

Photos experience

Content generation // Fall 2018

Problems & Goals

Currently, diners are **constrained** to uploading photos of their dining experience to the reviews flow post dining, and this is only available if they were the ones to make the reservation.

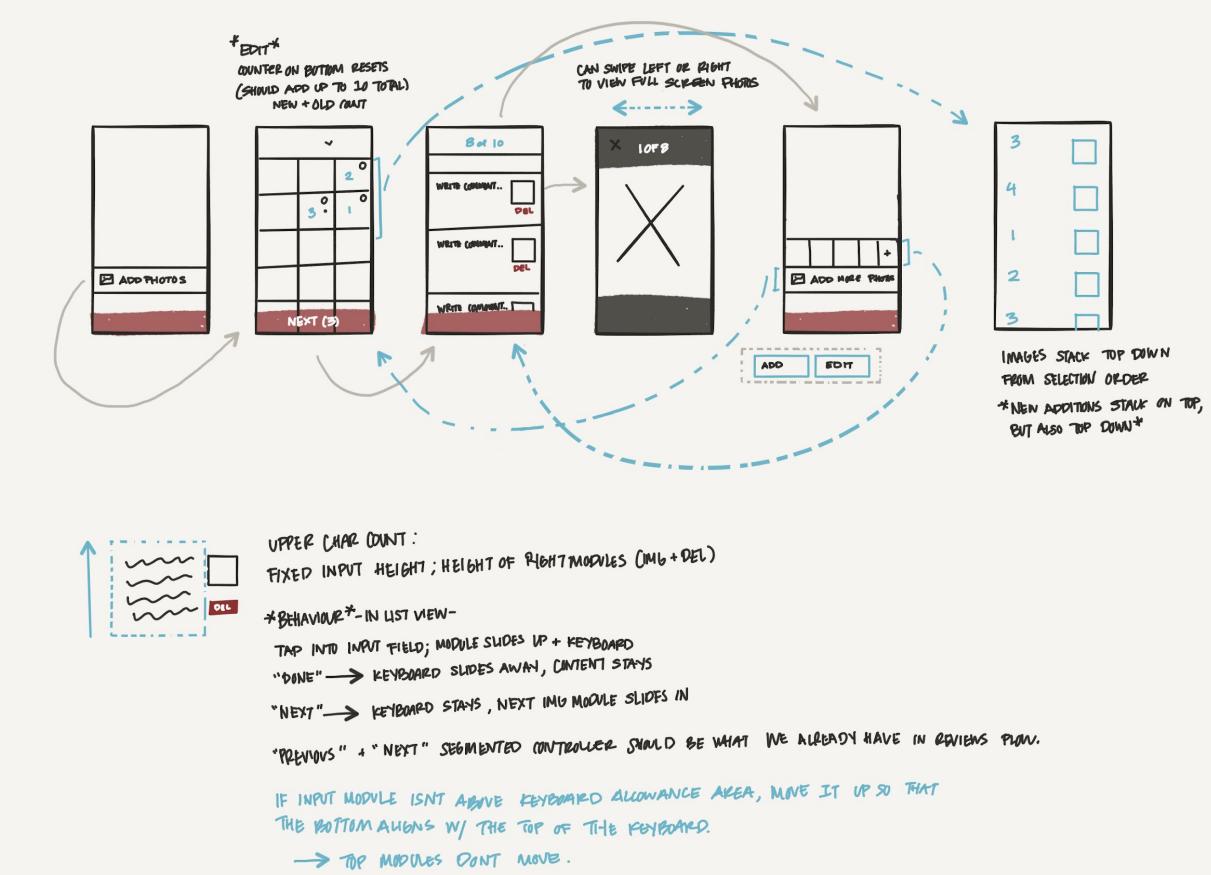
We want to continue to expand our photos functionality and create a photos experience **where diners can easily add content** as well as give & receive feedback on that content. Furthermore, positive reinforcement through upvoting functionality may encourage diners to add more content.

Business benefits

Photo uploads allows OpenTable to own those photos, which we can then use in partner APIs

More photos (which means more content) helps OpenTable on Apple Maps. We're positioned more highly there by the amount of content. Currently, OpenTable has been able to displace Yelp in 80% of listings.

