Business Plan: Pictalife

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Product Description

Our app, Pictalife, is a new concept of social media. Pictalife benefits our community by allowing people to connect with/without internet or mobile data. Pictalife's features include a diary entry system that can be shared or kept private, monthly challenges that allow users to share photos or other experiences, Video entries that will enable super user to vlog, create cool skits and generally share videos that can be up to 30 minutes, chat rooms that enable the user to talk all they want no matter where they are. Our app would make the world much easier to text.

Potential Market

Our app is designed for a variety of age groups, the recommend starting age being twelve. The potential market size preferably would be world-wide, but we will start in the general Whitsundays and Mackay region. Our product is mainly aimed at the general public, and will benefit our community by allowing the users to talk and post on each other's pages.

Competitive Analysis

This particular app is unique to itself, a combination of messaging, social media and writing. It costs less than a dollar, which can benefit many people in the slight cost. Most diary apps we see today are Wi-Fi-enabled, butt with Pictalife you would be able to use it anywhere, no matter the connection. Our application will supply the option of a username, registration page and password, unlike many other applications. But, unique to its creators, this particular application will enable users to utilise its messaging application on Bluetooth. With this particular widget, we hope to entice users with an offer no other application has ever offered. Yes, our app may seem closely related to Instagram and Facebook, but I guarantee that it is anything but.

Comparison:

While Pictalife may seem extremely alike to both Facebook, Instagram and Tumblr, it also has a large variety of differences to those three super users. Yes, it has a share button for other social medias, but most applications do, so that is not exactly something unusual. Another thing is that Pictalife has both a diary entry and public entry application that you can use to upload photos, stories or just writing. It utilizes a persons' creativity, with monthly challenges and competitions. We also have a messaging application that is generally found in most apps, but ours utilizes the ability to send an other persons post, whether it be a picture, video or text post.

Branding and Promotion:

Our apps name is a shortened version of the words, "picture abstract life". It represents three parts of the app, those parts being the photographic part of the user first, abstract representing a different look on things (e.g. story writing, drawing, photo edits, text posts) and life being the subject we revolve our app around. We chose our logo also based on the applications that our super user uses. The paper and pencil represents the diary area, where the camera lens in the top right corner

shows the photo part of it. The speech bubble shows that it is a social media, and the mouse was utilizing the fact that it is a computerized application. We attempted to design our logo using various colour schemes in mind, but in the end we chose to make it bright to catch a browsers attention.

We hope to launch our app at our high school assembly and are certain that our coaches will invite the local paper, The Whitsunday Times, to write a feature article on our involvement with the Tech Girls program and our application, Pictalife. We also hope to screen our demo and promo videos at the launch, and grant a first opportunity advertisement on our app to the first business that approaches us. We will enable guests to try out our app and ask them later on in the launch what they enjoyed about Pictalife. We hope to also approach Angle Signs for banners and advertisements and in turn we will advertise them on Pictalife. Also, we will approach local business owners for one-month advertisement in the app in exchange for something in return.

In addition to those attempts, we will also converse with site managers of other social media in hope of advertisement on their vast sites.

Under adult supervision, we have set up a page on Facebook, where we will be posting regularly about Pictalife's' challenges and competitions, also advertising the many capabilities of our app.