

client company name: **ConvoSpark, LLC**

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First Delivery

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First Delivery

This document contains the first set of deliverables due to Convospark for the Picszoom project.

Deliverables include:

- ▷ User Personas
- ▷ User Needs List
- ▷ Mental Models Map
- ▷ Functionality List
- ▷ Rough Mockup of Main Screen

User Personas

Amateur Photographer

Trey is an Amateur Photographer. He is 32 and has recently gotten serious about photography. He is looking for a place to post his photos and showcase some of his work. In particular, he is anxious to see how people respond to it and what they like and don't like. He has found Picszoom and sees it as a place to store his work, gauge which pictures might do best in contests, and connect with other photographers in order to get ideas. He is not interested in most prizes. However, photography related prizes would interest them greatly (ansel adams books, photography equipment like lenses cameras and tripods, time at a local dark room).

He uses the mobile app to find articles while on public transportation. He also uploads interesting photos as he takes them.

Strategy to Encourage:

- ▷ Provide commonspace where users can see posts from everyone on the site (allowing popular posts to be seen by many people.
- ▷ Have photography based prizes.

Teenager

Arielle is a Teenager. Some of her friends have been posting on Picszoom, and a couple of them have had posts which got a lot of recognition. They got points and status ranking on the site, and now her other classmates view these two as experts on pop culture trends. They've been rewarded with gift certificates to clothing stores and have bought some outfits they couldn't have otherwise afforded.

Arielle wants to be seen as an expert too. So she makes a Picszoom account and starts reading the highest rated posts, looking for clues about what makes them good. She then tries her hand at posting links to interesting articles. In addition to sharing interesting webpages, photos, and videos she's found surfing the web, Arielle values the ability to communicate with her social network.

She uses the mobile app to check up on her points and ranking, and see when she's gotten more points. She also adds posts on things she thinks of or reads about while going about her day.

Strategy to Encourage:

- ▷ Make points (and associated levels) visible on the site to other members.
- ▷ Allow status and points to fluctuate on a relatively short timeframe.
- ▷ Have prizes that include items like iphones, gift certificates for shoes or clothing from cool brands.

Art School Student

Jordan is an Art School Student. He and his friends live and breathe cool art. They find interesting articles, photos, and short films and discuss them on a daily basis. When he heard of Picszoom, he thought it would be a good way to share some of the things he's found. Now, he posts everything interesting that he finds on the internet. He even posts some of his own work to see what people think. It's a good way to connect with his classmates and share resources and materials. It's a place for him to store and backup his work. The site is also a good source for the kinds of photos and articles he is already looking for.

He is interested mainly in being recognized within his community as an expert on aesthetic matters (both in recognizing and creating good art). Votes and comments are adequate in their own right to motivate him to participate in the Picszoom community. He isn't interested in prizes, but explicit status rankings associated with his points would motivate him to set goals on the site.

He uses the mobile app to get quick ideas when he is out sketching. He also uses it to show people his work when he is talking to them in social situations. He likes to be able to see how popular his posts are at a moment's glance.

Strategy to Encourage:

- ▷ Allow the posting of photos from around the web.
- ▷ Allow posts to be seen by strangers as well as friends.
- ▷ Provide storage space for users' photos.
- ▷ Give more storage to those with high points.

Facebook Replacer

Nicole is a Facebook Replacer. She is 52 and recently divorced. She and her friends have a lot of fun together, and she enjoys posting about the things they've been up to, and keeping in touch with them. She posts pictures of concerts, ski trips, and her recent Mediterranean cruise. When her kids came back from college, she took pictures of herself with them and posted those, too. She enjoys seeing interesting links and photos that other people post, but mainly, she sees Picszoom as a great way for her to share her life with the people who are important to her.

She uses the mobile app to send a message to a friend when she is waiting for something. She also looks through her photo albums for a trip down memory lane, like having them in her wallet!

Strategy to Encourage:

- ▷ Provide good functionality for finding people and managing relationships with friends' accounts.
- ▷ Make it easy to host photos and create albums.

Prizefighter

Jack is a Prizefighter. He has a lot of time on his hands and really wants to get as many free prizes as possible so that he can sell them on Ebay. He isn't interested in participating in the community or making Picszoom a better site. His goal is to figure out the easiest way to make quick points. He makes multiple accounts and votes up his own posts, seeing how fast he can rack up points without putting in too much effort.

He uses the mobile app to track his bots' progress on the site. Sadly, they don't get him a lot of points as the site doesn't allow reposts of the same url. (It does allow a user to repost another user's post, but this gives more points and exposure to the original poster than to the reposter, so he doesn't use this functionality.)

Strategy to Discourage:

- ▷ Make the prizes not worth too much.
- ▷ Make points and even the ability to post somehow dependent on peer response.
- ▷ Don't reward reposting.

