



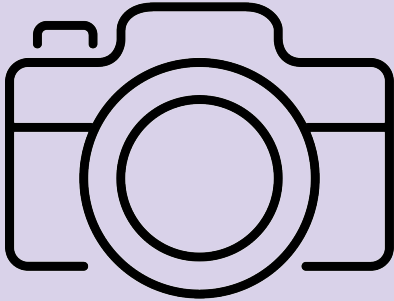
Auroscope

Capture Your Inspiration

We noticed that artists often struggle to document and organize their inspiration in cohesive and meaningful ways. Therefore, we are creating a mobile app where users can capture multimedia which will be integrated into automatically generated into customized moodboards, sparking excitement and creativity.

TASKS

SIMPLE



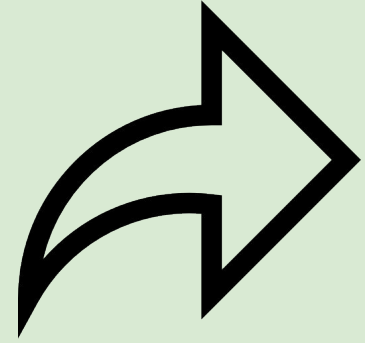
Quickly capture and save audio, pictures, video, writing and drawings **using the app**

MODERATE



Customize synthesized moodboard **automatically generated** from captured multimedia

COMPLEX



Share and collaborate on moodboards with other users

MARKET RESEARCH

SOCIAL MEDIA

Instagram



COLLAGE EDITING

Canva



NOTE-TAKING

Notion



PROS

Multimedia options
Creative tool selection

Design **templates**
Customization levels

Customizable
Aesthetically pleasing

CONS

Designed for **posting**,
not moodboarding

No **media capture**
Little design **guidance**

Clunky interface
Data **security issues**

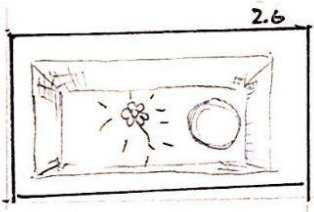
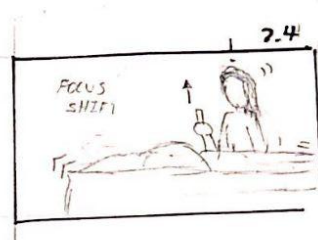
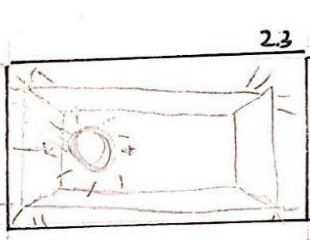
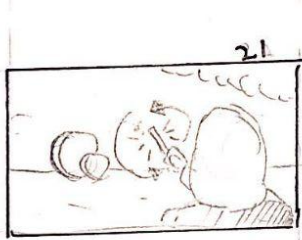
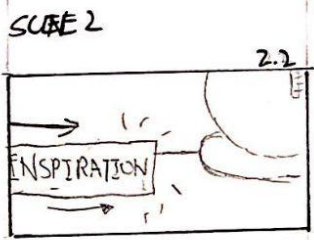
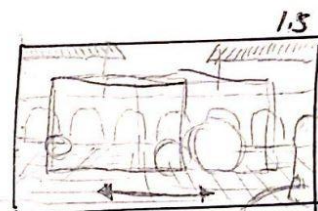
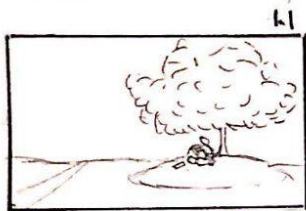
OUR DIFFERENCE

Focused on **creative**,
not social, **interaction**

Multimedia
Automatic **content**
generation

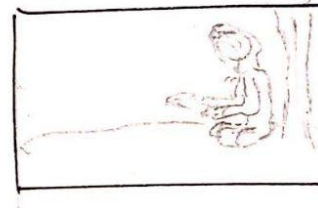
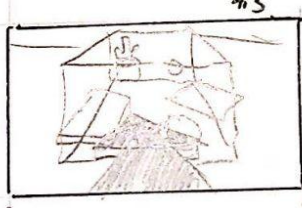
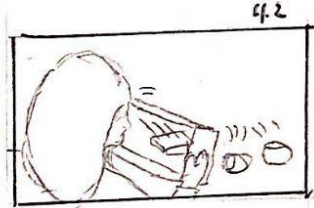
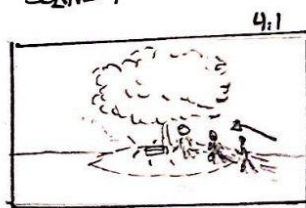
iOS and **multimedia**
capture **integration**

SCENE 1



A4 CONCEPT VIDEO - STORYBOARD
NATHAN SARIOWAN, PRAMOD KOTI PALLI,
KATIE PRESCHALA
CS147
1/25/22

SCENE 4



VALUES IN DESIGN

ACCESSIBILITY



- closed captioning for audio
- alt text for images
- accommodation for multiple types of media

EFFICIENCY



- clean and easy to read interface
- simple navigation
- clear to use

BEAUTY



- aesthetically pleasing
- augmenting existing beauty in users' lives by having them notice it

POTENTIAL CONFLICT:

- accessible interfaces may not be the most aesthetically pleasing, 'efficient' -> we will prioritize accessibility