

# GIGAPAN BRAND DNA

## VISION/WHY

Inspire and connect the world.

## MISSION/HOW

We inspire and connect the world by providing a comprehensive platform with which to view, share and experience high-resolution photography.

*better word for high-res*

*talk about users, humanize*

*hosting and platform needs to be articulated - everywhere*

*also to allow ANYBODY to make money - democratization?*

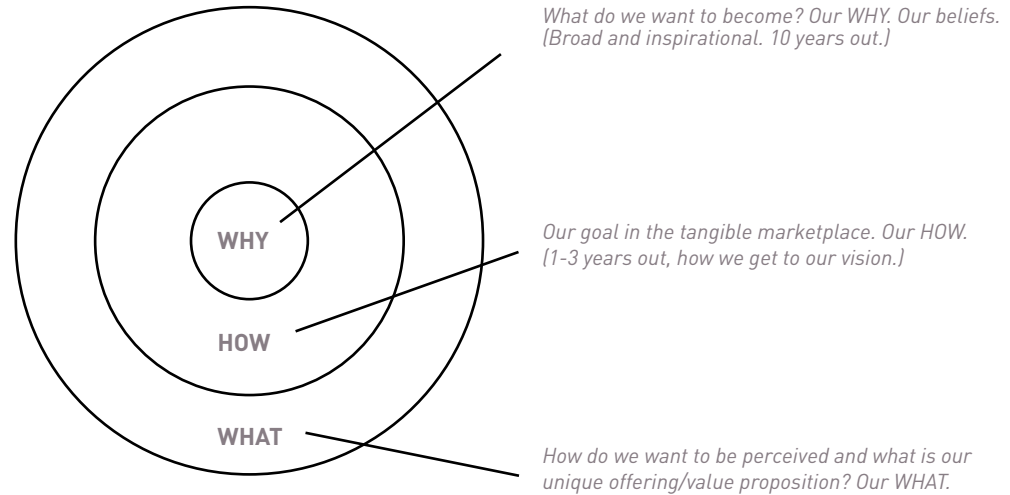
## POSITION/WHAT

Gigapan delivers a comprehensive platform which provides a range of panoheads, a full suite of stitch software, a range of viewers, and robust sharing capabilities that address the needs of a wide realm of users with a variety of skill levels.

*include all stuff from above*

*new word for viewer - "cross-platform image --", "player"*

*API, STK, we are only company to offer entire solution*



## PROMISE

You will connect, experience and see more.

*You will experience and see more.*

*Empowering you to experience and see more.*

*Or something besides "empower"*

*It must convey a compelling benefit*

*It must be authentic & credible*

*The promise must be kept, every time*

*Promises Kept:*

*FedEx : Your package will get there overnight. Guaranteed.*

*Apple : You can own the coolest, easiest-to-use cutting-edge computers and electronics*

*McKinsey & Company : You can hire the best minds in management consulting*

*The Nature Conservancy : Empowering you to save the wilderness*

## MANTRA

SEE MORE

**VALUES** *List of core company beliefs to which we adhere.*

## 6. CONFIDENCE

We are proud of our mastery and knowledge, but not boastful. We welcome self-reflection and improvement, and are brave in the face of a constantly changing world, empowered to enable others by example.

- support of other brands that exemplify what we believe *(remove??)*
- non-judgmental inclusion of all skill levels and approaches
- coverage of amazing things happening in the world regardless of origin

## 2. INTELLECT

Being born from the pioneering spirits of engineering brains, we value intelligence, research, thoughtfulness and learning. In taking the role at times of an educator, mentor, arbiter and guide, we allow for our users to experience a process of discovery and self-improvement, and uphold the philosophy of “knowledge is power”.

- background as sage
- working and providing solutions that are seamless and smarter, not harder
- support of education and of sharing knowledge openly

## 3. GOOD DESIGN - *find better word*

We strive to provide a seamless and inspiring experience, and uphold the importance of both form and function. We encourage the pursuit of aesthetics, usability, simplicity and innovative thinking in every act. In addition, we believe that strength comes from within, and create each touch point to be the best possible experience for the user, whether to enhance the integrity of a piece of hardware or to create better code to improve the digital environment; thus elevating our attitude and the quality of our products.

- focus on user experience
- attention to detail and responding to feedback from users
- constant improvements to hardware and software
- taking a problem-solving and strategic approach to all interactions

## 4. INDIVIDUALITY

Being the greater sum of many unique parts, we support self-expression, a clear voice, and authenticity behind our actions and decisions. By embracing the many varied traits and personalities of our community, we empower those around us to promote their own point of view and their personal vision.

- supporting / not editing out outlier opinions
- growing a community of thinkers and doers with disparate or varying perspectives
- creating a safe space for self-expression
- unfiltered images, allow anything

## 1. OPENNESS

We perceive ourselves to be in an ideal position to lead thinking within our industry, and to embrace all innovations and advancements for the greater good. We consider our openness to be a pivotal asset in championing high resolution photography, allowing the future to lead us into innovation, advancement and improvement.

- thought leadership
- open API and STK
- support other companies
- social media coverage of pertinent things, even if outside our direct industry
- crowd-sourcing
- open source stitch software

## 5. CREATIVITY

At our core, we encourage and enable a search for invention and the artistic pursuits that surround all aspects of image making and the technology that enables those pursuits. Combining a love of problem-solving with the inspiration of the created object, we celebrate the expressive qualities of the artist, photographer, technologist, researcher, educator and maker.

