App Objectives:
- Send videos and pictures to friends and family
- Communication like all social media
- Free texting, calling and video conferencing when connected to Wi-Fi or cellular data
- Share important social messages and news with the help of Sponsors' Stories
- Images are posted for a period of time, Maximum 10 seconds if it's one to one and 24 hours when posted on your story

App's Audience:
- Millennials – the younger generation with a smartphone.
- Sponsors such as

App's Audience Needs:
- Direct communication
- Take pictures with both a front and back smartphone camera
- Choose who to send content to
- See who viewed your story from those who you have on your contact list
- To be able to have a private account and choose who gets to follow you and view your content