

# Fullscreen photo viewer

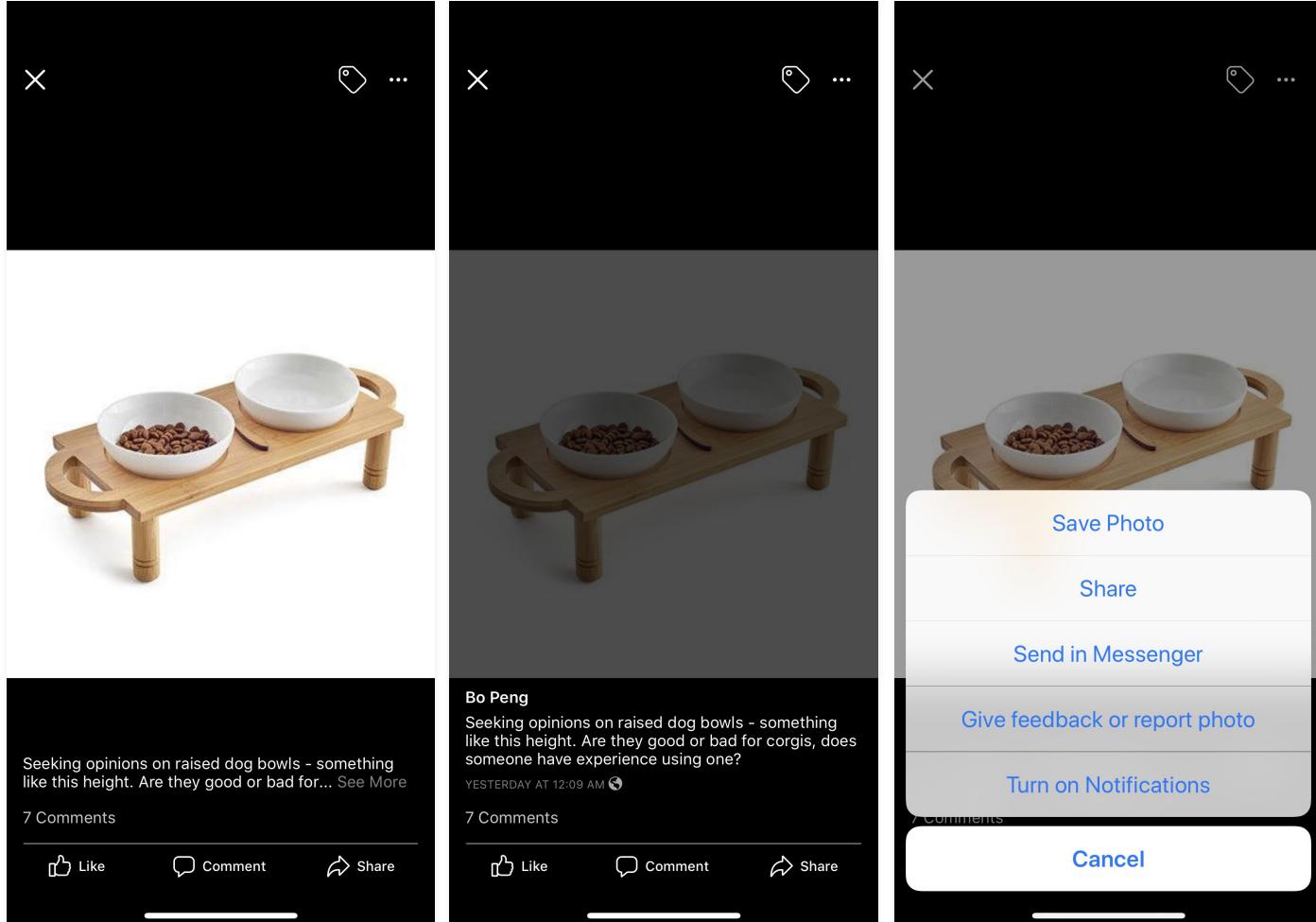
Q3 2018

# **Competitive audit**

# Facebook

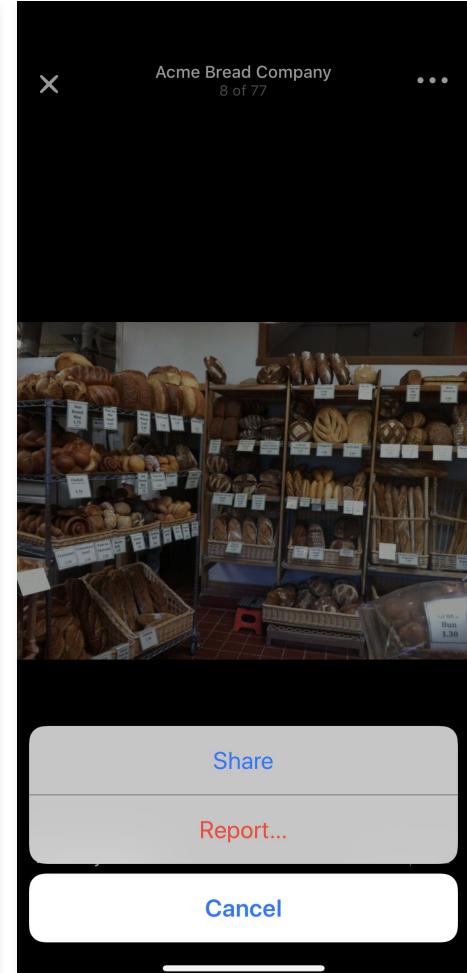
- Top buttons: “close” “tag” “more”
  - “More” > “save photo” “share” “send in messenger” “give feedback or report photo” “turn on notifications” “cancel”
- Body: caption
  - See more (after 2 lines)
    - “See more” > Title & full caption, time, location overlayed on top of photo.
  - # comments
- Bottom buttons: “like” “comment” “share” CTAs

# Facebook



# Foursquare

- Top buttons: “close”, Name of business (photo count) ,“More”
