



HERO4 SESSION 2.0

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ABOUT

- GoPro's smallest, lightest camera
- “One Button” camera that immediately starts recording
- Longest battery life
- 100% Waterproof
- Designed for the first-time GoPro user who want the simplest grab n' go capture experience



USER FRUSTRATIONS

- Pricepoint (\$400!?)
- Users didn't understand the price point being the same as the Hero4 Silver when the Silver had a touch LCD screen as well as better video/image quality. (We had protune features inside the Session camera that weren't obvious/important to the average user and pro-tune was not accessible w/o the app or remote)
- Not being able to access and change mode settings quickly without going through the process of connecting to a GoPro remote or app
- No way of taking a single photo - users wanted more options than just Video (one button press) and Time Lapse mode (8 sec press)



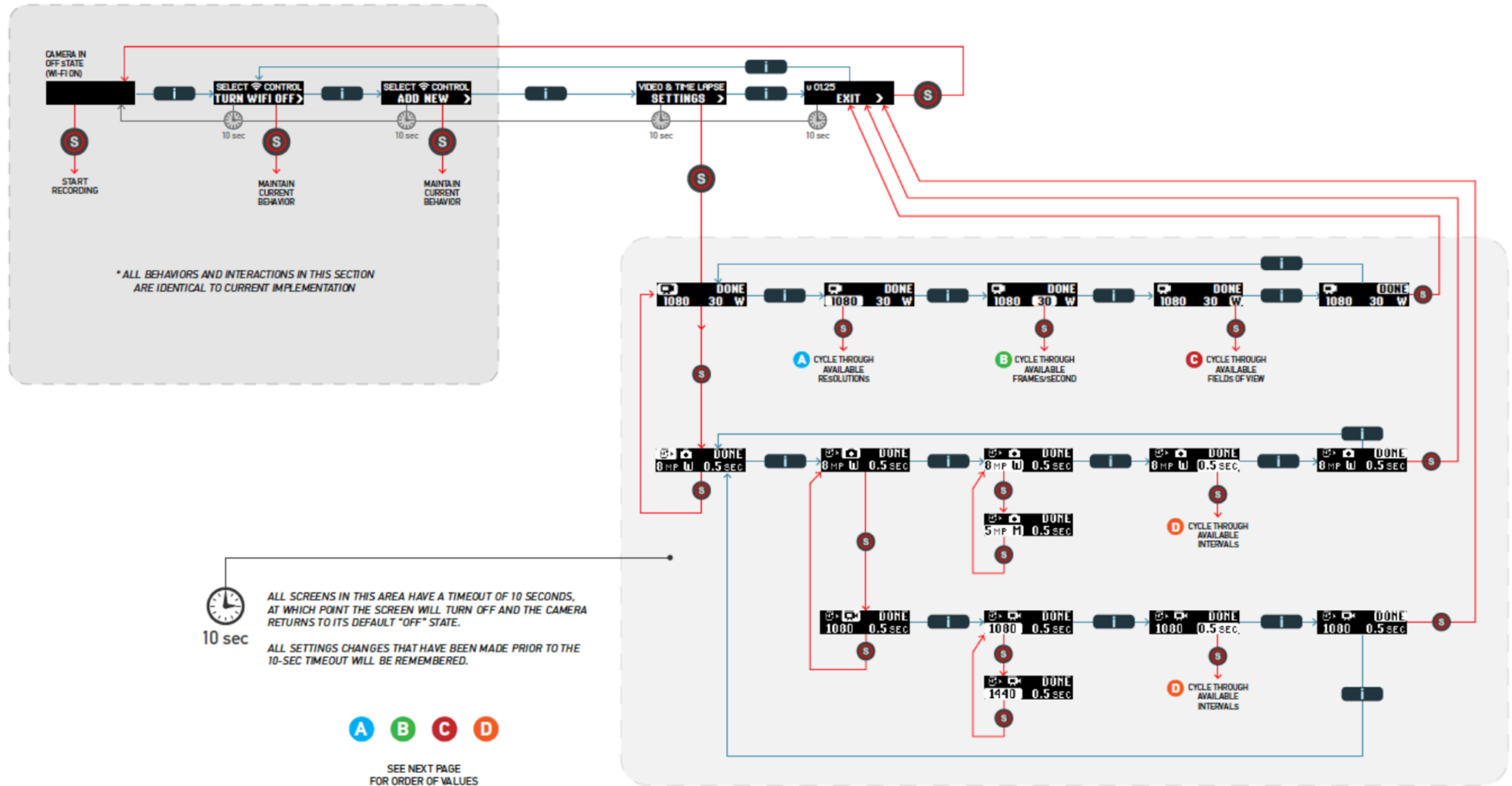
DESIGN CHALLENGES

- Redesigning GoPro's new revamped iconography set in a 11x23 px zone (as well as being able to squeeze in any new features/ icons/ text on a 96x24px screen)
- Designing a useful, usable, delightful experience to change mode settings efficiently that is both easy to use and understand (with only two buttons)
- Introducing Single Photo mode (w/Burst option) + additional submodes into 'Quick Settings' in the camera without disrupting the current IA and overloading the button functions
- Making sure the camera functions consistently both unconnected + connected (to either Remote 1.0, 2.0, or GoPro app)

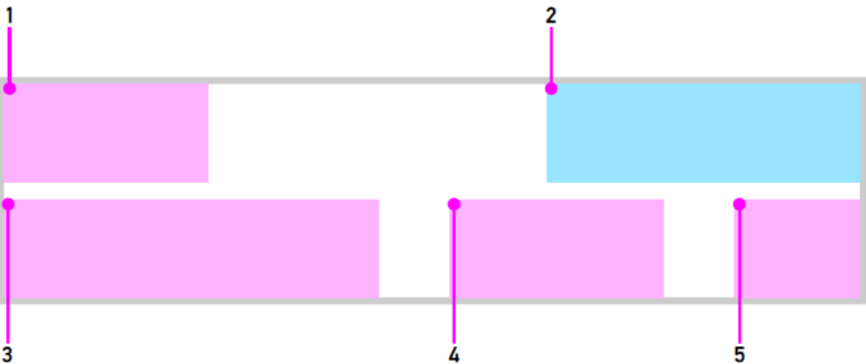


Settings on Camera: Camera OFF, Wi-Fi ON

Camera is OFF (not connected), but Wi-Fi is ON.

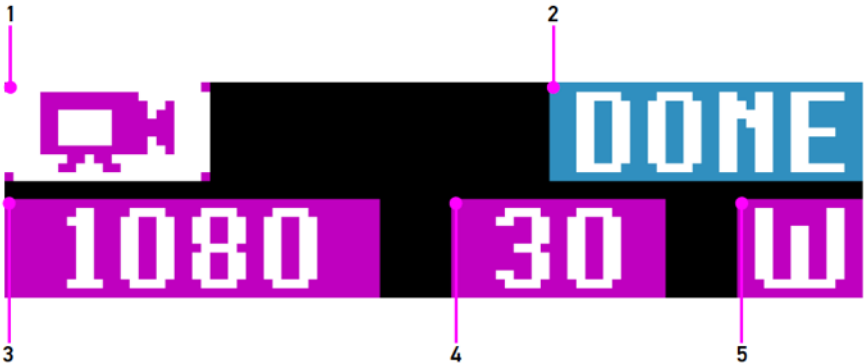


EXAMPLES:



ANNOTATIONS

#	X	Y	W	H
1	0	0	23	11
2	61	0	35	11
3	0	13	42	11
4	50	13	24	11
5	82	13	14	11



#	FILENAME	FOLDER
1	qs_ico_videoMode_off.bmp qs_ico_videoMode_on.bmp	bmp_24x96 bmp_24x96
2	qs_setting_done_off.bmp qs_setting_done_on.bmp	bmp_24x96 bmp_24x96
3	qs_setting_vid_res720_off.bmp qs_setting_vid_res720_on.bmp qs_setting_vid_res720S_off.bmp qs_setting_vid_res720S_on.bmp qs_setting_vid_res960_off.bmp qs_setting_vid_res960_on.bmp qs_setting_vid_res1080_off.bmp qs_setting_vid_res1080_on.bmp qs_setting_vid_res1080S_off.bmp qs_setting_vid_res1080S_on.bmp qs_setting_vid_res1440_off.bmp qs_setting_vid_res1440_on.bmp qs_setting_vid_resWVGA_off.bmp qs_setting_vid_resWVGA_on.bmp	bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96
4	qs_setting_vid_fps25_off.bmp qs_setting_vid_fps25_on.bmp qs_setting_vid_fps30_off.bmp qs_setting_vid_fps30_on.bmp qs_setting_vid_fps48_off.bmp qs_setting_vid_fps48_on.bmp qs_setting_vid_fps50_off.bmp qs_setting_vid_fps50_on.bmp qs_setting_vid_fps60_off.bmp qs_setting_vid_fps60_on.bmp qs_setting_vid_fps100_off.bmp qs_setting_vid_fps100_on.bmp qs_setting_vid_fps120_off.bmp qs_setting_vid_fps120_on.bmp	bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96
5	qs_setting_vid_fovM_off.bmp qs_setting_vid_fovM_on.bmp qs_setting_vid_fovN_off.bmp qs_setting_vid_fovN_on.bmp qs_setting_vid_fovW_off.bmp qs_setting_vid_fovW_on.bmp	bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96

Rocky Point Menu Architecture

Camera is not connected to APP or RC when user accesses these menus.

