

Photography as you have never seen



PRODUCT SERVICE SYSTEM TO LEARN PHOTOGRAPHY

ANGELICA MARIA BELLO ARIAS

To my brothers, Felio and Jesus

Thesis by **ANGELICA MARIA BELLO ARIAS**
angelicambar@gmail.com
matricola 749185

A dissertation submitted for the
degree of Master
of Design in Product-Service Systems
Year 2009-2011

Tutor : CABIRIO CAUTELA
Politecnico di Milano

1. Introduction	
1.1. Abstract	
1.2. Acknowledgments	
1.3. Introduction	
1.4. Goals	
1.5. Current relationship between Traveling and Photography	
2. Traveling nowadays	
2.1. Traveling as a Photography learning field	
2.2. Traveling motivations Phenomena	
2.2.1. Satellital motivations	
2.2.2. Orbital motivations	
2.3. Traveling Process	
2.4. Traveling trends (new kind of tourism)	
2.4.1. Planing	
2.4.2. Experiences	
2.4.3. Memories and feedbacks	
2.5. Case-study Couch surfing	
2.6. Gap and opportunities	
2.6.1. Traveling chain	
2.6.2. Insights	
2.6.3. Conclusions	
3. Photography as a travel matter	
3.1. The state of the art of photography (technological and use evolution)	
3.2. Photography process	
3.3. Photography trends	
3.3.1. Self learning conquer	
3.3.2. Amateurish vs professional photographers cold war	
3.3.3. Brand empire, brand dilemma	
3.3.4. Let us shoot	
3.4. Main actors in the use and learning process in photography	
3.4.1. Manufacturers	
3.4.2. Sharing showcases	
3.4.3. Learning media	
3.5. Gap and opportunities	
4. Project Development	
4.1. Personas	
4.1.1. Insights	
4.2. Opportunity of innovation	
4.2.1. The maestro figure	
4.2.2. Creative carriers paradox	
4.2.3. Reinventing the relationship between amateurish and profesional photographers	
4.2.4. Fund creative communities	
4.3. Venture Eye Product Service System	
4.3.1. Introduction	
4.3.2. Service Structure	
4.3.2.1. Peripheral Services	
4.3.2.2. Core Service	
4.3.3. Story telling	
4.4. Service Journey	
4.5. New Service touchpoints	
4.6. Business Model Canvas	
4.7. Main Stakeholders	
4.8. Future Scenarios	
4.9. SWOT analysis	
5. Conclusions	
6. List of Figures	
7. Bibliography	
8. Webliography	

1. *Introduction*

From keeping memories to the era of image obsession, photography and its technological evolution has been an influential force in our modern society history, recorded and portrayed in many different ways. Undoubtedly photography is a powerful resource that enhances so many fields and disciplines, such arts, advertising, marketing, among many others. In this case we study photography as a learning matter and the knowledge of its devices.

Thanks to the photography democratization, is quite suitable to have a camera and simply snapshot, today is proven that more than 77% percent of people household a device able to capture images, either traditional cameras or mobile phones displays, but how many of them are able to make real good pictures and how many of them believe they do?. As a matter of fact this massive diffusion concerns the professional status of the activity and their profound consequences to its experts, leading to an antagonist relationship between Photographers and Amateurish.

The photographer's work field is not easy, finding a job able to afford beforehand photo-reportages or expeditions is getting harder, the industry has gradually changed and nowadays its ruled by photo-editorial houses who select and hire projects already developed. A regular emerging photographer is not always in the position to carry this kind of projects on himself, the expenses of such expeditions might be an obstacle to develop future works.

The aim of this thesis is to reinvent the relationship mentioned above and address it towards to reciprocal and beneficial alliances where professional photographers encourage the learning process and amateurish support the artwork and innovation made by photographers.

As a result a collaborative platform has been created, Venture Eye is a product service system that enables professional photographers to raise fundings in order to create independent and innovative projects, triggering their knowledge and potential to amateurish people who are interested to improve their photography skills. This learning methodology has been

developed in the traveling framework as a main resource, offering a unique experience where people can have affordable access to photography gears and parallel activities that will enrich and inspire the picture making. Moreover the Product Service is aware of the device driven essence of photography, hence knows that the learning skills are strongly influenced by the access to all kind of cameras and accessories, fostering different styles and typology choices, as a consequence Venture Eye proposes a complementary gear rental service that allows people to try different cameras and reinforce their experience during the travel for a convenient price. On the other hand this service unlike to conventional gear rental places offers an accumulating initiative giving the possibility to keep part of the investment through venture points, which people will gather until they decide to acquire a second hand device offered by the system.

The service will contribute to make this experience easier for both sides, helping to the project creator to plan efficiently and providing him toolkits that will improve his ability of teaching to small groups. This toolkit will be generated by gathering multiple experiences from experts, and will support the photography leaders in creating unforgettable training experiences, this will be available in smart phones applications, easy to use anywhere they have planned to go.

1.1. ABSTRACT (italiano)

Dalla semplice registrazione delle memorie all'ossessione per l'immagine, la fotografia e la sua evoluzione tecnologica hanno avuto un potere influente nella società moderna, registrata e ritratta in molti modi differenti. Indubbia è la forza della fotografia quando si tratta di rafforzare altri campi e discipline come l'arte, la pubblicità, il marketing, per citarne alcuni. In questo caso studiamo la fotografia come un mezzo di apprendimento e conoscenza dei suoi stessi strumenti.

Grazie alla democratizzazione nella fotografia, è abbastanza immediato avere una fotocamera e semplicemente scattare immagini. È provato che al giorno d'oggi più del 77% degli individui ha in casa un apparecchio in grado di catturare immagini, che sia una comune fotocamera o un display che permette di fare fotografie, ma quante di queste persone sono in grado di sfruttare al meglio questi strumenti e quanti sono effettivamente convinti di saperlo fare? In realtà questa diffusione massiva è rilevante per lo status professionale dell'attività e per le relative profonde conseguenze che ha sui suoi esperti, finendo col portare a un rapporto di tipo antagonistico tra il Fotografo e il Dilettante.

Il campo professionale del fotografo non è semplice. Trovare un incarico che gli permetta in anticipo di affrontare un foto reportage o una spedizione diventa via via più difficile. L'industria è cambiata gradualmente e oggi è dominata dalle aziende editoriali che selezionano e acquistano i diritti di progetti già completi. Un tipico fotografo emergente non sempre si trova nella posizione di poter sostenere da sé un progetto, le spese di tali spedizioni potrebbero essere un ostacolo per lo sviluppo dei futuri lavori.

La seguente tesi di propone di reinventare la relazione sopra descritta e indirizzarla verso una reciproca e benefica alleanza in cui i fotografi professionisti incoraggino il processo formativo e i dilettanti supportino il lavoro e l'innovazione messa in atto dai fotografi.

Di conseguenza è stata creata una piattaforma collaborativa. Venture Eye è un sistema produttivo che permette ai fotografi di accumulare fondi al fine

di mettere in atto un progetto indipendente e innovativo, trasmettendo la propria conoscenza ed esperienza ai fotografi amatori che hanno interesse a sviluppare le proprie capacità. Questo metodo formativo è stato sviluppato in un ambito di viaggio inteso come risorsa principale, al fine di offrire un'esperienza dove le persone possano avere un accesso ad attrezzature professionali a prezzi abbordabili, oltre ad attività parallele che arricchiscono e ispirano la creazione delle immagini.

Inoltre il Prodotto Servizio è ben consapevole del forte orientamento all'apparecchio tecnico proprio della fotografia, perciò sa bene che le capacità di apprendimento sono molto influenzate dall'accesso a ogni tipo di fotocamera e accessorio, stimolando diversi stili e tipologie di scelta. Per questo Venture Eye propone un servizio di noleggio attrezzatura complementare, che permette alle persone di provare differenti camere per un prezzo conveniente e rafforzare la propria esperienza nel corso del viaggio. Da un altro punto di vista questo servizio, diversamente da un convenzionale noleggio attrezzature, offre un'iniziativa basata sull'accumulo, dando la possibilità di prendere parte all'investimento attraverso dei "venture point", che le persone accumuleranno finché decidono di acquistare un apparecchio di seconda mano offerto dal sistema.

Il servizio farà in modo di rendere tutta l'esperienza più semplice per ambo le parti, aiutando il creatore del progetto a pianificare con efficienza e procurare il kit necessario a massimizzare la sue abilità di insegnante. Questo kit verrà messo insieme dalle esperienze multiple di esperti e supporterà il fotografo leader nel creare un'esperienza di apprendimento indimenticabile, il tutto sarà disponibile su piattaforma mobile, facile da utilizzare in qualunque luogo venga pianificato il viaggio.

It is a pleasure to thank those who made this thesis possible, I'm very glad to have had you all through this long process.

I want to express my gratitude to Professor Cabirio Cautela who tutored my work during the last semester and shared with me his time and a different approach from the strategical point of view.

Thanks to Colfuturo the entity who made this experience possible, for encouraging so many young talents in my country to have studies abroad and get the most out of the most prestigious universities. Thanks to Politecnico di Milano which offered me its resources during these 2 years, including thoughtful professors and fruitful opportunities.

I specially want to thank the support I have received from my family, the unconditional love and energy they have given me during my whole life, to my father a great man who always influenced my academic discipline, to my mother and my brothers for always being there caring about my future, to my aunt Melinda Bello and cousin Aydé Marsiglia for reinforcing the family unity.

To my best friend, fake husband, twin brother Miguel Bello, who came with me and has accompanied me during the whole experience, thanks for growing up together and share 10 good years of our lives. To my PSSD friends who were my real teachers, they stimulated and dared my skills, they fed me with their own experiences and lifestyles, they gave me advices when I needed the most, thanks to Ana Isabel Palacios, Guelmy Alcocer, Khaily Kim, Ece Ozdil, Chiara Cacciani, Dipa Sitepu, Corina Macnovit. Special thanks to my personal couch the big Carmelo Ferreri who has shared his wisdom with me, and his critical opinion, undoubtedly he helped me to be better.

I want to thank Daniele Federico for his help and contribution during this thesis, his insightful experience shed light on the final big idea. Thanks to Vito D'azzeo e Gian Paolo Niro my coinquilini italian brothers, who were patient enough to stand me during this stressful period, feeding me and pushing me every day with the annoying question "e già pronta la tesi?" Finally I thank to my friends in Milan, Natalia Castro, Clara Arango, Sebastian Hermida, Camilo Quiroga and Juan Avila for their company and support during this two years, they in their own disciplines have always encouraged me to keep going.

1.3. INTRODUCTION

Thanks to the fast and massive development of digital photography, much more people is able to capture different moments with their cameras, increasing passion and participation in visual arts. Many of them has taken very seriously this activity in order to maximize their performance, publishing their work and share experiences about techniques and countless subjects.

Helped by web based platforms (flickr, facebook, deviantart, vimeo) amateur photographers have increased their knowledge but still want to be more involved in this field, taking it to a practical level where the equipment might be expensive (lights, and specialized cameras) and the tutoring is still distant.

There is the need to provide a service which can enable amateur photographers to have a different experience, where they can find a professional guidance and make affordable the process of learning with the appropriate devices. Is also a way to encourage people to take photography to another level, including different scenarios and multicultural encounters.

1.4. GOALS

- Enable amateur photographers to have an evolved photography experience trough traveling.
- Provide specialized gears affordable to all kind of photographers
- Setting an informal learning technique that allows people to have multicultural encounters
- Foster a new business model to the touristic industry
- Provide a platform where the traveling experience takes a long lasting impact in memories and feedbacks

1.5. CURRENT RELATIONSHIP

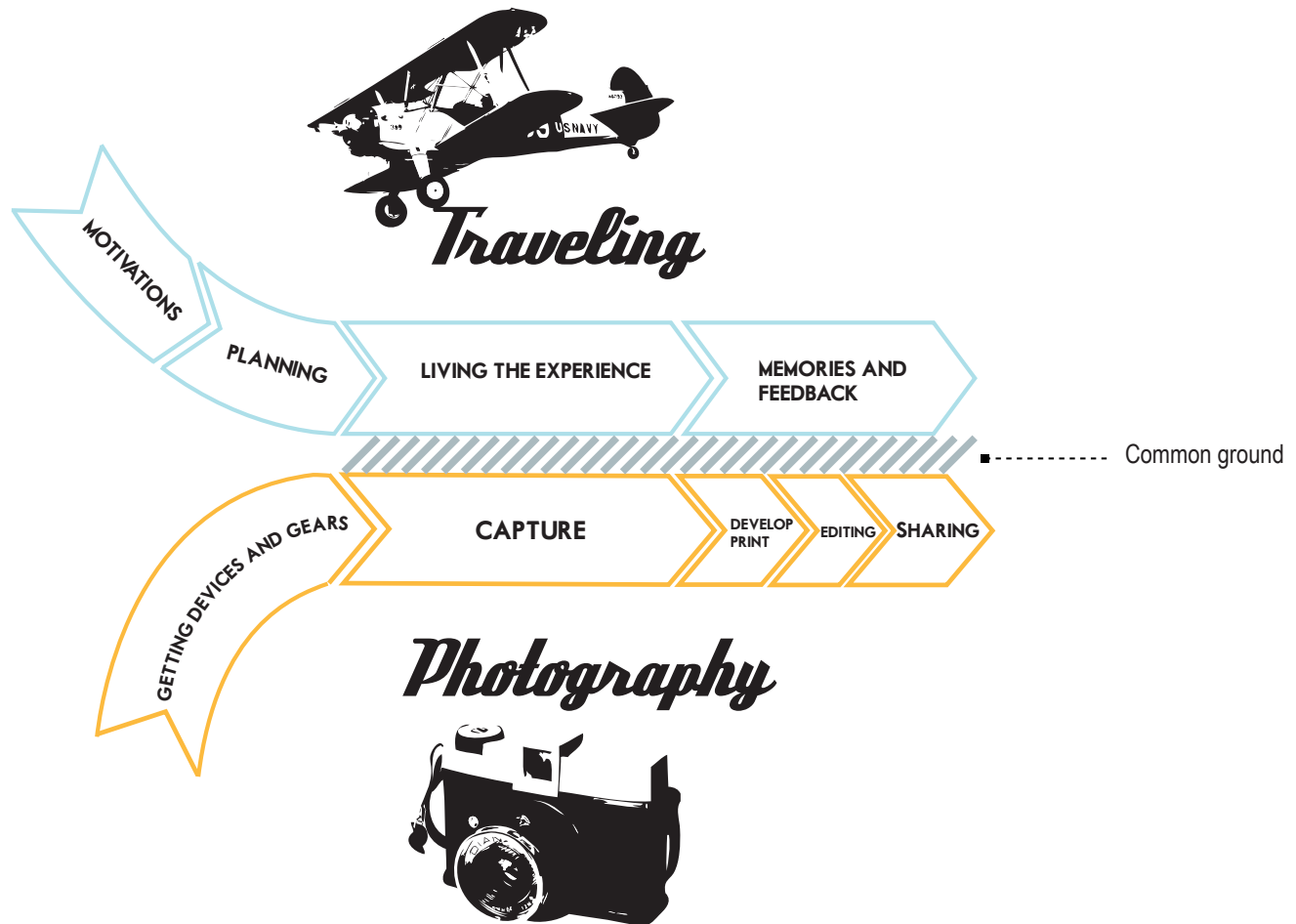


Figure 1, Relationship between traveling and Photography process

1.5. CURRENT RELATIONSHIP



During the first semester of the year 2011 I had the opportunity to work as an intern in the strategic consultancy studio Xplora-lab, at that time Professor Rebecca Pera, the CEO of the company was developing a research project with Ente bilaterale di Turismo from Sardinian Region in Italy. The entrusted project was about the current status of the tourism market in the region and the future opportunities to develop a work-guide which would set parameters to enhance the activity in the guild.

My experience in this project was directly related to the trend research and the global state of art in the tourism sector. During my investigation I visualized clearly the close relationship between traveling and photography, but the role of photography was a consequence of traveling instead of been a motivation.

Traveling at the same time was one of the biggest reasons of photography gears purchasing, specially cameras and lenses. The photography market expanded multiple devices available to all kind of travelers who gradually started to be more interested in improve their knowledge about photography and thus guaranteeing an optimal registration of the trip.

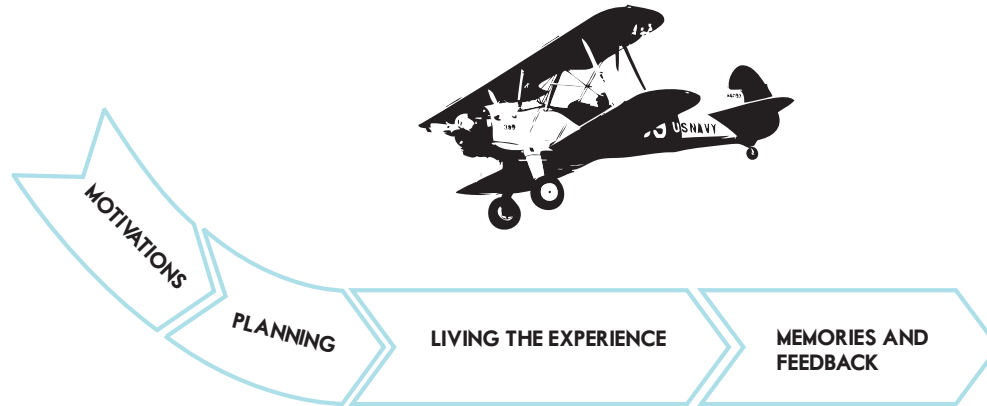
Moreover, it has been proven that 77% of people household their own camera and all of them take it along in their travel and social experiences, there are 2,5 billion of cameras in use worldwide including cameras built-in mobile phones. In the image and mobility era a camera has become essential for any kind of displacement.

During this thesis research I found people who has never had a camera,

but they decided to buy one motivated by a mayor travel, to a place they were sure they wouldn't go back and could't rely on somebody else to take the picture, either because of the quality standard or the fear of loosing the moment with a forgetful friend or travel partner. The photography democratization has fostered the capability to posses and immortalize our own vision, addressing us to accept cameras as our body prothesis.

This paradigm has obsessed our society, and consequently many services has been created in order to share easily any life moment, specially when traveling. Photography is then a triggering tool to promote all kind of places and experiences, allows to visualize dreamy situations and exotic journeys, the tourism industry would certainly have troubles without this powerful source.

But who after all makes good pictures? According to the considerable number of cameras and devices around, one may think a great amount of people will do it, it is so simple just press the button and the picture is done, but behind of that simple action there is a discipline, an art and technique who takes us to the professional field where dedicated people has studied their whole life to create decent images, a reason why they deserve respect and admiration. The purpose of this thesis is to provide an enjoyable photography training for enthusiastic amateurs travelers who will improve their skills and take full advantage of their potential resources such camera and lenses.



2. *Traveling*

NOWADAYS

2.1. TRAVELING AS PHOTOGRAPHY LEARNING FIELD

Many are the possible environments to learn photography, for instance inside a class room in a photography academy, a photoshooting studio, on internet forums, with friends, on flickr discussions, reading photography books to name few ways to increase the basic knowledge we all have when we decide to buy a camera. However traveling as a learning scenario offers flexibility and variety of inspirations to be captured.

Traveling when its purposed is not a business trip, but instead is a way to scape from the daily routine, where everything we know use to look the same and we no longer have enthusiasm for our current surroundings, traveling already modifies our attitude and increases our emotional status towards new situations. Curiosity and excitement sparkles the traveler spirit and perception leads to eye openers that should be remembered over regular days.

Memories is what we always had left from great experiences, and permanently there is fear to forget them, in old times those memories were exclusive to individual pleasure but since Nicephore Niepce captured a permanent image in 1825, we petrified time and thus we are able to share it and leave a timeless track in other's life. Is then important when traveling, generating the best remembrances possible, there is no way back to that moment, therefore nowadays in the image era we are totally aware and try our best to get priceless capsules of time or in other words great pictures.

Not enough with the above mentioned reasons, traveling also offers freedom and isolation from issues that would perturb us in our daily life, which allow us to focus all the attention in getting to know something that is joyful and entertained, totally compatible with parallel activities included in the voyage itself.

As a result traveling becomes a great scenario to learn photography, to provide a meaningful experience is necessary to understand how traveling works and what are the key features to develop an



educational proposal. Is my intention in the following chapter analyze its process, kind of travels and get a deep comprehension of global trends that are clearly influencing tourism nowadays.

2.2. TRAVELING MOTIVATION PHENOMENA

In order to understand the positioning of photography studies in the traveling experience is important to understand beforehand the essence of the scenario, for this reason I make a reflexion about the influence of different motivations and how they can cluster and determine the identity of traveling and its further consequence in people's expectations.

The figure 1 visualizes a holistic view where traveling takes part in a person's universe along with different life components which each one has their own time and relevance, the pink dots represent (x) motivations surrounding each component. I identified traveling with the role of earth analogy and their relationship in the solar system, and clustered motivations in 2 groups satellital (figure 2) and orbitalational (figure 3)

2.2.1 SATELLITAL MOTIVATIONS (figure 2)

Is when there is a particular mission that drives people to have a trip, characterized for the following reasons:

-Religious or spiritual duties, for instance in the case of a muslim it is important to go once in their life to Mecca, to visit Masjid al-Haram the largest mosque in the world. The mosque surrounds the Kaaba, which Muslims turn towards while offering daily prayer.1. This religious visit is for muslim as how it can be for a practicing catholic visiting The Vatican in Rome, or for a Jew visiting the wailing wall. Their religious/spiritual values have thought them, that there is an iconic place where they can identify their selves as active members and can have an intimate geographical encounter with their believes.

-Attending Local Festivals such as the Rio de Janeiro Festival, Chinese New Year, Oktoberfest, Mask festival in Venice to name a few, where their prestigious and uniqueness makes worthy to go and presence special activities that are unlikely to happen somewhere else and represent such deep cultural local values.

-Life's dream places, during all our life we have heard and dream about visiting famous landmarks, that thanks to the media and massive promotion become an obsession, people saves their whole lives to get to the desired destiny, might be the case of Paris, Walt Disney, Egypt among many others.

-Language learning, In a globalized world understand people beyond the borders is a fact which has increased language studies, not enough to study

them in their own country people prefers to have a complete experience traveling to the native speaking countries to understand not just the grammar but also their context and their mindset. Is the case of english language, according to the British Council (2) around 750 million people are believed to speak English as a foreign language, around 700,000 people come to learn English in the UK each year.

All of this reasons have in common a preconceived image of how the destination should look like, or what should exactly happen there, thus the expectations are very high and if the experience is not developed as the imaginarium might tell, the possibilities of been disappointed are proportionally big as well. The nature of this kind of expeditions is location driven and can not be excel somewhere else.

Often these voyages are part of once-life experiences and people don't skimp on expenses as long as they make it worthy, reinforcing the success of the experience the way their original expectations suggested.

2.2.2. ORBITATIONAL MOTIVATIONS (figure 3)

The reasons to take a trip emerge from internal desires influenced by situations in the individual's life components already active, which are in need of a breakthrough of daily basis. Consequently is then traveling the most suitable solution to accomplish this specific wishes and serves to add value to most of them. Naming some of the possible situations, we can think about short holidays period, family free time, sports experience, surgery experience, relax and body care, retirement and pension, volunteering, adventure seeking among many others.

Unlike the satellital motivations this kind of trip doesn't have a defined destination, as long the individual can fulfill his initial desire the place will be a complement, therefore the expectations pressure is not longer in the location attributes but it doesn't mean is relieved to be relevant in the experience.

The imaginarium of the person in this case is very open and can accept inaccuracies as a gestures of spontaneity and surprise, is easier to please the traveler in this case than in the satellital motivations. Most of the cases explained above are likable to be repeated but in different locations, then

TRAVELING MOTIVATIONS PHENOMENA

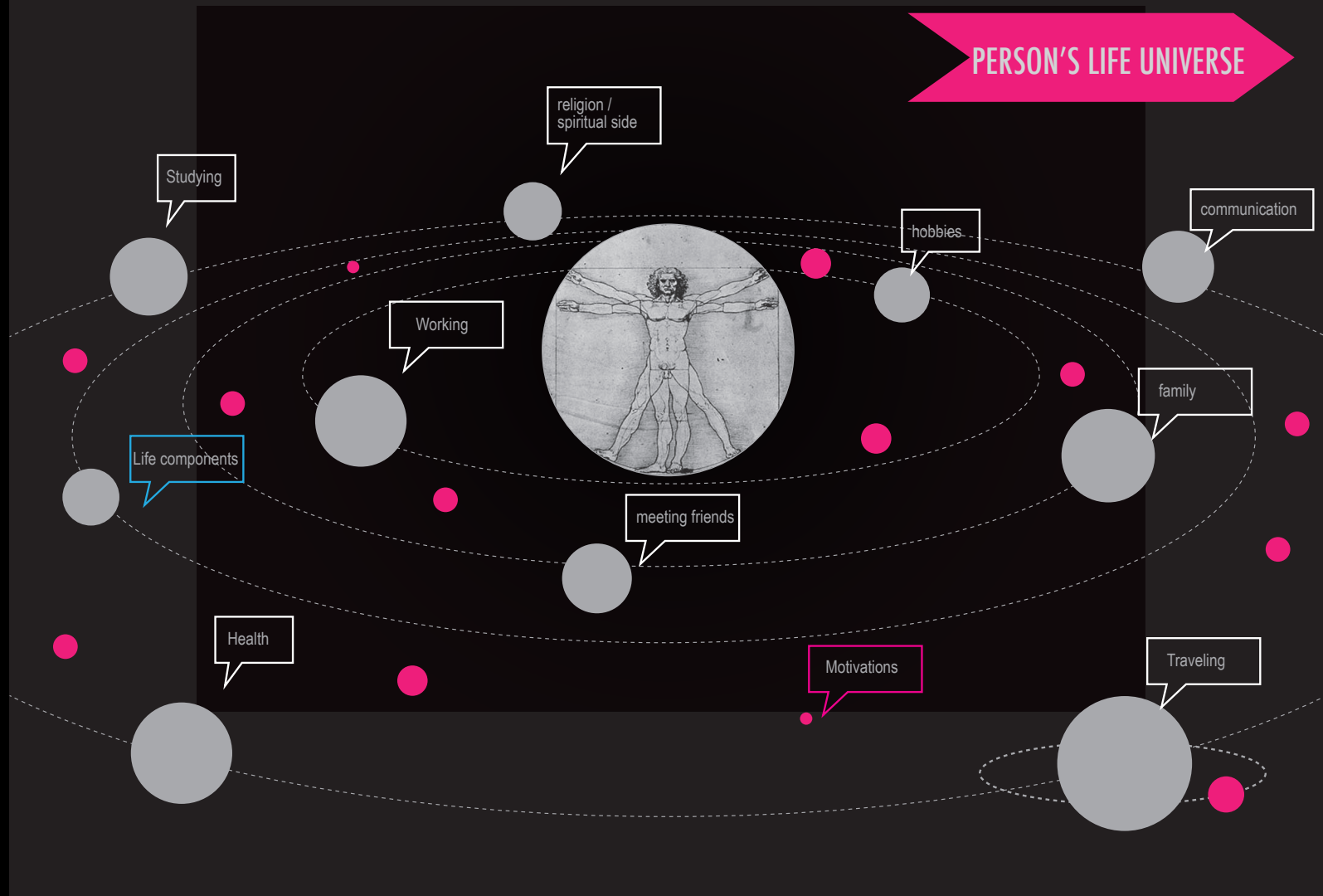
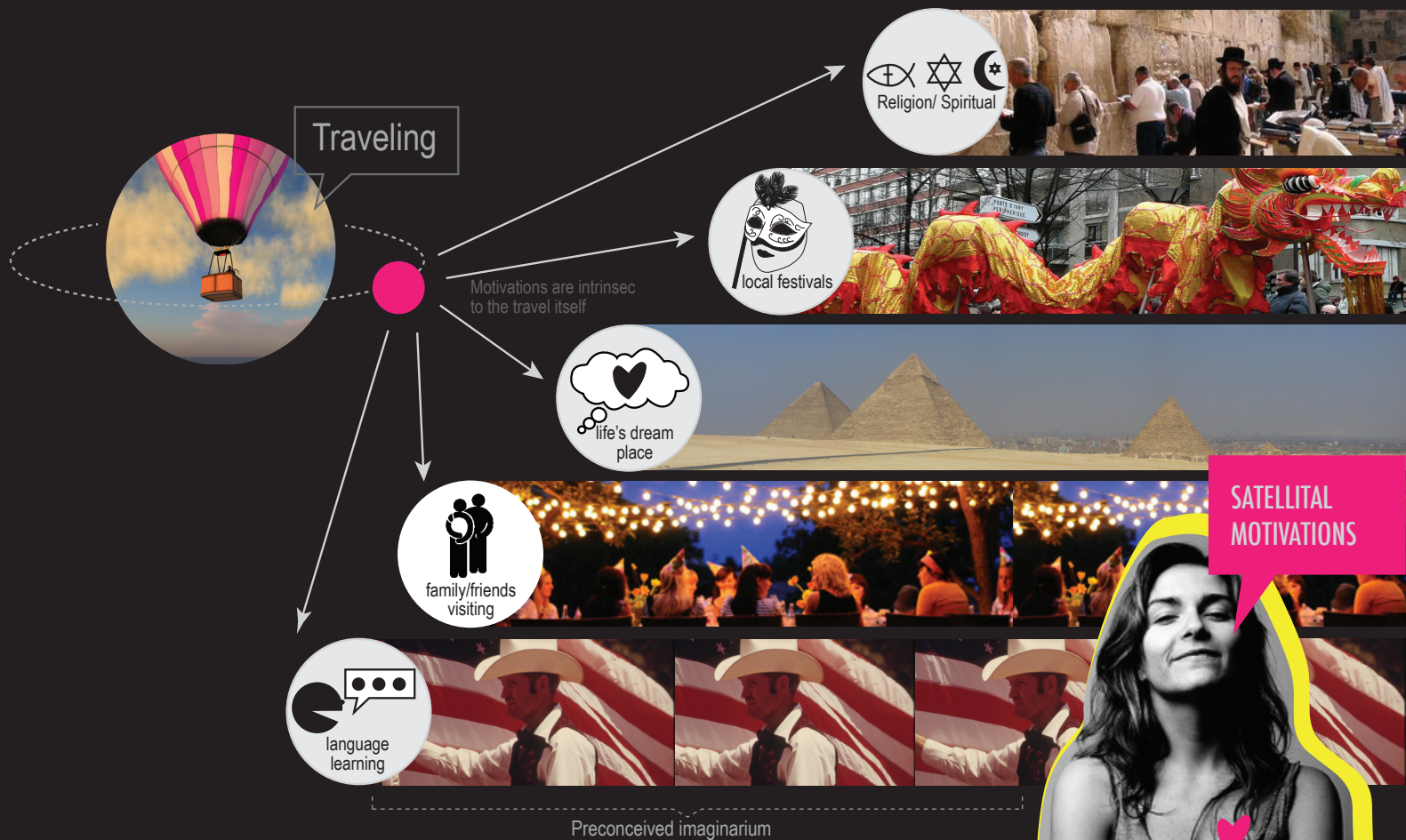


Figure 3, Person's life Universe



CHARACTERISTICS

- Higher expectations
- Concrete purposes
- Location driven travel
- Fixed destinations
- Cannot be done anywhere else

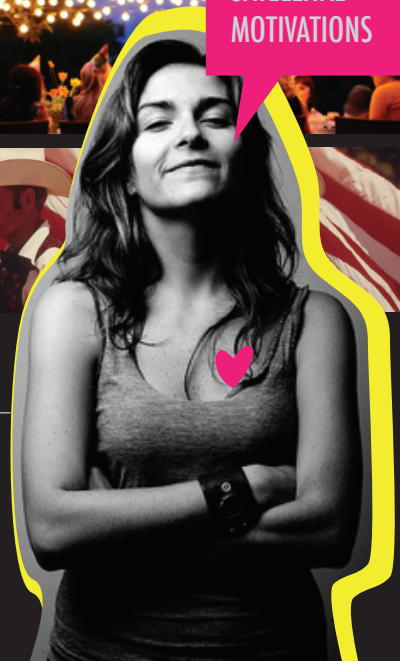


Figure 4, Satellital motivations

2.2. TRAVELING MOTIVATION PHENOMENA

is not so important to make that unique as in the first case, the budget consideration might be higher in order to get the most but for reasonable prices.

