

Pinshot

The Photo Location App

Deliverables

<https://xd.adobe.com/view/f91a44a9-2c6e-48ef-723e-7896bf224c7d-8f2b/>

Elevator Pitch

Pinshot was created as an app/service that allowed photographers to review, pinpoint, and share locations they had experienced on regards to their work. This service allows the users to mark specific spots and areas they went to photograph and can open a section that would allow comments to be uploaded around the location, photos taken to be uploaded, and also the opportunity to thumbs up or thumbs down the spot. I hope for this service to help give guidance to those and help eliminate an issue many photographers have struggling to find locations, but also bring the photo community together.

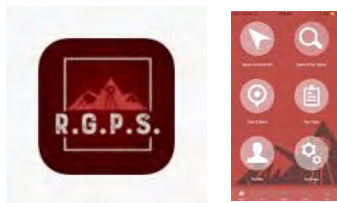
Mission Statement

Bring photographers together to share, experience and grow through helping one another out, sharing locations.

Market Research

Really Good Photo Spots App:

- Hard to use
- Not updated for the newer phones
- May not be used often anymore
- Design issues



Explorest:

- Good design
- Easy to navigate
- Customizable on sign-up
- Almost unable to use the app without a subscription



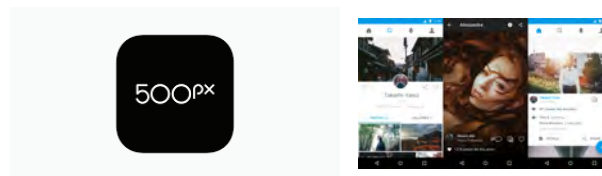
PhotoPills:

- Nice layout
- Strong design
- Geared more toward showing you what the scenery will look like at specific locations



500px:

- Geared more for photo sharing
- Has location tag feature



ShotHotspot:

- Out of date design
- Shows specific pinpoints but broad locations among them
- Small amount of tagged spots, some in-applicable to photography



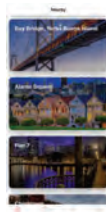
Flickr:

- Geared more for photo sharing
- Have location tag feature
- Popular



Shutterspot:

- Very strong design
- Shows the locations, very little use right now (not many locations marked)
- General locations (broad spectrum)



Instagram:

- Geared more for photo sharing
- Have location tag feature
- Popular

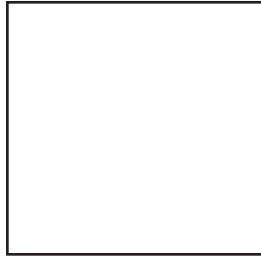


Branding

#707070



#FFFFFF



#ADC6B9



Logo

PinShot

Out of App Header

Quicksand Bold

HEADER

SF Pro SemiBold

BODY TEXT

SF Pro Display

Personas

JAMES MORREY



AGE: 18

CAREER: Clerk at WholeFoods

EDUCATION: Current College Student

MAJOR: Advertising

MINOR: Photography

LOCATION: Flint, MI

HOBBIES: Photography, Video Games,
Hockey

Goals:

Wants to take his hobby in photography to the next level. Interested in starting to shoot models and people, as well as landscapes shots.

Motivations:

Unique views and places, new games, intellectual challenges, sports, competition, working together

Frustrations:

Lack of inspiration, being lazy and unmotivated, being alone, change, rejection

Personality:

Introvert —●— Extrovert

Analytical —●— Creative

Sensitive —●— Confident

Independent —●— Codependent

Personas

ALEXIS MOORE



AGE: 22

CAREER: Modeling

EDUCATION: High School Diploma

MAJOR: N/A

MINOR: N/A

LOCATION: New York, New York

HOBBIES: Exploring cities, Wine tasting,
Travel

Goals:

Expand her modeling career and build her portfolio. She eventually wants to become a big name model and work for many companies and magazines.

