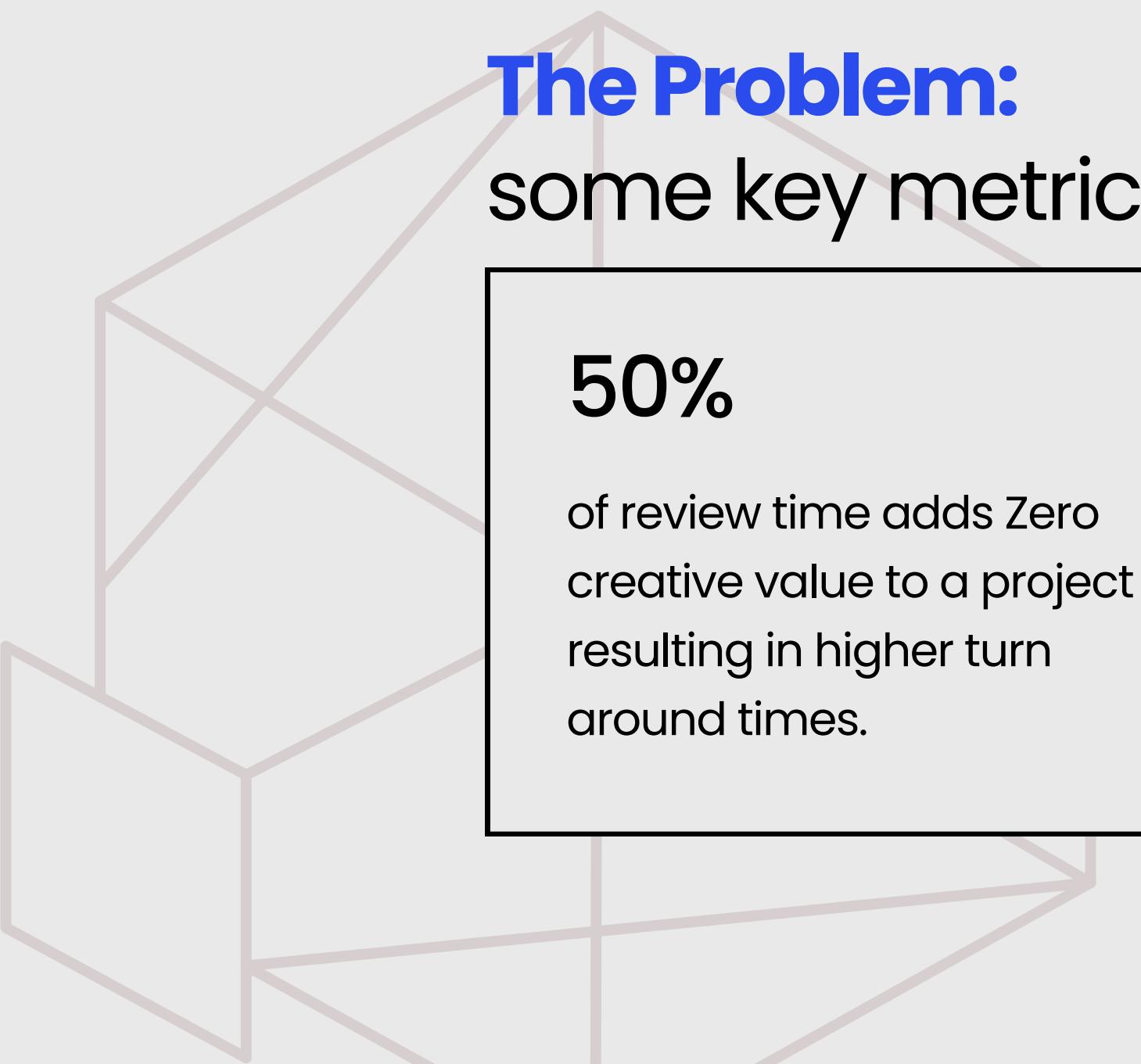




BurstSieve Roadmap





High volume burst photography created a bottleneck where time was lost reviewing near identical images. BurstSieve streamlines this workflow by intelligently filtering duplicates and prioritising quality, cutting decision time without sacrificing creative control.

The Problem: some key metrics

50%

of review time adds Zero creative value to a project resulting in higher turn around times.

3 HOURS

Per Shoot spent on reviewing and deleting near identical images

600 – 1,000

Images per shoot typically burst heavy during a photography session

4 BRANDS

centralised content creation across brands totalling higher review times for more content.

Principles That Shaped the Product

01

**Automation must
reduce decisions,
not remove control**

Photographers don't struggle with deletion, they struggle with confidence. BurstSieve succeeds by recommending a "best" frame while keeping the human in the loop. Adoption comes from reassurance, not aggression.

Why it matters: Tools that override creative judgement get ignored. Tools that support it get used.

