

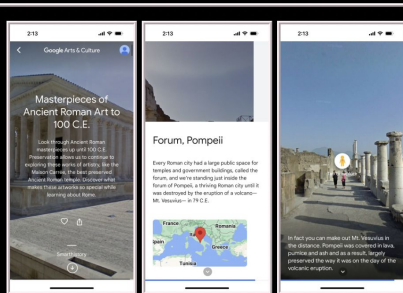
「 Photohistory 」

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DES 157B Spring 2023

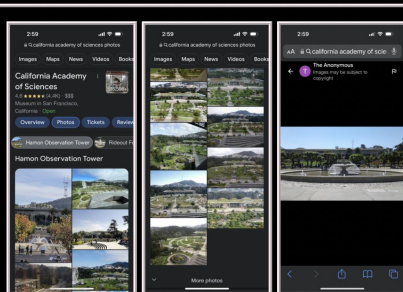
Content Inspiration

COMPARATIVE ANALYSIS



Google Arts & Culture

The overall user experience of these Arts & Culture stories is that it is easy to follow and all the information of the different places flows nicely into one another. The interface design utilizes visuals in the form of photos, Google Street Views, maps, and icons. The interaction design for the user is in a scroll format and can be automatic through caret icon buttons. There is also the ability to virtually explore the location through the Street Views.



Google Search Photos

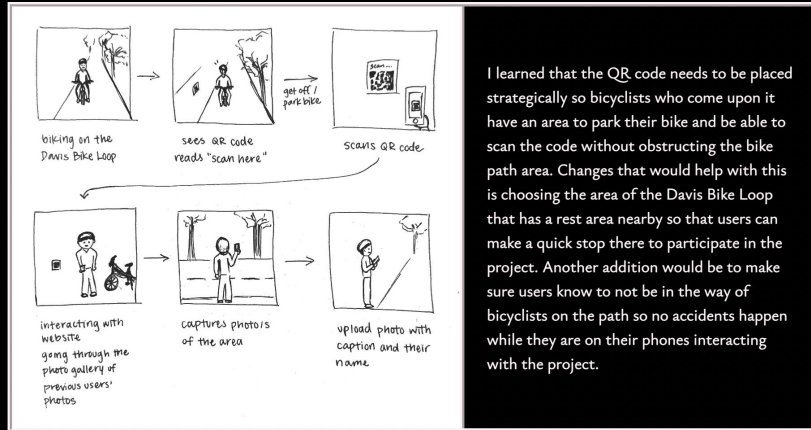
The overall user experience is intuitive and relatively simple to use. The interface design consists of a wall of photos that fit inside a container with no grid layout and specific photo views. The interaction design allows users to adjust the photos that appear including scrolling, clicking, image categorization filters, and additional photos.

History and Imagery

Community Photos

Initial QR Code Concept

USER JOURNEY

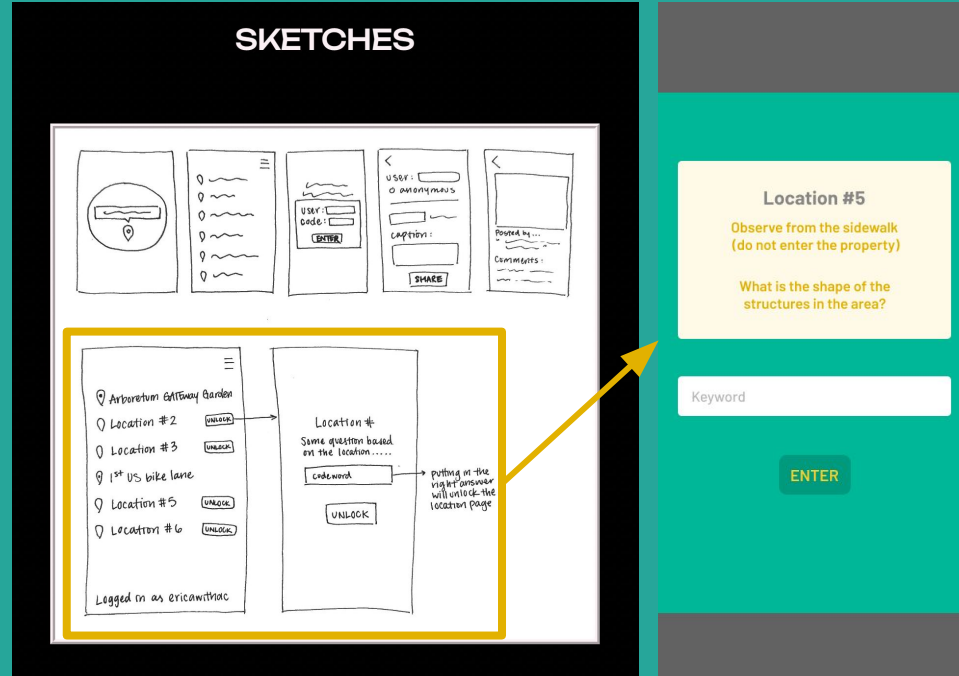


I learned that the QR code needs to be placed strategically so bicyclists who come upon it have an area to park their bike and be able to scan the code without obstructing the bike path area. Changes that would help with this is choosing the area of the Davis Bike Loop that has a rest area nearby so that users can make a quick stop there to participate in the project. Another addition would be to make sure users know to not be in the way of bicyclists on the path so no accidents happen while they are on their phones interacting with the project.

At this stage in the capstone project, I still wasn't sure how the QR code aspect of my project would work.

I sketched out a user journey and discovered some location conditions that needed to be thought of in more detail.

New Onsite Clues Concept



From brainstorm to prototype

Figuring out onsite and digital user experience

- Where is the user/ what will they see
- Incentivizes user to analyze the area in order to unlock the location and photos