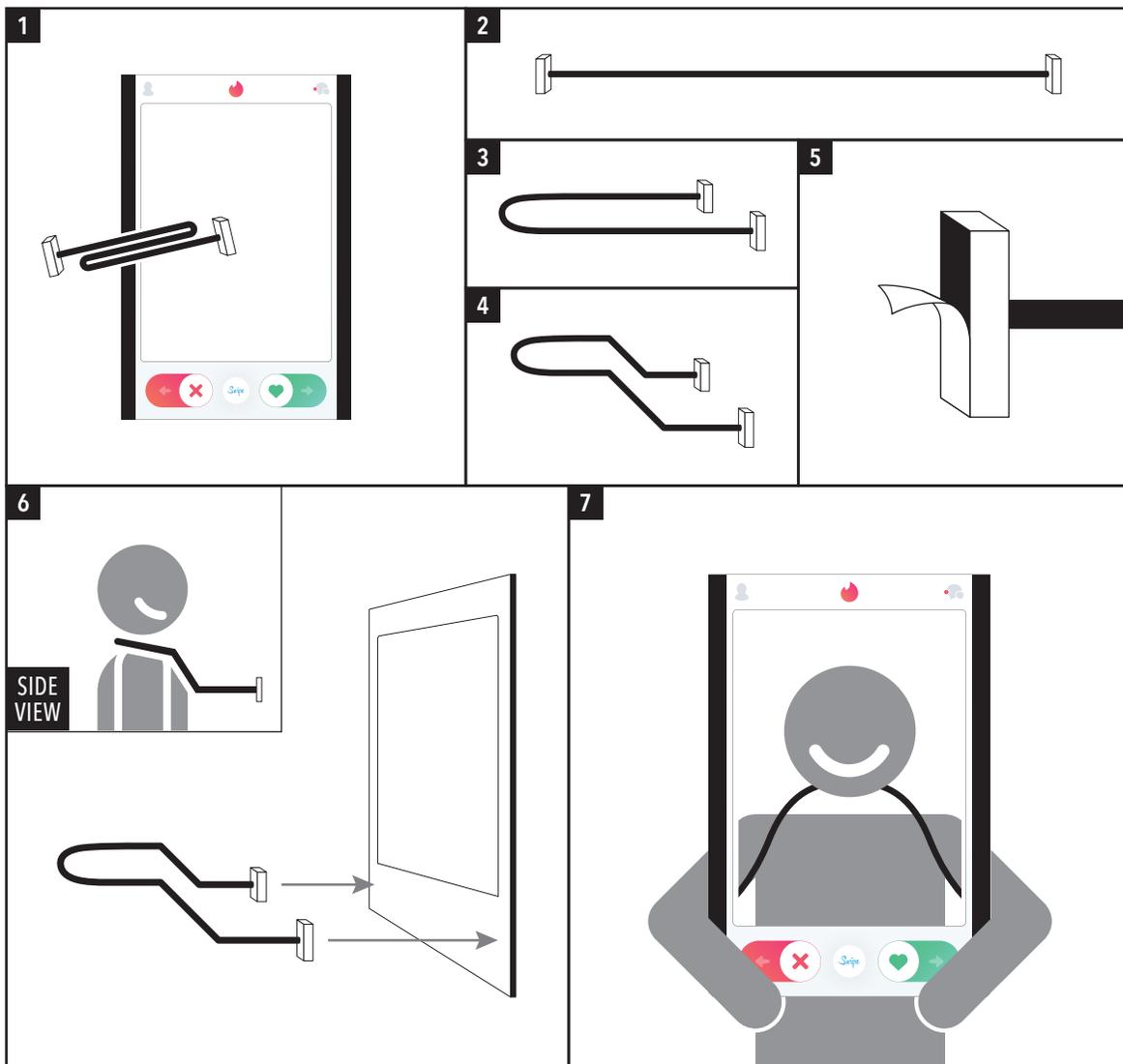
DRESS AS YOURSELF OR ACCESSORIZE

In 2013, shortly after Halloween, while scrolling through my Facebook news feed I came across a picture showing an individual wearing a Tinder inspired costume that was made out of cut cardboard and decorated with colored markers. I instantly became curious if any Halloween costume producing companies caught on to this trend and possibly manufactured anything like it. After doing some research I found dozens of images of homemade, do-it-yourself Tinder costumes, but not a single company producing anything related to the subject. Each of the homemade costumes I found were slightly different from each other, but all shared common flaws pertaining to execution of logos, general artwork, size and the way the costume was worn.

