# FRAME

Memories shouldn't be work!

how did we land on this name?

We chose the name Frame because it reflects how memories should be treated: intentionally, simply, and without extra effort. A frame doesn't change the moment, it just holds it, preserves it, and makes it easier to share. That's exactly what we want our product to do: quietly support memories without becoming part of the work.
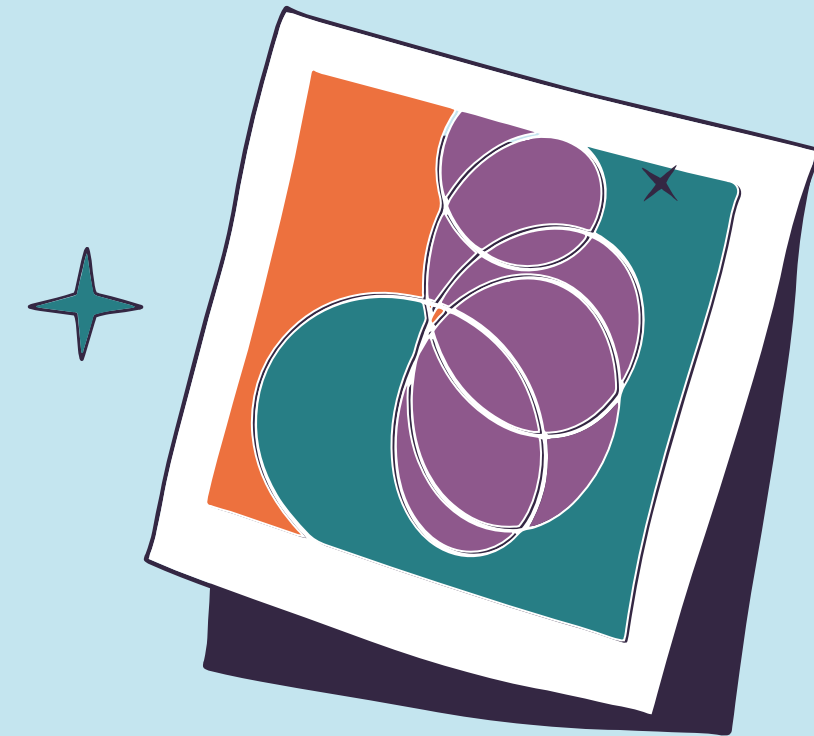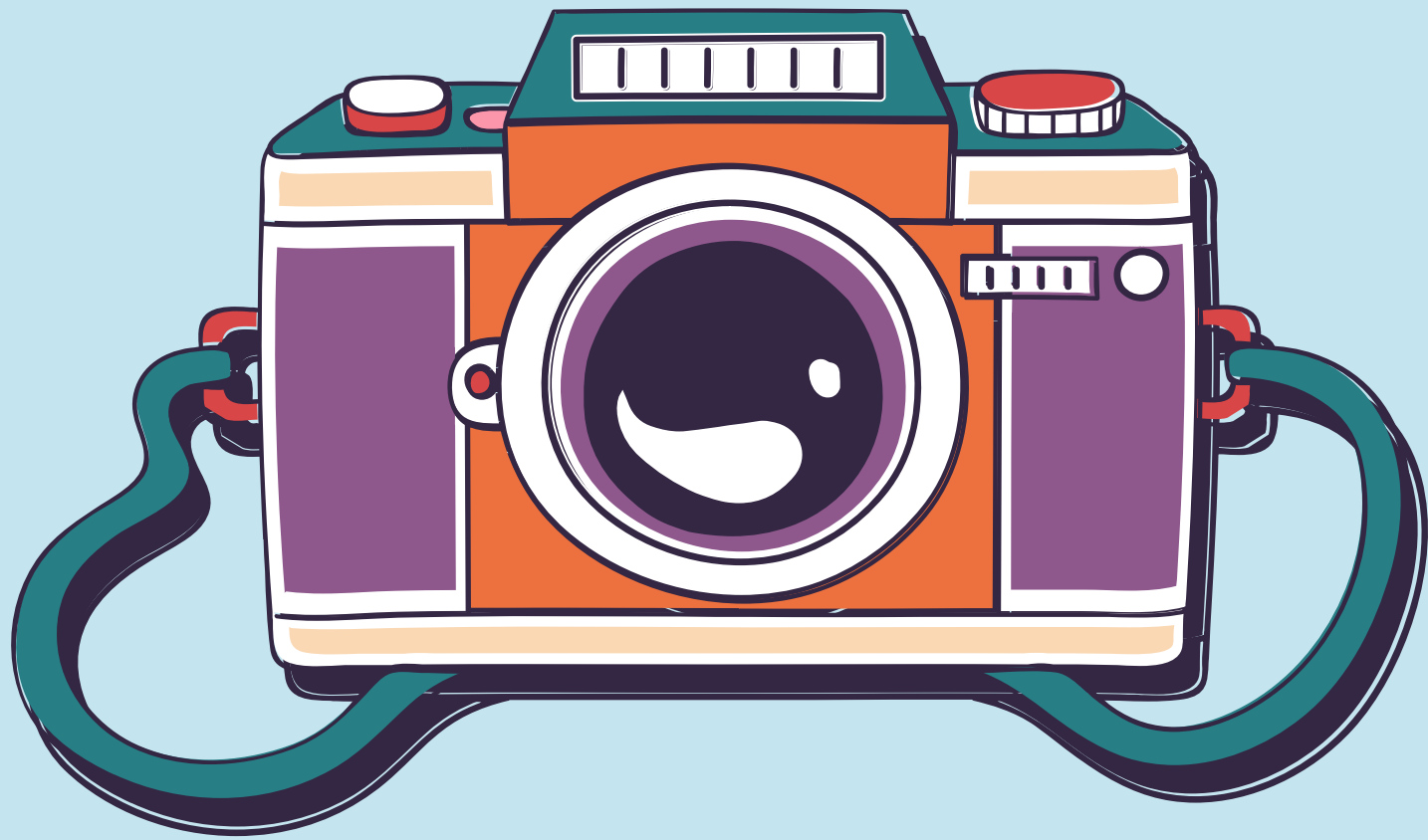
Seamless photo sharing across iOS and Android because memories deserve to be shared, not managed.

