Captiva

Peter Hansel, Nik Marda, Jason Prince, William Yin

Our Value Proposition:

“Streamlining journalism from pitch to publication”

What we’re solving

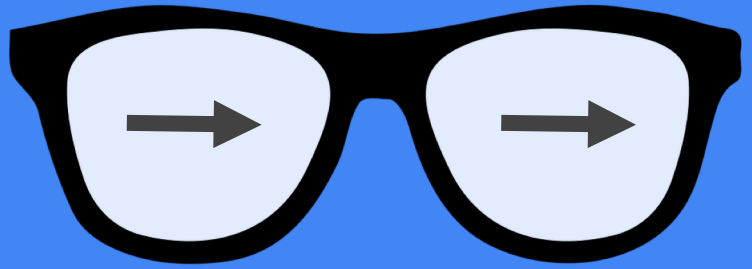
We see the problem: journalism is often an unavoidably hectic process. We’re here to change that by making a simple tool that allows journalists to record and develop their ideas until they’re ready to be published.

First Task: Simple

Journalists need to review the ideas they've recorded.

From headline ideas to key facts and statistics about their current project, journalists need to stay on top of their ideas.

Second Task: Moderate



Journalists need to know what to do next

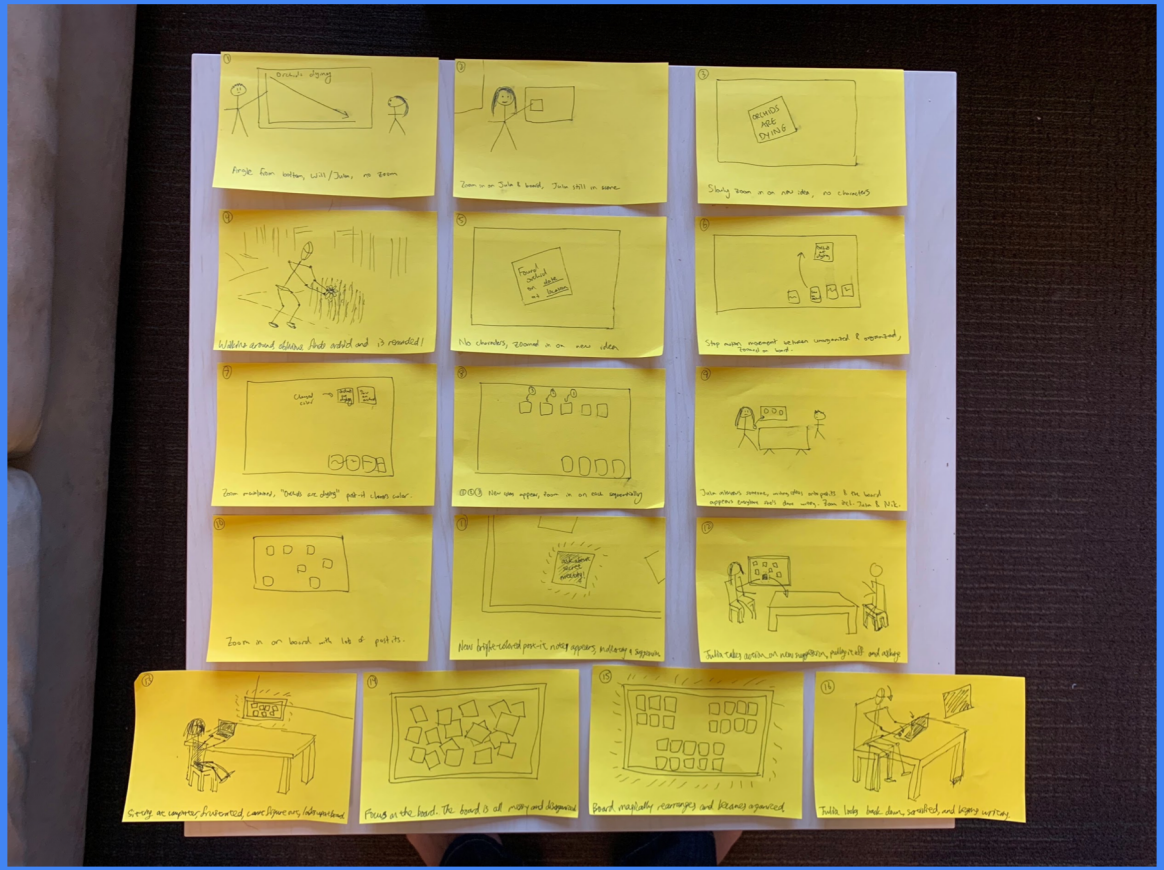
With all of the aspects journalists have to their jobs, they need to know where to go, what to research, and who to talk to.

Third Task: Complex

Journalists need to quickly go from notes to storyline

Journalists keep track of a plethora of data. They need to be able to organize what they have into a publishable article.

Storyboard


ORCHIDS ARE DYING
Zoom in on Julia & board, Julia still in scene
Slowly zoom in on new idea, no characters
No characters, zoomed in on new idea
Zoom in on board with lots of post-its.
Focus on the board. The board is all messy and disorganized
Board magically rearranges and becomes organized

Concept Video