

# LUMOS

## CREATIVE ARTEFACTS

Team 76

# User Personas

## Priya Sharma - Professional Content Creator



28-year-old full-time creator from Bangalore, ₹150K-₹500K+/month, 5+ years experience, Instagram/YouTube/TikTok

## Aanya Mehta- Casual Everyday User



19, college student from Mumbai. Uses editing apps casually for social posts and memories, Instagram • Snapchat • WhatsApp Status

## Vikram Patel - Indie/Semi-Professional Creator



26, Pune. Indie creator doing freelance photoshoots for small brands (fashion, cafés, products). ₹50K-₹200K/month, 2-4 years experience.

### Goals

- Reduce editing time by 50% while maintaining premium quality
- Keep a consistent visual language across platforms & brand partnerships
- Reduce manual technical work so she can focus on creative direction

- Make photos look clean, bright, and cute with minimum steps
- Do quick fixes: remove random objects, clear skin slightly, fix lighting
- Have an app that feels simple, not overwhelming
- Finish edits in under 2 minutes

- Deliver high-quality images faster so he can take on more client projects
- Achieve pro-looking edits without expensive desktop tools
- Handle complex edits (lighting fixes, subject enhancement) directly on mobile/tablet.

### Painpoints

- Color Grading Inconsistency (15-20 min per image, platform-specific mapping)
- Manual Relighting & Compositing Failures (2-3 hours per shoot, synthetic lighting)
- Hair Masking & Edge Detection Issues (10+ min refinement, transparency problems)
- App Switching Fatigue (Lightroom → Photoshop → Premiere Pro disrupts flow)

- Too many tools → gets confused, gives up
- Over-editing ruins photos (skin too smooth, colors too saturated)
- Can't figure out which feature does what ("why are there 20 filters?")
- Wants good results without knowing technical terms, or spending too much time
- Wants editing to be intuitive, not technical.

- Masking Failures on Mobile (10-15 min fixes, affects 30% of frames)
- Manual relighting is slow and often looks artificial( can't afford premium software)
- Current mobile presets don't adapt well to different environments
- Background cleanup (stray objects, uneven lighting) wastes time

### Solutions

- AI Auto Relighting & **2D-to-3D Blend** (eliminates manual layer blending)
- Smart Segmentation & Masking (10+ min → 1-2 refinements)
- Intelligent Next-Step Suggestions to reduce decision fatigue.
- **Magic Quill** for rapid hair, makeup & accessory mock-ups for client-ready previews.

- Simple Auto Suggestions ("clean background?", "brighten face?")
- 1-Tap Background Cleanup (remove trash, wires, random people)
- 1-Tap move for creating funny photos for social purposes
- **Magic Quill** for Effortless Aesthetic Add-Ons — draw to add sunglasses, color streaks, or makeup instantly.

- AI-Powered Semantic Segmentation & Masking
- Intelligent Relighting & 2D-to-3D Blend (eliminates manual layer work)
- One-Tap Background Cleanup: Removes distractions cleanly for client-ready images.
- Hybrid Cloud Mode: Lets him run heavy relighting/compositing through cloud inference when needed

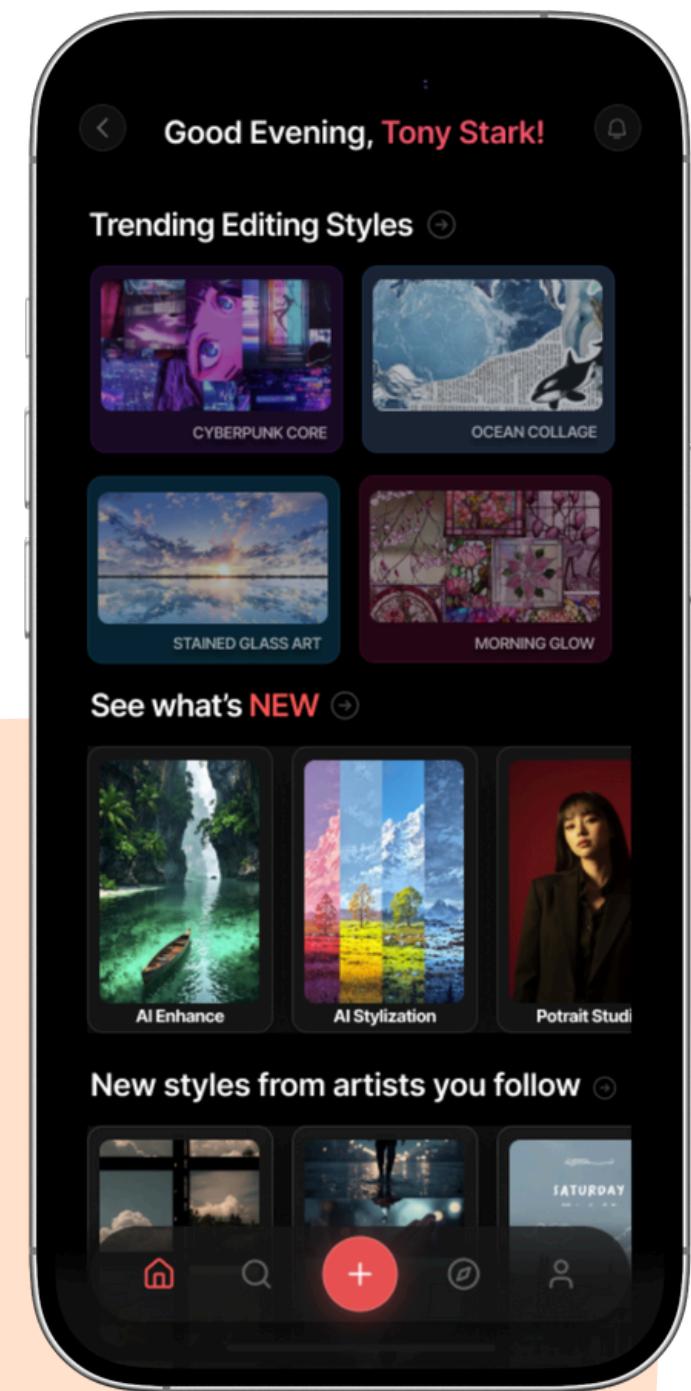
### Device

- iPad Pro 12.9" (M2+, 256GB) with **8GB RAM** for real-time 2D-to-3D processing and batch operations.