- encouragement within the photography field
- approach to visual look and feel of interaction and brand identity
- flexibility and customization of search
- tone of voice

## 7. FEARLESSNESS

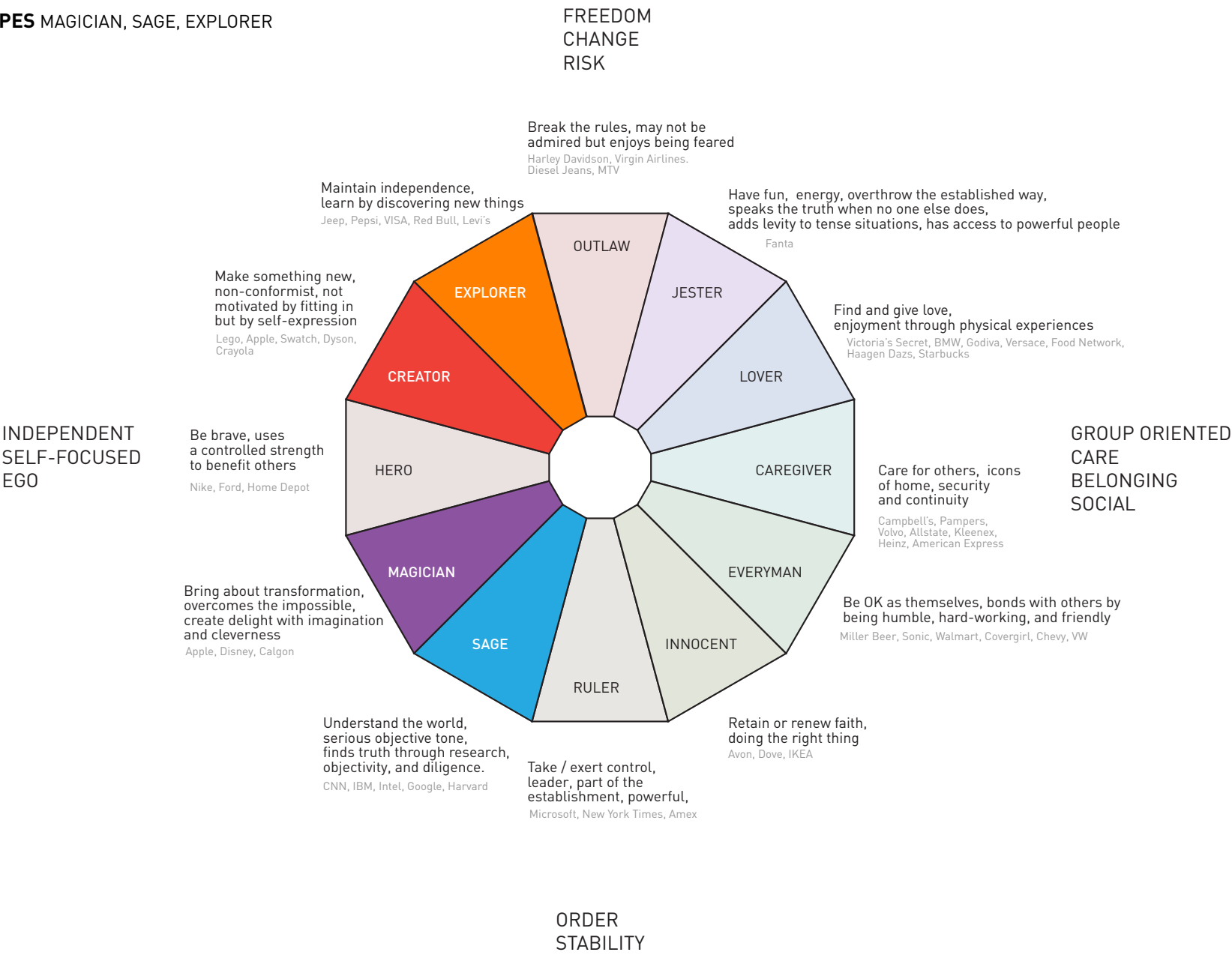
*“fearless spirit”  
Buddha*

*One possible future direction  
- servers host and viewers for  
VIDEO - language needs to apply*

