***FINE ARTS PROJECT- MOVING IMAGE***

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Our company is an application that would help you to solve the daily situations you face, these app is the best way to organize your day and develop faster solutions to the complications you may have.

The name of the company is called “OPTIM” which symbolizes the ideal of optimizing your day. We found these names interesting because is a name that involves the audience.

Our app is based in a way the audience have a better day, so we selected university students between 18 and 25 years in the area of Bogota because they are the ones that have more complications in their days and are in desperate need of having clear what activities they have that day, classes routines and other things like that. These audience is perfect because in the daily way of arriving on time or else, they need fast responses to all the inconvenients the may encounter, which is what this app provides.

The social media we are going to use are: Instagram and Snapchat, because we consider that university students of 18 to 25 use a lot these social media, so we may create histories accounts or any kind of tools to clearly communicate the purpose of our app an what are the benefits of it. Also, as these social media is constantly used in mostly all the universities, people will reach us in a faster way, knowing more about the app and the way it can help them.

Yes, we do have some objectives with this project, which are: To create a fast tool to support the university student’s way of thinking and planning. Another objective we have is to expand this app worldwide so that people, not only seniors, but all of them can have access to this way of optimizing the daily projects that could present to them or that they could create. In terms of social media, we might expect at least 10,000 likes per post about the information the account provides from OPTIM. In terms of followers, expecting that in every universities in Bogota counts with more than 16,000 students, we want to have more than 60,000 followers.

The kinds of content we will show in our account and histories will include motivating messages to the audience about OPTIM and all the uses it has. It will also show numbers to call, information of how to handle the app and the logo of OPTIM itself. Another thing we are going to include in the posts are examples of people using the app, showing its efficiency towards any kind of problem, like food, transportation, between others.

For the posting, taking into account that this app is not that well known, we will post every Monday, Wednesday, Friday and Saturday, because we consider that these are the days that people check social media, based on personal experience, because people have time to check them or else, so in this order of ideas,