

Jetphotos Redesign

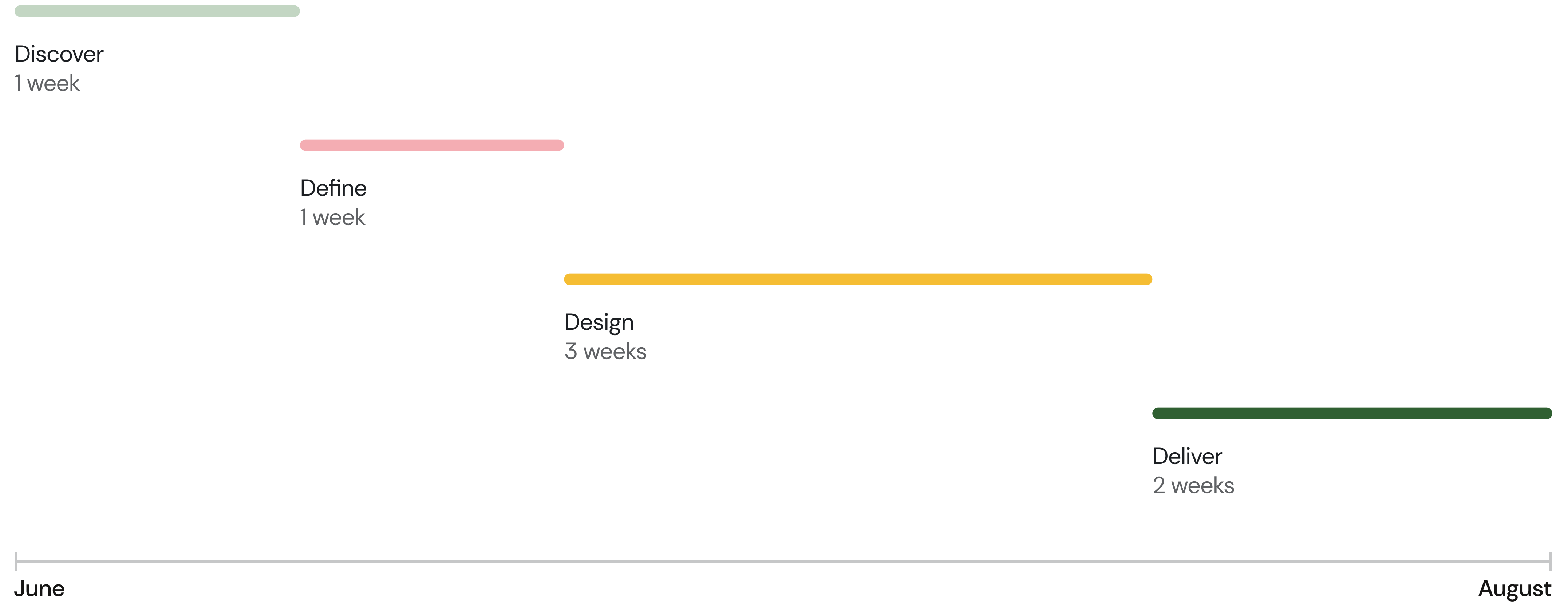
Design and Presented by Tommy Tian

The screenshot displays the JetPhotos website redesign. The top navigation bar is dark with the JetPhotos logo (6 million+ | All screened) and links for Photos, About, and Social. A search bar contains the text "Aircraft registration, photo location, photographer" and a user profile "daisdrone@gmail.com". Below the navigation, there are three tabs: "TODAY'S MOST POPULAR", "SCREENERS' CHOICE", and "PHOTO OF THE WEEK", with a link to "More Today's most popular". The main content area features a large photo of a blue KLM Airbus A321-252NX aircraft on a tarmac, with the registration "D-AZAJ" and the name "Martin Rogosz" below it. The photo has 1,441 views, 41 stars, and 1 comment. Below the main photo are three smaller photo thumbnails: a biplane (N529B by jehrestoneman), a blue and white aircraft (9H-MIM by RowenAquilina), and an easyJet aircraft (OE-INA by Rui Sequeira). The right sidebar contains a "SHARE YOUR AVIATION PHOTOS" section with an "Upload photos" button, a "LATEST DISCUSSIONS" section with a "Forum" link, and a list of discussion topics such as "Prescreening request", "Best analogue camera for plane spot...", "Is flying safer than driving?", "Boeing 737 Max-8 Norwegian (SE-RTB...", "Pre-Screenig", "Dam52 pre-screening request/ editin...", "XLS90 - prescreening request / editin...", and "Research on the Role of Language in ...". At the bottom of the sidebar, there are "Like 359K" and "Follow" buttons.

Agenda

- 1 Background
- 2 Research
- 3 Journey map
- 4 Opportunity
- 5 User flow
- 6 Wireframe
- 7 Interface
- 8 Conclusion

Project timeline



Background

JetPhotos is the world's largest airplane pictures sharing website with more than six million photos in its database, including nearly all kinds of civil and military aircrafts serving today.

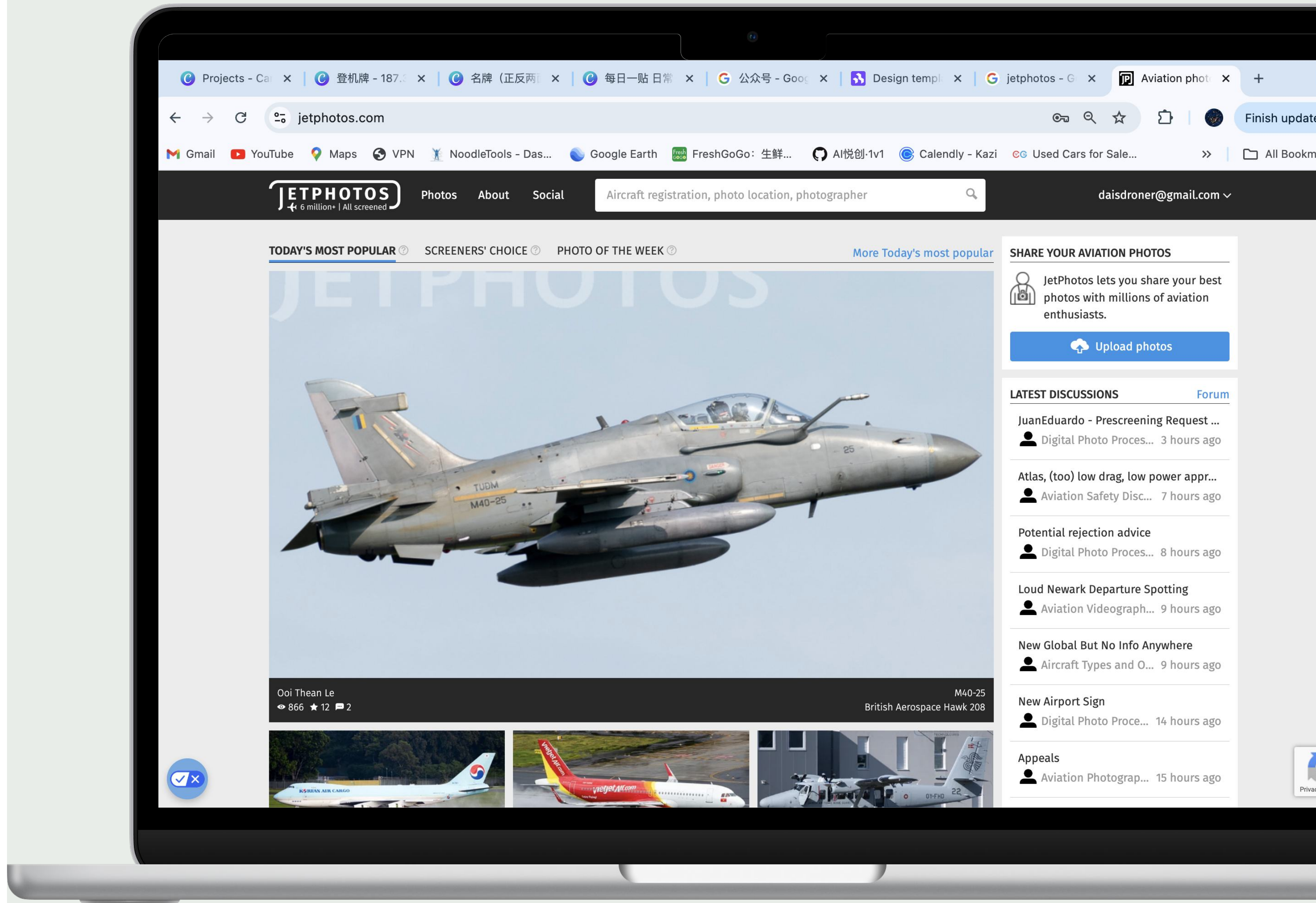
Even though I have used this website for about one year, however, I believe some structure and design of this website can be enhanced to make the website looks better and can be operated more logically.

I decide to use my knowledge in UI/UX design to make this website better.

Project JetPhotos Redesign

Role UX designer

Duration 7 weeks



Customer research

Kimi, airplane enthusiast, new user for JetPhotos

As a relatively new user, what do you expect JetPhotos website to help or guide you?

Customer voice – Kimi

Kimi is an airplane enthusiast, He has just started his journey on JetPhotos for only a few months, mainly to browse other works and want to submit his own photographs on the website.

Pain point

Kimi has complained a lot about the website does not have a clear guideline for photo acceptance criteria, submission process, status for current submission or history for past submissions.

Customer research

Ryan, Photographer, JetPhotos user for 1 year.

As frequent user on JetPhotos, which process or page you would like to improve and why?

Customer voice – Ryan

Ryan is one of my classmates who also loves airplane photography and frequently uses JetPhotos for uploading his airplane photos. He often uploads photos to the website, estimated as at least once a week.

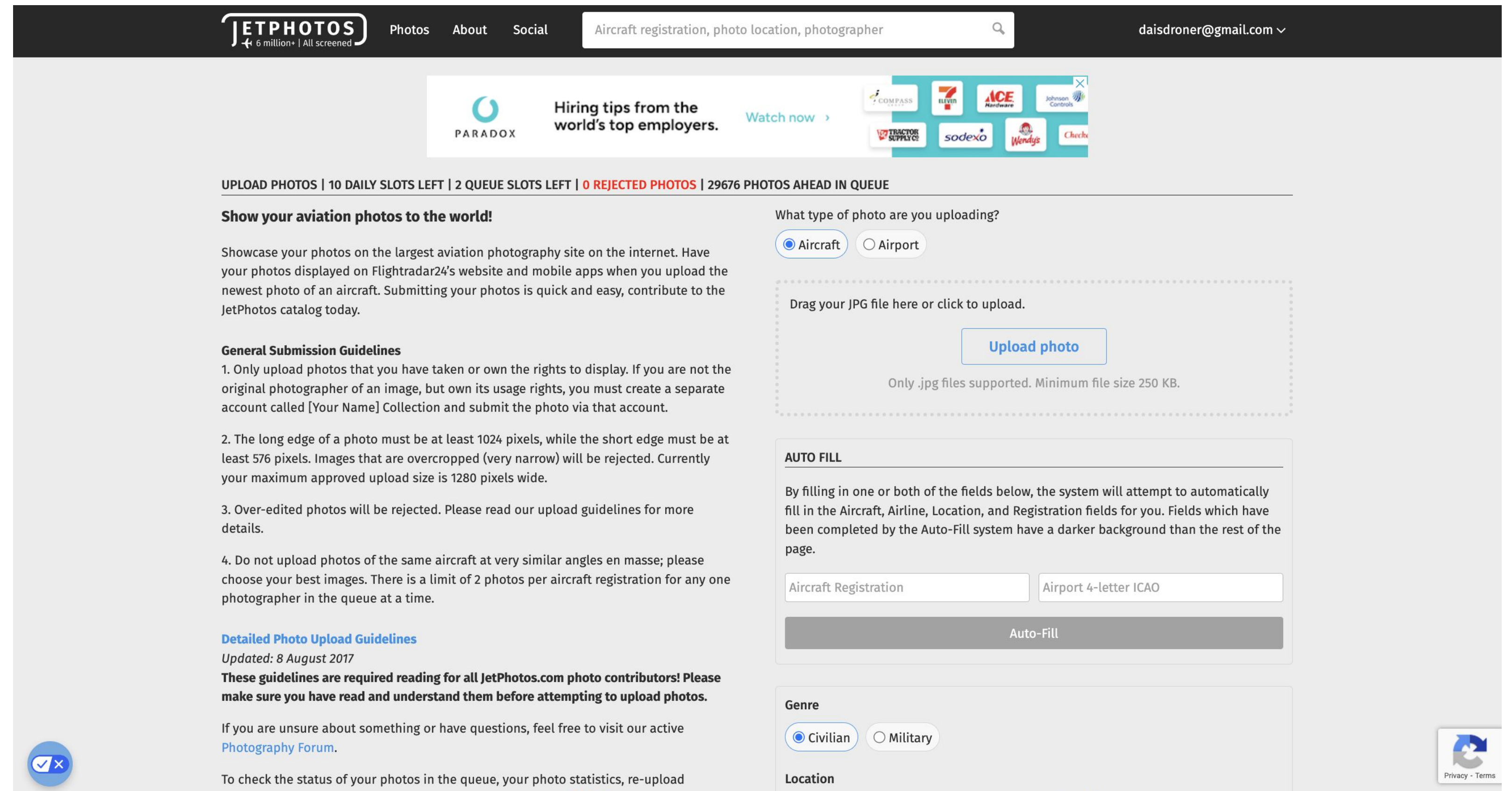
Pain point

Ryan thinks the user interface design of JetPhotos is not quite aesthetic, as well as he thinks the photo uploading process is too complicated that he was expecting to see a procedure easier to follow through.

Redesign goal

Based on the user interviews, the redesign goals are:

- Providing additional guideline to guide customer check photo quality before uploading
- Simplify photo uploading process
- Creating a photo submission history to track uploading result



Problems and pain points

- Customer can't see the real photo being rejected here, which might not be easy to track your submission history.
- The rejected photo table and the other tables like the accepted table are not put together, but a more completed submission history with all of your actions on the website altogether is easier for users to track along.

The current rejected photo table

REJECTED PHOTOS: TOMMY TIAN

You currently have **4** rejected photos in the database.

Listed below are all rejected photos in the database by Tommy Tian. The list is sorted by Photo ID number, by default. Click on the column headings to sort the list by other criteria.

Keep in mind that rejected photos are removed from the database 14 days after their initial rejection, so photos rejected more than 14 days ago will not be visible in this list.

