AAD 585
Case Study- Web2.0 Application- Flickr
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What is it?
I choose Flickr as my case study because recently I found that this is a useful tool for me. Flickr is a wonderful photo and video sharing web 2.0 applications. It was built by Ludicorp and later acquired by Yahoo! By using the Flickr, user can tag the pictures, share the photos with family and friends, search and comment other’s pictures and videos. Also, the map function can help people to find the pictures that took at the same place.

Perceived Use/ Value

The first perceived value of Flickr is to manage the pictures or videos. Users can upload the pictures or videos quickly and easily. When after upload the pictures, users can storage, classification, add meta tags, etc. It’s easy for users to store and classify the pictures.

The Second value of Flickr is its “group” function. It provides images stored, friends, group, mail, and other functions. Its important characteristic is based on Social Network, people can use Flickr to enhance their social interpersonal relationship. The function of the site is beyond the general picture of service.

Potential Application/Opportunities

People who like taking digital camera photos are the potential user for Flickr. On Flickr they can systematically store and edit their own works. They can add the tag, the narrative and the album for their pictures. Also, they can compare their own pictures with other people’s work at the same place, so that they can learn from other’s work.

People who like social network are also the potential user. By using Flickr, they can contact with the people who has the same interest in the group, they can add comment and gain other’s critique. It’s a place for people to communicate with each other.