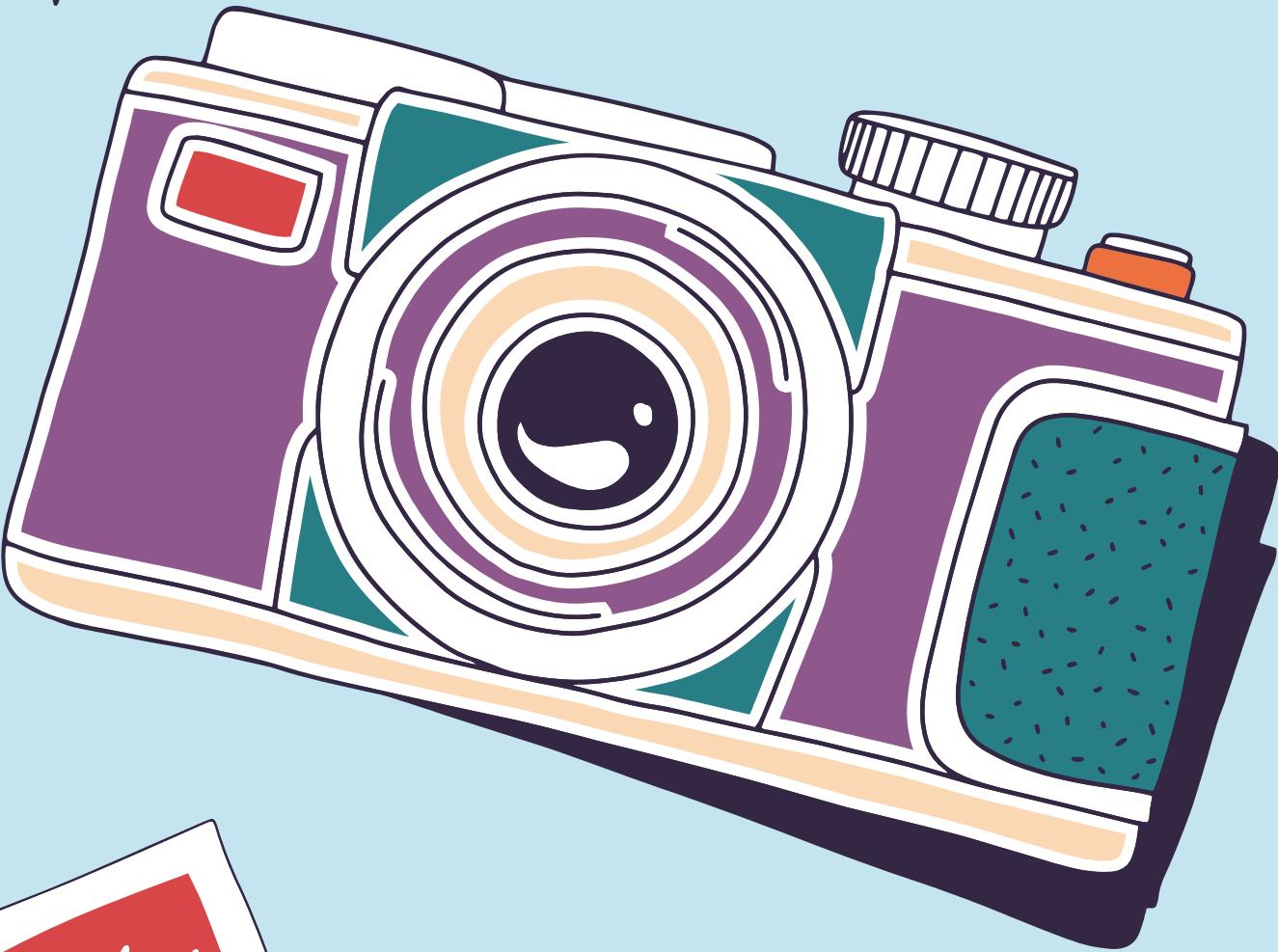


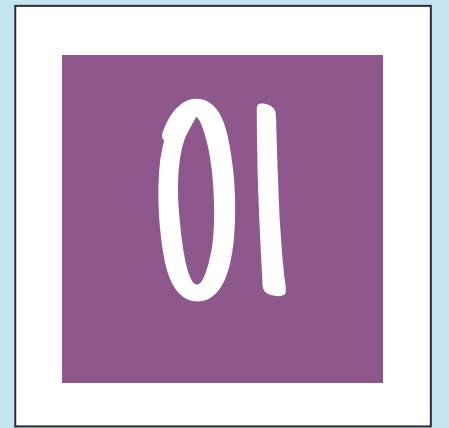


FRAME

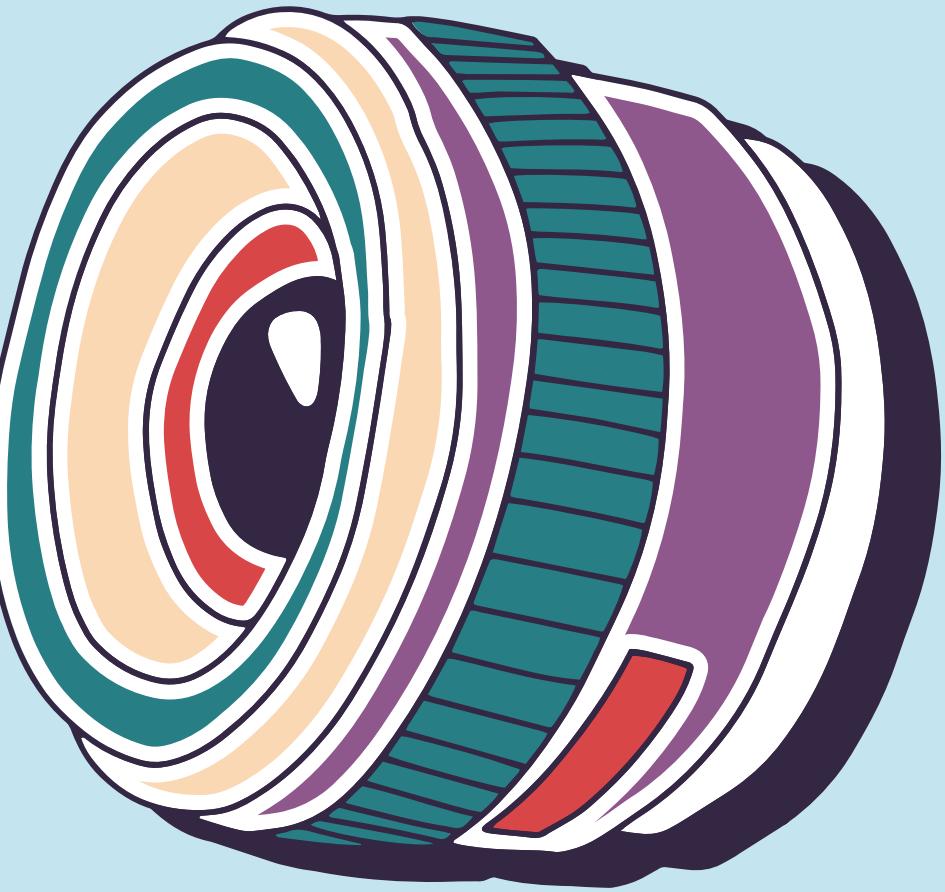
Memories shouldn't be work!

Capturing moments is effortless,
remembering them isn't.