PHOTO ID	AIRLINE	AIRCRAFT	DATE SCREENED	SCREENER COMMENT	STATUS
11934691	Hainan Airlines	Boeing 787-9 Dreamliner	July 25, 2024		Rejected (Appeal) View Photo
11914111	Air China	Boeing 747-4J6	July 14, 2024		Rejected (Appeal) View Photo
11914081	Korean Air	Boeing 747-8B5	July 14, 2024		Rejected (Appeal) View Photo
11914069	All Nippon Airways (ANA)	Boeing 787-8 Dreamliner	July 14, 2024		Rejected (Appeal) View Photo

Customer user journey



Project goal

The screenshot shows a web browser with several tabs open: NoodleTools - Das..., Google Earth, FreshGoGo: 生鲜..., AI悦创-1v1, Calendly - Kazi, and Used Cars for Sale... The browser address bar shows the URL 'Aircraft registration, photo location, photographer' and the user email 'daisdroner@gmail.com'. The page content includes a search bar, a form to select the photo type (Aircraft or Airport), a preview of the uploaded image (a Korean Air 747), and a set of tools for checking photo quality (Check for dust, Histogram, RGB Histogram, Horizon, Center, and Remove). A purple callout box titled 'Interface' contains 'Improvement' suggestions.

Interface

Improvement

- In context imperfection result, remain customer on the same page
- Offer customer more context details or tutorials to improve their photo quality.

Photo Quality Check

Aims to help users open less tabs on their browser, save their time on checking their photo quality.

Project goal

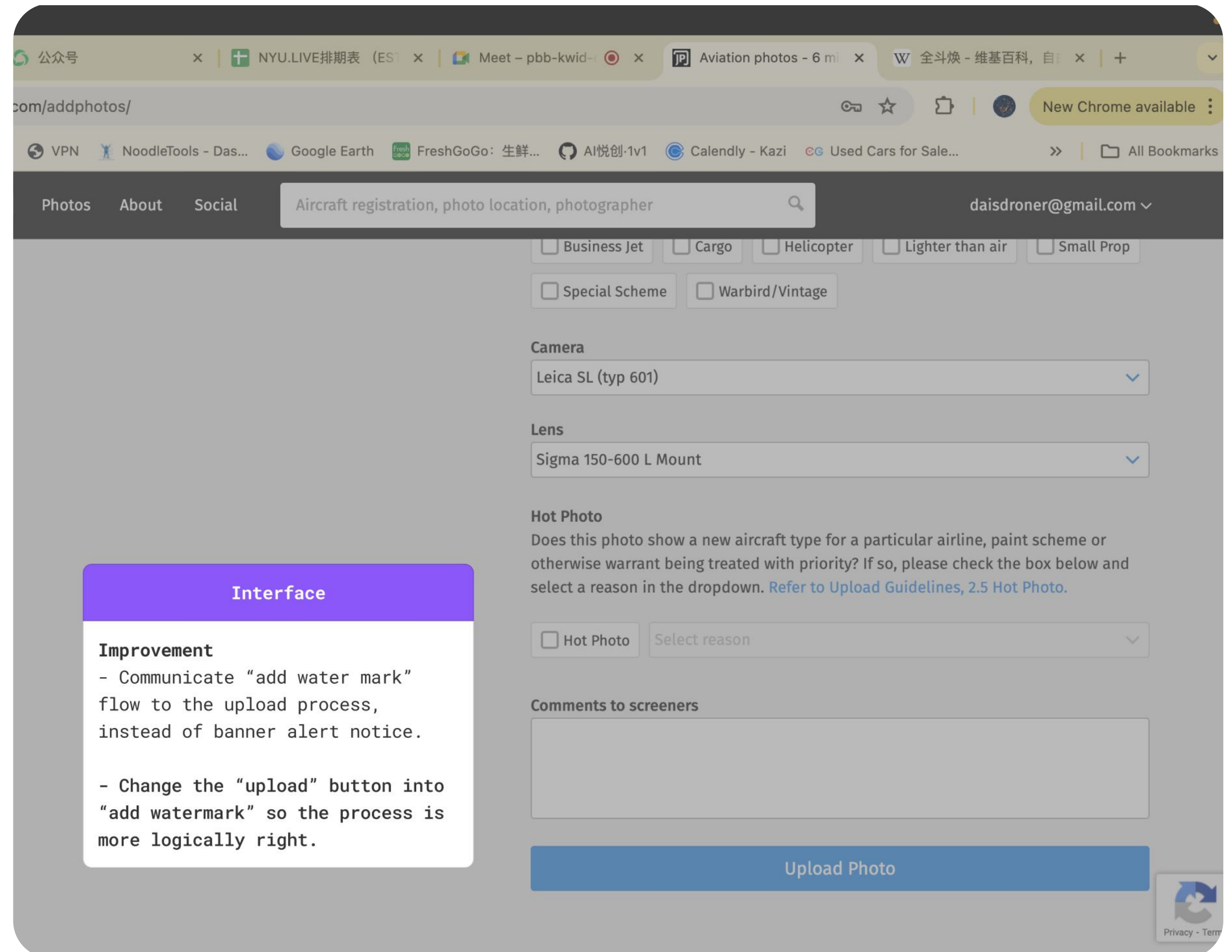
Photo Uploading

Make the process more logical so people can follow through easier.

Interface

Improvement


- Communicate "add water mark" flow to the upload process, instead of banner alert notice.
- Change the "upload" button into "add watermark" so the process is more logically right.



Project goal

jetphotos

PHOTO ID: 11584065
TIME IN QUEUE: 10 DAYS 16 HOURS 7 MINUTES



Airline: Korean Air
Aircraft: Boeing 747-8B5
Registration: HL7631
Rejection Reason(s):
- Dark / Underexposed
- Undersharpened (Soft)
- JPG compression artefacts

Photos not screened: 0
Photos in screening: 0
Waiting for Admin review: 0

PROCESSED: 1 **TOTAL PHOTOS IN QUEUE:** 0

Average time in queue: 10 days 16 hours 7 minutes

Experience

Improvement

- Display the submission history and status in a separate "submission history" page.
- Apply email notifications of the latest status and show the status lively in the "submission history" page.

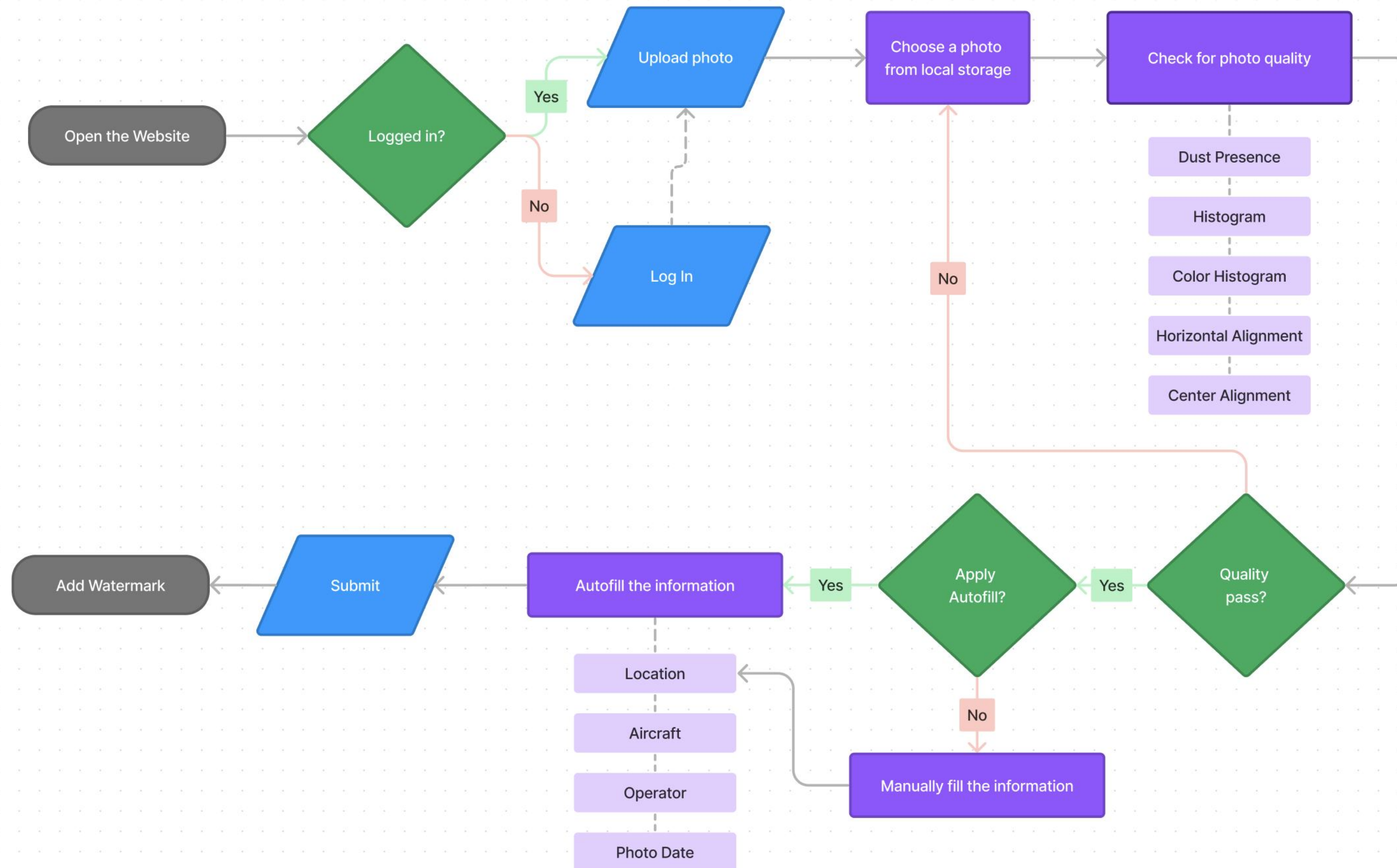
Opportunities

Make sure the users have a clear submission history to track through all of the upload they have made on the website.

User flow – the current experience

Improvement

- Communicate “add watermark” flow to the upload process, instead of banner alert notice.
- Change the “upload” button into “add watermark” so the process is more logically right.



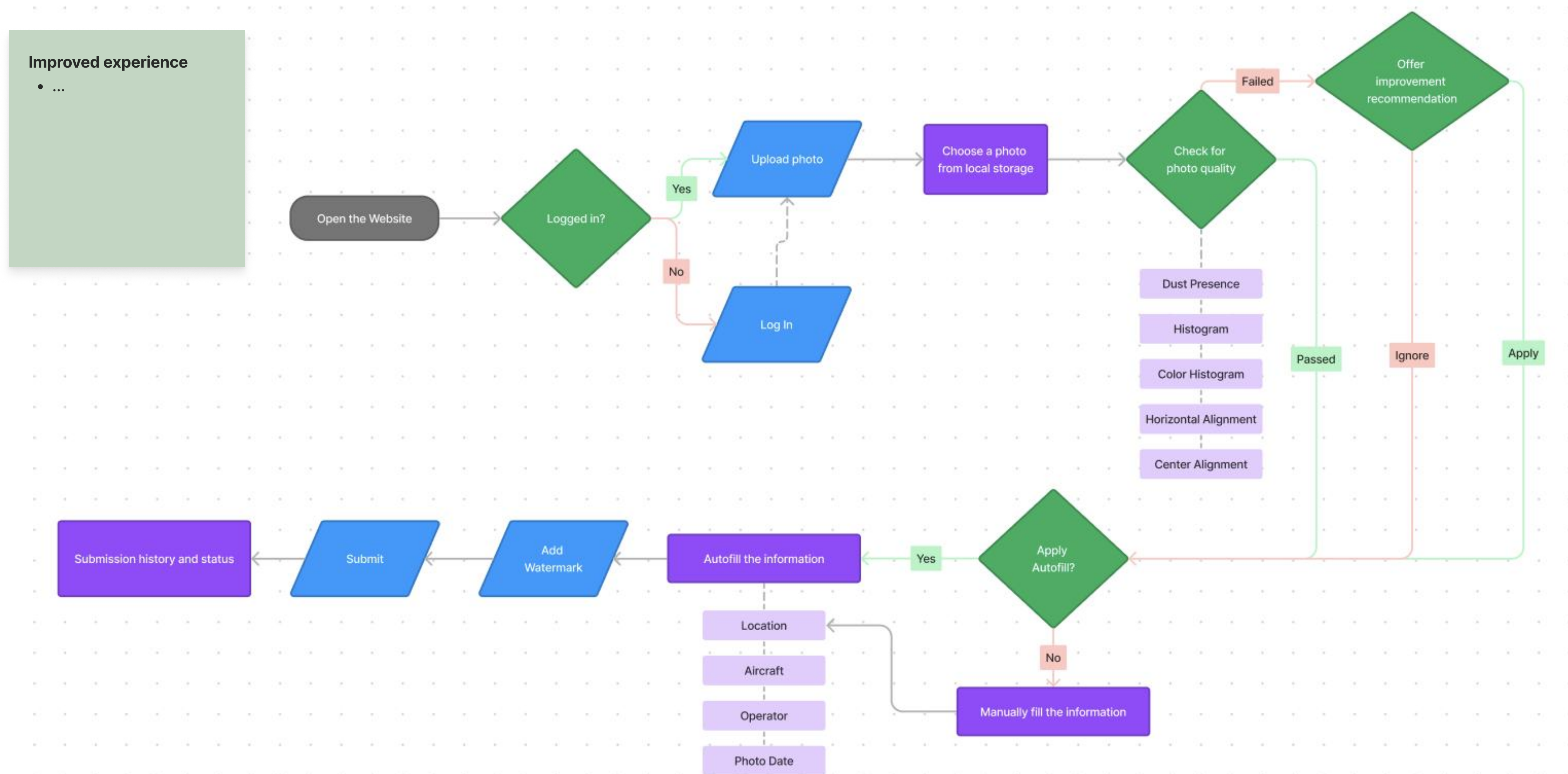
Improvement

- In context imperfection result, remain customer on the same page
- Offer customer more context details or tutorials to improve their photo quality.

Improvement

- Display the submission history and status in a separate “submission history” page.
- Apply email notifications of the latest status and show the status lively in the “submission history” page.

