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Personal Memory and Digital Mobile Media: How A Product and A Web Platform Can Improve Digital Memory Archiving

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Personal Memory and Digital Mobile Media: How A Product and A Web Platform Can Improve
Digital Memory Archiving

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors Program at
Syracuse University

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and Renée Crown University Honors
May 2016

Honors Capstone Project in Industrial and Interaction Design

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Executive Summary

Our technology has been evolving so rapidly and our ability to capture our moments has become so accessible, we are creating hundreds of thousands of digital files. When we were operating with analog methods of memory making and archiving it was much easier to organize our files because we had fewer or them and they were often all sentimental because of their value. Today, it is hard to distinguish between all of our digital files to determine which ones are most important and even to determine where they are. The creation of social media has created an interesting dynamic for our memory making because we are capturing moments and posting them to online social networks, allowing these digital artifacts to create a life of their own. These social networks sites can also act as a place for identity creation and curation, and a new phenomena.

During the research phase of this project my goal was to better understand the topic of memory making and archiving, both physical and digital. We have been capturing memories and archiving them since the beginning of our existence but with this rapid change in technology we are starting to move away from analyzing our physical presence more and are becoming enveloped in our digital worlds. I explored the ways in which we could bring ourselves back to physical world through the creation of a digital legacy that creates a narrative of one's life. I launched surveys and research activities to learn more about people's current habits and what they might want to change about their digital legacies. After the research phase, where I defined my design objectives, I moved into the design phase where I began talking with users and creating products that could assist in this process. I developed a physical product and a web platform that allows users to begin creating their own digital legacies that are more organized and can be shared with others if they were to die. The physical product acts as a storage device for the user's digital legacy and the web platform acts as the shoebox or scrapbook, it is where the creation, organizing and viewing of the digital legacy occurs. Together the user is able to create and store a legacy that is sharable with others.

The topic of digital archiving and digital legacies for millennials who are the biggest user group of the internet and social media sites is a rising topic. There are several groups trying to tackle the issue

and social media companies are adapting their platforms to accommodate better memory recall. The inclusion of artificial intelligence and smart products in the home is also a growing field, with products like amazon echo and siri. As we progress as a society we are going to be living with technology, it is going to be all around us. Through Totem, my goal is to spark conversation about the growing topics of memory recall, digital archiving, digital legacies and death prep.

Note

This capstone is made up of two separate books, the first being a research book and the second being a design process book. They are both included in this document.

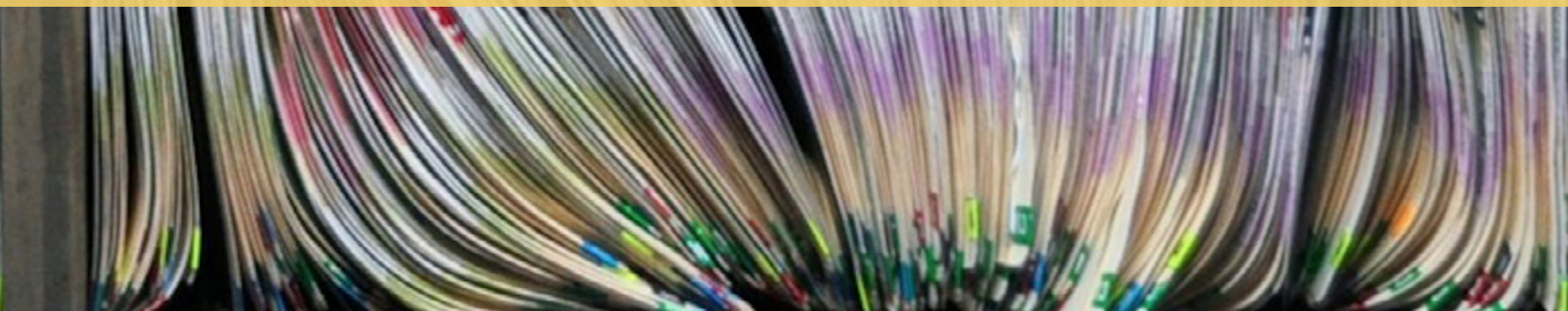
Page 1- 43: Book 1 Design Research Book

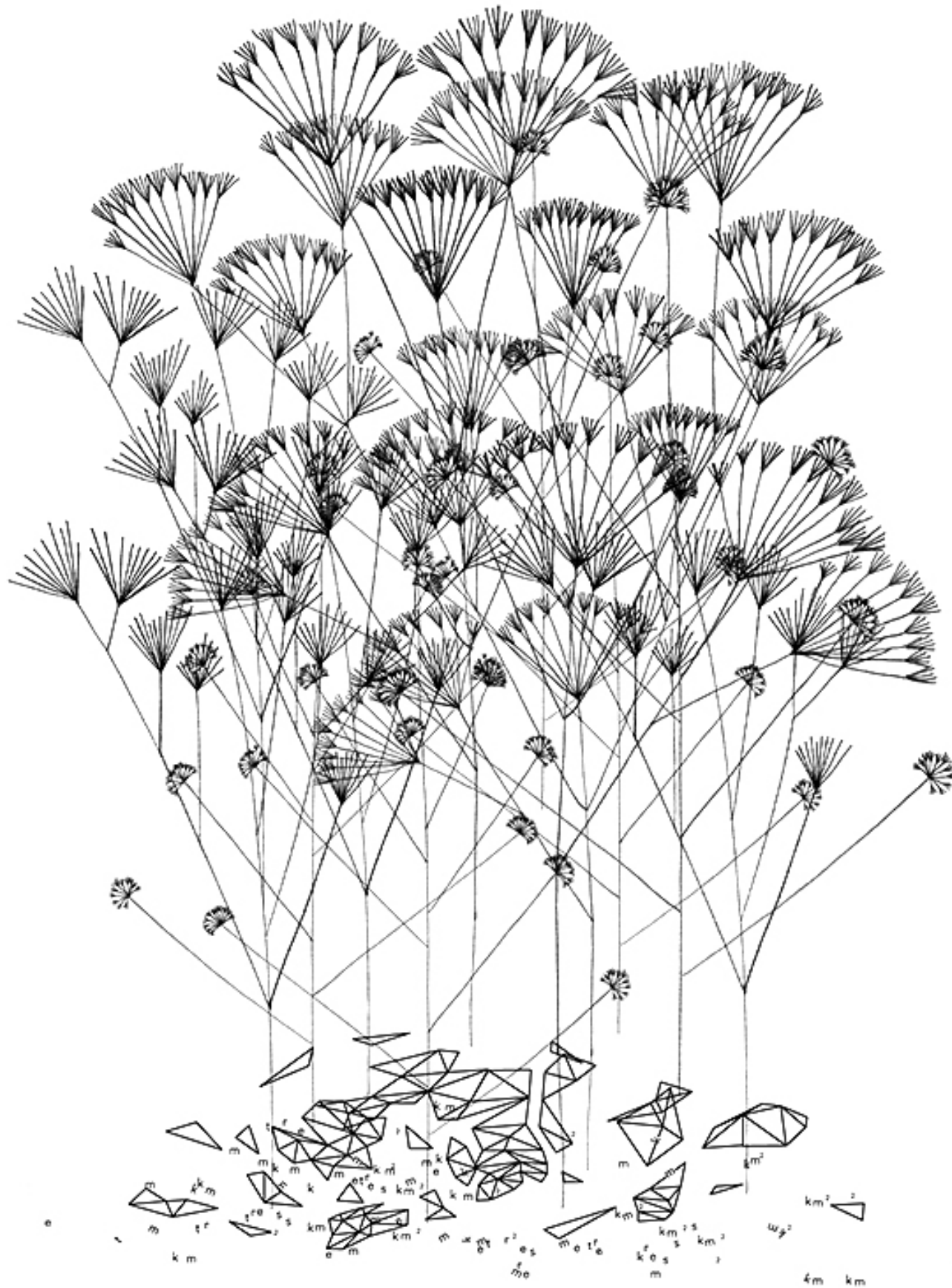
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PERSONAL MEMORIES AND DIGITAL MOBILE MEDIA PART 1

What does the future of our digital files look like? How can we we better create, share, and manage our files to assist our personal memories?





PREFACE

Why personal Memories?

This book contains the summation of research and observations conducted over three months. My interest in the topic of personal and digital memories began as a personal observation and from other's experiences. I had noticed through my multiple devices and social media platforms I had a large amount of content that was unorganized and somewhat unattainable. While working at Hallmark Cards this summer I was even more exposed to the transitions occurring from physical mementos to digital mementos. Millennial are an incredibly connected and tech-savvy generation that puts a large amount of content on the web and cloud, digital files are often forgotten. Unlike the physical mementos that we used to have in the form of photographs and other mementos, digital mementos are more difficult to stumble across and recognize their sentimental value because of their intangibility. My curiosity surrounding this transition led to me to ask more questions and consider what the future of our digital media sharing will become. Thus, launching into this thesis project about personal memories and digital mobile media.



INTRODUCTION

Picture, Picture, Picture, Selfie, Picture, Selfie, Review, Edit, Post to Facebook, 50 likes, Repeat.

We are in a media obsessed world. We compulsively capture and share moments, creating tens to hundreds of gigabytes of data existing somewhere between our hard drives and social media. 85% of 20-something have an 8+ megapixel camera in their pocket or purse at all times, giving them the ability to capture almost any moment they wish, assuming they have the storage space on their smartphones. (Pew 2014) The same thing is happening with generation-x, Mary Parlett, a Quora user with two children, said “I even find myself wondering sometimes why I need 20 different angles of the same shot of my kid smiling”.

Through this massive collection of documentation one creates an autotopography, or a digital landscape of their life story. Previously the amount of digital files and media we managed was much smaller. Getting your pictures printed at the drug store from your SD card or because you had a disposable camera for your vacations was commonplace. From there you might create a scrapbook, a photo album, or just put the photos in a box. You might leave these artifacts on the coffee table, on a bookshelf, or near the bed to be stumbled upon and looked through, maybe show it to a guest. These physical collections of photographs would travel with you, perhaps through multiple moves or decades and then one day shown and passed onto your children. The “oneness” and the physicality of this object makes it precious and the experiences inside it make it invaluable.

As we move into a digitally controlled world, we are posting our pictures to facebook, throwing them into the sea of folders and photo collecting software. How are going to value these memories as we used to? There is less stumbling upon of files when the only physical nature of them is the computer in which the files exists. Is it possible that we are more concerned about sharing our pictures on social media than what will happen to those digital files in 5-10 years? And beyond those files that we share for our peers to see, what about the emails containing thoughtful words, videos from our loved ones, other digital files that we hold dear to our hearts but might not always think about because they are amongst thousands of other digital files.

I intend to study how we can create a stronger relationship with our digital files, so that they can be organized and retrieved in order to experience the files in a more serendipitous way. I aim to create a relationship with digital files and objects that might emulate our relationships with our physical mementos, or the objects that we place around the home to remind us of the vacations we took last year, or the time grandpa came over for a birthday party. This type of relationship could be brought into the home for the everyday user, or could be used for the passing down of files from generation to generation. For example, an elderly person could begin piecing together the memories and moments that they want to share with their family, so they create a collection that is put into an object or software that will emulate physicality for those digital files.

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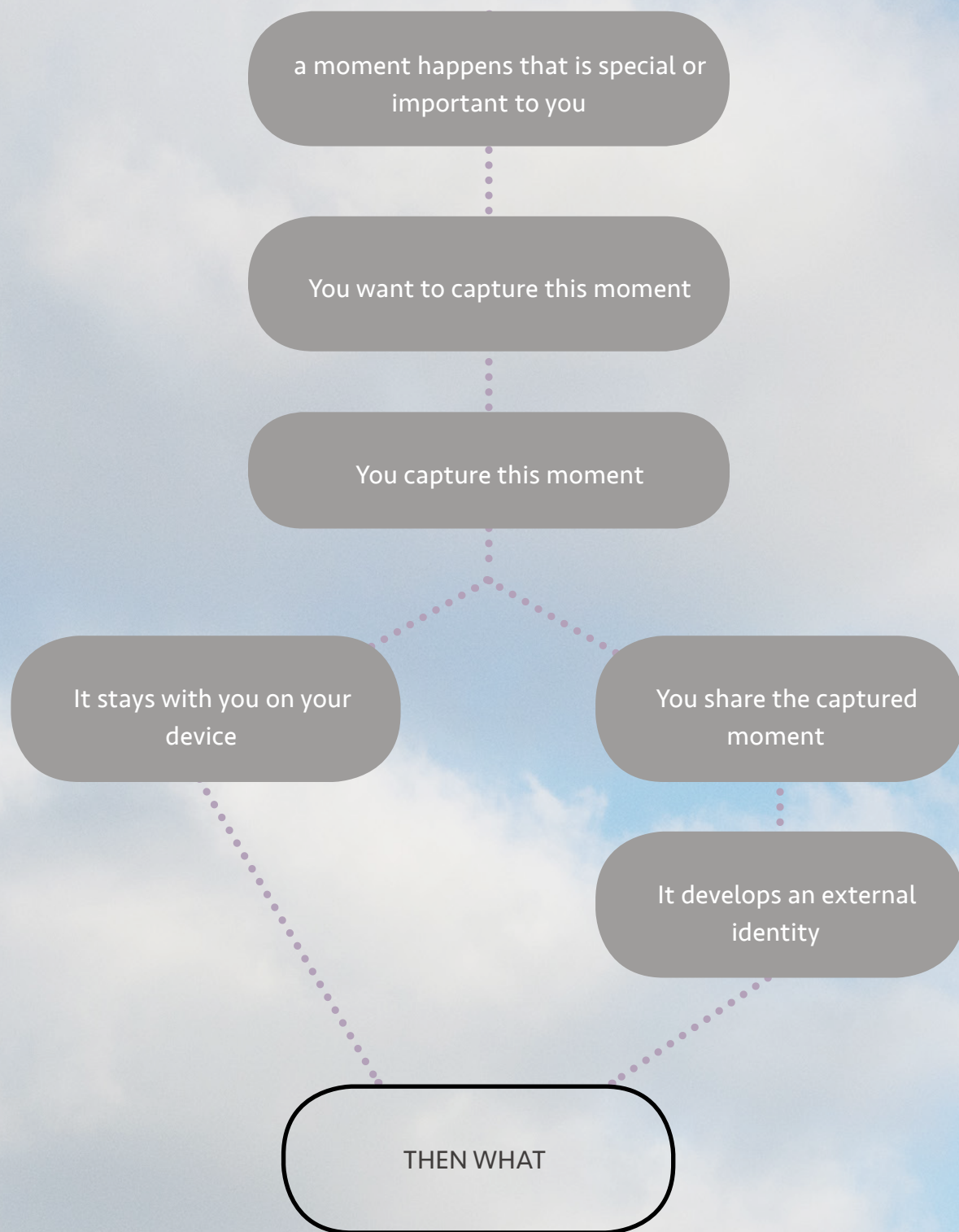


Figure 3

01

Why We Collect and Capture

- 02 - The Journey of A Moment
- 04 - Types of Memory
- 06 - Physical Mementos
- 08 - Understand Importance
- 10 - Memory and Storytelling
- 12 - Place



A Journey

Let's take this moment go on a journey. It's happening in real time and you decide that you want to capture it because you find it to be something happy, sad, cool, exciting, or confusing so you pull out your smartphone and take a picture. You may decide that just taking a picture is enough to suffice, or you might decide that you want to share it with others so you might share it to social media. You might post it to Instagram or Facebook depending on which audience you want to share it with and depending on what the content is. You might have different identities on each other social platforms so you curate your media to that identity. After the post on social media that moment begins to take another life as certain people view and "like" or "comment" on it. At the end of this journey this moment has grown to mean multiple things to you. It is more than it was it started as and has evolved because of the paths it has taken and the connotations it has developed.



Types of Memory

We have been taking photographs for 150 years. Since the invention of photography and even before then we have been capturing what is meaningful to us. Even when our only way to do so drawing on a rock with another rock then to pigments with our fingers, to quill and ink, with graphite/charcoal on paper, pencil on paper, to basic photography and so on....When photography was still a new and developing technology there were less photographs taken and they were expensive to take and process. Consequently pictures were not taken very often and when they were they were calculated and posed. Most pictures were of families or of artists and were physically heavier and sturdier.

There are different types of memory all of which serve different purposes in our life. The true purpose of memory is to help us make perspective of our lives. We look at the things that we used to do and compare them to what we do now or just try to make sense of why we did those things or why those happened "Sellen & Whittaker (2010) Steve Whittaker a Human Computer Interactions researcher at UC Santa Cruz suggests five different types of memory we need to support: Recall, Reminiscing, Retrieving, Remembering Intentions and Reflecting." (Hoven et al 2012). Even amongst these areas there are different purposes all of which different methods and tools can be used for assistance. In this instance we are discussing personal memories rather than the public memory, although the personal memory is usually influenced by the public memory. By focusing on these different types of memories one can focus software and digital tools to assist in these processes.

Reminiscing

Recalling a specific moment for an emotional or sentimental reason, this can be seen as a special case of recollecting

Retrieving

Retrieve a previously encountered digital item or information such as documents, email, or web page

Reflecting

A more abstract representation of personal data to facilitate reflection on reviewing of past experience

Recollecting

Recalling a specific moment in life (episodic memory)

Remembering

Intentions:
Remember to do, e.g. remember to show up for appointments



Figure 5. Judith reminisces about her youth with the aid of a photograph of herself

Physical Mementos

“While homes are primarily a space for practical and social activities, they are also where individual and collective memories accumulate. Indeed, as we shall see, homes are designed by their inhabitants to express and reinforce those memories.”

(Petrelli, Whittaker, 1)

Imagine your own home from the outside, it should be a reminder of memories. Now imagine the inside of your home and all of the objects that hold memories within the home, these are mementos. Mementos are affective tokens or objects that are deliberately kept as reminders of a person, place, or event. Often it is these objects that are most valued within the home due to their unique qualities and inability to be replaced. When the value of an object is from its sentimental value and relations that is difficult to duplicate or replace. The amount of physical mementos within the home is what makes the home a place of memories, it is essentially an oversized, ever growing scrapbook/memory box. The home is a place where people are able to cultivate identity and mutual affection, it is a place of varied personal and family objects. People of different ages favor different objects, the younger are more attached to self-defining and active objects, while older people favor past-related or contemplative objects. (Petrelli 154). The home holds items of the present but also expresses various aspects of our past, it is where one is able to create a physical and spatial representation of their individual story, otherwise known as an autotopography. The ability to plot our lives through physical objects allows one to recollect their lives with objects and narratives. The physical objects or mementos mark specific events while the narrative plot helps gather the scattered points.

Memento
objects that are
deliberately kept as
reminders of a person,
place, or event



Figure 6. Sarah Folger 2015, August

UNDERSTAND IMPORTANCE

When looking at physical mementos one can explore their location, what they are, where they are from, their monetary value etc. Here we explore why physical mementos might be regarded as important to the owner.



IMPORTANT EVENTS

- Wedding or birth
- Significant period in a person's life (attending university)
- Relationships with other people
- Photos that are a direct depiction of others
- Gifts expressing a relation to the giver



JOINT ACTIVITIES

- Mementos might represent joint activities with other people
- Sculptures done in an art class taken by both parents
- French cook book used by a mother and her daughters when cooking together



PERSONAL REMINISCENCE

- Person privately interacts with the memento to relive previous life experiences
- Memories that contribute to the persons sense of identity
- Photos of ancestor
- Childhood memorabilia
- Objects that reflect interests
- Tools that are used for favorite hobby



ACHIEVEMENT

- Awards
- Authored books
- Medal for completing the London Marathon

MEMORY AND STORYTELLING

The sense of self and community through memories and storytelling.

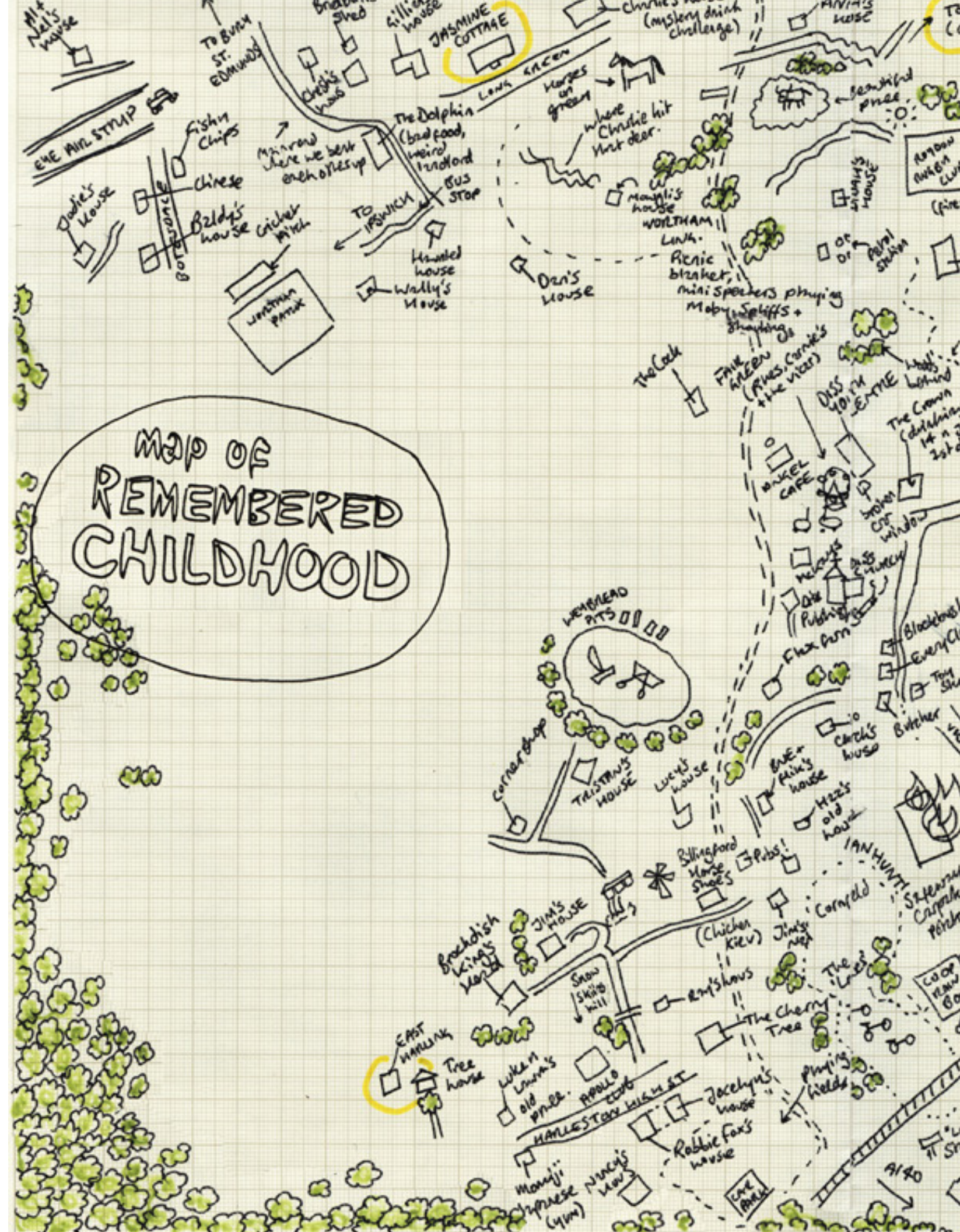
"Memory is central to our sense of self and critical to our everyday functioning. We use our memories to painting our personal identity, to start and mediation relationships, to shape our likes and displaces, to regulate our moods and solve problems. Recording memories and passing them on to others has been important for as long as we know through story telling and writing". (Haven, Sas, Whittaker 1) We use story telling as a method to pass on memories, but also as a way to "strengthen shared connections, offer sympathy and elicits support" (Barnier, Bergen) Thus capturing and collecting has multiple intentions behind it, one at a personal level and then to foster larger relationships with others. Collecting and capturing allows us to hold bits of information of our lives such as where we were, who we were with, the dish that we enjoyed, the funny sign that we saw. We can then reference that information in a tangible way when we are unable to remember, or we are able to stumble upon the artifacts to be reminded of those moments. Sometimes the act of capturing and collecting can be intentional, such as taking a photographing or deciding to keep a brochure but sometimes it can also be accidental, like forgetting to throw something away and finding it months or years later.



PLACE

How location can attribute to one's personal narrative

Much of our experiences and memories can be defined by where they took place. In order to capture place one may take a picture and have aspects of the image that depict where the picture took place. Alternatively one is able to capture their location through their social media platforms such as Foursquare, Instagram, or Facebook even through just taking a picture on their phone with locations services switched to "on". By including a location stamp, people are able to see where they have gone and by seeing when and where they were doing they are able to recall the special memories that occurred at that time." Mobile media can preserve the past in the form of sharing locational information, geotagging, or sharing photos for [people] to create an autobiography which would remind future selves where they come from and how they used to be" (Özkul et al 2015). The act of simply taking a picture can also help engrain a moment or place in someone's memory because they have gone out of their way to capture it. All of these actions and moments go together to help create one's memory of time, space, and place.



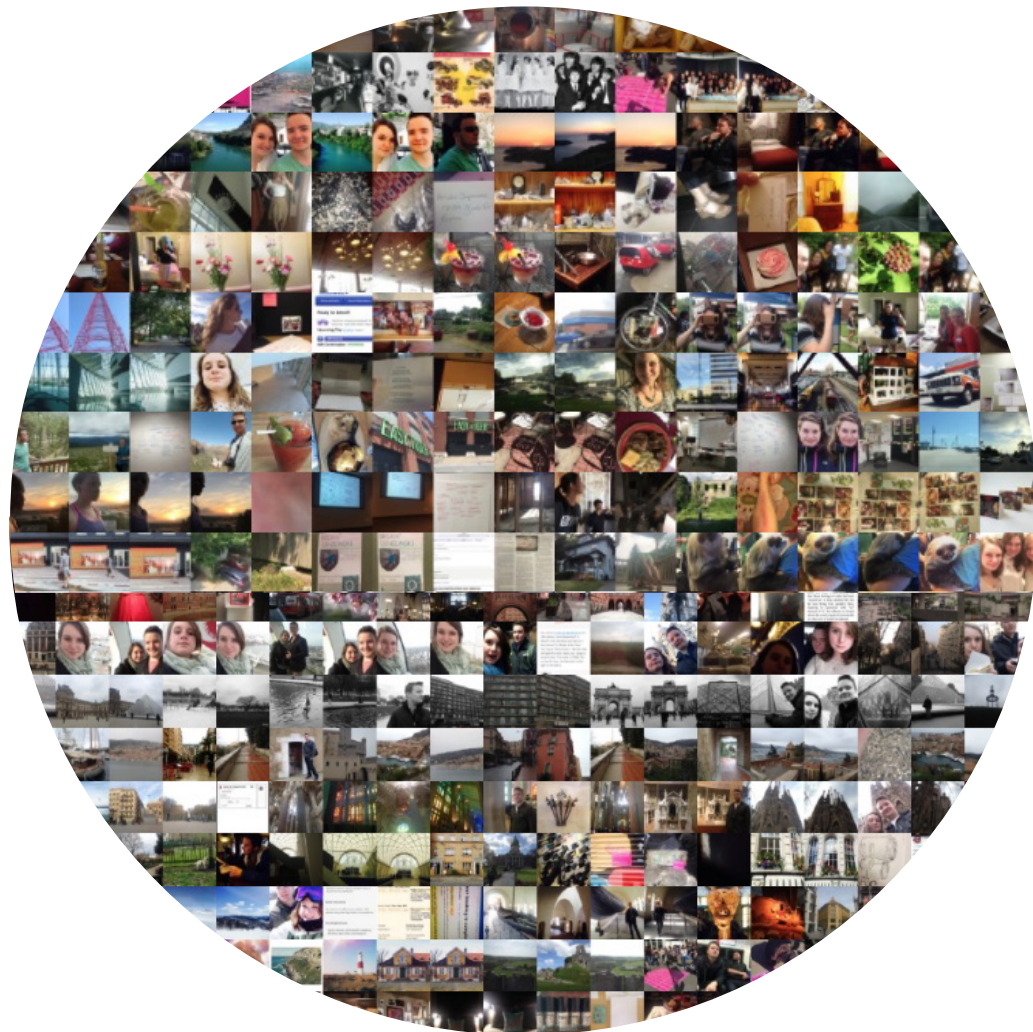


Figure 8

02

How We Collect and Capture

- 16 - Past to Present
- 18 - Public vs. Private
- 20 - Physical vs. Digital
- 26 - Active vs. Passive
- 28 - Current Methods
- 30 - Space to Place

PAST TO PRESENT

Visual Communication, and capturing of information

Technology has been quickly evolving giving almost everyone with the ability to take and save many digital files. The price of electronics and storage has significantly decreased and the capabilities of these consumer electronics has significantly increased. What only professionals were able to do, now the most amateur is capable of doing.



