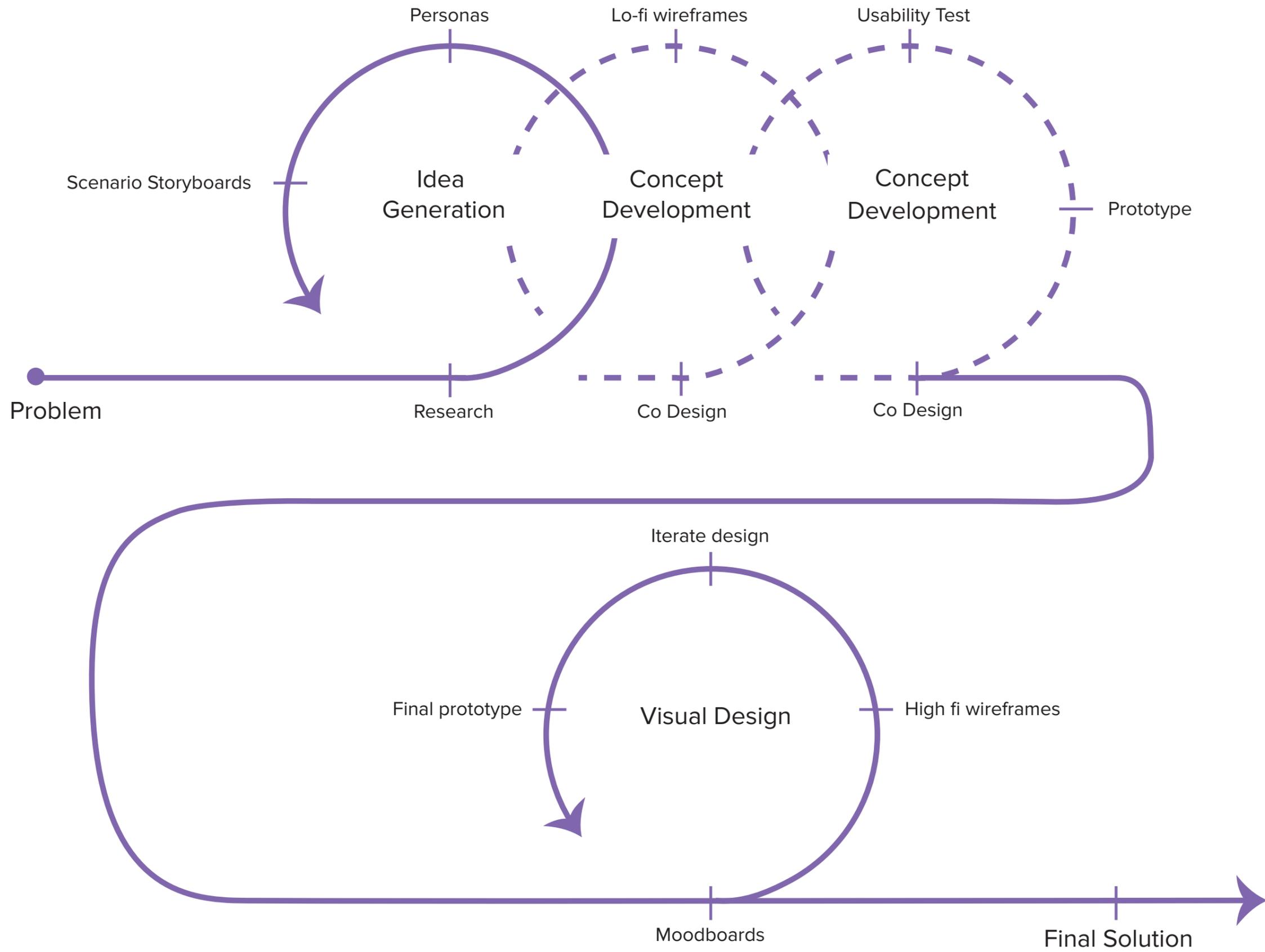


# 16DSP866 User Experience Design

## Folio Boards

Nikitha Suresh | B615088

# Stages





# Jane Magret

20, Student

Creative, Dependable, Bold

“I want to be able to develop and print images on my own”

## Background

Jane is a fine art student studying at Loughborough University. She took up analogue photography as one of her modules in her A levels and since then she has been hooked into analogue. However, since she is a student at the Loughborough Art College she uses the school lab for developing her film. She has been doing this for almost two years. She loves the whole process and just faces small issues sometimes. Her work includes photograms and pictures of things she likes to click generally. She prefers using B&W film as many studios don't have the access for color film.

## Goals

1. To be able to develop on her own
2. To understand the proportions of chemicals and temperature.
3. To be able to find inspiration and learn from.

## Pain Points

1. Lives in a small apartment
2. Knowing the exact ratios and proportions is difficult to remember
3. Uses the school darkroom
4. Due to insufficient resources, prefers sending negatives to the studio.

## Applications



## Film preference



## Looks for inspiration



## Tech savy





## Michael David

25, Student

Creative, Social, Confident

“I want to be able to experiment with color film”

### Background

Michael is a fine art student studying at Loughborough University. He took up analogue photography during his A levels and since then he's been hooked on to it. Michael takes his camera along with him everywhere and shoots anything that he finds interesting from shooting landscapes to candid images of his friends which he is keen to try on. He is fond of minimal photography. He does his development at home using a 'Paterson Tank' which he has been doing since three years now. He enjoys the process, but struggles to find different techniques and tricks. He also wants to experiment with color film.

### Goals

1. A much more efficient way of developing film at home.
2. To be able to explore and experiment with color film.
3. To experiment more in printing through traditional methods at home.

### Pain Points

1. Struggles with storing the chemicals and using them before they expire.
2. Uses his camera to scan the negatives.
3. Uses a Paterson tank, which always turns out messy, causing spilling of chemicals
4. Wants to experiment with color film and color printing but can't seem to find tutorials on it.

### Applications



### Film preference



### Looks for inspiration



### Tech savy





## George Dusk

40, Physicist

Creative, Independent, knowledgeable

*“I want to be able to teach and inspire young analogue photographers”*

### Background

George loves shooting in analogue, he experiments the traditional methods involved in developing and printing his film. He lives in a very small space with his family and finds it hard to maintain and work in his darkroom. He has experimented using different development tanks but is difficult to keep a track of his chemicals and also to keep them away from his children. He finds inspiration from artists such as Man ray and Andy Warhol. He sometimes visits the local darkroom and organises workshops to help young enthusiastic photographers. He also displays his work on his blog, he thrives to keep the analogue medium alive.

### Goals

1. To find an efficient way of using a darkroom
2. To share his knowledge with a larger audience
3. To make a living out of his work and to also be able to keep the analogue style alive.

### Pain Points

1. Struggles to keep his darkroom organised and clean.
2. Uploading his works online on a paid platform is difficult for him.
3. Wants to make an income with his works.

### Applications



### Film preference



### Looks for inspiration



### Tech savvy



### Thinking & Feeling



I'm not able to understand

To look online and find some inspirations?

To ask a friend and check with her.

To visit the FADU forum to find out/post query

This is so expensive!

### Hear

Analogue medium is very complicated

Paterson tanks, leak a lot, creates a mess

You can only develop and print in the dark

From friends, you should checkout the new DevTank

You need to make sure you mix the chemicals rightly at the right temperature

Color dev is hard, needs more accurate ratio & temperature of chemicals



Jane Magret

Creative, Dependable, Bold.

Want's to develop & learn to print at home, using the analogue medium

### Seeing & Doing

Looks at different process online

Finds a few services on analogue photography

Sends a message to her friend

How much does it cost

This seems to be difficult  
To ask her technician on her next visit

Searches online

### Saying

This is so confusing

How do I know the end result

What materials do I need?

Can I write to the user?

How do I do this?  
Where to start?

### Needs

- To learn & understand how to develop and print by herself
- To find something easy and simple to use
- To find inspirations and learn
- To share her experience and progress with friends

### Pains

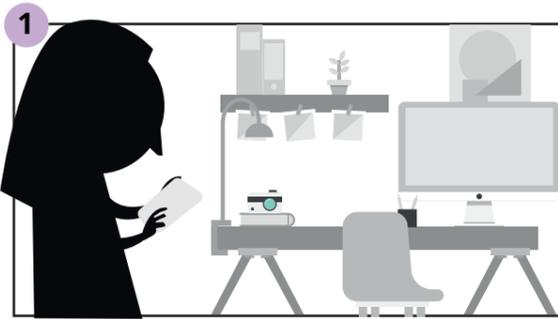
- Not able to find a step to step guide on how the process is.
- Doesn't look interesting
- Not confident if the process is the right technique and how the result will be.

### Gains

- Finds a website that offers a service for analogue photographers.
- Finds different process with examples and tutorials on how to do it.
- Feels happy and confident.

## Purchasing the DEVLAB kit and chemicals online - Concept for existing product (DEVLAB)

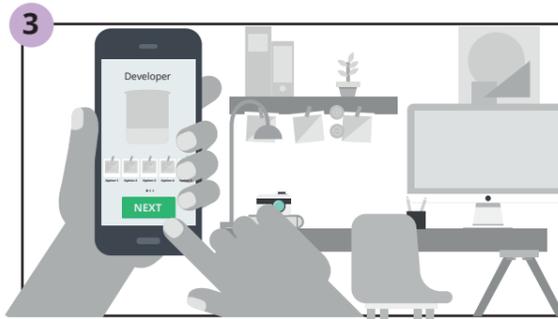
Scenario - User wants to develop film at home



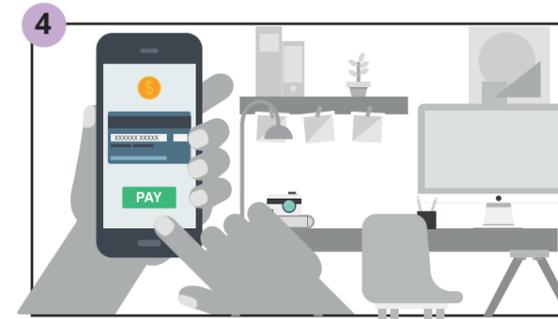
1 Browses online to find a development tank



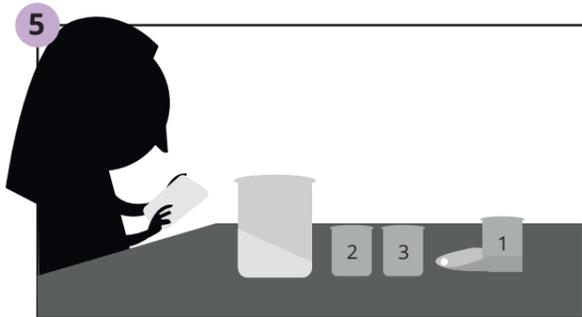
2 Finds DevLab and orders it.



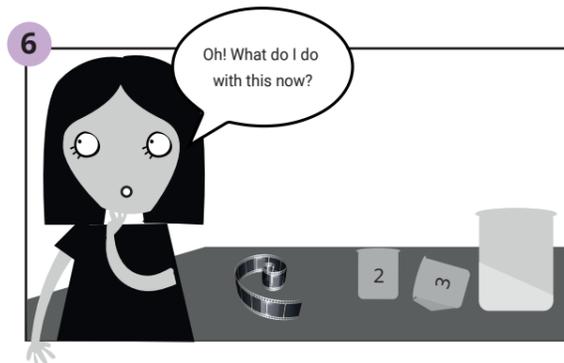
3 • Before making the payment the user is given the choice of purchasing the chemicals.



4 Makes payment, order is confirmed.



5 Receives the Devlab tank and follows the process step by step



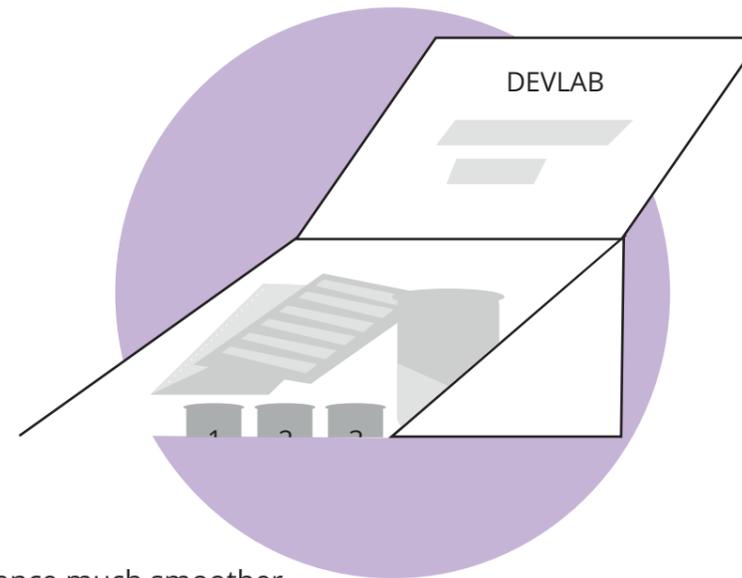
6 Once done with developing the film, the user isn't sure about what to do next.

- If the user decides to buy them she is then asked to fill the chemicals online.
- Chemicals are filled online either by selecting predefined proportions or manually.

### Possible solution

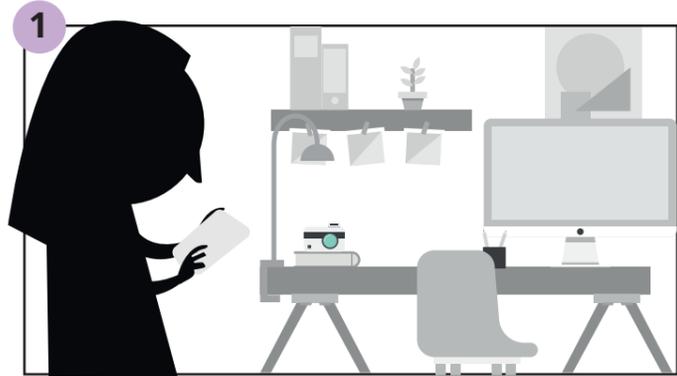
To make this experience much smoother, along with the tank other materials required should also be sent, materials such as :

- Description of the items in the box
- Squeegee
- Pockets (to store the negatives)
- Gloves and other related items



# Creating prints - Concept 1

## Scenario - User looks for ways of printing



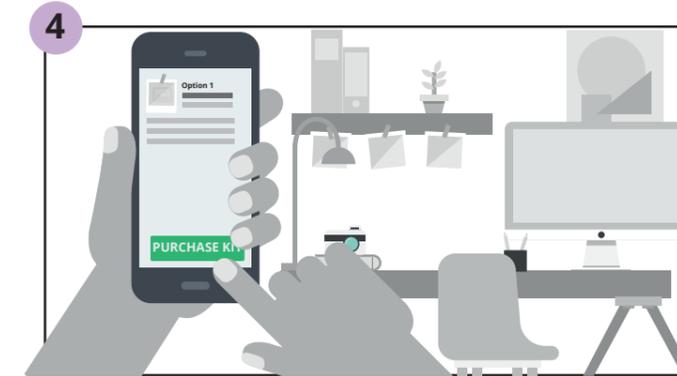
1  
Browses online to find new techniques to print



2  
**Finds (Brand name)**  
• 'Buy' takes the user to a third party site where she can purchase the materials and print in the traditional method



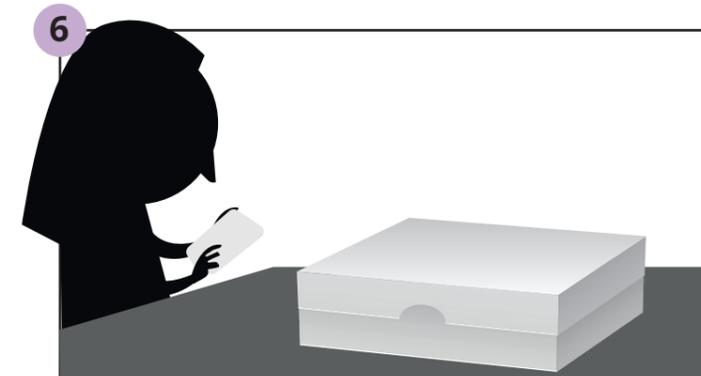
3  
**Get inspired**  
The user gets to look at varied works of other artists.



4  
• On selection of type of print the user gets to see the process involved in the technique and in return the user also learns the technique.  
• The user also has an option of purchasing the kit.



5  
• Before making the payment the user is given the choice of purchasing the chemicals.  
• Makes payment, order is confirmed.



6  
Receives the Kit and follows the process step by step

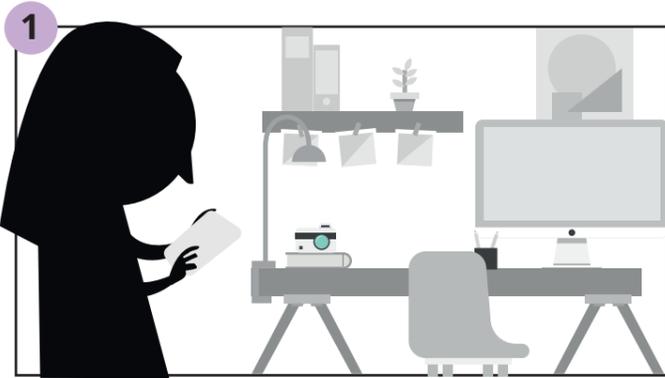


### Proposed Kit

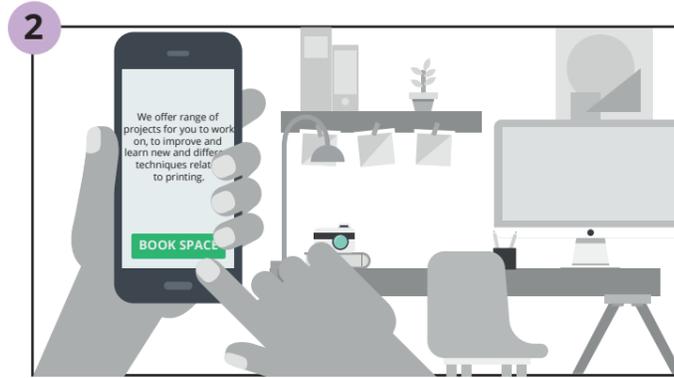
A portable darkroom kit for creating prints based on other artists techniques  
• This is also supported by audio guidelines

## Creating prints - Concept 2

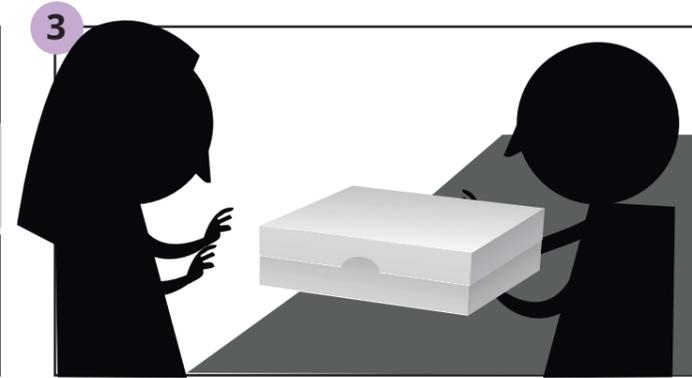
### Scenario - User looks for ways of printing



1  
Browses online to find new techniques to print



2  
**Finds (Brand name)**  
• User finds out about the communal spaces, chooses a preferred location and schedules a day to visit.



