

**MANUALGRAM.**

# CONTENT

1. About the App (One Pager)
2. Design, type, and colour palette
3. User Research
4. Personas
5. App Flow
6. Low-Fi
7. High-Fi
8. App Walkthrough

# About the App

## MANUALGRAM, A PHOTO SHARING APP

BUT USERS CAN SELL THEIR PHOTOGRAPHY,  
LIKE UNSPLASH... KINDA



With the rise of short form video content in the form of 'Tik Toks' and 'Instagram Reels', Photography has come to a decline, to an extent (Or atleast, the idea of sharing only Photos).

This app aims to bring back the art of displaying photos in a digital setting, and is in a way a rebellious move against today's trends: from its '**Photo Only**' feature, to the clean **Anti-Dark mode** design, and to the encouragement to use the in-built **Manual Camera** feature that aims to prove that Mobile Photography is real.

### ADS FOR PHOTOGRAPHERS, BY PHOTOGRAPHERS.

The app's main form of revenue would be in the form of **paid advertisements**, selectively choosing **brands that focus on photography**; Let's face it, we all hate ads and our users wouldn't like it either. So why not curate advertisements that are catered towards our target audiences?

The other form of earning revenue is a premium feature on the app where users can sell their photos, after which a certain percentage of the amount goes to the app's usage fee. This is based off of YouTube's premium subscription (Which one can use to download videos).

So when you put two and two together, MANUALGRAM is an app that's:

## INSTAGRAM + UNSPLASH

### Main Features:

- Click photos with the in-built **Manual Camera**, and view photos in the app **gallery**.
- **Transform** and **Edit** photos.
- **Post** photos, with instagram style captions and **Suggested hashtags**.
- High Quality uploads. **No Compression** here.
- **Sell** your photos by receiving credit for each download
- **Chat** with connections that you make.
- Use the app as a **Portfolio** for your photography work!
- Avoid unnecessary promotions and ads, and only see **Photography Related Ads**.

### User Profile

Our user profile is photographers of all ages, whether they're die-hard professionals, or those who want to try it out for the first time as a hobby.

It is for people who are tired of Instagram's culture of short-form video content, and vanity posts.

# Design, Type and Colour palette

This app is designed to have as **less pages as possible**, in order to avoid overwhelming the user with unnecessary pages. In other words:

## Quality, over quantity.

The app has a forced **Whiteout** color theme, with minimal UI color focusing on Pure white, Off White and/or Gradients.

Text elements are gray or black. The idea is for the app to be 'Anti Dark Mode'.

The other reason for having a whiteout color theme is to give focus to users' photography, almost mimicking an art gallery or a polaroid print. This idea was gained through user research, and was also a personal choice from a designer who is challenging themselves to think simple, and minimal.

## Colors



## Type

SF Pro Display UltraLight  
SF Pro Display Thin  
SF Pro Display Light  
SF Pro Display Regular  
SF Pro Display Medium  
SF Pro Display SemiBold  
SF Pro Display Bold  
SF Pro Display Heavy  
SF Pro Display Black

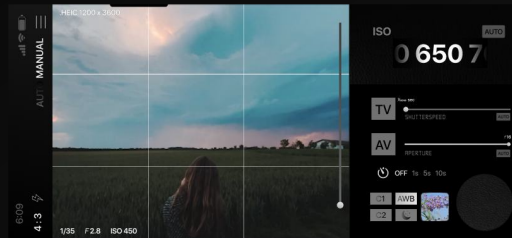
Apple's SF Pro Display was used, as the app is optimized for iPhones, and thus having a font that is consistent with apple's UI would achieve a clean look for the app. The typeface also has many variable weights, which was taken advantage of throughout the app.



