
Project A

Design Treatment

Cas Hancock - Professor Lomelino - GAME 267 N01 - Fall 2024

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Overview and Rationale

The idea of creating photo collages is one that persists in every generation - people of all ages, for a variety of reasons, feel the need to arrange and organize their photos to display and portray information to others. However, often the older demographic gets overlooked with advancing technology, and their photos get lost to time. With *Heliography*, people of *all* ages can have access to the tools needed to create timeless keepsakes.

Intended Audience: *Heliography* is intended for an older audience who have difficulty navigating modern apps but wish to digitize their photographs and create collages.

Why: Overly complicated interfaces lead to confused users; by simplifying the process to only include the essentials, it opens the door to those who wish to create but feel unable to.

How: An app that allows collage creation and physical purchases of creations.

Mind Map



User Stories

Sophia Nguyen	I want a way to digitize my physical photos to create keepsakes for my family, but I don't understand modern technology.
David Lee	I want a program to help me create advertisements for my small business, but I am bad with technology and don't have time to learn a complicated program.
Emily Carter	I want a new app to use with a simpler interface than other apps I've used so that I may create unique templates for my job.

Persona 1 - Sophia Nguyen



User Objectives

1. Wants to preserve her collection of old family photos by creating digital photo collages that capture her treasured memories.
2. Aims to organize and categorize her large photo collection in a way that makes it easy to access and share.
3. Seeks to create visually pleasing scrapbooks that can be shared with her family and passed down.

User Narrative and Scenario

Sophia Nguyen is a retired teacher who has a collection of old family photos, including pictures from her travels, family gatherings, and special occasions. She wants to preserve these memories in a meaningful way by creating photo collages and scrapbooks. Sophia is looking for an easy-to-use app that allows her to digitize, organize, and creatively display her cherished photographs while sharing them with family members.

Age - 72

Job - Retired School Teacher

Gender - Female

User Needs

1. An easy-to-navigate app that simplifies the process of creating photo collages and scrapbooks.
2. Tools for organizing and categorizing photos efficiently.
3. Options for high-resolution scanning or uploading to maintain photo quality.
4. Simple yet effective design features that allow her to create scrapbooks without needing advanced design skills.

Pain, Problems, and Frustrations

- Finds modern technology challenging and needs an intuitive interface.
- Struggles to organize and categorize her large collection of old photographs.
- Wants to ensure that digitized versions of her photos maintain their original quality.
- Lacks advanced graphic design skills and needs user-friendly tools to create visually appealing collages.

Agile User Stories

- As a user, I want an easy-to-navigate interface so that I can create photo collages and scrapbooks without feeling overwhelmed by complex technology.
- As a user, I want high-resolution scanning or uploading options so that my digitized photos maintain their original quality and look great in my scrapbooks.
- As a user, I want simple design features and templates so that I can create personalized photo collages without advanced graphic design skills.
- As a user, I want the ability to easily share my completed collages and scrapbooks with family members so that they can enjoy and preserve the memories as well.

Persona 2 - David Lee



User Objectives

1. Create collages to promote special events and seasonal offers at his café
2. Simplify design process for creating promotional materials
3. An efficient way to export and share his photo collages on social media platforms

User Narrative and Scenario

David Lee runs a small business specializing in artisanal coffee. He's not very tech-savvy but recognizes the importance of having an online presence to attract customers. David needs an app that is easy to use, with features that allow him to showcase his products, easily change his templates, and print out designs quickly.

Age - 55

Job - Small Business Owner

Gender - Male

User Needs

1. An intuitive website builder with drag-and-drop functionality.
2. Simplified tools for updating and maintaining collages.
3. Support resources or customer service for troubleshooting issues.

Pain, Problems, and Frustrations

- Finds technology challenging.
- Struggles with maintaining and updating his website and social medias.
- Needs an easy way to manage adjustments to preexisting designs he's made.
- Has limited time to dedicate to website-related tasks due to running the business.

Agile User Stories

- As a user, I want to use a drag-and-drop collage builder so that I can create and update my advertisements without needing technical skills.
- As a user, I want to easily edit advertisements I make for rotating items.
- As a user, I want to receive support resources or customer service so that I can get help with any issues I encounter while managing my website.
- As a user, I want to be able to upload photos of my items directly into the app and not need roundabout methods.

Persona 3 - Emily Carter



User Objectives

1. Wants to create visually engaging collages to make her content stand out.
2. Aims to streamline her content creation process by using a single app that combines various features for collage making.
3. Emily seeks to ensure that all visual content she creates aligns with her company's branding

User Narrative and Scenario

Emily Carter is a marketing manager who frequently creates visual content for social media campaigns and internal presentations. She enjoys crafting photo collages to enhance her marketing materials, but finds the current tools she uses to be cumbersome. She wants an app that allows her to quickly create and customize photo collages with professional-quality templates and easy-to-use features.

Age - 29

Job - Marketing Manager

Gender - Female

User Needs

1. A variety of professional-quality templates and customization options.
2. A user-friendly interface that simplifies the collage creation process.
3. Integration with cloud storage and social media platforms for easy access to photos.
4. Efficient tools for quick creation and editing of collages.

