

REGINA, SOPHIA, ISABELLE, ANNA

A1 Assignment

Design Discovery & Needfinding

OCT 3, 2024

PROJECT MAGIC

Team



REGINA

Computer Science



ANNA

Computer Science



ISABELLE

Symbolic Systems / Co-Term Computer Science



SOPHIA

Computational Creativity

How do people **capture and share** media after big, important events?

#1

We use Partiful often and love the experience of receiving and setting up an invite, *but there isn't an equivalent exit experience.*

#2

We're interested in how physical memories and inspiration (e.g., a piece of art or a photo from a friend's party) can be shared and categorized digitally.

#3

Excited about products that foster social connection and joy.



Looking for participants...

- #1** Outside the Stanford bubble
- #2** Range of hosting/ event going experiences
- #3** Diversity of age

Our participants



Mary

Stanford student, early 20s.
Attends ~6 large events and parties/ month.



Clara

Santa Clara student, early 20s.
Designated “photo friend” at events.



Julia

Musician and owner of an events business, mid-30s. Extreme user.

NEEDFINDING METHODOLOGY

OCT 3, 2024

PROJECT MAGIC



NOTETAKERS

Interview with Jackie

📅 Mon, Sep 30, 2024 . 4:30 PM ⌚ 1:03:23 🏠 Owner: Sophia Latessa

SUMMARY KEYWORDS

event, music, people, good, videos, playlist, awesome, photos, work, share, pandemic, sticker, instagram, put, great, moment, interview, pins, singing, virtual



0:00

You for live? Do you are?



0:02

Do you ever lose your pin when it is attached to the top of your



Speaker 1 0:06

Yeah, that's why I need to get a case like that actually has it. But the problem is that Apple doesn't make one.



Speaker 2 0:12

But yeah, I have to get a new case too. So I've been looking at those, but unsure if I want

Speaker 1 0:16

I recommend that I used to previously have one with the holder. Way better. Okay, yeah, good to know. Yeah.



INTERVIEWERS

Broadly, we were curious about...

- Current methods for sharing/ collecting media
- Social dynamics around this behavior
- If someone engages in this behavior, why?

BUILDING RAPPORT

2-3 questions

1. Introductions (name, profession, what brings them to the Bay)
2. When was the last time you hosted an event? Do you host a lot?
3. Have you recently been to or hosted a birthday party or wedding?

EVOKE STORIES

3-6 questions

1. Tell me about the last outing you went to with friends (concert, brunch, etc.)
2. What are the things you remember most about [X event]?
3. Do you do anything after an event to commemorate it?

DIGGING DEEPER

3-6 questions

1. How do you typically share photos/memories from an event?
 - a. What works well?
 - b. Are there any challenges?
2. How often do you come back to these artifacts?

OCT 3, 2024

Interview Results

PROJECT MAGIC

“So **quarter dumps** are when when you post on Instagram at the end of a quarter...a recap of the best moments of the quarter...A lot of those remembered photos are at parties or late nights in people's rooms, get togethers and things like that...I think those quarter dumps are really sweet...a **really fun way to recap a quarter**...a meaningful photo album you can hold on to through your Instagram.



“Mary”, Stanford student 20s

“In general, **a photo** from a memorable moment that you have with a friend **is a great present to give**. My mom's always taught me that from when I was younger, so I just always do that...I would say my categorization of photos makes [the process of finding old memories] easier.”

“Clara”, Santa Clara University student 20s



“So learning how to be **really meaningful** to the people we're working with has been vital for them to then think of us when they want to bring in music again.”

“Julia,” musician and business owner



MAIN QUESTION

OCT 3, 2024

PROJECT MAGIC

Interview Analysis

ANALYSIS

Mary, Musician and Business Owner

DO

OCT 3, 2024

PROJECT MAGIC

In her industry, people are often repeat clients, so it's important that you leave an impression and send thank you notes after an event

sophia

SAY

She wants to create a special moment

sophia

Thank yous are short and sweet

Isabelle

It's important to capture the event - videos are the main way to do this

Isabelle

"Compilation"

Isabelle

For some reason, people love photos of flowers. Flowers are beautiful.

