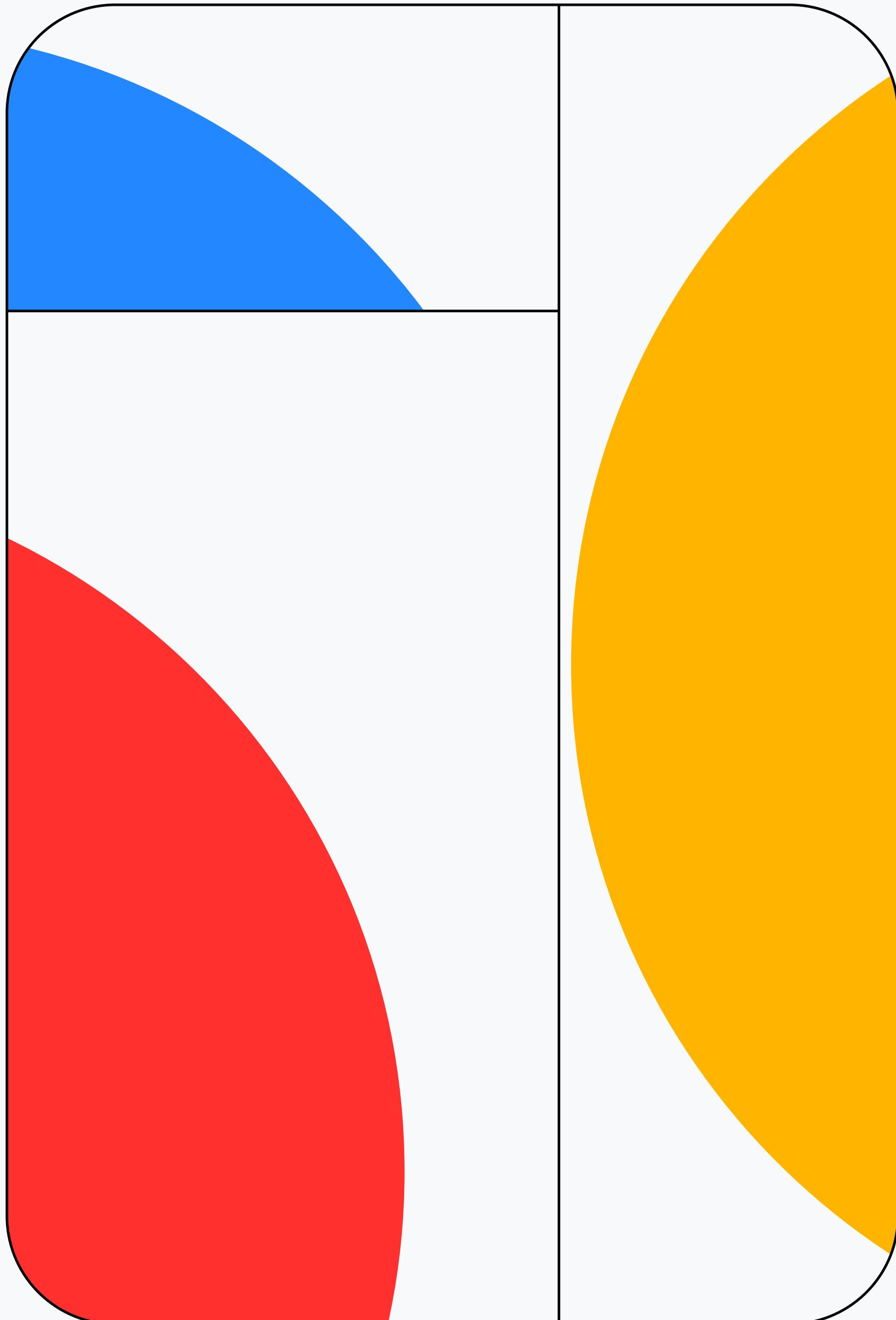




Google Photos



Every project starts with one challenge



How might we design innovative solutions for facilitating online human connection through product features inside Google Photos,  delivering a new visually engaging  prototype in **Figma**?





For that, we developed two new product features for Google Photos

Music Based Memory Sorting



Integrating music streaming services to sort memories based on the songs users were listening to at the time the photo was taken, creating unique playlists.

1

Live Photo Sharing Sessions



Introducing live photo-sharing sessions where users can invite others to join a real-time slideshow, with options for live commenting and reactions.