The aim of this reflexion is to establish the parallel activities that are more likable to be combined with the photography training, and the further consideration of budgets and destinations depending also on the target of the project. If the photography training is executed as part of satellital motivations, since is going to be a once-life experience should be furnished by high standards and excellent photography gears offering. The training experience must be equal or even better to the place's expectations and the workshops time load shouldn't overpass the main activity offered by the location, consequently the budget for the training should be analyzed carefully in order to generate balanced proposals coherent with the budget they are already expending in the main attraction.

On the other hand if the photography workshop takes part in the travel led by orbital motivations, there are chances to create an independent experience that doesn't have to complement former desires as proposed in the first typology, in consequence is the photography itself which proposes destinations and arranges available resources in order to make the experience affordable and recurrent. It is precise then to define an innovative experience that starts from daily basis which could be partially achieved in people's regular life and excels the ultimate features through a complete traveling experience.

Undefined destination
Unclear image of the place
Lower expectations about the location

Wider and open imaginarium
The activity can be accomplished anywhere as long as they fulfill the legitimate desire.

CHARACTERISTICS

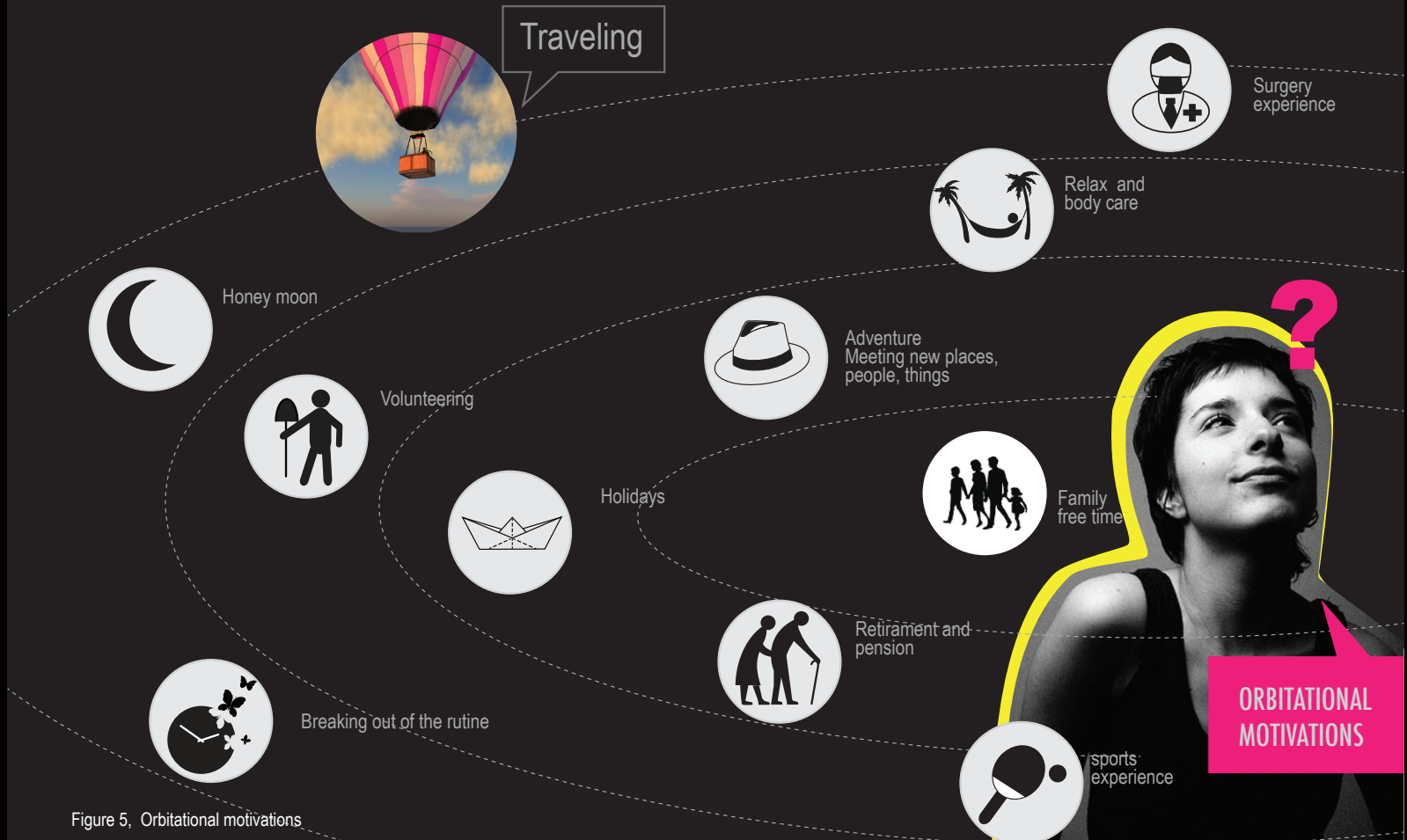


Figure 5, Orbital motivations

2.3. TRAVELING PROCESS

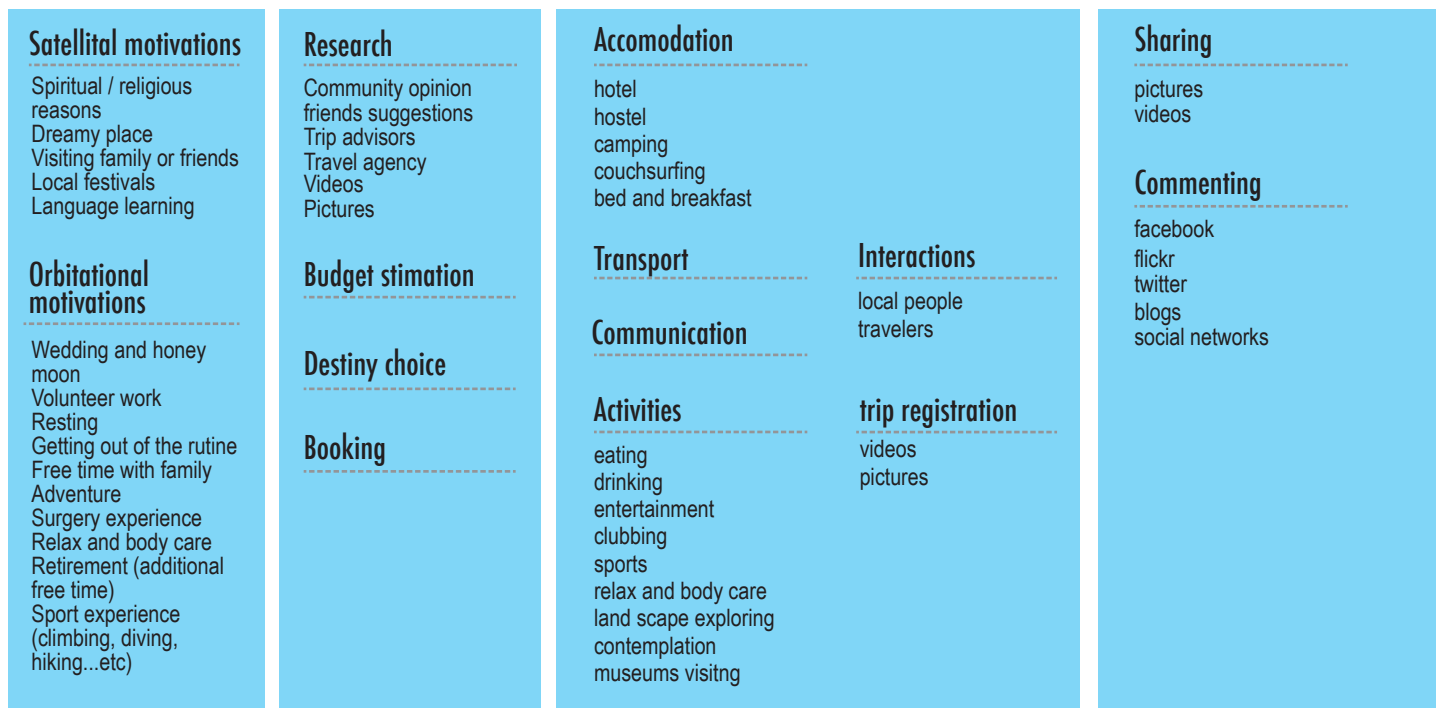
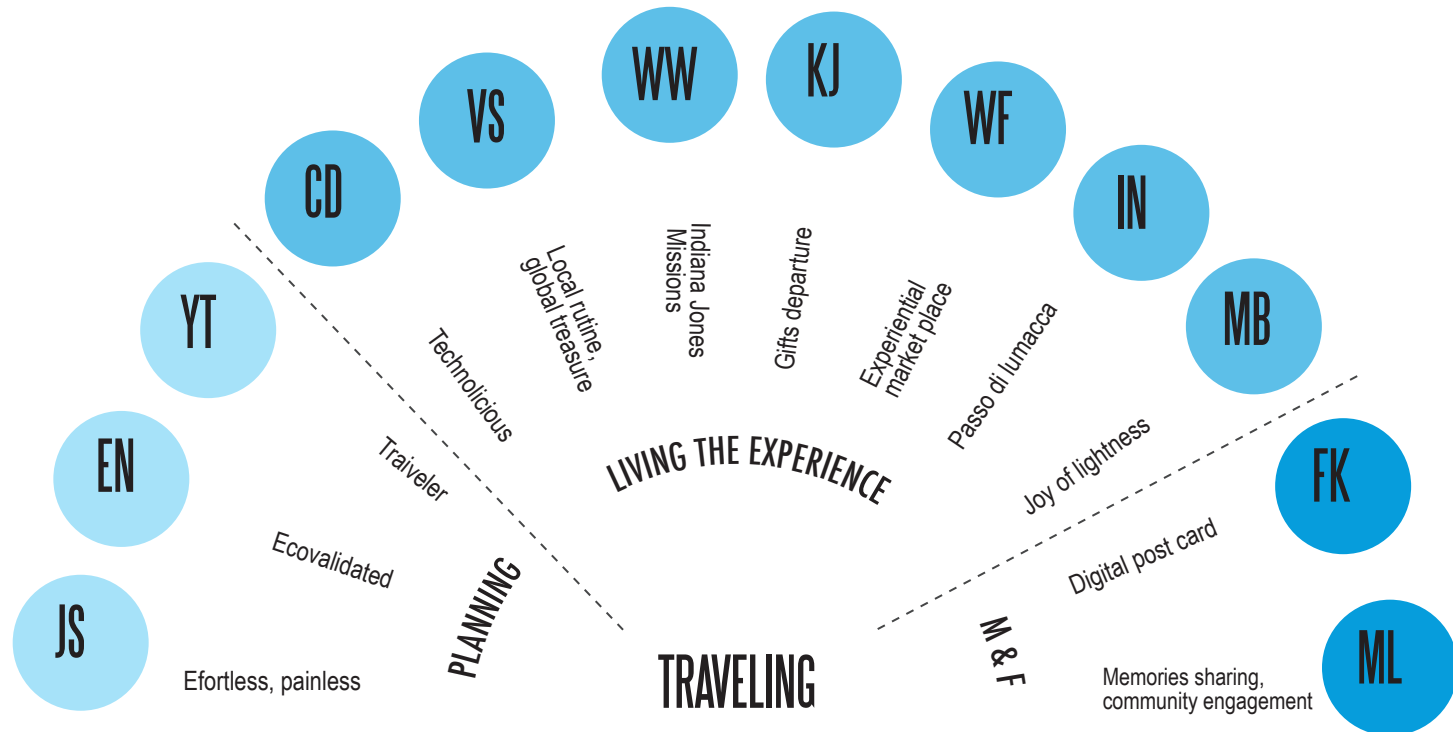


Figure 6, Travel Process

2.4. TRAVELING TRENDS



The trends cluster is mainly divided in 3 paths, which are the different process of the traveling experience: BEFORE, DURING AND AFTER, these periods of time are directly related with Planning, Experience and Memories.

The trend positioning in each one of these categories allows us to understand how and when these micro trends strongly affect the tourism field and traveler's behavior.

2.4.1. PLANNING

EFFORTLESS, PAINLESS

Thanks to internet facilities travelers prefer to plan their trips through on-line trip advisors, that enables them to have a wide variety of destinies adjusted to their own budget and particular tastes, this emerging web-based offer increase the traveling value by avoiding time loss to the future traveler and have further and personalized information about each detail on their itineraries, starting from flight tickets, places to visit, accommodation, the must seen hot spots, activities and most importantly an accurate validation that warranties a right purchase. The travel agencies as we currently know are intended to change their business strategy in order to approach a bigger demand offering time availability and high quality products.

Within this trend we can recognize to main categories or subtrends:

A.MY PERSONAL GURU:

People consult a recognized opinion leader, due to its reputation is able to suggest interesting itineraries and activities. Travelers pick this trip advisor based in the knowledge and its professionalism in an specialized field of traveling and tourism, thus manages a good data base of related services and products that their customer may like.

The platform of this Trip advisor generally is user friendly and is tailor made by a deep knowledge of its users, generating trusty and customizable full packages.

Example, Jetsetter and National geographic adventure

B. IF YOU SAY SO, I BELIEVE YOU:

In contrast to the first case, this trip advisor is not run by any specialist or connoisseur is a community based platform where travelers through their own experiences suggest or recommend a place, an activity or a product. Supported by social media the traveler can have instant feedbacks and ask personal doubts about any specific feature.

People trust in this first hand experiences because they know is not motivated by any marketing strategy that could show an ideal paradise in order to encourage massive sales.

The advantage or disadvantage of this source it is the property of been simultaneous and immediate, so negative opinions are fast and viral, which generates in the community a high awareness of that specific bad experience. "If you already had a bad experience I won't repeat it",
Example, Gogobot

TRAVELER

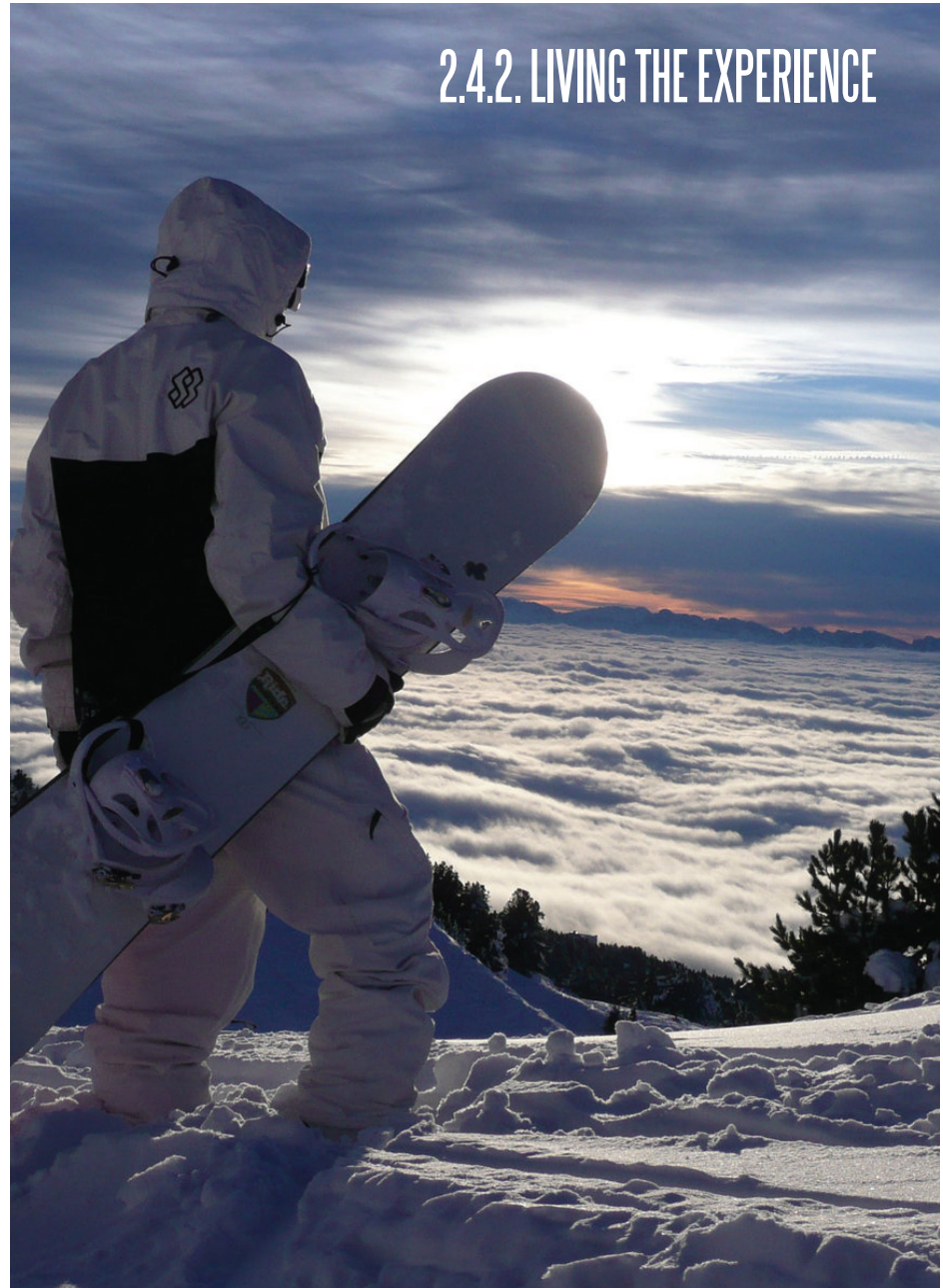
This trend talks about how tourism should be promoted in the close future, especially on internet platforms that provides more tools than ever.

Pictures and text are not longer enough to show the properties and advantages of your future travel decision. Video is a great source that enables people to understand the mood of a place, to get a piece of experiences, to enlarge their expectations, to motivate a potential visitor to make the right choice.

This drops of experiences are manifested in short trailer that tell stories and makes people protagonists of their own cinema trip adventure. Many hotel chains, travel agencies and tourism products have their own channel on Youtube.

Example, viaggi di architettura youtube channel

2.4.2. LIVING THE EXPERIENCE



TECHNOLICIOUS

This trend understands technology as a vital driver in the tourism industry and how services and cities are basing their offer on a technological infrastructure, now that travelers are internet oriented and many of their activities are strongly influenced by the internet presence and mobile connectivity.

Services such as GPS, Geotags, weather prediction and augmented reality are getting popular as a added value to many companies. The diffusion of applications is definitely another source to improve the business strategy.

EXAMPLE

Cittadinanza digitale venezia

LOCAL ROUTINE, GLOBAL TREASURE

When we think about a place's golden pearl we go straight to the must seen, or to the most popular landmarks which are already iconic and might have an strong identity with the place we go to visit to, is the "typical Touristic" path where is almost impossible to see a normal local not working on the tourism field, where is the people? many are wondering. Culture and local routines are still in the eye of the culture hunter traveler, the one that enjoys visit the local market and talk spontaneously with any native.

This hidden diamonds are just in front of us, day by day we go there without even realizing that our routine is as exotic as going to any land mark and is the main source to understand the current life of any culture.

EXAMPLE

Viaggi Solidali, Couch surfing

INDIANA JONES' MISSIONS

Following the lonely planet advises, or hiring a touristic guides are not the only possibilities to meet a city. Many application games and adventure missions have been designed in order to provide information and hints about different destinations, helped by RQ codes and augmented reality stimulates visitors to have fun meanwhile they are getting to know a place, encouraging casual encounters and new ways to meet people around.

The adventure does not stop with the new findings, they also get rewarded by their active participation.

EXAMPLES

Gowalla

GIFTS DEPARTURE

Special and unique experiences are also considered as a gifts, offering to the significant others a generous reward and an emotional way to express feelings. There are companies in charge to arrange creative activities and add value to the travel experience, these are tailored depending on people's budget and destination,

These kinds of companies provide a web-based platform that involves all kind of sources in order to have a great package with the desired activity. The travel itself is motivated by the gift that at the same time is valuable for its exceptionality and happens maybe once in somebody's life.

Here the luxury sector can find big opportunities.

EXAMPLES

kijubi, virgin experience days

EXPERIENTIAL MARKET PLACE

The richness of traveling is not longer passive, travelers become more proactive when they have the chance to approach and experimental learning that gives them personal joy.

Wherever the destination is, they are strongly motivated for having a meaningful experience, new findings, activities that disrupt their routines in their current life. Within this trend monotony is not allowed and the experiences offered should have a high emotional value. It is remarkable the importance of this trend that may change significantly the business strategy of any touristic initiative.

EXAMPLE

Farm house holidays, woof

JOY OF LIGHTNESS, EASY TRIP

Provide cheap and sustainable facilities in order to meet the city with common goods, the availability of this service is wide spread in city systems encouraging people to explore in different ways without actually purchasing anything but collaborating with a little fee. Sharing systems are also related with specialized activities that can be performed just with specific equipment and might not be affordable by an occasional user or amateur.

EXAMPLE

BIKE SHARING <http://www.melbournebikeshare.com.au/>

2.4.3. MEMORIES AND FEEDBACKS

DIGITAL POST CARDS

The old fashion way to send a prove of our traveling itineraries or send greetings from long distances trough the post service is dwindling. The iconic elements of a city are not directed by external images, are featured by personal appreciations that become public on on-line social networks, where tweets, pictures and videos are published and share with friends and family.

www.flickr.com, www.twitter.com, www.facebook.com

MEMORIES SHARING, COMMUNITY ENGAGEMENT

Enterprises working on the tourism field are focusing on provide unforgettable experiences and an after-travel platforms where their customers can talk about their staying and publish their perception of the service, making possible a further communication with them in order to keep in touch and offer adapted or new services based on their opinions. Here is observed how many companies converged their own channels with the most popular social networks to extend these testimonies to potential users

EXAMPLE

New media school for travelers



2.5. CASE STUDY COUCHSURFING AND PHOTOGRAPHY

Couch surfing is a non profit organization that offers a web platform enabling people from all around the world find a place to stay in a local's house, who more than offer a place for free will help with advice and local knowledge the traveler.

- Provide a free accomodation experience through a global solidarity network, creating and preserving boundaries based on trust.

- Another advantage from couchsurfing is the fact that allows local people to create events and invite travelers to take part in cultural, sports, religious, hobbies spots within a city.

- There are few events around photography, where the idea is not properly to teach how to make better pictures but they offer company meanwhile people with the same interest meet the new place.

- Couch surfing is also used as a tool to spread the word about local exhibitions and find support within the photographers of the community.

- There are many experiences around community events where people share their pictures but in their own profile or through FB, there isn't a real way to gather all CS pictures with free access for all the CS members, so if somebody take part in an event should go trough FB or flickr to find the pictures. Maybe just the participants can access to the pictures but for the rest of the community is very hard to find a register.

CouchSurfers: 2,676,156

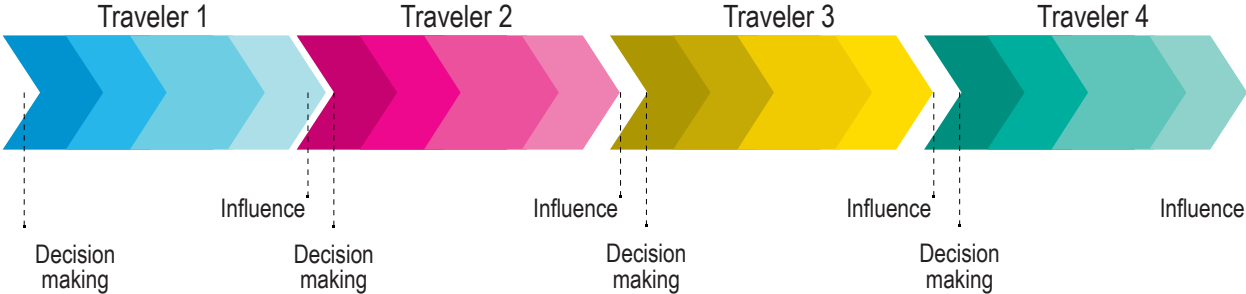
Succesfull experiences: 3,033,451

Participating countries: 246 with 2608 daily new members.

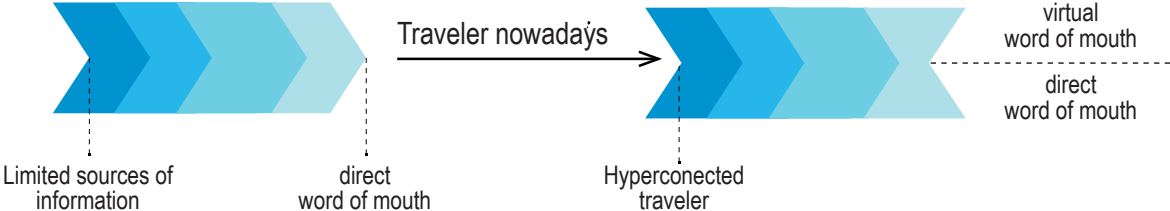


2.6. GAPS AND OPPORTUNITIES

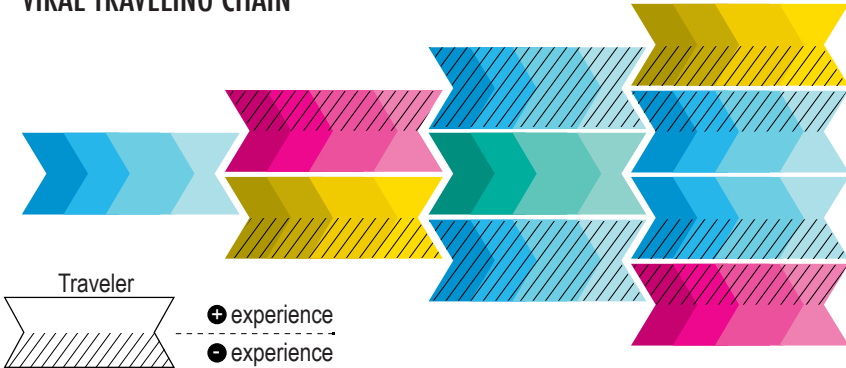
2.6.1. TRAVELING CHAIN



TRAVELER EVOLUTION



VIRAL TRAVELING CHAIN



Who is going?
How fast feedback influences people?
what is the word of mouth importance for traveling?

Figure 8, Traveling chain 25

2.6.2 CONCLUSIONS

PLANNING

1. There is a big chance for travel agencies to offer their service through on-line platforms where can reach a bigger demand from world wide travelers who are seeking the best trip full packages, in order to achieve such impact let the traveler on your website to customize his own trip and the way he would like to spend his traveling time.

User friendly design, in other words easy to understand how the trip arrangement works mostly helped with visual communication and logic paths will make the traveler feel that is already on his desired holidays, nothing stressful or complicated to interact with.

Establish smart connections not just with hotel chains or accommodation services, work hard to find what is going on, what are the main attractions, what are the unknown activities, interesting a varied ways of entertainment in the destinies you are offering, show the reasons why is worthy to go specifically to that place and how people will enjoy their time.

Once there is a previous knowledge to whom the travel agency wants to focus on, is easier to dig in to activities that your customer is more alike to do during his stay, remember to keep balance between the classic attraction and innovative activities where they can take classes or perform an unusual sport. Offering all this sort of options makes your company flexible and customizable, empowering the traveler to design his own schedule and make his trip tailor made.

Look also for convergence between your travel agency site and other web based touristic platforms probably bigger than yours, so they can cover some services with your products and vice versa, plus the opportunity to reach more travelers that will arrive to your website through other links.

Finally when showing different destinies do it with provocative pictures and inspiring videos that will give the mood of an ideal holiday, the tendency is every day more oriented to video information providing in 30 seconds the same information of a 5 minutes text reading, is a good tool to engage people and make them have a little taste of what you are offering.

2. In the same way as the travel agencies look for convergence with another related websites la struttura alberghiera should strategically look for the right connections with trip advisors and opinion leaders about their services in order to expose as many times as possible a reference that will enable travelers to know more about the company and its infrastructure,

consequently increases future possibilities of booking.

3. For eco friendly and green oriented companies is very important you can prove the genuinity of your principles, due to green washing brands and marketing strategies people are really serious about this subject and they want to be told why your company deserves to hold this title. In this case look for validation from an external entity that can verify the right mission of your company and state publicly the transparency of your business policies, this commitment will be highly appreciated by those travelers who are seeking for sustainable trips and also for those that are reached by opinion leader suggestions.

