



A redesign by Peyton, Ian, Nghi, and Elliot

Background

Unsplash is a proprietary stock image site and app that is focused on providing free, high quality images to anyone that wants them. Users can also purchase Unsplash+ in order to get access to exclusive monthly content, unlimited royalty free downloads, and other benefits.

This redesign is focused on Unsplash's mobile app. The goal to this redesign is to make the app more user friendly and welcoming for professional and casual users, along with photographers who upload their content to the app. Currently, the app has some privacy, accessibility, and general user flow issues.

Problem

Some of the issues plaguing the Unsplash app include lack of privacy settings, overwhelming navigation options, lack of personality for users/photos, and lack of differentiation from other similar stock photo services. The main problem boils down to an inefficient workflow that makes the app not very nice to use.

Our Competition

Competitor Benchmarking

	Apple	Android	Premium Option	Price	Users	Likes	Follows	Share	User Profiles	Search Filters	Photo Tags
Unsplash	✓		Yes (Unsplash+)	Free	333,765	✓	✓			✓	✓
Adobe Stock			Premium Only	\$20	26,000,000	✓				✓	✓
Shutterstock	✓	✓	Yes (Shutterstock Flex)	Freemium (\$5,000/year)	343,000	✓				✓	✓
Pexels	✓	✓	No	Free	N/A	✓	✓		✓	✓	✓
Flickr	✓	✓	Yes (Flickr Pro)	Freemium (\$8.25/month)	112,000,000	✓	✓	✓	✓	✓	✓
Freepik		✓	Yes (Freepik Premium)	Freemium (\$12/month)	40,000,000	✓		✓		✓	✓

Insert analysis here...

Competitor Analysis

	Unsplash	Adobe Stock	Shutterstock
Unique Features	Mix of photography and 3D renders Free! Infinite scrolling on main content page	Fonts, videos, vectors, and templates as well as photos Curated photo collections based on holidays, activities, animals, etc. YouTube series where influencers show how they use Adobe stock footage	Big variety of templates for resume, cards, book covers, etc. Different categories for different mediums (photos, footages, etc.) Big content library
Advantages	Free! Wide variety of photography and assets	Paid membership = higher quality photos Tied together with the Adobe Suite Offers fonts and vectors for use in adobe programs Has templates specifically made for Photoshop	Big and diverse content library AI generator available Content plan calendar
Disadvantages	Infinite scroll can be tedious and addicting No privacy settings Weak social media features	Paid program = limited membership and access Expensive	Too many paid programs that are divided by mediums Not very affordable

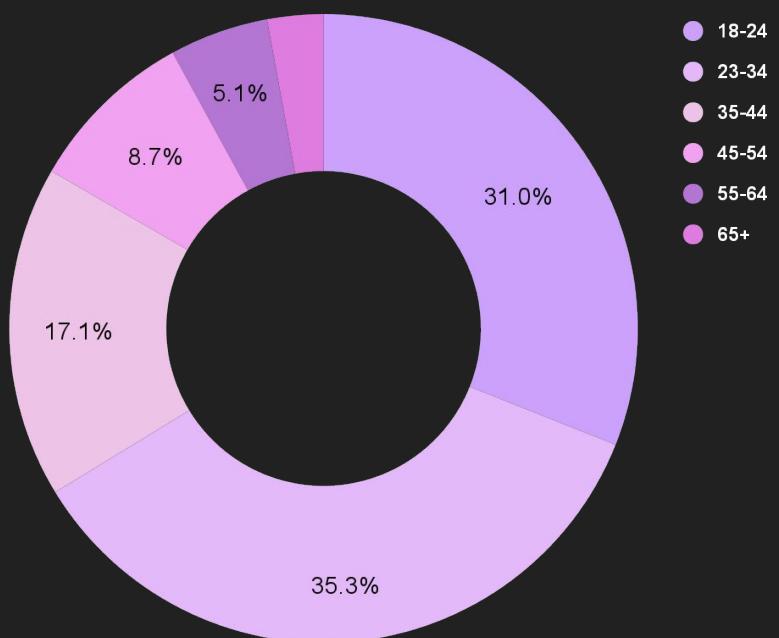
Competitor Analysis

	Pexels	Flickr	Freepik
Unique Features	Challenges with prizes Blog Trending photographers, ranking system, and stats Events Social Media for Photographers	Free Photos Tools for creators Cleaner looking app More social media focused Tailored for photographers Ability to keep the copyright on your photos	Trending photo categories and mock ups Photoshop files More than just stock photos
Advantages	Large user base High Quality Photos Easy to use layout Familiar look - Like Instagram Block and report	Competitions for best photos	Simple and clean layout Easy to use More options than just stock photos
Disadvantages	It doesn't act like a stock photography source, more like social media Pretty much only nice looking photography and videos - no non-photo things Soft Crashing	Lack of money probably Not that many ads Not many users They limit the amount of photos you can have on Flickr for free	Three free downloads a day Easy to hit download and use up download quote

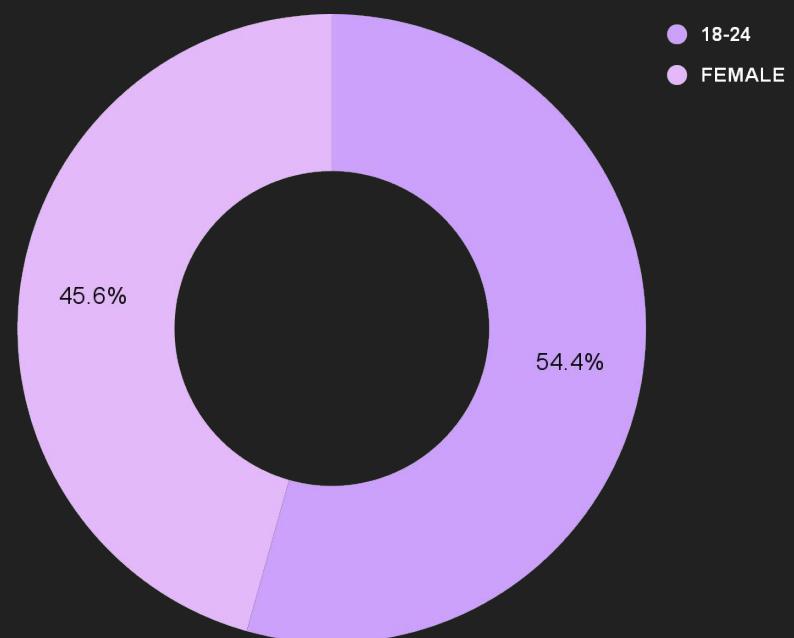
Audience

Demographics

AGE



GENDER



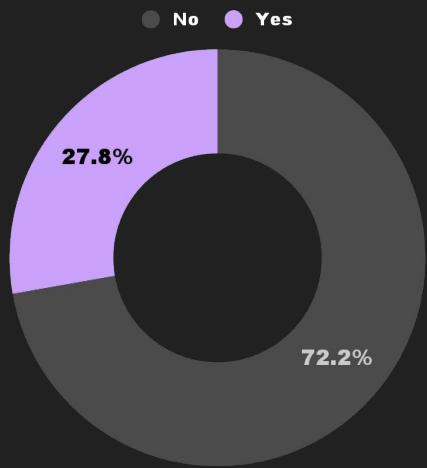
Hypotheses

Hypotheses

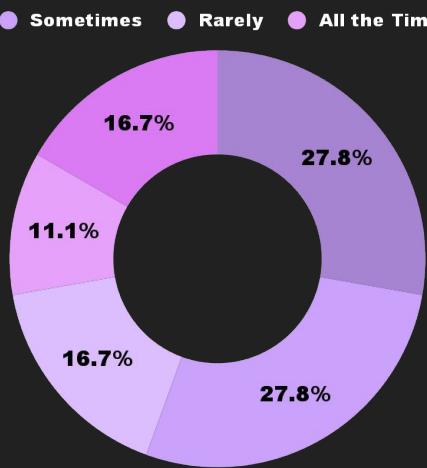
- Premium users want exclusive high quality content that accomplishes their goal
- Free users want to find images that fit their use case and have limited copyrights
- Users value the speed with which they can find images over any other features that stock photo sites have
- Users want to be able to connect with or learn about photographers
- Users don't want the rest of the website to distract from the photos
- Users want to put info about themselves in their profiles, but some might want to hide them
- Users want to share their collections
- Users want to customize their search experience

User Surveys

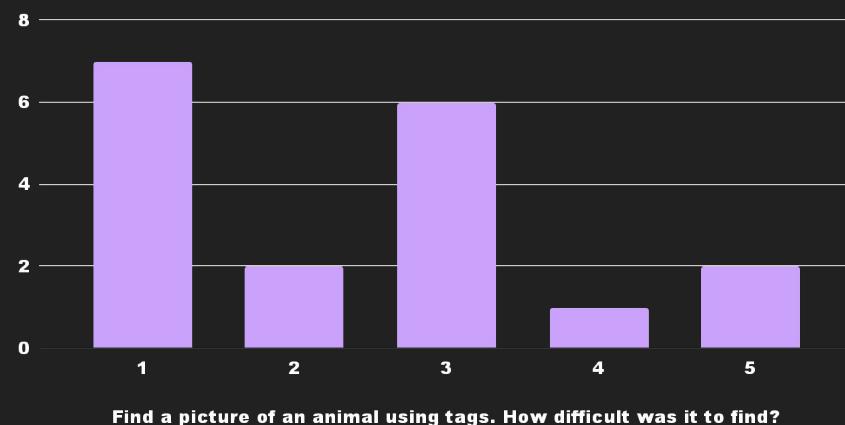
Have you used the Unsplash app?



