



TAKEAWAYS

Photo-editing apps are a common use. People all have photo-editing apps on their phone, and they do either major or minor adjustment on their pictures before they post on social media.

There is a disconnection in photo editing process. People edit photos on their own and tend to spend more time editing themselves in a group photo. Editing photos together can close the disconnection gap.

People are using multiple apps to share their edited photos, which is added work for them. Finding a way to minimize that workload and make the process easier for users could be a potential market opportunity.

People edit their photot in their own modeled way. In spite of hundreads of functions on photo-editing apps, people just use the a few functions they are familiar with.

Userra not only care about how they appear on their own social media account, but also care about how they appear on other they people's account.