  - “More” > “share” “report” “cancel”
- Body: uploader name, date
- Bottom buttons: “Add a tag” + icon



# Google maps

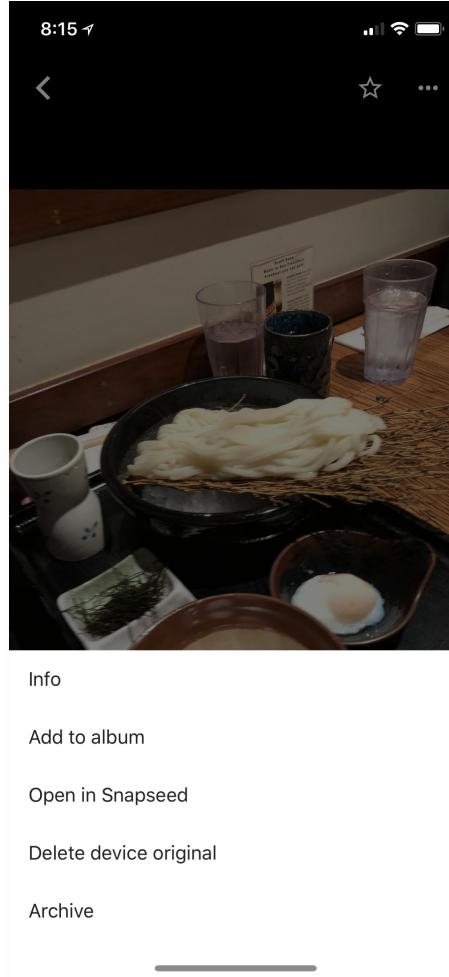
- Top button: “back”, photo count, “add photos (icon)”
- Body: “Flag (icon)”
- Bottom button: uploader thumbnail, uploader name, legal copy



# Google photos

- Top buttons: “back” “star” “more”
  - “More” > “info” “add to album” “open in Snapseed” “Delete device original” “Archive”
  - Body: “Send to friends”
- Bottom button: “Share”, “edit photo”, “filters” “delete photo”

