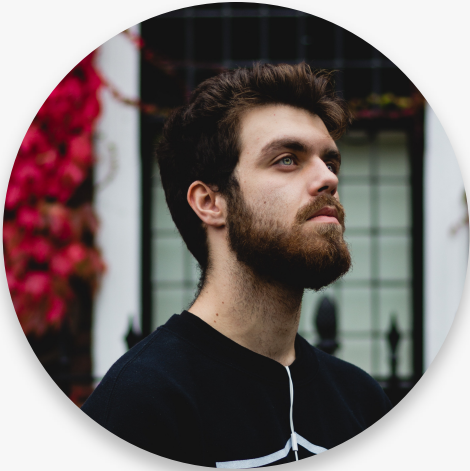# Wedding Use Case

"I want to see all the photos from the happiest day of my life"

AGE 27

JOB TITLE Marketing Manager

STATUS Married

LOCATION Atlanta, GA

PASSIONATE EMPATHETIC

CURIOUS CREATIVE

Calvin Bishop

ABOUT

Calvin recently got married to his high school sweetheart Anna. Their wedding had 200 guests made up of family and friends from all walks of their lives. At the wedding, guests were encouraged to take many photos to document Calvin and Anna's beautiful day. Although the newly weds hired a wedding photographer, they also wanted their special day to be documented through the eyes of their guests to capture the candid moments a professional might overlook. After the wedding, Calvin plans on having his guests upload their pictures to a shared album so everyone can see, collaborate, and interact with all the photos. Calvin and Anna want to collect the best candid photos and put them in a physical album, separate from their professional wedding photos.

GOALS

- Collect all the wedding photos from guests

- Collaborate with his friends and family to find the best set of photos from his wedding

PAIN POINTS

- Current photo sharing tools don't facilitate discussion or collaboration.

- Collaboration is necessary with so many photos to sift through

- The newly weds are not active on social media and would not be able to see photos their guests post.

NEEDS

- A place to collaborate with his guests to discuss the photos they share

- A centralized tool to share, edit, and choose a set of photos.

COLLABORATORS

- *Family*: Calvin will rely on his family the most to help him curate and choose the best photos uploaded

- *Close Friends:* Calvin's close friends will share and help him curate his album

- *Guests:* Calvin's guests will be the main group that shares photos to the album. They can interact with and view photos.

Simran Dhami

"I took hundreds of photos on Anna's wedding night. I have photos of everyone!"

AGE	25
JOB TITLE	Business Analyst
STATUS	Single
LOCATION	Atlanta, GA

TECH SAVVY   SOCIAL

ENTHUSIASTIC   ADVENTUROUS

ABOUT

Simran is one of Calvin and Anna's closest friends. She went to high school with both the newly weds and she knows them both very well. Simran is very active on social media, especially Instagram, and posts photos of her life multiple times a day. She loves documenting through photography and she loves doing everything on her phone. Capturing, editing, and sharing photos on Instagram is part of Simran's daily routine as she considers social media a serious hobby outside of work. During the wedding, Simran made it her goal to get pictures of everyone at the reception so that Anna and Calvin could put together an album including all of their wedding guests. By the end of the night, she had hundreds of photos on her phone that needed to be organized and shared with everyone.

GOALS

- Capture, share, and organize the hundreds of photos she took

- Collaborate with all the guests to find the best set of photos that includes everyone

NEEDS

- A place to bulk upload photos to share with a large number of people

- A tool to organize a large set of photos and collaborate with others to choose the best set of photos

PAIN POINTS

- It is time consuming and difficult to go through hundreds of photos on your own to choose the best set

- Sharing a huge number of photos with a huge number of people is difficult

COLLABORATORS

- *Family:* Simran will help Anna and Calvin choose the best photos for their album

- *Close Friends:* Simran will discuss and help edit photos with her friends

- *Guests:* Simran will be sure that every guest is included in the final album

"I want to see photos of our friends together"

AGE 30

JOB TITLE Psychiatrist

STATUS Married

LOCATION Cupertino, CA

GREGARIOUS   PASSIONATE

CONSIDERATE   SENTIMENTAL

Carlos Gonzalez

ABOUT

Carlos was Calvin's college roommate in undergraduate school. They were very good friends and had a solid friend group throughout their 4 years in school together. Upon graduation, Carlos moved away to California leaving behind a lot of friends he made in college. He misses the good times he had with Calvin and their friends while they were in school, and he makes sure to take advantage when they all can spend time together now. However, Carlos is not active on social media because he values privacy. Carlos does not use his phone to take pictures often, so he only took a few photos at the wedding that he can share. However, he really wants to see all the photos everyone else took and keep the photos of Calvin, himself, and the rest of their college friends at the wedding.

