

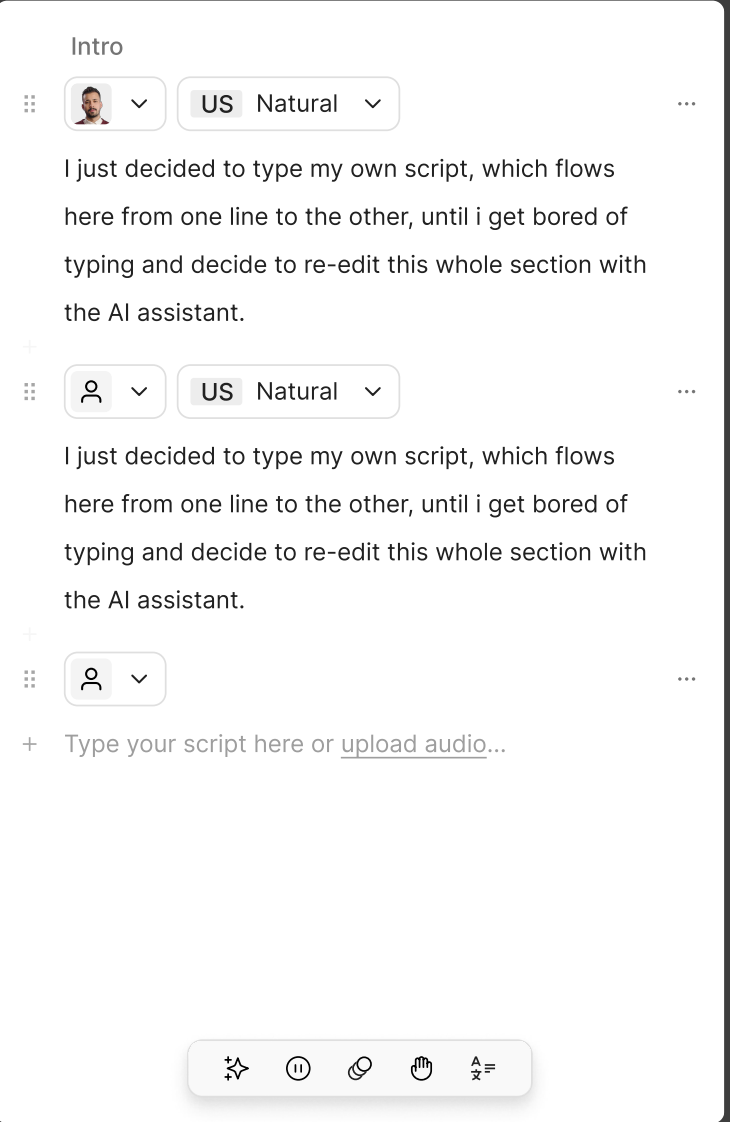
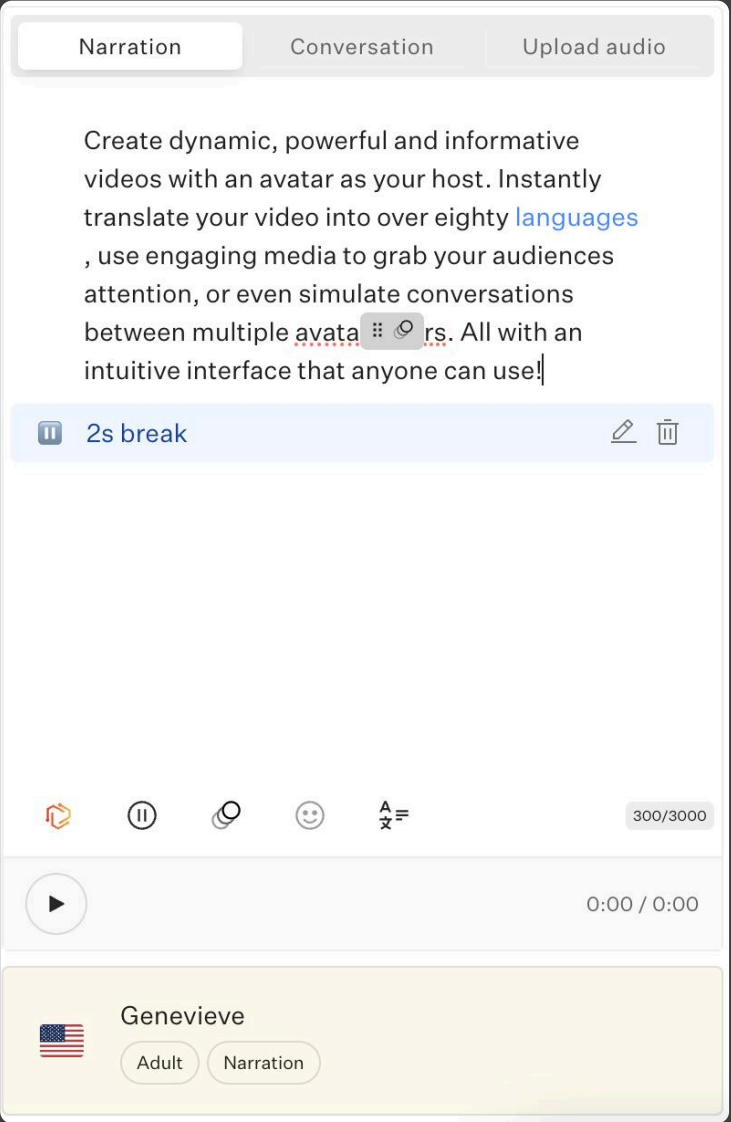
Colossyan Creator - Script box

2024 - Staff Product Designer

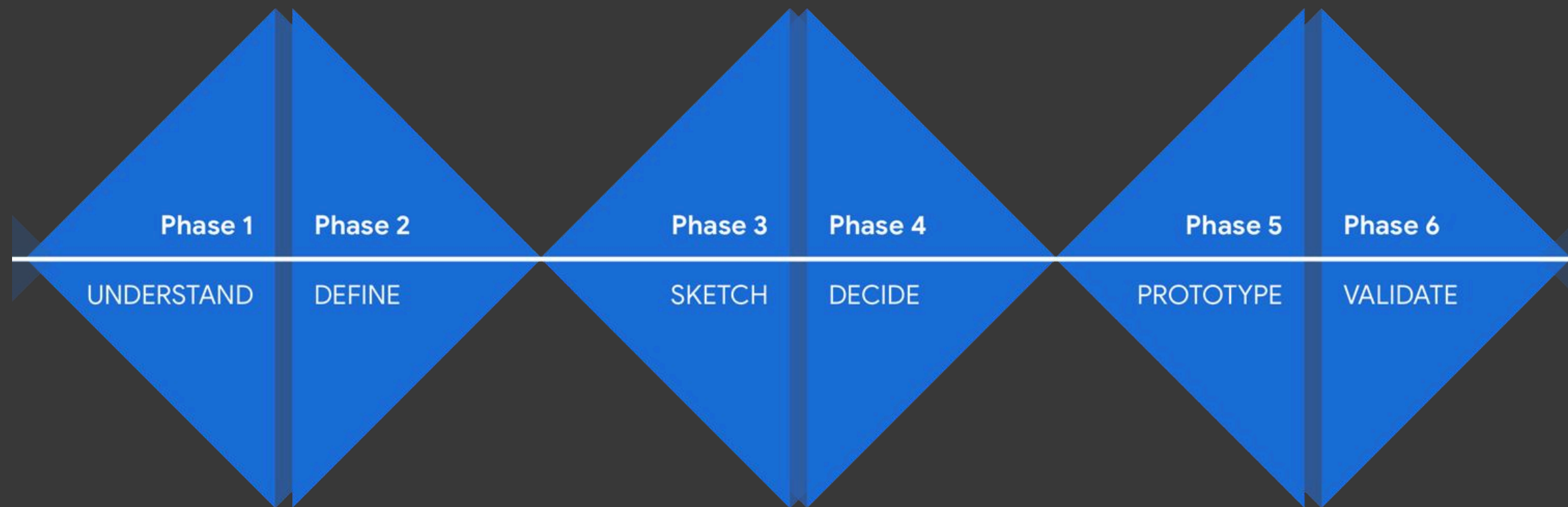
PRODUCT

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



Google Design Sprint

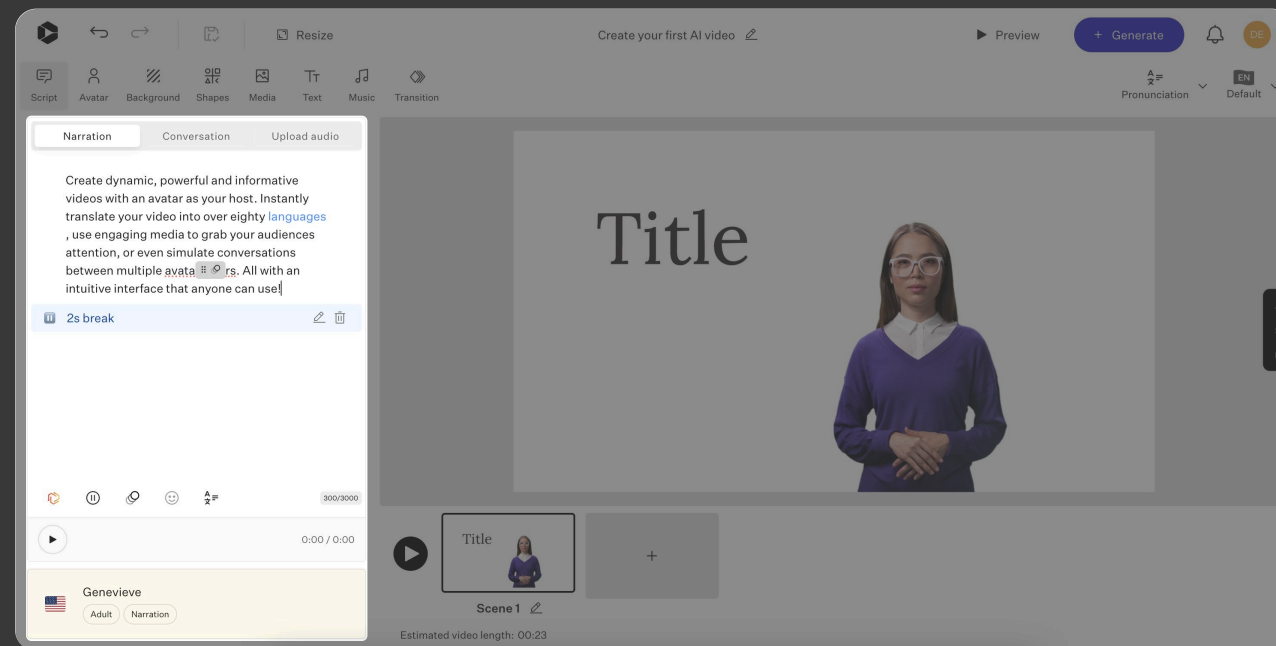
The Google Design Sprint is often considered better than the British Council's Double Diamond for product design because it is faster, more structured, and outcome-driven. While the Double Diamond focuses on broad exploration with a long discovery and refinement process, the Google Design Sprint compresses decision-making into five days, enabling teams to prototype and test solutions rapidly.