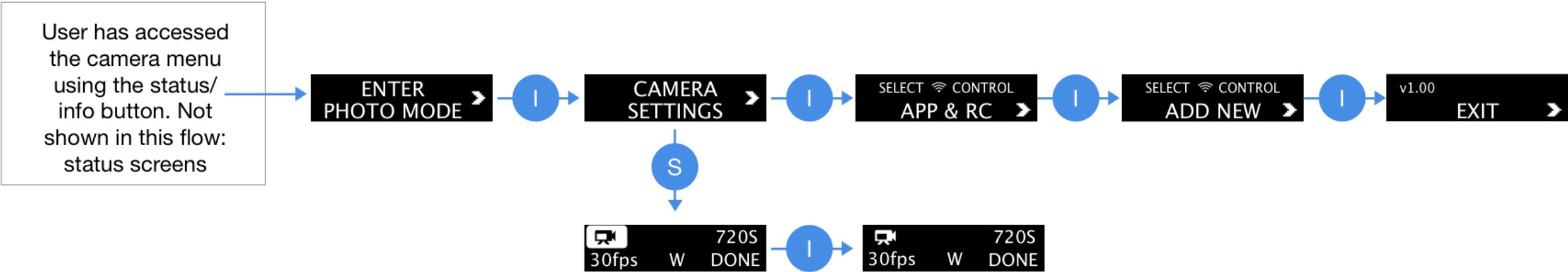
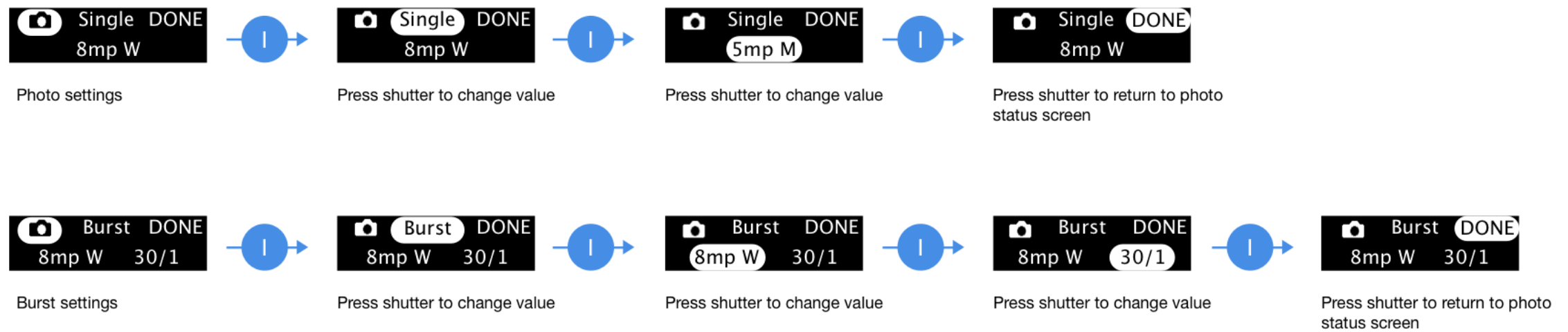


Photo / Burst Settings



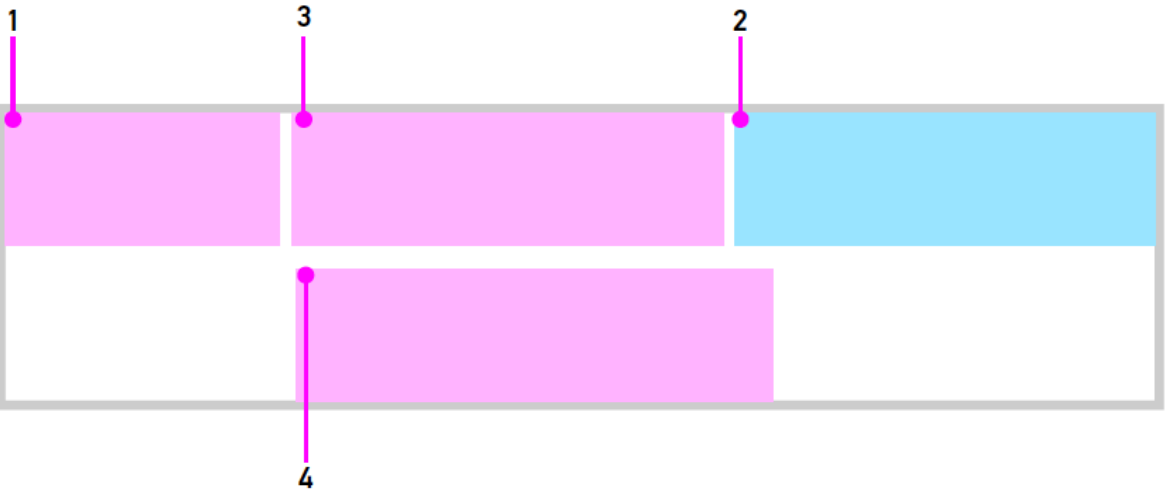
Notes

Customer can access camera settings when connected to RC or APP. When this happens and customer is connected to RC, show wrench icon on RC until user exits settings on camera, then resume normal Camera + RC behavior (similar to Wifi Menu when connected to RC)



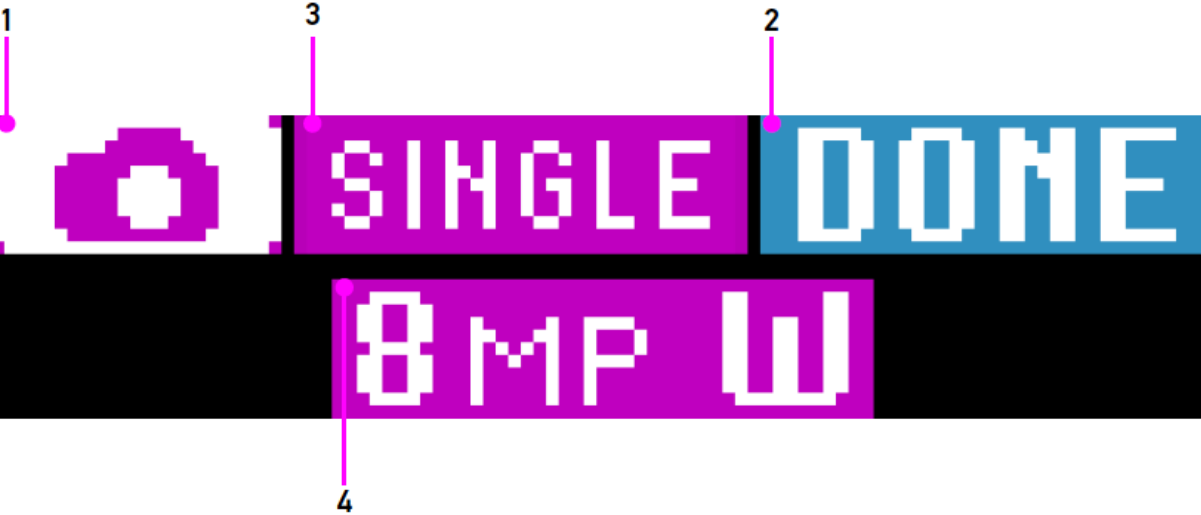
Single Photo + Burst Mode Final Visuals + Redline Specifications

EXAMPLES:



ANNOTATIONS

#	X	Y	W	H
1	0	0	23	11
2	61	0	35	11
3	24	0	36	11
4	27	13	43	11



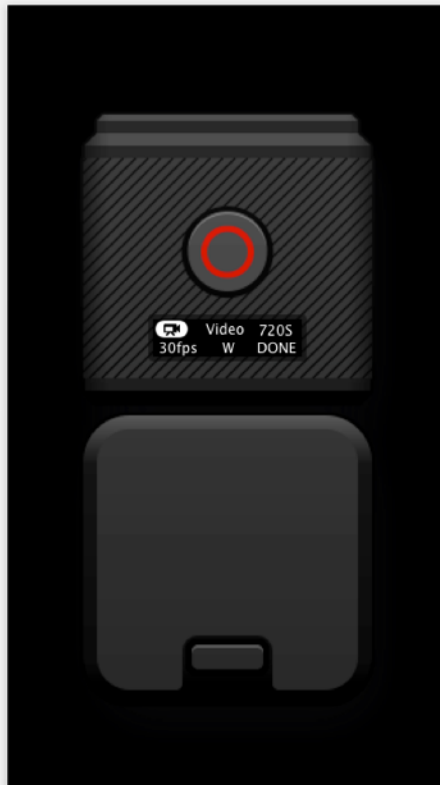
#	FILENAME	FOLDER
1	qs_ico_photoMode_off.bmp qs_ico_photoMode_on.bmp	bmp_24x96 bmp_24x96
2	qs_setting_done_off.bmp qs_setting_done_on.bmp	bmp_24x96 bmp_24x96
3	qs_setting_P_single_off.bmp qs_setting_P_single_on.bmp qs_setting_P_burst_off.bmp qs_setting_P_burst_on.bmp	bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96
4	qs_setting_TL_5mpM_off.bmp qs_setting_TL_5mpM_on.bmp qs_setting_TL_8mpW_off.bmp qs_setting_TL_8mpW_on.bmp	bmp_24x96 bmp_24x96 bmp_24x96 bmp_24x96

EXAMPLES:

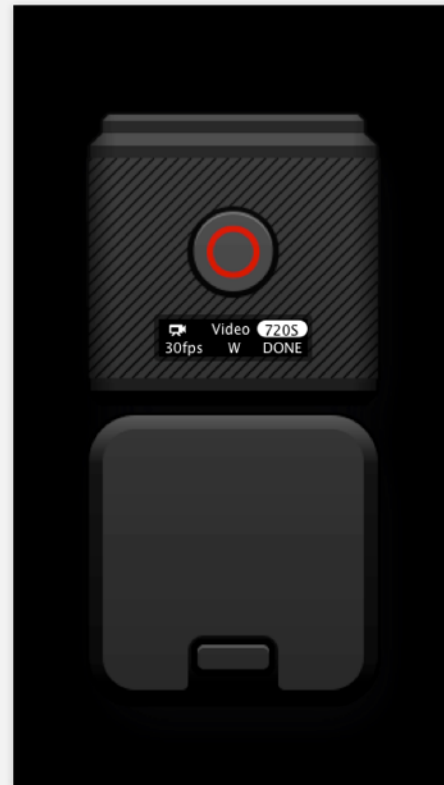


Prototype Concept A - Icon Changes

B capture settings - video



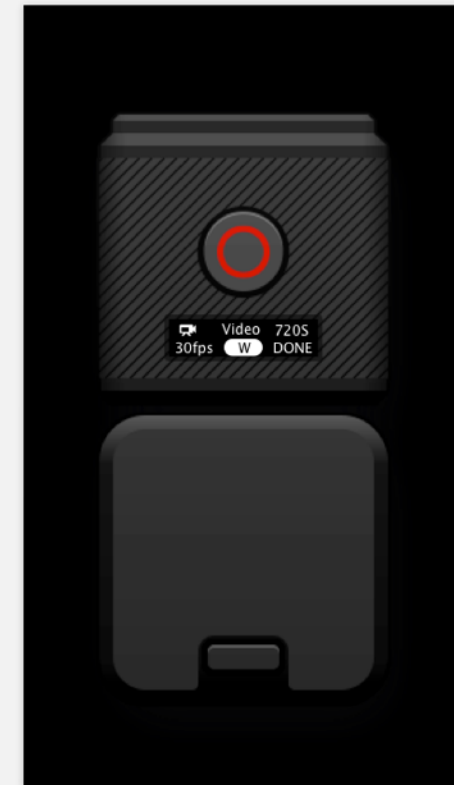
B capture settings - video - done



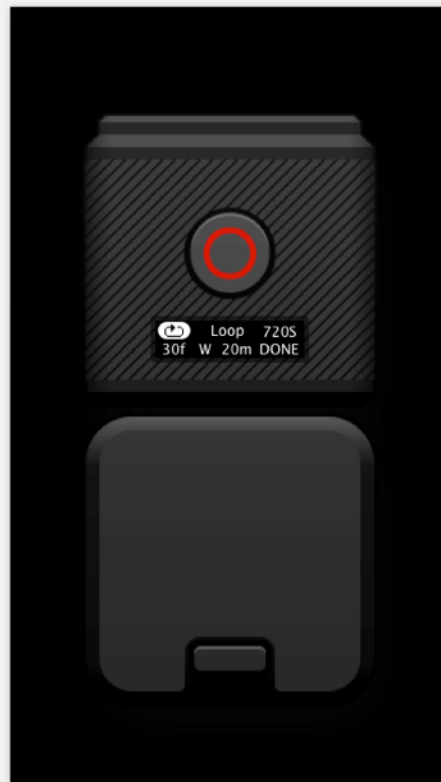
B capture settings - video - W



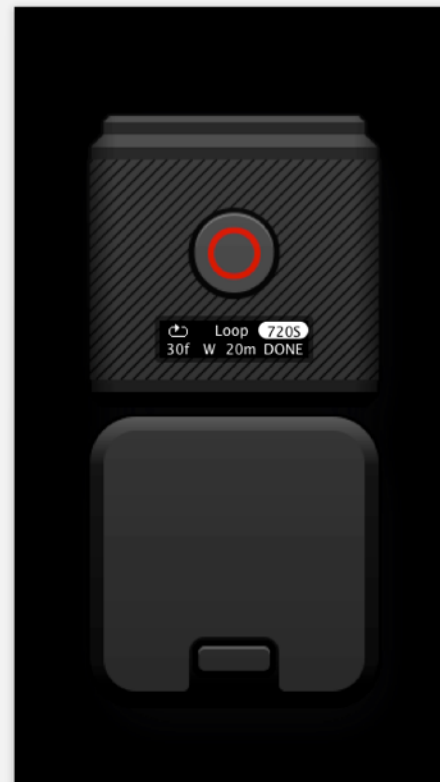
B capture settings - video - 30fps



B capture settings - loop



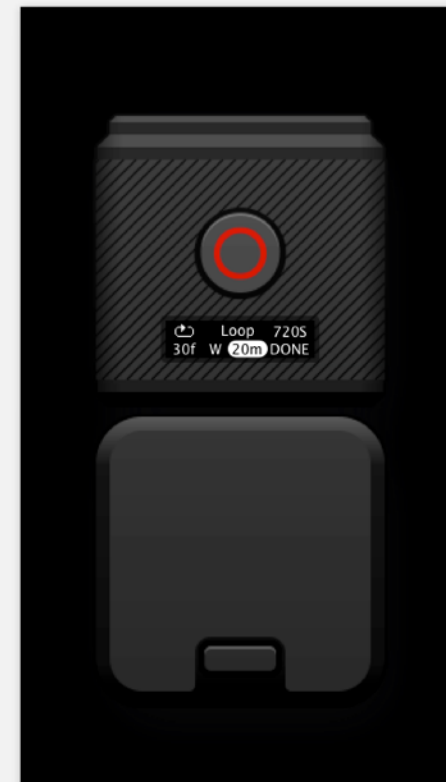
B capture settings - loop - done



B capture settings - loop - W

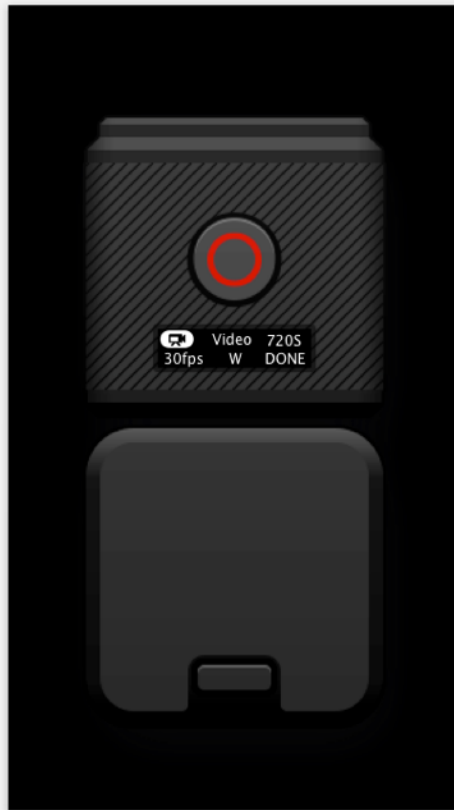


B capture settings - loop - 30fps

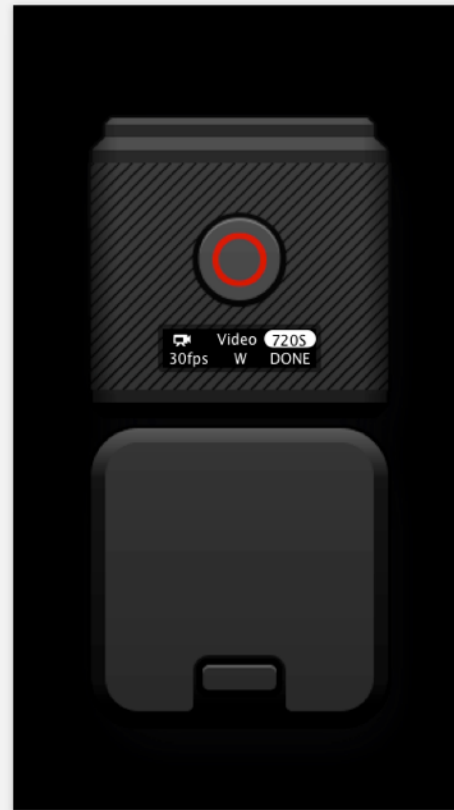


Prototype Concept B - No Icon Change