3  
• User visits the space.  
• A kit with the required materials and instruction is given to the user.  
• The instruction will consist of the type of technique to experiment and how to use the service.



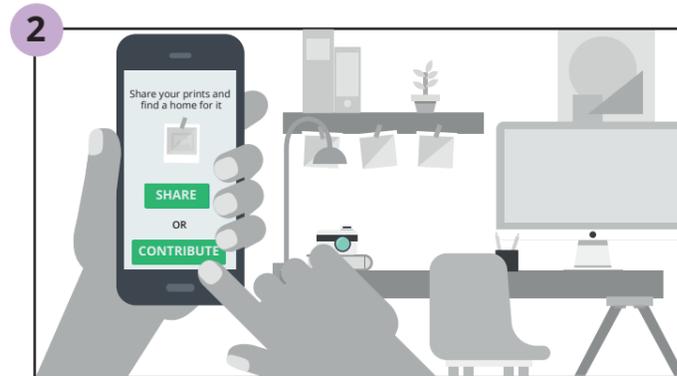
4  
The user goes to her space and works on creating her print.

## Scenario - User doesn't know what to do with her prints

### Selling prints



1  
User browses online to find how to sell prints

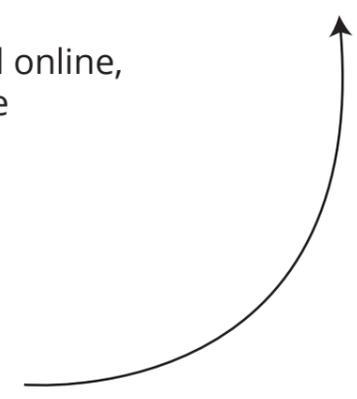


2  
**Finds (Brand name)**  
Finds (Brand name)  
• User finds out about the sharing prints on the service.

• 'Auction' Once the prints are uploaded online, the user receives a notification from the service when a purchase is been made and the amount is shared between the service and the user.

• 'Contribute' A requirement is posted by other journalists or bloggers and users can use the service to contribute their photograph or print to the story.

**ANOTHER APPROACH**  
A campaign dedicated to advertsing or social cause.  
Where photographers can address the given campaign with their own take (a project they could work with). This would push the users to explore and also earn some money while doing so.





## Persona

Jane is a fine art student studying at Loughborough University & uses the school lab for developing her film. She has been doing this for almost two years. She loves the whole process but she's tired of following the same routine and wants to experiment further. Her work includes photograms and pictures of things she likes to click generally. She prefers using B&W film as many studios don't have the access for color film

## Goals & Expectations

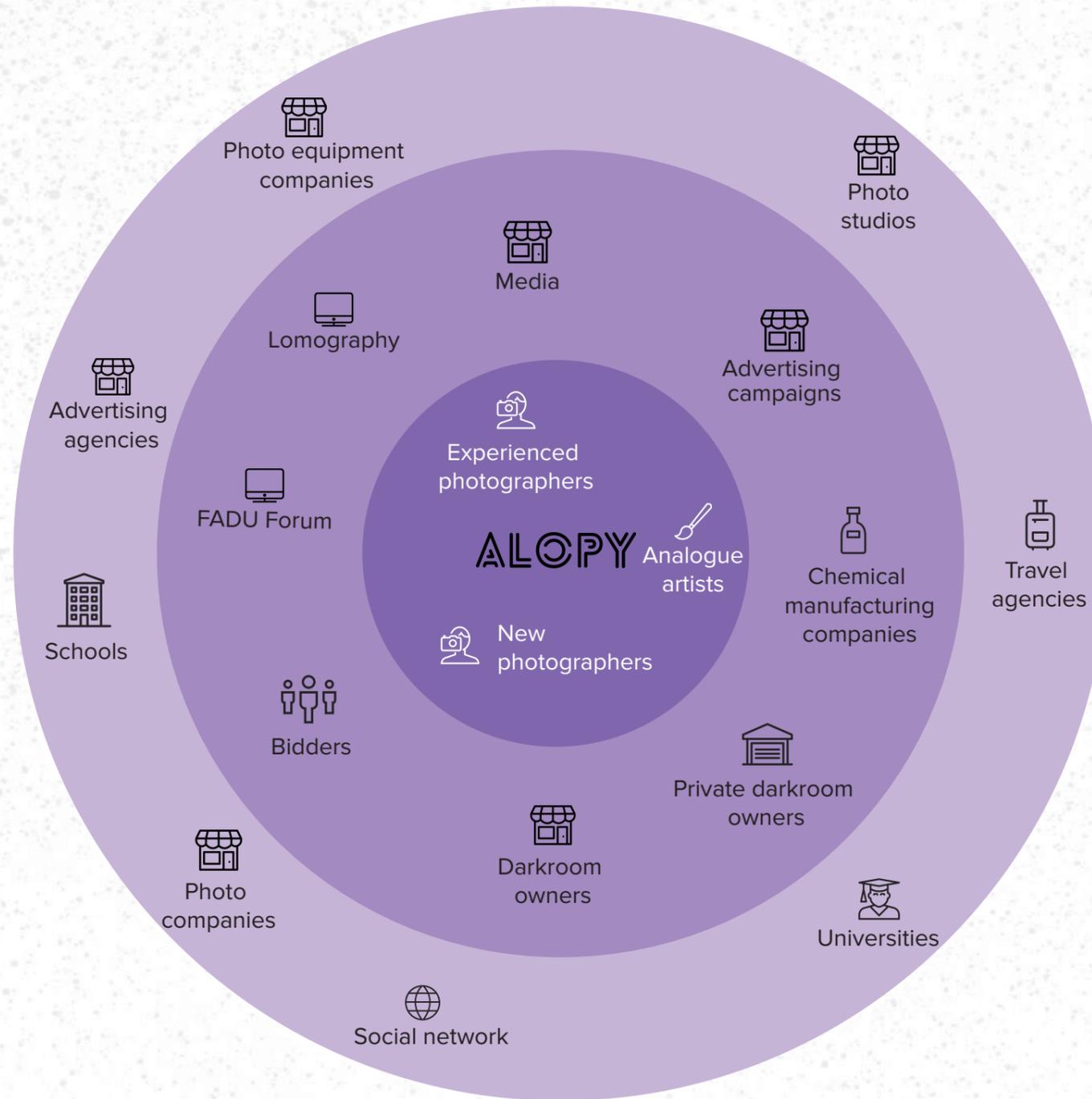
- To learn & understand how to develop and print by herself
- To find something easy and simple to use
- To find inspirations and learn
- To share her experience and progress with friends

Before

During

After

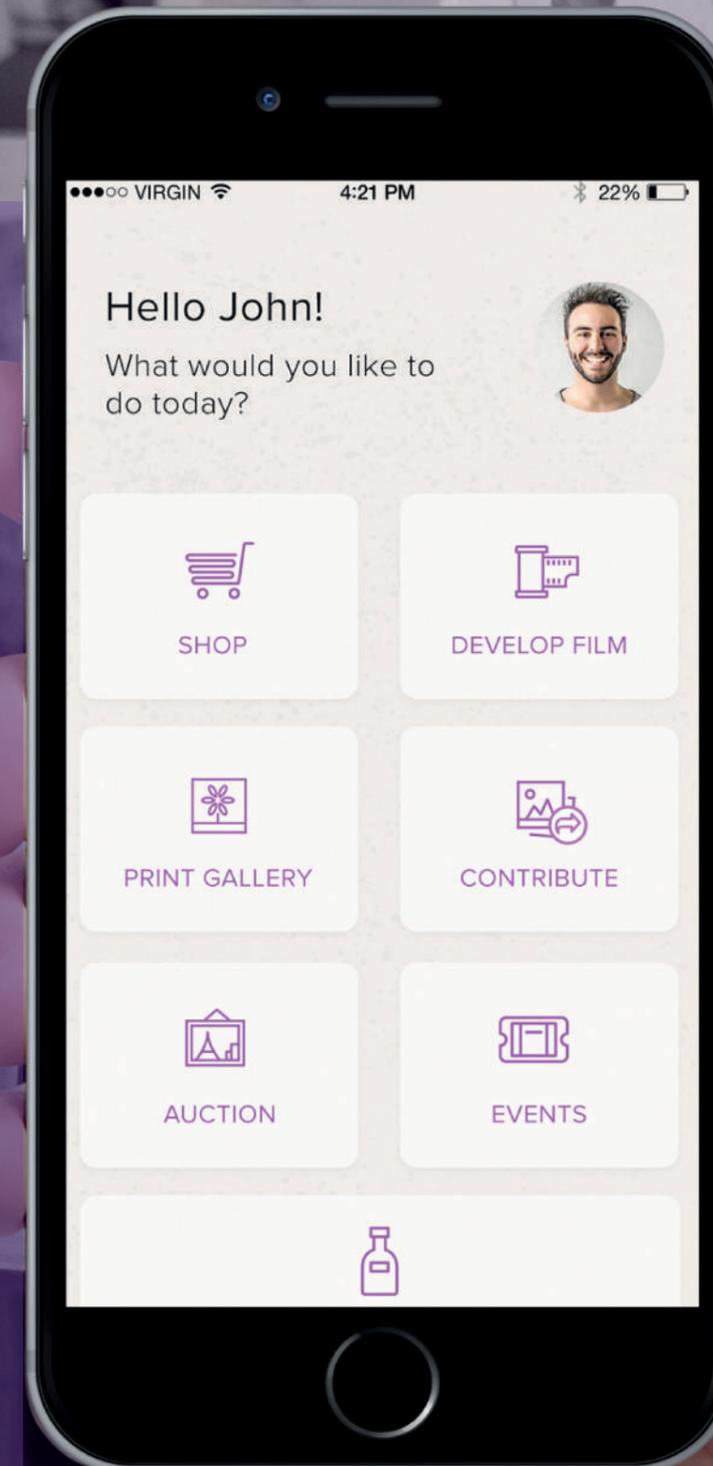
| STAGES          | AWARNNESS  | APP LANDING                             | EXPLORATION   | PURCHASE/SCHDEULE                        | MAKE PAYMENT  | DEVELOPING/<br>CREATING ON OWN  | SHARE   |
|-----------------|--|---|---|--|---|---|---|
| <b>ELEMENTS</b> | Site discovery<br>Ad<br>Search engine<br>Social network<br>Friends | Splash screen<br>Onboarding<br>Homepage | Search/Filter<br>Process for developing film<br>/printing film<br>Reviews, likes, comments, share<br>Bookmark                         | DevLab/PrintLab<br>Schedule space        | Order options<br>Delivery options<br>Payment options<br>Confirmation  | Product<br>Instructions<br>Materials  | Scan print<br>Contribute/Ad campaigns<br>Store negatives<br>Print   |
| <b>DOING</b>    | Research and compare   | Register<br>Exploring homepage          | Looks for a process to develop her flim<br>Looks at different process to create prints<br>Watch tutorials and understands the process | Picks a date to visit the darkroom space | Fills in payment info and makes the payment<br>Waits for the product to be delivered<br>Goes back to explore and view the gallery | Reads the description and understands the materials /product<br>Visits the darkroom & recieves the kit to create/develop on her own.<br>Uses the app to guide her | Uploads her print on the app<br>Participates in competitons/ad campagins<br>Writes a review to the artist |
| <b>FEELING</b>  | 🙄 🙃 😡  | 😊 😄 😊                                   | 🙄 😄 😊   | 🙄 😄 😊                                    | 🙄 😄 😊   | 🙄 😄 😊   | 🙄 😄 😊   |

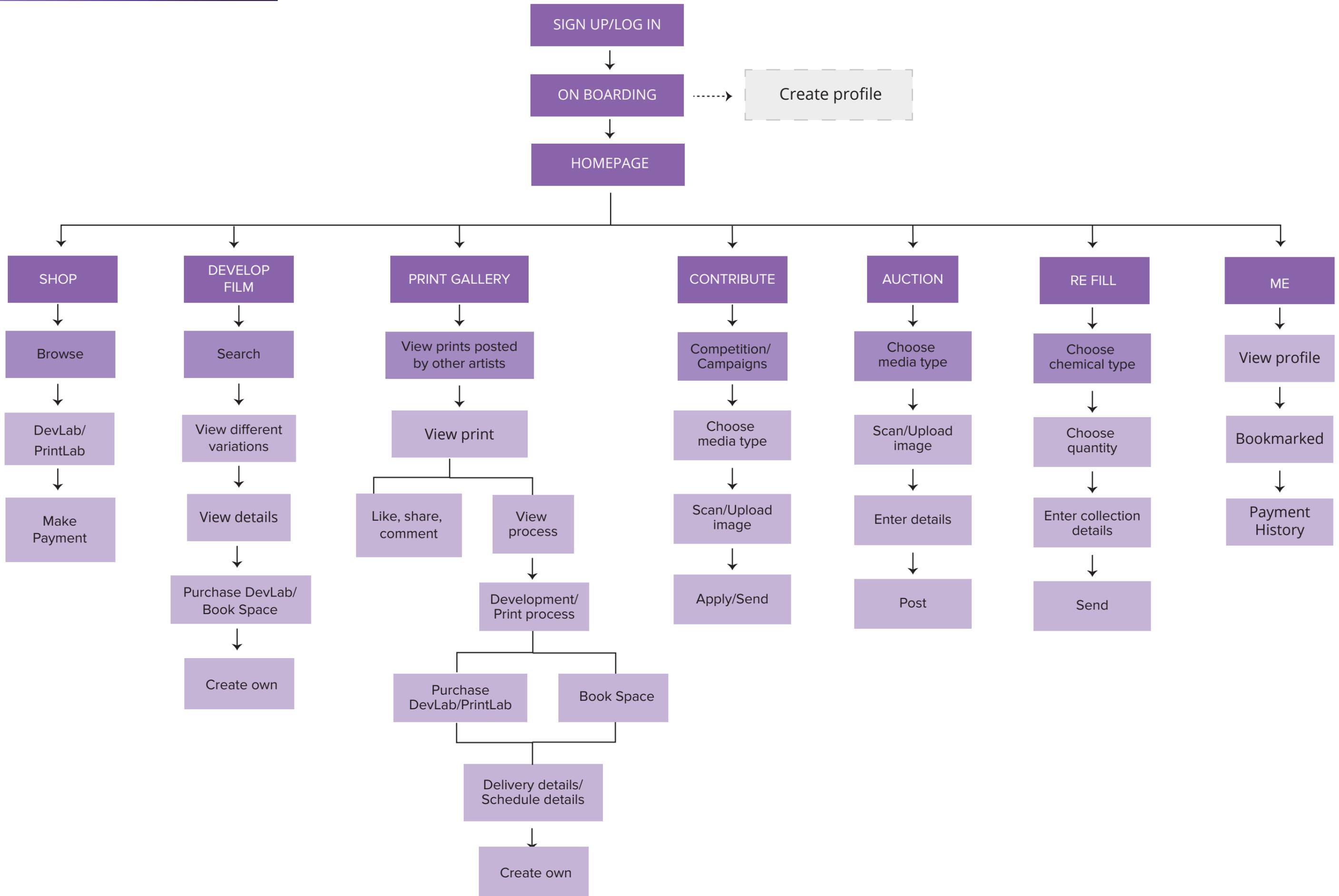




A digital service for analogue photographers to develop, print and experiment with new techniques.

1. **Develop Film** - learn and master the process of developing film at home and urging them to explore further.
2. **Shop** - purchase chemicals and analogue equipment based on one's necessity.
3. **Print Gallery** - explore different techniques and approaches to printing film.
4. **Book space** - connect to a darkroom printing facility and socialize with other analogue photographers nearby.
5. **Auction & Contribute** - showcase and auction one's work and contribute to a worthy cause.



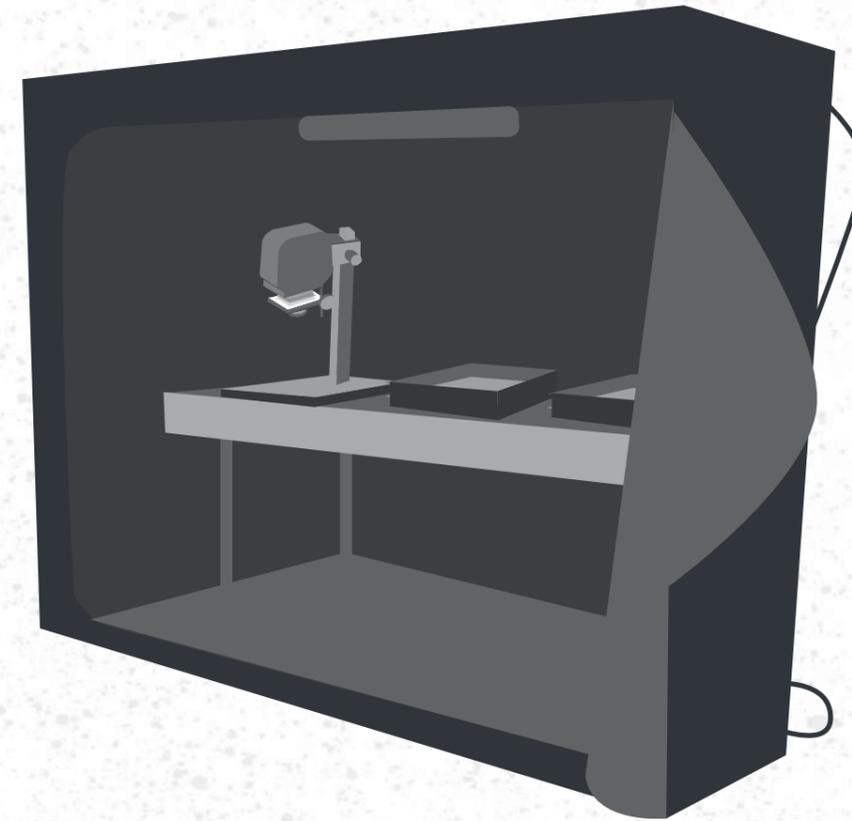




DEVLAB is an all-in one home processing unit, facilitating user control over every part of the development process.