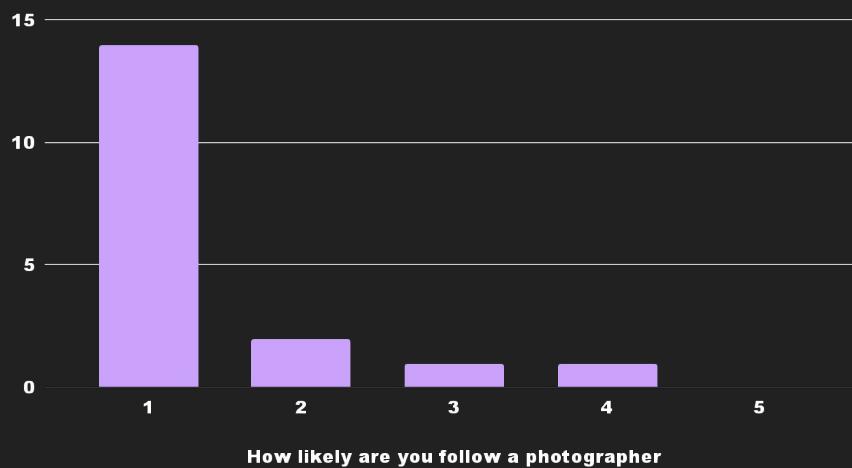
How often do use stock photos?



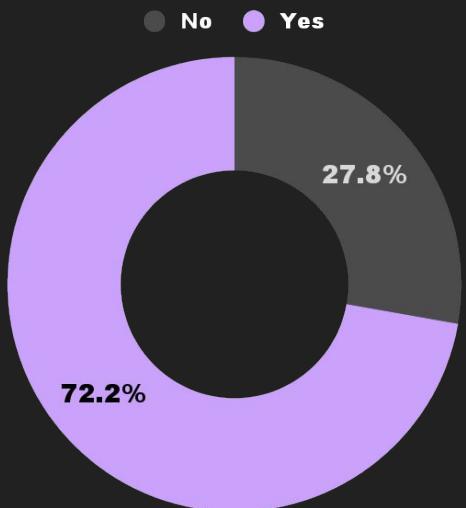
Find a picture of an animal using tags. How difficult was it to find?



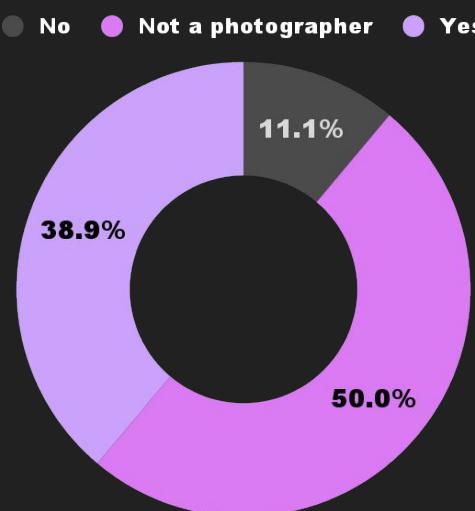
How likely are you follow a photographer?



Would you search for photos using the Unsplash app again?



If you are a photographer would you post your images to Unsplash?



Alternatives usage

Pexels and Google images are the most common alternatives. A few people also mentioned they use anything as long as it has the image they want.

User Thoughts

“I like how the images are seamless between each other. It's unclear to me which photos are Unsplash+ though on a first glance.”

“It seems fine, but I generally don't look for stock photography via smartphone (mostly desktop or laptop since that's where I work). Could be useful if I'm working on a tablet, though.”

“I was intrigued. It was really easy for my tech-illiterate self to navigate”

User Personas

User Personas



Mark McDaniels
51 / Portland, OR / Creative Director

Mark went to the University of Montana for design. Mark now lives in his home town of Portland, Oregon, where he works as a creative director at a local branding design firm. In his free time he enjoys taking his two dogs, Martha and Terry, for walks in the park next to his house. He likes hanging out with his friends at the local breweries, and biking around Portland. He also enjoys knitting, crocheting, and paper-mache.



Goals	Pain Points	Needs	Motivations
<p>Find high quality stock photos to use in his company's design project</p> <p>Purchase Unsplash+</p> <p>Save pictures to his account so he can look at them on a computer later</p>	<p>Feels like starting at square 1 every time he opens the app. More personalization</p> <p>I want to hide my saved pictures so other people cant see what I'm working on</p> <p>It can be a little confusing and overwhelming when I'm browsing</p>	<p>Quick and easy to find a high quality stock image to use royalty free</p> <p>Ability to share the Unsplash+ license with the rest of the company</p>	<p>Unlimited royalty-free downloads and use of pictures</p> <p>Being able to have a company license for only \$7 a month</p>

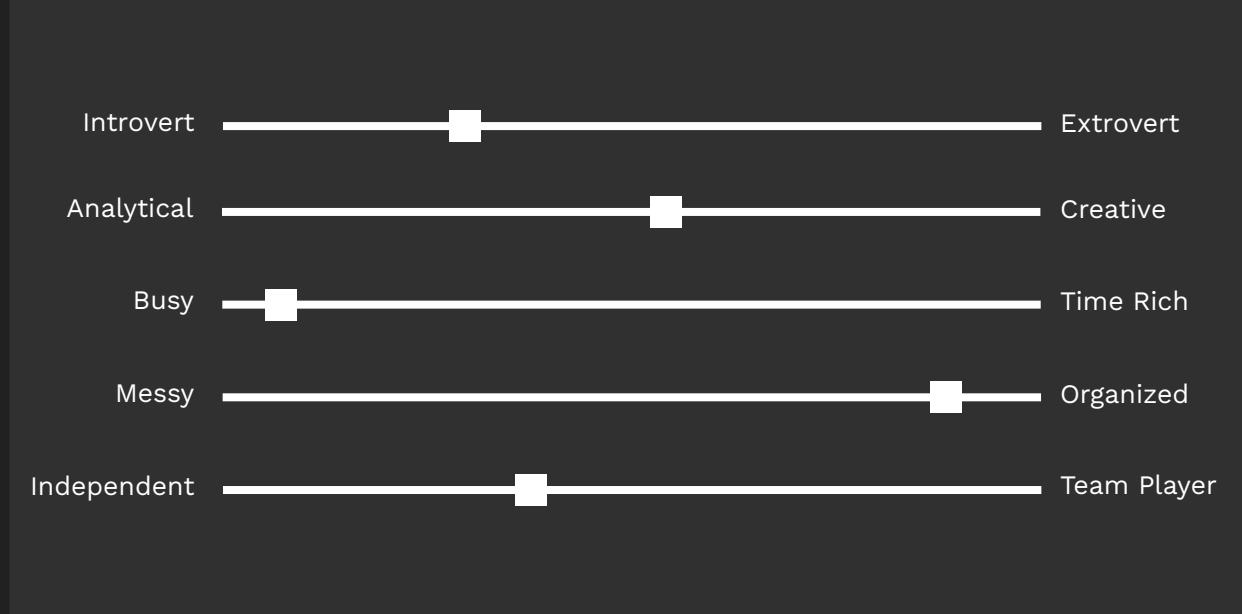
User Personas



Wendy Tran

33 / Los Angeles, CA /
Hobby Photographer

Wendy is a photographer in the Los Angeles area. She enjoys uploading her photos to Unsplash to share them with the world. When she's not taking photos, Wendy is working as an accountant. Wendy is a single mother to her daughter Ava, who she spends most of her time with. Ava wants to be a photographer like her mother some day, and will often follow her when she goes to take photos.



