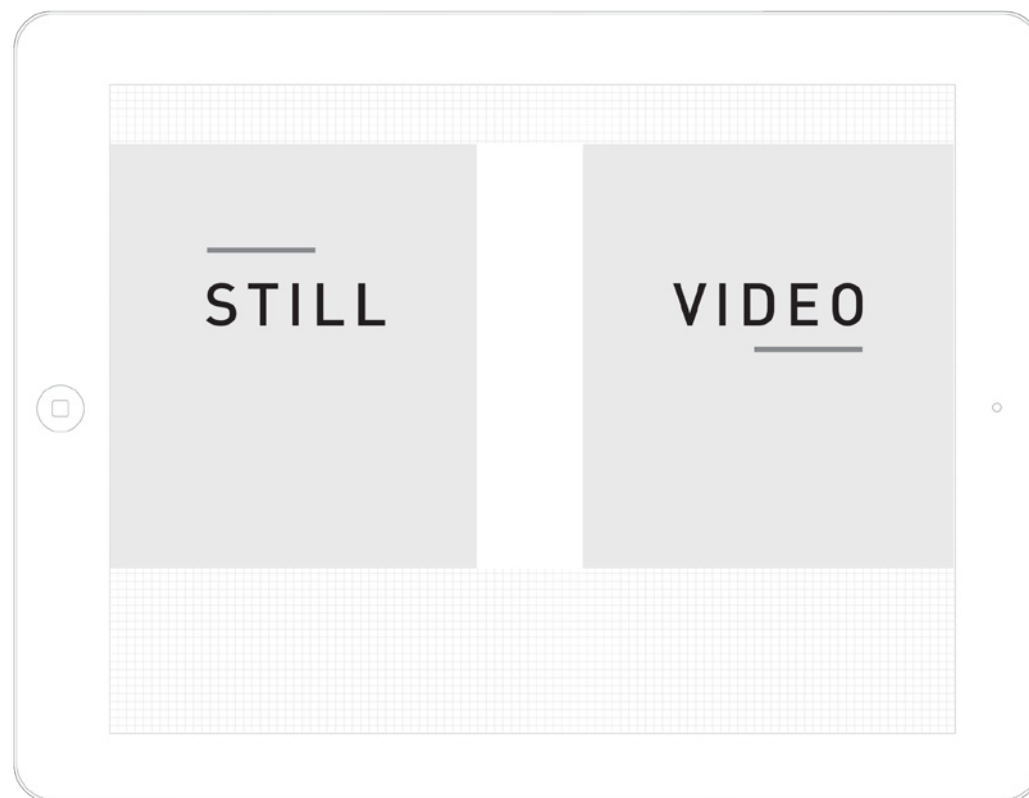Kodak

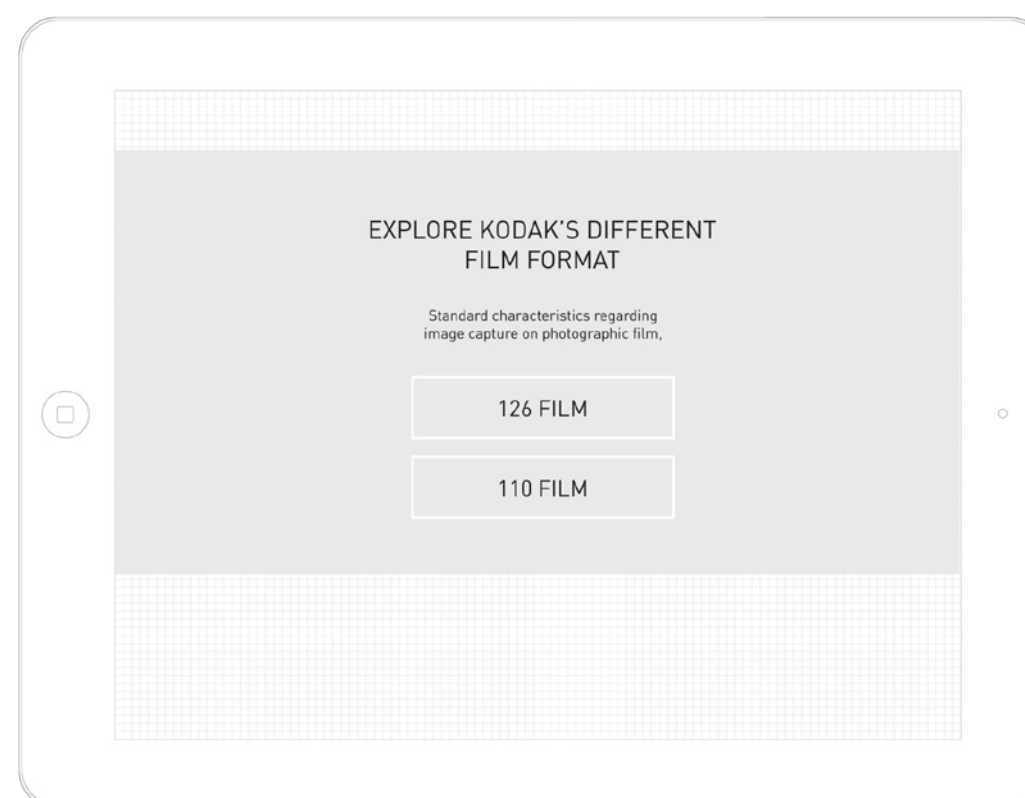# PROPOSAL
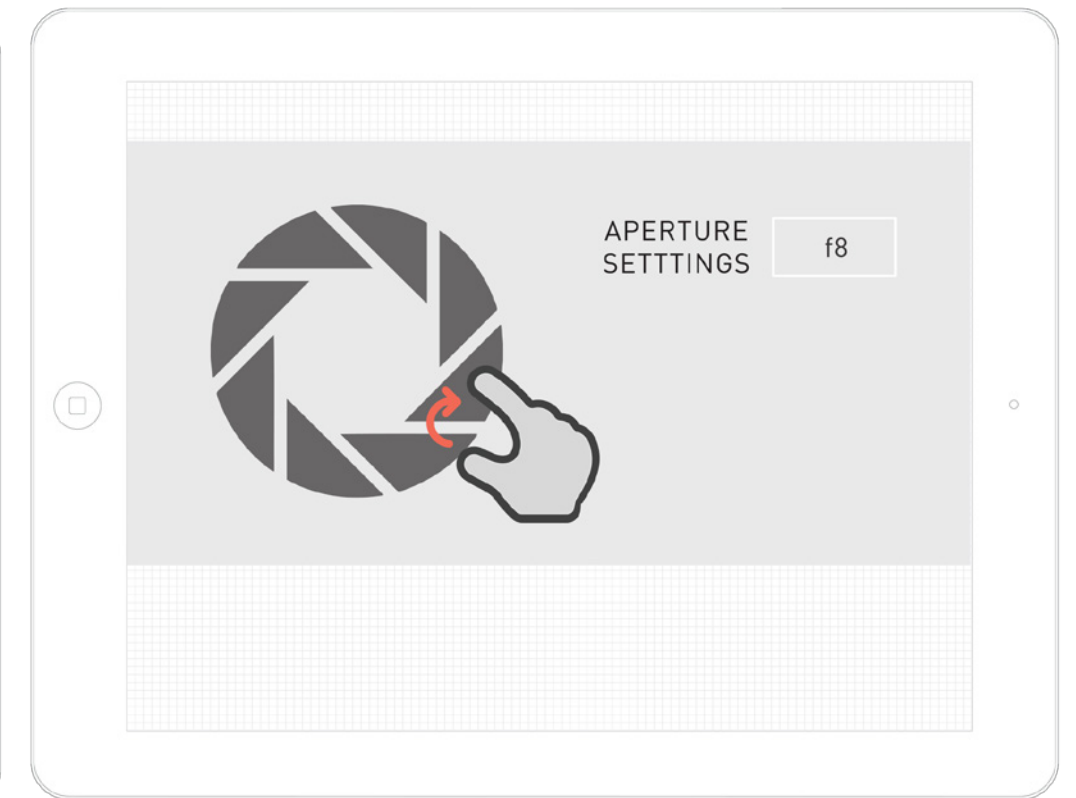
A digital platform designed for film enthusiasts to learn and get comfortable with the craft of still and motion film practices

STILL   VIDEO

HOME PAGE

EXPLORE KODAK'S DIFFERENT
FILM FORMAT

Standard characteristics regarding
image capture on photographic film.

