Project #5: Capturing the Context of Photographs

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Overview

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- Users
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Introduction

Krumbs - capturing the context of photographs

Focus

- Improving the creating, sharing and searching function of the app
- Improve the application's intuitiveness and interaction with the user
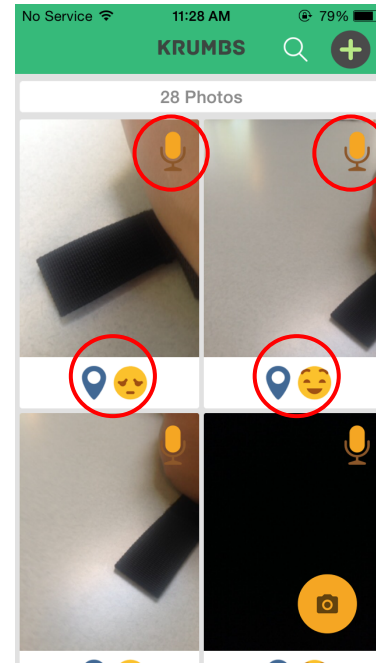- creating visual web with photos and videos
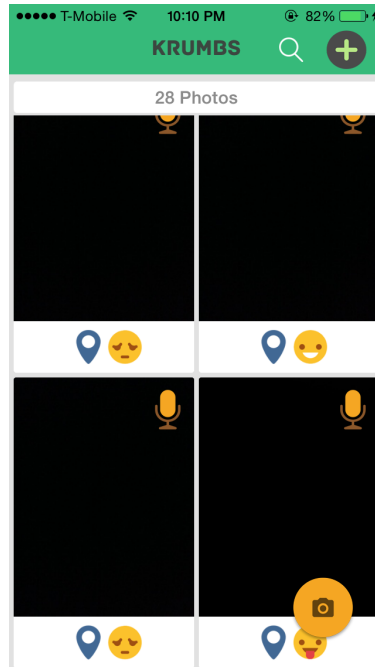
Usability Problems

Ambiguity of the emoticons

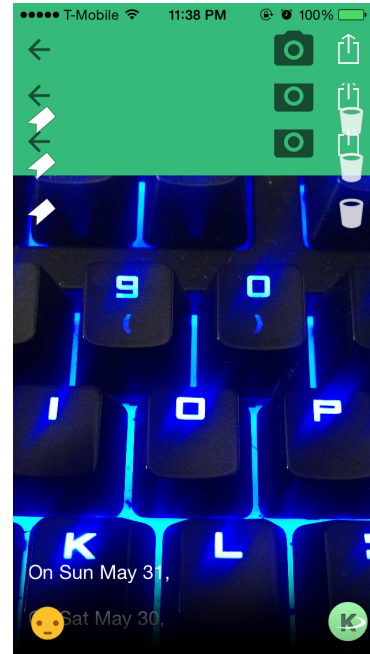# Usability Problems
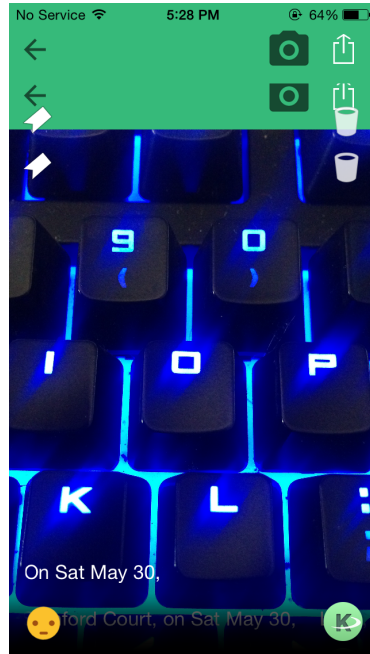
Ambiguity within the icons

Usability Problems

Users are guessing what things do most of the time

Other Problems Found

● Double frames appear after editing (iOS)

Other Problems Found

- Initial confusion for how to capture photos
- Confusion over the voice tag and how it works; no option of editing
- Geo-tags and event-tags are inaccurate
- Different problems on different OS's
  - **iOS**
    - experienced more crashes
  - **Android**
    - had problems connected to a physical back button
    - Fragmentation