Goals	Pain Points	Needs	Motivations
Upload photographs for others to see/use	I don't like some of my photos, but I don't want to delete it. There is an option to toggle an option to "Show on profile", but I don't know if that hides it from the website or just dissociates it from my profile	See how many people have viewed her pictures	Get donations from other users or have users pay to use her images
Control what is being shown on her profile		See how many people have liked/downloaded her pictures	Share her work in a community that focuses on photography
Organize my work into public collections for other people to see-		Easy to view information about her uploaded pictures	Easily accessible

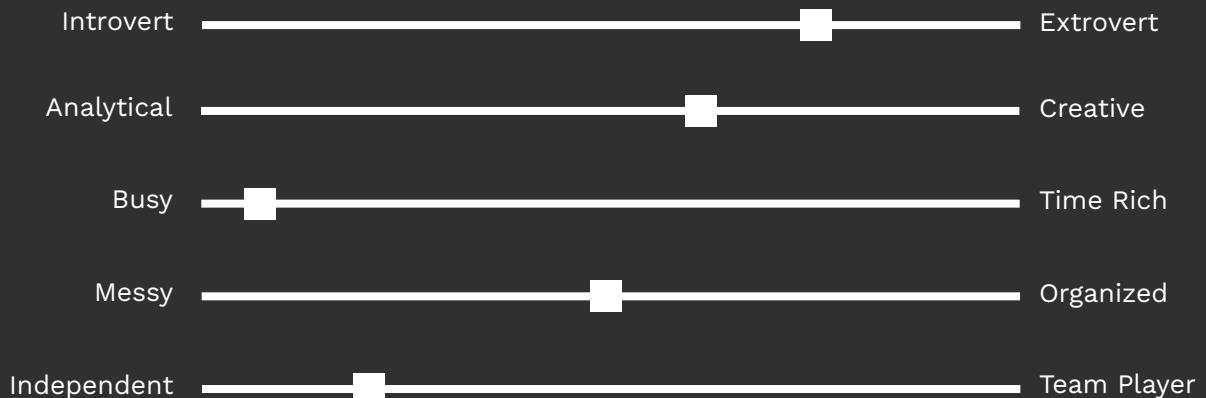
User Personas



Mikey Richardson

21 / New York, NY /
Graphic Design Student

Mikey is a graphic design student at NYU who uses Unsplash for inspiration. He likes to look at good design for ideas about what he might do in his projects. As a busy college student, Mikey is often running back and forth from work and school, so he will often do his work on the go using his iPad or phone. In his free time, Mikey spends his time looking for design internships or hanging out with friends in the city.



Goals	Pain Points	Needs	Motivations
Find free stock photos to use in projects Find inspiration in the photos	He wants to connect with other users and photographers, but there's no bio or descriptions	He wants to easily curate and view his collections of photography Let an uploader know he likes their work without necessarily paying or donating money	Easily accessible on mobile devices in order to use pictures in projects

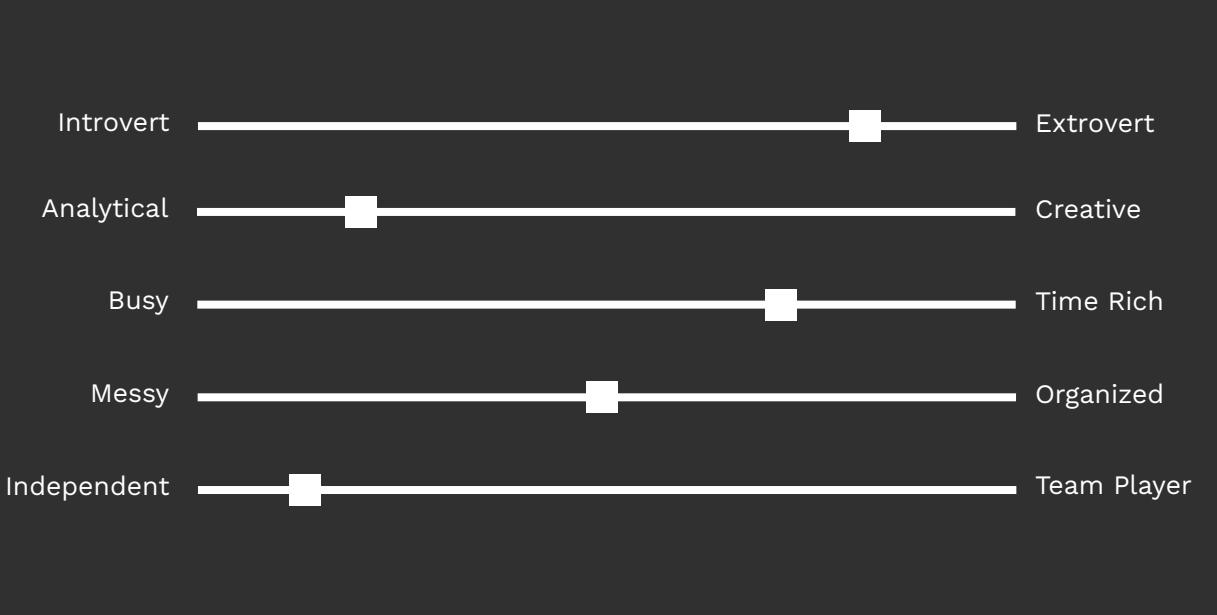
User Personas



Edward Orville

74 / Miami, Florida /
Retired Graphic Designer

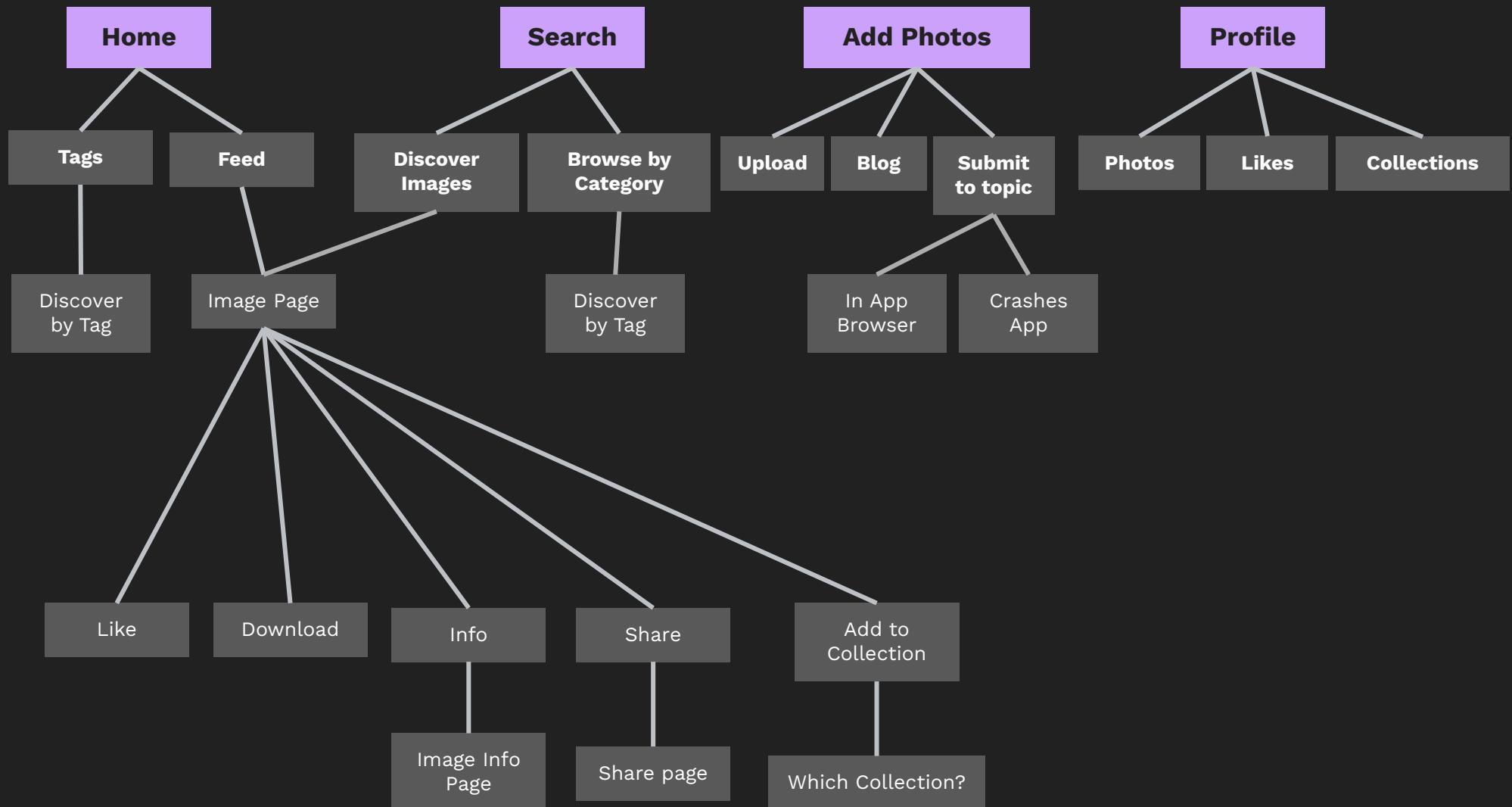
Edward is a retired graphic designer who used to work as a creative director in the 1980s and now he lives with his lovely wife Diane, in Miami, Florida. He attended school in 1967 for business in New York City. After graduating, he moved to advertising, where he was introduced to the world of design and worked as a graphic designer. Edward now does freelance work after he retired 10 years ago. He enjoys spending time with his granddaughters, Elizabeth and Marie, who are about to enter high school.



