

Midterm Report

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Executive Summary

Our group performed an expert review that was used to evaluate Flickr. Flickr is a social media website that allows users to upload and share various photos from around the world. Not only are users able to upload pictures from their computer but they can also do the same through the mobile phone. Throughout the assessment, two inspection methods of evaluation were used: Cognitive Walkthrough and Heuristic Evaluation. The review consisted of observing and evaluating the web application and mobile application interface as well as many core features of Flickr such as: photo sharing, adding contacts, commenting on photos, deleting and editing photos as well as changing privacy settings.

The expert review revealed these key findings:

System is non-intuitive to users and navigation is inconsistent.

- The Explore and other tabs are not colored or shadowed or marked in any other way possible to indicate that a user currently is on.
- For the first time users, it is not feasible to know what is the icons does without clicking them. This process is cumbersome and non-intuitive due to absence of tooltips, labels or other hints.
- Users were unable to find a clear visible way to return to their current gallery while browsing photos one at a time in expanded mode.
- Users have issues when trying to the exit the mobile application. There is no clear way to exit the system thus, causing the user's battery to run low.

• Uploading, deleting and editing photos is cumbersome

- Users run into the issue of not having many editing options at their disposal on the mobile application. Users are not able to add props or frames to photos to make them more unique.
- Most users, while organizing their photographs, found it an extremely challenging and non-intuitive task to delete duplicates or photos that were no longer needed in their sets.
- Users are not able to edit photos once they have been uploaded through the mobile application. They must edit the photos (i.e. crop, change color, etc.) prior to the upload.

Adding contacts and setting up restricted views is limited

- Professional users faced a problem in locating where they can restrict views to their clients only. Most users had immense trouble finding the privacy settings options.
- Not many options for users to make their photos private and only allow certain individuals to see pictures.

The key recommendations are as follows:

• Follow industry standards

- While users navigate throughout the system, the tabs that they are under could be highlighted a different color from the rest, ensuring that the user knows where they are at all times.
 - Also they should be able to navigate easily back to the previous page either using the "Back" button or the highlighted tabs.
- o Incorporate the "hover" option for all users. When first time users hover over an icon, an additional box should pop up and say what the icon is.
- "Sign out" should be listed as an option on the main menu. Users should not have to hunt down how to properly sign out of the application.

Make the mobile and web application more synonymous

- Allow for mobile users to have more editing options with photos (i.e. adding frames, props, etc.)
- o Mobile users should be able to edit a photo after it has been uploaded.

Have more restrictive options

- Users should be able to add various people to view their private work, even if they are not on Flickr.
- Possibly have users import their email address books to invite others to view their photos.
- Have a field where users can type in friends/relatives/clients email addresses in order for them to see their photos.

Change deleting options

Have the ability for users to delete multiple photos at one time on both applications.

I. Application Overview

Flickr is an image and video hosting website, and web services suite that was initially created by Ludicorp in 2004 and later acquired and maintained by Yahoo! in 2005. It serves as a popular website for users to share and embed personal photographs and as an effective online community. The service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media. Some developers have also created a number of apps hosted on Flickr using it's API.

Flickr works well on all browsers and for mobile users, it has official apps supported on Android, iOS and Windows Phones. Members can share albums containing their photographs and videos with other members and non-Flickr users. Visitors need not create an account to view shared content.

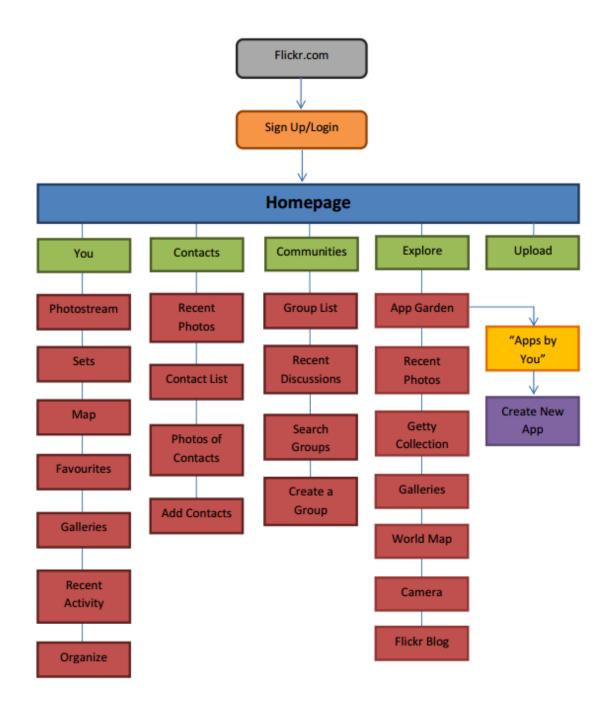
USER PROFILES:

Based on Flickr's functionality and goals, we have identified four discrete user groups that may interact with Flickr at any point of time. These include:

- Regular User: uses Flickr simply as a place to store all photographs and share them with others.
- Photographer and Professional User: uses Flickr for creating Portfolio and showcasing their collection.
- Visitor: visits Flickr only to view someone's album. Typically accesses the site via a shared link
- **Developer:** uses Flickr API to use the website's services and features in personal apps and web pages.