Methods

- Usability Surveys
- Heuristic Evaluations
- Interviews (<25 minutes)
- Mock-ups/Rapid Prototyping (Redesigns)
- User testing redesigns via "think aloud"

Progress So Far

- ~~Usability Surveys~~
- ~~Heuristic Evaluations~~
- ~~Interviews (<25 minutes)~~
- ~~Mock-ups/Rapid Prototyping (Redesigns)~~
- User testing redesigns via "think aloud"

Suggestions for Improvement

- Tutorial/walk through in the beginning when app is being used for the first time
  - to help fix ambiguity problems with the app
  - not enough original guidance

- Communicate the functionality of various functions better
  - tutorial will help this

- Improvement or control mechanism for voice tagging
- Option to select which photos to import

Good Points

- Design to have minimal user generated error
- Quick response, no lag
- Minimalist Design
  - Simple and elegant
- Idea of tags - especially emoticon tag

Users Tested

- **Target group:**
  - **Young people (18-25 years old)**
- Did not have access to international users for testing and interviews
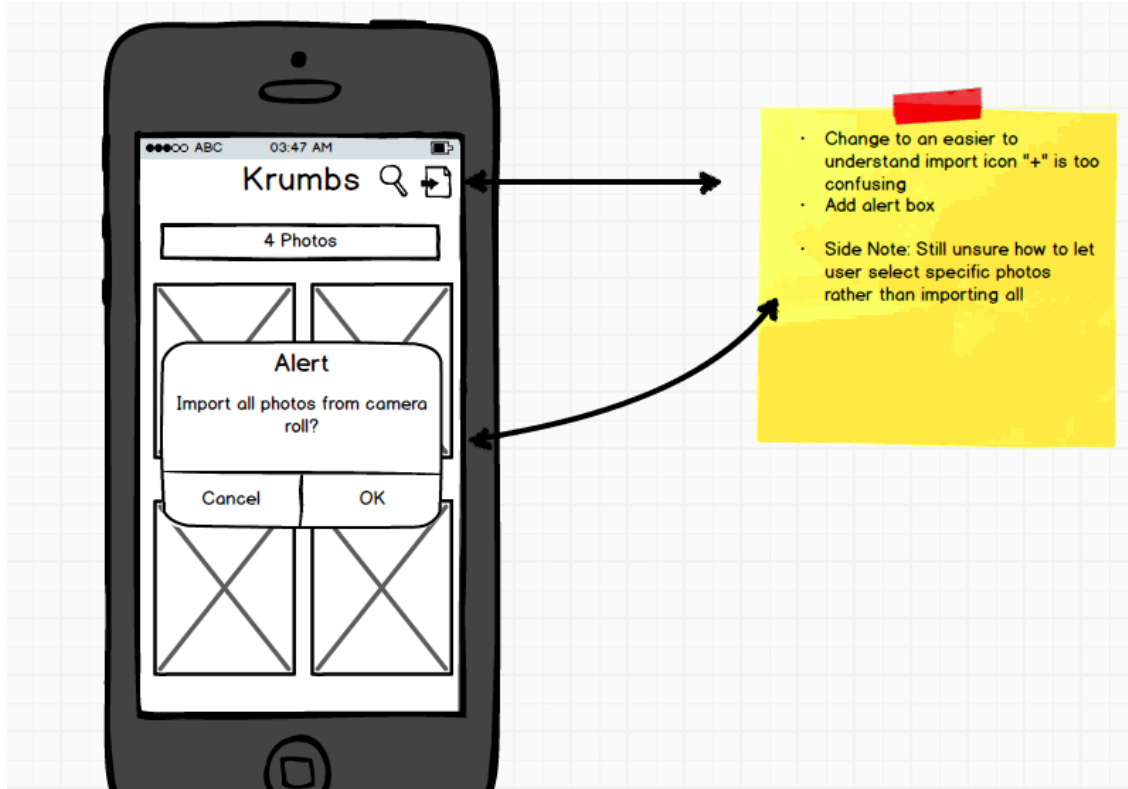- Client provided us with international feedback

