



MOTIONPHOTO



Shannon Baird - Interactive III - Spring 2015

PROBLEM STATEMENT

Create an application that will inspire the user use their photos to express themselves in a new and creative way.

SOLUTION STATEMENT

MotionPhoto is a **creative** unique **application** that offers a new inspiring way to **create** stop motion videos. Users are now given a valuable tool to create **high quality videos** that they are proud and excited about sharing to their friends and family.

OVERVIEW

Who: High school students / Young adults

What: A unique creative way to create movement from still photos.

Why: Allow users to create something they are proud and excited about sharing with their friends and family

How: MotionPhoto incorporates stop motion into an exciting shareable environment that stirs creativity and social behaviors

Nature of application: Trendy young socially connected individuals

Nature of social platform: Technology loving, Creative students

- Features:**
- Create short stop motion movies with a camera phone
 - Customize videos with text / audio / filters
 - Share work on and off the app
 - Enter competitions to be featured on the application
 - Different themes each week to stir creativity
 - Explore and comment on other user's videos

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PERSONA

JIM HANSON: College Student

Age 23

MOTIVATIONS

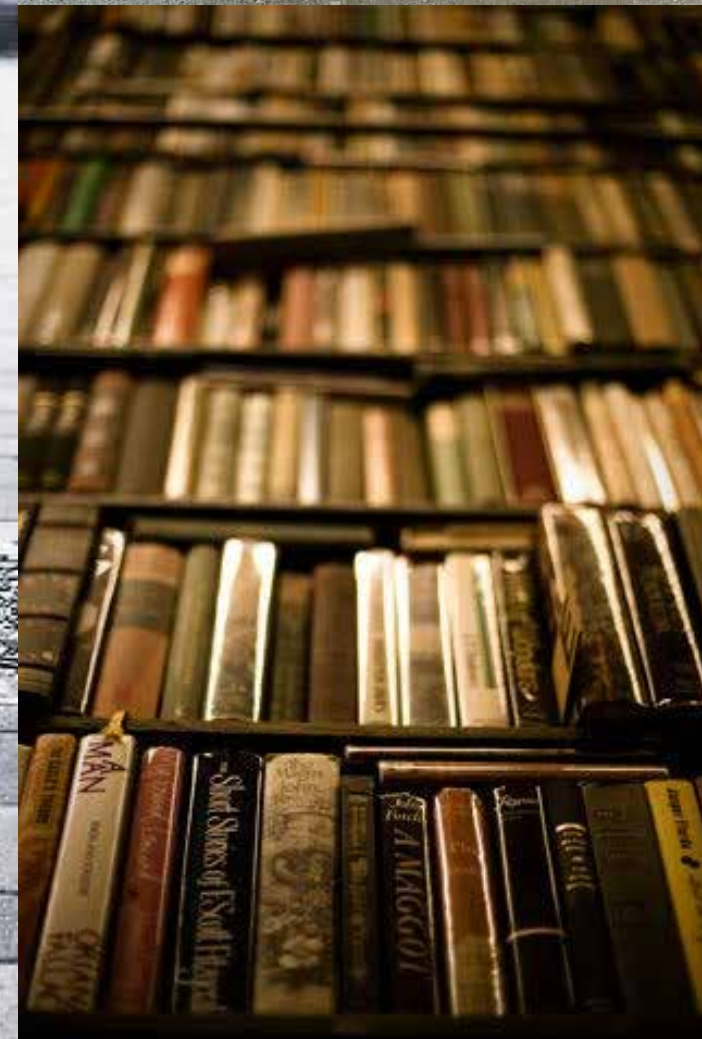
- Is a fine artist
- Loves to create
- Enjoys taking photos

GOALS:

- Want's to learn how to do stop moation
- Create art in a different way
- Be inspired

JIM'S STORY:

Jim, coffee loving college studnet and artist enjoys social media apps that let him express himself. Being a fine artist, he is always drawing and finding inspiration around him. He loves to bike so he can take in nature and all of it's natural beauty.



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PERSONA

MEGAN DEBOLT: High School

Age 17

MOTIVATIONS

- Loves to hang with friends
- Selfie Master
- Likes to share memories with friends

GOALS:

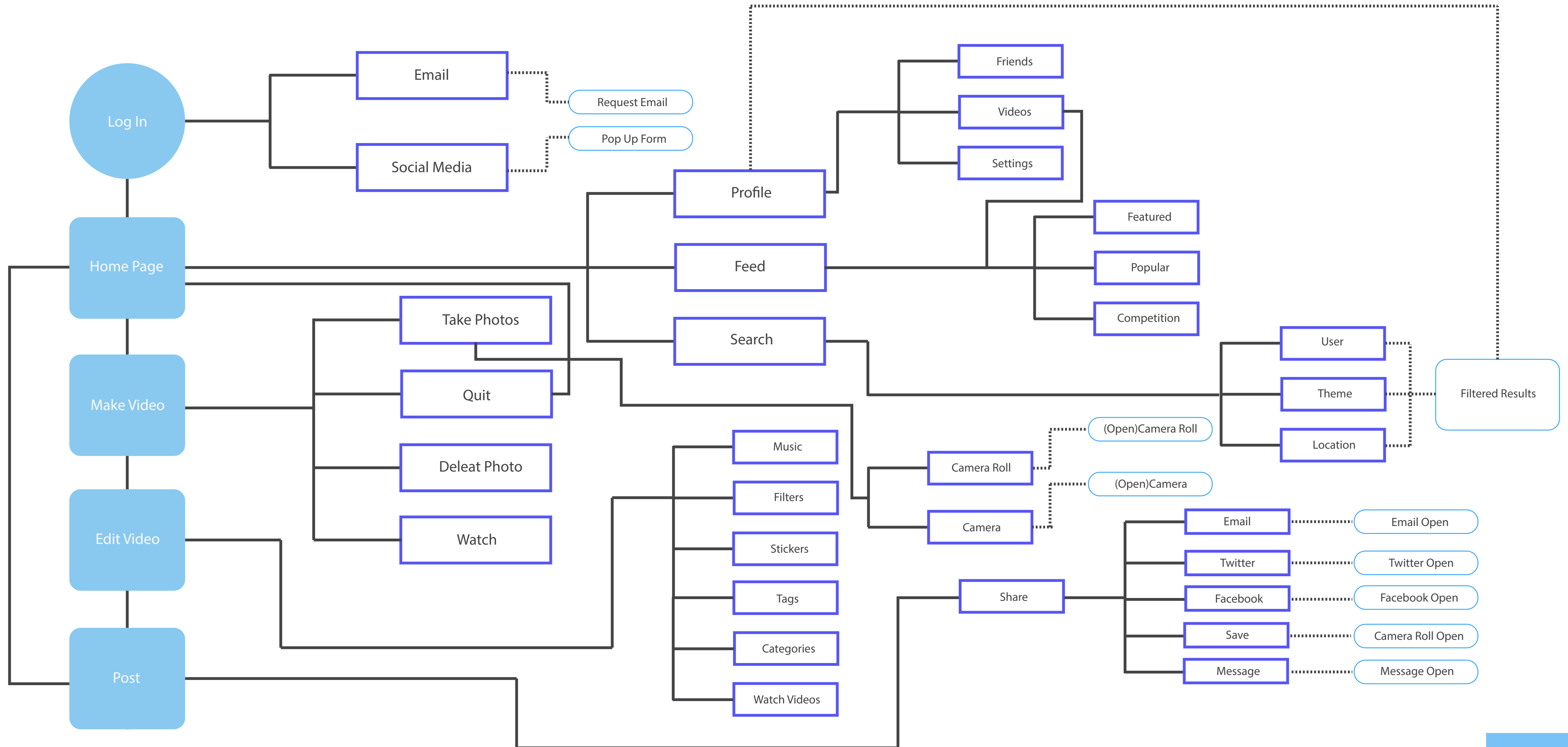
- Want a new way to use her photos
- Share her life with friends
- Express herself and her interests

MEGAN'S STORY:

Megan, the typical girly girl loves everything pink and frilly. She enjoys taking many selfies with her friends and sharring them on social media sites. Her friends describe her as whimsical and fun. She loves to express these qualities in her fashion style. Does not consider herself as an artist but does enjoy watching youtube videos. She wishes there was an app that would let her customize media to express her style and outlook on life.



