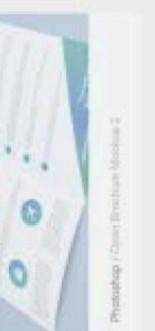




Adobe Stock Templates

Research 2016-2017



Areas of Research & Hypotheses

Desired Content

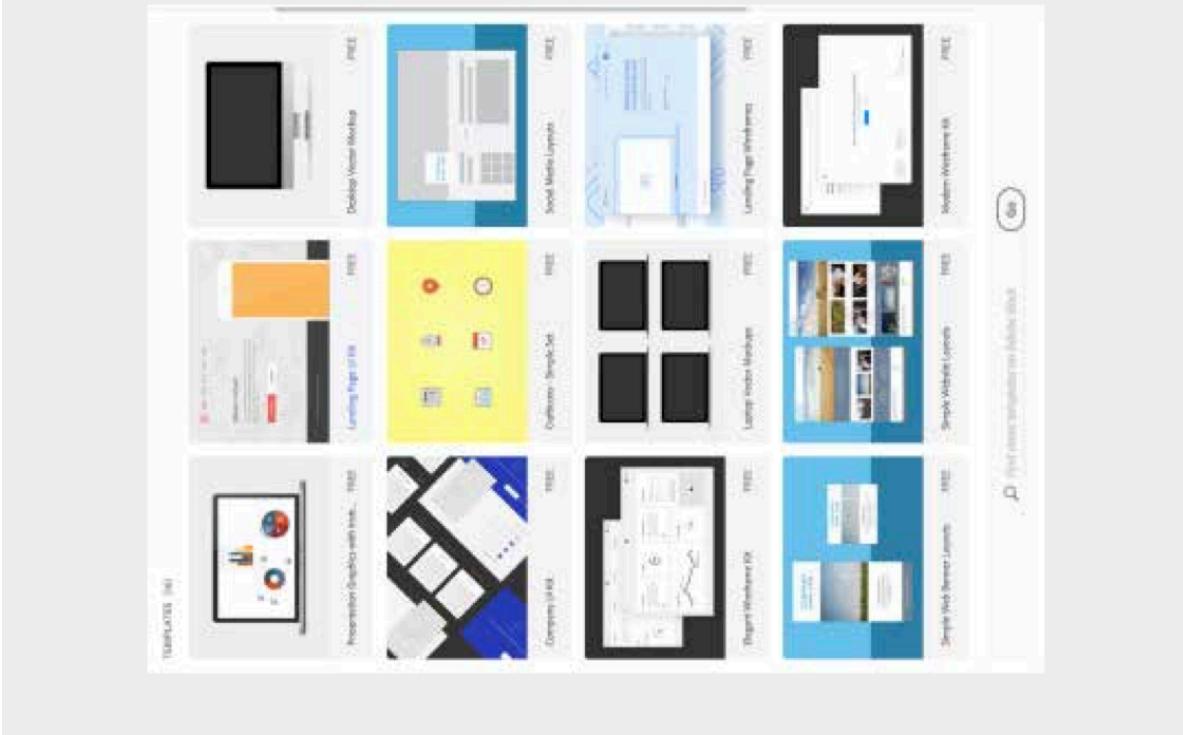
Usefulness and definition of "Templates" vary across user persona/skill/app

Usability

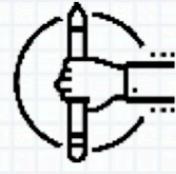
Beginners and hobbyists need clear labels and subtle introduction to best practices

Experience

Browse experience in Cmd+N needs to encourage understand of app strengths



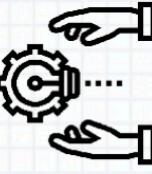
Methodology & Implementation



Survey targeting Creative Professionals

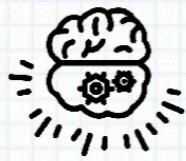
Creative Professionals are often self-identifying and invested in the product, they are easy to publicly survey for input on useful content and Cmd+N experience.

Data Collection focused on Creative Non-professionals



Hobbyists are an easier group to identify within data sets since they are already using CC apps and do not self-select as Creative Professionals. We can specifically uncover content and tool usage in existing data.

