

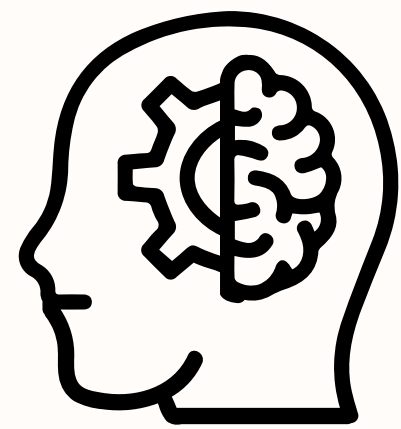
TONI, JUHYUN AND RACHEL

Photo Editing App Design Challenge

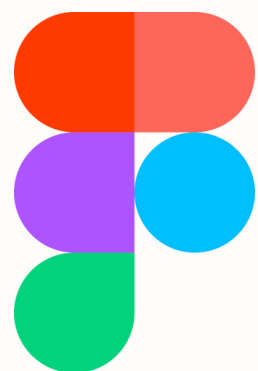
A creative way to
encourage
everyone to think
and share ideas.

PhotoPro

Mobile Photo Editing Application for
High School Demographic with
Powerful Editing Capabilities and
Ability Share Content



4 weeks



Main Prototyping tool



Main Communication tool



Main Documentation tool

Competitors

Adobe

photoshop

- Range of tools, high quality
- Requires experience
- Consistent updates + price tiers
- Requires research

Microsoft

- Customer loyalty and high brand recognition
- Lack innovation
- Cybersecurity threats
- Incorporation of AI

Canva

- Easy intuitive navigation bar
- Limited features for editing
- Offline working modes
- Fast changing technology but does not pay attention to changing trends

Pixart

- Transportable and convenient
- Needs upgrades that only gives templates
- Easy step by step tutorials
- May contain bugs around the app

***SWOT analysis -
strength,
weaknesses,
opportunities,
threats***

Interviews

Questions

- What demographic do you consider yourself to be a part of? (age + gender)
- Which photo editing app do you usually use and why do you prefer it?
- What do you value most to least from photo editing apps?
- What content do you usually share online/social media? If not, why?
- What aesthetics/style of application do you look for in a photo editing app?

HMIW statements

- ★ How might we make networking on the app for social media users a more accessible process on the app itself so that we can create a community of photo editor content creators.
 - How might we make photo editing apps offer opportunities for new or experienced creators in order to provide for a wider range of people.
- ★ How might we make photo editing apps a more popular/engaging application for teenagers to encourage them to use it more often and inspire creative ideas.
- ★ How might we create a photo editing application for high school students to easily and simply access the features available in the application.
 - How might we make an more efficient photo editing application for high school students to quickly edit their photos at any location or time.
 - How might we provide engaging experience to high school students to allows them to edit photos with unique features.

Persona



Age: 17

Education: High School

Hometown: Canada

Family: Parents

Occupation: Student

Jane is a highschool student living in Canda with her parents, she is more interested in stem over design and uses photo editing programs in order to edit videos and pictures of herself, food, and scenary.

Goal

- Clear efficient application
- Creating an enjoyable process
- No extra complexities

Frustrations

- Application navigation
- Visually unexciting (monotone) pages
- Takes time to edit photos

"I am satisfied with the features that the current application provides. I do not need more features, but if there is a way to improve, I want the application to be more efficient."

Problem Statement

Jane is a bold, straightforward, and friendly high school student who needs an efficient photo editing application that is easy to navigate. She uses photo editing apps quite often in her day-to-day life, such as at school and on vacations, and she might not have a lot of extra time.

Team Brainstorm

Feature that allows you to post the process of the editing so people on the app can learn different techniques.

Individual accounts with customizable themes, statuses or profile pictures so they can express their own interests. Like discord or Instagram (familiar format)

Notification options for people you follow so you can get regularly updated by your favorite photo editors.

Clear symbols and buttons, when you cover over them maybe they could provide a title and if a user needs further clarification they could see a brief explanation for the item and how to use it with video tutorial.

Filters for templates and maybe tutorials on how to create your own version of the template -> make templates adjustable.

Critiques page for people who want helpful advice or bounce editing ideas off each other.

