

## Welcome to the ClickASnap x BU Hackathon! Below is all the information you need to get started on your challenge.

### The Challenge:

We challenge you to come up with, design and potentially build a new feature for the ClickASnap website. As an image sharing platform, which puts the control back into the photographer's hands, we offer a variety of features already (which we've helpfully listed below for you) for a variety of users. So, with many features already available, you're going to need to rely on your creative streaks, as well as logic, to justify why your feature, will add value to the website for our users. We've included a list below of the types of data you would have available, which would help you make this justification.

### Existing features:

Whether you're a general day-to-day user that just likes the photos you take on your phone, or perhaps you've just bought your first camera and you're exploring a new hobby, or maybe you've been a professional photographer for years and want somewhere to showcase your images to potential new clients, we offer a range of features to suit these kinds of users across a freemium business model.

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#### Available Data:

- Daily metrics showing -
  - New sign ups (total & split across membership levels)
  - New image uploads
  - Total views
  - Total 'paid' views
  - Total likes
- Traffic sources (where our sign ups have come from e.g. a YouTube advert, direct traffic etc.)
- Average length of time a user stays on the platform
- Average number of pages a user visits on the platform
- Average lifetime value of our users
- Cancellations

The above is just some examples of the kind of data we collect. For the sake of this challenge, you can create hypothetical data sets using the above, without worrying about what our data actually looks like!

#### What we're looking for:

- Creative thinking
- Justification for why your feature will add value
- How well your team worked together
- The best presentation