

# Project Proposal

Team Offloaders

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# Project Overview

## Problem:

Photo libraries are overloaded with duplicates and low-value images, creating clutter, decision fatigue, and stress

Existing apps emphasize storage space, not meaningful curation

## Solution:

An iOS app that helps users transform cluttered galleries into organized memory collections through guided decluttering and emotional value recognition



# Target Users & Context of Use

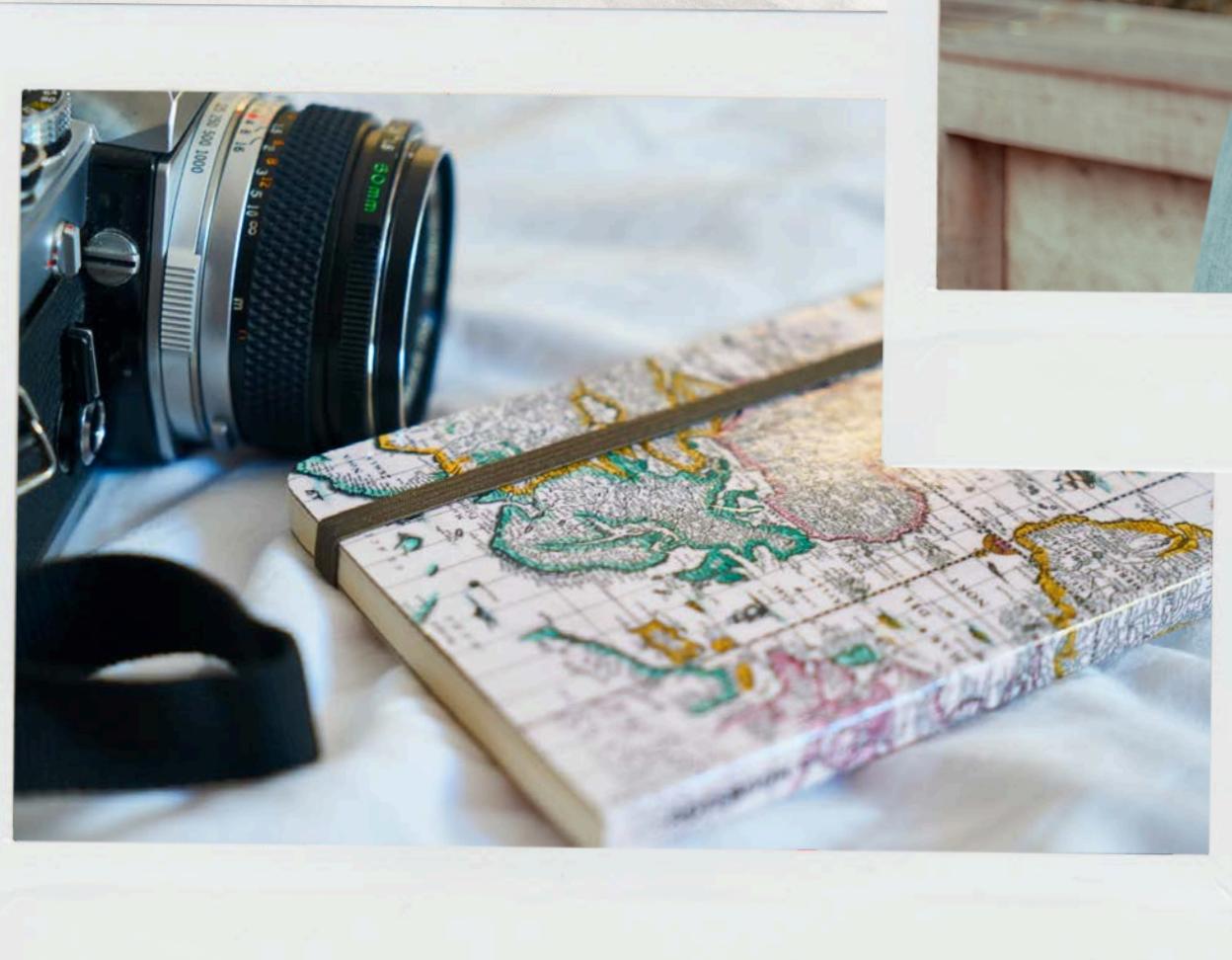
## Target Users:

Casual Everyday Users

- People who regularly take pictures but rarely curate their gallery
- They want to reduce clutter but feel unsure about where to begin
- Face difficulty finding photos meaningful to them

