

Case Study

Development Phase 2

Fine Tune

AI powered design analysis platform

Start Date

January 17, 2022

End Date

April 13, 2022

Table of contents

The Challenge	3
• Current design trend and technologies	
The Solution	4
• Combine AI with design	
The Outcome	5
• User now can predict their success	
Final Product	6
• FineTune prototype	

The challenge

The design competition

When it comes to creating designs for marketing, one of the biggest roadblocks is the learning curve of the software. Whether you are a design professional or a non-designer, anyone can easily use graphic design platform, such as Canva or Adobe Express to create presentable imagery in a timely manner by using one of the millions of templates the platform provides.

This lead to the first pain point for the designer and their clients: these quick produce design are often lack individualities and their formulaic design cannot represent company value or design quality.

This “Canva” situation is beneficial to the user group that's inexperienced in design but it is damaging the credibility of the professional designers since it creates the illusion of pumping out finished product designs within clicks while eliminating some job opportunities for graphic designers, such as creating the social post for the business.

Designers also competing with the uprising AI technologies. While there are many rapidly-growing start-up companies using AI to generate design, as a designer at current, how do we combat and prepare for these upcoming challenges?

One issue was that the users who typically participated in AI created design were experienced found that the AI is inferior compared to human designer. Even though AI is able to produce faster design outcomes than humans, however, it lack of dynamic design that suits and brings out the value of the business.

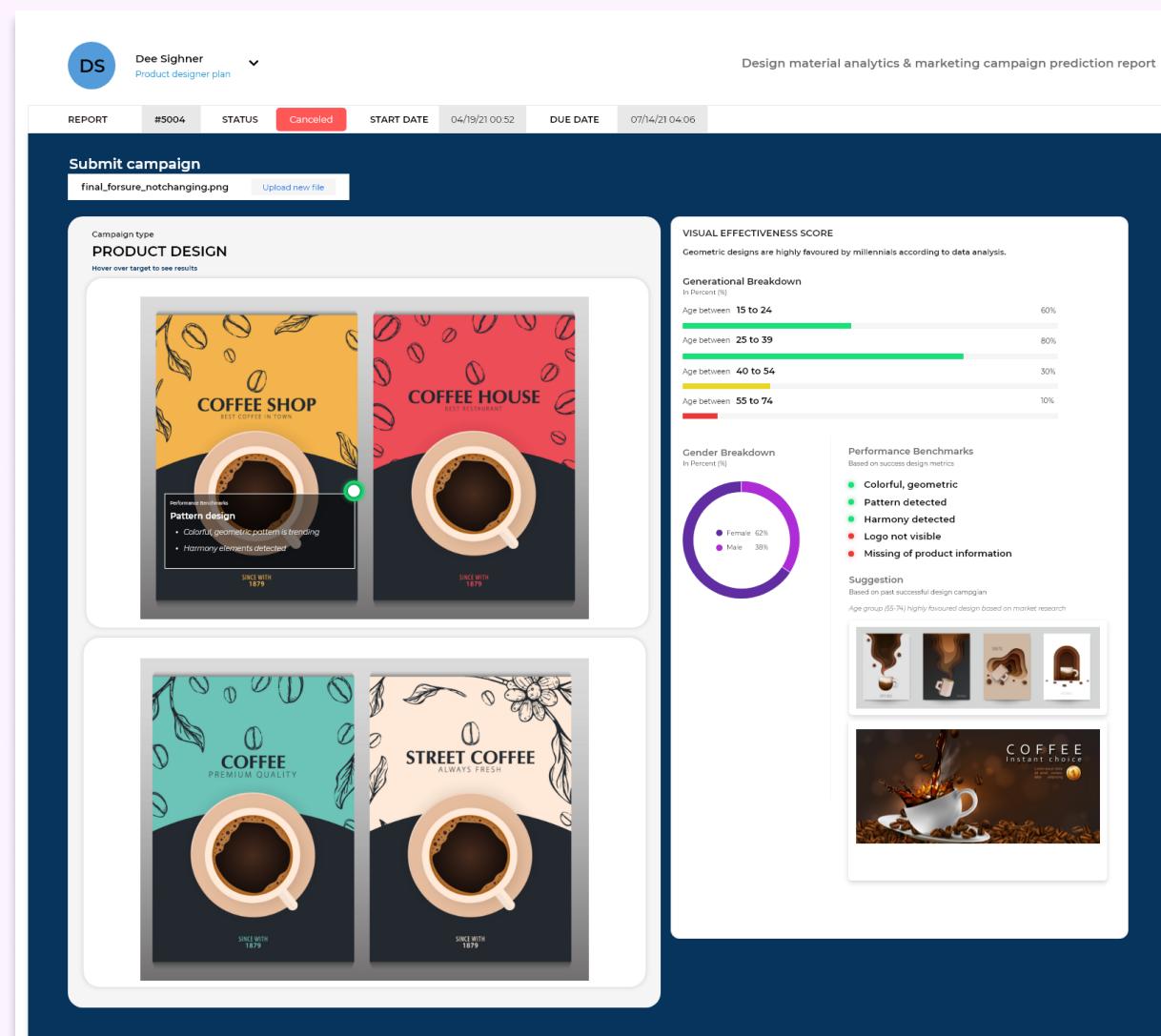
Although AI might only be able to create monotony, one-size-fits-all graphics currently but as designers, we should be progressive in thinking and figuring out our place in this rapidly growing world.

