

Executive Summary

Project Overview and Goal:

In this research project, the process of how people share, organize, and access photos and video recordings was studied using qualitative user experience research techniques and interview questions. The goals of this research was to:

- Identify who the target users are that share and organize photographs and videos, and how they access others images.
- Find out what the needs and the jobs-to-be-done are for users who share and organize their photos and videos, as well as when they access others' images.
- Identify pain points and problems that arise for users when sharing and organizing photos and videos, as well as when they are accessing others' images.
- Recommend features from collected research data that will help users accomplish their jobs-to-be-done when sharing and organizing photos as well as accessing others' images.

Research Methods:

Nine participants who use cameras to take photos and videos were interviewed to find out how they share, organize, and access photos and video recordings. During these sessions, participants were asked a series of questions that revolved around three research themes, and were also asked to demonstrate how they shared, organized, and accessed photos and videos. Sessions were moderated and conducted remotely in the participant's home environments.

Key Findings:

- Text messaging is the #1 way participants share photos and videos with others.
- When accessing others' photos and videos, texting is the preferred method, with social media being a close second preference.
- There are major issues with sharing, accessing, and the quality of photos and videos between Android and iOS platforms.
- Phone cameras are used frequently for "virtual post-it notes" and screen shots to help participants remember and document information.
- Film photography is not dead.

Key Recommendations:

- Design programs to make it easy for patrons to share and access images through text messaging.
- Address compatibility issues between Android and iOS platforms through design and software programming.
- Design features that allow users to organize and find photos quickly or automatically.
- Design features that make it easier to use phone cameras for virtual post-it notes and documenting information.
- Keep in mind that film photography is still utilized by many.