TASK - PRODUCT RESEARCH

Selecting 2 Features for a Mobile Photo Editing App
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Most professional editing softwares require editors with high editing skills. This is still very manual. Small businesses, casual users and small to medium influencers want professional looking visuals without hiring editors or learning manual editing skills. Yet many AI editing features today act more like filters, they change color tones but fail to accommodate scene geometry, shadows, brand identity, and real-world lighting. The opportunity is to build features that reduce manual effort while making the image more realistic within mobile constraints.

I will suggest features which are currently manual or poorly implemented by AI. The feature should solve a frequent problem faced by the users, and fulfill the requirement of the users. It should give the product a clear differentiation edge and be feasible in mobile phones.

Feature 1 : Clean Product Background with Shadow Preservation
Removes cluttered backgrounds while preserving natural shadows, object edges, and reflections.
The main problem is that the current removers delete shadows, causing products to float. Sellers manually re-light or retake photos.

TAM Estimate:
Photoroom processed 2.2B images in 2024 (mostly product backgrounds).
Capturing even ~2% of that volume gives us a large total addressable market.

Feature 2 : Brand Identity Consistency (Fonts, Colors, Layout System)

Automatically applies a creator's or company's brand kit across multiple outputs. Detects dominant color styling, font rhythm, spacing, and applies it across posters, reels covers and product shots.   Currently, consistency is done manually. Mid-size creators and businesses are highly inconsistent across thumbnails, ads, posts, and catalogs.

TAM Estimate:
 3M+ power creators globally, ~200k+ Indian SMB sellers exporting.
 If even 500k adopt brand-kit automation at $2–4/mo, there is a $12M–24M ARR scale.

Feature 3 : One-Tap Relight

Automatically adjusts lighting direction, color temperature, and shadow softness to simulate conditions like Golden Hour, Soft Portrait Studio, or Cool Outdoor Shade, while preserving skin tone realism and shadow consistency.

The main problem currently is that the lighting fixes require HSL curves, masks, and manual dodge/burn. Current apps offer color mood filters, not true photometric relighting.

TAM Estimate:
 Picsart reports ~150M MAU. Assuming 8–10% users regularly edit lighting, implies 12–15M active users.
 If even 1–2% convert to premium at ~$2/mo, there is $3M–6M ARR potential.

FIDE

To shortlist two features, I use a custom scoring model designed for mobile AI editing products, called FIDE.

F - Fit : Aligns with mobile-first intuitive workflows

I - Impact : Degree of visible improvement in final output

D - Doability : Can be built with available lightweight model optimizations

E - Edge : Differentiation vs. Canva, Picsart, Google Photos, Photoroom

Scoring (In Order of FIDE)

Feature 1 (Clean Product Background) : 10+9+9+7 = 35

Feature 2 (Brand Identity Consistency) : 8+8+7+9 = 32

Feature 3 (One-Tap Relight) : 9+8+8+8 = 33

Conclusion

Thus, I recommend Feature 1 and Feature 3. Feature 1 and Feature 3 would be frequently used, especially for commerce and content creation. It would give high visible aesthetic gain, with minimal user interaction, driving user retention. It would solve a pain that AI currently fails at, and thus users would have willingness to pay.

Contrarian Take

AI Sky Replacement is overrated. It demos well, but often breaks reflections, lighting direction and Color scatter edges and platform compression hides subtle improvements anyway. Lighting and shadow realism has higher real-world creative value.

Ethics & Transparency
Enable Content Credentials / C2PA on export (default opt-in). Portrait edits should maintain skin tone integrity (no auto-beautify). Provide press-and-hold view original to maintain user agency.. Clearly mark AI-generated backdrops in marketplace export templates.