The solution

Introducing Finetune

To get additional perspective, the Fintune team leaned on the user testing process. By creating both qualitative and quantitative successful design metrics, they were able to define the target audience and make a prototype platform representing a variety of skills and levels of expertise for both designers and non-designer.

During the developing process, the team wanted to understand the causes of designer challenges. They first shared mockups and then interactive prototypes to pinpoint exactly where difficulties existed. They continued to solicit feedback throughout the development cycle, iterating quickly according to the real-time feedback that they received during user testing between designer peers and non-designer professionals. Based on the feedback, Finetune made a number of updates, including giving the feature a clearer name, better interface, and design tool navigation.



The outcome

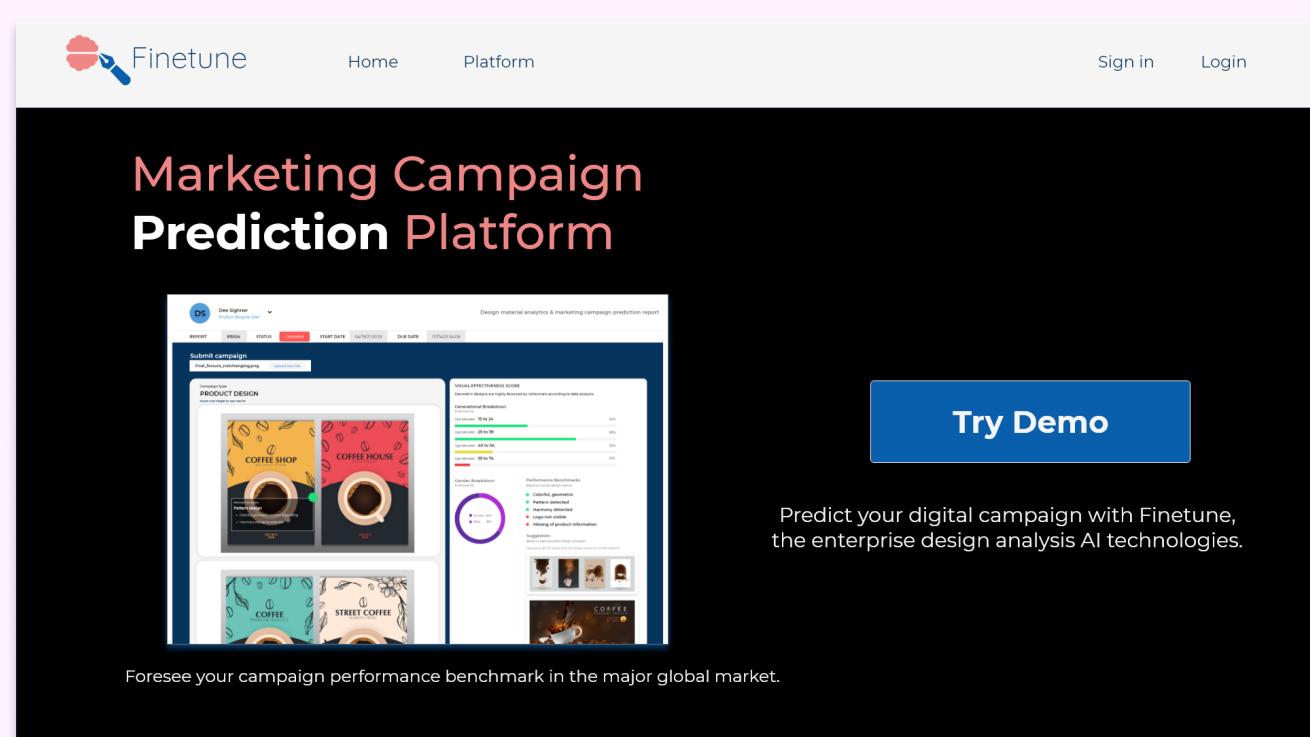
What is Finetune

Fine Tune, is an AI-powered software that puts your visual design piece into measurable goals and gives effectiveness scores with quantitative and qualitative metrics.

It is about **regaining the authority of design professionals** and combatting the cheap, mass-produced design products that these web platforms are providing.

