

PhotoCloud

Photo Organizing and Sharing App

Project description

We'll be creating an application that allows users to seamlessly share pictures with others, with the primary focus of sharing memories amongst family members. User's will be able to enter our app, create an account, create groups, invite other users to join their groups and create folders where they can all share their memories. User's will be able to organize their photos into folders that represent an event they want to share with their group.

At first, user's will get up to 10GB of use without charge. Anything above 10GB will have multiple different tiers where payment will be necessary. Paid user's will also get to experience extra features that will be developed in the future, such as unlimited individuals in a group, more storage per folder, and even image editing features.

Team

I'm looking for one or two others to join the implementation team.

Implementation

We plan to implement the MVP using an SQL database, then migrate to NoSQL.

SQL

We will be implementing a PostgreSQL database to begin with.

No-SQL

Once this business becomes more successful and we welcome more users, we will switch to a document based database, such as MongoDB or Amazon DocumentDB.

BOLTS

Here are our expectations.

Business

There will be 4 main tiers for this business:

1. No cost, anyone is able to create an account and create up to 3 groups with a max of 5 individuals per group. If you want to add more individuals, you can pay \$0.99/month per extra user, or one payment of \$10 for the year that auto renews. At no cost, you get up to 10GB of memory to store and retrieve pictures from your database.
2. At an extra cost of \$2.99/month or one payment of \$29 for the year that auto renews, users get up to 50GB of storage, unlimited groups and unlimited individuals per group, plus some extra features that will alter be added
3. At \$5.99/month or one payment of \$59 for the year that auto renews, users get 200GB of storage and the same perks as tier 2.
4. At \$9.99/month or one payment of \$99 for the year that auto renews, users get up to 1TB of storage, and the same perks as tier 2.

The main goal of this application is to allow users to more easily “dump” their images into a folder where everyone that’s been invited to their group can look at the pictures, save them, comment on them, like them, and save them to their own individual folders.

Once we have implemented a minimum viable product, we will seek user’s feedback and venture capital to improve the application and get it into full production.

Operation

The founders will operate the application until it becomes more successful, at which time we will hire a staff, led by a Chief Operating Officer (COO) to ensure value to our customers.

Legal

The business will be a Utah LLC.

Technical

Our priorities will be:

1. Choose and reserve a short domain name
2. Build out the database tables needed for minimal functionality
3. Choose both client-side and server-side programming languages
4. Implement the MVP
5. Get initial users feedback through a survey or an app testing company for functionality and quality

Social

We will gain customers through advertising, although relying mainly on word of mouth and referrals through the app. Each new user that signs up, will receive a unique link they will share to invite other user's to their groups and to try the app. As we grow, we'll establish a marketing department and use social media to get the word out and potentially send out compensation for each referred member that purchases any of the paid tiers.