

Curious Markings
Vol. II



**Essential
Paperback
Notebook**

Carnet Ligné à
Couverture Souple

- Charcoal grey cover
- 5½" x 8"
- 48 lined pages
- 120 gsm paper



0 74455 00237 7

MADE IN CHINA

Property of Ian McKenzie
250-204-8402

ian.rand.mckenzie@gmail.com

Reward if found (shipping on me)

This booklet may contain proprietary information. Please keep confidential.

What else could be sold?

1/3/18

So far, my ideas for products are:

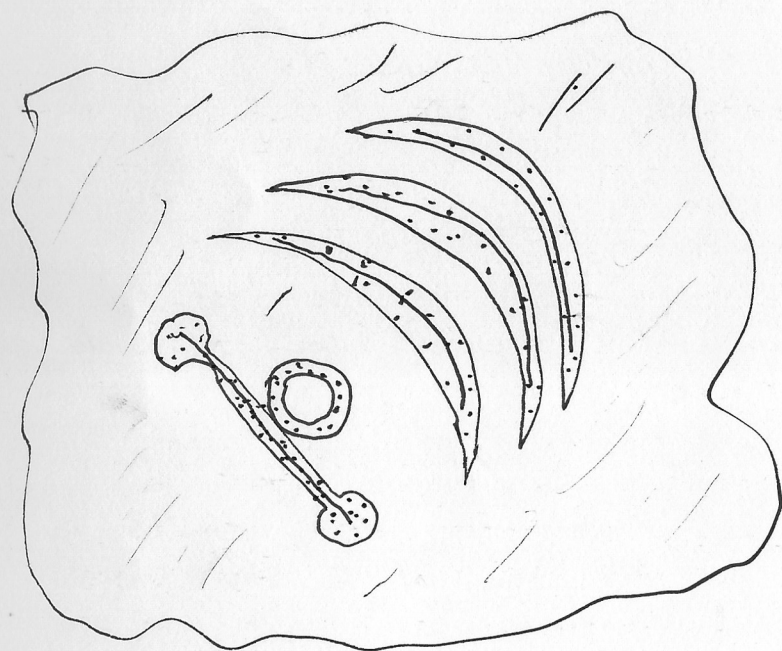
- Tarot card-style card sets
 - > Different themes, multiple types of sets
- Hand-made sketchbooks w/ custom cover
- Hand-made notebooks w/ custom cover
- Raspberry Pi computers w/ custom casing
- Uniform sized sigil prints
 - ink
 - paint
- Frames for prints

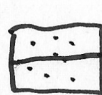
With all products, I want to encourage the ideas of creation, innovation, and thought exploration.

At the same time, I am very much enamored with the idea of creating a product that inspires the imagination and makes the world a more whimsical place.

I want there to be literal magic in the world. Perhaps there is some way to use technology to create the illusion of magic. Magic that anyone could cast. This could be an interesting hook to get people interested. I'll discuss this on the next page.

1/3/18



 Conductive Material

 Reactive Material

 Paper

Casting a spell

1/3/18

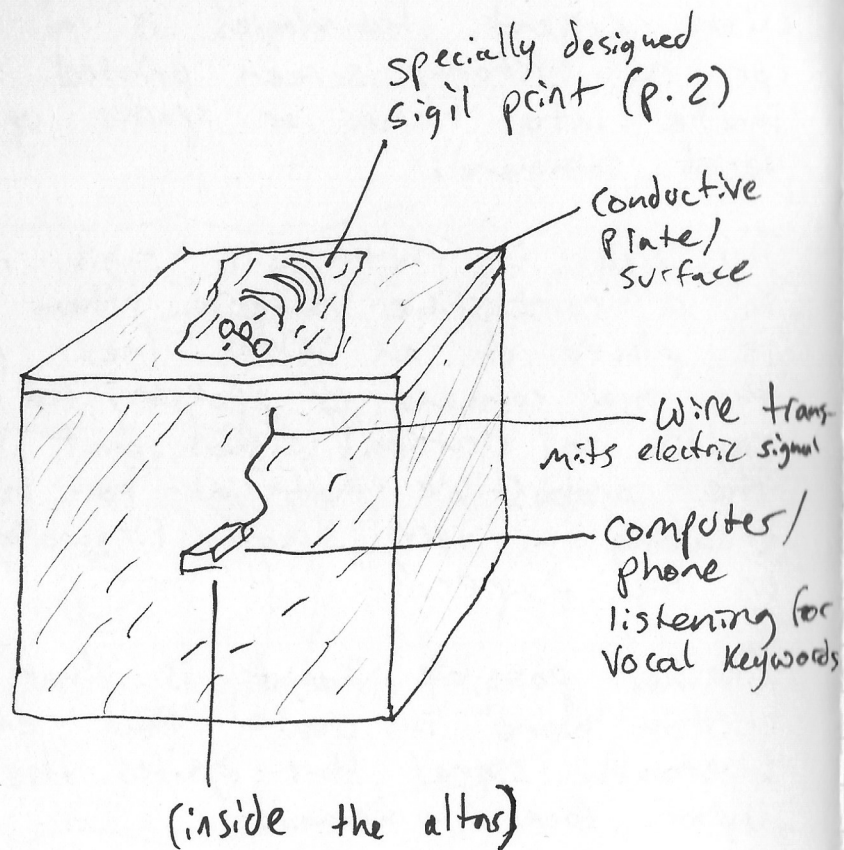
An idea I think may be possible with current technologies is a way for a custom, screen printed sigil to ignite into flames or sparks upon a vocal command.