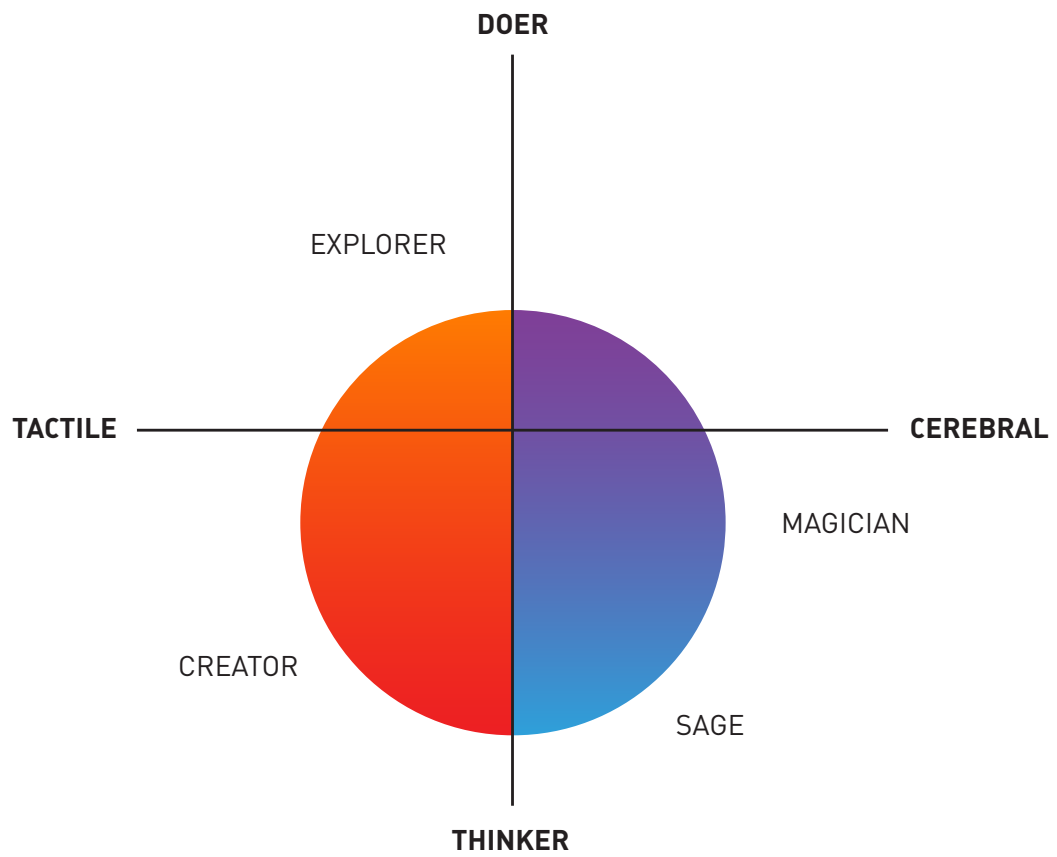
GIGAPAN ARCHETYPE

OUR PRIMARY ARCHETYPE CREATOR

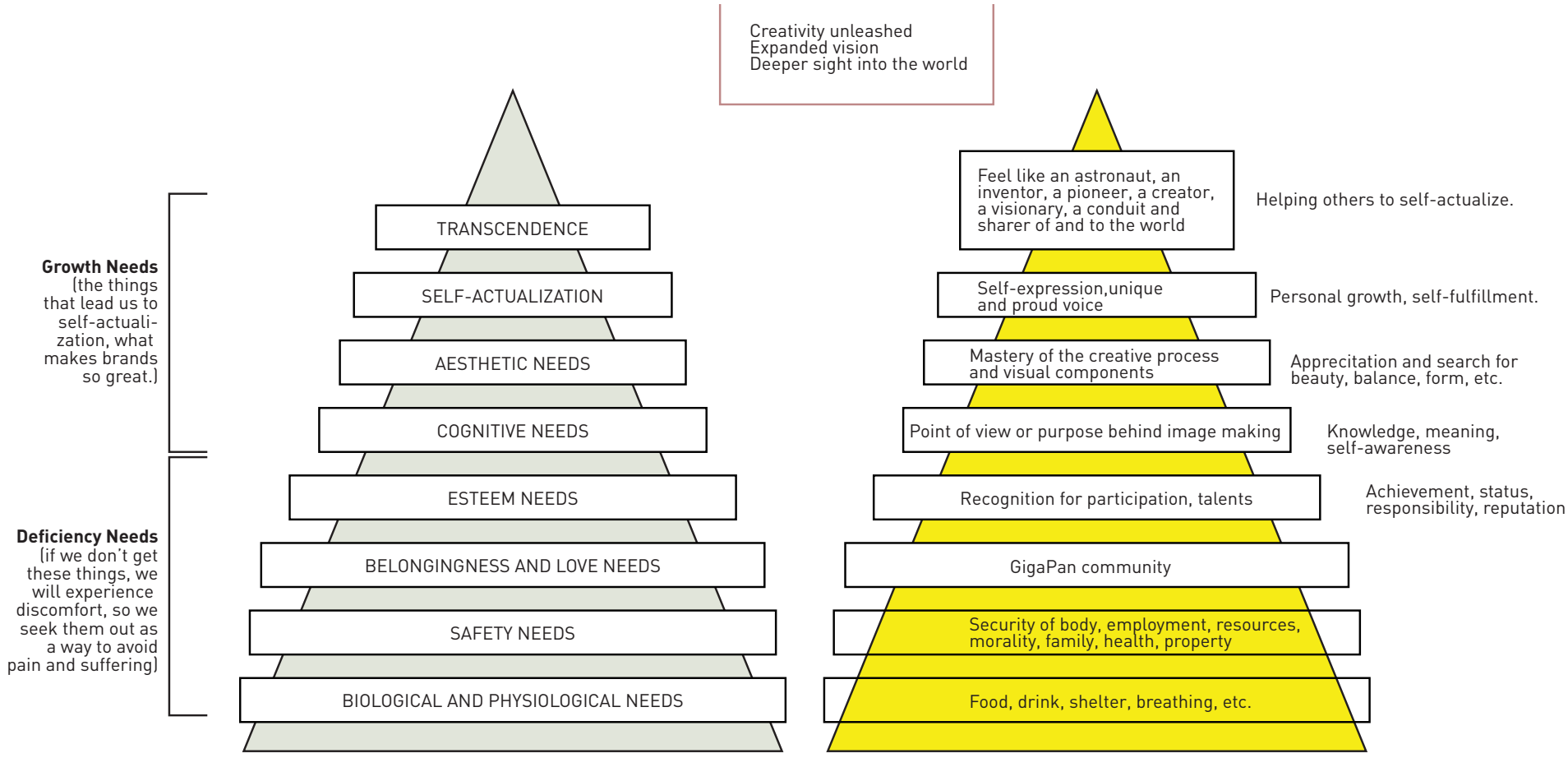
SECONDARY ARCHETYPES MAGICIAN, SAGE, EXPLORER