User Needs List

Personas' overall needs:

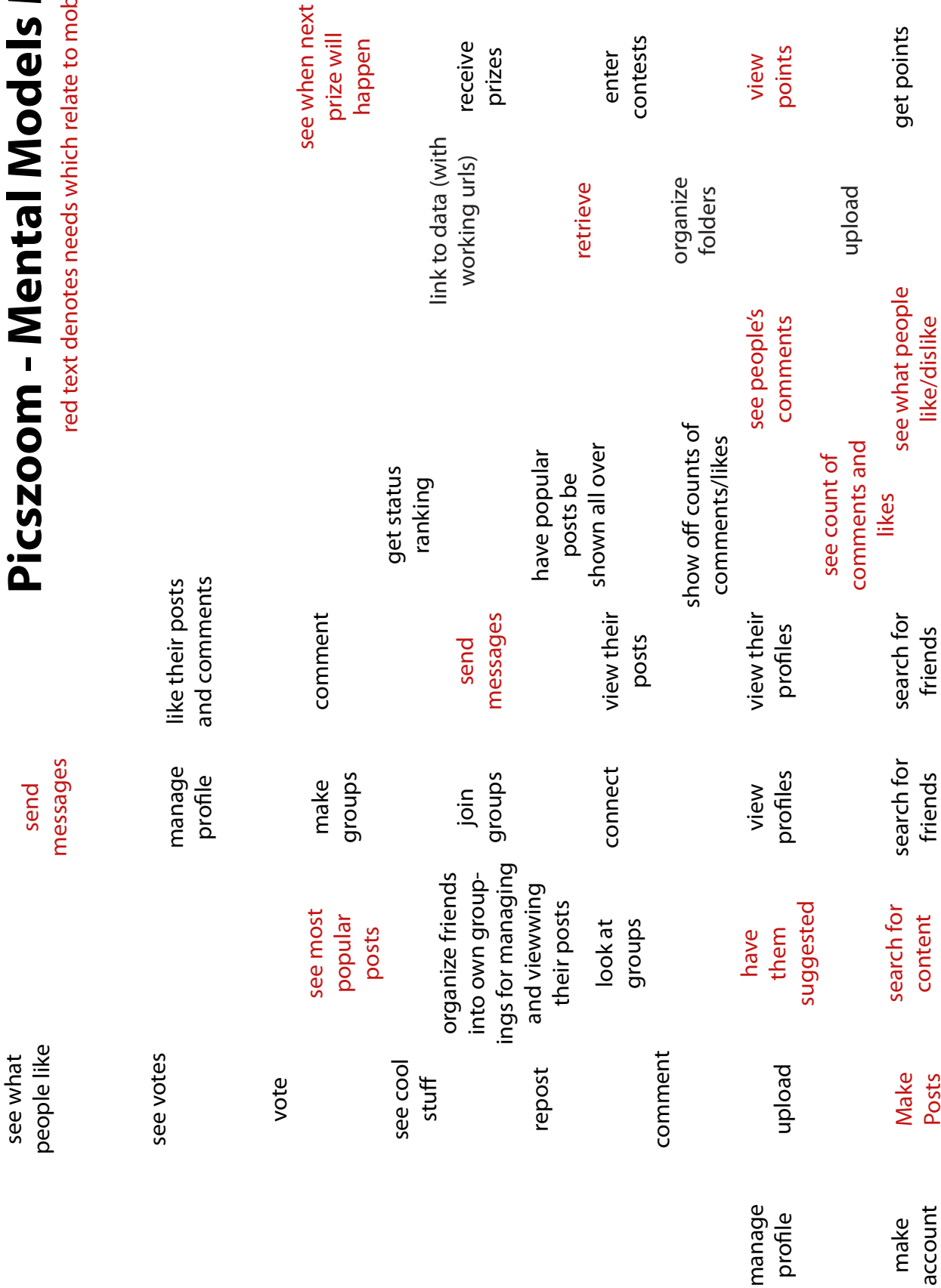
- ▷ Showcase photos and artwork
- ▷ Share and exchange ideas, cool sites/videos/articles/photos,
- ▷ Connect with other people and keep in touch
- ▷ Get recognition for creating or finding cool things
- ▷ Store artwork and photos
- ▷ Find an audience
- ▷ Get feedback on art, photos, videos, and posts
- ▷ Find status in a community
- ▷ Get cool stuff

Personas' mobile needs:

- ▷ Post
- ▷ View own data
- ▷ View friend's posts/data
- ▷ Find posts
- ▷ See points
- ▷ See timer to next drawing

Picszoom - Mental Models Map

red text denotes needs which relate to mobile usage



Mobile Functionality List

- ▷ View Recent Posts (a view of new / popular posts, sitewide, facilitating voting and comments)
- ▷ Create New Post
- ▷ See Own Points and Countdown To Next Drawing
- ▷ See Own Trending (both new comments received and new likes received)
- ▷ Message Friends
- ▷ View Own Albums