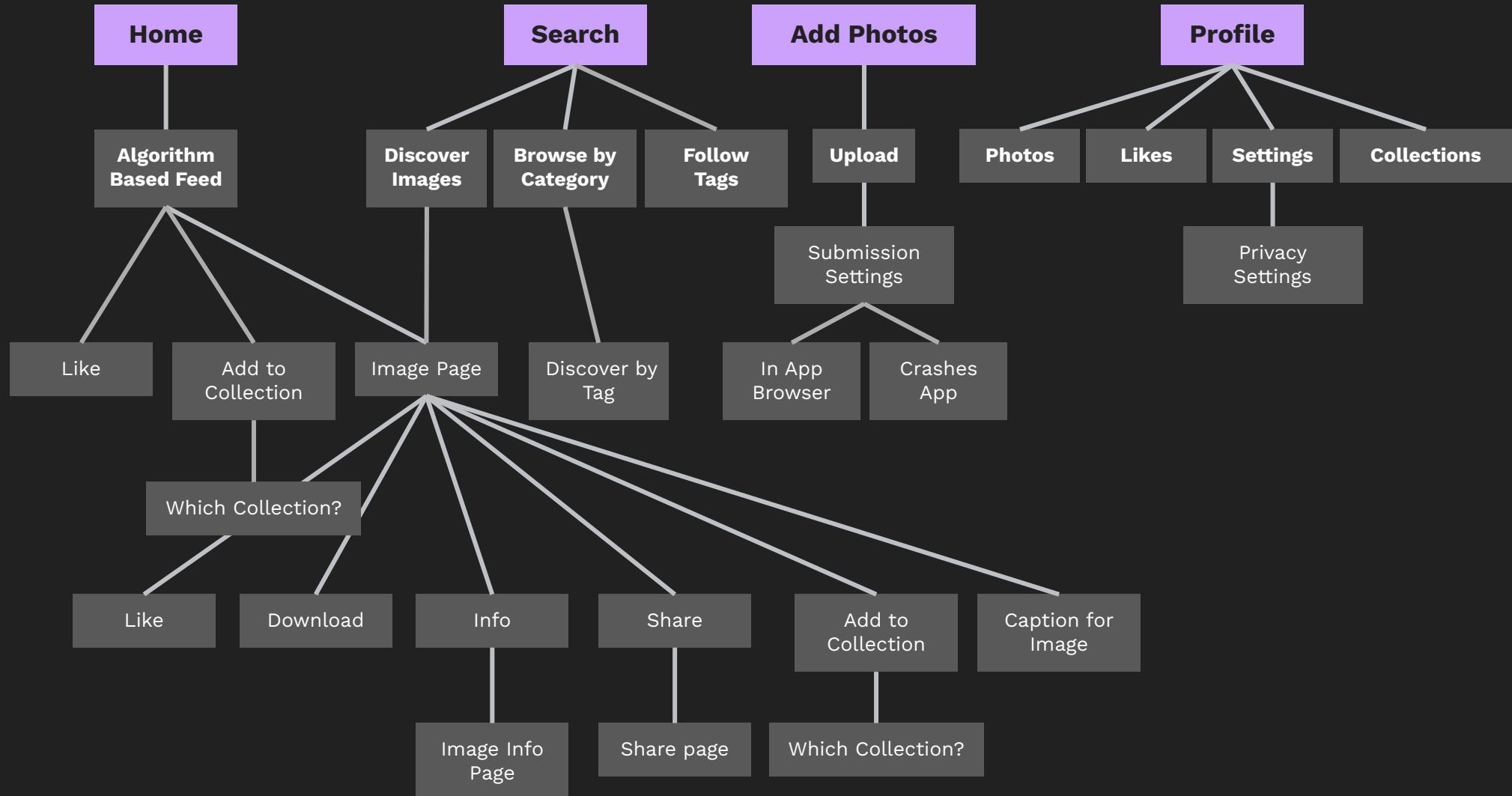
Goals	Pain Points	Needs	Motivations
Find and use stock photos or assets for his freelance work	Text is too small to read comfortably. Buttons are too small	He wants to be able to show ideas to clients easily on his Ipad when he is away from his home office Accessibility options like type and button size	Easy to share photos across email and social media to clients

Site/App Maps

Original App Map



Updated App Map



User Journey Maps

User Journey Map



Mark McDaniels

Scenario: Mark is looking to purchase Unsplash+ to use at his job as a Creative Director of a design firm.

Goals:

- Purchase Unsplash+
- Easily navigate through the Unsplash app

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Actions	Open the Unsplash app	Navigate to the Account tab in the bottom right corner	Navigate to “Account Settings” in the top right corner	Discover that you can’t purchase Unsplash+ through the app	Navigate to a web browser	Go to unsplash.com	Purchase Unsplash+
Emotions + Mindsets				Why can't I purchase this through the app?			I wish this was available through the app
Pain Points			The “Account Settings” section isn’t the easiest to find	The app doesn’t allow him to purchase Unsplash+, this can be very frustrating			Navigating to a separate website can take up more time than he would like

User Journey Map

	Wendy Tran Scenario: Wendy wants to upload a photo she took to the Unsplash app	Goals: <ul style="list-style-type: none">Upload a photo to the Unsplash appAdd information about the photo she uploaded		
	Step 1 Click on “Add Photo”	Step 2 Select the image you want to add	Step 3 Add a description to the image	Step 4 Add any additional photo information
Actions	Click on “Add Photo”	Select the image you want to add	Add a description to the image	Add any additional photo information
Emotions + Mindsets	Adding my photo information is pretty easy			
Pain Points	Waiting for the photo to be reviewed can be a little nerve-wracking			

User Journey Map

	Mikey Richardson Scenario: Mikey wants to save a picture to one of his collections	Goals: <ul style="list-style-type: none">Save a photo to his photo collection		
	Step 1	Step 2	Step 3	Step 4
Actions	Scroll through the main explore pages	Select the image you want to save	Click the “+” button in the bottom right corner	Choose a collection
Emotions + Mindsets	Why is finding an image so complicated?			
Pain Points	Finding an image can take some time			

User Journey Map



Edward Orville

Scenario: Find a stock image for a project

Goals:

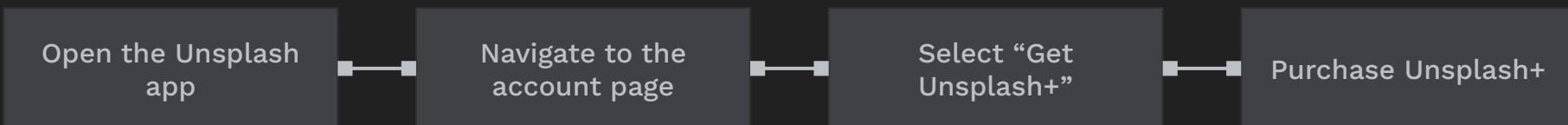
- Find image that works for the case
- Download the image

	Step 1	Step 2	Step 3	Step 4	Step 5
Actions	Enter search term	Scroll through possible images	Click on image to go to image page	Click on Image info to see the camera information and	Download the image
Emotions + Mindsets		I like the look of this image			So glad I found the right image
Pain Points		There are limited filters for image so I had to scroll through unrelated images			The Image downloads to files rather than photos