## Context of Use:

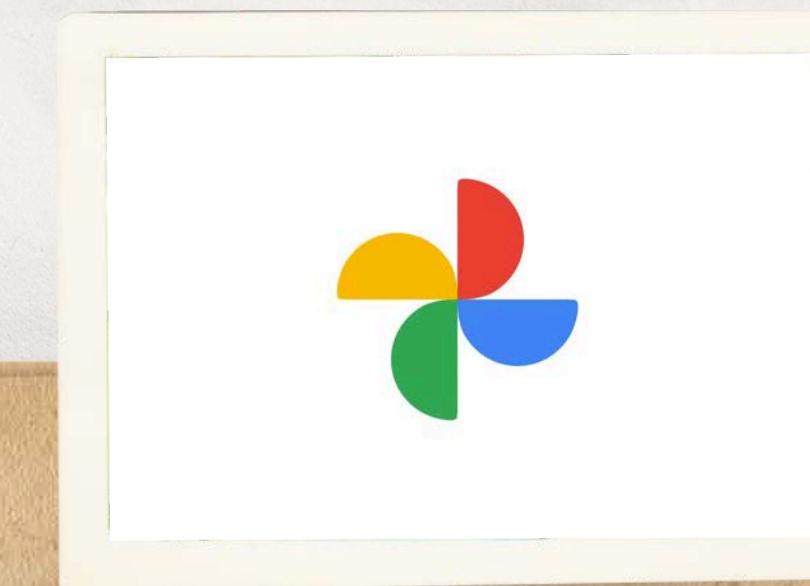
- Quick, on-the-go moments (commutes, breaks, waiting in line)
- Globally accessible via iOS with cloud connectivity



