DESIGN PROJECT ONE PART ONE

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ME115B

Task Analysis

Introduction

Our user is a young adult who is interested in sharing and editing photos with friends, and is trying out VSCO as a platform. As young adults, our user spends most of their time on their phone, which means they want to snap and share pictures on the go. The specific users we studied were a male and female, the male age 22 and the female age 21, both who had other forms of social media but had not used VSCO.

The three tasks we analyzed were: a) Publishing the user's own, edited photo b) Accessing the user's best friend's photo on their profile and sharing it c) Creating and sharing a journal (include image captions).
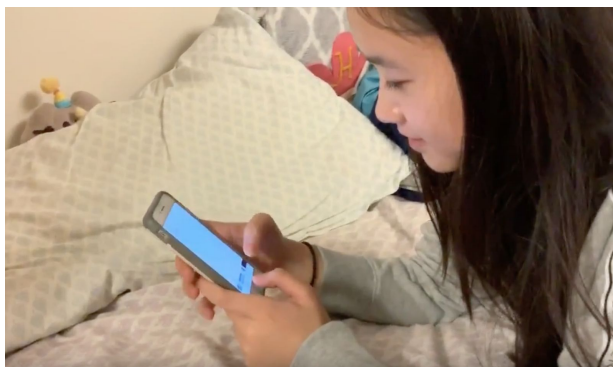
Video Links

User 1

1. https://drive.google.com/open?id=1tELzRCcHidpd9gQ-CIgxmB7fpYxANzLI
2. https://drive.google.com/open?id=1Duoj7wDudcu3F5PFRwidXhrgTdSt6F82
3. https://drive.google.com/open?id=1K0T1gnwrlPi9Zv4gIrlEP9_USgmxzUT9