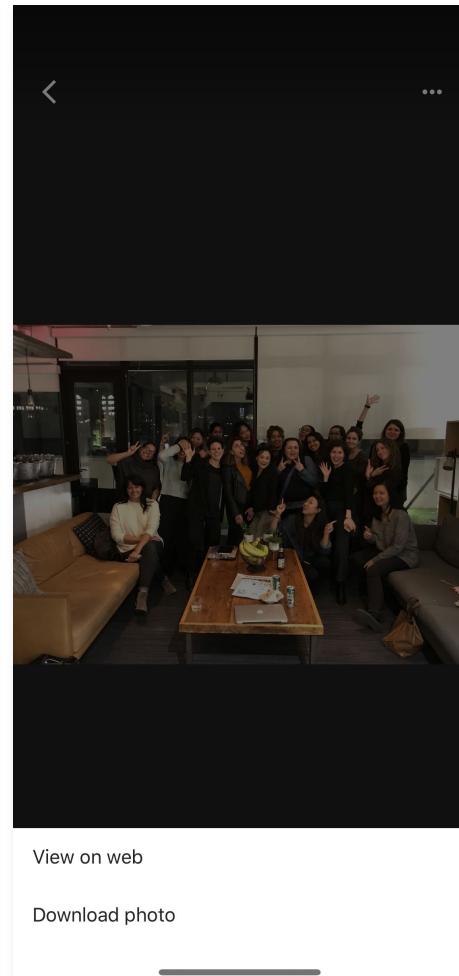
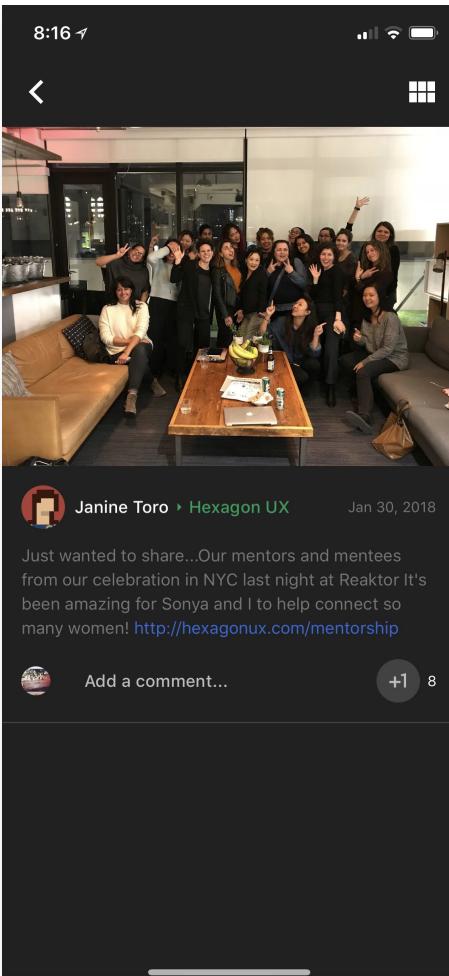
# Google photos



