



DESIGN DOCUMENT

ABSTRACT This design document outlines two high-impact product features aimed at reducing friction in mobile photo editing, where 59% of users struggle with complex, multi-step tools. With creators growing from 303M in 2022 to a projected 650M by 2030, the opportunity to simplify editing workflows for a broad user base including photographers, designers, illustrators, and marketers is significant. Research shows that lighting adjustments are the most common pain point, with 49% of users finding relighting particularly difficult.

To address these needs, we introduce Agentic Workflow Automation and Gesture-Based Relighting. The agentic framework converts natural language prompts into automated editing actions using Adobe's existing toolset, reducing the number of steps required to achieve desired outcomes and minimizing user effort. Gesture-based relighting allows users to intuitively swipe to adjust lighting direction, intensity, and depth, making a traditionally complex task fast and accessible.

Both features integrate a simple thumbs-up or thumbs-down feedback loop to measure satisfaction and guide continuous improvement. Together, these solutions streamline key editing workflows, reduce drop-off caused by complexity, and elevate the overall user experience, making Adobe's mobile editing ecosystem more intuitive, responsive, and creator-friendly.

I. RESEARCH RECAP

PHOTO editing is common, with 303M creators in 2022 → 650M by 2030, and 59% struggle with complex tools. Competitors like Photoshop Mobile, PicsArt, and Snapseed have strong but scattered, manual features.

Four personas—Photographers, Designers, Illustrators, Marketers—all spend too much time on workflows. 49% struggle most with lighting, making relighting high-impact.

Solutions:

- 1) **Agentic workflow automation** via natural prompts.
- 2) **Gesture-Based Relighting** using directional swipes.

Pitfalls (ambiguous prompts, over/under-lighting) addressed via feedback loops, manual selection, and dataset fine-tuning.

Next: user journey and wireframes.

A. USER JOURNEY FOR THE FEATURE

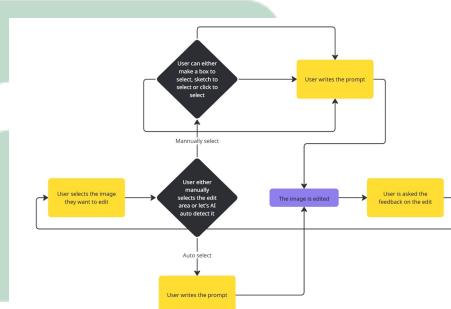


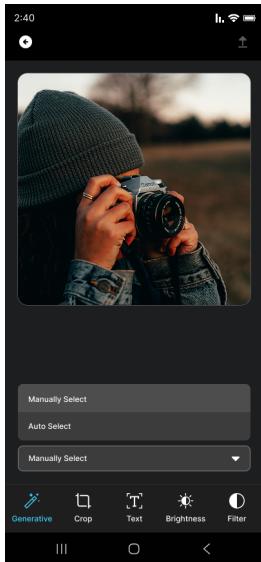
FIGURE 1: User journey flowchart

II. FEATURE 1: AGENTIC FRAMEWORK

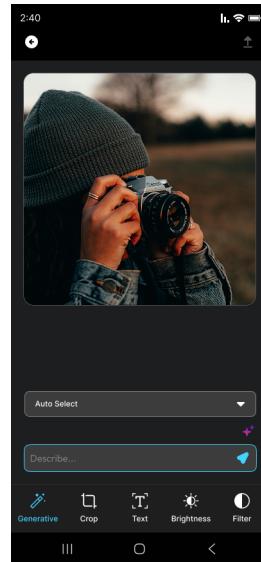
This feature takes a query as an input from the user and accordingly edits the image using Adobe's already existing tools, massively reducing user friction and solving the pain point of complex tool steps to edit an image.



