

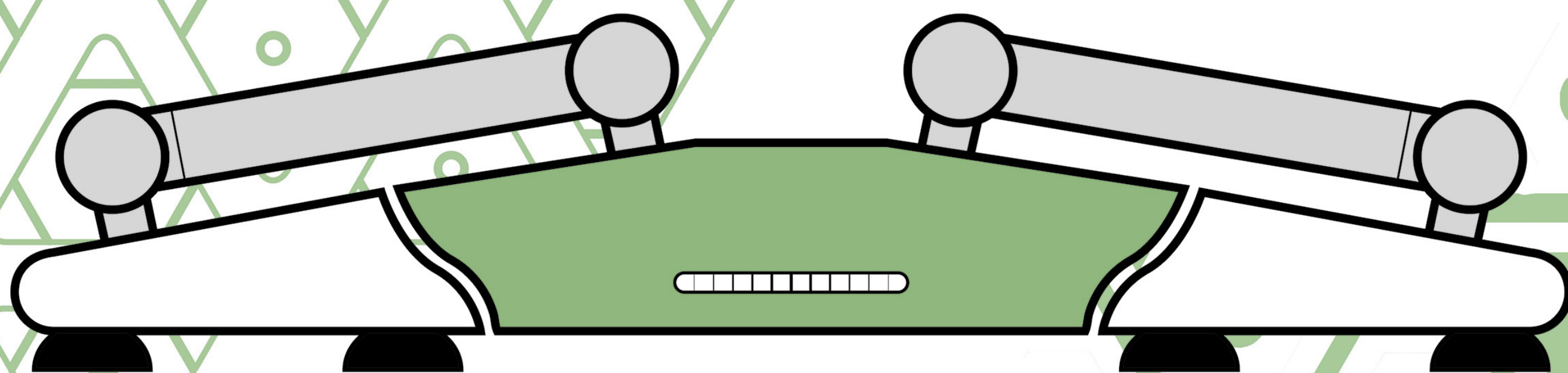
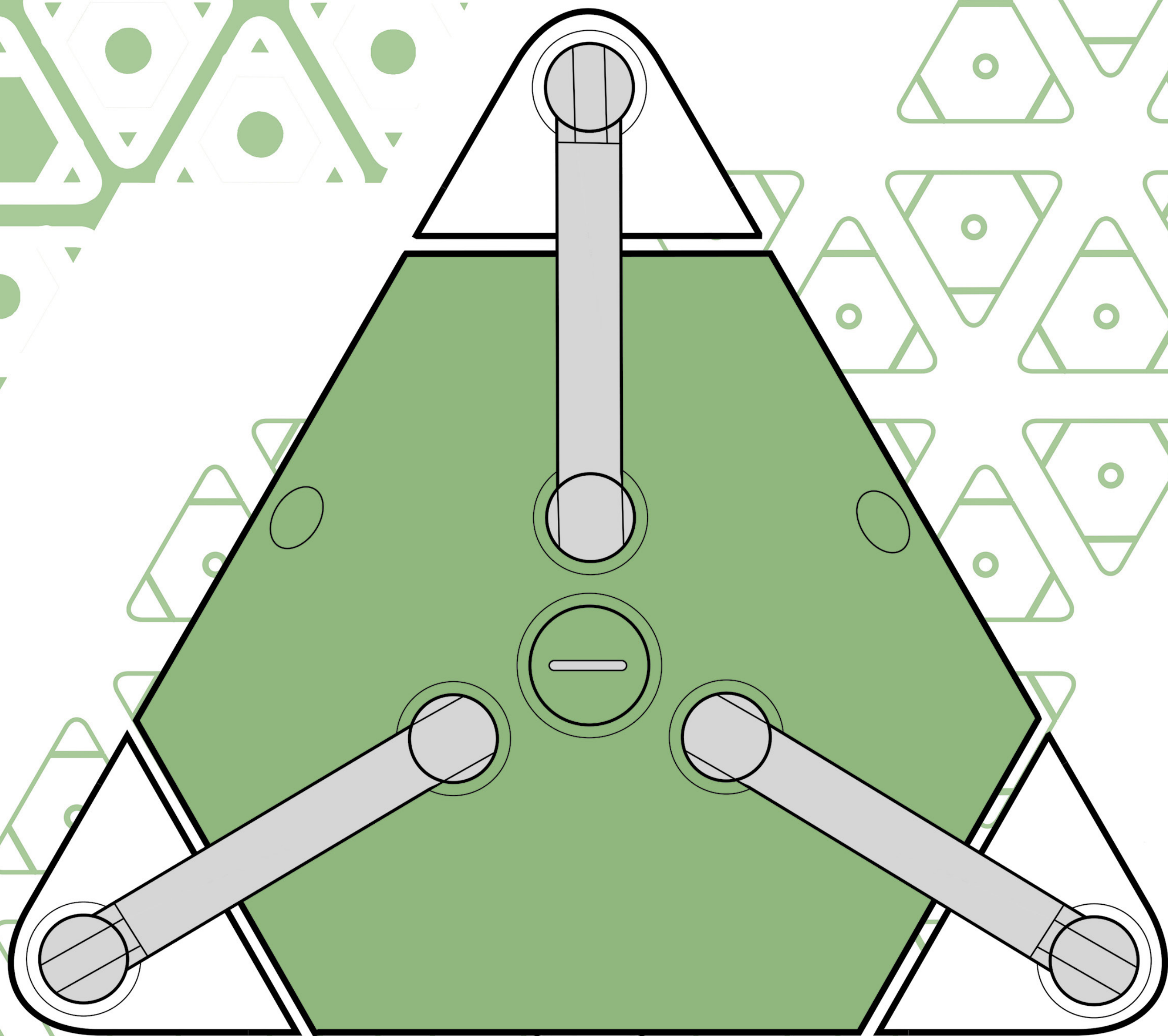
 **DESIGN DESCRIPTION WITH IMAGES**

