



Instant Image capture and auto tagging



Rajat Burde



Zainub Fatima



Pooja Agrawal

Brief

Ecosystem Concept - Smart Media Sharing for Events

Problem Statement-

Imagine attending a function where you have to take a lot of picture on your phone with your friends. Manually sorting and sending all those images and videos to each individual is a hassle. To design an ecosystem where a user can capture an image or shoot a video on either of their devices and send it to the people in the photo or the video.

Design an ecosystem that allows users to seamlessly capture, sort, and share media (photos and videos) with participants in the photo or video, automating the process and reducing manual effort.

Table of Content

1	Introduction	6	Persona, Empathy Map	11	Taskflow
2	Research Objects	7	CJM (As Is)	12	CJM(To Be)
3	Secondary Research	8	Problem Statement	13	High Fidelity
4	Survey Responses	9	Ideations	14	Conclusion
5	Interview Insights	10	Information Architecture	15	References

Introduction

In today's world, capturing and sharing moments from events is more than just a habit—it's a way of preserving memories and connecting with others. However, the current process of manually managing and sharing photos and videos after events can be time-consuming.

This project focuses on designing a smart ecosystem that redefines how we interact with event-based media.



Research

Objective

The goal of this research is to explore and understand the challenges and opportunities in automating media sharing at events. The focus is on identifying user needs and evaluating technological solutions to streamline media management.

Key Objectives -

- Identify pain points in current media sharing practices at events.
- Explore the role of AI, IoT, and cloud technologies in improving media sharing and organization.
- Understand user preferences regarding features for easier media management.



Target Audience - Event Attendees

Pain Points

In Current Media



Trends in Event Technology

For Media Sharing



Artificial Intelligence (AI) Integration

AI is revolutionizing event tech by using face recognition for tagging, streamlining check-ins, enabling real-time content, and organizing media for easy access after events.



IoT

Internet of Things (IoT) technology enables devices to seamlessly sync media across multiple platforms in real-time.



Cloud Computing

Cloud-based storage is essential for fast, scalable, and secure media sharing. This technology enables users to upload media from various devices during events and instantly share the content with selected participants, ensuring all media is available and accessible in real time

Trends in Event Technology

For Media Sharing



Social Media Integration

Event technology increasingly emphasizes integrating with social media platforms, allowing attendees to share moments instantly



Privacy and Security

As data privacy becomes more important, ensuring **secure sharing options** (e.g., **end-to-end encryption** and **two-factor authentication**) is critical

Competitive Analysis

Features		 Dropbox	
Automatic Face Recognition	✓	✗	✓
Event-Based Media Management	✗	✗	✗
Multi-Device Capture and Sync	✓	✓	✓
Privacy and Security	✓	✓	✓
Cross-Platform Integration	✓	✓	✗
Smart Notifications	✓	✓	✗
Auto-Sharing with Permissions	✗	✗	✗
Offline Functionality	✓	✓	✓
Integration with Social Media	✓	✓	✗

Key Insights

Google Photos is the most feature-rich, with strong automatic face recognition, multi-device sync, privacy controls, and social media integration. However, it lacks event-specific media management and auto-sharing features.

Dropbox excels in cloud storage and cross-device sync, but it does not have features like face recognition, event-based management, or integration with social media platforms.

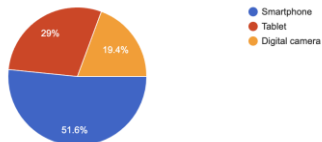
Apple Photos is limited to Apple devices, providing fast offline sharing, but it lacks many advanced features like automatic tagging, event organization, or cross-platform syncing.

Survey Responses

Respondents - 31

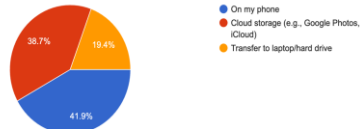
What device do you use most often for capturing event photos or videos?

31 responses



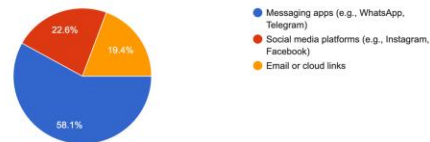
How do you store and organize event photos?

