

PROBLEM DEFINITION, DISCOVERY & RESEARCH

In the contributor space - especially at live editorial events - speed to market is imperative. Our legacy ingestion and publication software was lagging far behind - our market competitors and putting Getty at a competitive disadvantage in the marketplace. Getty's legacy software was a third party solution and no longer scalable or flexible enough to accomodate our business needs. We decided to bring the solution in house and build a software solution customized for Getty it's photographers and editors.

MY ROLE
I was the senior UX Designer assigned to this project and the sole designer to work on it from end-to-end until it's production release at the 2018 Super Bowl

Existing User Roles & Workflow Definition

At the onset of this project we worked together with our users, photographers & photo editors primarily and worked to define their current user workflows and roles.

Roles



Photographer

- On-site creating assets for Getty Images
- Generally high pressure, time is of the essence
- Photographer can use a CF stick or memory card; either is given to a runner who delivers to an editor

Strategies to Support

- Make wireless transmission reliable & consistent
- Find ways to tighten physical & electronic proximity to editors to streamline process



Editor

- On or off-site and associated with on or many photographers
- Receives images and applies edits and selects to assets
- Several editors can work in an assembly line with tasks broken down and shared between several editors
- Editors use two tools, FOCUS and ESP.

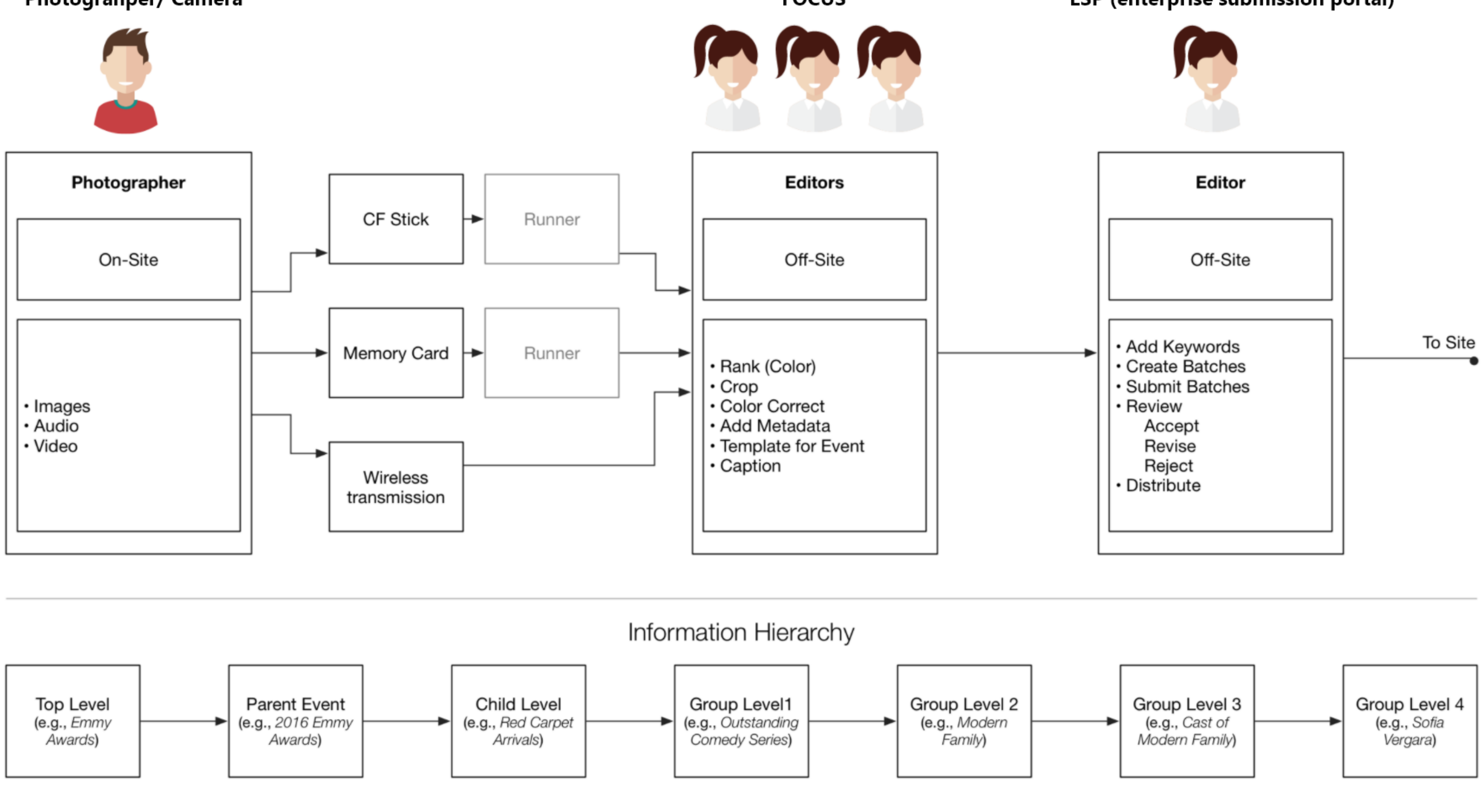
Strategies to Support

- Editors need reliable internet and access to the photographer(s) they are supporting
- Make tool for editing cleaner and easier to use (improve UX)
- Create FOCUS as our proprietary tool to replace GIFT, & to work more seamlessly with our other tools