DURING

1. The main driver of all trends is the unique experience generated for travelers that fosters their enjoyment in one way or another depending on their taste, budget and interest. Is in this field where la struttura alberghiera and pubblico esercizio business should be more creative than ever and offer new services based on innovative added value.

2. Technology more than a goal in the touristic area is a channel that allows creating facilities to travelers, from service room to devices than can track your geographical position and help to get accurate information of what you are watching in real time thanks to applications and augmented reality. Is a good idea developing applications that enable people to improve their experience and have a long lasting memory about the service, apps and technological help are tools not just for providing information, can also be used as a fun part of your initiative that for instance could start with games, exploring unknown routes and enabling random encounter with other travelers in the same area willing to share a collective activity.

3. Catching up what is going on in the area, new attractions, restaurants, even short learning activities will lead the sector to understand what kind of activities can be connected to each other in order to offer a package addressed to different typologies of travelers. For instance thinking of those gifts and little pleasures that once time in life people are willing to afford would be useful to offer a wide range of activities and services according to those special moments, so the strategy should be on gathering activities based

on the user's motivation to travel or based on the person who the customer picked to offer a gift.

4. Finding those activities and places that are the essence of the cultural idiosyncrasy of the town is a good key to highlight the local treasures, where travelers can understand and visualize the social and cultural frame of the local people, their habits and daily routines, typical food and old fashioned ways of production. The interaction with natives is also part of the travel richness, makes feel the traveler that takes part from local life instead of been part of the tourist stereotype that can hardly appreciate what is happening for real in the region. The slow movement activities (example DOMUS AMIGAS – VILLAGIO CARAVANA) can be highly connected with these findings, where the interaction with local people is meaningful and the traveler can be delighted with something extremely genuine, such as artisanal food, walks and hiking with local connoisseurs, take part in festivities preparation, participating in volunteer work within farms among many others.

5. Sharing is also a source that could be used to enhance a new activity, this can be very specialized and can require specific equipment to do it, but establishing a collective platform people can use the basic devices in order to participate and enjoy this service. This sharing system of providing people with physical sources can also encourage the use of already existent activities that currently due difficult access travelers avoid to take them. On the other hand if the infrastructure of the public system doesn't bring enough facilities, coming up with a sharing system can offer an alternative solution that will represent extra commodities for the traveler and the improvement and accessibility to the business.

AFTER

1. It is very important the feedback given by the customer , even more when provides suggestions and advices that should be improved in your service, Is good to keep a mailing list or a feedback format within your website that will ask to the traveler what is his/her opinion about your company and if the final result is positive is also good to encourage him to give you a thumb up, this represents prestige to your company and a potential influence to future customers.

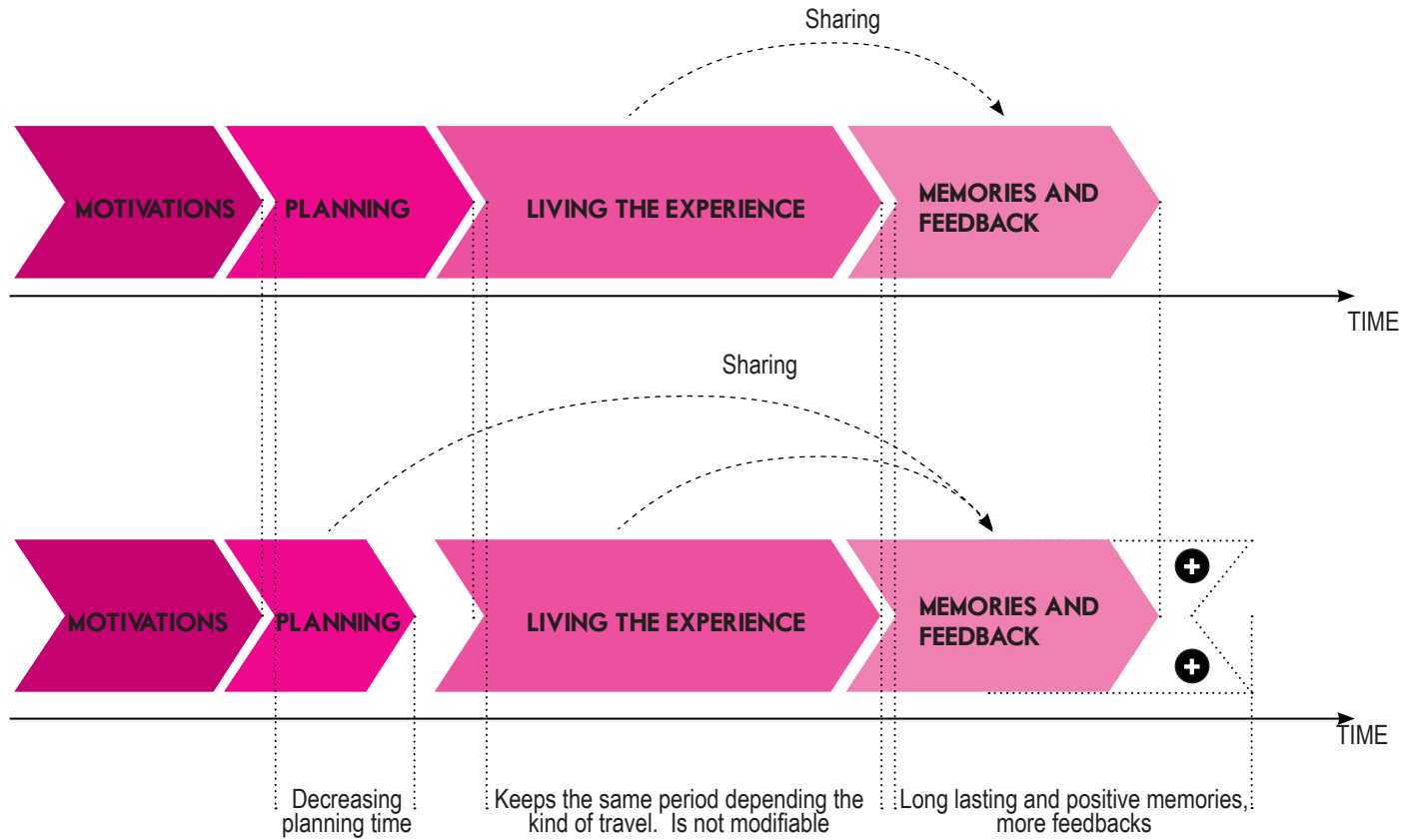
2. Make possible further communication between travelers that enjoyed the same experience in the business in this way it creates a sense of community

around the activity they just shared, allowing invitations and maybe giving "rewards" through the after travel process is also a good key to keep loyal travelers.

The idea of create this space is to find ways to extend the memories of the experience to a longer period and also make comments on particular features of the service, Make an interactive place where people can ask and give answers to each other, they trust in the community voice. Watch out too if the service is not good enough this could be also viral negative advertisement for your business.

2.6.2 CONCLUSIONS

CURRENT TRAVELING EXPERIENCE IN TERMS OF TIME



IDEAL TRAVELING EXPERIENCE IN TERMS OF TIME

Figure 9, Schema of Traveling experience in terms of time

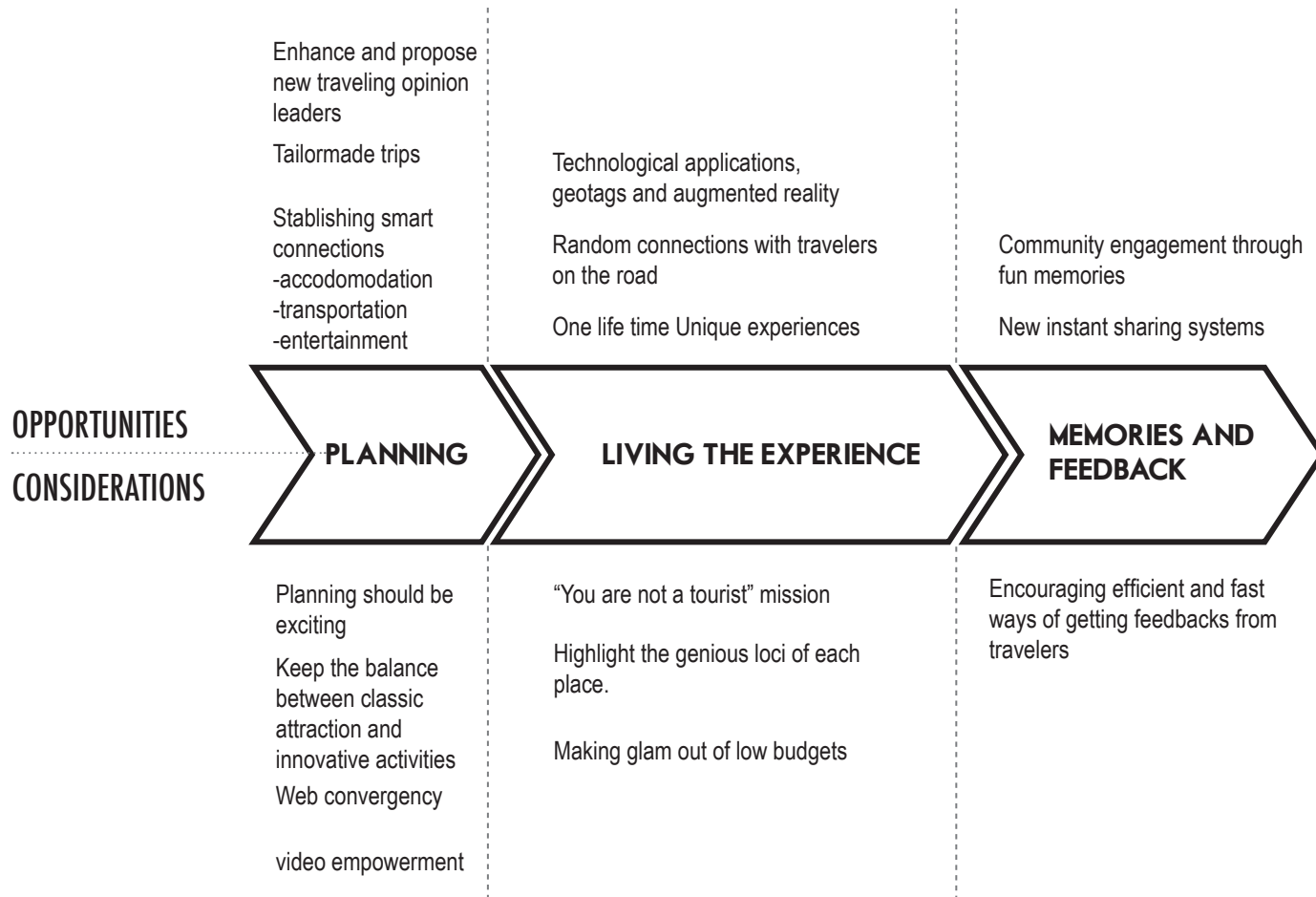


Figure 10, Schema of gaps and opportunities in Traveling

3. *Photography*

AS A TRAVEL MATTER

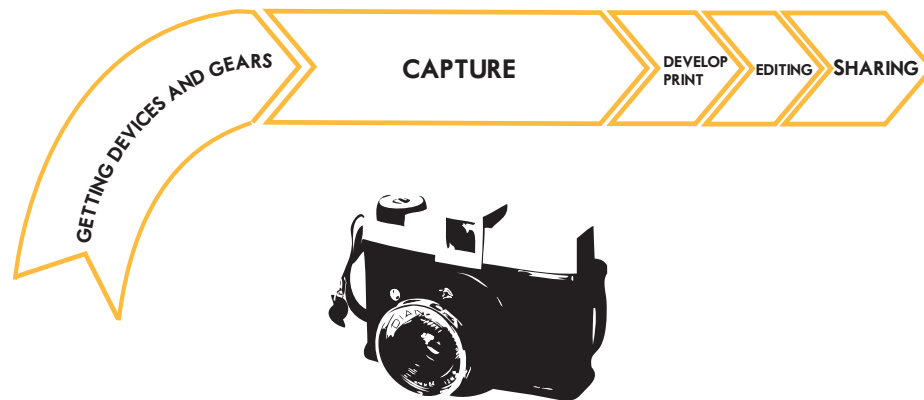


Figure 11, Photography as a travel matter process

3.1 THE STATE OF ART OF PHOTOGRAPHY

In the last chapter Traveling has been analyzed from the tourism point of view, an activity defined mostly by services, where intangible goods are prevalent in the market, fostering momentary experiences with long-lasting memories, unlike tourism photography is a device driven activity and as more evolved turn photography products, more widespread and available this will be.

It was a huge success when Kodak created the brownie box camera in 1900, where the american innovator George Eastment introduced the concept of snapshot to photography, it was only after 75 years of getting images in the hard and difficult way. During those old days since the discovery of Niepce getting a fixed image required an extensive training and a capability that few men were able to possess, getting photos indeed was difficult and scarce, having such a luck was a privilege and a remarkable event that took even days of preparation. The snapshot initiated a new era, the complicated camera transformed its features to be more available to people, decreasing considerably the difficulty that was handling such complicated device and changing several procedures by one step. With the premonitory “push the button and we do the rest” used in its marketing campaign, Kodak opened photography to the mass market. Yet capturing images was a science, the camera’s heavy body and the proper film management was a mystery that just professional photographers were able to master.

The rapid evolution of camera devices took photography to the Nikon F, made by the japanese industry that figured out an smart segmentation between the lens and the camera body, which consequently allowed to swap different optical approaches fixed to a common base, is then when the idea of interchangeable components and accessories is created in 1959 introducing the first camera system. The camera architecture was notably modified, its size was gradually decreasing but at the same time their capacity to make more pictures was proportional. Cameras were more often in cities and towns, photography studios became popular, many people went there to be portrayed.

In 1975 when almost every family held a camera in their houses, the young 25 year-old kodak engineer Steven Sasson had the first attempt at building a

digital camera, which would finally succeed in 1988, triggering the premature beginning of the analogue picture slow dead. Nevertheless was until 1990 when Dycam Model 1 was launched as the first commercially available digital camera, “It used a CCD image sensor, stored pictures digitally and was connected directly to a computer for download”. The digital era at that time was still shy, analogue cameras would remain as dominant device for ten more years, many efforts were made to improve the quality of the films and make its development affordable, having access to a digital camera was limited by their overpricing.

Photography, either way analogue or digital had invaded society already, image was essential in any kind of media and indeed took an important role to reinforce news and reportages. The guild of photographers was strongly formed and thanks to the internet presence the first photography online community Photo.net appeared in 1993, the website hosted for the first time a global massive contact between photographers, were besides showing their work would also share some knowledge in an open portal specially developed for professionals. The voice of the digital camera performance was rapidly spread into the community encouraging the adoption of the new technology.

The first megapixel cameras were marketed for consumers in 1997 along with new progressing advantages of digital technology compared to the already existent analogue features, the film omission represented a revolution that would save a lot of money and effort, furthermore the possibility to visualize the capture before being developed, composed basically the strongest arguments to attract the mass market.

As the technology has improved, costs have decreased dramatically making more affordable and accessible photography devices, specially since 2003, when Canon introduced their digital camera Rebel to the market for less than \$1000 dollars. The photography democratization begun, cameras instead of being a familiar article became a massive consumption good and its personal use was vastly diffused.

The Kodak premonition made in 1900 “push the button and we do the

3.1 THE STATE OF ART OF PHOTOGRAPHY

rest” came to live thanks to the evolving user-friendly displays developed constantly by camera manufacturers, too bad that is not exactly Kodak who is leading the market. The photography manufacturing took it seriously and opened widely its target to non professionals photographers, in contrast, enabled users to be akin by introducing softwares that would care about the biggest technicalities reducing its choices to basic functions that at the end would achieve greatest results. The transformation was not only internally, the metamorphosis was clearly evident in the screen disposal and the resize of the whole camera body adapted to the hand or pocket measures.

Downloading afterwards, brought to the table great possibilities of image sharing, photo albums soon vanished into the old shelves and bookcases, got dusty along with film cameras and photo-laboratories. Sharing undoubtedly helped by internet gave birth to the on-line pictures sharing service, as a result photo sharing platforms emerged and its diaspora did not take long. In 2003 Picassa was created by Google, one year later Flickr made by Yahoo and Facebook appeared among others. The mentioned above platforms had massive reception in the global community, boosting the social network blooming few years later. Regarding to the photography community, Flickr condensed the most desirable features in clustering, hosting and showcasing curated pictures, as well, provided forums and on-line meeting points for professionals and amateurs photographers, as a result Flickr became the favorite and most consulted platform in the field.

Thereafter, concerned about the tight fight in the market share, camera manufacturers constantly kept renewing gears, adding special features and enhancing the capturing quality until nowadays, so far there are as many functions as cameras in the market. All the users should be capable to use the simplest utilities just to snap the camera and obtained the desired image, but who of them is able to get advantage of the whole camera potential?. Furthermore the camera body is just a piece in the system, lenses and flashes can not be forgotten, they are as sophisticated as the bodies and understand them requires a profound knowledge.

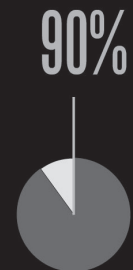
PHOTOGRAPHY TODAY



Consumers snapped an average of
photos at the most recent event

72

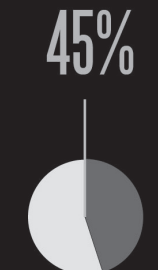
2.5
billion camera
phones in use
worldwide



Share images



Are pleased
with the sharing
options



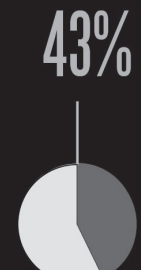
Share by e-mail



Show them in
personal
computers

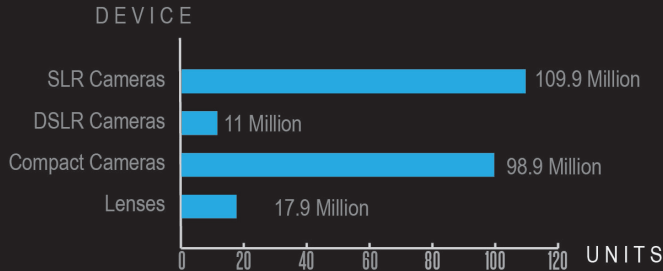


Share right after
they have snapped
the picture

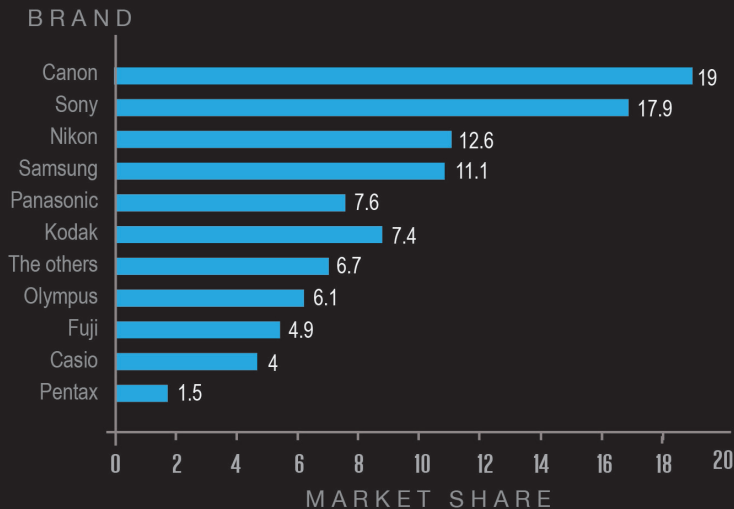


Use their
cellphones as their
primary camera

PHOTOGRAPHY GEARS SOLD IN 2010



2010 DIGITAL CAMERA MARKET SHARE



USED SHOWCASE WEBSITES

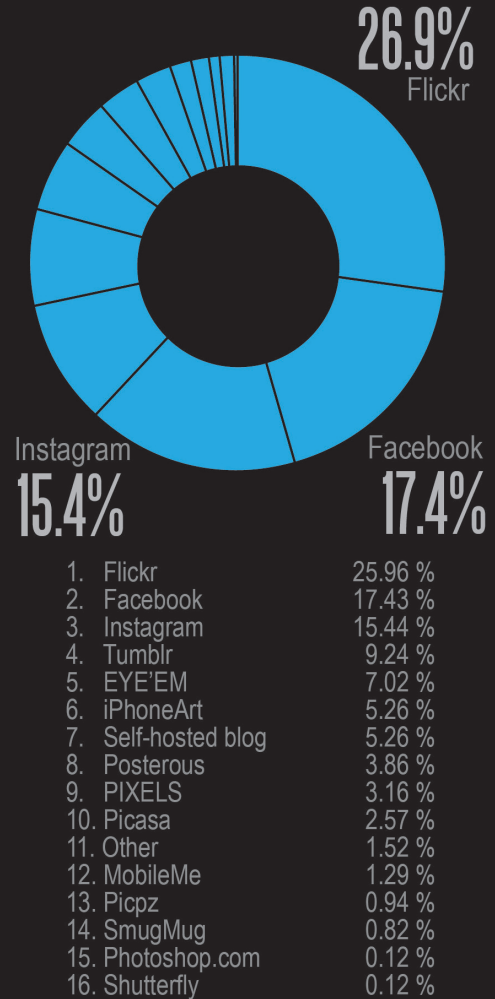


Figure 13, Photography infographic _B

3.2. PHOTOGRAPHY PROCESS



Provider	Devices	Method	Software	Showcase
<ul style="list-style-type: none"> On-line stores Second hand shops Electrical and technological retails Photography specialized shop Camera Rentals 	<ul style="list-style-type: none"> Analog camera Digital camera Camera phone Lenses Setting, accesories... <p>Skills</p> <ul style="list-style-type: none"> High skills Average knowledge Basic Skills <p>Device knowledge</p> <ul style="list-style-type: none"> Use all the camera feautres Use partially the camera feautres Use automatic settings 	<ul style="list-style-type: none"> Laboratory developing Printing <p>Resources</p> <ul style="list-style-type: none"> Own darkroom Own printer Get developing services 	<ul style="list-style-type: none"> Photoshop iPhoto Adobe bridge Picassa Adobe Lightroom <p>Intervention</p> <ul style="list-style-type: none"> Technical retouching Creative retouching Basic Color balance 	<ul style="list-style-type: none"> Facebook Flickr Picassa Own website Other web based platform Photoalbum Gallery exhibition <p>Preferences</p> <ul style="list-style-type: none"> Open to the public Experts community Family and friends

Figure 14, Photography process scheme

3.3. PHOTOGRAPHY TRENDS

3.3.1. SELFLEARNING CONQUER

Formal education is no longer the answer to learn how to use any technological device or software, due to their progressive and frequent updates is very difficult to have a fix table of contents that will be obsolete in a couple of months. Internet plays a very important role as education enabler, people can easily reach what they want to learn about, most of the training offered on internet is generated by the user themselves, who after understand tutorials launch improved and easy digest versions trough videos and blogs. Nowadays we can find information on youtube of how to use new mobile phones, tablets, cameras and so on. Manufacturers, specially those who produce softwares have been devoted to offer on-line training that will support the further use of their product, even though their sites are the first to be visited are not the most effective, consequently platforms specialized in developing alternative instructions have been created, using articles and most commonly videos, for instance sites like Mashables and Smashing magazine which count with several article writers and discussion forums. Another way to enable self learning is the direct contact with authors, through social networks, such flickr or vimeo, where creative people post their newly made projects, a big audience has the opportunity to make comments and inquiries about the devices, techniques and softwares used to achieve such result. Authors in most of the cases answer giving a description of the procedure and tools, however those who are kind to share their know how generate videos or pictures of the making of phase, with further articles in blogs. Thereafter if someone from the community needs to enlarge knowledge about the topic will direct a personal e-mail and establish a closer contact.



However as free as is the information, there is no guarantee that all the instructions are accurate, that's why having a further comments session will push the authors to make the articles the closest possible to be effective. Is interesting how the comments regulate the contents and can hardly criticize the misleading or confusing articles, users are aware of quality and they demand for it.

3.3.2. AMATEURISH VS PROFESSIONAL PHOTOGRAPHERS COLD WAR



Undoubtedly the photography democratization has spread image enthusiasts all over, but doesn't mean that all of them are professionals, helped by technology and post-edition softwares a lot of amateurish find the job quite easy. The repercussion of such massive coverage has been reflected on the Photographer status and its relationship with professionalism, many of them who have attended art and photography studies per years see amateurish as a threat to their discipline, with the exception of those who are passionate and study by their own how to make better pictures.

The concept of amateurish is quite distant from being amateur, the amateurish refers to the newbie people who behold a camera and pretend to be an artist, the possession of the device "brings by default" the knowledge acquired by someone who has studied. The annoyance experienced by professionals is also related to the self-proclamation of these newbies as photographers, who motivated by the camera fashion ignored the seriousness and the hard work that takes to be a decent professional. Amateurs on the other hand have always existed in the photography history, and many times thanks to them photography has improved as well, the amateur doesn't pretend to be an artist or a photographer, they care very little about their social status. They are passionate people about image capturing and are very involved in the technique and the latest device updates, some of them want to go in depth

in understanding the artistic point of view in photography beyond technical issues.

The amateurish disturbance has been exposed in the social networks specially on Facebook with groups created by professional photographers, to illustrate the case the fan page called "no, you are not a photographer, you just own a camera" counts with 93.777 likes, or the "you are not a photographer" and "no, you are not a photographer you are just a teenager with a nikon" groups with more than 100.000 likes. As in any war amateurish contra attack with Facebook groups as well.

Another important fact is the use of post-edition tools such as adobe photoshop software that enhance the photography properties, this might be used by professional photographers and specially for those who are not. There is the urban myth that a good picture wouldn't need to have a post-edition on photoshop, so if it is not good enough people would try to fix it on the software. The company Fsstoppers a platform for making off professional photography sharing supports the idea and has marketed t-shirts emphasizing the professionalism with claims such as: "Is not photoshop I'm this good" or "I like it raw".



3.3.3. BRAND EMPIRE, BRAND DILEMA

The photography market share is very competitive and at the moment is been led by the japanese giants Canon and Nikon with slight difference. The high quality of both and the massive marketing campaigns have generated rivalry and confusion among its users. Similar to the competition between Apple and Microsoft the brands count with evangelists in the community spreading comments and articles in blogs, generating groups on Flickr and Facebook provoking internal debates and photographers separation.

The desegregated field has fostered different events to convert users in to their respective brands, such worldwide competitions and photography clubs; encouraging the community participation trough meetings, workshops and exhibitions. The sponsorship of Canon and Nikon has covered several public events and supported forums and websites that in one way or another sway opinion leaders towards the brand.

This trend gives hints to the future Product Service System development specially in the partnership agreements. In my opinion is not convenient to introduce Canon or Nikon participation in the project, the presence of one them would discourage a massive participation, the loyal users to the other brand wouldn't be interested to take part in the service. For the service idea sake the best solution is to keep it neutral from the photography brand empires and find support from traveling companies, thus we'll keep a real interest in learning photography instead of grouping brand followers.

3.3.4. LET US SHOOT!



architectural or street photographer. Not only is it corrosive of press freedom but creation of the collective visual history of our country is extinguished by anti-terrorist legislation designed to protect the heritage it prevents us recording. This campaign is for everyone who values visual imagery, not just photographers. We must work together now to stop this before photography becomes a part of history rather than a way of recording it.”

This trend brings awareness about this behavior towards photographers, which might be a threat to the activity and the service performance. The principal motivation of combining photography and tourism is the capability to have access to the any place in the city, there is no point to see them if you can not record them. Ignoring this fact my lead the project to the failure, the strategy should be addressed to know what are the forbidden places and what can be done to offer an alternative solution, such special permissions requests or simply avoiding those kind of places. The service should offer and enjoyable experience and not be exposed to repression policies.

Due terrorism attempts and criminal operatives, governments and public agents have restricted the open right to take pictures in landmarks and several areas around the world, photographers and tourist are often limited by police rejection. The hostile situation has generated photographers organizations around the world that demand to have the freedom to make pictures as it was used to be before the terrorism sequels.

I'm not a terrorist, I'm a photographer is the name of the group based in London who have expressed its disagreement and refusal to the police stigmatization, through photographer's gathering and flashmobs they protest in places where is forbidden to make pictures, the group fan page on Facebook has 32.255 likes.

In their manifesto they claim **“Photography is under attack. Across the country it that seems anyone with a camera is being targeted as a potential terrorist, whether amateur or professional, whether landscape,**



3.4. MAIN ACTORS IN THE USE AND LEARNING PROCESS IN PHOTOGRAPHY

Talking about photography and the different ways it can be learnt as I intend along this document, often takes me to a dominant part of the photography, which is the device centered side, where having a closer approach to recent technologies seems to be the biggest concern by non experts, handling and understanding the device we just bought is a must, trying to get the most out of their hundred features is a hard task though, most of us are just able to deal with a poor 30% our device capacity and indeed this freak us out. We haven't finished to understand what can we do, when the next update is already released.

Not enough, the device is just the starting point of modern photography science, the post-edition and the software use are the complement to fulfill the image making process. As fast as devices evolve, softwares keep the same speed to be updated, the combination of both skills should be balanced and master in order to have more possibilities creating pictures. Until now, both photography gears and post edition software use represent already an overload of information to learn, but at the same time is the most covered in the web 2.0, as observed in the self learning conquer the whole

community wisdom is taking care of technical issues providing a wide range of on-line solutions.

However, we can not forget that Photography is a complex discipline (figure 1) and besides the technical approach has an artistic side that should not be ignored in order to provide a balanced solution through the future service. From all the possible online solutions for learning photography, most of the forums, blogs or sites teach how to deal with technicalities and very few gives details from the artistic point of view.

The art of photography is showcased in the web to be admired but not to be taught, nor generate discussions about the narrative, or the deep meaning of the image. We are used to watch but not to see. The closest we can find are some sites dedicated to the photography critic but to analyze in depth the author's intention or the characteristics of the image composition, unless we were talking about photography old history. It seems teaching the artistic side of photography is still left to the academy.

