

Retrollect

Android App Feedback

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Intended/Target Audience

Identify the target audience and build the application experience around their expectations

Amateur Photo/journalists:

People who are apt to share content specific to an event, lifestyle, hot topic, etc

Oversharers:

Social media fiends who actively broadcast their daily experiences via the web

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Timing Expectations

Ideal experience for the oversharer (like me):
60 to 90 seconds

5 seconds to launch app (after initial signup/login)
Up to 60 seconds to create disc (select 7 pictures)
5 seconds to aggregate to social networks

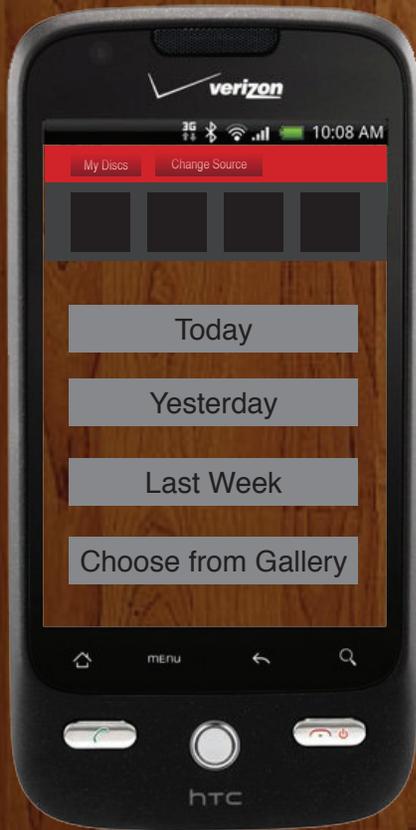
(undisclosed amount of time to come up with cleverly titled albums, choose between photos, does not include the selection of URLs, Tweets, FB posts, etc)

**4SQ Geolocation Search, Check-in, and SM
Aggregation averages 20 seconds on Moto Droid**

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Functionality

Adding Photos



- Adding categories to make it easier for people to sort time-specific photos

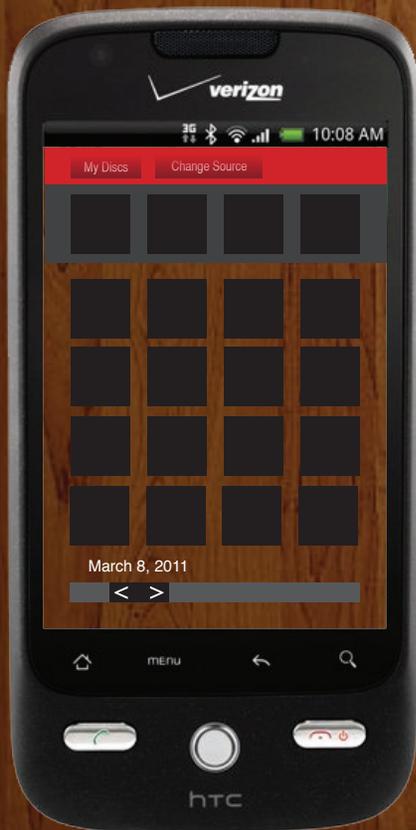
- Allowing photos to be chosen from different folders, i.e. RetroCamera, Bluetooth downloads, email downloads.

- Consider using native gallery view to add photos. They break down by date, folders, etc. Android users are already used to it. It will help them create discs faster and get them online and share them quickly.

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Functionality

Adding Photos (continued)



-Consider using the Android native photo gallery slider. Users are accustomed to being able to quickly slide through masses of photos quickly with one swipe.

-Start whole gallery view in reverse chronological order. People want to create discs of events that just happened, not something that happened months (or years) ago.

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Functionality

Adding Tweets

They should be able to put together things from their whole Twitter experience, not just their personal timeline or @replies.



-End user should be able to choose between:

1. Their own tweets
2. @replies
3. hashtag/trending topics
4. search

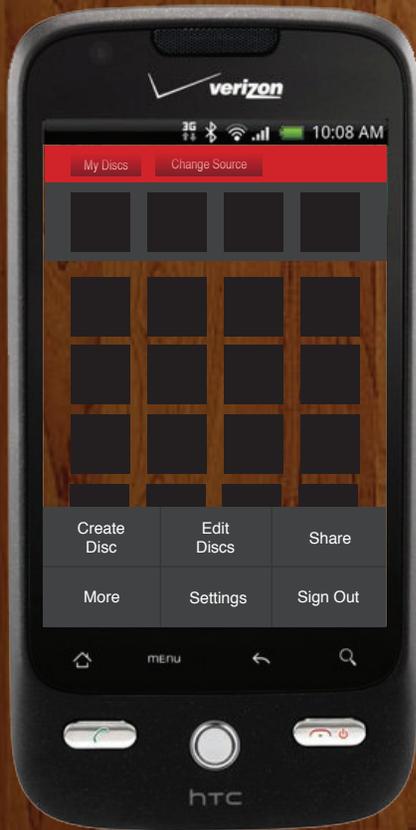
Applicable scenarios:

LA Marathon, #helpjapan

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Functionality

Options Menu



-Consider using an options menu for basic disc creation, edit, sharing, settings adjustments, and the occasional sign out.

-When I didn't find what I was looking for, I immediately thought to check the options menu. To my dismay I found that it was not being used. To an Android fanatic, the lack of an options menu makes me feel lost.

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Functionality

Speed and Load Times

- On the Motorola Droid it took me >5 minutes to scroll through 8 months worth of photo archives. I had not yet reached my current SXSW photos before the application forced itself closed on my phone.
- Betsy (one of the SXSWAngels) had the same problem on the iPhone. She eventually gave up making discs after about 25 minutes while we were on the road.

Authentication

There is a redundancy in authentication for the end user: they have to confirm aggregation as well as the pulling of data.

In the first authentication process, consider consolidating the permissions:

- ✓ Ability to access your data
 - ✓ Ability to post data

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Functionality

Miscellaneous

- Orientation: Consider optional orientation change for the end user. Some people prefer typing or selecting images in landscape.
- Optional Home Screen View: Consider allowing users to land on a window they prefer, i.e. disc archives, create new discs, disc statistics, etc.

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Parallel Web Application

- Consider having a web-based application where users can continue creating discs from older photo/tweet/FB archives
- Consider building out an interactive website where people can view user disc galleries, leave comments

Example: DailyBooth users can upload images from their computer, leave comments to friends/followers, share URL with other networks, etc

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Current User Feedback

3.5 / 5 star rating on Android Market & AppBrain

*“Needs work to better adapt it to Android.
Does not use hardware buttons.”*

by Chris – March 13, 2011

*“Totally broken on Android (Moto Droid specifically).
Can't connect to Facebook, and the disc is upside
down with gallery pictures.”*

by Jim – March 13, 2011