Isabelle

Believed she was a bias actor in the interview since she was an event music planner!

sophia

On her favorite event: what stood out to me is that I'd never been to an event like this before.

Isabelle

Provides pins to audience members as momentos

Isabelle

Documents many different parts of the event, specifically flowers, musicians, the couple at a wedding.

Isabelle

Uses IG reels to promote her business. Also has a dropbox with extra clips.

Isabelle

Uses dropbox for image storage.

Isabelle

Hires professional photographers, but also takes photos/videos herself.

Isabelle

Sends personalized thank yous to people she worked with at the event (including the people who hired her).

Isabelle

When she ran virtual events, would give out Spotify playlists as a fun gift/ to the winner of a virtual event. Popularity of playlists has continued.

Isabelle

Uses an iPad to display lyrics at events

sophia

Moved to the East Coast to study music and learn from her idols

sophia

Runs an events business with her cofounder

Isabelle

Uses Canva to create presentations for creating slideshows and other visual aids for events.

sophia

Sends out information to the planner either via text or via email, depending on how close the relationship is.

sophia

"We were thinking about innovative ways of putting out the word [about our business]"

Isabelle

ANALYSIS

Mary, Musician and Business Owner

FEEL

THINK

How can I make myself/ my business/ my event memorable?

Isabelle

Music/ events business is a relationship driven business → cultivating relationships matters!

Isabelle

The people who hire her (event coordinator, couple, etc) business don't really care about the behind the scenes work - the final product is what matters.

Isabelle

How can I connect to my clients?

sophia

Do I become a musician full time or songwriter?

sophia

I don't love the event space, but I need to make money for a living

sophia

Capturing a holistic sense of the event is important and will help promote my business.

Isabelle

My love for music drives my work.

Isabelle

Music is an important craft and I want to represent it well.

Isabelle

I know for a lot of our public facing events, we always make sure that we're capturing videos of input on Instagram to share with the world, so they know we are working

sophia

Tension between running the business and having a personal creative practice

Isabelle

Loves Google Driver - power user!

Isabelle

In person > virtual

Isabelle

The events business pays the bills, but maybe she should spend more time song writing.

Isabelle

Loves Instagram Reels, and how easy the platform has made it to post content.

sophia

Passionate about Zoom gatherings and curating Spotify playlists

sophia

Enjoys unique experiences and momentos.

Isabelle

Wants her business to be successful.

Isabelle

Wants customers to keep coming back for their events

sophia

Wants to songwrite and become a known singer

sophia

OCT 3, 2024

PROJECT MAGIC

Surprises

#1

Both professional and casual event hosts look for unique ways to compile their memories, going beyond standard digital artifacts like photo albums.

" So we started making pins...it's been a really fun way to have people take away our interaction and meeting from that moment."

"Julia," musician and business owner



Surprises

#2

The events business is relationship driven and mementos from the event help business owners stand out.

#3

A common way students organize their photo albums is static albums (for a single, concrete event) vs. continuous albums (favorites, cat photos, important documents).

CONTRADICTIONS

#1

Although Google Drive and shared albums can be **glitchy**, students will **still** use them.

#2

Shared Albums on Apple are great, but my friends who have Andriod can't use them.

TENSIONS

#1

Even the self proclaimed “non-photo friend,” thinks putting all photographs together from an event is important.

#2

Students want photo sharing to be as **seamless and easy** as possible, but will **invest time and energy** in creating physical and digital artifacts.

Insight

Social events typically have a dedicated “photo friend” responsible for creating and sharing photography/videos after an event. However, there are multiple individuals that capture great content during an event.

Need

Professional photographers & amateur photographers need a way to collaborate together on media post-event.

Insight #2

Event goers are frustrated by logistical hurdles in photo sharing, but are willing to put additional time in creating special mementos from an event.

Need

Event goers need creative ways to remember favorite events that go beyond photo albums.

Insight

The events industry is relationship based. Being great at your art is not enough to capture repeat customers.

