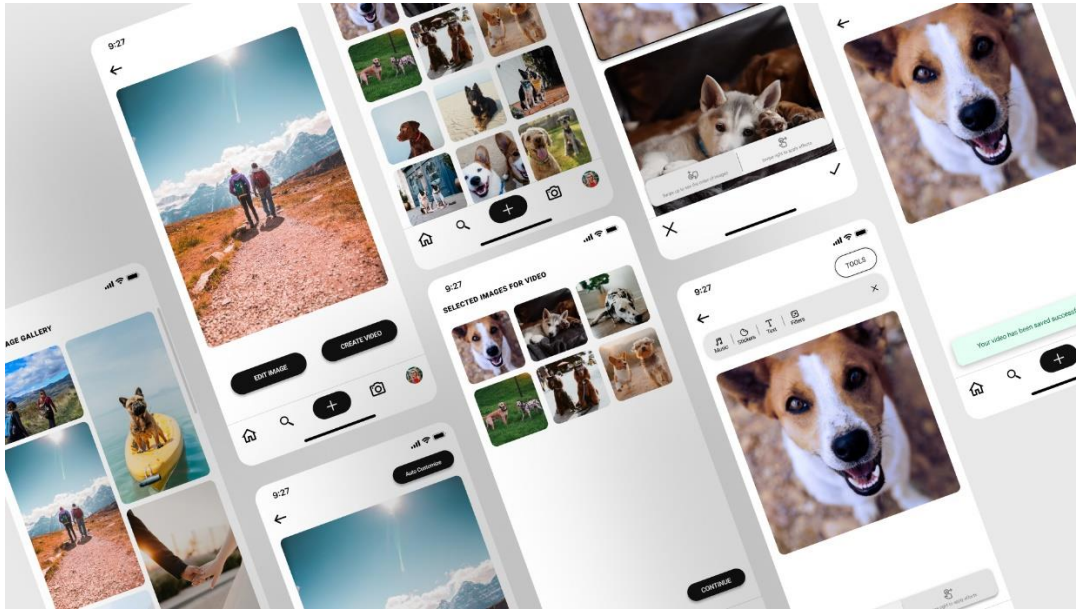# PHOTO-EDITING MOBILE APPLICATION

Elevating Mobile Photo Editing with Background Noise Reduction

Role

UX/UI Designer

Overview

Photo Editing is a mobile photo editing application designed to cater to the increasing trend of photo editing on smaller screen devices, particularly mobile phones. The focus of this project is on Background Noise Reduction and Salvaging Unusable Photos, providing users with a seamless solution to enhance photo quality by removing unwanted elements. My role as the lead UX/UI designer was to understand user behaviors, identify pain points in existing applications, and design an interactive and user-friendly interface.

The challenge

The primary challenge was to address the specific needs of users like Abbey Gray, a content creator seeking efficient and effective photo editing tools on mobile devices. The key challenges included time constraints, frustrations with existing applications' interfaces, and the need for precise background noise reduction. Technical constraints involved optimizing the application for mobile use and ensuring a smooth editing experience.

Solution

- User-Centric Design: Conducted in-depth research on visual user behavior and gestures, ensuring the interface aligns with natural interactions, reducing the learning curve for users like Abbey Gray.
- Background Noise Reduction Feature: Implemented an advanced background noise reduction algorithm to help users clean up their images effortlessly.
- Mobile-Friendly Interface: Designed an interface specifically tailored for mobile users, offering a seamless and intuitive experience on smaller screens.
- Customization and Templates: Added features for customization, allowing users to add creative elements to their photos with templates, catering to the diverse needs of content creators.

User Persona

Abbey Grey

BIO

Abby is ambitious and hard-working student. Born and raise in small town of ON. She moved to GTA to pursue her dreams of engineering and has lived on campus throughout the university experience. She works part-time at local coffee shop but makes sure to have enough time for her friends and social life.

Abby enjoy reading books and hiking. She is active on social media and she love using new technology but bit hesitated if she can't learn quickly.

AGE : 26 years
GENDER : Female
EDUCATION : Master's
MAJOR : COMPUTER

NEEDS AND GOALS

· Wants to graduate with excellent grades
· Wants to be physically more active and eat healthier
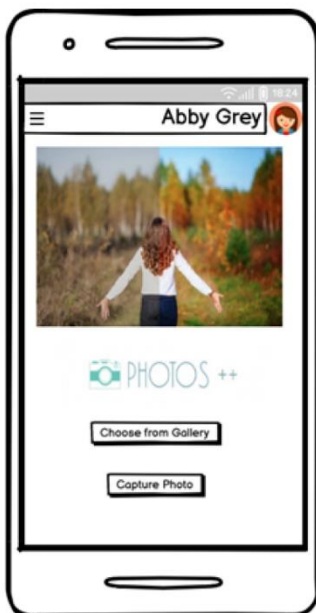· Aspire to travel all over the world but feels unsafe travelling alone

