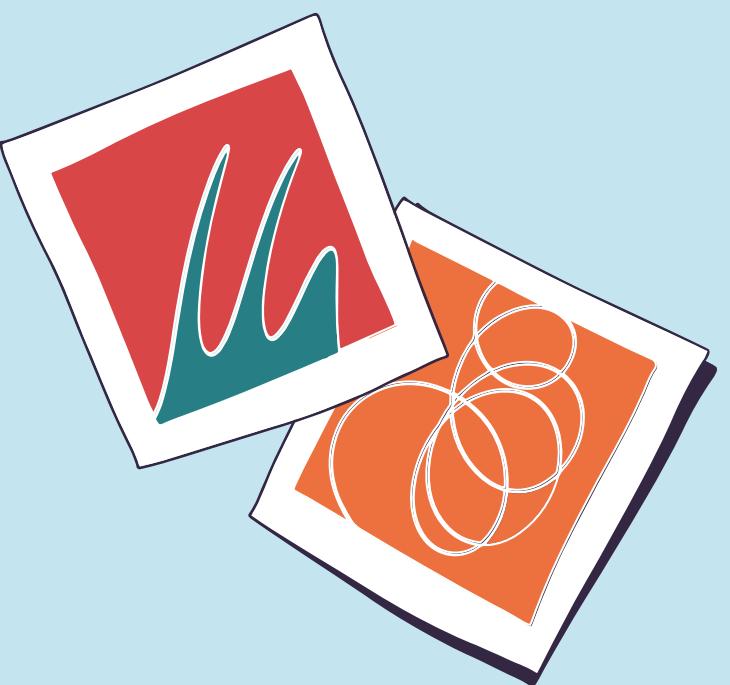
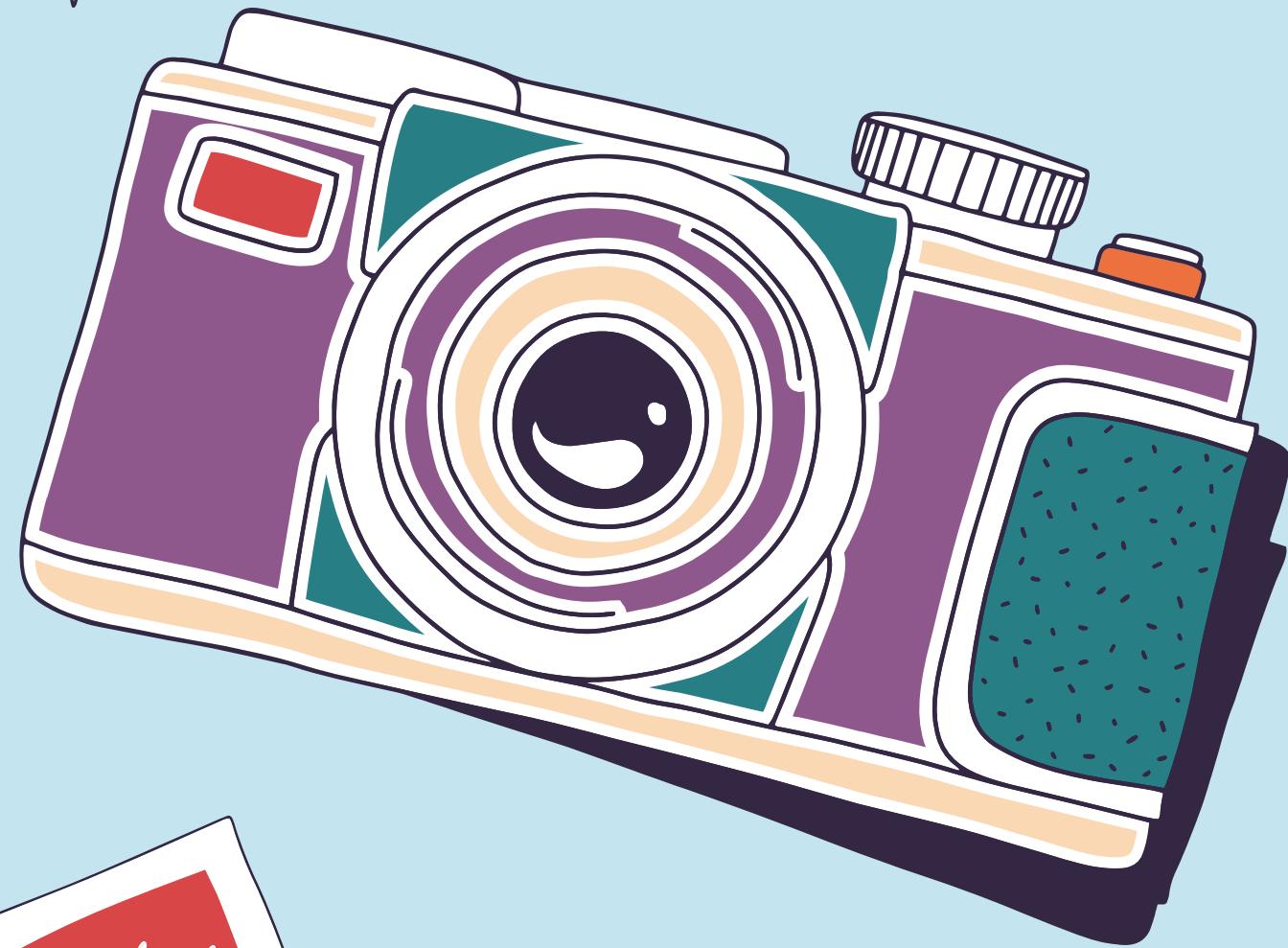




# FRAME

Memories shouldn't be work!

Capturing moments is effortless,  
remembering them isn't.



# 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



there are

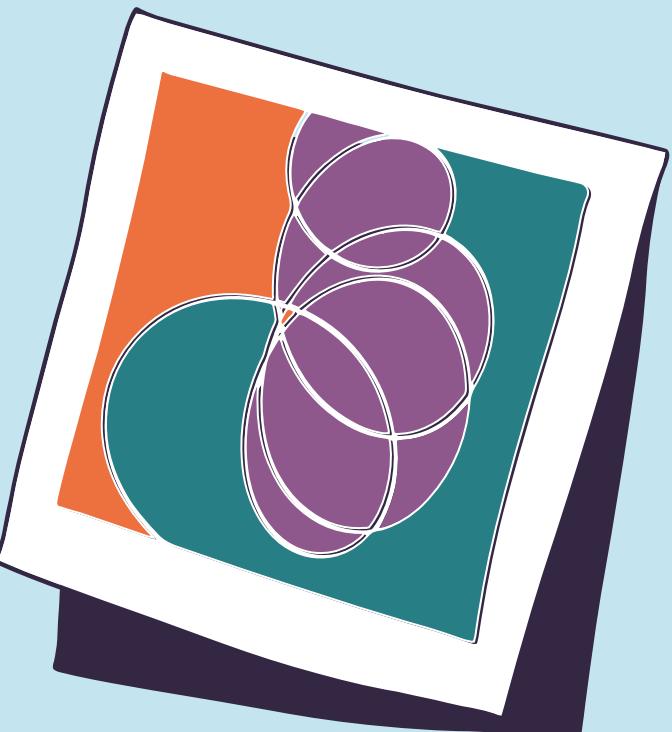
30000+

photos on almost every phone!

