**Empathize**

Energetic Millennial Kara, has spare time and no technical difficulties. She wants to start a career in digital marketing. An important thing in that sphere is the ability to use photo editing software to present certain information in the most influential and agreeable way to the customer. Although there are many products for editing, there are hardly enough platforms that create a community of artists (in this case that concerns mainly digital marketers and related professionals). Furthermore, it creates a competitive yet very motivating atmosphere for the professionals to promote their work, become better and acquire new skills.

**Define**

People such as our persona:

* like to challenge themselves
* like to compete with each other or just work together
* like to share their work and progress and get recognition for it
* like to acquire new skills and get more experience
* need to be entertained and motivated to keep using an app
* want to use a user-friendly and easy to browse through app

**Ideate**

Photography and visual art community (Art social media)

* Upload and share photos or other art materials
* Weekly leaderboard with the best photos in different categories
* Assigning ranks/badges to people such as “Junior photographer”, “Professional photographer”, etc.
* Voting on art materials, sharing or writing a comment
* Different challenges exploring the creative minds of the users