Feedback from Users

1. "In the beginning show a demo or a tutorial"..."Have the tutorial or guide on how to use the app "..."I would like a camera icon to use for capturing a photo rather than an emoticon" - Various Students
2. "I didn't like how all pictures were uploaded automatically, I want to be able to pick images from the camera roll" - Student
3. "I can use this instead of Whatsapp. Sharing entire experience is perfect." - Deepak, college student at Hislop College in India.
4. "This brings life to my photos." - VP Engineering (didn't want to disclose name) at a startup.
5. "Emoji's as capturing route is brilliant" - VP Product (didn't want to disclose name)
6. "Creating a web from my growing camera roll is nice, I should get more choice in the matter though." - Swati, mother of 2 children.
7. "Adding audio to photos is sweet! This can be used for many things." - Travis, physical trainer and CEO of Marketing Solutions company.
8. "I can see this app replacing my regular camera." - Christopher, senior student at UCI
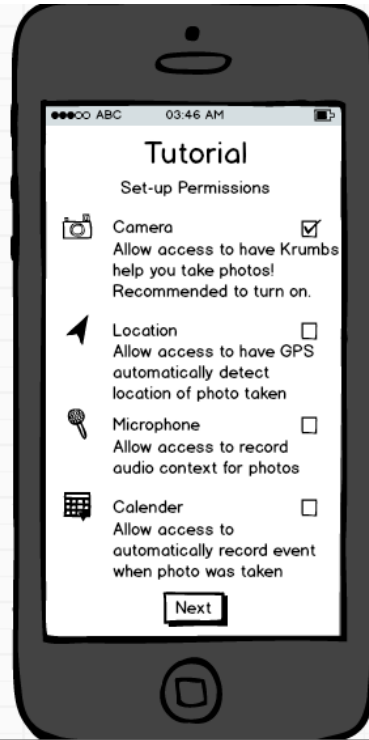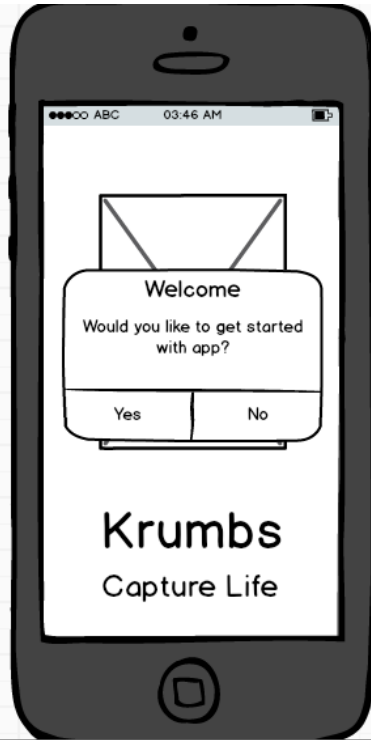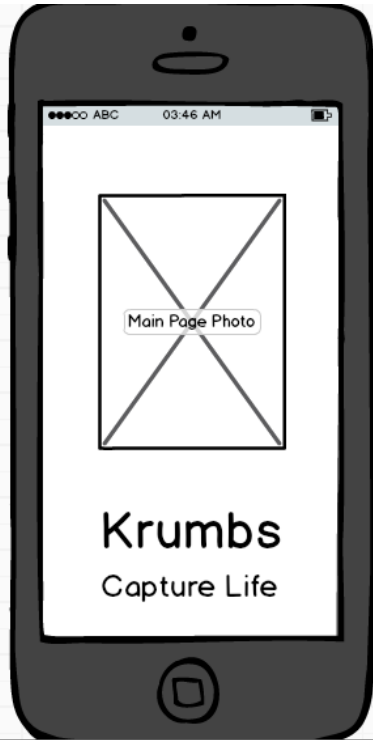
Ways We Gathered Feedback