This makes it ideal for startups and innovation-driven teams that need to validate ideas quickly, whereas the Double Diamond is more suitable for long-term research and policy-driven projects. The Design Sprint follows six phases: Understand, Define, Sketch, Decide, Prototype, and Validate.

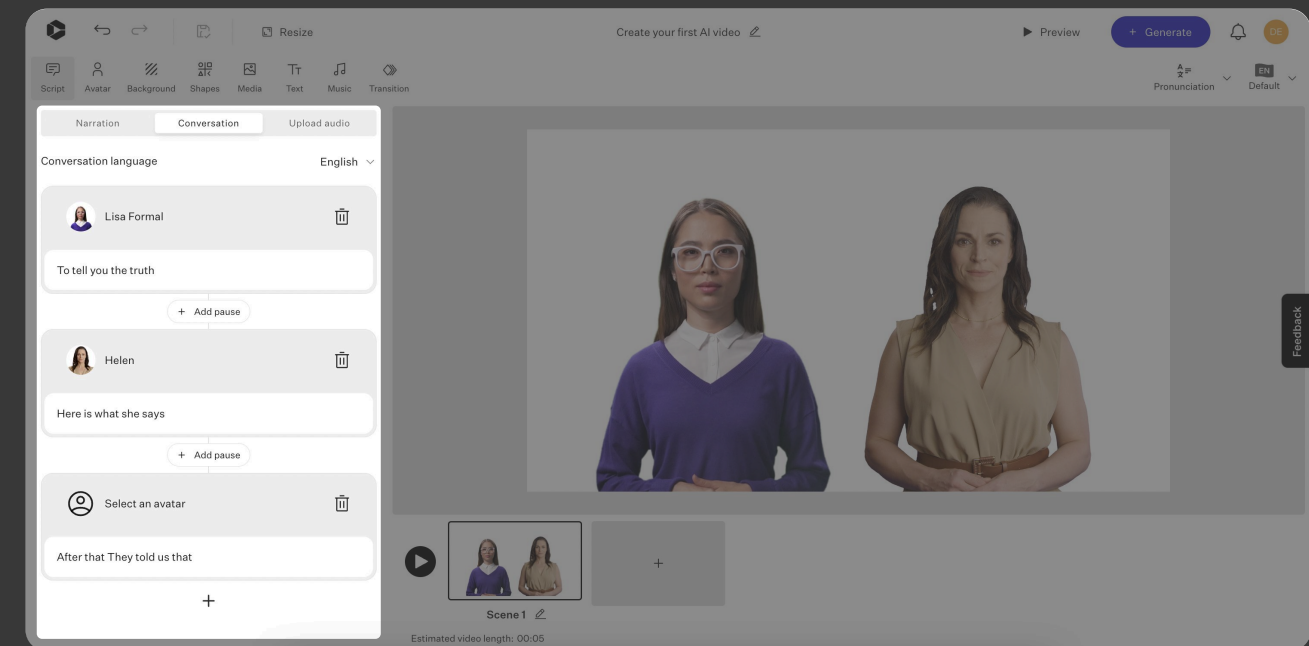
LAYOUT

The script box consist of two main views based on the type of the video created:

Narration



Conversation



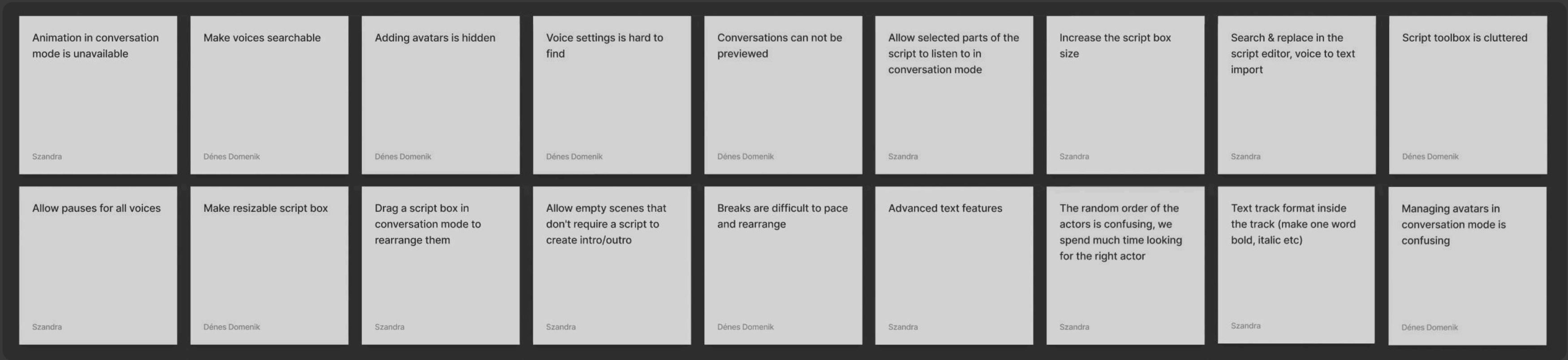
Mode select

Script box

Tools

Preview

Voice set



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.

- Manipulating the script more efficiently:

- Add and edit avatars
- Manage voice settings
- Rearrange paragraphs
- Manage conversations

- Using the script toolbox:

- Add and edit pauses
- Fix pronunciation issues
- Handle animation cues
- Manage converstions

