

Fountain Digital Labs – mobile movies

Originally responding to a challenge to help explain one of FDL's products – the app 'bundu' – I ended up working with the team on three separate products. Promotional materials were written, clarity and consistency were improved, and tones of voice were developed for the mobile platform apps.

For each of these new ventures, I spent valuable time with the development and leadership teams to fully appreciate objectives. This enabled me to define the products themselves, appreciate the fast-moving environment into which they were planned to be launched, and agree their specific markets.

Copy was written to accompany a promotional video for the app Focus – a tool for linking video and sharing via social networks. Promotional materials were developed for Shortkutt, an automated video-editing suite for mobile. And a whole new language of terms was agreed via the development of a glossary. If we 'tweet' via Twitter and update our Facebook 'status', it was important to specify the terms and actions that are likely to define the world of mobile videography.

As well as producing explanatory, selling and branded copy, I also used my perspective and analytical nature to influence company strategy. My need to understand the products led to the extension of use cases, and the set up of various testing groups. I have also presented to employees on a number of occasions to ensure clarity in direction. This level of input has shaped the products' interfaces, their functionality, and the team's development priorities.

A different perspective

As one of the only members of the team not to be immersed in a specific aspect of app development, I was able to retain an overview of organisational direction. This enabled me to ask meaningful questions, optimise the team's resources – and even lay down the strategic thinking on which the company's decisions were based.

OBJECTIVE	SHORT-CUT TO IMPRESSIVE VIDEO RESULTS
TOOL	MOBILE APP(S)
AUDIENCE	ANYONE WHO WANTS TO GENERATE DECENT VIDEO RESULTS WITHOUT THE NEED FOR LEARNING/EDITING AFTER THAT WE GET INTO NICHE BASED ON USE CASES. SOME EXAMPLES MIGHT BE: VLOGGERS, FAMILY & FRIEND OCCASIONS, DIY ENTHUSIASTS, FITNESS FREAKS, PERSONAL/SMALL BUSINESS PROMOTION, OUTDOOR HOBBYISTS, AMATEUR PORNOGRAPHY...
MEDIUM	ARE WE PREFERING TO ENCOURAGE: DIRECT SHARING (TEXT, EMAIL, SOCIAL MESSAGING NETWORKS, IN-APP)? INDIRECT SHARING VIA PUBLISHING (YOUTUBE, VIMEO)? OR BOTH?
DEVELOPMENT	SUGGEST: 1) BUILD THE 'LOWEST COMMON DENOMINATOR' FUNCTIONALITY APP 2) DECIDE WHICH AUDIENCE NICHE TO PERSUE (ON AGREED HOW) 3) ENGAGE WITH PEOPLE FROM THESE NICHE FOR INSIGHT 4) TRIAL FUNCTIONALITY – POTENTIALLY WITH ENGAGED NICHE MEMBERS, GET FEEDBACK 5) BUILD BUSINESS MODEL AROUND FINDINGS

SHORTKUTT
YOUR ONE-STOP SHOP FOR CREATING PROFESSIONAL VIDEO ON MOBILE

Quick creation / Quick turnaround / Time-saving / Save time / Spend less time / Spend a fraction of the time
Get better results quicker with automated 'one-click' functions, a simple user interface and a hyper-efficient creative workflow. Kick your video into shape in no time – then start experimenting with instant effects. No need for months of frustration learning pro software and trying to imitate what you've seen elsewhere / the experts do!

Remarkable results / Impressive results / Exceptional results
Shortkutt turns your phone into a powerful production studio, enabling improved professionalism in moments. Nail the basics with clear sound, expert lighting and accurate framing. Raise the library with popular tricks and effects inspired by the pros; colour filters, J and L cuts, pre-set transitions and royalty-free music. Our library has endless combinations to help you develop your own style.

Work wherever / Fully mobile
The all-in-one nature of Shortkutt means that your phone can do it all – there's no need to buy expensive and bulky pre-editing equipment. And with out-of-the-box functionality you're ready to start creating straight away. Make changes on the go, and publish as soon as you're done.

"Less time editing means I'm making ten times as many videos!" – Emma, fitness instructor
"The one-click effects are brilliant – I used to spend so much time trying to recreate pro effects!" – Emma, film critic
"I found the prospect of learning editing so daunting – now I don't need to worry!" – Sammie, fashion blogger
"The ease of creating means I can work on developing my own unique style!" – Eamon, guitarist

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