



Picsart AI Photo & Video Editor

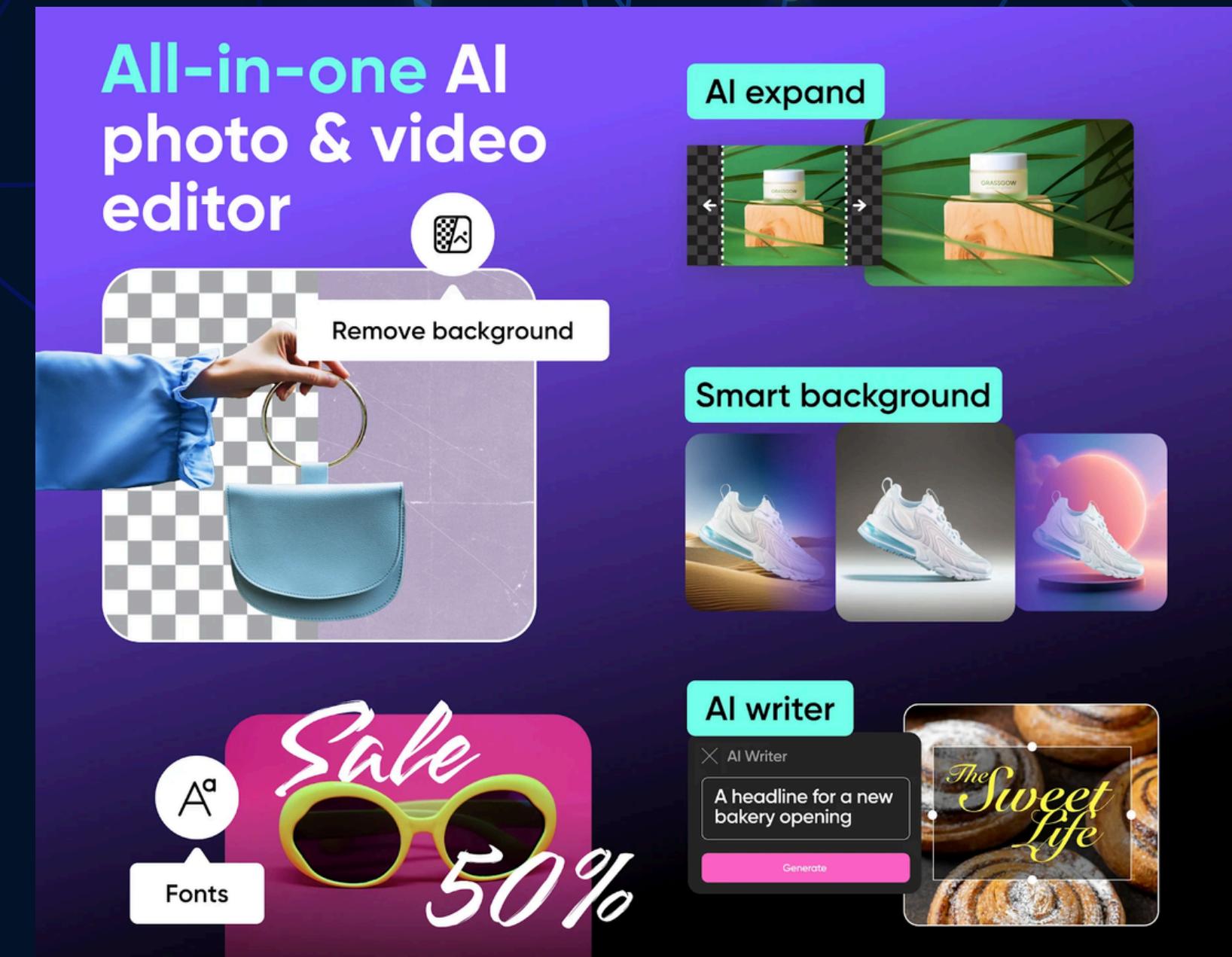


## 1. INTRODUCTION

# PICSART

**Type:** Photography

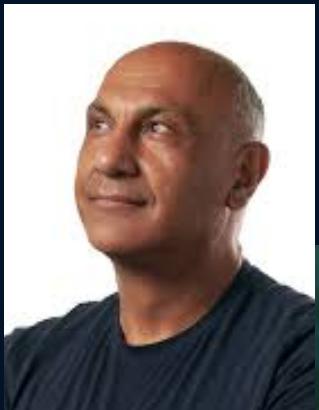
**Main purpose of the app:** Full suite of AI powered editing features, quickly remove and swap backgrounds for the perfect product shots, design flyers or social media posts with templates, create photo collages of your favorite memories, choose from hundreds of stylized photo filters.



