



PIX CASE STUDY

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INTRODUCTION

INTRODUCTION

Now, most people choose to use their phones to take photos. But digital cameras are still required to take professional photographs. Will you use your digital camera correctly? PIX is an APP for people who want to take professional photos. It will reveal the story behind each photo.

INTRODUCTION

PROBLEMS

People who own a digital camera but don't know how to use it to take a nice photo.

SOLUTIONS

- 1.Let people get all the EXIF data of the photo which can help them to set up the parameters of the camera.
- 2.Communicate with the artist for more details.
- 3.Browse others' works for getting inspiration.
- 4.Users can see the number of viewed and liked that every post and articles have, so they can choose the best one for them.

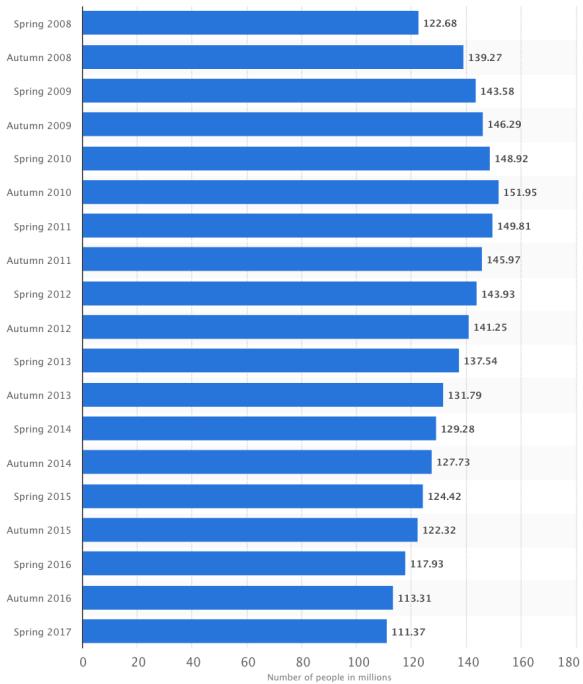
RESEARCH

RESEARCH

INTERVIEW QUESTION

- 1.Do you have a Camera?
- 2.How often do you use it?
- 3.Do you know what is EXIF Data?
- 4.Do you know how to set the ISO, aperture, or shutter speed? And what are the effects when the parameters change?
- 5.Do you think the EXIF data will help you understand how does a nice photo come out?
- 6.Would you like to share your photos' EXIF Data to others?

RESEARCH



How many people living in households that own a digital camera in the United States?

This statistic illustrates the number of people living in households that own a digital camera in the United States from spring 2008 to spring 2017. In spring 2017, the number of people who said they live in a household that own a digital camera in the United States amounted to 111.37 million.

RESEARCH

The Population of United States in 2017 is 325.7 million which means every one in three people has a digital camera. But only few of them know how to use the camera properly.



RESEARCH

What do you need to take a nice photo?



camera

Here is talking about taking a more professional photo, so it doesn't include smart-phone.



scene

Some beautiful scenes or a meaningful place.



idea

The composition, content, style, object of the photo.