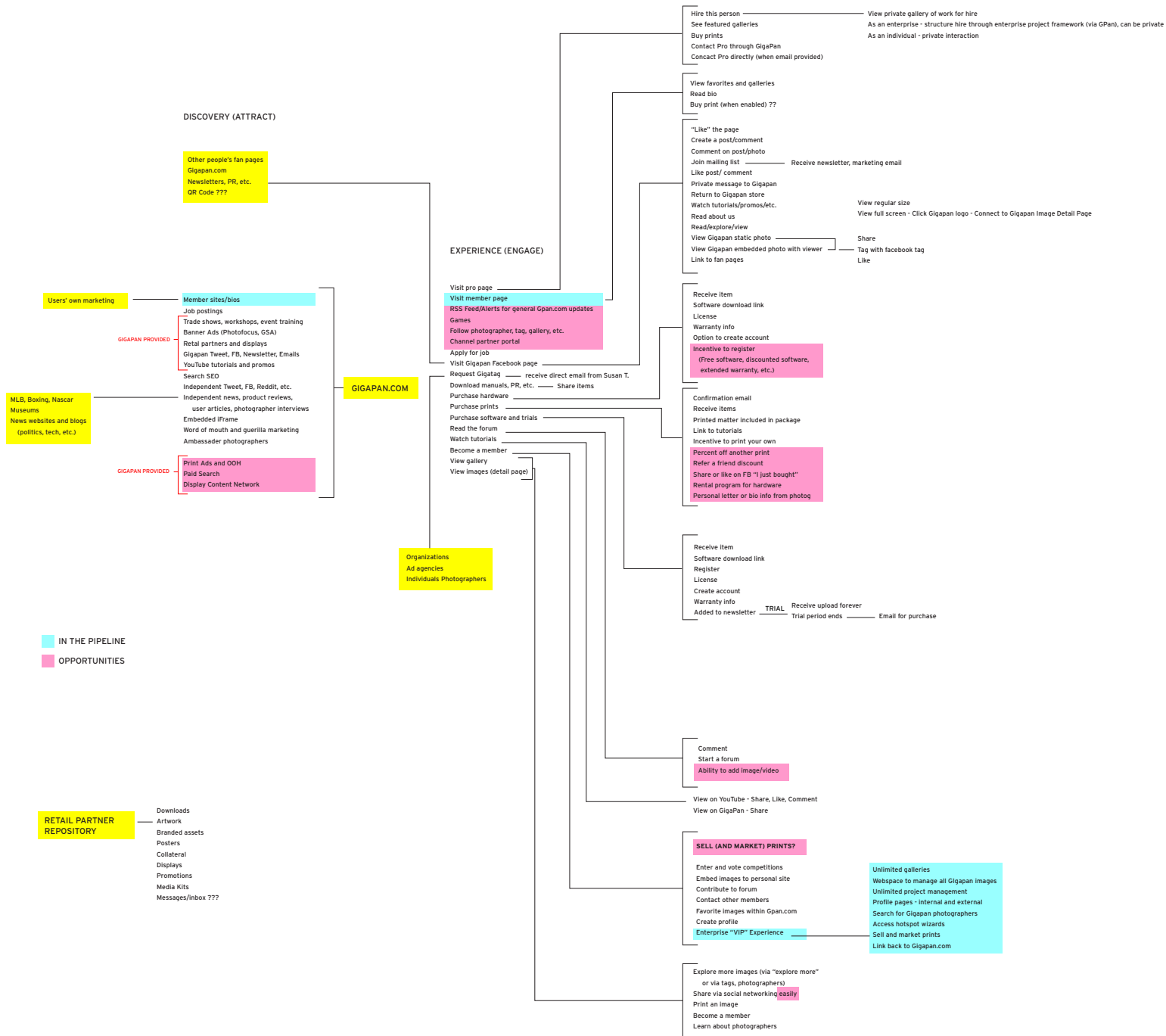
GIGAPAN ARCHETYPE



# MASLOW'S HEIRARCHY OF NEEDS



GIGAPAN ECOSYSTEM/COMPREHENSIVE CONSUMER JOURNEY EXPERIENCE



# PERSONAS

## PROFESSIONAL PHOTOGRAPHER

From survey

VALUES: Resolution, accuracy and reliability

CONCERNS: Durability, stability and customer support

Aaron George, 47

American, lives in NYC, Chicago or LA

Single

Travels a lot

Shoots: Events, Media, People

Motivated in career by: Fame, money, viral recognition, camera as security blanket

Motivated in life by: Recognition, thrill, beauty, freedom

Greatest career fears: Failure, normalcy, mediocrity, ridicule

Greatest life fears: Lack of freedom, 9-5 job

Weaknesses: Loneliness, self-criticism, reserved personality

Loves: wine, Fellini, reading

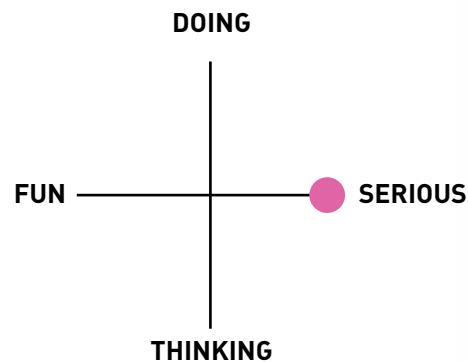
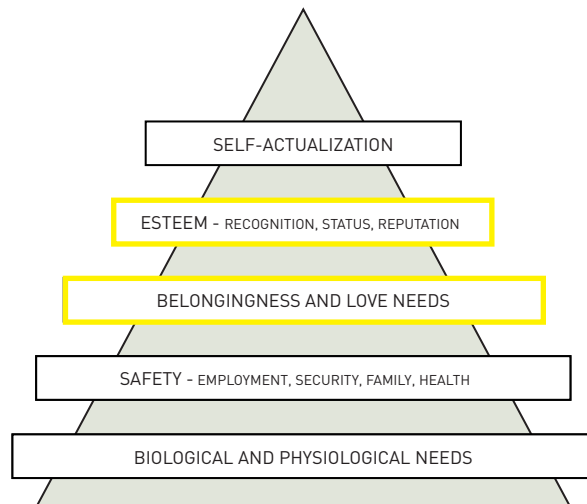
Reads: Wired, Popular Photographer, Rangefinder (in print and on tablet)

News sources: NY Times, Engadget, Huffington Post

Brands: Apple, Canon, Nikon, Nike (latest watch and shoes), Blue Bottle Coffee, Espresso

Shops at: B+H, Adorama, Whole Foods, J. Crew, Banana Republic

Hobbies: Listening to and finding new music, watching European soccer



# PERSONAS

## WEEKEND WARRIOR / ENTHUSIAST

From survey

VALUES: Ease of use, automation and camera compatibility somewhat more valuable

CONCERNS: Cost, battery life and portability

Austin Lange, 34

American, lives in San Francisco

Married, no kids

Profession: Business Analyst for a successful tech app

Shoots: Landscapes from climbing, hiking, travel, more extreme locations

Motivated in career by: Getting ahead both financially and professionally, being able to afford his hobbies

Motivated in life by: Adventure, challenging oneself, feeling successful in every way

Greatest career fears: Backsliding, falling down the ladder

Greatest life fears: Injury, something to slow him down, not having the resources to pursue his personal interests

Weaknesses: Finds it hard to slow down

Loves: ...

