



Team Giphy: Shalyn, Mike & Carl



WHO IS GIPHY?

We're all Giphy!

BRAND GOALS

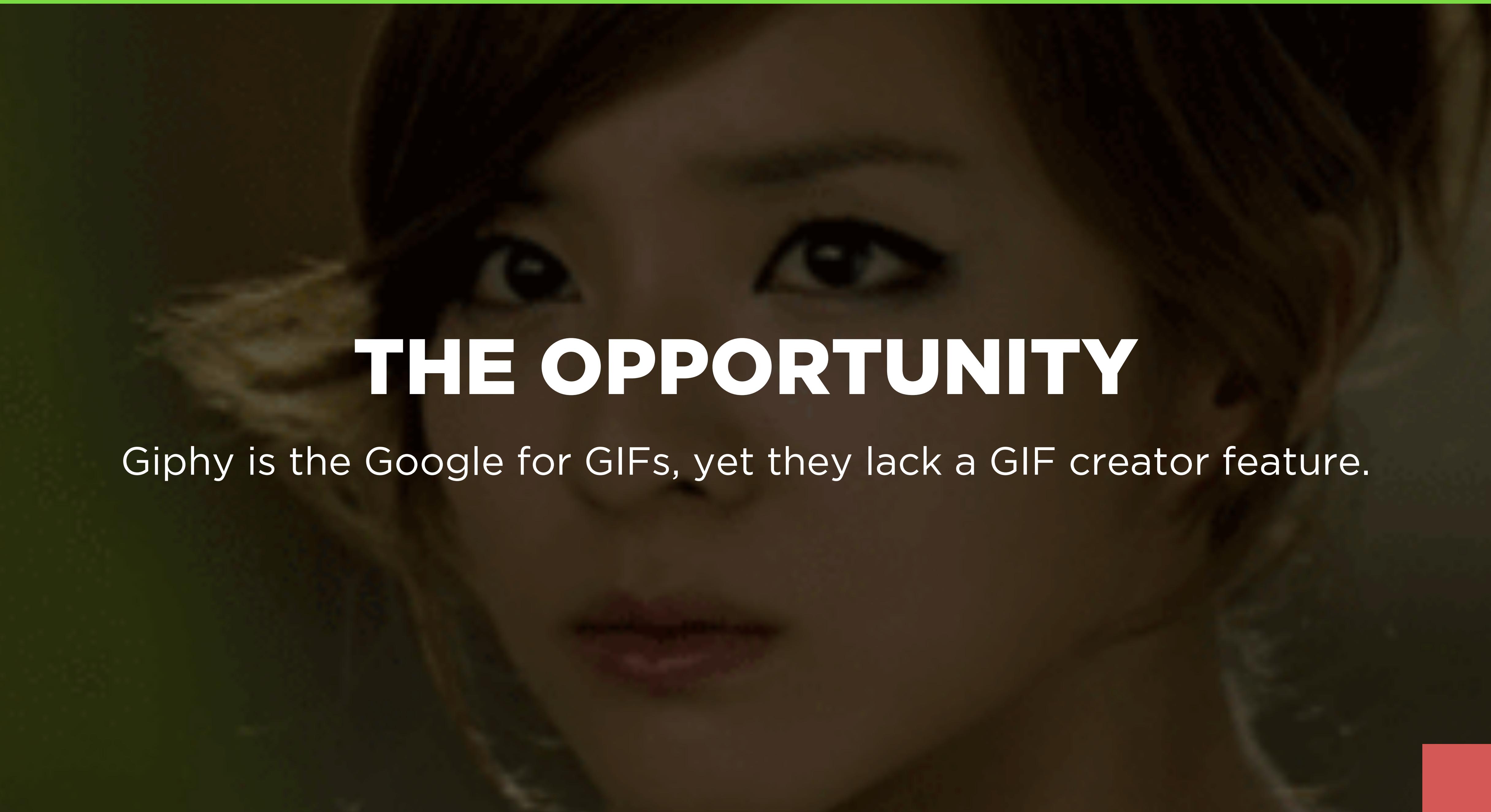


"We are a search engine and we will be Google for Gifs in few months. Gif is going to be a **new language** and everyone will be talking in Gifs."

Target audience: *Artists & Creator*

Business model: *Sponsored partnerships*

Alex Chung, Giphy CEO



THE OPPORTUNITY

Giphy is the Google for GIFs, yet they lack a GIF creator feature.

THE GOAL

Allow users to create, share, and customize their own animated gif files.

KEY PERFORMANCE INDICATORS

Number of original gifs

Amount of website traffic

Use of features, including abandonment of gif-making process

Percentage of gifs shared through various outlets

MEASURING SUCCESS

Users find value in these new features and adopt them easily.

Increased user base through gif sharing.

Increased inventory of gifs.