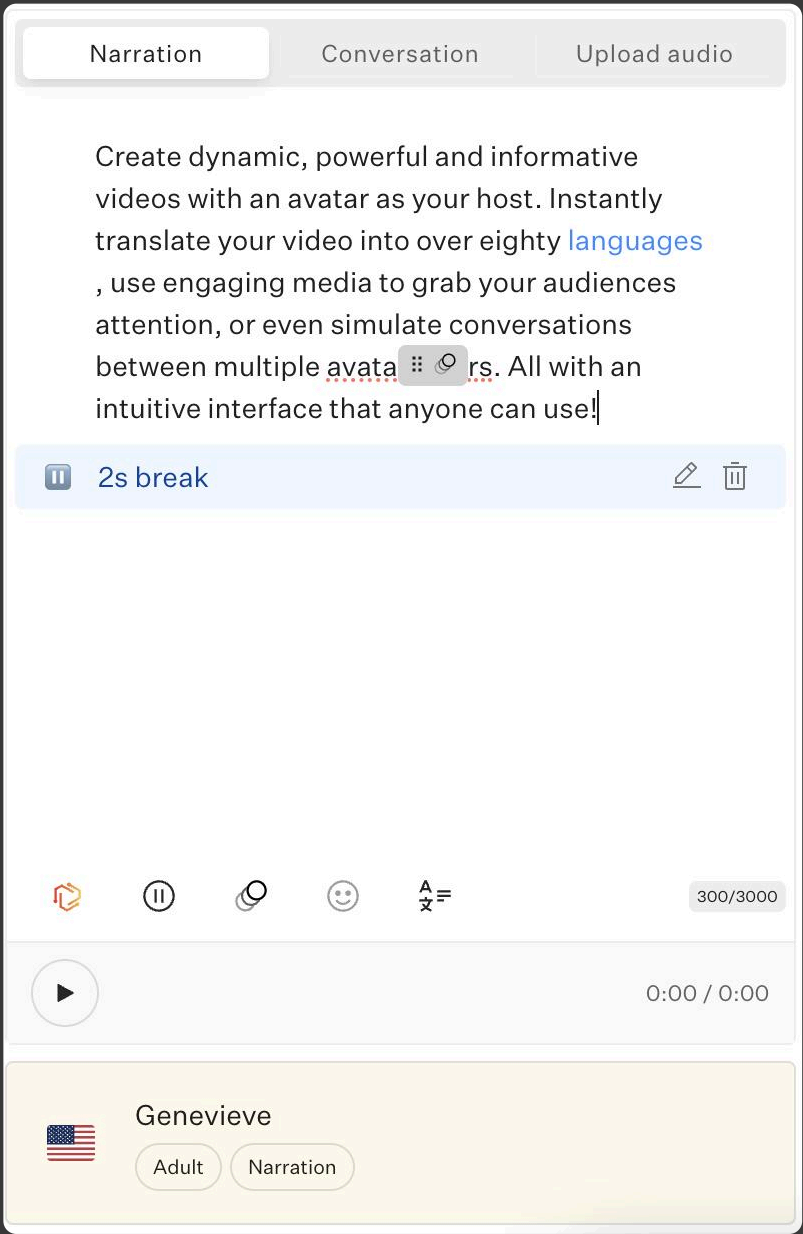
HOW MIGHT WE QUESTIONS

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

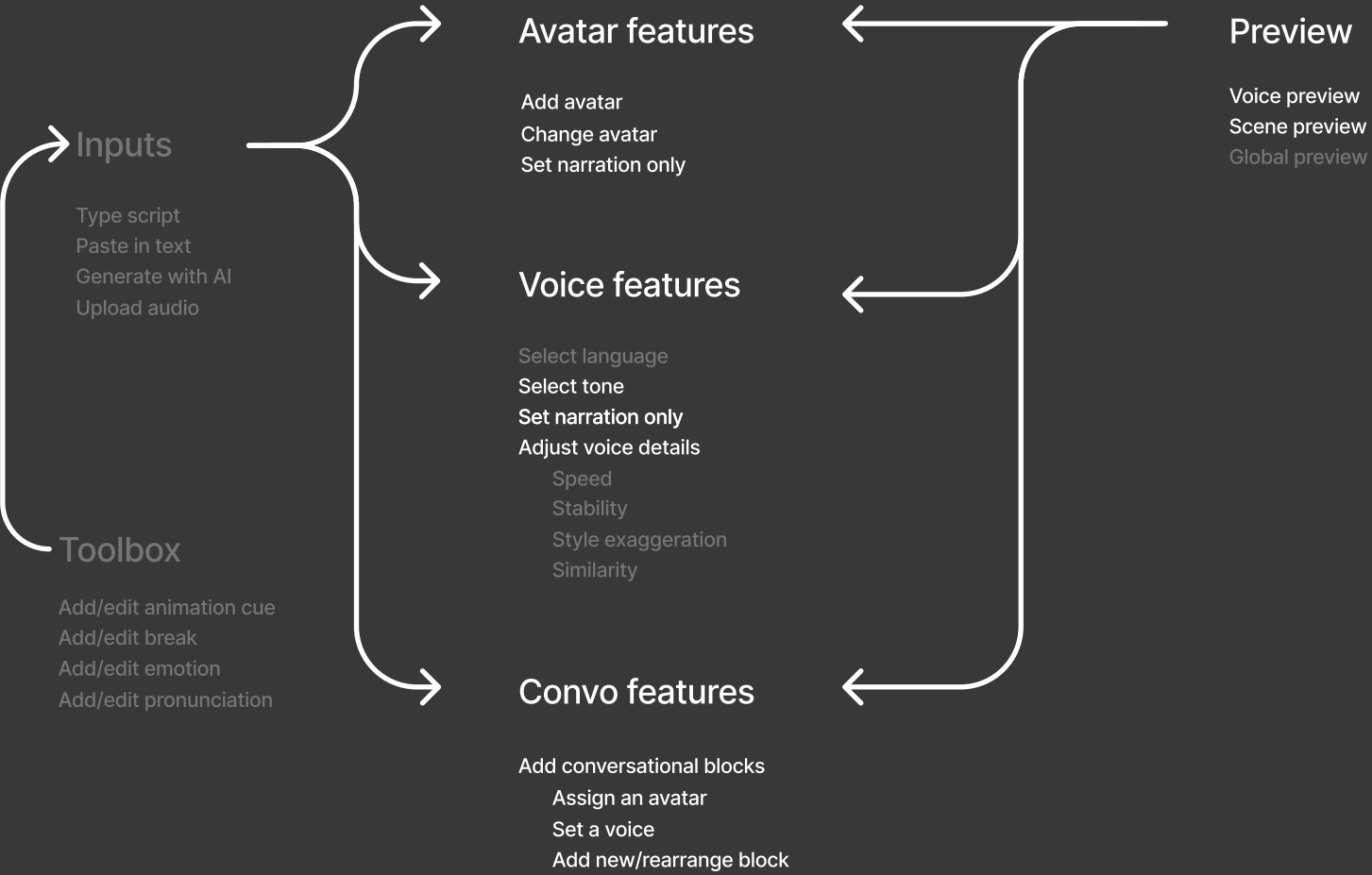
- 💡 HMW make it easier to create and edit conversations with multiple avatars?
- 💡 HMW provide users with advanced control over voice and avatar settings?
- 💡 HMW enhance script preview functionality for better visualization?
- 💡 HMW allow creators to manage pauses more efficiently?

DISCOVER DEPENDENCIES

Then I created a feature map for a clear overview, to discover dependencies, define the scope and to support project planning.



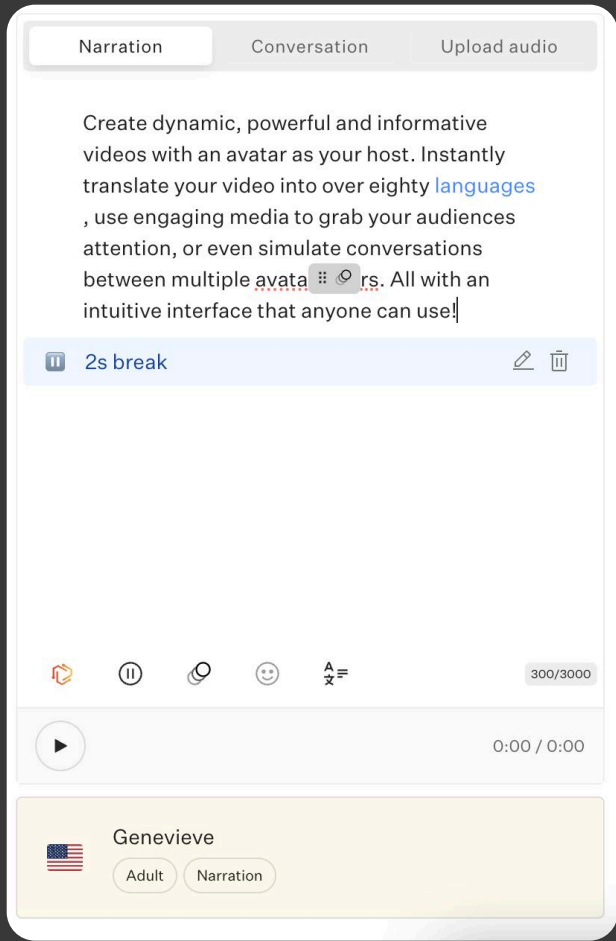
SCRIPT BOX: FEATURE MAP



BENCHMARK

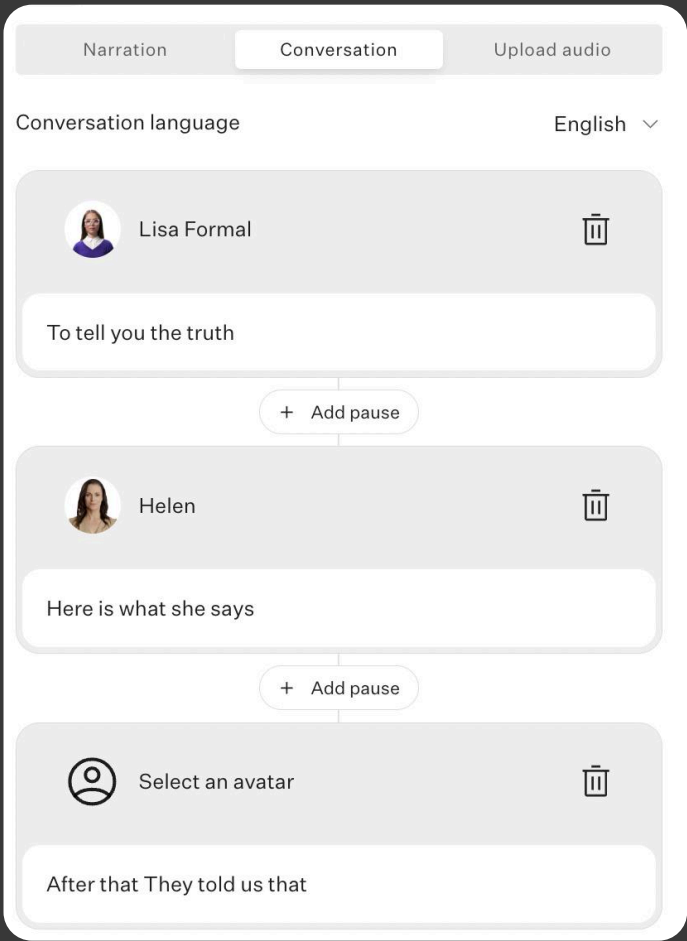
I identified key user scenarios in our target users based on the average number of avatars used per scene. We set this as a benchmark for measuring project success.