The idea is that the sigil is printed in a combustible material. When the paper is placed on an "altar" (next page), and the vocal command is spoken, the altar emits an electrical signal that causes the combustible material to react, creating a very small fireworks show on the paper.

Another possible thought is that a custom "wand" is created that emits a bluetooth signal that ignites the paper upon vocal command.

Whichever avenue I end up taking; wand or altar, will very likely depend on what is possible, most practical, and most cost-effective/~~profitable~~ profitable.

The "Altar"



1/3/18

The website

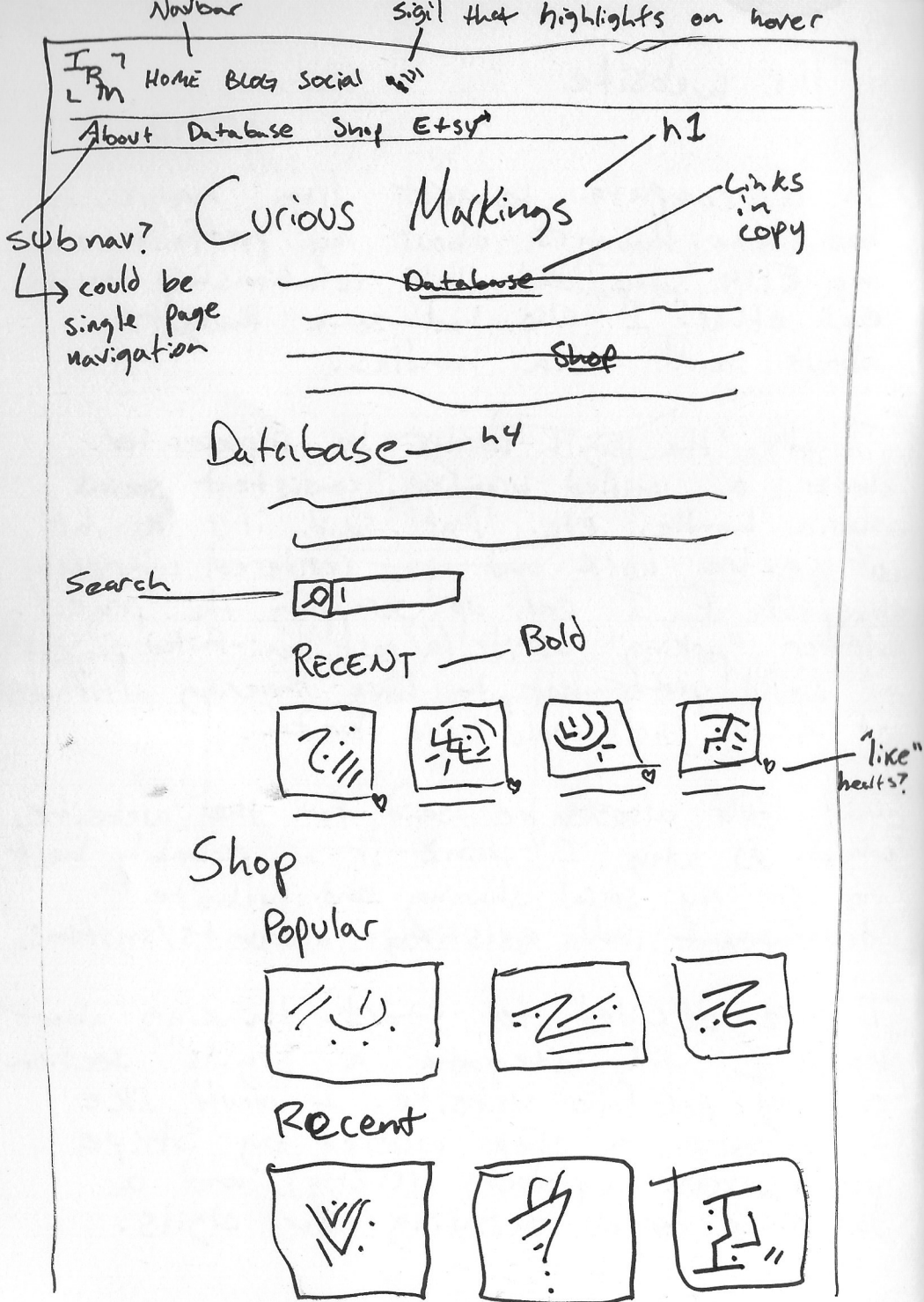
1/3/18

On a complete tangent from magic, I had some thoughts about my portfolio and my Etsy shop, and their relationship with each other. I also had some thoughts about social media handles.