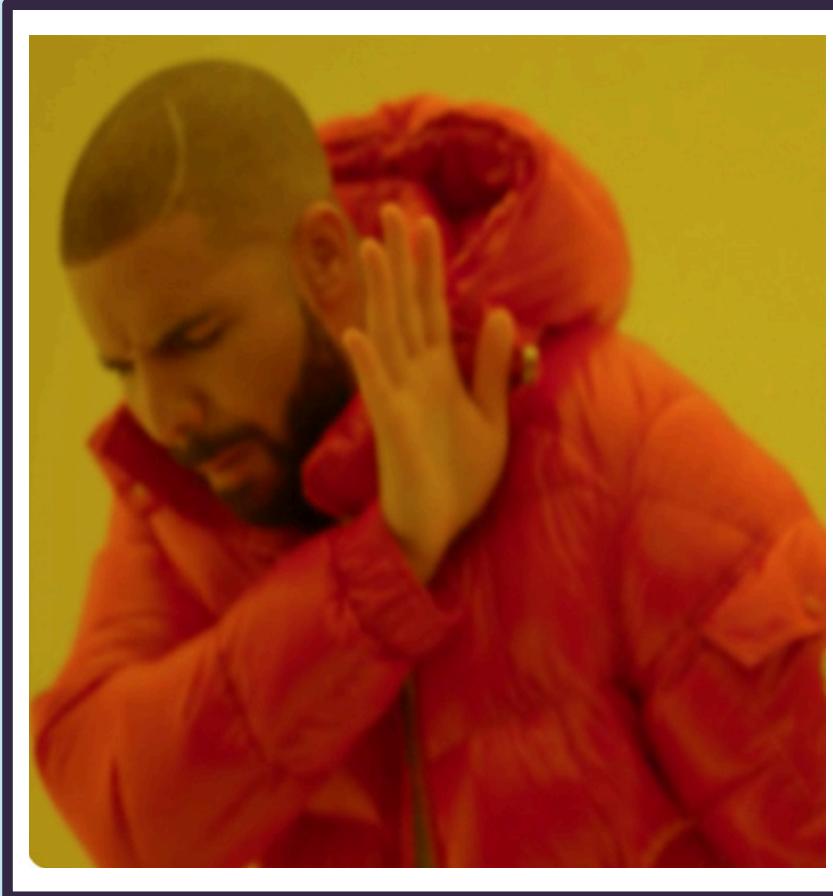


introduction



domain selection

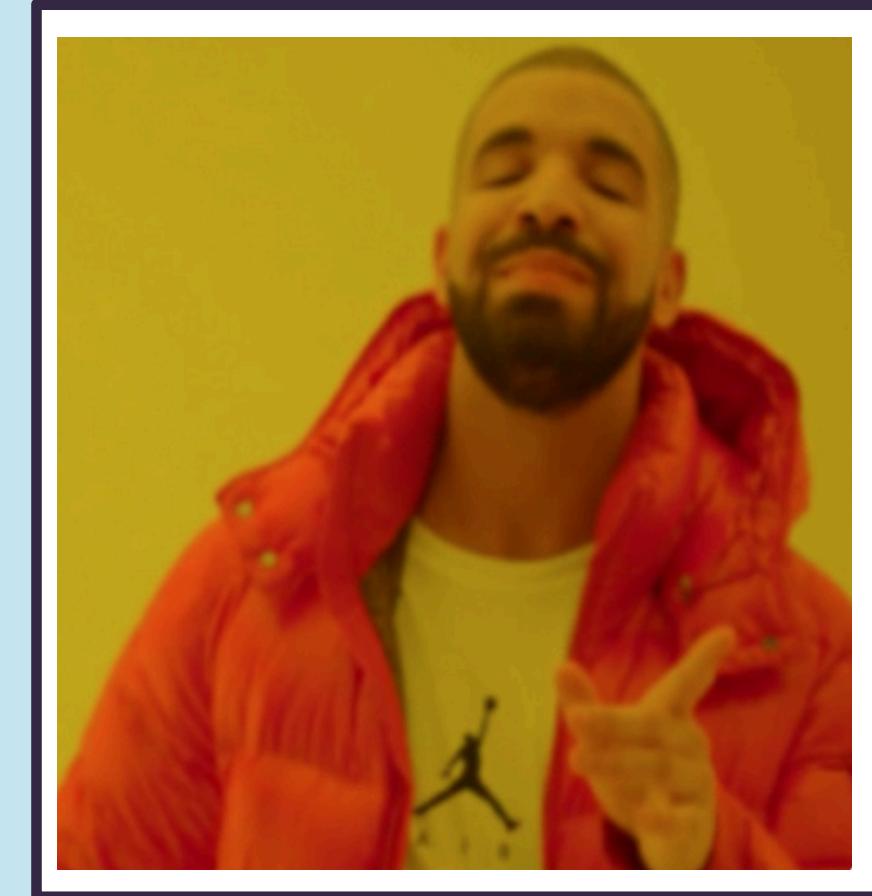
How people take photos



How people post photos

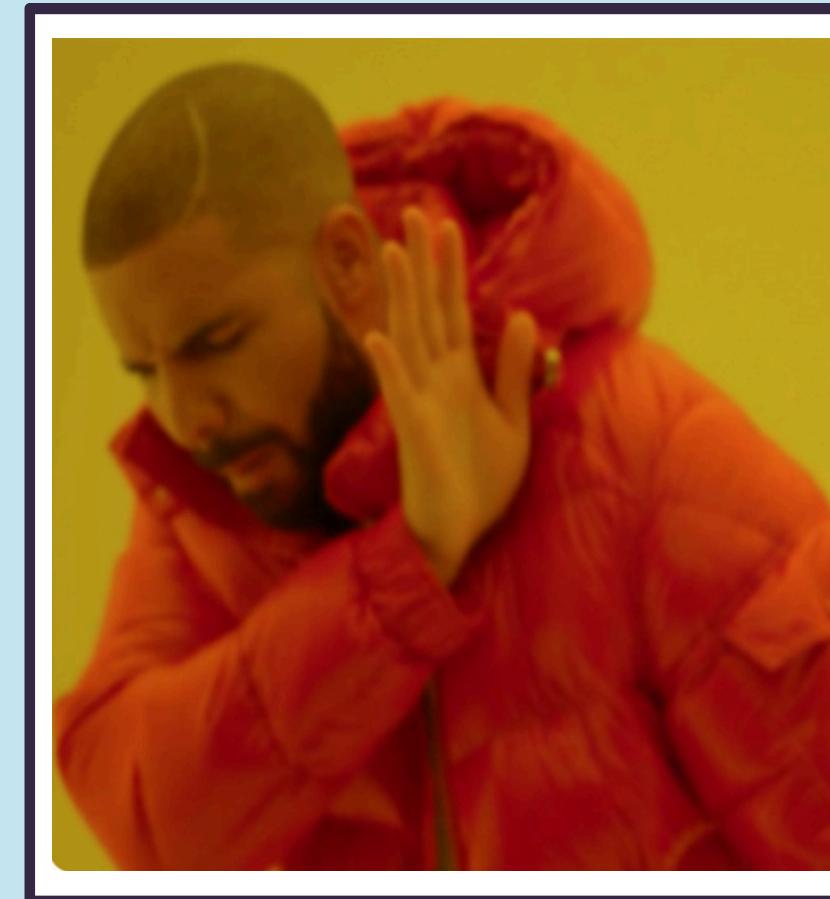


How people share
photos with others

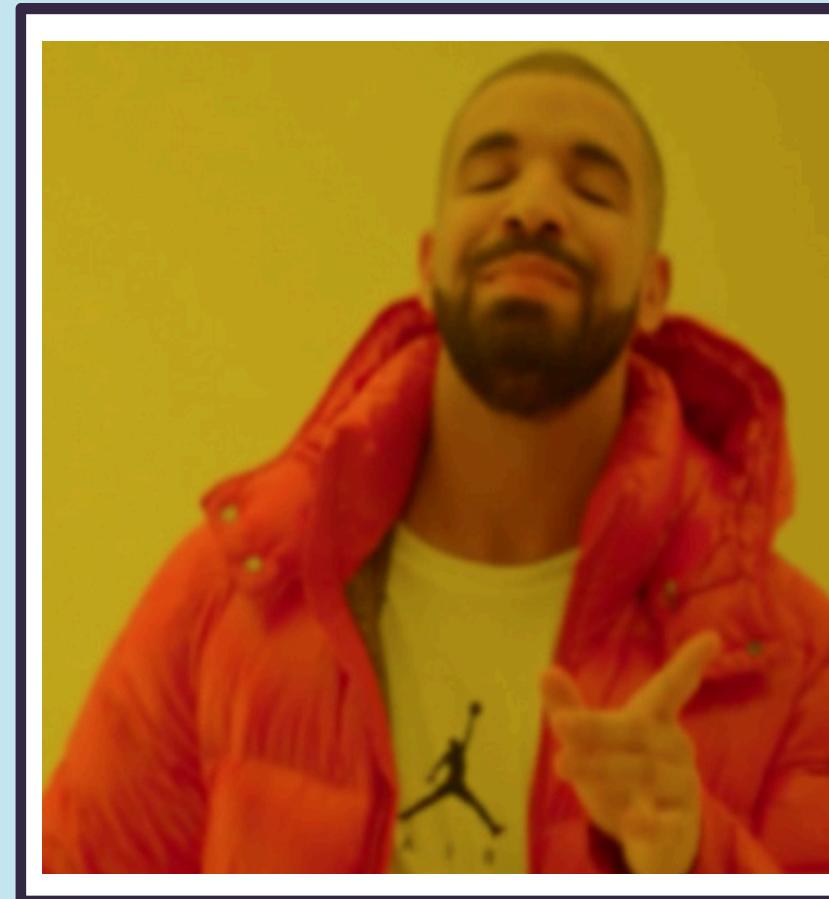


domain refinement

How people share
photos with others



How people manage and
share group photos
across platforms



The people behind FRAME



GAVIN CAO

loves animals, food & nature
lowkey a farmer :)



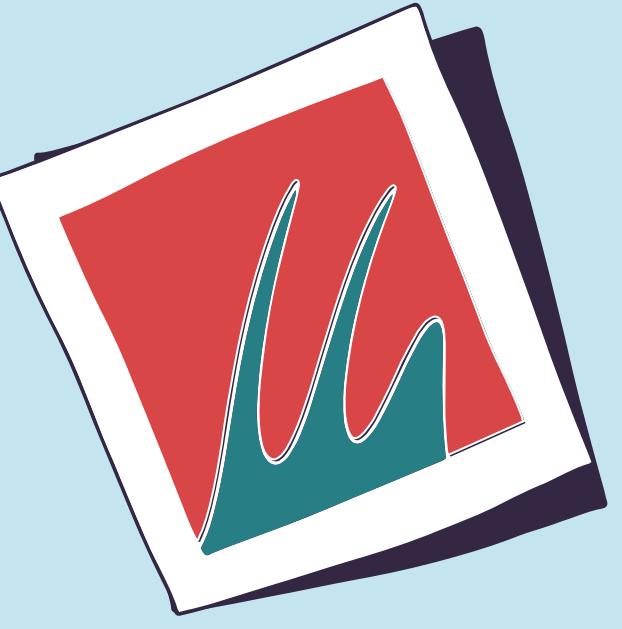
RACHIT GUPTA

loves to drive, travel, and
click pictures!!



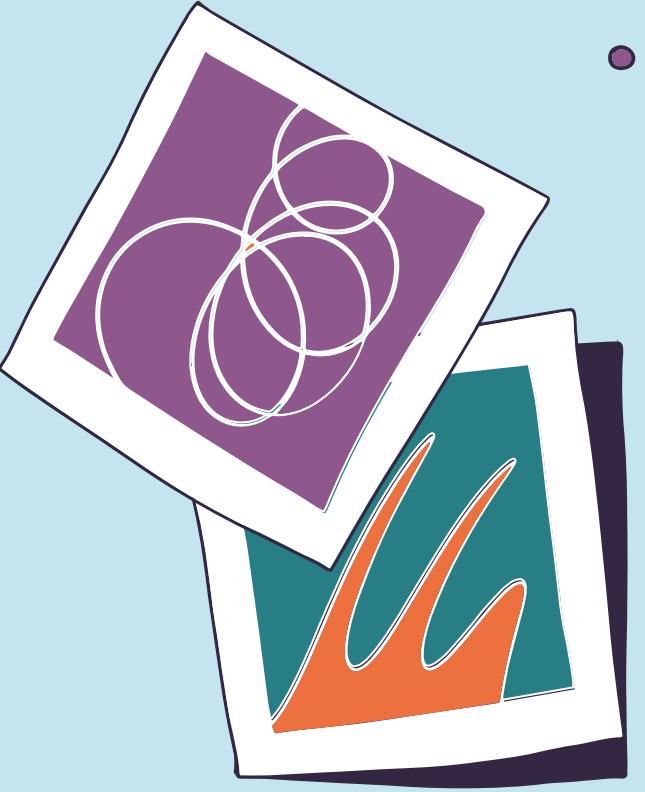
ZEEL PATEL

loves to sleep, eat
and repeat

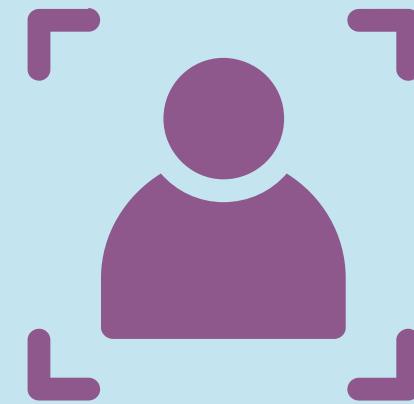


02

need finding



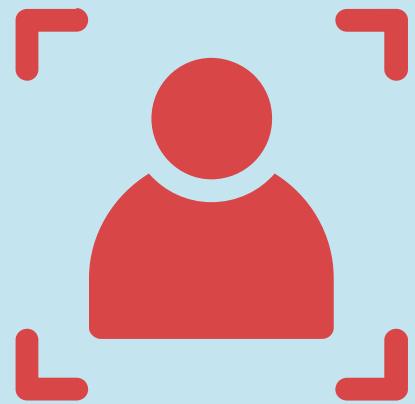
previous participants



Ms. PURPLE

Insurance Industry Professional

Extreme user: Gen Z teen
who uses both iOS and
Android



Mr. RED

Game Developer

Average user: Millennial
who uses Android devices
only



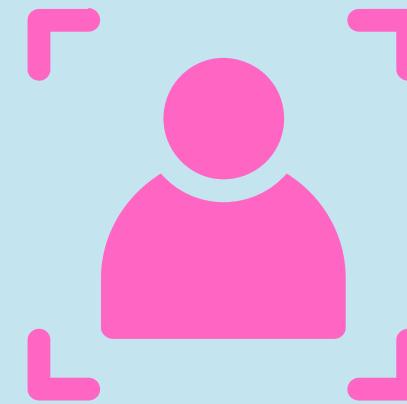
Mr. GREEN

Researcher

Non-user: Gen Z teen who
uses iOS devices only

yes,
people were colors then....