RESEARCH

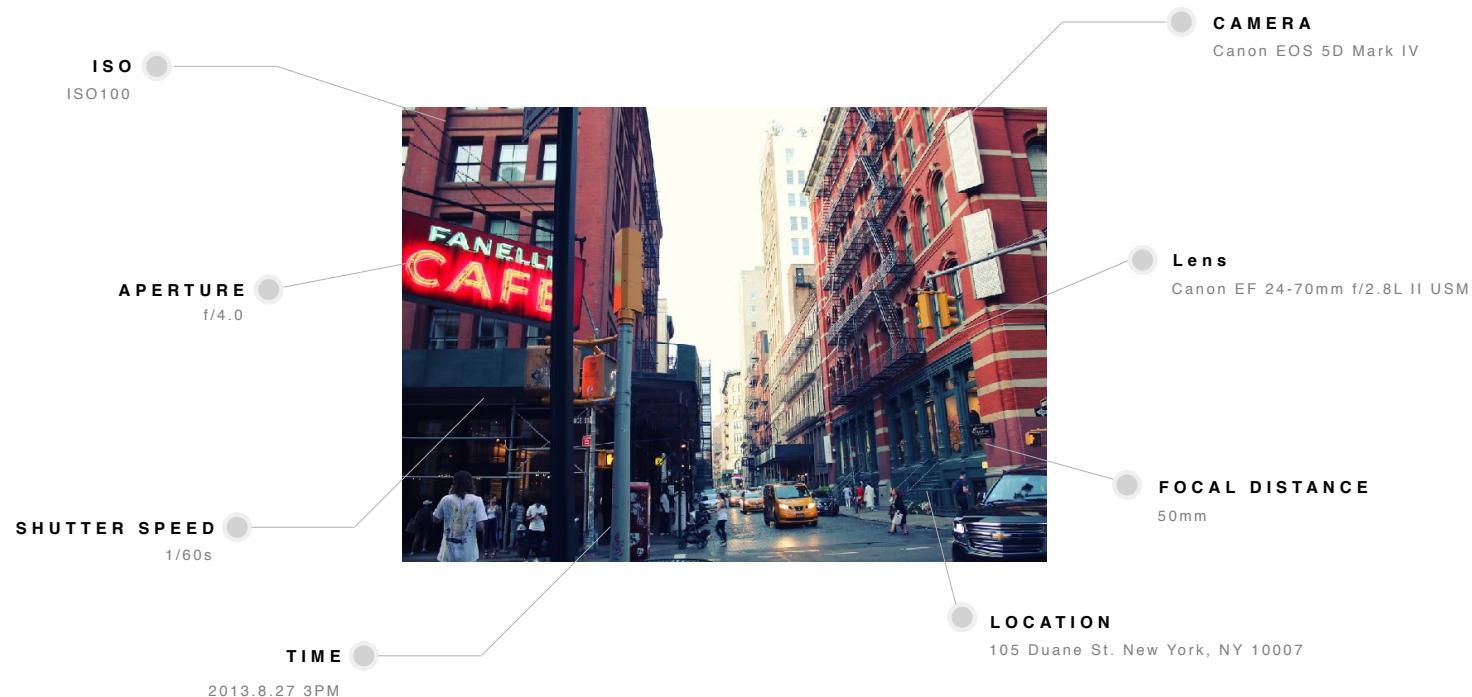


camera

In short, camera is a machine, once you set the parameters up, press the shutter, you will get the photo.

The things still confused people are that what is the effect of each parameter, or what is the differences between different camera types and lens.

RESEARCH



RESEARCH

EXIF Data

Since cameras went digital we've had a few more perks to enjoy alongside our usual photography habits. No longer do we need to pause and think "shall I take that shot?" with expensive film and processing costs giving way to reusable memory cards.

Pretty much every digital camera available today records EXIF data within each image you take. **This data is useful for improving your photography**, plus it can be quite interesting especially if you're a bit of a geek.

Regardless of how you use it, there's no arguing that EXIF data makes up one of the many benefits digital photography has over 35mm film and other formats. It's an educational tool that can help you visualize your cameras settings against a photo you've already taken.

RESEARCH

EMPATHY MAP

SAY

1. What is the difference between PIX and Instagram?
2. Wow, I really like the effect with big aperture!
3. If I want to share my photos, do I need to input all the informations by myself? That's a lot of works.

THINK

1. Can I see some other photos took by 85mm lens?
2. If I want to take a photo of Aurora light, which lens should I use?

DO

1. I am searching some tips for composition techniques, there are too many articles, which one should I believe.
2. I'm going to try my 50mm lens and see the difference with my 24-70mm lens.



FEEL

1. Its hard for me to get the parameters of some nice photos.
2. There are so many articles about how to take starry night, which one should I believe?

RESEARCH

COMPETITORS



Instagram

tumblr.

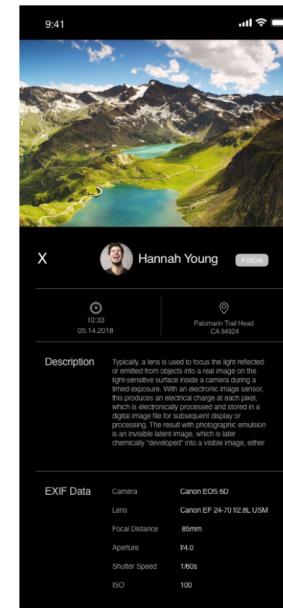
Instagram and Tumblr are the most popular photo and video-sharing social networking service. The apps allow users to upload photos and video to the service, which can be edited with various filters, and organized with tags and location information. The target users of these two apps are no limits. That is the biggest difference between them and PIX.

RESEARCH

PRIMARY IDEA

Design an app that can help users share and get the EXIF Data of photos they like.

RESEARCH



TARGET MARKET

TARGET MARKET

TARGET AUDIENCE

People who love photography and want to increase their shooting skills. They must have some basic professional knowledge about camera so that they can read and comprehend the EXIF data.

TARGET MARKET

FEATURES & CONTENTS

1. Share all the EXIF data and the story behind the photo with APP PIX.
2. Search photos by camera types, lens, parameters, scene, location, any keywords.
3. Follow the artist you like and leave comments for communication.
4. Get inspiration by browsing other people's works.

TARGET MARKET

USER PERSONA



Jessica Moore

Journalist

27

San Francisco, CA

Goals:

Learn more skills about photography;
Share the photos she take when she is on her trip.

Jessica is a 27 years old journalist. She likes travel and photography. She always envies others for taking good pictures when she browses her Instagram. She has a professional camera but she don't know how to use it. Jessica really hopes that someone can teach her some photography techniques so that she can shoot some awesome photos by herself and share them to her friends.

TARGET MARKET

USER PERSONA



Lucas Ingram

Student

22

Los Angeles, CA

Goals:

Learn some skills about shooting aurora;
Share the photos with his friends.

The Spring Break is coming, Lucas decides to go to Alaska to take some aurora shots, and she wants to learn some techniques for shooting auroras and see how others set their parameters to shoot auroras.

