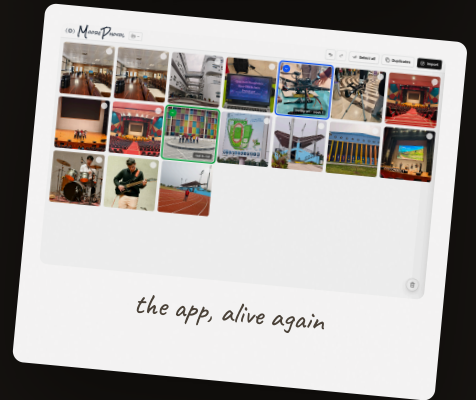


From stalled side-project to a product *that ships*.

Proposal & progress report – what we found, what we fixed, what's live today, and the road to the App Store and beyond.



A dream project, *stuck*.

MoorePhotos is Merritt's tool for turning post-shoot chaos – hundreds of near-identical photos – into organized, annotated, ready-to-post content plans. The idea is right. The execution had stalled: the previous developer sat on it for six months.



What Merritt told us, in her own words

- ◆ "I can't drag it with my thumb" – on a phone the app could only select photos, never move them. Her #1 frustration.
- ◆ "I want to drag this grouping somewhere else" – moving photos between groups silently failed.
- ◆ "I can't change the title easily, or make a note" – on mobile the notes button didn't exist at all.
- ◆ "I can't tell if they're duplicates" – no duplicate detection of any kind.
- ◆ "The version I made myself was more intuitive" – six months of paid work had made the product worse.

What we found under the hood

- ◆ Workspace passwords were checked **only in the browser** – anyone with a workspace code could read or overwrite everything.
- ◆ A public list exposed **every user's workspace name** to anyone who asked.
- ◆ Reloading the page could **silently wipe a workspace** in the cloud – this bug is still live in the old app today.
- ◆ Photos were never uploaded anywhere: refresh the page, lose the library. Workspaces self-deleted after 30 idle days.

– *none of this needed more waiting. It needed two focused days.* ◆

Two days. *Everything she asked for.*

4/4

HER UX PAINS FIXED

100%

PASSWORDS NOW
SERVER-CHECKED

21

REQUIREMENTS
TRACED IN PRD

LIVE

WEB APP + API
DEPLOYED

The screenshot shows the MoorePhotos app interface. At the top left is the logo '<©> MoorePhotos' and a folder icon. On the top right are navigation icons: back, forward, 'Select all', 'Duplicates', and 'Import'. The main area is a grid of 18 photos. The photos include:

- Two identical images of a long, empty hall with wooden floors and rows of chairs.
- A modern building with a glass facade.
- A laptop screen displaying 'Quantum Resistance Mini-Blockchain Prototype'.
- A drone on a table with a blue ring around it and the text 'instagram · week 1' below it.
- A person operating a camera on a tripod.
- A stage with a red carpet and a large screen.
- A colorful, multi-colored wall.
- A green field with a white track, with the text 'reel b-roll' below it.
- A diagram of a stadium or arena.
- A modern building with a blue facade.
- A stage with a large screen and the text '#PRECONNECT' below it.
- A person playing a drum set.
- A person playing a guitar.
- A person running on a red track.