- iPhone 14/15 Pro (256GB) with A17 Pro chip as primary and only editing device – **8 GB unified RAM**

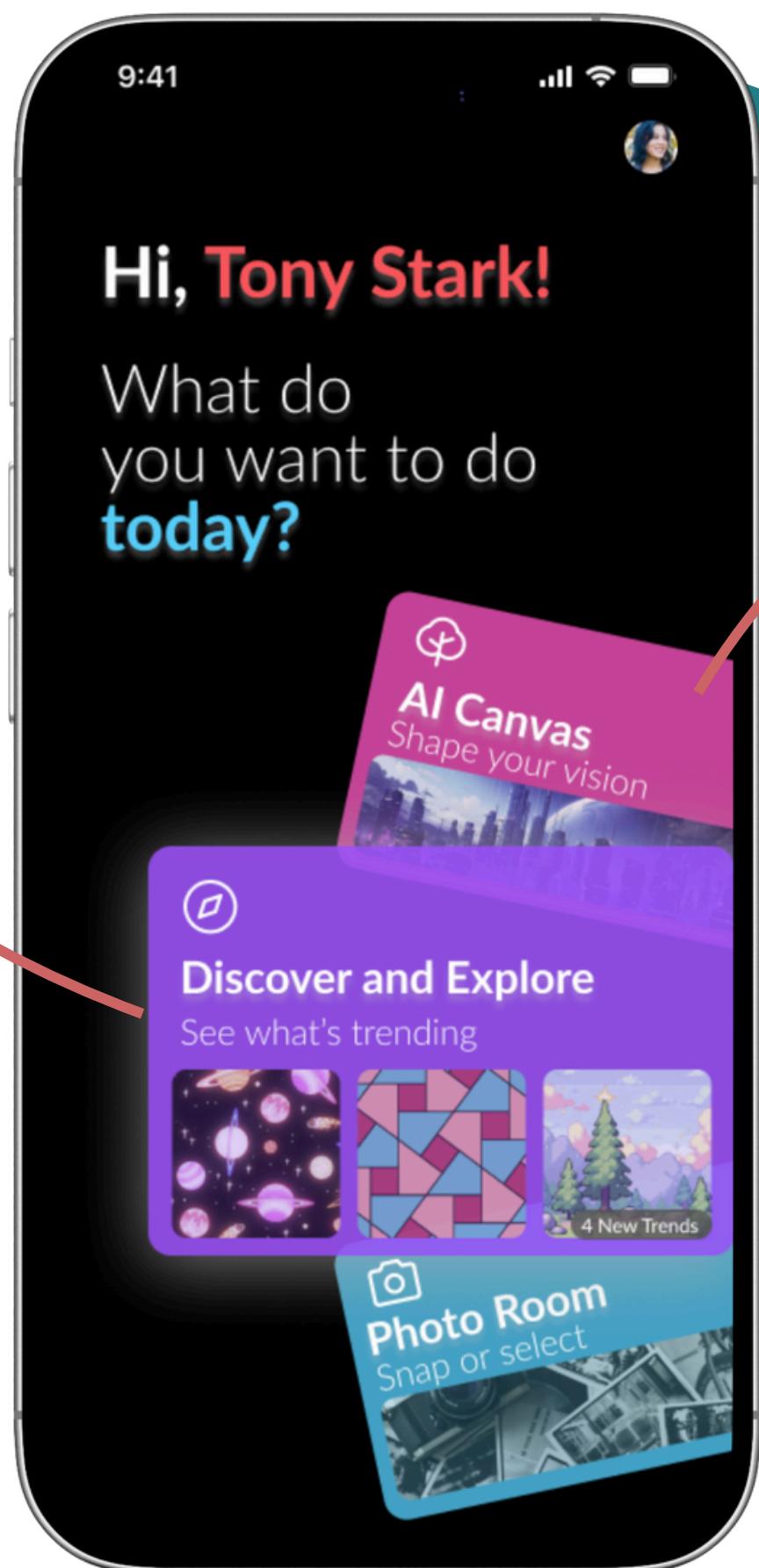
- iPad Pro 11" (M2+, 256GB) with **8GB+ RAM** for image batch processing and on-device inpainting

