

IMPRINT™

AESTHETIC INTELLIGENCE

QUICK START GUIDE

Get going in 4 minutes or less



What is IMPRINT™

Your client will tell you they want something timeless. Something clean. Something that feels like them. And then they will reject every single thing you show them.

Most people cannot articulate what they want until they are confronted with what they don't. That gap between what a client says and what they actually respond to is where studio margins are lost, and where trust quietly begins to erode.

IMPRINT™ turns what your client cannot say into something you can both see.

Before you ever sit across from them, before a mood board has the chance to misread the room, your client enters a personalised, private swipe session drawn entirely from your own curated image library. No influence. No performance. Just instinct, captured in motion.

What returns is not a feeling you must interpret. It is evidence. Their primary aesthetic. Their decisiveness under pressure. The delta between what they claim to love and what they actually choose, scored and branded to your studio before you have spoken a word.

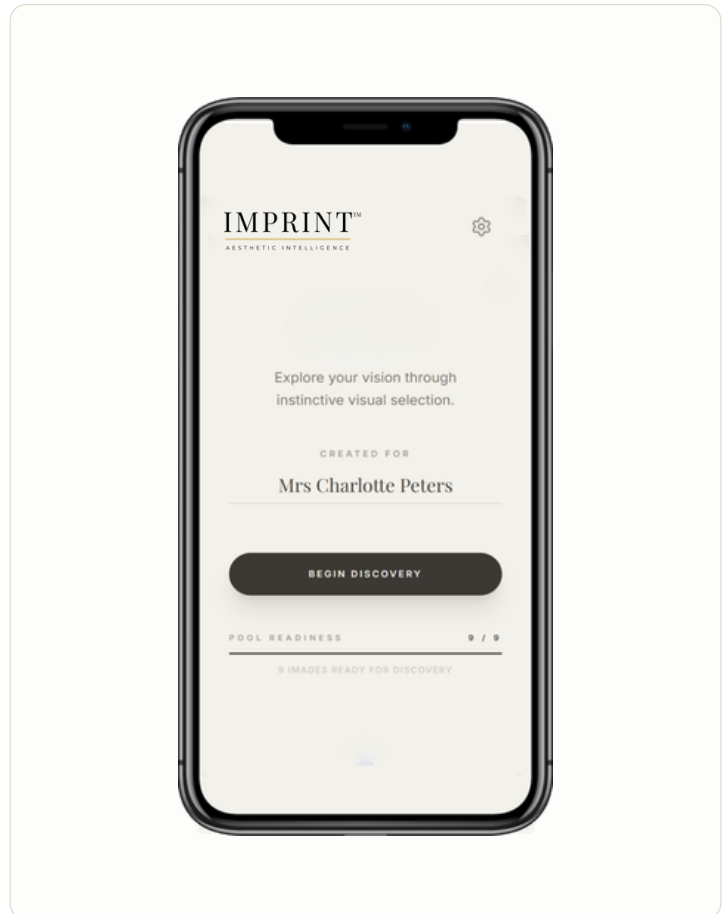
No more presenting into the dark. No more financing their indecision with your profitability.

01

Sign up

Open IMPRINT™ in any browser, on desktop or mobile. Create your account with your email address, studio name and a password. Your workspace is ready in seconds, nothing to install, nothing to configure.

To log back in, simply enter your email and password. Once the IMPRINT™ home screen loads, look for the small gear icon in the top left-hand corner. This opens Set Up mode, where everything is waiting for you.

