

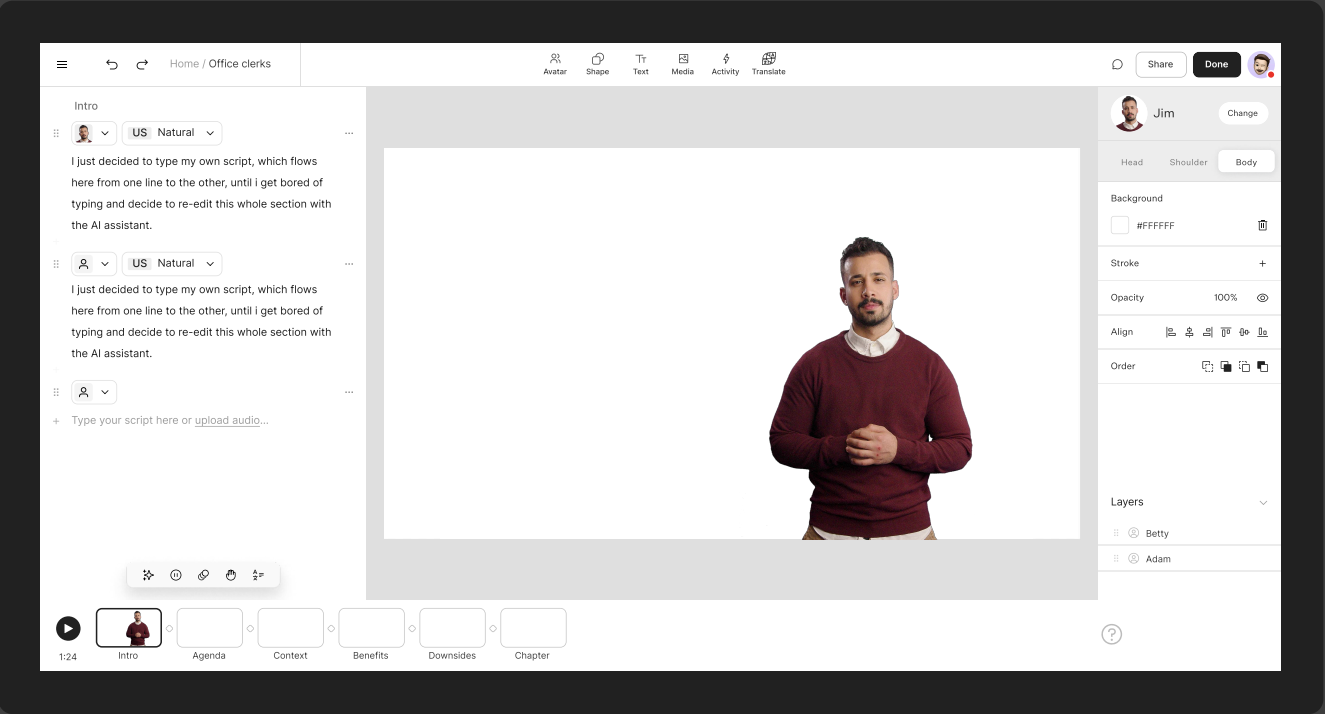
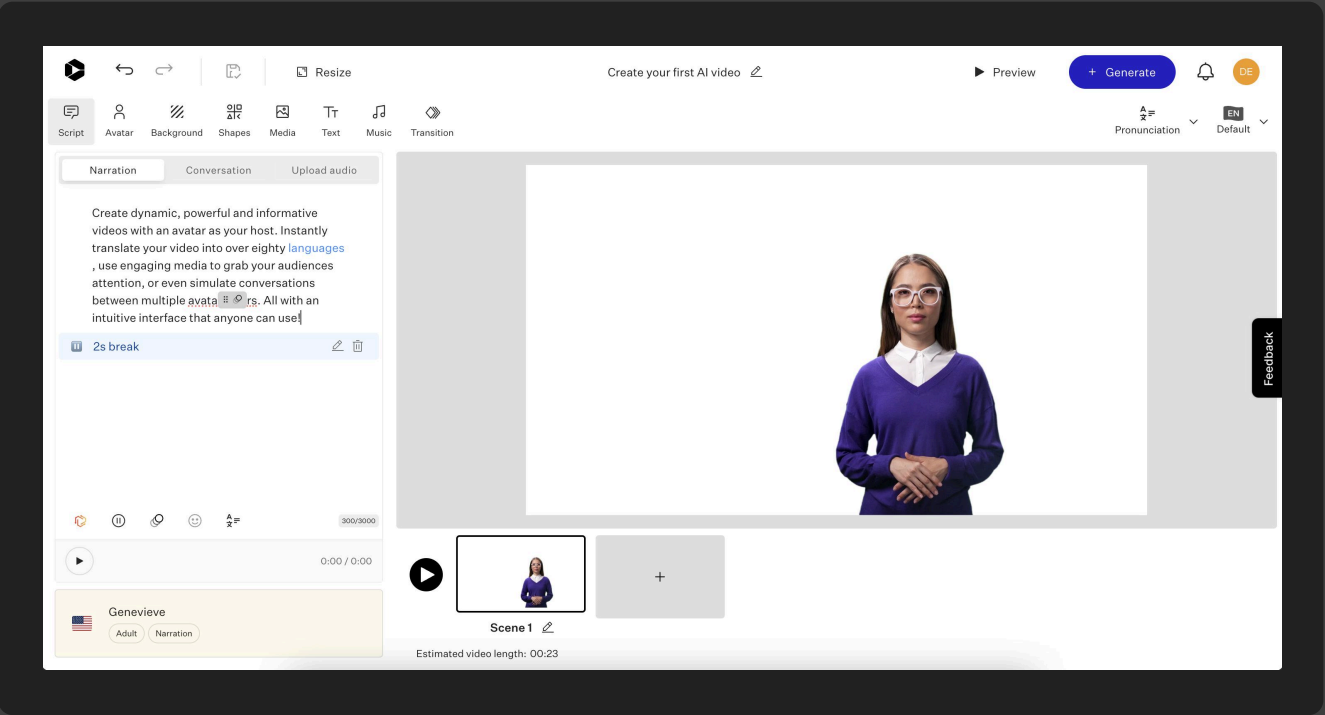
Colossyan Creator - Layout 2.0

