



# GIPHY

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## Project #3 - Adding Features to Existing Website

Shalyn Oswald - July 12, 2015

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# The Assignment

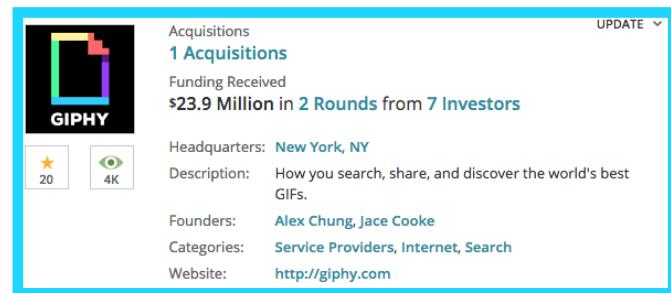
The assignment for Project 3 of General Assembly's UXD immersive program is to implement a gif-making feature on Giphy's current website. Users should be able to **create, customize, and share their gifs**, as well as **add captions**. This feature would allow for a leveraging of their existing database and capture future opportunities to seed viral content.

I didn't do this assignment alone, as it was our first group project as a class, so I may refer to "I", "We", and "Us" all at once.

## The Process

### Brand Research

Immediately after getting this company I went to the Crunchbase to check out their stats. There wasn't much to see except the fact that they had acquired a company that allowed you to easily find textable gifs, which they've seemed to implement in their new <sup>1</sup>Facebook Messenger feature.



A screenshot of a Crunchbase company profile for Giphy. The profile includes a logo, a summary of 1 acquisition, funding received of \$23.9 million in 2 rounds from 7 investors, headquarters in New York, NY, and a description of how users search, share, and discover the world's best GIFs. It also lists founders Alex Chung and Jace Cooke, categories Service Providers, Internet, Search, and the website <http://giphy.com>.



A screenshot of a Reddit Ask Me Anything (AMA) post from user giphy4realho. The question is "What's your revenue model?". The answer provided is: "Ideally we'll become an indispensable part of the internet itself and the money will just happen. <http://media.giphy.com/media/2WuHHWbGt3fY4/giphy.gif> But we've got lots of pots cooking, actually. We're focusing on content licenses, sponsored search, and api integrations among other things."

I found a <sup>2</sup>Reddit AMA from September 10, 2014. This was one question and answer that I thought was important since I wanted to keep the company's future goals in mind.

Going through the website gave really good insight into the Giphy brand and aesthetic.

We worked together with another team to get the CEO of Giphy, Alex Chung, to give a <sup>3</sup>short interview. It ended up being very insightful and I'm glad we were able to get together for that.

<sup>1</sup> <http://giphy.com/posts/how-to-send-giphy-gifs-using-facebook-messenger>

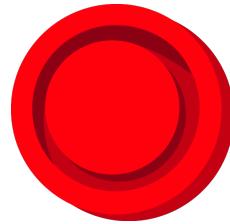
<sup>2</sup> [http://www.reddit.com/r/IAmA/comments/2g0791/hey\\_reddit\\_were\\_giphy\\_lets\\_talk\\_about\\_gifs/](http://www.reddit.com/r/IAmA/comments/2g0791/hey_reddit_were_giphy_lets_talk_about_gifs/)

<sup>3</sup> <http://tinyurl.com/owpnj6w>

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# Competitive/Comparitive Analysis

Next thing to do is to check out the competition.



Some of these websites were gif hosting sites, some gif creating sites, and some both. We also wanted to look at applications that create gifs to get an idea of what features are offered. Instagram was a great inspiration as well, since their filters are fun and widely used.

The fact is that Giphy is pretty unique in the amount of gifs that it has to offer, its tagging system, and the fact that they are integrating themselves into so many places on the internet, including Facebook Messenger and Slack.

## Heuristics

In the competitive/comparative, it's important to study the 4heuristics/best practices to not only see what they are doing right but maybe where there is opportunity for us to capitalize on.

**Imgur** - Quick process for instant upload but the customizing and filter process was messy.

**Tumblr** - Quality and consistency was a huge issue.

**Gfycat** - Almost no help or documentation.

## KPI

Based off of all of this information, I wanted to create a KPI to keep us on track. Basically, all of these would be affected, hopefully positively, after the implementation of the new gif-making feature.

1. Number of original gifs
2. Amount of website traffic
3. Use of features, including abandonment of gif-making process
4. Percentage of gifs shared through various outlets

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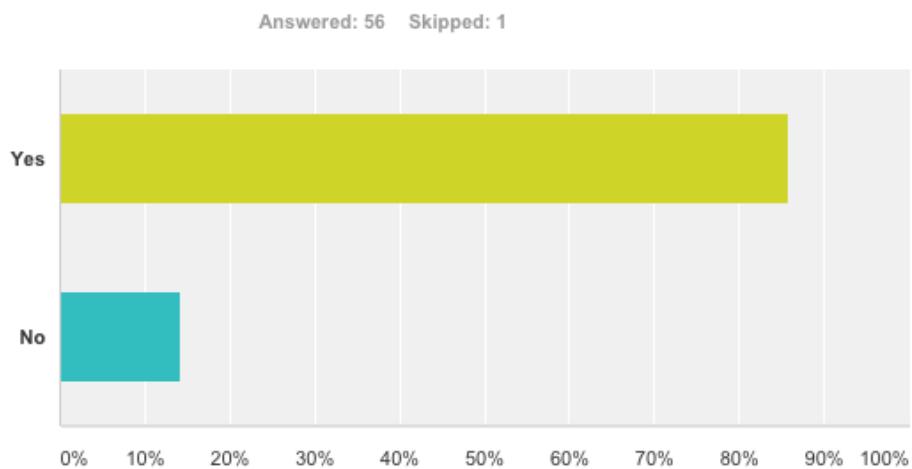
<sup>4</sup> <http://tinyurl.com/ox9wtob>

## Surveys

Before we could do anything further we needed to get out some <sup>5</sup>screener surveys that asked a few questions and allowed us to get into contact with possible interviewees for persona-building.

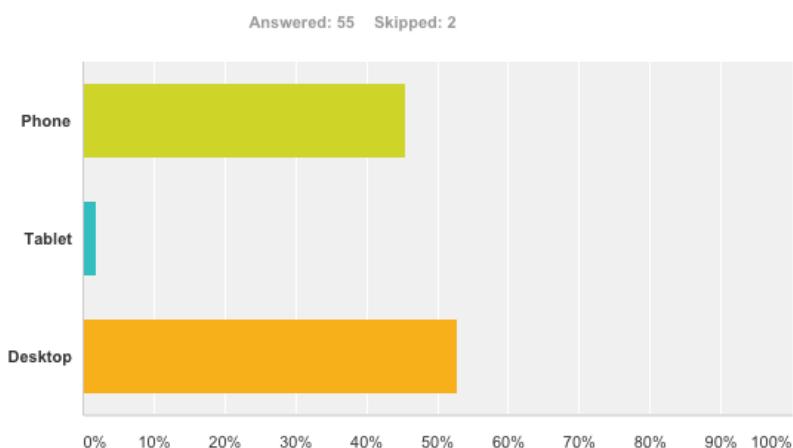
Without mentioning Giphy, we asked various questions to get a feel for the user base of both the consumer and creator of gifs. What we really needed to know, though, was if this proposed feature was one that was actually needed and wanted by users:

**If there was something available to you that would allow you to quickly and easily create a gif, would you use it?**



This answer validated the importance of the feature, so we could easily move forward with confidence.

Next was validating the target device:



<sup>5</sup> <https://www.surveymonkey.com/results/SM-YDGZMQ6D/>

# Interviews

We did **18 interviews** of an **equal number of genders**, and ages ranging from **mid 20s to mid 50s**.

These interviews gave a lot of insight into how people use gifs in different ways, either to express emotion, to make people smile, or to just be creative.

## Important Takeaways:

- Gif making is intimidating.
- Everyone wants customization.
- Gifs are being used as complex emoticons.
- Can represent body language.
- Is an artistic outlet.

## Affinity Mapping



The process of affinity mapping proved to be very useful in creating our personas. We wrote down devices, social networks, attitudes, motivations, and frequently-used words. Anything that we felt could help create more robust characters was included, and they were all from our interview and survey results.

We ended up with 6 personas, which, after some review and iteration, became 5, as two collapsed together, and 2 others had some traits re-arranged.

Though we kept <sup>6</sup><sup>all</sup> five of the personas in mind when figuring out the features and layout, the one we chose to make our main persona was Mark. The reasoning for this had multiple reasons. \*\*I was in charge of ‘fleshing’ these out.

**MEET MARK** “They are the essence of a video, simultaneously the dumbest and coolest things.”

**CREATOR:** The Gif-ted Troll | 38 YEARS OLD

**CARES ABOUT:** One-upmanship | Making fun of everyone | His dog Zeus



Mark is a freelance video editor who boasts having seen every kung fu movie that ever mattered. He loves to play video games in which he excels so that he can record it and show everybody what ‘noobs’ they are. Being completely anti-Facebook, Mark tends to frequent private forums for socializing and sharing the high-quality movie scenes, sports/video game epic moments, and dirty gifs with his fellow trolls. Even though he is capable of making gifs on his current PC setup, Mark would benefit from access to a ready selection of high-resolution reaction gifs, as well as be able to make his own as quickly as he sees them happen so he can brag about being the first and 1-up his friends in their gif-battles.