31 responses



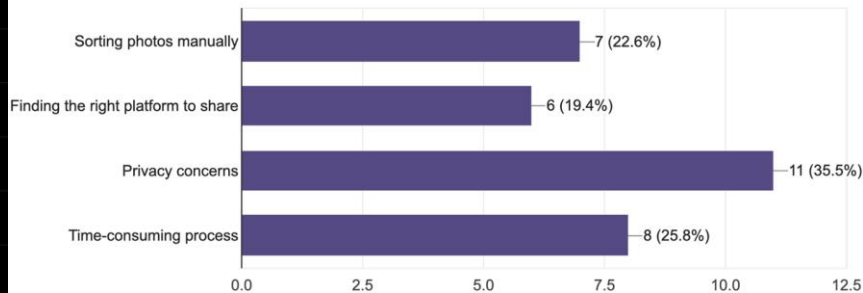
How do you currently share photos with friends or family?

31 responses



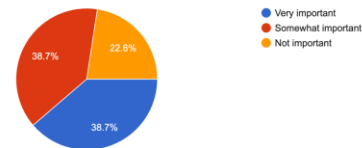
What's your biggest frustration with sharing event photos?

31 responses



How important is it for you to have control over who can see or download your shared photos?

31 responses



How useful would you find an app that automatically groups photos by event?

31 responses



Insights

Interview - 15

- Smartphones are the most used for taking pictures, while DSLRs are preferred for professional events.
- Apps like WhatsApp and Google Photos are popular for quick media sharing.
- Some people like taking their own pictures for creativity, while others rely on group efforts during events.
- Users want a secure and easy-to-access place to store all their photos and videos.
- Automation in sharing and organizing media is appreciated if users can review and control it.
- Simple apps with good privacy settings, like event-specific sharing, are highly valued.
- Privacy matters; people prefer sharing personal moments with close groups and public ones more widely.

Persona



Shweta Sharma

♀ Female

👤 Age

💼 Marketing Executive

👤 BIO

Shweta is a young professional working in a fast-paced marketing job. She loves attending social events like weddings, parties, and corporate gatherings. Shweta enjoys capturing memories with her friends but often finds the process of sharing and organizing photos after the event exhausting. She is tech-savvy and always on the lookout for ways to simplify her daily tasks, especially when it comes to social media and photo sharing.

📱 Need

- Quick and easy ways to capture and share media with event participants.
- A secure, centralised platform for storing event photos and videos.
- The ability to manage privacy settings easily while sharing media.

🎯 Goals

- To share event memories quickly with friends without the hassle of sorting through dozens of photos.
- To have a simple and intuitive way to access and organise media from multiple devices.
- To feel in control of the media she shares, with easy permission settings and review options before sharing.