2024 - Staff Product Designer

PRODUCT

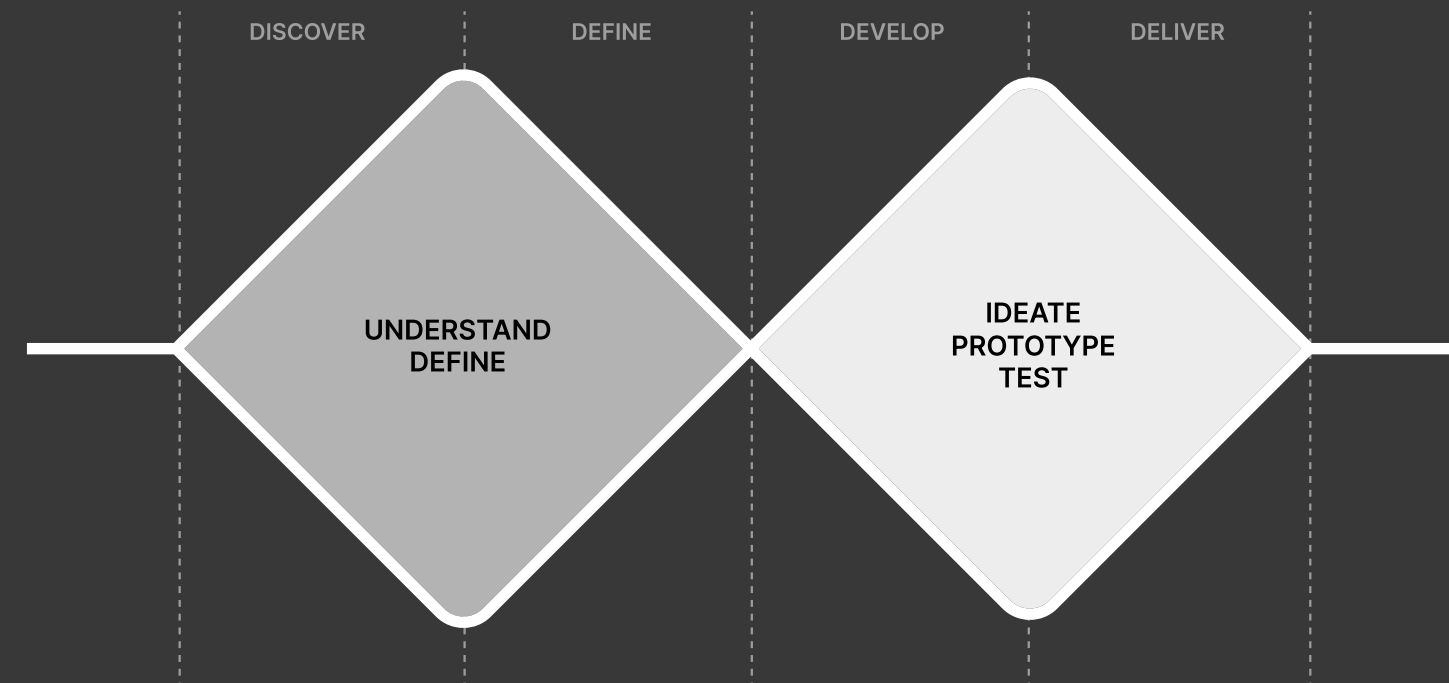
Colossyan Creator is an AI-powered video generation platform that allows users to create professional-looking videos with AI avatars.

