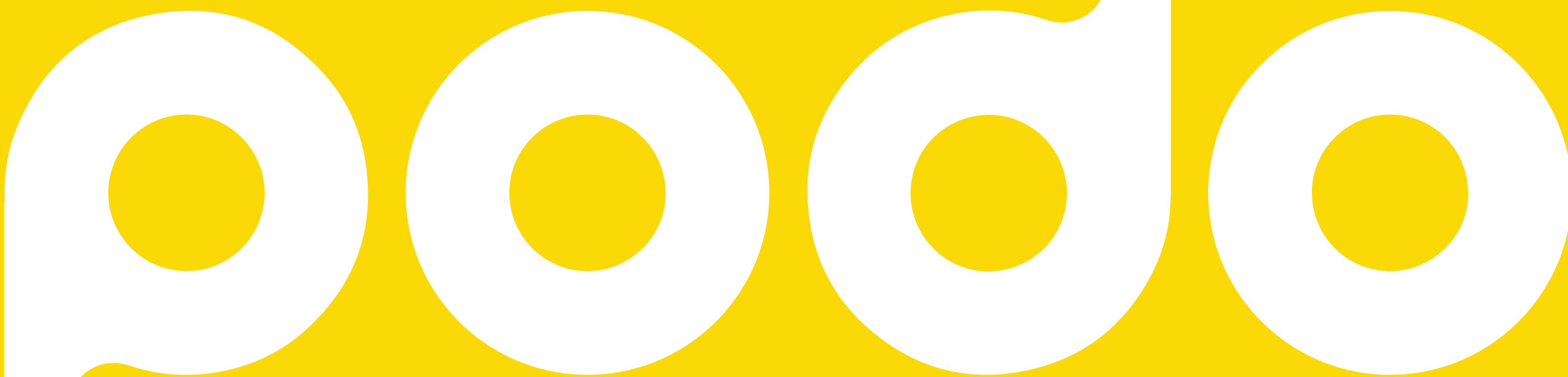


EUNICE KIM  
FELIX YIU  
VARNA VASUDEVAN  
VY LUU



# ABOUT PODO

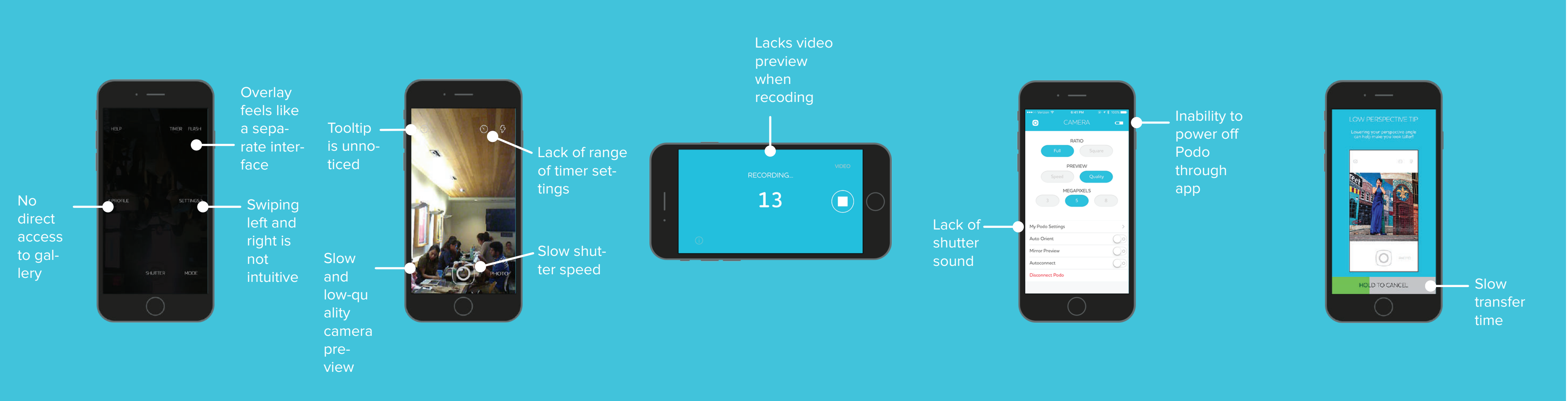
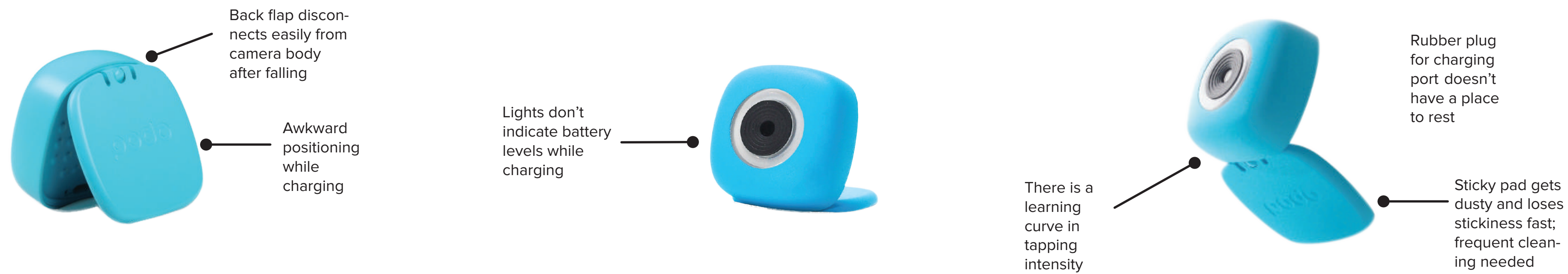
## Company Goals