TARGET MARKET

USER PERSONA



James Morris

Engineer

32

Brooklyn, NY

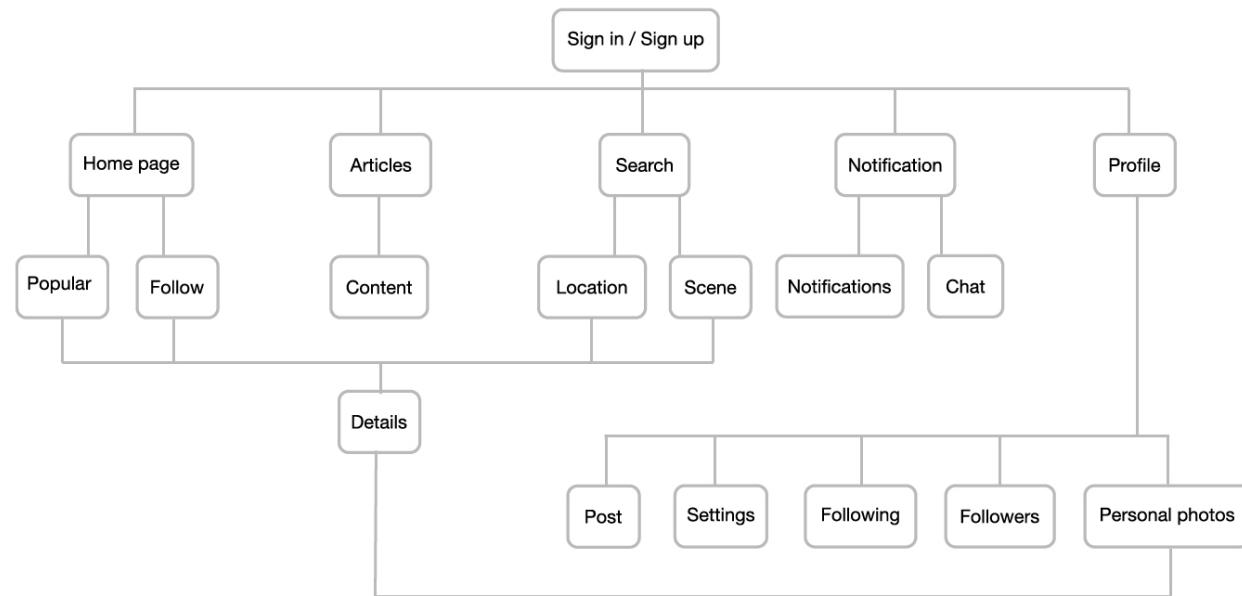
Goals:

Love photography and want to communicate with some professional photographers.

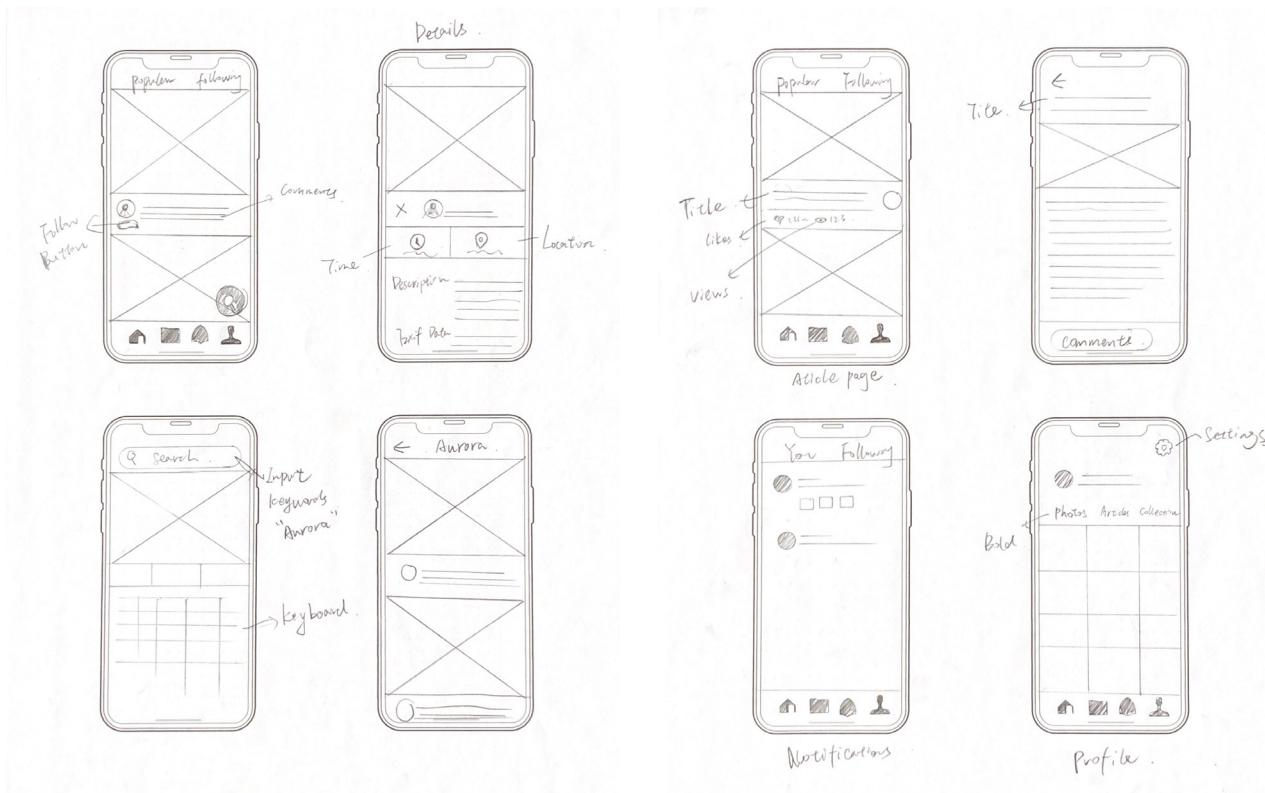
James has been enjoying photography recently. He follows a photographer Hannah Young whose photos really impressed him on PIX, so that James can see Young's photos and articles and communicate with him with leaving some comments.

