



Photo Simple

The Easy Way to Do Photoshop

PhotoSimple

Photoshop is an industry standard for anything involving digital design and creation. Despite the software's widespread use, it can be difficult to learn. The purpose of PhotoSimple, is to make using Photoshop easier for beginner users. It serves as a plugin to teach users how to use its many variety of tools. Many Photoshop users have expressed their confusion with the multitude of effects Photoshop utilizes.

Is there really
a simpler way
to learn Photoshop?



Technology



PhotoSimple is a plugin for Photoshop, therefore it is required to use. Also, Photoshop was used to create many of the designs for this plugin.



Adobe Xd was used to create the wireframes to map out the process flow and features of PhotoSimple. This software will be used for the final prototype.

Requirements



A "PhotoSimple" button that will activate and deactivate the tool's features.



A "Description" button that will have a quick description on what the tool does with a gif.



A "How-to Procedure" button that goes into further detail on the tool's features and explains a step-by-step process on how to use the tool. Also provides a gif for the user.



Various gifs to show the user how a tool works.



Tabs for "Photo Editing", "Illustration", "Graphics", and "Web Design" that break down the large pool of tools into smaller categories based on the user's needs.



A zoom feature that offers draggable, scalable zooming.

Oh! I see!
Let's Get
Started!



Logos



PhotoSimple

Product
Logo



Icon
Logo

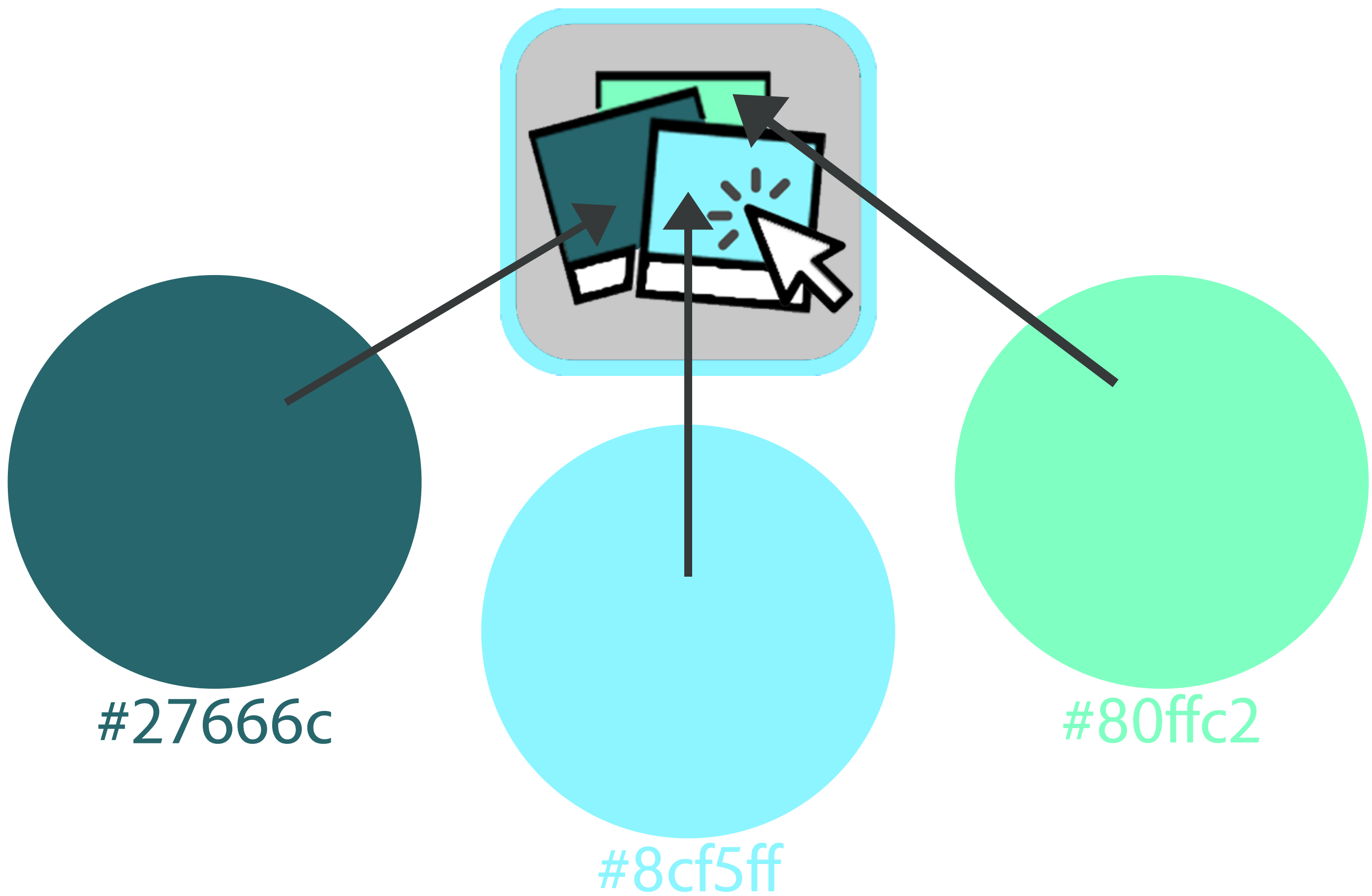
Computer to show the product is meant for the computer.

Snapshots to focus on the idea of photo-work.

The Font of the logo is the same as the font of the product.

The PhotoSimple logos were meant to be as simple as the product.

Colors



The colors of PhotoSimple were meant to be soft and relaxing to give the user a sense of ease in using Photoshop.



PhotoSimple is meant to be cool, soothing, grounded, and soft to the user.

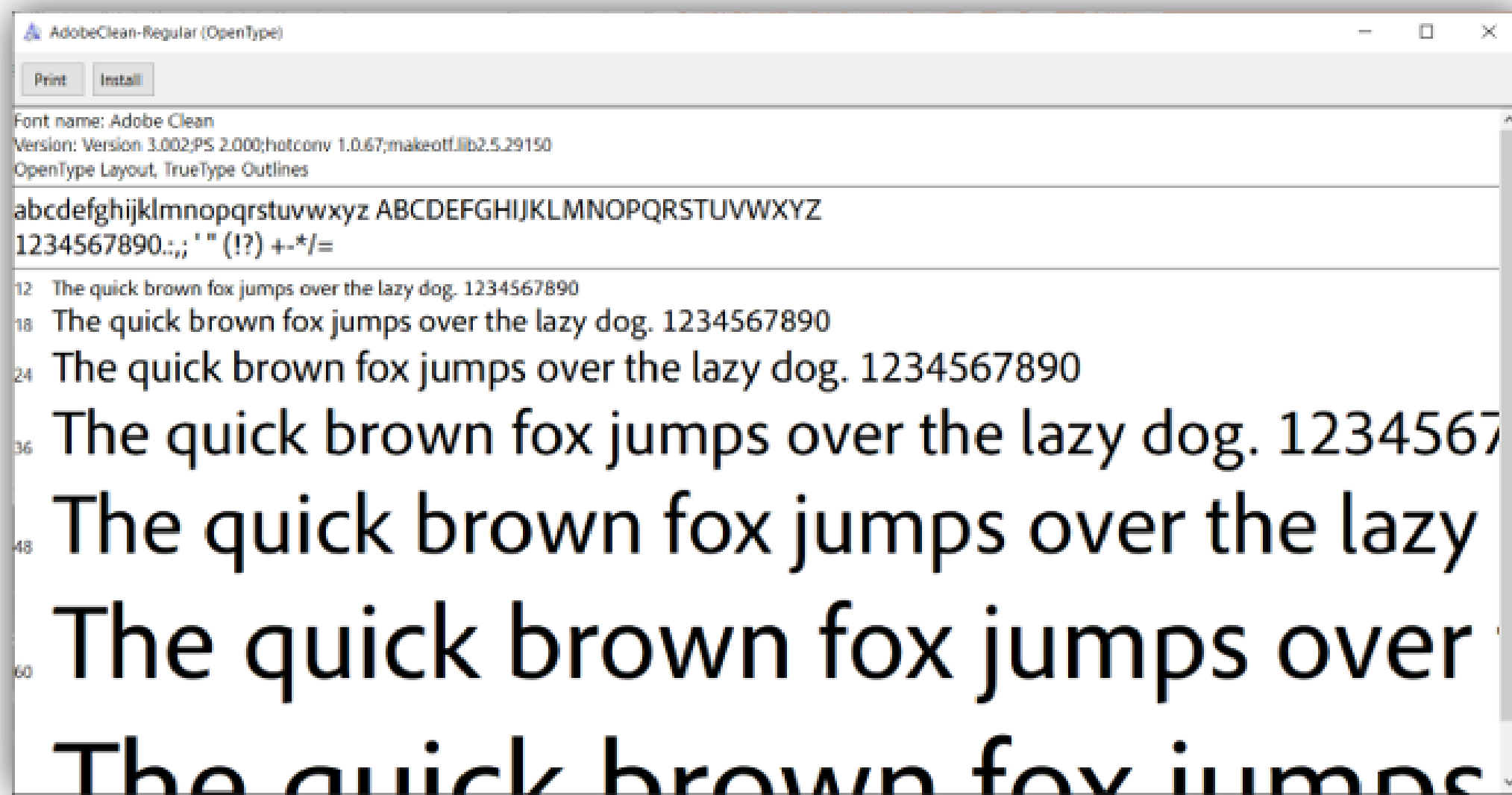


Greens and blues were chosen not to compare to the colors of Photoshop, but to give PhotoSimple its own look.



We chose not to use different hues of blue or green, we keep similar cool colors to have an extra pallet.

Typeframe



Adobe Clean

Adobe Clean is meant to pair nicely with Photoshop. Having a similar type-font to Photoshop allows PhotoSimple to be considerate of all types of users and prevent confusion to users who wish to return to the original Photoshop.

How creative and Calming!
Show me More!



Every word typed in this document
uses Adobe Clean as its Font.

Persona #1: Jimmy



Profile

Name: James "Jimmy"
Hernandez

Age: 23

Occupation: Web
Developer

Objectives

- Become proficient in Photoshop quickly.
- Advance his new web development career with his new Photoshop skills.
- Be able to assist other coworkers with Photoshop.

Background

Jimmy is fresh grad that was just hired as a front-end web developer. As part of his first work assignment he is asked to create a mockup of a hand drawn design. Jimmy will later need to share the design with his coworkers so they can include it in their work, the software used at his new office is Adobe Photoshop. However, he has very little experience with the program, and needs to become proficient rapidly. Jimmy does not have much time to watch extensive hour-long videos, and requires targeted solutions and simple tutorials. Jimmy would be helped the most by features in photo simple such as individual tool explanations and targeted tutorials for simple tasks. As Jimmy works to create the digital design, he can apply the tool filters to create a less overwhelming interface as he learns what each tool does. With these easy to use features Jimmy is able to efficiently create the design and finish his work.

