



# Adobe Locale



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## ● COMPANY INFO

Adobe, a technology company located in San Jose, CA, is the industry-leading producer of software programs and hardware products for the creative community. Adobe is currently exploring opportunities to expand its photography and videography product line, targeting photo/video enthusiasts and professionals.

## ● PROJECT OVERVIEW

Currently, photographers must often conduct a separate scouting trip, or hire a scouting service. This adds to increased budget and loss of valuable project time-line. Adobe Locale is an expansion of the Adobe Creative Cloud Mobile App Suite, and is meant to play along with their current line of professional photography and videography applications like Photoshop, Lightroom, and After Effects.

By searching for keywords, specific cities, or areas of interest, this platform delivers remote scouting information to photographers/videographers, allowing them to easily identify the perfect spot for use in an on-location shoot. Locale will allow photographers and filmmakers of all skill levels to both locate and contribute to the world's most robust resource of photo or filming locales, creating the perfect environment for their shots.

Users will also easily be able to identify whether or not a specific location requires a license, and will streamline the process of procuring that license at a reduced cost, subsidized by the volume of participants in the global Adobe community.

## ● TARGET USERS

Users of this service will be professional photographers or videographers who are Adobe subscribers, but would also be available to (and benefit from) the expanded pool of Adobe creative contributors of any skill level. In order to better visualize the target demo of this application, we have put together the below persona.



# JASON PETERSON *(the photographer)*

## ABOUT

Jason is a wedding photographer who travels often. His shoots require a lot of preparation and whenever possible he likes to take his own equipment with him. He's got a few go-to set-ups, stylistically, but he's always looking for new opportunities to capture that perfect shot.

## HABITS

- Reviewing other photographer's portfolios.
- Reading photo product reviews online.
- Posting recent highlights to social media, and exploring opportunities for advertising.

## PREFERENCES

Digital Photography	●	●	●	●	●
Photo Editing	●	●	●	●	●
Problem Solving	●	●	●	●	●
Location Scouting	●	●	●	●	●
Travel	●	●	●	●	●

## GOALS

- Capturing pinnacle moments in people's lives.
- Having the right tools for the job.
- Expanding his portfolio and growing a name for himself.

## PAIN POINTS

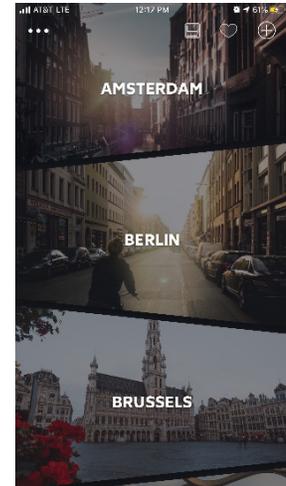
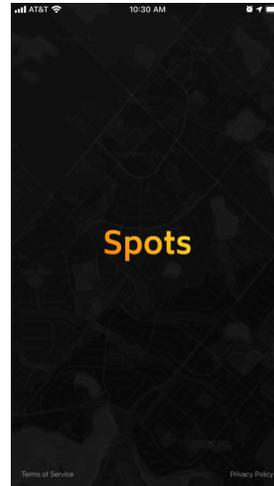
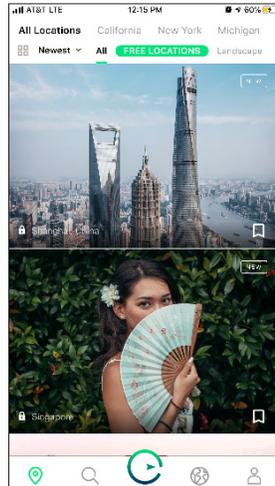
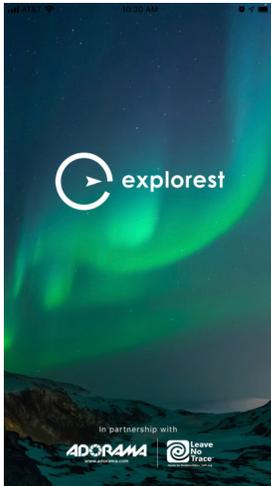
- Keeping up with current trends and making sure he has the right tools at his disposal.
- Scouting unknown locations.
- Feeling lost in a sea of other photographers.