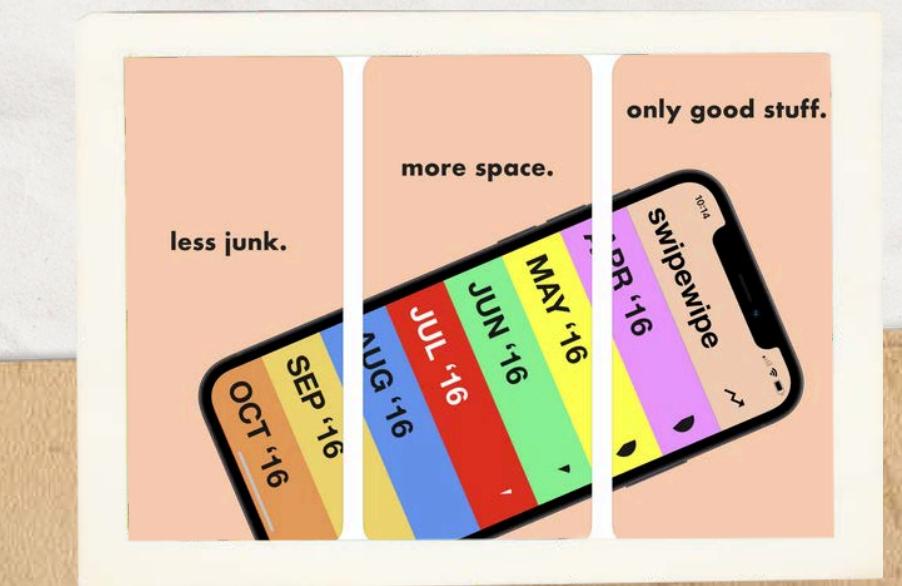
# Competitor Analysis



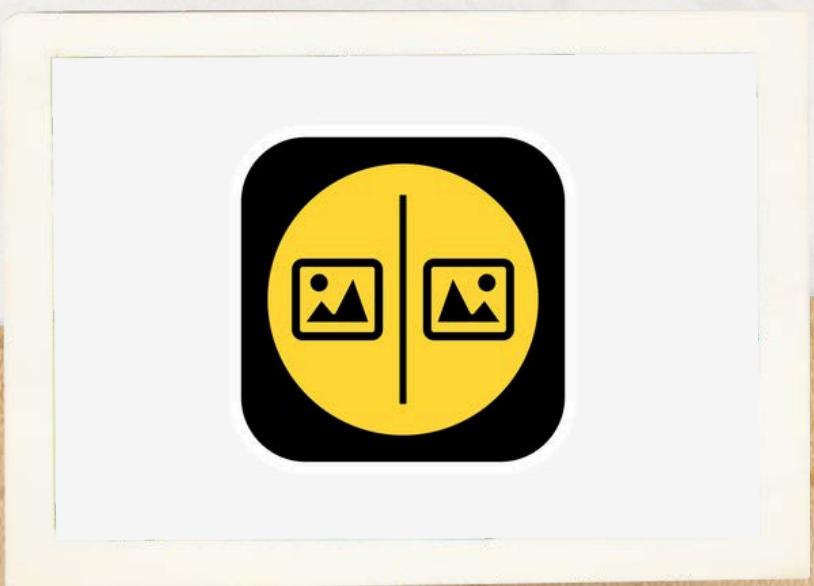
Apple Photos



Google Photos



SwipeWipe



Other Apps:  
Clean My Phone  
Remo

# Literature Review



- Digitalized past is meaningful and design should support that connection.
- Photos elicit emotions and design should respect that.
- Deleting and organizing photos is frustrating and voting can make this process enjoyable and easier
- Creating order/organizing photos reduces stress, decision fatigue, and enhances memory retrieval
- Design choices should offer freedom of choice.
- Cleaning out digital clutter can help reduce anxiety, stress, and enhance overall mental wellbeing.
- Default camera rolls are convenient but overwhelming when all photos are mixed together.

# MVP

01

Content-Aware  
Suggestions via AI

02

Incremental Goals for  
Curation



# Goals

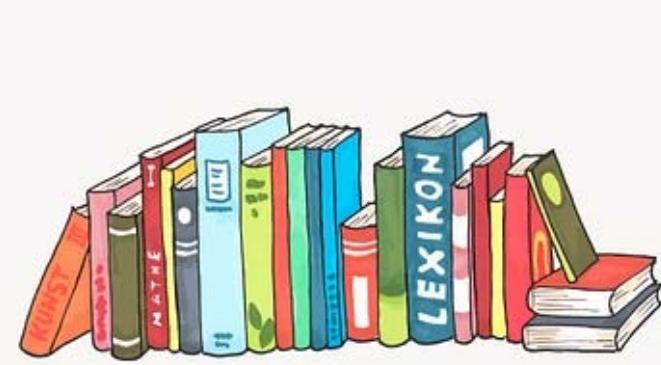
**Reduce user decision fatigue during photo curation**

*Measure:  
Decrease of perceived effort - done through usability testing*

**Empower users to create a photo gallery of meaningful photos**

*Measure: Sentiment of photos before / after curation - done through usability testing*