Profile #2: Gabriel Jones



Profile

Name: Gabriel Jones

Age: 26

Occupation: Graphic Designer

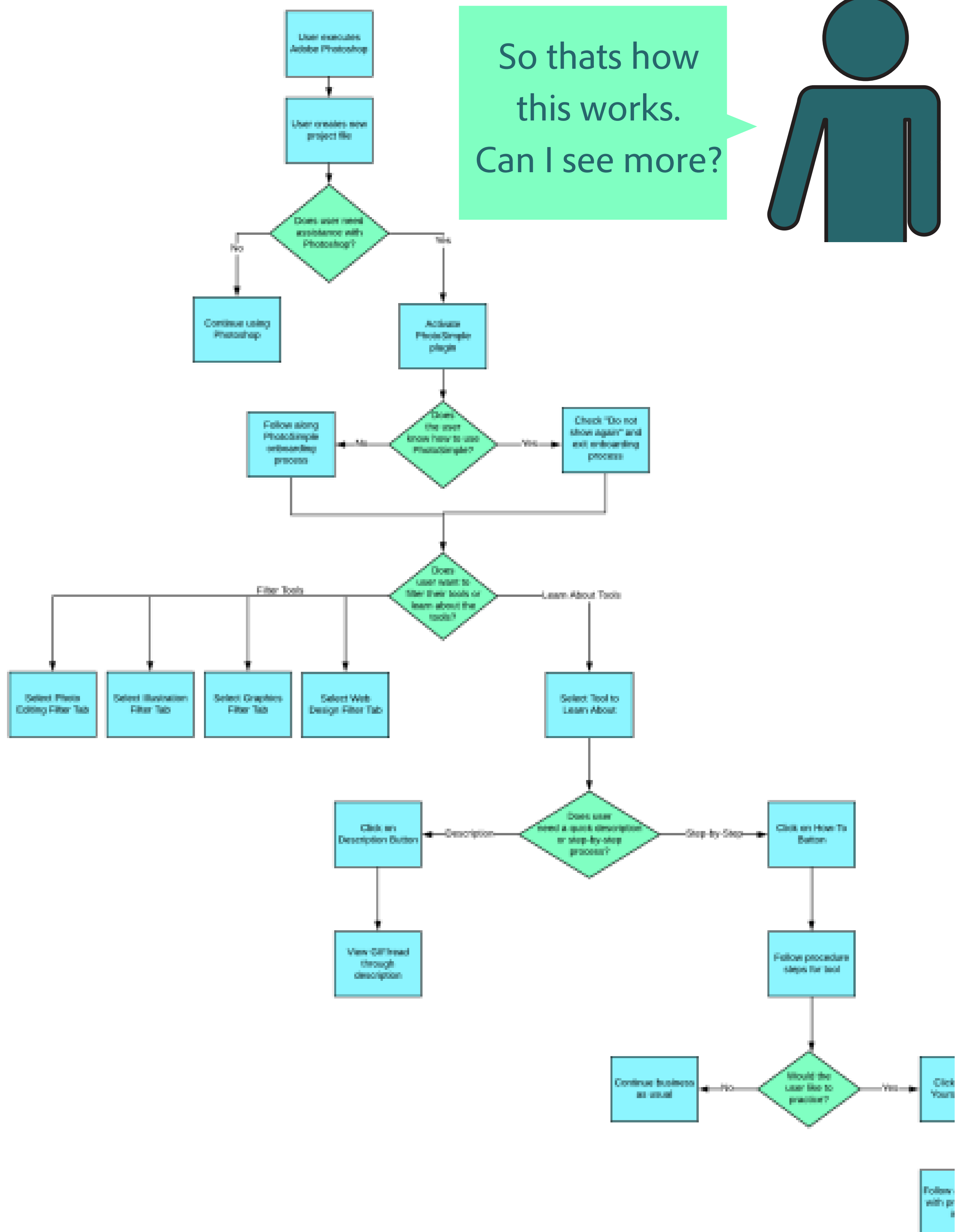
Objectives

- Learn to touch-up & enhance the photographs he has taken.
- Understand tools in Photoshop related to Photography.
- Develop a portfolio of his enhanced photographs.

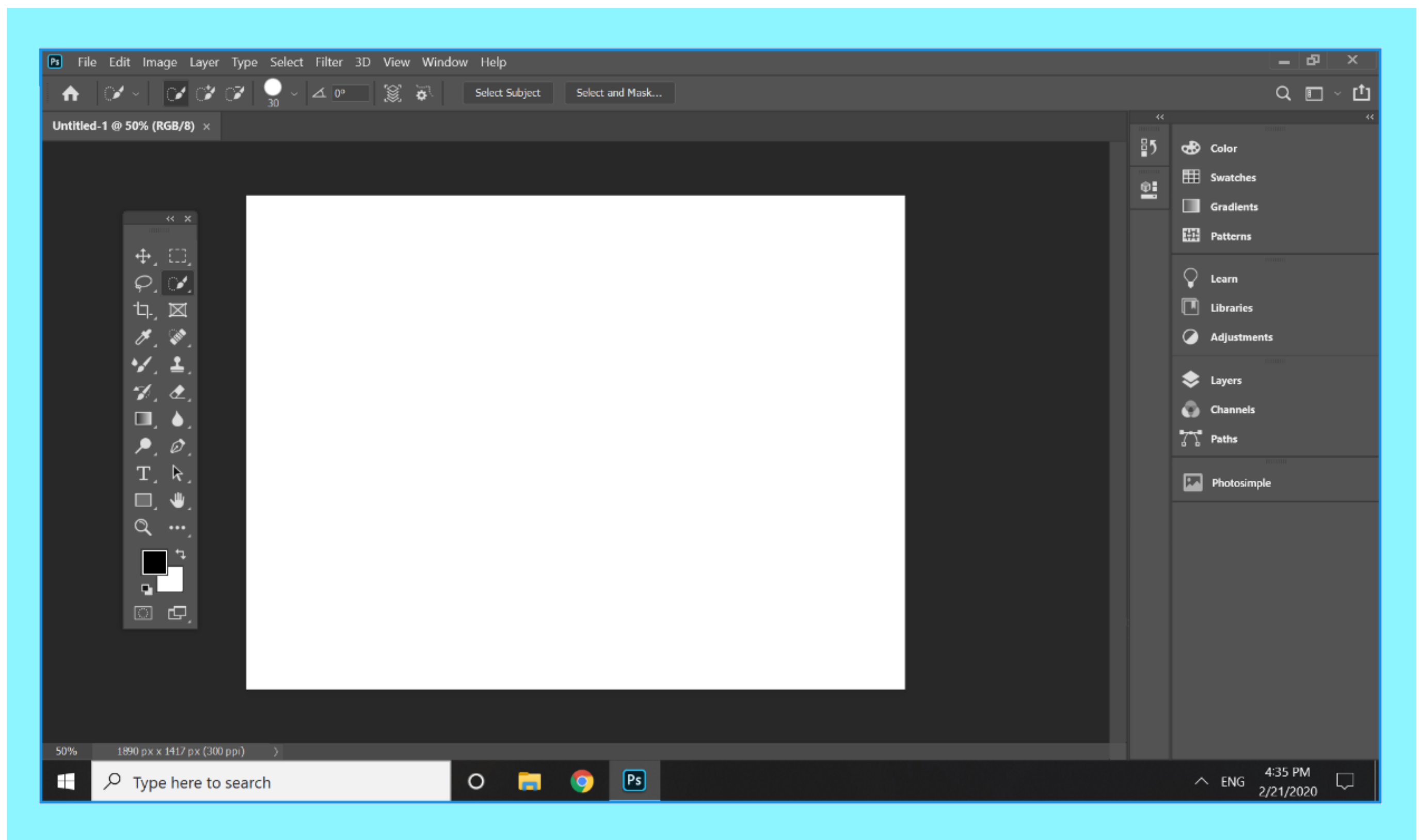
Background

Gabriel works as a graphic designer. He understands how to use Adobe Photoshop to complete tasks such as creating logos and designing posters. Gabriel has recently taken an interest in photography and would like to use photoshop to retouch and enhance photographs he has taken. While he is fluent in using tools in photoshop related to graphic design such as the draw, paint, or layer tool, he is much less familiar with tools related to photography such as retouching. Gabriel can launch the photo simple plugin and filter the toolbar to tools most commonly used for photography. From here he can view concise descriptions and simple gifs of the function and example uses of the tool. Gabriel can import a picture he has taken and follow tutorials for simple tasks related to photography.

