



Aruna Balakrishnan | Andrew La Padula | Karl Nieberding
Basic Interaction Design | Spring 2009



What's the problem?





What's the problem?





A website for...

collecting **shared experiences** for a group of people
preserving memories for **sharing** and **reflection**
fostering feelings of **community**



memories



permanence



friends



organizing



fun

Research



family



Shareflect moodboard

User Research Methods

We researched **six** users, using directed storytelling, interviews, and bricks & mortar observation.

- Directed storytelling was conducted about experiences at the HCII Happy Hour event on Feb. 27th.
- Interviews and observations were conducted about photo collection – digital and real-world.

We extracted common motivations, values, and processes of users that informed our design process.

Directed Storytelling Findings

Individuals...

have **different** roles within groups.

remember **important** highlights of events.

enjoy **retelling** stories of past events.

look forward to **viewing** pictures of past events.

desire some **control** over what is shared with others.

Brick & Mortar Observation Findings

Physical versus Digital Albums

Similarities

Pride

Structured

Filtered

Triggers emotions

Permanence

Differences

Pace

Level of detail

Personal investment

Privacy

Audience

Source of collected objects

Competitive Analysis

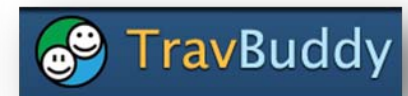
Photo Repositories



Experience Reviews



Travel Journals

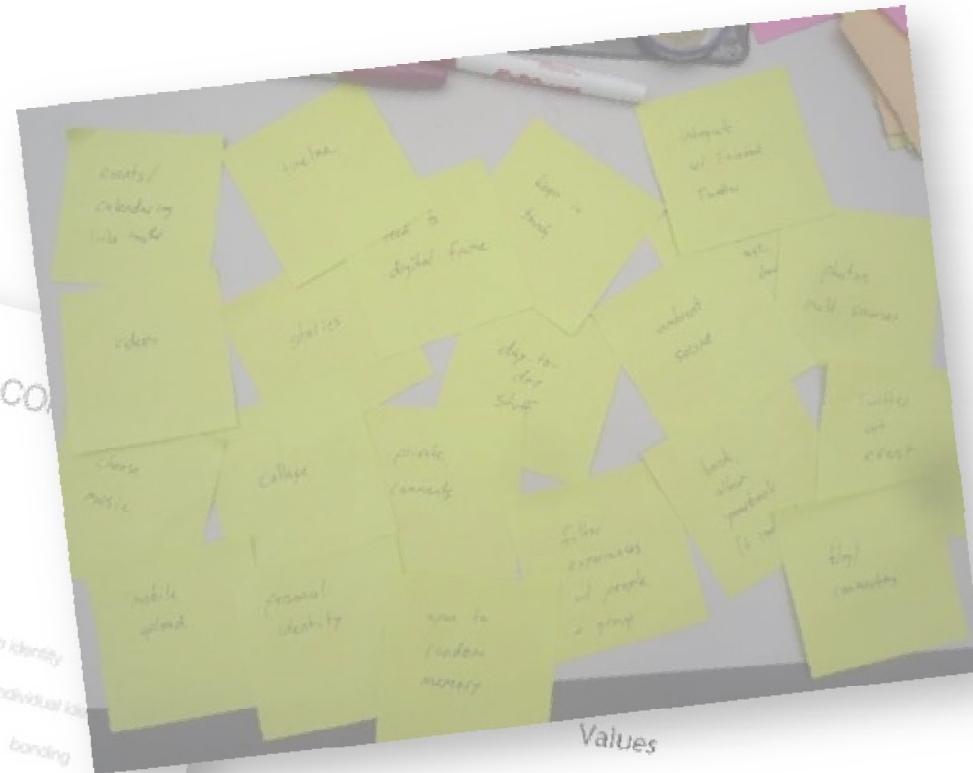
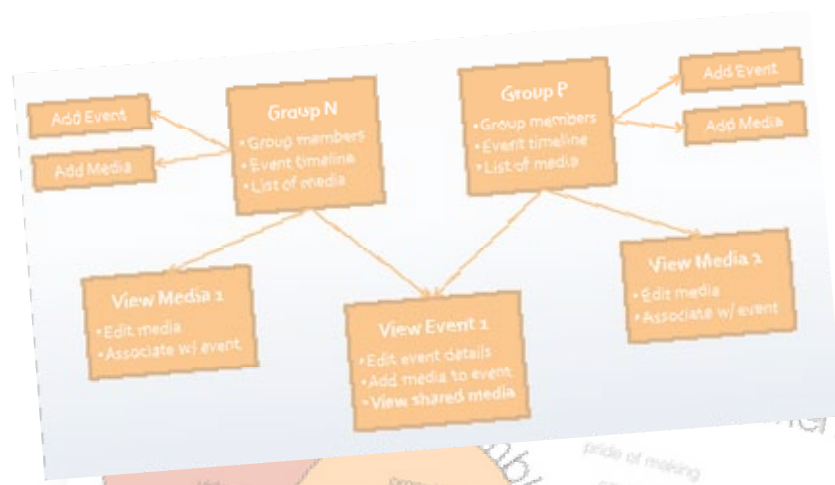


