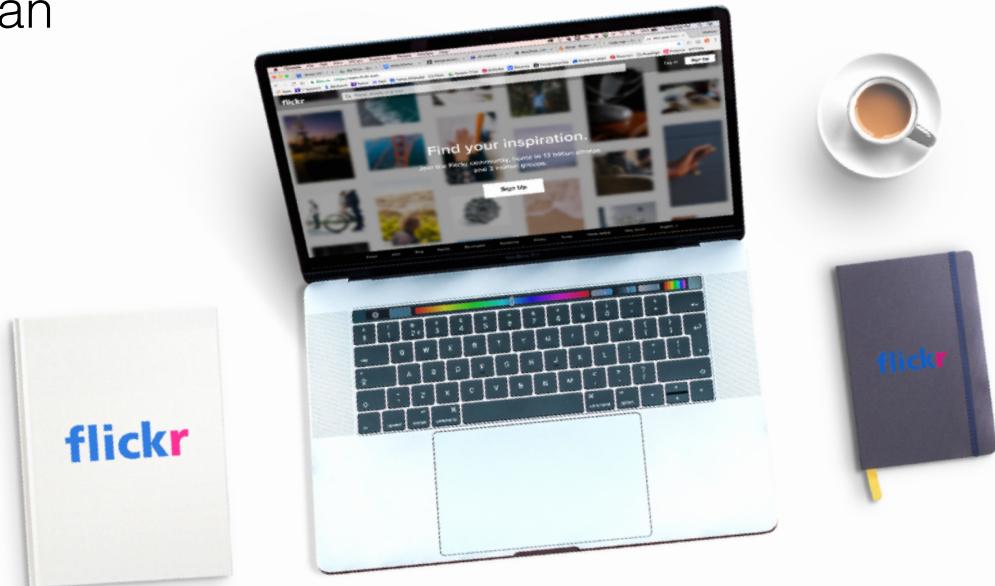


Madison Yocum

Flickr Design Internship

Flickr Design Intern

Manager: Sean Taylor Chapman



What Did I Create?

Chrome Tab Extension & iMessage Extension

Chrometab Extension

A second of enlightenment each time a new tab is opened.



MVP #1

Solving the basic problems.



The Problem

Flickr's past Chrome Tab is outdated and limited in functionality, such as personalization and preferences.

