

Software product report



ADOBE
EXPRESS:AI
DESIGN

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Executive Summary

This software product report aims to understand the features of the application, all the data analysis related to this application and try to find out the problems which are facing users in daily life while using the software. The primary objective is to know all the uses of this app, deep analysis, customer need, what problems customers are facing while using the application and quality of the product.

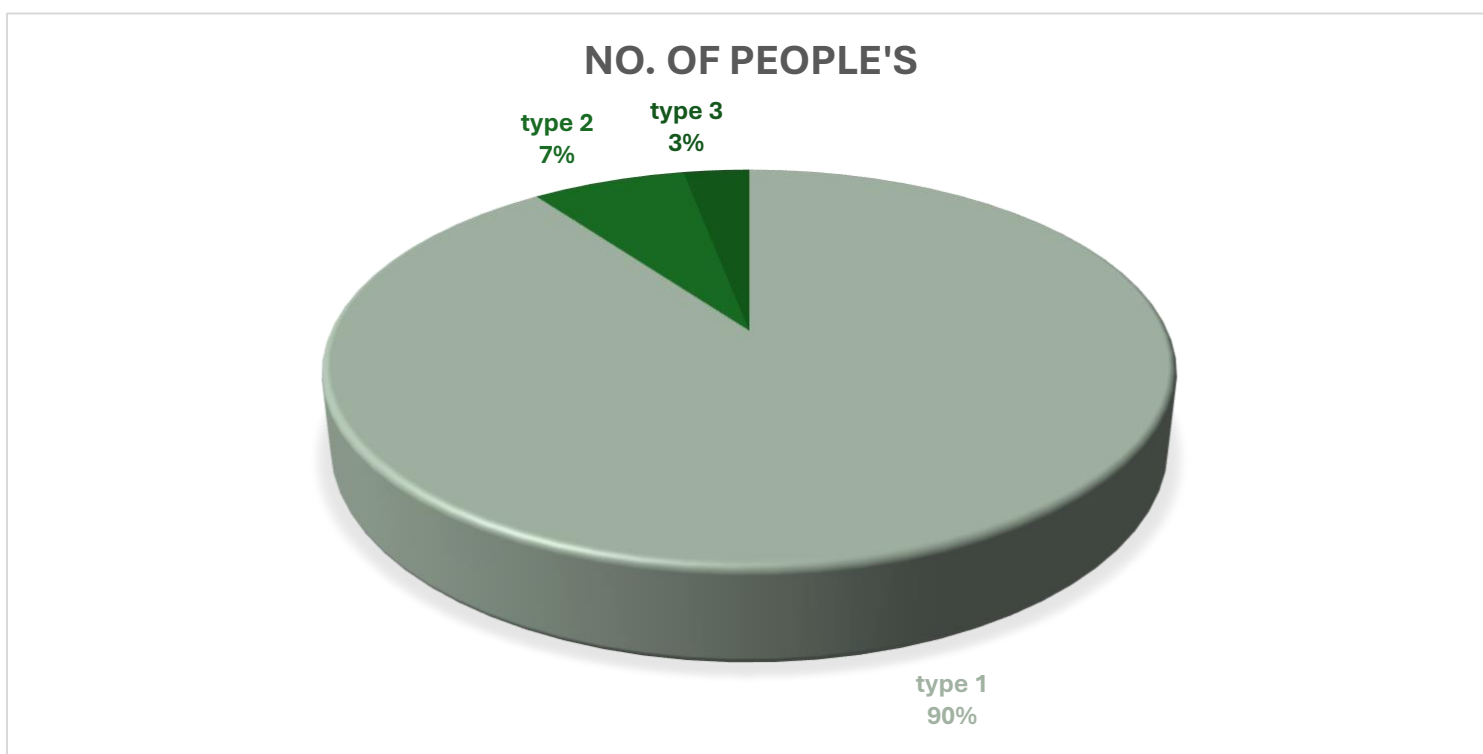
ANALYSIS

My research indicates a significant analysis of customer interest and need. This analysis is helpful for those who need to design something, interested in making posters, logos, collages and creative design layouts for Instagram post or Facebook post.