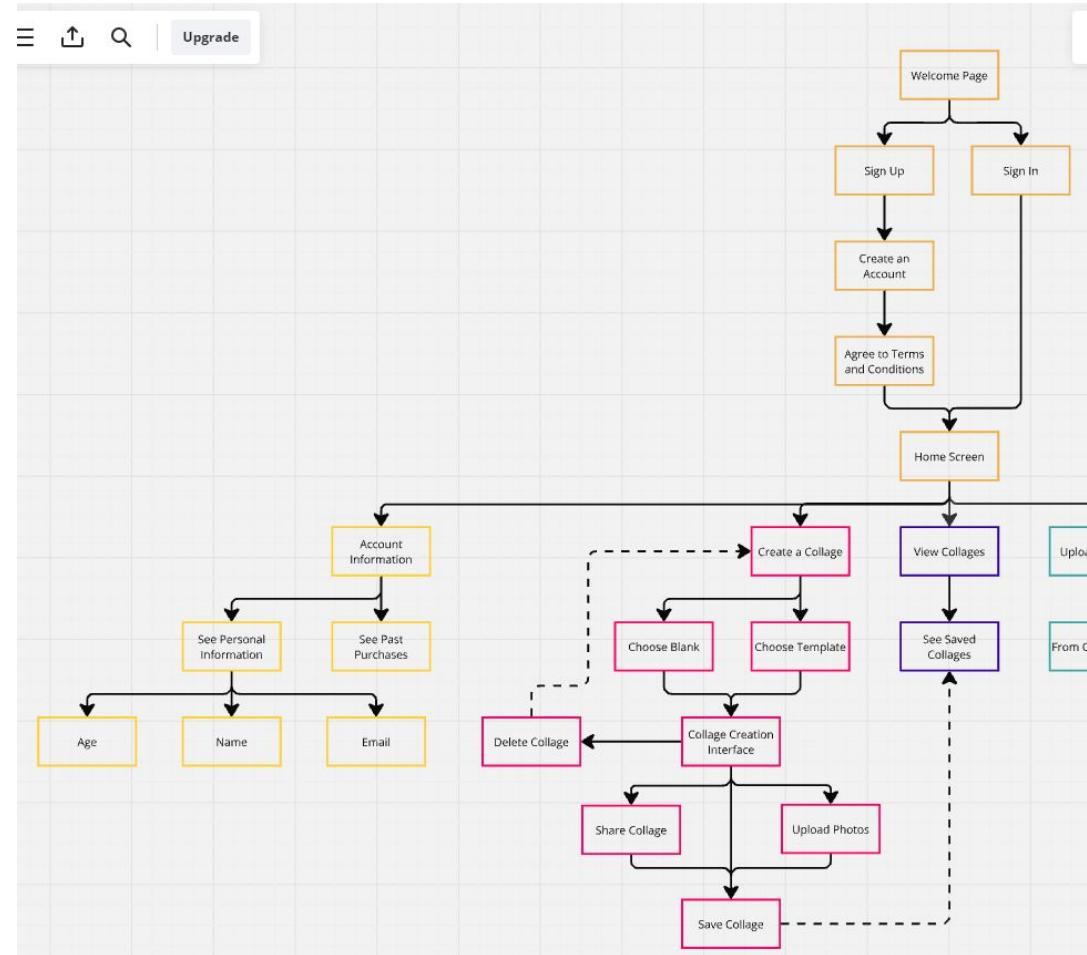
Pain, Problems, and Frustrations

- Current tools have limited templates and customization options.
- Struggles with complicated interfaces that slow down her workflow.
- Finds it hard to integrate photos and assets from different sources.
- Needs to create high-quality collages quickly due to tight deadlines.

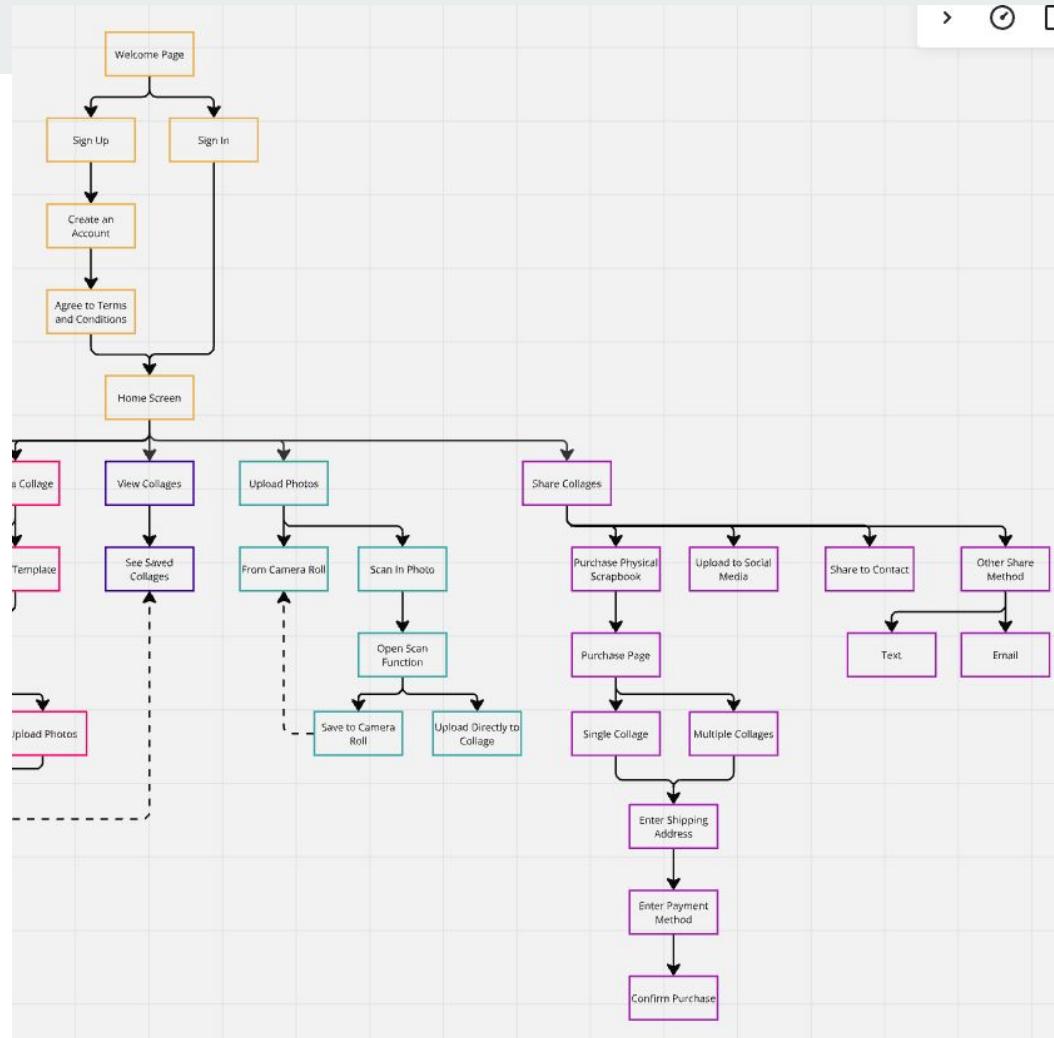
Agile User Stories

- As a user, I want access to a wide range of professional templates so that I can quickly create visually appealing photo collages for my marketing materials.
- As a user, I want an intuitive interface so that I can create and customize collages easily without a steep learning curve.
- As a user, I want to integrate my cloud storage and social media accounts so that I can easily access and use my photos.
- As a user, I want tools that allow for quick editing and creation so that I can meet tight deadlines without compromising quality.