User flow – the improved experience



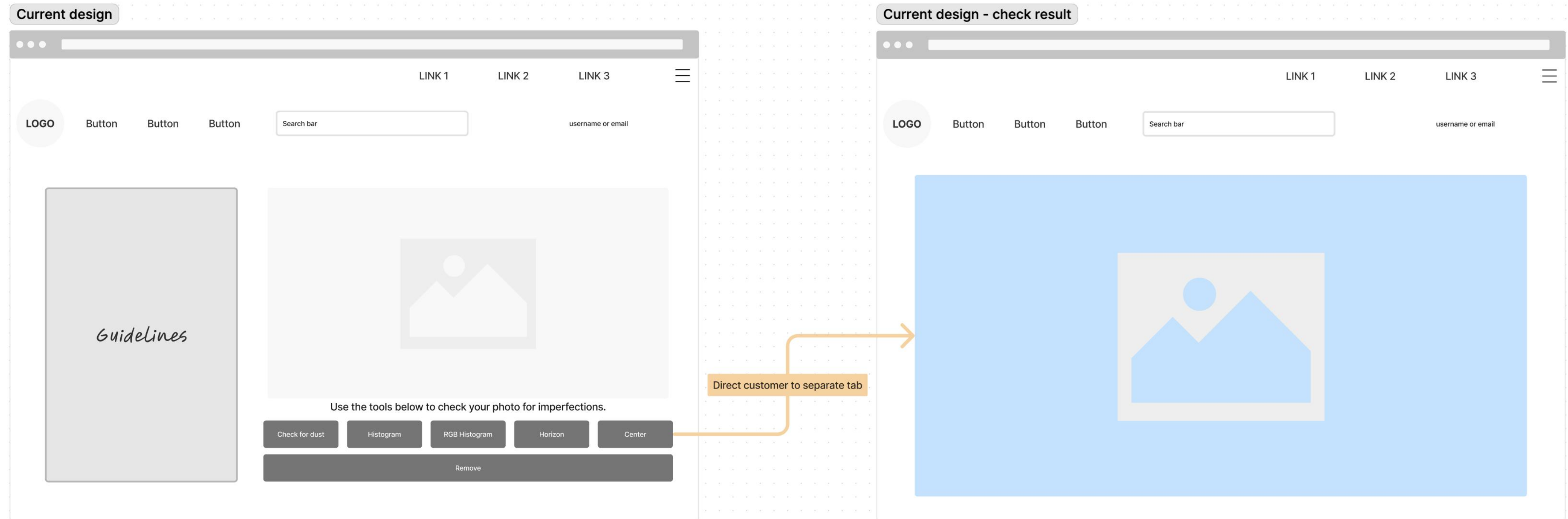
Wireframe

In wireframe phase, I have explored various way to improve the page information layout and user flow for photo uploading process the main three area identified, photos quality check, add water mark and submission history,

Wireframe | Photo quality check

Current experience

The current experience will direct customer to a separate page displaying the results

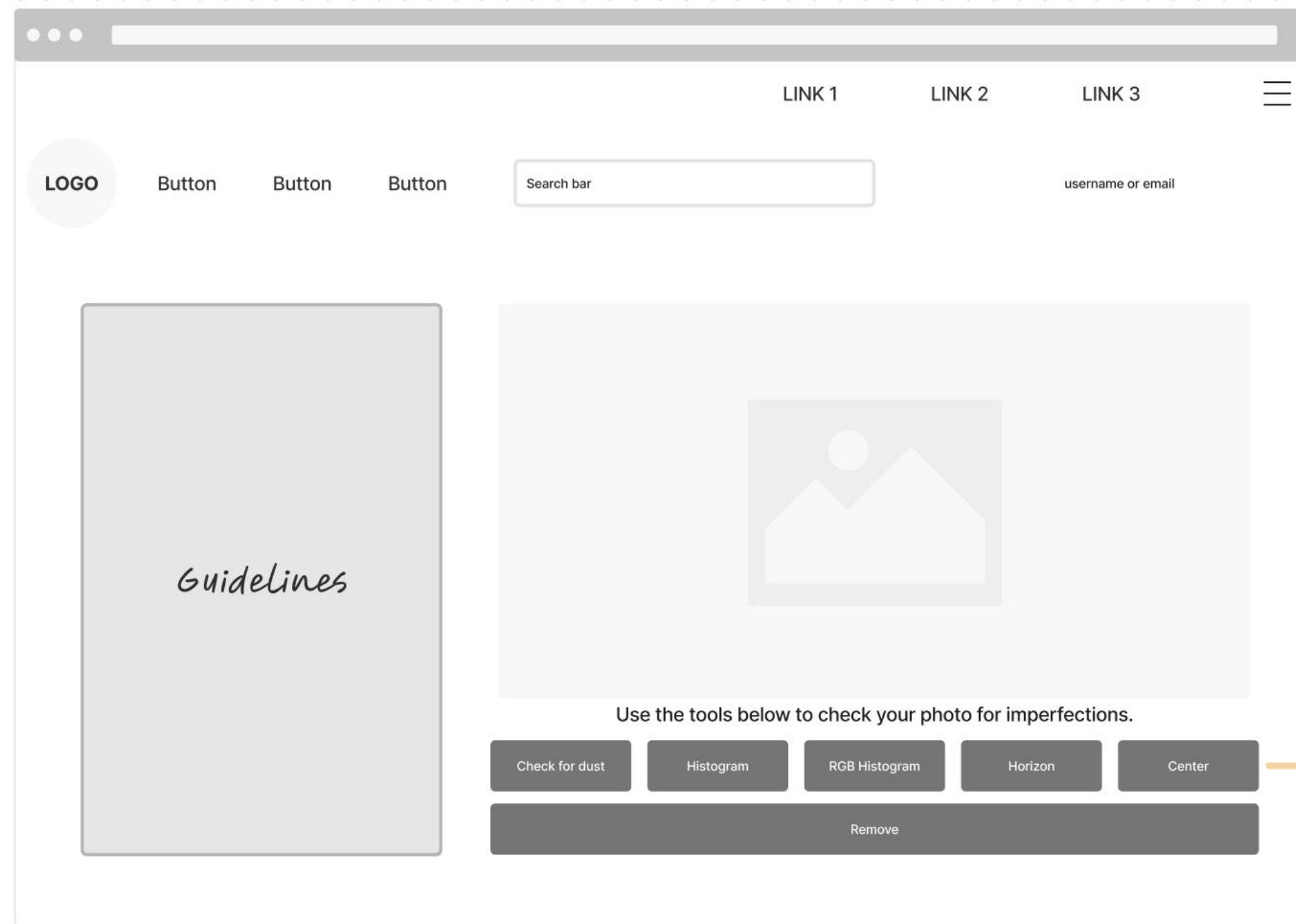


Wireframe | Photo quality check

Enhanced experience

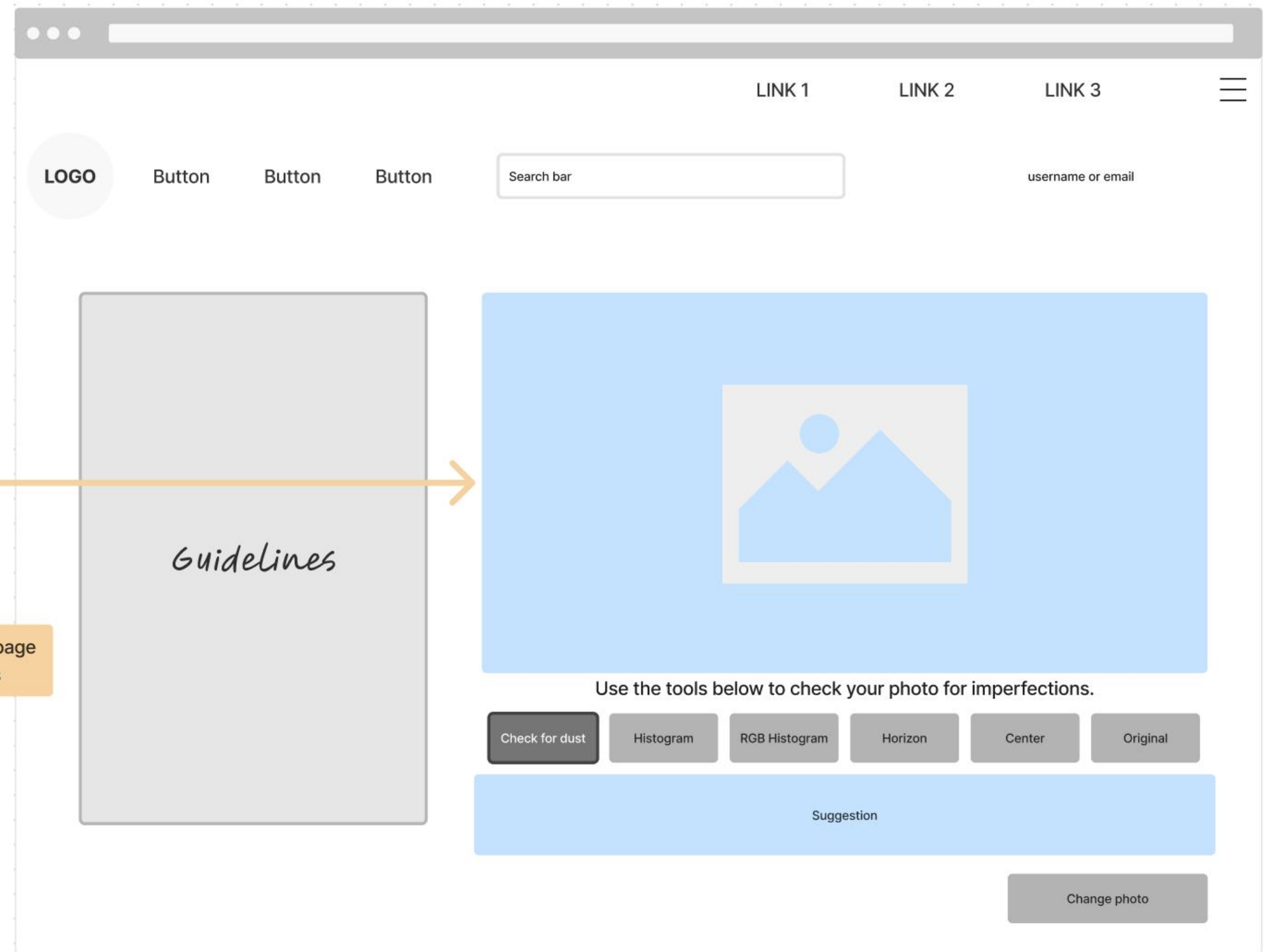
The enhanced experience to allow customer stay in-context while checking through different options.