# Methods



Literature  
Review



Competitive  
Analysis

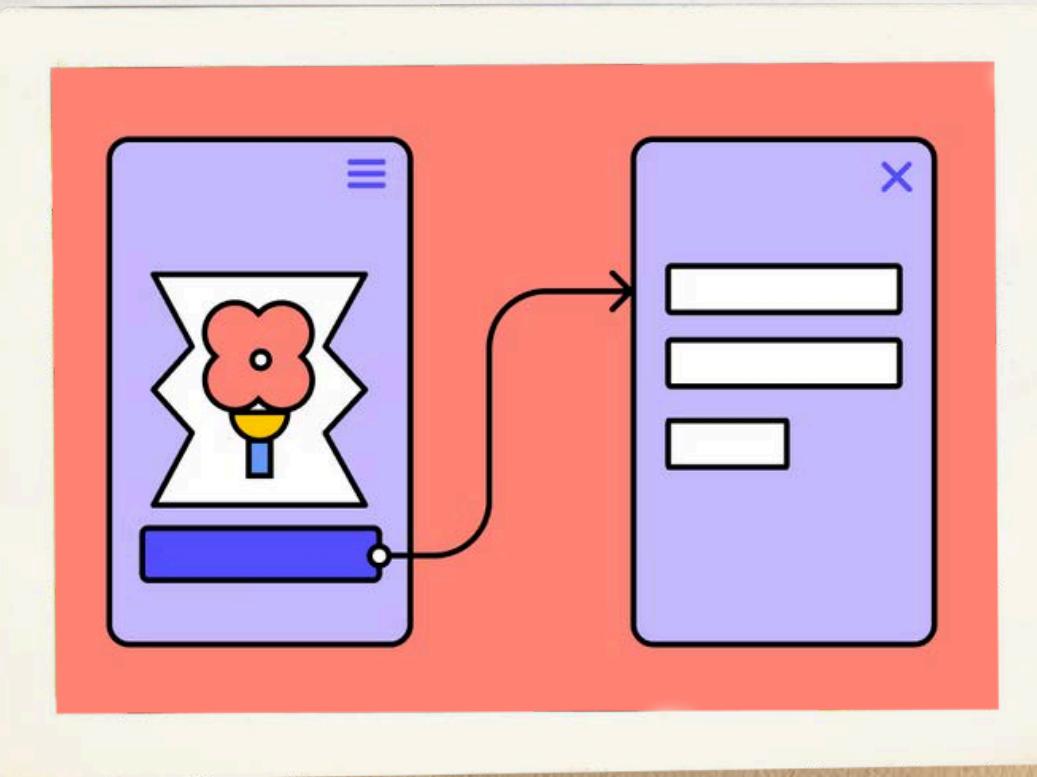


Semi-Structured  
Interviews

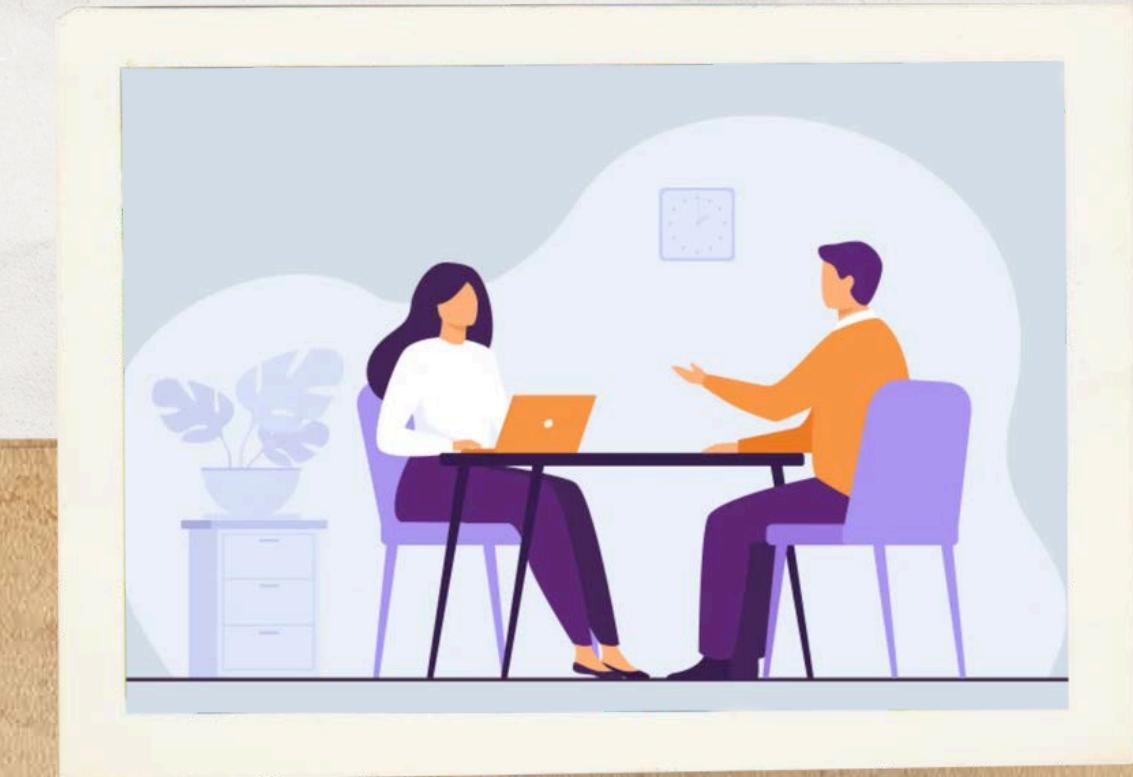


Interview  
Analysis

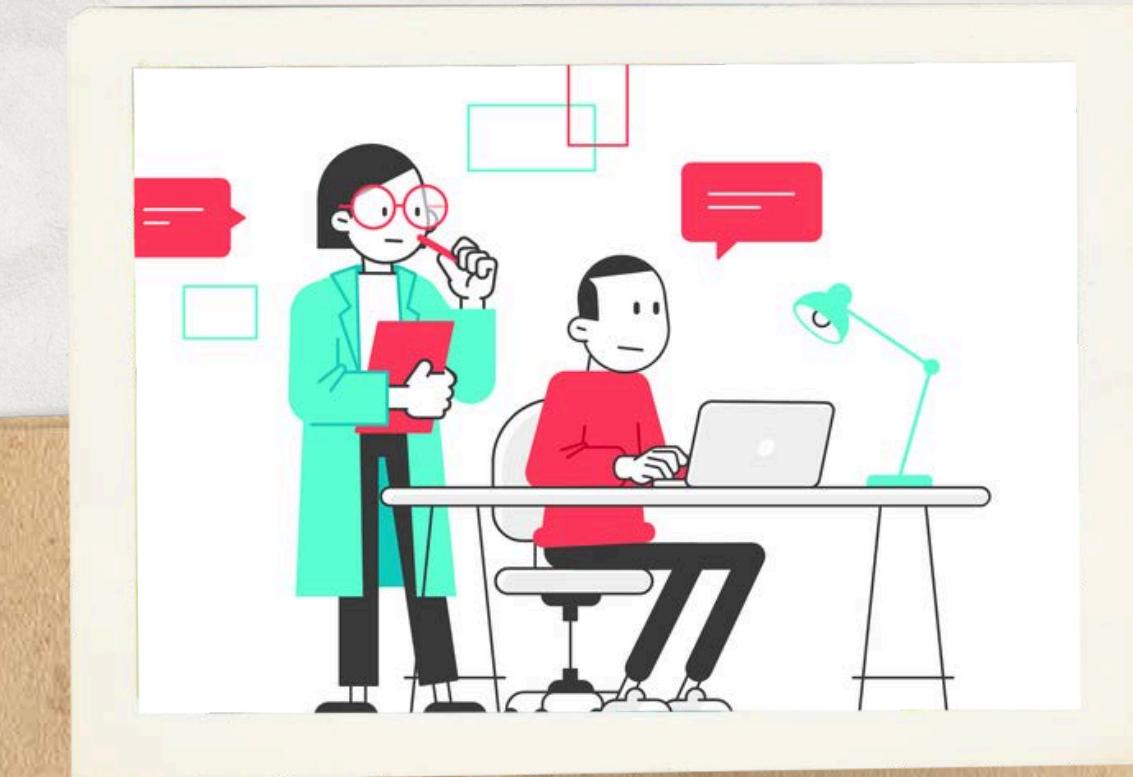
# Methods



Multi-Fidelity  
Prototyping



Design Interviews



Usability Testing

# Tools

01

## Research

- Zoom
- Google Forms
- Google Sheets
