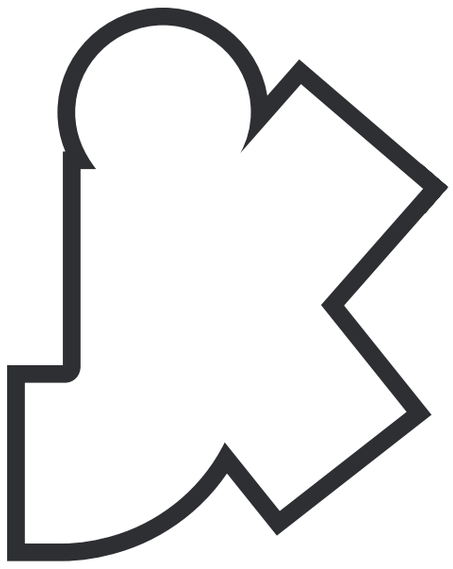


DEEP DIVE: HOVER IMAGE CAPTURE V2

PROJECT GOALS

- High quality images drive down costs exponentially - find a way to improve overall image quality in the app
- Understand users behavior with the current capture flow and UI
- Develop a capture flow that is easy to understand, and generates high quality images consistently
- Develop an early prototype and user test
- Develop animation and interaction prototype for a development template
- Work with computer vision team for future enhancements

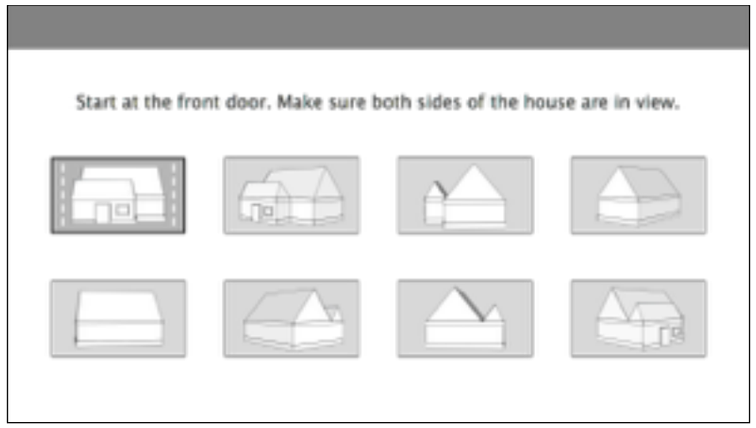
MY ROLE

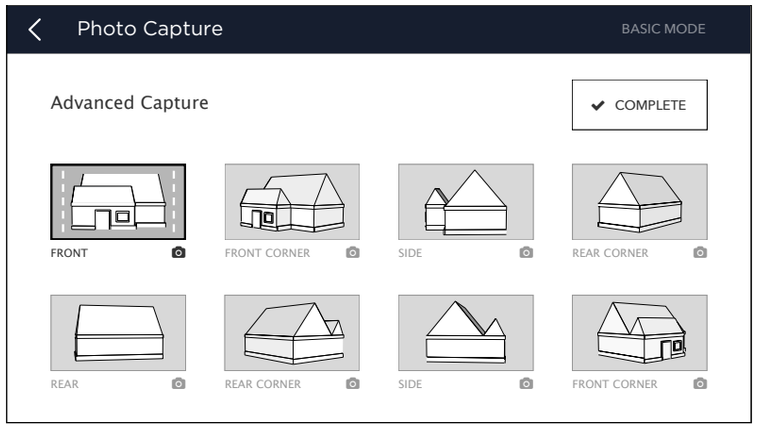
This project originated at the highest levels of the company, and was communicated to me as a major issue my first week. I led the design team, conducted in-person user testing, produced preliminary wireframes, finalized the visual design treatment, developed a cross-team strategy for computer vision enhancements, and acted as the point person for IOS development.

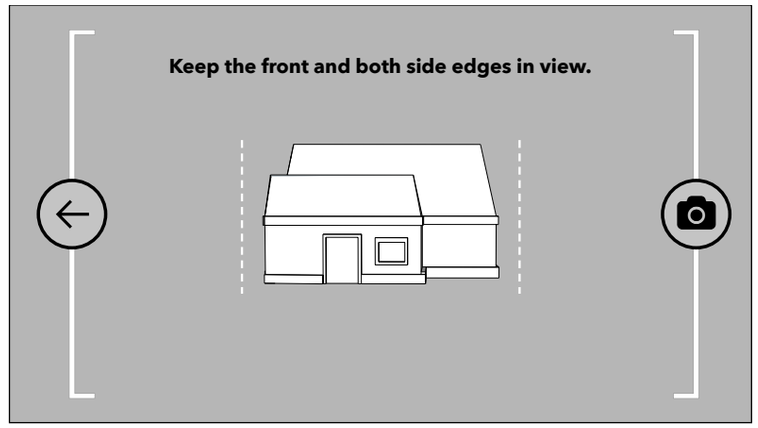
REVIEW OF EXISTING PROCESS

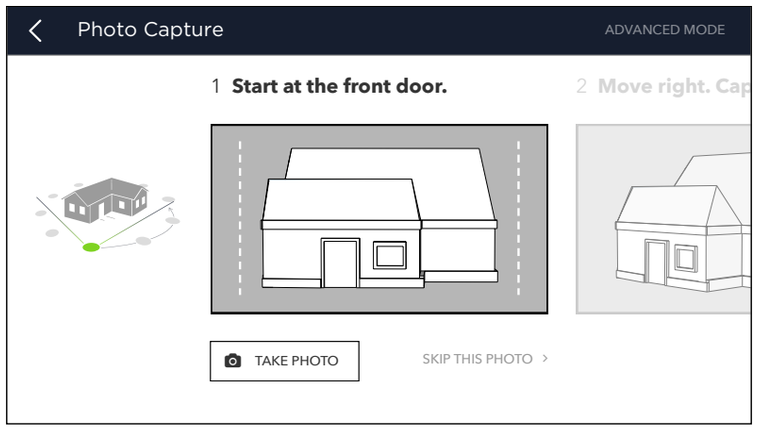
- Once users started the capture process, they felt rushed because of the camera always on
- Users did not understand where to start on the building
- Users did not understand what made a good image
- Users were confused what to do once they had finished