01

problem / solution
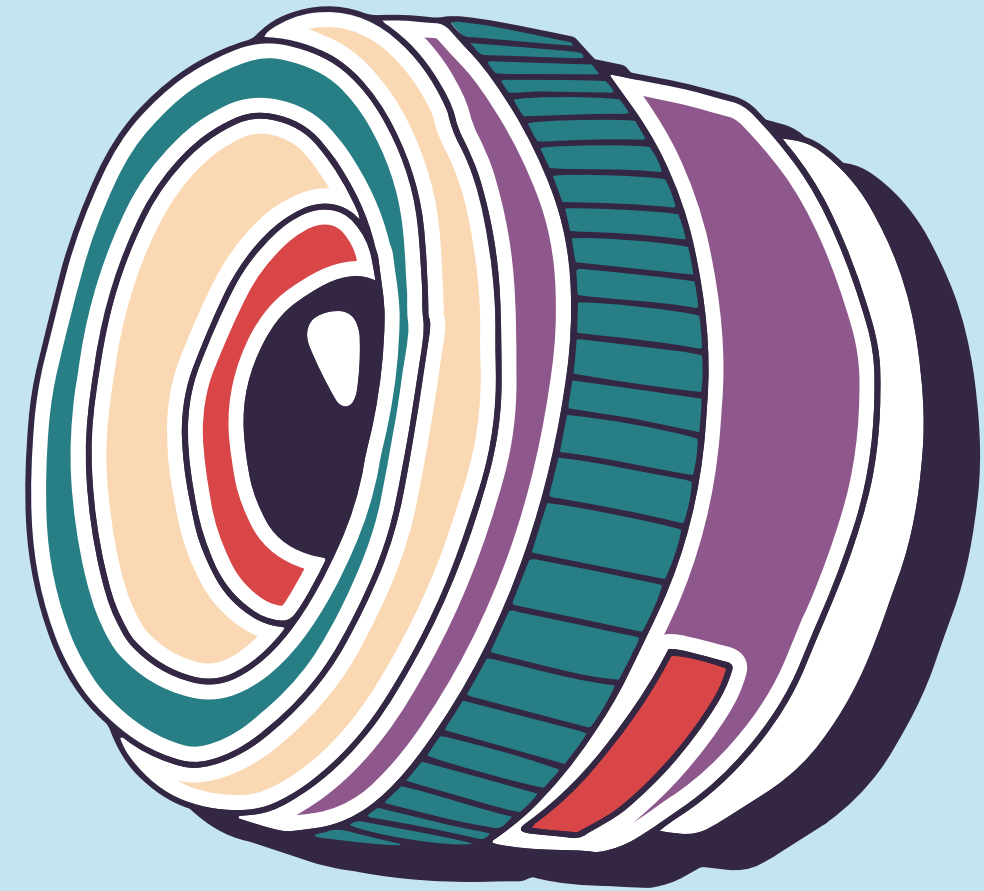
problem statement

- Photo sharing breaks down after the moment, turning memories into manual labor involving sorting, app-switching, and follow-ups instead of enjoyment.

- People lose confidence once photos are shared, worrying about who has access, how long they'll have it, and whether boundaries are respected over time.

- The burden falls on one "default sharer", who becomes a human bridge across iOS and Android, sacrificing time and mental energy to keep everyone included.

our proposed solution is one-time, cross-platform intentional sharing

solution

Frame is a cross-platform photo sharing experience designed to keep memories effortless after the moment ends. It removes the burden of manual sorting, app-switching, and follow-ups by automatically creating shared albums and making audience visibility intentional and clear. Instead of turning one person into the "default sharer," Frame helps groups share photos seamlessly across iOS and Android without losing trust, time, or momentum.

primary user

A student or young adult who naturally becomes responsible for taking and sharing photos after group trips, events, or hangouts
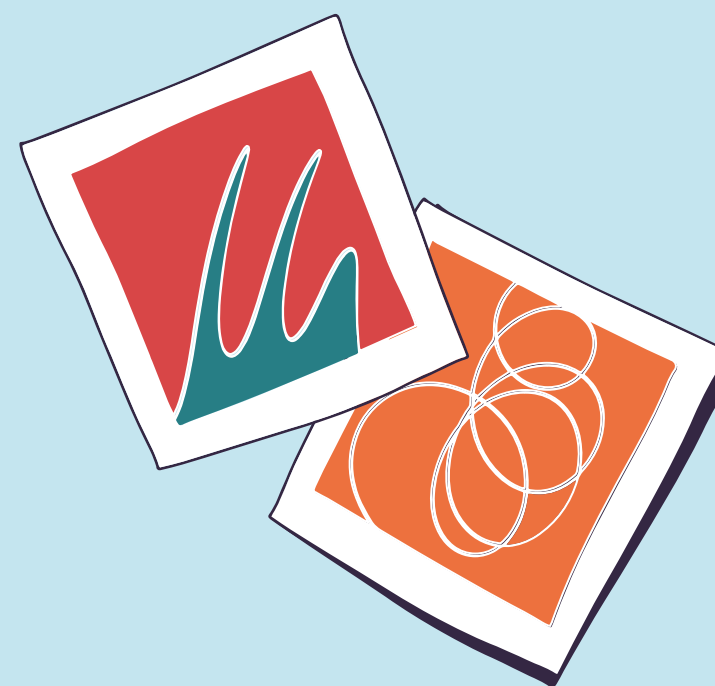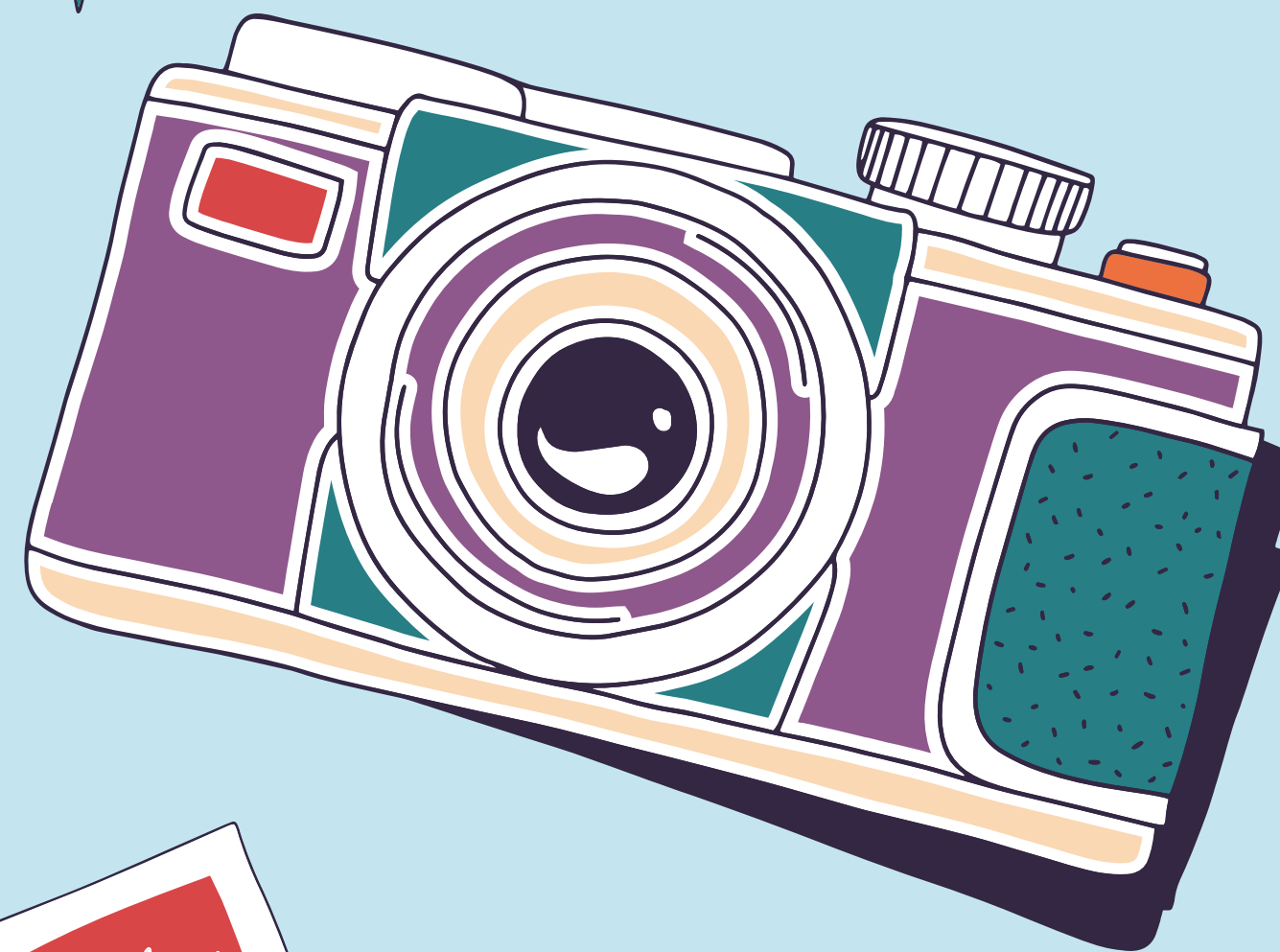
Uses multiple platforms (iOS & Android in their circle) and ends up coordinating links, albums and follow ups