WORKFLOW

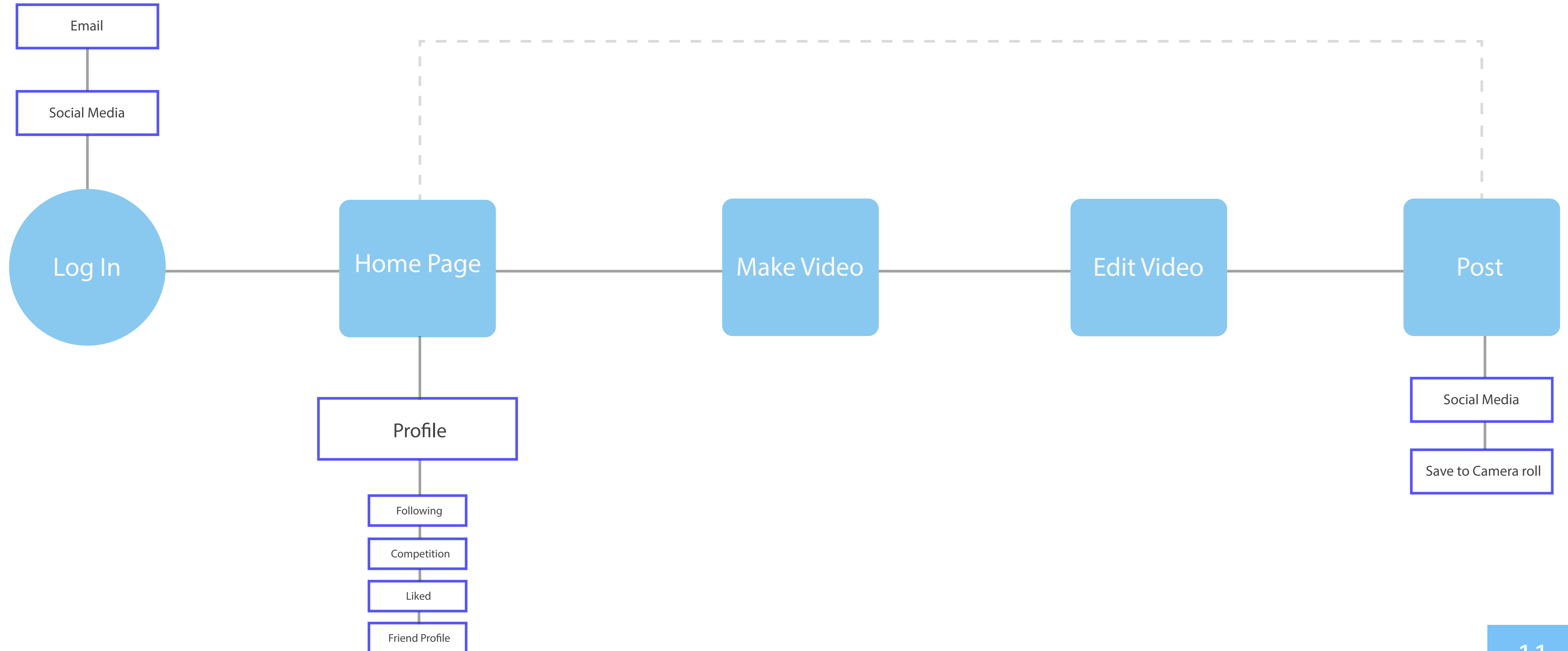


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CORE USER FLOW



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INTERACTION MODEL

GALLERY

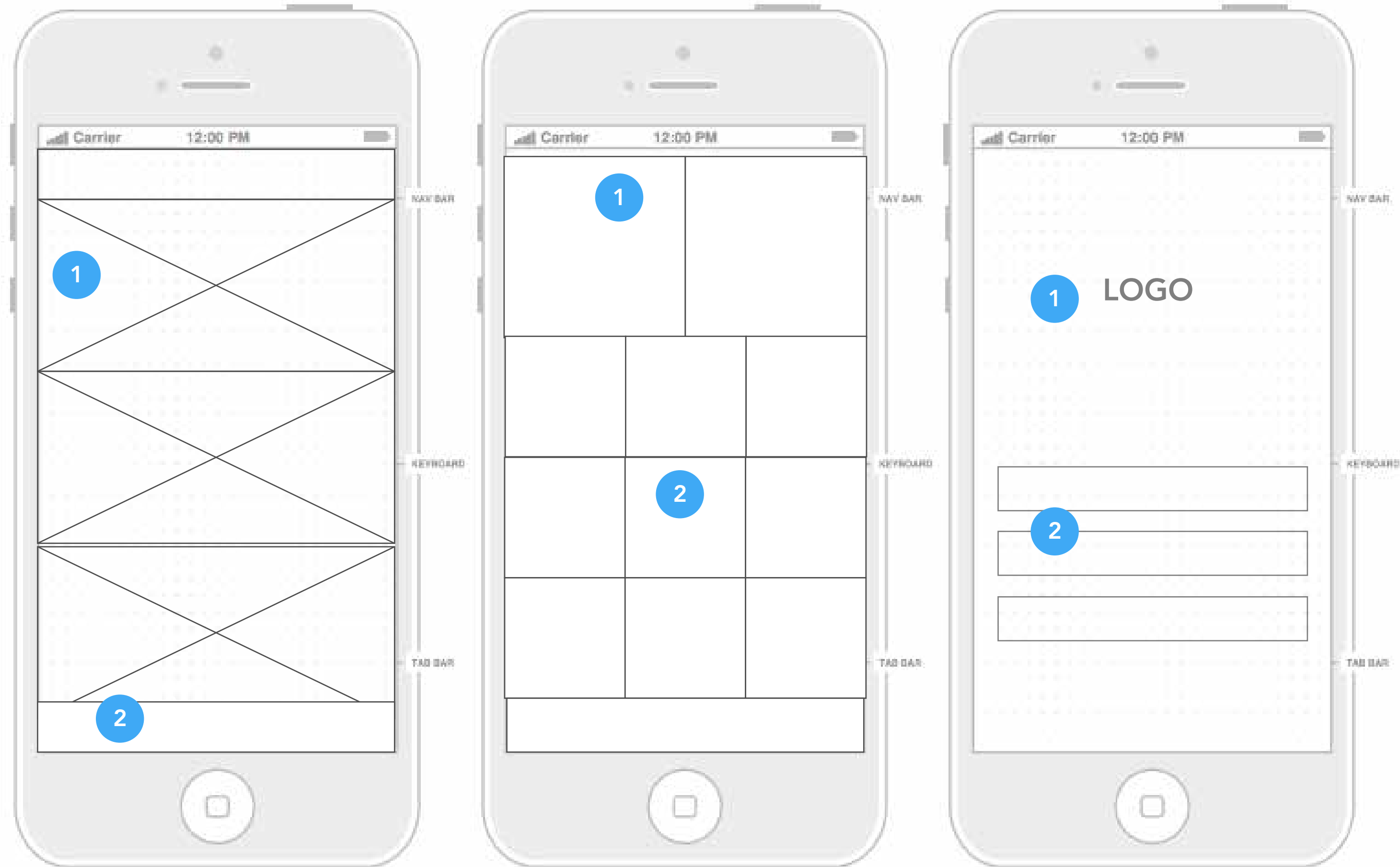
- 1: List view of items
- 2: Bottom navigation