FRUSTRATIONS

· Job Searching
· Student Loan
· Fear of under developed social skill
· Useless phone apps that take up space on her phone
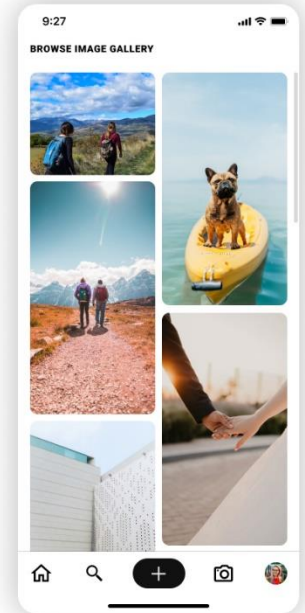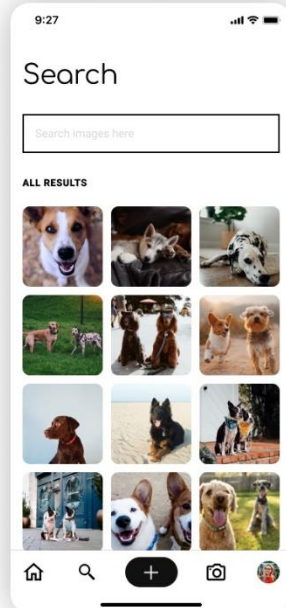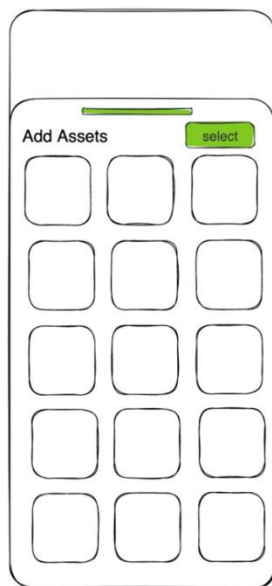
Wireframe

HOME SCREEN

BROWSE IMAGE GALLERY
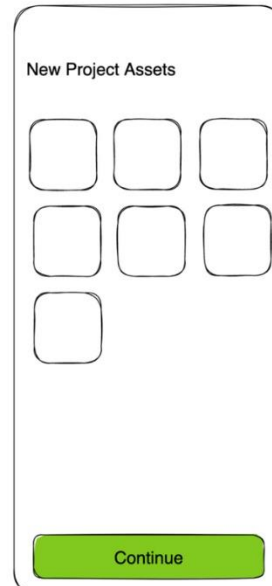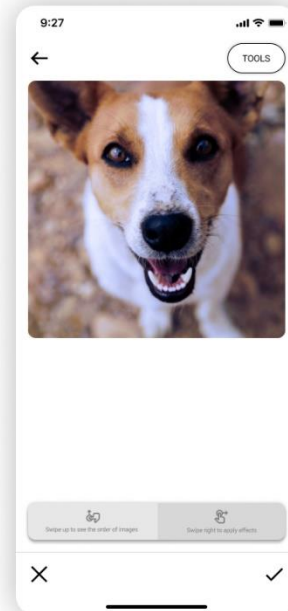
IMAGE TO BE EDITED

IMAGE EDITED

BROWSE GALLERY TO CREATE VIDEO

IMAGES SELECTED FOR CREATING VIDEO
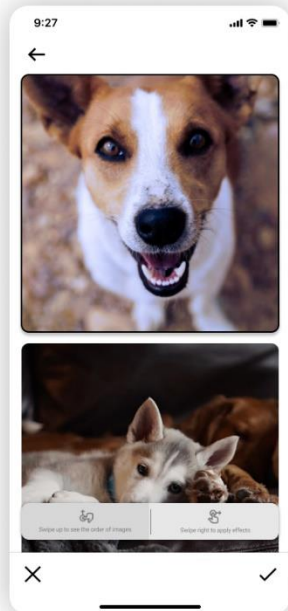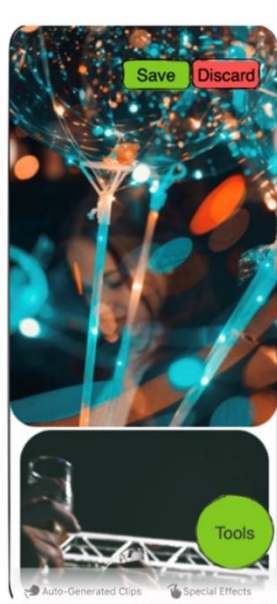
Style Guide

COLOR & TYPOGRAPHY

COLOR PALETTE

#111111

#D7D7D7

#E7E7E7

#FFFFFF

Your video has been saved successfully in gallery.
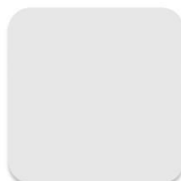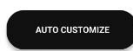
FONT-FAMILY : ROBOTO
FONT-SIZE : 12px
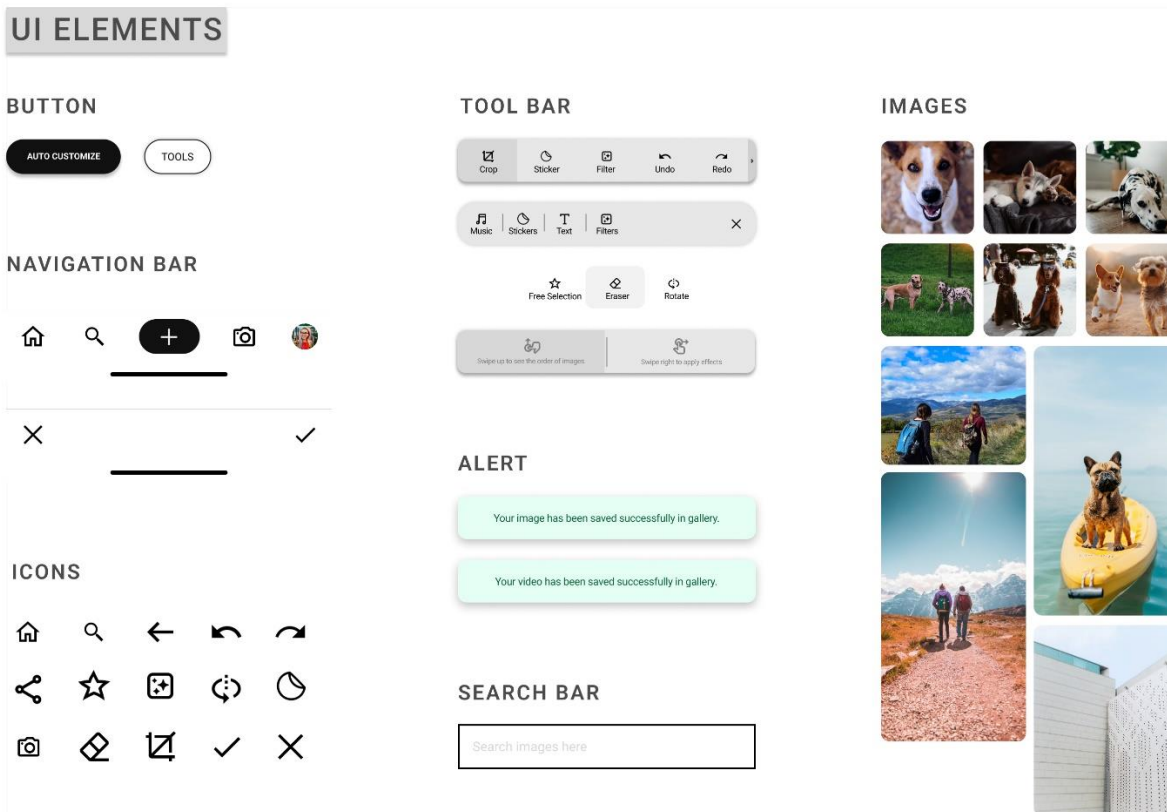BG-COLOR : #E4FFF3
FONT-COLOR : #0A623A

AUTO CUSTOMIZE

FONT-FAMILY : ROBOTO
FONT-SIZE : 10px
BG-COLOR : #111111
FONT-COLOR : #FFFFFF

TYPOGRAPHY

FONT FAMILY : ROBOTO

FONT SIZE
Large text size - 13px
Regular text size - 12px
Small text size - 10px

Results

- **Positive User Feedback:** Users, including Abbey Gray, provided positive feedback on the user-friendly interface and the effectiveness of the background noise reduction feature.
- **Increased User Engagement:** The app witnessed a significant increase in user engagement, with users spending more time editing and enhancing their photos.
- **Tech Adoption:** Successfully addressed the challenge of optimizing the application for mobile use, leading to increased adoption among users.

Reflections and Next Steps

The project achieved its primary objectives by addressing the identified challenges and meeting user needs. Continuous improvements involve refining features based on user feedback, exploring additional customization options, and expanding the app's capabilities.

Lessons Learned

Understanding the specific needs and frustrations of the target users is crucial for designing a successful and impactful application. Iterative design, incorporating user feedback at each stage, ensures that the final product aligns closely with user expectations. The challenge of optimizing for mobile use requires careful consideration of interface elements and user interactions on smaller screens.