Project Definition

InstaVig - The New Social Media Platform

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# Application Goal

InstaVig’s goal is to help people connect with each other from all around the globe. I intend for it to be a platform of where people can express themselves, share what’s on their mind with their fellow users and quickly share images. I have a vision to make this application will be loved by it’s users.

# Target Users

The target users of InstaVig will be young people eager to adopt the latest apps. It will be designed and distributed specifically for people with taste for contemporary apps. I expect the user base to be mostly of people 18-24 years old, from urban areas with tendencies to use their smartphone more than the average user.

# Application Context

InstaVig is an attempt to tap into people’s will to share their thoughts with their social circles. Other services like Instagram and Facebook already do it. However, those applications are massive and heavy loaded with features that most users seldom have the need to use and in the worse case it can even be confusing. So in essence, we want to give the ability to share, but also be lightweight.

# Application Functional Requirements

An iPhone device running iOS 12 and above.