# Bezel Design Process

Bezel is an iPhone application that allows users to give phone pictures a professional touch. Upon my first meeting with Bezel's developer, I learned that Bezel had not been updated since iOS 5 and needed an overhaul of their UI. Bezel's existing interface was clean and minimalistic, but the experience was clunky and confusing.

My client went over user concerns and new features to be added to the application . The main concern was the application's lack of easy navigation in addition to the difficulty of saving pictures. My client also wanted to emphasize the accessibility of in-app purchases. After going over Bezel's vision, my client requested my work in creating a more fluid user experience while keeping the overall design.

The first phase of this project was to focus on brainstorming, studying existing products and prototyping. I applied my previous knowledge and experience to user fluidity to the current Bezel product and began trying out new angles. Keeping in mind that my client's request was easier user experience, I sectioned off the project into different areas of work.
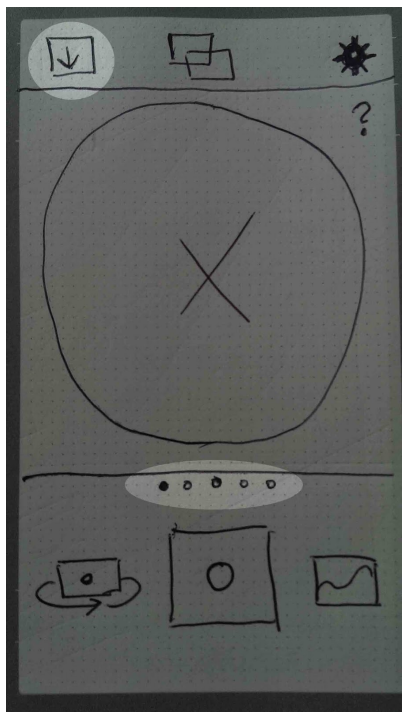
First, I addressed the difficulty of saving pictures. Prior to my work in this project, the top left icon was used for in-app purchases. Based on my studies on existing products, I repurposed the top left icon to saving pictures to the camera roll. This allows the user to save the photo anytime: after the capture, while applying the professional touches, before and after sharing. Next, I addressed the users' concerns of using options not seen on the main screen. In the original application, other options were not easily accessible and mostly hidden from use. Rather than adding more icons, I augmented the problem by adding pagination to the bottom menu bar. This allows the user to see other options in addition to seeing their position in the flow.

Previously, Bezel's top left icon was for in-app purchases. Since I repurposed the icon to focus only on saving pictures, I moved the in-app purchases option to the user flow bar. This option was added to the end of the pagination so that users know there were more features and options after they've gone through the steps. In addition, this option was added to the bottom of the settings menu. Having the purchase option in two different locations is key for Bezel's future profitability while giving users the opportunity to expand the app.
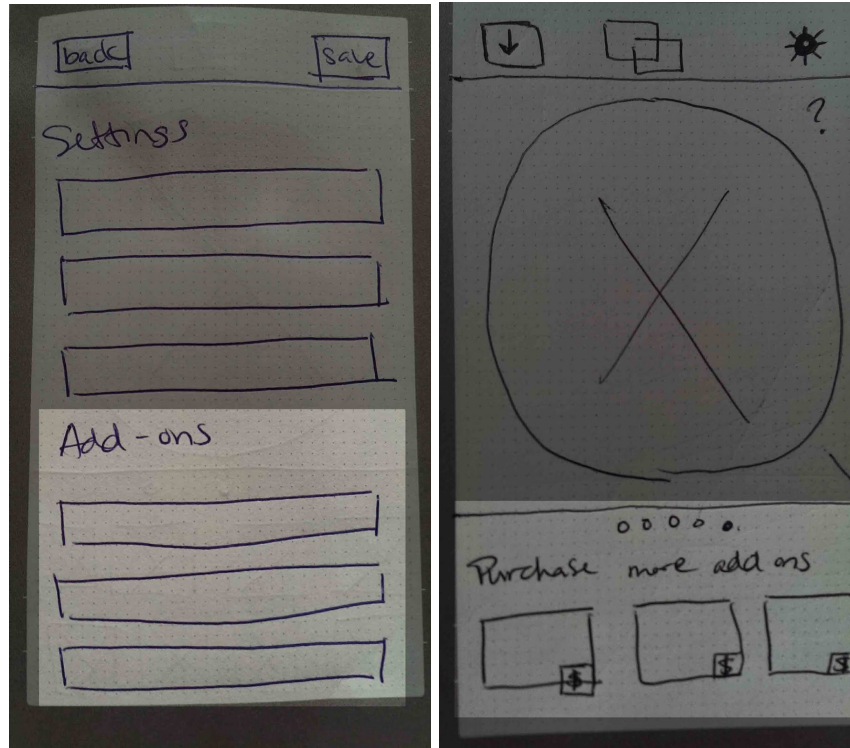
With the main user concerns addressed, I rearranged and adjusted the app to solidify easy user experience. I brought my wireframes together and constructed a clickable prototype using POP app, a mobile prototyping application for smartphones. I had several users test my prototype and give me feedback. Once I felt like my client's requests were fully addressed, I arranged another meeting with Bezel's developer. My client was very satisfied with the changes I made and now plans to implement them with the next iOS 7 update.