Podo is a wireless, re-stickable camera that turns any surface into a photo booth. Just stick, snap and share, using your phone as a viewfinder and remote.

## Our Goals

- Define user personas among college students to help Podo Labs target specific user types in their marketing and branding.
- Provide insights into the usability of Podo and its app, the overall intuitiveness and functionality.
- Design an accessory for the Podo camera based on user feedback.

## Painpoints of Camera



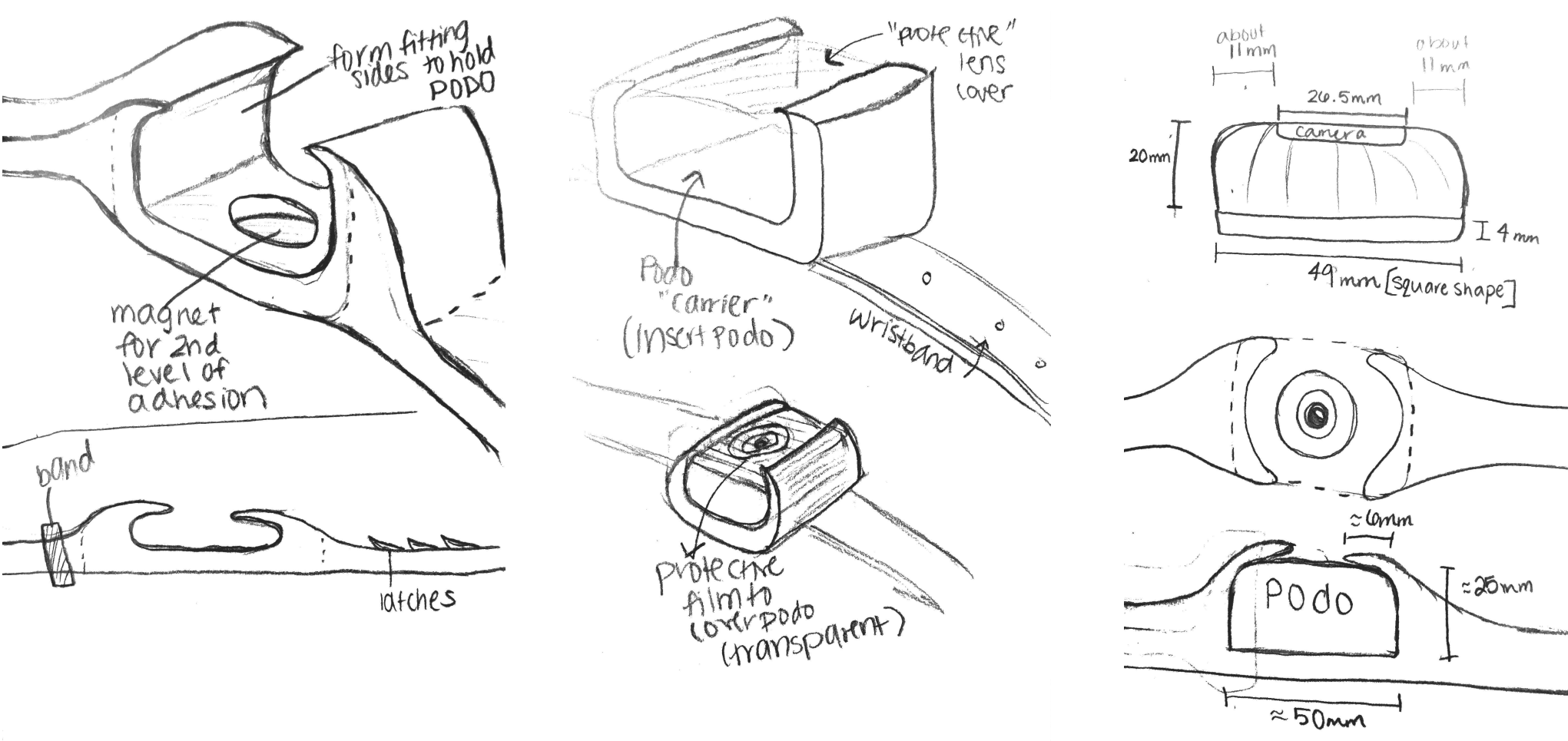
## Painpoints of Camera

# USER RESEARCH

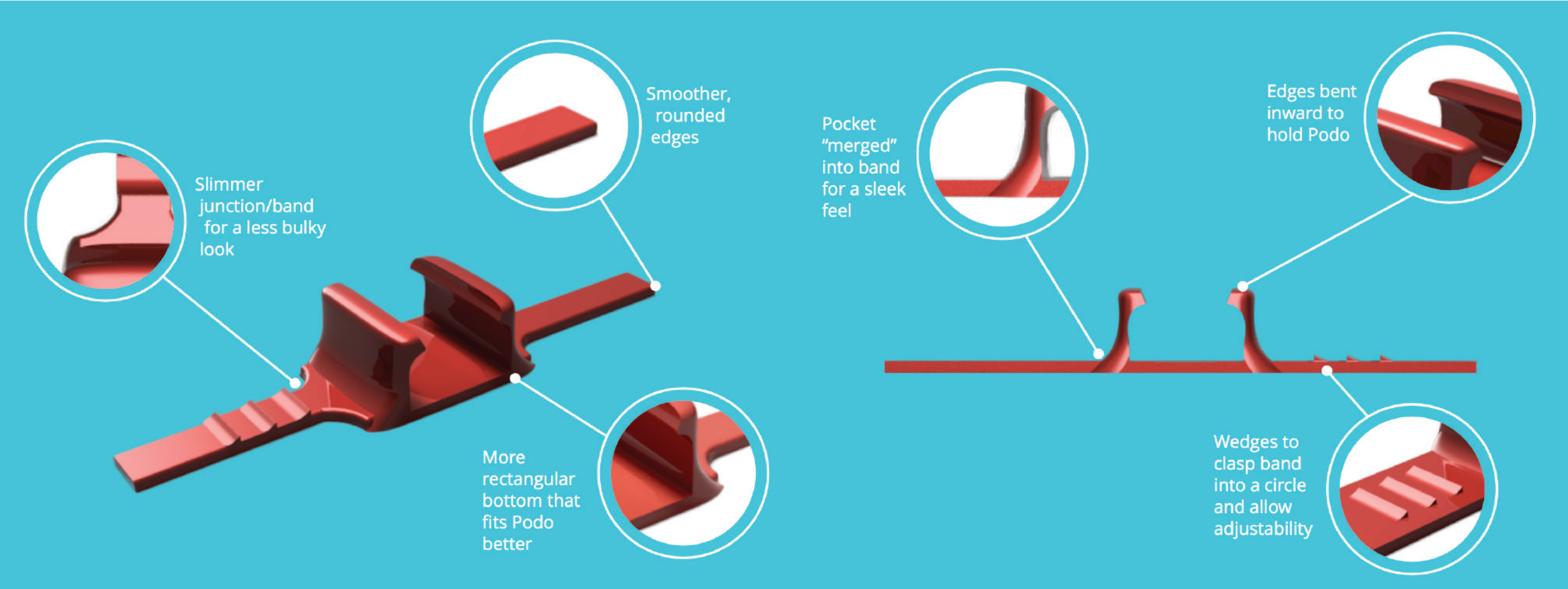
# PERSONA CREATION

	Professional/Enthusiast	Routine	Adventurous	Fashionable
Typical Camera Use	<ul style="list-style-type: none"><li>• Photoshoots/ Portraits</li><li>• Traveling photography</li><li>• Stop-motion filmography</li></ul>	<ul style="list-style-type: none"><li>• Family photos</li><li>• Shared camera use with friends and family</li></ul>	<ul style="list-style-type: none"><li>• Vlogging</li><li>• Trick