Presentation

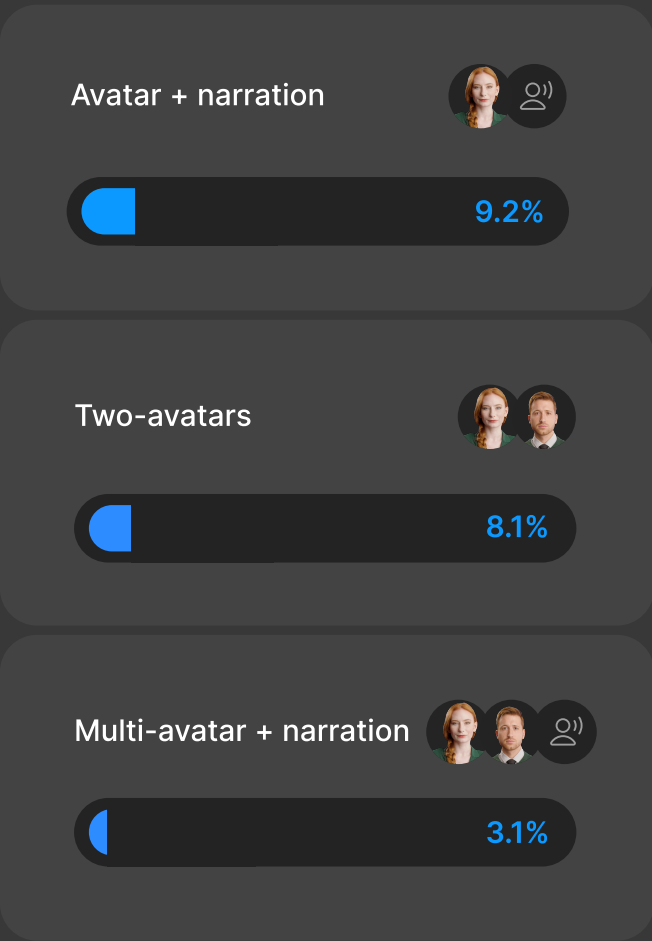
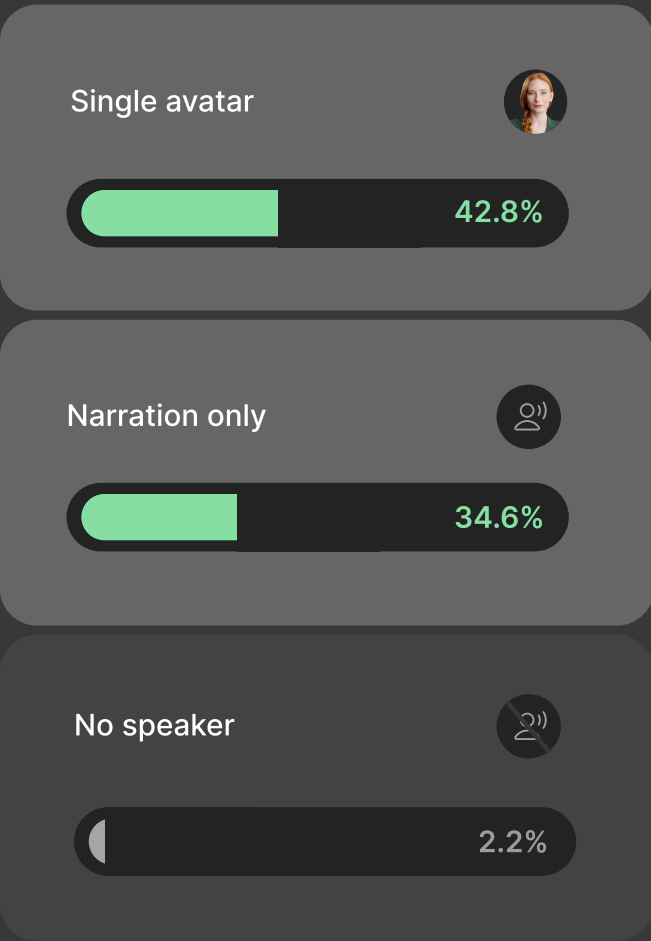


Target users: Generated a more than 3 scene long video at least once in the last 2 consecutive months

Conversation



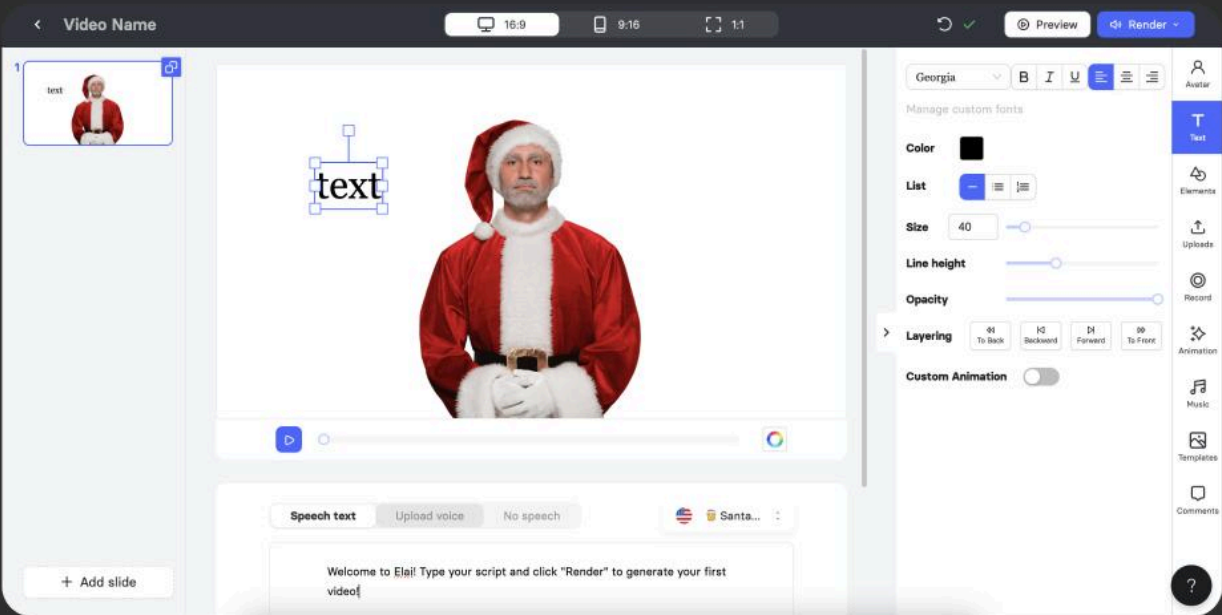
Average number of turns in conversations: 3.8



