

Justin McKenzie

"What is This Photo?"

App Idea: An app that selects photos on your phone, then displays them on a widget. When you see a picture you'd like to see, and tap it, the app would then show you several other photos, and you can compile them together, and write a short journal entry about them. The app would then link with a genealogy website, and upload the photo, and your journal entry, for future generations to see.

Elevator pitch: This app selects a few photos, shows them to you, and you can write a journal entry about the photos. The app would then link to a genealogy site like Family Search, and upload it as a memory for future generations to look at and learn about you.

Assumptions:

- 1: People like to tell their own stories
- 2: People like to take pictures of their experiences, in the moment
- 3: Genealogical websites/apps aren't always user friendly

Problem statement:

I feel like people would like to tell their stories, but they don't go the extra step of posting these to the Family history sites, because the sites are hard to use.

Survey Questions:

| Do you take pictures on your phone? | what's your age? | How likely are you to share pictures with friends? | do you like to tell your stories? | How often do you go to Family History sites? (Family Search, Ancestry, MyHeritage) | if you go to a Family History site, which one? |
|-------------------------------------|------------------|--|-----------------------------------|--|---|
| Yes | 18-24 | 4 | 4 | 2 | Family Search |
| Yes | 35-45 | 2 | 4 | 2 | ancestry |
| Yes | 18-24 | 2 | 5 | 2 | |
| Yes | 18-24 | 5 | 5 | 4 | Family Search |
| Yes | 25-34 | 3 | 2 | 3 | Family Search |
| Yes | 25-34 | 5 | 5 | 3 | ancestry.com |
| | | | | | |

Findings:

- 1: People want to tell their stories, most responded fairly high to that question
- 2: People are less likely to share pictures with friends than I expected.
- 3: People go to family history sites about as much as I expected.

I really expected people to be more willing to share pictures than they are, so that took me by surprise.

My Problem Statement wasn't really answered to my liking, which is my fault, since I didn't ask enough questions, or direct enough questions. I need to ask more questions next time.