# PROTOTYPE JOURNEY: LUMOS

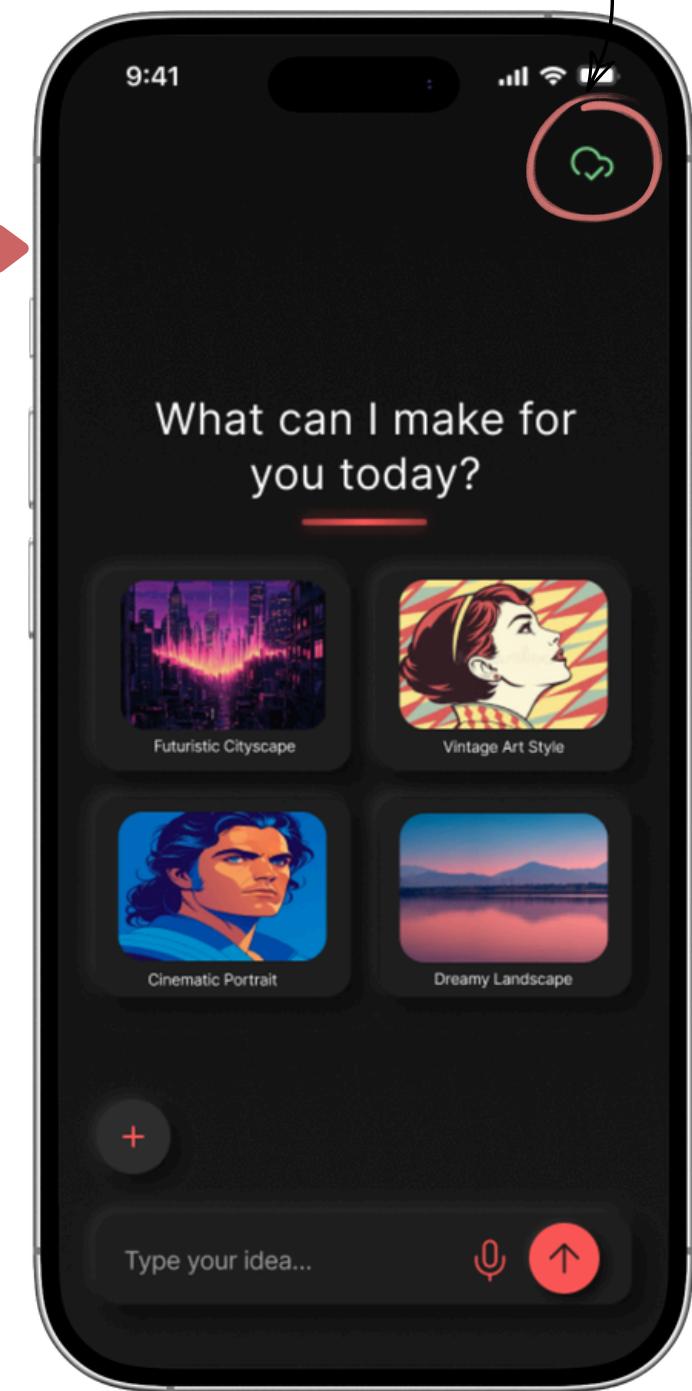


## Discover Page

For all your creative inspirations and community



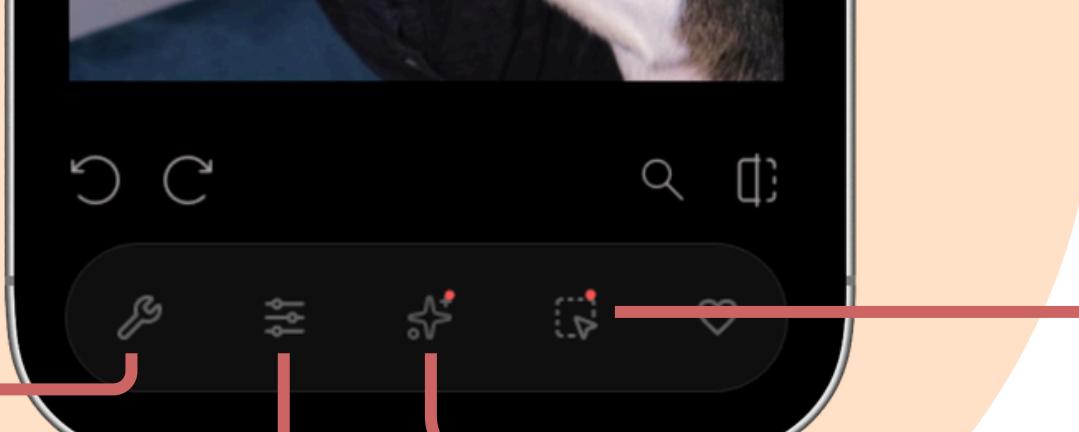
Hybrid on - device/ cloud opt-in  
for the user