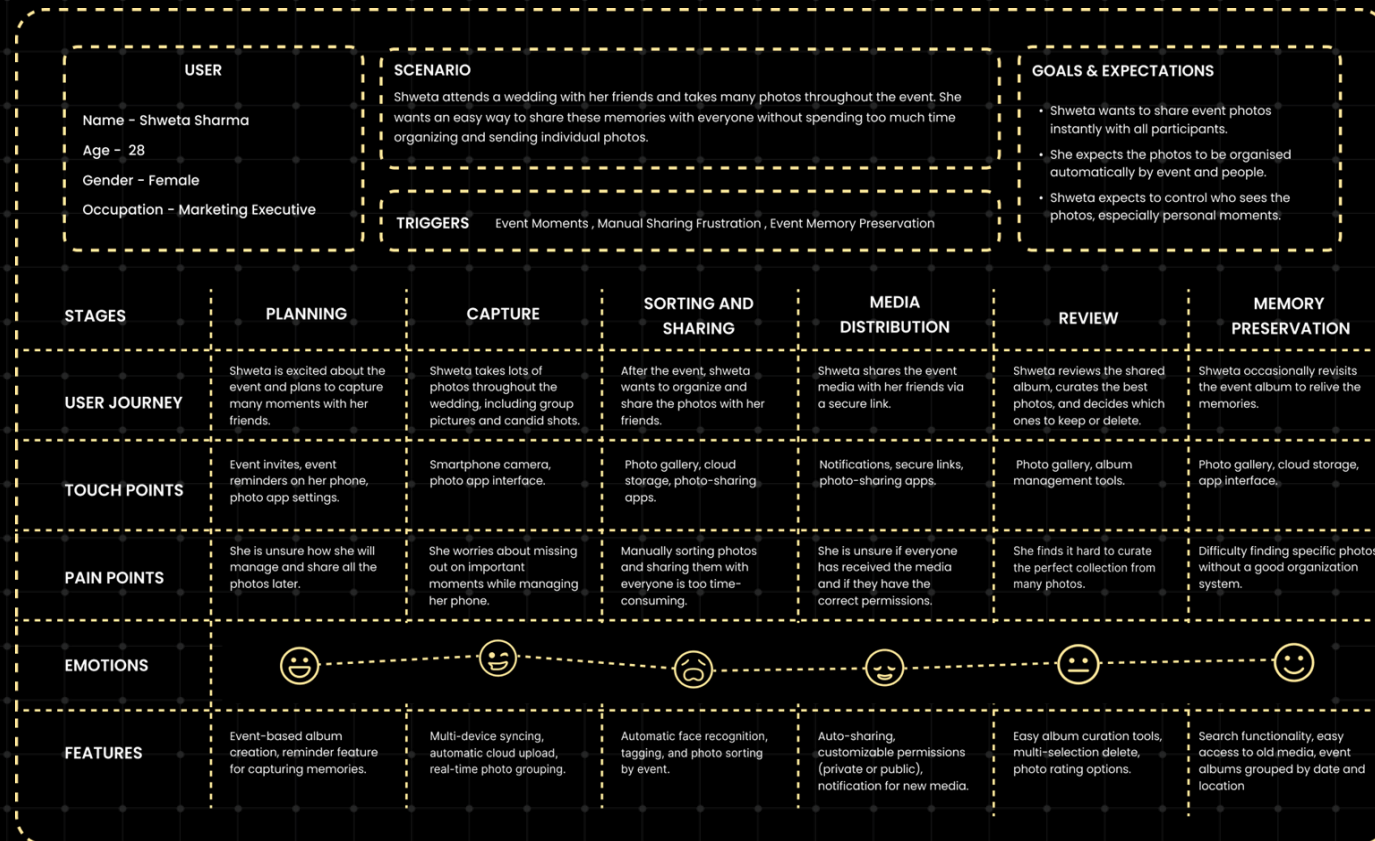
✖ Pain Points

- Frustration with manually sorting and sharing photos with different people after events.
- Difficulty in organising media from various devices and participants into one place.
- Privacy concerns when sharing personal moments and managing who sees what.
- Lack of time

Empathy Mapping



Customer Journey Map (As Is)