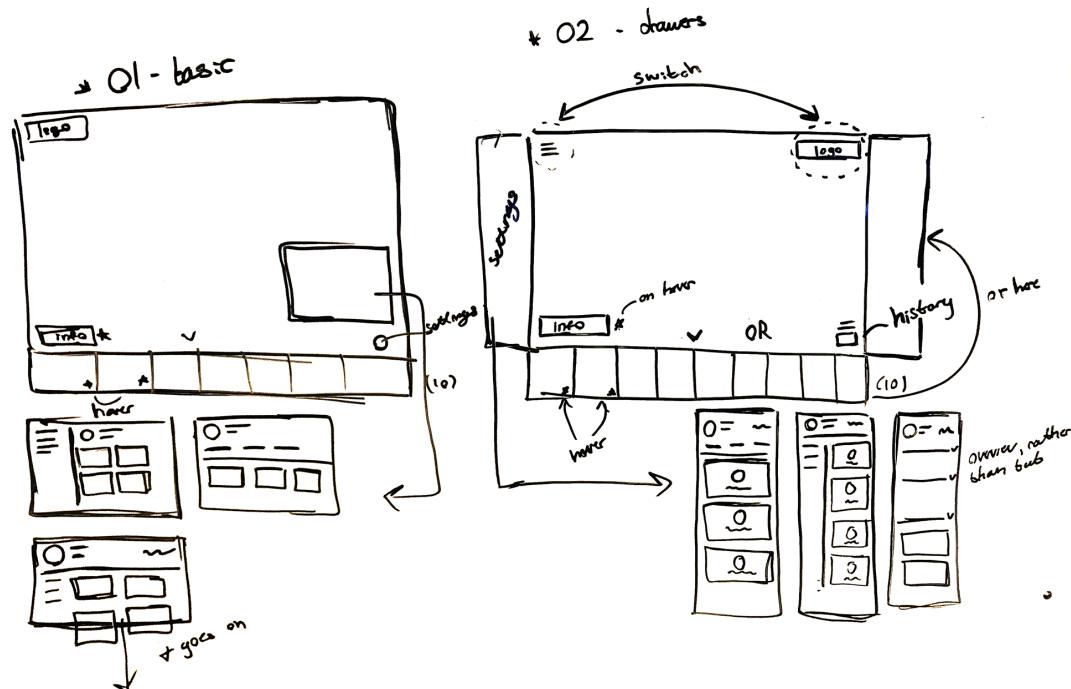
The Problem

Flickr's past Chrome Tab is outdated and limited in functionality, such as personalization and preferences.

**My goal was to modernize it and
enhance the base user experience.**

The Process

Understanding the users needs
and solving existing problems.



Goals

Main goals that I wanted to solve and achieve during the redesign.

Provide a photo interaction.

Allow users to see high quality and past photos that were displayed each time they open a new tab and a Flickr photo is shown, and favorite or share a photo.

Promote user preferences.

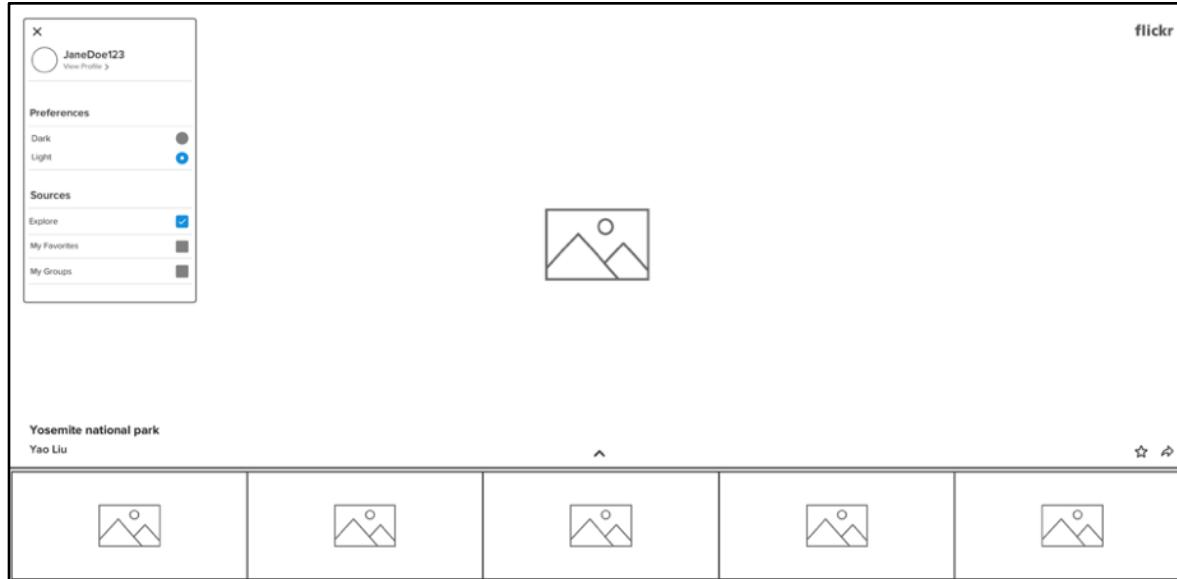
Once upon login through an connected Flickr or YAHOO account, users are able to change simple preferences such as color of the extension and the sources of their photos.

Personalize with a Flickr account.

A key point in the previous user research was a way to show a user's Flickr photos, to start with MVP #1 and to test the functionality of Chrome Extensions, I decided to test photos pulled from Flickr Explore, Favorites, and Groups.