3.4. MAIN ACTORS IN THE USE AND LEARNING PROCESS IN PHOTOGRAPHY

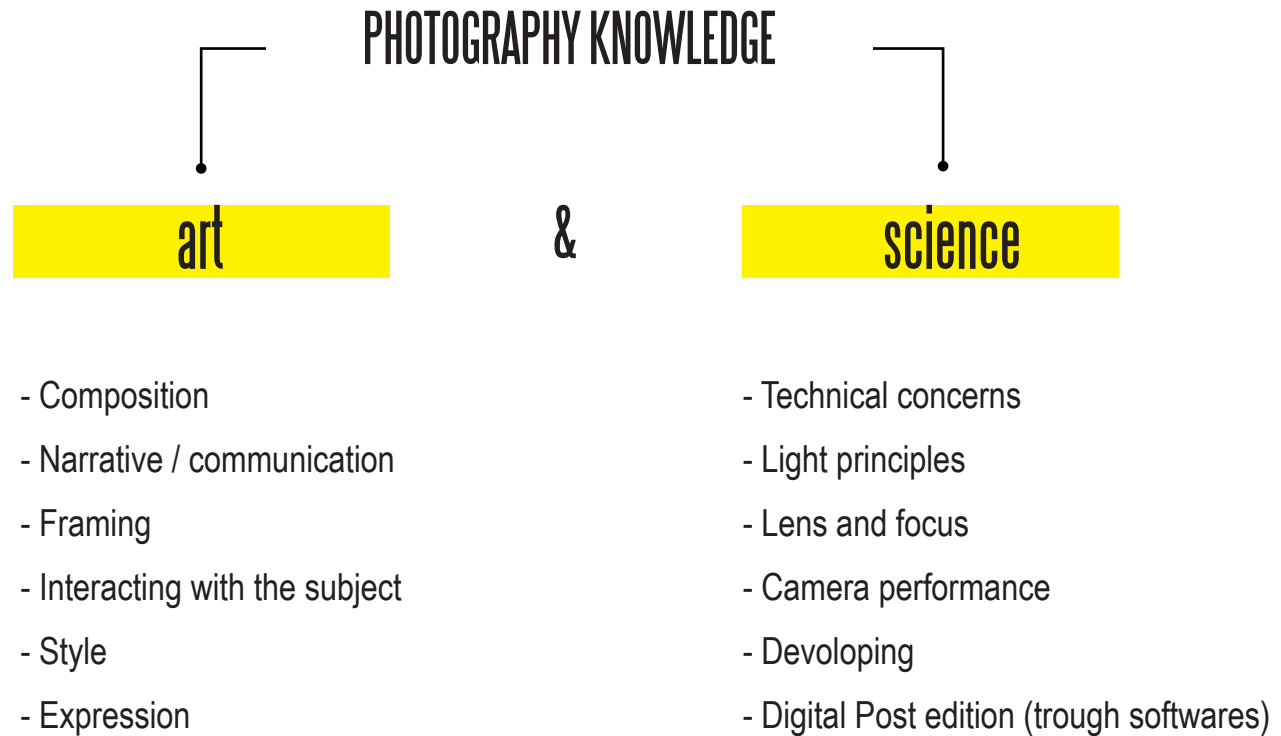


Figure 15, Photography Knowledge scheme

3.4. MAIN ACTORS IN THE USE AND LEARNING PROCESS IN PHOTOGRAPHY

MAIN ACTORS ECOSYSTEM

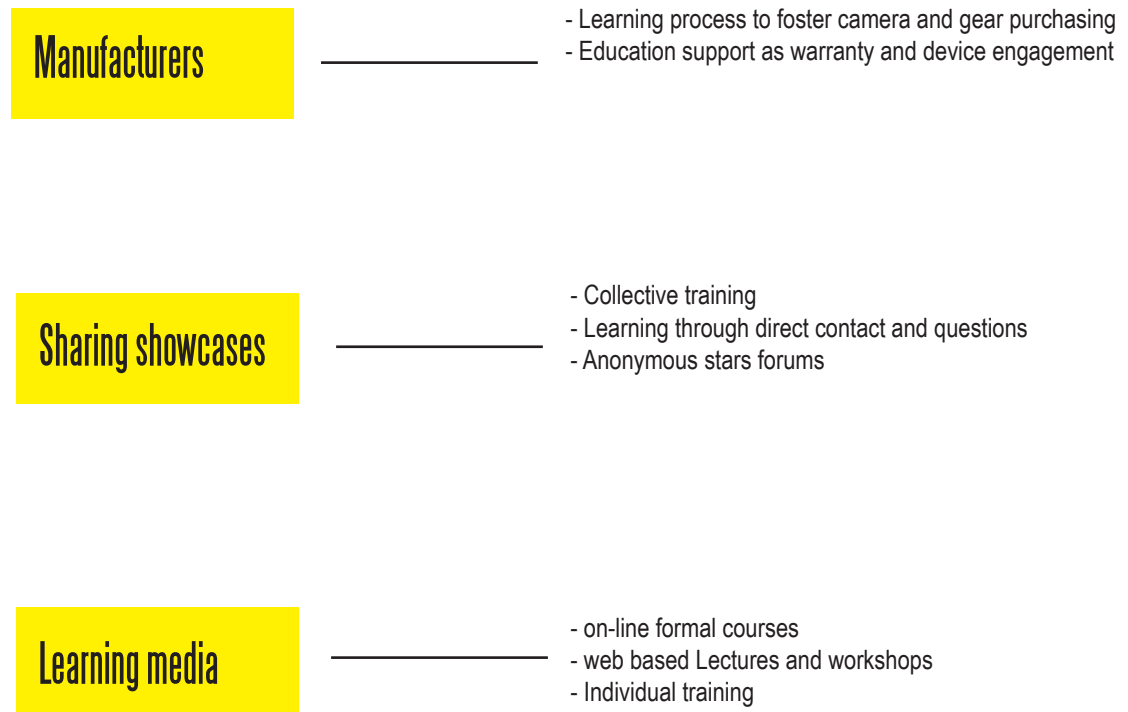


Figure 16, Photography Main actor ecosystem

Canon

www.canon.com

Camera and lenses manufacturer

“We speak images”
“Delighting you always”



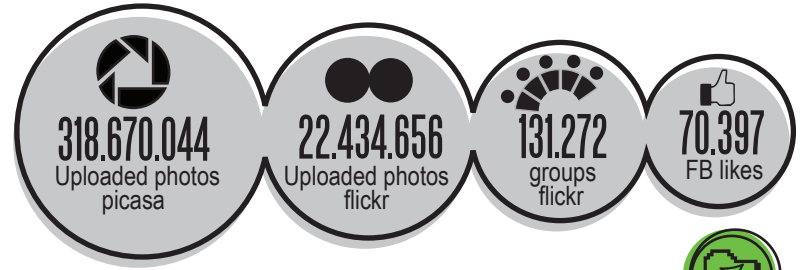
KEY FACTORS:

- High quality in camera and optical products.
- User friendly interface
- Built itself a strong circle of loyal professional and enthusiast photographers based on its innovation leadership.
- Wide variety of lenses
- Warranty support



COMMUNITY PARTICIPATION:

- Events
- Tutorials, lectures (Canon live learning)
- Canon Gallery
- Forums
- Contest
- Sponsored events
- Canon club
- CANON Explorers of light: is an initiative for photographic education and inspiration. The group is comprised of influential photographers and cinematographers in the world, each a master of their creative specialty. They share their photographic passions and technical expertise through a variety of personal appearances, seminars, and gallery showings through the U.S.



WEB PRESENCE



CHANNELS :

Sales force, web sales, partner stores, canon outlet.



PRODUCTS:

Cameras, lenses, films, tripod, camera accessories



SERVICES:

Technical support (canon professional services-helpdesk), personalised short list,

3.4.1. MANUFACTURERS



- Very difficult to see all the cameras at once.
- Is hard to understand what are the cameras good for
- The information about the lenses is very technical but you don't have clear references about how to use it or what kind of picture might come out.



COMPANY'S PARTICIPATION IN THE PROCESS OF PHOTOGRAPHY





www.canon.com

Camera and lenses manufacturer

CASE STUDIES

DESTINATION WORKSHOPS



Canon as a part of training services also offers one day travels to form photographers, and teach them what they can do with the device they have purchased, I took one weekend trip example for this analysis.



- The photographer pay just the seminar, not the whole package.
- Other expenses such accomodation and transport should be paid by the student.
- The way is planned the travel is missing a lot of considerations.
- Seems to be a very stressful schedule, the time to socialize is very reduced
- Just a print of the weekend work is not enough to enrich the memmories, and the person should share the experience through other social network on his own.

Nikon

"One moment, one world"
"At the hearth of the image"

www.nikon.com

Camera and lenses manufacturer

3.4.1. MANUFACTURERS



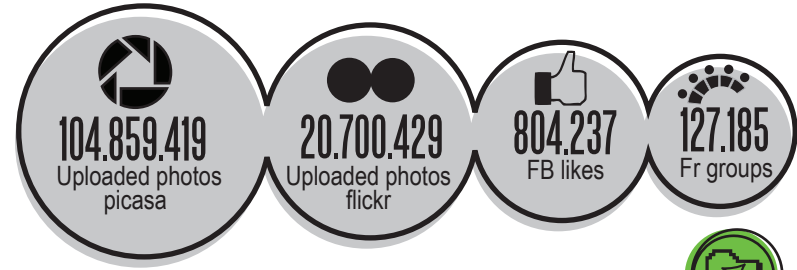
KEY FACTORS:

- High quality in camera and optical products.
- User friendly interfase
- Built itself a strong circle of loyal professional and enthusiast photographers based on its innovation leadership.
- Wide variety of lenses
- Warranty support
- The website has a great lense simulator and it's very easy to understand what you can do with every camera.



COMMUNITY PARTICIPATION:

- Professional photographers gallery
- Nikon school
- I am nikon (seminars and lectures)
- Nikon Salon: is a free exhibition space for aspiring artists.
- Contests
- Nikon professional service group that enables a mutual trust relationship with professional photographers in a worldwide network.
- Nikon local photo clubs
- Nikon horizons magazine



WEB PRESENCE



CHANNELS :

Sales force, web sales, partner stores.



PRODUCTS:

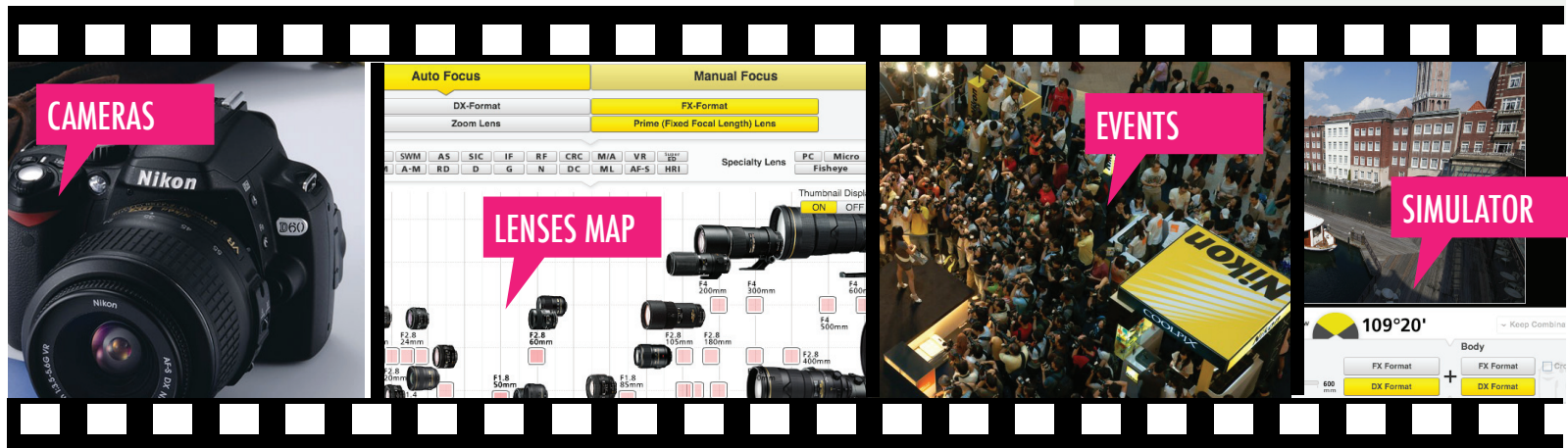
Cameras, lenses, films, tripod, camera accesories, nikon editing software, book lessons, gift vouchers



SERVICES:

Technical support, repair tracking,

3.4.1. MANUFACTURERS



COMPANY'S PARTICIPATION IN THE PROCESS OF PHOTOGRAPHY





www.lomography.com

Camera and lenses manufacturer dedicated to analogue photography

"The Future is analogue"
"Don't think just shoot"



KEY FACTORS:

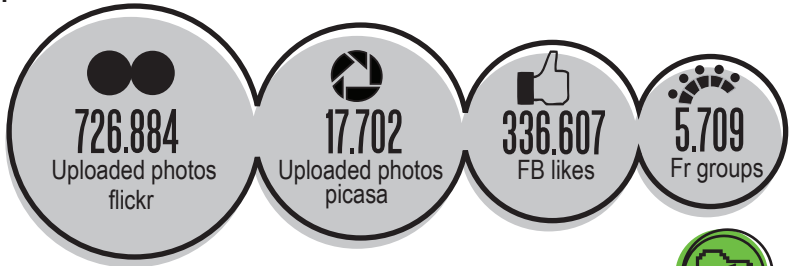
- Strong community support.
- Young and fresh communication focused on retro lovers.
- Very active community.
- Cheap prices.
- Playfull devices, a toy that actually works.
- Has a diiferent way to show the world trough their lenses, encouraging people to travel.
- The picture gets different effects before being developed (film).
- Has reached

65.000 members



COMMUNITY PARTICIPATION:

- Overlapping film project: a film that allows the community to exchange films once somebody has used it for the first time, giving as a result when developing every picture shot twice in different places.
- Worshops
- Events and aperitivos where new products are launched.
- Photo contests, Photo Gallery
- Forum
- Lomography Magazine
- There is no professional status, they are all passionate amateurs



WEB PRESENCE



CHANNELS:

Sales force, websales, own stores, partner stores.



PRODUCTS:

Cameras, lenses, films, scannig gears, fashion accesories, Magazine, Lomography city guide, books.



SERVICES:

Technical support.
Developing.
Photogallery show case

3.4.1. MANUFACTURERS



- High expenses of developing
- Additional step for sharing (scanning)
- Possible extinction of film Laboratories



COMPANY'S PARTICIPATION IN THE PROCESS OF PHOTOGRAPHY



flickr™

www.flickr.com

web based photosharing showcase

“share your life in photos”
“tell a story with your photos”

3.4.2. SHOWCASES



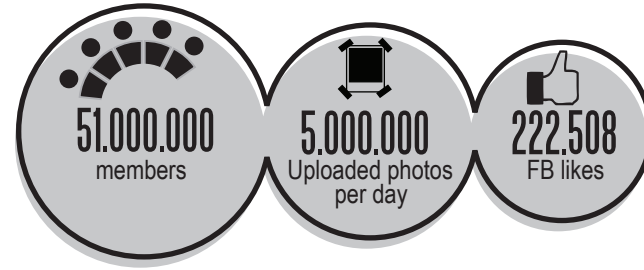
KEY FACTORS:

- Good quality pictures.
- Professional and amateur photographers showcase.
- Cluster and organization facilities.
- Strong web community.
- Universal host of all kind of cameras.
- Showcase convergency to personal websites.
- High quality photo streaming.
- Protects creative commons licenses.
- Geotagging
- Merges with social networks



COMMUNITY PARTICIPATION:

- Theme groups
- Favorite pictures
- Messages and comments on pictures
- Blog and Forums getting and giving advices about technical issues and camera brands.
- Application garden: user generating applications inside Flickr
- Flickr news
- Random and inviting navigation
- Contacts updates



WEB PRESENCE



CHANNELS:

Websales



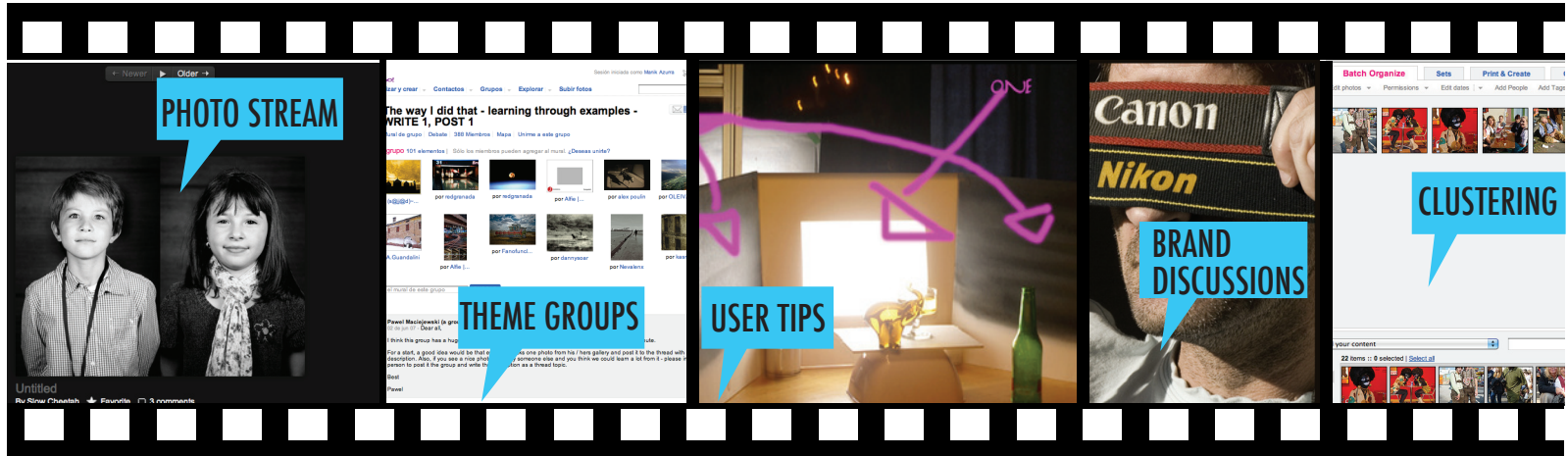
PRODUCTS:

Photoframes, photocalendars



SERVICES:

- showcase streaming
- Messages inside the community
- Albums clustering
- Printing and delivery
- Photo storing



FLICKR SHARING SYSTEM

Individual service

YOU

Generate content, upload pictures, tag, geotag, cluster, show, inbox mail

Invitation

FRIENDS AND FAMILY

Private sharing, comments, favs, messages

Free and random

COMMUNITY

Public sharing, groups, forums, messages, favs, app garden



COMPANY'S PARTICIPATION IN THE PROCESS OF PHOTOGRAPHY

Company activity

Company's learning companion



3.4.2. SHOWCASES



FSTOPPERS

www.fstoppers.com

Learning web-based showcase

“Showcasing the latest behind the scenes”
“Spread the love and educate at the same time”



KEY FACTORS:

- Promotes emerging photographers
- Show making-of videos from Photo shoot sessions
- Besides teaching technical issues about the discipline, teach in a way what is behind taking a picture such as behaving with animals, talking to the portraited person, etc.
- Gives customized advices on cameras and gears
- Give good and juicy contest rewards



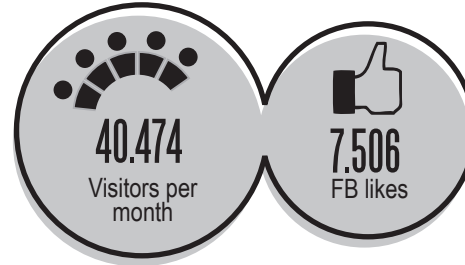
COMMUNITY PARTICIPATION:

- Contests
- Forums
- Broadcasts



CHANNELS:

Websales



WEB PRESENCE



PRODUCTS:

Photography books, DVD lessons, T-shirts

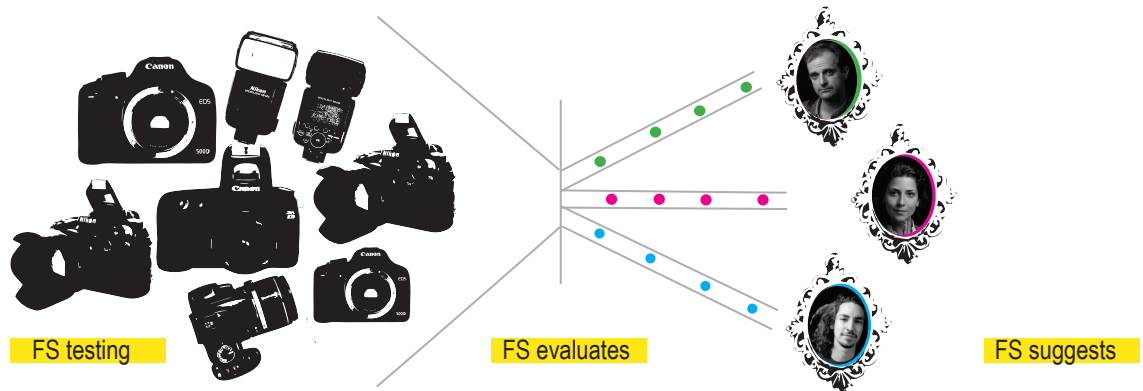


SERVICES:

Showcases and promotes photographers work, broad cast teaching lessons, connects amateurs with professionals.



FS CUSTOMIZED ADVICE



COMPANY'S PARTICIPATION IN THE PROCESS OF PHOTOGRAPHY



3.4.3. LEARNING MEDIA



photography.com "your online source for photography"

www.photography.com

Learning and advise photography website



KEY FACTORS:

- Gives complete and accurate technical advices.
- Shows videos about complex techniques.
- Gives rankings and product reviews about different cameras.
- Invites professional famous photographers to write articles.
- Sell photography gears



COMMUNITY PARTICIPATION:

- Contests
- Video forums
- Gallery



COMPANY'S PARTICIPATION IN THE PROCESS OF PHOTOGRAPHY



CHANNELS:

Websales



PRODUCTS:

Camera gears



SERVICES:

- Product reviews
- Technical articles about photography



- The community participation is very passive and traditional
- The way articles are written are very technical, may be an understanding problem for beginners

3.4.3. LEARNING MEDIA CASE STUDY

MATADOR U

Matador Network is an independent travel media company.

Offers : online magazine. Matador Network, social network. Matador Travel, web TV. Breaking Free, print magazine. Beta Mag work with students abroad. Glimpse

In 2009, the company developed MatadorU as an online education center for travelers. the faculty members include editors, writers, and photographers at dynamic points in their careers. Students get published and win awards. And graduates build successful blogs and get hired in travel media.

People join MatadorU for all different reasons. Some want to monetize their blogs. Others want to become better storytellers.

Tuition fee \$10 per week
Buy each module and teaching material
online work and chat assesment

MatadorU's Travel Photography program is based on 12 chapters of rigorous coursework, including lessons, recommended reading, and weekly assignments critiqued by editors and peers in Photo Labs on the following skill / knowledge areas:

creating and managing a portfolio
aperture, shutter, film speed, exposure, focus
composition, lighting, color, filters
post processing & image enhancing software
Cost: \$350



Que

HOM

MatadorU New Media School

Advancing the careers of travel writers, travel photographers, and filmmakers.

[More](#) ▶

Questions? Call us! 1-888-731-6333

[LOGIN](#) OR

[ENROLL NOW](#)

[HOME](#)

[COURSES](#)

[FEATURES](#)

[PRICING](#)

[PRESS TRIPS](#)



3.5. INTERVIEW INSIGHTS

- No one travels without camera.
- Traveling is a good reason to buy a camera.
- When purchasing cameras, people refers to friends and on-line reviews.
- Many amateur (snapshot vending machine, Image fairy dreamer, Reigtheous didact) would like to learn beyond technical features of the camera, the would like to know how to interact with the object that would be portraited. In the case of Wilderness how to treat animals and get the best moment, or for instance how to keep a conversation with somebody they would like to take pictures of.
- People would like to learn in a fast and efficient way how to adjust their skills and techniques based on different environments and landscapes, Ex, How to make good pictures during skiing holidays bearing in mind the light use on snow and fogg conditions.
- One of the amateurs interviewed claimed that he uses to follow travelers with good cameras and complete gears, it gives the impression to him that they are professional. As a matter of fact when he goes to the same spot he realizes that “they have the best point of view”.
- Another case is about a young amateur, who says that when he travels sometimes is hard to share the same interest on photography. Happened

to him to be traveling with people who didn't care much about finding good places to takes pictures, but he tried to keep their pace and take good pictures at the same time. At the end he couldn't keep their pace, he wanted more time to find the right spot and enjoy what he was seeing. He had to abandon his group and travel by his own.

- Many of the interviewed people affirmed that when they are looking for inspiration or to check new tendencies on photography their favorite website is Flickr, due to the high quality of the pictures and wide variety of what the may be looking for.
- The most advanced amateurs don't share their pictures on Facebook, they think is giving away their work and nobody is going to take seriously their pictures. Consequently they prefer to showcase such work on Flickr, where they feel are recognized and will be exposed to the accurate eyes.
- Honest feedbacks about amateur pictures are seeked and highly appreciated.
- According to professional photographers the over excess of technology encourage lazyness, people think technology would do everything for them, thus many “fake-amateurs” don't believe is important to keep discipline and understand that also means a high load of hard work and commitment.

get/need

AMATEUR PHOTOGRAPHER

- Good equipment
- Better camera gears
- Knowledge about how to make better pictures
- Get the most out of their camera
- Understand the art-methodology behind technical details.
- Learn how to make good pictures depending on the environment (snow, underwater, wilderness, etc)
- A better try before buying a camera, a real trial.
- Honest feedback about their pictures

give

- Camera's potential
- Passion and interest
- Economical reward
- Exchange another kind of knowledge (languages, information about places, sports, etc...)

PROFESSIONAL PHOTOGRAPHER

- Showcase his professional work and be recognized.
- New ways to sell his work besides galleries.
- Keep learning
- Feedback
- Update their equipment
- Portrait different people
- Get inspired to experiment new ways of photography
- Develop and maintain their own artistic style

- Experience
- Knowledge
- Advice about some of the equipment and accessories used in photoshoots
- Honest feedbacks
- Follow amateur's work
- Encourage learning
- Be an inspiration figure

3.6. GAP AND OPPORTUNITIES

Over the data collection and analysis about the nowadays learning process and state of the art of photography it should be highlighted the following considerations:

The considerable amount of companies offering assistance in photography gears use and photo-edition softwares training in contrast to the few sites teaching about the artistic side of photography, offer to the service an spot where informal education can find an opportunity to explore and develop new methodologies to create awareness about the artistic and logistic features.

As it was observed in the self learning conquer the system should take advantage of the already existent community wisdom, but generating efficient rankings that can track the reliability of the contents exposed in the forums. Consequently the service should be as open as possible, allowing people to learn from different photography techniques and typologies, variety should add value to the proposal. Photography has so many manifestations that limiting it can be a self-defeating strategy.

Establishing the photography training service based on traveling, requires the deep knowledge about the offered destinations, according to the let me shoot! trend, there are places where making pictures is forbidden, so the project should be aware of this kind of places and have a defensive strategy, either apply and request special permissions in order to have access to such places or just keep them away from the suggested itineraries.

The future service should remain camera-brand free, keeping neutrality and be coherent with the point where all kind of styles and typologies are going to be accepted. Proceeding on behalf of any specific brand will reduce the variety freedom in the project.

Trustworthiness is important in any educational program either formal or informal, as an image making project is important to exhibit just curated pictures, when people look for referents they want to see high quality standards no matter the quantity. Therefore, what the service is going to exhibit must divulge positive results from photography workshops. The uploading of pictures should be controlled and led by standard guidelines. The future system should have competitive prices compared with trips offered by manufacturers, for instance the case study analyzed from the Canon Seminar, was commented by the community claiming that the price was too high just for a weekend training, many wished to attend it, but they couldn't afford it. Additionally the way the experienced was arranged didn't offer the possibility to tailor the trip nor the contents of the seminar, so the students didn't have many choices. Another weakness that kind of workshop presented was the poor after traveling experience, that was closed with the pictures printing ready to take home. On the contrary the future service should offer a bespoke travel and enhance a closer dialogs between teacher and students encouraging its following and honest feedbacks in the after traveling experience.

MAIN ACTORS ECOSYSTEM opportunities

Manufacturers

- User clubs
- Sponsorship trips
- New trial devices service

Sharing showcases

- strong community data base
- complete photographer profiles, including camera and most common used gears
- No camera brand differentiation
- cluster and gathers all kind of photography art
- Behind scenes added videos
- Neutral opinion about camera performance

Learning media

- device offering and sharing
- Simultaneous response from tutors and students
- After class assignments
- photography following

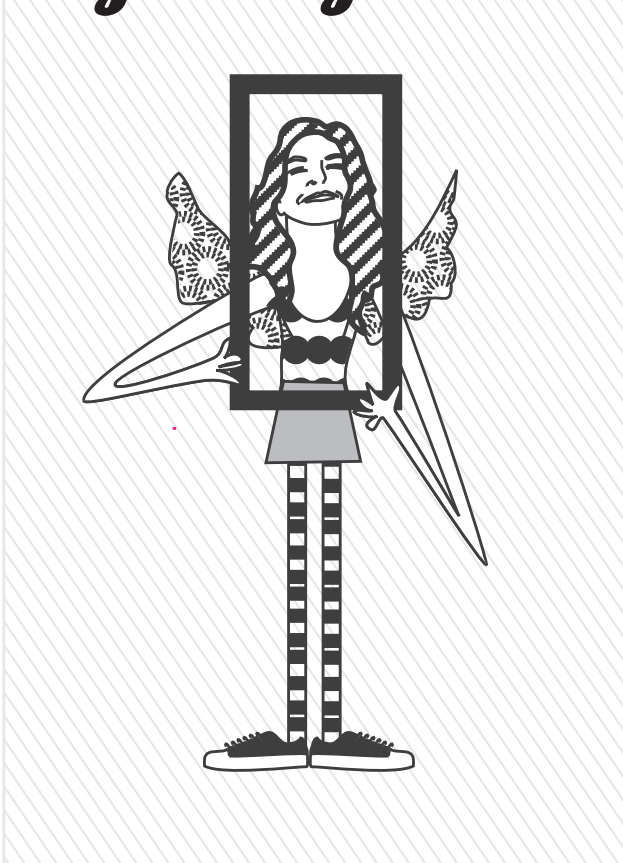
Figure 17, Photography Main actors gap and opportunities

4. *Project*
DEVELOPMENT



4.1. PERSONAS

Image Fairy Dreamer



“It looks better in the picture
than in real life”

CARLA



Second hand Canon XSi, Diana Camera,
smart phone

4.1. PERSONAS

Image Fairy Dreamer

BACKGROUND

- Mid 20's student.
- Has never taken any photography class, but like to experiment with friends.
- Spontaneous and Low budget traveler.
- Enjoys meeting new cities, is an urban junkie.
- Highly social and outgoing.
- She learns how to improve her photography skills on photography forums and blogs.
- Attends festivals and parties and makes a detailed registration on artists and people.
- Follows another amateur pictures and comment on their photos.
- Is a vintage lover, love different effects on her pictures.
- Uses post -editing softwares such as photoshop to enhance her pictures.
- her knowledge about cameras is about 30% - 50%.
- She shares in all the social networks , so people get to know her latest work.