Values preserving shared memories, but feels frustrated by the time, effort, and mental tracking required

02

market research

Google Photos

A powerful photo storage and search tool that prioritizes saving memories, not sharing them intentionally.
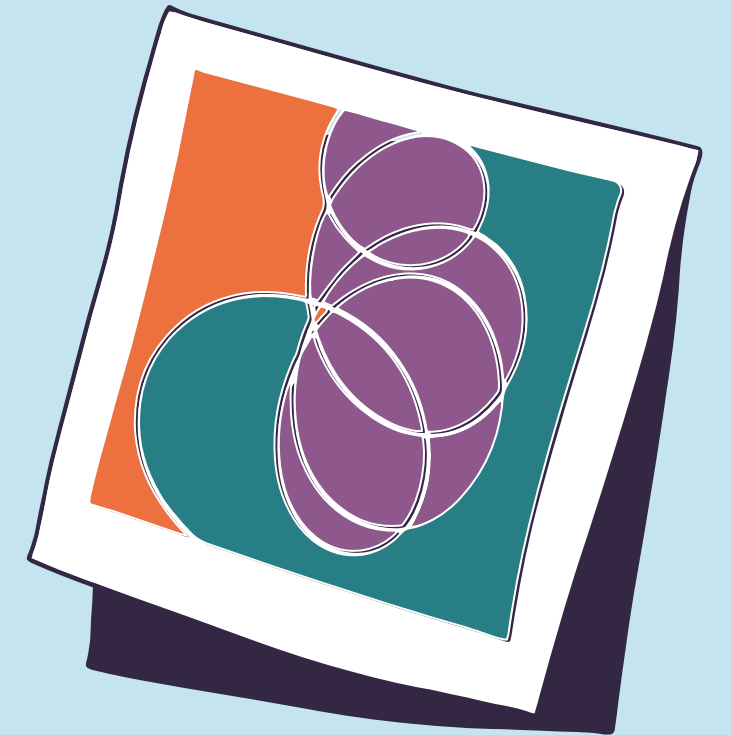
What worked for them?

- Automatically backs up and organizes photo libraries across devices
- Uses strong AI for face recognition, location grouping, and timeline views
- Makes it easy to rediscover old photos through search ("beach," "Sarah")
- Optimized for long-term archival and retrieval

What they missed?

- Is more intended for backup and storage rather than sharing
- Sharing is treated as a final step, not an ongoing state
- Audience context disappears once a link is sent
- Users must mentally track who has access and for how long

Frame hopes to reframes photo sharing as a relationship-aware action, keeping audience and intent visible throughout the process instead of burying them behind a link.

Apple Shared Albums

A simple, closed ecosystem way to share photos, great for Apple users, invisible to others
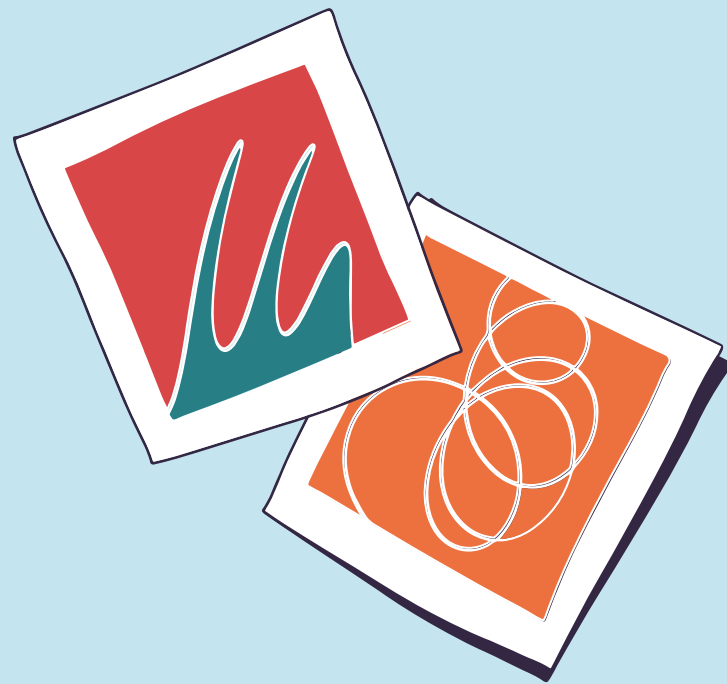
What worked for them?

- Deeply integrated into the iOS Photos app with minimal setup
- Makes ongoing sharing feel lightweight for close groups (family, partners)
- Allows commenting and reactions, reinforcing social connection
- Automatically syncs photos across Apple devices

What they missed?

- Is more Locked to the Apple ecosystem
- Sharing assumes permanent access rather than evolving audiences
- No strong mental model for ownership vs participation
- Poor support for mixed-device groups, trips, or temporary sharing

Frame is built for real-world groups, not device ecosystems. It treats sharing as an intentional, cross-platform experience keeping audience visible and controlled, regardless of whether someone uses iOS or Android.

DropBox

A powerful file-sharing platform that treats photos like files not memories.

What worked for them?

- Strong cross-platform support (iOS, Android, desktop)
- Reliable link-based sharing with access controls
- Designed for collaboration and long-term access
- Clear ownership and permission models

What they missed?

- No understanding of people, trips, or emotional context
- Requires heavy manual organization
- Sharing lacks social awareness (who the photos are for)
- Optimized for storage and delivery, not memory-making

Frame hope to bridge the gap between social sharing and professional delivery combining Dropbox's cross-platform reliability with AI-driven organization and audience awareness designed specifically for photos.

competitor comparison matrix

	Google Photos	Apple Shared Albums	Dropbox	Frame
Free to use	(limited)	✅	(limited)	✅
Cross platform (iOS & Android)	✅	❌	✅	✅
Automatic photo organization	✅	❌	❌	✅
Easy group sharing	(friction)	✅	❌	✅
Long term visibility & access control	❌	❌	✅	✅
Minimal manual effort	(friction)	✅	❌	✅