Experience-a-thons targeting Non-Creative Professionals



Observation, task success rate, usability scales, and survey questions will provide marketing insight into a difficult-to-reach audience and into the usability of template specs. Measuring expectation and performance will also help assess content and its relevance to retention.

Creative Professional Survey

DesignerNews.CO + Google Forms

Proficiency and Role

We surveyed users proficiency in Photoshop, Lightroom, Illustrator, InDesign, Premiere, After Effects, XD, Muse, and Felix as well as their role (Creative Professional, Creative Non-Professional or Non-Professional Creative).

Previous Content Purchased

We asked users if they had previously purchased any stock photographs, illustrations, videos, vectors, motion graphics templates, design templates, photoshop brushes, or UX/UI kits.

Content Desired

Users listed what kinds of content (examples listed: "resume templates, geometric patterns, brushes, photoshop masks...") they would find useful in-app as well as which app it would appeal to them in.

The screenshot shows a survey interface with two main sections:

Section 1: What kind of creative starter content do you want?

This section includes a question, a text input field, a comment section, and a response summary table:

QUESTION	RESPONSES
Comment	4 comments

Section 2: Which of the following Adobe Apps do you use?

This section includes a question, a survey table, and a note:

APPLICATION	NEVER USED	1 - NOVICE	2 - SOMEWHAT PROFICIENT	3 - PROFICIENT	4 - EXPERTISE	5 - ADVANCED
Photoshop	<input type="checkbox"/>					
Lightroom	<input type="checkbox"/>					
Illustrator	<input type="checkbox"/>					
InDesign	<input type="checkbox"/>					
Premiere	<input type="checkbox"/>					

A note below the table states: "A survey dedicated to finding out what sort of work users would like to see in Photoshop, Illustrator and InDesign"

Creative Professional Surveying

76

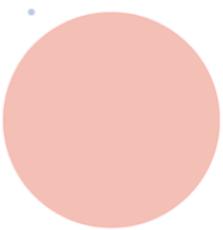
responses

- 89.5% (68) Professional creatives

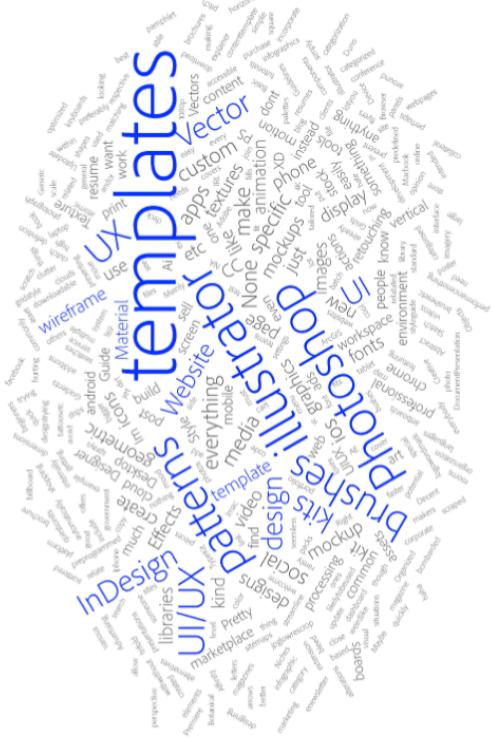
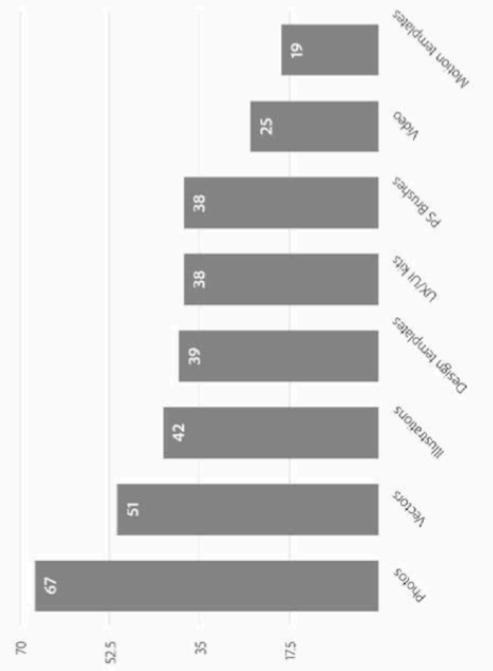
- 7.9% (6) Non-professional creatives