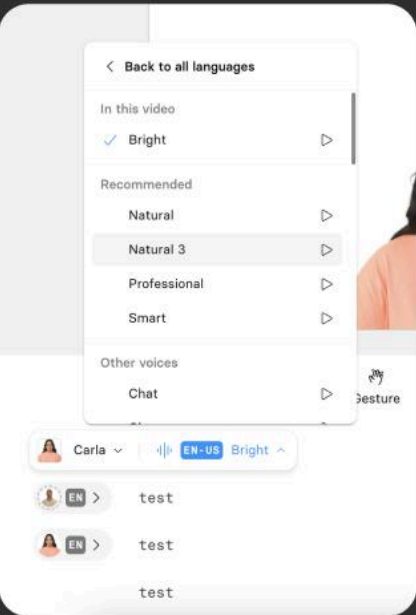
COMPETING SOLUTIONS

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

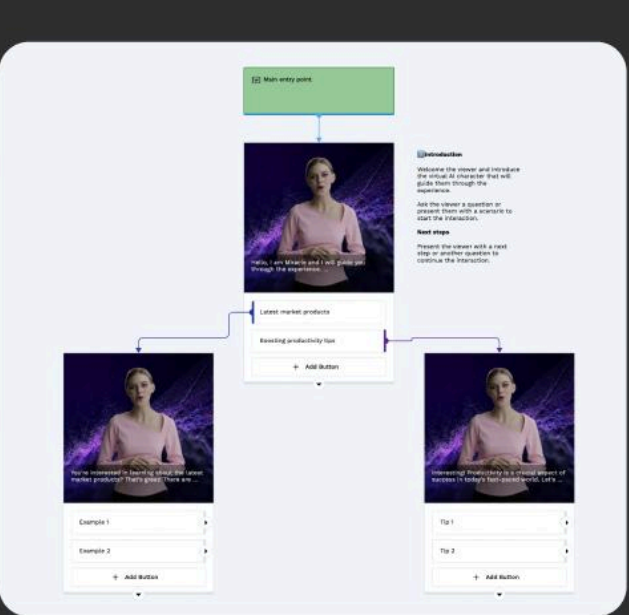
Synthesia



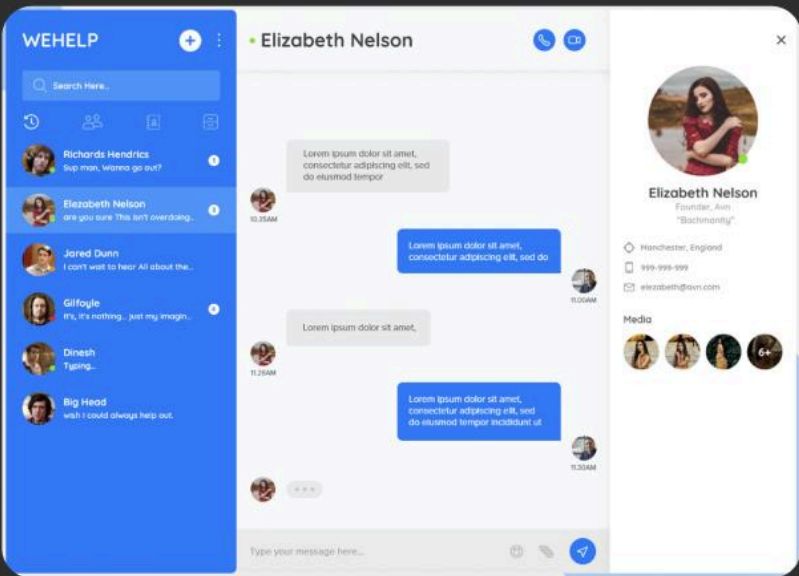
Synthesia - voice



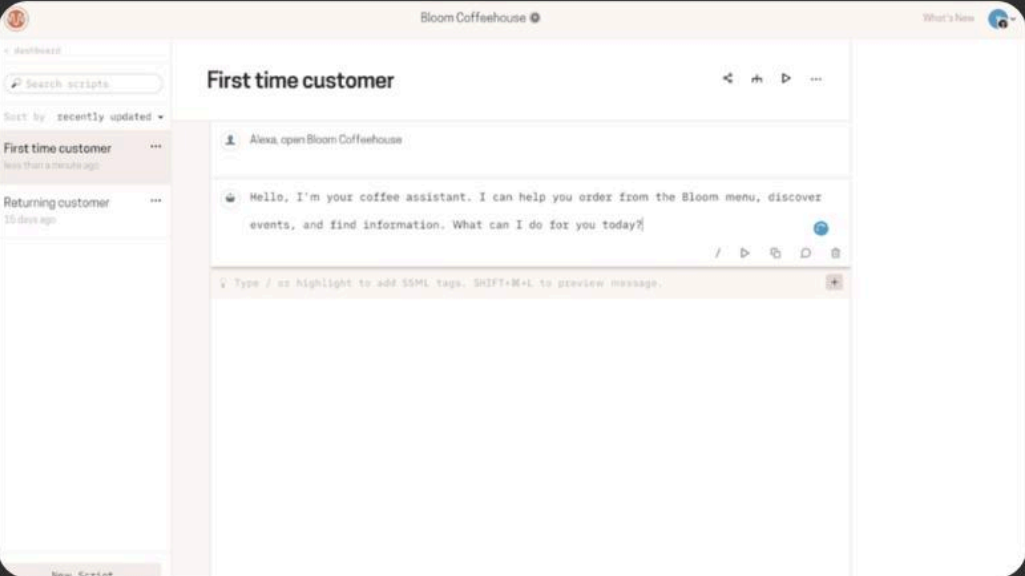
Interaction flow



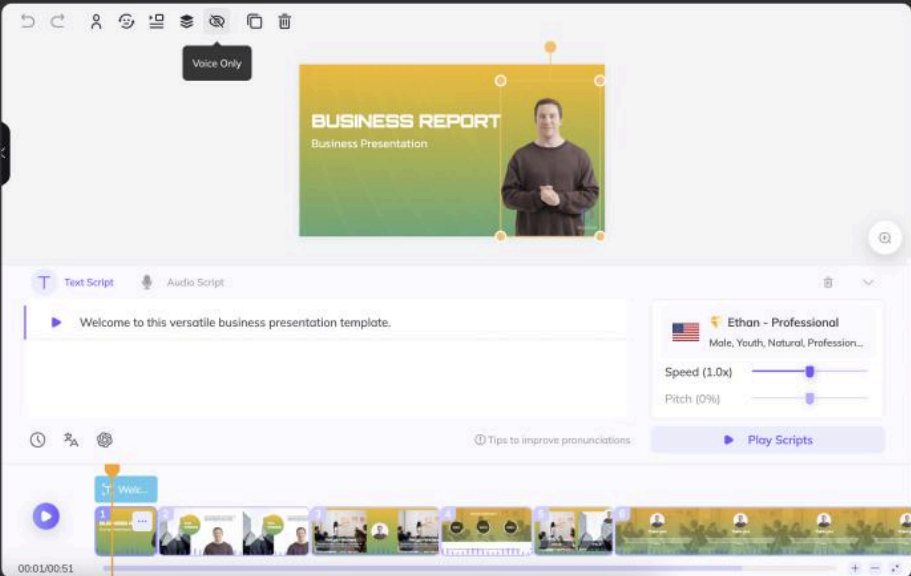
Conversation builder



Conversation builder



HeyGen



IA AND FLOWS

I mapped out the information architecture of each feature and refactored it based on the user flows.

IA: Avatar & Voice settings in separate select or a combined one.



AFFECTED

User story 04: Edit voice by previewing voices

version 1

Avatar & voice dropdown

Change voice

Voice settings

Preview sample text

version 2

Avatar dropdown

Voice dropdown

Preview voice 1 with my script

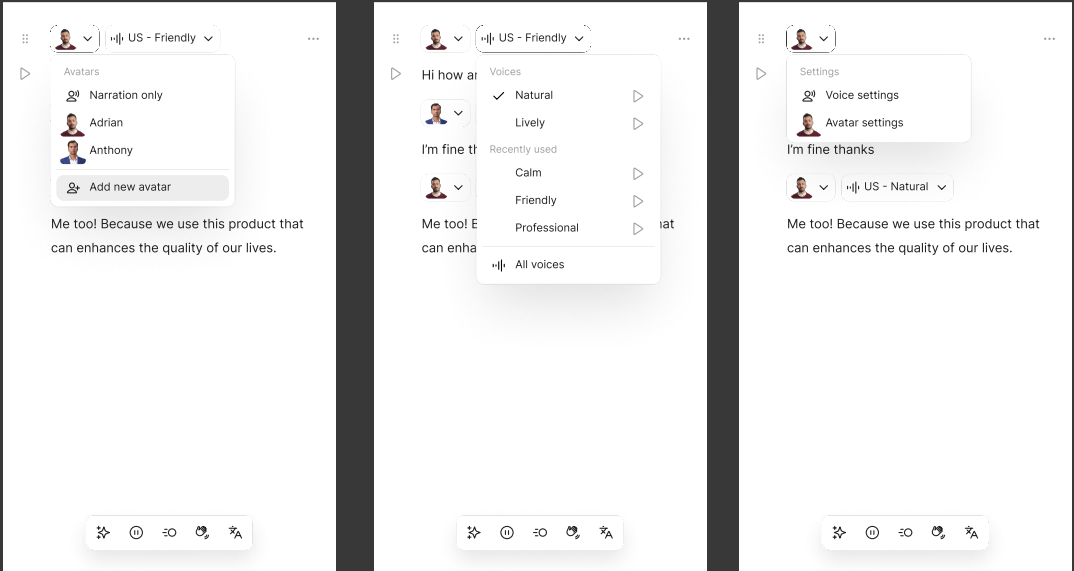
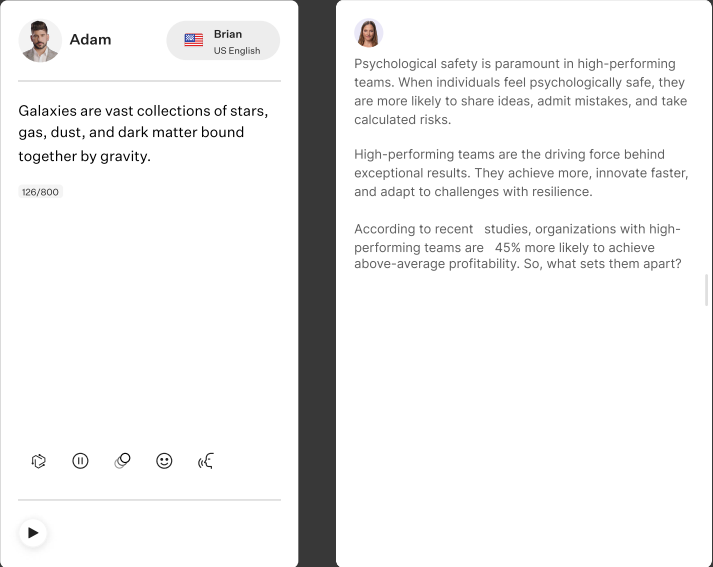
Preview voice 2 with my script

Preview voice 3 with my script

Preview voice 4 with my script

Preview voice 5 with my script

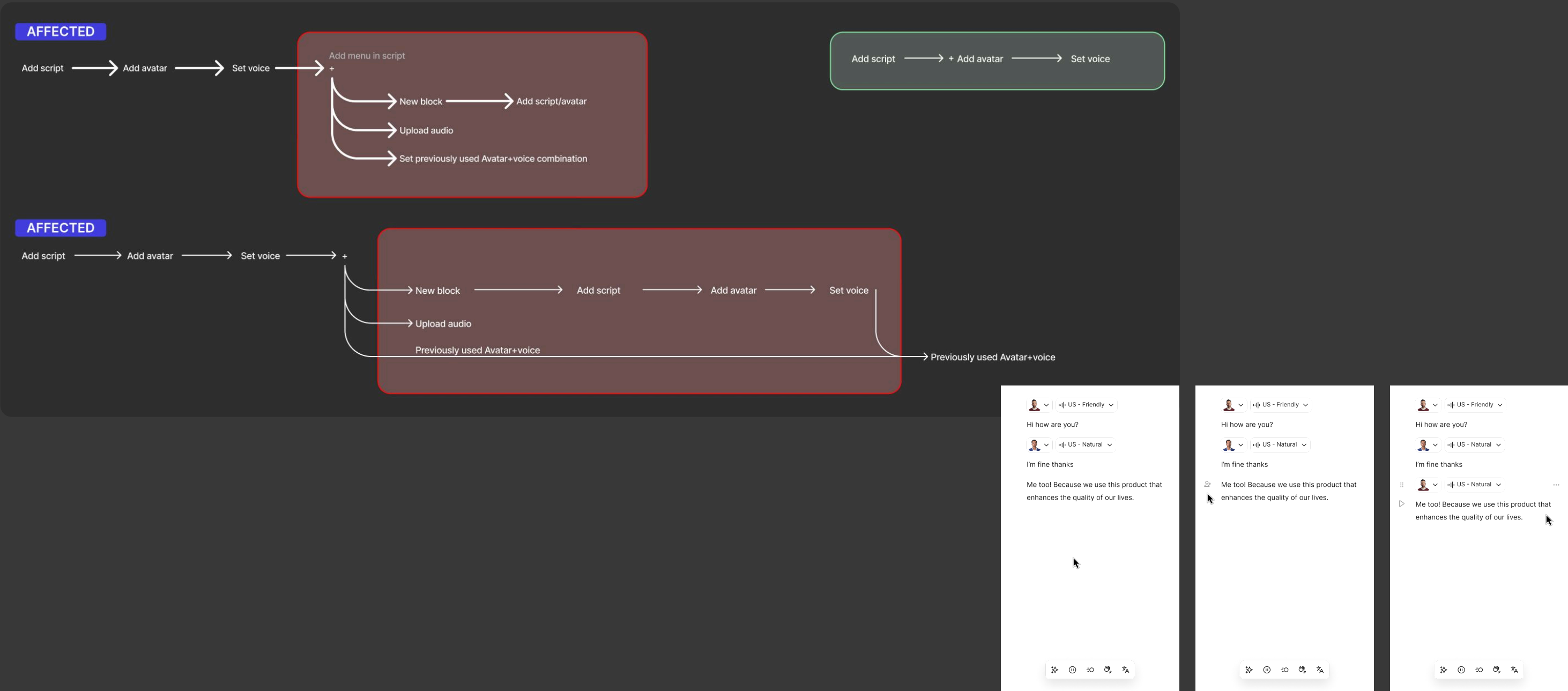
More voice settings



IA AND FLOWS

Then I created user flows to see how the IA is affected.

