

Welcome to COLLAGE WITH FRIENDS

by Team JJ'D

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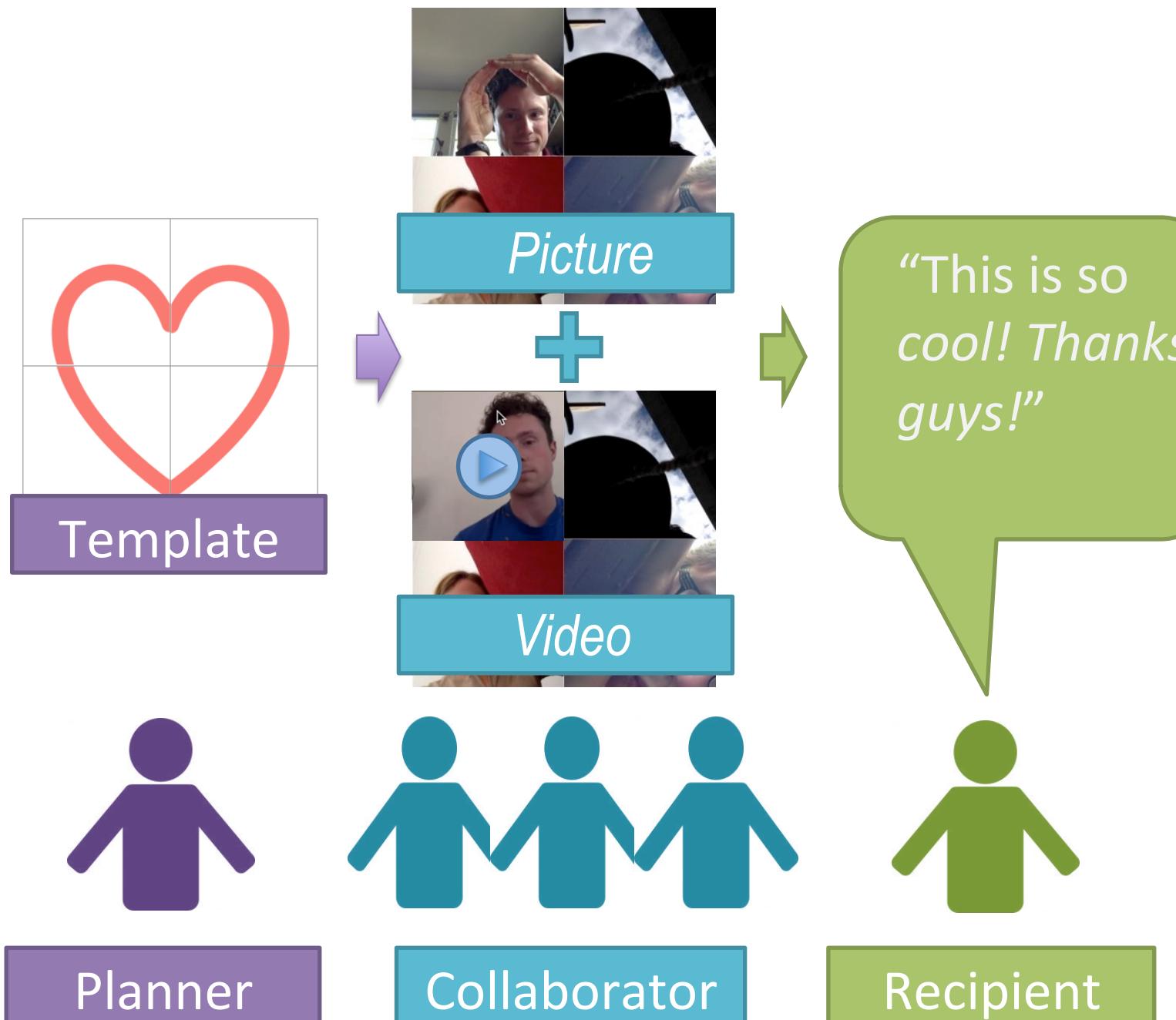


