DESIGN RATIONALE

- This product is intentionally designed to feel casual and approachable, perfect for anyone who wants to make great visuals without digging through technical settings. Instead of relying on numbers, percentages, or complex controls, the app embraces a more human, intuitive way of interacting with images.
- That's exactly how this app works. You guide the edit through feelings and simple gestures.
- Technically, the system leverages sophisticated models for tasks like segmentation, adaptive relighting, and grading, but we deliberately abstract this complexity. We map heavy computation to simple, direct manipulation. The AI acts as an accelerator, not a replacement. The user has full creative control, ensuring that every automated adjustment is transparent, reversible, and tunable, establishing a true human-in-the-loop workflow.

DESIGN RATIONALE

- We designed the interface to respect the user's attention, adopting a single-focus structure that presents one decision at a time. We also replaced engineering labels for natural language using prompts that align with how creators actually feel, rather than how the software computes. By combining this clarity with tactile interactions, we move away from the feel of a rigid utility. Instead, the tool behaves like a responsive friend, prioritizing the user's creative flow over complex feature management.
- It feels tactile and playful like a creative companion rather than a rigid tool. The goal is flow: choose a vibe, tweak the feel with the wheel, and you're done. It allows you to get professional-grade results instantly, letting you focus entirely on your image, not the tools.