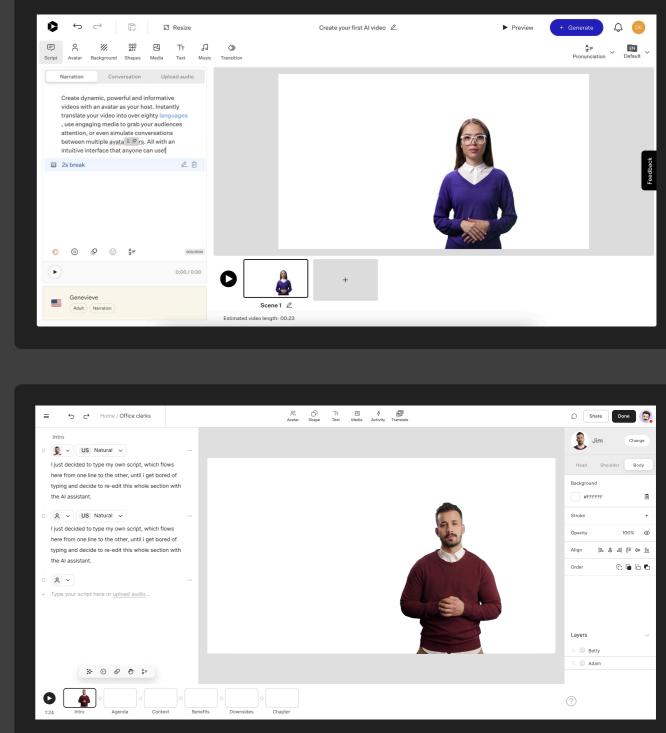
# **Colossyan Creator - Layout 2.0**

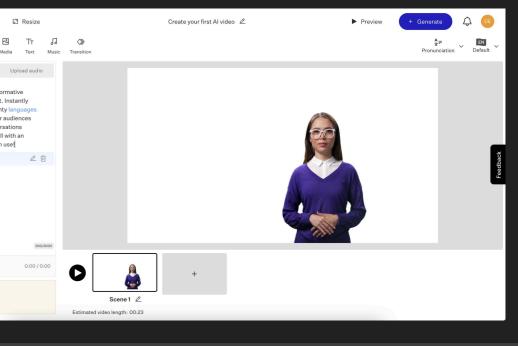
2024 - Staff Product Designer

### PRODUCT

Colossyan Creator is an AI-powered video generation platform that allows users to create professional-looking videos with AI avatars.

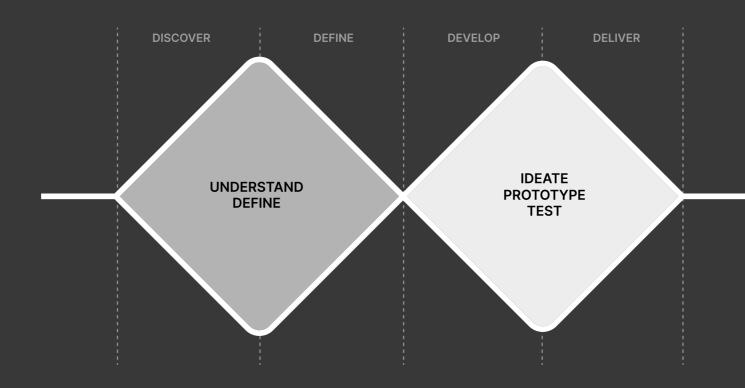
It enables users to turn text into speech and have lifelike AI-generated presenters deliver content in multiple languages and accents. The platform is often used for training videos, corporate communications, marketing, and e-learning, eliminating the need for hiring actors or setting up a filming studio.





### **METHODOLOGY**

# **DESIGN PROCESS (BRITISH DESIGN COUNCIL)**



### **DEFINE THE PROBLEM**

The first diamond is about UX research and exploration, often referred to as the "problem space" – similar to the empathize and define stages of the design thinking process:

- 1. Empathize Discover what your users need
- 2. Define Determine the problem you want to solve
- 3. Ideate Develop possible solutions to users' problems
- 4. Prototype Create prototypes
- 5. Test Test your prototypes with users & stakeholders

### **DEVELOP A SOLUTION**

The second diamond is about ideating, prototyping, and testing to find a suitable solution. The develop phase is a busy stage of the Double Diamond framework where teams use various tools and methods, including:

• Workshops and brainstorming: gathering as a team to ideate, hypothesize, conduct experiments, and discuss possible solutions.