We have identified user scenarios based on these platforms which have been discussed at length in the Appendix A. Two scenarios for each user profile, one based on the desktop website and the other on the Android mobile device have been considered. So a total of 8 scenarios were evaluated. Tasks were common to both the scenarios.

SITEMAP:



II. Methodology

Severity Rating System:

Throughout this evaluation, four severity levels were identified to represent the magnitude of impact that an issue can have and how soon necessary corrective measures should be taken to rectify the issue.

- Low: potential problems exist but can be ignored
- Average: problem exists and should be fixed, but not necessarily immediately
- **High:** serious issue and needs to be fixed as soon as possible
- Critical: problem has severe impact and should be fixed right away

STRATEGY FOR COGNITIVE WALKTHROUGH:

The usability issues have been categorized as follows:

- **Navigation Issues** within certain elements of the website such as photo stream browsing, profile navigation etc.
- Issues pertaining to *Privacy and Sharing content*.
- Issues pertaining to Organization of Content and Interface Design.

The scope of problems is indicated by the platform on which they were observed, that is, Desktop Website or Mobile Application. Also, all findings were organized by 'Tasks in Scenarios'.

A total of 12 problems were found as a result of Scenario based Inspection which have been described in III A.

STRATEGY FOR HEURISTIC ANALYSIS:

The heuristic evaluation inspected five areas:

- You: Photostream/Sets
- Explore
- Contacts
- Upload
- General Features
- Mobile application

All findings were organized by 'Screens in Sitemap'.

"10 Usability Heuristics for User Interface Design" by Jakob Nielsen was used. They include:

- Visibility of system status
- Match between System and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose and recover from errors
- Help and documentation

A total of 13 usability issues were discovered during Heuristic Evaluation which are described in III B.

III. Usability Inspection Results

A. COGNITIVE WALKTHROUGH:

- A. Navigation Issues within certain elements of the website such as photo stream browsing, profile navigation etc.
- 1. Understanding the functionality of icons (for the first time) without clicking them is cumbersome and non-intuitive due to absence of Tooltips, Labels or other Hints.

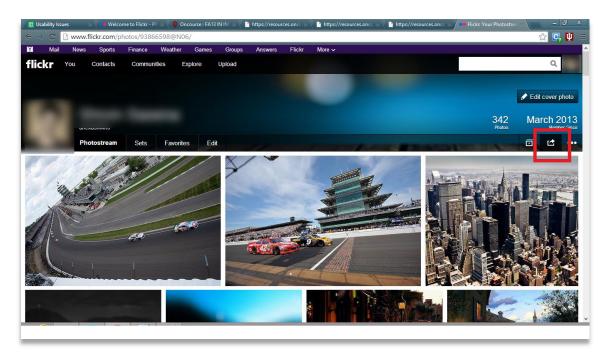


Figure 1 The red box highlights the icons area where the mouse currently is positioned; however, no tooltip appears to suggest what the icon does.

Platform: Desktop Website

Category: Navigation

Severity: High

Description: Users were unable to guess what unfamiliar icons do until they clicked them. No clues in form of Tooltips were provided.

Recommended Solution: When working with a new interface, users are generally apprehensive of clicking unfamiliar buttons lest something should go wrong. Visual clues and hints in terms of tooltips on mouse hover should always be provided to enhance clarity.

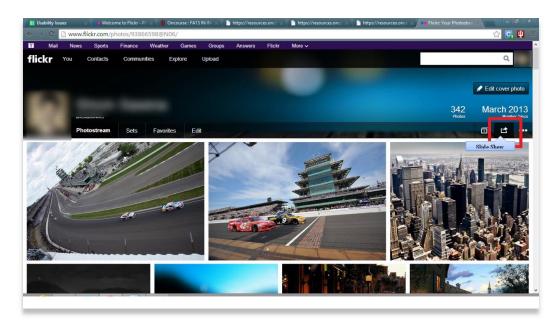


Figure 2 shows the recommended solution to display a small tooltip upon mouse hover over any unlabeled icon.

2. Unable to navigate from current photo (viewed in expanded mode) to corresponding photo stream/gallery.



Figure 3 In the snapshot above, a photo is being viewed in expanded mode. This is the visible part of the screen and no clear method of going back to the original album can be seen.

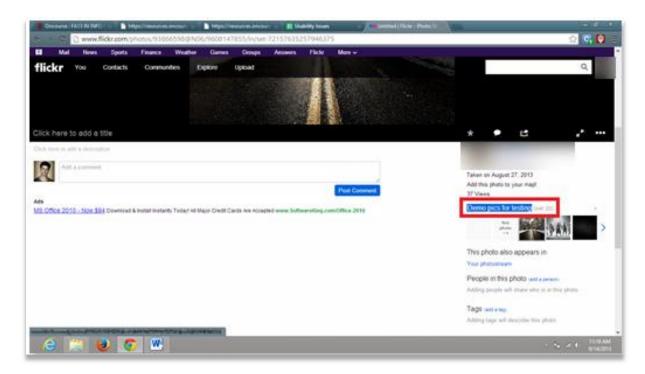


Figure 4 It is only when the user scroll down and clicks the name of the Set again can they head back to the album.

Platform: Desktop Website

Category: Navigation / Interface Design

Severity: High

Description: Users were unable to find a clear visible way to return to their current gallery while browsing photos one at a time in expanded mode. Clicking the back button on the browser would only take them to the previous page they visited which was usually the previous photograph in the album.

