

Chick & Lilay in Paris



Your camera roll, geographically sliced.

Claude Code Cursor Vercel Supabase Mapbox

Solo: Research, Design, Build

February 2026 – July 2026

5 iterations 4 cities

Mrinalini Keskar



For Gen-Z, **place** is identity.

i like the idea of
being a teenage girl
in socal

Our experiences of
places were scattered
across different
products.

Separately, they
become difficult to
retrieve or share.



Product	Holds	Indexed by
Instagram	The polished moment	Audience
Camera Roll	Everything	Time
iMessage	The reaction	Person
Maps	The coordinate	Place, but holds nothing

Maps is the only one organized by place, and it's the only one with no memory in it.

How do we piece together the fragments of experiencing a city
across multiple mediums,
encapsulating the mood,
without collapsing into hyper-performance?

Principles

All media is treated as equal

Photos, screenshots, text posts, even emojis

Geography is the primary axis

Everything is tied back to a place

No likes or followers, yet.

Anti-performance

MVP Scope

In

Photos, Text, Emoji

Location Tagging

Single-User(s)
(Me & Esmé)

Out

Video

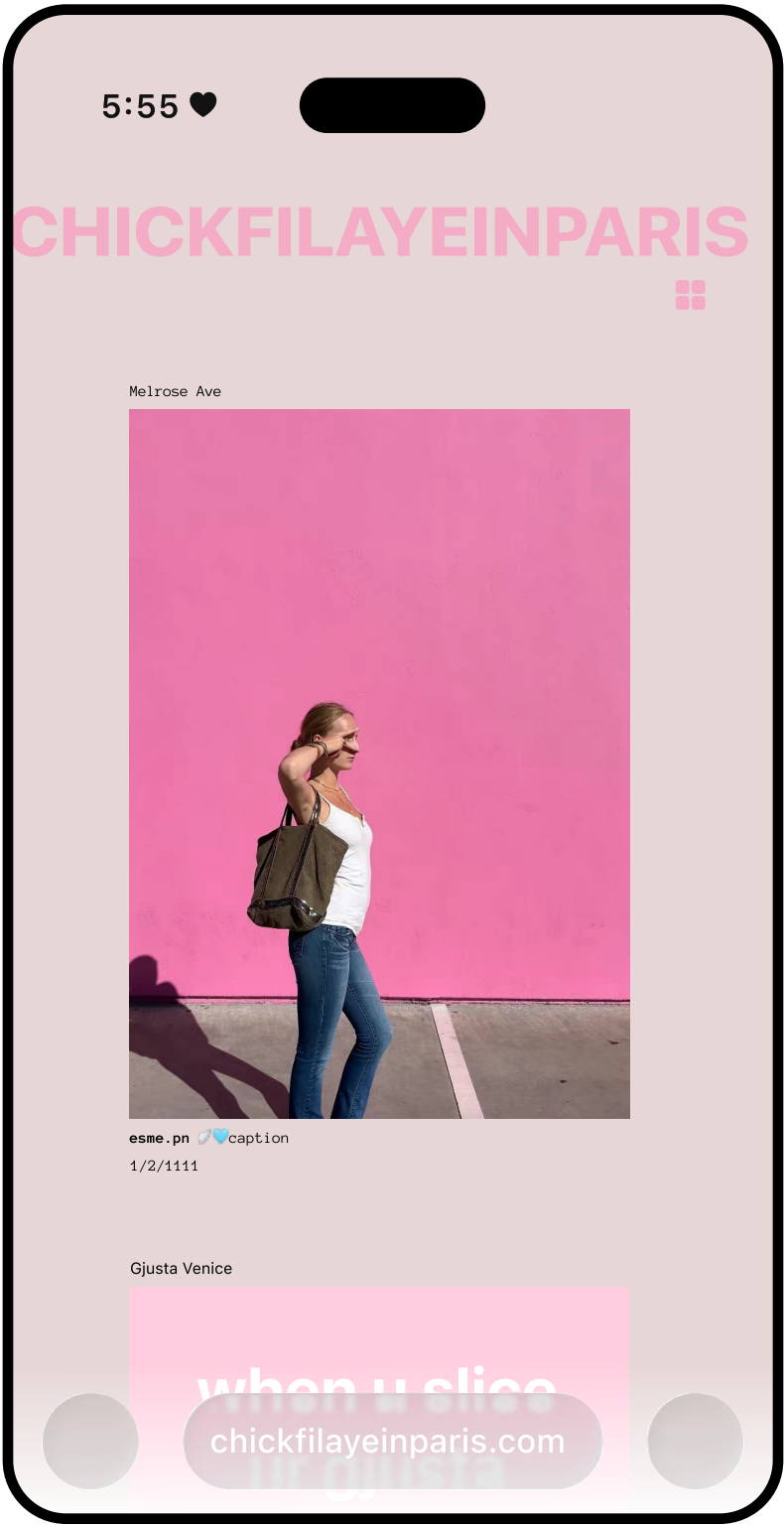
Algorithmic Discovery

Multi-User Accounts

5 Versions in 5 months



V1: Feed Feb 2026



Shipped in one day

Scrollable feed, static location tags

Learning: Endless scroll not conducive to importance on certain places & accumulation of content