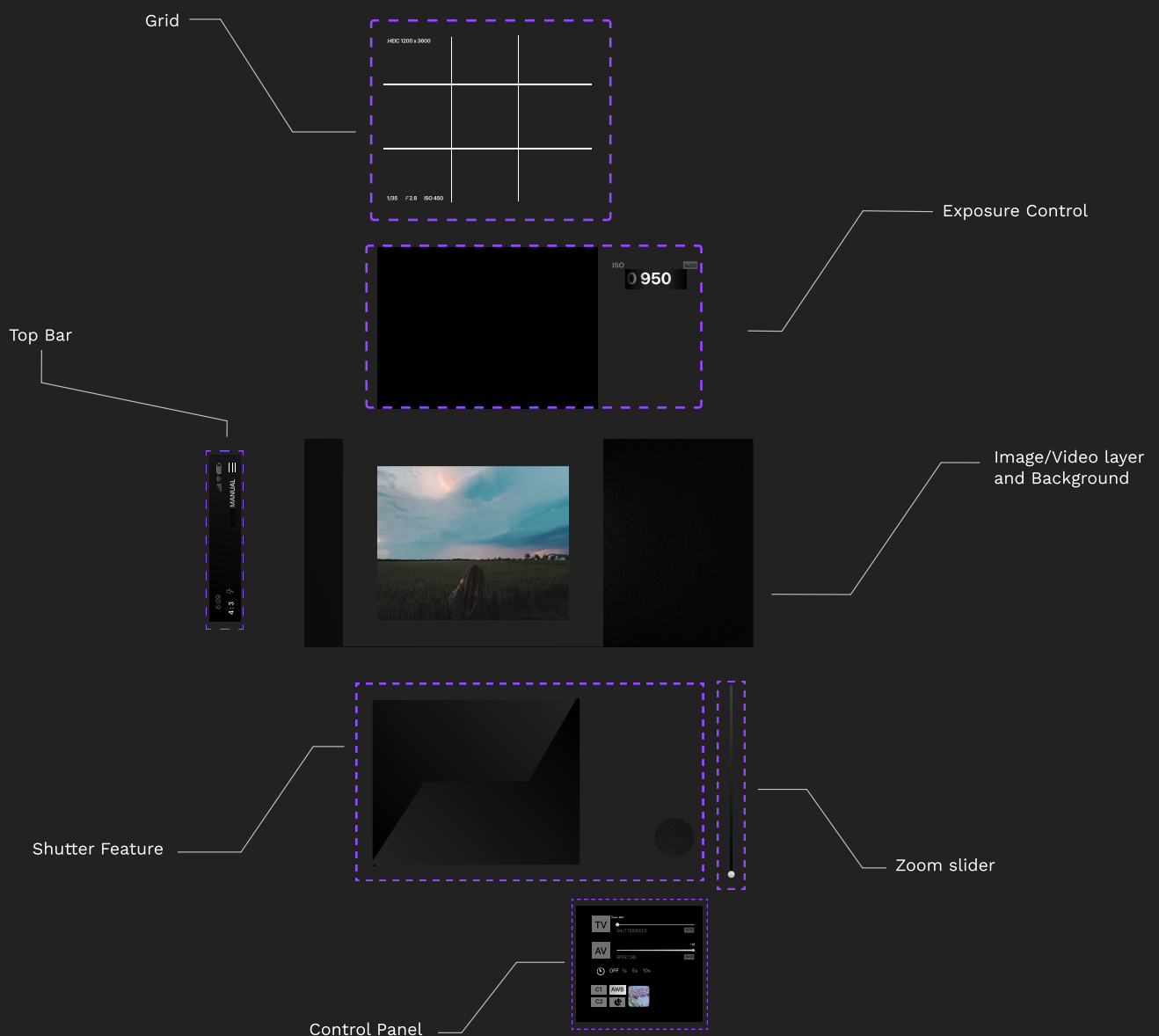
# Manual Camera Prototype

One of the most important features of the app is its **Manual Camera**, which is heavily inspired by real cameras as well as the **Sony Xperia 1 IV's** Manual Camera App.

Each component of the camera was meticulously prototyped to be interactive, with the limitations of Figma kept in mind.