# Google +

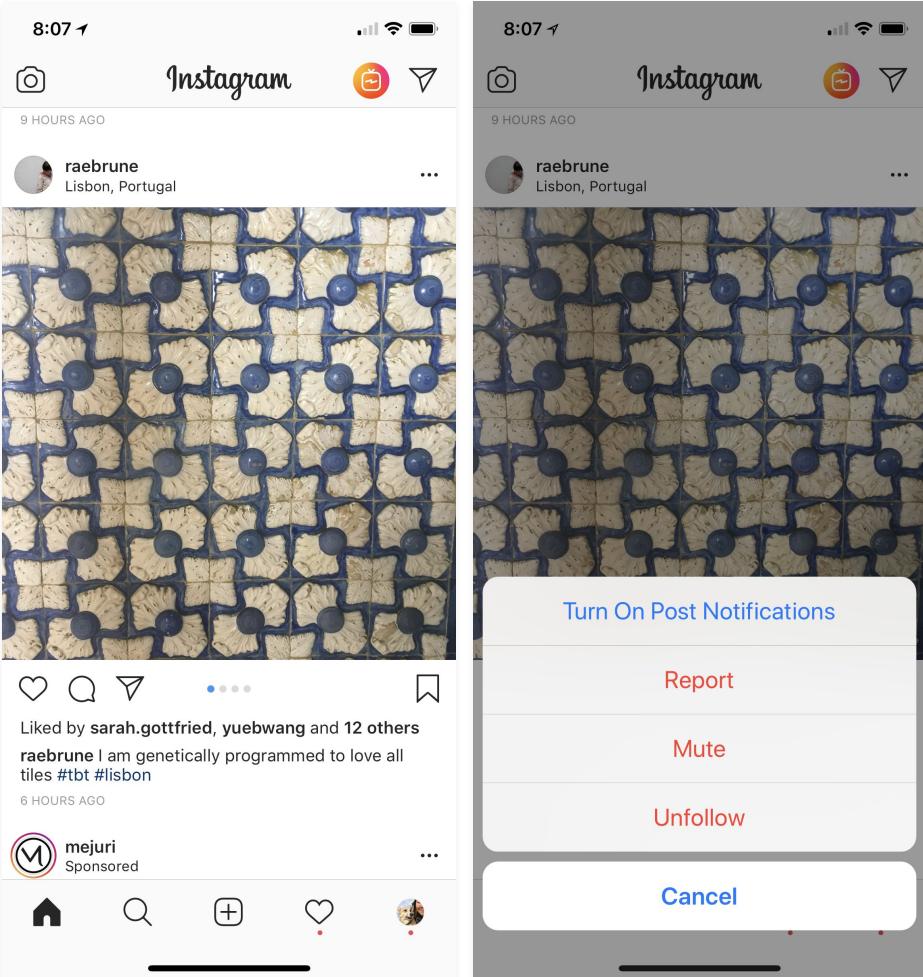
- Preview > photo w/ info > full screen photo viewer
- Top buttons: “back” “grid/list view”
- Bottom: Uploader thumbnail, group name, date, body text, “Add comment”

# Google +



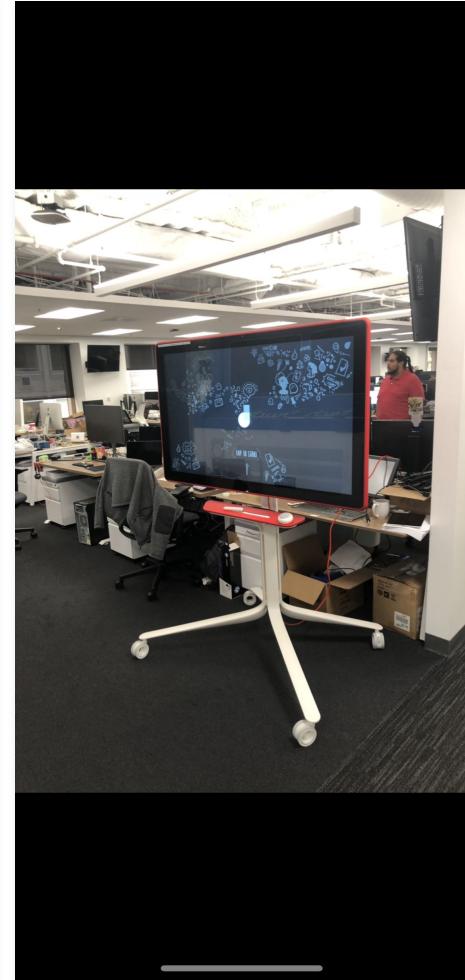
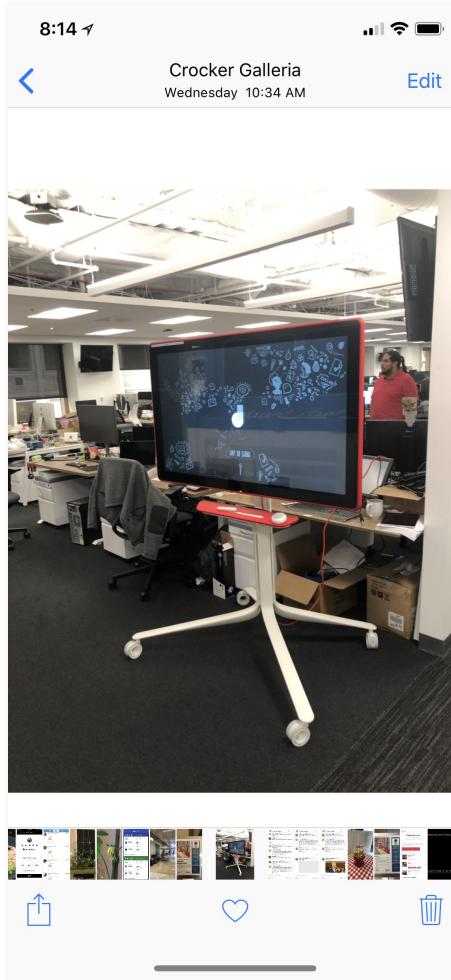
# Instagram