1 THE NEED

An **easy** way to contribute to a **group gift**

2 OUR SOLUTION

Collaboratively make a photo & video collage and send to friend



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USER STUDIES

3 major rounds
100+ participants
15 collages finished

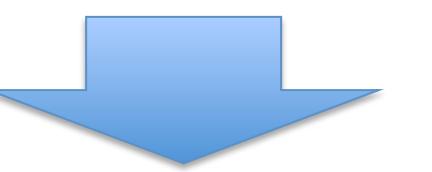


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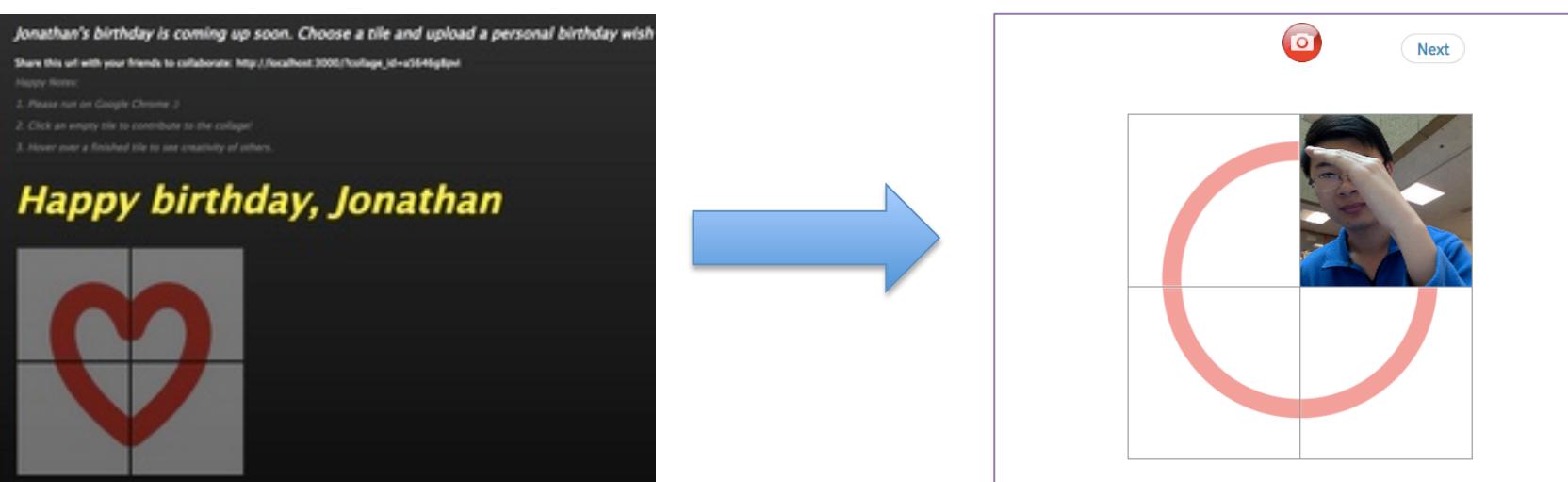
ROUND 1 (9 Participants)