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

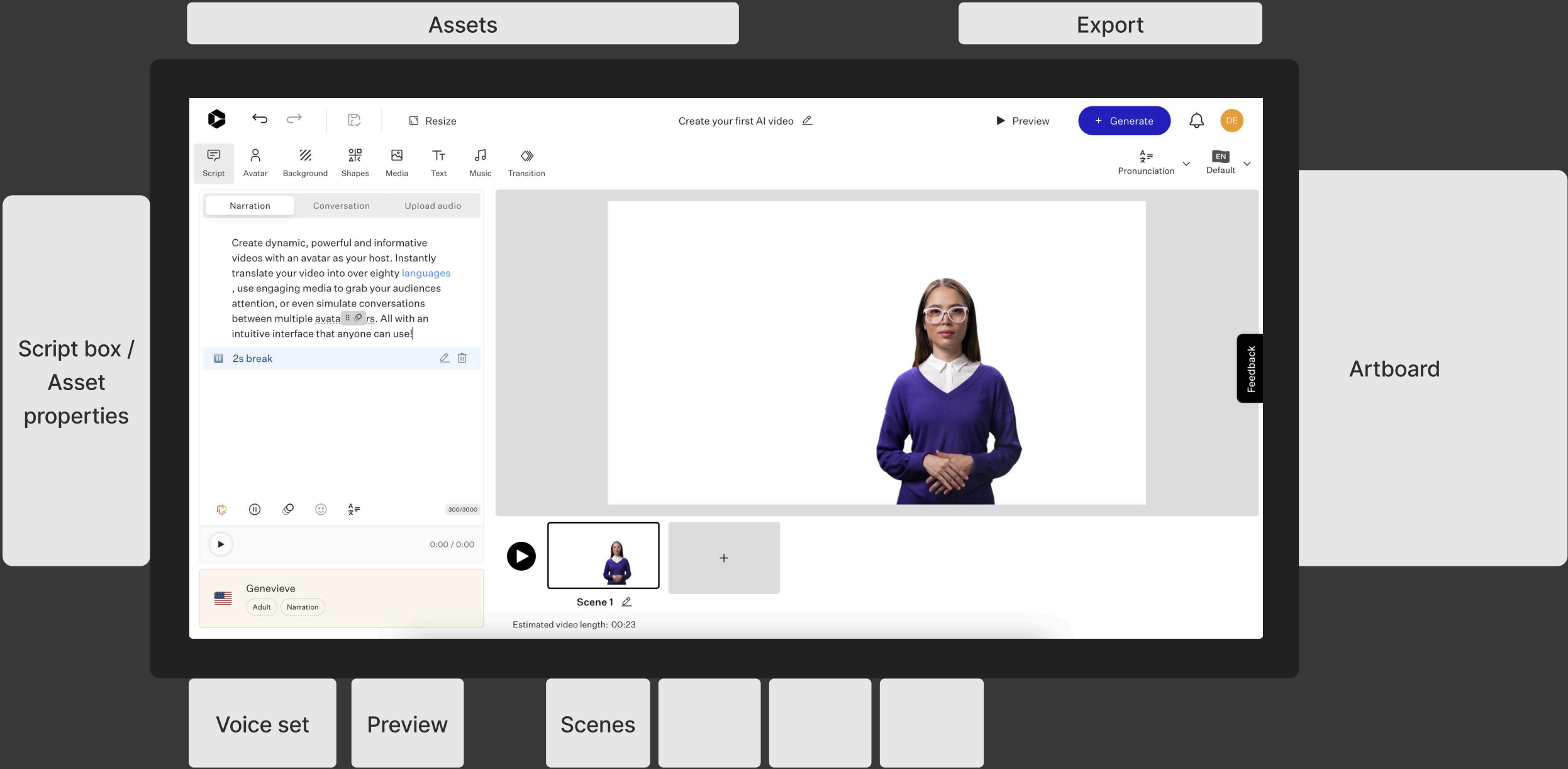
DEVELOP A SOLUTION

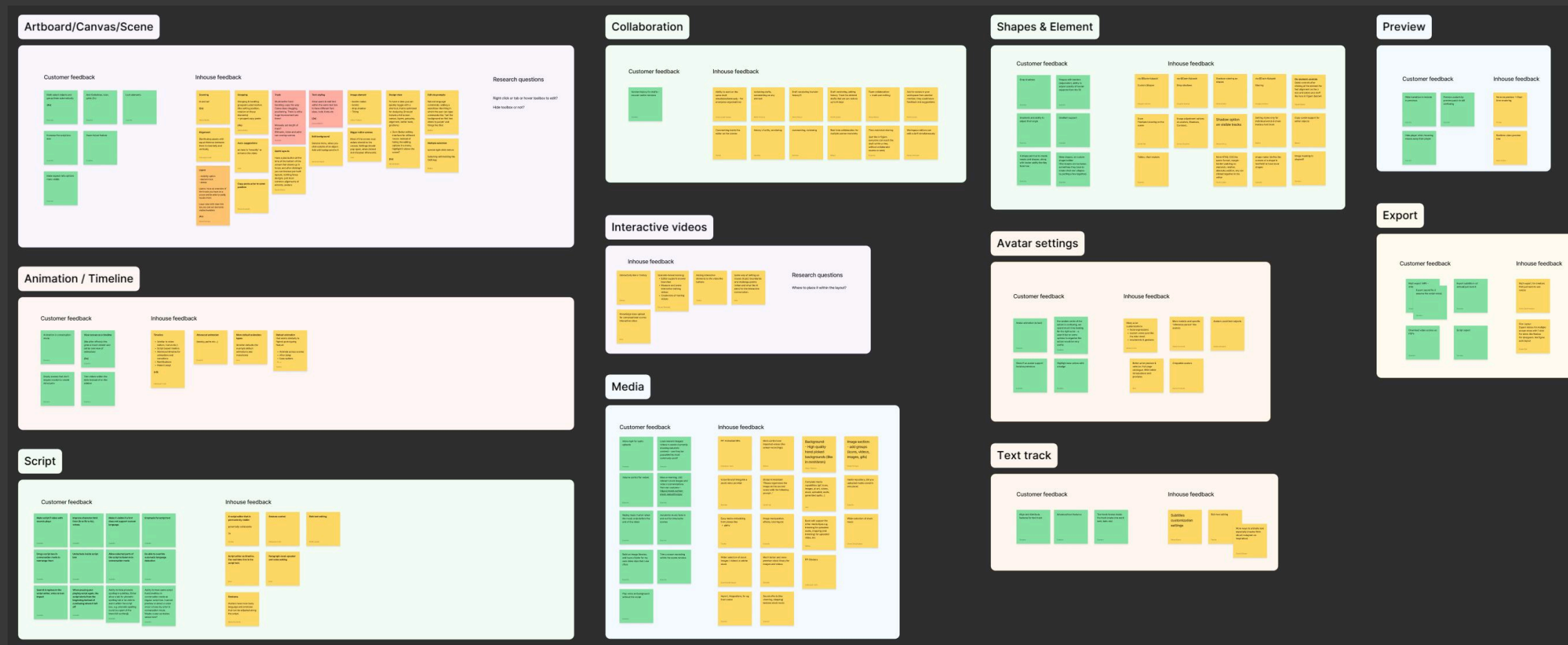
The second diamond is about ideating, prototyping, and testing to find a suitable solution. The develop phase is a busy stage of the Double Diamond framework where teams use various tools and methods, including:

- 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.





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

- Access asset properties efficiently:

- Media
- Avatars
- Animation

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 for UI refactor
Core Scripting	Add/Edit/Delete/Copy/Paste Script	125.3	100%	125.3	High frequency. Must be easily accessible and highly efficient.
Avatar Management	Add/Edit/Delete Avatar	12.7	100%	12.7	Also high frequency. The user must be able to add, delete and edit the avatar quickly
Break Management	Add/Edit/Delete Pause	11.2	65%	7.28	Important, but potentially less critical than script editing. Consider secondary placement.
Core scripting	Edit with AI	10.1	45%	4.55	Moderate frequency. The user must be able to quickly and easily edit AI voices.
Voice Preview	Voice Preview	10.3	30%	3.09	Sub-action; confirms the importance of the main "Voice Preview" action.
Scene Management	Edit Scene Name	3.6	40%	1.44	Relatively important and easy to find
Scene Management	Add New Scene	3.7	30%	1.11	Moderate importance; ensure ease of creation.
Voice Editing	Set Another Tone	4.7	23%	1.08	Still moderately used, justify placement through additional user testing.
Scene Management	Reorder Paragraphs	3.9	20%	0.78	Needs to be quick, drag and drop may be useful
Narration	Set Narration Only	4.2	15%	0.63	Potentially consolidate with voice edit controls.
Scene Management	Reorder Speakers	3.3	18%	0.59	drag and drop may be useful to reorder
Voice Editing	Speed	3.1	12%	0.37	Could be integrated into a more advanced settings or adjustment panel.
Animation	Add/Edit/Delete Animation Marker	4.2	8%	0.34	Consider context sensitivity: only show if relevant.
Voice Preview	Download Voice Preview	1.1	12%	0.13	Infrequent. Can be placed in a secondary menu or more detailed settings.
Voice Editing	Similarity	2.1	4%	0.08	Can be grouped with other fine-tuning options.
Voice Editing	Style Exaggeration	1.5	2%	0.03	Low priority for prominent placement.
Pronunciation	Add/Edit/Delete Pronunciation	1.2	2%	0.02	Consider placement in voice setting, or add advanced settings
Emotion	Add/Edit/Delete Emotion	0.1	0.20%	0	Place with less used features in advanced settings
Pronunciation	Open Global Pronunciation	0.4	1%	0	place with less used features in advanced settings
Voice Editing	Stability	0.3	1%	0	Group with other less used features in more advanced options.
Audio	Play Audio	0.2	0.80%	0	place with less used features in advanced settings
Audio	Adjust Audio Volume	0.2	0.60%	0	place with less used features in advanced settings
Audio	Upload/Change/Delete Audio	0.2	0.50%	0	Place with less used features in advanced settings