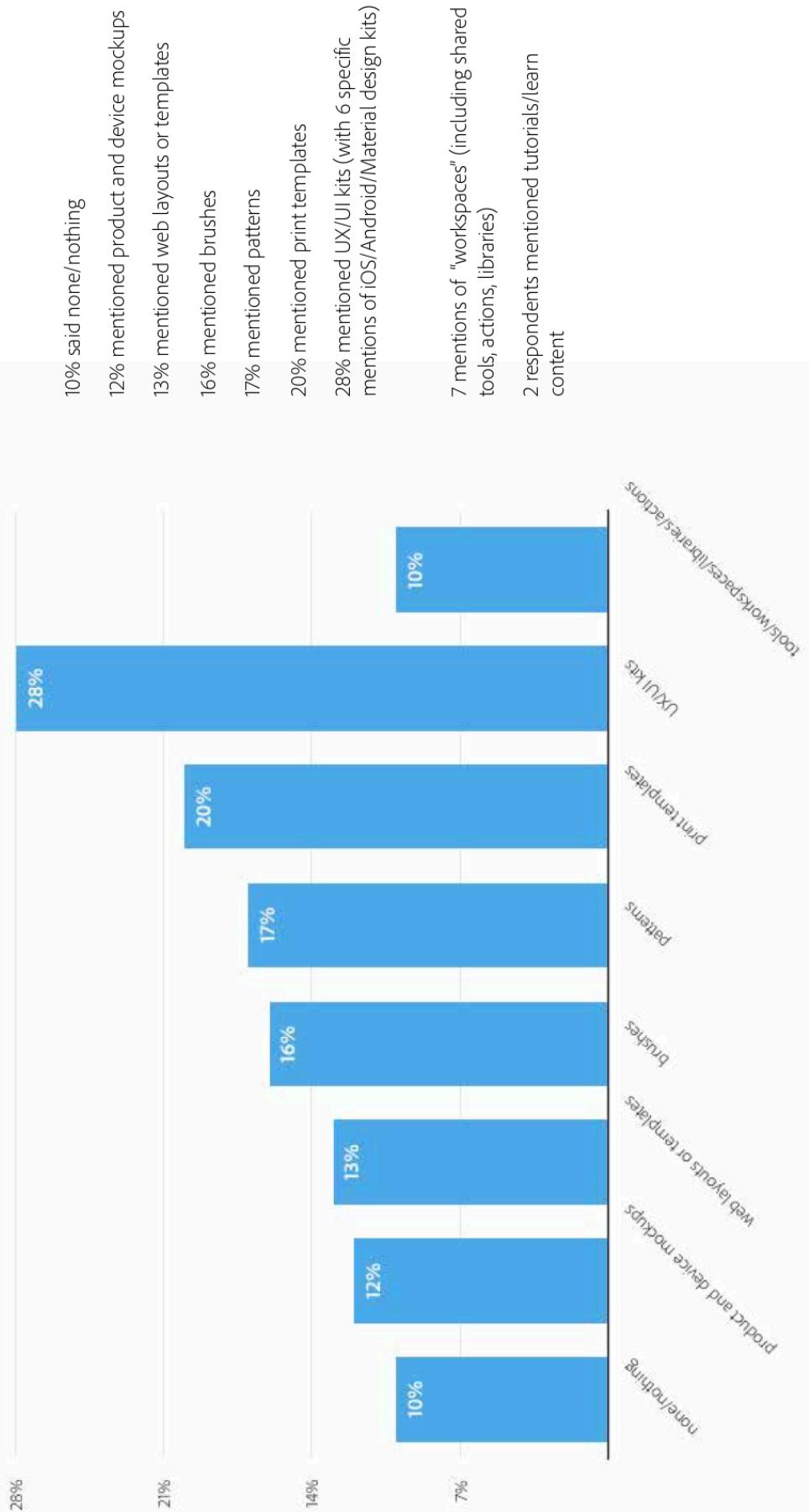
- 2.6% (2) Non-creative professionals

What kinds of Content would you
find useful? (open)



What kinds of
Content have you
used?