Default states



Remain on the same page with suggestions

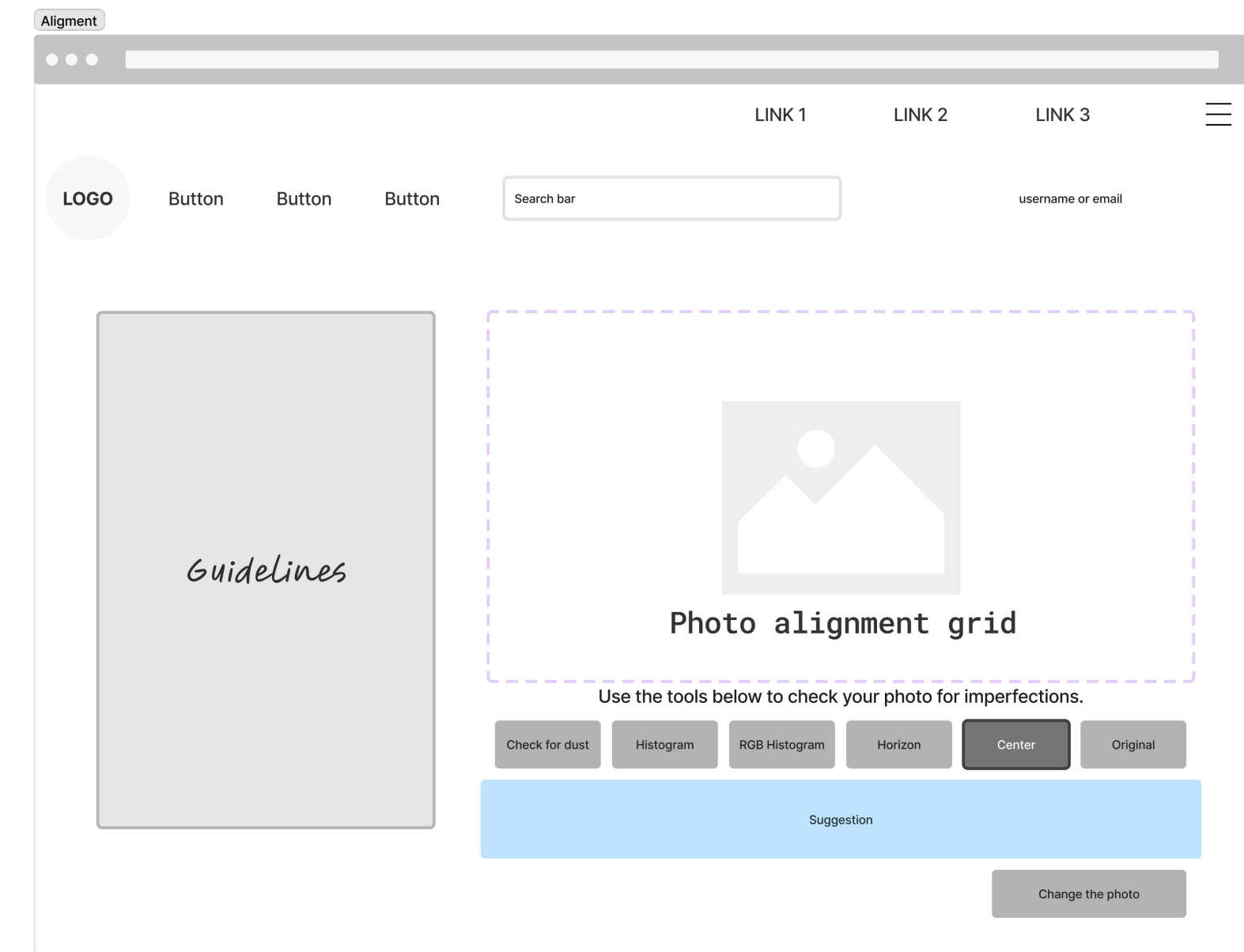
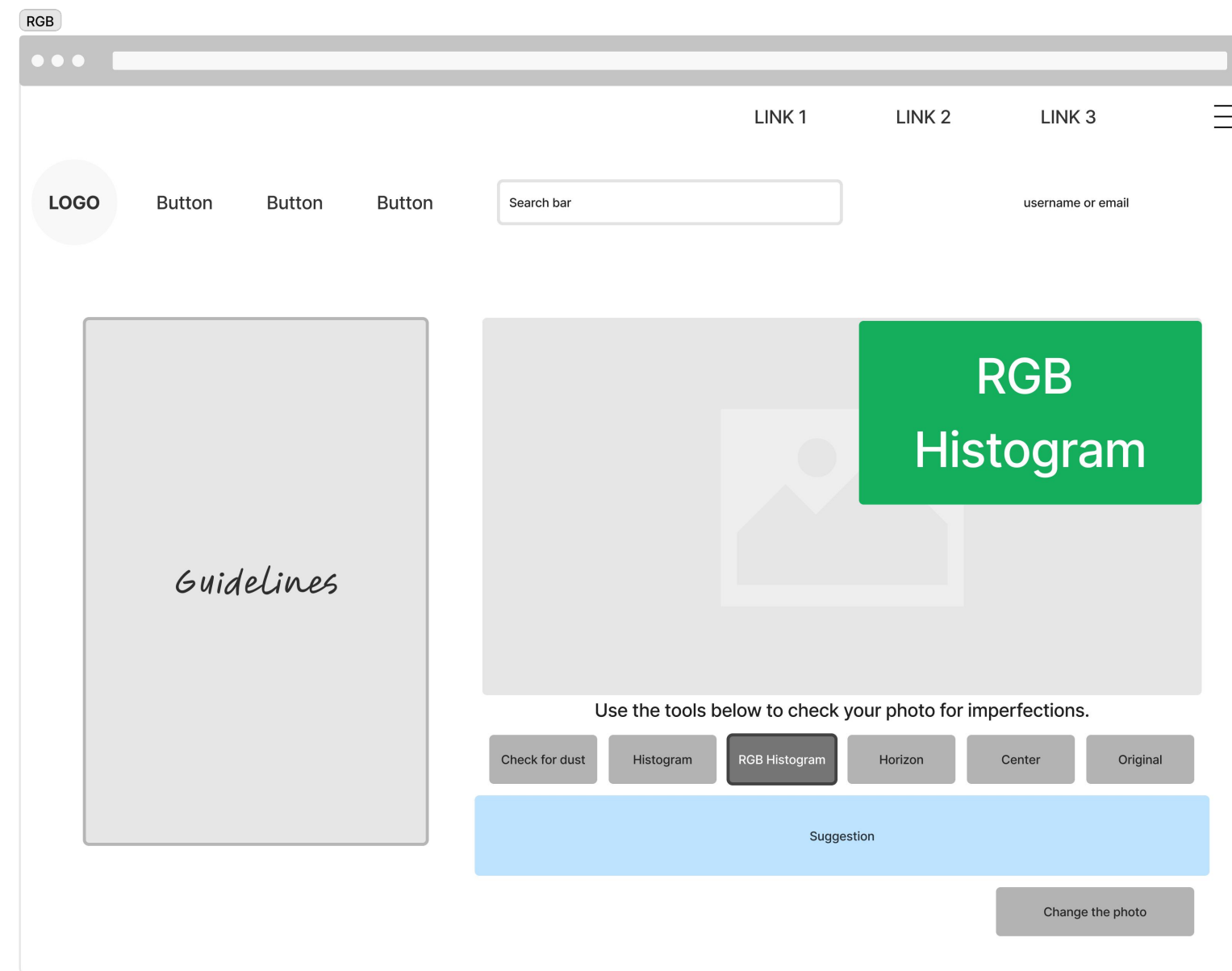
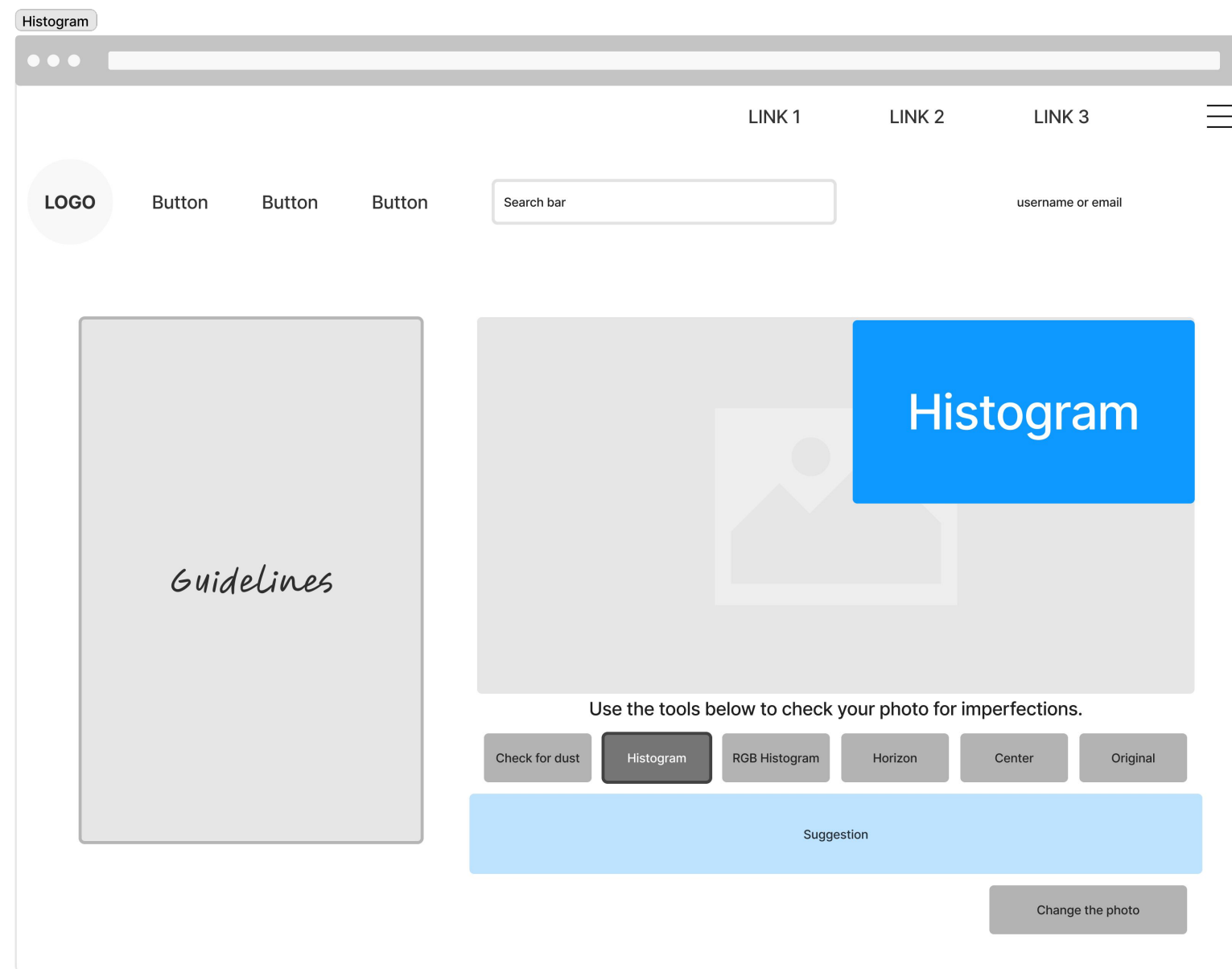
In context suggestions



Wireframe | Photo quality check

Enhanced experience

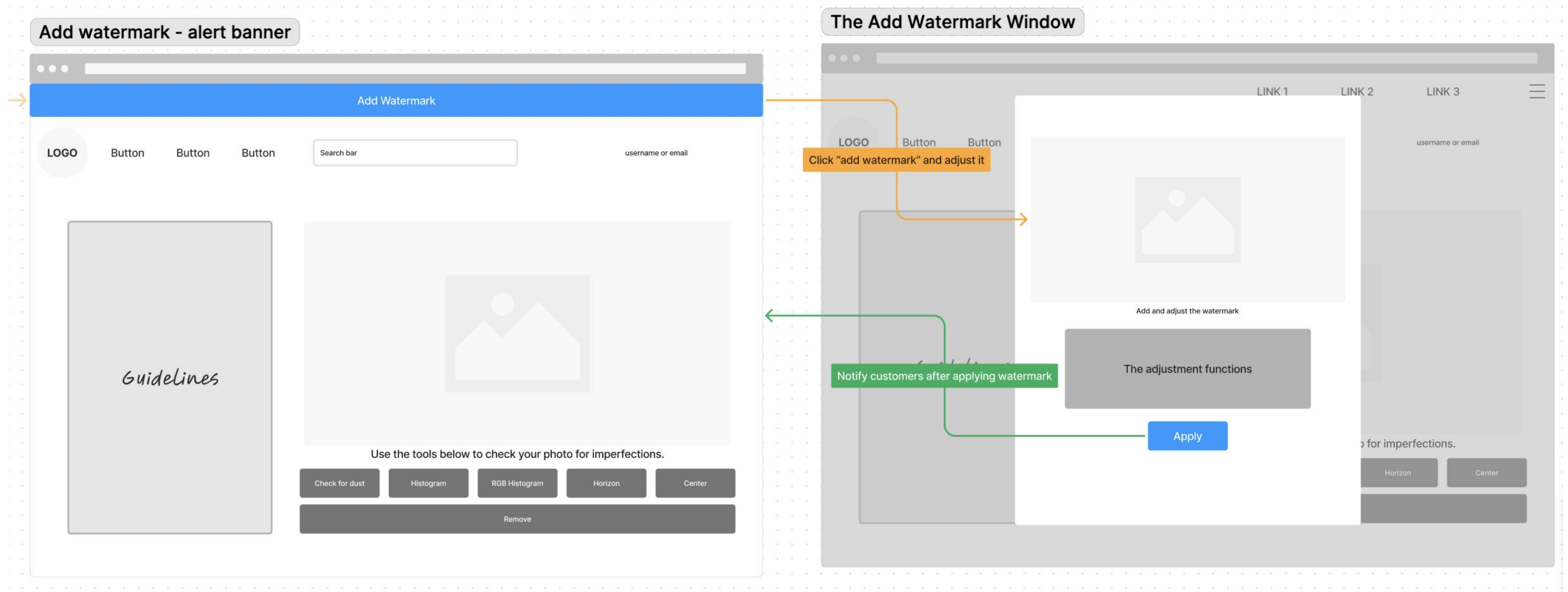
The photo quality check functions asks and allows users to check multiple behaviors of the photo they have uploaded, including histogram and horizontal alignment, and I believe it is important to draw there functions out completely allows users to clearly understand my design also aims to keep all the essential functions for them to experience.



Wireframe | Add watermark

Current experience

The current experience will display an “Add Watermark” banner on the top, then guide the users to click the banner and go to the “Add Watermark” window.

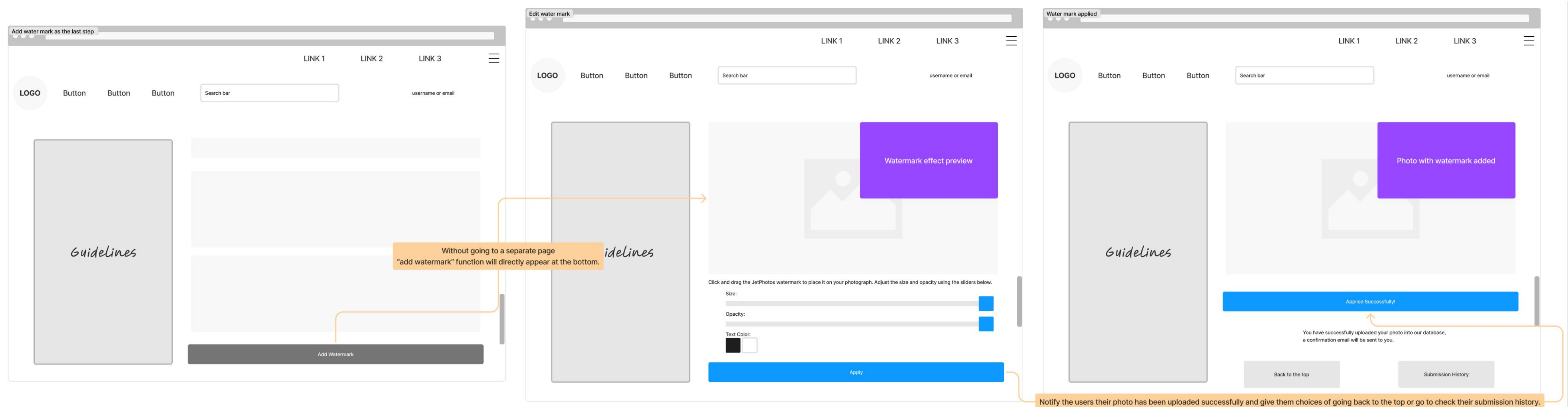


Wireframe | Add watermark

Enhanced experience

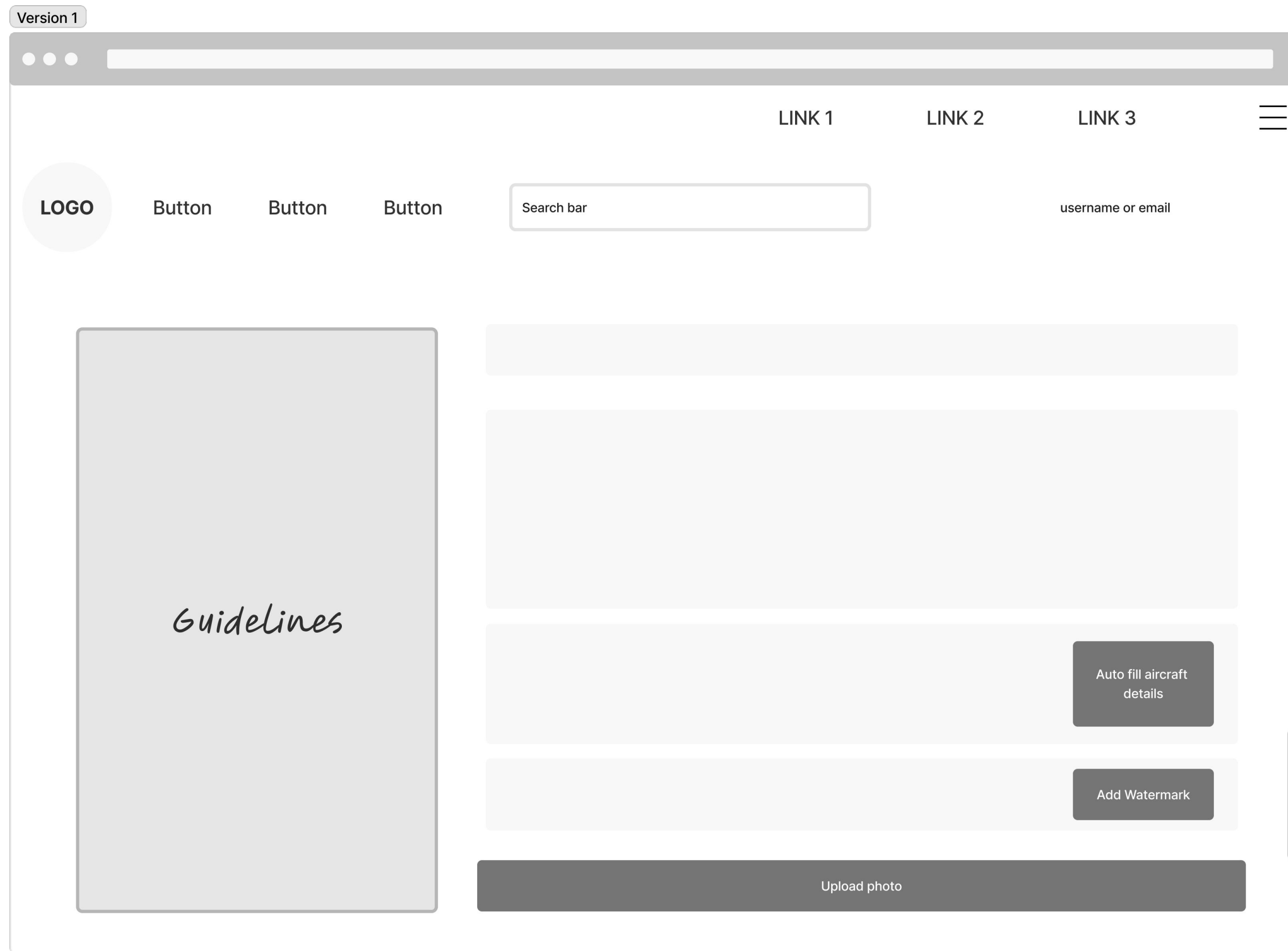
Feedback with customer: Replace “Upload photo” with “Add watermark” is confusing, as the page goal is to allow customer to submit new photo content.