Motivations:

Fashion, architecture, photography, travel, exploring new locations. gaining a following, admiration, chasing your dreams

Frustrations:

Stalemates, lack of appreciation and acceptance, settling down, career blocks, lack of inspiration, no ambition

Personality:

Introvert ————— ● ————— Extrovert

Analytical — ● ————— Creative

Sensitive ————— ● ————— Confident

Independent — ● ————— Codependent

Personas

JODIE HARRISON



AGE: 28

CAREER: Graphic Designer

EDUCATION: Bachelor of Fine Arts

MAJOR: Graphic Design

MINOR: Marketing

LOCATION: Chicago, IL

HOBBIES: Photography, Travel, Netflix

Goals:

Move up in design and eventually start her own marketing and design firm. She wants to move to New York City and expand her skills in all art styles, including photography.

Motivations:

People, cities, nature, coffee, art, drawing, design, adventure, exploring, new ideas, and photography

Frustrations:

Math, introverts, being tied down, lack of inspiration, laziness, career blocks, settling, unaccessability to new locations, places, and careers.

Personality:

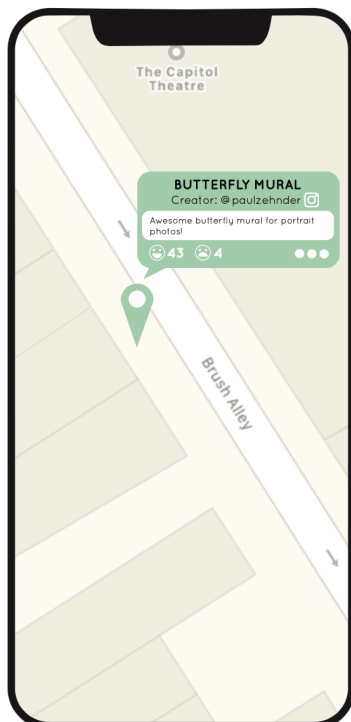
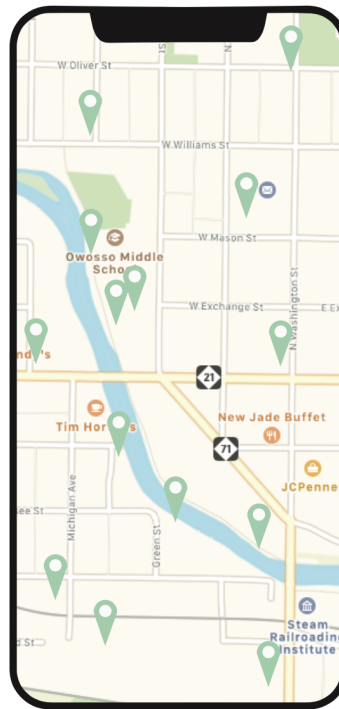
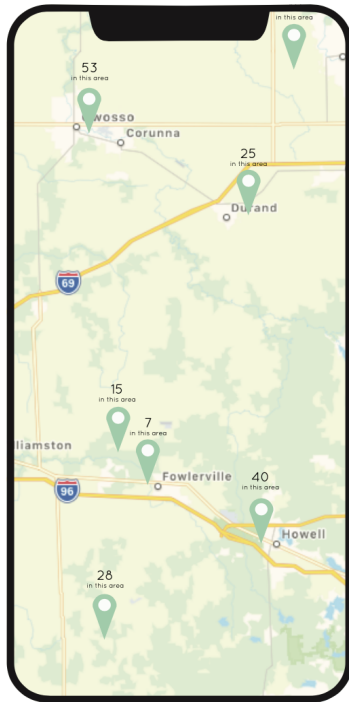
Introvert ———●———— Extrovert

Analytical ———●———— Creative

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Mock-ups



User Feedback

User 1: This app works super well. It was very functional and easy to navigate. Some of the buttons were hard to click on and/or had specific points within that you had to hit, making it less easy to click when moving through it fast.

User 2: Pinshot is such a unique name for an app and intrigued me from the start. It was super simple to navigate and incorporated a lot of the common social media elements we are all used to, to help with this. Some of the photos were blurry when zoomed in on the expanded screen, so that is a issue that may need to be worked on. I was a little confused on the difference between the two profiles that you had access too at first but upon clarification it made more sense which is which. Overall, a great start to an app and I can't wait to see more.

