# At a Glance

* Role: Interface Designer
* Product: GIF Maker
* Client: Offerpop
* Deliverables: Design specs and mockup for new product offering.
* Duration: August 2016

# Overview

Offerpop is a marketing platform based in New York City that enables brands to create their own campaigns for user-generated content. The company currently offers [X CAMPAIGNS] ranging from [EXAMPLE] to [EXAMPLE]. Offerpop is looking to offer a GIF-making campaign to its clients, allowing brands to source GIFs made by their customers.

I was asked by Offerpop’s lead designer to design and create a high-fidelity mockup of a GIF maker for mobile devices.

# Challenges

I hadn’t worked with the Offerpop platform before this project and did not have access to the platform when designing this application, so I figured out a number of work-arounds to determine how brands might be using the company’s campaigns, how customizable each campaign generally is, and the features needed to attract engagement from a brand’s consumer base. The GIF Maker had to be recognizable and easy to use without overlapping with existing Offerpop campaigns or GIF creators on the market.

I was also tasked with making a one-sheet to market the finished GIF Maker to Offerpop’s clients.

# Approach

The GIF Maker really has two audiences—the brands (Offerpop’s customers) and the consumers—and designing a working product meant designing a product for both of these different user segments.

To cater to the brands’ needs, I first researched the existing market. I looked into marketing campaigns to determine not only the different ways in which brands seek user-generated content, but also what information brands tend to collect through these campaigns and how that information is collected. I realized that the campaigns are as much about collecting user-generated content as they are about collecting user information, like emails and social media handles. Viewing these campaigns also helped me determine what elements of the GIF Maker would need to be customizable so that a brand could truly take advantage of it. Finally, I determined that the GIF Maker had to be an internet-based experience to be more easily customized and deployed by the brands.

For the customer side, I used existing GIF makers for both web and native mobile apps and drew on this research to compile a list of necessary features for my campaign. Due to time constraints, I mocked up a few different versions of the GIF Maker on paper and used the final two to perform my user testing. During these testing rounds, I presented each user with stills of the two drawn apps and had them walk through the flow, narrating the journey and asking questions along the way. At the end, I asked the users which design they preferred overall. Below are two sketches of the product showcasing two different ways to add and arrange images.

[SKETCHES FOR FINAL AND SEMI-FINAL GIF MAKERS]

Overwhelmingly, users were more comfortable with the layout that is reminiscent of Instagram—an application that the brands’ consumers are likely familiar with—and so this is the model I continued building.

I first organized the product’s information architecture, keeping in mind the needs of both the consumer—creating a product that is worthy of sharing on social media—and the brands—collecting user data and user-generated content.

[APP FLOW IMAGE]

From here, I was able to easily flesh out the remaining app pages on pen and paper. A sampling of these sketches is below.

[The main image is where the user’s GIF would show up during its construction. I’ve purposely disabled auto-play on the image to be considerate of consumers’ data usage. To add an image, the user clicks the plus button on the upper right-hand corner of the image view screen below the GIF Maker. Once images have been added, the user can long-tap the images to rearrange them and to call up delete buttons for each image.]

[SKETCH IMAGES FOR OTHER PAGES]

Offerpop asked for only a high-fidelity mockup of the main GIF Maker home screen, which you can see below. The image on the left is when viewed from the top of the page, and the image on the right is the view when scrolled down to the bottom of the page. For the demonstration, I included the Zappos branding to illustrate how the mockup would look when active during a campaign.

[GIF MAKER FINAL VIEWS]

I also created a mockup for how a campaign may look on a brand’s website. Below is the layout for the brand’s collected and moderated user-generated content. I decided to also disable GIF auto play on this page, again to keep consumers’ data usage in mind. The “Make a GIF” button is the call to action that will open the GIF Maker.

# Results