NEEDS:	FEATURES:	PAIN POINTS:
<ul style="list-style-type: none"><li>• Video Editing</li><li>• Lots of gif options</li><li>• High quality gifs</li><li>• Instant gratification</li><li>• Broad formats</li></ul>	<ul style="list-style-type: none"><li>• Frame by frame animation</li><li>• Related gifs</li><li>• Optimization options</li><li>• Drag &amp; drop</li><li>• Support multiple file formats</li></ul>	<ul style="list-style-type: none"><li>• Ads &amp; brand watermarks</li><li>• Low resolution</li><li>• Not enough options</li><li>• Facebook</li><li>• Losing a gif battle</li></ul>

**TECH SKILLS**

Low | Medium | High

**GIF SOURCES**

Google | Imgur | Private Forums |  
TV Shows | Movies | Video Games

**FAVORITE CHANNELS**



1. He's a gif creator. During the CEO interview:

#### **6. Can you tell me about who your user is?**

Our focus right now is on creators and artists but eventually we will target everyone because Gifs are for everyone. We want everyone to speak in Giphy language.

2. Mark is boastful and opinionated. If there is something wrong with any features or if there needs to be less/more, this guy will be the one to say it.
3. He likes to create gifs quickly at times, other times he doesn't mind spending more time customizing and being creative.
4. He would be the one to tell his friends about the new awesome gif-maker.

<sup>6</sup> See page # for all in-depth personas.

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# User Stories and Scenarios

Each persona had a more in-depth story, as well as a quick one that got to the heart of their motivation for using and/or creating gifs:

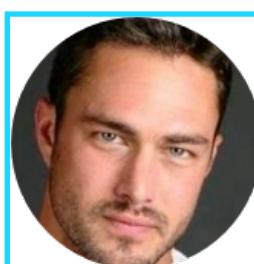


## The Gif(t) Giver

"As someone who likes to brighten peoples' days, I want to be able to find and send little things that I think they'll like to let them know I'm thinking of them."

## The Scenario

Alice saw a funny gif on Facebook and thought it was perfect for her husband and wants to caption it with his name.



## The Gif Uniter

"As someone who works with passionate people, I want to be able to diffuse tense situations with humor so that we can resolve things quickly."

## The Scenario

Steve is on slack at work and is looking for a gif to make fun of a client because they have been upsetting the entire staff lately.

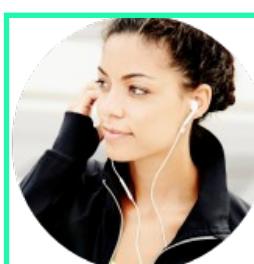


## The Savvy Designer

"As an artist I need to be able to customize my work so that I can truly show off my personal aesthetic."

## The Scenario

Julie is struck with inspiration to create a gif of various pictures she has taken recently and wants to change the colors and make it look artistic.



## The Social Butterfly

"As an expressive person I want to be able to show my feelings without having to use words alone. :D"

## The Scenario

Bailey just got accepted as an extra in a really amazing broadway show and wants to express her excitement to everyone using an awesome and accurate gif.



## The Gif-ted Troll

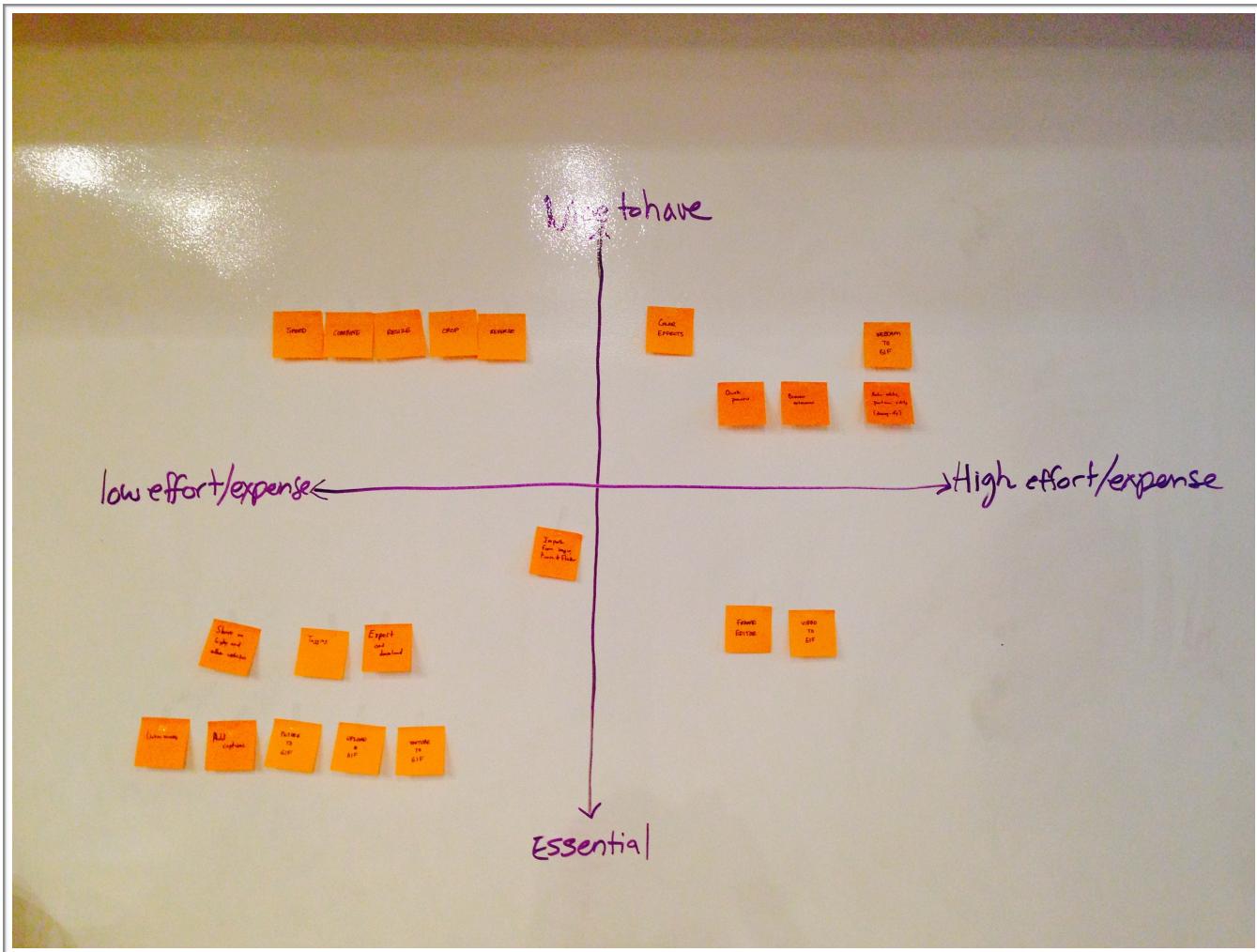
"As a video-editor and forum addict I want to be able to be the first with the best new gifs so that mine will be the ones that everyone uses. Also, I want everyone to know how awesome I am."

## The Scenario

Mark is playing Halo with his friends and wants to create a gif to send over group chat to express the 'epic-ness' of their win.

# Feature Prioritization

Now that we had our users in mind, we could work on figuring out what features would be needed within the gif creator.



All of the features on the bottom half were in the 'must have' pile, whereas the features on the top half had much less of a priority.

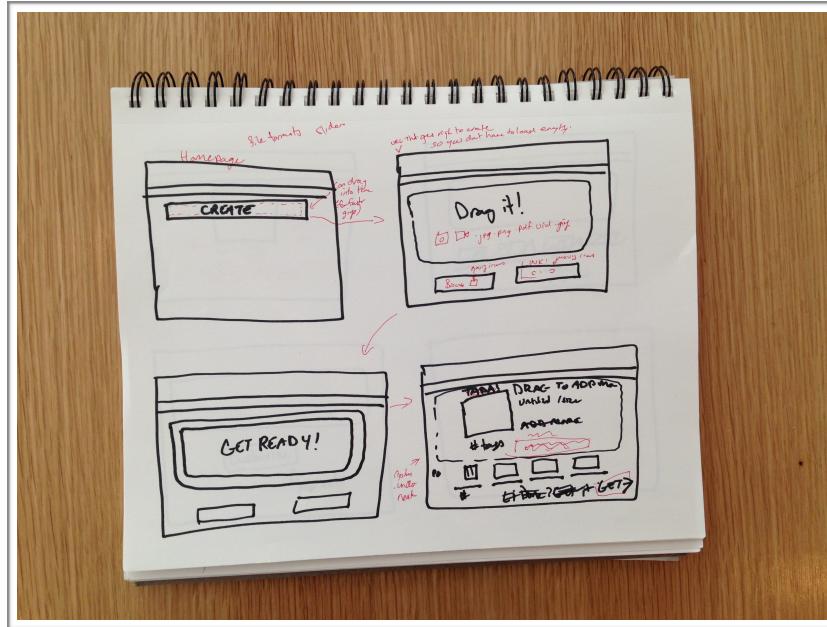
## Chosen “Must-Haves”:

- Import from various channels
- Multiple file formats supported
- Export and download
- Pictures to gif
- Video to gif
- Add captions
- As many 'share' options as possible
- Tagging
- Frame Editor
- Quick Create

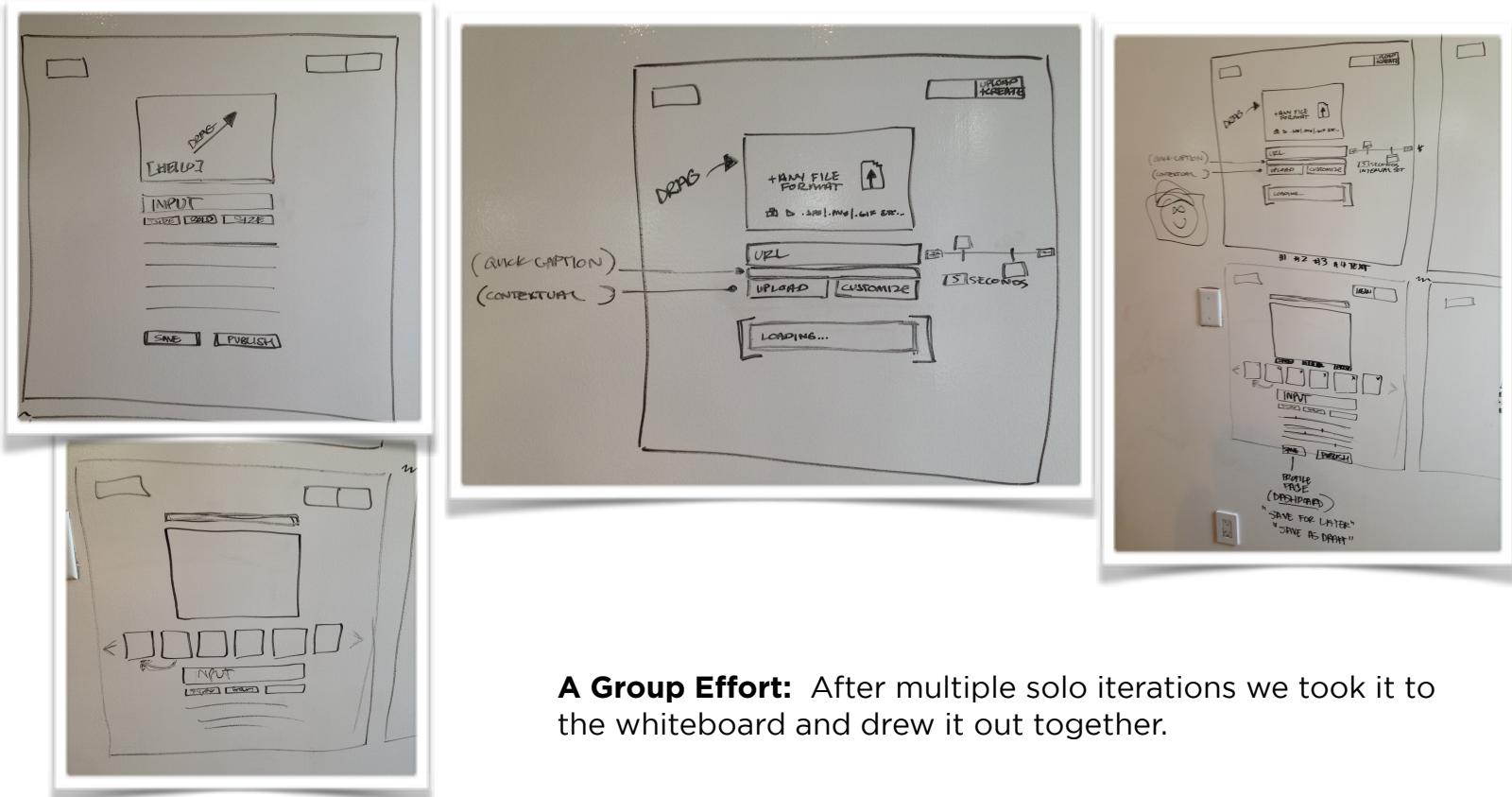
## Chosen “Nice-To-Haves”:

- Speed adjustment
- Resize
- Combine gifs
- Crop
- Reverse
- Color effects
- Webcam to gif
- Browser extension implementation

# Rough Sketches



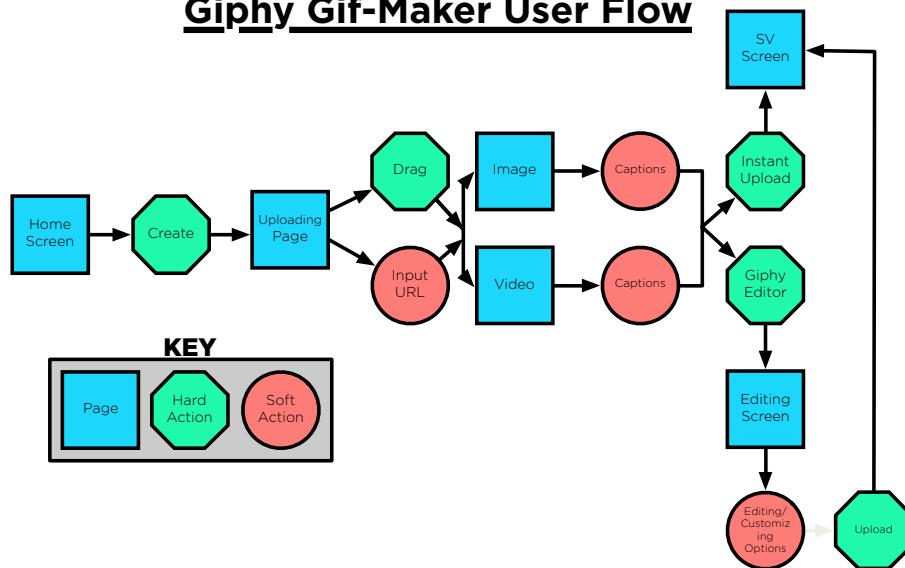
We used time-boxing to draw out as many ideas for the layout of the gif creator as possible. This is the flow from the main page to the uploaded gif page. It's important to keep in mind that this is not a remake of the site, and that we had to work with the existing layout and aesthetics of the current website.



**A Group Effort:** After multiple solo iterations we took it to the whiteboard and drew it out together.

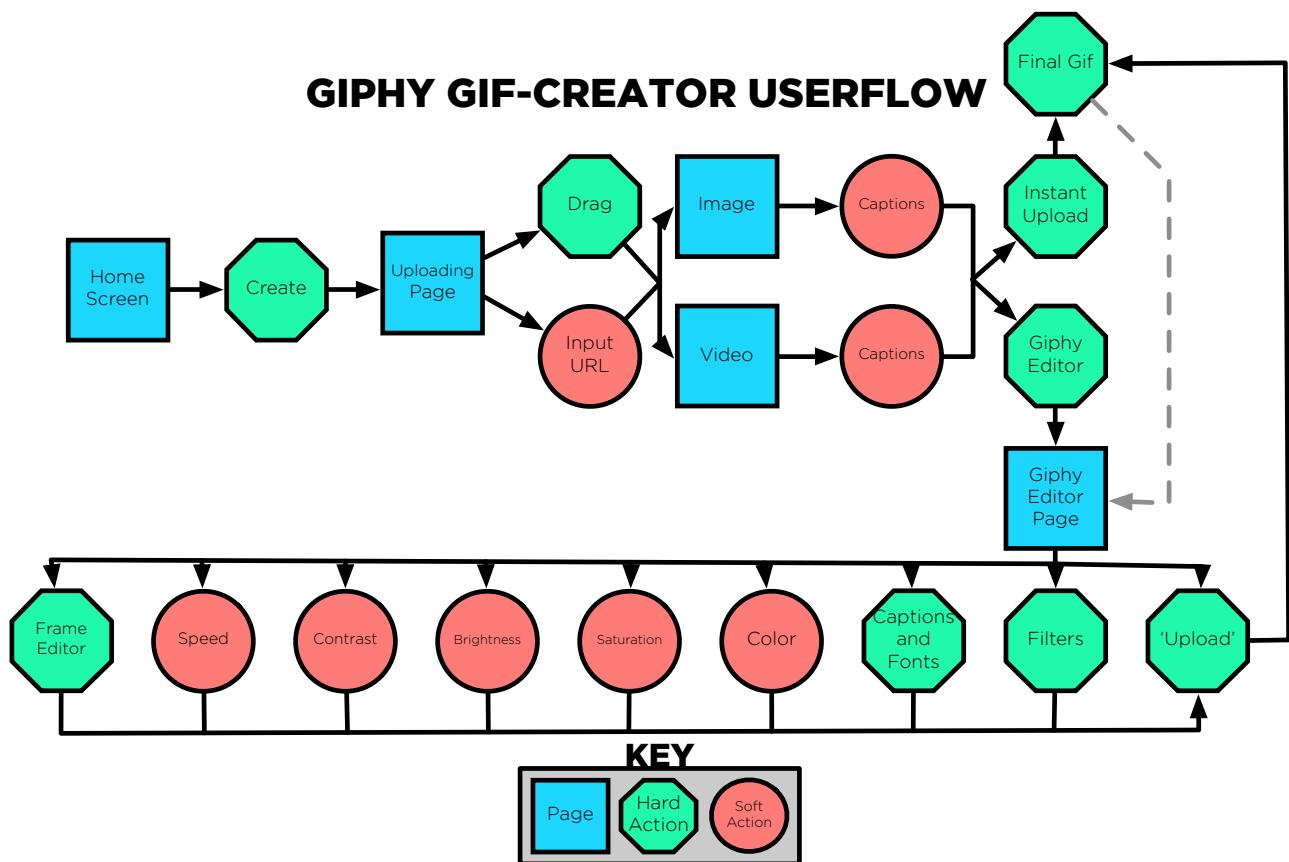
# User Flows

## Giphy Gif-Maker User Flow



This was the first user flow that was created, very basic and not much information.