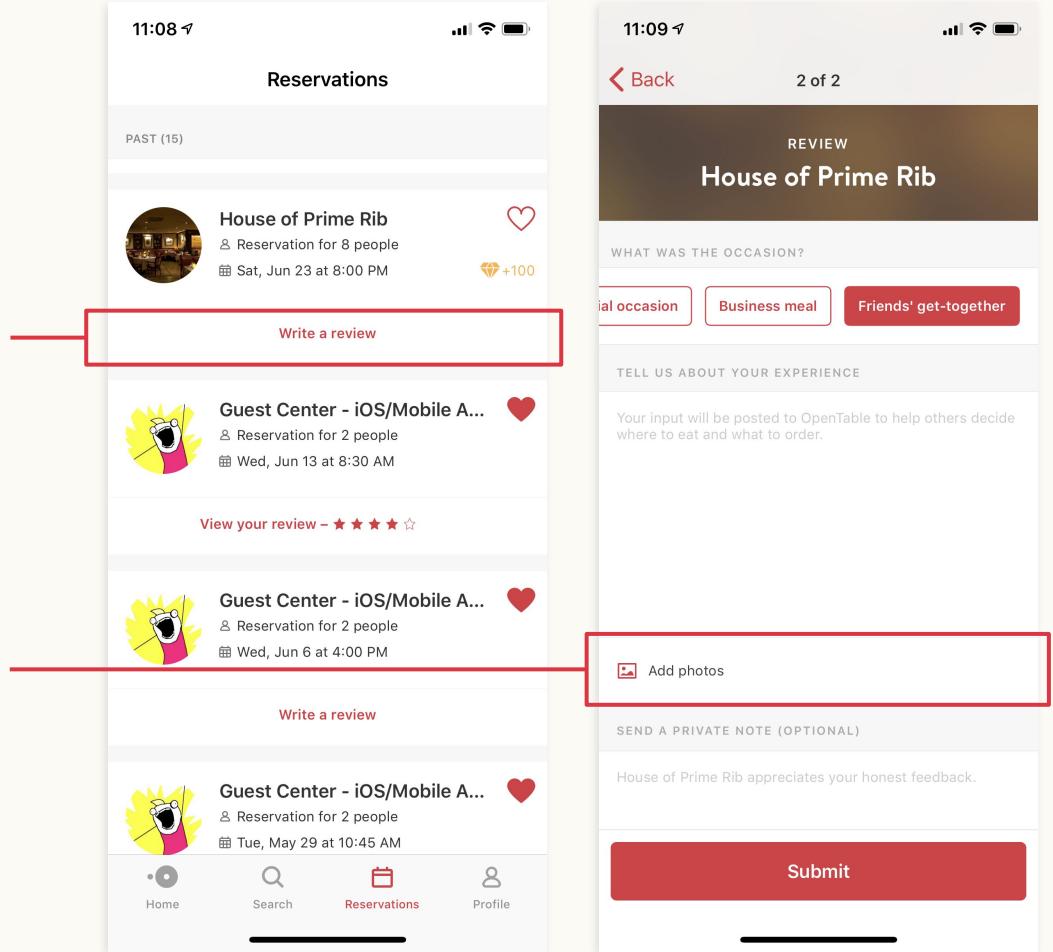
Current photos experience



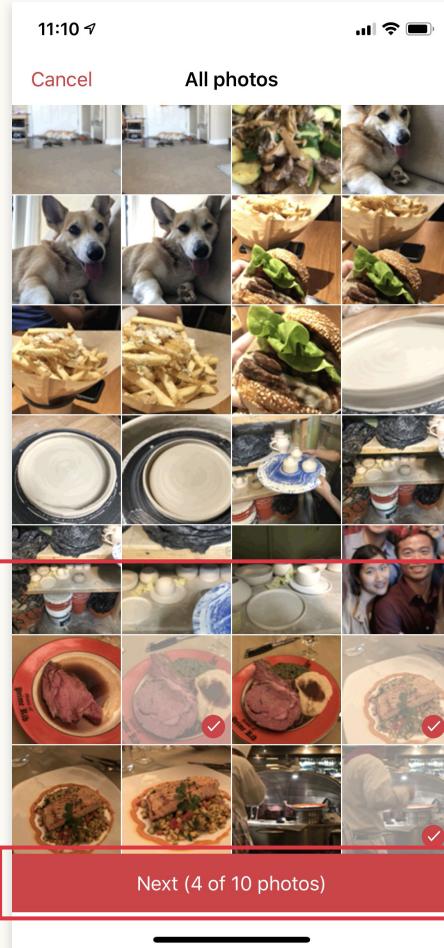
Reviews flow has not adopted
Design systems styling

No indicator here that a diner
may upload photos

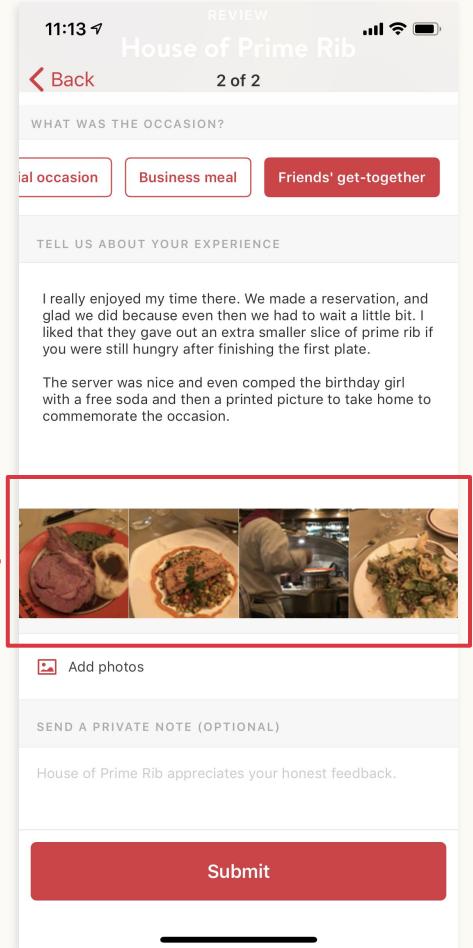
Photos button is hidden 2 steps into the review
flow and is hidden under the keyboard when the
previous module is being interacted with.



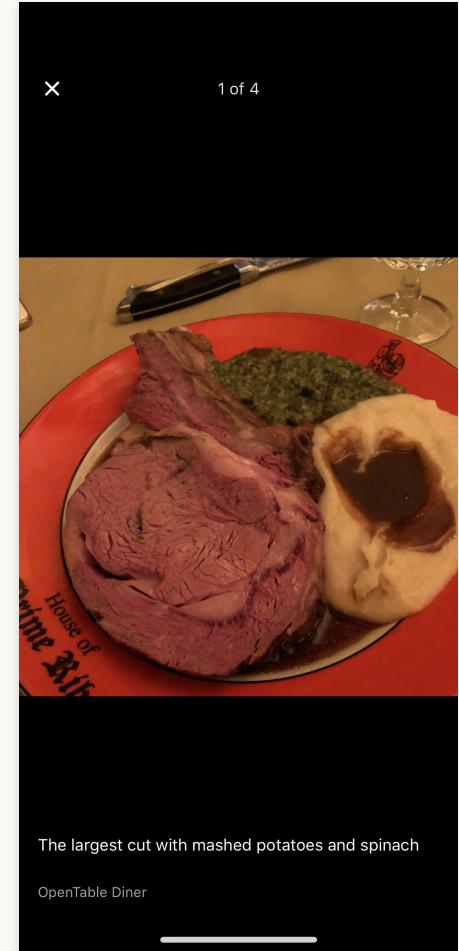
Photos are perceived to be related to the reservation time only.

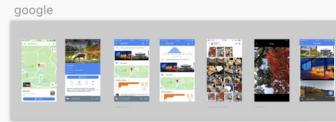
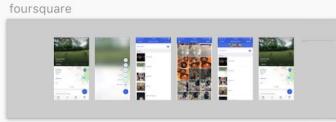


The “next” pattern is moved away from the standard apple pattern to be consistent with the current reviews flow.



Current photo viewer(s)





Competitor photo uploads

I started off with some high-level competitive analysis of how photo experiences worked, and evaluated what common elements & interactions were important to our business.

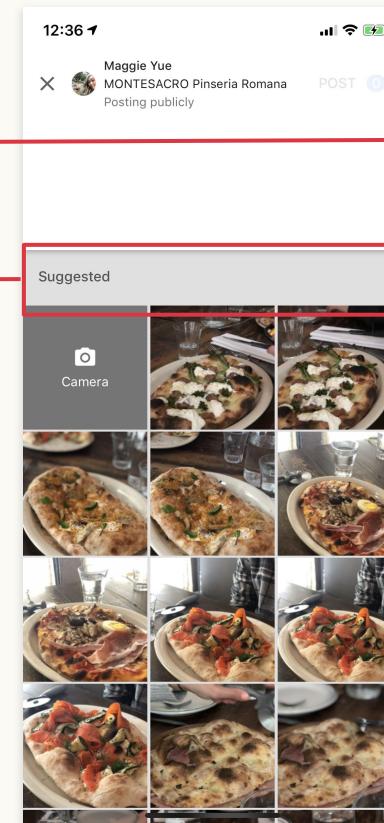
Bad ux: user must click and review all photos (or add captions) to get to publishing.