126 FILM

110 FILM

FEATURED CONTENT

APERTURE
SETTTINGS   f8

LEARNING PAGE

Kodak

VALUES

"You press the button, we do the rest"

High quality imaging

Deep technology expertise

Print + Film Services

ANALOGUE RENAISSANCE

opportunity to intervene in film practices

CORE BUSINESS PROBLEM

Rebuilding
the demand
for film practices

people
with experience

people
without experience
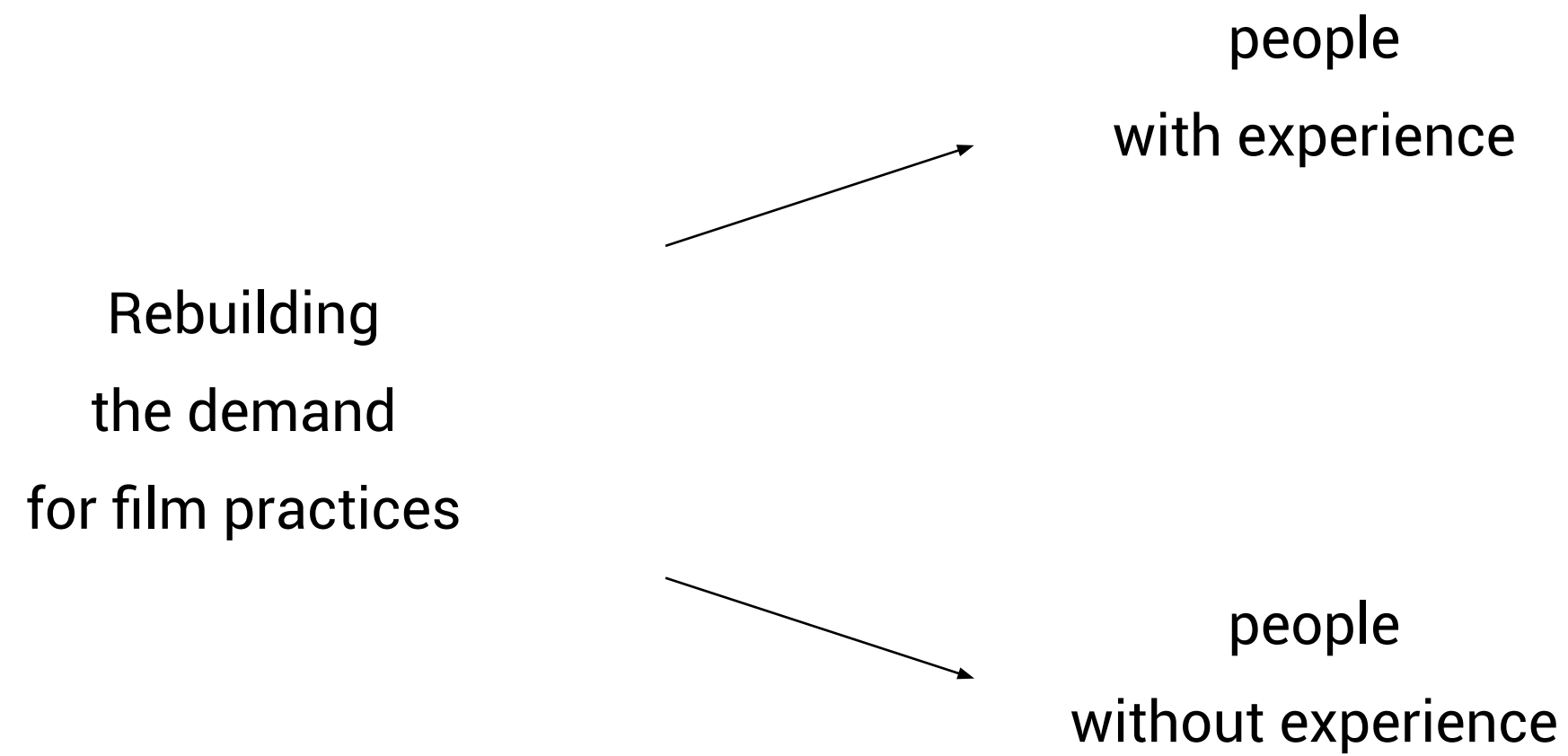