GOALS

- Have fun meanwhile she travels
- Popping out spontaneously in the best events
- Be recognized within the community as a potential photographer

NEEDS

- Socializing and meet new people in every trip, so she enriches her travel
- Being always updated of what is going on and the hottest places to go to
- Best equipment and diverse lenses for trying out different kind of pictures and develop an strong personal style.
- Professional guidance to encourage her to keep learning

Image Fairy Dreamer



Provider	Devices	Method	Software	Showcase
On-line stores	Analog camera	Laboratory developing	Photoshop	Facebook
Second hand shops	Digital camera	Printing	iPhoto	Flickr
Electrical and technological retails	Camera phone		Adobe bridge	Picassa
Photography specialized shop	Lenses	Resources	Picassa	Own website
Camera Rentals	Setting, accesories...	Own darkroom	Adobe Lightroom	Other web based platform
	Skills	Own printer	Intervention	Photoalbum
	High skills	Get developing services	Technical retouching	Gallery exhibition
	Average knowledge		Creative retouching	Preferences
	Basic Skills		Basic Color balance	Open to the public
	Device knowledge			Experts community
	Use all the camera feautures			Family and friends
	Use partially the camera feautures			
	Use automatic settings			

4.1. PERSONAS

Righteous Didact



“Making pictures is my passion,
I can capture other’s passions”

CHIARA



1 DSLR: Canon 50D with 2 different
lenses: zoom, 50mm and wide angle lens,
tripod

Righteous Didact

BACKGROUND

- Early 60's architect
- Hates to travel and be treated as a tourist.
- Never follows the lonely planet guide.
- Taking pictures is a good tool to improve her current job
- Prefers to travel as far as possible from globalization
- Travel every three months and takes long weekends to get out of the city
- When she buys a camera is important to find good quality and the first thing she ask is about technical specifications
- Shares and learn with amateur friends
- It doesn't share all the pictures, curates the best ones and shares them on Flickr
- Has an advanced knowledge in post editing softwares, has an interest to improve what is not perfect or even better give a personal touch of she just captured
- Her knowledge about her camera is about 50% - 70%

GOALS

- Find the genius loci of every place she goes
- Capture in her pictures the emotion given by local people
- Get inspired by other's experiences in life

NEEDS

- Find the right companion to travel with
- Improve her knowledge not just in the technical side but also learn how to interact with the picture's subject (people, places, wildlife)
- Understand what are the best options to get the most out of her camera depending on the environment she visits.

4.1. PERSONAS

Righteous Didact



Provider	Devices	Method	Software	Showcase
On-line stores	Analog camera	Laboratory developing	Photoshop	Facebook
Second hand shops	Digital camera	Printing	iPhoto	Flickr
Electrical and technological retails	Camera phone		Adobe bridge	Picassa
	Lenses	Resources	Picassa	Own website
	Setting, accesories...	Own darkroom	Adobe Lightroom	Other web based platform
Photography specialized shop	Skills	Own printer	Intervention	Photoalbum
	High skills	Get developing services	Technical retouching	Gallery exhibition
	Average knowledge		Creative retouching	
Camera Rentals	Basic Skills		Basic Color balance	Preferences
	Device knowledge			Open to the public
	Use all the camera features			Experts community
				Family and friends

Panoramic Connoisseur



“Is not about the device, is who you are and what you can capture”

KARIM



Leica M4, Pentax K10, Canon power shot SD 1100, tripod, different flashes, light meter, backgrounds, reflector

4.1. PERSONAS

Panoramic Connoisseur

BACKGROUND

- Mid 50's photographer
- Subtle pos-editing changes, such as light and color balance in adobe bridge and adobe lightroom
- He is an inspiration seeker, he finds it in cities and natural landscapes
- He makes long travels twice per year
- Taking pictures is part of his life, he is being taking pictures since he was a child.
- He teaches photography at the university
- Sometimes he feels disappointed about the lack of interest of his students, supported by technology they are to lazy to work hard and understand what is behind the discipline
- He has his own studio, but eventually is difficult to afford all the accessories required to make good pictures.
- After curated he shares his pictures on his web site and to the Flickr community, he is also keen to answer technical questions about his pictures.
- He follows professional photographers on Flickr

GOALS

- Positioning his professional work
- Stand out of the competitive crowd
- Teach what he was taught and transmit what is behind of just taking pictures

NEEDS

- People recognize his activity as a professional work
- Be connected with passionate people who inspires him as a professional challenging his knowledge and encouraging him to be better.

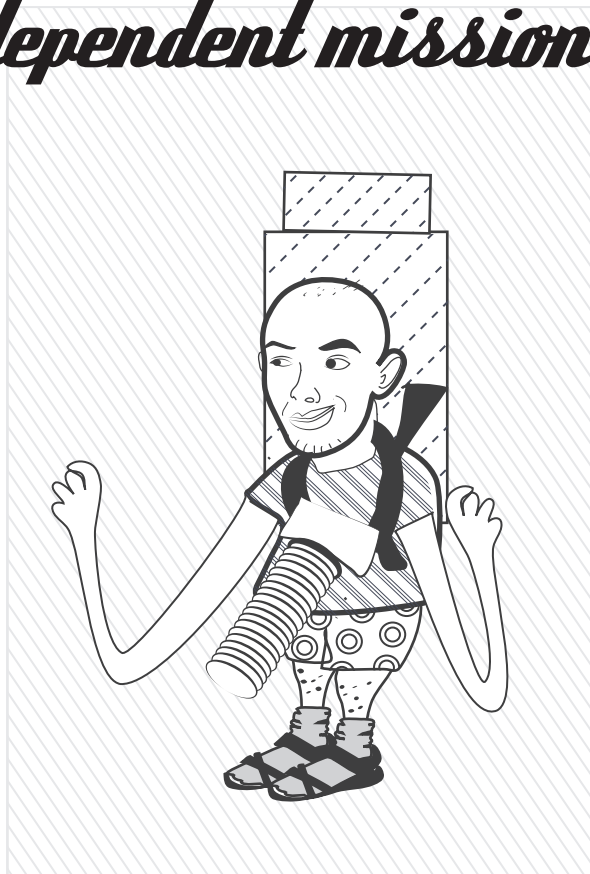
Panoramic Connoisseur



Provider	Devices	Method	Software	Showcase
On-line stores	Analog camera	Laboratory developing	Photoshop	Facebook
Second hand shops	Digital camera	Printing	iPhoto	Flickr
Electrical and technological retails	Camera phone	Resources	Adobe bridge	Picassa
Photography specialized shop	Lenses	Own darkroom	Picassa	Own website
Camera Rentals	Setting, accesories...	Own printer	Adobe Lightroom	Other web based platform
	Skills	Get developing services	Intervention	Photoalbum
	High skills		Technical retouching	Gallery exhibition
	Average knowledge		Creative retouching	Preferences
	Basic Skills		Basic Color balance	Open to the public
	Device knowledge			Experts community
	Use all the camera feautures			Family and friends
	Use partially the camera feautures			
	Use automatic settings			

4.1. PERSONAS

Independent missionary



“I like my job, but I love it when I can do it my way”



Leica M4, Pentax K10, Canon power shot SD 1100, tripod, different flashes, light meter, backgrounds, reflector

Independent missionary

BACKGROUND

Early 30's photographer

He works at photography agency, and sometimes he gets some independents contracts with editorial houses.

He travels often in order to seek new stories to be portrayed and sell them afterwards.

Few times some magazines request him to travel and register any kind of event, but they ask him to follow an stiff style

He plans beforehand all his expeditions, but sometimes he fails because the information he gets is not enough

He carries out personal projects he develops in his free time, those where he can be creative and explore his own style.

There are some projects he would like to do, but doesn't have enough budget to afford traveling. it takes long time until he saves enough money to execute them.

During his traveling experience he has developed a particular knowledge about how to move in different environments in order to take the best shots.

Eventually he travels with more workmates, so in this way they can share some of the expenses

He does not have a formal teaching experience, but many of his friends ask him about technical details about the camera or even the way he artistically composed his artwork.

Some beginners friends ask his honest opinion about their pictures.

He doesn't like to share in flickr his photos, he thinks is so messy. He prefers

to have his own blog, a dedicated place for his pictures.

GOALS

- Positioning his professional work
- Developed his own style freely.
- Work on his personal projects and be able to sell them or participate in recognized competitions.

NEEDS

- People recognize his activity as a professional work
- Gather enough money to start his photography voyages.
- Detailed information about the places he is going to visit.
- Manage the best possible the time he is outside
- Find easy ways to carry around all his photography gears.

4.1. PERSONAS

Independent missionary



Provider	Devices	Method	Software	Showcase
On-line stores	Analog camera	Laboratory developing	Photoshop	Facebook
Second hand shops	Digital camera	Printing	iPhoto	Flickr
Electrical and technological retails	Camera phone	Resources	Adobe bridge	Picassa
Photography specialized shop	Lenses	Own darkroom	Picassa	Own website
Camera Rentals	Setting, accesories...	Own printer	Adobe Lightroom	Other web based platform
	Skills	Get developing services	Intervention	Photoalbum
	High skills		Technical retouching	Gallery exhibition
	Average knowledge		Creative retouching	Preferences
	Basic Skills		Basic Color balance	Open to the public
	Device knowledge			Experts community
	Use all the camera feautres			Family and friends
	Use partially the camera feautres			
	Use automatic settings			

4.2.1. THE MAESTRO FIGURE



According to the research phase, it was revealed in the interviews that many professionals had served short periods voluntarily to a person that was their guidance, not only because shed some light on technical matters but also because they felt invited to participate in independent and intimate projects. In this way they learnt what was not told, they learnt how this person understood the narratives and also his very own approach to different situations and photographic styles. Many of this pupils manifested to be rewarded by the results of “the maestro work” and the experience behind the photoshooting session.

The maestro in contrast to regular teachers have a personalized treatment with his apprentices since in his projects participate just few of them, in other words the labor performed by the student is followed by the maestro’s experienced eye, he will perceive when this is doing wrong or instead is encouraging him to keep doing things right. Unlike the informal e-learning process the student has a direct contact and is free to ask opinions, carrying the project with the maestro’s tutoring. In the case of modern photography the learning will go until the post-editing phase.

4.2. OPPORTUNITY OF INNOVATION

4.2.2. CREATIVE CARRIERS PARADOX



People from creative carriers such advertising, fine arts, design, architecture, film making and photography expend most of their time at the academy trying to develop their own identity and print a unique style in their work, setting difference and innovation. Many of us when have to face the real work field in our beginnings have to forget about this freedom, to make money sometimes we need to quit momentarily our style and get adjusted to the market request in order to earn some coins.

The photography case is not different, when they are not working as independents they need to

follow photographs standards set by the company who has hired them. However the labor strategy in the field has changed, the old times when important magazines and journals hired photographers and send them to make reportages, with everything included is almost and extinct practice, few of them have fixed photographers nowadays. Big part of this kind of enterprises work with freelance photographers who are hired eventually depending on the project. Another kind of photographers hiring, is when the company knows that the photographer is already in the area so they contact them and request an specific reportage, in this way the company doesn't have to take care about

the expenses of flight tickets or additional commodities, they will pay just for the pictures take. In both cases the photographer should be guided by the magazine's style and its freedom is very limited.

Around 70% of photographers should run independent projects from their own budget, and then present them to Photo-editorial houses who are in charge to review the project and promote it to different magazines or journals until the work gets sold. On one hand working in this way represents way more freedom to the photographer, because is himself who is setting the creative direction of the project, but on the other hand is extremely risky, no body will assure he would sell his work. Carrying with the traveling expenses is a big effort, and the amount of money can be very considerable. Affording such projects by themselves becomes an obstacle to keep creating, but then if they do not have projects developed by their own is difficult to sell.

ART

VS

MONEY

4.2.3. REINVENTING THE RELATIONSHIP BETWEEN AMATEURISH AND PROFESSIONAL PHOTOGRAPHER



Current:

Professional **VS** Amateur

THREAT

Challenge:

Professional **WITH** Amateur

OPPORTUNITIES

4.2. OPPORTUNITY OF INNOVATION

4.2.4. FUND CREATIVE COMMUNITIES

During years was very difficult the task to collect money intended to develop projects, specially for projects in the creative field, it was not hard because no body cared back then about creative initiatives, it was demanding because was very difficult to reach the right people interested in the project and moreover manage a proper raising procedure, thanks to internet this labor become easier, the assignment to congregate the right people and connect them was globally effective. In 2009 Kickstarter was founded by Perry Chen, Yancey Strickler, and Charles Adle, a fundcrowded platform that collects money for creative projects in the fields of music, film, art, technology, photography, design, food and publishing.

The service connects defined and developed ideas with the community in order to foster their start ups, if they idea is appealing to people they would pledge different amount of money according with each one's possibility in return the contributors will receive a part of the product or a unique experiences related to the original project. On the other hand if the project does not get enough funding is simply canceled and the money is not charged to the community. Kickstarter has the policy of all or nothing funding meaning either the project gets fully funded or is not feasible, this criteria protects the investors to pledge money in an inconsistent initiative.

KICKSTARTER



" FUND AND FOLLOW CREATIVITY "

4.2. OPPORTUNITY OF INNOVATION

The author of the project presents his idea and what he has developed with pictures and mostly with video, due through this tools he can support the initiative and explain to the people why they should contribute. Below the video there is a brief description explaining the future steps of the project if this gets funded. However each initiative has a time limit to reach its funding, once this period has expired there are no possibilities to keep contributing.

The backers or contributors will pledge the project within this period in return to goods or experiences offered by the project itself, the crowd participation is limited to contribute money

since the project creator will execute the whole idea. In the mid time mean while the countdown is running the backers can ask anything to the author keeping a constant communication, the author will respond to any inquiry in order to provide reliability to the project and encourage the community collaboration.

This system also allows to foresee what would be the market acceptance of the project in proportion with the popularity and the speed to get funded, in fact stores participate in several projects in order to have a pre-launching access to successful items.

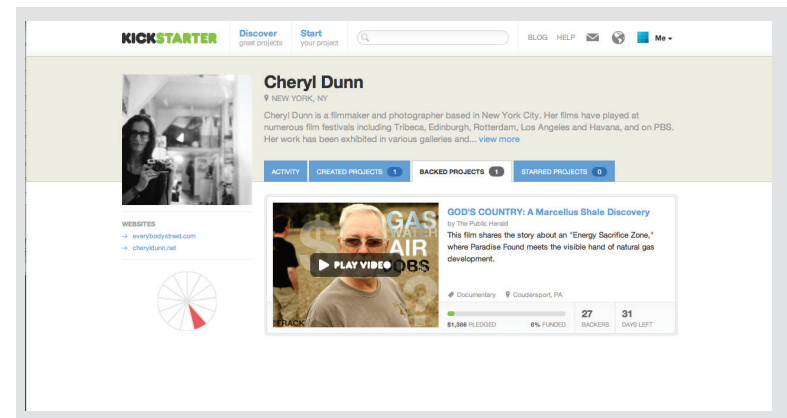
This system also allows to foresee what would

be the market acceptance of the project in proportion with the popularity and the speed to get funded, in fact stores participate in several projects in order to have a pre-launching access to successful items.

"Kickstarter has raised \$75 million dollars for over 10,000 projects since April 2009. The project success rate is 44%", among the most successful projects we can find the adapted wrist to multitouch nano ipod developed by Scott Wilson that got funded in 6283% and raised \$942.578 dollars".



Project Presentation



Project Creator profile

4.3. VENTURE EYE PRODUCT SERVICE SYSTEM



4.3.1. INTRODUCTION

This Product Service System is an opportunity for professional photographers to raise fundings in order to develop their artwork. Mostly for those who base their projects on traveling expeditions or photo reportages and need to invest large amounts of money not only in their core objective but also in the resources to get their job done, such as flight tickets, accommodation, meals, gears.

The photography market is very competitive, to stand out a photographer needs to make big efforts and have a variety of work developed by his own, before be hired or get an independent contract. To do so, starting from scratch is very difficult and requires a trustable initial capital that will allow the professional to develop the project as it was planned, taking care of the implicit commodities and assuring the best results.

Besides the efforts to gather the resources is also a risky movement, no body will guarantee that the project is going to be sold or the work will win any award, thus the willingness of spending money should be considered very carefully decreasing the attempts to create new projects.

Venture eye is an enabling platform that connects professional photographers with amateurs interested to learn in the field some tips about the discipline and also figure out technical details such as handling photography gears and physical phenomena, for instance light performance. This group of people is willing to participate and also contribute to the photographer work, which is the principal inspiration of this project.

The experience provided by supporting an emerging photographer is very distant from the concept of taking photography lessons in formal environments like academies and photography clubs, or virtual spaces such as forums, self learning websites, photographer's blogs to name a few. What the service is looking for is to bring to the enthusiastic amateurs the vanished figure of " the Maestro".

Instead of paying a "photography travel" given by a professional teacher , amateurs will have the opportunity to participate in ambitious projects where beyond explaining separated concepts or photography techniques they will take part in the achievement of specific goals guided by someone who has the vision and the creative direction. On the other hand is also an opportunity to travel and take advantage of new

environments that surely will provide inspiration and parallel knowledge about different locations.

This Product Service System is also aware that photography is highly driven by device evolution and the lack of the proper gears can make difficult the performance of this experience either for the professional or the amateur. The actual purchase of many accessories might be unavailable for both of them due to the remarkable cost of photography gears, specially when is not assure the device will be used for long term, in order to solve this inconvenience venture eye offers the gear rental service, adapted to the nature to every expedition core. This selection of devices will be provided by the photographer and the participants will decided if they want to take them or not.

Finally with this reciprocal relationship between professionals and amateurs, the service will encourage new photography projects to be done and successful traveling experiences tailor made according to the need of each project. The result will provide a project data base that might call the attention of editorial houses or photography collectors interested to support or purchase the resultant artwork.

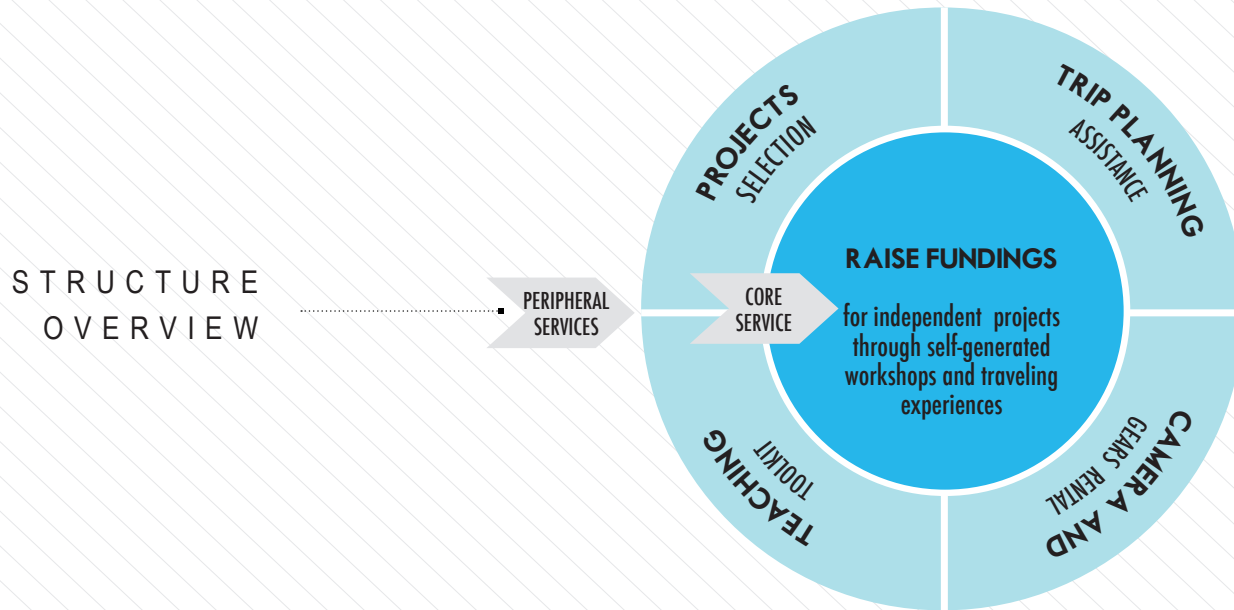
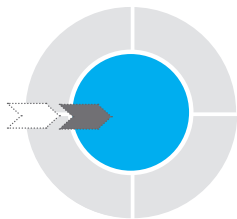


Figure 18, Product Service Structure

4.3.2.1 CORE SERVICE RAISE FUNDINGS



Once the project is approved by the committee, It should meet the following steps:

PRESENTATION

To raise money the project should be presented publicly attending the following steps:
Introduction: The photographer explains by different ways why people should join him, and what are the values and the importance of this future work. In this presentation the author can provide a video or pictures as a motivational invitation aimed to the community that will take part in the project. To be effective and convincing the author can quote his previous work and

pick the most outstanding pieces that somehow would influence the upcoming journey. During this phase is essential demonstrate reliability and talent to trigger participation

Travel details:

Dates and Travel destination should be described precisely, as is the principal information participants will look for in order to check their time and budgets.

An schedule table is also displayed showing day by day the activities that will take place during the expedition, if some of the activities are planned with gogobot they will be detailed in a pop up

4.3.2. PRODUCT SERVICE STRUCTURE

window, such as accommodation or eating points.

To complete the experience, many of the journeys would include additional activities that indeed are related with the photoshooting, but at the same time can be seen as a plus for the people who might join the trip. Such activities should be named and described as part of the travel details.

LEARNING CONTENTS

Besides supporting the achievement of the project, participants expect to have a clear understanding of what the photographer offers as an instructor and how this experience will benefit them, on that account is necessary to explain the contents of the expedition and define if they need to have a previous knowledge in order to undertake the lesson. In the same way, this skills will suggest the use of specific cameras and accessories that can be available in the renting area, the project creator will generate a list naming the principal tools to develop properly the photography tasks.

FUNDING PERIOD

A period of 2 months has been set to define the limit of the money gathering, during this time the project will be shown and be available to any one who would like to participate. The project showcase will display a countdown widget in order to make visible the deadline and the status of the expedition.

During this time people will have the opportunity to make different kind of inquiries about the trip,

the gears, the rewards, any matter regarding to the execution of the project. This a dialog space were contributors and creator can discuss and go in depth on unsolved details.

If the project does not reach the total amount of the budget goal the expedition won't take place. The aim is to avoid risky journeys and unfulfilled outcomes that will be affected by the lack of resources and the absence of supporters. This condition will motivate the participants to share the project and get excited about, enough reason to spread the word and don't let the project sink. In the moment when the money raising is successful and the project gets totally funded within the time limit, the Service will take the money from the participants credit cards and the service will deposit the money in the project creator bank account, the money would be ready to withdraw in 15 days. If the lead photographer has booked a flight or any of the other services offered by the platform they will be paid as soon as the project succeed.

REWARDS OFFERING

The project creator should select what should be the reward for his supporters according with the amount of money they are willing to give, the principal idea is to provide companion in the expedition but there is also another kind of supporter, the one who can not join the trip but would like to contribute to this project in an smaller proportion.

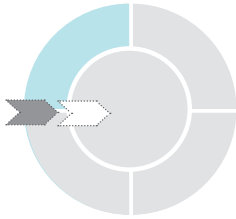
The lead photographer is asked to arrange retributions for his contributors related with his

projects, either a sample of the final pictures in printed version or any unique experience such as credit in his website, acknowledgments in a publication or article, invitations to the exhibition, etc. Consequently he would rate this rewards according to the investment. The delivery and execution expenses of the rewards should be included in the budget.

QUESTIONS

Is important to establish a two-sided channel where participants can express all their concerns and doubts to the project creator, in this space he can respond to all the inquiries and add further information. The questions section is also a place to leave any kind of comments, leaving congratulations for the future project or cheering the author up.

PROJECTS SELECTION



Is important to the community that the expeditions proposed by different photographers are feasible and have clear purposes that will end up in tangible results benefiting all the participants. It is the duty of Venture eye guarantee to the community that every project is an opportunity and not a delusion, therefore the person who creates the project should submit the proposal beforehand, consequently the staff in charge will check if the project meet the requirements claimed in the guidelines.

This process will evaluate:

- Core of the project
- Final outcomes
- Budget management
- Destination and the coherency of the extra activities.
- Photographer capability to manage different participants.
- Requested amount of travelers
- And if needed further questions regarding to safety and the reliability of the destiny.

GUIDELINES

the guidelines are addressed to 5 main issues: Crusade leader, Photography project, Expeditions, Photo-buddies, Supportive community.

1. Crusade leader

- The journey should be lead by an enthusiastic person about photography over 18 years old, able to handle a group of people in different environments such us the photography field and the extra time you have for exploring the location surroundings.
- You must have a bank account where we can deposit the money pledged in the funding period.
- Make sure that you meet all the requirements needed to cross the country you will work in, matters such as visa and tourist permits are not issued or processed by Venture eye.
- The crusade leader is responsible to be very well informed about the place conditions and preserve the safety of the trip participants, warning about possible dangers and be clear at the beginning when you launch the project is a MUST, so the photo-buddies will accept under their own responsibility to join the expedition.
- You must have a big leadership spirit in order to guide and give instructions about the activities you are proposing, remember you are the head of the group , you think collectively and take the most suitable decision for every member.
- A good Photography Crusade leader is patient and is always willing to cooperate with his travel fellows that are eager to learn some tips, if

you are not patient enough to teach or answer questions kindly, maybe this is not the place for you. Remember that your troop is supporting your work.

-Be flexible and tolerant. You are hanging around with diverse personalities and each one with different tastes, understand different cultures and respect the other are the funds of this experience.

2. Photography Project.

- The base of this service is the idea you are holding, your project should be very precise and the outcome should be defined by you, but measurable for the community people, thus is easier to see your achievements and be proud of your great results.
- Remember that your project is also addressed to a good number of participants that won't join your expedition but want to collaborate with smaller contributions but not less important, make sure you reward them with a piece of your work or with a unique experience the project can offer. (details such a post printings, acknowledgments, dinners etc.. are highly appreciated).
- Set the budget of your project, no matter how much you should calculate how is going to cost you the whole journey including, is up to you if you want to include the price of flight tickets, accommodation, meals, etc. You are not allowed to change the amount of money after your project is launched, therefore you have to be extremely thoughtful when setting your goal.
- Show to the community your previous work, make them understand the importance of this

4.3.2.2 PERIPHERAL SERVICE

project and engage them to join you and learn a part of what you know. People would check your profile and get motivated by the spirit of your project and how appealing you are to them.

- Before launching your project we'll have a look to your expedition and review your proposal, if you meet all the guidelines and have clear goals, you don't have anything to worry about, we will let you know.

3. Expeditions

- If it is true that your supporters are motivated by your talent and the shiny idea of your project they are also captivated by how smart and engaging you plan the trip, it doesn't mean that should pick a touristic destiny or you should provide a prepared activity. Nevertheless as much as you get informed about the photo shooting field the better you can provide an unique experience to all the participants including yourself.

- Be concrete about how you are going to manage the time, day by day and the contents you might teach to your followers. A good organization is the key of the travel success, you'll avoid surprised unhappy people by decisions taken at the last minute.

- Don't expect to be all the time together, every participant has the right to enjoy their free time, either way they can choose stick together or explore by their own. Be flexible but smart set meeting points, photoshoot schedule and free time periods, so you will all agree and avoid

missing people and further difficulties.

- Asking money during the journey to your expedition-mates is not accepted, They already were charged and are expecting within the price everything is included as promised in your project showcase.

- Learning by doing is the persuasion of this experience, encourage your people to keep practicing what they have learned, think about future tasks they can do back home and upload to their own showcase later on. Be in touch and have a look to the pictures, give your honest feedback. This will reinforce learnt contents and make outstanding your teaching guidance.

4. Photo- buddies

- You should be over 18 years old.

- Make sure that you meet all the requirements needed to cross the country you will work in, matters such as visa and tourist permits are not issued or processed by Venture eye.

- You are responsible to pick the project you want to join, check the dates and the places visited. If you hesitate or have inquiries be in touch with the voyage leader, it is his duty to answer all your questions.

- Be selective and investigate who is carrying the expedition out, Venture eye provides you a profile base where you can review the work done by this person and different links the shed some light on you to make the pertinent decision.

- You are committed with a cause, the object of the expedition is not just letting you know some

photography tips is also a way to help an artist to achieve his personal work, be supportive and give some space to the photographer to do his work. You accepted this mission in order to meet specific goals be a tool to achieve them.

- Please review carefully the physical requirements and extra activities, thus you will be

aware if the expedition is suitable to your traveling habits, do not take part in a trip if you are requested to walk long distances but you are not used to, or simply don't feel comfortably doing it. This would avoid awkward situations and will keep the ideal project flow.

- Write a reference after your experience, let other people know how was the expedition, what did you learn?, show us your pictures.

5. Supportive Community

- Spread the word but don't spam. Spam includes sending unsolicited at messages to people on Twitter.

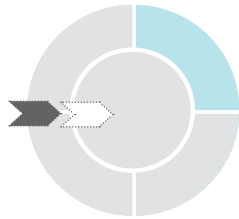
- Don't promote a project on other projects' pages. Your comments will be deleted and your account may be suspended.

- Be courteous and respectful. Don't harass or abuse other members.

- Don't post obscene, hateful, or objectionable content. If you do we will remove it and suspend you.

- Don't post copyrighted content without permission. Only post content that you have the rights to. (This last guideline is taken from kickstarter)

PLANNING ASSISTANCE



It is a certainty that the project creator has already a blueprint of the journey he might follow during the expedition, but it doesn't mean he has covered the majority of details such as accommodation, transport or even the Equipment he will carry along during this crusade.