Survey Anecdotal Highlights



From Non-Professional Creatives

Professional development (i.e. resumes with matching cover letters)



From Creative Professionals

None. I'm a professional designer. I want a tool, not a shopping cart.
None. I could see the potential for some kind of "marketplace" dashboard though off to one side... featuring new font additions to Typekit or special offers to purchase fonts, brushes, or textures.

None; include only video tutorials and make some kind of downloadable content' screen where people are able to download brushes/etc.
I would like to avoid being bombarded with such content when simply trying to create a new file.

The content/template can be categorized so that we can search for a specific thing easily. Right now everything is scattered. Everything can put under a respective category to find things easily.

Maybe something in animation.

August 2017 ExPerience-a-thon

Two Target Demographics = Two Tests!



Time Square to target Non-Creative Professionals

Of the 11 attendees on the August 18 2017 Experience-a-thon, 3 had used Photoshop several (10+), 3 had used it a few (1-5) times and 5 had used it 0 times in the past month. None had creative roles but two worked with agency creatives. 4 were moderately proficient in other Adobe apps such as Lightroom, XD, Illustrator and InDesign.



TubeMogul to target Creative Non-Professionals

Of the 5 attendees on the August 19 2017 Experience-a-thon, 1 had used Photoshop several (10+), and 4 had used it 0 times in the past month. Two had creative-adjacent roles (Media Strategist, Creative Team PM). Users seemed more computer savvy on the whole.

Missions: Examining Usability of Tools in Templates



Smart Objects and Layers

The first mission in each test provided users with a Photo Template and asked them to complete such tasks as opening a specific mockup, changing the color of the photo mat and replacing the placeholder image with one from a collection provided to them. These tasks were set with the intention of observing the intuitiveness of the Template naming conventions, categories and metadata as well as layer panel access, layer names, smart object functionality and user expectation in regards to image handling.



Editing text and color

The second mission in each test provided users with a Print Template and asked them to complete such tasks as opening a specific layout, editing text, changing a font, changing the color of a shape and replacing a placeholder image. These tasks specifically observed text box functionality, font intuitiveness, smart object functionality and the transform tool.

Mission 1: Edit a Photo Template Mockup

Download a Photoshop Mockup template, add a new design and export your final product

DOWNLOAD

EXPLORE

DISCOVER

CREATE

TRY

Optional:

Photoshop CC
Adobe Trial User
Account

Step 1:
Open Photoshop CC and create a New File. Find the “Hanging Poster Frame” Photo Mockup.

Step 2:
Select the “Hanging Poster Frame” Mockup and examine the preview. Open the mockup.
Step 3:
Select a design from <https://adobe.ly/2tHz1Nf> or from your Desktop folder “Experience-a-thon Files”
Step 4:
Place your design in the screen area and save.
Step 5:
Change the color of the Photo mat.

Step 6:
Change the background of the mockup.
Optional:
Export your design and email it to template@adobe.com

Please share your insight via Experience-athon survey at:
<http://bit.ly/cmd-ncx>

Mission 2: Edit a Print Layout Template

Download a Print Layout Template for Photoshop and edit text, change a color and add an image

DOWNLOAD

EXPLORE

CREATE

TRY

DISCOVER

Required:

Photoshop CC

Adobe Trial User

Account

- Step 1: Open Photoshop CC and create a New File. Find the “Indie Rock Newspaper Style Flyer” Print Template.
- Step 2: Select the “Indie Rock Newspaper Style Flyer” Template and examine the preview. Open the template.
- Step 3: Change the text and font for the author and date.
- Step 4: Change the color of the Headline Box to any color.
- Step 5: Select an image from <https://adobe.ly/2tHz1Nf> or from your Desktop folder “Experience-a-thon Files”
- Step 6: Add your image to the largest placeholder box and save.

Please share your insight via
Experience-athon survey at:
<http://bit.ly/cmd-ncx>

Optional:
Export your design and email it to
template@adobe.com

the template.