The Tinder Costume I created is a real life version of the app, from the artwork to the interactive functionality. Participants who decide to interact with an individual wearing the Tinder Costume can physically swipe elements of the costume, left or right in order to like or not like that individual. When that determination is made, a hidden message is revealed that corresponds to either judgement in the form of emojis. It also features a custom designed harness that allows individuals of any body shape or size to wear the product. The costume can be worn by an individual as themselves or it can also be worn as an accessory along with another costume. The target consumer audience for this products ranges from teenagers to adults of any age.

Instructions

- 1 – Take the product (Tinder interface and foam harness rod) out of the package
 - 2 – Straighten the foam harness rod
 - 3 – Bend the foam harness rod around the back of your neck
 - 4 – Bend the foam harness rod down over your shoulders and again outward
 - 5 – Remove the film from the adhesive tape on both ends of the harness
 - 6 – Attach the ends of the harness to the back of the Tinder interface (Attach Harness Here)
 - 7 – Adjust the harness so that your face is centered in the Tinder interface opening
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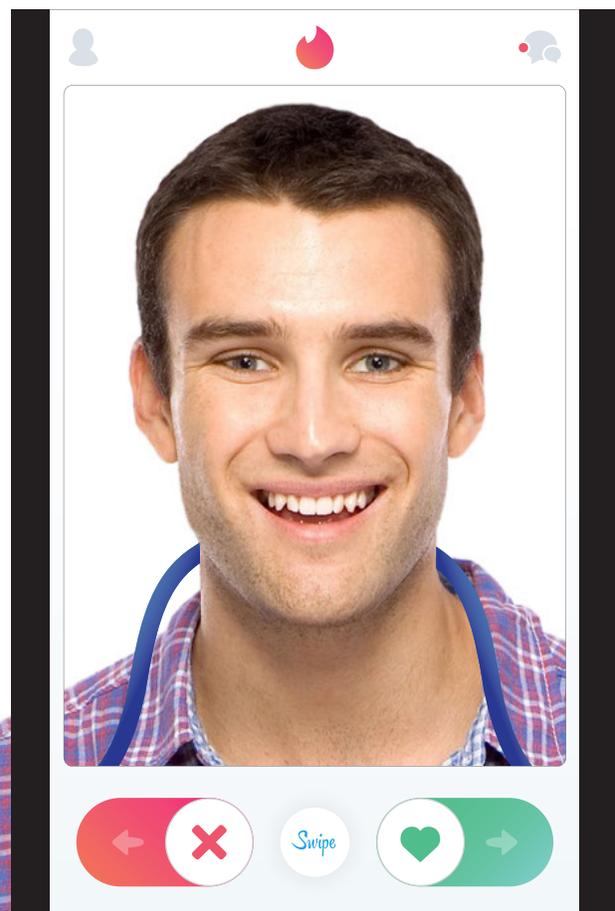
Design

The Tinder Costume replicates the design of the App's interface with the exception of a few design elements for the sake of functionality. The aesthetic differences include the exclusion of the diamond icon in the header as well as action buttons located beneath the image, because they are not applicable to the real world application. Although that artwork has been omitted the product still upholds the integrity of the brand in its presentation.