B capture settings - video



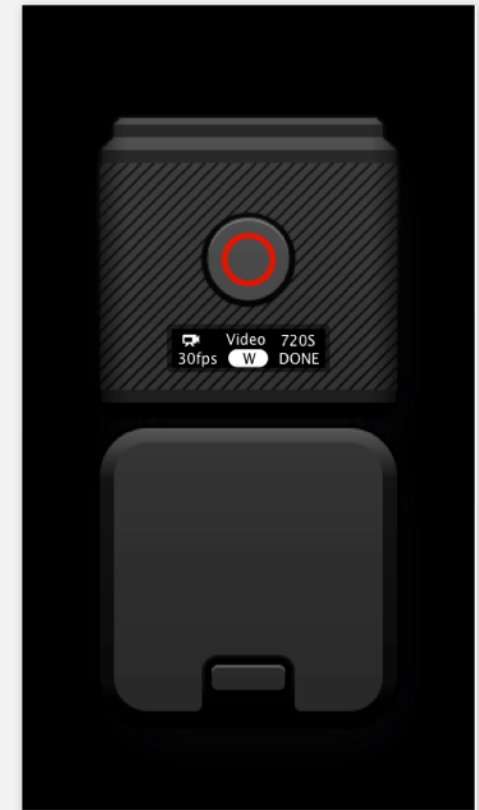
B capture settings - video - done



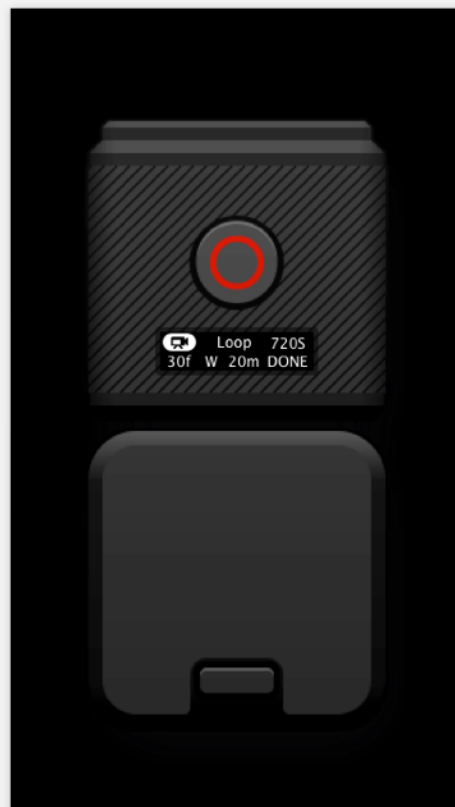
B capture settings - video - W



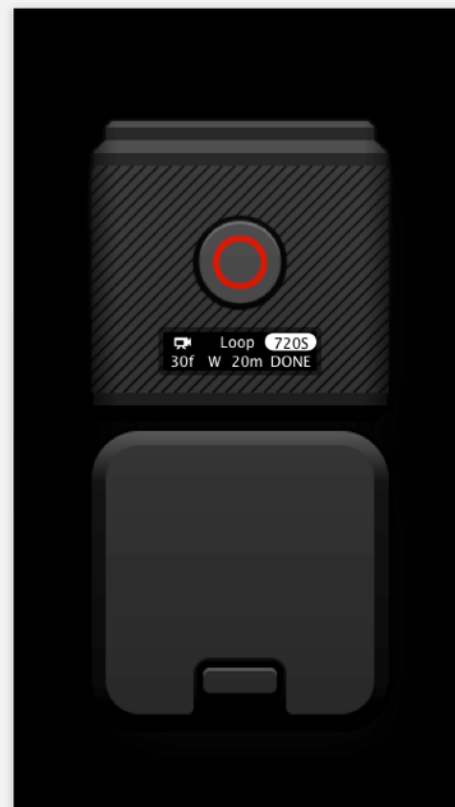
B capture settings - video - 30fps



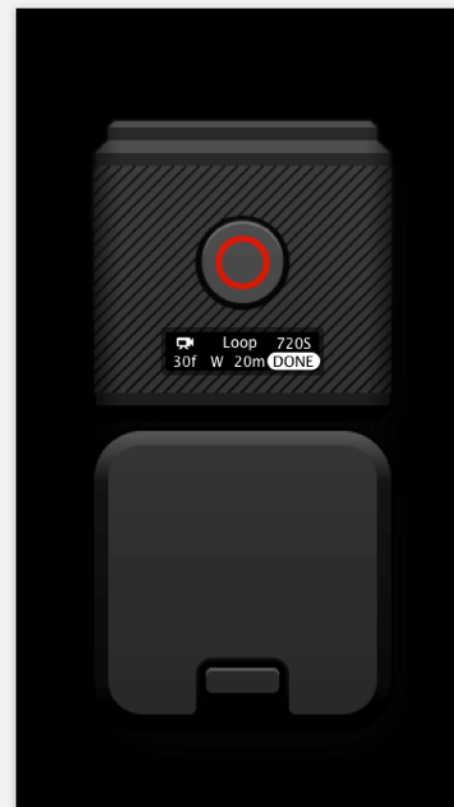
B capture settings - loop



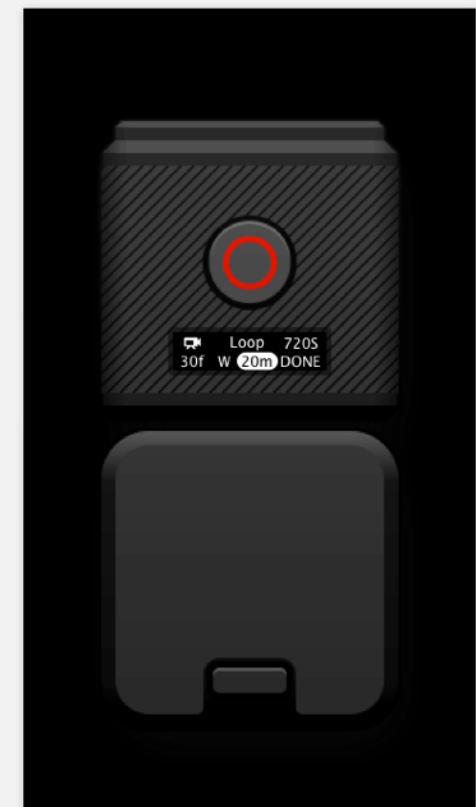
B capture settings - loop - done



B capture settings - loop - W

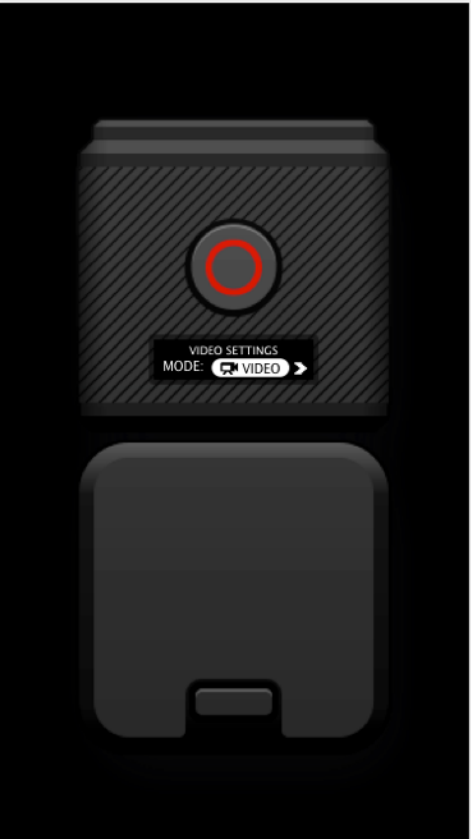


B capture settings - loop - 30fps

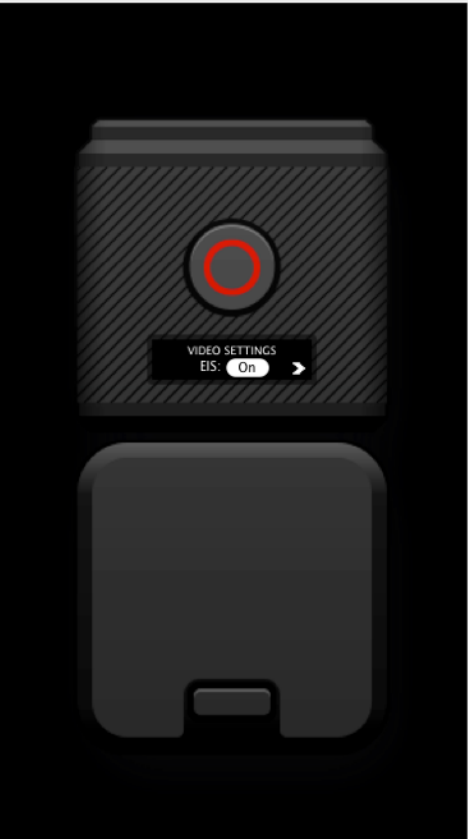


Prototype Concept C - Full Screen Options

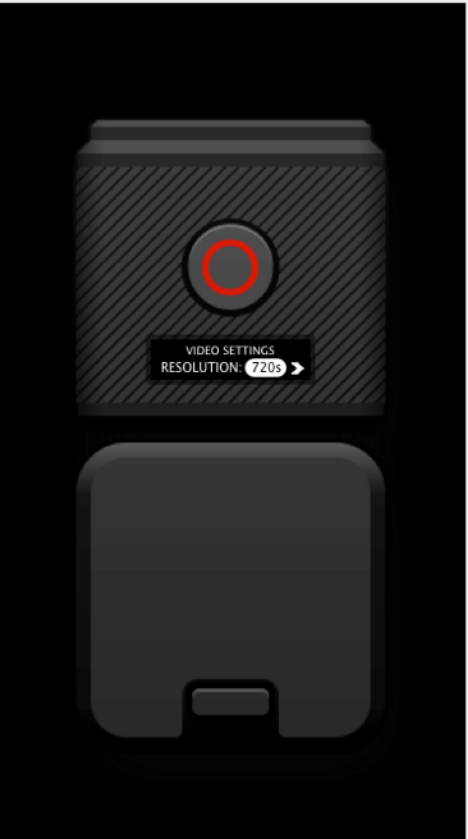
