

## **P2 Summary – Beardos & Weirdos**

In our group brainstorming session, we decided to do two separate groupings. The first, comprised of Madhu's and Kin Shing's sketches, and a second based off Benson's, Emmanuel's, and Victor's sketches. These ideas were grouped together based the similarities of Kin Shing's and Madhu's sketches. The other three sets of sketches have ideas that work together, and therefore can be combined into a polished sketch containing elements of each person.

### **First Conceptual Group**

The first sketches by Kin Shing and Madhu focusing on evenly distribute the multiple section of the app. It starts at the home page, where users can view snippets of each section: "Social," "Skillup," and the "Market." The user can look through posts by swiping left in any section. Each section also contains a link to the full area of the app by clicking in the top left corner. This page also features the home bar, which contains links for notifications, the "Discover" page, the "Camera" function, a "Global Search" function, and the settings. Users can also quickly access their chat by swiping from the left side of the screen. The second screen shows the social page in more depth, including the different chat heads where users can have conversations. The third section shows an in depth "Skillup" page where users can browse tutorials and create tutorials. It also includes a filter option so users can find exactly what they are looking for. The fourth section features the in-app Market, where users can buy and sell used equipment. This features two major sections: an area to buy and sell gear, and an area to buy and sell photos. The area to buy and sell photos can be further refined between "Casual" photographers, and "Pro" photographers, with the "Pro" section potentially including free-lance job offers. Finally, the "Design" page is where photographers can make quick edits to their photos using integrated tools. It gives the user an option to change between tools, a "Quick Fix" button for a quick touch-up, and a detailed photo editing section, which can be used in full screen.

### **Second Conceptual Group**

The second sketch by Benson mainly focuses on browsing a photo gallery section of the app. In further detail of the range of features explored, once a photographer is chosen by the user, the photos that the photographer has published is displayed on the page randomly which is organized by an app algorithm that positions and sizes the photos to fit together on the page closely, like the layout of a Pinterest page. A camera button feature is located on the bottom of the page where the user can take photos with ease. When the user sees a particular photo that piques their interest and selects that photo, a window pops up displaying the photo at a slightly enlarged scale, the photographer's details, the equipment, and camera settings used to take the photo, and links to the photographer's social media sites. The background of the window is then dimmed, grabbing the user's focus onto the window. The rationale of the combination of these features mainly addresses the user's need statement of ease of access to information and social media of photographers and illustrates a safe platform where photographers feel comfortable in sharing their work. These user need statements are addressed through the photo gallery's feature of displaying the photographer's information; description of the photographer, photo tech details, ease of access to the photographer's active social media through the link buttons, and the

photo gallery page in general looks to be a user friendly and safe platform for photographers to publish their work with the layout of its user interface.

### **How does this relate to the user's needs?**

Our review process was mostly making comments about what are the most useful ideas in each sketch, and any improvements that could be used for a polished sketch. This brainstorming session allowed us to figure out how each sketch related to the user needs statements that we produced. Particularly, the user's need to have an easy-to-use social media platform dedicated to photographers, ease of access to information, a user-friendly and reliable marketplace for buying and selling used photography gear, and a safe platform where the users can comfortably post their work without the risk of theft. It is important that if any paid features were made available, users would be granted a trial period. Another major touchpoint is the access to educational material. This idea allows users of all skill levels to learn something new. As it is a photography app, we heavily weighted the need for the camera to be accessible at any time within the app.

## **Describing the idea:**

the main element of the design is “social”, together with element of “skill learning”, “market” and “photo editing”. I tried to make all the pages to contain as few words as possible as I want to promote the idea of “simple is beautiful”. The main page is split into three sections to display the news feed from different sections so a user can update with the community in different aspect right at the moment when he/she open the app. While the user is in any of the specific page, he/she can always pull the chat room for left hand side to start chatting with friends/groups while still browsing on the page. It surely enhances the social media experience, and this is the highlight of the design. I also make the layout as well as most icons be consistent across different page so the learning curve of new user would be short. There is also a “quick access bar” in the bottom at any time so a user can perform the important task such as taking photo at anytime. In the market section, there is a casual and professional session to suit with different needs.

## **Justification:**

According to the finding from project part 1, we find that most potential users want to have an easy-to-use social media platform dedicated to photographers, this is also our main proposed features. So that we included an all-time accessible chat room allowing the user to chat with friend while browsing different pages. Second, they want to have a user-friendly and reliable platform for buying and selling used gears. In our design we make the market page to include filter, little cards to summarize item information so the user can easily find what they want. the market feature is also one of the proposed features in our project. The potential users also want to share their work seamlessly, so we add a share button in the “design” page. We also make the camera button locate in the “quick access bar” which is always on top; so the users can start to take photo with the app at any time; Then using “quick fix” to edit and then use the “share” button within a minute. Users also think that it can be difficult to find information and connections on social media, we create “discover” function for user to find user with common interest effectively; we also included an “search” function so the user can find the information by searching specific words. Both functions are also located in the “quick access bar”. Some users want to have a photo editing app with functions comparable to computer software so we include a detail editing function. Users also want a skill learning platform. We designed to include a skillup page in which user can learn the skills from different topic. We also allow user to upload videos and share their skills or tips to others, it also strengthens the “social media” experience among the users.