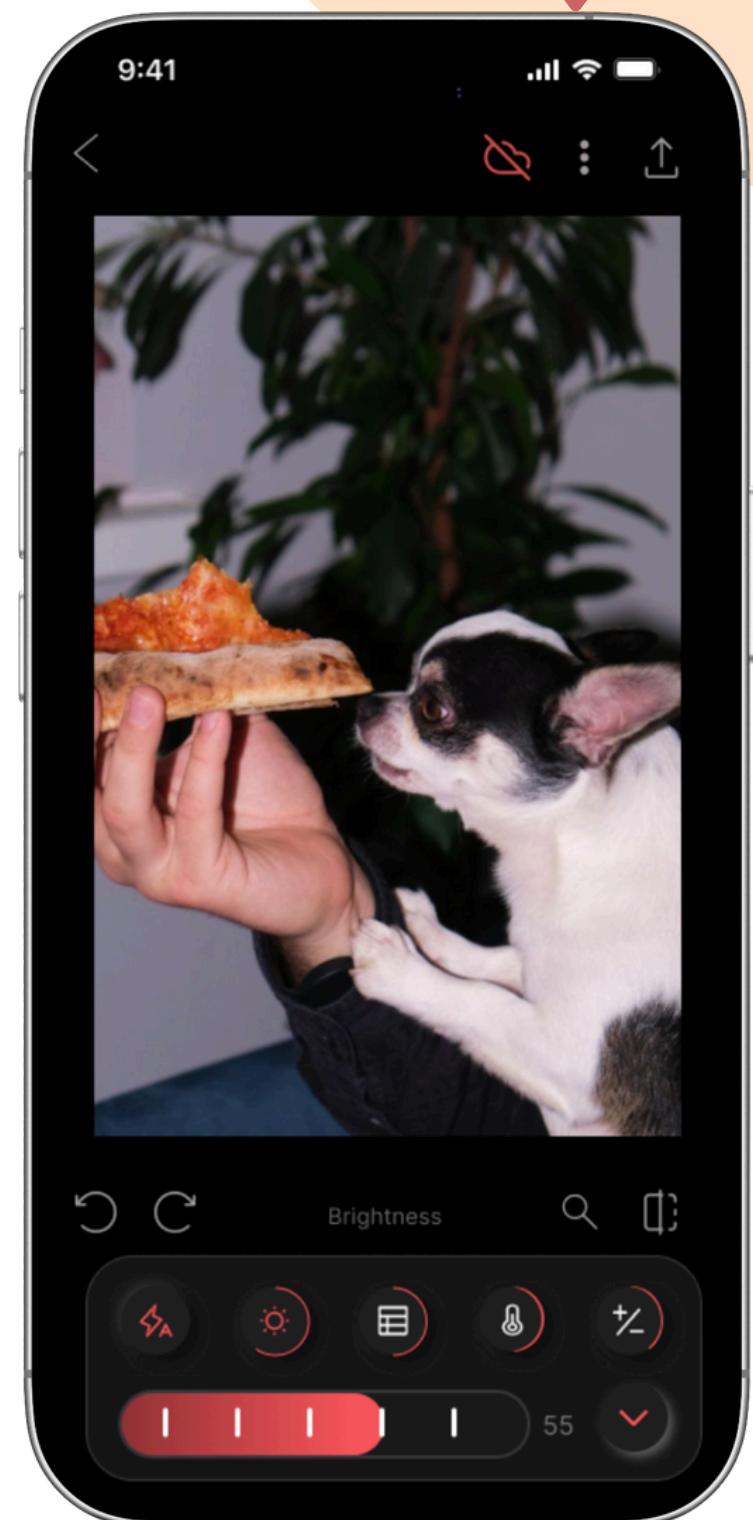
## AI Canvas

Go from prompt to ideation:  
effortlessly

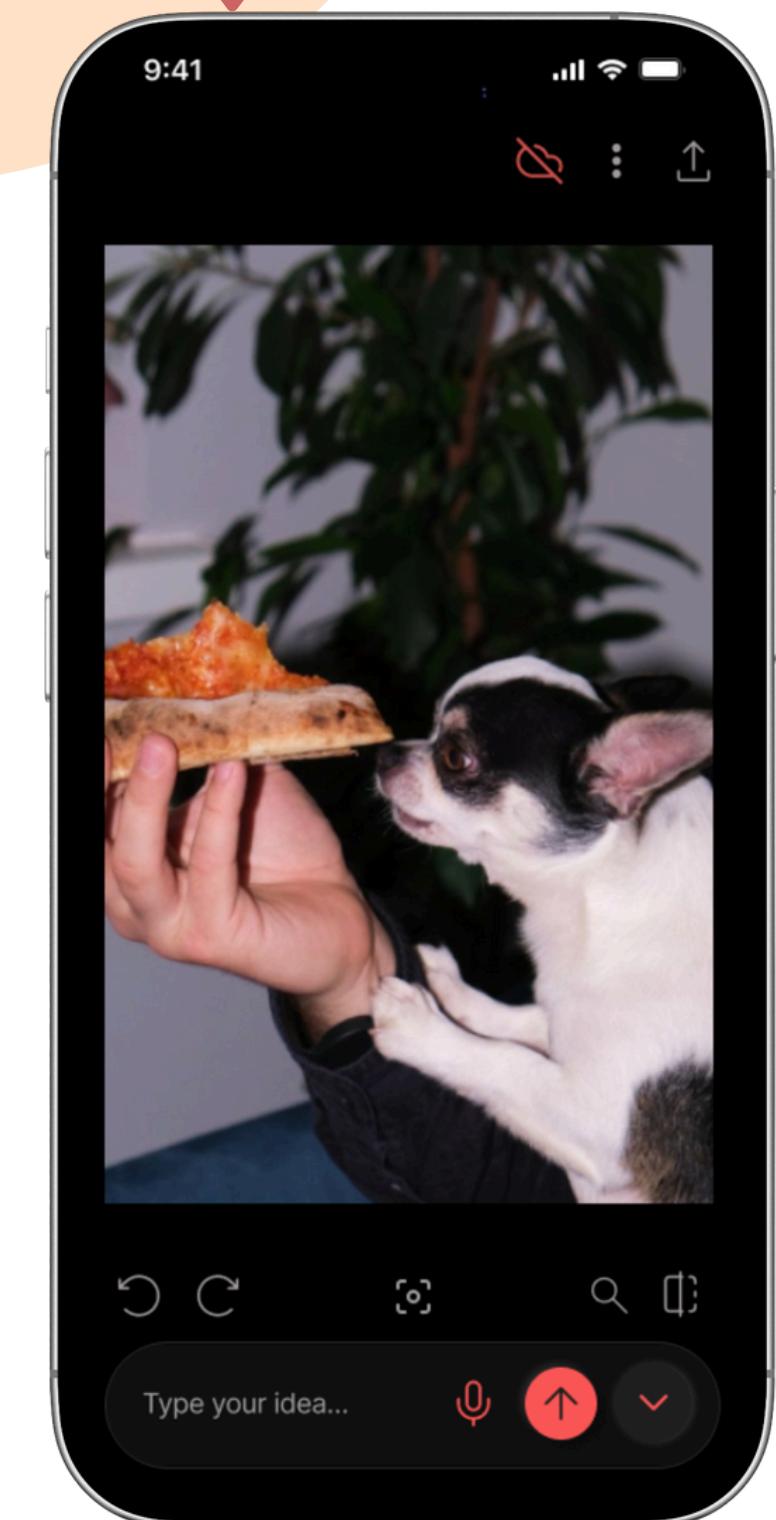
# PHOTO ROOM: MAIN EDIT PAGE



