

The UBeesize Portable Tripod: A Heuristic Analysis

This heuristic analysis will evaluate the product design and usability of the UBeesize Portable Tripod (shown below).



(Photos courtesy of Amazon.ca 2018)

Product Details

Camera tripods stabilize and elevate photography equipment, in order to reduce camera movement when taking photos, and allow users to operate their devices hands-free.

The UBeesize portable tripod accomplishes this goal and incorporates several unique features:

- Flexible octopus-style legs act as a tripod when erect but can be bent to grip or stabilize
- Ball joints in the neck so cameras can swivel side to side as well as rotate horizontally
- Comes with a Bluetooth remote control that works to a distance of 30 feet
- Lightweight
- Works for all standard smartphones
- Includes an adaptor for most digital cameras (Nikon/Canon, DSLR, GoPro)
- Comes with a 3-year replacement warranty
- Costs \$19.98 with free shipping from Amazon Prime

The audience for this tripod would be amateur photographers who are on the move, travelling or taking pictures outside.

Personal History

After travelling with a friend who had a similar product, I purchased the UBeesize tripod from Amazon in August 2018. I do a lot of hiking and camping in the Canadian Rockies, and wanted a portable tripod so that I could capture the amazing scenery. I had tried so many times to balance my phone on rocks or tree branches in an attempt to get a group photo and a tripod has definitely solved this problem.

I've been very happy with the usability of this product and recently purchased one as a gift for a family member.

Usability

Here are some benefits and disadvantages of this particular tripod:

Pros

- ✓ Easy to learn, with almost no setup time
- ✓ Lightweight and small, so it can be packed away or carried long distances
- ✓ Low cost
- ✓ Able to take hands-free photos without fiddling with timers
- ✓ Product has an average Amazon rating of 4.5 stars, with 131 reviews and a B grade on Fakespot, an app that ranks review credibility (Amazon 2018)

Cons

- ✗ Remote control only works for Bluetooth-enabled devices
- ✗ Not as tall as a traditional tripod; must attach the legs to something else for a photo at face-level
- ✗ Construction is not as sturdy as higher cost counterparts
- ✗ From personal experience, the remote control does not have a 30-foot range, more like 15 feet
- ✗ Three reviewers on Amazon cite that the camera attachments did not fit properly

There are many similar portable tripods available, as well as more traditional, stand-up tripods. What sets the UBeesize product apart from the competition is the low cost, without sacrificing overall usability. I would suggest that this product is only appropriate for smartphone use. Users with a heavier camera may have less stability since the device would be top-heavy.

Note that users who don't need to transport their equipment or who have a career in photography would likely be happier with a traditional tripod, which have adjustable heights and more reliable remote control.

Articles

The Best Tripod for iPhones and Other Smartphones (Wirecutter, 2017)

This article actually dismisses the UBeesize tripod in favor of the competition. The author acknowledges that it's the lowest price, but suggests that it is too flimsy. Wirecutter is affiliated with the New York Times and provides details about their testing process and a "Why you should trust me" section. That kind of disclosure in an online product review makes the article much more credible.

The 10 Best Mini Tripods (Ezvid Wiki 2018)

This article lists the UBeesize tripod in the top 10 best tripods available to consumers. The wireless remote, vertical phone mount and leg construction are what sets it apart here. There is an accompanying article teaching users about the history of tripods, when to use them and why smaller, portable tripods are a good choice. This is helpful information for users who are just getting into photography and looking for help choosing the right equipment.

Summary

This product is not as sturdy as the competition, and could be unstable when used with a heavier camera. However if a user intends to use a smartphone and wants something that works well but doesn't cost a lot, this is a great option.

References

Amazon. 2018. UBeesize Tripod S. Retrieved from:

https://www.amazon.ca/gp/product/B07837W5NX/ref=ppx_yo_dt_b_asin_title_o01_o00_s00?ie=UTF8&psc=1

Ezvid Wiki. 2018. The 10 Best Mini Tripods. Retrieved from: <https://wiki.ezvid.com/best-mini-tripods>

Wirecutter. 2018. The Best Tripod for iPhones and Other Smartphones. Retrieved from:

<https://thewirecutter.com/reviews/best-tripod-for-iphones-smartphones/>