C capture settin...- video settings 1



C capture settin...- video settings 2



C capture settin...- video settings 3



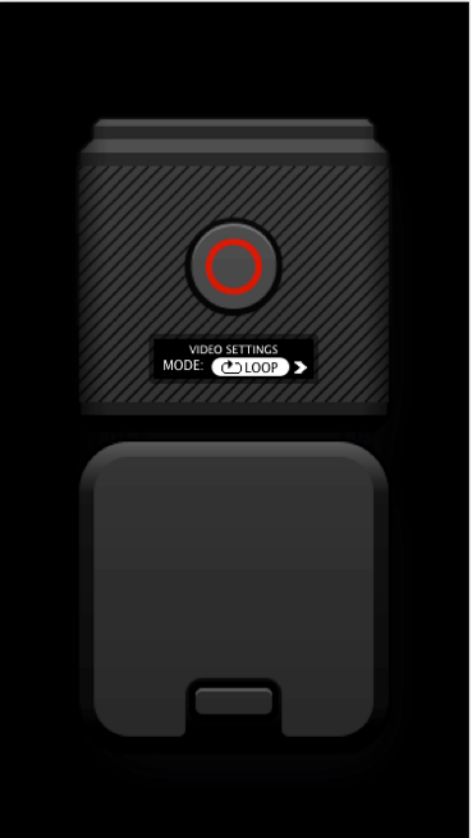
C capture settin...- video settings 4



C capture settin...- video settings 5



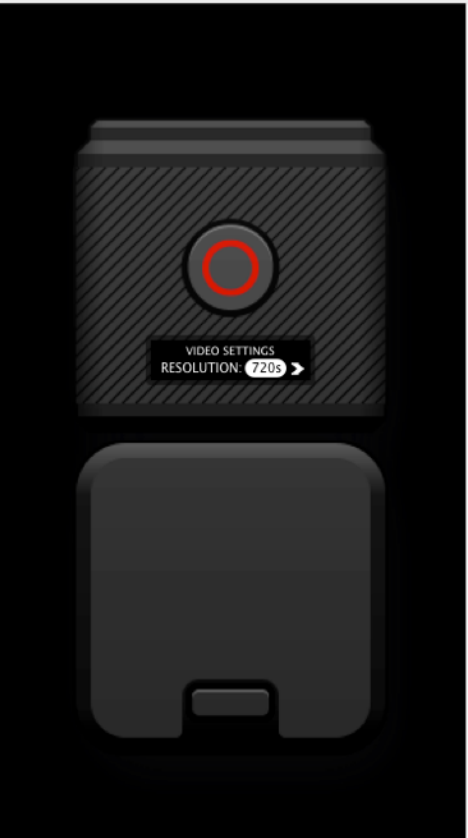
C capture settings - loop settings 1



C capture settings - loop settings 2



C capture settings - loop settings 3



C capture settings - loop settings 4

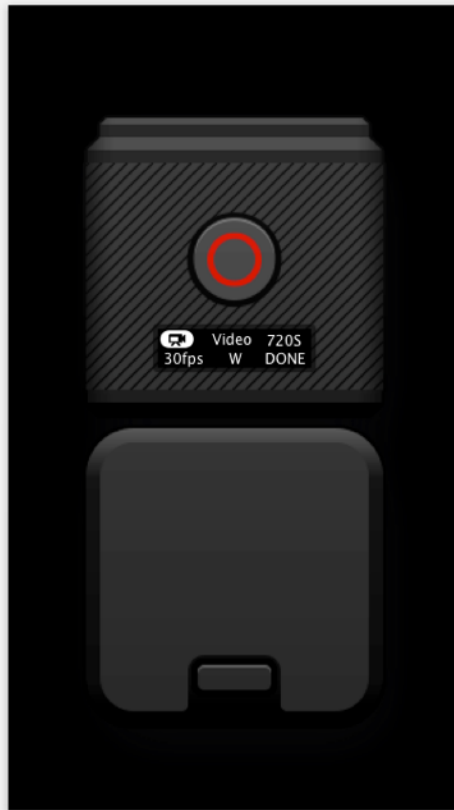


C capture settings - loop settings 5

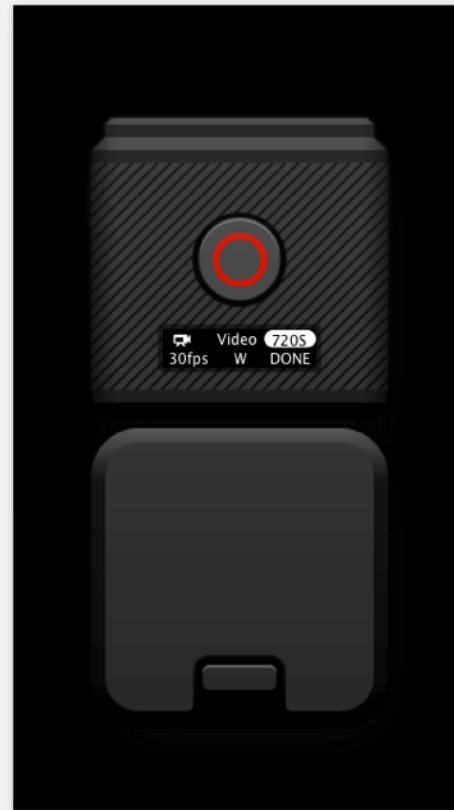


Prototype Concept B - No Icon Change

