

The Future of Digital Media

www.MediaRoll.app

Project overview



The product:

The Media Roll app will let users capture and organize media in one place — with quick notes, creation details, and fast preview/sorting/favoriting/share views — helping creators and collectors quickly find the right media to watch and share, saving them time.



The problem:

Mobile users, creators, and collectors—including artists, music enthusiasts, screenwriters, IT specialists, composers, producers, and people who use generative visual tools—spend too much time saving, browsing, and re-finding their media across scattered apps and storage, which breaks their flow and makes it harder to quickly decide what to watch and share.



Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.



The goal

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.



My role

Design an app that allows users to capture and expand their media collection, organize it in one place, and quickly preview, sort, and share the right media with others. Project duration: **August 2025 to January 2026**



Understanding the user

- **User research**
- **Empathy map**
- **Problem & hypothesis statements**
- **Personas**
- **User story & pain points**
- **Big Picture storyboard**
- **Close-up storyboard**
- **User journey map**
- **User flow & sitemap**

User research



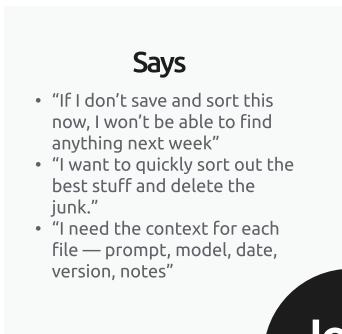
I conducted in-depth interviews and created empathy maps to understand how creators and collectors capture, organize, and re-find media for watching, sharing, and sorting. The research focused on people who save content from multiple sources and often browse in fast, “in-the-moment” scenarios.

In summary, users struggle because media is scattered across apps/storage, saving and organizing takes too many steps, and context is often lost (notes + prompt/model/platform). They also need fast preview, favoriting, sorting, and share-ready views that don’t interrupt flow. These insights guide Media Roll app toward a centralized library that helps users save consistently, re-find faster, and spend less time searching and more time watching, creating, and sharing.

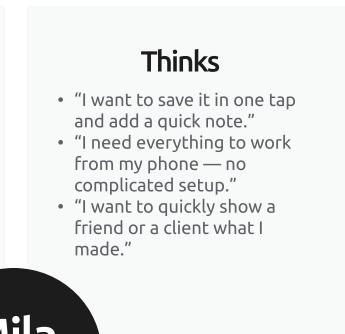
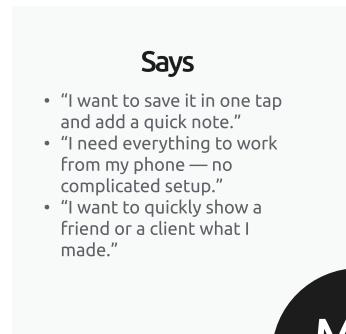
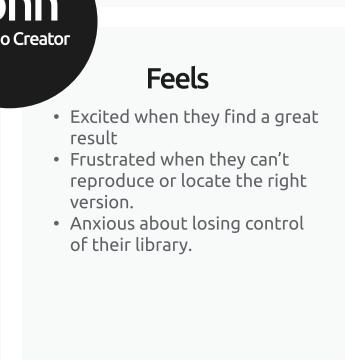
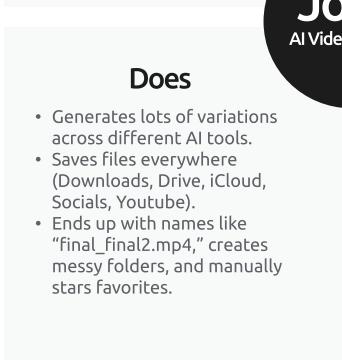
To view the Interview Transcripts and Empathy Maps, [click here](#)



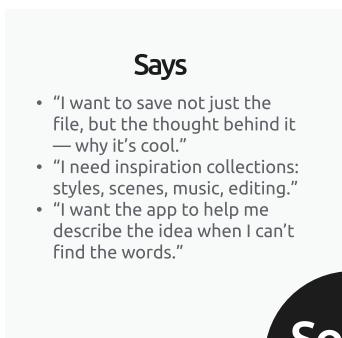
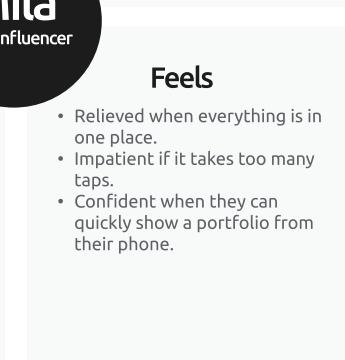
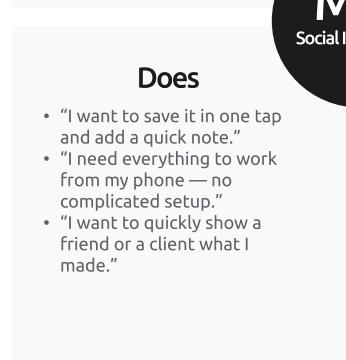
Empathy Maps