### Features

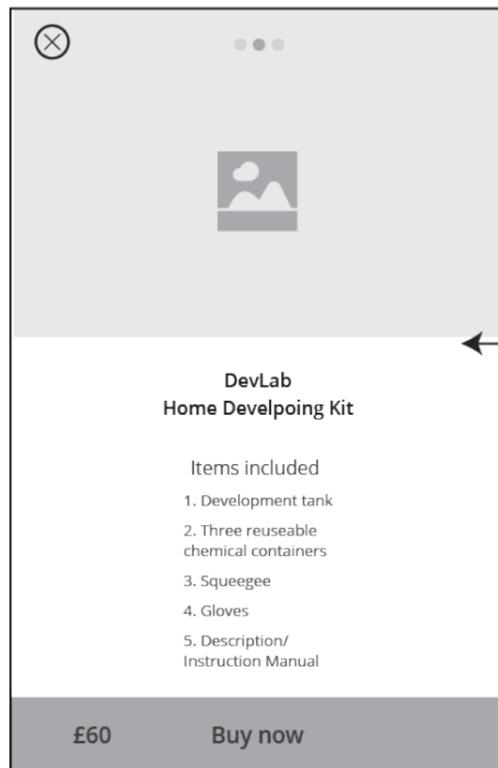
- Induction heating
- Mechanical Timer
- Supports multiple formats (35mm & 120mm film)
- Manual Control



PRINTLAB a pop up fully equipped dark room for enlarging and printing traditional photographs

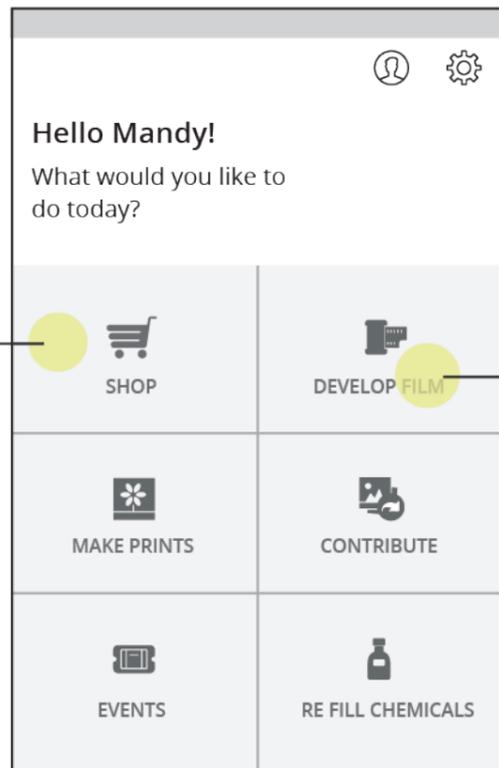
Shop

Here the user can purchase either DevLab or PrintLab or Both.



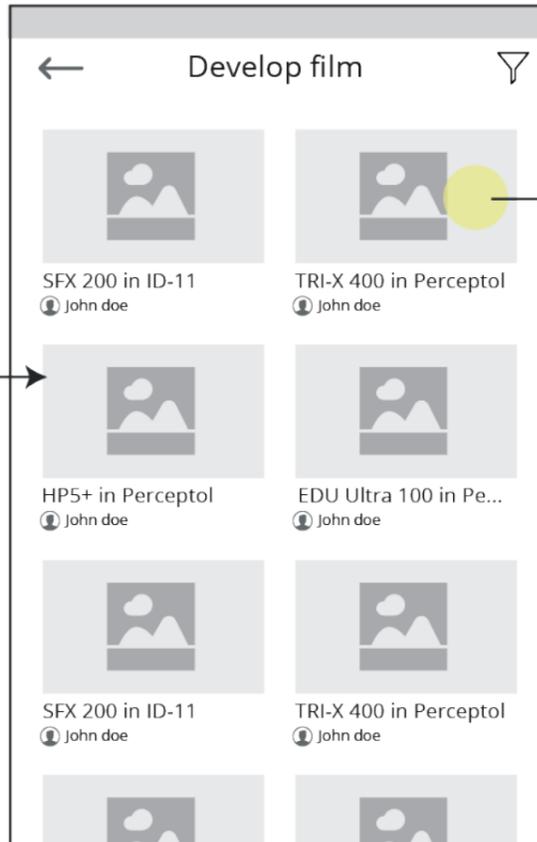
Landing Screen

Main screen where the user has different controls to choose from



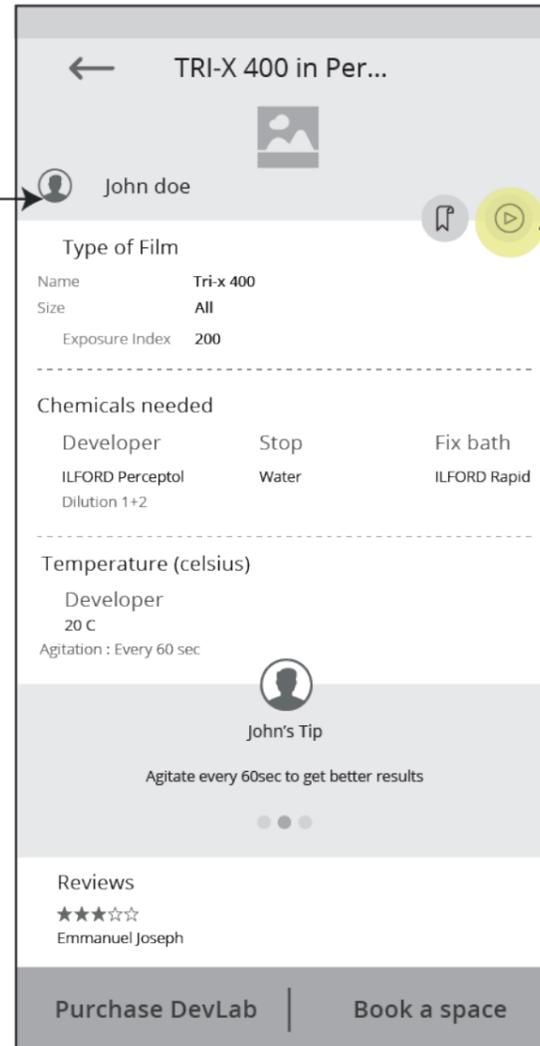
Develop Film

Examples of different chemical proportions & temperature values by other photographers



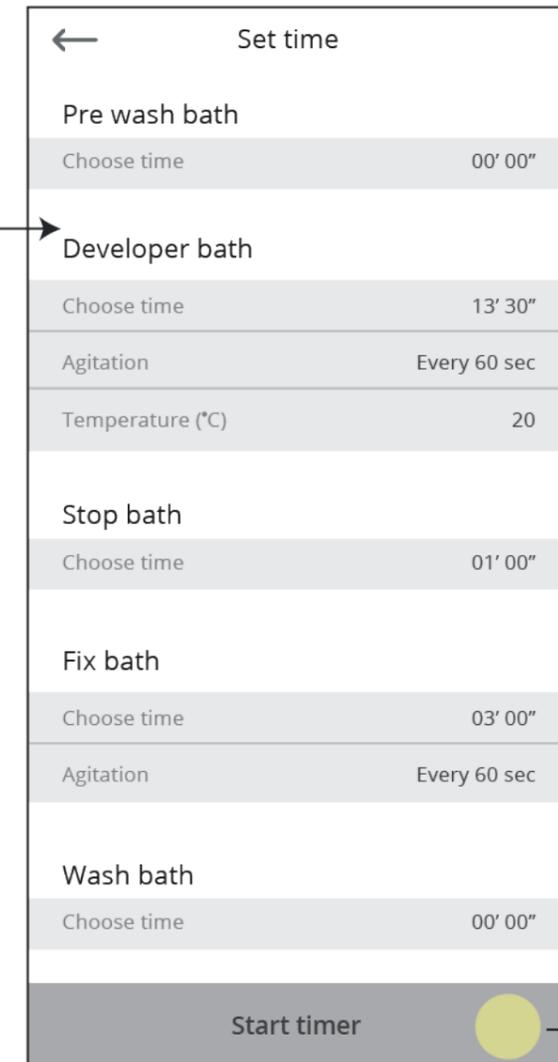
Develop Film - Details (B&W Film)

Detail view of the proportions, chemicals, temperatures, method & photographers tips



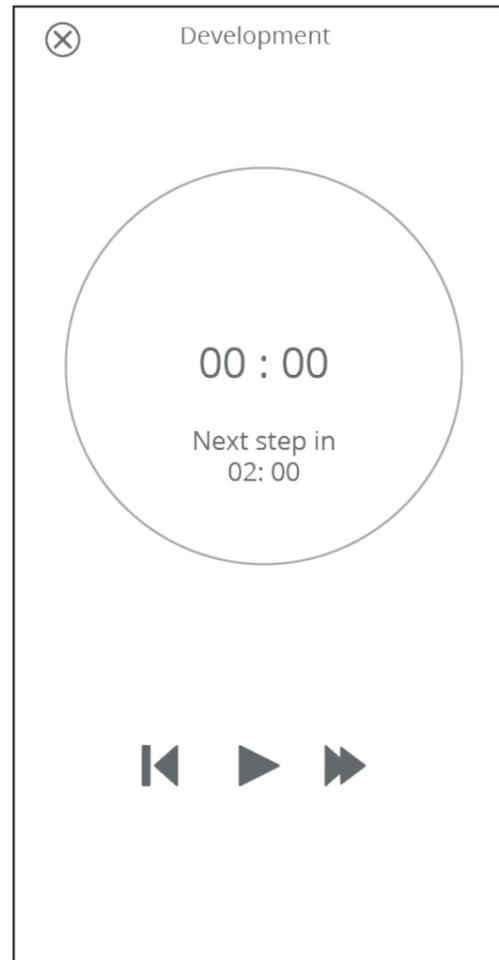
Set time

User can continue with the default timings or change if needed



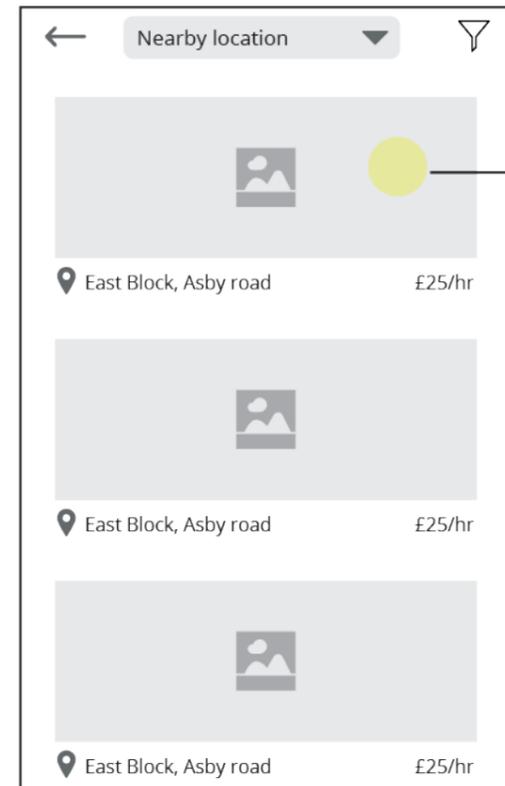
Development Timer

A timer screen to start, pause and stop the process



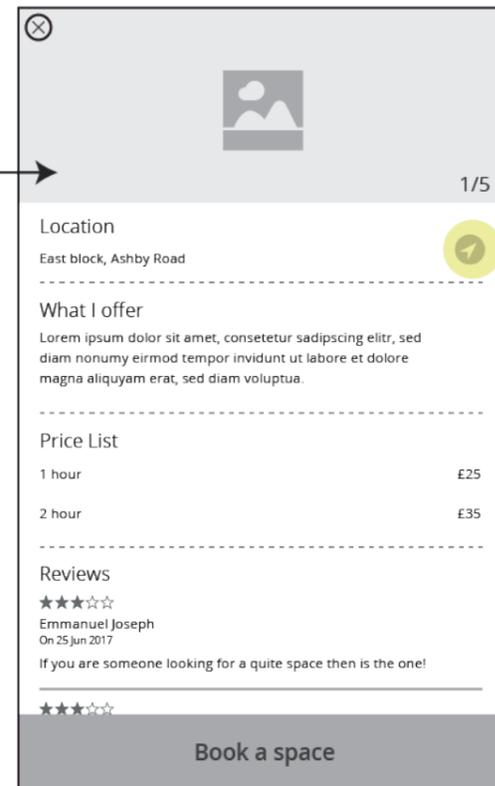
Book a space

On click of Book Space - A list of available rooms/spaces available nearby



Book a space - Details

Details about the space.



Navigates the user to the location

01 Co-design workshop with the initial wireframes

This session was conducted online using the invision app the entire session was recorded and the user was asked about their feedback. [Logbook Pg 2,3]

A short user testing was also done by looking at how the user was exploring and what interested them the most.

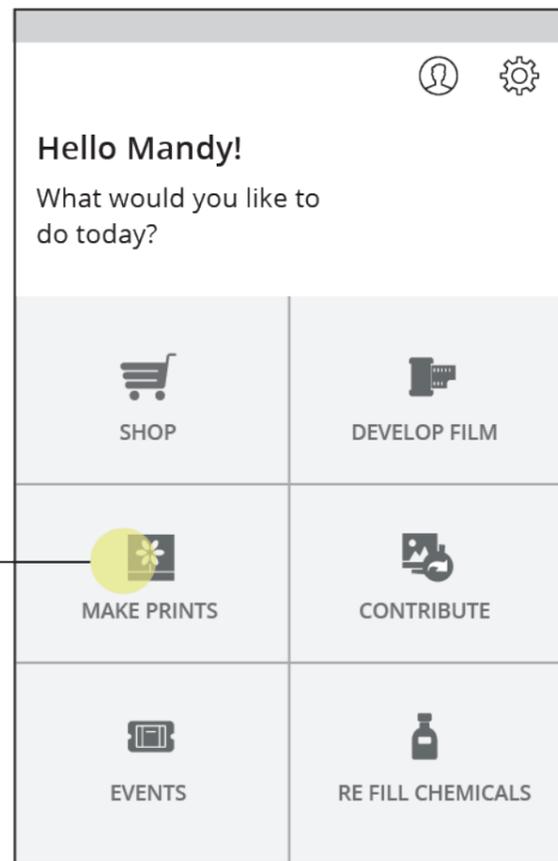
Considered Feedback

- Include a search option for users to search their preferred artists or style.
- Include a follow button where users could follow artists whom they like.
- Include a share button for users to share the process.

Link to the video <https://youtu.be/Sgpg7wtQOLo>

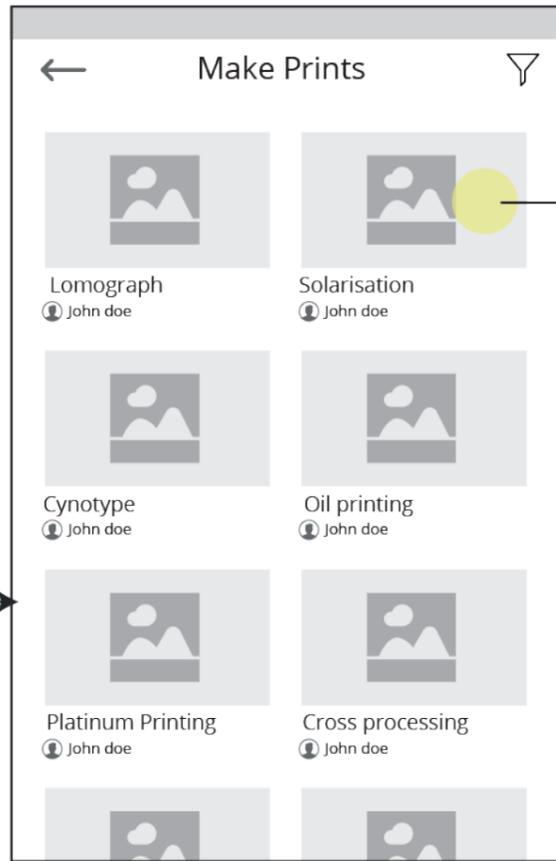
Landing Screen

Main screen where the user has different controls to choose from



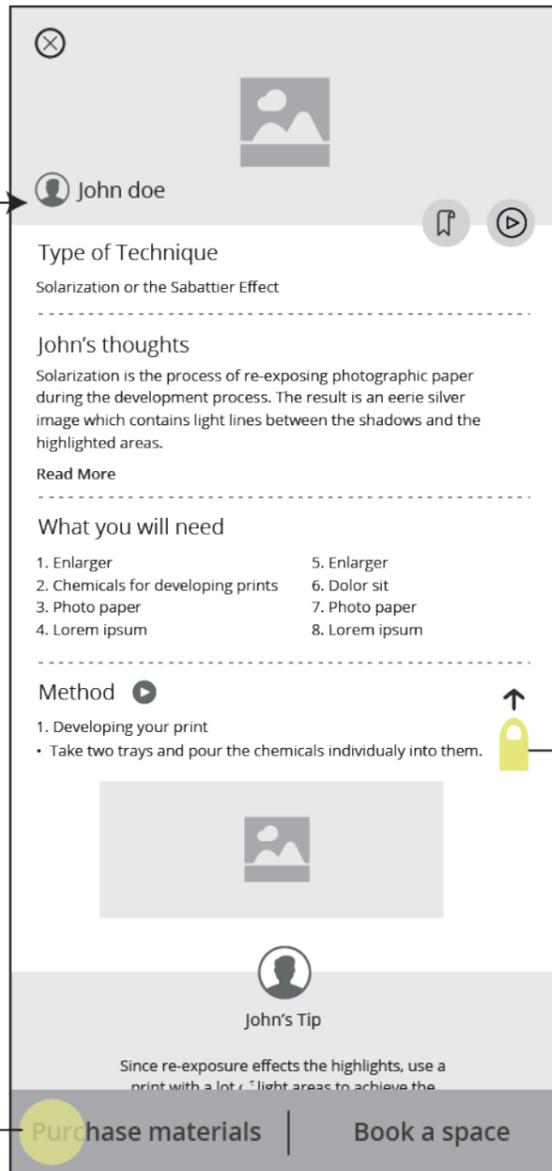
Make Prints

Examples of different printing techniques & variations in B&W/Color film made by other photographers/artists

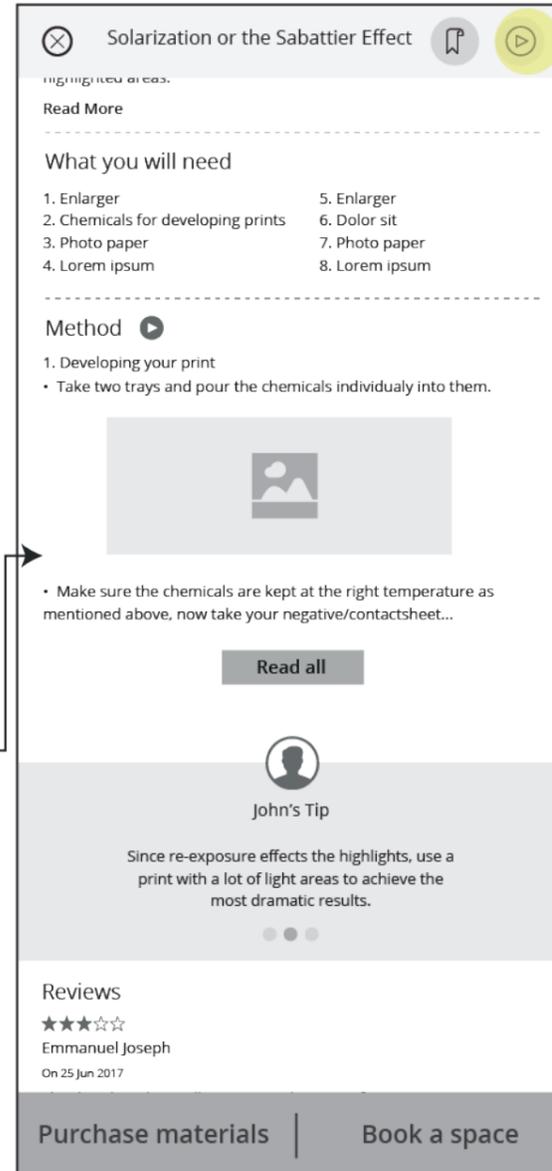


Make Prints - Details (B&W Film)

Detail view about the technique used, the method and tips from the artist



Takes the user to a screen where the materials used can be purchased - this will be replaced by PrintLab in the future



Purchase materials | Book a space

Development Timer

A light sensitive screen opens and auto locks all the notifications. The user also needs to make sure the phone is atleast 1m away from the print.

