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Improving the User Experience of a Photo-Sharing Social Media Platform

A User Research Study of an Online Community

Master's thesis in Interaction Design & Technologies

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MASTER'S THESIS 2018:NN

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Abstract

YouPic.com is a photo-sharing social media platform and an online community for photographers. To keep users coming back to the platform, and to stand out from other similar photo-sharing websites, the company wanted to evaluate the user experience of their site to see what improvements could be made. The aim of this thesis is to identify any problems with the user experience of the platform, and find ideas for solutions to these problems. This was done by evaluating the usability through a heuristic evaluation, and conducting user research through a focus group, questionnaire, and looking at support errands. The final result consisted not only of a list of four named and described problem areas, but also a list of ideas for how these problems can be solved, as well as three identified strengths with the platform, and four identified areas of the user experience which could need further investigation.

Keywords: user research, user experience, usability evaluation, online community, social media, photography, interaction design.

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Contents

1	Introduction	2
1.1	Aim and research questions	2
1.2	Delimitations	3
2	Background	4
2.1	YouPic	4
2.1.1	Walkthrough of the YouPic platform	4
2.1.1.1	Uploading images	4
2.1.1.2	Home Feed	7
2.1.2	Explore	8
2.1.2.1	Academy	11
2.1.2.2	Stats	11
2.1.2.3	Favorites and the Detailed Feedback System	12
2.1.2.4	XP	12
2.1.2.5	Levels	13
2.1.2.6	Inspiration stars	14
2.1.2.7	Achievements	15
2.1.2.8	Premium Membership	15
2.1.3	Previous student work at YouPic	16
2.1.4	Main target group: Photographers	16
2.1.4.1	Amateurs	16
2.1.4.2	Professionals	16
2.2	Similar Products	17
2.2.1	Instagram	17
2.2.2	Flickr	17
2.2.3	500px	17
2.2.4	GuruShots	18
2.2.5	SmugMug	18
3	Theory	19
3.1	Wicked problems	19
3.2	The Interaction Design Process	19
3.3	Usability	20
3.4	User Experience	21
3.5	Designing Social Products	23
3.6	The Reader-to-Leader Framework	24

3.7	Gamification	25
3.7.1	Extrinsic vs intrinsic motivation	26
4	Methodology	27
4.1	Literature Research	27
4.2	Qualitative vs Quantitative Research	27
4.3	Surveys	28
4.3.1	Interviews	28
4.3.2	Questionnaires	29
4.3.3	Refining an interview into a questionnaire	29
4.3.4	User Experience Questionnaire	29
4.4	Focus groups	30
4.5	Brainstorming	31
4.5.1	How might we..?	31
4.5.2	Now, How, Wow!	31
4.6	Thematic analysis	32
4.7	Heuristic evaluation	33
4.8	Cognitive Walkthrough	35
4.9	KJ-Technique	36
4.10	Ethical Considerations	36
5	Planning	37
5.1	Phase 1: Background Research	37
5.2	Phase 2: Usability Evaluation	37
5.3	Phase 3: User Research	37
5.4	Phase 4: Ideation	38
6	Process	39
6.1	Initial focus of the thesis	39
6.2	Background research	39
6.3	Heuristic Evaluation	40
6.3.1	Nielsen and Mack's heuristics	40
6.3.2	Cooper et al.'s Principles for Designing Social Products	40
6.3.3	The Reader-to-Leader Framework	41
6.4	Focus group	41
6.4.1	Focus Group Themes	42
6.5	Questionnaire	44
6.5.1	Previous questionnaires	44
6.5.2	User Experience Questionnaire (UEQ)	44
6.5.3	UEQ Results	45
6.6	Support errands	47
6.7	Formulating the problems	48
6.8	Ideation	49
7	Results	51
7.1	Strengths	51
7.2	Problem areas	52

Contents

7.3	Ideation results	53
7.4	Need more investigation	55
8	Discussion	58
8.1	Process discussion	58
8.1.1	Heuristic evaluation	59
8.1.2	Focus group	59
8.1.3	Questionnaire	60
8.1.4	Support errands	61
8.1.5	Formulating the problems	62
8.1.6	Ideation	62
8.2	Results discussion	62
8.3	Generalizability	63
8.4	Future Work	63
9	Conclusion	64
	Bibliography	65
A	Stakeholder interview	I
B	Heuristic Evaluation Results	IV
B.1	Nielsen's heuristics	IV
B.2	Cooper's principles for designing social products	VII
B.3	The Reader-to-Leader Framework	IX
C	Focus group	X
D	UEQ Results	XIII
E	Support Errands	XVI
F	Ideation - all generated ideas	XXI

1

Introduction

There are many social media platforms out on the market today, all of which trying to offer different ways of connecting with other people. It is not uncommon for people to be active on several platforms, and some platforms are even seen as unusual to not be a member of. Developing a social media platform and attracting attention can therefore be difficult when the competition is hard, and getting the users to stay with the platform even harder. To keep users returning to a service, it is important to offer a good user experience, but what exactly does a good user experience consist of, and how can we identify any existing issues with it?

This thesis will describe a case study on how to evaluate and improve the user experience of a photo-sharing social media platform developed by YouPic.com, whose main target group are photographers of all kinds, aiming to get exposure and feedback on their photos. YouPic currently has over 1.5 million members, 7 full time employees and is located in Gothenburg, Sweden. The company started in 2012, incubated by Chalmers Ventures and financed by venture capital. As a young company, they are eager to grow and be able to showcase their product to more potential users, and to keep growing they want to make sure that they are providing the best possible user experience.

Improving the overall user experience is not necessarily a straight-forward task, especially when the problems are unknown. Before the start of this thesis, the company had various ideas and suspicions on what needed to be improved, but none of these ideas had been investigated. This thesis describes the process of conducting user research on an already established product, and how that research can be analyzed and used to identify problem areas in need of improvement.

1.1 Aim and research questions

The aim of this thesis is to identify any current usability or user experience problems with the YouPic platform, and find ideas for solutions to these problems. The thesis will address the following research question:

- What are the problems and design recommendations for enhancing the user experience of the photo sharing social media platform YouPic for current users?

The expected outcome of the thesis a list of named problem areas and suggestions for improvement of the user experience design.

1.2 Delimitations

The main target group of the project is active users on YouPic, meaning it will not focus on the onboarding process and how to attract new users, but rather how to keep engaging users who already have experience with the site.

The outcome of this project will not be a complete product design or any digital prototype, but rather a list of identified problem areas and improvement suggestions that can be used to guide YouPic in their further development of the site.

2

Background

This chapter will present any relevant background knowledge needed for this thesis. Starting with a walkthrough of the entire platform continuing with briefly describing a few similar products, as well as discussing previous student work done on the YouPic platform, and a description of the main target group.

2.1 YouPic

YouPic is a photo-sharing platform which lets users upload pictures and share them with other users, while also providing the features of a social media, making it possible for users to interact and connect with each other. Each user has a personal account which is created upon joining the site. There are some gamification elements on the site, which were originally created during a student project, but has since then been modified slightly, more about the previous student work can be seen under Section 2.1.3. To get an overview of what YouPic is and what features it provides, a walkthrough of the platform will be presented below.

2.1.1 Walkthrough of the YouPic platform

Below follows a description of how the YouPic platform looks and works in its current state. Even though the platform is aimed at all types of photographers one thing to note is that you do not necessarily need to have a camera to be a user on YouPic, you can still be active as an observer of other user's contributions.

2.1.1.1 Uploading images

The users can upload images to the site using the upload function in the top menu available on the entire platform (see figure 2.1). Also, in the top menu are the four main pages:

- Home feed
- Explore
- Academy
- Stats



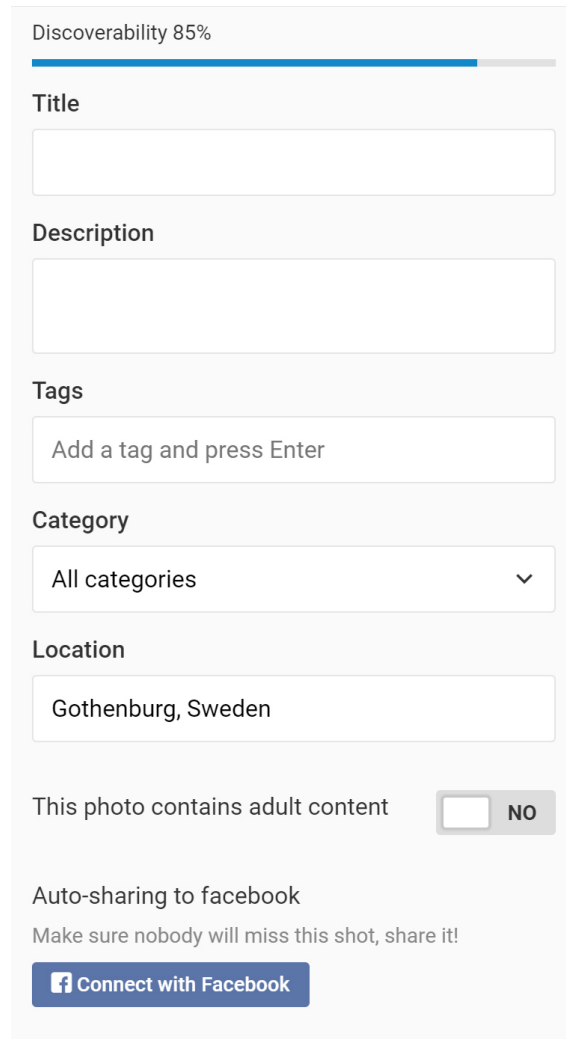
Figure 2.1: The top menu of the YouPic platform

When the user has selected which image to upload the user gets presented with a dialog where it is possible, but not required, to enter some information about the image being uploaded.

Title	The title of the image
Description	A description of the image. It differs quite a lot what the users decide to write here, some explains what is in the picture, some how the process of taking the picture was.
Tags	The user can <i>tag</i> the image with keywords used when searching images on the site.
Category	The users get to label the image with one of the pre-defined categories, which are used to filter images in the <i>Explore</i> page.
Location	Where the image is taken, if the image file has this stored in the meta-data this is entered automatically.
Adult content	The user can mark an image as adult content. When using the site, users can decide not to show these images.
Auto-sharing to Facebook	A user can connect their account with their Facebook account and have the image be posted there as well.

At the top of the dialog (see figure 2.2) there is a progress bar indicating the *Discoverability* of the image. Entering information about the picture in the dialog increases this value. It is an indication of how easy other users can find the image when it is uploaded.

2. Background



Discoverability 85%

Title

Description

Tags

Category

Location

This photo contains adult content NO

Auto-sharing to facebook
Make sure nobody will miss this shot, share it!

[Connect with Facebook](#)

Figure 2.2: Information the user gets to provide upon uploading an image

The upload function also reads the meta-data of the image file and tries to find what is called *exif-data*. Which is data found in image files containing information about the image, such as the location it was taken at, when and with what camera, and camera settings (see figure 2.3). If the file does not contain the desired information the user can enter the data manually.

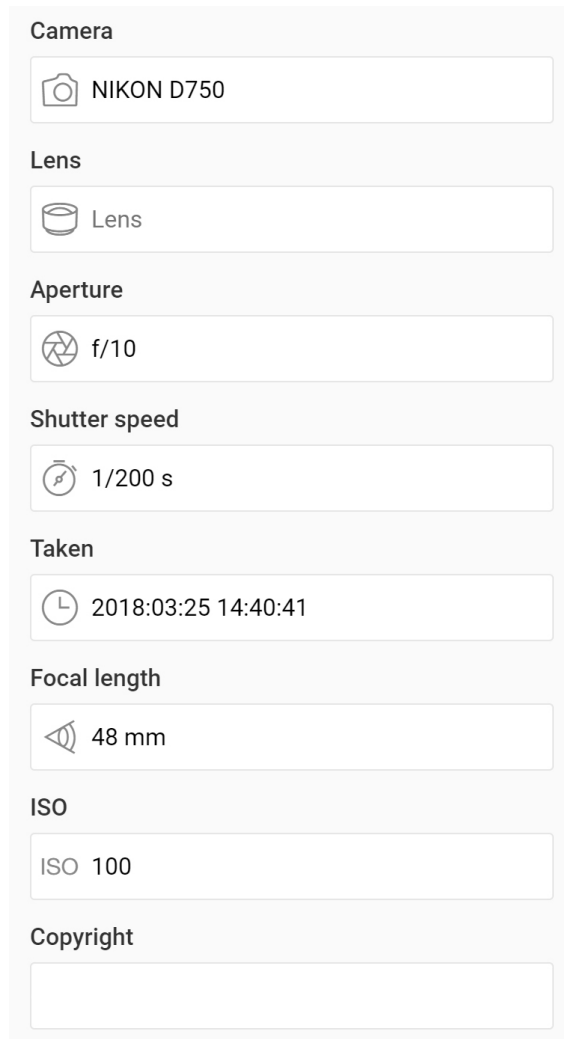


Figure 2.3: The upload function reads the exif data of the image

2.1.1.2 Home Feed

The *home feed* is the home page of the YouPic platform and it is what the users gets presented with upon logging in to the site. The *home feed* is one of the top menu pages and is a vertical scrolling list consisting of images uploaded in chronological order by other photographers the users has decided to follow. The images get presented along with information about who took the picture, how many *favorites* and *repics* the image as gotten as well as the ability to *favorite* and *repic* the image (the *favorite* and the *Repic* feature is explained in section 2.1.2.4). If the user hovers over the *favorite* button another function is revealed called the *detailed feedback system* which is explained in section 2.1.2.3.

Along with every image there is also a comment section where it is possible to enter comments on the image in free text. The latest five comments are displayed in the feed

and the rest can be viewed if the user manually expands the list of comments. When a user decides to follow another user, all images uploaded by that photographer from that point will be displayed in the user's *home feed*. The photographer being followed will get a notification when this happens about who the follower is.

2.1.2 Explore

The *Explore* page is one of the top menu pages and where the user can browse images on the site. The page allows for many ways to interact and is divided in to three parts.

The Grid

The main part is the grid where the images are displayed, the image components are presented just like they are in the *home feed* (see section 2.1.1.2) with buttons for "favoriting" and "repicing" etc. with the difference that they are not displayed in a linear list but in a grid instead. The grid is 2 or up to 4 images wide depending on the orientation of the pictures displayed and infinitely long (infinitely in the sense that it shows all pictures which fits the current browsing filter, with no filter applied it will continue to load all pictures uploaded to the site). When clicking an image, it gets opened in a full screen mode where it is possible to see all the information the user entered when uploading the image, along with the comment section.

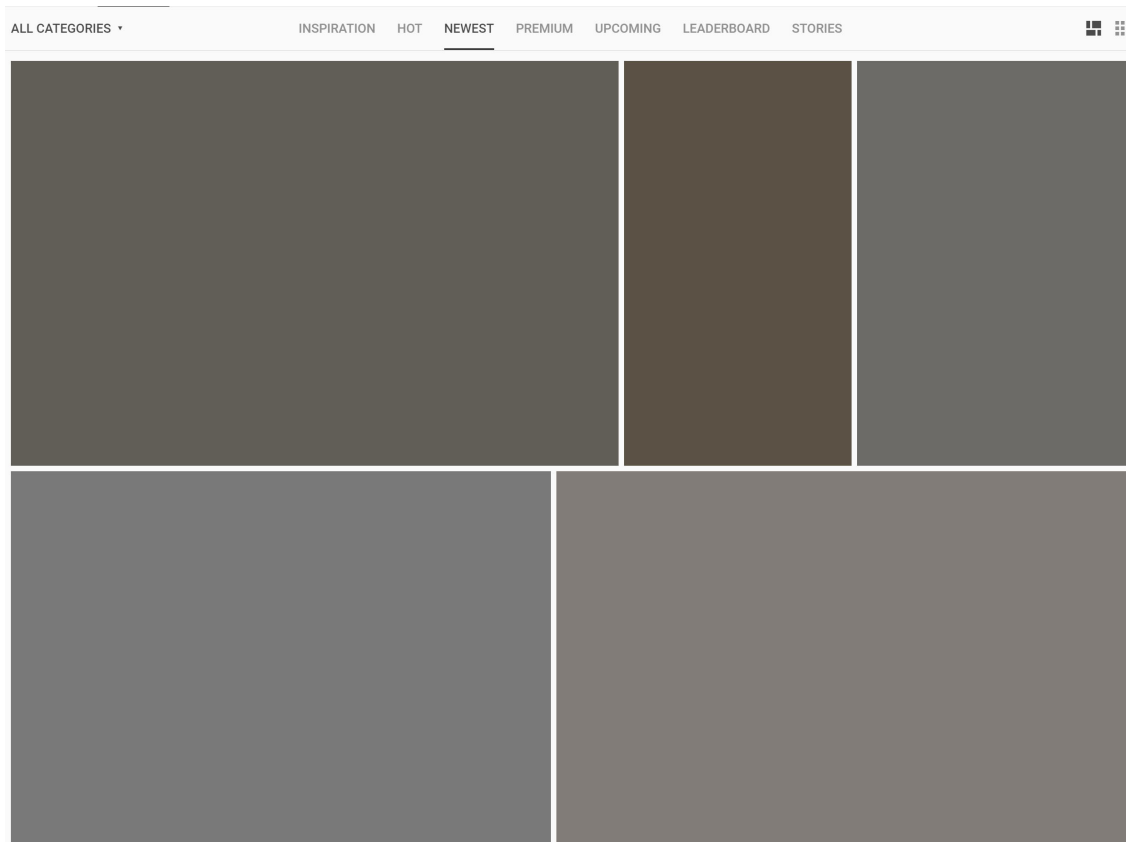


Figure 2.4: The explore page on the YouPic platform, the solid coloured blocks represent the images

2. Background

The category selection

At the top left in the figure 2.4 there is a drop down for selecting to browse in a specific category. These are the categories the users select from when uploading a picture mentioned in section 2.1.1.1. When selecting a category all the images in the grid will be images which belongs to that category.



Figure 2.5: The categories an image can belong to on the YouPic platform

The different feeds

At the top of the page (see figure 2.4) the user can choose to browse in one of the different feeds of the *explore* page (see figure 2.6). The default feed is the *Inspiration feed*.

2. Background

Inspiration	The inspiration feed contains all the images on the platform which has received an <i>inspiration star</i> (inspiration stars are explained in section 2.1.2.6)
Hot	The hot feed is a collection of newly uploaded images which has received a high number of <i>favorites</i> (explained in section 2.1.2.3) in a short amount of time. This is controlled by an algorithm
Newest	Straight up all images uploaded in a chronological order, the newest uploaded image is showed at the top.
Premium	The premium feed is like the <i>Inspiration feed</i> but only containing images uploaded by users who pay for the premium features (explained in section 2.1.2.8)
Upcoming	This feed does not contain images but photographers instead. Specifically, photographer who are new and have received a high number of favorites in a short amount of time.
Leaderboard	The leaderboard is also a list of photographers but ordered in how many <i>Inspiration stars</i> (Explained in section 2.1.2.6) the photographers has gotten in the current week, the current month or all time. Where the photographer who has received the most is displayed at the top.
Stories	The Stories feed contains something called <i>Stories</i> which are selected by the curation team. A <i>Story</i> is something all users over level 10 or by being premium member can access. It is a more fleshed out image upload, like a blog post possibly containing multiple images and a bit longer text then the description text a normal upload allows.

INSPIRATION HOT NEWEST PREMIUM UPCOMING LEADERBOARD STORIES

Figure 2.6: The different feeds a user can choose to browse in on the YouPic platform

The ability to filter images with the *category* selection is possible in all of the different feeds which displays images. It is also possible to search images using a search function where the user enters one or multiple words of which to search on. This can be the image title, keywords or a photographer's name.

2.1.2.1 Academy

The *Academy* page is one of the top-level pages and has the aim to help users to learn and improve in the craft of photography. It is divided into three parts, Courses, Workshops and Videos.

