



Peekaboo!

CS147 Fall 2022

Jason, Derek, Karson, Winston



Team Presentation



Jason Lin

Sophomore

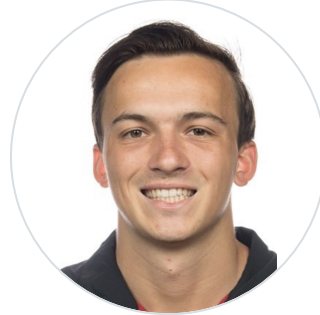
Likes to juggle, jog, joggle
(both at same time); make
motorized couches



Derek Hwang

Coterm

Went to undergrad in the
rather more picturesque land
of San Diego



Karson Lippert

Senior

Likes In n Out



Winston Shum

Senior

Knows great travelers!

Name Selection Process



- Brainstorming one or two word names
- Looking at existing names of similar products
- Chose Peekaboo to illustrate the main function of our application

Value Proposition



Snap and share photos with family and close friends for a **simple check in**

- * Display photos of close ones on a widget to simply and easily check in on them
- * Collect tokens and badges to customize photos with stickers, effects, frames, and more
- * Indirectly sending family/friends a quick update with a photo that displays on their widget



Problem/Solution Overview



Problem

People want to check up on others in an easy manner without being intrusive



Solution

Take a picture and upload to instantly share to all family/close friends to see via a widget

Market Research Details



Facebook



- > Open app and view photos of friends (algorithm might cause clutter)
- > Filter so only friends can view your content and/or can filter profanity
- > Can leave comments and likes, but messaging is on a different app
- > No clear way to start immediate conversation



Instagram



- > Open app and view photos from friends and suggested accounts
- > Filter sensitive content with “more”, “less”, or “standard”
- > Can leave comments, likes, and send direct messages
- > Can start immediate conversation with individuals or groups



iMessage



- > Open app to text and send photos/videos
- > Option to filter unknown senders into a separate list
- > Messaging someone is quick and easy (main purpose of the app)
- > Easy to add multiple people to conversations and pin top people/groups



Google Photos



- > Stores photos and can create photo albums to share with others
- > Can filter content to group photos by faces
- > Sometimes syncing and storage issues, but non-intrusive
- > No clear communication option other than sharing photos/videos



Peekaboo



- > Simply take a picture and share, allowing family/friends to view
- > App has a widget which quickly and easily displays what was shared
- > Non-intrusive way of sharing images and checking in
- > Some features are custom groups and photo customization

PEAKABOO COMPETITIVE ANALYSIS SUMMARY

	PEAKABOO	FACEBOOK (EXCL MESSENGER)	INSTAGRAM	IMESSAGE	GOOGLE PHOTOS
Efficiency of "Checking In"	Widget feature displays photos for check in	Open app to see photos of friends, but algorithm may include ads and other irrelevant information	Open app to see photos of friends or dms, but includes an algorithm that may include ads or other irrelevant information	Open app to text and check messages and photos/videos sent by others	Must create photo albums to share with others
Grouping Function	Share Check-In Photos w/ Customized Groups of People	Can filter photos to be shared only with Facebook friends, but no customized groups	Customize viewers of private stories, and form groups via DMs	can easily add multiple people to conversations and pin groups	can share photos with specific group by creating photo album
Audience	Family & Friends	Family & Friends	Family & Friends	Family & Friends	Family & Friends
Intrusiveness	No direct notifications from friends or family	Will get notifications about posts, comments, and other people's posts	Will get notifications from likes, comments, dms, reposts, etc.	receive notifications for every single message/content received	Users may need to sync and manage storage issues, but minimal otherwise
Content Filterization	minimal content filterization	Will filter profanity and other inappropriate material	Filter sensitive content with "more", "less", or "standard"	No filtering	Filters content based on group photos by identifying faces
Communication Method(s)	Photos	Photos, comments, likes, reposts	Photos, comments, likes, stories, direct message (both group and individuals)	direct messages to both groups and individuals	photos/videos
Photo Customization	Available to "power" users	limited capabilities for photo customization	various filters and customization options	limited capabilities for photo customization	no customization