## **Ref: User needs statements:**

1. The potential users would like to have an easy-to-use social media platform dedicated to photographers.
2. Users would like to have a user-friendly and reliable platform for buying and selling used gears.
3. Users that are beginner and professional photographers would need tools to facilitate learning regarding photography.
4. Users that are comfortable in sharing their work would like the process of uploading and posting their photos to be low maintenance.
5. Users need built-in photo editing tools in phone which is easy to use and cover most of the features as PC version.
6. Users need to be able to take a photo from camera to posted as quickly as possible.
7. It can be difficult to find information and connections on social media.

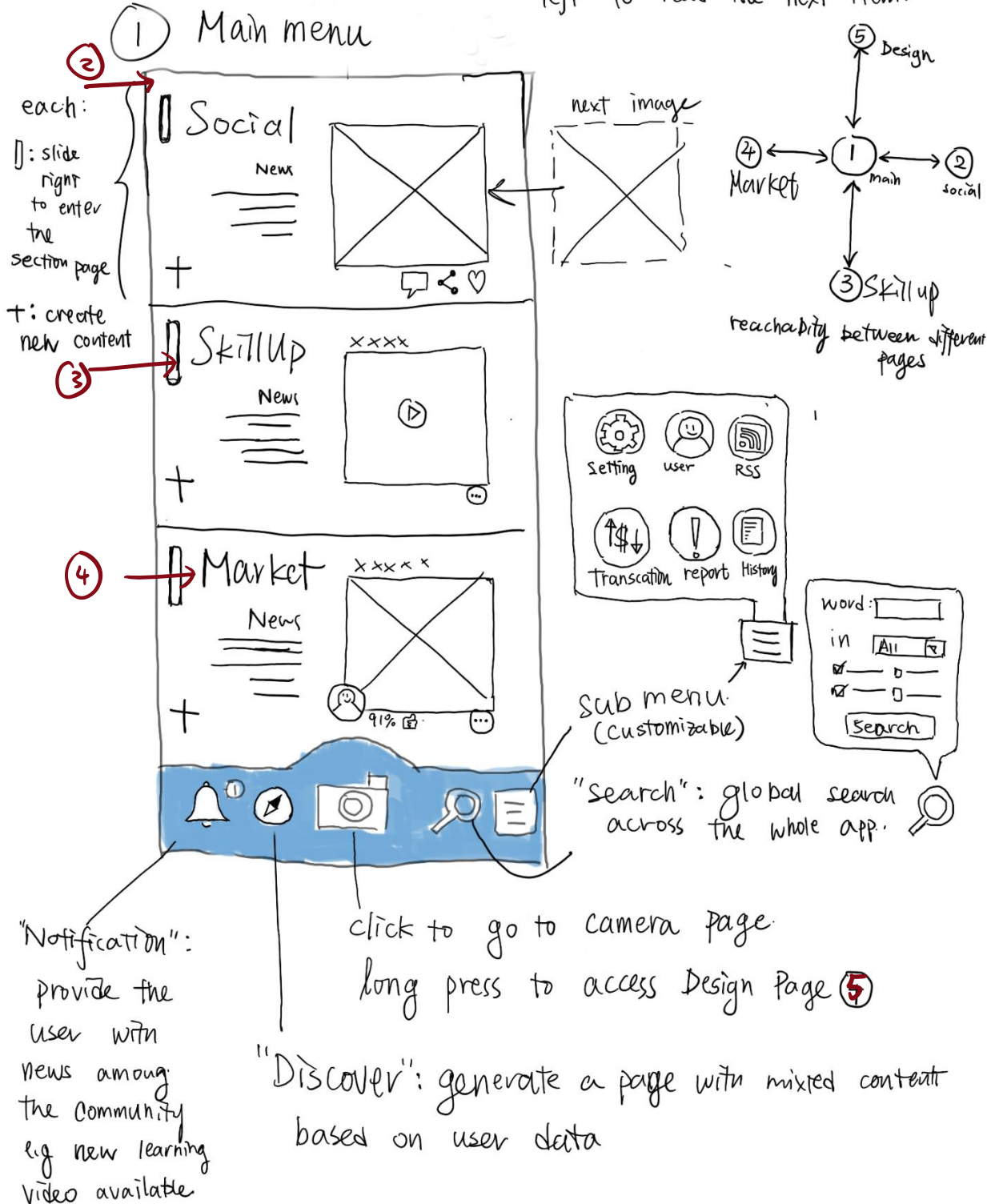
## **Ref: Proposed Features:**

1. Social media platform which is easy-to-use. It should come with location features and image share function.
2. A separate portion of the application dedicated to the clients and the professionals.
3. Like and comment on images, using algorithm to create a trend section base on these.
4. A marketplace for photographers (Buy and Sell Platform)