COMPETITIVE ANALYSIS

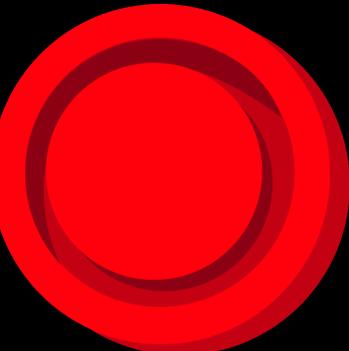
Google



REACTION GIFS



tumblr



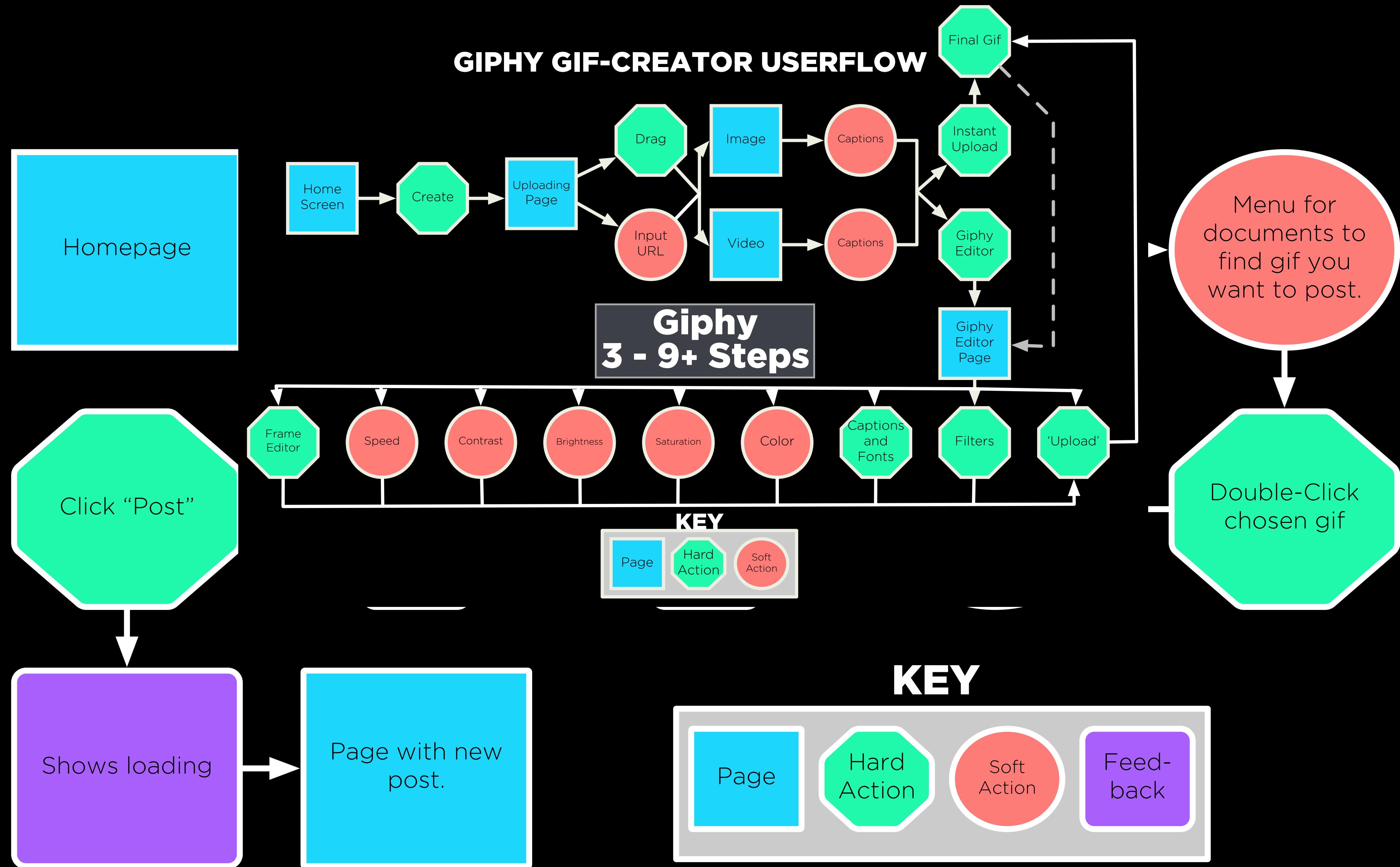
Best Practices

Drag & Drop
Add a Caption
Filters
Tagging
Sharing

Areas for Opportunity

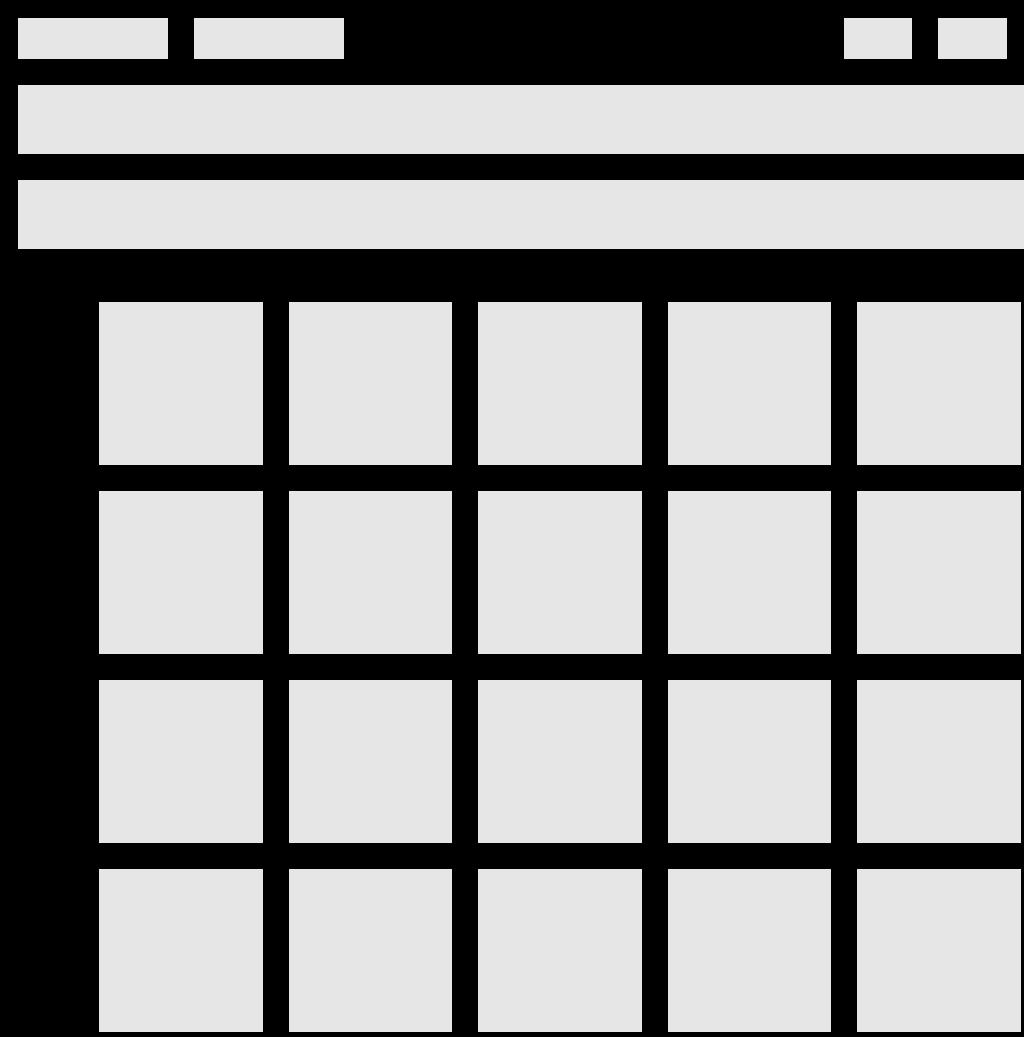
Minimal design
Errors & Prevention

GIPHY GIF-CREATOR USERFLOW

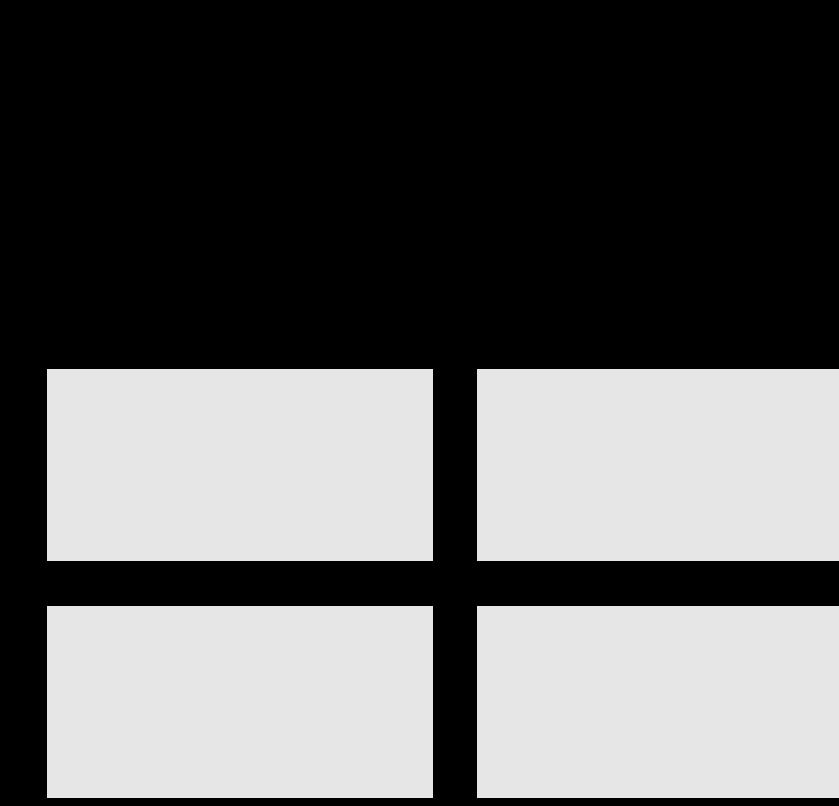


COMPARATIVE ANALYSIS

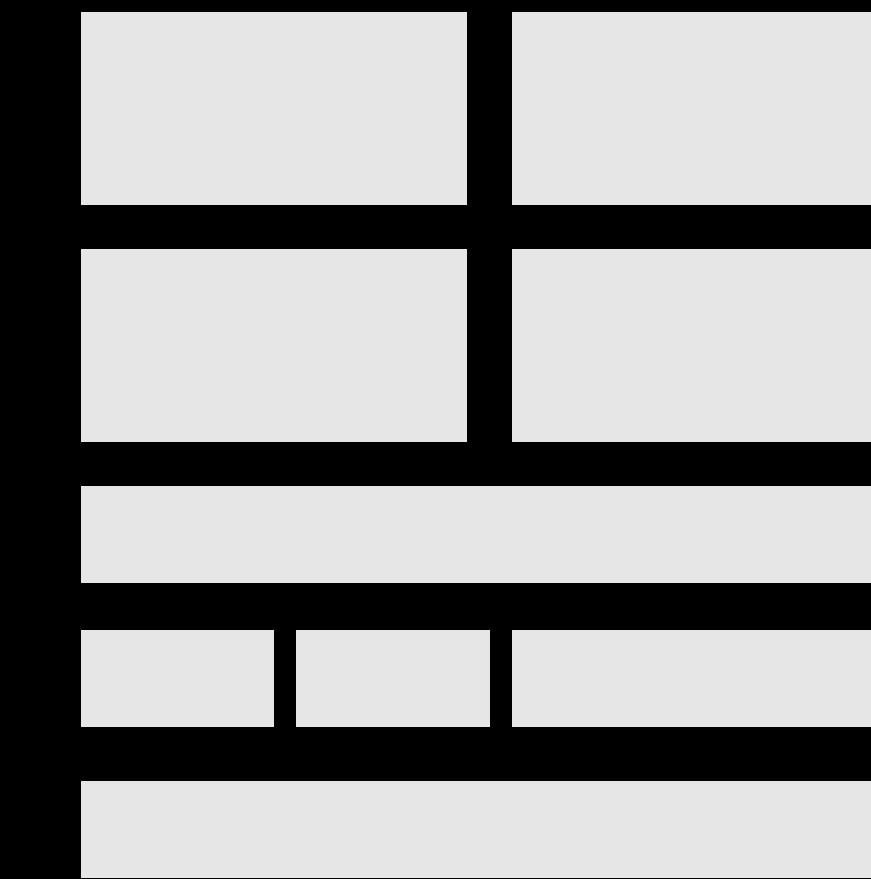
Imgur



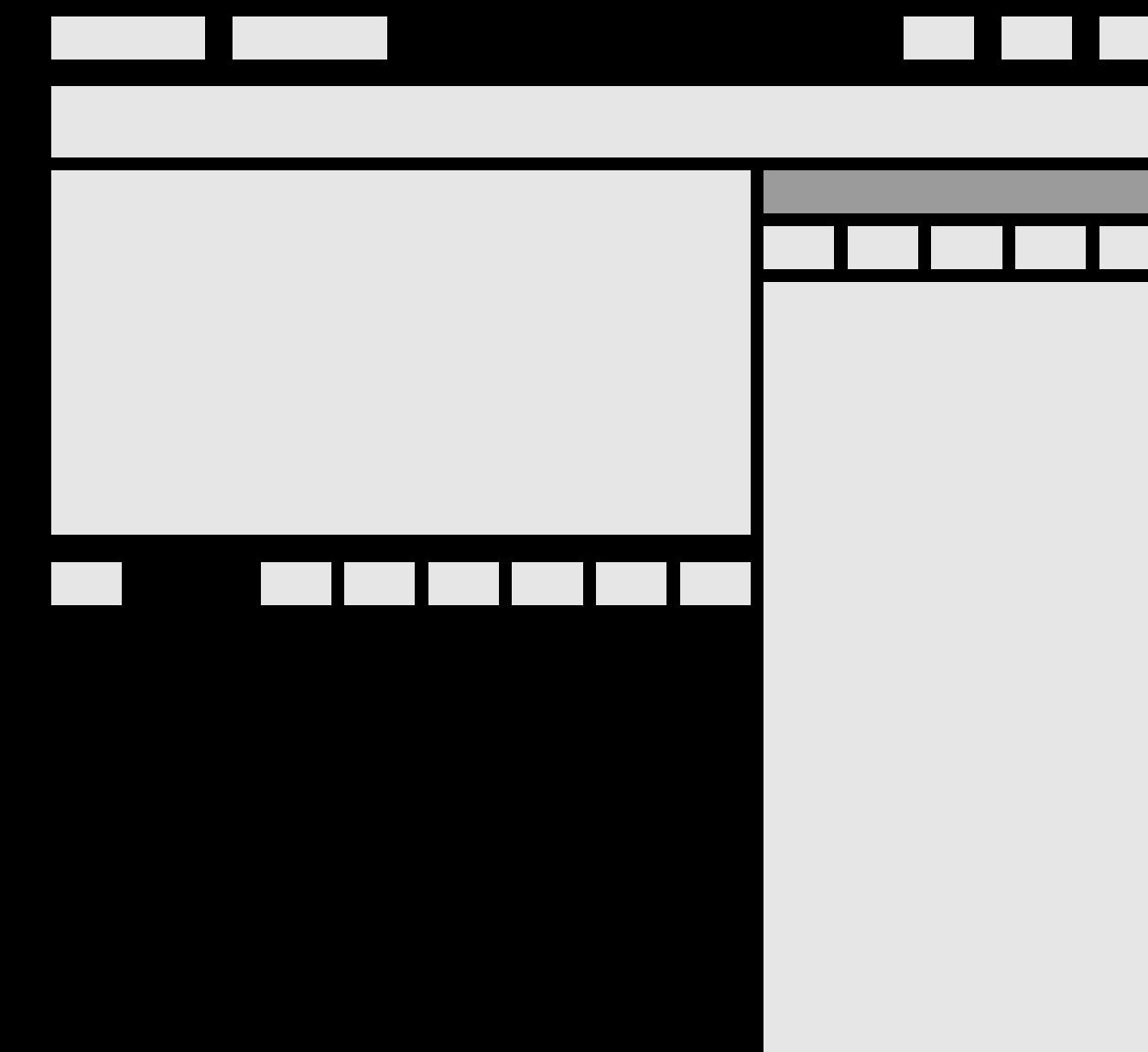
Home



Upload



Customize

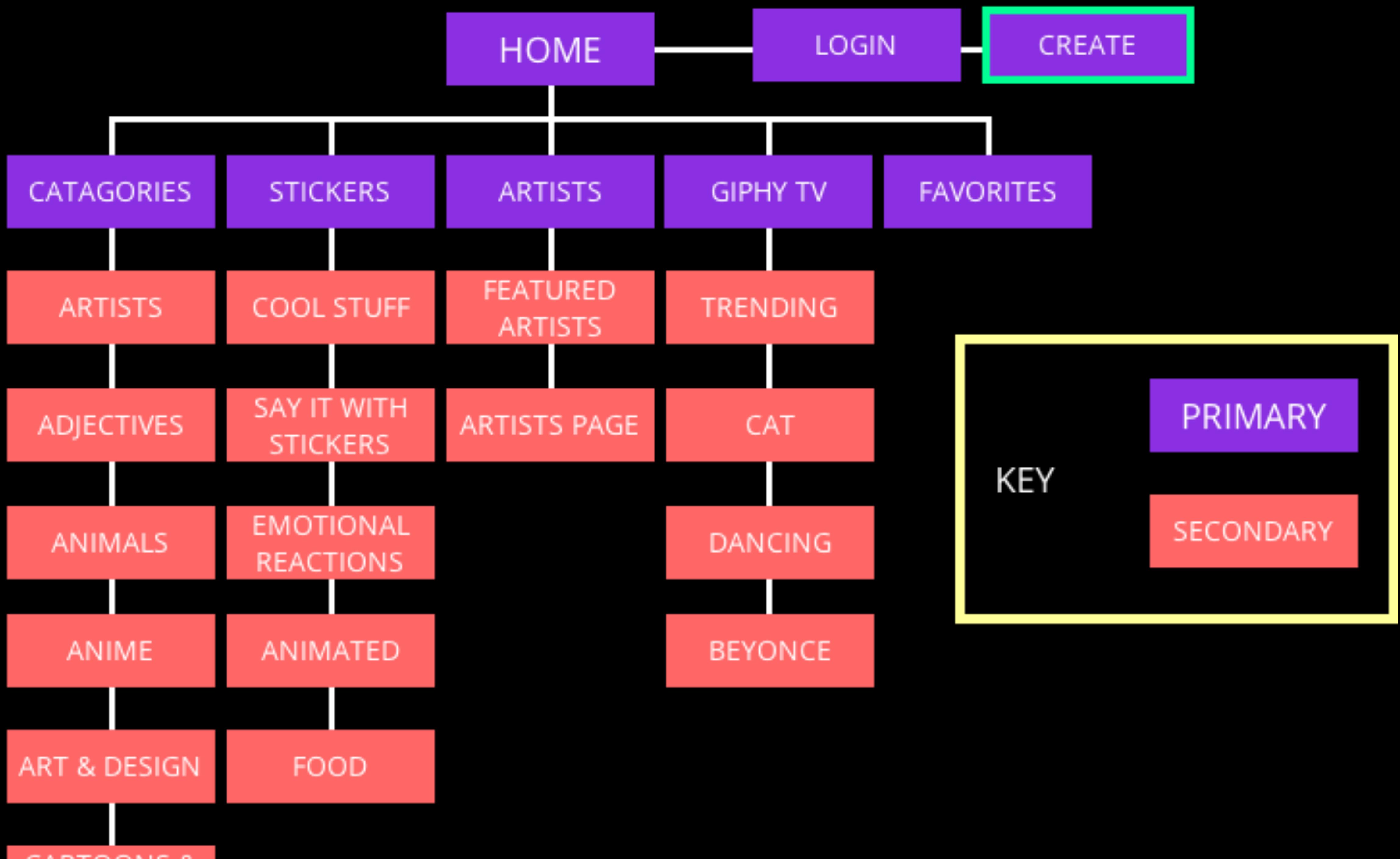


Gif Page

COMPARATIVE ANALYSIS

Instagiffer GIF Creator