UI / UX

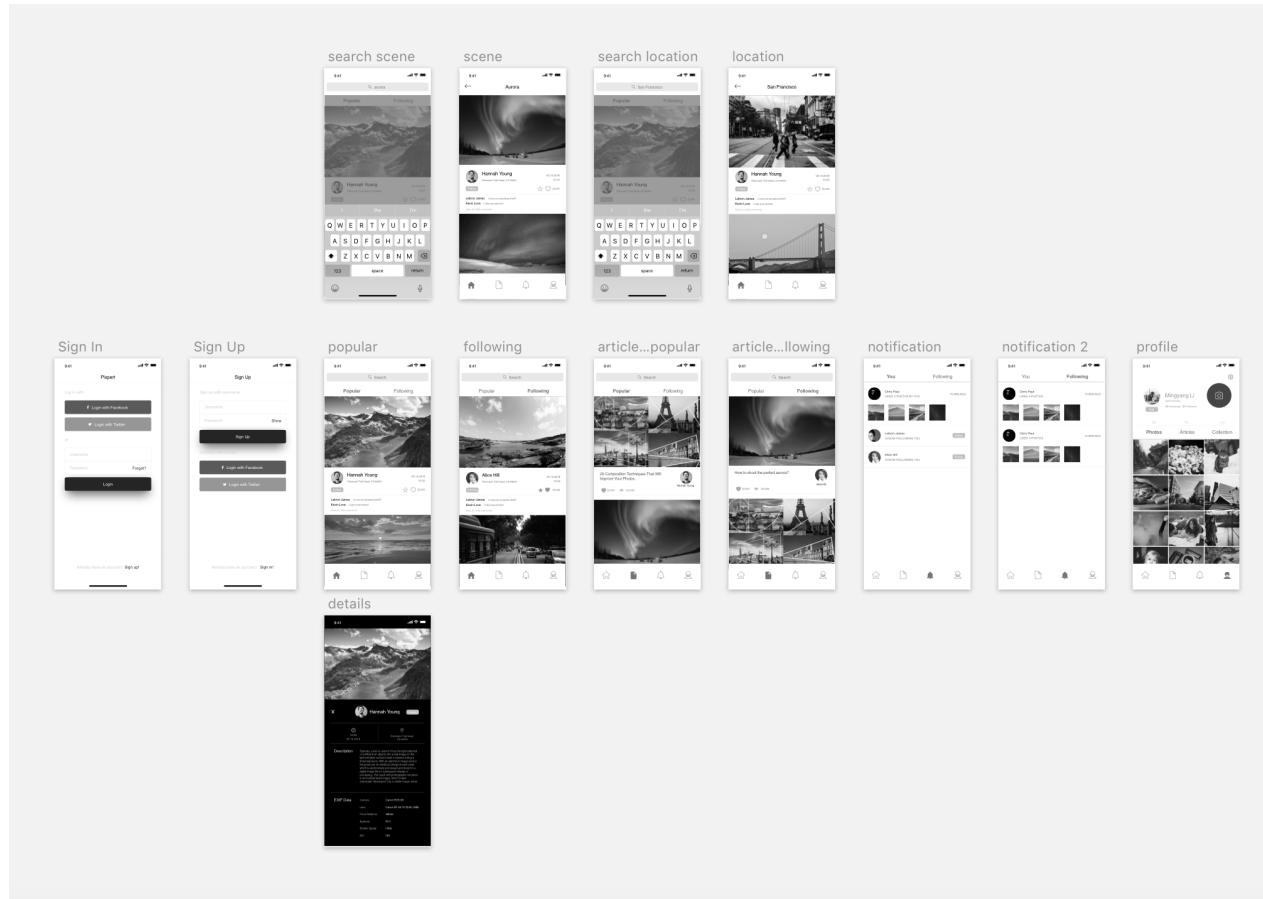
SITEMAP



SKETCHES



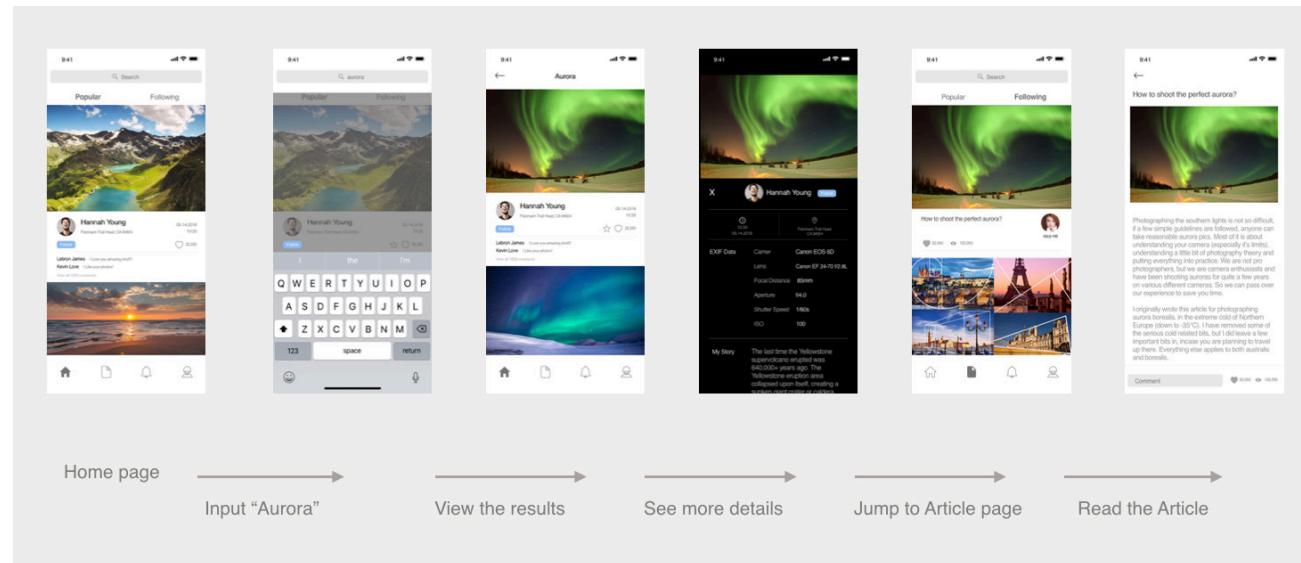
WIREFRAMES