- No “full screen” view, pinch to zoom
- Top button: uploader photo, location, “more”
  - “more”> “turn on post notifications” “report” “mute” “unfollow” “cancel”
- Bottom buttons: “like” “comment” “share” “bookmark”, Caption, time



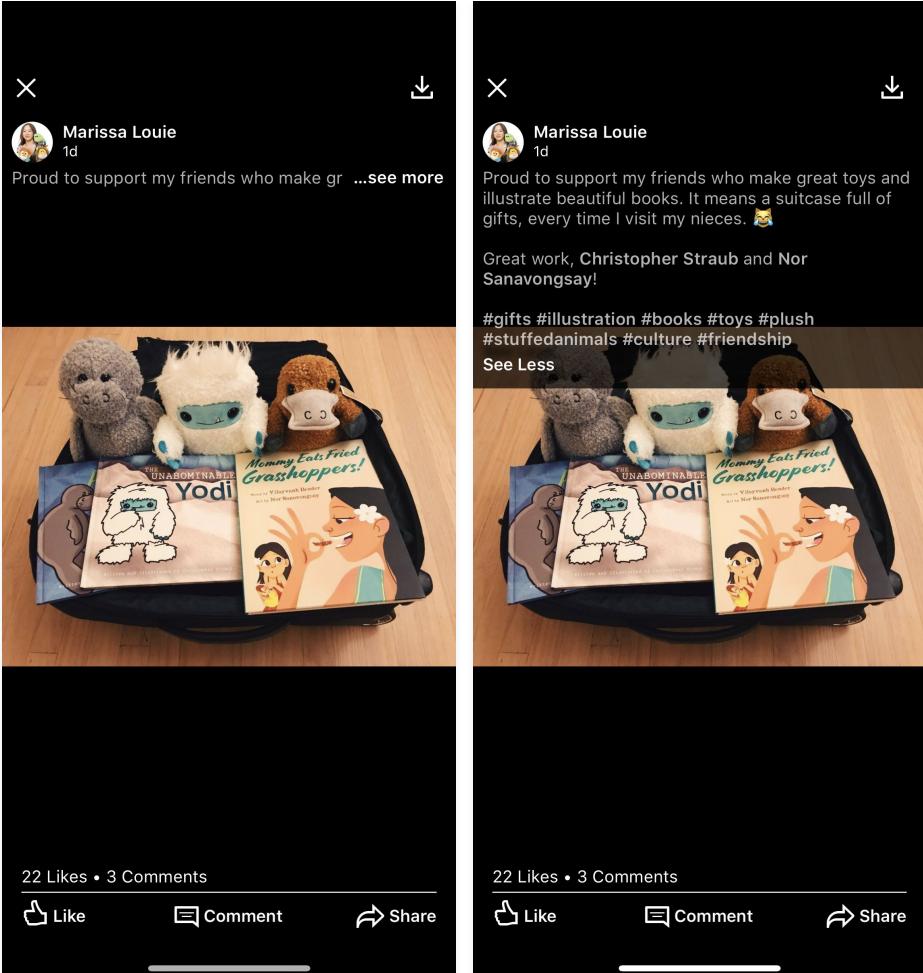
# iPhone photos

- Preview
  - Top button: “back” Location, time, “Edit”
  - Body: preview thumbnails
  - Bottom buttons: “share” “like” “delete photo”
- Fullscreen: none