03
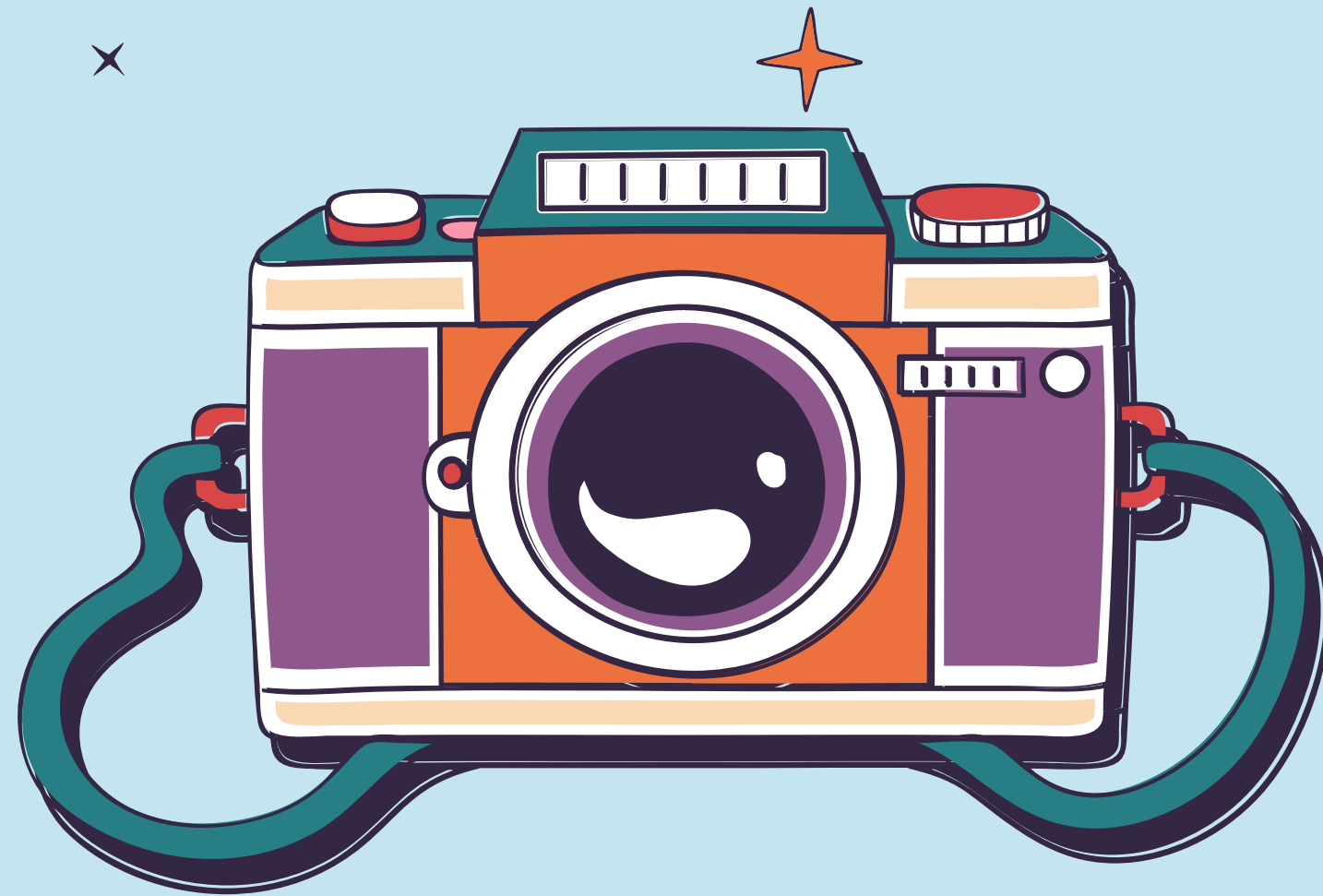
tasks & reasoning

Tasks
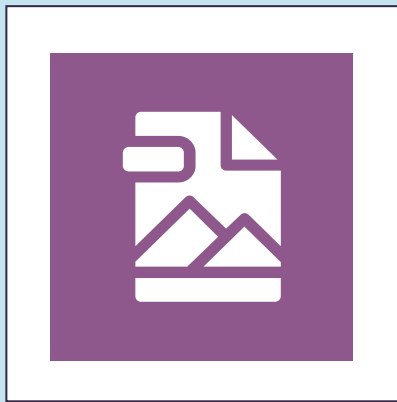
Simple

User can **discover automatically created** albums based on people, trips and shared moments
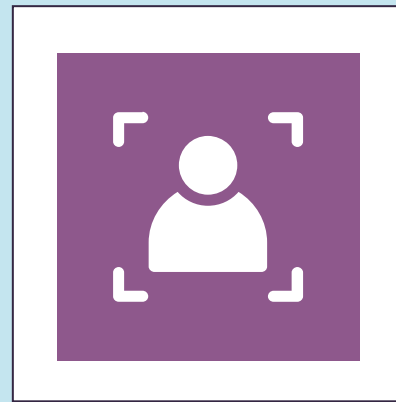
Moderate

User can seamlessly **send** curated albums
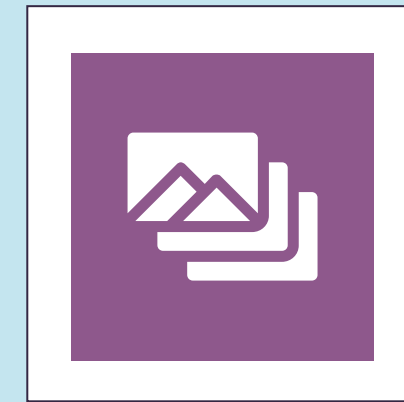
Complex

Users can **collaborate** with friends wirelessly

Reasoning

Simple

This is simple because the user has a single, clear goal (send photos to specific people), requires minimal decision-making, and the outcome is immediate. There's one path to completion and no coordination with others needed.

time: 1:18 – 1:21
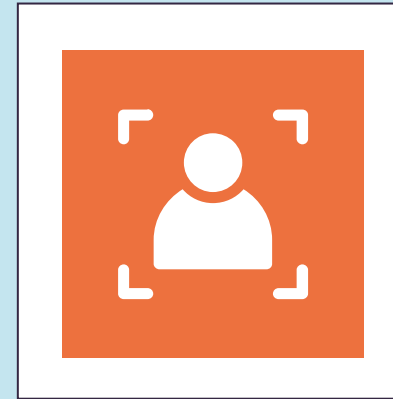
Moderate

This is moderate because it involves multiple steps: recognizing an album was auto-created, reviewing its contents, evaluating who should have access, adjusting permissions, and distributing it. The user must make judgment calls about the audience and access level.

time 1:12 – 1:17:
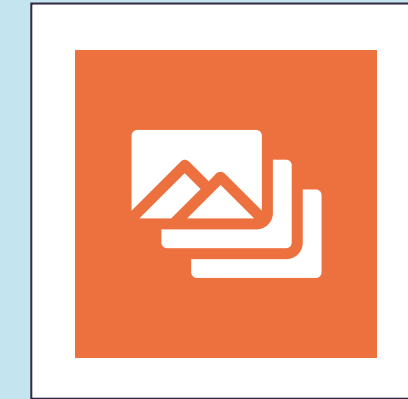
Complex

This is complex because it spans multiple users, requires real-time physical coordination (proximity or managing invite links), involves ongoing participation from others, and has no single defined endpoint. The user navigates both social logistics and technical setup.

