Share photos via Text Messages

Mary, Elementary School Teacher and Mom

Phases	Taking the Photo with Her Phone	Unable to Send Photo to Her Mom via Text Message	Re-sizing the Photo	Sending Photo to Her Mom via Text Message
Buyer actions (Positive / Mixed / Negative)	1 *Sees her daughter laughing while on a swing at the park and decides to take a photo with her Samsung Galaxy phone camera and text it to her mom.* 2 *Snaps the photo and gets the perfect photo of her daughter laughing and having fun.* 3 *Attaches photo to text message on her phone and send the message to her mom.*	4 *Photo is unable to be sent.* 5 *Attempts to send it again.* 6 *Photo does not send.* 7 *Calls a friend for help.*	8 *Transfers photo to her home computer.* 9 *Re-sizes the photo on her home computer.* 10 *Deliberates if she should just send the photo via email or transfer it back to her phone for a text message.* 11 *Decides to transfer photo back to phone. Her mom likes to show her friends her photos on her phone and she would not know how to transfer the photo from email to her phone.*	12 *Transfers re-sized photo back to her phone.* 13 *Successfully sends photo via text message to her mom.* 14 *Mom loves the photo! :-)*
Thoughts and feelings	*"I love seeing my daughter so happy at the park."* *"I'm so excited to share this with my mom!"* *"This is the perfect photo ! I wonder if it will go through with a text?"*	*Confused* *Impatient* *Frustrated* *"Why isn't this working?'*	*"Why do I have to do all this work to share a photo?"* *Confusion* *Relieved that it is now re-sized* *Annoyed* *Shouldn't this be easier?"*	*"I sure hope this works!"* *Accomplishment!* *"What if this doesn't work? Then what will I do?"* *Nervous* *Happiness*
Opportunities	*Have a built in program in the text messaging app for Android platform phones that will re-size photos and videos automatically for text messaging.*	*Have some kind of messaging that clearly communicates to the user what the issue is and how to rectify situation so there is no confusion and the user has the needed information to fix the problem.*	*Have an app on the phone that can quickly and easily re-size photos for text messaging so the user doesn't have to transfer the photo to their home computer to re-size the photo.*	*If there continue to be issues with sending, there should be messages that communicate to the user what they can do to rectify the situation.*