

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.

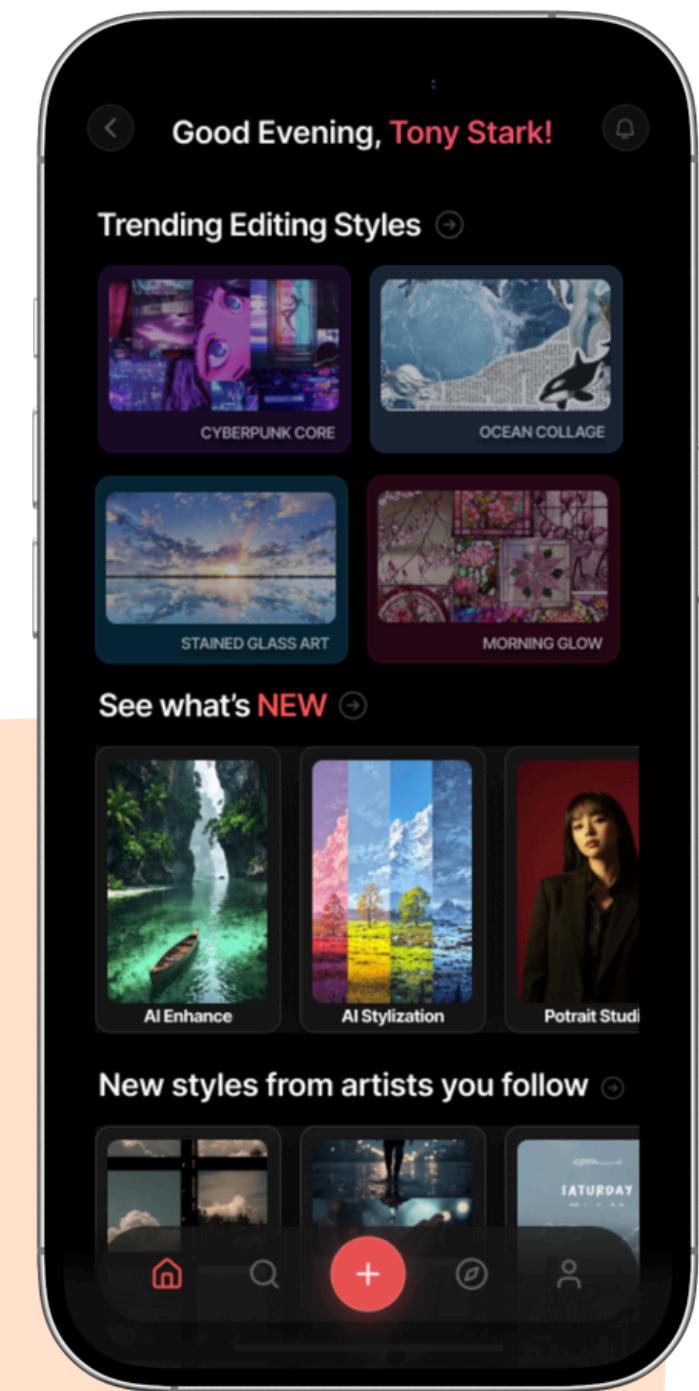
- AI-Powered Semantic Segmentation & Masking
- Intelligent Relighting & 2D-to-3D Blend (eliminates manual layer work)
- One-Tap Background Cleanup: Removes distractions cleanly for client-ready images.
- Hybrid Cloud Mode: Lets him run heavy relighting/compositing through cloud inference when needed