**Step 7 :**  
Develop the strip for 20 seconds.

A few seconds before the 20 seconds are up stop agitating and use the tongs to tap the print fully under the surface of the developer. Make sure that the print is image side up at this point! Re-exposing an upside down print won't produce a good solarization.

00 : 00  
Next step in 00: 20

Audio plays according to the given content.

At 18th sec the user is reminded about agitating and is asked to use the tongs

The user is given the controll of play, pause, rewind and forwarding the time

Landing Screen

Main screen where the user has different controls to choose from

Hello Mandy!  
What would you like to do today?

SHOP DEVELOP FILM

MAKE PRINTS CONTRIBUTE

EVENTS RE FILL CHEMICALS

Contribute

Where the user can see a list of campaign, competition and other requirements

Contribute

Competition

5hours left | 100 submissions

Human potraits - Take a picture of so...

Campaign

5hours left | 100 submissions

Human potraits - Take a picture of so...

5hours left | 100 submissions

Contribute Details (Competition)

Details about the posted requirement.

John doe

About

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

You can upload upto 2 photogrpahers, the best one will be choosen and contacted

What you could win

- Invidunt ut labore et dolore
- Magna aliquyam erat

100 Submissions

John doe John doe John doe John doe

Apply

02 Co-design workshop with the initial wireframes

This session was conducted online using the inversion app the entire session was recorded and the user was asked about their feedback. [Logbook Pg 2,3]

A short user testing was also done by looking at how the user was exploring and what interested them the most.

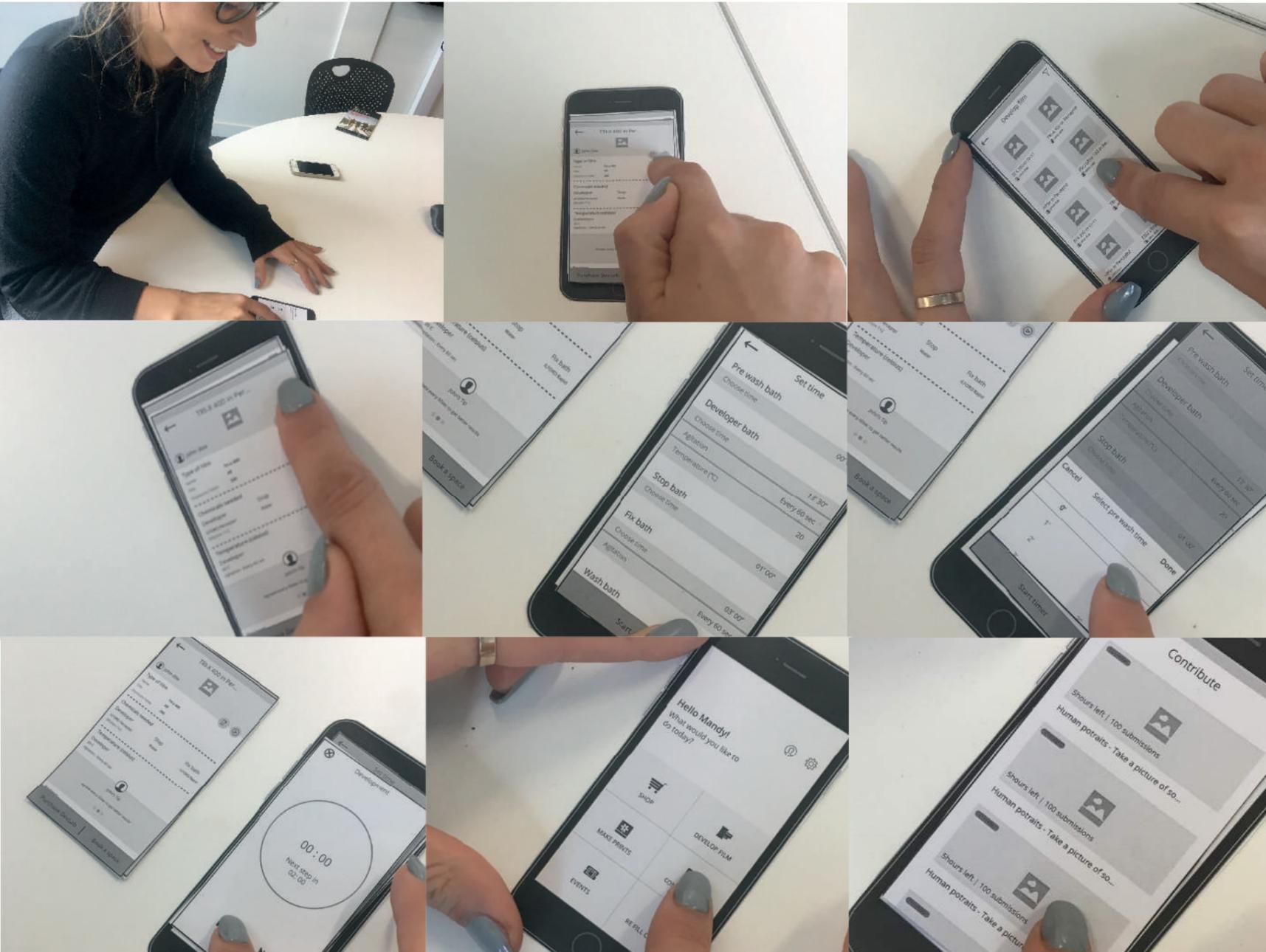
Considered Feedback

- Consider designing a web app and Ipad app.
- Another way to read the method

Link to the video <https://youtu.be/Rwq2PAsmzJU>

Asks the user to submit the images/prints

CTA will change to 'Contribute' if user chooses a contribute listing/requirement



01 User testing tasks

**Task 1**

Find a process to develop your film :

Assume that you are looking to learn how to develop film on your own and you come across this service. Find the process for your film type i.e 35mm color.

**Task 2**

Make a contribution :

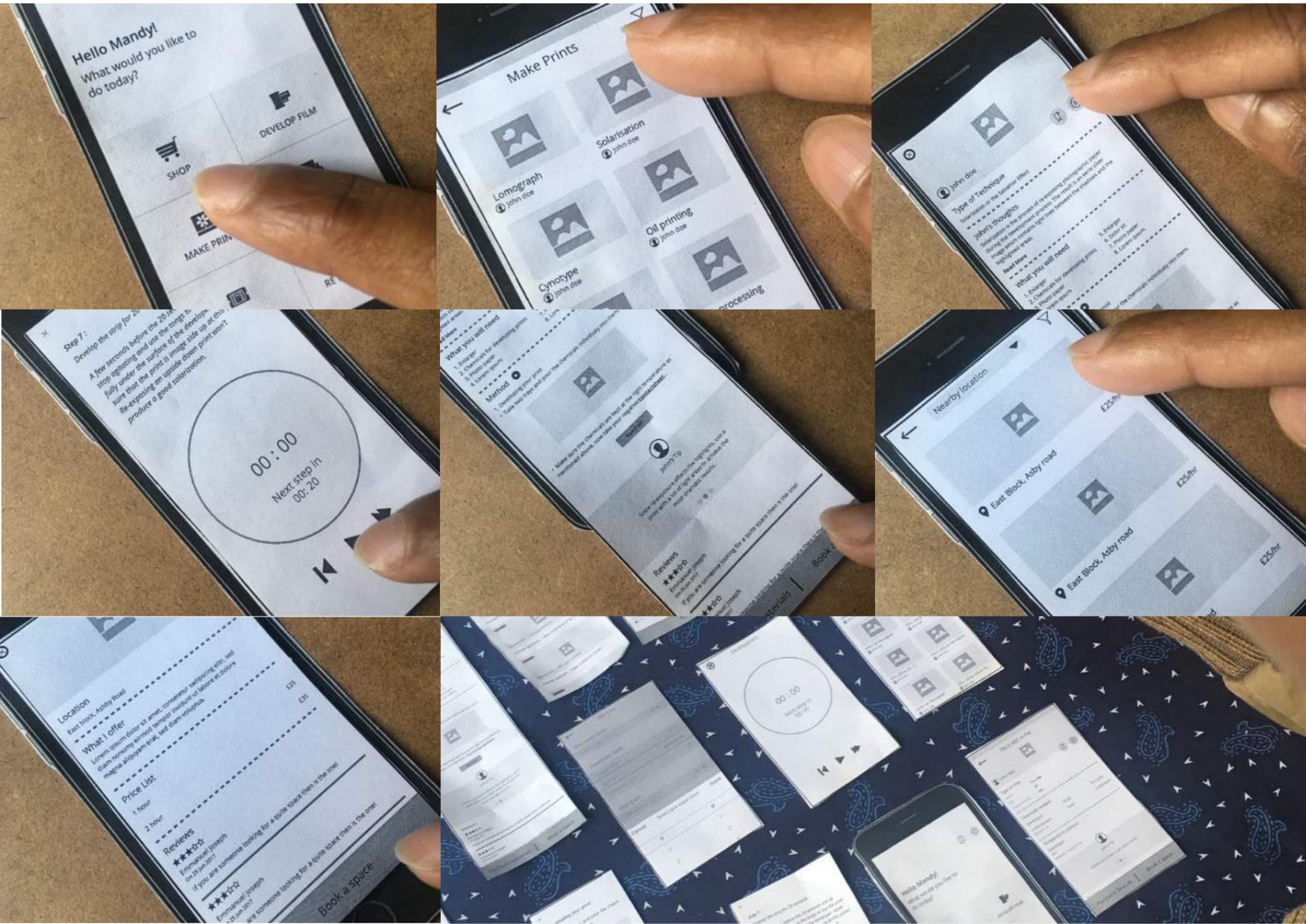
Contribute to a campaign or participate in a competition by applying through uploaded works from your gallery.

1. How useful did you find the app?  
*"Very useful, rating 3"*

2. Was it easy to find what you were looking for?  
*"It was, but I think you should add a search option too, its a little difficult to find the exact process for my film, rating 3"*

3. How efficient is the app to use?  
*"Good, rating 4"*

4. How satisfying was it to use the app?  
*"I liked it, rating 5"*



## 02 User testing tasks

### Task 1

Find a process to create your own prints :

Assume that you are looking to learn how to print using creative techniques and you come across this service. Find any one technique that you like.

### Task 2

Now once you have found out your process book a lab room to visit on the 19th Aug, 10am.

1. How useful did you find the app?  
"Good, rating 4"

2. Was it easy to find what you were looking for?  
"Yes, it was, rating 4"

3. How efficient is the app to use?  
"Good, rating 4"

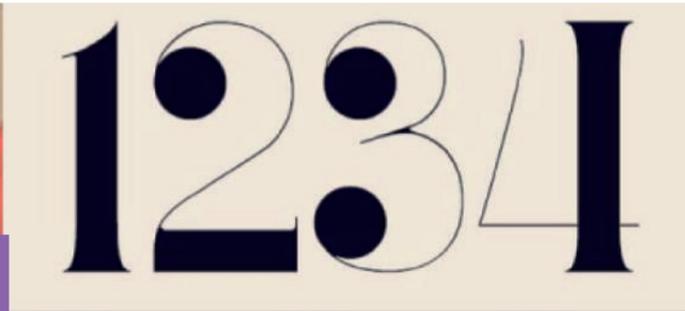
4. How satisfying was it to use the app?  
"Good, but I think you could also think of adding videos in the 'method section', rating 4"



1. Precise



4. Bold



2. Comfortable



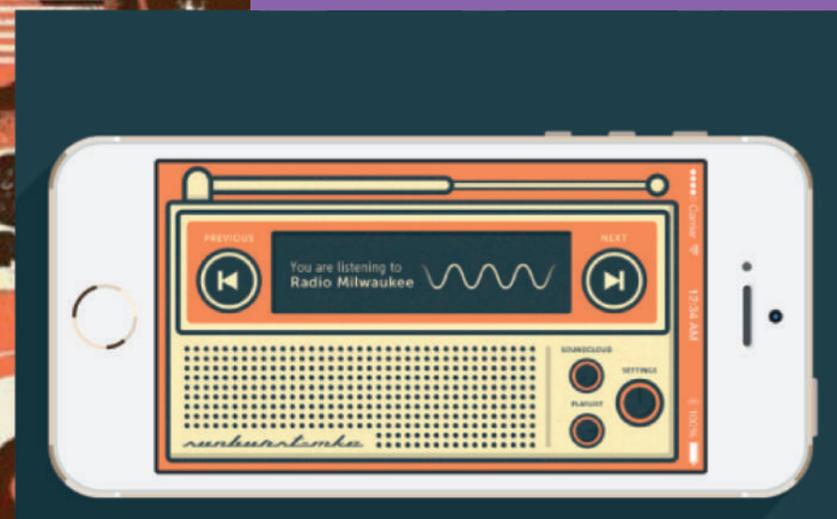
6. Fun



5. Creative



3. Trust



# ALOPY

Analogue + Camera lens + Photography

AL



PY



## COLOR -PURPLE

Known to represent creativity, royalty and spirituality. Evokes serenity and artistry

## PATTERN



## FONTS

Proxima Nova

### Proxima Nova

TELESCOPIC OBSERVATION

Meteoroid crash, or intergalactic visitors?

**tenacious astronomer**

*SHERIFF'S POSSE*

There will be other stars to watch.

Black jack

*Penultimate*

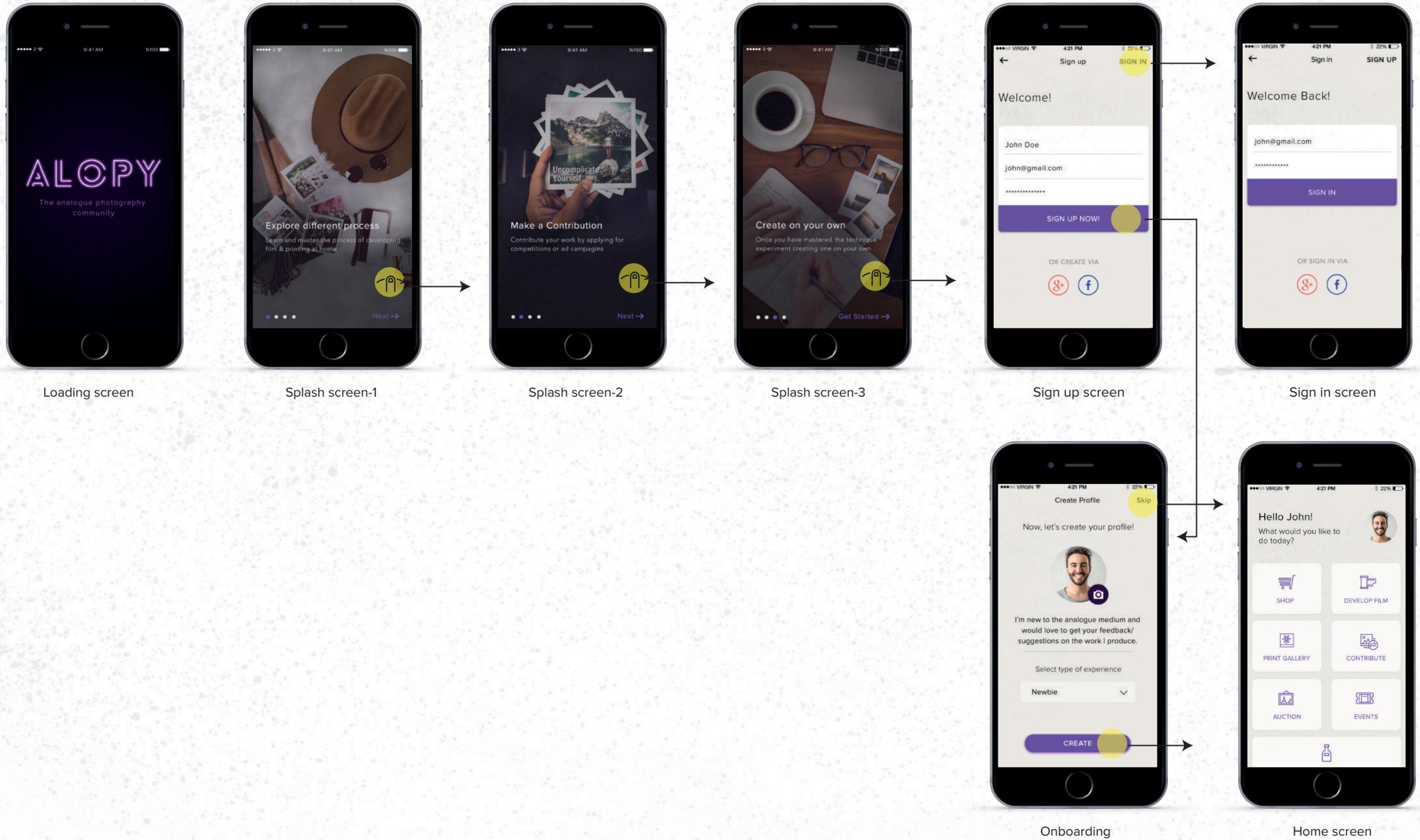
*The spirit is willing but the flesh is weak*

