

Splotr

What is Splotr?

Splotr is an online resource where people can share their experiences and memories with the world. Self expression is the driving force behind Splotr allowing users to create custom Splot Entries called “splots” with accompanying photos, videos, and text.

Splotr’s goal is to enable everyday people to express themselves online in a creative way. It will go beyond sharing photos and videos online with the opportunity to add a unique-personal splot entry with your media



Who is Splotr for?

The primary audience will be internet savvy users between the ages of 18 and 23 years of age.

A secondary audience focuses on a slightly older crowd between the ages of 25 and 30.

Why?

The primary audience is targeted because college students and high school students are more inclined to keep a diary or log of their experiences, as well as having the time to log in and be social about it.

The secondary audience will have the financial backing that some of the younger audience may not have therefore making the blog area more diverse and interesting.

Our Message

Self-expression and communication is one of the strongest and most natural desire we all have. The natural desire to share life with other and express who we are is one of the best ways to find peace of mind. It gives you a sense of freedom and community that brings us together.

Splotr is all about expressing yourself through the recollection and creation of plot entries or “plots”.

Splotr is UNIQUE.

Make Friends.

An online community of friends and family with the same interests as YOU.

Create.

Personalized spot entries called **“SPLOTS”**

Speak.

Comment on other spotter's entries.

Share.

Upload you own videos, pictures, and supporting text.

Contribute.

Add your favorite destination and travel ideas to a “running” Ideas List.

Subscribe.

Subscribe to our newsletter and site through an rss feed.

Perception and Tone

FRIENDLY, FUN, INNOVATIVE, CONTEMPORARY, COMMUNICATIVE, ACCESSIBLE

- This will be accomplished through the use of sans-serif fonts, clean edges, a vibrant color palette.
- User friendly navigational elements and well thought out UI design will make using Splotr a breeze.

Technology

- ▶ **RSS syndication**
- ▶ **Interactive Poll**
- ▶ **Blog**
- ▶ **Video Enabled**
- ▶ **Log In Feature**
- ▶ **Drupal CMS**
- ▶ **JQuery**
- ▶ **Flash**
- ▶ **Search Feature**

The site will allow users to create a username and password, subscribe to a newsletter, create and respond to splot entries.

Upload your own pictures, videos, and supporting text to create a personalized “SPLOT”.

Use the rating system to “splot it” or “splat it” to signify their satisfaction with the post.

The site will be built off of the popular open-source content management system Drupal in order to make site maintenance and updates easy.

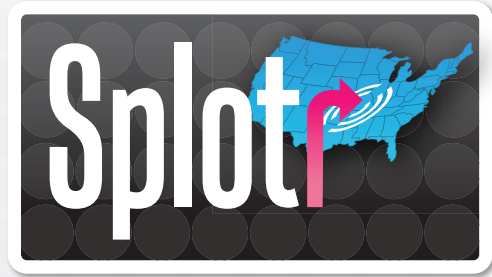
Design

Clean. Simple. Fun.

Sans Serif Fonts

Vibrant Colors

Logo Designs



Final Logo Design

Splotr

Splotr

Splotr

Comp Design




Spotr is all about self-expression. Come in and take a look around. If you like what you see, start sharing your experiences with the world.

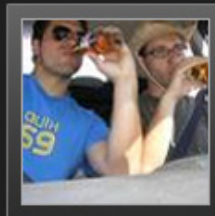
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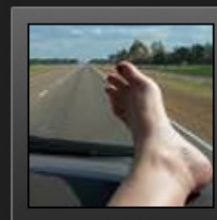
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