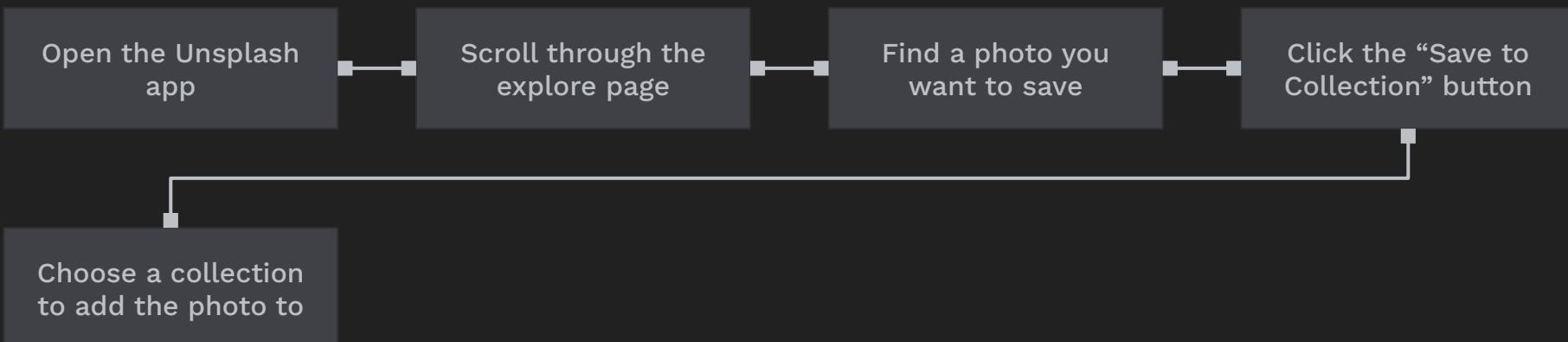
User Task Flows

User Task Flows

Goal 1: Purchase Unsplash+

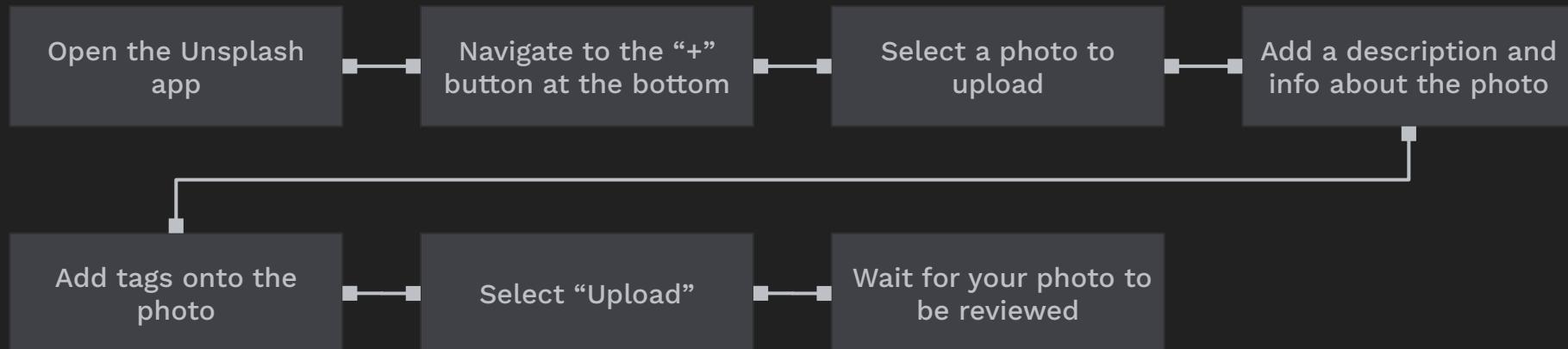


Goal 2: Save a picture to your collection

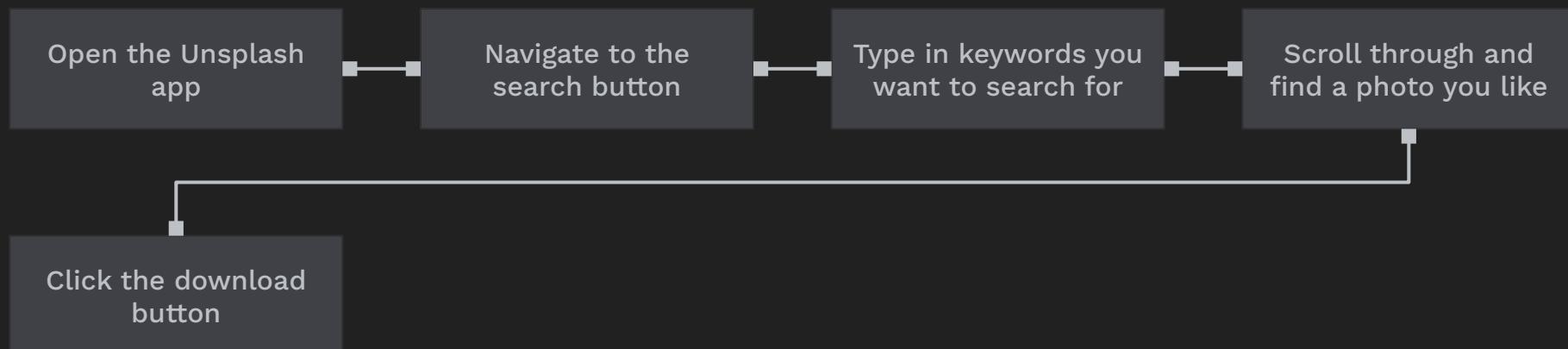


User Task Flows

Goal 3: Upload a photo

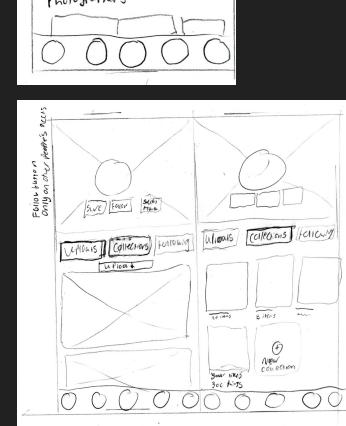
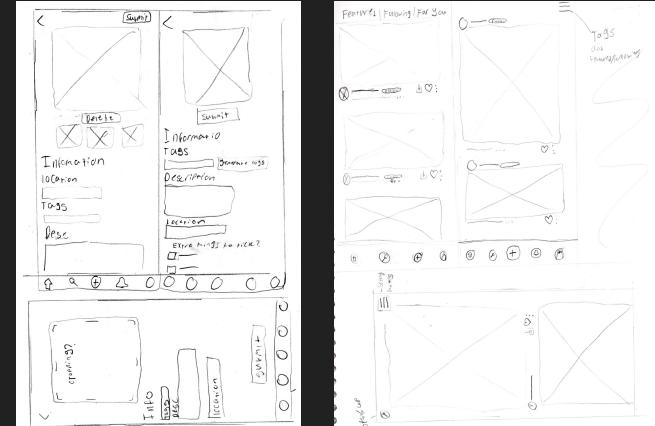
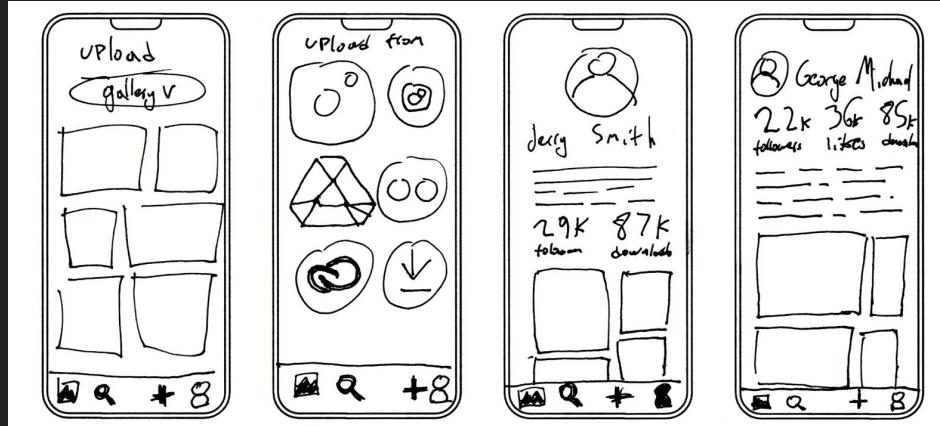
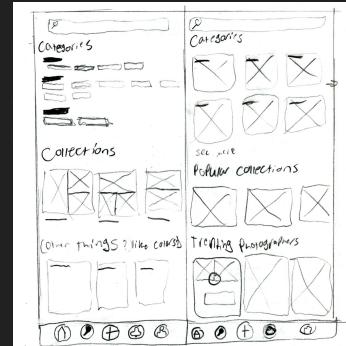
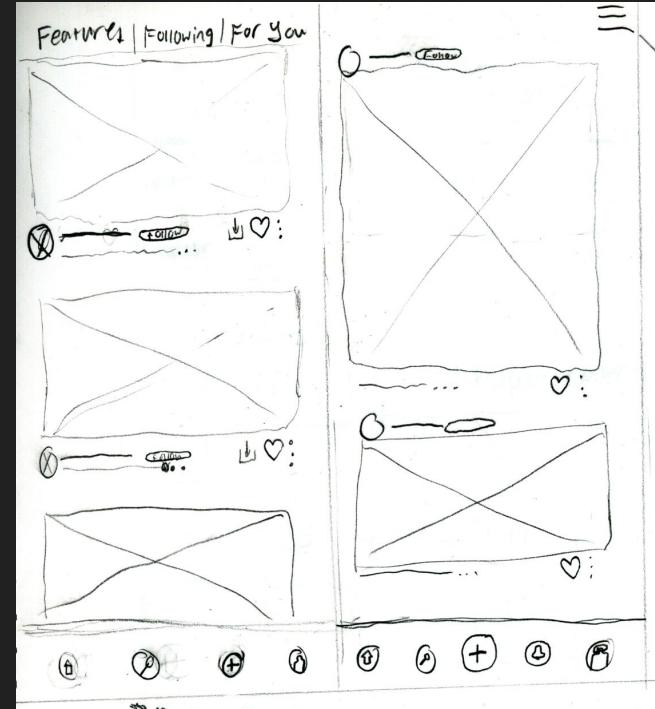
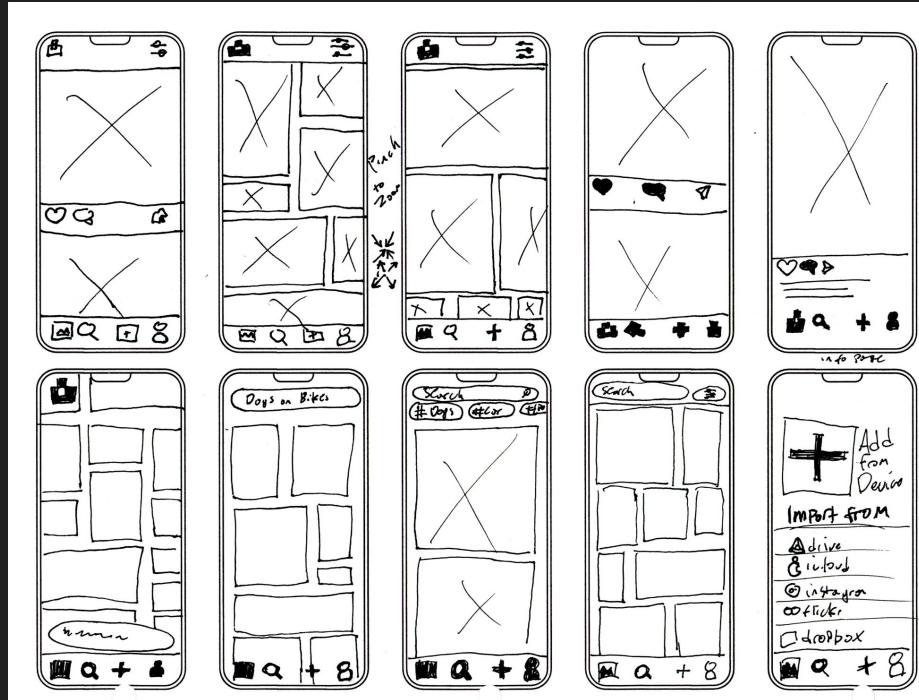


