

FUNK IT UP

EDIT | ENHANCE | SAVE | SHARE



WHAT IS IT?

FunkItUp Editor is a photo-editing app designed for use with social media that allows users to edit and improve the photos on their phone by making them visually striking and artistic.

In today's society we are bombarded with visual imagery on a daily basis through all forms of media. This creates a certain level of competitiveness in order to stand out. Having images with that extra something is beneficial for personal, professional and marketing use.

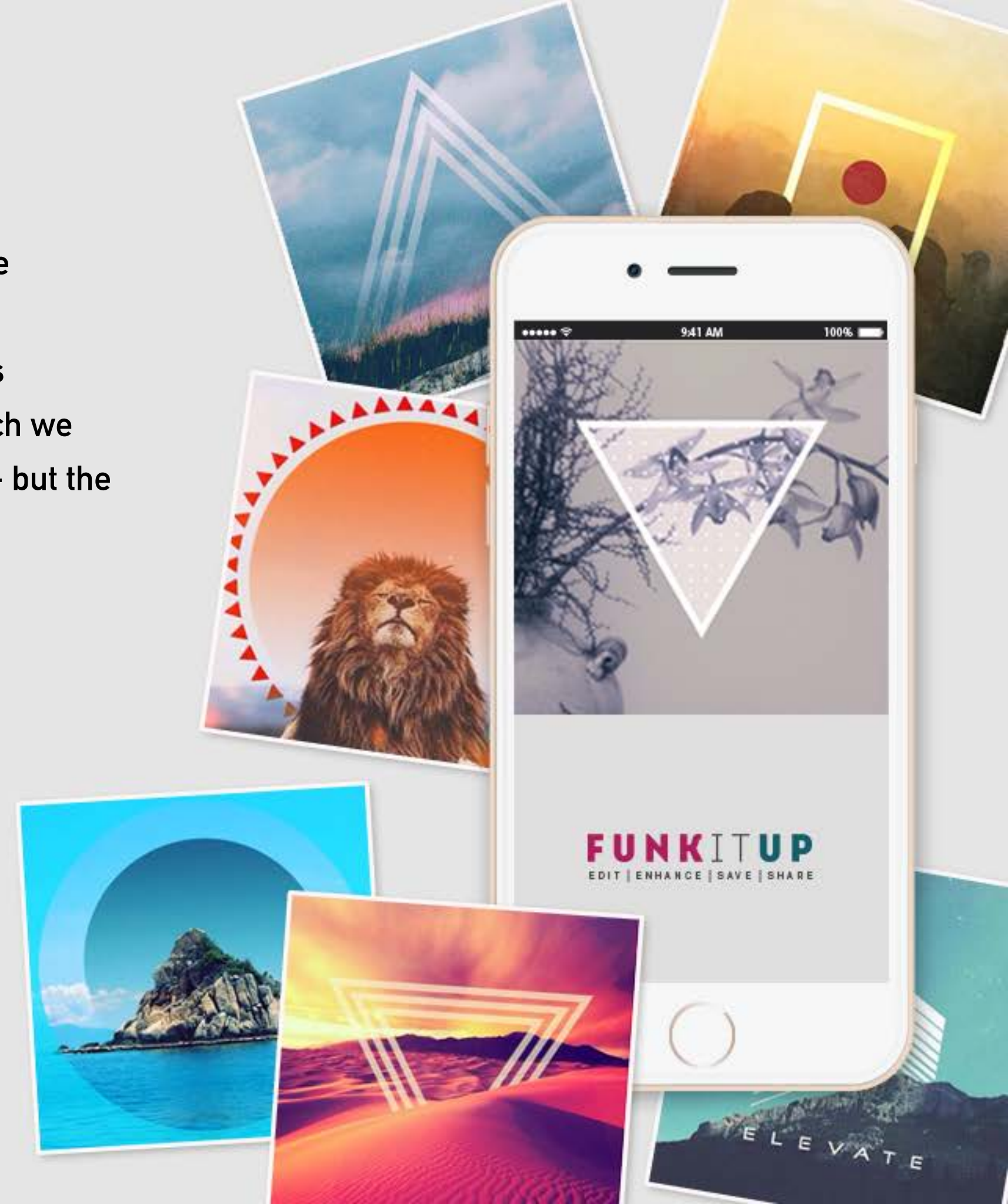
Simplifying and streamlining the user experience is the main goal.

Many photo editing apps are quite complicated to use and may be daunting to anyone who is not from a design background. This app brings ease of use to cutting edge design for the average social media user who can't use photoshop.

WHY DO WE NEED IT?

Within human nature lies the fundamental desire to look and appreciate aesthetically pleasing images and on a personal level to beautifully preserve and record life's precious moments, to relive happy memories and to share ones memories with someone special - the format in which we preserve memories may change - from words, to pictures, and videos - but the fundamental desire remains the same.

Aside from a personal interest, many of us also have a professional need to promote, drive sales and create branding through imagery. The power of social media to reach thousands or even millions of people is undeniable. What better way to get noticed and attract more interest to a brand or product than with striking imagery that can't be ignored? Research shows us that people are more likely to be interested in reading more and seeking information if they are drawn in visually first.



THE CHALLENGE

PROJECT UPDATE | RESEARCH | SCOPE | CONTENT PLAN | INFORMATION ARCHITECTURE

After gathering my research and testing and collating my results, it has become clear that there are certain pain points that are quite common across a wide range of users. I have highlighted the most significant complaints about similar apps below:

Too much jargon.

Not enough direction.

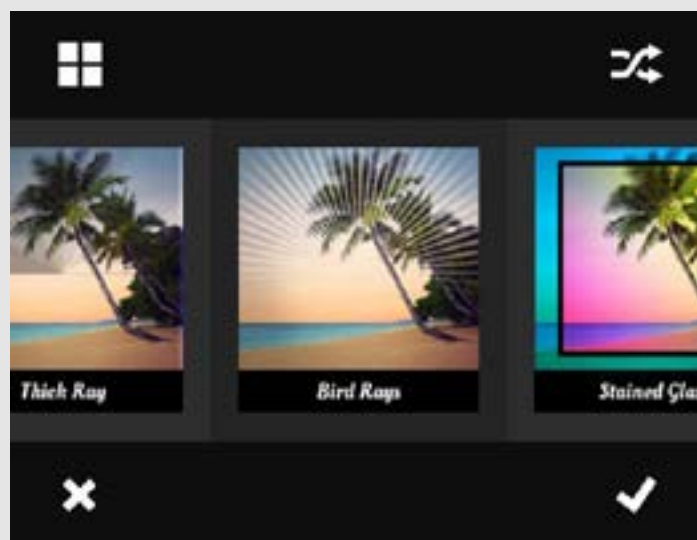
Not being able to go back a step or to add/layer on multiple filters or edits.

Feeling lost within an app and giving up in frustration.

Not being able to save to camera roll without it automatically posting to social media. Users want to have the option to post to their social media at a later time.

Minimalist design which results in a lack of communication and comprehension. It can also tend to feel a little cold, especially for younger social-media users.

What good is a caption over a photo if one can't adjust it's position and transparency to work best with the background? Having the option to move and scale, as well as adjusting transparency was a common desire.



An example of where icons are just too broad and generic. These examples could mean anything to a new user.

WHAT DO USERS WANT?

We all want our photos to be liked. That's why we spend that extra time tweaking them before sharing them with the world (or just with friends and family). Today's photo-editing apps make it easier than ever to enhance, crop, remove blemishes, add effects and filters, and more.

