Lightweight visual communication

Maia Garau
Tiny Pictures Inc.
In practice...

Office  Lunch  Office  Evening

• View  • Post  • View  • Post
• Comment  • Comment  • Respond
Latest pictures view
Cameraphone picture types

- Creating & maintaining social relationships
- Constructing personal & group memory
- Self-presentation
- Self-expression

Van House & Davis [2005]
Types of picture

- PORTRAIT
  - self
  - friend
  - animal
  - food
  - poetic
  - scenery
  - architecture
  - "art" shot

- ME NOW
  - time/clock
  - place

- VISUAL INTEREST
  - info/context
  - tourist shot

- TRAVEL
  - book/comic
  - film/TV
  - logo
  - website

- MEDIA
  - ad
  - amusing shot
  - special
  - everyday
  - in-joke
Memes & maturing users
“Star Juror” by Bo Lu
Overlapping audience

Other Radar friends

Manuel’s Mom

Manuel

ME

Matt

My Mom

My Dad
"I guess John is eating?"

"John feels down"

"Who cares?"

Context

Acquaintances

Close friends

Strangers
Actual network
Ideal network
Staying in touch

- IM
- E-mail
- SMS
- MMS
- Phone
- Skype
- Radar

Friends:
- contact a few times a year
- weekly/monthly contact

Core:
- daily

Work/acquaintances
The vision

Email: Informal
• Spontaneous
• Everyday events

Snail Mail: Formal
• Polished, controlled
• Newsworthy

“Kodak” photos