F9



F10



F11



F12



F13



F14

- 9. Cave Drawing , 1000
- 10. Wet Plate Photogrophy , 1800's
- 11. The Kodak Duo Six-20 Series II, 1937
- 12. Polaroid, Land Camera, 1983
- 13. Casio Exilim EX-P600 digital camera, 2012
- 14. Iphone 6 Camera, 2015

PUBLIC VS. PRIVATE

Who is meant to see?

There are things that we want to show and things that we do not want to share. And this can be for many different reasons. Some moments might be extremely private and something you would only want to keep to yourself, while there are other moments that you might want to share with friends and family during a conversation, or more publicly via social media. There are some unanimous factors as to what make a file private or public but for the large majority this comes down to personal preference. This addressed mostly the aspect of sharing, so lets consider even the public and private difference between collecting and capturing. (van den Hoven)



F15

Fig. 1

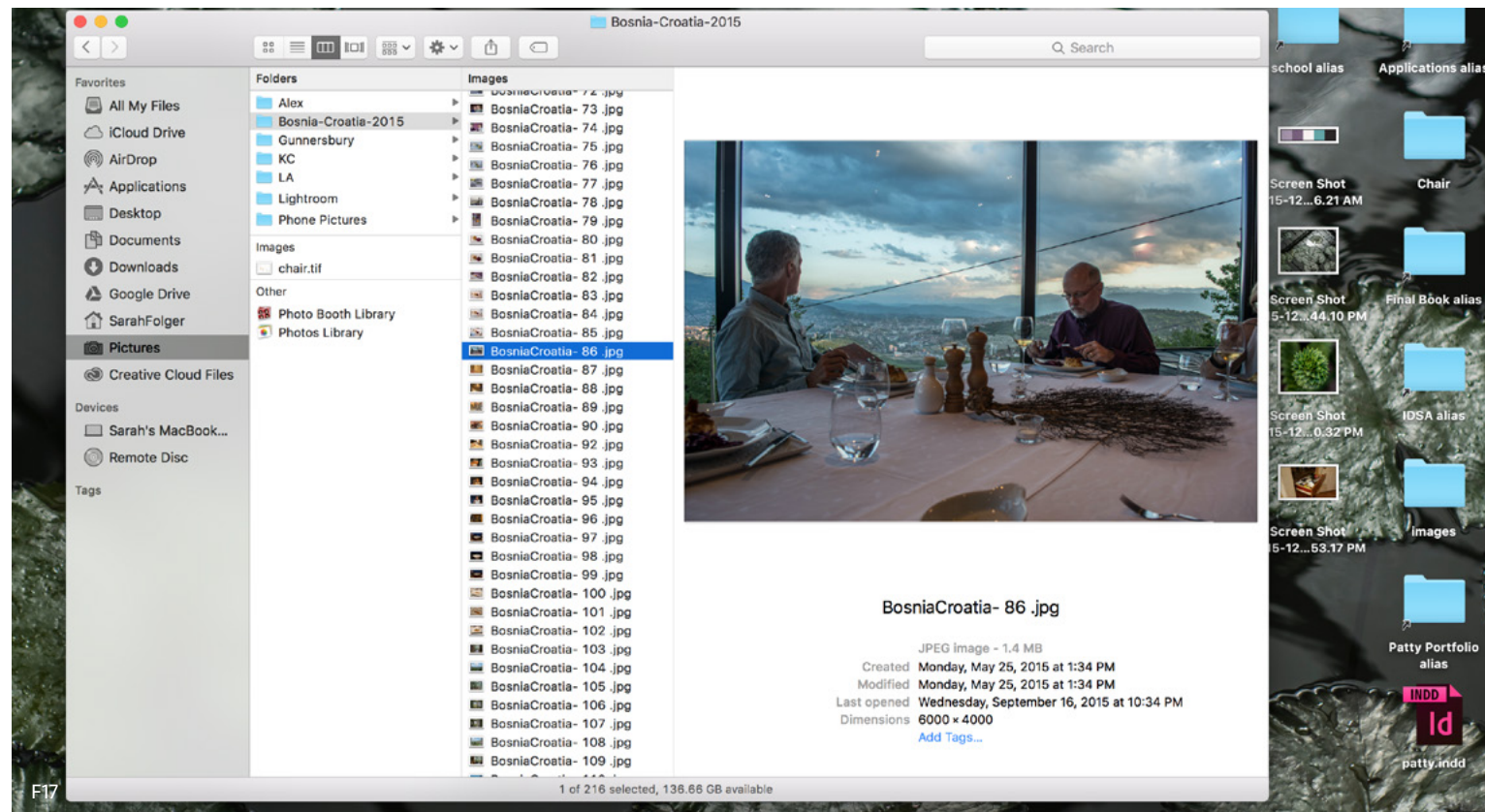
In this image the homeowners have put up pictures and souvenirs in their hallway. This hallway is a private place in that it is in the home, but it also public because guests may find themselves walking through this hallway. Putting images up allows the homeowners to see the images and be reminded of the experiences and events they embody.



F16

Fig 2.

This drawer in a kitchen is full of items both of value and of non-value. It is a more private place than a hallway, one were guests are not typically invited to visit. In the drawer this family keeps mementos that are important but that aren't meant to be put on display.



F17

PHYSICAL VS. DIGITAL

As addressed earlier, we are transitioning into a fast paced digital age where we are constantly gaining more files. Thus our collection of mementos now contains physical and digital mementos which might make creating a narrative amongst all your mementos rather difficult. The physical mementos might be made up of souvenirs from trips, the occasional photographs that are printed and framed, children's artwork and other small items such as ticket stubs and small papers. The ways in which we organize our mementos is not all that different for physical vs. digital but what lacks in the digital mementos is the ability to stumble upon old artifacts as one would with physical mementos. Your physical mementos might end up in a box that gets opened once a month or year to be added to. Or they might get put up on walls or on desks. Images that get apathetically thrown into computer folders might never be found again, even when one is actively searching.

Since photographs and documents have evolved to be ever-more digital they have lost their physicality therefore losing their tangibility. What does tangibility provide for an item? It provides history, a narrative, and a reference point. Let's look at the difference between books and e-books. There is a definite benefit for using an e-reader. It is portable, you can put many books on it, it does not weigh much, it has connectivity. A physical book is often large, you won't carry more than one and it cannot be easily changed to another book once finished. As far as the

reading of the book though, it's much easier to find one's spot within the book when you are reading it (hmmm I know I was about half way through), one might be able to determine the age of the book from the smell or the coloring of the pages, the book as an object has character. It has a life of it's own because it is a physical object. An e-reader on the other hand has some elements of character, but the books within it have barely any. They are words created through e-ink that change when the button is pressed. There are no physical pages, your place in the book is marked with a graphic element. There are no sensory elements to reading an e-book. (Jabr 2015)

The same logic can be applied to other digital media that has evolved from a physical format and now almost entirely lives in a digital and intangible form. Think about your picture files, your music files or simply your word documents, now try to imagine where they are in your computer. Or what they look like. How old they are, how many times have they been opened or used. If you lost it, would it be easy to find? These forms of digital media often get lost in a sea amongst each other. (Petrelli, Whittaker, Brockmeier, J. (2008).

Top
A digital memento in the form of a image is stored on a hard drive on a computer

Bottom
Physical mementos are put onto a shelf amongst books and other small items. The origin of most of these items is unknown to someone outside the family, but some might be gifts. These objects most likely signify happy events because they are on display in the home.



F18

PHYSICAL MEMENTOS



SPORT TICKETS

Souvenirs from events such as sports games or movies can be kept and put up to remember.



PRINTED PICTURES OF E-BOOKS

This person has printed out thumbnail images of the books they have on their e-reader. This is an example of making a digital memento more physical.



SCRAPBOOKS

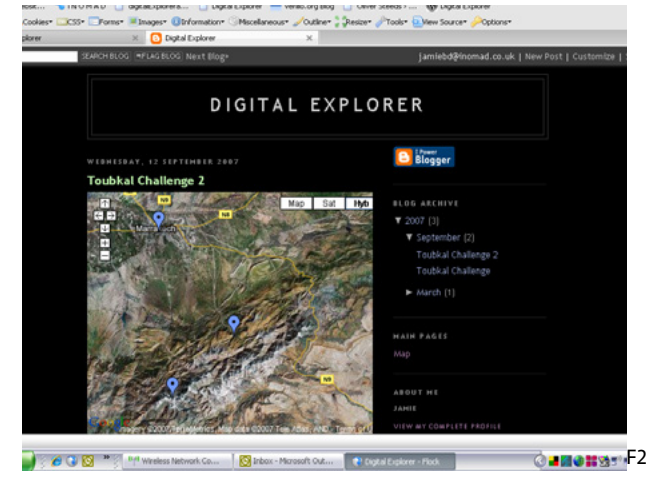
A common example of a scrapbook, a book with curated images and text depicting important moments in the creators life. They are often designed to be shared.



HH BOOGIE - UNBOUND MEMORY BOX

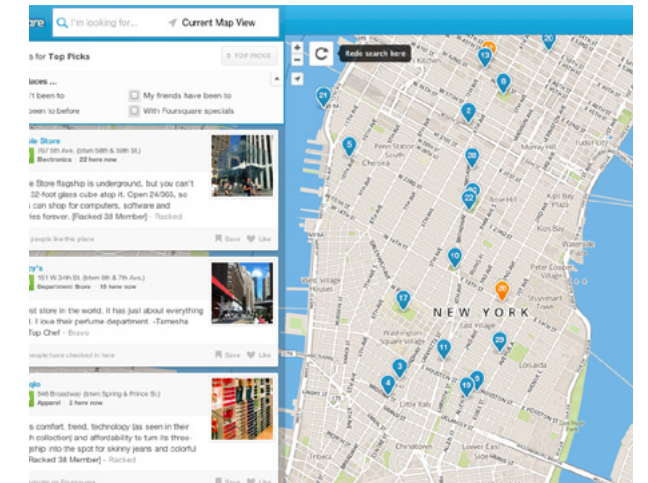
This company creates small wooden boxes that hold scents, textures, and images from important event. These can be ordered online and assembled on arrival.

DIGITAL MEMENTOS



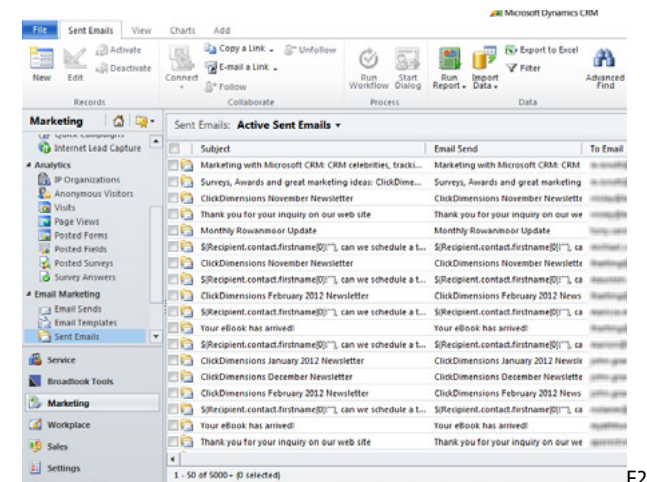
OUTDOOR BLOG

Blogs are a simple and effective way for people curate their information in their own way to share with others or for their own personal use



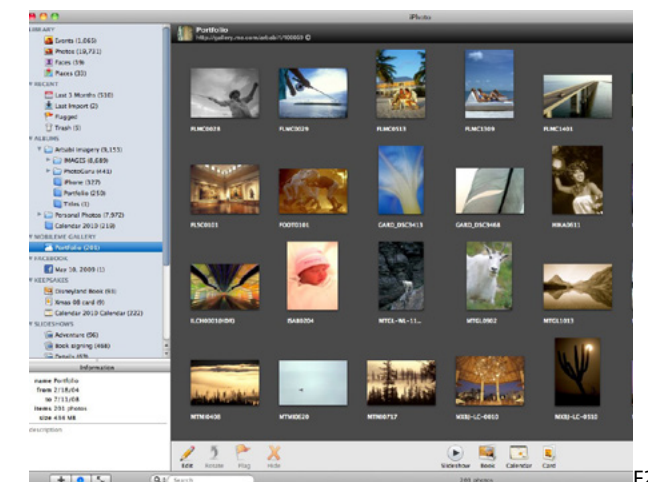
FOURSQUARE

Foursquare allows users to tag their location and places they visited to share with other or to review later.



EMAILS

Although not obvious, emails are a form of digital mementos, as they hold past information and transactions between multiple people.



IPHOTO

This Mac application allows users to store and organize their photo library. iPhoto has many ways to organize photos and can be synced across multiple devices.



“I know this is my grandfather’s knife. I can hold it in my hand. I know where it is, it has a smell, a weight and feel. It is tangible. My many digital pictures of my kids and family exist somewhere on the internet, but that isn’t guaranteed. I don’t know where they are and don’t know where they might be in 10 years.”

- Zeke Leonard



f19

ACTIVE VS. PASSIVE

How is the data or information captured?

There are multiple ways in which we collect and capture what happens to us in our daily lives so that way can make memories and then process our lives. The passive collection of personal memories has been evolving since the development of technology has made it easier for data points to be collected without our help. Some examples of passive collection include pedometers, location trackers, weight counters, and other meta-data that is used to provide more information about one's life. This kind of personal tracking has led to technology advancements such as data mining and life logging which aim to collect as much data about a group of people or an individual so that one can analyze and make lifestyle changes. The development of wearable technologies and tiny sensors has made data tracking of this kind incredibly easy. Some of this data collection has to be brought into the wearable market but there are some examples of passive data collection that happen simply through your smart devices. As mentioned previously, location tracking is a passive form of data collection that is collected on your devices through various applications. It might have to be used in conjunction with active collecting such as posting to a social media platform of taking a picture. This kind of data is done sometimes unintentionally and is a side effect of another action.

Lifelogging: is the process of tracking personal data generated by our own behavioral activities. While Lifestreaming primarily tracks the activity of content we create and discover, Lifelogging tracks personal activity data like exercising, sleeping, and eating.

Datamining: is the analysis step of the “knowledge discovery in databases” process, or KDD. The term is a misnomer, because the goal is the extraction of patterns and knowledge from large amounts of data, not the

Active (adj.)
Involving physical effort and action

Passive (adj.)
not involving visible reaction or active participation

Top Photo

In this top photo, the runner is wearing a fit bit on her wrist. This device records her heart rate, location, and steps. Through this data she is able to measure her individual exercise for that day as well as compare it to previous exercises. This device also monitors her sleeps in the background. This is an example of passive data collection as she isn't inputting any of the data herself.

Bottom Photo

This man has seen something that has sparked his interest so he has decided to capture it with his camera. This memory might sit with him in his device or be shared out to others to see and experience.



f21

METHODS

How can we collect and capture?

We collect and capture in so many different ways. Since the technology enables us to we also capture almost everything that we can. We collect so that we don't forget, but often do not go back to that item to reminisce but find comfort in that fact that it is there. Additionally, just the act of deciding to record that moment makes it even more special, and you will remember it more because you decided to capture it. One of the most frequently used ways of capturing is now the smartphone because it is portable and accessible. With a smart phone one is able to take pictures, record sounds, write notes, and take video. 10 years ago one would have had to use

a different device for each one of those actions. Beyond the smartphone one could take a less digital approach and draw a picture, or take a souvenir, but sometimes these artifacts might be documented digitally in the form of a photograph and a scan. Some people might have other methods of creating digital mementos such as professional cameras or a GoPro.



GOPRO CAMERA



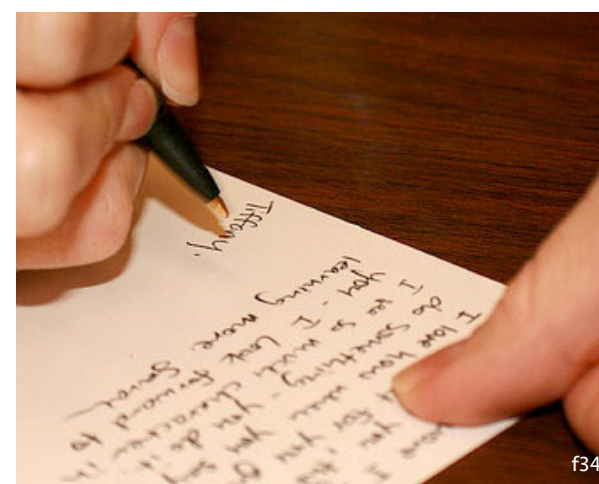
VOICE RECORDING



MOBILE SMARTPHONE



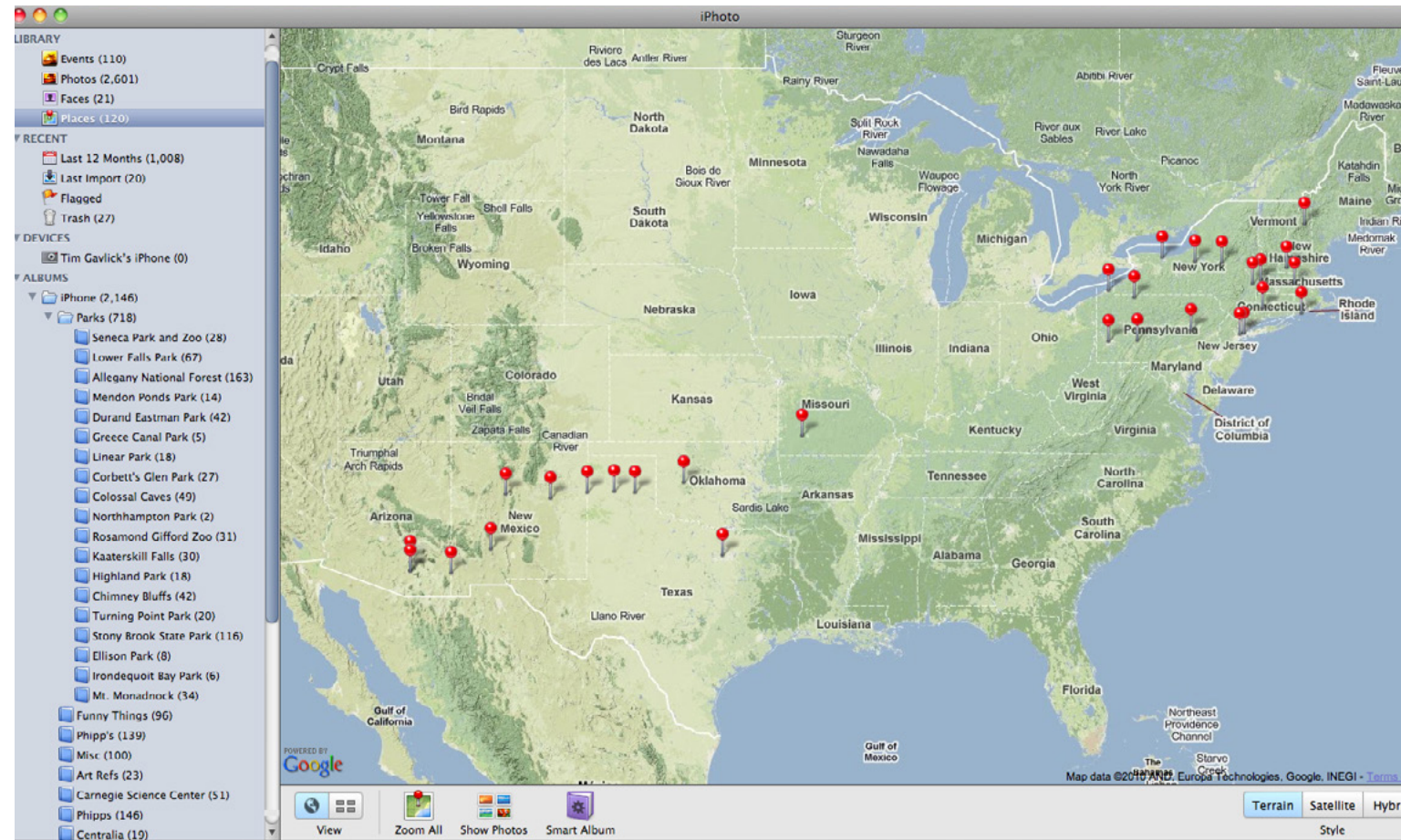
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NOTE WRITING



PHYSICAL PHOTOGRAPH



SPACE TO PLACE

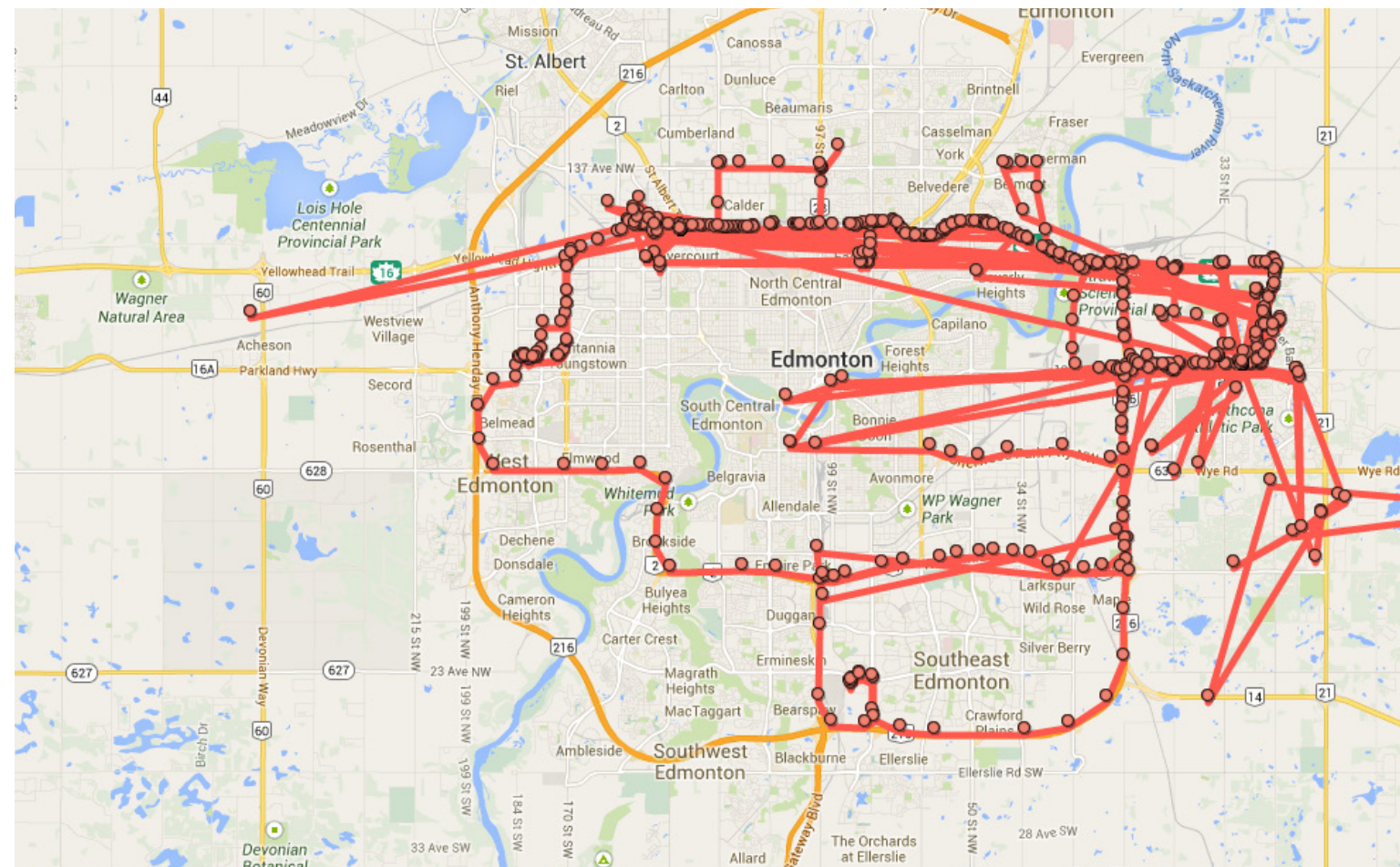
Where we go and why that matters

“A space becomes a place when it has social meaning...checking into a new place was a way of place making or creating social and personal meanings with a new city...and to build a sense of connection and familiar to a new place” (Ozkul 2016)

Much of our experiences and memories can be defined by where they took place. In order to capture place one may take a picture and have aspects of the image that depict where the picture took place. Alternatively one is able to capture their location through their social media platforms such as Foursquare, Instagram, or Facebook, even through just taking a picture on their phone with location services switched to “on”. By including a location stamp people are able to see where they have gone, and often by seeing when and where they were doing something they are able to recall the special memories that occurred at that time. Services that allow the user to see a map or list of all the places they have been user are able to see a personal map of the place that make them who they are.

Active (adj.)
involving physical effort and action

Passive (adj.)
not involving visible reaction or active participation



Top Photo
Users are able to view the places that they have taken picture in the iPhoto app on Mac computers. This feature gives users the ability to see where they have been and then see the pictures they have taken at those locations

Bottom Photo
User are able to see their track history in google drives, drawing a visual image of where they have been. Filtering options enable the users to create layers of different information for synthesis.



03

Why We Share and Show

34 - Share Information with Others

36 - Identity and the Personal Self

- Ability to Create an Identity

- Honesty in the Identity

- Engaging with Our Past Selves

40 - Preservation and Organization

- Preciousness

- Active vs. Passive

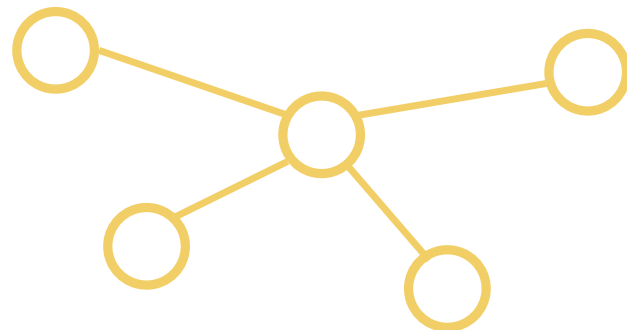
- Archive Fever

SHARING INFORMATION

Sharing brings us together

Telling stories draws us together, even when the stories might be shared digitally. By telling certain kinds of stories people are able to strengthen shared connections, support each other, and offer sympathy. Through a funny story, people are able to share feelings of joy, through stories depicting a tough time, embarrassment or a not-so-similar experience people are able to empathize so to better understand each other. Talking about the past enable us to create and maintain a sense of individual self. Similarly, sharing a memory with other people makes them feel included and helps them shape their identity even if it wasn't an event they were apart of. (Barnier 2014)

Our instinct to share memories and stories through voice will indefinitely holdfast but technology has allowed us to share our memories and stories with a much broader audience. We are now able to share our experiences with those that we might only see once a year, such as family members that live in a different country. We are now able to stay in touch with friends that we went to college or high school with. We are able to maintain connections with the people that we care about but might not be able to or want to call on a regular basis. This sense of a network or connection base makes us feel supported, as though people care about what we have to share, creating a greater sense of value ones identity. **These networks help frame our mobile media as we might only share what we think people would enjoy, curating a past self for your future self to one day rediscover and inform.** (Hansen 2009)



“Sharing memories is not only a good way to debrief and reminisce, we’re beginning to realise the process plays an important role in children’s psychological development and protects our memories as we advance in age.”