DASHBOARD

- 1: Use grid to layout content
- 2: Play with different size spaces

NAME

- 1: Logo
- 2: Login information



GALLERY

DASHBOARD

NAME

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WIREFRAMES

PROFILE

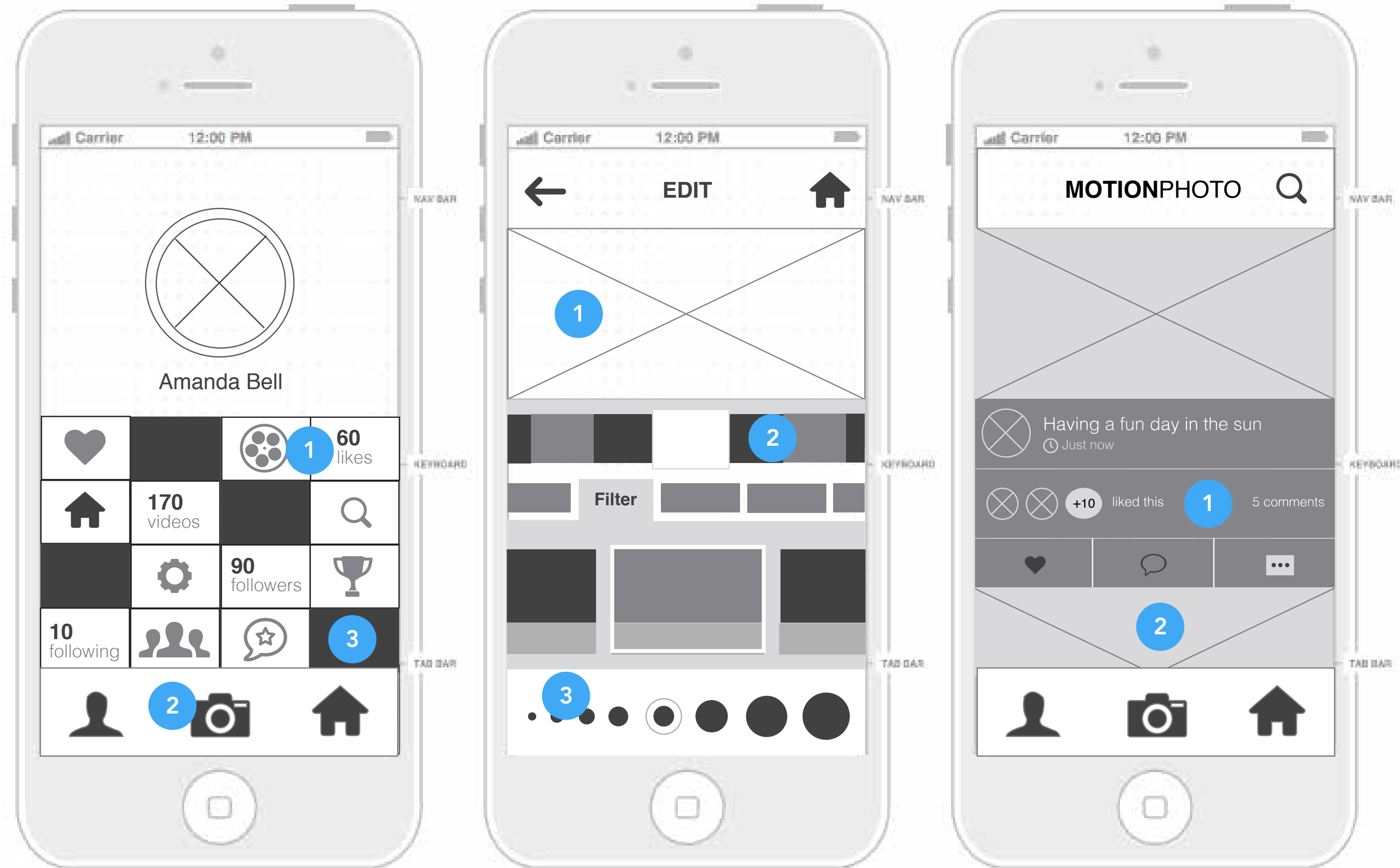
- 1: Navigation
- 2: Create Video
- 3: Stylized Placeholder

EDIT VIDEO (FILTERS)

- 1: Video
- 2: Timeline of Video
- 3: Level of Filters

HOME (POSTED VIDEOS)

- 1: Comment, Share, Like Video
- 2: List of Videos on Main Page



PROFILE

EDIT VIDEO

HOME

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WIREFRAMES

PERSONAL GALLERY:

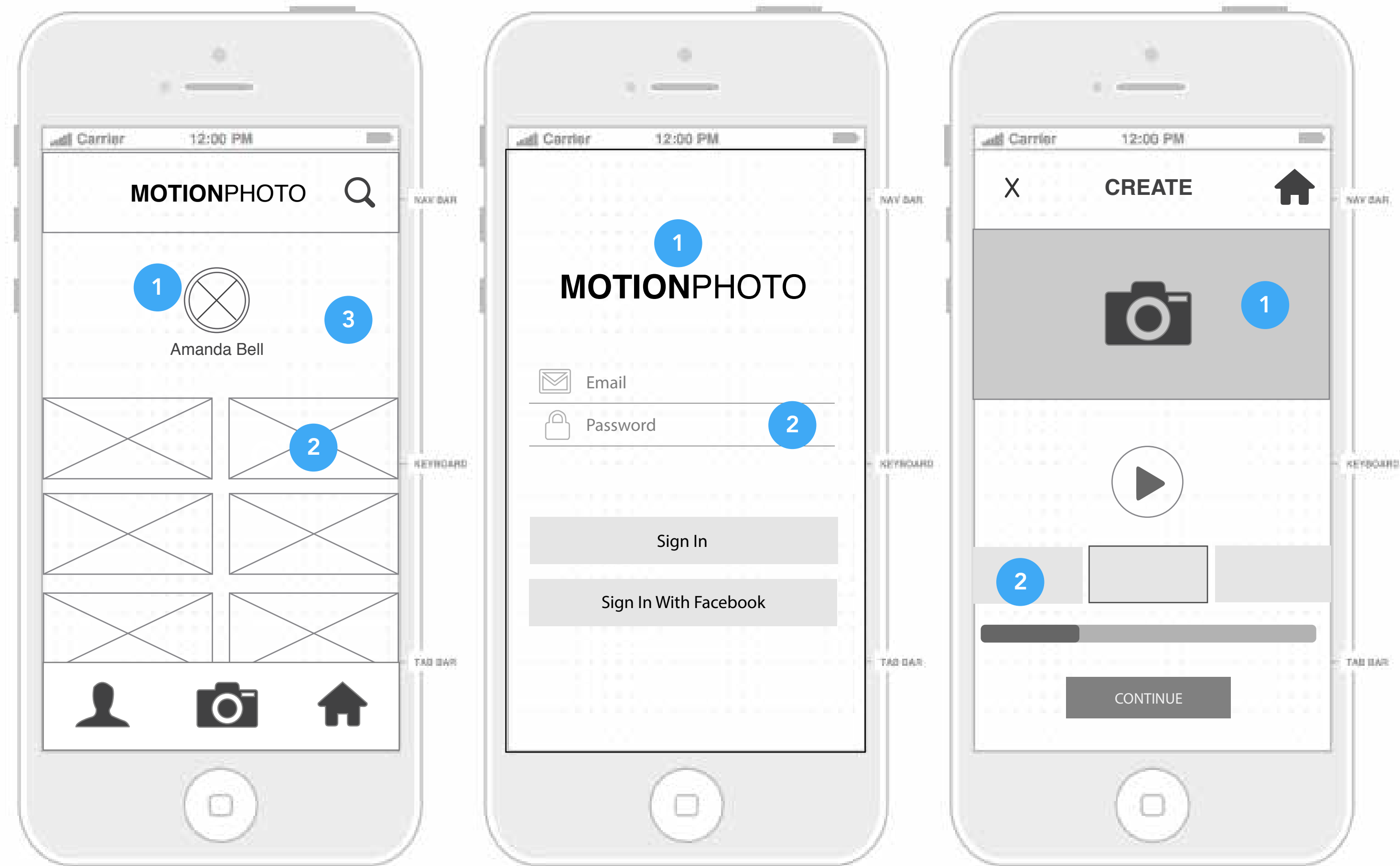
- 1: Profile Image
- 2: Videos
- 3: Blured Image

LOG IN:

- 1: Logo
- 2: Entet Fields

MAKE VIDEO:

- 1: Upload Image
- 2: See past imputed photos



PERSONAL GALLERY

LOG IN

MAKE VIDEO

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WIREFRAMES

FRIEND PROFILE:

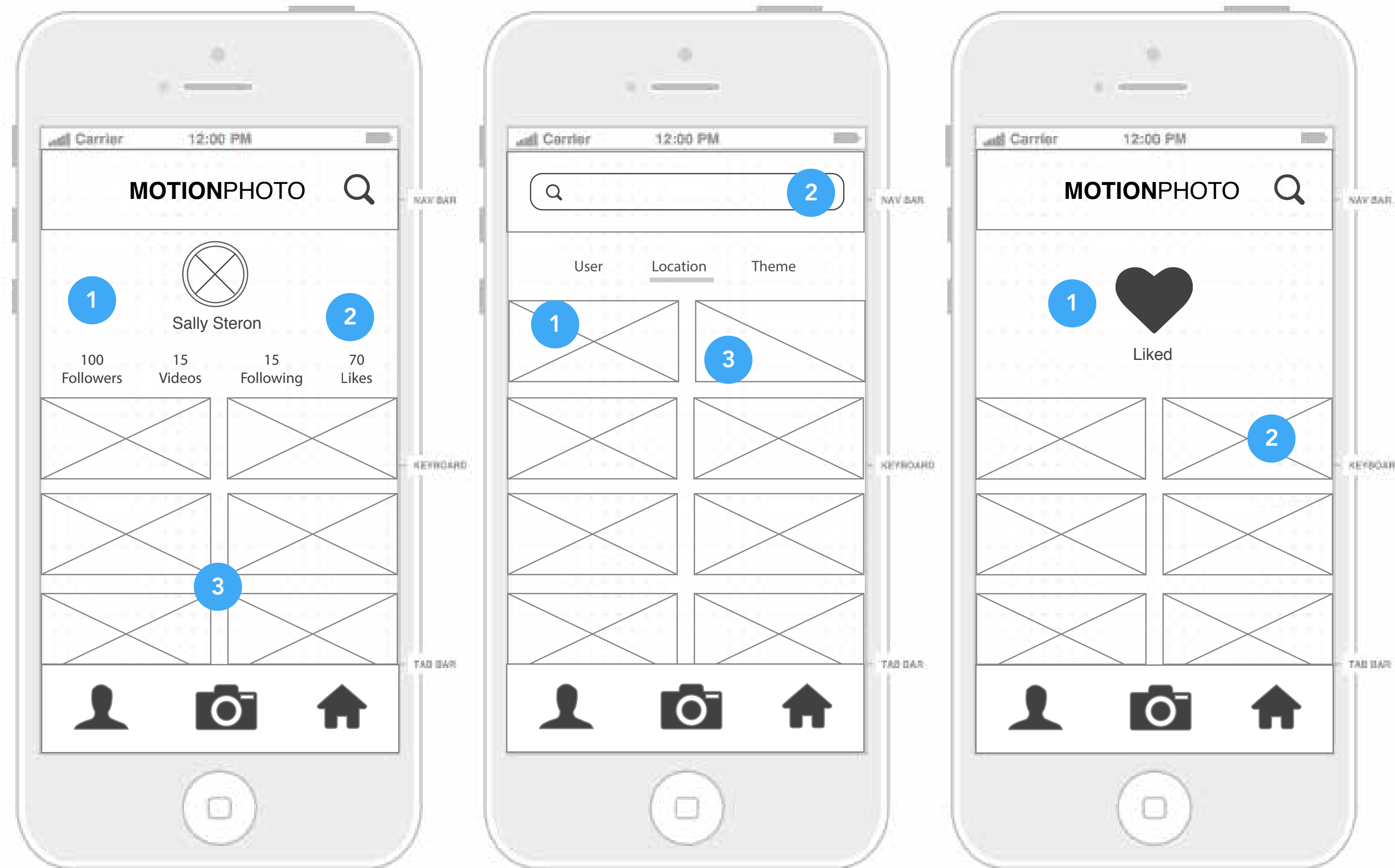
- 1: Info
- 2: Personal Image
- 3: Back ground

SEARCH:

- 1: Video
- 2: Expanded Search
- 3: Search Results

LIKED VIDEOS:

- 1: Show what page user is on
- 2: Videos



FRIEND PROFILE

SEARCH

LIKED VIDEOS

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WIREFRAMES

FEATURED:

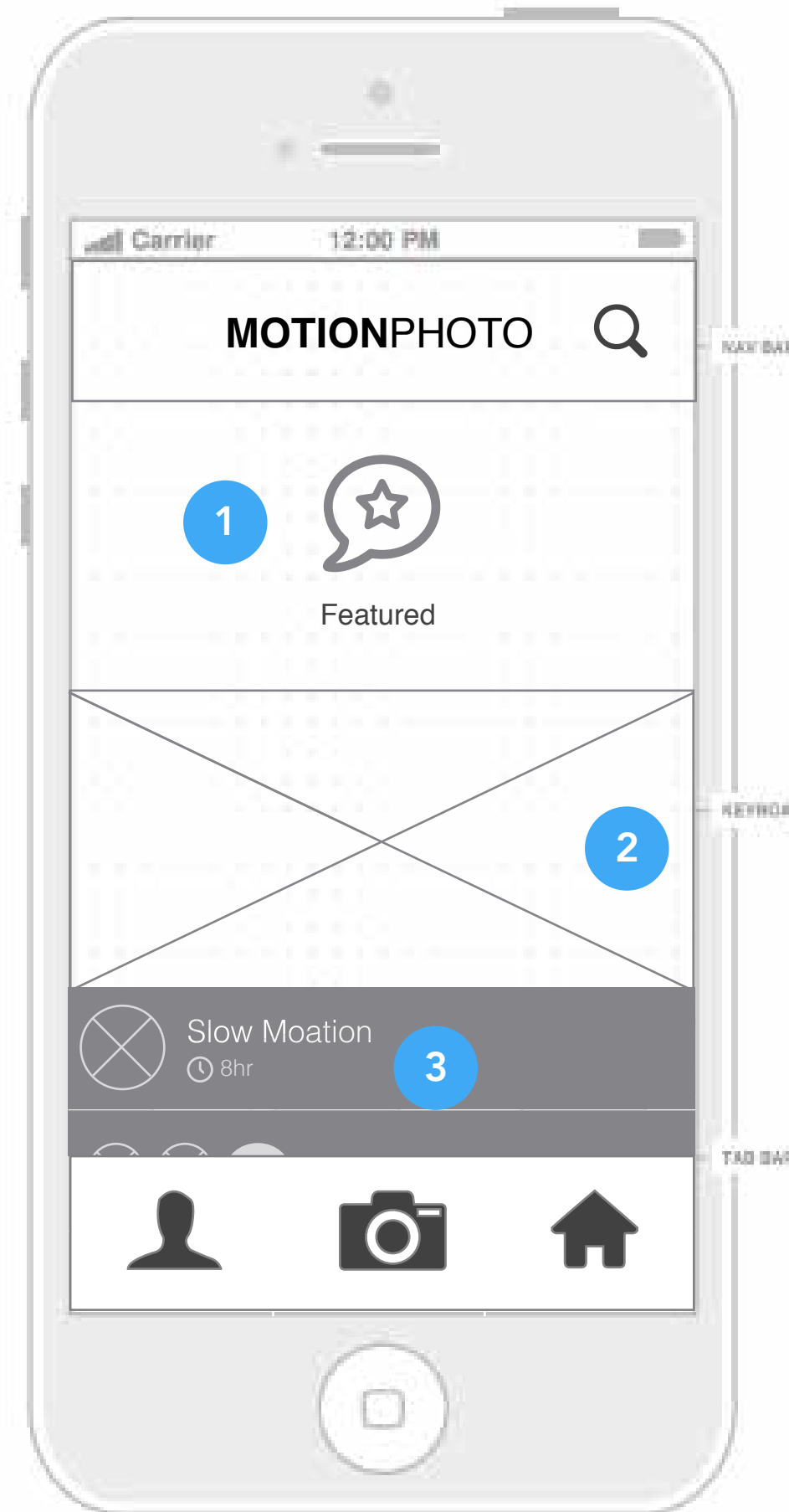
- 1: Page name
- 2: Video
- 3: Info

FOLLOWING:

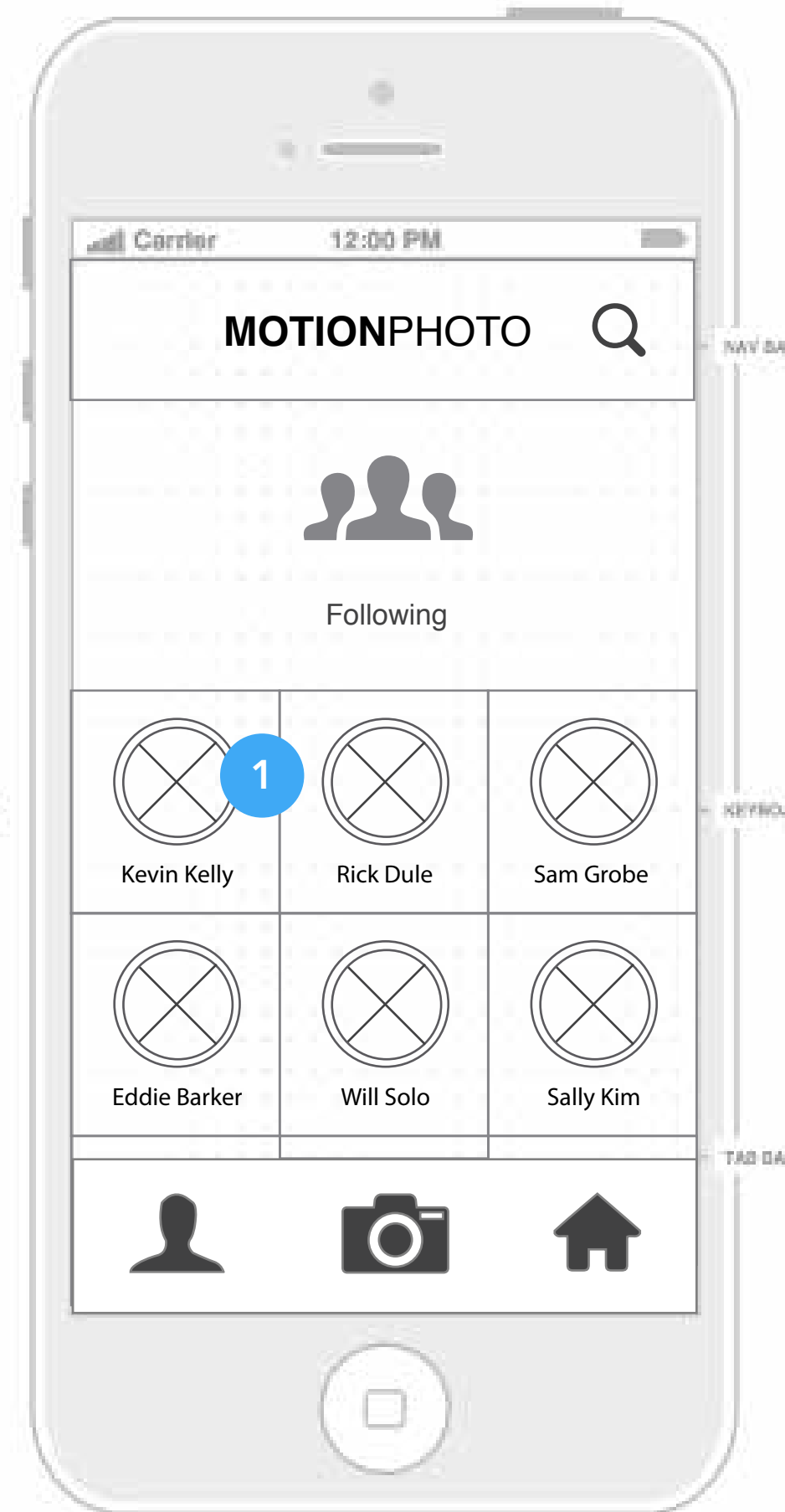
- 1: Profile links

COMPETITON:

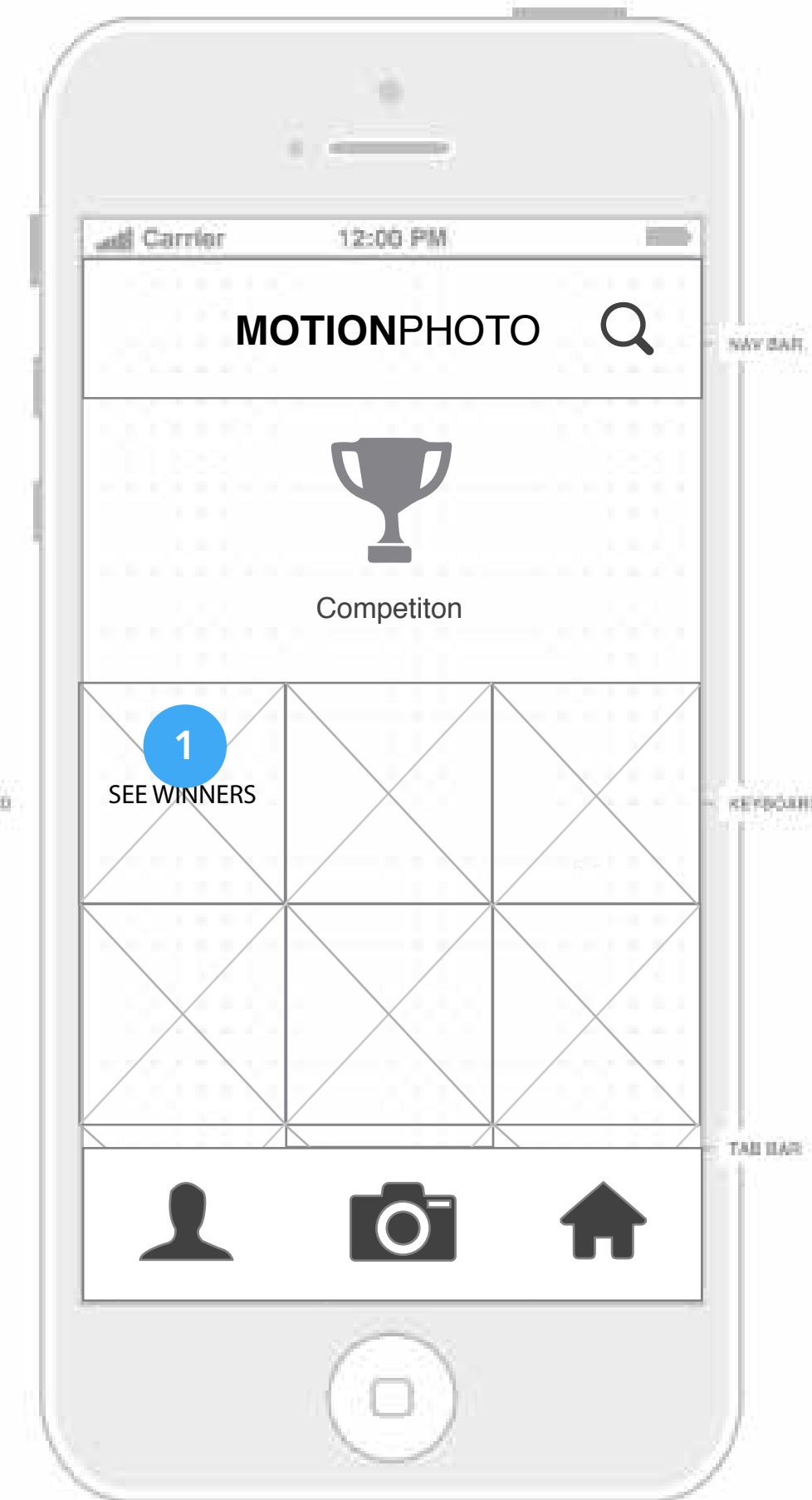
- 1: Show what competitions are closed



FEATURED



FOLLOWING



COMPETITION

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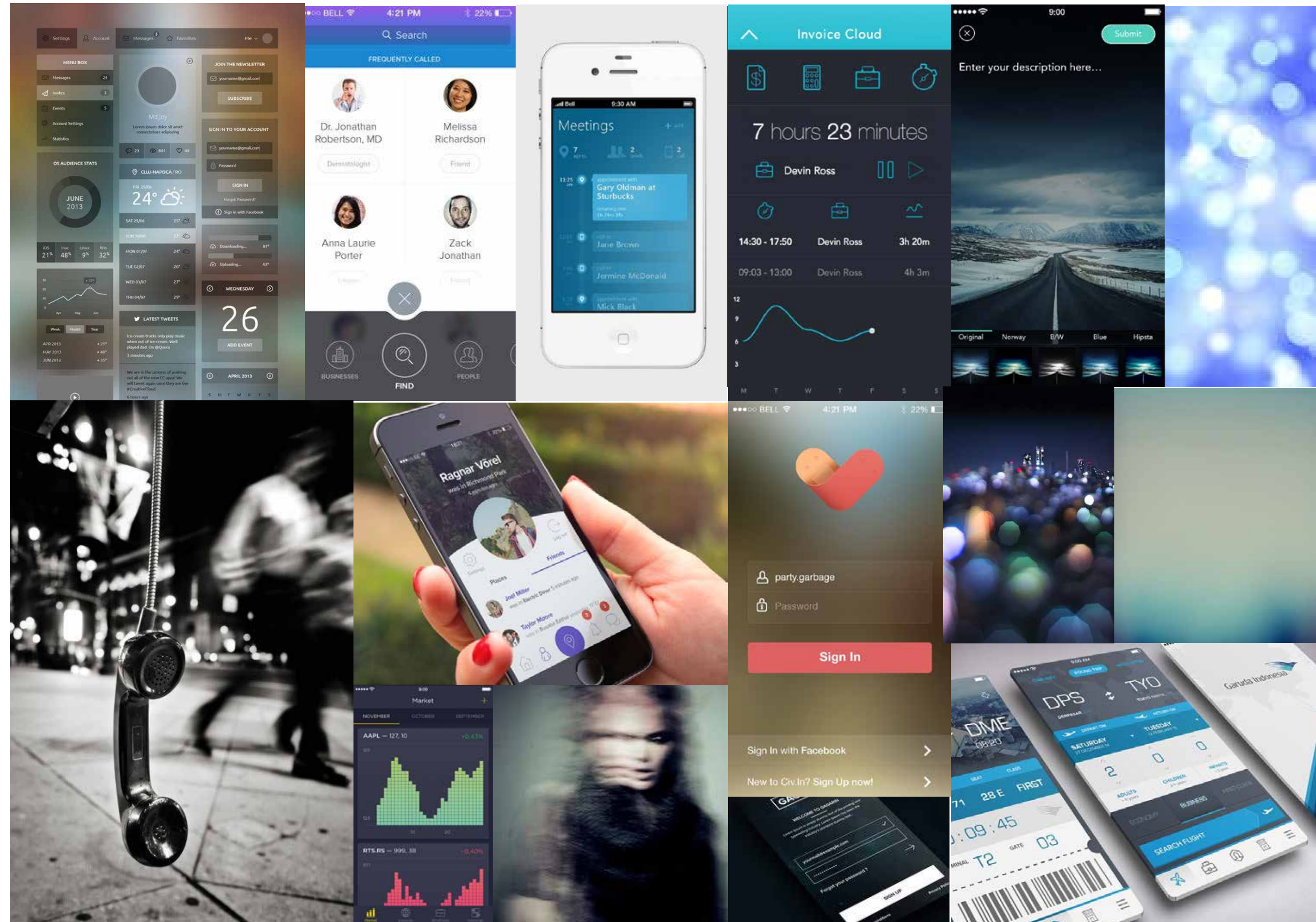
MOODBOARD

