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Online Photoshop Idea Pitch

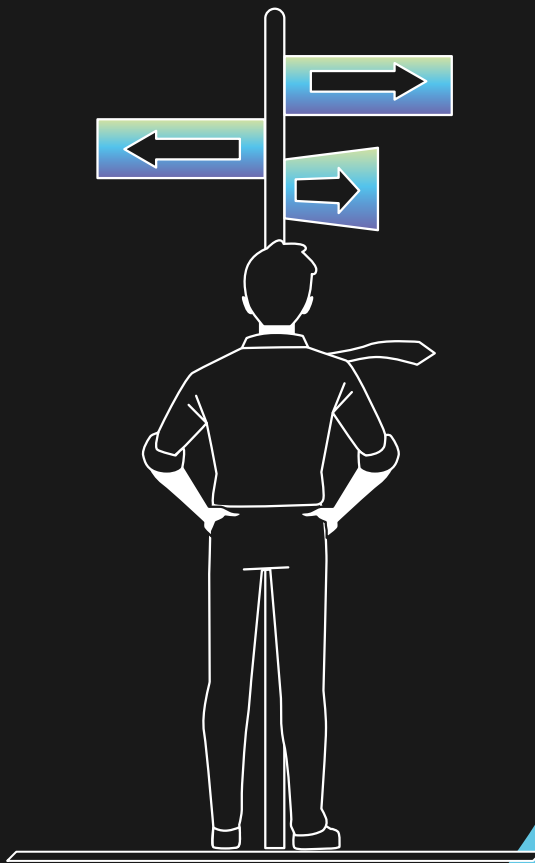
Presented by Team Eighteam



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Motivation/Statement of Purpose

Sometimes we need something a little different from what our raw photos can provide. Or, our pictures don't look quite right. So, we will create a way to quickly edit it digitally! Downloading a dedicated application for editing pictures can be a drag, but with this local first CRUD web app, you can quickly upload a photo, make the edits you desire, and download them to your local device. If you have multiple pictures you need to edit you can view and download them at your convenience in the my photos section.



Problem and Solution

There is no native way to quickly edit photos without opening a heavy app like Adobe Photoshop or ProCreate, this application should solve that issue as it allows users to efficiently go to the web app, upload a photo from their local device, make their edits, and download it right away.

Other photo editing applications require cloud based syncing, which can be a problem for individuals with poor internet connection or editing sensitive images. A main advantage of this application is that it will be completely local first and nothing will be cloud based.

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Features and Their Priorities

- Main Features:
 - Download and upload the picture
 - Change image brightness
 - Rotate image
 - Crop Image
 - Save, View, and Download images
- Stretch Features If Time Permits:
 - Add shapes to an image
 - Draw
 - User Login to save edited photos to user accounts



User Stories/Personas



- As a photographer, I want to efficiently edit and crop my photos on any device without downloading a dedicated application, in order to submit my pictures to my blog quickly.
- As a normal everyday user who has/takes pictures, I want to have the ability to quickly and easily do basic edits and crops for my photo online on any device

Additional Info - User Interviews, Competitor App Analysis

User Interviews:

- “There are so many photoshop applications online. But they usually need to download. This process is often a waste of time. I am seeking an online editor that I can edit my photos directly. ”
- “I just want to change the size of my photo and add some notes on it. I don’t need applications with too many fancy features! Less is more!”

Competitor App Analysis:

- Adobe Express is a strong online photo editor but it has too many feature for professional users. Sometimes, it is hard for users to find the basic editor functions.
- Native Mac/Windows apps are all different - don’t want to have to change workflow based on which machine