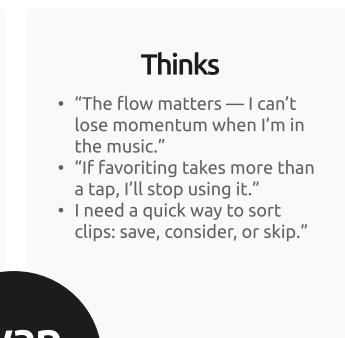
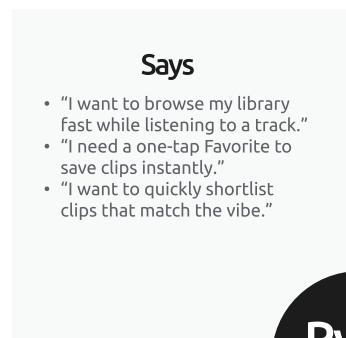
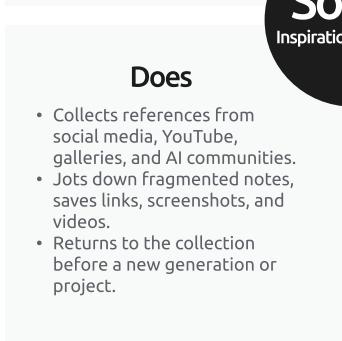
John
AI Video Creator



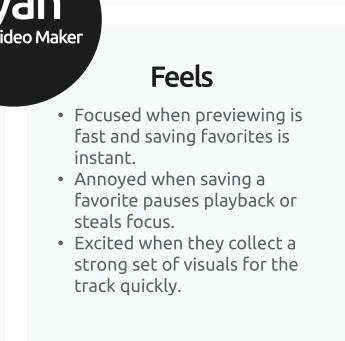
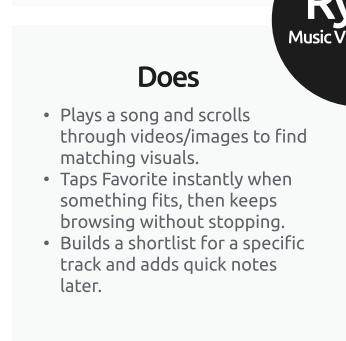
Mila
Social Influencer



Sofiia
Inspiration Collector



Ryan
Music Video Maker



Problem & hypothesis statements



Problem statement

Creators and collectors need a single, structured place to capture, organize, and quickly re-find their media—with one-tap saving, quick notes, creation details (prompt/model/platform), and fast preview + favorite/sort tools—because their content is scattered across apps and storage, and slow saving/browsing breaks their flow, making it hard to reproduce, decide, watch, and share efficiently.



Hypothesis statements

If MediaRoll app provides a centralized media library with one-tap saving, quick notes, creation details organized collections with descriptions, fast preview, favoriting, and sorting that doesn't interrupt flow, then creators and collectors will save more consistently, re-find and reuse the right items faster, build collections with clearer intent, and ultimately spend less time searching and more time watching, creating, and sharing.



Goal statements

Our Media Roll app will let users capture and organize media in one place—saving each item with quick notes and creation details, and enabling fast preview, sorting, and share-ready views—which will affect creators and collectors who spend too much time finding their media to watch and share by providing quick, easy access to the right content at the right moment, saving them time. We will measure effectiveness by shortlist creation time, favoriting latency, playback interruption rate, and time-to-share.



Persona:



John Park

- **Age:** 35
- **Education:** Master's degree
- **Hometown:** Sacramento area, CA
- **Family:** Single, lives independently
- **Occupation:** Content Creator / Freelance Digital Producer

"I save media all day from different apps, but later I can't find the right one or remember the context. I want everything in one place with quick notes/details, fast preview and sorting, so I can share without breaking my flow."

Goals:

- Capture media fast (ideally one tap) from any source
- Keep everything in a centralized, structured library
- Save context for each item: quick notes + prompt/model/platform when relevant
- Preview, favorite, and sort quickly without breaking flow
- Re-find the right item fast to watch, reuse, or share

Frustrations:

- Media is scattered across apps/storage, making it hard to re-find the right item fast.
- Saving, browsing, and sorting takes too many steps and interrupts focus
- Context gets lost (notes/prompt/model/platform), making reuse and sharing harder.

John generates lots of videos using different tools and AI models, and also collects media—clips, references, screenshots, drafts, and finished exports—from YouTube, social platforms, cloud folders, and creative tools. Since each item may need “how it was made” context (quick notes plus prompt/model/platform), the library quickly becomes messy and scattered. Finding the right piece to watch, share, or build on then takes too long and breaks flow—forcing re-researching and rebuilding context instead of working efficiently.