# *We take more photos than ever*

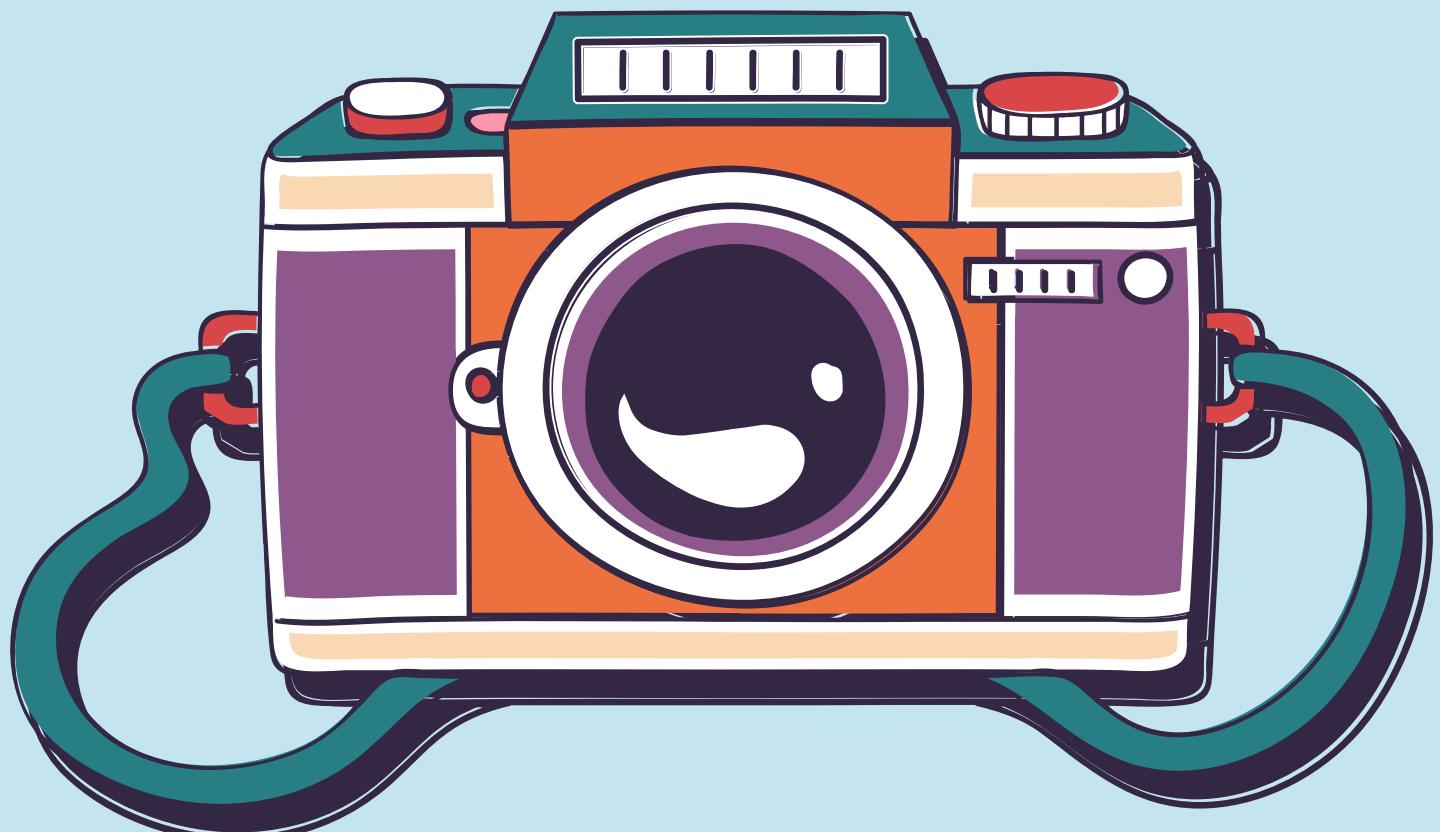
People frequently capture shared experiences together such as trips, parties, or events but there is no reliable, cross-platform way to collect photos from everyone involved and meaningfully organize them afterward.

Photos end up scattered across iOS and Android devices, messaging apps, and cloud links, making it difficult to find important moments, filter through large volumes of content, or view photos at full quality.



# *where things start to break*

- Shared moments often include people using both iOS and Android, yet photo sharing still breaks across platforms
- Photos end up scattered across apps (AirDrop, group chats, cloud links)
- Important photos are often buried under duplicates or low-quality images
- Finding specific moments or the best photos takes more effort than it should



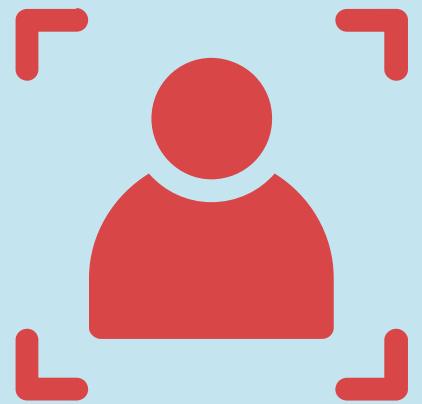
to know more, we talked to



Ms. PURPLE

Insurance Industry Professional

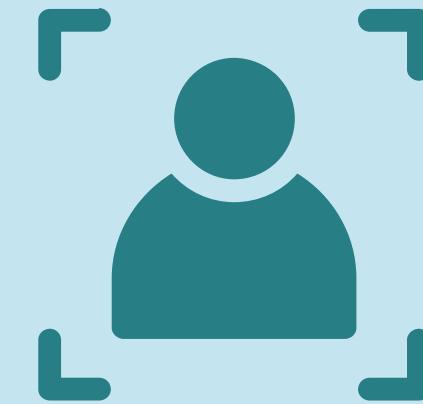
Extreme user: Gen Z teen  
who uses both iOS and  
Android



Mr. RED

Game Developer

Average user: Millennial  
who uses Android devices  
only



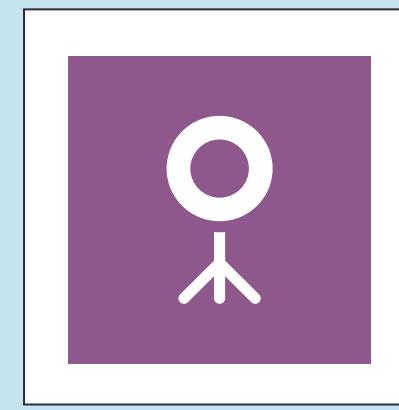
Mr. GREEN

Researcher

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

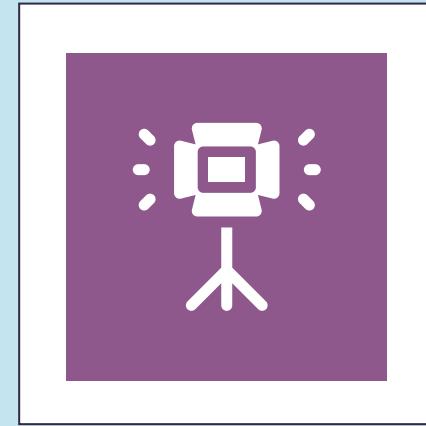
yes, people are colors now....