ELEGANT BLUR

Visuals draw upon the grace and elegance of blurred photography. Using slight transparency and flat elements the visuals have a lightweight floating quality. The use of empty space gives the design a strong presence and an air like quality.

KEY WORDS:

- Elegant
- Floating
- Transparent
- Movement



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VISUAL COMPS

LOG IN

Log into applicaiton. Design shows selected state.

HOME

Home/ landing page. See other followers and their videos.

PROFILE

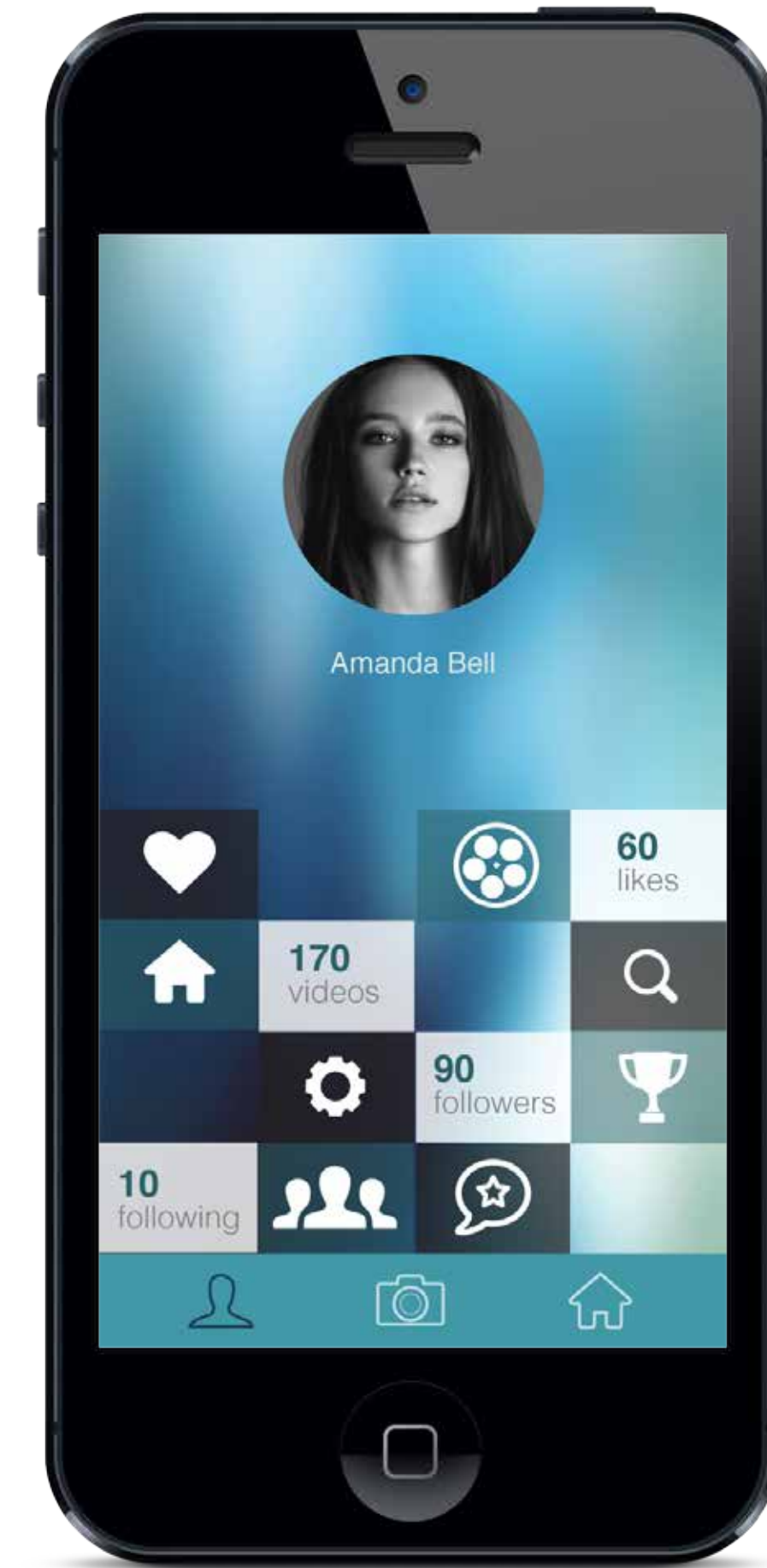
Grid layout lets user navigate through the applicaiton.