## LIKES



## ◆ COMPETITION

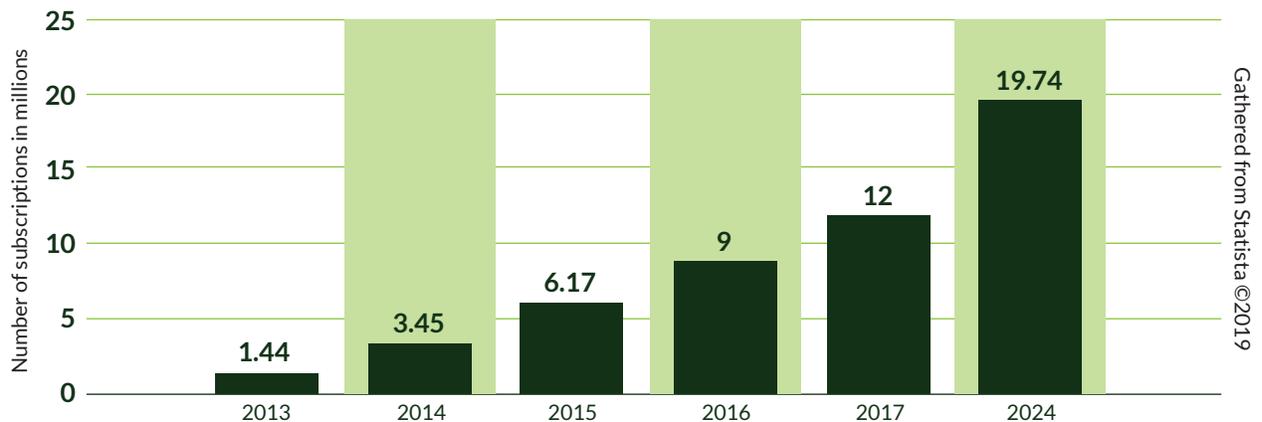
There are several other scouting apps currently available on the app store. The differences are that these apps primarily focus on the social aspect and sharing of imagery and none of them seem to tie into other platforms. The featured platforms seem to be more of a proof-of-concept, and only highlight a select few cities and locations. They do, however, offer creative solutions and features that should be implemented into Adobe's scouting application. Some of these features include, example imagery, pertinent lighting hours, similar locations, and weather updates.



## ◆ OPPORTUNITY

A recent survey found that over 12 million customers are currently subscribing to Adobe Creative Cloud services. That number is projected to rise to nearly 20 million by 2024.

Number of individual and team subscriptions to Adobe Creative Cloud from 2013 to 2024 (in millions)



Cross-compatibility, utilizing metadata from consenting participant's creative cloud libraries of imagery, will allow Adobe Locale to quickly become the premiere scouting application across the creative community.

## ● CORE FUNCTIONALITY

This application's core functionality will include many standard features and interactions, common to applications and familiar experiences. Things such as Registration, Opt-In, Location Permissions and Settings all provide a framework that can quickly be built upon.

Where Adobe Locale really has the opportunity to shine is in its vast depth of data to pull from and the ability to integrate into its current industry leading creative platforms and services. By mining consenting participant's cloud-based imagery and video metadata, Adobe already has a solid foundation of highly valuable and monetizable information.

### THIS APPLICATION SHOULD:

1. First and foremost, provide a robust database of location specific imagery and associated information, accessible through a highly-efficient search experience.
2. Give users the ability to opt into the program, and clearly define how the data will be mined and used to support their experience, while contributing to the greater good of all users.
3. Integration with other services such as Photoshop and After Effects, allowing users to post imagery or clips of their recent locations.
4. Example imagery of the specified location, as well as similar locations, should be highlighted to the user within their specified location details.
5. Image details should include the location name (city, state, country), any specific categories associated with the location (urban, highway, rustic, etc.), photo equipment used for the shoot, skill level, access information, hours (if applicable), fees, map of location, preferred days or times of day, current weather information, and key shooting hours.
6. Users should also be able to obtain any required licenses, at a discount, supported by the sheer volume of the Adobe community of users.
7. Opportunities also exist for Adobe to partner with third-parties for equipment rental, and potential location-specific advertising.
8. Custom user settings may include location specific weather notifications for upcoming trips, or the ability to disable data submission of specific restricted imagery.
9. Adobe Locale will be free for Adobe Cloud users, who will not be required to pay any additional fees to use the app. In the instance that a user would like to pay a small monthly fee for standalone use of the app, a payment platform would be presented at time of purchase.

## ◆ PLATFORM

As each of Adobe's mobile applications are built for both iOS and Android, this application should be no different and should only vary in OS specific or required instances (i.e. OS prompts, OS limitations, OS defaults, etc.) where necessary. Additionally, the impact of Locale should be seen in both mobile, desktop and cloud-based services, but for the purpose of this project, using a mobile-first mentality, we will focus on building out prototypes for the iPhone that should translate into the Android experience with a target of 95% (that is, using minimal default OS mechanisms.)