Tinder App Interface Design

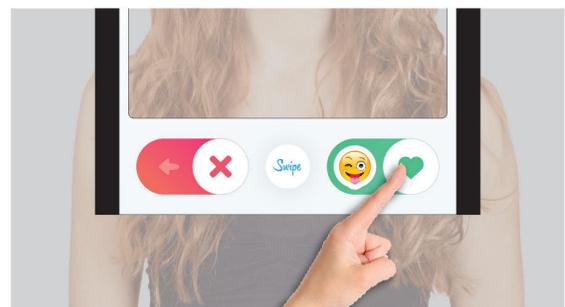
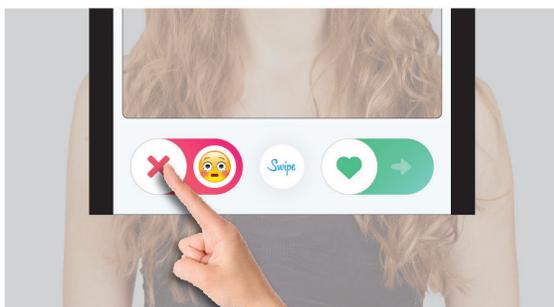
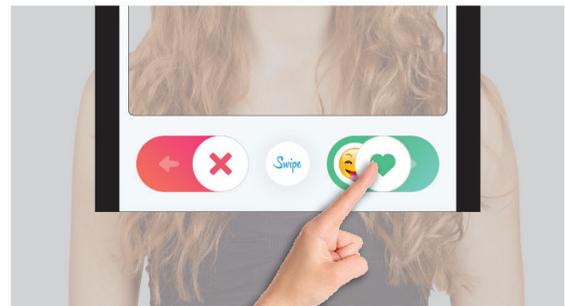
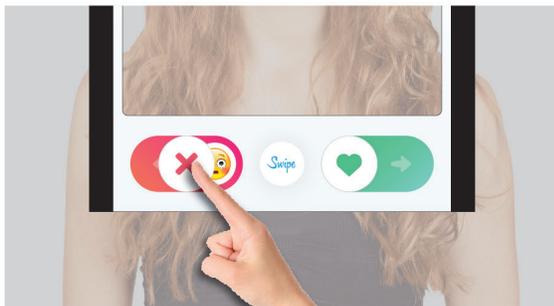
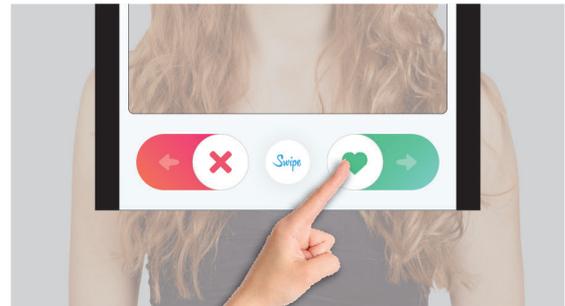
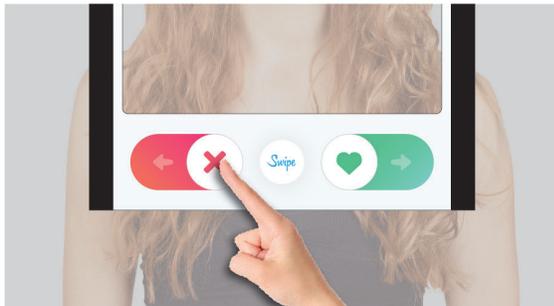


Tinder Costume Design



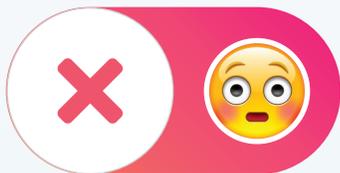
Functionality

The functionality of the Tinder Costume replicates the app by allowing participants who choose to interact with it, the option of swiping right to confirm they like the individual wearing it or left if they're not interested. Upon swiping the heart, by pushing the protruding circle to the right, it reveals a smiling winky emoji, while swiping the X to the left reveals a shocked face emoji. After releasing either circular button, they return to their original position.



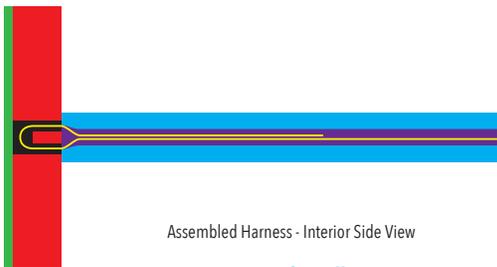


THE COSTUME
IS A
CONVERSATION
STARTER,
THE EMOJIS
SET THE
TONE



Harness

The harness is designed using metal wire wrapped in foam that connects to blocks which allow the harness to easily attach to the back of the costume using extremely strong double sided adhesive tape. The flexibility of the metal wire and its ability to maintain its form once bent into any position allows users of any body size to use the same harness.



Assembled Harness - Interior Side View

- Foam Tube Walls
- Foam Tube Hollow
- Galvanized Wire
- Plastic Connector
- Double Sided Tape