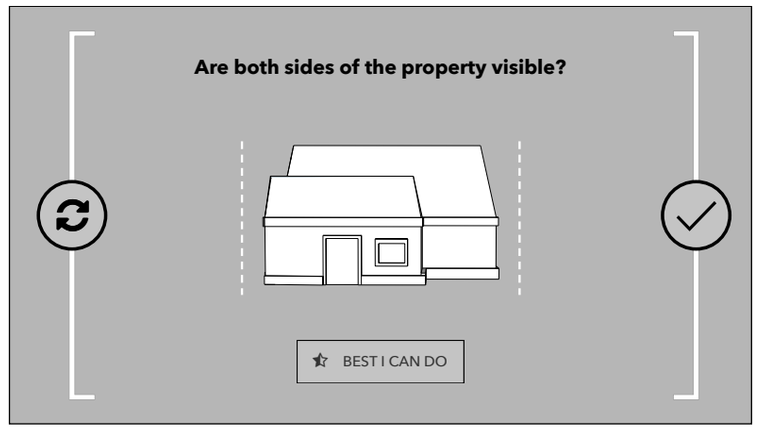
EARLY WIREFRAMES











- I began exploring two different options that would be more “choose your adventure” than “always on”
- I decided to add an interim screen once a photo is taken to reiterate what we are looking for
- I was not sure if it was important to give an overview to the user, or to guide them in a step-by-step manner