User 2

1. https://drive.google.com/open?id=1_qf5pQ2lut57XxuIS257ClzQLQfd7R1M
2. https://drive.google.com/open?id=1aZ8OBPehEi4mIxv5E25cshex0BnAkpJq
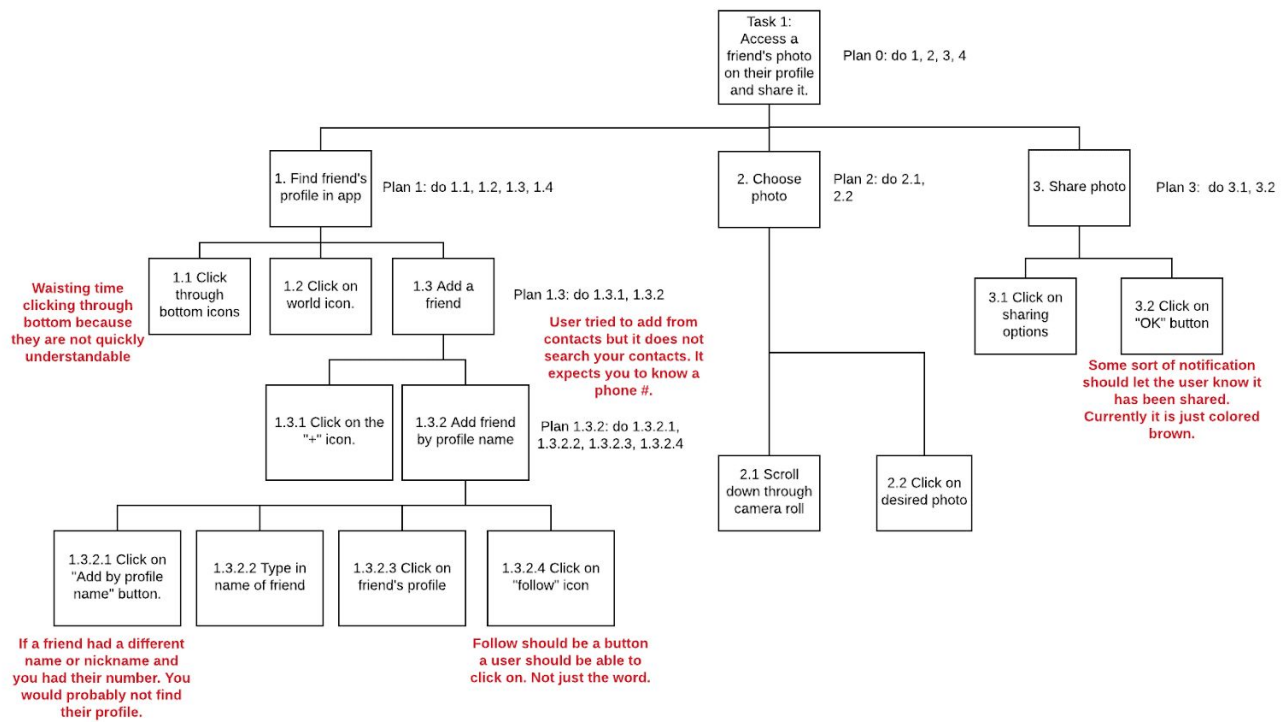3. https://drive.google.com/open?id=13GQEXVj-YRy6kcTPW31wa0PZYFiG_nkL
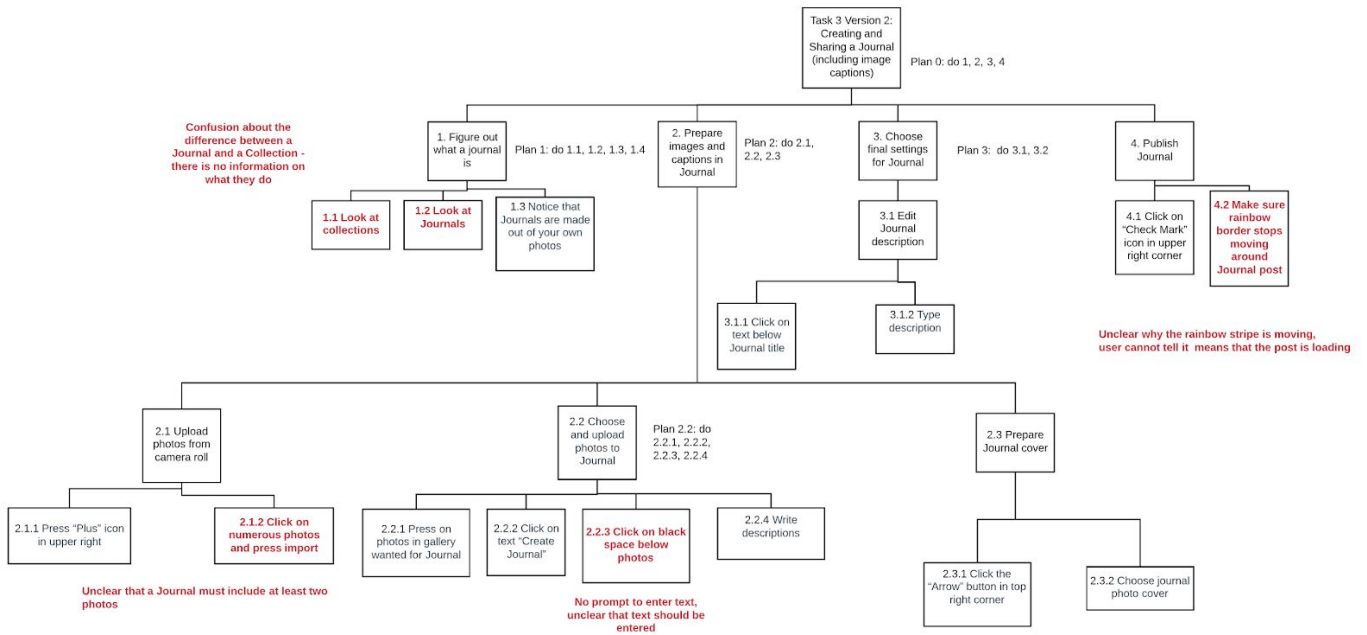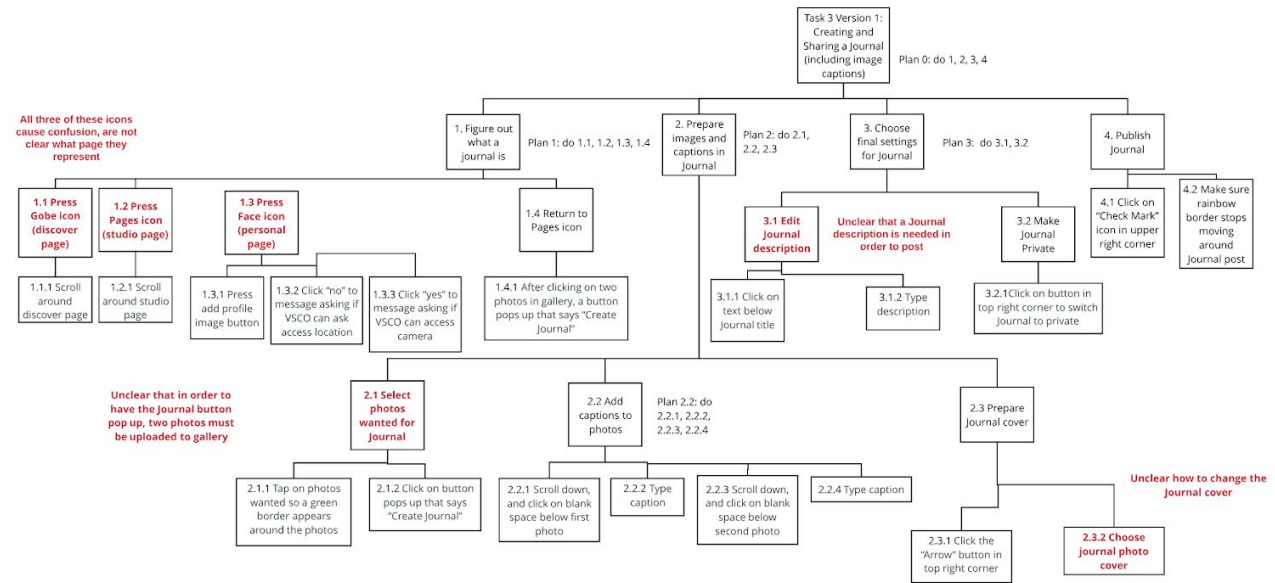