“Suggested”: based on geo location. We can do this 2 ways as well: reservation times or location fencing

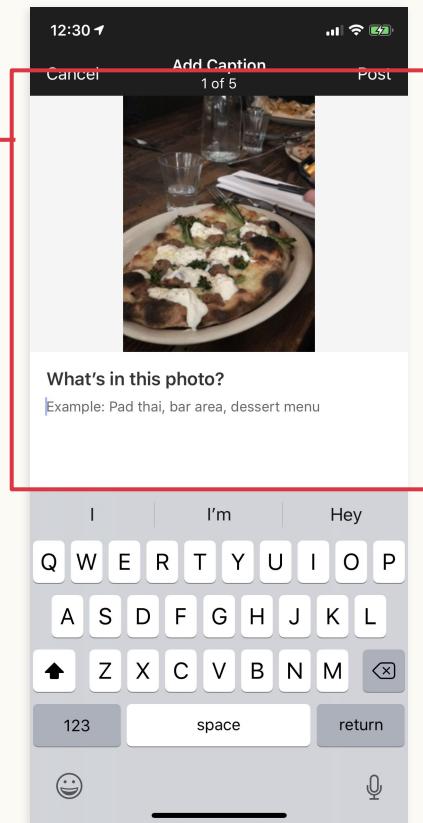
Allows for publishing right away, no friction for that. Have to tap into photos to get to vertical scroll of photos to add captions.



Facebook



Google Maps

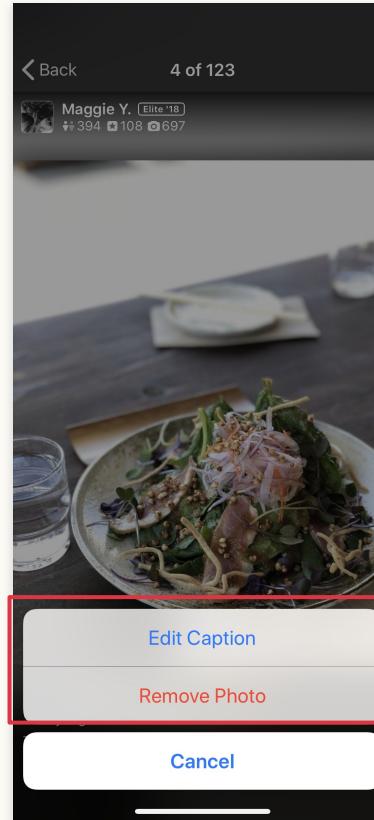


Yelp

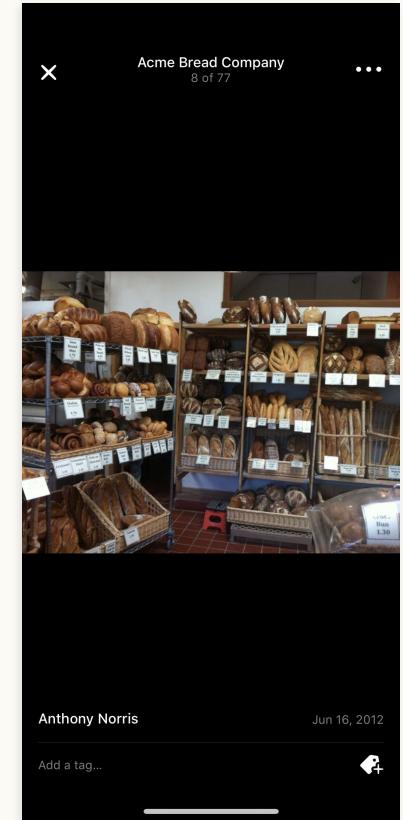
Differences between photo owner and photo consumer, actions hidden under “more” change.



Yelp: viewer



Yelp: owner



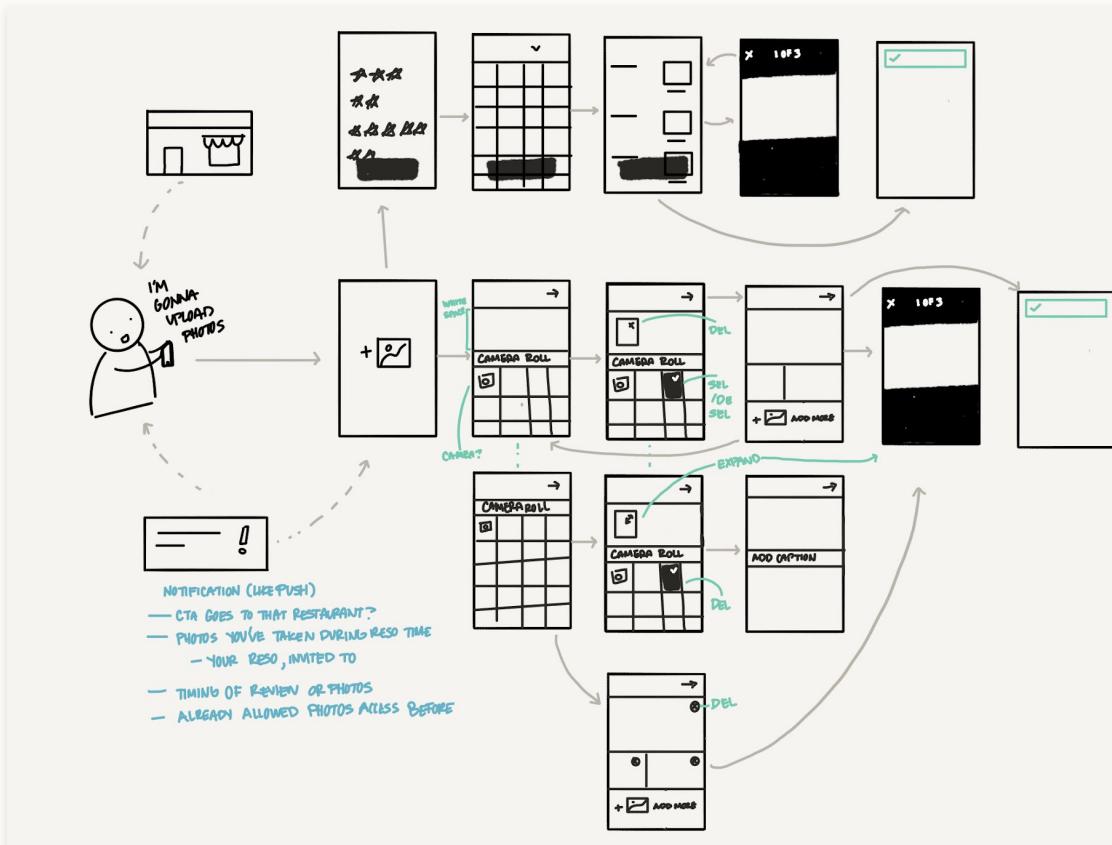
Foursquare

Exploration phase

Some considerations to note during the exploration phase for this project:

- Create a clear way to upload photos from the **restaurant profile** and from the reviews flow.
 - Specifically for this round, create a way to upload from restaurant profile **without the ability to add captions**, thus creating a delta from the initial design of the review flow.
- Add a name identifier (first name, last initial) to each photo to tie each photo to the user.
- Add an **upvoting** capability to each photo so that users can give/receive feedback on which is most helpful to them when making their restaurant selection
- Overhaul and design a consistent experience between the 3 varying **photo viewers** in the product.