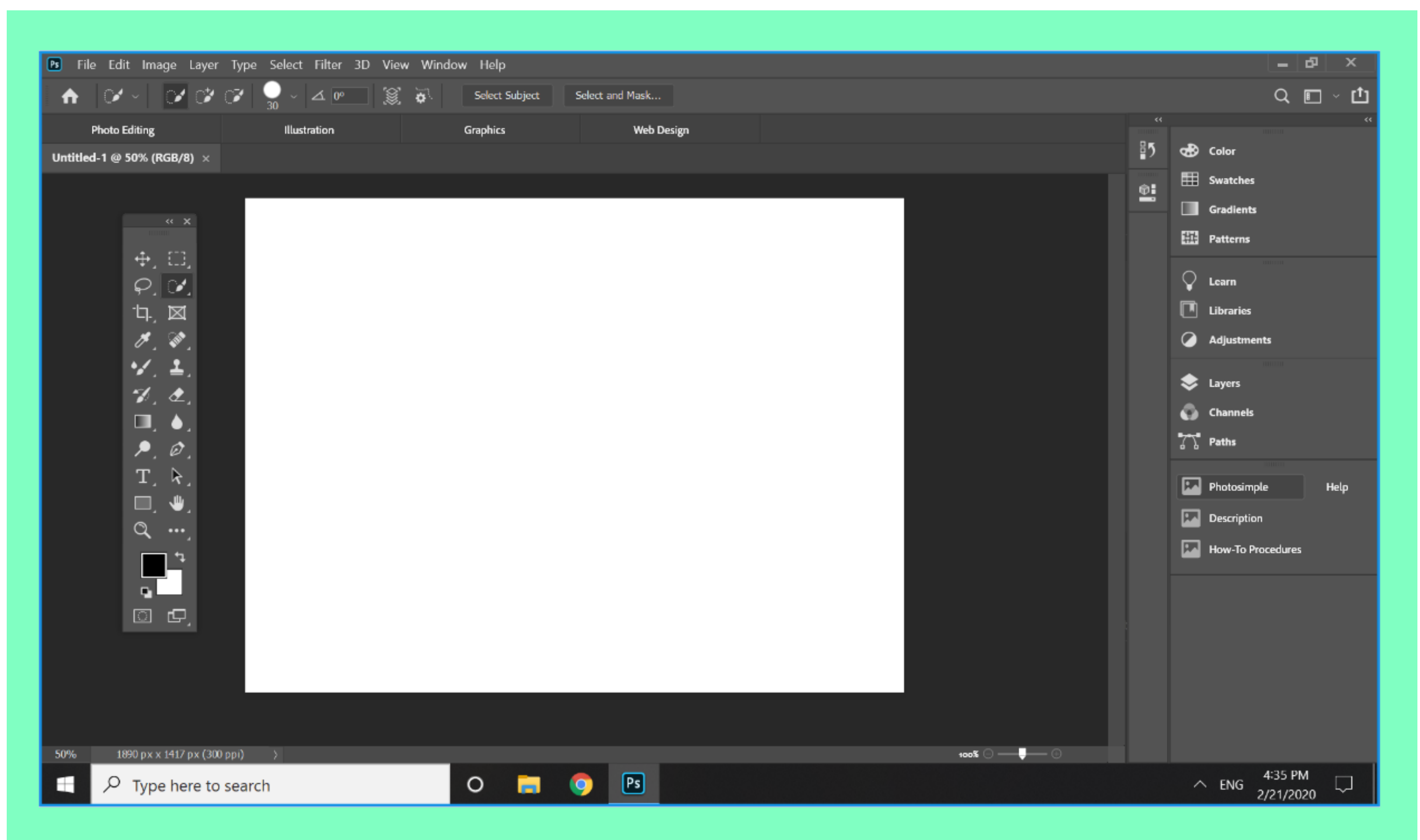
Navigational Flow



Wireframe

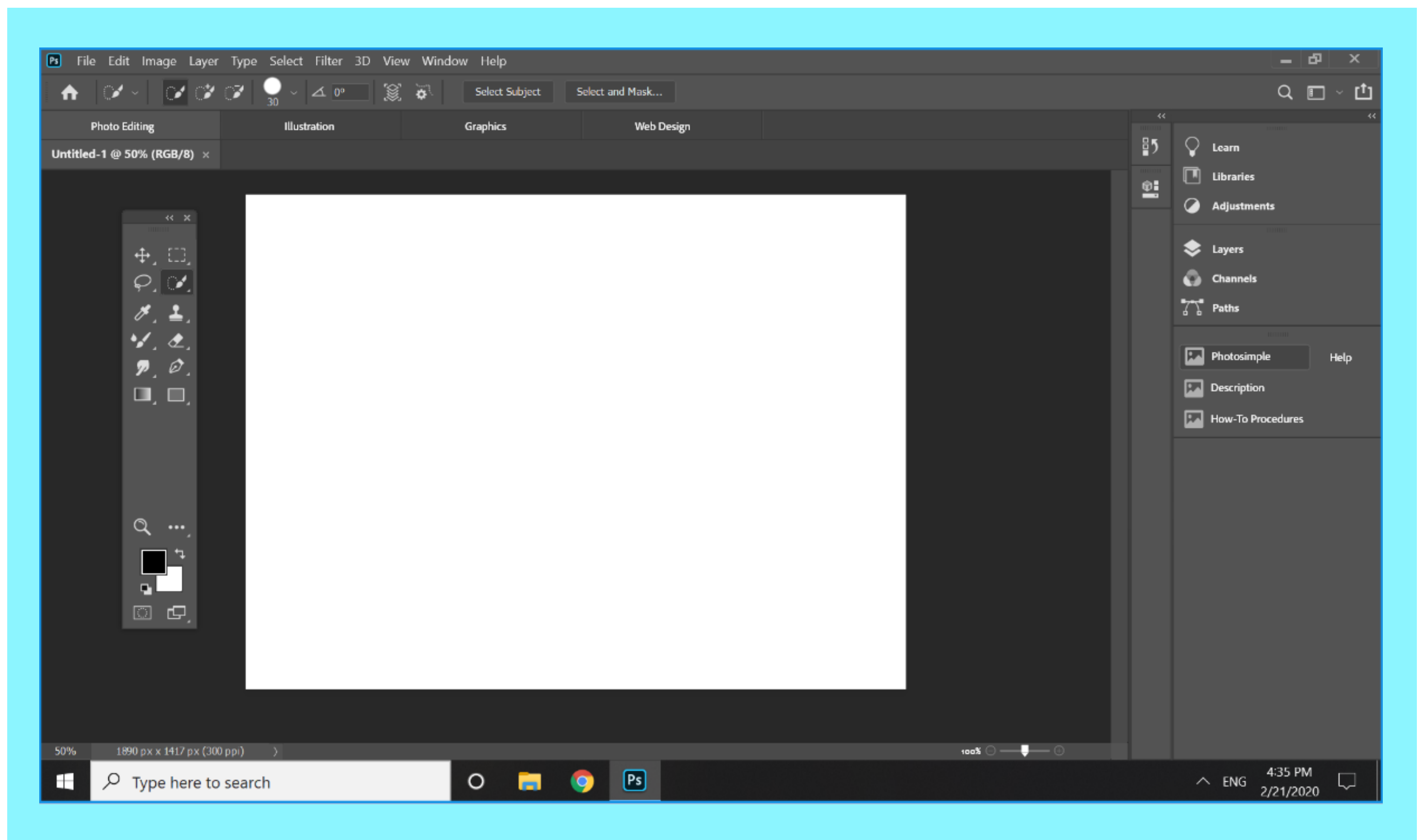


PhotoSimple has been installed correctly and Photoshop has been opened.

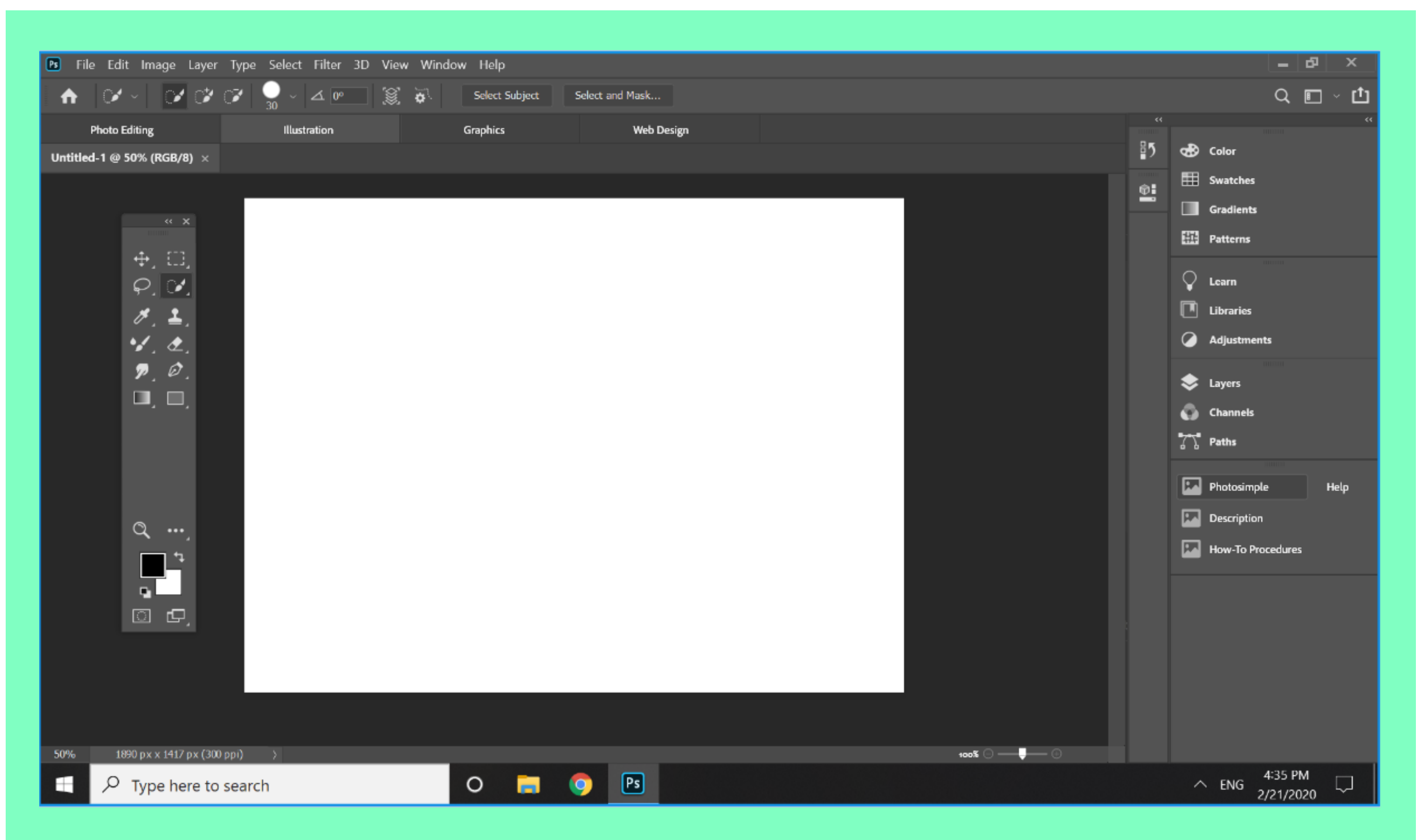


The PhotoSimple tab to the left has been pressed & the project buttons at the top are displayed for the user to choose.