# why these voices mattered



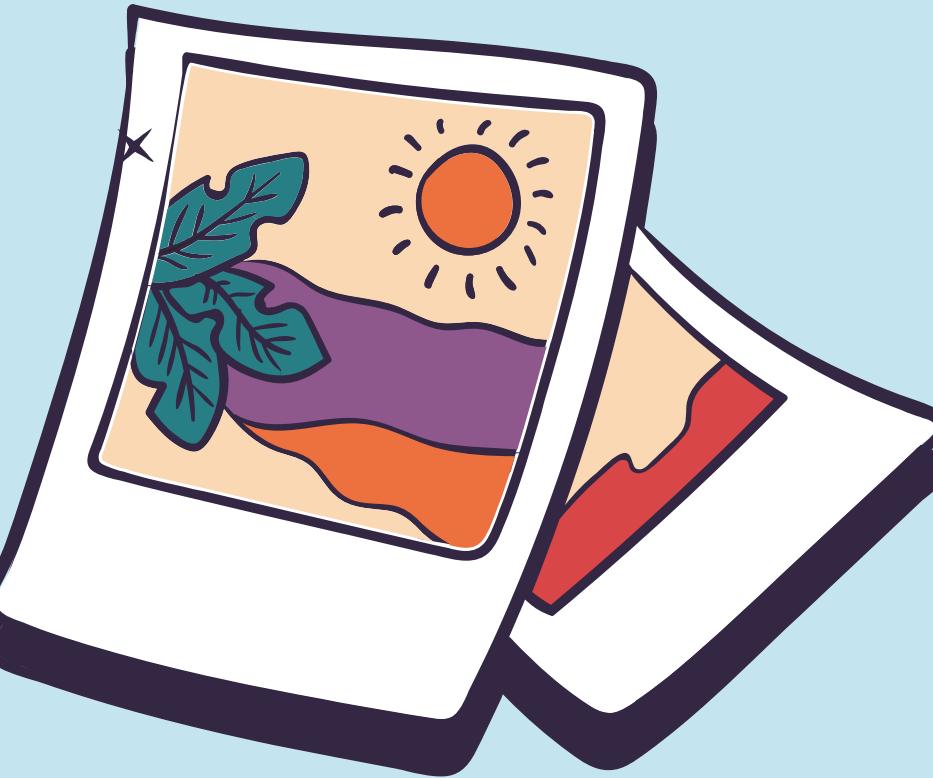
## Variety in OS

People who use different operating systems, like iOS and Android (or even both)



## Diverse Background

People of different age groups and genders, to ensure different perspectives



## We asked them to tell us stories

Can you tell us about a recent time where you had to share photos with friends and family?

What did that process look like to you?

How do you decide what photos matter most to you?

What did the photo sharing process look like to you?

How often do you use shared albums?

How often do you filter through the shared album for photos more relevant to you?

How do you currently store or organize photos?



## meet ms. purple

Insurance industry professional, Gen Z  
met at a Starbucks in Goleta

Extreme User: Uses both iOS and Android, frequent cross-platform photo sharing, relies on shared albums, encounters quality loss issues, manages photos after group events, mixed-device social groups

Lead: Zeel; Scribed: Gavin

“One of my roommates doesn't have an iPhone, and  
that makes everything way more complicated.”