Sketching



1. Entry Point

The screenshot shows a mobile application interface for a restaurant. At the top, there's a header with signal strength, time (9:41 AM), battery level (100%), and a back arrow labeled "Back". Below the header is a large, blurry image of a wine glass filled with white wine. A circular overlay on the image contains the text "1 of 5 >". To the right of the image, the restaurant's name "Foreign Cinema" is displayed in bold black text. Underneath the name are the average rating (4.5 stars), the number of reviews (5,866), the cuisine type ("Californian"), and the price range ("\$31 to \$50"). The address "2534 Mission St., San Francisco, CA 94110" is also listed. Below this information is a button with a calendar icon and the text "Party of 2, Tonight at 7:00 PM". Further down, there's a "BOOK A TABLE" section with a "Label" dropdown menu showing time slots: 6:30 PM, 6:45 PM, 7:00 PM, 7:15 PM, and 7:30 PM. A "Find future availability" button with a clock icon is also present. At the bottom, there are "Favorite" and "Share" buttons.

Research: discoverability

My product manager was concerned that the “add photo” icon on the top right of restaurant profile might not be discoverable enough.

There was a proposal to add a new FRE experience for this.

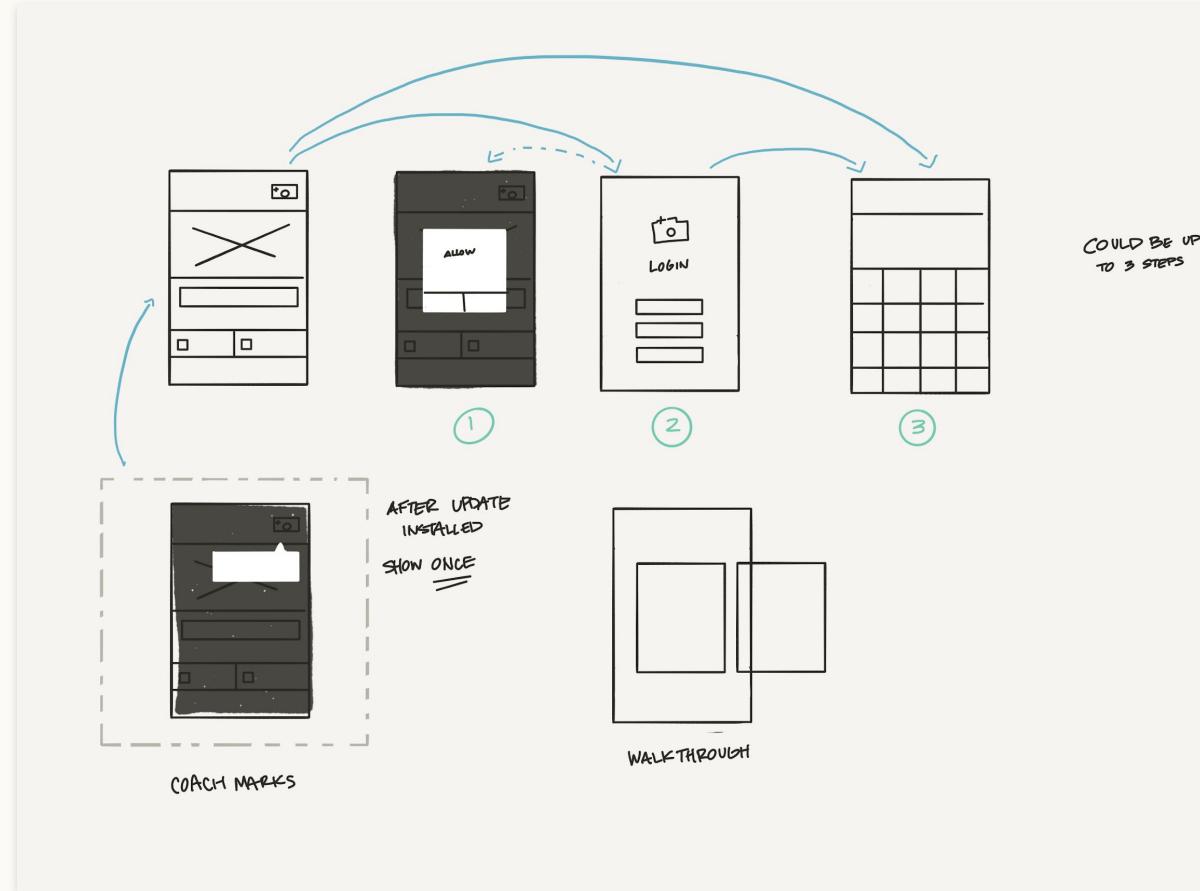
I ran a user test with 15 participants and 3 variants to validate that the location and intention of the icon would be intuitive to users.

With login wall & permissions alert, it's already 2 steps.

There isn't enough real estate to add text with icon currently (or explanation)

Full screen takeover can affect conversion.