2



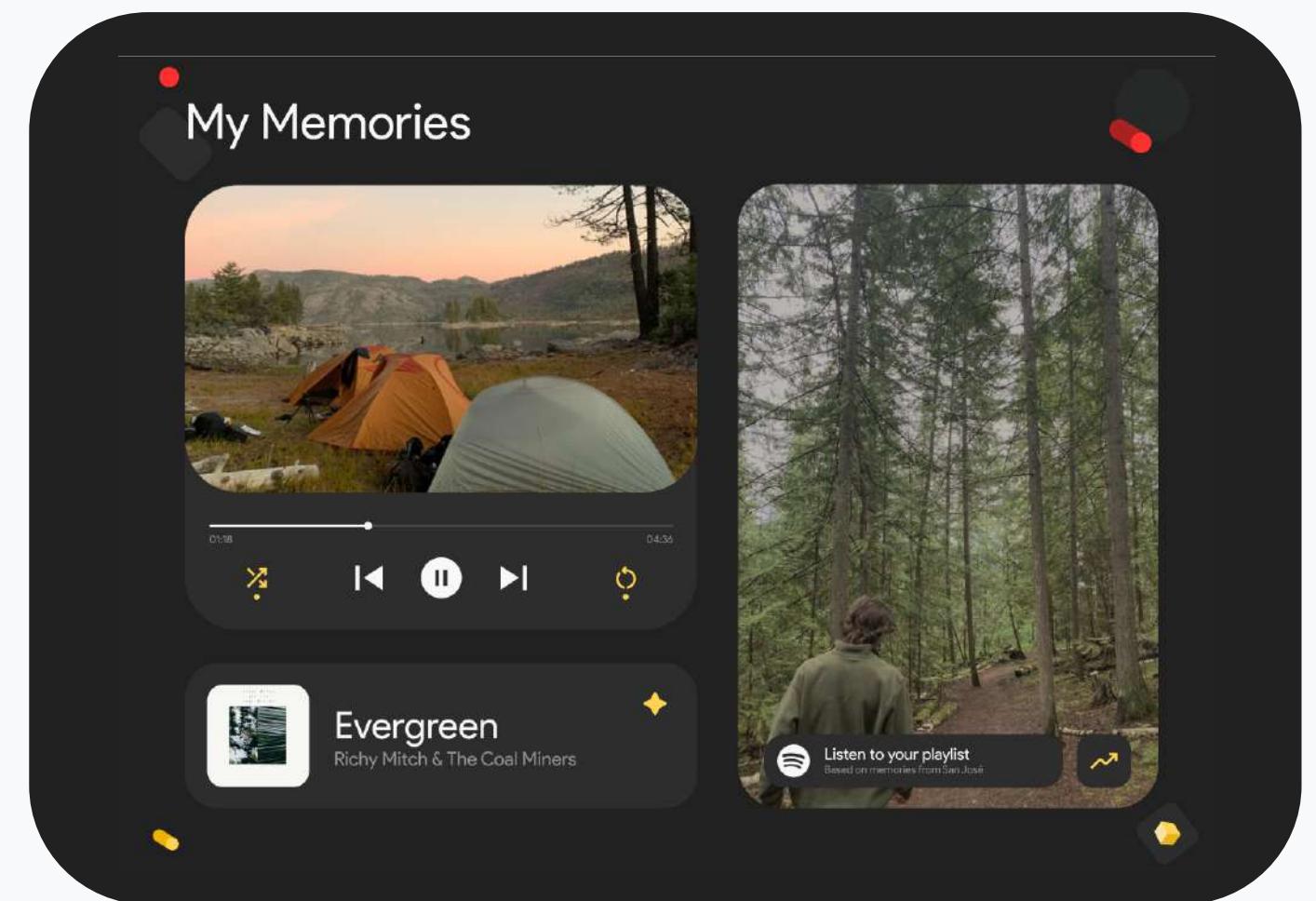
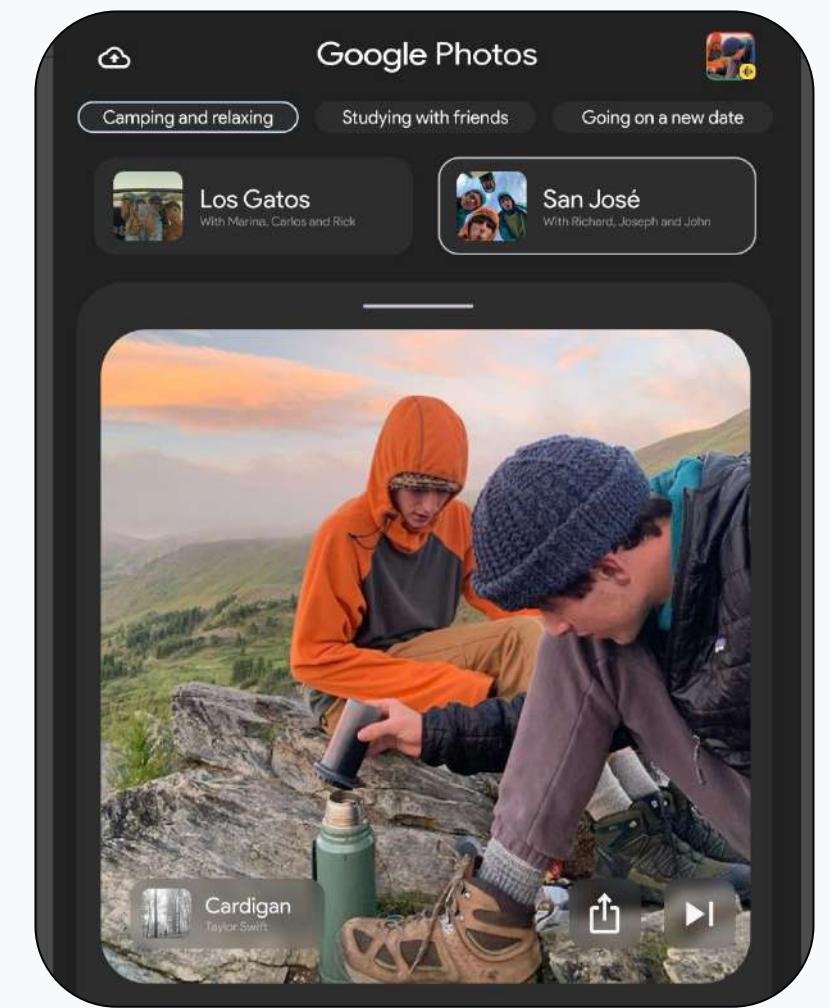