While observing the impact of the usage with artificial intelligence when it comes to creativity and standardizing design principles; also to **explore the positive potentials of this technology**.

FineTune is the smart design application that can determine the impact of any marketing design with growth and interaction data while giving you a visual effectiveness score and other performance benchmarks to accommodate your campaign.



FineTune Demo

Final Product

[Adobe XD link](#)

Landing page

The screenshot shows the homepage of the Marketing Campaign Prediction Platform. At the top, there's a navigation bar with the Finetune logo, Home, Platform, Sign in, and Login links. The main title "Marketing Campaign Prediction Platform" is prominently displayed. Below the title is a large image of a mobile application interface showing campaign designs for "COFFEE SHOP" and "COFFEE HOUSE". To the right of the app image is a blue button labeled "Try Demo". Below the demo button, a text box states: "Predict your digital campaign with Finetune, the enterprise design analysis AI technologies." At the bottom left, a subtext reads: "Foresee your campaign performance benchmark in the major global market."

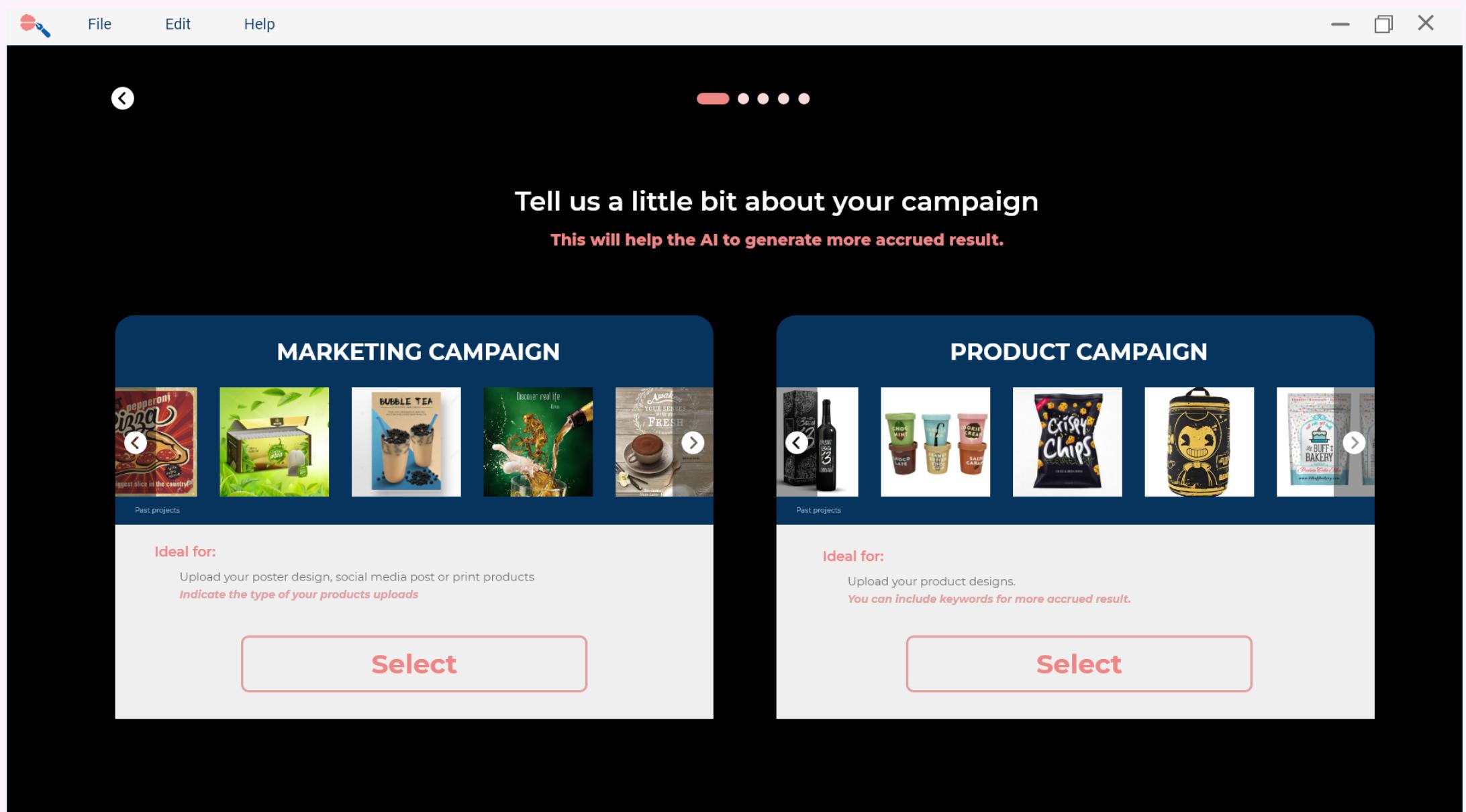
Users will be greeted by this front page with call to action button.