time: 1:05 – 1:09

04
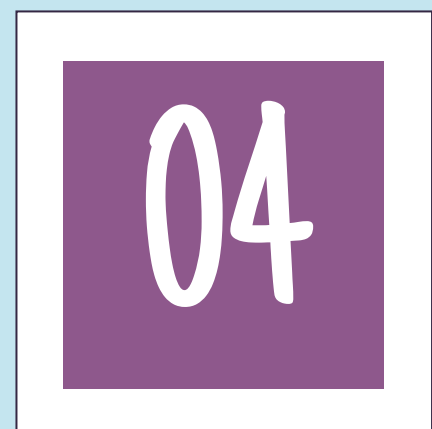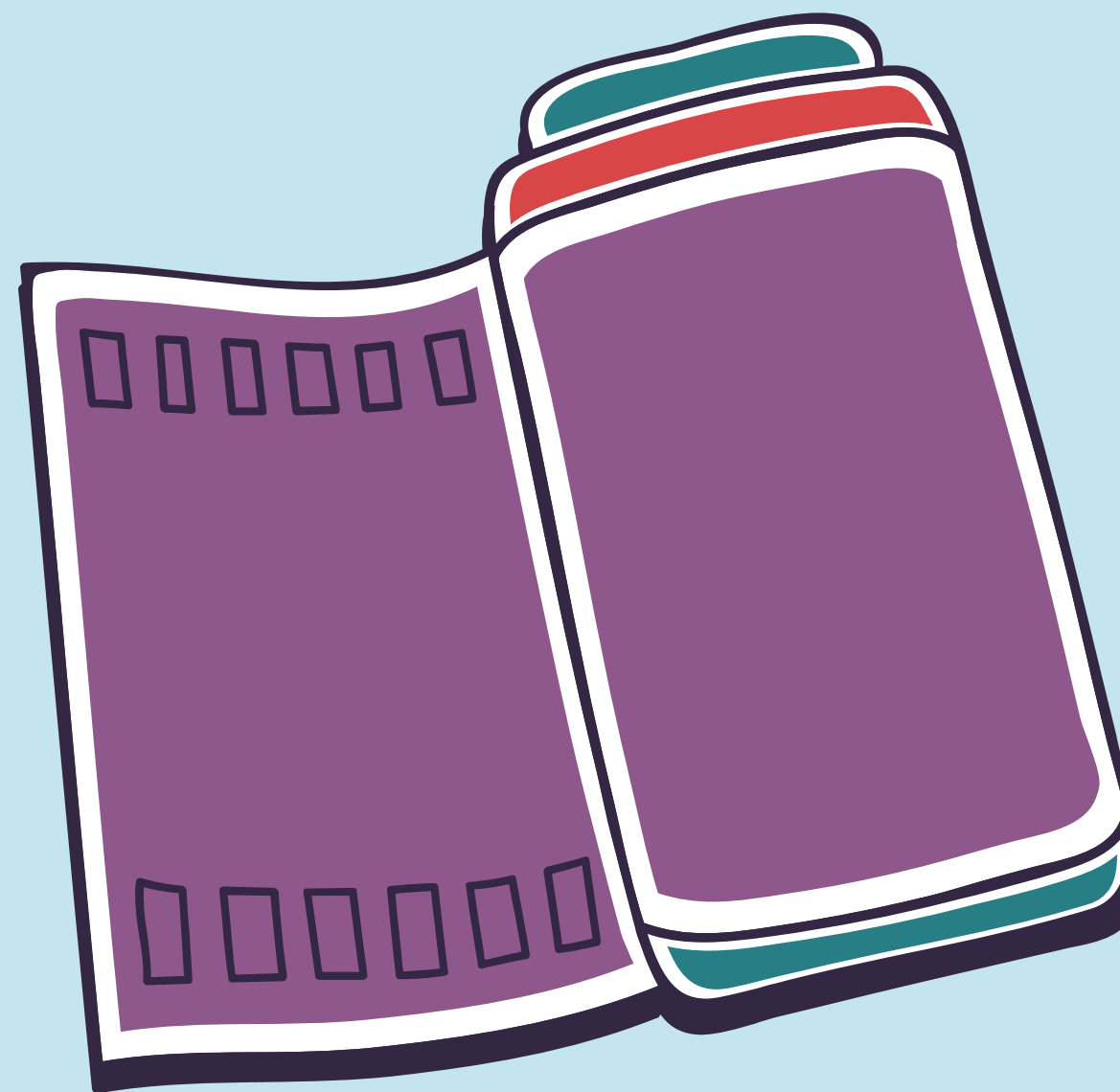
storyboarding

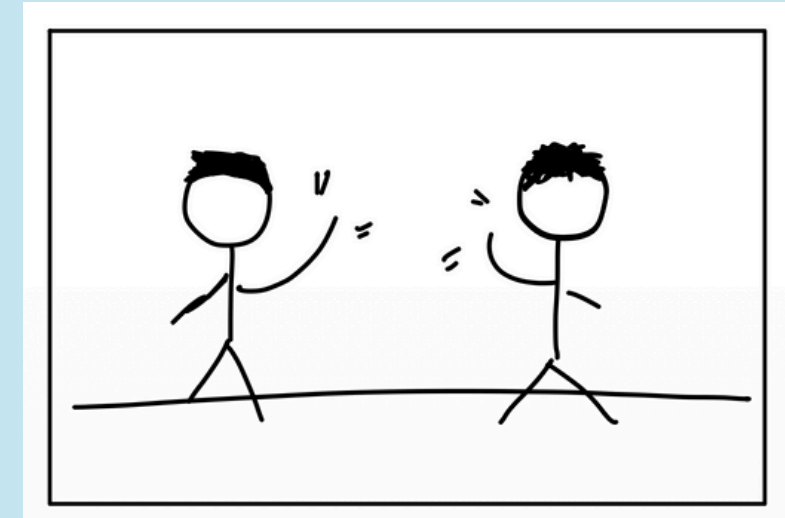# Storyboard: The Background
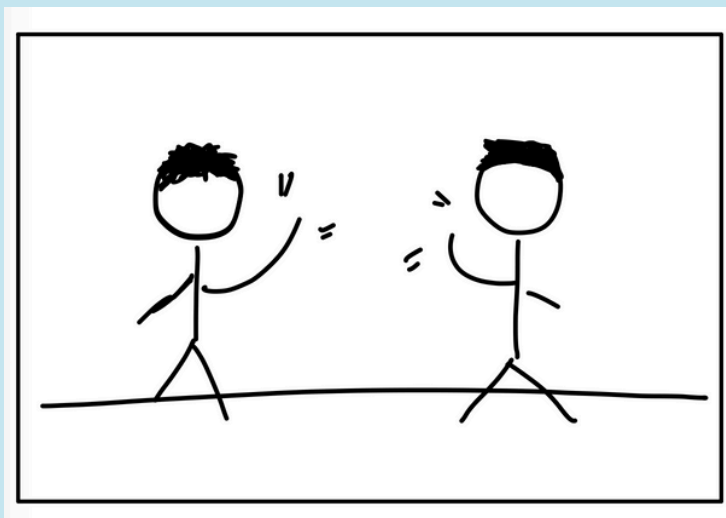
mc meets up with his friend
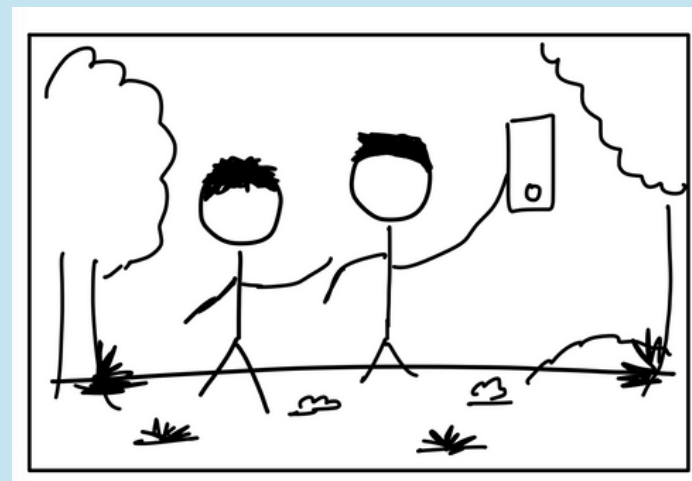
they chill at the park and take photos
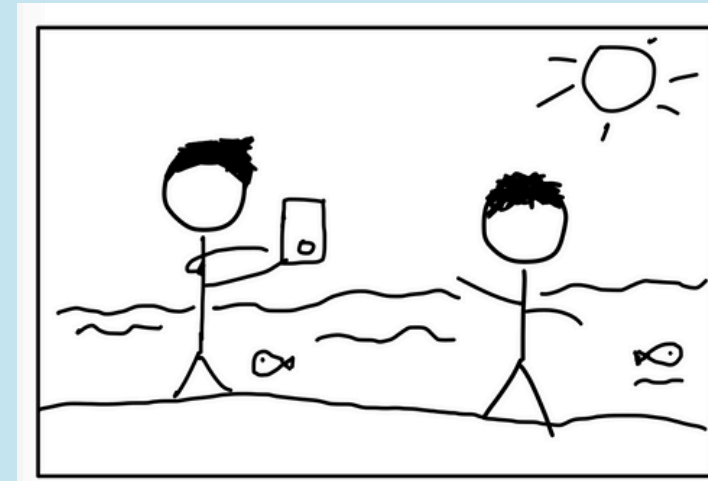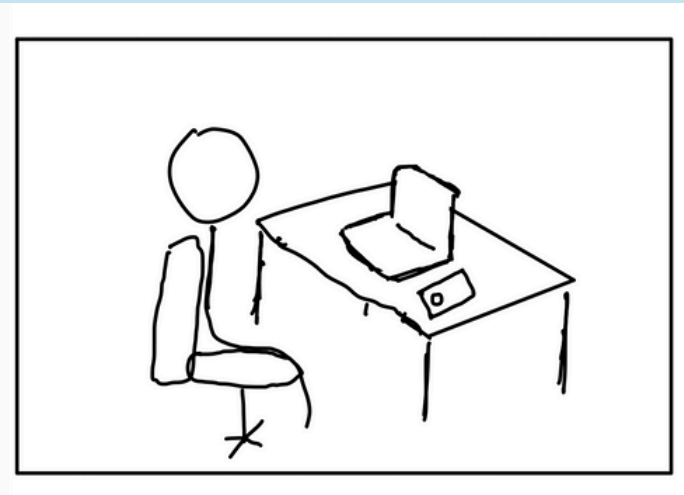
more hanging out at the beach and candid photos