Site Map



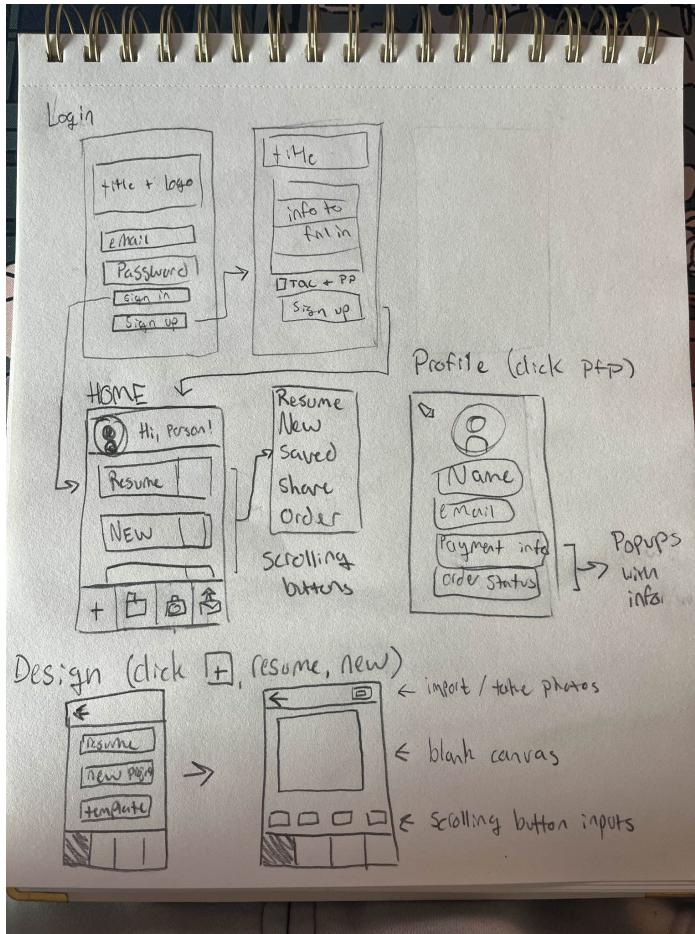
Site Map



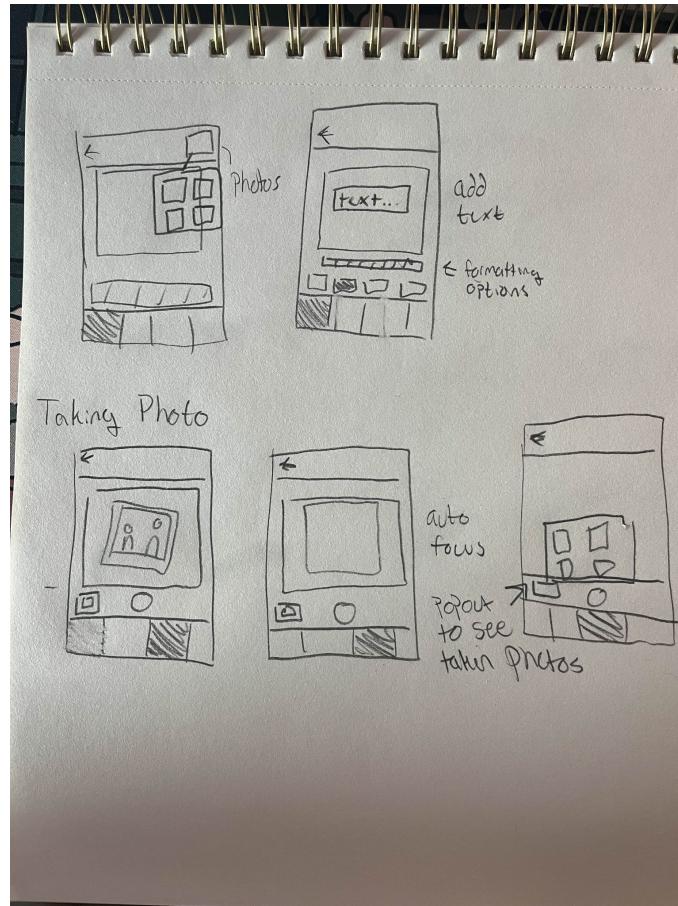
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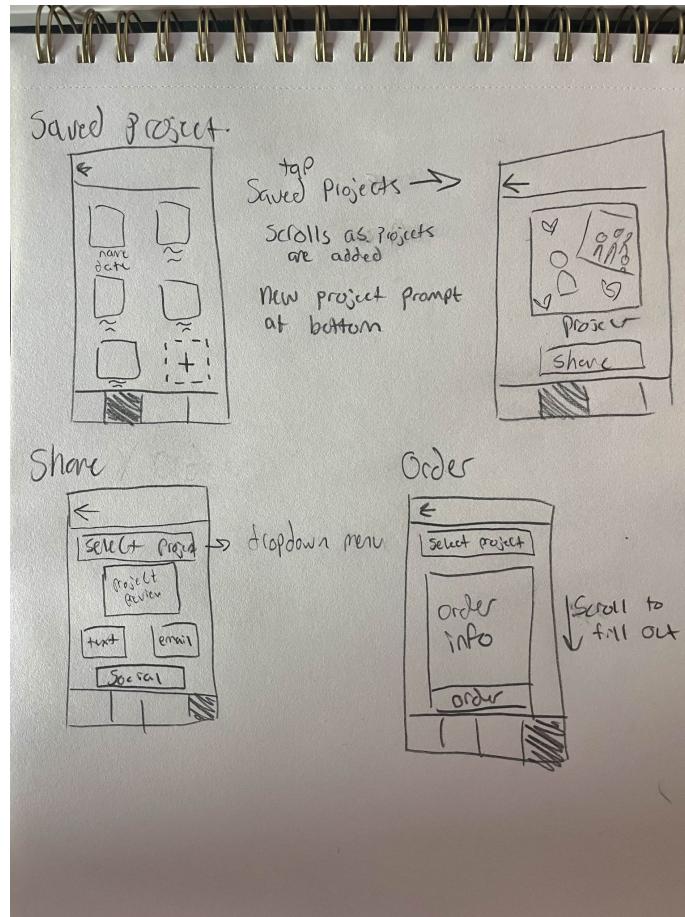
Paper Prototypes