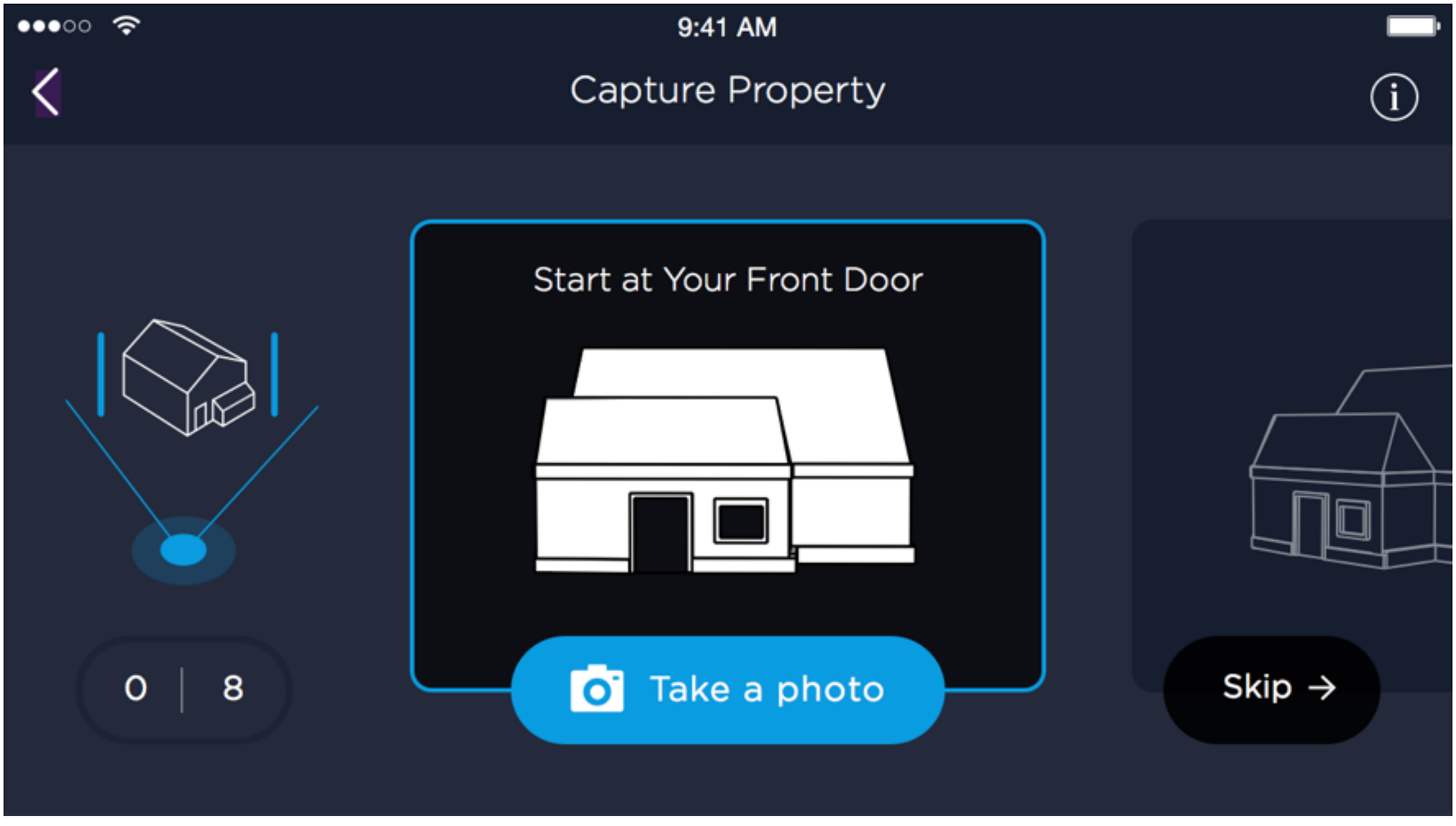
DESIGN SOLUTION

The approach we decided to take, after reviewing the user testing results, was to focus on leading users through each step of the capture process - and provide as much feedback and reiteration as we could. We allowed them to take their own time, gave them an easy point of reference for where to start a project, gave visual cues to help them understand what we were looking for, and did it all in a visually appealing way.

SUCESS OF THE PROJECT

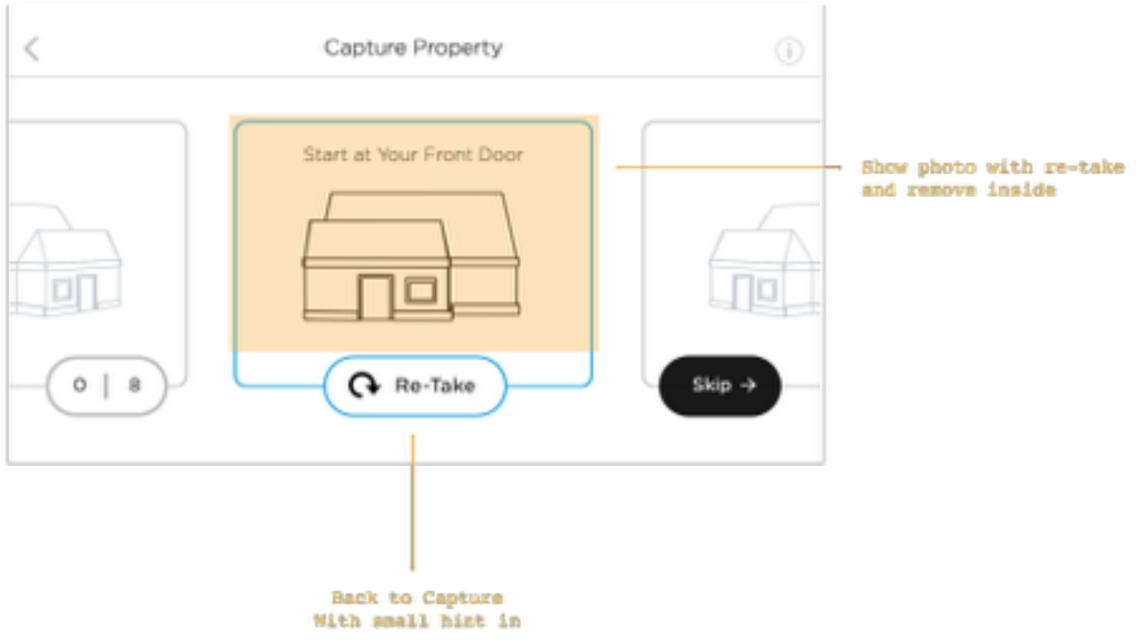
Early indicators have shown that image quality has improved drastically - especially among first-time professionals and homeowners.

INITIAL CAPTURE SCREEN



- Take the user step-by-step through the capture process - starting with an easily identifiable point