1. WhatsApp Conversations "Krumbs Feedback Group"
2. Google Hangouts/ Skype
3. Slack Groups
4. Survey
5. Interview

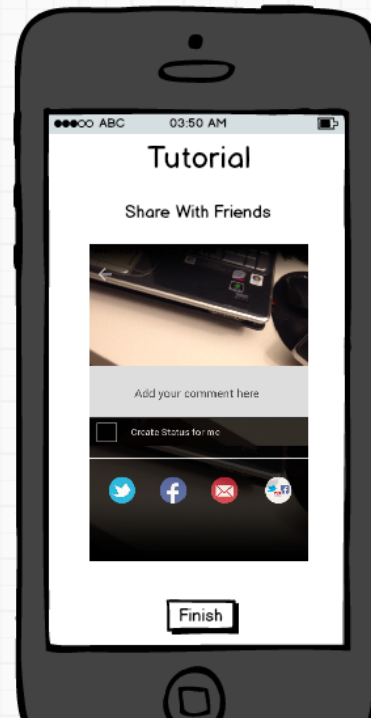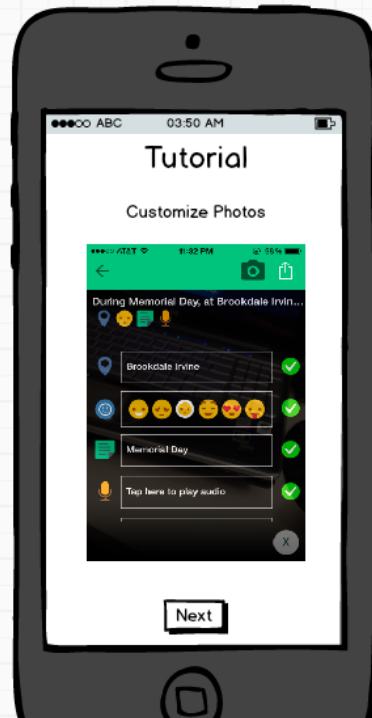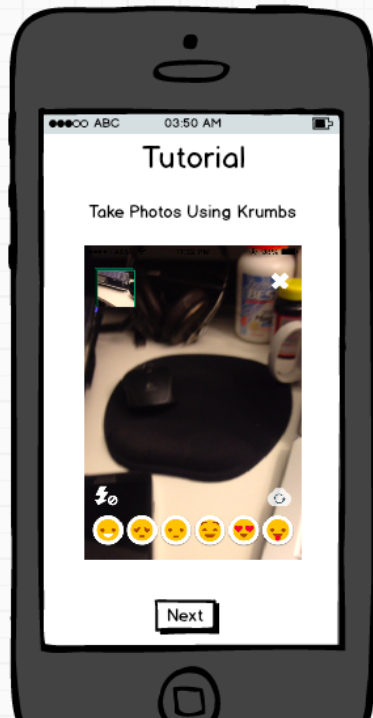# Wireframe Redesign

