

# OMNI PHOTO

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By Alex Crowley - General Assembly UXD26

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## OMNI PHOTO GOALS

- ▶ To consolidate all of the unseen photographs from an event and present them in a harmonious fashion
- ▶ Reduce or remove time spent by people on editing and organising photographs

# USER RESEARCH



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## RESEARCH THEMES

- ▶ Different Points of view would be nice
- ▶ No time to edit
- ▶ Reluctance to delete
- ▶ Privacy Concerns

“More people were taking photos than not, I feel like there’s a lot that goes unseen”

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## PROBLEM STATEMENT

People want to remember moments in time, especially those moments that they share with other people. We have observed that there tends to be many different people taking photographs but not always a way to view all of these memories combined.

“Each picture, there is only that one time when it was taken, it’s a memory”

“It was nice to capture different things, If I was at one end of the road, he would be at the other getting a different angle”

# Anna Simpson

Devices Used:



Profile	Hobbyist Photographer
Gender	Female
Age	23
Occupation	Marketing Co-Ordinator

“I noticed that more people are taking photos than not, I feel like there is a lot that goes unseen”

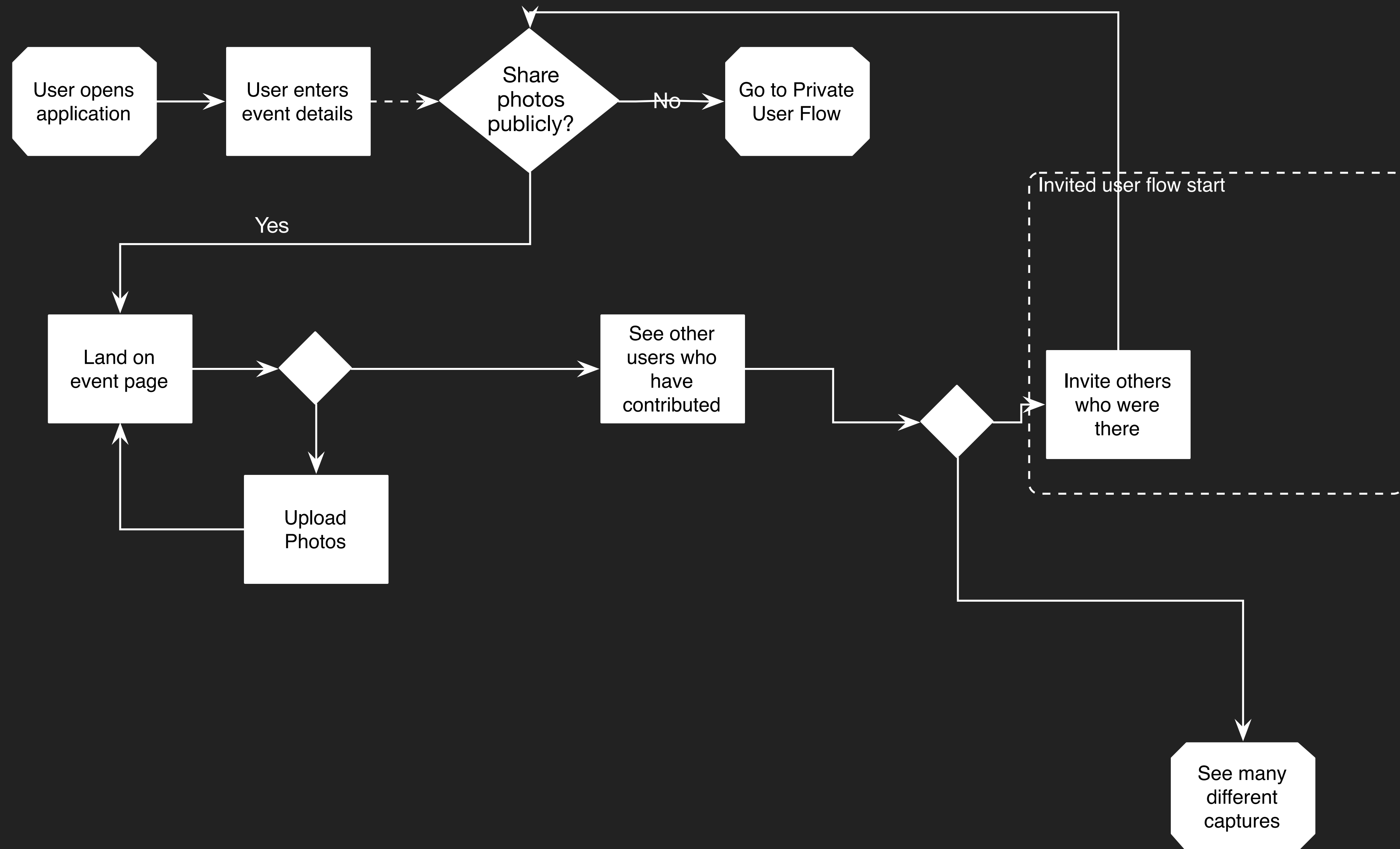


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## USER GOALS

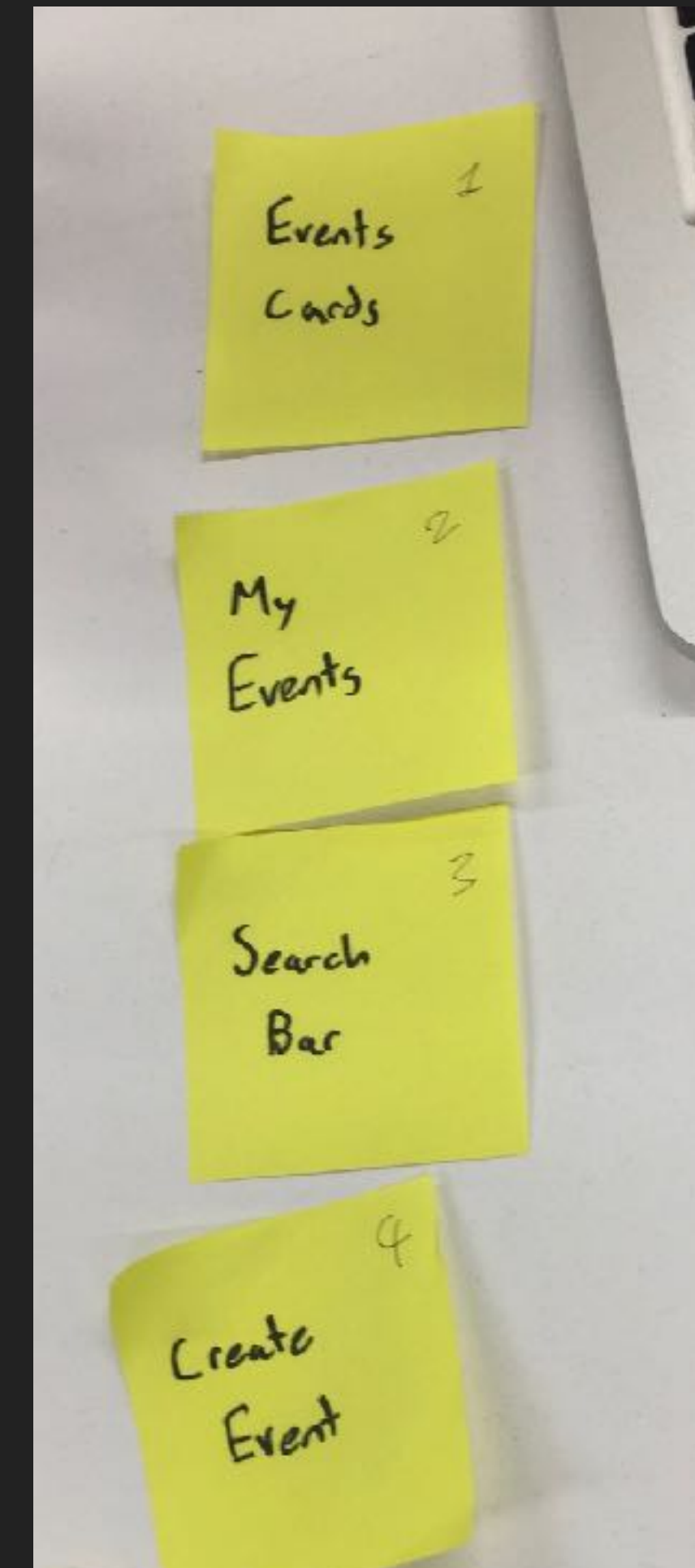
- ▶ See more photographs from events they have attended
- ▶ Enjoy photography without editing
- ▶ Retain all of their photographs