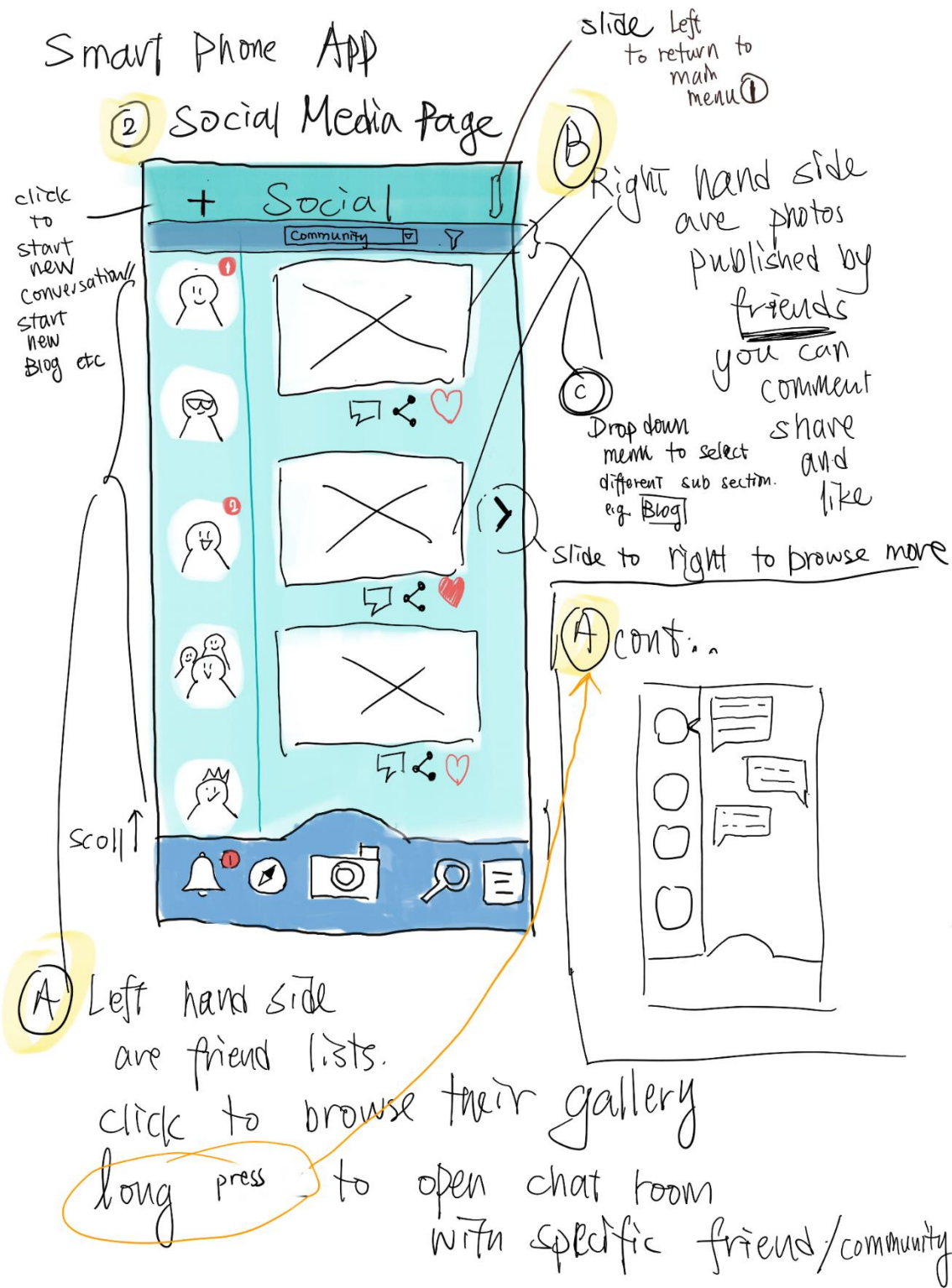
1. Main menu: the bottom is the "quick access bar" where the important function (e.g. take photo, search) are located here, the bar will remain here throughout all different pages

# Smart Phone App

main menu consist of 3 sections  
each section have summary for today  
and preview of one item, slide to  
left to read the next item.



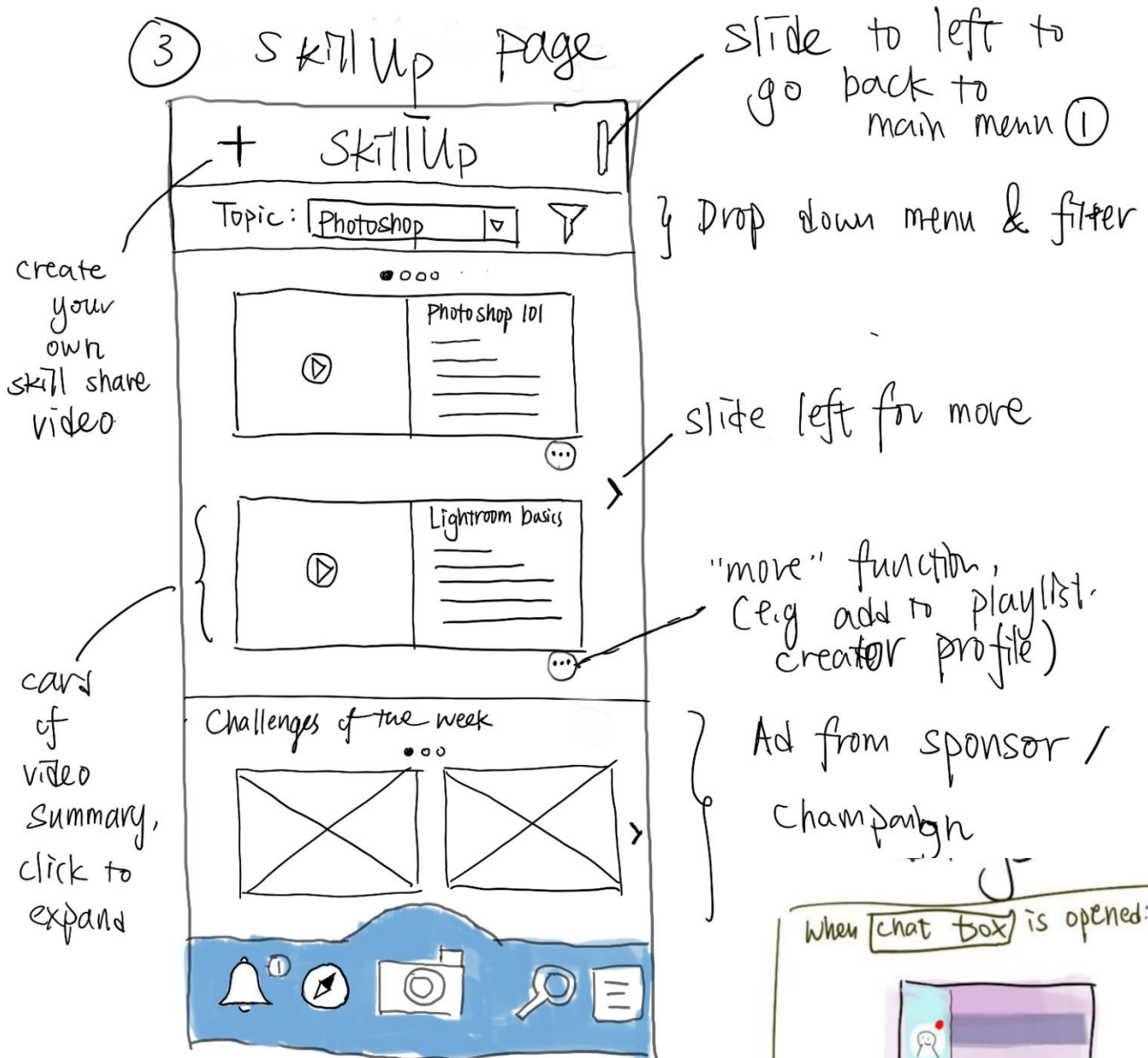
2. Social Media page, left hand side are the "chat box" with yours friends, user can scroll to choose the one to talk, right hand side are the photos shared by your friends, so you and your friend have a little "photo community".