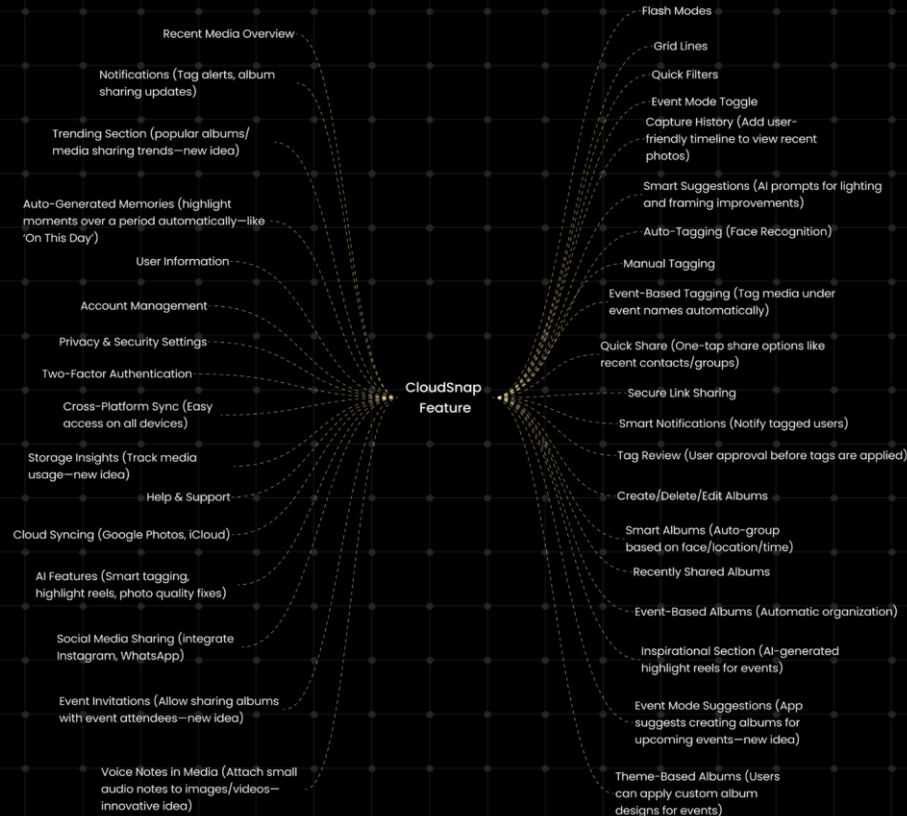


Problem Statement

Users face difficulties in organising and sharing event media due to manual sorting and tagging. This becomes time-consuming, especially with multiple devices involved. Our solution aims to automate the process, making media sharing seamless, secure, and efficient.



Brainstorming



Key Points

Clear Image Upload - Users must upload a clear image to enable accurate face detection.

Face Recognition - The app will use the uploaded image for face recognition to personalise the experience.

Enable Location - Users need to enable location services for location-based features to work seamlessly.



Logo And Name

Cloudsnap combines "cloud" and "snap" to reflect the app's core functionality.

"Cloud" represents secure, digital storage and easy access to media.

"Snap" refers to the quick and easy capture, upload, and sharing of photos and videos.



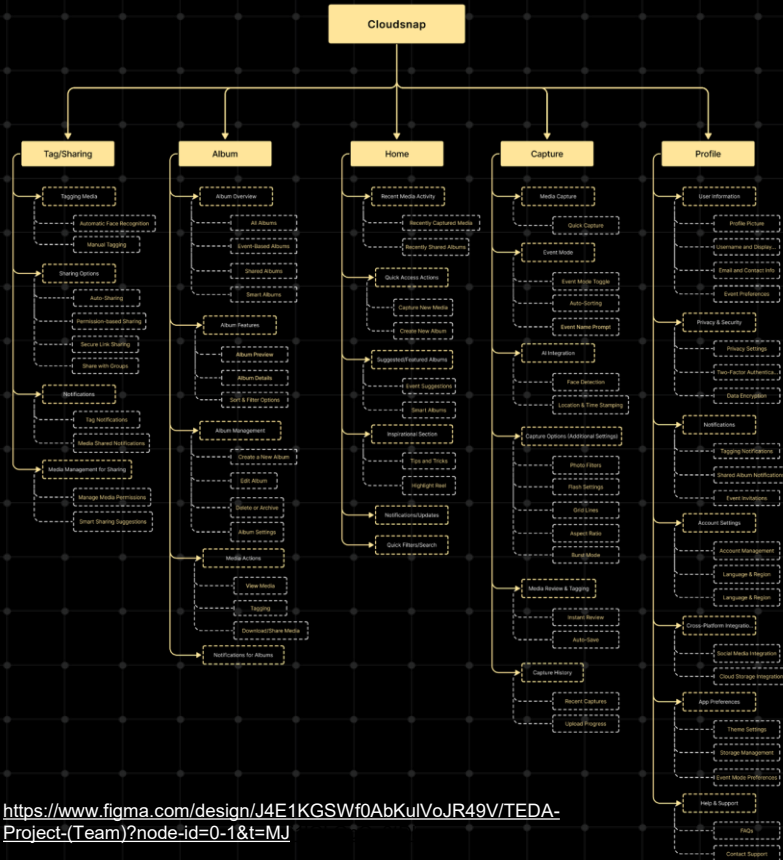
Cloudsnap

Cloud Icon represents secure cloud-based storage for easy upload, access, & sharing of media.

