



THESIS DEFENSE

CLÉMENTINE CUREL





Introduction

ALGOSUP

Sister's Weeding

Frustrations





Research Question

How does the combination of frictionless onboarding and photo limitation influence participation and content quality in ephemeral mobile photo apps?

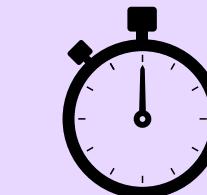
Photo Quota

Domination
Thoughtful Choice



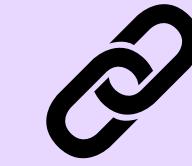
Reveal Modes

Atmosphere
Engagement



Onboarding

Full App vs. App Clip



Methodology

01

DESIGN

- Constraints
- Frictionless

02

TECHNICAL DEVELOPMENT



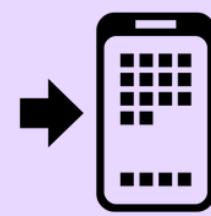
03

FIELD TESTS

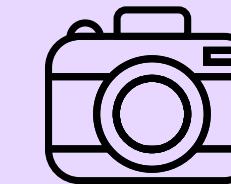
- Social Context
- Behaviour

Findings & Analysis

Onboarding
&
App Clip



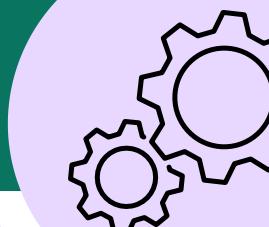
Constraints
&
Reveal Mechanics



Social Adoption
&
Context



Technical
&
Practical Outcomes



Onboarding & App Clip



Festival (Main App)

50 / 38 / 22

Strangers

Download = hesitation



App Clip (Later)

No installation

Solved onboarding friction

Dropped participation



Download = Friction

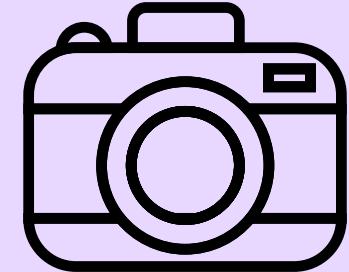
Camera + Upload = Full Adoption

Constraints & Reveal



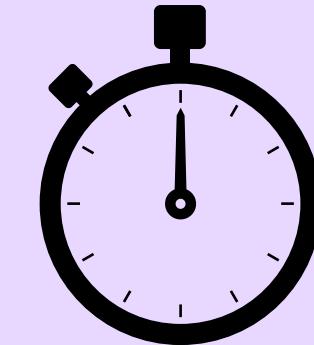
Photo Quota

- Prevented domination
- Thoughtful choices
- Pictures right away



Reveal Modes

- Instant → playful
- Later → anticipation



Social Adoption & Context

SMALL GROUPS

4 - 14 people

- Filled quota
- **High** contribution

FESTIVAL

~50 people

- Social context
- **Weak** contribution

BIRTHDAY

~50 people

- **High** contribution
- Extra organisation

Technical & Practical Outcomes

TECHNICAL

- Quotas & reveal enforceable (Firestore)
- App Clip via REST API

LIMITS

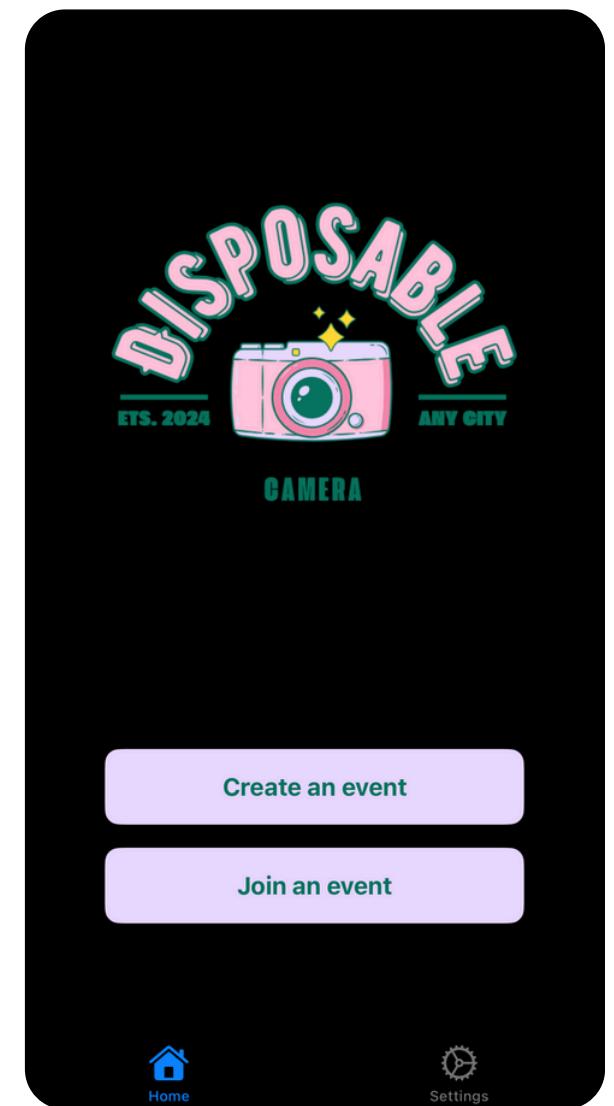
- iOS only
- Tech barrier for some users