SURVEYS

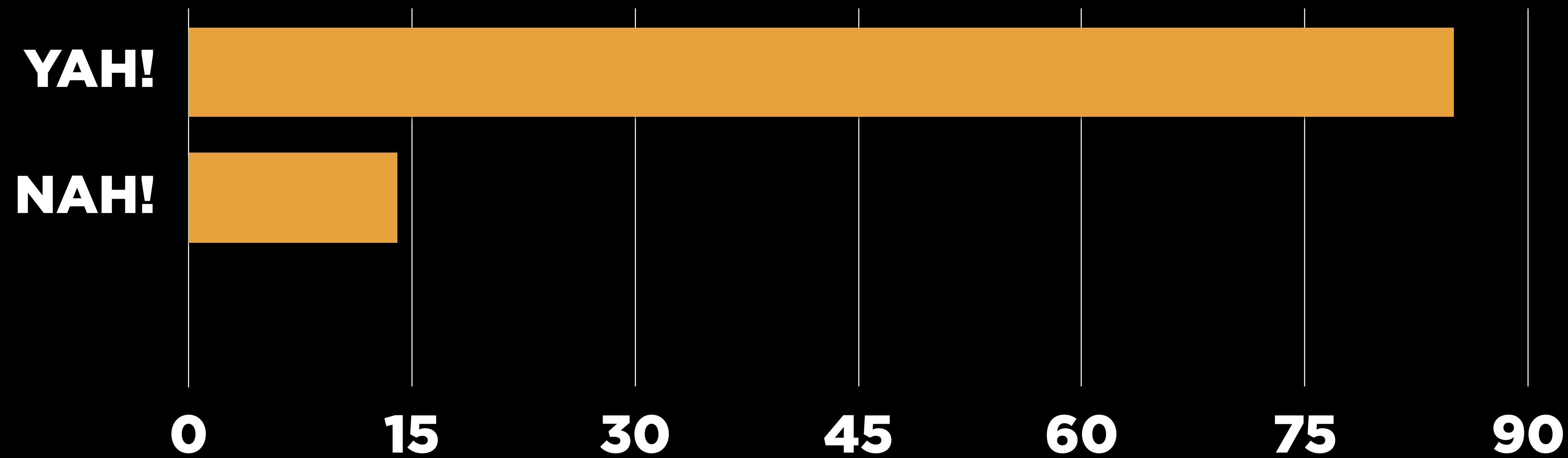
Who **uses** gifs?

Who **makes** gifs?

Why?

Survey Inquiry*

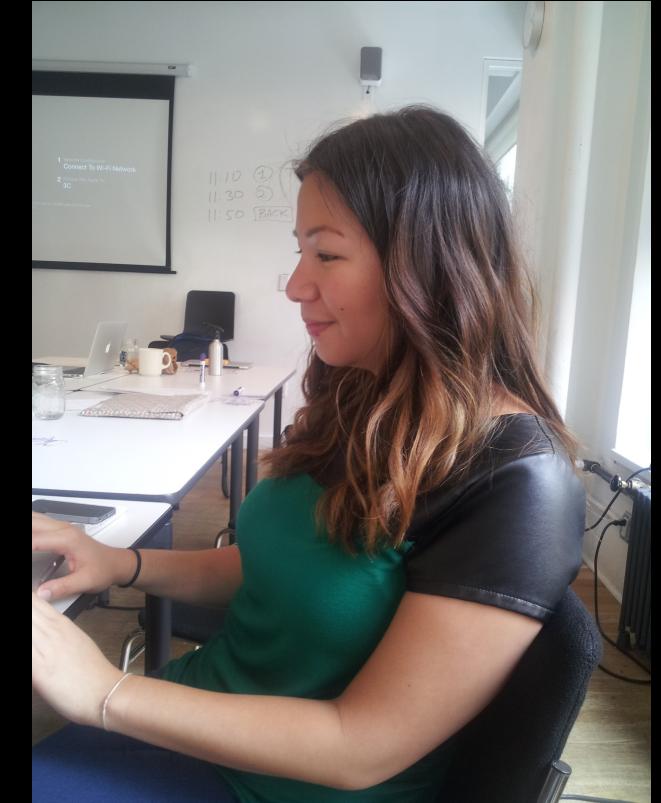
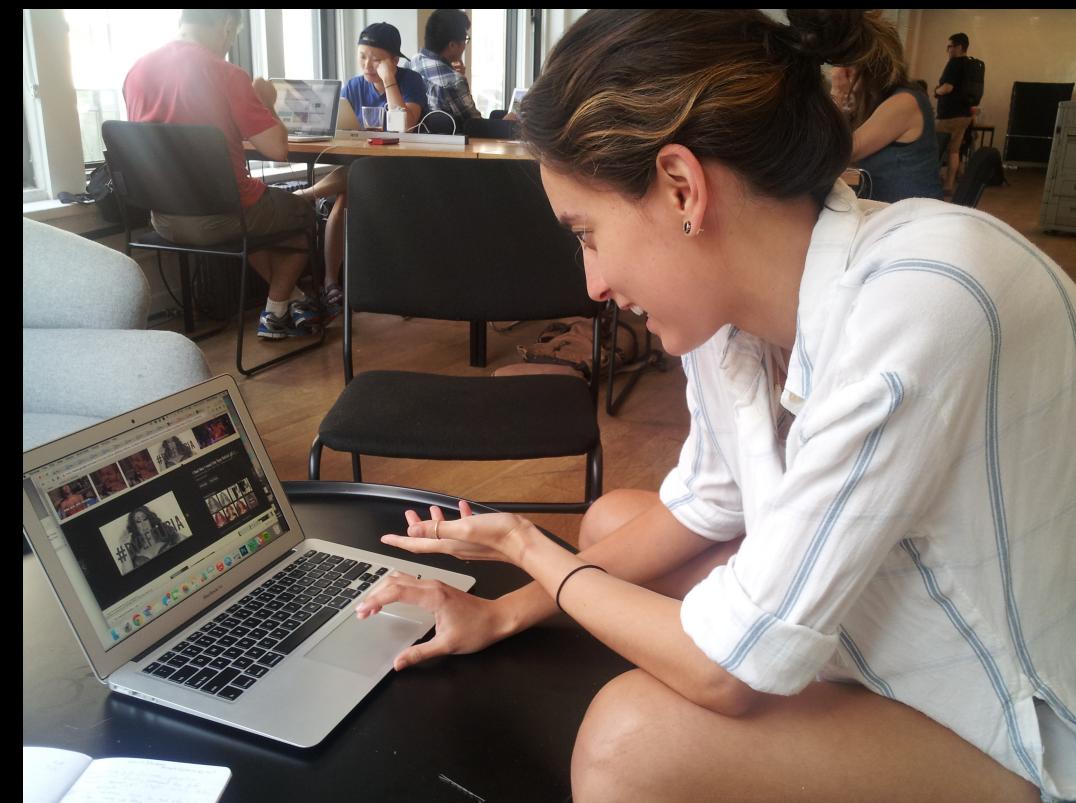
“If there was something available to you that would allow you to quickly and easily create a gif, would you use it?”



* 'Giphy' was not mentioned in this survey.

USER INTERVIEWS

18 Interviews - Aged Mid 20's to Mid 50's - 9 Males & 9 Females
Creators and Consumers



Interesting Points:

Gif-making is intimidating.

Want customization.

Gifs used as more complex emoticons.

Represents body language.

Artistic outlet.

