



Memento

Final Presentation
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

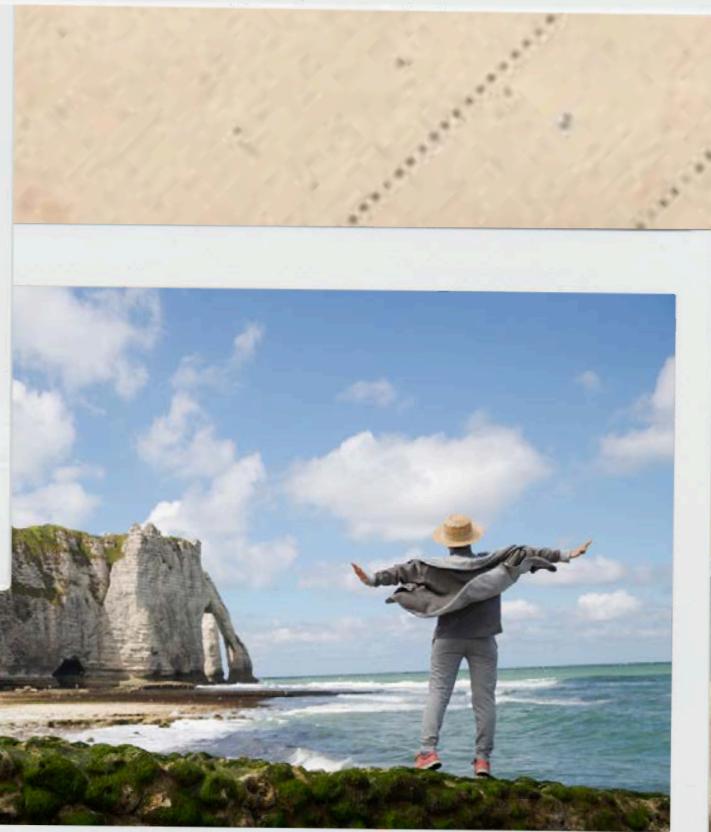
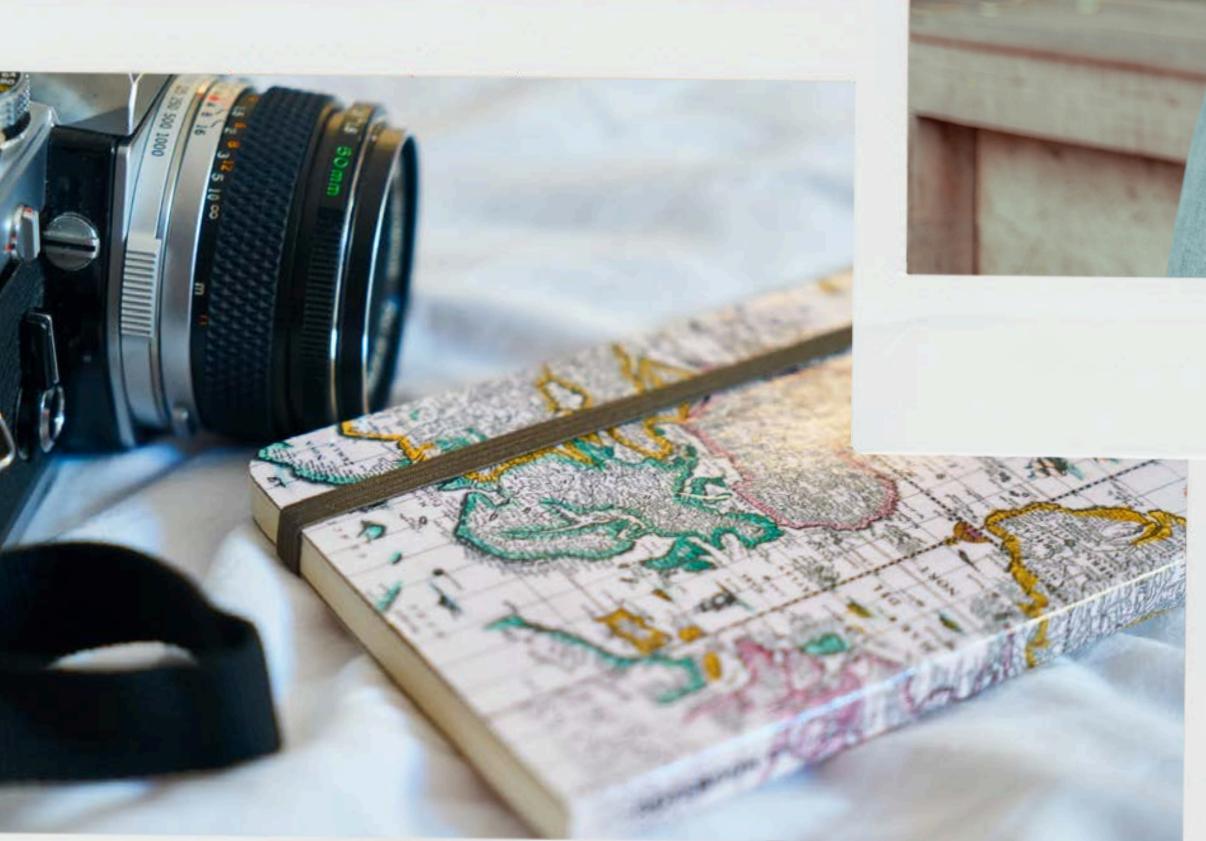
Target Users:

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:

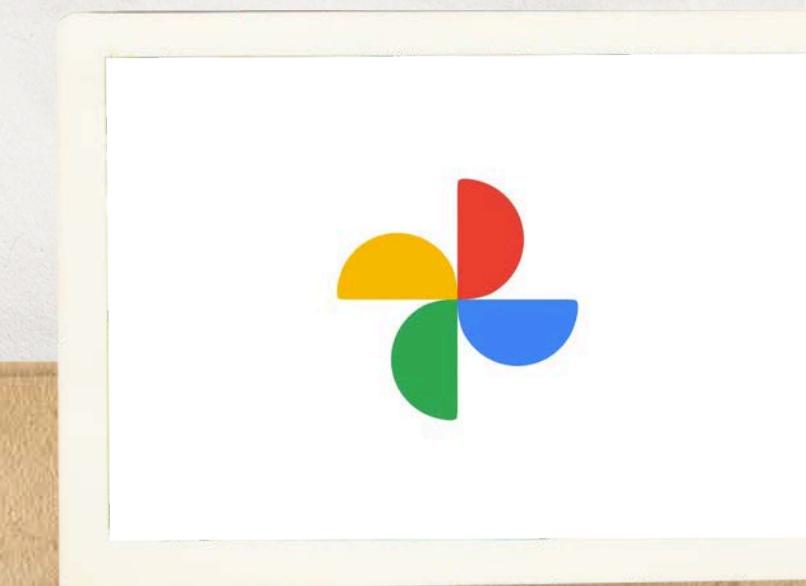
- Quick, on-the-go moments (commutes, breaks, waiting in line)
- Globally accessible via iOS with cloud connectivity