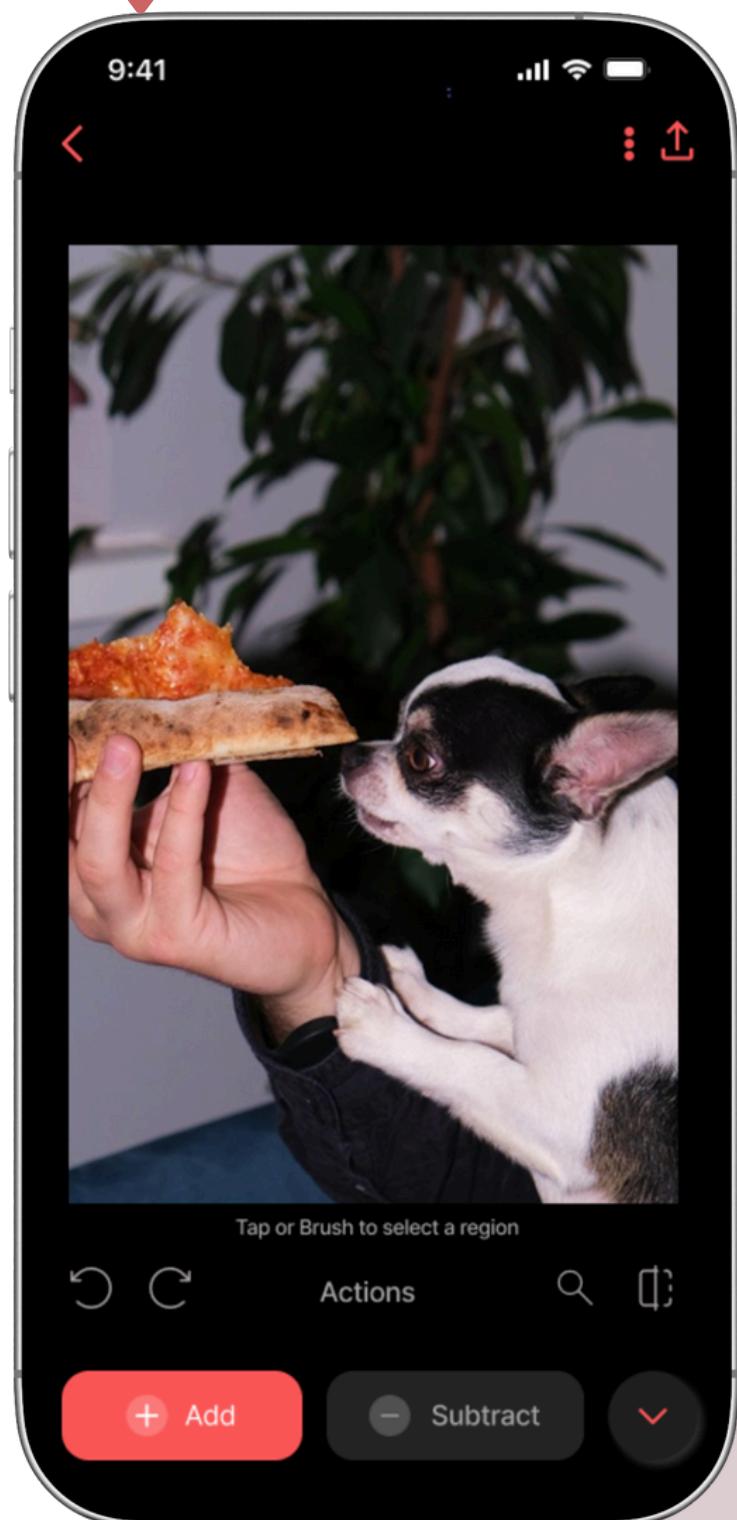
Tools



Adjustments

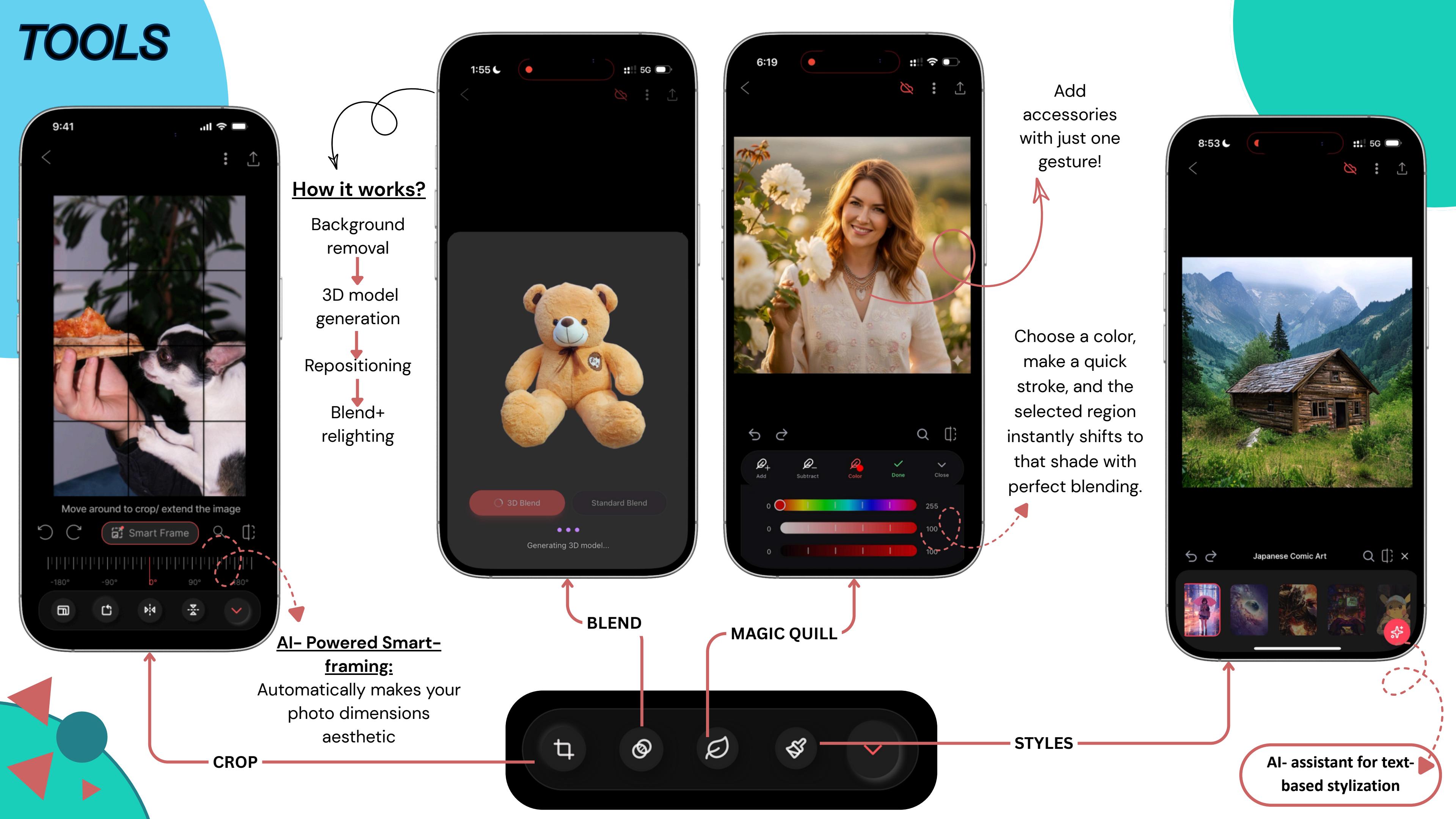


AI Assistant

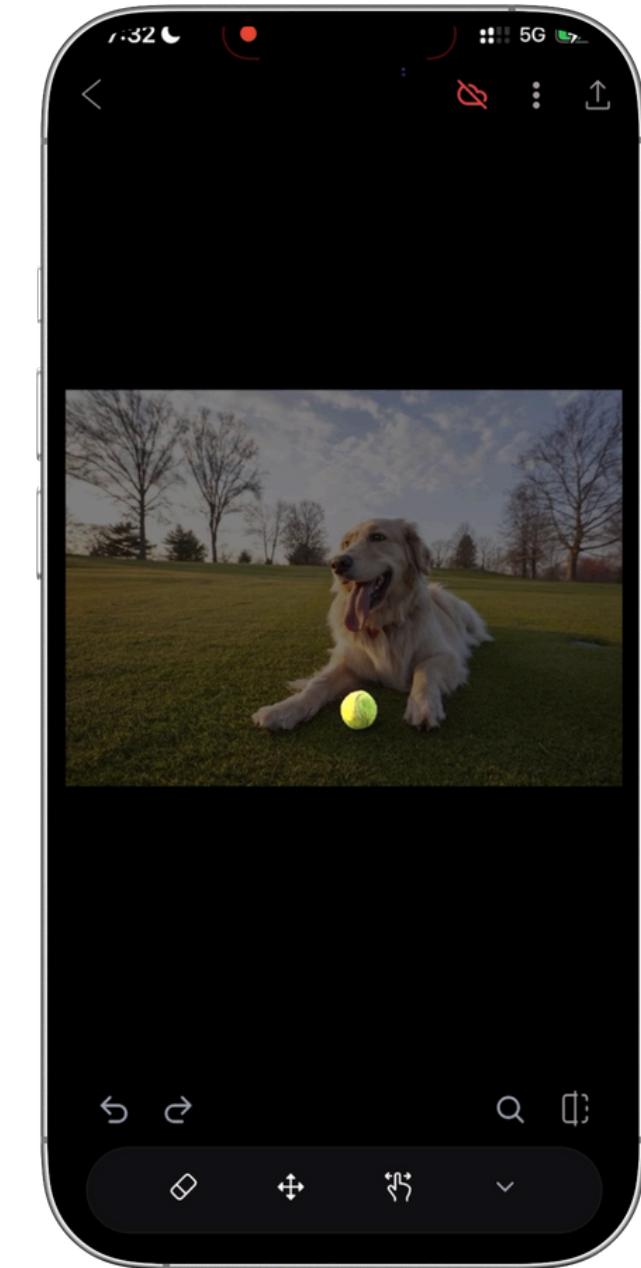
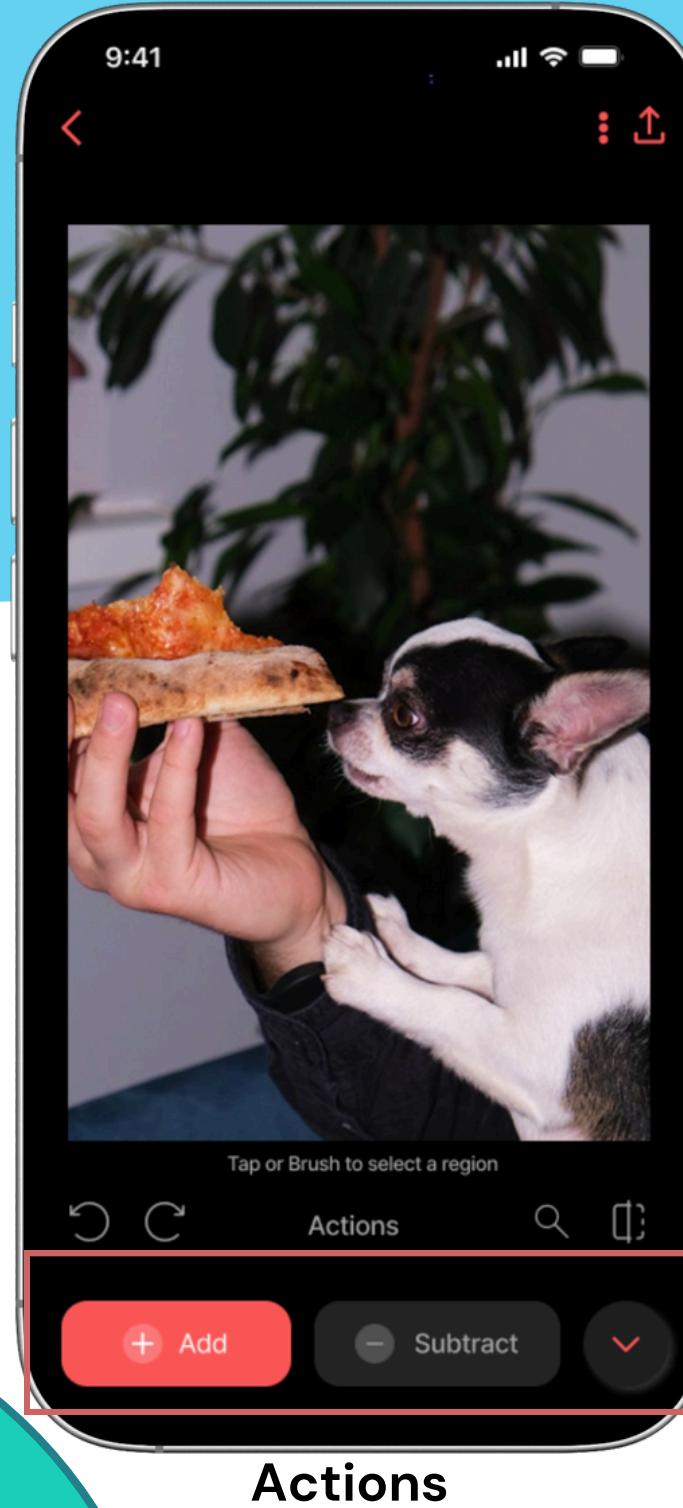


Actions

# TOOLS



# ACTIONS: AI-Powered Pipeline



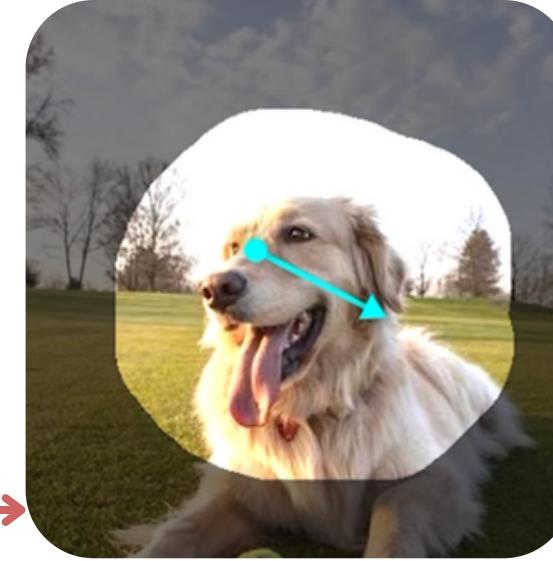
**ERASE**  
Remove distractions with seamless, scene-aware fill.