- 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**

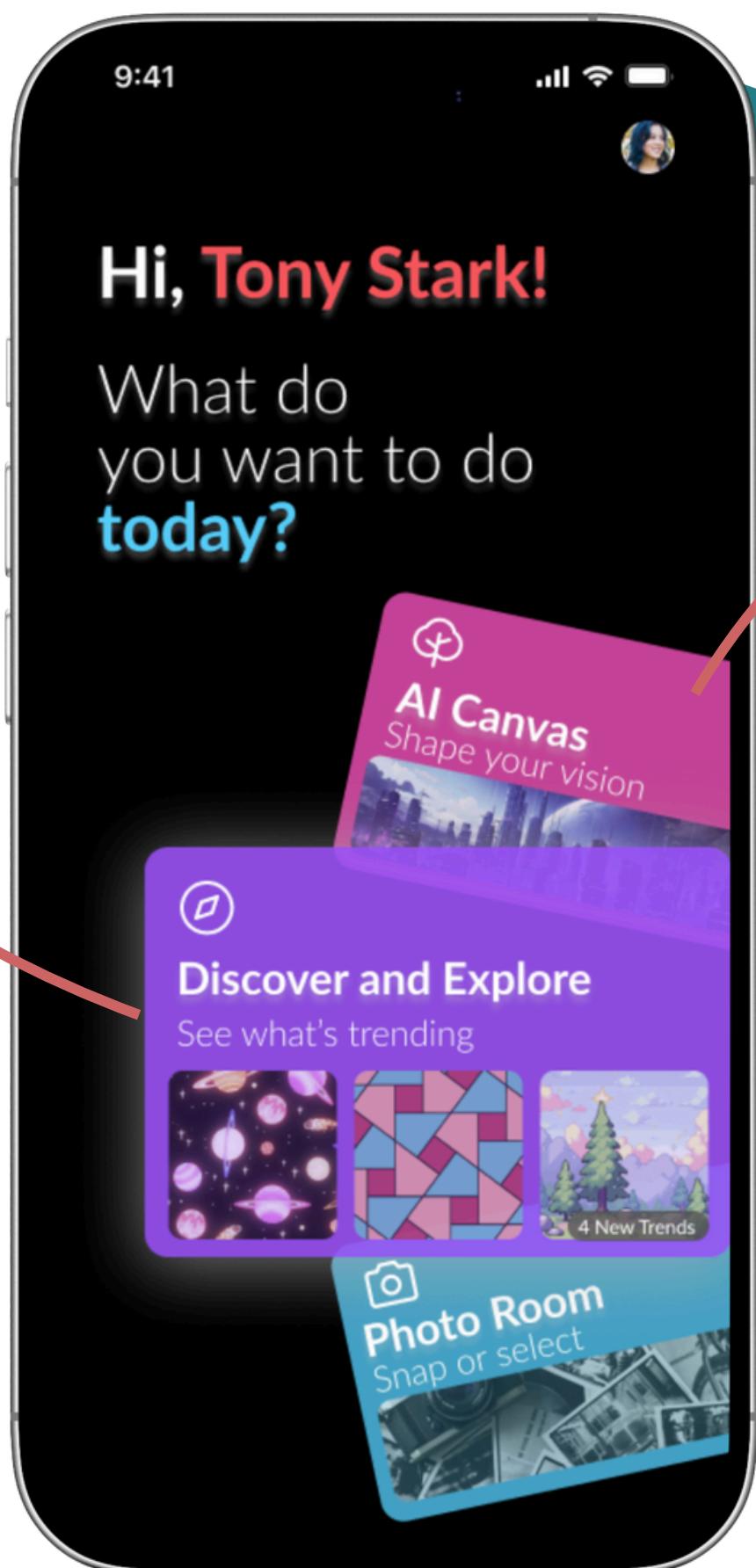
- iPad Pro 11" (M2+, 256GB) with **8GB+ RAM** for image batch processing and on-device inpainting