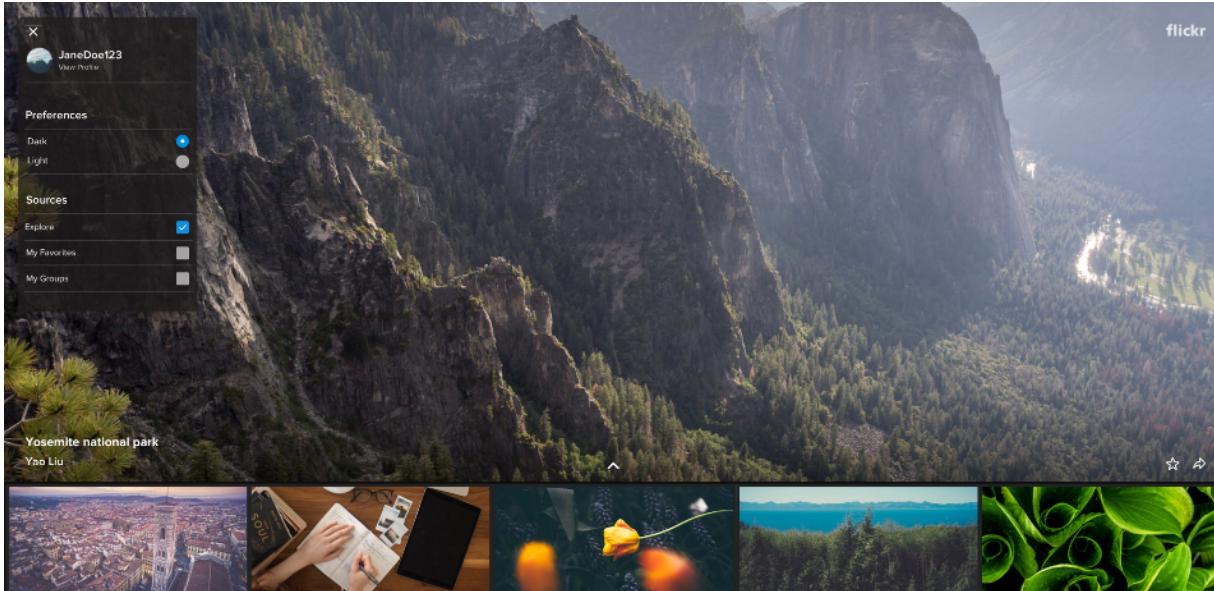
Wireframes

I was given certain KPIs to work the redesign towards and a previous history of user research conducted by the Flickr Team to work from.



The Product

Chrome Tab V1 was created with the intention of solving the basic product problems.



The Research

Users enjoyed the new experience and understood the basic design engagements, but as always any product can be enhanced through research.

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**One last design round
to perfect the product.**

MVP #2

The final Flickr Chrometab.



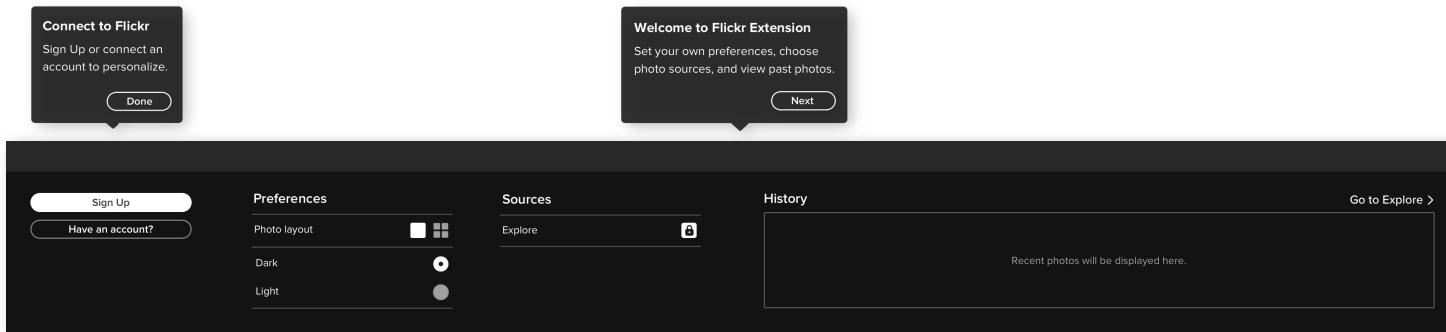
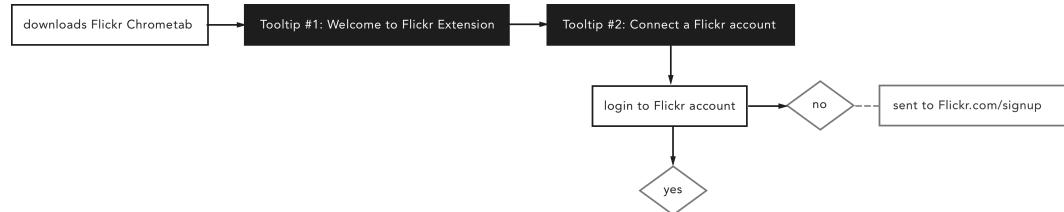
The Solution