**MOVE**  
Reposition objects with auto-reconstructed backgrounds.

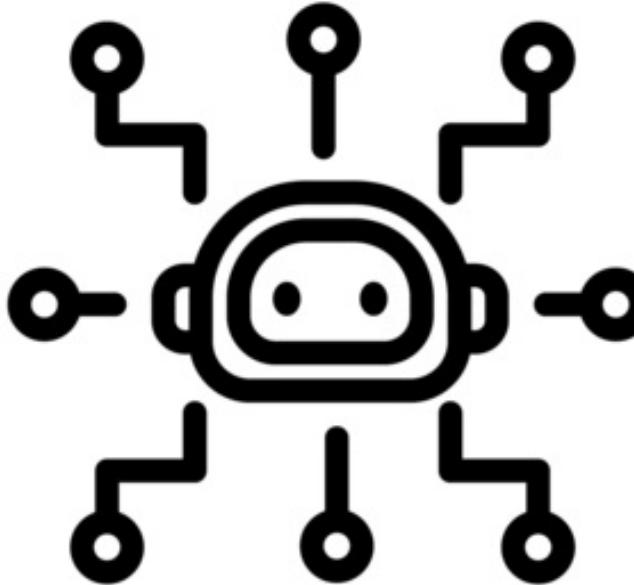
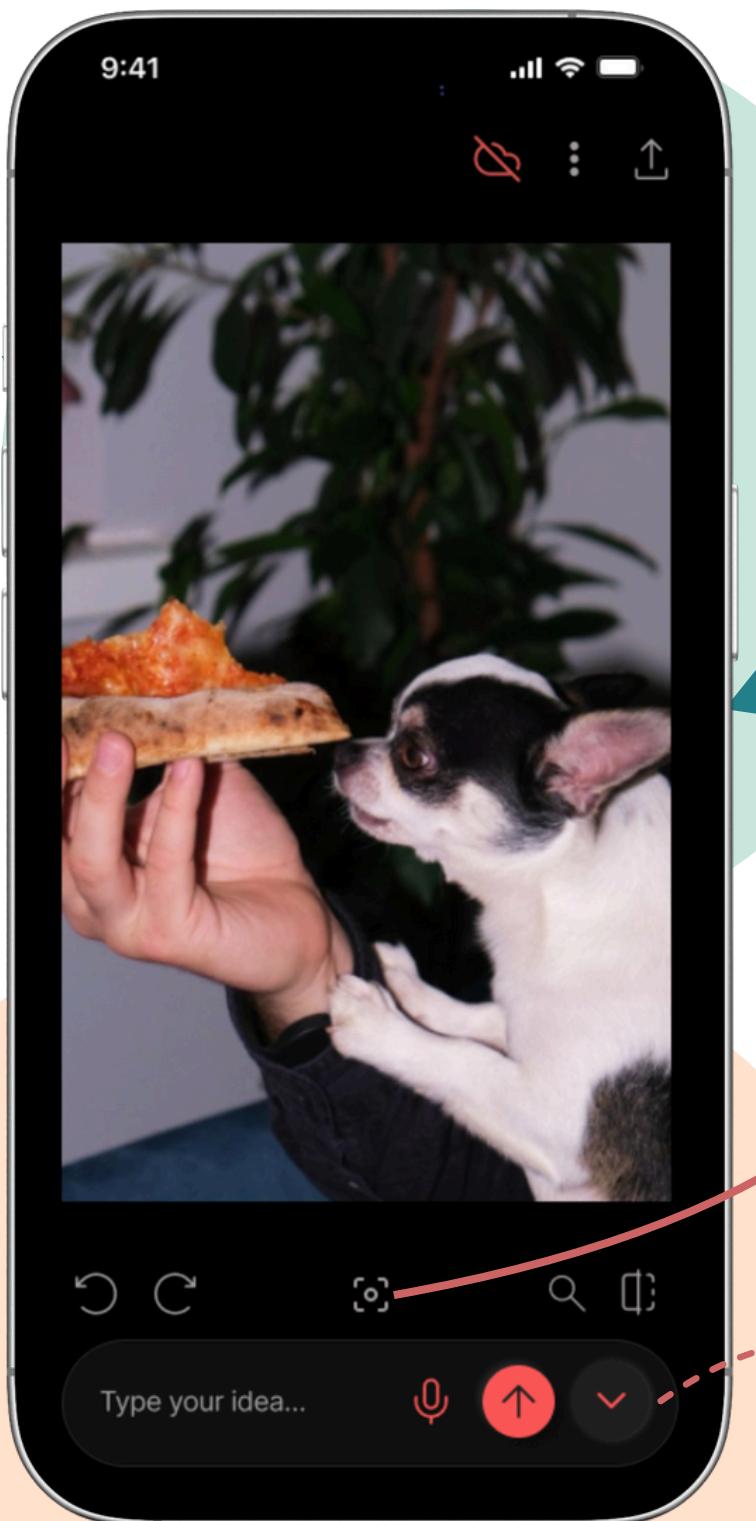


**DRAG**  
Subtle pose/ orientation tweaks with a single gesture. warping tools.



Either Tap or use the brush tool to select the part of the image/ object you want to work with

# AI- ASSISTANT

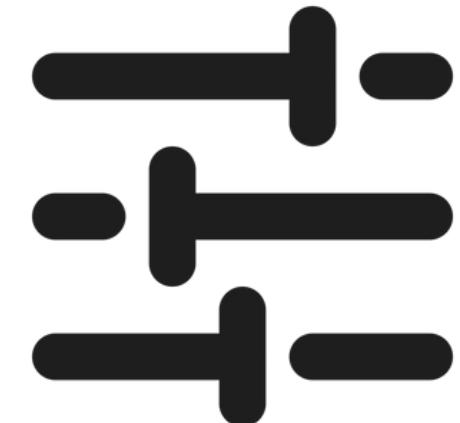
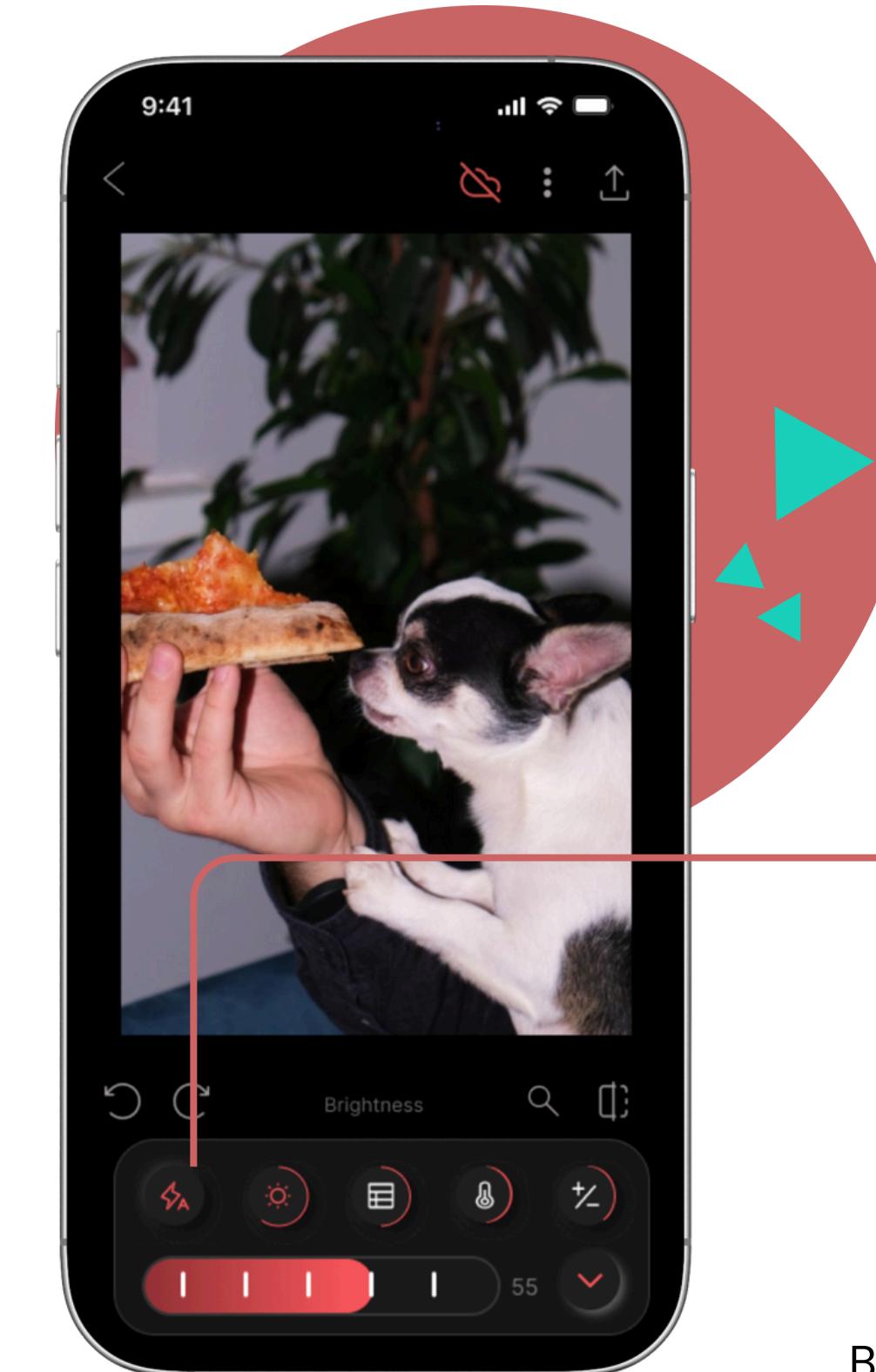