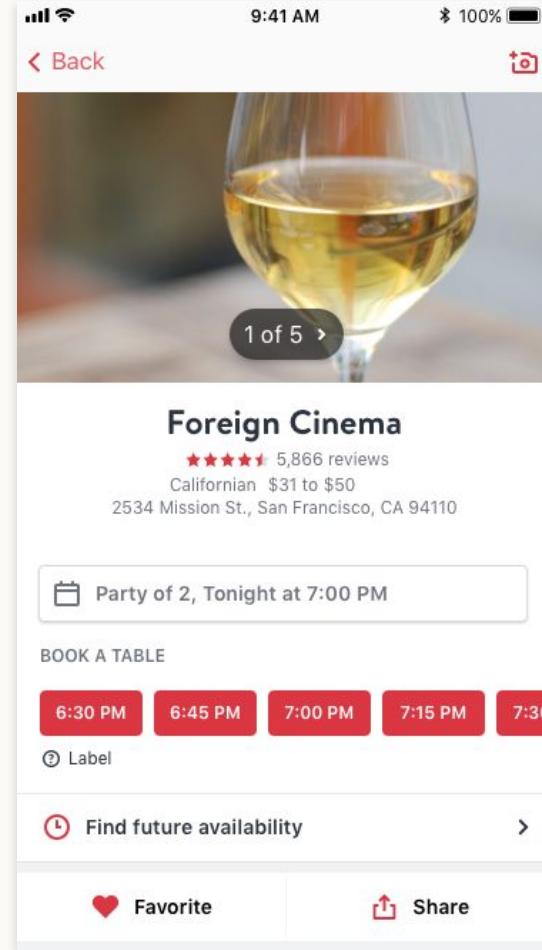
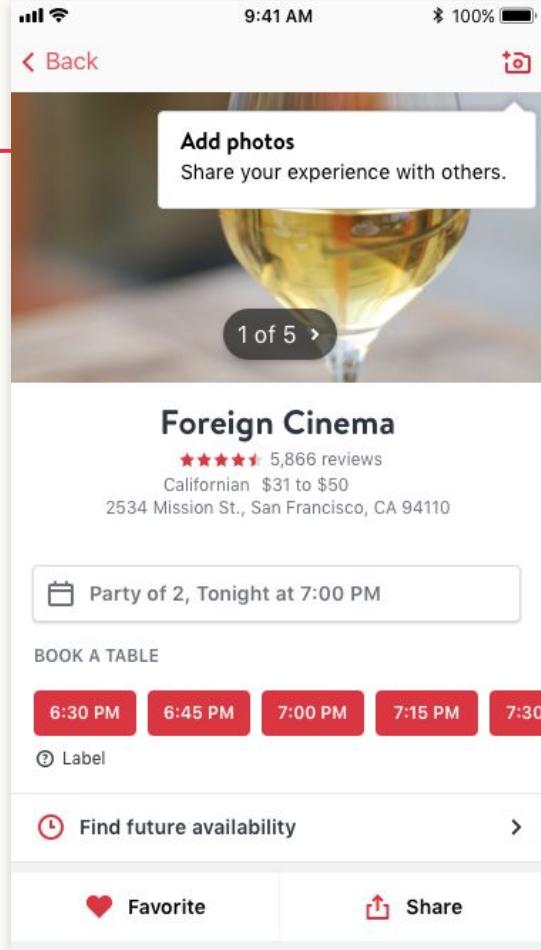
Current photos experience



Coach mark entry point

Shows up **once**; only after app has been updated and users go into restaurant profile for the first time since.

Logic:

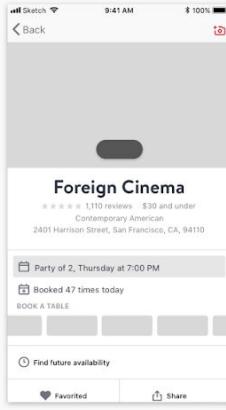


Research findings

Some of the following are general sentiments of the users:

- With the explanations, people had no trouble understanding the standalone icon/feature.
 - Some might have skewed more towards “contributing to the community” because of the caption.
- They see the **value** in adding photos.
 - “It’s helpful for users to look through photos”
 - Users who would already upload photos, will use this
 - People prefer short copy, they like the bold CTA and the short caption.
- People understand what **types** of photos to upload.
 - “I would be inclined to add my photos here, so that others would see what the food and atmosphere look like.”
 - “ I wouldn’t add photos if they were bad quality or if they were of me or my guests or I probably wouldn’t bother adding photos if I wasn’t impressed with the restaurant”

iPhone 8



02-camera picker



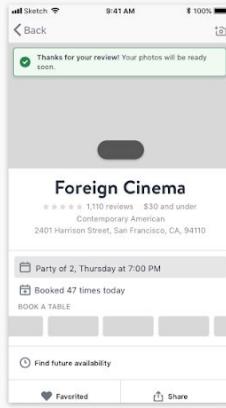
02-camera pi...(expand icon)