Smooth Curves symbolize seamless syncing and real-time connectivity.

Blue Gradient reflects trust, clarity, and a user-friendly experience.

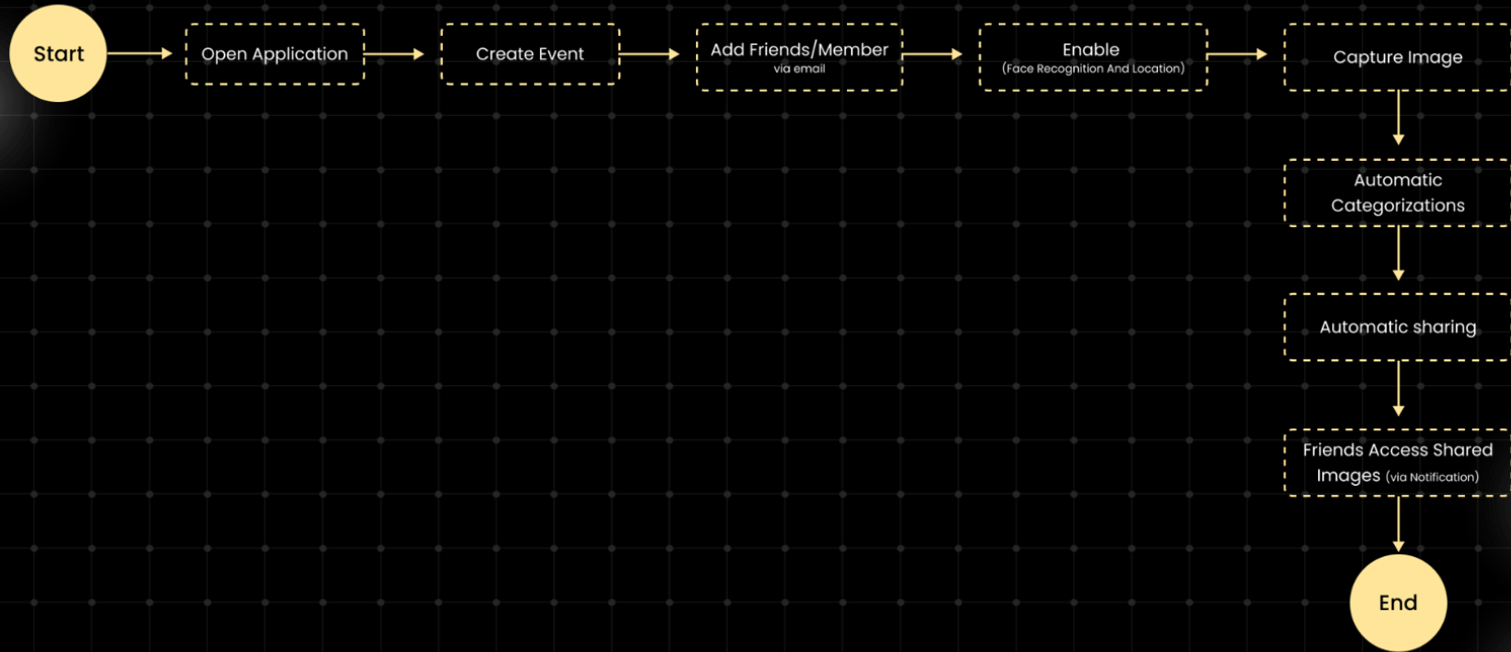
Information Architecture



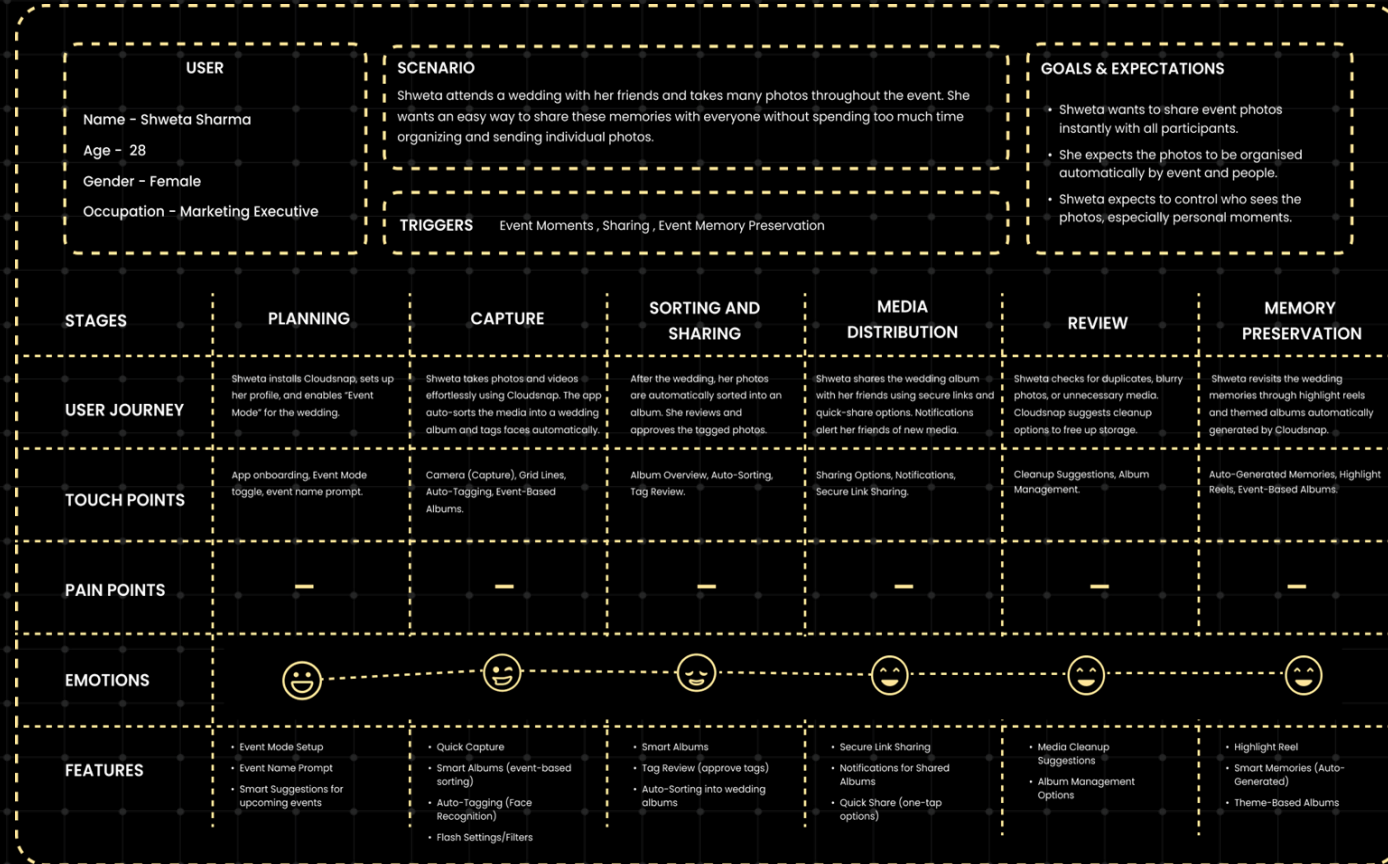
- **Home Screen** - Recent media, quick access to capture and settings
- **Capture** - Quick capture, flash, filters, aspect ratio, burst mode, auto-tagging
- **Event Creation** - Create events, add friends via email, set preferences
- **Albums** - Event-based albums, create/edit/delete, smart albums
- **Tagging & Sharing** - Manual/auto-tagging, permission-based sharing, secure link sharing
- **Privacy & Security** - Data encryption, two-factor authentication, privacy settings
- **Notifications** - Tagging updates, shared media alerts, smart album suggestions
- **Profile & Settings** - User profile, app preferences, cloud storage integration
- **Smart Integrations** - Google Photos, iCloud, social media sharing

Task Flow

Scenario -User creates an event and shares the event images with attendees.