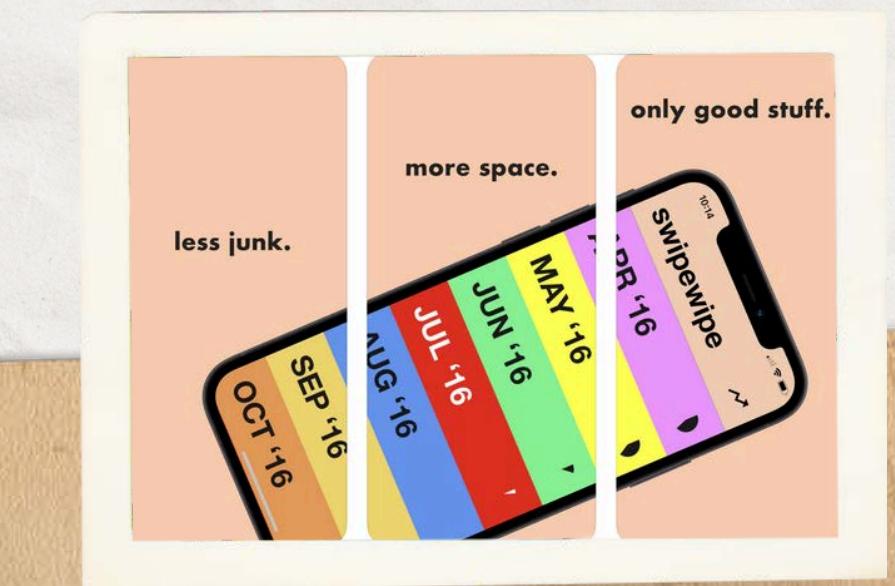
Competitor Analysis



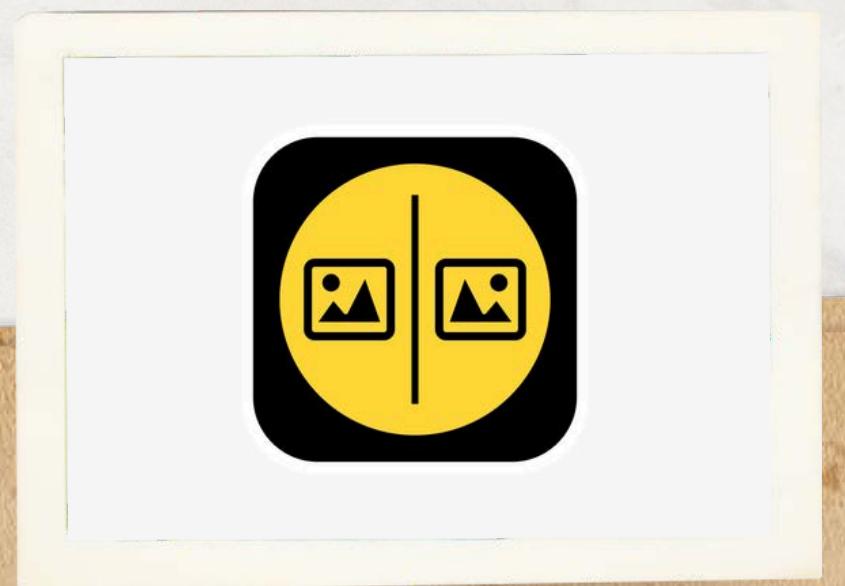
Apple Photos



Google Photos



SwipeWipe



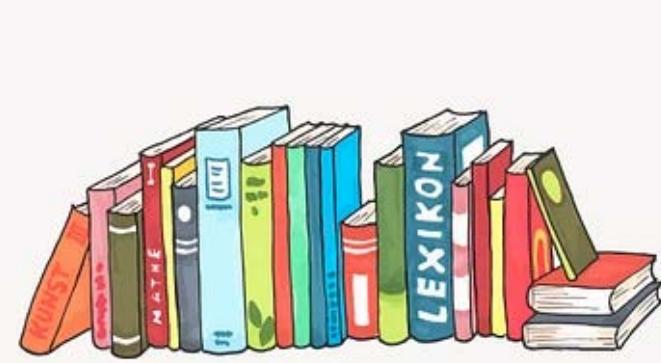
Other Apps:
Clean My Phone
Remo

Goals

Reduce user decision fatigue during photo curation

Empower users to create a photo gallery of meaningful photos

Methods



Literature
Review



Competitive
Analysis

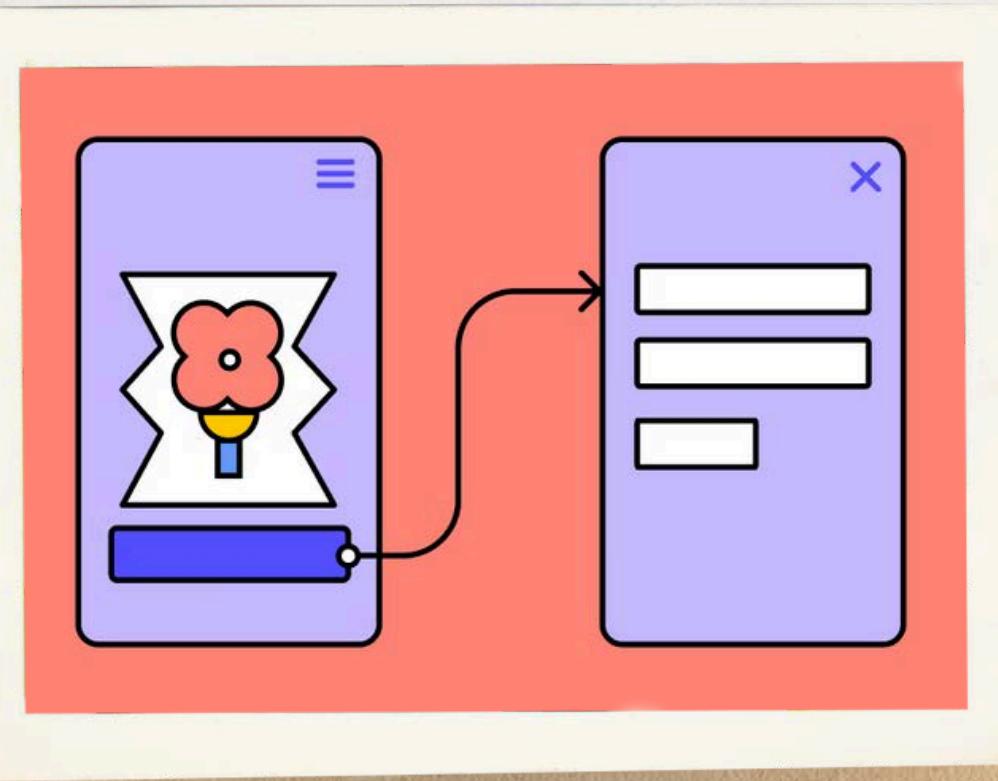


Semi-Structured
Interviews



Interview
Analysis

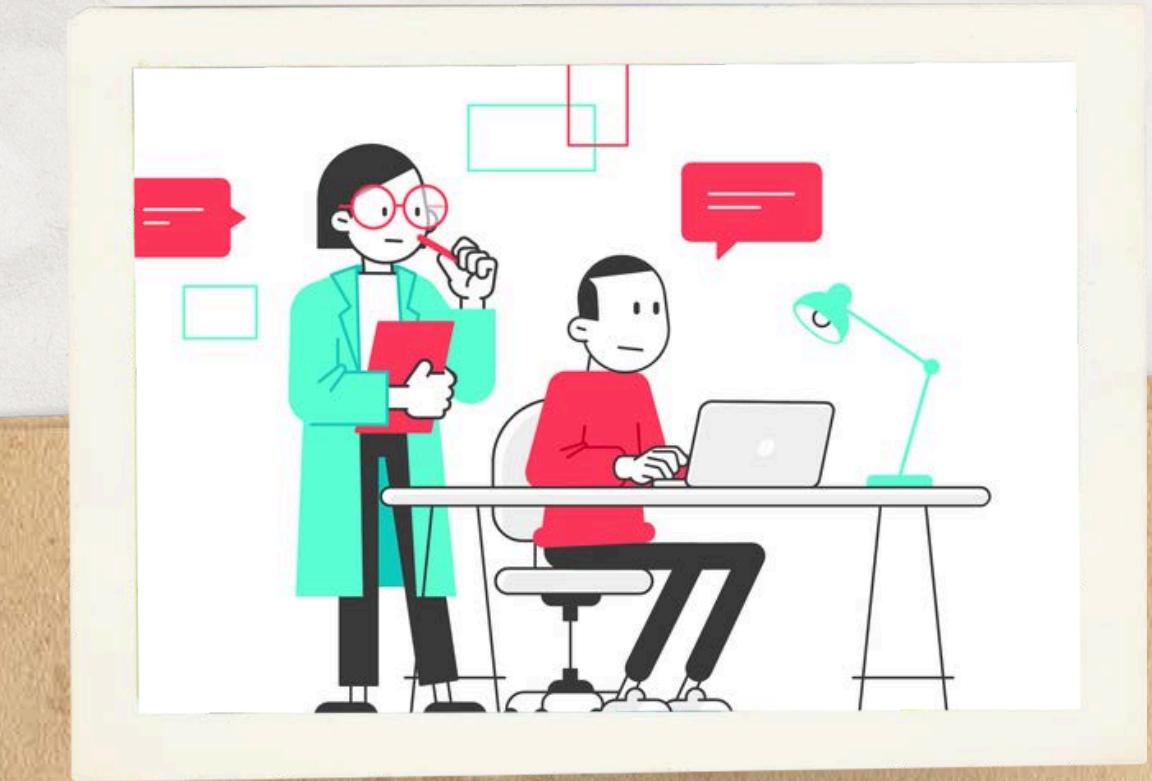
Methods



Multi-Fidelity
Prototyping



Design Interviews



Usability Testing

Literature Review

- The digitalized past is meaningful
- Photos elicit emotions
- Deleting and organizing photos is frustrating
- Voting can make this process enjoyable
- Creating order/organizing photos and reducing clutter can reduce stress, decision fatigue, and enhance memory retrieval
- Design choices should offer freedom of choice
- Default camera rolls are convenient, but overwhelming when all photos are mixed



User Research

"Please take out your phone and open your camera roll. Scroll to a small set of photos (10-20) that you feel comfortable discussing with us, from a recent trip, event, or just a week. ...which photo feels the most meaningful to you. Why?"

01

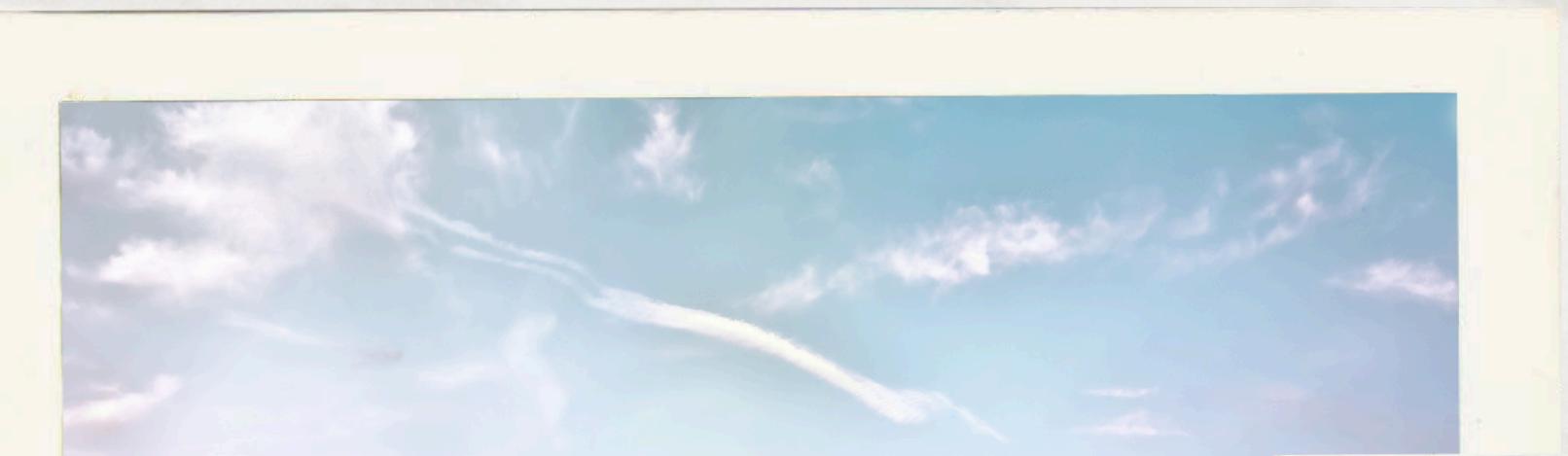
Conducted 5 interviews

02

Inquired about the general problem space in photo curation, as well as specific aspects relating to our vision.



Research Findings



Curation by Force

01

Often prompted by external forces, such as lack of storage

02

Never a primary activity - done while doing something else (watching TV, last minute at a concert)

03

Elicits mixed emotions - but high cognitive demand is unanimous



Meaningfulness relates to stories the pictures tell.

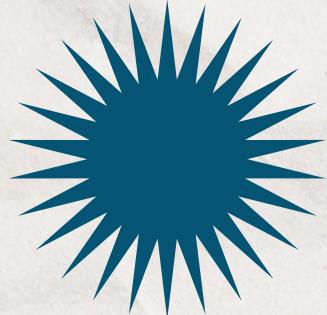
When asked to identify which pictures were most meaningful to them, participants often immediately started recounting a story.

One participant mentioned described a picture from a recent trip that included their family

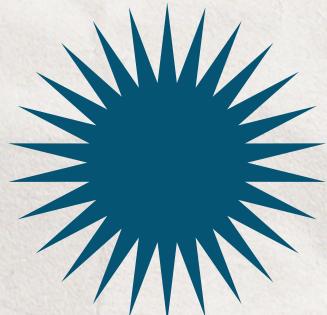
Generally includes other people, but it but could also represent a feeling the participant wants to remember



Content of Ephemeral Nature



Screenshots of appointments, pictures of event dated/times, memes sent to other people



Made up a lot of the camera roll and was a hurdle participants went through when curating





Users are looking to curate memories, even if they're not aware of it.

They just need a structured way to go about it.

Process Flow

(Midtown Medical) Mark,
your appointment with Dr.
Fields on Oct. 4 at 3 p.m. is
confirmed. To cancel or
reschedule, please contact
our office.



01
**Eliminate ephemeral
content**

02
**Help users identify
meaningful pictures by
prompts**

Persona

Name: Sarah

Age: 25

Gender: Female

Location: Chicago, IL

Profession: Digital-Media Coordinator

Scenario:

Gal uses her iPhone every day to capture her life. She takes photos of everything—friends, outings, and little moments she wants to remember. She also snaps pictures of practical things like doctor-appointment cards and event posters so she doesn't lose important information.

Over time, her camera roll has become huge and scattered across multiple photo locations. She knows she should curate and clean things up, but the idea of going through thousands of images feels overwhelming. Cleaning up photos only becomes a priority when she runs out of storage or starts getting constant "storage almost full" notifications.



Goals

- Get rid of similar, blurry, or otherwise extraneous photos
- Keep only the photos that remain meaningful over a longer period of time
- Reduce the mental effort it takes to manage and find photos

Motivations

- Limited phone storage pushing her to clean up
- Wants to find her favourite photos faster when she's reminiscing or posting

Behaviors

- Takes daily, casual photos primarily on her iPhone
- Relies solely on phone storage (no external drives)
- Uses photos as a quick capture tool for information (appointments, posters, etc.)
- Has images spread across multiple places/apps but is unsure how to organize or migrate them

Pain Points

- Decision fatigue about what to keep versus what to delete
- Overwhelming number of pictures makes it hard to even start curating
- Confusion about different storage/backup options and reluctance to pay for extra storage

Design Interviews

01

Method

- Lo-fi Usability Testing
- Comparison - 2 Paper Prototypes
- 20-30 min per session
- In-Person - Class Activity