- Amanda Barnier

Professor of Cognitive Science and Australian Research Council
Future Fellow, Macquarie University

IDENTITY AND THE PERSONAL SELF

Ability to create an Identity

The internet and its platforms and networks have created a separate space to develop into a place that allows one to create an identity. The ways in which one can use these networks is vast, but one distinct way that many use these systems is to curate their sense of personal self and identity. In a similar way that a teenage girl would collect artifacts that she identifies with or likes, and then put them on her wall or in a box in her room, someone can do online. Social networks act as place to curate the things that you like as well as place where your memories can be digitally stored in a space that is supported by like-minded people. (Hansen J. 2009 135). Just as one can actively curate their digital identities, mobile media is able to preserve the past through logging of information such as locations, geotagging to create an autobiography. (Ozkul)

These images are from Australian Instagram model Essan O'Neil. She took a stand against social media and commented on her photos describing the efforts made to take/create her pictures. These images are examples of curating specific digital identities



IDENTITY AND THE PERSONAL SELF

Honesty In the Identity

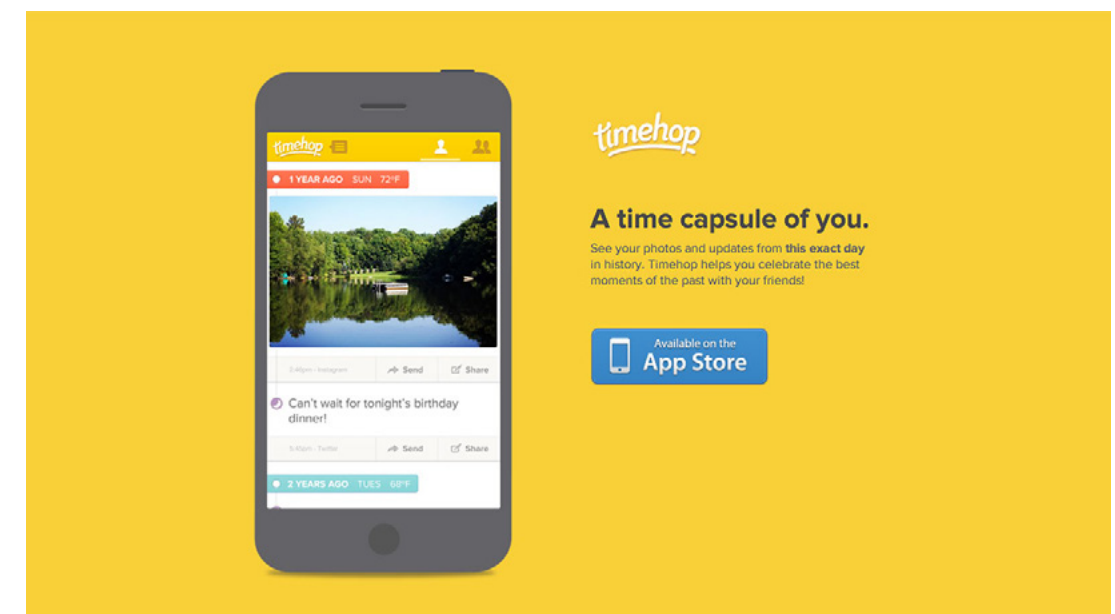
The interesting thing about the internet and social networks is it's transparency, or it's lack thereof. Users are able to share capture and share personal experiences in an intimate and open way, that was not possible until recently. There is also veil of privacy and truth, as the user can upload whatever they want, however they want. In some instance this may lead to full deception of identity and character, but in most instances it simply leads to a stretching of the truth. Users are able to curate their content in order to paint a picture that portrays the life they intend to or want to have. Social norms are also established within certain social networks, setting a standard for how one should or should not develop themselves through their profiles. These trends usually occur as new users will look through the profiles of their friends to see what they do, and then mimic it to some degree. (boyd 2008, p. 140)

Ability to Engage with Our Past Self

Some may actively be using social networks and media to curate a desired identity, others unconsciously preserve their pasts as a result of technologies ability to automatically save our experiences through our mobile media traces. Considering it is easier than ever to make traces with our digital media through status updates, 'likes', photo uploads, conversations. Through scrolling through ones' digital past on social media one can browse their own past life in increments of days, weeks, to years. (Ozkul 2015) Applications such as TimeHop and features within Instagram facilitate ones ability to browse their past self. They tap into the experience of unrequested triggering of passive retrieval. As we continually create content it becomes difficult to sift through in an organized or intentional way thus users do not browse their own content often. Apps that show bits and pieces of past media allow users to see without doing the work.

catfish [kat fish] verb

to pretend to be someone you are not by posting false information



PRESERVATION AND ORGANIZATION

Preciousness of Mobile Media Objects

As mobile media becomes ever more integrated into our everyday lives, we will continue to archive and capture bits of personal information in an effort to create and hold memories. We are able to preserve our past through our camera phones, our locative applications and our social media networks, creating a personal archive that grows and adapts with the user. Some of these objects begin to create an identity beyond their main function. The smartphone for example, has evolved into somewhat of a memory object, as it facilitates memory making and holds memory data and is infinitely valuable to the user. Often users will take their physical mementos and create digital copies, for safe keeping, but also adding value to the digital items holding the copies. Consequently these memory objects gain so much value that they have “intense material preciousness” even though their economic value has is relatively negligible. To some, the loss of the items is associated with loss of their own identity and loss of their own memory. The smartphone can now be equated to the treasured memory shoebox and the personal history that is created through the objects within. (van Dijck, 2007, p35)

Passive vs. Active Preservation

Passive preservation would be through uploading your content to your social media sites, unconsciously creating a log of personal memories

Active preservation would be backing up your digital content on to hard drive, saving your pictures to multiple media networks for safe keeping



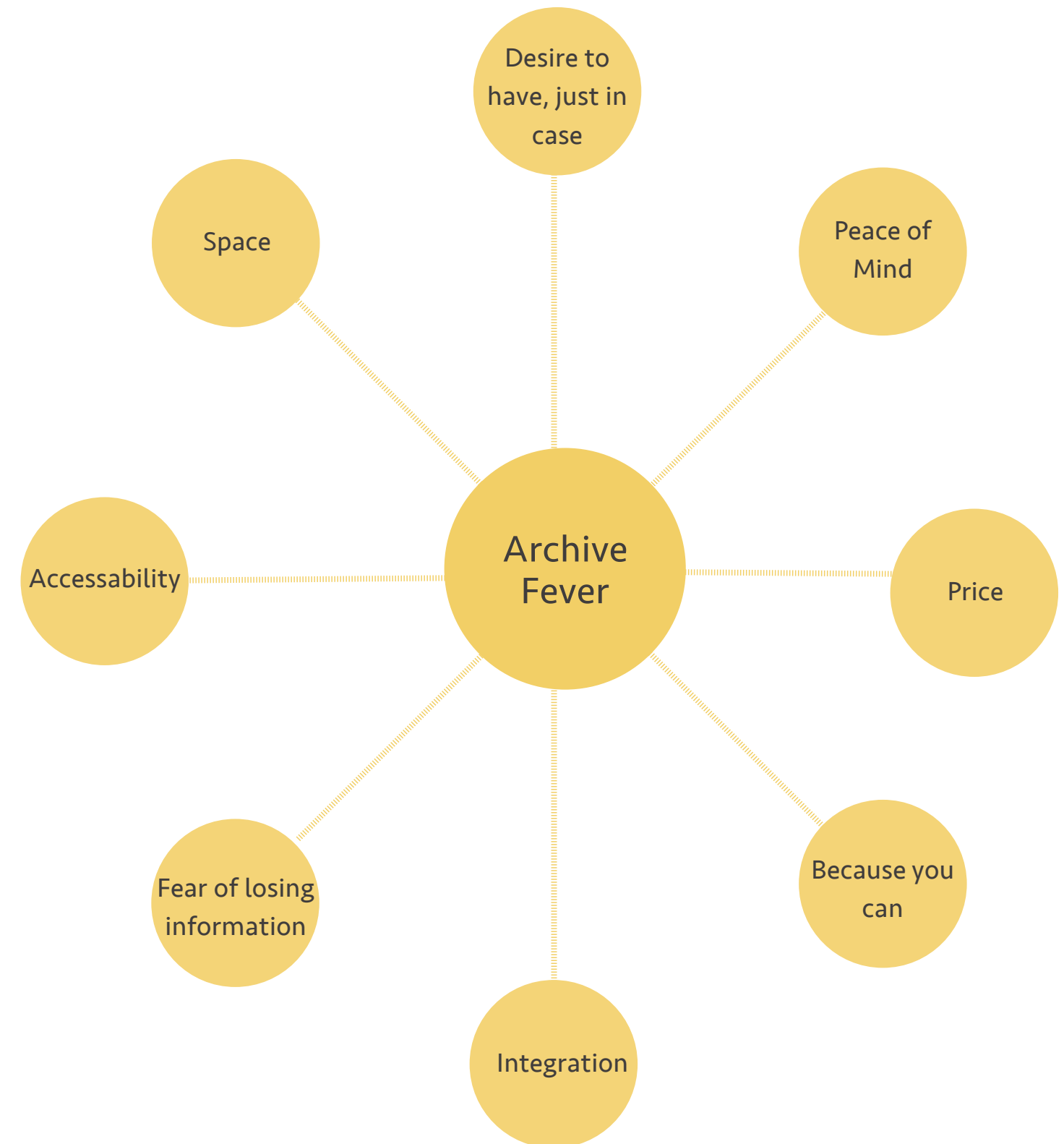
PRESERVATION AND ORGANIZATION

Archive Fever, A 21st Century Digital Hoarding

Our memories are not perfect, it is actually so imperfect that we often only remember bits and pieces of events and our brain fills in some of the missing pieces which aren't always accurate. But as we get older the more we accept that it is ok to not remember 100% of an event or experience. (Barnier 2009) Through coming to terms with the fallibility of our memory, we do what we can to counteract this human flaw. Which leads many to the opposite or forgetting, hoarding. More and more memory related media is being captured digitally, through video and audio. (van den Hoven 2012, 2) A common response to this capability is to capture as much personal data as possible in the attempt to create a fallible memory to promote "total recall" (van den Hoven 2012, 2). People have increasing amounts of digital media such as photos, videos, text and music files about their past, most of which is not organization. The amount of space enables users to continually add to their collections, without much trouble. Consequently, we continue to hoard because we can, it is less effort to continue to add than it is to delete or organize.

TOTAL RECALL

The ability to remember every detail of a specific event or experiences.





O4

How We Share and Show

46 - Social Media Platforms + Intentions

48- Communication Methods and Relationships

50 - What is Actually Important

“On Monday [August 24th 2015], 1 in 7 [1 billion people] people on Earth used Facebook to connect with their friendsQA, Z, a Q and family” Mark Zuckerberg, CEO

Facebook Inc.

Social Media Platforms + Intentions

Where to post and why

As technology has evolved together, we have social networks that work with the capabilities of our memory making devices. As we document our experiences there are many place where we can post them so they develop another identity outside our personal devices. Just as we curate what we capture we are able to curate and choose where we share our media and memories.

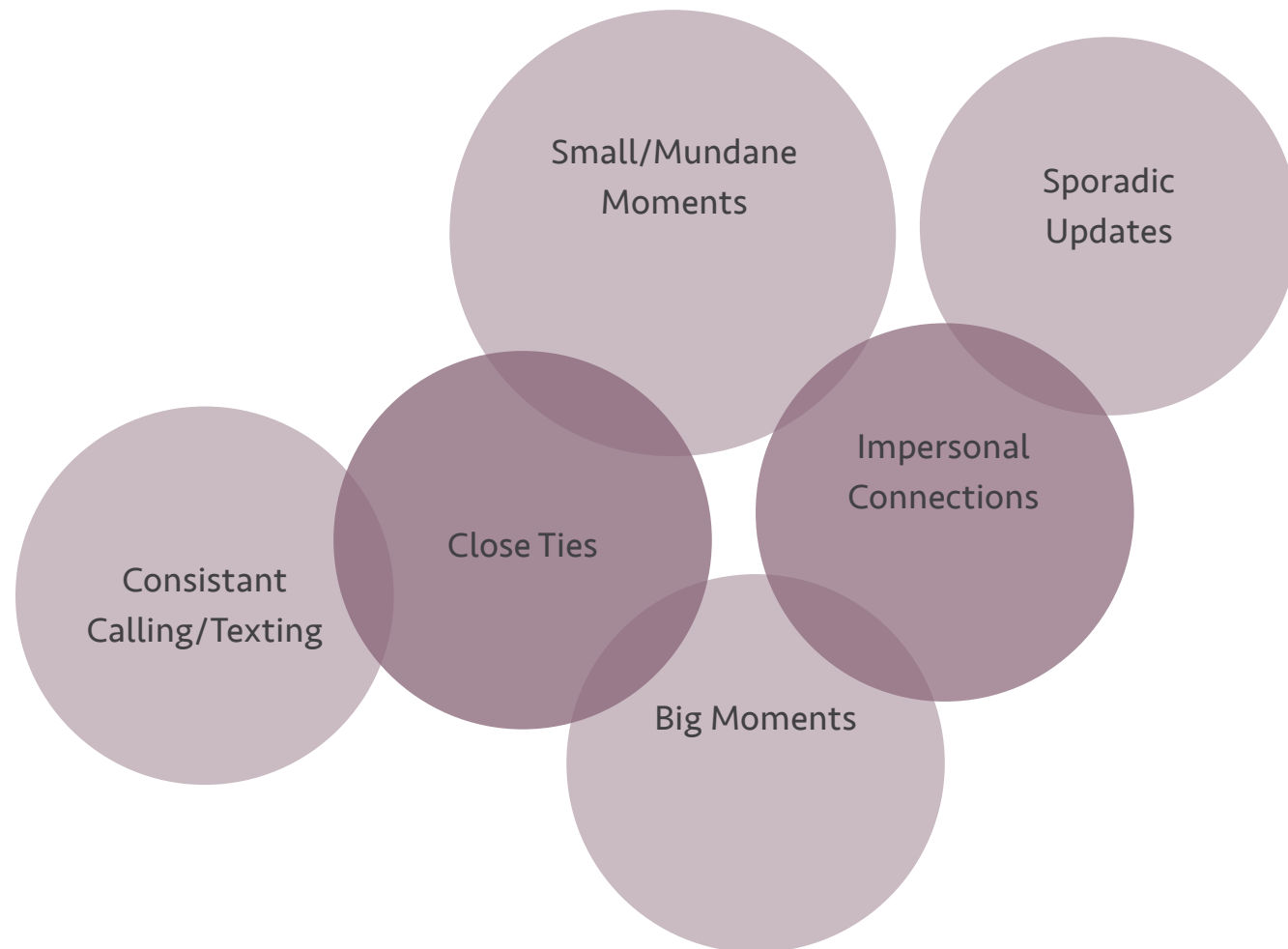
There are many social media platforms out there, so much so that almost every intent you might want could be met through one platform or another. Despite the myriad of networks out there, there are several to be seen as the forerunners right now; Facebook, Instagram, LinkedIn, and Twitter. After those there is YouTube, Tumblr, Reddit, BuzzFeed, Pinterest. Similar to a business each one of these networks has a competitive advantage, or a unique offering different from each other. Some of these platforms serve to mediate social connections and personal memory, others as a place to collect thoughts and opinions, and interests. They can be broken up into several categories content creating and content browsing, which can also differ based on the user. Some users may use one website for more browsing while the next user may use the same website for content generation.

COMMUNICATION + RELATIONSHIPS

How methods of communication differ based on relationships, and vice versa

Extensive research has shown that different forms of communication are used to maintain different kinds of relationships. For example, calling and texting is used primarily for small numbers of close ties, whereas Snapchat, a photo- and video-sharing app that automatically deletes messages soon after they are received, has previously been strongly tied to close relationships but has since broadened to less close ties with the introduction of “My Story”. Most social media platforms afford customization for content-sharing; You may have the option to post to a wall, or to personal message, varying the degree to which your content is exposed. This allows users to choose who sees what, and how, adding level of control over your digital connections and networks. (Bayer 2015)

As there are correlations between platform and relationships, there are correlations between relationships and content. It seems that the “Big Moments” or often shared more globally, for your entire network to see, and small mundane aspects of your day or shared primarily with your close ties. (Bayer 2015)



WHAT IS ACTUALLY IMPORTANT?

We can often get obsessed with our digital media and think it is all important to us. But at the end of the day there are some basic elements of our digital files and digital lives that we truly value.



PRIVACY + SECURITY

We want to protect our personal belongings this applies to both our physical and digital items. As part of placing our files online, we are anticipating their privacy and safety.



FAMILY/CLOSE RELATIONSHIPS

Through sharing and showing our digital media we are making and maintaining our relationships. The epicenter of most of our emotions and connections is our close connections and family.



EMOTIONAL WELLBEING

Some say they use social media because it makes them happy but some studies show that prolonged use of Facebook actually leads to a decline in happiness. A balance must be met in order to maintain your social networks and maintain an overall sense of happiness and wellbeing. In doing so, it is important to stay true to oneself and reality.



PERSONAL IDENTITY

We use many of these memory and media tools to help establish our sense of personal identity. There are good and bad ways of doing this, and ways that are honest to ourselves. Through our own social profiles and our network we are to define who we are through the mediation of mobile media and data.



O5

What Does This All Mean?

- 54 - Overconnectedness
- 55 - Digital File Overload
- 56 - Organization
- 58 - Survey
- 62 - Probe
- 68 - Design Direction

OVERCONNECTEDNESS

While our devices have provided us with great capabilities to explore and stay connected, some argue that we are becoming overconnected. We are having issues getting away from our devices and actually being a part of the moment. Part of this comes from our obsession with capturing every moment and our desire to know what is going on at all times. The problem with being constantly plugged in is that we are synthesizing our physical being less and less and we are defining our lives and moments by how they are received in the digital social world.

DIGITAL FILE ARCHIVE

Many personal devices now have the capacity to hold multiple terabytes of data, some of which is never organized. Personal mobile devices might be able to carry thousands of files and that paired with portable hard drives and large capacity computers leads to file overload. While this may certainly vary person to person, the ability to and accessibility of file creating and storing has made it easier than ever to store millions of files within your immediate reach.

ORGANIZATION

We intuitively like to have our belongings organized in some manner, so that we can make sense of them. If every item in your home were to be randomly thrown into a pile on the floor it would rather difficult to find a specific item without a bit of luck and time. With physical items organization is easier because there is tangibility to the item, it has a size, shape, smell etc. it also has the ability to be placed within space. A digital item, on the other hand, cannot be placed within space, because everything is on the same plane. Thus, new organization methods must be implemented so that one can make use of the many digital files. find something here about the HCI of folders in computers. The first method designed to help make sense of digital files in the use of folders, where files could be placed, and the ability to name files. With the name of the file plus the type of file found within a folder one could begin distinguishing files in a similar way that they would in physical space. To add additional levels of organization the use of tagging, color coding and meta data begin to be used. Meta data includes information such as date created, date modified, play count for songs, ect. There are several tools currently used to add levels of organization such as tagging of people, date stamps, and location tagging. One is also able to put collections of images into albums/folders. These methods are relatively straight-forward yet people tend not to take the time to organize their files.



If you knew you were going to die in a year, what sort of sentimental digital files would you want to gather to pass onto to those that are important to you?

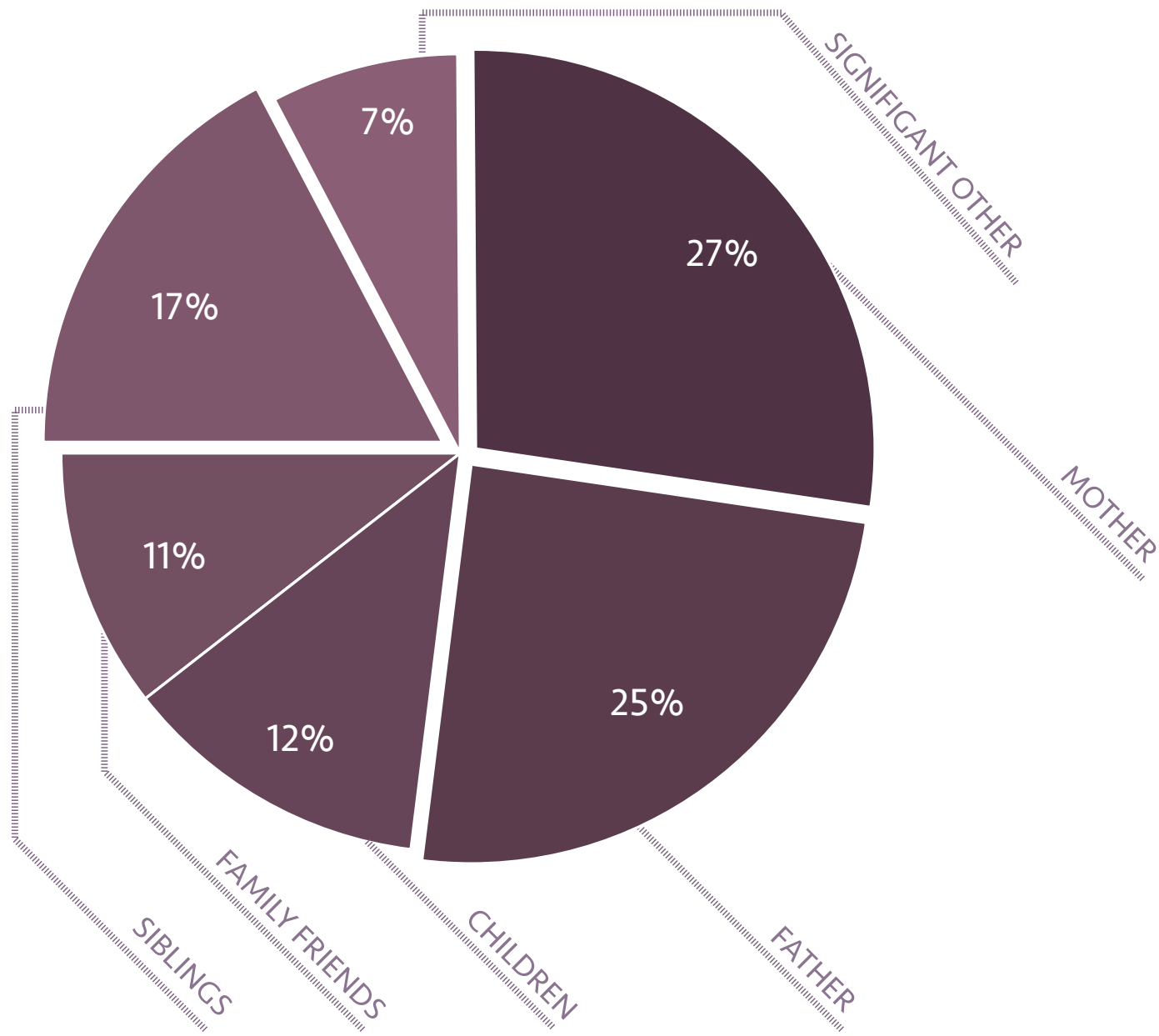
FINANCIAL FILES

ACCOUNT INFORMATION

IMAGES FROM SOCIAL MEDIA

MUSIC LIBRARY

"Nothing...The files I keep on my computer are just for me...My files are just cute animal pictures and photos of gore."



If you knew you were going to die in a month, who would you want to give your digital files to?

If you knew you were going to die in a month, which digital files would you want to capture to pass onto someone?

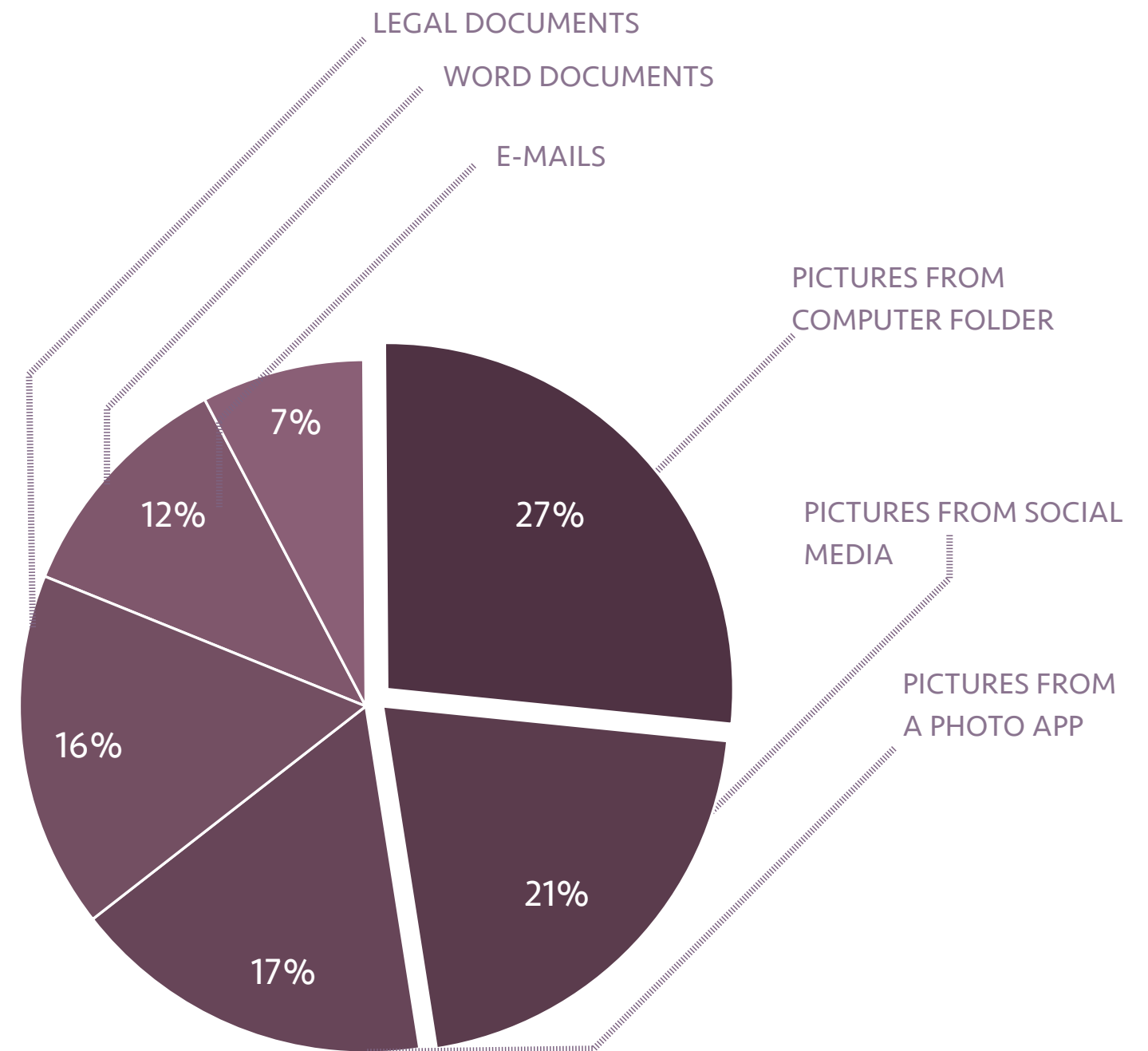


IMAGE SORTING ACTIVITY

I started this activity trying to define what it is that people find to be truly important in their photographs. I had sent several surveys to Syracuse University students asking how many photos they have on their phone and then how many of them they find to be meaningful or important. Some people said that only a few of them were important but a surprising number stated that a large number of those photographs were meaningful to them. I wanted to learn more about what makes a photo meaningful to the photographer or viewer so I planned out a photo sorting activity.

I created a Google Drive folder and asked participants to create a sub-folder within it titled with their name. I asked the participants to upload 15-30 photographs that they found to be “meaningful/sentimental/ or important”. The photos could come from social media, their computer or their phone. I printed all of the submitted photographs and ask them to talk me through the pictures that they put in the Google Drive, and how they felt while getting to those 25. They were then asked to pick their top 10 photos and talk about why those chose them. I then asked the participants about their experience, how they felt about looking through their pictures and how they felt further selecting fewer and fewer pictures. I was only able to get through about half of my interview questions and half of the activity. My intentions were to have the participants pick their top 10, talk about them, pick their top 5, then their top 1, and then ask several concluding questions. Given the time constraints I was only able to ask some of the concluding questions and sort to the top 10 pictures.