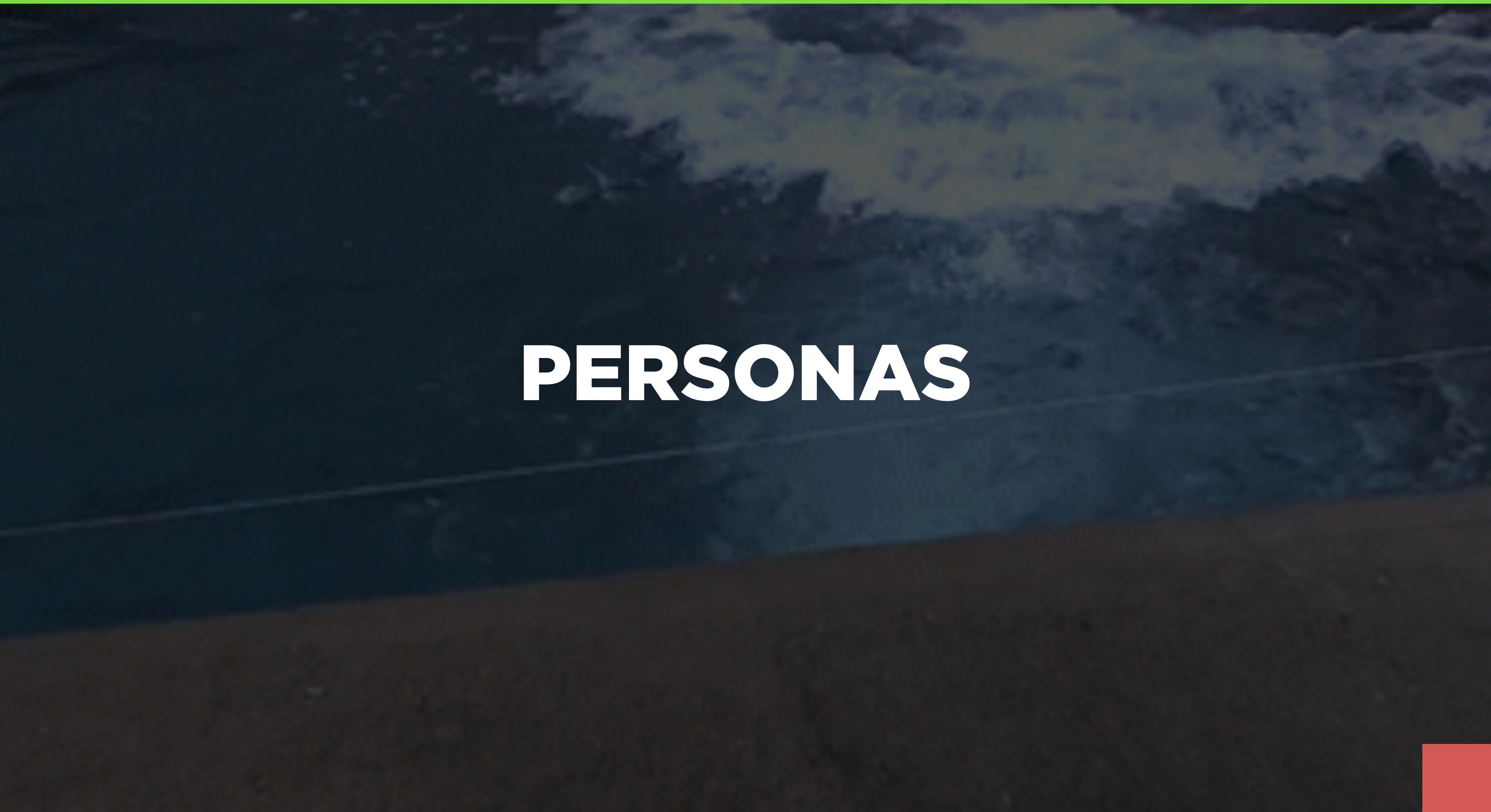
SYNTHEZIZING INTERVIEWS

Through Affinity Mapping

Keyword grouping allowed for the creation of user personas.

Through iteration, characters were collapsed and reformed.

The Result: 5 complete people to represent our user base.



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

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.”

- Personalization
- Ready instructions
- Easy access to gifs

- Content curation
- Image optimization
- Quick Process

- Distasteful content
- Large file sizes

TECH SKILLS



Low | Medium | High

GIF SOURCES

Google



FAVORITE CHANNELS



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

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."

- High aesthetic
- Intuitive interface
- Ability to brand herself

TECH SKILLS



Low | Medium | High

- Optimization options
- Personal profile
- Support multiple file formats

GIF SOURCES

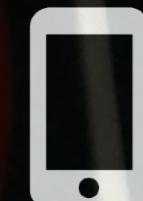
IMAGES
ONLINE

Google | Imgur | Anime



- Unsupported file formats
- Confusing iconography
- Pre-made watermarks
- * Generic styling

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

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."

- Customization
- Familiar design
- Wide variety
- Quick sharing

TECH SKILLS



Low | Medium | High

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

GIF SOURCES

Google | Imgur | Slack



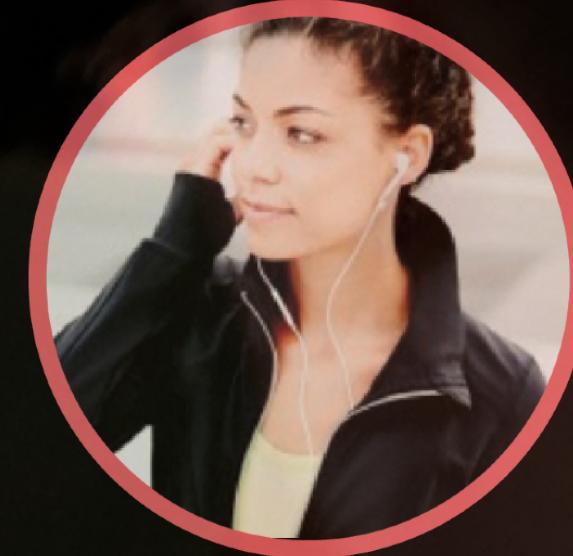
- Innaccurate gif tags
- Overloaded with options
- Distracting
- Hates watermarks

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.

The Social Butterfly

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

- Reaction/Emotive gifs
 - Accurate tags
 - Personalization
 - Easy to find & share

- Optimized search
 - Mobile ready
 - Add captions
 - Compatibility with text & social

- 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

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.”

- Instant gratification
- Broad formats
- Drag & drop
- Support multiple file formats
- Facebook
- Losing a gif battle

TECH SKILLS



Low | Medium | High

GIF SOURCES

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

FAVORITE CHANNELS



FEATURE PRIORITIZATION

According to the personas' needs:

Quick Upload Feature

Captioning

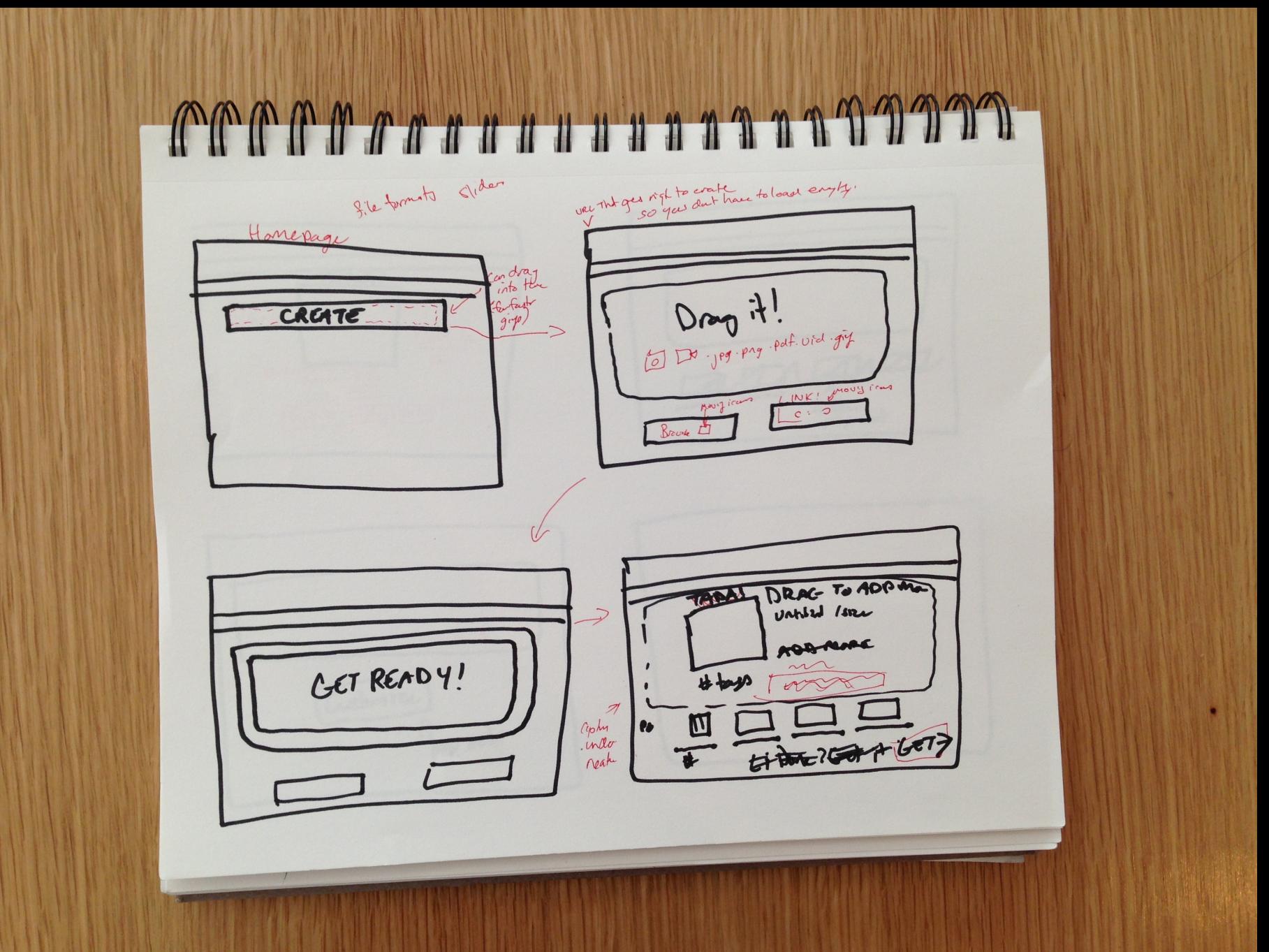
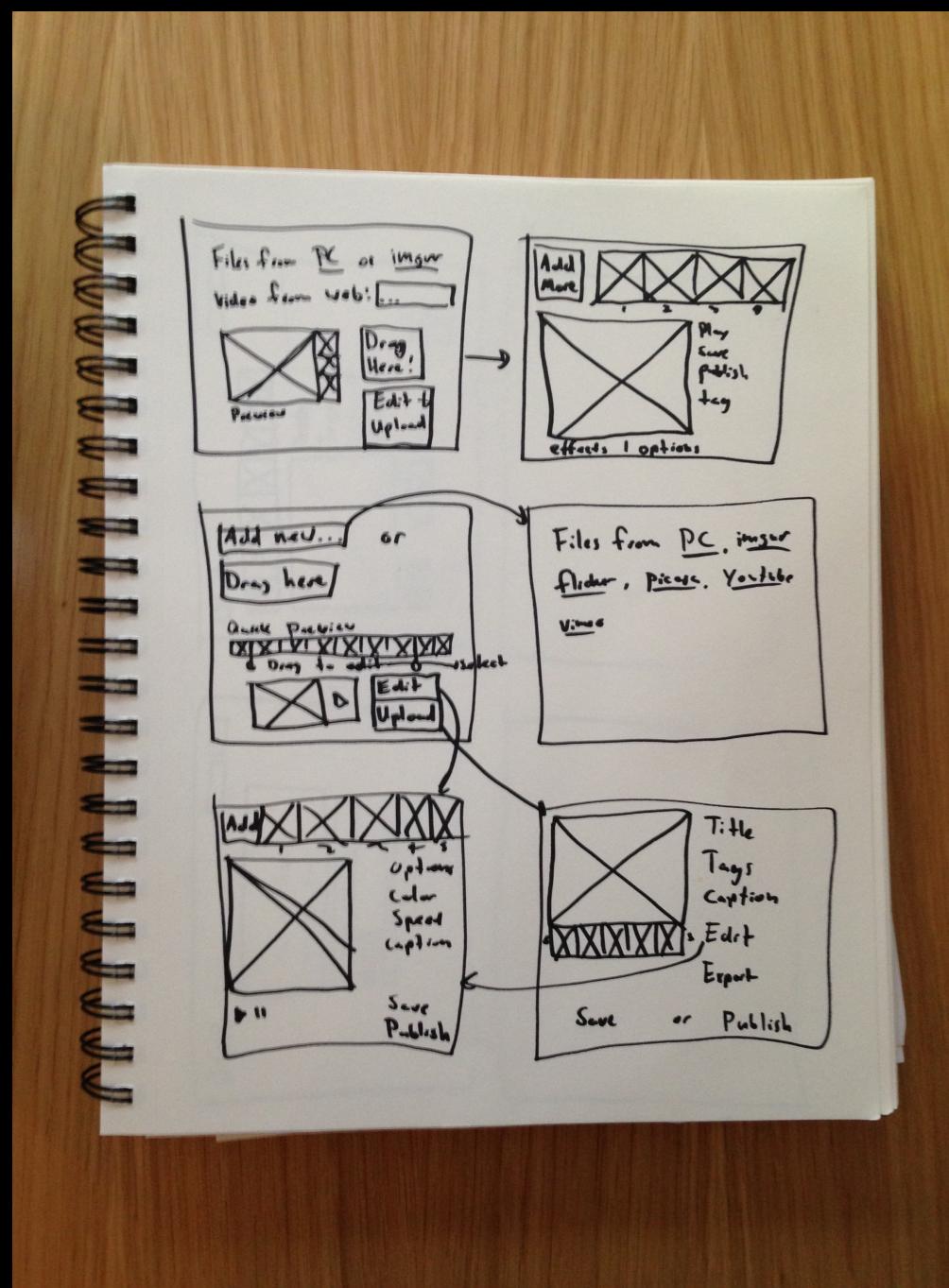
Support for Multiple File Formats