CAPTURE SCREEN INTERACTION



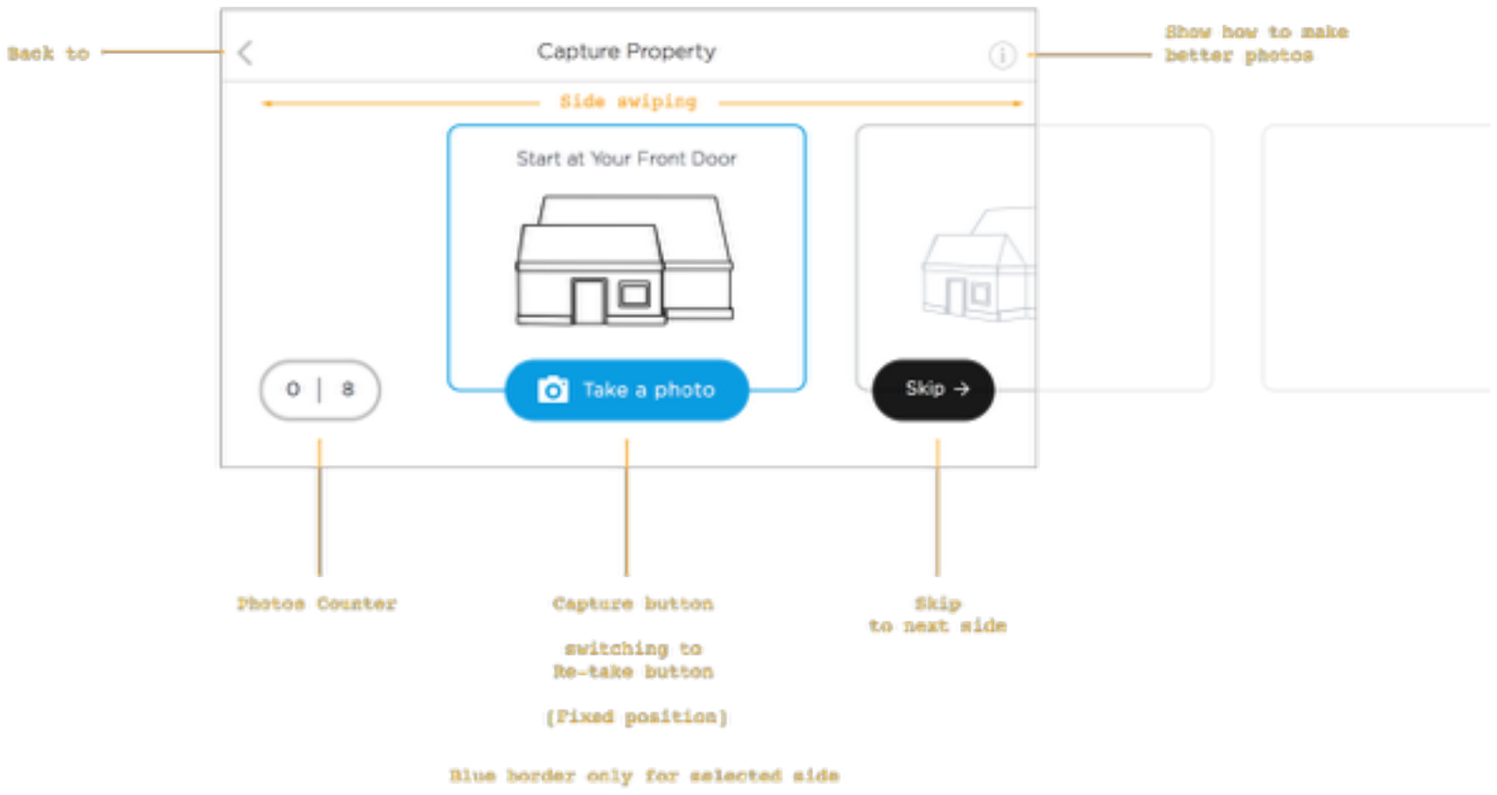
