Capsumi Project

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Problem description

People produce a lot of digital data – photos, videos, documents. These memories often get lost or buried under the sheer amount of data. Project Capsumi was created to help people preserve and categorise their memories in a organised way.

A capsule is a collection of digital data – including photos, videos, music and files. It's locked until a specified open date. Users can either create their own capsules or group capsules for collaboration with friends and family. Capsules can be adjusted by using themes, colors, and notes to make each capsule feel personal. This helps users to keep their digital memories organised and adds element of anticipation.

Target Users

Capsumi was created with people in mind. Our main target user group are young adults and students but not limited to them. It is meant for everyone who want to save photos, videos, music, or even files in a memorable way.

Project Goal

- ✦ Create time capsules with photos, videos, music, and files, etc.
- ✦ Make system wide themed capsules for every user
- ✦ Set a future unlock date (monthly, yearly, or custom)
- ✦ View active capsules in a dashboard and unlocked capsules in a timeline
- ✦ Share capsules with friends or publicly
- ✦ Make a system which focuses on memories and emotions of users and their closest

The solution may include interactive themes, 3D animations, countdown animations, badges to increase engagement.

Existing Applications

1. Second Everyday is an mobile app that helps users create a personal video diary by recording and compiling a single second of video each day into a single movie of their life.
   - ✦ Positive aspects – easy to record and store media (since it takes one second a day) and simple timeline view.
   - ✦ Negative aspects – no way to lock the content for future dates, limited interactivity, no sharing the experience with others.

2. BeReal is an mobile app that everyday randomly selects a time when a user is supposed to post a two-side photo or video, which is shared with friends for reactions.
   - ✦ Positive aspects – very convenient to use, everyday activity, motivates to post by not giving access to posted content.
   - ✦ Negative aspects – monthly recaps are not fascinating, existence of rarely used chat system, limit on posts per day, random unlocking may last up to 48 hours.