

# **MemeMaster Design Document**

## **Team O.L.S.G.**

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## **User Profiling**

The target user for our website is those that largely identify themselves with the online community and spend a large portion of their free time consuming popular internet memes and other such online content. These memes and gifs are popularized on sites such as, but not limited to, Facebook, reddit, imgur, 9gag, 4chan, etc and are able to be quickly viewed by our users. However, a problem arises when the user in turn attempts to share his or her experience with their circle of friends or the internet community at large. The process of searching for and collecting images and gifs is complicated by the user having to save each and every meme they come across to a local destination without any form of organization or quick access. Alternatively, the user may attempt to keep all of his or her findings open in multiple browser tabs which is even worse when trying to quickly browse the user's saved content in between browsing sessions. Clearly, there must be a better way.

## **Interaction**

In order to solve this problem, our website serves to provide an online repository where users may bookmark and save any image or gifs they may find. By implementing a chrome extension that allows users to save image objects to the repository while browsing the internet, we can provide the most beneficial user functionality with no detriment to browser functionality or user behavior. In addition to this, visiting the actual MemeMaster site will allow users to easily browse and search previously saved image objects while using any number of filters and tags to further define the specificity of their search. This allows us to solve the user's problem of saving *and* accessing his or her collection of images and gifs.

## **Features**

With the MemeMaster chrome extension installed, the user will be able to save any image or gifs he or she may come across while browsing the internet. This is done by a subtle overlaid save icon placed over the image objects on the viewed page that when clicked, will automatically save the image to the user's account page on the actual MemeMaster site. When doing this, a small sub-window will pop up which will provide fields for the user to provide a 0 to 5 star rating and any number of identifying tags as well as any additional notes. This rating

and tagging is optional in case the user just wants to quickly save the image object and continue browsing (tags and rating information can be later edited at the MemeMaster site).

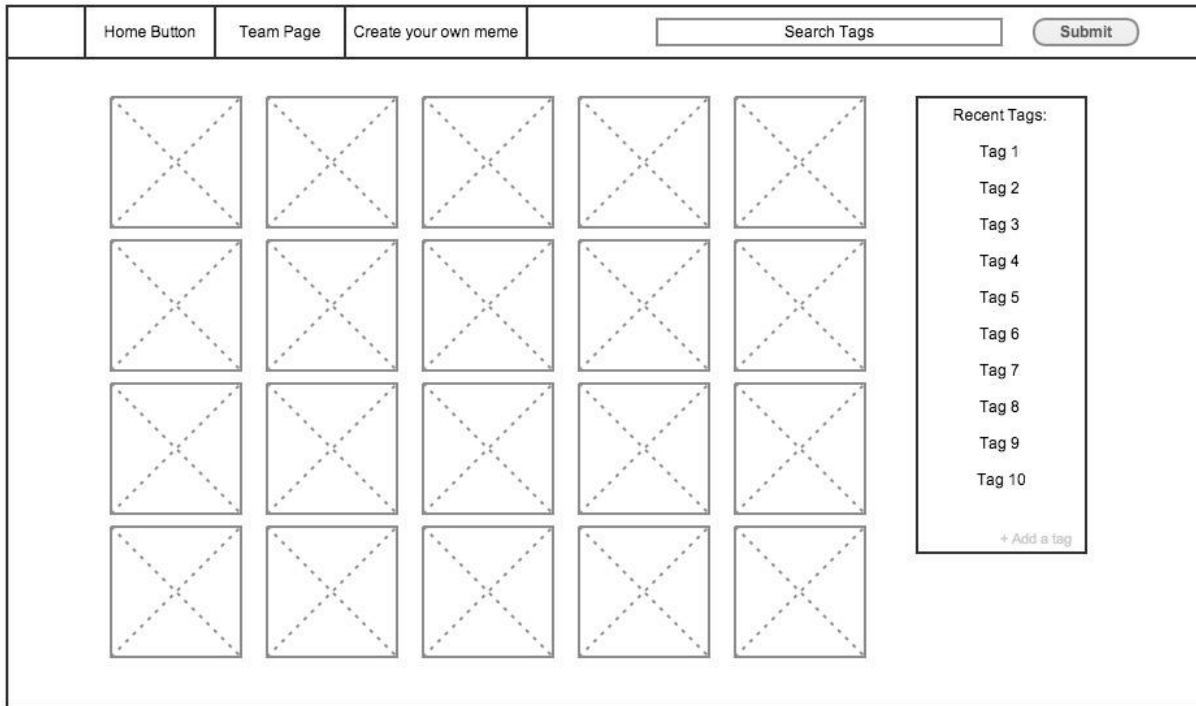
When visiting the actual site, the user will be able to view his or her collection of images. While the images are sorted by default by 'most recently added', the user will be able to sort the images by time/day saved, star rating, tags, and name of image (to name just a few) through a side navbar. Furthermore, the user may search for a specific image object by using the search bar kept on the top of the view window. He or she may search through any number of search terms such as the image's tag or URL.