TASK FLOW 1

USER STORY

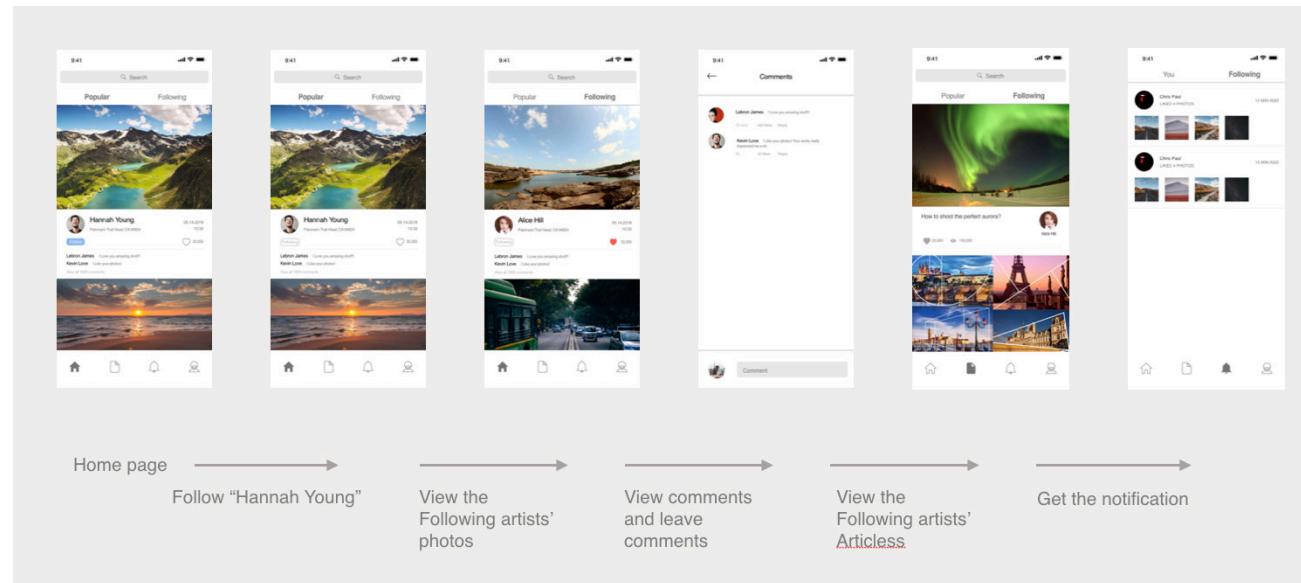
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TASK FLOW 2