Easy Sharing on Multiple Platforms

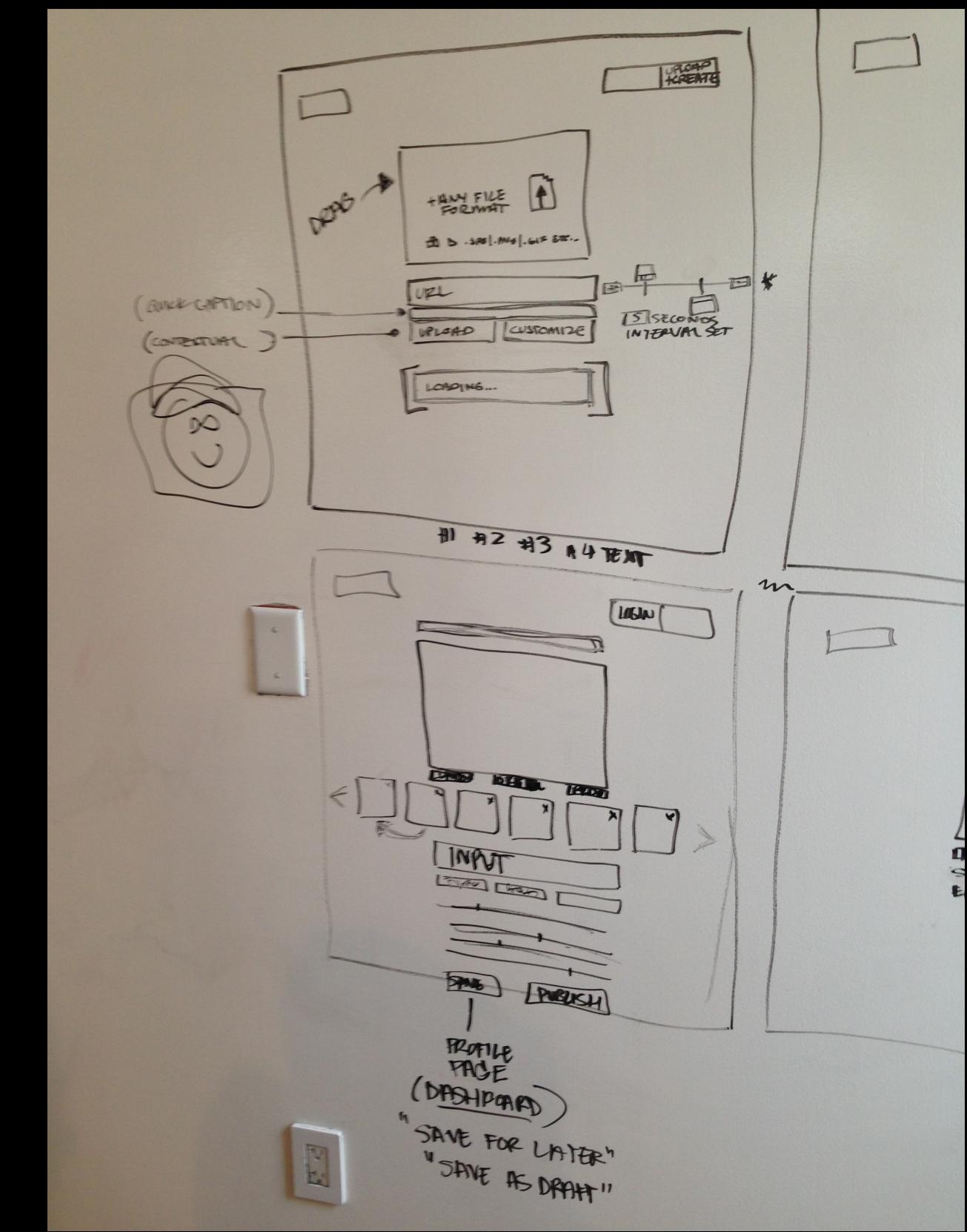
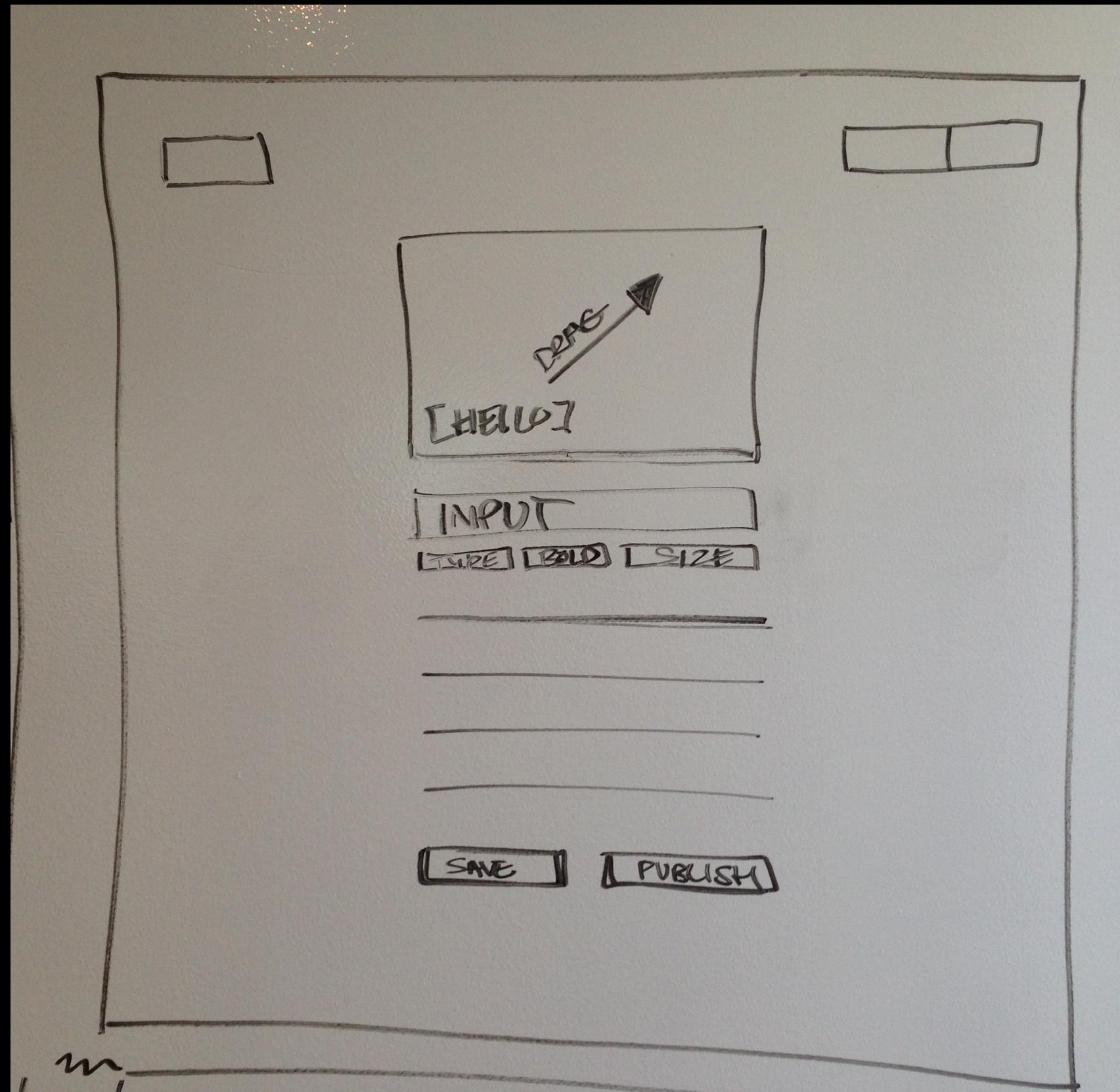
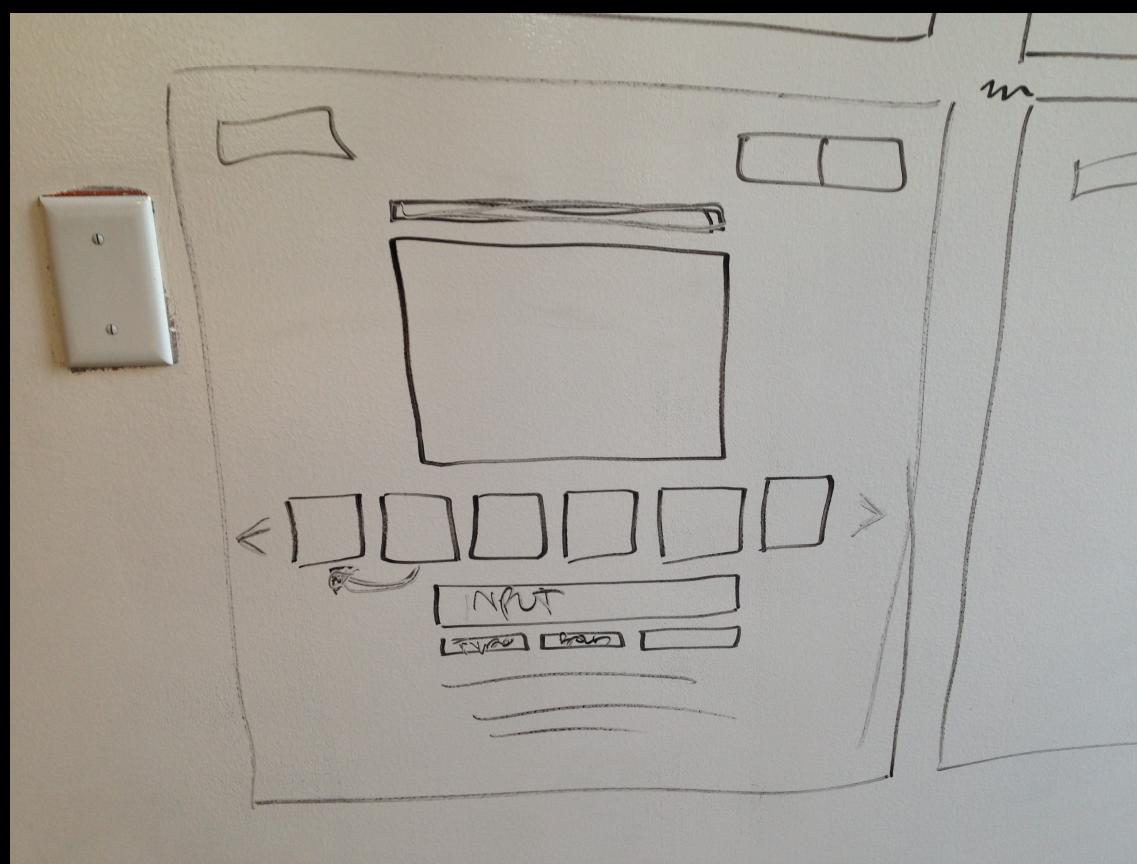
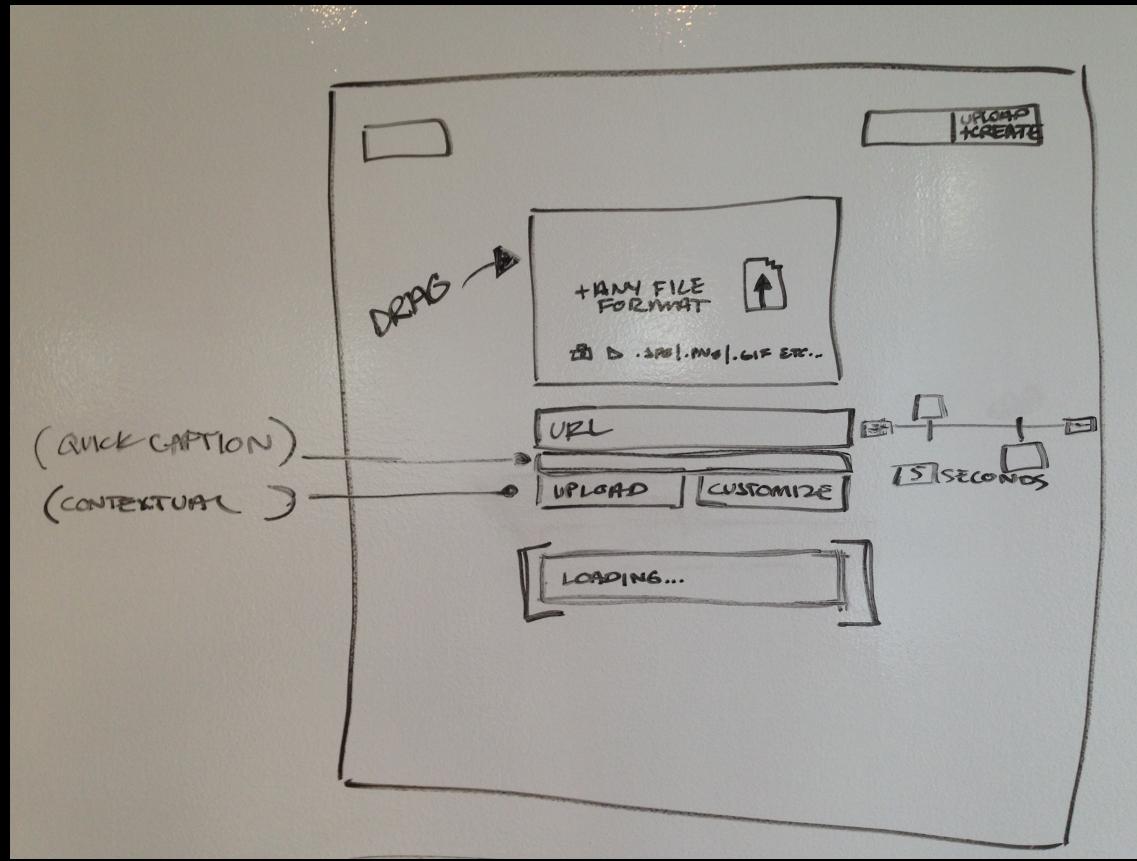
Familiar Design

