

This is a proposal to develop an iOS mobile application named “Shuttermail.”

App definition statement

“Shuttermail” is an iOS mobile application that will allow users to send postcards with their own photos to their friends and family. Users will be able to share their postcards online (Facebook, email, etc), be able to print it out themselves (postcard template), or to send it to a company that will professionally print it out and mail directly to the receiver (using the Sincerely API). Users will also be able to edit their pictures or use pictures from other users taken in the same area.

Key Features

- Take & edit pictures
 - Access camera through application
 - Use basic filters on the photo
 - Add details about the photo (location, time, caption) in minimal way
 - Details can be in the language of that area you are visiting
 - Add personal message (optional) to postcard
- Send picture and message as postcard
 - Use Social Networks or Email to send an online version of the postcard
 - Create a postcard template (with your image and message) to print out and put it together yourself
 - Send the picture and message into Sincerely, who will make and mail the postcard for you
 - Sign off your message with your finger
- Choosing post card recipients
 - Address Book/Contacts
 - Facebook Friends
- Save picture
 - Can save picture by itself with details and photo, upload to Facebook, Instagram, etc
 - See and view past postcards

Technology Items (at least 2)

- Camera and Photo Library
- Contacts Library/Address Book
- Core Image for Image Filter
- Core Location and Map Kit
- Localization and Internationalization
- System Messaging (Email/SMS)
- Facebook, Sincerely, Google Maps API

- UIKit Dynamics

User Profile

The target user base will be millennials who are tech-savvy and will be using this application to send postcards to friends and family while they are traveling. Additionally, families will be able to use this application to also make christmas cards or to make cards to send to their friends and family too.

Competitor Research

There are actually many applications that also send postcards (Touchnote, Postcard on the Run, Postino, etc). Touchnote seems like the best application so far to send postcards. However I plan in differentiating my application by allowing the user to edit the postcards in different ways, such as elegantly showing the location and date or by filtering the postcard. The application will only use pictures taken through the application, allowing recipients to know that the postcard is “authentic.” Also, most post card applications will be able to print out the postcard and send it for you, but few allow you to share them online, and almost none can give you a template to print out the postcard to send personally. Finally, I hope to allow users to see other postcards made in a location. This lets the user use better pictures if s/he does not like their own photos, feel popular when they see people using their photos, and still ensuring the “authenticity” of sending a postcard from that location.

Other supported features

- Facebook login + other social network logins
- Be able to browse other postcards users have made public and use them. Will give credit to original user. Will be based on location (can only see and use Los Angeles postcards while you are in Los Angeles, etc).
- Be able to see the most popular post cards (likes, uses, and comments)
- Not sure if implementing **all** features listed by the final project, as some of these features may be pushed for a future deadline

Wireframes