Initial Takeaways: Templates are not Tutorials

"I would love to see more templates, but with little footnotes or something to walk you through the process. As much as I love the templates - for super beginners - the creative suite can seem very difficult to people." – Pratik Panda, Regional Project Manager, Creative Team



"The templates were great. The fact that they already had text/colors in place was my favorite part, because this actually sparked ideas, for me as a user." – Anne Chen, Media Strategist, Programmatic TV



Initial Takeaways: Best Practices are valid

1. Once people were able to edit, they were pleasantly surprised by the usefulness of templates.



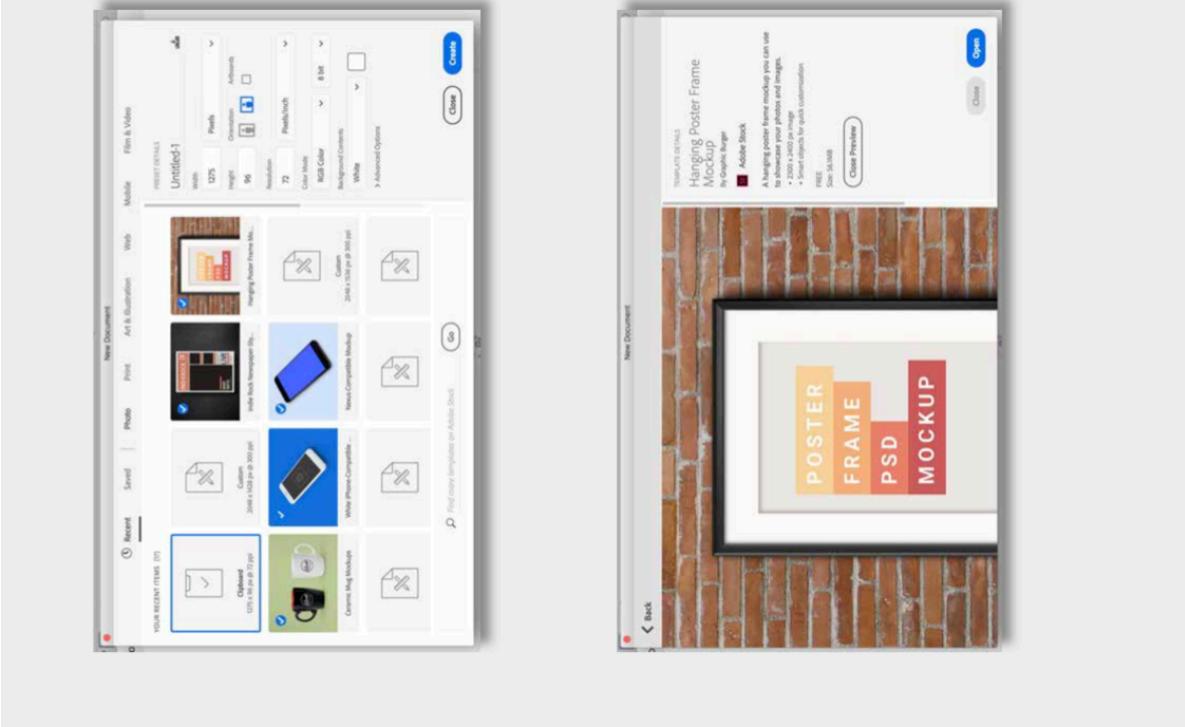
2. Volunteers walked users through concepts such as smart objects and layers to a much higher level of success.

"Users often approached the tasks based on knowledge of other Adobe programs, which don't always work the same way"

Cmd+N is serving a vast spectrum

Categories not driving a “browse” action

We found many new users were inherently afraid of “breaking” the experience by browsing – this implies that the new users they are meant to target and inspire are overlooking them entirely.



The **majority** of users found the correct template in both missions in 30 seconds or less –

Only **3** users downloaded the incorrect template, and **2** opened additional templates after completing missions.

The **majority** of users looked at the preview before opening the template itself.

Integration Issues to Address

Typekit integration

Typekit integration is especially unintuitive in Photoshop and the offline experience fails. Many times users were thrown a dialogue box they did not understand. Advanced users simply clicked out of it -

Stock Search Bar

Users often thought

Interface Issues to Address

Smart objects are non intuitive

Smart objects are bets practices for designers that need to be taught to new users

Layers panel is crucial and hidden

App defaults are inconsistent and buried in the setup features.

