spot'd

kevin ordonez
10.22.2019

platform

problem statement

amateur photographers often have trouble finding
new spots to take photos.

amateur photographers need a way to find locations
to shoot because they lack familiarity of the area.

what is spot'd

spot'd is a platform where photographers can go to find locations to shoot, whether locally or traveling.

to find spots, photographers can go in **spot'd** and see photos that other photographers have shot and mapped, and bookmark them for later use.

research

competitive analysis

	geo/hashtag capabilities	search	upload photos	saving/ bookmarking photos	organizing saved/ bookmarked photos
Instagram	✓	✓	✓	✓	
Pinterest		✓		✓	✓
flickr		✓	✓	✓	✓

interviews

process

interviews were conducted with five people, each with different skills/interest in photography. one was a 'social' photographer, three were amateur, and one was a professional.

"finding the right and unique locations that isn't overly shot by others.

on photography frustrations

every time i travel i take pictures... on the way to and at my destination.

on when they take photos

**...mood boards, styling, colors...finding shooting locations youtube, pinterest, instagram, social media..."**

on inspirations and how they find them

interviews

findings

- mostly rely on social media and multiple platforms to find locations or inspirations for shoots.

- when finding a photo with a location, they often go to recreate or find ways to get a better shot.

- they value other photographers' input on achieving looks.

- most take photos locally but take certainly take photos when on vacation/traveling

persona
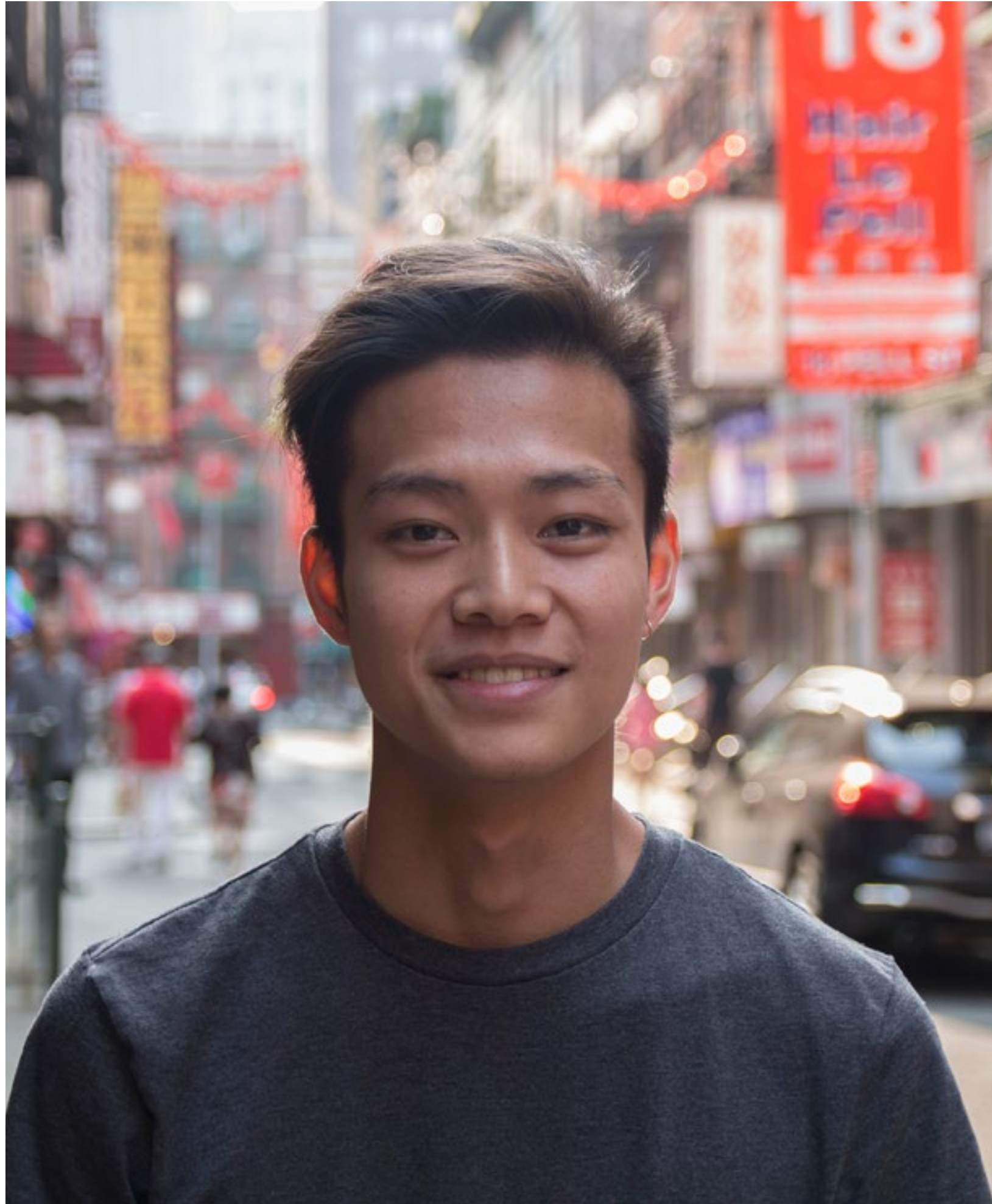
riley hwang, 27

copywriter / works in brooklyn, ny / lives in fort lee, nj

riley is a copywriter at a creative agency in brooklyn, ny. he takes the boat to get to manhattan from fort lee, nj, then takes the subway and walks to get to work. he usually leaves at an early time to enjoy the view on his way to and from work and occasionally snap a few photos on his phone that he finds interesting or anything he saw from his social media feed. however, he doesn't post the photos he takes often because he doesn't think they're that good and could be better. he does ask his coworkers for tips and tricks to get better.

behaviors

- relies on public transit or walking.
- limited to the city and the surrounding areas
- works at a creative agency so he's surrounded by lots of creative people
- talks to other photographers at work when he has a chance
- takes photos on his phone for convenience

goals and needs

- discover new places to take photos
- need guidance with technical aspects of photography
- improve photography skills

prioritization

NOW

Account Creation
Map
Location Finder
Geotagging
Photo Upload
Search
Bookmark/Save

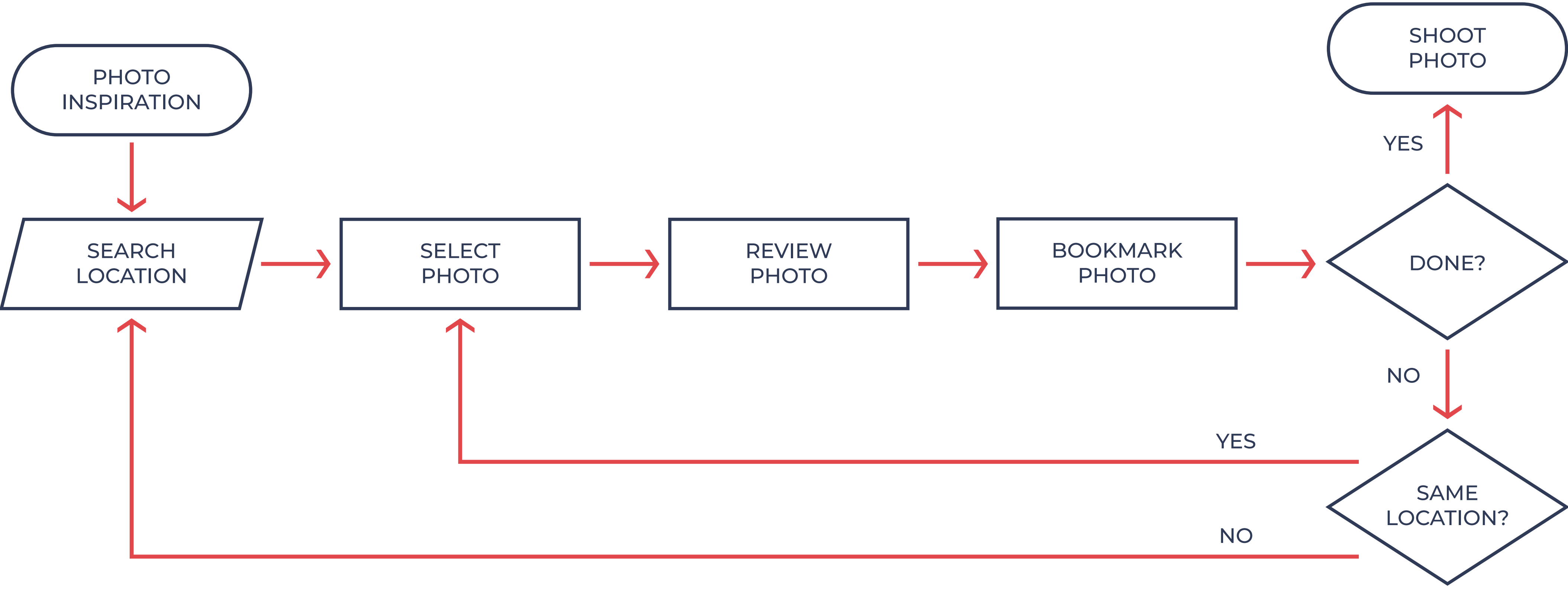## NEXT

User Feed
User Profile
Photo Description
Organizer

LATER

Comment
Liking Photos
Messaging
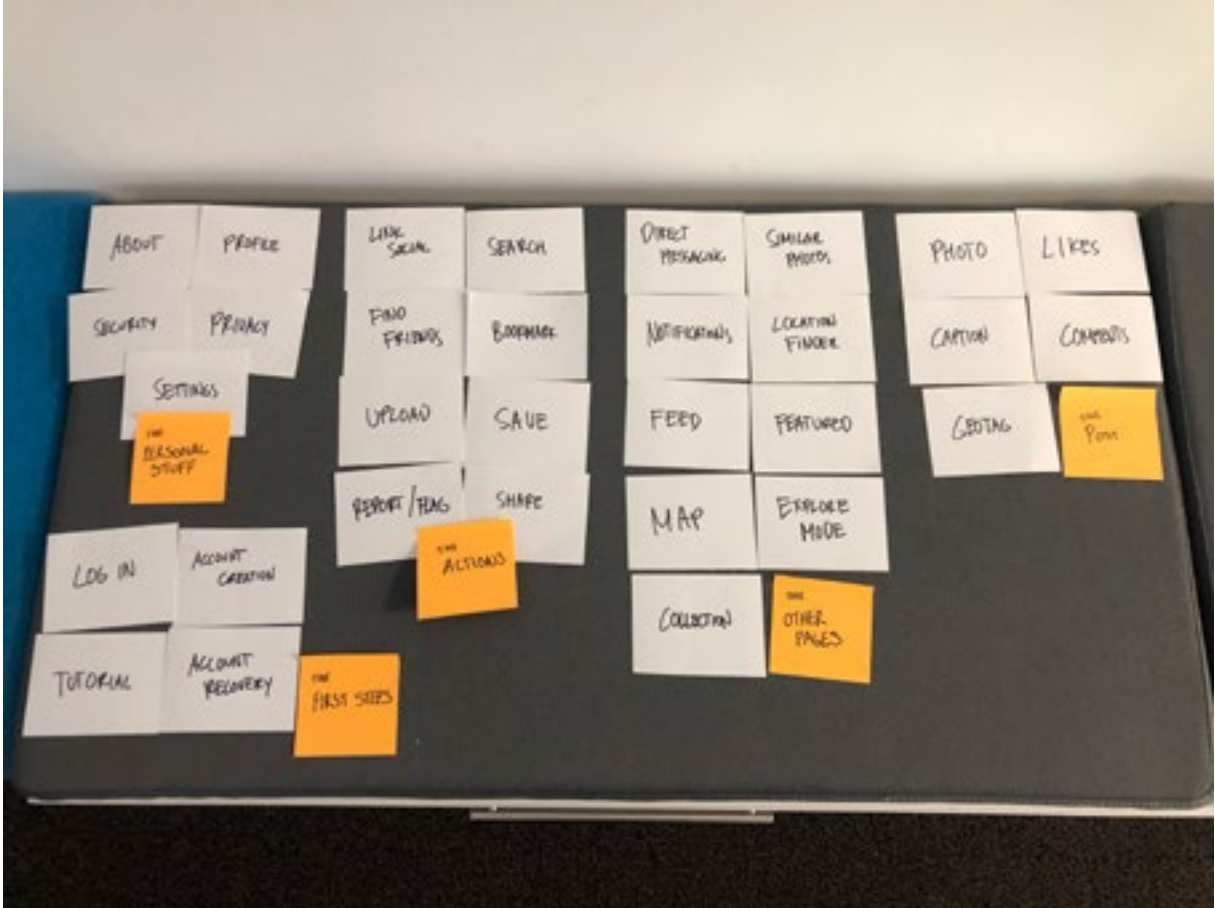Following Users
Social Media Link