• Low-fidelity design: sketches, wireframes, paper prototypes, and other lo-

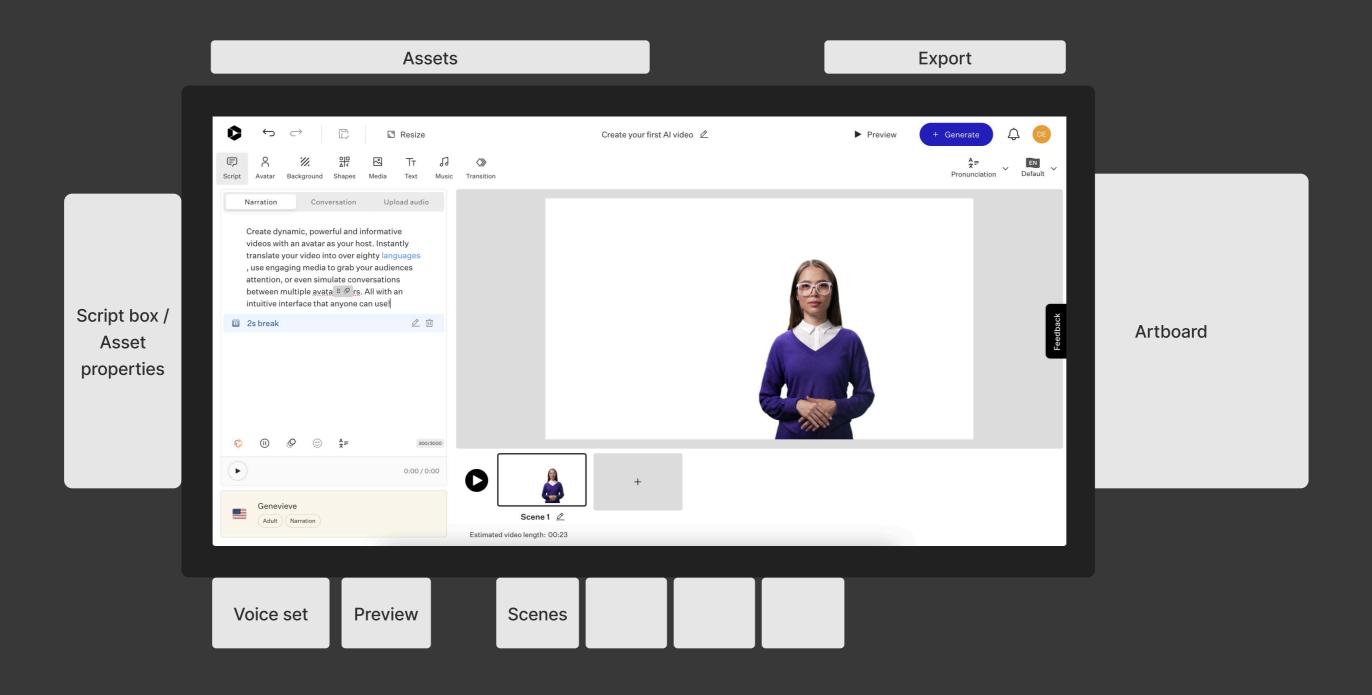
fi methods designers use to develop and test many ideas quickly.

• Cross-functional collaboration: designers meet with stakeholders to

discuss ideas for feedback on possible challenges and constraints.

# LAYOUT

The editor had a layout that consisted of an assets toolbox, exporting tools, a shared space for script editing and asset properties, an artboard where creators can create visuals, a voice selector for the text to speech function, preview options and a scene overview.



Artboard/Canvas/Scene			Collaboration				Shapes & Element		Р
Customer feedback     Induces feedback       Image: State of the state of		and questions to the free factor to est? for a read?	Customer feedback	Inhouse feedback	Bartister         Martister         Ausse		Customer feeeback       Warmen       Warmen		Allowant     Allowant       Name     Allowant        Allowant        Allowant        Allowant        Allowant        Allowant
and the second s			Interactive video	s			Avatar settings		Ē
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### CHALLENGE

The project aimed to improve the core video editing experience by making it more intuitive and user friendly for Creators in order to seamlessly craft videos online. The challenges were identified through real user feedback, which we had previously gathered via satisfaction surveys and product discovery sessions. Main problems were:

• Access script properties efficiently:

- Script
- Gesture cues
- Animation cues

- Media
- Avatars
- Animation



• Access asset properties efficiently:

### **USER STORIES**

We mapped out user stories and arranged them along their frequency of use, which helped us to refactor the UI making the most frequently used actions placed in a more accessible place on the UI.