02

Participants

- 3

03

Demographics

- 20 yrs - 35 yrs

04

Tasks

- 1

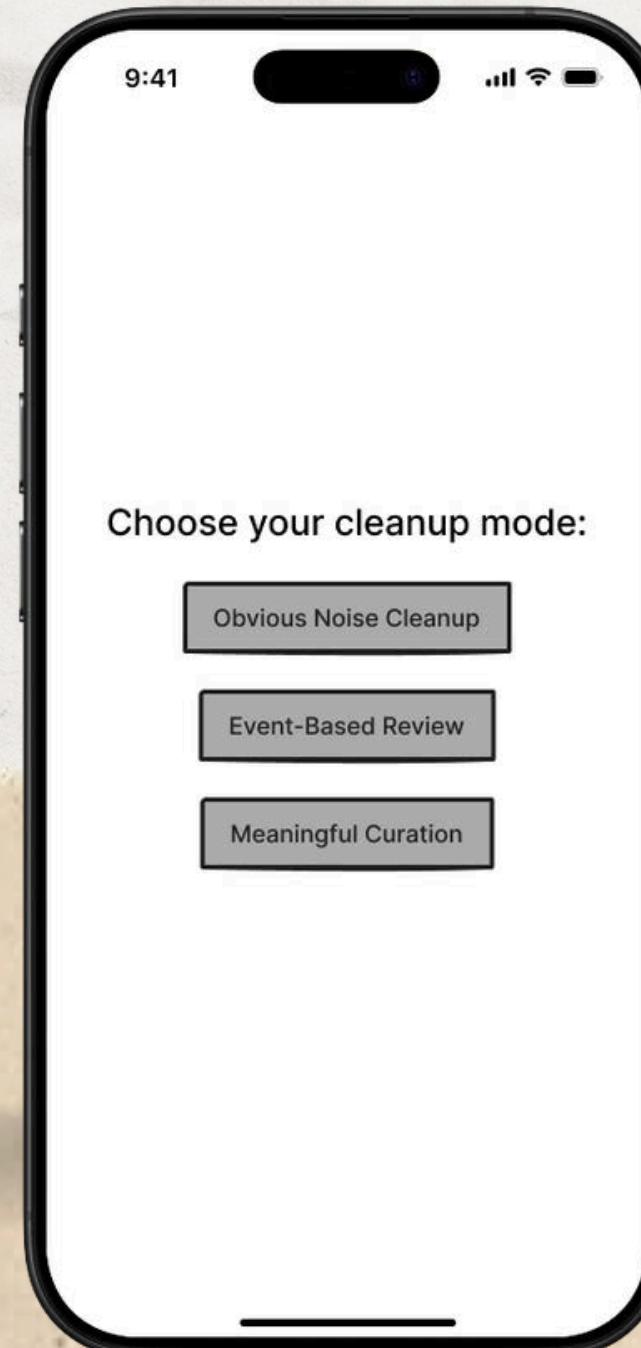
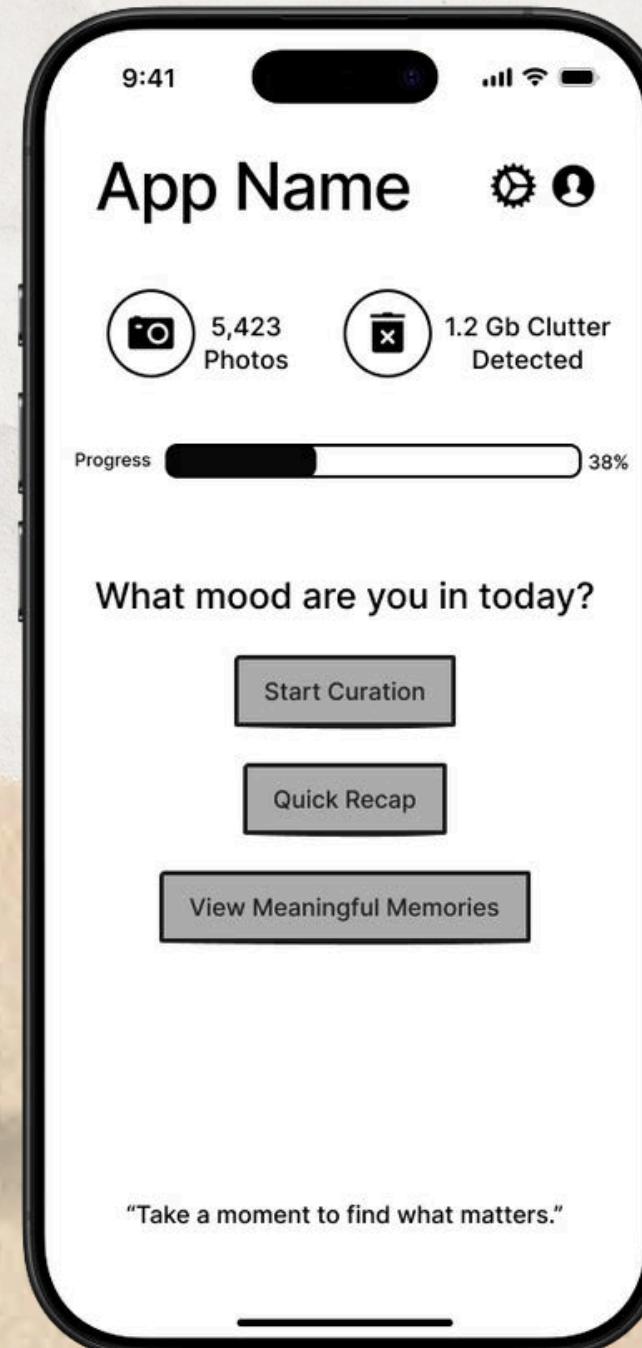


Activity

Participants were introduced to two lo-fi prototypes individually and were asked to use the app to choose the pictures they felt were meaningful and wished to keep



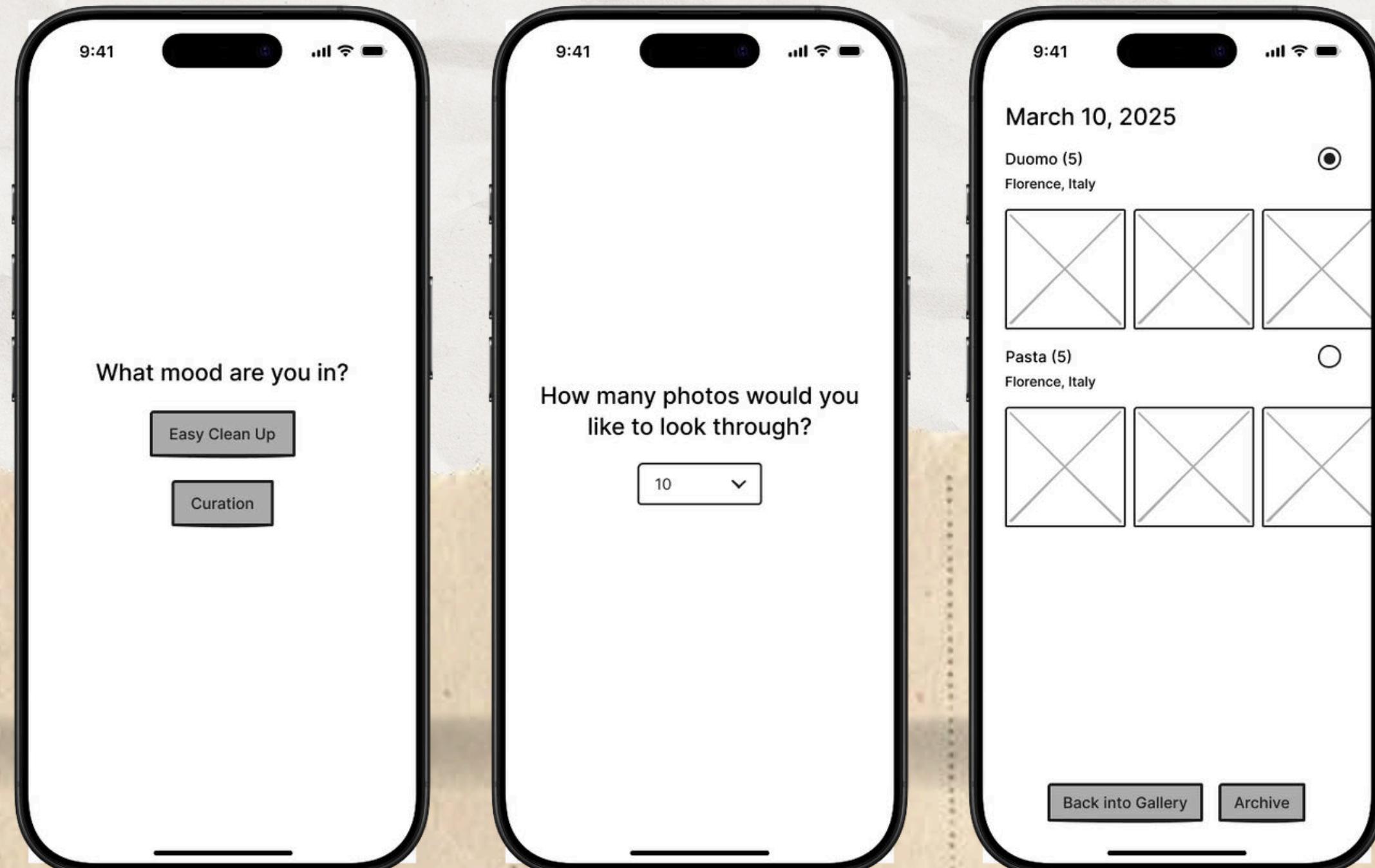
Lo-Fi Prototype (Flow 1)