Ideally, the sigils would be represented under a unified branding, consistent social media handle, etc. That said, it's a lot of extra work and is rendered completely useless if I end up scrapping the project. After "parking" Stridr (a past, semi-failed project) I would prefer not to have lingering artifacts of things that could have been.

This could also be said for the website, which is why I think it is probably best to do my social sharing and website development on existing accounts/systems.

I have decided to start thinking about how I will integrate a "Sigils" section on my portfolio website. I would like to create a shop powered by Stripe with exclusive products (re: Etsy), and a database for all existing/new sigils.



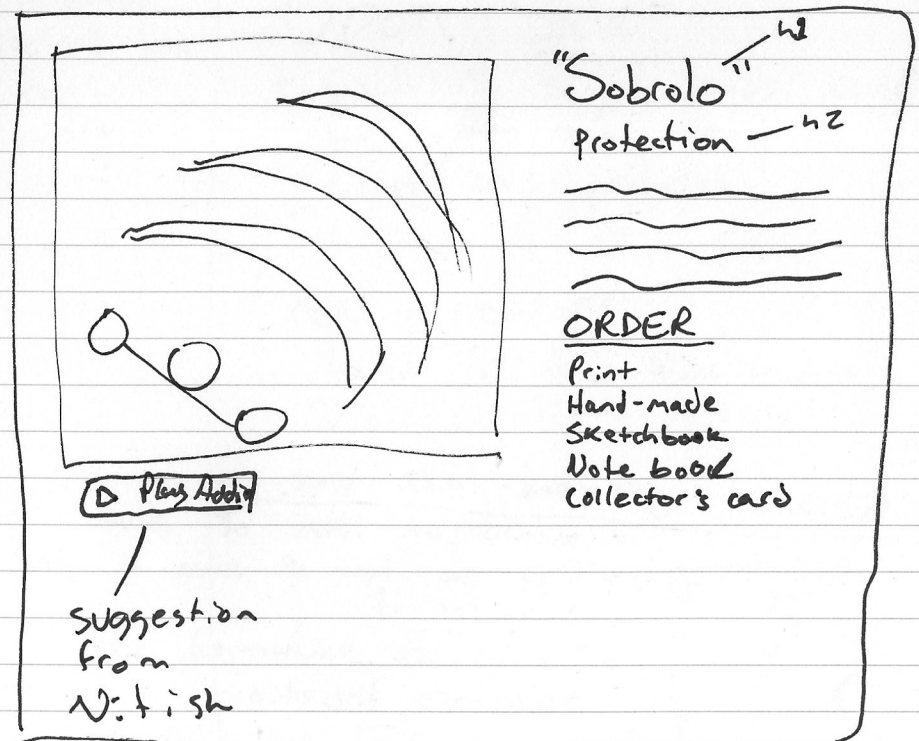
Thoughts after wireframing

1/3/18

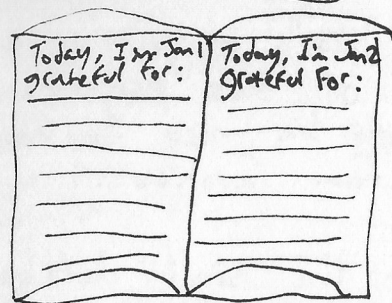
I wonder if having "likes" or hearts may cheapen the experience of this project. At the same time, I would be nice to have a way of measuring fan favorites.

A thought → Could the sigil database item & shop item be one and the same?

Sigil#show:

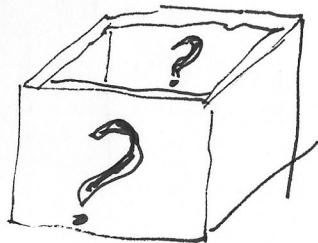


Gratitude Book



- Includes pages of examples of things to be grateful for.

Moderated give-and-take box.



- Contains an item of value
- Trade an item of value of your own for it
- Items are exchanged at moderators discretion
- Exclusive sigil card given on successful exchange

Things to put sigils ~~on~~ on?

- flask
- ~~wallet~~
- pottery
- custom built computers
- Growler
- Squealer (howler)
- Gratitude book
- Moderated give-and-take box
- jewelry

The themes I want with any products are:

- Innovation
- Creation
- Community
- Sharing
- Introspection
- Thought exploration

Upon Sale

- Exclusive sigil cards could be given out based on what was purchased.