- *Courses*

The site currently has 18 different courses relevant to different subjects related to photography. Subjects like composition, portrait and mobile photography. To access all courses, the user must be a *premium member*. The course consists of informational text and a quiz where the user gets to practice the information taught in the course. The user receives some amount of *Experience Points* (explained in section 2.1.2.4) upon completing the course.

- *Workshops*

Workshops are generally real-world photography trips in which the user can decide to take part in. The trips are organized by users and not by YouPic. The workshops usually have a limited number of spots available and an entry fee the user has to pay to join. YouPic states "Nothing beats learning directly from the source - take your images to new heights and learn from the best, at YouPic you can learn from a photographer you admire."

- *Videos*

The video section is a collection of behind the scenes documentary style video along with some interviews with well known photographers. All videos are provided by YouPic and the users can not provide content here.

2.1.2.2 Stats

The *Stats* page is one of the top-level pages on the platform and it is where the users' can view a summary and statistics of their profile. The users can for instance see how many views in total the users images have gotten. Along with *favorites* 2.1.2.3, *repics* 2.1.2.4, *inspiration stars* 2.1.2.6 and *cover*. A cover means having an image being selected to be the cover image on the star page of the entire site. This is switched about once a day.

👁 Views	4885
❤ Favorites	303
↻ Received Repics	96
★ Inspirations	0
🖼 Covers	0

Figure 2.7: An example of the statistic available on the *Stats* page on the YouPic platform

The user can also see a summary of all the achievements the user has gotten on the site as well as a summary of the *Detailed Feedback System* which is explained below 2.1.2.3.

2.1.2.3 Favorites and the Detailed Feedback System

One of the central parts of the gamification system is the *Favorites* feature. *Favoriting* someone's photo is an action used to show admiration to someone's photo. It can be compared to the "like"-feature on Facebook or Instagram. *Favoriting* is done by clicking the *favoriting*-icon next to a photo. Each user is only able to favorite a specific photo once. Each photo has a counter for how many favorites it has received. A big part of YouPic's gameplay and interaction in general is collecting as many favorites as possible.

One unique feature on YouPic, and which was also developed during the bachelor thesis work mentioned earlier, is the Detailed Feedback System (DFS). The *DFS* is an extension of the regular favorite which gives the user an opportunity to express what aspect of the photo they like. Marking a photo in the *DFS* is the same as telling someone that the photo exceeds in that category; however, it does not allow for any further constructive feedback in the form of motivating why the photo exceeds in that category.

2.1.2.4 XP

The gamification is based around acquiring experience points called *XP* which can be gathered in several different ways:

- *Upload a photo: 10 XP*
Publicly sharing a photo with the community.
- *Favorite a photo: 1 XP*
Marking somebody else's photo as *favorite* i, e., expressing appreciation to somebody.

- *Receive a Favorite: 4 XP*
A photo uploaded on the site being *favorited* by somebody else.
- *Repic a photo: 2 XP*
Reposting somebody else's photo. The photo will show up in the feed of the photographers following the one *Repicing* the photo, just as it would if it was uploaded by the photographer, with the difference that it is marked with a *Repic* label (it is made clear who the photographer is). It is a way of expressing appreciation to somebody as well as spreading their work to more users.
- *Receive a Repic: 8 XP*
Somebody else *Repics* a photo that you have uploaded.
- *Write a comment: 5 XP*
Writing a comment on someone's photo.

This information is available to the user, as it is distinctly expressed on the website (see Figure 2.8).

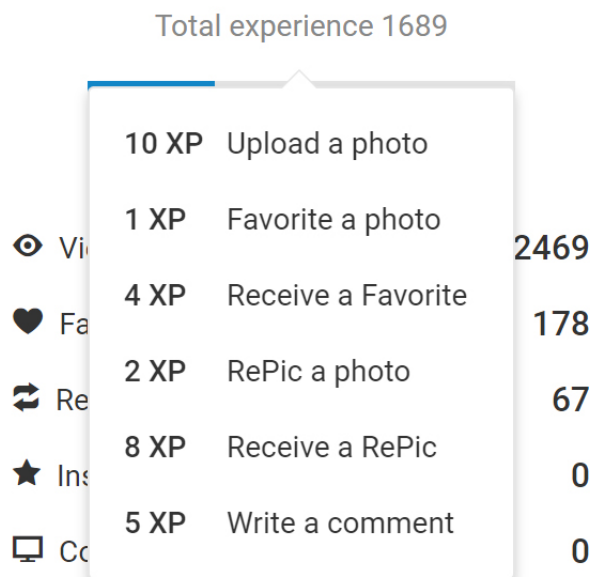


Figure 2.8: Popup screen which shows the amount of XP received for specific actions on the website

2.1.2.5 Levels

The XP are translated into Levels where each level requires a set amount of XP to reach. The levels span from 1 to 30 and the user's current level is displayed next to their profile picture, visible to all users. Some functionality is unlocked when reaching a certain level, i.e.:

2. Background

- *Level 5:*
The profile will show up as a result when someone is searching the photographers name or profile.
- *Level 10:*
The ability to use the function *Publish a Story* where it is possible to share a longer text post as well as multiple pictures.
- *Levels 5 - 14:*
How many Nomination stars (explained in section 2.1.2.6 it is possible to use each day. One at level 5, increasing with one more at each level to the maximum of 10 which is reached at level 14.

Unlike the information on the amount of XP received for each action, the information on the unlockable functions is not clearly stated anywhere on the website, however, it is displayed when a user tries to use a function which is currently locked (see figure 2.9).

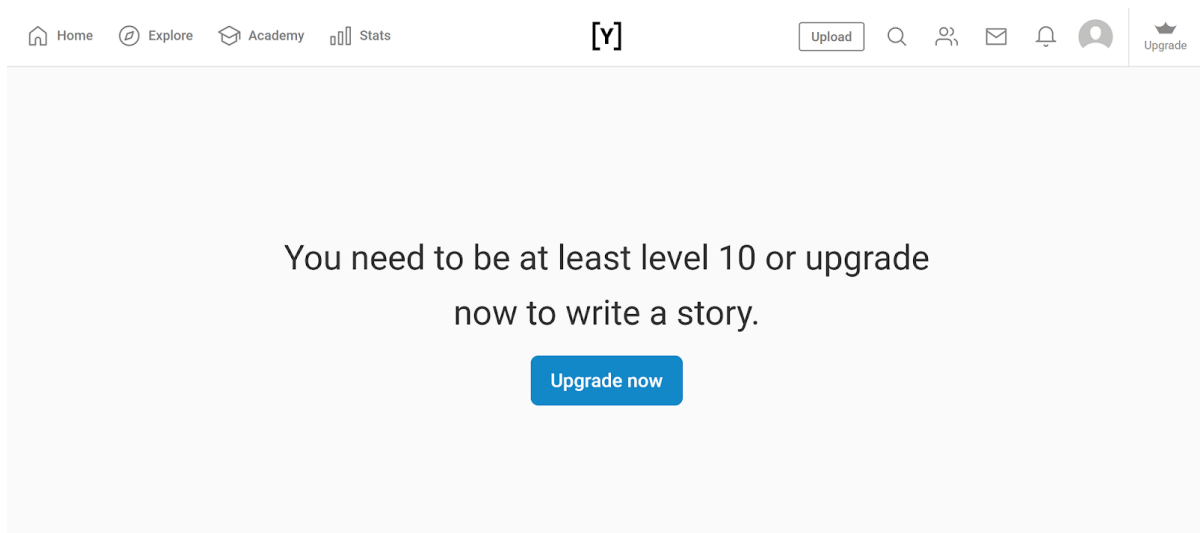


Figure 2.9: Screen that is displayed when a user tries to use the feature *Publish a Story* and has not yet unlocked that feature.

2.1.2.6 Inspiration stars

In addition to the *XP* and the *Level* system, there is something called *Inspiration Stars*. It can be described as a “staff pick”, i.e., a humanly curated award a user can receive. When a user receives an *Inspiration Star*, their photo will be added to a separate feed called the *Inspiration Feed* see section 2.6.

It is not explained anywhere on the site what a picture must contain to gain an inspiration star or what aspects the human curator is looking for when choosing which photos will be awarded a star. To affect which photos will receive a star, users are able to nominate other users' photos by using the nominate feature. A user only has a limited amount of nominations to use each day; how many depends on what level the user has

(the correlation between the level and number of nominations is described in Section 2.1.2.5). What effect the nomination has or how the human curator takes them into account is not explained to the users.

2.1.2.7 Achievements

The last game element used in this gamification system is achievement awards that the user can collect by reaching different milestones. For instance, these can be awarded when uploading images from a specific number of countries, having a specific number of followers, or reaching a specific amount of inspiration stars.



Figure 2.10: An example of one of the *Achievements* possible to collect on the platform. In this case reaching 100 followers.

2.1.2.8 Premium Membership

Creating an account on the site is free. However, a user can decide to pay a monthly fee in order to access more features on the site. The *Premium Membership* is divided into two tiers, Enthusiast and Premium where Enthusiast currently costs 4.99\$ and Premium costs 9.99\$ a month. What is included in the different tiers is explain in the table below.

Enthusiast	Access to all courses Access to all expert courses Publish unlimited stories Advanced Search Search photos and settings based on Camera, ISO, region and more.
Premium	Increased reach and boosted exposure on your photos Priority to customers and new clients Priority curation of your photos Host Workshops Create albums Unlimited video uploads

2.1.3 Previous student work at YouPic

Some of the current features on YouPic are based on bachelor thesis work done by students from the University of Skövde in collaboration with YouPic. The purpose of the thesis was to find a concept that would help meet the company's goals, which were defined as: improve growth rate, extend retention times, promote greater learning in users and deepen inspiration for viewers. Based on this, the final concept that was chosen was a gamification layer, as well as a modification of the "favorite" function, later known as Detailed Feedback. This solution was chosen because it was considered simple enough to implement while also meeting all the business goals.

The detailed feedback concept is, as mentioned, a modification of "favoriting", where users are given an opportunity to express what aspects of the photo they appreciate. With this function, the user can compliment a photo in one or up to all four categories, which are: Composition, Creativity, Technical Quality, and Content. The purpose of this design was to help users develop a visual literacy and familiarity with photographic terminology. The idea is that the user who offers feedback is driven to contemplate on what aspects contributes to their appreciation of the photo, while the user receiving the feedback can gain an understanding of possible strengths and weaknesses in their photography.

2.1.4 Main target group: Photographers

Photographers are the main users of YouPic, and YouPic wants to attract photographers on all levels, both amateurs as well as professionals. Some of the site's functionality is aimed at professionals alone, and some are catered more towards amateurs. Below is a description of the situation and relation to photography for the two different categories of photographers using the product, i.e., professionals and amateurs.

2.1.4.1 Amateurs

Amateurs are the biggest user group on the YouPic platform. An amateur is defined as "one who engages in a pursuit, study, science, or sport as a pastime rather than as a profession" [1], and an amateur photographer is therefore a person who has photography as their hobby but does not make a living out of it. The only thing needed to practice photography as a hobby, is a camera. Today that can be a great amount of people, as digital cameras are easily accessible and easy to handle. Even though it can be seen in the user statistics that the great majority of the people on YouPic are people who use a dedicated camera, a portion of the users are simply using their smartphones.

2.1.4.2 Professionals

There are many definitions of professional, but the general consensus is, "A professional is a member of a profession or any person who earns their living from a specified professional activity" [2]. Professional does not therefore imply "good" in itself though it is often used as an implication or synonym of "good" [3]. A professional photographer does not by definition then take "good" photos. However, in order to as a professional

photographer charge for photos, the quality needs to meet the client's expectations and be of a certain standard which indirectly connects professional with "good".

It has been difficult for YouPic to motivate professional photographers to stay active on the YouPic platform. There are several thoughts about what the reasons for this could be, but they have not been examined. One type of professional photography where YouPic has proven to generate activity for the professional photographers using the site, is the type of professional photography where it is important to be known by amateurs and other photographers to be successful. These users sell workshops and photo trips to customers, who are mainly amateur enthusiast photographers.

2.2 Similar Products

There are several photo-sharing platforms out on the market. To get an overview of what these platforms offer, a few examples are described below.

2.2.1 Instagram

Instagram is one of the biggest photo-sharing platforms [4][5], which is a mobile social media platform for sharing both images and video with other users. It is not specifically aimed at photographers, however, many photographers use the application as a portfolio because of the possibility of exposure due to the large number of active users on the platform [6][7]. One thing to note about Instagram is that you can only upload pictures using the mobile application since the web version only allows for viewing.

2.2.2 Flickr

Flickr is a photo-sharing platform which gives users the ability to sort and categorize their images in albums and provides HTML image links that can be used to publish photos on, for example, websites or blogs. It allows for uploading video as well as images, and there is an emphasis on finding inspiration to improve your own work as a photographer. Flickr has many of the typical social media aspects, such as the ability to like and comment other users' photos and interact with other users.

2.2.3 500px

500px is probably currently the most similar platform to YouPic. Similar to YouPic, 500px is aimed at photographers wanting to share their photography with other photographers. A photo's popularity is quantified through a feature called Pulse, which is a score based on how many views, likes and comments a photo receives each day [8]. The content featured on the site is based on the Pulse score where a higher scored photo gets featured more. 500px enables the users to sell their photos as prints directly on the website.

500px has a feature called Discovery which is similar to the *Feeds* on YouPic (see section 2.6) but with the additional feed called *For You* which is a feed that offers photos that

are personally recommended for the user, based on which categories the users choose as favorites when setting up the account.

2.2.4 GuruShots

GuruShots is a social media platform focusing on photo competitions. The entire site is based around different competitions in different themes the users can enter their photos in. Just as big as uploading and entering photos is the voting and giving feedback on other photos in other competitions on the site. The higher a photo places in a competition grants the users points which is used to level up the account and granting the user different titles where the highest is called "Guru". The platform also has the social media aspects, such as the ability to like and comment photos. GruruShot try to motivate their users by saying "Challenge yourself. Have fun. Stay motivated." as well as clearly stating that the users are able to win actual prizes such as cameras, photo related software or other accessories useful for photographers.

2.2.5 SmugMug

SmugMug is a bit different than the other photo-sharing platforms mentioned here, as SmugMug does not have any community in the sense that users like and favorite each others' photos. SmugMug is a service for photographers enabling them to create an online portfolio, a website where they can showcase their work as well as sell prints and digital copies of their images. SmugMug has recently bought Flickr 2.2.2 however, which is strongly based on a community UX.

3

Theory

This chapter will explain some relevant theory for this thesis. Since this is a project within the field of interaction design, the interaction design process and other relating topics, such as usability and user experience, will be presented. As YouPic is a social media platform with gamification elements, some principles for designing social products will be introduced, as well as a brief explanation of gamification.

3.1 Wicked problems

Finding solutions to design problems in general and answering questions like 'how can the user experience be improved?', can also be described as *wicked problems*. The term *wicked problems* was first used by Rittel and Webber [9], who described it as problems which are difficult to define and formulate and can not be fully understood until after the solutions have been found. Wicked problems can be compared to *tame problems*, which are problems of science and engineering that can be precisely defined and for which it is known when the problem is solved. The solutions to wicked problems are not "right" or "wrong", but rather "good" or "bad", and therefore they also have no stopping rule, because the solution could always be "better". Work on a wicked problem is usually stopped when the solution is considered "good enough". It is also not possible to prove that all solutions to a wicked problem have been found and considered, because there are no criteria which enables one to prove it. It is instead a matter of judgment which decides when one should stop searching for alternatives.

3.2 The Interaction Design Process

According to Sharp et al.[10] interaction design means "designing interactive products to support the way people communicate and interact in their everyday lives" (p.8). Another definition, provided by Cooper et al.[11] is "the practice of designing interactive digital products, environments, systems and services" (p.xix). Cooper also emphasizes that interaction design requires an understanding of the user's relationship with the product: *who* are the users, *how* do they use the product, and *why* do they use it?

There are many models of the interaction design process, but one typical example is the one Sharp et al. describes (see Figure 3.1), which involves four basic activities. These activities can also be found in other design disciplines, such as graphic design or product design. The different activities of the design process are described below.

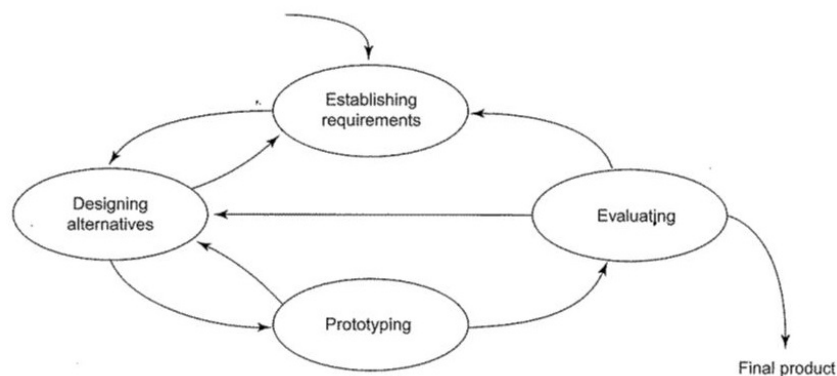


Figure 3.1: A simple interaction design lifecycle model [10]

1. *Establishing requirements*

The first step is to know who the target users are, and what they could need from an interactive product. These needs can then form requirements, which the subsequent design and development will work toward. Understanding user needs is done by data gathering and analysis.

2. *Designing alternatives*

This is when the actual designing takes place and ideas for meeting the requirements are suggested. This activity can be divided into two sub-activities: conceptual design and concrete design. Conceptual models are made to describe what people can do with the product and how to interact with it. Concrete designs are made to consider the details of the product, including colours, images, icons etc. Alternative designs are made for both conceptual and concrete designs.

3. *Prototyping*

When designing interactive products, it is essential to let users interact with the design in order to evaluate them. This can be done through prototyping. A prototype does not necessarily need to be a software implementation however, for example can paper prototypes be very efficient to use in the early stages of design and can still give a real sense of what it would be like to interact with the product.

4. *Evaluating*

This step involves evaluating the usability and the user experience of a product and enhances the chances of an acceptable product being delivered. A high level of user involvement, quality assurance and testing is still needed throughout the entire design process however, but the evaluation activity is a complement to this.

3.3 Usability

Usability involves making sure that an interactive product is easy to learn, effective, and enjoyable to use [10]. Usability can be broken down into goals, such as the six usability goals presented by Sharp et al. which are meant to give the interaction designer a means

of assessing various aspects of an interactive product. The usability goals are as follows:

- *Effectiveness*
This goal refers to how good a product is at doing what it is supposed to do. The product should be capable of allowing the user to e.g. access the information they need, or carry out their work efficiently.
- *Efficiency*
This goal refers to the way a product supports users in carrying out their tasks. This means providing tools and options which help users sustain a high level of productivity. An example of this is providing the option of saving users' payment information in an online shop, so that it does not need to be re-entered the next time the user would like to make a purchase.
- *Safety*
This goal involves protecting users from dangerous conditions and undesirable situations. The first aspect of this is ergonomic, and refers to any external conditions where the product is used. The second aspect refers to helping users avoid any dangers of carrying out unwanted actions accidentally.
- *Utility*
This goal refers to how well the product provides the right kind of functionality so that the users can do what they need or want to do. This includes providing appropriate sets of functions which enables the user to carry out their tasks in the way they want to.
- *Learnability*
This goal refers to how easy a system is to learn to use. People generally do not want to put too much effort into learning how to use a system, but rather want to be able to get started right away and quickly become competent at using it. The user should be able to work out how to use the product by exploring and trying out actions on the interface, although for more complex systems, tools like pop-up tutorials might be needed.
- *Memorability*
This goal refers to how easy a product is to remember how to use once learned, which is especially important for products that are used infrequently. Users should not have to relearn how to do tasks. This involves providing support to help users remember, such as using meaningful icons and menu options, and also grouping relevant icons and options together.

