Oraz - Clone of Oraz business model

PROBLEM

2. Creating a nice interface to help display the camera models and images that are returned.

1. Sending the information of the camera to Flickr in order for it to send back pictures of that particular camera.

EXISTING ALTERNATIVES

Jquery mobile

Flickr api

SOLUTION

2. we can use jquery mobile and use the widgets found in its library to help with the buttons, drop down boxes, and template designs.

1. We can use javascript and backbone.js to create views, models, collections with backbone.js, then use that to connect to Flickr by sending the chosen information to their server to retrieve the results.

KEY METRICS

The total number of stars/positive ratings, and comments that people have rated/wrote about our product.

The number of downloads from the app store, and from the play store.

UNIQUE VALUE PROPOSITION

Want to find out which camera you should buy which takes the best quality images? Use oraz!!

HIGH-LEVEL CONCEPT

Oraz = amazon price check for cameras

UNFAIR ADVANTAGE

It is made by Orazio Lentini and Krunal Intwala.

CHANNELS

Word of mouth

Facebook, Twitter

Through the android play store.

Through the apple app store.

CUSTOMER SEGMENTS

Anyone who wants to buy a camera

Photographers

Children

Women

Men

Adults

EARLY ADOPTERS

Someone who wants an easier way to choose a camera.

Like to take pictures.

Wants to buy a camera.

COST STRUCTURE

Hosting the server of the app = $0 dollars (initially)

Creating the app cost = $0

REVENUE STREAMS

A paid version that lets you search a camera instead of the initial camera models and find images from that particular camera.

Possibly have a paid version of the app that lets you choose two cameras and compare images side by side.

Through the use of advertisement.