

DREAMCATCHER

MDDN201
PROJECT 2

ASHLEIGH YI

WHAT IS DREAMCATCHER?

PICTURES SPEAK A THOUSAND WORDS,
BUT DREAMS CAPTURE SO MUCH MORE.

DREAMCATCHER IS AN INTERNATIONAL
PLATFORM THAT ALLOWS BILLIONS OF
PEOPLE TO RECORD, CREATE, SHARE,
DISCOVER, AND WATCH ORIGINAL
DREAM FOOTAGE.

WHO IS IT FOR?

DREAMCATCHER IS FOR ANYONE WHO OWNS A SMARTPHONE AND HAS ACCESS TO THE INTERNET.

TARGETING, BUT NOT LIMITED TO, YOUTHS AND FAMILIES, DREAMCATCHER STRIVES TO PROVIDE QUALITY CONTENT THAT CONNECTS PEOPLE.

HOW DOES IT WORK?

TO RECORD AND UPLOAD DREAMS,
THE MOBILE APPLICATION IS NEEDED.

THE DREAMCATCHER APP MONITORS
DREAM ACTIVITY AND TRANSLATES
THIS INFORMATION INTO A SERIES OF
IMAGES. THESE CAN BE PLAYED
BACK AS DREAMS.

HOW DOES IT WORK?

EACH USER MUST CREATE A PROFILE PRIOR TO RECORDING DREAMS. THIS ALLOWS FOR A LOCATION FOR THE DREAM ACTIVIY TO BE STREAMED TO.

WITH A MINIMALISTIC INTERFACE, USERS CAN EASILY RECORD DREAMS THROUGH THEIR APP AND THEN SHARE THEM WITH THE WORLD!

HOW DOES IT WORK?

THE DREAMCATCHER WEBSITES ALLOWS FOR EVERYONE TO ACCESS DREAMS FLAGGED AS PUBLIC.

THIS CREATES A LIBRARY OF ORIGINAL AND CATEGORIZED DREAMS THAT HAVE BEEN CREATED AND UPLOADED BY DREAMCATCHER MEMBERS/APP USERS.

HOW DOES IT WORK?

UNLIKE OTHER VIDEO SHARING WEBSITES,
DREAMCATCHER IS AN ADD FREE
ENVIRONMENT.

THE DREAMCATCHER WEBSITE IS MATCHED
WITH AN APP FOR DREAM RECORDING
CAPABILITIES. THE COMBINATION OF
BOTH THE APPS AND THE WEBSITE ALLOWS
FOR EXCLUSIVITY FOR USERS, YET
ALLOWS ALL PEOPLE TO EXPLORE
PUBLICALLY UPLOADED DREAMS.

FLOWCHART



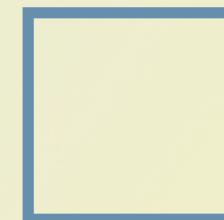
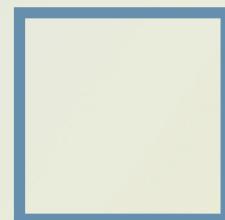
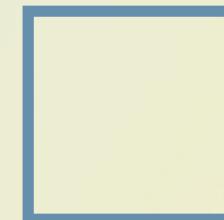
HOME PAGE

BRAND/TITLE

LOG IN/
REGISTER



POPULAR VIDEOS



LOGO

HOME

ME

WATCH

CATEGORIES

SEARCH BAR

VIDEO

VIDEO

TITLE/
DESCRIPTION

NIGHT
MODE

COMMENT FEED

LOGO

HOME

ME

WATCH

CATEGORIES

SEARCH BAR

UPLOAD

PROFILE
UPLOAD

LOGO/TITLE

SECONDARY PROFILE TABS

PROFILE
PICTURE

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LOGO

HOME

ME

WATCH

CATEGORIES

SEARCH BAR

UPLOAD

PROFILE
UPLOAD

LOGO/TITLE

UPLOAD/
DROP TO UPLOAD

WATCH

LOGO/TITLE



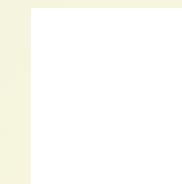
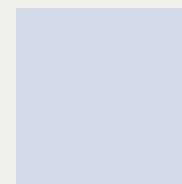
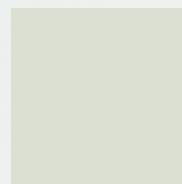
LOGOS & COLOURSCHEME