3.4 User Experience

The term user experience (UX) has many different definitions among its researchers and practitioners [12]. Many however, agree that three factors can be considered to affect

UX: the context in which a system or product is used, the user's state (as in their expectations, mood and motivation), and the system's properties (including both functionality and brand image) [13].

According to Sharp et al. user experience is about "how people feel about a product and their pleasure and satisfaction when using it" (p.12). They also state that the user experience is central to interaction design, and that many aspects of the user experience can be considered when designing interactive products, such as the usability, functionality, aesthetics, content, look and feel, and the sensual and emotional appeal. By this definition, UX is a broad term, going beyond usability to add an emotional aspect to a user's interaction with a product [10].

Similarly, in Marc Hassenzahl's model of user experience, he identifies two types of attributes to a product: *pragmatic* and *hedonic*. Pragmatic attributes refer to the product's functionality and usefulness (i.e. the usability), while hedonic attributes refer to emotional aspects, such as: *stimulation*, the product's ability to stimulate the user and encourage personal development; *identification*, the product's ability to fulfill the human need for self-expression; and *evocation*, the product's ability to provoke memories [14].

User experience also changes over time. This temporal aspect of user experience has been studied by Karapanos et al. who identified three phases in the adoption of an interactive product: *orientation*, *incorporation* and *identification*. The *orientation* phase refers to users' initial experiences with the product, which involves feelings of excitement, but also frustration if learnability problems occur. The *incorporation* phase is when the product becomes meaningful to the users' daily lives. Lastly, the *identification* phase is reached when the product is accepted into the user's life, participates in their social interactions, and becomes a part of their self-identity [15].

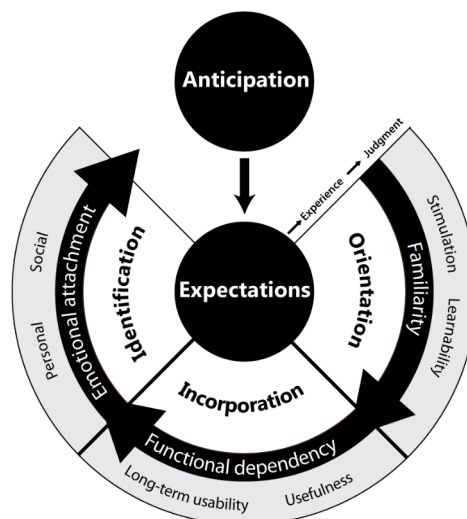


Figure 3.2: Temporality of experience [15]

Sharp et al. also points out that it is not possible to design a user experience, one can

only design *for* a user experience. For example, you cannot create a sensual experience, you can only create design features that can evoke it [10]. Cooper et al. similarly wonders whether it is possible to *design* an experience, or if designers can merely hope to *influence* people's experiences, and that it requires many design disciplines (such as graphic design, sound design, interaction design, product design etc) to achieve a desired user experience [11].

3.5 Designing Social Products

About Face by Cooper et al. [11] presents several aspects to consider when designing social products. These are described shortly below.

- *Social products know the difference between social and market norms*
Social norms are unspoken rules between people. Market norms are unspoken rules when doing business. Software adhering to market norms should assure both parties that the deal will be fair. Software adhering to social norms should help users follow the subculture's rules and hierarchy.
- *Social software lets users present their best side*
To let the users present themselves in the way that they prefer, a social product should let users provide a visual representation of themselves, in the form of selecting an icon or uploading an image. User profiles do not only have to consist of static information filled out by the user themselves, it can also consist of dynamically collected information from the user's social contributions, such as updates added, liked posts, linked posts, people followed etc. User profiles should be made easy for the users to create and control in any way they like, although the default profile should also look good for those who do not wish to put time into customizing it.
- *Social software permits easy collaboration*
Collaboration is a common reason for using social software. Any collaboration tools should be apparent, usable, and fit the users' collaboration needs and communication behaviours.
- *Social products know when to shut the door*
This refers to productivity software that is only peripherally social. The user should be able to turn off any social tools when they want to focus on their work.
- *Social products help networks grow organically*
A social network changes over time as new members joins and leaves. New members need to be able to discover the network, begin to participate, learn the rules and the subculture's norms. Intermediate members should have tools that let them build mastery, nurture newer members and seek help from senior members. Senior members should have tools to manage the network.

- *Social products respect the complexity of social circles*
There is a generalized maximum number of social relationships that any one person can maintain fully, the value of this is around 150. A social network could therefore need explicit rules or a set of tools to manage larger groups. These tools could for example be invite-only option for a group, or being able to handle permissions for who can see specific content.
- *Social products respect other users' privacy*
Users want to feel that their privacy is being respected and could otherwise be driven to leave a service. Policy changes need to be made clear, and controls for privacy settings should be easy to find and use.
- *Social products deal appropriately with the anti-social*
In large networks with the ability to be anonymous, there can be users who abuse the system by e.g. adding noise to conversations or sabotaging work. Social products should provide tools for users to silence and report any abusers they come across.

3.6 The Reader-to-Leader Framework

The Reader-to-Leader framework presents a model which describes users' behaviour in online communities [16]. The purpose of the framework is to help researchers and designers understand what motivates people to participate in social media and enable them to improve interface design and social support for these types of systems. The model (see Figure 3.3) explains that users often join social media by *reading*, followed by *contributing* in small ways, such as asking a question or uploading a photo. Then some may start to *collaborate* with other users, or take on a *leader* role to mentor newer members. The framework is not a perfect description of all users' behaviour but is a simple framework useful for describing what many users do.

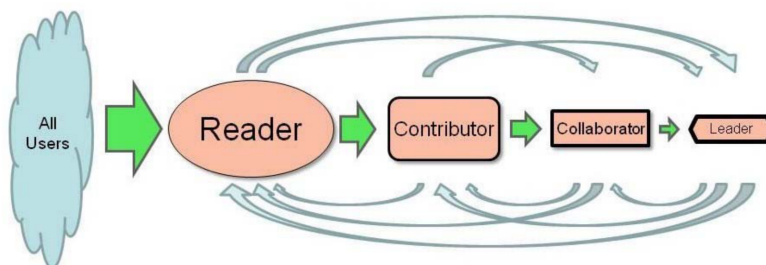


Figure 3.3: The Reader-to-Leader Framework. The thickness of the green arrows indicate the decreasing number of people who move from one category to another. The grey arrows indicates how people can go between the categories in different ways [16].

For each of the four categories: *reading*, *contributing*, *collaborating*, and *leadership*, the

3. Theory

framework presents usability and sociability factors that may influence that participation form. Some of the usability and sociability factors for each of the participation forms can be seen in Table 3.1.

Usability	Sociability
Reading	
Clear navigation paths so that users have a sense of mastery and control	A sense of belonging based on recognition of familiar people and activities
Support for newcomers through tutorials, animated demos, FAQs, help, mentors, contacts	Understandable and clear norms or policies
Contributing	
Low threshold interfaces for easily making contributions, e.g., no login small	Support for legitimate peripheral participation so that readers can gradually edge into contributing
Visibility for users' contributions and frequency of views; aggregated over time	Recognition for the highest quality and quantity of contributions
Collaborating	
Ways to locate relevant and competent individuals to form collaborations	An atmosphere of empathy and trust that promotes belonging to the community and willingness to work within groups to produce something larger
Tools to collaborate: communicate within groups, schedule projects, assign tasks, share work products, request assistance	Altruism: a desire to support the community, desire to give back, willingness to reciprocate
Leadership	
Leaders are given higher visibility, and their efforts are highlighted, sometimes with historical narratives, special tributes, or rewards	Leadership is valued and given an honoured position and expected to meet expectations
Leaders are given special powers, e.g., to promote agendas, expend resources, or limit malicious users	Respect is offered for helping others and dealing with problems

Table 3.1: The Reader-to-Leader Framework: Some of the usability and sociability factors influencing the different participation forms

3.7 Gamification

The general definition of gamification is “the use of game design elements in non-game contexts” [17]. The purpose of gamification is to increase the user’s motivation and

engagement in a product or system, and studies have shown that integrating game elements into non-game environments does influence user behaviour [18].

Typical game elements used in gamification according to Zarnekow et al. [18] are: *points* (used as rewards), *leaderboards* (offers users the opportunity to compare themselves to other users), *levels* (indicates the users' activity and progression), and *achievement systems* (provide further goals to the users independently from the main goals).

3.7.1 Extrinsic vs intrinsic motivation

Motivation can be defined as "Internal and external factors that stimulate desire and energy in people to be continually interested in and committed to do a job, role, or subject, and to exert persistent effort in attaining a goal." [19] and there are two general types of motivations: *extrinsic* and *intrinsic motivation*. Extrinsic motivation is motivation that comes from outside the individual (e.g., trophies, money, etc.). Intrinsic motivation is motivation that comes from within the individual (from, e.g., solving a puzzle) [18]. The common game elements used in gamification mentioned above, induce extrinsic motivation as they provide external rewards.

4

Methodology

In this chapter, relevant methods for this project will be described. This includes methods for user research, usability evaluation, and ideation. This chapter will explain how the methods are conducted, while the following chapters Planning and Process will address why and when the different methods were used in this project.

4.1 Literature Research

Literature research is typically done in the beginning of a project, but could be done simultaneously as the project is being conducted when new information is needed. The main reason for literature research is to learn from previous studies and gain knowledge about the area of interest. It is also done to make sure that the same project has not been done before, and is not unnecessarily repeated [20].

Finding the information is done by going through relevant books and journal articles. They can be found at libraries, however the easiest way in this day of age is to search the internet [20], using a search engine of choice.

4.2 Qualitative vs Quantitative Research

To aid the decision making in a typical interaction design process, it is beneficial to understand the users' needs. To gain an understanding of the users' behaviour, user data, collected from a large selection of users can be analyzed quantitatively to identify any patterns. However, in order to gain a deeper understanding of user behaviour, qualitative data also has to be collected and rigorously analyzed [21].

Vaughn et al. [21] has summarized 4 important benefits of qualitative research:

- Gaining a deeper understanding of user needs with specific details
- Identifying specific context which can lead to creation of new services
- Complimenting quantitative findings with user perception
- Building closer relationships with users

To effectively analyze gathered qualitative and quantitative data, one must use a structured analysis process to efficiently understand the result in the context of the used method, both to ensure the quality of the result and to be able to compare the result with similar studies [21]. This also enables greater transparency of the study which will

enable others to use the result [22]. Vaughn et al. [21] expresses the troubles of qualitative analysis:

- Organizing large amounts of qualitative data systematically
- Maintaining consistency in coding
- Storing data accessibly after analysis
- Selecting a tool to manage the data
- Using interpretation appropriately

4.3 Surveys

Conducting surveys is a common method for collecting information about a specific subject. It can be utilized to collect both qualitative and quantitative data, depending on how the survey questions are formulated [23]. The strength of surveys is the ability to generate and collect large quantities of data in a short time period [23]. This is also one of the challenges of using surveys, as the data collected needs to be stored and analyzed in order to be useful [21]. An example of a method for analyzing the data will be described in Section 4.6).

One of the challenges of using surveys, is formulating the questions so that they will be interpreted the same by all users [20]. Problems like this can be avoided by testing the survey with a small group of users, and then having them explain what they think they should answer, before it is deployed for real. The reasons for using surveys can be many, as it is possible to construct them in many different ways. However, one could state that surveys are used to discover general trends in user behaviour [20] which can be used in a design process. Surveys are usually done either through interviews or through questionnaires. [23]

4.3.1 Interviews

Interviewing is a method for collecting qualitative data, and can be used both as a method for gathering user feedback in the initial part of a project, and as a way of evaluating a developed design. Compared to questionnaires it is more time consuming, but if done right, allows for a deeper understanding of the interviewees' thoughts and opinions [23]. It is usually done one-on-one where an *interviewer* asks as an *interviewee* questions about a specific area of interest. Interviews can be divided in to two categories: structured and semi-structured interviews [23]. The difference between the two is that in a structured interview, all questions are decided beforehand, the interviewer records the answers and does not ask any improvised follow-up questions and is not allowed to make any clarifications regarding the questions. This is however allowed in a semi-structured interview [23].

The semi-structured interview can be seen more as a conversation about an area of interest, where the interviewer is in charge of leading the conversation in a desired direction

with the use of planned questions, clarifications, and asking follow-up questions. This is what gives semi-structured interviews its strength [20]. This method requires more of, and are dependent on, the interviewer's ability to conduct the interview, and it can also be harder to compare the result between different interviewees. However, conducting a completely structured interview might be considered to be a waste of resources, as a questionnaire with open-ended questions would fulfill the same purpose but without the need of an interviewer.

4.3.2 Questionnaires

Questionnaires are a type of survey where the questions are prepared and put in writing, and then distributed in some way [23]. The questions can more or less be the same as in an interview, but are generally simpler with less open-ended questions. The questionnaires can be distributed in several ways, online or in person, depending on how to best reach the user group the research aims at. When enough users have answered the questionnaire, the answers have to be collected and then later analyzed to produce a meaningful result [21]. The biggest difference between questionnaires and interviews is the ability to easily involve a lot of users, as the time it takes to conduct the survey is not related to the number of participants [23], disregarding the time it takes to do the analysis later.

4.3.3 Refining an interview into a questionnaire

One approach when using surveys in a research project, is to first conduct interviews with some of the members from the target group, analyze the gathered data, and with that construct a questionnaire which later is distributed to the whole group. This is done with the goal of using the interviews to collect qualitative data, and allowing for complex answers to identify trends and to form hypotheses about the subject, then using the questionnaire to gather quantitative data to confirm or reject that hypotheses. This way of using both qualitative and quantitative data should minimize the time spent on gathering data, while ensuring high quality of the produced result [21].

4.3.4 User Experience Questionnaire

Instead of creating a new questionnaire, it is possible to use already developed questionnaire templates which are generalized and possible to use for evaluating any type of product. The benefit of this, is that it is then possible to easily compare different products. One example of this is the "User Experience Questionnaire" developed by Laugwitz at al. [24], which aims to evaluate the users' experience and feelings from using a product.

The "User Experience Questionnaire" (UEQ) is a semantic differential questionnaire, where the users are presented with 26 different pairs of contrasting adjectives which could be used to describe the product being evaluated. These adjectives were collected

through brainstorming sessions with usability experts, to find terms that they considered to be characteristics of user experience assessment, including both "hard" as well as "soft" aspects of a product. The respective adjectives are put on each of the ends of a Likert scale of 7 degrees. For each pair, the user decides where on the scale between the two adjectives they believe the product lies.



Figure 4.1: One example from the UEQ where the user has chosen that the product in question is more attractive than unattractive.

The example above (Fig:4.1) indicates that the user deems the product as more attractive than unattractive.

The developers of the UEQ has put together a tool for analyzing the data collected from the questionnaire. From the input data, the tool will give the product a score in 6 different categories: *Attractiveness*, *Perspicuity*, *Efficiency*, *Dependability*, *Stimulation*, and *Novelty*.

This can give insight into which areas the product might have problems. The developers state that it is important that the users get to take the questionnaire in their native language, as it is important that the users fully understand the adjectives and what feelings they intend to evoke [24].

4.4 Focus groups

Like interviews, focus groups are a qualitative method used for gathering opinions and feelings about a product from a selected group of people. A focus group is a group discussion about a decided subject. It can be seen as a group interview, lying on the opposite end of the scale from a structured interview, having semi-structured interviews in the middle. The interviewer or moderator will start the conversation with a statement or a question about a subject, and then let the conversation among the group members take the direction it wants to, without interference. The strengths of being many in the group compared to a one-on-one interview, is that the participants can get a sense of recognition with the other participants' statements, which could accelerate the conversation [23].

In a properly recruited and moderated focus group, the participants should see each other as peers and feel free from judgment, as this will make them more likely to share experiences and perceptions. A focus group can be used to provide insight into many different design related inquiries, such as explanations of what is not desirable with the current state of a process, uncovering underlying emotions while going through a process, or learning how members interact with each other. The focus group data can be analyzed for trends by looking for recurring topics and themes that produced strong responses [23]. This requires a systematic approach when analyzing.

4.5 Brainstorming

Brainstorming is a method of generating ideas about a given subject. A brainstorm can be done in many ways, and there are lots of different versions of the method, which can be customized to fit any project [25]. The most common way of carrying it out, is as a group exercise where typically a word or sentence is written on a whiteboard or on a piece of paper, which can be seen by all participants. Everybody then names any ideas that come to mind. These are written down on the board so that the participants can further develop the ideas [25].

This is done until all participants are satisfied, or when the group reaches a predefined time limit set when starting. Having a time limit could be useful to "force" new ideas. Important when conducting a brainstorming session is that all ideas initially are treated as equally good. No evaluation of any ideas are yet allowed, the participants are encouraged to say anything that they can relate to whatever is already on the board.

4.5.1 How might we..?

How might we..? is a version of *brainstorming* which is useful in the ideation phase of the design process. The basic idea is to turn problems into solutions. If it is decided what problem you are trying to solve, it could help the brainstorming iteration to formulate that problem statement as a "How might we..." question, and then try to brainstorm an answer to that question. The hard thing with this approach is of course the formulation of the questions. The question should be broad enough to offer a variety of solutions, but still narrow enough to give you a place to start.

4.5.2 Now, How, Wow!

A brainstorming session usually yields a lot of new creative ideas. *Now, How, Wow* is a method for filtering out which ideas to focus on and develop further [26]. All ideas are evaluated in two aspects, how easy they are to implement and how original they are. The ideas are put in a 2x2 matrix with originality as the horizontal axis, and implementation cost as the vertical axis. This creates four different quadrants, as can be seen in Figure 4.2.

- *Now*

Ideas which are conventional and easy to implement are placed in the blue quadrant called "now". These are ideas that are known to work well and could be implemented right away.

- *How*

Ideas which are original but hard to implement are placed in the quadrant called "How". These ideas are good, original, but hard to see how they would be implemented. These ideas would require a lot of resources to execute.

- *Wow!*

Ideas which are both easy to implement and original, lies in the quadrant called "Wow!". These are creative ideas which would also be feasible to implement.

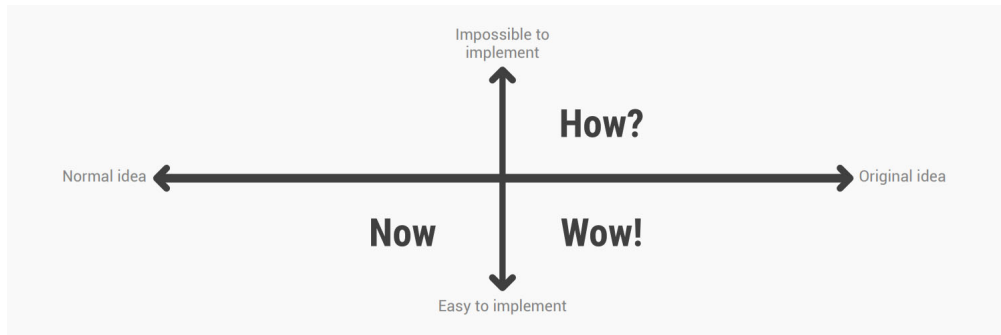


Figure 4.2: The Now, How, Wow method visualized in a chart. Each idea is place somewhere on the two scales, how hard it is to implement and how original the idea is [26].

4.6 Thematic analysis

Thematic analysis is as the name suggests a method for identifying and analyzing *themes* within a data set [22]. The type of data can be a range of different things, free text from an interview, statistics from a questionnaire, or user data which is the strength with thematic analysis [21].

The method is quite free formed but Braun et al. [22] has rationalized the process in six general steps:

1. *Familiarizing yourself with your data*

This can be reading and re-reading the data to make sure that the content is understood. It is also beneficial to immediately note down the initial impressions. This step also includes preparing the data for the coding, if you are working with verbal data it might have to be transcribed in order to be analyzed efficiently.