Hierarchical Task Analysis

SIX TASK ANALYSES:

Task 1

Person 1

Task 1: Publish an edited photo to your profile

Plan 0: do 1, 2, 3, 4 or 1,2,3,2,4

Overall, hard to discover full functionality (more editing capabilities left unexplored)

In general difficult to determine what icons mean, makes things hard to find

1. Find bearings in app — Plan 1: do 1.1, 1.2, 1.3
- 1.1 Click through bottom icons
- 1.2 Click notification and settings buttons
- 1.3 Click on picture icon

2. Import Photo — Plan 2: do 2.1, 2.2, 2.3
- 2.1 Click plus icon
- 2.2 Pick photo — Plan 2.2: do 2.2.1, 2.2.2
  - 2.2.1 Scroll down through camera roll
  - 2.2.2 Click on desired photo
- 2.3 Press import button

3. Edit Photo — Plan 3: do 3.1, 3.2, 3.3

superfluous to keep selecting phot for common task

- **3.1 Click on photo to edit**
- 3.2 Choose Filter — Plan 3.2: do 3.2.1, 3.2.2, repeat
  - 3.2.1 Swipe horizontally to see new filters
    too many filters to scroll through linearly
  - 3.2.2 Tap to preview on photo
- 3.3 Click save button

4. Publish Photo — Plan 4: do 4.1, 4.2, 4.3
- **4.1 Select photo**
  once again, ambiguous iconography
  - 4.1.1 Click on icons at bottom
  - 4.1.2 Check for desired functionality
  - **4.1.3 Click share button (false positive)**
    sharing vs. publishing confusion
  - 4.1.4 Click publishing icon
- 4.2 Search for sharing or publishing option — Plan 3.5: do 3.5.1, 3.5.2, 3.5.3
- 4.3 Curate post — Plan 4.3: do 4.3.1, 4.3.2, 4.3.3
  - 4.3.1 Tap text under photo
  - 4.3.2 Type caption
  - 4.3.3 Press top right arrow

Person 2

Task 1: Publish an edited photo to your profile

Plan 0: do 1, 2, 3, 4 or 1,2,3,2,4

In onboarding, users shown main functionality through tooltips at bottom of screen; however, these go away for the next use of app without any guidance on how to accomplish tasks without tooltip, meaning users have to reorient and discover functionality

1. Set up permissions — Plan 1: do 1.1, 1.2
- 1.1 Click allow camera access popup
- 1.2 Click allow notification popup

2. Import Photo — Plan 2: do 2.1, 2.2, 2.3
- 2.1 Click import photo tooltip
- 2.2 Pick photo — Plan 2.2: do 2.2.1, 2.2.2
  - 2.2.1 Scroll down through camera roll
  - 2.2.2 Click on desired photo
- 2.3 Press import button

3. Edit Photo — Plan 3: do 3.1, 3.2, 3.3

- 3.1 Click on photo to edit
- 3.2 Choose Filter — Plan 3.2: do 3.2.1, 3.2.3, continually do 3.2.2
  colors of filters mean nothing, superfluous aesthetic addition
  - 3.2.1 Swipe horizontally to see new filters
  - **3.2.2 Ignore premium feature popup**
    not user friendly to display and have to scroll through premium filters, only aware it is premium once you've clicked on it
  - 3.2.2 Tap to preview on photo
- 3.3 Set filter strength — Plan 3.3: do 3.3.1, 3.3.2, choose 3.3.3 or 3.3.4
  - **3.3.1 Click filter again**
    hidden and somewhat unnecessary
  - 3.3.2 Toggle slider
  - 3.3.3 Press X to cancel
  - 3.3.4 Press check to save
- 3.3 Click save button

4. Publish Photo — Plan 4: do 4.1, 4.2, 4.3

interesting note: neither user clicked publish button shortcut, saved first then published from studio

- 4.1 Select photo
  a bit difficult to see when image is selected, results in a lot of tapping of same photo
- 4.2 Click Publish photo tooltip
- 4.3 Curate post — Plan 4.3: do 4.3.1, 4.3.2, 4.3.3
  - **4.3.1 Tap text under photo**
    large white space under add caption text that isn't reactive
  - 4.3.2 Type caption
  - 4.3.3 Press top right arrow