The image illustrates the process of an image sorting activity. It starts with an email from Sarah Folger asking for help with a thesis prototype. The email includes instructions for participants to create a folder on Google Drive, upload 15-30 photos, and provide a list of important photos. The next step shows a Google Drive folder named 'Thesis Pictures' containing sub-folders for participants like 'Activity pictures', 'Grace Surnell', 'Ian DaRin', 'Isabelle Gulick is L...', 'Lindsay Moskowitz', 'ryn adkins', and 'Bally Zheng'. Below this is a grid of 25 image thumbnails, each labeled with a file name (e.g., IMG_0306.jpg, IMG_0309.jpg, etc.). Finally, a printed collage of the selected photos is shown at the bottom right.



I was sitting across from Grace and Lindsey while they were sorting through their pictures and it seemed that they enjoyed looking through the pictures. They were making comments about the different moments the pictures were depicting and the people in the pictures. they mentioned that this activity gave them a reason to go through their pictures in a way that they usually would not. When I was talking about their pictures they had chosen I learned about what they had picked and why. Most of the images that Grace chose were depicting moments and people that she would not see again or be able to visit again. For example, one of the pictures she picked out was of her and a neighbor that moved away from her town that she would probably not see again. Grace did not struggle much filtering to her top 10 as she just picked the photos that were less repeatable and that were not likely to occur again. Lindsey was very vocal while going through her photographs, she enjoyed talking about the different times in her life represented in the pictures. During the interview she described that she had issues choosing her 25 to upload because there were many photographs that she finds important. Of those 25 that she choose she talked about an image that showed her and her brother kayaking in the ocean she said that she loved that pictures because it depicts their odd sports interests. Most of her images she picked were important to her because of the people in them (friends, family, her dogs, etc). Grace said that she enjoyed looking through her pictures and that while she was browsing she noticed that were many photographs that she could get rid of and organize but would never take the time to do so.

While I was unable to formally interview Isabelle I was able to look through and talk briefly with her about the photos that she choose. Her 20 pictures showed more events similar to grace. She had a screenshot of a time when a celebrity donated to her GoFundMe campaign for her rabbit in need of veterinary care as well as pictures of friends and family.

Top right and left. pictures printed from google folders and cut to be sorted by participatns

Fig 2. Grace sorting through her 25 photographs that she put into her folder



My two conclusions from this activity are that

1. The act of looking through the pictures is **rewarding**
2. Selecting the right photographs can be **stressful** for some
3. People are **not willing to spend much time** organizing their files
4. People select images that **portray important TIMES** in their lives (places, events)
5. People also select images that **portray important PEOPLE** in their lives (family, friends, pets)

Lindsey is talking about the photo depicting her and her brother kayaking

Grace's top 10 photos

DESIGN DIRECTION

This product/service is about **making more of one's personal memories in the form of digital mementos**. These items are currently on multiple platforms/software and are typically only organized by face, created, albums with titles and in a timeline. This product/service aims to take one's digital content and make it more organizable, browsable, and integrated so that the user may create a more true narrative with their digital mementos which might be more sharable. Some areas of focus include: File Reviewing, File Sharing, File Making, Organization, Browsing, and Storytelling

THE INTENTIONS OF THIS PRODUCT COULD BE

- to help the user review and sort their digital mementos
- to help the user take their digital content to a point where they can easily send it to those that matter
- to integrate the multiple platforms of separate digital media files

POSSIBLE TECHNOLOGY

- Facial Recognition
- Tagging
- Sorting
- Feed from multiple social media
- Emotion detection
- Amount of time spent on a picture
- Notifications
- App/website/software

CONSIDERATIONS:

- Defining importance
- Fun vs. sentimental
- Public vs. private content
- Something that is important to you but you might not want to share with others
- Amateur vs professional photography
- Content that turns from good to bad (opinions change)
- Ex's, deceased, tough times

MUST

- This product or system MUST
- Easy to use
- Easy to browse
- Affordable
- Connected to multiple platforms (integrated)
- Able to add more tangibility and organization to one's digital media
- Be able to account for multiple types of digital media
- Able to add/subtract content, editable
- Prompt users to USE the product multiple times, what is the incentive over time
- Create more of an experience than occasionally/casually browsing Facebook Scrapbooks, iTunes

SHOULD BE

- Organizable/sortable/tagged in multiple ways (time, feeling, moment, color, face, people)
- Able to remind/prompt users to browse
- Used as you go

COULD HAVE

- Auto-sort and tagging features
- Web presences
- Collaborative features (more than one user)
- Connections to social media
- Printing capabilities

COULD BE

- A plug in
- An App
- Software integration
- Physical product

GLOSSARY

Autobiographical Memories - Autobiographical memory is a memory system consisting of episodes recollected from an individual's life, based on a combination of episodic (personal experiences and specific objects, people and events experienced at particular time and place) and semantic (general knowledge and facts about the world) memory.

Autotopography - textual mapping of a person's life. autotopography [21]: "just as a written autobiography is a series of narrated events, fantasies, and identification, so too an autotopography forms a spatial representation of important relations, emotional ties, and past events" [21]. This organization can exist in many forms: "a careful, visual arrangement of mementos and heirlooms, on the one hand, and a jumbled, hidden assembly of dusty and unkempt objects, on the other, can both constitute a material memory landscape" [21].

Collective Memory - to the shared pool of information held in the memories of two or more members of a group

Digital Archive - A digital archive is a repository that stores one or more collections of digital information objects with the intention of providing long-term access to the information.

Digital Artifacts - A digital artifact is any undesired or unintended alteration in data introduced in a digital process by an involved technique and/or technology.

Digital Legacy - the cumulated information about yourself that exists in digital media

Digital Materiality - digital text, pictures and documents, the term materiality refers to the physical medium used to store and convey the text, as apart from the text itself.

Digital Mementos - an digital item that serves to remind one of a person, past event, etc.; keepsake; souvenir.

Digital Preservation - Digital preservation is a series of managed activities necessary to ensure continued access to digital materials for as long as they are needed.

Heirlooms - a valuable object that has belonged to a family for several generations.

Human Computer Interaction - the design and use of computer technology, focusing particularly on the interfaces between people (users) and computers.

Netnography - Netnography is the branch of ethnography that analyses the free behaviour of individuals on the Internet that uses online marketing research techniques to provide useful insights. The word "netnography" comes from "Inter[net]" and "ethnography" and was a process and term coined by Robert Kozinets.

Personal Memory - The memories that one holds about themselves

Public Memory - Public memory is enshrined in memorials from the newly opened Holocaust memorial in Berlin to the Vietnam Veterans Memorial in Washington DC. Whatever a nation chooses to memorialize in physical monument, or perhaps more significantly, what not to memorialize, is an indicator of the collective memory.

Quantified Self - The Quantified Self is a movement to incorporate technology into data acquisition on aspects of a person's daily life in terms of inputs (e.g. food consumed, quality of surrounding air), states (e.g. mood, arousal, blood oxygen levels), and performance (mental and physical).

Self-memorialization - the commemoration of one's self.

Serendipitous - occurring or discovered by chance in a happy or beneficial way.

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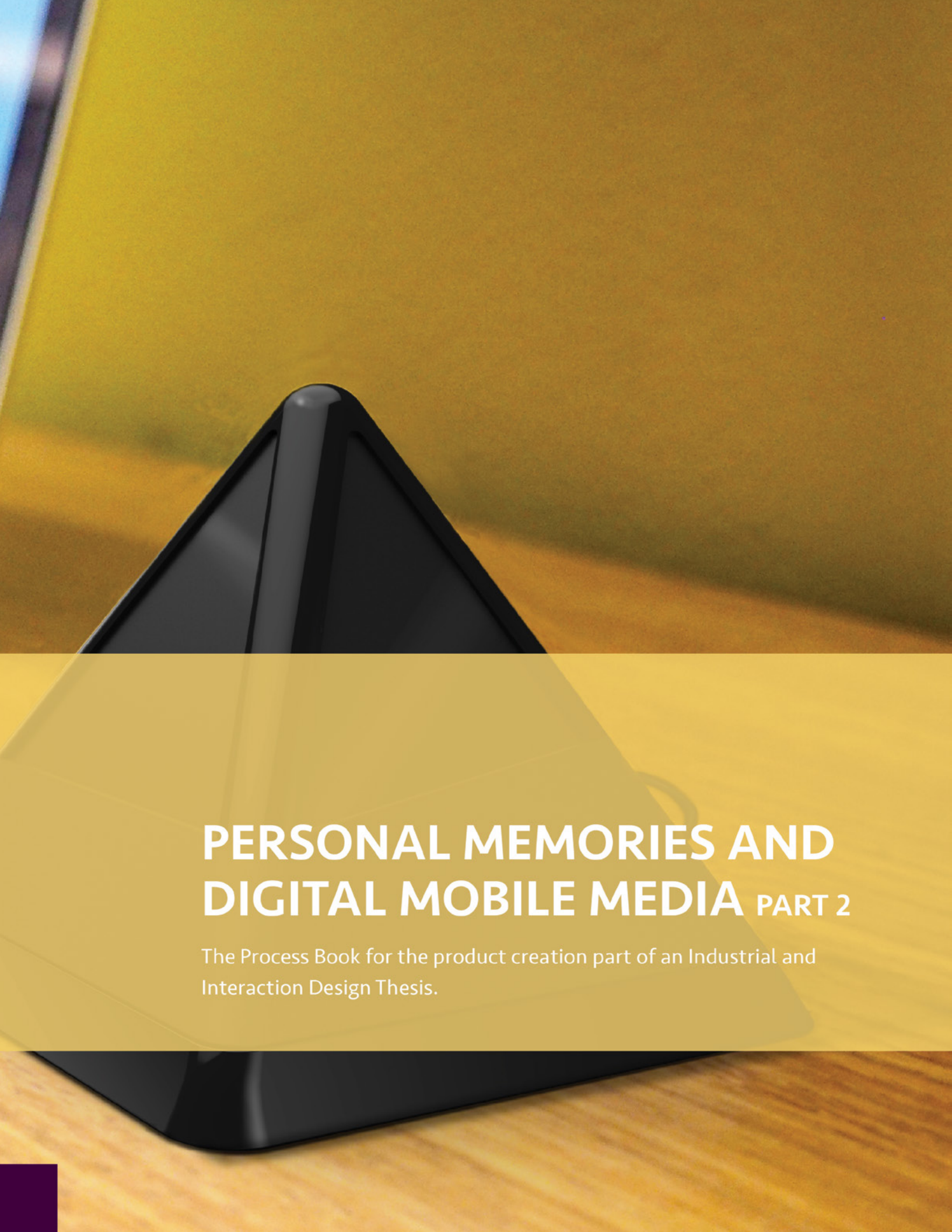
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4. London Plane Fly-over - Sarah Folger, January 2015
5. Judith Smiling with Book - <https://flic.kr/p/3btX1M>
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11. Old Camera - <http://www.sturm.to/blog2/archives/328>
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27. Foursquare - <http://1u88jj3r4db2x4txp44yqfj1.wpengine.netdna-cdn.com/wp-content/uploads/2012/10/foursquare-home.png>
28. Email - <http://help.clickdimensions.com/email-send-sent-email-statisti>
29. Iphoto - <http://androidswiki.com/wp-content/uploads/2014/09/qjN7.jpg>
30. Go Pro - <https://flic.kr/p/9cpQfa>
31. Voice Recording - https://upload.wikimedia.org/wikipedia/commons/8/80/Sony_Voice_Recorder_with_Micro_Cassettes.jpg

32. Smartphone - <https://static.pexels.com/photos/3510/hand-apple-iphone-smartphone.jpg>
33. DSLR - <https://static.pexels.com/photos/7408/pexels-photo.jpg>
34. NoteWriting - <http://wac.450f.edgecastcdn.net/80450F/knue.com/files/2012/01/Thank-You-Note.jpg>
35. Physical Photo - <https://i.ytimg.com/vi/T3rXdeOvhNE/maxresdefault.jpg>
36. Iphoto map - <http://i54.tinypic.com/2istv0z.png>
37. Google Map - <http://notable.ca/wp-content/uploads/2015/07/google-maps.jpg>
38. Woman Selfie - <http://cnet4.cbsistatic.com/hub/i/r/2014/05/06/355706b9-7de6-4507-91f5-82c70c413ccd/resize/1170xauto/1728867b4563b5fad6acc12cc3e9217a/snapchat-android-5782-003.jpg>
39. Instagram photos - <http://www.elle.com/culture/news/a31635/essena-oneill-instagram-social-media-is-not-real-life/>
40. Instagram photos - http://mashable.com/2015/11/04/essena-oneill-explained/#JgG_TXpzcSqI
41. Instagram Photos - <http://www.theguardian.com/media/2015/nov/03/instagram-star-essena-oneill-quits-2d-life-to-reveal-true-story-behind-images>
42. Time hop - <http://webdevtwopointzero.com/wp-content/uploads/2013/03/timehop.jpg>
43. Logos - <http://www.flaticon.com/>
44. SAS Computer - http://www.sas.com/content/dam/SAS/en_us/image/sas-com/hero/hero-what-we-do.jpg
45. Files - Flickr.com
46. Images - http://3.bp.blogspot.com/_t1__dHwvHEI/TBhOoYZ7uBI/AAAAAAAAJxk/kXWW1DwOB9A/s1600/IMG_5152a.jpg, <https://www.google.com/>
47. Image Sorting Activity Images - Sarah Folger, Decemeber, 2015

A black pyramid-shaped object is positioned on a light-colored wooden surface. The background is a solid yellow color. A semi-transparent yellow rectangular area is overlaid on the lower half of the image, containing the title and subtitle text.

PERSONAL MEMORIES AND DIGITAL MOBILE MEDIA PART 2

The Process Book for the product creation part of an Industrial and Interaction Design Thesis.

TOTEM

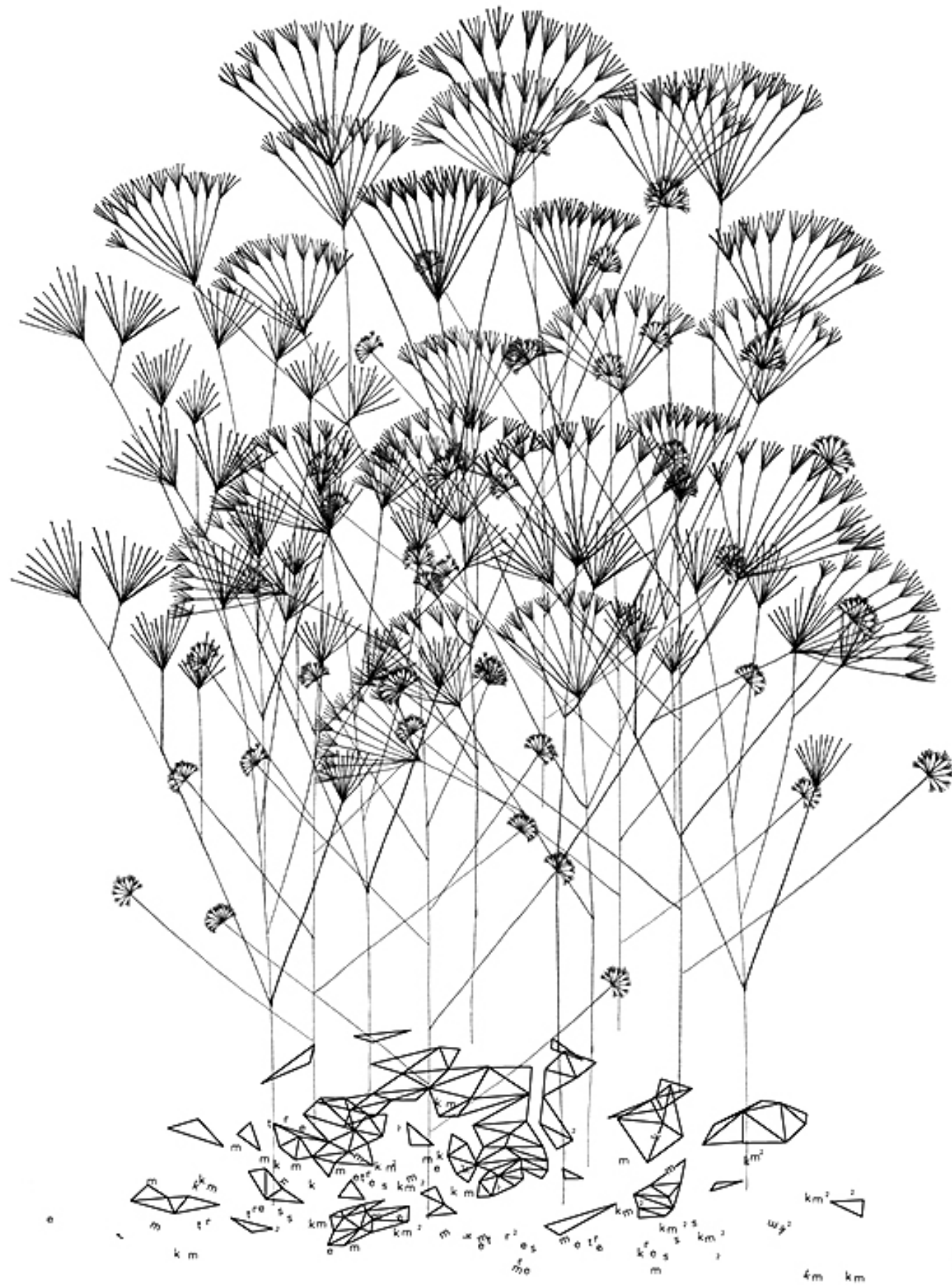
A DIGITAL LEGACY

Book 2: Design Phase

PERSONAL MEMORIES AND DIGITAL MOBILE MEDIA PART 2

The process book for the design phase and an Industrial and Interaction Design thesis based on my research from the previous research book.

By Sarah Folger



PREFACE

How I Arrived At Totem

Welcome to the second part of my thesis project. In the first book I included the research about personal memory and digital mobile media. I explored our relationships with memories and what we hold to be truly important to us. I looked at the ways in which we capture our moments and the ways in which we documents. I examined the ways in which digital media and social media can help or hinder the formation of our identities. And finally, several activities and surveys were completed to further understand one's relationships with their digital files.

This second portion of the thesis contains the design process for how I arrived at Totem. It will show my user testing, my ideation, wireframing and other steps to arrive at a finished product and web platform.

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- HOME PAGE & ACCOUNT
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- THE TOTEM COMPONENTS
- THE TOTEM OPTIONS
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57 Conclusion

**I intend to design a small
electronic product that allows
users to store, organize, and
share their important or
sentimental files**

01

Design Direction

- 03 - Design Objectives
- 05 - Part 1 - Organizing, Storing, Reviewing
- 09 - Part 2 - Sharing and Reviewing
- 12 - Benchmarking
- 15 - Physical and Digital Presence

OBJECTIVES

ORGANIZE
digital memories

ENGAGE
with our past self

REVIEW
digital memories

INTEGRATE
digital memories with daily narratives

SHARE
with others

Design Objectives

What am I trying to do?

My main objectives were developed after running several surveys and identifying what is going to be important in moving forward. By selecting this design objectives I was able to focus on what the products or services were going to do, and how they were going to function. As I moved forward in the testing and designing I was able to move these objectives around and decide what was actually the most important.



PART 1

Organizing, Storing, Reviewing

I broke down my product into two different directions, organizing, storing and reviewing and then sharing and reviewing. As part of these two directions I was able to benchmark and see what products successfully do this already I can then model these in my own product.

The image included depicts images and files from different platforms all being stored in one place which is what I want this product to be able to do .

HOW MIGHT THIS WORK

I looked at several existing products and systems that have to do with Organizing, Storing and Reviewing.



Little Printer is a small desktop printer that is attached to a phone application. The user decides what they want to be printed and when they want it to be printed. Little Printer then prints a mini newspaper style paper that contains weather, your to-do lists, top news, and fun facts. Little printer uses receipt technology, costs around \$200 and is meant to be a fun addition to the home.



I want this product to emulate a physical shoebox that contains actual physical mementos. With shoeboxes people are able to sort their items and can view their items in a more casual way. The shoebox is a personal item, that often contains mementos that the user might not want to share, but at least knows where they are.



I want this product to have the functionality of the external hard drive. It should be able to reliably hold large amounts of data. The physicality of an external hard drive is also something I want to emulate, as it holds an essence of preciousness and value. External hard drives currently do not have many elements of personality or relation to the files it contains, I hope to figure out how to do that with this product.

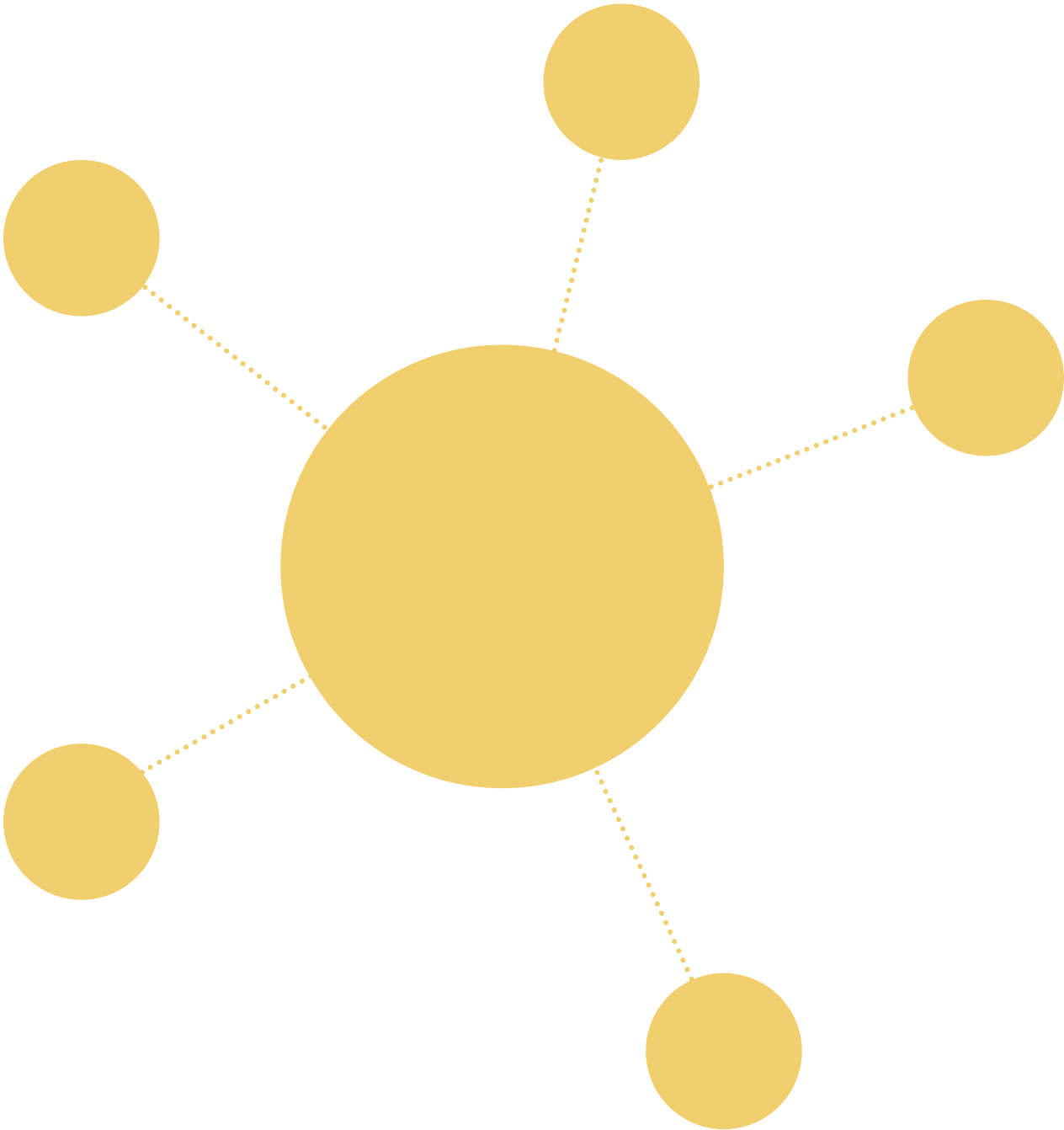


The essence of the Amazon Echo and the way that the Echo lives in the house is something that I want my product to embody. The Echo lives subtly in the home and doesn't annoy the home owners, is it a helpful tool that has simple interaction styles such as the band of light around the top.

PART 2 - SHARING AND REVIEWING

How might one share and review their digital files?

As I have discussed in the previous book, we like to share our moments and achievements. We have found ways to continue to share these things outside of social media and other prevalent forms of digital sharing. I examined the ways that we share in a physical way and the ways in which we share digital files. An example of physical items that embody moments and achievements includes Christmas Cards or letters. It's not often that we create items and give them to people we find important, and when we do those items are often carefully crafted and curated to ensure the information is a correct representation of ourselves and/or our families.



HOW MIGHT THIS WORK

These are products that people use to share their important memories and achievements.



Amazon Dash is a little different than others as it isn't really used for sharing but the size is what I was attracted to. It is easy to keep around the house, it is not obtrusive and is easy to give to other people.



The Digital Photo Frame is a product that most people are familiar with and many families have but not have many people actually use. What I like about the digital photo frame and what I want to be transferred to my own product is that ability to share to the frame and that other people can see what you are doing.



Christmas Cards are something that I always grew up with and that my family carefully curated. It's a way to share your family with other people and to reach out to those you may not always see. With the growth of social media one might expect a decline in the use of Christmas Cards but we still receive many every year. I would like my product to embody the preciousness and the emotions of the Christmas cards.

BENCHMARKING

I looked at several products that work similarly to what I am trying to do, or touch on several of the design objectives. The A or P on the bottom right corner of the box indicated whether the action is active or passive, so whether the use is actively doing something or is passively doing something.



SOUVENIR



SHOEBOX



OUR LIFE STORY NARRATIVE



LEGACY BOX

What it does?

Attach memories to objects **A**

Unlimited photo storage

Analog System to record and keep life stories **A**

Organized by memory **P**

Convert your tapes, films photos and audio to DVD/thumb drive

Components

Collect Archive Share **A**

Collect Archive Share **A+ P**

Collect Archive **A**

Collect Archive Share **A P**

Collect **A**
Archive **P**
Share **A A**

Tech

Tech: RFID

Web + App Platform **A+ P**

Analog, paper

Small wearable camera and web/app platform **P**

Conversion **P**

Collection

Active Collection

Active Curation **A**

Ability to customize what's in it **A**

Passive Collection **P**

Other

Story Based

Reviewed on a web app **A**

"This bench has 5 stories" **P**

Physical Object



Digital Platform



DIGITAL AND PHYSICAL PRESENCE

Why do you need to have both?