User story & pain points



"As John, a creator who generates videos with different tools and AI models and collects clips, references, screenshots, drafts, and finished exports from many platforms, I want a centralized library that saves each item with quick notes and "how it was made" details (prompt/model/platform) so that my collection doesn't become scattered and I can quickly find the right piece to watch, share, or build on without breaking my flow"

1

Media Spread Out

John's media is spread across apps, tabs, and storage, so re-finding the right clip/version to watch or share takes too long.

2

Broken Flow

Saving, previewing, and sorting often requires too many steps, interrupting focus (while listening/working) and causing drop-off

3

Time Constraints

Key details (notes + prompt/model/platform) aren't consistently saved, making it hard to reproduce the work or understand later.



Big picture storyboard:

Scenario:

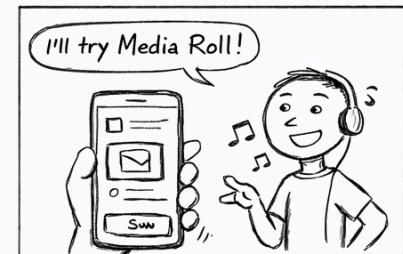
John uses Media Roll to capture media with notes and creation details, then quickly re-find, preview, sort, and share—without breaking his flow



John saves media from various apps.



Later, he's mid-work and tries to re-find a clip, but everything is scattered and has no context.



John downloads and opens Media Roll.



He saves media with one tap plus notes and creation fields.



Later, he fast-previews and favorites a version with search, filter, sort.



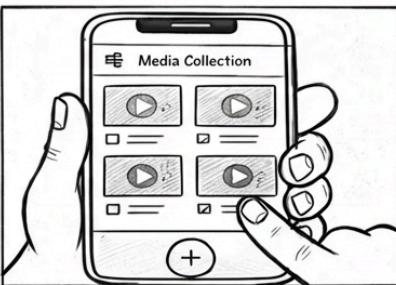
He shares it with a friend/client and continues working in flow.



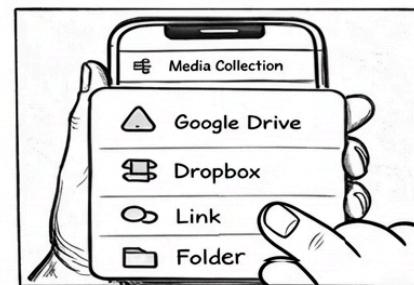
Close-up storyboard:

Scenario:

John opens Media Roll, imports media using the "+" button, adds creation details, then filters and previews items, favorites the best one to a shortlist, and shares it quickly with a friend/client.



User opens Media Roll



User picks import source



User adds creation detail fields
(prompt/model/platform)



Later, user filters by category
and quickly previews



User favorites to "Shortlist"



User shares item to friend/client



User journey map

Persona: John Park

Goal: Fast and easy way to capture, organize, and quickly browse AI-generated videos, images, and audio—with one-tap favorites, shortlists, notes/metadata, and share-ready views—from a mobile app.

Action	Fast find a media via collection	Categorize a media collection by names	Search media	Edit collection	Play and share favorite media
Task List	A. Use app B. Have access to all collection C. Have menu options	A. Find categorization button B. Choose category C. Have categorized collection	A. Find search button B. Enter a media title C. Select found media	A. Open selected media B. Have media preview screen	A. Have media play screen B. Find play button C. Find sharing and streaming options
Feeling Adjective	- Excited to have media in one places - Worried about output connection and settings options	Stressed out by unorganized thriller collection	Annoyed about the way of finding the right media for watching or sharing	- Irritated with time spent on having access to media - Anxious about sharing options etc	Hopeless with to have a good audio/video player
Improvement Opportunities	Create an app for advanced collecting and playing media	Offer the way to collect media easily through the app.	Create app features that help navigate collection and searching media	Create a screen in the app for a selected media with different accessibility features	Create a good media player inside a mobile application