Back to the drawing board, considering the user testing results, suggestions from the user testing manager, and with the mentoring of the Head of Design. I worked on simplifying the interface into a singular panel and minimizing the concept of a photo history taking over a whole area of the design.

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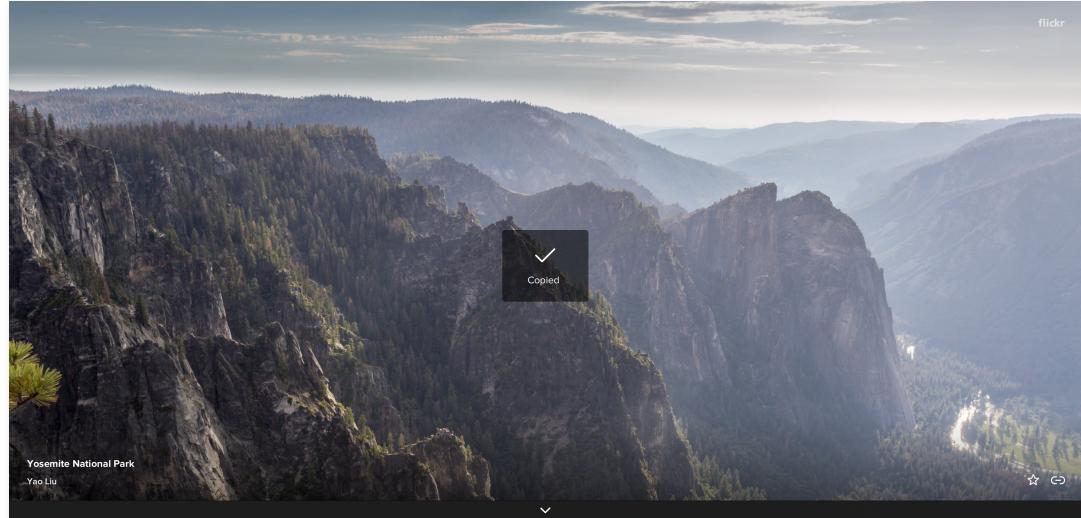
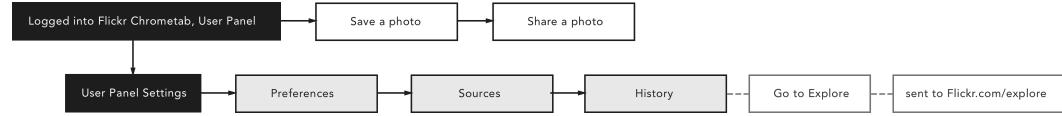
Guide the user, on-boarding the Flickr extension.

When a user first downloads the extension they are greeted with simple user on-boarding tooltips, just enough to draw their attention but not take them outside the experience, one that shows the capabilities of Chromtab and to connect a Flickr account to the extension.