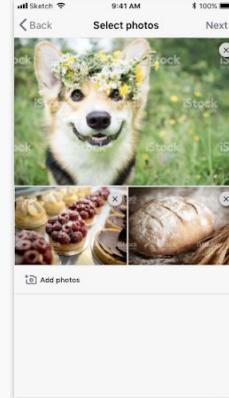
04-preview



iPhone 8



03-gallery

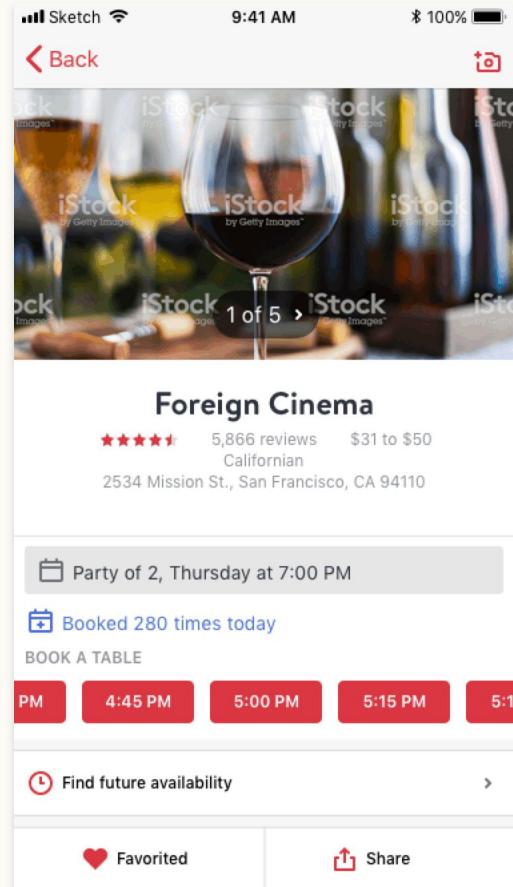


04-preview

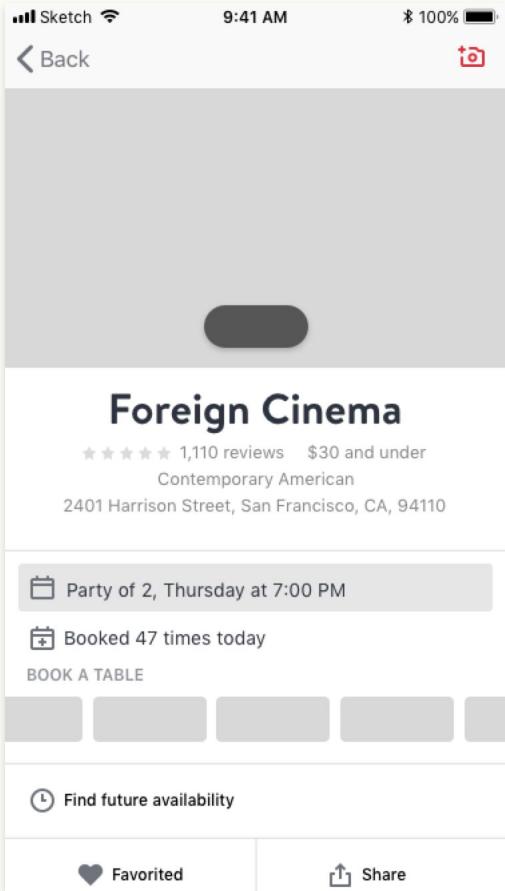


Explorations - Photo picker

Prototype: Photo picker



Prototype:
Photo picker



Explorations - Upvoting



1. OT Kit - upvoting

iPhone S... - one line



iPhone S... - 2 lines



iPhone S... - triple lines



2. arrow icon +

iPhone SE_2.1



iPhone S... - tap state



iPhone S... - held state



3. # Like + icon

iPhone SE_3.1



iPhone S... - held state



Explorations - Photo viewer

Remove Restaurant name
photo counter
Overflow icon to hide report functionality

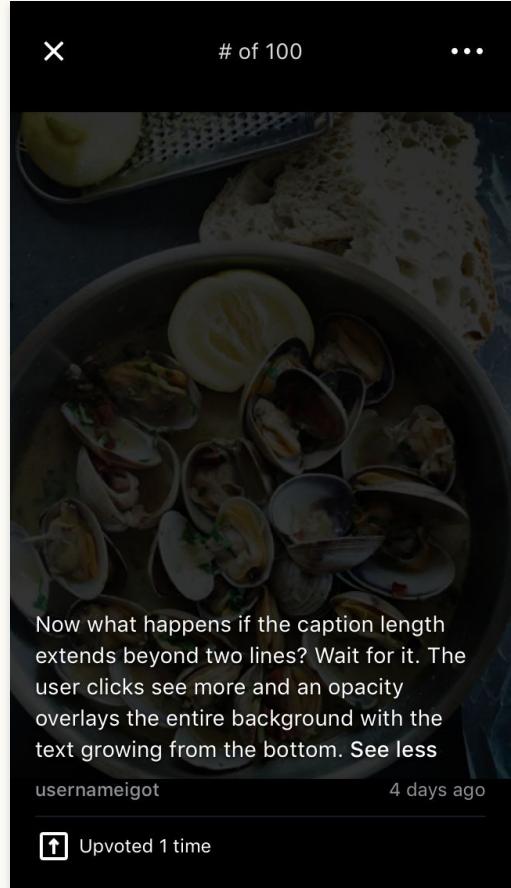


Bottom gradient for caption
readability
Time stamp logic: > 1 week =
days , <1 week = M/D/Y format
Upvoting functionality

Captioning behavior



Captioning behavior

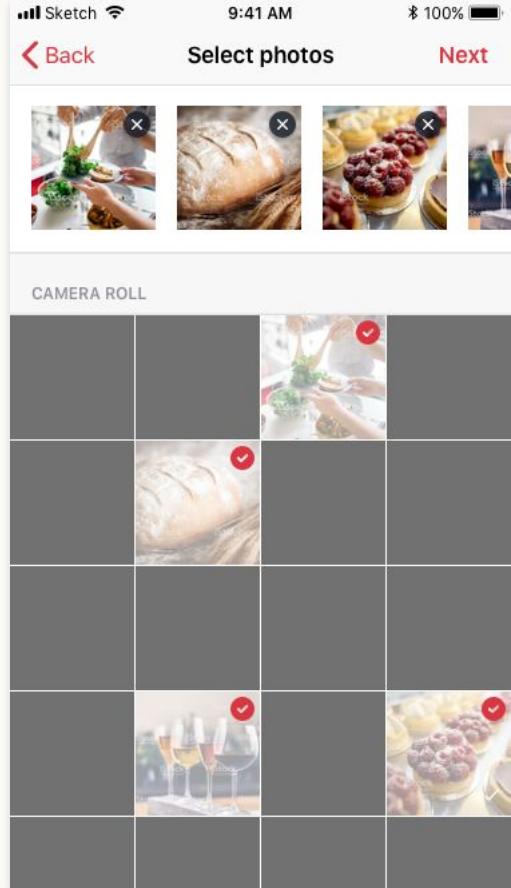
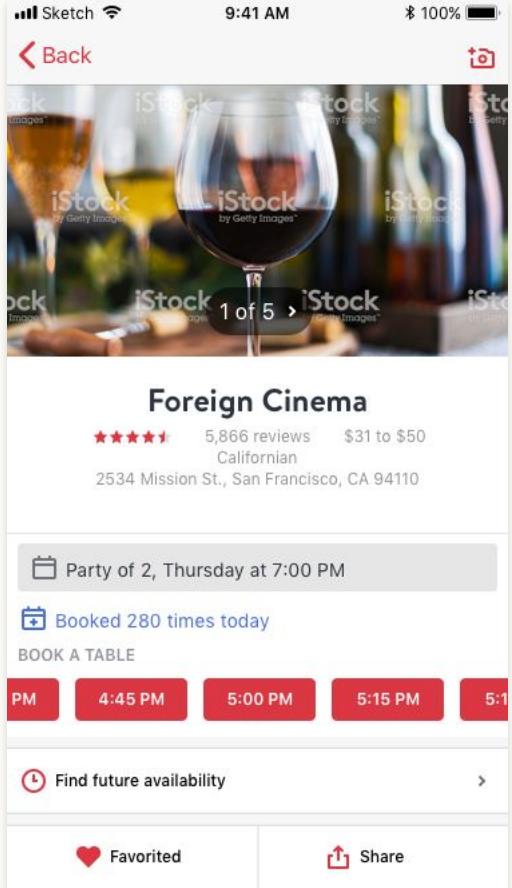


Final Designs

In the end a captionless photo upload experience was designed for both iOS and Android native platform experiences. This time I made sure to design the flow in a way that we'd be able to support scaling with additional features in the future.

Not only that, I was also able to take this project as an opportunity to consolidate and clean up any previous deltas created within the two platforms, like the varying photo viewers and gallery views.