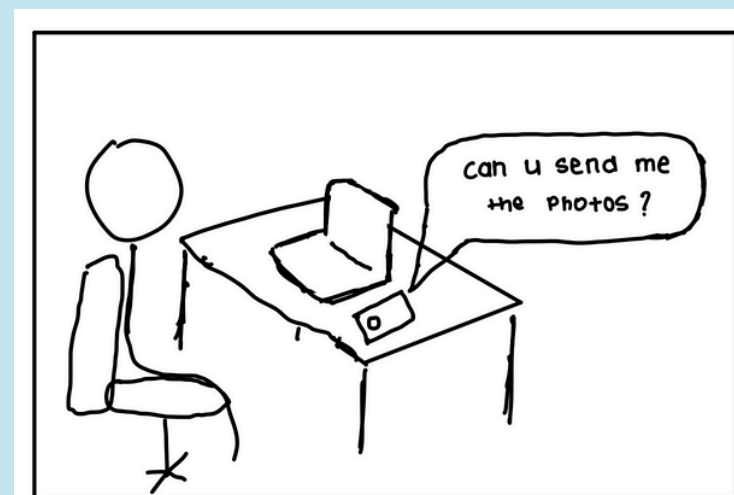mc says good bye to friend and leaves

[narrative function]
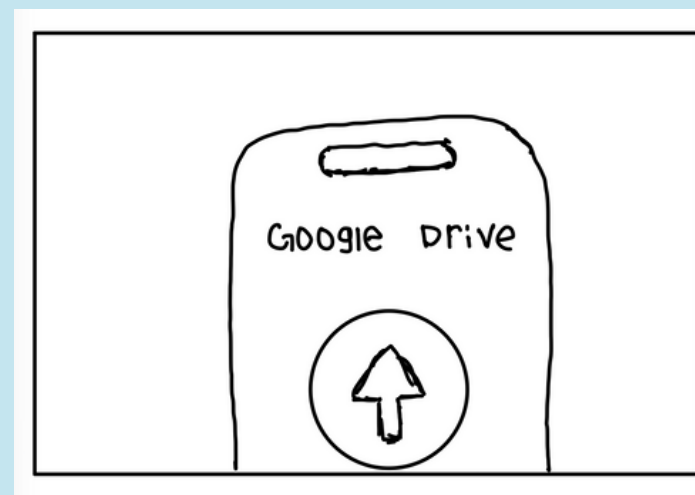**memories are created effortlessly**
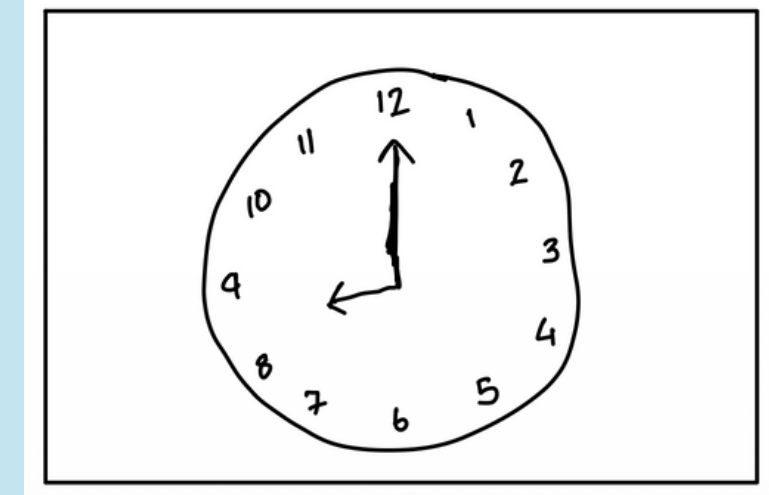
Storyboard: The Problem

[setting change]
with friends -> alone

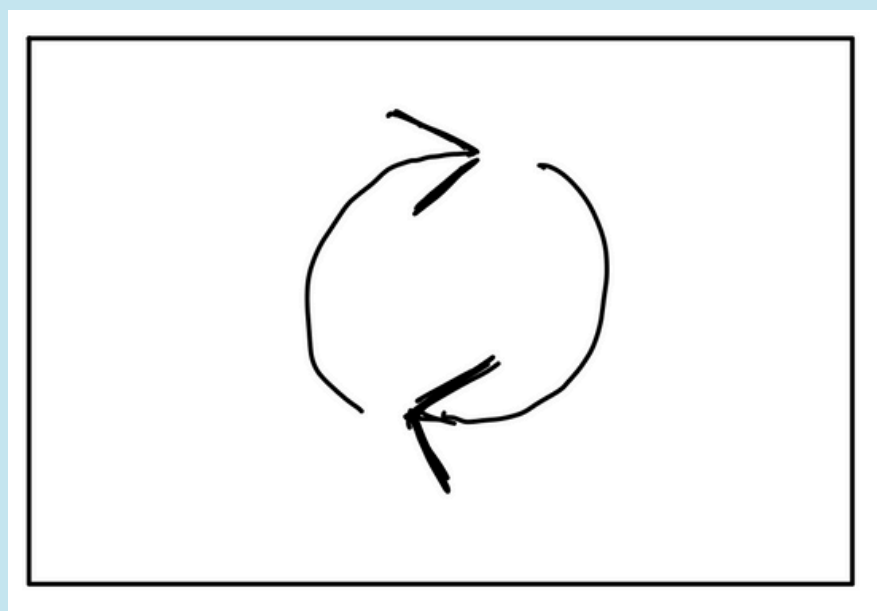mc is chilling at home at the end of the day

mc's friend asks for photos

can u send me the photos?