The screenshot shows the FineTune software interface. It features two main sections: "CAMPAIN ANALYSIS & PREDICTION" and "SKETCH TO WIREFRAME". Both sections have a "Select" button at the bottom. The "CAMPAIN ANALYSIS & PREDICTION" section includes a "Key features:" section with text about AI scanning visual cues and a "Ideal for product design and media campaign" note. The "SKETCH TO WIREFRAME" section includes a "Key features:" section with text about turning sketches into wireframes for A/B testing and a "Rapid prototyping and export your file to supported softwares" note.

User able to directly select their desire design tool.

Final Product

Design analyzation



First, users will need to select the type of campaign they wish to analyze. For marketing campaign, users will be able to upload their social media post or print products. For product campaign, users will be able to upload their product design mock up or moodboard.

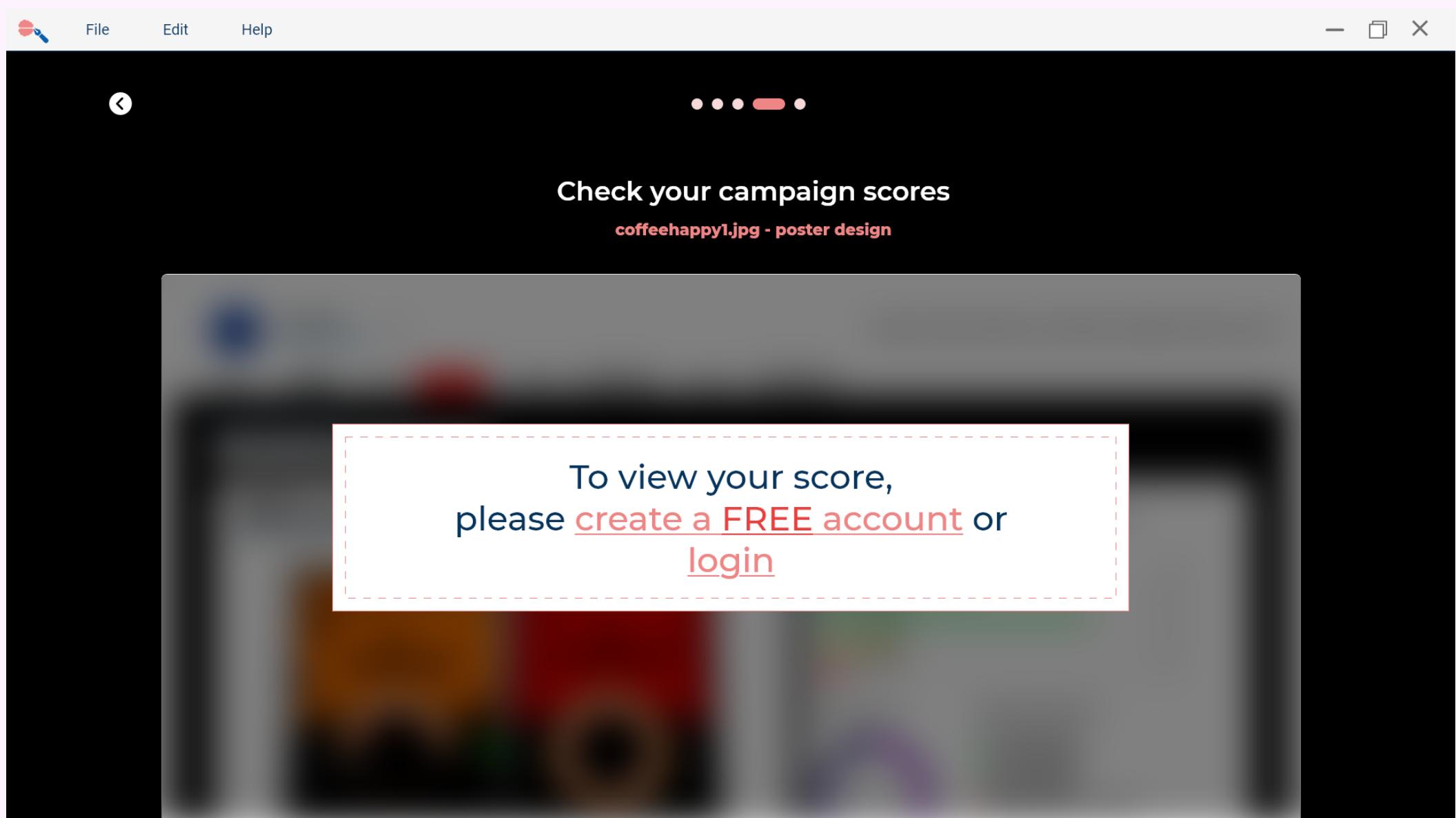
Final Product

Pre-upload and upload page

This screenshot shows the first step of a two-step process for creating a campaign. The title "Tell us a little bit about your campaign" is at the top, followed by a sub-instruction: "This will help the AI to generate more accrued result." Below this, there are three input fields: "Targeted age group" with a slider from 18 to 30; "Start date of the campaign" with a placeholder "DD/MM/YYYY"; and "Targeted market" with three options: "North America", "Europe", and "East Asia". A large "Next" button is centered at the bottom.

This screenshot shows the second step of the process. The title "Upload your design" is at the top, with a sub-instruction: "Select the types of images you are uploading." It features a large dashed red rectangle for dragging files or a "Choose file" button. Below this are three