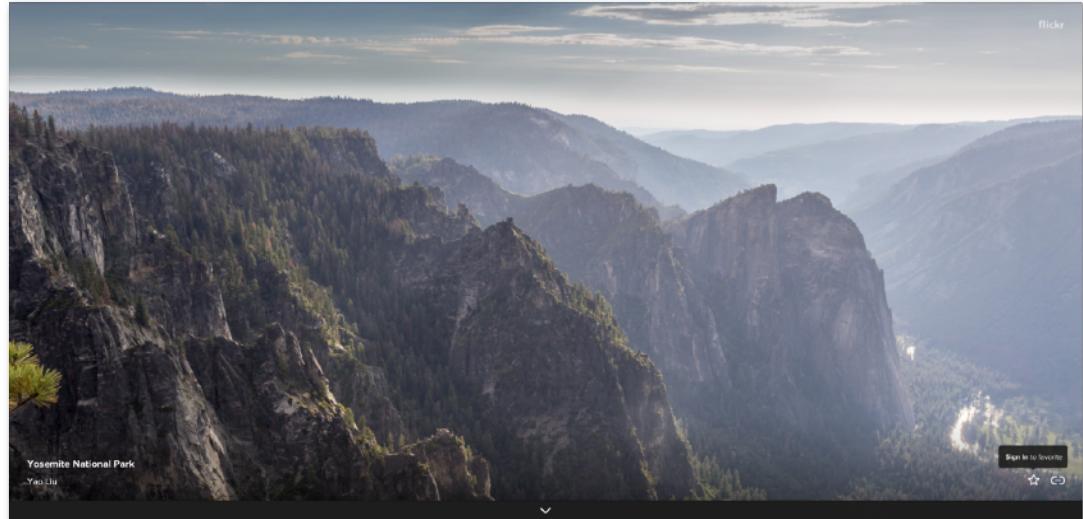
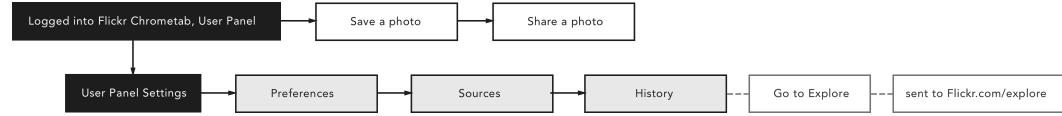
Interactivity with the photos, favoriting and sharing a photo.

A high-quality Flickr photo is shown each time a tab is opened on chrome, allowing users to interact with it. It shows the photographer and title of the image, linking to it on the Flickr website. Also, a user is able to Favorite and Share a photo on social outlets.