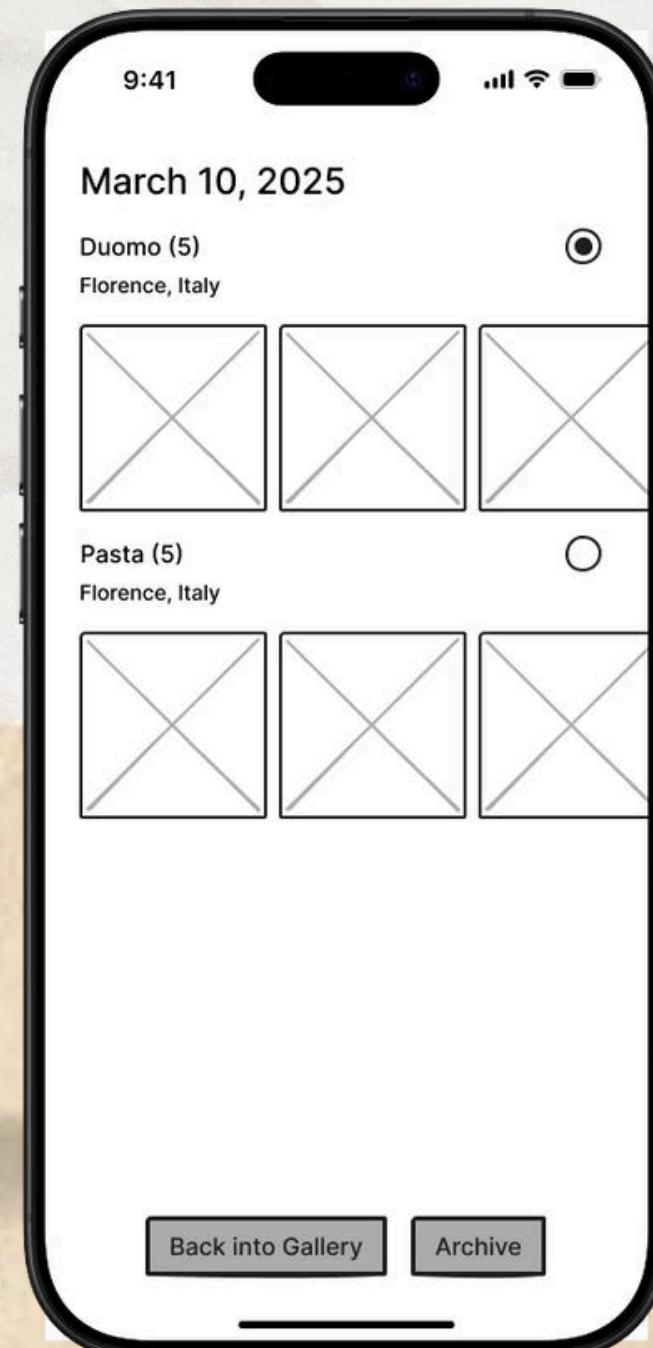
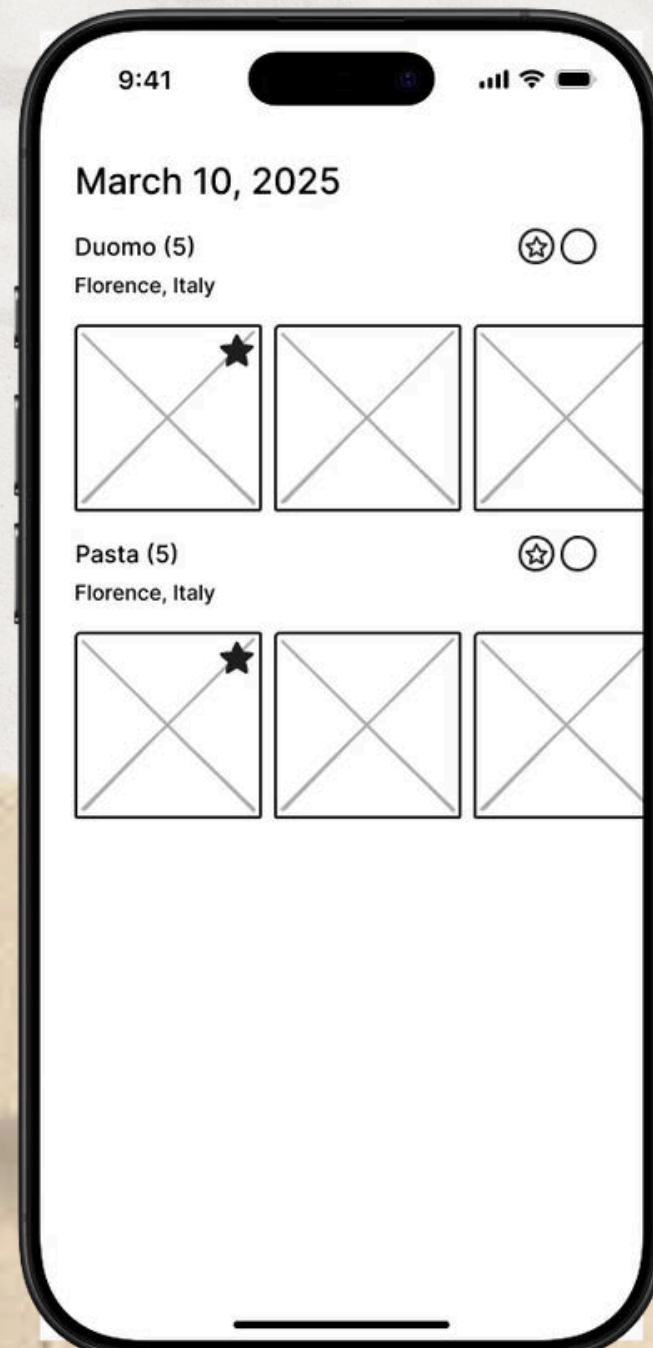
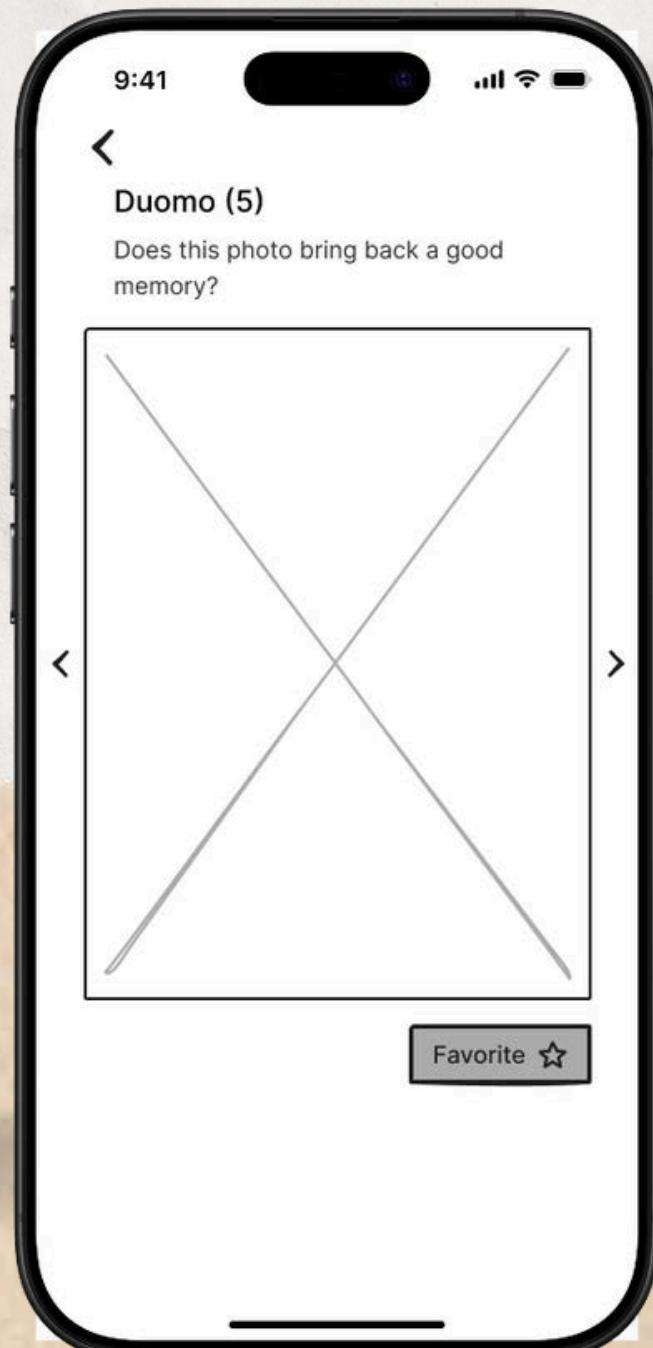
Lo-Fi Prototype (Flow 1)



Lo-Fi Prototype (Flow 2)



Lo-Fi Prototype (Flow 2)



Findings

What Worked

01

Iconography

02

Prompts were helpful

03

Freedom of decision using the buttons

04

Gamification ending

05

Automatic grouping of images

06

Favourite button was visible

07

System was learnable

08

Storage and number of image information on home page



Findings

What Didn't Work

01

Inconsistent iconography

02

Homescreen curation options were confusing

03

Overlap in modes of curation

04

Lack of freedom in choosing the number of photos

05

Confusion around the location of favourite and normal pictures

06

Icons used for “selection” and “favourites” features created confusion



Findings

Design Changes

01

Consistent icons

02

Rename homescreen curation options

03

Overlap in modes of curation

04

A separate group of favorite images

05

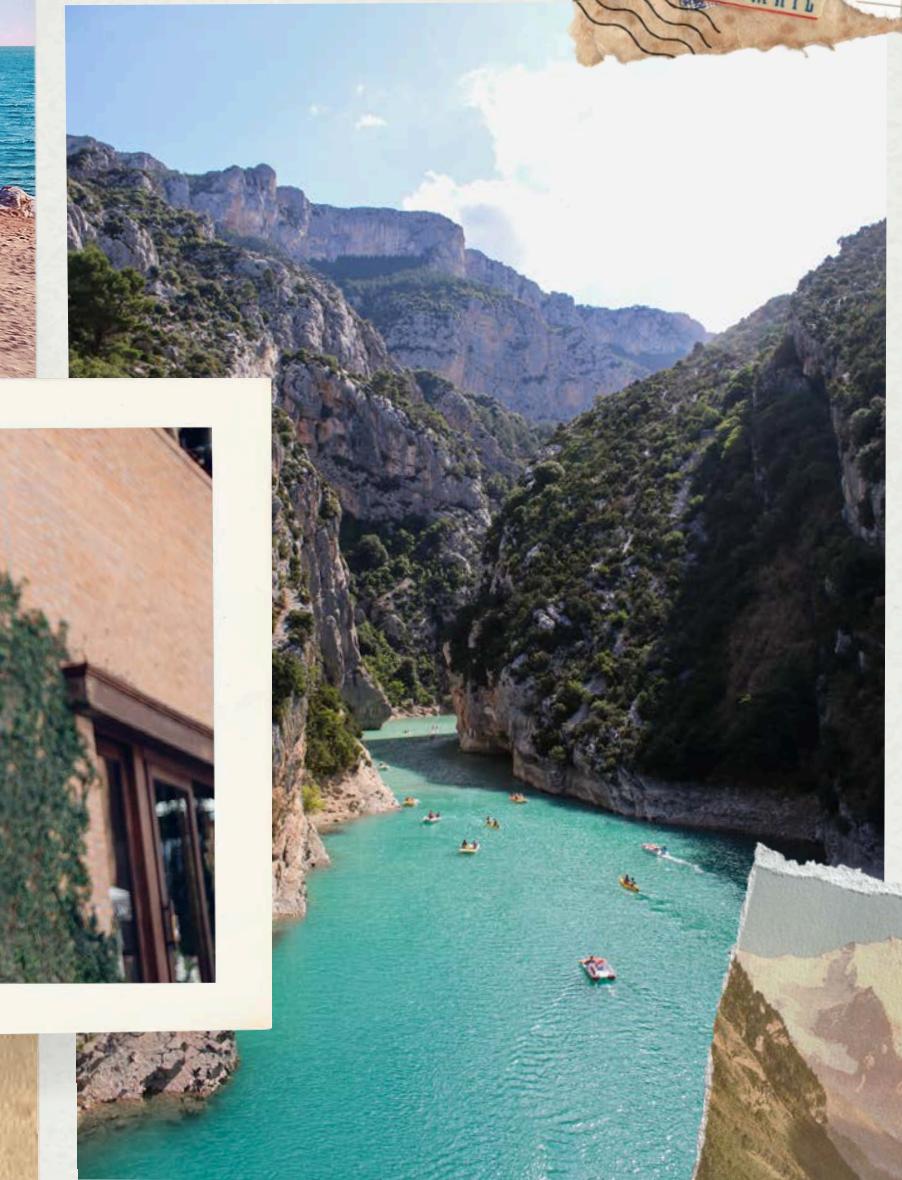
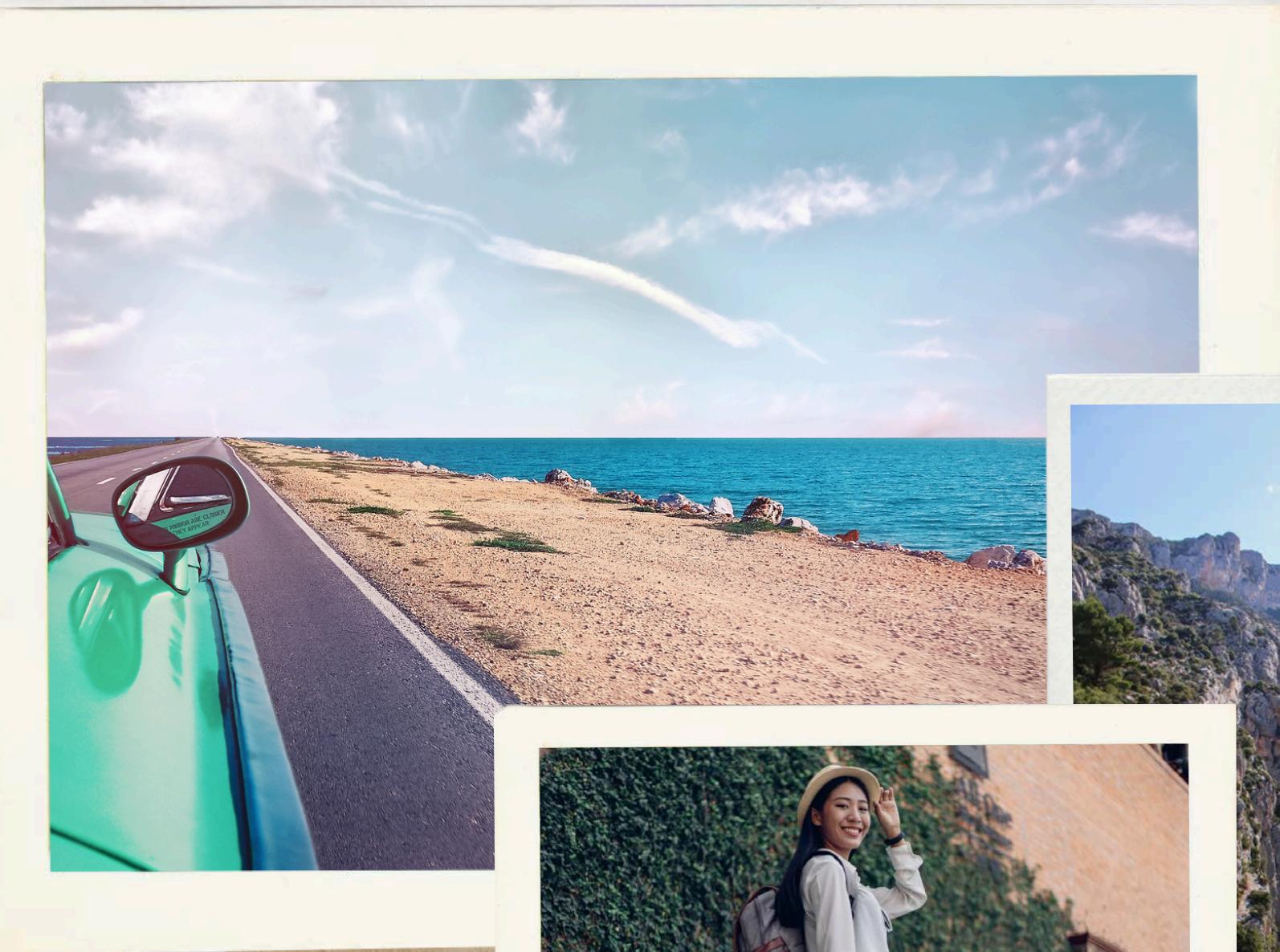
Provide more freedom for choosing number of images

06

Follow user's mental model for selection and favorite icons



Usability Testing



Usability Testing

01

Method

- Moderated usability testing interviews
- 20-30 min per session
- Zoom - Screen recorded

02

Participants

- 5

03

Demographics

- 25 yrs - 30 yrs
- Females

04

Tasks

- 3



Findings

What Worked

01

AI usage is unproblematic



02

Prompts were helpful

03

Tasks were intuitive

04

Photo organizations followed mental models.

