

Design Guidelines

Manticore is the place where your photos want to live. Effortless upload, organization, and sharing, state of the art editing tools, and a beautiful place to display your memories.

Inclusive

At Manticore we understand that designing for varying levels of ability elevates the experience for all users. Each feature of our product is accessible through multiple modalities. Multi-modal experiences complement one another (i.e. use of GUI and keyboard together), but we strive to delight users who access the application through a single modality as well (i.e. keyboard user).

Examples:

- Keyboard shortcuts
- Voice recognition

Empowering

We give our users choices. We understand that users don't always want decisions made for them, but rather want a curated set of options to choose from, and the right information to help them pick the best one.

Examples:

- We generate tags for a set of photos that the user can approve.
- We provide our expert opinion on why one photo is better than another but allow our users to make the final call.
- We inform our users about editing features so they can have greater control over the look and feel of their photos.

Conversational

Our use of motion breathes life into our products, and allows us to communicate with users in easily understood ways. Animations are both purposeful and help shape Manticore's personality.

Universal

We strive to keep our designs universal so that Manticore can be used by the global community. Our products and visual language are welcoming, accessible and culturally sensitive.

Unified

Each piece is part of a greater whole and should contribute positively to the system at scale. There should be no isolated features or outliers. We provide a seamless user experience across multiple platforms.

Examples:

- iOS, Android and Web users
- Base components such as a *user avatar*, *timestamp*, and *body text* are used to build a *comment* component. Components are standardized, so that the app has a consistent look and feel across all platforms.

Make non-creative tasks frictionless

We take all the stress and mundane work out of the photography process. Uploading photos, sharing with friends and family, and posting to social media is effortless. We allow the user to spend more time in the part of the process they actually enjoy, whether that be editing photos, working on a project, socializing around photos, or simply making more memories worth capturing.

Example:

- Auto-organize users photos upon upload.

Inherently Social

We believe that shared experiences are the ones we remember most, and photography is a means of continuing the once in a lifetime trip, unforgettable party, weekend bbq, etc. Every feature of our application is designed around the notion of social photography. We make it easy to invite friends, create shared albums, and collaborate with others.

Example:

- Allow users to easily share and compare multiple edits of a single photo

Integrated

Manticore works seamlessly with both internal and external applications. We make it easy for our users to transfer their photos to other applications.

Examples:

- Easily sync with Lightroom or share photos on Instagram.

Contextual

We strive to provide only the necessary information at any given time, in order to reduce clutter and cognitive load so that our users can focus on what is important.

Examples:

- Contextual hints and onboarding
- Hiding navigation during scrolling

Minimal

In a world of information overload, we provide a beautiful, elegant, and relaxing environment for users to socialize and collaborate around photography. We believe that content is king, and strive to reduce chrome so that photographs can take center stage.

Iconic

We're focused when it comes to both design and functionality. Our work should speak boldly and clearly to this focus. Our strong brand identity speaks through our product.

***Spectrum aligned:** We strive to follow the Spectrum guidelines but aren't afraid to break away when it's in our users' best interest.

Brand Personality Traits

Human/Familiar

What makes us human? Our emotions, imperfections, personality and character. These are all expressed through our copy, tone of voice, use of animation, and even our choice of color and icons.

Approachable

We are down-to-earth and welcoming. Our application is comfortable for the average consumer, especially those who may find professional photography tools, like Lightroom, overwhelming.

Encouraging

We gently nudge our users to engage with the application in ways that they may not be doing already - whether that be inviting friends to collaborate with or creating a project with their photos. We cheer our users on and provide positive reinforcement as they complete key steps.

Organized

Not everyone enjoys or is good at organizing, especially when it comes to the massive volume of photos that the average user has. We are like the Swiss army knife of photo organization. Want to view your photos by location, date, or the people in the photos? - We got you. We auto-organize our users' photos and provide tools so that they can further curate and get back to their favorite ones.

Fun but not silly

We have personality and flair, and we enjoy a good joke. This is part of what makes us human (our first trait). But we do so with good taste, and in a way that complements (or at least doesn't detract from) our trustworthiness and expertise.

Helpful but not overbearing

We love to help our users but know when to jump in and when to sit back and let them figure things out. We provide helpful hints and tips, but always in context, and are careful not to distract or annoy.

Expert but not superior

At Adobe we know photography. We provide our expert knowledge in the form of helpful hints, tips, edited photos, and best picks, but we don't push our opinions. At the end of the day, we know that the user may prefer a photo because it captures a special moment, even if it doesn't follow the rule of thirds. Our expert but not bossy character is expressed through the tone in which we offer up our guidance.

Trustworthy

Our users trust us with their photos, and that means a lot. We understand that photos aren't just images they're memories. Our users trust us to keep their photos safe and their data private. Our products evoke a sense of professionalism that allow our users to feel comfortable in making Manticore *the* place to store their photos.

Authentic

We are transparent about the features we provide, information we collect, and how that information is used. Transparency and authenticity is reflected in our UI. All changes are communicated to our users in a clear and honest manner. We are unambiguous about our choices. We remain true to our vision, always striving towards our north star.

Passionate

We love photography and we love delighting our users. We're constantly researching new ways to make photography more fun and accessible, and incorporating our findings into our products.