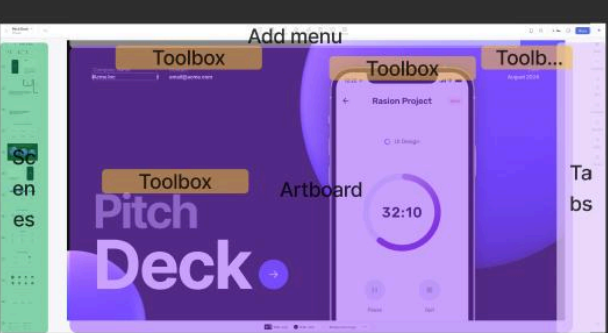
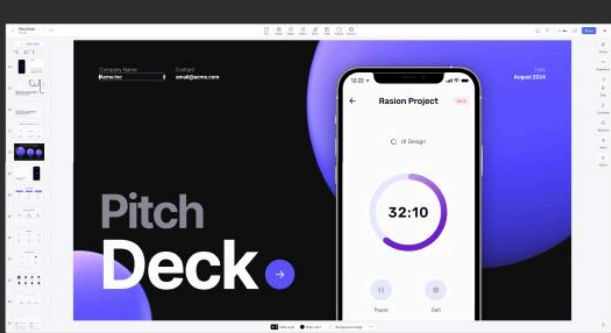
COMPETING SOLUTIONS

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

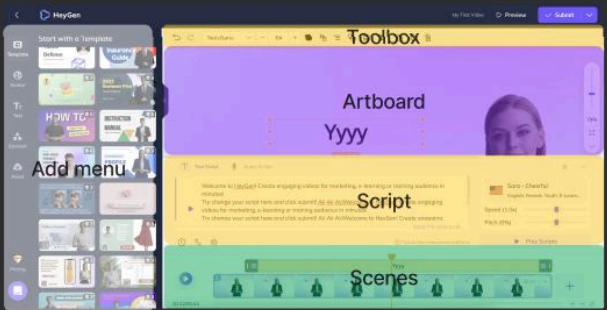
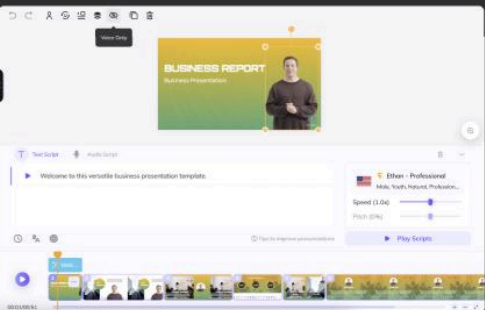
Synthesia (resizable)



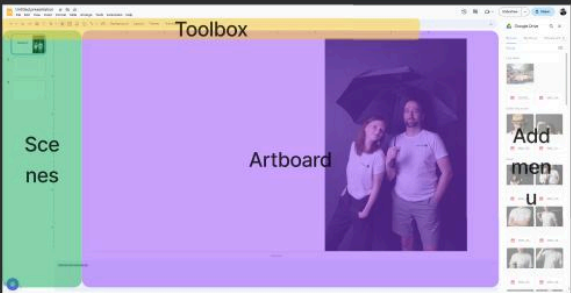
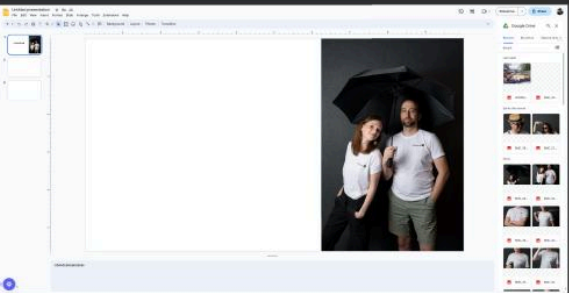
Pitch (floaters)



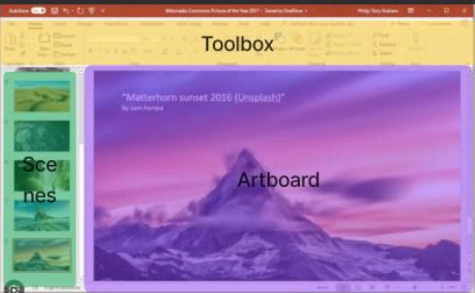
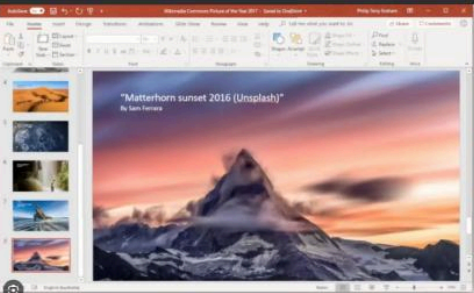
HeyGen (collapsable)



Google slides (legacy)



PowerPoint (legacy)

