**Intake 37 Project Proposal**

**Project Name:**

Photography Community

**Project Leader Name:**

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**Group:**

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**Intro**

Photography is a profession that has a deep impact on many services. It has a big community with big demands.

Photographers which are the core of this community need to manage their daily tasks in an efficient way that saves time, effort and resources.

Photographers in Egypt and The Middle East are in great need of a community that fulfills their expectations and wraps all their needs in order to have a smooth work flow.

And as the world is moving towards XaaS (anything as a service), Photography is definitely one of the promising services in the market.

**problem**

There is a weak link between the customer and the providers of the Photography services.

Many talented photographers, who provide good service with low budget, aren't well known in the community.

On the other hand, Customers have variety of service demands whether it’s according to their budget or to the level of quality

**other Solutions**

**500px, Flickr** are out toughest opponents in the market. Both of them are increasing in the capacity of their communities.

**500px** provides customized portfolio and high capacity image storage, yet these services come in high price regarding storage. Only professionals would benefit from that. Beginners who have ambition don’t stand a chance against top paid professionals and will bypass this because they don’t provide variety of price plans for the profiles. Subscriptions for any paid features are very difficult.

They have just launched the hiring for service earlier this year, yet the reviews aren’t with or against it and are still under development.

**Flickr**, owned by Yahoo, provides a better storage than 500px, but this comes with a risk of stealing pictures as any user can download other’s stuff. Their user interface is just as any sharing website.

Both **500px** and **Flickr** don’t handle the issue of spam comments and fake profiles very well.

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|  | **500px** | **Flickr** | **SmugMug** |
| **OVERVIEW: The program includes…**    High-level look at each competitor or competitor's product. Include your own company as well, so you can compare and contrast. | **OVERVIEW:**  500px is a photo community, designed to allow you to get exposure and feedback on your pictures. | **OVERVIEW:**  It is owned by Yahoo, provides a better storage than 500px | **OVERVIEW:**  It is a portfolio-building website, designed to allow you to showcase your pictures in a flexible yet beautiful way. |
| **ADDITIONAL VALUE:**  Beyond basic overview, what value do they provide to a potential customer? | **ADDITONAL VALUE:**  It is about building a portfolio and comparing it against other photographers' portfolios. It is possible to sell individual photos. | **ADDITONAL VALUE:**  Their user interface is  just as any photo  sharing website. | **ADDITONAL VALUE:**  There are social features, they feel latched on to the core mission (and not in a particularly amazing way).  Privacy features. |
| **COST:**  Cost always an important comparison, but should never be looked at alone. By understanding the value and details of the product, you can better compare cost. | **COST:**  Plans are ( 5$ – 10$ – 20$ ) per month | **COST:**  Pro profiles are 6$ per month/ 50$ annual | **COST:**  Plans are ( 4$ – 6$ – 13$ - 25$ ) per month |

**Solution**

Our solution provides a fair competition between photographers in a way that provides customer satisfaction where different storage plans are offered to Service providers according to the capacity of their work.

Photography service needs to be handled online with great flexibility from service request, negotiation and till the method of payment.

**beneficiaries( Customer Analysis )**

* Service providers ( Photographers, Videographers , Directors, Script writers) where Photographers in the Middle East are in large number and has an official syndicate that was founded in 2015
* Indirect Beneficiaries (Events, Newspapers, TV Channels, Weddings, Products’ photography, etc. ...)
* Clients requests any service from the community
* Clients diversity ( universities, clubs, low-income & high income communities)
* Experts that reviews on others work

**Competitive advantage**

* Virtual Reality for GeoLocations
* Photographers can add collaborators to their work assignment
* Our Web application will be available in both Arabic and English languages
* Users can make comparisons between photographers according to different criteria
* Online schedule
* Online payment for services

**list of services and features**

* Profile for each different type of user ( regular, Service Provider “Photographer, Videographer, Director” )
* Storing and Uploading high quality photos
* Photos and Photography sessions are Geotagged
* Photos will be associated with reviews, comments, searching tags and rating by an Expert
* Follow requests between users
* Market yard where photographers can buy, rent or exchange equipment with each other
* Premium accounts

**Technologies used**

**Resources**

**market opportunity**

Our first target is the Middle East as it’s a promising market and most of Arabic based websites doesn’t offer better service for either service providers or their clients.