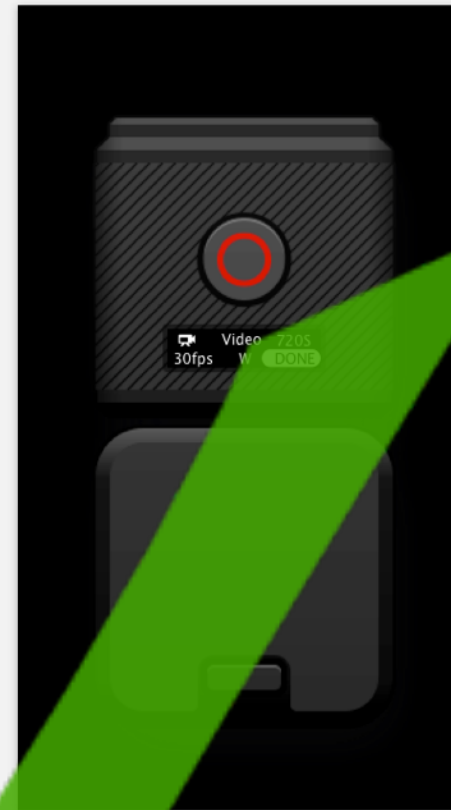
B capture settings - video



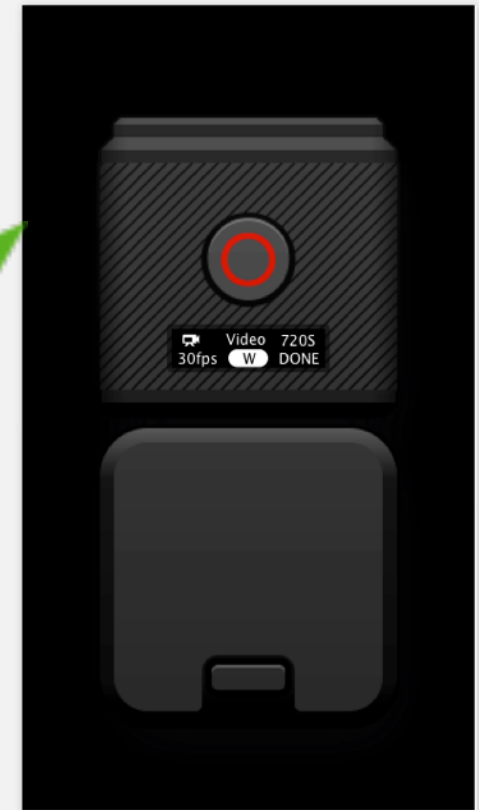
B capture settings - video - done



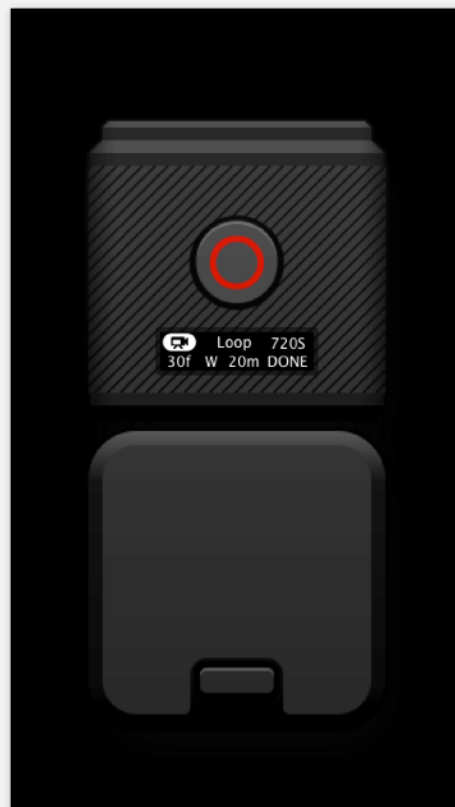
B capture settings - video - W



B capture settings - video - 30fps



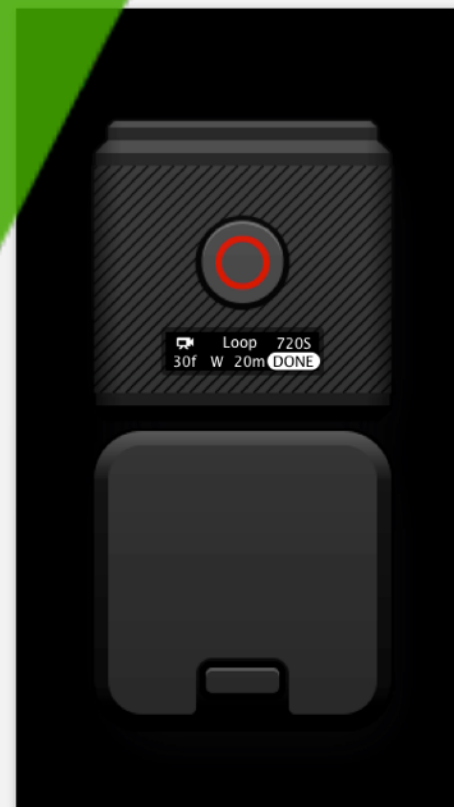
B capture settings - loop



B capture settings - loop - done



B capture settings - loop - W



B capture settings - loop - 30fps



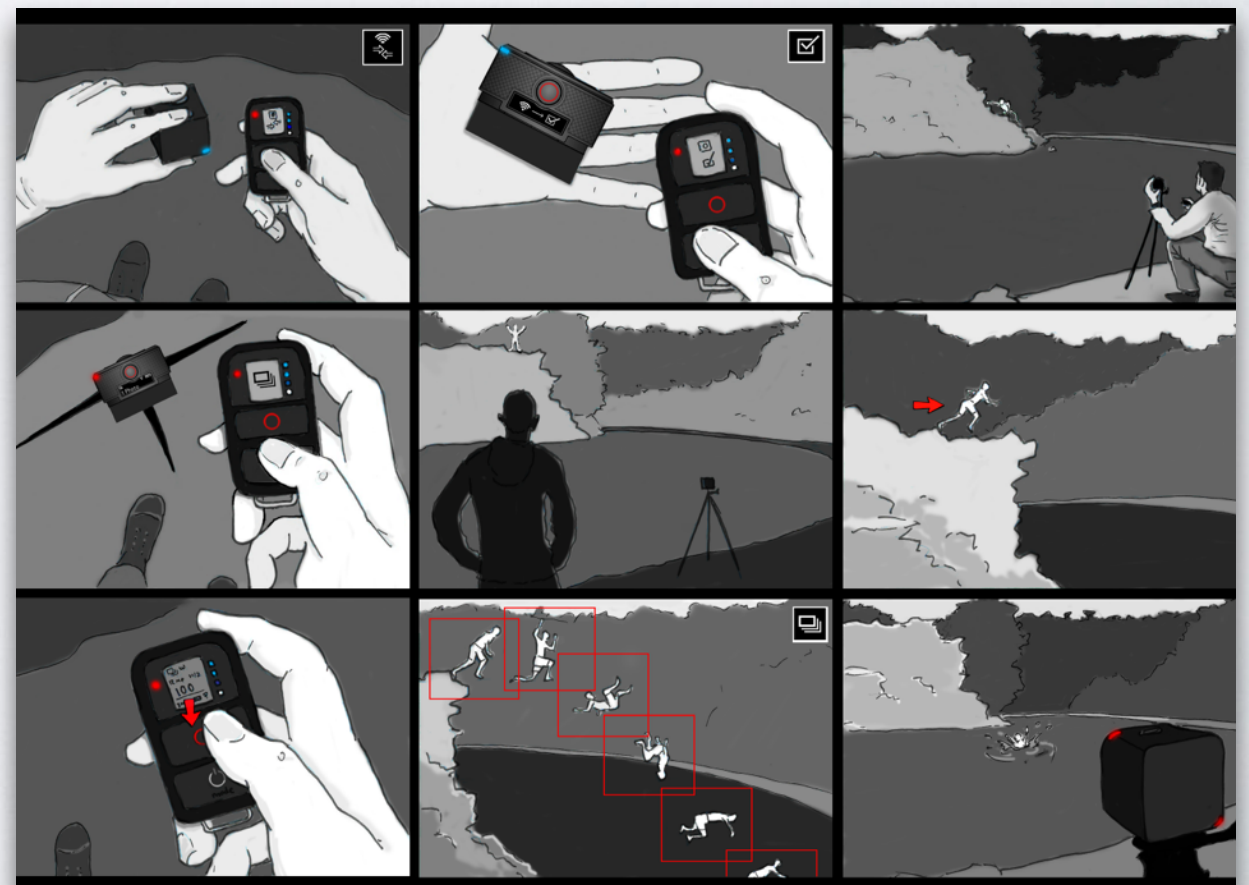
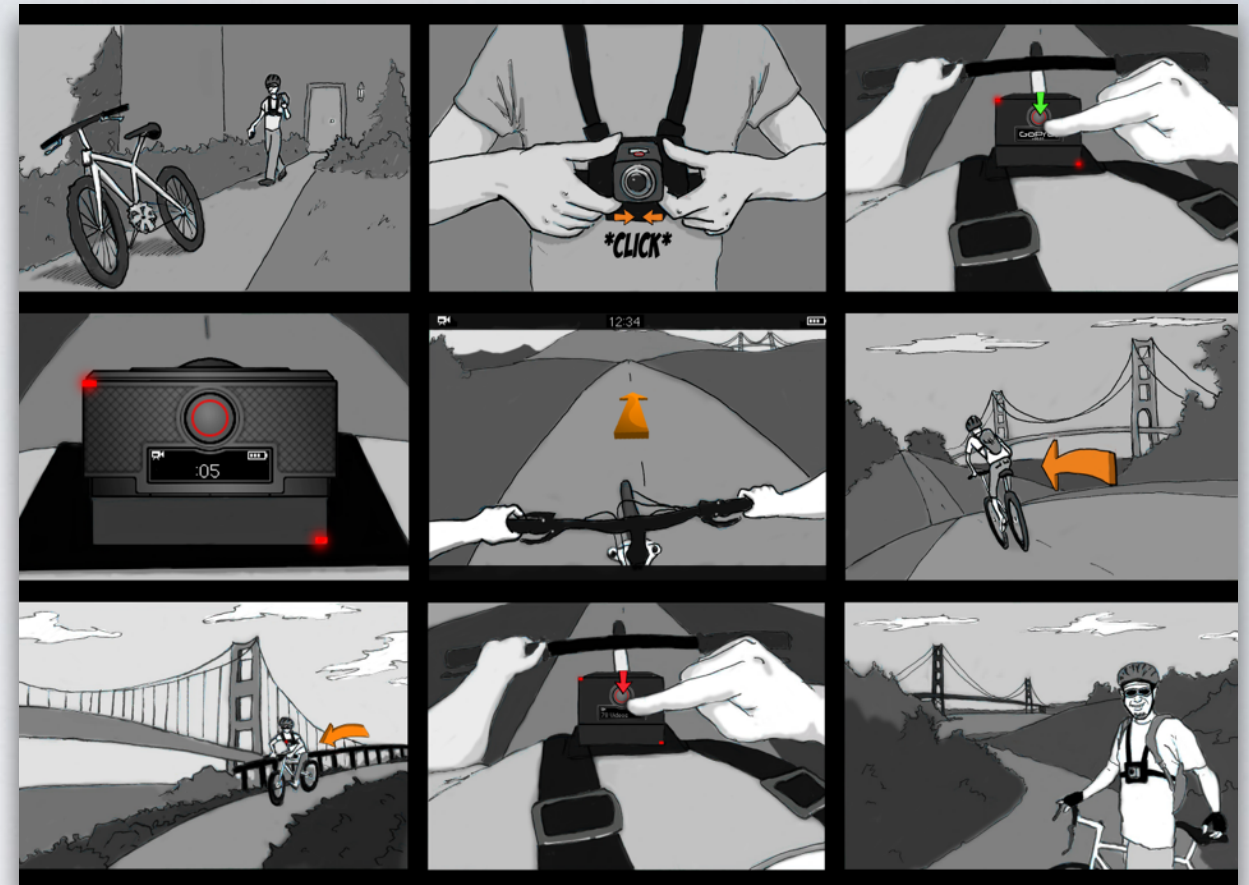
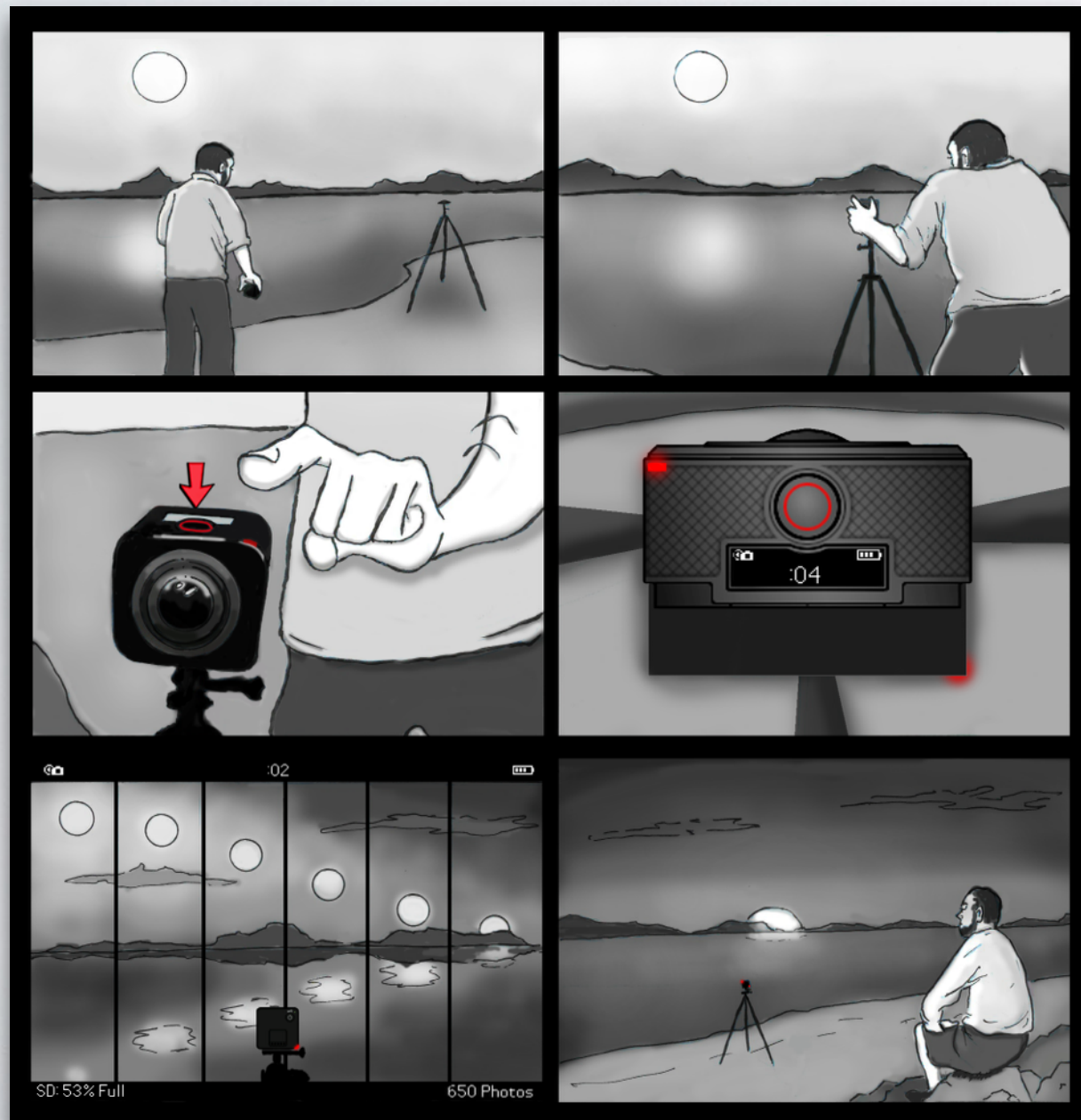
Initial Session Storyboards

Visualizing the features going into the product.