GOALS

- Find the photos of him and his friends at the wedding

- Engage and interact with his friends and their photos

NEEDS

- Keep in touch with his old friends in a more private space than other social media apps.

- A tool to organize a large set of photos and collaborate with others to choose the best set of photos

PAIN POINTS

- Social media is not private enough for him to feel comfortable to use it regularly.

- Keeping in touch with friends and their life updates is difficult without systems like Facebook or Instagram.

COLLABORATORS

- *Family:* Carlos will be contributing to discussion about photos with the family

- *Close Friends:* Carlos will be saving and discussing photos with his close friends

- *Guests:* Carlos will look through photos uploaded by guests to find photos of himself and friends

Soccer Parents Use Case

Karen Lee

ABOUT

Karen works regular 8AM to 4PM days which allows her to be very present in her kids' lives. She has two kids, one 8 years old and another 10 years old. She discovered photography a little later in life, picking it up as a hobby when her kids were born. Though she only has basic photography skills, she enjoys capturing memories of her kids to look back on later. Both children play on the same recreational soccer team in their community, where she is very involved. Karen attends every game and takes photos for all the parents, she's known as the team's unoffical photographer. There a total of 15 kids on the soccer team, meaning she has a large group of parents to share photos with. Karen doesn't want to post the pictures on social media because she's worried about privacy, and cloud sharing services have not allowed for social interaction between the parents and her photos.

"How do I share and discuss team photos with other parents regularly?"

AGE 38

JOB TITLE Civil Engineer

STATUS Married

LOCATION Seattle, WA

CREATIVE   KID FRIENDLY

OUTGOING   SOCIAL

GOALS

- Engage other soccer parents in the team through photo sharing and discussion

- Regularly share photos with other parents and family members in a private manner

NEEDS

- Easy-to-use platoform that can engage and encourage a community.

- A private space that can still encourage discussion and interaction

PAIN POINTS

- There's no satiable way to share photos where everyone can view and comment easily

- There is no current app that allows her to easily share, edit, discuss, and collaborate on a set of photos.

- Most platforms require users to download an app

COLLABORATORS

- *Other parents:* Karen will share the photos she takes during games with all the other parents, as well as collaborate to organize and edit photos. She will also interact with photos and the parents through discussion.

Bertha McCarthy

"I need something easy to use that will keep me updated with my grandchildren"

AGE	80
JOB TITLE	Retired
STATUS	Married
LOCATION	Seattle, WA

TECHNICALLY CHALLENGED

PATIENT **FAMILY ORIENTED**

ABOUT

Since her retirement, Bertha has moved closer to her children and grandchildren so that she could be more involved in their lives. However, because she is much older, she is very technically challenged and requires simple, basic interfaces when it comes to technology. Bertha regularly attends the soccer games of her grandchildren and takes photos with her point-and-shoot flip phone. However, her hands shake quite a bit, and the photos turn out blurry. She's heard that some of the parents upload photos to Facebook or cloud sharing services, but Bertha feels intimidated by complex interfaces and platforms that require a smartphone.

GOALS

- Easily view and interact with photos of her grandkids playing soccer

- Connect with other soccer parents and grandparents by viewing and discussing photos they share

NEEDS

- A simple way to view photos that doesn't involve anything more than clicking a link

- An accessible UI

PAIN POINTS

- Not owning a smartphone limits her from using photo apps

- She is easily overwhelmed with complex or crowded interfaces

- She is not active on social media which makes it difficult for her to easily view shared photos from specific people

COLLABORATORS

- *Other parents and grandparents*: Bertha will be viewing and discussing the shared photos with other contributors. She will mostly be viewing photos in this shared album.

"I want to make sure that the parents are just as involved in the team as our kids"

AGE   39

JOB TITLE   Financial Planner

STATUS   Married

LOCATION   Seattle, WA

| SPORT FAN | GREGARIOUS |
| GOOD WITH KIDS | CONSIDERATE |

Don Graham

ABOUT

Don is the team's soccer coach, which he volunteers at to coach after work twice a week. His son is on the team, which intially interested him in coaching. He is also a hobbyist photographer and enjoys editing photos. He uses Lightroom occassionally when he has a lot of time to edit an important photo, however on a normal day he likes using basic editing tools to improve images. During soccer practice, Don takes photos with his iPhone X so that parents can see how practice goes twice a week. At games, Don is too invovled in the activity on the field so he relies on parents to capture moments while the team plays. However, he finds it difficult to share and view everyone's photos across all the parents. Additionally, because Don spends so much time with the kids, he has formed a lot of connections with them. He wishes that he knew the parents and socialized with them as much as he did with their kids.