V2: Sticker Board Mar 2026



V2.5: Hover + Repel Sticker Board



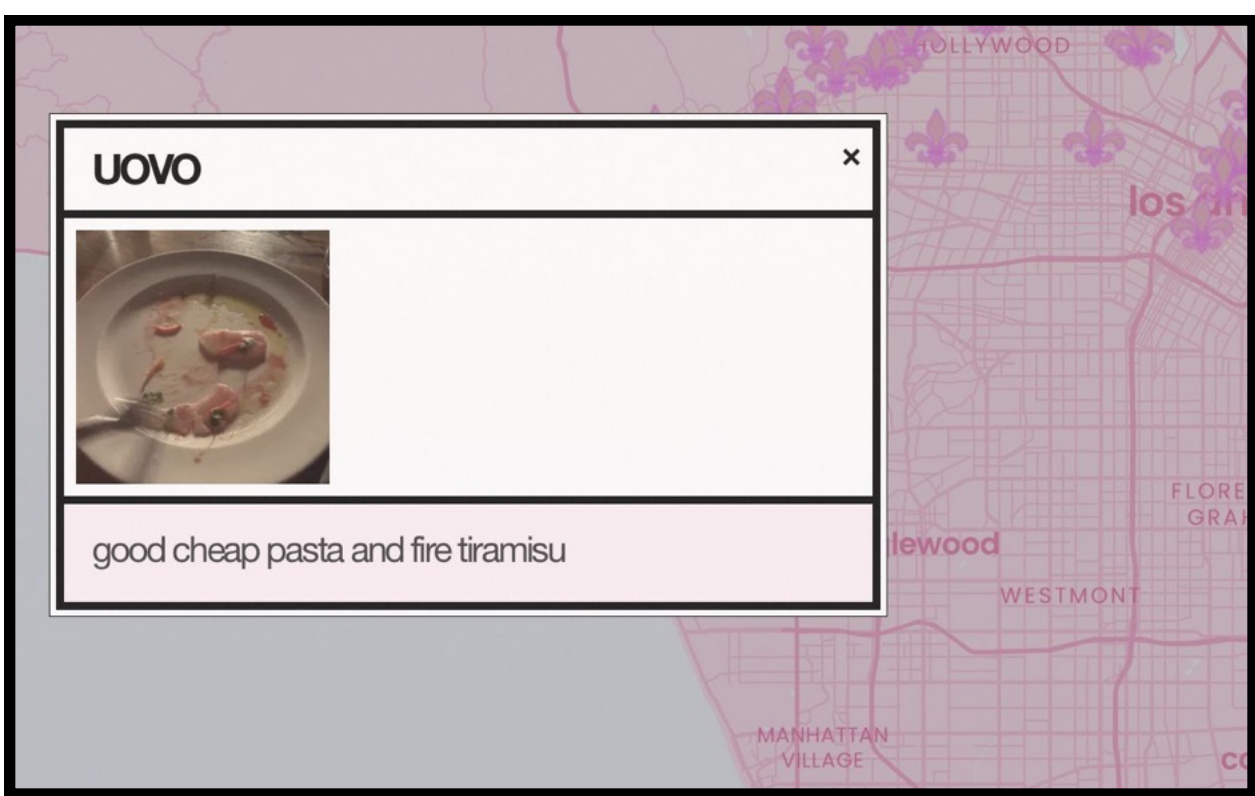
Apr 2026

Polaroid styling

Cursor interactions for added texture and play on desktop

Learning: Mobile needs its own texture