Task 2

Diagram 1:

There was a lot of Journal functionality that was not explored (adding multiple photos, differing caption capabilities)

Task 1: Access a friend's photo on their profile and share it.   Plan 0: do 1, 2, 3, 4

1. Find friend's profile in app   Plan 1: do 1.1, 1.2, 1.3, 1.4

1.1 Click through bottom icons

1.2 Click on profile icon.

1.3 Click on notifications icon

1.4 Click on friend's name to access profile

If your friend has not had recent acivivity and you have many friends you will not find them here.

confusing to have messages and activity within same flow, what happens when there are lots of messages so you can't reach other notifications

2. Choose photo to share   Plan 2: do 2.1, 2.2

2.1 Scroll down through camera roll

2.2 Click on desired photo button

confusing, some friends have messaging option, others don't

inconsistencies in data displayed. Sometimes just photos, sometimes labels at top (journals, photos, collections)

3. Share photo   Plan 3: do 3.1, 3.2

3.1 Click on sharing options

3.2 Click on repost icon

what is difference between arrow icon and share text, need to clarify this

Diagram 2:

Task 1: Access a friend's photo on their profile and share it.   Plan 0: do 1, 2, 3, 4

1. Find friend's profile in app   Plan 1: do 1.1, 1.2, 1.3, 1.4

1.1 Click through bottom icons

Waisting time clicking through bottom because they are not quickly understandable

1.2 Click on world icon.

1.3 Add a friend   Plan 1.3: do 1.3.1, 1.3.2

User tried to add from contacts but it does not search your contacts. It expects you to know a phone #.

1.3.1 Click on the "+" icon.

1.3.2 Add friend by profile name   Plan 1.3.2: do 1.3.2.1, 1.3.2.2, 1.3.2.3, 1.3.2.4

1.3.2.1 Click on "Add by profile name" button.

1.3.2.2 Type in name of friend

1.3.2.3 Click on friend's profile

1.3.2.4 Click on "follow" icon

If a friend had a different name or nickname and you had their number. You would probably not find their profile.

Follow should be a button a user should be able to click on. Not just the word.

2. Choose photo   Plan 2: do 2.1, 2.2

2.1 Scroll down through camera roll

2.2 Click on desired photo

3. Share photo   Plan 3: do 3.1, 3.2

3.1 Click on sharing options

3.2 Click on "OK" button

Some sort of notification should let the user know it has been shared. Currently it is just colored brown.

Task 3

Task 3 Version 1: Creating and Sharing a Journal (including image captions)
Plan 0: do 1, 2, 3, 4

1. Figure out what a journal is — Plan 1: do 1.1, 1.2, 1.3, 1.4

All three of these icons cause confusion, are not clear what page they represent

- **1.1 Press Gobe icon (discover page)**
  - 1.1.1 Scroll around discover page
- **1.2 Press Pages icon (studio page)**
  - 1.2.1 Scroll around studio page
- **1.3 Press Face icon (personal page)**
  - 1.3.1 Press add profile image button
  - 1.3.2 Click "no" to message asking if VSCO can ask access location
  - 1.3.3 Click "yes" to message asking if VSCO can access camera
- 1.4 Return to Pages icon
  - 1.4.1 After clicking on two photos in gallery, a button pops up that says "Create Journal"

2. Prepare images and captions in Journal — Plan 2: do 2.1, 2.2, 2.3

- **2.1 Select photos wanted for Journal**

  Unclear that in order to have the Journal button pop up, two photos must be uploaded to gallery
  - 2.1.1 Tap on photos wanted so a green border appears around the photos
  - 2.1.2 Click on button pops up that says "Create Journal"
- **2.2 Add captions to photos** — Plan 2.2: do 2.2.1, 2.2.2, 2.2.3, 2.2.4
  - 2.2.1 Scroll down, and click on blank space below first photo
  - 2.2.2 Type caption
  - 2.2.3 Scroll down, and click on blank space below second photo
  - 2.2.4 Type caption
- 2.3 Prepare Journal cover
  - 2.3.1 Click the "Arrow" button in top right corner
  - **2.3.2 Choose journal photo cover**

  Unclear how to change the Journal cover

3. Choose final settings for Journal — Plan 3: do 3.1, 3.2

- **3.1 Edit Journal description**

  Unclear that a Journal description is needed in order to post
  - 3.1.1 Click on text below Journal title
  - 3.1.2 Type description
- 3.2 Make Journal Private
  - 3.2.1 Click on button in top right corner to switch Journal to private

4. Publish Journal

- 4.1 Click on "Check Mark" icon in upper right corner
- 4.2 Make sure rainbow border stops moving around Journal post

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Task 3 Version 2: Creating and Sharing a Journal (including image captions)
Plan 0: do 1, 2, 3, 4