PROBLEM STATEMENT

In day to day life we live a social life, we have to manage a lots of social works like making content, posters, creative thumbnails and many picture editing for sharing our highlights but we don't have much time for making it. In this situation a human needs a software who helps to make this things just in few minutes.

There is chart which is show the people are frustrated for searching a product for themselves. Here, type 1 show that many of people suffering from this problem, type 2 show the people who are working as professional editor and making money from the type 1 peoples and rest of 3% peoples are non user.



INTRODUCTION

ADOBE EXPRESS: AI VIDEO DESIGN

Dream it , make it easy

Simplify content creation: All-in-one photo & video editor with AI and more! Adobe Express is your all-in-one AI content creation app. Quickly make stunning social posts, images, videos, flyers, logos and more.

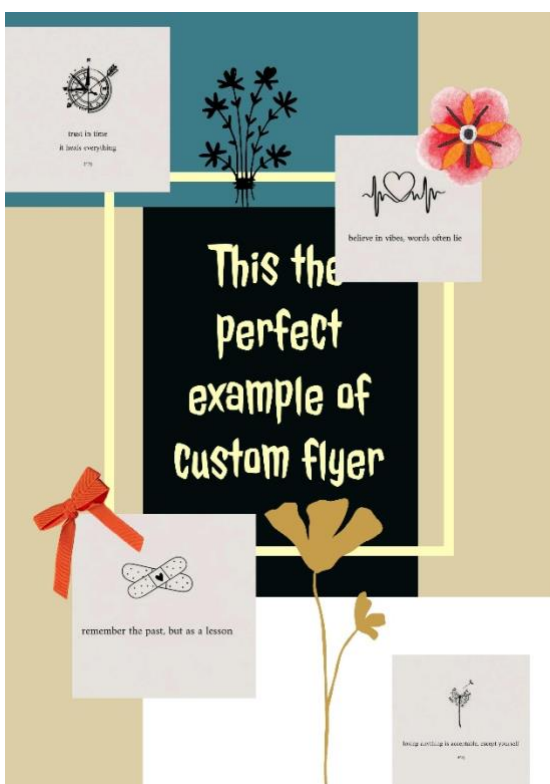
DREAM IT. MAKE IT. EASY.

Jump-start your creativity with Text to Image, powered by generative AI. Quickly turn your text prompts into extraordinary photo art, and watch your imagination come to life with our AI photo generator.

MAKE THE IMPOSSIBLE POSSIBLE

With Generative Fill, powered by generative AI, you can insert, remove, or replace people, objects, and more with a typed prompt. Achieve results you never imagined you could.

In this product you can also customize your style, according to you, here is the perfect example of custom flyer.



This flyer is made with

adobe express AI design,

it is design with custom style

PRODUCT DESCRIPTION

1. Generative AI Tools:

- **Text to Image:** Quickly turn text prompts into extraordinary photo art.
- **Generative Fill:** Insert, remove, or replace elements in your images with a simple text prompt .
- **Text Effects:** Transform your text into eye-catching designs.

2. Content Scheduling:

Plan, preview, schedule, and publish your content to all your social media channels easily.

3. Brand Kits:

Keep all your fonts, colors, and logos at your fingertips to create consistent on-brand content.

4. Quick Actions:

Remove backgrounds, generate QR codes, transform images into GIFs, and resize content with ease.

Adobe Express is designed to help you go from idea to post faster than ever, with no experience required.

About adobe express: The current version of adobe express is 2.6.1.2(676), build by folks at adobe

Your Agreement with Adobe: 1. Choice of Law and Contracting Entities. The country and law(s) that this agreement falls under depends on where you live.

2. Product Specific Terms: These are general terms of use that apply to all of Adobe's products. However, there may also be terms that are specific to the products you use. Product-specific terms always override the general terms.

