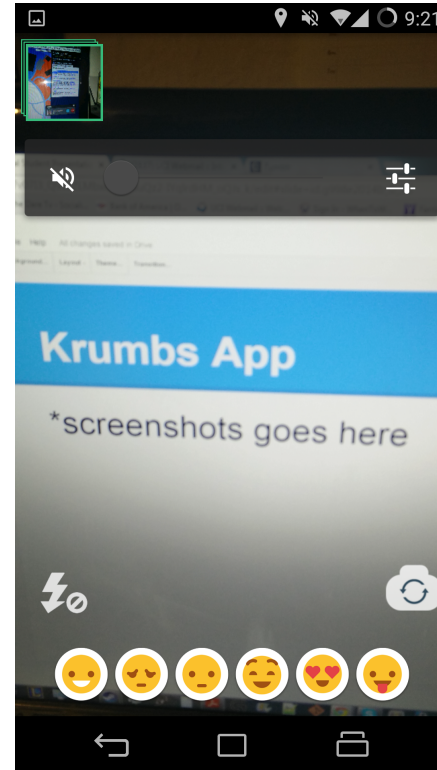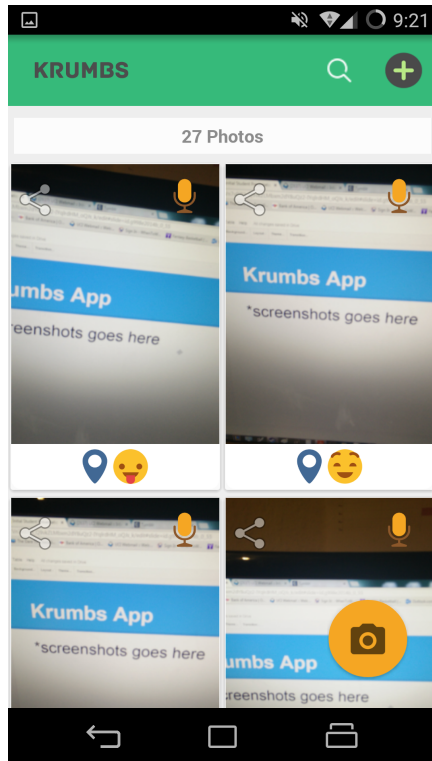# Project #5: Capturing Context in Photographs

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Introduction (Customer's view)

- Context in photographs via Krumbs app
- Idea of app is to revolutionize the camera roll and search image by context
- We are in charge of user testing and improving the creating, sharing and searching function of the app

Krumbs App

Initial Thoughts

- Lots of potential
  - first seen emoti-tags
- User Interface is confusing
  - took some time to figure out
  - example: don't know what to do with the emoticons

Communication

- Primarily e-mail
- Meetings with the customer every Monday at 12:30pm

Users

- Broad audience at the end of the development
  - We want everyone to be on this platform!
  - Users we testing and surveying are 30 and under
- Considered Target Groups
  - Social Events attendees (celebrations, meetings, etc.)
  - Health Tech (FitBit stats, MyFitnessPal info)
  - Families

Stakeholders

- Primary Stakeholders
  - Developers/Designers
  - Distributors and Suppliers
- Other Stakeholders
  - Social Media
  - General Public
  - Business Groups

Usability Requirements

- Intuitive
  - Geographic dispersion
- Easily accessible
  - Camera roll
- Integration between different OSes

Steps

1. Usability Surveys/Heuristic Evaluations
2. Mock-ups/Rapid Prototyping
3. User testing the prototypes via "talk out loud"

Methods

- Usability Surveys to identify pain points
  - [Krumbs Usability Survey](#)
  - Based on the feedback we will develop mock ups and prototype to suggest better UI design
- Heuristic Evaluation
  - Jakob Nielsen's 10 principles

Methods (cont.)

- Re-design
- Prototyping
- User testing
  - Task Examples:
    - take photos and add context to them
    - using the search (navigating through photos)
    - share photos (to facebook, etc.)

Timeline of Progress (all tentative)

Week 4

Implementing Usability Surveys/ Heuristics Evaluations (John and Adam)

Week 5-6

Mock-ups/ Rapid Prototyping (Francis and Ryan)

Week 7-8

User Testing the Prototypes (Jacob)