LOG IN



HOME



PROFILE

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VISUAL COMPS

CREATE

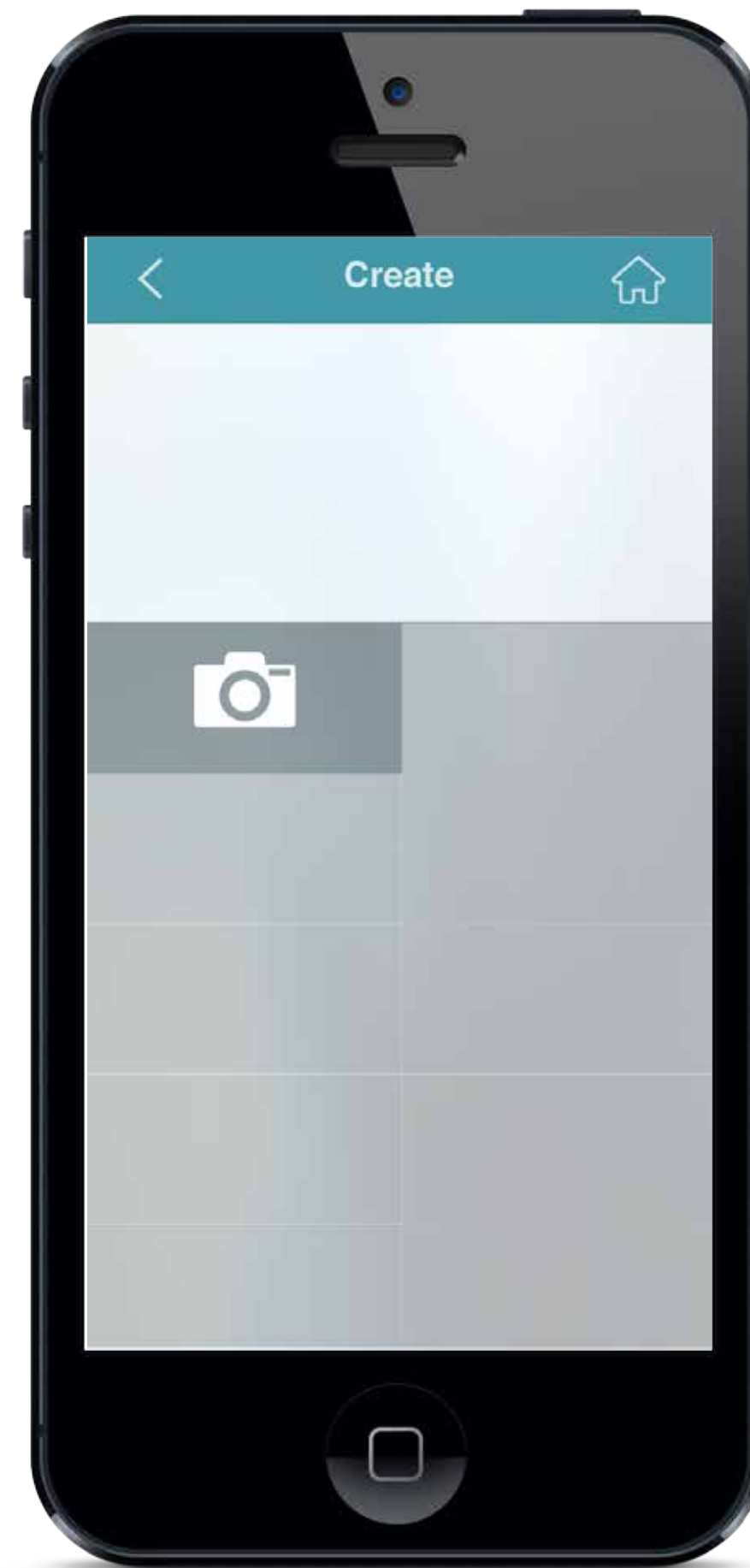
Grid to create video

EDIT

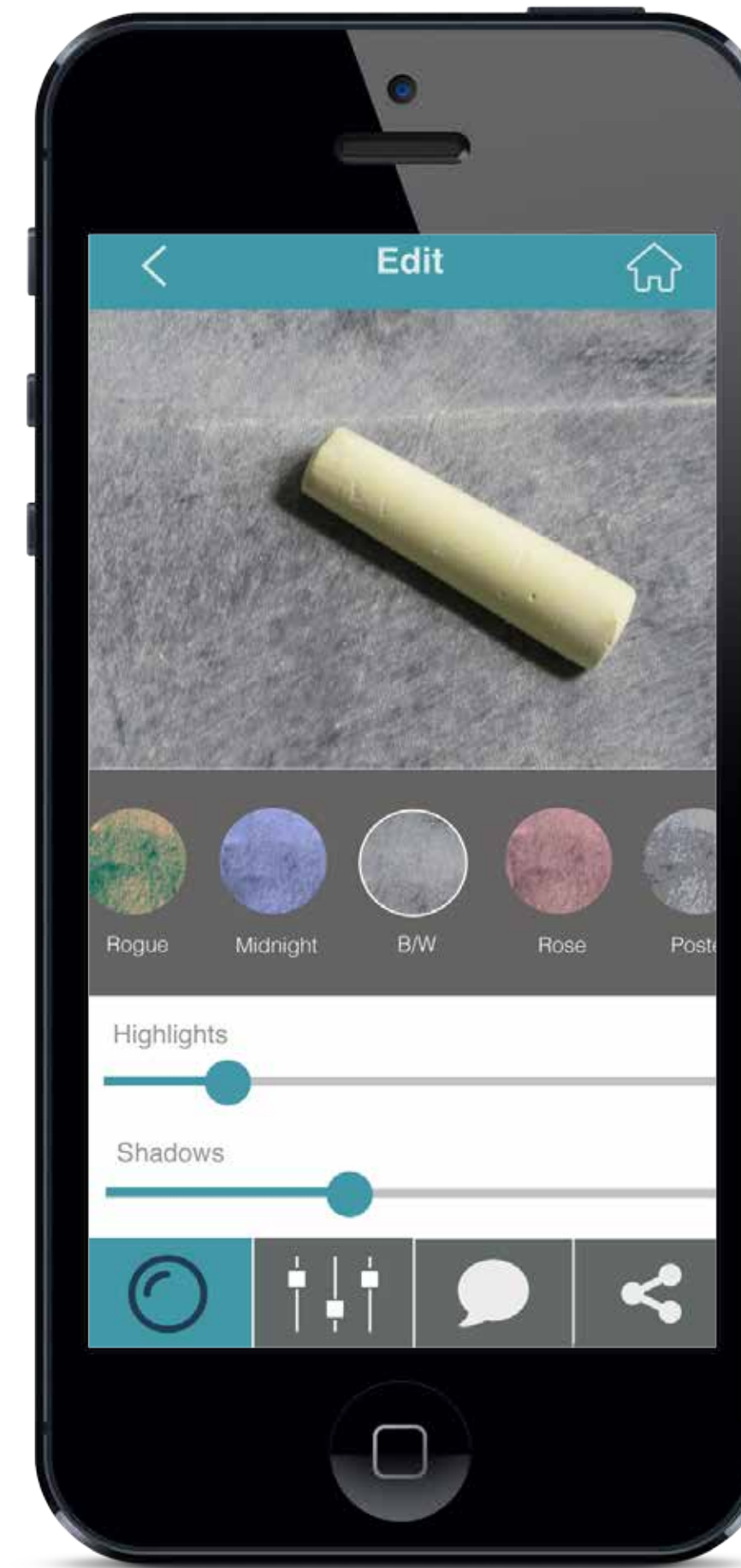
Filter view of editing process. Application steps user through the complicated process of making a video.

FRIEND PROFILE

See your friend's videos. Click one to expand it.



CREATE



EDIT



FRIEND PROFILE

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VISUAL COMPS

LIKED

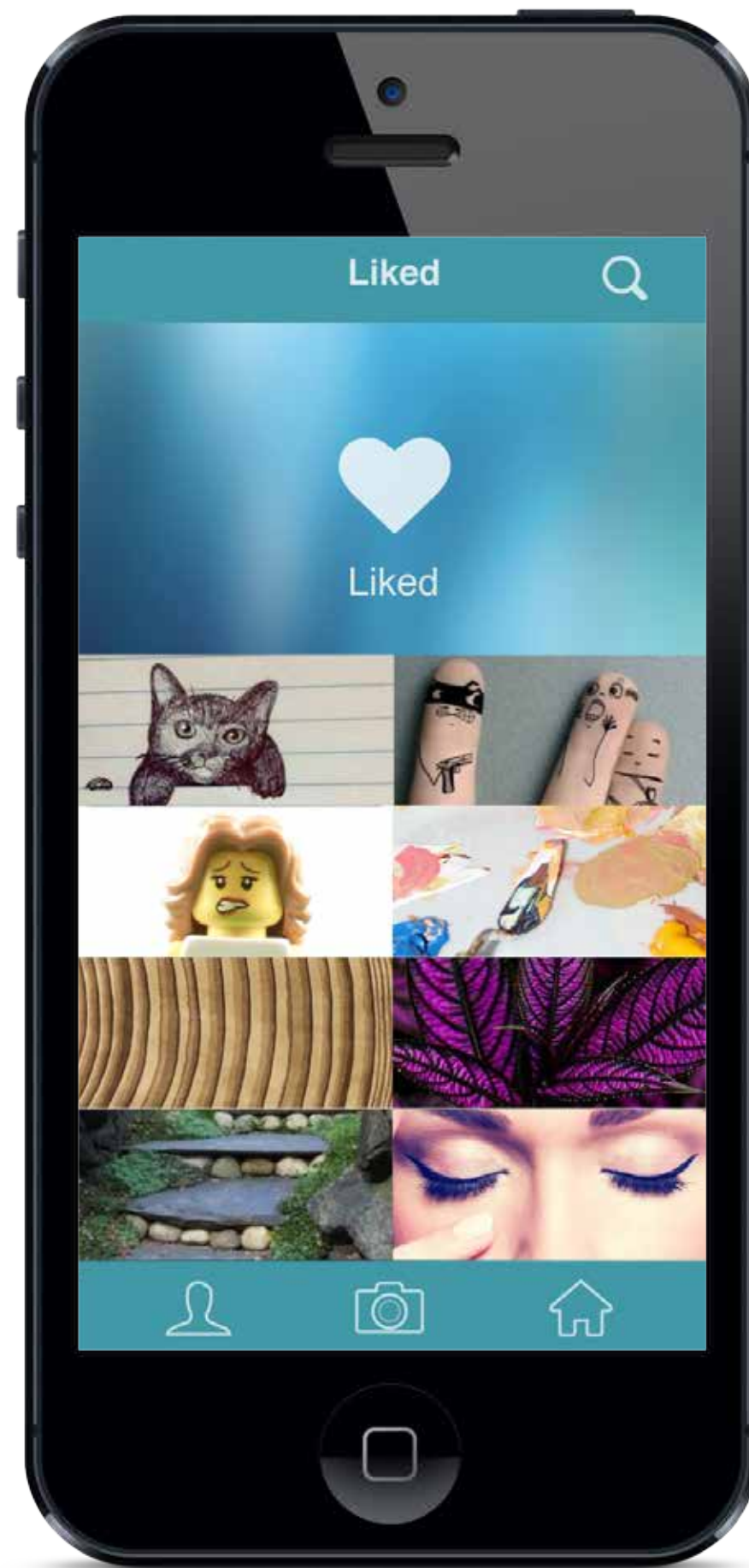
Go through vidoes that you have liked.