The following is a teardown of the entire camera UI

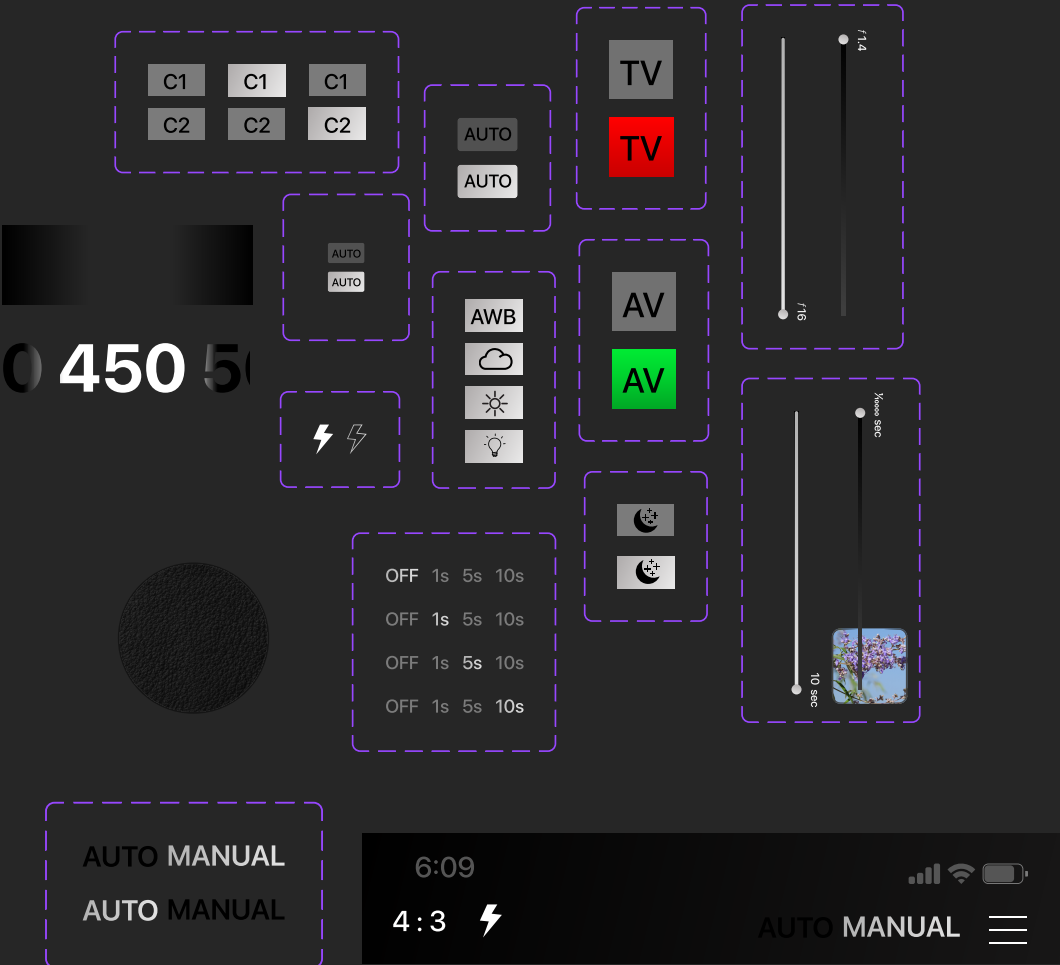


# Manual Camera Prototype

The camera has a working shutter animation, along with an ISO slider that simulates an increase or drop in ISO (from 100 - 450). The camera also has custom presets, and dedicated AV (Aperture Priority) and TV (Shutterspeed Priority) buttons.

after feedback sessions, a tutorial was added to the app prototype, in order to make the more accessible to people who may not be familiar with manual camera settings.

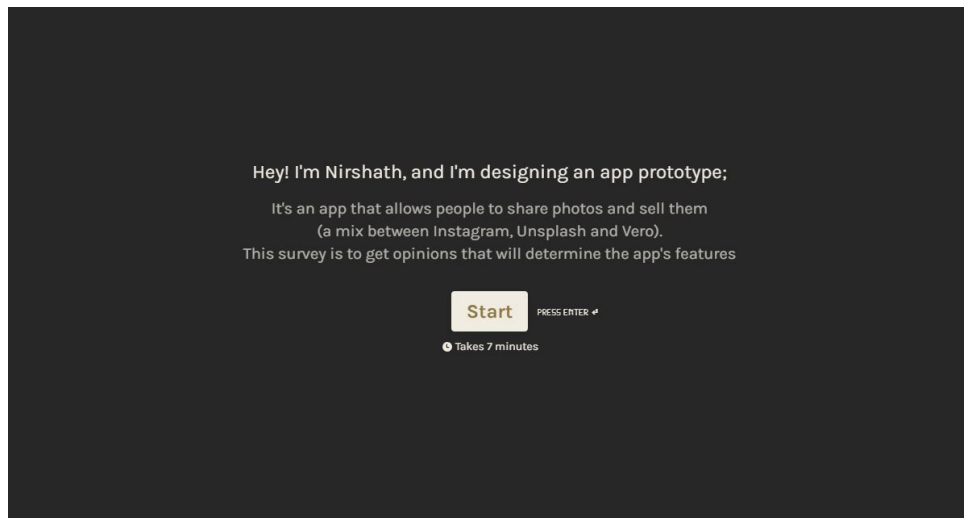
## Components



# User Research

User research was conducted through Typeform. the form was made for people interested in photography.

