

Aperture -Filter Feature - PRD

Context:

- **Vision:** To connect people through images and provide a seamless and beautiful experience for sharing memories.
- **Core Product:** Photo-Sharing App
- **Key Features:** Take and edit photos in-app, add effects, browse and search the photo feed, share comments, and send private messages

Product Principles:

- Aperture fosters a thriving community by facilitating connections and encouraging playful interactions with photos.
- It empowers users with personalised experiences that ignite curiosity and creativity.
- The app incorporates gamification to create an interactive and communal environment.

Explanation of the Problem:

- The current problem is that Aperture has seen a decrease in monthly users, specifically in the 13 to 26-year demographic, leading to decreased ad revenue.
- A main issue which was identified is that applying and using filters on the app has too many disruptions and pain points, affecting the user flow.

Hypothesis & Approach:

- **Hypothesis:** *I believe that by introducing a filter preview feature and offering exclusive filters, Aperture can improve user retention and attract more attention from the 13 to 26-year demographic users. This will provide a flexible and customizable filter application process, addressing their frustrations and enhancing their photo-sharing experience.*
- The **approach** includes user research, collaboration with the design team, A/B testing, and analysis of quantitative and qualitative data.

Pain Points:

- Users face challenges and frustrations with the current filter application process, including disruptions and inefficiencies.
- There is a lack of flexibility and customization options, impacting user satisfaction.

Explanation of Audience:

- The target audience is users in the 13 to 26-year demographic who have been decreasing their usage or leaving the app.
- These users are seeking a photo-sharing app for creative expression, inspiration, and connection with others.

Explanation of Solution & Success Criteria:

- The solution is to redesign the filter system, allowing users to test filters before adding them and providing unique Aperture filters.
- Success criteria include increased user engagement, improved user satisfaction, reduced pain points, and higher user retention rates.
- See the Lo-Fi prototype [here](#).

Assumptions & Risks:

- The assumption is that offering the desired filter feature will improve user retention and generate more revenue from monetised content.
- Risks include low user adoption rates and resource constraints for manual input in the Wizard of Oz MVP method.

Team:

- The team includes a backend developer, Evan, an external front-end developer, a product manager, Kartika and Nanna, and an external UX/UI designer.

Timeline:

Timeline	24/05/2023	25/05/2023	26/05/2023	29/05/2023	30/05/2023	31/05/2023	01/06/2023	02/06/2023	05/06/2023	06/06/2023	07/06/2023	08/06/2023
MVP Planning	Nanna, Evan and Kartika: 15 hours											
UX/UI Design		External UX/UI gets onboarded to project: 8 hours	External UX/UI Design: 35 hours									
Backend Development				Evan: 50 hours								
Frontend Development			Onboarding external Frontend developer with Nanna and Evan: 5 hours	External developer: 50 hours								
QA and Testing									Evan, External Frontend Developer and Nanna: 24 hours			
Bug Fixing and Iterations										Evan and External Frontend developer: 15 Hours		
Deployment and Launch											Evan, Kartika and Nanna: 10 Hours	
Stages:	Preparation and Onboarding			Development						Testing and Final fixes		Launch!

Budget:

- 2500 Euros for the UX/UI designer
- 4000 Euros for the Frontend Developer