Volunteer Observations

Smart objects are non intuitive

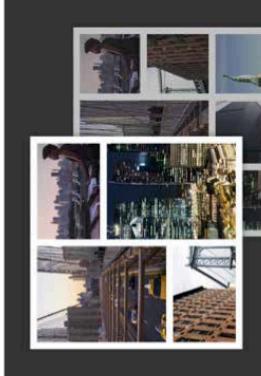
Smart objects are bets practices for designers that need to be taught to new users

Layers panel is crucial and hidden

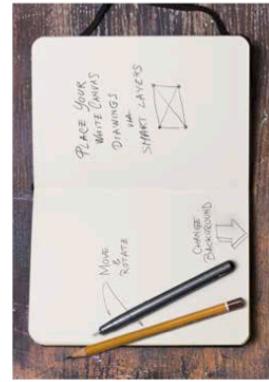
App defaults are inconsistent and buried in the setup features.

Current Popular Templates

Most Popular Templates in English

1. Textured Geometric Masks (PS) 
2. Photo Collage Layouts (PS) 
3. Watercolor Textures (PS) 
4. Elegant Logo Kit (AI) 
5. Simple Business Card (AI) 

Most Popular Templates in German



1. Textured Geometric Masks (PS)
2. Elegant Logo Kit (AI)
3. Photo Collage Layouts (PS)
4. Retro Logo Kit (AI)
5. Sketchbook Mockups (PS)

Most Popular Templates in Spanish



1. Textured Geometric Masks (PS)



2. Elegant Logo Kit (A)



3. Vintage Instant Film Effects (PS)



4. Brochure with Instructions (A)



5. Textured Image Masks (PS)

Most Popular Templates in French



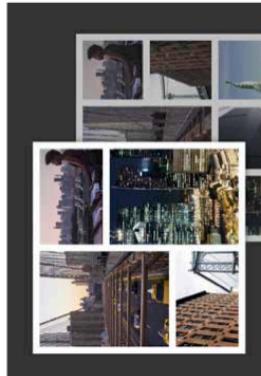
1. Elegant Logo Kit (AI)
2. Textured Geometric Masks (PS)
3. Textured Image Masks (PS)
4. Vintage Instant Film Effects (PS)
5. Watercolor Textures (PS)



Most Popular Templates in Italian



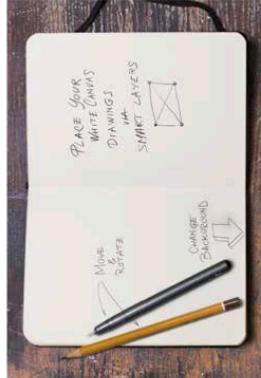
1. Textured Geometric Masks (PS)



2. Photo Collage Layouts (PS)



3. Elegant Logo Kit (A)



4. Sketchbook Mockups (PS)



5. Chalkboard Mockup (PS)

Most Popular Templates in Japanese



1. Simple Business Card (A)
2. Elegant Logo Kit (A)
3. Announcement Posters (A)
4. Classic Business Cards Set (A)
5. Bold Postcards Set (A)

Future Research

Advanced CC Users

Positive Feedback

"I'm good with everything!"

"I can see myself using this"

-DN Survey

"The templates were great. The fact that the already had text/colors in place was my favorite part, because this actually sparked ideas for me as a user"

- Anne Chen, Media Strategist

Negative Feedback

"I would like to avoid being bombarded with such content when simply trying to create a new file"

- DN Survey

Content Requested

Brushes
UI Kits
Social media templates

Intermediate CC Users

Positive Feedback

"The templates were great. The fact that the already had text/colors in place was my favorite part, because this actually sparked ideas for me as a user"

- Pratik Panda, Project Manager

"I would love to see more templates, but with little footnotes or something to walk you through the process. As much as I love the templates – for super beginners, the creative suite can still seem very difficult for people."

Training videos
Tutorials
Resumes

Further Testing

MCI Survey Targeting Current CC Users

The Content team is conducting an-depth survey of CC users who ha

Layers panel is crucial and hidden

App defaults are inconsistent and buried in the setup features.

Collective Resources

Survey Results

Google spreadsheet: <http://bitly/2eCLvzP>

Video Clips (access needed)

<https://www.dropbox.com/sh/1cpekc3gfj2ksi/AADEoO0i2PuShojLHh3Awf28a?dl=0>

Experience-a-thon Templates and images (access needed)

https://www.dropbox.com/sh/c2frjlikqfhjaxh/AADRjlv_MSqz0Gjp2TOFiEuna?dl=0