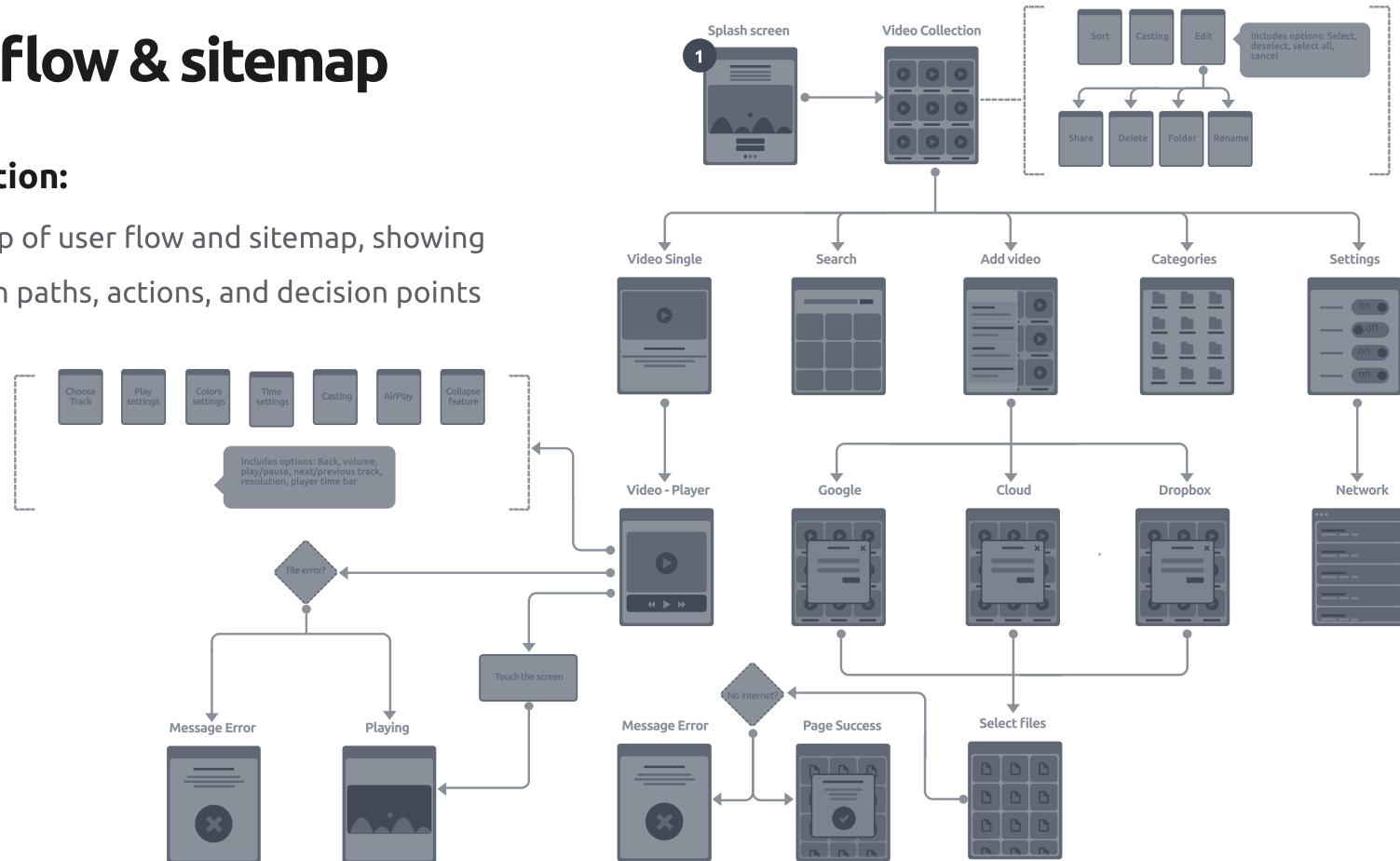
Mapping user journey revealed how helpful it would be for users to have access to a dedicated Media Roll app.



User flow & sitemap

Description:

Visual map of user flow and sitemap, showing navigation paths, actions, and decision points

