# User Interviews Summary

Manticore User Research

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# Participants

10 participants

➔ 3 advanced photographers
  ◆ Involved in photography for 10+ years, extensive photo libraries, some professional experience

➔ 4 hobbyist photographers
  ◆ Photography is their main hobby, solid knowledge of editing/photography process, invest in professional equipment

➔ 3 participants who enjoy photography  (but wouldn't call themselves photographers)
  ◆ Photography compliments their other hobbies, mobile phone users, enjoy light editing

# Application Use

Editing
- 7 Lightroom users
- 4 Snapseed users

Social Media
- 8 Facebook users
- 7 Instagram users
- 3 Flickr Users

Collaboration
- 4 Dropbox users
- 3 Google Drive users
- 5 participants use email to communicate about photos

# Collaboration Findings

- 7 participants culled photos with others (Important note: photos were not always communal)
  - 5 received feedback over email or text message, and all 7 received feedback in-person
  - All 7 users have collaborated with non-photographers
  - 3 users have requested detailed feedback on their photos from other photographers
  - 2 users mentioned that they found culling photos collaboratively/ getting feedback on their photos to be a tedious process
- 4 participants edited other's photos or had others edit their photos
- 4 participants mentioned that they were interested in learning how others edit their photos (3 advanced, 1 beginner)
  - 3 mentioned that they send (or want to send) photos to friends or family members to edit
- At least 6 users share photos more with one person than anyone else (e.g. sister, best friend, significant other)

# Example Use Cases

- Choosing a photo for christmas cards
- Culling and editing photos from brother-in-law's wedding
- Culling and editing high school senior portraits for a friend
- Asking friends which photo to post to Instagram
- Asking friends which photos they wanted to see edited, since you can't edit them all
- Asking friends/family which edit they like best, so you can post it to IG or share with a client
- Sending photos to sister to edit (because she is a better photographer than you)
- Sharing and talking about photos from a group trip
- Sending family your wedding album
- Sharing photo on sites like Flickr and DeviantArt where photography is celebrated
- Culling photos for a calendar
- Sharing photos with other parents of kids' sports and theater events

# Other interesting findings

- 5 users use stars and/or flags
- 4 users mentioned that they enjoy looking through their old photos and reminiscing
- 4 users mentioned that they share photos with people they travel with
- 3 users mentioned that privacy is important
- 3 participants mentioned they want to be able to edit and share photos in the same app
  - 3 users mentioned that porting photos from one app to another is a painful process
- At least 3 users (advanced) would like to share more of their work, but don't have the time or don't want to put in the effort to either creating or update a portfolio
- 2 users mentioned that they tag their photos

# Participant Suggested Features

- Allow for multiple edits of the same photo and be able to compare easily
  - Lightroom only allows comparing one edit at a time
- Potential filters: edited photos only, who edited the photo (vs. who took the photo), photos of people
- Allow user to showcase their best photos but still allow access to all their photos
  - Some people don't want to see a ton of photos. They just want to see the best ones
- See how your friends edit a photo. Twitch for photo editing
- Poll friends to ask which photo to post
  - Swipe yes/no UI like Tinder
- Private albums for events. For instance, an artist or venue sets up an album for a concert. Only concert attendees can access the album and upload to it.
  - Make the app appeal to event organizers (e.g. concerts) and small social groups (clubs, gyms, etc)
- Use AI to suggest tags for photos, which the user can approve, rather than having a live search feature.
- Allow for easy sharing to Instagram and other popular applications to ease import/export pain
- Staging area (to be organized/edited folder)

# Participant Suggested Features (continued)

- Be able to share LR presets more easily, not as a file
- Features that help you discover other photographers and photos that resonate with you
- Automatically create portfolio site from your library
- Export photos for best clarity on specific mediums
- See the photos people near you take. Ex) You're at the Grand Canyon and you didn't capture a good photo, but maybe someone who was at the same place around the same time did. This way at least you have a memory of the time that you were there.
- Allow anyone with a link to view photos
- Allow others to mark which photos they want to see processed

# Key Takeaways

**We can't make too many assumptions, but...**

- **Some validation!**
  - 9/10 participants expressed interest in our application
  - 7/10 participants have collaborated beyond sharing photos
  - 5/10 participants find their current collaboration/sharing workflows to be problematic

- **People do collaborate, but not many have jointly owned photo collections**
  - Possibly, because there isn't a good solution for this.

- **Collaborative culling was common, but it didn't always involve a shared set of photos**
  - Often the photos belonged to one person
  - Advanced/hobbyist photographers often worked with non-photographers

# Key Takeaways

- **Everyone** wanted a way to view/share their best work and favorite memories

- **A fair number of participants (4/10) edit each other's photos and are interested in learning from others**
  - An area for more research
  - How can we facilitate learning? Should we?

- **Many participants (6/10) have one person that they share photos with more than anyone else**
  - It's possible that most albums will have very few members