- FigJam
- Atlas.ti

02

## Design

- Pen / Paper
- Figma

03

## Collaboration

- Google Drive
- Zoom
- WhatsApp



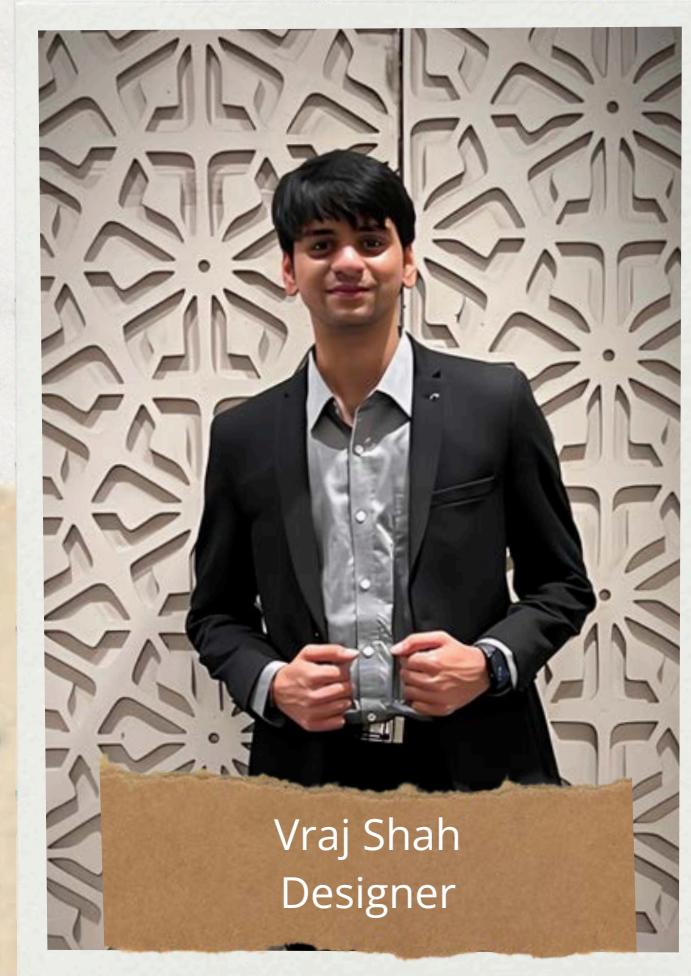
# Project-Related Activity

Conduct design interviews using lo-fi prototypes for round 1 of evaluation - gain feedback via RITE method

Planning for October 21 class period



# Team Roles



# Thank You!

Questions? Comments?