## 2. GENERAL INFORMATION - BACKGROUND

**2012**

Launched for **Android devices** and developed by **Hovhannes Avoyan** and **Artavazd Mehrabyan**. The app reached 35 million of downloads on its first year.



**2014**

- Reached 100 million of downloads in Play Store, with 30 million of active users and registering 60K of posts/day.
- On June, they launched on **Microsoft Store** for PCs and Tablets.

**2020**

Announced on its Facebook page that the app **reached** more than **1,000** million of downloads

**2013**

Was launched for **iOS** mobile devices (on May they released it for iPads).  
On December, PicsArt was available for **Windows Phone**.

**2015**

- The company released an **educational program** regarding tech knowledge and sciences in Armenia. Offering scholarships and even job offers to work with Picsart.

## 2. GENERAL INFORMATION - AVAILABILITY

### Platforms:

- Android
- iOS
- Web

### Business model:

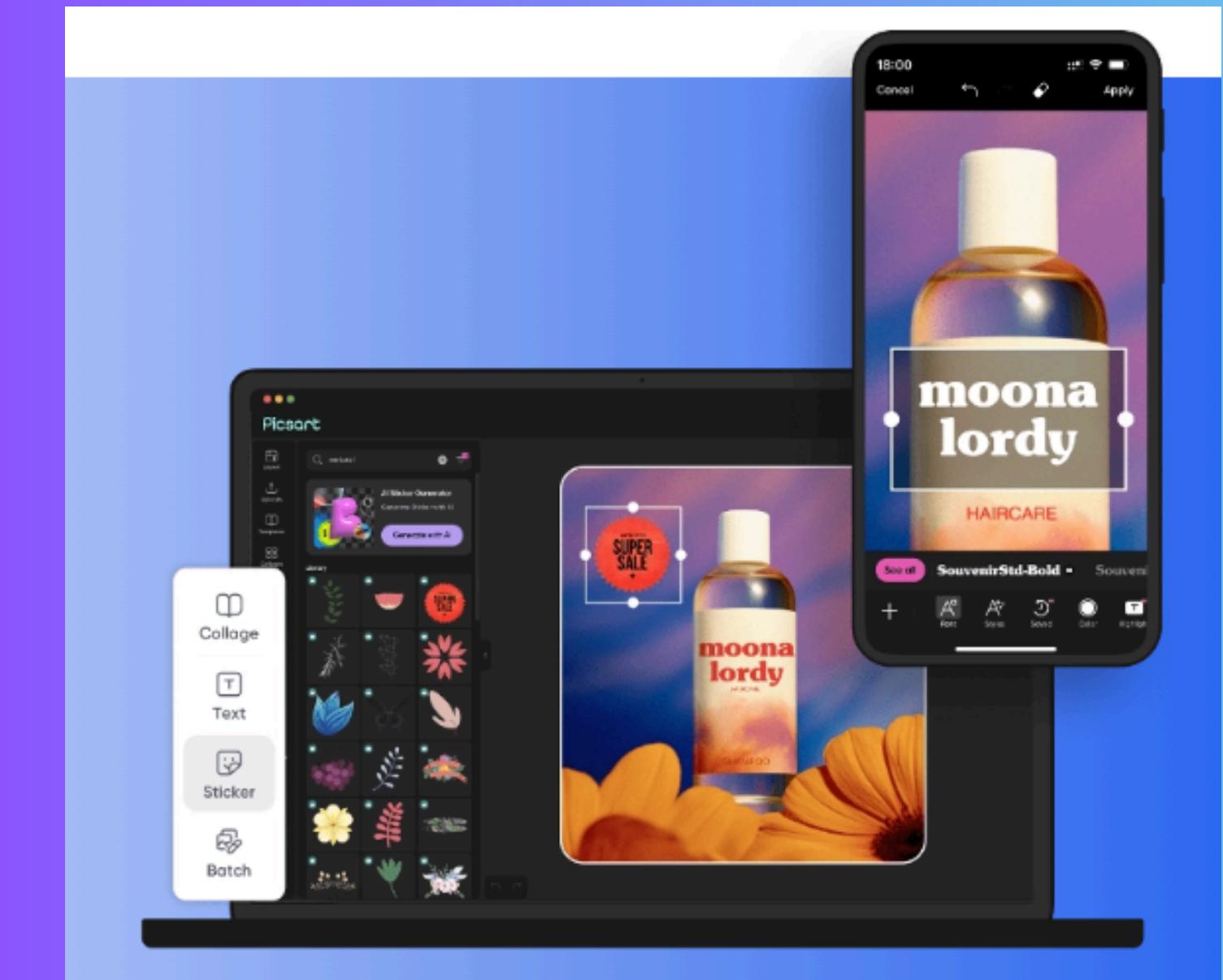
- Freemium

## TARGET AUDIENCE

Marketers, small business owners, solopreneurs, social media managers, content creators or influencers.

## PROBLEM THAT SOLVES

Backdays, photo and video **edition** was only **performed by professional** graphic designers, photographers or any person that had specialized software knowledge like Photoshop, After Effects, etc. But this app **integrated the main features** these desktop software had, giving to people more **accessibility** to these kind of tools and **lower the workload and time**.



### 3. KEY FUNCTIONALITIES - DESCRIPTION

#### 1. AI EDITOR

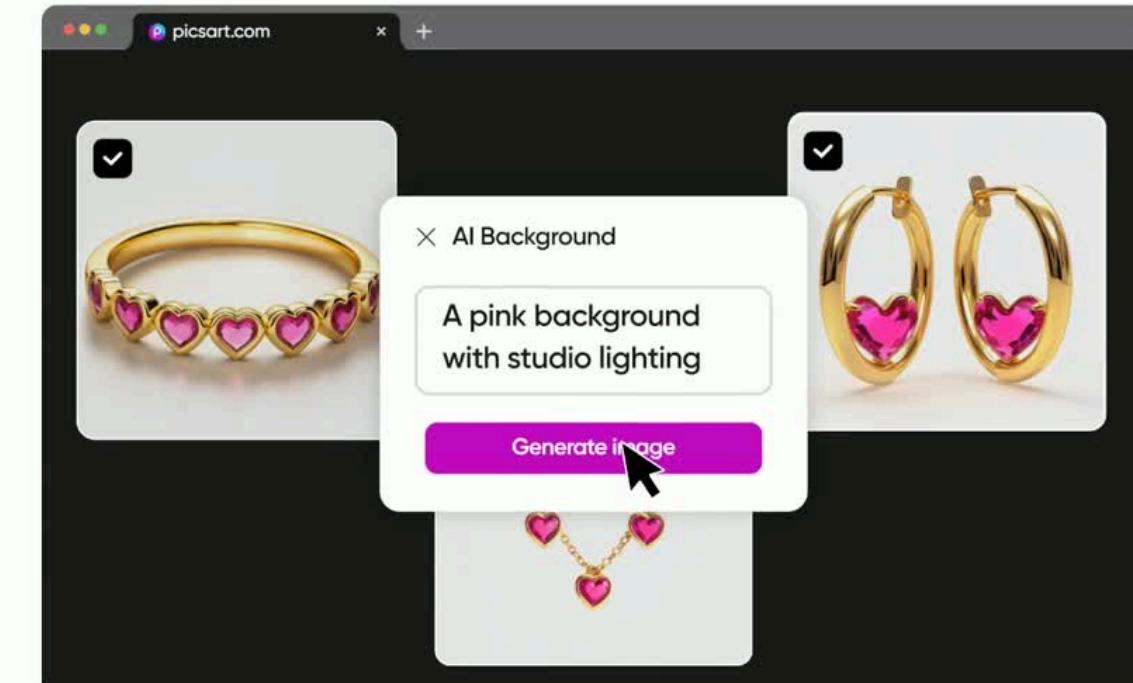
Can specify to its integrated AI any edition feature you require to edit any image through **prompts**. As well, can generate images or custom illustrations from a detailed description.