The questions were mainly about their experience with Instagram in relation to photography, while getting to know their opinions on an alternative app designed solely for photography.



Link to the form: <https://p320mls241z.typeform.com/to/WhI4UCY4>

## Results

The results provided great insight into the construction of the app prototype

Full Report:

<https://p320mls241z.typeform.com/report/WhI4UCY4/pEAgAiG2Lj3S3IA7>

# User Persona

The information collected from the form was analysed and organized into different personas based on participants.

**Vishan**  
[Dubai]  
[18]  
[Student]  
[Cabin Crew]  
[Amateur]  
Do you feel Instagram isn't photographer friendly anymore?  
"Yes very much so"

**Background**  
Vishan is an influencer/content creator/ make-up Artist, and is currently doing a course on Cabin crew.  
What do you like about photography?  
"The story it tells behind an image."  
Thoughts on the photography app  
"That would be great, all the photographers could work together and do team building as well and share their work."  
Features they like to see on the app  
"Where's my link is broken, and what did they use to capture the image as well as what they used to edit."  
Goals  
[Communicate and make friends with photographers]  
[Need photo details]  
Frustration  
[Photo details not shown in other apps]

**Mishal**  
[Kerala]  
[34]  
[Business Administration]  
[Amateur]  
Do you feel Instagram isn't photographer friendly anymore?  
"Yes, yes, almost most platforms aren't photographer friendly as before after the introduction to Instagram, I've seen a lot of recent ideas, which cater to a major audience. Instagram has provided basic tools for making it more where photographers now have to make a reel of their photos with music, tags, you can't provide a picture not as effective as it was other. It's a great down company and they will be wanting to take it to the next level if more Instagram platform grows and better"

**Background**  
Mishal likes to do amateur automotive photography, and is also interested in virtual photography.  
What do you like about photography?  
"Photography is an art of work. A photograph can tell a lot about the person who took it. Photography is a way to freeze your most cherished moments in time. No matter where you're from or what you speak, you'll always understand the story of a photograph just by looking at it. I like to be able to show them to people so they can imagine that they were there with me".  
Thoughts on the photography app  
"It would be amazing to have an app that supports photography without a paid subscription like other such as flickr. But an app needs to stand out and it might be harder than expected. Many people including me are interested in switching platforms especially not only photographers but graphic designers such as you too".  
Features they like to see on the app  
"The ability to watermark your pictures, lesser compression. Ability to chat. A way for new users to get more reach".  
Goals  
[Chat with other users]  
[Lesser compression]  
Frustration  
[Compression]  
[Instagram is generic and boring]

**Nikhil**  
[Dubai]  
[24]  
[Student]  
[It So Computer Science]  
[Professional]  
Do you feel Instagram isn't photographer friendly anymore?  
"No not really"

**Background**  
Nikhil is a professional photographer, who focuses on automotive photography.  
What do you like about photography?  
"Art"  
Thoughts on the photography app  
"Having variety is good imo"  
Features they like to see on the app  
"A better compression algorithm, support for wide aspect ratios"  
Goals  
[Better compression algorithms]  
[Wider aspect ratios]  
Frustration  
[Compression needs to be done better]  
[Restricted aspect ratios for photos]

**Emel**  
[Bengaluru]  
[34]  
[Student]  
[Hotel Management]  
[Amateur]  
Do you feel Instagram isn't photographer friendly anymore?  
"It is not at the same time I don't, Instagram is filled with people who are more concerned with their so called art"

**Background**  
Emel is currently doing hotel management in India, and loves take photos on an amateur level.  
What do you like about photography?  
"Its ability to capture the essence of a scene and its portability factor"  
Thoughts on the photography app  
"Not yet"  
Features they like to see on the app  
"The credit of the photo. A small back section giving a back story to the photo"  
Goals  
[Portable manual camera on-the-go]  
[Captions for photos, along with details and context]  
Frustration  
[Professional camera aren't as portable as smartphones]

**Gayatri**  
[Dubai]  
[28]  
[Software Engineer]  
[Interested, but haven't started]  
Do you feel Instagram isn't photographer friendly anymore?  
"Yes, One potential reason that some people may feel that Instagram is less friendly to photographers is that the platform's algorithm prioritizes content that is likely to generate engagement, such as likes and comments, over content that may be more artistic or thought-provoking. As a result, some photographers may feel that their work is not being seen or appreciated as much as it is in the past. Additionally, Instagram has become more focused on monetization in recent years, which has led to the introduction of various business tools and features that may not be as relevant or useful to photographers. Some photographers may feel that these changes have detracted from the overall experience of using the platform."