Design updates: Put watermark as part of the photo configuration



Wireframe | Add watermark

Design iteration



Option 1

PROs:

Similar flow with the current behavior, which would not disrupt existing user behavior.

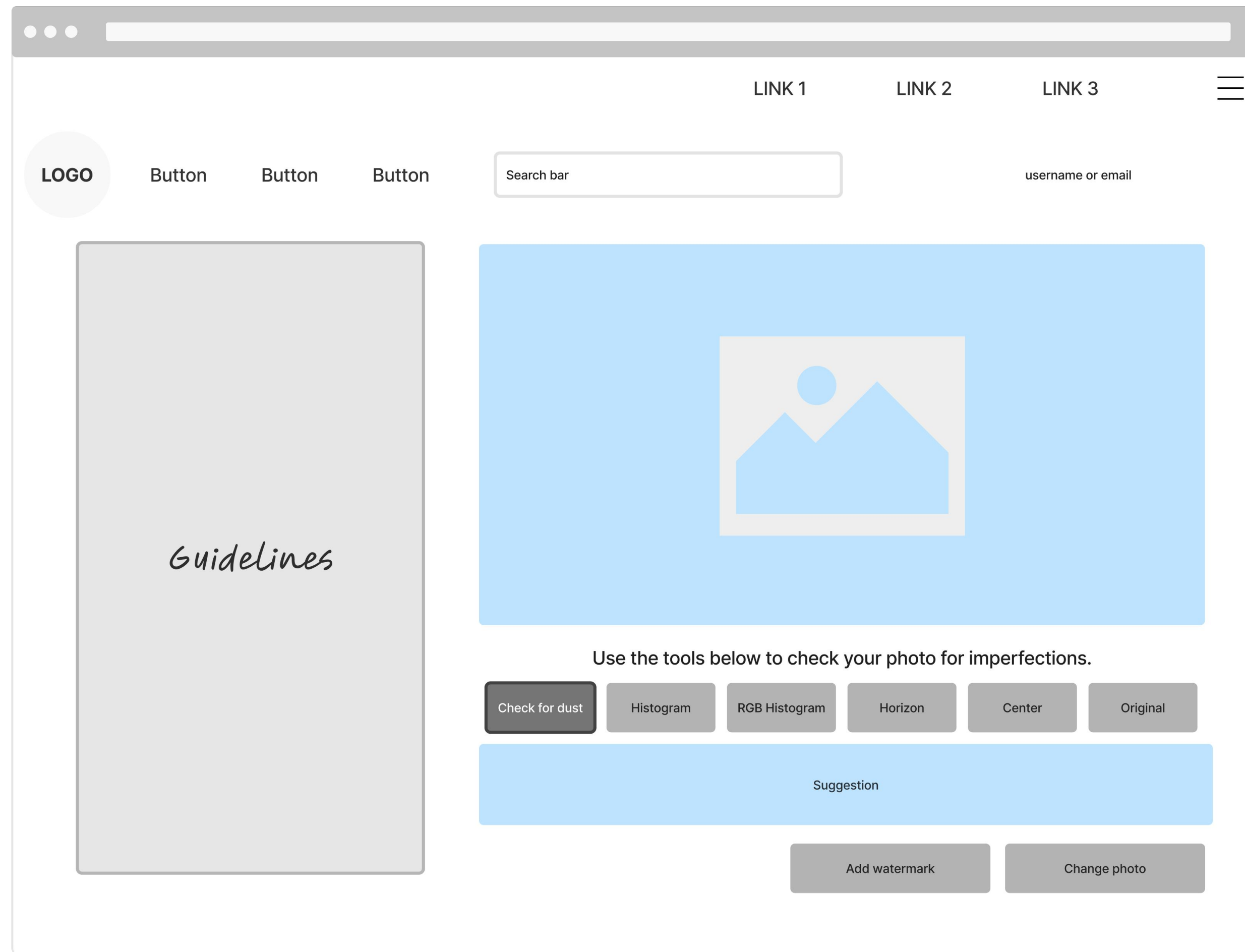
allows users to add watermark before the final upload process, which makes the process more logical than the first proposal.

CONs:

The “add watermark” step is still a bit behind. As adding watermark belongs to adjusting photos, the “add watermark” step should be brought forward.

Wireframe | Add watermark

Design iteration



Option 2

PROs:

- Set customer expectation earlier
- Combine all the photo quality check together

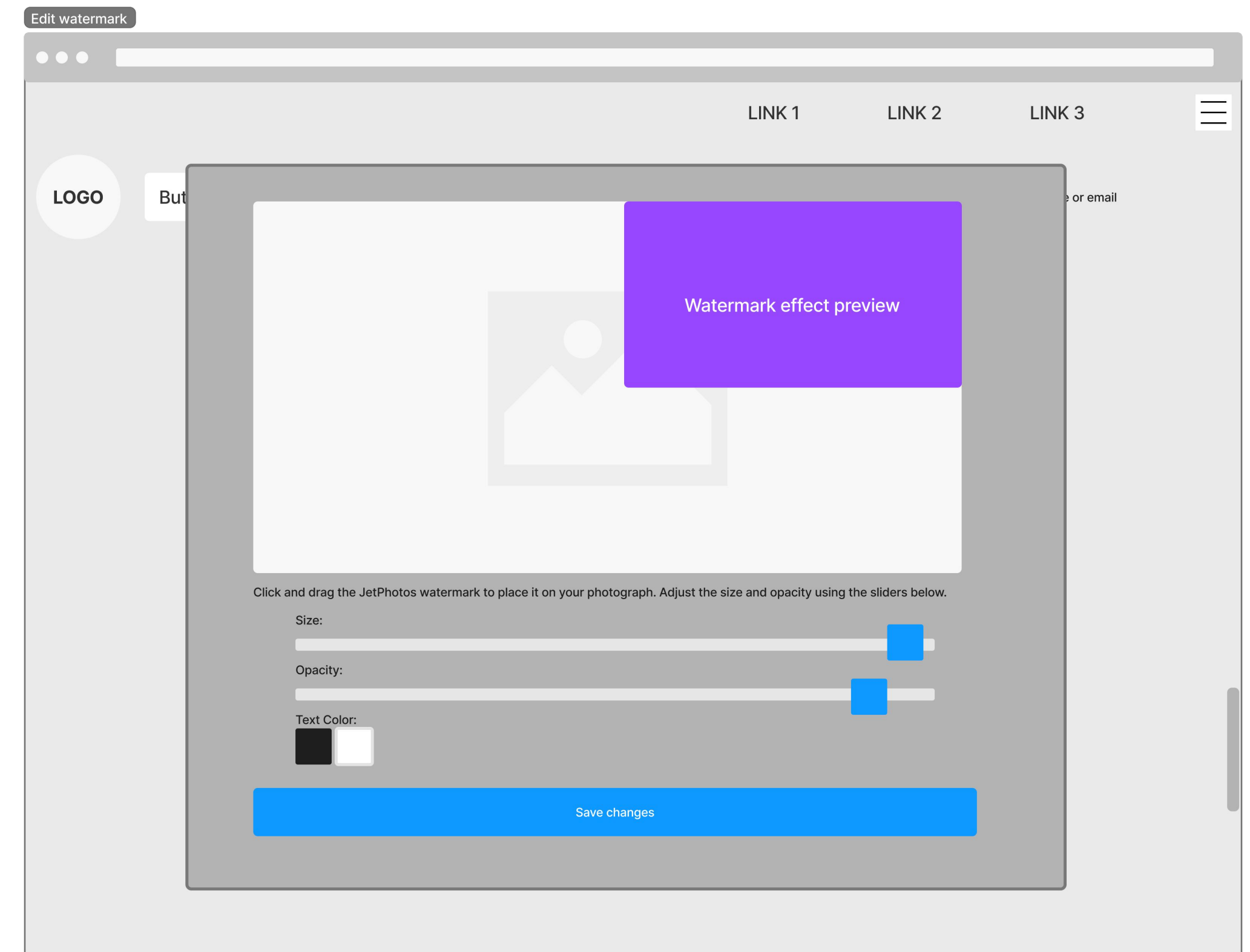
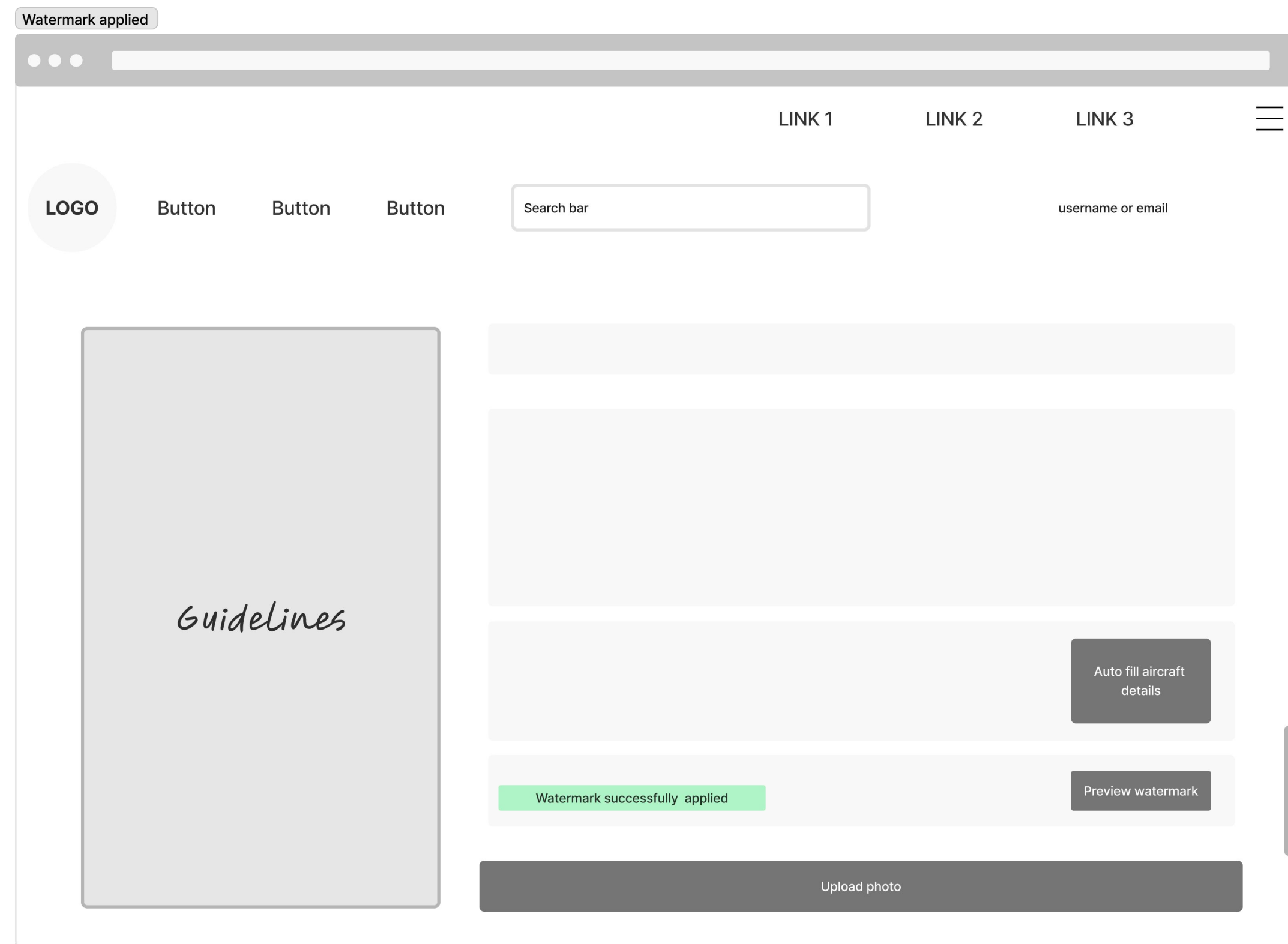
CONs:

- Too many quality check steps together might cause users feel overwhelmed

Wireframe | Add watermark

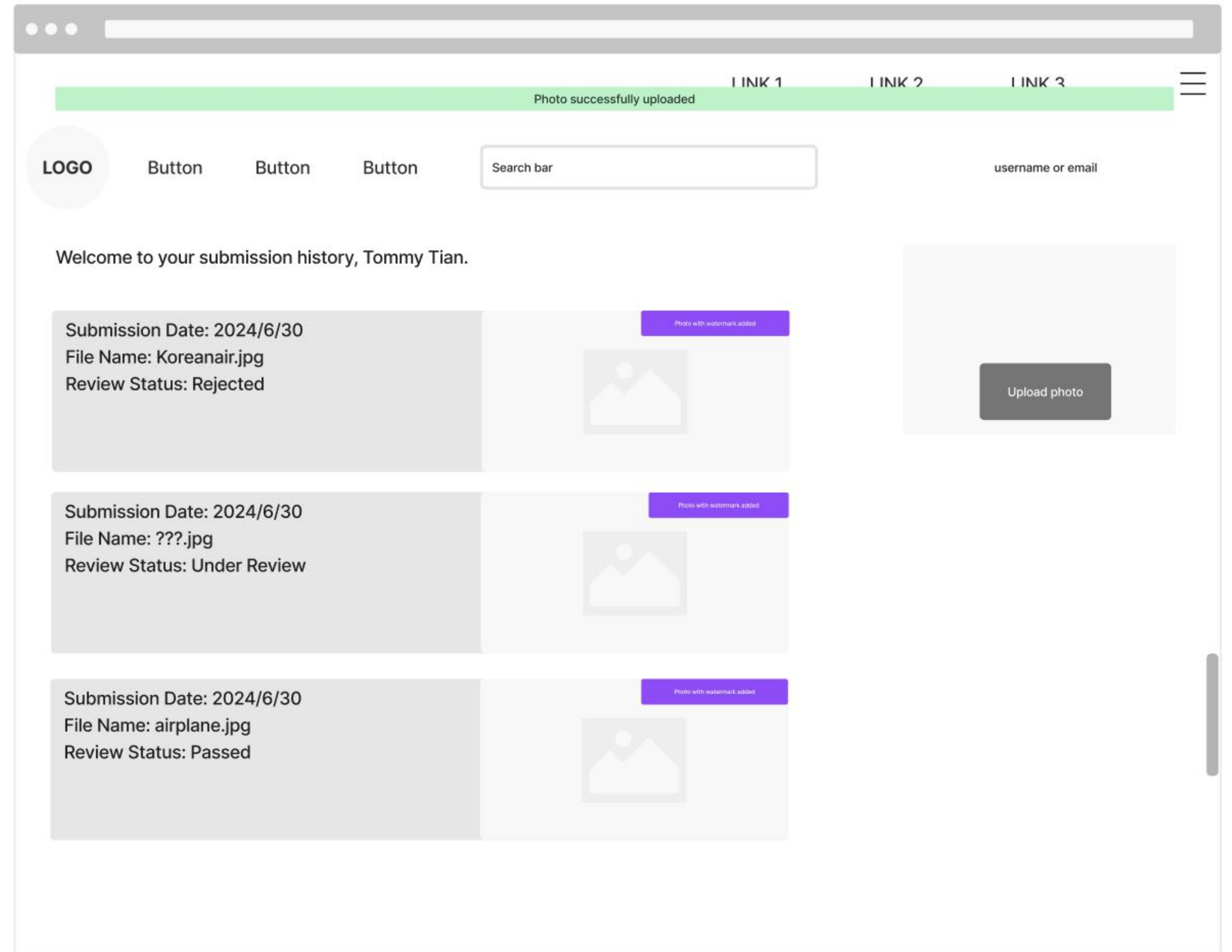
Design iteration

I've moved forward with design Option 2 because it is still better to ask users to complete all tasks before they finally begin to upload the photo, and I also believe completing all the checks and have all the information filled first is more logically correct.



Design intention

By designing the submission history that allows users to access right after they finish submitting their photos, it is easier for users to keep tracking their submission status and clearly watch whether their photos have been processed or not.



Interface design

After finishing setting up the wireframe, I began to design the interface based on the wireframe drawn.

Option 1

PROs:

The buttons are highlighted using the blue color upon the white background of the website, which helps users easier to distinguish where the buttons are.

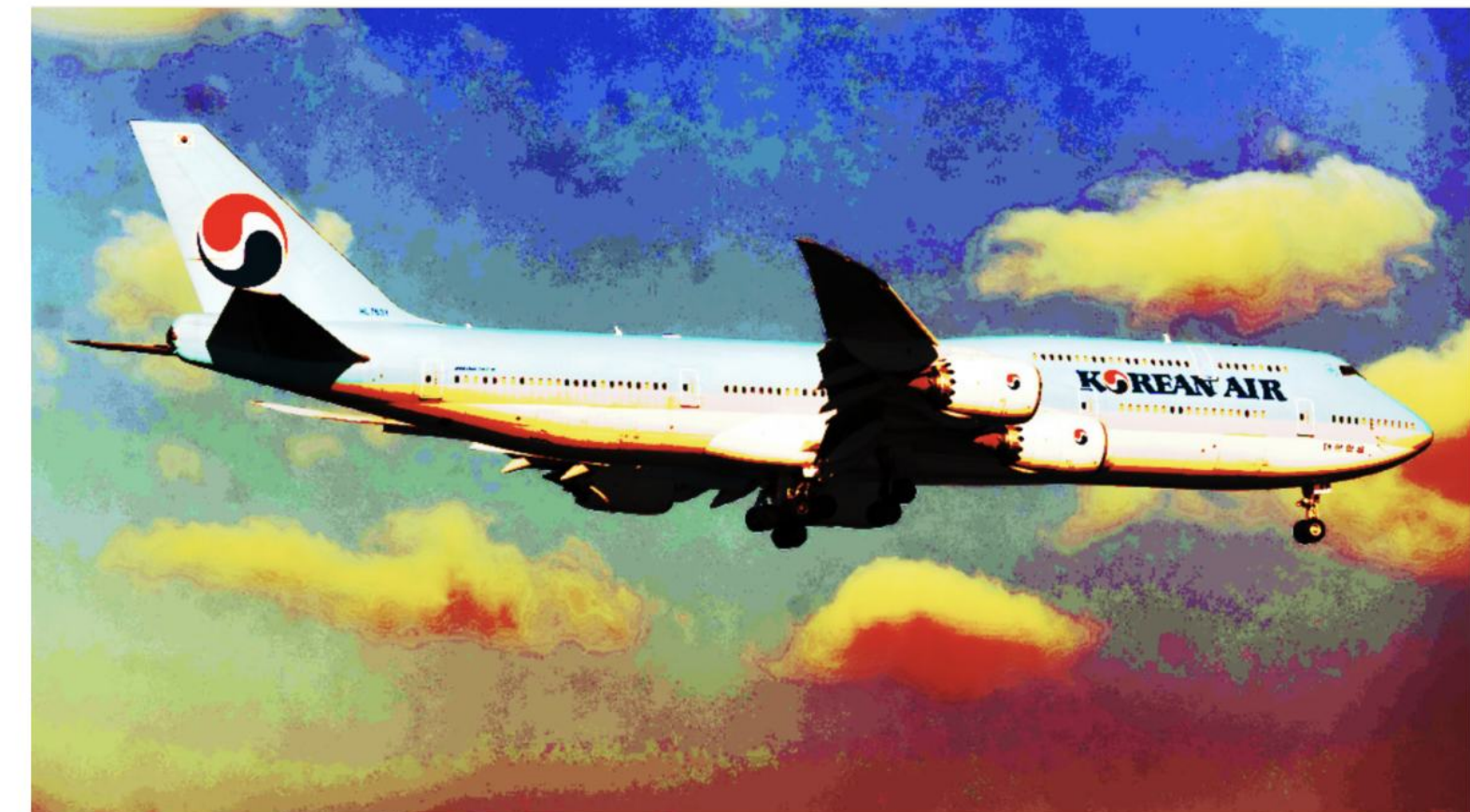
CONs:

The buttons don't label themselves after they are clicked, so unless there is a notification about "you have pressed the button", sometimes people might feel confused about which button they have clicked.

What type of photo are you uploading?

Aircraft Airport

Image loaded successfully



Use the tools below to check your photo for imperfections.

[Check for dust](#) [Histogram](#) [RGB Histogram](#) [Horizon](#)

[Center](#) [Original](#)

You are using "Check for dust" function.

You seem to have a piece of dust appearing on the left side of the photo. You may consider remove that dust in your photo editing software and re-upload the photo, or you can simply change to another photo and check again.

[Change photo](#)

Option 2

PROs:

The buttons have the highlighting function that helps users to distinguish which button they have clicked on and keep tracking their operations.

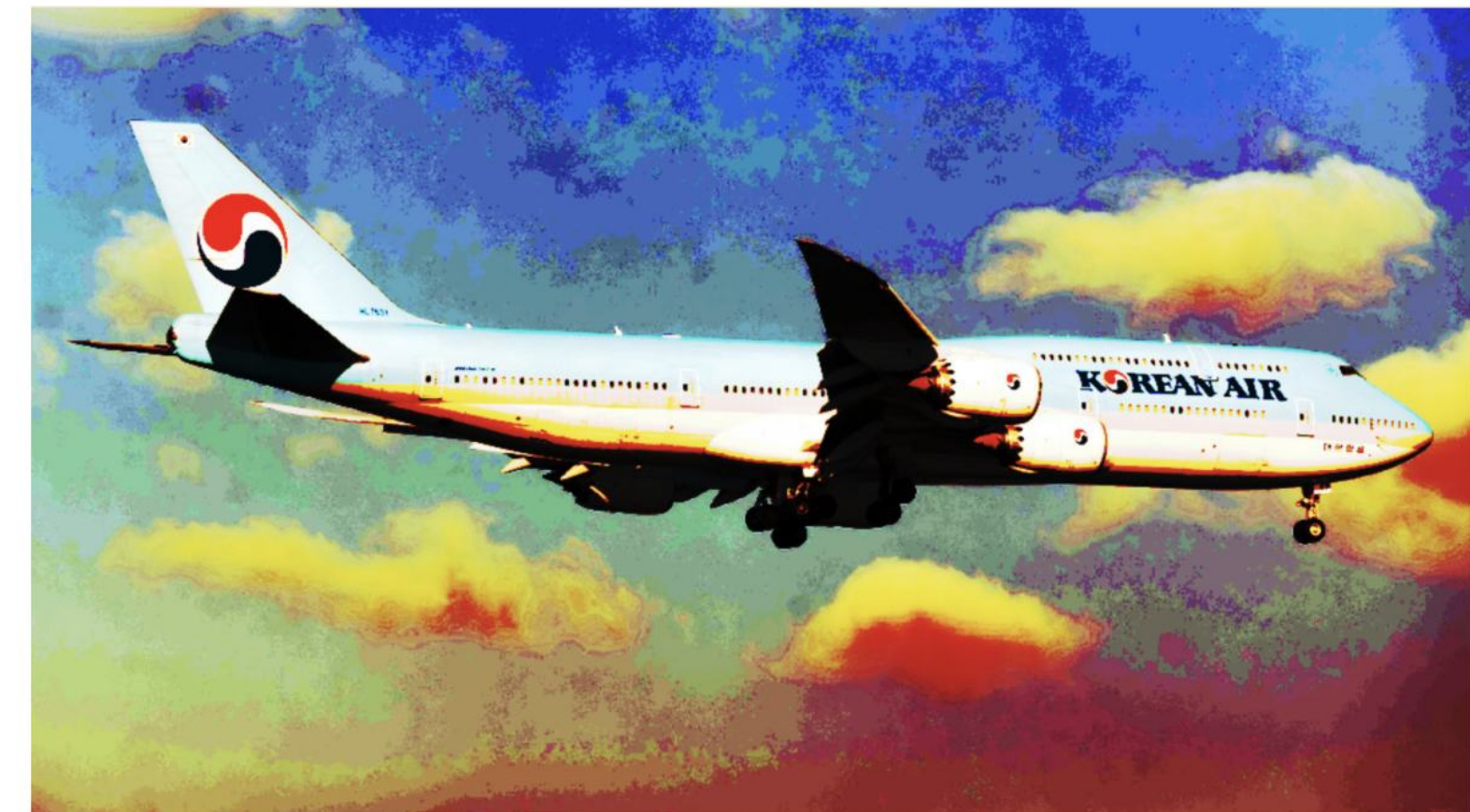
CONs:

For the other buttons that are not highlighted, they do not seem quite clear upon the white background.

What type of photo are you uploading?

Aircraft Airport

Image loaded successfully



Use the tools below to check your photo for imperfections.

Check for dust Histogram RGB Histogram Horizon Center

You seem to have a piece of dust appearing on the left side of the photo. You may consider remove that dust in your photo editing software and re-upload the photo, or you can simply change to another photo and check again.

Reset

Change photo

Option 3

PROs:

Option 3 uses a grey background to highlight the suggestions, which can catch the user's eyes immediately and make them notice their might be something they need to worry about. There is also a cross sign and a red bar in the front.

CONs:

The grey background might seem ugly to some users. What's more, only putting a red bar and a red cross sign in the front does not make the warning quite easy to see.

What type of photo are you uploading?


Aircraft Airport

Image loaded successfully



Use the tools below to check your photo for imperfections.

Check for dust Histogram RGB Histogram Horizon Center

 You seem to have a piece of dust appearing on the left side of the photo. You may consider remove that dust in your photo editing software and re-upload the photo, or you can simply change to another photo and check again.

Change photo

Option 4

PROs:

The background bubble of the suggestions now has a color throughout it, which can be red, yellow, and green. This can give the users a clearer view that they have a suggestion to read.

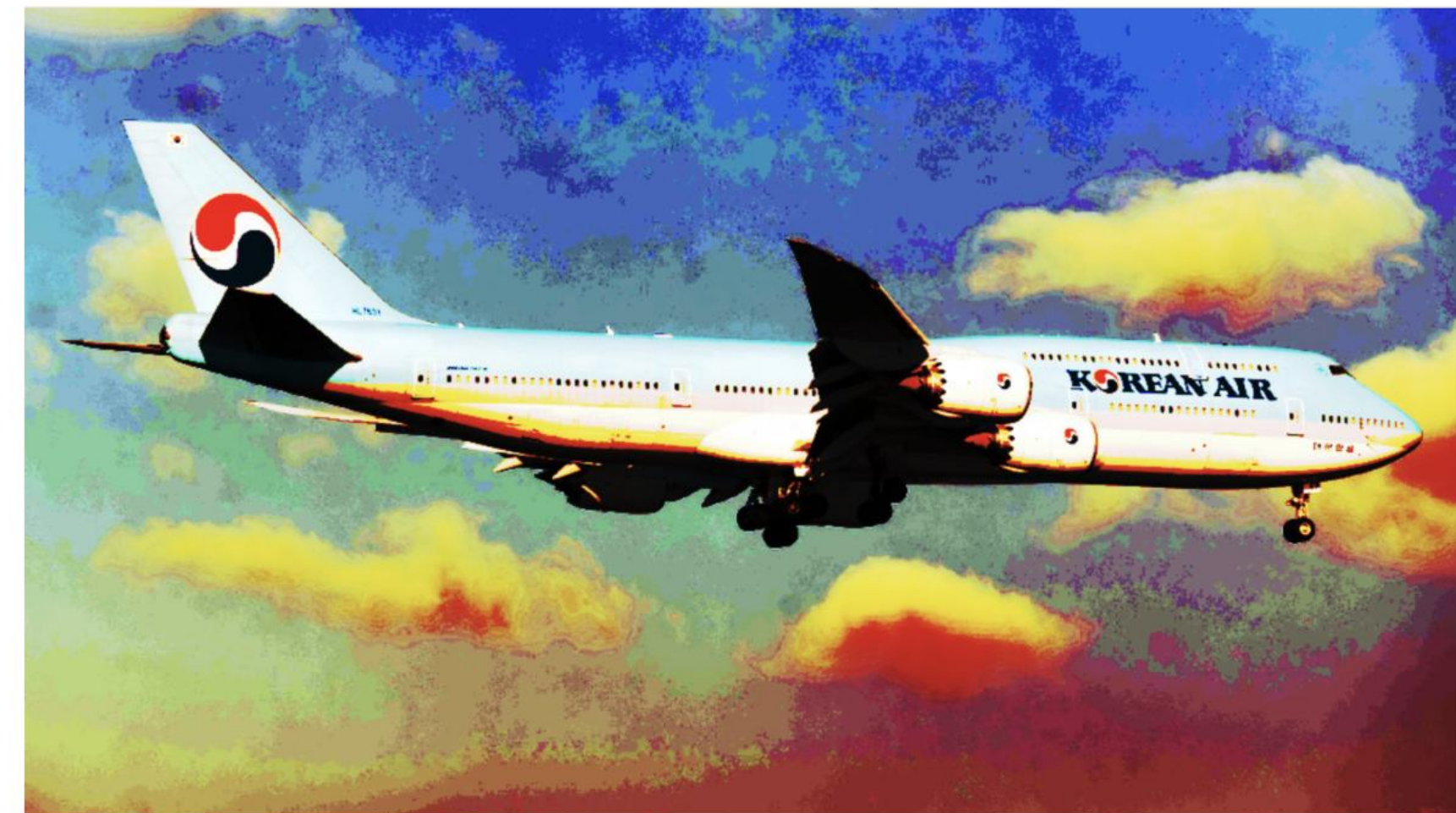
CONs:

Some users might think such a colorful design does not fit the original design of the website.