#### 2. PHOTO & VIDEO EDITOR

Includes many trending photo & video **filters** and effects, **specialized tools** like background remover or object remover. Also, can create stickers and make use of **AI** as an assistant **to glance photos and videos**.

#### 3. BRAND IDENTITY GENERATOR

With this tool, startups and entrepreneurs can easily and rapidly **create** its **own brand identity**. This functionality lets them create a logo, color palette, typography and graphics.



### 3. KEY FUNCTIONALITIES - INTERESTING TOOLS

#### PICSART CREATIVE API

To enhance your apps with **specific editing features**, like removing backgrounds, texture generators, effects, etc.

#### PICSART PHOTO & VIDEO SDK

Its an **embeddable** Picsart Photo and Video Editor. It means you can embed or **integrate the full editing suite** into your platform.

#### INTEGRATIONS

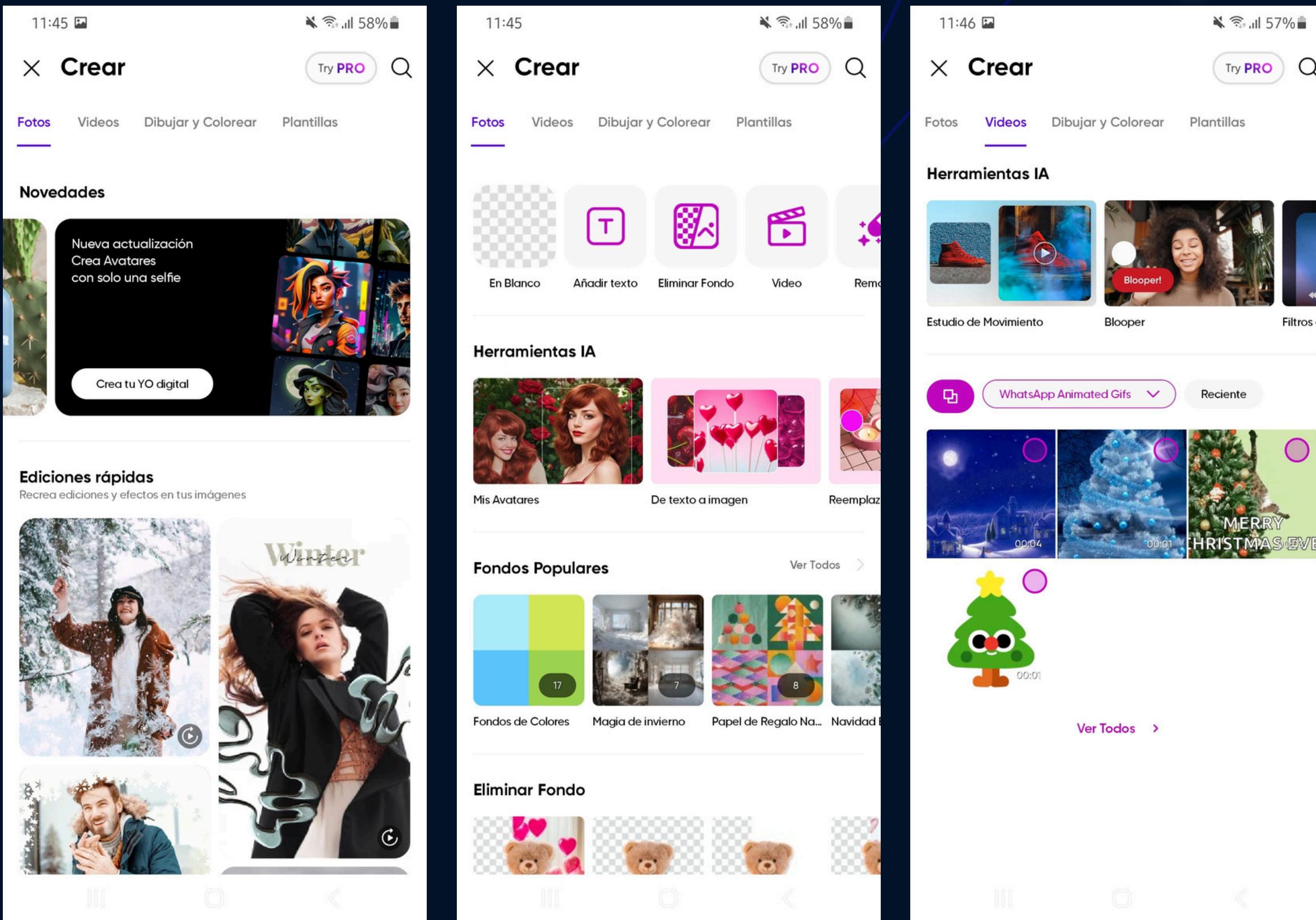
- Zapier
- Make
- Elastic.io
- Integrately
- Pabbly
- RapidAPI