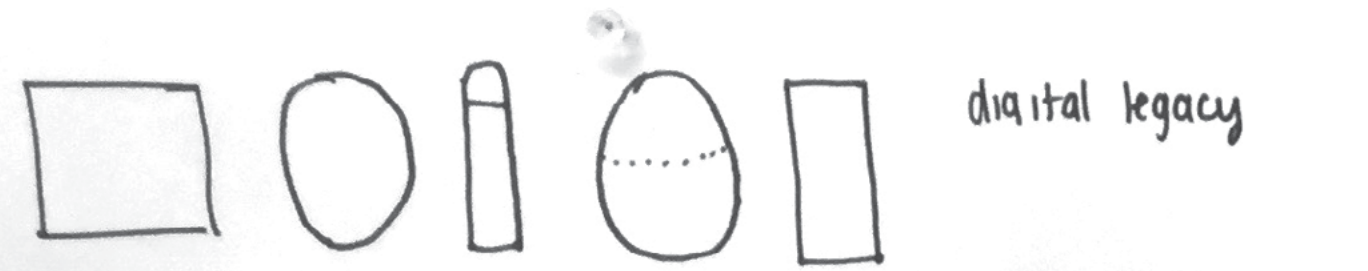
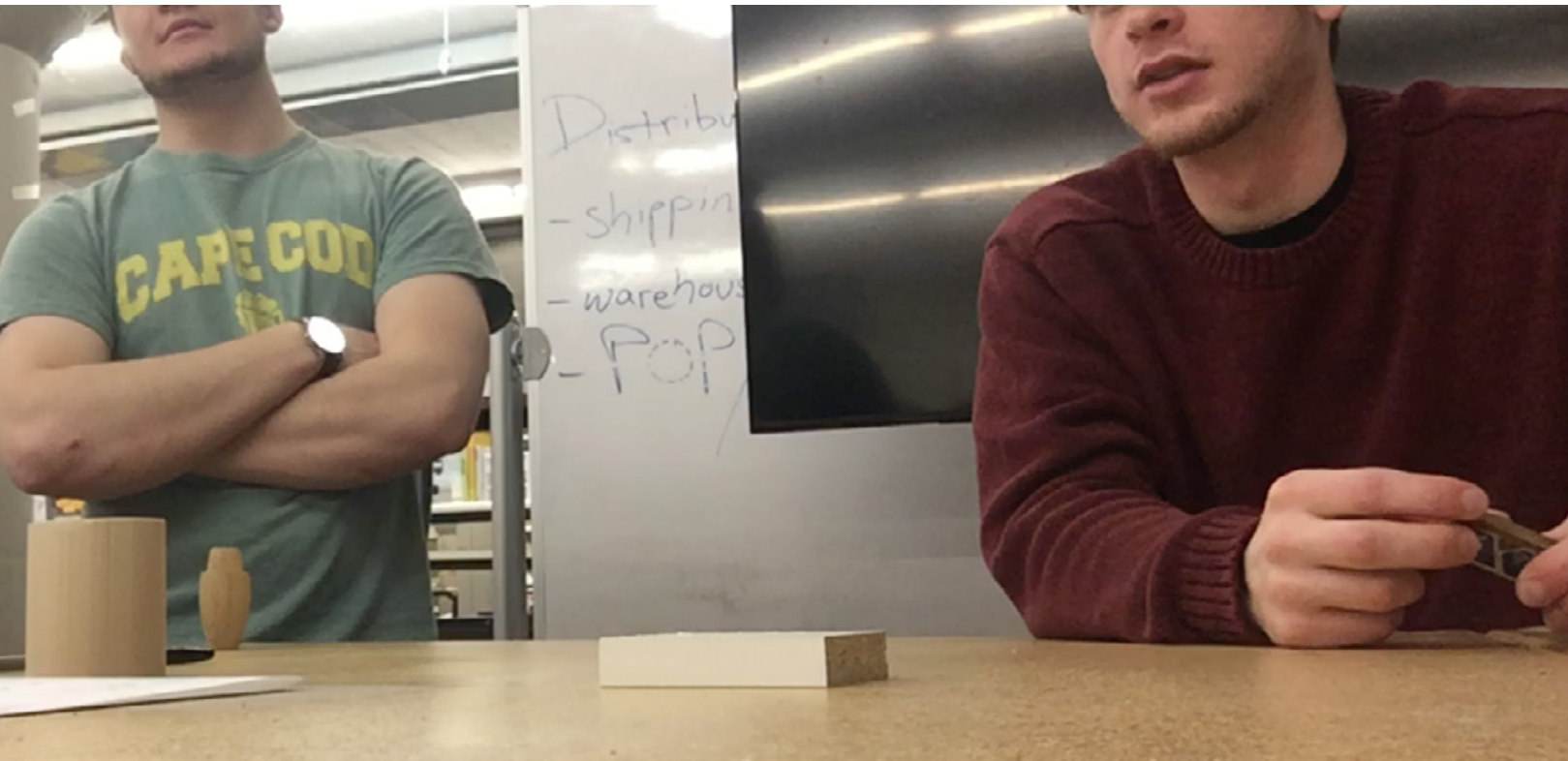
After talking with several people about the usability of this system I decided that there needed to be both a physical and a digital presence for this experience. The digital platform allows the users to work with their digital files and the physical objects aims to bring back some of the physicality that used to exist when our moments were collected in a more physical manner. As I move forward with this process I will have to define how these two will work together and how the user will use both of these in an equal manner. It may end up that the user does not need the physical object for this experience to work but it adds an elements of value and preciousness that I believe is important.



02

User Testing

- 18 - User Testing
- 22 - Design Requirements



SIZE - wouldn't want to be too small carry all the time?
credit card

Have a personality

Interaction:
non-obtrusive
Not annoying
Subtle

CONSIDER SPACES
QUIET
PRIVATE
PUBLIC

EMOTIONAL USB...

DIGITAL LEGACY

Videos, convey more see someone's life Home videos

Range of items ☺> ☹> ☹



TO INCLUDE:

(ME) + PERIPHERY/BACKGROUND
[PARENTS]
[GRANDPARENTS] = (ME + WE)

MAX

Simple and easy to understand interface
Organized folders + files

PROJECTION ... cool, INTRO MESSAGE

WILL OR TESTAMENT

DIGITAL URN

MAX WOULD INCLUDE:
JOKEs, IMAGES, PARTICULAR ITEMS BASED ON PERSON HE IS SHARING WITH

USER TESTING 2

During this testing session I was working with Ursula to define how she might see this physical object living with her.

Questions asked:

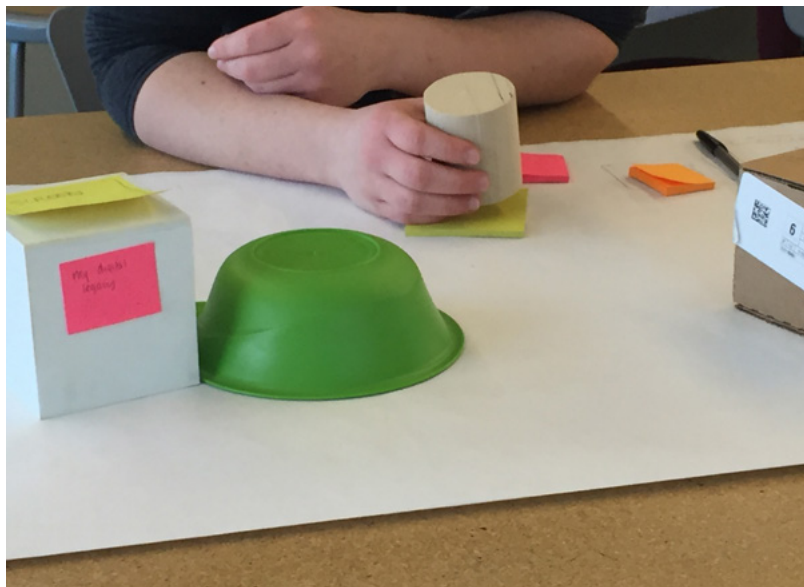
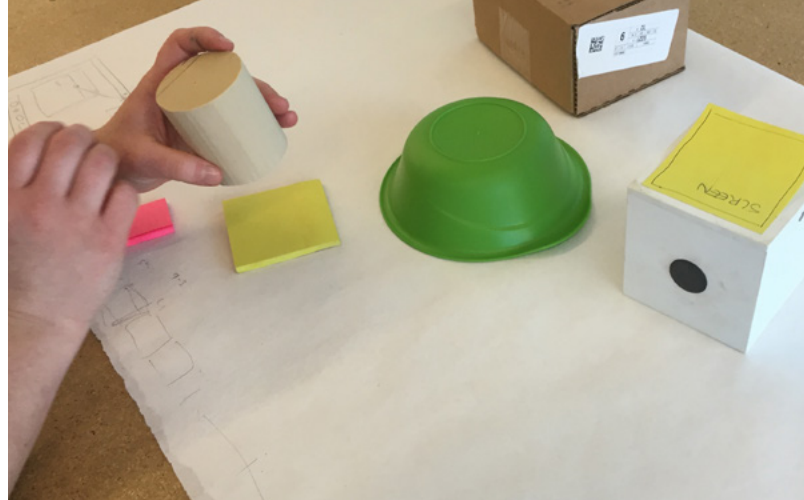
How big do you imagine this object being?

If you had a digital legacy in physical form where would you want to keep it?



What kind of notifications would you expect to receive from this item?

What kind of files would you want on this and how would you image sorting them?

Ursula would not want this object to be out much and actually seemed like she wouldn't want a physical product at all.



User testing

Form:  like the ~~to~~ ^{form} side of the small cylinder
 like the ^{size} box, might want in between size.

Review... would want it to be for reviewing,
reminder to review an organize
refine and delete pictures

~~they~~ notifications doesn't want it to be obtrusive. Mini serve
~~it~~ dismisses notifications because they're annoying.

would want option to check back in 2 months.

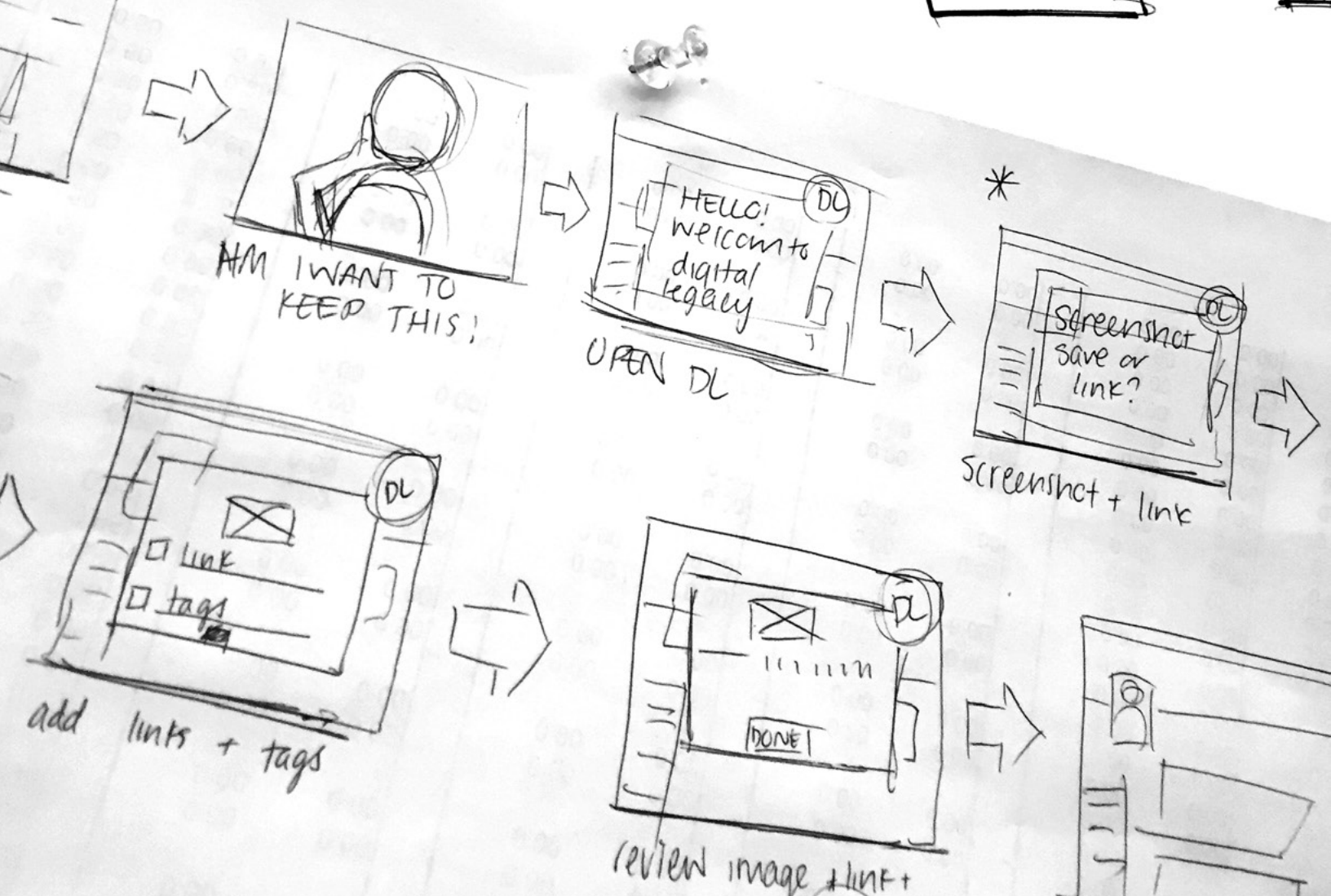
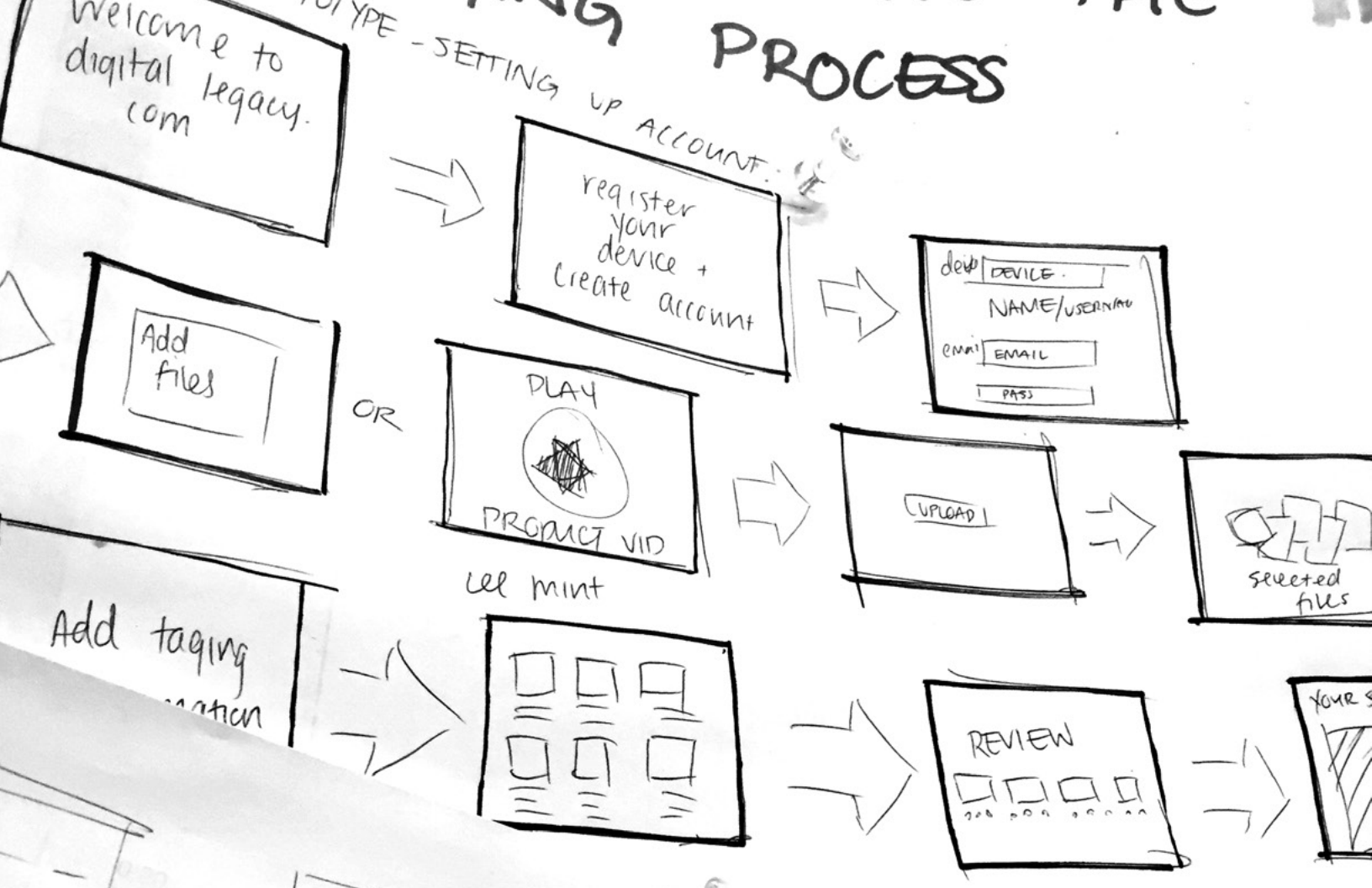
organizing - select favorites from albums. the others get stored in an archive

shared digital legacy -

give to another person to hold and to add to.
doesn't want to evaluate themselves, would want others to do that for ~~her~~ her.

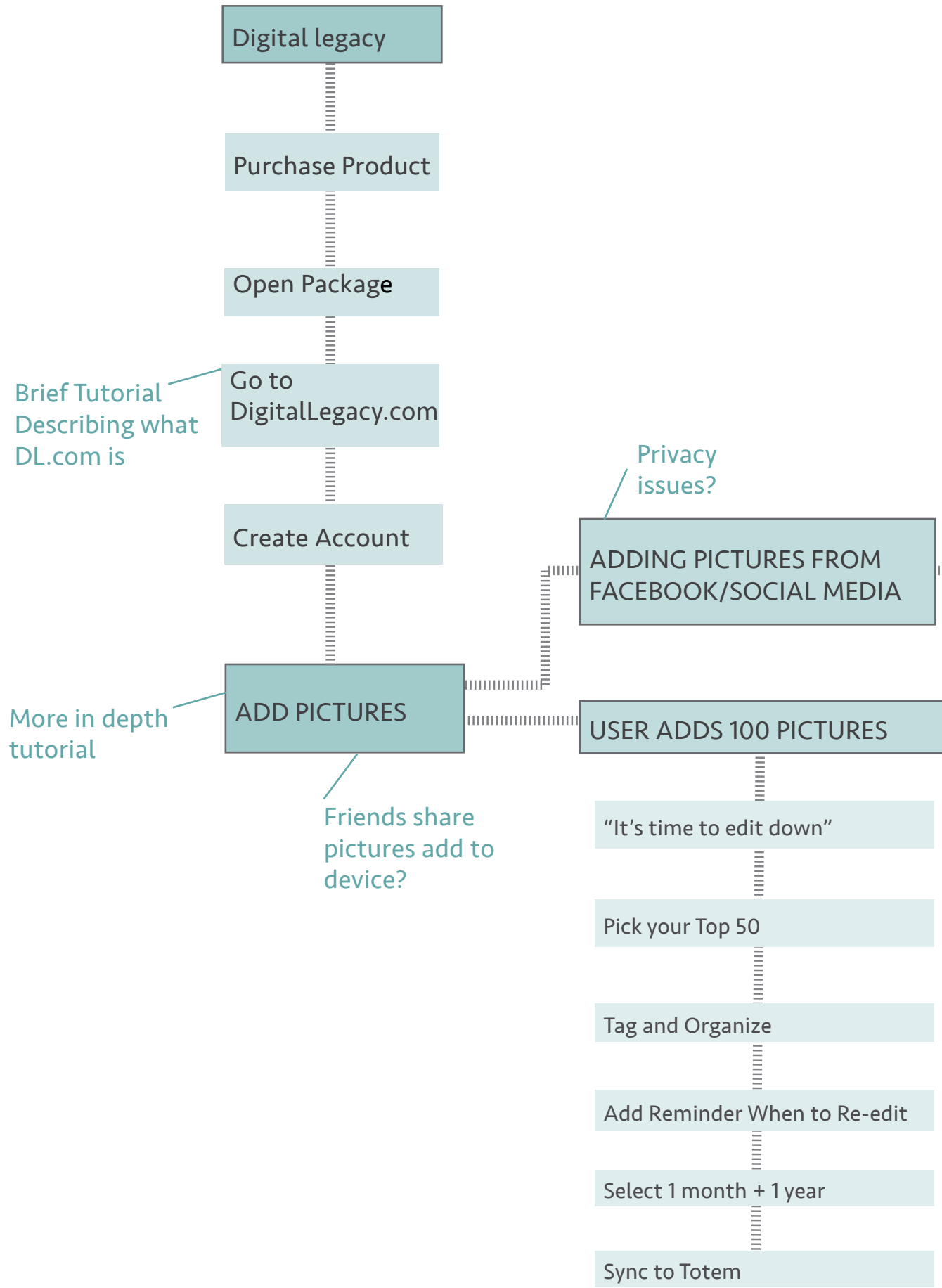
what about pictures from facebook? Easy way to integrate.





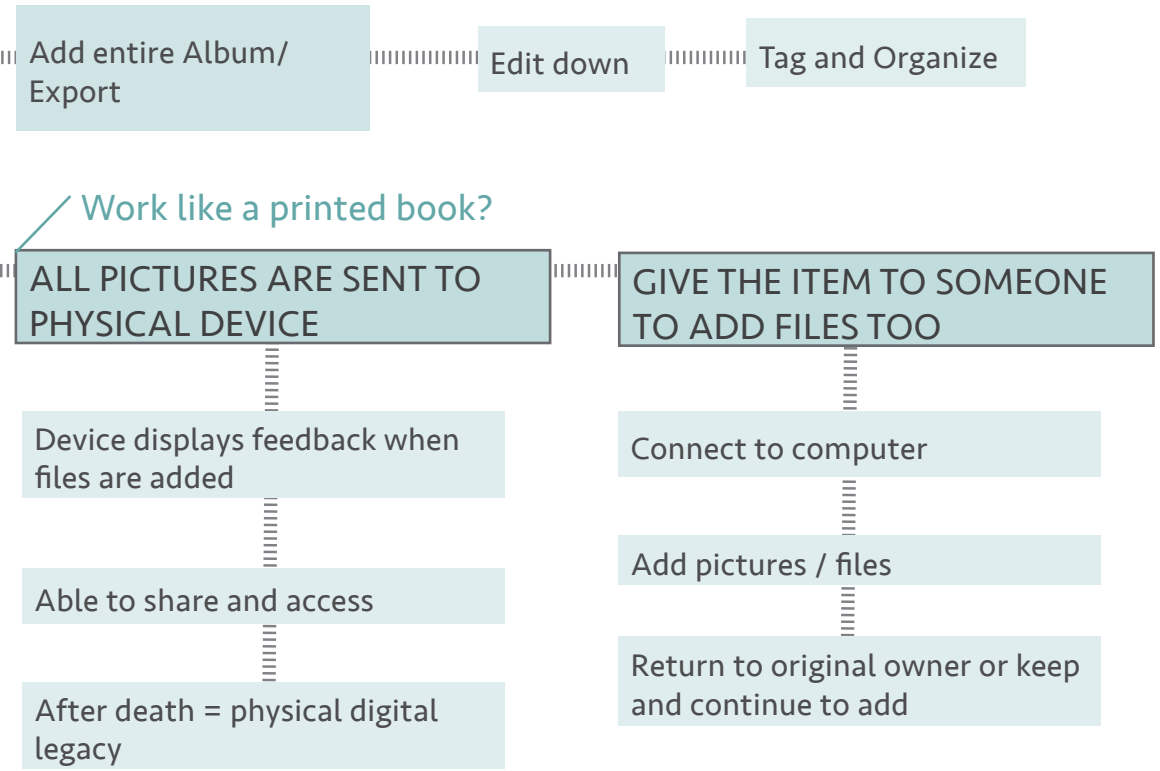
03 User Interface Development

- 26 - Workflow
- 28 - Prototype
- 30 - Home Page Development
- 32 - Home Page & Account
- 34 - Upload File Sequence
- 36 - Plug-In Extension
- 38 - Suggested User Interface



Workflow

This workflow was completed to map out the different actions of the user while setting up and using their Digital Legacy both for the physical and the digital components. The small blue call-outs are considerations for the workflow, or thought bubbles. For the most part, this workflow did translate over to the final experience, but in the beginning stages this was used to plan and test the user's overall experience.

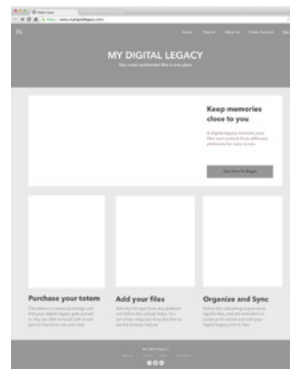


PROTOTYPE

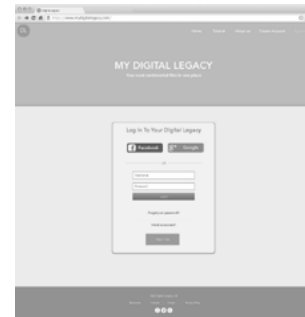
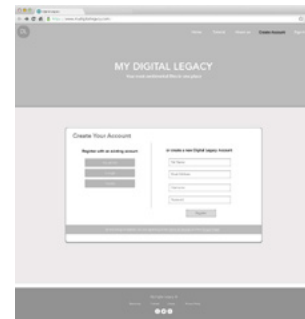
Beginning of User Experience and User Interface

After creating a site map and determining what needed to be included on the website, I began working in Sketch to plot out the UI of the web platform. The features mapped include logging in, account settings, uploading photos, home page, Your Legacy and Legacy Preview.

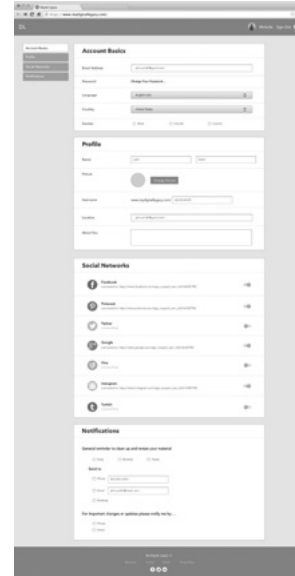
Home Page



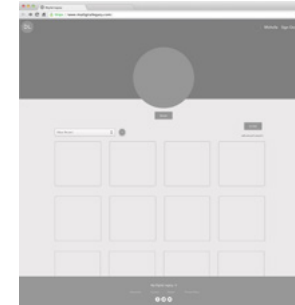
Create Account



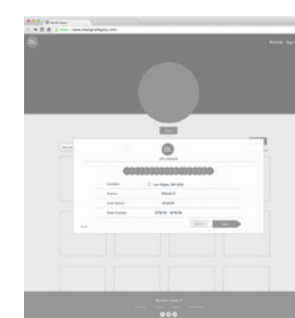
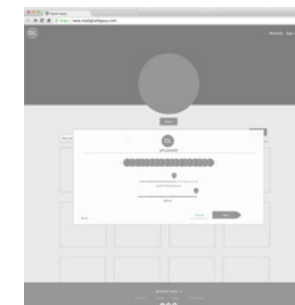
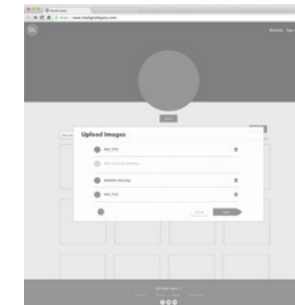
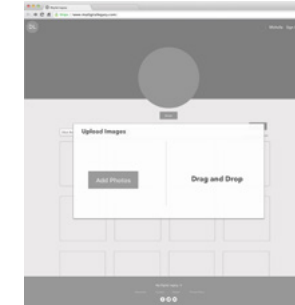
Account Settings



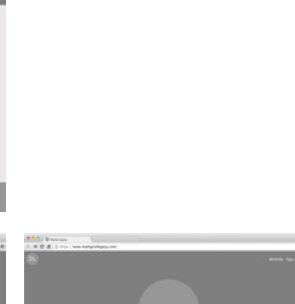
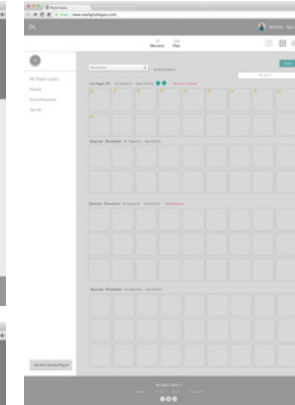
Preview Legacy



Upload Images



Your Legacy



My Digital Legacy - selected

People - see the people you're connected to

Social Networks, see ^{content} files you've uploaded from different social networks

Top, see you're most sentimental

UPLOAD FILES

MOMENTS

SORTING FEATURE

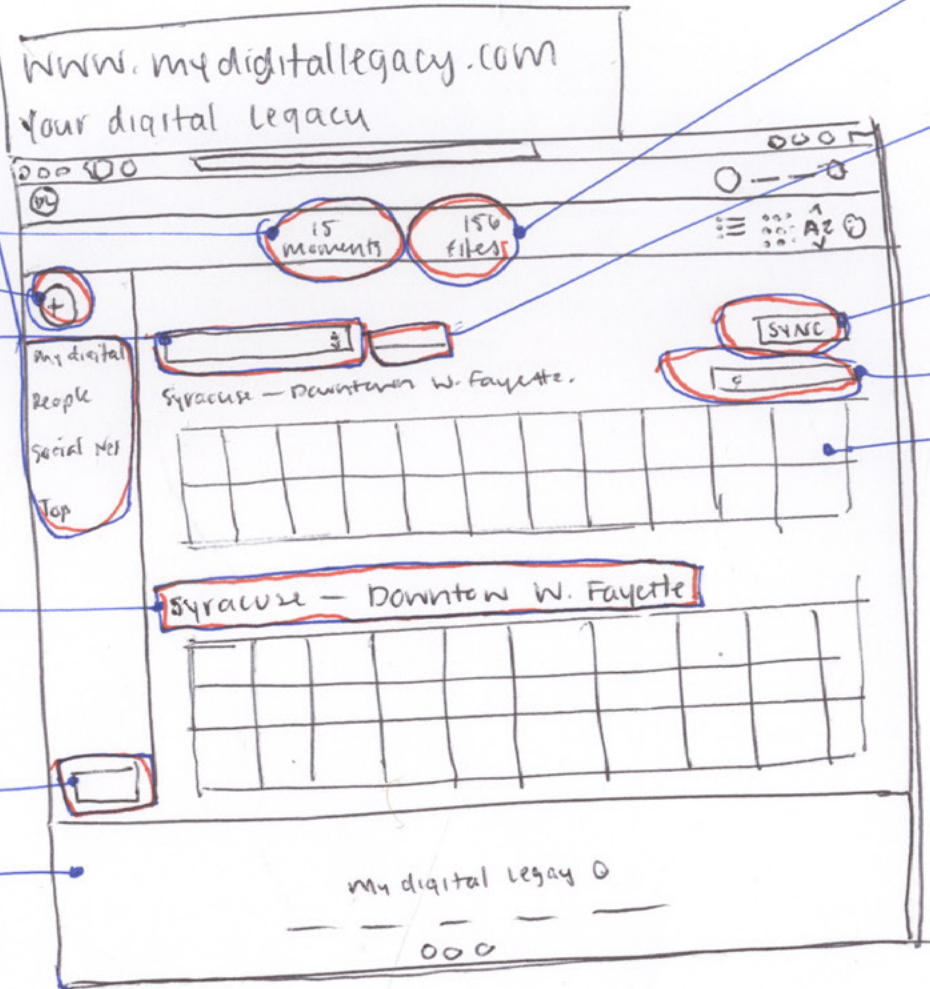
recently viewed
Random
Needs organizing
Favorites

Title of the moment.