Release

user flow

PHOTO
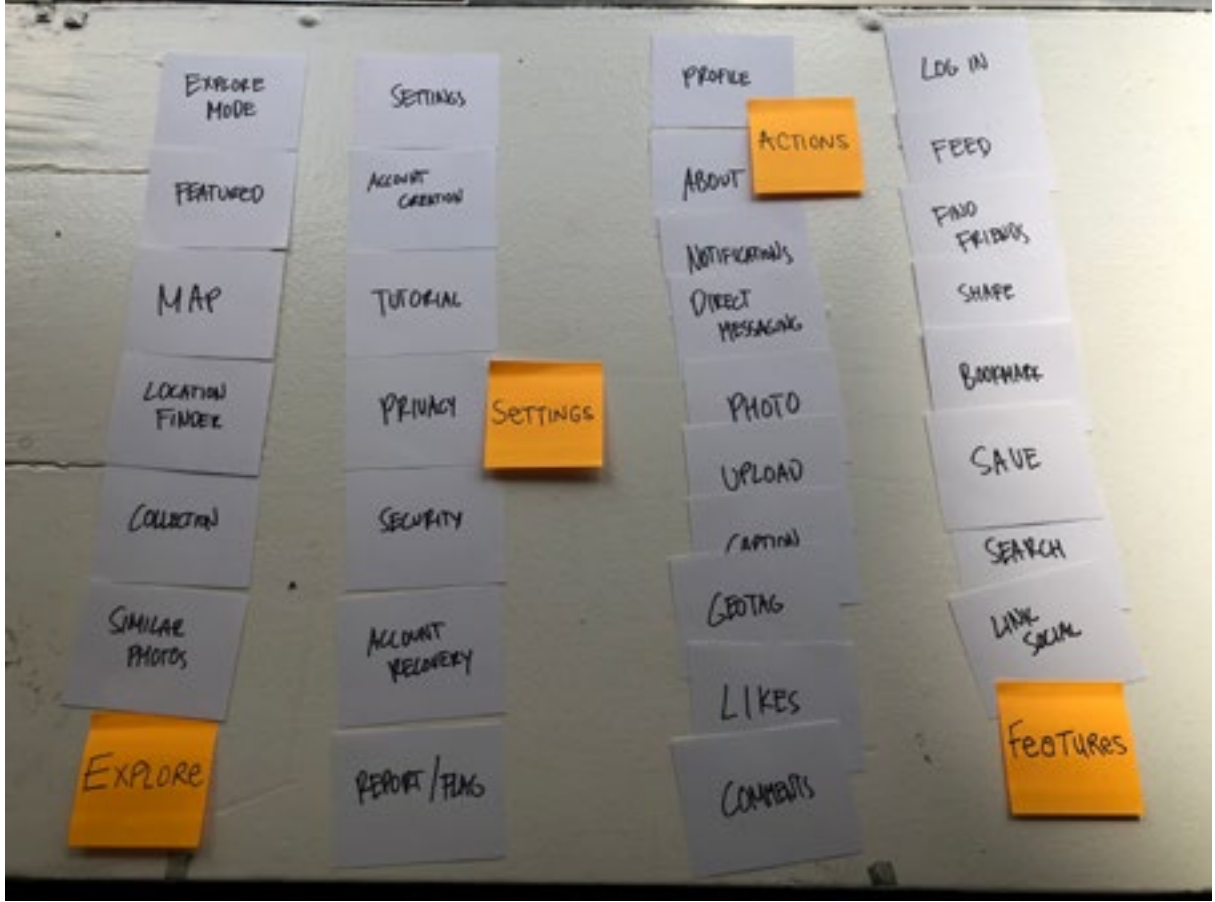INSPIRATION

SEARCH
LOCATION

SELECT
PHOTO

REVIEW
PHOTO

BOOKMARK
PHOTO

DONE?

SHOOT
PHOTO

YES

NO

SAME
LOCATION?

YES

NO

KEY

START/
FINISH

DATA

PROCESS

DECISION

card sorting

user #1
organized the cards based on 'marketing' terms

user #2
organized the cards based on features on existing apps
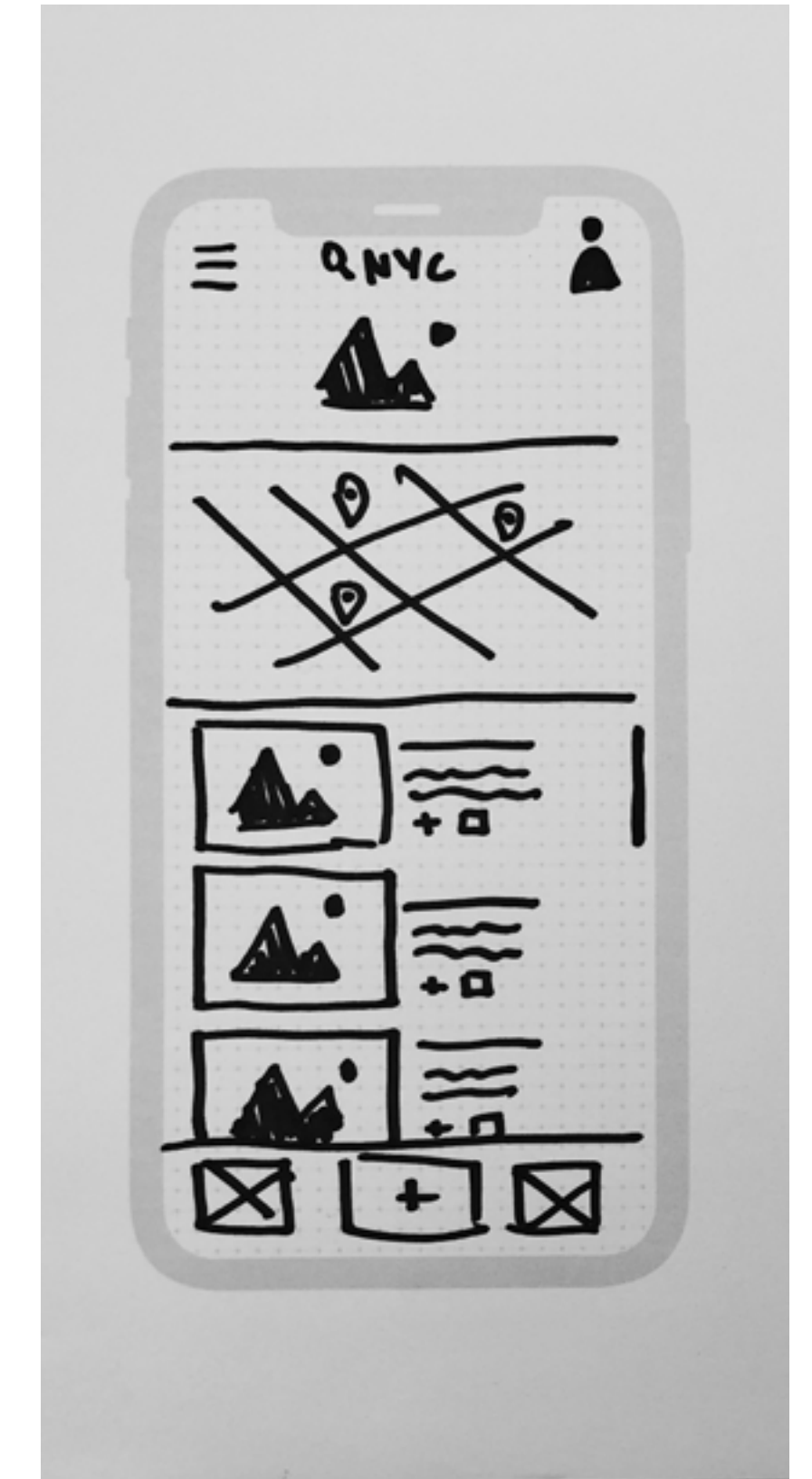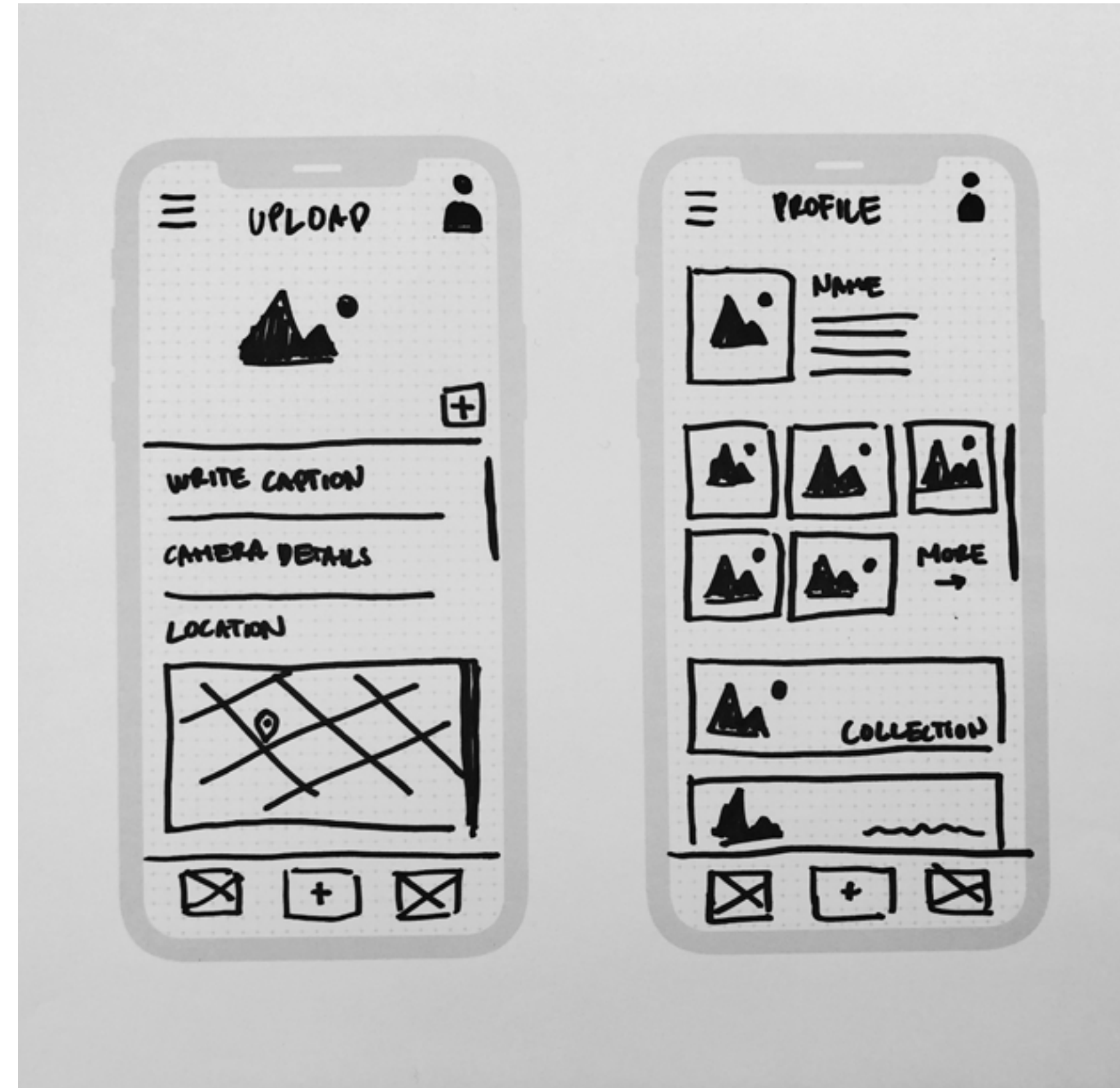
card sorting

