



## **Photo Sharing Feature**

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# User Research

## Interview Findings

Hesitant to share their photos within a large group, even with family members.



## Design Decisions

Privacy settings are a must-have.  
Allow users to choose whom they share with.

Perceive genealogy content as primarily archival or oriented in the past.



Use time as a key categorization element.

# User Research (Cont.)

## Interview Findings

Interested in calling out key historical moments.



## Design Decisions

Make events associated with photos more prominent.

Interested in sharing photos, but participation is key.  
Notification can help increase engagement, if it not too frequent.



Use notifications to encourage participation, but allow users to choose the frequency and content of notification.

# User Research (Cont.)



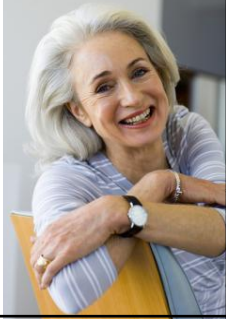
## Interview Findings

May not be interested in replicating content across social networks.



## Design Decisions

Integration with Facebook may help drive user participation.

	<b>Erika Young</b> 	<b>Ricardo Gomez</b> 	<b>Carol Grayson</b> 
<b>Age/ Occupation</b>	late 20s; Visual Designer	early 40s; Creative Director	early 60s; Newly retired teacher; mother,wife, grandmother
<b>Comfort level with technology</b>	Highly proficient; Smartphone is loaded with tons of apps. Loves Instagram and on FB all the time. Communicate primarily by texting friends. Developing film...what's that?	Comfortable with technology but not a digital native. Loves his smartphone and cannot imagine life today without it but remembers the days they weren't around	More comfortable with the web in last 10 years. Had to because her students were tech-savvy. Still nervous about sharing personal info online. Likes receiving pictures of grandkids
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Learning about my family history helps me sort out my identity</li> <li>• Wants to hear and "see" the stories from my grandparents before they are gone</li> </ul>	<ul style="list-style-type: none"> <li>• Eager to answer the question "Who Am I?"</li> <li>• Interested to understand my roots and the geographic origins of my ancestors</li> <li>• Interested to connect with newly discovered relatives</li> </ul>	<ul style="list-style-type: none"> <li>• Thinking about my life and legacy</li> <li>• Focused on making sure my grandchildren know about my life and that of my parents and grandparents</li> <li>• Wants to be sure to document her life sooner rather than later so it's preserved for future generations</li> </ul>

# Carol's Scenario

## Passing on Legacy

Newly retired, Carol was organizing her attic, when she discovered photos of her parents' wedding. Wanting to share the photos with future generations, Carol decides to post her photos to Geni.com for family to discover.

## Tasks

- Upload photos.
- Tag family members.
- Edit album meta data.
- Set sharing settings.
- Edit photo meta data.

# Ricardo's Scenario (Edge)

## Discovering Heritage

Ricardo's date asks him about his identity and origins. Unknown to him, he researches his roots on genealogy websites, discovering photos of relatives in historical documents. He wants to upload these photos on Geni and share them with global relatives.

## Tasks

- Locate the photo.
- Tag the photo.
- Change sharing settings.

# Erika's Scenario (Edge)

## Discovering Legacy

Erika, a digital native, is an active Geni user and social media enthusiast. Her grandfather has started uploading photos and tagging Erika and her family. Erika is embarrassed by some photos and wants to approve tags.