## AI- Powered Auto- Suggestions:

Understands the photo and recommends the next best edits: lighting, cleanup, enhancements, before you even think about them.

Type what you want, and the editor seamlessly adds it into the photo new objects, extended backgrounds, or scene details that blend naturally.

# ADJUSTMENTS



**AI- Powered “AutoFix”:**  
“Fix everything in one tap: lighting, colors, and clarity adjusted automatically.”

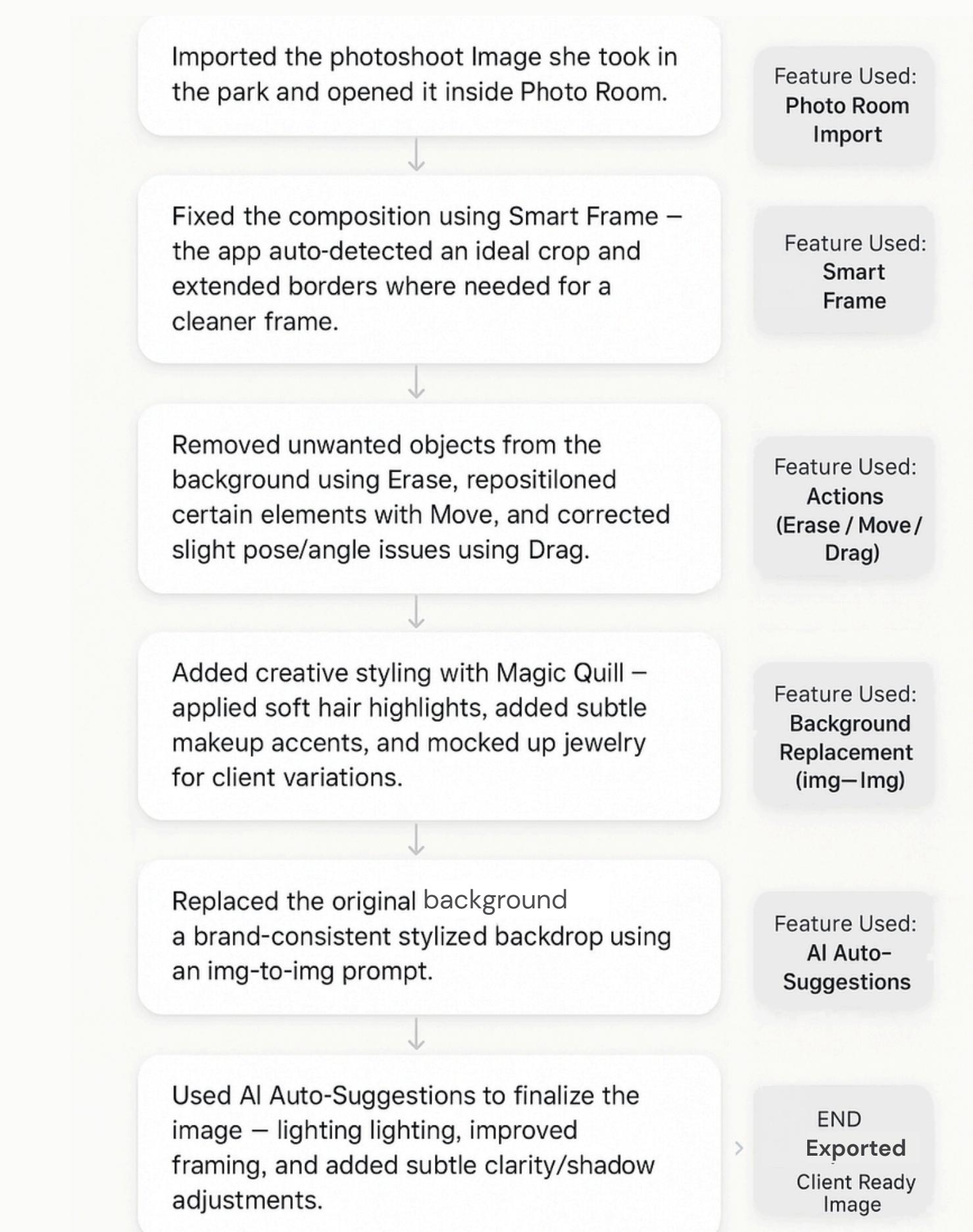
## Fixes:

Brightness, Saturation, Exposure, Contrast, Brilliance, Warmth, Sharpness, Highlights, Vibrancy, Noise Reduction and Definition

**ALL IN ONE CLICK**

# Sample User Journey

Example of Priya's Editing Workflow:



# Access the UI/UX demo

Deployment Note: This is just a demo with no attached backend, solely for evaluating the UI/UX.

Optimized to function as a PWA for iPhone 16 Pro Max. Visit [here](#) for more info