Frame by Frame Animation

SKETCHING

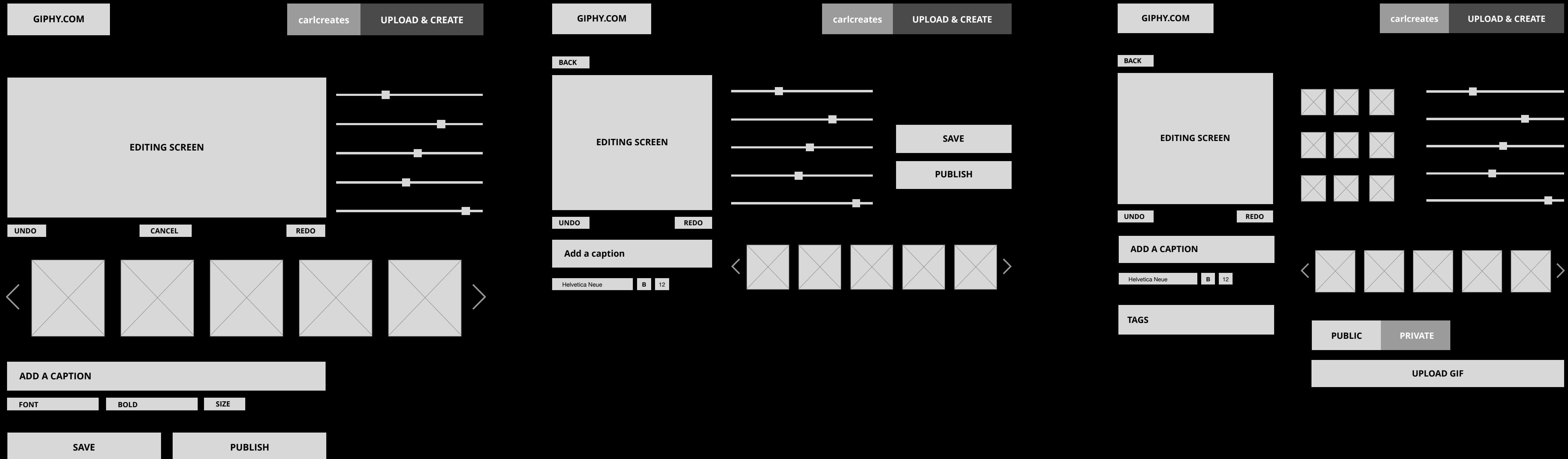


DESIGN STUDIO



WIREFRAMES

Giphy Editor



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.

LET'S CREATE!