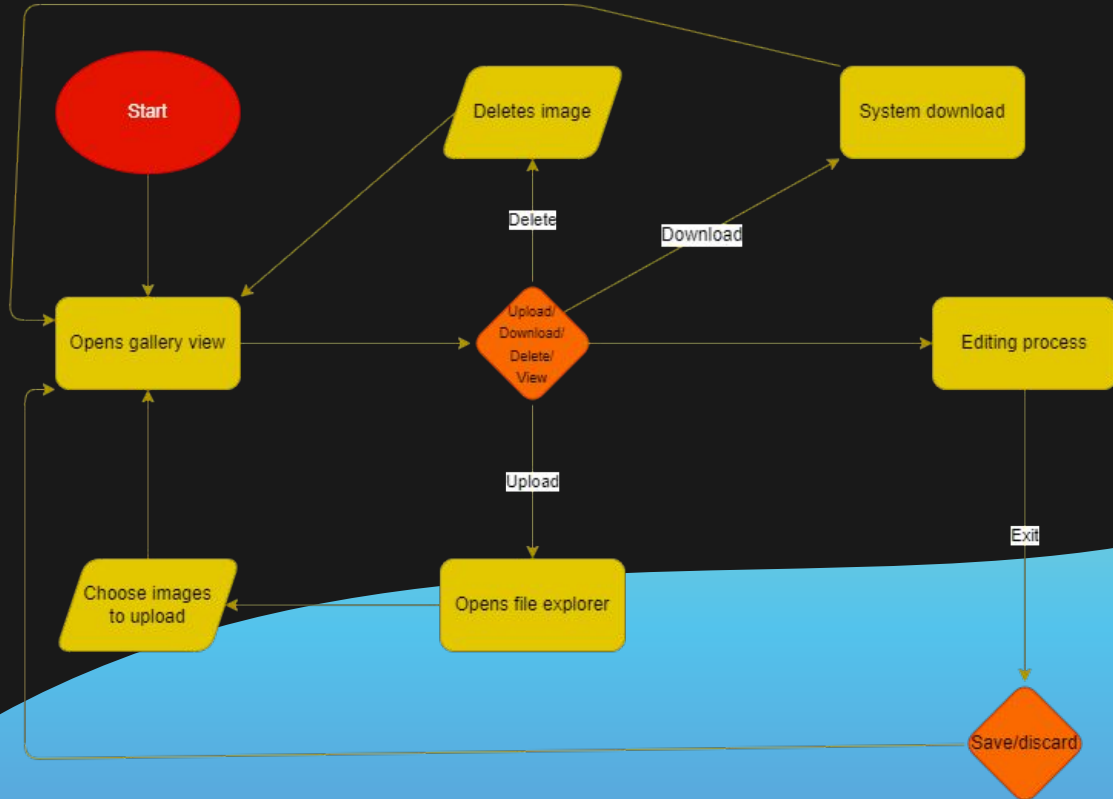
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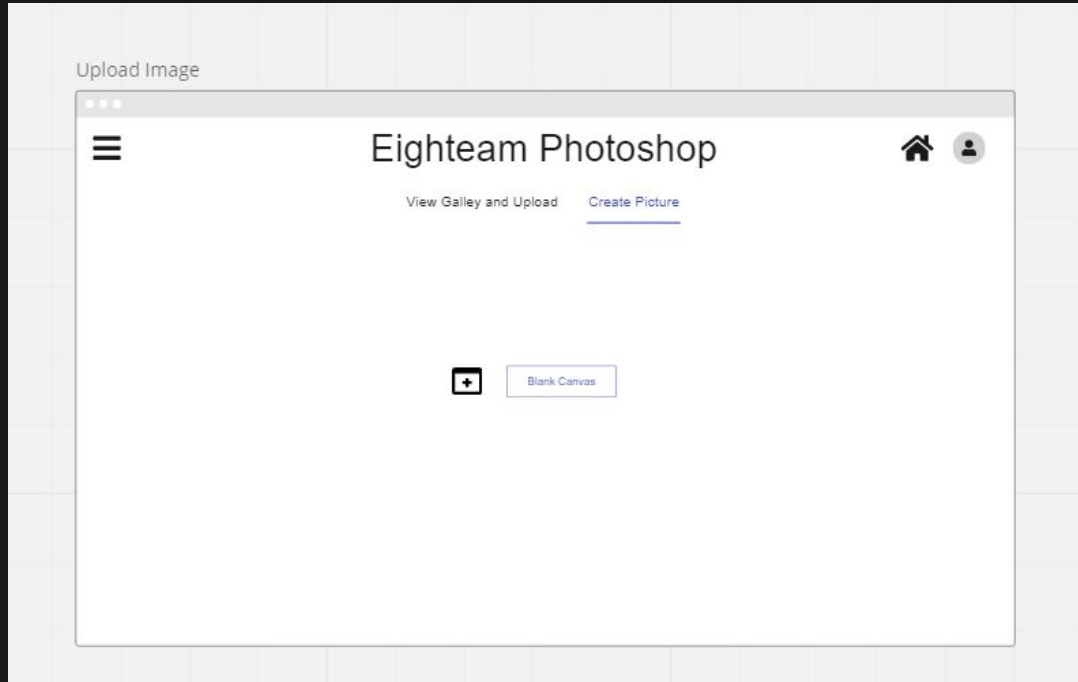


