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GIFyou: Executive Summary

Sometimes, you just want a little extra color in your life. GIFyou makes that easy. With GIFyou, you can craft custom colorful messages to share with friends and family. The simple, intuitive process contains only three steps. First, enter whatever text you'd like. Then, pick a font. And finally, pick a color scheme. The GIF will be automatically created and copied so you can paste it wherever you'd like.

GIFyou is intentionally simplistic. The idea is to reduce friction as much as possible so people can quickly and painlessly create new GIFs. Ideally, users can go from thinking of a message to pasting a GIF in chat in less than a minute. This keeps the process fresh, fun, and dynamic, encouraging easy and frequent use. Another advantage of the simplistic design is that it's easy for new users to get on board. Enter a message, and two taps later, you have a copied GIF. How simple is that?

On a technical level, GIFyou converts user inputs into UILabels, which are then given colors and transformed into arrays of images. Those images are then saved and animated into GIFs. Tapping on a GIF saves it to the user's pasteboard so they can use it wherever they'd like.

GIFyou is not intended to be a commercial product, just a fun little thing to brighten people's lives. However, there could be a paid version of the app in the future with a greater array of customization options. This could include customization of text size/orientation, rate of color change, text animations, and more. It could also include options to save GIFs or export them to a web URL. The App Store has many apps for making GIFs, but none are quite like GIFyou when it comes to text and color. Download GIFyou today and add a little color to your life!