OUR TRIBE

people wanting to deepen their

knowledge + skills

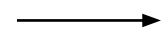$\longrightarrow$

younger general appeal

amateurs

film enthusiasts

FRICTIONS

complexity ⟶ simplify abundant information and organize
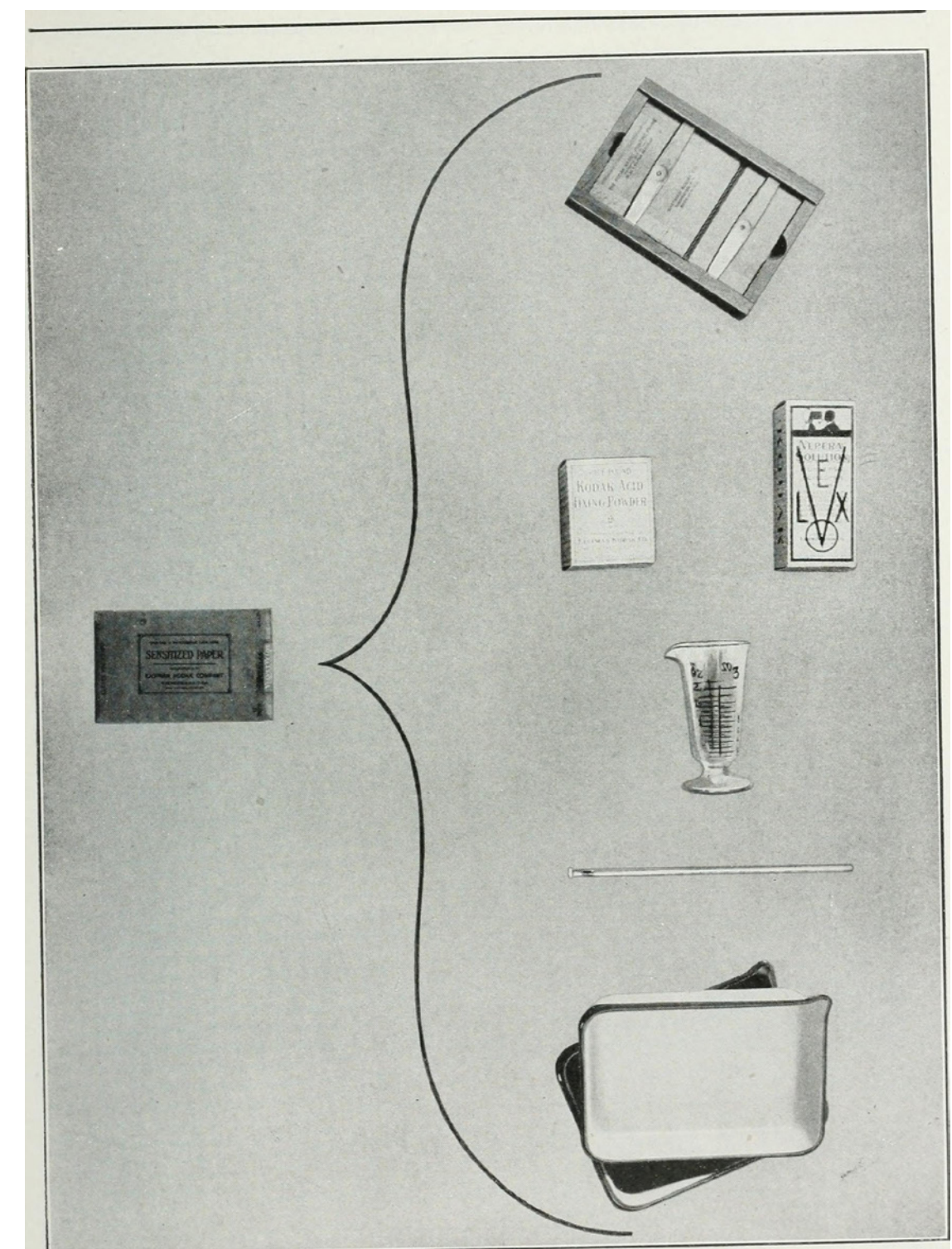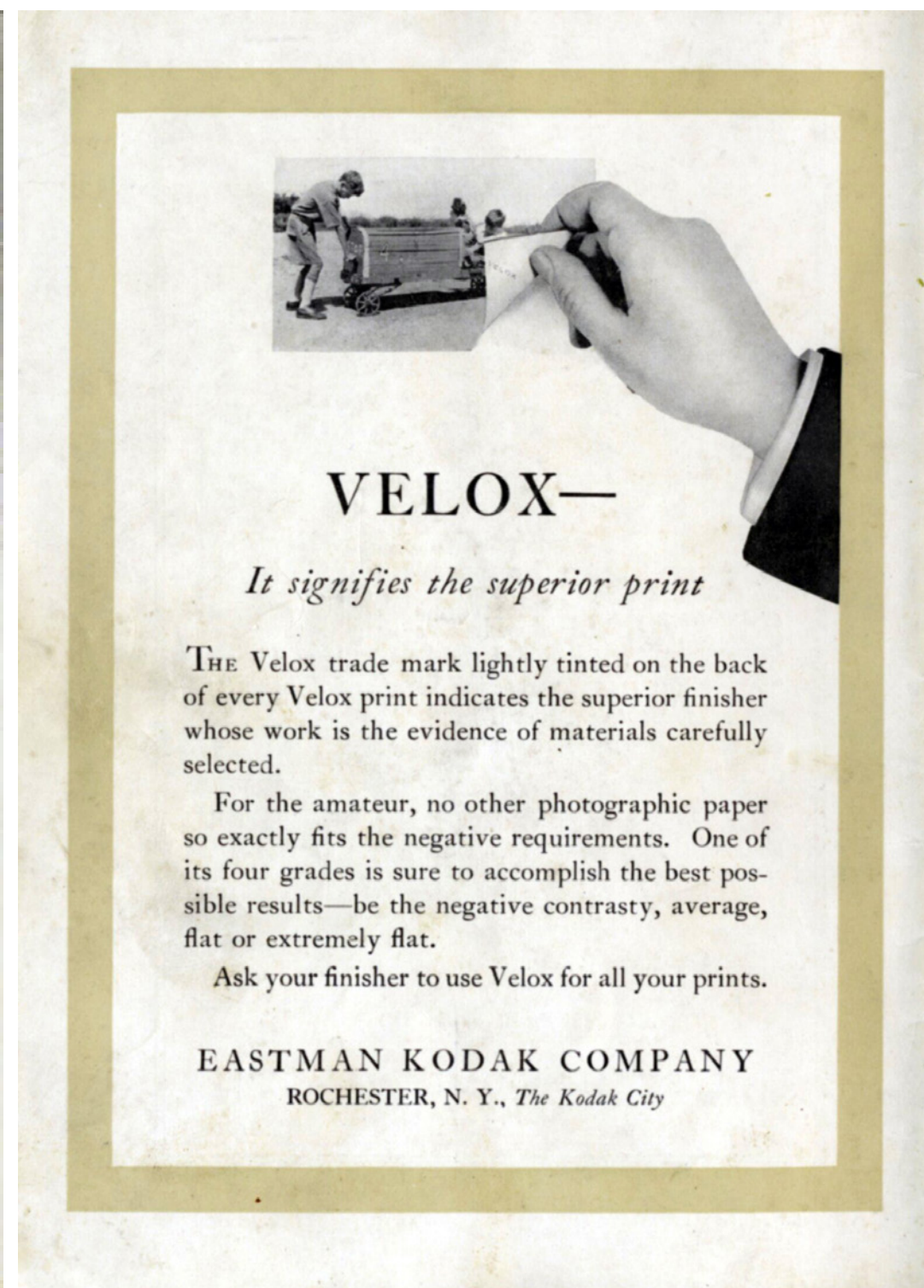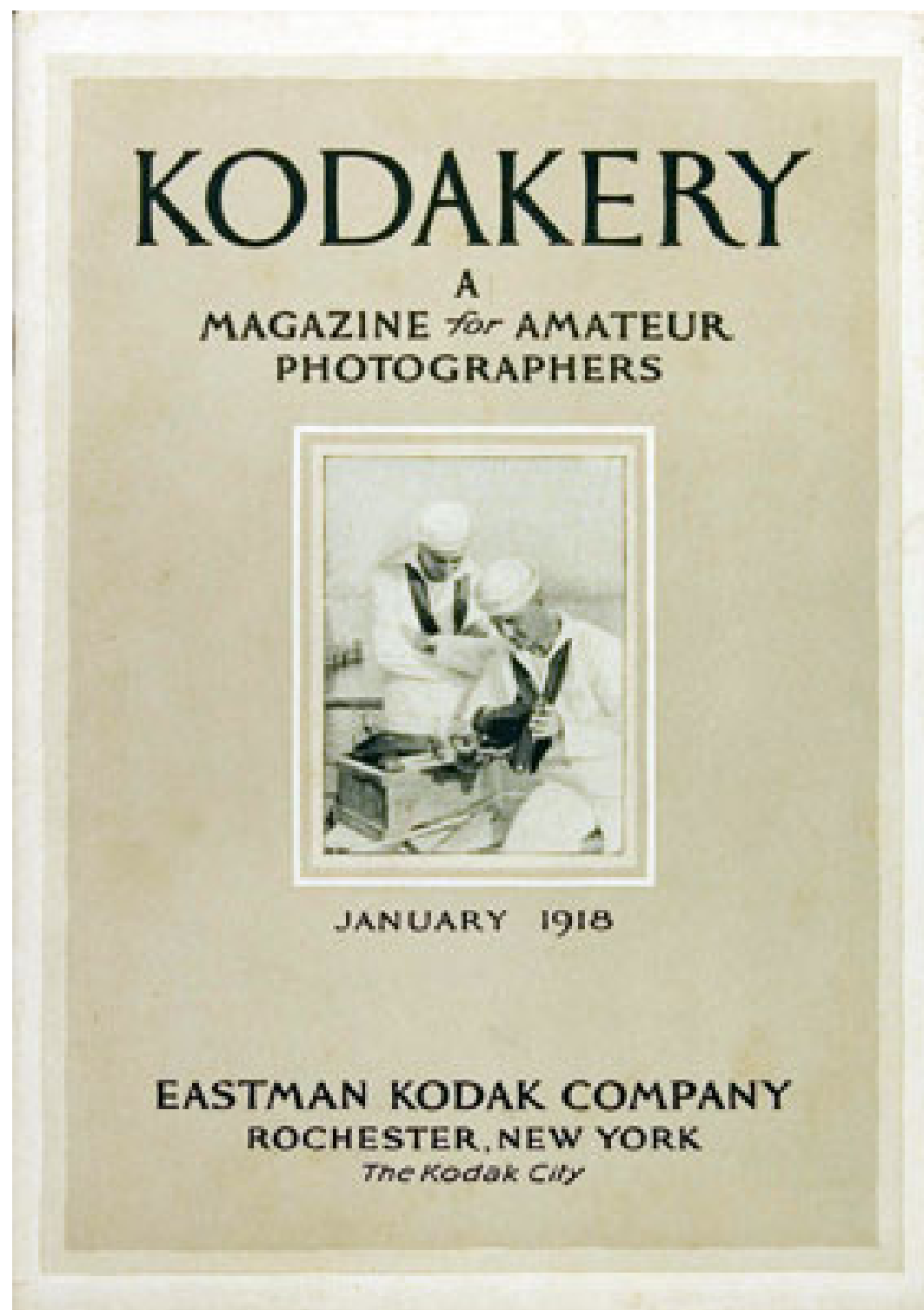film techniques so that it is easy to learn