2. *Generating initial codes*

This step is where the coding starts. It is about finding what Braun calls "the most basic segment, or element, of the raw data or information that can be assessed in a meaningful way regarding the phenomenon" [22]. One could think of this like reading the entire text and summarizing every easily dividable section (Every statement, every sentence etc.) in a few words, chronology, capturing the spirit of the words. This should result in considerably less text going forward than initially started with.

3. *Searching for themes*

Once the entire data set is coded it is time to find similarities in the observations and start grouping them together, this is what later will become the themes. Only once observations are grouped and put side by side it is possible to start understanding what they mean. The grouping can for example be done with the use of the *KJ-Technique* (See 4.9).

4. *Reviewing themes*

At this stage it is time to ensure the quality of the suggested themes. First you have to read all the observations put in the suggested theme to ensure that they follow the same pattern and seams to be coherent. When the themes are put side by side it will become clear if the they are actually individual themes. Some might be combined into one as you discover that there is not enough data to support the believed findings, and some might have to be divided into several themes. A theme should be clearly defined, if it can not be described in a short sentence it is probably too large [22]. Once this step is completed you should create a thematic map, a sort of mind map describing the different themes.

5. *Defining and naming themes*

This stage is a further refinement of the themes making sure that they are clearly decidable and able to name in a fitting way. This is capturing the essence of each theme and not just paraphrasing the observations. Just as important as defining what the themes are it is important to make clear what they are not in order to avoid confusion and a clear distinction between themes which are similar.

6. *Producing the report*

The final step is to create a report of the findings, capturing the complexity and tell the complete story of the data. It is important to support the conclusions in a logical way using data and data extracts from the original data set to not necessarily convince the reader that the findings is the only correct but rather put the findings in relation to the method used and data it is based on to represent one possible way and let the reader reflect on the validity.

As the method is quite free and much up to the one doing the analysis it is important to document every step and be transparent on what is done in each step. Clearly describing the meaning and defining the different themes for example in order for the study to be understood and evaluated by others [21]. It is also beneficial that this method is not conducted alone. Ideally it is done in parallel by at least to persons and then later combined to reduce bias, specially when coding and the initial search for themes [22].

4.7 Heuristic evaluation

Heuristic evaluation is what is called an inspection method, meaning it is an analysis technique which does not require the involvement of users. The idea is that a system is evaluated against a set of guidelines in order to find usability problems [10]. A list of

ten heuristics was created by Nielsen and Mack [27], and they are as follows:

- *Visibility of system status*
The system should always keep users informed about what is going on, through appropriate feedback within reasonable time. Clearly communicating the current state to the user allows them to feel in control, take appropriate action, and trust the system.
- *Match between system and real world*
The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
- *User control and freedom*
Users make mistakes and needs a clearly marked emergency exit to leave the unwanted state as quickly as possible. Support undo and redo.
- *Consistency and standards*
Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- *Error prevention*
Even better than good error messages is a design that prevents errors from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
- *Recognition rather than recall*
Minimize the users' memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialog to another.
- *Flexibility and efficiency to use*
The system should incorporate accelerators - unseen by the novice user - that can speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
- *Aesthetic and minimalist design*
Dialogs should not contain information that is irrelevant or rarely needed. All unnecessary information competes with the relevant information, and diminishes their relative visibility.
- *Help users recognize, diagnose and recover from errors*
Error messages should be expressed in plain language, precisely indicate the problem, and constructively suggest a solution.
- *Help and documentation*

Even though it is better to be able to manage without it, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

The process of conducting a heuristic evaluation starts by defining which heuristics the system is about to be evaluated against. You can choose heuristics based on what you are interested in finding out but a common way is to use the very general heuristics developed by Nielsen and Mack [27] previously described, if you want to evaluate usability in general.

The actual evaluation starts by briefing the evaluators on the task, what system or part of the system they will be evaluating and what heuristics they will use. The number of evaluators should be at least 3 but it is highly recommended that there are more in order to find all potential problems [27]. The evaluators each go through the system or part of the system in question one time for each heuristic to evaluate if it is full filled and take notes simultaneously. The evaluation ends with a debriefing session where all the evaluators meet to discuss their individual findings. The end goal is to put together a list of usability problems which then can be used to improve the product.

4.8 Cognitive Walkthrough

Performing a Cognitive walkthrough is a method for collecting user data without involving the user and is aimed at finding usability problems with a product [28].

The first step when performing a cognitive walkthrough is to do what is called a *task analysis* where the steps needed to perform a task is identified [29]. For example the task of logging in to a website could include the steps of entering user credentials and clicking an okay button. If the steps needed are too complex to put in text one could draw a flowchart where each possible step is represented.

Next a person, typically a designer or developer of the product gets to role-play the intended user and perform the task step by step. In order to avoid bias it is important that the person performing the walkthrough is or does it together with someone who knows the domain the product lies within. This *domain expert* should be very well acquainted or be one of the users the product is aimed at [28].

When performing the tasks the person gets to answer four questions about the step just taken with a yes or no. These questions can vary slightly but typically these are as stated by Wharton et al. [29].

- Will the user try to achieve the right effect?
- Will the user notice that the correct action is available?
- Will the user associate the correct action with the effect they are trying to achieve?
- If the correct action is performed, will the user see that progress is being made toward the solution of the task?

If the answer is no to any of the questions it means that there is problem regarding that specific quality and task and a new design suggestion is needed. Cognitive walkthrough is a method suitable when the users are inaccessible or hard to coordinate to perform a regular user test [28].

4.9 KJ-Technique

The *KJ-Technique* can be used to organize and prioritize ideas during the ideation phase of a project, in order to increase consensus among group members [23]. It can also be used when analyzing user data. The KJ-technique is one possible method for grouping together thoughts from a focus group (See 4.4) and creating categories when performing a Thematic analysis [21] (See 4.6). The method involves writing down ideas or observations on sticky notes individually in silence, which assures that everyone has been given equal opportunity to express their views. The sticky notes are then displayed simultaneously on a wall and collaboratively organized into categories. Each member in the group then gets to in turn move one sticky note, putting it next to another creating or adding to a group or putting it on its own to split a group. This process goes on until all members in the group are satisfied

4.10 Ethical Considerations

Since the project involves user research and actual user data, all personal data and documented user habits will be treated in accordance with GDPR [30]. This means that all users who take part in the study will do so with consent and with the right to at any time quit and end their participation. Prior to taking part the users are informed with the aim of the research project and that their responses can be used in this research project.

As the project will involve a commercialized product, some details about the company and business structure will have to be treated with discretion in order to not expose any information that can be used by their rivals.

5

Planning

This project was planned to consist of four phases: background research, evaluation, user research, and ideation. Unlike a typical design process, this project does not end with, but rather starts with, a finished product. This means that the evaluation of the product can be conducted early in the process, rather than towards the end. The first three phases were meant to provide knowledge and information needed for the ideation phase, which in this project is also the final phase.

5.1 Phase 1: Background Research

The purpose of the initial phase of the process is to prepare for the project by conducting background research. This includes **literature studies** to find theoretical frameworks and methods that can be used throughout the project, as well as getting an overview of the field; **familiarizing with the product** by becoming active users ourselves; searching for and **looking at similar products** to get to know the competitors and what solutions they have provided for their users; conducting a **stakeholder interview** to define any goals and areas of interest that the company may have.

5.2 Phase 2: Usability Evaluation

The second phase is to evaluate the product to find any existing usability issues. For this, a **heuristic evaluation** will be conducted. The choice of using an inspection method rather than a usability test session, is in this case mainly due to the amount of time that will be saved by not having to recruit users for this phase. Using an inspection method means that it will be possible to quickly rule out whether there are any critical usability issues that need further attention, or if our focus should be placed elsewhere.

5.3 Phase 3: User Research

The user research phase is meant to provide an understanding for the users' experience and how they perceive the product. This will be done through a **focus group**, where a few users will be invited to discuss their experience of the product. The focus group will be complimented by a **questionnaire** that will be sent out to a large group of users, in order to get feedback from a bigger and more diverse group of people. The focus group data will be analyzed using **thematic analysis** to find any emerging themes from the discussion. For the questionnaire, a template called the **User Experience**

Questionnaire (UEQ) will be used and analyzed with the accompanying data analysis spreadsheet provided with the questionnaire.

5.4 Phase 4: Ideation

All findings from the first three phases will be compiled and summarized, and used as a base for the last phase, the ideation phase. During this phase, **brainstorming sessions** will be done to identify and name any usability or user experience issues, as well as to find ideas for solutions to these issues. The identified problems and solutions will then be summarized and presented in the form of a list, with possible sketches or digital prototypes if needed to fully explain a concept, and if time allows it.

6

Process

This chapter describes the process of this project. In the beginning, this thesis focused on gamification and how the gamification on YouPic could be improved, however this was later changed to include a wider scope, as explained in the first section of this chapter. After the change of focus, the process followed the planning as described in Chapter 5, however the first three phases (Background Research, Usability Evaluation, and User Research) were sometimes conducted in parallel with each other. For each method, it is described why and how the method was used along with the findings for each method.

6.1 Initial focus of the thesis

In the early phases of the thesis project, the main focus was on gamification and aimed to answer the following research questions: *"How could the gamification of the YouPic platform be redesigned to improve the user experience?"*, and *"How does gamification affect the user motivation?"*. It was later realized that one possible solution to improving the user experience might be to remove the gamification. Having identified this possible solution, it was decided that the scope of the thesis needed to be widened, so that more possible solutions aside from the gamification could be explored. A new research question was then formulated, as well as a new plan for the project (as is described in Section 5).

6.2 Background research

In the beginning of the project, a literature study was made by searching for literature mainly using the Chalmers Library search engine and Google Scholar. Past interaction design courses were also revised to find relevant literature, theories and methods.

Discussions with the company were continuously held throughout the project to gain their perspective of, and insights to, their product. One structured interview was however conducted with a representative from the company, as a way to document these insights and information about the product. A summary of this interview can be seen in Appendix A.

At the very beginning of the project, a brief and unstructured evaluation was also conducted to get a feeling for how the platform worked. The evaluation involved both of

us creating an account and getting familiarized with the platform's features. All website pages and features were then described as can be seen in Section 2.1.1.

6.3 Heuristic Evaluation

To evaluate the usability of the YouPic platform, a heuristic evaluation was conducted. The evaluation was done using three different sets of heuristics: Nielsen's heuristics (see Section 4.7), Cooper's design principles for designing social products (see Section 3.5), and the Reader-to-Leader Framework (see Section 3.6). For the Nielsen heuristics, the evaluation was conducted by the two of us individually going through the entire system for each heuristic and meeting up afterwards to discuss our findings and compile them into a list. For the Cooper and Reader-to-Leader heuristics, the evaluation was conducted without individual evaluations and instead by going through each heuristic together and discussing whether or not we considered the heuristic to be fulfilled.

The results of the heuristic evaluation are explained in the following sections below, and the complete list of found usability problems and notes taken during the discussions can be seen in Appendix B.

6.3.1 Nielsen and Mack's heuristics

The first set of heuristics used was Nielsen and Mack's, as described in Section 4.7. There were usability issues found for each heuristic, but none that we could deem critical. Most issues were of the scale that feedback or information about a feature could be a little unclear, but nothing that would disrupt the work flow entirely or cause an error. All issues found can be seen in Appendix B.1. To try and find any patterns among the usability issues, the KJ-technique was used to group all issues, however, as it was difficult to create any clear groupings, the attempt to find patterns was abandoned. We then attempted to categorize the usability issues after the usability goals (presented in Section 3.3), but had similar problems.

The conclusions drawn from using the Nielsen and Mack heuristics was that the usability issues that we were able to find were all minor details which, on their own, we do not deem serious enough to prioritize. Although, when adding all these minor usability issues together, the overall problem might be considered more serious. The only heuristic we considered to be clearly violated however, was *Help and documentation*, as there was no help documentation available on the site.

6.3.2 Cooper et al.'s Principles for Designing Social Products

Since the Nielsen and Mack heuristics did not yield any critical problems, it was decided to investigate another set of heuristics. One reason for not finding any critical issues could have been because Nielsen and Mack's heuristics are quite general and aimed towards any type of interactive system, therefore Cooper et al.'s design principles for designing social products was chosen, because of its focus on the social interaction. The evaluation was done by going through each design principle and discussing whether

we believed the principle to be fulfilled by the product or not. Notes taken during this discussion can be seen in Appendix B.2.

The findings from this evaluation showed that some of the design principles were partially fulfilled (*Social software lets users present their best side, Social products respect other users' privacy, Social products deal appropriately with the anti-social*), while others were not fulfilled at all (*Social software permits easy collaboration, Social products help networks grow organically, Social products respect the complexity of social circles*). We see this as a potential problem and possible reasons for why users lose interest in YouPic over time. The design principle regarding social norms (*Social products know the difference between social and market norms*) was difficult to evaluate as we are not part of the YouPic community ourselves and are therefore not aware of the norms in the community. For this we would need to ask the users.

6.3.3 The Reader-to-Leader Framework

To further investigate the social aspects of YouPic, the Reader-to-Leader Framework was used as a third and final set of heuristics during the heuristic evaluation. The framework consists of a number of usability and sociability factors influencing different forms of participation in an online community (see Section 3.6). Similar to the evaluation with Cooper's design principles, each usability and sociability factor was discussed whether or not they were supported on YouPic. Notes from this discussion can be seen in Appendix B.3.

The main findings from using this framework, was that neither *Collaboration* or *Leadership* is supported on YouPic and could be potential problems, however it is not certain that the users feel a need to collaborate or lead. It was also noted that the platform has factors supporting transition from *Reading* to *Contributing*, but perhaps not as many factors influencing people to keep contributing once they have started.

6.4 Focus group

The focus group was conducted in March 2018 along with five users. Invitations were sent to users who fulfilled the following: having at least 10 images uploaded, to make sure they knew how to use the platform; having been active during the year of 2018, so that they would have used the current version of the site; and were located in Gothenburg, for convenience. Of the people who were willing to join, five people were selected at random. At the beginning of the focus group session, each participant were given a consent form and asked to fill out a short questionnaire. Both consent form and questionnaire can be seen in Appendix C. Through the questionnaire results we learned that four of them were active members on the platform using it a couple of times a week, while one had stopped using it completely; one was a premium member, the rest were not; one was a professional photographer while the rest practiced photography as a hobby; their average age was 43 years, with a standard deviation of 18.

Ourselves, along with our supervisor at the company served as moderators for the discussion. The participants were during the session faced with four different questions to discuss. The questions were chosen to keep the conversation within the interest area of the study, and aimed to give insight in how the users perceive the YouPic platform. The participants were allowed to talk among themselves without much interference of the moderators, and when the conversation about a subject came to a halt, the next question was presented.

The entire session was recorded and transcribed verbatim in order to ease the process of analyzing the collected data. The session was 1 hour and 20 minutes in total. The data was analyzed using thematic analysis, as described in section 4.6. The two of us listened to the recording and read through the transcript individually and highlighted citations that we considered to be important for the analysis. The whole transcript was then briefly read through together, and highlighted citations were discussed. To begin searching for themes, the citations were summarized into short sentences that could be printed out and placed on a whiteboard, and later grouped by looking for similarities and moving them around on the board (See figure 6.1). The groups were refined by going through them once again and checking for coherence, and this is what became our themes. The themes were then given names that would try to catch the essence of the theme. All resulting themes are described in the section below.

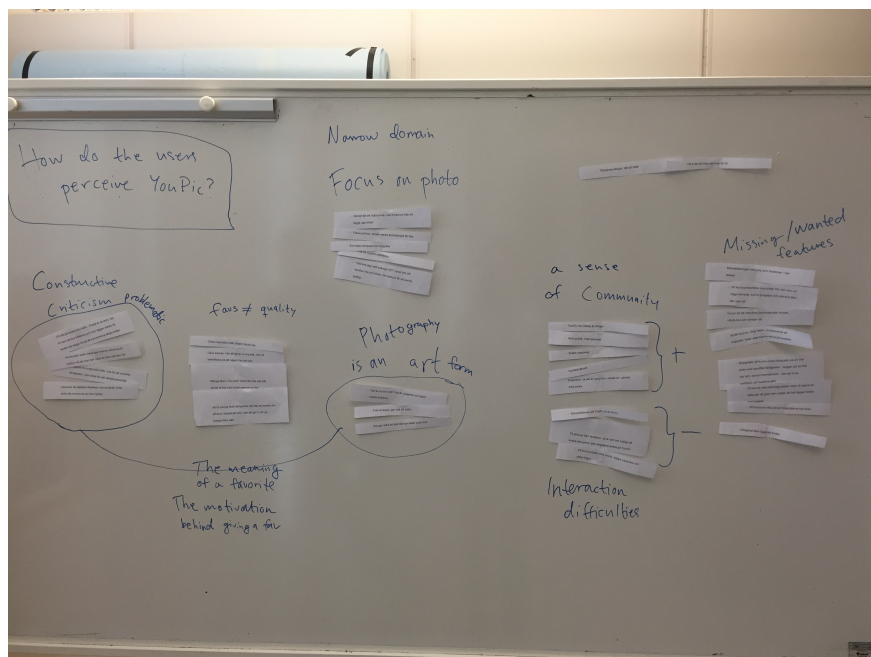


Figure 6.1: The process of finding themes during the thematic analysis of the focus group.

6.4.1 Focus Group Themes

The following themes were identified during the thematic analysis of the focus group session.

Constructive criticism is wanted, but also seen as problematic

The users clearly state that they would like to have more constructive criticism on their photos, in order to develop and improve as photographers. One participant claimed that: "...no one is that good, that they do not want to improve", suggesting that all photographers can gain from constructive criticism. However, giving criticism can also be problematic as users respond to feedback in different ways, and could risk causing discomfort for users if they were to take it personally. The participants were in agreement that in order for criticism to be valuable, it has to be motivated, regardless of it being positive or negative. Simply receiving Favorites or positive comments without motivations, does not say exactly what it is about the photo that is good.

Giving a Favorite is a way of seeking attention, but also expressing appreciation.

One could think that a Favorite is a sign of great quality, but the participants consider the Favorite more as a tool to seek attention, and as a way to gain Favorites in return. Having received many Favorites on a photo does not necessarily say much about the quality of the photo, it is rather a confirmation that it has been seen by a lot of people, and visibility is important. An Inspiration Star is regarded as even more valuable than a Favorite, as they yield even more visibility.

The sense of being part of a community.

The community on YouPic is considered generally friendly, and the participants expressed that it is nice to be part of a larger group in which they can share their interest in photography. They get inspired by others and receive a quick response when uploading a photo of their own. The fact that the community is international is something that the participants think of as a strength. Without an international platform, they can only share their interests locally which would not generate nearly as many different perspectives. It is however considered difficult to have discussions among several users at once on the platform, since the available communication options (comments and messages) are only one-to-one. They express a wish to be able to help and get help from other users.

YouPic is tailored for photographers

YouPic is a niched social media for photographers, and offers the possibility to express thoughts and perspectives on photography with other photographers. It displays information such as "exif-data" for every photo, and the users generally put a lot of thought and time into their photos unlike in other social media platforms, where most users will upload pictures from their smart phones. However, as it is an online community it makes it very easy to steal images, which can be an issue as many of the users might have some sort of wish to make money off their photography. This could make the users feel insecure about sharing images.

During the discussion, the participants also expressed concrete suggestions of features they desired:

- Incorporate "auto translation" so that the users can use their native language
- A forum where the users can discuss and share thoughts on gear, news etc.
- Conduct contests judged by "celebrity photographers"

- The ability to customize the user's profile page to be able to use it as a portfolio
- Change the interface so that it is more adjusted to vertical images
- The ability to search for photographers based on categories
- The ability to search images based on location

Contests have previously been conducted on the platform, but was not considered worth the effort to maintain, according to the company representative present at the focus group discussion. The last two suggestions on this list are features which already exist on the site. The fact that the participants did not know about this, tells us that that these features are not clear or promoted enough, which also means that there might be even more features or functionality on the site that the users are not aware of.