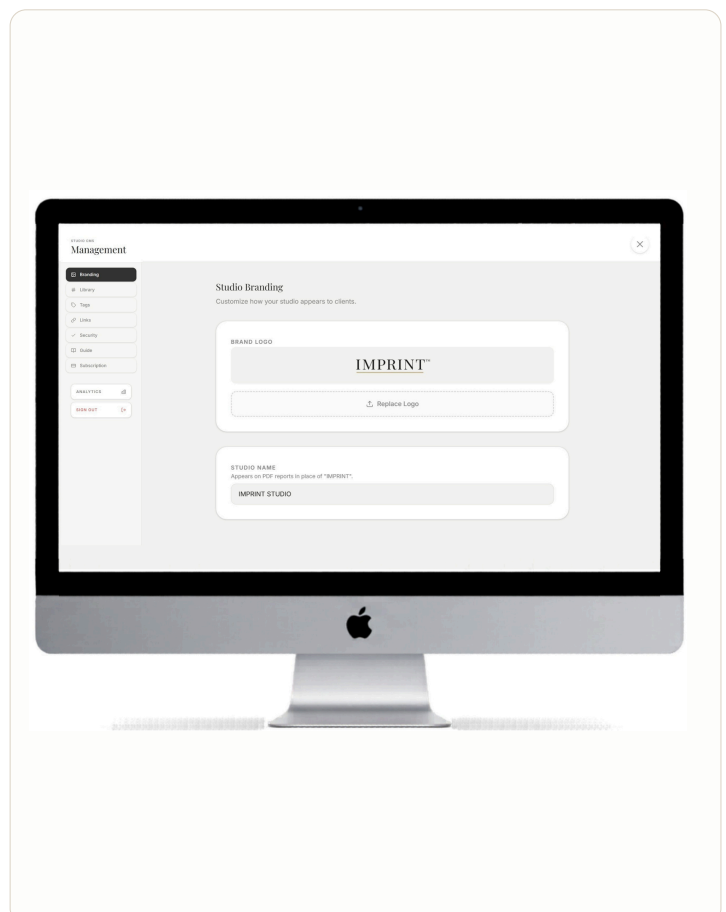


02

Brand your studio

Inside Set Up mode, click Branding. This is where IMPRINT™ becomes yours.

Upload your studio logo, set your studio name and set your preferred session length. Ten to twenty images is a solid starting point. Every screen your client sees, and every report they receive, will carry your branding, not ours. To your clients, this is simply part of your studio experience.