user #3
organized the cards based on features on existing apps
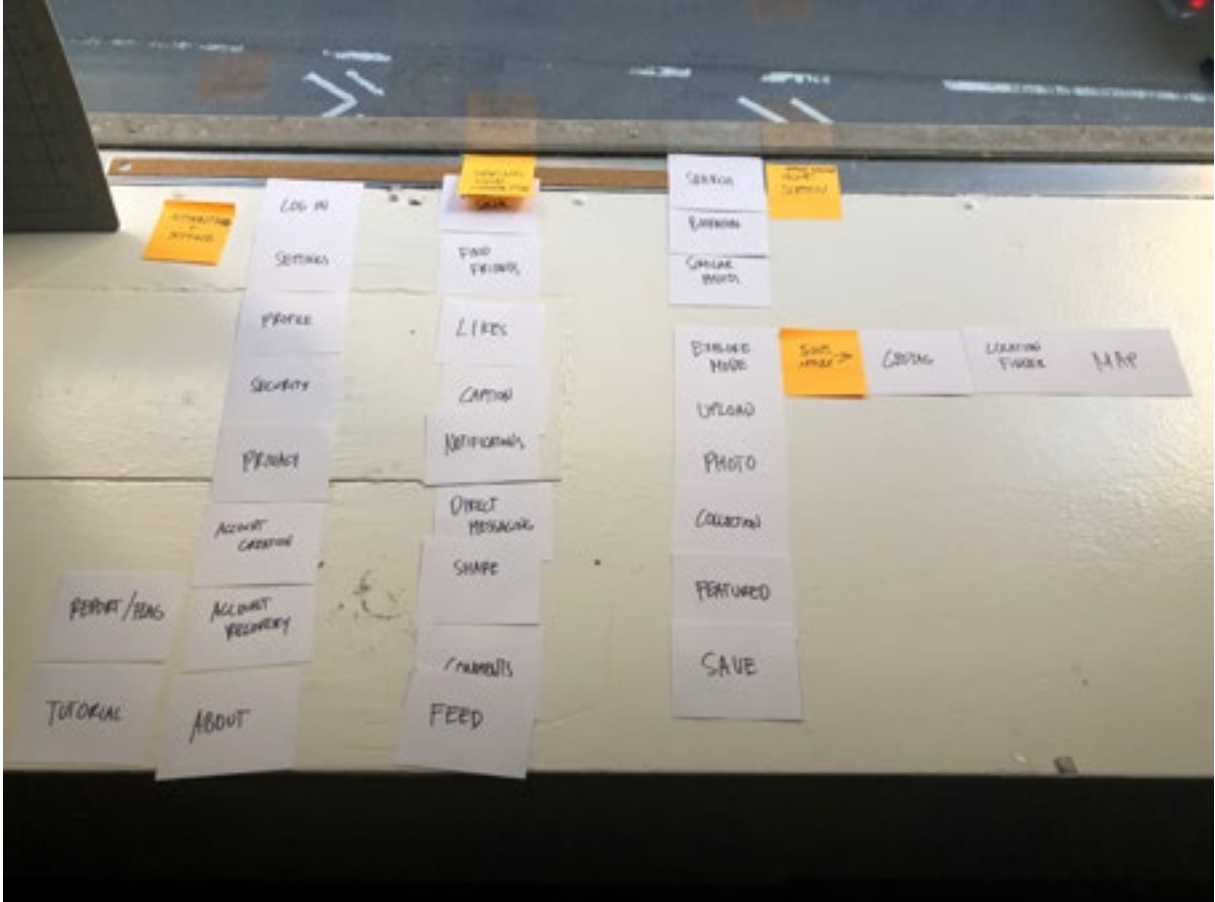
user #4
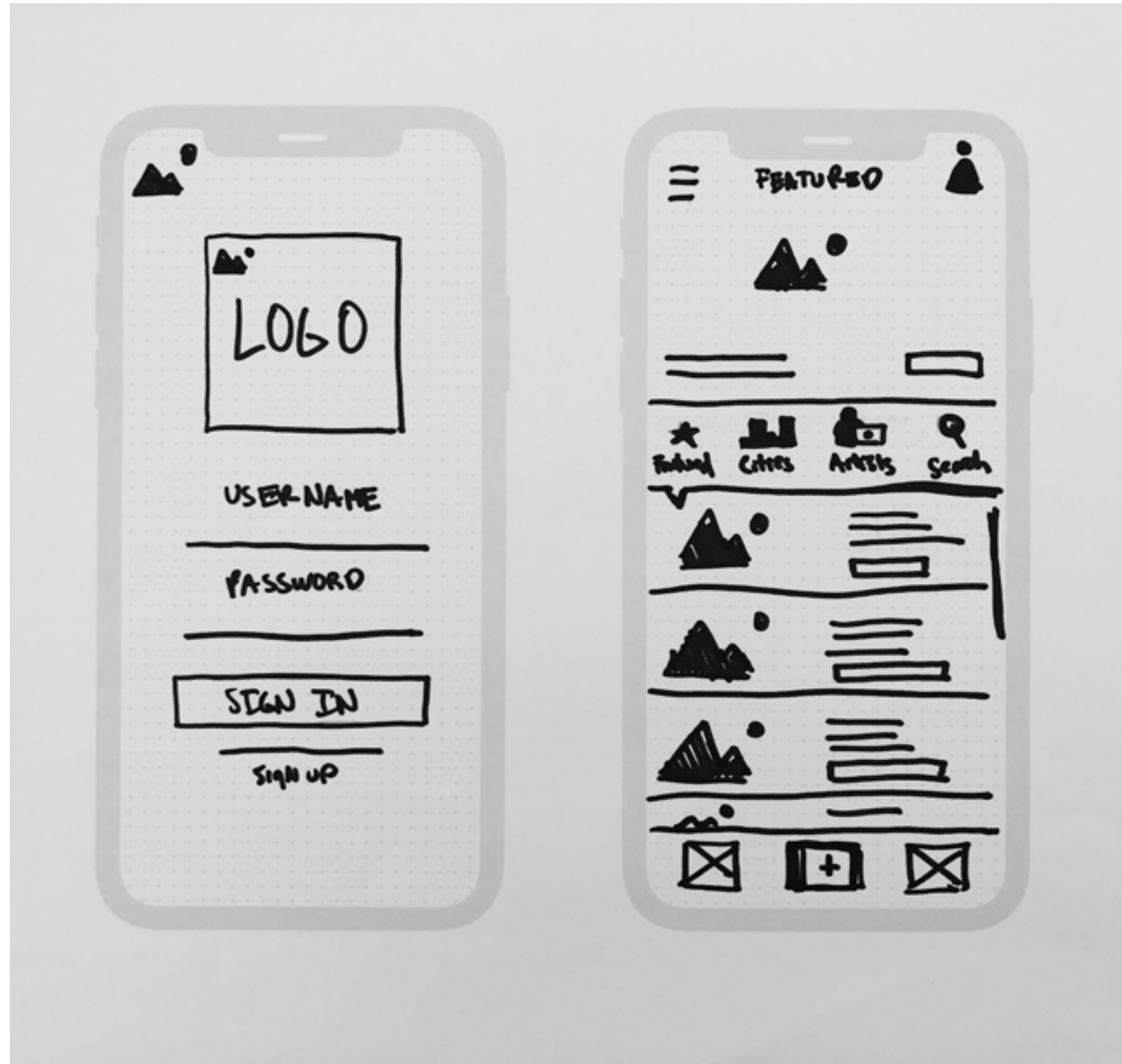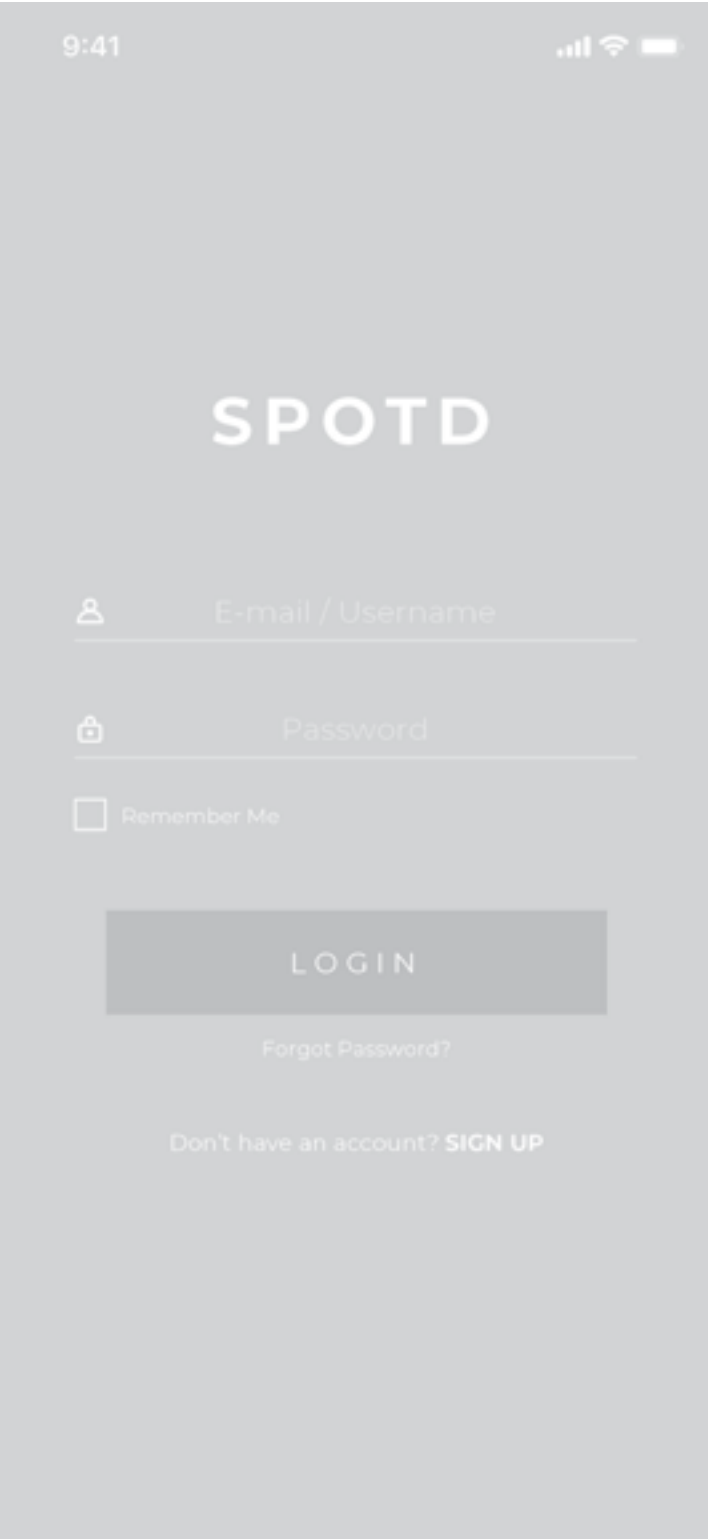organized the cards based on features on existing apps