1. Figure out what a journal is — Plan 1: do 1.1, 1.2, 1.3, 1.4

Confusion about the difference between a Journal and a Collection - there is no information on what they do

- **1.1 Look at collections**
- **1.2 Look at Journals**
- 1.3 Notice that Journals are made out of your own photos

2. Prepare images and captions in Journal — Plan 2: do 2.1, 2.2, 2.3

- 2.1 Upload photos from camera roll
  - 2.1.1 Press "Plus" icon in upper right
  - **2.1.2 Click on numerous photos and press import**

  Unclear that a Journal must include at least two photos
- 2.2 Choose and upload photos to Journal — Plan 2.2: do 2.2.1, 2.2.2, 2.2.3, 2.2.4
  - 2.2.1 Press on photos in gallery wanted for Journal
  - 2.2.2 Click on text "Create Journal"
  - **2.2.3 Click on black space below photos**

  No prompt to enter text, unclear that text should be entered
  - 2.2.4 Write descriptions
- 2.3 Prepare Journal cover
  - 2.3.1 Click the "Arrow" button in top right corner
  - 2.3.2 Choose journal photo cover

3. Choose final settings for Journal — Plan 3: do 3.1, 3.2

- 3.1 Edit Journal description
  - 3.1.1 Click on text below Journal title
  - 3.1.2 Type description

4. Publish Journal

- 4.1 Click on "Check Mark" icon in upper right corner
- **4.2 Make sure rainbow border stops moving around Journal post**

Unclear why the rainbow stripe is moving, user cannot tell it means that the post is loading

Sketches of our ideas!

Ideas for Improvement

Task 1

PHOTOEDITING PAGE

Before

not used often

X Save Publish

All presets Favs

recipes create recipes

join

1. Remove excess options + use text over icons

2. preview filters in grid layout

3. Add lock to premium

and add free as default, not All

Free. All. Recent

F1 F2 F3
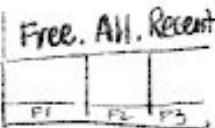
9. Get rid of unnecessary editing capability

Filter | Edit

10. decrease space used for
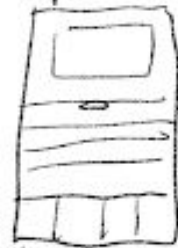
already made recipes

11. Change recipe creation

Create   Your Recipes

Filter | Edit | Recipes

MISCELLANEOUS

9. Change Save/Publish TaskFlow
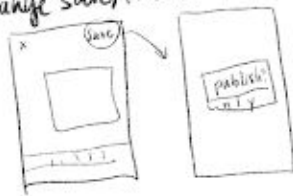
10. make picture selection more apparent!
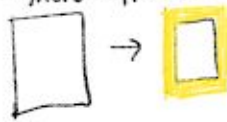
11. Decrease non-interactive space

make this whole section tap takes you to add caption
not just being interactive

12. Put VSCOX functions in setting

< Settings

premium

Sign out

DISCOVERY/ICONOGRAPHY

Before: generally confusing + hard to find

feed   discover   studio   profile   vscox
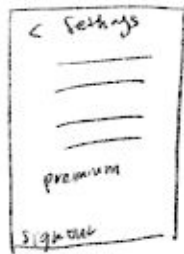
4. Get rid of vscox section

Try out vscox   occasional pop-up

5. More recognizable icons

6. Use text

Feed   Discover   Studio   profile
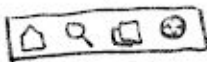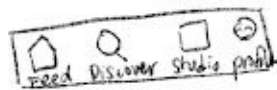
7. Get rid of X, deselect by clicking image

8. Add trash to main bar
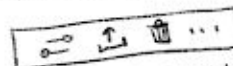
Selection view: also unclear
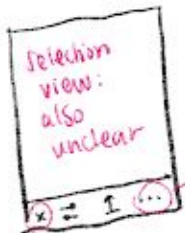
this deselects photo, unused b/c people just click photo again

delete + share hidden here

Task 2

1. Add Fb integration

1.

twitter
Contacts
profile name
facebook

→ probably unnecessary, remove

← add this in
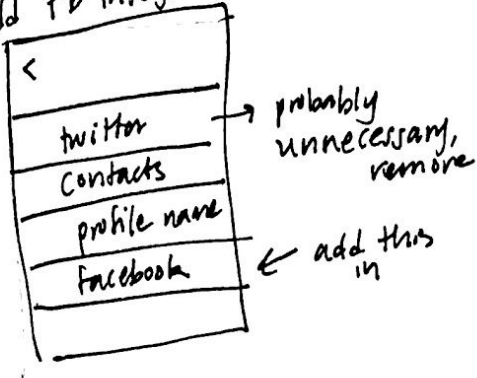
2. Add following + followers to profile

