Project Name

Capture Joy

Overview

Joy is a part of the Y Combinator Summer 2016 Batch. So far, Joy builds a virtual home for wedding – a website and an app, and allows couples manage all wedding planning details all in one place. In the long run, Joy wants to build a virtual bridesmaid that helps with every stage of wedding planning.

Redesign the Joy iOS mobile app and make it easier for guests to capture the "Joy" that happens at their weddings. Everyone has a mobile phone in their pocket. In addition to standard photos and videos, what are creative things we can do to these media formats to let guests better express the Joy they experience at these events? How do we encourage guests to capture and share while making it friction-less? How do we make it a fast and fluid experience? Keep in mind the 80/20 rule of content creation. For users that don't create content how do they engage?

Requirements

- A successful redesign will fit into the visual design language and brand already established.
- Users should instantly know that capturing moments is a primary action used in the app.
- Users should want to capture moments and be encourage to participate.
- Users should feel they are creating unique and creative content to share.
- The experience should feel social and human.
- Keep in mind the consumption experience for users viewing the content.
- Keep in mind how the content is packaged and viewed for years to come.
- Final design files should be presented in Sketch

Schedule

Week 2 - 4: Define the problem statement and propose first ideas

- Research the Joy. Create a wedding. Download the app. Use Joy to capture this entire experience. Understand what Joy is doing. Research existing social photo and video experiences and generate first ideas. Talk to users. Get an understanding the around motivations and intent of the users. Generate ideas. Lots of them. Write the user scenario in which you will focus your design solution on.

Week 5: Work session 1 to receive feedback

- This work session is mainly to get feedbacks about the initial ideas. We will not critique on the visual language of the deliverables but more on the core ideas of the membership system(s) you

design. Wireframe, Sketch, Wireframe, Sketch, Repeat. Narrow down to a few top concepts.

Week 6: Run iterations based on feedback

- Get feedback among your teammates. Make sure to keep the context of the questions presented in the Overview and Requirement. Are we solving these problems or just inventing something cool for cool sake? Expand the feedback to real users. Revise designs and narrowed down further if needed. Start working on a complete experience walkthrough. Finalize wireframes flows. Create prototype(s) that highlight how your user scenario is accomplished. Framer, Invision, Adobe XD or Principle.

Week 7: Work session 2 to receive feedback

- At this work session, we will critique on not only the overall feasibility and effectiveness of your solution, but also the visual language of the final deliverables.

Week 8: Final Presentation

- Show us the goods. Make it good! Explain your thinking.

Specifics about deliverable for Work Session 1

Rough hand sketch or wireframes with written description showing key aspects of various ideas. Show us your best 5-10 ideas. Each idea should be accompanied by a short description on why you think it accomplishes the goal including the pro and cons. You should have a previous ideation session generating at least 20 ideas per team member.

Specifics about deliverable for Work Session 2

Prototype in Framer, Invision, XD or Principle. We would love to see 1 or 2 final directions of the membership system with clear improvements on the initial ideas with feedbacks and iterations. Show us the process!

Specifics about final deliverable

A polished prototype we can play around with.

Disclaimer

This project will likely be built in house at Joy. Therefore, Joy will own the Intellectual Property of all work generated by all participants for the event The Pixel Project. But the participants are free to showcase the work anywhere including resumes and portfolios.