# PROJECT BRIEF

*Instagram wants to diversify its revenue stream beyond just advertising by allowing users to customize and purchase physical versions of their photos.*

## SOME THINGS TO CONSIDER:
- *Identifying where in the app you will introduce this feature*
- *Understanding how people edit and customize photos for printing*
- *Design a flow for selecting a photo, and editing*
- *Design the checkout and delivery flow*
- *Design the key screens using the look and feel of Instagram*

## TARGET DEVICES:
*A tablet or mobile app*

## METHODS:
*1. Discovery and Research*
- *Competitive analysis*
- *User research*
- *Personas*

*2. Sketching and Ideation*
- *User stories and storyboards*
- *Rough sketches*
- *Multiple possible solutions*

*3. Narrowing Scope and Structure*
- *User flows*
- *Scenarios*
- *Wireframes and sketches*
- *Appmaps and diagrams*

*4. Prototyping and Testing*
- *Prototype*
- *Usability testing and results*
- *Multiple prototype iterations*

## END DELIVERABLES:
- *Project Case Study Presentation*
  - *High-level personas*
  - *Sketches and proof of ideation process*
  - *Proof of design iterations*

- - *Key screens and wireframes*
- *Design specifications document*
  - *User flows*
  - *App map*
  - *Wireframes and/or mockups*
- *Interactive prototype*