Shots/Cool Angles</li><li>• Travelling Documentation</li></ul>	<ul style="list-style-type: none"><li>• Fashion accessory integrated into lifestyle</li><li>• Pictures of daily novelty encounters</li></ul>
Frustration with Current Cameras	<ul style="list-style-type: none"><li>• Traditional tripod-and-camera setup is limiting (size and weight)</li></ul>	<ul style="list-style-type: none"><li>• Difficult for people of limited photography knowledge to use</li><li>• Easily damaged by children</li><li>• Need tripod and set up to take family group photos</li></ul>	<ul style="list-style-type: none"><li>• Not easily adjustable in 360°</li><li>• Burden to carry in physically intensive or high-risk activities</li><li>• Hard to use in isolated travel destinations</li></ul>	<ul style="list-style-type: none"><li>• Mundane and unstylish appearance (limited color and customizability)</li></ul>
Expectations/Needs	<ul style="list-style-type: none"><li>• Unique and creative angles</li><li>• Extreme portability</li><li>• High speed without sacrificing quality</li><li>• Professional, sleek, elegant look of product</li></ul>	<ul style="list-style-type: none"><li>• Long-term lifetime of product (durability, quality of product and material)</li><li>• Easy to operate for people with limited knowledge and experience in photography</li><li>• High portability and versatility</li></ul>	<ul style="list-style-type: none"><li>• Unique angles and usable for trick shots</li><li>• Small, lightweight, easy to carry product during vlogs, hikes, and other travels</li><li>• Durable and impactable cases to prevent damage from shots taken from high-risk angles</li></ul>	<ul style="list-style-type: none"><li>• Fun colors to use cameras as a fashion accessory</li><li>• On top of new trends and gadgets</li><li>• Update the look of the product on a regular basis</li><li>• Functional to provide quality photos for social media</li></ul>

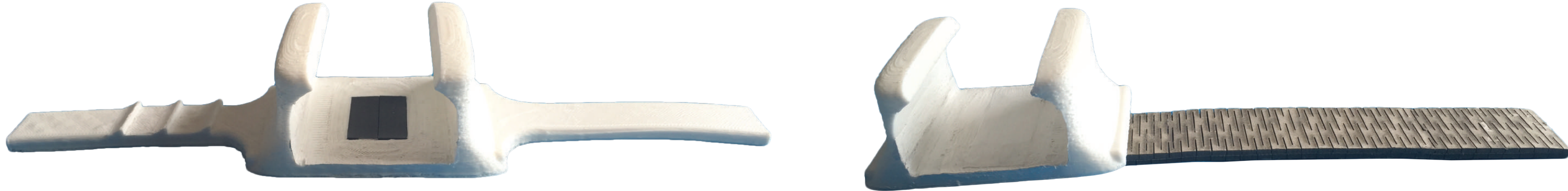
## Lo-Fi: Sketches



## Mid-Fi: CAD Models



## Hi-Fi: Physical Prototypes



# INDUSTRIAL DESIGN