



[Best sites found: Picasa and Flickr, but for a UI of choice: INTUILAB http://www.youtube.com/watch?v=IMKO1S5_SnE]

The mobile telephone network and handset market place continues to grow exponentially worldwide

1 person 1 phone would seem to be a leading *global norm* for the *internet age* we are now in

Research into net based photo-albums for 13 to 18 year olds (the *SMS Generation*) means that I believe that they would have the following requirements/wishes of their net based photo-albums of choice:

- A. Not Boring and Customisable!**
- B. Quick, Easy, Sexy and Cool**
- C. Aspiring and Fun**

The Mood board presentations for this market segment match those expectations by depicting:

1. Making the users own content an active part of the UI (E.g. to group their photos)
2. Providing a (multi)touch UI for exploration/creation and for presentation with any keypad/board for text
3. Enhanced visual embellishment of photos or albums to offer much more animation and innovation
4. Interaction with the user(s) presentation(s) of a photo and/or album using Social Networking technology



ELECTRICLE ON FIRE

ALTERNATIVE CHECKBOOK



THE TOUCH SCREEN UI USES LASERS
AND CREATES A PARTY LOOK & FEEL.

THE ALBUMS ARE FULL OF
DRAG & DROP EFFECTS
UPLOAD IS 1 BUTTON



© Jrice





Sorting photos into albums or adding effects via drag and drop. The laser *Carousel* 'spins' across the screen to make a menu system , and can use colours

In the same way we can apply a 'function' to an individual photo, making it very quick & easy to use

All the relationships applied onto the photos and albums are stored as "Tags"

All albums use 'flick' gestures to browse within the *Carousels* of photos

To zoom in(out)to a group or single photo that comes into focus in a *Carousel* use either a 'pinch' gesture or a "2 fingered" stretch