Wireframe

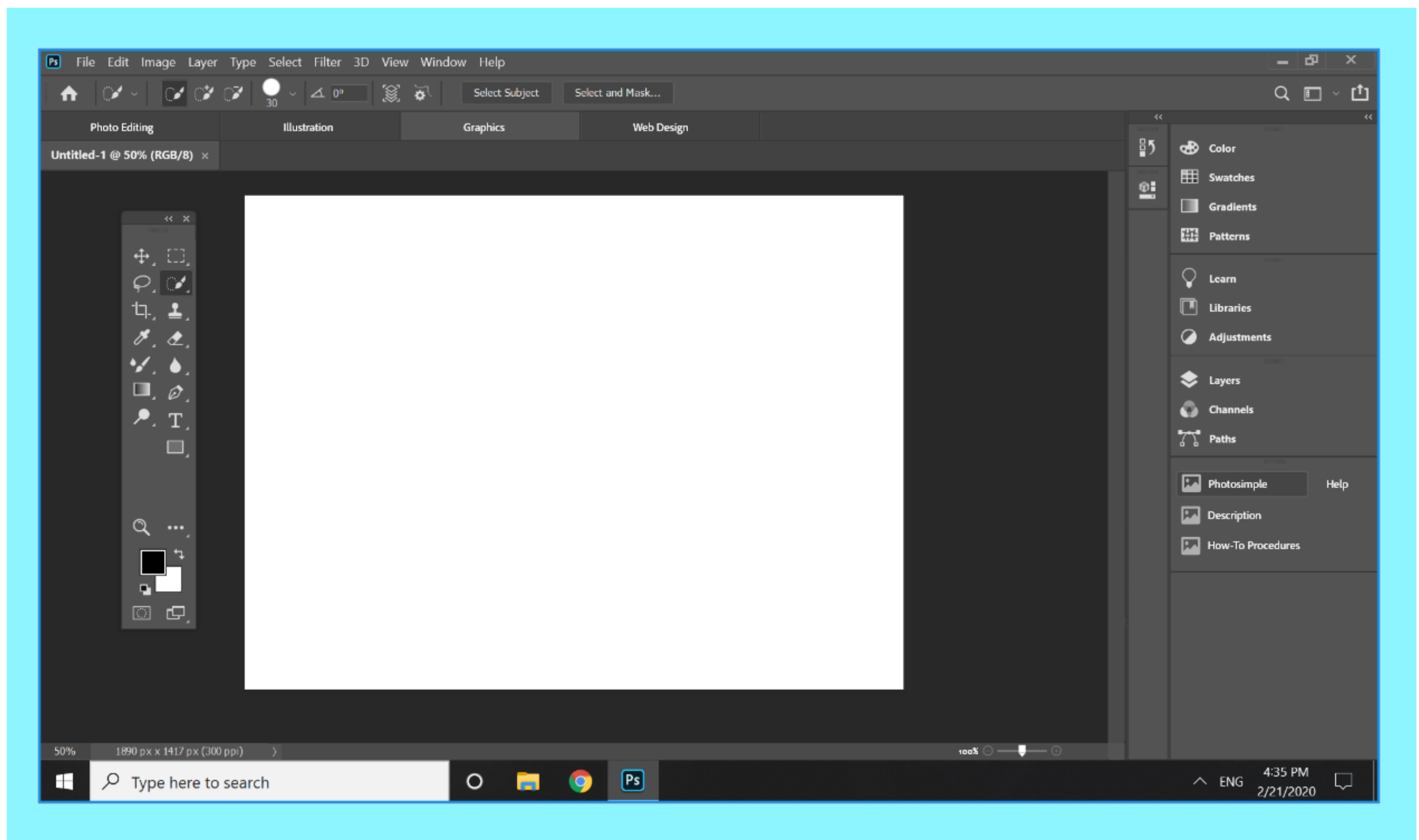


The Photo Editing menu has been selected & the main tools needed for that project are defaulted in the toolbar.

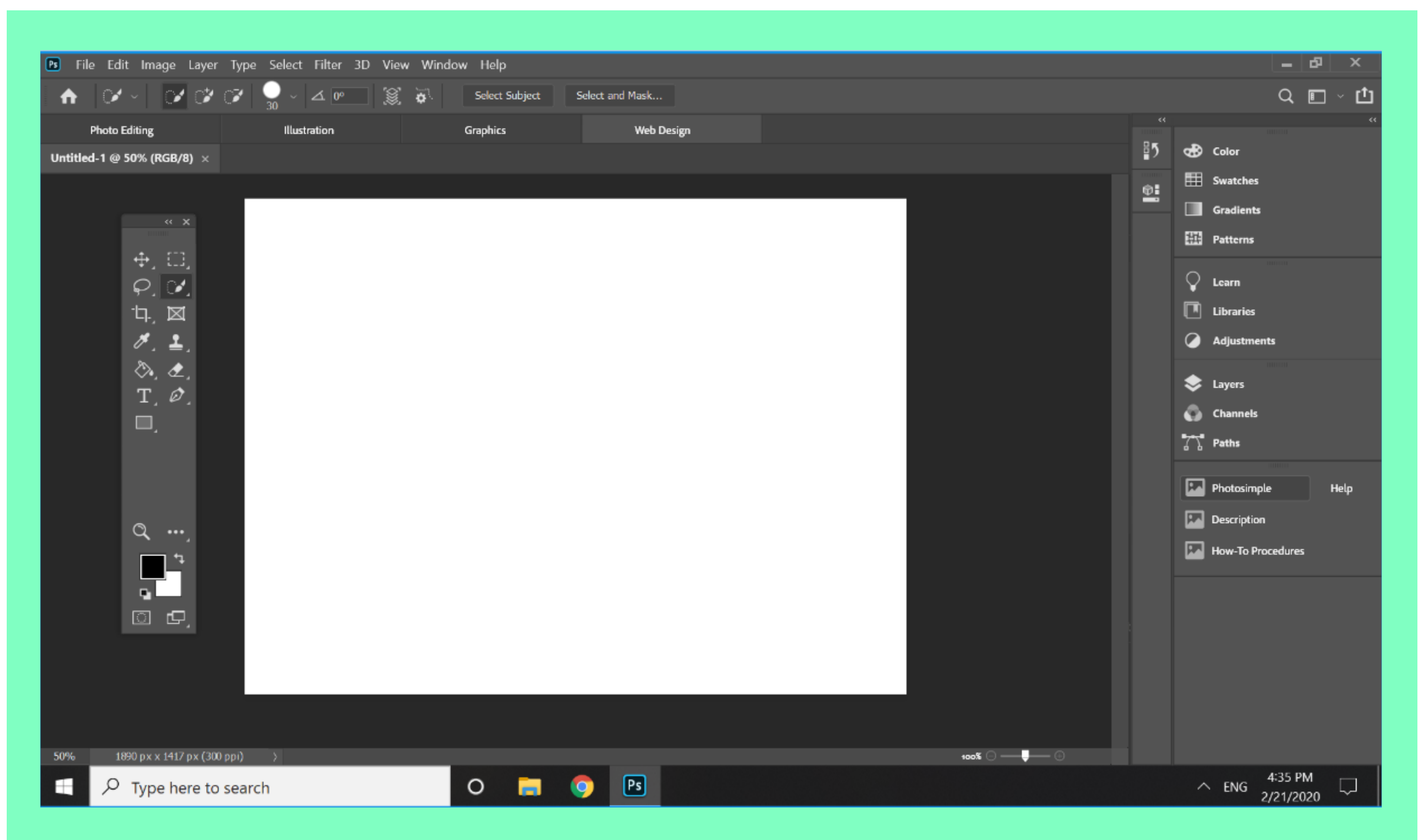


The Illustration menu has been selected & the main tools needed for that project are defaulted in the toolbar.

Wireframe

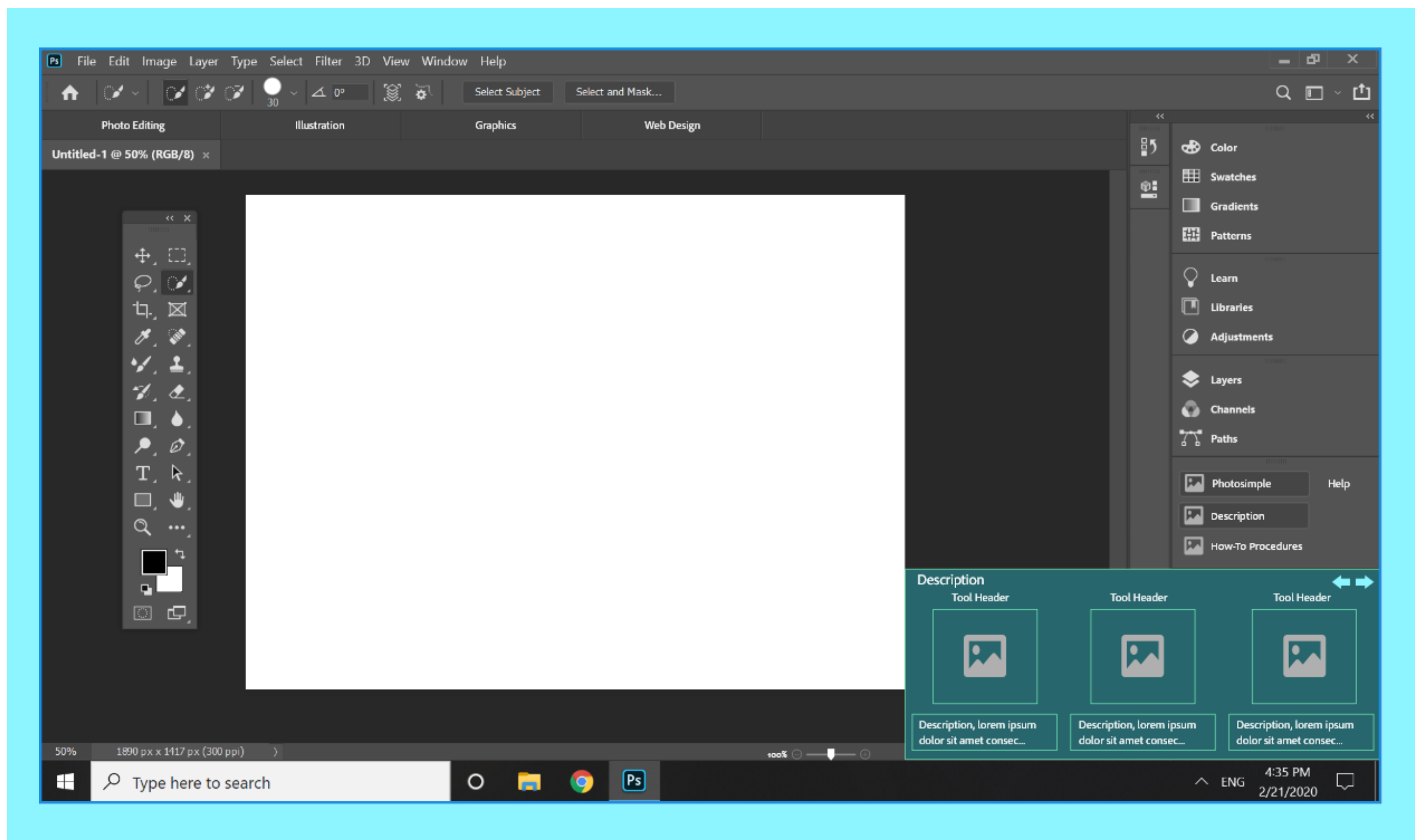


The Graphics menu has been selected & the main tools needed for that project are defaulted in the toolbar.