Use case category	User story	Average Events per Video (AEC)	User Engagement (%)(ER)	Normalized Engagement (AEC x (ER/100))	Notes / Implications
Core Scripting	Add/Edit/Delete/Copy/Paste Script	125.3	100%	125.3	High frequency. Must b
Avatar Management	Add/Edit/Delete Avatar	12.7	100%	12.7	Also high frequency. Th
Break Management	Add/Edit/Delete Pause	11.2	65%	7.28	Important, but potentia
Core scripting	Edit with Al	10.1	45%	4.55	Moderate frequency. TI
Voice Preview	Voice Preview	10.3	30%	3.09	Sub-action; confirms th
Scene Management	Edit Scene Name	3.6	40%	1.44	Relatively important and
Scene Management	Add New Scene	3.7	30%	1.11	Moderate importance;
Voice Editing	Set Another Tone	4.7	23%	1.08	Still moderately used, ju
Scene Management	Reorder Paragraphs	3.9	20%	0.78	Needs to be quick, drag
Narration	Set Narration Only	4.2	15%	0.63	Potentially consolidate
Scene Management	Reorder Speakers	3.3	18%	0.59	drag and drop may be u
Voice Editing	Speed	3.1	12%	0.37	Could be integrated inte
Animation	Add/Edit/Delete Animation Marker	4.2	8%	0.34	Consider context sensit
Voice Preview	Download Voice Preview	1.1	12%	0.13	Infrequent. Can be plac
Voice Editing	Similarity	2.1	4%	0.08	Can be grouped with of
Voice Editing	Style Exaggeration	1.5	2%	0.03	Low priority for promine
Pronunciation	Add/Edit/Delete Pronunciation	1.2	2%	0.02	Consider placement in
Emotion	Add/Edit/Delete Emotion	0.1	0.20%	0	Place with less used fea
Pronunciation	Open Global Pronunciation	0.4	1%	0	place with less used fea
Voice Editing	Stability	0.3	1%	0	Group with other less u
Audio	Play Audio	0.2	0.80%	0	place with less used fea
Audio	Adjust Audio Volume	0.2	0.60%	0	place with less used fea
Audio	Upload/Change/Delete Audio	0.2	0.50%	0	Place with less used fea

