

“Perspective”

Emotional—What we feel in our body and in our physical health.

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Innovative design—Describe your new design, app, service, product, etc.

Our design idea is an app where you post photos of everything except for yourself. This would be the world around you: the environment you're in, nature, an experience you're having, etc. This would shift the focus from how you or others look and towards looking for the beauty around you and in everyday life. There would be followers, however there would not be a tangible number of people that you or anyone else could see. Likewise, there would be a “friend feed”, where you could see photos from the people you follow. There would also be a “discover” option where you could scroll through a map and see different photos that have been pinned by location with the names of who posted them removed (so it would be anonymous for safety and other reasons). The app would not include likes so it would feel no pressure to post. There would be no fear of scrolling through and seeing a body standard you feel you cannot achieve, or a faceted selfie. Instead, you will see photos of food, nature, architecture, art, etc. The app would not only be a safe space, but a place where you can easily find inspiration.

There could also be a feature where there is a “photo of the week” idea where the app gives you a week to “notice” and take a photo of something with a certain theme. Examples could be photos with a specific color, photos that are agricultural, photos including water, photos with certain textures, photos of a new recipe, photos of an art project, etc. The photo would be starred under your profile to show that it is the photo of the week, and you will easily be able to see what other people post as theirs. These don't have to be photos that are crazy or staged, they can be photos of everyday life and are encouraged to be. Our goal at the end is to allow people to see and appreciate the things around them that they might not have noticed were beautiful or interesting before. Things on their daily commute, recipes they use everyday that their grandmother passed on, drawings their child made during breakfast, flowers planted outside of a local church, a puddle that wasn't there before, dirty shoes, etc...

Upgraded criteria—state your criteria and why you picked it. Why is it important to you & your community?

We are inhibited when we are stressed, or emotionally exhausted. Apps like Instagram and Facebook can facilitate feelings of inadequacy or jealousy of others. Our design would not include “body checks” that allow harmful feelings, but instead would be a creative space. We would be involved in the world around us instead of self-involved. The average person might be tempted to look around them while walking down a street, instead of down at their other social media apps. This would most likely lead to lesser feelings of stress or emotional exhaustion while using our app due to the lesser pressure and innocent creative platform.

Supportive context—describe context or world/community that will support this

Our application will be geared towards a variety of users; starting with the creative communities already using platforms such as Instagram or VSCO. Photographers, professional or aspiring, artists who want to share their work, are able to transition to a space where they can share content, while their mental health is also valued. The space won't be limited to a specific group, along with creatives, we encourage anyone who wants to share intriguing snapshots to their feed, to sign up.

Weigh Costs—Evaluate expected costs—materials, labor, etc—this is not a number or monetary figure, but rather a description of the expected costs to the environment, people etc.(consequences)

We encourage users to find inspiration for the weekly post criterias organically, though we understand that users may go out of their way to meet the goal. We want users to prioritize being present, and if they feel drawn to, interact with their environment by snapping a photo to share within their feed. Our app is a space to share pictures from your everyday life, with a unique perspective. This isn't a platform that will have an algorithm sending extravagant photography skills or beautiful landscapes to users' feeds. To get the application up and running we would need a team of designers, coders and marketers. We would start with designing the application interface then introduce coders to develop the app. Then market the application through word of mouth as well as paid promotions on platforms such as Instagram, Facebook, Twitter.