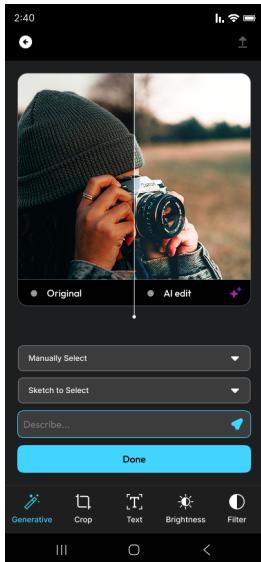
B. WIREFRAMES EXPLAINED



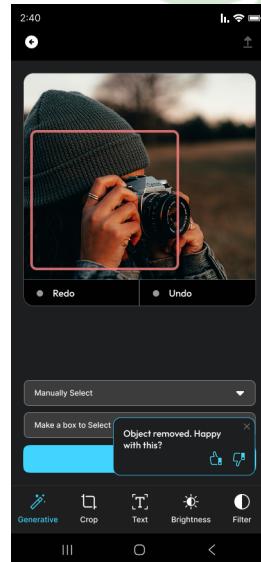
(a) Wireframe 1



(b) Wireframe 2



(c) Wireframe 3

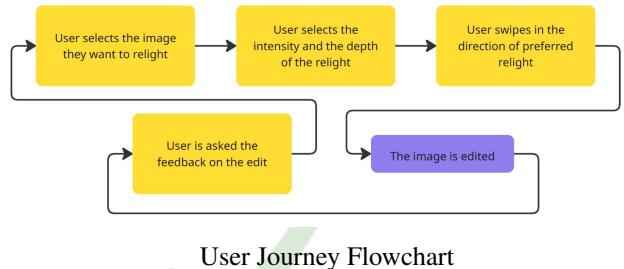


(d) Wireframe 4

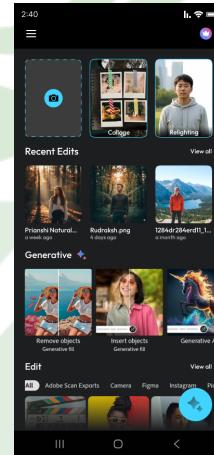
- Wireframe 1:** From left to right, this UI screen prompts the user after he has selected his photo and clicked on AI mode to either manually select the area of action or let the AI auto-select the area of action based on the prompt.
- Wireframe 2:** In this wireframe, the user can directly start writing the prompt after selecting auto select.
- Wireframe 3:** If the user selects manually select, he then has three options to select the manual area which are either sketch to select or make a box to select or click to select, giving users a variety and hence increasing inclusivity. After this, they can describe their idea in the prompt below and click on done.
- Wireframe 4:** This wireframe allows the users to see their edited photo. They can use undo to go back and compare their photo with the edited photo. The North Star metric for this feature would be percentages of edits which got a thumbs up as this directly ties to user satisfaction.

III. FEATURE 2: GESTURE BASED RELIGHTING

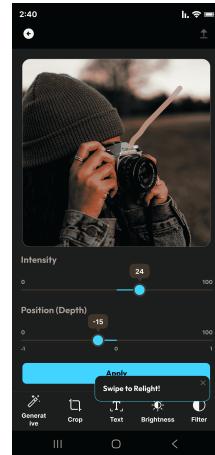
Based on our analysis of user behavior, we found that lighting adjustments are one of the most common yet challenging editing tasks. To address this, we designed a gesture-based relighting feature that lets users simply swipe in the desired direction to change lighting, with additional controls for intensity and depth—keeping the human touch in the loop.



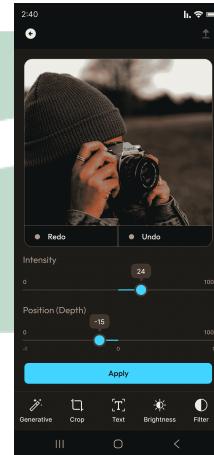
User Journey Flowchart



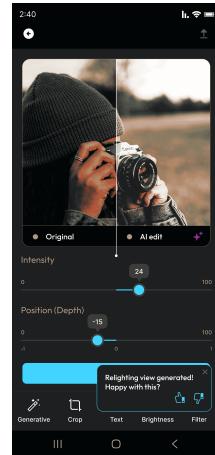
(a) Wireframe 1



(b) Wireframe 2



(c) Wireframe 3



(d) Wireframe 4

FIGURE 3: User Journey & Wireframes for Gesture Relighting



A. USER JOURNEY & WIREFRAMES EXPLAINED

- **Wireframe 1.** The user can select gesture relighting from the generative feature sets in the homepage and then click on his preferred image.
- **Wireframe 2.** The user can swipe in the desired direction on which they want the relighting.
- **Wireframe 3.** The user can adjust the intensity and the depth of the relight. This makes sure that the editing is both automated and there is a human touch as well.
- **Wireframe 4.** This wireframe allows the user to use undo or redo to compare his edit with the original image. We are also going to use the same feedback loop of a simple thumbs up and thumbs down.