**SCHADENFREUDE**

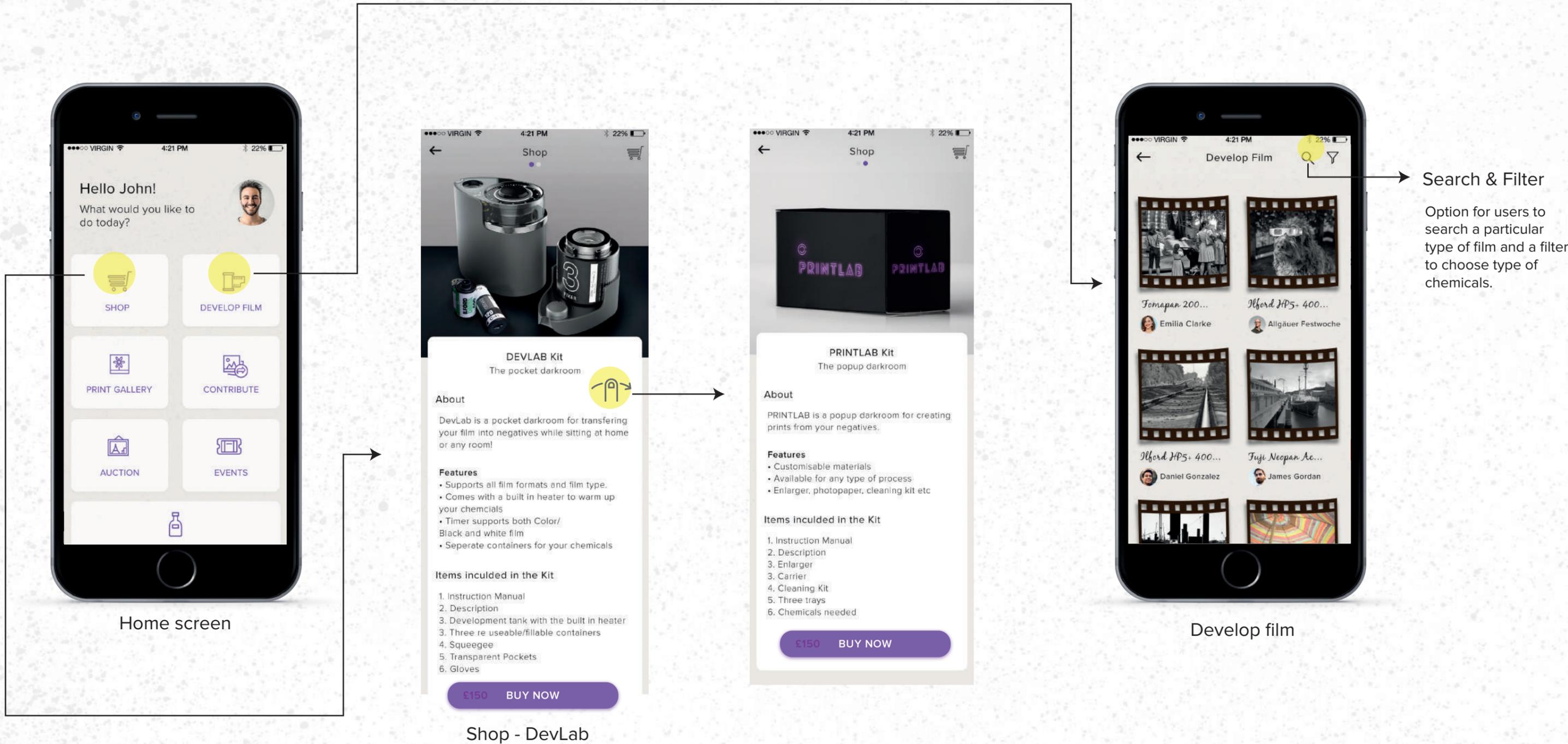
*3964 Elm Street and 1370 Rt. 21*

*The left hand does not know what the right hand is doing.*

### Splash screens & On boarding flow



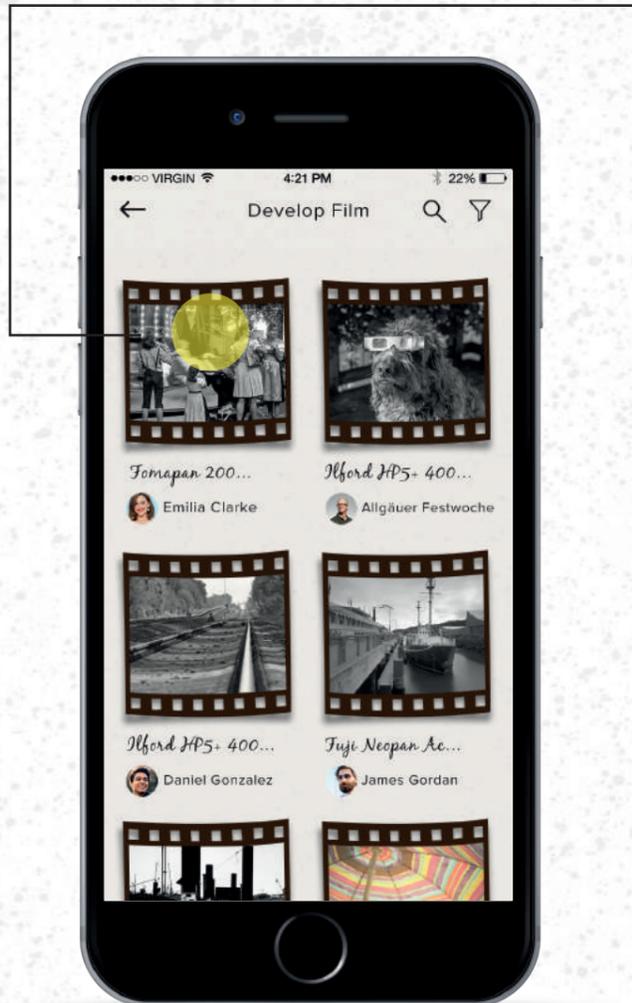
# Shopping Flow



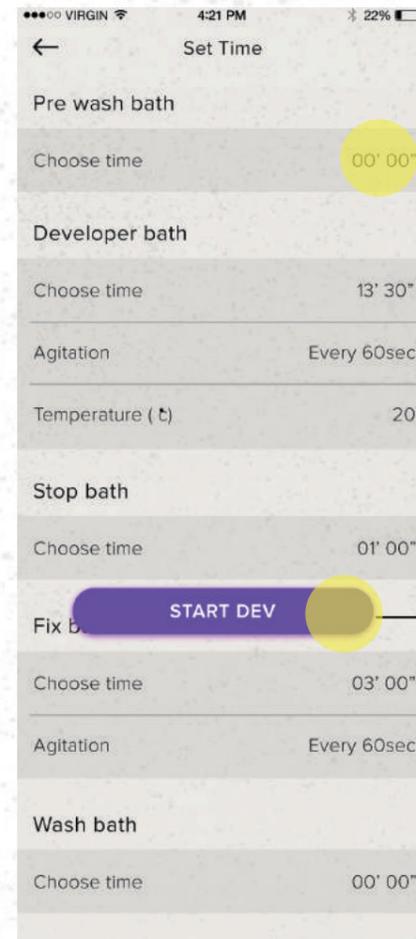
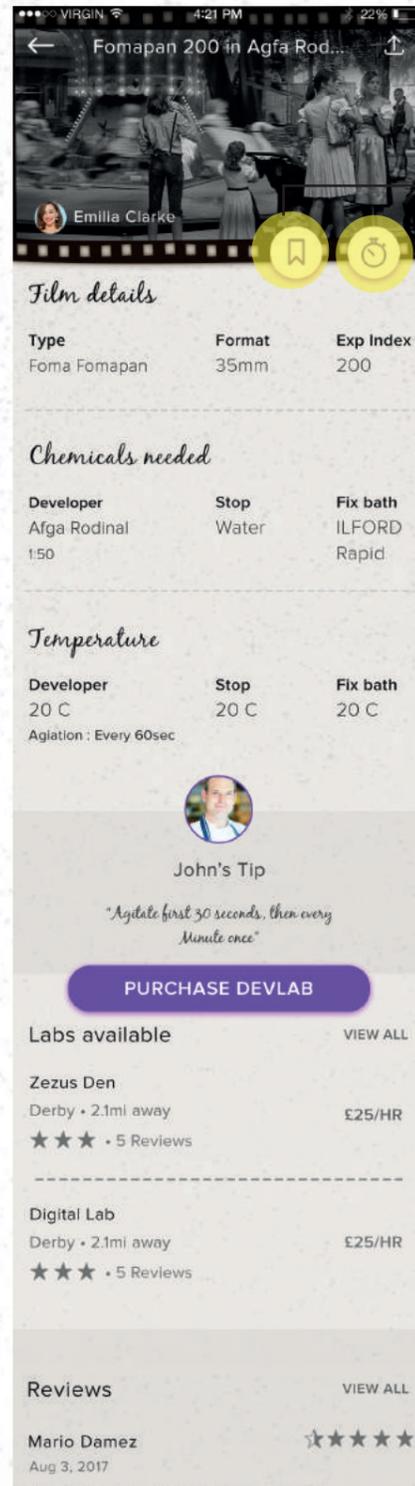
# Develop Film Flow

## Bookmark

An option for users to save the process

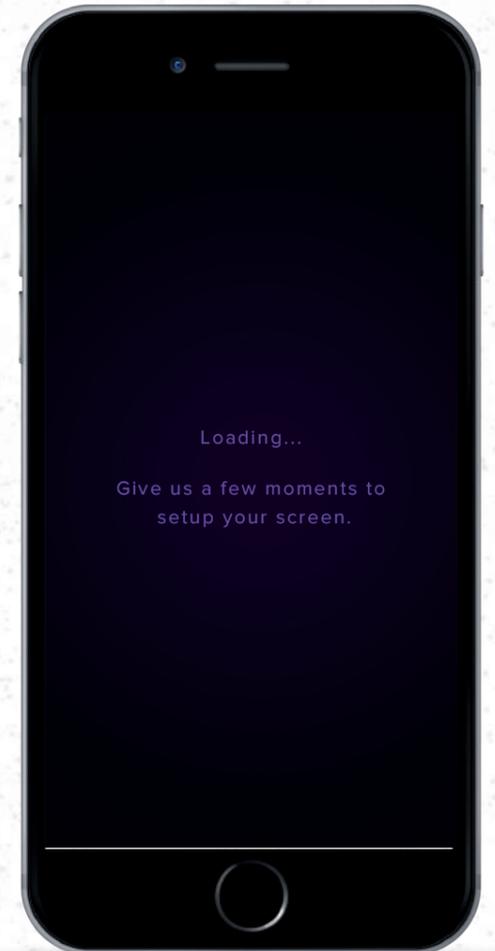
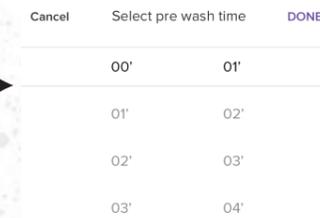


Develop film



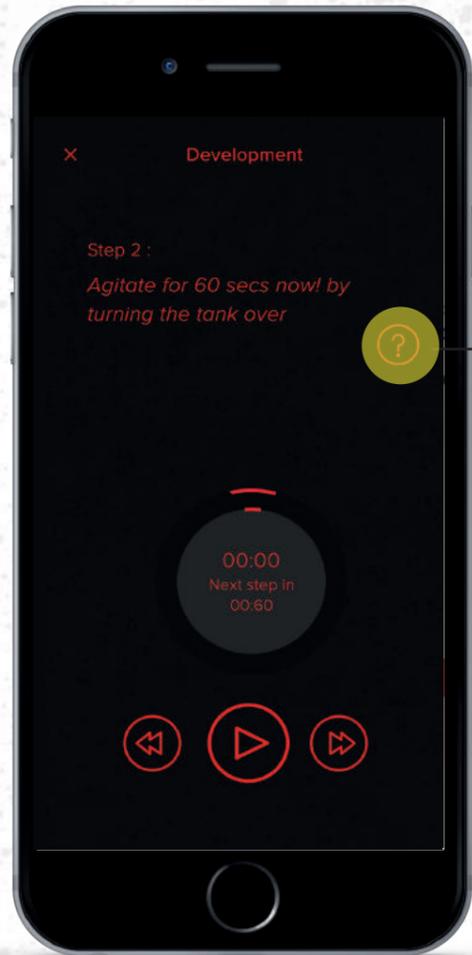
## Set time screen

The time to complete the development process will be set to default, if needed the user can change the time.

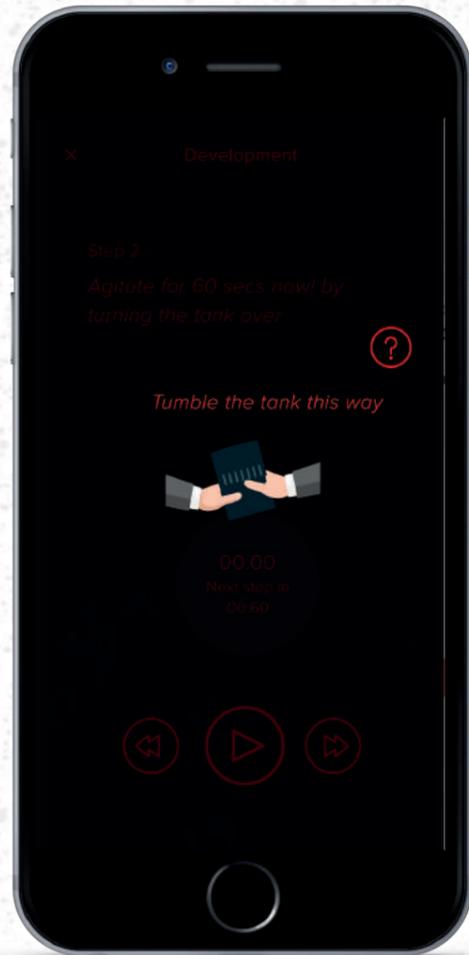


Loading screen

### Develop Film Flow

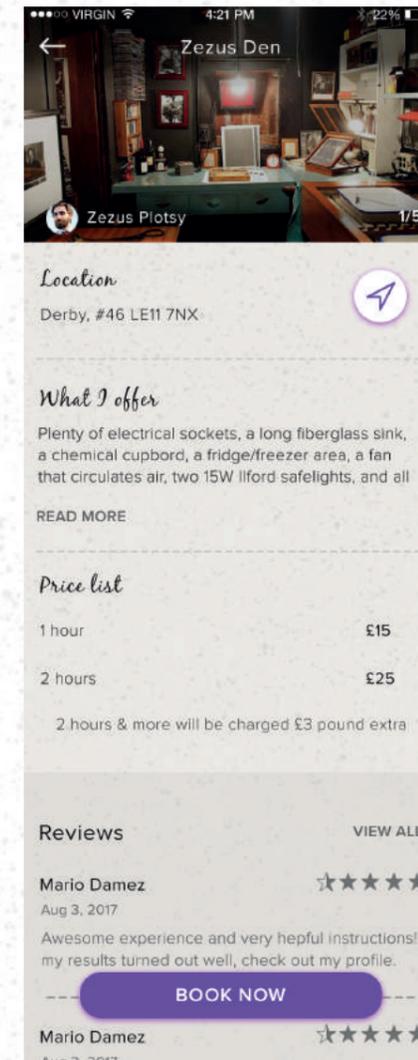
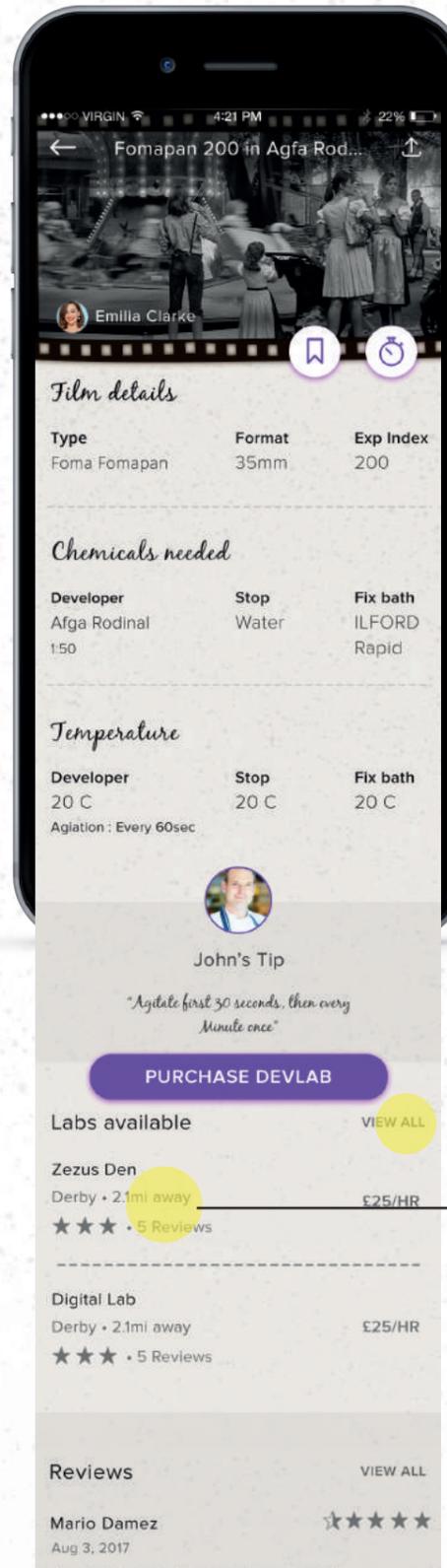


Guide with audio and timer

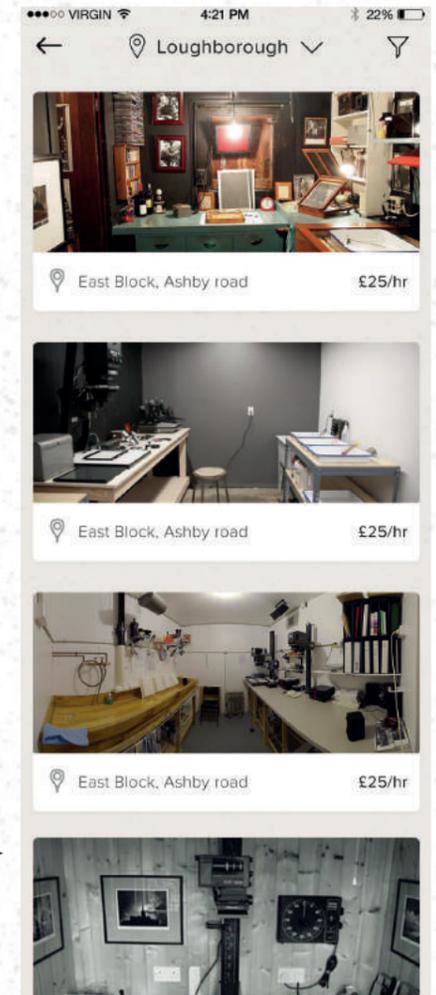


Help info  
Explanation of certain terminology, that comes across during the process