V3: Static Map + Notes Mar 2026

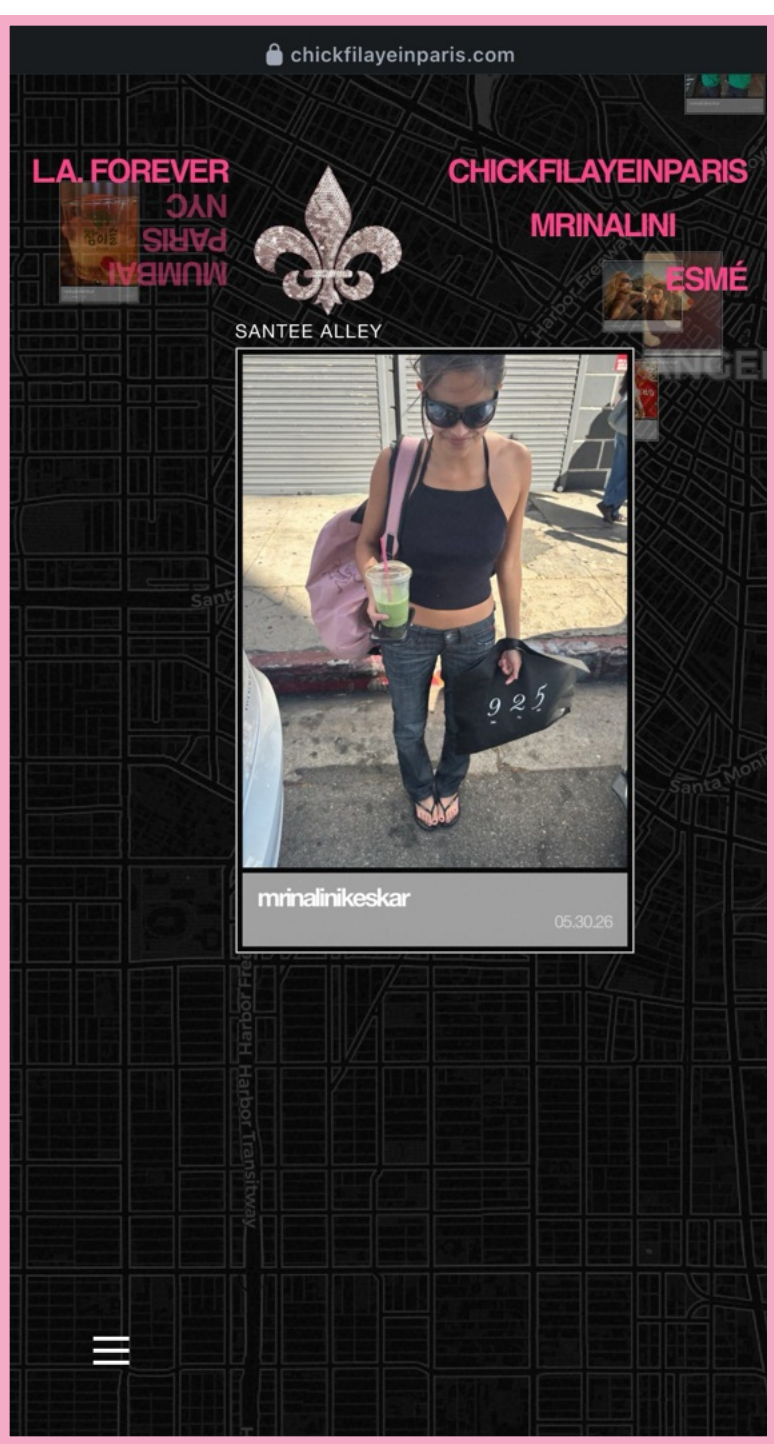


Leaflet integration

Static map with pinned location linked back to posts

Learning: Location and geography is integral to the main product

V4: Mobile Map Jun 2026