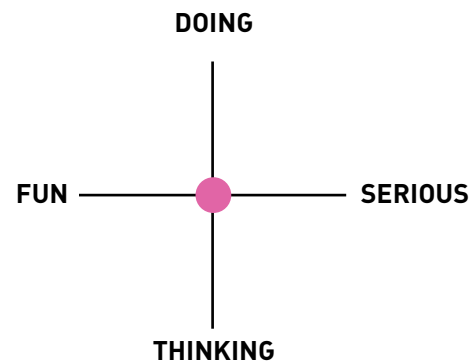
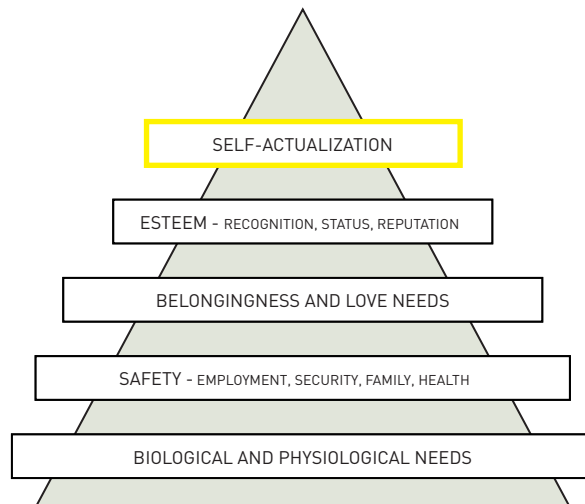
Reads: Climbing magazines, Fast Co., Inc, Vice, Bloomberg Businessweek, Nat Geo

News sources: BBC, Washington Post, NY Times, CNet

Brands: Apple, Blue Bottle Coffee, Arc-teryx....

Shops at:

Hobbies: Adventure activities, recounting stories of his experiences, planning for trips





## PERSONAS

### RECREATIONAL HOBBYIST

From survey

VALUES: Ease of use, automation and camera compatibility somewhat more valuable

CONCERNS: Cost, battery life and portability

Allen McGovern, 65

American, lives in Albuquerque

Married, 3 grown children, has a Beagle

Profession: Retired Engineer

Shoots: Landscapes and family

Motivated in career by: Security, satisfaction, balance

Motivated in life by: Family, personal fulfillment, creativity

Greatest career fears: Having to go back to work

Greatest life fears: Inability to support family and self, harm to family

Weaknesses: Can be stuck in own ways at times, too much time on hands

Loves: Vintage airstreams, Indian motorcycles, local politics, neighborhood association

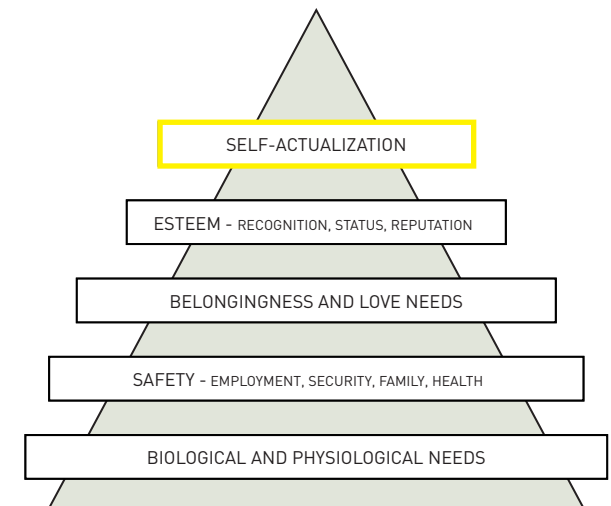
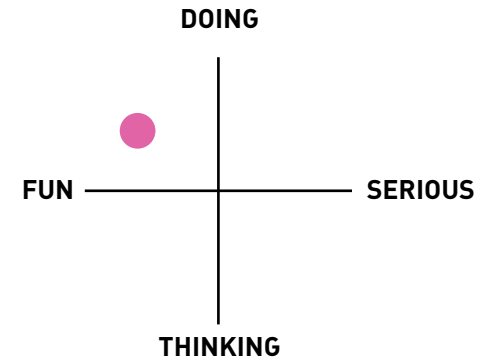
Reads: Popular Photographer, Library books and Kindle, voraciously within topic areas

News sources: NY Times, Wash Post, Local newspapers, CNN.com

Brands: Windows, Starbucks, Jeep, New Balance, Levi's, Dickies

Shops at: Large but healthy grocery chain, Old Navy, Dick's Sporting Goods, B+H

Hobbies: RV travel, Sunday paper, Crossword, Golfing



# PERSONAS

## EDUCATOR

From survey

VALUES: [in order] Ease of use, automation, resolution/detail, portability, reliability, accuracy, speed, compatibility

CONCERNS: [in order] Cost, durability, compatibility, portability, battery, support, speed

Pamela Blum, 39

Swedish born, lives in Washington, DC

Married, no kids

Profession: Art conservator and historical textiles department manager, Adjunct Professor at Corcoran College of Art

Shoots: For work, archival activities and high end digital technology for education

Motivated in career by: Perfection, saving and communicating about art for future generations

Motivated in life by: Learning opportunities, connecting with others, seeking out beauty and amazing stories

