

User Personas & Design Scope

Redefining Photo Editing for the Year 2030

Inter IIT Tech Meet 2025

Persona 01 - The "Memory Keeper" (Family User)

Name: Ananya, 32 | **Role:** Stay-at-home Mom & Freelancer | **Tech Proficiency:** Medium (Can use simpler apps but not complex menus)

The Bio: Ananya is the designated "family photographer." She loves capturing moments of her two hyperactive kids (ages 4 and 7). However, she is rarely in the photos herself, and her photos often have messy backgrounds (toys, laundry) or imperfect moments (kids blinking or slouching).

The Pain Points:

- The "Messy House" Anxiety: She hesitates to share candid photos because the background looks chaotic.
- The "Missing Mom" Syndrome: She is always behind the camera, never in the memory.
- Uncooperative Subjects: Kids never sit still; photos are often blurry or have bad posture.

Quote: "I don't care about pixels or layers. I just want to remember the moment exactly how it felt, not how the messy room looked."

How she uses the App:

- **Reframe (Bones):** She takes a photo where her son is slouching and looking down at a toy. She uses the Bones tool to gently lift his head and straighten his back so he is looking at the camera.
- **Relight (Subject Select):** The living room light is yellow and dull. She selects her children and adds a Virtual Softbox Light to brighten their faces without washing out the whole room.
- **Chat + Selection:** She circles a pile of laundry in the background and types: "Remove this and fill it with the carpet pattern."

She loves the Minimalist UI because she can edit with one hand (thumb) while holding her toddler in the other.

Persona 02: The "Hyper-Creator" (Gen Z Pro)

Name: Vikram, 21 | **Role:** Digital Content Creator **Tech Proficiency:** Expert (Understands 3D space, lighting, and composition)

The Bio: Vikram creates high-concept imagery for brands and immersive social feeds. He treats his phone as a portable studio. He doesn't just "take" photos; he builds scenes. He needs tools that understand depth and 3D space, not just flat 2D filters.

The Pain Points:

- **Hardware Limits:** He has great ideas but lacks the budget for professional studio lights.
- **Static Reality:** He hates being limited by the physical position of objects in his frame.

Quote: "I don't need a filter. I need a mobile studio. This app lets me light a scene as if I was using professional 3D software."

How he uses the App:

- **Relight (Add Lights):** He shoots a street portrait in a dark alley. He uses the app to place 3 Neon Virtual Lights (Cyan and Pink) into the 3D scene to create a "Cyberpunk" look.
- **Reframe (Generative Move):** The composition feels off. He selects his subject and drags them to the right. The AI automatically fills the empty space with a realistic background extension.
- **Transform:** He uses this to precisely crop the image to 16:9 for a cinematic feel.

Persona 03: The "E-Commerce Hustler" (SME Owner)

Name: Mr. Sharma, 48 **Role:** Owner of "Sharma Handicrafts" **Tech Proficiency:** Low (Needs large buttons and clear instructions)

The Bio: Mr. Sharma sells handmade brass artifacts online. He cannot afford a professional photographer. He takes photos on his dining table, but they often look amateur (bad shadows, reflections, and dull colors). He needs his products to look "Premium" to compete with big brands.

The Pain Points:

- **Bad Lighting:** His indoor lighting makes his brass products look dull.
- **Background Noise:** He struggles to isolate the product from his home environment.
- **Fear of Tech:** He gets scared by apps with too many small icons and sliders.

How he uses the App:

- **Relight (Composition):** He uses the *Add Light* feature to place a spotlight directly on the brass tap, making it shine, while dimming the background darkness.
- **Chat (The Assistant):** He selects the product and uses Voice Command: "Make the background pure white and center the product."
- **Design Note:** He relies on the minimal UI because the buttons are large, clear, and easy to understand.

Quote: "I am not a photographer, I am a businessman. This app turns my dining table into a professional showroom."