**Background**  
Gayatri is a senior software engineer, and is interested in trying out photography. He has experience with apps, and is therefore knowledgeable in that field.  
What do you like about photography?  
"Capturing and preserving memories and Connecting with others".  
Thoughts on the photography app  
"Having an app dedicated to photography and photography communities can be a great way for photographers to connect with each other, share their work, and receive feedback and support from their peers. It can also be a useful resource for those who are new to photography, as they can learn from more experienced photographers and get inspiration for their own work."  
Features they like to see on the app  
"A well-designed and user-friendly interface would be the app to be easy to navigate and use, with a clean and visually appealing design. A way to share and showcase my work would like the app to have features that allow me to share my photos with others and showcase my portfolio. This could include the ability to upload and organize my images, create albums or collections, and share them with my followers or the wider community. I'd like to connect and engage with other photographers. I would like the app to have features that allow me to connect with other photographers, such as the ability to follow other users, like and comment on their work, and participate in discussions or forums. I would also like to have the ability to improve my photography skills, such as tutorials, tips, and inspiration. This could include articles, videos, or other educational materials. A marketplace or sharing feature that allowed me to sell my work or license it for use by others. This could include features for setting prices, managing transactions, and tracking sales."

**Nishama**  
[Dubai]  
[26]  
[Administrator]  
[Beginner]  
Do you feel Instagram isn't photographer friendly anymore?  
"To take as is"

**Background**  
Nishama is a beginner photographer, and works as an Administrator, she has a tendency to not help her brother out with his university assignments.  
What do you like about photography?  
"As much as you like"  
Thoughts on the photography app  
"No needs is the new thing"  
Features they like to see on the app  
"Fast loading easy to use, no hangups"  
Goals  
[Must load fast]  
[App needs to be simple and easy to use]  
Frustration  
[Instagram is full, and is not photographer friendly]  
[Broke photo compression handling]

**Maryam**  
[Dubai]  
[18]  
[Student]  
[Multimedia Design]  
[Amateur]  
Do you feel Instagram isn't photographer friendly anymore?  
"Yes, Why? Maybe it's an amateur and that's why I don't see why but I think Instagram will go"

**Background**  
Maryam likes to take photos of sunsets, and her cat. She studies Multimedia Design.  
What do you like about photography?  
"For me, it allows me to tell beauty from different perspectives."  
Thoughts on the photography app  
"There it would be interesting because we artists will be forced to focus on them and give the pictures the right amount of attention."  
Features they like to see on the app  
"I don't have a thing on my mind. But what a photographer will care about the most. Quality & the process of taking photos?"  
Goals  
[Capture attention and focus on the photos]  
[Quality of the photos]  
[Manual camera for the process of shooting]

**Susritha**  
[Dubai]  
[22]  
[Social Media Marketing Assistant]  
[Amateur]  
Do you feel Instagram isn't photographer friendly anymore?  
"Instagram will always be the perfect platform for photographers to showcase their portfolio, however, I do feel like they don't get enough credit for it in terms of appreciating the photographer instead of just the photo. Absolutely hate compression, takes the whole purpose of shooting to take well thought out and high quality pictures."

**Background**  
Susritha is a social media marketing assistant, and sometimes uses photography in her field of work. She also likes taking portraits of herself.  
What do you like about photography?  
"The chance to share our memories and emotions as each photo has a story behind it. Photography also allows people enhance the beauty of something."  
Thoughts on the photography app  
"Would love to see more algorithms by other photographers looking to express themselves."  
Features they like to see on the app  
"Different categories of photos - talking tips"  
Goals  
[Different categories of photos]  
[Talking tips, and on well features]  
Frustration  
[Photo compression]  
[People don't appreciate photography as an artform]

**Vasanth**  
[Dubai]  
[18]  
[Student]  
[It Digital Media]  
[Amateur]  
Do you feel Instagram isn't photographer friendly anymore?  
"Yes, but it's not and they reduce quality that which honestly ruins the mood to upload the photos."