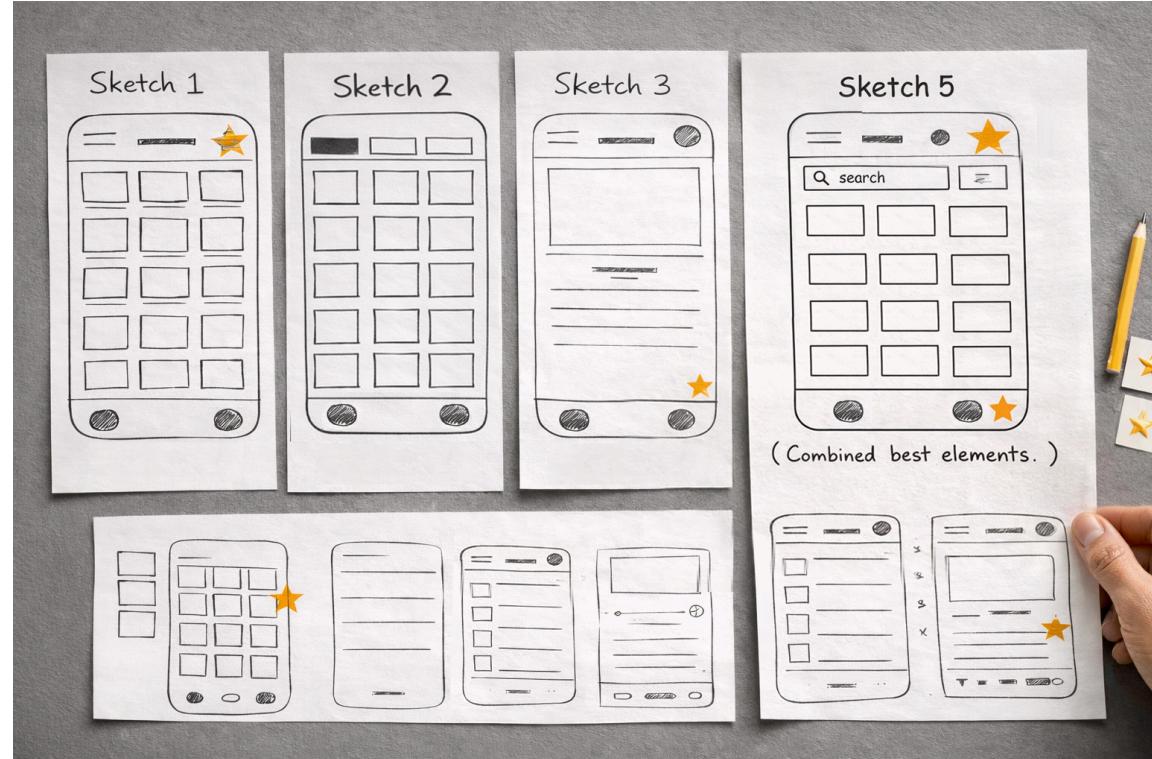


Starting the design

- **Paper wireframes**
- **UX Research Usability Study round one**
- **Digital wireframes and updates**
- **Low-fidelity prototype**
- **Affinity Diagram**
- **UX Research Usability Study round two**

Paper wireframes

Several paper wireframe variations were drafted to compare different ways to browse, search, and manage a media library. Stars highlight the elements that performed best or felt most intuitive—such as navigation placement, quick actions, and detail layout. Those winning ideas were combined into the final sketch used as the foundation for digital wireframes.



UX Research Usability Study round one

Research Questions :

- How easy or difficult was it to find media categories? Is there anything you would change about the process?
- How easy or difficult was it to share a media? Is there anything you would change about the process?
- How easy or difficult was it to find a "favorite"? Is there anything you would change about the process?
- From the home page, figure out where you would go to watch and edit your media collection

Participants :

- 5 participants Participants are anyone who watches a movie out at least once a month.
- Participants between 18 and 62

Methodology:

- 5-10 minutes
- United States, remote
- Unmoderated usability study
- Participants will use the Media Roll
- App prototype v.1

Research Insights:

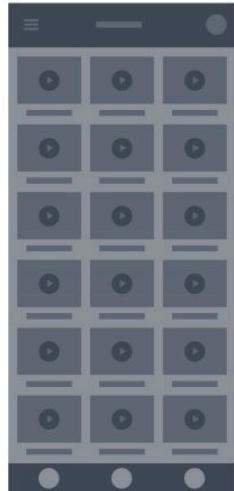
- The sharing feature was difficult to find for almost all users.
- For most users, it was not immediately clear how to tap the Favorites feature.
- Not everyone was familiar with the prototyping elements.
- The prototype was helpful for most people, but not an overwhelming majority

To view the Media Roll App Low-Fidelity Prototype v1 [click here](#)



Digital wireframes and updates

As the initial design phase continued, screen designs were refined based on feedback and findings from the UX Research Usability Study. Insights from the first study were used to improve the digital wireframes.