DREAMCATCHER

DREAMCATCHER

A COLLECTION OF YOUR WILDEST DREAMS



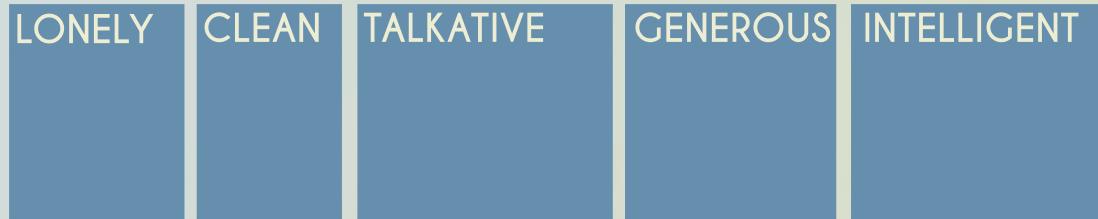
USER PERSONA



ABOUT

NAME: GREG WILSON
AGE: 68
OCCUPATION: VOLUNTEER WORKER
LIFE-STYLE: FAMILY ORIENTED

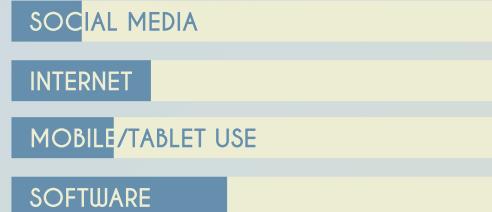
PERSONALITY



DEVICES



TECH EXPERTISE



MUST DO

- SIMPLICITY
- EASY TO LEARN
- MINIMALISTIC
- NOTHING TOO FANCY

MUST NEVER

- BE OFFENSIVE
- DOES NOT WANT TO SEE NUDITY OR HEAR PROFANITIES
- SHARE PRIVATE INFORMATION

REFERENCES/ INFLUENCES



KEY QUOTES

"TECHNOLOGY THESE DAYS IS SO IMPRESSIVE... I WISH I COULD KEEP UP WITH IT, BUT IT'S SO DIFFICULT TO LEARN NEW THINGS AT MY AGE"

EXPERIENCE GOALS

- WANTS TO CONNECT WITH FRIENDS AND FAMILY OVERSEAS
- WANTS TO TAKE KNOWLEDGE OF TECH UP A STEP

RELATIONSHIP WITH BRAND

- OVERWHELMED BY CURRENT TECHNOLOGY
- FEELS THAT HIS EXPERIENCE WITH DREAMCATCHER IS SURREAL AND SPIRITUAL
- IT ENCOURAGES NEW THINKING IN HIM

USER PERSONA



ABOUT

NAME: ALYSSA LAREAU
AGE: 17
OCCUPATION: STUDENT, AT CO-ED PRIVATE SCHOOL
LIFE-STYLE: TEEN

PERSONALITY

HAPPY

TIDY

MATURE

CURIOS

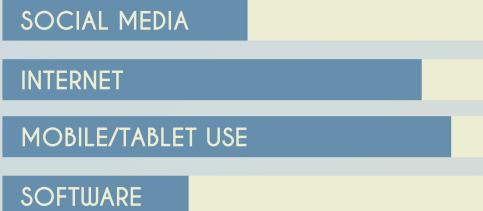
INTROVERT

DEVICES

TECH EXPERTISE

MUST DO

MUST NEVER



- BRIGHT COLOURS
- INTERACTIVE INTERFACE
- EASY NAVIGATION

- TOO MANY POP-UPS
- TOO MANY ADVERTS
- NEEDING TO PROVIDE TOO MUCH PERSONAL INFORMATION

REFERENCES/ INFLUENCES

KEY QUOTES

EXPERIENCE GOALS

RELATIONSHIP WITH BRAND



"TOO MAY ADVERTS CAN MAKE A WEBSITE VERY TACKY VERY FAST. ESPECIALLY START UP/NEW WEBSITES...."

- WANTS A NEW WEBSITE TO FREQUENTLY CHECK
- SOMETHING BRAND NEW AND DIFFERENT

- ENJOYS FEATURES OF DREAMCATCHER
- THINKS THAT IT IS A NEW THING PEOPLE WILL REALLY GET ON BORD WITH
- LOVES THE ORIGINAL CONCEPT OF IT
- FEELS LESS STRESSED WHEN BROWSING IT

CUSTOMER JOURNEY MAP