Need

Event business owners need inexpensive, memorable ways to stand out and cultivate good relationships.

Key Learnings

#1

Event professionals and event attendees have different needs when it comes to media sharing.

#2

Both event professionals and event attendees are interested in creating or gifting special, event-specific mementos.

#3

Event attendees organize digital media in many different ways, but a common theme is that curation is important.

Next Steps

#1

Narrowing in on media sharing or media curation/memento creation as a focus area for future interviews.

#2

Interviewing more extreme users (e.g., event professionals).

#3

Generating HMWs and POV statements.

Thank you.

Appendix

OCT 4, 2024

PROJECT NAME

ANALYSIS

SAY

Mary, Stanford Student

DO

Couldn't remember if she had made an album for her 21st birthday
Isabelle

Guys don't care about shared albums/ photographs
Isabelle

The most important memory from event is photos`
sophia

She doesn't often host events where people might take photos, but did recently: her 21st Bday
Anna Van Buren

Face detecting apps aren't always accurate
Regina Sevilla

She is not usually the designated photo album person because she usually forgets
Regina Sevilla

AI-facial recognition in photos is helpful for curating a psot for Instagram for someone's birthday or slideshow photo dump
sophia

Instagram dumps contain the 10 best memories of the quarter: most being parties or late nights in her friends' rooms.
Anna Van Buren

Pictures of he cat, her family, and important documentation are photos she puts in albums because she will reference them most often
Anna Van Buren

"I always look back at my pictures eventually"
Regina Sevilla

Posts quarter dumps on instagram.
Isabelle

uses google drive links to share photos from an event she hosted
Regina Sevilla

Uses Shared Photo Albums feature on Apple in order to send out photos, but if there are disposables invovled, uses Google Drive
sophia

Albums for specific themes like dance, favorites, and family, but not usually for individual events.
sophia

More often takes fun, silly photos than posed, purposeful photos.
Anna Van Buren

Looks back on photos most often weeks after an event, specifically when trying to curate them for a social media post.
Anna Van Buren

Will search through photos every time it is someone's birthday to post something
Anna Van Buren

Puts everything she might possibly post on social media in her favorites album.
Anna Van Buren

Creates photo albums normally only if she will be consistently adding photos to them.
Anna Van Buren

Saves specific pictures of herself and friends from a Google Drive link to her own photo album
Regina Sevilla

OOT 4, 2024

PROJECT NAME

ANALYSIS

THINK

FEEL

photos seem to be cherished most by the host

Regina Sevilla

Even though she loves music, photos are the best way to remember a big event.

Isabelle

The person with the best camera is almost automatically designated to be the photographer for an event.

Anna Van Buren

Enjoys looking back on memories + times with friends.

Isabelle

enjoys categorizing loved ones/things in her life that are ongoing

Regina Sevilla

Doesn't want to be in charge of organizing media for others (not the designated photo album person).

Isabelle

Someone at the party will create a piece of shared media (e.g., photo album), so it doesn't have to be me.

Isabelle

The photo album is most likely to be distributed by the person who hosts the event, rather than attendees.

Anna Van Buren

People who care a lot about their social media presence may more often designate themselves as the photographer, take care to take photos

Anna Van Buren

Photo dumps are a fun way to recap the quarter; They are cute and have more character than just posting 'aesthetic' photos on social media

Anna Van Buren

Google Photos has many annoying features, especially when used on a phone

Anna Van Buren

Photos without her in it are not relevant to her or worth saving/looking at

Anna Van Buren

Being able to only save specific pictures from google photos album is helpful: Eliminates clutter and photos without her in it

Anna Van Buren

Photos are most often the only memento or way to remember an event after the fact.

Anna Van Buren

Photo dumps are a fun way to recap the quarter; They are cute and have more character than just posting 'aesthetic' photos on social media

Anna Van Buren

Having photos with other people in them (not including her) automatically save to her camera roll is annoying, especially because it takes up storage

Anna Van Buren

For big events, being the person who has to distribute photos is a lot of work.

Anna Van Buren

When it's her birthday, she shouldn't have the annoying responsibility of distributing photos.