## Tasks

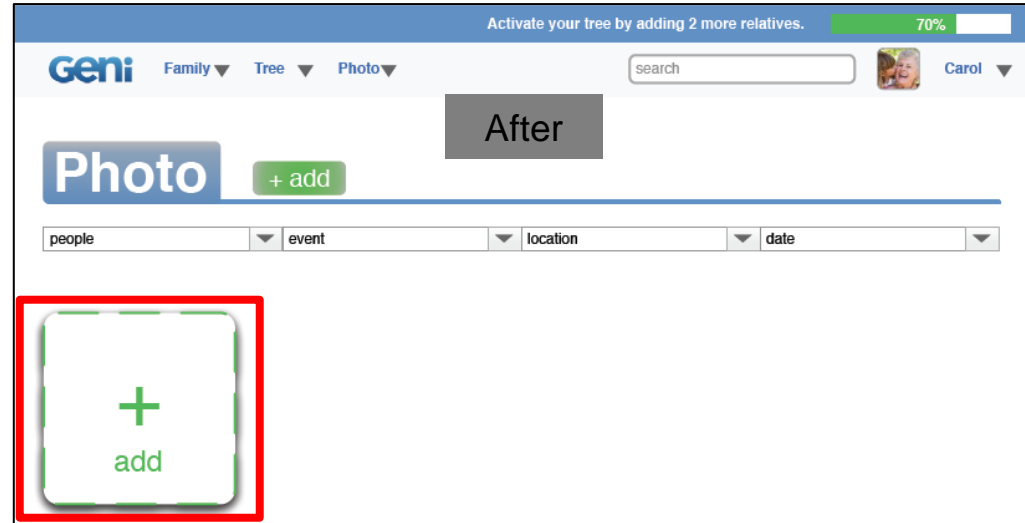
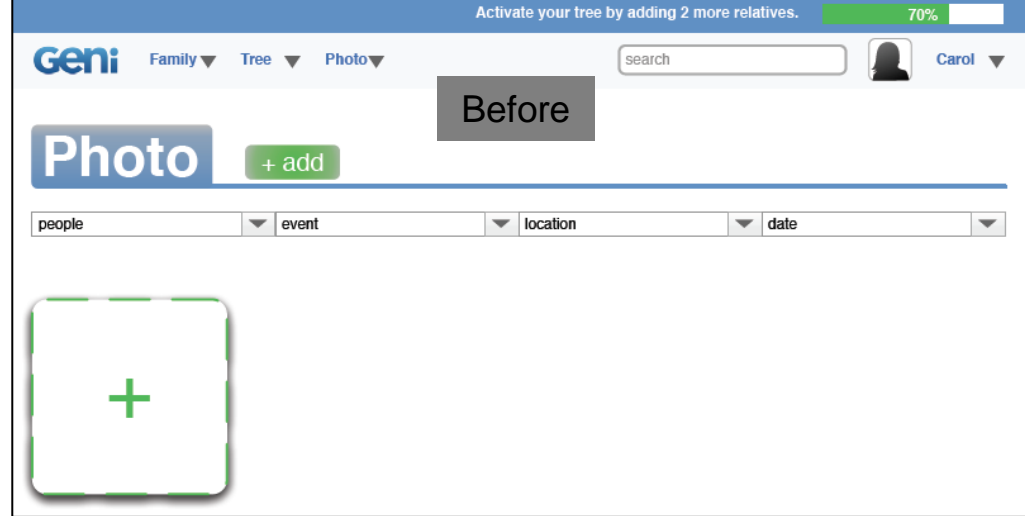
- Find and review tag notifications.
- Comment on photos.
- Approve or deny the tags.



# Iconography

Users liked being able to add photos from two buttons, but were confused by the addition symbol alone in the folder.