PROTOTYPE JOURNEY: LUMOS

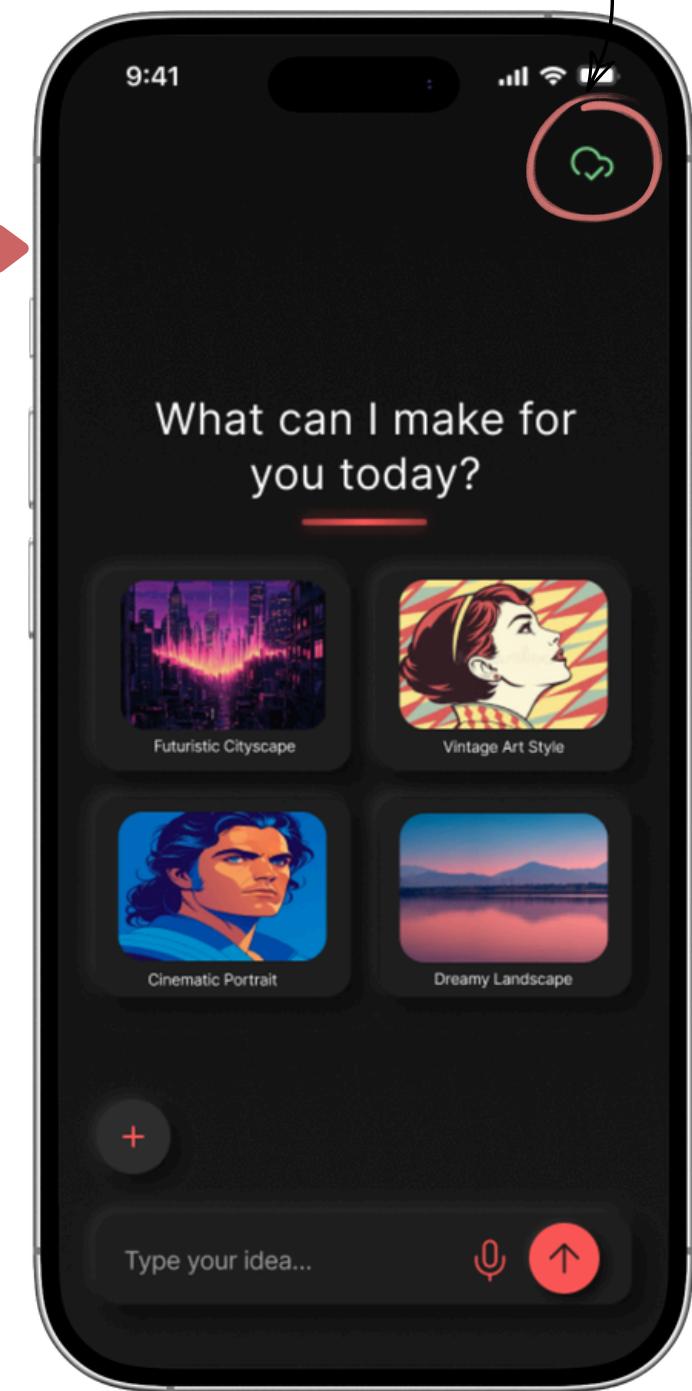


Discover Page

For all your creative inspirations and community



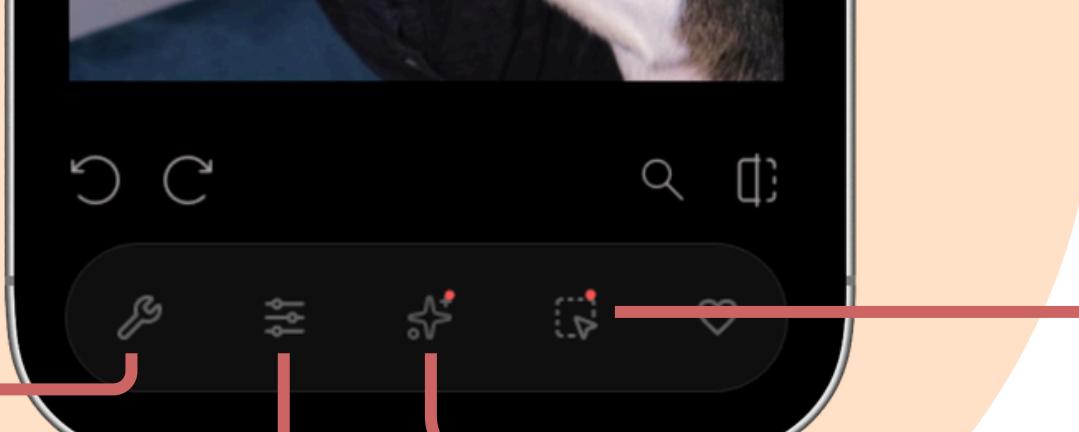
Hybrid on - device/ cloud opt-in
for the user