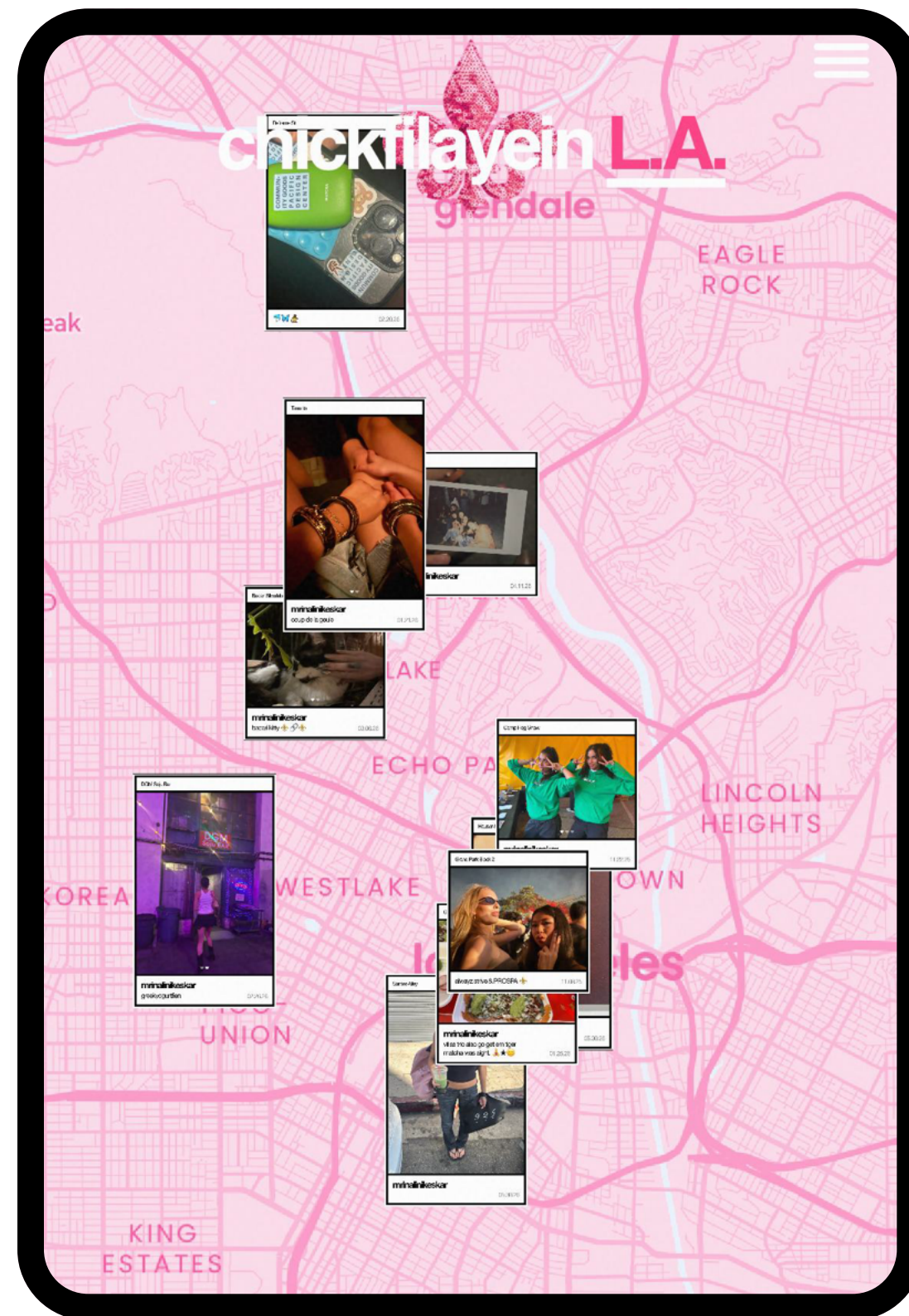
Map-first mobile experience

Snap-to-post navigation

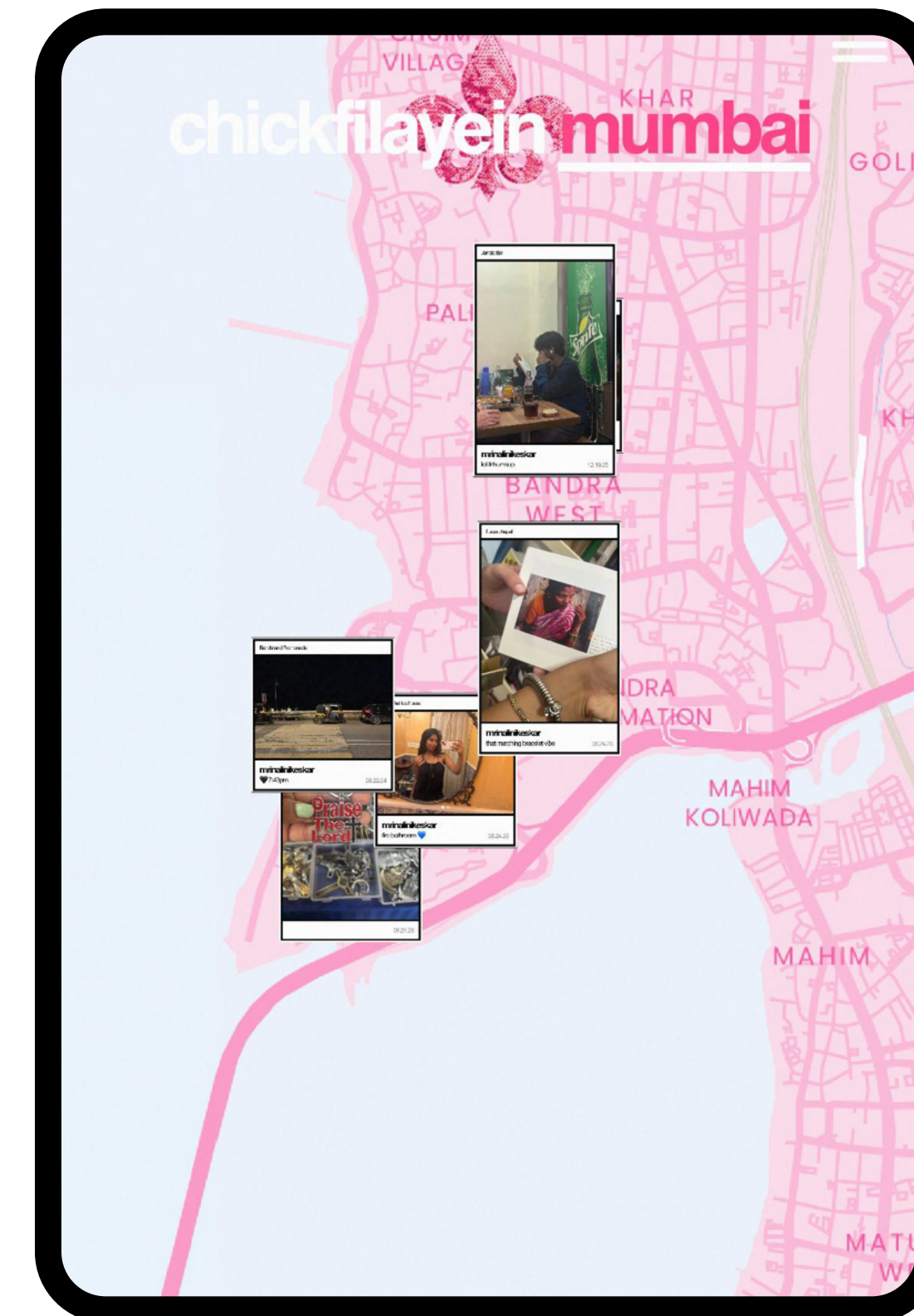
Learning: Camera roll metaphor is stronger, linear swipe between posts limits discovery