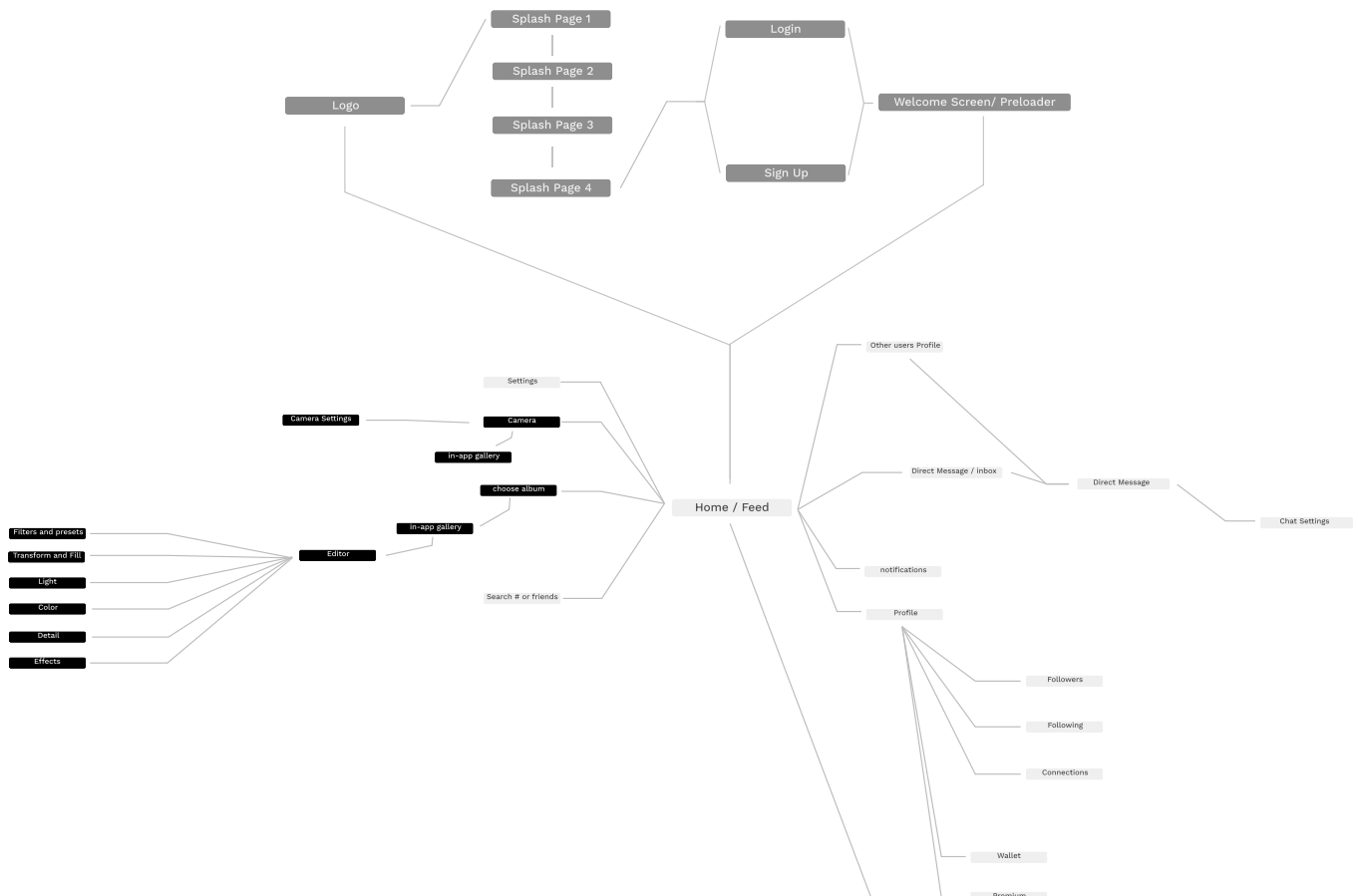
**Background**  
Vasanth studies digital media, and loves landscape photography, and also likes photography. He also often takes photos of animals and birds too.  
What do you like about photography?  
"I love editing the photos"  
Thoughts on the photography app  
"Would love it if it would be cool if it has original-upload quality and downloadable pictures in different resolutions"  
Features they like to see on the app  
"Original upload quality, downloadable pictures, showing the creators - giving people to take pictures for you"  
Goals  
[Original upload quality]  
[Downloadable photos]  
[Setting post for photos]  
Frustration  
[Reduction of image quality due to compression ruins mood]