User 3: I really love this idea especially as a photographer! The apps really user friendly and easy to navigate. I like that you can pin locations you'd want to visit so you don't end up forgetting them and can also see places other people have gone so you can get ideas from them. The comments section in each location is a great idea so people know if the place is closed or have any suggestions when they go. But yeah it's a really clean design. It reminds me of Instagram and Pinterest combined but it has a new creative function. The map features great too! I would love to see a feature added that allows you to send certain locations with you friends on the app.

User 4: It runs extremely smooth! It's very clear and is laid out super well! I especially like the map and being able to select locations and see the reviews, it's great. I would definitely use this app for photography reasons or even just for travel to find interesting spots to checkout! My only suggestion: maybe you could make like text bubbles for messages posted up the images? I feel like the text could be hard to read or run together with it all on the same dark gray color background. Overall, a great app though!

Target Markets

Primary Target Market

Pinshot's primary target market are professional photographer's who use the field as their job or full time hobby. The primary age of those targeting could be of any, but primary are those with smartphones are on other social platforms, such as Instagram, making them 16-40 years of age. I hope to make this a global available app, but for now the current target market goes to those in the United States.

Secondary Target Market

Pinshot's secondary target market are those who are dabbling into the field as a hobby. The primary age of those targeting could be of any, but primary are those with smartphones are on other social platforms, such as Instagram, making them 16-40 years of age. I hope to make this a global available app, but for now the current target market goes to those in the United States.

Tertiary Target Market

Pinshot's tertiary target market are those who are models and looking to find locations for there photographers to take their photos. The primary age of those targeting could be of any, but primary are those with smartphones are on other social platforms, such as Instagram, making them 16-40 years of age. I hope to make this a global available app, but for now the current target market goes to those in the United States.

Quaternary Target Market

PinShot's quaternary target market are those who are looking to find new locations in general, whether they are traveling or want to spend time somewhere in their area. The primary age of those targeting could be of any, but primary are those with smartphones are on other social platforms, such as Instagram, making them 16-40 years of age. I hope to make this a global available app, but for now the current target market goes to those in the United States.

User Flow

Start: Start at the main screen giving you an option to login or sign up

Step 1: Brings you to either a sign up or login screen, where you fill out your info accordingly

Step 2: Both screens bring you to the Home page.

NOTE: Home Page, Search, Profile, and Map are all available as navigation for any screen here on out

Step 3: From the Home screen, you are able to view a more detailed screen of a location from your saved locations, top pick locations, and/or new locations.

Step 4: Any locations picked have similar look to them, an option to expand the comment screen at the bottom once in, and an option to go back to the previous screen (Home).

Step 5: When viewing the search bar, you can able to click on location expands from your recent search or recent searched profiles.

Step 5a: Recent viewed locations picked have an option to expand the comments screen at the bottom once in, and an option to go back to the previous screen (Home).

Step 5b: Recent view profiles clicked picked have a similar look to them, with an option to message the individual, when clicked bringing up separate screen, or view the locations they have made, bringing up an expanded screen. Both options have a back arrow to bring you to the previous screen (profile). The profile has a back arrow to bring you back previous screen (search) as well.

Step 6: When viewing your profile, you have the option to click on your locations, saved locations, messages, notifications, or add post.

Step 6a: Clicking on your locations or saved locations brings up a similar screen of location expand, with an option to expand the comments as well. All screens have an back arrow, to lead you back to the previous screen.

Step 6b: Clicking on messages brings you to a new screen where you can see all messages you have received from other users. A back arrow allows you to return to the profile.

Step 6c: Clicking on notifications brings you to a new screen where you are able to see recent likes, comments, follows, etc. you have received in regards to your profile and locations. A back arrow is given to return to profile.

Step 6d: Clicking on “add post” button brings you to a new screen that would allow you to fill in info to add a new location. A back button is given to return to the profile.

Step 7: When viewing the “Map” you are able to click the screen to “zoom” closer to certain locations. Once zoomed, you are able to click on the location to bring up a new screen with that location expand. A option is given to expand the comments section. All screens have an options to return to the previous screen.