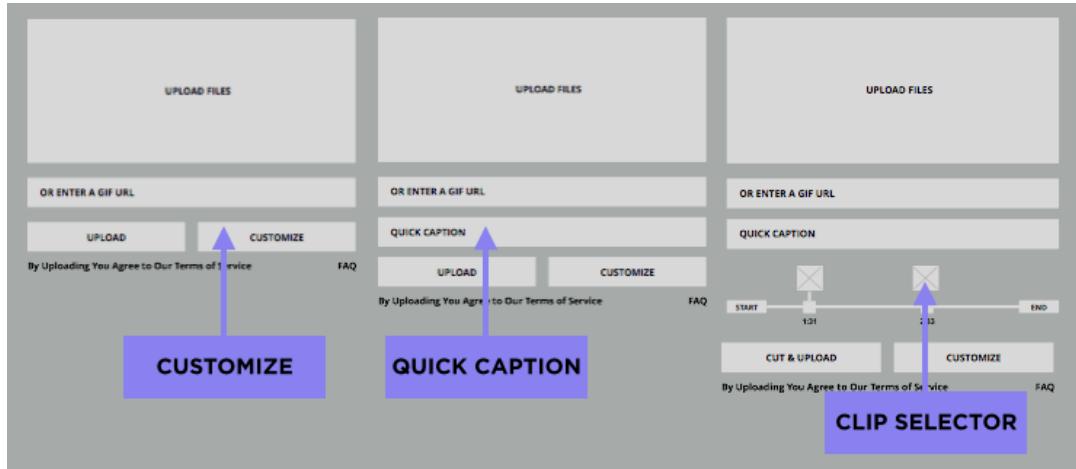
## **GIPHY GIF-CREATOR USERFLOW**



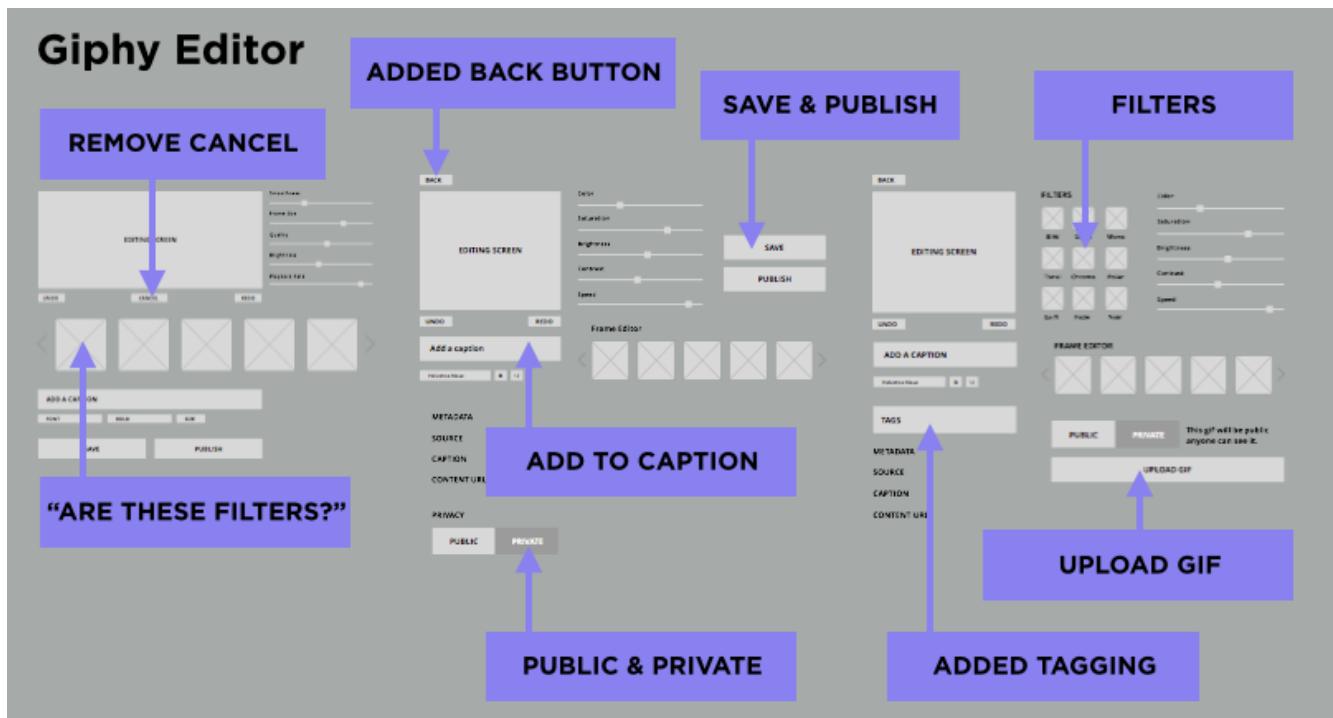
This is the final user flow for the Giphy gif creator.

# Wireframes and Iterations

We tested the prototype in low/middle-fidelity wireframes before going into high-resolution. Based on user tests we made multiple iterations.



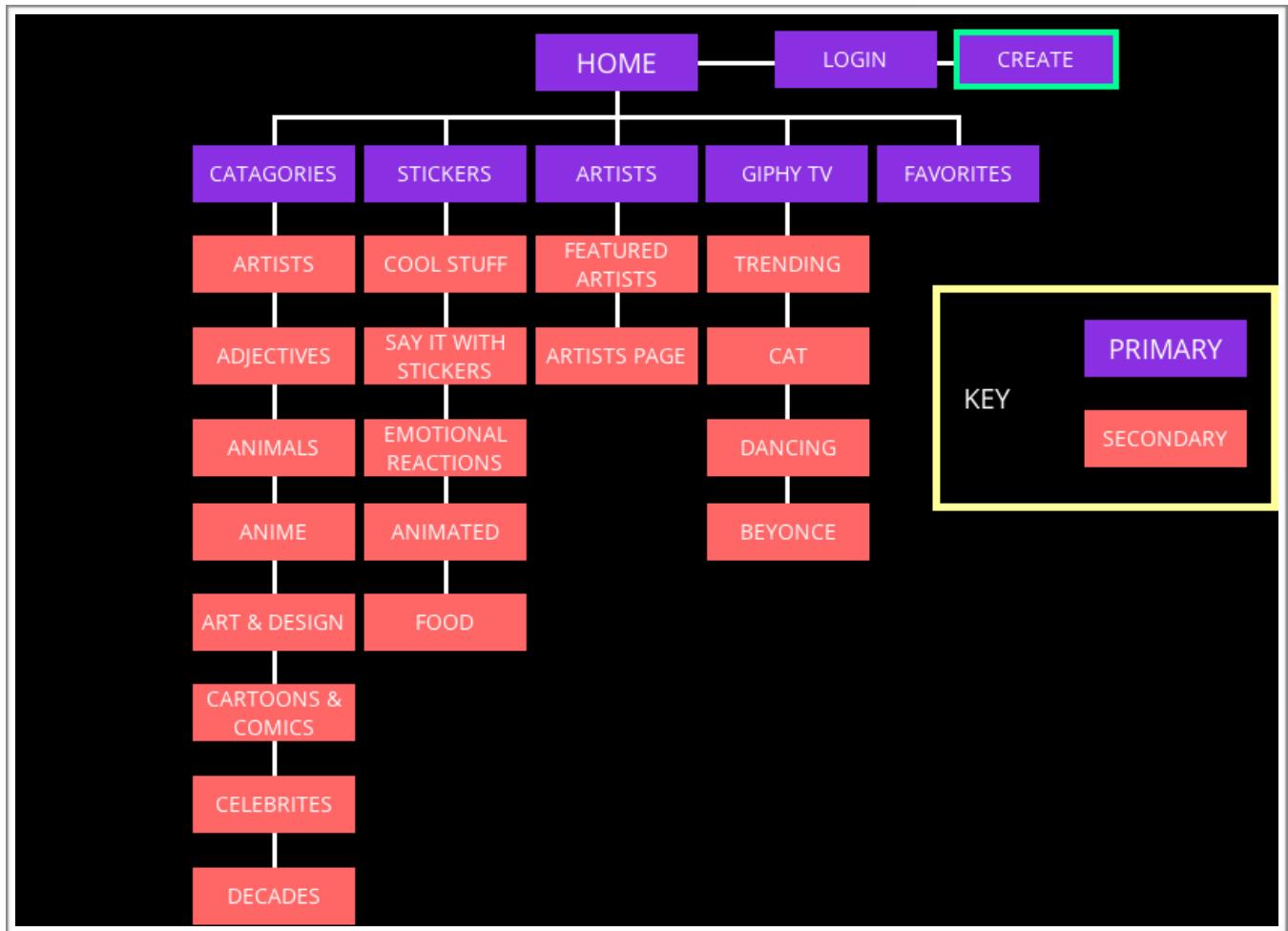
This is the 'Upload' screen, and as you can see there were a few changes made, from adding a 'customize' button (that eventually became Giphy Editor) to a 'Quick Caption' feature for those who wanted to upload without going through the editor.