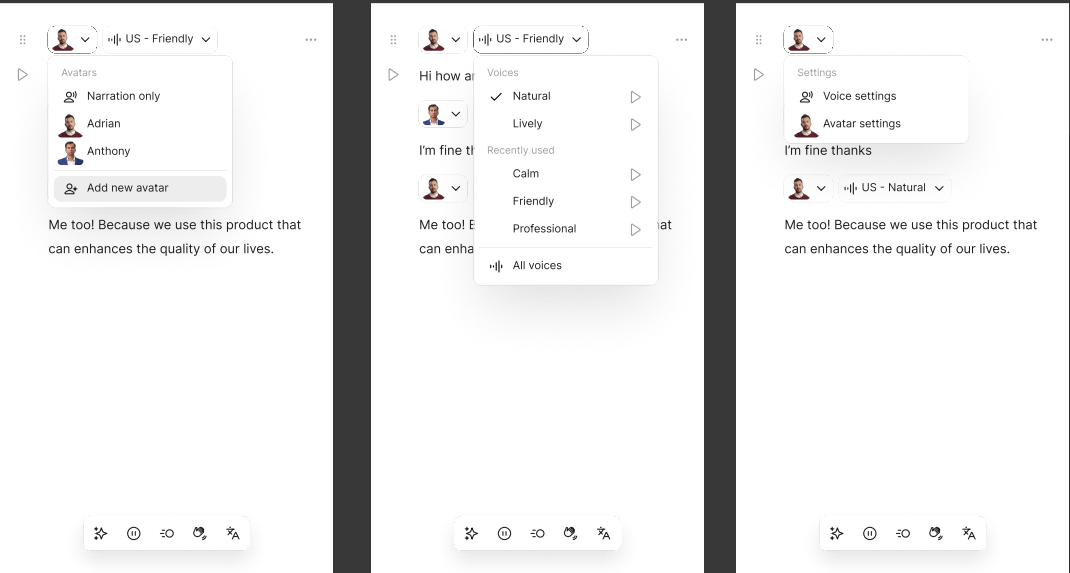
User story 08: Assign new speaker to paragraph



PRODUCT REVIEWS

Then I ran the ideas by the key stakeholders within the company via a product review session.

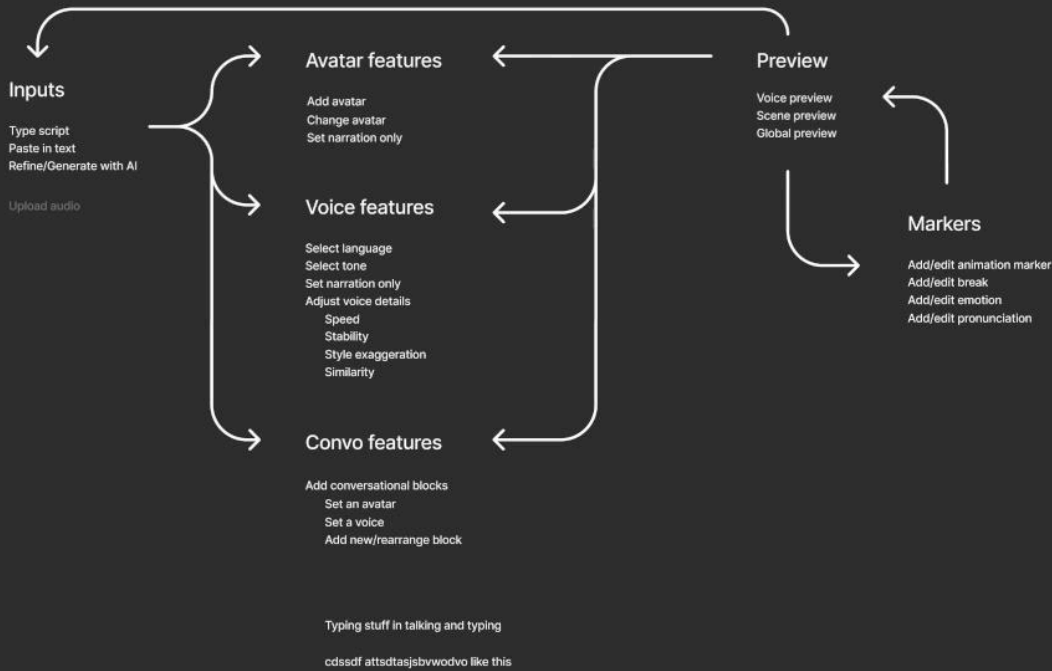
User story 01: Select avatar / Select voice or combined



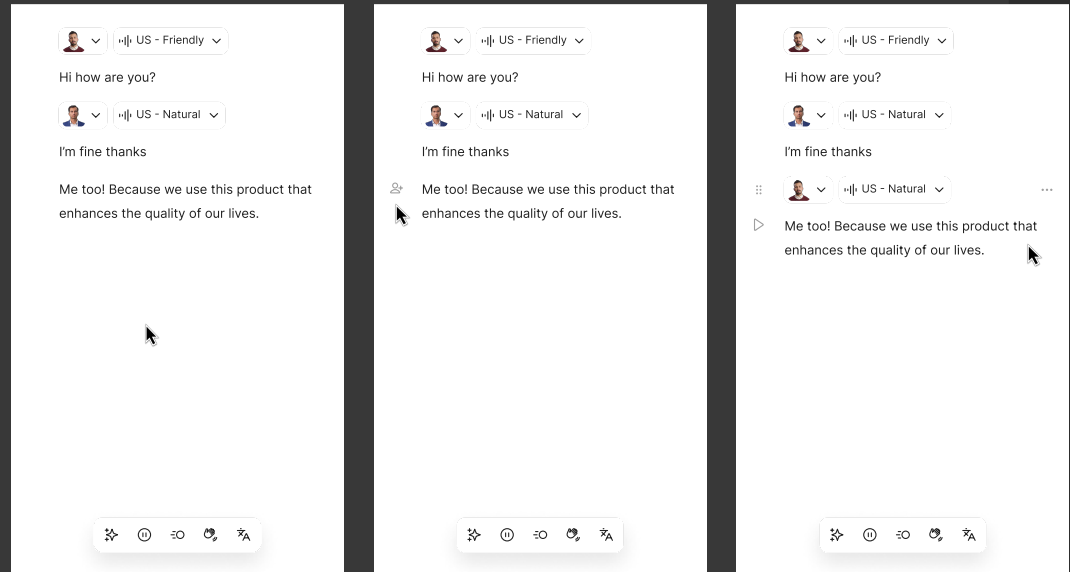
SCRIPT BOX: FEATURE MAP

Then I created a feature map for a clear overview, to discover dependencies, define the scope and to support project planning.

Script box



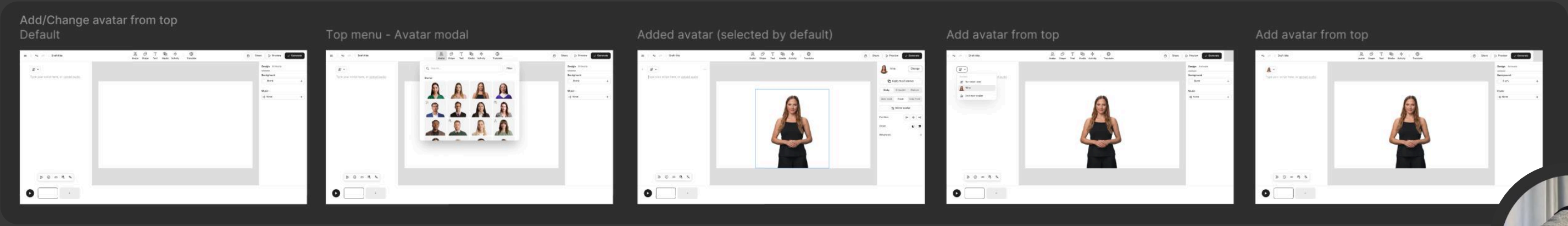
User story 08: Assign new speaker to paragraph



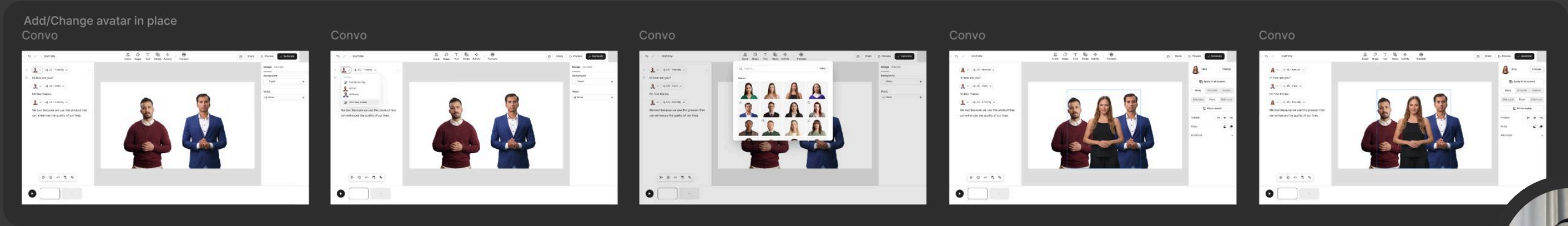
USABILITY TESTS

Then I created clickable prototypes and conducted 3-5 usability tests with end users.