Venture Eye is aware of this logistic issues and provides different partnerships that will gather all together different choices that facilitate the expedition planning, caring about the group details and their management in the field. The trip assistance is an optional step, if the photographer has everything already set there is no need to use this feature. However planning with Venture Eye will offer the best arrangements for photography crews and will allow to the project creator assure the success of his trip. Partnerships are key within this service, Venture Eye alone is not a trip advisor and can not make

effective any of this choices, consequently the service has thought strategically in different partners that will give solutions to traveling details.

Accommodation and public services (restaurants, spare time, etc.):

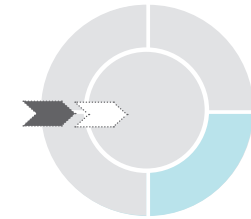
Gogobot the biggest user generated trip advisor will provide wide information about any kind of places rated by all kind of travelers, checking here will allow the photographer to pick what are the most suitable places to his budget and the objectives of his project. even to trace a route available to potential participants who will check his trajectory.

Mobility , fly tickets and car rental

Venture eye has promote an alliance with recognized airlines that will provide special treatment to the photographers equipment and special prices for this specialized luggage. (this service is applied individually due that varies from the departure place of each participant). Moving around with heavy gears and a group of more than 2 people might be difficult to handle, a partnership with HERTZ the biggest car rental in the world might facilitate the voyage, the creator of the project can transport comfortably all the crew and have access to reasonable prices.

The purchasing of such services will be effective when the project is totally funded.

CAMERA AND GEARS RENTAL



The discipline of making pictures is a device driven activity that highly depends on the tool performance and its availability. The crucial difference between a professional and the one who is not is the specificity of this work source, in many cases instead of being a facilitator is an obstacle, specialized gears are expensive in the market and the capability of afford one is not open to everybody, even professionals take long to update their owns.

Purchasing photography gears is a big decision not just because the money invested but also for the wide choices the market offers, choosing the right one is not an easy task, most of the people research before buying on internet forums or get advices from friends who already had the experience to have that one, thus the information is given by a second hand experience, but how to be sure , or how to trust them?.

4.3.2.2 PERIPHERAL SERVICES

Venture eye offers a photography gears rental service, where Professional and Amateur photographers can rent all kind of cameras and accessories needed to make the best pictures in their different kind of expeditions.

The nature of each adventure and the lead photographer knowledge suggest the proper gears to be used, the participants can check the technical features and access a picture data base where the performance of the article can be observed and also compared with similar devices.

Why to rent? is a current question, if with the money spent is possible to buy a new one. The principle behind this service is to give the possibility to the photographers to try different articles and learn meanwhile they are traveling how they should be used getting the most out of them, in contrast to regular renting services venture eye allows people to cumulate points that can be exchangeable in order to afford their own gears., thus the rental of a very specific device and not even worthy to buy doesn't mean the user is not going to enjoy or waste totally his money, for certain amount of money the system will generate points that can be gathered and bartered until the user decide what is the device he wants to acquire.

Second hand devices is an alternative for many amateurs and professionals photographers who are not able to afford a brand new article, with this rental service a showcase is immediately generated, therefore offering a direct experience

with an item before buying. It's known that as fast as the devices evolve many users want to renovate their own gears, this platform also provides a second hand shopping channel where devices are bought and fixed it to be part in another expedition.

The upgraded level of this service, allows photographer to ask for an specific gear not existent yet in the stock. This might be for instance the case of a dedicated wildlife portraitist that has noticed a new long distance lens launched recently by canon, but it is expensive and is not sure about its performance, this is the case when somebody is interested to get the premium service in order to suggest this acquisition to the system an be the first to experience the article performance, that surely will be tested in one of his expeditions.

The over offering of photographic gears and their new advanced technical features overwhelm the purchasing ability of a non expert and makes very difficult the decision, many don't know exactly what a camera or an accessory can do, but they certainly know why they want it for, and what are their expectations without underrate the camera's potential. As a result the service system has developed a search tool that allows the user to find accessories according to different activities and directly connected with expeditions' past experiences, a tool that will show pictures, provides information of who has used it and even diverse opinions about the article itself. Another characteristic of this searching tool is also the possibility to check

future expeditions that involve the use of any item, so if somebody is interested to learn about that item and traveling sounds a good idea to do it, the person can join the expedition and rent the device.



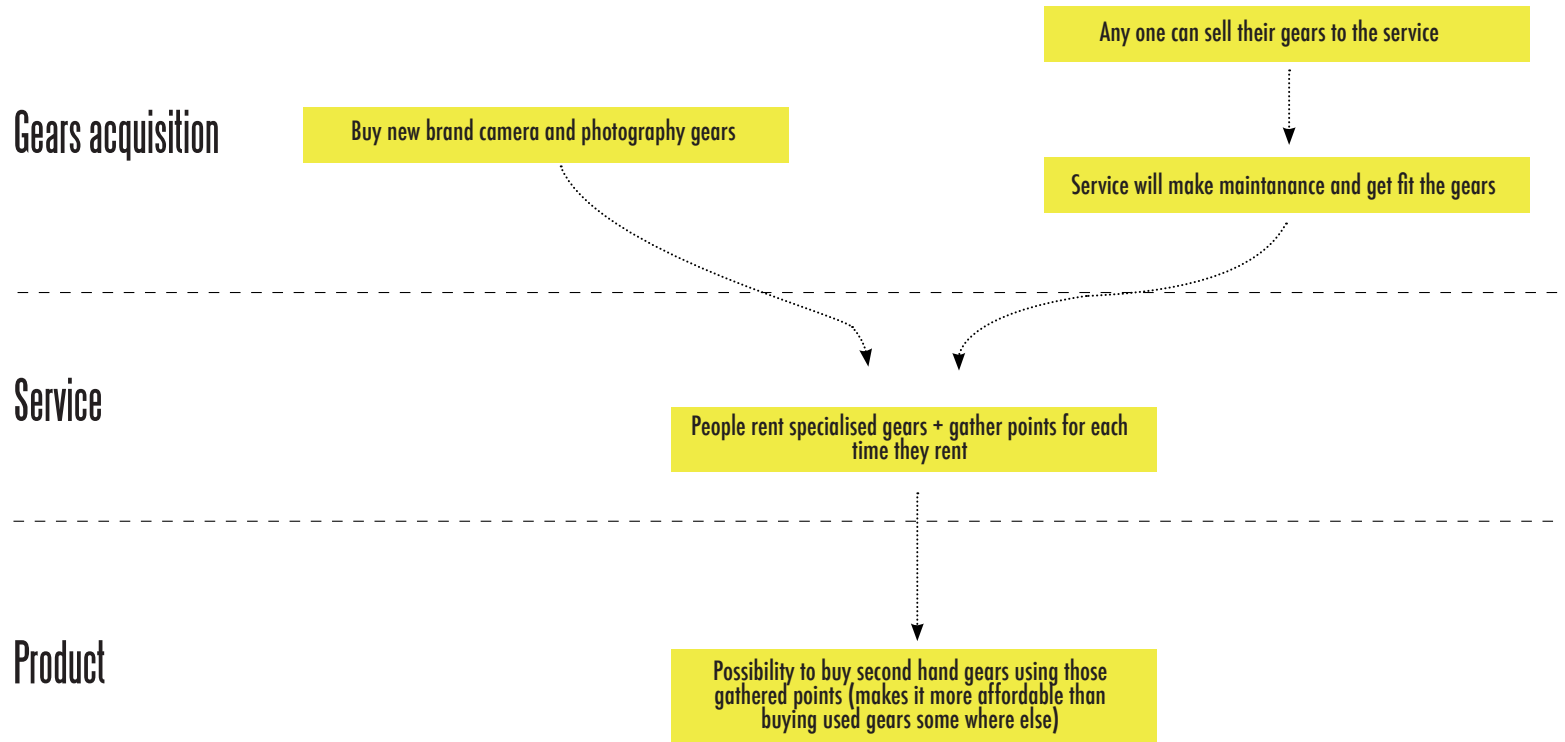
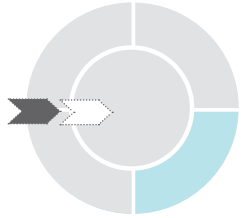


Figure 19, Gears rental structure

4.3.2.2 PERIPHERAL SERVICES

TEACHING GUIDELINES



Being photographer and know very well the details of the art doesn't mean that the project creator is already a teacher or has the ability to transmit knowledge to people. Many of the amateur participants are expecting a true guidance but if the project is not talented enough it might be a disappointing experience. This service believes that each one has potential and knowledge to become a good "maestro", but to be one experience and good guidance is needed, therefore a teaching toolkit should be created in order to help newbies to succeed in their projects and have a blissful experience.

The core of this tool is not to teach about photography in general but instead is to elaborate a lead photographer code, which through different environments will have to assume an specific role according to the characteristics of the current mission.

The Service starts with the basic guidance kit, that later on will be fed by different experiences

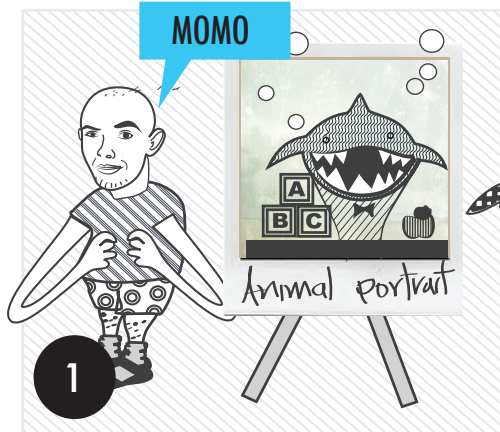
lived through the service and its own users will help to build. In fact what is more valuable are the tips given in order to enhance the group experience not just by the mayor activity in this case photography, but also creating or finding diverse hooks that will engage people to keep participating in this kind of learning workshop.

The constant update of this toolkit will help future lead photographers to behave collectively in certain locations or what to do depending on the specificity of their photography field. The toolkit on the other hand provides awareness, and comments about critical points that should not be unknown, making visible possible failures in order to avoid awkward situations, such as what to do in case of emergency.

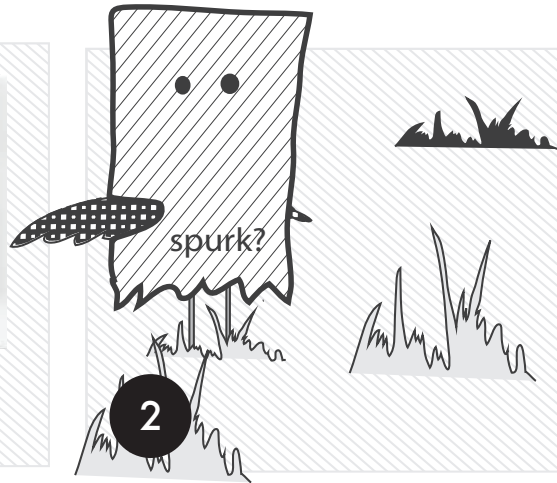
There are two kind of toolkits:

- The fundamentals of teaching, which will train people how to interact with the participants, what are the criticalities in multicultural groups, showing what you they know and be confident about it.
- And the second kind will be issued according to the typology of the photography trip and the location where is going to have place, for instance urban expeditions, wildlife shooting, underwater voyages, extreme sport journeys, registering conflict areas, cultural immersion crusades, etc.

4.3.3. STORY TELLING



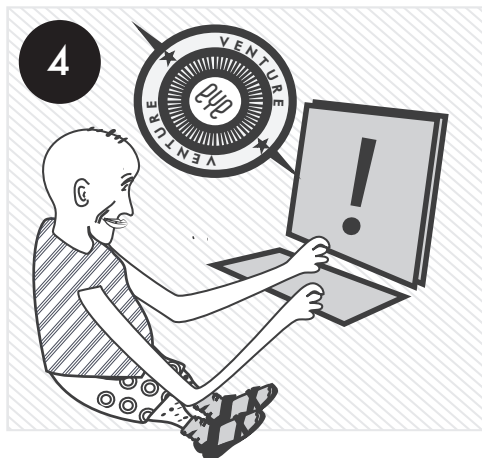
Is a photographer from anywhere land specialized in wildlife capture, he is very involved in animal projects and wants to document the life of "spurk"



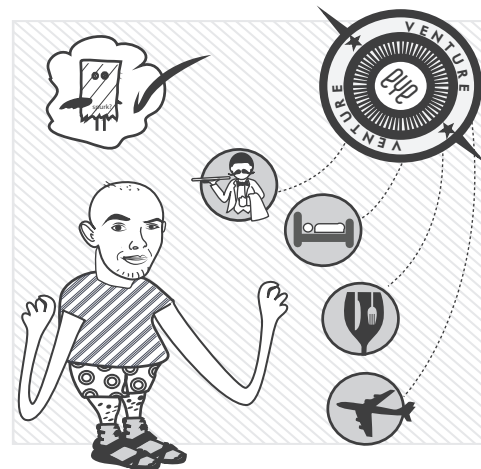
A rare animal that is in danger of extinction, he wants to go to the Amazons, there he has established connections with a local natural refuge run by the brazilian government, by they have no money to afford momo's expedition.



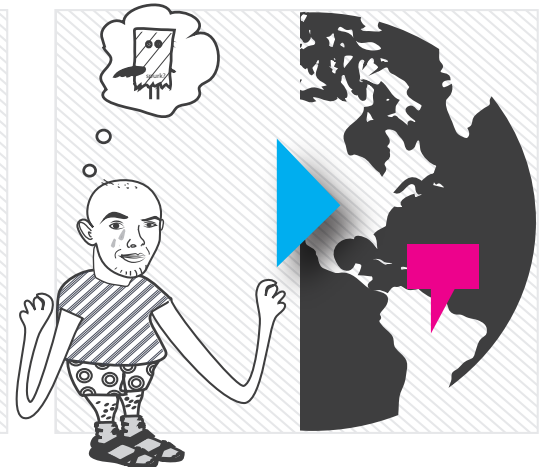
Momo decides then to ask to National Geographic and some other photo-editorial houses to sponsor his travel but unluckily no body accepts to support him.



Momo is broke but he really wants to do this project so he finds venture eye, he thinks he might collect resources there.

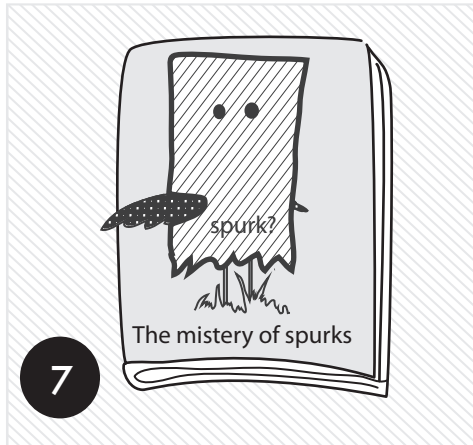


Sends his project to venture eye, an venture eye believes that is a good project so they help him to plan and see the most suitable resources for this travel

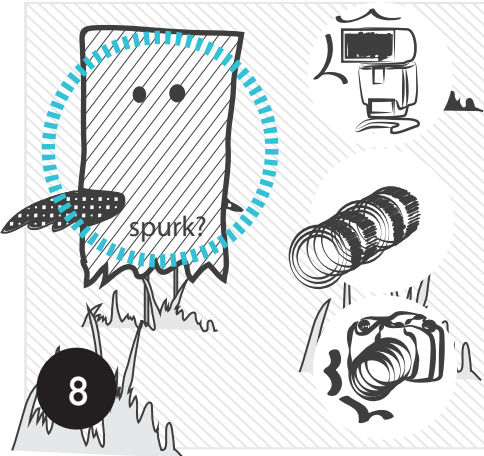


Momo presents his project to the community, and tell them about the importance to document the Spurk's life.

4.3.3. STORY TELLING



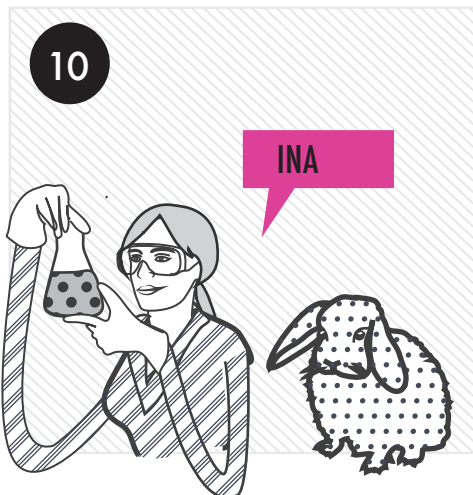
He would like through his work to get funding for the natural refuge who protects this animal, he wants to publish a book about this rare animal, and complete a future photo-exhibition about vulnerable wildlife.



Momo suggests the cameras and lenses, he explains that spurks are inoffensive and very shy animals, but fast and difficult to capture, so this gears would be the best tools to obtain optimal results



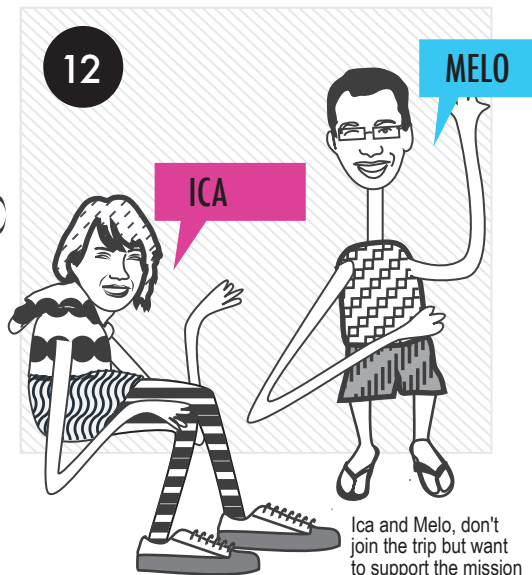
Pot a young student, who just finished university, has planned an adventure in south America, and this project sounds like a good idea, he doesn't have his own camera so he rents one for the expedition.



Ina a young biologist, who finds photography as a tool to improve her professional performance, has noticed momo's project and gets excited to have such great guidance, so she joins the trip.



Tuk a retired men has already participated in other expeditions, he joins the expedition and decides to buy an special lense he used in the last trip, so with his gathered venture points he acquired a second hand great lens.

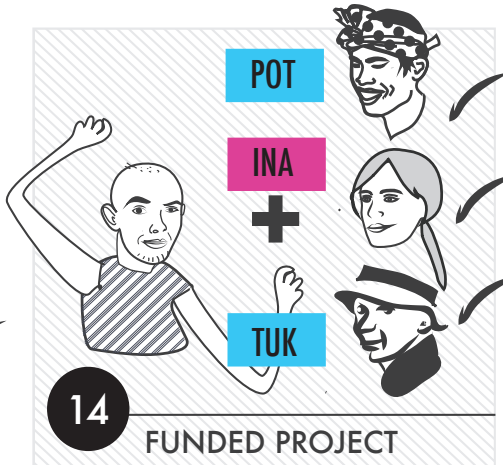


Ica and Melo, don't join the trip but want to support the mission and get the book

4.3.3. STORY TELLING



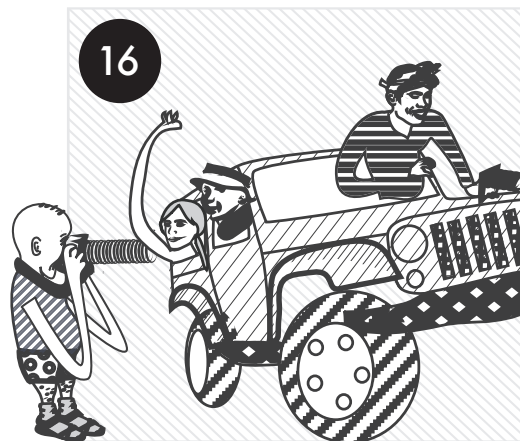
During the funding period Pot is not so sure if he will be able to participate so he asks to Momo all kind of details to make sure is the right activity for him.



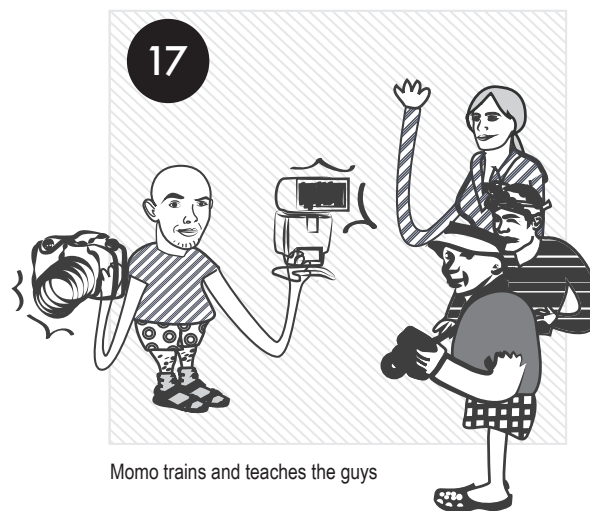
The travel is set, and momo gets totally funded



Momo travel from anywherland to Amazonas and get a special treatment and discount for his gears

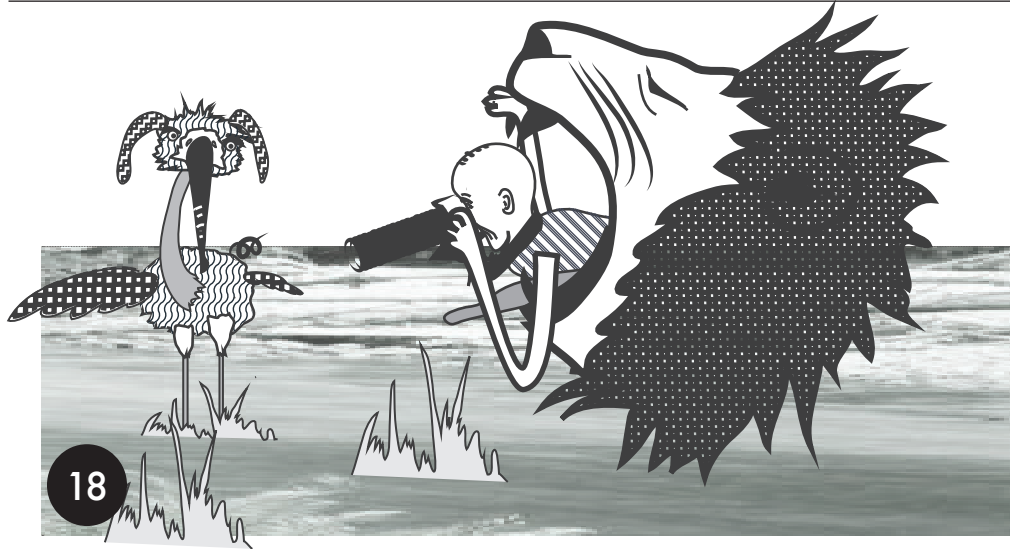


Momo and the photo-buddies meet each other, they go to the expedition in the rented car provided by HERTZ



Momo trains and teaches the guys

4.3.3. STORY TELLING



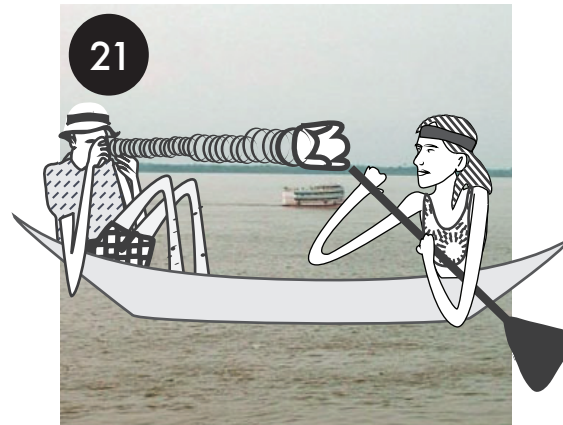
18 Momo finds spurks and makes his photo-reportage



19 Pot learns the tricks to make aerial photography in order to shoot wild animals



20 Ina understands the secret of camouflage

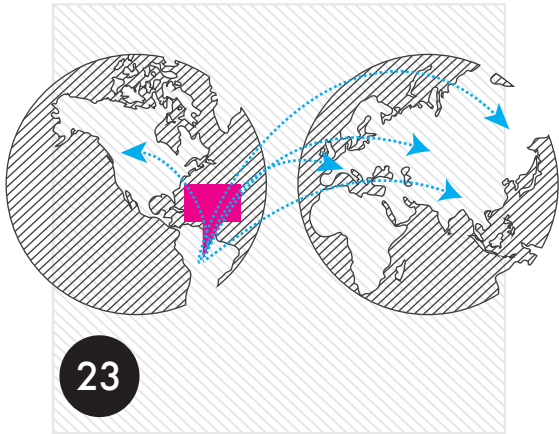


21 Tuk has contact with the local community



22 They spend amazing nights in the hotel suggested by GOGOBOT

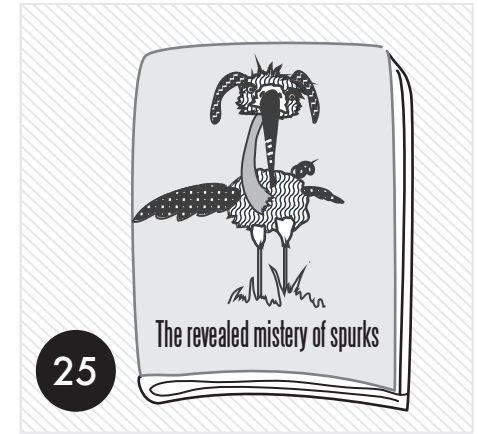
4.3.3. STORY TELLING



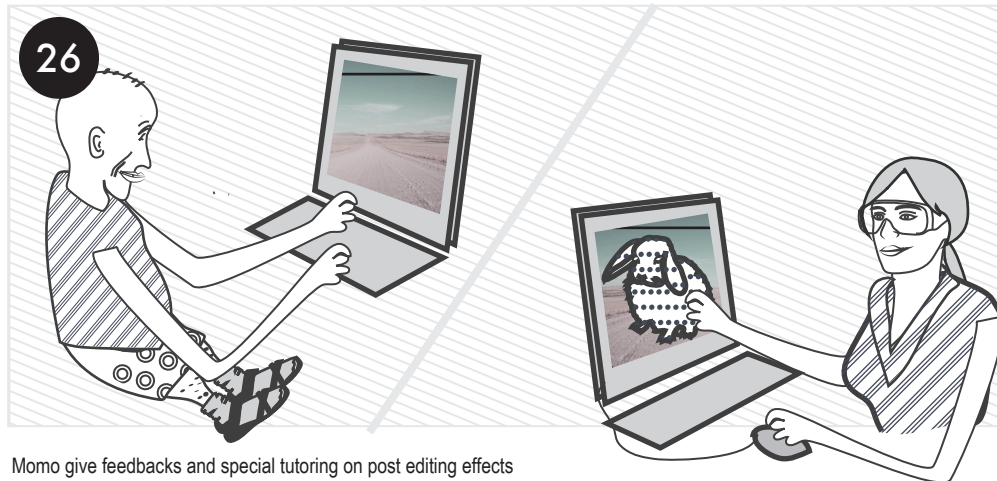
it is time to go back , and all to return to their own countries



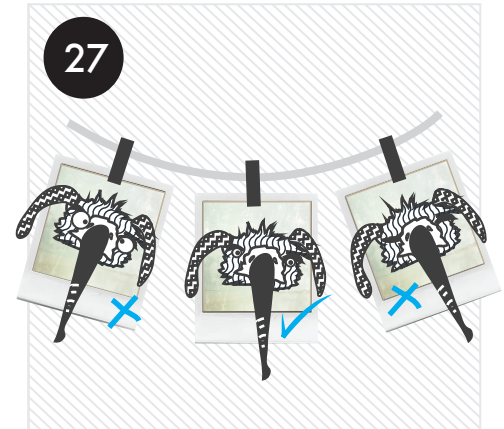
Photo-buddies comeback excited, and the comment on MOMO'S profile telling the great experience they just had



Momo achieve his goal, and publish his book about Spurks.