Paper Prototypes



Paper Prototypes

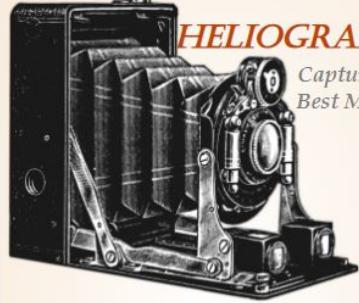




Wireframe Documentation

LINK TO WORKING WIREFRAME

<https://84uu4c.axshare.com/?g=4>



HELIOGRAPHY
Capture Life's Best Moments

Email...

Password...

SIGN IN

Don't have an account?

SIGN UP



HELIOGRAPHY

Email...

Password...

Re-Enter Password...

First Name Last Name

I have read the [Terms and Conditions](#) and [Privacy Policy](#)

Opt in to email updates, exclusive offers, and helpful tips to enhance your scrapbooking experience - this is not required to utilize the app!

SIGN UP!



HELIOGRAPHY

Email...

Password...

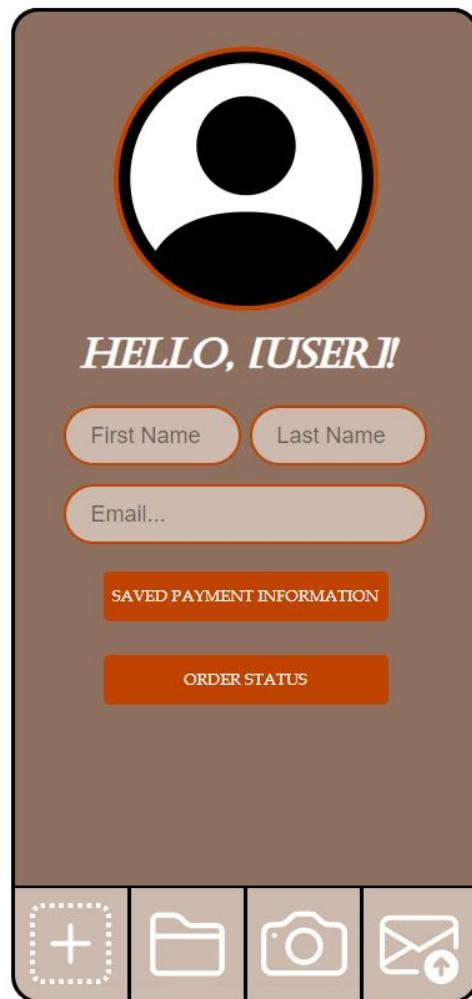
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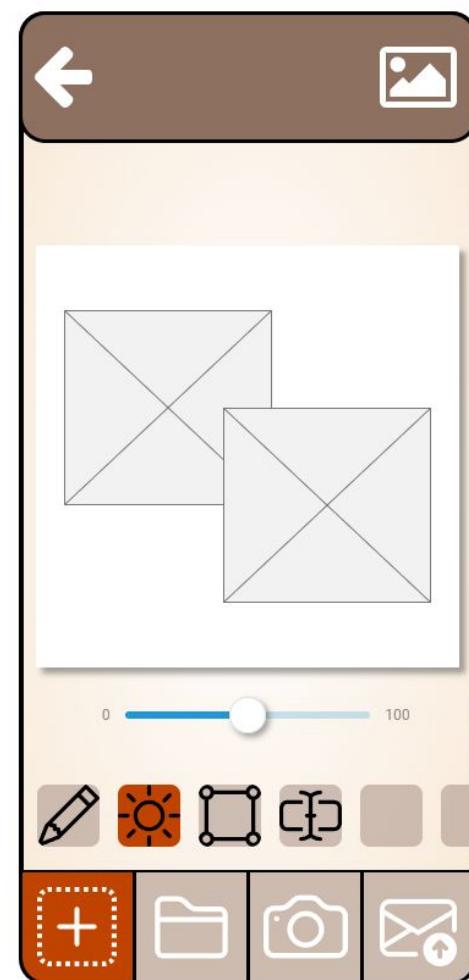
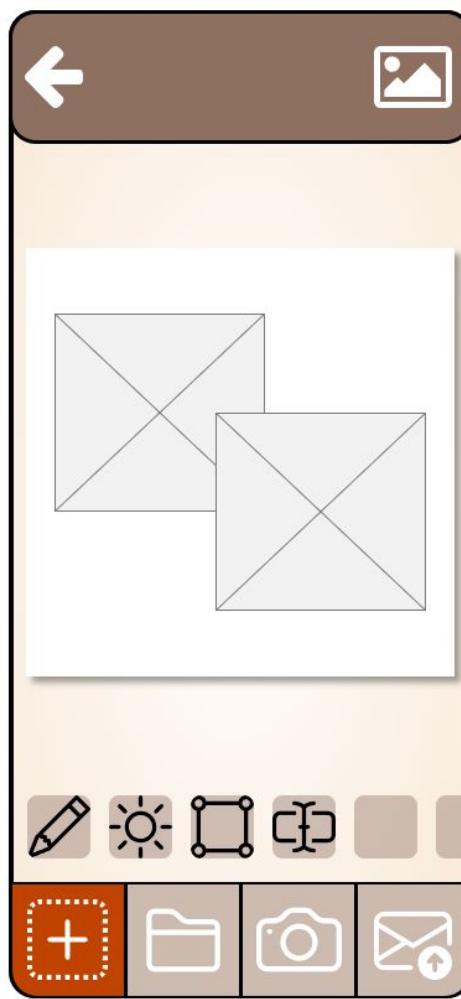
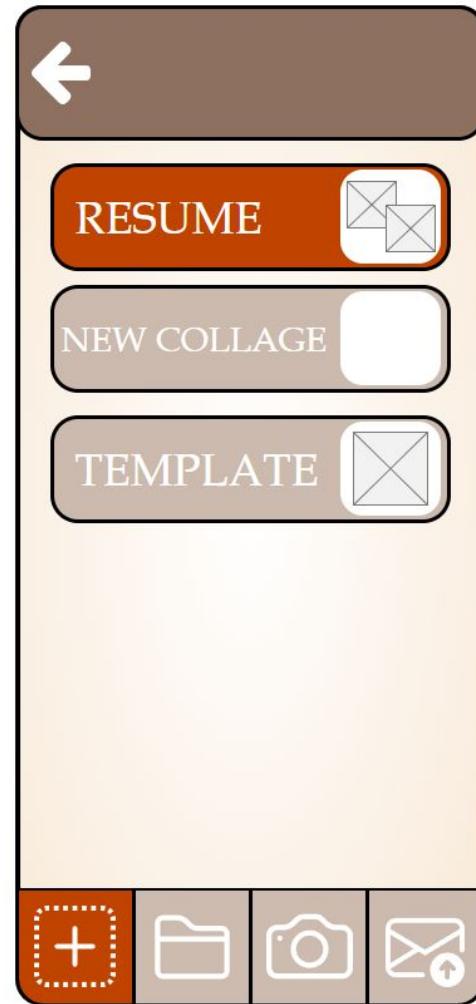
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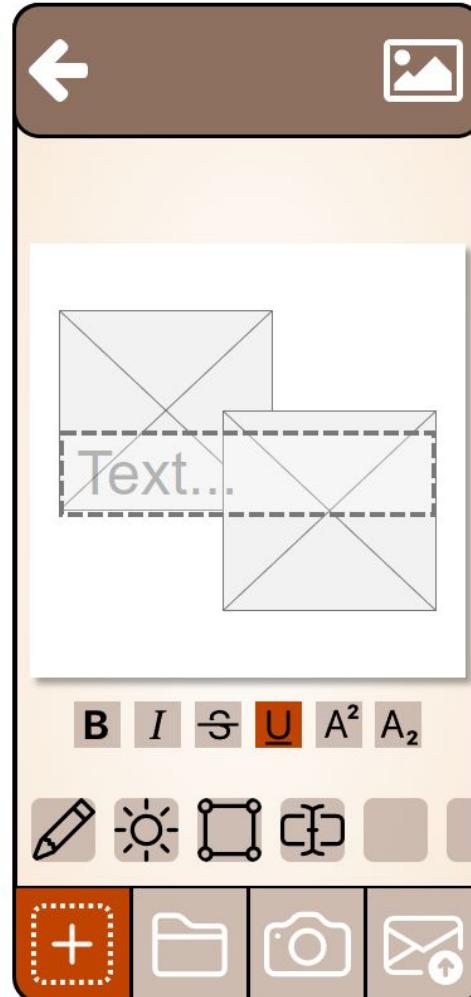
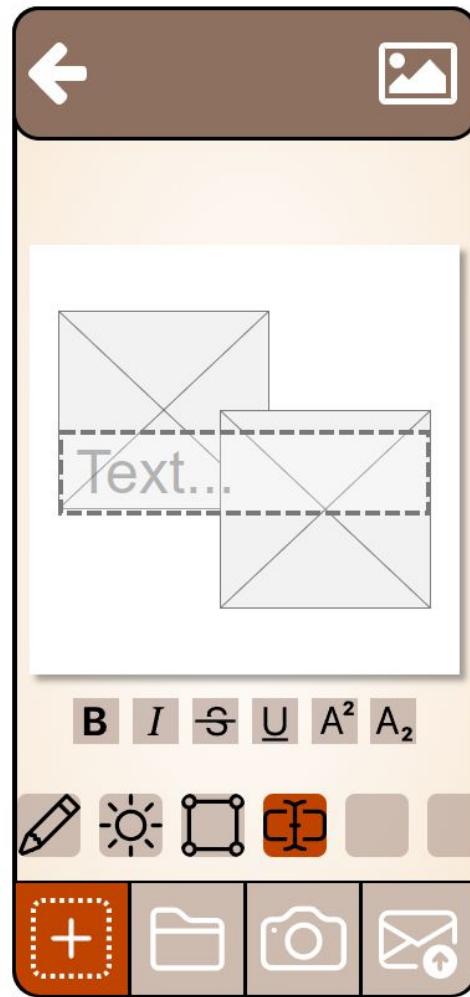
Opt in to email updates, exclusive offers, and helpful tips to enhance your scrapbooking experience - this is not required to utilize the app!

