

Labummer.com

where the homeless are famous

a web project by Chelsea Pattee

ICAM 160B

Overview

What is LA bummer?

- A website featuring user-uploaded photos of homeless people. The photos are geo-tagged and will create a database of homeless people searchable by zip code.

How does it work?

- Users upload and tag photos
- People vote on their favorite photos
- Anyone can browse the site, but only registered users can upload
 - Joining the site is easy and free
 - Similar to DeviantArt structure: users have a profile, recent uploads featured on home page

Prototypes

Tumblr Test

- A while back I created a mock-up using my photos with a tumblr blog
- → view

Axure Wireframe

- Now I have created a functional wireframe
- → view

Site Map

Labummer.com



Technical Specs

User Registration & Login

- What does integrating user profiles and content entail?
- Look at sites that use this (DeviantArt, etc)
- Anyone can view site's content, but must register in order to publish photos to site.
 - Create verification of login

Geotagging Specs and Implementation

- Look into plugins
- Look at current sites that use this feature (flickr, etc)
- When searching, is there a way to filter or adjust proximity of relative location?
- Will the map generate the zip code of the closest city if exact location is not specified?

Marketing

How do we market the site?

- Reach out to street photographers and organizations across the web and invite them to promote their work.
- “checkout homeless photos around the globe and share your own! LA bummer started in Los Angeles and has expanded to San Francisco, New York, Seoul, and beyond. With your help, we can create a large database that serves to raise awareness and allow street artists everywhere to share.”

Quarter Plan

Week by Week

WEEK 1:

Run project by Sheldon, discuss direction

WEEK 2:

Sketch out site map
Register domain name

WEEK 3:

Upload all my photos to tumblr blog
Look into scripting details (what is needed to create a site that functions as I intend for LAbummer)

- Photo upload/manager
 - Coppermine photo gallery script
- User login/portfolio
 - PHP script?
- Database management
 - mySQL lite?
 - Column for username
 - Column for geotag coordinates (either latitude longitude, or zipcode)

WEEK 4:

Begin integration into site on LAbummer.com

- UX/UI flow of website for user interaction
- digital mockups

WEEK 5:

- Send Axure html prototype to web coder and get clear direction of technical aspects and what is needed for implementation.
- Start coding

WEEK 6:

- Have functional prototype working on site in terms of page navigation

WEEK 7:

- Integrate scripts for user login

WEEK 8:

- Integrate scripts for user upload

WEEK 9:

- Finalize site content with enabling user ratings

WEEK 10:

- Reach out to orgs/photobloggers
- Market Site
 - Guerilla Art
 - Sticker bombing

Future Goals

Hopefully...

- Expanding upload methods through instagram, tumblr, facebook, twitter tags
- T-shirts featuring favorite bum of the week or month
- Trading cards with bum specs
 - How long they have been on the streets
 - How many teeth they have
 - Skills
- Clothing line
 - Team up with designer to create street-chic line