Wireframe Redesign

Wireframe Redesign

Rapid Prototype Redesigns
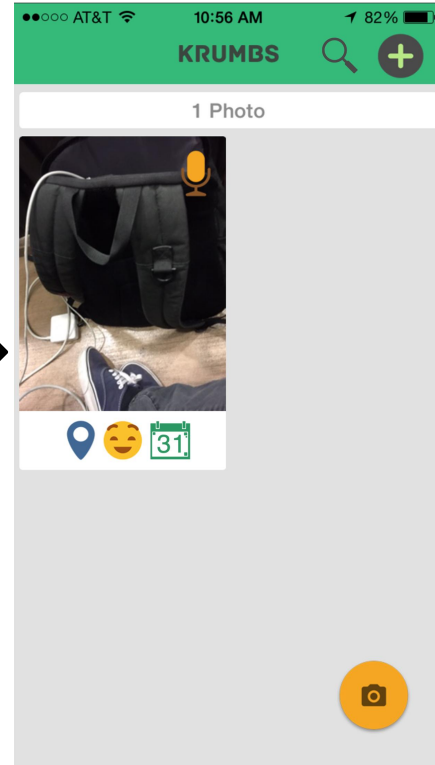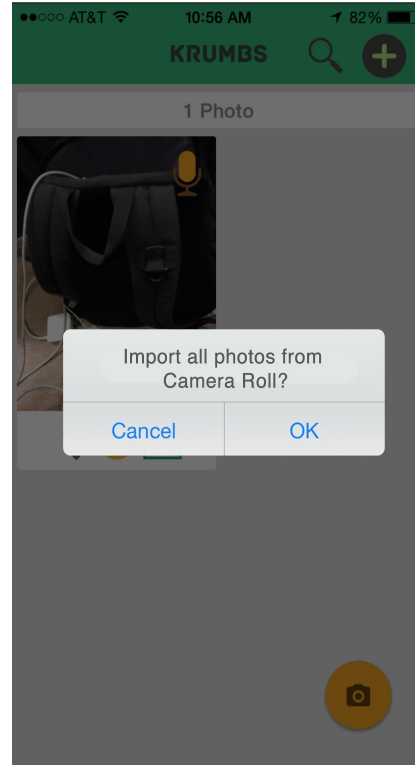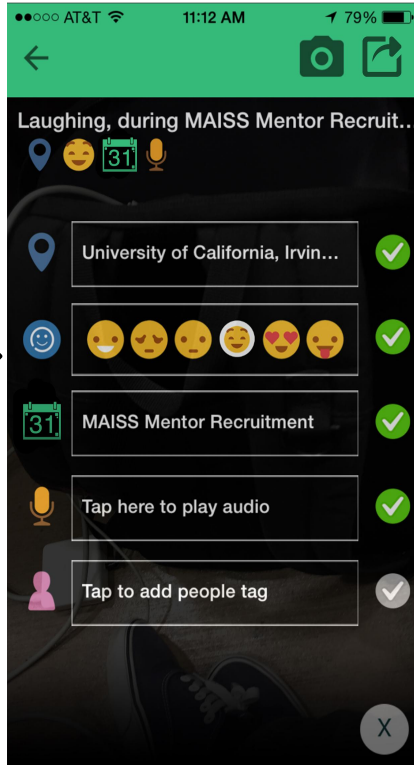
Client Implementation of Our Redesign
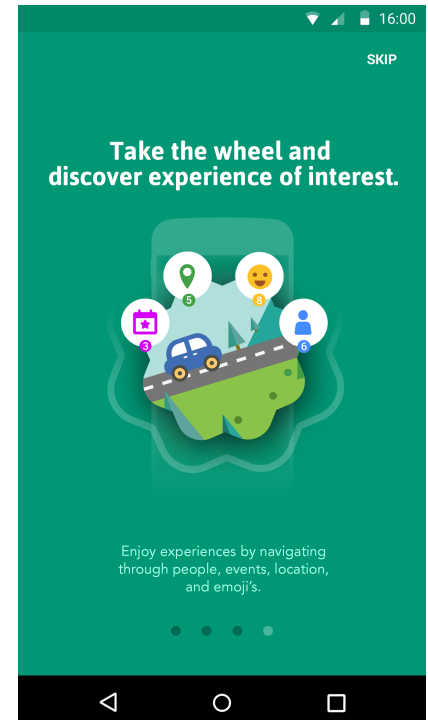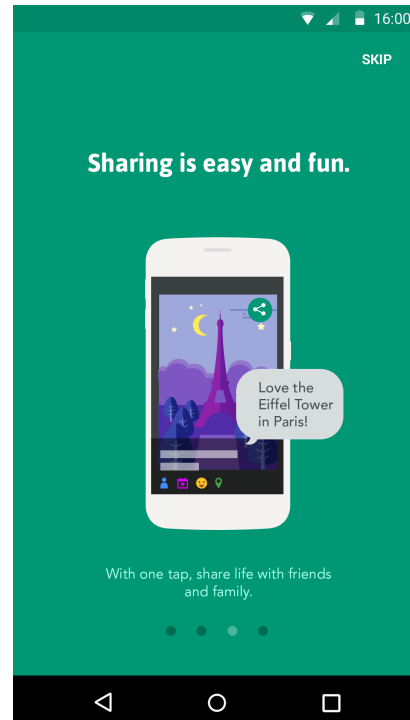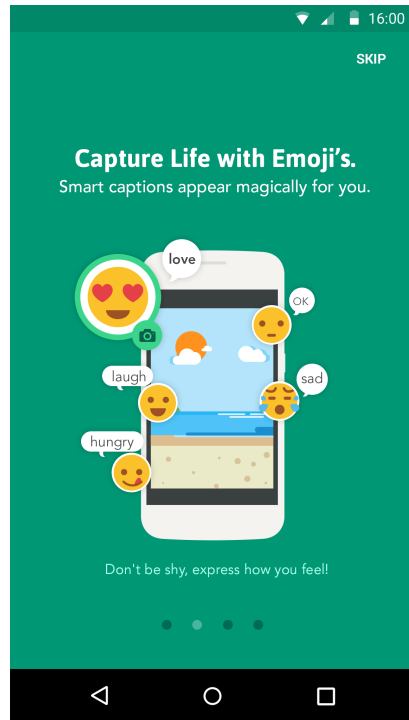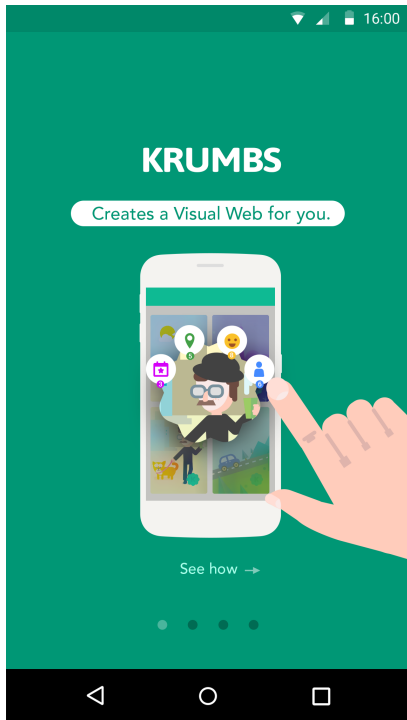
Client Implementation of Our Redesign