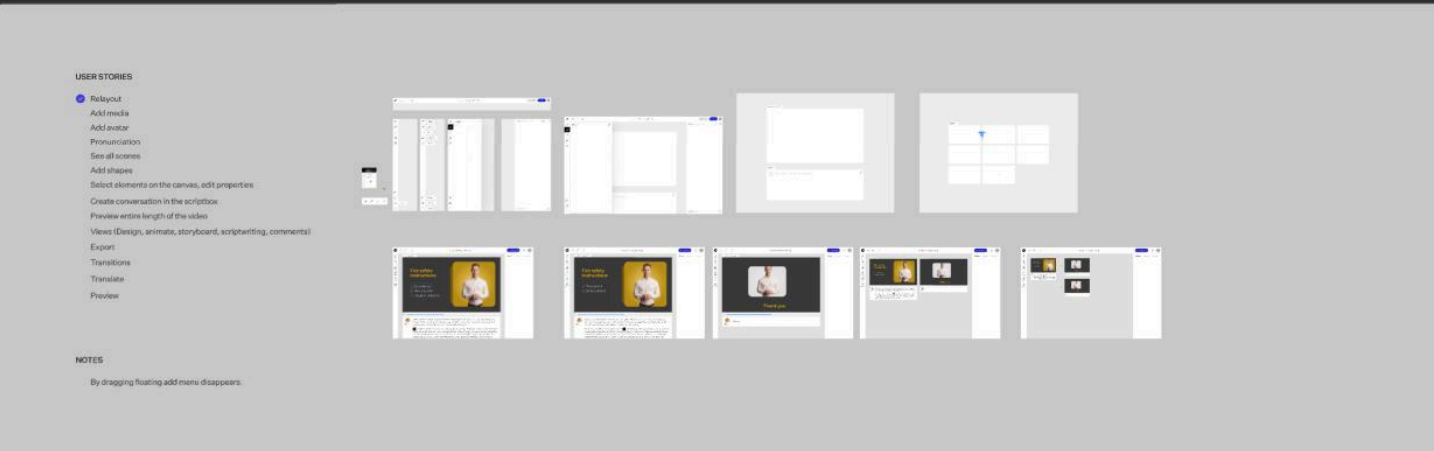


HOW MIGHT WE QUESTIONS

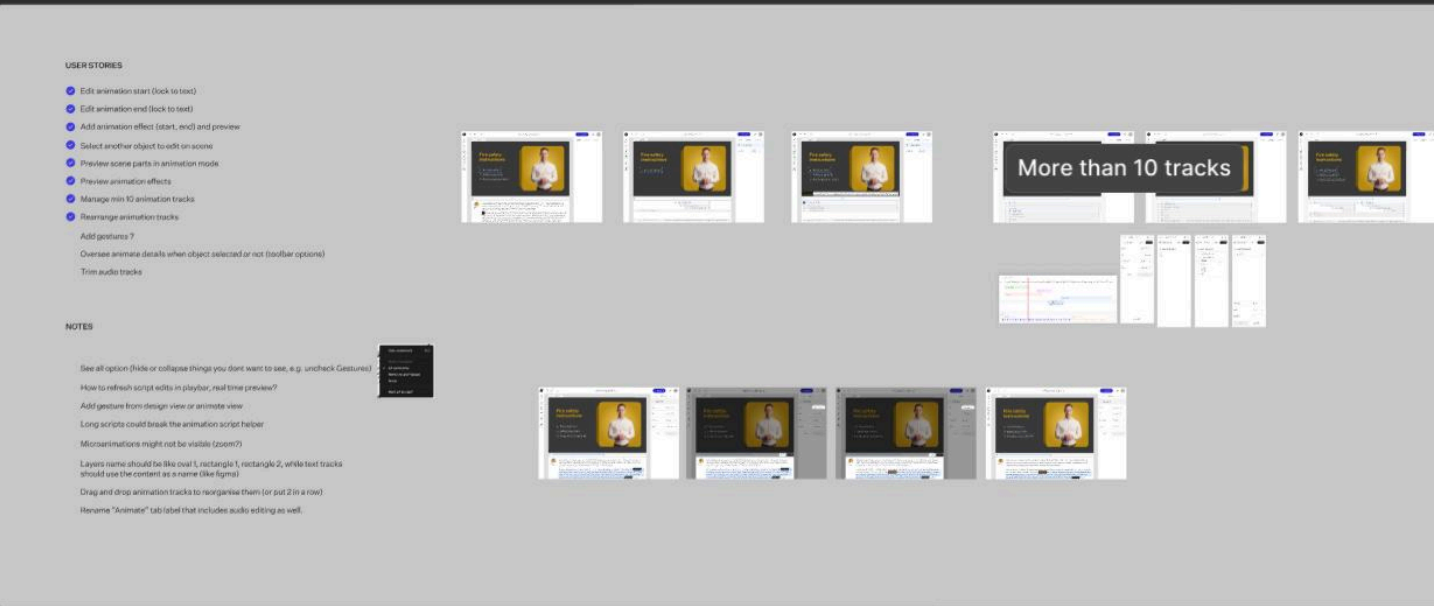
As the next step I held a workshop with key stakeholders to create HMW questions for the most frequent pain points:

- 💡 HMW improve the layout to support better artboard workflows?
- 💡 HMW allow creators to access script properties more efficiently?
- 💡 HMW allow creators to edit properties of assets more simply?
- 💡 HMW handle animation timing that is based on the script?
- 💡 HMW manage comments within the new layout?
- 💡 HMW provide a clear scenes overview for the creators?