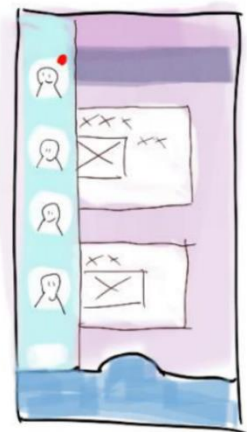
3. SkillUp page, here user can find useful tutorial videos related to photo skill, both hard and soft skills. the user can even create their tutorial and publish here. Noted the "chat box" can be drag out from left so the user can always keep in touch with friends

## Smart Phone App

### ③ SkillUp Page



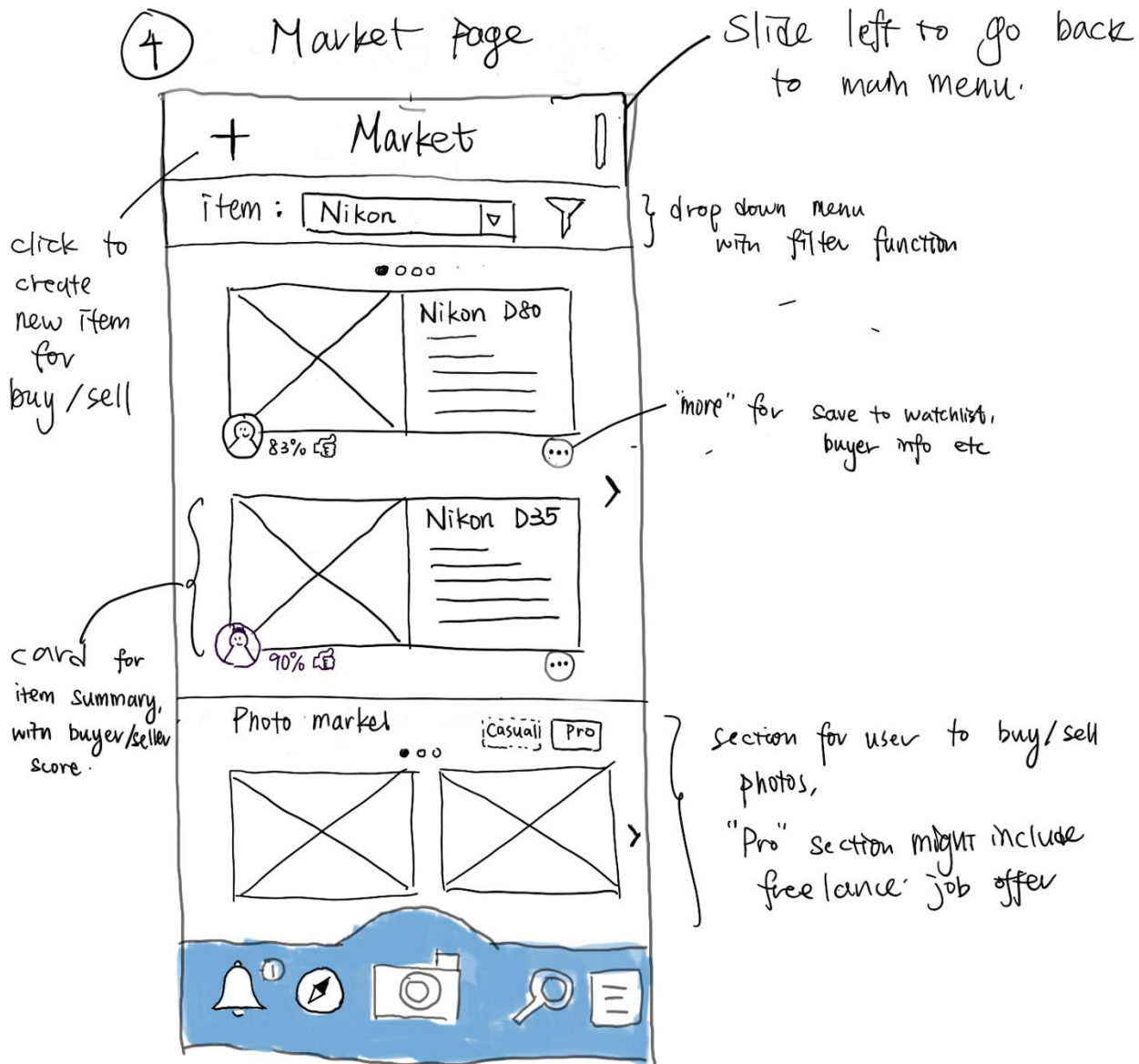
When chat box is opened:





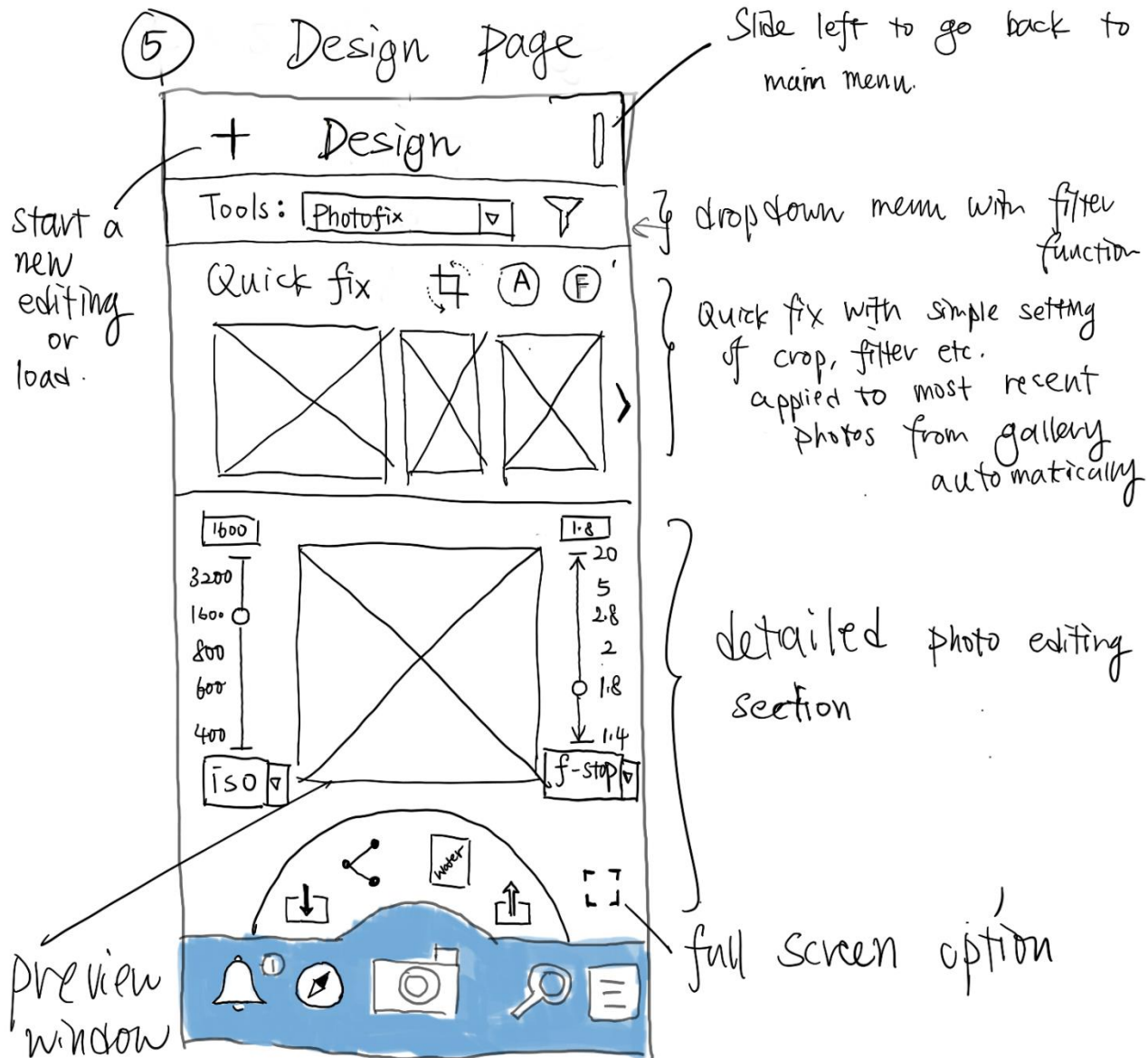
4. MarketIt allows user to buy or sell items related to photo taking. Noted the "chat box" can be drag out from left so the user can always keep in touch with friends. Noted the "chat box" can be drag out from left so the user can always keep in touch with friends

## Smart Phone App



5. Design page: User can edit their photo here. we provide a quick fix section for a fast editing and a detailed section for professional editing. User could also enter "full screen" mode for a better and more precise control. Noted the "chat box" can be drag out from left so the user can always keep in touch with friends