#### PLUGINS

- GIMP Plugin
- Sketch Plugin



### 3. KEY FUNCTIONALITIES - HIGHLIGHTS



# USER INTERFACE

Its interface is **simple and straight** to the features you might need. It gives you **examples** of how the filters and effects works.

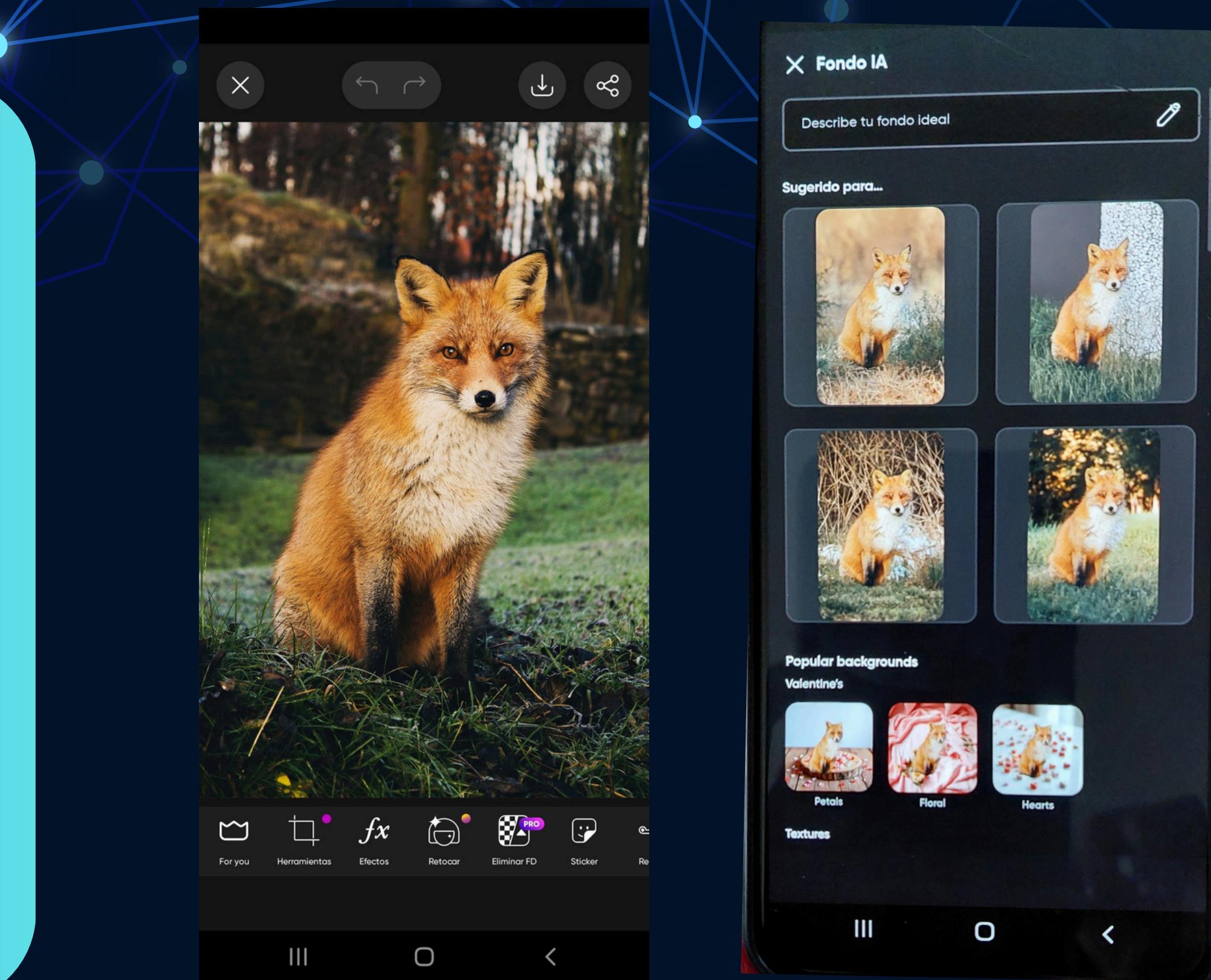
As well, it counts with a **social or community section**, where people can share its creations on this platform or explore from others to get new ideas or reuse presets made by them.