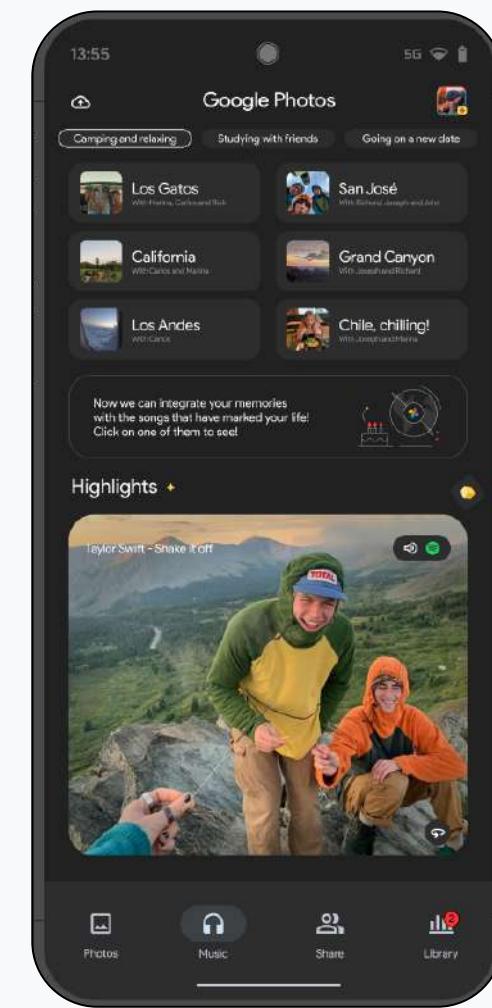
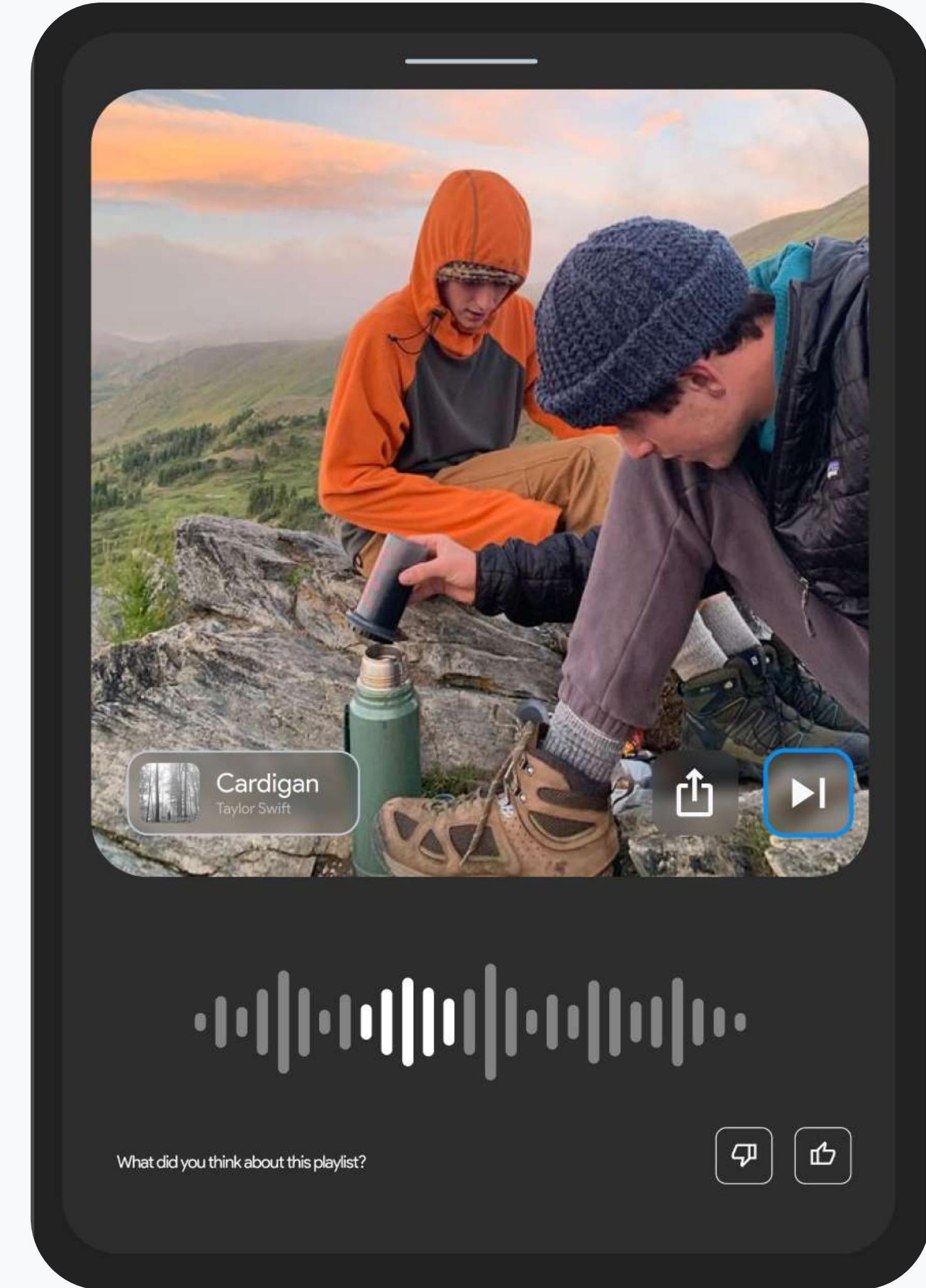
Increasing user engagement through the intersection of music and non-verbal cues