03

Build your image library

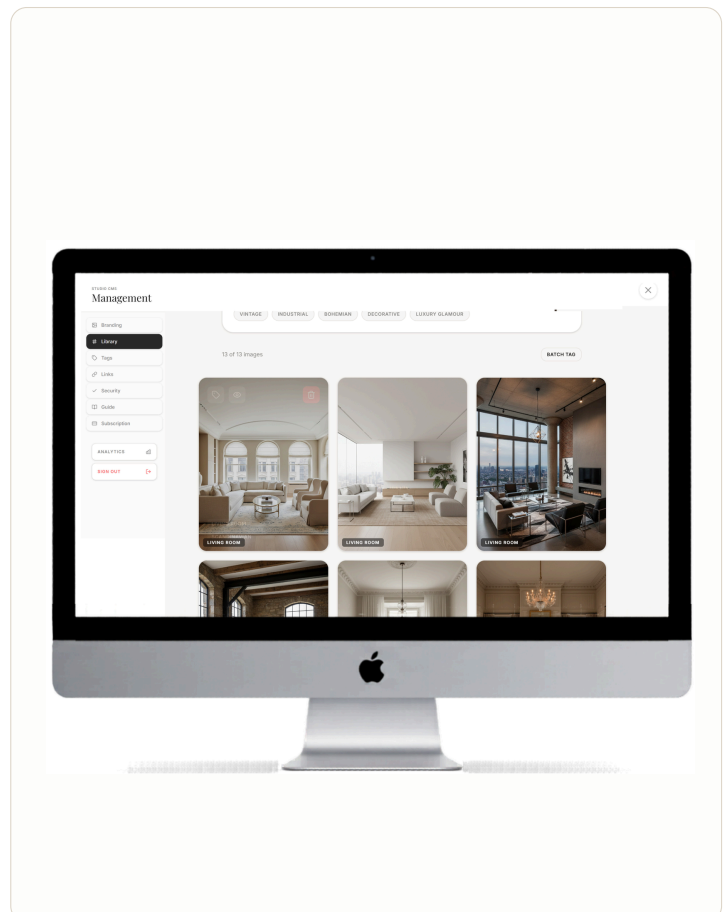
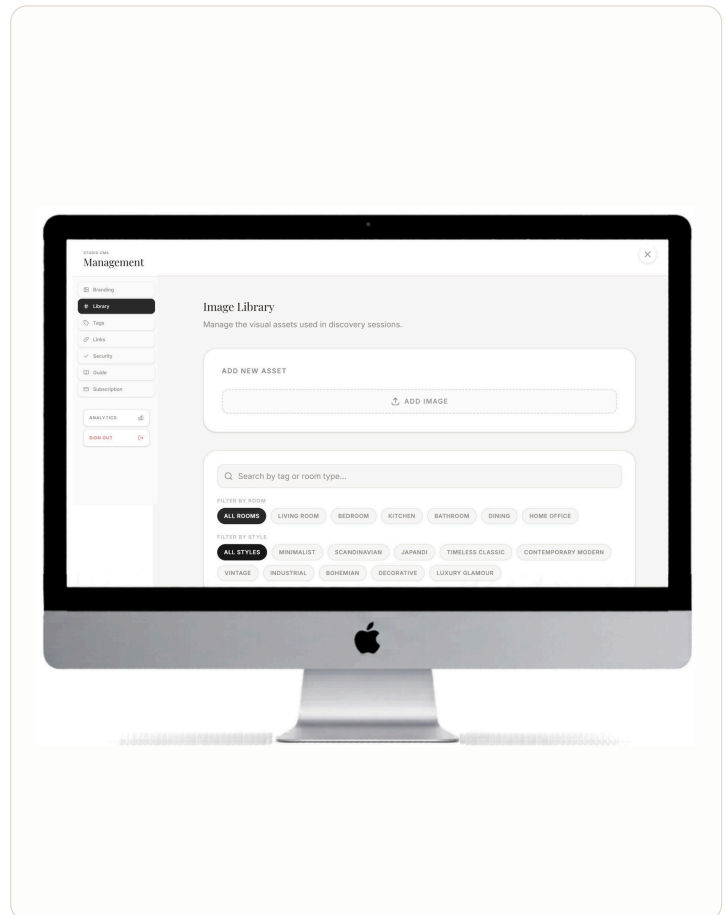
Go to the **Library** tab and upload your curated images. Up to 100 images, batch-uploaded in a single go. Five sample images come preloaded -- delete those once your own library is in place.

A few things worth knowing as you build:

You can control exactly which images each client sees. Simply hover over any image and click the **eye icon** to show or hide it from sessions. It takes a second, and gives you precise editorial control over every client's experience.

While hovering, you will also notice a style category label appear on each image. This is where the intelligence lives. Style categories are how IMPRINT™ maps your client's aesthetic preferences, so it matters that yours reflect the way your studio actually works. If the default categories don't quite fit your vocabulary or your portfolio, they can be edited. See Section 04.

You can also assign a **room type** to each image. This becomes useful in Section 05, if you only want a client to respond to kitchens, or living rooms, or bathrooms, you can filter precisely for that. No noise, no distraction.