AI Canvas

Go from prompt to ideation:
effortlessly

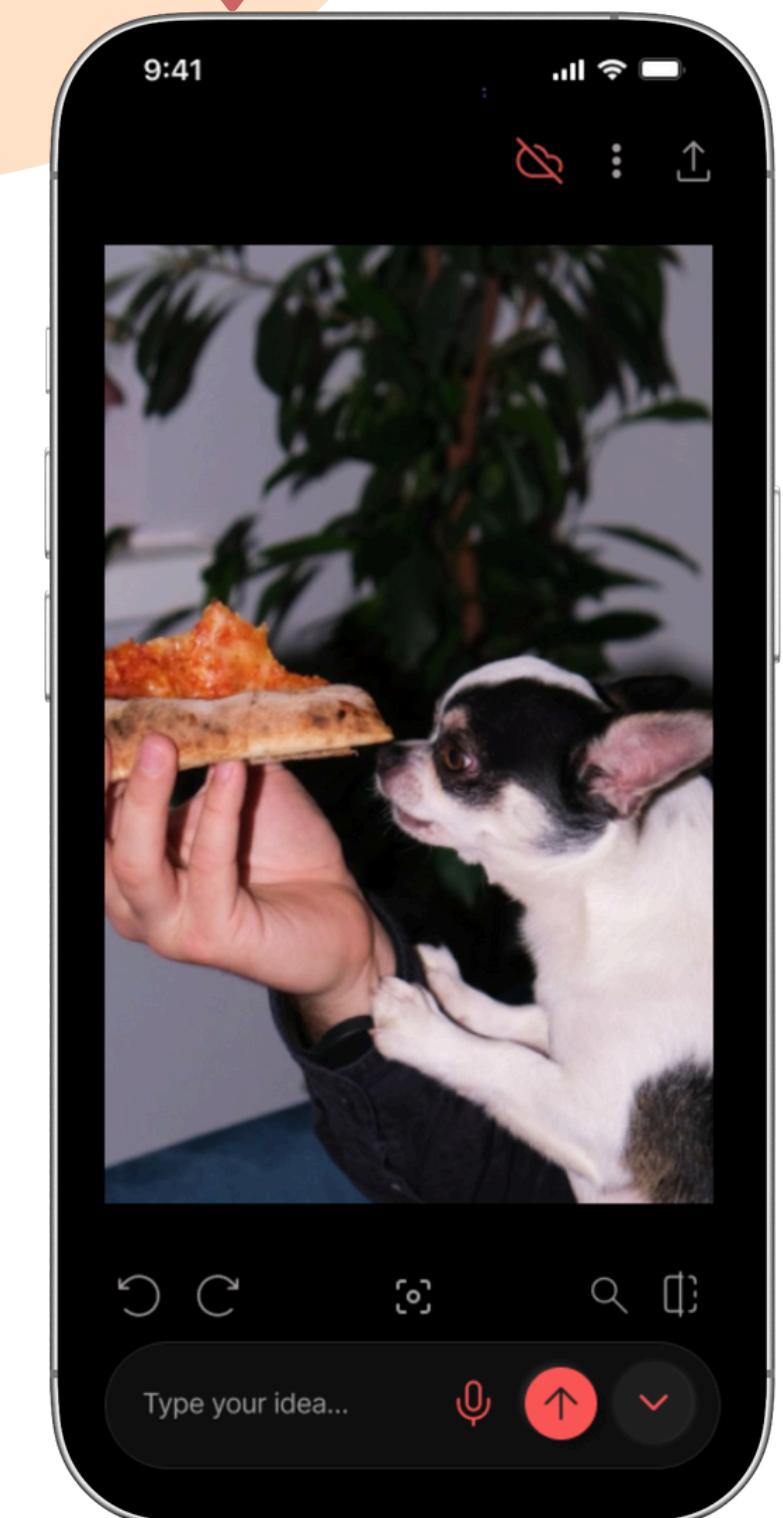
PHOTO ROOM: MAIN EDIT PAGE



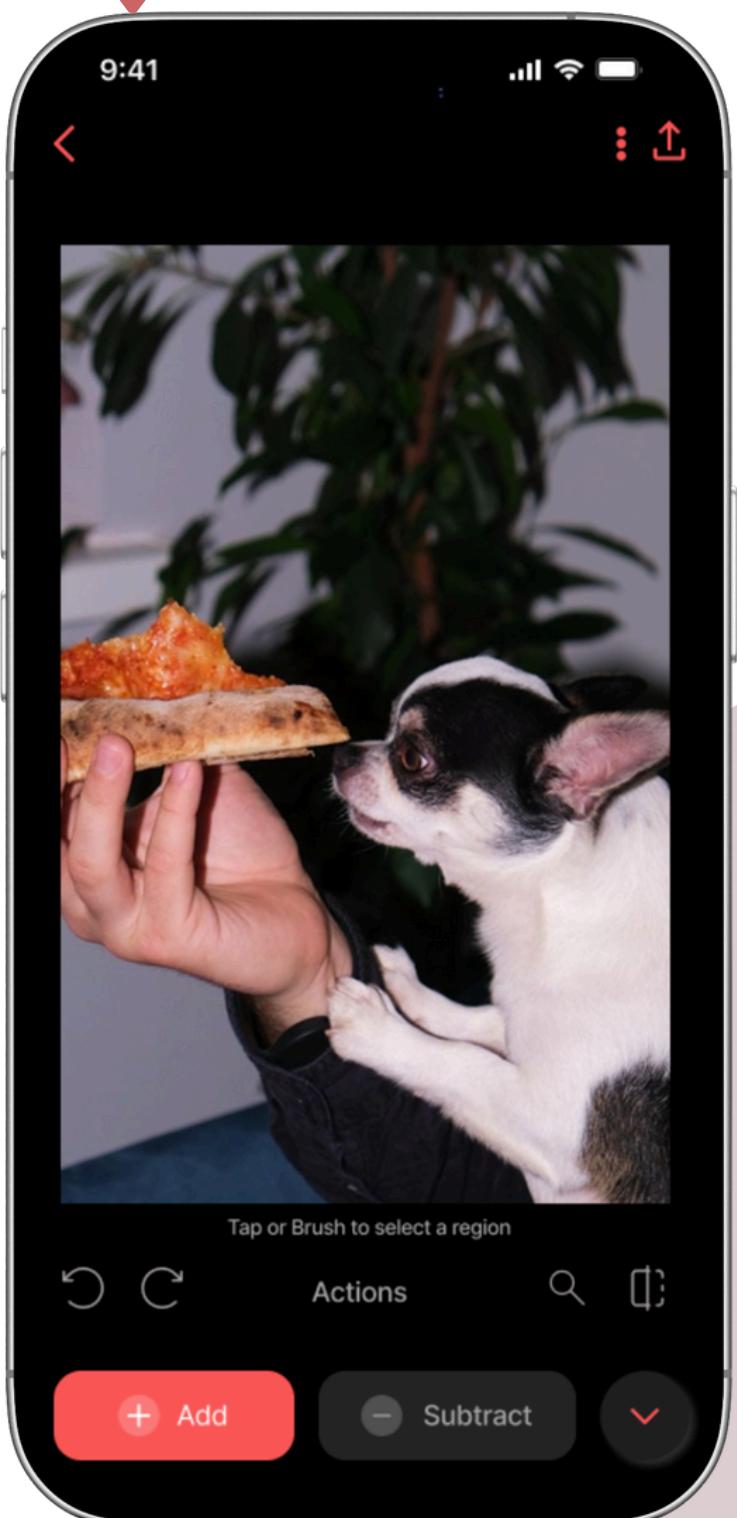