Customer Journey Map (To Be)



Colour Palette And Typography



Colour Palette combines shades of blue and grey to convey Trust, Professionalism, and Simplicity

Source Sans (39px)

Source Sans (31px)

Source Sans (24px)

Source Sans (20px)

Source Sans (16px)

Source Sans (13px)

Source Sans (10px)

Nunito Sans (39px)

Nunito Sans (31px)

Nunito Sans (24px)

Nunito Sans (20px)

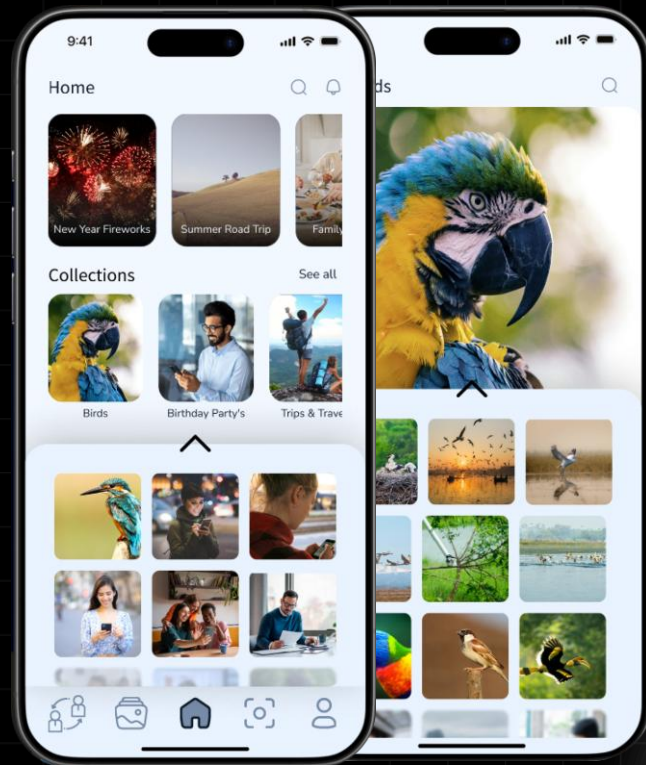
Nunito Sans (16px)

Nunito Sans (13px)


Nunito Sans (10px)

High Fidelity Wireframes

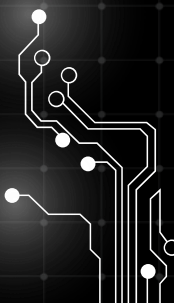
[https://www.figma.com/proto/J4E1KGSWf0AbKulVoJR49V/TE-DA-Project-\(Team\)?page-id=1%3A2&node-id=316-1898&viewport=-175%2C381%2C0.84&t=oL2KjHXVUz69zpgM-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=59%3A993](https://www.figma.com/proto/J4E1KGSWf0AbKulVoJR49V/TE-DA-Project-(Team)?page-id=1%3A2&node-id=316-1898&viewport=-175%2C381%2C0.84&t=oL2KjHXVUz69zpgM-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=59%3A993)



Conclusion



The development of Cloudsnap solves the common challenges faced by event attendees when capturing and sharing memories. By integrating features like **event-based organization, face recognition, and automated sharing, the app streamlines the user experience and saves time.** The emphasis on privacy, simplicity, and collaboration ensures that users can easily create, share, and preserve their event memories with confidence. Cloudsnap is a step toward redefining how people experience and share special moments, offering both convenience and innovation.



Reference

Link

- <https://algomage.com/algoshare>
- <https://thehoncho.app/blog/how-to-share-your-event-photos-with-face-recognition/>
- <https://www.cvent.com/en/blog/events/event-tech-trends>
- <https://www.cvent.com/en/blog/events/event-trends>
- <https://www.tintup.com/blog/2024-event-technology-social-trends/>
- <https://eventtechnology.org/2024/01/17/trends-in-event-technology-that-you-should-watch-in-2024/>



Thank You