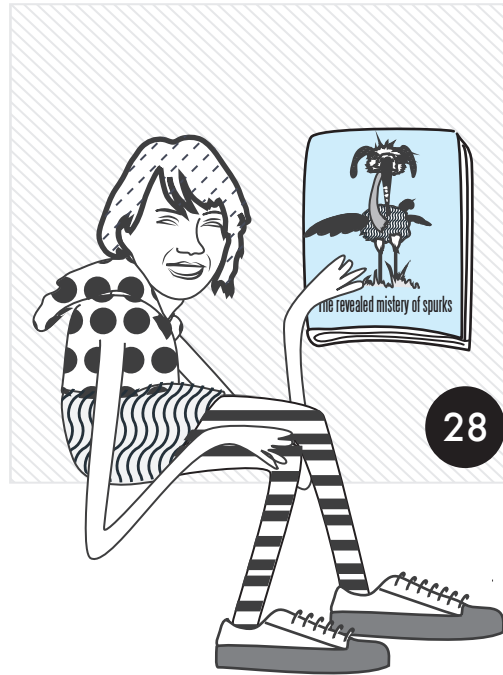


Momo give feedbacks and special tutoring on post editing effects



People uploaded the best curated images

4.3.3. STORY TELLING



Ica and Melo get the book published by MOMO at their homes

4.4. SERVICE JOURNEY

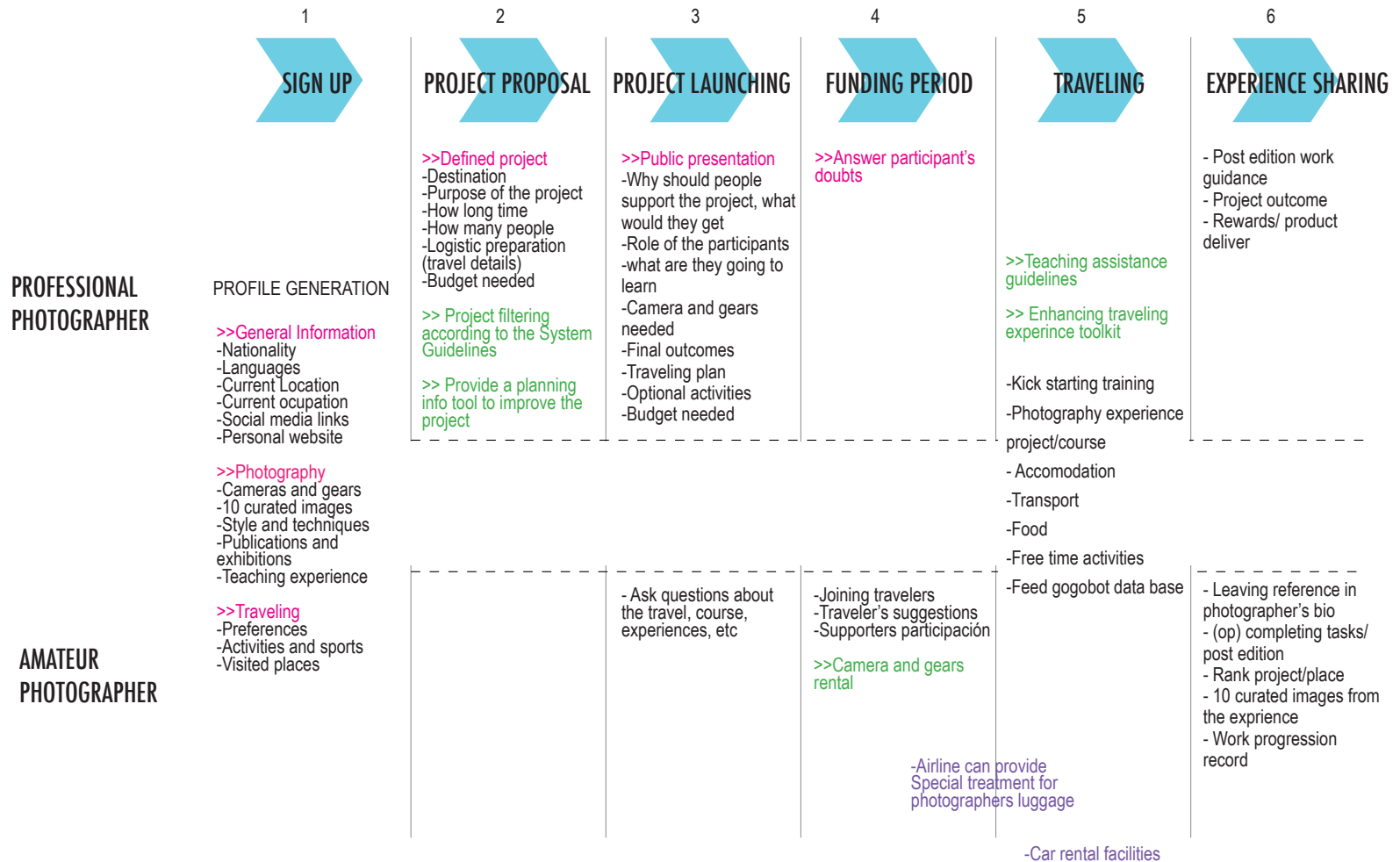


Figure 20, Service Journey Scheme

4.5. NEW SERVICE TOUCHPOINTS

The main touchpoint of Venture Eye Product Service Sytem is the **Online Platform** where the service journey is experienced:



HOME:

DISCOVER CREATE GEARS GALLERY SIGN IN SEARCH HELP

Photography
as you've never seen!!!

EXPEDITIONS

Grazie al calcio ci sono qua
by Vito D'uzzo
An exploration inside the football world, passion for many, salvation for others. Thanks to this sport many african young boys find a source to help their families and have a decent live.

White Adventure
by Benjamin Graci and Crogel
Snowboarding is the great combination of urban skatin and skiing. The international winter olimpics will take place in the hearth of the arctic circle. All the great tricks should be registered

War survivors
by Ece Ozal
After several years of war, and the country dissolution, remained nothing more than broken families separated by geographical borders they no longer belong to the same home.

BUDGET GOAL **DAYS LEFT** **PHOTO-BUDDIES**

Destination: Colombia: Tulua, Mariquita, Villeta, Quibdó (America)
Dates: 9 Feb '12 - 15 Feb '12

Destination: Finland: Lapland (Europe)
Dates: 20 Jan '12 - 24 Jan '12

Destination: Romania (Europe)
Dates: 9 Feb '12 - 15 Feb '12

Dates: 9 Feb '12 - 15 Feb '12 Dates: 20 Jan '12 - 24 Jan '12 Dates: 9 Feb '12 - 15 Feb '12

BLOG CHECK MORE → **UPDATES**

Wildlife in Antarctica
by Carmelo Ferreri
Being part of such adventure is a life changing experience, we spent one week observing the penguins behaviour and their migration to warmer lands in the middle of the biggest snow storm.

Glassy season
by Miguel Bello
Who would tell that glass production was that exciting, in the industrial zone of Manhattan we followed the whole process, then we decided it would be more than necessary to have a trip to...

5 minutes ago Randy Marshal is about to Leave to Indonesia and he is seeking for one last photo-buddy, anybody around?

1 hour ago Feel like off road travel across Ethiopia and Morocco? <http://fb.me/1gppvDCdb>

3 hours ago Five unique destinations to consider <http://fb.me/17HzH8pmY>

PUBLICATIONS **CONNECT AND SHARE** **EVENTS**

Facebook Vimeo Twitter Flickr YouTube

Explorer's Riot

OUR ASSOCIATES

Lufthansa DELTA Hertz gogobot

INFO **MEDIA** **CONNECT** **BROWSE CATEGORIES** **CAMERA AND GEARS**

About Vimeo Facebook Photography technique
Contact Youtube Twitter Geographical Location
Contributors Flickr Departure dates
Gear typology

Gears rental
Second hand gears sales
We buy your old gears

4.5. NEW SERVICE TOUCHPOINTS



The Bio elaboration is fundamental to the service, the most detailed it is, people would realized the photographer professionalism, shown in the photographic style and the different typologies this handles.

To reinforce the information added by the user there is an option that allows the user to upload a maxim of 10 pics, the best and most relevant of his work. The aim of venture eye is to give hints about the photographer's carrier acknowledging him for his previous works, but not become an image gallery, that's why the platform offers converging links that will addressed the interested people to independent websites, such blogs or flickr accounts to enlarge the knowledge about the photographer.

As travel partners is important to show their preferences and what kind of activities they are used to do, thus people will be aware how compatible and tolerant can be with each other. The information displayed will give a glimpse to the person's personality and interests.

BIO
CREATED EXPEDITIONS SUPPORTED EXPEDITIONS

PHOTOGRAPHY TYPES
Photojournalism, documentary, portraits, street theater and dance performance photography

PHOTOGRAPHY STYLES
black and white/ color portraits, HDR, Raw process, Night capture, Time lapse.

WORK SAMPLES

PUBLICATIONS AND EXHIBITIONS
>> Save me football, Colors Magazine, 2010
>> Black garden, Berlin photo-festival, Germany 2011
>> Salsa as key integrator between european and latinamerican culture, Berlin, 2010

TEACHING EXPERIENCE
>> My friends always ask me for help, and many times we have done little informal workshops

VISITED LOCATIONS
Italy, United Kingdom, France, Spain, South Africa, Qualalumpur, Dubai, Indonesia

GENERAL INFORMATION
Nationality: German
Current Location: Berlin, Germany
Languages: German (expert), English (expert), Spanish (intermediate)

RECENT ACTIVITY
November 1
Karim commented on expedition dancing in the peace path
Sure Giacomo, but you have to be careful to not miss our arriving time to

VISITED LOCATIONS
Italy, United Kingdom, France, Spain, South Africa, Qualalumpur, Dubai, Indonesia

TRAVELING PREFERENCES
Camping, low budget traveling

ACTIVITIES AND SPORTS
Hiking, trekking, deep diving, salsa dancing.

>> MY GEARS

INFO **MEDIA** **CONNECT** **BROWSE CATEGORIES** **CAMERA AND GEARS**

commented on expedition dancing in the peace path
Sure Giacomo, but you have to be careful to not miss our arriving time to Santo Domingo. Your investment would be the same as if you were attending the whole course though, if you agree I'll see you there, otherwise in some other project. Cheers.

October 31
Karim supported Grazie al calcio ci sono qua

October 30
Karim rented Canon EOS 1D Mark III

October 30
Karim commented on expedition dancing in the peace path
Alejandra I like the white lightning but I don't think suits to our project, that kind of lightning is used when you have a photohooting session inside a studio. Will use just the lightning from our flashes. I'll bring with me a White Lightning X-Series X800 Flash Unit.

October 29
Karim commented on expedition dancing in the peace path
Thanks Hans for supporting my project, you can choose the picture from the first week of february and if you do it before 5th of february your picture should be arriving between 24th and 28th of february.

4.5. NEW SERVICE TOUCHPOINTS



DISCOVER
CREATE
GEARS
GALLERY
SIGN IN
SEARCH
HELP

Armed portrait

Aerial pics

Seeking Mobydick

by Vito D'azzeo

An exploration inside the football world, passion for many, salvation for others. Thanks to this sport many african young boys find a source to help their familys and have a decent live.

Have a project in mind?

Find support to any kind of photography expedition.

MEET

GUIDELINES

LEARN HOW

TO PREPARE AN EXPEDITION

TELL US

WE ARE CURIOUS

CRUSADE LEADER >

PHOTOGRAPHY PROJECT

EXPEDITIONS

PHOTO-BUDDIES

SUPPORTIVE COMMUNITY

The journey should be lead by an enthusiastic person about photography over 18 years old, able to handle a group of people in different environments such as the photography field and the extra time you have for exploring the location surroundings.

You must have a bank account where we can deposit the money pledged in the funding period.

Make sure that you meet all the requirements needed to cross the country you will work in, matters such as visa and tourist permits are not issued or processed by Venture eye.

The crusade leader is responsible to be very well informed about the place conditions and preserve the safety of the trip participants, warning about possible dangers and be clear at the beginning when you launch the project is a MUST, so the photo-buddies will accept under their own responsibility to join the expedition.

You must have a big leadership spirit in order to guide and give instructions about the activities you are proposing, remember you are the head of the group , you think collectively and take the most suitable decision for every member.

A good Photography Crusade leader is patient and is always willing to cooperate with his travel fellows that are eager to learn some tips, if you are not patient enough to teach or answer questions kindly, maybe this is not the place for you. Remember that your troop is supporting your work.

Be flexible and tolerant. You are hanging around with diverse personalities and each one with different tastes, understand different cultures and respect the other are the funds of this experience.

INFO

About

Contact

Contributors

MEDIA

Vimeo

Youtube

Flickr

CONNECT

Facebook

Twitter

BROWSE CATEGORIES

Photography technique

Geographical Location

Departure dates

Gear typology

CAMERA AND GEARS

Gears rental

Second hand gears sales

We buy your old gears

DISCOVER
CREATE
GEARS
GALLERY
SIGN IN
SEARCH
HELP

Armed portrait

Aerial pics

Seeking Mobydick

by Vito D'azzeo

An exploration inside the football world, passion for many, salvation for others. Thanks to this sport many african young boys find a source to help their familys and have a decent live.

Have a project in mind?

Find support to any kind of photography expedition.

MEET

GUIDELINES

LEARN HOW

TO PREPARE AN EXPEDITION

TELL US

WE ARE CURIOUS

ENHANCE YOUR TEACHING EXPERIENCE >

URBAN EXPEDITIONS

PUBLIC EVENTS

SNOW LANDSCAPES

WILDLIFE SHOOTING

CULTURAL IMMERSION

CONFLICT AREAS

TOOLKIT

TOOLKIT

TOOLKIT

TOOLKIT

INFO

About

Contact

Contributors

MEDIA

Vimeo

Youtube

Flickr

CONNECT

Facebook

Twitter

BROWSE CATEGORIES

Photography technique

Geographical Location

Departure dates

Gear typology

CAMERA AND GEARS

Gears rental

Second hand gears sales

We buy your old gears

4.5. NEW SERVICE TOUCHPOINTS



DISCOVER CREATE GEARS GALLERY SIGN IN SEARCH HELP

DANCING ON THE PEACE PATH

A Photogramal Expedition
in Latin America (Cuba, Costa Rica, República Dominicana)

EXPEDITION
QUESTIONS
PHOTO-BUDDIES

JOIN THE EXPEDITION

SUPPORT KARIM'S WORK

25th of January 2012- 30th of January 2012

This is the second stage of a research I started 2 years ago in Berlin about "Salsa as key integrator between European and Latin American immigrants". One day I realized how this Latin dance made many of my friends be interested instead of going to the gym or make hardcore sports get fit in a dance room. I observed this phenomena and I started shooting at first in Berlin's underground latin discos then I moved all around Europe. Now I want to find the roots of this Dance and do a Photo reportage following the origins of salsa and its music orchestras.

KARIM STEFAN

BE PART OF THE PROJECT!

INVEST \$ 25

You will get a post card size picture from this project signed with all my gratitude in the back.

INVEST \$ 50

I'll ship you a copy of my book signed in the cover + the post card size picture

INVEST \$ 75

You will be mentioned in the acknowledge part of my book + a copy of the book + the post card size picture signed in the back.

>> YOU WILL LEARN:

Compositing night shots
Using the tripod creatively
Creative flash techniques
Portarit post edition brief tutorial (light house from Adobe)
The hidden secrets of street portraits, the art of interact with unknow people

>> TRIP DESCRIPTION:

Destination: Cuba, Dominican Republic and Puerto Rico.

25-01/2012: Arriving in Cuba, Introduction workshop (1)
26-01/2012: Visiting La Habana downtown in the morning and afternoon photoshooting session in the main dance school in the city (2)
27-01/2012: Leaving to Dominican Republic in the morning and attend the XII Salsa Festival in the afternoon (3)
28-01/2012: Exploring Santo Domingo city in the morning, photoshooting session in the Festival (4)
29-01/2012: Leaving to Puerto Rico, Latin Music Festival in San Juan countryside (5)
30-01/2012: Morning last photoshoot. Goodbye lunch. Noon we go back home (6)

Portrait post edition brief tutorial (light house from Adobe)
The hidden secrets of street portraits, the art of interact with unknow people

>> TRIP DESCRIPTION:

Destination: Cuba, Dominican Republic and Puerto Rico.

25-01/2012: Arriving in Cuba, Introduction workshop (1)
26-01/2012: Visiting La Habana downtown in the morning and afternoon photoshooting session in the main dance school in the city (2)
27-01/2012: Leaving to Dominican Republic in the morning and attend the XII Salsa Festival in the afternoon (3)
28-01/2012: Exploring Santo Domingo city in the morning, photoshooting session in the Festival (4)
29-01/2012: Leaving to Puerto Rico, Latin Music Festival in San Juan countryside (5)
30-01/2012: Morning last photoshoot. Goodbye lunch. Noon we go back home (6)

INVEST \$ 75

You will be mentioned in the acknowledge part of my book + a copy of the book + the post card size picture signed in the back.

INVEST \$ 100

You will be mentioned in the acknowledge part of my book + a copy of the book + 70cm X 50 cm high quality printed picture chosen by you.

INVEST \$ 550 +

You will take part in the expedition with access to all the places I'll be exploring + lunch in some of this places (1) (2) (3) (4) (5) (accommodation and flight tickets not included)

INVEST \$ 750 +

You will take part in the expedition with access to all the places I'll be exploring + lunch in some of this places (1) (2) (3) (4) (5) + you'll have the experience to use Single-Focal Length lense **AF Nikkor 14mm f2.8D ED**

* Offers valid until complete
7 photobuddies in total

>> ADDITIONAL ACTIVITIES

You will take part in the Largest Salsa festival in the world where you would have the opportunity to learn the fundamentals of latin dance. Moreover you will attend 2 concerts in the sea shore with recognized salsa orchestras (el son de Cuba, La sonora matancera)

>> YOUR HELP WILL CONTRIBUTE TO:

Make possible a publication about the whole result of my reportage (fase 1 and fase 2)

>> SUGGESTED GEARS

CHECK THE VIDEO'S TAGS, DESCRIPTIONS AND TAGS.

Check the video's tags, descriptions and tags.

Check the video's tags, descriptions and tags.

Check the video's tags, descriptions and tags.

CHECK

INFO	MEDIA	CONNECT	BROWSE CATEGORIES	CAMERA AND GEARS
About Contact Contributors	Vimeo Youtube Flickr	Facebook Twitter	Photography technique Geographical Location Departure dates Gear typology	Gears rental Second hand gears sales We buy your old gears

97

4.5. NEW SERVICE TOUCHPOINTS



During different projects period funding, Amateurs can explore the website and according to their interest the system will reach the most on-going suitable projects, they can search for them by location, date, photography style, photography typology.

4.5. NEW SERVICE TOUCHPOINTS



DISCOVER GREAT EXPEDITIONS
CREATE
GEARS
GALLERY
SIGN IN
SEARCH
HELP

CHOOSE A REGION
SOUTH ASIA

SELECT THE DATE
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEPT
OCT
NOV
DEC

#PHOTOBUDDYTYPE

- Aerial
- Sports
- Portraits
- Architecture
- Documentary
- Macrophotography
- Microscopic

#PHOTOBUDDYSTYLE

- Natural landscape
- Cityscape
- Underwater
- Urban, Industrial
- Photoessay
- Photojournalism
- Wildlife

- High Speed
- Tilt-Shift
- Black and White
- Motion Blur
- Infrared
- Night
- Smoke Art

SEARCH

EXPEDITIONS

16 RESULTS →

River Side
by Ivan Chaparro

A backpacking experience close to the Kalimantan river will drive us to the origins of native citizens and foreigner lost souls seeking for a tru encounter with nature

36%
BUDGET GOAL

12
DAYS LEFT

4
PHOTO-BUDDIES

Destination: North Indonesia (Asia)
Dates: 2 March '12 - 10 March '12

Deep Inside
by Dina Sirepis

Visiting temples might be the first thing a tourist seek when visiting Thailand, but what is beyond the walls no body is lucky to see it.

90%
BUDGET GOAL

15
DAYS LEFT

3
PHOTO-BUDDIES

Destination: Thailand (Asia)
Dates: 7 March '12 - 15 March '12

What is left by god?
by Agnese Accordini

Cambodia has survived to endless natural disasters, but there is one unouchable thing left, the pacific waters of its drying rivers.

70%
BUDGET GOAL

17
DAYS LEFT

1
PHOTO-BUDDIES

Destination: Cambodia (Asia)
Dates: 23 March '12 - 27 March '12

GET WILD EXPLORING

lost souls seeking for a tru encounter with nature

36%
BUDGET GOAL

12
DAYS LEFT

4
PHOTO-BUDDIES

Destination: North Indonesia (Asia)
Dates: 2 March '12 - 10 March '12

lucky to see it.

90%
BUDGET GOAL

15
DAYS LEFT

3
PHOTO-BUDDIES

Destination: Thailand (Asia)
Dates: 7 March '12 - 15 March '12

waters of its drying rivers.

70%
BUDGET GOAL

17
DAYS LEFT

1
PHOTO-BUDDIES

Destination: Cambodia (Asia)
Dates: 23 March '12 - 27 March '12

GET WILD EXPLORING

Successful Expeditions ▶

Popular

Recommended

Recently created

Ending soon

Ticuna Macroworld
by Stefan Marquardt

An exploration inside the football world, passion for many, salvation for others. Thanks to this sport many african young boys find a source to help their families, and have a decent life.

36%
BUDGET GOAL

12
DAYS LEFT

4
PHOTO-BUDDIES

Destination: Brazilian Amazonas (America)
Dates: 9 Apr '11 - 15 Apr '11

Seeking Aurora Borealis
by Nicholas Sauer

An inspiration inside the football world, passion for many, salvation for others. Thanks to this sport many african young boys find a source to help their families, and have a decent life.

90%
BUDGET GOAL

15
DAYS LEFT

3
PHOTO-BUDDIES

Destination: Iceland (Europe)
Dates: 11 Feb '10 - 18 Feb '10

Coia Flow
by Florian Sauer

An exploration inside the football world, passion for many, salvation for others. Thanks to this sport many african young boys find a source to help their families, and have a decent life.

70%
BUDGET GOAL

17
DAYS LEFT

1
PHOTO-BUDDIES

Destination: New Zealand (Oceania)
Dates: 16 Oct '11 - 21 Oct '11

INFO

- About
- Contact
- Contributors

MEDIA

- Vimeo
- Youtube
- Flickr

CONNECT

- Facebook
- Twitter

BROWSE CATEGORIES

- Photography technique
- Geographical Location
- Departure dates
- Gear typology

CAMERA AND GEARS

- Gears rental
- Second hand gears sales
- We buy your old gears

99

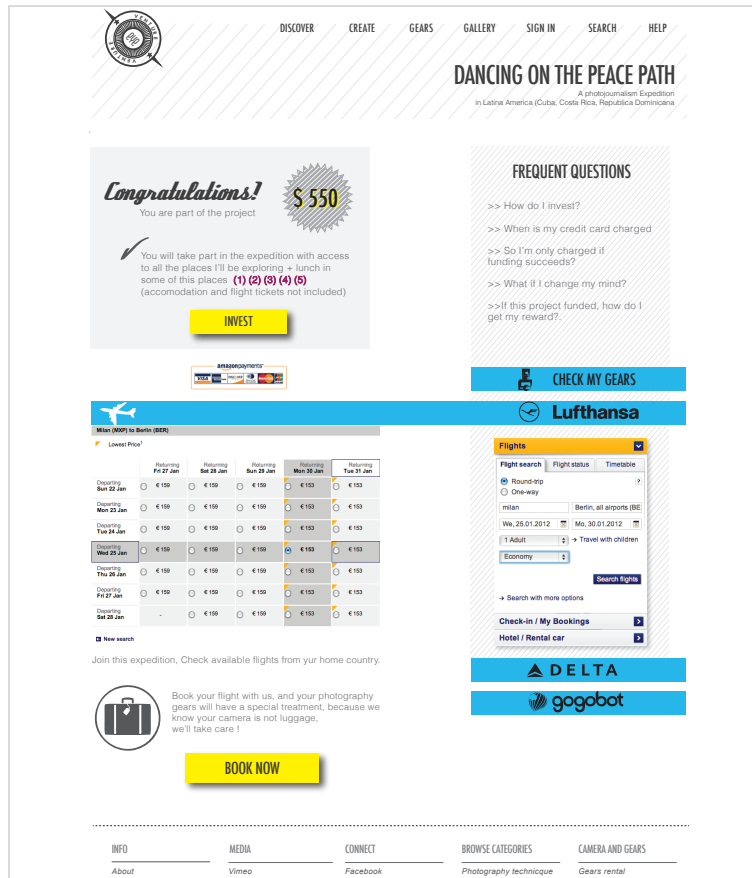
4.5. NEW SERVICE TOUCHPOINTS



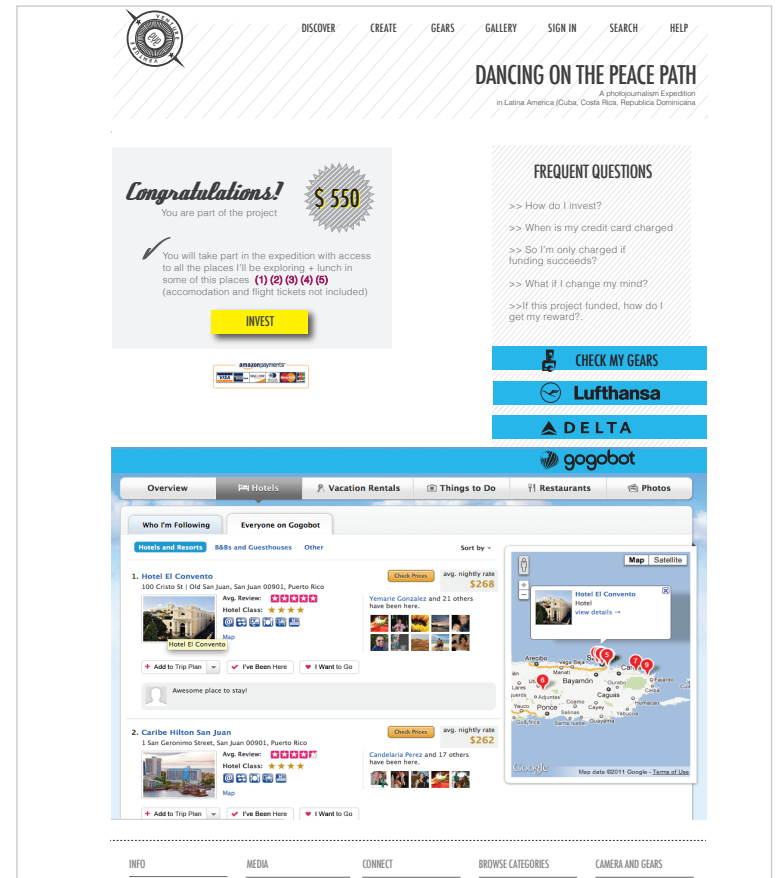
Questions forum to the project creator

The project will generate a list with the participant travelers

4.5. NEW SERVICE TOUCHPOINTS



There is the optional feature to book a flight to the expedition destiny with the special discount for photography gears



At the same time the photo-buddies can check the places set by the lead photographer, such as accomodation and restaurants. They can book before hand

4.5. NEW SERVICE TOUCHPOINTS



DISCOVER
CREATE
GEARS
GALLERY
SIGN IN
SEARCH
HELP

WANNA CHANGE?

Do you want to update your equipment?, want to get rid of your precious oldies? We offer you a good deal!

BE THE FIRST

You need them? We'll buy it! Get our gears rental premier. Be the first to try it

FIND YOUR EXPEDITION

HOT GEARS....OUCH! Most popular articles

\$ 35

\$ 58

\$ 100

NEW ARRIVALS Don't miss them!

\$ 20

\$ 45

\$ 60

LEICA M9 18 MP

TRY IT FOR: \$ 60 V POINTS: 13

MAKE IT YOURS FOR: \$ 3.200

[Add to my expedition](#)
[Check Gallery](#)
[Launched projects](#)

DETAILED INFORMATION

CANON FLASH SPEEDLITE 430X II

TRY IT FOR: \$ 20 V POINTS: 7

MAKE IT YOURS FOR: \$ 1.300

[Add to my expedition](#)
[Check Gallery](#)
[Launched projects](#)

DETAILED INFORMATION

VENTURE EYE DISCOUNTS December's specials

\$ 1.000

\$ 750

\$ 1.300

DETAILED INFORMATION
Launched projects
DETAILED INFORMATION
Launched projects

VENTURE EYE DISCOUNTS December's specials

\$ 1.000

\$ 750

\$ 1.300

HELP YOUR PHOTOS PROPERLY

by Articles

something particular?. Take a look!

by Activities

No idea **what** is the proper gear?. But sure you know **why** you want it for!

INFO

[About](#)
[Contact](#)
[Contributors](#)

MEDIA

[Vimeo](#)
[Youtube](#)
[Flickr](#)

CONNECT

[Facebook](#)
[Twitter](#)

BROWSE CATEGORIES

[Photography technique](#)
[Geographical Location](#)
[Departure dates](#)
[Gear typology](#)

CAMERA AND GEARS

[Gears rental](#)
[Second hand gears sales](#)
[We buy your old gears](#)

4.5. NEW SERVICE TOUCHPOINTS

PROFESSIONAL
AMATEUR

1
SIGN UP

2
PROJECT PROPOSAL PROJECT LAUNCHING

3
FUNDING PERIOD

4
TRAVELING

5
EXPERIENCE SHARING

DISCOVER CREATE **GEARS** GALLERY SIGN IN SEARCH HELP

by Articles

CAMERAS

- CANON
- NIKON
- LEICA
- OLYMPUS
- PENTAX
- KODAK

LENSES

LIGHTNING

TRIPODS

ACCESSORIES

LEICA M9 18 MP

TRY IT FOR: V POINTS

\$ 60 **13**

1 DAY

1 WEEK: **\$ 180**

2 WEEKS: **\$ 350**

1 MONTH: **\$ 680**

MAKE IT YOURS FOR:

\$ 3.200

ADD TO MY EXPEDITION

SPECIFICATIONS

PHOTOS

EXPEDITIONS

River Side
by *nona Orphanis*

A backpacking experience close to the Kalimantan river will drive us to the origins of native cultures and foreigner and locals seeking for a encounter with nature.

Destination: North Indonesia (Asia)
Dates: 2 March '12 - 10 March '12

Deep Inside
by *Oliver Shores*

Visiting temples might be the first thing a tourist seek when visiting Thailand, but what is beyond the walls no body is today to take it.

Destination: Thailand (Asia)
Dates: 7 March '12 - 15 March '12

What is left by god?

Cambodia has survived to endless natural disasters, but there is also uncatchable thing left, the peaceful waters of its drying rivers.

Destination: Cambodia (Asia)
Dates: 23 March '12 - 27 March '12

COMPATIBLE GEARS

INFO

About
Contact
Contributors

MEDIA

Vimeo
Youtube
Flickr

CONNECT

Facebook
Twitter

BROWSE CATEGORIES

Photography technique
Geographical Location
Departure dates
Gear typology

CAMERA AND GEARS

Gears rental
Second hand gears sales
We buy your old gears

DISCOVER CREATE **GEARS** GALLERY SIGN IN SEARCH HELP

by Activities

UNDERCOVER EXPLORATIONS

- UNDERWATER
- SNOW LANDSCAPES
- WILDLIFE PORTRAIT
- NIGHT ENVIRONMENTS
- URBAN LANDSCAPES
- RURAL LANDSCAPES
- AERIAL ADVENTURES
- CLIMBING, HIKING
- EVENTS COVERING
- PARADES
- CEREMONIES

WILDLIFE PORTRAIT

TRY IT FOR: V POINTS

\$ 140 **30**

1 DAY

1 WEEK: **\$ 260**

2 WEEKS: **\$ 500**

1 MONTH: **\$ 980**

MAKE IT YOURS FOR:

\$ 2.800

ADD TO MY EXPEDITION

SPECIFICATIONS

EXPEDITIONS

Duck season
by *Caroline Farnes*

An exploration inside the football world, passion for money, adventure for others. Thanks to this sport many athletes young boys find a source to help their families and have a decent life.

Destination: Thailand (Asia)
Dates: 7 March '12 - 15 March '12

Macroworld
by *Angelicca Ballo*

An exploration inside the football world, passion for money, adventure for others. Thanks to this sport many athletes young boys find a source to help their families and have a decent life.

Destination: Cambodia (Asia)
Dates: 23 March '12 - 27 March '12

Ticoma Macroworld
by *Blaise Marlowe*

An exploration inside the football world, passion for money, adventure for others. Thanks to this sport many athletes young boys find a source to help their families and have a decent life.

