User Research Notes:
Brick & Mortar Observation and Directed Storytelling

U1 (David, age 24)
Lives in an apartment above me (Shadyside)
First-year student at UPitt Law School
Documents his experiences on Facebook

- Show his friends what he's doing
- Share with his friends what life in Pittsburgh is like (he knew no one in Pittsburgh before the summer)
- Does not document events (parties, outings, etc.) - more like "everyday" type things (but not everyday)
- He took pictures of troubleshooting his computer (1 stick of RAM was bad, but he had to do a lot of troubleshooting before that to find out)
- Photos of his laptop, the disassembled interior, the RAM, the errors on screen
- Made an album on Facebook
- Entered the photos in systematic fashion, very methodical with the time line of events and picture comments (he has a CS degree, go figure)
- Wanted to document this rough experience (he was without a working computer for 4 days)
- Thinks his friends from Computer Engineering will make fun of him while his friends from Computer Science will cope with him

U2 (Ruth, age 27, graduate student)
Albums

- one of a kind
- motivation is to have a place to keep photos and to share them with others
    - a stack of photos gets lost or forgotton
- physical place that it is easy to share
- "This was my summer in Japan"
- feelings exposed when looking at albums:
    - fun, happy to have the album
    - nostalgic
    - don't keep in touch enough with others
- pride in creating something
- not all pictures make the cut
- things album does not have
    - facebook tagging to remember names
    - no writing in places because thought would remember more of the memory but also so that can change/modify the story depending on who the audience is (i.e. parents vs. friends)
- pictures ordered chronologically

- put pictures in that represent everyone there and that capture the moment or interesting parts of the story
- the album is refelcted, condensed, filtered so it is easy to hand over to someone unaccompanied to view
  - she also keeps a travel journal which is raw, in the moment. doesn't share with others though will read parts or sections aloud

Flickr

- photos are put up specifically to share with others (unlike albums which are more for her)
- no editing (puts all pictures up) since it is fast, cheap and easy
- seen as more of a repository, a shared repository sometimes so friends can download the pictures they want
- doesn't have flickr pro, so can't make albums (Folders) and therefore it is difficult to share
- time issue of tagging all of them and adding titles

Comparing the two

- physical journal feels more permanent (like reading an article online versus in the magazine though for some creating a website is the same)
- can open up to a random page in a journal
- online soo many pictures -> overwhelming but can also go through really fast
- a physical journal forced to go through each page individually, slower pace
- flickr is public, journal is mine
- difficult to capture the little details that would otherwise be lost in both

U3 (Aaron, age 25, financial accountant)
Albums

- organize albums by content or events (i.e. gymnastics, college years, etc.)
- pictures collected from many sources, would ask people to make copies
- don't really share them, really for himself
  - not like facebook where he publishes everything
- feelings exposed when looking at albums:
  - miss people, nostalgic, happy
- include pictures of poeple who mean the most or of a particular event he wants to really remember (like prom or a vacation)
- some albums to share with others when he moved to Pittsburgh about his life back home, etc.

Facebook

- albums organized around events, vacations, or time periods (i.e. Fall 08)

- motivation to put online: to share what I'm doing with my current friends with others, even people who he does not have a lot of contact with, they can peruse it if they want to
- doesn't put all the pictures up, just the good pictures
- he still will go back and look at the albums to remember the good times
- tags people so they can remember the good time and also to notify them
- occasionally comments if
    1. if the picture doesn't make sense to the viewer immediately
    2. if the picture is funny
- albums comprised of pictures that I took only, not everyone's

Comparing the two

- actual yearbook/albums are more important than facebook
    - more physical effort to put the pictures in an album, to print them
    - easy with facebook to put everything online
- more value since I can control who can see it, unlike facebook
    - but it is also good to be able to reach so many people via facebook and that so many people can see them