Before



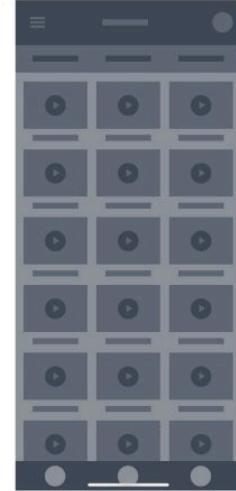
After



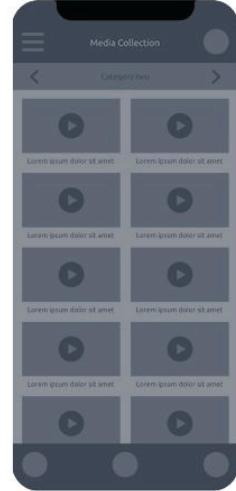
Before



After



Before



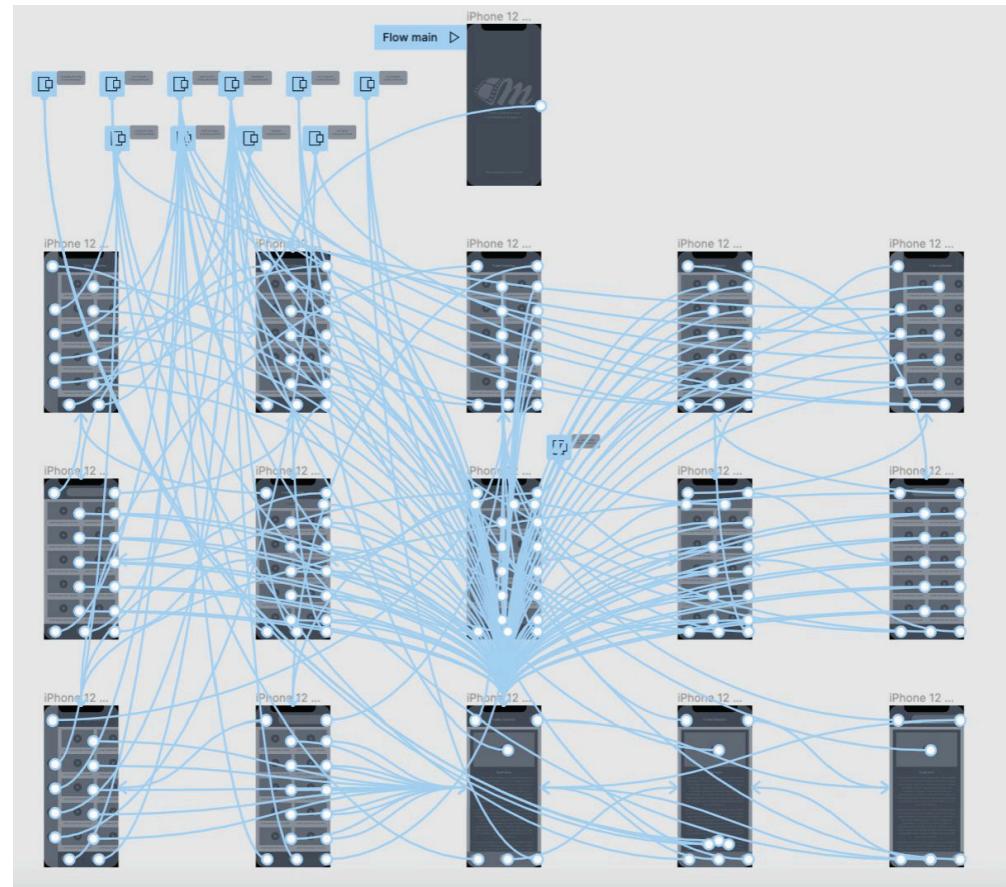
After



Low-fidelity prototype

Based on the completed digital wireframes, findings from the first UX Research Usability Study, and the initial low-fidelity prototype, a second low-fidelity prototype was created.

To view the Media Roll App Low-Fidelity Prototype v2 [click here](#)



Affinity Diagram

The **UX research study plan** defines the approach for testing the prototype, selecting user groups, and capturing insights to address their needs. A structured plan supports consistent, actionable results. To view the **UX Research Study Plan** for round two [click here](#)

At least five participants were interviewed, with notes captured for each session. Observations were recorded in a **note-taking spreadsheet** to analyze and synthesize the usability study data. These notes summarize participants' behaviors, questions, and feedback while engaging with Low-Fidelity Prototype v2. To view the **note-taking spreadsheet**, click here [click here](#)

The **Affinity Diagram** method was used to convert observations from the note-taking spreadsheet into individual sticky notes, including participant quotes. Notes were color-coded by participant and grouped into categories such as Sharing, Favorites, Navigation, Play, and Editing features

Sharing feature

Participant didn't know where to find this a sharing feature

"Ugh, this is honestly a bit confusing, I don't know where this feature"

- Participant is frustrated that sharing feature don't feel more intuitive to use

"I don't understand why the application hides the sharing feature, I mean, it's pretty much buried under one button"

-Participant is confused to find the sharing feature

"I couldn't find sharing feature easily"

Navigation

- Participant wants to navigate media page more

"It seems like the this feature is still developing"

- Participant wants to see a detailed splash screen before he see a the main page

"It would be nice if I see a detailed splash screen when I open the application"

Favorite feature

-Participant thinks that a favorite icon should be in other place"

"Maybe if you put a favorite feature icon somewhere else would make it easier to manage my favorites media"

-Participant wants favorite media screen

"I want some screen that allows me to customize my favorite media collection."

-Participant looks confused with favorite feature

"Where should I go? Doesn't seem like I will find it"

-Participant tries tapping in a not tappable area

"I couldn't tap at favorite feature. The icon is too small"

Play and edit features

-Participant does not know what bubbles mean when he taps the edit or play feature

"I don't understand why you'd use bubbles for these features. But eventually figured it out"

-Participate feels worried about the edit feature

"I think edit feature should be in the center of media screen page somewhere under a media image."