3. Business Users: If you're using an individual Adobe plan, you have control over your content and the work you create. If you're using a business plan, your organization has access to and control over your work.

4. Adobe Intellectual Property: Adobe owns its products and services and gives you a license to use them.

5. Content Files: You have the right to use the content or assets that we make available to you. You can even change or modify this content in your work.

6. Third-Party Services and Software: Some of our products allow you to access third-party apps or services, like social media apps and plug-ins, but Adobe isn't responsible for these tools. They are governed by the terms of the third-party providers.

MARKET ANALYSIS

User Base and Popularity

Downloads: Over 50 million downloads on Google Play store

Ratings: 4.5 stars from 353K reviews on Google Play store

Target Audience: Primarily aimed at social media content creators on platforms like Instagram, TikTok, and Facebook

General Trends

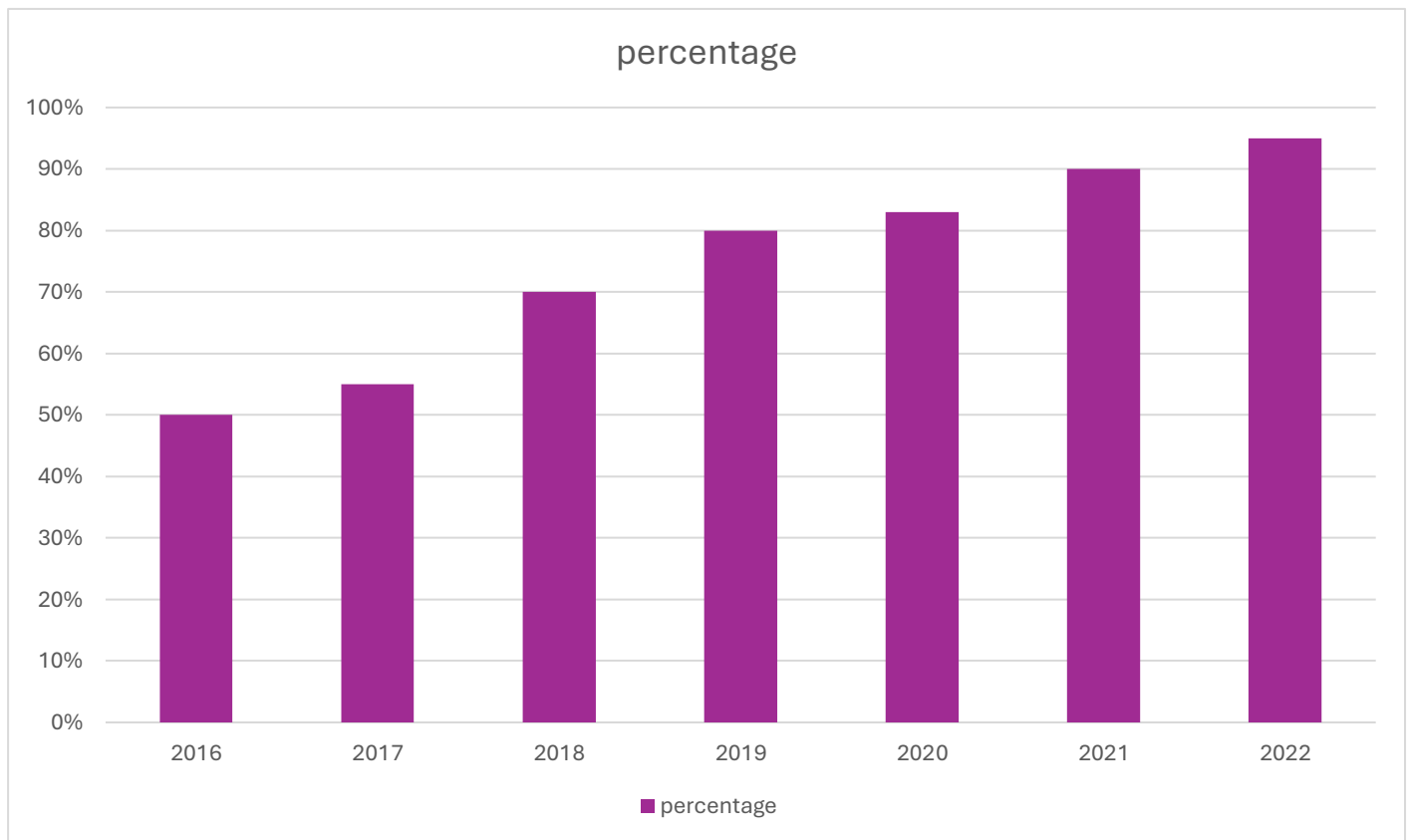
2022: Adobe Express saw significant growth, with a 96% quarter-over-quarter increase in monthly active mobile users¹.