Tools



Adjustments

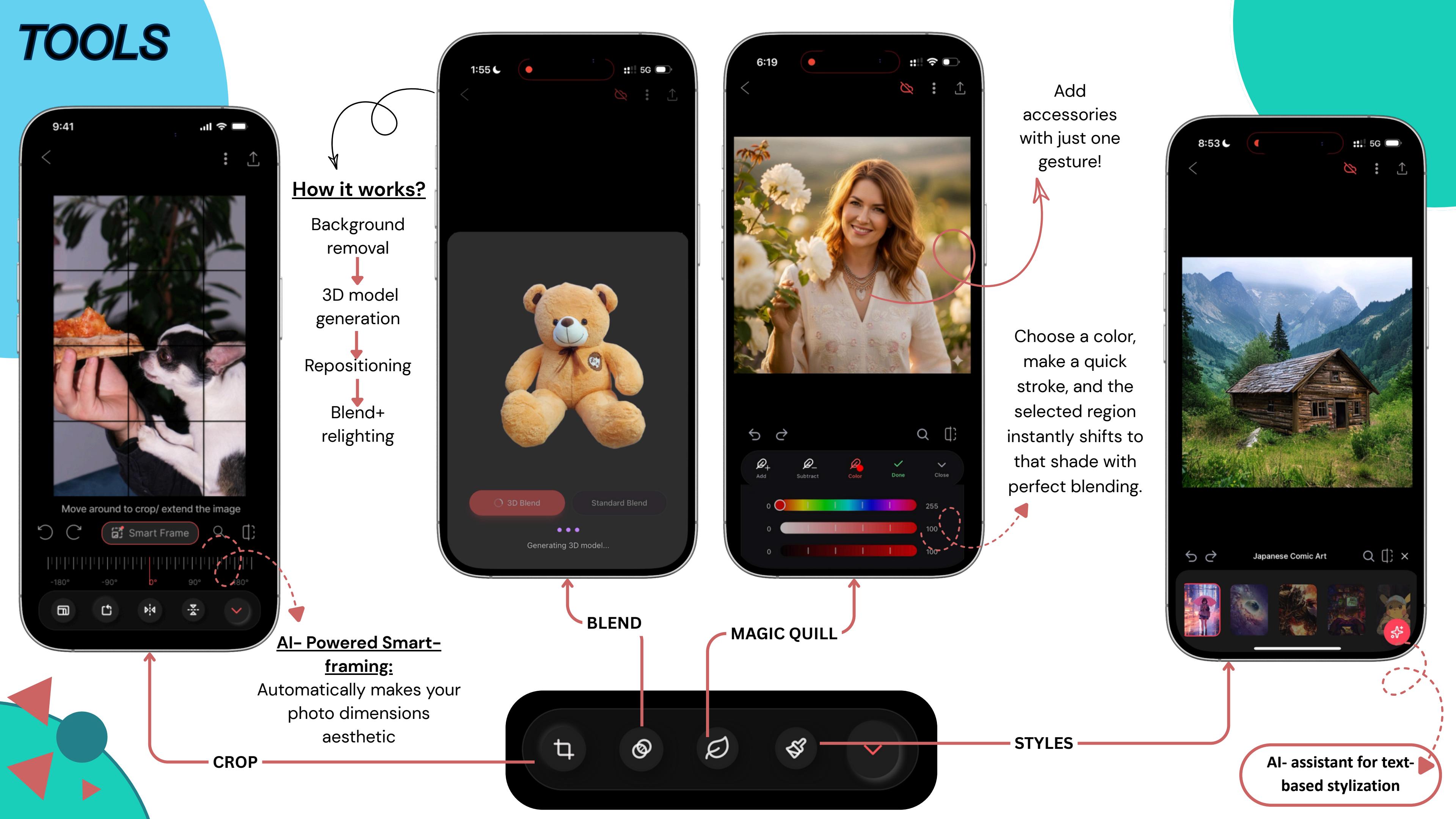


AI Assistant

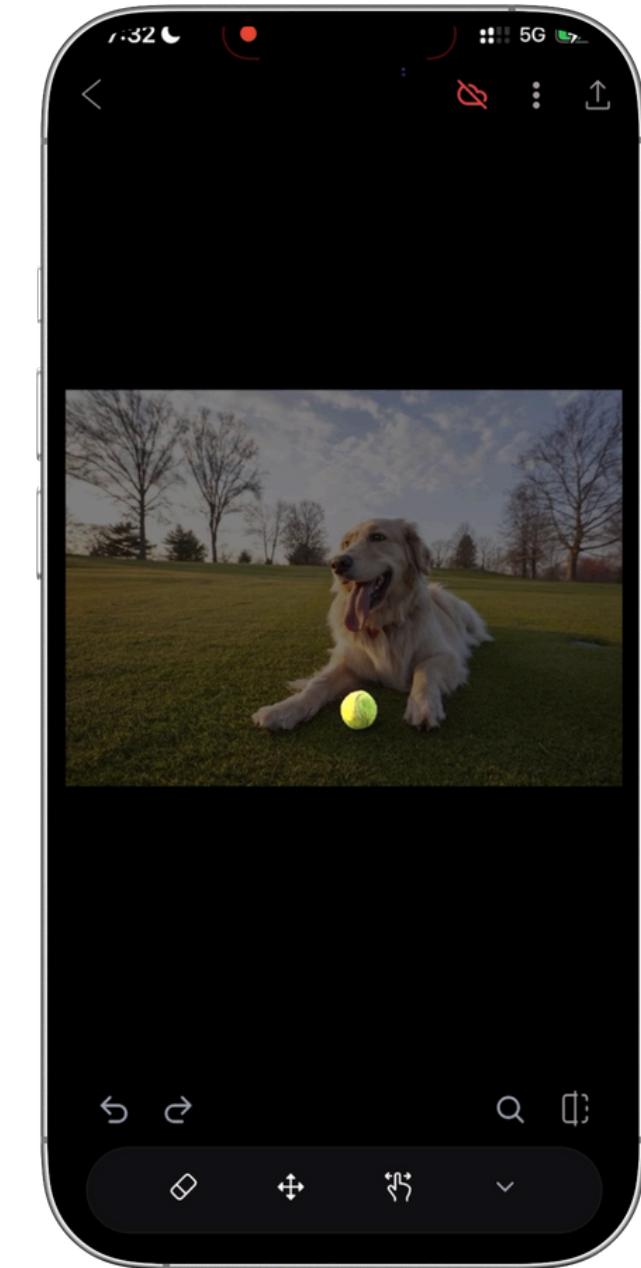
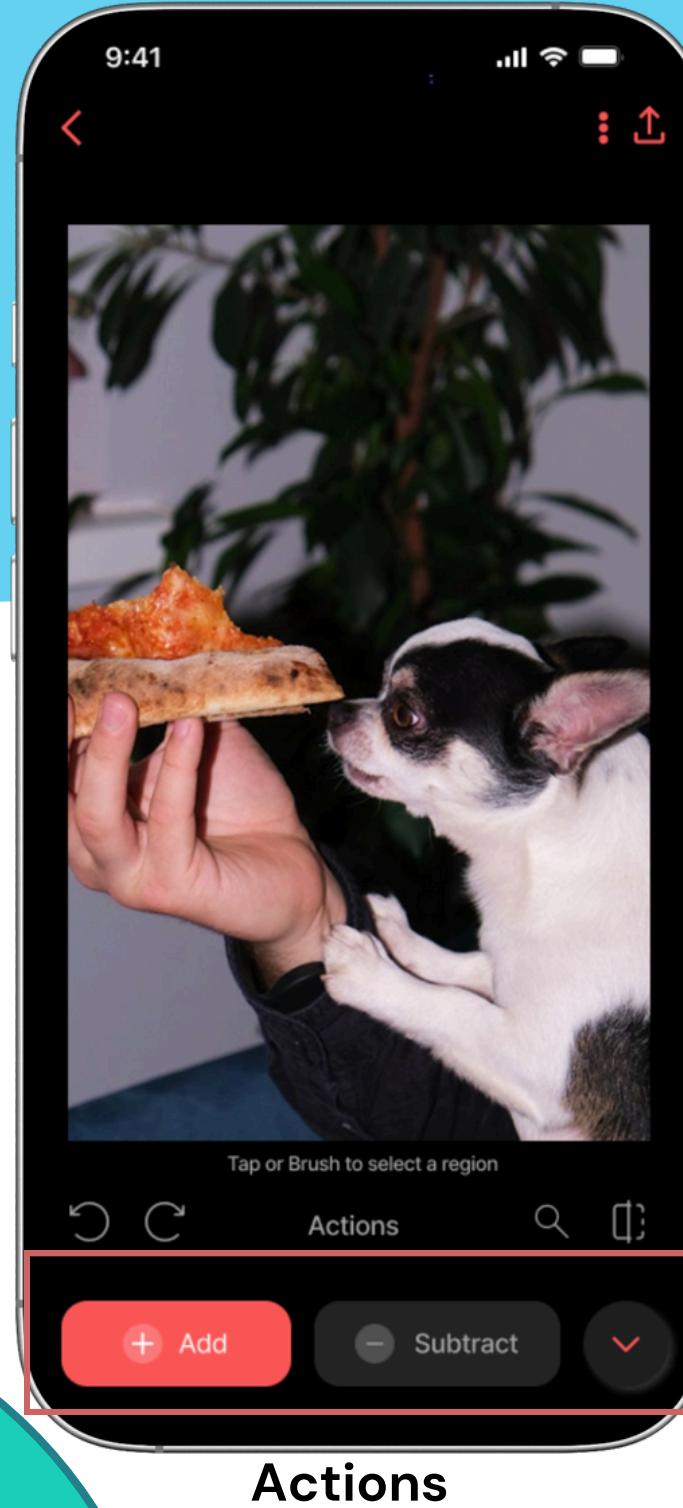


Actions

TOOLS



ACTIONS: AI-Powered Pipeline



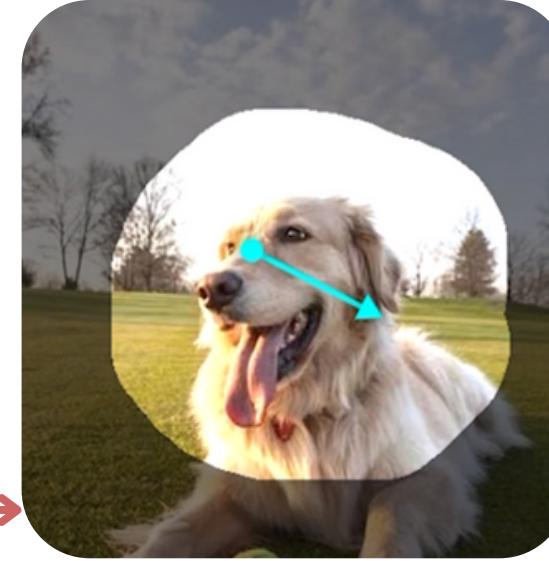
ERASE
Remove distractions with seamless, scene-aware fill.