### Room booking flow

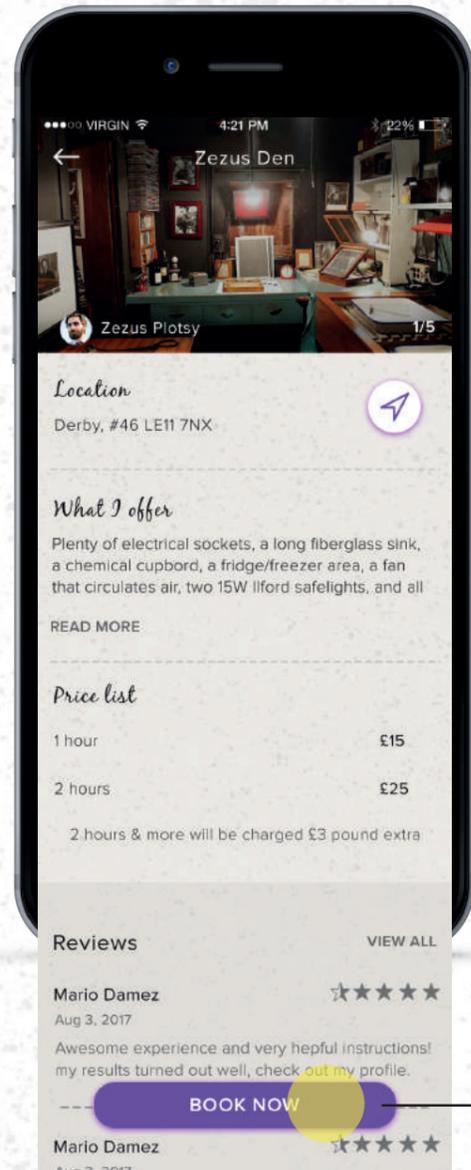


Room Details



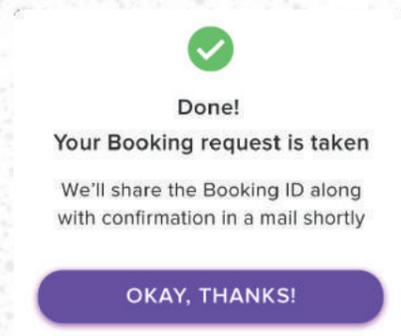
Labs available listing

### Room booking flow



Room Details

### Booking confirmation

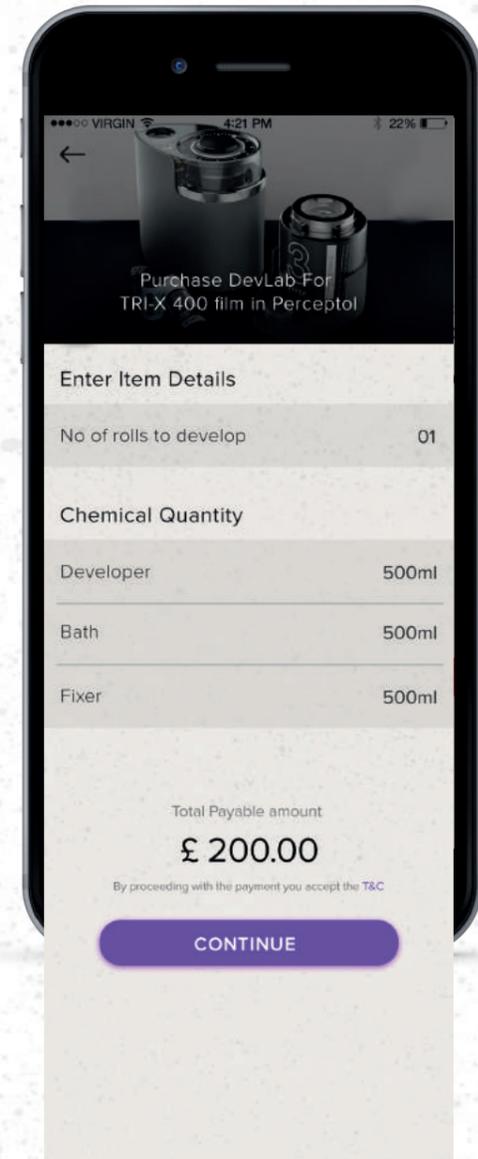
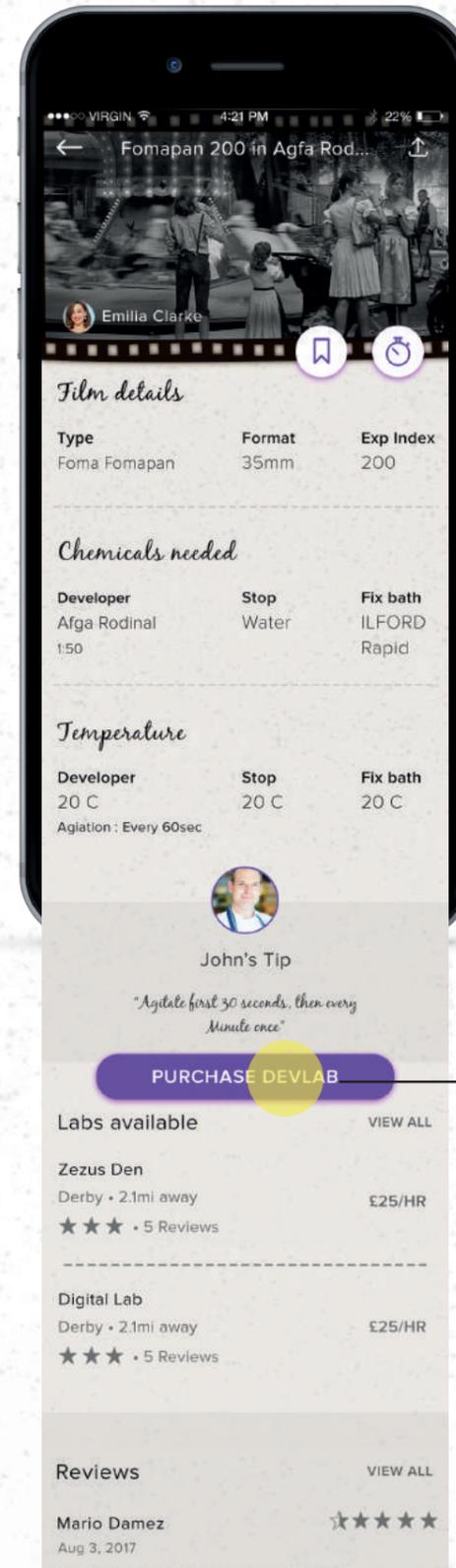


### Pick a date & time slot



### Purchase Print Lab from a process

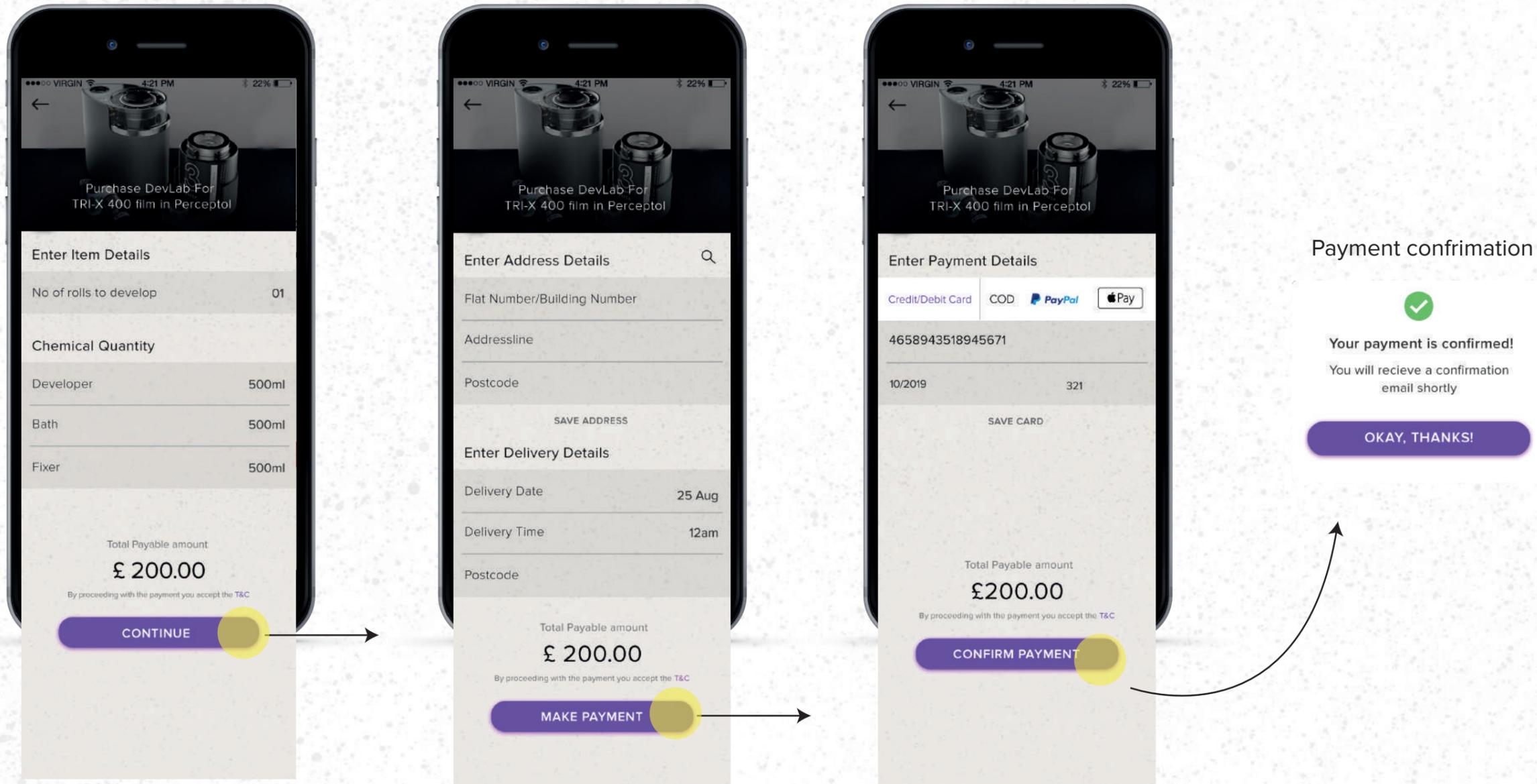
The PrintLab kit will be sent to the user according to the process they choose, however the user can change certain elements such as the number rolls developing & quantity of the chemicals.



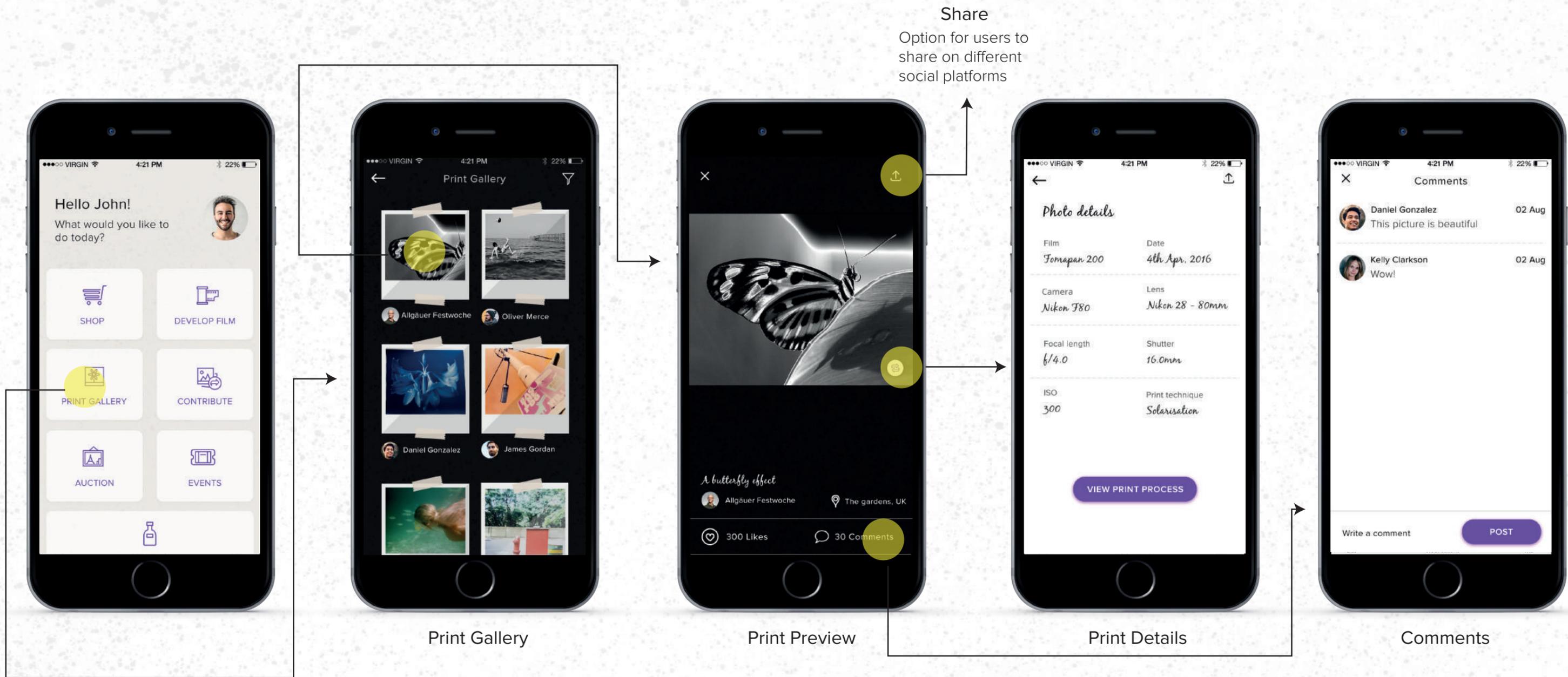
Enter details

## Purchase DevLab from a process

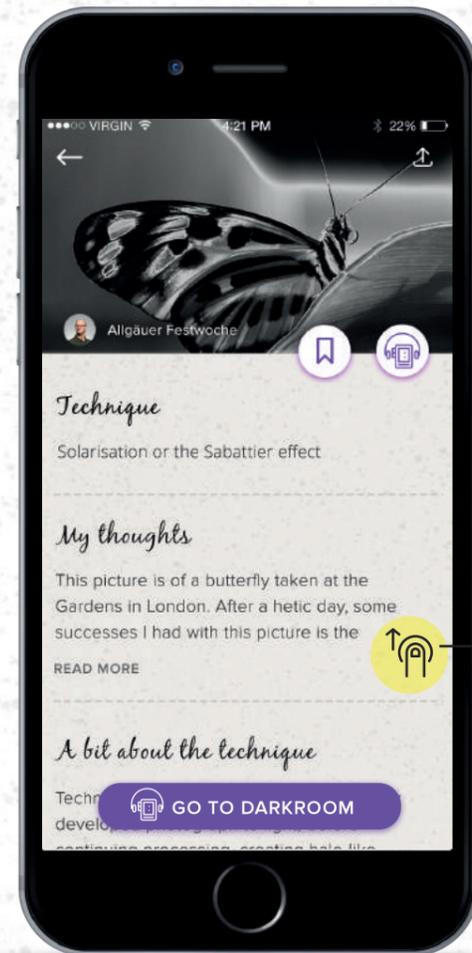
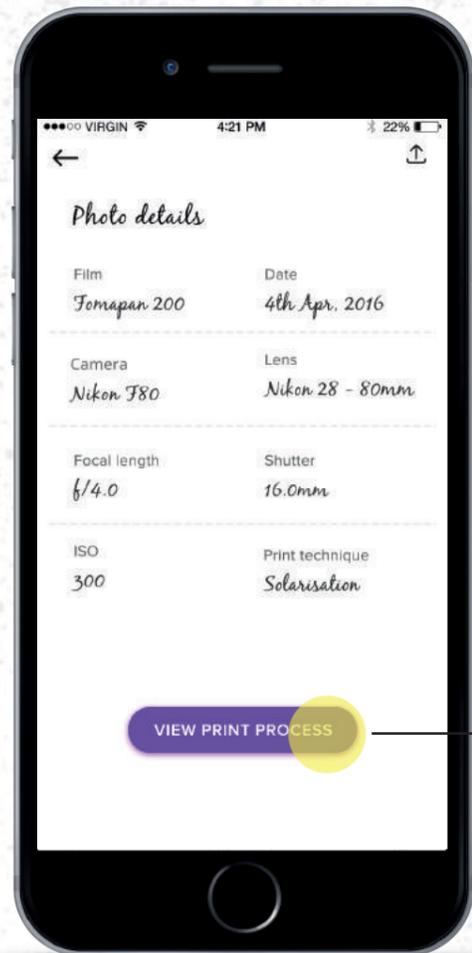
The PrintLab kit will be sent to the user according to the process they choose, however the user can change certain elements such as the number rolls developing & quantity of the chemicals.