site map

ACCOUNT CREATION

LOG IN

FEED
- FEATURED
- SPOTS
- MAP
- SEARCH

PROFILE
- PHOTOS
- COLLECTION

UPLOAD
- PHOTO
  - PHOTO
  - CAPTION
  - LOCATION
  - DETAILS
- COLLECTION

NOTIFCATIONS
- LIKES
- COMMENTS
- MESSAGES

SETTINGS
- ABOUT
- LINK SOCIAL
- SECURITY
- PRIVACY
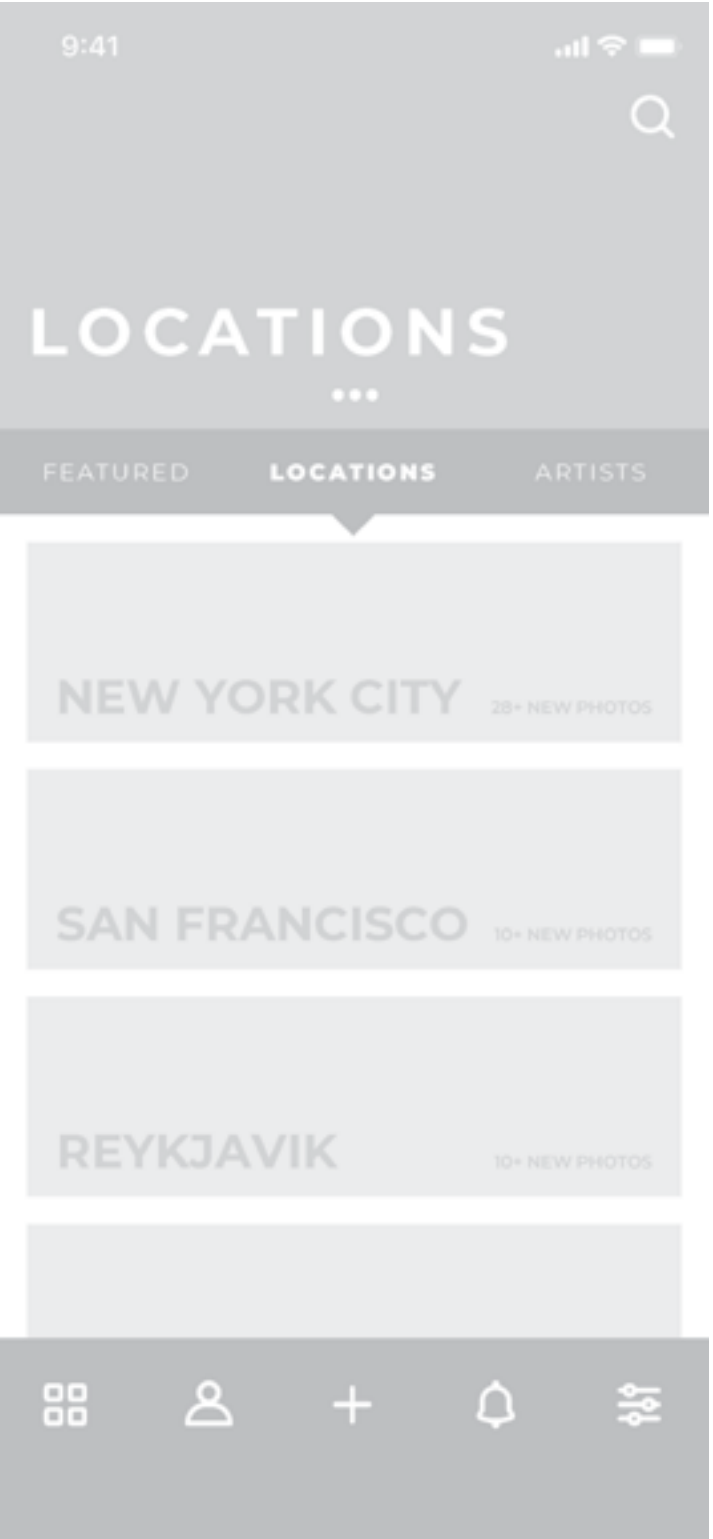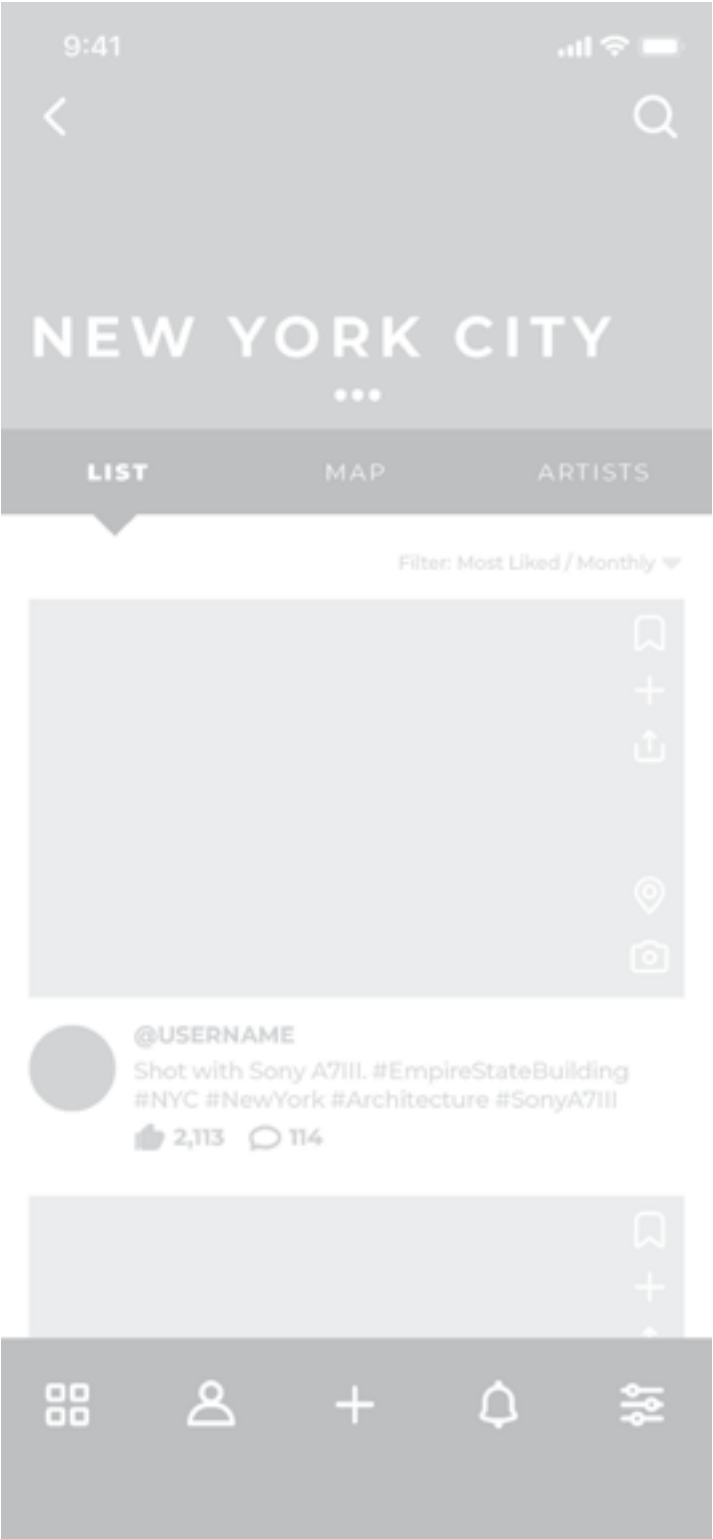- REPORT/FLAG
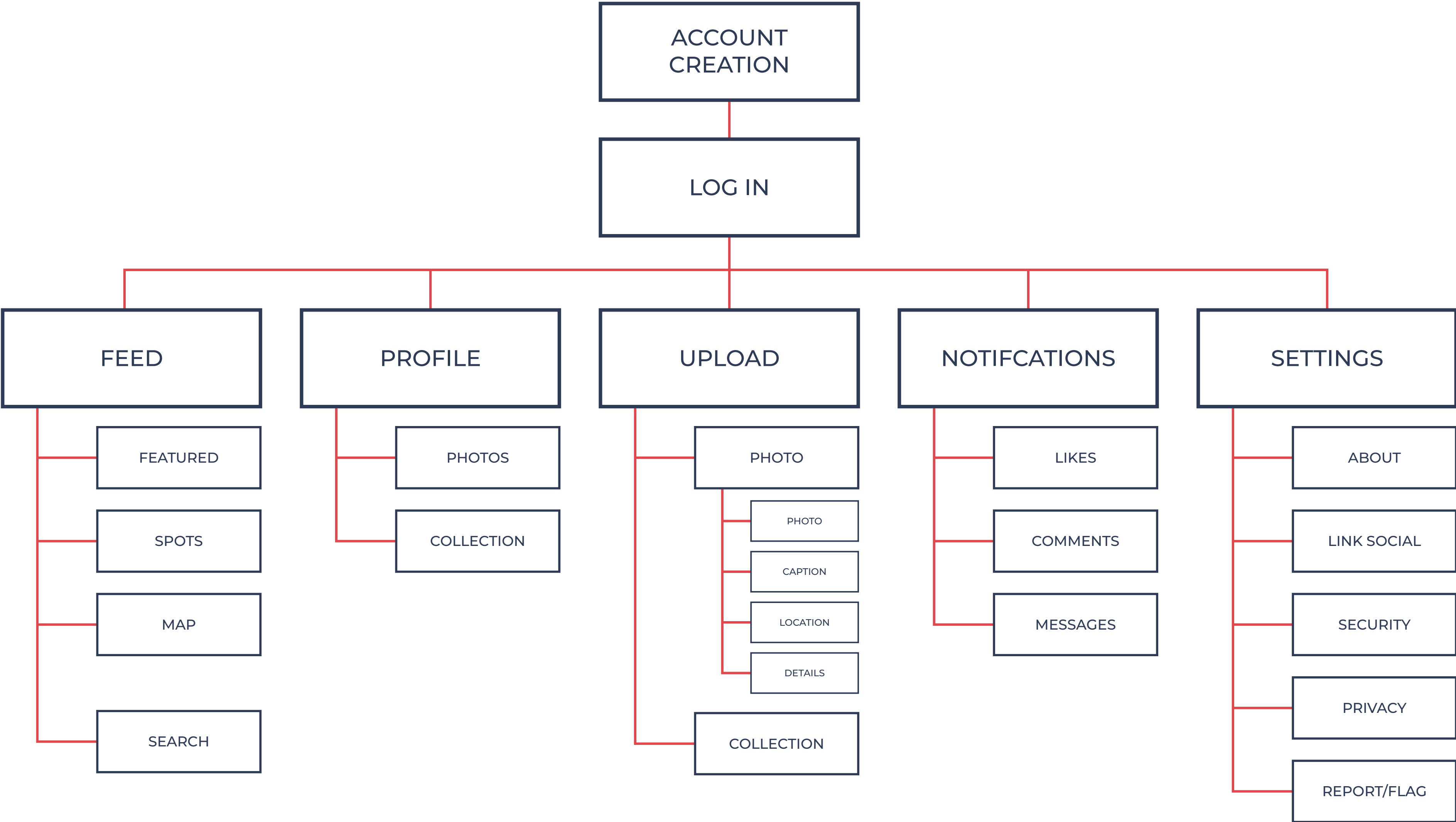
wireframes