Pattern & Insight identification



After creating the affinity diagram, several themes were identified. Using synthesis and critical thinking, research observations were extracted and transformed into a **Pattern Identification** template. To view the **Pattern Identification**, [click here](#)

Themes were prioritized by analyzing the frequency of shared user observations, revealing common trends and issues. After reviewing these themes, insights were added to the **Insight Identification** templates and integrated with previous analyses. To view the **Insight Identification**, [click here](#).

This insight, grounded in empathy and supported by data, aligned closely with the research plan goals. Patterns and key themes were translated into a clear action plan, and the high-fidelity prototype was refined to support the next testing rounds.



UX Research Usability Study round two

People want to have a better sharing feature

Supporting evidence from the usability study:

- 3 out of 5 subjects had trouble finding the Sharing feature
- 3 out of 5 subjects had a hard time knowing what to do with the Favorites feature.

"I don't understand why the application hides the sharing feature. I mean, it's pretty much buried under one button"

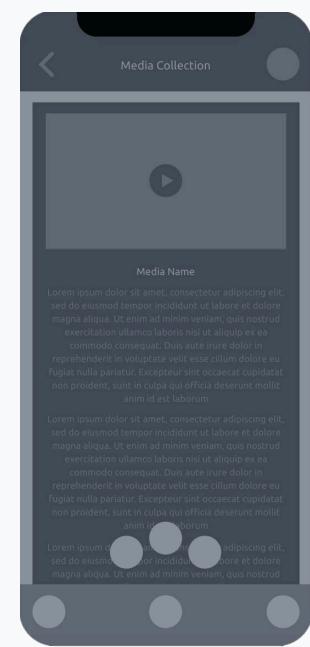
"Ugh, this is honestly a bit confusing, I don't know where this feature"

Findings

- Users need a more intuitive way to the sharing feature
- Users need a more intuitive way to the favorite feature

Recommendations

- Create icons for Sharing, Add, Play and Edit features so users can recognize these features in the feature



People want more detailed options

Supporting evidence from the usability study.

- 3 out of 5 subjects were confused by Add, Play and Edit features when they saw bubbles

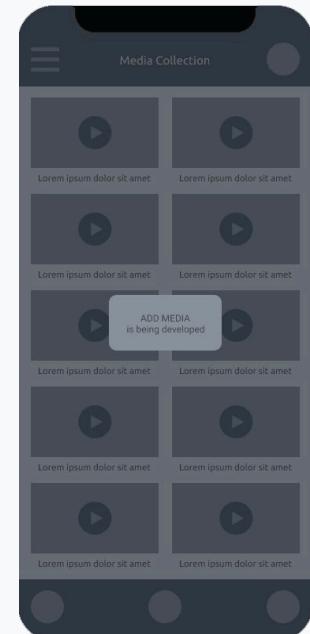
"I don't understand why you'd use bubbles for these features. But eventually figured it out"

Findings

- Users need better cues for what steps are required to tap the main features.

Recommendations

- Create undeveloped features where users see in the bubbles



People want more titles and graphics

Supporting evidence from the usability study.

- 2 out of 5 subjects were frustrated by the lack of titles and graphics

"It would be nice if I see more details via splash screen when I open the application"

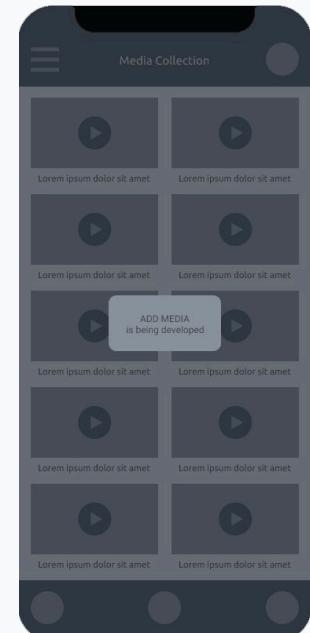
"Seems that titles under the media are too short"

Findings

- Users need more accessible elements in the prototype.
- The navigation process isn't intuitive. Some buttons' are confusing.