Goal 4: Find a photo for a project

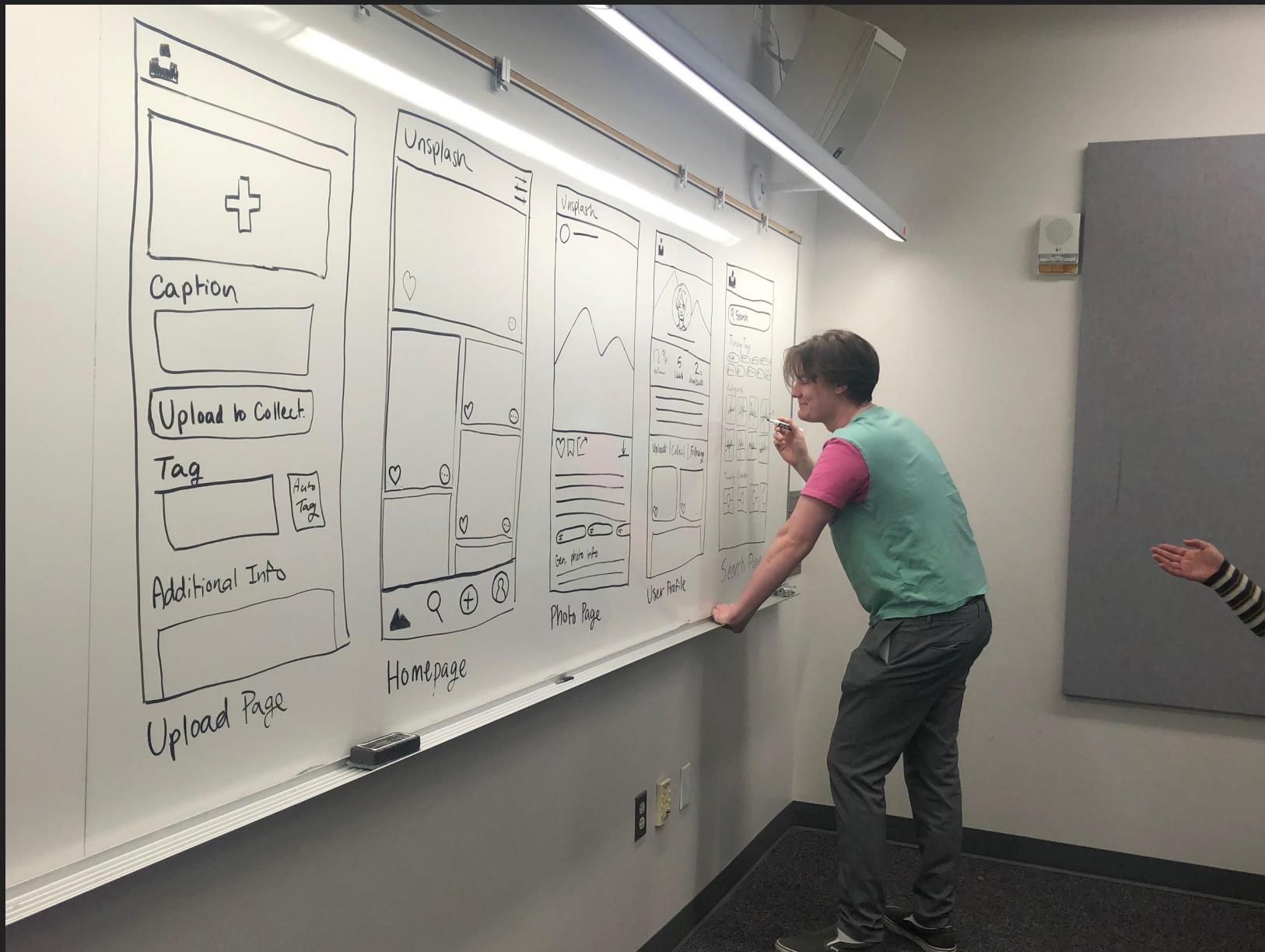


Process

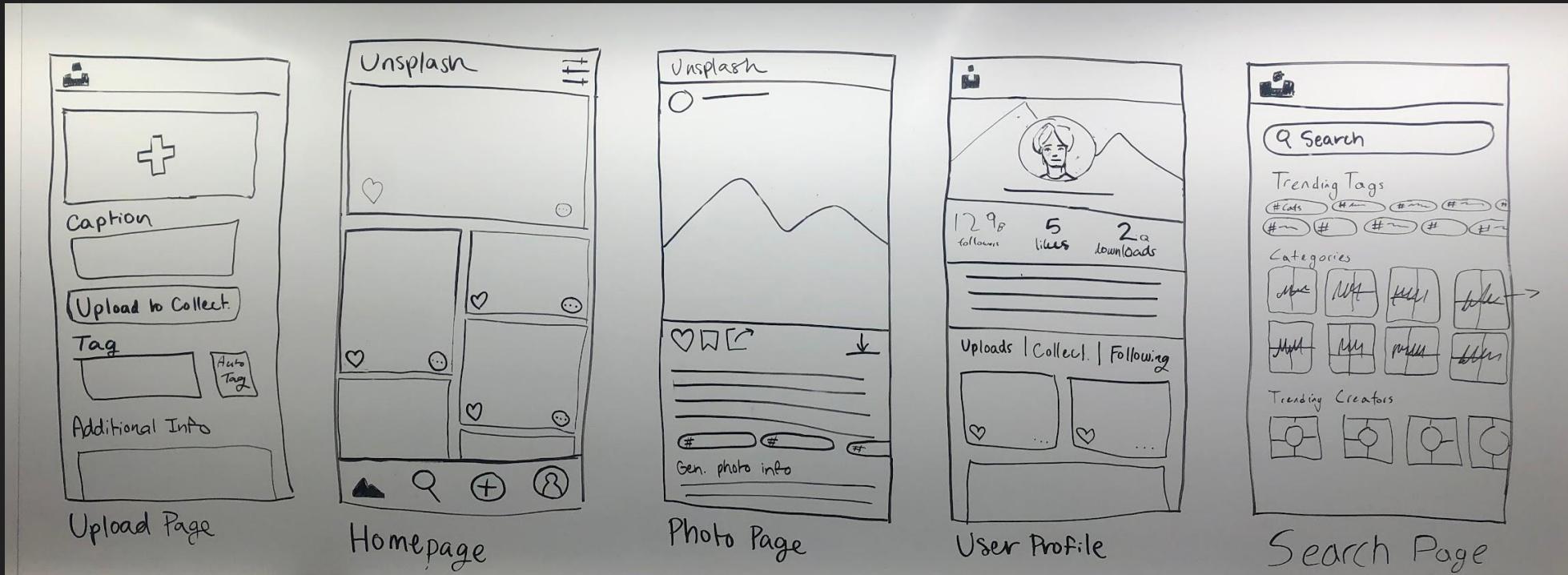
Wireframes



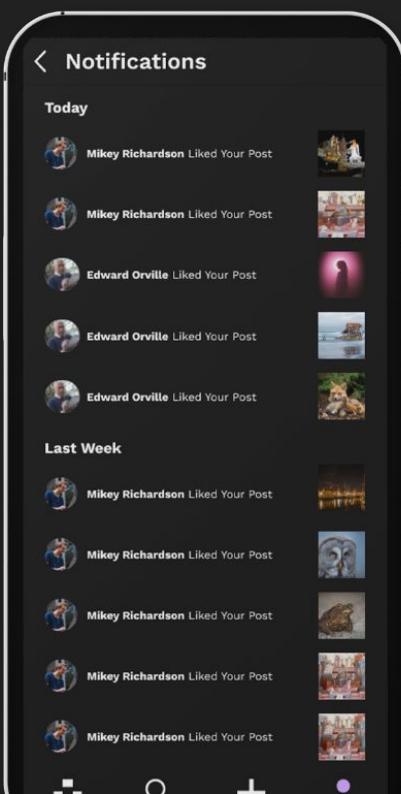
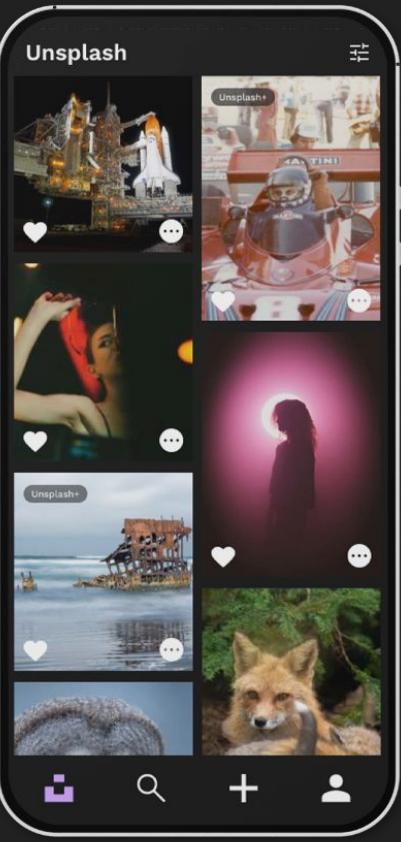
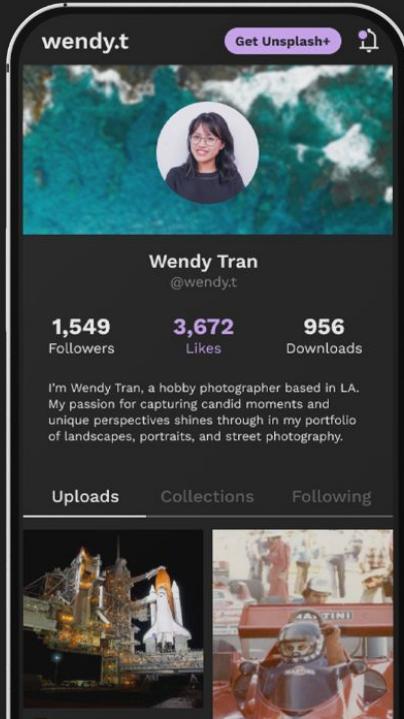