2023: Continued to grow in popularity, especially with the increasing demand for AI-powered design tools¹.

Peak Year: Based on the available data, 2022 appears to be a peak year for Adobe Express downloads, driven by strong product innovation and the rising trend of AI integration in creative tools¹.

“Generative AI frees us to create, explore, and push boundaries like never before, saving time for what’s most meaningful.”

Here is analysis of adobe growth in market :



TECHNICAL SPECIFICATIONS

Adobe Express has specific technical requirements depending on the platform you are using. Here are the key specifications:

Web Version

Operating System: Compatible with modern web browsers on Windows and macOS.

Browsers: Google Chrome (version 100+), Safari (version 16+), Microsoft Edge (version 107+), and Samsung Internet (version 19+).

Mobile Web (Android)

Supported Browsers: Google Chrome (version 100+), Safari (version 16+), Microsoft Edge (version 107+), Samsung Internet (version 19+).

QUALITY OF PRODUCT

Pros

User-Friendly Interface: Adobe Express is designed to be accessible for users with little to no design experience. The interface is intuitive and easy to navigate¹.

Templates and Assets: It offers a wide range of templates and stock assets, making it easy to create professional-looking content quickly.

Powerful Editing Tools: The app includes powerful image and video editing features, as well as file conversion capabilities



Cons

Limited Advanced Features: While it is great for basic and intermediate tasks, it may lack some advanced features that professional designers might need

Subscription Model: Some features and assets are locked behind a subscription paywall, which might be a drawback for users looking for a completely free solution



Be creative with adobe

PROBLEM FACING

Text Editing: Editing text can be challenging if objects overlay the text or if text objects are grouped.

PDF Export Issues: When exporting a file which contains different languages like Hindi or Gujarati, the app service may read incorrectly. So, first download the output as a JPG or PNG file and then convert it to PDF.

Web Browser Access:

Safari: Performance issues have been reported when using Adobe Express in Safari.

File Access: Some users have reported difficulty finding their files. Contacting customer support can help resolve this issue.

RISK ANALYSIS

Security Risks:

Data Breaches: Unauthorized access to user data can lead to privacy violations.

Malware: Users might inadvertently download malicious software through the app.

Performance Risks:

App Crashes: Frequent crashes can frustrate users and lead to negative reviews.

Slow Load Times: Delays in loading can degrade the user experience.

Usability Risks:

Accessibility Issues: The app should be accessible to users with disabilities.

Operational Risks:

Server Downtime: Unplanned outages can disrupt user access.



Scalability Issues: The app should handle increasing numbers of users without performance degradation.

FEEDBACK

Adobe Express, formerly known as Adobe Spark, has received generally positive feedback for its ease of use and versatility, especially for non-designers.

Some feedback from users



Positive feedback :-

Michael Harding

★★★★★ 8/13/24

After using this app a while now, I can say the developers deserve a pat on the back for this. It's absolutely incredible. Even the free option is packed with amazing features. The premium version seems very expensive at 85 pounds a year. However, if it's packed with even better features, it will probably be worth it.