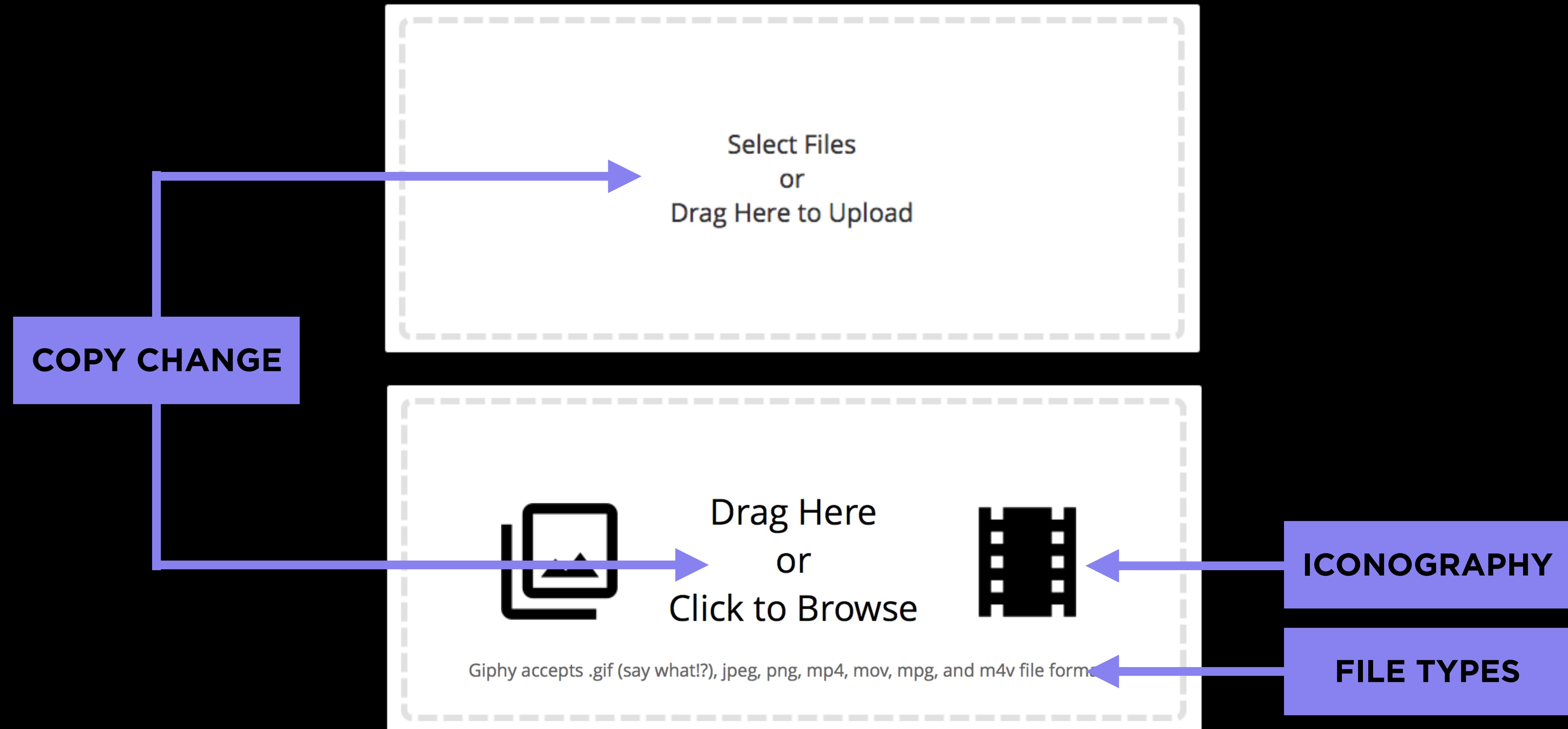
USABILITY TESTING

Home

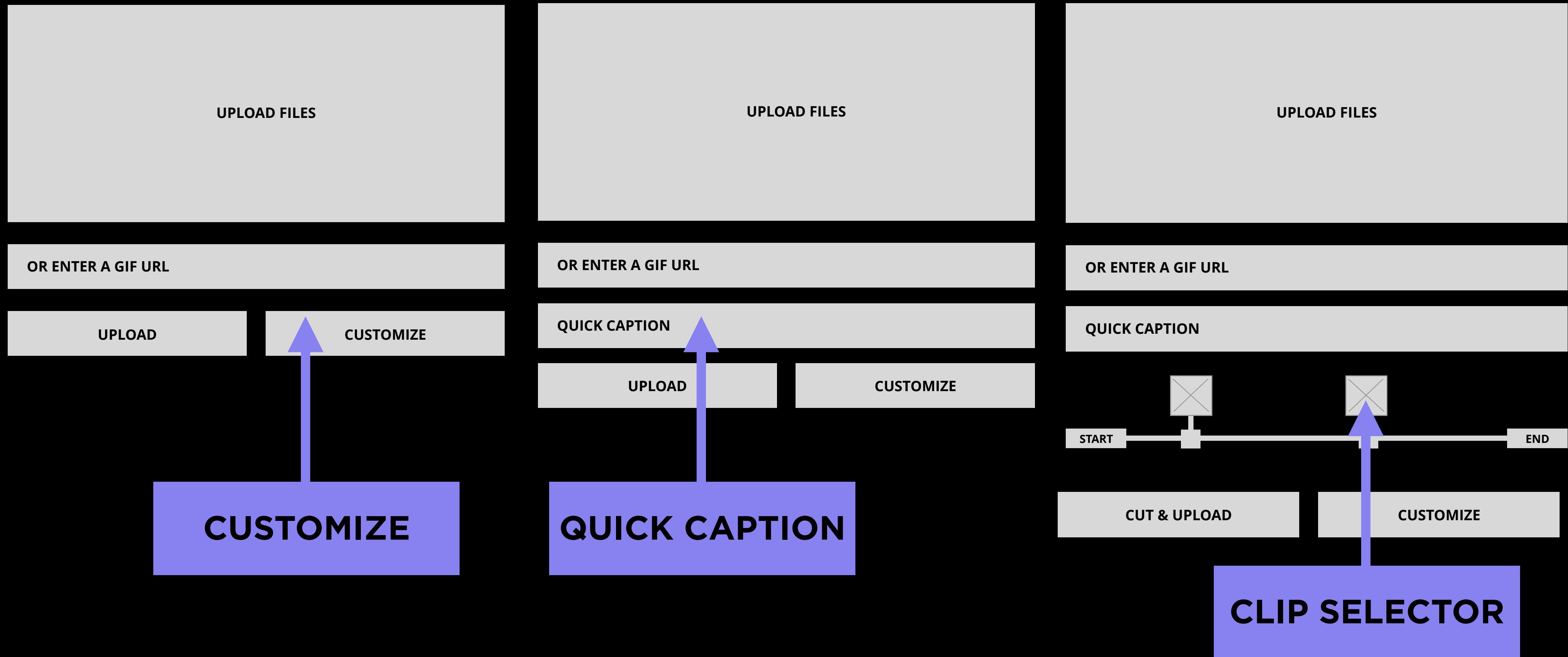
The diagram illustrates the Giphy website interface with several key components highlighted:

- GIPHY.COM**: Located in the top left corner.
- LOG IN**: Located in the top right corner.
- UPLOAD & CREATE**: Located in the top right corner, with a green arrow pointing from the **Button Copy** highlight to it.
- CATEGORIES**, **STICKERS**, **ARTISTS**, **GIPHY TV**, and **FAVORITES**: These are menu items in the top navigation bar.
- SEARCH**: A search bar with a magnifying glass icon.
- Giphy Logo**: The Giphy logo icon and text.
- msr1000**: A user profile dropdown.
- CREATE**: A purple button.
- Gif Creator Banner**: A green box highlighting the banner text.
- CATEGORIES**, **STICKERS**, **ARTISTS**, **GIPHY TV**, and **FAVORITES**: These are menu items at the bottom of the page, each underlined with a colored bar corresponding to its category.
- ANNUCING GIPHY CREATOR TOOLS!**: A large banner text with a green arrow pointing down to it.
- Build your own GIFs to showcase your style.**: A descriptive text below the banner.
- CREATE YOUR GIFs NOW**: A purple button at the bottom right.

Upload



Upload



Upload



Add Captions Here... Add

PUBLIC PRIVATE This Gif will be public, everyone will be able to see it.

EDIT GIF UPLOAD GIF

Comma Separated Tags (optional)

Source URL (optional)

By Uploading You Agree To Our [Terms Of Service](#) FAQ

EDIT & UPLOAD



Add/Edit Caption Here... Add

PUBLIC PRIVATE This Gif will be public, everyone will be able to see it.

CREATE GIF

Comma Separated Tags (optional)

Source URL (optional)

By Uploading You Agree To Our [Terms Of Service](#) FAQ

CREATE GIF



Add/Edit Caption Here... Add

PUBLIC PRIVATE This Gif will be public, everyone will be able to see it.

CREATE GIF

Comma Separated Tags (optional)

Source URL (optional)