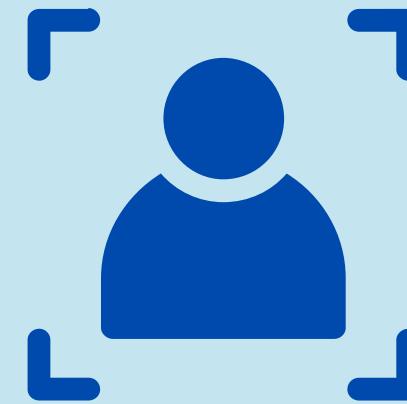
to know more, we talked to



Ms. PINK

college junior, pre-med track (biology)

21, first-generation American student, capturing moments.



Mr. BLUE

college senior studying communications.

21, Lives off-campus with roommates, regularly takes photos but shares selectively.



Mr. YELLOW

works full-time in marketing but does photography on the side

26, Friends and family treat him as "the photographer" of the group.

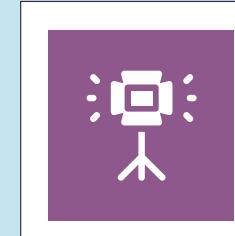
yes, people are still colors...*

why these new voices mattered



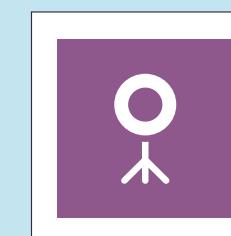
Expanded User Roles

Different responsibilities in capturing and sharing group memories



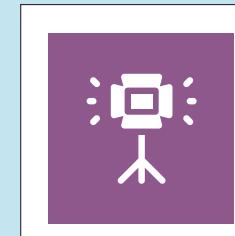
Cross-Platform Reality

Mixed iOS-Android use reflects real sharing challenges



Privacy & Control

Different comfort levels reveal hidden tensions in sharing



Expert vs Everyday Use

Professional and casual users expose scale and relevance gaps



meet ms. pink

College Junior, Pre-Med/Biology

Extreme User: The "Bridge" Sharer. She acts as the manual link between incompatible ecosystems (US College Friends on iOS vs. Family in India on Android). She prioritizes high-fidelity memories over her own convenience, often spending days managing file transfers.

Lead: Zeel; Scribed: Rachit

"I do all my effort in sending HD photos... but sometimes there is quality distortion in WhatsApp. It takes a lot of time, but it is what it is."



SAY



I want everyone to have these memories.

I try really hard to send HD photos

Sharing photos takes way more time than people think

I feel bad when quality gets distorted.

I don't want anyone to feel left out.

Every photo is a memory, even the bad ones

I organize photos by trips or events.

I'm usually the one who takes the most photos

It's exhausting, but I still do it.

I mostly look back at photos to post on Instagram.

WhatsApp limits make it harder to send everything.

I usually end up sending photos in batches

rely on favorites to find photos later.

Sharing photos can take multiple days

DO

I hope no one thinks I forgot them

Different people need different apps

I should send the best photos first.

I don't have time to redo this if I mess up

Posting requires different standards than sharing

Favorites are the only way I'll find these again

This is mentally draining, not just time-consuming

I need to remember who I've already sent photos to

Sending low-quality photos feels like losing part of the memory

Why does this feel harder than it should be?

THINK

Takes many photos during trips and events

Becomes the default photographer in group settings

Shares photos with multiple people across different apps

Downloads photos to resend on Messages or Telegram

Uses WhatsApp for family members

Manually selects and shortlists photos

Hearts/favorites photos for later access

Accidentally sends duplicate photos

Uses Snapchat for some friends.

Sends photos in batches due to platform limits

Switches between apps repeatedly while sharing

Checks chats to see what was already sent

Spreads sharing over multiple days

Mentally groups photos by "trip" or "event."

Scrolls through photos to find Instagram-worthy ones

FEEL

Stressed while tracking who received what

Exhausted from managing the sharing process

Relieved once photos are finally sent

Confused when photos are scattered across apps

Frustrated by quality loss

Anxious about forgetting someone

Responsible for preserving group memories

Exhausted by the multi-day logistics of sorting, batching, and sending.

Accepting of friction because memories matter

Tired but committed to finishing the task

Emotionally invested in sharing correctly

Generous with his time, prioritizing the group's happiness over his own convenience.

Overwhelmed by the number of steps involved

Disappointed when photos don't look the same after sharing

Slightly sad when mistakes happen

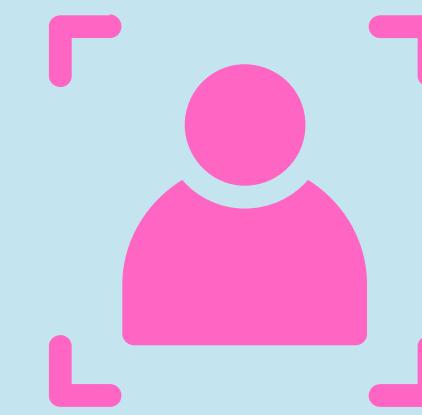
pink's empathy map

she taught us that

Pink experiences photo sharing not as a social joy, but as a logistical burden. She has become a human "platform translator," manually moving files between iOS and Android to ensure no one is excluded.

Despite finding the process "exhausting," she refuses to stop or cut corners. She actively sacrifices her own time to ensure her family gets the HD experience, viewing quality compression as a loss of the memory itself.

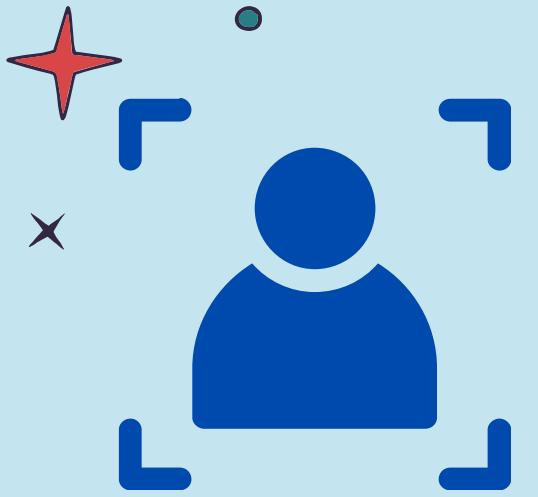
insights



need



Users need a "universal translator" for sharing that unifies incompatible ecosystems (like iOS and WhatsApp) so they can preserve connections without acting as a manual file courier.



meet mr. blue

College Senior, Communications Major (21 years old)
met from a mutual friend

Non-User: He takes photos regularly but shares selectively. He acts as a gatekeeper for his friends' privacy, often hoarding good photos rather than risking "context collapse" in a public or shared album.

Lead: Gavin; Scribed: Rachit

"I held back photos I actually liked because I wasn't
sure how people would feel... I'll say I'll send them later
and then I just don't."



SAY

"I couldn't tell if they were in the background or not"

"I wasn't thinking about posting it when I took it. I just wanted to have it for myself"

"I definitely didn't upload everything"

"A blurry photo where everyone is dying laughing is way better to me than a posed one"

"A lot of good photos just stay on my phone forever"

"I've accepted that sharing photos with any control is going to be a pain"

"There's no way to search for what I actually remember"

"If I lost my phone tomorrow I genuinely don't know what I'd lose"

"I skipped anything where someone looked drunk or sloppy"

"There was this shared album from freshman year that just vanished at some point"

"I'll say I'll send them later and then I just don't"

"Who else might see this if I put it in a shared album?"

"I have no idea if any of this is actually backed up"

"What happens to these shared albums in five years?"

"My mom doesn't need to see all these photos anyway"

"Nothing I post is ever really private"

X

"Some photos are fine for me to have but weird if everyone's looking at them"

"My brother is 16 and super self-conscious, and he'd be mortified if I posted it anywhere"

THINK

Scrolls through hundreds of photos to find one specific image

Manually reviews every photo before uploading to shared albums

Excludes photos where people look unflattering or drunk

Promises to send photos to family and then never follows through

Leaves out photos of privacy-conscious friends "just to be safe"

Goes along with whatever sharing platform someone else picks

Lets friends miss out on photos rather than sending them individually

Protective of his favorite personal photos private and unshared

Overwhelmed by the sheer volume of unorganized media (300+ photos per event).

Resigned to the friction, accepting it as a "depressing" norm.

Disappointed when tech issues (links not working) prevent friends from seeing memories.

Guilty when he leaves people out or fails to send photos he promised.

X

Spreads photos across camera roll, Google Photos, Snapchat, and group chats

Ignores the anxiety about backups rather than fixing it

Downloads copies from shared albums because he doesn't trust them to last

Cross-references who's in a photo before deciding whether to share

Paranoid that shared albums might vanish or be deleted by someone else.

Anxious about the scattered state of his memories (Google, Apple, Snapchat).

Hyper-vigilant about background details in photos that other people completely ignore.

Relieved every time he decides not to post, feeling he has successfully dodged a potential bullet.

FEEL



blue's empathy map

he taught us that

Blue actively hoards his favorite, most authentic memories (like the candid of his brother) on his camera roll. He views curation not as an artistic choice, but as a defense mechanism to protect his friends.

He equates "sharing" with "losing control," leading him to keep his most cherished memories offline.

insights

need

Users need a way to share sensitive, authentic memories that guarantees boundaries, ensuring that "shared" doesn't have to mean "public" or "permanent."





meet mr. yellow

26, Marketing Professional
Met as friend's older brother

Extreme User / Enthusiast Photographer. He loves the art of photography but dreads the "logistics." He is overwhelmed by the gap between capturing a moment (fun) and the labor of culling, editing, and delivering it (work).

Lead: Rachit; Scribed: Gavin

"30% of the work is creative and 70% is logistics... The gap between taking the photos and actually delivering them is huge."



SAY

"Took me way longer than it should've [to find old photos]."

"I definitely speed versus quality... for a family party it felt like overkill to spend hours."

"30% of the work is creative and 70% is logistics."

"Don't print the version I texted you, it's going to look pixelated on paper."

"I have one backup but I'm not sure it's current."

"It's annoying leaning toward exhausting."

"The gap between taking the photos and actually delivering them... is huge."

"I have 600 photos from that night and maybe 10 of them are actually good."

"I usually share more than I probably should just to cover my bases."

"I can't just 'send it' right now, I have to get home and offload the SD card first."

