

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.



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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.

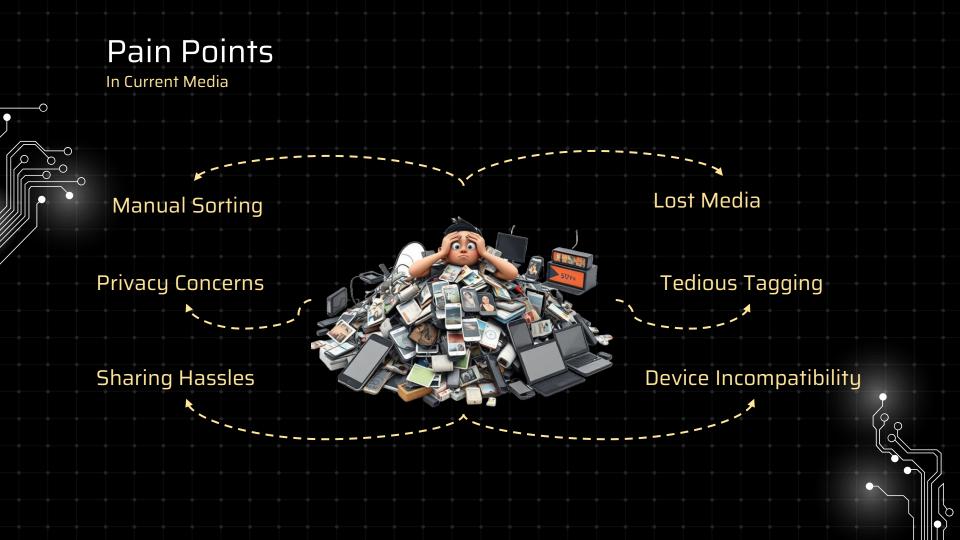
Key Objectives -

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



Target Audience - Event Attendees





Trends in Event Technology

For Media Sharing



Artificial Intelligence (AI) Integration

All 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.



ΙoΤ

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	⊘	8	Ø
Event-Based Media Management	8	8	8
Multi-Device Capture and Sync	0	⊗.	⊘
Privacy and Security	0	· ⊘ ·	⊘
Cross-Platform Integration	0	∅	8
Smart Notifications	0	⊘	8
Auto-Sharing with Permissions	8	8	8
Offline Functionality	0	\otimes	⊘
Integration with Social Media	· Ø	⊘	8

Key Insights

Google Photos is the most feature-rich, with strong automatic face recognition, multi-device sync, privacy controls, and social media integration.

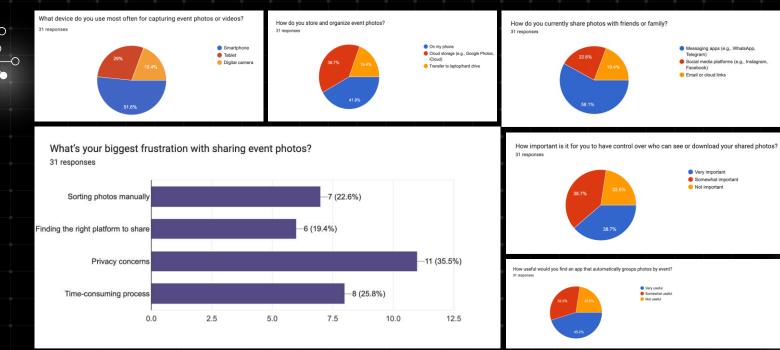
However, it lacks event-specific media management and auto-sharing features.