V5 A city through memories,
A camera roll geographically sliced.

Memories clustered together by location

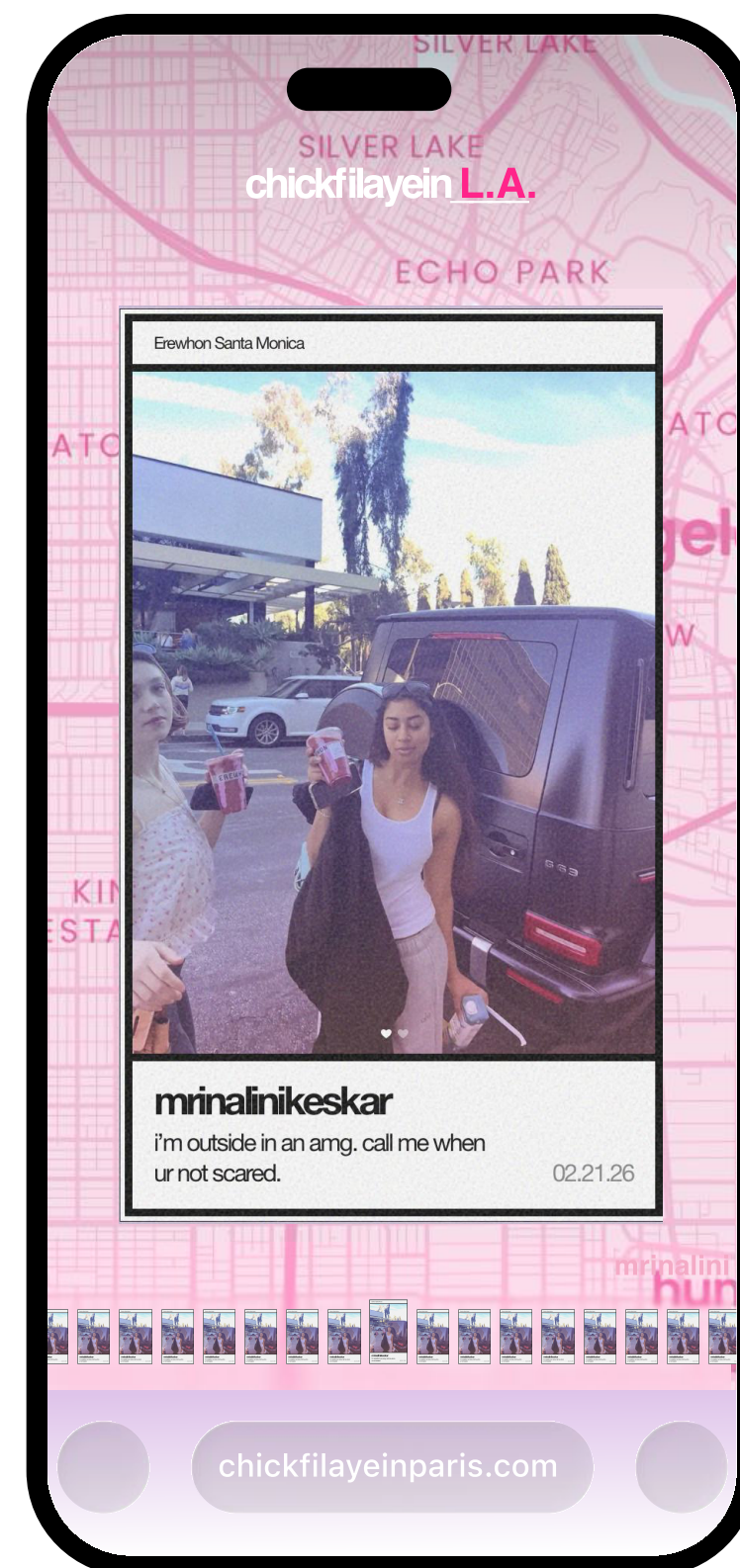


Downtown, Los Angeles



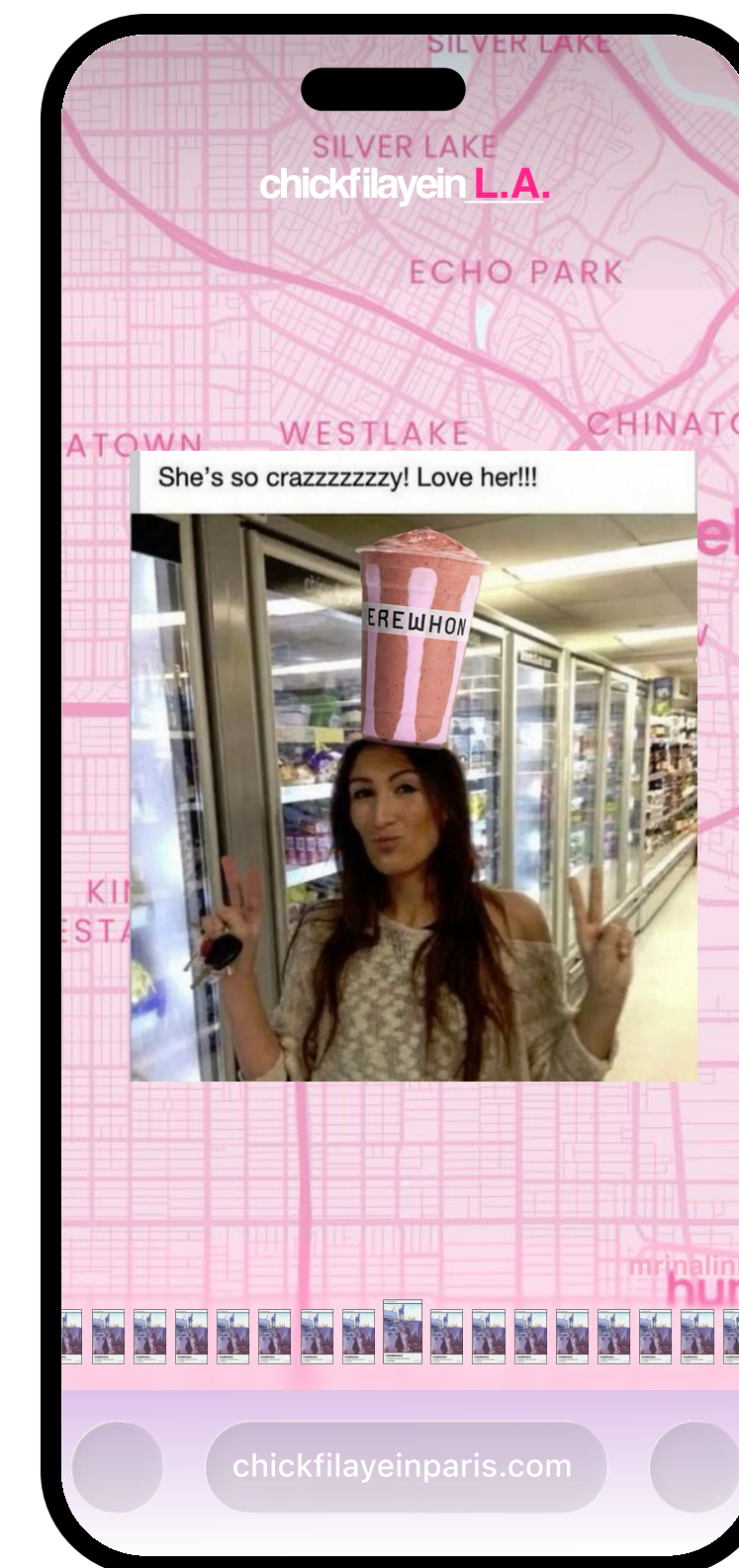
Bandra, Mumbai

Tap a pin, see everything that happened there, that day

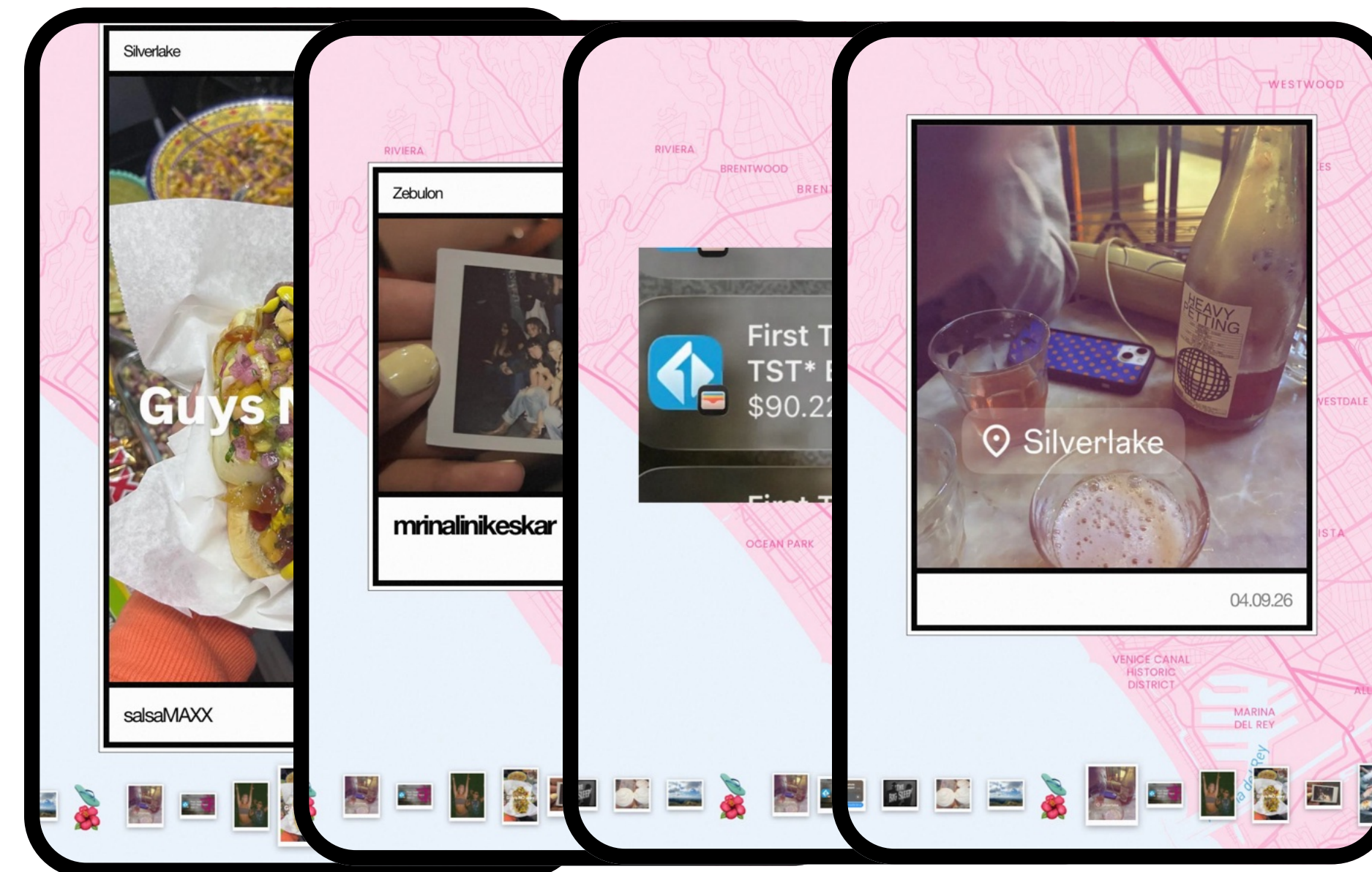


Erewhon Santa Monica

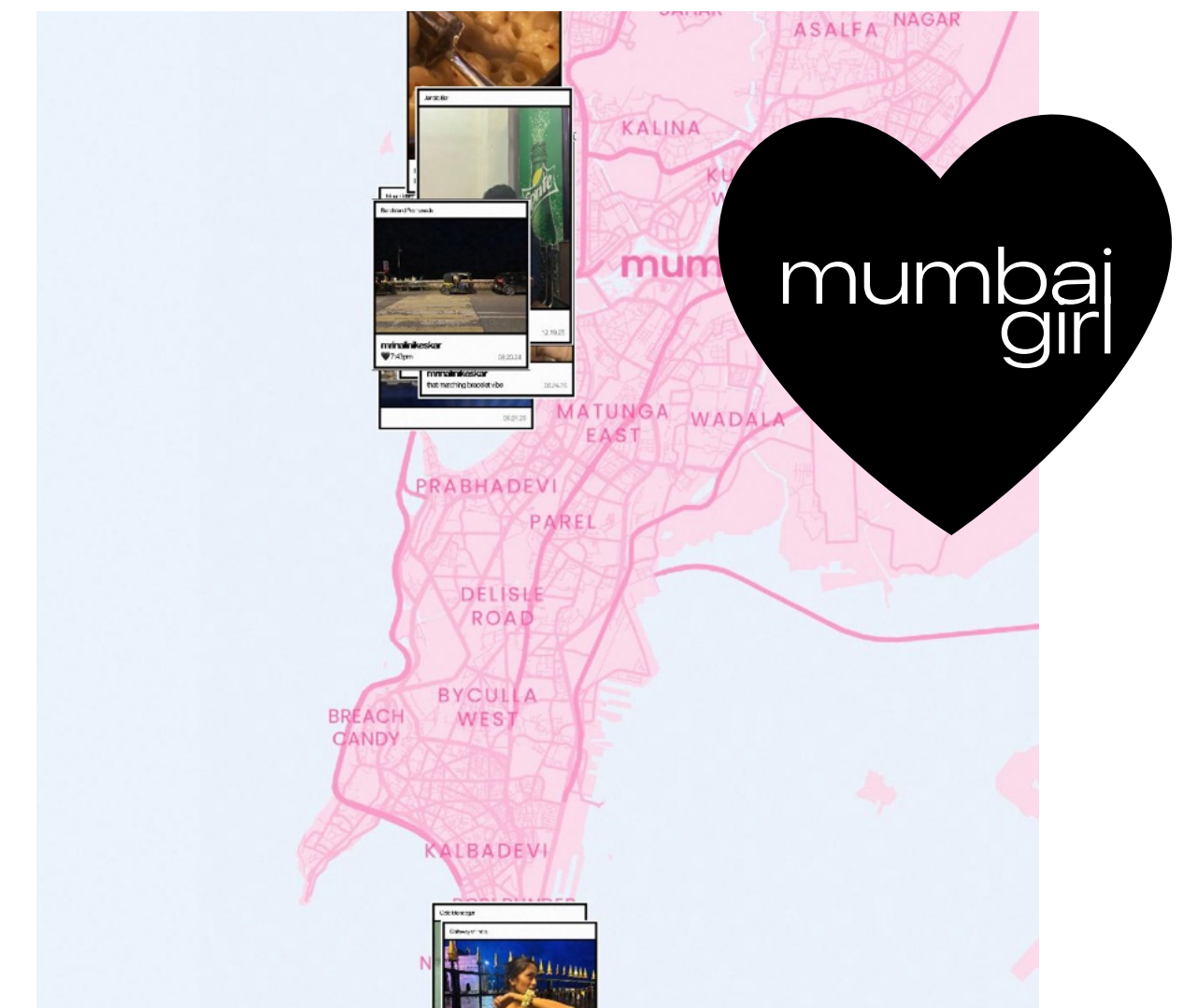
Feb 21, 2026



Swipe or scrub through time. All media types. Chronological.



An April weekend in LA across Silverlake & Pasadena...