With location + date

Get the plug-in

Footer



156 Files

ADVANCED SEARCH
sort through metadata.

SYNC

sync to the phone
sync to the

SEARCH for terms.

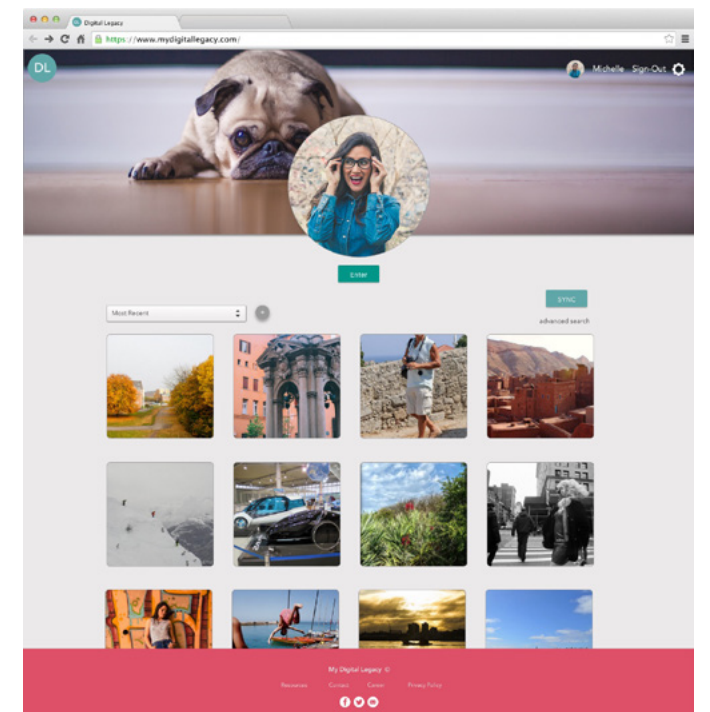
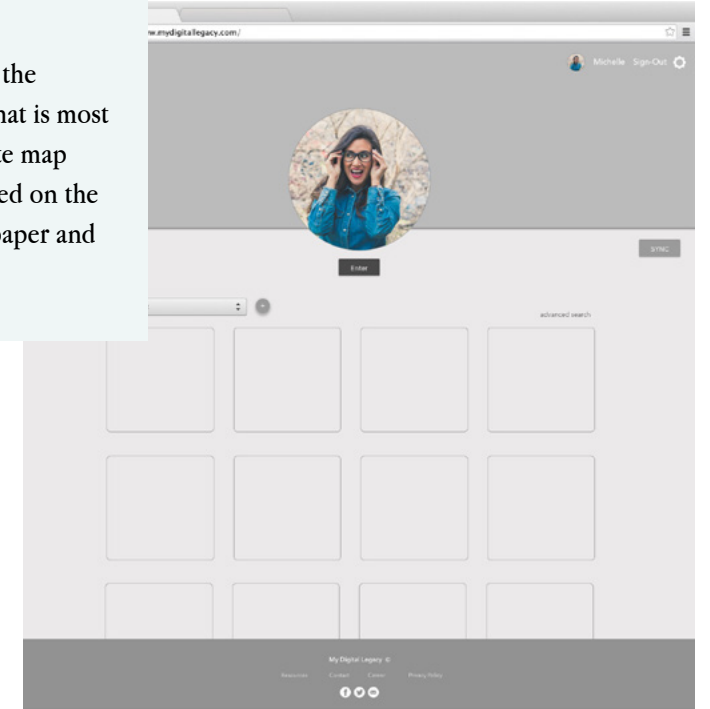
Your ~~all~~ files in

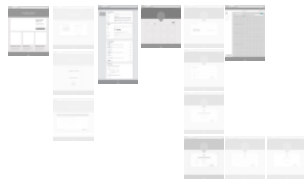
moments. By location + upload request. Ability to add to moments.

Development

SITE MAP OF MY DIGITAL LEGACY.

to include on the figure out what is most developing a site map to be included on the old look on paper and

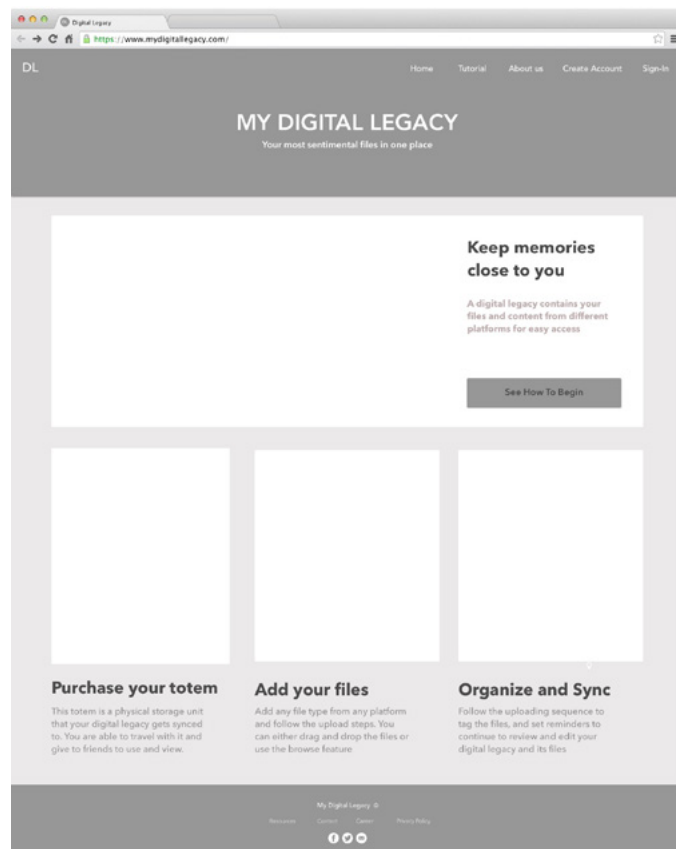




HOME PAGE & ACCOUNT

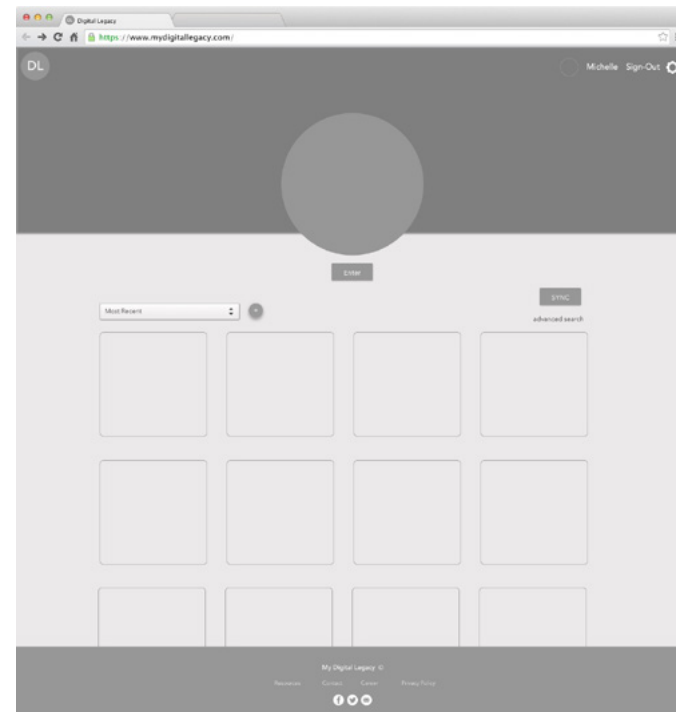
These are the four main parts of the website that I focused on as they all included necessary steps of the web platforms experience. These basic frames were developed using Sketch where I was able to block out where things should go and then add more depth and detail as I figured more things out. Using Sketch I was also able to add color and the UI details rather easily through the use of Symbols and grouping.

HOME PAGE



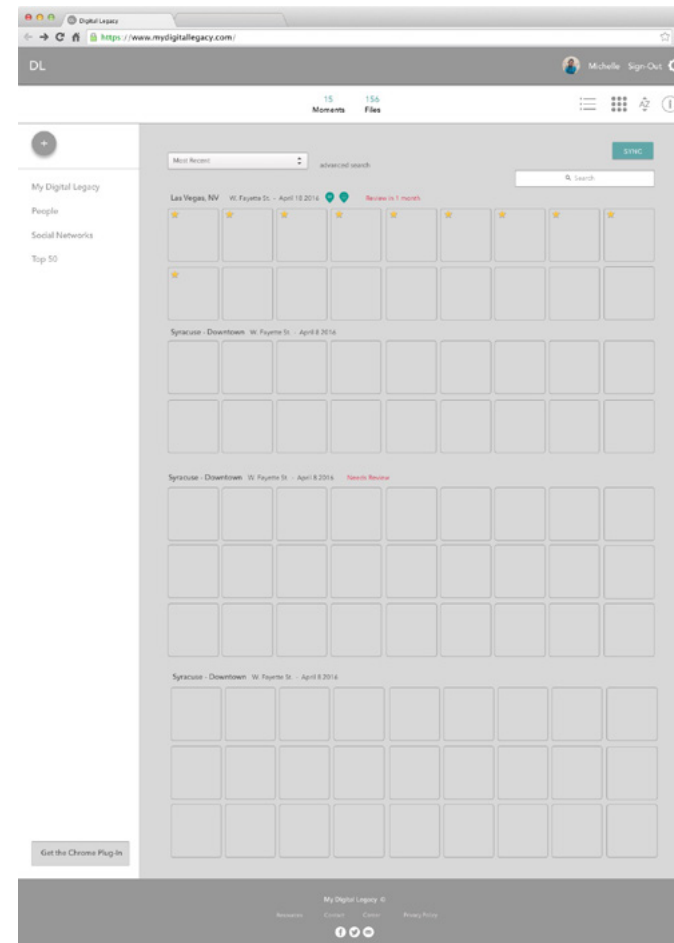
The Home Page is where the user first to on www.mydigitallegacy.com. There is where users see how the entire experience works and can begin creating their own account.

MY LEGACY



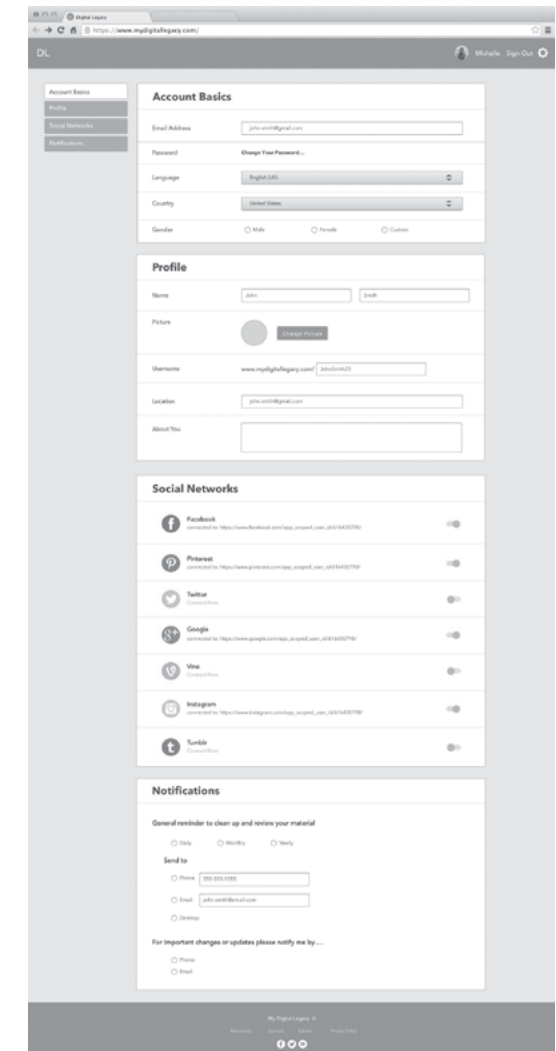
This is the users' preview page, from here they can select their profile pictures, sort through their top moments and enter their more detailed Digital Legacy

MY FULL LEGACY



Here is where the user can view all of their moments and files, they are able to sort through these however they want, access their settings, and add images.

ACCOUNT SETTINGS

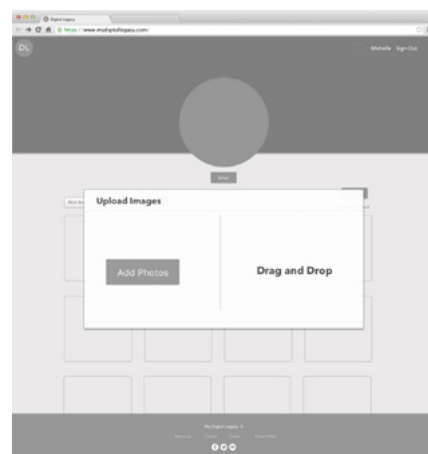
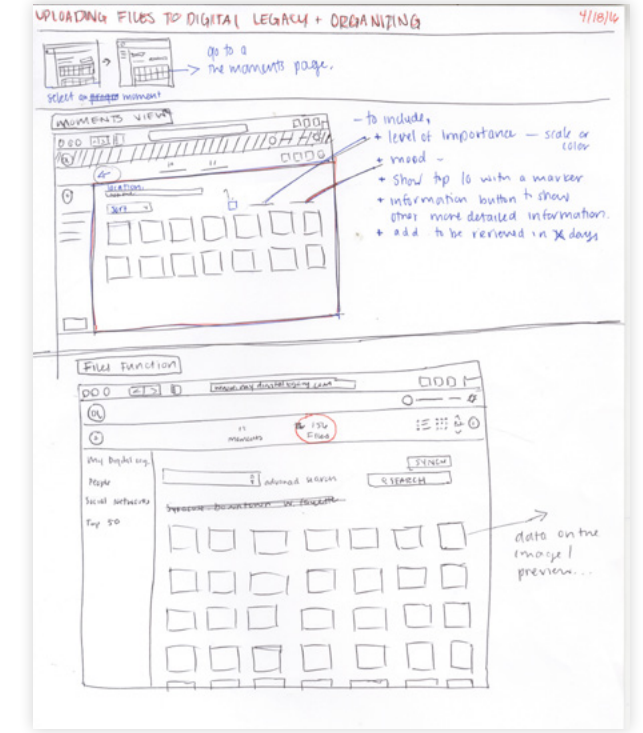
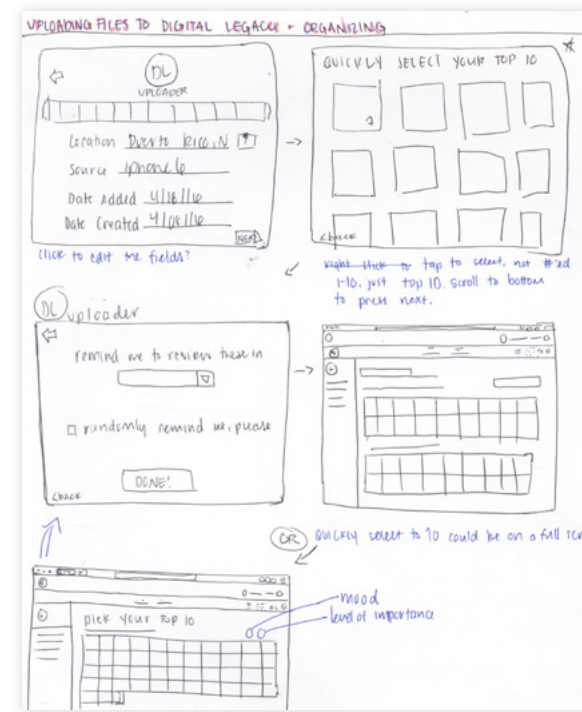
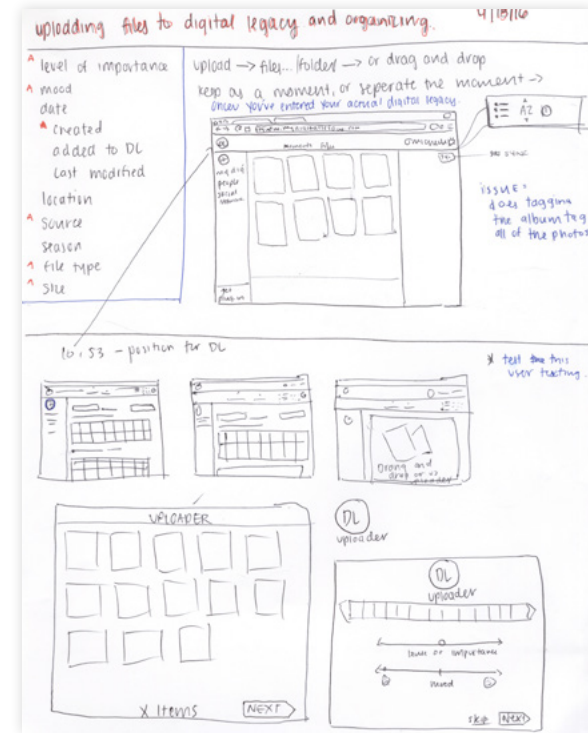


Users edit their profile and personal settings here

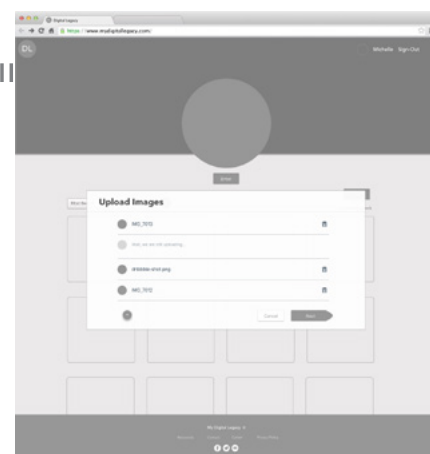


UPLOAD FILES SEQUENCE

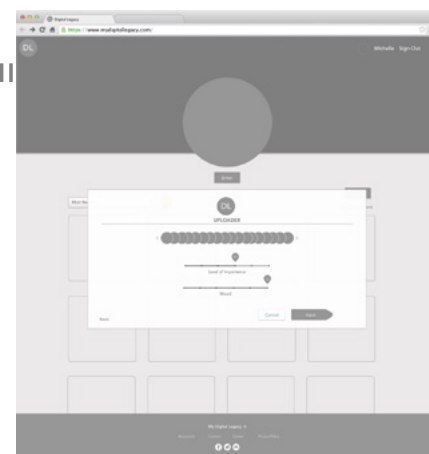
The upload file sequence encourages users to organize their files and check through the metadata that represents their files right as they are uploading them. The first step of the uploading file process is sorting the files by level of importance and mood to add a level of emotion the one's files. After the information for the files is confirmed users are then prompted to add reminders for when these files should be review again. It is important the user goes back into their Legacy to continue to refine their content so it best represent themselves doesn't become over-cluttered.



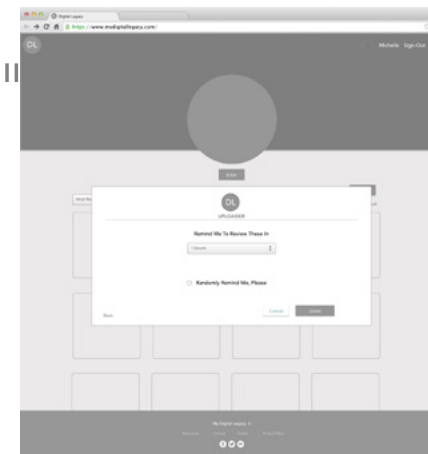
ADD FILES



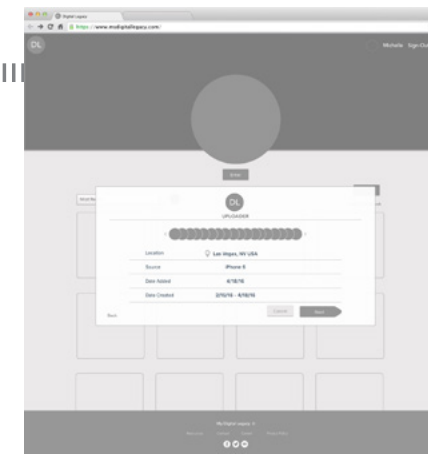
UPLOAD FILES



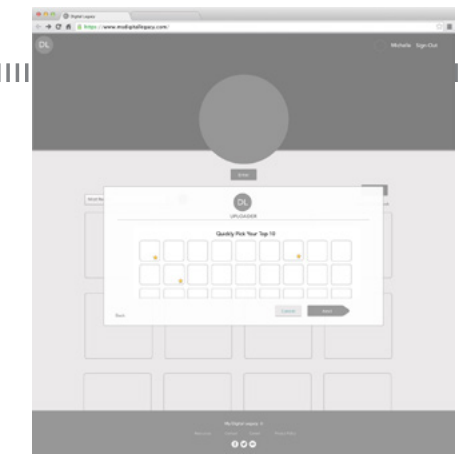
LEVEL OF IMPORTANCE AND MOOD



SELECT YOUR TOP 10



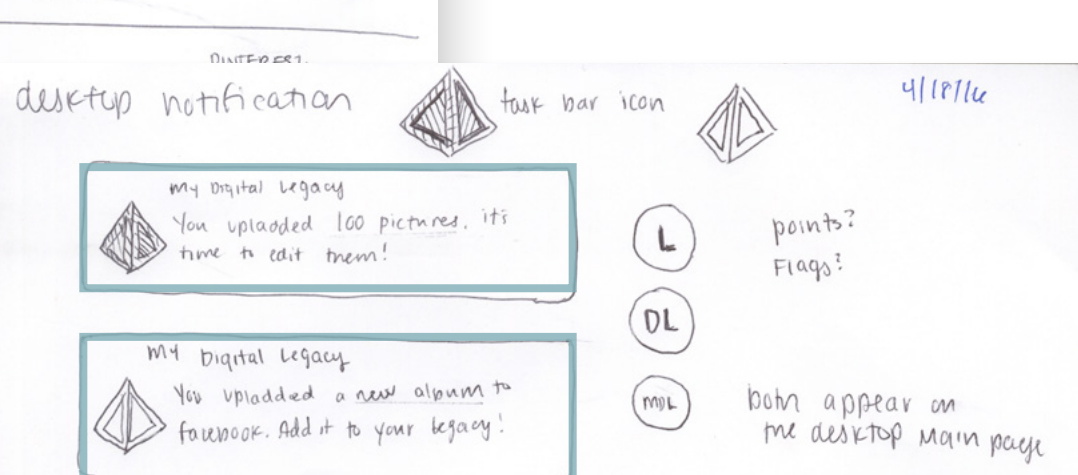
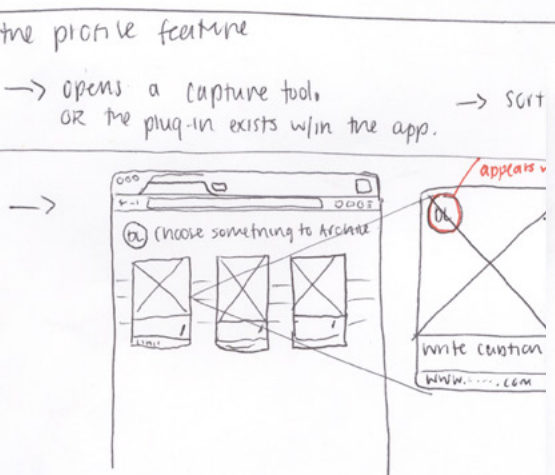
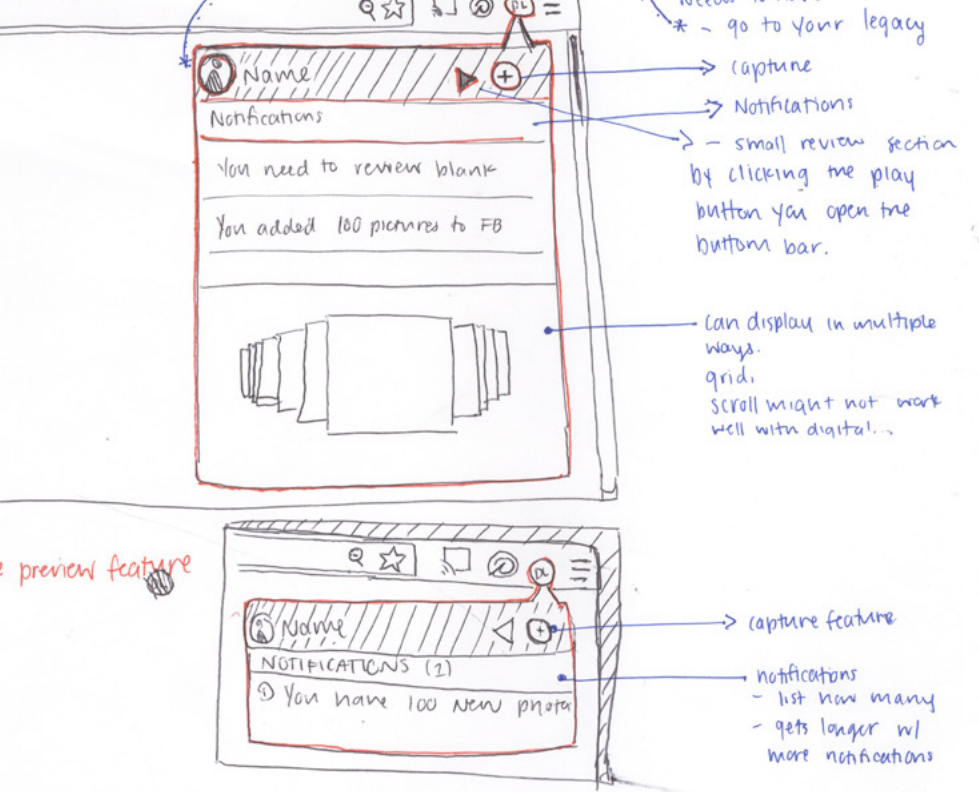
SET YOUR METADATA