This is the Giphy Editor area that went through the most iteration. The layout proved to be the biggest challenge since we wanted to give the users a lot of options but we didn't want it to be too cluttered and also had to take into consideration the fact that if you have to scroll for a function you may not be able to see the changes on the gif.

# Sitemap

This didn't change much from the original. The 'Create' button that is highlighted is 'Upload' on the current website. There was a lot of debate as to whether or not we should make it two buttons (one for "Create" and keep "Upload" as well), make it one button labelled "Create/Upload," or to do this. Ultimately this one button 'Create' tested well, so we kept it.

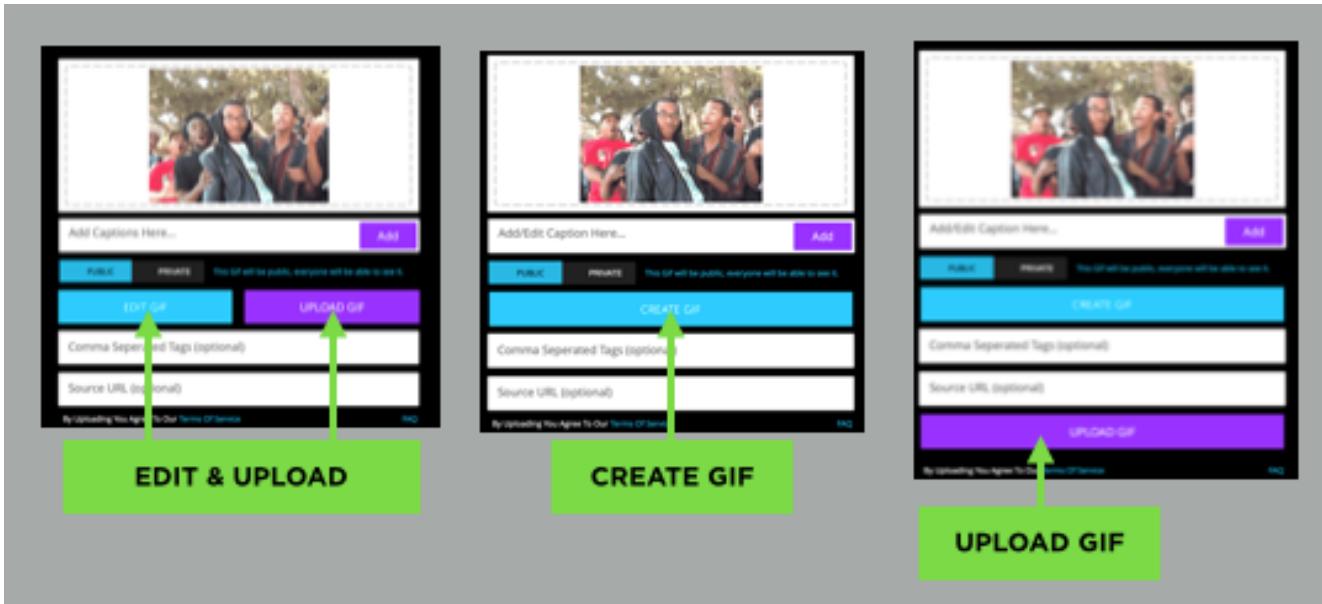


## The Prototype

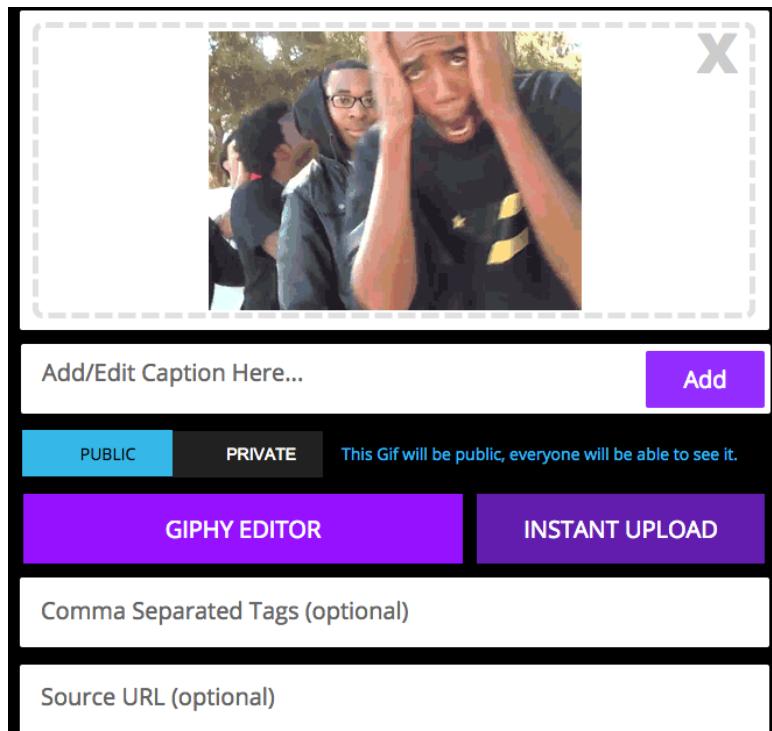
We wanted to make the high-fidelity prototype looks so much like the current website so that we could get the most accurate feedback on the usability as possible. We took the current site and copied it almost exactly, making sure to even get the fonts, colors and layout exactly.

<http://n3h1nb.axshare.com/homepage.html>

# Usability Testing Iterations

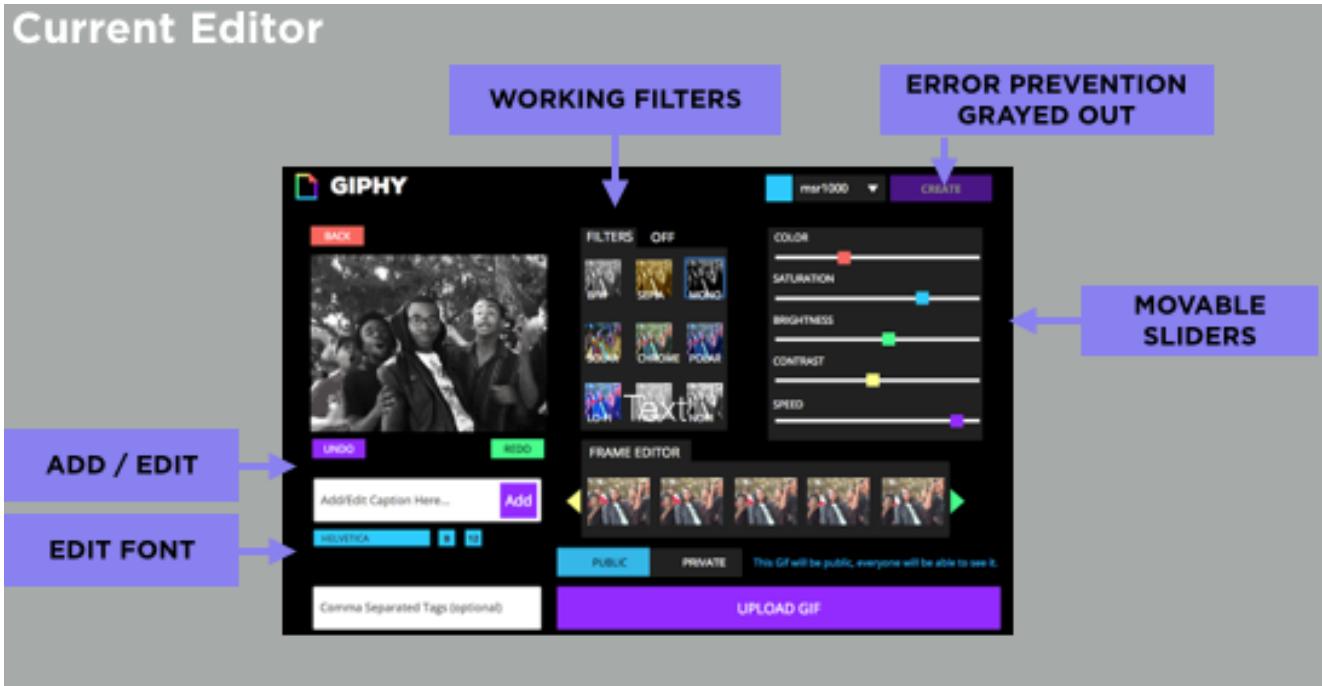


We went through several iterations of the upload page since our users were either only clicking on the 'Upload Gif' button, or being confused when they click the 'Edit Gif' button thinking they had already edited because they put a caption.



