Mobile App Concept Document

**Working Title of App**

Fototype

**Application Definition Statement**

An image editor with text overlay creation tool, for people who love photography, poetry, or quotes; and would like to share their creation with users in the app or on other social networking websites.

**Features**

Select photos from their Photos app on iPhone

Take a photo instantly

Edit the photos attributes such as hue, saturation, exposure, and more

Select pre-loaded text

Copy text from the web

Write their own text

Upload to social networking websites instantly

Share with fellow app users on the built in social networking interface

**Users**

People who like blogging or social networking websites

People who like photography or art

People who like poetry or quotes

**Persona**

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| **Sara Jones**      17 years old  Highschool Student  Hoping to pursue a Fine Art / Photography degree  In her free time she loves to read books and poetry, go to art museums, and go into the city to take interesting photos  Likes interacting with other people of similar interests online, and is very social and outgoing in her daily life  Loves to use her iPhone 4S to take photos and use apps such as Instagram, Facebook, Tumblr, Twitter, and Flickr  Uses computers and the Internet daily. Experienced with social networking websites, personal blogs, online shopping, and e-mail |

**Genre of App**

Social Networking

**Description Of App**

This app will open on the user’s “Fototypes” feed, displaying other user’s (that they chose to follow) Fototypes, and those users will be able to click on a heart to love their Fototype, or leave a comment as well. The user will have buttons at the bottom to view “Most Loved” Fototypes from everyone using the app, “Create” to edit and create a photo with text overlay (a Fototype), “Catagories” to view Fototypes from every user using the app by category, like “funny”, “happy”, “political”, etc., and a “Me” button to view their Fototypes and account information. This app will be usable by pretty much everyone, I would say mainly young adults who are interested in the content, as it will be simplistic in design and pleasing to the eye. The reuse value will be provided by the motivation to create a new photo with text, and to view other user’s Fototypes. On the popular social networking website, Tumblr, there are many posts with photos that have text over them, saying something motivational, inspiring, depressing, or political. I like looking at those posts and I find myself constantly wishing there was an app to overlay photos with text, and easily share them on websites. I haven’t seen a popular app such as this, so I think this will be groundbreaking, as it makes editing photos and adding text easy and simple. This app will be free. The competition would mainly be Instagram, which is only an app, and Tumblr, which is a website and an app, both are also free, however Tumblr is only an image/blog viewing platform where as Instagram is a photo editing platform, but more limited in features.