6.5 Questionnaire

To get a wider view of how the users perceive YouPic, it was decided to send out a questionnaire, to reach as many users as possible. To create the questionnaire, it was first investigated if there were any existing usability or UX questionnaire templates that could be suitable to use or draw inspiration from. In this search, the UEQ (see Section 4.3.4) was found and also used, as it was considered a fast and simple way of gathering UX data from a large group of users.

6.5.1 Previous questionnaires

Two previous questionnaires have been sent out to the users of YouPic prior to this questionnaire, regarding their experience of the platform. As we do not have informed consent to use the data from these questionnaires, we cannot take these results into account. However, since we have seen the results, this may affect our view of the users' perception of YouPic.

6.5.2 User Experience Questionnaire (UEQ)

The questionnaire was created using Google Forms, and a link to the questionnaire was sent out via the messaging system on the YouPic platform, meaning that the users would receive a notification when they logged in to the site, that would lead them to the message with the questionnaire link. The invitation message sent along with the link encouraged users to take part in the questionnaire to both help the YouPic platform improve, while also contributing to a scientific study. To ask for informed consent, it was explained in the introduction to the questionnaire that the study was done for a master thesis at Chalmers University of Technology, and that the data would be published in the finished report. All respondents had to tick a box in the questionnaire in order to give their consent.

As explained in Section 4.3.4, it is important that the respondents can receive the questionnaire in their native language, and because of this, there are several translations of the UEQ available to use. We chose to include six languages (English, French, German,

Italian, Spanish, and Swedish), based on which nationalities are the most represented on the platform (this data comes from the previous questionnaires mentioned above). When reviewing the English and Swedish translations it was discovered however, that the provided translations were not sufficiently correct and had to be modified. The French and Italian versions were modified as well, by asking people with knowledge of these languages to help us correct the translations. As the UEQ was created by Germans, we assumed the German version to be correct, however the Spanish version has not been reviewed.

The collected data was analyzed using the UEQ analysis tool, which consists of a spreadsheet with prepared calculations. All we had to do was enter our data and all calculations and graphs were automatically created. The results could then be measured against the UEQ benchmark data to get an idea of how well the product performs compared to other products on the market. The results of the collected questionnaire data will be presented in the following section.

6.5.3 UEQ Results

The link to the questionnaire was sent out to 45 000 users, received 97 clicks, and 72 completed responses. By recommendation from the analysis tool, inconsistent answers deemed critical enough to be problematic (as calculated by the analysis tool) were removed, which left 62 usable data entries. The inconsistency is calculated by checking if similar UX items in the questionnaire have been evaluated similarly.

An outtake of the most relevant results generated by the analysis tool will be presented in this section, however more details from the analysis tool can be seen in Appendix D. The analysis tool generates a score for each individual item in the questionnaire, as well as a score for each of the six different categories that the items are grouped into: *Attractiveness*, *Perspicuity*, *Efficiency*, *Dependability*, *Stimulation*, and *Novelty*. The score for each category can be seen in Figure 6.2. These results are then compared to benchmark data, as can be seen in Figure 6.3. The benchmark data is collected from 246 different studies concerning different types of products (business software, web pages, web shops, social networks) [31].

The results show that almost all categories received a positive score, except *Dependability* and *Novelty* which were below average. *Dependability* includes items such as unpredictable/predictable, and meets expectations/does not meet expectations. *Novelty* includes items such as creative/dull and usual/leading edge.

UEQ Scales (Mean and Variance)		
Attractiveness	1.648	1.16
Perspicuity	1.399	1.49
Efficiency	1.085	1.33
Dependability	0.903	1.09
Stimulation	1.335	1.59
Novelty	0.698	1.19

Figure 6.2: The UEQ results for each category. The table was generated by the UEQ analysis tool.

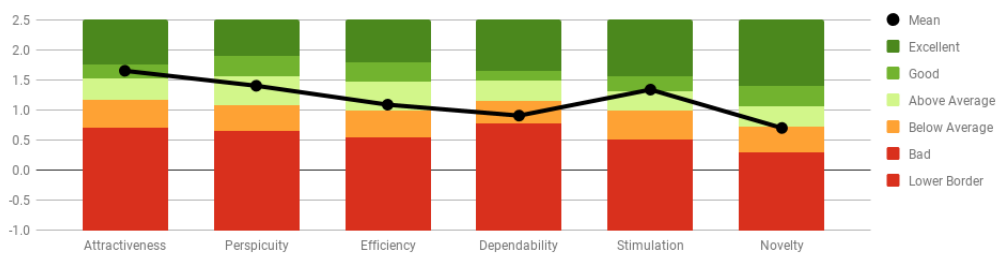


Figure 6.3: UEQ results compared to the benchmark data. The chart was generated by the UEQ analysis tool.

Confidence intervals for all items and categories were also calculated by the analysis tool. The width of the confidence interval depends on the sample size and the consistency of the responses. A smaller confidence interval means a higher precision of the estimation, and thus a more reliable result. The confidence intervals can be seen in Figure 6.4. We consider all confidence intervals for this data set to be quite wide, and therefore cannot rely on these results alone. However, we do consider the results from the questionnaire to correlate to the results of the other methods used in this project.

Confidence intervals (p=0.05) per scale						
Scale	Mean	Std. Dev.	N	Confidence	Confidence interval	
Attractiveness	1.648	1.078	62	0.268	1.379	1.916
Perspicuity	1.399	1.220	62	0.304	1.095	1.703
Efficiency	1.085	1.152	62	0.287	0.798	1.371
Dependability	0.903	1.043	62	0.260	0.643	1.163
Stimulation	1.335	1.263	62	0.314	1.020	1.649
Novelty	0.698	1.093	62	0.272	0.425	0.970

Figure 6.4: 5% confidence intervals for the mean scores of the six different categories of the UEQ. Table generated by the UEQ analysis tool.

6.6 Support errands

To get an overview of what problems the users experience most often, it was decided to look at the support errands that the company has received in their support system. At the time of writing this thesis, YouPic had over 13000 support errands recorded, which was too many to analyze so a subset had to be chosen. It was decided that all the support errands during July 2018 would be sufficient, as it was just over 200 errands.

Each errand was carefully read and summarized in one or two sentences. We then read through all the summarized versions of the errands and categorized them by looking for similarities, and all errands for each category could then be counted in order to see which categories were represented the most. A chart of the support errand categories can be seen in Figure 6.5. The biggest category of support errands were bug related issues, and specifically bug related issues regarding the iOS application.

Subjects regarding money was also shown to generate discussions and concerns, namely questions regarding payment and subscription settings. These errands mostly consisted of premium members who were upset that their money was withdrawn from their bank accounts without any notice. Some users suggest that YouPic should send an email reminder before the account is up for renewal, and want help with canceling the premium membership. Some ask if it is possible to get a refund.

A lot of the errands were not so easy to categorize as there were many miscellaneous questions about the platform. One thing to note about the miscellaneous questions, is that it was quite common for the users to ask for information about the site, and to suggest new features that already exist. This could mean that it is difficult for users to find information on the website about how the platform works.

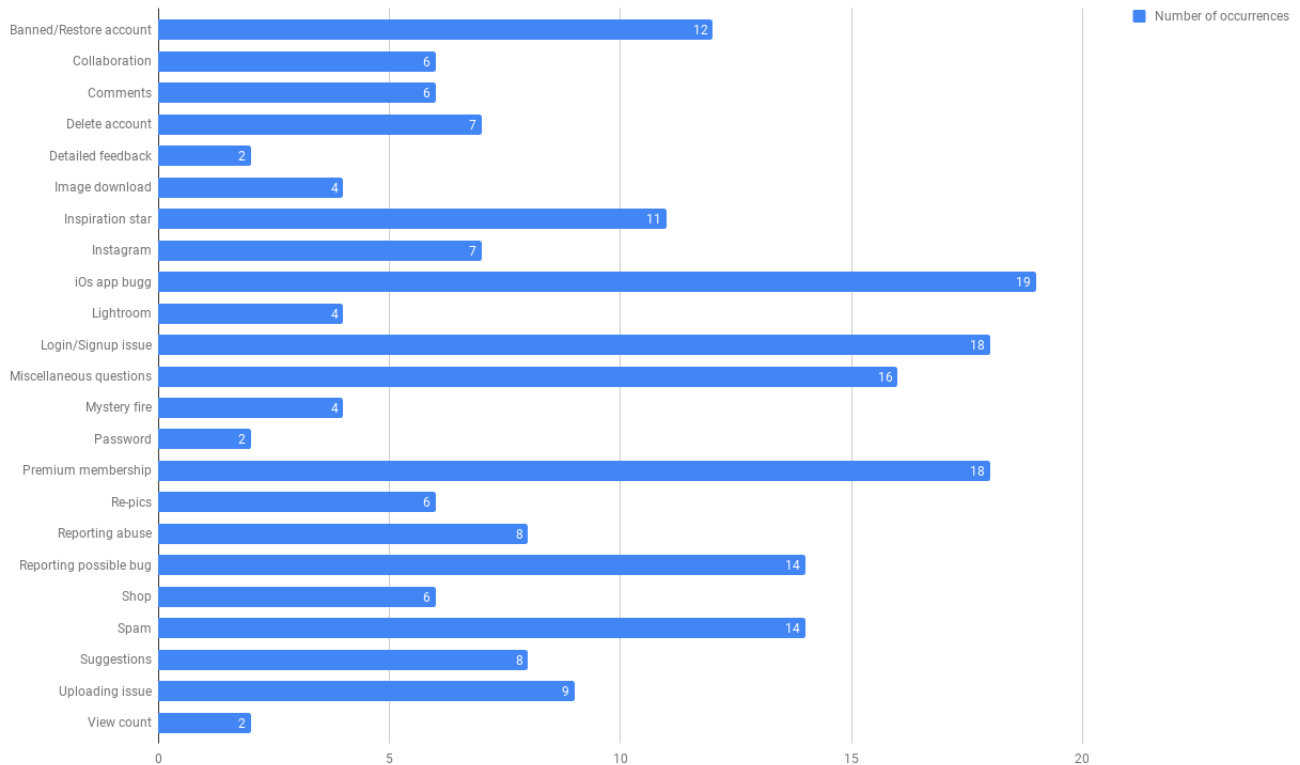


Figure 6.5: Chart displaying a summary of the categorized support errands.

All summarized version of all the support errands looked at and how they where categorized can be found in Appendix E.

6.7 Formulating the problems

In order to reach the ideation phase, the problems with the platform needed to be identified. For this, all results from all used methods needed to be taken into account. To get an overview of the results, we used the KJ-technique and individually wrote down all findings that we believed to be the most important on sticky notes, placed them on a board and grouped them together (see Figure 6.6).

While our aim for this thesis was to identify problems, we realized that in the process of this project we had also identified the platform's strengths. All sticky notes were then grouped again by which findings we considered to be positive versus negative, to filter out which could be identified as problems and which could be identified as strengths. Some findings were difficult to say whether they were positive or negative, as we were unsure if they were things that the user would actually want or need. These were then placed in a separate group. For each side, positive and negative, the sticky notes were grouped and named, and documented in a list of identified problems and strengths.

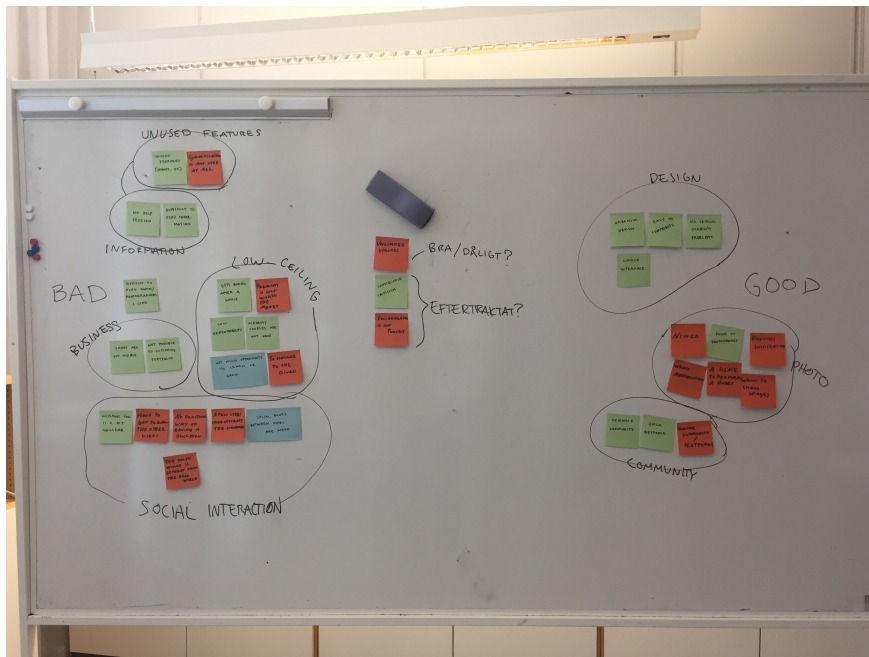


Figure 6.6: The KJ-technique was used for identifying the problems and strengths.

After this initial grouping, all results from previous methods were then reviewed once more, making sure that we had not missed anything that we considered important, during the KJ-session. The list of identified problems could then be refined, as a new category was found and other points on the list were removed because we realized they needed more investigation to determine if we considered it an actual problem. This list is presented in Section 7.2. Once the list had been refined, we could move on to the ideation phase, to find suggestions for solutions to the identified problems.

6.8 Ideation

To brainstorm ideas for solutions, each identified problem from the previous step were formulated into a How Might We-question (see Section 4.5.1), which was then brainstormed on for ten minutes each, again using a KJ-technique by individually writing down our ideas on sticky notes and presenting them to each other after the ten minutes were up. All ideas were documented in a list, which can be seen in full in Appendix F.

To prioritize and filter out the best ideas, we used the "Now, How, wow" matrix method (as described in Section 4.5.2), as can be seen in Figure 4.2. This process consists of placing your ideas in a matrix to determine whether the ideas are original or conventional, as well as difficult or easy to implement. The ideas closest to the Wow-quadrant, meaning they were both relatively original as well as easy to implement, were then chosen to be included in the final result.

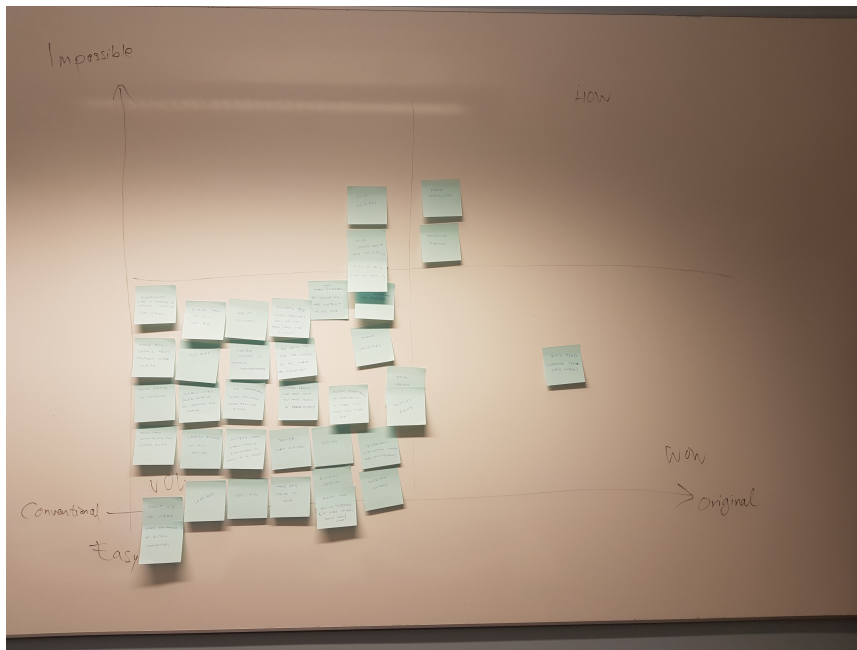


Figure 6.7: A Now, How, Wow!-matrix for sorting out the best ideas.

At first, all ideas for all four problem categories were put in the same matrix, but as the space became limiting, we instead decided to do only one problem category at a time. After the ideas for each category had been placed in the matrix, this allowed us to limit our list of ideas to only a few per How Might We-question. These ideas are presented in Section 7.3.

7

Results

The aim of this thesis is to identify problems with the photo-sharing social media platform *YouPic* and suggest solutions to these. To identify any problems, the platform was evaluated by conducting a heuristic evaluation, a stakeholder interview, focus group, questionnaire, and looking at support errands. All found issues were then grouped into four problem areas, presented in Section 7.2. Ideas for solving these problems were created through brainstorming sessions, and put together in a list for each problem area, as can be seen in Section 7.3. Lastly, a few subjects emerged during this project that were unable to be classified as neither strengths nor problems, as they could need further investigation. These subjects are also summarized in a list, in Section 7.4.

7.1 Strengths

During the process of identifying problems and finding negative qualities about the platform, the positive qualities also emerged. These were summarized into three categories described below:

- *Simple and attractive design*
The focus group described the design as simple and easy to use, and Attractiveness was the highest scoring category in the questionnaire. It is clean, modern, and stands well against its competitors.
- *Tailored for photographers*
Compared to the big social media sites, such as Facebook or Instagram, YouPic focuses on the hobby of photography and aims to attract photographers specifically. This means that all users share a common interest that they can all relate to. The focus group mentioned this particularly as something very positive, and as one of the main reasons for using the platform.
- *Community*
During the stakeholder interview, the community on the platform was described as friendly, and as one of the biggest differences between YouPic and its competitors. The focus group also mentioned that one of the strengths of the platform, is the feedback and quick response from other users. At YouPic, they feel that their photos are noticed and appreciated.

7.2 Problem areas

Four main problem areas were identified during the KJ-session described in Section 6.7. These are presented in the list below. The first two problem areas in the list (Low ceiling, Social interaction), were the two biggest groups that emerged during the KJ, meaning that these two groups contained most of the findings from the evaluation and user research. We therefore consider these two to be more significant than the last two (Finding information, Low dependability).

- *Low ceiling*

The platform is easy to understand and use, and it is therefore a low threshold to start contributing by uploading images. After a while, it may also however be easy to lose interest, as the platform does not offer much room to grow or discover new things. The focus group expressed a wish to develop as photographers, and that currently, the platform is good for getting their photos noticed, but not for learning how their photos can improve. There is an Academy section on the site dedicated to learning more about photography, but as was mentioned in the stakeholder interview, the courses are not very good and not a lot of people use them. Furthermore, one of the attributes that scored low in the questionnaire was Novelty, which indicates that the users perhaps do not see the platform as very innovative or forward-thinking, which can in turn be because of the platform's close similarities to its competitors - the users have seen this before and get exactly what they expect from it, but nothing new or exciting.

- *Social interaction*

As YouPic is a social platform, the user experience of the interaction with others users is very important. Although the friendly community on YouPic is identified as one of its strengths, the social interaction on the platform has a lot of potential for improvement. In the Stakeholder Interview, it was mentioned that the interaction is not very complex and that the social bonds between the users are weak. The focus group also discussed the limitations in the communication, as it is mainly possible only through one-to-one communication, and does not encourage discussions among several users. The platform might therefore need to offer more possibilities for users to get to know each other and create stronger social bonds. The heuristic evaluation also showed that the messaging tool can be confusing and uncomfortable to use, as it does not work quite as one would expect from similar messaging apps or features.

- *Finding information*

Information on the website is not always easy to find, and there is no clearly marked help section. Some features are also not sufficiently explained or promoted. The lack of help documentation may not be a serious issue as this is not a complex system, however the support errands showed that it was quite common for users to ask for help about features on the site. During the focus group discussion, the participants would also suggest improvements and new features to the site that were actually already implemented, which they were clearly not aware of. There

is information to find about the platform and its features, however the navigation to this information is not as intuitive as it could be.