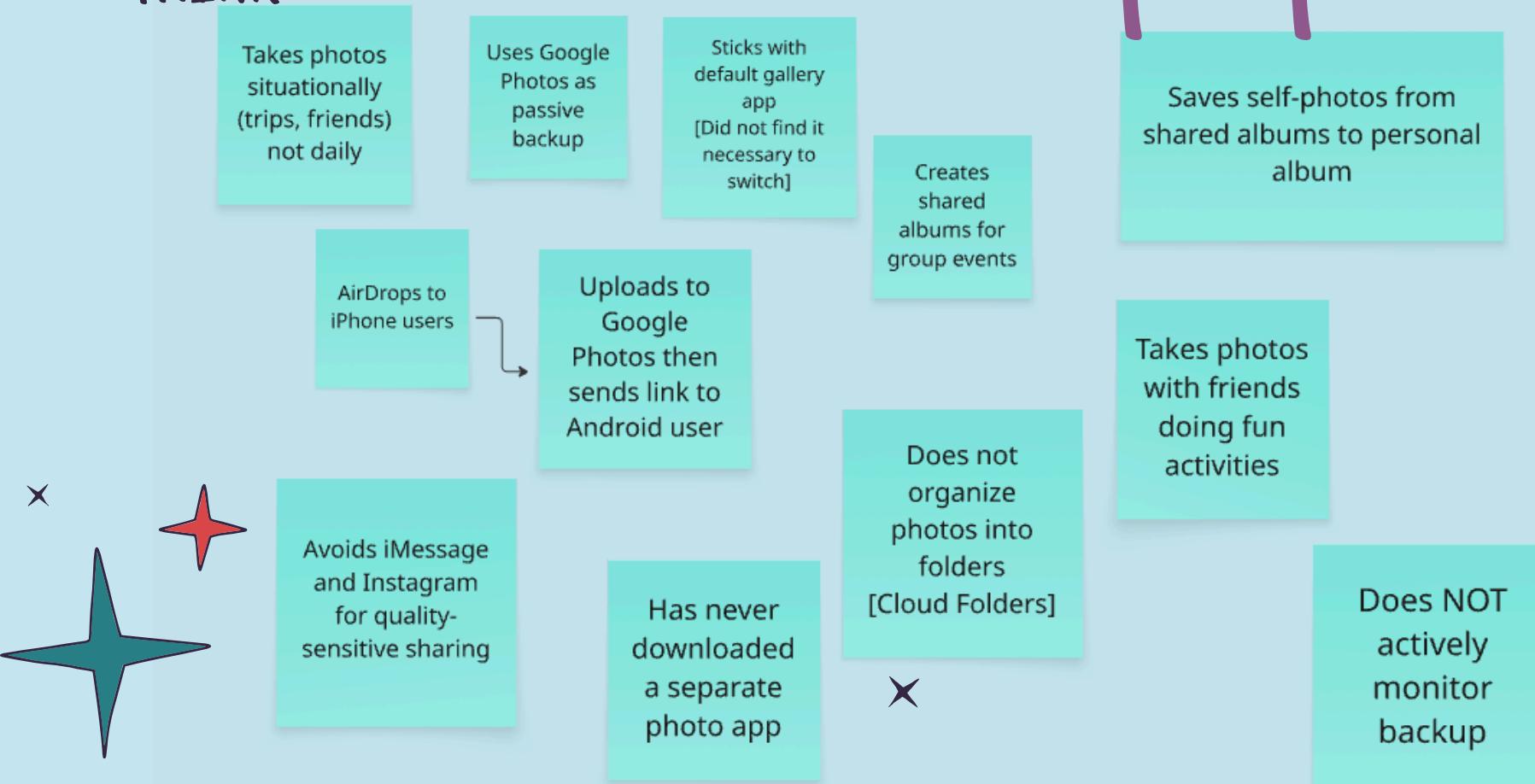
SAY



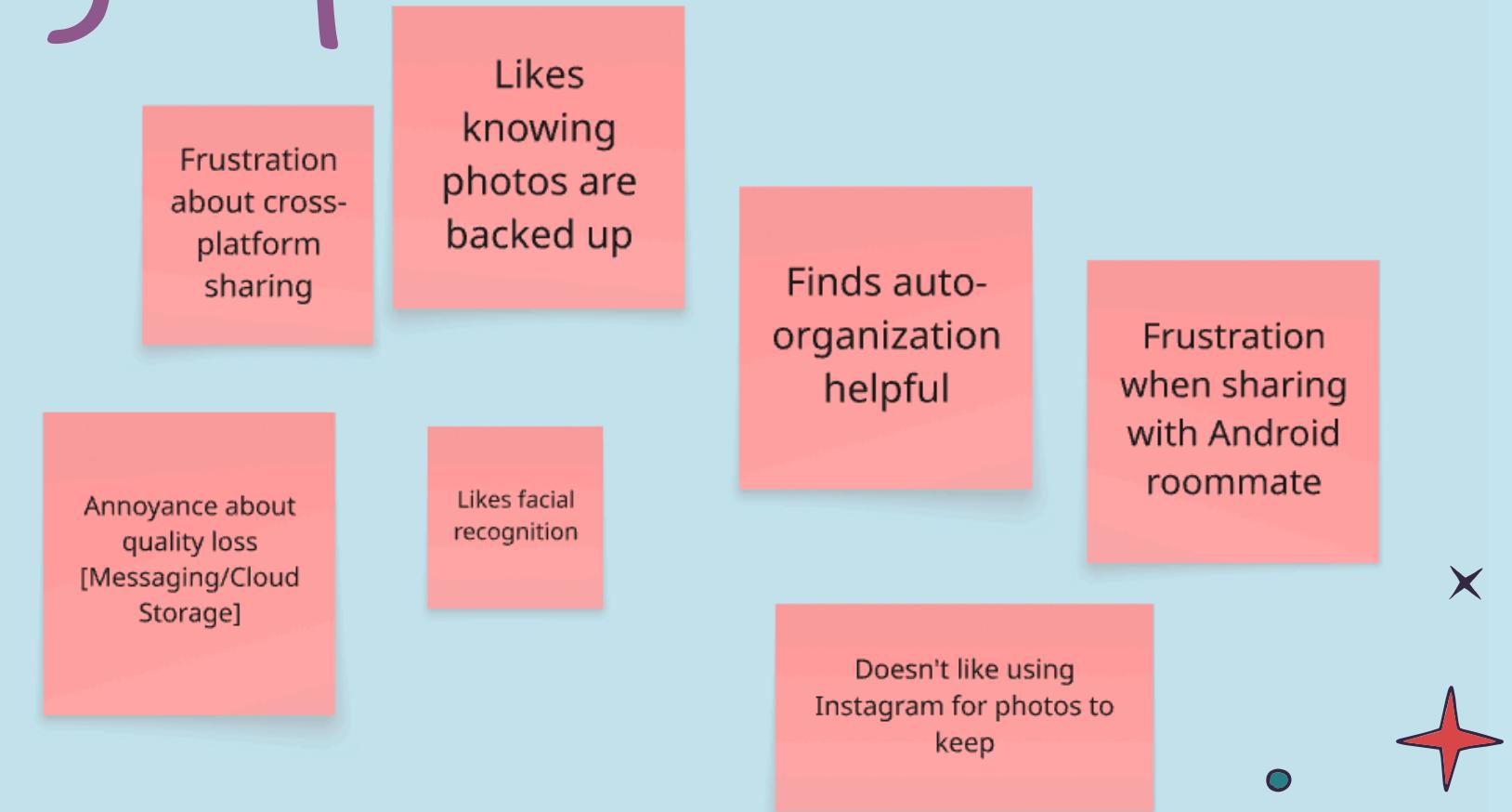
DO



THINK



FEEL



# purple's empathy map

SAY

"It's more of a set-it-and-forget-it situation" [Cloud Photo Backups]

"It's more about how the photo feels than how it looks technically. It's very mood-based" [Photo Preference]

"It feels frustrating that sharing photos between different phones still isn't seamless"

"As long as I can find things when I need to, I'm fine with it"

"One thing I actually really like is the facial recognition feature" "It's just easier to have everything in one place instead of everyone individually sending photos back and forth"

"One of my roommates doesn't have an iPhone, and that makes everything way more complicated"

"I take a lot of photos with friends"

"One thing I actually really like is the facial recognition feature"

"It's already there, it works fine, and I'm used to how it's organized" [Default Photos App]

"I'm mostly looking for photos of myself"

"I wouldn't really say I'm a big photo person compared to other people my age"

"iMessage completely ruins the quality of photos and videos, so I avoid that"

"I use shared albums pretty often"

X

Backup gives peace of mind

Auto-organization removes work from her

Android roommate complicates everything

Cross-platform sharing should be seamless

Sharing with Android is tedious

Instagram is convenient but not for keepers

Would switch if it were harder to use

Centralized albums are easier than individual sharing

Facial recognition is super helpful

Precise date filters would help

Email has file limits

THINK

Takes photos situationally (trips, friends) not daily

Uses Google Photos as passive backup

Sticks with default gallery app [Did not find it necessary to switch]

Creates shared albums for group events

Saves self-photos from shared albums to personal album

AirDrops to iPhone users

Uploads to Google Photos then sends link to Android user

Avoids iMessage and Instagram for quality-sensitive sharing

Has never downloaded a separate photo app

Does not organize photos into folders [Cloud Folders]

Takes photos with friends doing fun activities

Does NOT actively monitor backup

Frustration about cross-platform sharing

Likes knowing photos are backed up

Annoyance about quality loss [Messaging/Cloud Storage]

Likes facial recognition

Finds auto-organization helpful

Frustration when sharing with Android roommate

Doesn't like using Instagram for photos to keep

FEEL



DO



# purple's empathy map

# she taught us that

Purple's sharing issues aren't about taking or storing photos; it's about what happens after the moment. She's become an informal "platform translator" for her friend group, juggling AirDrop for iPhone friends and Google Photos links for her Android roommate. A typical night out gets interrupted by a logistics problem. Quality loss through iMessage isn't just a technical annoyance. It feels like the memory itself is being degraded. Purple wants sharing to feel like an extension of the moment, not a chore that follows it.

insights

need

Users need to share full-quality photos with mixed-device groups in one step, because current workarounds (cloud links, compressed messaging) turn a social act into tedious work.





## meet mr. red

Game developer, Millennial  
met on the streets of New York

Average User: UsePrimarily Android user, occasional photo-taking (mostly trips), relies on cloud storage, uses default gallery app, shares via Google Drive folders, minimal photo curation, low use of advanced features

Lead: Rachit; Scribed: Zeel

“It worked well since we’re both Android users, but it  
still took some time to set up.”