GOALS

- Edit and collaborate with other parents on shared photos

- Form connections with parents as much as he is with their kids during practice and games

PAIN POINTS

- Don doesn't have the time to use overcomplicated editing tools that exist now

- There is no easy social platform to edit other peoples' photos

- It is difficult to connect with parents when most of his time is spent with their kids

NEEDS

- A method to edit other people's photos without having to download, edit, then re-upload

- A place to discuss individual photos with the a large group of people

COLLABORATORS

- *Other parents*: Don will be uploading photos from practice, as well as editing photos that parents upload from games. He will also be socializing with other parents through discussion and interacting with photos.

Traveler Friends Use Case

"I want an easy way to share high quality photos with my friends."

AGE	25
JOB TITLE	Web Developer
STATUS	Single
LOCATION	Brooklyn, NY

CREATIVE   PASSIONATE
THOUGHTFUL   HELPFUL

Zoe Young

ABOUT

Zoe and her friends are avid travelers. They live in different cities, so they make an effort to take at least one trip together each year. This time they decided to visit Yellowstone National Park. Zoe is passionate about photography. She owns a DSLR and an assortment of lenses. Post processing is her favorite part of the workflow. She loves how she can make an ordinary photo extraordinary in post. Zoe would love to see all the photos her friends took during the trip. She enjoys seeing how everyone tends to capture the same moment in a different way and she likes having more photos to choose from for post-processing. Likewise, her friends always want to see her photos, because they know she takes great shots. She makes an effort to edit a few photos of each of person and of the group so that they all have some high quality pictures of themselves from the trip.

GOALS

- Easily gather everyone's photos, find the best ones to process, and effortlessly give the processed photos to her friends.
- Get feedback from her friends about the edits she makes to their photos.
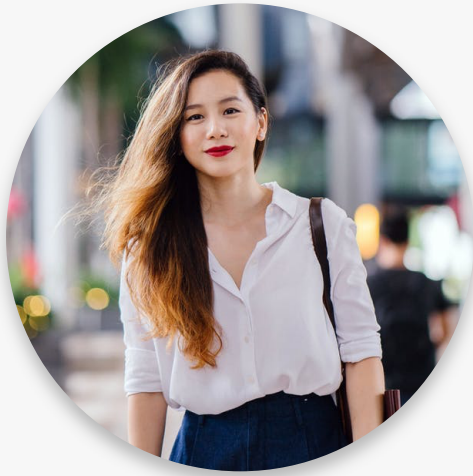
PAIN POINTS

- She recieves photos via messaging apps, which causes compression/quality loss
- Gathering all the photos and sending out the processed ones is tedious.
- Sifting through all the photos takes a lot of time. Although she likes seeing everyone's photos, it often creates a lot of clutter.

NEEDS

- To effortlessly share photos without compromising quality.
- A way to make fine tuned edits that doesn't require a lot of downloading and reuploading.
- Help with curating photos and a way to know which photos her friends like best.

COLLABORATORS

- *Friends:* Zoe will share her photos with her friends and would like to see her friends' photos. She will edit her own and her friends' photos.

"I want to find the best photos to share and look back on later."

AGE 24

JOB TITLE Fitness Instructor

STATUS Single

LOCATION San Diego, CA

OUTGOING SOCIAL

SENTIMENTAL

Amy Chu

ABOUT

Amy is the social butterfly of the group. She loves taking photos so that she can share her experiences with friends and family and have memories to look back on. She enjoys reminiscing over old photos and seeing how everyone has changed overtime. Amy wants to see all the best photos that were taken during the trip, so that she can relive the highlights when she's back at home. She and her friends often gab over the photos for days after the trip ends. Amy is very active on social media and primarily uses her phone to take and share photos. She sometimes makes simple edits and plays with film effects. She posts the best photos to her various accounts and messages the ones that she thinks her friends will appreciate to them individually. Amy would like to gather all the best photos in one place so that she can relive the trip with her friends and have a larger variety of photos to share on social media.

GOALS

- Continue the social experience of the trip through the photos that were taken.
- Access the best photos from the trip so that she can share them on social media.

PAIN POINTS

- With so many photographers, there are a ton of photos to sort through. Finding the best photos is time consuming.
- Most apps that prioritize sharing and organizing large quantities of photos aren't optimized for socializing.
- Sharing, editing, and socializing often requires shifting between 2-3 different apps.

NEEDS

- An app that allows her to both share and talk about the photos easily.
- A way to find the best photos from the trip.
- A way to easily post photos to various social media platforms.

COLLABORATORS

- *Friends:* Amy will share her photos and would like to see her friends' photos. She will look through all the photos and save the ones she likes the best. She will make simple edits to her favorite photos, share them on social media, and tag her friends involved.