Application Definition Statement

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

Purpose or Main Intent

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

|  |  |
| --- | --- |
| John Doe  :::image files:persona-placeholder.jpg | “Input a quote that outlines the personas main use of your application.”  Provide a brief description of typical workflow user currently engages in. |

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| --- | --- | --- |
| Characteristics | Influencers | Pain Points |
| Age:  Education:  Job Title:  Tech Familiarity:  Tech Usage:  Platform: | *In this section, outline the personas concerns and why they would use this web service.* | *In this section, outline any major issues or problems with current workflow.* |

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| --- | --- |
| Scenarios | |
| **Goal:**  List primary goal persona is trying to accomplish |  |
| **Goal:**  List secondary goal persona is trying to accomplish (if applicable) |  |

Secondary Persona

|  |  |
| --- | --- |
| John Doe  :::image files:persona-placeholder.jpg | “Input a quote that outlines the personas main use of your application.”  Provide a brief description of typical workflow user currently engages in. |

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| Characteristics | Influencers | Pain Points |
| Age:  Education:  Job Title:  Tech Familiarity:  Tech Usage:  Platform: | *In this section, outline the personas concerns and why they would use this web service.* | *In this section, outline any major issues or problems with current workflow.* |

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