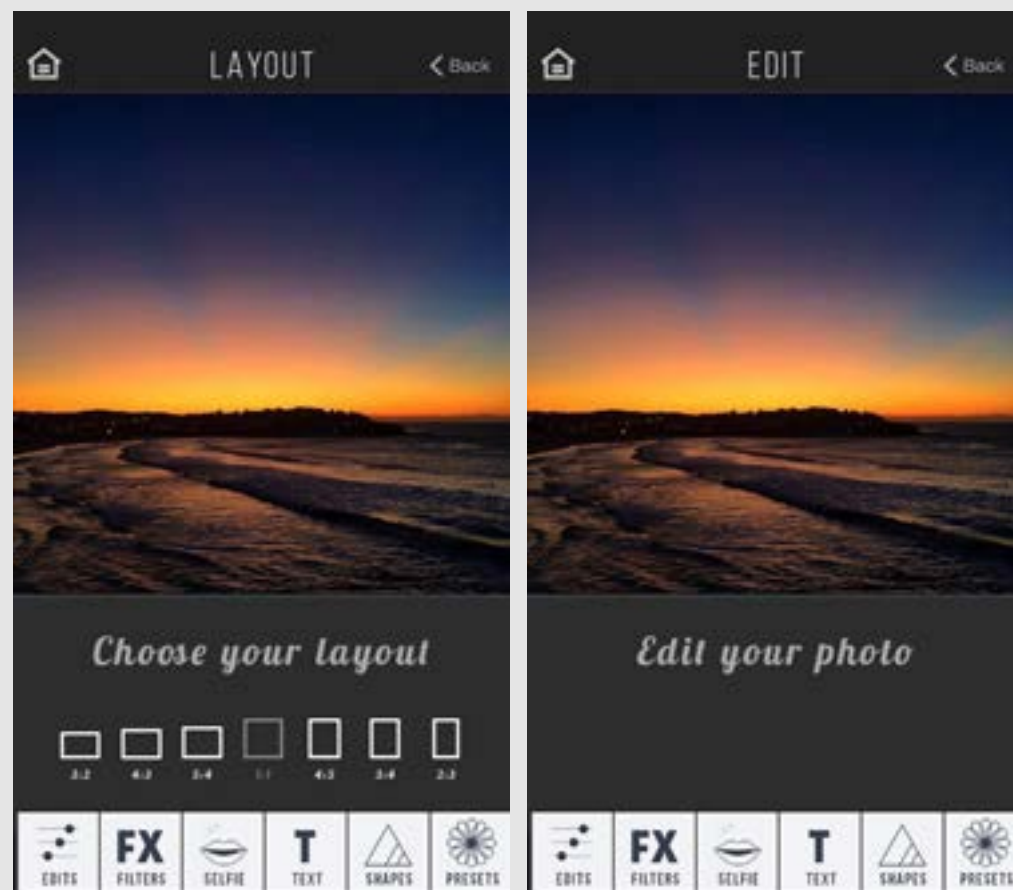
Nearly everyone has a smart phone these days and takes photos with their phone's camera. Many people take their photography very seriously, and some even make a living out of it. But most people simply want to enjoy looking at and sharing their photos. Whatever the reason for taking pictures, even lightly editing the photos will make them look better.

A casual snap-shooter wants quick, fun sharing capabilities but isn't willing to spend a lot of time or money on editing. Amateur photographers want to improve their pictures more and are willing to learn new skills. A serious, advanced hobbyist is fascinated by the process of improving photographs, and enjoys spending time discovering new creative possibilities. Professional photographers need versatile, high-performance, efficient apps that will enable them to explore their artistic visions and produce the best possible quality, so they can make a living.

Users want decisions made for them when they are unsure, such as a step by step order to move them through their path. But they also want some creative freedom and the ability to go back a step or undo changes.

THE SOLUTION

Many photo editing apps are beautifully designed and minimal, but can also be quite cold. FUNKITUP is designed to be fun, enjoyable and have an almost “game” vibe to it. In some of my findings I discovered that people often learn faster when they feel like they are playing a game, having an enjoyable purpose and are looking forward to the outcome of a task. I want to bring this same emotion to the app, without it feeling like a chore.



CONSISTENCY in the design of the interface helps with this. Certain fonts are delegated to certain purposes. For example, instructions are always in the same bold, cursive Lobster font.

Consistency in actions is also important. If there is no button to tap then the action is always swipe left to next screen.

FunkItUp uses labels instead of icons where possible. A written label doesn't leave the user guessing about the meaning of a generic icon.

Having easy-to-understand instructions before each action helps a user navigate through their journey seamlessly. These instructions also have consistency in their placement on the screen which helps users to become familiar with the layout and navigation.

The top panel always has a label indicating what stage of the user journey one is at. Many apps lack this helpful detail.

THE SOLUTION

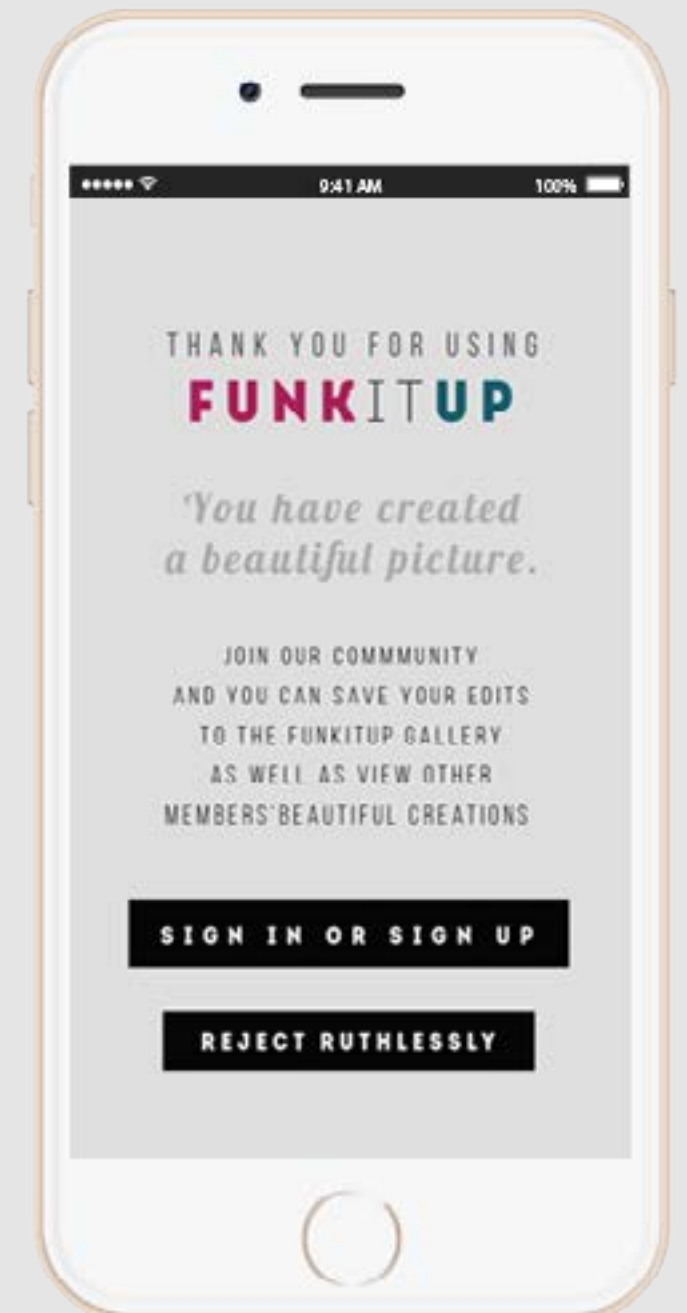
If we want the app to be a pleasurable experience for users **LANGUAGE AND TONE** is very important. The tone is light and casual, almost conversational. For example, instead of using a very cold tone with instructions such as “EDIT PHOTO” we use the more personal “EDIT YOUR PHOTO”. The app should be fun to use, and not daunting or frustrating. It is designed so that even people who have never used a similar app before may navigate their way through easily and do not feel lost at any stage. Ensuring language doesn’t switch between first and second person helps.

NO MORE JARGON! Using terms that your regular everyday user is familiar with such as “stencil” instead of “typemask” which is likely a term only designers know, and “filters” as opposed to “effects”. The word effects is too broad and doesn’t articulate its meaning very well.



PREVIEWING makes a huge difference! This was a popular request that came from user testing. It is always helpful to be able to see edits side by side to compare and help you decide which looks better. Filter previews are shown in a swipable gallery along the bottom and correspond with the filter chosen in the main stage.

Using casual humour such as the “**REJECT RUTHLESSLY**” button gives the app an overall light-hearted tone when communicating with the user.



NEW DECISIONS

Progression is vital to the lifespan of an app. Updating and reassessing features are essential to an app's longevity.

I have made some changes to the original plan and have opted on new decisions around how the app will work.

I do not see FUNKITUP as a direct competitor to Instagram. Rather, I envision the two photo-sharing platforms coexisting side by side.

It is an editing app to be used with and improve the experience of social media apps, especially those which are heavily image-based such as Instagram.

The aim is to market it to be used WITH social media giants like Instagram and Facebook, and not COMPETE with them.

For example, it will allow better/more complex editing of photos than is currently possible through Instagram and solve complaints Instagram users have - such as not being able to go back and undo effects and not being given the ability to layer multiple effects. The other way it differentiates itself from the editing capabilities of Instagram is through graphic design elements and typography.

I have decided against having a feed. Most people interviewed are not interested in the social element. They just want to create beautiful images and then be able to post them to their main social networks. They get enough of the social interaction from those forums. I will however include a gallery of other members' artwork for users who sign up. I believe the people who are interested in using this app do like to be inspired and view other creatives' ideas.

SURVEY

PROJECT UPDATE | **RESEARCH** | SCOPE | CONTENT PLAN | INFORMATION ARCHITECTURE

- **1. On average, how many times per week do you post a photo on social media?**
once a week
- **2. Do you usually edit your photos using a mobile phone app before posting them?**
yes
- **3. On average, how long would you spend editing a photo before posting it?**
10-30 minutes
- **You like to edit:**
landscape/architecture, selfies and portraits, every day objects, artistic photos
- **Do you like to use filters?**
Yes
- **Do you like to add frames?**
Yes
- **You post photos on:**
Instagram, Facebook, Snap Chat
- **Would you like to be able to add lettering, captions or quotes to your pictures?**
Yes
- **Would you like to be able to add designs, patterns and shapes to your photos?**
No

SURVEY RESULTS

PROJECT UPDATE | [RESEARCH](#) | SCOPE | CONTENT PLAN | INFORMATION ARCHITECTURE

Most people surveyed regularly post photos on social media, at least a few times per week.
The majority of users spend 1-5 minutes editing photos before posting.

The most popular categories were
selfies and portraits.



Closely followed by
landscape and architecture.



When asked if they would like to be able to add graphic designs, patterns and shapes to photos the majority answered yes.

SURVEY RESULTS

PROJECT UPDATE | [RESEARCH](#) | SCOPE | CONTENT PLAN | INFORMATION ARCHITECTURE

Most users like to use filters, and most do not like to use frames.



Instagram and Facebook were the most popular forms of social media used to post photos.

The majority of people surveyed also answered yes to adding typography, quotes and captions to their photos.



USER INTERVIEWS

BEHAVIOURS

- Users are actively engaged on social media and post often.
- Users are willing to spend time editing photos to make them look more creative/artistic, if the results are impressive.
- They use social media as their primary form of communication with friends and social circles.
- Users sometimes use social media to promote products or their businesses.

THOUGHTS

- Users want to edit quickly and conveniently with good quality results.
- Users want an app that is easy to use and has a good selection of effects, filters and designs. They want their imagery to stand out. They want it to get attention.

GOALS

- User-friendly - remove frustration.
- Ability to export to social media instantly (no need to save or email themselves)
- Link social media accounts (eg. post to Instagram, Facebook and Twitter in one action)
- Ability to layer and add-on multiple effects.

USER INTERVIEWS

PAIN POINTS

- Users complained of having to take multiple steps or save/re-import pictures multiple times to get the desired effect.
- Users want to be able to choose dimensions. They don't like when square is the only default size available.
- Lack of good designs to select from.

NEEDS

- An app they can use on the fly, to edit photos on their phones, that fits in with their busy lives.
- A way to make their photos have a greater impact in our image-driven society
- A way to share photos instantly with friends and acquaintances on social media
- A way to save edited photos as well as export instantly
- A good selection of preset filters, effects, graphic designs, shapes, patterns, fonts and quotes
- Additionally to the preset options, the ability to type in personalised captions

USER TESTING

Users were gathered from a variety of different backgrounds. Some were familiar with many photo editing competitors and others had barely used photo editing apps before.

CRITERIA FOR USER TESTING:

Design and interface: Is the program easy to navigate and intuitive?

Photo editing tools: What are the adjustment capabilities, and how easy are they to use?

Projects and workflow: How well does the program guide you through the process from camera/camera roll to final output?

How interesting and attracting are the designs that are available to users?

Potential for creativity: Does the program have advanced tools for sophisticated effects?

Sharing and output: What formats can you output? Does the program integrate with social media sites?

Access to help and learning: Are the help functions easy to access? Does the company provide instructional documents or videos?

FEEDBACK

It took some time, and trial and error testing out user journeys and realising certain things needed to be tweaked to make a particular path more user-friendly. One of the solutions that had the best results was including the straight forward direction messages. This helped users to feel like they were being guided through their journey.

PERSONA 1. ELIZABETH GILMORE

Female. 22. Sydney. Student – Fashion design

BEHAVIOURS

Uses Instagram, Pinterest, Facebook and Tumblr daily
Has a strong following on Instagram and often promotes her designs and clothing on there.
Uses hashtags to push interest in her images

PAIN POINTS

Has to use multiple editing apps to get the results she wants.

GOALS/NEEDS

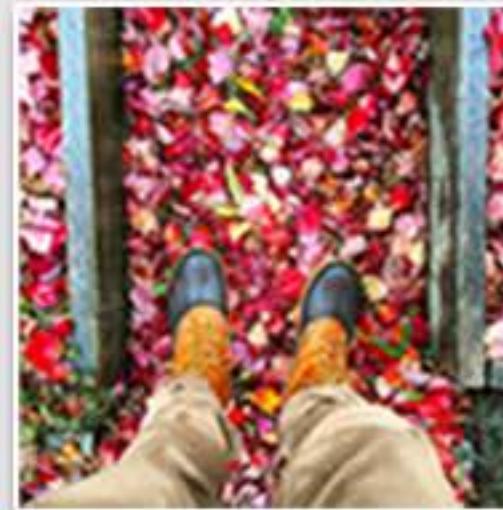
Aesthetically appealing results, beautiful photos

SCENARIOS

Elizabeth would like to promote her clothing designs on social media. As many of her followers are lovers of art and fashion she needs her page to look professional, artistic and inviting.

POSTS:

everyday objects,
selfies, artistic,
clothing, fashion



PERSONA 2. ZANE BUECHLER

Male. 27, Oregon. Graphic designer/travel enthusiast

BEHAVIOURS

Uses Instagram and Facebook

Uses Instagram to display his work as well as for design inspiration

Loves to take photos of his travel adventures

PAIN POINTS

Likes to have the option of non-square dimensions, especially for his landscape photos.

GOALS/NEEDS

High quality filters and the ability to adjust contrast/colour balance.

Ability to add vector designs to give his images a “more” factor

SCENARIOS

Zane takes pride in his Instagram gallery and is a perfectionist when displaying his photography and work.

POSTS:

everyday objects,

architecture

art, landscapes

design



PERSONA 3. LINSAY TAYLOR

Female. 16, LA. Student

BEHAVIOURS

Uses Instagram, Snapchat and Facebook every day

Want to feel constantly connected to her peers

Likes to glamourize her life

PAIN POINTS

Wants an app that she can use to quickly edit photos before posting.

Gets annoyed when she has to go through too many steps in between.

GOALS/NEEDS

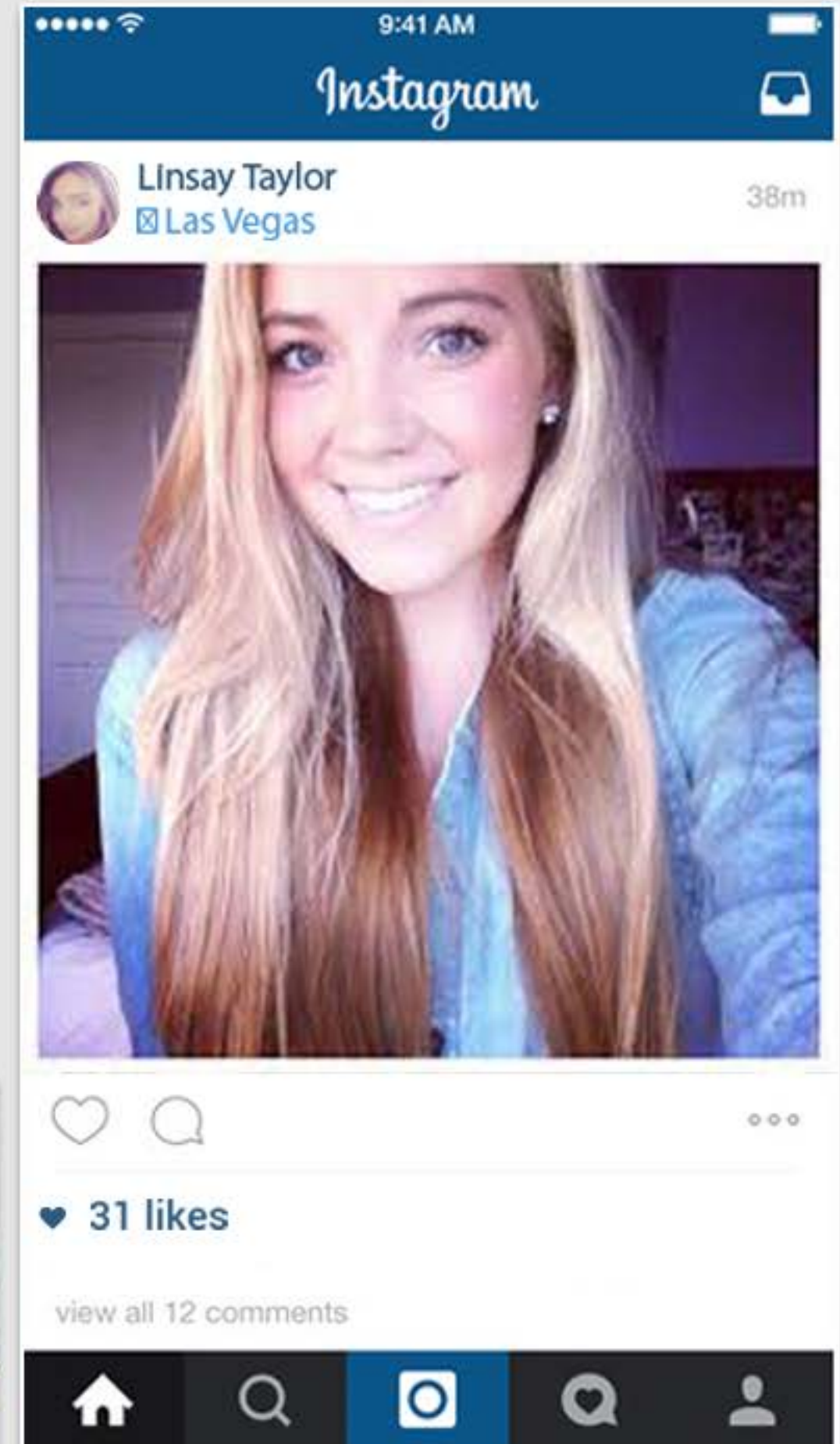
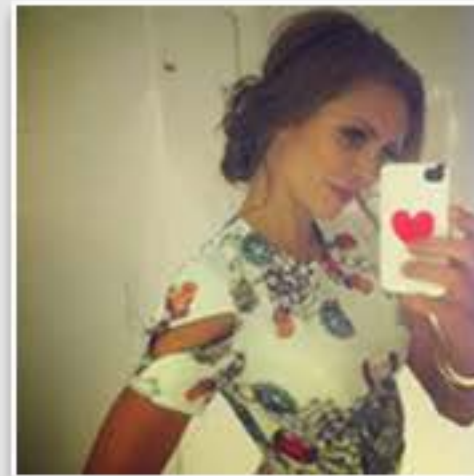
Filters for editing selfies, add funny captions to photos and memes

SCENARIOS

Linsay wants to make sure she looks cute and her life always looks fun and glamorous to her friends.

POSTS:

Selfies, selfies
and more selfies,
photos with friends,
everyday objects



SUMMARY OF RESULTS

In summary, I think the greatest need for the app is ease of usability. Social media is usually a form of leisure and socialising so it's important that using the app is an enjoyable creative outlet for users.

There are many similar apps on the market, and one of the main complaints users have is that they find a lot of the designs quite "lame" "dated" or "too kitsch". There is a lack of edgy, funky designs that are currently "on trend".

As Instagram and Tumblr have content that is heavily image-based, I see those users as being the main target market. Photos are also often posted to Facebook at the same time, so this increases the range of the demographic.

FUNKITUP IS:



inviting
warm
pleasant
simple
user-friendly
light-hearted
satisfying
rewarding

FUNKITUP IS NOT:



pretentious
intimidating
daunting
frustrating
snobby
detering

SCOPE

USER STORIES

PROJECT UPDATE | RESEARCH | **SCOPE** | CONTENT PLAN | INFORMATION ARCHITECTURE

AS A	I WANT TO	SO I CAN
amateur user	edit photos on my phone	upload and post to social media quickly
marketing user	make my photos look professionally designed	promote my brand on social media
user	add artitsic filters and funky design elements to give my photos a wow factor	make them stand out in our image-driven society
user	add quotes to my photos with a nice typographical layout and good use of fonts	share them on social media and hashtag #design #typography for networking
casual user	make my selfies look better and play with settings and filters	look good when I post them
graphic designer	make my designs and images look their best	ensure that my professional social media galleries adhere to high professional quality
amateur artistic user	create and experiement to add artisitic touches to my photography	add interest to my photos
photographer	edit photos easily from my phone (adjusting colours and so on) and to add my watermark logo to them	prevent theft

AS A	I WANT TO	SO I CAN
frequent Instagram user	make my gallery stand out from the rest and get more likes and followers	gain popularity in the community
young teenager	make my selfies and lifestyle photos look better	impress my friends and glamorize my life
person who is creative but is not trained in photoshop or adobe software	make my photos look just as impressive as a professional graphic designer’s gallery	make my instagram look cool
user	create an account	save my details and favourite things
user	export my photos to multiple social media platforms simultaneously	reach as many contacts as possible in one easy step
user	be able to go back a step without having to start over again	be more experimental and have the freedom to play around with effects
user	move and scale my graphic elements instead of only having a default position	choose where they are positioned on the photo and not block out important elements
user	layer effects/filters/shapes and choose their transparency	have more range and creative freedom
user	save my edited photos to my camera roll without having to post them somewhere	have the freedom to choose when to post and still save my edits on my phone
user	keep all my saved media in a custom folder	find my edited pics quickly

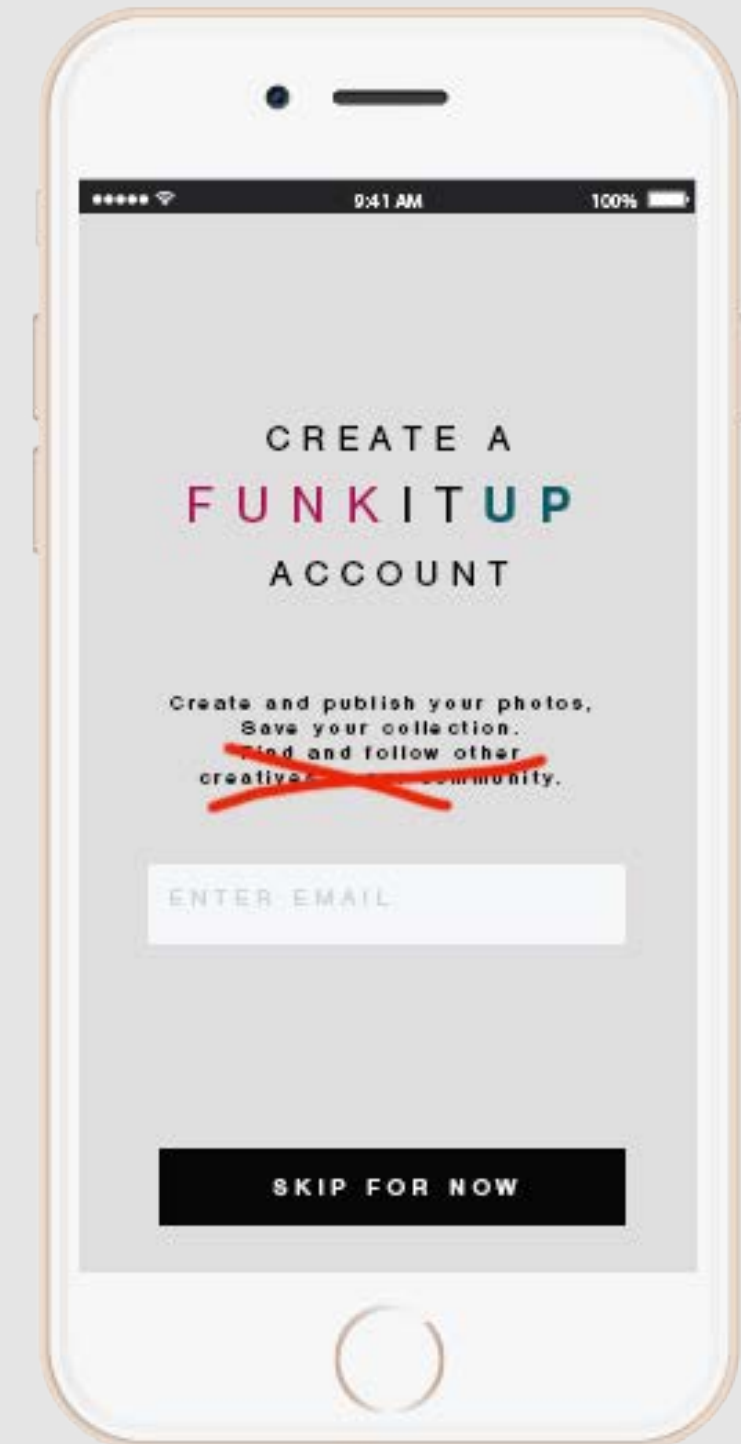
SCOPE

KILLED IT

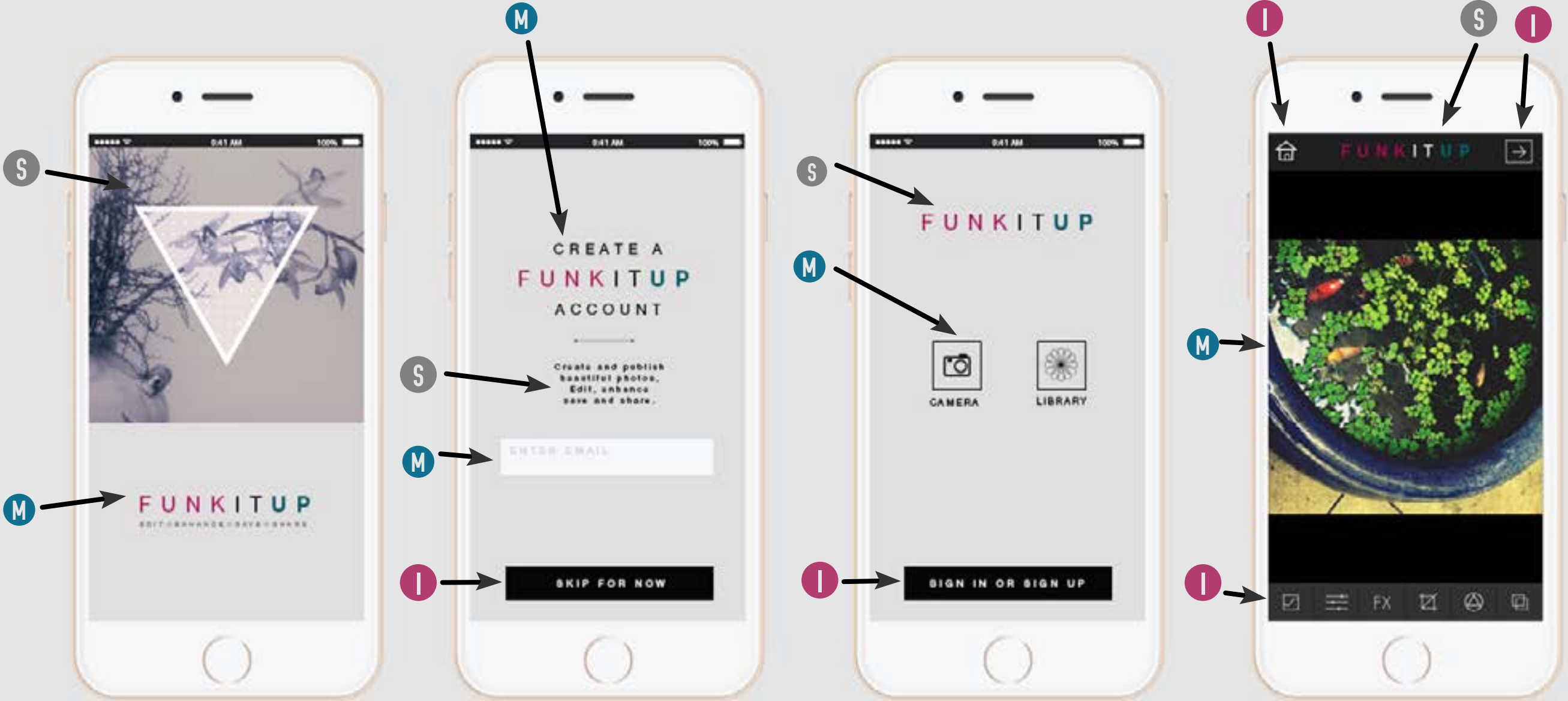
The original plan was to encourage users to sign up after the home page. But after taking on board advice shared with us in our lesson on forms, I realise it's much better to encourage users to create their image first, as they are then more likely to follow the steps to sign up.

I may still have a SIGN UP OR SIGN IN button on the homepage but give the option to SKIP THIS STEP. Another option would be to sign in with Instagram or Facebook to make this step easy and less daunting.

I also originally planned to have a newsfeed as a way to connect to other creatives and try to build a FunkItUp user community but I have decided to kill that idea too, as I have had feedback that most people get enough of that on their social media platforms and they just want to be able to edit their photos and save/export them. The social side is unnecessary for the purpose of this app.



CONTENT PLAN



M MAIN

- logo
- create an account message
- camera or library buttons
- main stage displayng photo for editing

S SUPPORTING

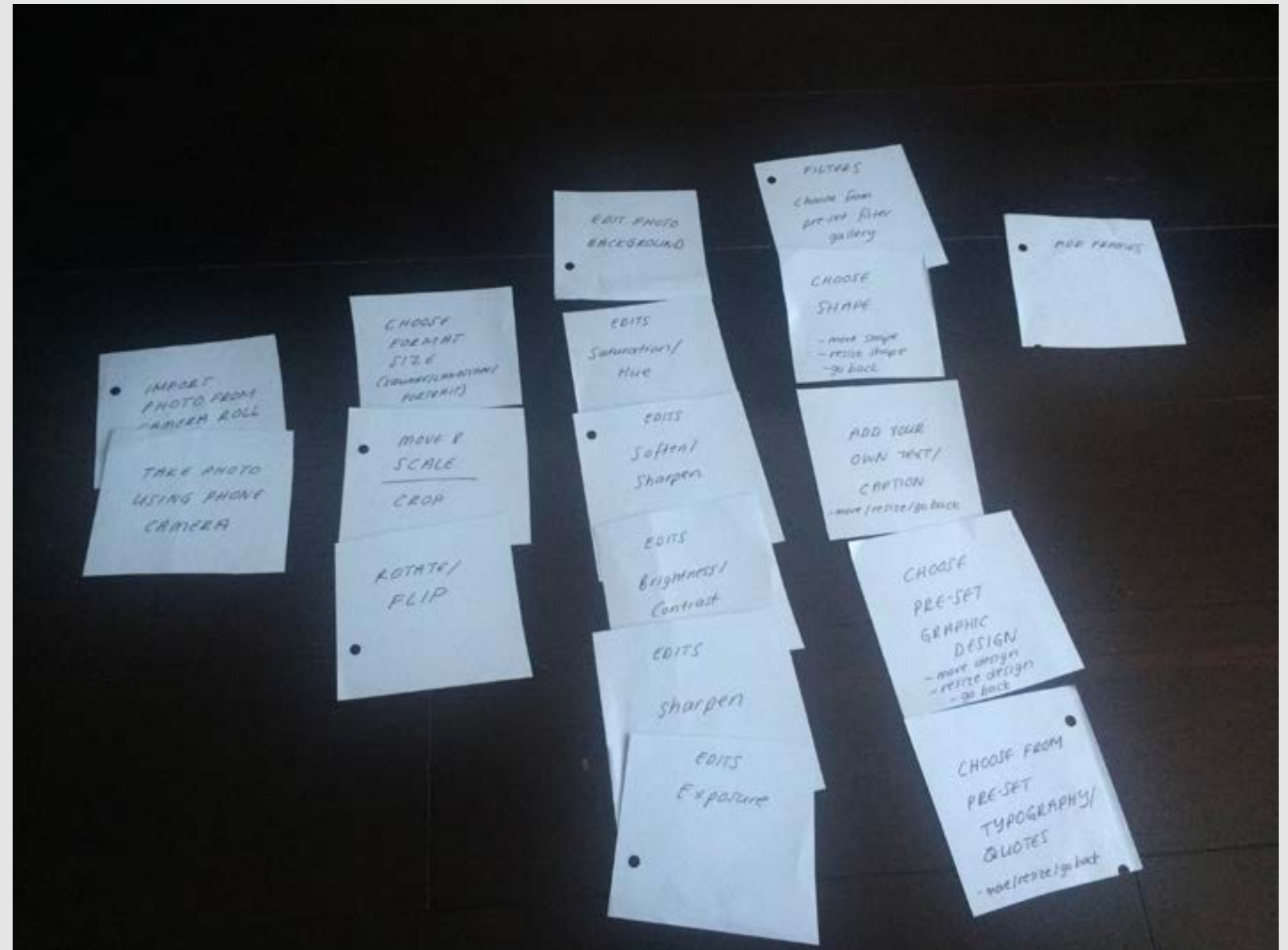
- introduction/mission message
- gallery slide show
- tagline

I INTERFACE

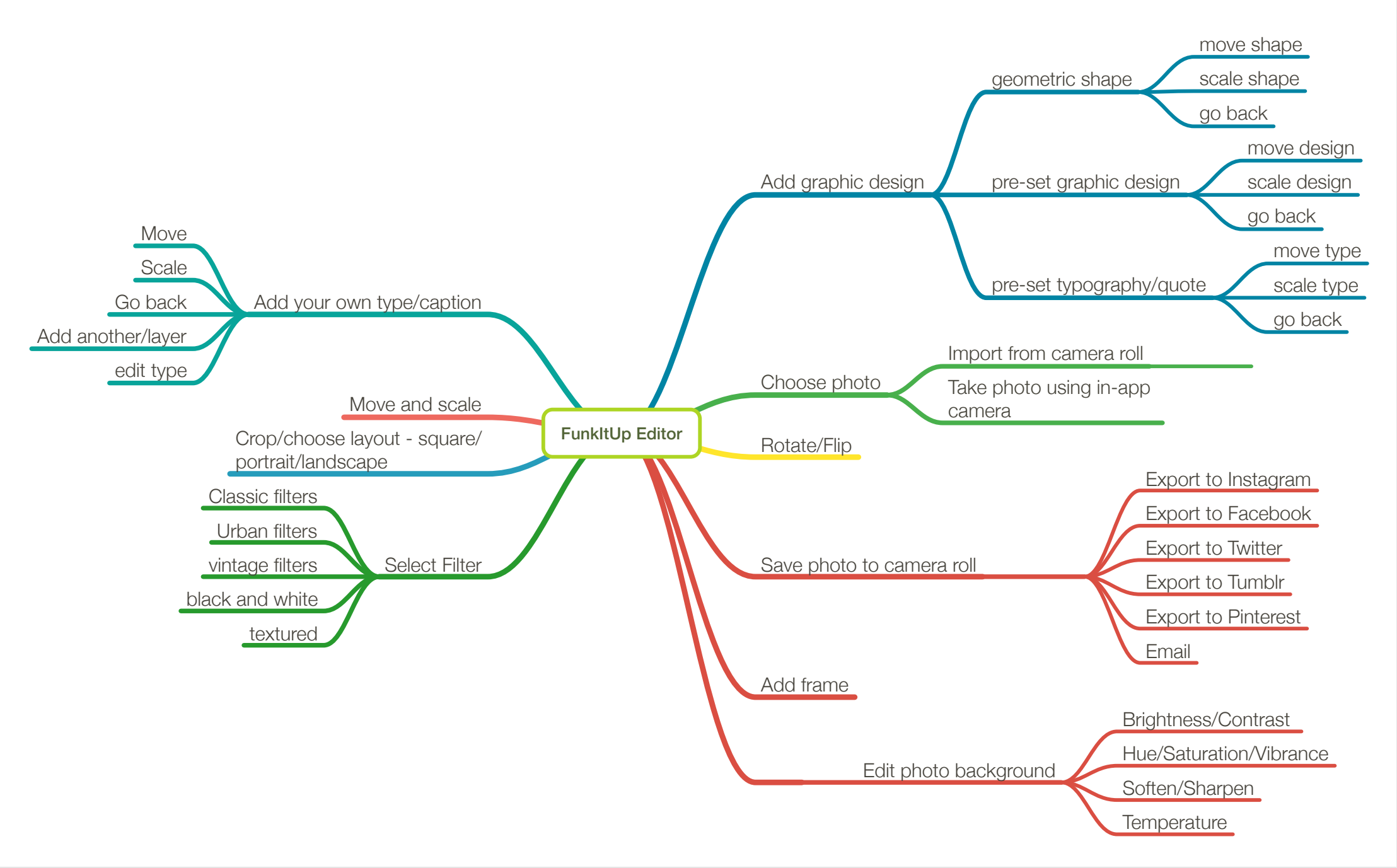
- sign in or sign up button
- skip for now button
- icons along bottom panel
- home icon
- next icon

CONTENT PLAN

CARD SORT PROCESS



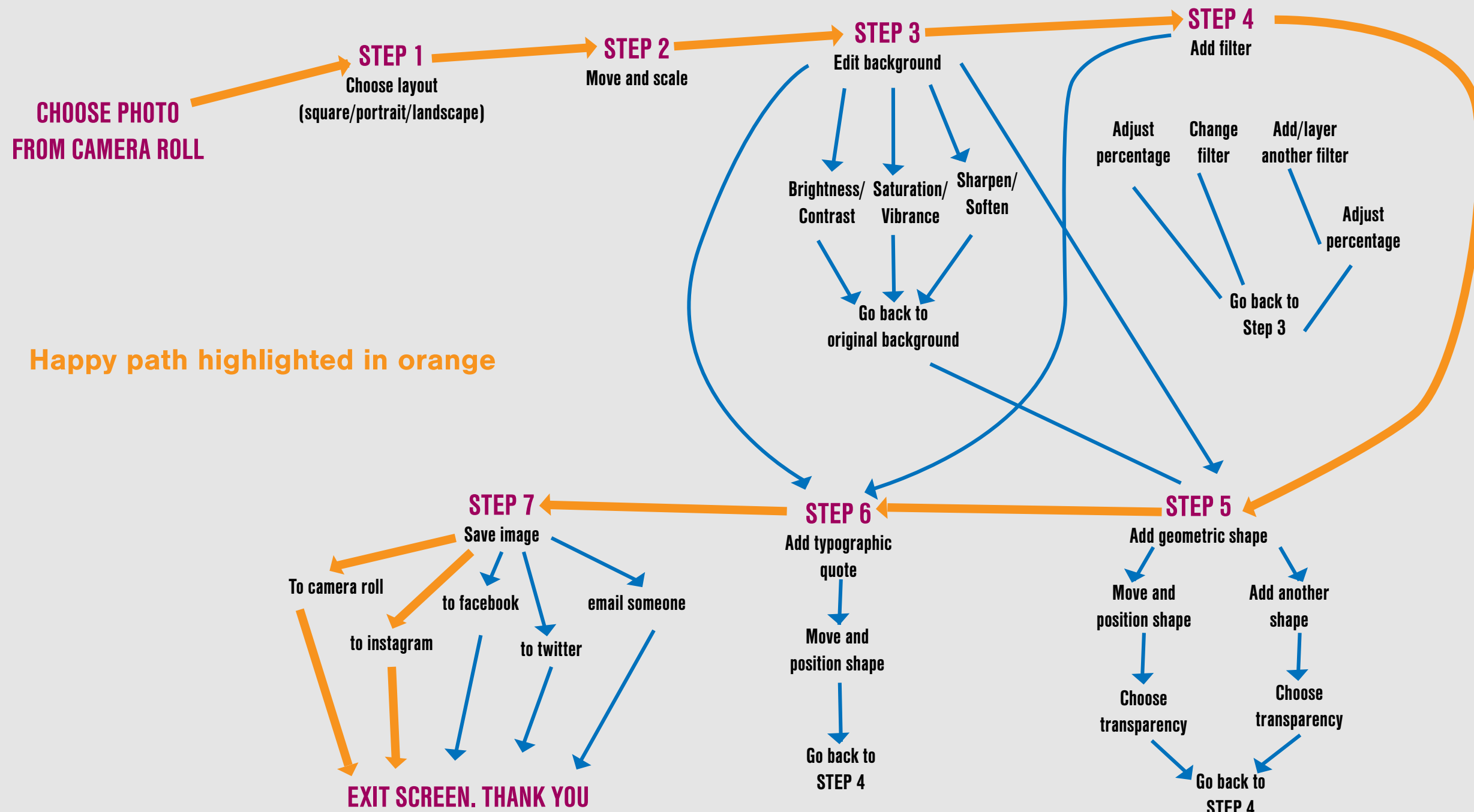
INFORMATION ARCHITECTURE



USER FLOWS

PROJECT UPDATE | RESEARCH | SCOPE | CONTENT PLAN | INFORMATION ARCHITECTURE

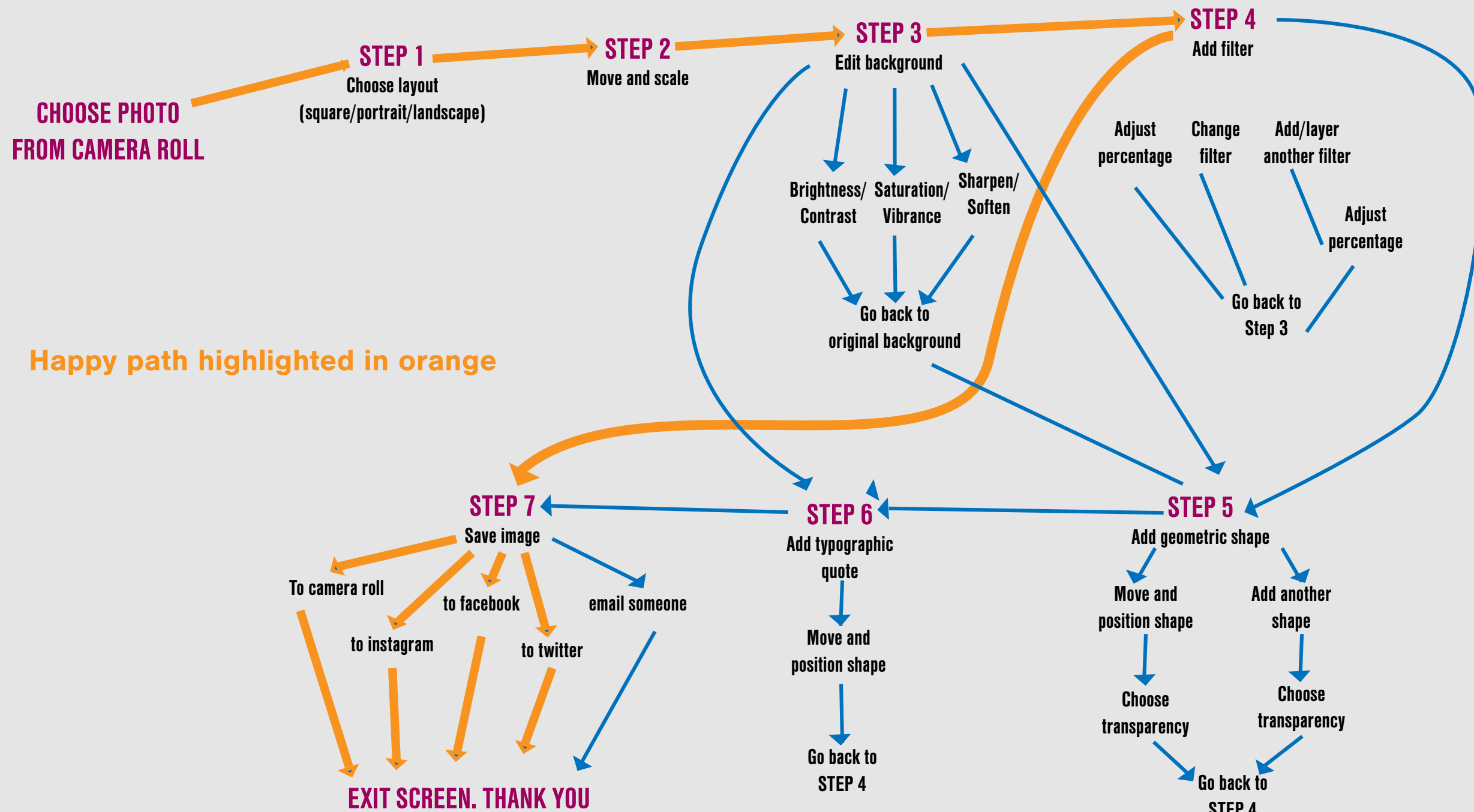
1. CREATIVE ARTIST USER FLOW



USER FLOWS

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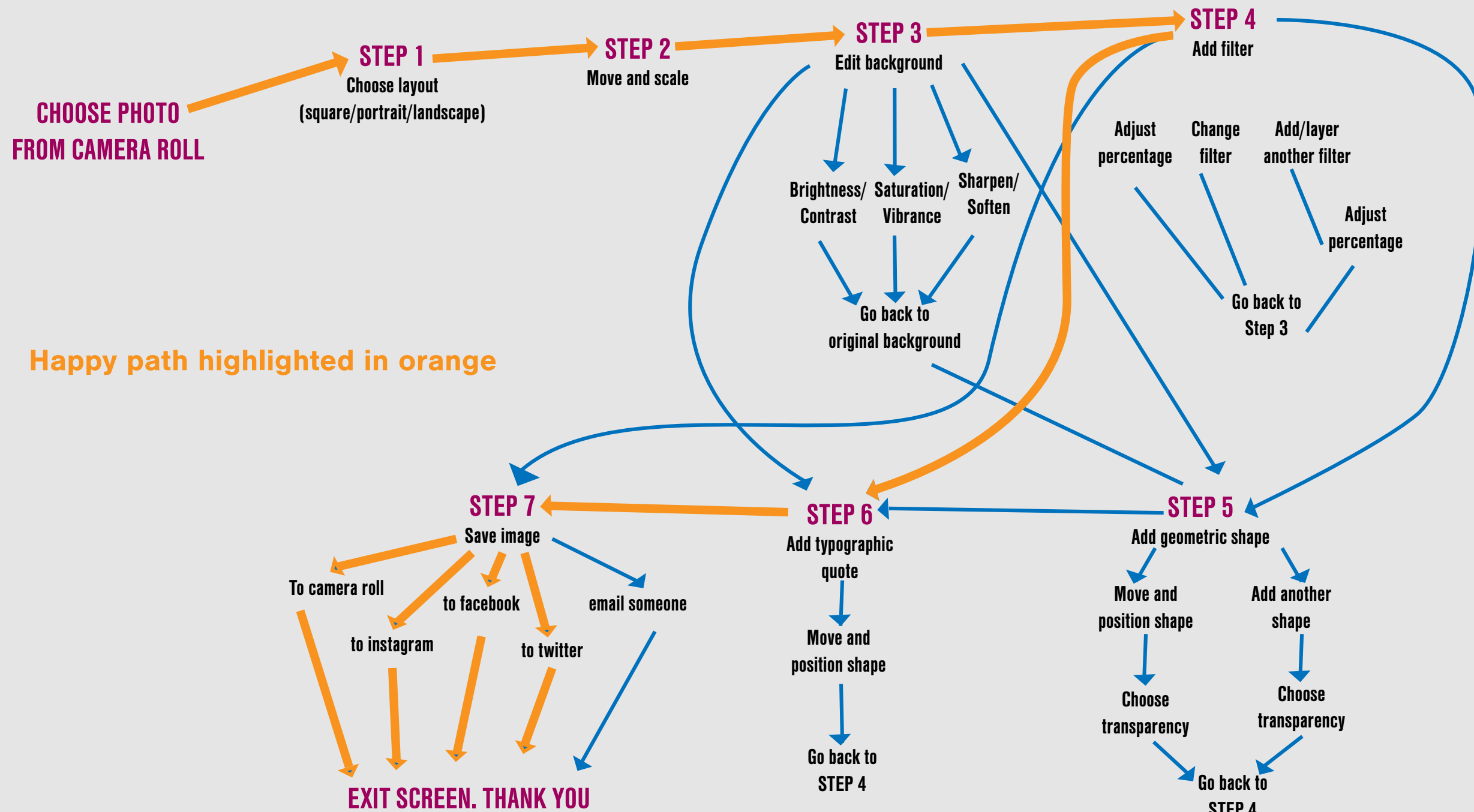
2. FASHION BLOGGER USER FLOW



USER FLOWS

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3. SOCIAL MEDIA BUFF USER FLOW



PROTOTYPING

Links to my four user journeys created in Invision are below:

USER JOURNEY 1

<https://invis.io/6D46HTFJN>

USER JOURNEY 2

<https://invis.io/TJ46JTKVM>

USER JOURNEY 3

<https://invis.io/YW46JYL34>

USER JOURNEY 4

<https://invis.io/7W46NB39M>