# radar wap ux design

visual conversation
private group of friends
on the go
on a phone

10.06.06

# design process

predesign
- scenarios & goals
- feature alaysis

architechture and screen design
- suggested design
- retroactive modifications
- future considerations

begin visual design exploration

# radar wap pre-design

persona scenarios and goals

# Personae: Goals for Radar

## Andre

1. Social information: Always being in the know as to what his friends are up to (SMS udates, "latest pics" view limited to people in his immediate social vicinity)
2. Managing his image *(think of how his use of Radar compares to his use of MySpace/Facebook):*
    a. Showing off his rich social life by displaying his broad spectrum of activities and friends
    b. Enhancing his ringleader / technology trendsetter role by being the first to introduce his friends to Radar's new way of staying in touch on the go
    c. Having something to occupy him on those occasions when he is alone in public (partly to avoid boredom, and partly to appear as though he is busy and popular, even if his friends are not present)
3. Presence indicator: Using Radar to broadcast where he is without having to explicitly contact each individual in his circle
4. Easy sharing: Sharing cameraphone photographs in a quick, easy and non-embarrassing way (he likes to have pictures of social occasions, but feels awkward about carrying a camera to them)
5. Social presence:
    a. Low-effort closeness with remote friends and family (sharing select images of his life at school for friends and family back home)
    b. Inviting others to engage and play with him and share jokes
6. Archiving: keeping a repository of things he notices and finds striking, so that he can revisit them for story and film ideas. (Think about whether and how Andre uses Flickr or other photo-sharing sites).

## Tara

1. Social presence:
    a. Communicating with Megan and distant friends when she is not allowed to use her phone at school (Uses Radar on the PC)
    b. Maintaining closeness with her sister Megan who now lives in NYC. Sending familiar images from home and school, and being able to visualize Megan's new life in NY. Sharing in-jokes.
    c. Sharing news of her ongoing drama club productions with her theatre camp friends from other states. Keeping a sense of group closeness with this gang that is now geographically dispersed, but still joined by intense friendships and a strong common interest. Doing so in a less public, more intimate arena than MySpace.
    d. Speaking in "code" with her closest friends Orla and Mark (using visual shorthand)
2. Identity exploration: Using Radar as a safe environment in which to share insights and feelings with friends—pictures are open to interpretation and make her feel less exposed than words, which are more explicitly revealing.
3. Archiving:
    a. Using Radar as a visual diary of the funny or meaningful anecdotes in her life
    b. Using Radar as an ongoing record of the things she finds interesting
    c. Using Radar as a tool for building and recording shared memory, especially of parties, concerts and outings (pictures from the various channels add up to a richer, joint view of the event).

Lynn

1. Social presence:
    a. Keeping up with her grandchild's development
    b. Managing and nurturing long-distance relationships with her three children
    c. Coping with her and her husband's forced separation with her youngest son. Keeping in close contact with her son in a non-intrusive way. Being able to monitor that he is happy and safe, and keep an eye on his friends and activities in college.
    d. Enhancing her husband's contact with their distant children, because he rarely uses e-mail and it is not always possible for him to speak at length with their children; sending pictures of him to them helps the family feel closer.