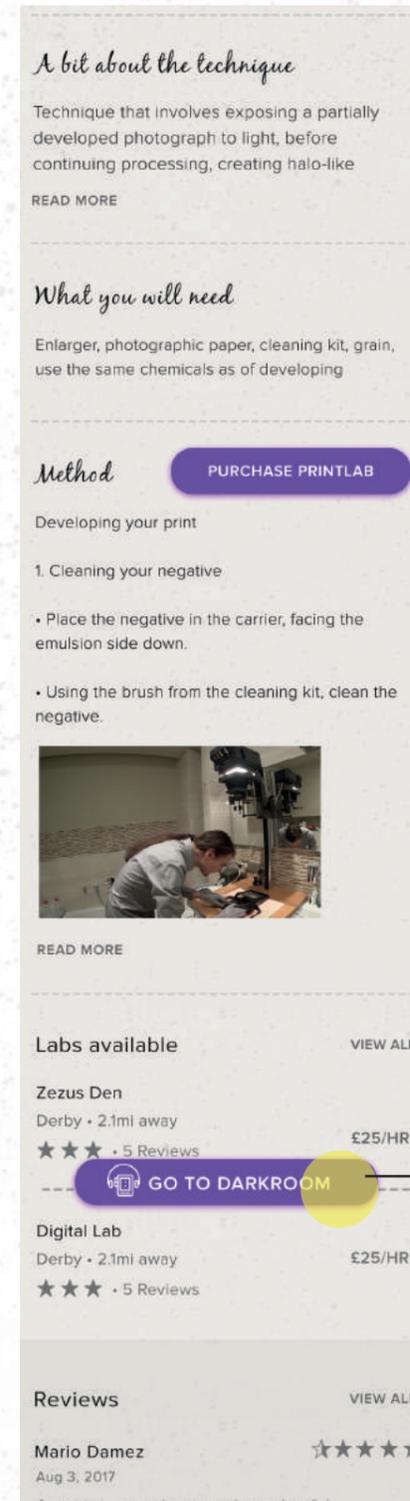
# Print Gallery Flow



# Print Process Flow



Print Process Details



**Hey John!**  
Would you like to take a tutorial before starting on your own

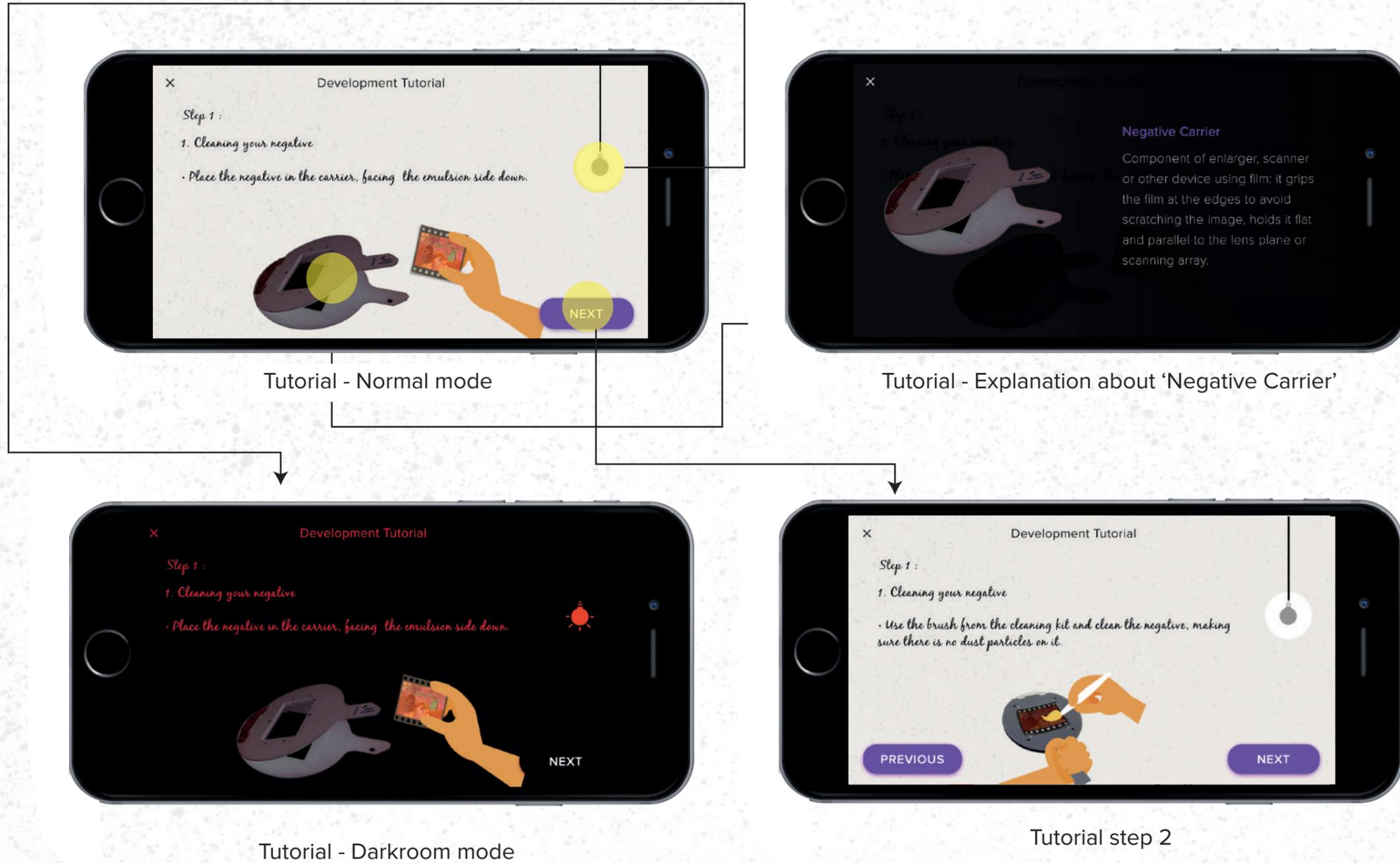
**YES, LET'S DO IT**

**NO, THANKS!**

**Tutorial pop up**  
Before entering the dark-room the user is asked if they'd like to tutorial before beginning the actual process.

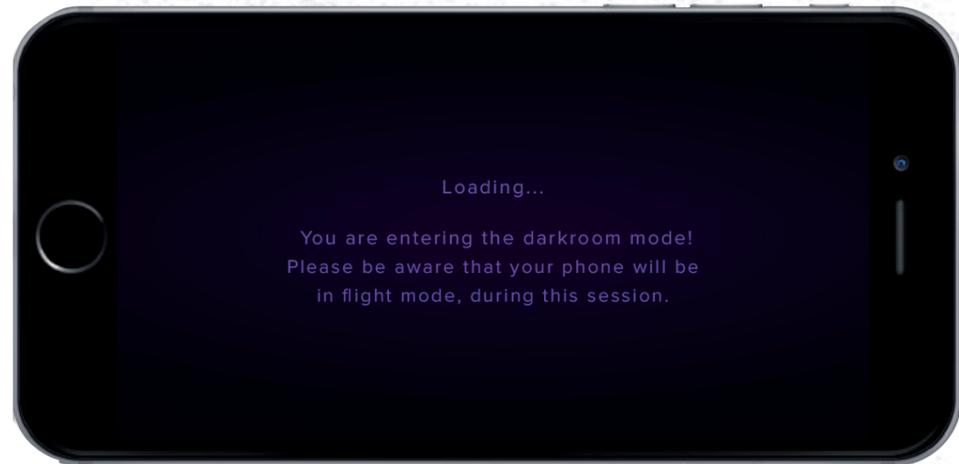
## Print tutorial flow

A tutorial where the images are animated and on click of an equipment a explanation about the equipment is given. The user can also choose to view the tutorial in a darkroom mode.



## Darkroom Tutorial

Before entering the darkroom mode the user is alerted about their phone status. To guide the user throughout the process, an audio guide with timer is designed.



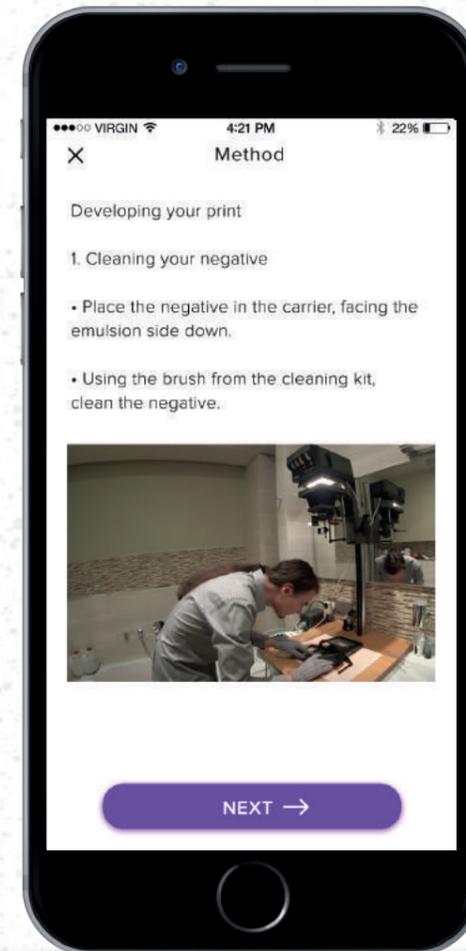
Loading Darkroom mode



Process mode

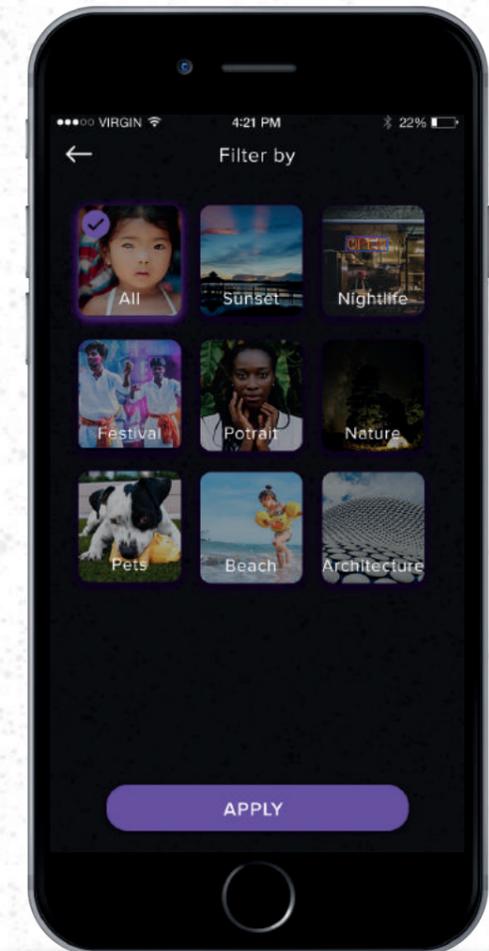
Screen designed to be used under safelight

## Other screens from Print Gallery flow



Read more pop up

On click of 'Read more' in the method section.



Filter

An option to choose a genre type

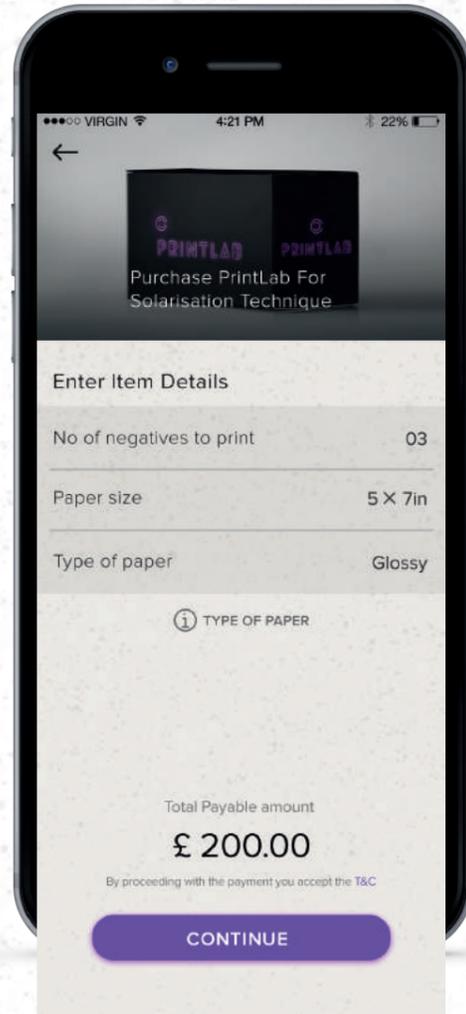
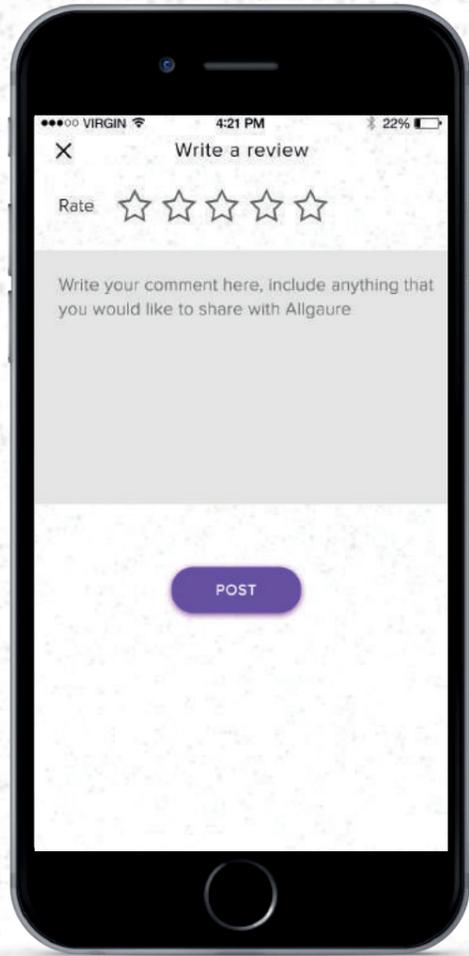
Other screens from Print Gallery flow

Purchase PrintLab from a process flow

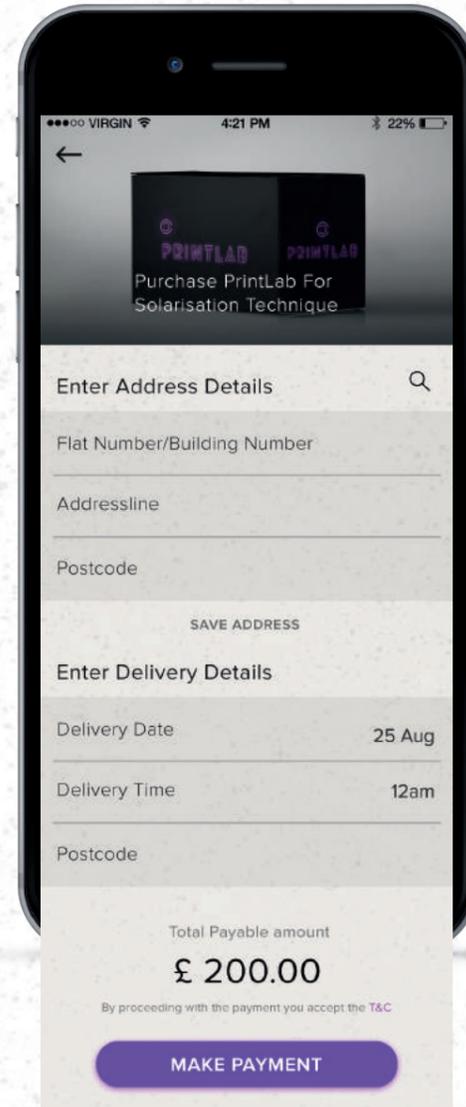


Write a review

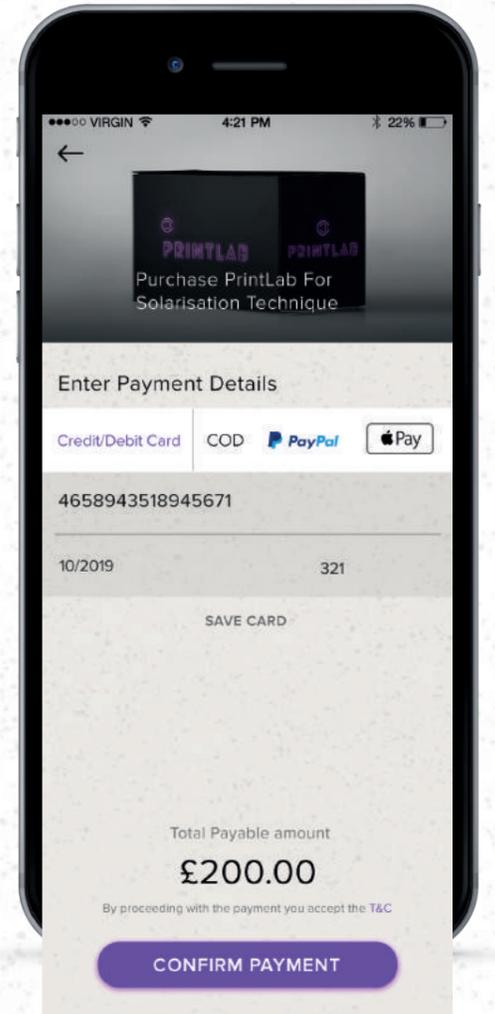
Once the process is over or a tutorial session, the user is asked if they'd like to review the artist



Enter item details



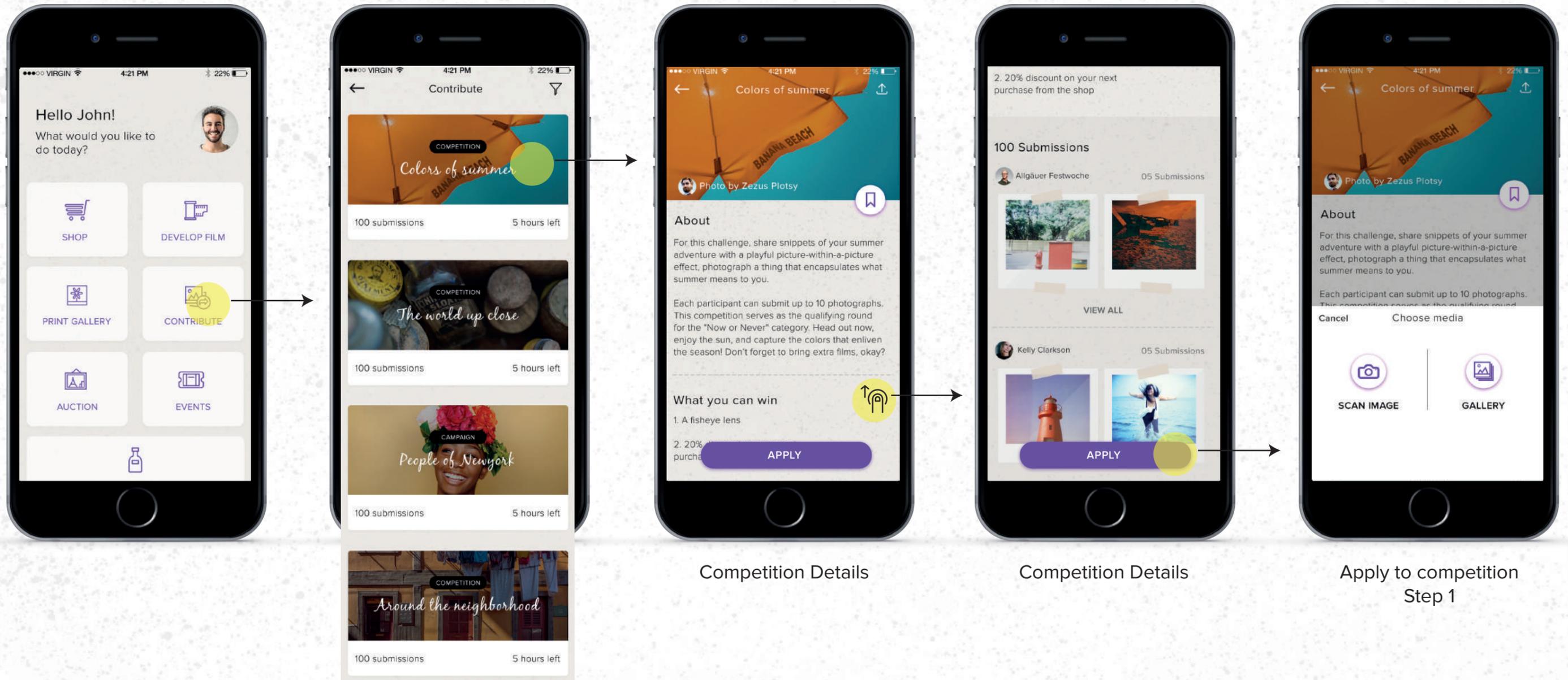
Enter deliver details



Enter payment details

## Contribute Flow

Users can contribute their work/prints/photos to ad campaigns/social causes or participate in competitions.



Contribute List

Competition Details

Competition Details

Apply to competition Step 1

### Contribute Flow

Users can contribute their work/prints/photos to ad campaigns/social causes or participate in competitions.