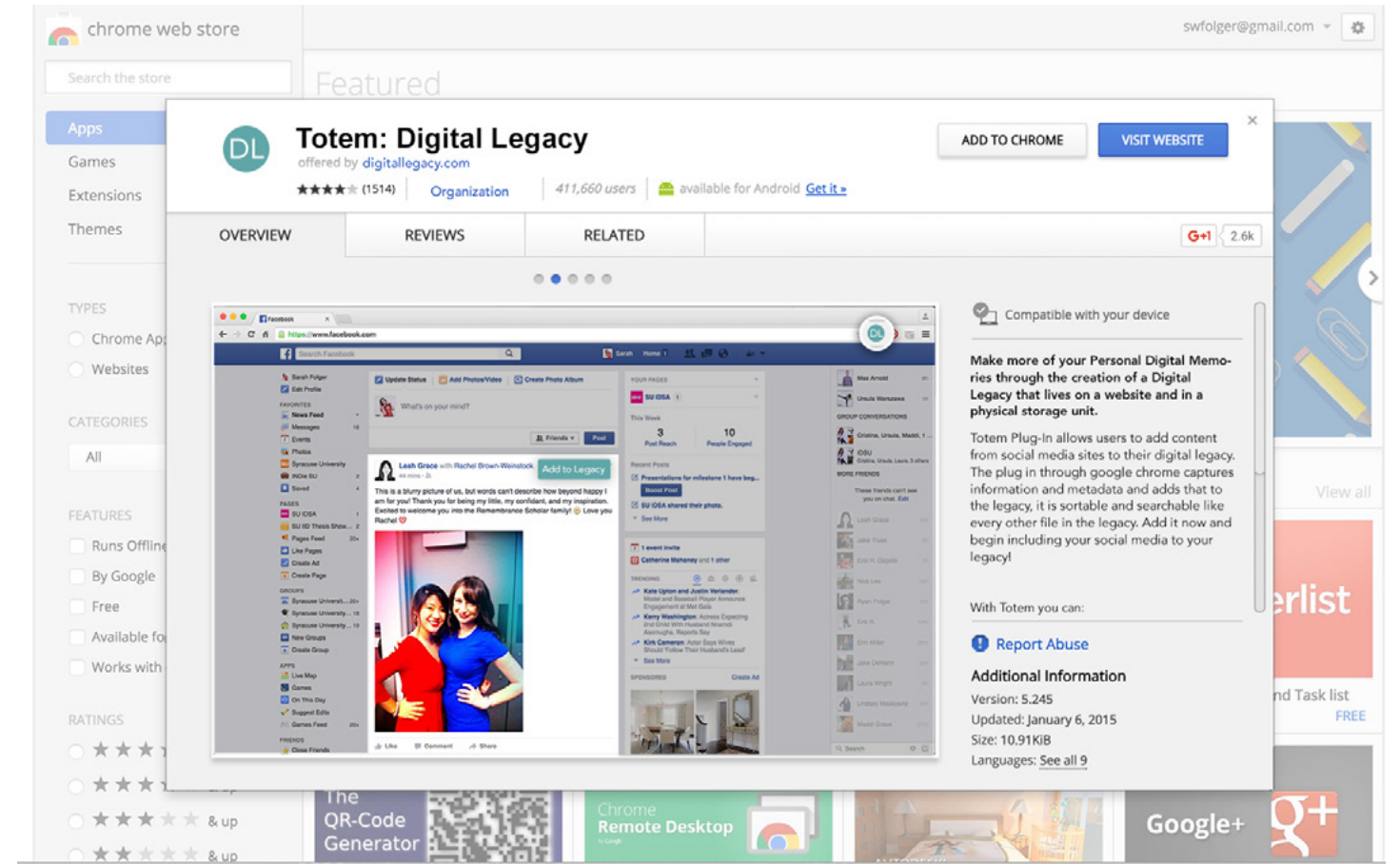
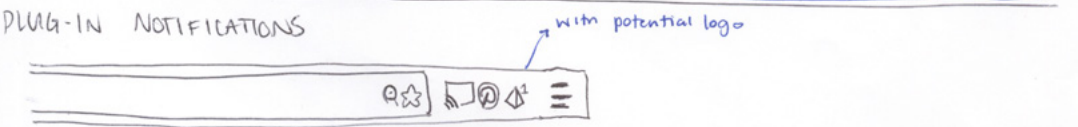
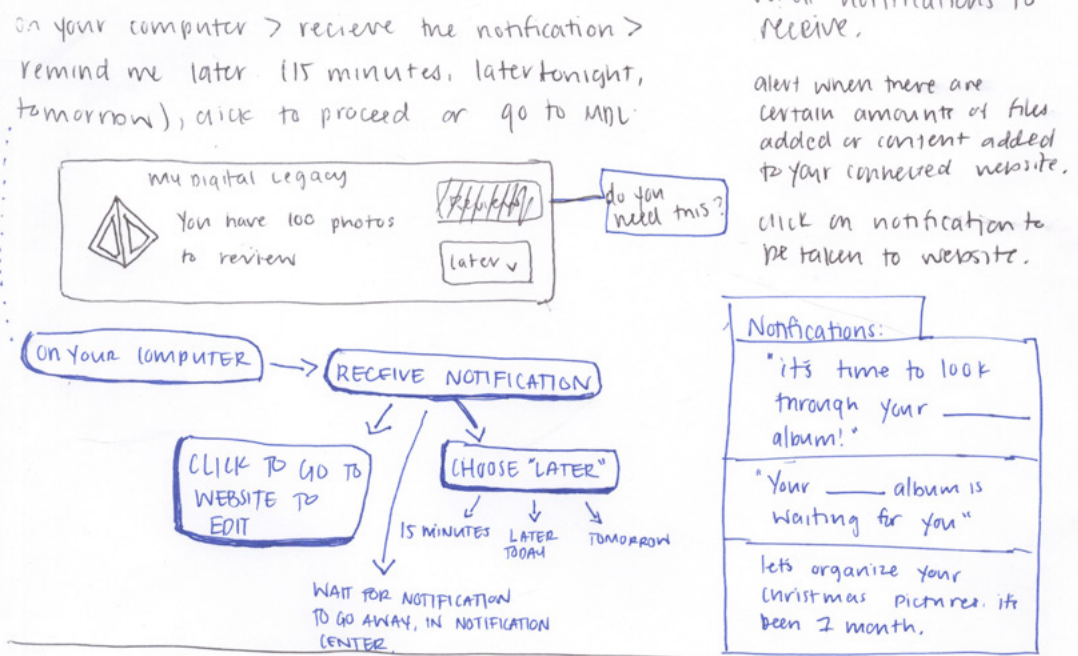
SET YOUR REMINDERS

Plug-In & Extension

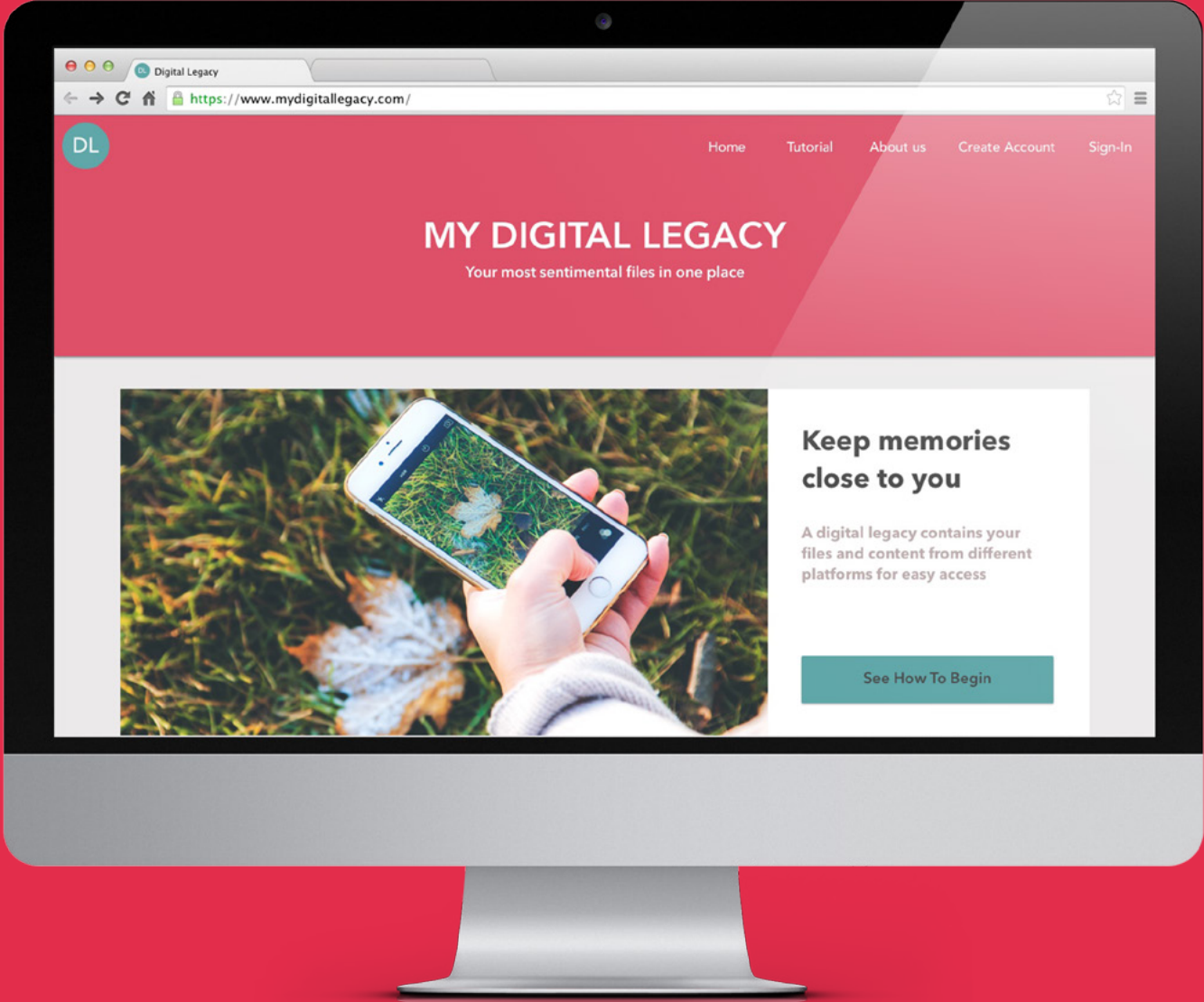
The digital legacy is meant to work through its own website platform but also with a Google Chrome extension. Through this plug-in users are able to capture posts and data from their existing social media sites and save them to their legacy. This feature works similarly to Pinterest, in which you can select and save images to your boards.



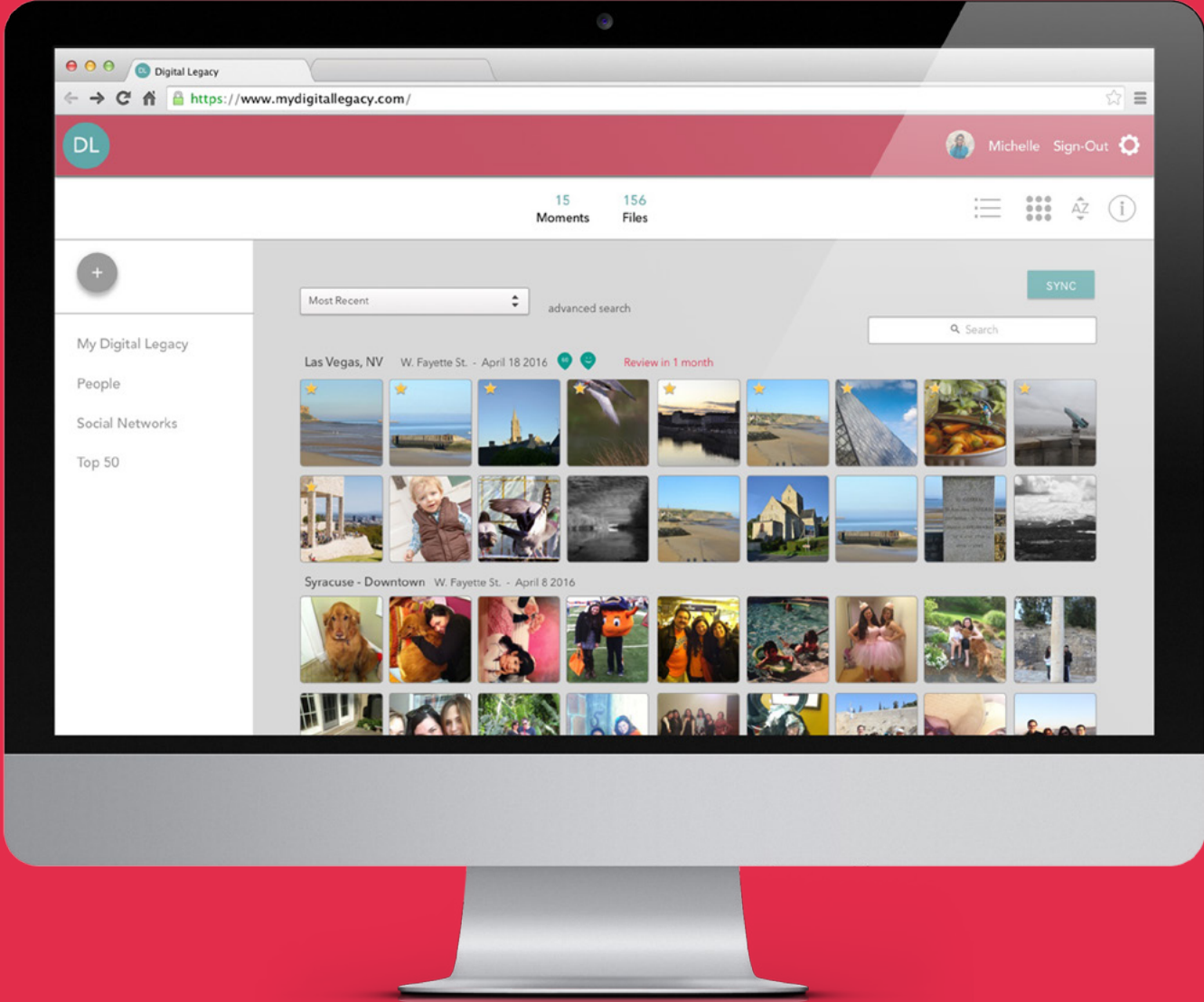
NOTIFICATIONS
Totem syncs to your desktop to remind you when you should add items to your Legacy. Subtle and friendly reminders will appear when you had added new files to your computer or social media.



SUGGESTED USER INTERFACE



Homepage



Your Digital Legacy - Review Files



#E32D48



#FFC145



#A2AAB7



#81AEB6



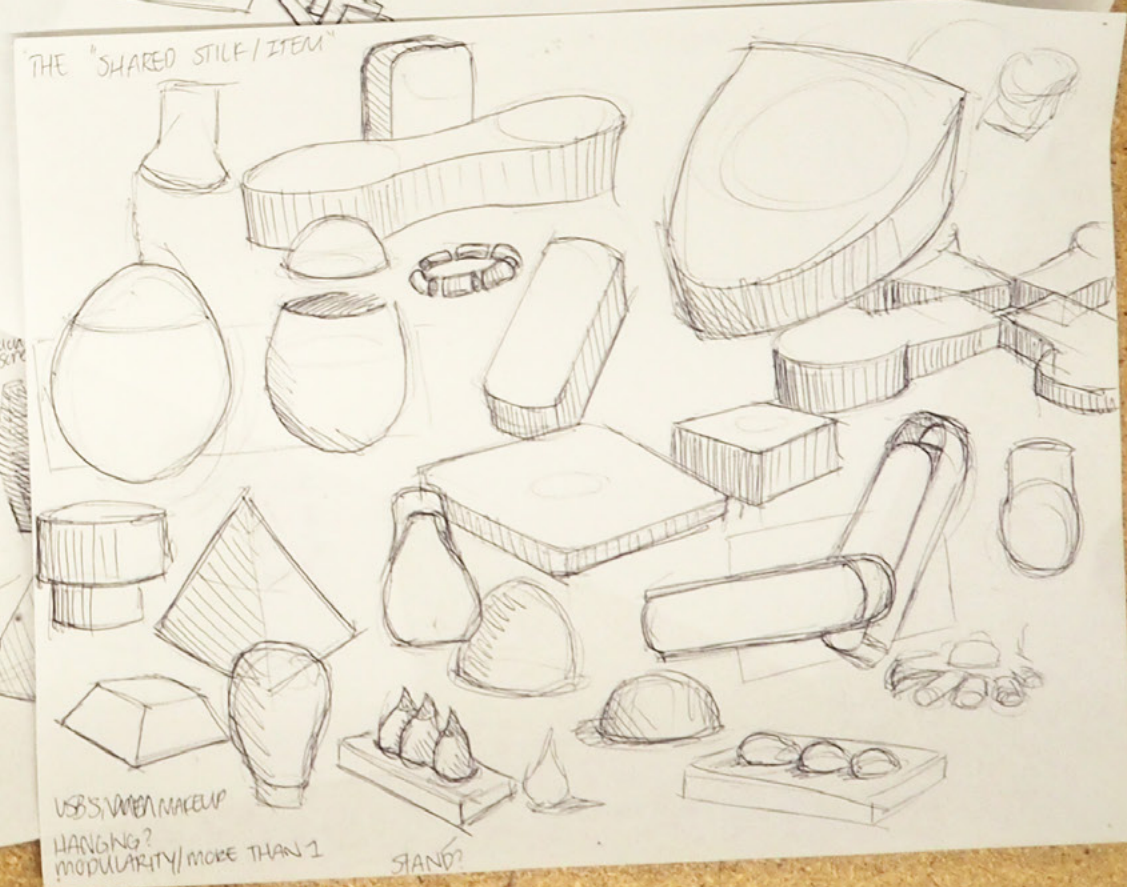
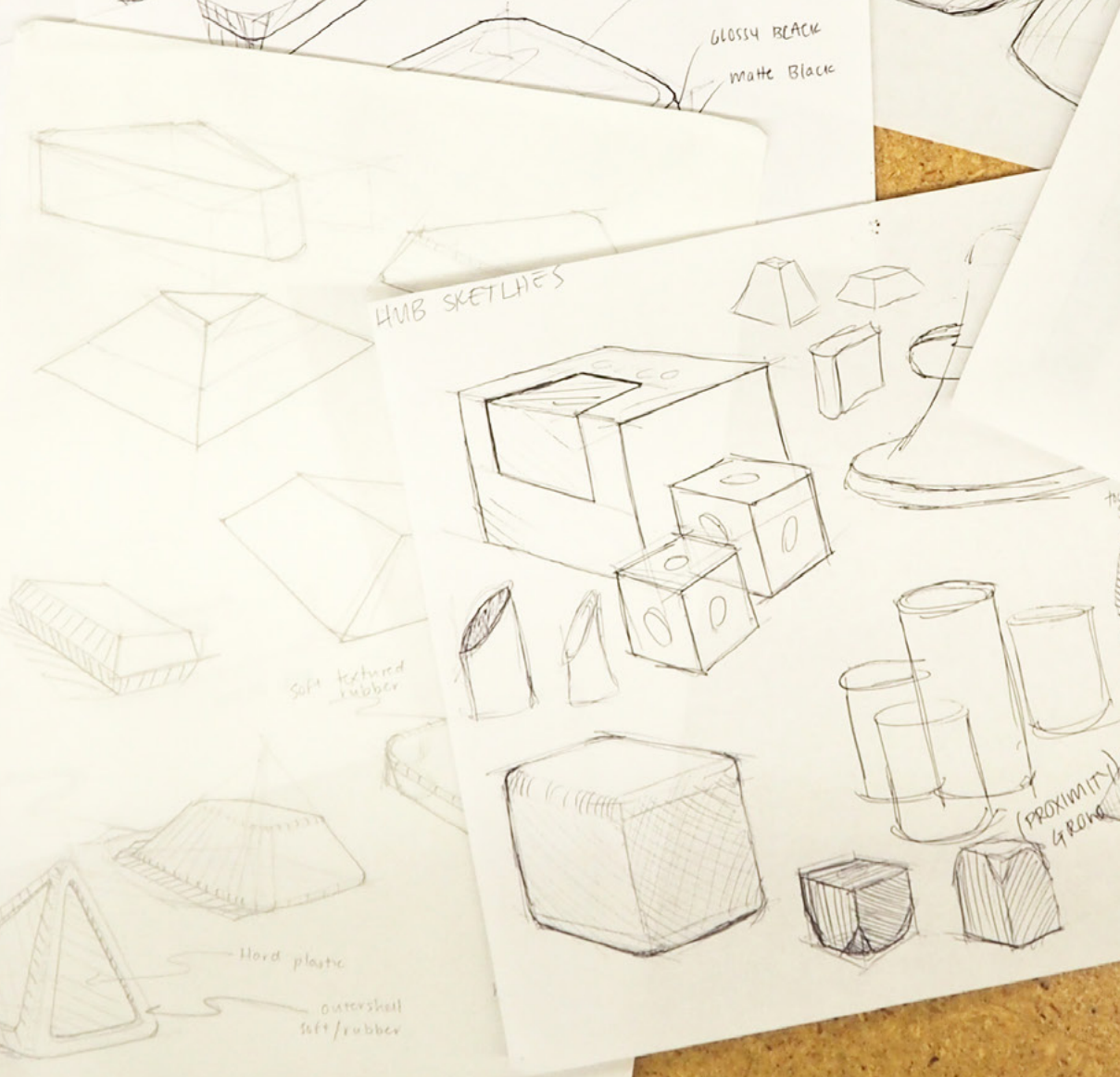
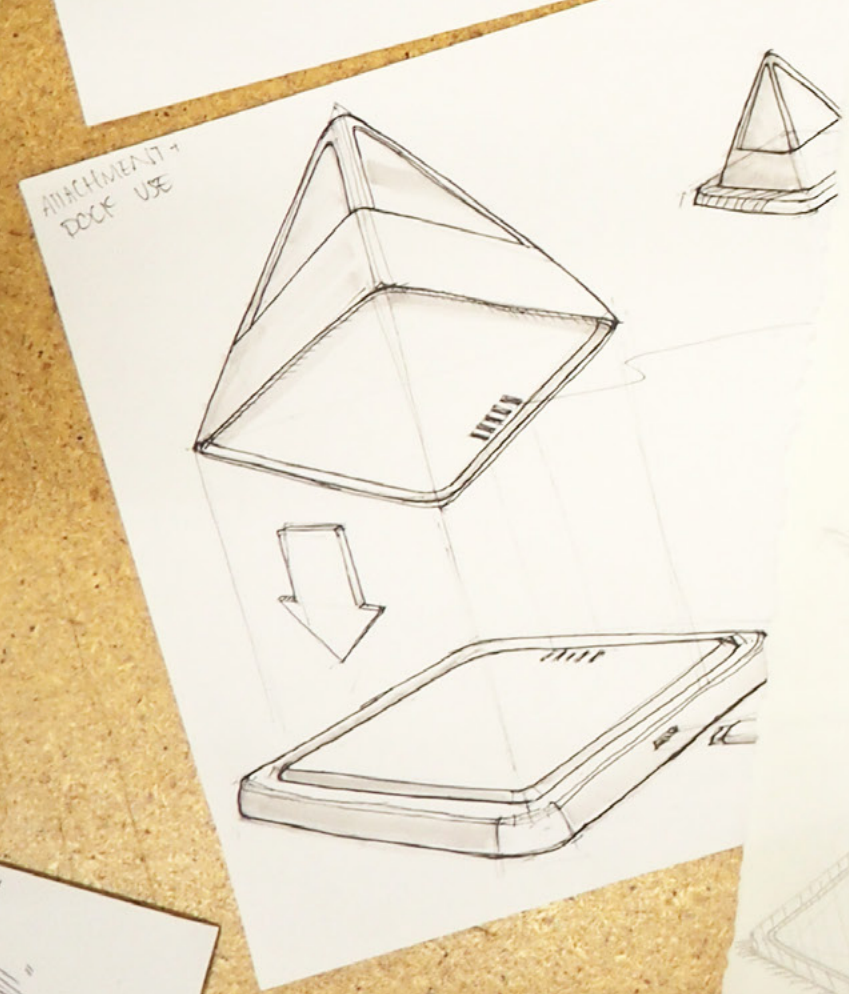
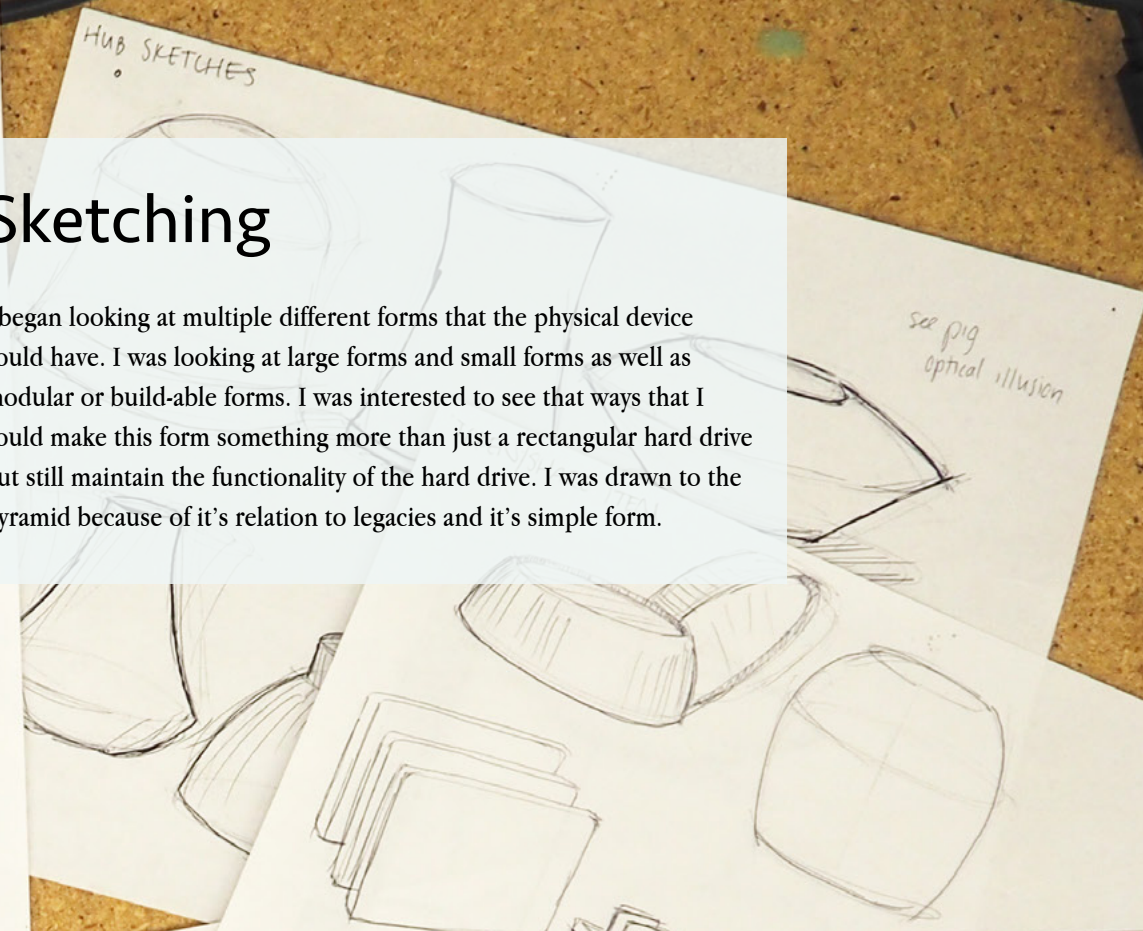
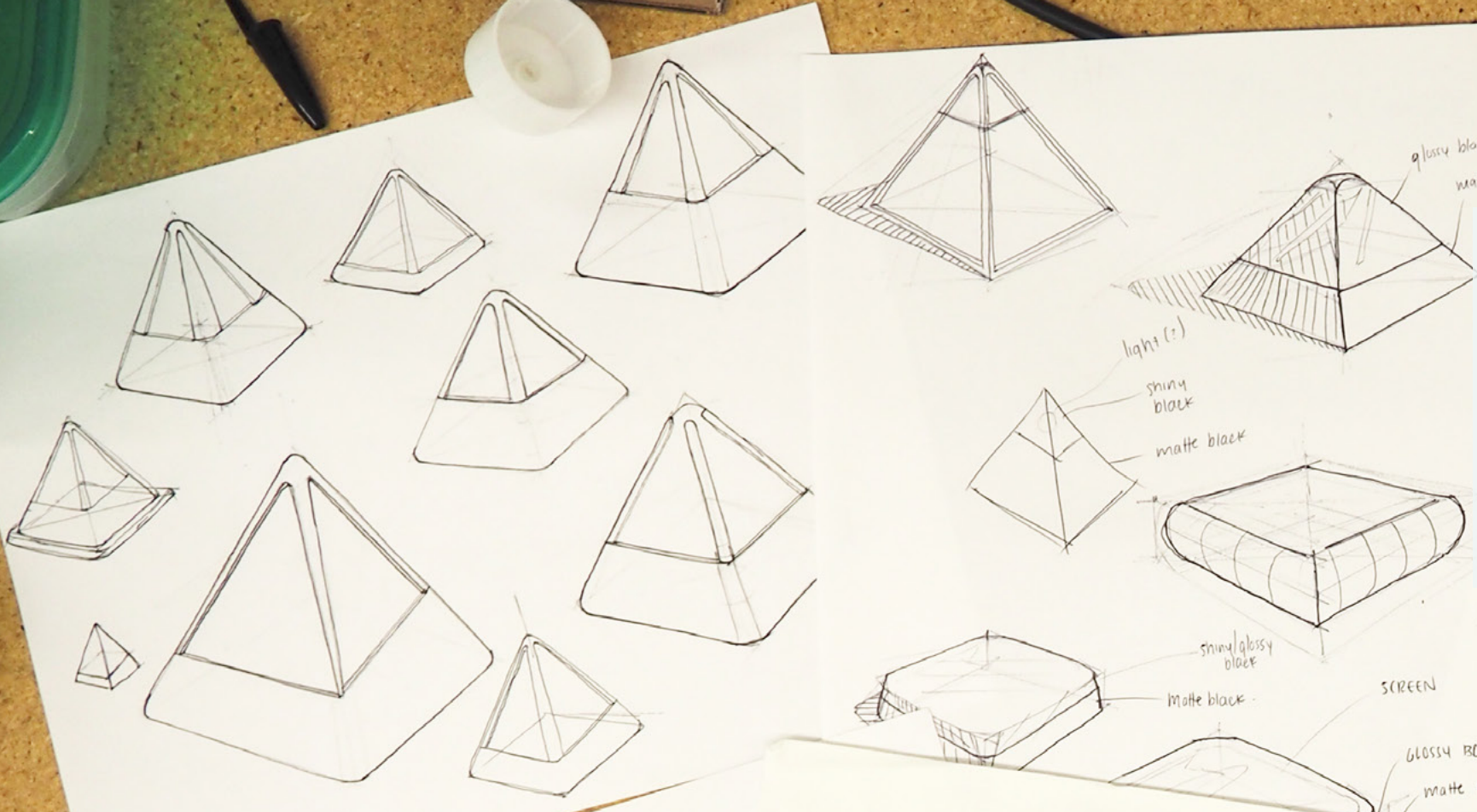
O4