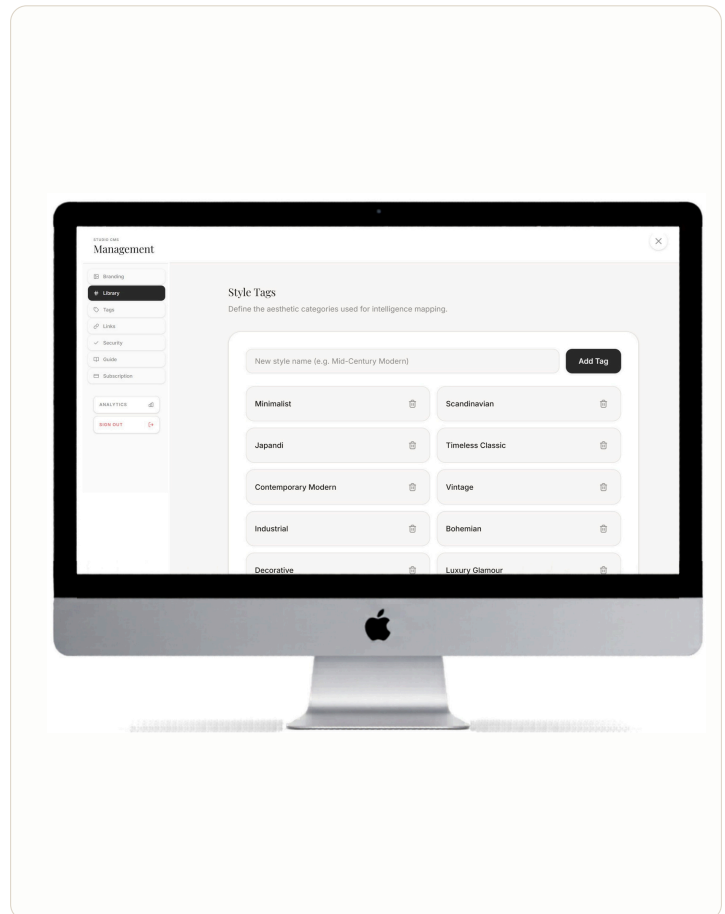


04

Tag your images

Every image needs a room type and at least one style tag before it will appear in a session. Hover over an image and press the tag icon to tag individually, or use **Batch Tag** to apply tags across multiple images at once.

If the default style categories don't align with your studio's aesthetic language, head to the **Tags** tab in the CMS to edit, rename or add categories that better reflect your work. This is worth taking a few minutes over, the precision of the output depends on the precision of what goes in.



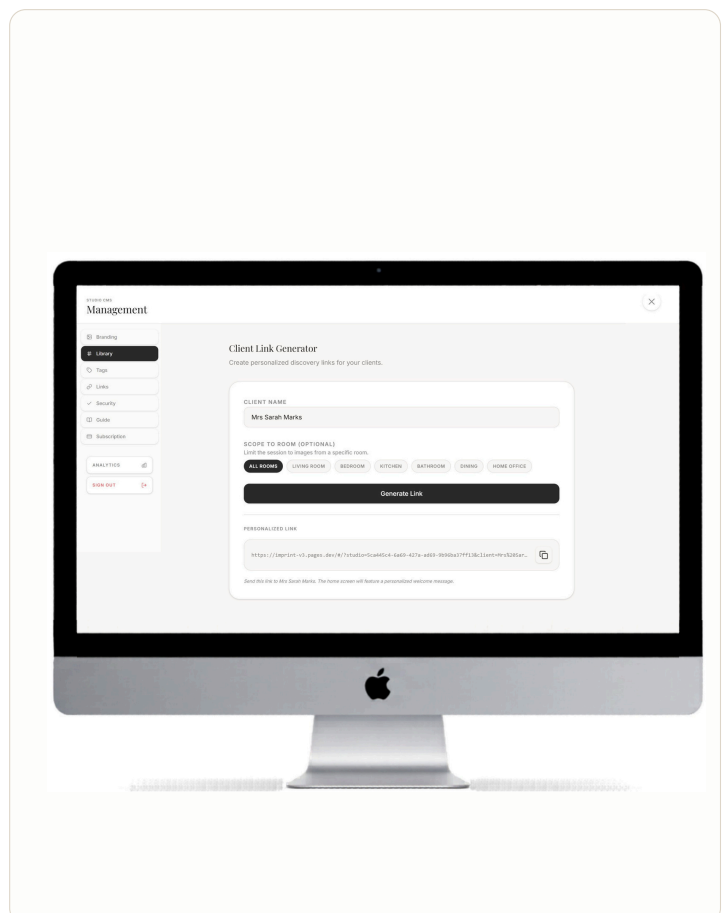
05

Invite your first client

To send a client their session, go to the Links section. Enter their name exactly as you want it to appear on the app's home screen, this is the first thing they will see when they open the link, so it is worth getting right.

