

Objective

The development of archetypal users (personas) to direct the vision and design of the iPhone app “i3D,” the 3D pictorial image creator using a multi-layered single image.

The target audience in relation to numbers is the 2.66% share of the app market that placed “Photo- & Video” apps into the 14th most popular position on the 2013 app list statistic conducted by “Statista.” The demographics of that target audience stretch to all users of the camera function within their smartphones - especially those inclined to buy and use photo apps. There is no discrimination on sex or age, therefore a complete cross-section of the public was sought, and include high school and college students, employed, professionals, and photo enthusiasts of any age/background. While it can be appreciated that the app is a photographer’s tool, and that while all smartphones come complete with a camera as a basic function, not all smartphone camera users are photographers. Therefore, in light of the eventual user-testing and credibility of the i3D app, one of the main question sources will be in respect of users previous experience with any of the “photo & video” apps that are currently available for the iPhone.

Personas

Name: Audrey Nuffinburger. Age: 28. Status: Single. Profession: Fashion designer.
Income: \$85K

As a fashion designer, Audrey is always on the go and has contacts worldwide. So her iPhone is the most valuable tool, next to her imagination, that is put to constant use in both work and play. "Working in the fashion industry has its share of stress and rewards. One way to relieve the stress and utilize some of the reward is to just take off somewhere and forget what I do - for a few weeks. I love computer technology, but I also love the great outdoors. Have visited Europe a number of times, now I want to see how the other half live, and live it myself for a short time."

Much of her design work goes from initial pen and paper sketch to the digital software on her PC, with Illustrator her favorite design tool. While photography plays a major role in her work production, Audrey admits she has no real training in the subject, and usually relies on other photographers, or utilizes the "Auto" mode on all her photographs. She has a small number of Photo & Video apps on her iPhone, but confesses to mainly using the "Instagram" and "Flipagram" by "Cheerful, Inc" for recreation.



When not at work, Audrey likes to visit new places, but remains no further than an arms length away from her iPhone. Quote: "I want to go where no man has gone before, but not necessarily where one will never go." This of course means she does take a lot of photographs - though by her own admission she would like to take pictures that stand out from the rest that she sees on her social media accounts. She is very interested in trying out the new i3D app for both its distinctive depth prospect, which she already sees as a way of overcoming design issues in representing her work to prospective distant fashion promoters online.

Name: T.L. Morbius. Age: 25. Status: Single. Profession: Graphic Design. Income: \$56K

Terry has extensive experience around the computer, and is something of a whiz-kid with all the design software packages out there. Even away from work, he spends much of his free time online, and even conducts all his financial business online. "I live more in the virtual world than I do in the real one" he claims, though his experience in the real world away from work can be a little disappointing at times. Quote: "Once took a packaged holiday, it looked nothing like it did in the brochure, even the blue sea turned out to be a shade of brown."



Work hard play hard ethic, spends much time in front of computer screen, so in leisure looks to the great outdoors (online) before he commits to any form of travel. Will only deal with reputable companies that are tried, tested and customer orientated. This same ethic is passed onto any technology that he uses. His preference for the iPhone is a deep rooted loyalty to the Apple products, he he has used from being a young teenager in school. "Our classroom had Macs, so I got my parents to buy me my own one which I did not have to share with countless other kids."

Of the many hobbies Terry has, photography is, and has always been, one that he enjoys both creatively and technically. While he has a range of digital cameras at his disposal, he tends to only take his iPhone out with him - unless it is a

specific location with a specific task. So Terry is familiar with a number of "Photo & Video" apps available for the iPhone, and currently has the "ProCam 2" by "Samer Azzam," the "PicLab HD" by "Roberto Nickson," and the "Big Lens" by "Reallusion Inc." Terry has also tried a few 3D apps on the iPhone, "The last one I tried was the 3D Camera by 'Juicy Bits,' which looked nice - but it was a bit limiting by what could be done with the images."

Limitations are peculiar with most apps, where a one size fits all is highly unlikely. However, Terry is very keen to try out the i3D app after reading what it claims it can achieve. "Having the ability to use different layers of depth sounds like the ideal tool for 3 dimensional imagery - now if you can also print it out in 3D form too - that would be something." Not yet Terry, but maybe in the not-so-distant future.