This was the final product, changing the copy to 'Giphy Editor' and 'Instant Upload,' and adjusting the button color to encourage more people to try out the editor, since most people were excited when they saw how easy it was to use.

## Current Editor



Our current editor didn't change very much from the final wireframe. We just made them useable.

## Next Steps

We had come up with some really cool and amazing ideas for this feature that was just didn't have time to get to.

- **Gif-Battle feature** - You can add on to an existing gif to go back and forth between friends and/or you will get suggested gifs to pit against another. We found that a lot of people send gifs back and forth and try to 1-up each other, so doing this on the website would be fun.
- **Sponsor-driven stickers/filters** - Since Giphy has a sponsor-driven bottom-line at the moment, we thought it would be a great business idea to create sponsor stickers and filters, such as Disney gifs over your pictures, or even a Calvin Klein Jean denim filter.
- **Make this editor for mobile and the current Giphy extension** - For even quicker access to the editor.
- **Adding and removing filters and options** - As testing and feedback indicates.
- **More User Testing** - It's the most important thing you can do, and this feature is difficult, which is why they haven't implemented it yet.

# **DETAILED**

## **Competitive/Comparitive**

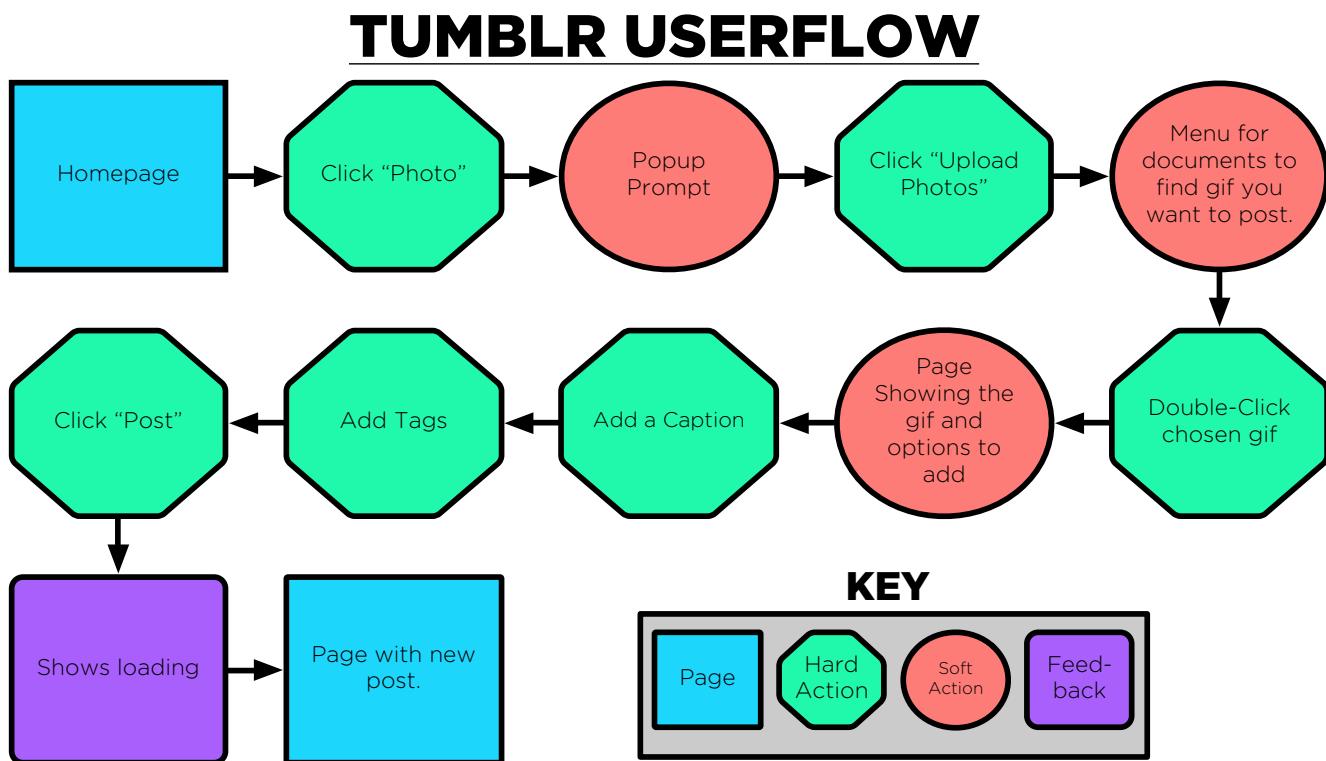
Mobile Apps	Gif Creators	Websites Apps (like Giphy)	Gif Blogs	Possible Comparative
GifIt	<a href="http://memegenerator.net/">http://memegenerator.net/</a>	<a href="http://imgur.com">http://imgur.com</a>	<a href="http://whatshouldwecallme.tumblr.com/">http://whatshouldwecallme.tumblr.com/</a>	<a href="http://instagram.com/">http://instagram.com/</a>
Jiphy	<a href="http://www.giffingtool.com/">http://www.giffingtool.com/</a>	<a href="http://www.gifbin.com">http://www.gifbin.com</a>	<a href="http://qifsln.tumblr.com/">http://qifsln.tumblr.com/</a>	<a href="https://vine.co/">https://vine.co/</a>
GIF	<a href="http://gimaker.me/">http://gimaker.me/</a>	<a href="http://awesomogifs.com">http://awesomogifs.com</a>	<a href="http://littleplasticthings.tumblr.com/">http://littleplasticthings.tumblr.com/</a>	<a href="https://twitter.com/">https://twitter.com/</a>
Kanvas	<a href="http://makeagif.com/">http://makeagif.com/</a>	<a href="http://www.gifs.net/gif/">http://www.gifs.net/gif/</a>	<a href="http://animalygifs.tumblr.com/">http://animalygifs.tumblr.com/</a>	<a href="https://facebook.com/">https://facebook.com/</a>
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	<a href="http://qfycat.com/about">http://qfycat.com/about</a>	<a href="http://gifgifs.com">http://gifgifs.com</a>		
	<a href="http://giffingtool.tumblr.com/post">http://giffingtool.tumblr.com/post</a>	TUMBLR		
	<a href="http://gimaker.me/">http://gimaker.me/</a>	<a href="http://www.reactiongifs.com/">http://www.reactiongifs.com/</a>		
	<a href="http://Makeagif.com">http://Makeagif.com</a>	<a href="http://popkey.co/">http://popkey.co/</a>		



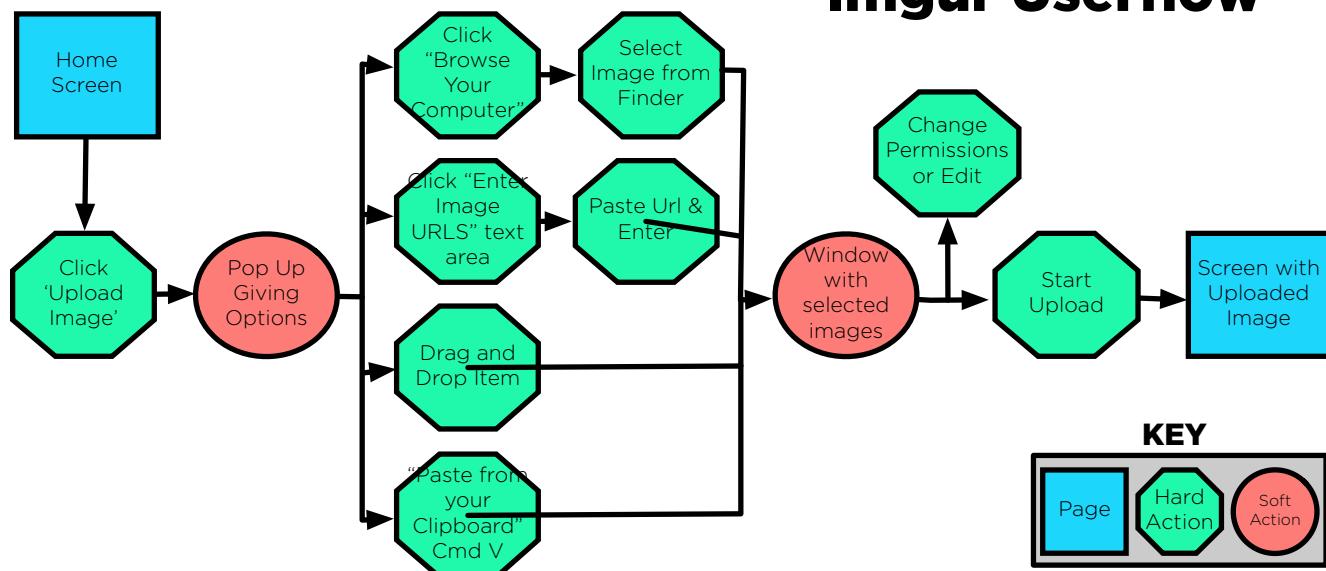
	Giphy	Imgur	Instagram (mobile)	Gfycat	Tumblr
Visibility of system status					
Match between system and the real world					
User control and freedom			Can't really remove items from your feed but you can choose what you post and say.		
Consistency and standards		Never know where things are going to be other than header. They at least have a way for you to request that a photo be deleted.		No real footer or header even, so conventions kind of ignored and it makes things hard to navigate.	Hard to know where help is, and I guess 'image' indicates 'gifs' even though they have a specific place for gifs in the navigation.
Error prevention		Click item, click delete, deleted. Prevents reposts to Reddit by showing the various other times it was posted.		Stops from reposting and shows link where it was posted before. Allows you to 'duplicate' if you want.	
Recognition rather than recall		Difficult to find things because they move around instead of being static.			
Flexibility and efficiency of use		The uploading process is easy, but trying to link other than right clicking or sharing is a bit frustrating.			
Aesthetic and minimalist design		A lot going on, hard to get to footer since it never stops scrolling.			Annoying staggering is hard on the eyes.
Help users recognize, diagnose and recover from errors		No getting back deleted items. Will tell you if password/name is wrong.			
Help and documentation		Difficult to find since footer is in different areas (sometimes not there, sometimes under recommended other pictures).		Almost nothing.	Have to look for it under account settings.
gifs available on mobile			No gifs, only upload videos.		Does but the gifs are smaller when you click than when you don't.