- *Low dependability*

There are some inconsistencies on the site which makes the platform feel insecure. The heuristic evaluation showed that there were a few usability issues regarding user control: it is not always visible at first glance how to cancel out of, or delete, an action, and confirmation boxes are used sometimes, but not always, for irreversible actions. Dependability was also one of the lowest scoring attributes in the questionnaire, indicating that the users might not view the platform as reliable. The support errands further supported this, by consisting mostly of reports on bugs, disbelief regarding the nominations for Inspiration Stars, and disappointment about the Premium membership and its payment system.

7.3 Ideation results

This section presents the resulting design recommendations created during the ideation phase. The recommendations are presented for each of the four problem areas - low ceiling, social interaction, finding information and low dependability - and the accompanying "How might we...?"-question created during the brainstorming method known as "How Might We" (for detailed description of the method, see Section 4.5.1).

Problem area: Low ceiling

How might we help users develop as photographers?

- Develop and provide "Photo Checklists" on the platform. These checklists can be used to help photographers avoid common (beginner) mistakes, for different stages of a photo session. For example during planning: check the battery and memory card; on location: is the horizon straight and is the shutter speed fast enough; when editing: is the skin tones "correct" and is the crop suitable for the media it will be published in?
- Implement a "Recommended For You" section. At present, the platform does not tailor the content towards the user, and it can take time to find photographers that one really likes. Tailoring the content can be done by for example, asking users to choose which categories they are interested in at signup, or using an algorithm to display content which is similar to content that the user has previously favorited or commented on. Adapting the content feed like this has been done successfully in several other apps or websites, such as YouTube, Facebook, and Spotify.
- Introduce a discussion forum on the platform, to enable users to help each other and to curate a community where new users can learn from older users.
- Redesign the Academy section on the site so that the courses can be a valuable source of information and knowledge, to motivate and inspire the users to keep engaging in the hobby of photography. Put more focus on the Academy section

by incorporating it more into the entire platform rather than being a separated section.

Problem area: Social interaction

How might we make it easier for users to get to know each other?

- Introduce a "Behind-the-Scenes" Feed, separate from the users regular content, where the users are encouraged to post Behind-the-Scenes snapshots of the process of creating their photos, as well as every day life of a photographer. This allows for users to bond over similar experiences, and to learn more about the process of taking photos.
- Introduce a discussion forum on the platform which enables the users to more easily have in depth discussions in larger groups. A forum would also enable users to organize meet-ups or other events.
- Implement some way of showing how long a user has been a member on the site. This could for example be an icon next to the user name, similar to how the level is currently displayed currently. Being able to see if a member on the platform is a newcomer or a senior at a glance, could make it easier for users to approach each other, as well as offer a certain status for members who have been active on the platform for a long time.
- Enable users to customize their portfolio pages. At present, it is possible to upload a profile picture, fill out a bio, and the uploaded photos are displayed in a chronological order. Allowing users full control over their portfolio, would instead allow them to display their photos in a way that they believe best represents them as photographers, and also be able to show more of their personality.
- Redesign the messaging feature so that it follows best practise for messaging services used in social media, creating a lower threshold for sending private messages to each other.

Problem area: Finding information

How might we make it easier to learn features?

- Implement some form of pop-up that explains a feature when first using the platform. If a user does not use a feature for a long time, the platform could suggest that the user tries it out, through a pop-up with information in the style of a "Did you know..?"-question.
- Introduce a discussion forum so that the users can help each other and ask questions about how the platform works, without having to send in a support errand.
- Implement a help section that is easy to find, and contains all information a user needs to know about the platform.

Problem area: Low dependability

How might we make the users feel more secure on the site?

- Implement a function that can auto overlay a watermark logo on the users photos. This could make the process of stealing photos using "print screen" more difficult, and might make the users feel more secure when uploading images. This can be enabled or disabled by choice.
- To make the platform more consistent and reliable, all known bugs should be fixed, as well as all the minor usability problems found in the heuristic evaluation.
- A help section should help the users find the information they need, help them understand how to use the platform and what to expect from the available features.

Some features were mentioned as solutions to several problems. The two most mentioned are:

- Help section
- Discussion forum

These are not original ideas and have been done before, and should therefore also be relatively easy to implement.

7.4 Need more investigation

When formulating the problems in Section 7.2, we discovered that we had some interesting findings for which we cannot at this point say if they are problems or not. Even though these may be things that are currently missing from the platform, more research is needed on those specific features to say whether they are something that the users actually want.

- *Constructive criticism*

Constructive criticism was something that was discussed at lengths during the focus group session. The participants clearly stated that they would like to receive constrictive criticism on the platform, in order to improve their photos. In the stakeholder interview, we learned that YouPic used to have a critique feature, implemented as a separate comment section for the photo (if the user chose to enable it), but was later removed as it created a bad atmosphere in the community, since the critique was not always received well. What remains today, is the *detailed feedback* feature, which gives the possibility to quickly offer feedback on a few selected photographic qualities, but only positive feedback. This feature does not get a lot of use, however.

We do believe that it is possible to design a feature for constructive criticism, that does not harm the community. How that can be done, is however a more difficult question. More user research is also needed to make sure that this is something

that the users actually want. Even if the focus group in general were positive towards the idea of such a feature, one of the participants were very honest and said that the reason he is using YouPic is purely for entertainment, and would not be as interested in receiving constructive criticism.

The focus group also highlighted another problem with constructive criticism - someone has to be willing to provide it. This might turn out to not be an issue, however since it is not part of the community's culture to offer critique at present, this may need to be incited somehow.

- *Collaboration*

Using both Coopers design principals for social products (see Section 3.5) and the Reader-to-Leader framework (see Section 3.6) as heuristics during the heuristic evaluation, gave us insights on the lack of support for collaboration on the platform. Possibilities for collaboration was also mentioned in the focus group. However before finding ideas on what collaboration on a photo-sharing platform could entail, more user research is needed to determine whether this is something that the users actually miss and desire.

- *Business solutions*

Initially when formulating the problems in Section 7.2, not providing business solutions for users wanting to make a profit off of their photography, was considered to be one of them. The focus group mentioned wanting to be able to customize their profile so that it could be used as a portfolio to send to clients, something which was also asked for in the support errands. The support errands also told us that there are users looking for ways to sell their photos, and one even asked: "How can I make money on YouPic?". However this subject was later moved off of the list of problems, as YouPic does not currently aim specifically on providing business solutions, and we therefore do not consider it a problem, but rather an opportunity for expansion. Incorporating more support for creating and managing a possible career in photography, could both be a way for users to develop as photographers, and be what sets YouPic apart from its rivals.

- *Unused features*

Some features on YouPic do not get a lot of use, for example the Share an Update-feature, the Academy section, the detailed feedback, and the gamification elements. This could be because of the third problem explained in Section 7.2, that it is difficult to find information, and that the users do not know how to use these features, or possibly even know about their existence. If it is the case that the users do not want the feature even if they know how to use it, should the unused features then be removed? Do they harm the rest of the experience on the platform, or do they simply go unnoticed when not used?. We believe that more research on each specific unused feature is needed, before it can be said if it needs to be removed, or if it is worth to redesign it.

- *Upload limit*

One thing that has been discussed during the project among ourselves and together with our supervisor at the company, is to limit the number of allowed uploaded images each day. Both the focus group and the support errands showed us that favorites and inspiration stars are greatly appreciated by the users, and an important part of the enjoyment of the platform. The idea behind an upload limit is, if users were not allowed to upload as many images but still spend the same amount of time on the platform, users would see more photos from different users, and the distribution of favorites and inspiration stars would also be spread out over more users, thus creating a more enjoyable experience for more people on the platform. Another positive effect could also be that, if limited to only upload a certain number of images each day, this would create a craving for uploading "the next" image. An upload limit could also be a way of preventing "spamming", i.e. uploading a large amount of images each day which over saturates the follower's home feeds with content from only one user.

However, we do not feel confident enough that these positive effects will occur to suggest implementing an upload limit. It might cause a negative effect instead, as users might get frustrated with the limit and turn to other photo-sharing sites when they are not allowed to upload more photos. It is also difficult to say what this limit should be, if it were to be implemented. A suggestion would be to investigate into how many images most of the active users upload during a day, to see for example, how many users would be affected by a limit of ten images per day.

8

Discussion

This chapter will discuss the various steps and choices made during the process of this project as well as comment on the results of each step.

8.1 Process discussion

The process of this project was rather unstructured in the beginning since it was not possible to determine the formulation of the research question, and the aim of the thesis was not clear. As mentioned in Section 6.1, our initial research question focused on gamification, and aimed to improve the user experience of YouPic by redesigning the gamification on the platform. This research question proved difficult to work with however, as we later realised that the solution to the user experience problems could lie outside of the gamification elements of the system, and that the gamification itself could cause a problem for the user experience. It was then decided to widen the scope and choose a new and broader research question that allowed the project to investigate the entire platform, and focus on identifying all potential problems of YouPic, rather than focusing on a specific part of it. Not being able to define a problem, and not being able to fully understand it until after the solution has been found, is also what a *wicked problem* is (see Section 3.1), and these types of problems are not uncommon in the field of design research.

Finding this new focus and new research question required a lot of time however. Even though the research question on gamification was difficult to work with, attempts were still made to move forward with the project and we started conducting user research, even though our aim was not entirely clear. Because our aim was not clear, we also failed to find enough relevant theory and methods to use, and therefore also lost the scientific approach to the project. The company developing the YouPic platform did not have any expertise in the field of interaction design, and could not offer guidance in that particular area, which meant that we had to be the experts ourselves, and that was not always easy. Deciding on a new research question helped to get the project in order, but it also meant that the project essentially needed to be restarted, and both background and user research had to be redone.

Because the project was essentially restarted, with a new background and user research phase, this meant that less time was available for the remainder of the project. This is perhaps most noticeable in the usability evaluation, where we were not able to consider recruiting either more evaluators, or doing any usability testing with users, because of

the limited amount of time we had left. It is also noticeable in our design recommendations, as we chose not to prototype any of them, and also did not discuss them with the company until after the project was done.

From this project we have learned the importance of time management and planning, perhaps especially when the aim is not clear from the beginning. The first goal of your project should be to frame your aim in a clear way to enable a structured work process. We do recommend putting time and effort into background research and framing of the problem statement in the beginning of a project, in order to avoid having to start over and having done irrelevant work. However, as mentioned when working with a wicked problem, they are difficult to define and therefore you might find that you will need to change your focus along the way, and that does not necessarily need to be hurtful for a project. This section will now go on to discuss the process of each method used in this project.

8.1.1 Heuristic evaluation

Heuristic evaluation is a very convenient method as it does not require any users. To yield a more reliable result however, it is still preferable to conduct a usability evaluation with participating users. One issue with the heuristic evaluation conducted in this project, is that we were only two evaluators even though it is recommended to be at least 3-5. This means that it was perhaps not possible for us to find all usability problems. It was also hard to know when to stop as we took each heuristic one by one and went through the entire platform. Deciding when the whole platform had thoroughly been examined and it was time to move to the next heuristic proved hard.

The heuristic evaluation is very dependent on the type of heuristics you choose. Something we experienced as we more or less used three different sets of heuristics. We got very different results in each of the different evaluations. This of course makes us wonder, are there better heuristics we should have used to find more problems?

We chose to not prioritize the usability issues found when using the Nielsen heuristics (see Section 6.3.1) because we did not deem them serious enough, but also because we thought it more interesting to focus on the social aspects of the product, as the product is a social media platform. However, this does not mean that these minor usability issues necessarily are less important for the user experience.

8.1.2 Focus group

The focus group was a pleasant way of gathering qualitative data, since it gave us a chance to speak to users first-hand, in a relaxed, semi-formal setting. It was however, difficult to ensure that all participants were able to contribute equally to the discussion. During our focus group session, some participants talked more than others, and one participant in particular was more dominant than the rest, causing the other participants to be inclined to agree with this participant, even though one of them was usually not as

willing to agree. At times, it also seemed to us that the participants were not speaking their mind freely, but rather saying what they thought we wanted to hear. Having a representative from the company with us in the room, may have contributed to this. We therefore realize, that the outcome of a focus group is much dependant on how well the discussion is moderated, and by whom, allowing for all users to be heard and feeling comfortable and confident enough to speak their mind.

The focus group was held quite early in the project process, before we had a clear idea of what we needed to know, so the questions we prepared for the discussion was rather broad. However, conducting the focus group early also gave us material to work with and helped us move forward in the project, so it is not certain that it would have helped us more, had we done it later. It might however had been a good idea to follow up on the focus group, and conducting a second session, once the focus of the project and thus also the discussion questions would have been more clear.

Another idea for the focus group that we had early on but never acted on, was to have a focus group of photographers but not necessarily users, which we could use as a sounding board for our ideas along the way. Not being familiar with the platform, the first meeting could consist of gathering ideas and criteria for a photo-sharing social media platform, while a second meeting could take place after they had familiarized themselves with the platform and would be able to provide feedback.

Finding themes through thematic analysis proved difficult, as a lot of the material was difficult to clearly distinguish from one other as they all seemed to address similar themes. We do still believe that the themes we did identify does capture the essence of the focus group discussion, although there were a few subjects briefly addressed during the discussion, that did not land under any of the themes. We do not see this as a serious problem, as we consider the most relevant subjects reflected in the identified themes. However, the process of deciding which subjects and citations from the group discussion to work with during the thematic analysis, was entirely based on our own judgment, and therefore it is possible that something that we decided to omit, may had been considered important to include, had it been analyzed by someone else.

8.1.3 Questionnaire

The main advantage of using the User Experience Questionnaire (UEQ), was that it is a quick and easy way of conducting a questionnaire. A lot of time was saved by using a template for our questionnaire, rather than creating one entirely on our own. The analysis of the collected data was also made an easy and time-efficient process, with the help of the accompanying analysis tool. The UEQ also has the benefit of having been created through studies by researchers and usability experts (see Section 4.3.4). Another advantage with using a template questionnaire like the UEQ, is that there was benchmark data that we could compare our results to, to give us an indication of how well this particular product scored.

The disadvantage of the UEQ, is that is dependant on how the respondents interpret the adjectives. For some adjectives, it might be difficult to understand how they relate to this particular product, or they might be difficult to understand because of insufficient knowledge of the language used in the questionnaire. We offered six language options for our questionnaire, but this does not mean that all respondents were able to receive the questionnaire in their native language. The translations of the questionnaire were also, as mentioned in Section 6.5.2, not optimal, and had to be modified by ourselves. However, as we do not speak all of the six languages we included in our questionnaire, we cannot ourselves confirm that the translations were all correct, although we did receive help for the French and Italian translations.

The sample size of the submitted responses to the questionnaire was quite small, which leads to larger uncertainty regarding the results. The variance for the answers was also rather big, as was the confidence intervals, but as mentioned in Section 6.5.3, because of this uncertainty we do not rely on the questionnaire alone, but rather see it as a supplement to the other user research methods.

The response rate was very low, the questionnaire was sent out to 45000 people but only received 97 clicks and 72 responses. Since the rate between clicks and responses was quite high however, we can assume that most of the people who were interested in the questionnaire were also able to complete it. Why so many did not even open the questionnaire is difficult to say, it could be because the invitation message itself was perhaps not motivating enough, or that most people were not interested in answering a questionnaire without some kind of incentive, which we did not provide. One reason could also be that one had to log in to YouPic in order to see the message notification, and that many of them simply did not log in during the time that we sent out the questionnaire.

Another issue we would like to address with the UEQ is, if it is possible to measure user experience in this way. Another approach to measuring the user experience could have been for example to ask the users through interviews, or let them record their emotions and experiences while using the product through a diary. We chose a quantitative approach in this instance, as we wanted to reach as many users as possible, but using a qualitative approach might have yielded a more potent result.

8.1.4 Support errands

Categorizing the support errands was not easy, as there were many different types of errands and many unique items that had to be categorized as "miscellaneous", as they were not possible to group with any of the other errands. It was sometimes also hard to know if the reported problem was caused by a usability issue, or if it was simply caused by a bug in the system, especially since some of these errands had not been solved by the company because the user had never replied back when asked for clarification of their problem.

Even though the support errands can give an indication of common issues for the users, the ones who take the time to send in support errands may not be representative of a common user of a platform of this type, as it is easier to simply stop using the site than to ask the support for help. This platform is not something that anyone needs to use, other than for entertainment. The support errands might therefore mainly represent the views of the most passionate users who care enough to make a complaint.

Even though the results of categorizing support errands did not show us any common usability issues users have on the site, as most errands were related to different kinds of bugs, and as the bugs are not caused by the interaction design but rather the implementation, they therefore fall outside of our scope. Looking at the support errands did however still give us a little more ground for two of our identified problem areas, Finding information and Low dependability (see Section 7.2).

8.1.5 Formulating the problems

When formulating the problems, it was difficult to be certain that we were taking all previous results into account, as we had at that point gathered a lot of different kinds of material, and needed to somehow keep in mind all at the same time. This is why we did a second check after our first session of summarizing the problems into a list. Even so, it is still possible that we may have overlooked something that would have affected the final result.

During this stage in the process, we also found subjects that we realized needed more investigation to know if we could consider them problem areas (see Section 7.4). Our main reason for not pursuing these subjects any further is because of the time limit of the project, this is as far as we managed to address these particular aspects. This could however, also be a cause of insufficient user research on our part, or insufficient use of our time.

8.1.6 Ideation

As the main goal of this thesis was to identify problems, we did not put as much time into the ideation of solutions, as we did for formulating the problems. The ideas we presented could therefore be much more refined. The Now-How-Wow matrix was a fairly quick and simple way of sorting out ideas, however it does only take originality and implementation into consideration. There are of course other factors that can determine what makes a good idea, the fact that an idea is original does not automatically mean that it would be more appreciated by the users than a conventional idea.

8.2 Results discussion

We believe that the identified problem areas (low ceiling, social interaction, finding information and low dependability) do encompass all of the different problems that we have discovered during this project, as these four areas are all quite broad and thus manage to include a wide range of factors. However, we also believe that it is possible for us to have missed problems, particularly as we struggled with the time management of this project

and spent a large portion of the time into finding a clear research aim, and therefore had less time for usability evaluation and ideation. It is also possible that if someone were to conduct the same project but with other methods, they may discover things that we did not, or believe other aspects to be of more importance than we did. There are also aspects that we only touch upon, that could need further investigation (see Section 7.4).

As more time was spent identifying problem areas than coming up with solutions, none of the ideas we present have been tested or prototyped in anyway, therefore this list is meant to be seen as a starting point for further ideation and design work.

When placing our ideas in the Now-How-Wow matrix, we also noticed that most of the ideas were in the Now-quadrant (meaning they were both conventional and easy to implement), whereas only one idea could be placed in the - perhaps most desired - Wow-quadrant (original and easy to implement). Noticing this, we could have spent some more time into finding ideas for, not only the Wow-quadrant, but all quadrants, to get as much variety as possible.

8.3 Generalizability

Even though this thesis focused on a particular product, the process and methods used for this thesis can be used for identifying UX problems for any type of product. Other social media platforms could also have the same problems that we identified for the YouPic platform.

8.4 Future Work

Since this thesis focuses on the user research phase, the results need be taken through to the next phase of the design process. This means that the entire result of this thesis can be seen as a list of suggestions for future work. A concrete task that can be done is to immediately start investigating the problem areas described in Section 7.4, which are the findings we do not know if they can be considered problems or not. The list of ideas for solutions for the identified problem areas as presented in Section 7.3, can also be a good starting place for future design work on the YouPic platform.

9

Conclusion

This thesis has identified user experience problems on a photo-sharing social media platform, by conducting user research and usability evaluation. Along with a list of problems, this thesis has also presented a list of ideas for improvements in these problem areas. The project consisted of four phases: background research, usability evaluation, user research, and ideation.

The research question of this thesis was:

What are the problems and design recommendations for enhancing the user experience of the photo sharing social media platform YouPic for current users?