### 3. KEY FUNCTIONALITIES - HIGHLIGHTS

# USER EXPERIENCE

All the **main tasks** are in **one screen**, so the user can't get lost and go straight to the edition screen. The vast amount of editing tools can lead to an increment on spending time use of the app.

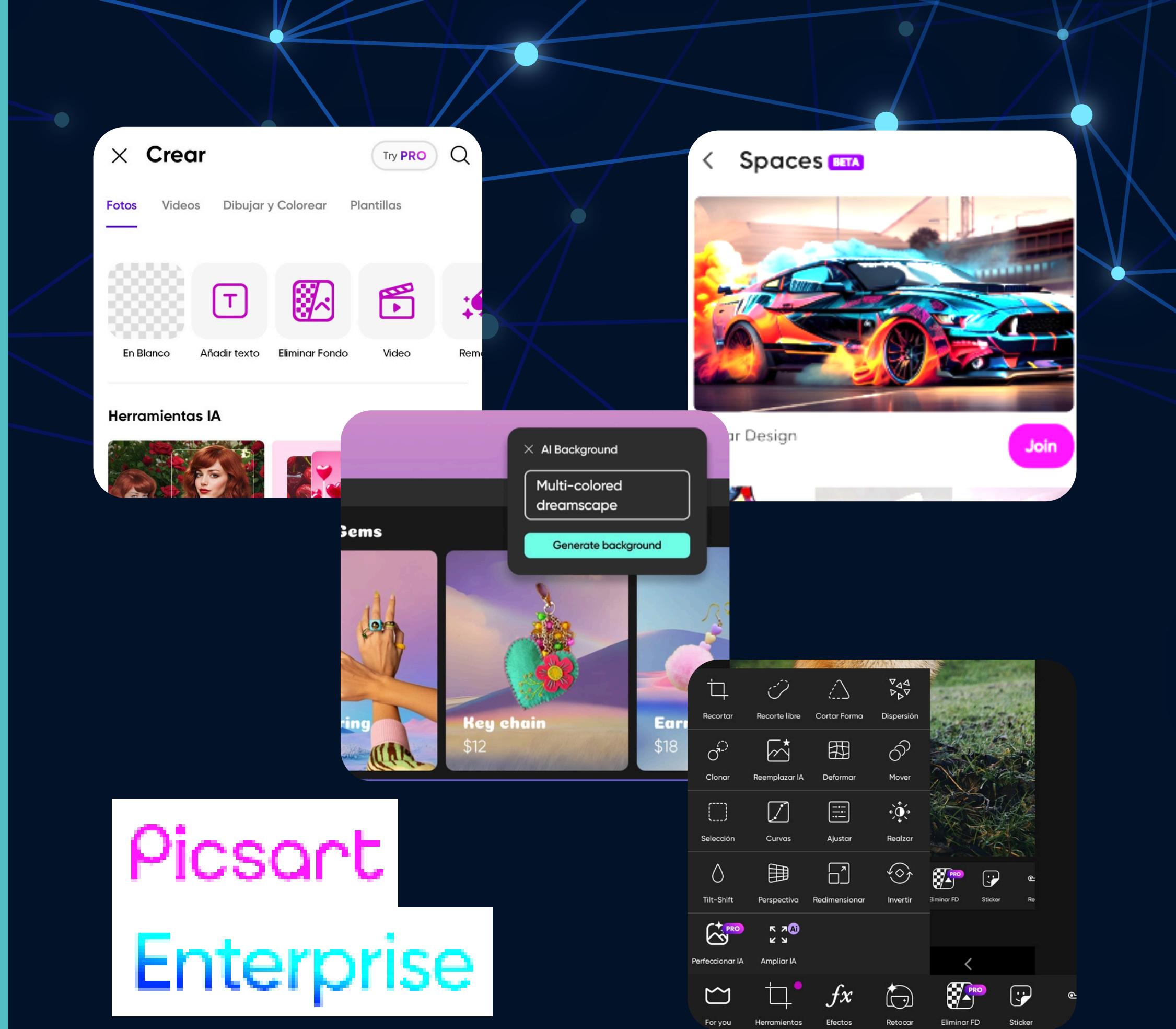
As last point, while you interact with the app and (if you have a free account), the popped out **publicity** and **inaccessibility** to some **features** can affect negatively to the experience.