MOVE
Reposition objects with auto-reconstructed backgrounds.

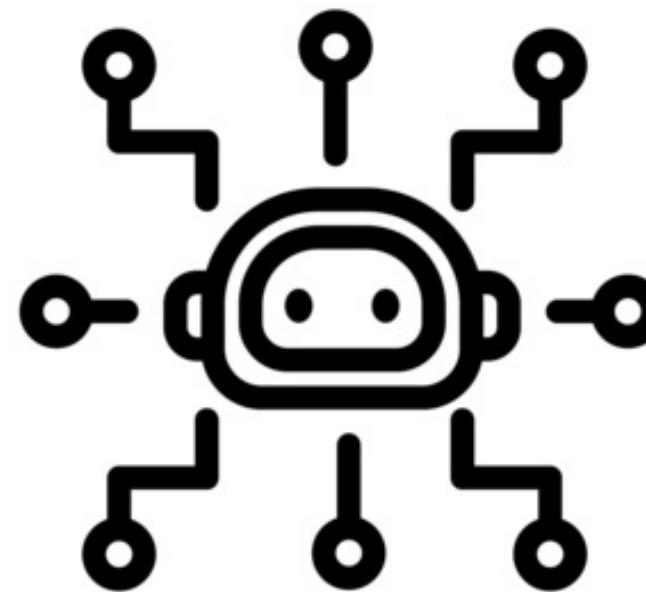
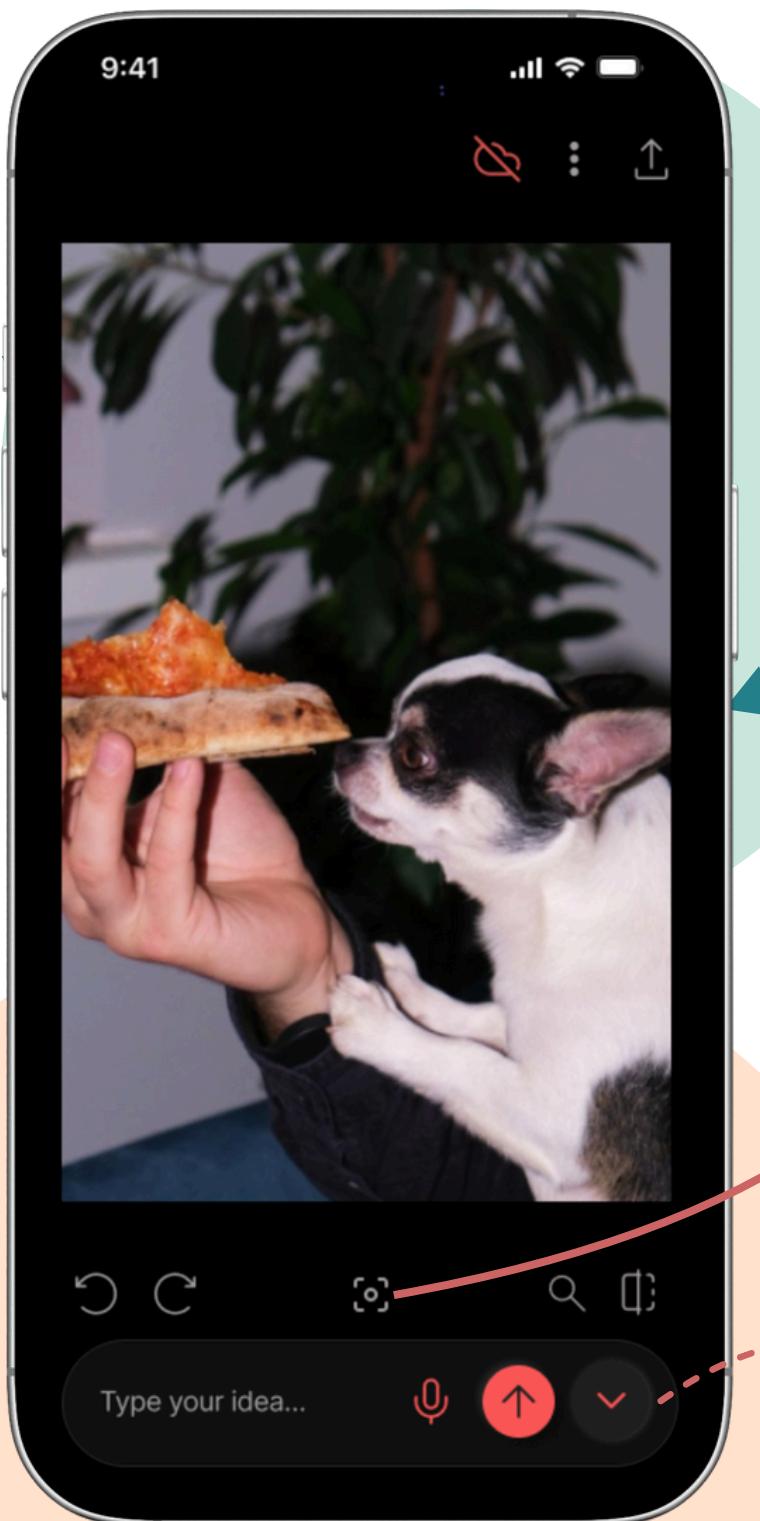


DRAG
Subtle pose/ orientation tweaks with a single gesture. warping tools.