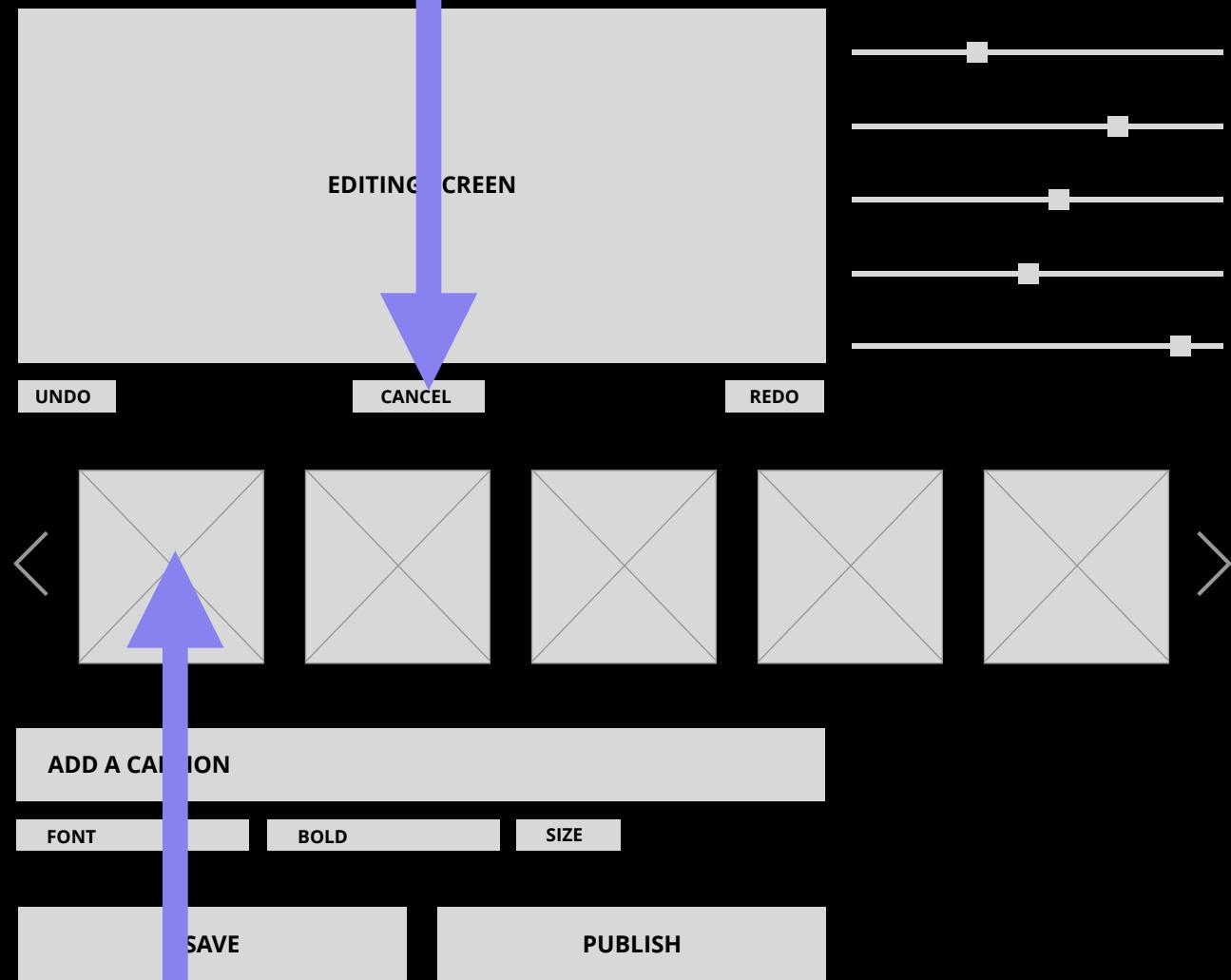
UPLOAD GIF

By Uploading You Agree To Our [Terms Of Service](#) FAQ

UPLOAD GIF

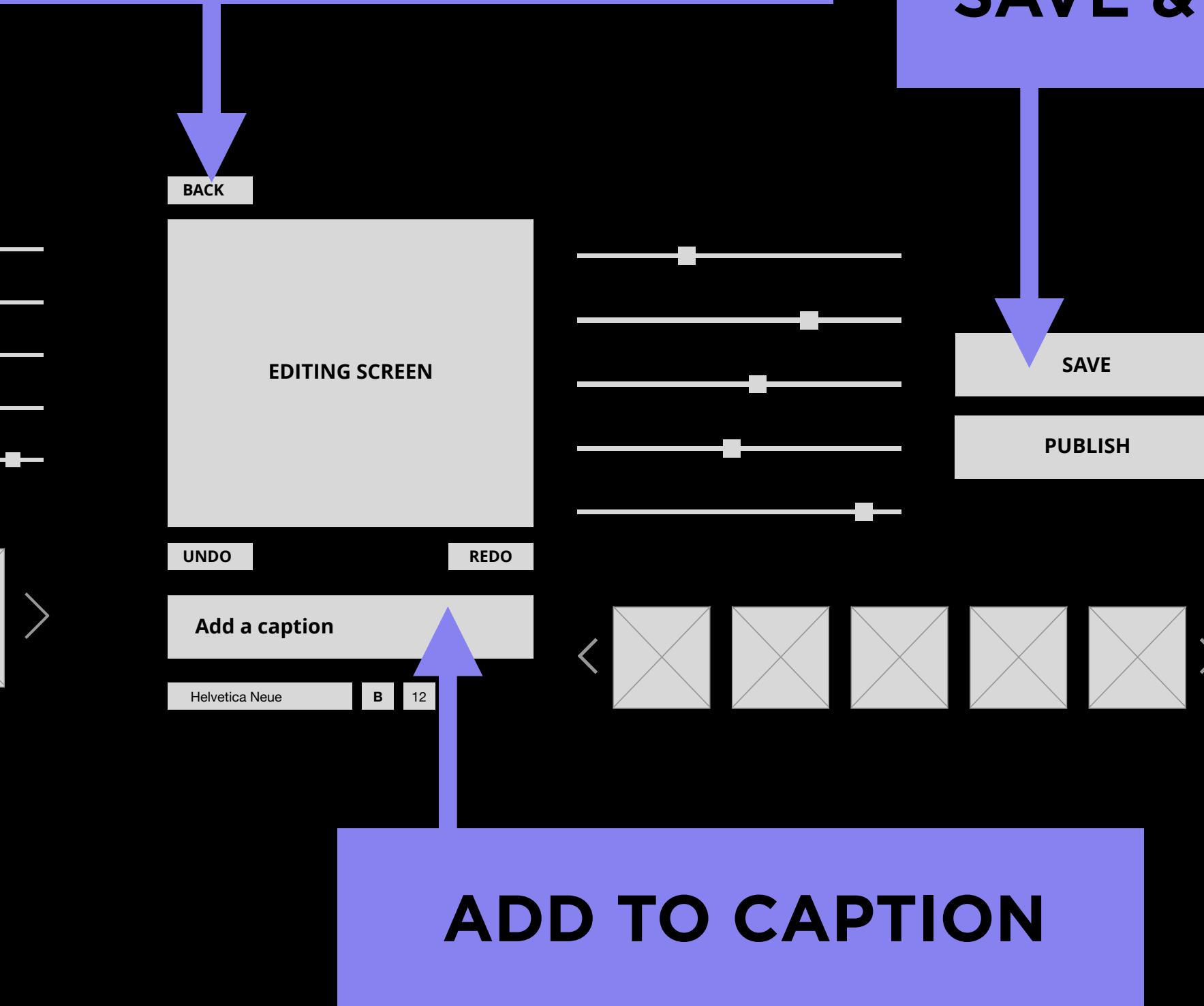
Giphy Editor

REMOVE CANCEL

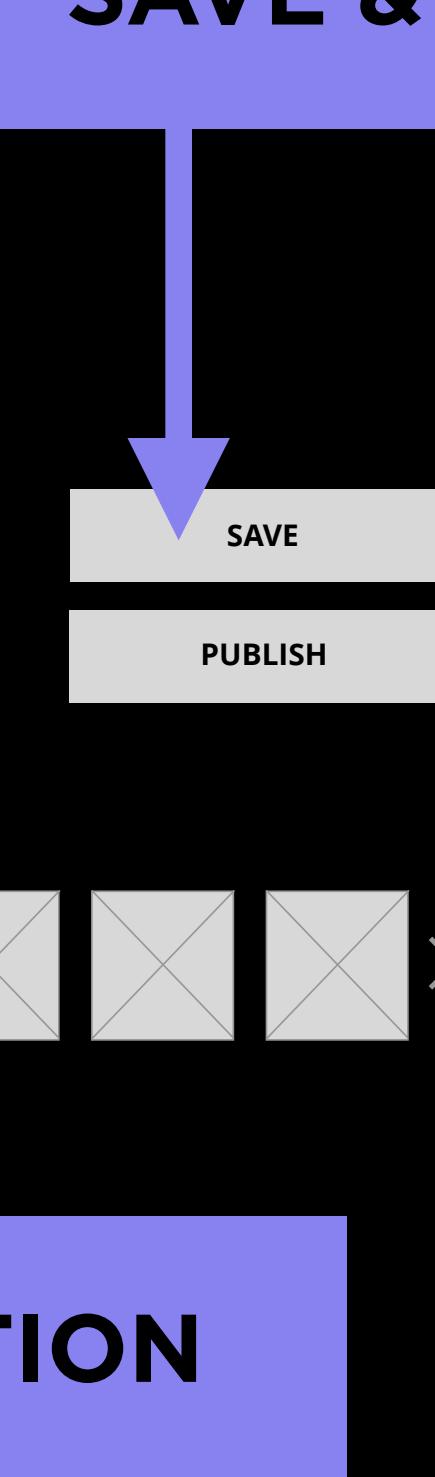


"ARE THESE FILTERS?"

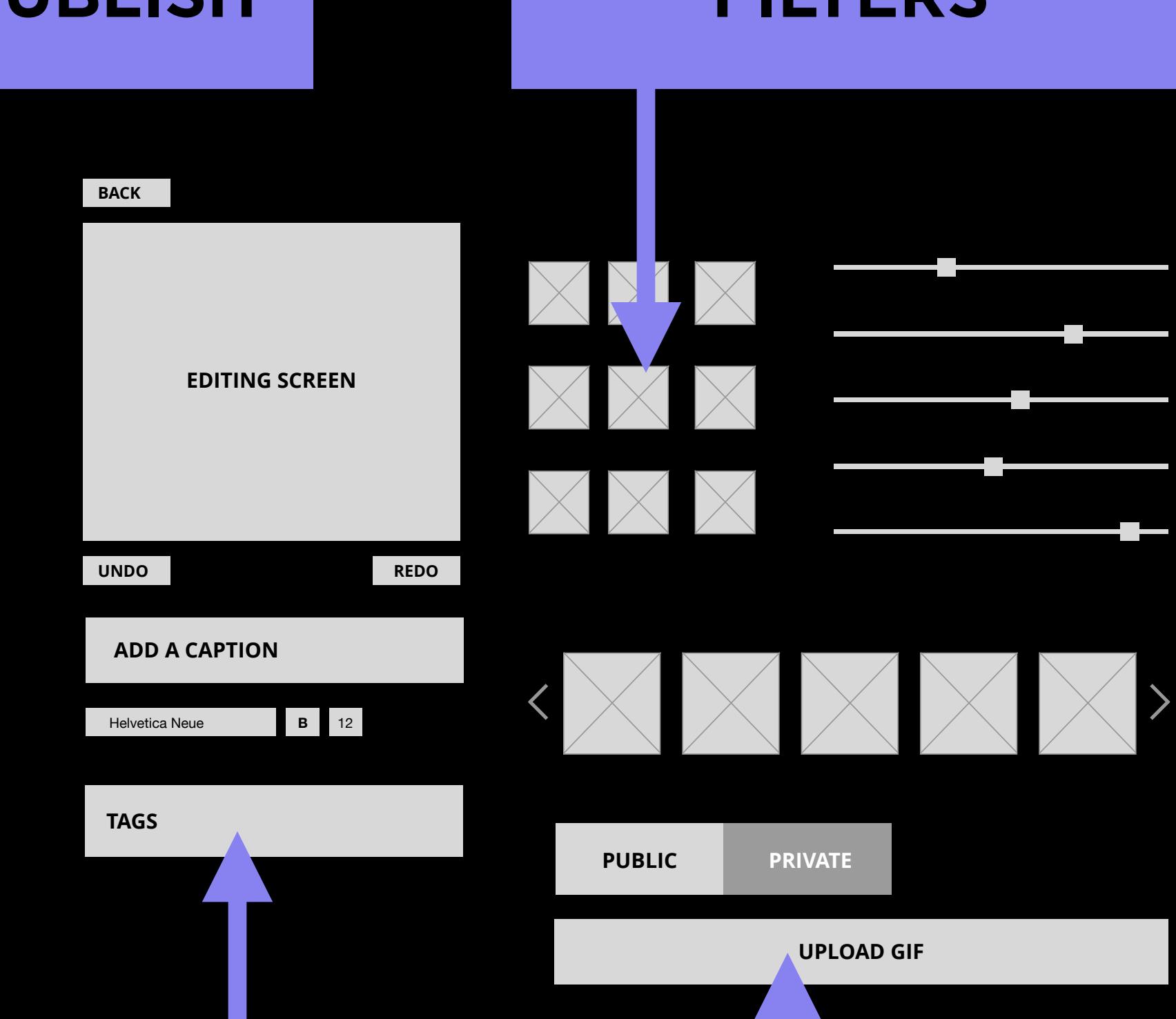
ADDED BACK BUTTON



SAVE & PUBLISH



FILTERS



ADD TO CAPTION

PUBLIC & PRIVATE

PUBLIC PRIVATE

UPLOAD GIF

ADDED TAGGING

Current Editor

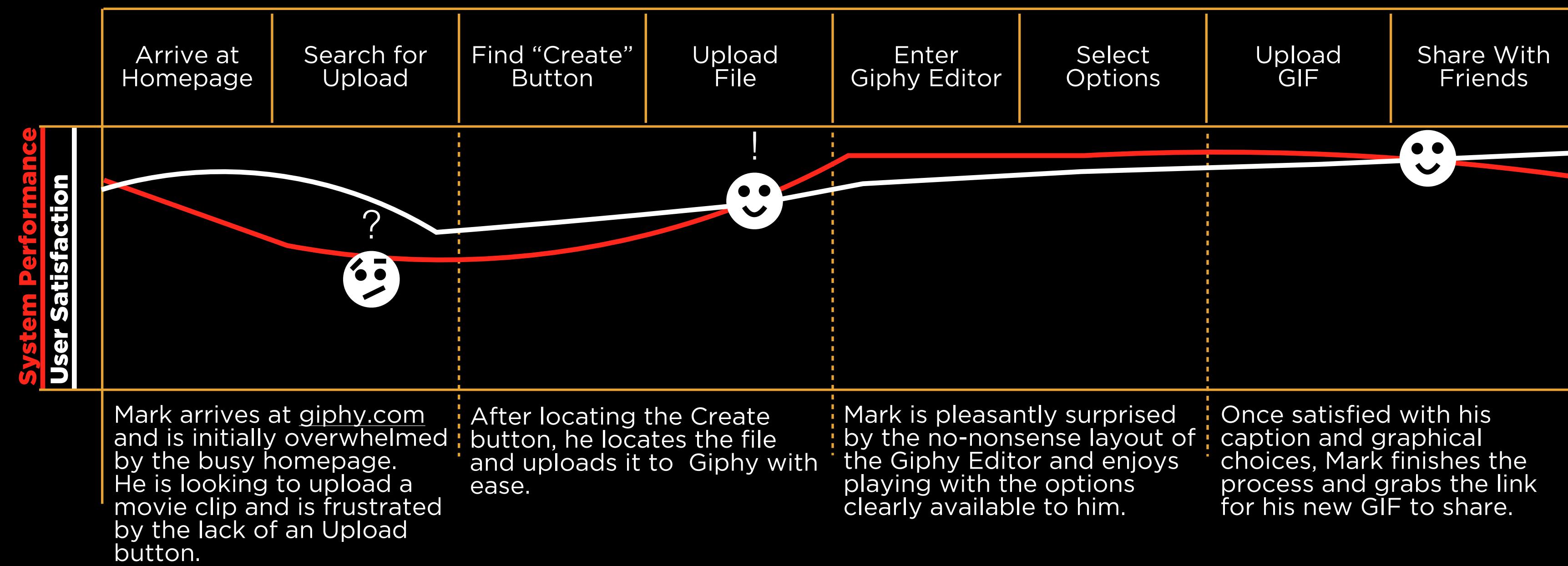
The screenshot shows the Giphy editor interface with several key features highlighted:

- WORKING FILTERS**: A purple box highlights the "FILTERS" section, which is currently set to "OFF". It includes a grid of nine filter thumbnails: B/W, SEPIA, MONO, SOLAR, CHROME, POLAR, LO-FI, FADE, and NOR.
- ERROR PREVENTION GRAYED OUT**: A purple box highlights the "msr1000" user profile dropdown and the "CREATE" button, both of which are grayed out.
- MOVABLE SLIDERS**: A purple box highlights the color correction sliders for Color, Saturation, Brightness, Contrast, and Speed, all of which have their handles moved from their original positions.
- ADD / EDIT**: A purple box highlights the "Add/Edit Caption Here..." input field and the "Add" button.
- EDIT FONT**: A purple box highlights the font selection dropdown ("HELVETICA"), bold/italic buttons ("B"), size buttons ("12"), and the "Comma Separated Tags (optional)" input field.

The interface also includes a "BACK" button, "UNDO" and "REDO" buttons, a "FRAME EDITOR" showing five frames of the GIF, and a "PUBLIC" or "PRIVATE" sharing option with a note: "This Gif will be public, everyone will be able to see it." A large purple "UPLOAD GIF" button at the bottom right is also visible.

USER JOURNEY

MARK MAKES A GIF at GIPHY.COM



NEXT STEPS

Giphy Editor for the browser extension & mobile

Add sticker feature

‘GIF Battles’

Add and remove filters as testing indicates.

User Testing