RISKS

- Novelty effect
- Android Instant Apps discontinued (Dec 2025)



From Findings to Solution

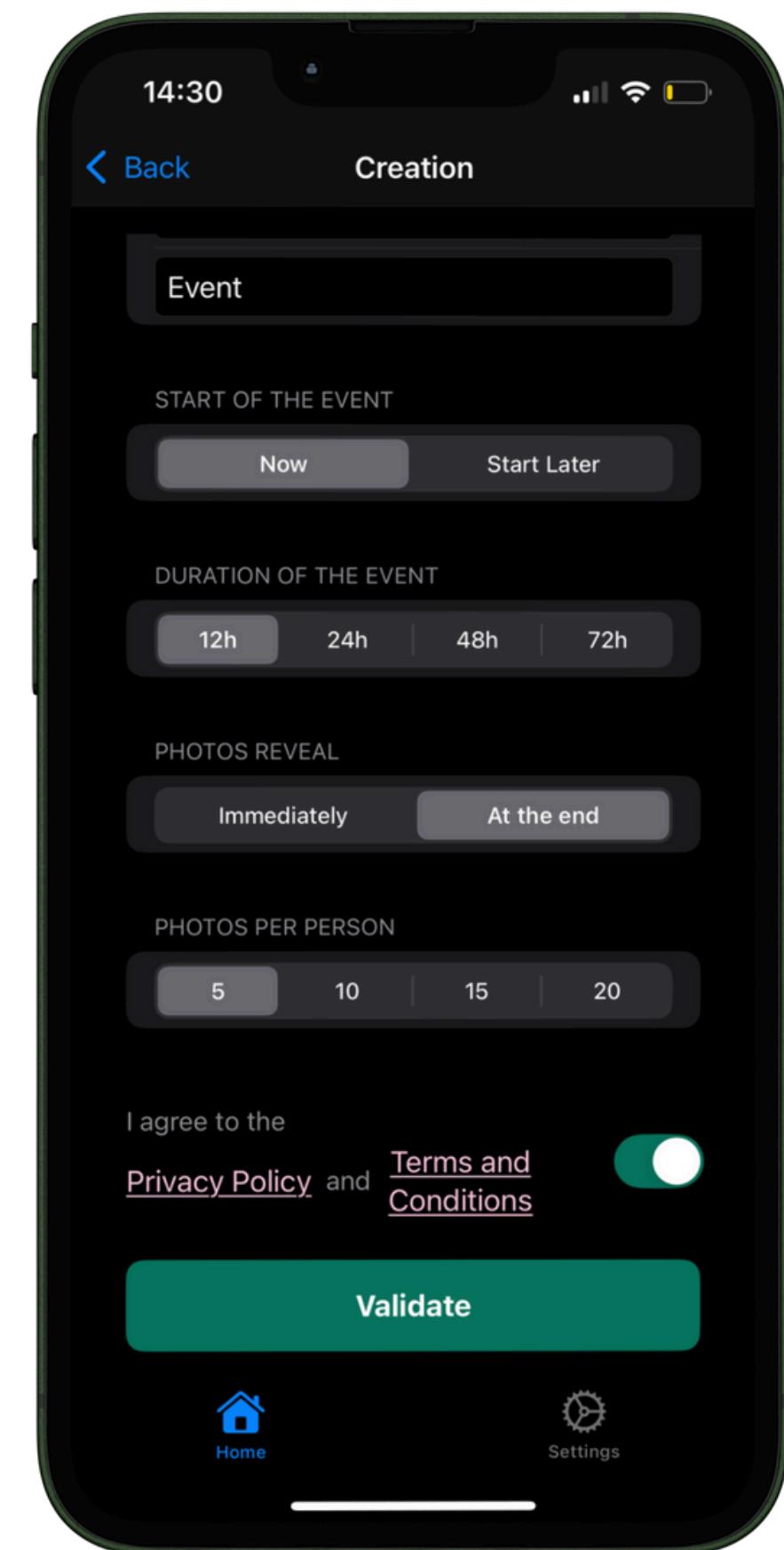


Event Creation