## Smart Phone App





Menu Button

Access to side menu

Photographer Name

Photo

Selected photo with option to zoom and manipulate

Biography

Description of the photographer, as well as a description of the environment of the photoshoot

Photographer Details

Profile Pic

Social Links

Links to the photographer's other social media sites

Photo Tech. Details

Tech Details

Display technical info of photo

Related Photos

Displays photos tagged as being from the same photoshoot

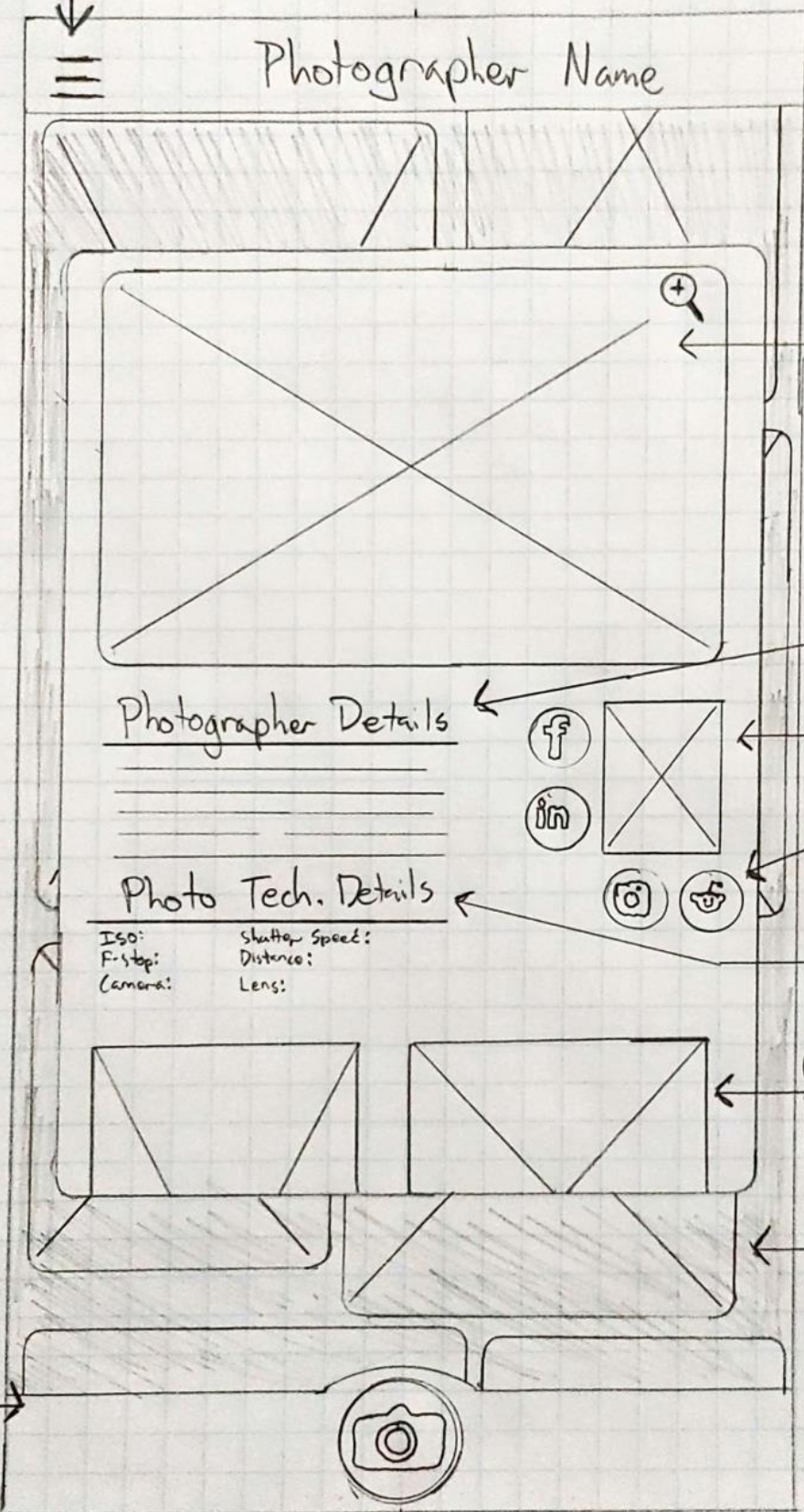
Photographer Gallery

Photos from selected photographer are randomly displayed (fitted together, Pinterest style). When one is tapped, its window appears and all others dim. Tap the dimmed area to return to gallery.

Bottom Menu

Always present with major buttons

Camera Button



Idea: The idea here is a page that is replicated for each user who is a photographer and posts their photos to the app. Every photographer will have a gallery that will be composed of randomly selected pictures, all displayed in their natural aspect ratios and fitted together like puzzle pieces. When a user taps a photo, a window pops up and the background dims/blurs. The selected photo is displayed, and can be zoomed. Beneath the photo are details on the photographer and links to their social media. Beneath that is the technical details of the photo (camera/lens used, ISO, F-stop, etc). Finally, below that is a selection of photos that the photographer has tagged as being from the same photoshoot. The user can tap anywhere outside this popup window to close it and return to the gallery. Always present is the top banner, which provides access to the main menu, and displays the current photographer's name. At the bottom is the camera button and utility access bar.