Greatest career fears: Lack of funding

Greatest life fears: Being cutting off from community

Weaknesses: Can be a little ADHD, many varied interests

Loves: Fashion, art, travel, dinner parties, foodie

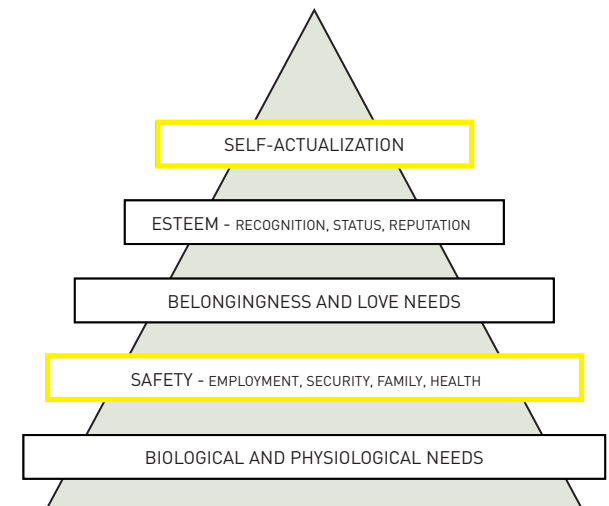
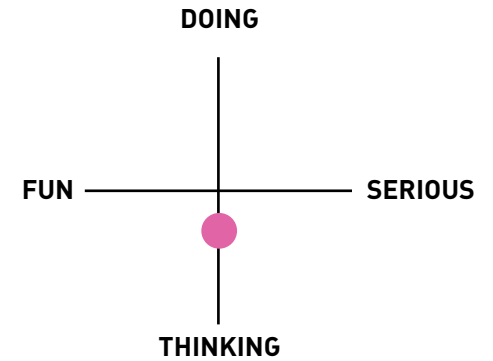
Reads: Art in America, Esopus (small, local, artisan pubs), Dwell, Seed, NY Magazine, Aperture

News sources: Art and design blogs, NPR, Huffington Post

Brands: Apple, Issey Miyake, West Elm, Future Perfect, Method

Shops at: Trader Joe's, Farmer's markets, local boutiques and flea markets, Saks

Hobbies: Hosting picnics, reading, volunteers at a local community garden for kids



## PERSONAS

### RESEARCHER/SCIENTIST

From survey

VALUES: [in order] Ease of use, automation, resolution/detail, portability, reliability, accuracy, speed, compatibility

CONCERNS: [in order] Cost, durability, compatibility, portability, battery, support, speed

Nathan Kramer, 31

American, lives in Pittsburgh

Single

Profession: Research scientist at Carnegie Mellon University, nanotechnology

Shoots: For work, telemedicine, blood cells and robotics devices

Motivated in career by: Technological and scientific advancements, discovering something new for the world

Motivated in life by: Personal desire to advance science

Greatest career fears: Lack of funding to continue

Greatest life fears: Not finding scientific solutions, irrelevance

Weaknesses: Can be single minded about work, neglects personal life

Loves: Advanced gaming (problem solving), coffee, Tron (the original)

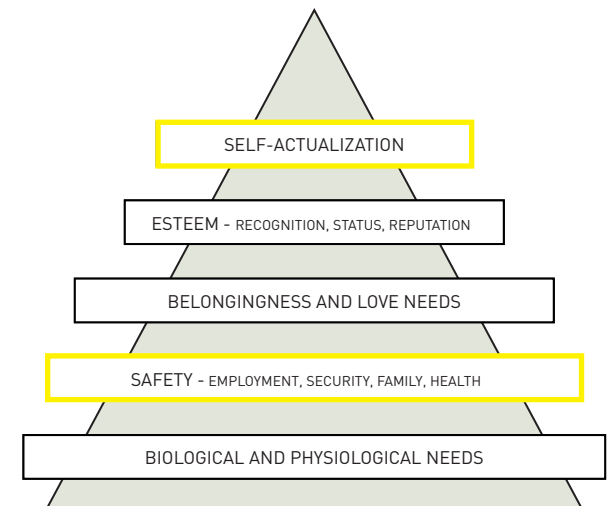
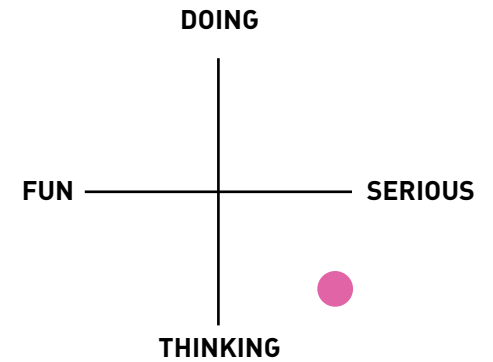
Reads: Robotics books, Singularity University blog, Scientific American, Monthly journals

News sources: sciencenews.org, Washington Post

Brands: Android, Brooks, Zipcar, Dr. Bronner's

Shops at: REI, Amazon Prime, Organic local coop (Non-GMO), CSA member

Hobbies: Running, reading, reviews books



# PERSONAS

## ARTIST

Karl Close, 42

American, lives in Upstate New York

Married, one child, 2 dogs, 2 cats

Profession: Contemporary artist, represented by 3 mid-level galleries

Shoots: Portraits, collage, artifacts, interiors

Motivated in career by: Exploring his creativity, success via enjoying his work

Motivated in life by: Family, art and freedom

Greatest career fears: Lack of relevance

Greatest life fears: Fears for others that they will fail to be woken up and be able to perceive his work, an insensitive world

Weaknesses: A loner at times

Loves: Nature, riding the Metro North, symphonic performances, Pappy Van Winkle whiskey

