

VSCO app

Discovery Document

Statement of Intent

The VSCO app in all of its iconography, imagery, navigation and style must work together to bring people together to create, discover and connect. VSCO app provides a beautiful and powerful tool for creatives to edit and share photography.

Business Goals

VSCO exists for the purpose of empowering people to create, discover and connect. This is done through the app and VSCO Film. The app provides a public front where people can discover us. In app presets will introduce artists, designers and the like to our superb talent with in the word of image editing. VSCO app will introduce people to VSCO Film, and drive sales of that product.

Audience Definition

People use VSCO to create, edit and share photos. People use our app because it gives them powerful tools to edit their images. Users also seek the digital community we provide, where they can be inspired.

In order to create, edit and share photos users must navigate from taking / importing a photo, to editing it and finally publishing it. They also need to be able to navigate to and see work of other users

Users expect this to be a simple and intuitive process.

Project Objectives

The VSCO app is a very uniquely designed image editor. The uniqueness of the app has created an experience that is difficult for new and current users to understand, and enjoy. The new app will stay true to VSCO's unique style, but have a new experience that is more familiar.

Feature List

- A navigation system that is beautiful and unique, but at the same time familiar enough that new and current users do not become confused and frustrated with it.
- A link to the VSCO Film store

Success Metrics

- An increase in app downloads.
- Increase in preset purchases.
- Higher traffic on VSCO Film website.
- An increase in VSCO Film Lightroom presets and Camera Raw profiles
- More positive reviews of the app.