Tyler Mironuck

Mobile Application Dev.

Project 1: Milestone 1

# Inspiration and Goal

Animated images, or GIFs, have been growing in popularity the last few years. You see them everywhere it seems, whether it’s on social media, the web, or just in text conversations to better express how your feeling. Often times these GIF’s are of celebrities doing some expression or action that can be instantly related to. My goal is to create an app where the user can search their favorite celebrities, which will then present to the user all the GIF’s starring that specific celebrity.

# Intended Audience

The audience for my app will be targeted to pretty much everyone, because let’s face, America is captivated by celebrities. That being said, the app will try to appeal more so to the younger generation, since they are mostly responsible for the wide use adoption of the GIF format.

# What Will My App Accomplish? What problem is my app solving?

My app will mostly just offer convenience. You can waste a lot of time searching the internet or apps for specific celebrities. My app will have done the searching for you and already have organized them by name.

# Similar Apps

Although there are apps out there that are basically a library of gifs, most organize them in categories of emotions. So you type feeling or action into the search bar and the app finds the GIFs that have a matching tag. However, none of them seem to organize their content around celebrities. This would be like the IMDB app of GIFs.

# Content

Most of my content will just be GIFs. I will get most of these just from searching free GIFs on google. Or I will use a GIF maker and make some of my own GIFs from some of my favorite actors.