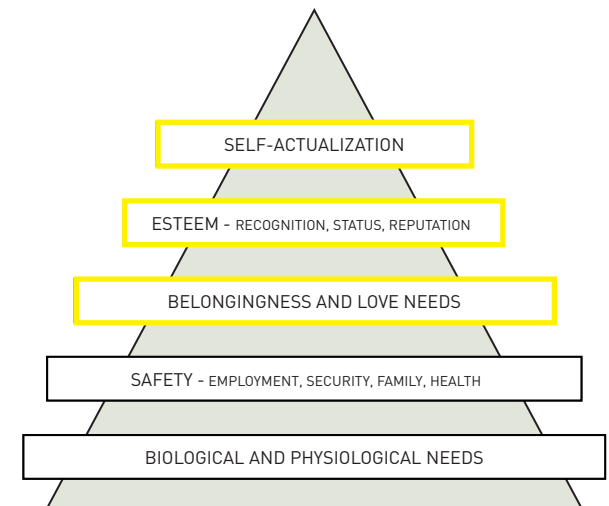
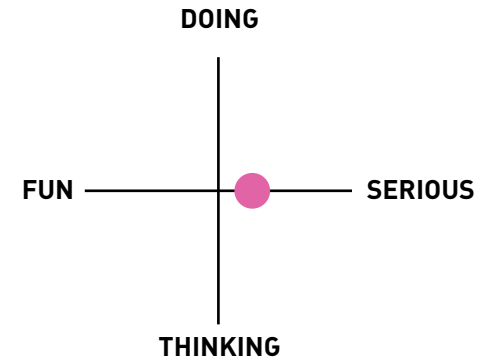
Magazines: Aperture, Mother Jones, Harper's, NY Times Magazine

News sources: NPR, MSNBC, NYTimes, Wall Street Journal

Brands: Canon, Nikon, Warby Parker, Carhartt, Banana Republic, Benchmade, Jack Purcell

Shops at: Fresh Direct, Duggal, High end vintage curiosity shops

Hobbies: Obscure new music, Classical music, visiting museums and art galleries



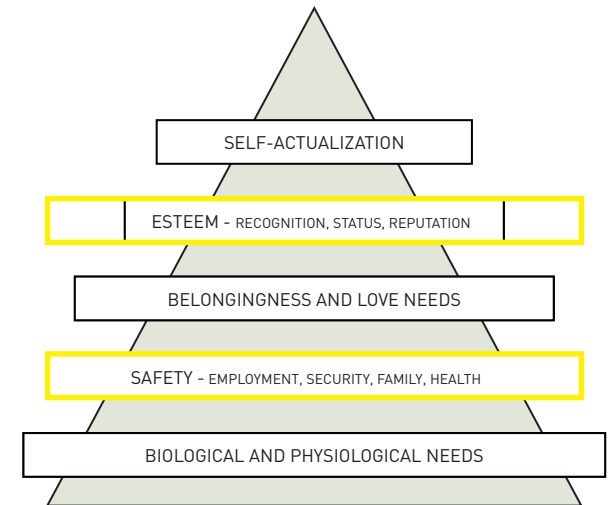
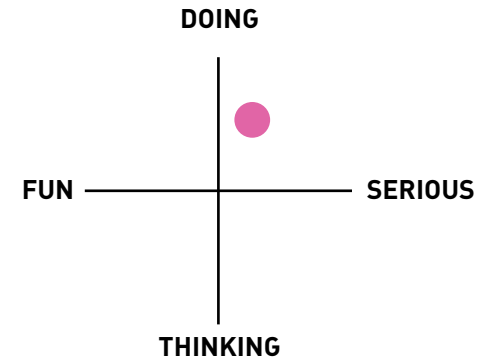
## PERSONAS

### ENTERPRISE BUYER

Carmen Borthwick, 37  
American, lives in downtown Seattle  
Relationship status: Divorced, 2 children  
Profession: Senior Account Manager at Large Ad Agency

Shoots: ---  
Motivated in career by: Security, job satisfaction, coming up with next cool idea for her customer  
Motivated in life by: Work/life balance, a nice home, family, ideas  
Greatest career fears: Economic downturn, not being respected, demotion  
Greatest life fears: Family well-being compromised, not being valued  
Weaknesses: Stress, a little ADHD

Loves: Kids, girls night out, red wine  
Magazines: Shape, InStyle, People  
News sources: Twitter news junkie, AP, Huff Post, online stuff, Seattle Times  
Brands: Top-Pot, Michael Kors for Michael Kors, Lexus SUV, MAC  
Shops at: Off 5th, Whole Foods, Nordstrom's  
Hobbies: Baking intensives, Zumba, Crossfit



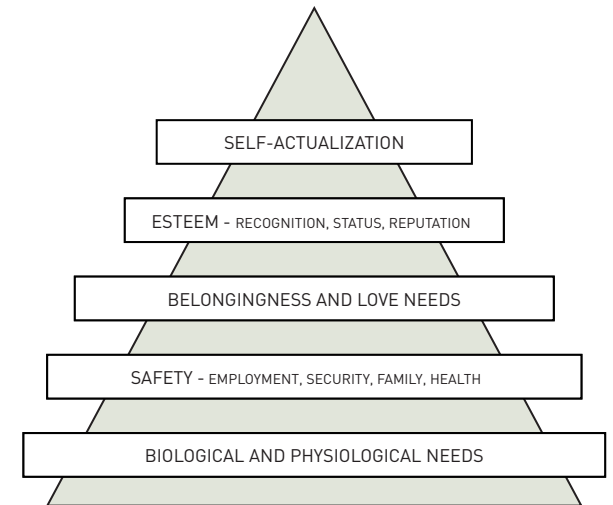
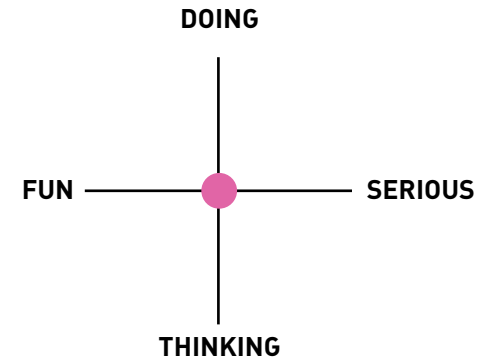
# PERSONAS

## API DEVELOPER

Jonathan Stein, 30  
American, lives in Portland  
Single, 2 cats  
Programmer, looking to make money on the side