key screens

wireframes
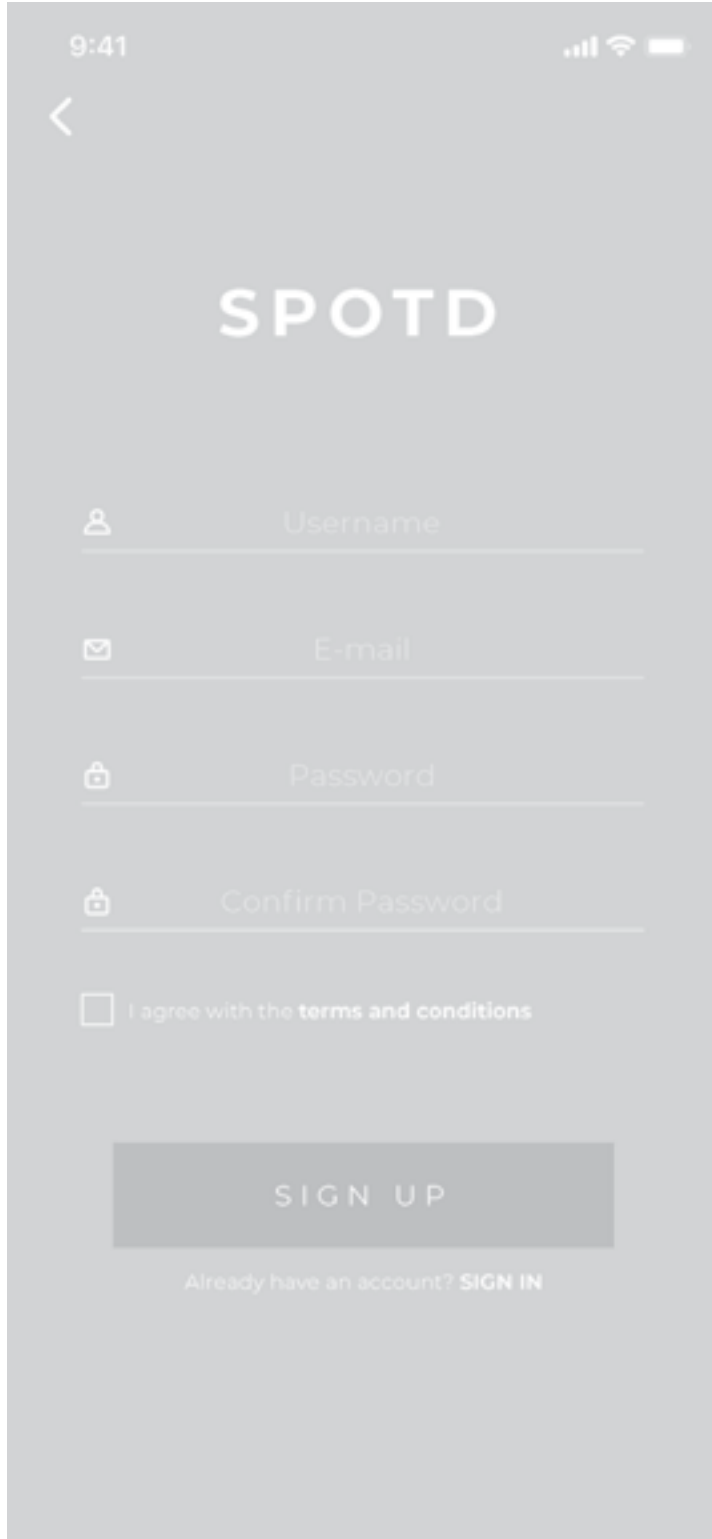
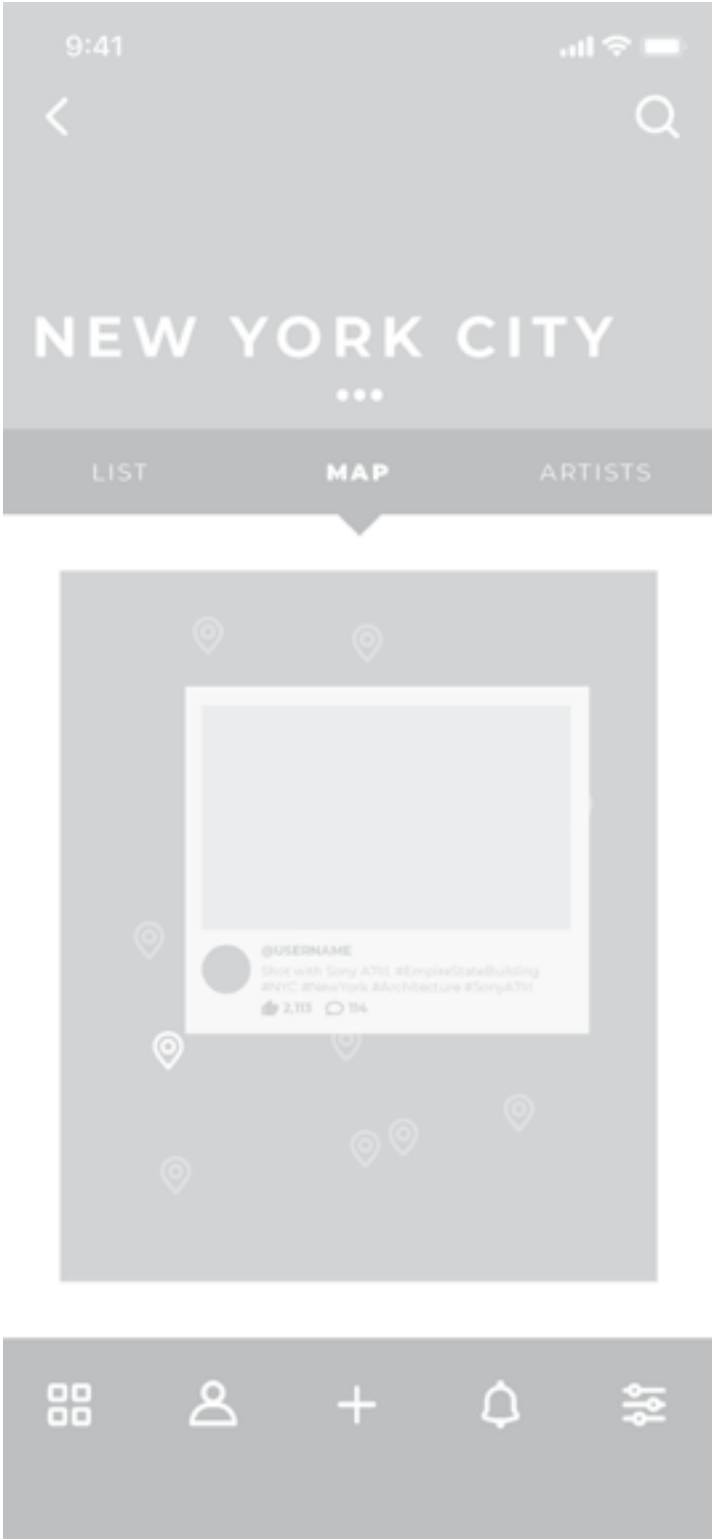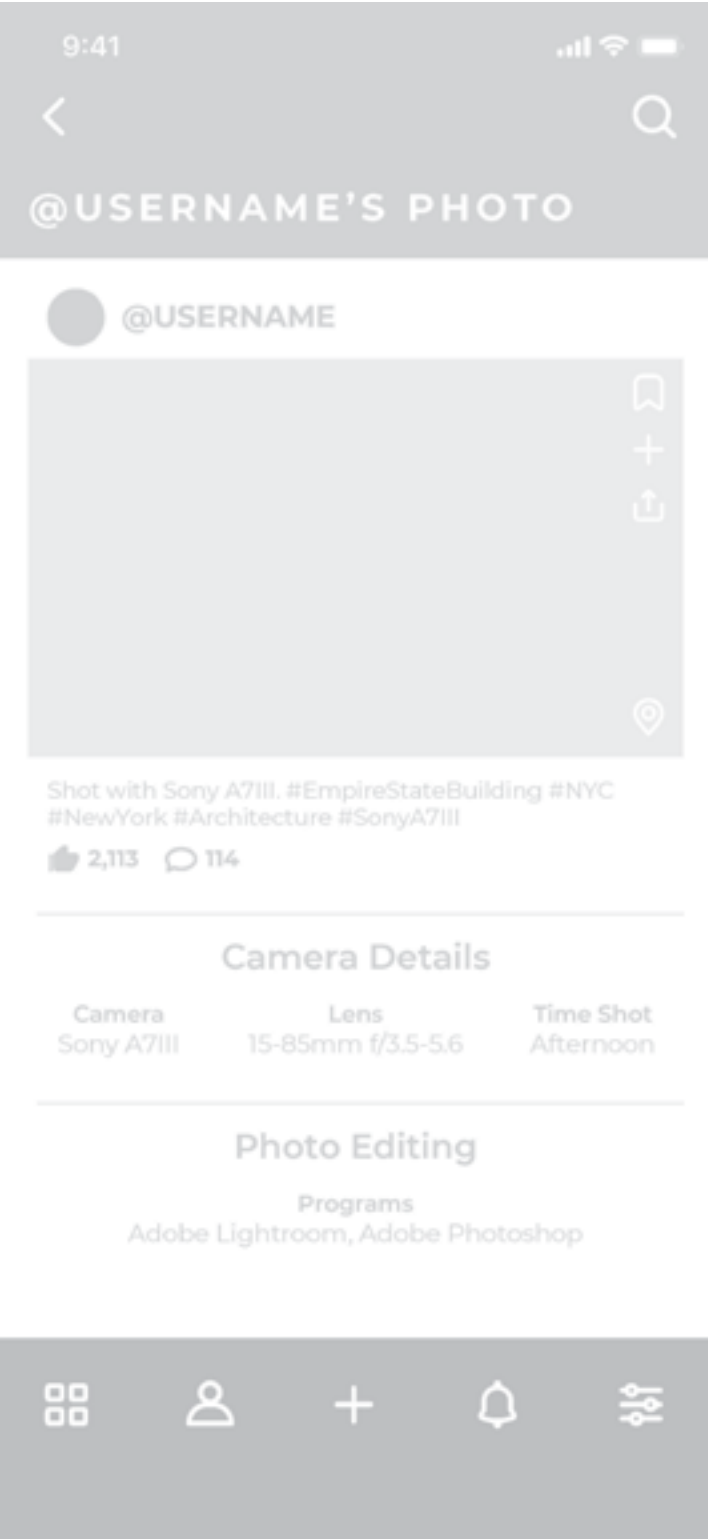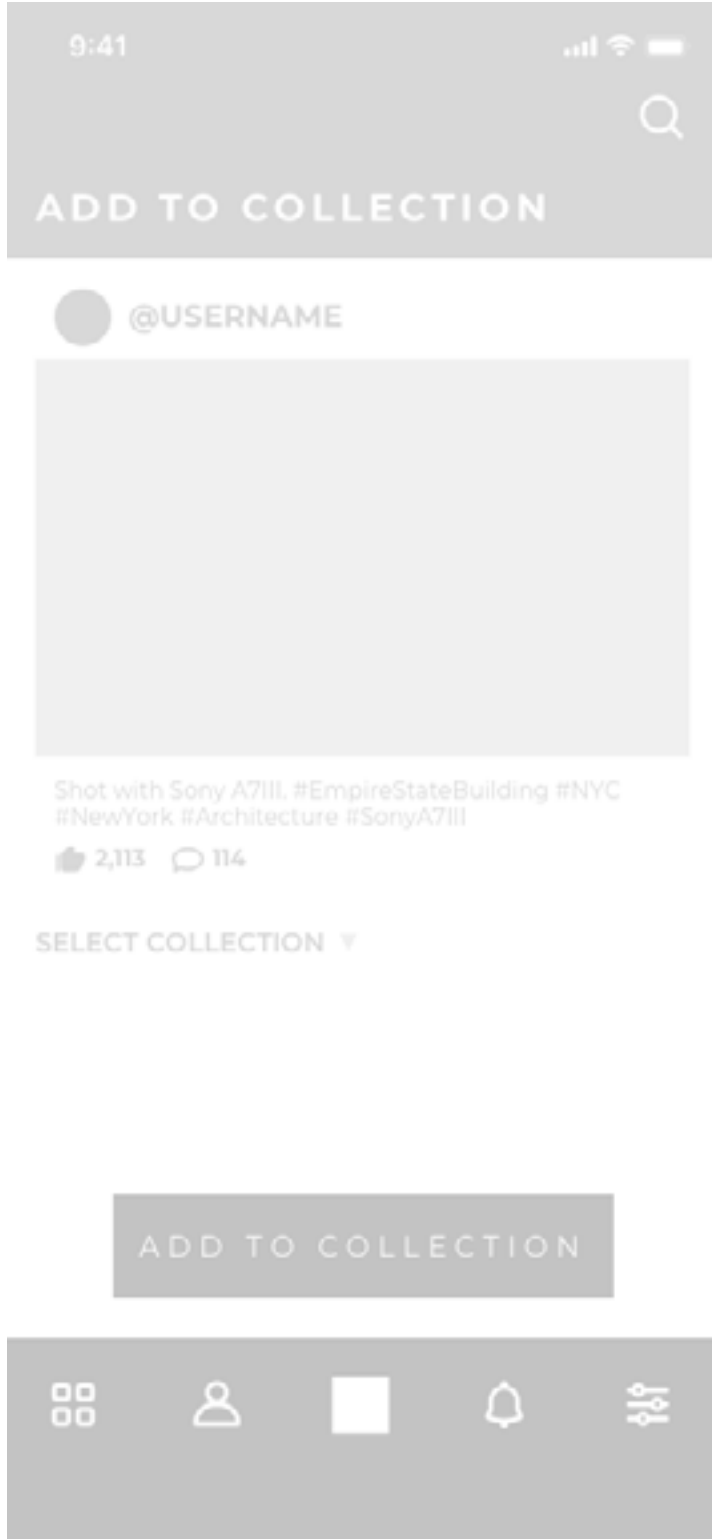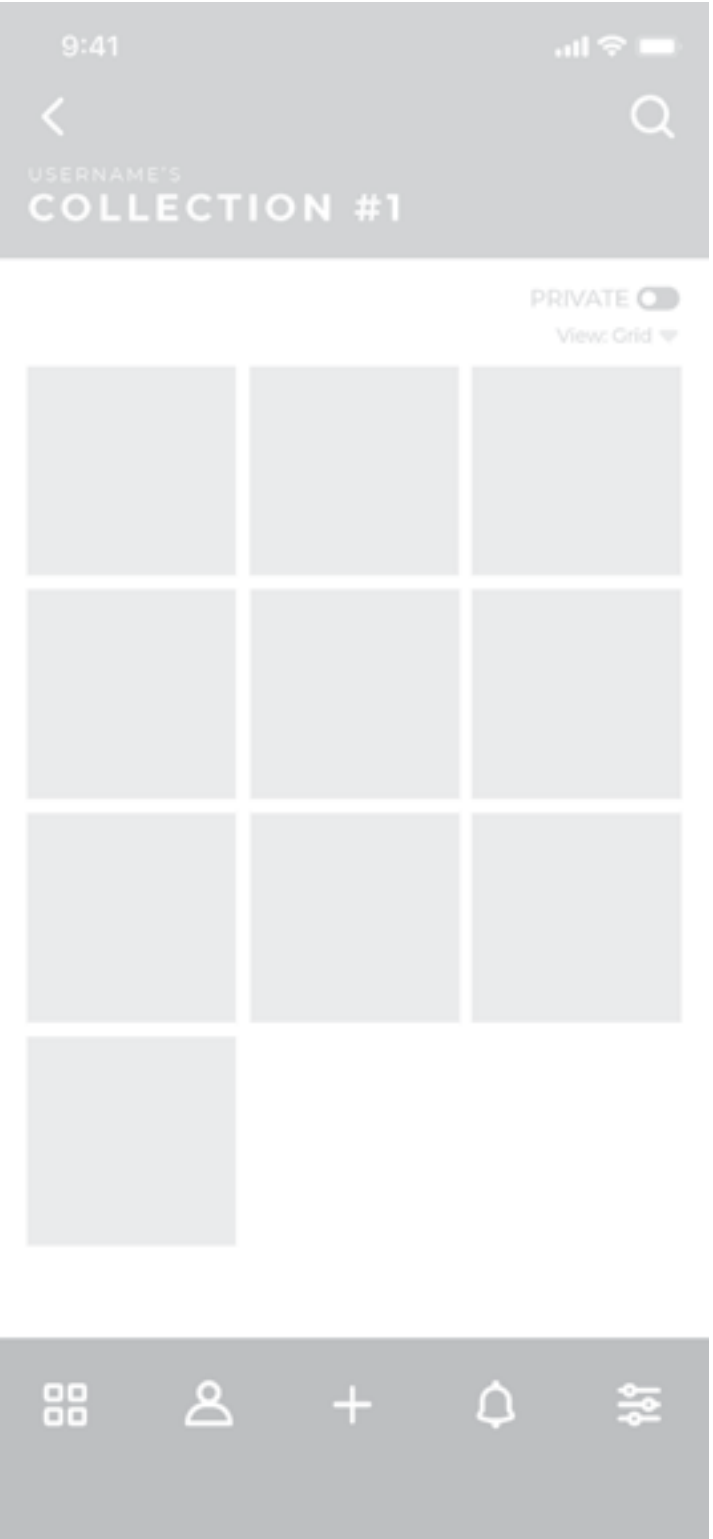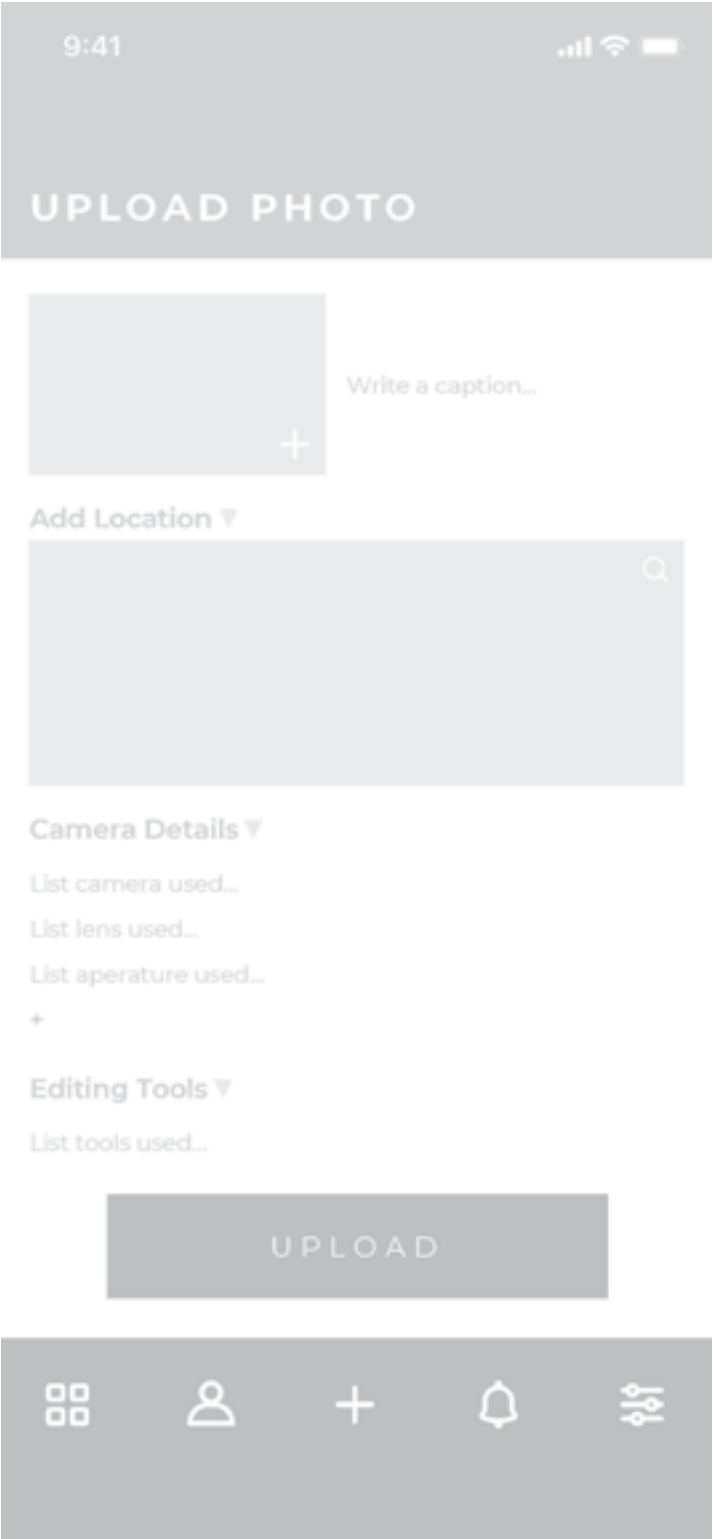1a. Login   1b. Sign Up   2. Locations   3a. Photo List View   3b. Map View
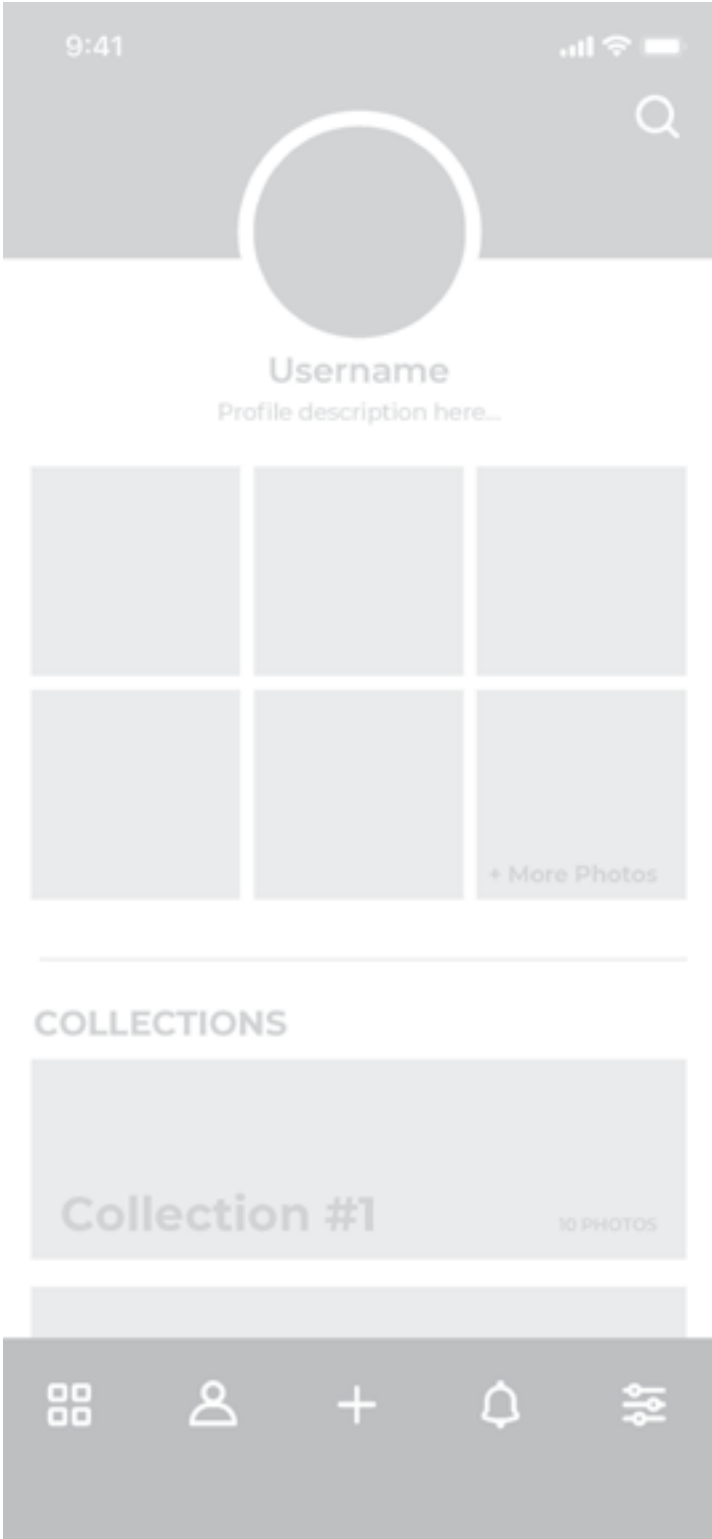
wireframes

