

Manticore Design x Phil

September 2018

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Agenda

- What is Manticore?
- Where we are now
- Where we want to go - a new vision for Mc
- Collaboration at Adobe
- Opportunities + Ideas
- Design process
- Design resources within Adobe
- Hiring

What is Manticore?

- Mission Statement: “Manticore provides a beautiful social space that allows friends and families to gather, curate, discuss and edit photos together.”
- The current capabilities of Manticore are:
 - Create albums
 - Upload photos into albums
 - Share albums and invite others to join
 - Interact and view album/photo activity via “Chatter” (album and photo comments, favorites, reactions, joining/leaving an album)
 - Photo and member management; permissions
- We have a web, iOS and Android application

Where We Are Now

- User research to date:
 - Friends and family interviews (Morgan and Dahlia conducted)
 - Focus groups and in-home interviews (outside agency)
- Usability testing
 - Web and iOS app
- Personas, Journey Maps, Competitive Analysis, Use Cases/User Flows
- Adobe customer segment: Creative Influencer
- A new direction for our app:
 - Photo focused → Conversation focused → Collaboration focused

Where We Want To Go

- Innovate in the collaboration space
- Ideas for a new vision:
 - Revolutionize the photography workflow through collaborative editing
 - Empower creatives in never before seen ways
 - Continue being the industry leader in creative tools
 - Reach a new creative audience (consumers)?
- Adopt a more thorough UX process
 - User/customer focused approach
 - Include usability testing in every milestone
 - Make research and data driven decisions
- Improve the visual design, personality & voice of our application
- Start designing animations and more delightful interactions

Collaboration at Adobe

- Company wide and personal vision for collaboration
- Products we are aware of:
 - Lightroom
 - XD

Opportunities & Ideas: Curation

Curation

- Providing different modes for a user to choose a photo
 - Comparison mode, machine learning (ML) to auto cull, polling album members
- Organize photos by people, places, edited and popular photos
- Use process of elimination methods to cull a large group of photos
- Sort the most popular/best photos to the top of the grid
 - Using user generated “likes”
 - Using Sensei to recognize photos with people in them or well-composed photos

Opportunities & Ideas: Editing

Editing

- Remix - a concept for collaborative editing
- Easy way for users to see and explain the changes made to photos
- Upload a photo with a desired aesthetic and use machine learning to analyze and explain how to recreate the look on one of your own photos
- Create a preset from a photo or find the closest matching preset
- Use machine learning to provide suggest edits or “looks” for a photo
- Apply another user’s edits to your own photo

Opportunities & Ideas: Sharing

Sharing

- Encourage users to continuously add photos to an album so they don't have to go searching for the photos later (i.e. annual family photo album)
 - Prompt to upload photos with group members in them - similar to FB moments
 - Notifications/social features to encourage engagement with the album

Design Process

- Feedback on our current process:
 - So far: personas, journey maps, sketching, wireframes
 - Ideal next steps: develop a style guide, hi-res mockups, interactive prototypes, usability testing
 - Design critiques along the way (after wireframes and hi-res mockups)
- How can we best integrate our process into an engineering driven team?
 - Gaining support and time to carry out our desired UX process under tight timelines
 - Gaining support and resources to do more user research around collaboration

Design Resources

- Where to find internal research on collaboration
- Working with internal teams to conduct research studies
- Tools for usability testing

Hiring!

- In the works of hiring a Senior Experience Designer, Lead
- Interview questions
- What should we be looking for?