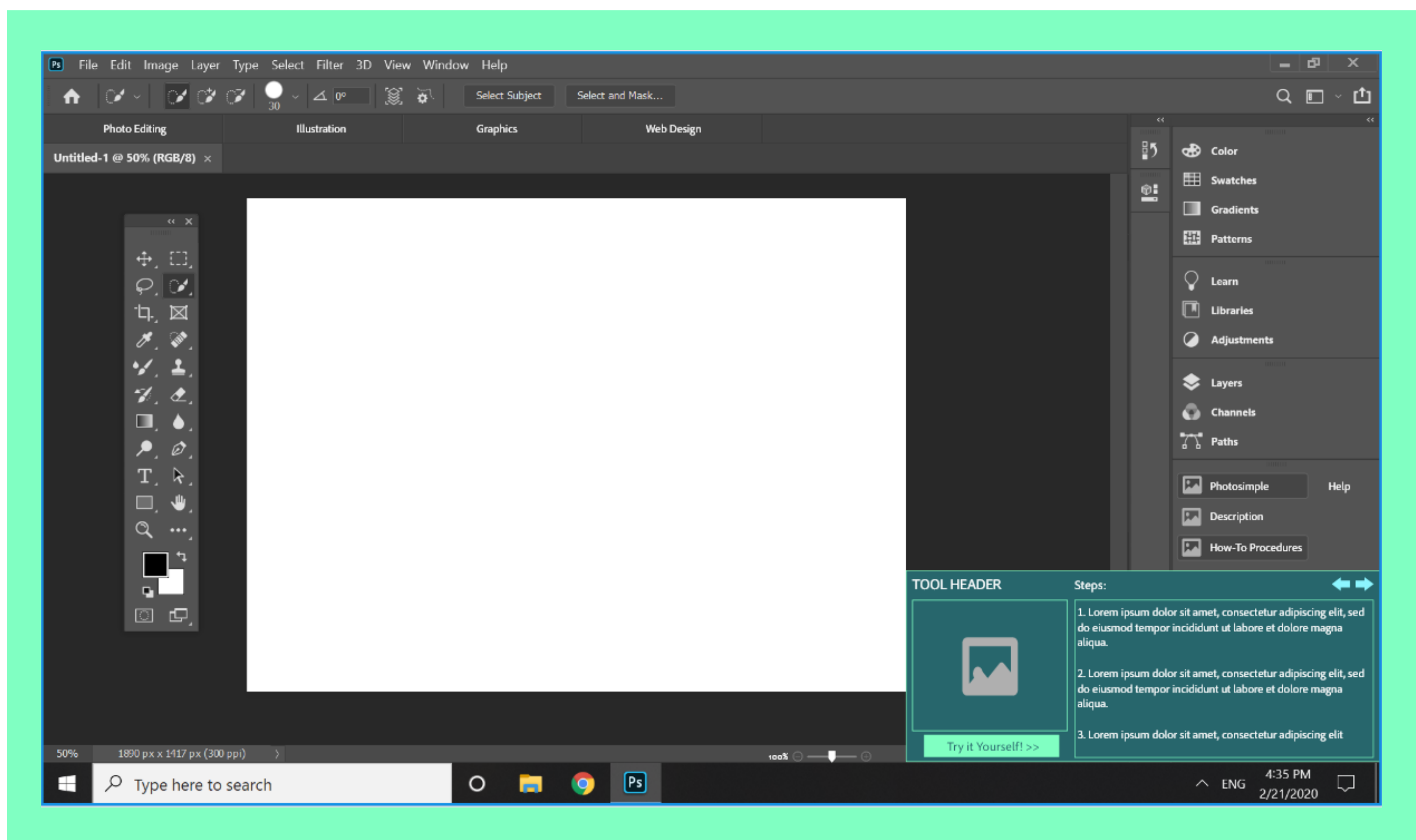


The Web Design menu has been selected & the main tools needed for that project are defaulted in the toolbar.

Wireframe

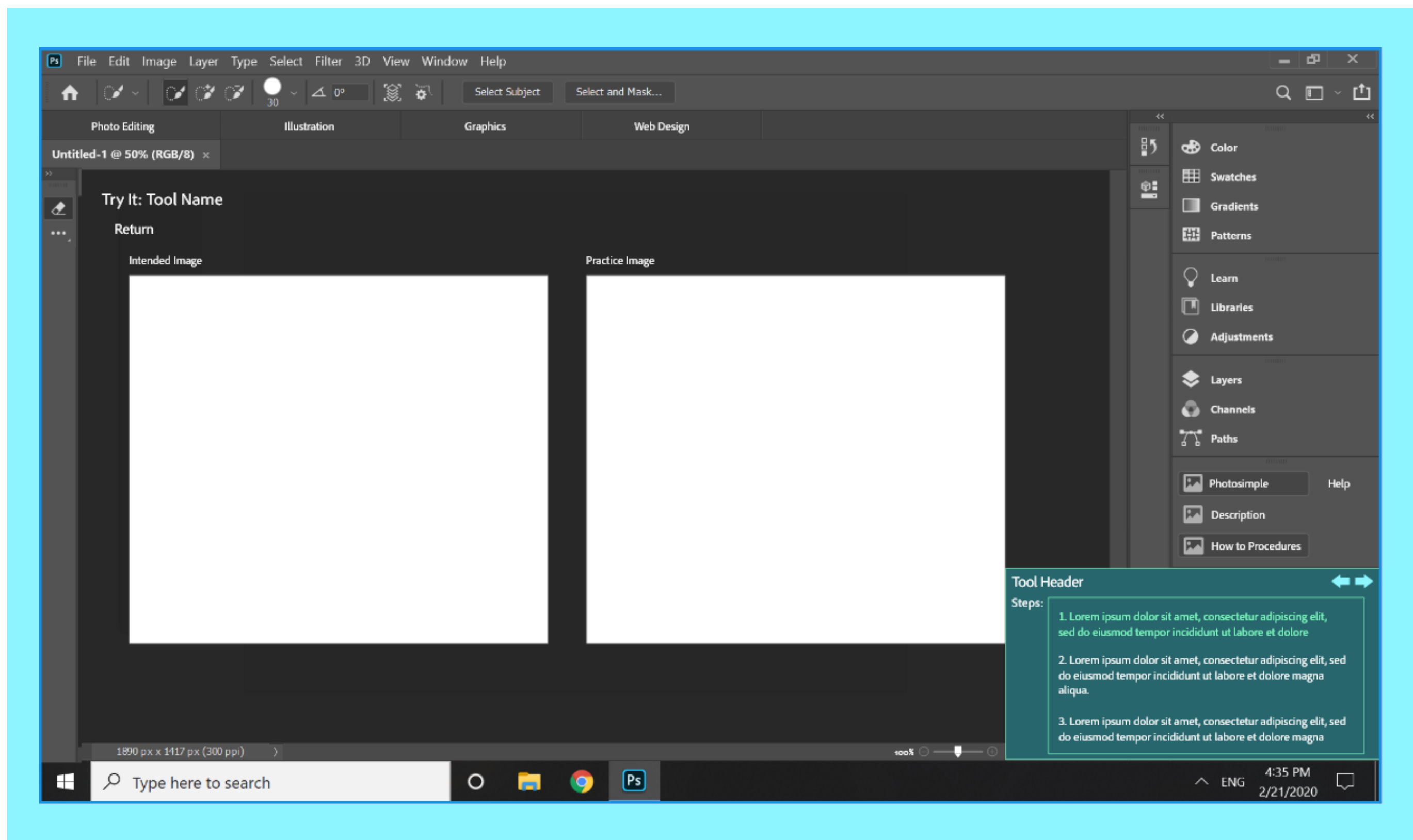


The Tool Description tab has been selected & the pop up that explains the tool as well as pictures/gifs of what it can do shows in the bottom-right corner.

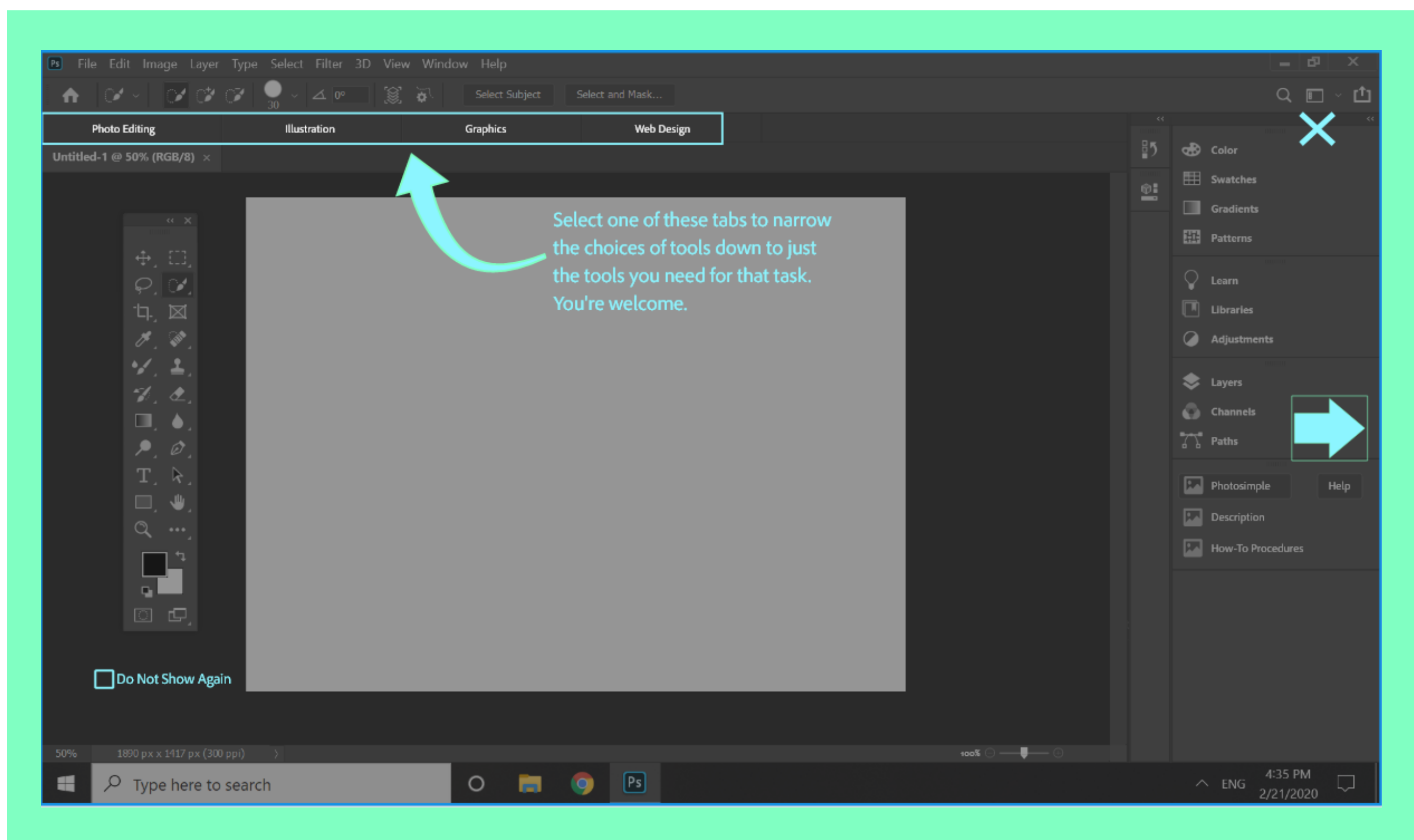


The 'How To Procedures' tab has been selected & a gif as well as tips on how to use the tool are displayed in the bottom-right corner.