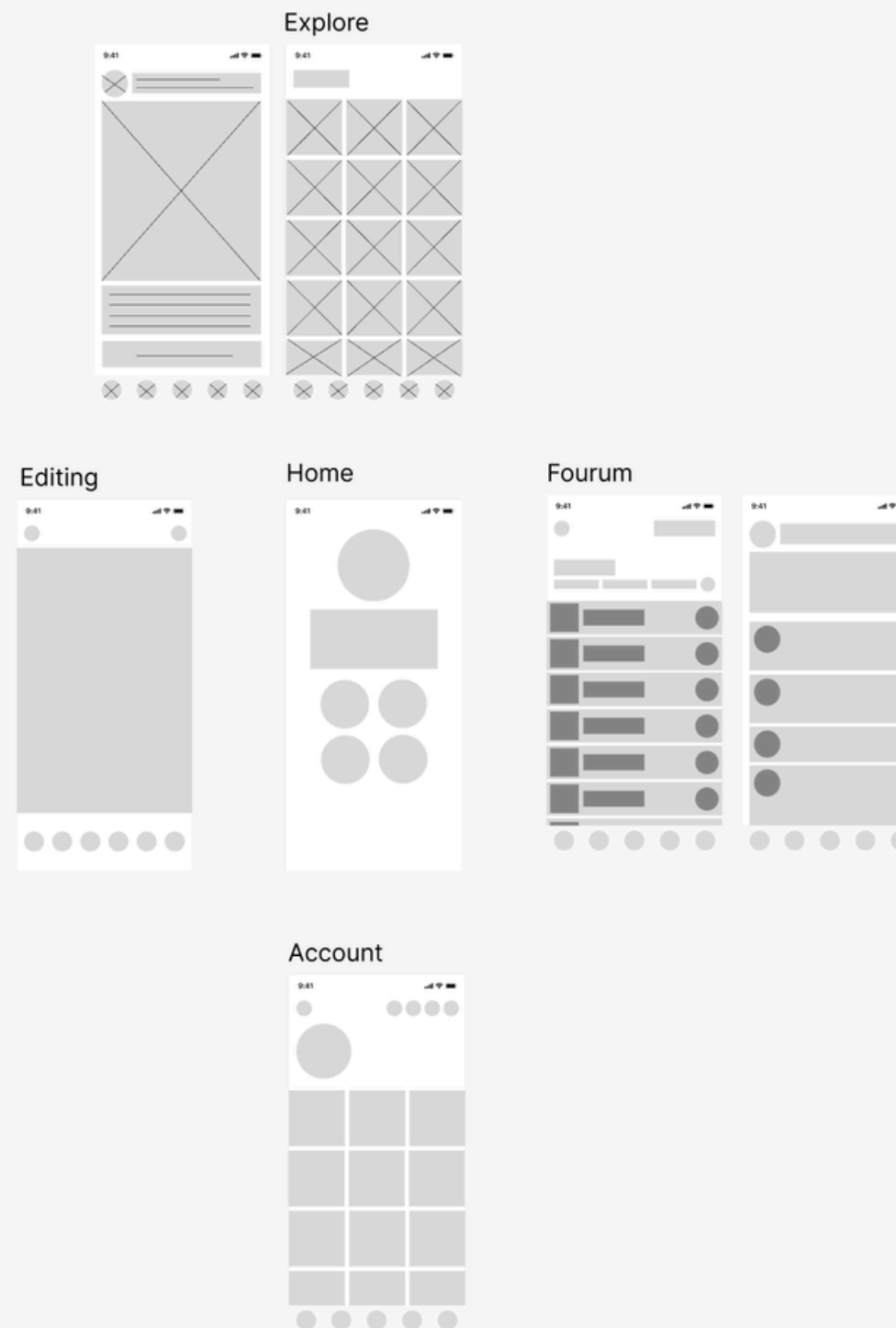
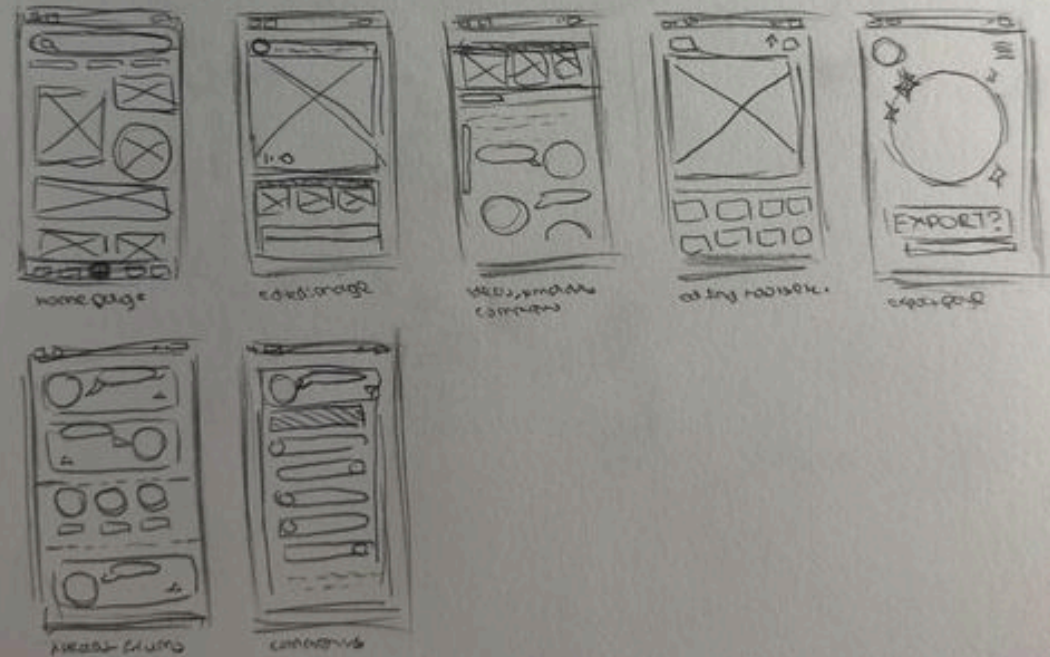