Shoots: ---  
Motivated in career by: Perfectionism, advancing technology, creating something interesting, avoiding boredom, finding the best way  
Motivated in life by: Curiosity, efficiency  
Greatest career fears: Boredom, being a peon, lack of control, over-managed  
Greatest life fears: Lack of freedom, having done nothing interesting  
Weaknesses: Narrow minded, lack empathy, overly logical, know-it-all

Loves: Sushi, cats, being Pescatarian, Origami, Leaf  
Magazines: Scientific American, Modern Farmer, Utne Reader  
News sources: NPR, Huffington Post, Al Jazeera, BBC, Slate.com, Russian TV  
Brands: Gap, Timbuk2,  
Shops at: Target, Amazon.com, New Seasons  
Hobbies: Gaming - Eve, Plays Settlers of Katan, Trailrunning, Bonsai Trees



## PERSONAS

### MASS MARKET MOBILE USER

Jason Li, 27

Chinese-American, lives in Mountain View

Live-in girlfriend

Profession: Nurse - Contract

Shoots: Landscapes, cityscapes, travel, people

Motivated in career by: Making money

Motivated in life by: Fun, spontaneity, works to live, adventure

Greatest career fears: Having to work too much, micromanagement of time

Greatest life fears: Boredom

Weaknesses: Frivolous with money, not planners, instant gratification

Loves: Latest tech gadgets, outdoors, beer, arcade bar, hanging out with friends

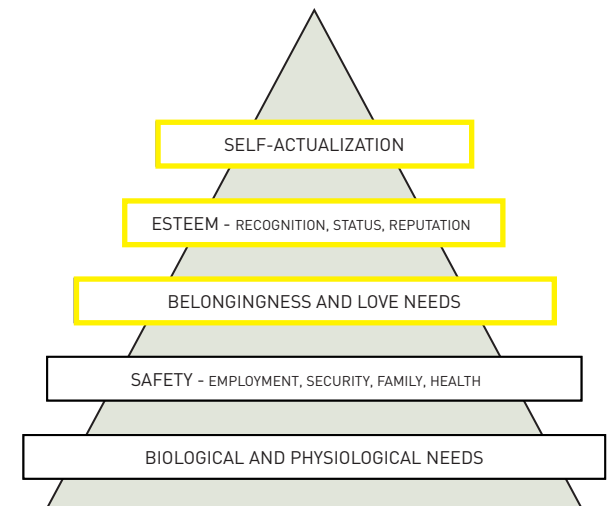
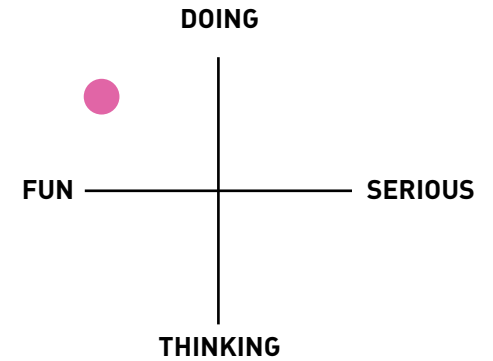
Magazines: Wired

News sources: Gawker, Engadget, Gizmodo,

Brands: Clif, Smart Water, Warby Parker, Nike

Shops at: REI, Amazon.com, Whole Foods

Hobbies: Surfing, hiking



## MESSAGING PRINCIPLES

### BE BRAVE (CONFIDENCE)

Speak with confidence and without apology.

Present with boldness, clarity - and a little edge.

Use brevity as a source of strength.

Take advantage of opportunities to invite constructive critique.

### BE SMART (INTELLECT)

Approach each communication as an opportunity to express “inside knowledge” and leverage shared truths.

Assume the user is intelligent, but do not assume they know everything already.

Offer guidance and education with the intent to broaden the user’s knowledge.

Be suggestive of opportunities to learn and grow.

### TELL A GOOD STORY (GOOD DESIGN)

Craft excellent stories and articulate a purposeful approach by using effective but beautiful language.

Show where possible instead of telling by using video, infographics and effective information architecture.

Cite anecdotes to illustrate complex ideas.

See the big picture.

### STAND OUT IN THE CROWD (INDIVIDUALITY)

Find unique ways to tell a story.

Express individuality.

Choose interesting words and create compelling phrases.

Expose the delight, wonder and transformative quality of our product where possible.

### BE HUMBLE (OPENNESS)

Avoid boastfulness or over-promising.

Stay honest and down to earth.

Proffer questions to inspire thoughtfulness and inquiry.

Speak with an invitational intent to gather others into the circle.

Embrace the future, change and technology very obviously.

### BE HUMAN (CREATIVITY)

Be personal and self-expressive.

Create conversations, not just offerings.

Humanize every conversation by avoiding heavy handed technical writing.

Punctuate more pragmatic stories or explanations with an inspirational moment.



## DESIGN PRINCIPLES

### BE BOLD AND .... BE BRAVE (CONFIDENCE)

TBD

### APPROACH WITH SOPHISTICATION BE SMART (INTELLECT)

Approach each communication as an opportunity to express “inside knowledge” and leverage shared truths.

Assume the user is intelligent, but do not assume they know everything already.

Offer guidance and education with the intent to broaden the user’s knowledge.

Be suggestive of opportunities to learn and grow.

### BE CLEAR TELL A GOOD STORY (GOOD DESIGN)

Work from a grid.

TBD.

### CRAFT FROM SCRATCH & WITH AUTHENTICITY STAND OUT IN THE CROWD (INDIVIDUALITY)

TBD

### ACKNOWLEDGE THE TECHNOLOGICAL BE HUMBLE (OPENNESS)

TBD

### INCLUDE WARMTH AND HUMANITY BE HUMAN (CREATIVITY)

TBD

Be modern but classy.

Clean, gridded structures. No decoration for decoration.

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Maintain a sense of being “put together” with a futuristic feel.

Mine recognizable or iconic visuals/photography.

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Create a unique or unexpected look.

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