Wireframe

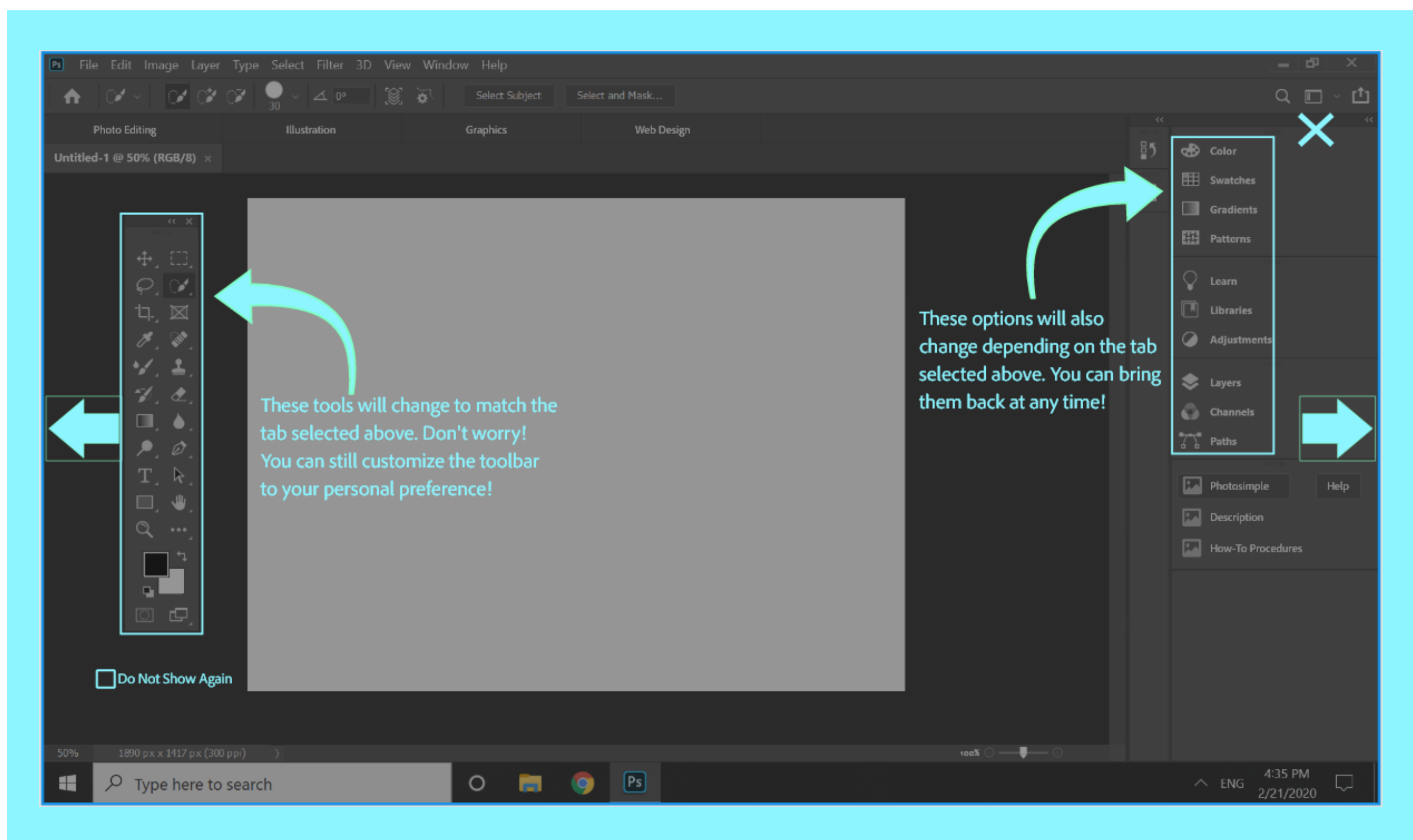


The Try It: Tool menu has been selected & 2 pictures are shown on screen with the steps on how to use the selected tool in the bottom-right corner.

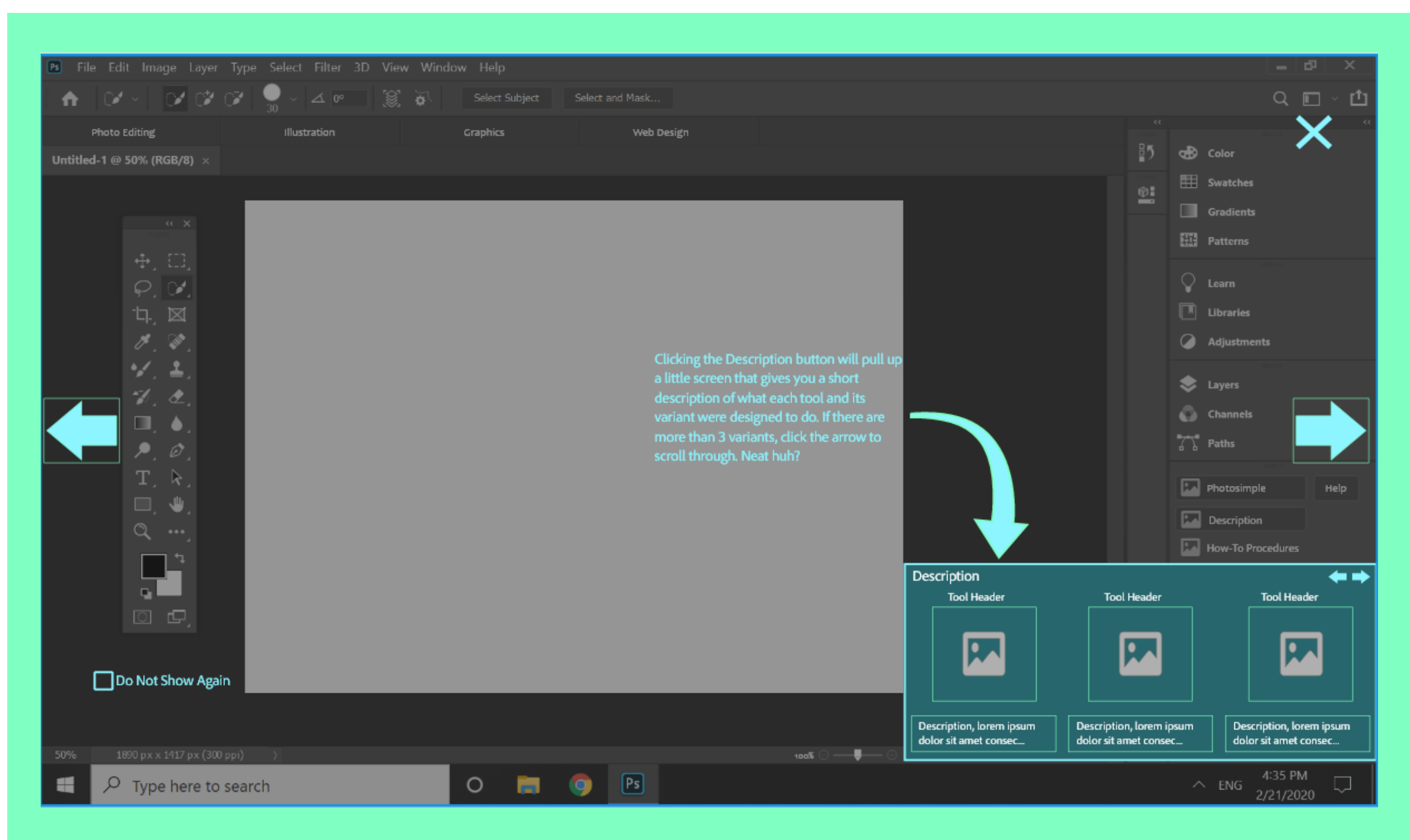


If the user is proficient in Photoshop and wishes to not use PhotoSimple, they have the option to exit the plug-in and choose to not use it again.

Wireframe

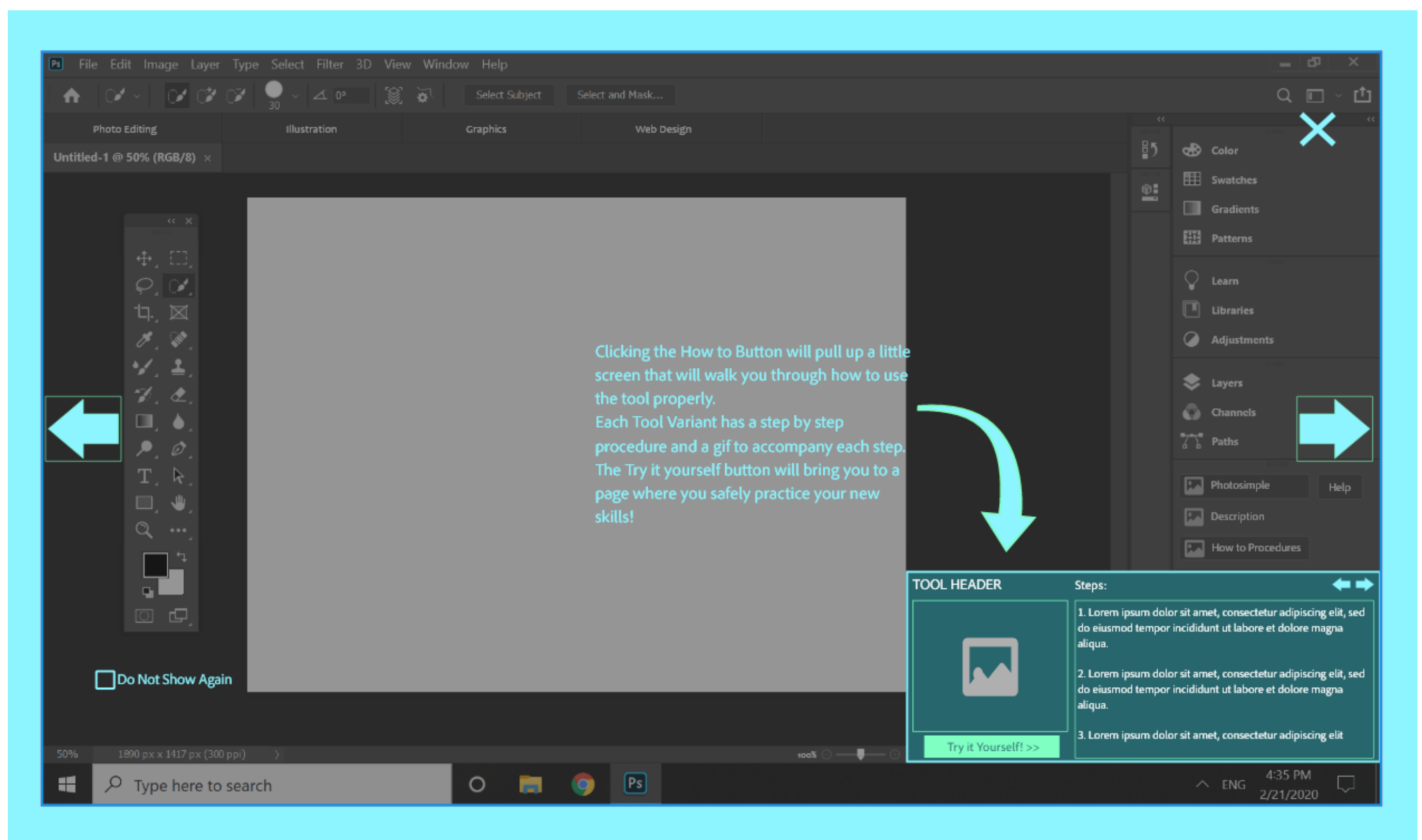


The Tools & Options change based on the project menu the user has chosen. If the user wishes to add more, they have the option to change the menus.

