**Product**: Shutter Plug

**Client**: Christy Conners, CEO

**Email:** cconnersillustrations@hotmail.com

**Summary**: To connect customers and business owners to photographers and videographers using the Shutter Plug App. Photographers will have access to a web based platform that will launch their business to a higher level of exposure. Photographers/Videographers can simply upload a custom profile and link their social media and websites to the Shutter Plug App to gain thousands of potential clients. Clients can quickly browse through different photographer profiles easily by using Shutter Plug’s filters such as: *Location, Availability, Price Range, Portrait/Studio, Wedding, Product, Sports, Architecture, Interior Design, Events, Drone*

**Desired Functions**:

* Ability for Photographers/Videographers to upload a short profile with a picture of themselves, bio, and a link to their Instagram/Website
* For potential clients to search for a photographer using a few filters
* To provide a scrolling feed to both photographers and clients similar to Instagram with information on events, advertisements, photo contest, etc. This feed would be uploaded by an employee of Shutter Plug weekly

**Potential Questions for Clients:**

**Questions about Roles / Users**

* **What would you like your different types of users to be able to do?**
  + **Admin:**
    - **ANSWER: Ourselves and Christy**
  + **Employee:** 
    - **ANSWER: Edit photographers (no riff-raff)**
    - **ANSWER: Approve / deny photographers**
  + **Photographers/Videographers:**
    - **ANSWER: Ability to create profiles - more below**
  + **Clients:**
    - **ANSWER: Can like or comment on photographers**
* **Verification process for photographers and videographers?**
  + **ANSWER: Approve / deny each photographer as they are attempting to create a profile**
* **Authentication and roles - new users / photographer / client / admin?**
* **Is there a limit for what each profile can store?**
  + **ANSWER: Answered below - not a hosting platform for them - not the point of this app**
* **Comments on projects or user profile?**
  + **ANSWER: Rating system if possible - leave reviews or a “like” button -**
  + **ANSWER: Anybody could “like” a profile - but also an option to leave comments -**
* **Ability to store past employers who used site?**

**Layout and Design Questions**

* **What should be featured from each profile, while the users are scrolling through search results (sample of work / location / services)?**
* **Announcements section / feed should be shown in date-descending order (newest first)?**
* **Any particular design layout / color scheme that you would like to follow? (Any other websites that you want to draw inspiration from?)**
  + ***Sounds like she already has another app that we can draw inspiration from***

**\*\*Priority features\*\***

**Monetizing and Revenue**

* **Development license - MIT open license? For-profit or not-for-profit? If she is the CEO, we need to talk about how to split any revenue that this project may generate, *including recurring revenue sources***

**Meeting Notes: 11 AM - 12 AM 8/31/2019**

* Christy doesn’t want any money exchanged through the app between artist and client
  + She would like to adopt a tier-based or subscription model, but we stressed that might be out of scope for our project and a future to-do item
  + She realizes this will be a big undertaking, especially as she is not versed in the technical aspects, but is really looking for prototype to show off for grant proposals
* Her vision is for this to be a home base for photographers to go to
  + Gwinnett Co has a monopoly / no competition - this would help free market
  + Most photographers complain that clients will only hire portrait photographers - wants to be very broad
  + Suggested Rap Plug - <https://www.rapplug.com/> as a comparison
* Profiles for photographer
  + their social media links
  + picture / underneath a bio
    - don’t want them to upload an entire portfolio
    - maybe 3 current pictures and then link to their external website
    - similar to Tindr - (if it did link their Instagram it will pull up the most recent four photos)
    - not a lot of uploading (no photos / videos uploaded to this app)
  + She will email full list of filters later, but will include:
    - Location/Travel Radius
    - Availability
    - Price Range
    - Experience
    - Certifications
    - Specialities (long list)
* Scroll-based feed (like Instagram)
  + Big feature that will keep users coming back and engaged with the app, should be featured prominently
  + Will showcase multiple types of items:
    - featured photographers, top liked photographer
    - Ads
    - Product Reviews
    - Event Promos
    - Studio rentals
    - Drones and lightroom and photoshop tests
    - Studio rentals in town
* Would likely require a portal for advertisers to submit material and employees to approve
* Later on - photographers to get data analysis of page views / (maybe tier subscription)
* Video chat / messaging chat capabilities with the client / photographers?
* **Must-Haves:**
  + Ability to upload profile for photographer (profile photo, bio, links to personal sites)
  + Ability to search for user profiles and display search results
  + Universal scroll feed