86 49
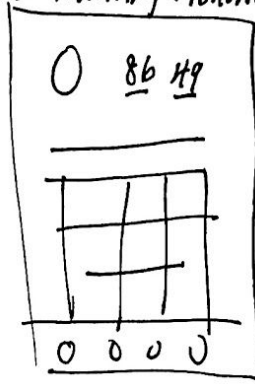
3. Reorganize Profile for image/ppl viewing

Images Shared (People)

→ access followers here
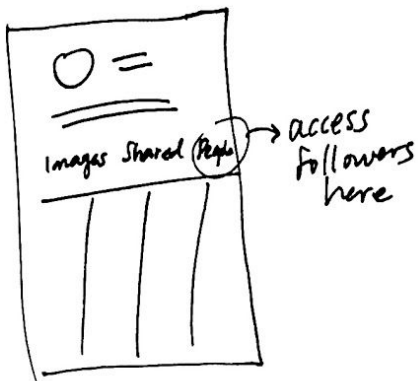
4. Sort Notifications?

you | friends

5) Redesign People icon

↑ maybe to look more like profiles
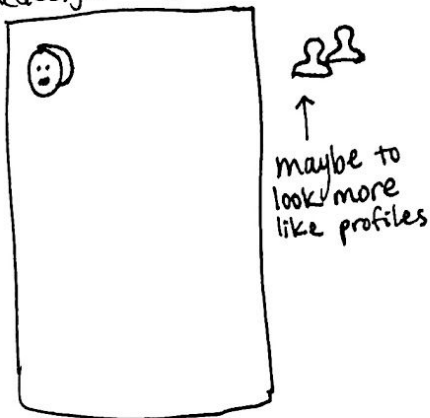
6) Make "follow" a button you can click on. Needs to be easier to distinguish that it's a button

avbzyg
Follow
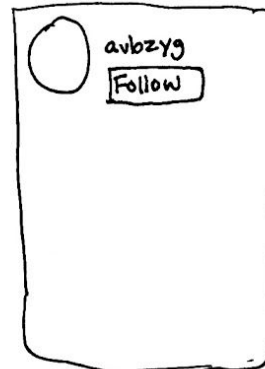
7) Users want more customizability in shape cut outs of pictures
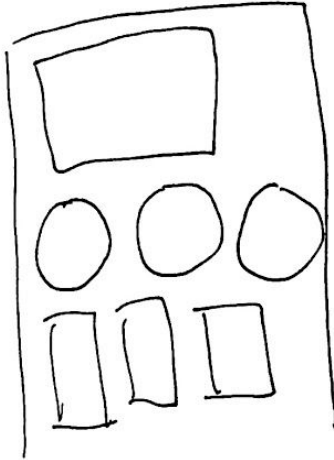
8) J should be able to change size of pictures. And layout
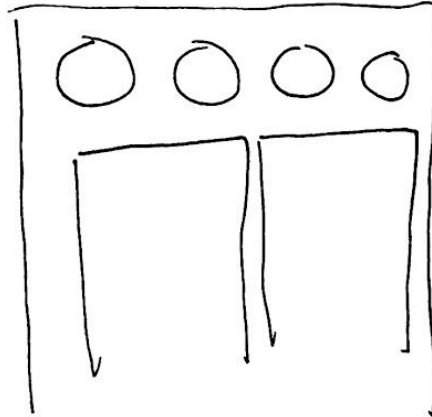
9) Users want background to be customizable.
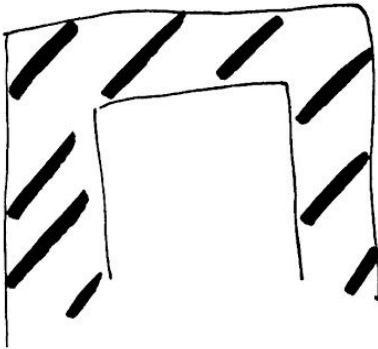
10) Borders for pictures should be customizable
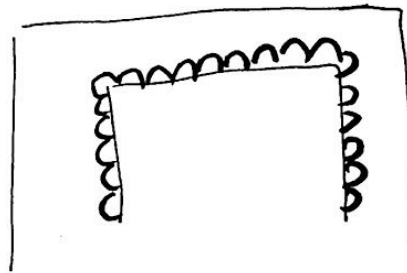
11) customize your layout in the suggested tab

ryanbair

margerine
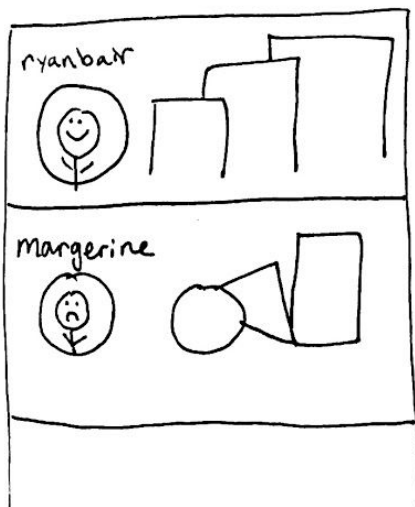
12) Follow button should be right next to profile pic/name in suggested tab.