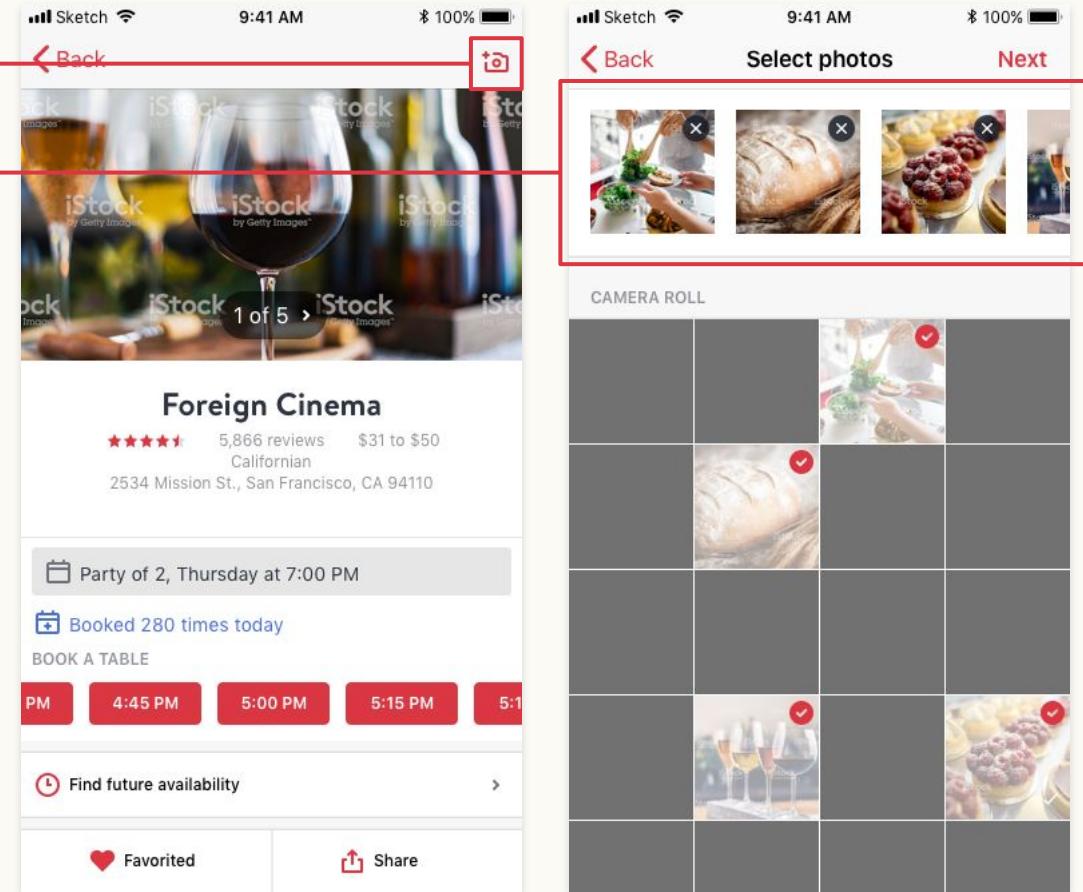
Final designs - iOS



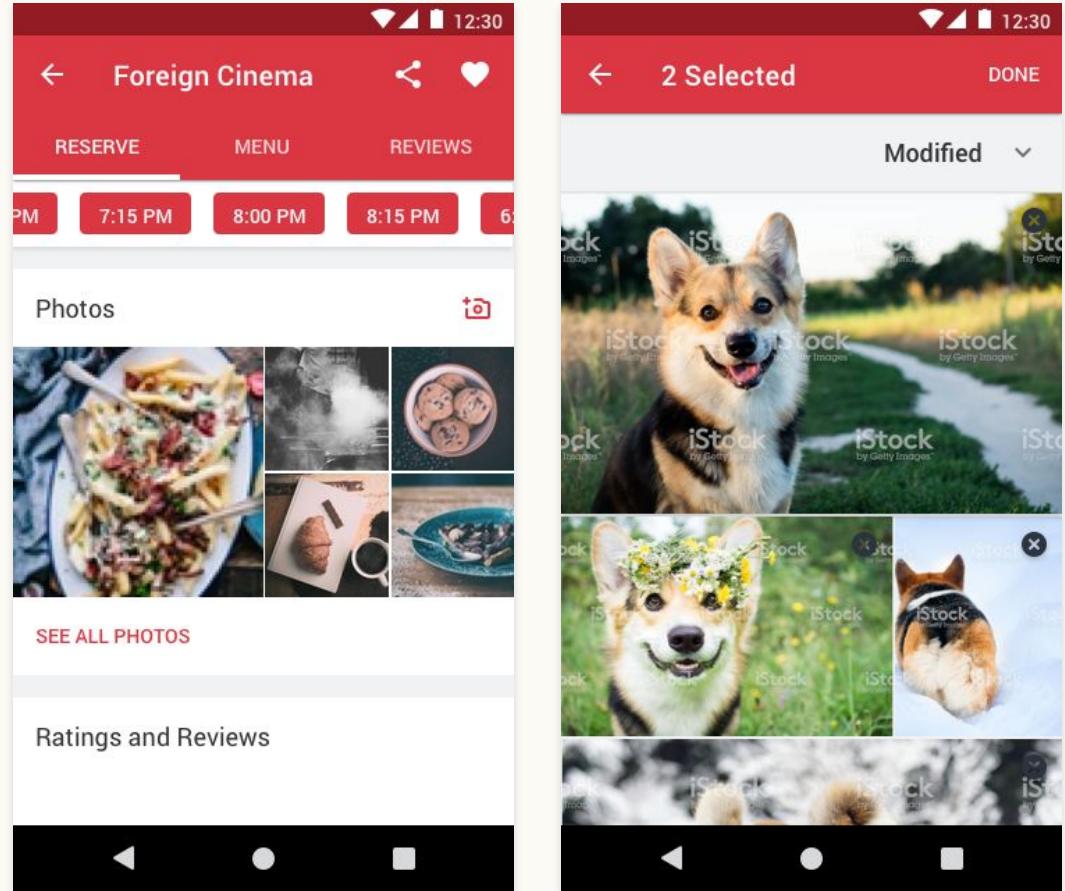
Final designs - iOS

Selected photos to appear on top, tap to close in 2 areas.