(Also found in Heuristic Evaluation. Refer III. B. Table 1. 2)

Recommended Solution: The only way to perform this task is to click the name of the Set/Group being currently viewed. However, this clickable "name" label appears far below the photograph and is generally not directly visible unless users scroll down and look at the right column. This should either be repositioned and placed at the top or a separate button (a back arrow etc.) be used somewhere next to the current photo in expanded mode which makes it evident that it can be used to return to the album directly.

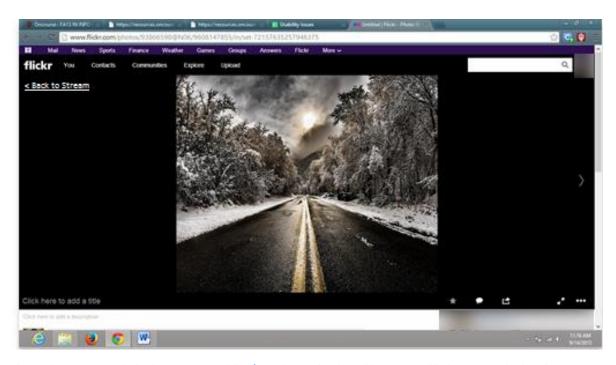


Figure 5 shows the recommended solution to use a label/icon that is clearly visible at a suitable location and takes the user back.

3. Signing out of Flickr using the mobile app is unclear.

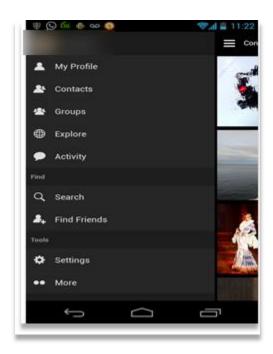


Figure 6 Lack of a "sign out"/"log out" label in the menu within the mobile app.

Platform: Mobile Application

Category: Navigation

Severity: High

Description: Signing out of the application is not clear on the mobile application.

(Also found in Heuristic Evaluation. Refer III. B. Table 6. 2)

Recommended Solution: Flickr should add a clear sign out button on the main menu when a user clicks their name. Otherwise it is unclear how to exit from the application and if anyone else uses the phone they can see as well as post on the user's behalf so it is unsafe.

4. Deleting multiple photos was a time-consuming and cumbersome task.

Platform: Desktop Website

Category: Navigation

Severity: Critical

Description: Most users, while organizing their photographs, found it an extremely challenging and non-intuitive task to delete duplicates or photos that were no longer needed in their sets. It was difficult for them to navigate to the page which provided this functionality and even if they did reach the page, it took them even longer to figure out how to delete multiple photos. (Also found in Heuristic Evaluation. Refer III. B. Table 4. 1)

Recommended Solution: Many other image and video hosting websites maintain consistency in certain functions such as deletion of items by making the task as identical as possible to similar regular functions users perform daily. For example, in Picasa, multiple images can be simply selected holding the "CTRL" key and then pressing the "DELETE" key removes the selected images; this is analogous to deleting files on your local file system. Flickr makes use of batch operations in its organizer which should be significantly simplified for user convenience.

- B. Issues pertaining to Privacy and Sharing content.
- Creating custom user groups and sharing photos with them is cumbersome and unintuitive.
 Lack of customizing options make sharing with a particular user group, while maintaining desired level of privacy, impossible.

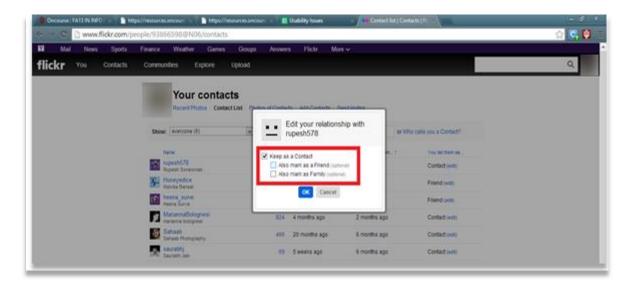


Fig 5. Existing/New Contacts can only be organized under two groups: Friend and Family. There is no provision for creating custom groups with different privacy settings.

Platform: Desktop Website

Category: Content Privacy

Severity: High

Description: Users, such as Remy (Profile: Photographer and Professional User, Scenario 1) needed to share their work with clients but were forced to add their contacts under the "Friends" category due to unavailability of a feature to create custom contact groups. This meant that all permissions that applied to "Friends" also applied to these potential clients. This is something users had a problem with.

Recommended Solution: Flickr currently supports only 3 contact categories: "Friends", "Family" and "Friends and Family". It should provide a feature where users can create their own groups and accordingly set the permissions for each group. Certain contacts could belong to multiple groups.

2. Sharing a photo or a Set with multiple contacts is a time consuming task when done using the "Share via email" feature directly from Flickr.

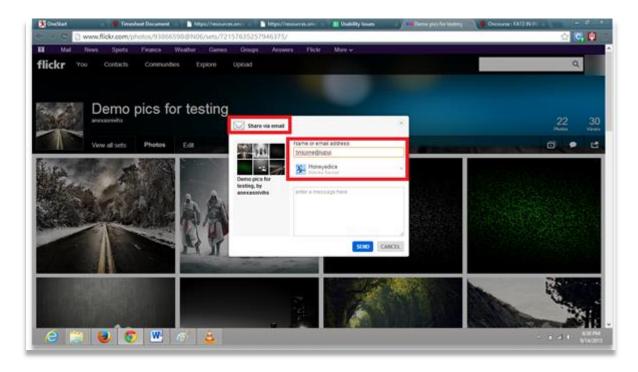


Fig 6. Email addresses must be entered one by one. There is no existing list of contacts from Yahoo, Gmail etc which can be directly used.