Insights Gained

- High need for tutorials even though there are many mobile apps in the market
- Important to have well-prepared interviews
- Users had similar feedback to give on the app regarding:
  - tutorials
  - improving the import of the camera roll
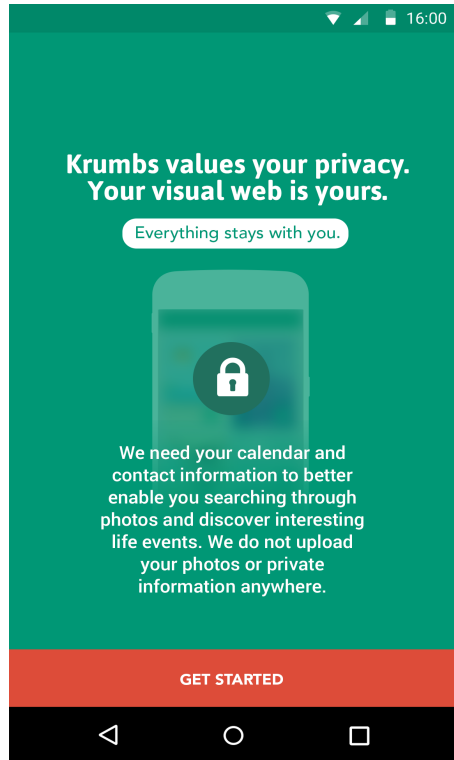- Realized culture differences after talking with Neil about feedback from international users
  - Asian countries are used to using the Emoji's/Emoticons to capture photos and prefer it
- The feedback we received from our primary users were similar to the users that Krumbs were testing with internationally
  - Both wanted a tutorial of some sort & selection of photos being imported, as well as a prompt for it

Difficulties Encountered

- Scheduling (meetings and interviews)
- During user test, users get lost and keeps asking for help from us
- Different OS's had different updates
  - Some functionality was available on Android, while not available on iOS

Decisions to be made

What's Next?

- User testing for redesigns
  - gain feedback
- Present feedback
- Write final report

Final Timeline

6/3 - 6/5	Finish user tests for redesigns	Jacob, Adam, Francis
6/3 - 6/6	Finalize user study materials and prep for submission	Jacob, Adam, Francis
6/3 - 6/6	Write final report	John and Ryan
6/6 - 6/9	Study for finals	Everyone