05

Participants enjoyed the voting buttons



Findings

What Didn't Work

01

Prompts went unnoticed sometimes

02

Confusion regarding the voting buttons and their exact meanings

03

Struggles with differentiating between Quick-Cleanup and Curate Gallery

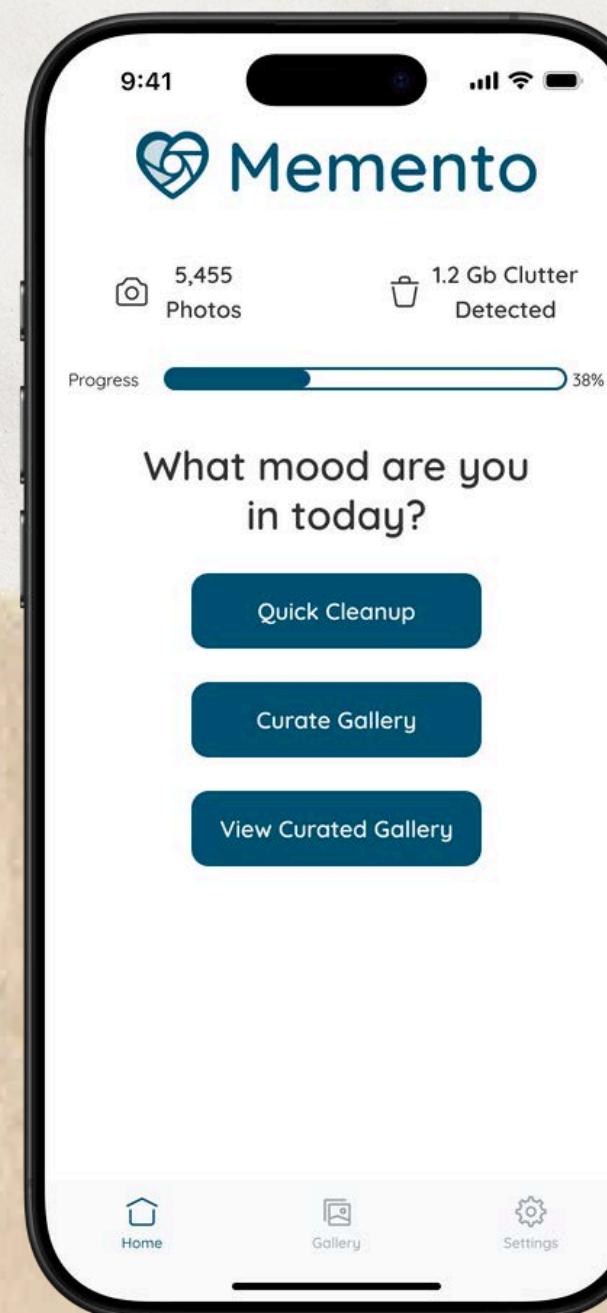
04

Struggles understanding what "meaningful" meant in curation context

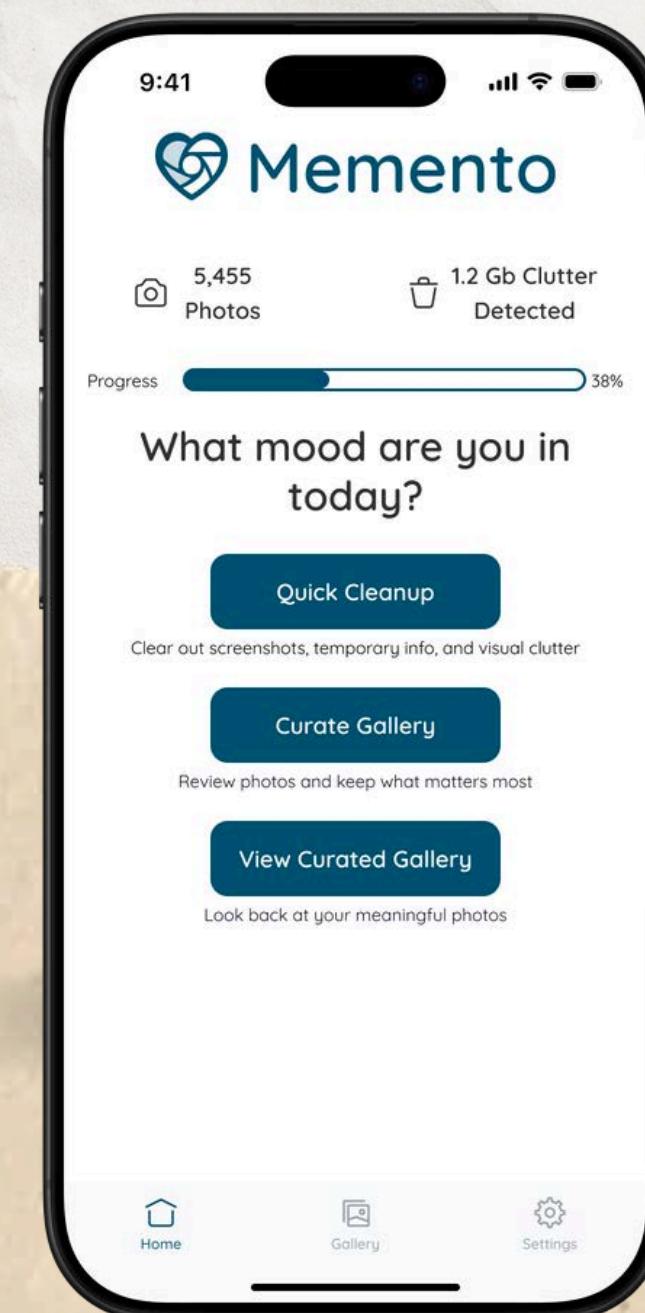


Design Changes

Before