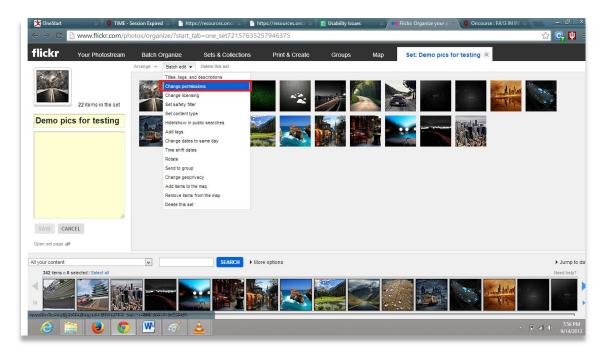
Platform: Desktop Website
Category: Sharing Content

Severity: Average

Description: When users wanted to share their photos with family and friends, it was a cumbersome task since they needed to insert email addresses one by one and there was no list of contacts to choose from.

Recommended Solution: Since Yahoo! owns Flickr, an easier way of importing contacts is from a Yahoo email account. Thus, finding contacts would be more convenient. Also, Google or Facebook accounts can be used for the same purpose. It would make the task of sharing the photo(s) with multiple contacts much faster. The alternate solution that most people already use is to grab the shared link and send it explicitly through their email account and not directly from Flickr.

3. Changing Privacy settings for shared photos/albums is tedious, limited and non-intuitive.



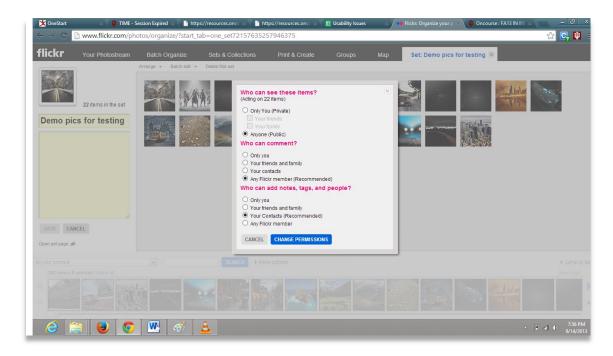


Fig 7. Most users had immense trouble finding the privacy settings options. Even if they did find it, they could only change the settings for two user groups and couldn't create separate for a specific set of people.

Platform: Desktop Website

Category: Content Privacy

Severity: Average

Description: Professional photographers, for instance: Remy, faced a problem in locating where she can restrict views to her clients only. Most users had immense trouble finding the privacy settings options. The lack of ability to be able to create new user groups meant that the privacy settings could only be configured for the two permitted categories.

Recommended Solution For easier navigation, important functionality provided by the website should potentially be placed at the top tabs along with the other options of equal importance. The terminologies, such as "Batch Edit" etc. must be changed to something that's more universally understandable. Also, there must definitely be a provision to create custom groups and organize contacts.

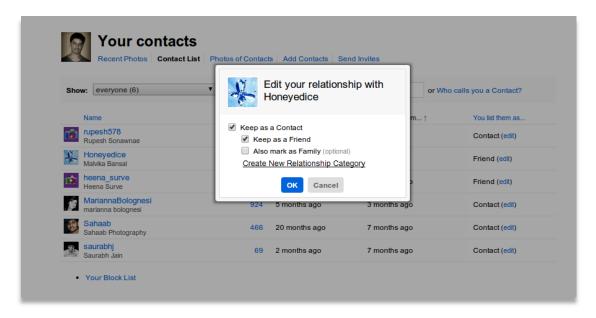


Figure 7 shows the recommended solution by adding a provision to create custom relationship categories.

C. Issues pertaining to Organization of Content and Interface Design.

1. Photos can be edited in the desktop version of the website but not within the mobile app.

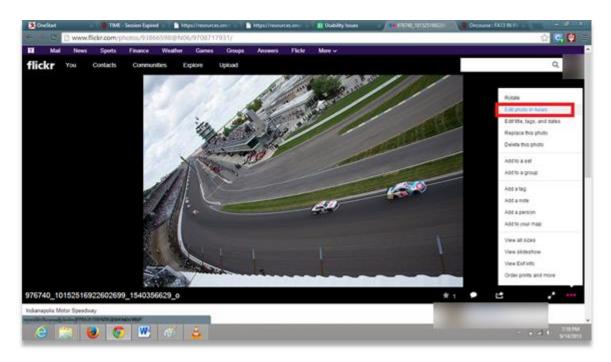


Fig 8. The desktop version of the website allows editing of photos via Aviary. No such similar third party service or Flickr's own service is available on the mobile app.

Platform: Mobile Application

Category: Interface Design

Severity: Low

Description: For users like Ken, one cannot edit and crop photos via the Flickr App. That feature is only available on the desktop version of the website.