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



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

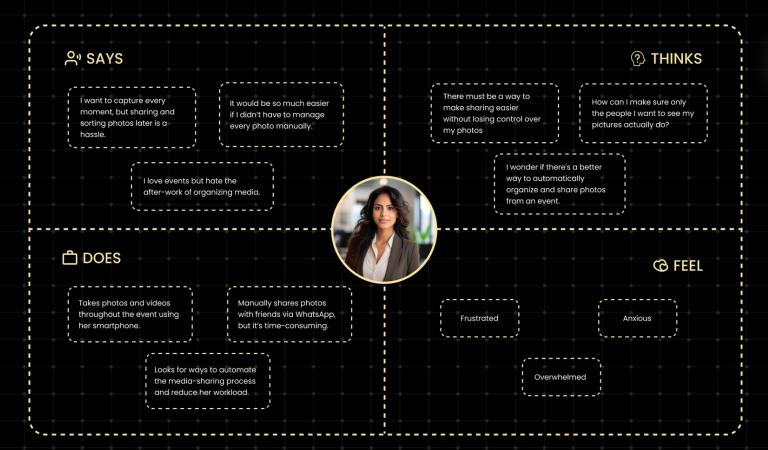
- To share event memories quickly with friends without the hassle of sorting through dozens of photos.
- To have a simple and intuitive way to access and organise media from multiple devices.
- To feel in control of the media she shares, with easy permission settings and review options before sharing.

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)

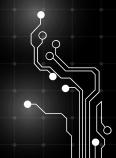
USE	ER S	CENARIO			GOALS & EXPECTATI	IONS	
Name - Shweta Sharma wants an easy way to share these mer organizing and sending individual photo specifies a comparation of the share the same of the share			e memories with everyone witho	riends and takes many photos throughout the event. She emories with everyone without spending too much time lotos.		Shweta wants to share event photos instantly with all participants. She expects the photos to be organised automatically by event and people. Shweta expects to control who sees the photos, especially personal moments.	
STAGES	PLANNING	CAPTURE	SORTING AND SHARING	MEDIA DISTRIBUTION	REVIEW	MEMORY PRESERVATION	
JSER JOURNEY	Shweta is excited about the event and plans to capture many moments with her friends.	Shweta takes lots of photos throughout the wedding, including group pictures and candid shots.	After the event, shweta wants to organize and share the photos with her friends.	Shweta shares the event media with her friends via a secure link.	Shweta reviews the shared album, curates the best photos, and decides which ones to keep or delete.	Shweta occasionally revisits the event album to relive the memories.	
OUCH POINTS	Event invites, event reminders on her phone, photo app settings.	Smartphone camera, photo app interface.	Photo gallery, cloud storage, photo-sharing apps.	Notifications, secure links, photo-sharing apps.	Photo gallery, album management tools.	Photo gallery, cloud storage, app interface.	
PAIN POINTS	She is unsure how she will manage and share all the photos later.	She worries about missing out on important moments while managing her phone.	Manually sorting photos and sharing them with everyone is too time- consuming.	She is unsure if everyone has received the media and if they have the correct permissions.	She finds it hard to curate the perfect collection from many photos.	Difficulty finding specific phot without a good organization system.	
MOTIONS	⊜	(·····				
EATURES	Event-based album creation, reminder feature for capturing memories.	Multi-device syncing, automatic cloud upload, real-time photo grouping.	Automatic face recognition, tagging, and photo sorting by event.	Auto-sharing, customizable permissions (private or public), notification for new media.	Easy album curation tools, multi-selection delete, photo rating options.	Search functionality, easy access to old media, event albums grouped by date and location	

Problem Statement

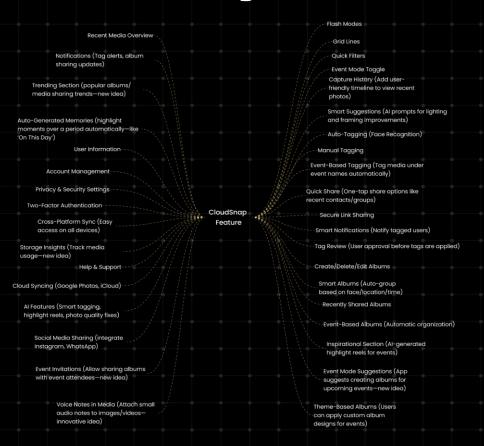


Users face difficulties in organising and sharing event media due to manual sorting and tagging. This becomes timeconsuming, especially with multiple devices involved. Our solution aims to automate the process, making media sharing seamless, secure, and efficient.