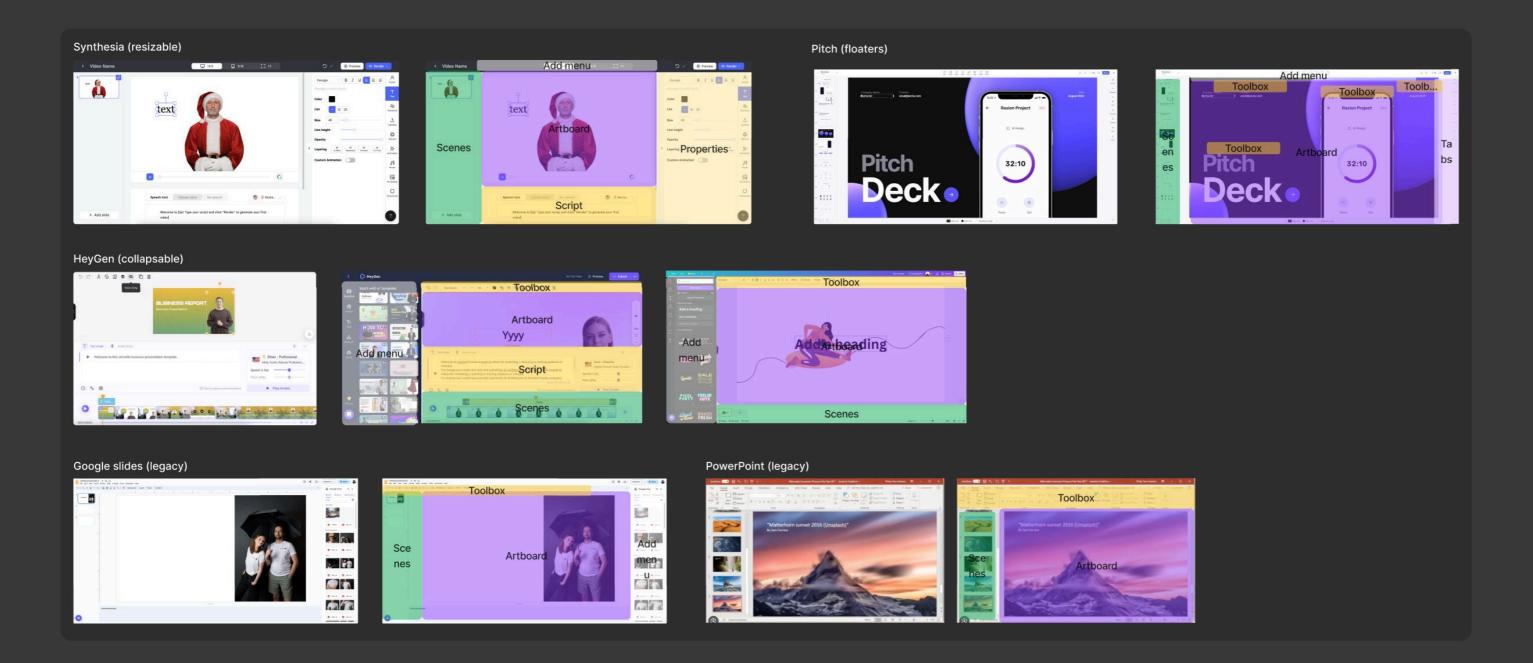
### s for UI refactor

	be easily	accessible	and highly	efficient.
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- he user must be able to add, delete and edit the avatar quickly
- ally less critical than script editing. Consider secondary placement.
- The user must be able to quickly and easily edit AI voices.
- he importance of the main "Voice Preview" action.
- nd easy to find
- ensure ease of creation.
- justify placement through additional user testing.
- ag and drop may be useful
- e with voice edit controls.
- useful to reorder
- nto a more advanced settings or adjustment panel.
- sitivity: only show if relevant.
- aced in a secondary menu or more detailed settings.
- other fine-tuning options.
- nent placement.
- voice setting, or add advanced settings
- eatures in advanced settings
- eatures in advanced settings
- used features in more advanced options.
- eatures in advanced settings
- eatures in advanced settings
- eatures in advanced settings

## COMPETING SOLUTIONS

I conducted desk research, analyzing competitors' tools and conversation planning software. This helped us identify gaps and opportunities for differentiation.



### HOW MIGHT WE QUESTIONS

As the next step I held a workshop with key stakeholders to create HMW questions for the most frequent pain points:

- **W** HMW improve the layout to support better artboard workflows?
- **W** HMW allow creators to access script properties more efficiently?
- **W** HMW allow creators to edit properties of assets more simply?
- $\mathbf{P}$  HMW handle animation timing that is based on the script?
- **•** HMW manage comments within the new layout?
- $\mathbf{P}$  HMW provide a clear scenes overview for the creators?



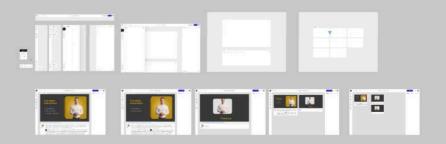
Relayout

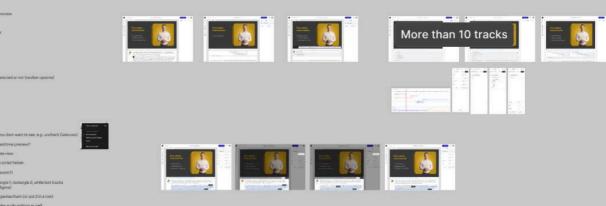
### Animate view

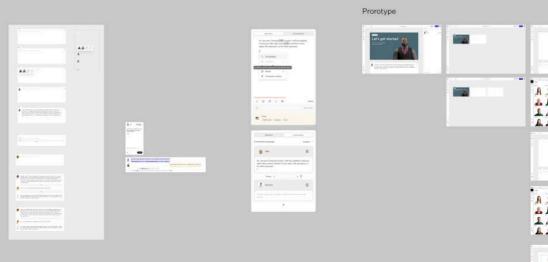
USERSTORIES
Edit animation start (lock to text)
<ul> <li>Edit animation end (lock to text)</li> </ul>
Add animation effect (start, end) and p
Select another object to edit on scene
Preview scene parts in animation mode
Preview animation effects
Manage min 10 animation tracks
Rearrange animation tracks
Add postures 7
Oversee animate datails when object of
Trim audio tracks
NOTES
See all option (hide or collapse things y
How to refresh script edits in playbar, n
Add gesture from design view or anima
Long scripts could break the animation
Microanimations might not be visible (
Layers name should be like oval 1, nota should use the content as a name like

