Introduction and Background

83% use their phones to take a photo.

350 Million photos are uploaded to Facebook everyday.

500 camera apps in the App Store.

91% of smartphone owners use their phone to take a photo at least once a month.

73% Compared to 73% of digital camera owners.

The Sneaky Savant: color and resolution from smartphone pictures are equal to or better than those from your point-and-shoot.
Design Aims

There are certain photography problems and mistakes that commonly occur for new photographers as well as the more experienced:

- Blurry Pictures
- Wrong horizon
- Wrong framing
- No space to move
Normally, people use apps to edit this mistakes when them already have done.

How about the app which provide the opportunity to improve the photo during the process?
User Needs

Step 0: Preliminary segmentation

All People
Mobile phones users
Smartphone users
Target audience

Step 1: Data gathering

Method: Interviews and questionnaires
Step 3

Personas
| 1 MILLION
selfies taken
each day
in 18-24
year old group |
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Teen and Young</td>
<td>Young Professional</td>
<td>‘Adult’</td>
</tr>
<tr>
<td>Age</td>
<td>12-25</td>
<td>25-37</td>
</tr>
<tr>
<td>Phone camera usage</td>
<td>Frequently (often as an alternative of the separated camera). Ready to spend time to photo editing; 10-15 times a day</td>
<td>Not very often (only when it really necessary and to make a few quick photos). For other situations prefer to use separated camera; 1-5 times a week</td>
</tr>
<tr>
<td>Devices</td>
<td>Phone, tablet (rarely laptop)</td>
<td>Phone, tablet, laptop, PC</td>
</tr>
<tr>
<td>Wants from the app</td>
<td>Easy to use, free</td>
<td>Easy to use</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Studying (school, university); very dependant of social media; feels necessarily to add lots of photos to the social networks</td>
<td>Full-time workers; actively participate in activities and like to take a photos by semi-professional or professional camera</td>
</tr>
<tr>
<td>Context of use</td>
<td>Everywhere where it possible (school, university, home, outside)</td>
<td>Home, office</td>
</tr>
<tr>
<td>Experience of other apps</td>
<td>Fluent with apps</td>
<td>Fluent with apps</td>
</tr>
</tbody>
</table>
Step 4

Journey Map and Emotional Map

Current User Journey
Journey Map and Emotional Map

Current User Journey
"It's pathetically slow even in entering my unlock code now."

"There is a huge amount of photo/video apps and to most people I think it's confusing, I certainly do."

"Sometimes it takes about 30 seconds for an application to open, or to get back to the home screen. At other times the response is totally normal."

"I Must always put in them (photos) in Photoshop and adjust color, balance, everthing..."

"Disappointment.... Pictures not even 50 % as good like pictures shown on the forum..."
Step 4

Journey Map and Emotional Map

Ideal User Journey
Step 4

Journey Map and Emotional Map

Ideal User Journey
Step 4

Journey Map and Emotional Map

Ideal User Journey
Step 4

Journey Map and Emotional Map

Scanning → Correction → Making a shot → Previewing → Photo saving → Photo sharing → End

While ‘photo editing’ step was reduced

The ‘Capturing’ step was divided into two separated steps (Scanning and Correction)
Step 4

Journey Map and Emotional Map

Expected improvement since scanning step

Aimed Emotional Map
## Step 5

### Touchpoints

<table>
<thead>
<tr>
<th>ID</th>
<th>Touchpoint</th>
<th>Action</th>
<th>Action object</th>
<th>Pain point</th>
<th>Reason</th>
<th>Problem solving</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Website</td>
<td>Download application</td>
<td>Application</td>
<td>Unclear action point</td>
<td>Wrong location of the download link, Reasons to download are unclear</td>
<td>Redesign</td>
</tr>
<tr>
<td>02</td>
<td>Mobile application</td>
<td>Capturing</td>
<td>Capturing object</td>
<td>Unexpected results</td>
<td>Wrong composition</td>
<td>Preliminary scanning, Automatic correction</td>
</tr>
</tbody>
</table>
Next steps

Prototyping

The most important features:

Horizon Finder
Next steps

Prototyping

The most important features:

Horizon Finder
True Framing
Next steps

Prototyping

The most important features:

Horizon Finder
True Framing
Space to Move
Next steps

Prototyping

The most important features:

Horizon Finder
True Framing
Space to Move
Blurry Reducing

Stabilisation
References