Do users of BBC Images need an easier way to collect pictures?

Nicky Phelan - April 2023

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During our research some of our users have specifically mentioned a need to make a 'working' group of images

Content Producers - CBBC

- Always uses Lightboxes in BBC Pictures to collate images for weekly quizzes, creating one per quiz

Senior Journalist - Sport

- Uses Boards in Getty for each story to group images being considered for use

Photodesk Picture Editor – BBC Sounds

- Screenshots images in Elvis (*BBC Images predecessor*) and pastes them into an email to send to colleagues to choose from

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Archivists

- Regularly use and share lightboxes from within in PhotoSales

- Regularly use the lightbox feature in Elvis (single light box is a frustration)

- Use lightboxes to collect and curate images over a period of time, for a specific purpose

- Send Elvis lightbox links to themselves by email for reference as can only have one lightbox at once

- Send PhotoSales lightboxes to external clients (so clients can preview without downloading)

Although Labels meet some of these needs the Archivists told us they found Labels difficult to use.

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Comparative analysis

Research has shown us that many organisations have this feature, including

 - Getty

 - Shutterstock

 - PA

 - Capture (used for BBC Images)

 - Reuters

 - Camera Press

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Why don't the features we have now meet these needs?

Labels
Key take aways from sharing journey research

- Most of our users don't know what Labels are for and don't use them

- Remembering the name given to a Label created a while ago can be a problem

- Not always clear what the names given to Labels by others mean, one user was 'mystified' by them

- Adding or removing from Labels others have created was seen as useful but risky

- Labels are not intuitive to use and their purpose is misunderstood by our users

- Labels add to a time-consuming workflow - links to Labels still need to be shared outside of BBC Images

- Labels don't have any access permissions – anyone can see a group of images with a Label

- Labels can clutter the UI, no way to handle the amount of Labels on an image (this could be an issue as BBC Images becomes more used).

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Sharing with URL
What are the limitation of URL sharing

We are aware of the following limitations:

- The 'owner' of the group of shared images would need to keep their own record of the URL for reference

- Adding or removing from a shared group of images isn't possible

- Collecting a group of images to review 'later' for shortlisting isn't possible

- There is no record within the BBC Images tool of the group of images

- No opportunity for retention – sharing with URL doesn't provide a reason to return to BBC Images which lightboxes would

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Do users of BBC Images
need an easier way to collect pictures?

Conclusion: Yes

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User story for this

"As a user I want to create groups of images so that I can save, review, keep private or share with colleagues for publishing, broadcast and archive use."

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Exploring a new 'Collections' area

We think create a new Collections area, specifically for personal collections would meet these user needs.

What would the main features of a new Collections area be?

What would the main features be?

- Create a group easily

- Easily find your groups from Grid view

- Create multiple groups for different purposes

- Easily add or remove images from a group

- Download a group at once

- Share with specific people or a team

- Share for collaboration

- Unique non-discoverable URL

- If a link isn't shared the group is essentially private

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Next steps...

Currently working on:

- Sharing / collaboration / privacy logic

- Outline of potential user journeys

- Development of wireframes

Hopefully completed early-May

After that:

- Share user journeys & wireframe with The Guardian

- Scope Engineering work

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That's it.
Thank you.

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