# LinkedIn

- Top button: “close” “download”
- Body: (on top of photo)
  - Uploader thumbnail, name, time
  - Caption (one line) “see more”
    - “See more” > half overlay with body text on top of photo
  - # likes, # comments
- Bottom button: “like” “comment” “share”



# Resy

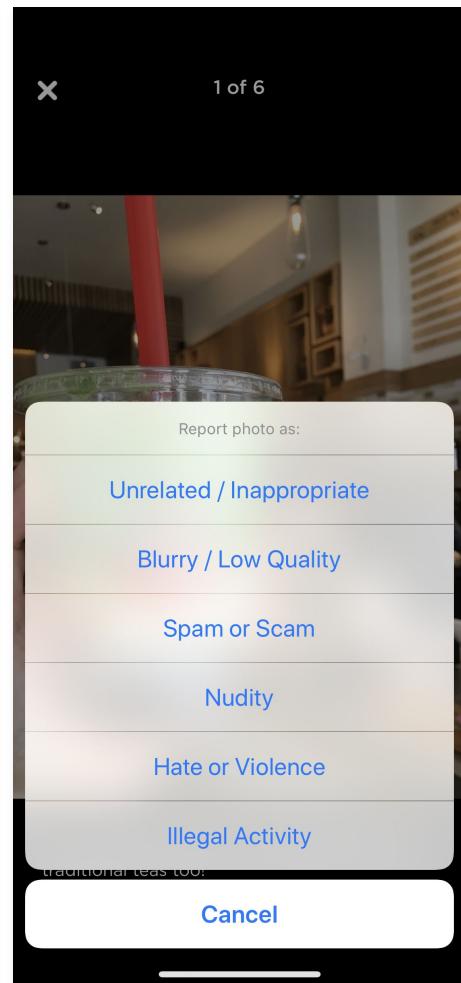
- No full screen viewer
- Only photos in carousel in rest profile

The screenshot shows a restaurant profile for Hopscotch. At the top, there's a header with the time (8:13), a search icon, and a back arrow. Below that, it says "PARTY OF 2 TODAY". The main image shows two burgers on a plate with a glass of beer. The restaurant name "HOPSCOTCH" is in large bold letters, followed by "Japanese • \$\$". A "LUNCH" section shows availability at 11:30 AM, 11:45 AM, 12:30 PM, and 12:45 PM in the dining room. A "WHY WE LIKE IT" section describes Hopscotch as a retro, upscale diner serving American-Japanese fusion. It highlights the eclectic concept, delicious fare, and expert cocktails. Below this, there are five star ratings and a price range of \$\$\$\$ (four dollar signs). The Resy logo is at the bottom left, and the price range is at the bottom right. A detailed description of the restaurant follows: "An upscale diner serving American food with a Japanese spin, Hopscotch is an eclectic little spot in Oakland focused on seasonality and sustainability. Chef Kyle Itani's unique fare is both creative and comforting: there's a yonsei oyster with sea urchin, salmon mousse, and citrus".