Adobe Express

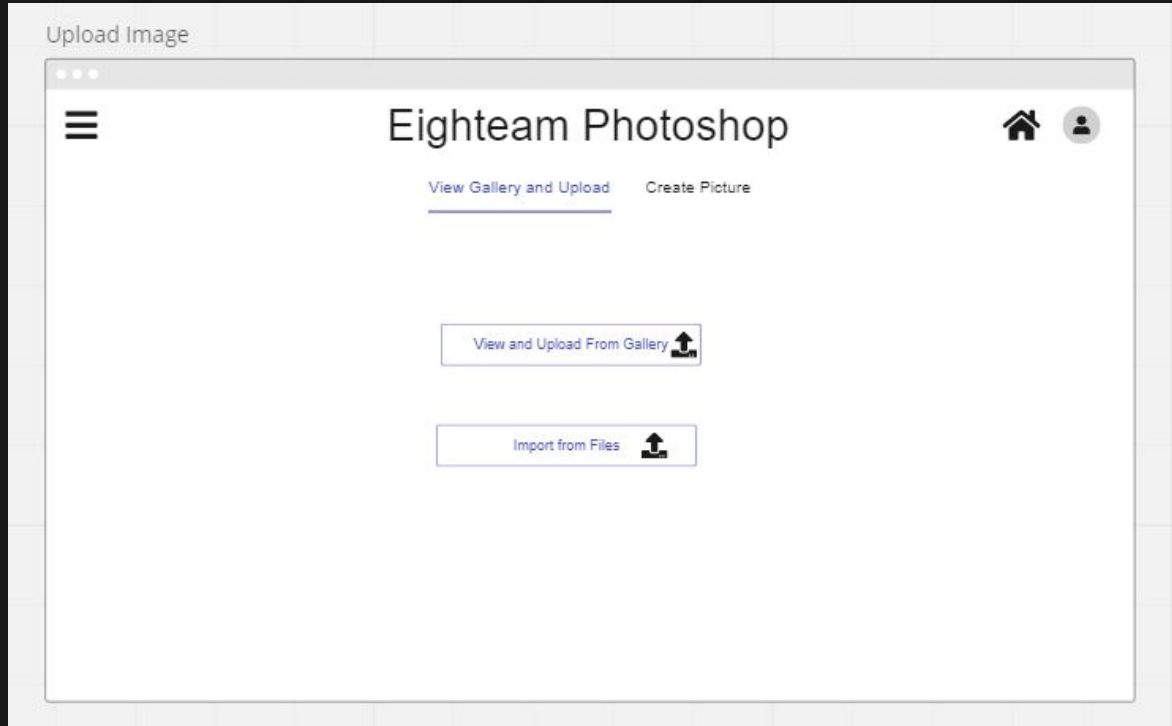
System Diagrams



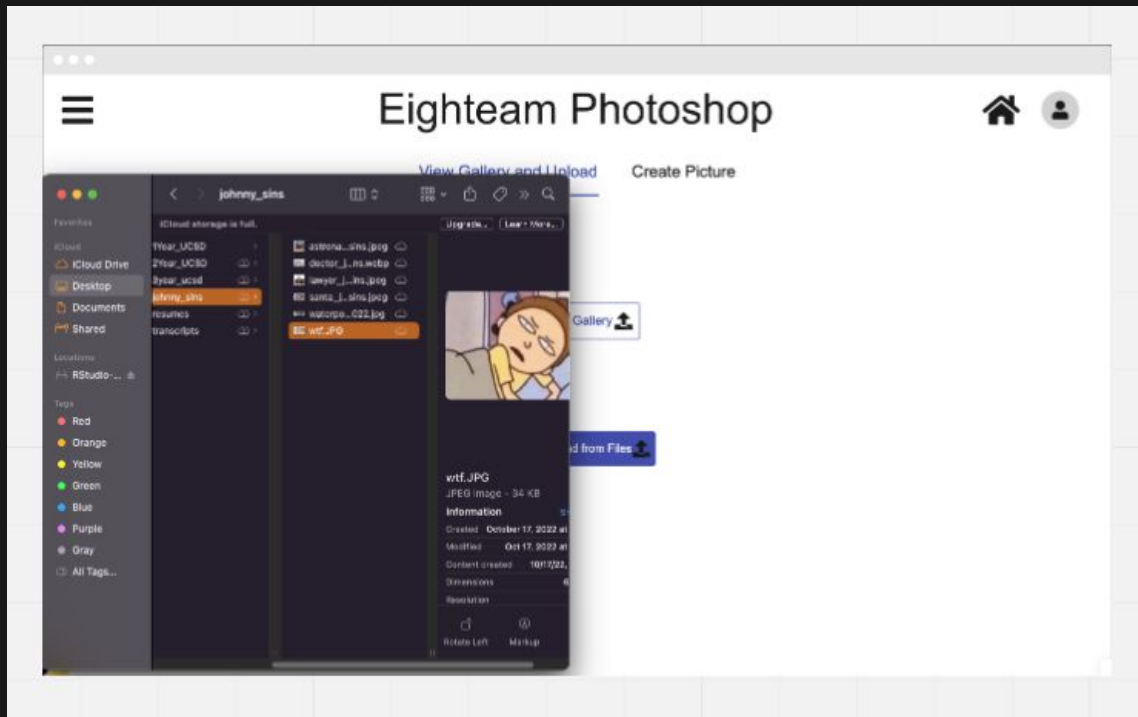
Wireframes Part 1



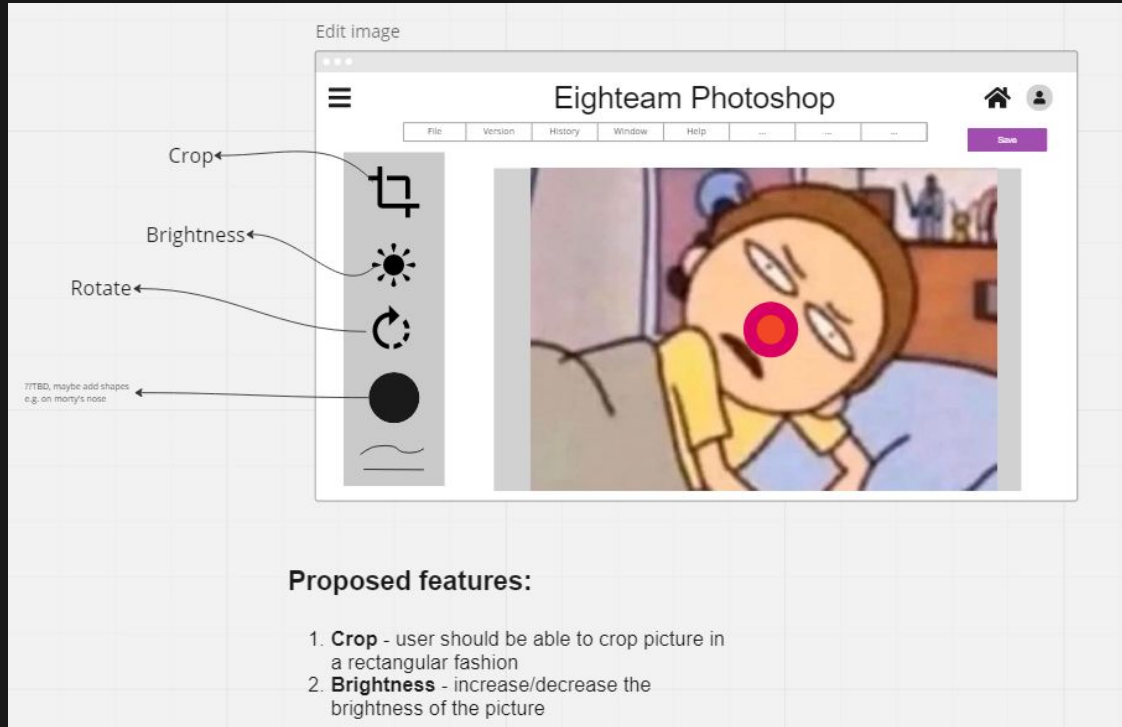
Wireframes Part 2



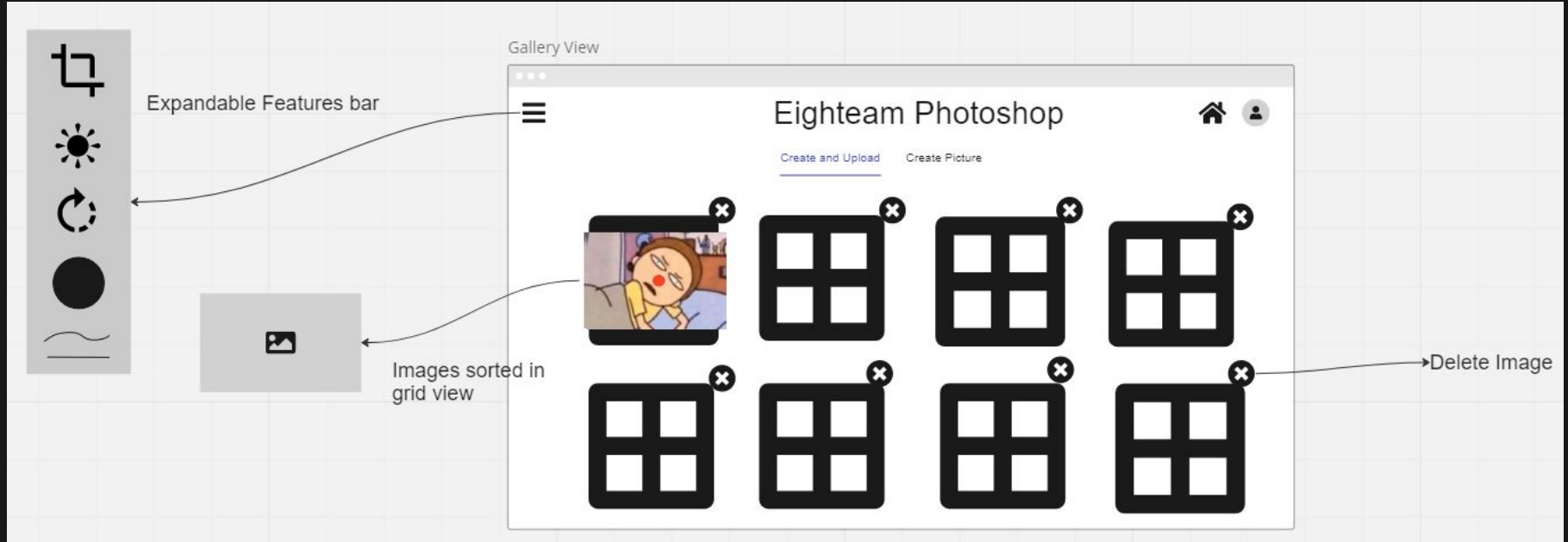
Wireframes Part 3



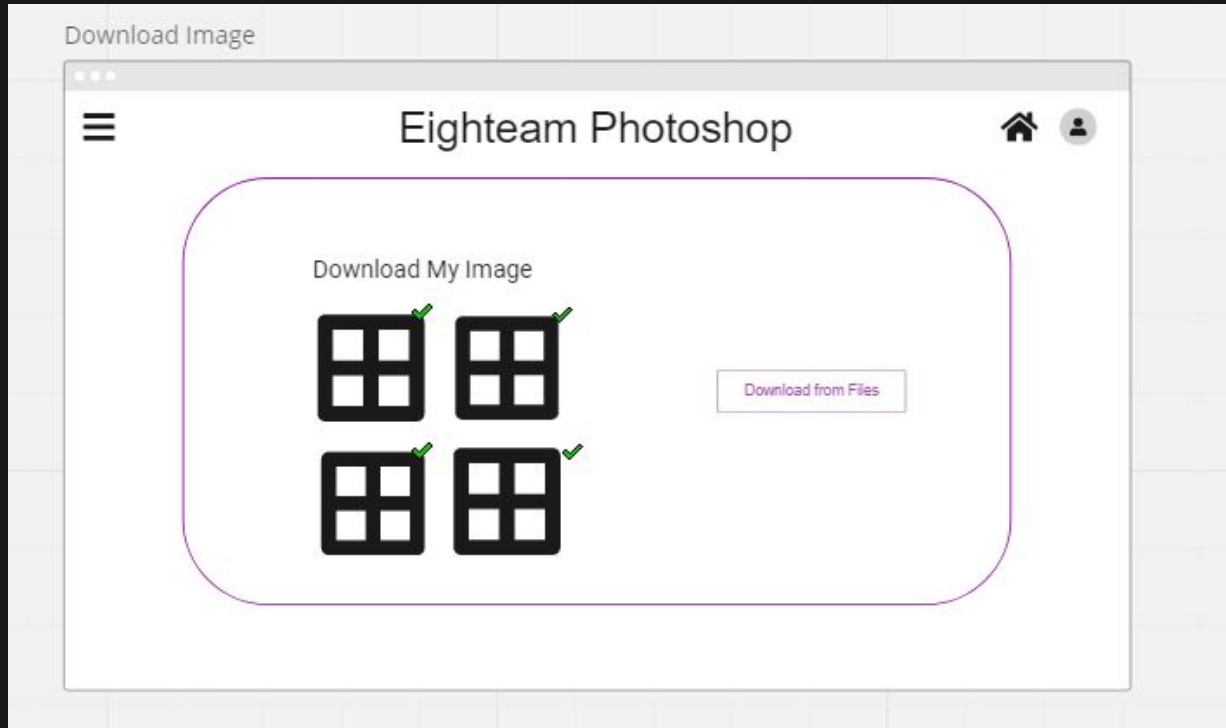