# USER FLOW





# FEATURE PRIORITISATION



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# FEATURE PRIORITISATION

## MUST

- Collaborative Photo Album
- Searchable Database of Events
- Upload Photos
- Event invitations

## SHOULD

- List of contributors
- Privacy Controls
- Event Reminders

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# FEATURE PRIORITISATION

## COULD

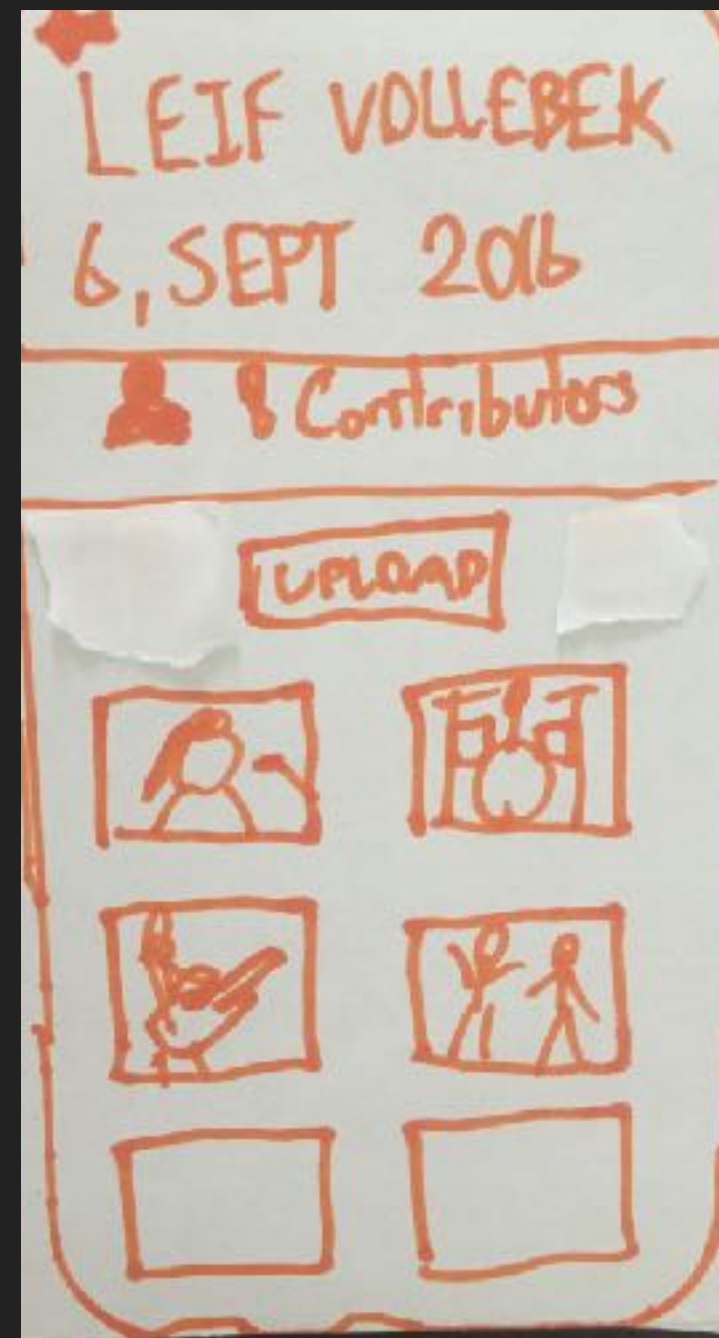
- Upload photo then remove from device
- Vote Up/Down
- Aggregated Display based on votes
- Categorised by Meta Data (Time/Location)
- Report Inappropriate