User story 03: Add/Change avatar from top



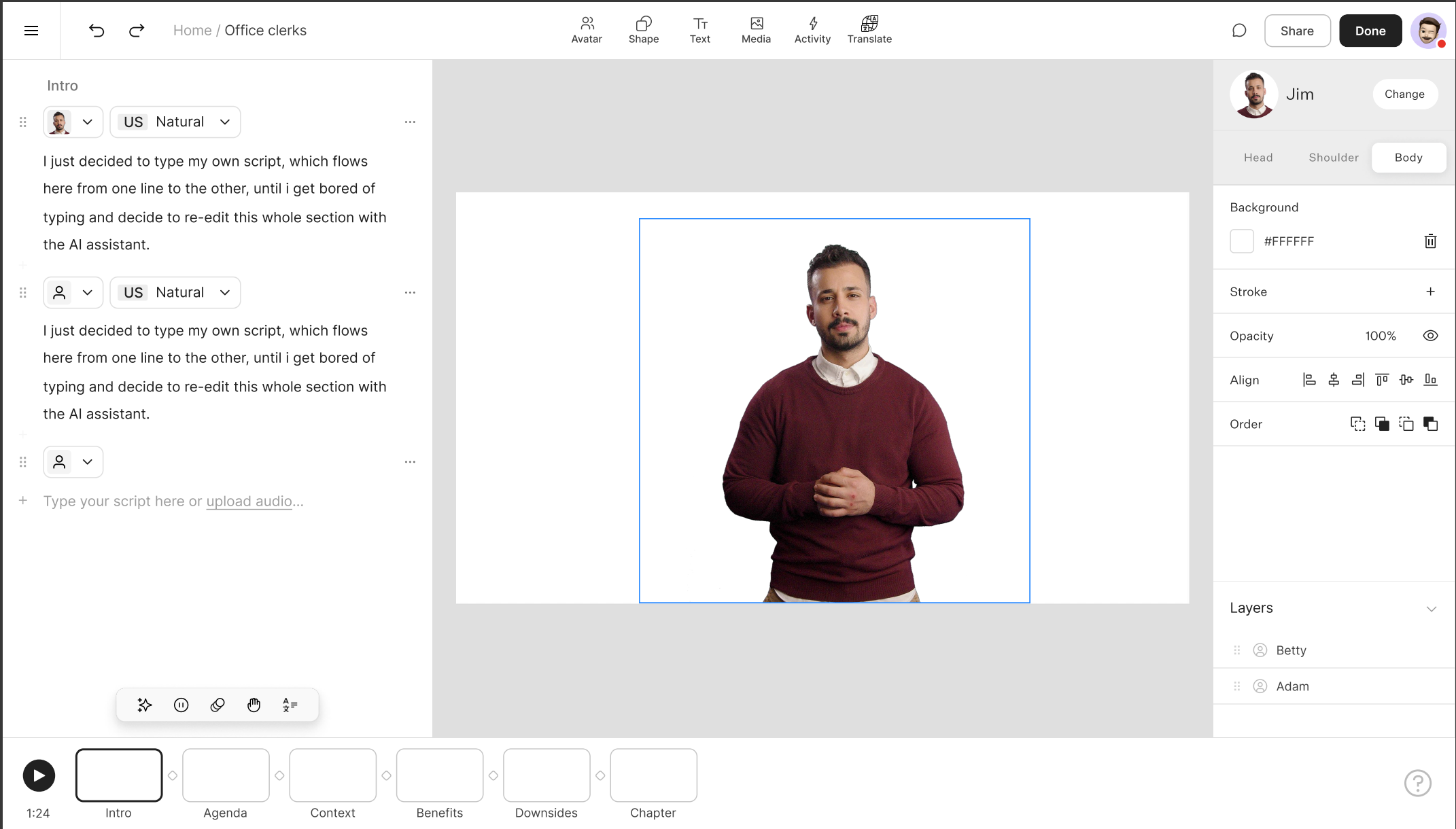
User story 04: Add/Change avatar in place



PROPOSAL

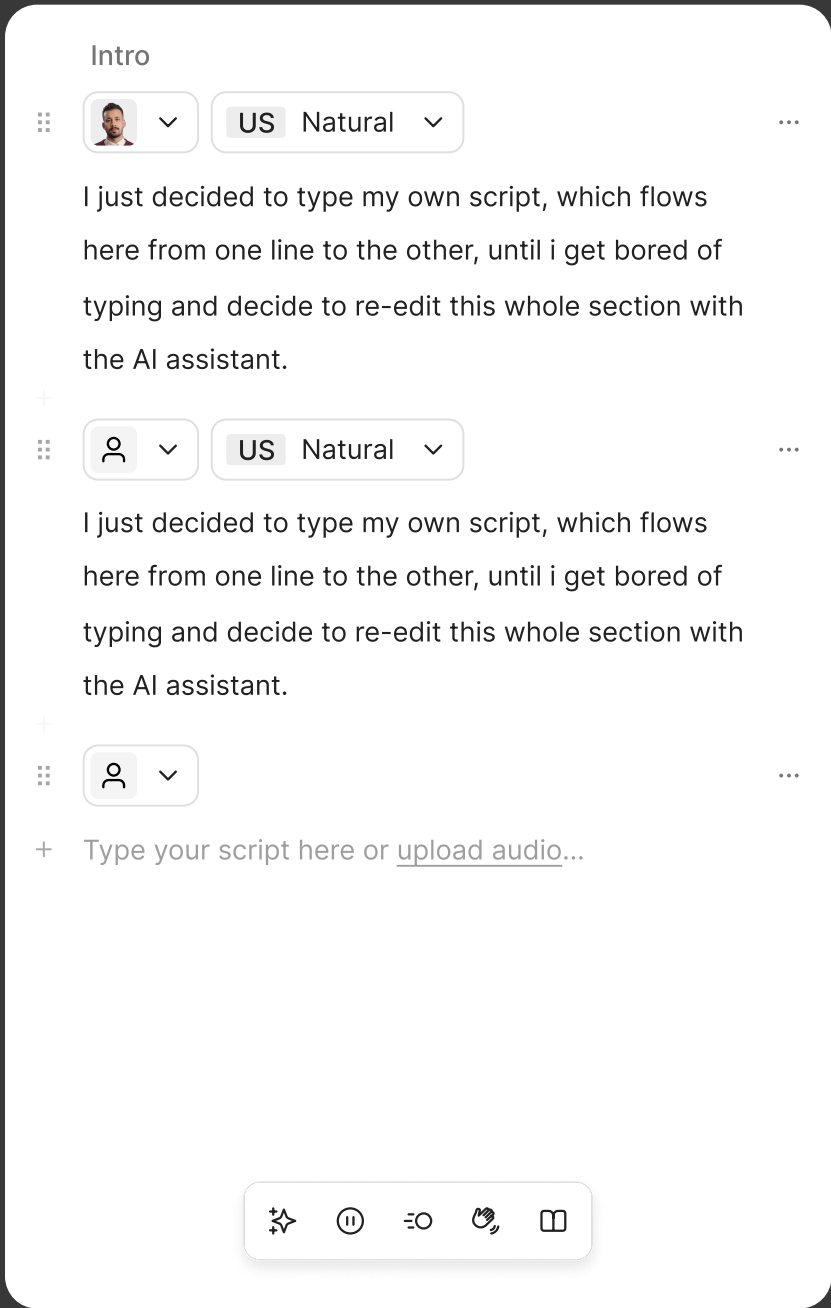
Our proposed Script Panel update introduced:

- An improved editor interface for managing conversations seamlessly.
- A more visual and structured conversation flow.
- Enhanced preview options to simulate final output before export.
- Additional markers for animation, pronunciation, and speech pacing.