USER STORY

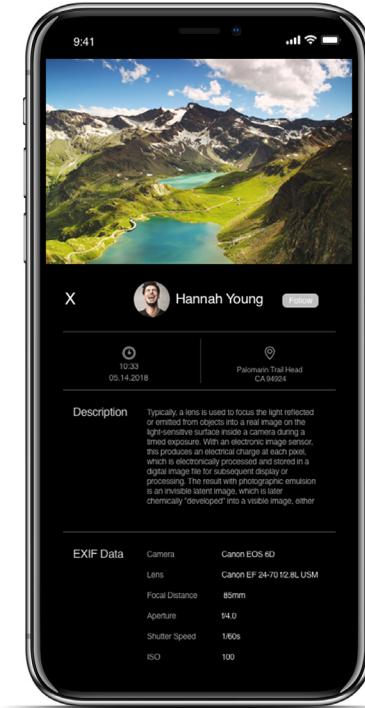
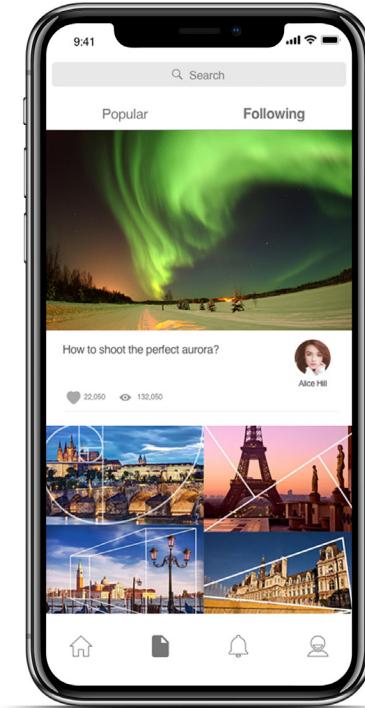
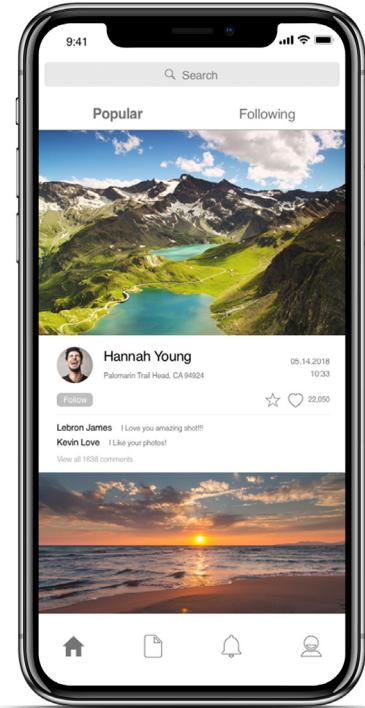
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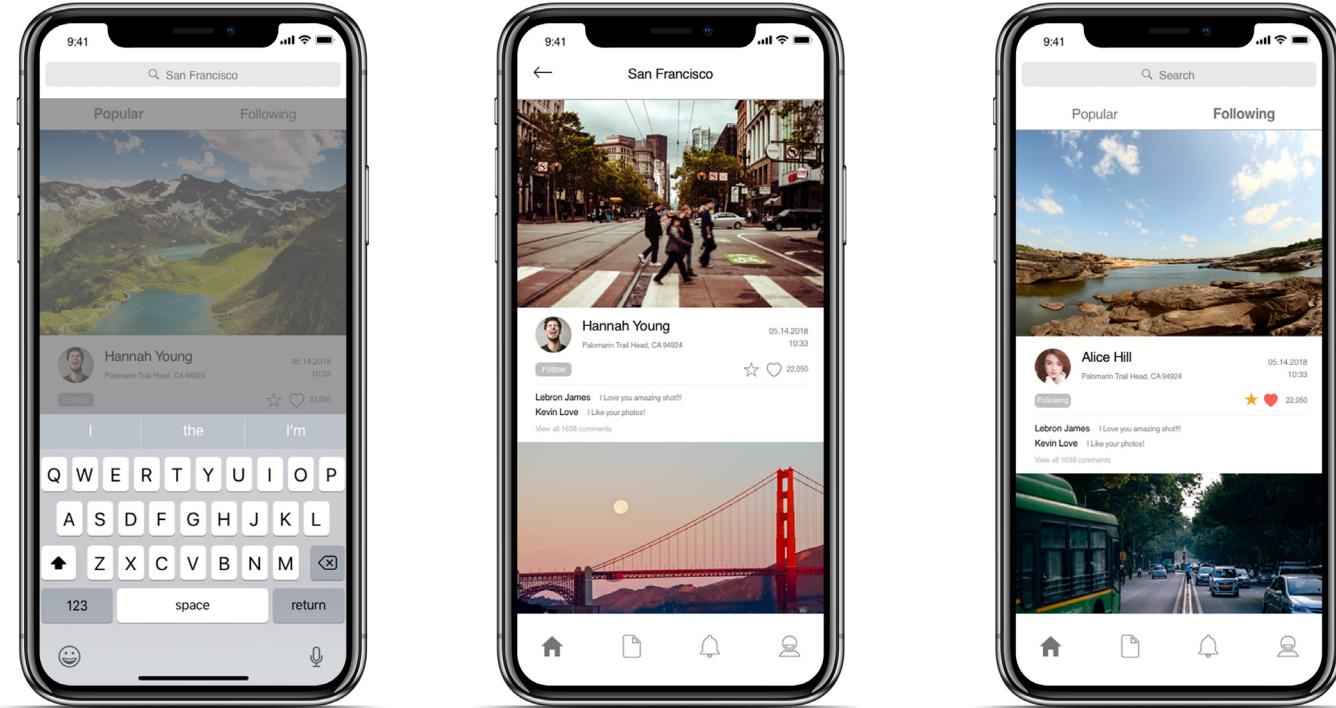
TEST RESULT

- 1.The search button is not that clear.
- 2.The size of font is too small to read.
- 3.Hope the location icon can be clickable and jump to the Google map.
- 4.Remove the post button to profile page.
- 5.Use “My Story” instead of “Description”.
- 6.Before jump to the Google Maps, users need a reminder.