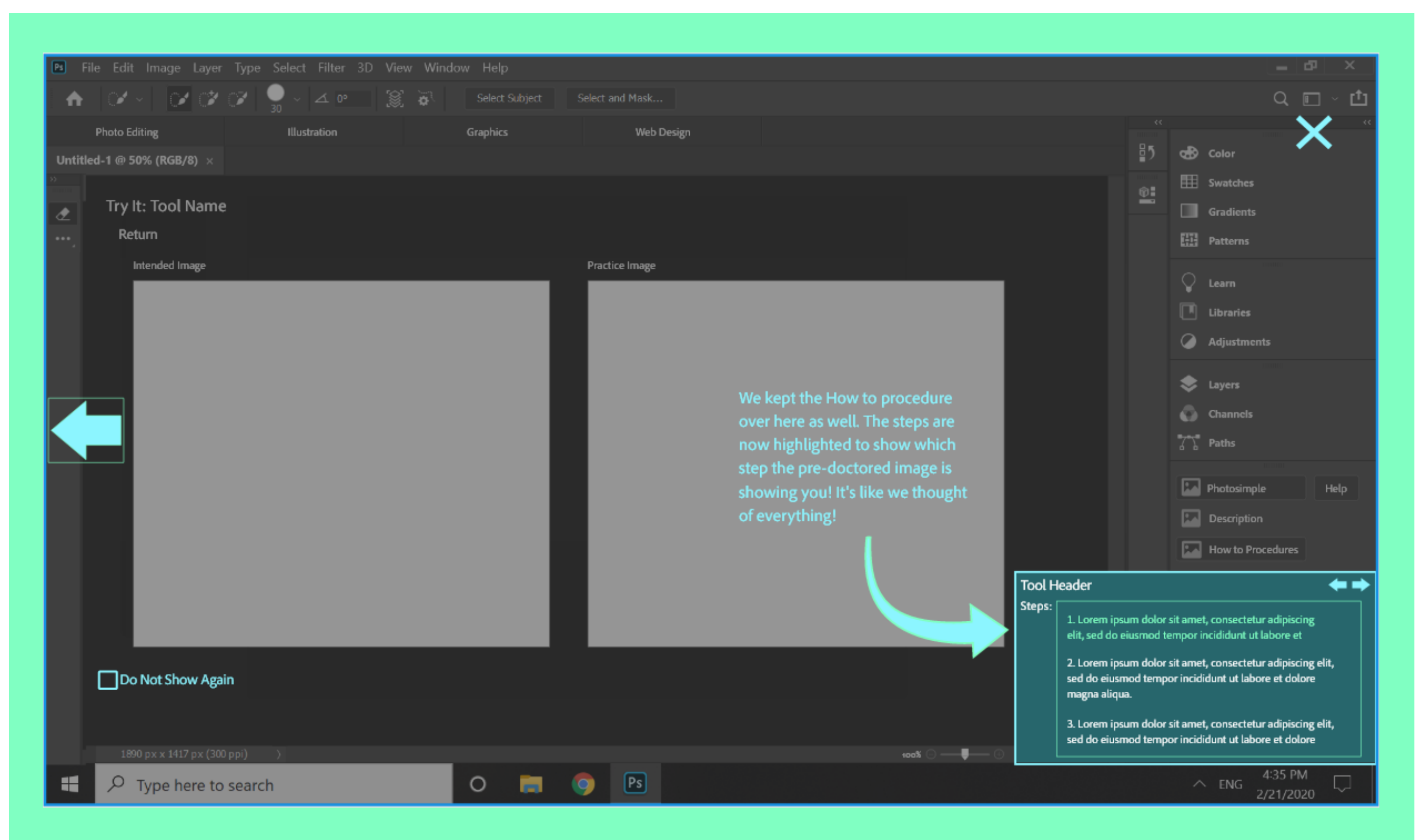


The Description tab pulls up the Description screen on the bottom-right corner with help on the selected screen. If there are more descriptions than the three shown, there is an arrow to scroll through.

Wireframe

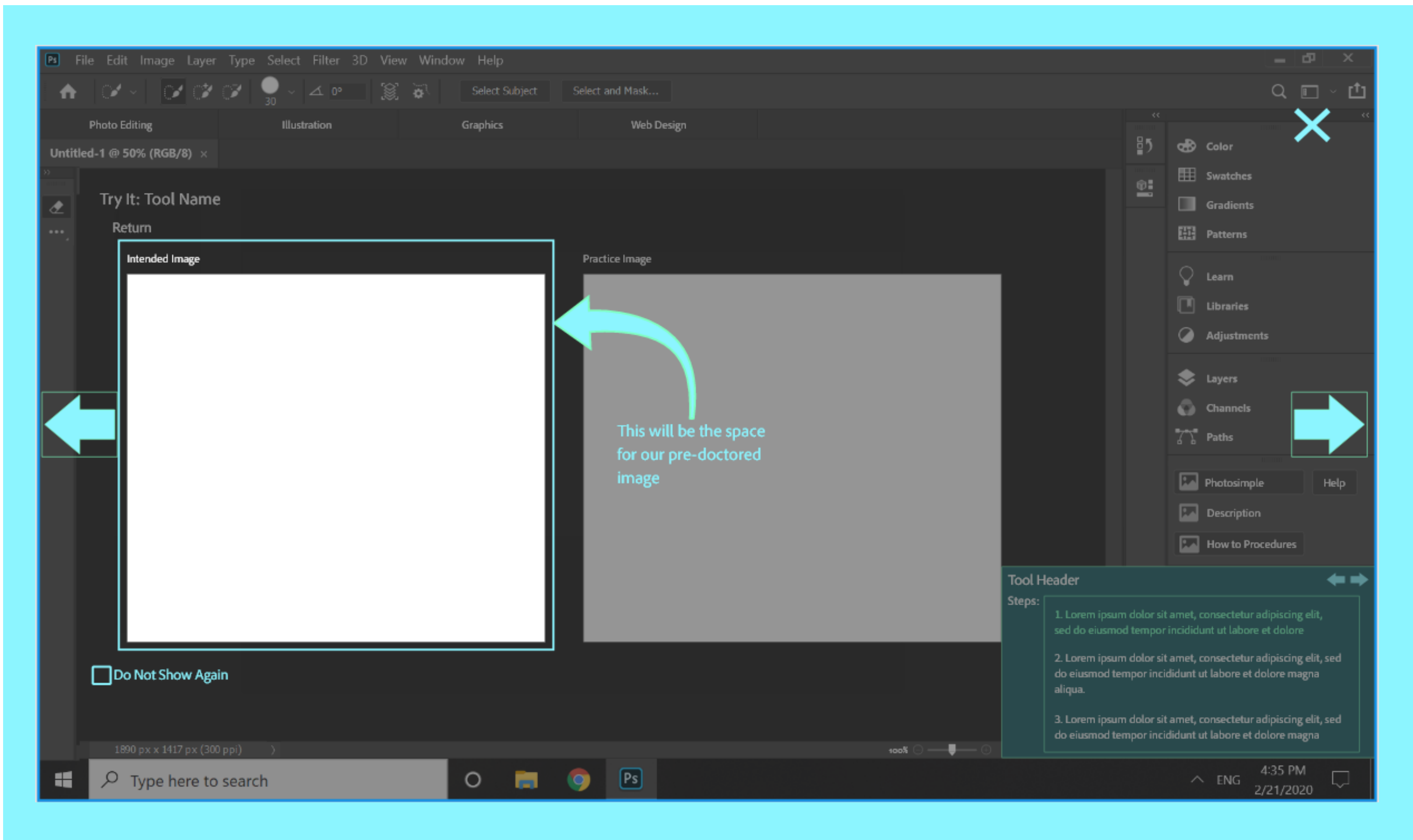


The How To tab not only has a gif of what the selected tool does, but steps on how each process works, just in case the user needs a visual and/or words.