(Also found in Heuristic Evaluation. Refer III. B. Table 6. 3)

Recommended Solution: For beginning professional who would like to start their portfolio via Flickr, they must be able to edit and crop pictures if there is no desktop around. Flickr needs to provide the features of editing, cropping, and reducing red eye etc. on the mobile app too. It need not have the extra effects the web version has, just the basics.

2. Functionality of the search box is unclear.

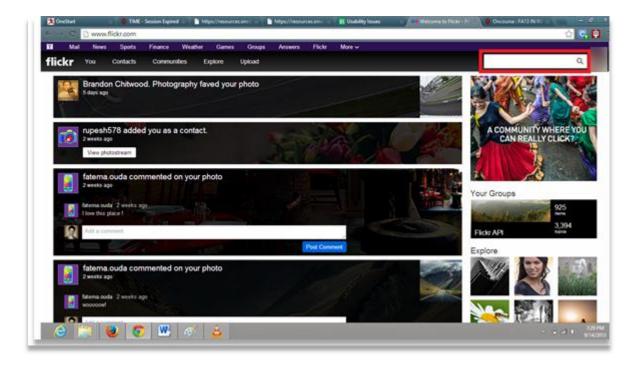


Fig 9. There is no clear label indicating what the search box can be used for.

Platform: Desktop Website

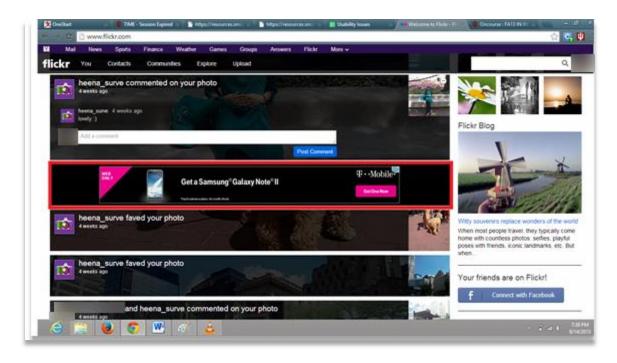
Category: Interface Design

Severity: Low

Description: The search box at the top-right corner of the home page is misleading and ambiguous. When provided a keyword it returns photos uploaded to Flickr containing the keyword as a tag/description.

Recommended Solution: There should be a clear label indicating what the search type is, that is, whether it searches for people, photos, groups, etc. and allow the user to select the search type.

3. Display of advertisements on the main activity wall and other portions of the screen as well.



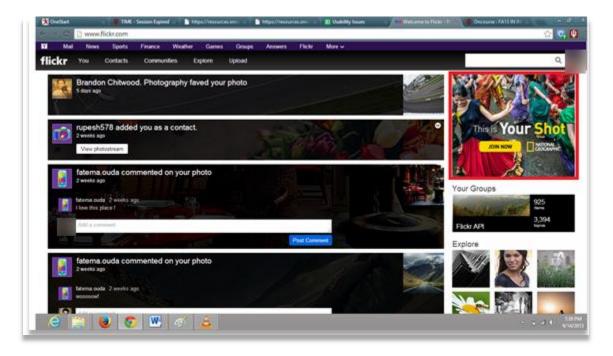


Fig 10. The first snapshot shows the advertisement being displayed out of context on the user's activity wall. In the second snapshot there is another advertisement being displayed in the right column; this position is still better for displaying ad content.

Platform: Desktop Website

Category: Organization of Content

Severity: Low

Description: On every user's wall, there seems to be a slot (amongst the other notifications) dedicated to displaying ads. This ad slot seems out of place and was found to be annoying for most users.

Recommended Solution: Ads should typically be grouped and placed in one section of the page where they can either be found all at once or be conveniently ignored. Flickr already displays one ad in the right column at the top, so subsequent ad slots could be displayed underneath it as well. This will be more pleasing to the users however it may interfere with business goals.

4. Distinction between Sets and Collection is unclear.

Platform: Desktop Website

Category: Organization of Content

Severity: Average

Description: Users who are using Flickr website to showcase their business products, wanted to create albums for each batch of items they have. Confusion was between "Collection" and "Sets".

Recommended Solution: Proper distinction between "Collection" and "Sets" should be provided. A simple solution could be a definition of each when the mouse hovers over each of them.

5. Redundant multiple "Upload" buttons.

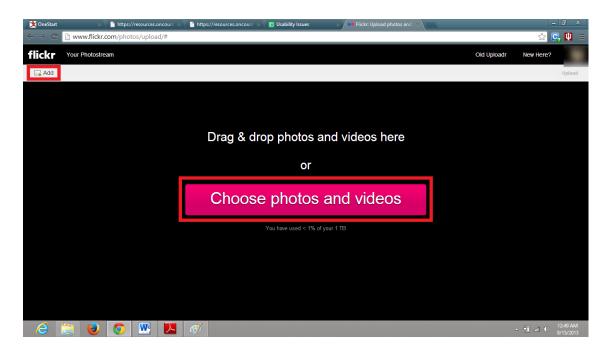


Fig 11. In addition to "Drag & Drop", there are two other buttons (marked in snapshot) that can be used to upload photos.

Platform: Desktop Website
Category: Interface Design

Severity: Low

Description: When the page shown in the snapshot is first opened, users were confused about which button to use for uploading their photos or should they simple drag & drop the files into the browser window.