### **Interface**

Because the focus of the site are the images saved by the user, the site will be kept minimal in order to prevent drawing the user's attention away from his or her collection. Two navbars are implemented to the side and top to provide easy access to organizational tools. In particular, the top navbar containing the search bar will be kept at the top of the view window as the user scrolls through the page in order to provide continual access to search functionality.

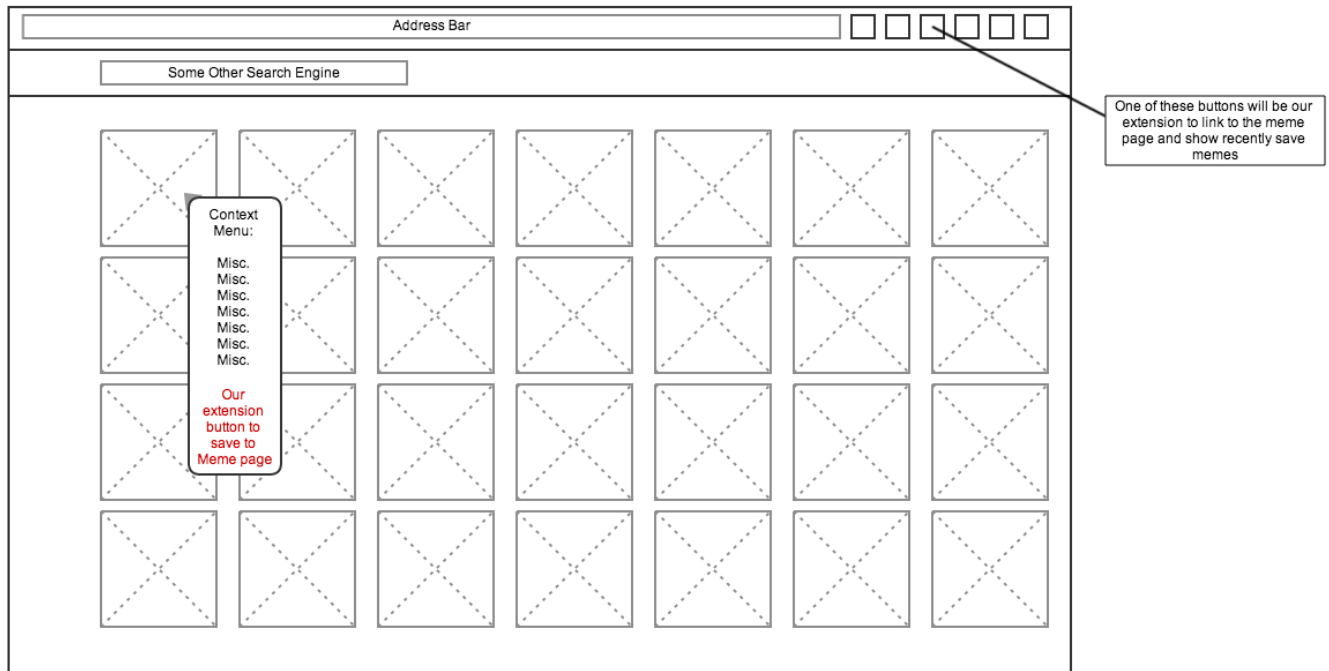
## Wireframe Model

### Main Page



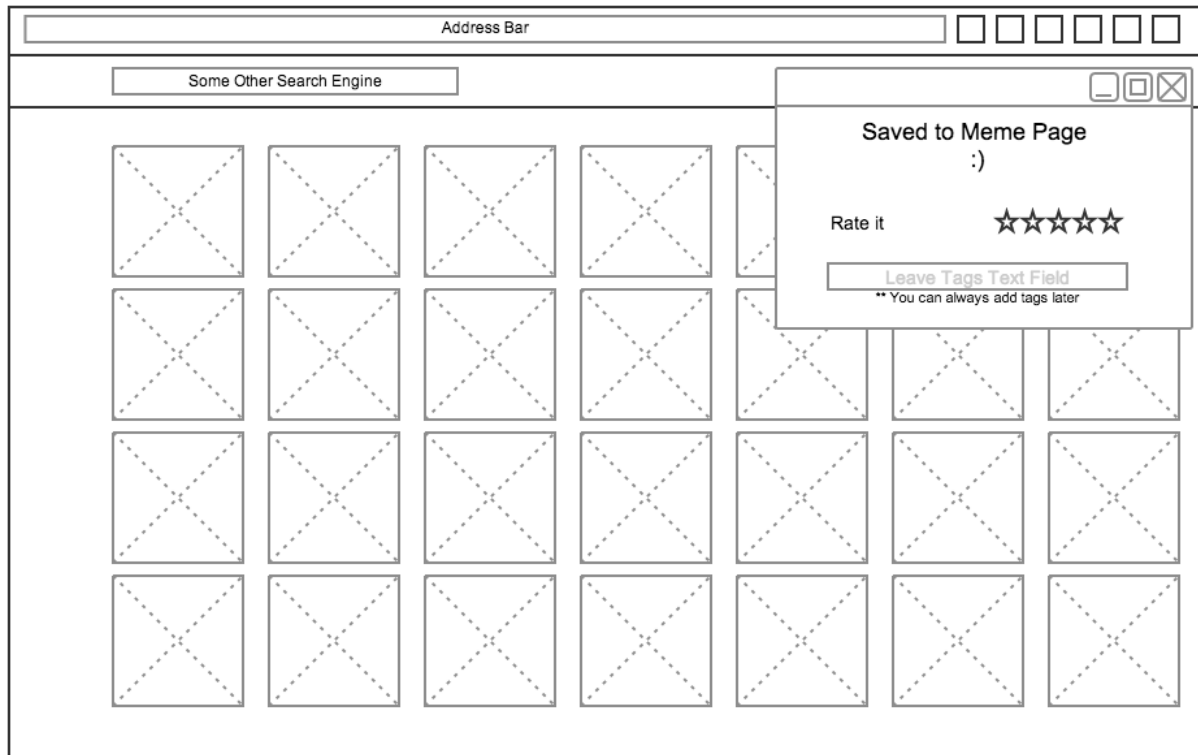
This is the wireframe model for the front page of the MemeMaster site. It features the image objects saved by the user as the main portion of the website. The top of the page has a nav bar that is fixed to the top of the window so that it provides easy access to the search bar and creation tools. The right side of the page also carries a fixed window that provides similar access to any recently used search tags so that the user can find and retrieve his or her most relevant saved content.