SAY

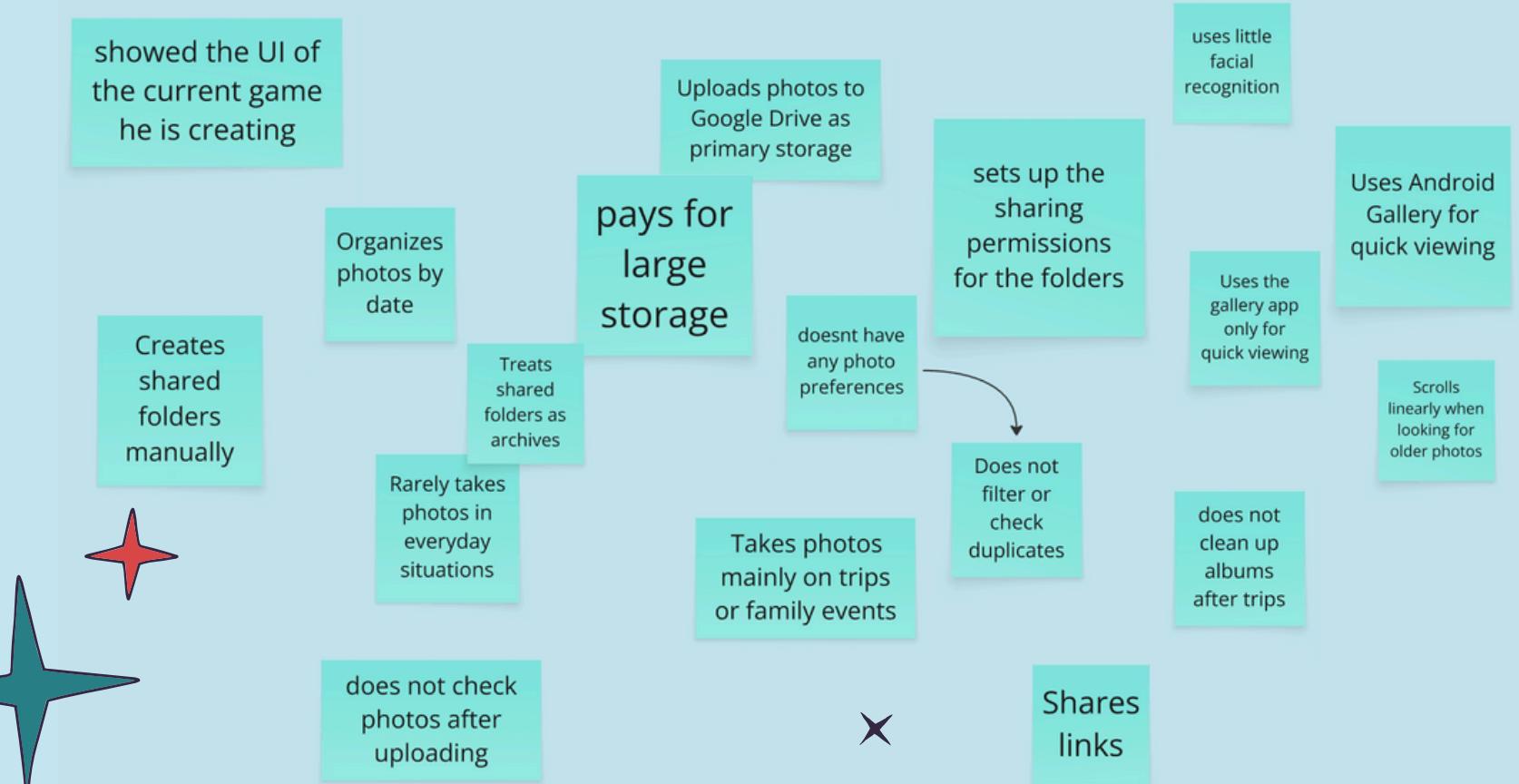


wishes for better facial recognition in Android

DO

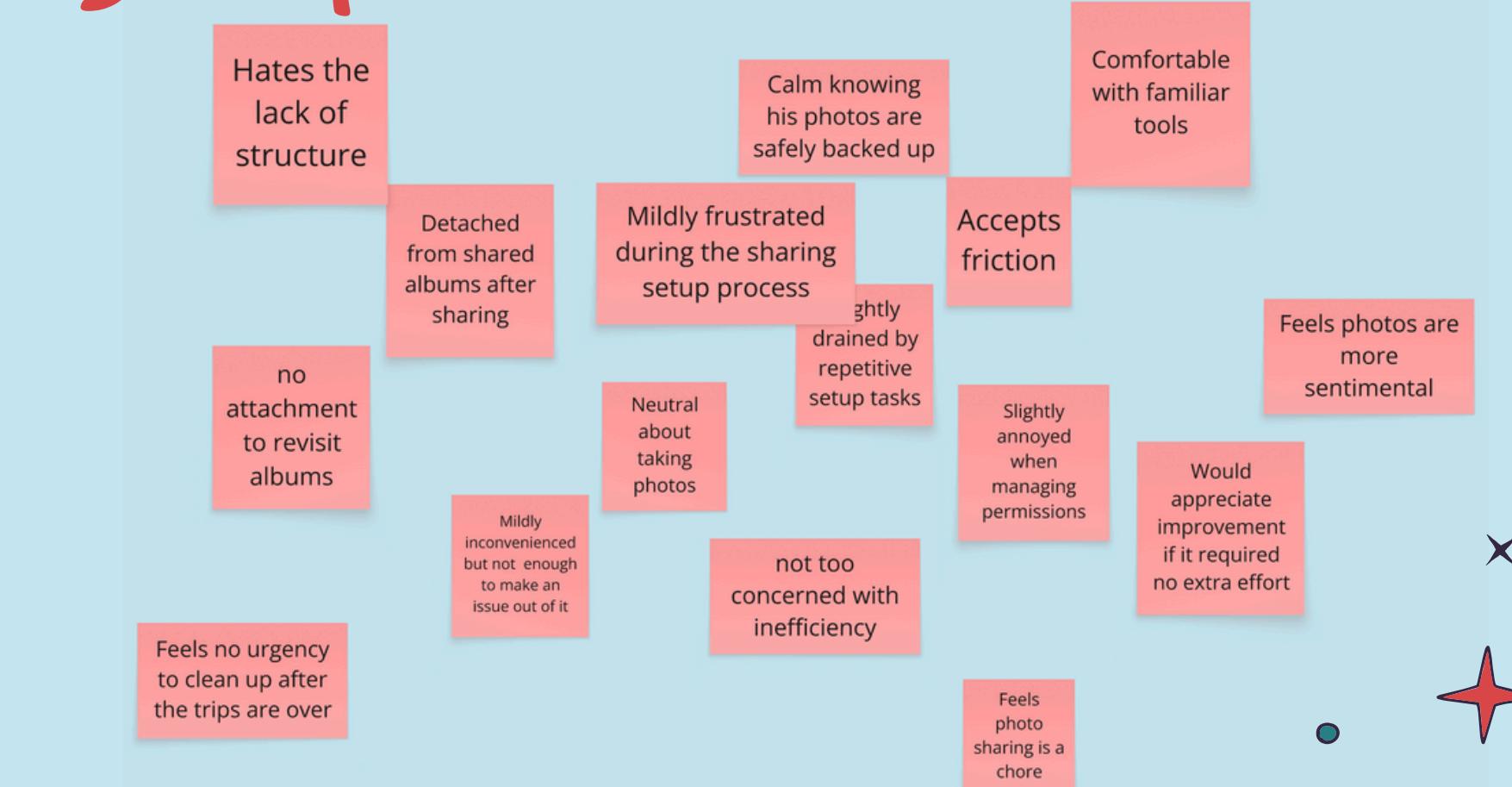


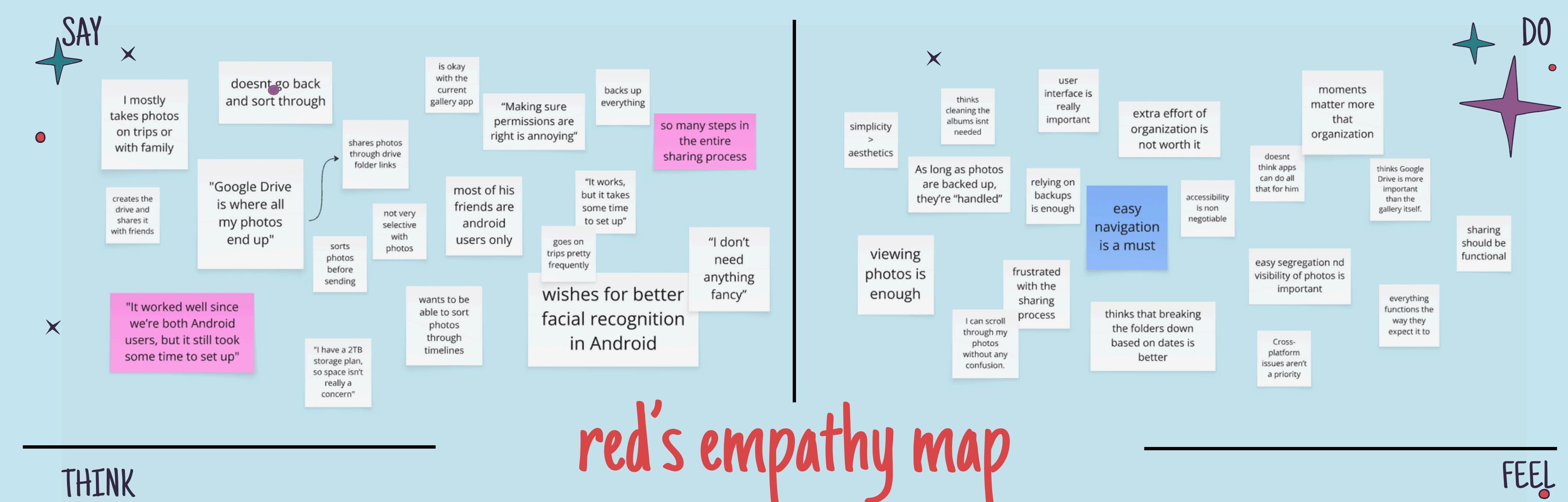
THINK



red's empathy map

FEEL



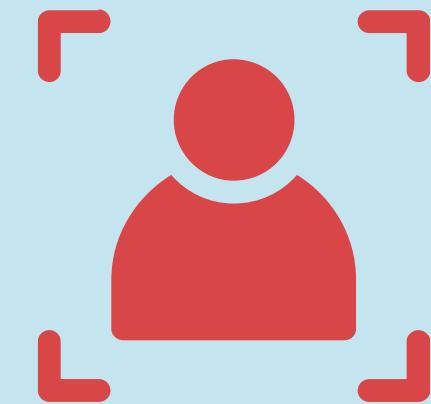


# red's empathy map

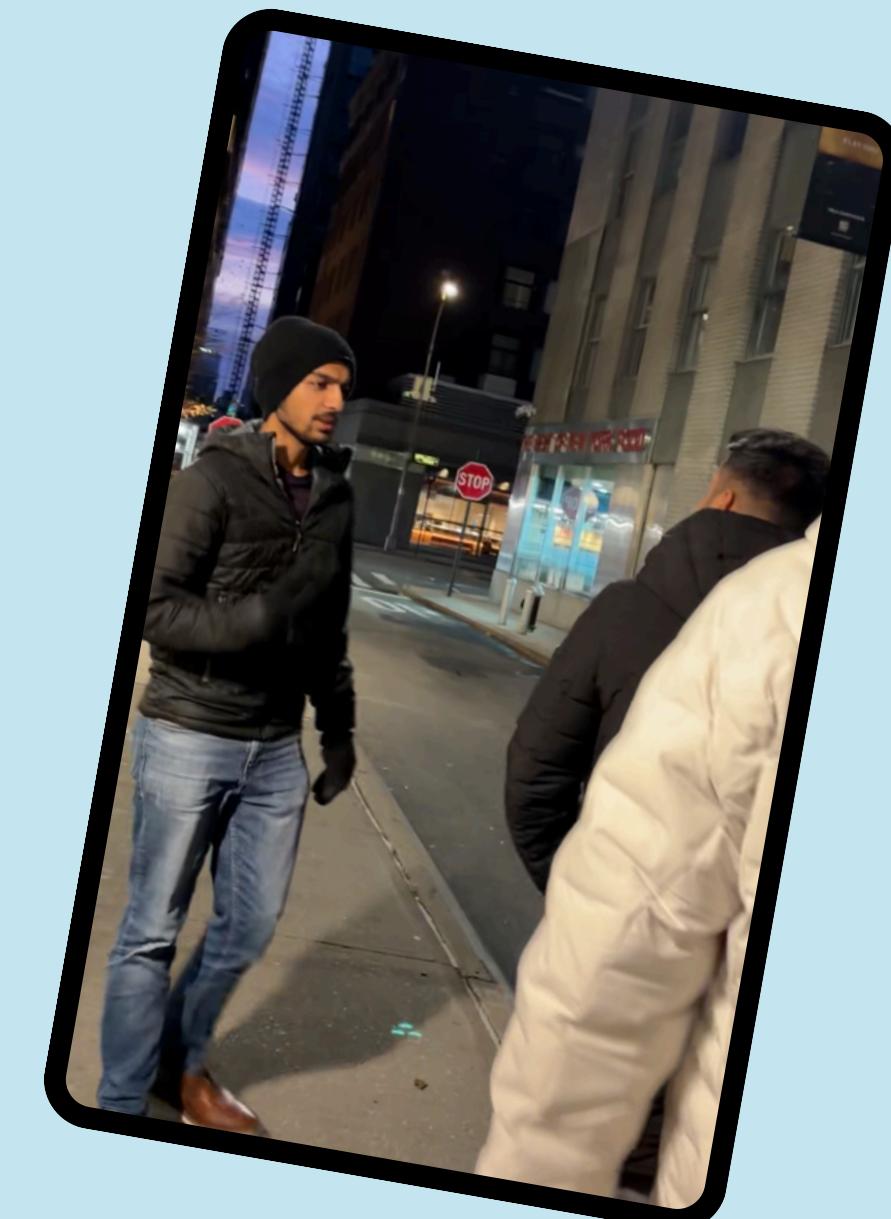
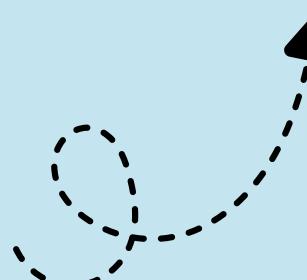
# he taught us that

Red doesn't have strong complaints, but that is the problem. He's accepted difficulties as the normal cost of sharing. Setting up permissions and organizing folders after his San Diego trip wasn't overly painful but just tedious enough to drain his motivation. Once photos are dumped into a Drive folder, he never revisits them. The current tools don't fail dramatically. They quietly discourage engagement. His photos become archives, not memories.

insights



need





## meet mr. green

Researcher, Gen Z  
met at his company

Non User: Primarily iOS-only user, minimal photo-taking behavior, relies entirely on iCloud automation, shares photos through iMessage, does not engage with shared albums, avoids manual organization or curation

Lead: Gavin; Scribed: Rachit

“There's no quality distortion when everyone has an iPhone.

