Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

A web and mobile application that helps photographers search for used camera gear for sale/trade/rent.

Description of Intended Audience

Photographers that are looking for local used camera gear they can buy/trade/ or rent. Since there are delays associated with purchasing an item online, some photographers frequently need a missing item of camera gear for a location shoot same or next day. They are frequently on location or away from the office when this need is realized so a strong mobile platform is necessary along with a feature rich desktop platform.

Core Functionality

Allows users to search inventories of other participating photographers and request a transaction. Users will also be able to create a "Gear Bag" of their items for others to browse.

Feature Set

- Search for Camera Gear
- Filter search results by the following filters:
  - Gear Type (Camera Body/ Lens/ Lights/ Support)
  - Manufacturer
  - Model
  - Sell/Trade/Rent
  - Item Condition
  - Location (By miles from Zipcode or GPS location)
- View Item Details (including images)
- Save Needed Items in "My Borrow Bag"
- Upload personal items into "My Gear Bag"
- Send messages to users and exchange contact information
- User Login / Forgot Password / User Signup

Nice to Have

- Borrower/Seller Reviews
- Email to a friend/self
- Find Insurance for your gear. (Rate comparison of 3rd party insurance providers)

ACME
interactive

Primary Persona

Janet McNelly

"I need to quickly locate gear while im in the field. I need to be able to quickly complete my transaction without dealing with a lot of bloat. My time is precious."

Jannet is a traveling commercial photographer. Due to airline luggage restrictions and her short term memory problems she frequently finds herself in a situation where she is missing an essential piece of photographic equipment. She knows that retail stores are overpriced and she typically only needs to borrow the gear for a couple of days. She hates anything that takes up an unnecessary amount of time so she needs to be able to locate the gear fast and establish communication with the seller/renter as quick as possible. Mobile app is essential to her since she frequently is on location without a laptop computer.

Characteristics	Influencers	Pain Points
Age: 35 Education: BA Photography Job Title: Pro Photographer Tech Familiarity: Moderate Tech Usage: Daily Platform: OSX Mavericks/ Macbook Pro/ IPhone	• A streamlined camera exchange service. • Simple interface that still allows specific filtered results • Ability to find items based on current location • Mobile app for use outside of office.	• Lack of mobile App. • Results that are too far away to be attainable same day. • Adds and Distracting content.

Scenarios

Goal:
Finding camera gear on location.

Method:
Janet searches Google on her IPhone for local camera gear for rent. She searches for the type of gear she wants and the name of the city she is in. She then opens several results and compares the validity of the results and the price points of each result. She then scans the site for contact information and checks the availability of the item over the phone and finally drives to the location to complete the transaction.

Goal:
Finding available camera gear for a future job

Method:
Janet opens Google on her MacBook and searches for local photographers in the area she will be visiting. She searches a "Photographer in (Location)". She then opens the websites of several photographers in the area and finds email information. Then she opens her email client and sends her message requesting a rental. She also sends her website info and a letter from previous loaners expressing her level of care and their comfort level in working with her in the future.

ACME interactive

Secondary Persona

Fred Washby

"I need a platform to host my unused camera gear for sale. I supplement my regular income in the exchange of used gear."

Fred is retired and avid camera collector. He has a massive collection of camera equipment that he would like to make available to the world. He currently posts his equipment in photography forums and on Facebook as available. He also uses eBay to sell his equipment but doesn't like the hassle of dealing with "Those pesky postal people" He doesn't like complicated processes and doesn't like leaving his house except to wander the forest trails. He hates the timer on eBay and cant stand their fees. He also has no idea what PayPal is.

Characteristics

Age: 65
Education: High school
Job Title: Retired
Tech Familiarity: Low
Tech Usage: Rarely
Platform: Windows ME, 1999 Dell Desktop computer with 15" monitor

Influencers

- Easy to use desktop platform
- No timed commitment
- Scalable text for easy reading.
- Ability to generate supplemental income.
- Can socialize with other camera collectors and talk about gear.

Pain Points

- Timed Auctions
- Trips to the post office.
- Inability to easily complete transactions online.
- To many "Youngsters" telling me my stuff is outdated.

Scenarios

Goal:
List camera gear as available for purchase or rent on the site

Method:
Fred goes to the shed and begins the process of turning on his computer, after a 15 min wait he launches IE5 and goes to a photography forum. He writes a brief description of the item he is selling in the "For Sale" forums in hopes that someone will at least start a dialogue with him about it. His post is usually lost among others and he rarely completes a transaction. Because of a previous scam attempt, he is very hesitant on completing transactions even when someone does make an offer. And his infrequent use of the site and difficulty to find his older posts make the process tiresome.

Goal:
Engage with other photographers in the area and discuss their items

Method:
Fred gets on the internet using the previously mentioned method and navigates to askjeeves.com He then fails several times at wording his search appropriately to get any useable results for photography groups in his area. Fred gets frustrated and gives up. He calls the local photography store where he talks to the clerk about their hobbys.

Use Case Diagram

Insert use case diagram created in Illustrator.