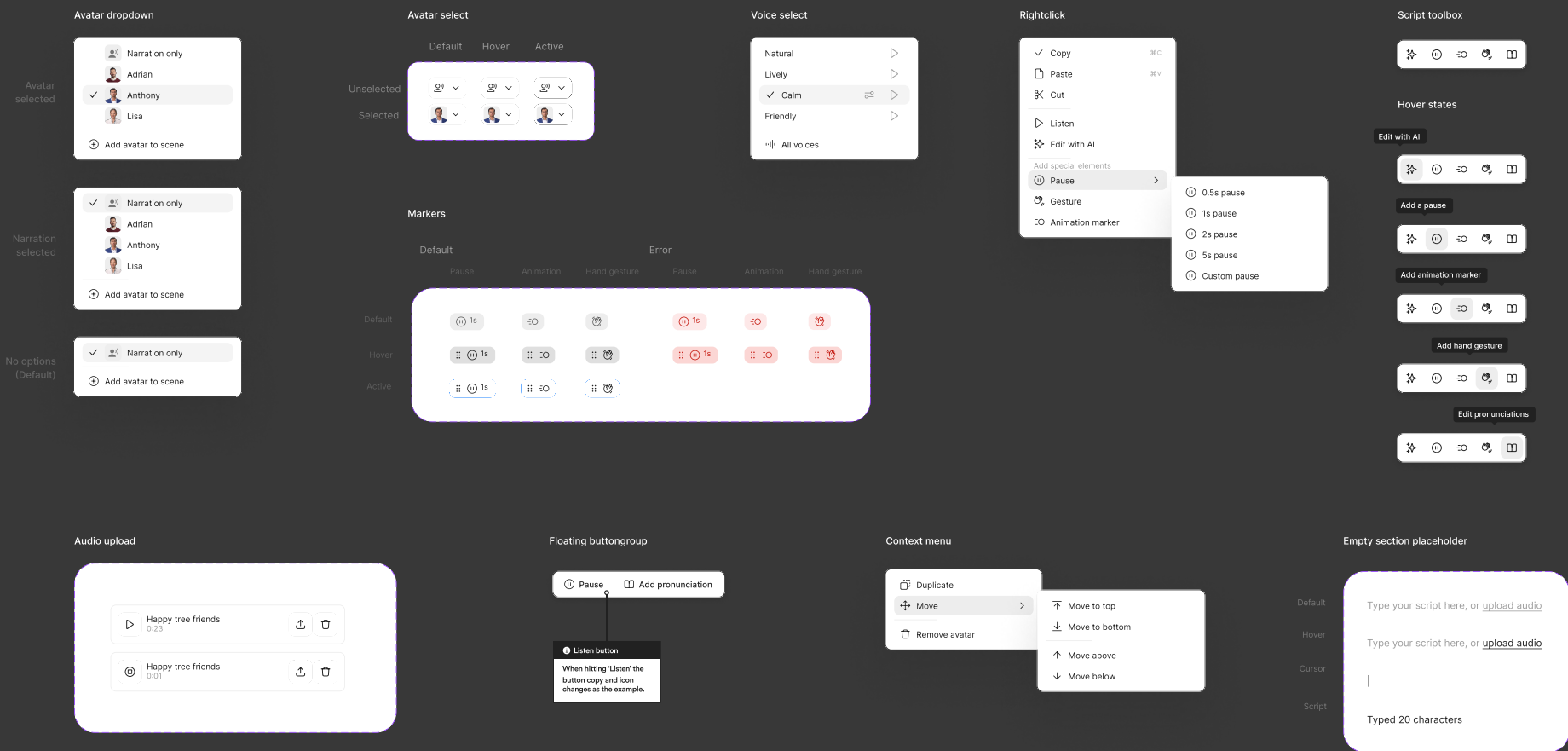


PROPOSAL

Our proposed Script Panel update introduced



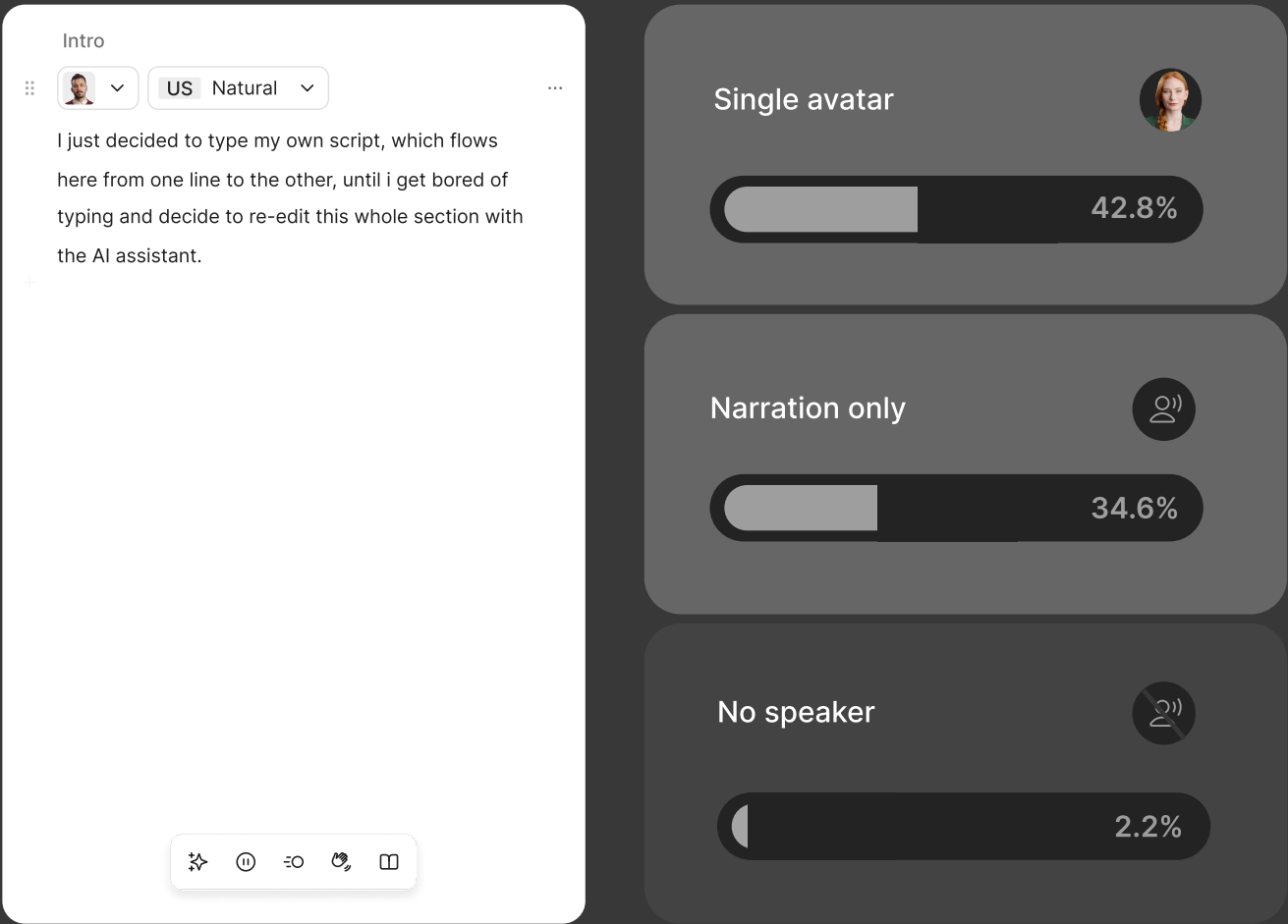
COMPONENTS FOR DESIGN SYSTEM



RESULTS

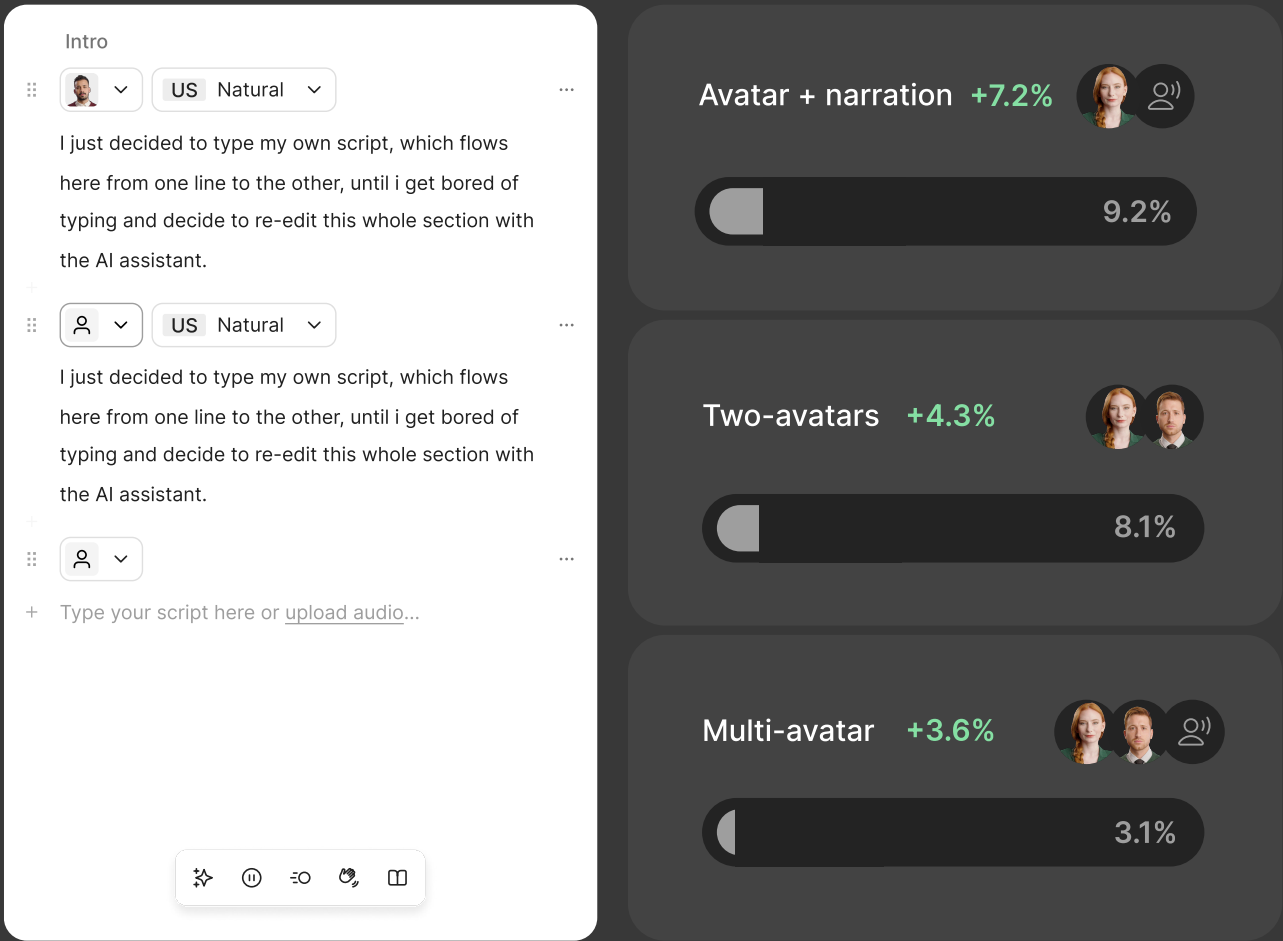
Within the 1st month after release, creators used the conversation mode more frequently, also the average amount of turns in conversations improved from 3.8 to 5.3.

Presentation



Target users: Generated a more than 3 scene long video at least once in the last 2 consecutive months

Conversation



Average number of turns in conversations: 3.8 ↑ 5.3