The only time quality drops is when it switches to SMS.”



SAY



DO

just saving all photos:  
if I need a photo later,  
it'll probably still be  
there

sharing photos  
should be low effort  
and reversible

they dc  
about  
curating  
memories rn

they trust  
iCloud to  
handle it  
better than  
themselves

they don't want  
awkward conversations  
about removing people  
from albums

They don't  
want photos  
to become  
another thing  
they manage

deleting or  
organizing  
feels like  
unnecessary  
work

Does not  
manually  
organize  
photos

Removes  
himself from  
old shared  
albums

Uses the  
default iOS  
Photos app

Avoids  
creating  
shared  
albums

Shares photos  
directly  
through  
iMessage

Lets  
photos  
sync  
passively

Rarely takes  
photos in  
daily life or  
during trips

Accepts  
the  
default

bought  
2TB  
iCloud

Does not  
tend to use  
facial  
recognition

Does not go  
through the photos  
once received

THINK

FEEL

relaxed and  
comfortable  
with current  
setup

annoyed  
by friction  
or manual  
setups

relieved that  
syncing is  
automatic

content as  
long as  
nothing breaks

slightly  
uninterested  
towards  
photos as  
memories

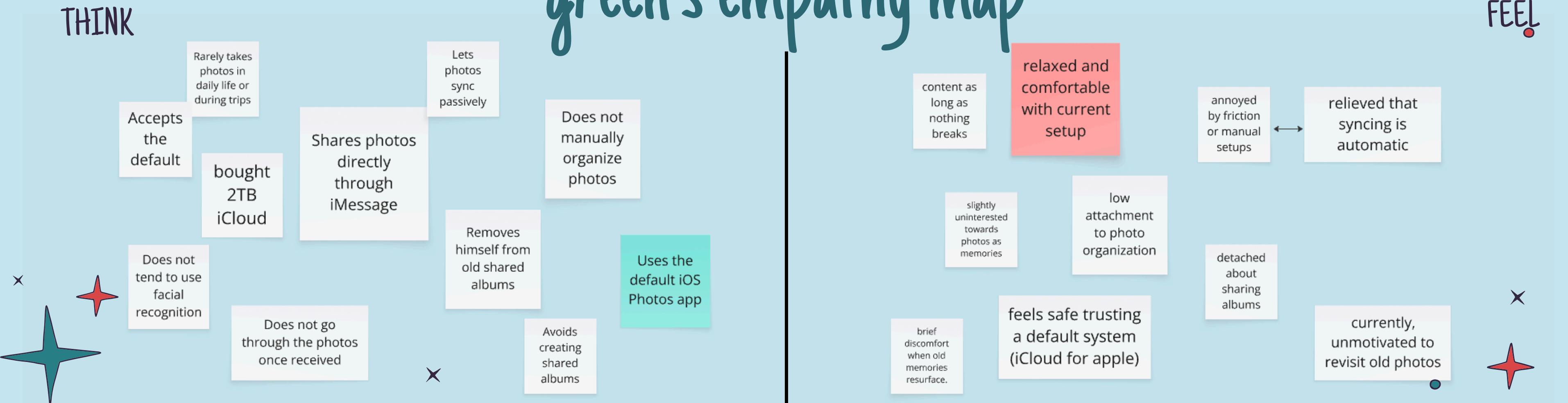
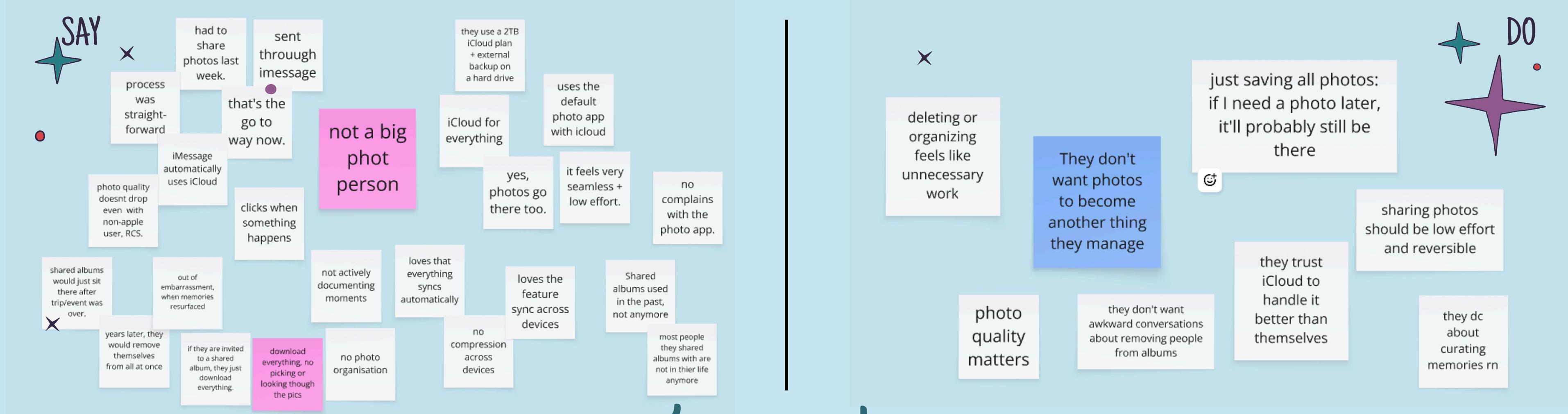
feels safe trusting  
a default system  
(iCloud for apple)

detached  
about  
sharing  
albums

currently,  
unmotivated to  
revisit old photos

low  
attachment  
to photo  
organization

brief  
discomfort  
when old  
memories  
resurface.



# he taught us that

Green experiences photo sharing as solved. iMessage and iCloud give him seamless transfers with zero effort, but only because everyone he shares with also has an iPhone. He's unaware of the friction his friends who use Android would face because he never encounters it. His frictionless experience is exclusionary by design. Apple's ecosystem works by pushing incompatibility problems onto whoever falls outside it. Users like Green aren't potential customers however, they are the standard the app needs to match.

insights



need

Users need cross-platform sharing that matches the ease of same-ecosystem tools. The current gap creates a subpar experience where "wrong device" users suffer.



# *listening across all three stories*

CROSS PLATFORM FRICTION	Photo sharing works smoothly only within the same OS; mixed iOS-Android groups rely on workarounds that interrupt the experience.
AFTER THE MOMENT	The biggest pain point isn't taking photos, but collecting and managing them after shared experiences end.
MANUAL EFFORT	Setting up folders, permissions, and links adds just enough friction to discourage meaningful engagement.
SCATTERED PHOTOS	Photos are scattered across messaging apps, cloud links, and devices, making shared memories feel incomplete.
NEED FOR EASY ORGANIZATION	Users want photos to be automatically filtered and organized without needing to manage them themselves.
AI OPPORTUNITY	A cross-platform album with AI-driven organization can reduce effort and preserve shared memories.