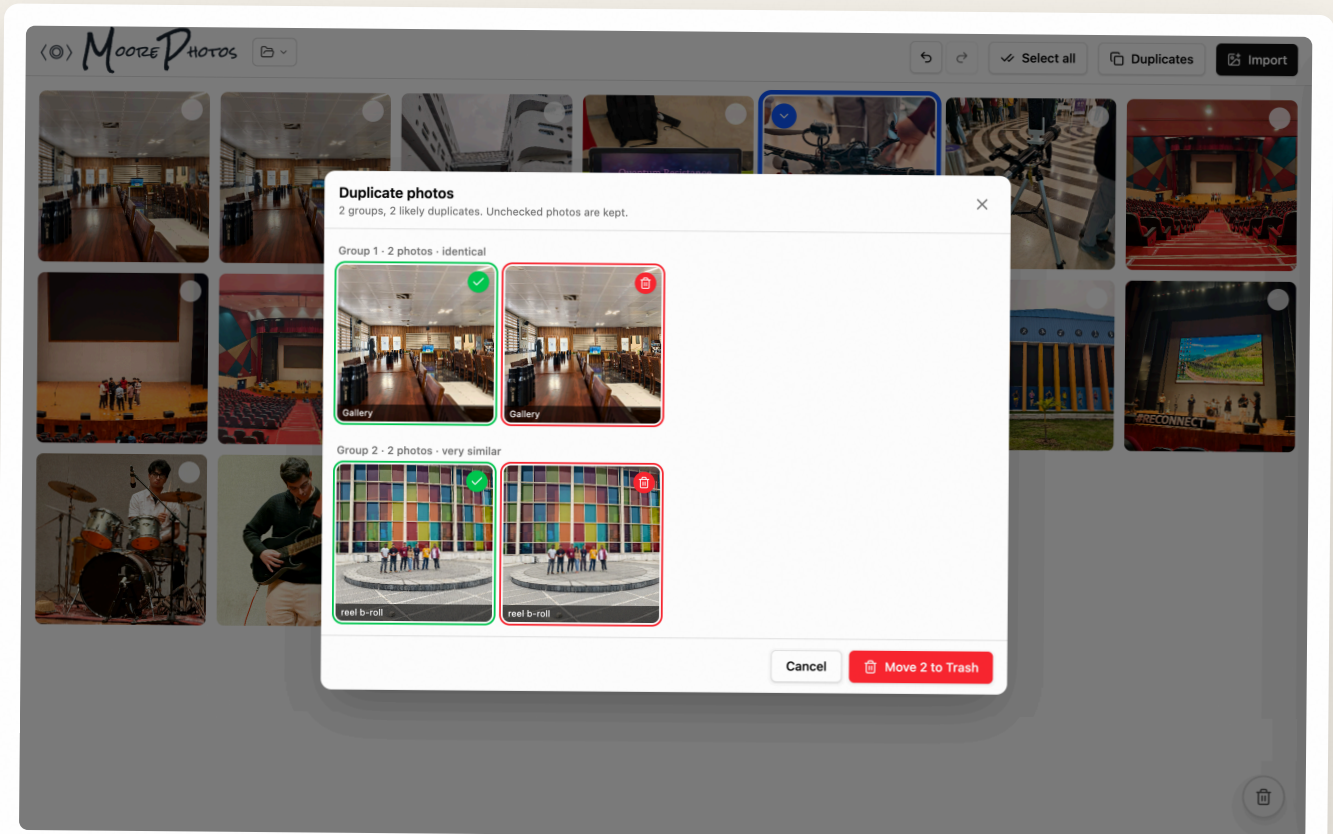
 A trash icon is located in the bottom right corner of the photo grid.

the live app – real photos, color-ringed groups ("instagram · week 1", "reel b-roll"), drag everything anywhere

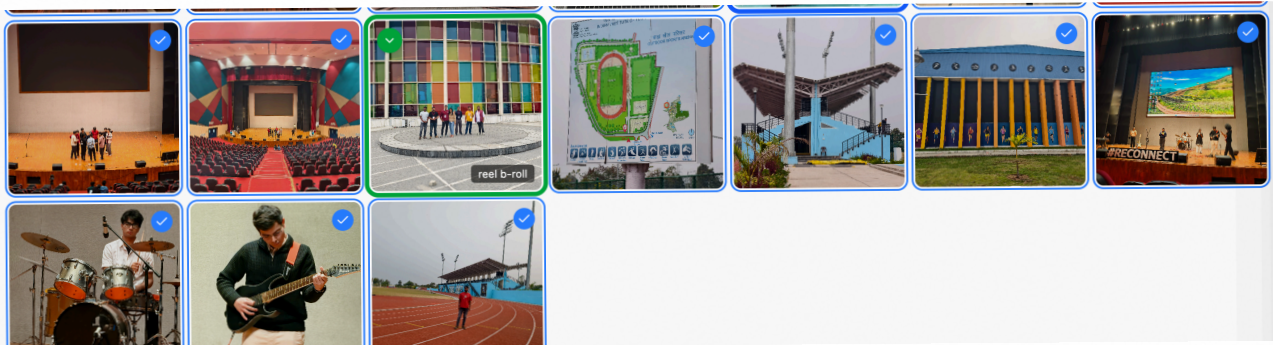
- ◆ **Touch drag works.** Long-press and move – on a phone, with a thumb. The thing she asked for first.
- ◆ **Albums that behave.** Drop a photo onto another group and it goes *into* that group. Titles and notes edit inline, on mobile too.
- ◆ **A real backend.** Her plan data now lives in a proper database with encrypted, server-checked passwords – the reload-wipe bug is dead.

Duplicates, *caught*. Selection, *supercharged*.