## Chrome Extension Context



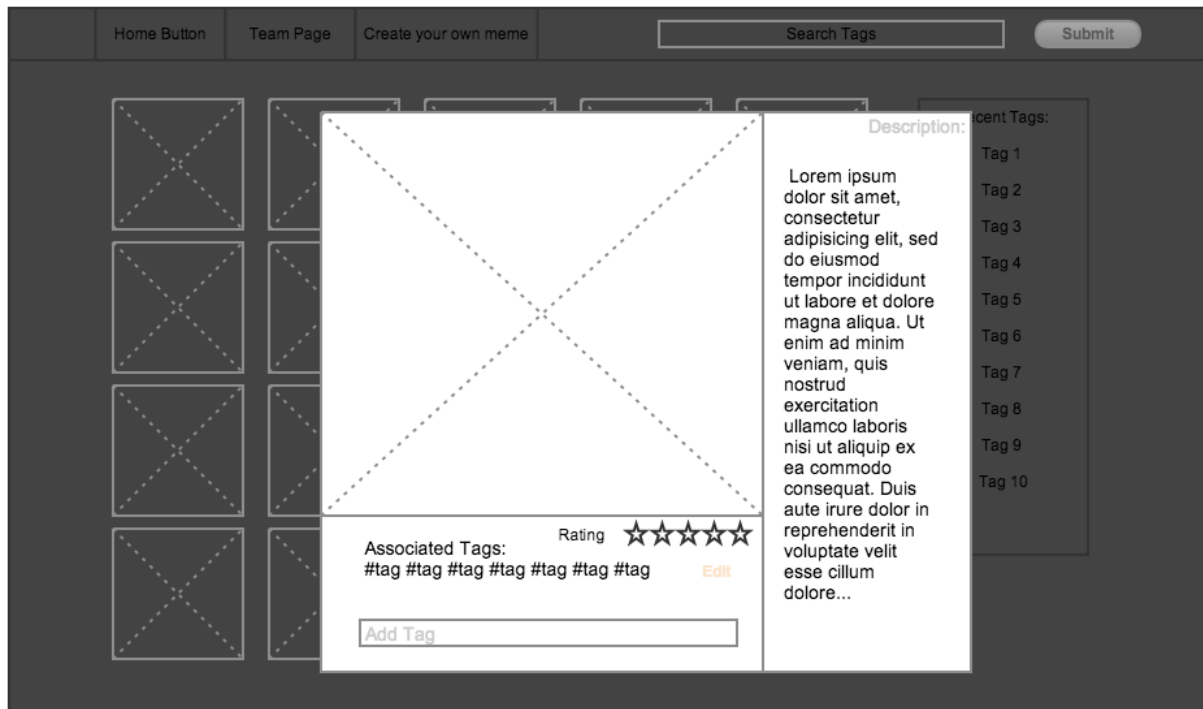
This is a sample page of the paired chrome extension to our project. The chrome extension allows the user to quickly save images to his or her repository on the MemeMaster site while on any site. For example, while using a particular search engine, the user may find an image object that he or she may want to save. Having the extension installed will allow the user to click on the image and bring up a context menu that will save the image to the Meme page. By clicking the chrome extension button on the browser itself (shown on the top right of the wireframe), the user will be able to quickly view recently saved images and memes by use of a smaller popup window.

## Extension Display Window



Once the user finds an image and saves it using the context menu, a small popup window will display that allows the user to follow up the save action and assign custom tags to the image for categorization. The user will also be able to assign a rating which serves to provide a means of further organization and easy access when visiting the Meme page later.

## Meme Selected Window



On the MemeMaster main page, once the user has clicked on one of his or her saved images, a window will display a magnified version of the image as well as the description, tags, rating, and other information that the user may have assigned to the image. These tags and descriptions are able to be edited or be added to on this window.