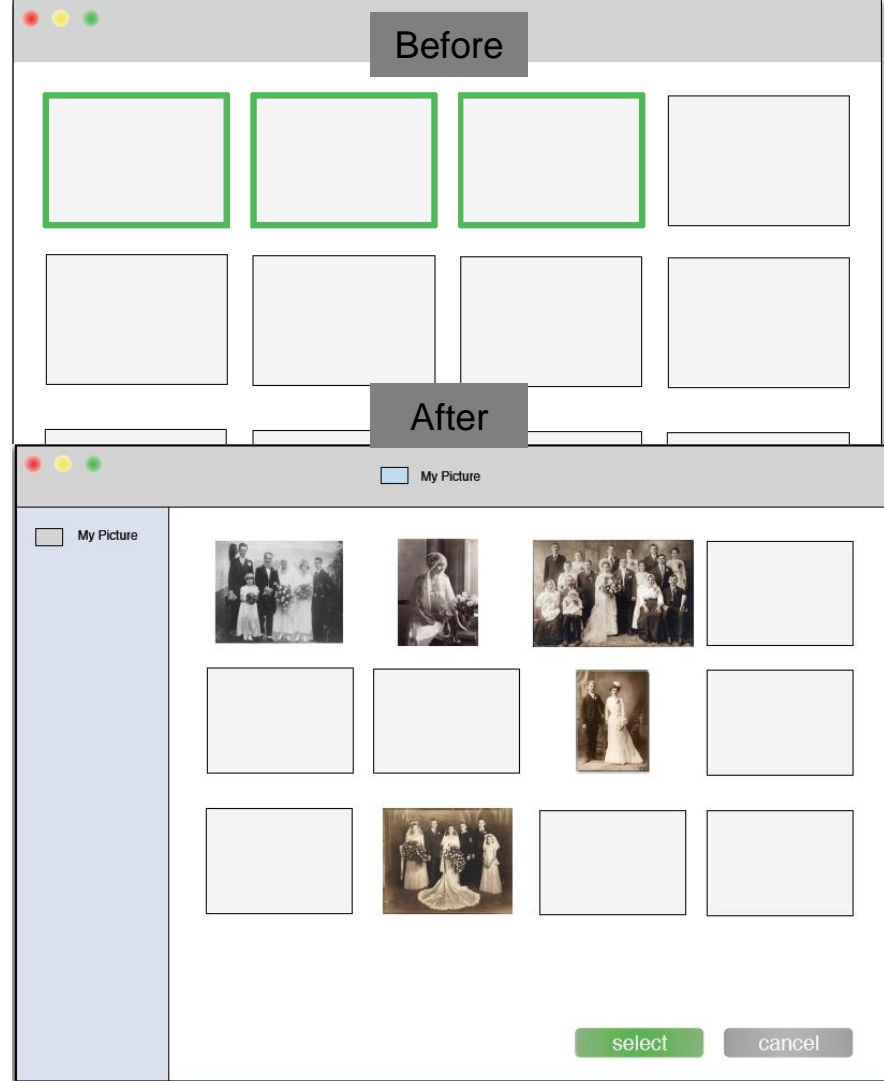
**Solution:** Added Text Label.



# Upload

The fidelity of our prototype did not suggest to them that they were uploading photos from their computers.

**Solution:** Edited wireframe to look more like the Finder.



# Clickability

Users didn't know what was clickable and in what sequence they should click.

**Solution:** Used green and white colors to show active and inactive tag states.




# Field Labels

Users were confused by the labeling of some text fields when editing meta data for the photos and albums.

**Solution:** Edited field labels.

**Photo** Before


Upload Tag people Create an album View



- ▶ name your album
- ▶ describe your album
- ▶ name your event
- ▶ where were the photos taken?
- ▶ all family members

**Photo** After

Upload Tag people Create an album View




- ▶ Joseph and Liz's Wedding
- ▶ Before World War II.
- ▶ London, UK
- ▶ who do you want to share with?

# Privacy Model

Users' mental model was centered around the concept of family groups, rather than lists of individuals.

**Solution:** Enabled users to enter family members and circles.



Before

all family members

mother's family


father's family

first cousins

custom

share

cancel



After

David Gardens

All family members

Father's family group

Mother's family group

First cousin

share

cancel

# Privacy Settings

Users didn't know what to expect from the dropdown and modal window. They attempted to input names directly, rather than choose a group.

**Solution:** Enabled users to enter family members and circles or to use family tree.

Custom Privacy

Before

Select the family you want to share with:


Share this with \_\_\_\_\_  
These people or lists:

Don't share this with \_\_\_\_\_  
These people or lists:

save

cancel

After



▶ Joseph and Liz's Wedding

▶ Before World War II.

▶ London, UK

▶ 

David Gardens ✕

All family members

Father's family group

Mother's family group

First cousin

share

cancel