# radar wap pre-design

feature analysis

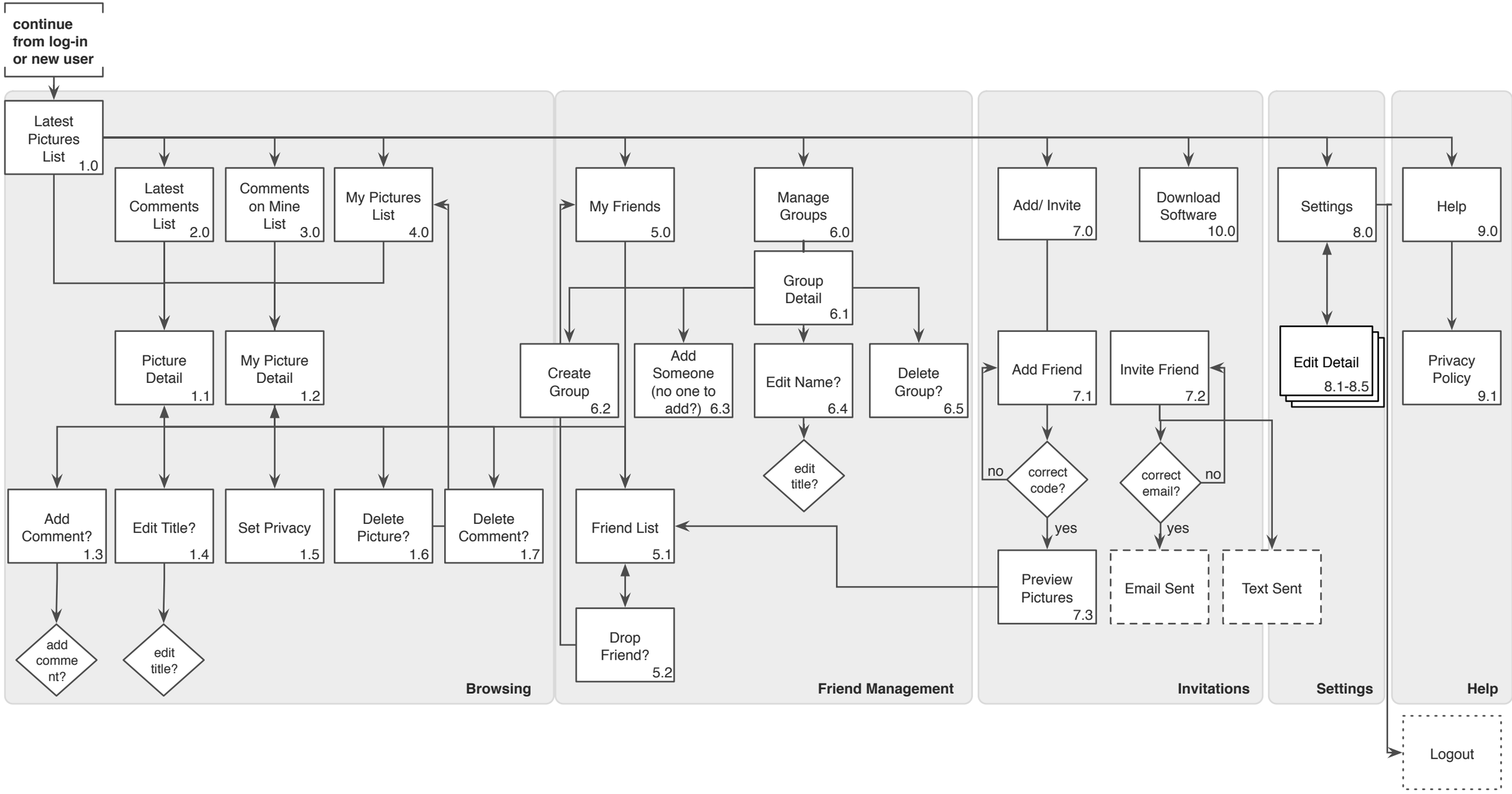
| WAP Features Analysis | | | |
|---|---|---|---|
| | Tara | Andre | Lynn |
| | Importance | Importance | Importance |
| **Launch WAP browser** | Medium | High | Low |
| **Viewing (Photos & Comments)** | | | |
| View friends' photos | High | High | Low |
| View your own photos | Medium | High | Low |
| View friends' comments | High | High | Low |
| View your comments | Medium | Medium | Low |
| **Comment Posting** | High | High | Low |
| **Photo Editing** | | | |
| Rotate | Low | Low | Low |
| Delete photo | Low | Low | Low |
| Delete Comment | Low | Low | Low |
| Set Privacy | Low | Medium | Low |
| Add Title | Low | Low | Low |
| Edit Title | Low | Low | Low |
| **Invite Friend** | | | |
| Invite via Text | Low | Medium | Low |
| Invite via Email | Low | Low | Low |
| **Update Settings** | Low | Low | Low |
| **Manage Groups** | Low | Low | Low |
| **Download Software** | Medium* | Medium* | Medium* |