02

**Volume scales
faster than attention**

Burst shooting increases output linearly, but review effort scales exponentially. The real bottleneck wasn't storage or editing, it was cognitive load. BurstSieve reframes the problem from file management to attention management.

Why it matters: Solving the wrong bottleneck leads to feature bloat instead of impact.

03

**Local-first beats
"smart" when privacy
and speed matter**

Photographers need instant feedback and guaranteed privacy. By keeping processing local and avoiding cloud dependency, BurstSieve removes latency, data risk, and mental friction.

Why it matters: The simplest architecture often delivers the strongest UX.



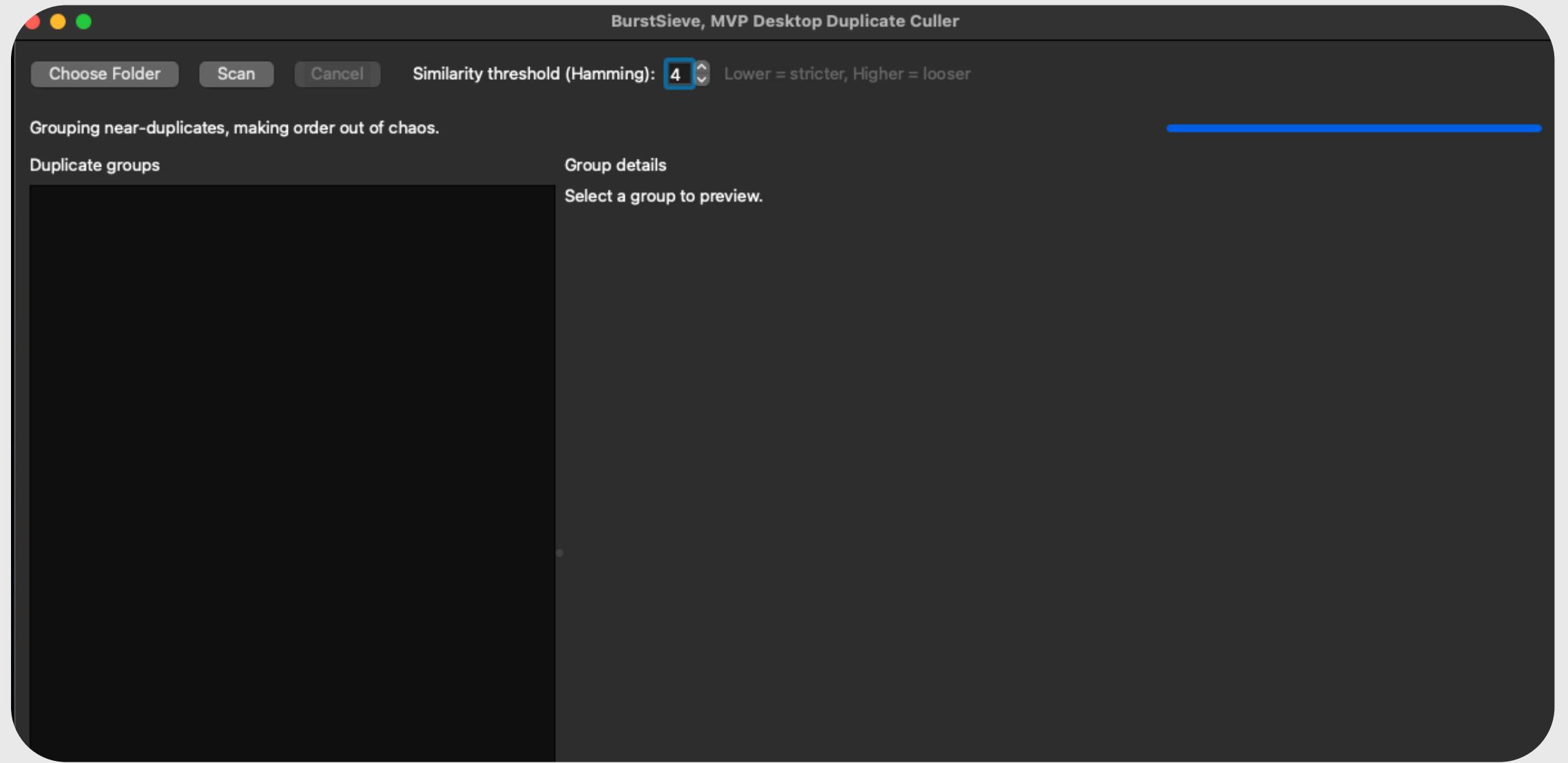
Approximately 50% of production time was spent reviewing content rather than creating it, reducing content velocity, slowing campaign delivery, and limiting the business's ability to scale output without adding headcount.



50%

The bottleneck wasn't editing speed, it was decision density.

Decision Making Became the Bottleneck



Decision making didn't scale.

As content volume scaled, decision-making time increased faster than creative output.