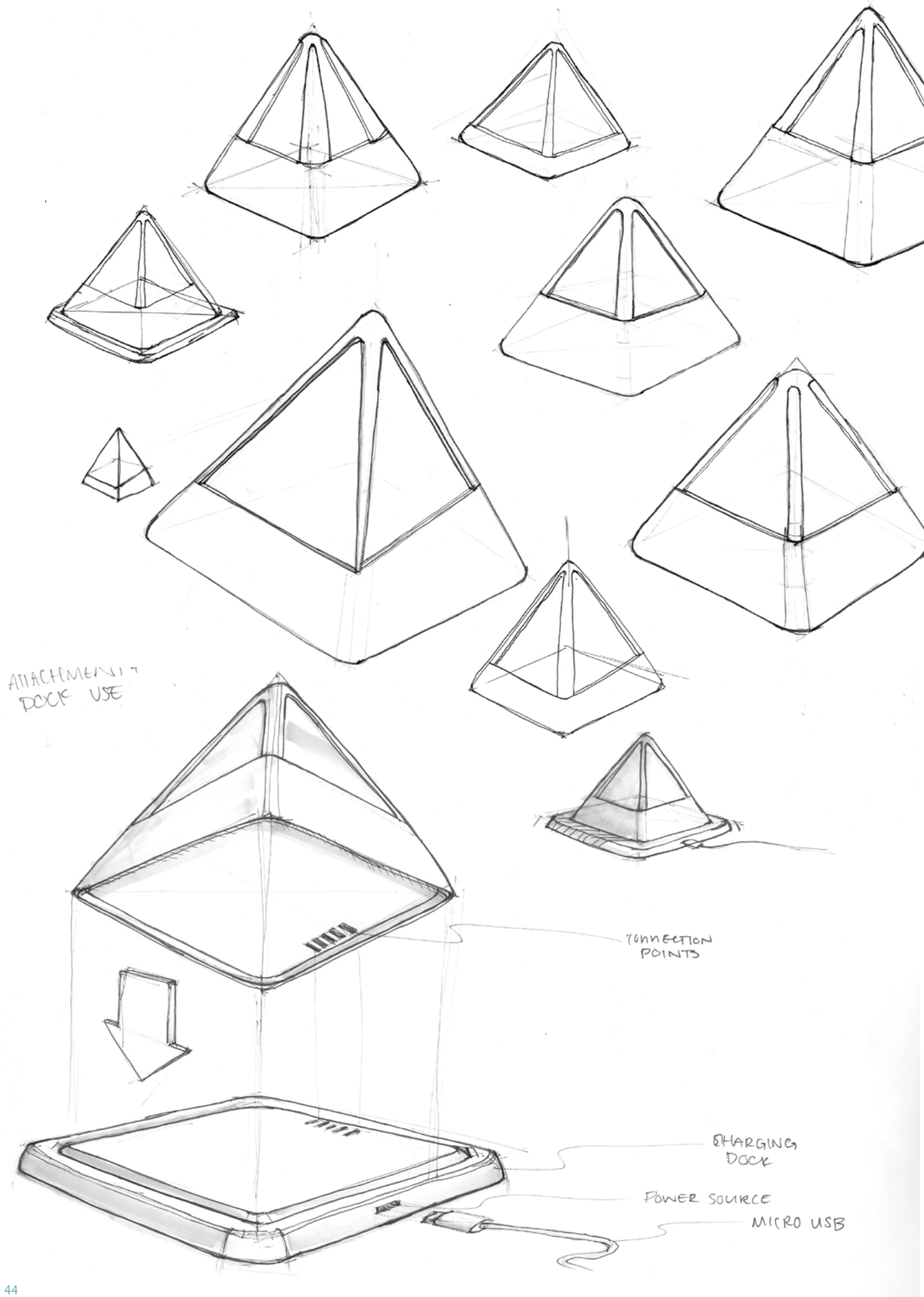
Product Development

- 42 - Sketching
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- 48 - The Totem Components
- 50 - The Totem Options
- 54 - Poster and Video

Sketching

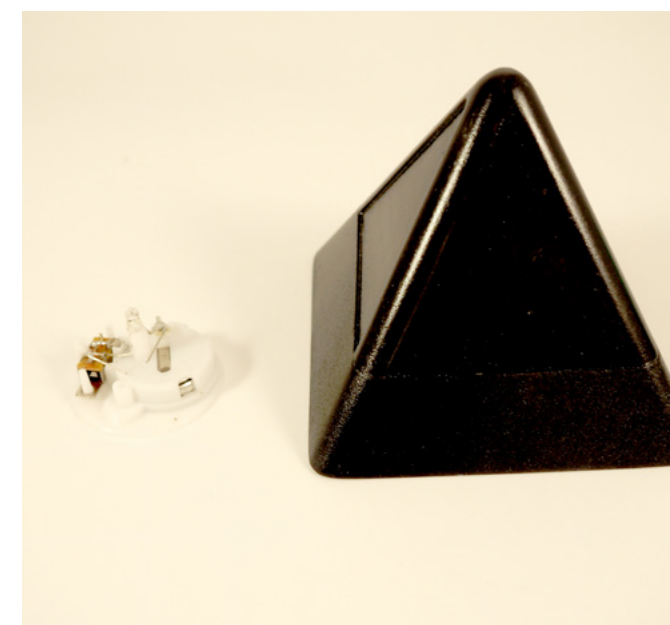
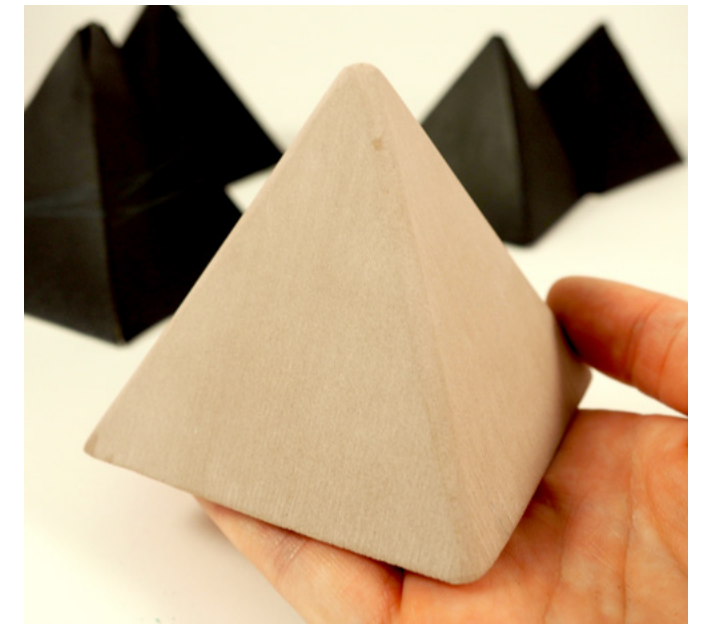
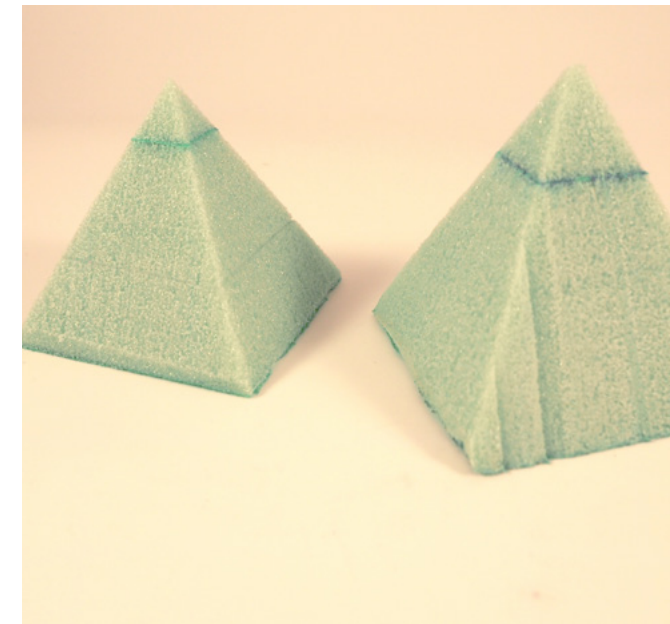
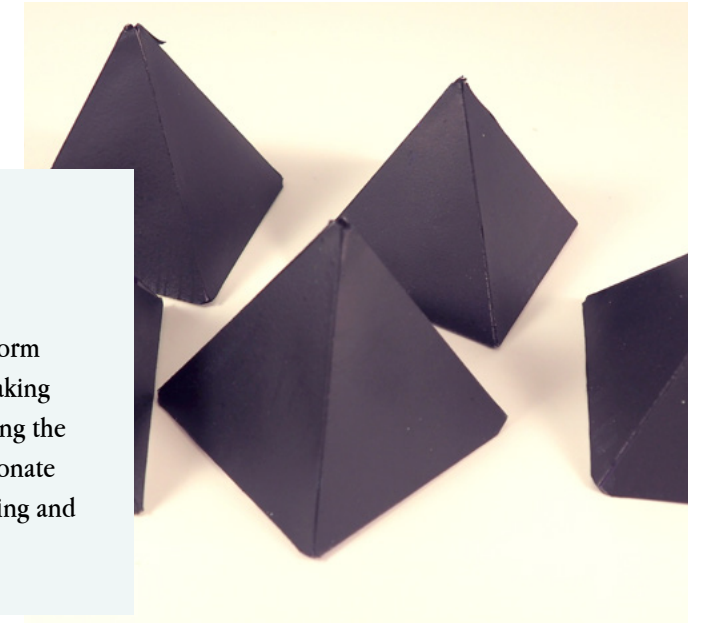
I began looking at multiple different forms that the physical device could have. I was looking at large forms and small forms as well as modular or build-able forms. I was interested to see that ways that I could make this form something more than just a rectangular hard drive but still maintain the functionality of the hard drive. I was drawn to the pyramid because of it's relation to legacies and it's simple form.





Form Development

Since deciding on going with the pyramid form I began to do form studies to figure out what size the pyramid should be. I was making slight changes to the height and width of the pyramid and testing the forms to see what felt best to the hand and what look proportionate on a desk. I was also exploring the different styles that the edging and windows could take, keeping molding in mind.



THE TOTEM

The Physical part of the Digital Legacy Experience

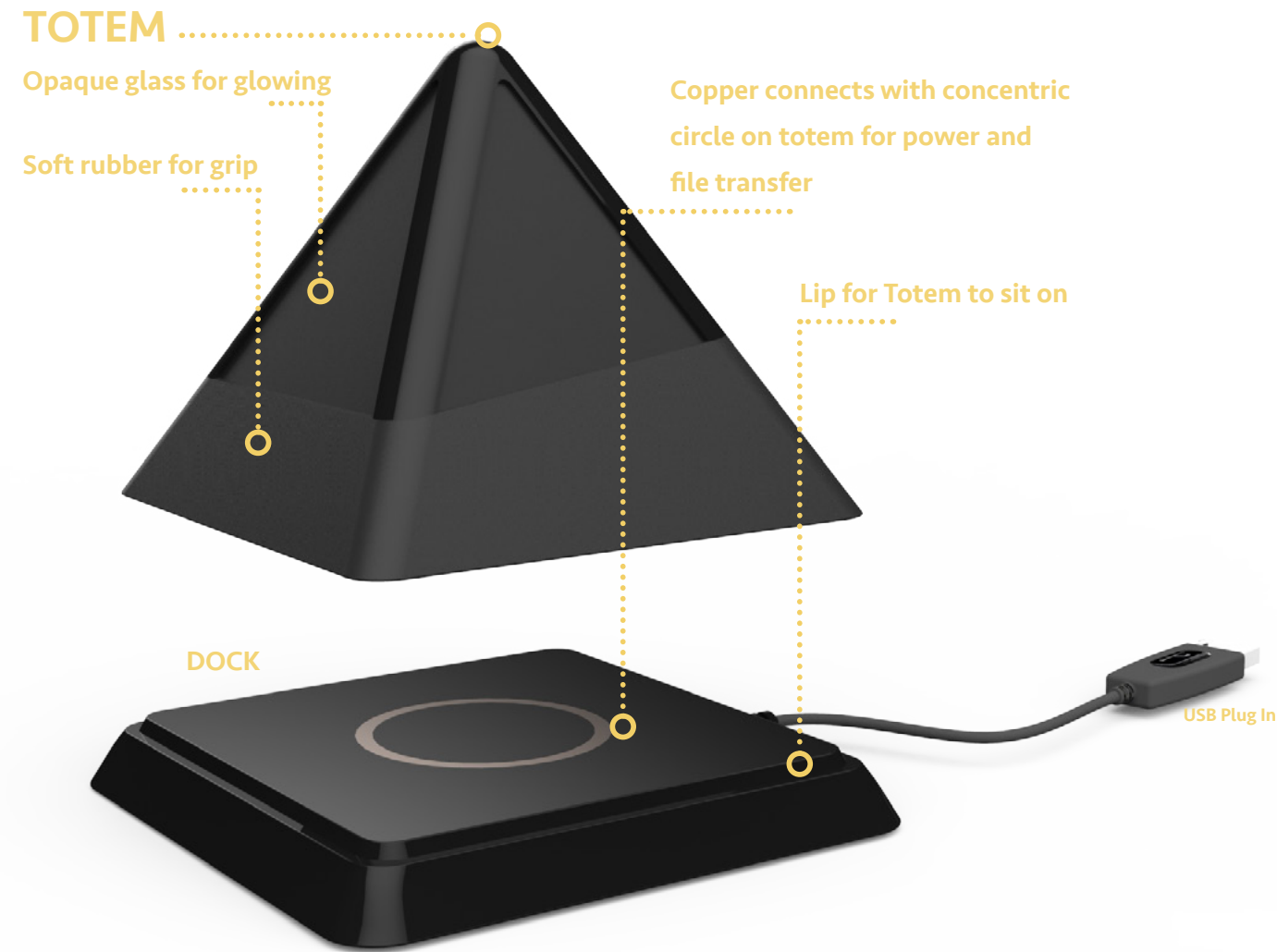
This small physical device lives with the user, it can sit on their desk and connect to their computer or it can be stored away until the user is ready to use their Legacy. The Totem is not a necessary part of the experience as the web platform works without the help of the Totem .



THE TOTEM COMPONENTS

The physical part of the Digital Legacy Experience

The Totem syncs with the Digital Legacy the user has created online. It glows when it has received new files and when it is charging on the dock. It is capable of holding over 1TB of data, and has the ability to hold multiple different file types.



Glow when synced

Dock for charging

Wifi connected

Molded with rubber for grip

Can hold over 1TB of data


Holds your Legacy

Shareable

THE TOTEM OPTIONS

The physical part of the Digital Legacy Experience


In order to provide the user with options there are several tiers in which the Totem can be purchased. Some users might want a more high-tech options and are willing to pay more, while other users might only want the basic or no Totem option.



MINIMALIST

No Totem

Only Digital Legacy Account




BASIC

Basic Totem Device

Digital Legacy Account

No Image Display



PREMIERE

Premiere Totem Device

Digital Legacy Account

Includes Image Display



TOTEM

A DIGITAL LEGACY

Make more of your personal digital memories through the creation of a Digital Legacy that lives on a website and in a physical storage unit.



THESIS SHOW POSTER

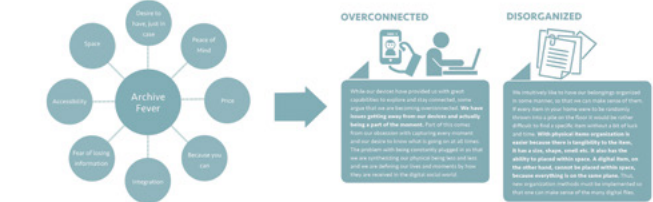


Sarah Folger

If you knew you were going to die in a year, what sort of sentimental digital files would you want to gather to pass onto those that are important to you?



Why do we obsessively capture?



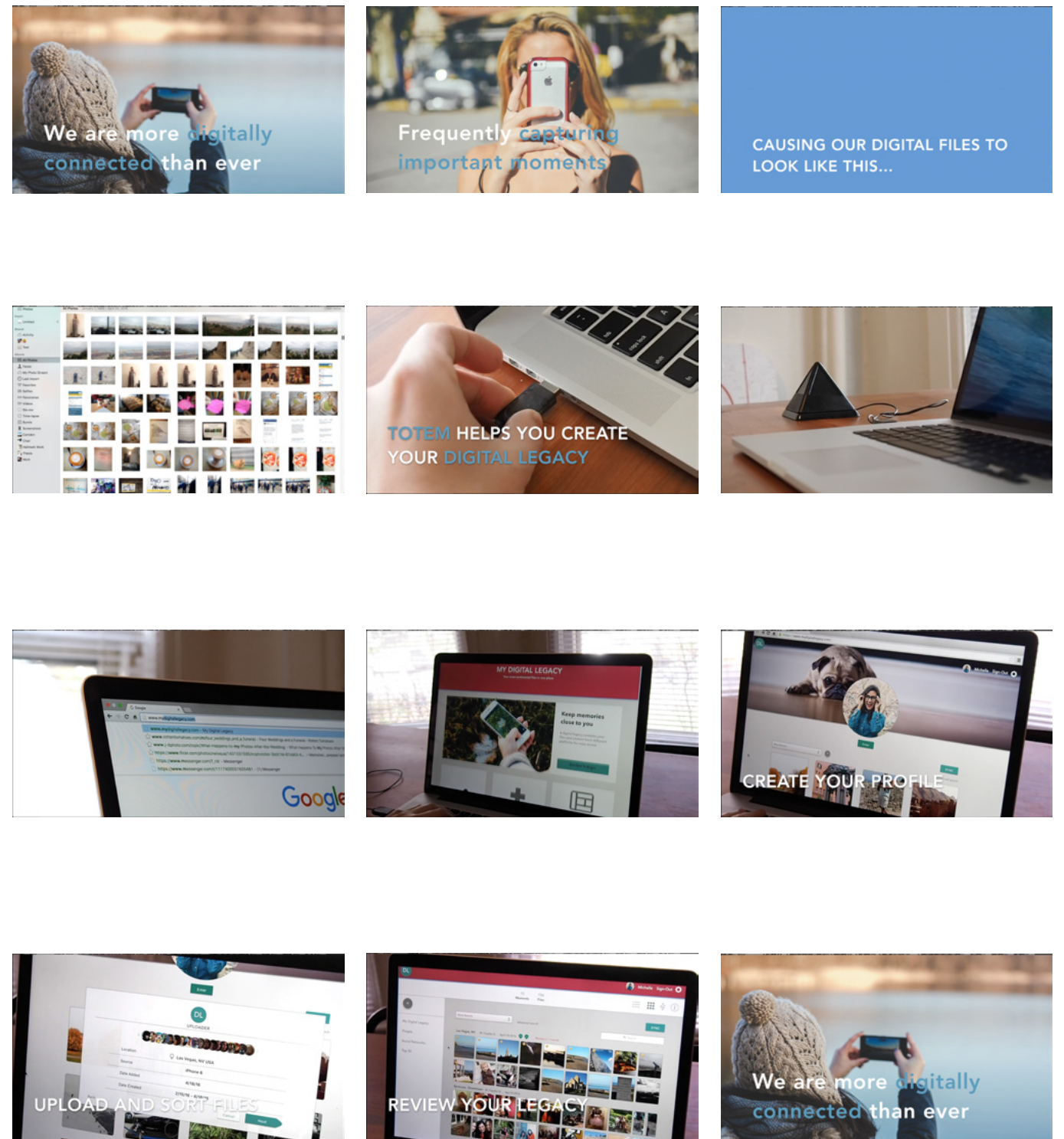
File types that participants would want to pass onto others.



If you knew you were going to die in a month, who would you want to give your digital files to?



VIDEO STORYBOARD

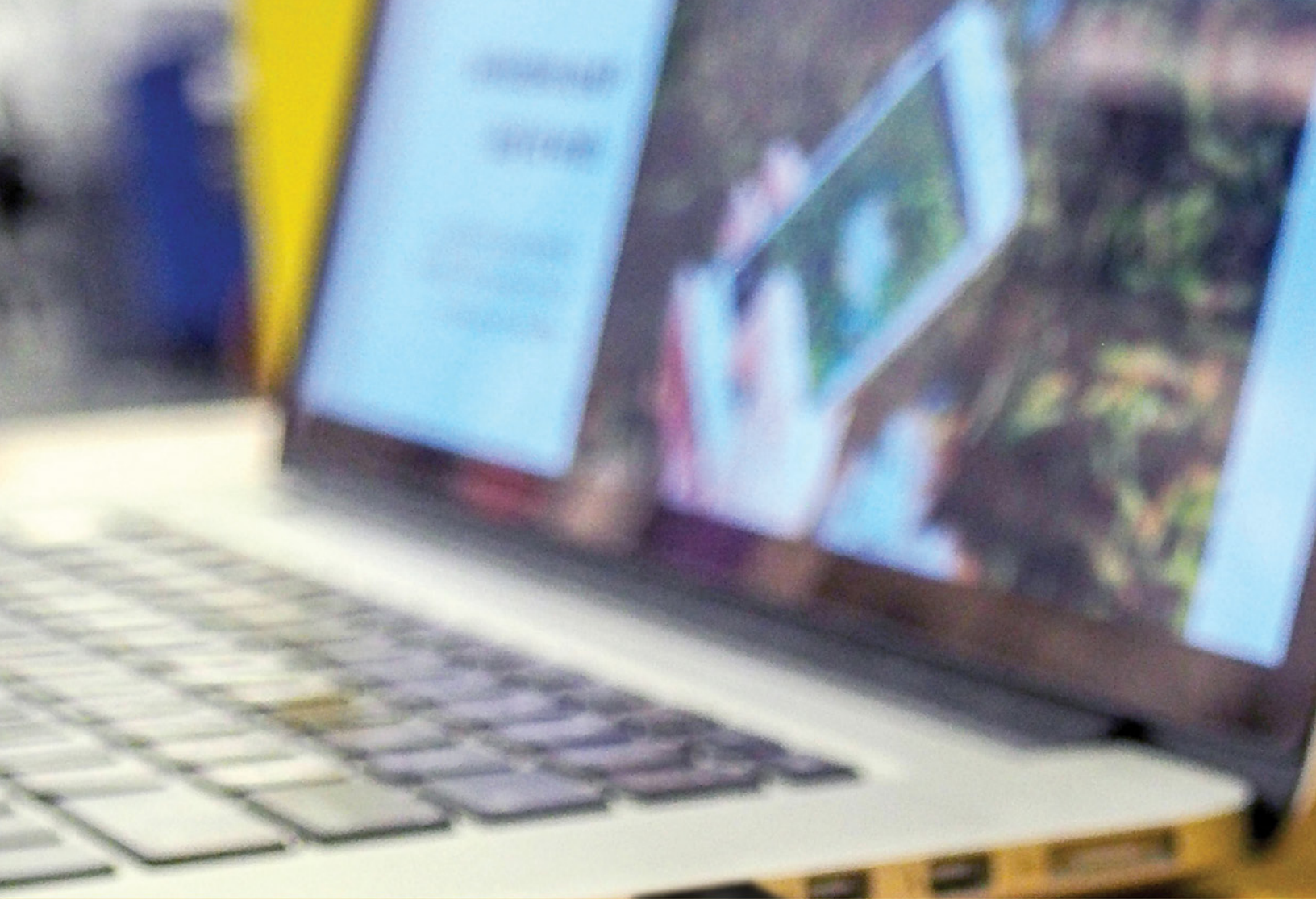


CONCLUSION

Thoughts After the Completion of Totem

The topic of personal memory making has been around for quite some time, but since our advances in technology and our rapidly change habits the topic of memory making, digital archiving and death is relatively new. There are some groups of people that are talking about this, and social media companies are surely thinking considering it and continuing to make changes to their platforms to address this issue. Through Totem I hope to spark conversation about this topic and make people think about their digital archiving and digital mementos. I imagine that Totem can adapt to become many things, especially if it is launched and put into market. If that were the case, Totem would morph and adapt to meet the needs of it's users regardless of whether those changes were expected.

The past two semesters have been a challenge, an adventure, a thrill and a joy. I have learned about personal memory making and keeping and have learned about myself as a designer. If you are still reading at this point in the conclusion or book, I want to thank you for taking the time to look through my work, I hope you have enjoyed it as much as I have and please feel free to reach out to me with and questions or comments!



This book represents the design phase of the undergraduate thesis for the degree of Bachelor of Industrial Design.

It was completed in the Spring semester of 2016

IIND 574 Professors Denise Heckman and Ralf Schneider