Your digital footprint, in the cities you love.



Logo
fleur-de-lis

**CHIC FILLES À PARIS **
CHICK FILAY IN PARIS

chickfilayeinparis

Eating Chick-fil-a in Paris:
delusional, ironic, luxury

Identity



Pink Map

Custom, designed on
Mapbox

Typeface
Helvetica



Digital Polaroid
future nostalgia

Identity as a product system

pink maps: soft, subjective geography rather than institutional cartography

polaroids: a familiar symbol of memory, but reinterpreted digitally

digital controls and scrubbing: camera-roll fluency

irregular sizes and raw formats: emotional importance isn't determined by image quality

motion and repulsion: the archive feels handled, alive and slightly unruly

#nostos / future nostalgia: documenting something while already anticipating how it will be remembered

Since creating the camera roll, and expanding to 4 cities,

I've been using it go back through years of photos in Mumbai to log how I've explored the city.

chickfilayeinLA does what I originally wanted: LA recs textured with jokes, the outfits, the food.

Because it's tied to place and annotated, I return to it more than my actual camera roll.

It feels more like an archive to rewatch and reminisce with.

117 posts across 4 cities 5 iterations shipped

Limitations

No user accounts yet (single contributor)

No native app (web only)

Discovery interaction still evolving

Engagement interactions still evolving

No revenue model

What I'd Test Next

Filter the camera roll by neighborhood: what patterns appear over time in the same place?

Friend engagements: how do memories evolve with continuous annotation from your circle?