What type of photo are you uploading?


Aircraft Airport

Image loaded successfully



Use the tools below to check your photo for imperfections.

Check for dust Histogram RGB Histogram Horizon Center

 You seem to have a piece of dust appearing on the left side of the photo. You may consider remove that dust in your photo editing software and re-upload the photo, or you can simply change to another photo and check again.

Change

Interface design | Photo Quality check

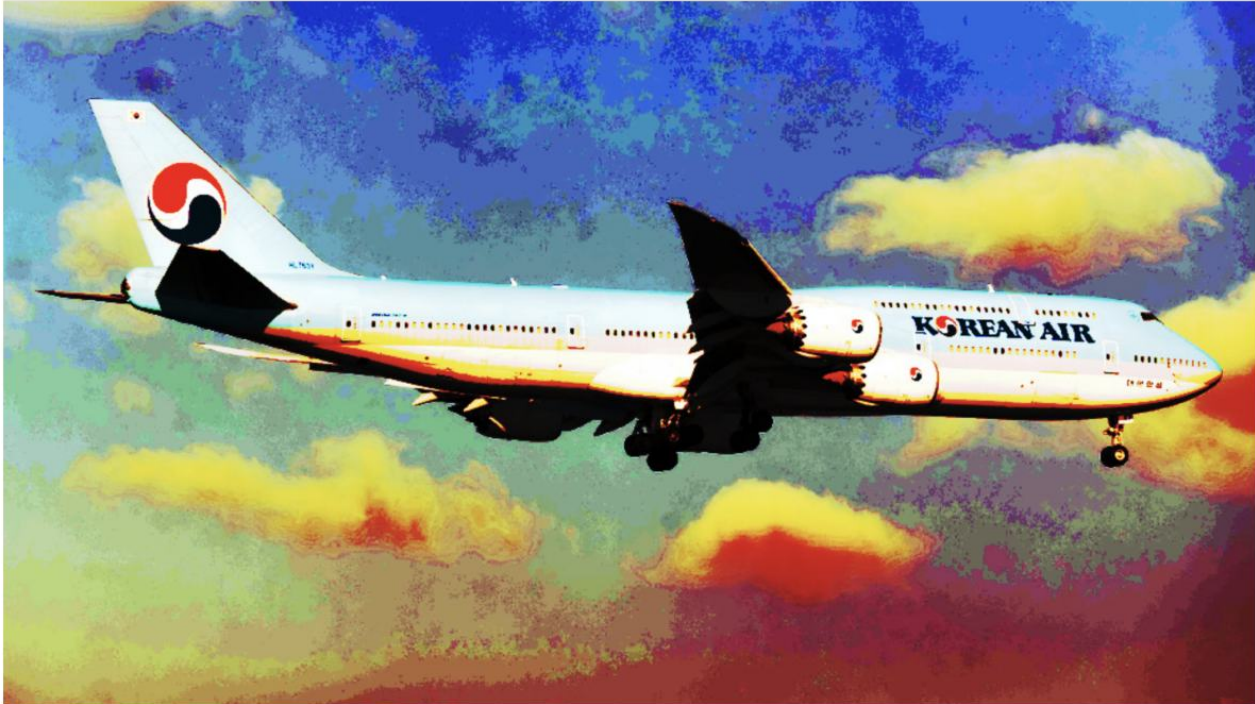
Design iteration

Variations for different quality check status

What type of photo are you uploading?

Aircraft Airport

Image loaded successfully



Use the tools below to check your photo for imperfections.

Check for dust Histogram RGB Histogram Horizon Center

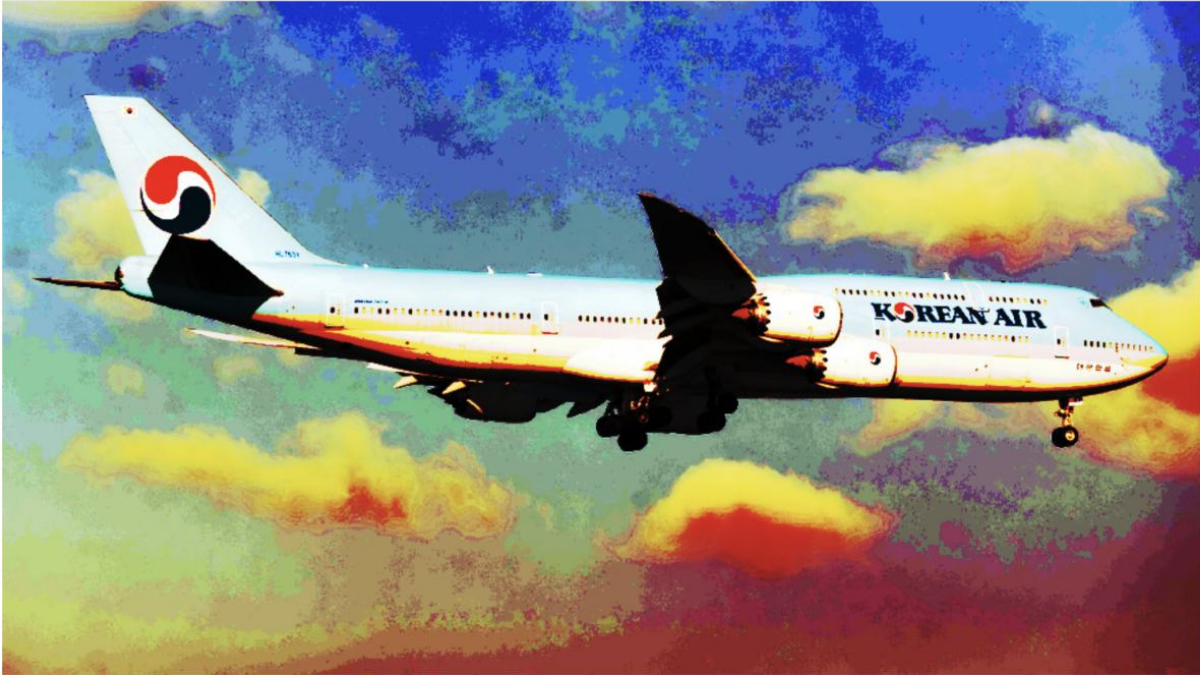
✔ Nice! Your photo looks clean and there are no dusts detected!

[Reset](#) [Change photo](#)

What type of photo are you uploading?

Aircraft Airport

Image loaded successfully



Use the tools below to check your photo for imperfections.

Check for dust Histogram RGB Histogram Horizon Center


ⓘ You seem to have a piece of dust appearing on the left side of the photo. You may consider remove that dust in your photo editing software and re-upload the photo, or you can simply change to another photo and check again.

[Reset](#) [Change photo](#)

What type of photo are you uploading?

Aircraft Airport

Image loaded successfully



Use the tools below to check your photo for imperfections.

Check for dust Histogram RGB Histogram Horizon Center

✖ You seem to have a piece of dust appearing on the left side of the photo. You may consider remove that dust in your photo editing software and re-upload the photo, or you can simply change to another photo and check again.

[Reset](#) [Change photo](#)

Interface design | Add watermark

Design exploration

Water mark

Text placeholder to explain why add water mark is needed for uploading photos.

 Add water mark

Upload photo

Water mark

Text placeholder to explain why add water mark is needed for uploading photos.

 Add water mark

Watermark added successfully

Upload photo

Option 1

PROs:

Users can clearly see the “Add water mark” button being clicked by seeing the blue checkmark and the purple bubble with notification “Watermark added successfully”

CONs:

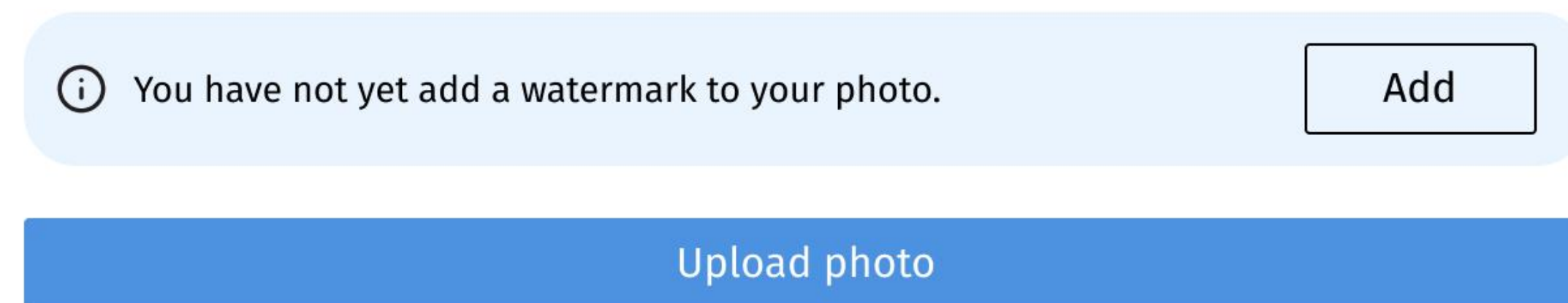
The aesthetics of the “Add water mark” does not look quite good as it still uses a grey background color

Interface design | Add watermark

Design exploration

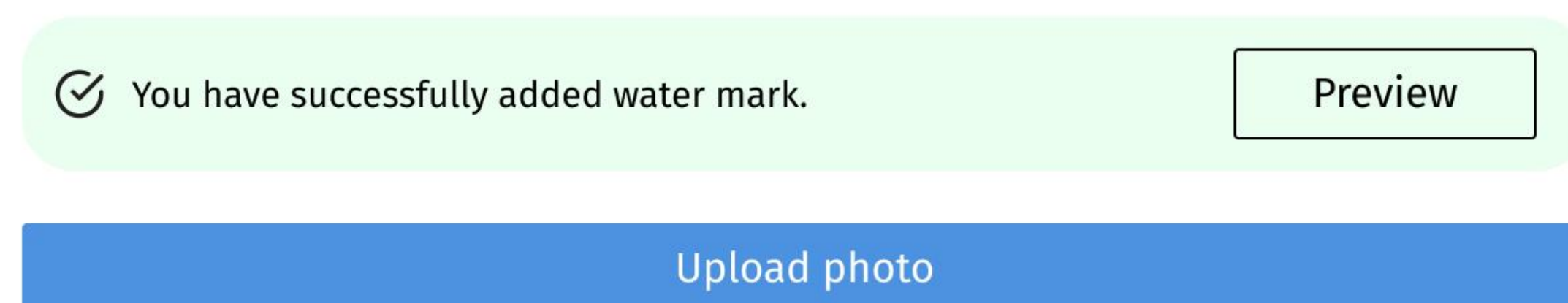
Water mark

Text placeholder to explain why add water mark is needed for uploading photos.



Water mark

Text placeholder to explain why add water mark is needed for uploading photos.



Option 2

PROs:

The aesthetic outlook of the “Add water mark” button is better as it uses a blue background and it can also help users to be well-notified as it turns green after the users upload the photo.

CONs:

The button plus the watermark status bar might seem a bit too big for certain users

Interface design | Add watermark

Design exploration

Water mark

Text placeholder to explain why add water mark is needed for uploading photos.

Apply

Upload photo

Water mark

Text placeholder to explain why add water mark is needed for uploading photos.

Preview

✔ Watermark added successfully

Upload photo

Option 3

PROs:

The positioning the “Apply” button right next to the instruction makes the page looks easier to read, as well as using a smaller green notification to notify the watermark status also makes users easy to read through

CONs:

The text “Apply” might confuse some users on which step they are when they are adding the watermark

Conclusion

I finally decided to make a small change on the “Watermark added successfully” suggestion bar, that I decided to change the green text in Option 3 into black, because a line of black text has better accessibility on a green background.

Water mark

Text placeholder to explain why add water mark is needed for uploading photos.

Add watermark

Upload photo

Water mark

Text placeholder to explain why add water mark is needed for uploading photos.

Preview

✔ Watermark added successfully

Upload photo

Interface design | Submission history

Design research

The screenshot shows a web interface for Mailchimp. At the top, there is a navigation bar with the Mailchimp logo, a dropdown menu, and links for Dashboard, Email Servers, Templates, Documentation, Resources, and a Create Form button. Below the navigation bar, the main content area displays the details for a 'Stripe Form' (ID: 6hicSgkjQyco). There are tabs for Submissions, Setup, Analytics, and Settings. A table below the tabs shows a list of submissions. The table has columns for checkboxes, Email, Name, and a date/time column. The second row is highlighted in yellow and marked as 'Spam'. The table also includes a 'Select All' checkbox, 'Filters', 'Sort', 'Fields', and 'Actions' buttons.