Four main problem areas with the platform could be identified: *Low ceiling, social interaction, finding information, and low dependability*. Ideas for solving these problems were created for each of the four problem areas.

Low ceiling

- Photo checklists
- "Recommended for you"-section
- Discussion forum
- Redesign the Academy section

Social interaction

- "Behind the scenes" feed
- Discussion forum
- Member icons
- Allow custom profile pages
- Redesign the message feature

Finding information

- Pop-ups explaining features to new users
- Discussion forum
- Help section

Low dependability

- Auto overlay watermark on photos
- Fix known bugs and minor usability issues found in heuristic evaluation
- Help section

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A

Stakeholder interview

This is a summary, and not a transcription, of the interview with a representative from YouPic.

The interview started by informing the interviewee about anonymity and that the results from the interview will be published in the master thesis, however the result will not be connected the representative as a person but rather the views of the company. The representative agreed to consent.

How long have you been an employee at YouPic?

The representative has worked at the company for 21 months.

Describe YouPic

"YouPic is a nished social media platform for photographers."

Who are the users of YouPic?

People use YouPic because they want attention for being photographers from other photographers, as well as to get inspiration. It is usually people who don't know many photographers in real life, and therefore has to find them elsewhere. Also people who seek attention in general, and YouPic is a platform that gives attention to a different type of content than other more well known social media.

What is the purpose of YouPic?

The aim is to give photographers a platform where they can focus on the art of photography and share that with others. The goal with the platform is to create a community where it is fun to participate and where you can practise your hobby, photography.

How does YouPic differentiate from its competitors?

YouPic differentiates from its rivals by being more niched when compared to the large well known social media, for example facebook, instagram etc. When compared to other photo-sharing platforms, YouPic differentiates by its users in the community and the atmosphere. They are friendly, have a nice tone towards each other and try to help each other. The Detailed Feedback feature for example, is built so that it is only possible to give positive feedback and no negative feedback. But it is more about curating the bad behaviour away, then actively building positive behavior. This is done by spending time reading comments, looking for photos which are inappropriate, and banning people who behave inappropriately.

You used to have a critique function on the site, how did that function work and why was it removed?

The comment section was divided into two sections, one for constructive criticism and one for regular comments. This was taken away partly because it wasn't used and partly because people didn't respond well to negative feedback. The users had to enable or disable this feature when uploading each image, although the setting was saved once it had been turned on. The regular comment section usually consisted of only positive feedback like "great image" or "beautiful". Some users who got negative feedback and couldn't take it would write negative comments to the photographer who had criticized the image. When this feature was removed the whole community became more positive. However I believe that it is most likely possible to create a critique feature in some way that doesn't hurt the community.

What are YouPic's strengths?

The interface is simple and clean, and the community consists of photography interested, friendly people.

What are YouPic's weaknesses?

The interaction is not very complex, you know what you get. The social bonds between the users are weak. They can use the platform for a long time and still feel that the other users are strangers to them. Being famous on YouPic does not mean anything in real life. The platform is quite similar to its rivals and we have to fight over the users.

What is your view of the users and how do you communicate with them?

The most active users are people who haven't found their place anywhere else. In general they are nice. This can be seen from how they comment on each others photos as well as what they express when you get to talk to them using the two chat functions/support channels. There are some users who answer newsletter emails. I usually ask what the users think about the community when I have to talk to them for some other reason, for example when doing a collaboration.

Is there something you think YouPic should focus more on?

It is nice to share pictures but it is also nice to make money. In order to grow as a photographer you eventually want to start making money. To make money you have to be part of the local photography community, which the YouPic users generally are not. Our blockchain project will help users make money without that, for example by selling stock photos.

Is the Academy section of YouPic appreciated?

No it is not, we have thought about removing it. Remove the Academy and the Photographers page and just keep the Home and Explore feeds and the leaderboard, making the interface even more clean. I think the courses provided in the Academy are quite bad.

Why do you think people buy the Premium membership?

They want to get more exposure, they want to support the community and they want to have the gold crown next to their name.

What is the reasoning behind the "mystery fire"-icon?

We want the users to wonder and figure out what it is for themselves. It is a very conscious decision to not give any information what it is, even though I would think it is not very hard to figure out. It has helped to increase users' upload streaks, from only two people with a ten day streak, to about 400 people.

Please explain the gamification system.

Main purpose was to engage the users. Receiving XP for giving out favorites and repics could lead to spam, but the data show that that is not the case. We have thought about a way to limit potential spam but have not figured out a good way of doing so. The potential spam is however probably not because of users wanting to gather XP, but rather to generate attention for themselves. Certain functions are only unlocked when you have reached a certain level, this is to gradually introduce functions so as to not get too overwhelmed.

Regarding the upload limit:

We have thought about limiting the number of images a user is allowed to upload each day. This should create the effect that more people get to see images from more users. People tend to enjoy having one image with 100 favorites more than having 10 images with 10 favorites each. Limiting uploads should create a longing for uploading the next image. It forces the users to more carefully choose which image to upload, and to fill out all information, such as tags, description etc when uploading the image.

B

Heuristic Evaluation Results

This appendix contains the usability issues found from the heuristic evaluations.

B.1 Nielsen's heuristics

Visibility of system status

- No clear notification when leveling up - same notification as when the home feed has been updated.

Match between system and the real world

- "Photographers" icon not super clear what it means (could use a tooltip)
- Messages view does not work as one would expect from other messenger services
- Not able to send new messages from the Messages view
- Not able to go directly to the profile of someone you are talking to from the messages view
- When you send a new message (from someone's profile page) it is not clear who you are sending it to
- Repic is similar to retweet but not used exactly the same (you can't see repics together with own content)

User control and freedom

- Possible to delete comments, but not edit them
- For both comments and updates, the Delete-icon is only visible on hover, this causes a tiny moment of panic
- On all pop-ups (except for the Report popup), there is no Cancel-button, there is only a cross at the top right corner in the background. Even though you are able to exit by clicking outside of the popup, it still feels a bit unclear how to cancel out of the situation
- Only time a confirmation box is used is when you are deleting a photo, any other deleting actions are without confirmation

Error prevention

- Fairly easy to send a message to the wrong person (if that person has the same name) if you don't check the profile page closely
- In the "Find friends" function it is possible to accidentally send an invite email to every email address you have ever emailed - good for the company perhaps, but catastrophic for the user

Recognition rather than recall

- Some rules are not explicitly said about features that are available on different levels
- Top right menu could use tooltips for the icons since the icons are not super clear and therefore might be difficult to remember what they mean

Flexibility and efficiency of use

- No keyboard shortcuts
- Not possible to upload more than one image at a time
- Does not auto-complete search terms in the search bar (only auto-completes user-names)
- No bulk actions for organizing your photos

Aesthetic and minimalist design

- The information next to photos in the photo view could be minimized by allowing users to close or open the information they are interested in
- In the Photographers view, users are presented by avatar, name and level only, but not by their photos
- Why show Skills & endorsements on my home page?
- On others' photos the "..." icon has only one option (Report), this could be replaced by a Report-icon
- Clicking "Upload" takes you to a new screen, was expecting a pop-up with the two options provided on said new screen
- "Find friends" function on home page is a bit unclear (e.g. what happens when I click the arrow?)

Help and documentation

- No help section
- There is a FAQ, but the navigation path to it is not very intuitive - click on the user icon in the top right menu → About → FAQ. Having "About" under the user profile menu feels strange, since then "About" is in the context of my user profile, so "About" would then mean "About Me"? Having a separate "Help" or "Info" section might make it easier to find.

Other findings

- Still receive XP for actions even if you delete them
- "Share an update" not used?
- Default value in the Expertise-field in profile is Abstract, should maybe be an option to not choose anything
- Sometimes unclear when you need to hit "Save changes" in the settings views
- The shops are almost invisible, very difficult to find since there is no browsing view
- Still receive notifications even if the action was deleted, so when you click on the notification it leads nowhere

Usability Goals

B. Heuristic Evaluation Results

- Effectiveness
 - Message view is not intuitive
 - Not very clear who a message is being sent to
 - No help section
 - FAQ is difficult to find
 - Unclear if "save changes" is needed
 - Photographer icon not clear
 - Tooltips needed for icons in top right menu
 - No notification on leveling
 - Photographers view shows only names and level
- Efficiency
 - No auto-complete in search bar
 - Can only upload one image at a time
 - The "...-icon" contains only one item
 - No bulk actions for organizing photos
 - No keyboard shortcuts
- Safety
 - Find friends sends invites to all contacts without confirmation
 - No confirmations (except when deleting a photo)
- Utility
 - Not able to edit comments
 - Default values in "Expertise"-field is "abstract"
 - "Share update" not used
 - Re-pics not used the same way as re-tweets
 - Skills and endorsement not necessary on the home page
 - Minimize info in photo view
- Learnability
 - Delete-icon only visible on hover
 - No cancel button on pop-ups
 - Shops are not visible
 - No info about level specific features
- Memorability
 - -
- N/a
 - Upload screen not necessary
 - Still receives notifications even if action is deleted
 - Still receives XP for deleted actions

B.2 Cooper's principles for designing social products

Below are the notes taken for each design principle during the evaluation.

Social products know the difference between social and market norms

- What are the social norms on YouPic?

Social software lets users present their best side

- It is not possible to organize your photos in the order you want
- Not possible to fully customize your profile page
- Repics are separated from own content - why?

Social software permits easy collaboration

- No collaboration tools
- Possible to interact with users by commenting, sharing updates and stories
- Is there a need for a discussion forum? Or groups?

Social products know when to shut the door

- Not relevant for YouPic

Social products help networks grow organically

- Not much support for members to grow or help each other

Social products respect the complexity of social circles

- Not possible to handle permissions, all content is visible to everyone
- Not possible to create groups

Social products respect other users' privacy

- No privacy settings
- No possibility to hide information, but the information does not have to be filled in

Social products deal appropriately with the anti-social

- Possible to block users
- Possible to report inappropriate content
- No upload limit - could lead to spam?

Categorized after how well the principles are fulfilled

- Partially fulfilled
 - Social software lets users present their best side
 - Social products respect other users' privacy
 - Social products deal appropriately with the anti-social
- Not fulfilled
 - Social software permits easy collaboration
 - Social products help networks grow organically
 - Social products respect the complexity of social circles

B. Heuristic Evaluation Results

- Needs more investigation to be able to categorize
 - Social products know the difference between social and market norms
- Irrelevant
 - Social products know when to shut the door

B.3 The Reader-to-Leader Framework

Reading Usability

- Support for newcomers is possibly low.
- Are the navigation paths clear, does the user feel they have mastery and control?
- Not multilingual, only English, it is necessary though.
- Accessibility needs to be examined in order to have a statement on.

Reading Sociability

- There is no written policies about how to behave.
- We do not know which norms exist on the platform, this needs to be examined more.
- Is there a sense of belonging? Ask the users?
- Do users have other users that the look up to? Is it Possible to become a Youpic celebrity?

Contributing Usability

- It is possible to browse but not do any contributions without logging in. It is however quite easy to create an account.
- It's not possible to upload multiple pictures at once, there is however no limit on how many pictures you can upload.
- Do the user feel recognized?

Contributing Sociability

- Is it possible to build a reputation on YouPic? (If it is it is more likely that the user contributes more)
- Is is not possible to "rank" or give recognition to someone's comments.
- What images are appropriate to post, is there a norm to follow?

Collaborating Usability

- There are no tools which allow for collaboration

Collaborating Sociability

- Do the users want to collaborate?

Leader Usability

- There are no features which encourage users to aim for leader.

Leader Sociability

- Difficult to say if any of the sociability factors are supported without asking users

Questions for further investigation

- Are the users on YouPic interested in collaboration?
- Do the users feel recognized for their contributions?
- Are there any leaders on YouPic that the users look up to?
- Do the users feel a sense of belonging?
- Are there any social norms on YouPic?

C

Focus group

The following pages consist of:

1. Consent form
2. Questionnaire

[YouPic]

Medgivandeblankett för deltagande i fokusgrupp

Bakgrund/syfte

Vi är två studenter från Chalmers som studerar på masterprogrammet Interaction Design & Technologies, och gör just nu vårt examensarbete i samarbete med YouPic. Syftet med examensarbetet är att undersöka hur användarupplevelsen på YouPic kan förbättras och utvecklas, och som ett steg i ledet mot detta genomför vi denna gruppintervju för att samla in feedback från er användare som vi sedan kan använda i vårt arbete för att ta fram förslag på förändringar.

Användning av information

Intervjun kommer att spelas in i ljud och sedan transkriberas till text för att kunna analyseras och användas i det examensarbete som vi gör. Det är enbart vi studenter som kommer att lyssna på inspelningen och när transkriberingen är slutförd kommer ljudfilen att raderas. Examensarbetet kommer att publiceras, men inga namn eller andra uppgifter som kan sammankopplas till en person kommer att finnas med i rapporten. Ditt deltagande är helt anonymt.

Frivillighet

Gruppintervjun är i sin helhet frivillig och du kan närsomhelst avbryta deltagandet utan motivering om du skulle vilja.

Kontakta ansvariga

Om ni har frågor eller funderingar kring projektet så kontakta gärna:
Sara Johansson, 0730673194, sajhans@student.chalmers.se
Andreas Pegelow, 0768178940, pegelow@student.chalmers.se

Medgivande

[] Jag ger härmed samtycke till att gruppintervjun spelas in

Underskrift

.....

Namnförtydligande

.....

Datum

.....

[YouPic]

Namn:

Ålder:

Hur ofta använder du YouPic?

- Flera gånger om dagen
- En gång om dagen
- Några gånger i veckan
- En gång i veckan
- Några gånger i månaden
- En gång i månaden
- Jag använder inte YouPic längre

När var senaste gången du använde YouPic?

Premium

- Ja
- Nej

Anser du dig själv vara professionell fotograf?

- Ja
- Nej

Laddar du upp dina bilder på någon annan liknande tjänst?

- Ja
- Nej

Isåfall vilken/vilka?

D

UEQ Results

In this appendix, more detailed results from the UEQ will be presented. All descriptions, charts and tables are taken from the UEQ analysis tool spreadsheet.

Results

"The values for the single items are listed to allow you to detect outliers in the evaluations. If an item shows big deviations to the evaluations of the other items of the same scale this can be a hint that the item is misinterpreted (for example, because of a special context in your evaluation) by a higher number of participants. Values between -0.8 and 0.8 represent a more or less neutral evaluation of the corresponding scale, values $> 0,8$ represent a positive evaluation and values $< -0,8$ represent a negative evaluation."

Item	Mean	Variance	Std. Dev.	No.	Left	Right	Scale
1	1.7	1.3	1.1	62	annoying	enjoyable	Attractiveness
2	1.5	1.7	1.3	62	not understandable	understandable	Perspicuity
3	1.0	3.2	1.8	62	creative	dull	Novelty
4	1.3	3.4	1.8	62	easy to learn	difficult to learn	Perspicuity
5	1.3	2.4	1.5	62	valuable	inferior	Stimulation
6	1.3	1.8	1.3	62	boring	exciting	Stimulation
7	1.5	1.9	1.4	62	not interesting	interesting	Stimulation
8	0.4	2.1	1.5	62	unpredictable	predictable	Dependability
9	0.9	2.6	1.6	62	fast	slow	Efficiency
10	0.6	1.7	1.3	62	inventive	conventional	Novelty
11	1.0	2.2	1.5	62	obstructive	supportive	Dependability
12	1.6	1.8	1.3	62	good	bad	Attractiveness
13	1.4	1.8	1.4	62	complicated	easy	Perspicuity
14	1.7	1.4	1.2	62	unlikable	pleasing	Attractiveness
15	0.5	1.8	1.3	62	usual	leading edge	Novelty
16	1.7	1.3	1.1	62	unpleasant	pleasant	Attractiveness
17	1.3	2.2	1.5	62	secure	not secure	Dependability
18	1.2	2.4	1.5	62	motivating	demotivating	Stimulation
19	0.9	2.2	1.5	62	meets expectations	does not meet expectations	Dependability
20	1.0	1.8	1.3	62	inefficient	efficient	Efficiency
21	1.4	2.1	1.5	62	clear	confusing	Perspicuity
22	1.2	1.9	1.4	62	impractical	practical	Efficiency
23	1.2	2.6	1.6	62	organized	cluttered	Efficiency
24	1.5	2.0	1.4	62	attractive	unattractive	Attractiveness
25	1.7	2.3	1.5	62	friendly	unfriendly	Attractiveness
26	0.8	2.5	1.6	62	conservative	innovative	Novelty

Figure D.1: Results for each questionnaire item

Distribution of Answers per Item

"Here you can see the distribution of answers to the single items. If there are items that show a polarization in the answers (many negative and many positive judgements and not much neutral judgements) may help to get deeper insights concerning aspects of the product that are experienced as quite positive by one subgroup of participants and

quite negative by another subgroup."

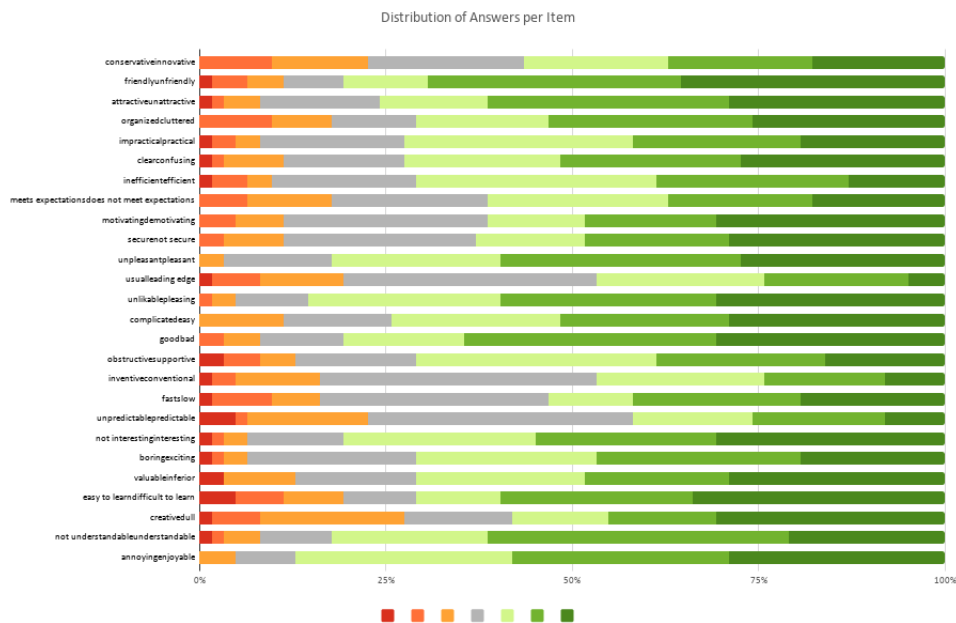


Figure D.2: Answer distribution for each questionnaire item

Correlations of the items per scale and reliability coefficients

"The Alpha-Coefficient (Cronbach, 1951) is a measure for the consistency of a scale. There is no generally accepted rule how big the value of the coefficient should be. Many authors assume that a scale should show an alpha value > 0.7 to be considered as sufficiently consistent, but these suggestions are more rules-of-thumb and not based on some sound statistical facts. Thus, from a methodological standpoint such a use of a cut-off criterium is not really well-founded (see for example Schmitt, N., 1996). Especially if you have only a small sample (for example less than 50 answers) the value of the Alpha-Coefficient should be interpreted very carefully. In such cases a low Alpha can result from sampling errors and may not be an indicator for a problem with the scale."