Blogs



Social Networking Sites

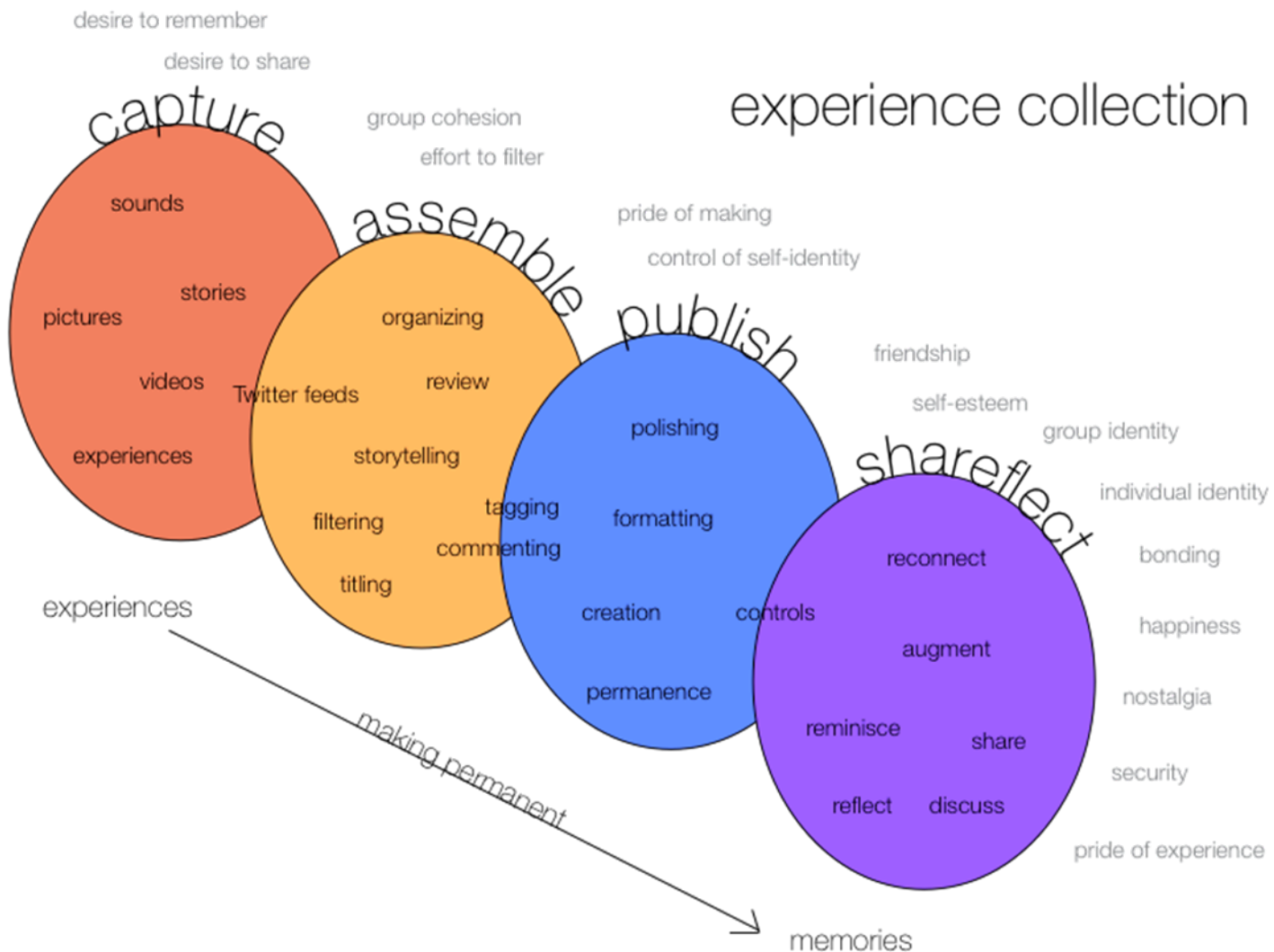




Synthesis



Modeling



Target Group

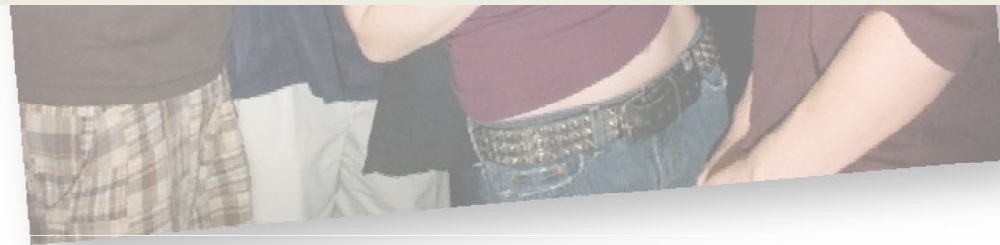


Target Group

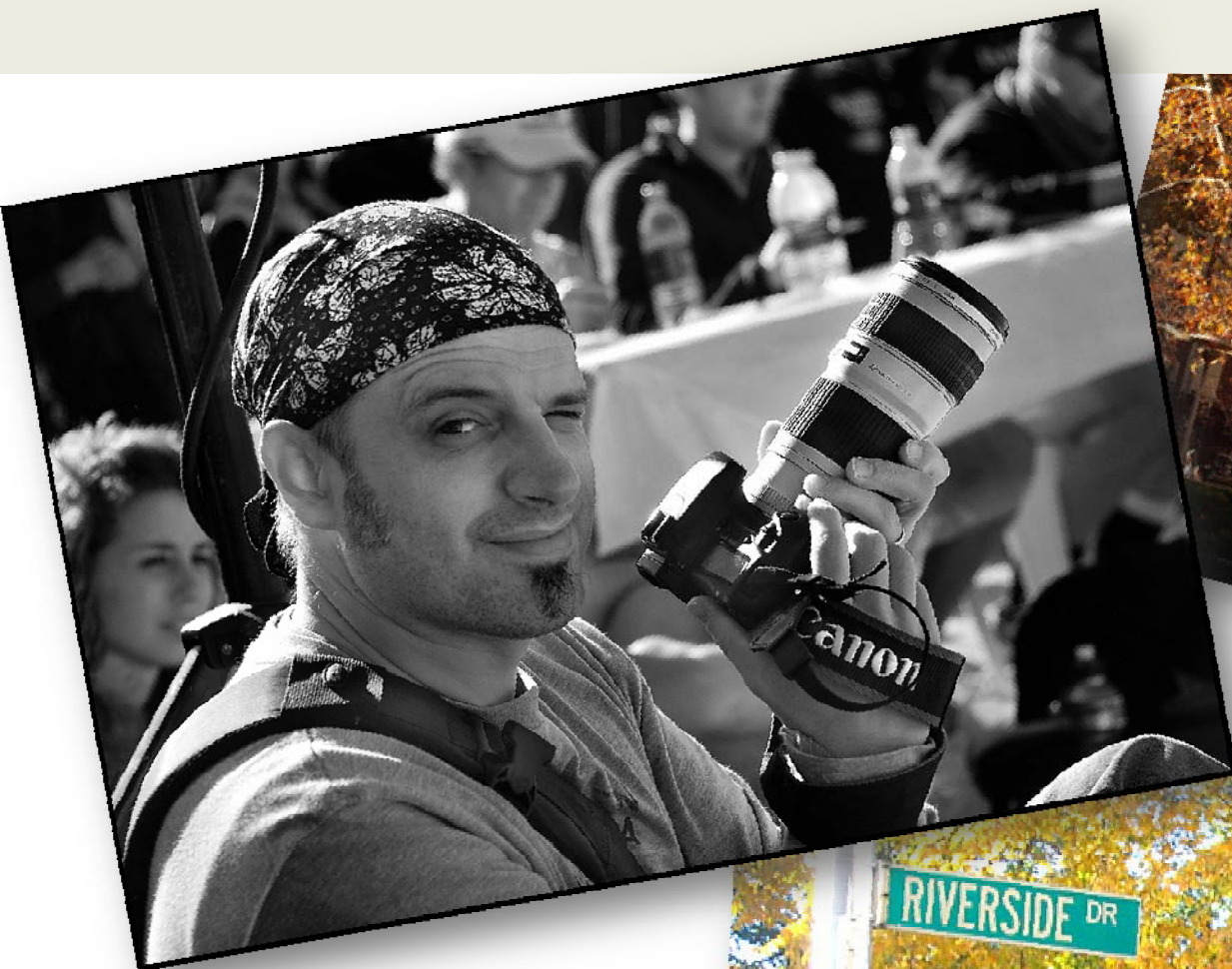




Personas



Justin Branch



Renée Aldridge



sharereflect



home

settings

logout

Justin Branch's Groups [+ add new group](#)



Columbia Photographers



Columbia Psych '09



Branch Family



SF High School '05

Remember this?



NYC Fall 2007

Group: Columbia Psych '09

Date: September 14, 2007

Demo