# Swarm

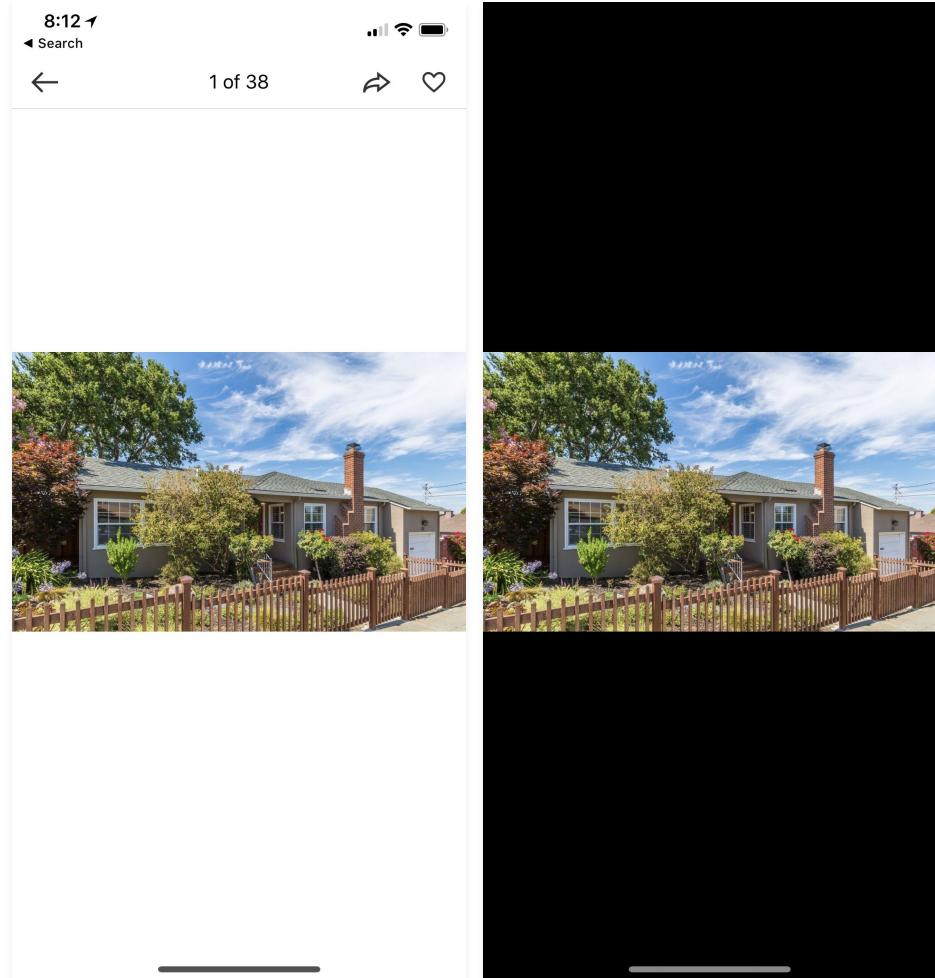
- Top buttons: “close” photo count
- Body: caption
  - caption
- Bottom: uploader thumbnail, name, date, “share”, “more”
  - “More” > “report” “cancel”
    - “report”> pre populated reasons in share sheet

# Swarm



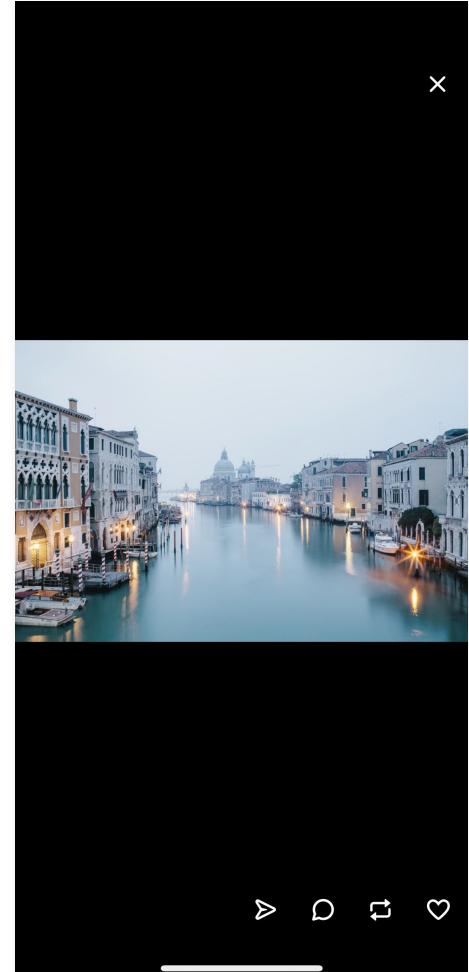
# Trulia

- Top nav: “back”, photo count “share” “like”
- Tap to full screen view, no content except photo



# Tumblr

- Top button: “close”
- Bottom button: : “send to” “comment” “reblog” “like”



# Yelp

- Photo with metadata and actions>tap to full screen view (no content)
- Top buttons: “back”, uploader info (+friends, rating, total photos)
  - Body: caption (no overlay for caption readability)
  - Time uploaded
  - CTA: “order takeout or delivery”
- Bottom buttons: “like” “more” “share” “upvote”
  - “More” > “view business” “compliment” “photo is not helpful” “report photo” “cancel”