Google Drive

mc uploads all photos to google drive

uploading take a lot of time

[mood change]
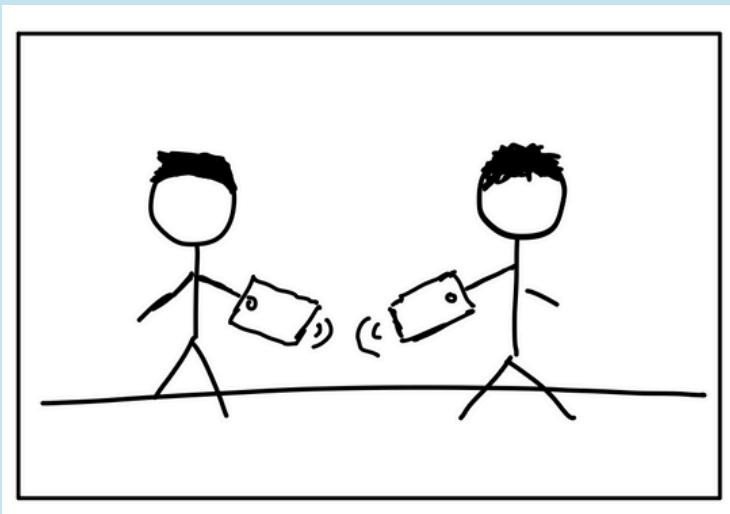**chill -> frustrated**
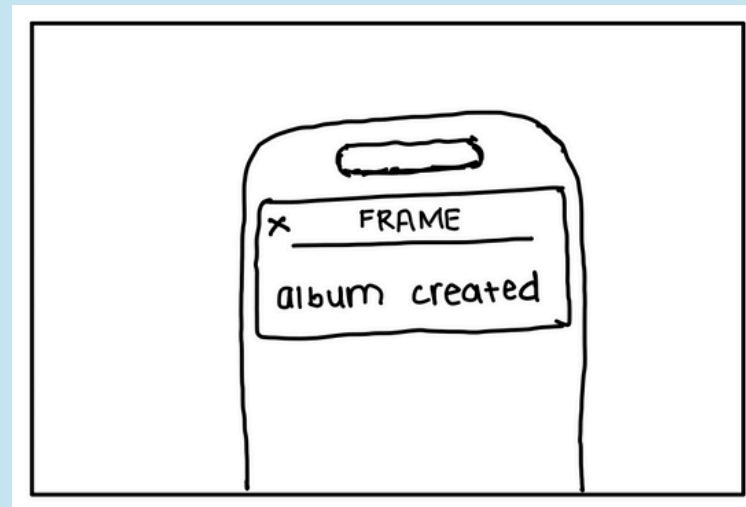
Storyboard: The Rewind

revind back to before the
problem

[narrative function]
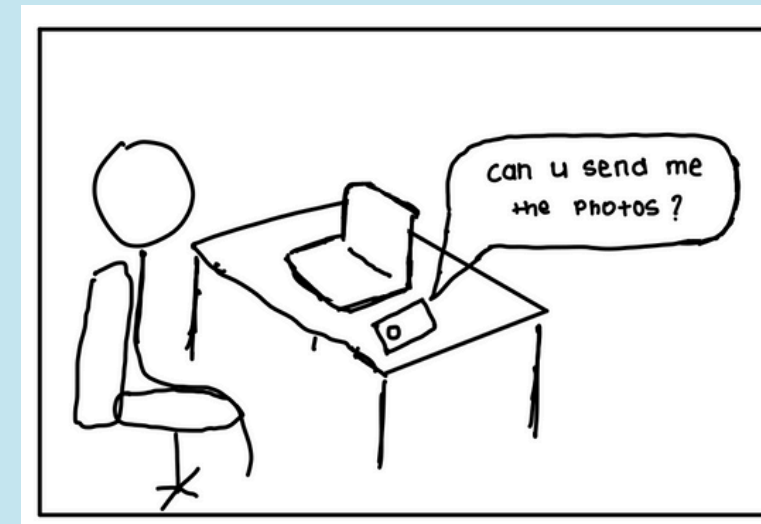**problem → solution**

Storyboard: The Solution

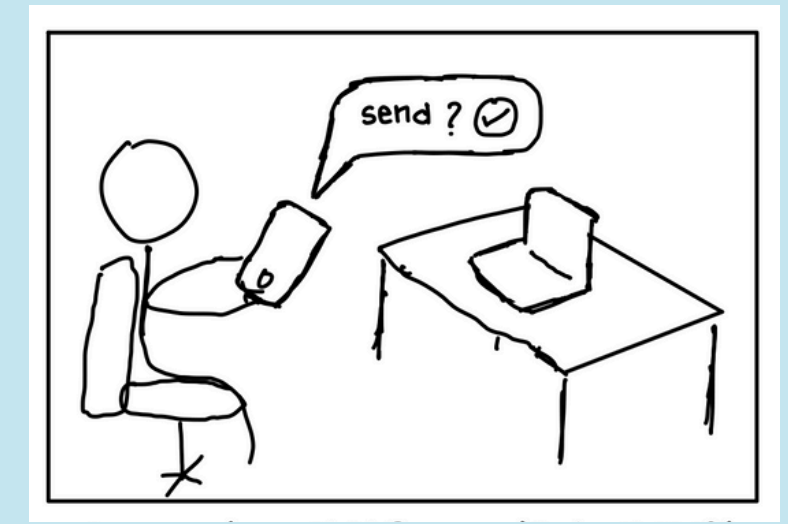**[task 1]**
discover automatically
created albums