Local Creators

- Maya Pizzolo - Book binding
- Sarah Curatis - Pottery

$$\begin{matrix} I & 7 \\ R & \diagdown \\ L & M \end{matrix}$$

Description

Sources

—

X

Tags



11

~~4/3/18~~

1/4/18

- material cost, (per l)

• Time required (per l)

- price

• tax

- Margin

- sources

> name

> email

> phone

> materials/services provided

→ mailing address

> Deposit into (banking) → is this necessary?

- What else?



Strength

Nitish
Kanwar

Validating Value Propositions

1/4/18

Brittany brought up some good points about doing early testing - way before the stage of setting up a storefront.

The first thought is to apply to markets. This would require having a cursory inventory to show off.

The next thought is product validation by going directly to vendors that boast selling local and seeing if they would sell any of the sigil products. This would give me instant feedback from several sources that would give me an idea of whether these products are viable or not.

This leads me to the thought/desire that I would very much like to get prototypes created. I'll start with notebooks/sketchbooks since I'll be meeting with Maya on Tuesday. Some talking points to go over:

- creating small booklets like this one
- is lined paper an option?
- Can we make something easily reproducible?
- larger sketchbooks
- how long does each book take?
- Can we make it cheap?



"SRAKLA'NIM"

Music

Music

1/4/18

Music can be a way to focus the mind. To remove distractions and bring comfort to your everyday life.

With music, there is a compulsion to release energy, energy that has built up and cannot be handled by the human body. In this way, music is a way to heal ~~and~~ and focus energy.

Audio

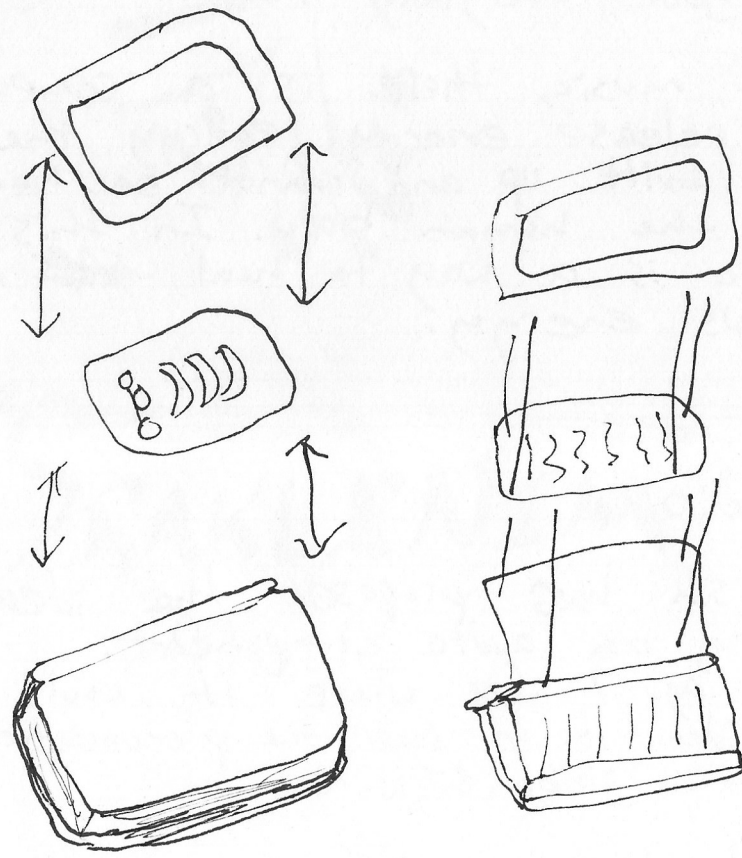
Nitish has proposed the idea of adding an audio component. See pg. 7 for where it could be. The idea is to hear the pronunciation of the gibberish word.

A Fleeting thought

What if I created a typeface from the writing on page 14?

Custom orders on notebooks/sketchbooks

- Book with frame on cover with uniform size
- Sigil on paper is inlaid in the frame
- Title/description inlaid on inside cover



Consumer:

1/4/18

"Why Should I care about this?"

I honestly don't know.



Flint & Steel + Potassium
Nitrate ink?



Open to interpretation

19

1/5/18

Rob had an interesting thought of opening up the sigils to interpretation. With this flint & steel method, the results of each use may vary. In some cases the potassium nitrate will ignite. In others, the entire paper.

Depending on the amount of combustion, I could attach interpretations to them.

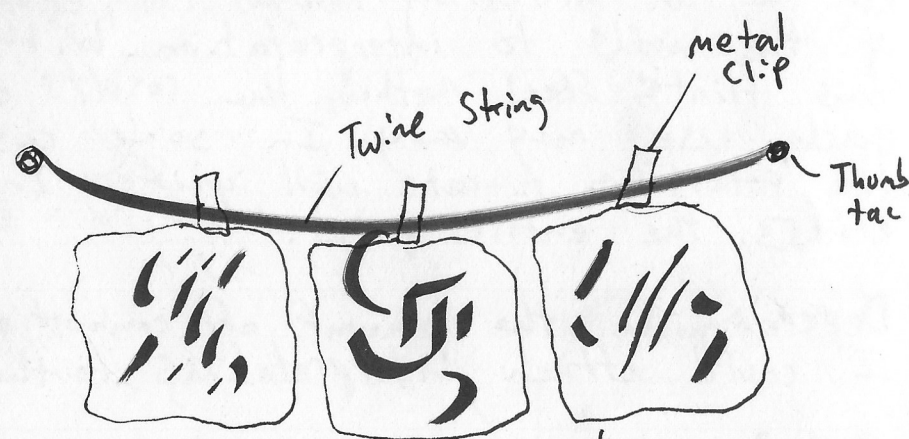
Part of sigil burns — means X
Only sigil burns — means Y
Sigil + paper burns — means Z
etc...

Another local crafts person to get in touch with: James @ Fire & Hammer

Questions:

- Can potassium nitrate be screen printed?
- Will James collaborate?
- What's the best type of paper for this?
- Can the potassium nitrate be mixed with black ink?

Collection



Thai Mulberry
paper
or something
similar
(hand made)

Ideas from Luke:
QR codes?

scavenger hunt?

1/5/08 21
Unlocking
sigils by
finding them?

Luke suggested something, and my interpretation of that suggestion is to make easily removable window stickers that have a sigil with a QR code and a number. The QR code would refer to a website which I will explain in more detail on another page.

I don't want to be a vandal, so I was thinking I would approach store owners around Courtenay and ask if I can rent a 2"x4" portion of their window. These stickers would, hopefully, be all over town and spark peoples' interest.

The sigil reading 1/7/18

What if notebooks were printed with invisible saltpeter ~~and~~ sigils on each page. People would be instructed to journal and then select pages for a reading. The selection should be based on a journal entry that is meaningful to them in some way.

The user could be instructed on how to perform their own reading, or could go to the storefront ~~to~~ have their reading performed.

The instructions could be a separate purchasable package with either a digital option or a piece of literature sent to the user.

These things could all be included in a "starter kit" that gives you all components for each step of the process.

More website ideas

1/8/18

On page 21, I mentioned the QR code. With this, I was thinking scanning the QR code would take you to a page that is essentially "Sigil #show" that has information about the notebook and the potential for fortune telling.

Another thought is to allow users to sign up and start collecting the stickers around town. If they collect them all, they can earn a free print in-store. A sunk cost for sure, but a great way to get people engaged.

Different series? Maybe later on, more businesses will allow more stickers. I could create a series, each with a different prize.

With all of this in mind, I need to be very mindful of how much everything is costing.

Lino stamp print test



"Warning"

Planning a one-off MVP

25

1/8/18

I wonder if a lino stamp would be corroded by the saltpeter solution?

My immediate thought is to create lino stamps for 10 or more sigils and fill notebooks like this one with the invisible saltpeter lino prints.

But then, where would people go for the readings? Do I rent a space at a coworking office? It's far too soon for a store front.

At the very least, the website should exist as a place to find the meaning of each sigil. Perhaps that's a priority before trying to sell anything.

← This test has me thinking  - how much time will it take for the saltpeter solution to dry? This timing may make creating the booklet rather time consuming.

An iOS app?

1/13/18

What about an iOS app (re: integrating school work) that shows where to find sigils around town?

Another thought is to be able to take pictures in the app where a sigil would be laid over the image. If they are in certain specified locations and shared ~~on social~~ on social, they have a chance to win a prize.

↓
This ties in with the Rails app scanning for specific tags being used.

Components:

- core data
- Maps
- Location services
- QR scanner
- Camera
- Image overlay?

More Website Planning

1/10/18

<u>Models</u>	<u>Controllers</u>	<u>API</u>	<u>Views (Sarah)</u>
User	User	User	1. User # show
Sigil	Sigil	Sigil	2. Sigil # index
	Static		3. Sigil # show
4 hours	8 hours	8 hours	4. User # edit
			5. Static # home
			6. Static # about
			7. Static # how To

Mockups (Sarah)

- Mobile Views
 - Tablet Views
 - Sticker
- 15 mockups

1/15/18 Meeting Agenda: 1/13/18

(in no particular order)

- Comprehensive explanation of the project ✓
- Mockups and website explanation ✓
- Timeline ✓
- Rails front end dev? → How that will work ✓
- Branding, typography, color palette ✓
- Code contribution workflow ✓
- Sigil/shop item images (see Dribbble shots)

TO DO:

~~Switch mockup timeline to 3 iterations~~

Red Bubble

Geocaching → put stickers?

Sarah starts coding: Feb. 21



"Music"

Acrylic Lino Stamp

Subscription?

1/15/18

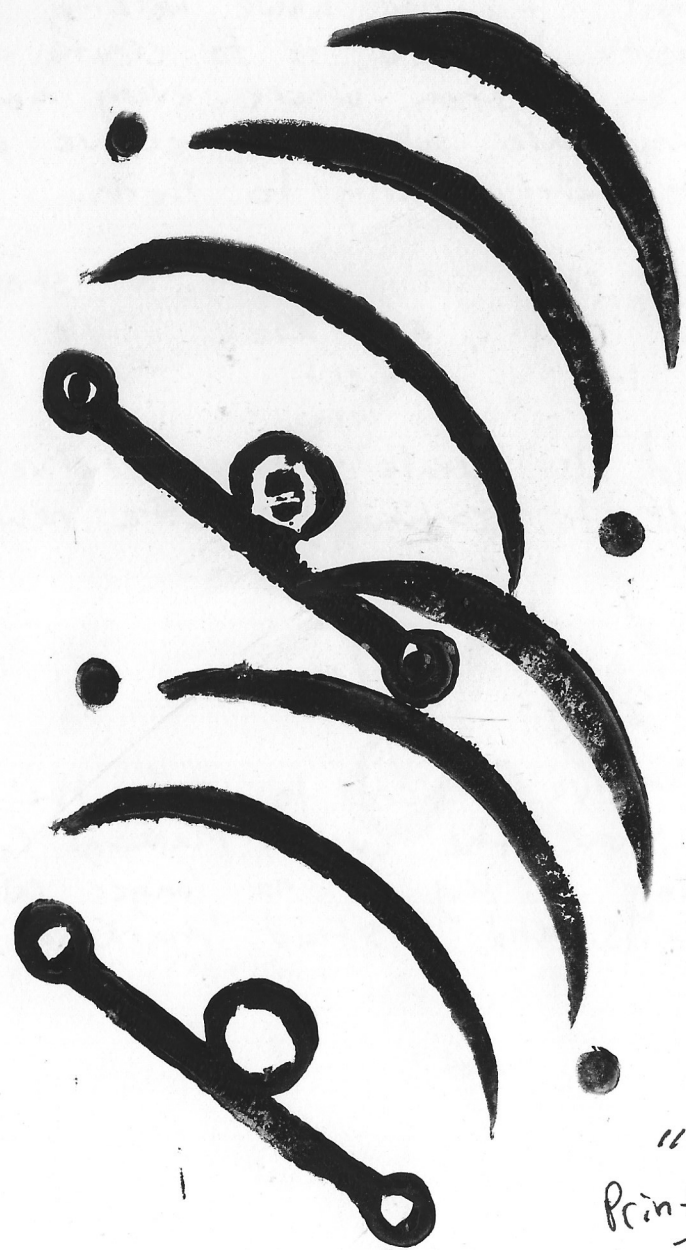
One thought I had while working on the website back end is to create a subscription system where every month, those that are subscribed receive a lino print mailed directly to them.

This could potentially create a steady source of income, and keep people interested in the project.

This would also create some incentives for myself to continually create new markings.

Side note:

Because I've decided to call the company name the "Curious Markings Co." I'm going to try to no longer call these sigils, and instead "markings".



"Protection"
Print
Tests

Azhlakhar
"Warning"



1/15/18

A representation of one peaceful in nature, yet immensely dangerous when threatened. ~~This~~ This danger is multiplied when ~~the~~ ~~the~~ ~~the~~ loved ones and offspring are ~~the~~ present, or the subject of the threat.

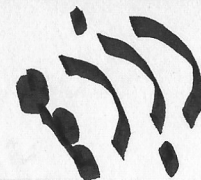
Blockchain

With everyone going ~~crazy~~ about Bitcoin and getting rich quick, I'm fascinated by blockchain technology itself.

I thought it would be an interesting idea to have all works of art (markings) attached to a blockchain ledger. Unless the art is sold through the blockchain, the buyer is not considered the rightful owner.

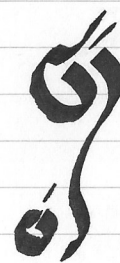
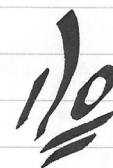
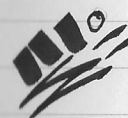
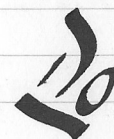
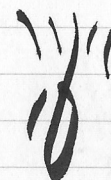
Maybe that's dumb and will just cause problems for people buying the pieces. That said, it could prove to be another revenue stream and the website could add badges to the user profile as the "rightful owner."

Sobrolo
"Protection"



1/15/18

Humanity, friendship, and family. A loyalty to these three ideas reinforces the protection of others, and in turn, ones self.



Backgrounds

1/22/18

Very soon, I'd like to photograph the prints I've made in some kind of interesting setting. I'm going to create a pinterest "moodboard" for this, but some initial ideas include:

- A large sheet of paper with a pattern created by black lines.
- A layered painting background, like Brittany's yoga pose painting, except w/o the figure.
- A black sheet of paper with white powder (flour maybe) flung all over it.
 - ↳ Another idea is to film the print falling on to the black paper. The flour would plume as the paper falls onto it.

- ✓ card design ✓ backend ✓ tests
- ✓ api component ✓ tumblr comp. ✓ twitter comp.
- ✓ stripe comp. subs ✓ stripe comp. payments
- ✓ mailer component ✓ background jobs
- ✓ pre-launch pt. 1 ✓ pre-launch pt. 2
- ✓ style guide, logo, name ✓ 5 markings
- ✓ prints budget

To Do:

- concoct fire writing solution + test
- design/order booklets/ fire writing
- print on booklets
- ~~13~~ 13 markings fully complete
- photograph products
- booklets budget
- Feature spec (rails)
- iOS app (low priority)
- Review designs from Sarah
- Review code from Sarah

Refining the marketing component

1/31/18

37

Last summer I spent about \$100 on advertising for Strider on Facebook, Twitter, and Pinterest. Altogether, the ads got about 10 click-throughs. This was over about a month.

Admittedly, my scheduling logic was way off, but the algorithm I wrote in 10 hours, after running for 4 hours, garnered over 200 click-throughs before I shut it off. During this time, Twitter automatically shut off my write access to their api.

How to fix it:

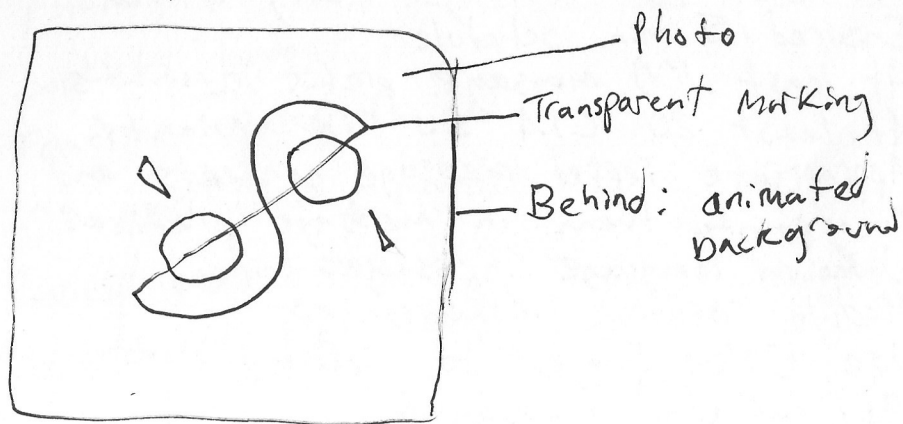
- At least 18 markings being shared
- Ensured 15 min. schedule
- At least 100 message prefix variants
- At least 20 CTA suffix variants
- Appropriate replied message contexts and incorporate them in message prefixes
- Unknown language messages
- Modulo rotation of messages
- Use ENG Tagger to modify appropriated messages

Ux considerations

- Add to basket → cookies?
 - ↳ How to funnel? → 3+ items = coupon code
- Subscribe
 - ↳ (?) Hover to explain w/ Read more
- Address acquisition flow?
- Order tracking?
 - Ordered
 - shipped
 - delivered
 - returned

Shop item page - select which marking

A thought popped in my head:



VIEWS

Sarah / Ian
Landing

- Gallery
- Gallery #show
- Markings
- Markings #show
- User #edit (reg #edit) (F)
- Sessions #new (F)
- Password #new (F)
- Password #edit (F)
- registration #new (F)
- markings #collect
- Users #show → discuss
- how to? sub/sponsorship info

About → Goes to user profile?

• Charges #create (subs) (C)

• charges #purchase (C)

• Mailer

- no address
- Password change/reset
- purchase confirmation
- sponsorship rec'd
- sponsorship sent
- sub confirm

• Navbar
• Footer

2/4/18

39

Ian (Admin)

- Markings #edit
- markings #new
- Shop items #edit
- Shop items #new
- Social (#sync-social)
- Orders
- Social marketing analytics } all in one?
- Misc. analytics }
 - ↳ new users

marking #show

- Links to shop items
- Title
- Subtitle
- description
- jib desc.

creation indexing perpetuating → Shop item "action"

(Landscape images)

Marking

2/6/18

Photo
attachments

(many)
message, keywords

2/9/18

Zhona U'sa

Self Respect

Darg'li ansalum te'dronla agrusun
d'ezholna salim to'dranlas arnamlum
to'nalas to'sim zha alos na katikan
atirolas maizhone te'orolus saturak.
A'izh na sota reem ka'bk salik.
T'erobs saimazhal tegrak sa'na.

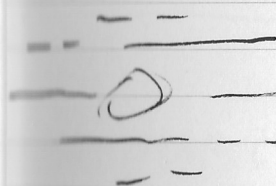


Akralon

Judgement 2/9/18

41

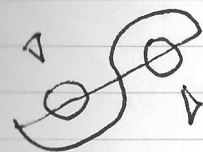
Ain'sul adgralaksim jonos sai lim
ta'dore. Desalim a'slonos torala nim
Kodoras tagal iKnak konosik jala s
erolm trainora lahin tawos salik jalan.
D'ronos salas atorolim j'lorarak.



Asinab

Silence

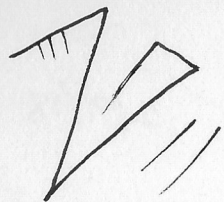
In the physical realm silence brings
noise inside. Silence inside brings automation,
but should not be mistaken for a lack
of presence.



D'rasmasol

Brotherhood

Sa olos trablana kaidim sonos. Jat zha
los narala ko'dal nai sonak tirola narajila.
Saitak nasal o'soyug najarolim to'nos sa
loralis tai joneem d'gronah. Aisaleem dar
nai jat'solzem.



Ai'tronos
Zephyr

Draizolim Kanog asol saijonis dream kolak
ti sier an gulas toroles nojum. Daisarir
dolan jenoska. ASLAS terala aintogan
deseeem jhanas.

Coordinates

- 49.680256, -125.021131 RSMNP
- 49.688537, -125.015725 Puntledge I.
- 49.680880, -125.022447 → TEST (Hane)
- 49.681139, -125.017748 RSMNP
- 49.710199, -124.971720 Oracle
- 49.605107, -125.043535 CT Pers. Crk
- 49.616527, -125.016256 CT Near CVP
- 49.627944, -125.085764 Conox Lake



Araha Lona
Sincerity

2/9/18

Sidrozhnae Kaidoralam kinesos al ked
ragnalun to nek'as aizhlaham. Derozh
ag nakom ta talus no signako. Al samis
tirolanin janesos.

3/31/18 UPDATE

There was a bit of a gap in this process journal. I think Matt said to me one too many times, "Get to work!" So I did. The website is now live at curiousmarkings.com with over 50 registered users, the iPhone app has been approved by Apple and set for release on May 1st, and I'm taking a 4 day break with a trip to Victoria w/ Brittany.

I've built the minimum viable product, now it's time to get the word out there and measure the users' interaction with it.

A friend that I met through Minecraft, Luke Isaac, has expressed interest in contributing to the project with his Marketing and social media skills.

This development reminded me of a conversation I had with a Silicon Valley professional, Dan Ellis, about how I need a co-founder, someone who complements

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3/31/18

my skills. Specifically, he mentioned an ideal match for me would be a 'growth hacker,' someone who can get the name out there and ~~for~~ people using and talking about the product.

While Luke is young, I believe he has a strong potential for being the growth hacker I'm looking for. That said, I don't think he understands that I am open to a partnership, rather than him being just an employee. I believe if he can generate a substantial amount of users, he is very much entitled to a large portion of the fruits of my past 4 months of labor.

That said, where he is in life is still quite uncertain, and I need to put myself in a position where I can't be left high and dry.

With or without Luke, however, now is the time to start looking at in detail what my next steps are.

3/31/18 R.I.P. Micron

The micron I've used to scribe all things CMC is reaching the end of its lifespan. I find it rather appropriate timing, given the launch of the website, and the completion of the iOS app.

I feel like I should be writing something profound and insightful with the last legs of this micron, but if there's anything I learned from Strid, it's not about some sort of finality with a project.

To me the nature of creating something isn't about completion. It's about pursuing an idea and continually assessing the economics of it. As long as it's either making me happy, making me money ~~or~~ or even better, both, it will continue as a growing entity. Eventually, it stops being worth it, and I move on.

Eventually, this micron will produce an unsatisfactory amount of ink, and I will move on to my backup. And when that happens, R.I.P., Micron!

Loose Ends

3/31/18

47

- Answer marketing questions for CMC
- QR Stickers
- Make Luke's sales trackable
- Make Luke's users trackable
- Ship Luke samples

Summer Markets

- | | |
|---------------------------------|---------|
| • Mini Maker Market | April 7 |
| Coastal Coworking, Courtenay | 11am |
| • Village Market Day | May 19 |
| Downtown, Cumberland | 9?am |
| • Summernights Market | June 22 |
| Downtown, Courtenay | 4pm |
| • Summernights Market | June 27 |
| Downtown, Courtenay | 4pm |
| • Downtown Courtenay Market Day | July 21 |
| Downtown, Courtenay | 9am |

Usque
ad
Finem