checkboxes: "Social media" (unchecked), "Poster design" (checked with a red checkmark), and "Print product" (unchecked). A "Product category" input field contains the text "Drinks, Snacks, Spring etc.". A note at the bottom says "Use a comma to separate each word, enter as many as possible." At the bottom center is a "Upload a file" button.

Allow user to sign up



Check your campaign scores
coffeehappy1.jpg - poster design

DS Dee Sighner
Product designer plan

REPORT #5004 STATUS Canceled START DATE 04/19/21 00:52 DUE DATE 07/14/21 04:06

Submit campaign
final_forSure_notchanging.png [Upload new file](#)

Campaign type: PRODUCT DESIGN
Hover over target to see results

VISUAL EFFECTIVENESS SCORE
Geometric designs are highly favoured by millennials according to data analysis.

Generational Breakdown
In Percent (%)

Age Group	Percentage
15 to 24	60%
25 to 39	80%
40 to 54	30%
55 to 74	10%

Gender Breakdown
In Percent (%)

Gender	Percentage
Female	62%
Male	38%

Performance Benchmarks
Based on success design metrics

- colorful, geometric
- Pattern detected
- Harmony detected
- Logo not visible
- Missing of product information

Suggestion
Based on past successful design campaign
Age group (55-74) highly favoured design based on market research

Final Product

Design report concept

DS Dee Sighner ▾

Product designer plan

Design material analytics & marketing campaign prediction report

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Submit campaign final_forsure_notchanging.png Upload new file

Campaign type

PRODUCT DESIGN
Hover over target to see results

Performance Benchmarks

Pattern design

- Colorful, geometric pattern is trending
- Harmony elements detected

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Typography

Heading

Paragraph

Design material analytics & marketing campaign prediction