Basic usability testing

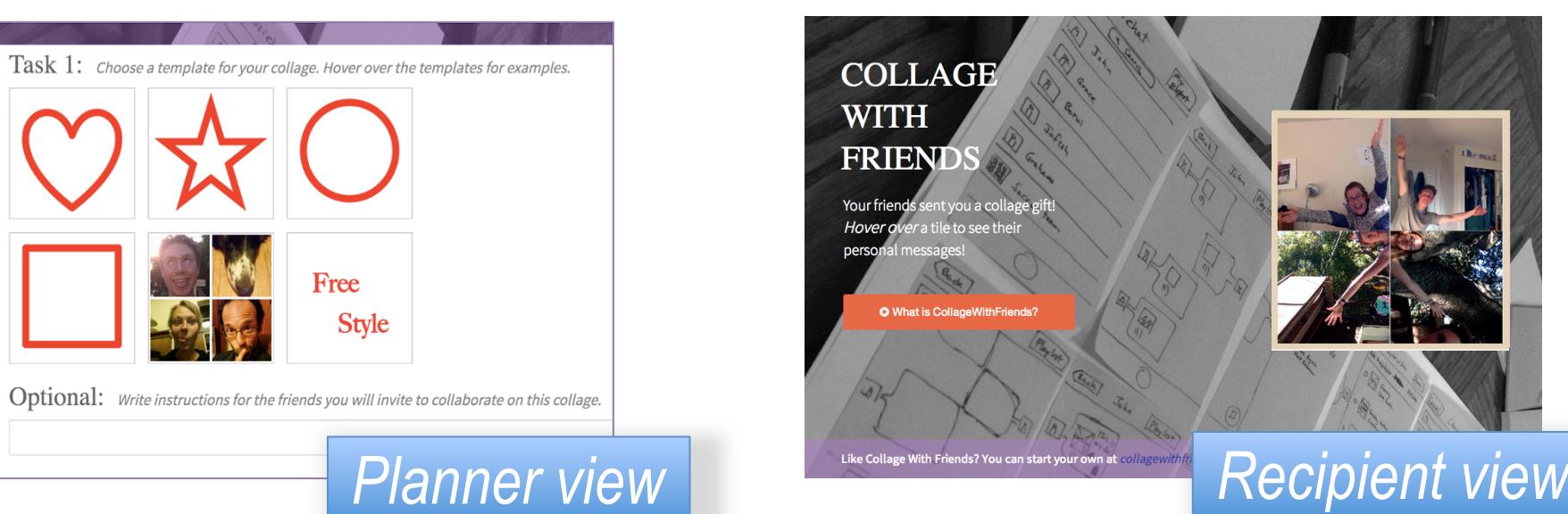
- Hard to follow steps
- 4 ignored templates



- Major UI change for clarity



- New pages for planners & recipients



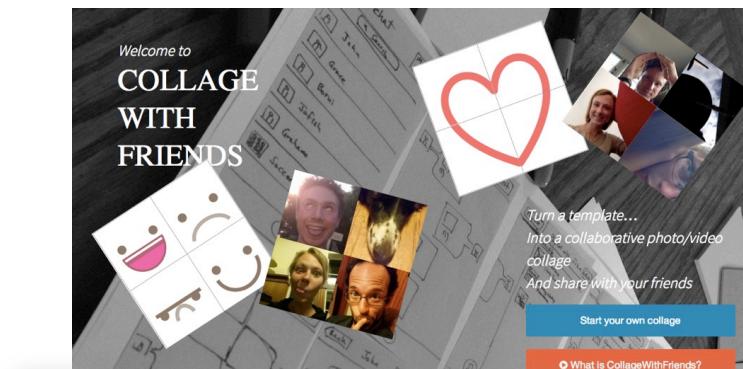
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ROUND 2 (20 Participants)

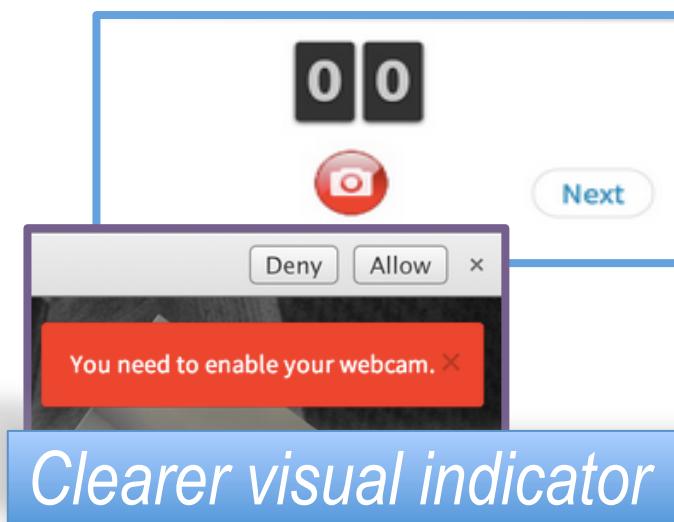
In-depth usability testing:

- Purpose still unclear
- UX not smooth enough

Design Changes:



New homepage & intro video



Clearer visual indicator

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ROUND 3 (86 Participants)

End-to-end user testing

- Clear purpose, easy to navigate
- People are creative!
 - Broader use cases:



Msg far-away friends



Fun (selfies, flirting)

- People liked it!
 - Highly rated based on questionnaire
 - One recipient even started a new collage for her friend's graduation.

- "You guys are great. This is super adorable and awesome! Thanks for being my friends :)" – Carol (a recipient)