Recommended Solution: It is observed that once a few photos are selected from the open dialog box that appears after clicking any of the buttons, in the subsequent screen the "add" button on the top-left is retained (to be able to add more photos if necessary) thus making the pink larger button in the initial screen unnecessary. A simple straight forward solution would be to remove one of these buttons in the first "upload" screen.

B. HEURISTIC EVALUATION:

Table 1 You: Photostream/Sets

Severity	Heuristic Violation	Description	Recommendation
High	User control and freedom	No clear icon that indicates how a user can "like" a photo.	Have a clearly labeled "like" button with each photo.
High	User control and freedom	When a photo is chosen to enlarged, there is no clear back button to take the user back to the original photo stream. (Also found in Cognitive Walkthrough. Refer III. A. A. 2)	Create a button or link that says "Back to Photostream" to take users back to the original page.
Average	Help users recognize, diagnose and recover from errors	After uploading a picture, a user can't edit a description. Beneath the photo there are several options to "edit titles, tags and dates" but not description.	Add an icon to every photo that is uploaded that will allow users to edit description of photos.

Table 2 Explore

Severity	Heuristic Violation	Description	Recommendation
Low	Visibility of system status Recognition rather than recall	The tabs are not colored or shadowed to indicate that a user currently is on this page. The user has to remember how he/she arrived at that page. Refer Appendix B Fig 8, Fig 9 and Fig 10.	In order for the user to know where they are, have the tab that they are currently on be of a vastly different color than the rest of the tabs. Refer Appendix B Fig 11.

Table 3 Contacts

Severity	Heuristic Violation	Description	Recommendation
High	Flexibility and efficiency of use	If a user wants to add contacts, he/she needs to type in their email addresses, which is cumbersome.	Have a feature where users can link their account to their Facebook or email and be able to automatically add contacts from linked accounts.
Average	Flexibility and efficiency of use	If a user wants to delete a contact, it is not easy to find this option. There is a small "edit" in the very last column of the contact table which has the option to "remove" a contact.	Make the remove option visible to every contact that is listed on their account.

Table 4 Upload

Severity	Heuristic Violation	Description	Recommendation
Critical	Flexibility and efficiency of use	Deleting multiple photos from various sets is cumbersome and non-intuitive. (Also found in Cognitive Walkthrough. Refer III. A. A. 4)	Use keyboard short cut keys like "CTRL+Del" or add a delete button for each photo separately.
Average	Recognition rather than recall	There are different types of bullets shapes: radio buttons, squares, and a camera icon. A user needs to try them several times to understand what does a color change means or what each shape represents.	Create one universal bullet shape for all actions.

Table 5 General Features

Severity	Heuristic Violation	Description	Recommendation
High	Aesthetic and minimalist design	At the top left part of the each page, there are double tabs. The very top is for Yahoo and the one beneath it is for Flickr. Yahoo tabs might be	Change the background of each set of tabs so they are clearly separate.

		confused with the Flickr tabs.	
Average	User control and freedom	The page is shadowed and forces the user to sign up, however some users would like to explore the site prior to signing up.	Allow visiting users to navigate the site without signing up or create a demo version of all the things you can do with Flickr.

Table 6 Mobile Application

Severity	Heuristic Violation	Description	Recommendation
Critical	Error prevention	When users upload pictures using the mobile application, photos are often duplicated once the upload is complete.	For the issue of duplication, Flickr needs to ensure that the list of photos to be uploaded is an accurate portrayal of what will be on their photostream.
Average	Visibility of system status	Users had issues when trying to the exit the system. There is no clear way to exit the system thus, causing the users battery to run low. Refer Appendix B Fig 14 & Fig 15. (Also found in Cognitive Walkthrough. Refer III. A. A. 3)	To make signing out more intuitive to the user, it should be listed as an option on the main menu. Users should not have to hunt down how to properly sign out of the application.
Low	Consistency and standards	Users are unable to edit photos like add effects, add objects, crop, resize etc. like on desktop website. Refer Appendix B Fig 12 & Fig 13. (Also found in Cognitive Walkthrough. Refer III. A. C. 1)	Make these editing options available on the mobile application as well.

Appendix

APPENDIX A: USER SCENARIOS AND TASKS

Based on the user profiles mentioned in I. Application Overview, we have the following User Scenarios and Tasks:

For Regular User

Scenario 1:

Amy, age 23, is a student who has recently gone abroad for higher studies. She loves the new place and people around. She wants to share her large collection of photos with family and friends. She cannot use mail attachments or other media as that exceeds the size of her photos. Also her parents don't understand much of technology. Her friend suggested opening an account on Flickr, uploading photos on that and sharing the link would be a better idea. She decided to give it a try.

Task: Amy needs to open an account with Flickr, transfer all her photos from her computer to her account, name them and mention a few details. She then needs to make these photos available to her family and friends.

Scenario 2:

Carrie has just reached Paris with a group of friends and is on a Euro-Trip for a month. They take several photographs with their smart phones and none of them are carrying a laptop. She wants to share her large collection of photos with family and friends every day to keep them updated. In the absence of a laptop, she has only her phone to share the photos. However, it will not be feasible for her to email these photos due to limited attachment size. Her friends then introduce her to Flickr and Carrie downloads the app onto her mobile to upload all her photos and share them via a link, as suggested by her friends.

Task: Carrie needs to open an account with Flickr App on the mobile, transfer all her photos from her phone gallery to her account, name them and mention a few details. She then needs to make these photos available to her family and friends.