D. UEQ Results

Attractiveness	
Items	Correlation
1, 12	0.58
1, 14	0.56
1, 16	0.72
1, 24	0.50
1, 25	0.40
12, 14	0.80
12, 16	0.69
12, 24	0.63
12, 25	0.71
14, 16	0.73
14, 24	0.72
14, 25	0.69
16, 24	0.62
16, 25	0.62
24, 25	0.67
Average	0.64
Alpha	0.92

Perspicuity	
Items	Correlation
2, 4	0.44
2, 13	0.56
2, 21	0.62
4, 13	0.62
4, 21	0.60
13, 21	0.53
Average	0.56
Alpha	0.84

Efficiency	
Items	Correlation
9, 20	0.44
9, 22	0.18
9, 23	0.64
20, 22	0.56
20, 23	0.57
22, 23	0.42
Average	0.47
Alpha	0.78

Figure D.3: The alpha coefficient for Attractiveness, Perspicuity, and Efficiency.

Dependability	
Items	Correlation
8, 11	0.32
8, 17	0.15
8, 19	0.02
11, 17	0.40
11, 19	0.55
17, 19	0.55
Average	0.33
Alpha	0.67

Stimulation	
Items	Correlation
5, 6	0.65
5, 7	0.66
5, 18	0.70
6, 7	0.80
6, 18	0.64
7, 18	0.70
Average	0.69
Alpha	0.90

Novelty	
Items	Correlation
3, 10	0.40
3, 15	0.24
3, 26	0.18
10, 15	0.55
10, 26	0.50
15, 26	0.49
Average	0.39
Alpha	0.72

Figure D.4: The alpha coefficient for Dependability, Stimulation, and Novelty.

E

Support Errands

The following pages contains all the summarized support errands looked at and how they where categorized.

Date	Reason	Category
02/07/2018 11:17:00	Banned because of uploading someone else pictures	Banned/Restore account
09/07/2018 02:02:00	Banned for posting adds	Banned/Restore account
10/07/2018 08:33:00	Banned because of uploading ads	Banned/Restore account
13/07/2018 19:48:00	Wanting to reactivate the users banned account which was banned for inappropriate content	Banned/Restore account
17/07/2018 07:52:00	Trouble logging in, says account is banned	Banned/Restore account
19/07/2018 04:22:00	Banned because of uploading ads	Banned/Restore account
20/07/2018 00:53:00	Wanting to restore the user account	Banned/Restore account
24/07/2018 21:00:00	Trying to log in but discovers that the account is banned	Banned/Restore account
25/07/2018 11:29:00	Banned because of uploading ads	Banned/Restore account
27/07/2018 09:41:00	Asking why the users account is banned	Banned/Restore account
28/07/2018 00:32:00	Wanting to restore the user account	Banned/Restore account
30/07/2018 07:04:00	Banned for posting abusive content	Banned/Restore account
02/07/2018 13:36:00	Expresses the wish to help with the blockchain project	Collaboration
04/07/2018 10:52:00	Was contacted by a YouPic employee about a collaboration but have not heard anything back.	Collaboration
16/07/2018 12:45:00	Asking for a collaboration?	Collaboration
20/07/2018 01:43:00	Wants to work at YouPic	Collaboration
26/07/2018 19:14:00	Wants to work at YouPic	Collaboration
26/07/2018 20:09:00	Wanting to be involved in the blockchain project	Collaboration
10/07/2018 09:57:00	Confusing how the comment system works	Comments
19/07/2018 11:48:00	Wanting help to find the comment section	Comments
20/07/2018 11:13:00	Asking if it is not possible to write comments using the app	Comments
22/07/2018 21:32:00	Trouble seeing what comment the notifications relate to and having trouble uploading pictures	Comments
23/07/2018 18:54:00	Having trouble regarding the comment section and notifications	Comments
24/07/2018 10:59:00	Can not read comments in the app	Comments
06/07/2018 06:26:00	Wanting to delete the account	Delete account
27/07/2018 01:04:00	Wants help to delete the users account	Delete account
28/07/2018 06:44:00	Wishes to the delete the users account	Delete account
28/07/2018 06:44:00	Wishes to the delete the users account	Delete account
28/07/2018 16:15:00	Wanting to delete the account	Delete account
29/07/2018 09:24:00	Wishes to the delete the users account	Delete account
29/07/2018 22:26:00	Wishes to the delete the users account	Delete account
12/07/2018 08:24:00	Asking about the detailed feedback feature, how it works	Detailed feedback
24/07/2018 00:35:00	Asking for clarification about the detailed feedback feature	Detailed feedback
01/07/2018 11:18:00	Asking if it is possible to download all pictures from the users profile	Image download
13/07/2018 20:41:00	Wanting to download all the users pictures because of a hard drive crash	Image download
19/07/2018 22:30:00	Wanting to download all the users pictures	Image download
21/07/2018 00:36:00	Wanting to download all the users pictures because of a hard drive crash	Image download
06/07/2018 08:08:00	Asking how the nomination stars work	Inspiration star
07/07/2018 08:22:00	Has not received a Inspiration star in a long time	Inspiration star
14/07/2018 02:25:00	Asking why the user's picture did not get an insperation star	Inspiration star
17/07/2018 23:45:00	Very upset about not getting inspiration stars	Inspiration star
18/07/2018 12:12:00	Confused nomination stars with inspiration stars	Inspiration star
20/07/2018 12:12:00	Upset about not getting Inspiration stars	Inspiration star
20/07/2018 22:40:00	Wondering about what the purpose of giving a nomination to someone is. Has received nominations without getting a star, and has received a star without getting nominations, therefore doesn't understand what the correlation between them is.	Inspiration star
22/07/2018 08:19:00	Asking why the user's picture did not get an inspiration star even though it got several nominations	Inspiration star
22/07/2018 20:35:00	Asking to get an inspiration star on a specific image	Inspiration star
22/07/2018 20:39:00	Upset for not receiving an inspiration star	Inspiration star
29/07/2018 07:12:00	Asking about nomination and inspiration stars	Inspiration star
02/07/2018 03:33:00	Asking about a promised feature on Instagram	Instagram

05/07/2018 19:17:00	Asking if YouPic recruits new members on instagram	Instagram
06/07/2018 08:11:00	Asking if YouPic recruits new members on instagram	Instagram
15/07/2018 23:27:00	Asking why the user's picture did not get an inspiration star even though it got several nominations	Instagram
22/07/2018 14:37:00	Asking if an instagram account belongs to YouPic	Instagram
27/07/2018 09:34:00	Asking if an instagram account belongs to YouPic	Instagram
29/07/2018 07:17:00	Asking if an instagram account belongs to YouPic	Instagram
03/07/2018 02:36:00	Can not upload pictures using the iOS app	iOs app bugg
03/07/2018 11:03:00	Can not download the iOS app	iOs app bugg
03/07/2018 20:13:00	Can not install the iOS app	iOs app bugg
04/07/2018 06:24:00	Can not download the iOS app	iOs app bugg
05/07/2018 00:03:00	Can not upload pictures using the iOS app	iOs app bugg
06/07/2018 15:40:00	Can not upload pictures using the iOS app	iOs app bugg
07/07/2018 18:31:00	Can not upload pictures using the app	iOs app bugg
08/07/2018 01:00:00	Can not download the iOS app	iOs app bugg
08/07/2018 09:09:00	Can not download the iOS app	iOs app bugg
09/07/2018 12:27:00	Problem with the iOS app	iOs app bugg
10/07/2018 09:26:00	Can not install the iOS app	iOs app bugg
12/07/2018 01:59:00	Can not install the iOS app	iOs app bugg
22/07/2018 09:36:00	Trouble uploading images using the iOS app	iOs app bugg
23/07/2018 01:54:00	Can not upload using the iOS app	iOs app bugg
26/07/2018 01:03:00	Trouble uploading using the app	iOs app bugg
26/07/2018 22:52:00	Trouble uploading images using the iOS app	iOs app bugg
28/07/2018 05:56:00	Trouble uploading images using the app	iOs app bugg
31/07/2018 14:40:00	Unable to upload photos in the iPhone app, the upload request timeout.	iOs app bugg
31/07/2018 14:52:00	Trouble uploading pictures using the iOS app	iOs app bugg
02/07/2018 12:21:00	Asking for help to install the Lightroom plugin	Lightroom
16/07/2018 21:19:00	Reporting a bug with the lightroom plugin	Lightroom
20/07/2018 13:44:00	Asking how to get featured on the "spotlight"	Lightroom
26/07/2018 01:06:00	Problems with the lightroom plugin	Lightroom
02/07/2018 10:56:00	Wanting to create a new account with the same email	Login/Signup issue
06/07/2018 09:30:00	Trouble logging in	Login/Signup issue
12/07/2018 12:59:00	Trouble logging in	Login/Signup issue
14/07/2018 04:19:00	Trouble logging in	Login/Signup issue
14/07/2018 07:54:00	Trouble login in, normally uses the "login via twitter"	Login/Signup issue
15/07/2018 17:07:00	Trouble logging in because of wrong email	Login/Signup issue
17/07/2018 07:46:00	All the users content is gone, probably because the user accidentally created a new account using the Facebook login	Login/Signup issue
17/07/2018 07:55:00	Used wrong email when logging in	Login/Signup issue
22/07/2018 10:08:00	Trouble logging in, says account is deleted upon trying	Login/Signup issue
23/07/2018 07:51:00	Trouble creating a new account with a previously used email	Login/Signup issue
23/07/2018 09:49:00	Trouble login in	Login/Signup issue
24/07/2018 12:05:00	Trouble logging in, forgot email?	Login/Signup issue
28/07/2018 17:56:00	Trouble logging in	Login/Signup issue
29/07/2018 14:17:00	Can't remember login details, created a new account, but would rather have access to the old account.	Login/Signup issue
29/07/2018 17:33:00	Trouble signing up, account immediately got banned	Login/Signup issue
29/07/2018 20:57:00	Can't login because it says account is deleted. Can't remember the email address that was used at signup, tried to create new account but didn't work.	Login/Signup issue
29/07/2018 21:22:00	Trouble creating a new account with a previously used email	Login/Signup issue
30/07/2018 11:53:00	Trouble signing up	Login/Signup issue
07/07/2018 01:44:00	Asking to find a direct link to the users profile	Miscellaneous questions
21/07/2018 15:31:00	Wants help creating an album	Miscellaneous questions
24/07/2018 14:46:00	Wanting to hide anothers users content	Miscellaneous questions
30/07/2018 01:12:00	Asking how to find the forums	Miscellaneous questions
27/07/2018 15:10:00	Reporting that the user has closed its own website and switch to only use YouPic as portfolio	Miscellaneous questions
01/07/2018 15:11:00	Asking for the price of premium in Indian Rupees	Miscellaneous questions
02/07/2018 19:17:00	Wants help with removing credit card information	Miscellaneous questions

07/07/2018 06:50:00	Asking if it is possible to make money using YouPic	Miscellaneous questions
08/07/2018 16:00:00	Asking about the optimal image size to upload in	Miscellaneous questions
20/07/2018 04:09:00	Asking how much nudity is allowed on YouPic	Miscellaneous questions
21/07/2018 10:42:00	Wanting to prevent anyone from stealing the users images	Miscellaneous questions
22/07/2018 21:57:00	Asking if there will be more contest and when	Miscellaneous questions
23/07/2018 08:23:00	Wants help turning notifications on	Miscellaneous questions
27/07/2018 10:04:00	Asking about copyright	Miscellaneous questions
27/07/2018 18:27:00	Asking for general information about how the site works	Miscellaneous questions
30/07/2018 12:02:00	Asking if it is possible to embed YouPic in other sites	Miscellaneous questions
05/07/2018 09:29:00	Asking what the mystery fire means	Mystery fire
06/07/2018 14:19:00	Asking what the mystery fire means	Mystery fire
14/07/2018 19:43:00	Asking about the mystery fire	Mystery fire
17/07/2018 13:15:00	Asking about the mystery fire	Mystery fire
11/07/2018 07:34:00	Wanting to reset the password	Password
26/07/2018 15:17:00	Wants help changing password	Password
29/07/2018 03:14:00	Asking what a Premium Award is	Premium membership
01/07/2018 04:58:00	Got money withdrawn because of auto renewal	Premium membership
02/07/2018 09:50:00	Wants help with canceling Premium membership	Premium membership
02/07/2018 11:53:00	Worried that he is not getting the exposure he should from being a Premium member	Premium membership
03/07/2018 10:51:00	Quitting the Premium plan because a feeling it does not provide enough value	Premium membership
04/07/2018 11:54:00	Asking how to cancel the Premium membership	Premium membership
07/07/2018 12:16:00	Expressing opinions about the pricing model	Premium membership
08/07/2018 01:16:00	Asking to get Premium for free	Premium membership
12/07/2018 13:41:00	Asking for a refund	Premium membership
15/07/2018 09:45:00	Asking about the pricing and wondering why the user does not get as much exposure as he used to	Premium membership
15/07/2018 11:10:00	Upset about the auto renewal of the Premium membership and money withdrawn without any notice	Premium membership
15/07/2018 11:13:00	Wanting to cancel the Premium membership	Premium membership
18/07/2018 01:52:00	Wanting to cancel the Premium membership	Premium membership
21/07/2018 18:34:00	Wanting a refund because of the auto renewal	Premium membership
23/07/2018 11:32:00	Worried that the user is not getting the exposure he should from being a Premium member	Premium membership
24/07/2018 19:04:00	Asking about how to pay for Premium	Premium membership
25/07/2018 14:11:00	Asking to get a free month of Premium to try	Premium membership
26/07/2018 10:26:00	Asking when the user's subscription is up for renewal	Premium membership
08/07/2018 11:28:00	Asking what a re-pic means	Re-pics
09/07/2018 09:22:00	Asking what a re-pic means	Re-pics
12/07/2018 20:31:00	Asking what a re-pic means	Re-pics
23/07/2018 04:34:00	Asking what a re-pic means	Re-pics
26/07/2018 22:44:00	Asking what a re-pic means	Re-pics
30/07/2018 09:19:00	Asking what a re-pic means	Re-pics
07/07/2018 21:11:00	Reporting a fake user	Reporting abuse
08/07/2018 18:17:00	Wants help deleting a picture from another user which is used without permission	Reporting abuse
10/07/2018 01:29:00	Reporting another user stelling images	Reporting abuse
13/07/2018 05:28:00	Reporting fake user	Reporting abuse
13/07/2018 15:31:00	Reporting fake user	Reporting abuse
13/07/2018 16:31:00	Reporting an abusive user	Reporting abuse
24/07/2018 01:57:00	Upset about having a picture stolen and posted on another site	Reporting abuse
24/07/2018 14:36:00	Reporting another user who has uploaded a picture which the user does not own	Reporting abuse
01/07/2018 04:17:00	Possible bug in the interface	Reporting possible bug
02/07/2018 03:24:00	Saw a "nude" picture in the "spotlight" even though the user has selected to not show photos with adult content	Reporting possible bug
04/07/2018 14:55:00	Asking to fix a bug with the number of followers	Reporting possible bug
06/07/2018 23:43:00	Reporting possible bug	Reporting possible bug
07/07/2018 01:08:00	Reporting a bug with navigation	Reporting possible bug
07/07/2018 16:25:00	Reporting notification bug	Reporting possible bug
08/07/2018 19:44:00	The Inspiration feed is not updated for several days	Reporting possible bug

13/07/2018 00:49:00	Receiving no notification	Reporting possible bug
13/07/2018 11:18:00	Reporting bug with russian keyboard layout	Reporting possible bug
17/07/2018 12:03:00	Reporting notification bug	Reporting possible bug
17/07/2018 23:15:00	Reporting a bug with not being able to unfollow	Reporting possible bug
18/07/2018 22:51:00	Can not see the users last uploaded picture, probably failed at uploading	Reporting possible bug
30/07/2018 08:48:00	Reporting bug with notifications and messages	Reporting possible bug
31/07/2018 13:12:00	Reporting bug with a user giving out 60 nominations to a single photo in one day	Reporting possible bug
02/07/2018 00:06:00	Clarification about the shop	Shop
05/07/2018 12:14:00	Asking how to create a shop	Shop
06/07/2018 08:55:00	Problems creating a shop	Shop
11/07/2018 03:28:00	Asking how the user can sell images	Shop
11/07/2018 03:36:00	Asking about the shop, image resolution and pricing	Shop
30/07/2018 09:46:00	Asking how to create a shop	Shop
05/07/2018 10:07:00	Linkedin invite	Spam
05/07/2018 13:02:00	Complaining about spam	Spam
10/07/2018 05:32:00	Confusion, irrelevant	Spam
11/07/2018 10:04:00	Linkedin invite	Spam
11/07/2018 15:26:00	Not clear what the problem is	Spam
12/07/2018 05:32:00	No question	Spam
13/07/2018 11:04:00	No question	Spam
14/07/2018 17:31:00	Spam	Spam
15/07/2018 06:44:00	Spam	Spam
18/07/2018 17:33:00	Linkedin invite	Spam
18/07/2018 19:45:00	No question	Spam
24/07/2018 12:44:00	No question	Spam
27/07/2018 10:12:00	No question	Spam
30/07/2018 11:22:00	No question	Spam
07/07/2018 14:24:00	Suggestion how the home feed should work. However it already does but the user does not understand	Suggestions
11/07/2018 16:43:00	Asking how you can "store" other photos you like and why there is no forum	Suggestions
12/07/2018 08:32:00	Suggestion that YouPic implements keyboard shortcuts	Suggestions
13/07/2018 20:16:00	Wanting to be able to double tap to favorit photos, like on instagram	Suggestions
17/07/2018 13:46:00	Wanting to improve the way YouPic reads the meta data	Suggestions
19/07/2018 18:19:00	Suggesting implementing notification when receiving a DM	Suggestions
23/07/2018 20:43:00	Wants to customize the user's profile page	Suggestions
27/07/2018 16:48:00	Suggestion features	Suggestions
13/07/2018 03:56:00	Trouble uploading pictures	Uploading issue
17/07/2018 15:41:00	Trouble uploading pictures	Uploading issue
19/07/2018 23:40:00	Trouble uploading pictures	Uploading issue
20/07/2018 19:55:00	Trouble uploading pictures	Uploading issue
21/07/2018 05:31:00	Trouble uploading pictures	Uploading issue
22/07/2018 12:18:00	Trouble uploading pictures	Uploading issue
26/07/2018 17:38:00	Trouble uploading pictures	Uploading issue
26/07/2018 23:03:00	Trouble uploading pictures	Uploading issue
31/07/2018 05:22:00	Trouble uploading pictures	Uploading issue
04/07/2018 06:21:00	Asking how the number of views on each photo is calculated	View count
05/07/2018 02:22:00	Asking how the number of views on each photo is calculated	View count

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Ideation - all generated ideas

How might we help users develop as photographers?

- Photo meet-ups
- Photo challenges
- Ranking photos
- Offer more inspiration by tailoring the content to the user.
- Master classes with famous photographers
- Live lectures
- Give photo advice and tips & tricks
- Fix the academy courses
- Photo checklists
- Photo contests
- Business
 - Improving the business aspects could "raise" the ceiling.

How might we make it easier for users to get to know each other?

- Status icons for how long you have been a member
- Meet-ups/events
- Better chat function
- Groups
- Discussion forums
- Allow customization of portfolio so users can show who they are
- Force users to fill out bio
- Be able to see the names of people who have favorited a photo
- Promote update status feature
- Behind the scenes feed separate from other content

How might we make it easier to learn features?

- Tool-tip
- Help section
- Make FAQ easier to find
- Forum for asking questions (Let older members teach new members)
- Chat bot
- Overlay guides
- Tutorials/introduction course for new members

- Prompts for using features that has not been used for a while
- Tips & tricks (Did you know..?)

How might we make the users feel more secure on the site?

- Allow editing of comments
- Cancel-buttons on all pop-ups
- Clearly visible delete buttons for comments and updates
- Use confirmation when deleting/other non reversible actions
- Do not show notifications for deleted actions
- Notify users when their subscriptions is about to be payed
- Make all details about payment super clear, give the users more control of what is happening
- Make premium more value for money or change the communication about the premium membership
- Permissions make it possible to change visibility for users, create groups
- Auto overlay logo/watermark on photos
- Do not lie to the users
- Fix all known bugs
- Make nominations be actual nominations