### Script editing

UBLIG STORIES
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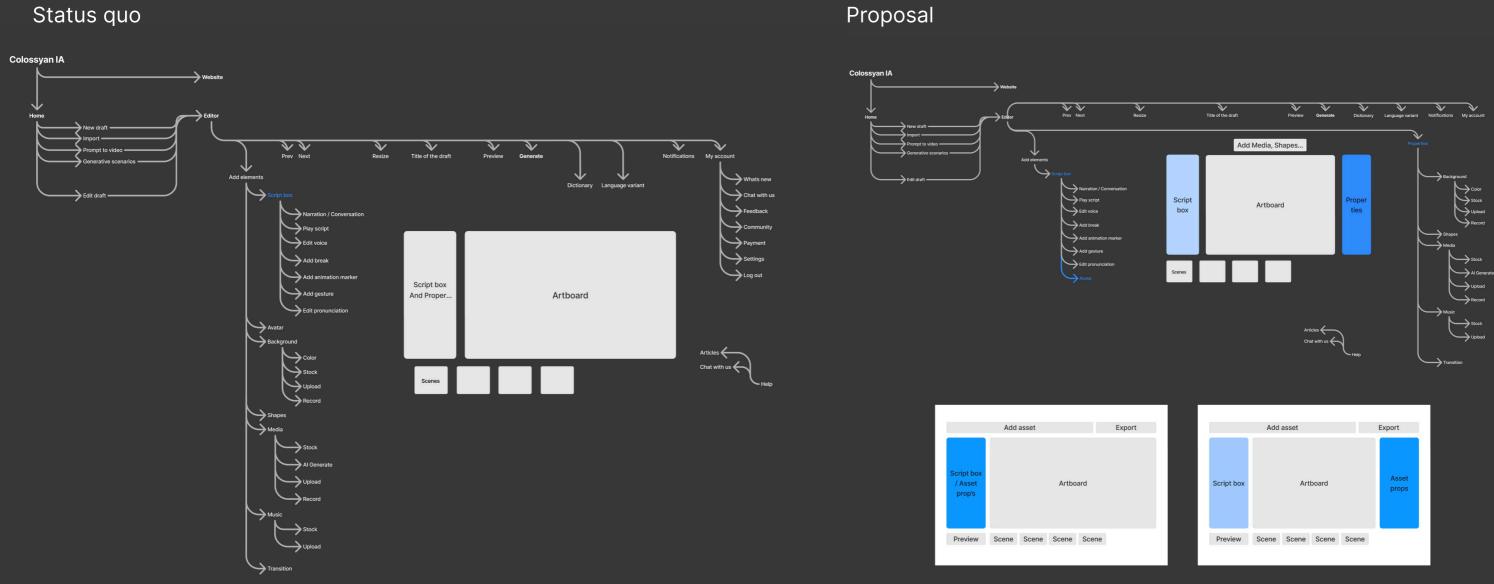






### **INFORMATION ARCHITECTURE**

Based on the user stories and their frequency of use I created a proposal for a new information architecture. The main improvement was a separation of the script box / properties panel from being placed at the same panel, forcing users to remember their script while illustrating it.

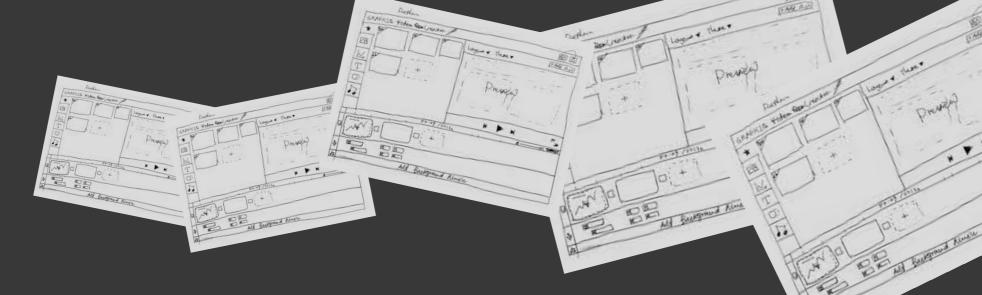


Export			Add asset				Export	
Artboard		Script box		Arti	board			Asset props
ene Sce	ne	Preview	Scene	Scene	Scene	Scene		