**Emy**  
[Dubai]  
[24]  
[Student]  
[It Tech computer science]  
[Interested, but haven't started]  
Do you feel Instagram isn't photographer friendly anymore?  
"I think now everyone is into reels"

**Background**  
Emy studied computer science and IT, and is interested in photography, but hasn't done it much.  
What do you like about photography?  
"I don't really know"  
Thoughts on the photography app  
"That would be an awesome idea"  
Features they like to see on the app  
"Different sections for different types of photography and editing"  
Goals  
[Links for different types of photography]  
[Photography types aren't supported and organized]

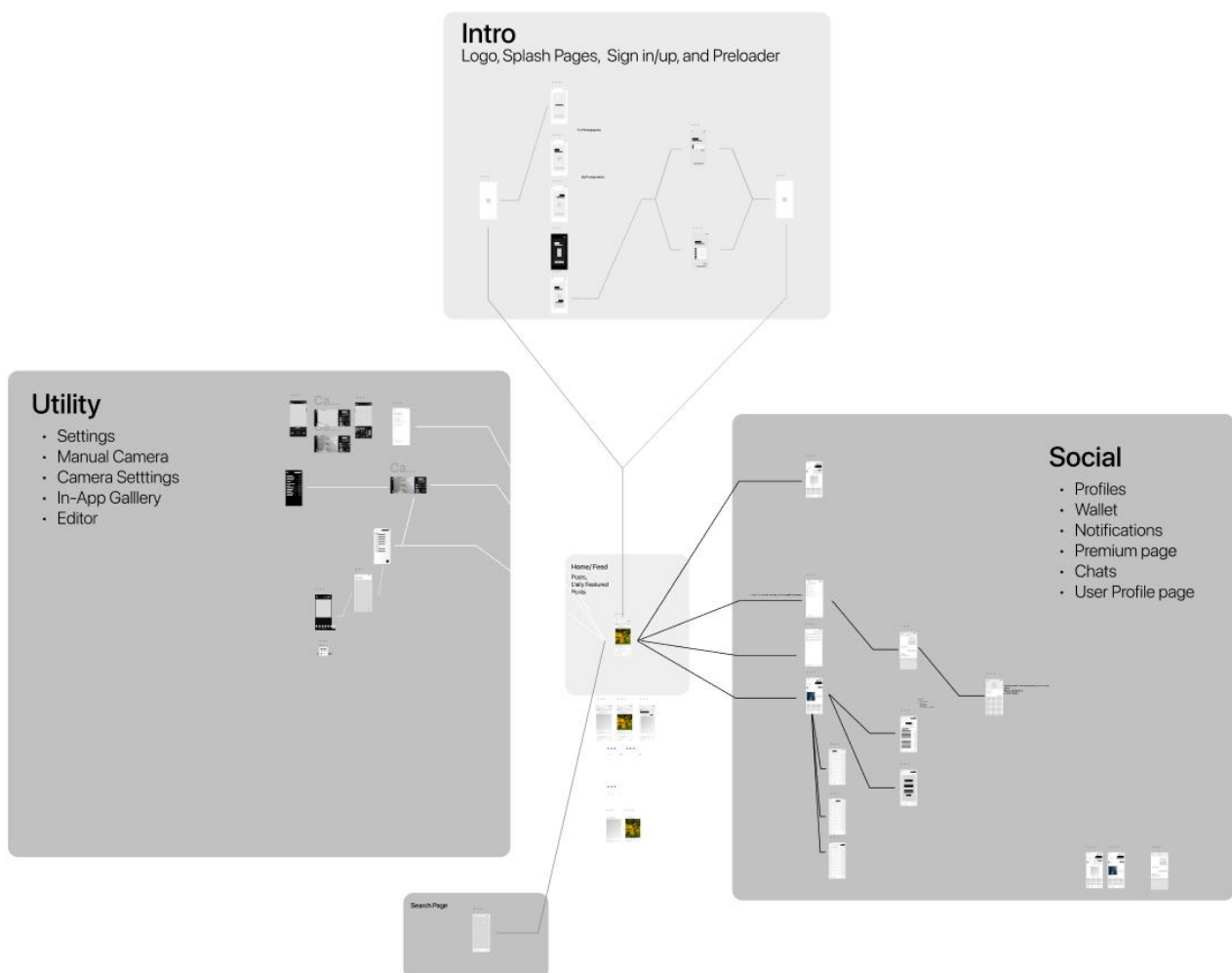
# Flow

Link to flow: <https://www.figma.com/file/ZDPQTTI8b48OhV5xNk28q/Manualgram-App-Prototype?type=design&node-id=0%3A1&t=WDffQHLKPHXwd8rb-1>



