***UnQuote*****Functional Specification**

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**– C O N F I D E N T I A L –**

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**Overview**

***UnQuote*** is a simple web app which allows people to create classy quote memes simply and quickly from a database of free stock photos and a database of quotes.

**This spec is not, by any stretch of the imagination, complete.**All of the wording will need to be revised several times before it is finalized. The graphics and layout of the screens is shown here merely to illustrate the underlying functionality. The actual look and feel will be developed over time as we improve the graphics design and respond to iterative user feedback.

This spec does not discuss the algorithms used by the meme calculation engine, which will be discussed elsewhere. It simply discusses what the user sees when they interact with ***UnQuote***.

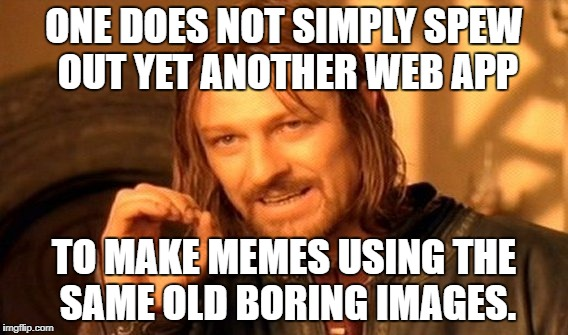
**Scenarios**

Here are a couple of real-life scenarios of how actual (stereotypical) people would use ***UnQuote***:

**Scenario 1: Alison.**Alison is a busy small-business owner. She has a good business website up and running, but she needs some fresh content to post to the site daily to help drive more traffic. Alison would love to put some thoughtful memes with high-quality photographs and motivational quotes all over her boring website, but she’s too busy concocting creative new excuses for her many creditors to learn Photoshop, and she has no cash to pay the confiscatory royalty fees for stock photographs. She needs something that’s quick and easy to use, well-organized, using free pictures and an editable database of quotes to create good, original memes. Alison needs ***UnQuote***.

**Scenario 2: George.**George is a Facebook addict. He gets a kick out of the many memes which flood his FB feed (especially those involving explosions and unmentionable bodily functions), and he has made a few of his own, using the usual stock of shopworn meme tropes and some existing on-line meme generators. Lately, he has decided he needs to up his meme game by using gorgeous photographs and thought-provoking quotes, since he read in a blog somewhere that “Chicks dig that stuff.” But it’s a struggle to find good pics that are not on some overpriced stock photography site.

He also doesn’t know Photoshop, and he’s too lazy to learn it (and too cheap to pay the subscription fee every month). George just wants to crank out some upscale memes to project the illusion that he’s not some boring clod, and he wants to do it on the cheap. Enter ***UnQuote***.



Not the desired effect!

**Stretch Goals**

This initial version will *not* support the following features:

* Log-ins and accounts. All users are assumed to be logged into an account which is already set up. (This will change if ***UnQuote*** is ever released as a commercial app.)
* Maintaining a database of finished memes. For the MVP, they will just be sent to the user’s Downloads folder.
* User-selectable fonts (the default Impact font will be supported first).
* User-selectable font colors and stroke colors (the default text will be white with a black stroke around the letters).

***UnQuote* Flowchart**

We’ll have time later to go into mind-numbing detail, but for now, let’s look at a quick flowchart of the service so you get the big picture. This flowchart is not complete, but it does give you the right idea for the “storyboard” of using ***UnQuote***:

**Screen Specification**

***UnQuote***will consist of three screens. There will be a simple menu bar at the top allowing access to the picture selector, the quote selector/editor, and the most important screen, the actual meme editor. The screens will be made in HTML, with lots of CSS, especially in the meme editor. That will let Alison and George move the words around on the image like magic.

**Splash Screen**

Anyone attempting to get a splash screen into this app will be shot on sight.

**Home Page**

The home page is where the menu bar at the top lives. One of the other three screens will always be open on top of that, doing its thing below the menu bar. No need for most mortals to even think there is a home page in this app.