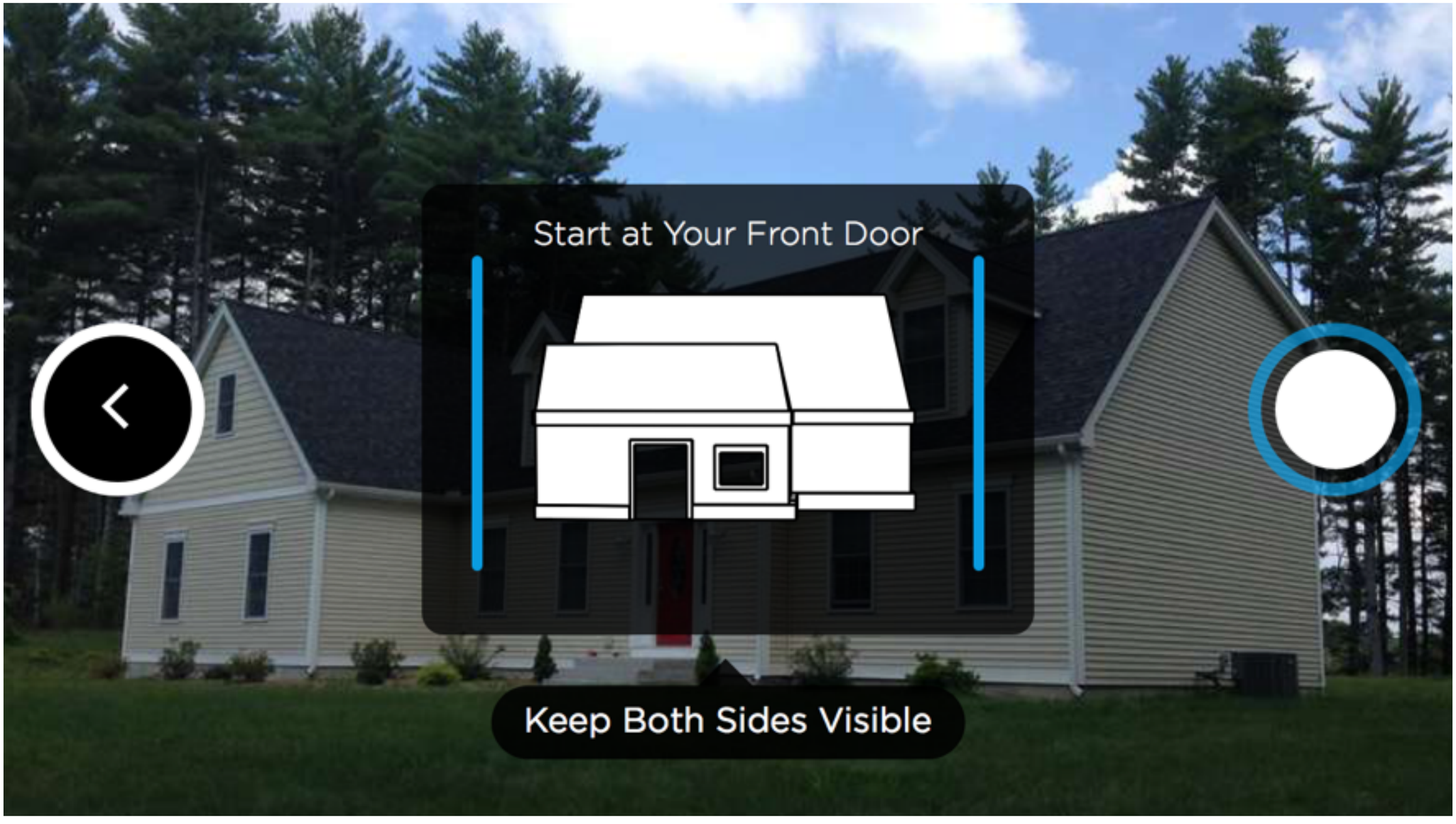
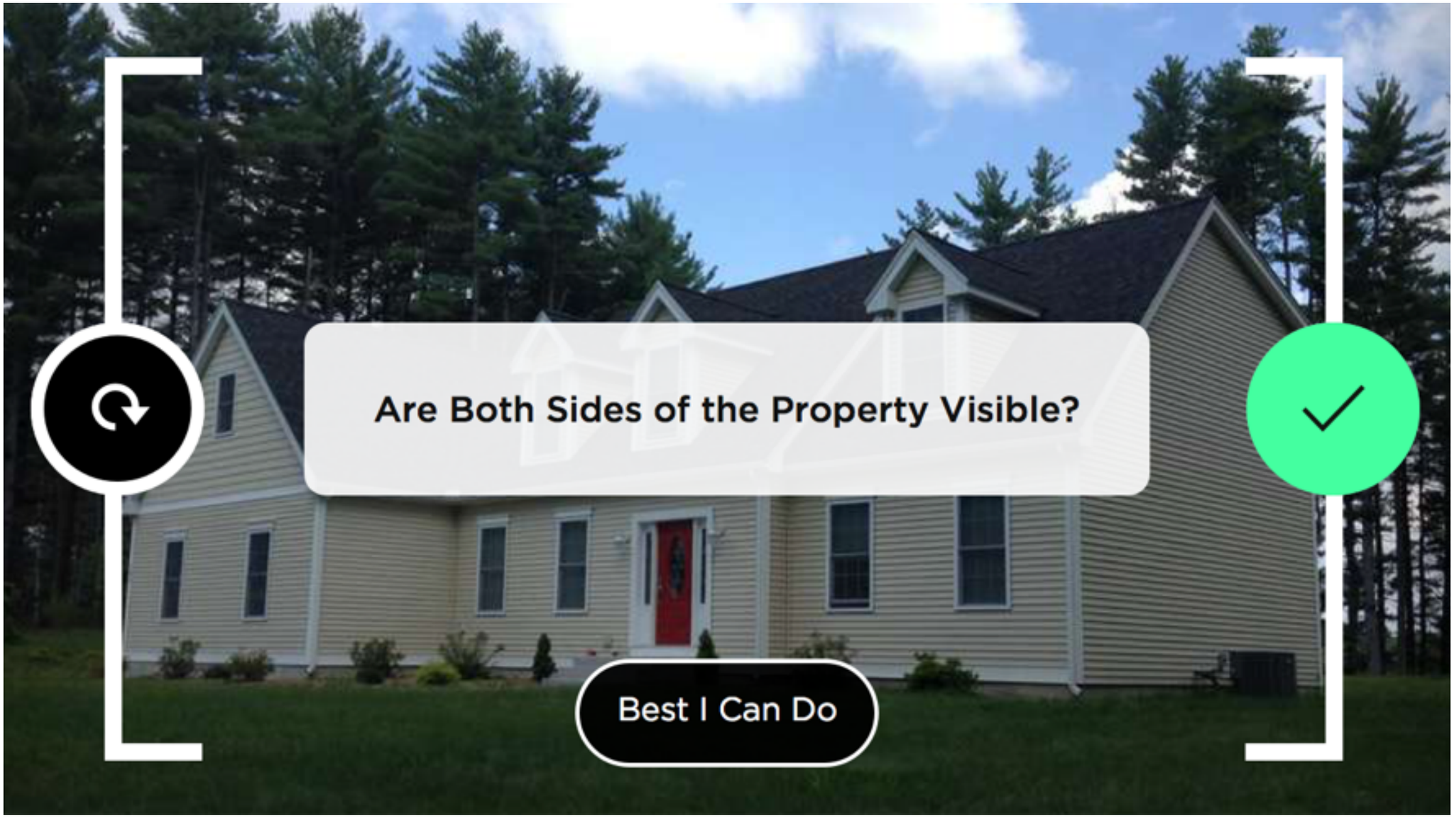