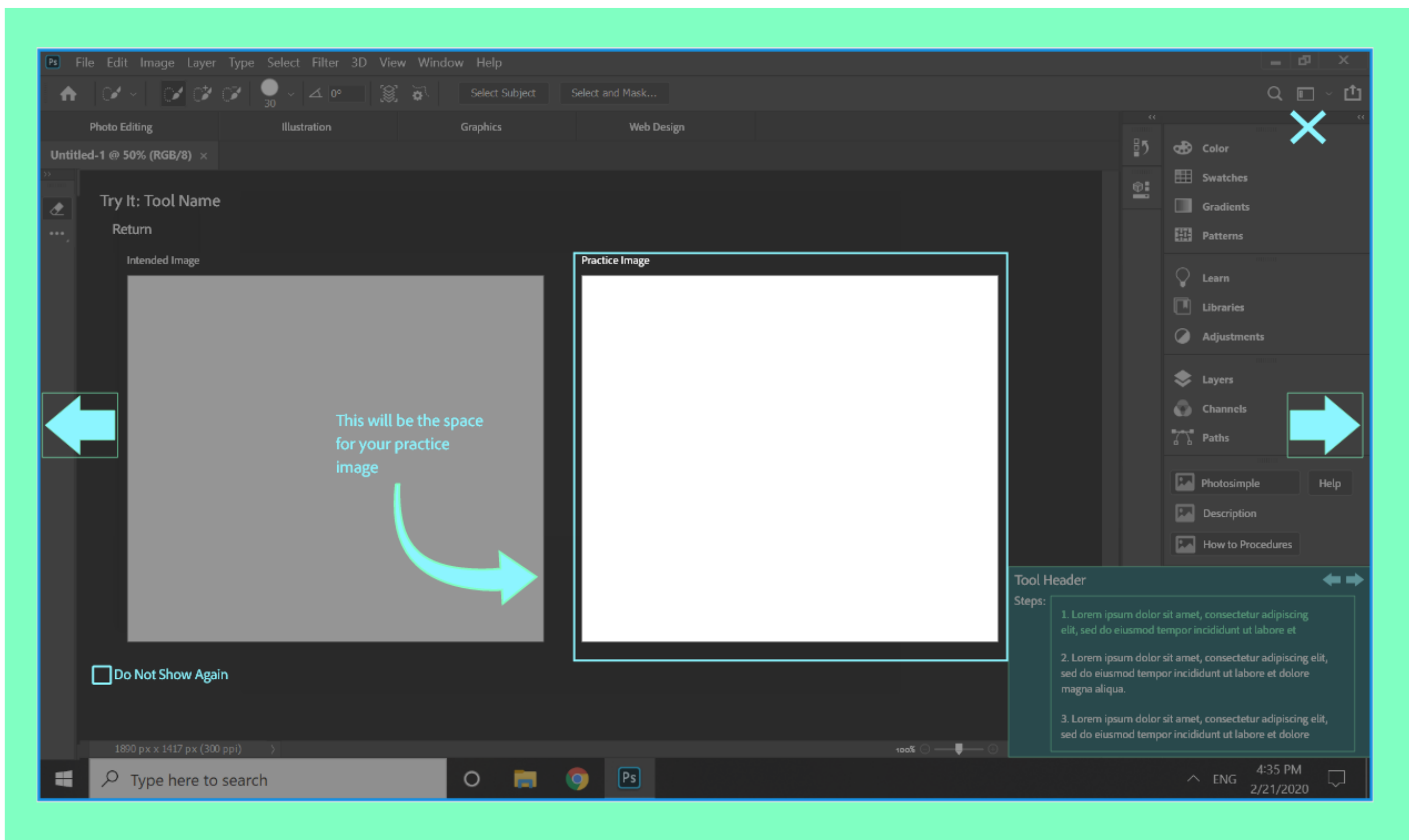


The steps on the How-To section reminds the user how to use the tool selected while they use the Try It: Tool section.

Wireframe

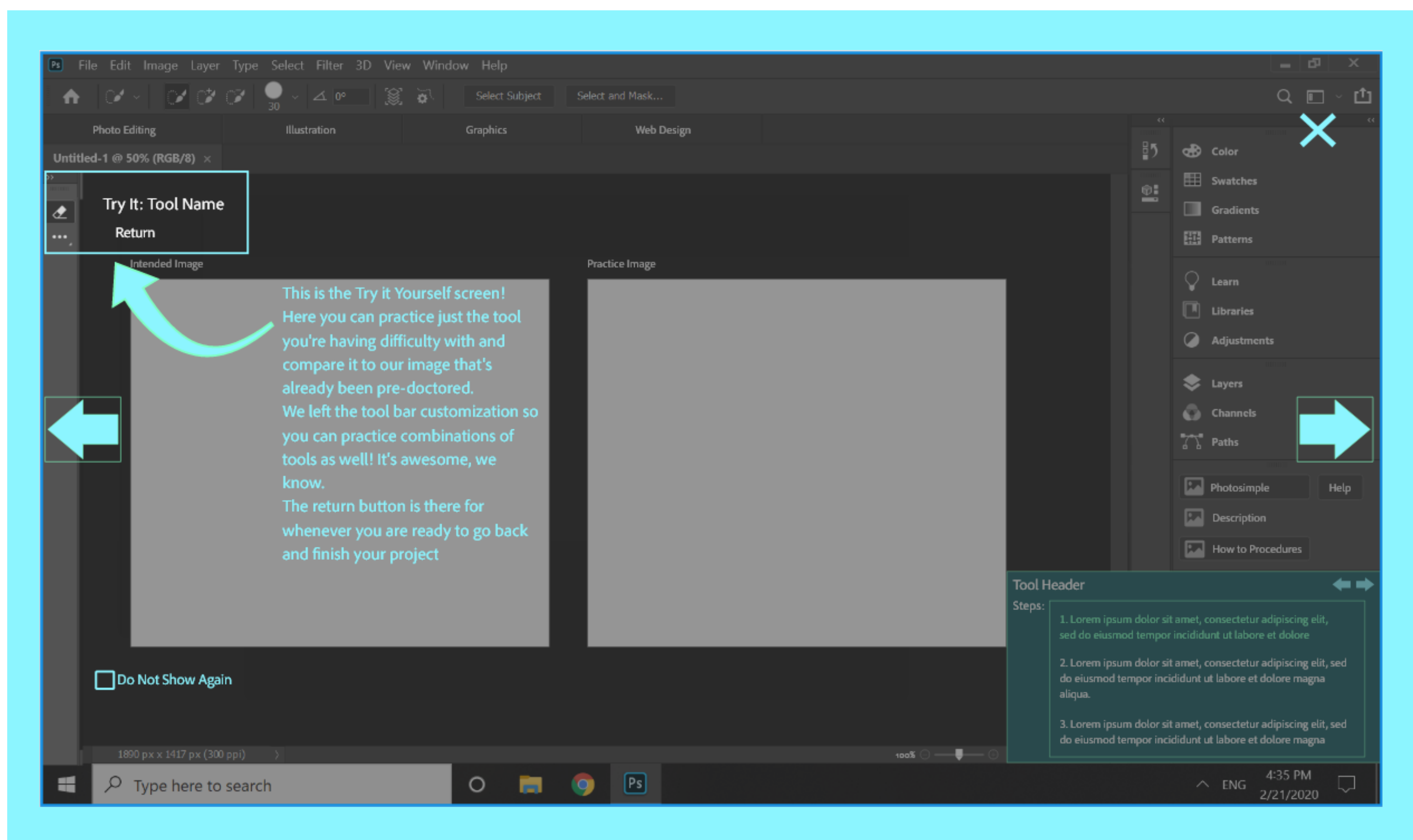


In the Try It: Tool section, the Intended Image is the space for the pre-doctored image the user will attempt to recreate.



In the Try It: Tool section, the Practice Image is the space for the image the user will manipulate with the tool to recreate the Intended image.

Wireframe



At any time the user is finished with the Try It: Tool section, there is a simple return button the user can click to return to their project.

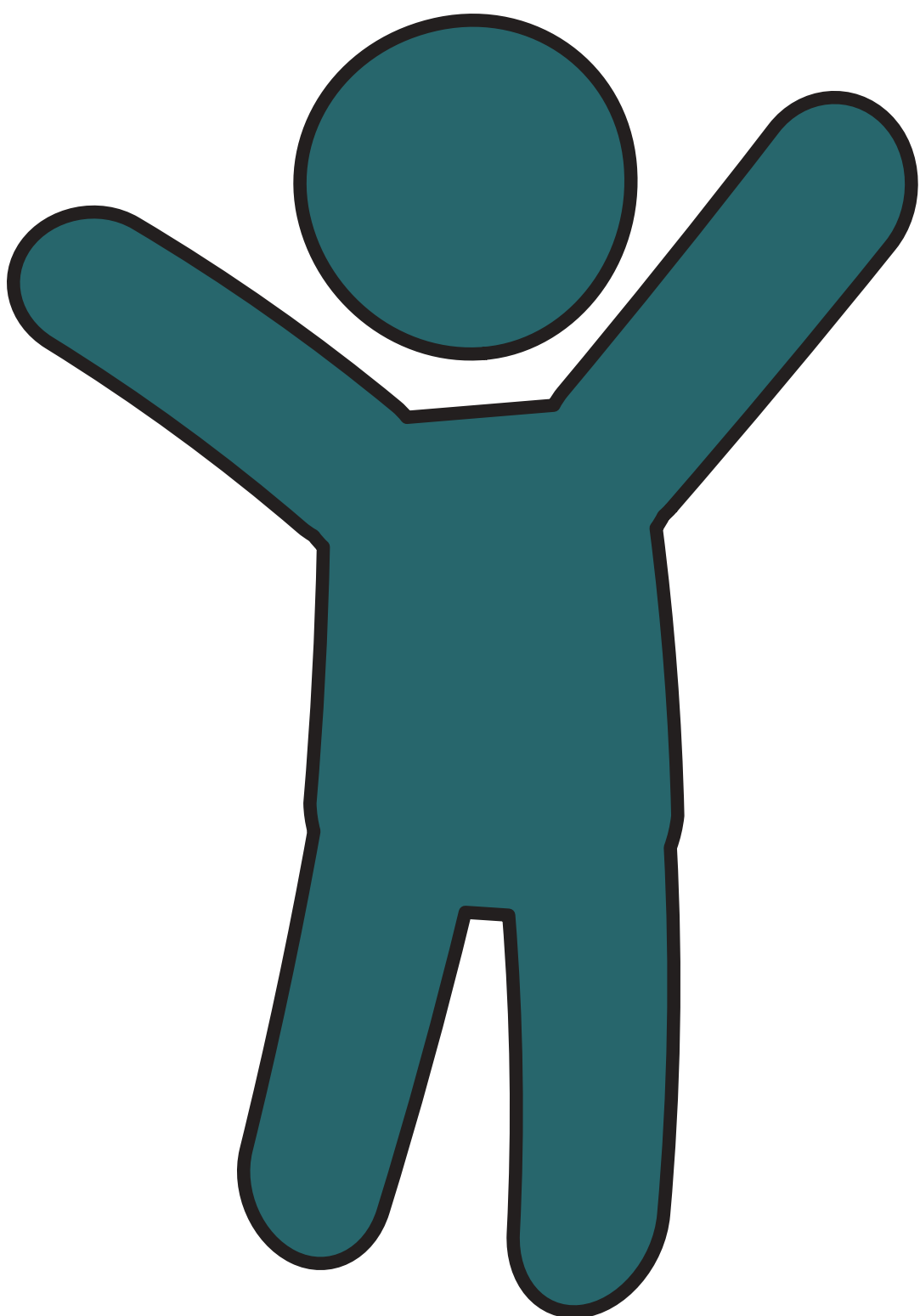
This is more simple than I thought.
I can't to use PhotoSimple
for all of my projects.
Thanks for your help!



Wireframe Link

Link:

<https://drive.google.com/file/d/1x5xtjMsb4Bew4NMeavMiCMxaQx0W8HWD/view?usp=sharing>



Now it's
your turn!