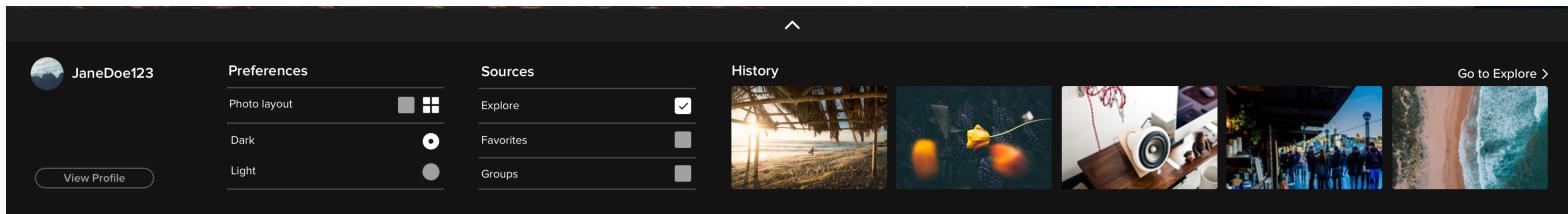
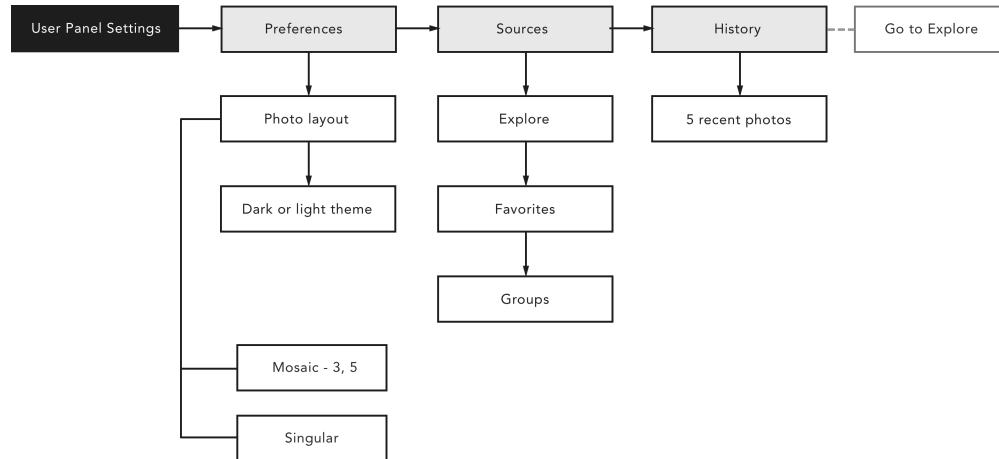
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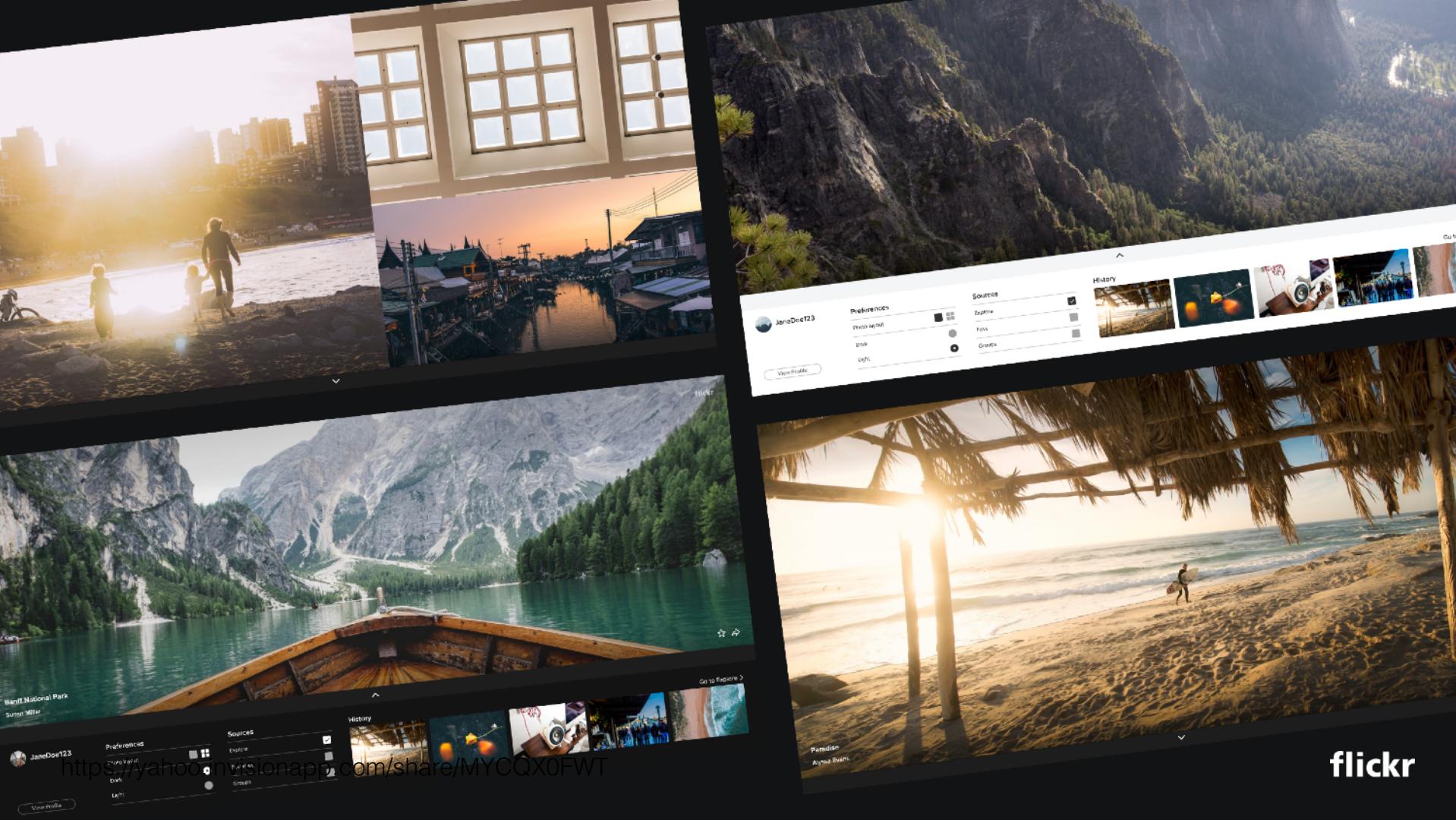
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Customizing and personalizing the Flickr photos shown.