Name & Organiser

Duration & Reveal

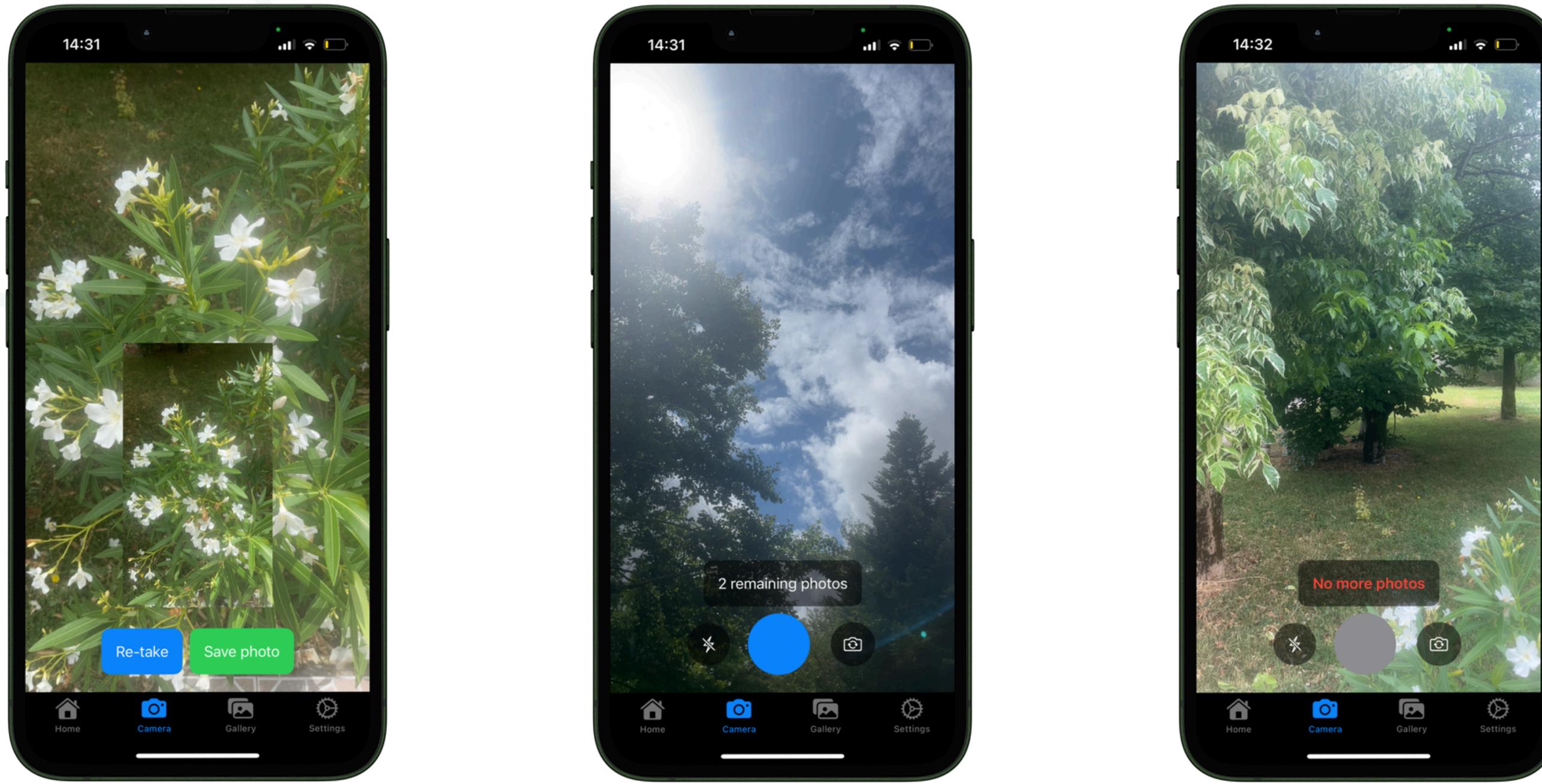
Photo Quotas



Joining an Event

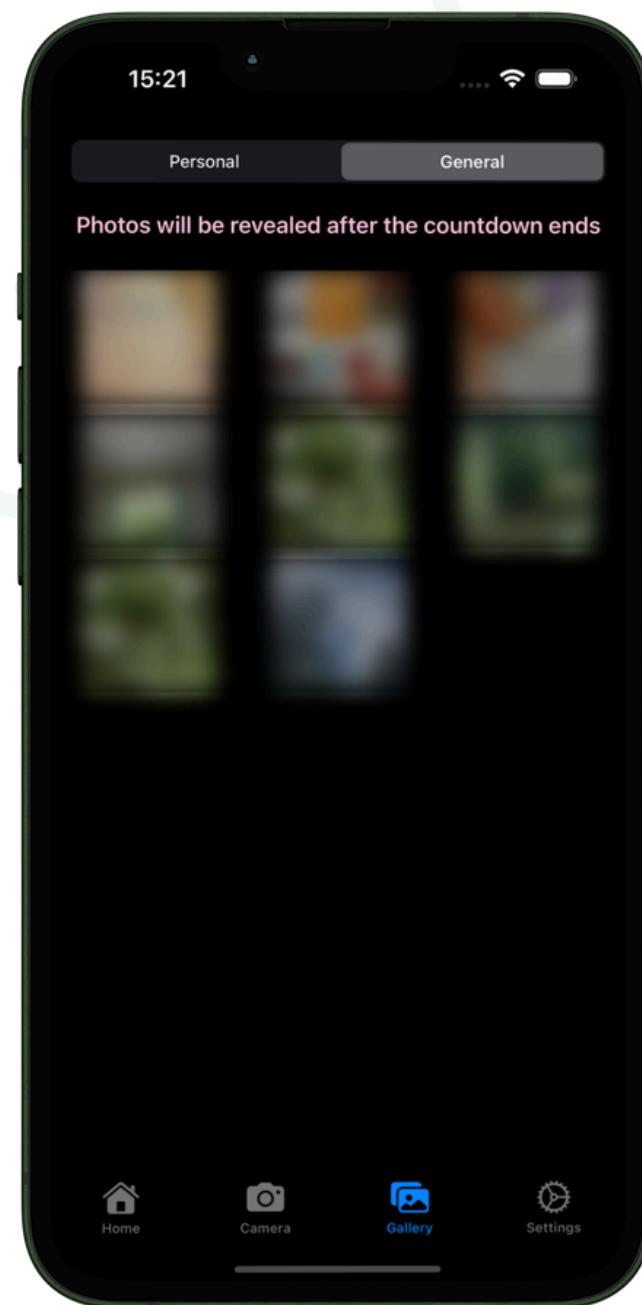