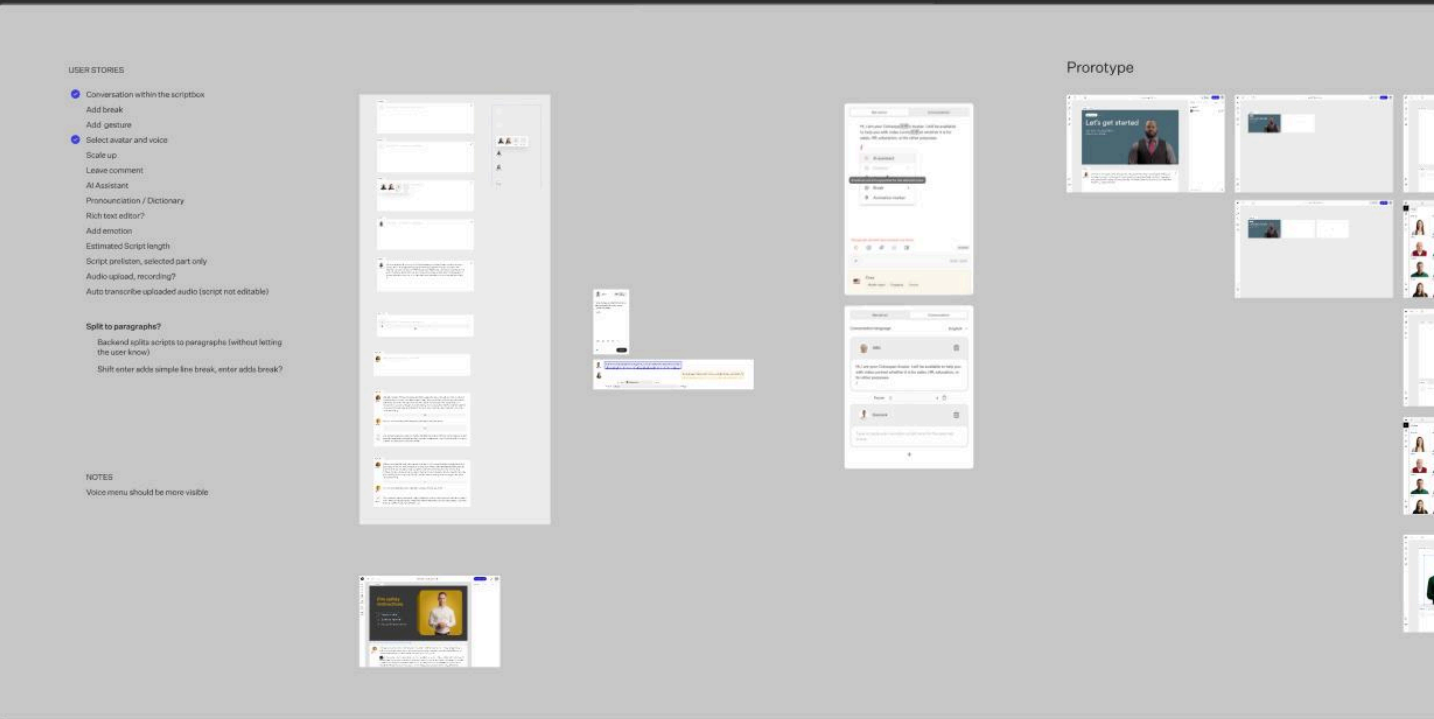
Relayout



Animate view



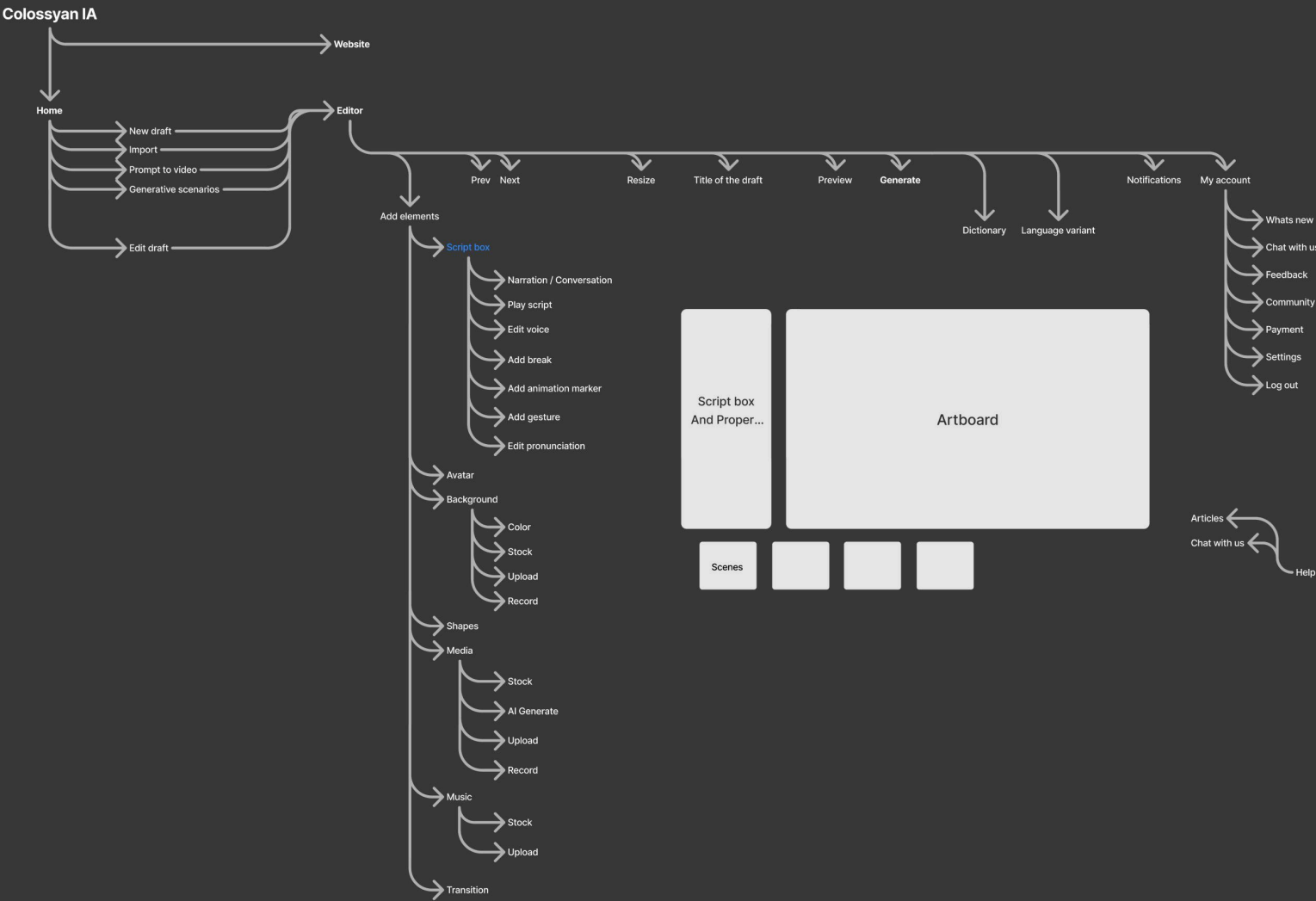
Script editing



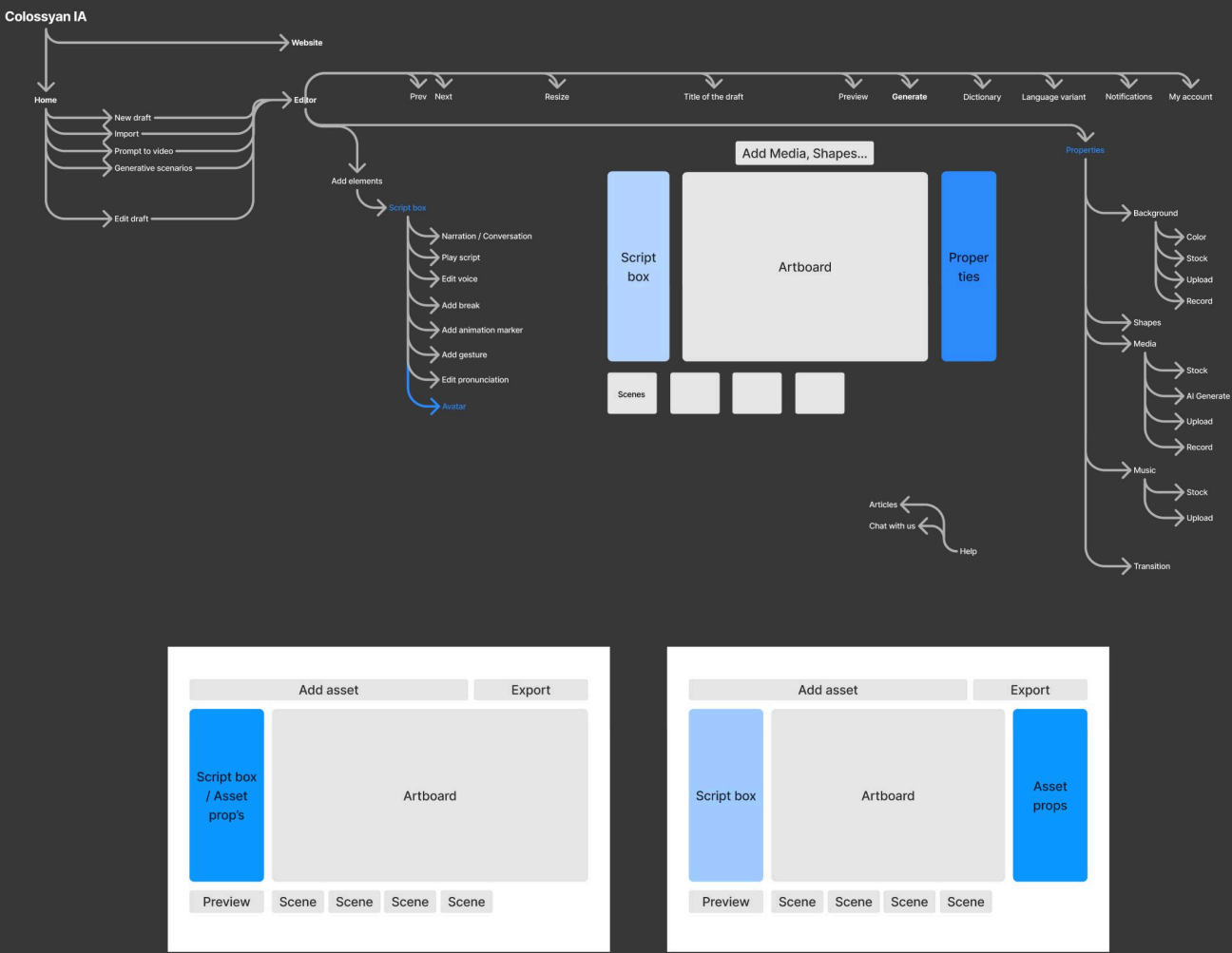
INFORMATION ARCHITECTURE

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.