PHOTO HELPER



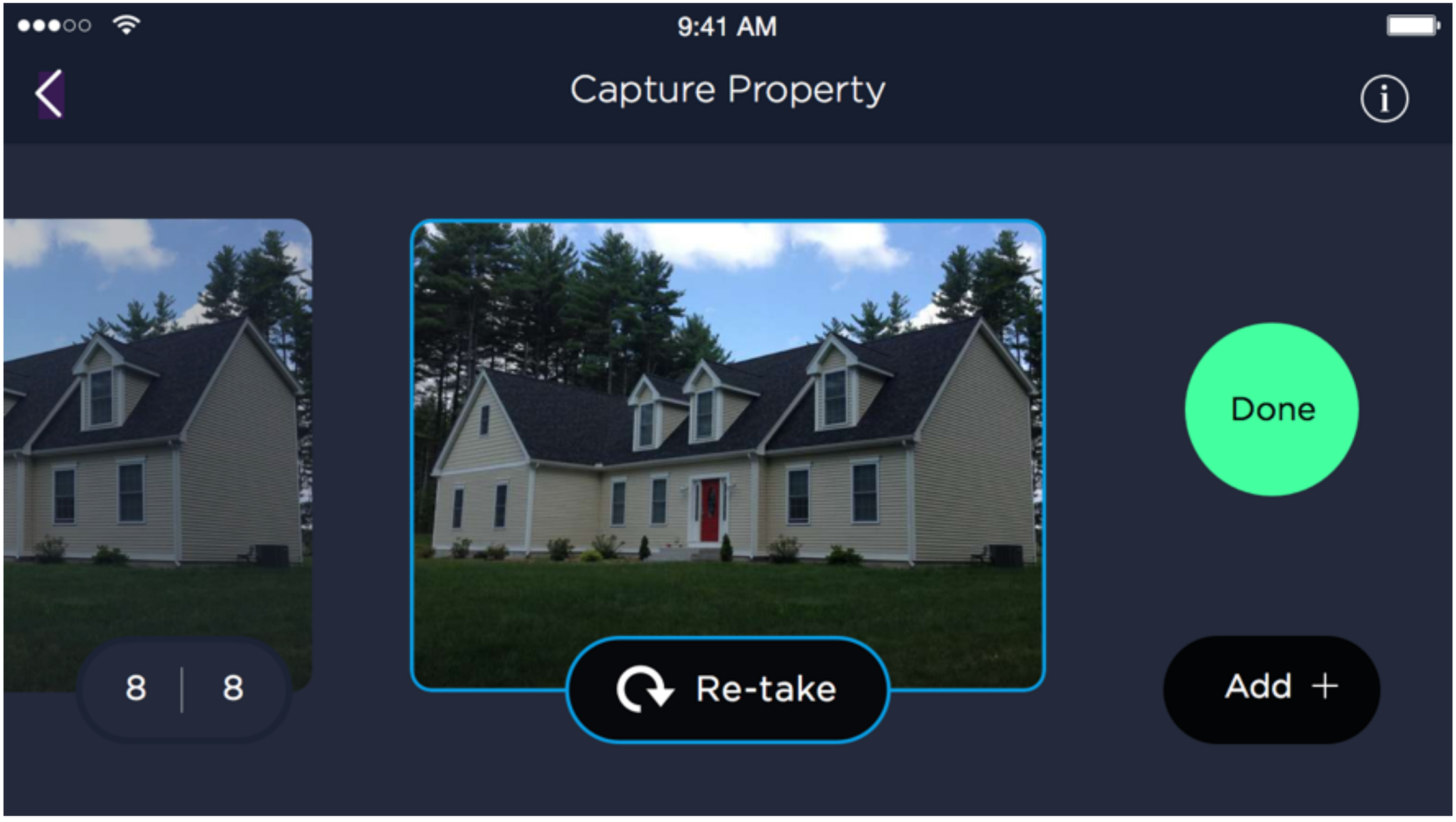
- Provide feedback while capturing each image, reiterating the objective

POST IMAGE CAPTURE FEEDBACK



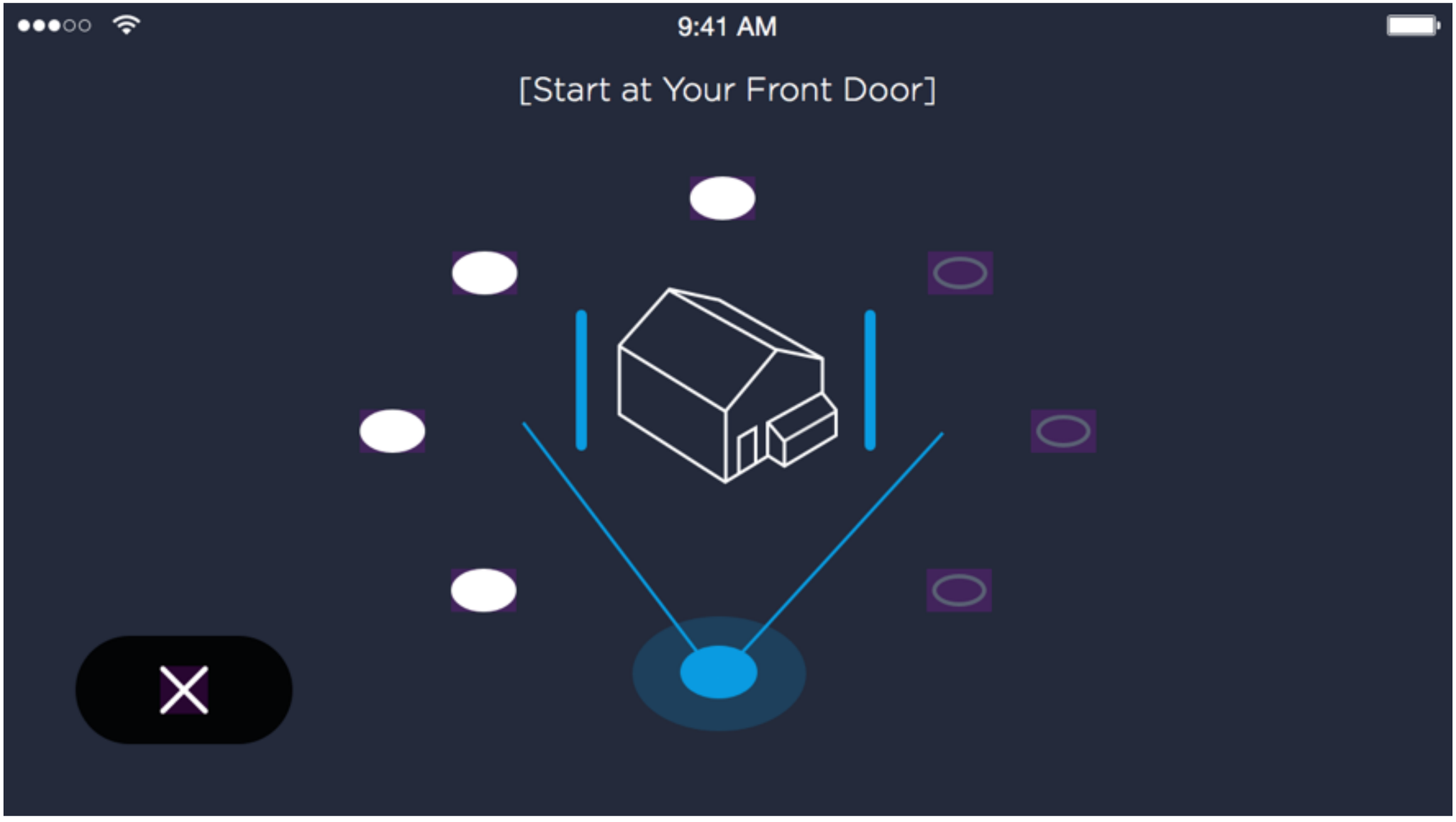
- Allow the user to give feedback for each image - reiterate what we are looking for