"Please don't screenshot it, I'll send you the full quality version later."

"Sure, I can send it to your mom... does she know how to use Dropbox?"

X

Why do I have to be the IT support guy just because I own a camera?

If I don't overshare now, they are just going to annoy me with requests later.

If my drive fails, I am going to lose years of work, and I'm ignoring that reality.

THINK

Digs through 500 raw files on an external hard drive to find specific "outtakes."

Overshares (60+ photos) intentionally to avoid follow-up requests for "more pics."

Hesitates to accept gigs because he dreads the post-production logistics.

Scans "near-identical shots" manually to find usable content he missed the first time.

Texts photos individually to family members who cannot figure out Google Drive links.

Uses inconsistent folder naming, sometimes using dates and sometimes using event names.

Keeps raw files "just in case" but rarely, if ever, opens them again once shared.

Dumps everything into a folder named "To Sort" or "Untitled Export" and leaves it there for months.

AirDrops files in person as a workaround when cloud sharing fails.

Manually scrolls through folders to find specific people because he cannot search by face.

Mixes personal and professional photos in a disorganized camera roll.

Uses WeTransfer instead of Google Drive because his Drive is full and he doesn't want to pay for more storage.

FEEL

Overwhelmed by the "huge gap" between capturing a moment and the labor of delivering it.

Guilty that his own personal photos sit unedited on hard drives while he works on others'.

Annoyed by the expectation that he handles technical delivery for non-tech-savvy relatives.

Resigned to the "chaotic" workflow, accepting it as the tax of being the "photo person."

Mildly Stressed knowing his backup system is likely not current.

Protective of his raw files; he hates the idea of anyone seeing the "bad" shots before he scrubs them.

Conflicted between maintaining his quality standards and just getting the files out the door.

Frustrated by the inefficiency of digging through near-identical shots for hours.

Hesitant, pausing before saying "yes" to shooting because of the looming admin work.

yellow's empathy map

he taught us that

Yellow actively avoids looking at or editing his own personal memories because the "admin" work of culling, editing, and distributing photos feels like a second job. He views the "delivery" phase as a punishment for his skill.

He loves photography but hesitates to pick up his camera because he dreads the post-production labor. He feels "trapped" by his own ability to take good photos.



insights

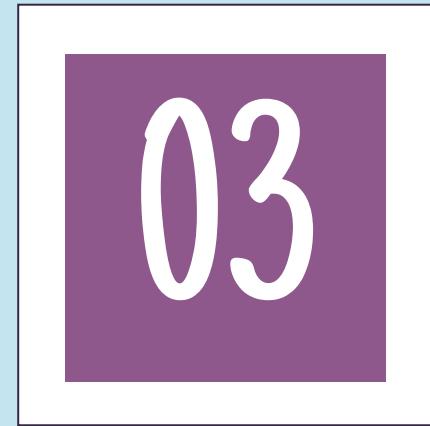
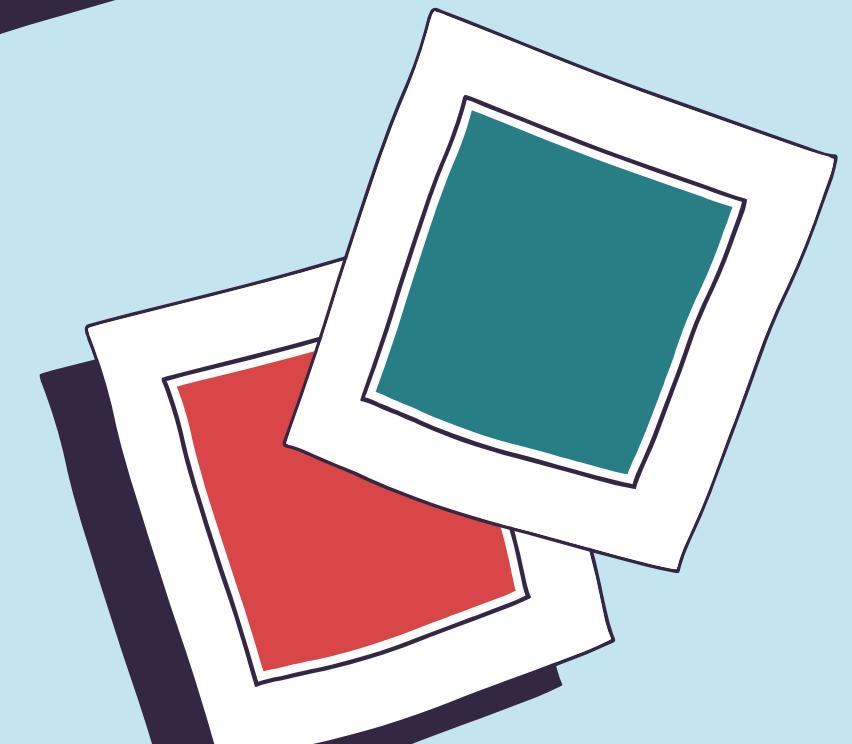
need

He needs a system that eliminates the "admin tax" of photography (automating culling, sorting, and delivery) so he can focus purely on the creative joy of capturing moments.

Camera shy
Consent respected

listening across the new three stories

The "Joy Gap"	All three users love taking photos, but view the process after the shutter clicks as a "tax" or a "chore." Yellow calls it "70% logistics", while Pink finds it "exhausting". The current workflow punishes the person who captures the memory with unpaid labor.
Curation as Defense	Curation isn't just about aesthetics; it's a security measure. Blue filters photos to "protect privacy", while Yellow filters to protect his "artistic reputation" from bad shots. Users are terrified of "raw" sharing because they equate it with vulnerability.
The "Human Bridge"	Technology fails to connect ecosystems (iOS/Android), forcing users like Blue to act as manual "platform translators," downloading and reuploading files for days. Connection is currently maintained by human burnout, not software interoperability.
Digital Hoarding	All three users end up hoarding photos locally. Blue keeps "favorites private" to avoid risk, Yellow neglects his own memories due to burnout, and Pink relies on "favorites" because organization is too hard. The safest place for a photo right now is "stuck on the phone."
Loss of Control	"Sharing" is viewed as "losing." Blue fears losing privacy control, while Yellow fears losing creative control (filters/crops). Users need a way to share access without surrendering ownership.
The Retrieval Wall	Our current tools organize by date or location, but users remember by feeling or context. Blue complains there is "no way to search for what I actually remember", and Yellow struggles to find specific "outtakes" in a sea of raw files.



pov's + hmw's

ms. purple's pov

Extreme User, Lead: Zeel; Scribed: Gavin

WE MET...

ms. purple, a student who often becomes responsible for taking and sharing photos after group trips and events.



WE WERE SURPRISED TO NOTICE...

that even though sharing photos across multiple apps is exhausting and confusing, she still takes on the responsibility of making sure everyone gets the memories.

WE WONDER IF THIS MEANS...

she values preserving shared experiences more than her own convenience.

IT WOULD BE GAME CHANGING TO...

support people in sharing group memories without constant manual effort or mental tracking.



reduce the mental load of remembering
who needs photos?

centralize group memories while still
respecting people's preferred platforms?

enable photos to be shared across
platforms automatically?

help one person share group photos without
becoming the "default memory manager"?

make sharing photos feel like a
background action?

let group members access shared photos
without needing the same app?

support temporary groups (trips,
events)?

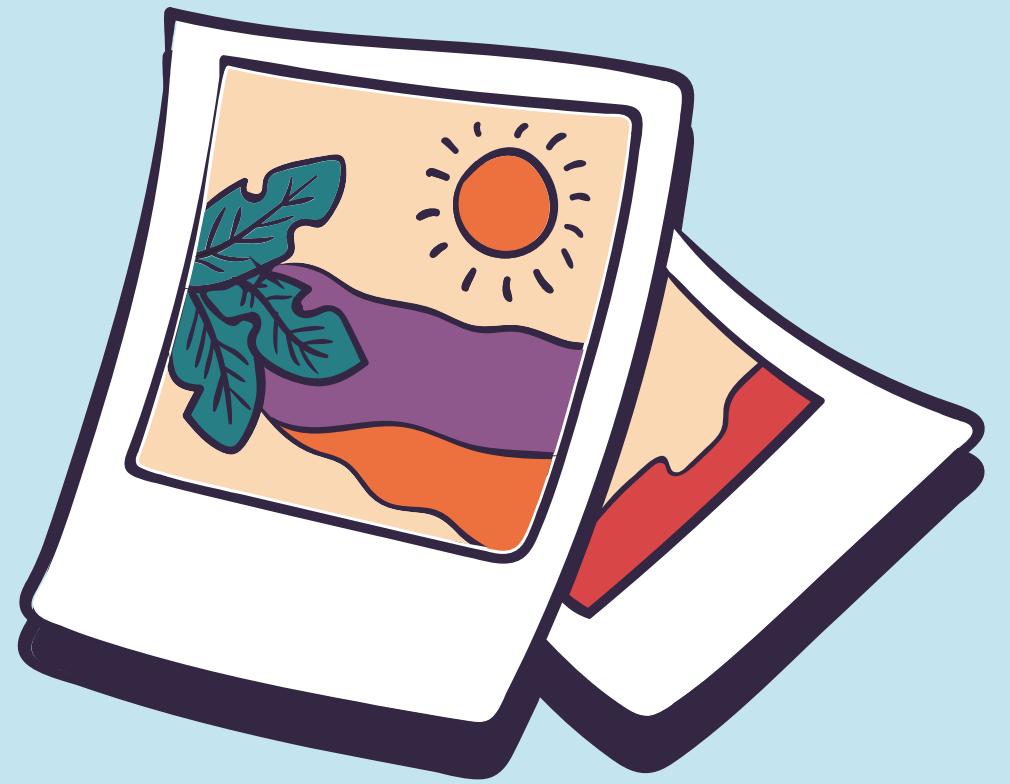
reduce follow-up messages like
"can you send me that pic?"

allow photos to organize themselves by
event, people, or moment?

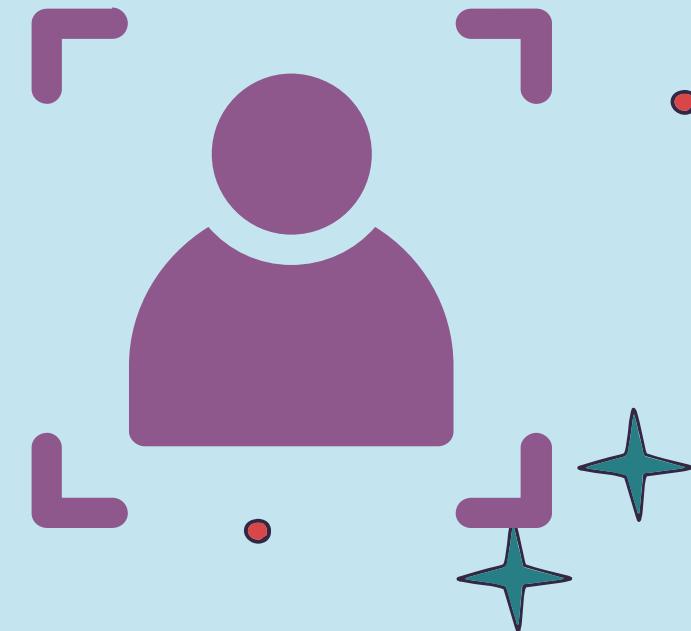
allow photos to organize themselves
by event, people, or moment?

help people feel confident that
everyone has received the photos?

how might we



★ how might we
make sharing photos feel like a
background action?