One click scans the whole library and groups duplicates – even a resized re-export gets caught, while genuinely different burst shots are left alone. All of it runs on the device: photos are never uploaded to be analyzed.



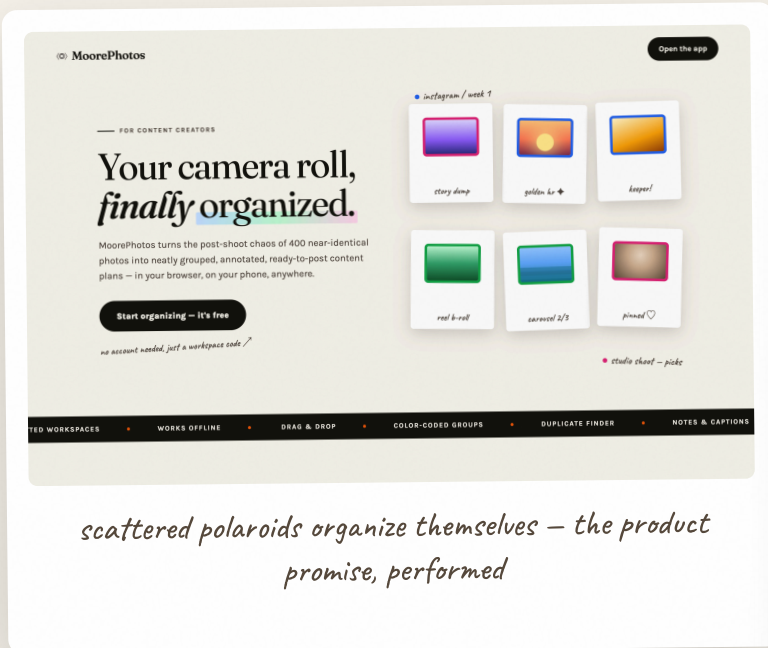
green = keep, red = trash · "identical" and "very similar" called out honestly · one click cleans up



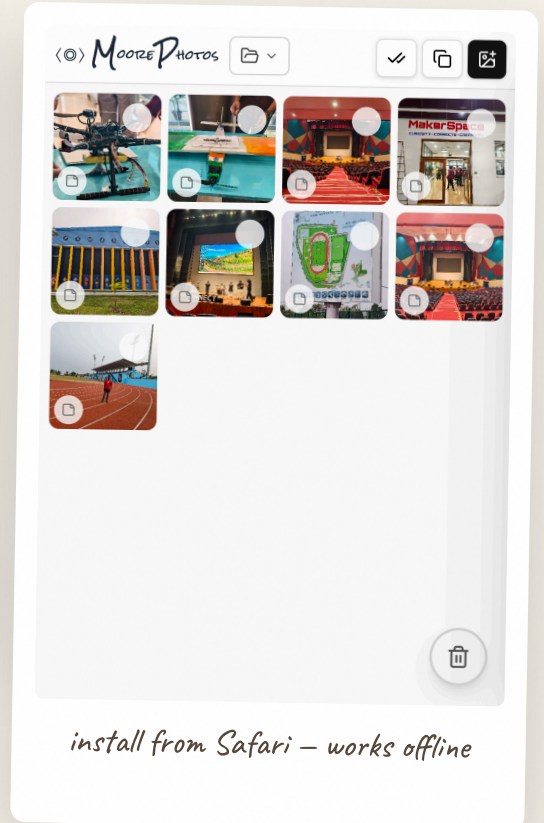
select all (⌘A) → download as zip · share straight to Instagram & WhatsApp from a phone · group · clear

A brand the App Store *requires*.

Apple won't list an app without a public website, screenshots and previews. So MoorePhotos now has a landing page worthy of the product – and the full requirements document lives next to it, one link away, always current.



scattered polaroids organize themselves – the product promise, performed



install from Safari – works offline



PUBLIC WEBSITE (APPLE REQ.)



TESTFLIGHT PATH READY

~2-3 d

TYPICAL REVIEW TIME

From here to *flagship*.



Three small things unlock the next phase

- ◆ **One DNS record** → the app moves to its own address, moorephotos.devpiilot.co.in. **2 MINUTES**
- ◆ **One storage bucket** (~\$5/month) → photos persist forever, on every device. **UNLOCKS PHASE 1**
- ◆ **One conversation** → engagement model, so the posting + analytics phases get scoped right. **FOUNDER + MERRITT**

her next 30 posts are already in her camera roll – let's go find them ✦