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

AI- ASSISTANT

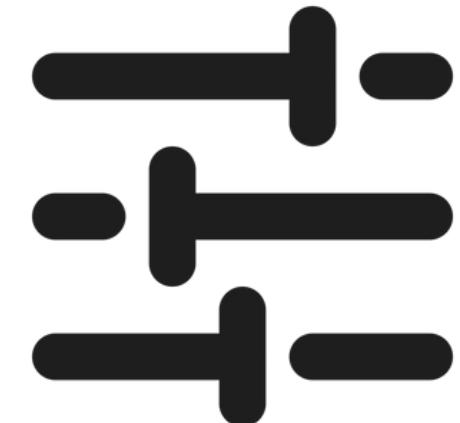
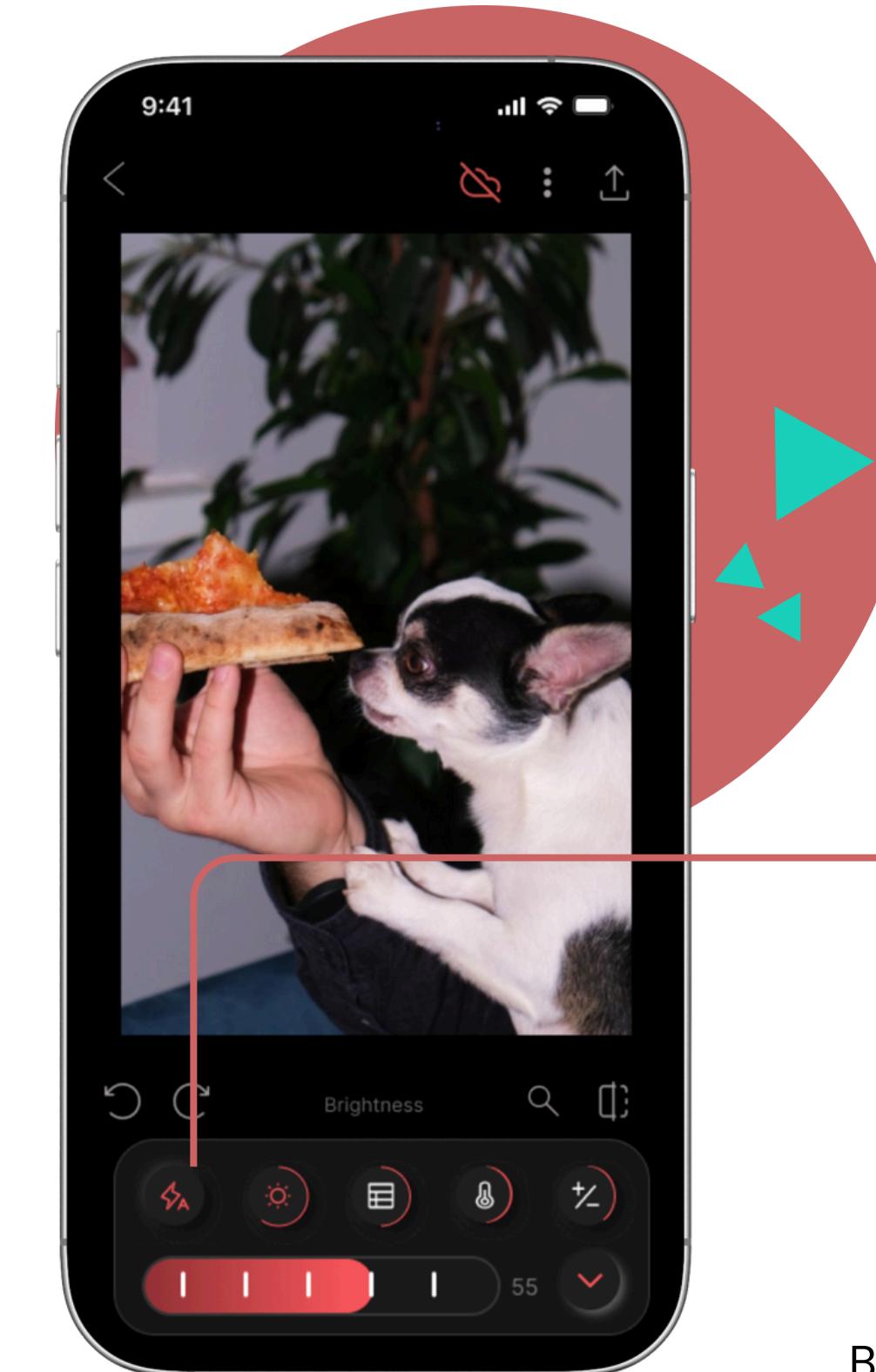


AI- Powered Auto-Suggestions:

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:

