Lightshot
Project 2
VCD IV

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1. Context

1.1. Title

The title of this project is "Lightshot".

1.2. Elevator pitch

Are you a professional photographer and do you want to simplify your work? Or are you you looking for some photographer to cover your wedding? 'Lightshot' can help you!

1.3. Description

'Lightshot' is an app for professional photographers who want to promote themselves in social media, sell their photos and increase their clients. Also it is focus on the clients or people who love photography, they can buy prints, be inspired by thousands of photographers and ask for their services.

2. Research

2.1. Interview

I interview two different people to know the context where my project is in. The first one was one Audiovisual Media student and also photographer since few time, and the other one was a experienced photographer with a long professional trajectory.

2.2. Interview output

I extract from these interviews that professionals photographers in social media need a place to classify their contacts and also that the analog media is still present in some photographers.

2.3. Persona

Mario Vázquez

· 26 years old

· Professional product photographer
· He likes to travel

· He has his own studio

· He needs to increase his target audience around the world, not just in Barcelona
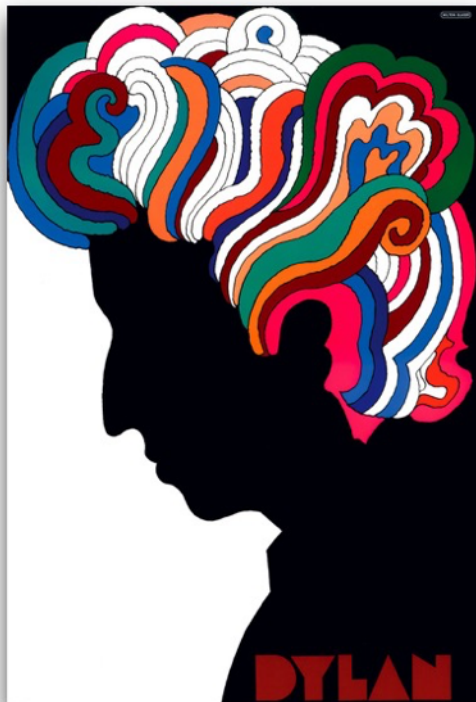
· He is very busy

2.4. Competitor analysis

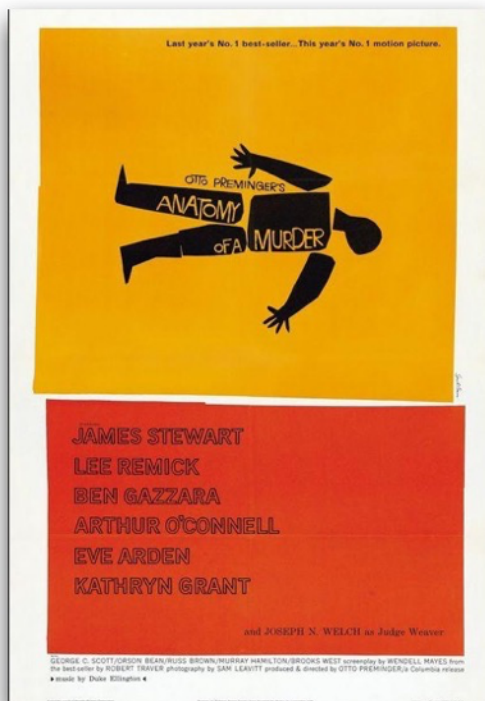|	CONTACT	LIKES	FOLLO WERS	SHARE	CHAT	EARN MONEY	PRINT	PHOTO QUEST	COPY RIGHT
FACEBOOK	X	X	X	X	X	-	-	-	-
INSTAGRAM	X	X	X	X	X	-	-	-	-
PINTEREST	X	X	X	X	X	-	-	-	-
500PX	X	X	X	X	X	X	X	X	X
FLICKR	X	X	X	X	X	-	-	-	X
YOUTUBE	X	X	X	X	X	X	-	-	-

2.5. Inspiration
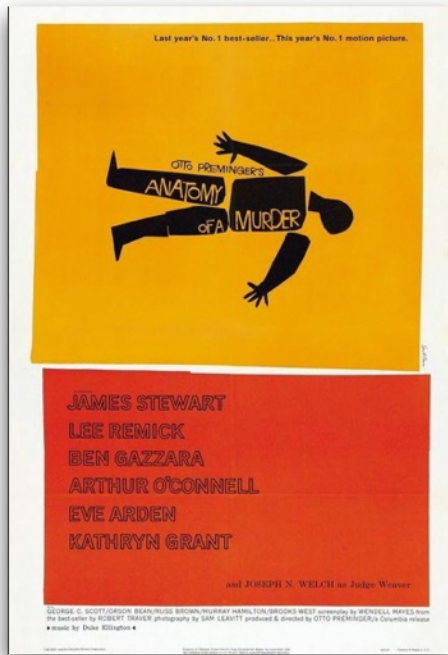
DESIGN: Saul Bass
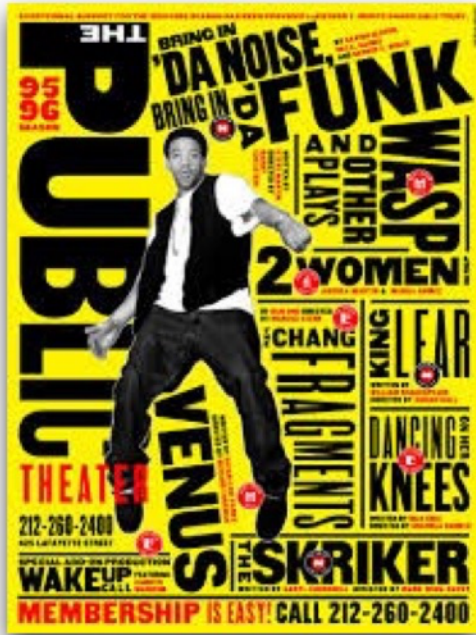CLIENT: Otto Premingers
CREATED: 1959

DESIGN: Milton Glaser
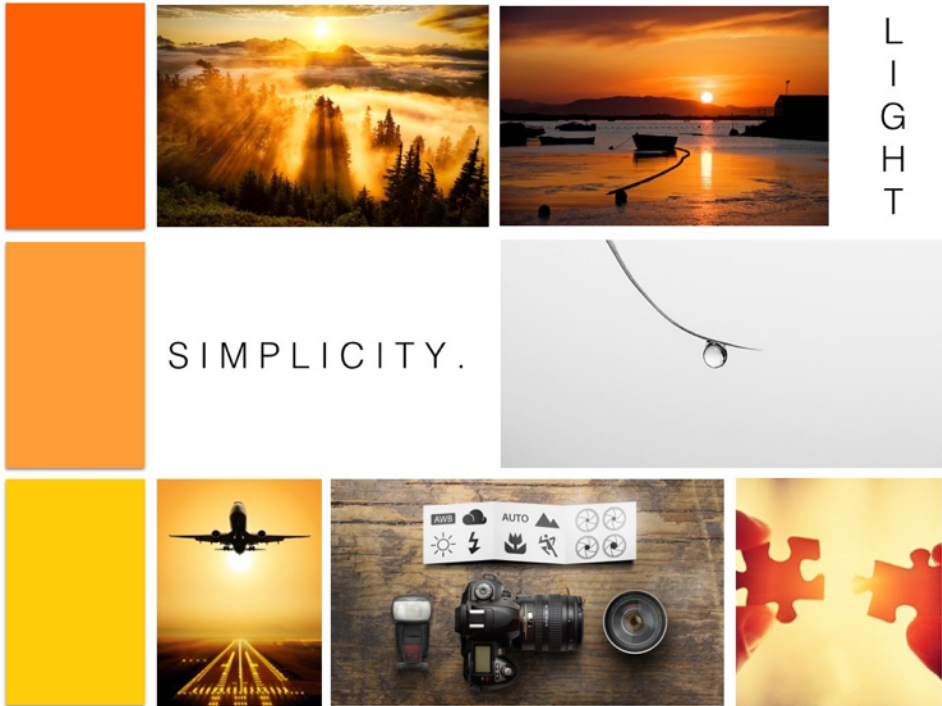CLIENT: Columbia Records
CREATED: 1967

DESIGN: David Carson
CLIENT: Ray Gun
CREATED: 1997

DESIGN: Saul Bass
CLIENT: Otto Premingers
CREATED: 1959

DESIGN: Paula Scher
CLIENT: The NY Public Theater
CREATED: 1996

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SIMPLICITY.

2.6. Tasks

19/4 Brainstorming

22/4 Research

26/4 Persona and develop idea

29/4 Inspiration and analysis competitors

3/5 Develop idea

6/5 Develop wireframes

10/5 Develop visuals
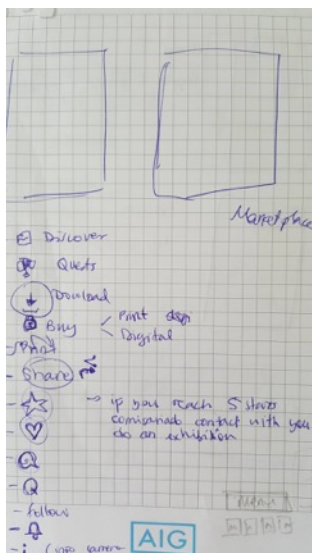
13/5 Develop visuals

17/5 Pre-jury

31/5 UI pattern and Walkthrough
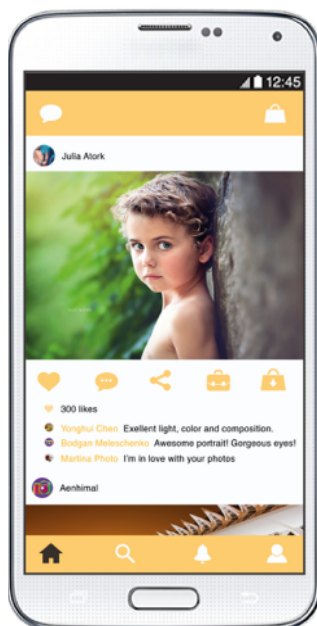
3/6 Final presentation and jury
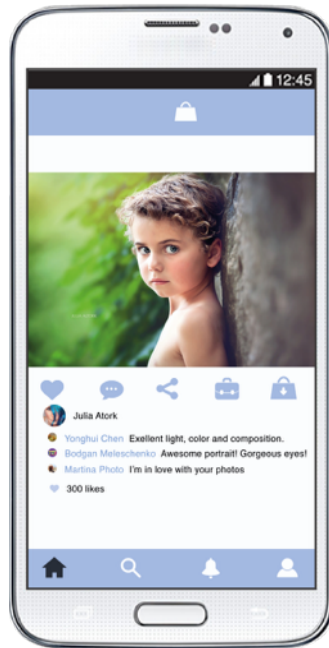
3. Design

3.1. Sketches
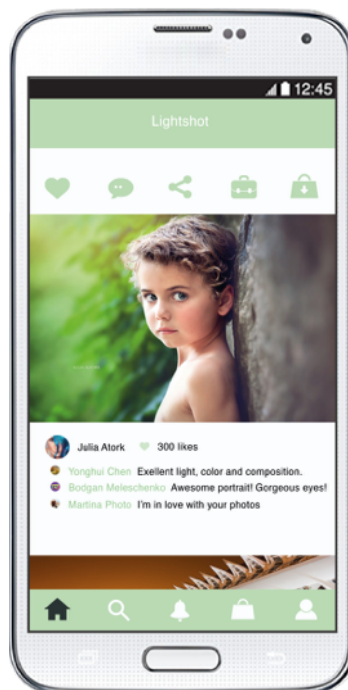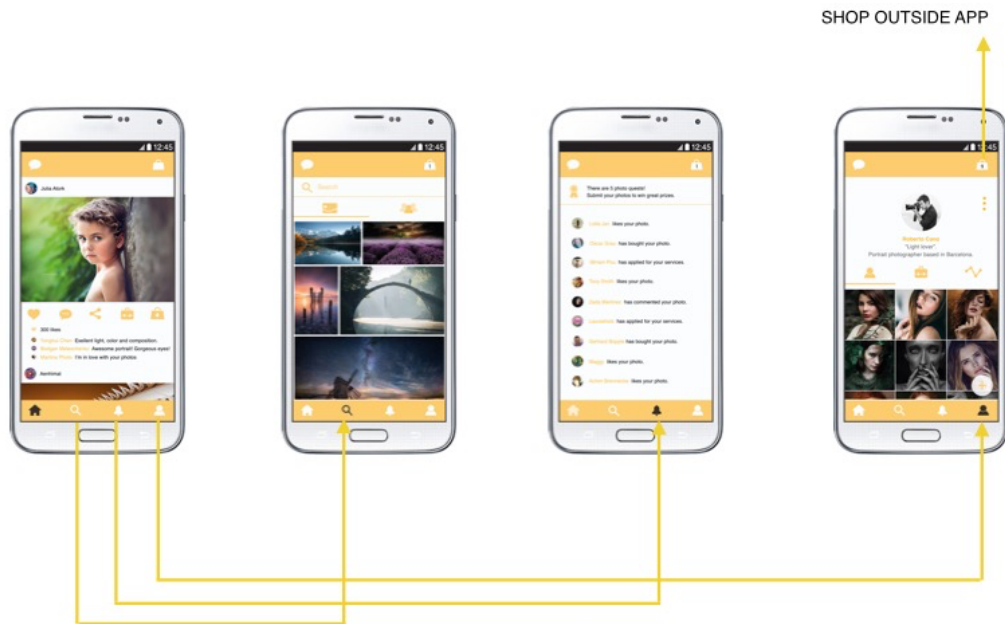
3.2. Wireframes

3.3. Design proposal 1

3.4. Design proposal 2

3.5. Design proposal 3

3.6. Final flow map

4. Conclusion

In conclusion, this project has been interesting at the same time than difficult. It is the first time a develop an app in terms of design and it was pretty hard.

This project would nice if I could develop it, because is something that at least me, as a photographer, probably I need, and can solve some problems.