CAPTURE COMPLETION



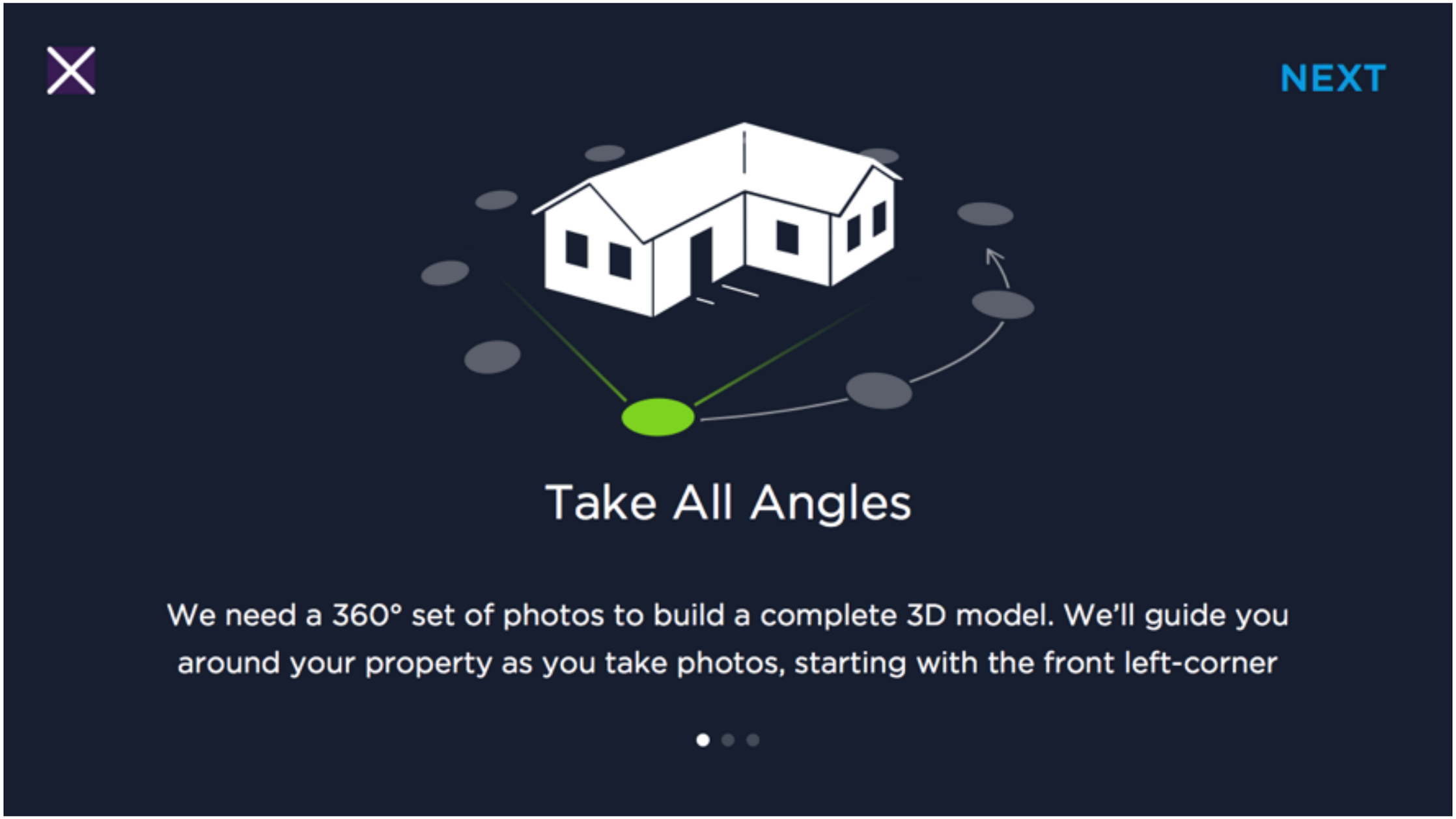
- Auto-advance through each successful step - capture intent when a user is finished and ready for the job to be built