Camera

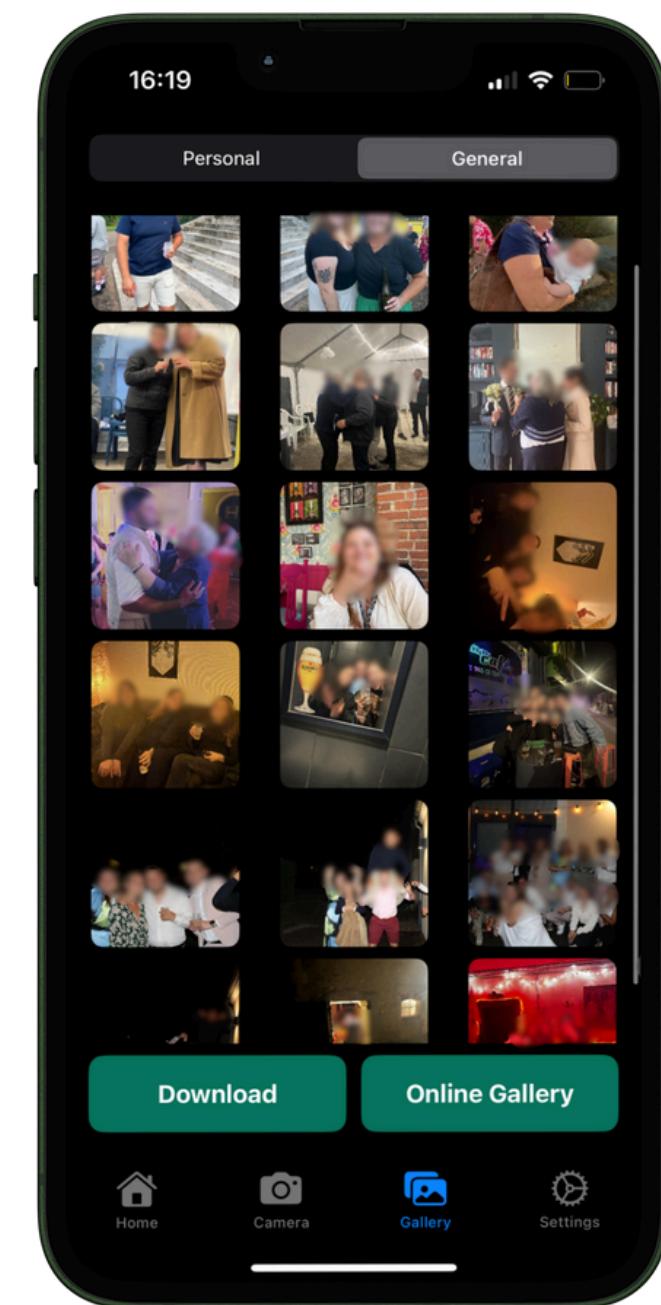




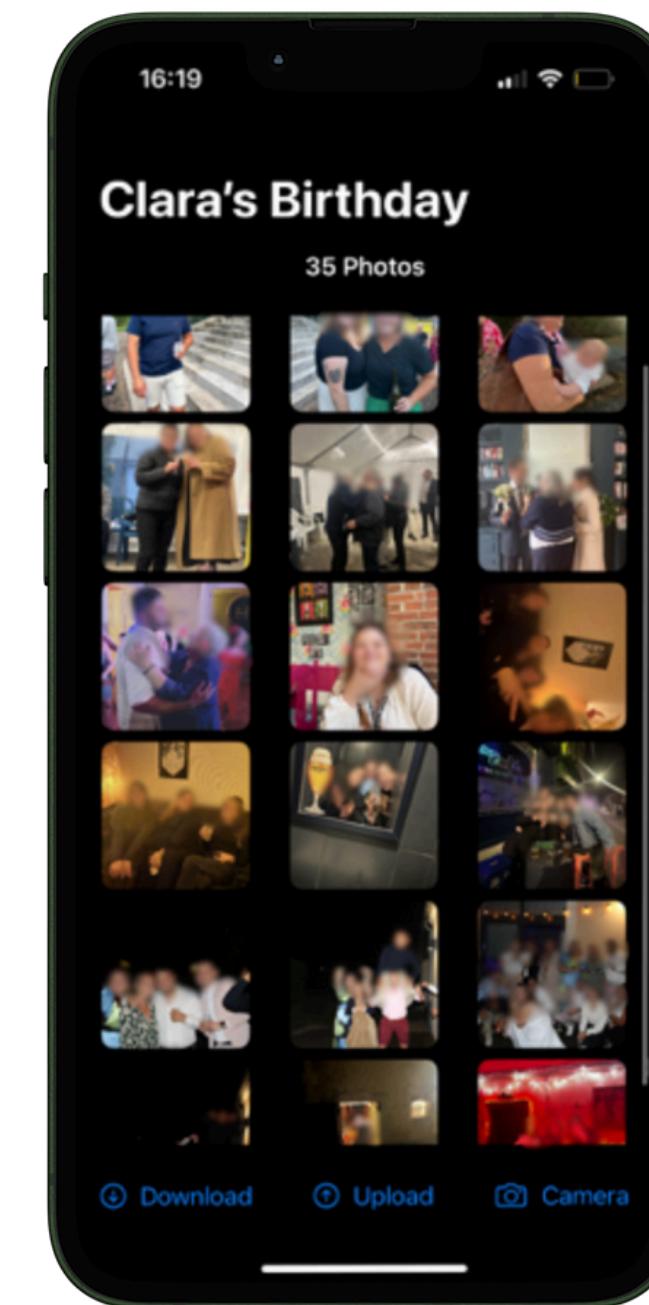
Gallery



Reveal later



Main App



App Clip



Conclusion

- How does the combination of frictionless onboarding and photo limitation influence participation and content quality in ephemeral mobile photo apps?