# Low-Fi

Link to Low-Fi: <https://www.figma.com/file/ZDPQTTI8b48OhV5xNkA28q/Manualgram-App-Prototype?type=design&node-id=1-2>



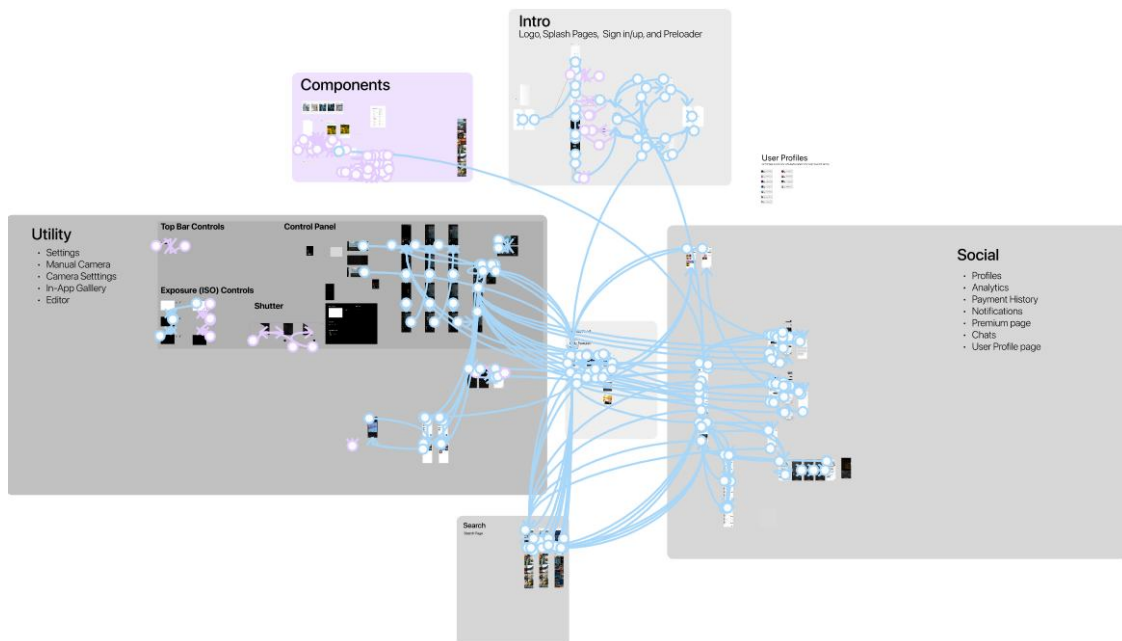
# High-Fi

Link to High-fi: <https://www.figma.com/file/ZDPQTTI8b48OhV5xNkA28q/Manualgram-App-Prototype?type=design&node-id=20-305>



Note: the app prototype works best on iPhone 13 Mini.

please set portrait orientation lock to 'on' if you are using an iPhone to test the prototype.



alternative link to prototype: <https://www.figma.com/proto/ZDPQTTI8b48OhV5xNkA28q/Manualgram-App-Prototype?type=design&node-id=20-305&viewport=1577%2C496%2C0.04&scaling=scale-down&starting-point-node-id=198%3A4408&show-proto-sidebar=1>

# App Walkthrough

Link to Walkthrough



<https://youtu.be/8vH4CYoVGDg>



Homepage / Feed



MANUALGRAM  
NIRSHATH M // M00850848

Manualgram - An App Prototype.

Unlisted



Neonesky  
6 subscribers

Analytics

Edit video



0



Share



Download



Clip



Save



1 view 22 minutes ago

A prototype I made for DMC 2003 - UX Design for Mobile and Web.

Manualgram is an app inspired by Instagram, made for Photographers. [Show more](#)

a comment would be appreciated :D

Nirshath M.