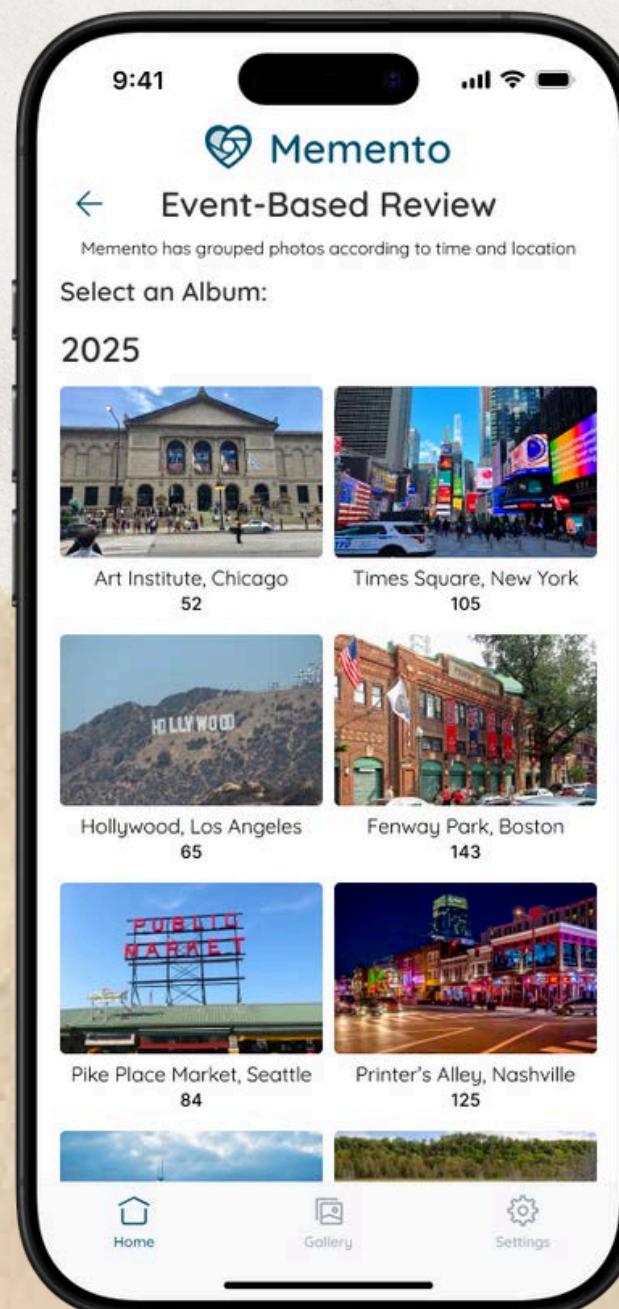


After

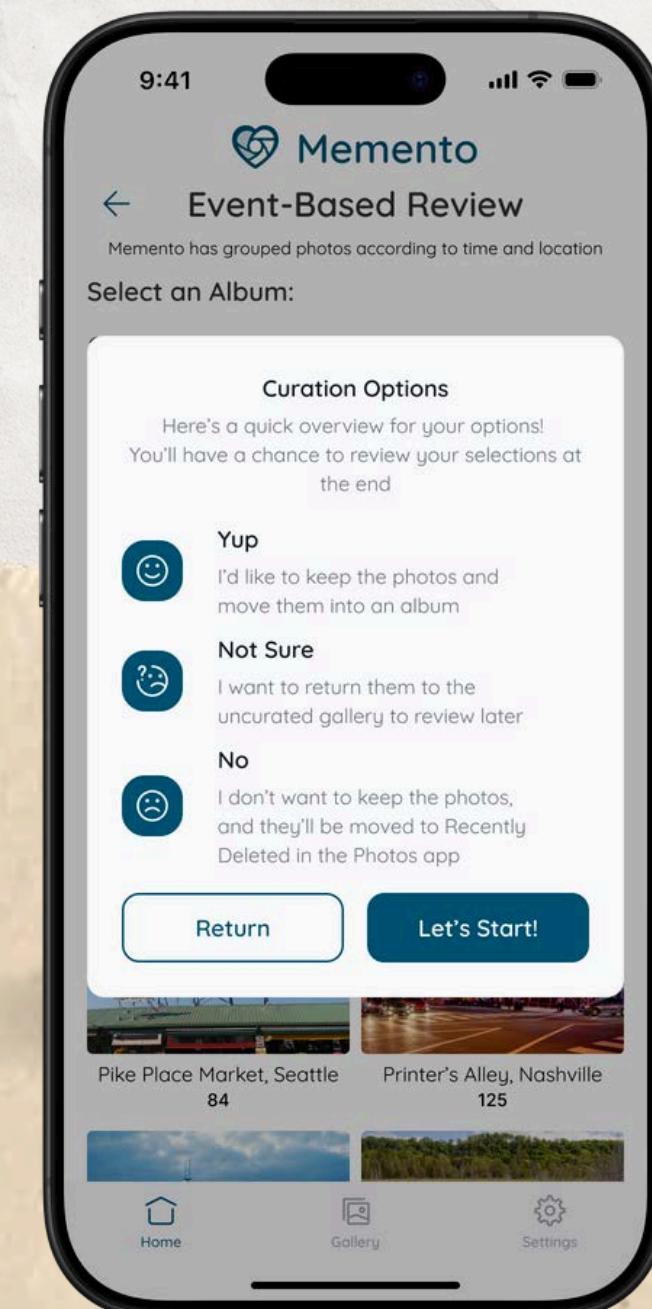


Design Changes

Before

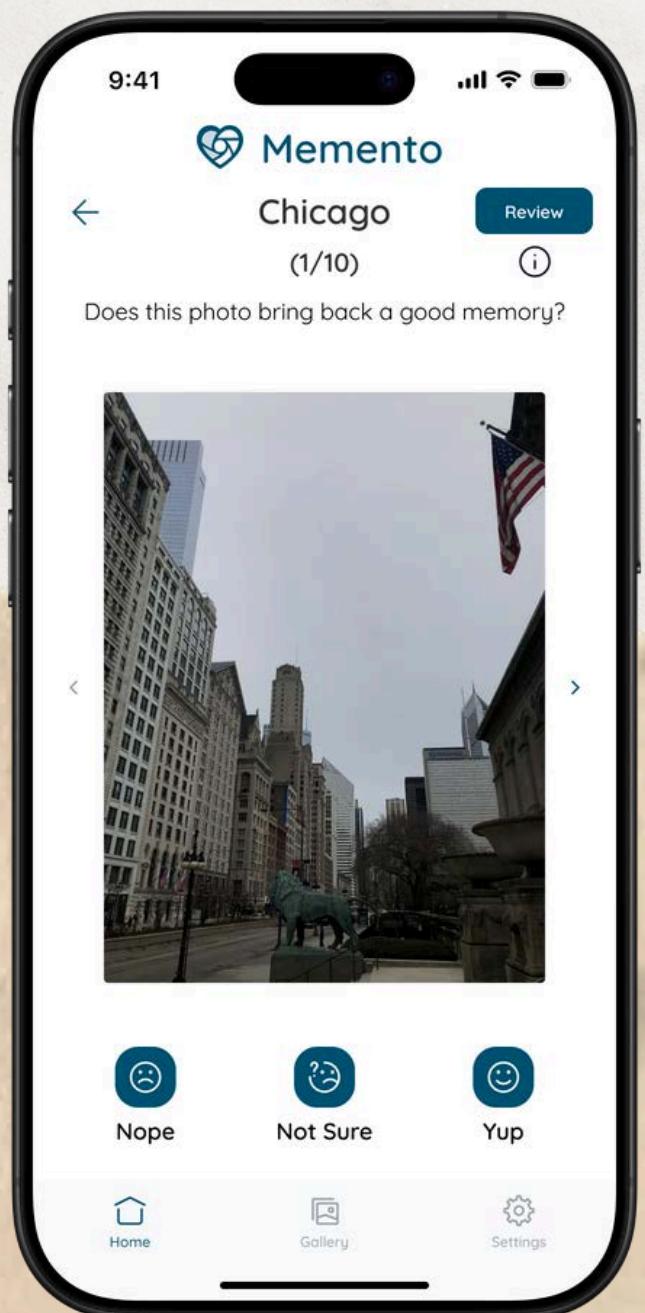


After

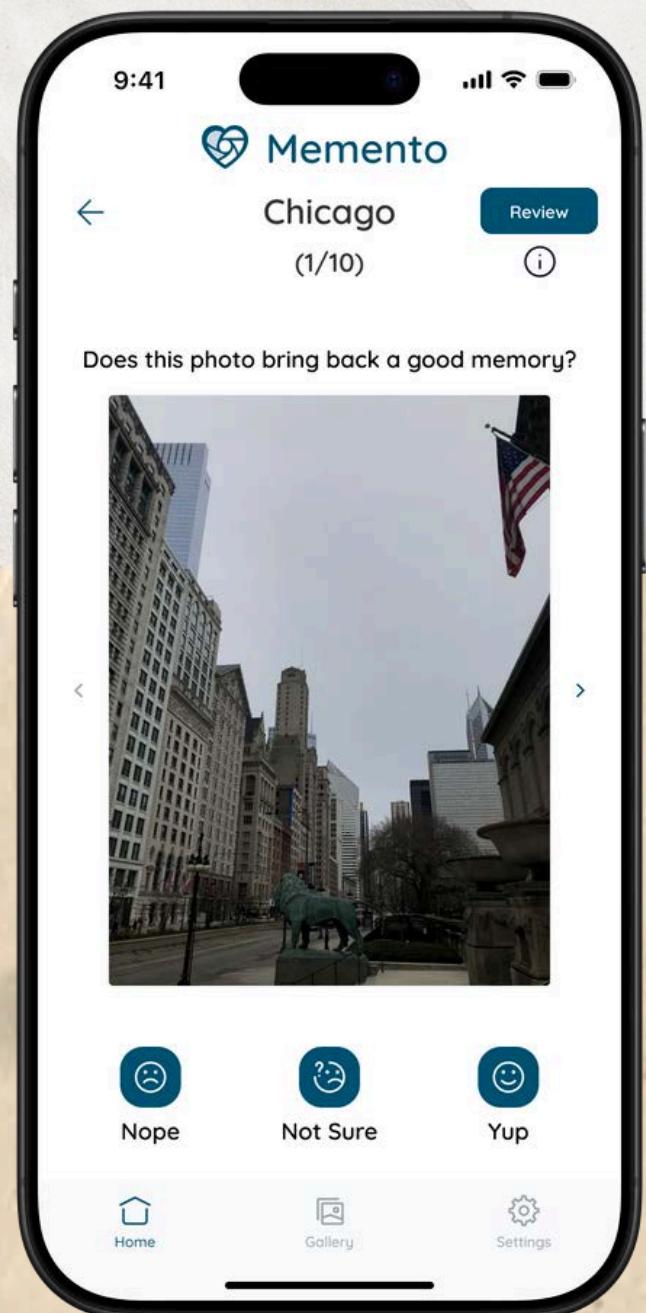


Design Changes

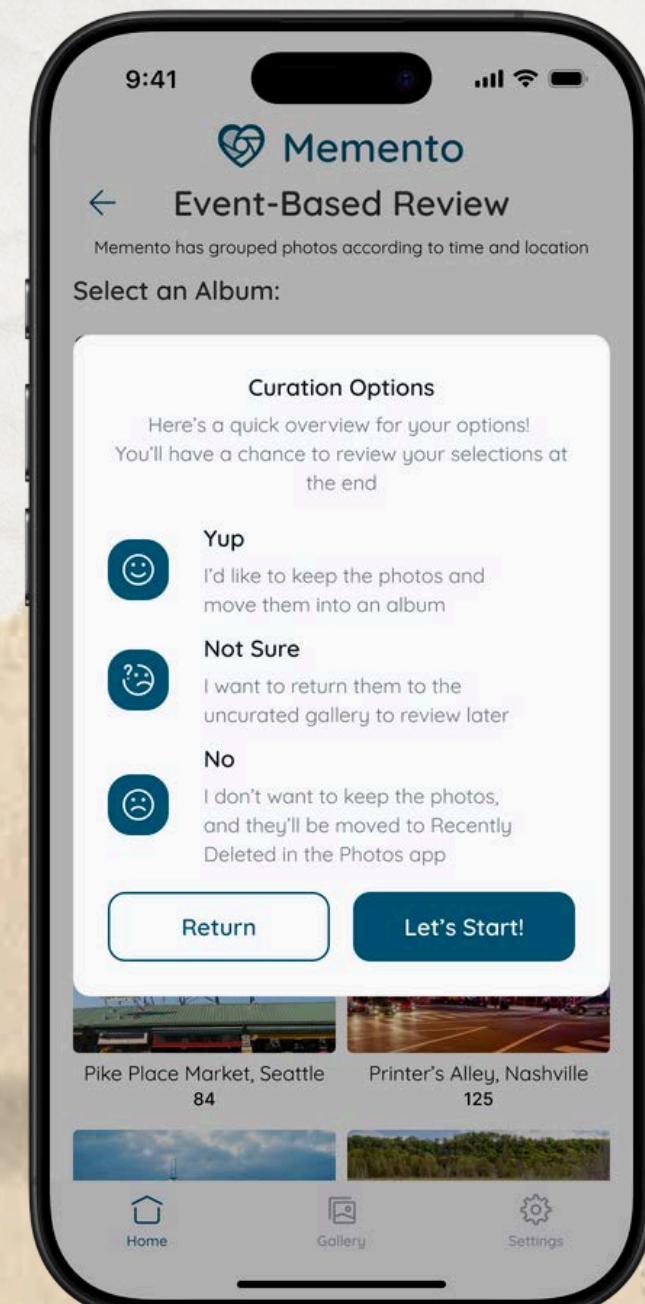
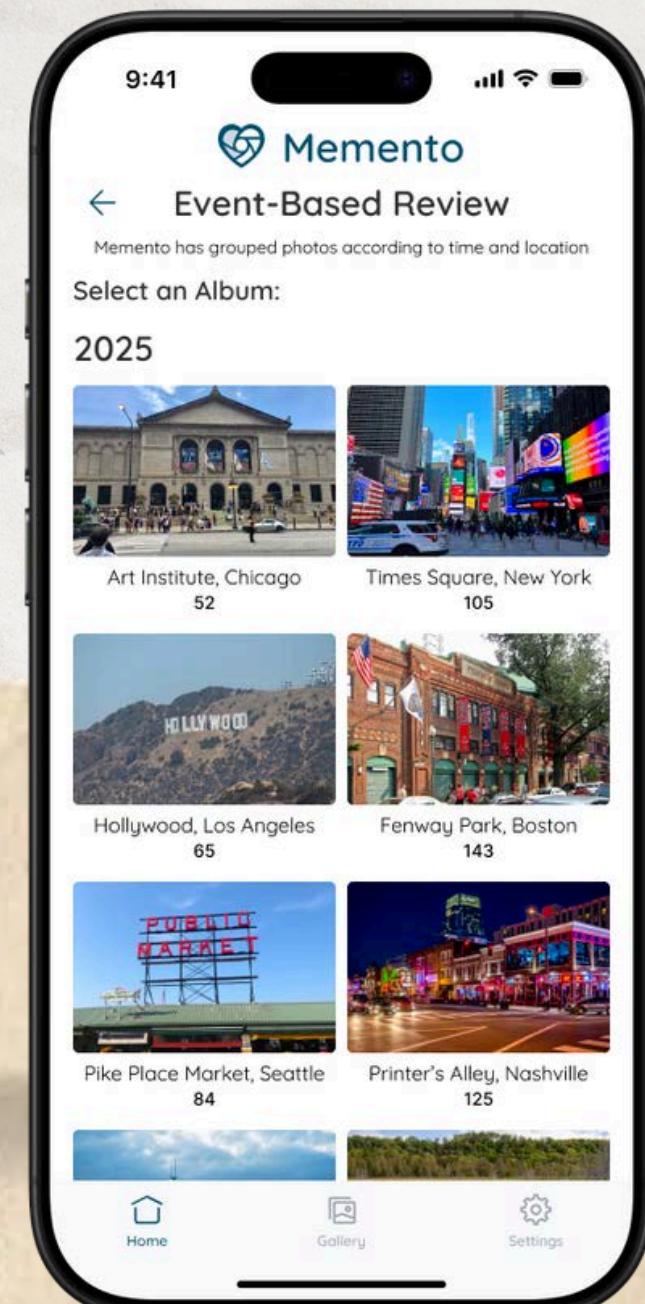
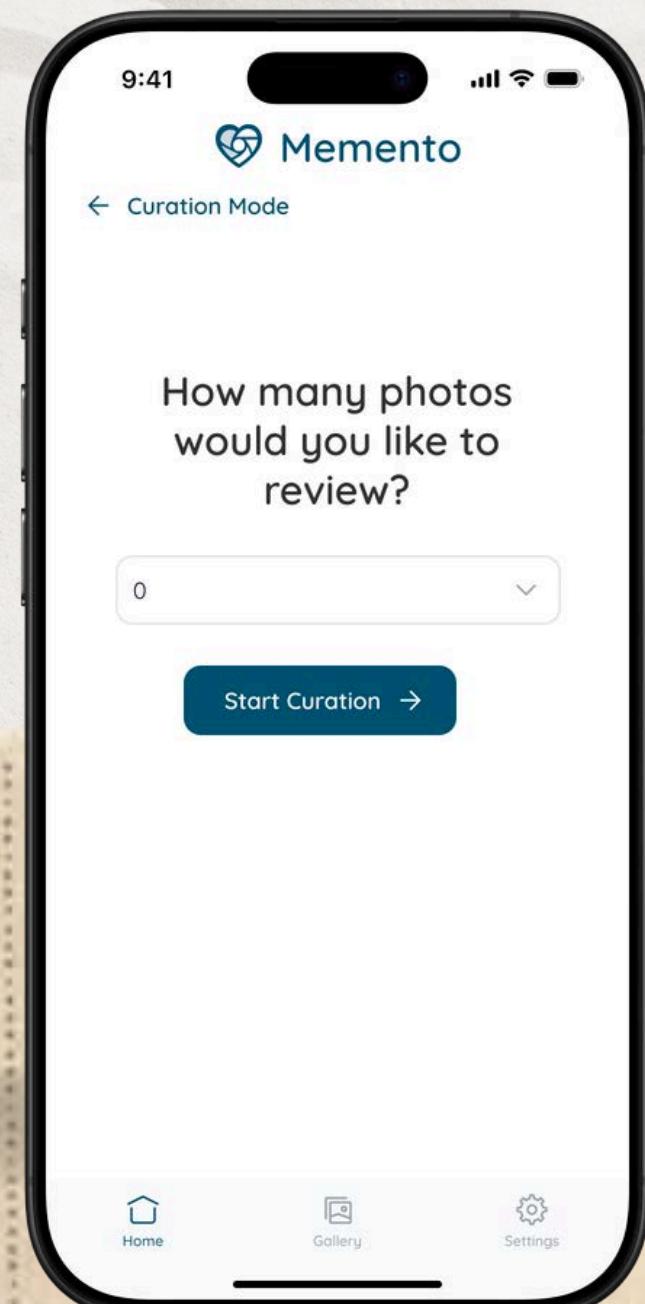
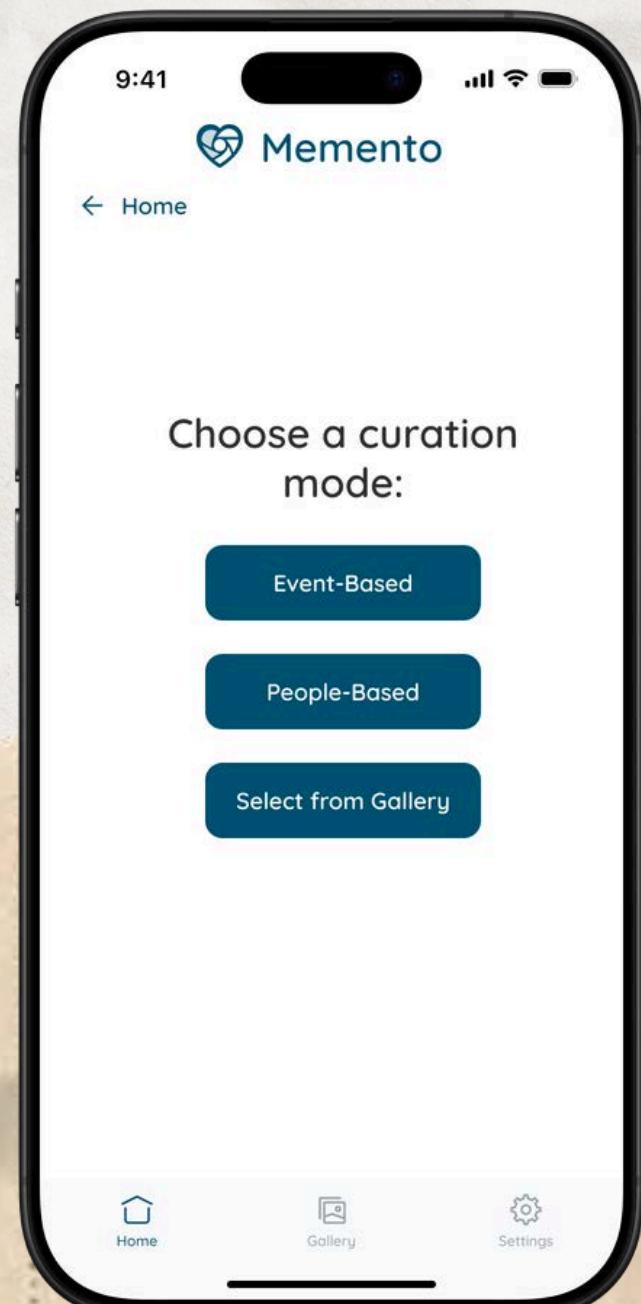
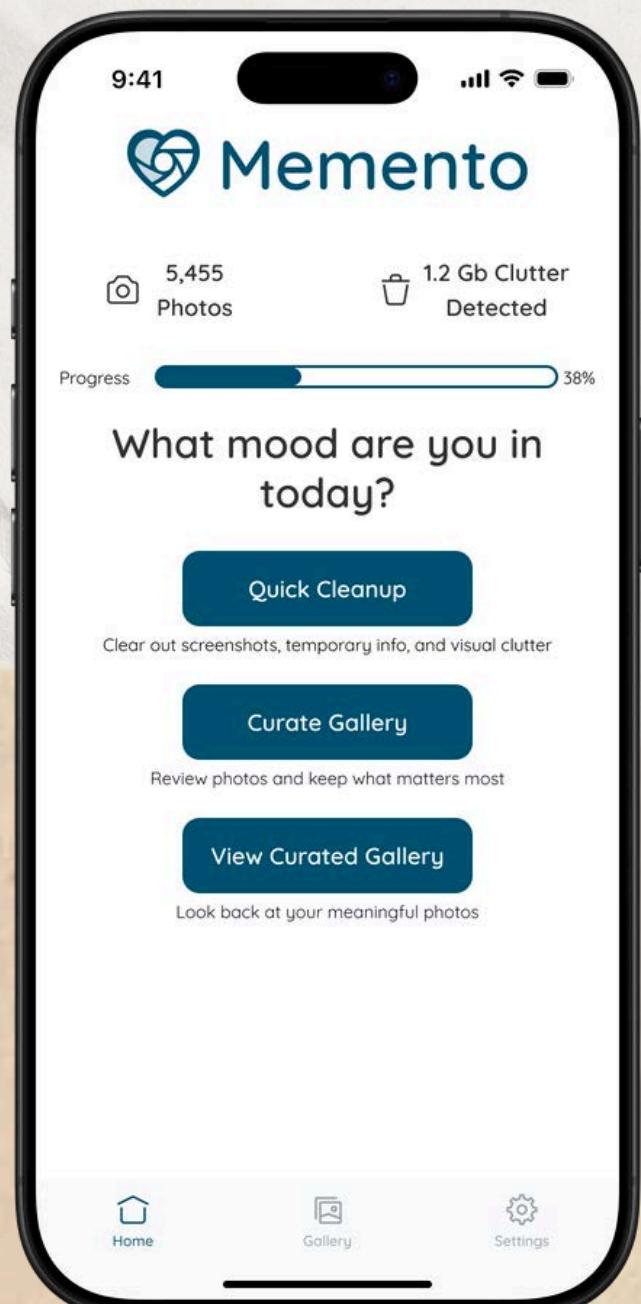
Before



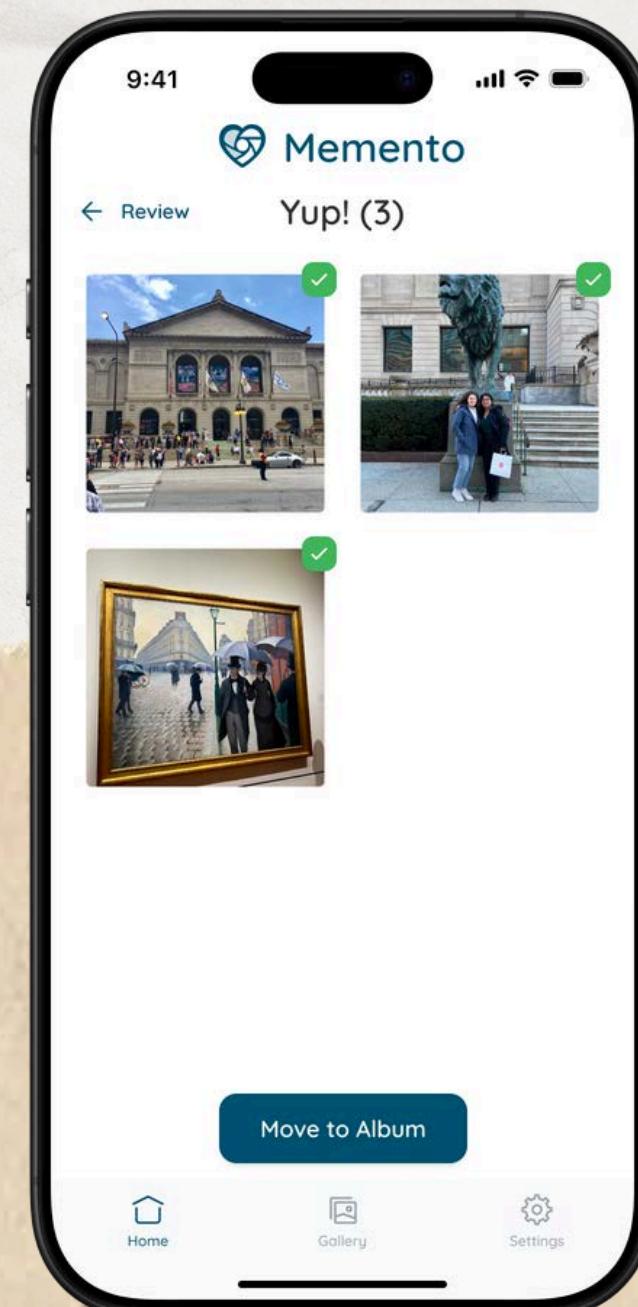
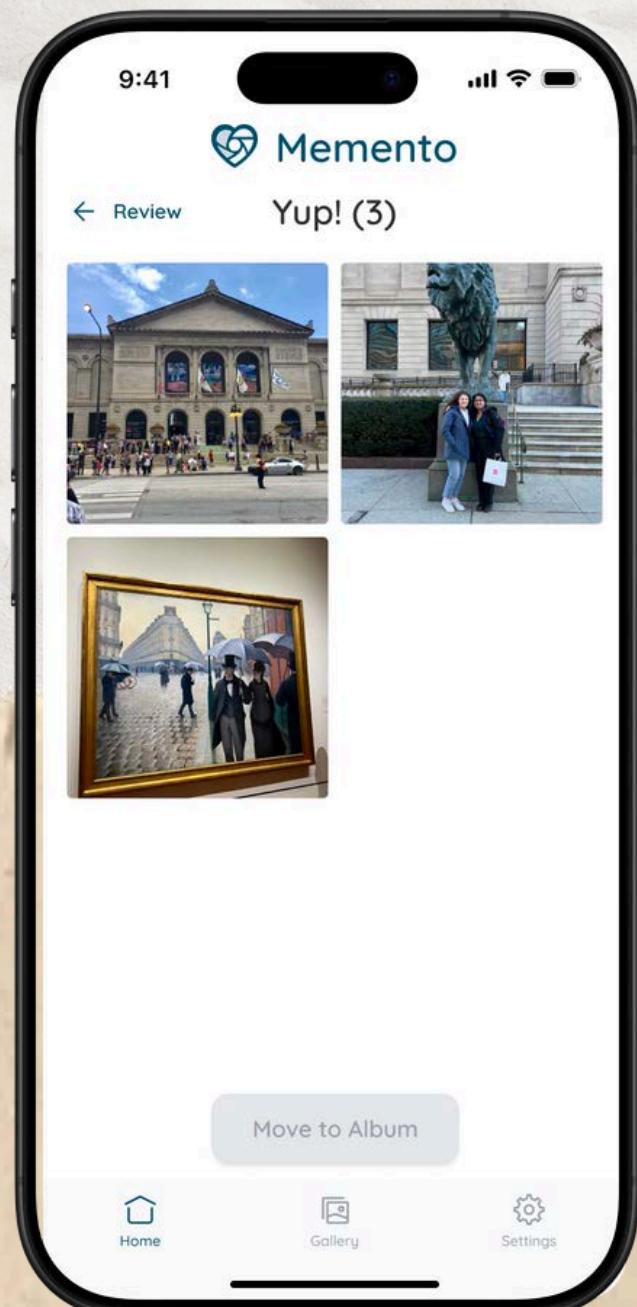
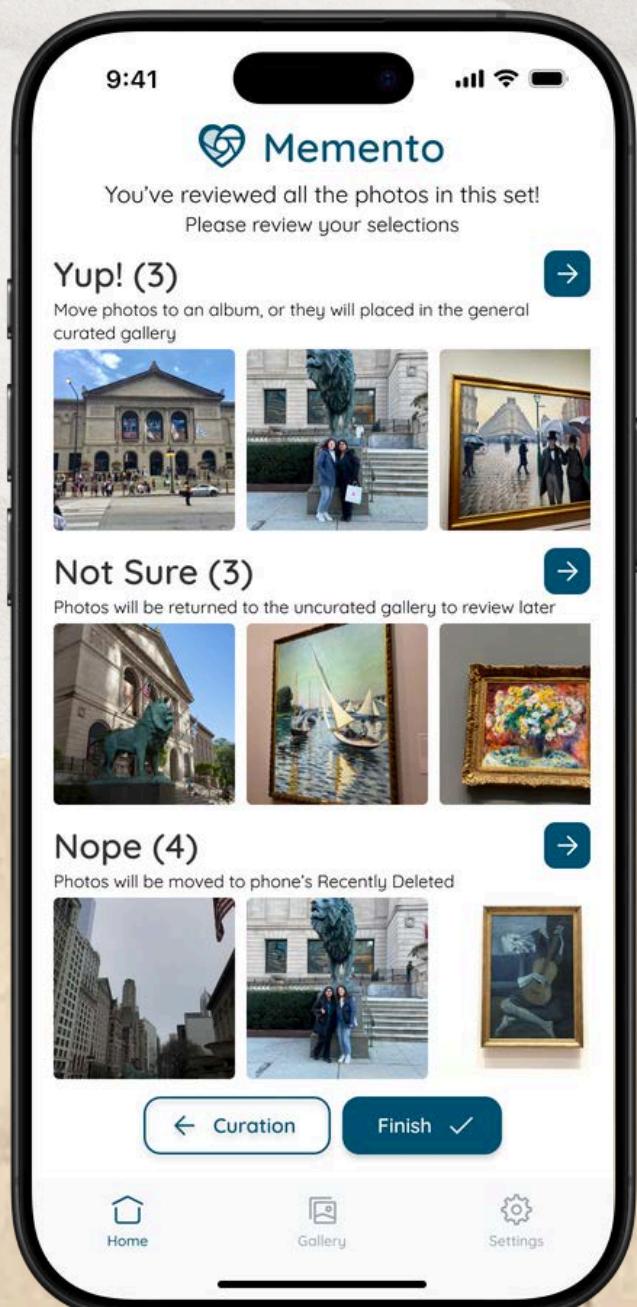
After



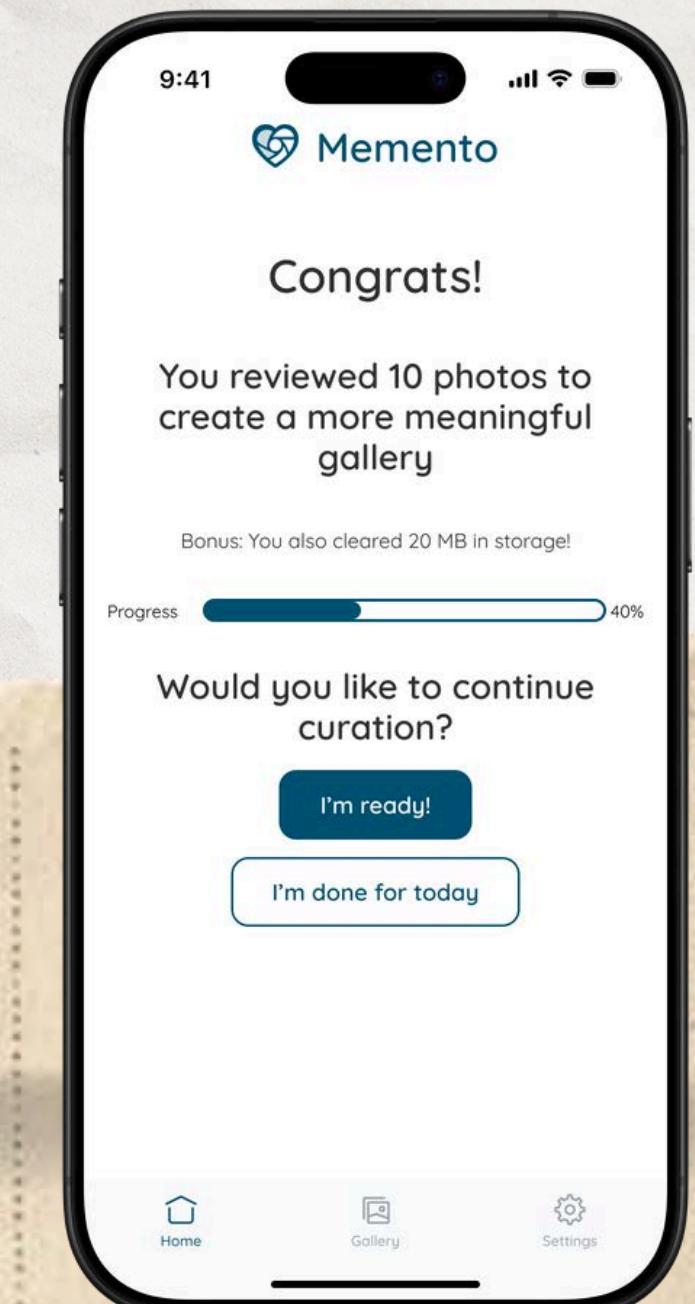
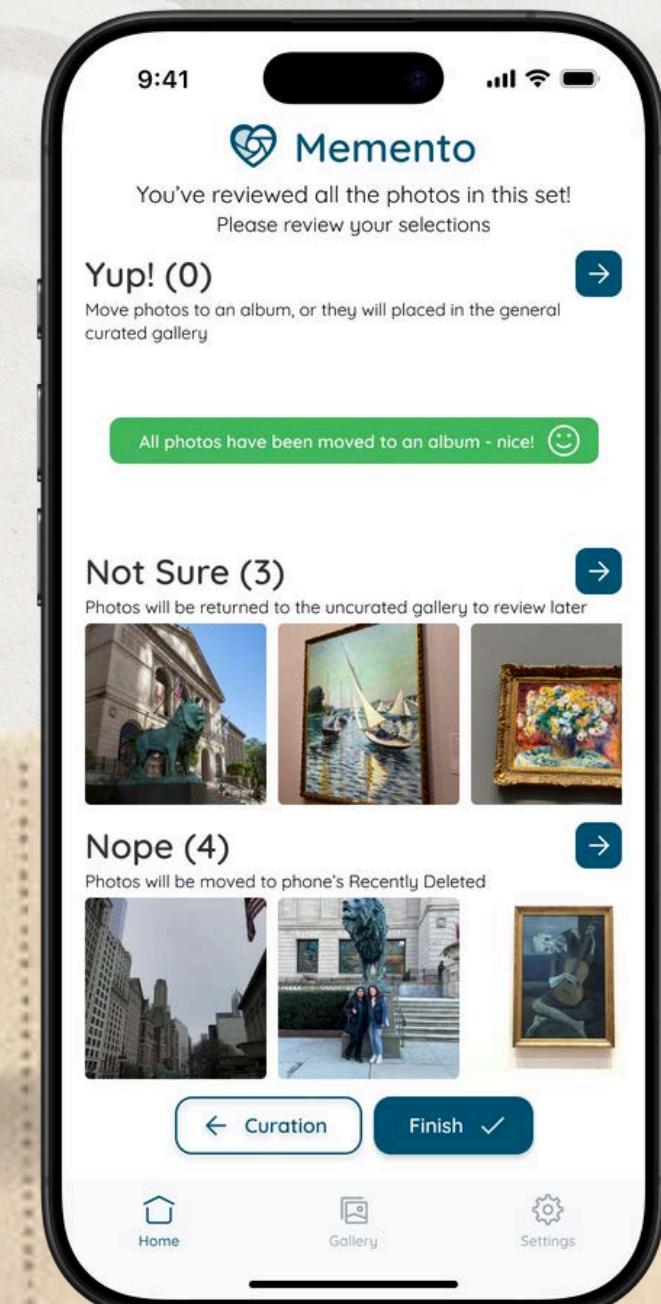
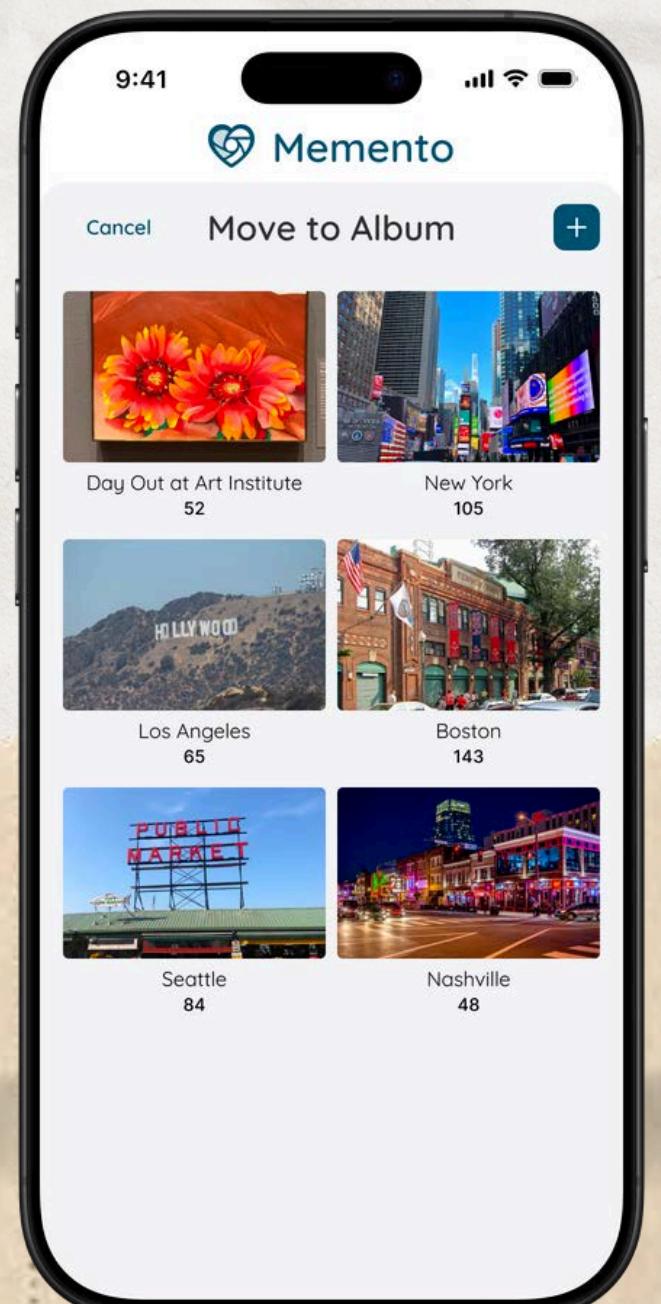
Final Designs



Final Designs



Final Designs



Limitations / Lessons Learned

- 1. Limited User Sample Size**
 - a. Small participant pool
 - b. Findings may not generalize to broader demographics or heavy-photo library users
- 2. Recruiting Constraints**
 - a. Recruitment delays
 - b. Hard to find users with varied photo-management habits
- 3. Prototype Fidelity**
 - a. Some features were mid-fidelity or click through only
 - b. Users could not experience automation nor curation logic
- 4. Context of Use Not Fully Tested**
 - a. Most testing done in controlled/remote settings
 - b. Not tested in real environments where users might sort photos (commuting, downtime, etc.)

Future Work

- 1. Build Out “Quick Cleanup”**
 - a. Create a fast, lightweight flow for removing obvious noise (dups, screenshots, blurs)
 - b. Integrate ML models for real-time photo classification
- 2. Add More Content-Aware Prompts**
 - a. Smart suggestions for events, people, places, or meaningful patterns
 - b. Contextual prompts such as “You took many photos on your recent trip - ready to review?”
 - c. Offer personalized curation prompts based on habits
- 3. Expand Usability Testing**
 - a. Test with a larger, more diverse group
 - b. Include heavy photo takers, travelers, creators
- 4. Improve Personalization**
 - a. Adaptive curation modes based on user behaviour and emotional connection to photos
 - b. Customizable “moods” or cleanup goals

Team Roles



Thank You!

Questions? Comments?