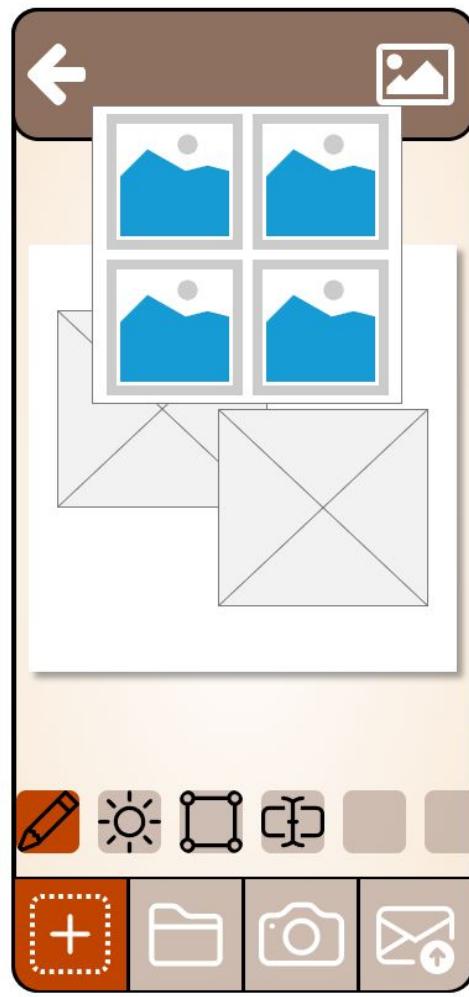
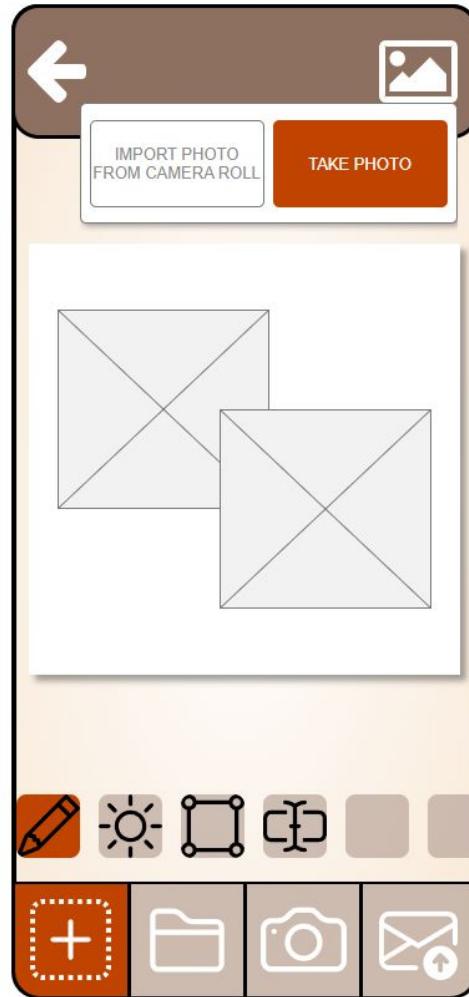
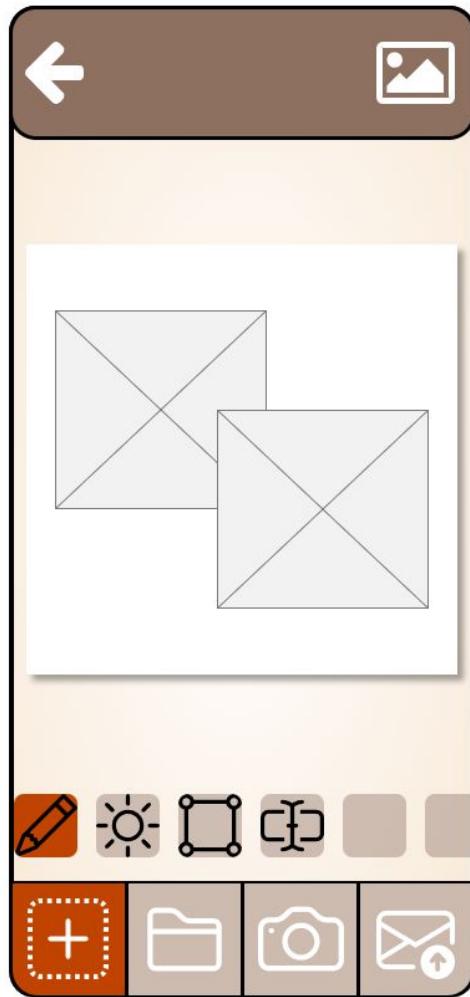
SIGN UP!

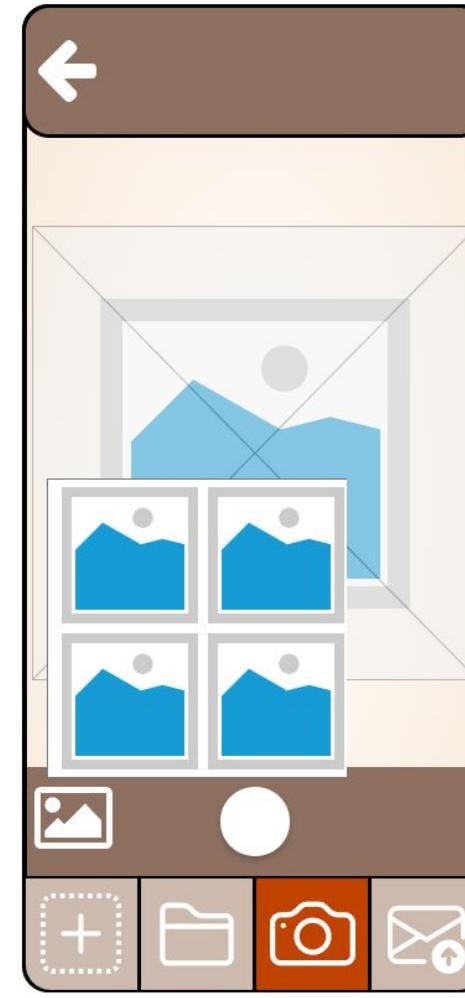
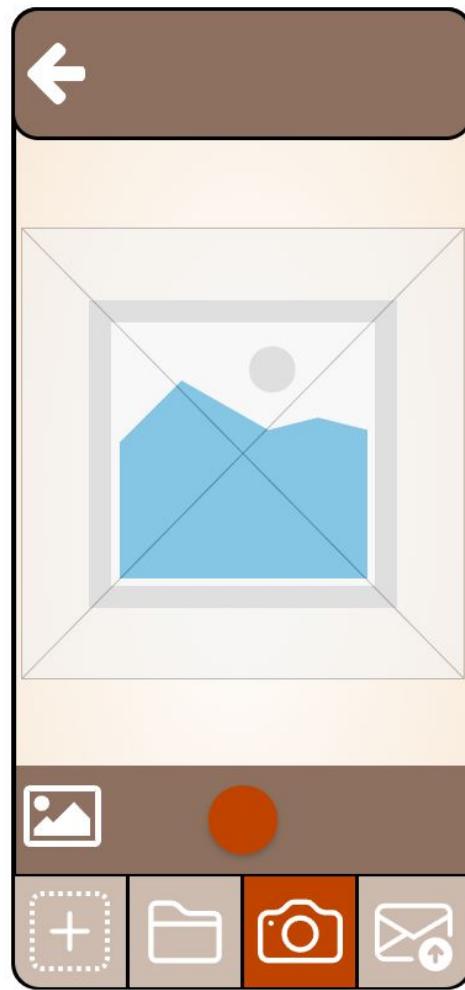
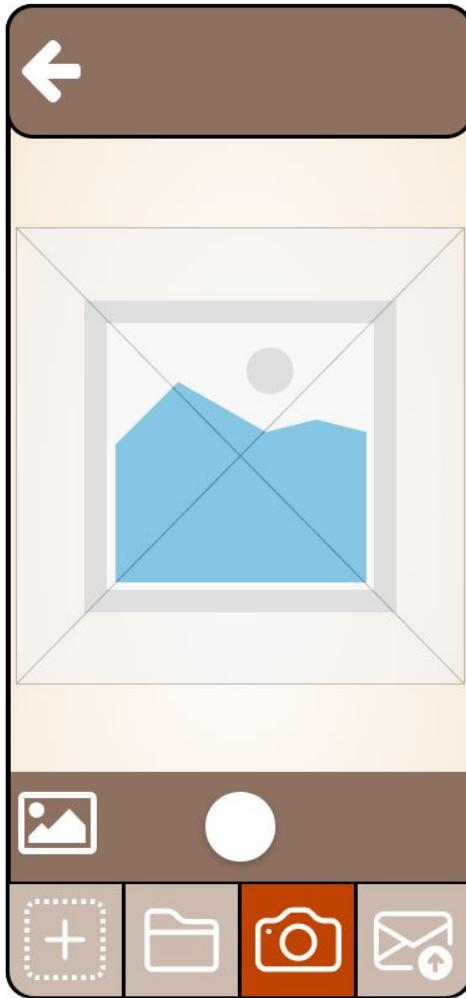


