

"Moments"

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March 20, 2014

Introduction

Remember when people use to to say “A picture is worth 1,000 words”? Well 12 billion selfies later and that old saying doesn’t quite feel the same. We are constantly seeing pictures of things, friends, family, cats in boxes and other random people on our social media sites. In fact I saw a picture on Facebook the other day that said there are more pictures taken in 2 minutes of the 20th century then there was in all of the 19th century. Is it true? I have no idea but it sounds about right.

The entire photo viewing experience is forced on a viewer today, where as a century ago it was an experience people would seek. The feeling we get when we ran across old family photos in the addict or an old album at an old childhood friend’s house, that’s what the “Moments” app aims to recreate in the digital world.

Purpose From

The purpose of moments is to create a media-viewing platform that restricts users from seeing content from a publisher unless they are in a specific location. In this version of the application the user will only be able to post media to the geolocation in which the media content was taken from their mobile device. This application will aim to create a more exclusive and intimate viewing experience by limiting the way it can be viewed: in the location it was taken.

The application will also not feature any filters of media enhancements of any kind. Moments will only capture the rawest form of the users moment.

Large scope

The vision of moments is to create a collective library (and data mine) of moments around the world. After many years of contribution, users will be able to use moments as a reference point in time of what happened in the area they are in.

For Example:

It's the year 2025 and John and Mary are at the location of their wedding 10 years ago. They have been going through a rough patch in their relationship due to John's cocaine and gambling, and Mary's relationship with the new pool boy. They return to the location of their wedding to hopefully spark some of those old flames and remind them why they got into this damn union in the first place.

John remembers asking his friends to make a few moment son the moment app on the day of his wedding. He has totally forgot about this until now. He opens up the moments app and relives the "moments" of his wedding with his wife. They live happily ever after.

Another Example

The Moments application can also be used in an educational way, achieving historical events. For this example lets pretend moments was in existence the day Martin Luther King delivered his "I dream when I sleep" speech on Lincoln Memorial on Aug. 28, 1963.

Ok. Not fast forward to present day where J-Quan and a class of schoolmates attend the Lincoln Memorial on a class field trip. J-Quan is able to use the moments application to go back in the moments time archive to see real media, real “moments”, recorded during the events.

Future Features

- Creating a public and private settings for user to have the option to post media to publicly or privately – so only friends and family can see.
- Creating a ranking system for users to rank moments. Once there are many moments in a specific area it will become a competition to have the best moment in that area. This leads into the Scavenger hunt gamification design.
- We want user to feel as if they are on a scavenger hunt of these raw media moments. The moments of the users your following will notify you when your within 50 meters of the location in which the media was captured.

Creating geographic reference points of your friends moments on a map will give other users the location information of the users moment but will not reveal the moment itself. Design to tease and entice viewers to go to the locations of these moments needs further consideration.

- Teaser footage
 - Maybe just show a dot on the map for pictures
 - Maybe show just a frame on the map for video

- Maybe a gif- if there is mutlipel content

Phase one – Geolocating media

For this project I will focus on creating the geolocation media capturing features of the application for one user – myself. Setting up the basic interface where this user can upload media to the “public” moments map will be the goal in this phase. I will also try to get the geo-locating viewing feature (making it only viewable to those in the location of which the media was captured) functional as well.

If time permits then I will move on to creating the data mining features and CMS aspects.

User Center Objectives

- Create moments a post to a map for friends to see
- Search for friends posted media when in a new location
- Look back in time to what was going in yoru current location in the past.
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Business organization objectives

- Government can use this to spy on everyone’s moments. Fuck them.
- This app could become a supplemental media outlet for bigger media productions like movies (looking at behind the scene footage of places they shoot)

- Could be used in a number of ways for people or companies trying to tell an augmented story.
- Education or fun – creating personal or education scavenger hunts with a specific task in mind.

Invision proto

<http://invis.io/CS2D83ZTK>

Platform

Ios

Features

Picture capture

Geolocation

User profile

Time line for completion

- March 30 - design done
 - Wire frames
 - Concept write ups
 - Code research and plan
- April 30 – code done
 - Execute code research and plan
 - Create quick research outline for usability testing
- May – Testing
 - Film around Elon Powel building for testing.
 - Let other people use it and record UX research.