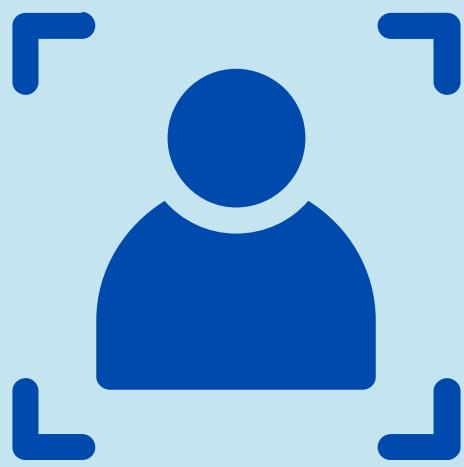


mr. blue's pov

Non User, Lead: Gavin; Scribed: Rachit

WE MET...

mr. blue, a 21 year old who is hesitant to share photos widely because they are concerned about privacy and long-term access



WE WERE SURPRISED TO NOTICE...

that their discomfort comes from not knowing who will see the photos later or how they might be reused, not from the platform/service

WE WONDER IF THIS MEANS...

they want to participate in shared memories while still maintaining control over visibility and access

IT WOULD BE GAME CHANGING TO...

help people share photos in ways that respect personal boundaries and control



How might we help people stay aware of who their photos are shared with over time?

reduce the anxiety of not knowing where shared photos will end up?

help people participate without feeling exposed or over-shared?

make photo sharing feel reversible?

support sharing photos that matter emotionally, even when they aren't "post-safe"?

help people respect others' photo boundaries?

make it clear who can see a photo before it's shared?

help people share photos while protecting people in the background?

let people keep ownership over their photos even when they're shared with groups?

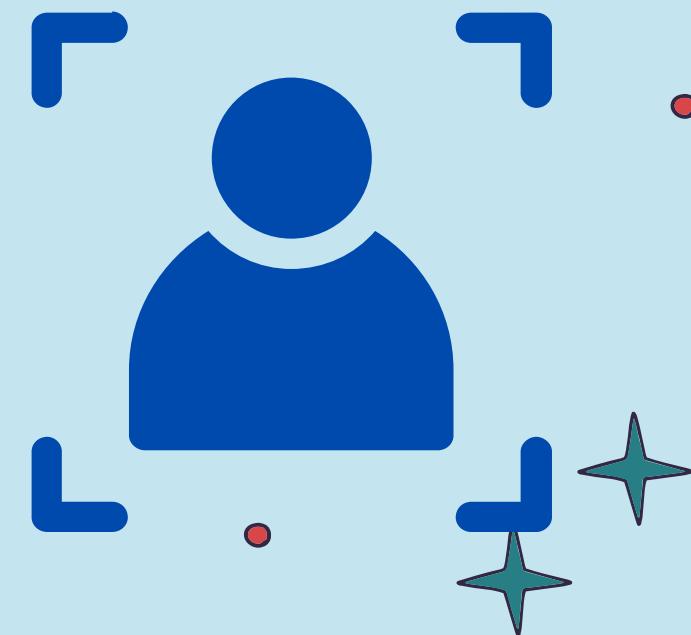
• make shared memories feel safe enough to revisit later?

create a middle ground between public posting and keeping photos completely private?

• reduce the number of small, exhausting decisions involved?



how might we
let people share meaningful photos
without giving up control over who
sees them later?



mr. yellow's pov

Extreme User, Lead: Rachit; Scribed: Gavin

WE MET...

mr. yellow, a professional photographer who regularly manages and shares large sets of photos with different people

WE WERE SURPRISED TO NOTICE...

that even with expertise, sorting and delivering relevant photos still requires a lot of manual work

WE WONDER IF THIS MEANS...

they need better support in surfacing the right photos for different audiences

IT WOULD BE GAME CHANGING TO...

make it easier to organize and present meaningful photos without repetitive manual curation

prevent photographers from choosing
between speed and quality?

reduce the repetitive manual work?

help photographers share large sets of
photos?

make photo delivery feel lightweight, even
when the photo set is large?

• help photographers quickly revisit and
reuse old shoots?

make it easier to organize photos by
people rather than dates or folders?

help photographers share photos once,
while still letting different audiences see
different subsets?

help photographers find the right
photos for people without re-
sorting everything each time?

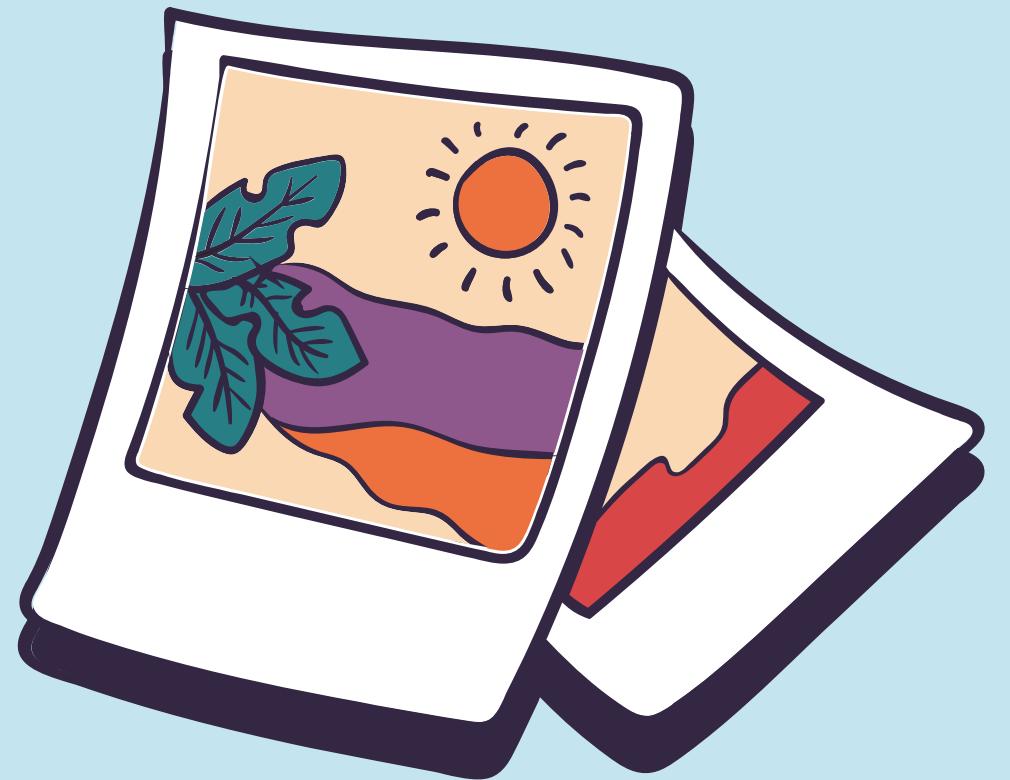
how might we

help photographers balance artistic
control with efficient sharing?

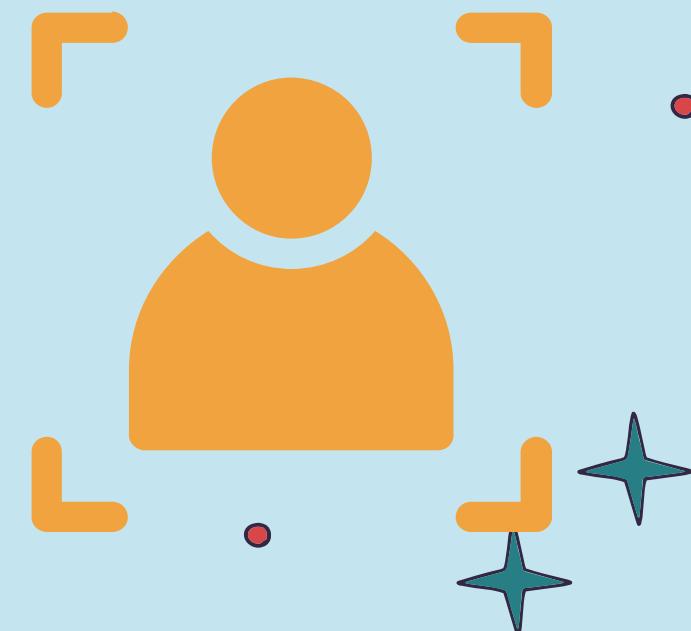
reduce the burden of deciding which
photos to send to which people?

help photographers ensure clients see
what matters most to them?

reduce the need to re-export,
rename, or reorganize the same
photos multiple times?

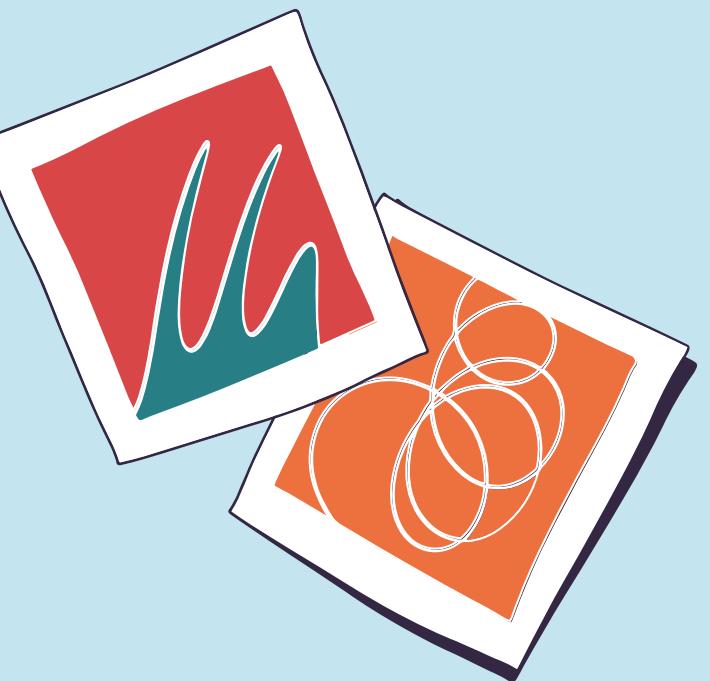


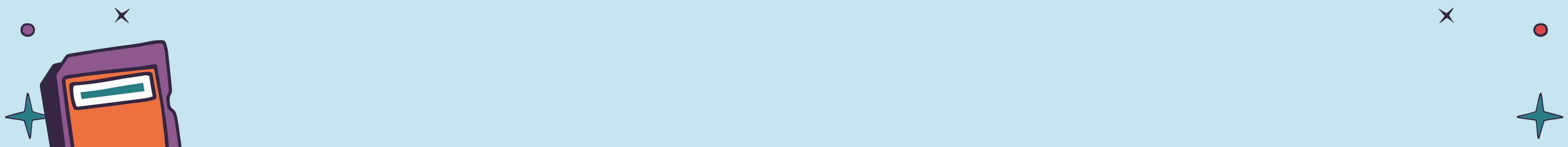
how might we
**help photographers find the right
photos for people without re-
sorting everything each time?**



