

Trailblazing Efficiency: Optimizing Digital Asset Management for WTA

Team: Cascade Explorers



Meet the Team



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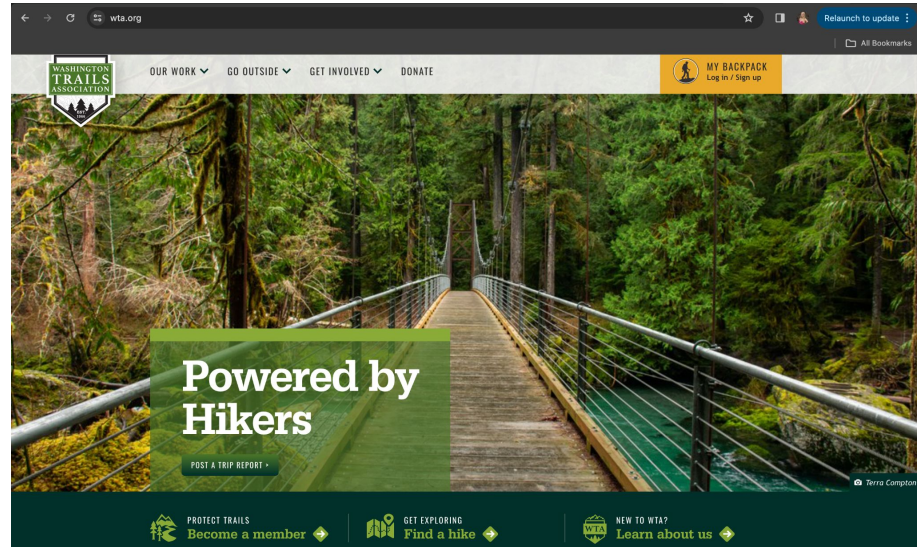
What is the Washington Trails Association?

- Non-profit organization
- Promotes and preserves hiking trails within Washington State
- Ensures well maintained and suitable trails for hikers



Problem Context

- Image Relay
- Staff frustration
- Lack of documentation



Problem Statement

How might the Washington Trails Association (WTA) staff reduce the time they spend within Image Relay so they can develop content more efficiently?



Key Research Insights

Market Research

- Intuitive library structure
- Understanding capabilities of image platform

Literature Research

- Focus on scalability and flexibility
- Metadata inconsistency issues

User Research

- Improved training process
- Limited search and tagging



Persona: Jenica

Graphic Designer



Motivators:

- Wants to quickly find images to help design the WTA magazine

Pain Points:

- Lack of sharing capabilities
- Can't search abstract concepts
- Search isn't chronological



Persona: Blake

Volunteer



Motivators:

- Passionate about photography and loves maintaining trails and capturing nature

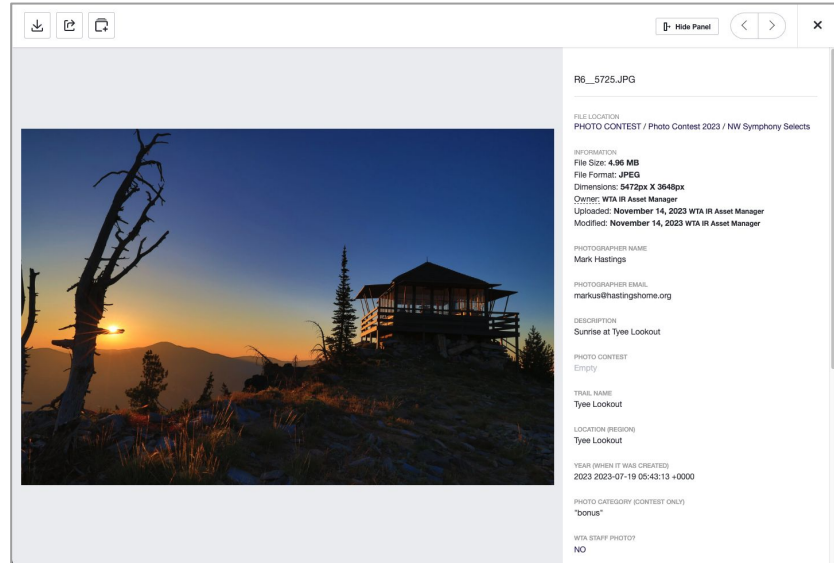
Pain Points:

- No experience with Image Relay
- Image Relay training didn't cover much, causing simple tasks to take more time



Key Concepts

- Improve and standardize Image Relay workflows
- Better maintenance of metadata structure
- Refine search and tagging system



User Testing + Validation

Concepts Tested

- Upload, search, and photo use processes
- Possible use of AI to improve tagging
- Use of previous prototype

Key Insights

- Pre-process images prior to upload
- Use **synced images** to prevent duplicates
- Implementing AI is not a priority
- Make sure solution can **transfer** to internal WTA systems

Design Direction

- Standardize workflows
- Work within Image Relay's **limitations**
- Build long-term solution



Solution Approach

Wiki Table of Contents

Image Relay WIKI

ON THIS PAGE

- Contact Information
- Upload
 - Image Relay Upload Process
 - Pre-Upload Image Prep
 - File Structure
- Search
 - Tips
- Metadata
 - Conventions:
- SYNCED IMAGES <- Here
- COLLECTIONS <- HERE
- Tagging
 - Process
 - Tag Library <- HERE
- Photo Sharing
 - Internal Sharing
 - External Sharing
- Deleting Duplicates
- Report Back Findings to WTA
- Backing Up Photos
- Training
- Flickr
- Link to Trail Maintenance Project Wiki

Example of Wiki Section

Backing Up Photos

- Implement a regular schedule (Automatic or Manually) for backing up the entire Image Relay; Ensure that the backups include both images and their metadata
- Test the restoration process using the backup to confirm that the system can recover the photos and metadata in the event of data loss or system failure
- Define policies for storing backups securely (Via Cloud or Physical SSD), while also considering factors such as redundancy, accessibility, and data retention periods.
- Contact IT Director of Washington Trails Association for questions or concerns about photo backup

Training

- **Training program that details functionality of Image Relay**
 - Could include different material depending on one's role in using Image Relay
 - Include written guides and articles and an FAQ section to answer basic questions about Image Relay
 - Provide recommendations for improvement where users have reported issues or gaps
- **Tutorial Videos**
 - Likely to be something implemented by WTA itself



Search

NOTE: Image Relay will search all metadata and tags matching search query

Tip:

- Use `file:wiki:commons:1234` - This will limit results to just search results and only give you results that you seek
- Use quotation marks ("") for exact phrases - Using quotation marks will give you only the image with the exact phrase. Another example: Image Relay will search for each separate word/word/word/word
 - 1. `file:wiki:commons:1234`
- Use a colon sign (:) to include terms - If you use colons and suggest primary, this will include any pictures with a word following a plus sign.
 - 2. `file:wiki:commons:1234`
- Use a period sign (.) to exclude terms - If you use colons and suggest primary, this will include the primary with a word following a colon sign.
 - 3. `file:wiki:commons:1234`

Considerations

Values

- Represent people of all **races, religions, ethnicities, and genders** in images
- Make life **simple** for WTA staff

Concerns

- Documentation may not be well **maintained or utilized**
- **Migrating** to new system
- Data could be **lost or misused** during image transfer.
- WTA's **budget**

Mitigations

- **Allow certain users to manipulate** Image Relay features
- Work with **existing** features and software



Final Steps

- Handoff to WTA by transferring ownership of the Scribe
- Implement Scribe documentation into WTA internal system



Thank you!