Destination: Brazilian Amazonas (America)
Dates: 9 Apr '11 - 15 Apr '11

COMPATIBLE GEARS

INFO

About
Contact
Contributors

MEDIA

Vimeo
Youtube
Flickr

CONNECT

Facebook
Twitter

BROWSE CATEGORIES

Photography technique
Geographical Location
Departure dates
Gear typology

CAMERA AND GEARS

Gears rental
Second hand gears sales
We buy your old gears

4.5. NEW SERVICE TOUCHPOINTS



TOOLKIT APPLICATION



The system will generate several toolkit applications in order to be uploaded by the professional photographer and use it wherever the expedition will be.

4.5. NEW SERVICE TOUCHPOINTS



As soon as all the group has come back from the expedition and new window will be created in the expedition showcase site, where the photo-buddies will upload the 10 best pictures and will be commented by the group in order to get feedback and advices from the expedition leader. The comments will be limited just to the participants but the pictures can be seen publicly.

The load of pictures is restricted to 10, in order to have the best pictures each one can possibly make, in this way the system will assure a self curated gallery in contrast with Flickr or Picassa that allows to upload all kind of pictures, this is with the aim to provide selected high quality pictures to visitors and anyone interested to this trip memory. This pictures data base on the other hand will be used as a reference for the camera rental service in order to give detailed information of what kind of pictures the article can make.

The previous uploaded pictures will be linked to each one's profile, exhibited in their trips gallery, as a record for all the expeditions they have been participating and the places they have visited. Photo-buddies will leave a comment in the project creator's profile, expressing their experience and his job as a guide, with this references available the project creator will build a reputation. In future projects people will check the references and rely on his skills as a lead photographer based on the participants opinions. In the luckiest case a very popular expedition will be asked to be repeated by different photo-buddies.

4.5. NEW SERVICE TOUCHPOINTS

PROFESSIONAL
AMATEUR

SIGN UP

PROJECT PROPOSAL

PROJECT LAUNCHING

FUNDING PERIOD

TRAVELING

EXPERIENCE SHARING

Dancing on the peace path
Salsa music is key integrator from Latin American countries to European cultures.

DESTINATION: Colombia: Tulua, Manizgata, Villeta, Guatoh.

DATES: 9 Feb '12 - 15 Feb '12

BUDGET GOAL (4.000)

65%

3

PHOTOBUDDIES (7)

40

DAYS LEFT

EXPEDITION'S RECORD

Upside Down
Visiting the coldest countries in the world and experienced how their people survive.

DESTINATION: Siberia

DATES: 24 Mar '10 - 1 Apr '10

100%

BUDGET GOAL (4.500)

0

PHOTOBUDDIES (5)

0

DAYS LEFT

COMMENTS

- GIACOMO BUTTE** on November 1
Traveling with Karim was such a great experience. I didn't know he also would teach as how to snow board. Nice trip. Thank you very much.
- ALEJANDRA PADILLA** on October 31
Karim, thank you for being so patient. I had great time with you and all the troop. I got amazing pictures [White adventure/alejandra](#).
- HANS OLIVER** on October 29
We had so much fun!. I finally understood how to handle the light in super white environments. 100% recommended.
- KERALEY KIM** on October 29
I could not even think in a better expedition, we got to know a lot of interesting places, and at the same time we could learn how to handle the skies meanwhite you snap.
- CARMELO FERRERI** on October 29
Thanks Karim for the tutorial you gave me in Photoshop, was quite useful, and my pictures got a spectacular snow glow, check them up! [White adventure/ carmelo](#)

karimstefan.com
[dailylife.blogspot.com](#)

Facebook
Twitter
Flickr

GENERAL INFORMATION

Nationality: German
Current Location: Berlin, Germany
Languages: German (expert)
English (expert)
Spanish (intermediate)



DISCOVER CREATE GEARS GALLERY SIGN IN SEARCH HELP

DANCING ON THE PEACE PATH
A photographic Expedition in Latin America (Cuba, Costa Rica, Republica Dominicana)

EXPEDITION QUESTIONS PHOTO-BUDDIES GALLERY

PHOTO-BUDDIES

- Alejandra Padilla
- Giuseppe Arena
- Justus Gadaffi

PICTURES



- KARIM STEFAN**
Giuseppe this picture is very nice, but remember to check the color contrast.
- ALEJANDRA PADILLA**
I remember that colorful street it was very beautiful!
- GIUSEPPE ARENA**
Karim thank you for the advice, I will get better the contrast.
- JUSTUS GADAFFI**
Giuseppe How did you cut the amazing background? I loved the way you did it.

COMPLETING PROFILE

Karim Stefan
I'm a Journalist passionate about hidden stories around the world, I believe traveling is the biggest inspiration source.

BIO | **CREATED EXPEDITIONS** | **SUPPORTED EXPEDITIONS**

CURRENTLY SUPPORTING

Dancing on the peace path
Salsa music: a key integrator from Latin American countries, to European cultures
DESTINATION: Colombia, Tulua, Manizaba, Villota, Quibdo
DATES: 09 Feb '12 - 15 Feb '12

65% BUDGET GOAL (4.000)
3 PHOTO BUDDIES (7)
40 DAYS LEFT

Worldwide motherhood
An exploration inside the football world, passion for many, salvation for others.
DESTINATION: Peru, Venezuela, Ecuador, Brazil Chile
DATES: 06 Jun '10 - 10 Jun '10

106% BUDGET GOAL (4.500)
0 PHOTO BUDDIES (5)
0 DAYS LEFT

Parallel lives
An exploration inside the football world, passion for many, salvation for others.

100% BUDGET GOAL (4.500)
0 PHOTO BUDDIES (4)
0 DAYS LEFT

GENERAL INFORMATION

Nationality: German
Current Location: Berlin, Germany
Languages: German (expert)
English (expert)
Spanish (intermediate)

COMMENTS (4)

GIACOMO BUTTE
Travelling with Karim was quite an experience, he is an easy going travel-mate :)

ALEJANDRA PADILLA
One-man-band, he brought to us a lot of fun, I didn't know that besides taking pictures he was a talented dancer.

HANLEY KIM
Karim has such a great enthusiasm for photography, he also let me try his new gear... Great company!

HANS OLIVER
We had such a great time together with all the group, I'm curious to see your

Karim Stefan
I'm a Journalist passionate about hidden stories around the world, I believe traveling is the biggest inspiration source.

BACK TO BIO

EXPEDITIONS

PICTURES

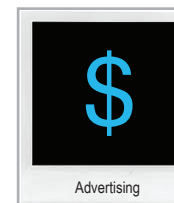
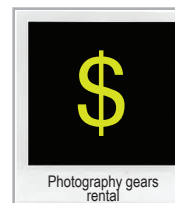
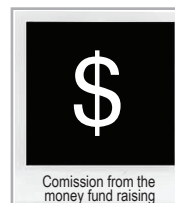
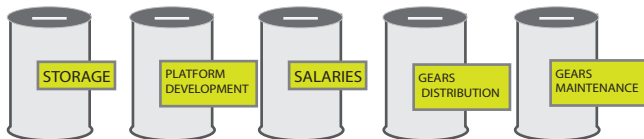
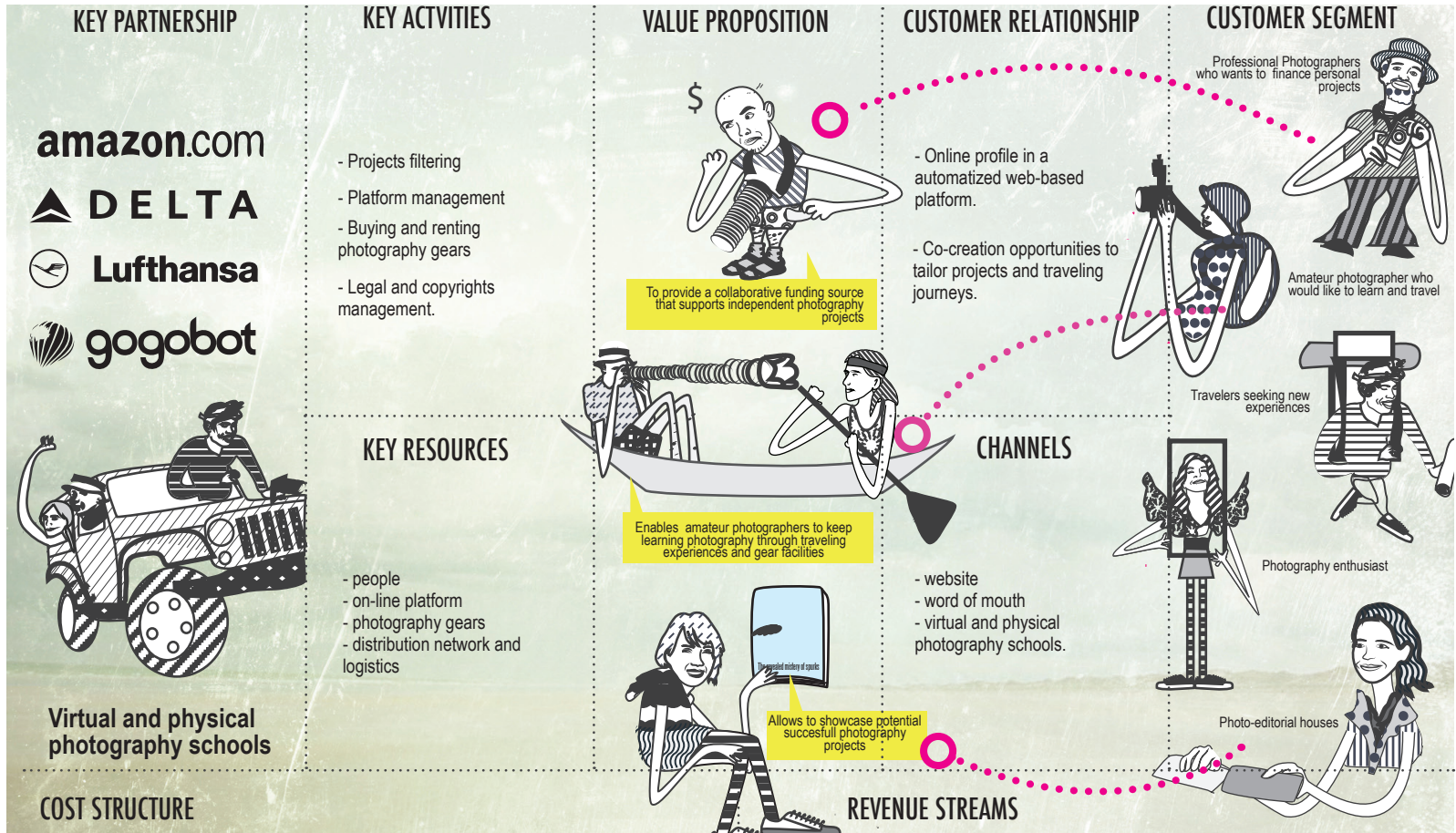
L'ULTIMO TORERO
LA CROCE SULLA FRONTA ALLA GORRINA, IL FANTASMA LE BRONZINE, UN PISTOCCO CHE ALLUNGA PER TENER VIVA LA TRADIZIONE, I CONSPICUI LA PLACE

INFO | **MEDIA** | **CONNECT** | **BROWSE CATEGORIES** | **CAMERA AND GEARS**

About | **Vimeo** | **Facebook** | **Photography technique** | **Gears rental**
Contact | **Youtube** | **Twitter** | **Geographical Location** | **Second hand gears sales**
Contributors | **Flickr** | **Departure dates** | **We buy your old gears**
Gear typology

After completing the experience, in the user profile they can see, the expeditions they have been participating in, and their current progress. Moreover, there is a gallery that will show their different experiences, where they can upload the best 10 pictures over each learning process

4.6. BUSINESS MODEL CANVAS



GOGOBOT (TRIP ADVISOR)

As an user generated trip advisor, gogobot counts with the biggest information database about tourism around the world, fed by the community who constantly add new places and rank them according to honest feedbacks, tracing new routes and alternative possibilities to visit any place in the world. Travelers can adjust their research according to their budgets and voyage motives.

For Venture Eye this partnership represents to offer the possibility to our community to arrange their expeditions in one site and make visible their bespoke routes to future participants. On the other hand if the destiny is not covered by gogobot the expedition itself can add it to their system enriching their database for further expeditions.

Trough its application and the Gogobot passport our photo-buddies can have access to discounts and special treatments in the places referenced by the company.

Gogobot will get benefits by expanding its service to the photography community who can possibly cluster routes and stores specialized in this kind of expeditions as well as meeting points with spontaneous photographers.

TRANSPORT PROVIDERS

>>GETTING TO THE EXPEDITION, AIRLINES (**Delta airlines, Lufthansa, China Southern airlines**)

The product Service system has selected these airlines companies which are characterized by their solid experience and their broad number of destinations covering worldwide routes. It is known the quality of their services and the outstanding treatment to passengers. Venture Eye believes that traveling around with photography gears is hard, specially when the items should be carried with extreme care and occupy considerable space. The over cost of additional luggage is an issue nowadays.

Having such prestigious airlines as partners offering special and affordable treatment to photography luggage is certainly a good way to incentive the community to plan the whole trip with venture eye.

This strategy can promote their Brands as photographers-friendly, considering that most of the passengers carry along a camera and a 11% carry a professional one with at least one extra lens. The benefit is indeed in the preferences of the photographer user who will value the price ticket and the luggage discount that will make him to choose flying with any of this firms.

4.7. MAIN STAKEHOLDERS

DURING THE EXPEDITION,

>>HERTZ (Car Rental)

Mobility is a big issue when exploring with heavy equipments and a group of people during an expedition that possibly can include visiting several places in one day. The service has arranged a partnership with Hertz, the largest car rental in the world covering 145 countries and several stations where cars can be rented from.

A relationship with Hertz will support the work of the project creator providing comfort to the expedition and advantageous conditions to participants including safety and easy access to any destination.

Besides spreading the use of HERTZ car rental in our service, this partnership will encourage the use of large cars thanks to the number of participants in an expedition, as a result the demand for family wagons and bigger automobiles will increase in low holiday seasons.

AMAZON.COM (money collector and gear distributor)

In the service mission to gather fundings and distribute the rented cameras is crucial to have a partnership with the giant of the e-commerce. Amazon as the biggest on-line retailer in the world counts with a complete distribution system, warehousing and customer service locations that make possible deliveries on-time and global coverage.

Venture eye will benefit from their experience and recognition dealing with electronic goods and second hand sales, in addition they also possess an affiliate marketing called "Amazon Associates" and third-party sellers who sell products on Amazon. Associates receive a commission for referring customers to Amazon by placing links on their websites to Amazon, if the referral results in a sale. Worldwide, Amazon has "over 900,000 members" in its affiliate programs. Unlike eBay, Amazon sellers do not have to maintain

separate payment accounts; all payments are handled by Amazon.¹

Amazon on the other side will get benefit from this alliance as they handle the money collected in the funding period and the payment for rental gear, they will earn a percentage derived from such activities.

During the establishment of Venture Eye several expeditions will take place around the world, and creative and innovative photography projects will be developed thanks to the community support. Since the broad number of successful cases Venture Eye foresees the need to promote an annual event where the most interesting works will be exhibited in one night gala clustered by photography typology and technique.

This kind of event will highlight remarkable expeditions and will encourage future photo-buddies to take their own adventure, is also the opportunity to reward the community participation and enhance the Service relationship with all of them. After the artworks selected, Venture eye will launch a publication with the projects mentioned above offering to the non assistant people the opportunity to have a memory of this important event.

In a second stage the service system will track some of the most interesting expeditions and registered their development from the funding period through the whole experience until the project creator achieve his goal, producing a sort of documentary where is observed how photo-buddies help to each other and enjoy the traveling experience meanwhile they are learning photography. The documentaries will be shown in a new section in the website linked to the gears rental, in this way case of success will be available to inspire new comers and enthusiastic amateurs, presenting as well tips of how a kind of camera or accessory is used.

Finally, since traveling is the main tool of our method of learning photography, certainly will open a window to the touristic field, where adventurous travelers will check ongoing expeditions and will enrolled to have this kind of experience. Venture eye will indeed become a trip advisor thanks to the traveling plans generated by several project creators and the further comments of all participants, therefore the website becomes a tool of consultancy who would like to visit any place in the world and check what kind of report has its origin in that location.

4.9 SWOT ANALYSIS

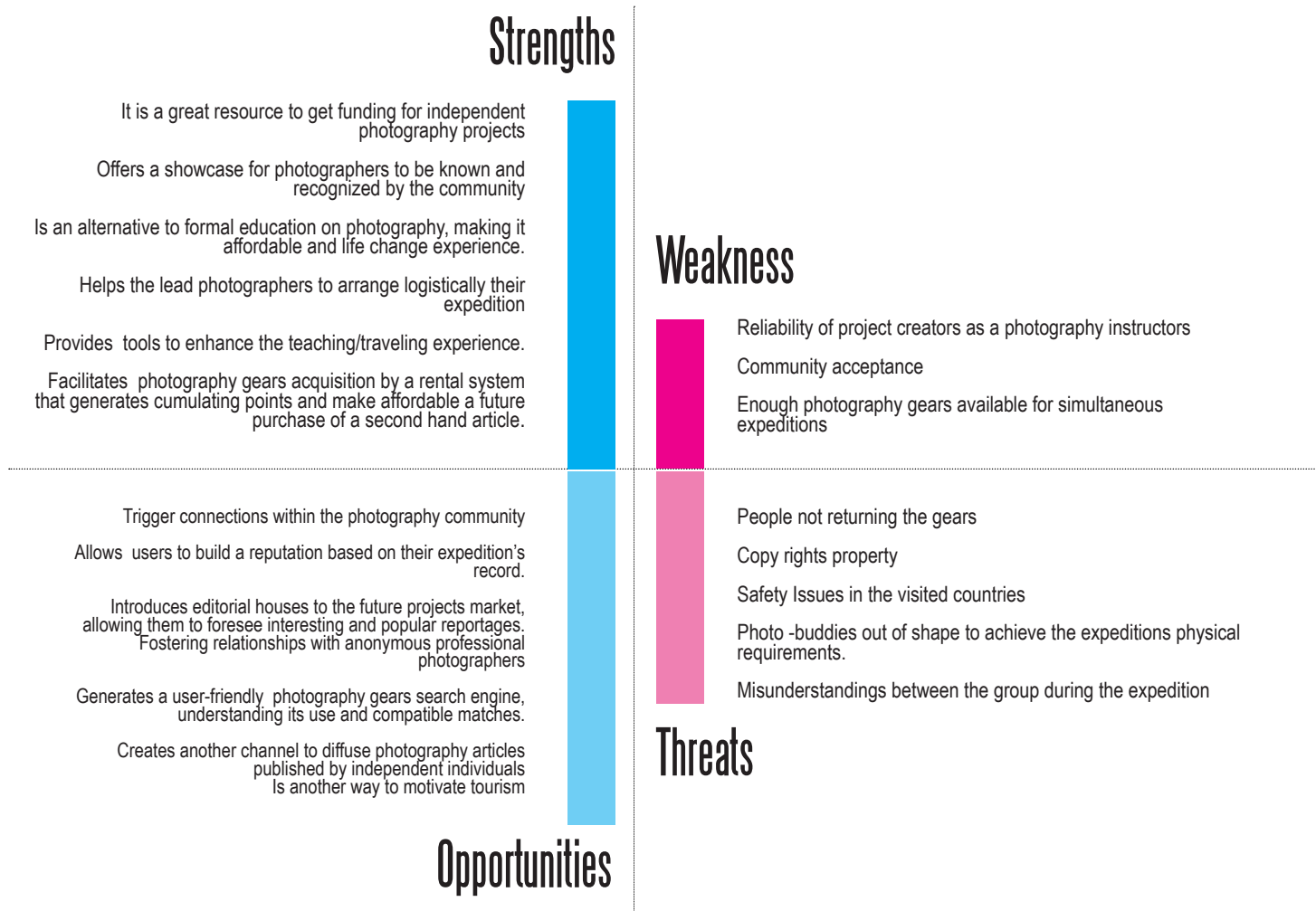


Figure 21, SWOT Scheme
112

SO Strategies “Pursue opportunities that are a good fit to the company’s strengths”

- Create long term relationship with photo-editorial houses
- Launch periodically updates in Social Media Channels
- Establish connections with photo-clubs and photography associations
- Implement different experience in the gears rental
- Produce and promote documentaries about the experience mean traveling and showcasing the positive results.

ST Strategy Identify ways that can use its strengths to reduce its vulnerability to external threats”

- Generate toolkits that will prepared participants before traveling to critical areas and warn them about possible dangers and the way they can overpassed them.
- Building an Intellectual Property manifesto, that will keep and protect the copyrights to the project creator.
- Massive campaign pinpointing the benefits of the rental structure and how important is to get them back, as well as asking a renting insurance fee that will be returned as soon as people get the device back.
- The System will emphasize to the users the importance of filling out their profile completely, providing details and preferences that will give an understanding to trip partners if it is compatible or not.

- WO Strategy “Overcome weaknesses to pursue opportunities”

Analyze statistical data pointing the most used devices during expeditions, and provide the service with such implements in order to increase their stock existence.

Encouraging and highlighting the achievements and successful expeditions,

showing to the community the high value of support independent projects
Gather different experiences from lead photographers in their expeditions, based on their suggestions and opinions create a continuous improved teaching guide.

WT Strategy “Establish a defensive plan to prevent weaknesses from making it highly susceptible to external threats”

- Designing special venture eye expeditions for recurrent project creators training them as a photography instructors, leading them to improve their teaching experience.
- Obtain a partnership with common creatives that will serve as an optional service for those who want to be assessed about copyright issues.
- Build a GPS label and stick it to all venture articles in order to localize unreturned items

5. CONCLUSIONS

Venture eye is an alternative response to the learning challenges that converge virtual and physical environments, in a subject such photography that is driven mostly by devices, the e-learning is the most suitable and affordable path but however doesn't answer all the inquiries and expectative from users. In contrast this product service system meets the best of both worlds but decreasing the cost of formal education and at the same time supporting the work of independent photographers.

I believe in the success of this new business initiative due the collaborative community diaspora and the ongoing professional relationships fostered by this kind of platforms, photography will be always a hot topic approaching critical masses that are each time more interested in new findings and achieving best quality. Being part of a big project, a shiny little thing that seems promising, makes people feel special and included, they know that every contribution they give no matter how small, will be part of a breathtaking story developed by an anonymous star. And watching this star twinkle is a process that many of us like to be witness of. Thanks to this platform people have direct contact with this future and can exchange more than knowledge, they will transfer the values beyond the lesson akin gestures, feelings, communication, the ability to get the most out of what is not said but is just possible to live.

It is also an advantage the way this kind of platforms decipher "encrypted social codes", boosting raw potentials into great and bigger skills, is the case when the crowd-wisdom feed toolkits with their experiences in order to make them better. This product service system doesn't give advices about photography to the project creators, they are free to set their own standards and knowledge content, but what the system does is helping them to empower that potential towards people who decide to support their cause and thus expect an influence in their own learning process. In similar services like couchsurfing people already have the sources (a couch or being a traveler) but is the service who address the community how to behave in order to enhance the experience. We all have houses but doesn't mean we are a good host, thanks to CS toolkits people understand the value to be welcoming

and providing helpful interaction with different guests, in this way Venture Eye builds his own tool to facilitate the information capsuled in those existent codes, traveling and experiencing together for require to set them clearly.

This product service has studied different ways to stimulate the process, either in traveling as the main resource and the possibility to keep a lively track of their improvements after having an straightforward feedback in each expedition, the process becomes collective when the system gives the possibility to share the advance through time and being proud of what one can achieve. Venture Eye gives the chance to follow a "master" and also become one and be followed.

Another important aftereffect of this service is the longer lasting term given to technological devices, getting the most of any item until this may be used or acquired by somebody that doesn't need to have the last technology, but wants to have an efficient gear that will help to enhance his learning process. Technological devices such mobile phones, computers and cameras tend to evolve very fast and thus be replaced, they haven't even accomplish their life cycle when are not longer used. During this research has been proven that acquiring photography gears is one of the obstacle for beginners, the overpricing of accessories and cameras makes the difficult to get the proper resources, providing an affordable second hand alternative will make easier the gears acquisition.

The camera search engine developed by the service makes more natural reaching any kind of item, users confused and overwhelmed by the over information on photography gear's technical features, often take longer time to understand the full potential of the camera. Instead Venture Eye proposes an intuitive searching by activity, few people may know what kind of camera precisely they need, but for sure we all know why we want it for, and what we want to achieve. The service provides curated examples with outstanding pictures and ongoing expeditions anyone can take part of, moreover this system generates alternative matches that help to understand how the gears can be combined with other compatible accessories.

The current post-edition possibilities in modern photography are at the same a big opportunity to the service, hence closes the experience with a virtual last lesson, assuring then, that the memory of the expedition will remain longer than in other kind of trips, providing feedbacks and fulfilling the learning process.

I strongly believe that Venture Eye is a good starting point to give another nuance to tourism as well, stimulated by bespoke itineraries tailored by project creators who each time will add extra features, different from the point of view of commercial tourism and its marketing campaigns of the must seen landmarks. The new kind of traveler wants to take the control on their own trip and explore things he has never seen, added by local values, avoiding the tasteless feeling of being stigmatized as “tourist”.

6. LIST OF FIGURES

Figure 1, Relationship between traveling and Photography process,	7	Figure 18, Product Service Structure,	77
Figure 2, Traveling process nowadays,	9	Figure 19, Gears rental structure,	83
Figure 3, Person's life Universe,	12	Figure 20, Service Journey Scheme,	91
Figure 4, Satellital Motivations	13	Figure 21, SWOT Scheme,	110
Figure 5, Orbitalational motivations,	15		
Figure 6, Travel Process,	16		
Figure 7, Trends traveling scheme,	17		
Figure 8, Traveling chain,	23		
Figure 9, Schema of Traveling experience in terms of time,	26		
Figure 10, Schema of gaps and opportunities in Traveling,	27		
Figure 11, Photography as a travel matter process,	28		
Figure 12, Photography infography _ A,	31		
Figure 13, Photography infography _ B,	32		
Figure 14, Photography process scheme,	33		
Figure 15, Photography Knowledge scheme,	39		
Figure 16, Photography Main actor ecosystem,	40		
Figure 17, Photography Main actors gap and opportunities,	57		

7. BIBLIOGRAPHY

Bollier, David. The Commons as a New Sector of Value-Creation. Conference Economies of the Commons: Strategies for Sustainable Access and Creative Reuse of Images and Sounds Online sponsored by the De Balie Centre for Culture and Politics, in Amsterdam, The Netherlands. 2008

Collina, Luisa. "Scenarios." Product Service System Lecture. Italy, Milan. Oct. 2009. Lecture.

Fredberg, Tobias - Elmquist Maria, Ollila Susanne. Managing Open Innovation. Sweden: Chalmers University. 2008

Meroni, Anna. Creative communities, People inventing sustainable ways of living. Milano, Italy: Edizioni POLI design. 2007

Osterwalder, Alexander - Pigneur, Yves. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. New Jersey, Canada: John Wiley and Sons, Inc. Hoboken. 2010

Scellato, Giuseppe. The Financing of Innovation. Conference during the Alta Scuola Politecnica, Politecnico di Milano-Torino. Italy, 2010.

Stickdorn, Marc - Schneider Jakob. This is Service Design Thinking. Amsterdam, The Netherlands: Bis Publishers. 2010.

Zider, Bob. How Venture Capital works. United States, Harvard Business Review, 1998.

8. WEBLIOGRAPHY

Best Applications
www.thenextweb.com/apps/2011/04/17/the-top-30-best-photography-apps-for-iphone/ best applications

Canon.
www.canon.com

Canon Digital Photography school
www.digital-photography-school.com/canon-vs-nikon-a-financial-and-consumer-comparison-infographic

Comparison between Sony , Nikon and Canon
www.bloomberg.com/news/2011-04-15/sony-nikon-narrow-gap-to-canon-with-new-digital-camera-models.html/// By Kazuyo Sawa and Mariko Yasu

Couchsurfing
www.couchsurfing.com

Digital Camera Trends
www.photographyblog.com/news/4914 Digital Camera Trends - 2004 and Beyond

Facebook vs flickr
http://www.pixable.com/blog/wp-content/uploads/2011/02/021111_02.png

Flickr
www.flickr.com

FSStoppers
www.fsstoppers.com

Global 2010 digital camera market share according to IDC Japan
<http://www.1001noisycameras.com/2011/04/year-in-review-5-global-2010-digital-camera-market-share-according-to-idc-japan.html>

8. WEBLIOGRAPHY

Globe Troopers

www.globetrooper.com

How many digital cameras were sold in 2010?<http://www.quora.com/How-many-digital-cameras-were-sold-in-2010> Steven Van Gaever,

<http://www.dpreview.com/news/1001/10012606cipa2009.asp>

History of Photography

<http://photo.net/history/timeline>

History of camera phone

<http://www.historyofcellphones.net/>

Kickstarter

www.kickstarter.com

Lomography

www.lomography.com

Matador Traveling Learning media

www.matadornetwork.com

Nikon

www.nikon.com

Percentage of households that own camera

http://pmaforesight.com/?category_name=pma-data-watch

Stats Show Popularity of Digital Cameras

<http://cameras.about.com/b/2009/01/28/stats-show-popularity-of-digital-cameras.htm>

Photosharing systems

<http://photo-sharing-services-review.toptenreviews.com/>

Photoedition and Photoshop adobe History

[/www.maclife.com/article/feature/photoshop_your_life](http://www.maclife.com/article/feature/photoshop_your_life) history of photoshop

Poll: How many Photo Apps do you have?

<http://www.iphoneography.com/journal/2010/4/28/poll-how-many-photo-apps-do-you-have.html>

The Top 10 digital camera trends

<http://www.moneyville.ca/article/540713--the-top-10-digital-camera-trends>

top 20 photo storage and sharing sites.

www.web.appstorm.net/roundups/media-roundups/top-20-photo-storage-and-sharing-sites/

90 percent of camera users share images, sightreport.com/2011/02/13/90-percent-of-camera-users-share-images/

2.5 billion cameras are in use <http://communities-dominate.blogs.com/brands/2009/11/celebrating-30-years-of-mobile-phones-thank-you-ntt-of-japan.html>

Which photo sharing/showcase websites do you regularly use to share your iPhoneography?

<http://lifeinlofi.com/2011/05/16/lofi-poll-how-many-photo-apps-on-your-iphone-ipod-touch/> Previous Poll | Recap