Improved Workflows

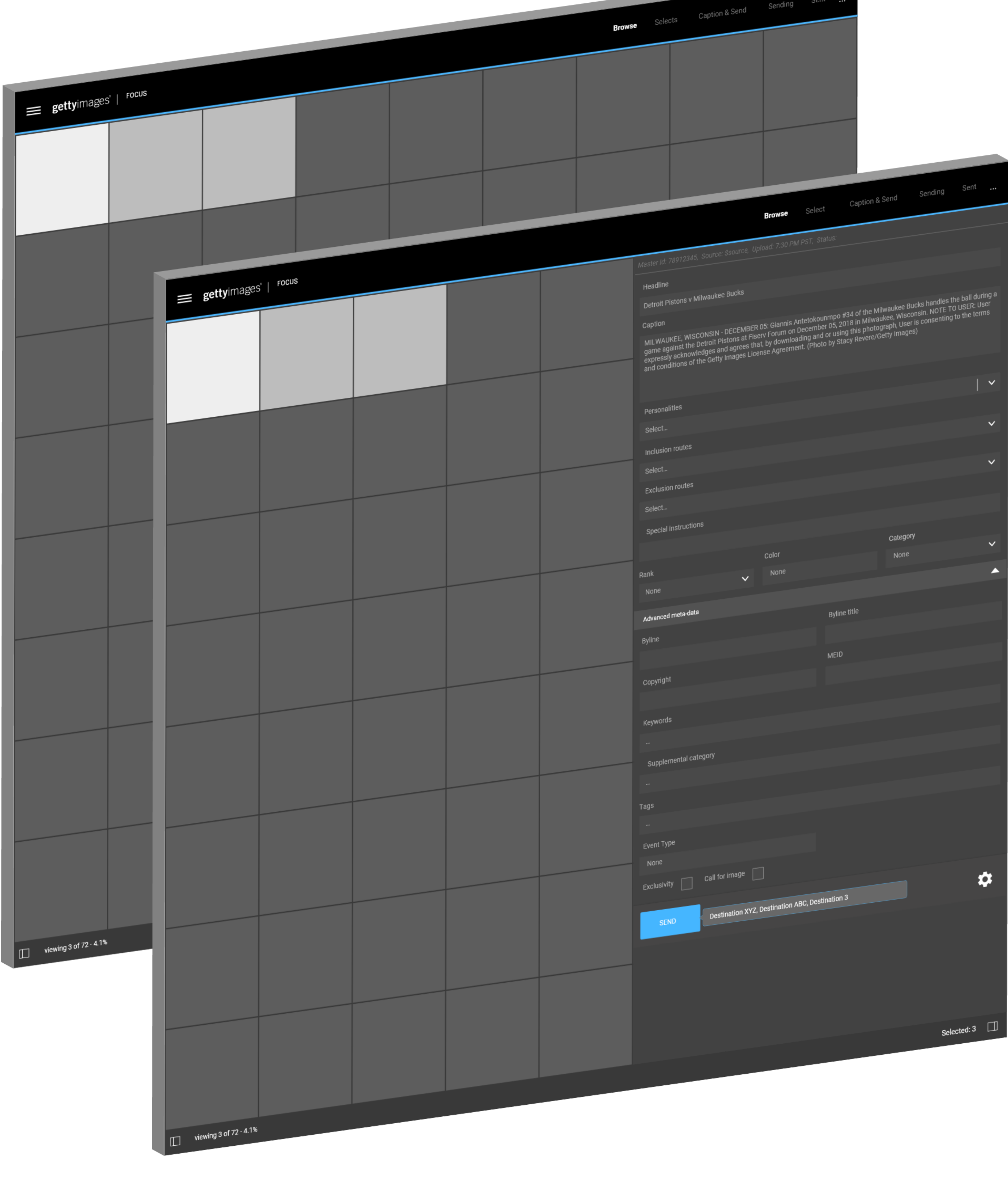
After we better understood the existing workflows and user roles we were able to work with our user group to identify some potentially improved workflows to optimize throughput, ease of use and scalability. Information architecture and data flow were also closely examined during this exercise.

Improved Workflow



High Fidelity Application Layout Files

From here we formed a working group consisting of our development team, our PM and PO, a few photographers & photo editors as well some event coordinators. Within this working groups we had a number of whiteboard sessions where we outlined the MVP functionality, screens and measurables to achieve parody and eventually surpass the current process. From these sessions I was tasked with creating some high fidelity application layout files of the screens that would be in our initial release. Careful consideration was employed when choosing colors for this application that would allow appropriate levels of contrast with photography. A couple of examples of these layout files are below



Styleguide

After creating our high fidelity layout files I created a style guide for the application. After we completed this component we were able to begin building the alpha version of the application. From our Alpha version we took an iterative and somewhat experimental approach eventually releasing a beta and then the production version of FOCUS you see in the videos on the main page. You can see a small sample of the styleguide below.

