Palmdale Wedding

Welcome to Palmdale Wedding and Event Photo Sharing application.
Our application allows users to easily look through pictures from events such as weddings, family events etc. This application will allow users to upload and share pictures.

The Problem
Most people have trouble sharing images and uploading in a collaborative way. Mostly we see photographers posting images in a website online but it is never collaborated with the event hosts and guests. With our application, anyone can easily see and upload images from their base.

My Role
Hi, I am Prabhpreet Singh and I am a Software Engineering graduate from San Jose State University, California, United States. I am also a photographer by passion and also do it as a side hustle. I love to create memories of events and life milestones by taking images and making videos.

User Personas

Mark

Mark

Age: 35
Education: MBA
Hometown: Palmdale
Family: Just Married
Occupation: Business Analyst

"I like applications that easily do what I want"

Goals
- Wants to view images from his wedding, and share with his social media accounts

Frustrations
- Files are too big
- Downloading is not easy

Mark just got married. Mark wants to view the images his photographer uploaded. He wants to easily download them and save in his phone. So he can upload and share with his friends and family on social media.

Mark

Mark

Age: 50
Education: Law
Hometown: Palmdale
Family: Married with child
Occupation: Lawyer

"I don't have time so I want to see all the best images in one portal"

Goals
- Wants to view images from his business event, and share with his business members.

Frustrations
- Files are too big
- Downloading is not easy

Mark owns a law firm that has a lot of connections and events. He hires a photographer to shoot his events but wants to see the best photos laid out so they all can see their images and share on LinkedIn etc.

Research

We conducted our research with potential target users, from the ages of 15-62, male and female. We started the research with assumptions and doing competitive audits to see what the competition is offering. Then we gathered the pain points users were experiencing by the insights we discovered.

Some of the pain points were:
- The text and buttons are not clear enough
- Payment process takes too many steps
- Too vague and not enough information about bikes
- App doesn't suggest accessories for my bike

The information we got allowed us to understand that our application had one main goal: to be informative but also clean and clear for users to read.
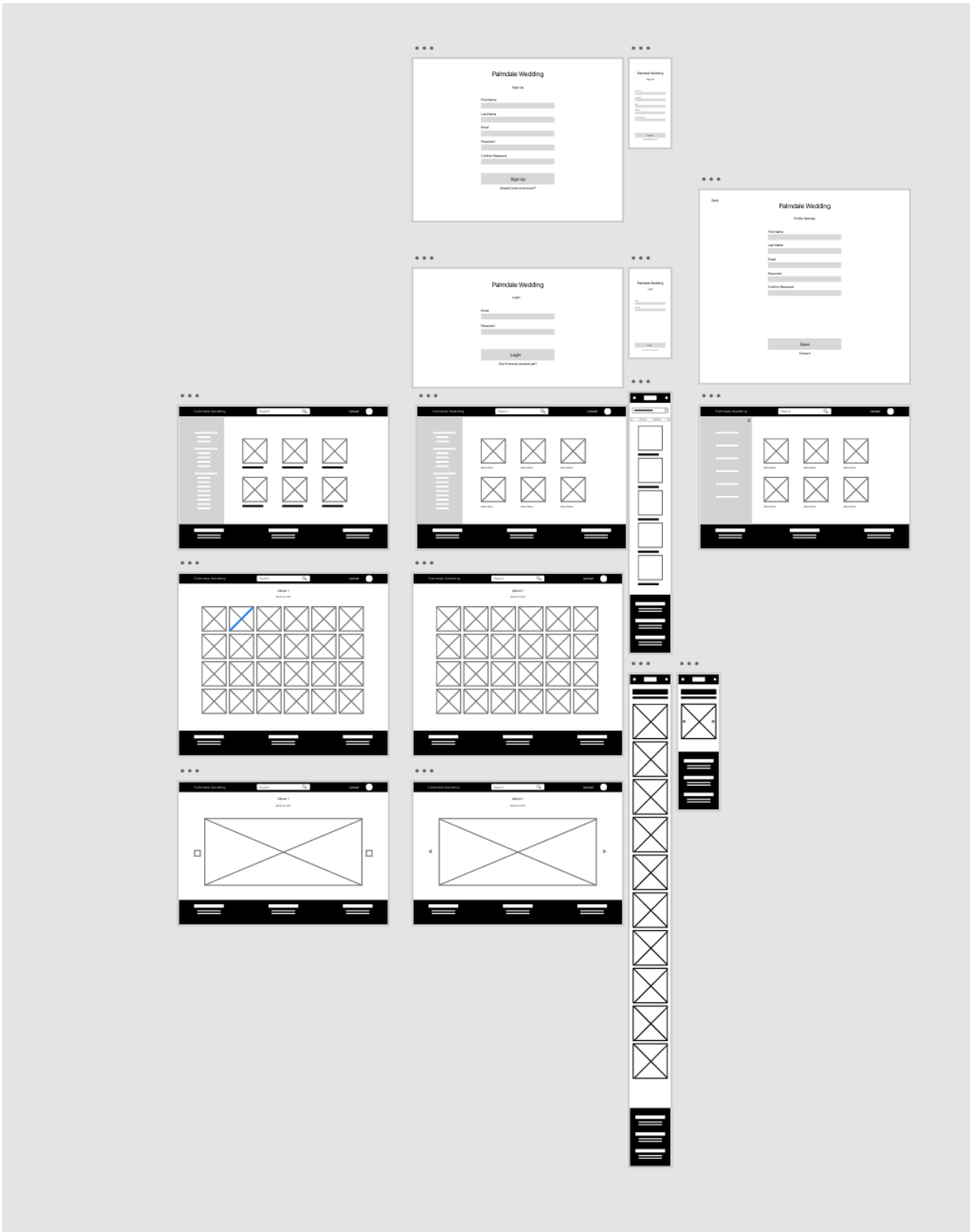
Problem Statements:

PROBLEM STATEMENT

Julia _____ is a/an college student who is hosting a party _____
           user name   user characteristics

who needs ____ to view all the images from the event _____
                                       user need

because ____ she wants to save and share the images with her friends and family _____.
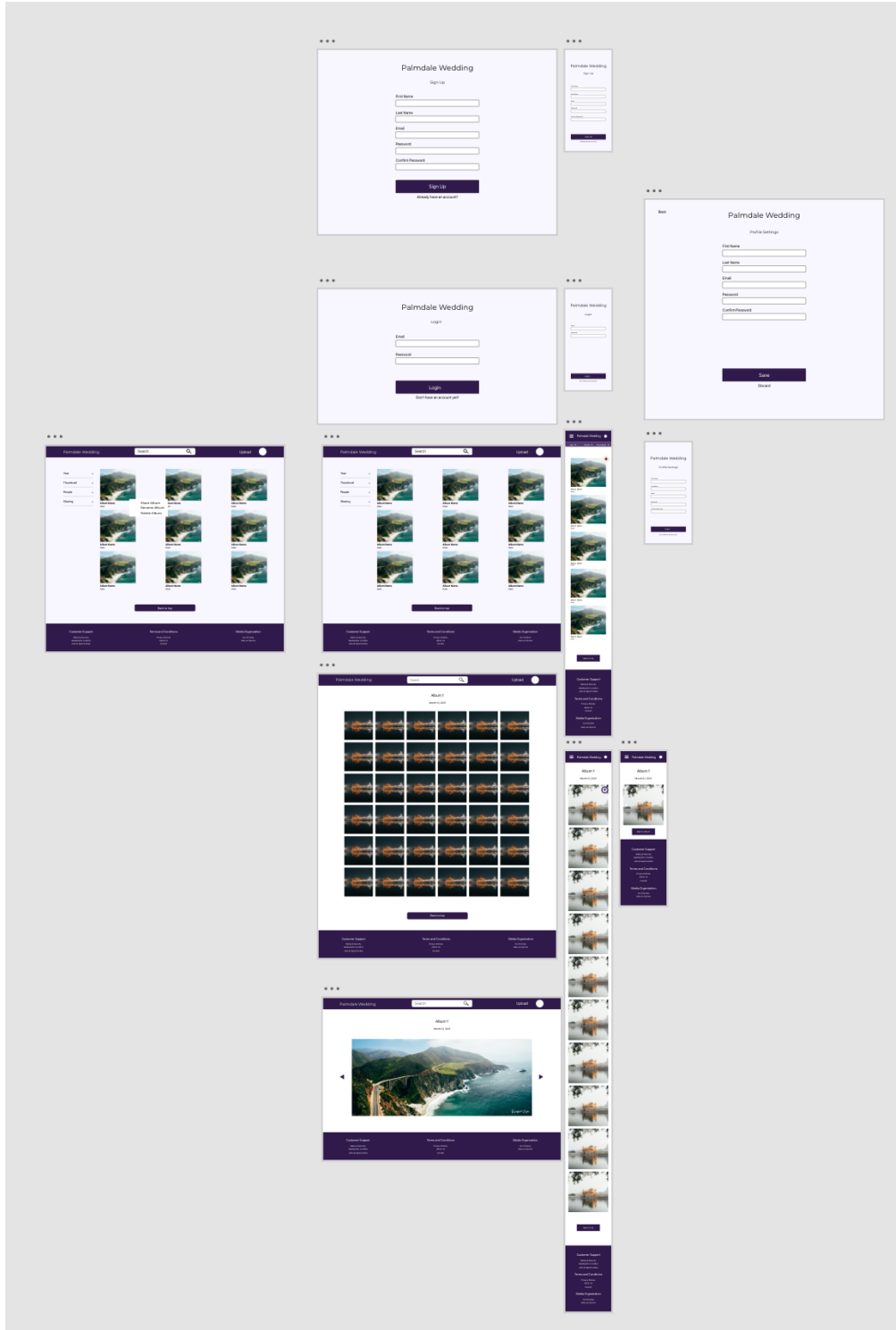   insight

Initial Designs

Usability Tests and Results

- **Title:** Usability Test of Palmdale Event Photo Sharing App

- **Author:** Prabhpreet Singh, UX Designer, prabhpreetsinghh@gmail.com

- **Stakeholders**: Photographers, Event Hosts, Event Guests

- **Date**: 06/04/2021

- **Project background**: Our application allows users to easily look through pictures from events such as weddings, family events etc. This application will allow users to upload and share pictures.

- **Research goals**: Figure out if users can easily add pictures and easily view their images.

- **Results:** We worked on bettering the application by making more pages and cleaning up the process of viewing and navigation. We also made the pages much more simpler by taking away unnecessary buttons and sliders that took away attention from the main call to action button.

High Fidelity Designs

https://xd.adobe.com/view/4ddc3a1f-d981-4563-9224-d0c11ed77f01-188f/

Accessibility Considerations

Our app is designed throughout with numbers and icons so that universally people from any background can use this application. We follow a similar process of viewing images as many other online platforms such as google, apple, flickr, etc. We also use alt text for screen reading if any of our users expect it to be. However, this application is for image viewing, we would not think that vision impaired individuals will be using our application. But just in case, we also have them covered!

What I learned

Mainly from this whole project I learned that a simple task of viewing images online has a lot more features built into it than a user may see once the product is finalized. Just like any platform, once you find pain points, that's when you notice that the app is broken and not good enough. If it is done well, it will not even be noticed. I am also really thankful for all the experience this project has taught me. Having included research and studies has made my project much cleaner and open to a larger population of users.