

OBJECTIVE

The primary goals that this product must deliver are:
Provide a platform for user to alert and organize their personal interest by using the GPS and tracking information as a diary.
Give the user ability of mobile photo diary use and share from user to user and ability to enhance the creative art idea.

PROJECT SUMMARY

Notification and Mapping

Popin is automatically map out your location of the place you have been to. If the keyword on the user's profile match with near by location Popin will notified the user by using the GPS located information. Popin will also track where you have walked by and where you have stopped. This is very useful for the users that are traveling or visit new place. If the pictures that the users take match with the location, Popin will generate and organize the album of the location of the users.

Photo function

Popin is an application that very useful for the users who would like to keep track their daily life in artistic perspective. Popin allows user to upload and share their picture on Popin as well as keep and organized their personal diary or album. Popin also allows user to use their creativity through their picture by using the filter function that Popin has provide.

TARGET AUDIENCE

Popin targets on active and outdoor user as this will create range of usefulness from users to users. Younger to middle age who start having and income for personal spend outside and like to travel. However, our main audience would be who has an interested in art and give value to their everyday life. Technical knowledge of the user would be someone who at least familiar with most application and not highly required.

PERCEPTION/TONE/GUIDELINE

Popin is like one of those social media application out their. We differentiate ourselves from others by creating trust which associated with the basic idea of diary. We are like user best friend who can they trust to share and keep their personal information. Therefor, friendly tone should be use. Popin created to be easy to use and understand. No complexed task required as GPS will keep and generate all of your informations.

SINGLE-MINDED MESSAGE

*“Personal diary for an active life
who give value to art and life.”*