cbuchsbom

FOLLOW
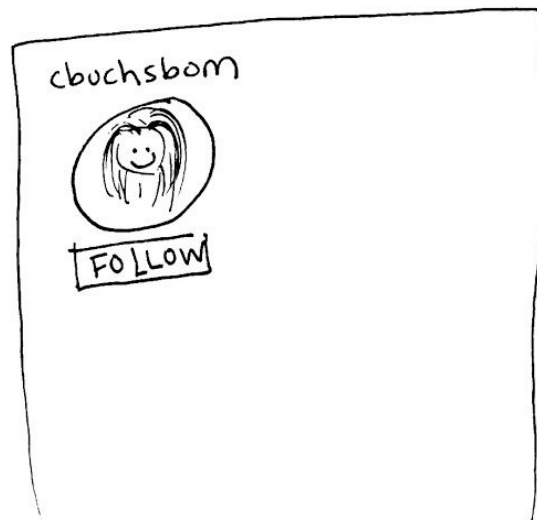
13) Clarify picture selection Flow

BEFORE

feed

clicking →

< ⋯

name ⊙☆⊡ ⊙

confusing

useless takes you to

○ Followers
○ ○ ○ ○

cancel

15)

Following	Followers

discover pops up @
bottom?

get rid of "suggested"
tab in people section

AFTER

↑

click →

<

swipe
to see
new
photos?
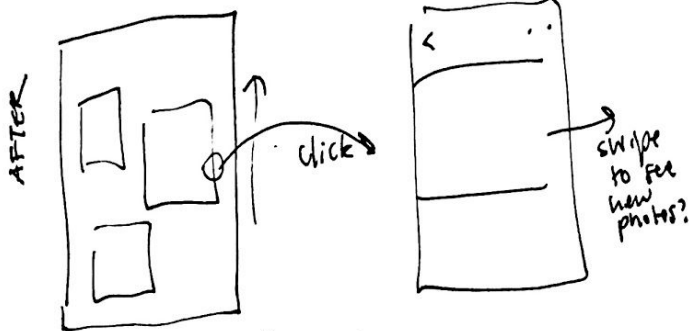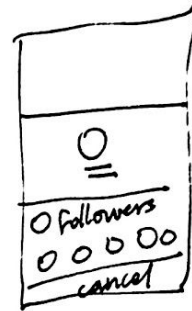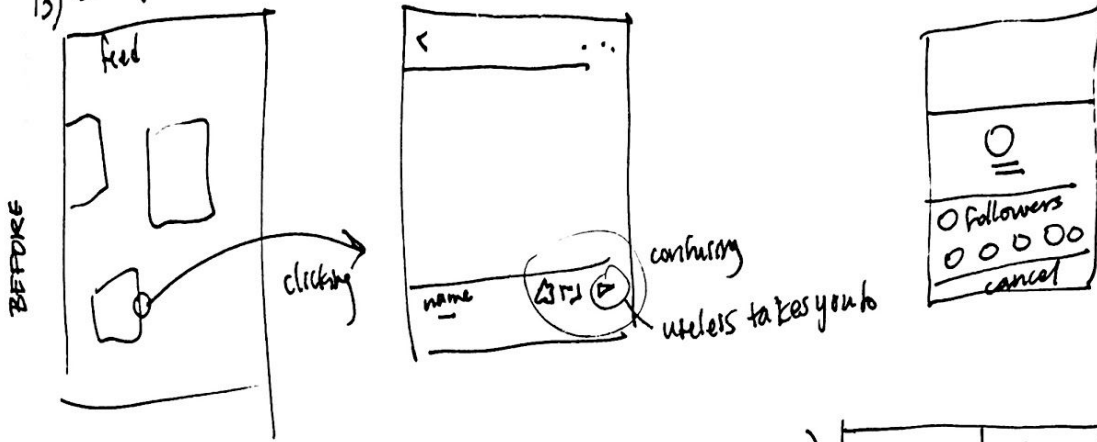
14) remove the ambiguous
arrow interaction

name ☆ ⊡ ⊗ removed

comments

add in
to discover

🔍 Discover

People
○ ○ ○ ○ ○ ○

Just for you

Selected
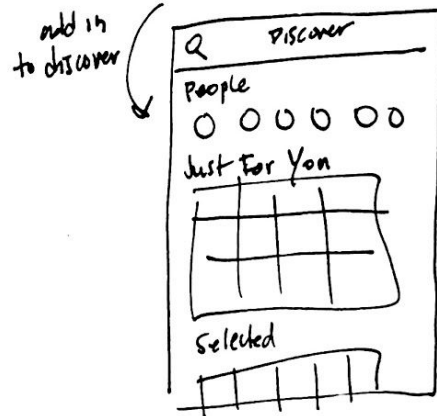
The icons are confusing:

icon changes for greater clarity:

⊖ → 🏠 icon that represents home page

⊕ → 🌐 icon that represents global search

▢ → ⊕ or ⇌ represents adding and editing photos

☺ → 👤 represents your profile

⬛ → VSCO X represents VSCO X page, advertisment

Unclear that 2 or more photos are needed for Journal:

Pop up message about Journal:

STUDIO +

upload two or more photos to create a journal
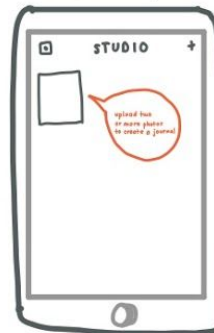
← pop up message that explains need for 2 or more photos in order to make a journal

→ right now not clear how it's possible to make a journal with only one photo

Knowing how to change strength of filter:

Pop up message about filter intensity:

click again to change the intensity of the filter

← pop up message that explains that by tapping again, You can change the intensity of the filter

Knowing how/where to add captions

X Journal →
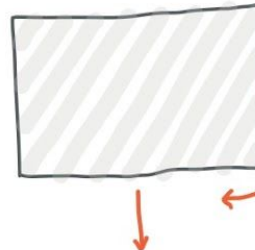
right now blank space below the photo.

REDESIGN:
type your caption here

Knowing that you must add title in order to post Journal:

CURRENT VIEW:
if you try clicking post button, nothing happens

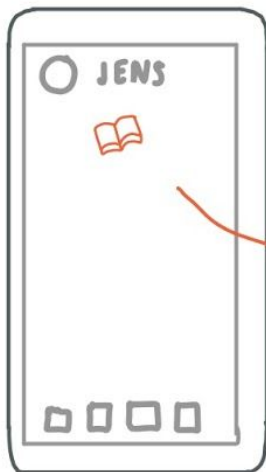REDESIGN:
pop up message:
must add title to your Journal!

✓

TITLE
subtitle

→

✓

TITLE
subtitle

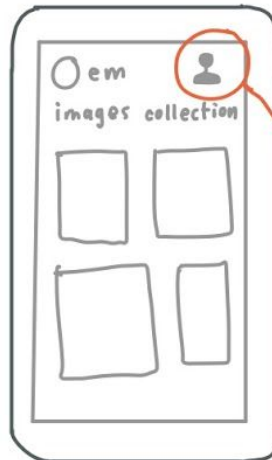## Making it more clear how to change cover photo

X Set cover image ✓
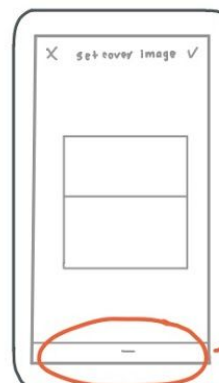
right now this bar is used to change cover photo
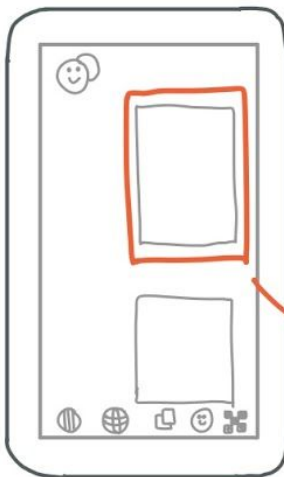
REVISED: should be done through tapping photo twice

JENS

unclear where to
find Journal action

clear Journal
Icon that is used
consistently

em
images collection

Difficult to find
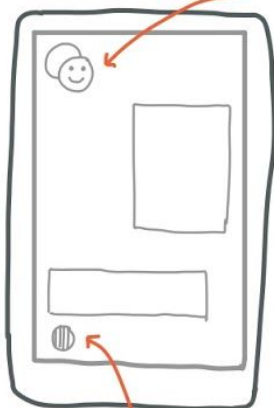who friends follow
in order to find other
friend's profile

add "People" icon
that allows you to
look at friends friends

Unclear why there
is a rainbow border around
the posted Journal

add text or "..."
that makes it
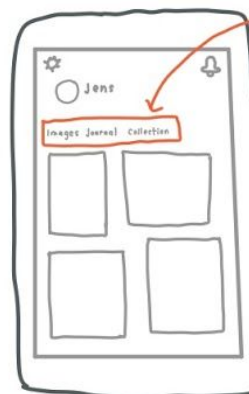clear the journal
is loading

Task Two:

clarification about what
this icon means?
switch from

magnifying
glass

right now we are on "explore" page

Jens

Images Journal Collection

we want to change
this area

→ we want an easier way to
find your friends: right now
you access your friends on the
explore page, we want to
switch this to the "profile" page

CURRENT VIEW:

Images Journal Collection
↓
REDESIGN:

Photos Collection People

includes
both images
and journal

republished
images

search,
followers,
following