Wireframes Part 4



Wireframes Part 5



Wireframes Part 6





Wireframes Part 7: Extra Feature

User Login

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Eighteam Photoshop



[View Gallery and Upload](#) [Create Picture](#)

Login

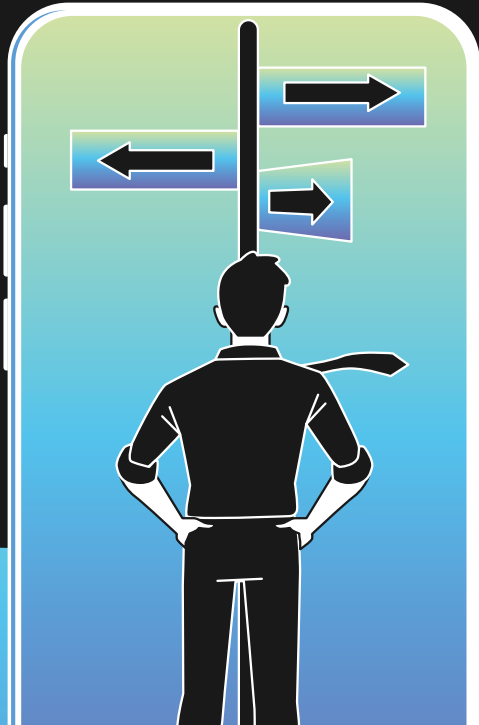
Email:

Password:

[New User? Register here](#)



Risks and Rabbit Holes



- Trying to add too many features without completing necessary ones first
- Some features can be deceptively complex, like drawing on the image
- Storing images may be complex
- Undoing edits is complex feature
- Appetite - These simple features should be attainable within the 4 weeks we have in the quarter, where we continuously program and design the features each week.



THANKS!

Do you have any questions?



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