Status quo



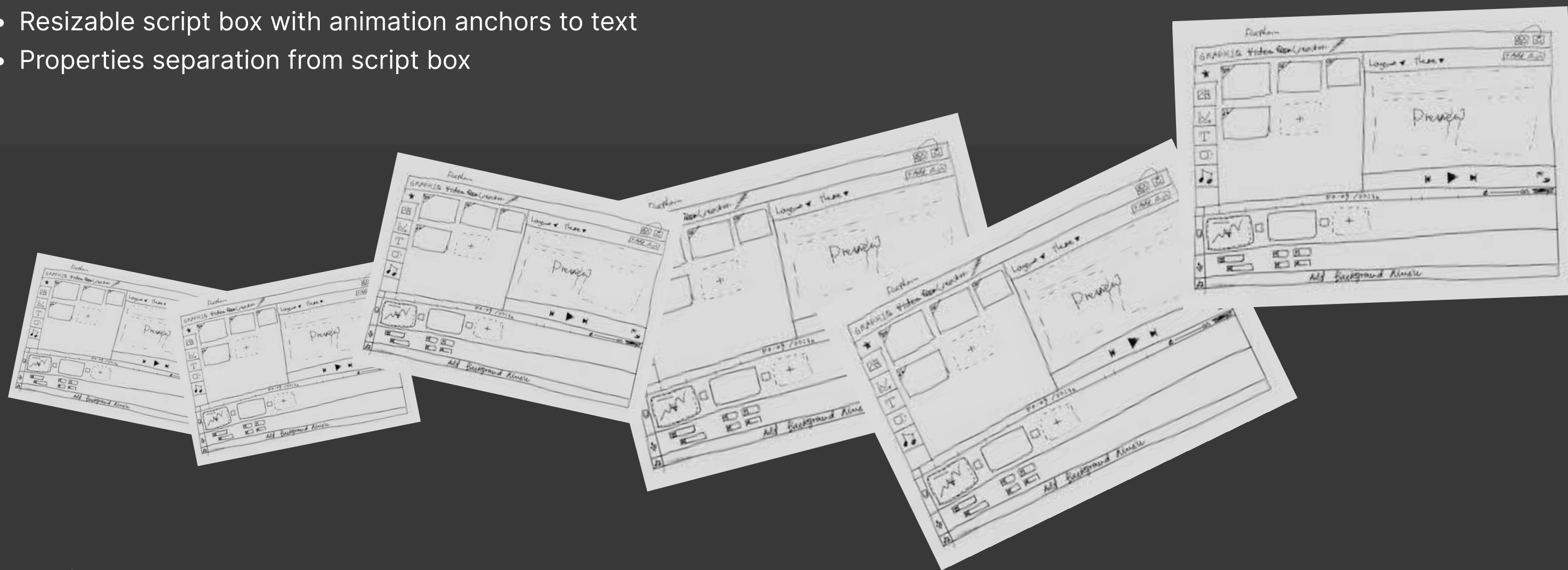
Proposal



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.