# what's coming up next

not a real calendar 😅

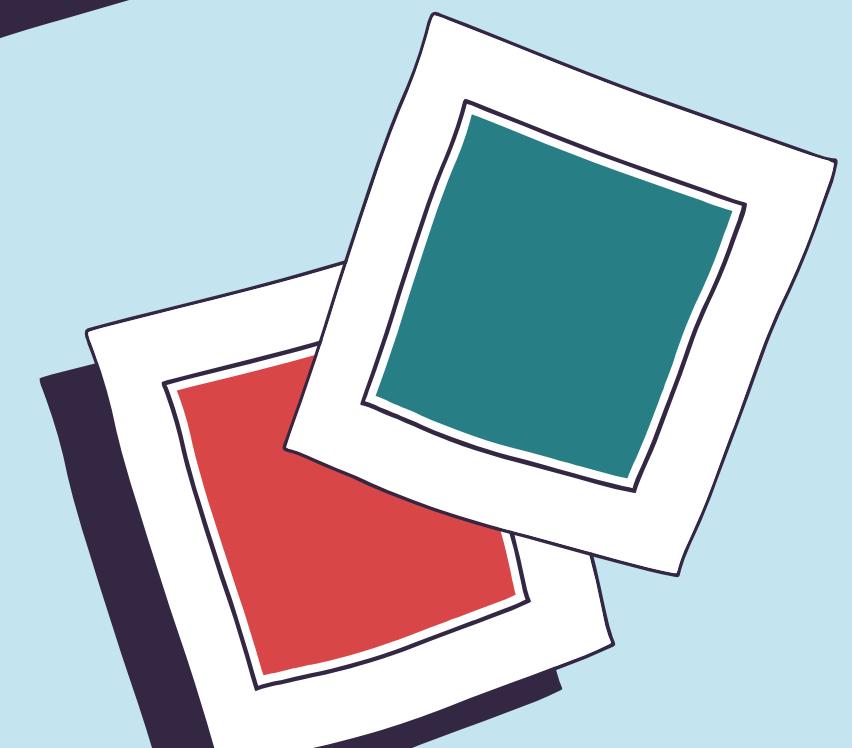
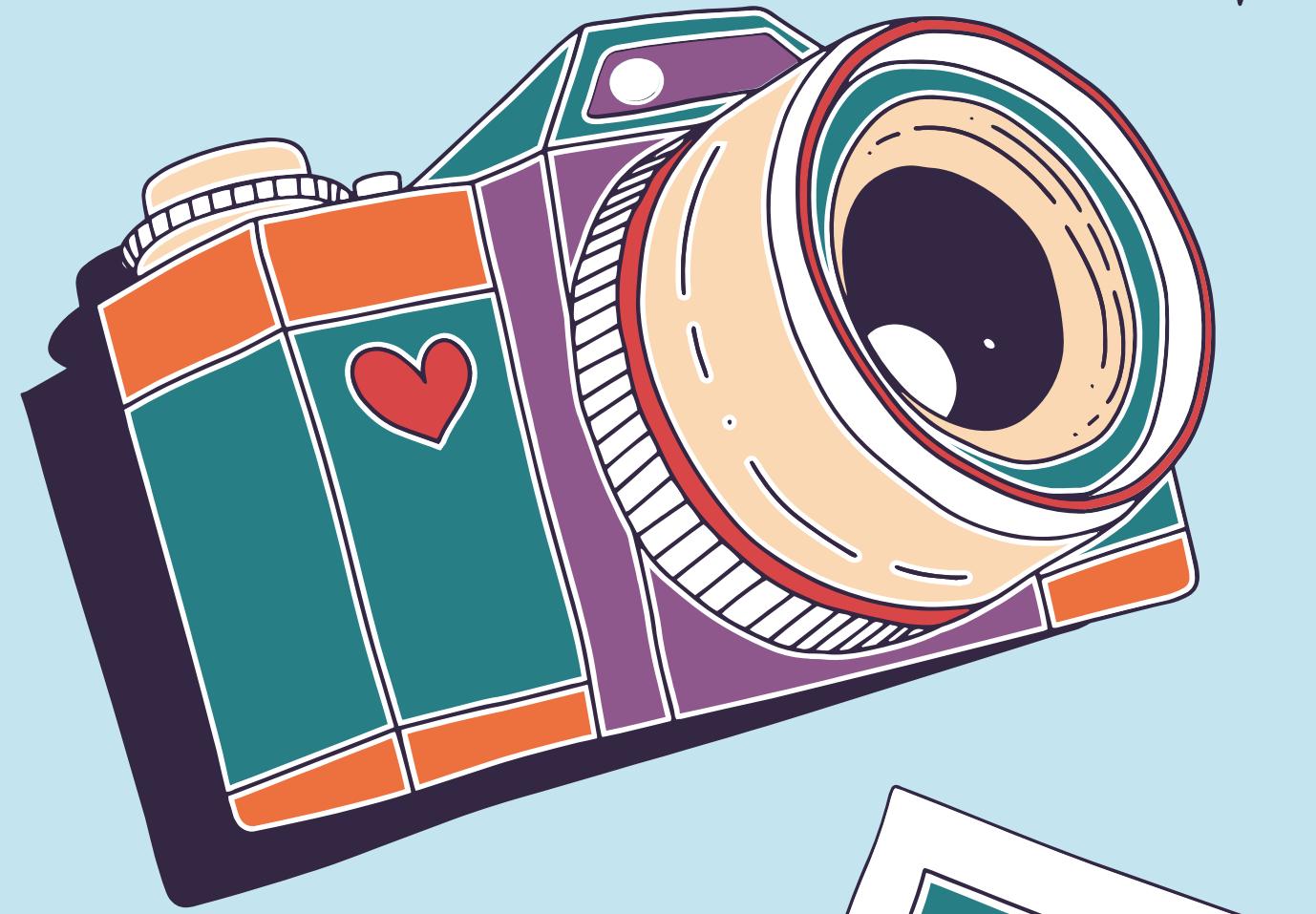
MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

GR1 revealed friction only becomes visible in mixed-device groups, so GR2 will expand interviews to confirm these patterns.

Early empathy maps surfaced themes, but GR2 will refine them to distinguish real pain points from tolerated inconvenience.

Insights from GR1 will be synthesized into clearer POVs and actionable How-Might-We questions in GR2.

With user needs grounded in GR1 research, GR2 will explore solution directions through structured ideation.



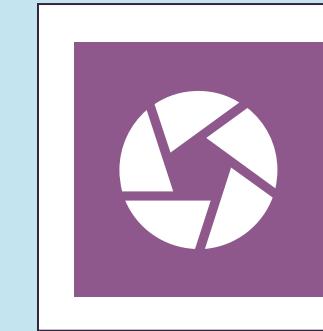
THANK YOU!

# APPENDIX



## Participants

Gen Z and Millennial users across iOS, Android, and mixed-device groups



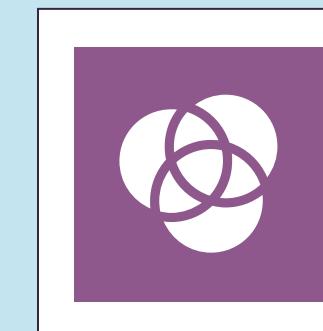
## Focus

Post-event photo sharing and organization



## Consent

Informed consent forms were signed by all participants



## Synthesis

Insights derived using empathy mapping



## Method

Semi-structured, story-based interviews



## Scope

Exploratory research to inform ideation