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

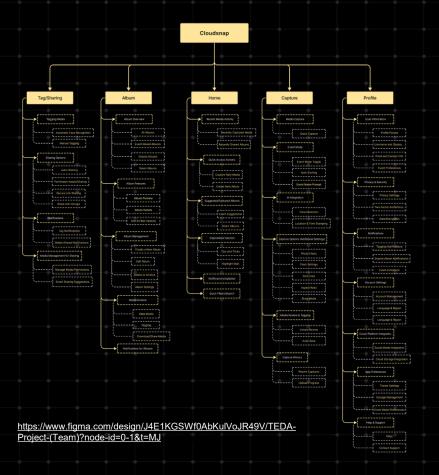
Cloud Icon represents secure cloudbased storage for easy upload, access, & sharing of media.

Smooth Curves symbolize seamless syncing and real-time connectivity.

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



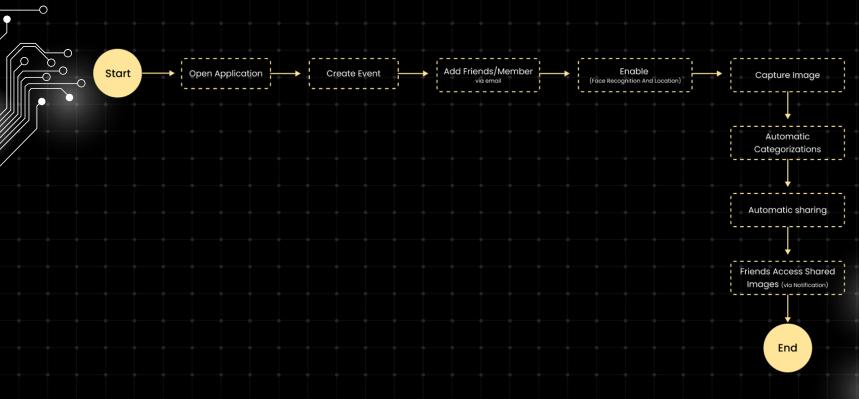
Information Architecture



- 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, permissionbased 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)

SCENARIO USER **GOALS & EXPECTATIONS** Shweta attends a wedding with her friends and takes many photos throughout the event. She Shweta wants to share event photos I wants an easy way to share these memories with everyone without spending too much time Name - Shweta Sharma instantly with all participants. organizing and sending individual photos She expects the photos to be organised automatically by event and people. Gender - Female · Shweta expects to control who sees the Occupation - Marketina Executive photos, especially personal moments. TRIGGERS Event Moments, Sharing, Event Memory Preservation **SORTING AND** MEDIA MEMORY PLANNING CAPTURE STAGES REVIEW SHARING DISTRIBUTION PRESERVATION her profile, and enables "Event effortlessly using Cloudsnap. The app are automatically sorted into an with her friends using secure links and photos, or unnecessary media. memories through highlight reels **USER JOURNEY** Mode" for the wedding. auto-sorts the media into a wedding album. She reviews and quick-share options. Notifications Cloudsnap suggests cleanup and themed albums automatically album and tags faces automatically approves the tagged photos. alert her friends of new media. options to free up storage. App onboarding, Event Mode Camera (Capture), Grid Lines, Album Overview, Auto-Sorting, Sharing Options, Notifications, Cleanup Suggestions, Album Reels, Event-Based Albums. toggle, event name prompt. Auto-Tagging, Event-Based Tag Review. Secure Link Sharing. **TOUCH POINTS** Albums. **PAIN POINTS EMOTIONS** Quick Capture Smart Albums · Media Cleanup · Event Mode Setup Secure Link Sharing Suggestions · Smart Albums (event-based · Smart Memories (Auto-**FEATURES** · Event Name Prompt Tag Review (approve tags) · Notifications for Shared sorting) · Album Management Generated) Albums · Smart Suggestions for upcoming events · Auto-Tagging (Face · Quick Share (one-tap · Theme-Based Albums Recognition)

Colour Palette And Typography



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

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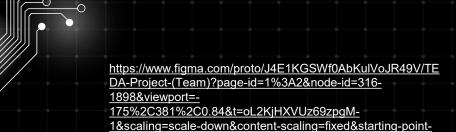
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High Fidelity Wireframes



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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



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- https://eventtechnology.org/2024/01/17/trends-in-event-technology-that-you-should-watch-in-2024/



Thank You