✕

Layout 1

File menu

Export

Assets

Artboard

Script box

Animate

Properties / scenes

Overview

Scenes

Resizable script

Properties

Animate

Preview

✓

Layout 2

File menu

Assets

Export

Script box

Artboard

Scenes

Properties

Overview

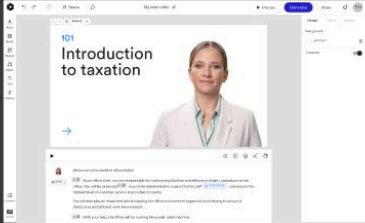
Scenes

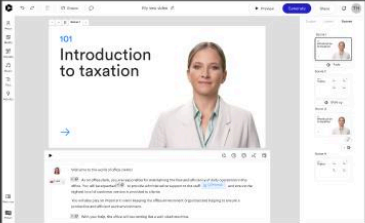
Resizable script

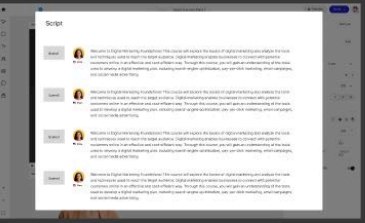
Properties

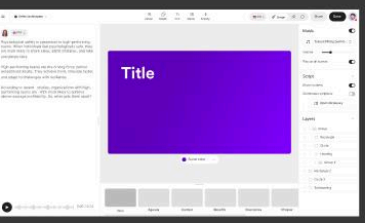
Animate

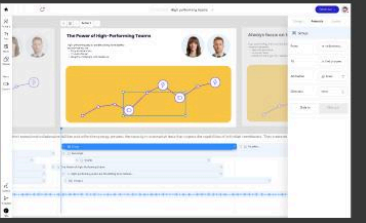
Preview

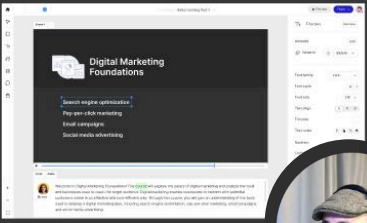





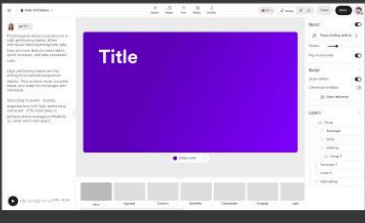


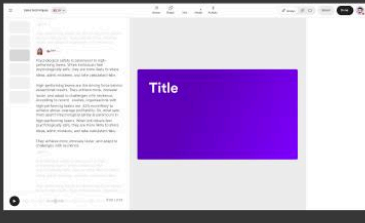


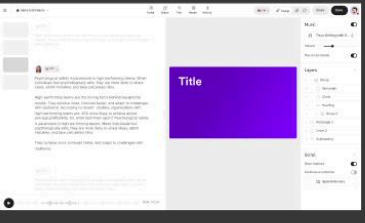


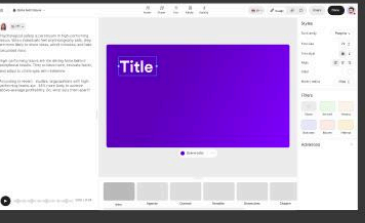


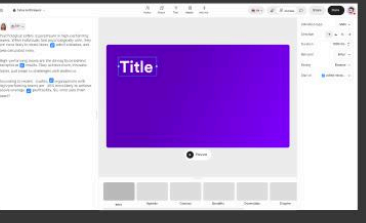


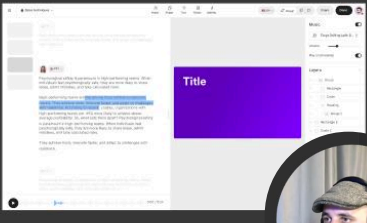









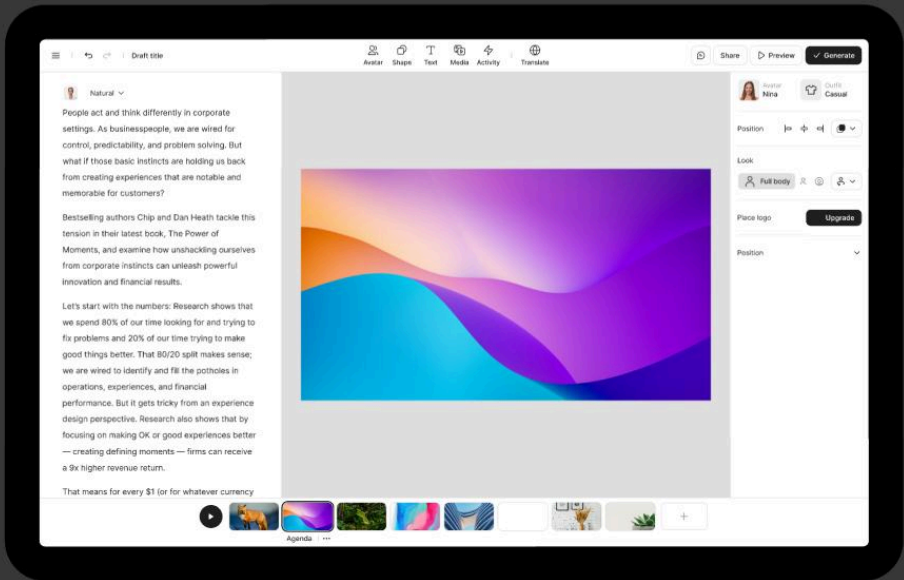




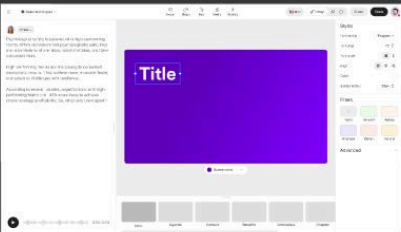


PROPOSAL

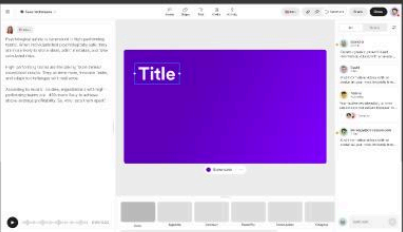
Based on the usability feedback I iterated on the wireframes and built fully functional prototypes from newly built components that were introduced to the design system.



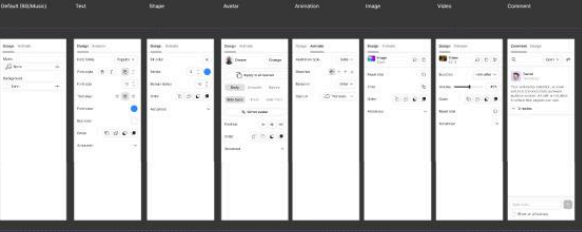
Properties



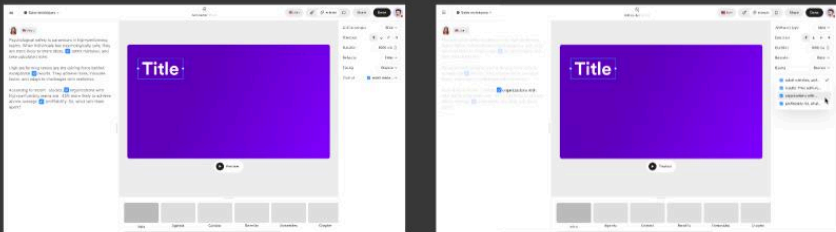
Properties: Commenting



Properties components



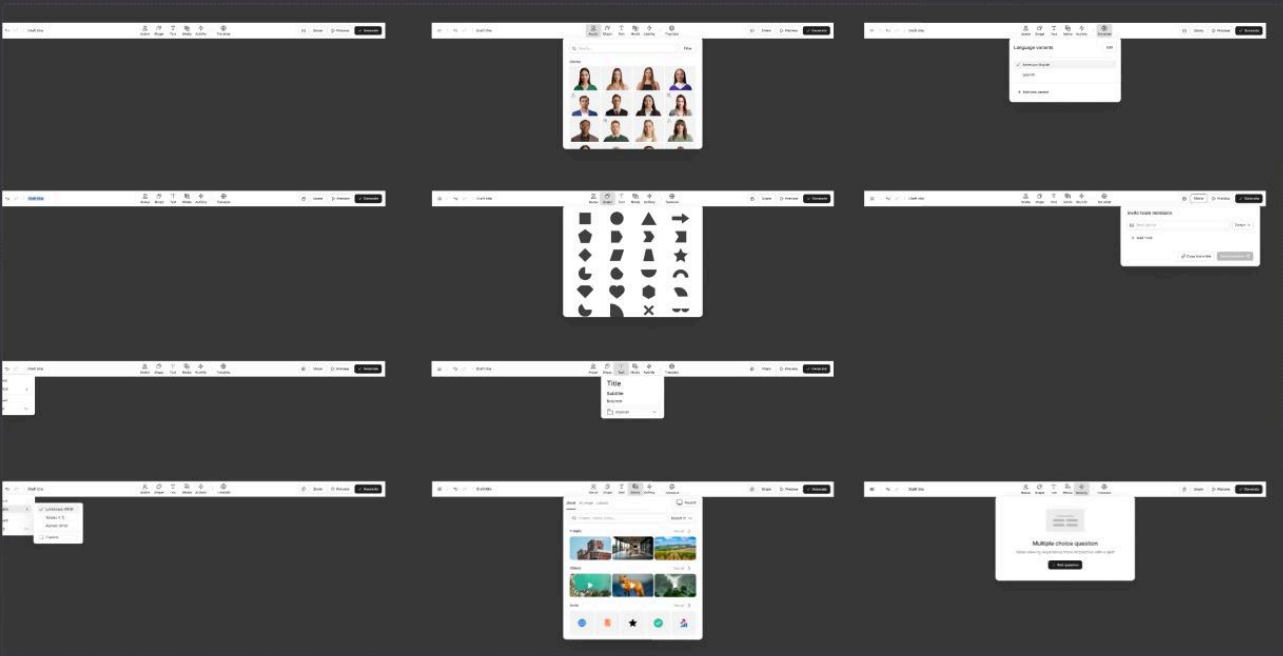
Animate



Add assets



Add assets components



Scenes components