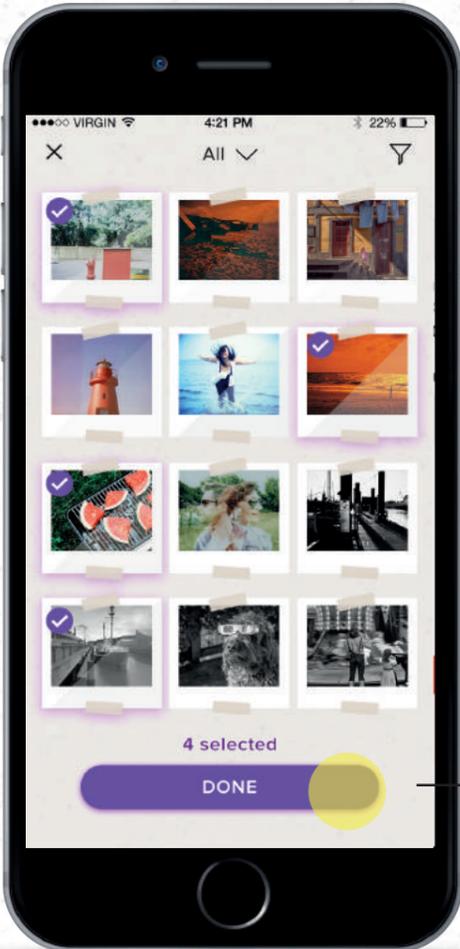
Scan image

The image must be scanned within the 'Yellow Guide'. Once scanned the image is auto adjusted by the application and uploaded onto the gallery

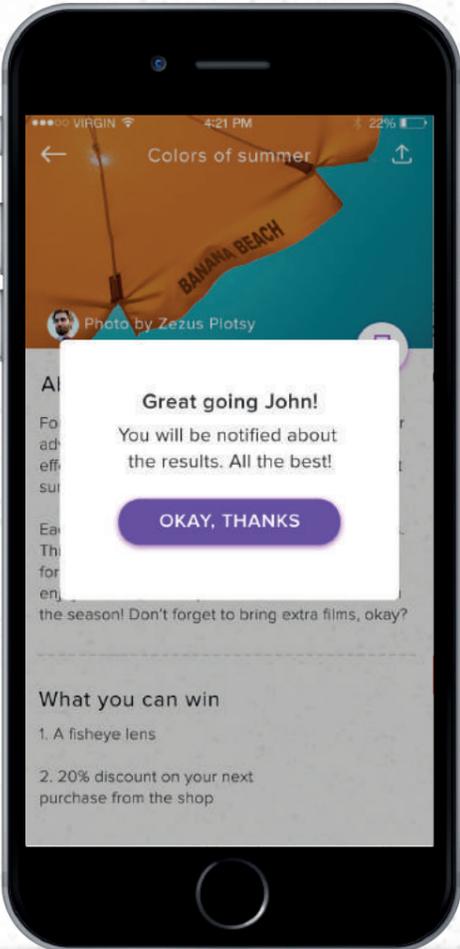


Gallery

A list of images uploaded in the application by the user



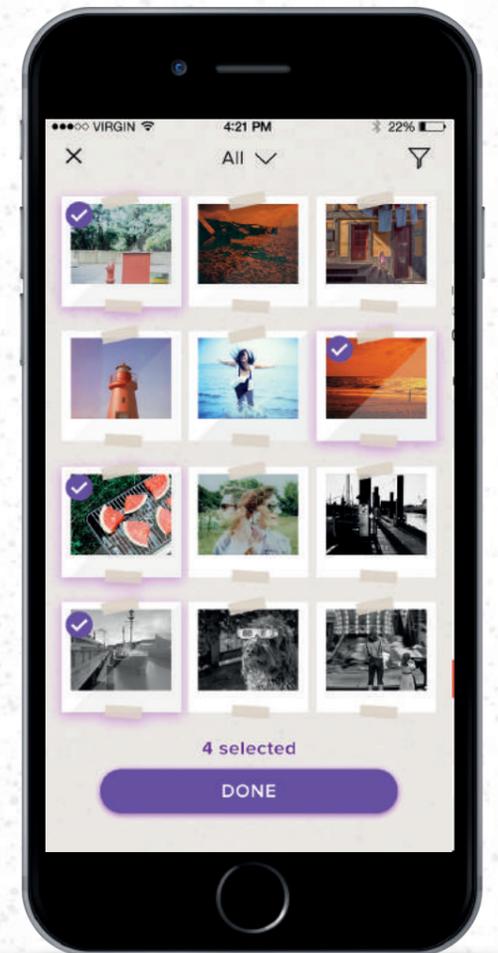
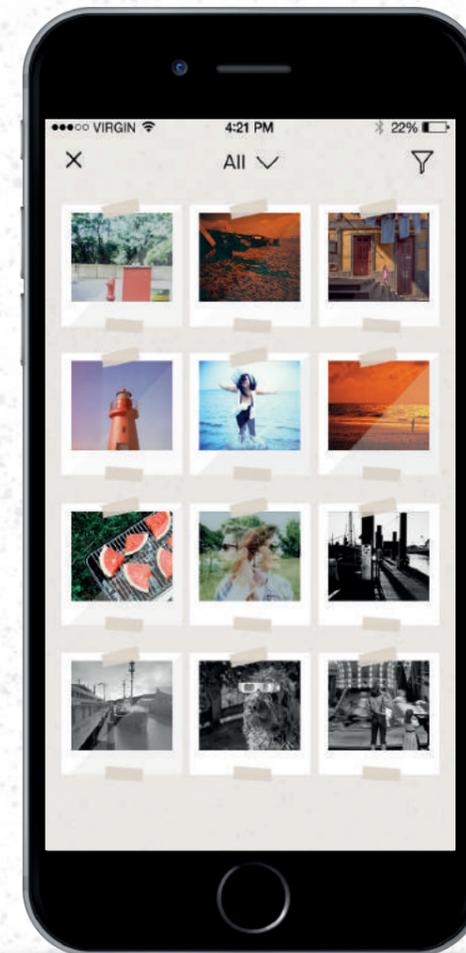
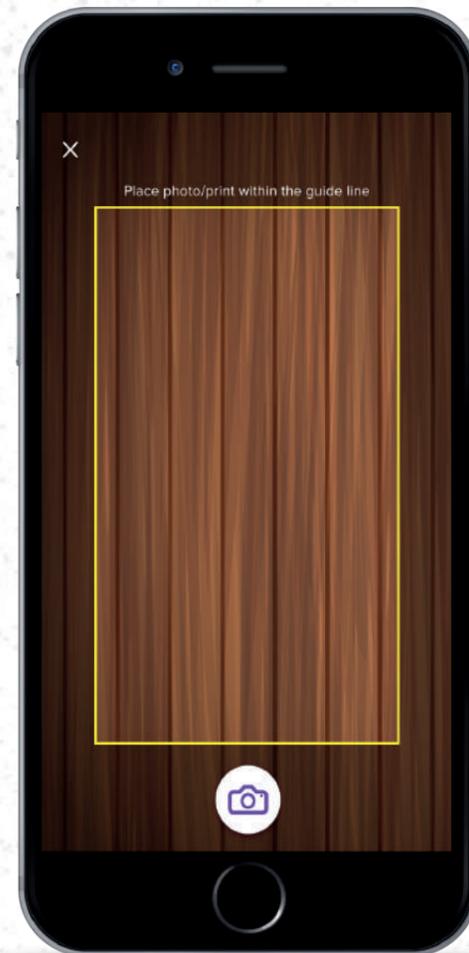
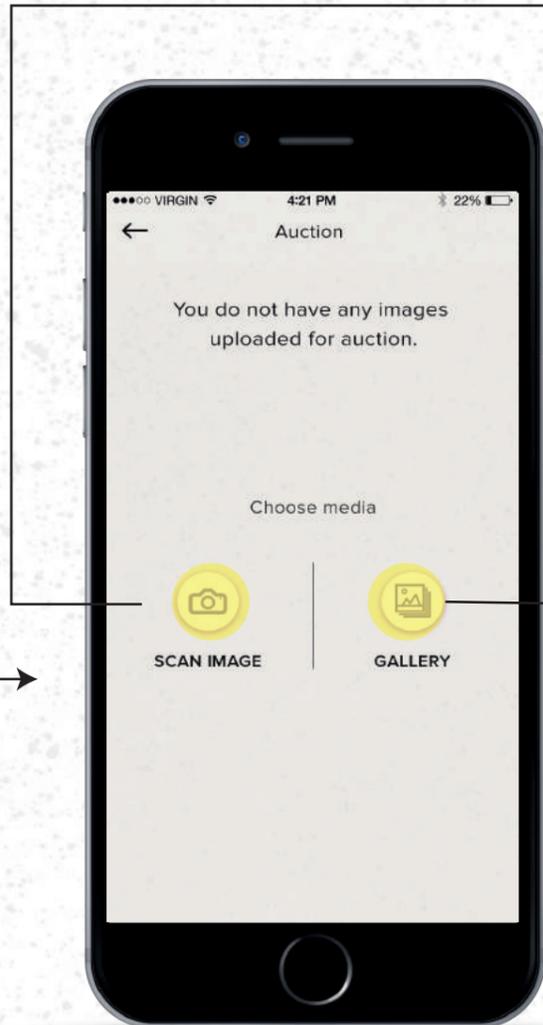
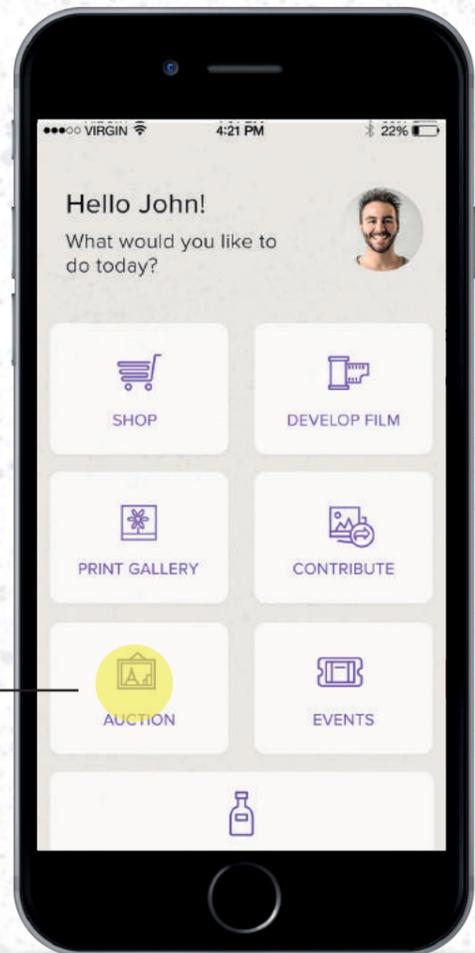
Selecting Images



Confirmation

## Auction Flow

A close bidding feature where users can upload their works for auction, before uploading their bank details are taken to receive the payment.



Auction  
1st time user

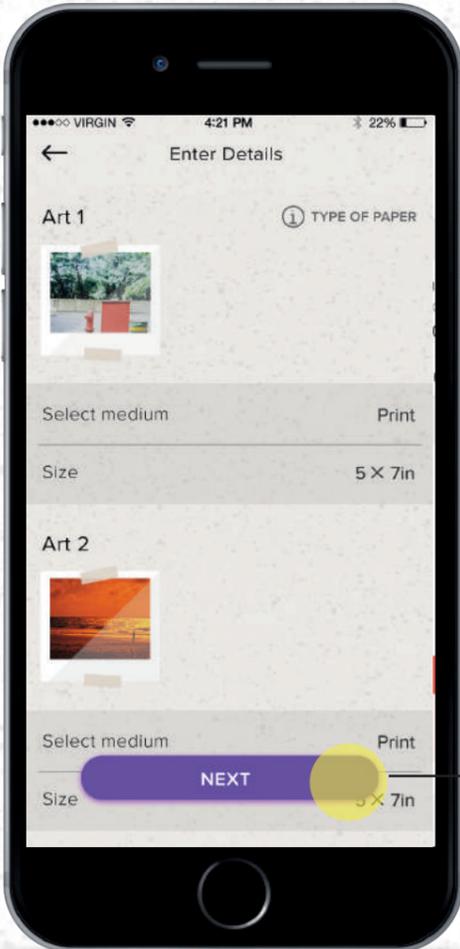
Scan image  
The image must be scanned within the 'Yellow Guide'. Once scanned the image is auto adjusted by the application and uploaded onto the gallery

Gallery  
A list of images uploaded in the application by the user

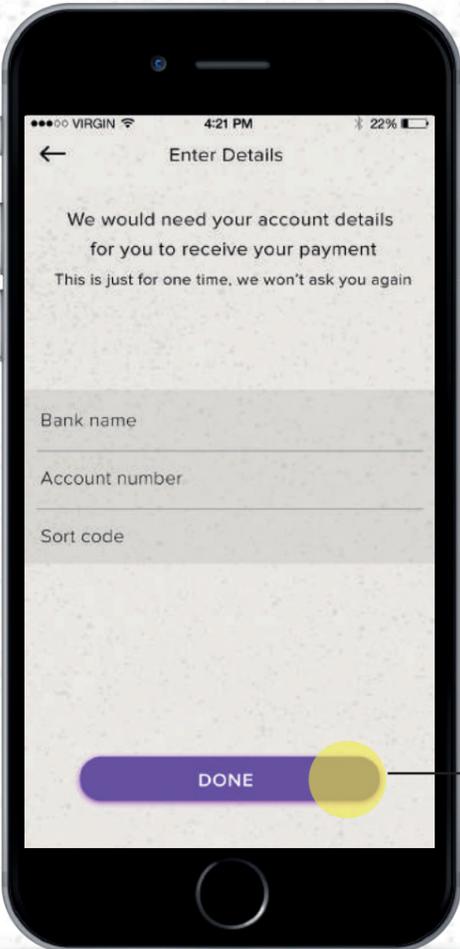
Selecting Images

# Auction Flow

A close bidding feature where users can upload their works for auction, before uploading their bank details are taken to receive the payment.



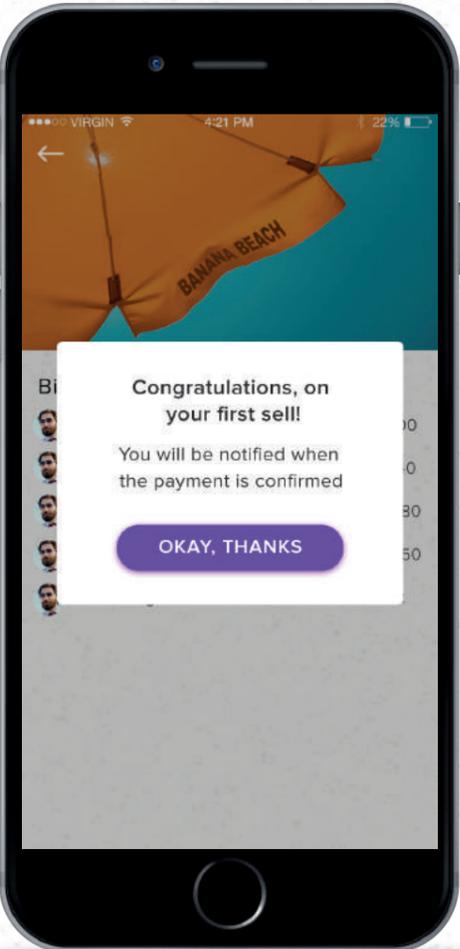
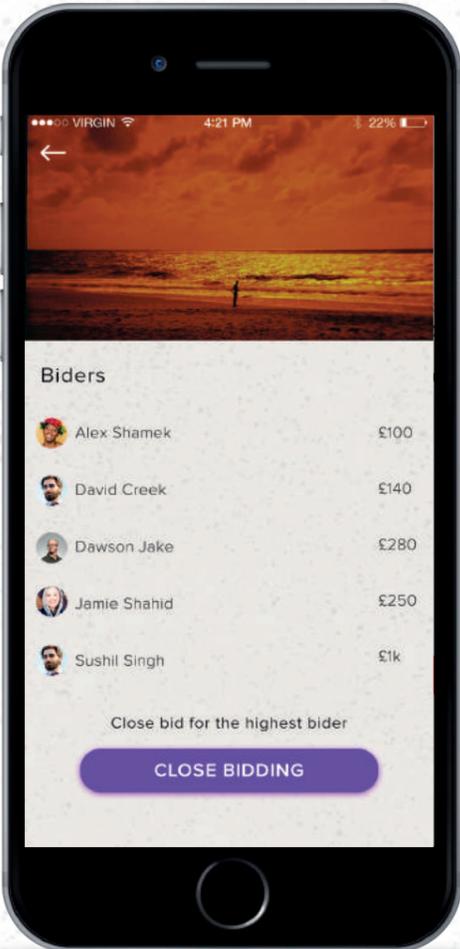
Enter details Step 1



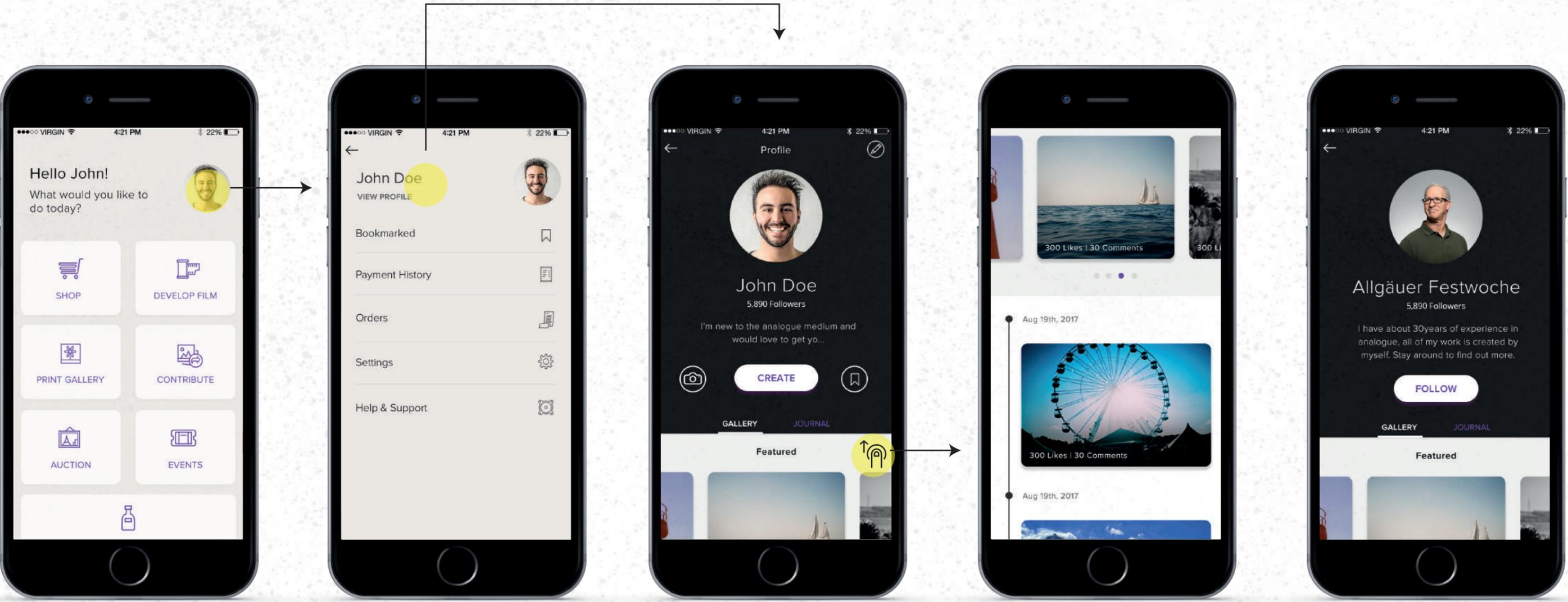
Enter details Step 2



Uploaded for Auction (Auction screen for 2nd time user)



Other screens



Home screen

Navigation

Profile

Artist profile