Users are able to change their Preferences, Sources, and see a History of the Flickr photos shown on their extension. Also, a mosaic layout option is present along with a dark or light theme, and the sources of photos varies from a user's Explore, Favorites, or Groups.





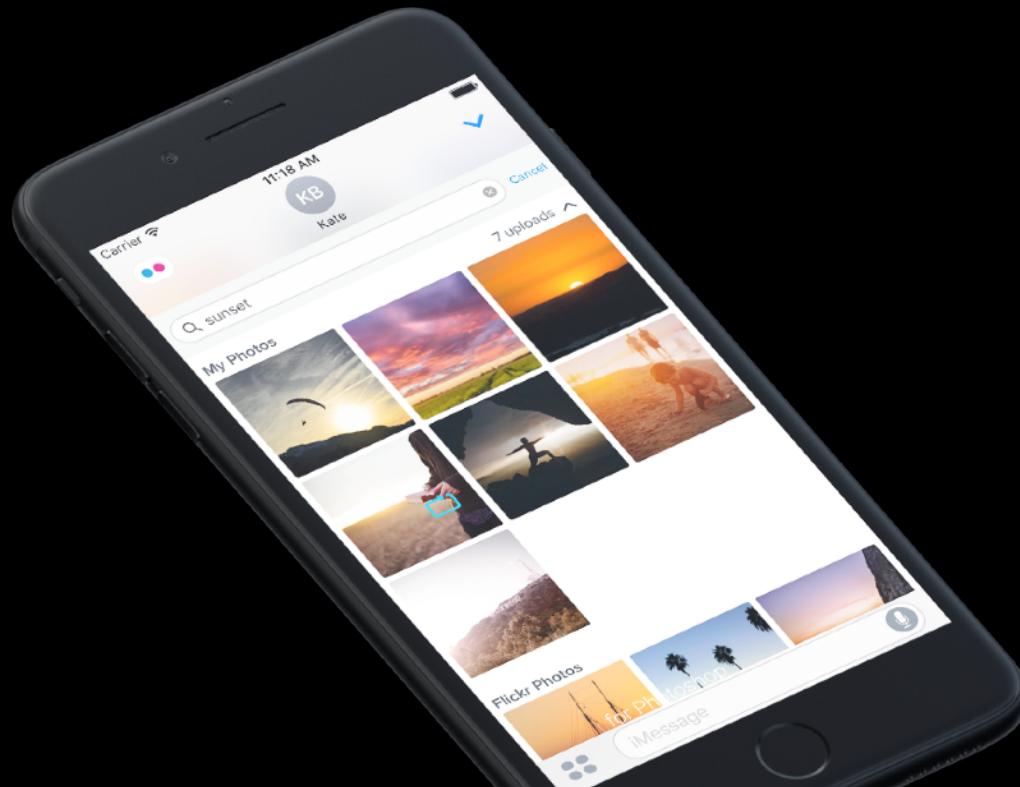
The Final Product

After feedback from the Research Labs, V2 design was designed and scheduled to launched.



& iMessage Extension

A design and team sprint I took place in
to create Flickr's iMessage Extension.



Thank You!

Madison Yocum