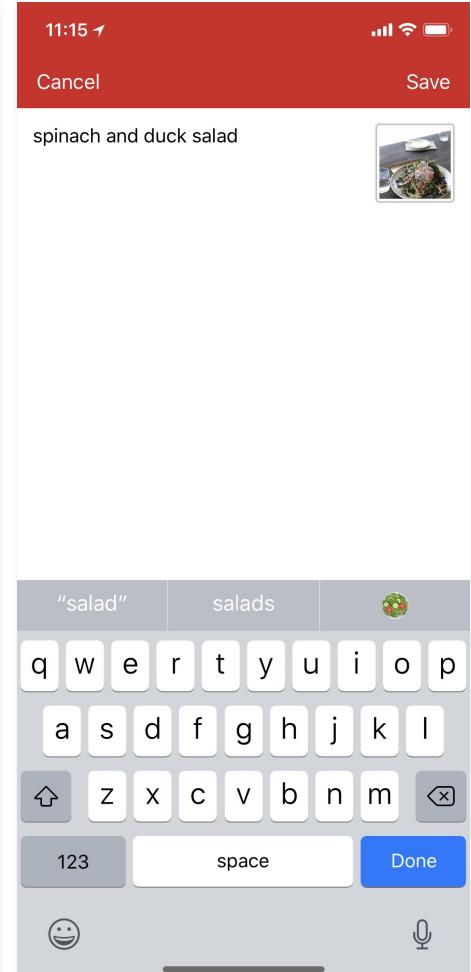
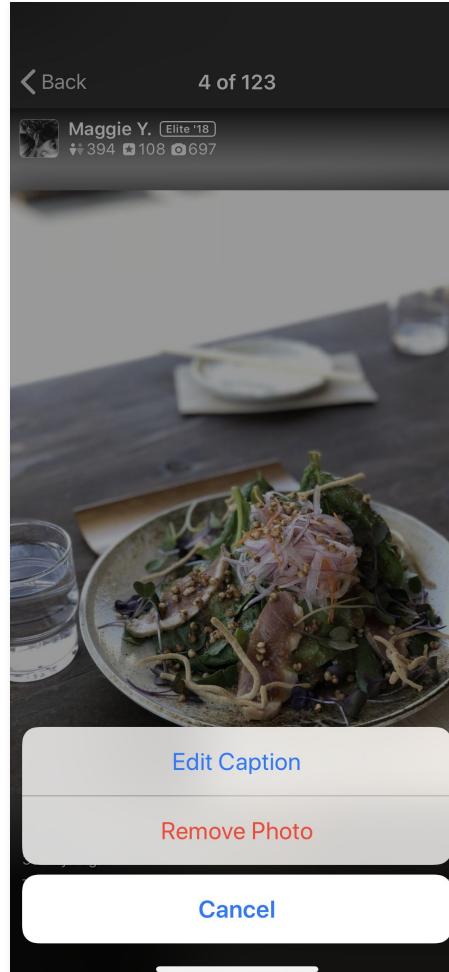
# Yelp



# **Yelp; logged in state**

- “More” - changes to CTAs for user = “edit caption” “remove”
- Pre full screen viewer looks the same, and has the same metadata
- “Edit caption” goes to thumbnail + caption flow (comes up the bottom and slides up)

# Yelp; Logged-in



# Notes

- Logged in/out
  - In: no need to report photo
    - Delete photo/edit caption
  - Out: report the photo! (do we still want to keep the flag icon?  
Or put it as report)
- Maggie (by EOD Monday):
  - Clean up font+visuals
  - Flag positioning
  - And background gradient

# List of metadata/actions in photo viewer

- Voting
  - Upvote specific photo, follow up (either in that same session or another time) but specify why.
    - Photo quality, dish,
- Caption
- User info (photos, name)
- Date uploaded
- Tags (interior, food)
- Report / flag
- How many people liked it
  - How many people liked it
  - Photo count
  - Closing out of flow
  - Restaurant name
  - Download photo
  - Visually showing dish tags