Application Definition Statement

A concise, concrete declaration of the app’s main purpose and its intended audience

Purpose or Main Intent

Pro Photography a web and mobile application that helps knowledgeable photographers to compare / review digital camera models.

Description of Intended Audience

Camera aficionados looking for digital camera comparisons / reviews. Age group leans primarily male 22-45 years old. As the distinctive differences of modern digital camera are in the intricate details, target audience will rely on research before purchasing. As a result, it must support both mobile and desktop experiences.

Core Functionality

Allow users to access a listing of currently available digital cameras. Must support filtering functionality to let users refine results. Will allow users to create a “camera bag” of saved items and share preferred models via social media and email.

Feature Set

* Search for cameras
* Filter search results by the following filters:
  + Manufacturer
  + Model
  + Type (Point and Shoot, DSLR, Micro Four Thirds)
  + MegaPixels
  + Price
* View Detail of available camera (including images)
* Library of saved items (Camera Bag)
* User Login / Forgot Password / User Sign Up

Nice to Have

* Filter by additional specs (lens type, image sensor, memory card) and ranking (user rating, popularity)
* Email to a friend / share on social networks
* Ability to view photos taken with camera

Primary Persona

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| Ciril Jazbec | “I would like to be able to filter search by criteria and quickly help me find the camera I am looking for.”  Ciril works as an independent freelance photographer. He creates permanent visual images for a wide range of creative, technical and documentary purposes. He is extremely tech and has no significant issues utilizing ecommerce websites  His only objection is that some websites don't indulge he’s particular photography needs and makes the search for a particular camera a bit overwhelming. Websites or mobile applications that could be accessible by any device will help him in the search of the perfect camera. |

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| Characteristics | Influencers | Pain Points |
| Age: 28  Education: Higher education  Job Title: Freelance Photographer  Tech Familiarity: Excellent  Tech Usage: Daily  Platform: Microsoft's Surface Pro 3 | * *A fast way to find a camera* * *A way to filter results by quality* * *View images and important information* * *Email or share with colleagues* | * *Lack of search resources* * *Inaccurate information* * *Lack of reviews* |

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| Scenarios | | |
| **Goal: Search**  When the use enter the website he will focus on the search bar. Then he will enter a keyword and once he enters the keyword the results page will show the products in segments. Each product will have its own individual cell, along with its name, price, and ratings. | **Goal: Filter results**  The user will be able to filters the results by cameras specifications, popularity, sale or new. |  |
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Secondary Persona

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| Henrik Knudsen | “I am not used to technology and a easy to use platform with different choices will help me decide on a camera with better features at a affordable price.”  Henrik is a Staff Photographer who produces images for government departments, large commercial corporations, universities, museums or research agencies. He is not tech savvy and he prefers an online simple user experience. With his busy agenda he don’t have much time to be driving around to find a suitable camera store. He would like a simple way to find a camera based on he’s needs and specifications. He will also like to be able to communicate with the customer service or share with friends for advice before buying. |

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| Characteristics | Influencers | Pain Points |
| Age: 45  Education: Vocational school  Job Title: Staff Photographer  Tech Familiarity: average  Tech Usage: Daily  Platform: Mac 0X, Apple iPad | * *Easy to navigate* * *Simple way to find a professional camera* * *Narrow search by results* * *View pictures or videos* * *Easy contact customer service for help if needed* | * *Complicated login form* * *Complex workflow* * *Direct item delivery or store pick-up* * *Refill login information every time he visits the site* |

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| Scenarios | | | |
| **Goal: Finding a Pro Camera**  Henrik opens a browser on his apple iPad and clicks one his camera store bookmark. He then logs in using Google plus. He already has an idea of the camera he interested in. He types the name of the camera in the search bar. He then filters the results by specifications and once the search is narrowed he click on the product image for more information. Once he's in the product page he can view product videos, read reviews or contact customer service before buying. | | **Goal: Save items**  Once Henrik is in the product page he will be able to save the products for later comparison. |  |
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