Heuristic Analysis  
 Green - Good  
 Yellow - OK  
 Red - Fail or N/A

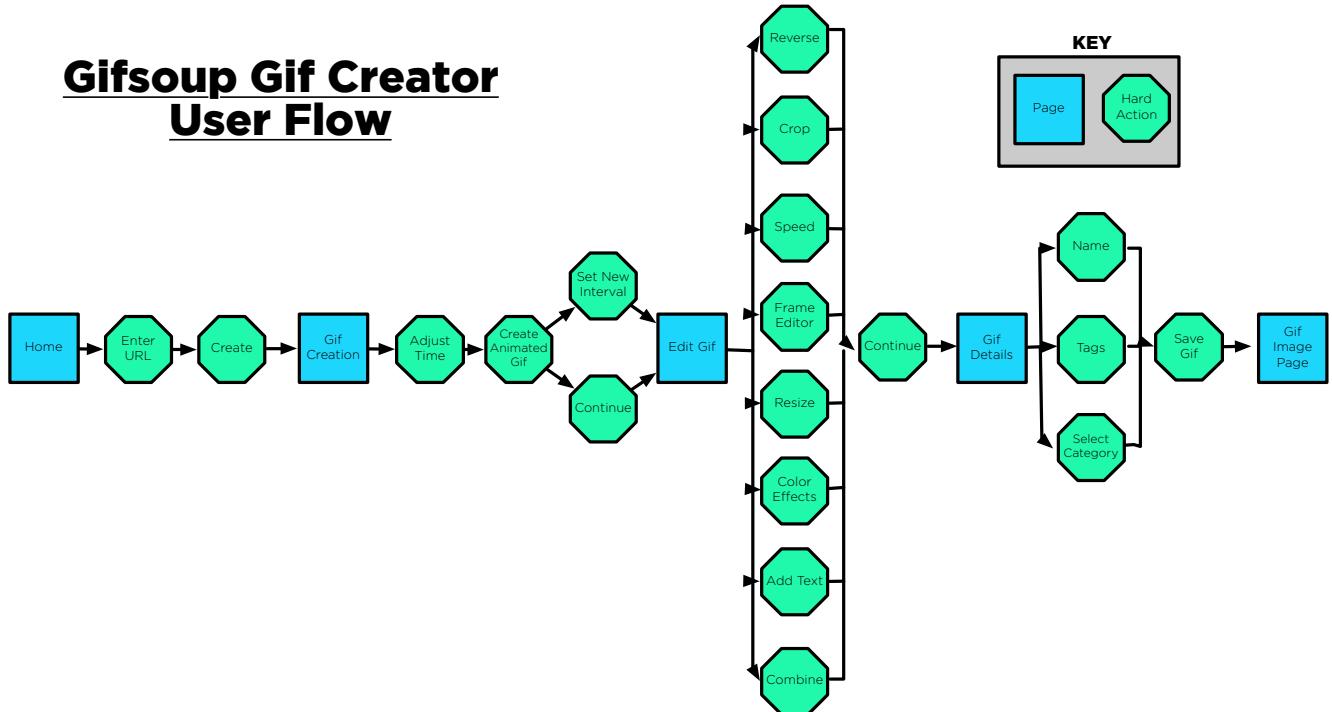
## User Flows



### Imgur Userflow



# Gifsoup Gif Creator User Flow



## Personas

**MEET SANDY** “I want to send my daughter a gif of a cat that blows kisses - because she likes cats - and because she would understand what I mean.”

**CONSUMER:** The Gif(t) Giver | 61 YEARS OLD

**CARES ABOUT:** Family & friends | Brighten up someone's day | Grandkids

Sandy is a retired administrative assistant who worked at a dermatologist clinic for over 20 years. She loves to stay active in fun ways like dancing and water aerobics, but also likes to keep her mind active by doing puzzles and keeping up with the news. As her husband is still working, Sandy has a lot of extra time alone and tends to become nostalgic and miss her kids and old friends, so she likes to randomly send people pictures and gifs that she comes across on Facebook that she thinks that they will enjoy. She often communicates her love with emoticons or gifs that show hugging and blowing kisses, but also likes to laugh with her husband and old friends by sending silly things back and forth. Sandy would love to be able to find and share appropriate gifs and be able to caption them for people when she feels like making someone smile, but is unsure whether she has the technical skills.

<p><b>NEEDS:</b></p> <ul style="list-style-type: none"> <li>• Sharability</li> <li>• User friendly</li> <li>• Personalization</li> <li>• Ready instructions</li> <li>• Easy access to gifs</li> </ul> <p><b>TECH SKILLS</b></p> <div style="text-align: center;"> <span style="display: inline-block; width: 10px; height: 10px; background-color: #ccc; border-radius: 50%; border: 1px solid black;"></span> •        <span style="display: inline-block; width: 10px; height: 10px; background-color: red; border-radius: 50%; border: 1px solid black;"></span> •        <span style="display: inline-block; width: 10px; height: 10px; background-color: #ccc; border-radius: 50%; border: 1px solid black;"></span> </div> <p>Low   Medium   High</p>	<p><b>FEATURES:</b></p> <ul style="list-style-type: none"> <li>• Minimal layout</li> <li>• Add captions</li> <li>• Content curation</li> <li>• Image optimization</li> <li>• Quick Process</li> </ul> <p><b>GIF SOURCES</b></p> <p>Google</p> <div style="text-align: center;"> </div>	<p><b>PAIN POINTS:</b></p> <ul style="list-style-type: none"> <li>• Too many steps</li> <li>• Intimidating process</li> <li>• Distasteful content</li> <li>• Large file sizes</li> </ul> <p><b>FAVORITE CHANNELS</b></p> <div style="text-align: center;"> <span style="margin: 0 10px;"></span> </div>
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## MEET JULIE

"People always express what they believe., and that's creation within itself. A creation online you are sharing is a piece of what you believe in, whatever the content is."



**CREATOR:** The Savvy Designer | 24 YEARS OLD

**CARES ABOUT:** Having a sense of ownership | Art & design | Long distance boyfriend

Julie is a design student going for her masters while she works part-time at a local print shop, and sells some of her handicrafts on Etsy. Because she is naturally very artistic and loves to express herself in creative and fun ways, she often gets caught up in the details. She regularly has to make gifs for work and school, but she has made them for personal entertainment as well and really enjoys the process, although it tends to take a lot of time. Julie would love it if there was a quicker way to create and share artistic or fun gifs that still gave her a lot of options to personalize and make it her own.

### NEEDS:

- Efficiency
- Video editing
- High aesthetic
- Intuitive interface
- Ability to brand herself

### FEATURES:

- Frame by frame animation
- Image editing
- Optimization options
- Personal profile
- Support multiple file formats

### PAIN POINTS:

- Bad typography
- Low resolution
- Unsupported file formats
- Confusing iconography
- Pre-made watermarks
- Generic styling

### TECH SKILLS



Low | Medium | High

### GIF SOURCES

Google | Imgur | Anime



### FAVORITE CHANNELS



## MEET STEVE

"I feel like the way like media is these days. Just a pictures isn't enough having something that moves for a spit second gets the message across. We live in a tweet snap chat situation. Get more than a picture and not over saturate with a video."



**CONSUMER:** Gif Uniter | 31 YEARS OLD

**CARES ABOUT:** Girlfriend | Bring people together | Sports

Steve is the head of marketing at a startup and is known as the office comedian. He loves to share funny images and videos with his co-workers and has often used them to diffuse tense situations. Though he is a jokester, Steve is actually very soft-hearted when it comes to his current girlfriend whom he met at work. Steve would benefit from having access to a variety of gifs, from silly ones to send over emails and messages, to cute ones to secretly send to his lady.