*Considers marketing needs also

# radar wap screens

current site

9.18.06



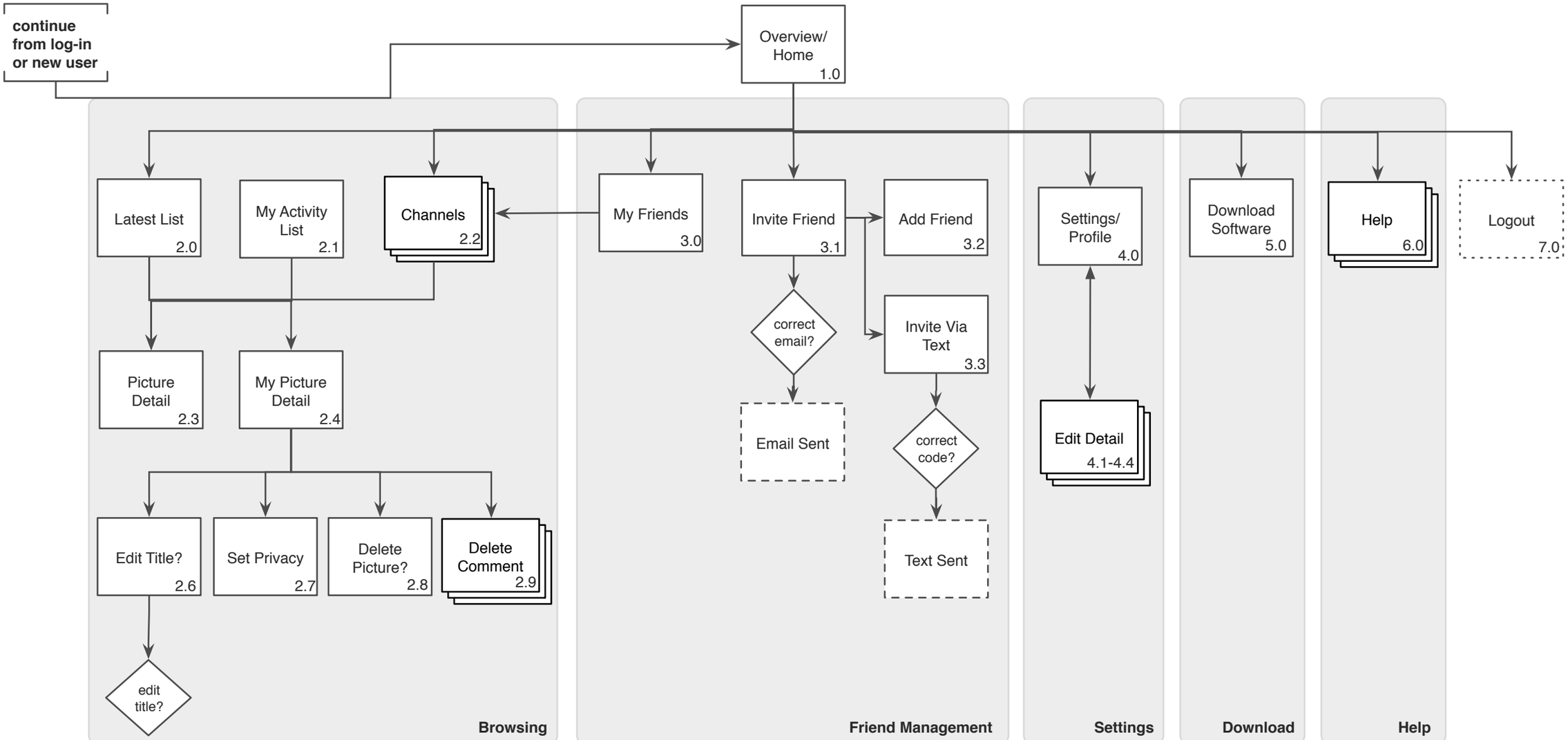

**WAP ARCHITECTURE p2**
9.18.06
By: Anita Wilhelm

**CONFIDENTAL**

# radar wap screens

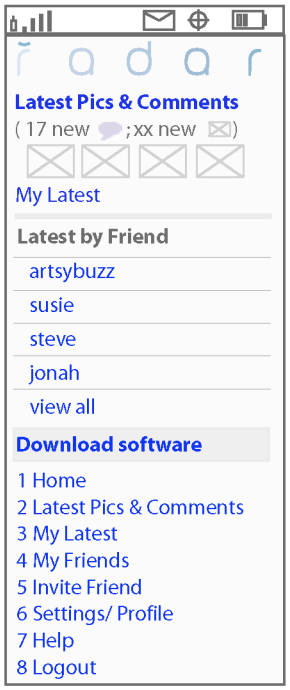
new design suggestions

10.05.06




**WAP ARCHITECTURE p2**
9.27.06
By: Anita Wilhelm

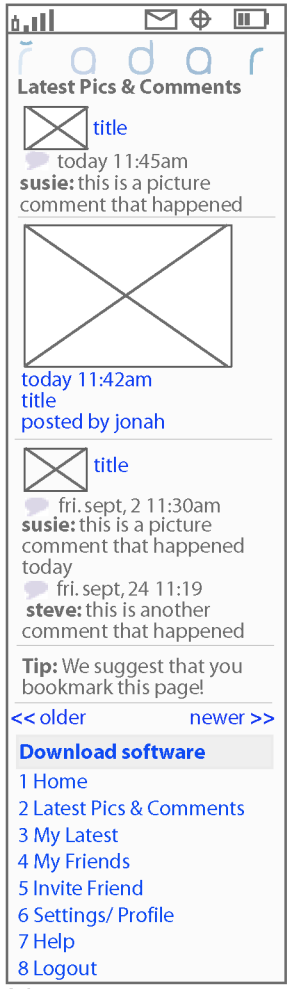
**CONFIDENTAL**




1.0

> might consider moving "download software" to a higher position to warrent higher priority marketing intiatives

> to test: how small picture size can become and remain useful




2.0

> should we include the poster or title of pic on the comments

> to test: the logic of what a post means. options: i. each photo only appears once, independent of the amount of activity. ii. each disparate post recives a line entry. iii. photo posts receive a line and comment posts are aggregate

> see mocks on page following

2.1

> remove picture poster on "my" list and channel view

2.2, 2.3 v1

> applicability based on pic size usefulness and cropping capability

> to test: if the integrity of a merged list should remain in a channel view or if it should be purely a user channel

> may want to place "view list" at top of page for first click

2.2, 2.3 v2

> applicability based on pic size usefulness and cropping capability

> to test: if the integrity of a merged list should remain in a channel view or if it should be purely a user channel

2.4

# radar wap screens

## new design suggestions: home & photo viewing

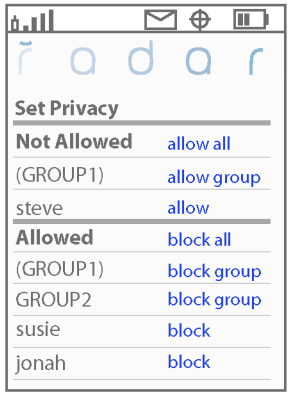
10.05.06

by: anita wilhelm

2.5

> this view should just contain picture posts from that channel (ie all of ungrok's pictures), if there are comments, also show the latest comment