Anna Van Buren

would like a way to commemorate the music and dancing she enjoyed from an event

Regina Sevilla

Maybe the problem of sorting photos will be important down the line (when she's older), but not now.

Isabelle

person who hosts enjoys the act of sharing memories from an event

OOT 4, 2024

PROJECT NAME

ANALYSIS

SAY

Clara, Santa Clara Student

DO

she wants to be better at taking photos; difficult to take pictures of herself

Regina Sevilla

remembers memories from events more when they are posted to other platforms (Snap, Instagram)

Regina Sevilla

most memorable things from an event: funny moments, food, the company

Regina Sevilla

"I like to be the one to take photos on my phone so I don't have to do the stupid shared album thing"

Regina Sevilla

"I am the photographer friend"

Regina Sevilla

"Photos you don't care about are easy to transmit"

Regina Sevilla

"I like to make photo collages"

Regina Sevilla

"Phone eats first" (referring to taking pictures of the meal before eating)

Regina Sevilla

"If a photo is good enough and goes with my feed I will post it"

Regina Sevilla

"When a photo is not good enough to post, I like them so I can have them in my favorites folder"

Regina Sevilla

Takes action to be the 'photographer' of an event to prevent annoyance of gathering photos from other people.

Anna Van Buren

Has lengthy categorization process to sift through photos, and curate them to post on social media

Anna Van Buren

Takes good photos, will frame them to use as a gift. Sometimes will also create a photo collage.

Anna Van Buren

Ways she shares photos: takes on iPhone, group chats, shared albums

Regina Sevilla

Makes albums that are event specific, specifically to sort photos to post on social media

Anna Van Buren

Takes photos more often when her and her friends are "dolled up". (When they get ready specifically to take photos)

Anna Van Buren

Curates photos she might post on social media based on what she has previously posted. (Spaces out photos that are solo vs with friends)

Anna Van Buren

Posts funny moments or low quality pictures on snap chat. High quality photos are posted on instagram.

Anna Van Buren

Spends more time analyzing, sifting, and looking through photos if they are intended for a social media post.

Anna Van Buren

categorizes photos using the "Favorite" feature on Photo Albums; makes it easier to find old, specific memories

Regina Sevilla

ANALYSIS

THINK

Clara, Santa Clara Student

FEEL

shared memories through printed photos are a nice way of showing appreciation for friends or family

Regina Sevilla

online presence is important to her, she cares about the patterns/aesthetic of her Instagram feed

Regina Sevilla

pictures are the best way to remember moments from an event

Regina Sevilla

annoyance at the time it takes to upload photos to a shared album

Regina Sevilla

frustration at the quality of a picture being compromised if not taken on the original device that took the photo

Regina Sevilla

ease when sharing less than 15 photos (Airdrop is easiest, then Messages)

Regina Sevilla

has the potential to be a better photographer/take pictures more often

Regina Sevilla

The easiest way to avoid the annoyances of having to ask for photos from friends is to take the photos on her personal iphone.

Anna Van Buren

really appreciates printed photos (ex. Photo Booth strips)

Regina Sevilla

Frustration with the time it takes to upload photos to a shared album, especially when there are a lot of photos

Anna Van Buren

Sifting through photos is a lengthy process, requiring time, effort, and creating multiple photo albums.

Anna Van Buren

Quality of a photo is more important when the photo might be used in a social media post.

Anna Van Buren

saves friends some time in being the person who manages the photo sharing process

Regina Sevilla

She remembers memories more clearly if she takes a lot of photos, and especially if she posts them on social media

Anna Van Buren

wishes she had a professional camera for better quality photos

Regina Sevilla

Funny photos are equally important as more curated photos, but quality matters less.

Anna Van Buren

Capturing memories/moments is important to her: sentimental value and social media

Anna Van Buren

excited to take photos and go out with friends when "dolled up"

Regina Sevilla

Getting a good photos to post on social media positively reinforces the behavior of dressing up to take pictures with friends.

Curated photos for social media are worth more concentrated effort to share photos in high quality, worth more effort to sort and edit

Anna Van Buren