4. Photo

5. Adding to Collection

6. Collection
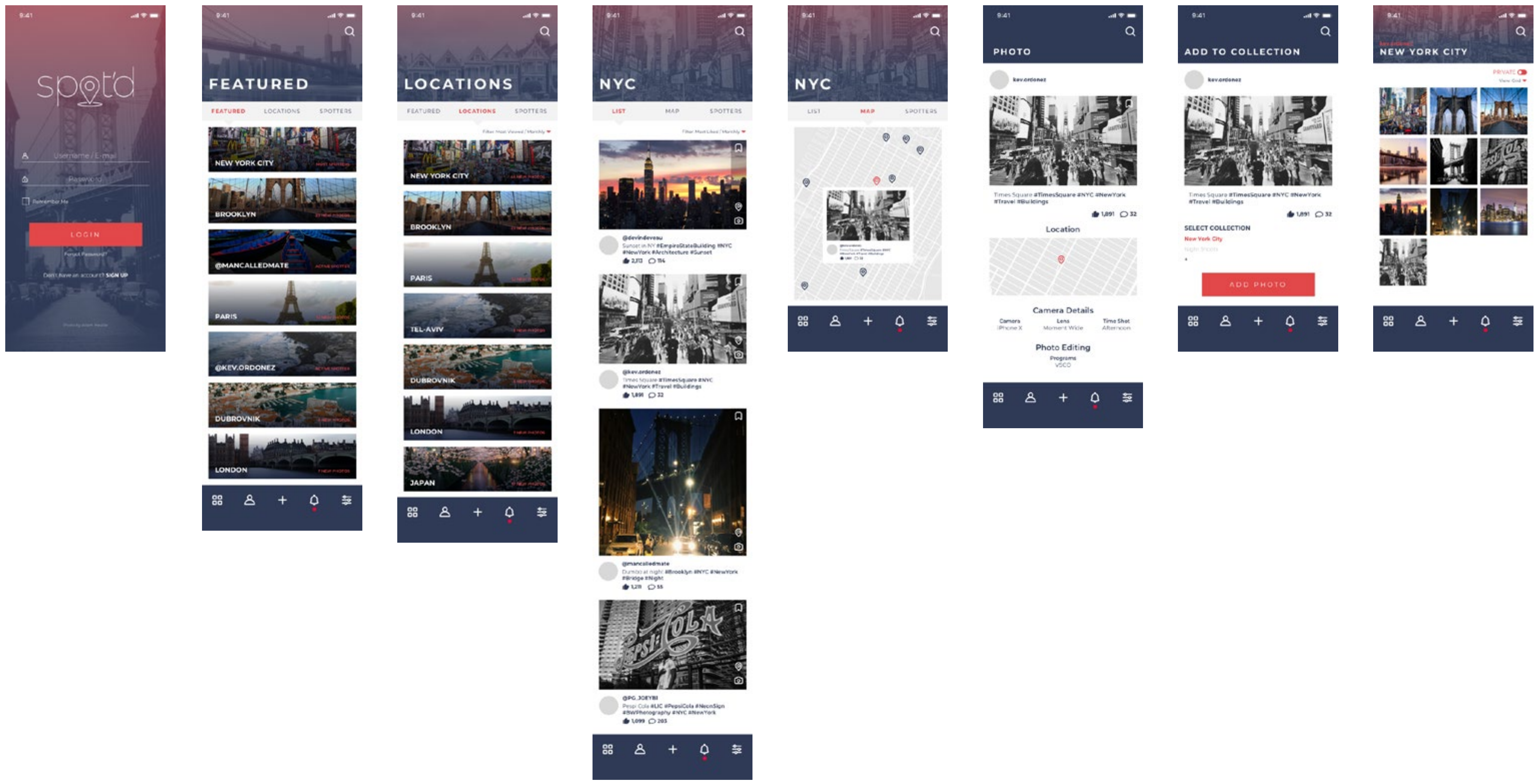
7. Uploading Photo

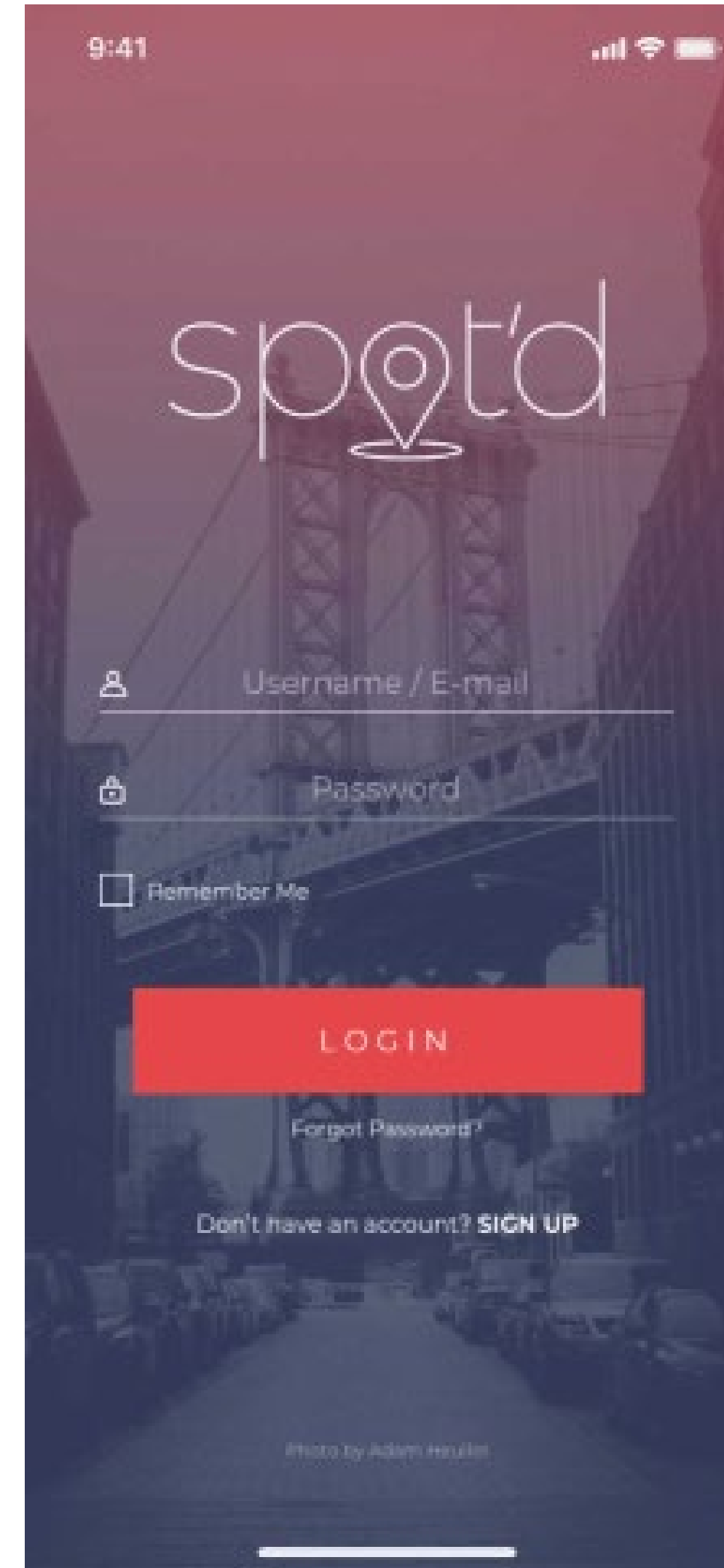8. Profile Page
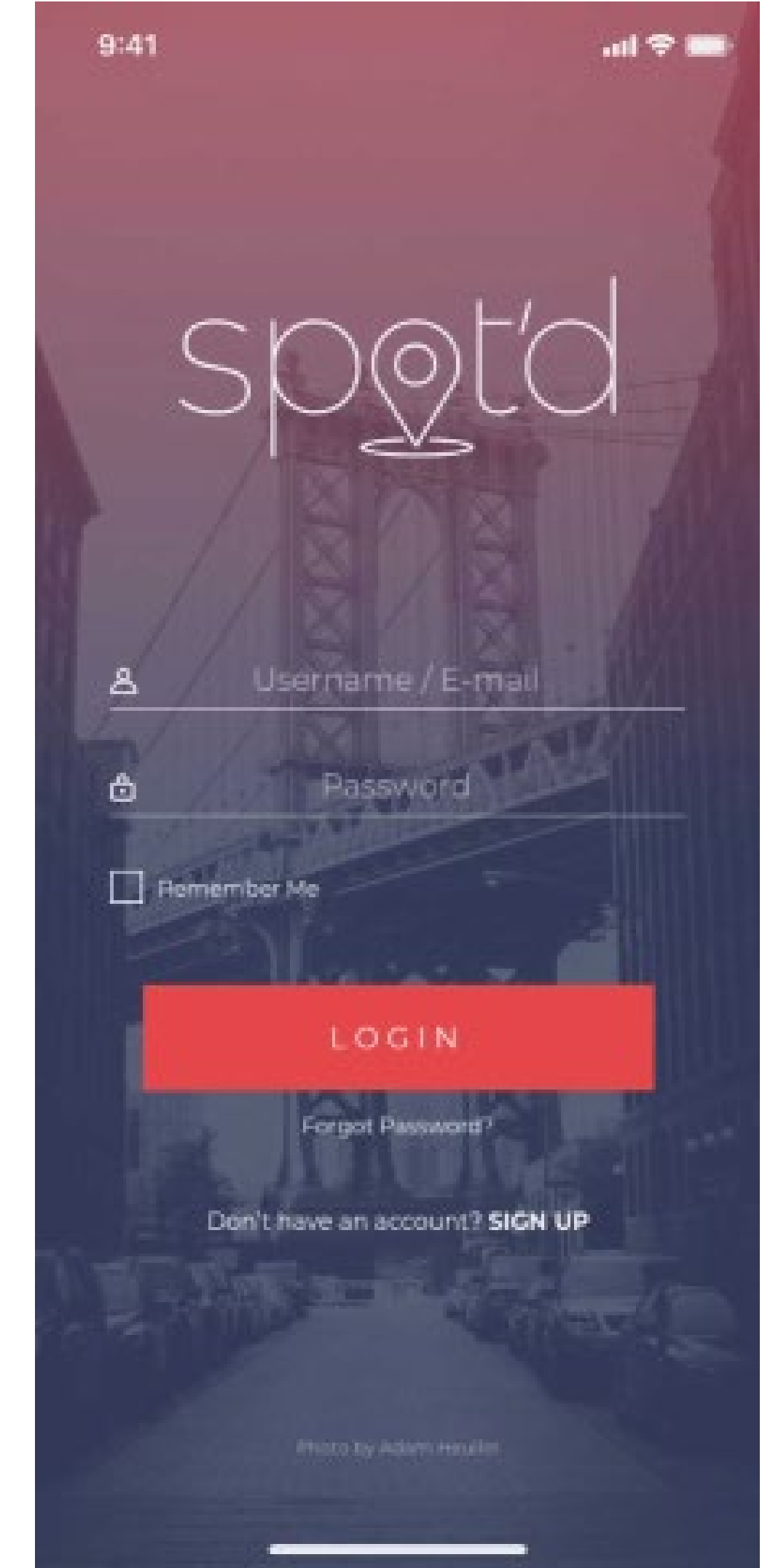
higher fidelity