Justification: The primary purpose of this page is to provide a platform for the photographer to showcase their work, while also making themselves, as the photographer, a prominent part of that exhibit. Our research showed that photographers are concerned with getting and retaining credit for their work. They also wanted quick access to social media, both for themselves and others, to access their various accounts without having to jump through a bunch of hoops. Finally, this page can also end up linking a user to the market by telling them about a photographer's gear, showing them the kinds of pictures that can be taken with it, and then the app provides a place where they might be able to get some of that gear for themselves.

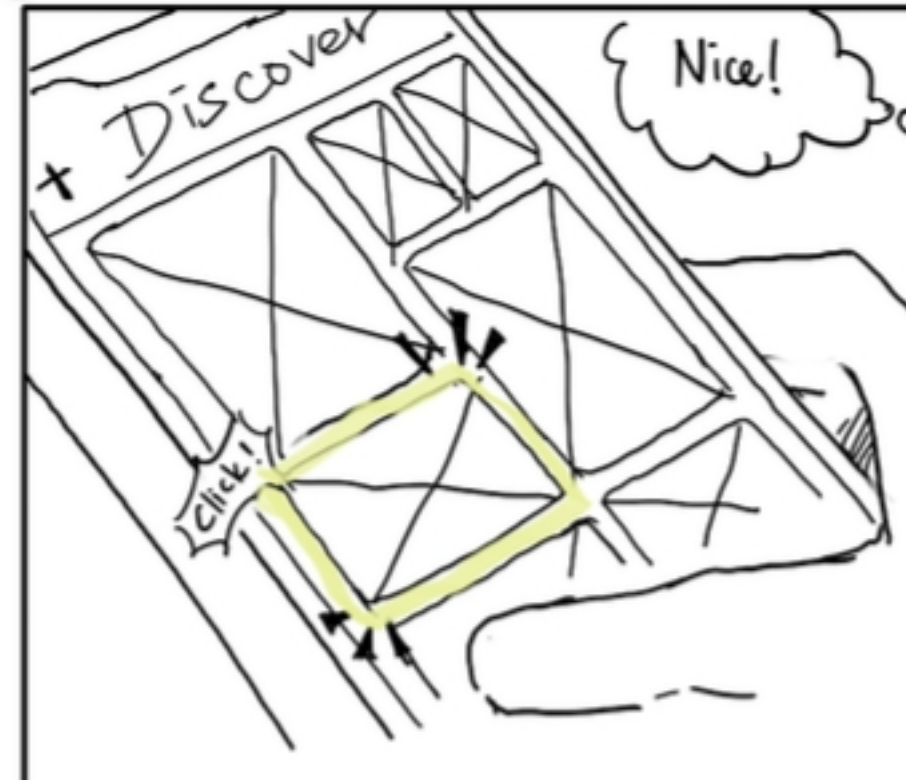


1



This is Jeff, an amateur photographer who just signed up with our app!

2



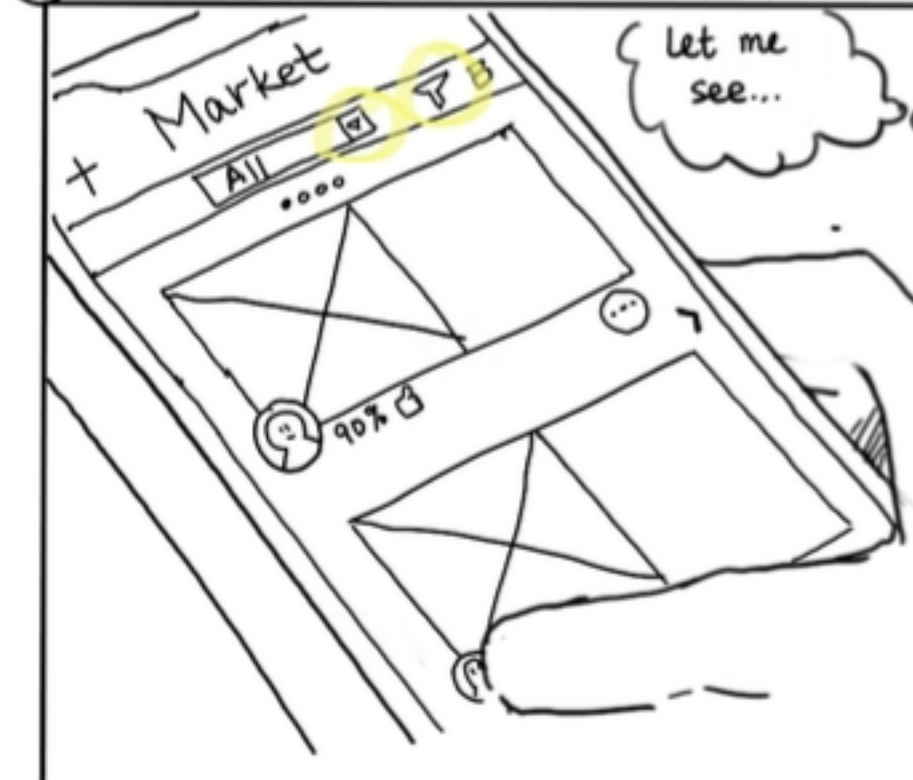
Jeff quickly finds the discover page, and sees a picture he really likes. Jeff clicks on the picture.

3



The picture expands beautifully, and displays some more information on the photographer, and their preferred gear. Jeff decides he would like to purchase the camera!