<input type="checkbox"/>	Email	Name	Date/Time	
<input checked="" type="checkbox"/>	nususuzu@gmail.com	Nusu Alabuga	August 2nd 2021, 11:00:38 am	↕
<input checked="" type="checkbox"/>	elbyoglu@gmail.com		August 2nd 2021, 11:00:38 am	↕
<input type="checkbox"/>	best_bounty_chaser@gmail.com		August 2nd 2021, 11:00:38 am	↕
<input type="checkbox"/>	lisa@formcarry.com		August 2nd 2021, 11:00:38 am	↕
<input type="checkbox"/>	tim@apple.com		August 2nd 2021, 11:00:38 am	↕
<input type="checkbox"/>	Steve Jobs		August 2nd 2021, 11:00:38 am	↕
<input type="checkbox"/>	Thor, yes, just Thor		August 2nd 2021, 11:00:38 am	↕
<input type="checkbox"/>				

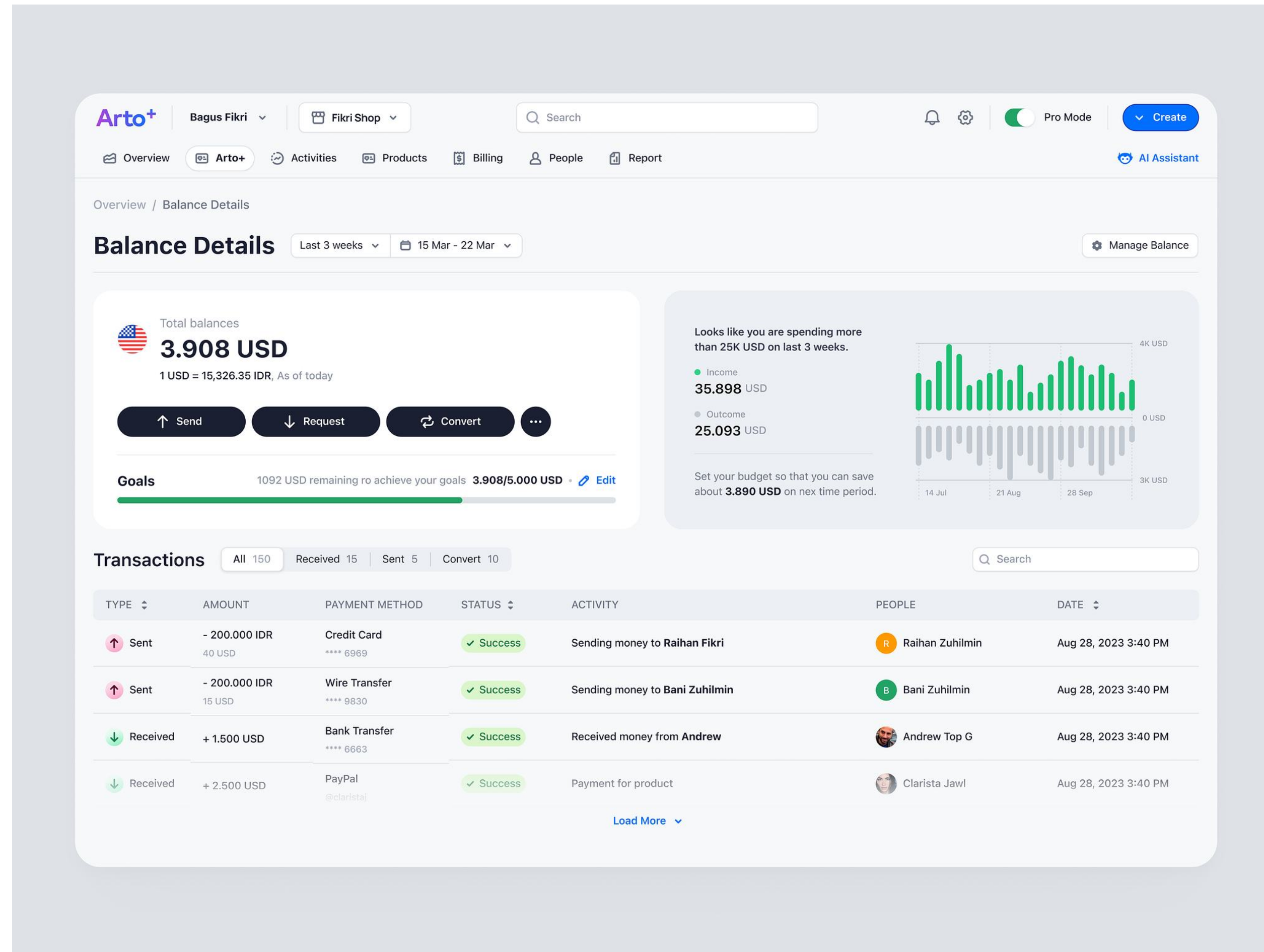
Table dashboard – Email

Learnings

The text alignment is only one line of text, which is easier for users to read through, however, table format maybe challenging to display photo examples and cause spacing and layout be insufficient.

Interface design | Submission history

Design research



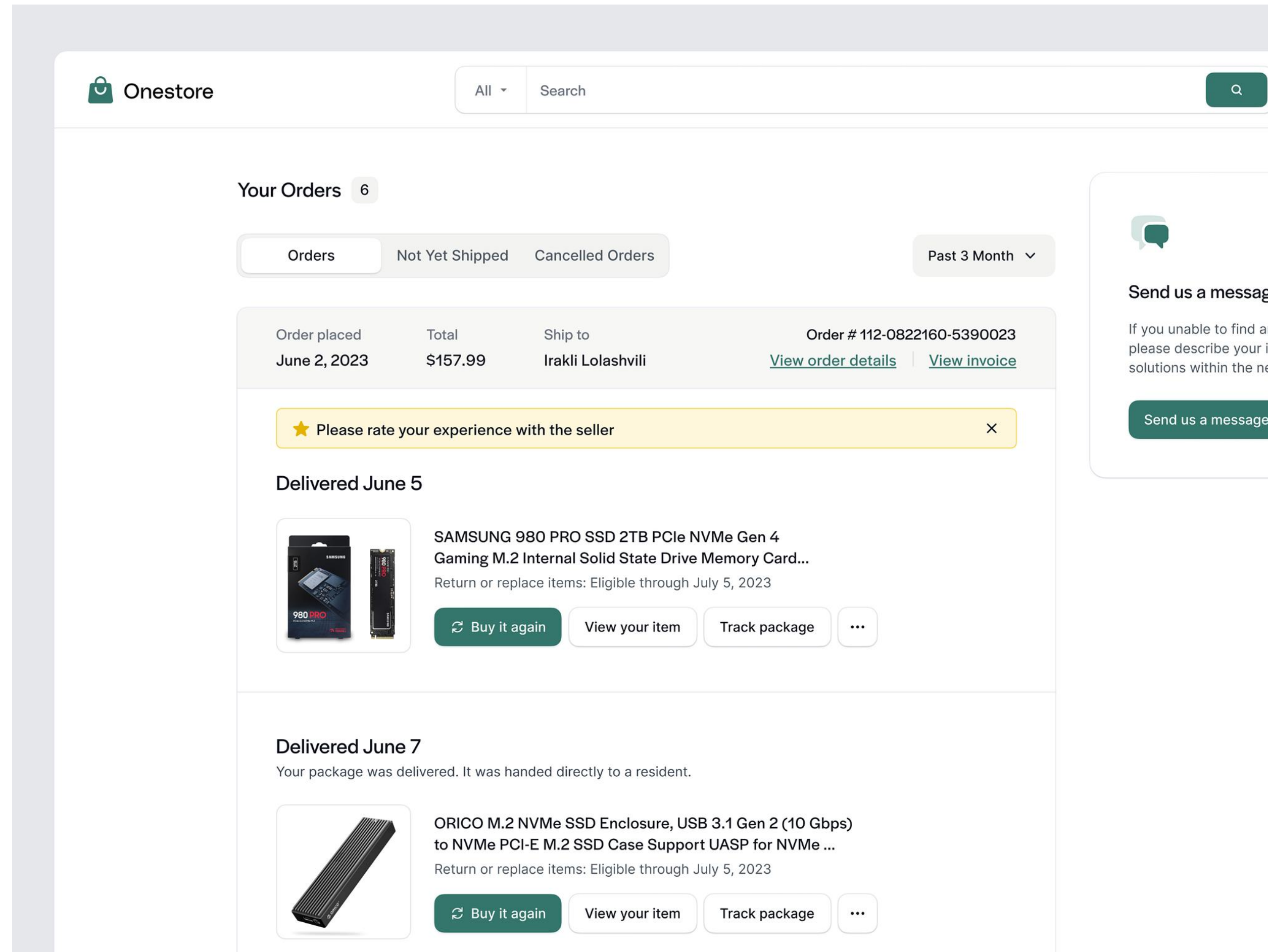
Card dashboard – Transactions

Learnings

The contents are displayed as “card view”, which is better for photos and graphs along with text information. But, the page layout felt a bit messy and compact to show various type of information, which does not apply for our use case with all standard information for photo submission.

Interface design | Submission history

Design research







Tile dashboard – Order history

Learnings

- The information is displayed by only one line for each piece of history, which is easy to read through
- There are multiple information and photos could be displayed with good spacing

Interface design | Submission history

Design exploration

	Photo ID 11923456	Date screened July 25, 2024	Status Rejected	Appeal
Airline Air China	Aircraft Boeing 747-4J6	Comment -		
	Airline Air China	Date screened July 25, 2024	Status Rejected	Appeal
Photo ID 11923456	Aircraft Boeing 747-4J6	Comment -		
	Airline Air China	Date screened July 25, 2024	Status Rejected	Appeal
Photo ID 11923456	Aircraft Boeing 747-4J6	Comment -		
	Airline Air China	Date screened July 25, 2024	Status Rejected	Appeal
Photo ID 11923456	Aircraft Boeing 747-4J6	Comment -		

Initial design exploration

PROs:

The design used both grey and white backgrounds, which helps users to distinguish each section of the card view.

CONs:

The status could be labeled with different colors, like red means rejected, yellow means in progress, and green means passed, which can help users clearly read through what the status of their photos really are.

Interface design | Submission history

Final design solutions

Conclusion

I made some alterations towards this design, including using a line segment to divide each section of the card view, and the status are also labeled with different colors, which allows users to track the exact status of each photo.

**Airline**

Hainan Airlines

Date screened

May 29, 2024

Registration

B-1543

Status

Being checked

Photo ID[11934691](#)**Aircraft**

Boeing 787-8 Dreamliner

Views

-

Comment

-

[Urge progress](#)**Airline**

All Nippon Airways

Date screened

July 25, 2024

Registration

JA828A

Status

Rejected - underexposed

Photo ID[11914069](#)**Aircraft**

Boeing 787-8 Dreamliner

Views

-

Comment

-

[Appeal](#)**Airline**

Qantas

Date screened

June 15, 2024

Registration

VH-ZND

Status

Accepted

Photo ID[11220664](#)**Aircraft**

Boeing 787-9 Dreamliner

Views

936

Comment

-

[View](#)**Airline**

Korean Air

Date screened

June 08, 2024

Registration

HL7631

Status

Rejected - blurry, underexposed

Photo ID[11914081](#)**Aircraft**

Boeing 747-8B5

Views

-

Comment

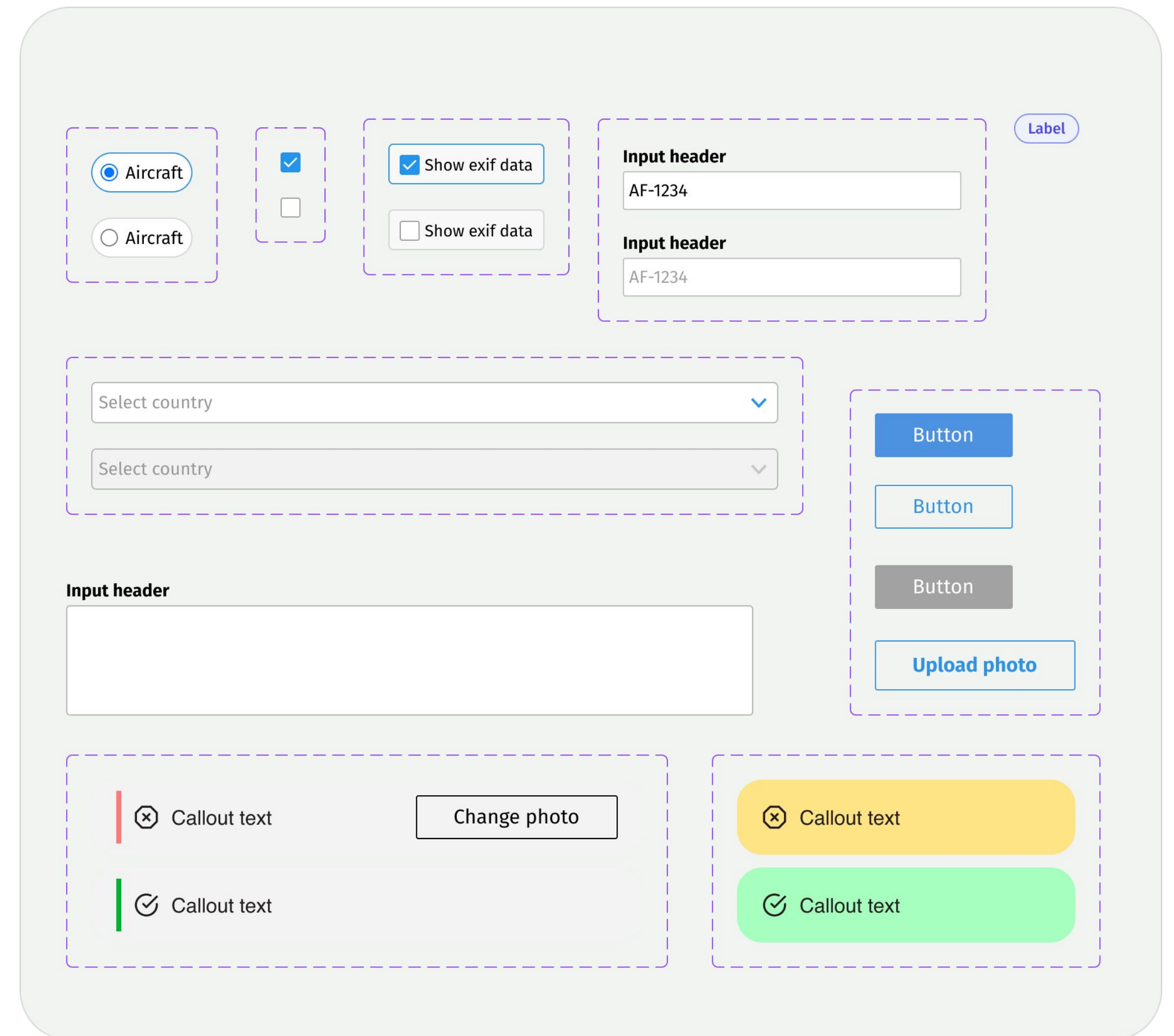
-

[Appeal](#)

Conclusions

Take aways

During this design process, I advanced my Figma skills, like using functions like “auto layout” to save time when I need to design user interfaces that contains similar parts



Redesign

During this design process, I advanced my Figma skills, like using functions like "auto layout" to save time when I need to design user interfaces that contains similar parts of contents; I have also learned how to redesign a website from the start, from taking time to ask for advices and improvement ideas from its frequent users, to finding out what are the steps that desperately need improvement on, and redesign the user flow, wireframe, and the new user interface.

In the future, I will continue to familiarize myself with website redesigning processes by participating into redesigning the websites that I frequently use, as well as using my experience in user interface and user experience design to facilitate my future careers.