Values in Design



Efficiency

The app is easy to pick up and use so required actions are clear and simple



Safety

Users should not be put in harm when using the app

Equity

All users will be treated the same
meaning no preferential treatment of data



Inclusion

All users will be included and if there is a
benefit all users will have access

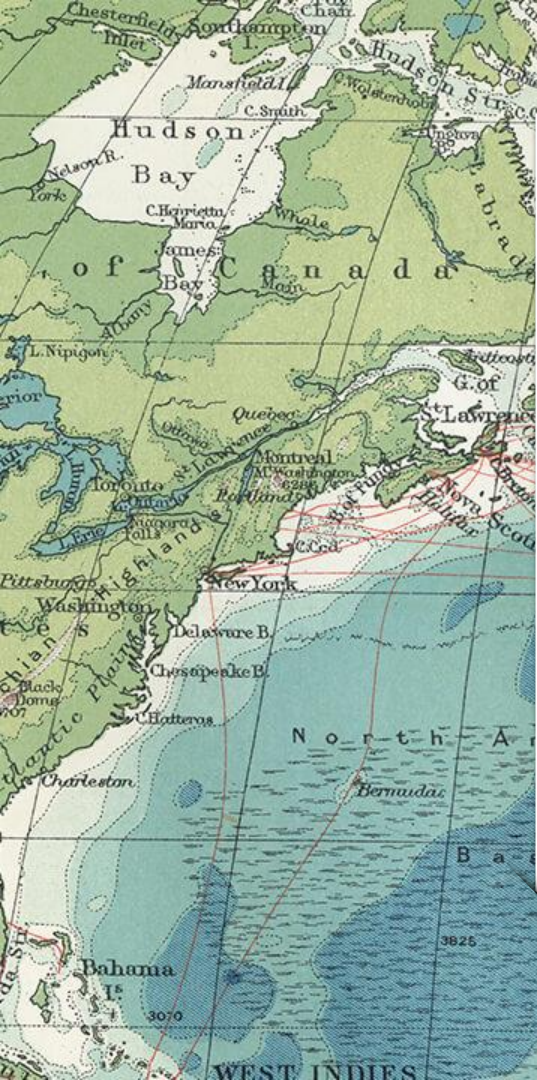
Privacy

All users' data will be protected and not
stored without permission

Conflicting Values?



- There could be a concern between privacy and efficiency if we need to store additional data to provide a more efficient product
- In the likely case that we use location data, privacy and safety could conflict



Tasks

A white rectangular box with a thin blue border. Inside the box, the word "Tasks" is written in a large, black, serif font. Below the text, there is a blue compass rose with eight points.

Simple Tasks



- The majority of users on the app will be uploading and sharing photos with others
- Viewing shared photos - users want to see photos that have been shared with them seamlessly, as a widget

Moderate Tasks



- **Communicate safety:** Users want to send location information with a photo
- **Sharing different photos to different people:** Sharing visual documentation of your life conflicts with safety and privacy, so users want to control where their photos are displayed and who sees them

Complex Task



- **Collect tokens:** our power users want another element to the app that excites them. Tokens can be used to personalize photos (stickers, effects, frames, etc)

Video Storyboards



① *CG or Existing footage?

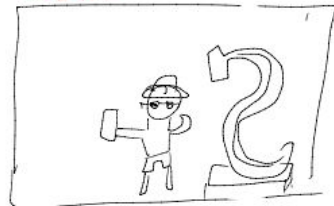


*Not cut and very blurry



*Some Attraction *Mist Move

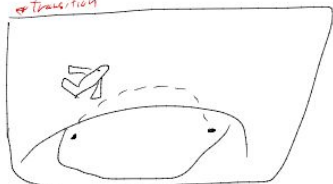
OR



*Setie

*Some shot of attraction?

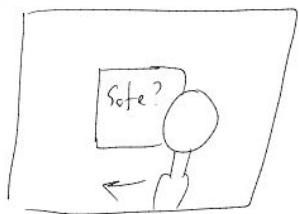
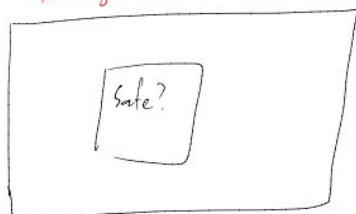
*Transition



*Set Souber



*Montage of worried notes





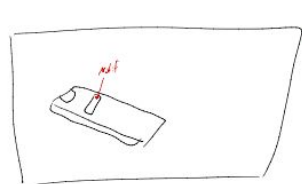
- Probably want a Variety of this
- Best if Mts are part of Background (Maybe extra work?)



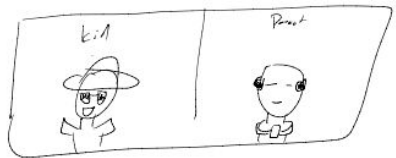
- * Add Group Here
- * May be use stickers as Group?
- * Don Selfie?

Let Back to child → Franz who is this role is reversed...

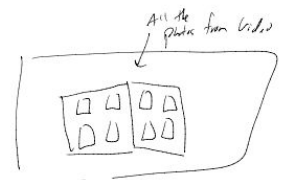
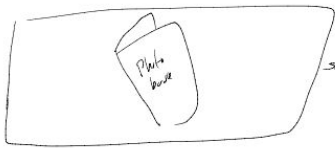
* Back to Paint



* Place Profit



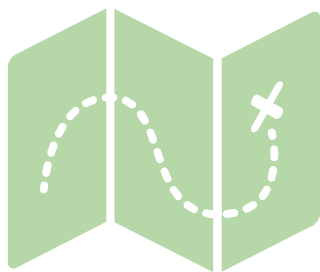
* Generally happy



Concept Video Link



<https://www.youtube.com/watch?v=2pl2wSO9haU>



THANKS!
Any questions?