# **IDEATION**

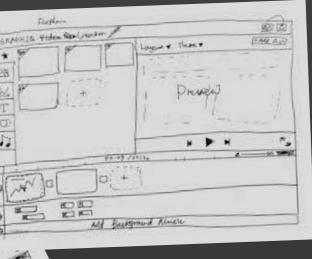
I held a crazy 8's session with the fellow designers the PM and the Tech Lead and brainstormed about:

- Layout to support general overview
- Scene navigation placement
- Resizable script box with animation anchors to text
- Properties separation from script box



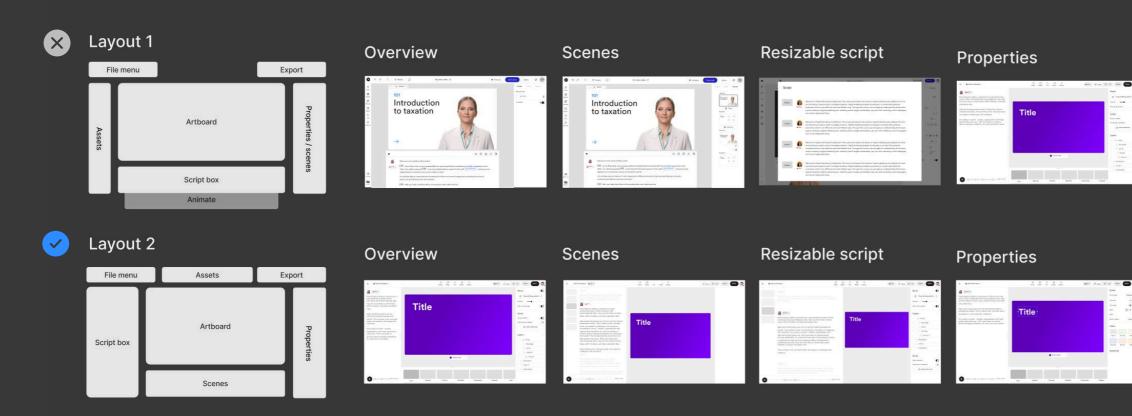
### Concepts:

- Panel-based conversation builder Modular UI for flexible scripting.
- Dynamic animation controls Edit animation timing with script anchors
- Enhanced preview Accessible video and voice preview functionalities.
- Layout 2.0 Accessible high frequency user actions.



# LAYOUT CHOICES / USABILITY AND REVIEWS

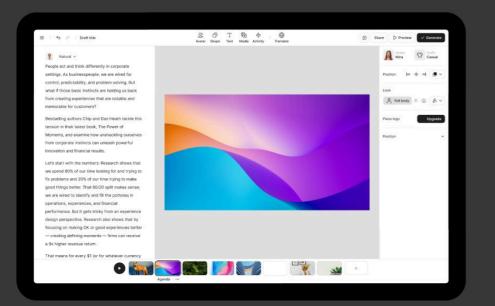
Once we created several promising ideas, I translated them into mid-fidelity wireframes, and created 2 layout variations along the key interactions. Then I ran multiple usability tests with end users and key stakeholders to validate our concepts.

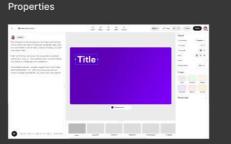


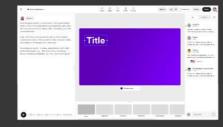
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# PROPOSAL

Based on the usability feedback I iterated on the wireframes and built fully functional prototypes from newly built components that were introduced to the design system.



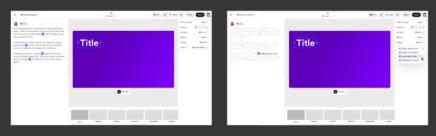




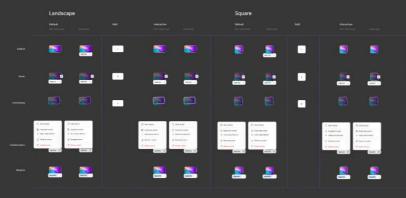
**Properties: Commenting** 

Add assets components

Animate



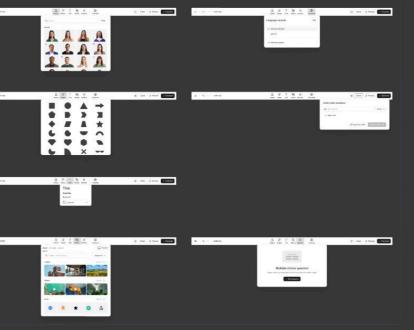
Scenes components



Add assets







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