## WONT

- Adjust Lighting
- Flag Photos Out of Focus
- Unlimited Storage



# EVENT PAGE ITERATIONS

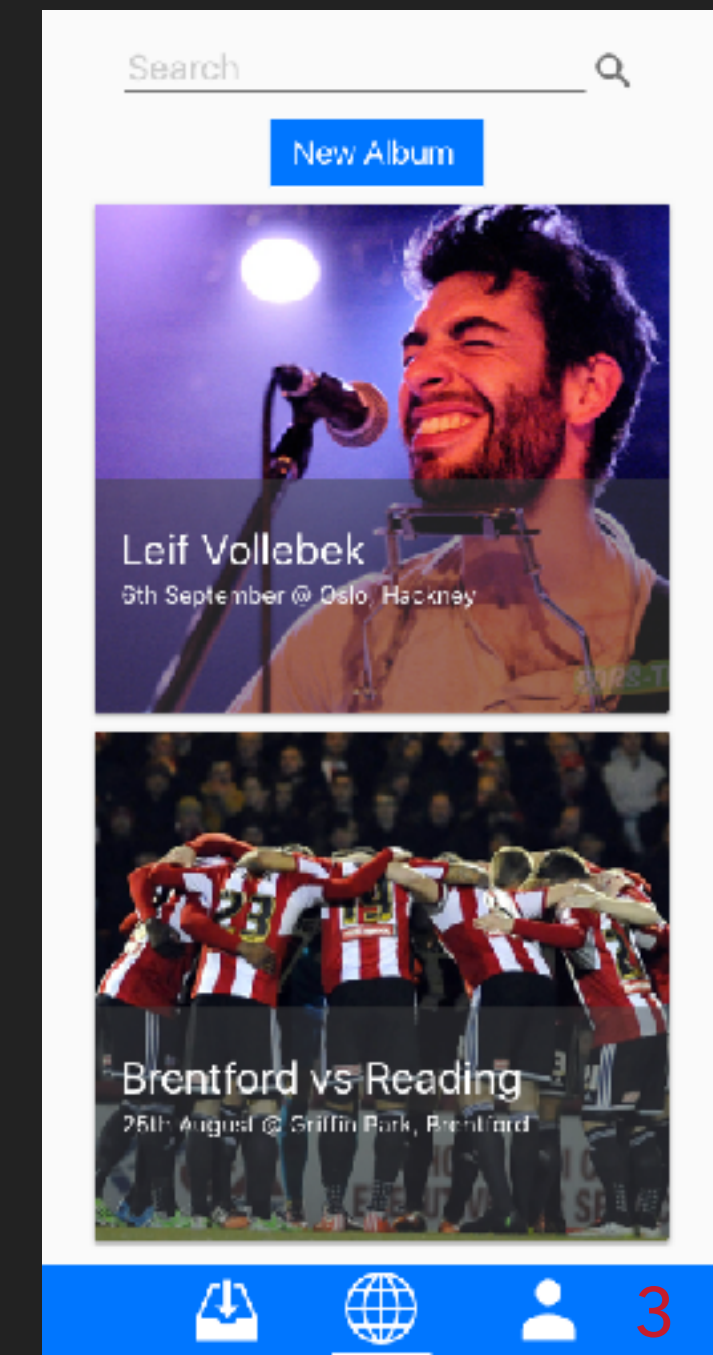
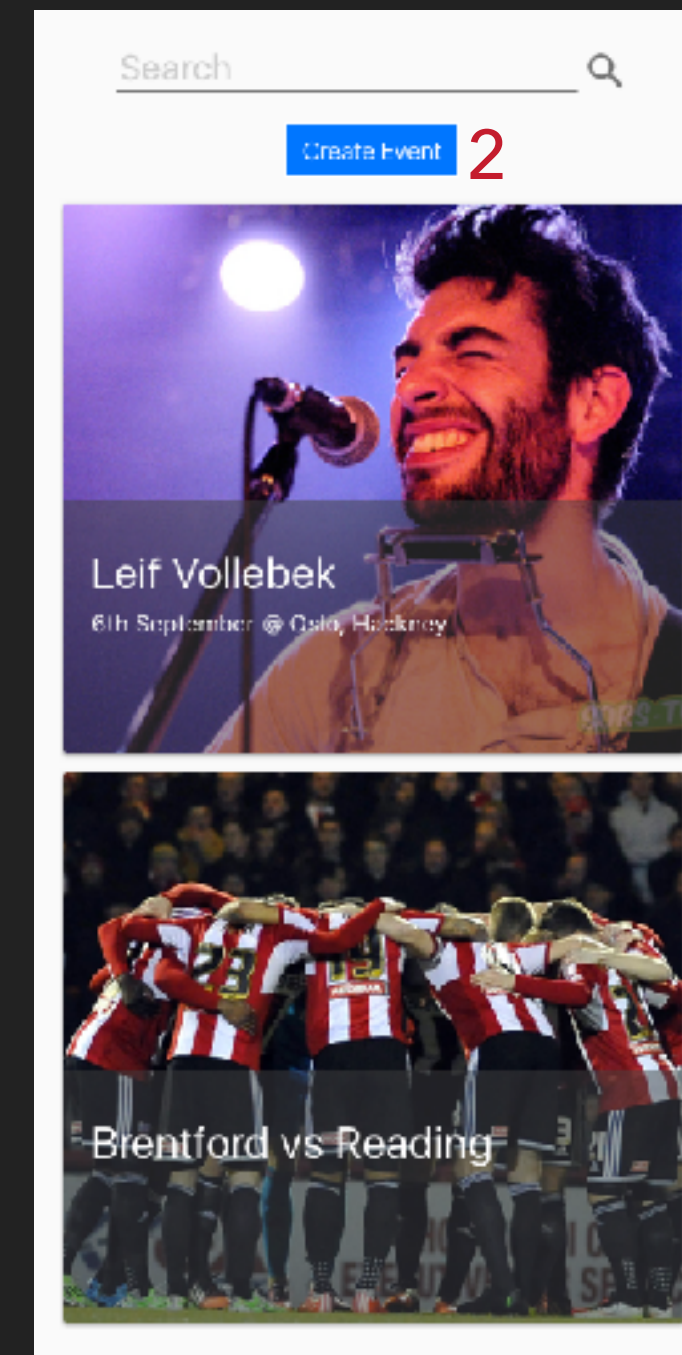
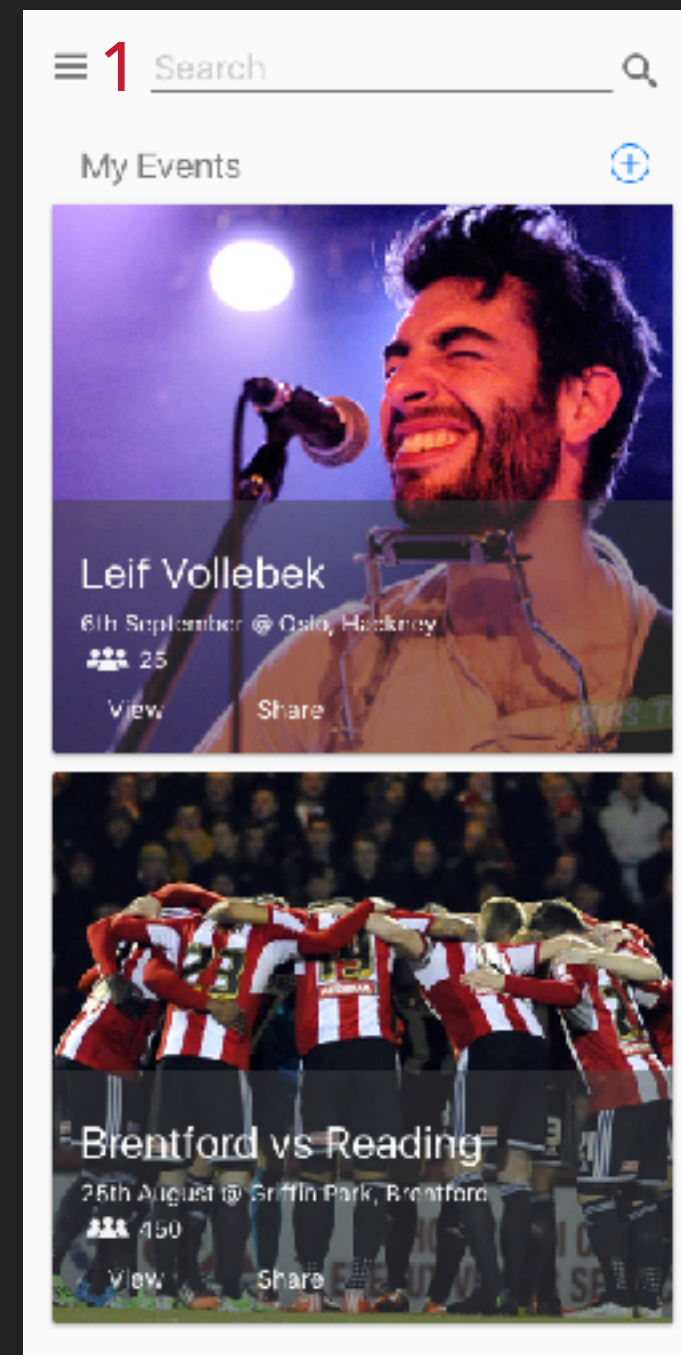
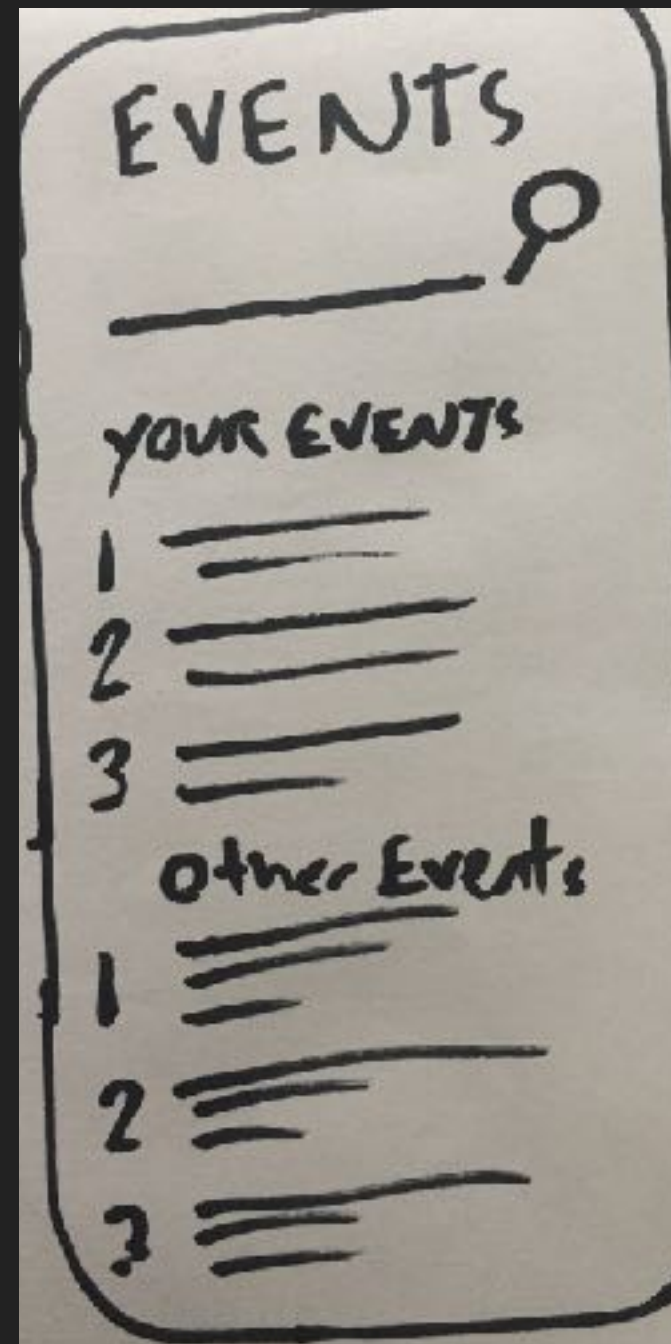


## USER TESTING FEEDBACK

- 1 - Unsure of blue plus arrow, difficult to add a photo
- 2 - User icon in subheading confusing, can I click on it?
- 3 - "How do I share the whole album?"



# EVENT SEARCH ITERATIONS



## USER TESTING FEEDBACK

- 1 - Users heading straight for hamburger
- 2 - Too difficult to create an event
- 3 - Users felt lost within the app

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# PROTOTYPE

<https://marvelapp.com/1518a73>



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## CONCLUSION

Using OmniPhoto, Anna can now show off her best photos from the gigs she has been to, and see all of the other images from other people who were there.





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## NEXT STEPS

- ▶ Cross Platform Native Apps & Website
- ▶ Voting System & Aggregated Display
- ▶ Save space by uploading and removing from device (optional)