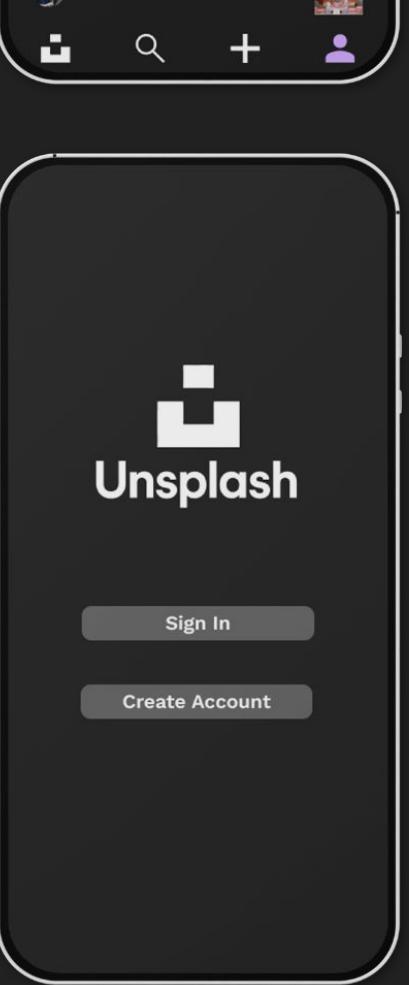
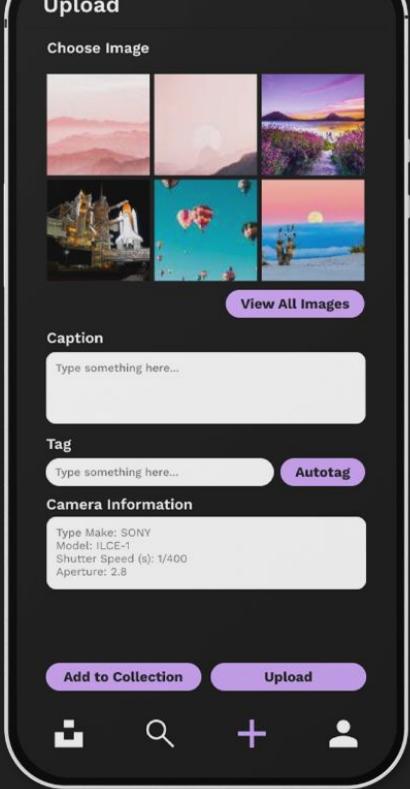
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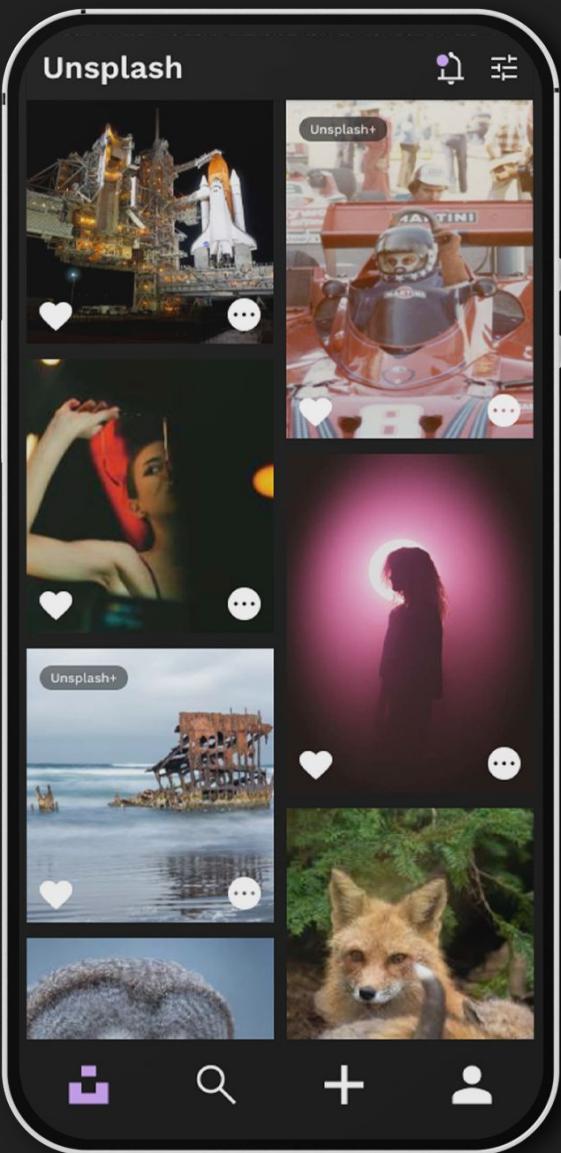


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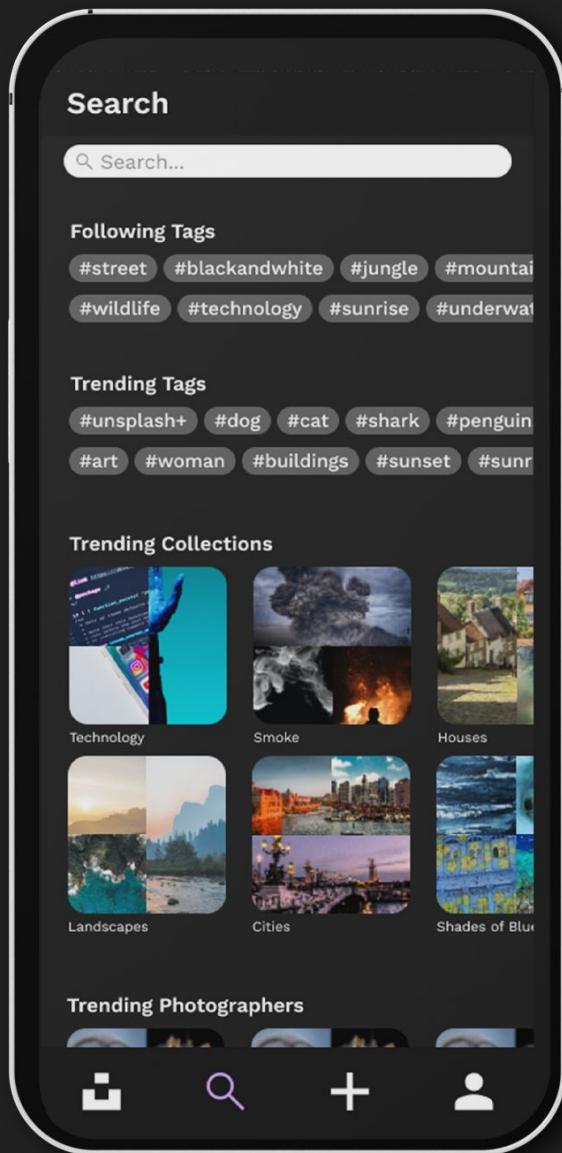