Entry on title bar



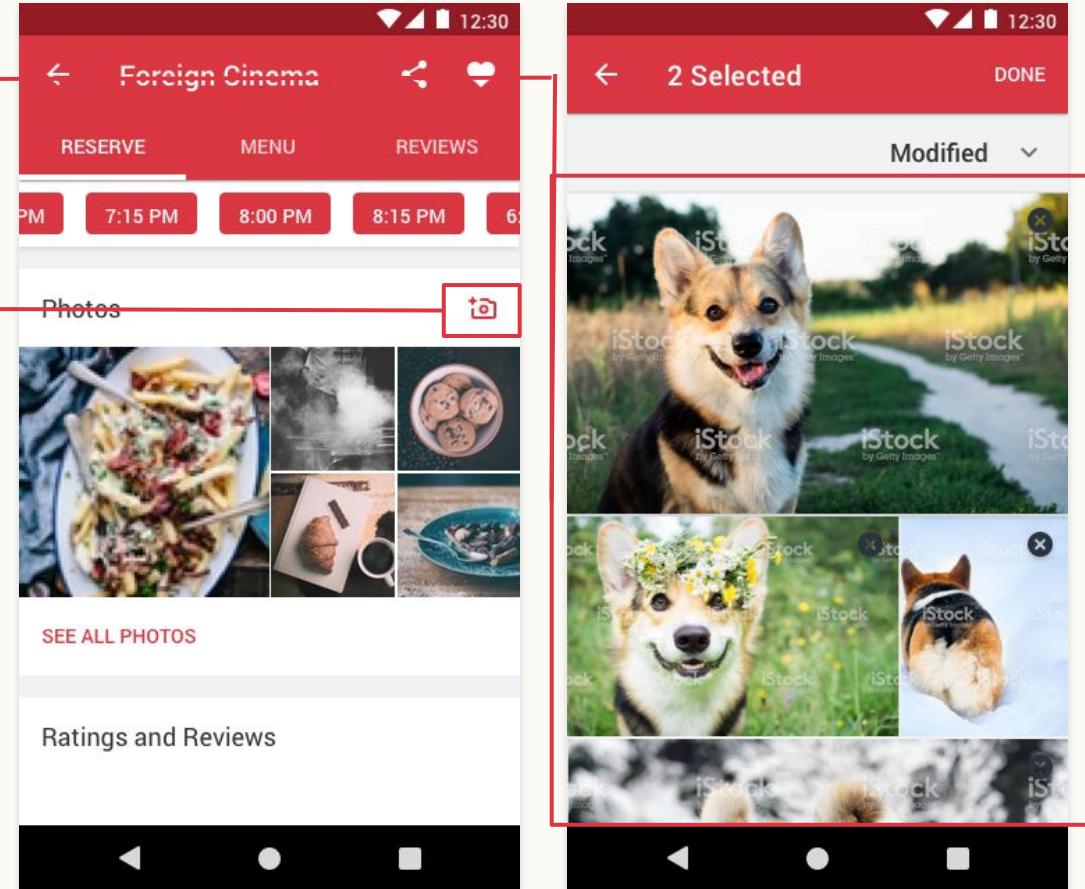
Final designs - Android

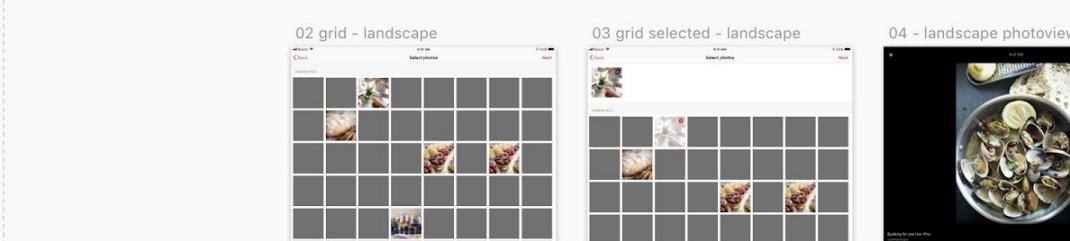
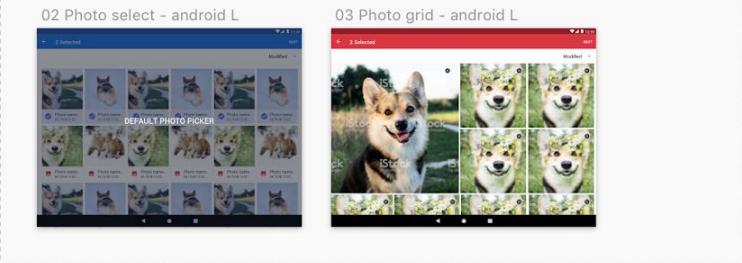
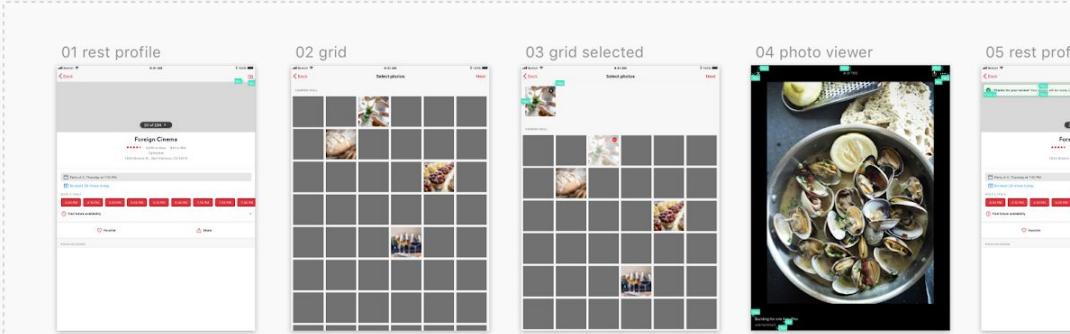
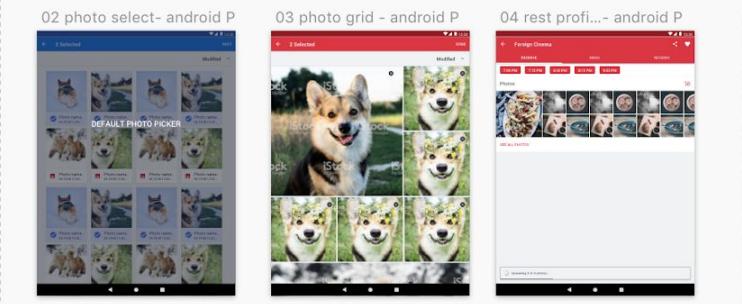
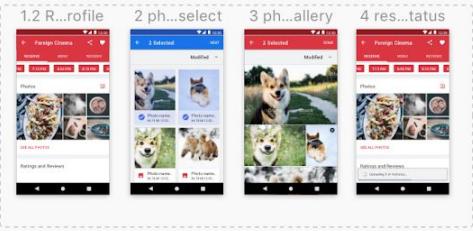


Final designs - Android

Reuse gallery pattern; Tap to preview full screen photo. Tap target to deselect (48 x 48dp)

Android pattern:
Sticky title bar & timeslots,
Add photo CTA to appear with
photos module.





Metrics

This feature was launched to 10% of users on iOS. So far, we've measured a **48% increase** in photo uploads. In a 14 day period, 1,480 photos were uploaded compared to 994.

As for the upvoting feature, return user engagement (feature retention) on the feature has increased. (3 weeks!)

Challenges & Things learned

- Ambiguity in technical constraints between product, engineering, and the photos API team resulted in a delta being created. (2 uploading experiences)
- In an effort to create cross platform consistency in notification stylings within the design system, timelines were delayed.
- Due to timeline constraints, proper usability testing within the Android environment did not happen.
 - We'll need to do follow up research to validate designs.
- Upvoting should be consistent in logic and across platforms, but the icons used between upvoting reviews and photos are different.
 - Using the thumbs up icon for photo voting should be tested.