mc syncs his phone with his friend to collaborate

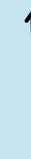mc gets a notifcation from frame that an album is automatically created for yesterday's outing with his friend
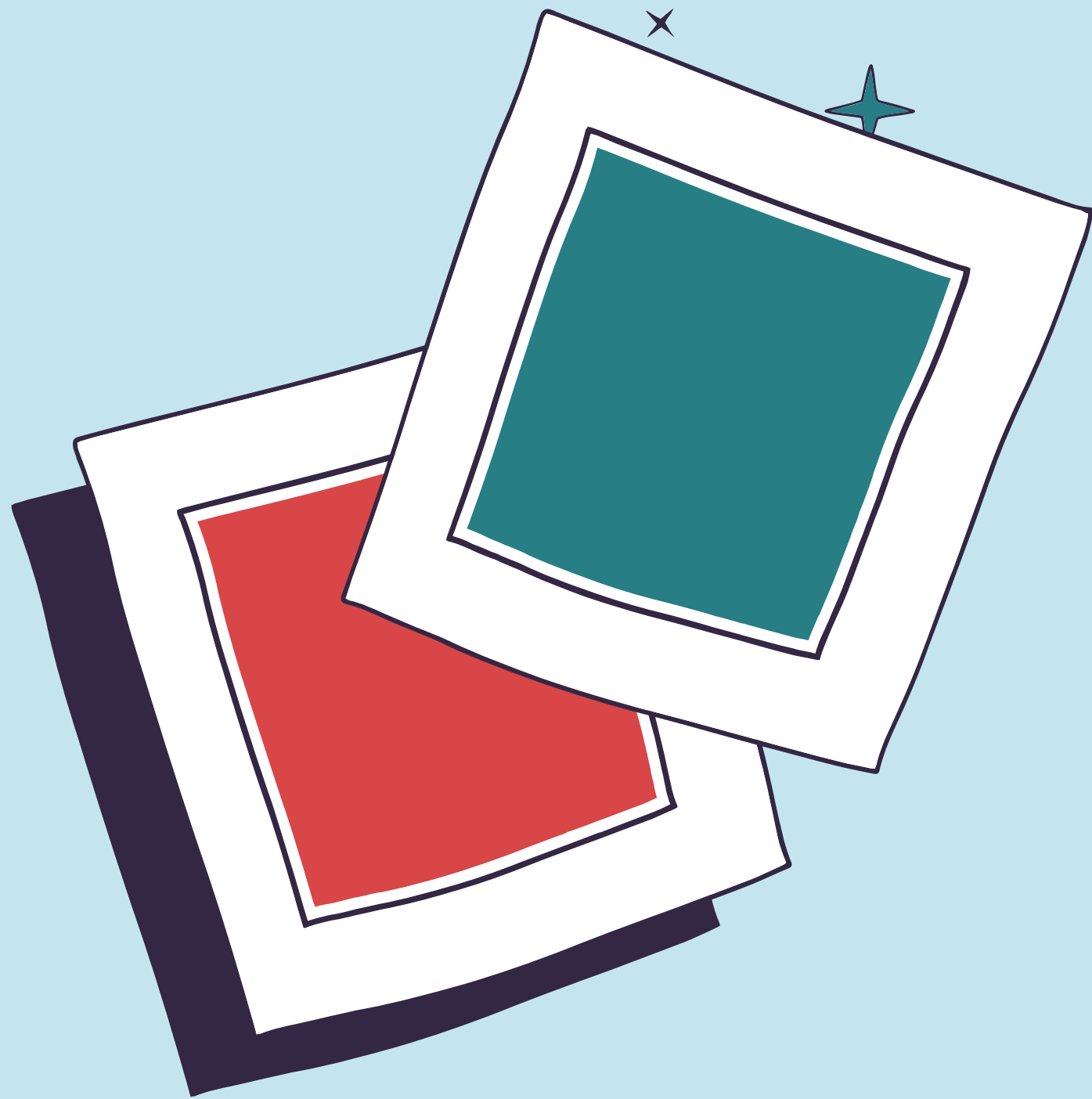
mc's friend asks for photos

mc sends the photos with a single click

[task 3]
collaborate with friends
wirelessly

[task 2]
send albums

05

concept video

frame concept final

Gavin Cao

02:00

vimeo

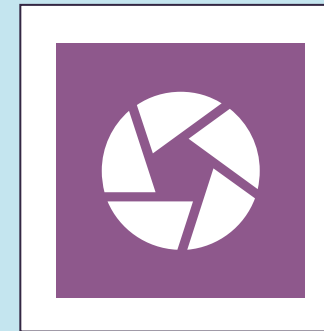https://vimeo.com/1162757315?share=copy&fl=sv&fe=ci
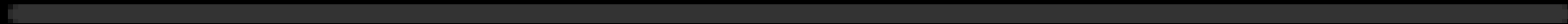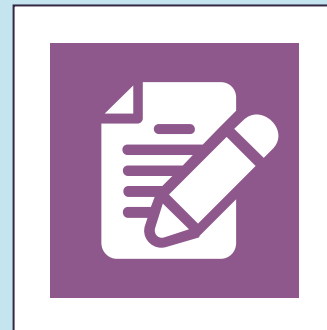
appendix

Storyboarding
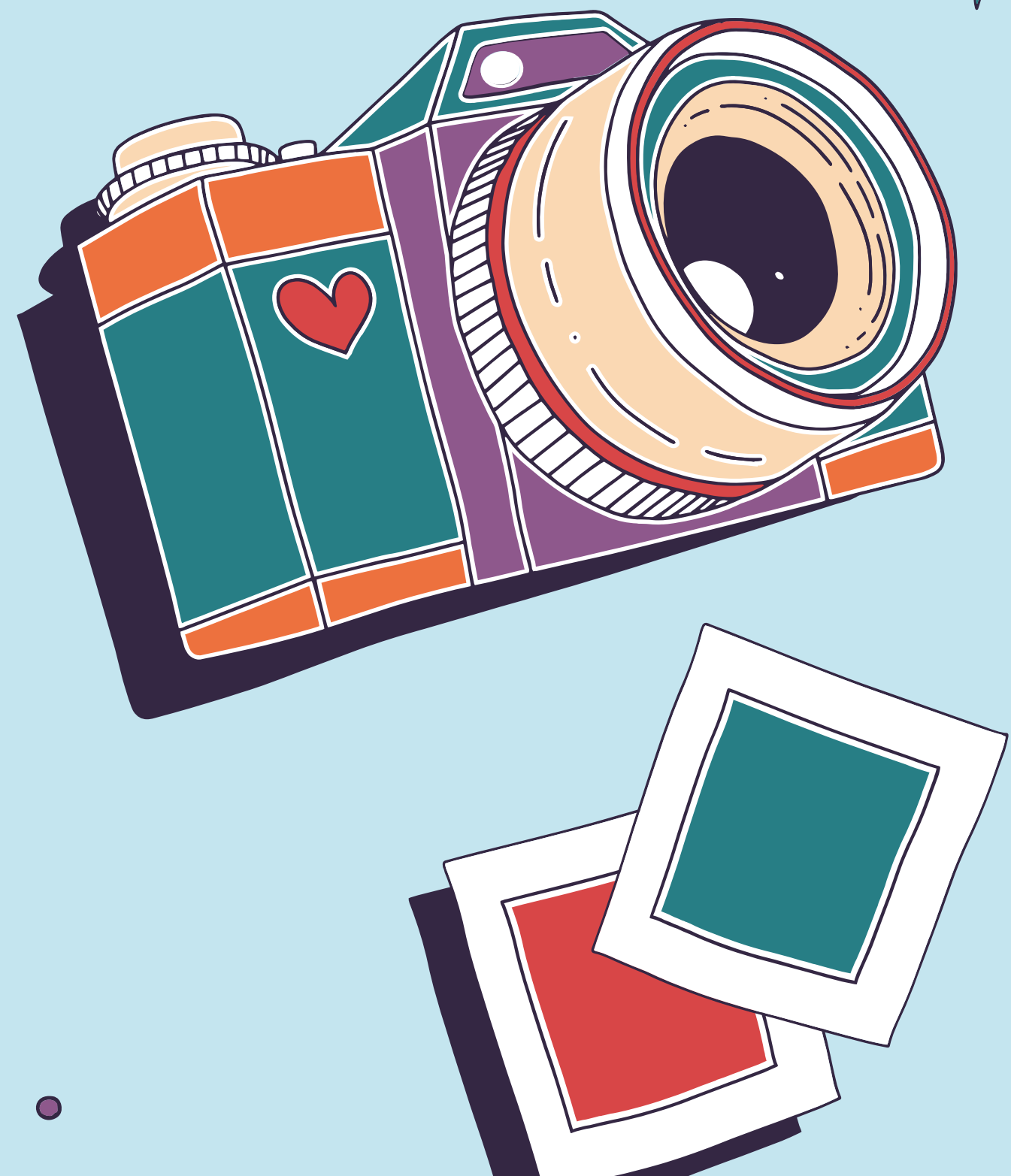Storyboarding brainstorming done on Goodnotes

Video Editing
Video editing done on movavi video editor

Video
Acted by: Rachit Gupta, Gavin Cao
Filmed by: Zeel Patel

thank you!