rapidportfolio.com

Msc Design & Digital Media
P00178: **Digital Marketplace**

s0972736: Dimitrios Chantzis,
chantzis.dimitrios@gmail.com

Supervisor: Michael Clouser, _michael.clouser@gmail.com_

Edinburgh: 19:03:2010

An online platform that helps users:

- Build a print-friendly image-based portfolio of their selected work
- Maintain an online version of their portfolio
- Be member of an expanding art community

Basic System Characteristics

Fast
Elegant
Simple
Usable

Does not require previous technical or design knowledge

Main Competitors:

Blogger
MySpace
DeviantArt
Facebook

Problem:

High complexity
Irrelevant advertisments in profile pages
Fixed user profiles
Very limited print options
Loads of informal information
No user segmentation
Limited advertising value of users profile

Business Models:

Subscirption Model:
Regular and Premium memberships

Advertising Model

Brokerage Model

Marketing Campaign

Direct Marketing:
Banners, Posters, stickers, button, leaflets, press releases, accounts in social networks

Indirect Marketing:
Word-of-mouth
"tell a friend" functionalities

Timeline

Year 1 & 2:

Support video and audio uploads
Move to dedicated serve
Plan advertising campaign and attract advertisers
Condact usability tests
Portfolio rating functionality

Timeline

Year 3 & 4:

Condact usability tests

Let users design printable portfolio

Add calendar and printable bookmarks, generator with users images

Expand to 2nd dedicated server

Publish "best-of" portfolios anthology

Operating Expenses

Salaries
Marketing
Office rent, furniture, utilities, supplies
Computer equipment & software
Dedicated servers for hostin
External Consultants

Years 1-2: £300,000
Years 3-4: £550,000
Years 4-5: £550,000

rapidportfolio.com

$$$$$$$$$$
Thank you for your time
$$$$$$$$$$