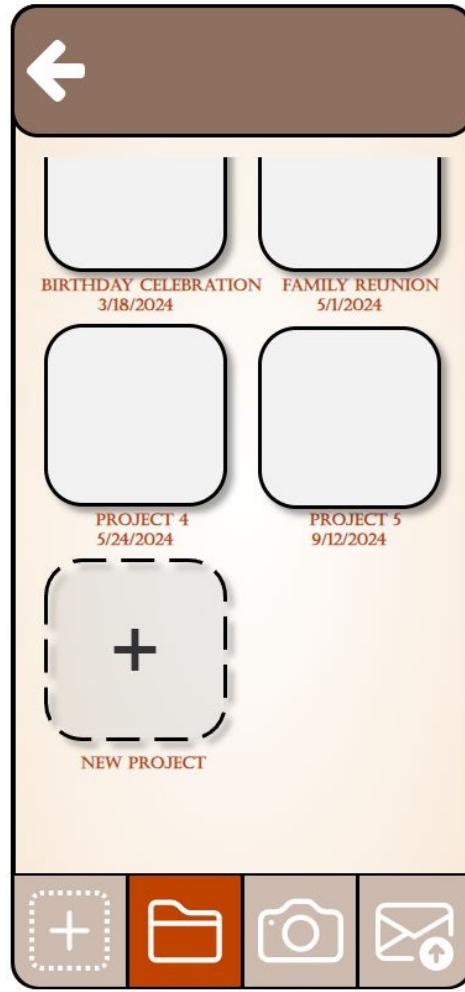


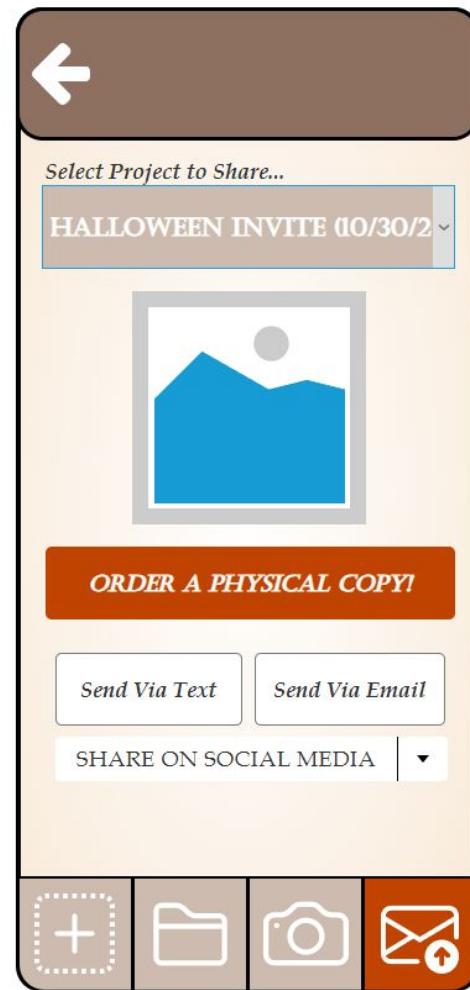
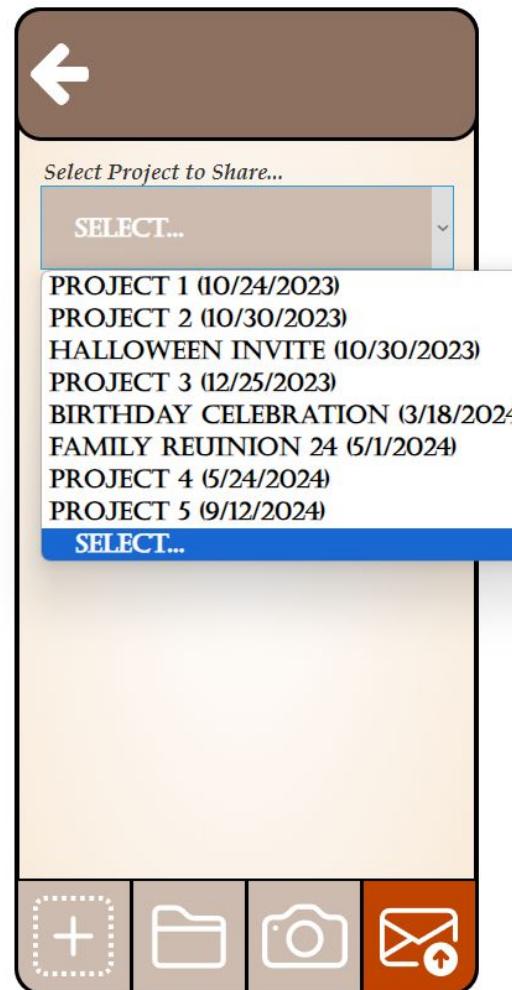