206 people found this helpful

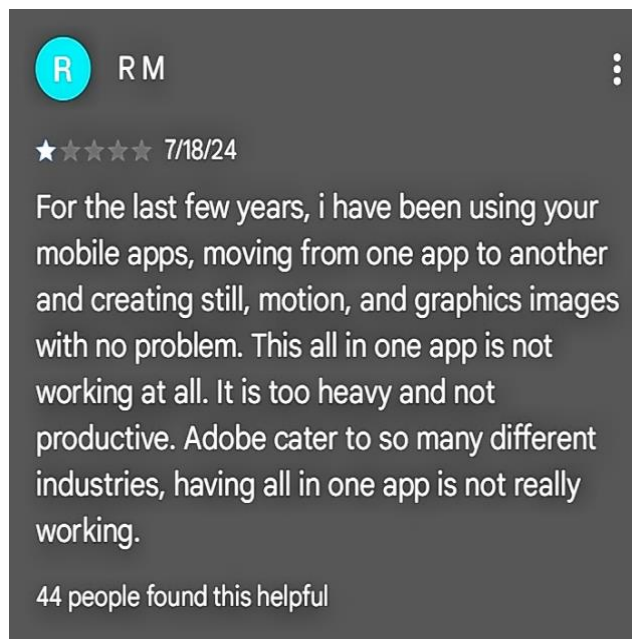
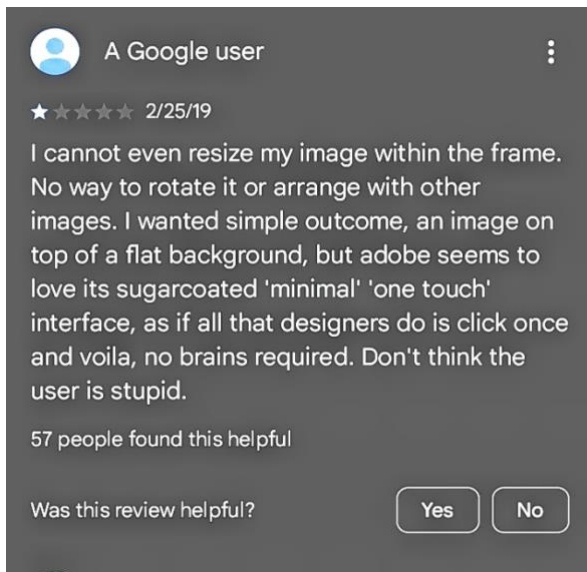
Ardit Zeqiri

★★★★★ 7/1/24

This is awesome i really love this app i make so much animations whith this app and it's really awesome but i really want the Adobe team to make export videos longer like 5-10minutes videos but by the way this is amazing don't let it without try just one time and i guarantee you will love it Thank you so much Adobe Team for making this app💙

8 people found this helpful

Critical feedback:-



Overall - Adobe Express is a strong tool for quick and easy content creation, though some users might prefer alternatives like Canva for even simpler design tasks

METHODOLOGY

The purpose of this software product report is to know the answers of this questions

- The populated creative software is really creative or not ?
- Report aim to understand user needs.
- Find out the problems which are facing by users.
- This software is really creative?

Research design

The design of this report is to collect the data from user feedbacks, adobe sharing information, some extra data collect from generative AI and the collecting experiencing data from self use of this software.

Tools for making this report:- MS word, MS Excel, copilot AI, adobe express: AI video design and web browser.

CONCLUSION

The overall conclusion is this software is good for making flyer, poster, thumbnail, logo, restaunt / cafe menu's, story highlights picture etc. Adobe Express is highly accessible, even for those with limited design experience. Its intuitive interface and drag-and-drop functionality make it easy to create professional-looking designs quickly.

Adobe Express is a powerful tool for both novice and experienced designers, offering a good balance of ease of use and advanced features. However, potential users should be aware of the occasional performance issues and the cost of accessing premium features. Overall, it is a strong choice for creating high-quality visual content efficiently.

THANK YOU