One way of increasing Computer-Mediated Communication (CMC) is to promote such cues into digital platforms, helping to automatically organize user's photos based on the musics they were listening at the time of the pictures, provoking an emotional connection of nostalgia (Cairns, R. 2020; Venter, E. 2019).



1

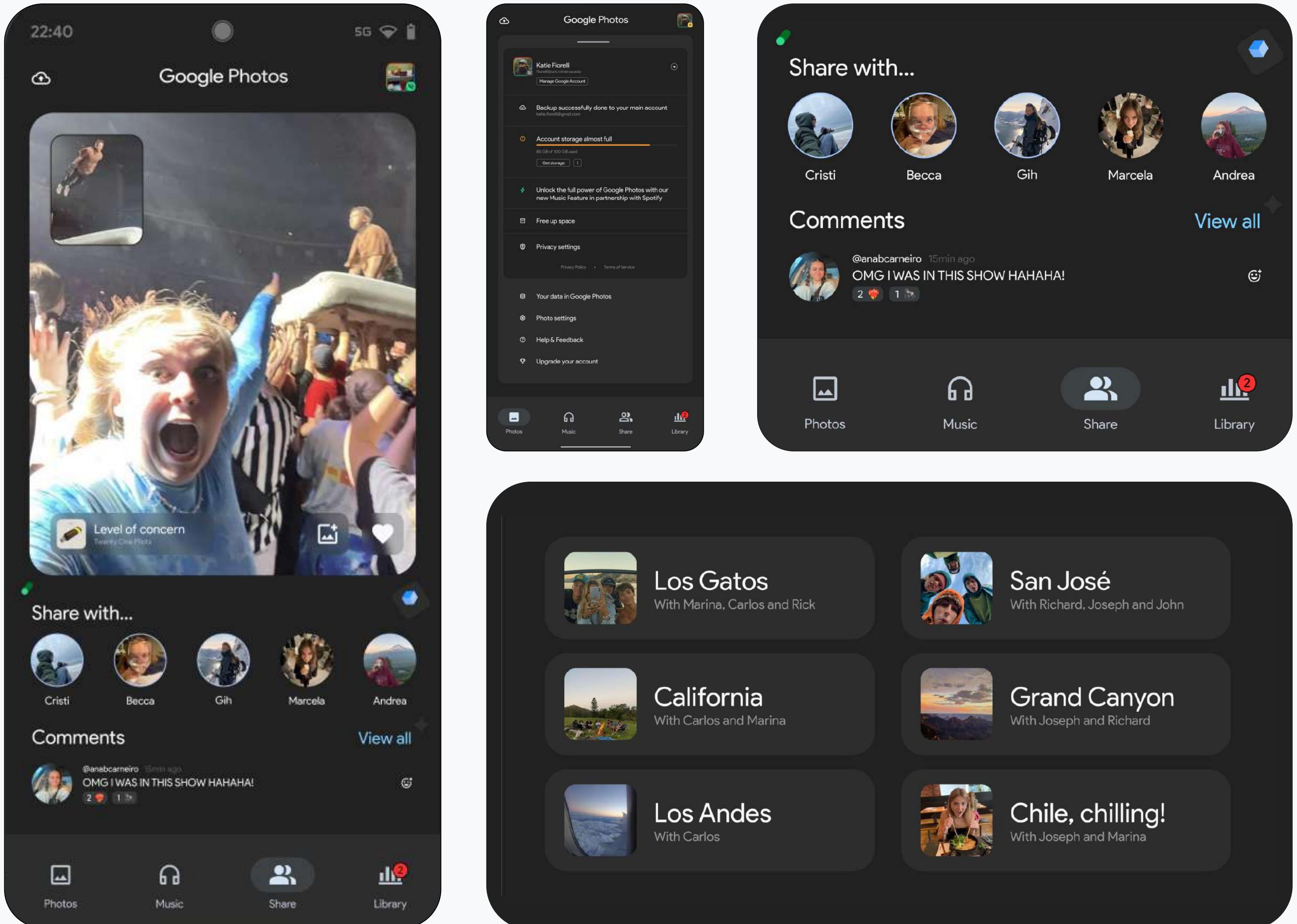
Music Based Memory Sorting



Transforming a non-interactive photo-library into a sharing tool •

By introducing a second new menu called “Share,” we hope to increase the user time within the app by creating social features in which you may share your favorite photos and its correlated music to friends and family.

2 Live Photo Sharing Sessions





Thank you!



Appendix

Cairns R., Margaret Ebinger, Chanel Stinson, Jason Jordan; (2020). COVID-19 and Human Connection: Collaborative Research on Loneliness and Online Worlds from a Socially-Distanced Academy. <https://doi.org/10.17730/1938-3525-79.4.281>

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Poswolsky, A. (2022). How Leaders Can Build Connections in a Disconnected Workplace. HBS. <https://hbr.org/2022/01/how-leaders-can-build-connection-in-a-disconnected-workplace>

London, S. & Conn, C. (2019). How to master the seven-step problem-solving process. McKinsey & Company Podcast for Problem-Solving Methodologies.

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