testing

testing

process

users were given two user tasks:

1. search for a photo and add to a collection.

2. to upload a photo and map it for users to see.

1st task

2nd task

results

> **adding a collection isn't a clear step. i get stuck because i don't have a confirmation saying i did the task.**

on adding a photo to a collection

> **upload button isn't as obvious. i also thought it was to add to a collection.**
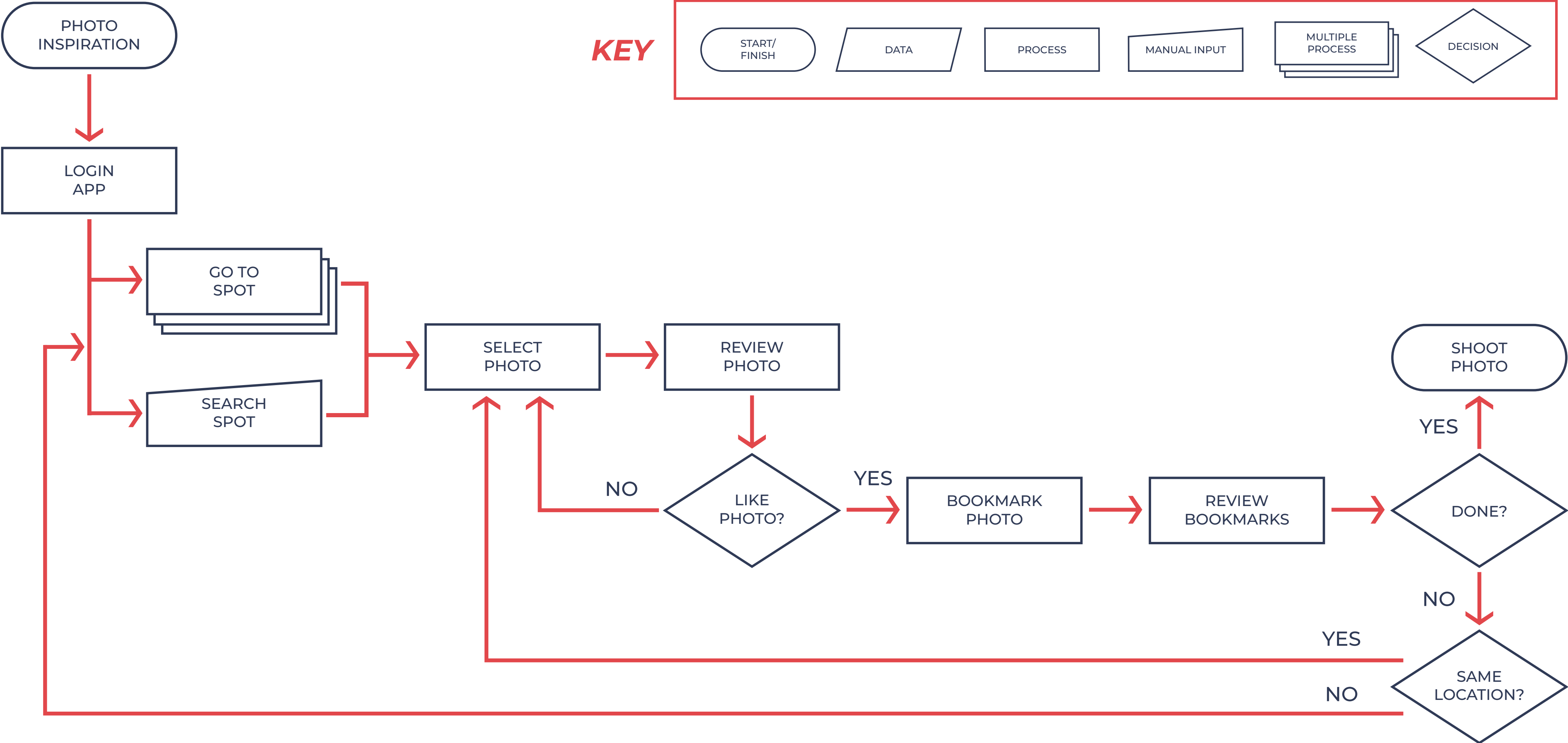
on uploading a photo

> **i wish spots would be filtered by neighborhoods as well. looking at cities is too broad and overwhelming.**

on browsing for photos

findings

- some users were getting lost in the process because there was no confirmation after task is done.
- icons, specifically the upload button, were mistaken to do more than intended.
- wanted more ways other than 'cities' to organize photos.
- level of fidelity was distracting to some users. they wanted to explore rather than stick to the task.
- users wanted to see more 'unconventional' ways to get task done.

reiterate: user flow

KEY

| START/FINISH | DATA | PROCESS | MANUAL INPUT | MULTIPLE PROCESS | DECISION |

PHOTO INSPIRATION → LOGIN APP → GO TO SPOT / SEARCH SPOT → SELECT PHOTO → REVIEW PHOTO → LIKE PHOTO?

NO → SELECT PHOTO

YES → BOOKMARK PHOTO → REVIEW BOOKMARKS → DONE?