costly ⟶ achieve goal with certain budget and
introduce a different range of film products

KODAKERY MAGAZINE

narrative

"No matter what your hobby may be, a Kodak will help you enjoy it the more"

-Kodak Advertisement

CUSTOMER JOURNEY FRAMEWORK

BEFORE

AWARENESS   ·····➤   ● CONSIDERATION   ·····➤

User

I want to learn film photography + movies

How does film photography work?

Where can I learn about it?

Can I learn it somewhere easily?

Will this be useful to me?

Will it teach me
- *the basics*
- *techniques + methods*
- *terminology*

Is this for me?

Kodak

We want to attract + engage people in this craft

We want to differentiate ourselves through meaning + interactive content

before   in between   after

●——●——○——○——○——○

CUSTOMER JOURNEY FRAMEWORK

IN BETWEEN

FIRST USE

ONGOING USE

User

How do I navigate?

What features does it have?

- interactive / intuitive

- categories

Is this experience helping me?

Am I getting better?

Kodak

Ease of use so that

the customer understands

the content clearly.

Make sure the customer

became comfortable

with the craft

before   in between   after

CUSTOMER JOURNEY FRAMEWORK

AFTER

DISCONTINUE USE .... BRINGING BACK

User

Can I do film photography now?

Yes, it is for me

*I want to keep learning
the techniques*
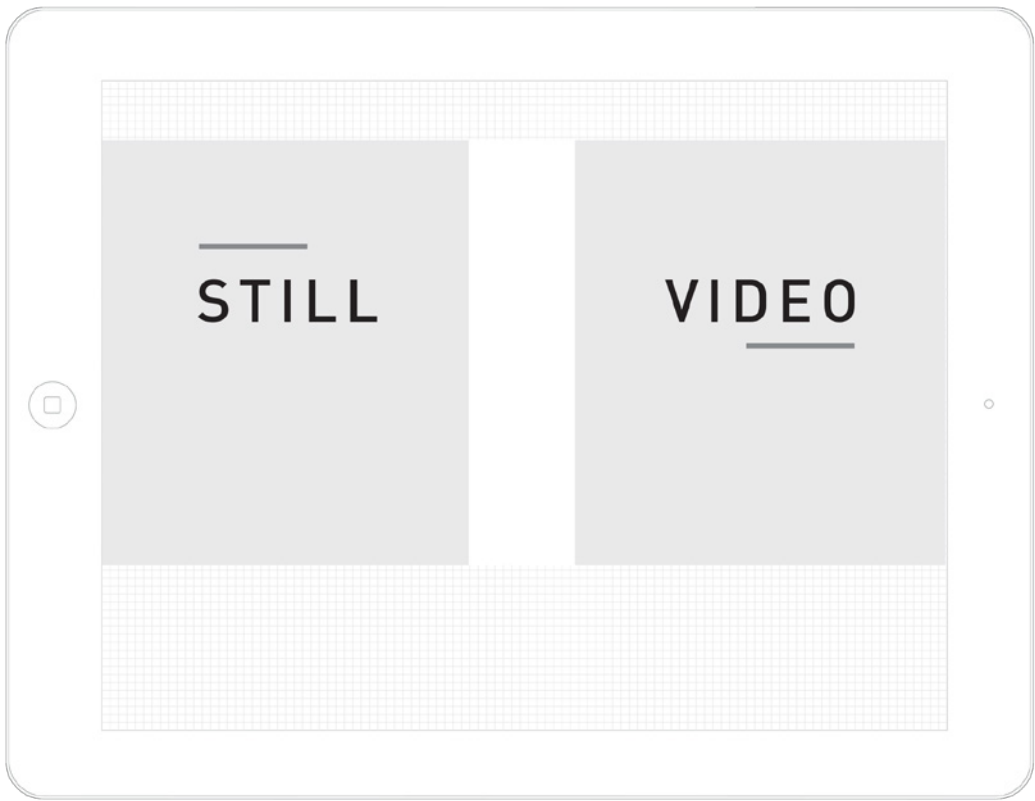
No, it is not

Kodak

*We want to stay and
Experience + Grow their skills*

*Purchase our products
to follow their passion*
    - Film reels
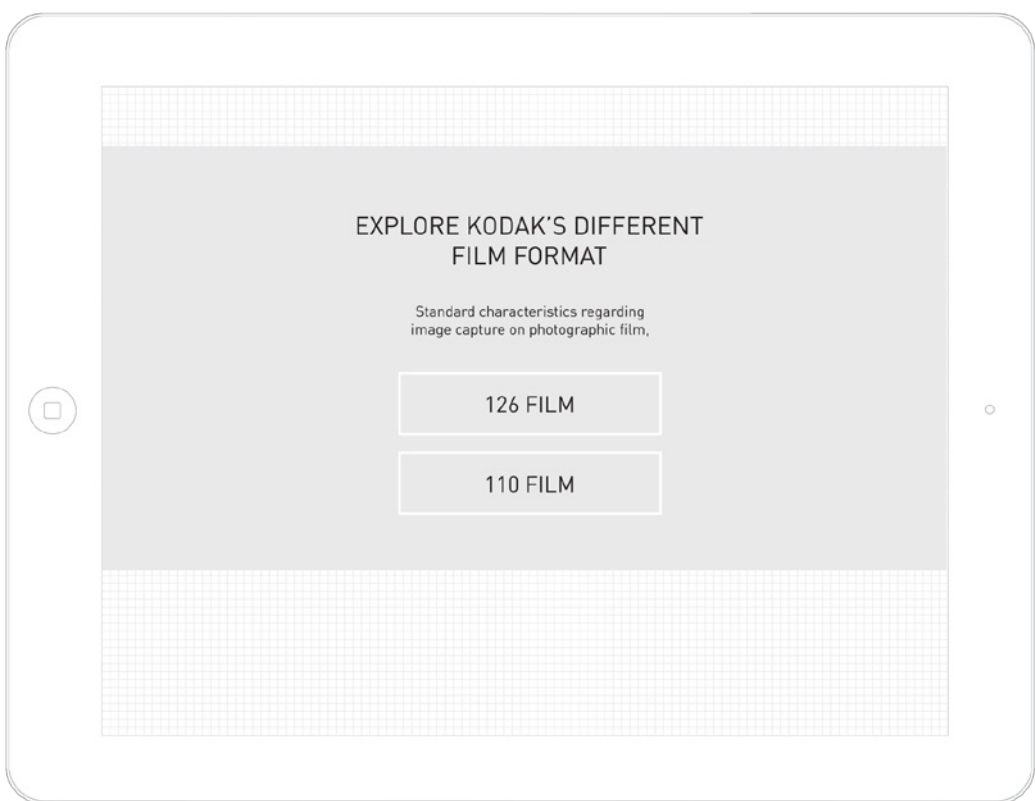   *- Cameras*