04

solutions + experienced
prototypes



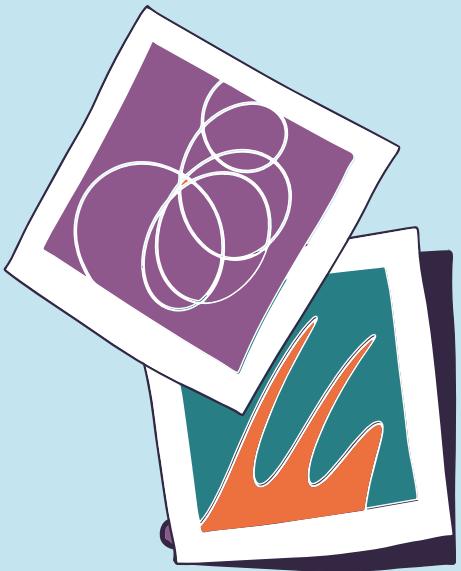


How Might We,
make sharing photos feel like a background action?



solution:

app will automatically curate and share photos with the right people in the
background, using context like time, events, and people.



experienced prototype I

Critical Assumption: People will feel less anxious and more trusting about sharing photos if they can drop everything at once and the system automatically sorts and shares photos with the right people, without requiring manual decisions for each image

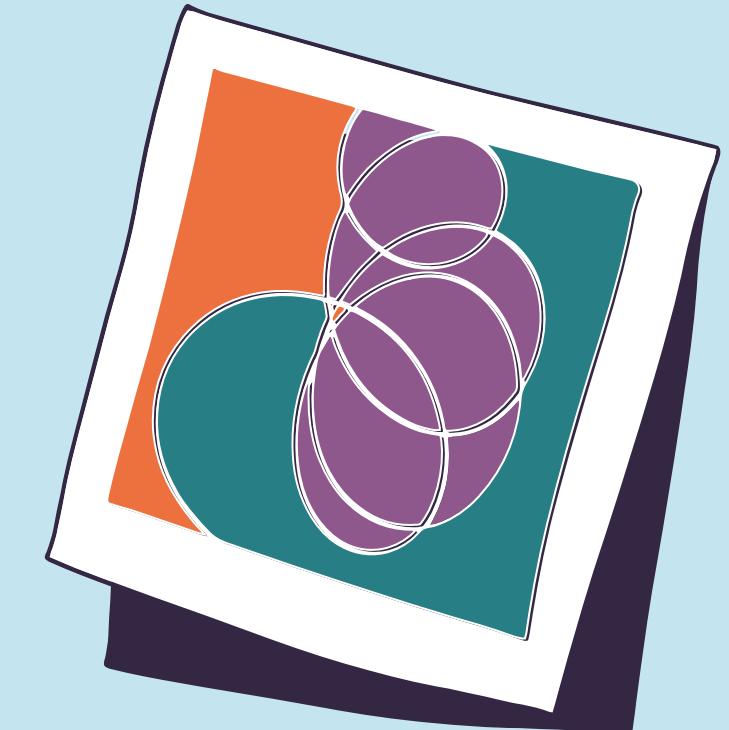
Description:

Participants are given:

- A stack of printed photos from multiple moments and people
- Labeled audience cards (Friends / Family / Event Group / Individual Person)

Setup:

- The App (Team member) takes all the photos from the participant,
 - (This represents sync to the default photo library)
- Without further participant input:
 - Photos are automatically grouped into event-based piles
 - The facilitator assigns access based on content:
 - Group photos → shared with the family/friend/event group
 - Photos containing a specific person (e.g., Rachit) → sent to that person's library
- Each group results in a visible "Album" placed in front of the participant (the



experienced prototype I

Participants:

We met this participant outside of Arbor while conducting other experience prototypes. They were interested in our work and agreed to try an additional prototype. Their familiarity with receiving and sharing photos after group events made them relevant for evaluating automated photo sorting and access.

Participant role:

- The participant does not manually sort or choose recipients
- They observe how photos are grouped and who receives access
-

Participants are then asked to reflect on:

- Whether the automatic grouping matched their expectations
- If they felt confident the right people got the right photos
- Whether this reduced effort compared to manual sharing
- If the sharing felt smart rather than risky or overwhelming
- Whether this awareness felt helpful or intrusive

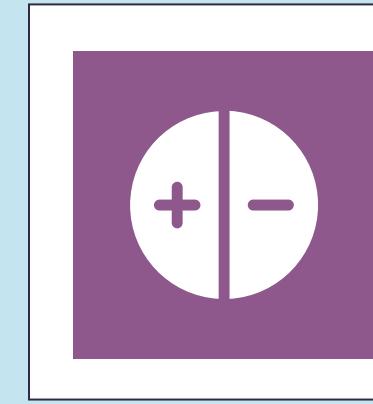


experienced prototype I



what worked?

Drop-and-done felt intuitive.
Automatic grouping reduced
effort and decision fatigue



new learnings?

Automation worked when
intent was clear and aligned
with social norms



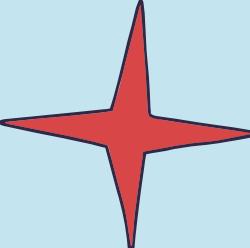
what didn't work?

Some participants wanted quick
confirmation of who received
which photos



validity and going forward?

One-time sharing shows promise;
add optional transparency
without adding work

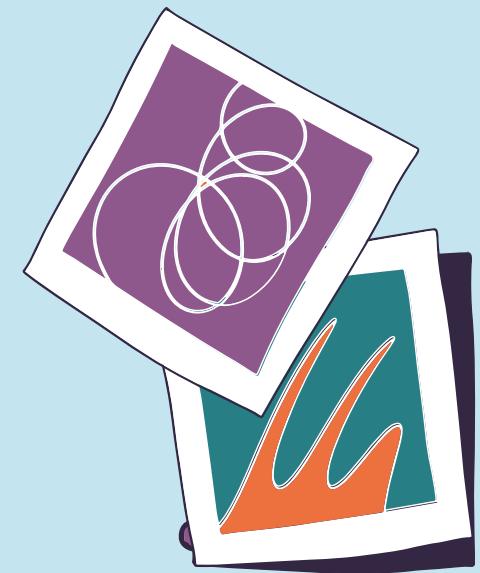


How Might We,
help people stay aware of who their photos are shared with over time?



solution:

App will keep the intended audience visible throughout
sharing by making it a foreground element



experienced prototype 2

Critical Assumption: People will feel more confident and less anxious about sharing photos if the intended audience stays visible and explicit throughout the sharing process.

Description:

Participants are given:

- A stack of printed photos from a shared event
- Several labeled audience groups (Friends / Family / Event Group / Private)

For each photo:

- The participant hands a photo(s) to the 'app' (team member here)
- The App presents a suggested audience (based on the photo's content).
- The suggested audience remains visibly attached to the photo as the participant decides.
- The participant either confirms or changes the audience before placing the photo.



experienced prototype 2

Participants:

Met this UCSB Student who parties a lot through mutuals.

relevant here, because we have had experience of sharing photos in the past after a get together, and it was a mess, who better to help solve the problem!

They were then asked to reflect on:

- Whether seeing the audience upfront changed their sharing decisions
- If the visible audience reduced fear of mis-sharing or forgetting who received what
- Whether this awareness felt helpful or intrusive



results from prototype 2

what worked?



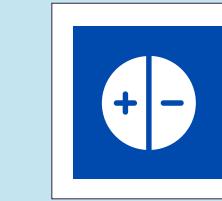
- Visible audience made sharing more intentional
- Reduced anxiety around “who will see this”
- AI Suggestions lowered mental effort

what didn't work?



- Extra approval step felt like too much work
- Repetition felt tedious at scale

new learnings?



- Awareness changes behavior but friction kills momentum
- Users want guidance, not repeated confirmation
- One moment of clarity > many checkpoints

validity and going forward?



- Assumption partially validated: visibility builds confidence
- Going forward:
 - Surface audience once, not every time
 - Auto-learn patterns to reduce prompts



How Might We,
help photographers find the right photos for people without re-sorting
everything each time?



solution:

A professional mode that automatically organizes photos into date-based projects and lets
photographers share curated collections through smart, client-friendly links.



experienced prototype 3

Critical Assumption: A professional mode that automatically organizes photos into date-based projects and lets photographers share curated collections through smart, client-friendly links.

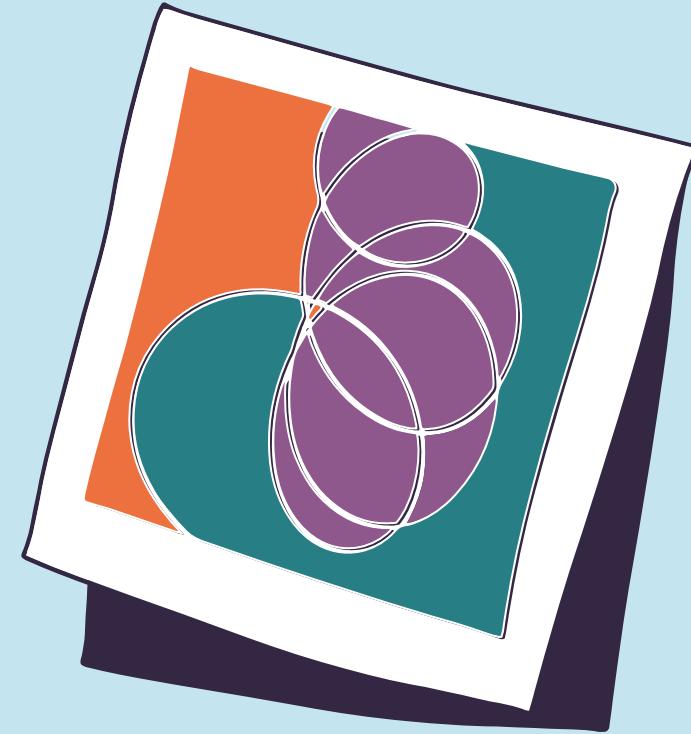
Description:

Participants are given:

- A messy stack of printed photos from one event
- A sticky note labeled with an event name and time
- A table representing the workspace

For each photo:

- The photographer drops all photos onto the table at once.
- The “App” immediately groups the photos into one pile under the event label.



experienced prototype 3

Participants:

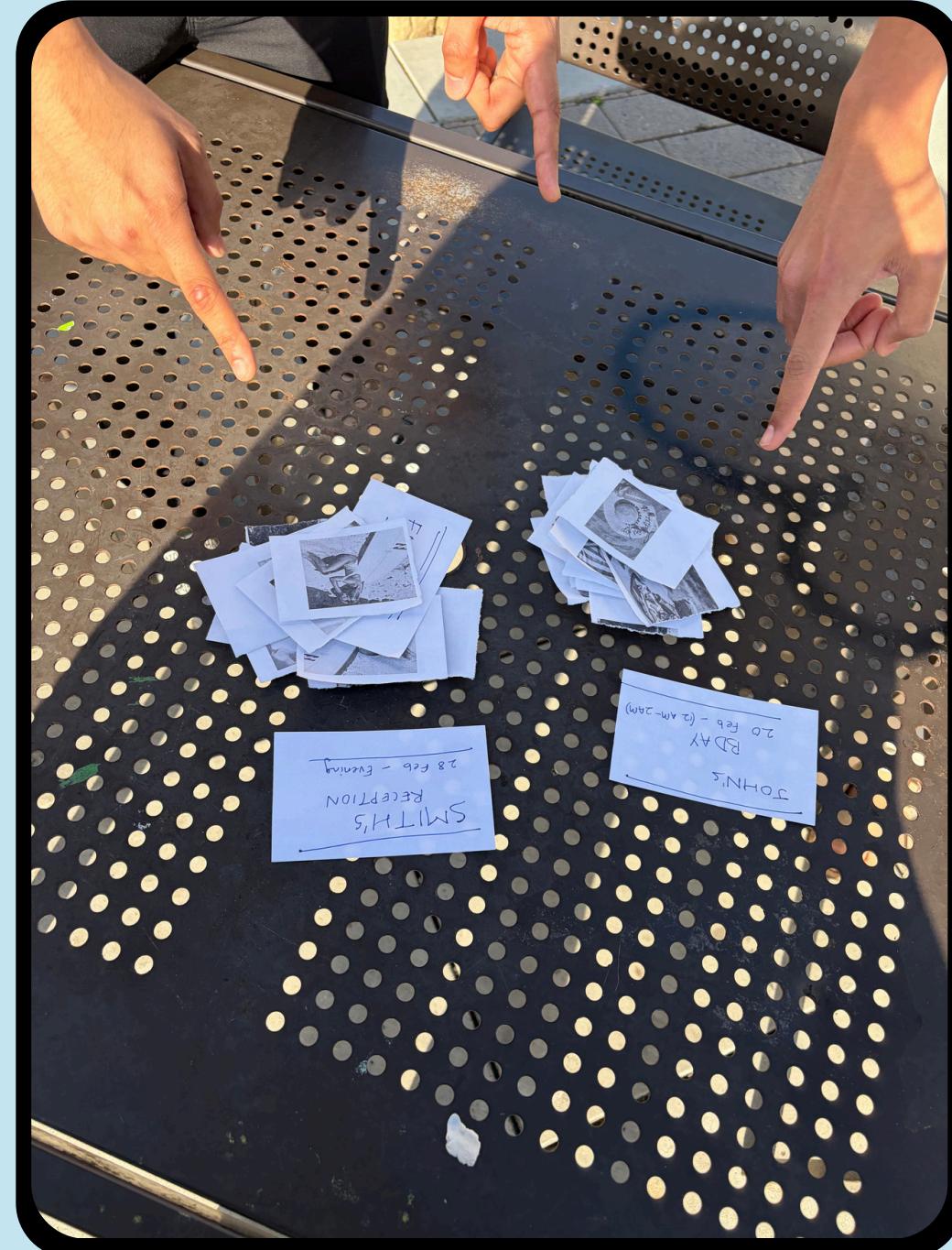
UCSB Student who parties a lot through mutuals.

relevant here, because they represent the larger demographic of people who indulge in taking photos and social media.

Reflection:

Participants were asked to reflect on:

- Whether skipping manual sorting felt relieving or unsettling
- Whether they trusted the system
- If this workflow felt faster without sacrificing professionalism



experienced prototype 3

what worked?



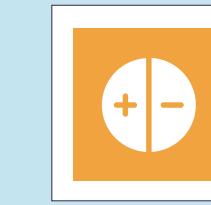
- Date-based grouping removed the need to rethink structure
- “Project ready” gave a strong sense of completion

what didn't work?



- Some users wanted light control, not zero control
- Auto-grouping felt risky

new learnings?

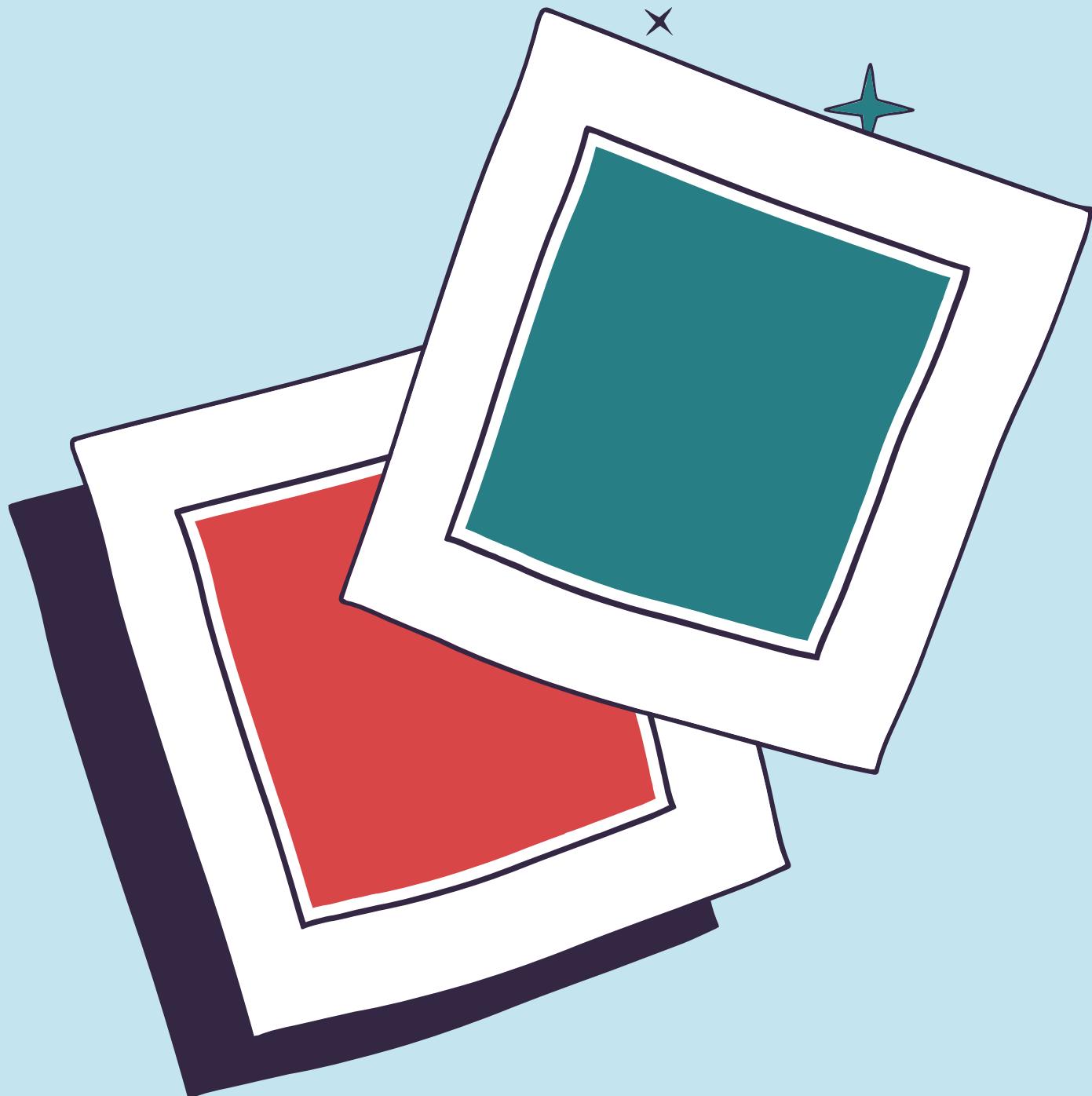


- SomeUsers are surprised by how much they don't want to sort
- Skipping work feels good — until users feel out of the loop

validity and going forward?



- Assumption largely validated: removing re-sorting saves time and effort
- Going forward:
 - Show the grouping once, then get out of the way
 - Add a lightweight “review moment” before sharing



05

up next!



our chosen solution is One-Time, Cross-Platform Intentional Sharing

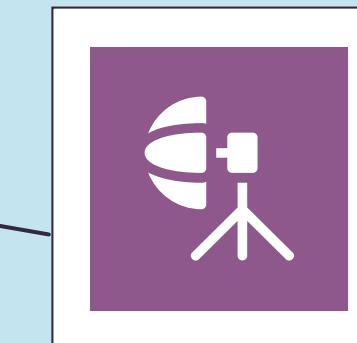
Intentional Share

Choose People
Not the photos, not the delivery methods



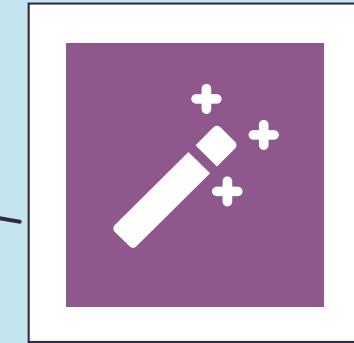
Shared Memories

chooses photos automatically
iOS ↔ Android, quality preserved



Ongoing Experience

Photos are discoverable later,
Follow-ups handled automatically



A single, intentional share creates a persistent shared memory space that works seamlessly
across iOS and Android, preserving quality, context, and access over time.