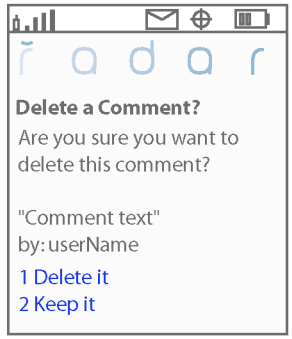
2.6




2.7

2.8

2.9a



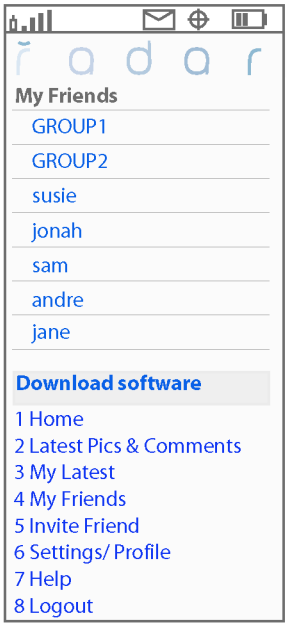

2.9b

# radar wap screens

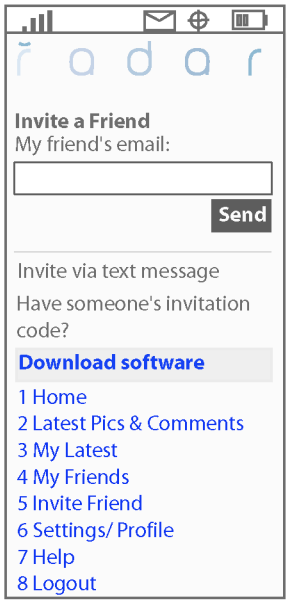
## new design suggestions: photo edit

10.05.06

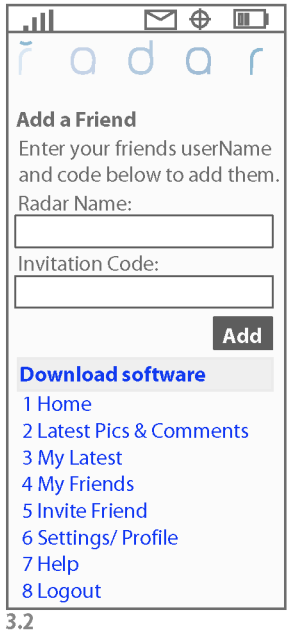
by: anita wilhelm



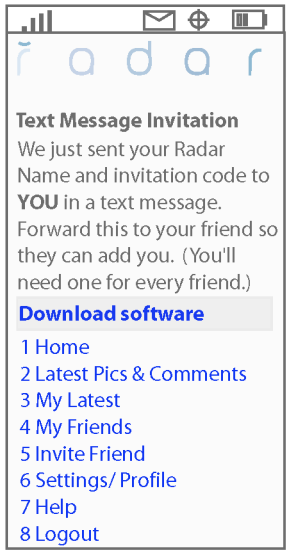
3.0



3.1



3.2



3.3

# radar wap screens

## new design suggestions: friends & invitations

10.05.06

by: anita wilhelm

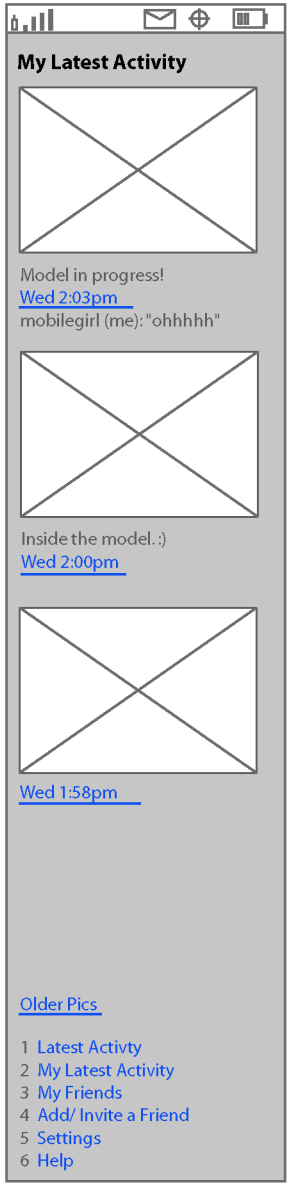
# radar wap screens

modified current site

10.02.06

1.0

1.0 v.1




4.0

4.0 v.1

> remove picture poster on "my" list and channel view

5.1

5.1 v.1

# radar wap screens

## 1.0 - 5.2 (list views)

10.02.06

by: anita wilhelm

# radar wap screens

future design considerations

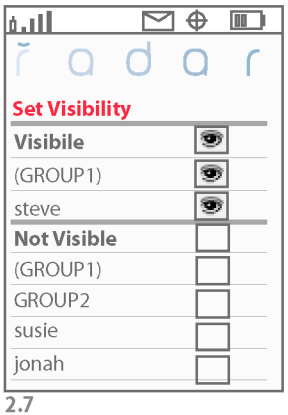
10.05.06

# 1 Context

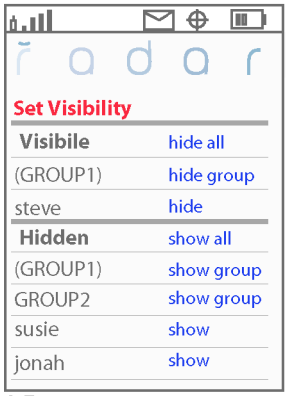
2.2, 2.3 v2

2.4

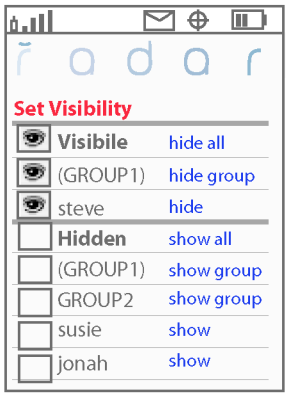
# 2 Visual




2.7

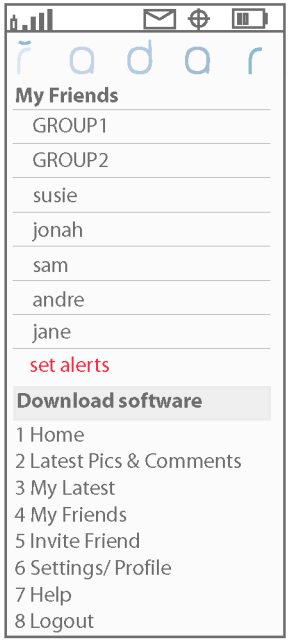



2.7

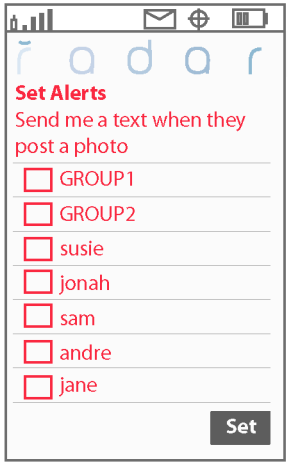



2.7

# 3 Active




3.0




3.4

# radar wap screens

## future design considerations: overview

10.05.06

by: anita wilhelm

# radar wap screens

visual design exploration

10.04.06

řadar

**Latest Activity**

( 17 new ; xx new )

**My Latest Activity**

**Active Friends**

- artsybuzz
- susie
- steve
- jonah
- view all

**Download software**

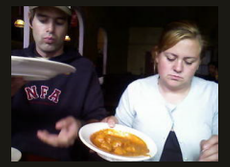
1 Home (*)
2 Latest Activity
3 My Latest Activity
4 My Friends
5 Invite Friend
6 Settings/ Profile
7 Help
8 Logout

řadar

**Latest Activity**

**today 11:45am**

**susie:** this is a picture comment that happened today



**today 11:42am**
**He used to sing to her**
**posted by jonah**

**fri. sept, 24**

**susie:** this is a picture comment that happened today

**fri. sept, 24 11:19**
**steve:** this is another comment that happened

**Tip:** We suggest that you bookmark this page!

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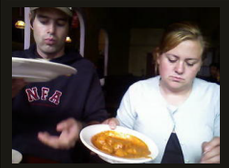

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