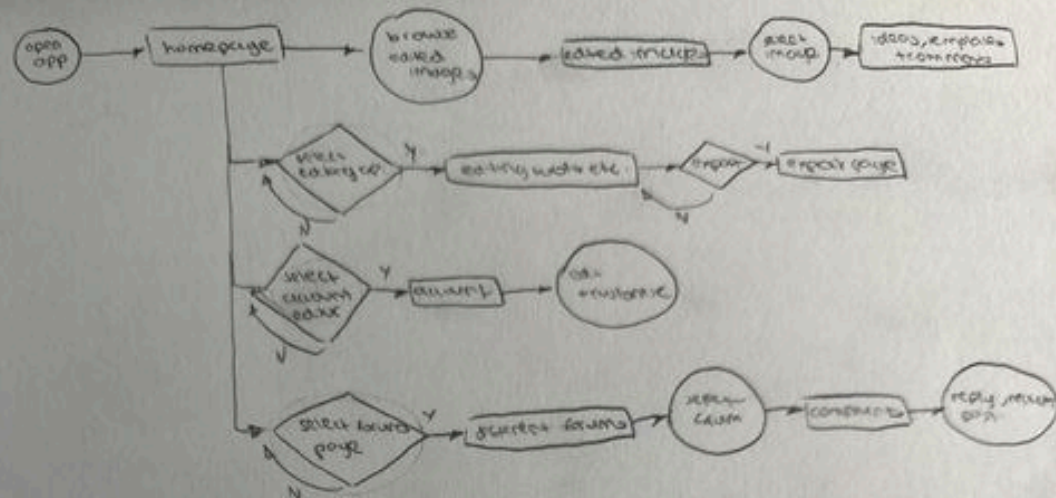
provide search bar to find the features that they want to find

provide templates that the users can easily use

Our favorite ideas

- Provide templates -> Filters for templates and tutorials
- Individual accounts with customizable features so they can express their own interests.
- Critiques page for people who want helpful advice or bounce editing ideas off each other.

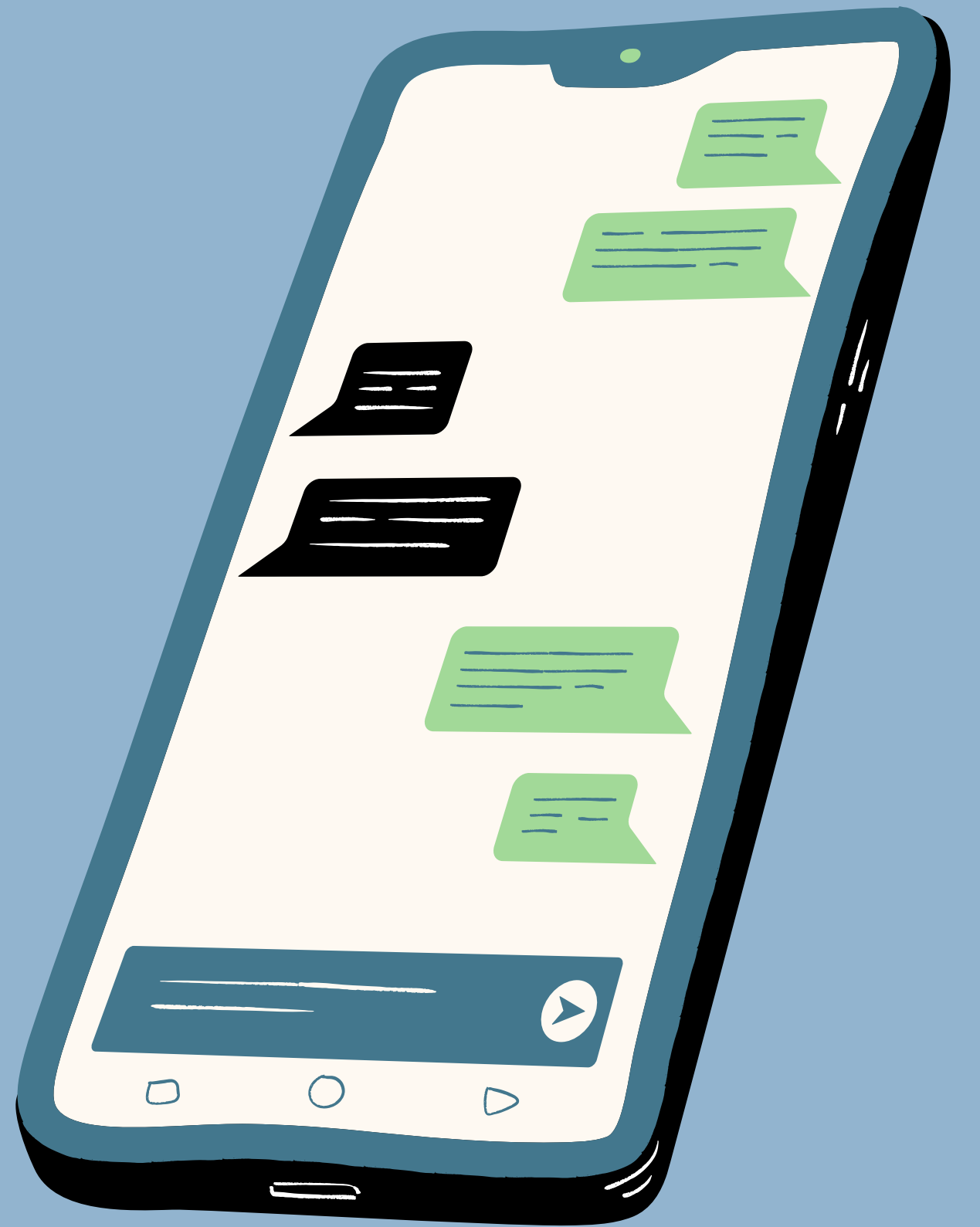
Prototyping a low fidelity model



Here we made a wire frame for our app and two examples of the low fidelity model including a few main features included in the program:

- Home page
- Forums
- Editing
- Account
- Explore -> View post

Final ↶
prototype



Product

It's a teenager's photo editing app. This product could easily to use, you can take different styles of photos, and the steps are very simple

Place

- App stores accessible to global markets
- Targeting teenagers typically of high school

Promotion

- Influencer engagement
- Special offers to schools

Price

The paid version has a 7-day free trial and then \$2.99 per month

Conclusion

1. Design thinking
2. Time management
3. Collaboration
4. Project management
5. User-centered mindset
6. Real business vs in-class Business
7. Step out of comfort zone