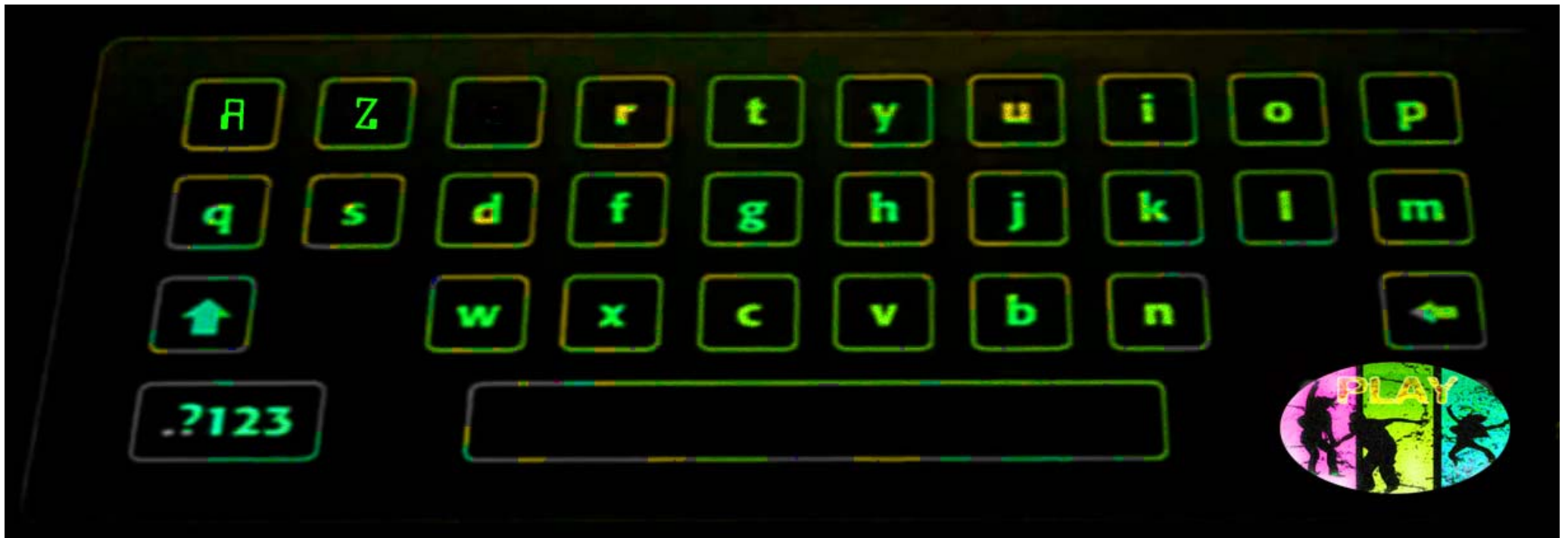


Zoom could look like this





The Keyboard would be language and font dependent





Jrice

#4895D9

#238C66

#F27405

#F2E0DC

#A61103

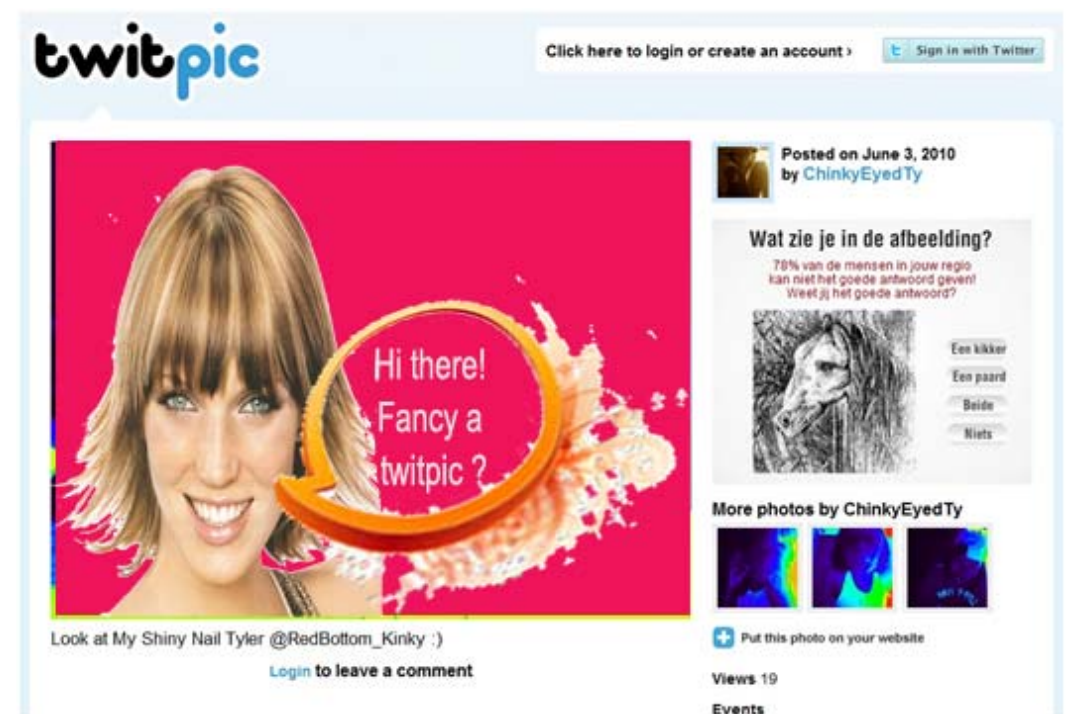
An ARIEL font together with soft colours create
a light easy going look & feel

The touch screen UI is drag & drop with the
galleries and slideshows floating arround the
screen; uploading is via a single button





A *seemless* interface with Twitter would seem to be *ideal* for the 13 to 18 year old market segment

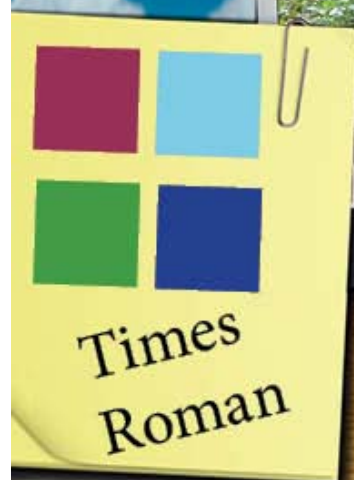




dont forget



Sergo Script
XXX



Create your Photo Album ☺online!

Jrice



PASAPORTE



“65 Plussers” need the UI to be Simple but it must still remain Fun

Simple can mean ‘Recognisable’ and so *Crop and Trim* mimics how they would do it ‘By Hand’



The *Coffee icon* takes them out of the Application