U4 (Varnali) - Directed Storytelling on Happy Hour 2/27/09

- most meaningful memories involve <u>interactions with other people</u>
    - leading friends from the lab to the bar
    - sticking together to drop off a bag, find table together
    - Aruna intervening against Tobias
    - individual conversations w/ people
    - Indian residents talking to Nick about monkeys
    - Gary pushing drinks on Nick, who refuses
    - group of people she sat with, incident about "San Diego/San Jose"
    - (negative) didn't remember Gary's name, who acted offended
    - (negative) didn't know how to approach PhD students
- personal significance
    - 2nd time in a bar around drunk people
    - learning about different kinds of alcoholic drinks
- trust in photographers
    - JP
        - don't like how he takes close shots and posts them on Facebook
        - he knows she doesn't like those shots and takes them anyway
        - doesn't want to be tagged in a picture she doesn't like
        - wishes people would send her the photos for approval if she is a main subject in it
        - when Nick requested a photo of them together, she let JP take it since Nick wanted it
    - Random guy

- trusts even LESS than JP
- don't know what he'll do with the photos
- don't know him, can't trust him
- Facebook use
  - customized newsfeed to show photos and status most
  - likes to see pictures and reminisce after the event
    - "waiting period" before they go up by photographers
    - close shots of self more sensitive than group shots
      - prefers direct control over personal photographs
  - looks at old photos mainly when a comment makes them salient again, or searching for a specific picture, though they are fun to look through when she does
    - fun to read comments when relevant to the image
- Souvenirs
  - collects quotes, ticket stubs, recipes, receipts, class notebooks
  - "my mom made me throw them out ... so I hid them!"
  - "remind me of good times I had with people"
  - "wish I'd taken photos"
- Preservation
  - save copies of important pictures in multiple locations
    - "doesn't even matter if I can't find them again... at least they exist somewhere"
  - "will lose DVDs"
  - trust the internet most - "e-mail photos to myself"
    - "having an account makes it feel secure"

U5 (JP) Directed Storytelling on Photographing Happy Hour 2/27

- asked by Aruna to bring camera - felt responsibility to document
- enjoyed event for a while before taking photos
- combination of candid shots (personal preference) & posed shots (subject preference)
- large camera can't be left around - passed to others to take photos
  - small camera much less obtrusive - people feel less threatened & willing to take photos of others with it
  - light & color issues in venue w/ trying to bounce flash
- after event feels responsibility to share
  - pride of being a photographer
  - and other people ask for photos
    - "I want that one with me in it doing the thing" - 'uuhh.. ok?'
- share process
  - go through all photos and mark the 'good ones'
  - process photos - cropping, color, etc.
  - export as JPGs (camera uses RAW)
  - upload to Picasa or Facebook
- Facebook

- o used for ~10 or less photos
- o broader audience, less private
- o was annoyed when others would tag him, and didn't want to do the same at first
- o requires overhead - tagging, etc.
- Picasa
  - o stores 'albums' well
  - o privacy - viewable by invite only
  - o invites only those who were at the event
  - o people can then take the photos and do what they wish
  - o used for distribution - not commenting, etc.

U6 (Suzanne, 23, phone interview)
Does not agree with technology, yet is required to use it for keeping up with people
Finds herself using AIM, Facebook, e-mail, more than she would like

- Allows her to stay in touch with more people than she could physically

Facebook

- Photos
  - o Creates lots of albums, mostly of trips or events
  - o Makes albums and photos public, visible to friends
  - o "Extroverted," has no problem showing all types of pictures
  - o Though, de-tags herself in others' pics she doesn't like
  - o Reason for posting so many photos/albums?
    - To stay connected
    - The more stuff posted, the more people can talk/comment about
    - Not continually adding content may lead to less social activity
  - o Browses others' photos/albums
    - To see what they are doing with their lives, how they look now (if haven't seen in a while)
    - To comment on things/find an opportunity to socialize with people not physically present
    - Converse about shared experience (friends making fun of themselves on each others photos)
  - o Tags everybody in a photo she can make out
  - o A little picky about photos (not all from a night will go in an album)
  - o Not really sharing for *everyone* on her friend's list - more for the people that were there or other close friends that will remember the event or will comment on it (again more social activity)
- Events
  - o Plans events on Facebook
  - o Responds to events on Facebook
  - o Thinks it is the easiest way she has ever tried to coordinate lots of people all meeting at one place
  - o After an event, can:
    - Thank those that came easily
    - Post photos for an album about the event