For Photographer and Professional User

Scenario 1:

Remy, age 34, is a freelance photographer in the fashion industry. She has recently started traveling to various destinations around the world for work and wants to expand her portfolio to include these images. Her mentor mentioned that Flickr is a great way to update her portfolio with photos as the photo-shoot takes place. She has decided that this would be a perfect fit for her business needs due to the fast pace nature of her work and travel schedule. Remy currently has a website with her portfolio of various events she has done. She also uses Facebook and other social media websites for her business.

Task: Remy needs to start an account with Flickr. She then needs to make collections of the multiple destination photo-shoots, write few lines about the new collection, add tags and add models (friends, family, clients etc) that are in the photos. She also needs to create the collection so only clients can view them and find a way to ensure no one can copy or steal her photos. She should be able to customize and remove photos and collections from her account. She has to add a link on her websites that takes users directly to her Flickr account.

Scenario 2:

Ken is 24 years old and works in retail cosmetics. He has recently decided to pursue a career as a freelance makeup artist. He currently does makeup on friends, family, and customers at work. However, due to his recent decision to start a career in makeup, he would like to create a portfolio that showcases his work. Ken does not own a professional camera and instead, uses his cell phone on the makeovers he does. Ken has researched what other makeup artists use to display their portfolio and found that many, especially beginners like himself, use Flickr. He decides that Flickr would be a perfect fit for him because he can instantly upload pictures from his phone without the need of a computer.

Task: Ken needs to obtain a Flickr application for his phone and start an account with Flickr. He then needs to make collections of various photos, write few lines about the new collection, add tags and add models (friends, family, clients etc) that are in the photos. He also needs to create the collections so only a few people can view them and find a way to ensure no one can copy or steal his photos. He should be able to customize and remove photos and collections from his account.

For Visitor

Scenario 1:

Elizabeth is a 45 years old mother. She is a family physician and computer naïve. Elizabeth has raised 2 ambitious sons who are studying abroad. Elizabeth's sons, John and Bill, like always to keep in touch with their mother and send her photos.

Task: Elizabeth receives an email from Bill asking her to view his photos on Flickr. She needs to be able to navigate through all the photos, indicate that she is fond of them and pass her remarks. She can also format her remarks. She should also be able to enlarge the photos for better viewing.

Scenario 2:

Mr. John is a busy businessman. He loves his Smartphone which enables him to do all his tasks on time. His daughter has just given birth to a baby son and wants to share the baby's photo with her Dad since he couldn't make it to the hospital owning to a business trip. She uses Flickr to share the photos.

Task: Mr. John receives a message from his daughter asking him to view the photos on Flickr using his phone. He needs to be able to navigate through all the photos, indicate that he is fond of them and pass

his remarks. He can also format his remarks. He should also be able to enlarge the photos for better viewing.

For Developer

Scenario:

Steve is a 20 year old programmer and full-time student who is highly interested in learning advanced programming languages and concepts, scripting and App development. He has been using Flickr for over

some months now and enjoys sharing his photos with friends and family. But recently, he also learned from a blog that Flickr have their very own Application Programming Interface (API) which is used by many programmers all over the world for developing apps and integrating Flickr services in their

personal apps and websites. Steve identifies this as a great opportunity to learn and create something useful.

Task: Steve first needs to visit the Flickr App Garden page and initiate the process for developing his new project. He already has his website and the script code ready but he needs to identify the project name (say "AppX") with Flickr so that it can be made available to the public. For this he first needs to begin with a new project with the name of the app and get a key which will serve as the connecting medium between his project id at Flickr and the actual code and URL where it will be deployed. He would also have to complete some other basic formalities on the Flickr website before his website/app is fully recognized and functional.