Click **Generate Link**. Copy it into an email or send it via WhatsApp, whatever suits your workflow.

If you are working from your mobile device, there is a shortcut: tap the email icon and it will automatically open a pre-addressed email inviting your client to their personalised swipe session. No login, no account, no friction on their side. They simply open the link and begin.



06

Read the report

Your client swipes through your studio's image deck at their own pace, from wherever they are. The moment they finish, their results appear in your **Analytics** section. Download a branded **PDF** report, ready to open the most informed client conversation you have ever had.

Dominant Style The aesthetic category that ran most consistently through their selections. Not a favourite image. A pattern. Your brief, in visual form.

Instinctive Profile A composite reading of how your client made their choices, built from two scores.

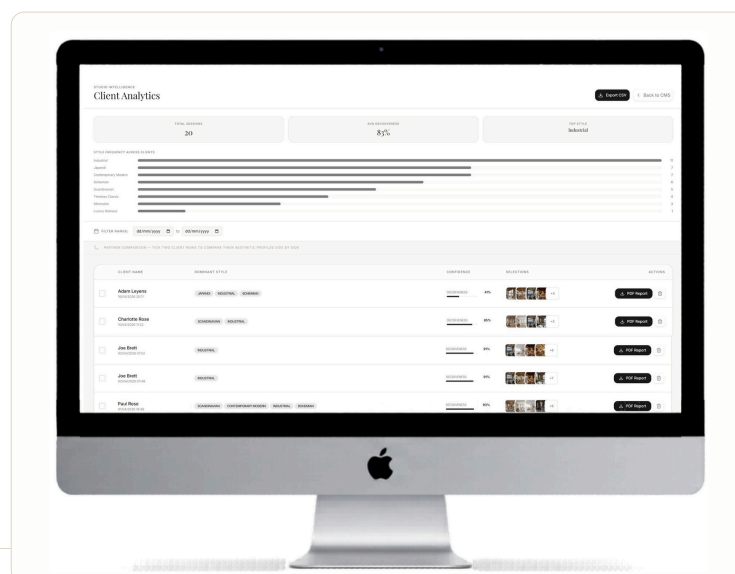
Decisiveness reveals how quickly and instinctively they selected. High scores signal a client who knows their mind. Lower scores flag someone open to direction, or simply without the visual language to express it. Until now.

Consistency reveals how coherently those choices held together. High means a clear aesthetic thread. Low means two directions in conflict, or a client choosing aspirationally rather than honestly. Both are worth knowing before you open the presentation.

Rejected Aesthetics What they skipped is as instructive as what they chose. Consistent rejections define the boundaries of a brief just as clearly as the selections do. Treat them as guardrails. They will save you more time than almost anything else in this report.

Comparing Two Clients Where a project involves two decision-makers, create individual sessions for each. Both complete the swipe session independently. One click on **Compare Selected** brings their results side by side, instantly surfacing where tastes align and, just as usefully, where they diverge. Knowing that before the first presentation changes the entire dynamic of the room.

Studio Trends Analytics is not only a client tool. Select any date range and export your session data as a CSV to review performance across your whole studio. Which aesthetic categories appear most frequently. Which images your library consistently wins or loses on. Over time, this becomes one of the most quietly powerful tools IMPRINT™ puts in your hands.



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AESTHETIC INTELLIGENCE

Stop Guessing. Start Knowing.

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