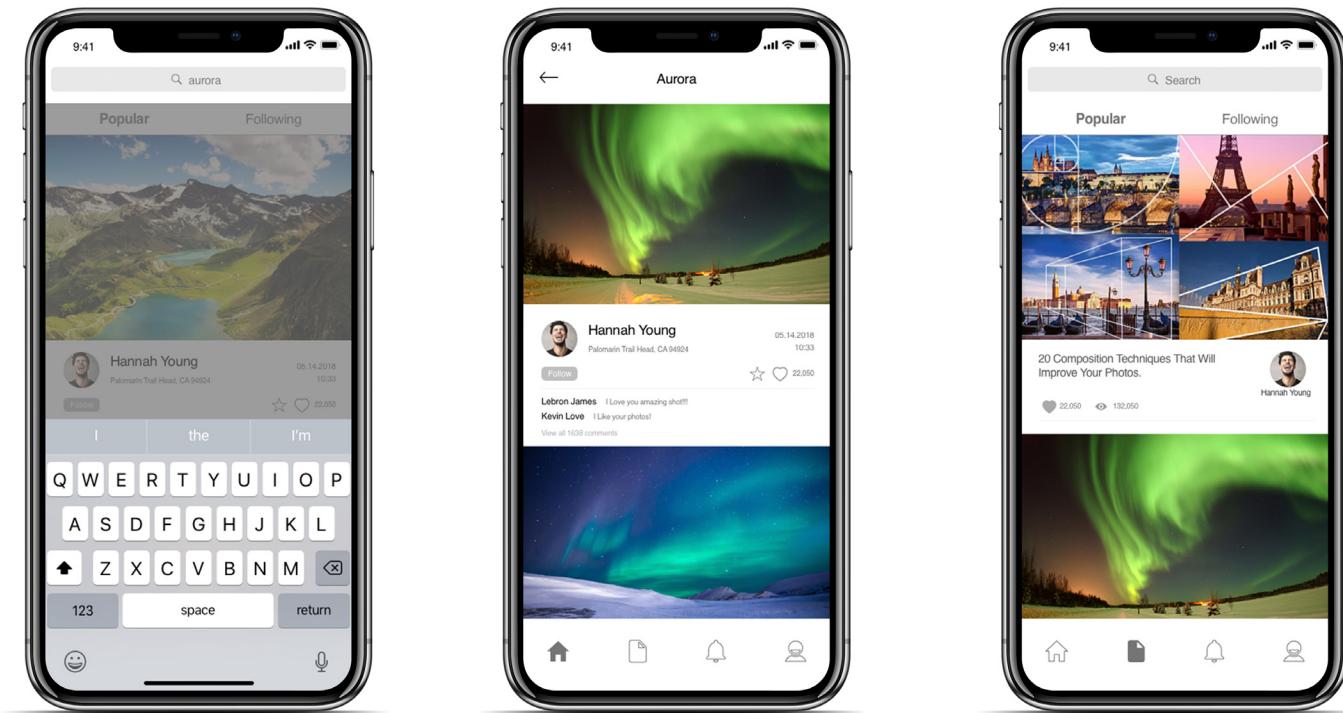
VISUAL DESIGN / MOCKUP



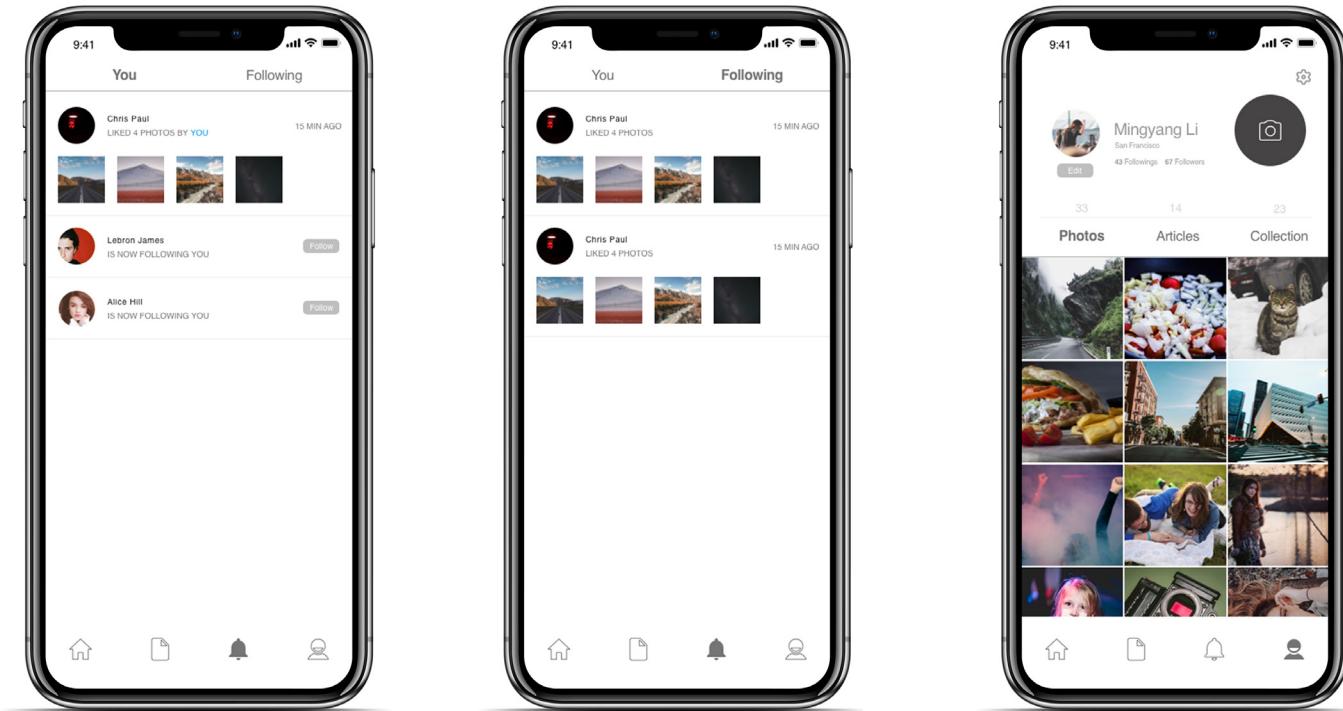
VISUAL DESIGN / MOCKUP



VISUAL DESIGN / MOCKUP



VISUAL DESIGN / MOCKUP



BRANDING GUIDELINES

BRANDING

LOGO CONCEPT



Initial of PIX

Aperture is a hole within a lens, through which light travels into the camera body. It is an easy concept to understand if you just think about how your eyes work.



BRANDING

COLOR PALETTE



C2 M19 Y6 K70
R249 G206 B111
#F9CE6F



C0 M39 Y78 K0
R249 G168 B80
#F9A850



C7 M62 Y75 K0
R227 G123 B79
#E37B4F



C13 M70 Y98 K2
R212 G106 B42
#D46A2A



C52 M16 Y0 K0
R115 G180 B227
#73B4E3



C78 M55 Y4 K0
R70 G113 B177
#4671B1



C89 M61 Y7 K0
R32 G103 B167
#2067A7



C45 M3 Y81 K0
R150 G196 B97
#96C461

BRANDING

TYPOGRAPHY

Aa

Helvetica Neue

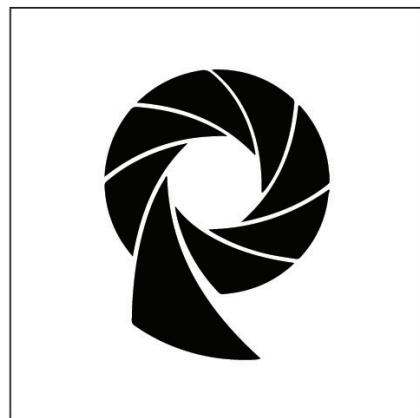
Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%^&*()

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%^&*()

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%^&*()

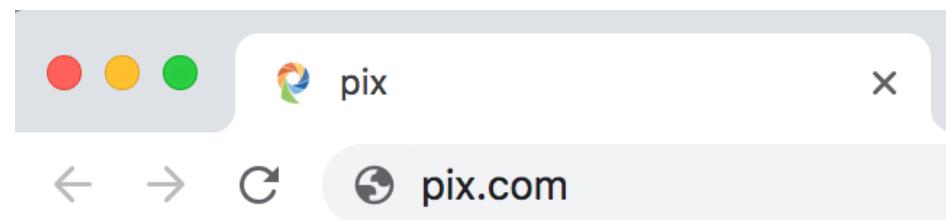
BRANDING

LOGO B&W



BRANDING

FAVICON



BRANDING

APPLICATION ICON



120px * 120px



MARKETING

MARKETING

WEB ADVERTISING

The advertisement features a central smartphone displaying the PIX app's user interface. The screen shows a grid of photos, a search bar, and various navigation options. To the right of the phone, there are two smaller screens showing different photo details and descriptions. Below the phone, the word "PIX" is written in large blue letters, followed by the tagline "Your photography assistant!" in a smaller blue font. At the bottom right, there are two download links: one for the Google Play store and another for the App Store.

PIX
Your photography assistant!

ANDROID APP ON Google play

Available on the App Store

LIST RESOURCES

1. <https://www.quora.com/How-many-photographic-cameras-are-there-in-the-world>
2. <https://www.statista.com/statistics/228876/people-living-in-households-that-own-a-digital-camera-usa/>
3. <http://www.thepeoplehistory.com/cameras.html>
4. <https://photographylife.com/what-is-exif-data>
5. <https://en.wikipedia.org/wiki/Exif>

CONCLUSION

I chose this idea because I am interesting in photography and try to solve the problem that happen to me. After this project, I think the most important part should be user testing. I received a lot of nice feedbacks and ideas. They really help me improve my project's feasibility and functionality.

mingyanglidesign.com