Name: Briana Wilson. Age: 21. Status: Single. Profession: FT Student. Income: \$25K

Being a student of music, Briana had a number of creative talents and an inherent ability to learn language (be it reading music, foreign language, and basic html and css). So in her spare time, when college and part-time work permits, Briana likes to build her own web pages and is devoted to her personal blogs and social media



accounts, which she adorns with all her own musical work and photographs. Not so much the mindset of a professional photographer, Briana has exceptional talent with her iPhone camera, and loves to experiment with any new (free) app that presents itself on the iTunes website.

Currently, her favorite app is “Steller” by “Mombo Labs LLC.” “I just love the freedom to remain in touch with all my buddies and contacts online, while showing off all my talents in story form - maybe one day I will be a writer too,” she claims (tongue in cheek). However, she does aspire to perfecting her ability as a photographer with her smartphone, and does currently have “PicLab HD - Design Studio” by “Roberto Nickson” on her iPhone. “I got it because it was recommended to

me, and I did like the write-up on it.” Having used this and a small number of other “Photo & Video” apps, Briana is a model persona for the testing of the “i3D” app, even though as she professes “I don’t know a thing about 3D photography, though I am most willing to give it a try.”

Name: James MacKinley. Age: 46. Status: Single. Profession: Freelance Photographer. Income: \$70K

James is a freelance photographer, and has been freelancing for nearly 10 years. Prior to that he worked as an industrial photographer for BP, so his technical credentials are incontrovertible, and he knows how to create a pictorial image from a flat two-tone industrial backdrop.

In his current position, James is always looking for ways on enhancing his visual delivery - making the image "pop" while keeping it real. He is familiar with stereographs in an historical context, and also with the latest advances in 3D media, especially in film. These concepts however have never formed a connection with James's work, though he is not closed to the idea of trying out new experiences with his photography. "On paper the 3D Pictorial app sounds very good," James stated, "and it would be worth my time trying it out in both an industrial and commercial context regarding my workflow. If I am satisfied with the app, then I know my customers will be happy with it, and I will happily take on the extra work from it."



While James had many years under his belt in traditional film photography, he was very quick in jumping over to the digital experience when pro-user digital cameras became available in the early part of the new millennium. This also means James is very competent with the new technology as and when it becomes available. As a "Mac" addict, he has owned every model of iMac from OS9 onwards "my first was a lime iMac with 10GB of memory." He also uses the Macbook Pro, and is very familiar with the whole Adobe CS software - and is currently using CS6. He has owned an iPhone since iPhone 3, and is currently looking forward to the release of iPhone 7 this fall.

Experience with Photo & Video apps for the iPhone. While James mainly uses his digital pro slr's for most of his work, James has used the "Photo Editor" by Aviary," but while it worked fine for personal use, it lacked depth for any professional use. He is more inclined to use the "Adobe Photoshop Express" app for much of his editing, but is also partial to the "Studio Design" app by "Overlay Studio Inc," for some of his more creative, commercial commissions, especially when sharing them on his social media sites.

Name: Harry & Gabi Wells. Ages: 32 and 28. Status: Married. Profession: Avionics Engineer & Store Manager. Income Combined: \$140K

“We have no children yet, so we are free to spend our time doing what we like to do without any responsibility.” Free time for both Harry and Gabi can be quite a stretch. Apart from both working different hours from each other, Harry’s work can be very involving. While Harry’s work is more technological, both Harry and Gabi are very computer literate, and both spend a considerable amount of time online. Their phones are their life-line in respect of instant communication. Both have iPhones, and both love to use various types of apps from books, music, navigation, food and drink, news, and of course - photography. Both avid photographers (in a competitive spirit), they are not shy in trying new methods of enhancing their images (as long as his are better than hers, and vice versa). They both currently use the “Camera Plus” app by “Global Delight technologies Pvt. Ltd,” which they say is adequate, but starting to feel a little old now. So basically they are both looking for something new to try.



Enter the i3D app. “The profile for this app sounds interesting, and both Gabi and I love taking photographs of scenes.” claimed Terry. “When I was a child I had one of those View Master slide toys, and I loved the the 3D effect I got from it. Sometimes I would try to reach out and grab the characters in the slide - or so my mother told me as she observed me playing with the toy.” In respect to using the app in a professional capacity, Terry also sees some possibilities there. “As an engineer, we are always having to make images of the stages we are in during production/construction. Having a tool that can create a more realistic image of the work would be a huge benefit.”

Citation.

Statista: Most popular Apple App Store categories in June 2014, by share of available apps. Statista 2014 <http://www.statista.com/statistics/270291/popular-categories-in-the-app-store/> Web. September 5, 2014.