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**Business Situation/Problems:**

* There is not an exclusive place with a focus on showcasing collector’s items with friends and others who share the same interest (collect the same item)
* Existing apps have other focus rather than directed at collectors (Instagram, Facebook, Twitter, etc.)
* Existing apps focus on buying/selling collector items and/or are outdated
  + No support from developers
  + Poor design (No item classification, tagging, age restrictions, poor image quality, no sorting/filtering on search)
  + **Snupps**
  + **Gemr**

**Background/Clarify the problem:**

* Collectors are people who collect items throughout their lives as a hobby or profession.
* These items may have a sentimental value for the collector.
* Some people prepare a room in their homes to “showcase” their collected items. Others may rent a gallery if they can afford it for a limited time. There are others who do not have the space or cannot afford to showcase their items physically.
* Some people share the same interests in the things that they collect (Videogames, Consoles, Pictures, Cards, Money, Action Figures, etc.)

**Current situation:**

* People use Social Media applications such as Facebook, Instagram, Twitter, etc. to virtually showcase their collections.
  + They might create a page dedicated to their collection where others can like/follow.
  + They might join a group where people showcase items of the same interest.
  + **In this way collectors create a space in the platform where they can showcase their collector items and share them with others.**
* Showcasing in these platforms comes in the forms of pictures and videos.

**Set targets/goals:**

* Provide a platform were people can showcase their collector items
  + **Upload Pictures**
  + **Upload Videos**
    - **Categorize their items**
    - **Provide a Personalized Sorting System**
* Provide a platform where people can create/join groups where people share the same interest. **For example,**
  + Horror Film Collector
  + Video Game Collectors
  + Vintage Cutlery Collectors
* Provide a platform were people earn achievements for rarity, amount, set-up, etc.
  + Provided by Community
  + Provided by Experts (?)

**Root cause analysis:**

* In January of 2020, Gemr, a Social Media Application for Collectors shut down, because they did not have the money to keep the company running. The company was founded on January of 2015.
* Snupps, another Social Media Application like Gemr has been the victim of a dead community and poor support from its developers.
* The root cause for this issue seems to stem from sporadic events.
* It is probable that applications such as Facebook, Instagram, Tumblr, among others, are enough for collectors to publish content specific material regardless of the variability in features that do not focus on the aspect of collecting.
  + In Facebook one can create a Group where a specific type of content may be posted. This might be enough for collectors. ***What can make another application more attractive for these types of users? How can we give them value?***
  + In Instagram the profile and its feeds are visually attractive because it is just pictures

**Value:**

* An application that can give them the opportunity to express the same value they feel for their collector item through its features.
  + How?
    - ***Has to be discussed, because I feel like something is lacking.***

**Countermeasures:**

***FOR THE PURPOSOE OF THIS PROJECT I WANT TO FIRST FOCUS ON THE THINGS THAT ARE UNIQUE TO THE SOFTWARE. THUS, FEATURES LIKE A LOG IN PAGE, ACC CREATION, ETC. WILL BE THE LOWEST PRIORITY FEATURES.***

* User can upload pictures
  + User can add a Tag(s) to picture
  + User can add picture to group/album
  + User can add a Picture Story
  + User can add Date of Item Creation/Acquisition
  + User can categorize items
    - **For this feature I am still ideating, because I want the user to be able to flaunt their rarest items or their favorites.**
    - Rare
    - Most Proud
    - Expensive
    - Vintage
    - Nintendo64, SEGA Dreamcast, Xbox Original…[Console name]
    - Supernatural,GOT,TWD[Series name]
    - [Genre name]
    - User’s own categories **[?] Not sure how feasible this is, or if it would work**
* User has a profile
  + User has a username
  + User has a short profile description
  + User has a follow button
  + User has two feeds:
    - **Imagine Instagram’s main feed where there are only pictures**
    - **Imagine Instagram’s scrollable feed where you can see hearts, photo description, and comments**
    - User has a main feed, pool of images
    - User has a scrollable image feed
      * **Comments and likes will be an afterthought for now**
* Collector Search
  + Keyword Based Search
    - Tag(s)
    - Categories
  + Search has three results:
    - ALL
    - Groups
    - Users
* User can join a group
* Group profiles have a moderator [Creator of group]
* Groups have profiles
  + – The same as the User profile but all members may upload to group -

**Implementation:**

* Android Application preferably\*\*