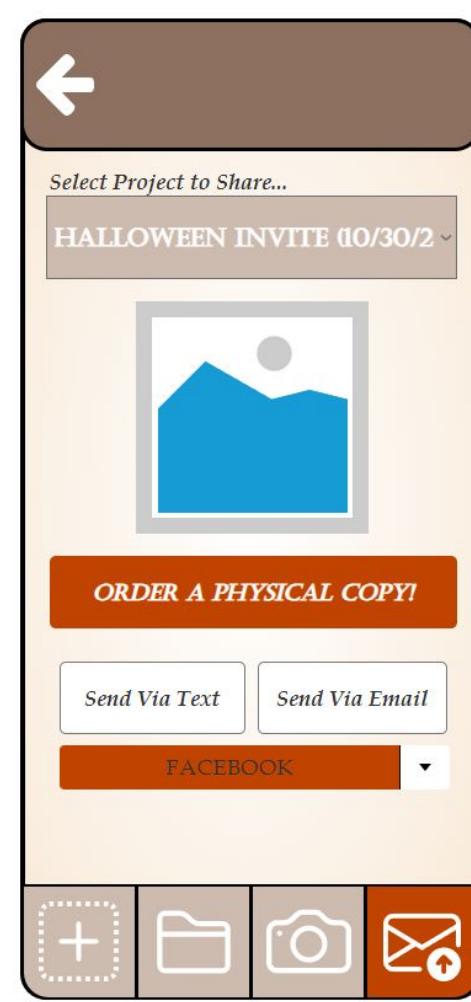
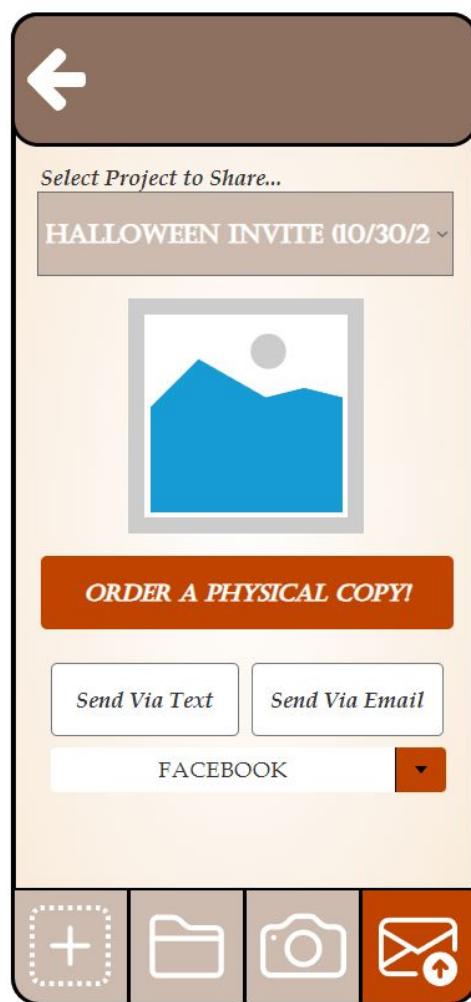
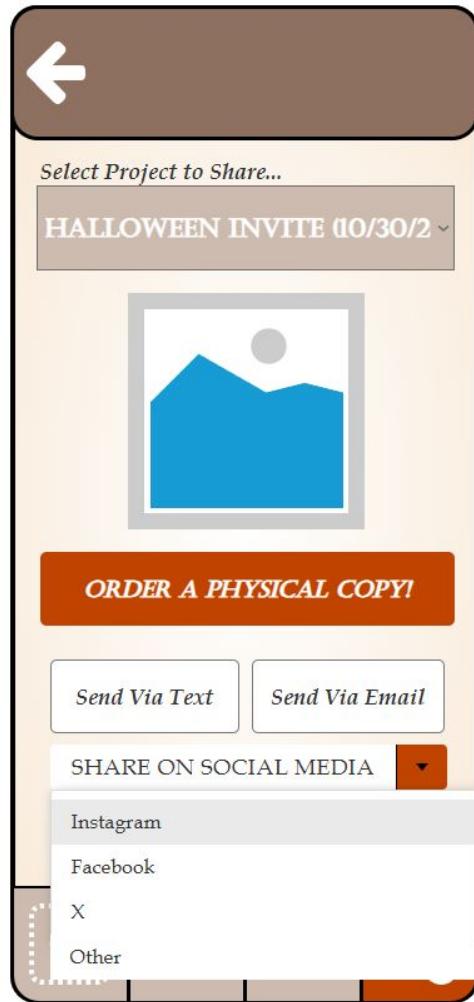














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Select Project to Order...

SELECT...



SHARE YOUR PROJECT!

Select Project to Order...

SELECT...

- PROJECT 1 (10/24/2023)
- PROJECT 2 (10/30/2023)
- HALLOWEEN INVITE (10/30/2023)
- PROJECT 3 (12/25/2023)
- BIRTHDAY CELEBRATION (3/18/2024)
- FAMILY REUNION 24 (5/1/2024)
- PROJECT 4 (5/24/2024)
- PROJECT 5 (9/12/2024)

SELECT...



SHARE YOUR PROJECT!

Select Project to Order...

FAMILY REUNION 24 (5/1/2024)



Name on card

Card Number

 ##### ##### ##### #####

Exp. Date

MM	YYYY	<input type="text"/>
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CVV

ZIP / Postal Code



SHARE YOUR PROJECT!

Select Project to Order...

FAMILY REUNION 24 (5/1/2024)

 Add Card

Full Name

Shipping Address

Apartment, suite, etc.

City



SHARE YOUR PROJECT!

Select Project to Order...

FAMILY REUNION 24 (5/1/2024)

City

State/province

Country ZIP / Postal code

Use a different billing address





SHARE YOUR PROJECT!

Select Project to Order...

FAMILY REUNION 24 (5/1/2024)

City

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Color Pallet