4



Jeff opens the market page, and starts looking at the filter options to narrow down his search.

5



He searches for the Nikon of his dreams....

6



Jeff quickly finds a result, and is now able to message the seller for more information!

7



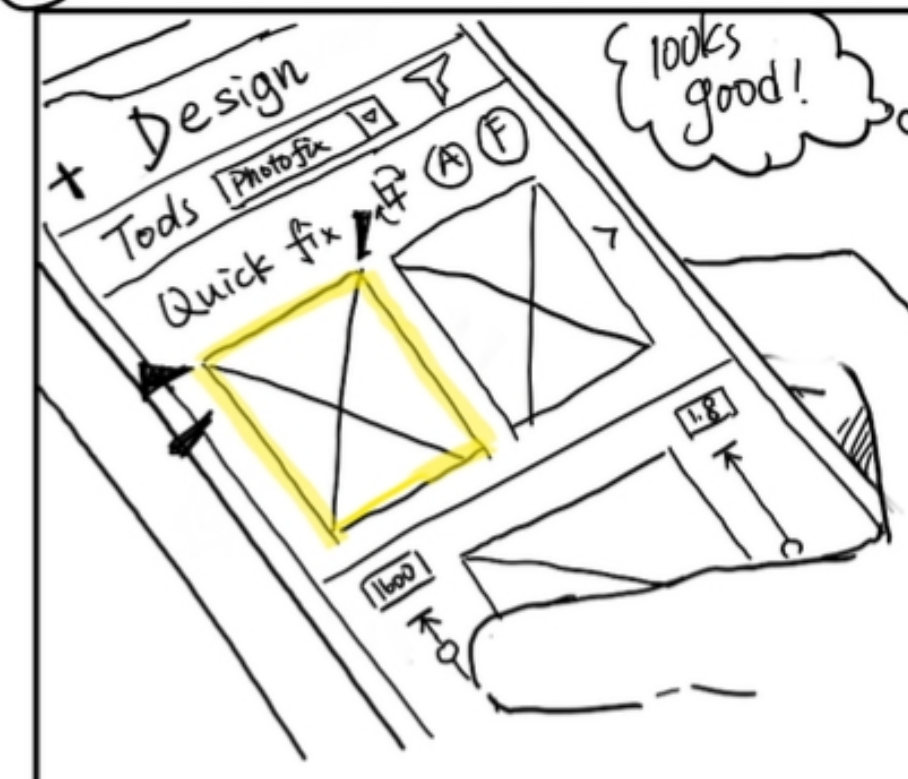
While Jeff is messaging the seller, the seller notices they have some common interest, based on their profiles. The seller even gives Jeff A discount! Score!

8



It is now time for Jeff to part with his old gear. He takes some photos of his old setup, and prepares to sell it.

9



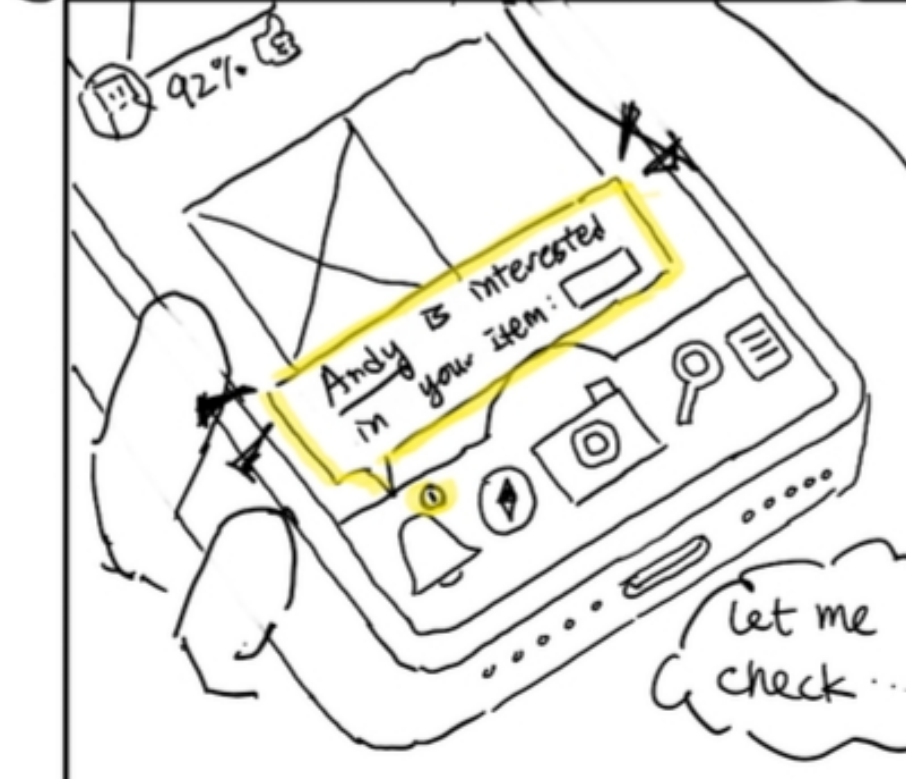
Jeff notices some flaws in his photos, and uses the quick fix feature to touch them up before posting.

10



Jeff easily creates a listing in the market, and eagerly publishes his listing.

11



Almost immediately, Jeff receives a notification. Upon tapping it, Jeff see's there is a potential buyer!

12



By using the built-in chat function Jeff makes a deal with Andy and says goodbye to his old gear.