APPENDIX B: HEURISTIC EVALUATION SNAPSHOTS

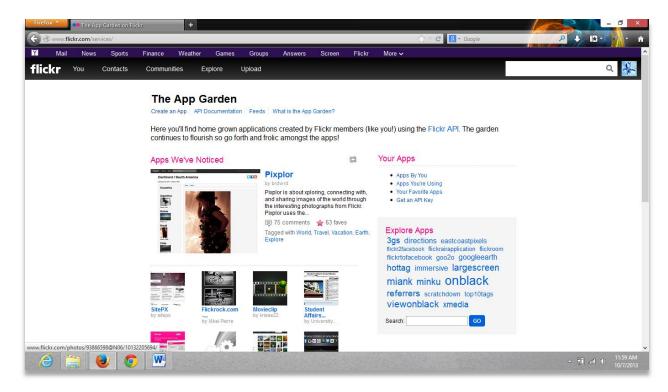


Figure 8 Explore tab not coloured->The App Garden

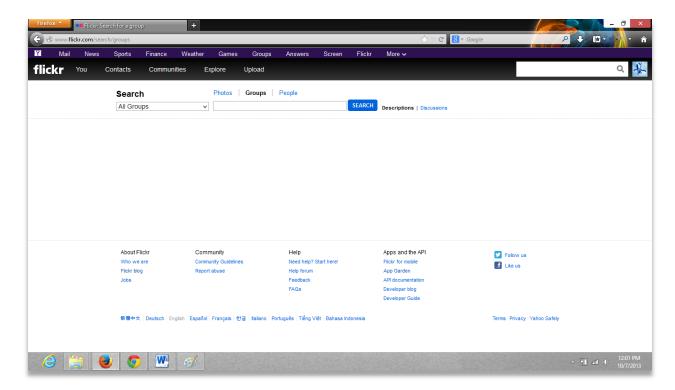


Figure 9 Communities tab not coloured->Search Groups

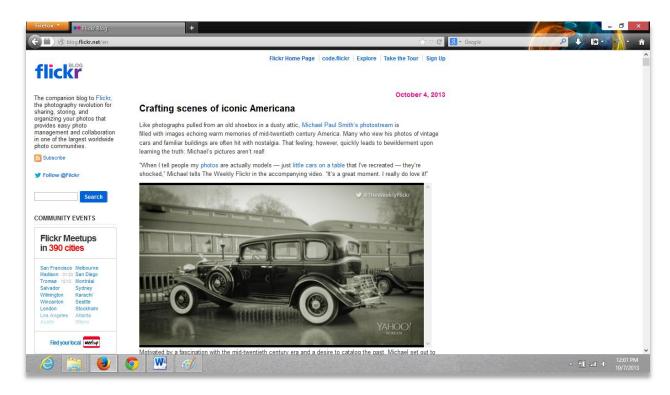


Figure 10 Explore tab not coloured->Flickr Blog

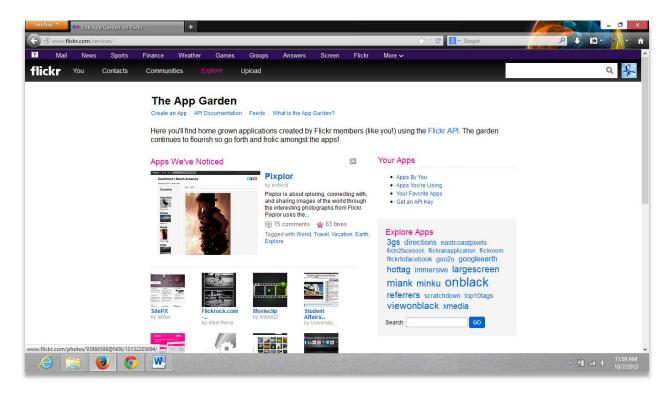


Figure 11 Explored tab coloured->The App Garden

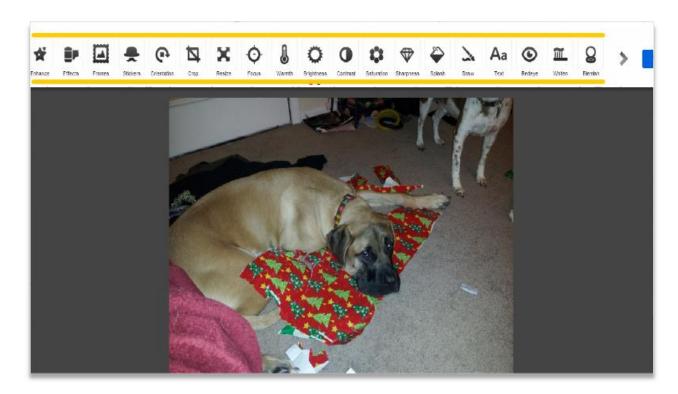


Figure 12 Desktop editing options

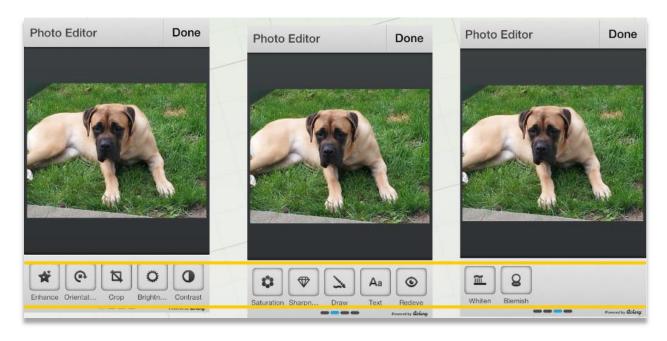


Figure 13 Mobile app editing options before picture is uploaded

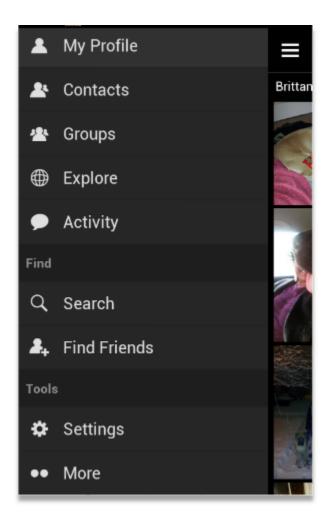


Figure 14 Main menu

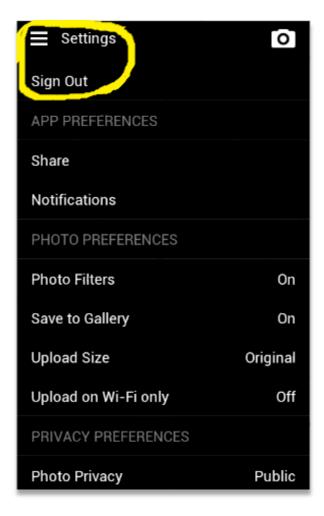


Figure 15 Settings menu