IMAGE COUNT DETAIL



- Small animation helper to show the idea capture point for each of the 8 required images

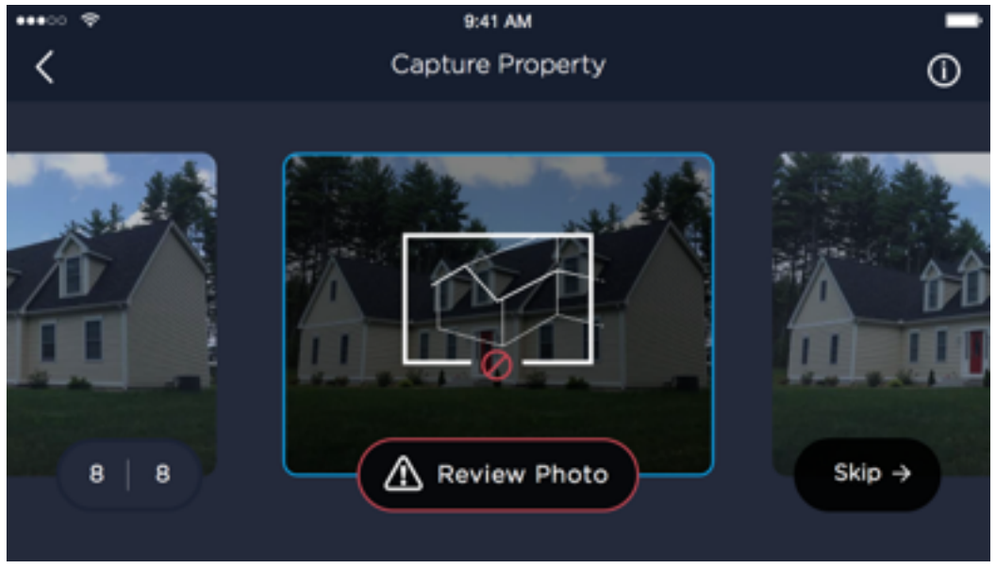
CAPTURE HELP SCREEN DETAIL

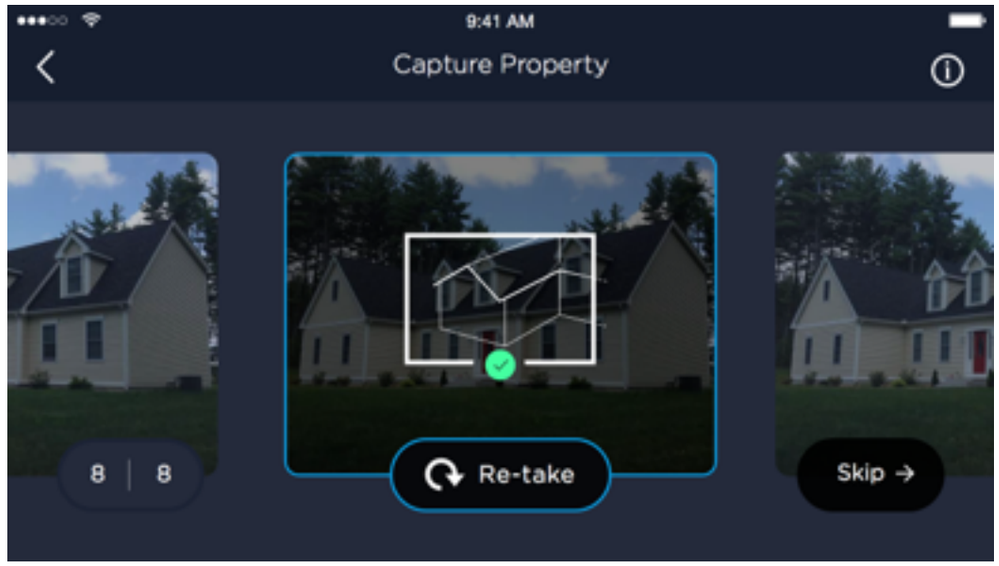


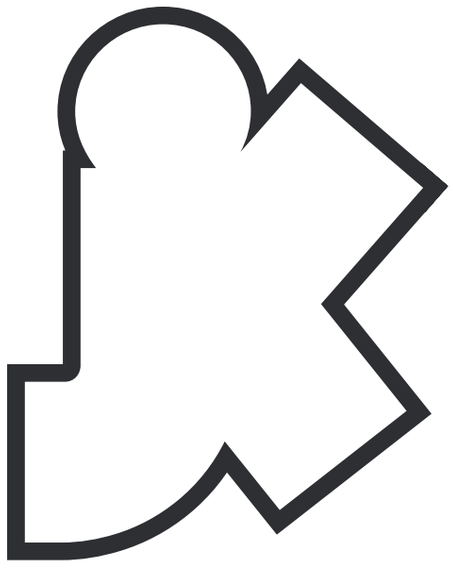
- Onboarding for the capture process (also available by clicking the info button)

NEXT STEPS

We have already started working on a deep-learning solution to tell if there is a house in a photo, if the photo is inside or outside, and if any of the 4 sides of the house are outside of the frame, and the relative angle at which the user is viewing the house. With this information being passed back to the user in near real-time - we will work on a solution to exactly show when an image needs review - and take a lot more guesswork out of the equation.







THANK YOU. www.getjk.com 415 627 8329