YES → SHOOT PHOTO

NO → SAME LOCATION?
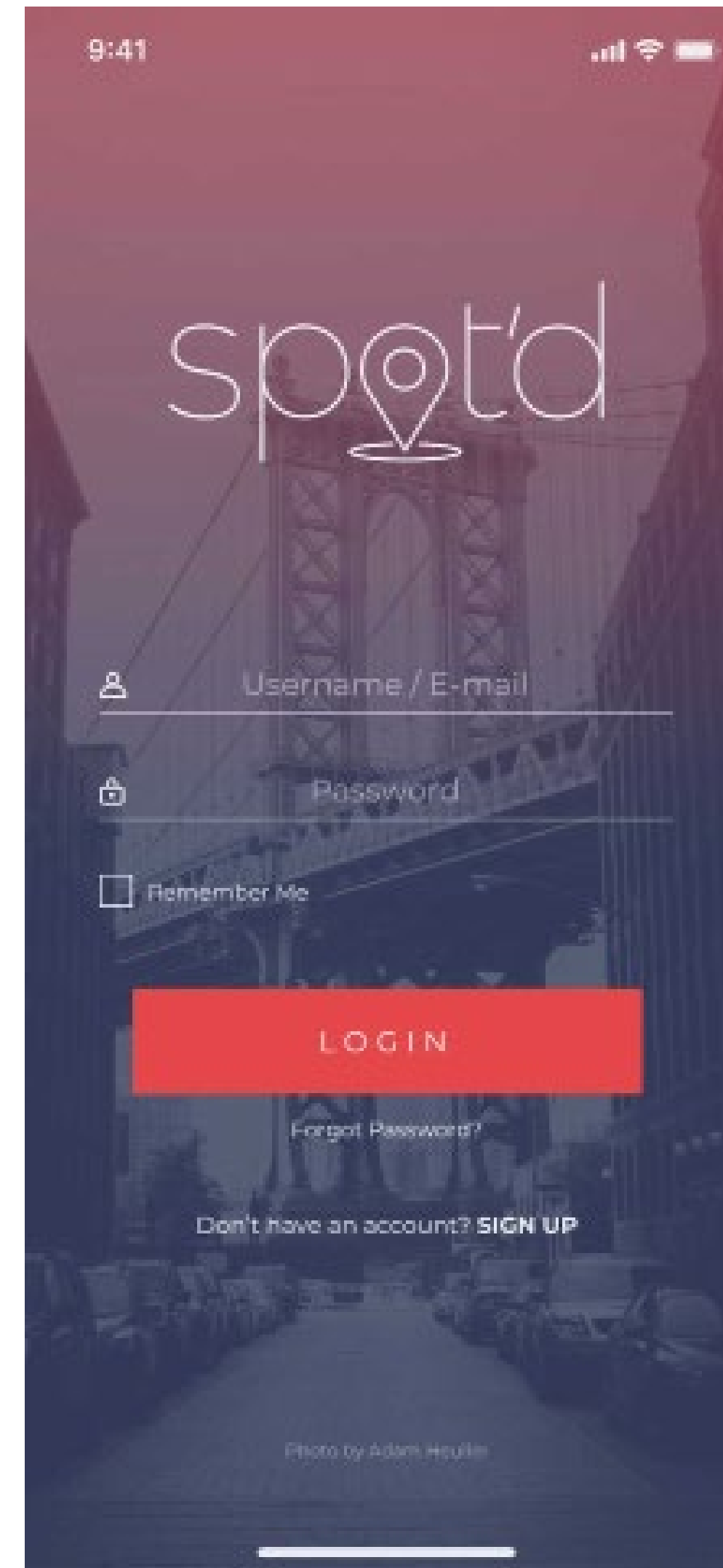
YES / NO

reiterate: prototype

updates

- spots are more/better structured

- added confirmation after actions

- upload button performs additional task

- reorganized pages to avoid confusion
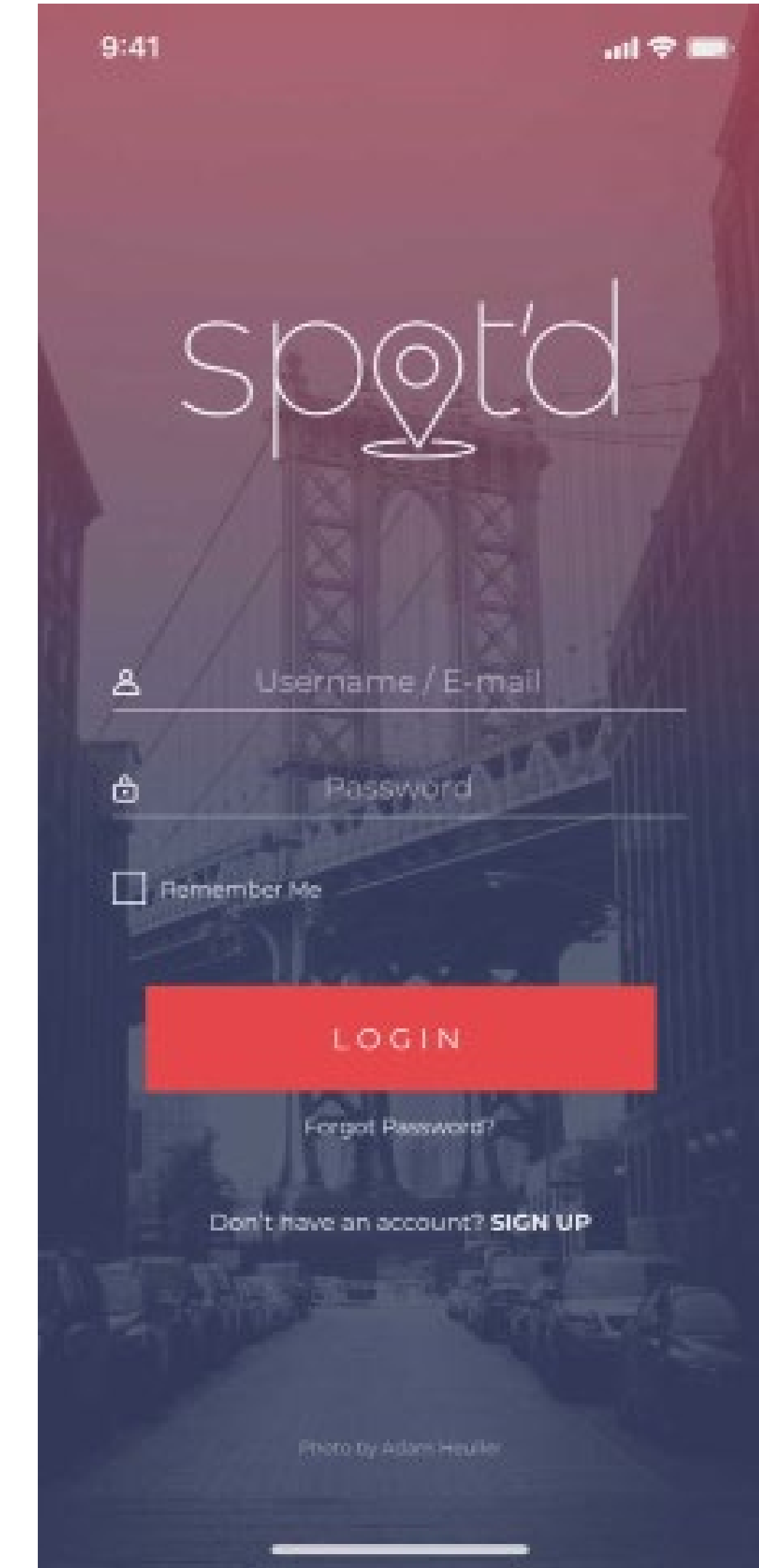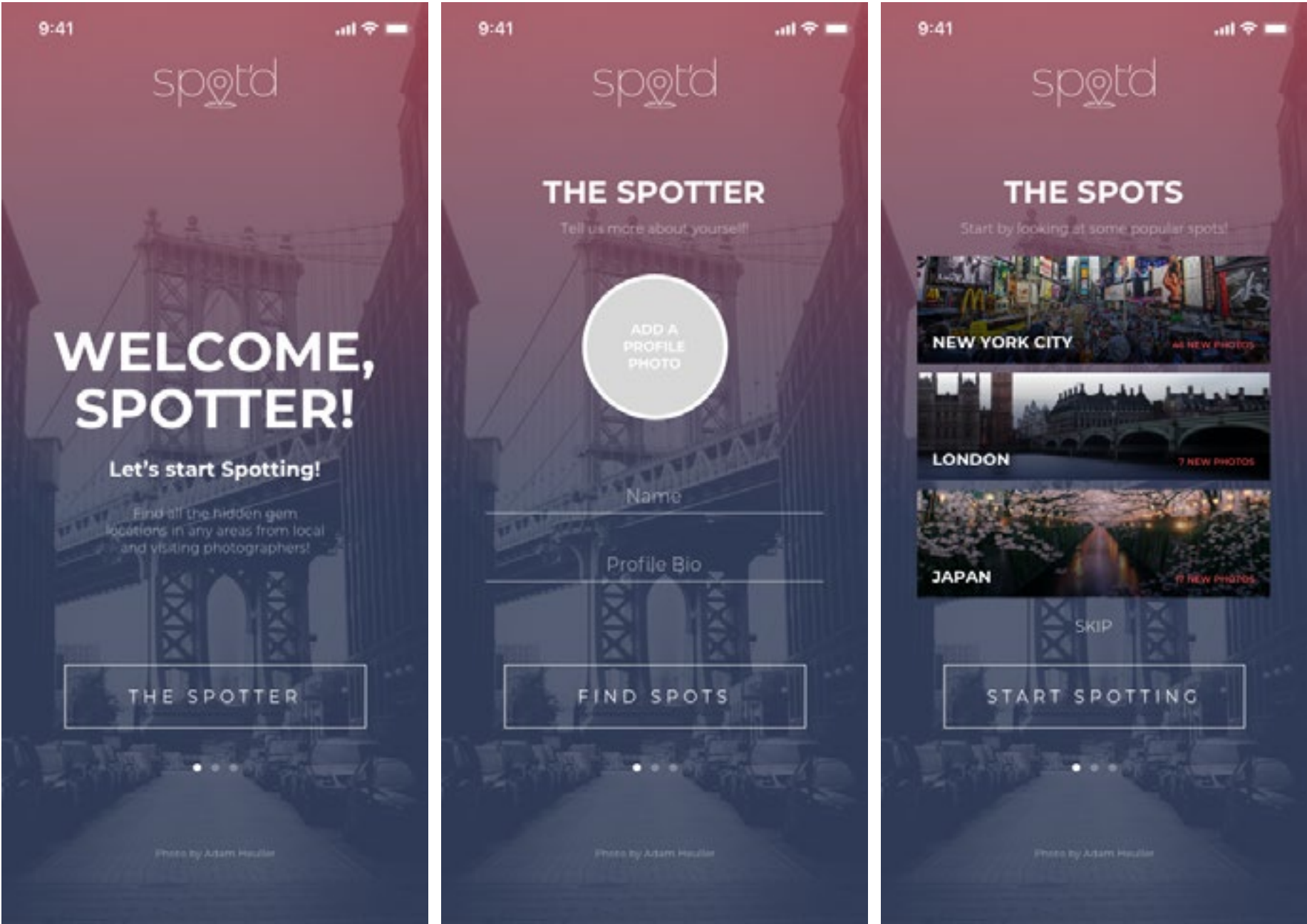
- added onboarding screens

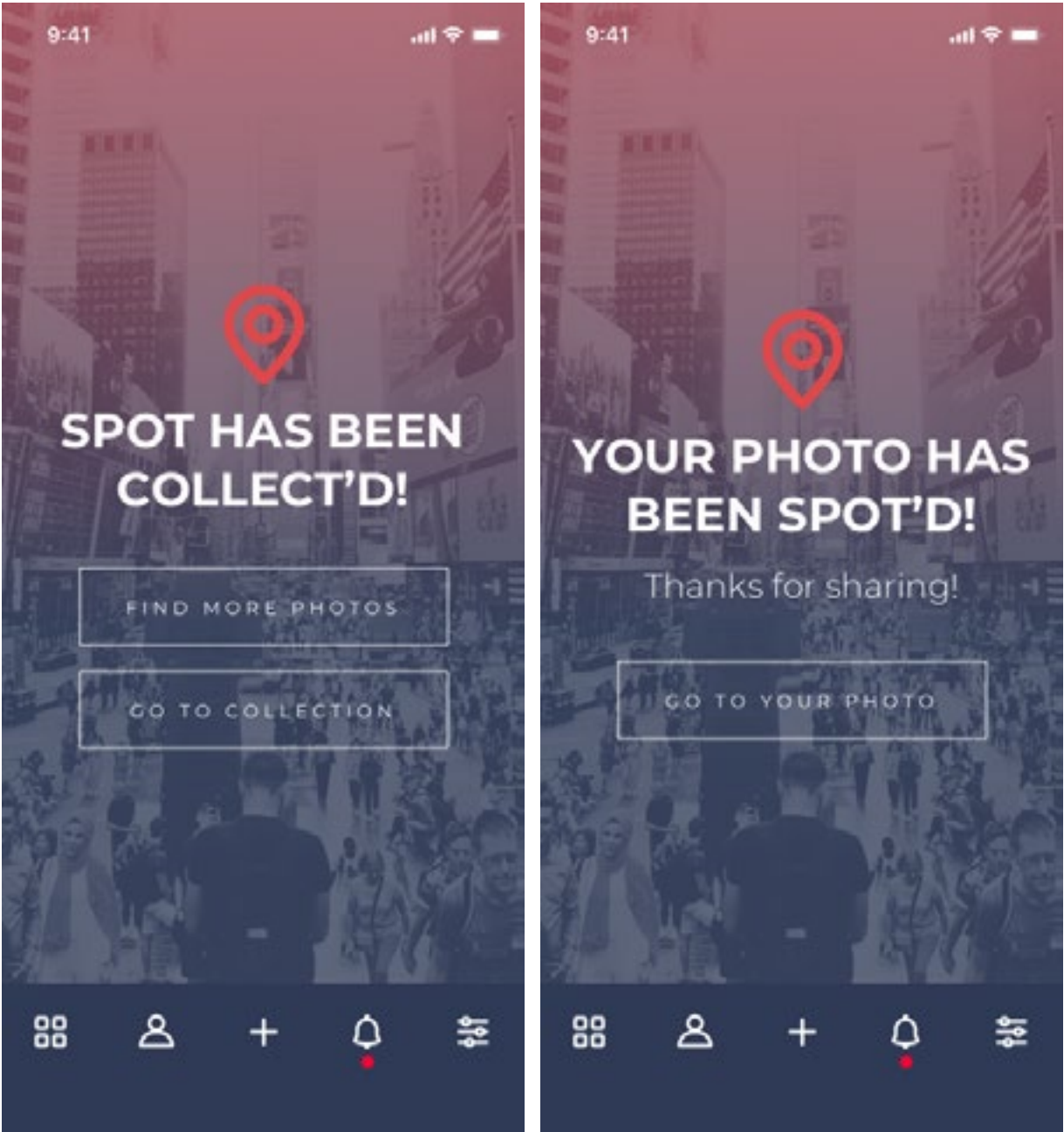**invision prototype:**

spot'd

1st task
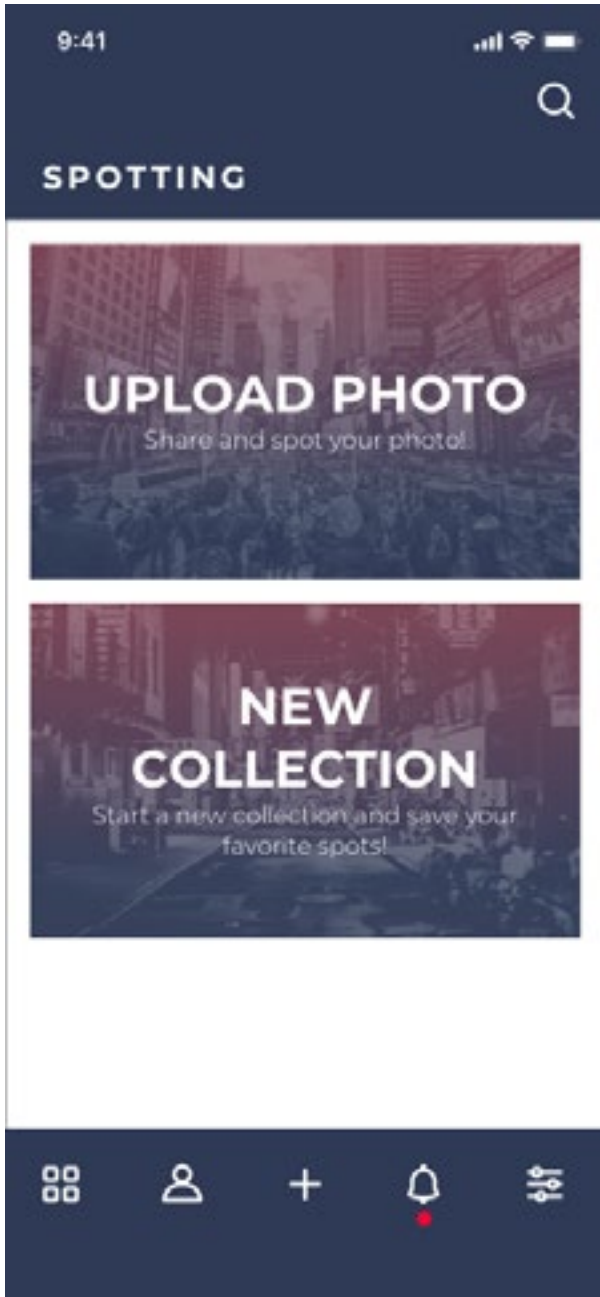
2nd task

reiterate: prototype

onboarding screens

new organization

confirmation screens

new features

next stages

next stages

test, test, test...and more test

conduct more user testing with the latest and future iterations.

develop and refine

create additional key screens and refine existing ones (map, photos, profile).

develop the social components of spot'd

focus on how the likes, comments and follows are defined in the platform.

develop the process of linking existing platforms with spot'd

define benefits and value of linking other platforms, such as instagram, with spot'd.

add onto branding

develop brand content (custom icons, language).

research for the need of web version

find if there is a need for users to use a web version.

keep on testing

too much is never a bad thing.

thanks!

kevin ordonez
info@typeoddity.com