 **CLIENTELE WITH PERSONA**

 **COMPETITORS**

 **PARTNERSHIP**

 **SUMMARY**



DESCRIPTION:

The POV POD is a portable camera stand that is sturdy and allows for optimal angle control, specifically when working with stop motion animation.

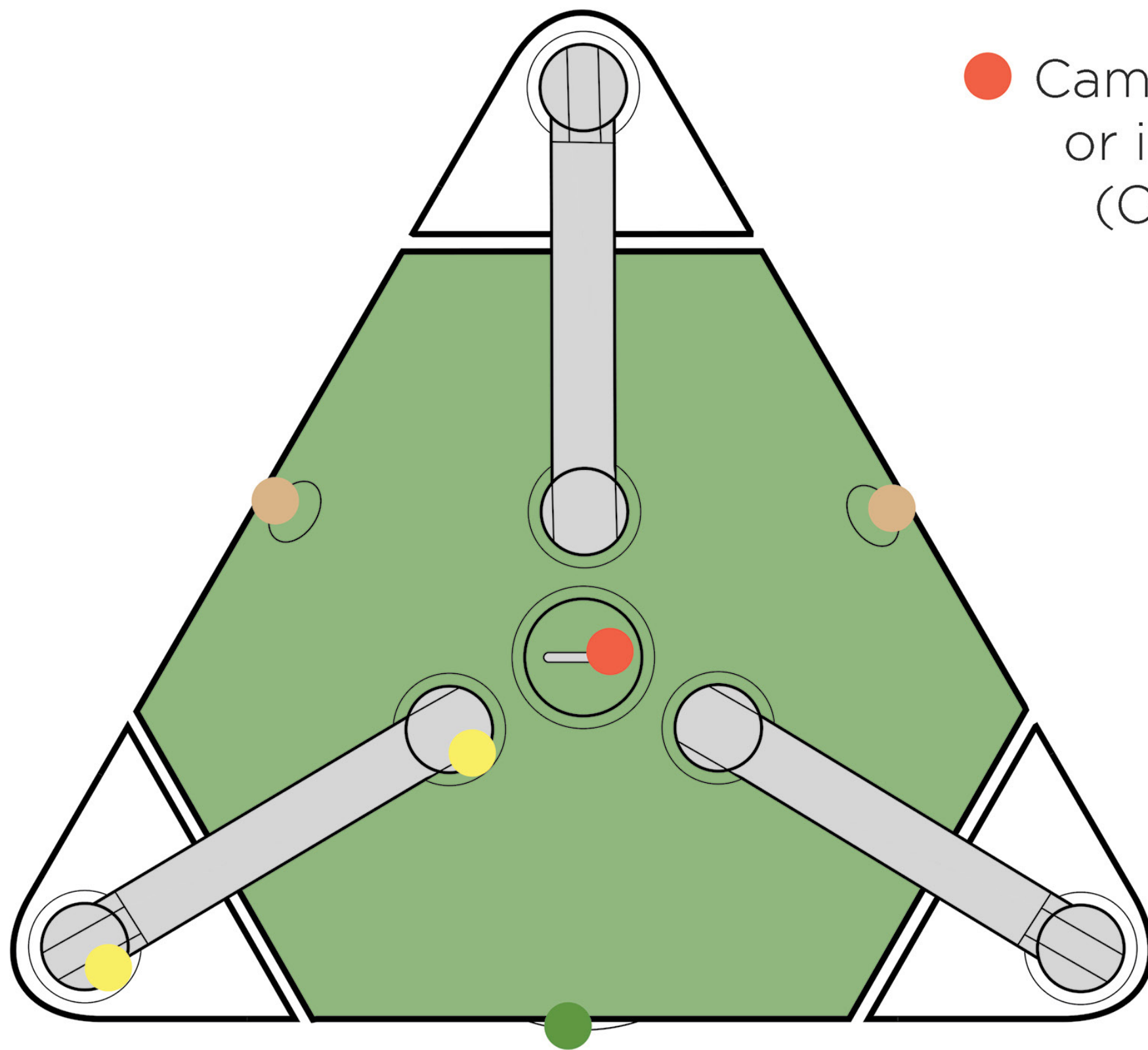


The triangular shape, along with suctioned feet, provide extreme stability. The legs can extend up to three feet, and when in its compacted form, each side measures one foot across.

FEATURES:

● Wireless Shutter Release Connector (Remote on back)

● Camera Mount Screw or iPhone Mount (On back)



● Leg Joints that Rotate on Dual Axes

● Dial to Tighten and Lock Legs in Place

CLIENTELE:

The main clientele for this product would be any amateur stop motion artist. After speaking to a former employee of “Will Vinton Animation”, it was determined that an animation studio would not need this scale of stand, or need it to be portable. An animation studio needs a larger stand that can support lighting equipment. This product is for anyone who does not have access to a studio, but still wants to produce a high quality animation.

There is no age limit to use this product, but it is recommended that anyone under the age of ten has adult supervision. This product would ideally appeal to a younger audience, due to a partnership with the “Children’s Creativity Museum” in San Francisco, CA (Mentioned later).

PERSONA:

Name: Alex

Age: 15

Hair Color: Brown

Mood: Moody



It is Saturday morning, and Alex is being forced to go to the “Children’s Creativity Museum” with his mom and little sister. He is obviously much too cool to be doing things with his family in public on the weekends, and he knows it. Walking, with arms folded and eyes in a constant state of being rolled, Alex stumbles upon the Animation Station. After an hour of modeling, shooting and animating, he was hooked. Who knew creativity could be so cool. In a matter of minutes Alex had dragged his mom to the gift shop to buy the POV POD.

COMPETITORS:

“GorillaPod” by “Joby”



This is a small, portable camera stand that allows for a decend range of angle variety. It is relatively cheap, going for only twenty dollars.

“All Terrain Tripod” by “Polaroid”



This is a small scale camera stand that offers basically what the “GorillaPod” does.

DIFFERENCES:

- There is no way to extend the legs, you have to work only from ground level to the height of the straightened legs
- There are NO camera stands of any size that have a wireless shutter release built in. This is very necessary when working with small scale sets, in order to avoid camera shaking

PARTNERSHIP:

The “Children’s Creativity Museum” is located in San Francisco, and offers a very cool activity to kids: stop motion animation. There is a small station that allows an actual (short) animation to be created within about half an hour. This process teaches children to be creative and patient, and also gives them an extremely rewarding result. If a child enjoys it, I believe the Museum would be a great partner to the POV POD, making it available to them so they may continue the creativity at home, or wherever they happen to be.

SUMMARY:

This is an **affordable** camera stand that specializes in capturing stop motion frames. It allows for **optimal angle control**, and is **portable**. This would also be the only camera stand on the market that has a **wireless shutter release** in the stand itself, which is very important when minimizing camera movement. For it's size, this stand is incredibly **stable**.