before   in between   after
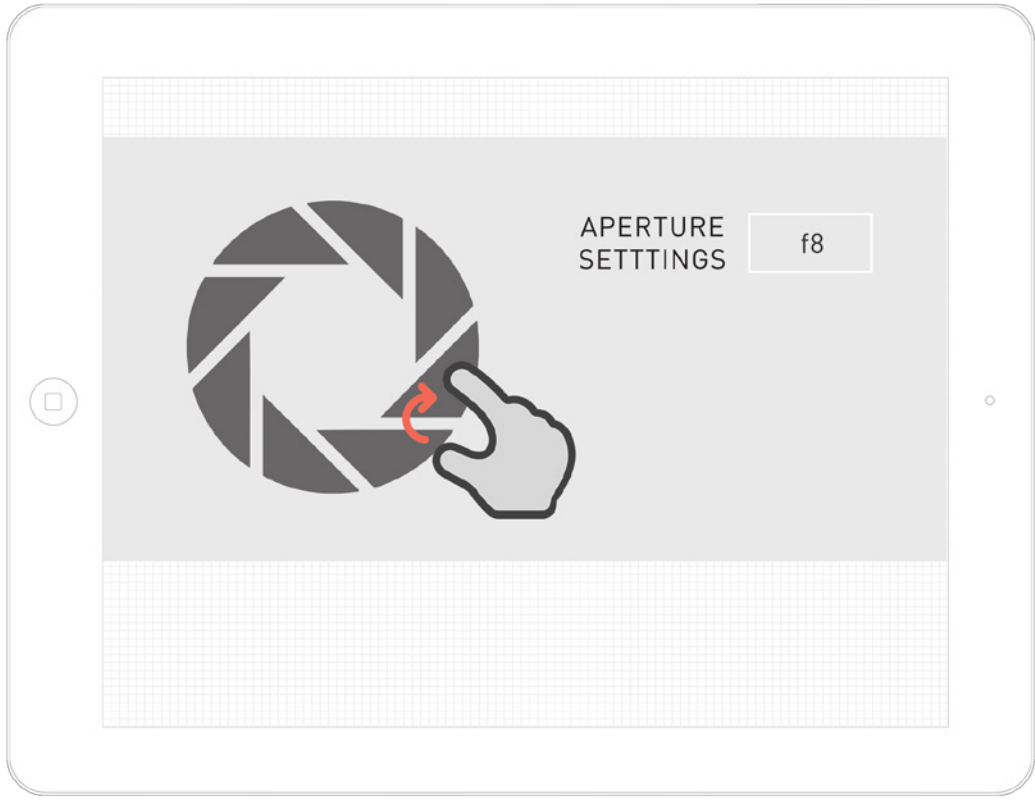
WIREFRAMES

STILL   VIDEO

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LEARNING PAGE

OUR EXPLORATION

How do we storytell through our service in a meaningful and engaging way?

How do we categorize techniques and group certain aesthetics?

What is the best way to share expert tips, store comments, and give feedback?

What aspects of film practices are important to learn?

CITATIONS

The Brand Gap
How Designers Think
Experience Design, a framework
Kodakery Magazine

http://kodak.com
http://flickr.com
https://upload.wikimedia.org/wikipedia/commons/thumb/3/3a/Kodak_logo.svg/2000px-Kodak_logo.svg.png
https://www.flickr.com/photos/vermegrigio/14451880573/in/photostream/
https://upload.wikimedia.org/wikipedia/commons/b/bf/135_fuji_film_macro.jpg
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