

# PROBLEM DEFINITION, DISCOVERY & RESEARCH

Through a series of interviews and user research we were able to create a new way for designers to interact with our image catalog that allowed them to remain in their Adobe workflow this maximizing productivity. This was a highly desired feature among 86% of our survey participants.

We started off by creating some wireframes on whiteboards, the intent of these whiteboard sessions was to outline all of the desired functionality for an MVP version of the Plug-in.

# HYPOTHESIS

As a product group we formed a hypothesis based around the creation of a plugin for Adobe products

*If we create an easy to use compelling plug-in for designers to use throughout the Adobe Suite we will be able to establish a new distribution channel and increase our total & subscription sales, and images distributed to this segment.*

# WIREFRAMES

After capturing all of the functionality we turned our whiteboard documentation into simple wireframes. From these wireframes we created a simple prototype as proof of concept. We shared the prototype with a group of friendly users and incorporated their feedback into our continued design and feature discussions.

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# DESIGN & ADDITIONAL FEATURES

After completing our wireframes and MVP prototype we were able to start in on design and work on the additional features identified by our test group. The results this work can be seen below.