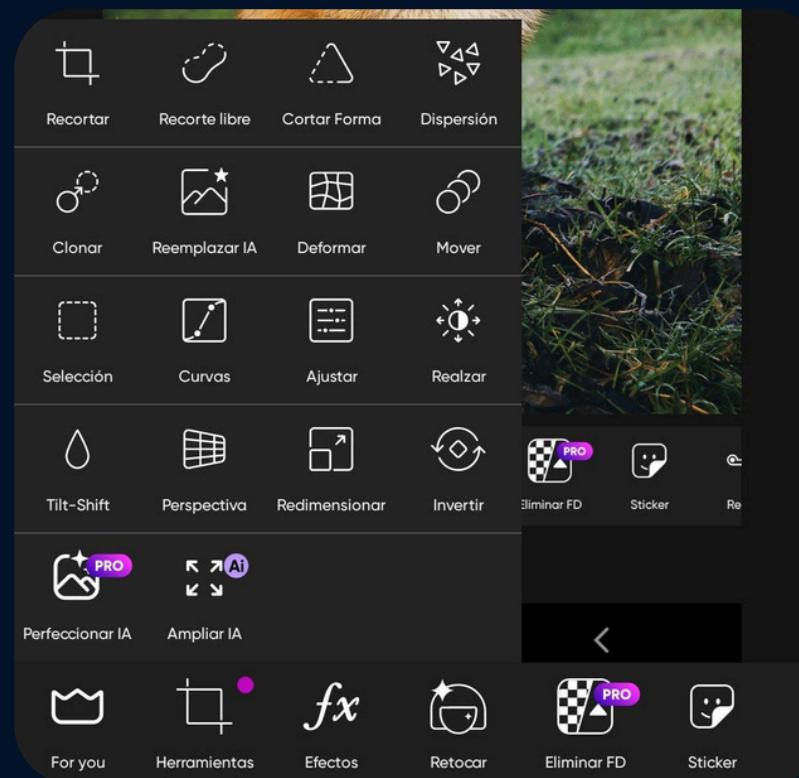
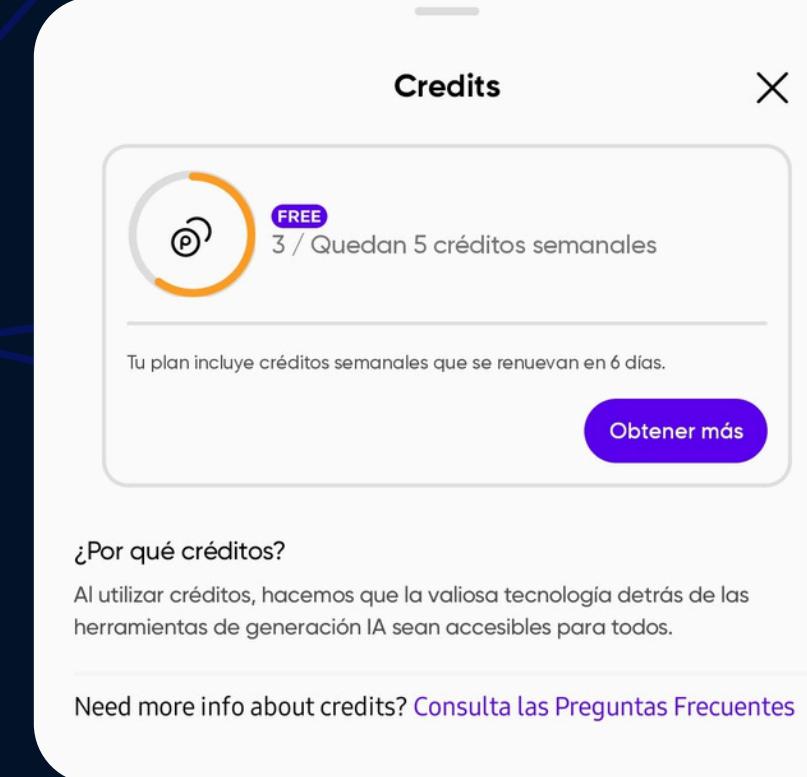
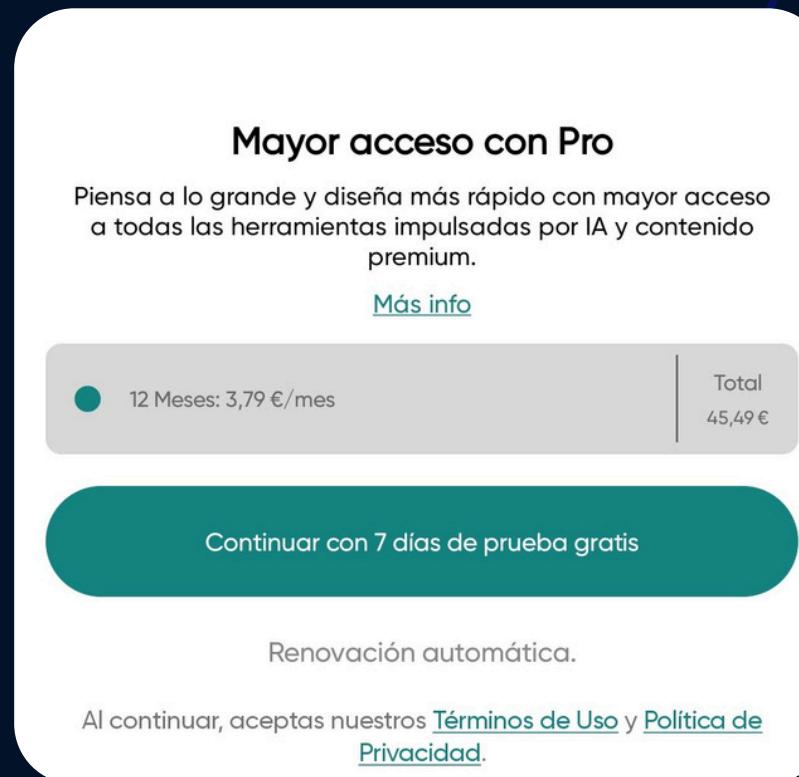
#### 4. CRITICAL ANALYSIS

# ADVANTAGES

- 1 AI integration
- 2 Clean interface
- 3 Complete and large amount of editing tools
- 4 A specialized branch for enterprises and entrepreneurs
- 5 Has its own community where you can share and explore other creations



#### 4. CRITICAL ANALYSIS



# LIMITATIONS

- 1 The **large amount of tools** can lead to confusion or overwhelm users
- 2 Some AI tools and other features are **only available** if you have an **account, internet access and/or a PRO plan**
- 3 Wants to act **like a social media app** instead of centralize all of its resources on its specialization (photo and video edition or AI assistance improvements)
- 4 **High frequency of ads** and its duration. As well as watermarks you can't remove when you edit and save videos.

4. CRITICAL ANALYSIS

# COMPARISON





A network graph is displayed against a dark background. The graph consists of numerous small, semi-transparent blue circles of varying sizes, representing nodes, which are interconnected by thin blue lines of different shades, representing edges. The nodes are more concentrated in the center and right side of the frame, creating a sense of a central hub or community.

THANK YOU