Final Product

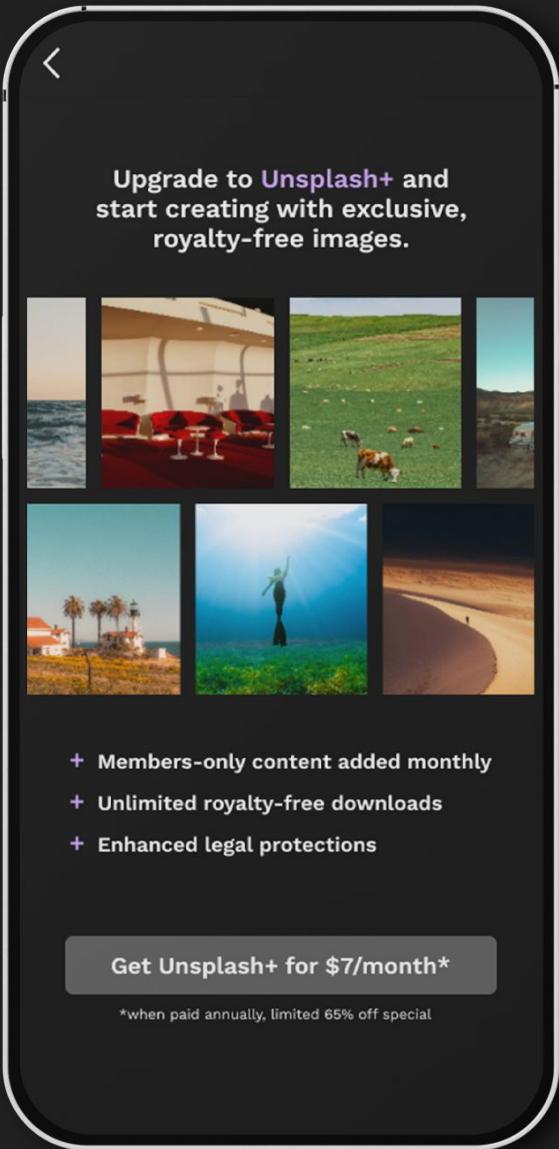




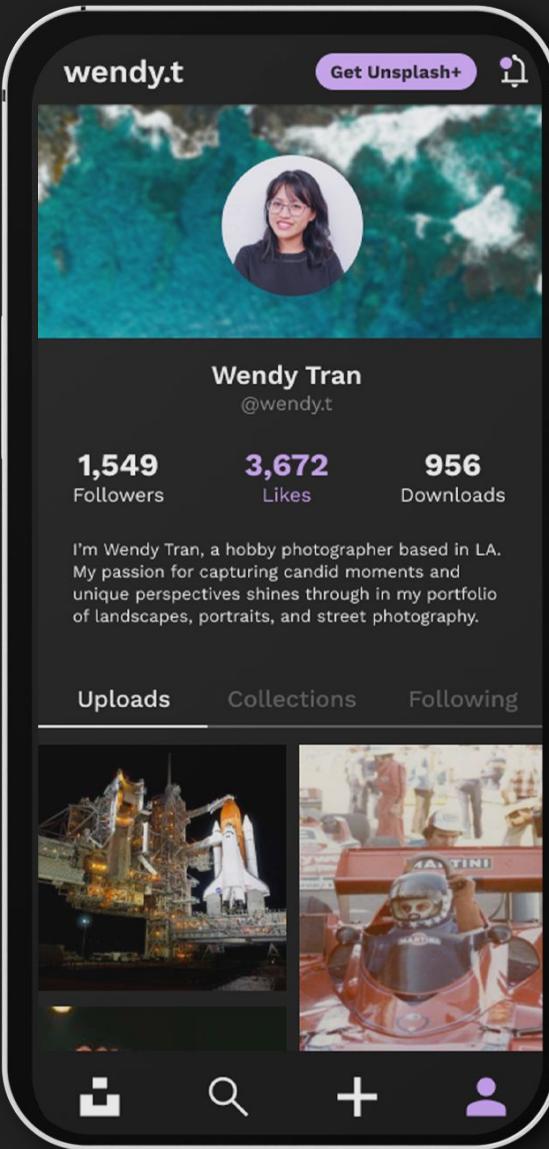
Home



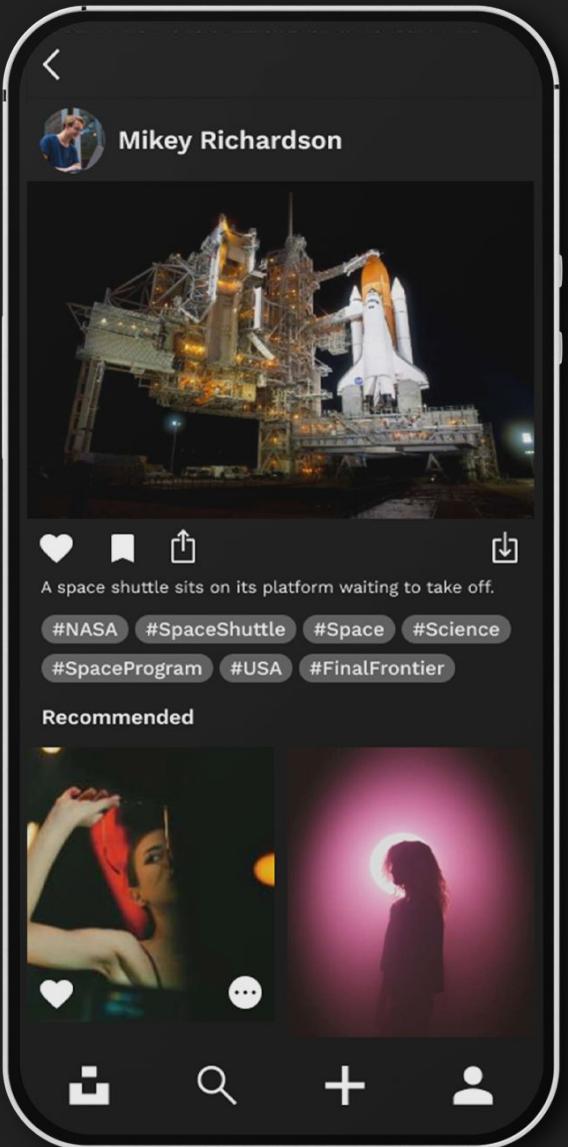
Search



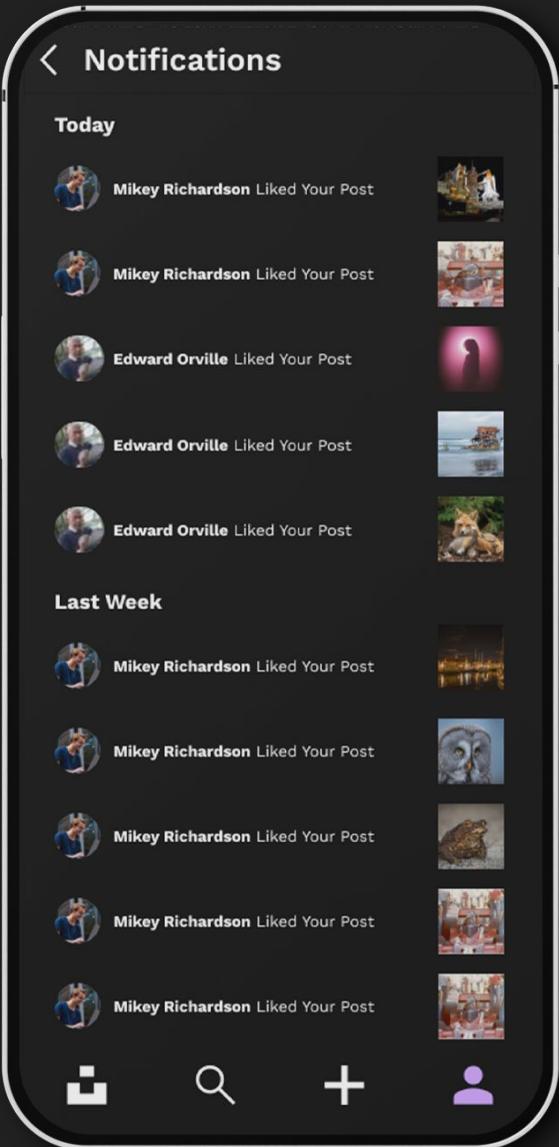
Unsplash+



Profile Page



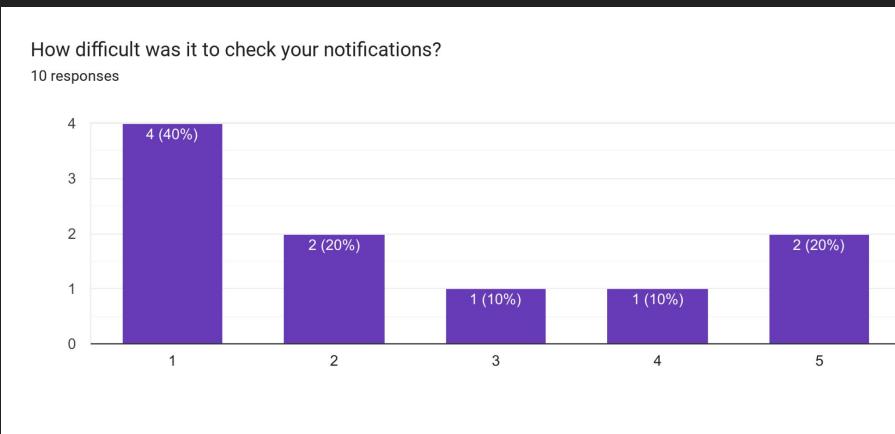
Image



Alerts

Usability Testing

We used Google forms to survey people on how their experience was completing a series of tasks in the prototype app. We then implemented some of the suggested changes.



"Went to Profile first, and then saw the navigation icon in the top right. I wonder if having the notifications icon would be a benefit on the homepage as well."

"Definitely found opportunities to upgrade to the premium very early on"