

# Tell My Story with Kodak Moments

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## Abstract

*Dramatic changes have occurred in the photo industry since the turn of the century. The disruptive innovations of digital cameras and smartphone cameras have turned the industry on its head, while giving consumers unprecedented ability to capture and share pictures anytime, anywhere.*

*Moving focus from technology development to understanding and addressing consumer needs is critical for success in this rapidly changing landscape. Digital technology is an enabler – allowing consumers to better tell the stories behind their pictures.*

*The My Kodak Moments smartphone app allows consumers to make photo products directly from their smartphone. Tell My Story is a new feature in the app that allows consumers to tell stories with voice and pictures. It was built through a consumer led discovery approach.*

*This talk reviews the development of this new feature at Kodak Alaris.*

## Author Biography

*Jack hails from Cincinnati with a BS degree in Chemical Engineering from the University of Cincinnati. He had a long 30 year ride with the Eastman Kodak Company, working initially in silver halide research and product development, and then in digital product marketing.*

*In 2001, Jack completed a Master's degree in Product Development from the Rochester Institute of Technology. He subsequently moved from silver halide into digital as product/portfolio manager of photo printers, digital frames, digital cameras, inkjet printers, and smartphone apps. Jack has served on the Board of the Mobile Imaging and Printing Consortium representing Eastman Kodak Company.*

*In 2013, Jack joined the newly formed spin-off Kodak Alaris, and now serves as product owner of smartphone apps and champion for consumer led product development processes.*