COMPETITON

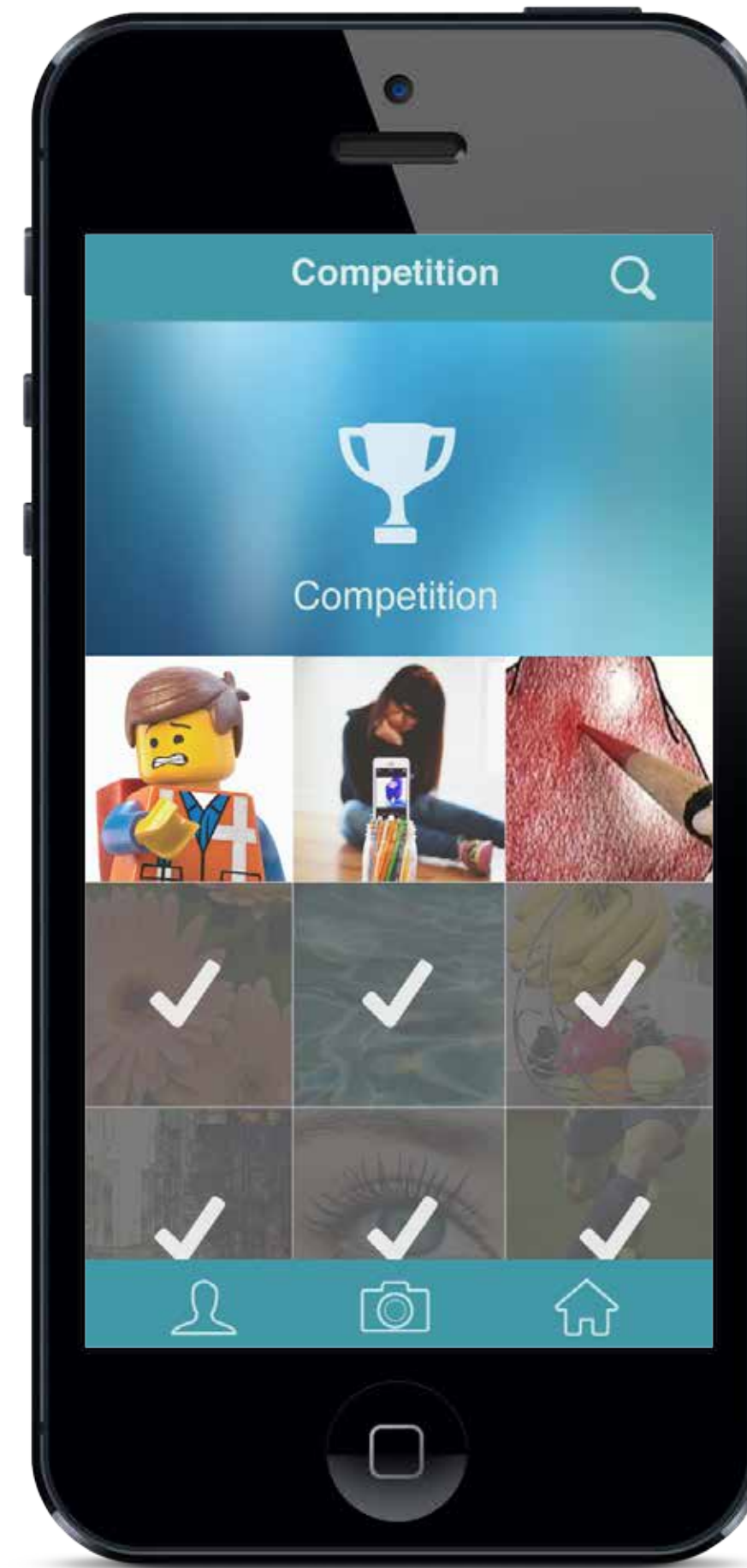
Enter competitons and see past winners.

FOLLOWING

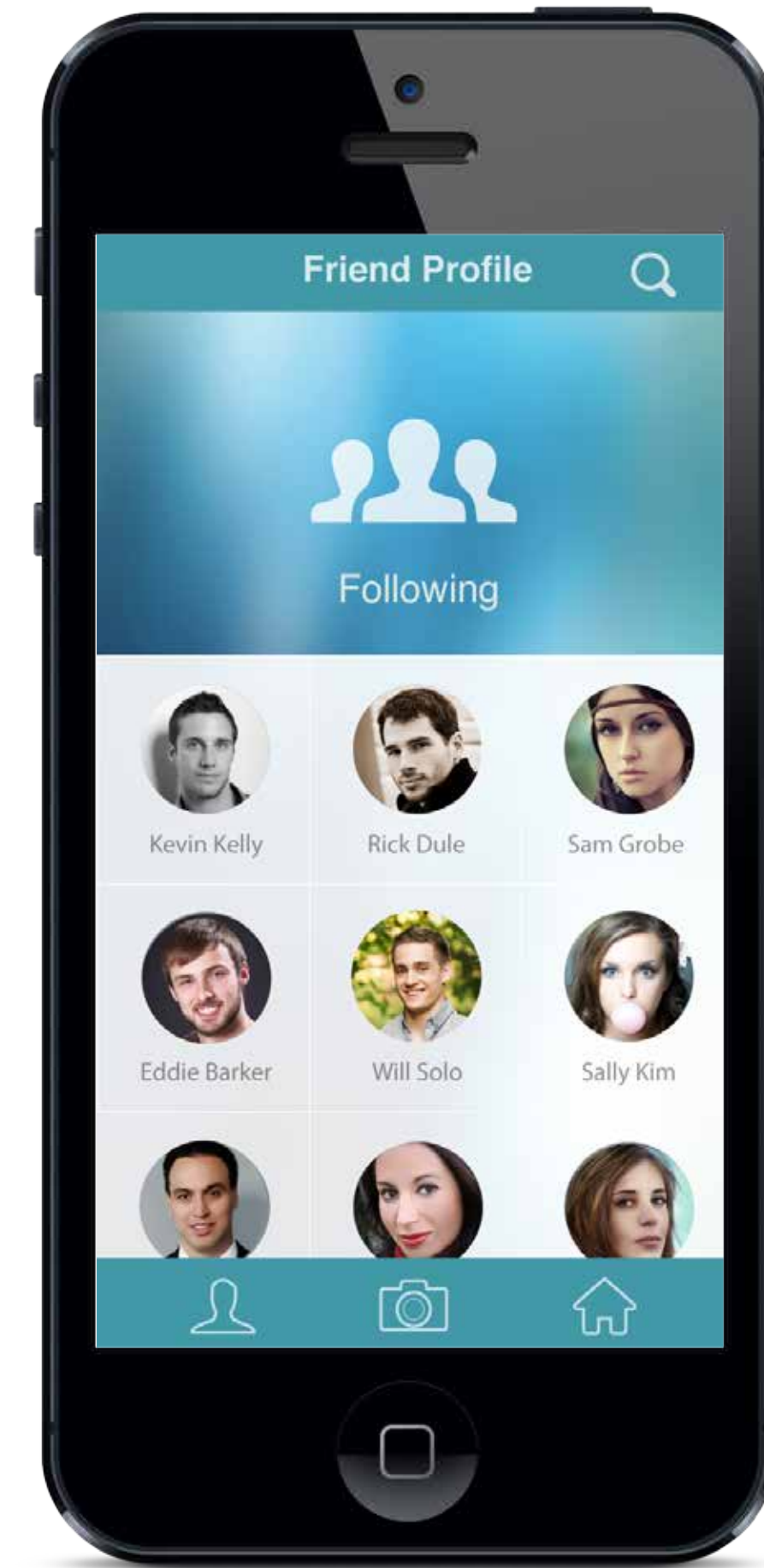
List of people you are following.



LIKED



COMPETITON



FOLLOWING