ANSWERS

- Constraints → fairness & creativity
- Frictionless onboarding → App Clip adoption

LIMITS

- iOS-only
- QR/App Store friction
- Novelty effect

FUTURE

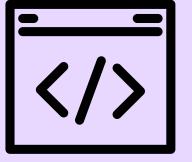
- Android/web alternatives
- GDPR & privacy compliance
- Printing / premium event packs



AI Usage

Technical Support

Code Guidance



Debugging



REST API Workaround





AI Usage

Writing & Structure

Outline and Flow



Bibliography
Formatting



English Clarity

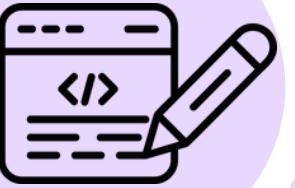




AI Usage

Testing & Specifications

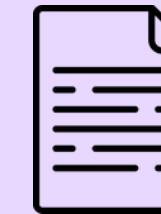
Test Cases



Edge Cases



Technical Documentation





AI Usage

Oral Presentation

Slide Design



Time Management



Q&A

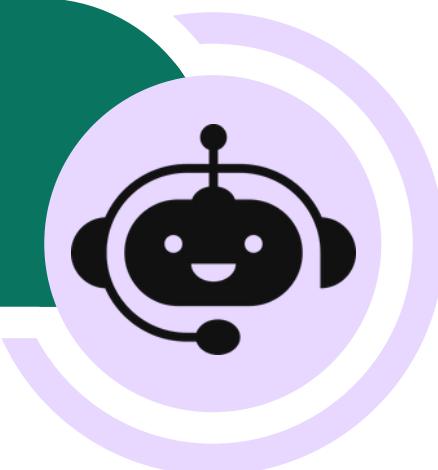




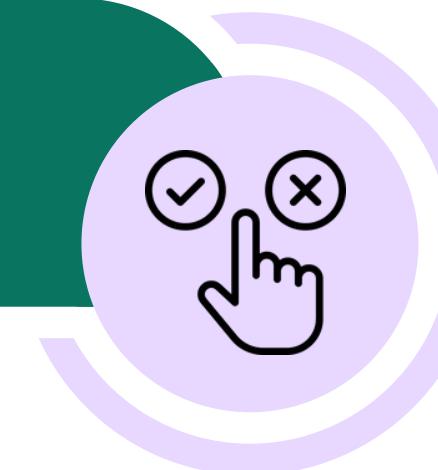
AI Usage

Responsible Use

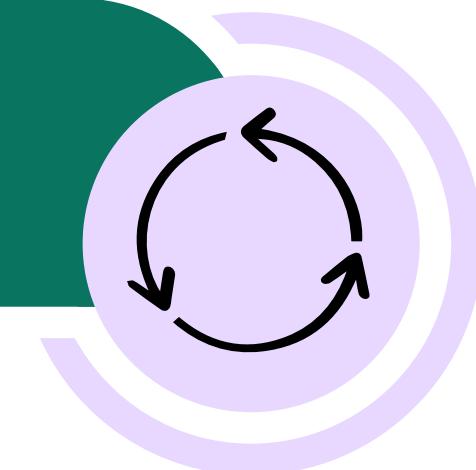
Not A Replacement



Final Decision



Iterative Loop





THANKS
FOR YOUR ATTENTION



Clémentine Curel

 clementinecurel

 curelclementine@yahoo.com

 www.disposableapp.xyz



Key References & Concepts



Donald Norman
Constraints in Design
Limits guide user behaviour



Nielsen Norman Group
Frictionless UX
Reduce barriers = higher adoption



Ann Cavoukian
Privacy by Design
Privacy built-in by default



The Verge, TechCrunch
Authenticity trend
Digital disposable camera revival