Reduces Mental Load

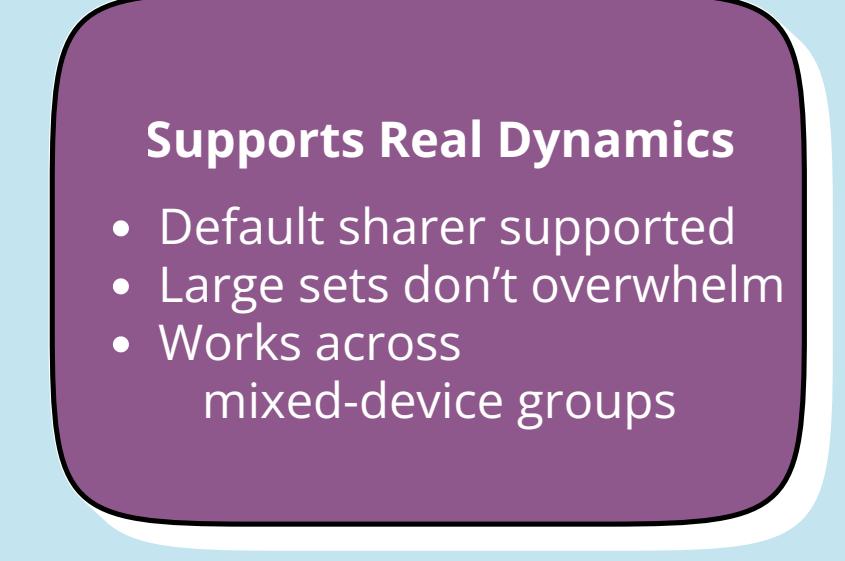
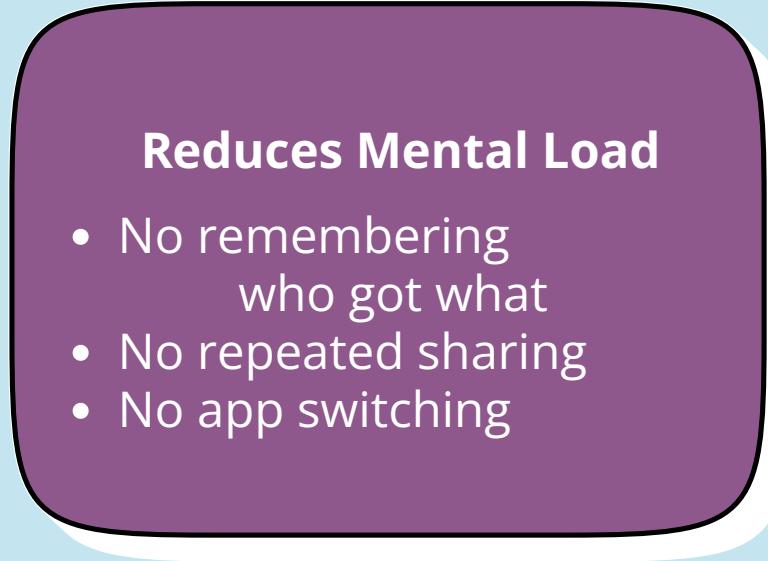
- No remembering who got what
- No repeated sharing
- No app switching

Builds Trust & Confidence

- Photos seen as intended
- Quality preserved
- Access is transparent

Supports Real Dynamics

- Default sharer supported
- Large sets don't overwhelm
- Works across mixed-device groups



who does it serve?

The "Human Bridges"

- They act as manual "platform translators," spending days downloading and re-uploading files to bridge the gap between iOS and Android ecosystems so no one feels left out.
- How FRAME Serves Them: It provides a self-access central space. Prototype 1 proved that moving from manual "handing off" to a central shared space drastically reduces the "logistical burden" and mental load.

The "Privacy Gatekeepers"

- They are terrified of "context collapse". They worry about who might see a sensitive or authentic photo five years from now. Curation is their only defense mechanism.
- How FRAME Serves Them: It makes sharing intentional and reversible. Prototype 2 showed that keeping the "intended audience" visible throughout the process builds confidence and reduces the anxiety of missharing.

Who it leaves out:

Ecosystem Loyalist

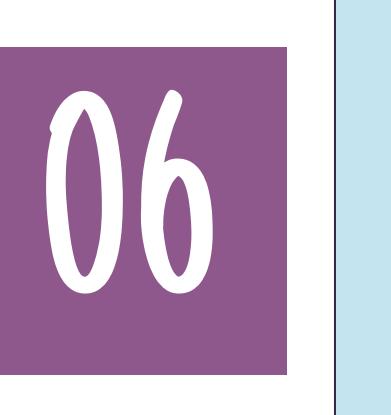
Users who stay strictly within a platform (Apple) do not feel cross-platform pains

Zero Trust User

People who refuse any AI/automation and want to manually approve decisions that might contain sensitive data

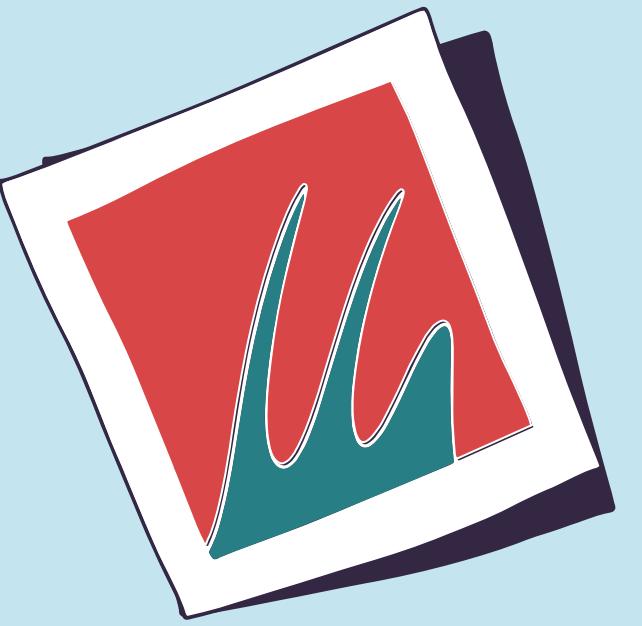
Public Influencer

Users focused on public reach / more exposure



06

appendix

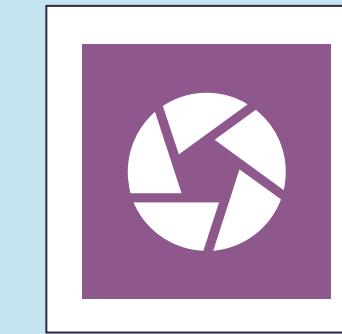


appendix



Screenshots

Brainstorming screenshots



Initial POVs

Initial point of views of all the participants



Consent

Informed consent forms were signed by all participants



Method

Semi-structured, story-based interviews



ms. purple's pov

Extreme User, Lead: Zeel; Scribed: Gavin

WE MET...

Ms. Purple, a student who takes a lot of photos during trips and group events.

WE WERE SURPRISED TO NOTICE...

that she often ends up being the one who shares photos with everyone afterward.

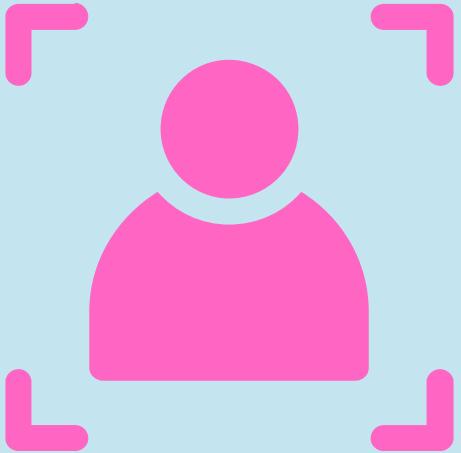
WE WONDER IF THIS MEANS...

she feels responsible for making sure group memories don't get lost.

IT WOULD BE GAME CHANGING TO...

make it easier for people to share photos after group events.





ms. pink's pov

Average User, Lead: Zeel; Scribed: Rachit

WE MET...

Ms. Pink, a student who frequently documents trips and meaningful experiences.

WE WERE SURPRISED TO NOTICE...

that sharing photos happens across several apps and conversations.

WE WONDER IF THIS MEANS...

sharing photos after events takes more effort than expected.

IT WOULD BE GAME CHANGING TO...

simplify the process of sharing photos with different groups.

mr. blue's pov

Non User, Lead: Gavin; Scribed: Rachit

WE MET...

mr. blue, a 21 year old who is hesitant to share photos widely because they are concerned about privacy and long-term access



WE WERE SURPRISED TO NOTICE...

that their discomfort comes from not knowing who will see the photos later or how they might be reused, not from the platform/service

WE WONDER IF THIS MEANS...

they want to participate in shared memories while still maintaining control over visibility and access

IT WOULD BE GAME CHANGING TO...

help people share photos in ways that respect personal boundaries and control



mr. yellow's pov

Extreme User, Lead: Rachit; Scribed: Gavin

WE MET...

mr. Yellow, a professional photographer who shares photos with clients and others.

WE WERE SURPRISED TO NOTICE...

that he spends a lot of time organizing photos after shoots.

WE WONDER IF THIS MEANS...

managing large photo collections is time-consuming, even for experts.

IT WOULD BE GAME CHANGING TO...

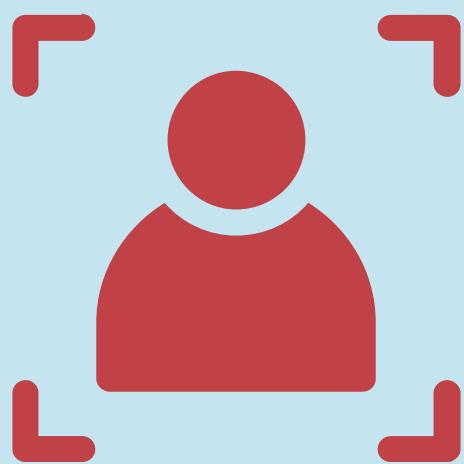
make photo organization faster.

mr. red's pov

Average User, Lead: Rachit; Scribed: Zeel

WE MET...

mr. red, a millennial Android user who primarily stores and shares photos through Google Drive.



WE WERE SURPRISED TO NOTICE...

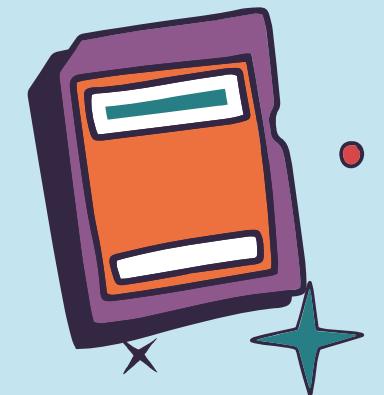
that while he doesn't have strong complaints about photo sharing, he still experiences friction when setting up folders, permissions, and links.

WE WONDER IF THIS MEANS...

he prioritizes functionality and reliability over delight, and is willing to accept extra steps as long as the system works.

IT WOULD BE GAME CHANGING TO...

support casual photo sharers in organizing and sharing photos without requiring repetitive setup or manual permissions.



mr. green's pov

Non User, Lead: Gavin; Scribed: Rachit

WE MET...

Anthony, an iOS user who rarely takes photos and relies entirely on iCloud and iMessage for sharing.

WE WERE SURPRISED TO NOTICE...

that because his sharing happens almost entirely within one ecosystem, he experiences little to no friction and avoids shared albums altogether.

WE WONDER IF THIS MEANS...

his lack of engagement isn't due to disinterest in memories, but because current tools already fit his low-effort expectations.

IT WOULD BE GAME CHANGING TO...

enable shared photo experiences that remain effortless even when people outside the same ecosystem are involved.

brainstorm images

BRAINSTORMING HMW's

BRAINSTORMING SOLUTIONS

How Might We -

Interview 4

Interview 4

How Might We -

Interview 5

Interview 5

How Might We -

Interview 6

Interview 6

BRAINSTORMING SOLUTIONS

Interview 4

Interview 5

How Might We -

Interview 4

Interview 5

How Might We -

Interview 6

Interview 6



thank you!