### NEEDS:

- Ready to go gifs
- Customization
- Familiar design
- Wide variety
- Quick sharing

### FEATURES:

- Big buttons
- Clear iconography
- Add a funny quote
- Combining gifs
- Optimized search

### PAIN POINTS:

- Time consuming
- Inaccurate gif tags
- Overloaded with options
- Distracting
- Hates watermarks

### TECH SKILLS



Low | Medium | High

### GIF SOURCES

Google | Imgur | Slack



### FAVORITE CHANNELS



## MEET BAILEY

"I am one of those people that like to express myself. I am one of those people who uses smiley faces and hearts. Gifs add another layer to that. :)"



**CONSUMER:** Social Butterfly | 21 YEARS OLD

**CARES ABOUT:** Expressing herself | The outdoors | Yoga

Bailey is a coffee barista with dreams to make it big as a broadway actress. She has a lot of social media friends as she keeps them all updated at all times. Bailey has always been a very expressive person and doesn't feel as though plain words accurately describe her emotions. Because of this, she often substitutes with excessive use of emoticons and gifs, though it tends to slow down her phone. She doesn't have the time to make her own gifs, but she would love it if she could have ready access to a variety of gifs to represent her in all of her many emotions and possibly caption

### NEEDS:

- Unlimited gifs
  - Reaction/Emotive gifs
    - Accurate tags
    - Personalization
  - Easy to find & share
- Minimal design
  - Optimized search
    - Mobile ready
    - Add captions
  - Compatibility with text & social

### FEATURES:

### PAIN POINTS:

- Lengthy process
- High file sizes
- Mobile incompatibility
  - Intimidating layout
- Technical uncertainty

### TECH SKILLS



Low | Medium | High

### GIF SOURCES

Google



### FAVORITE CHANNELS



## MEET MARK

"They are the essence of a video, simultaneously the dumbest and coolest things."



**CREATOR:** The Gif-ted Troll | 38 YEARS OLD

**CARES ABOUT:** One-upmanship | Making fun of everyone | His dog Zeus

Mark is a freelance video editor who boasts having seen every kung fu movie that ever mattered. He loves to play video games in which he excels so that he can record it and show everybody what 'noobs' they are. Being completely anti-Facebook, Mark tends to frequent private forums for socializing and sharing the high-quality movie scenes, sports/video game epic moments, and dirty gifs with his fellow trolls. Even though he is capable of making gifs on his current PC setup, Mark would benefit from access to a ready selection of high-resolution reaction gifs, as well as be able to make his own as quickly as he sees them happen so he can brag about being the first and 1-up his friends in their gif-battles.

### NEEDS:

- Video Editing
  - Lots of gif options
  - High quality gifs
  - Instant gratification
  - Broad formats
- Frame by frame animation
  - Related gifs
  - Optimization options
    - Drag & drop
  - Support multiple file formats

### FEATURES:

### PAIN POINTS:

- Ads & brand watermarks
- Low resolution
- Not enough options
  - Facebook
- Losing a gif battle

### TECH SKILLS



Low | Medium | High

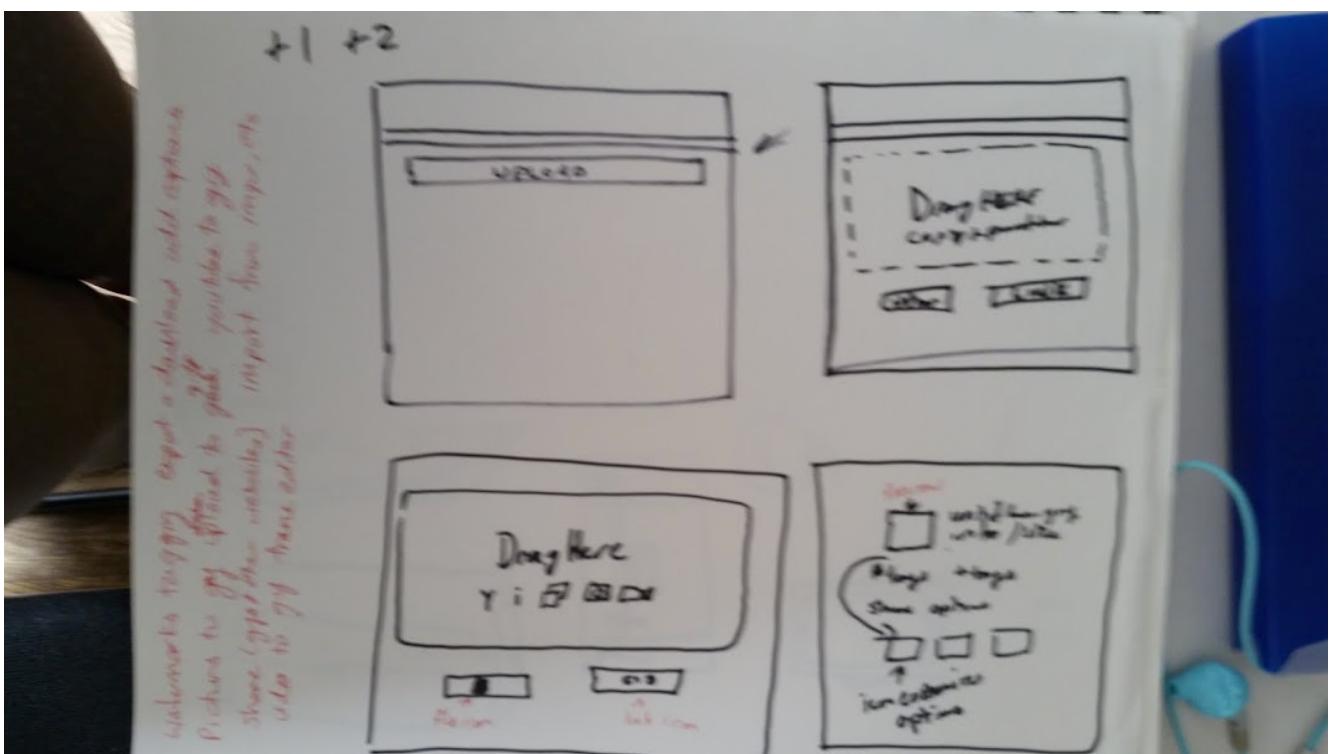
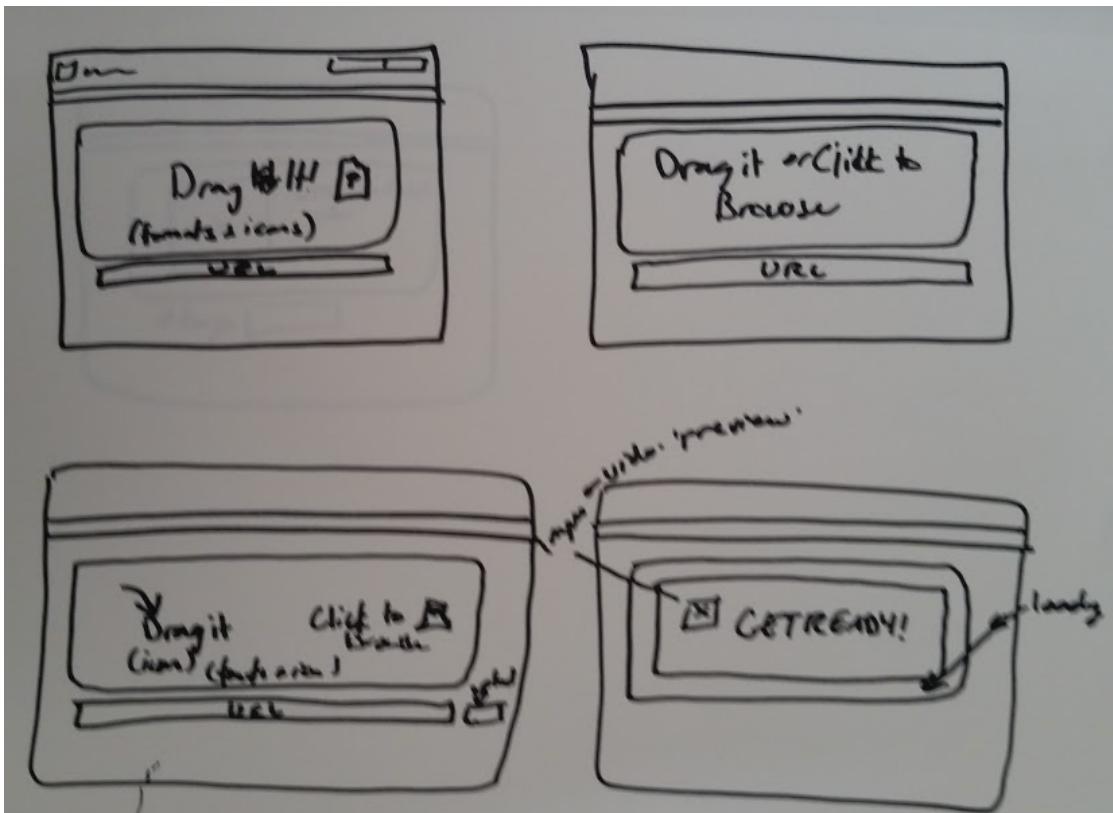
### GIF SOURCES

Google | Imgur | Private Forums |  
TV Shows | Movies | Video Games

### FAVORITE CHANNELS



# Sketches



<http://tinyurl.com/ph78kxk>