BurstSieve addresses this by reducing low-value decisions, intelligently filtering burst images and surfacing the strongest frame, while keeping human judgement in control.

“scale comes from fewer decisions, not more effort.”

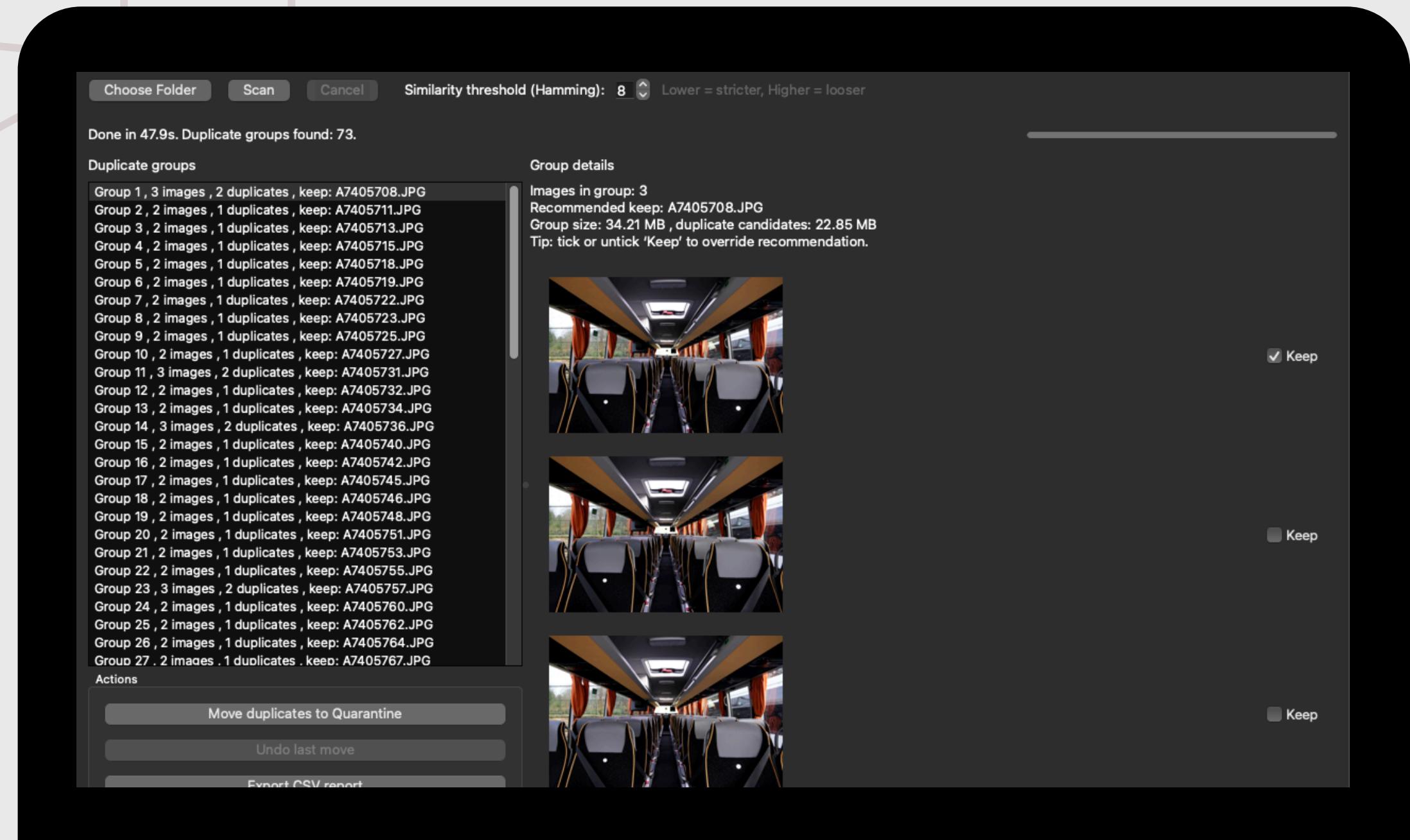


Reducing decision friction unlocked more value than increasing production capacity.

Highlight of a new concept

Rather than deleting anything, the app keeps a human in the loop. One image per group is marked as the recommended “keep”, while the rest are treated as duplicate candidates. These duplicates are never removed permanently. Instead, they are moved into a separate folder called “Quarantine”, created within the original directory.

This approach ensures the process is non destructive and fully reversible. If anything needs to be revisited, all original images remain accessible and can be restored instantly. An undo option allows the entire action to be rolled back, reinforcing trust and reducing risk.



Why this matters



The result is a faster, calmer workflow. Instead of reviewing hundreds of near-identical images, users focus only on meaningful choices. Time is saved, mistakes are reduced, and confidence is maintained because nothing is ever lost. BurstSieve doesn't automate creativity. It automates the boring part, safely.

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BurstSieve