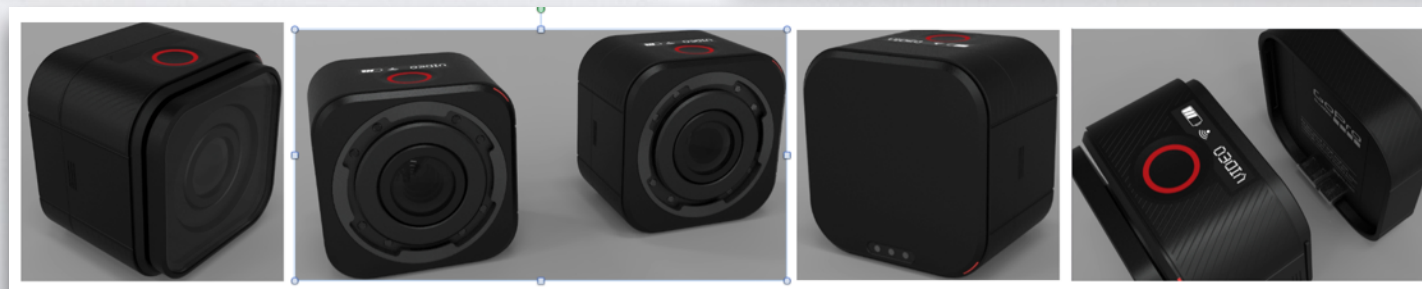
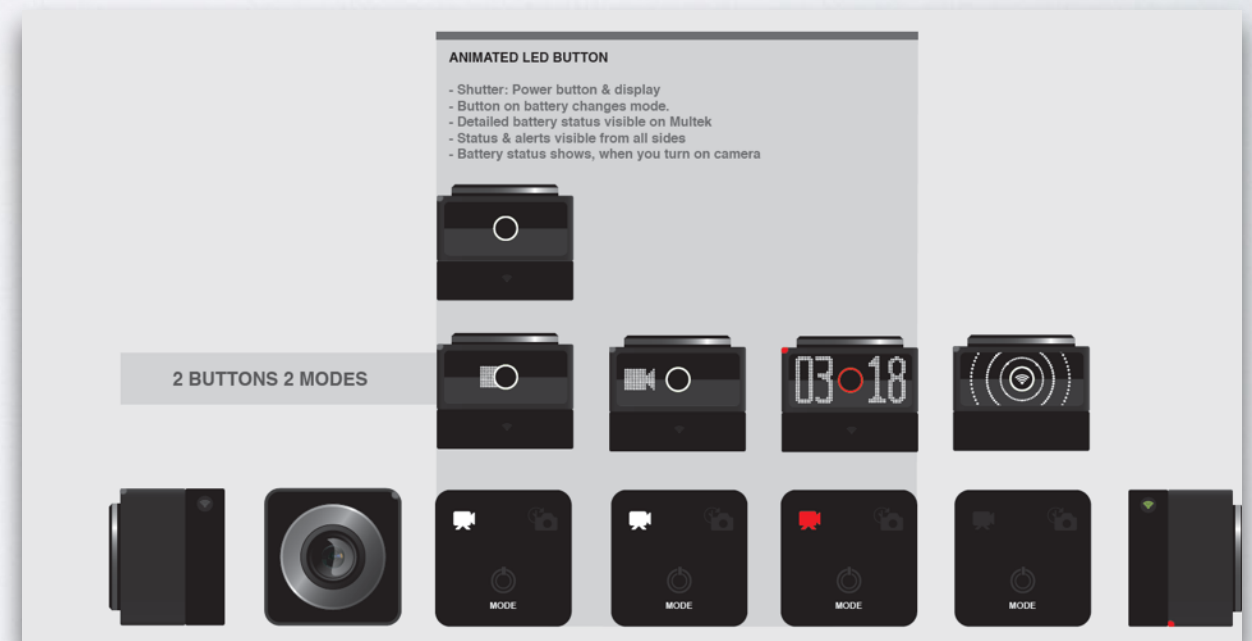
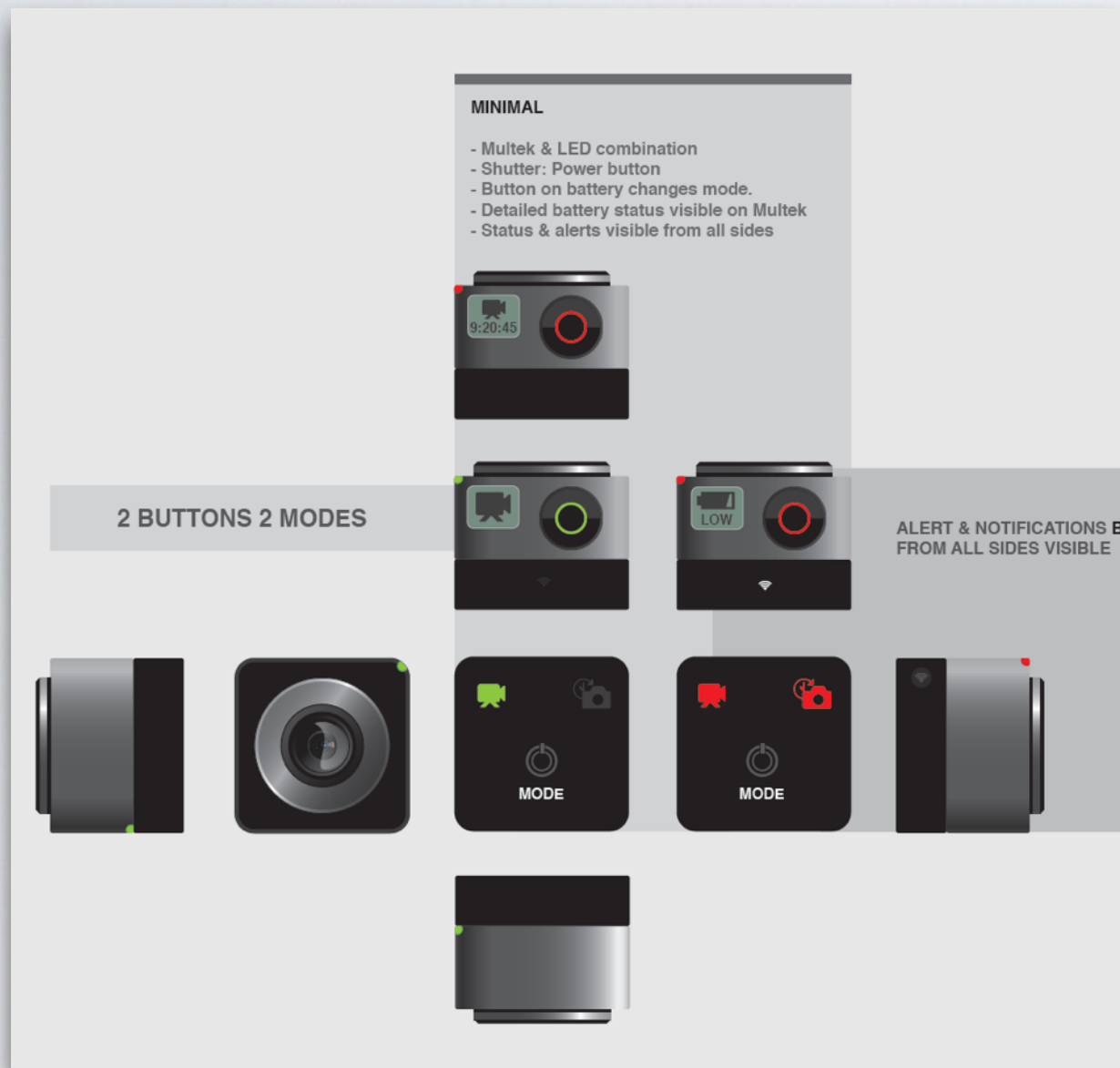
Below: Taking a time-lapse (8 sec hold)

Top Right: Recording a video (1 press)

Bottom Right: Shooting a burst using remote



Early Concepts/Visuals



BATTERY TOO LOW	CONNECTION LOST										LOW LIGHT OFF DUE TO FPS	UPDATE DOWNLOADING	WIRELESS SETT. UPDATING	WIDE	
FAILED	FACTORY SETT. RESTORED										FILE DAMAGED	RESET	SETTINGS	CAMERA NOT REGISTERED	
UPDATE CANCELED	CAM BATTERY TOO LOW LEVEL										NOT ENOUGH SD CARD SPACE	CAMERA BUSY			
HDMI DOES NOT SUPPRT VID RES	RC BATTERY LEVEL TOO LOW										DOWNLOAD FAILED	NO RC/APP AVAILABLE	WVGA	NETWORK CONN. LOST	
	INDEXING COMPLETE										CAMERA TOO HOT	CAMERA UPDATE FAILED	STOPPED	UNABLE TO BROADCAST	
	CAMERA STATUS														
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z															
RESETTING SYSTEM SETTINGS										PUT APP IN PAIRING MODE			REBOOTING	PAIRING	TURN WiFi OFF?
SYS SETTINGS RESET										B			JOIN	DONE	
RESETTING SYSTEM SETT.										TURN PHOTO MODE OFF			MEMORY	EMPTY	00.00
RESETTING SYS SETTINGS										MODE MENU FULL			100 60 50 25 48 120	1080 S	
RESTORING FACTORY SETT.										GET BIXBY AT GOPRO.COM			10/1 10/2 3/1 5/1 0.5	0 1 2 3 4 5 6 7 8 9	
ADD NEW DEVICE										TURN Wi-Fi ON			2H:45	30 960 720 1440	
SWITCH TO RC										JOIN NETWORK			TIME LAPSE VIDEO MODE	EXIT	130-0135
SHARING										SELECT Wi-Fi MODE			BROADCAST COMPLETE	RESOLUTION NOT SUPPORTED	TO UPDATE LATER, GO TO: SETUP CAMERA UPDATE
GOPRO APP MODE										CLIPPING CONTENT			PAIR DEVICE	TAGGING LIMIT REACHED	ADD NEW
Wi-Fi RC										WiFi ON: APP MODE			TURNING Wi-Fi OFF	WVGA	
HIGHLIGHT										PRESS					

THANK YOU FOR YOUR TIME!