Recommendations

- Add examples of content for titles and trailers descriptions



Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

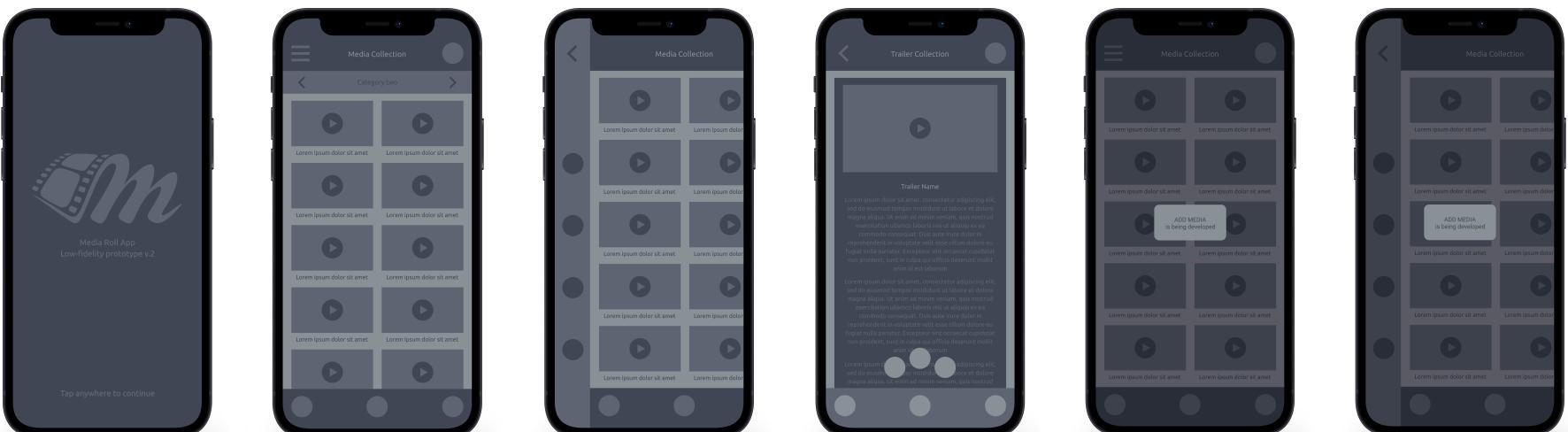
Mockups

The second usability study showed that users needed clearer access to primary options and stronger orientation across screens. **Navigation** was revised so selecting the related function from the bottom bar or the menu opens the **All Media Collections** screen. A top-left menu was expanded with icons for future options, including an All Media Collections entry that links to the new screen. The **Add Media (+)** flow was designed with clear source icons (Google Drive, Files, Dropbox, etc.). **Editing features** were expanded beyond the early basic controls and redesigned for consistency across both the media detail view and the **All Media Collections** screen. To improve accessibility and clarity, additional graphics, imagery, and color were introduced.

After usability studies

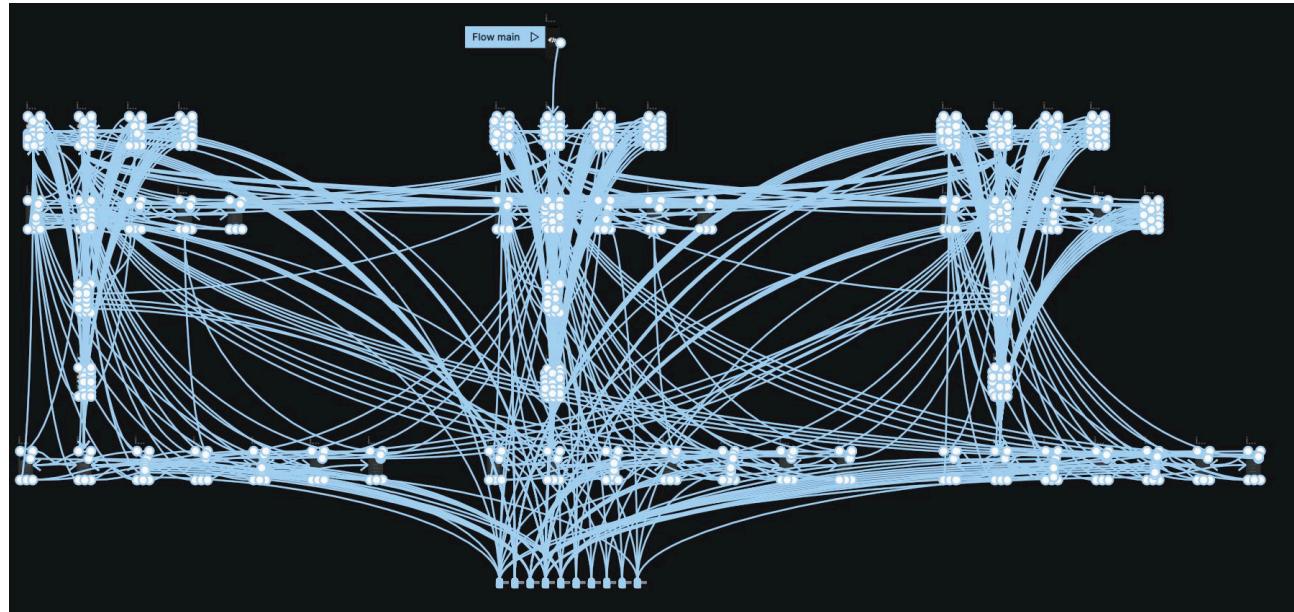


Before usability studies



High-fidelity prototype

The final high-fidelity prototype presented cleaner User flows for browsing and collecting media. It also meets user needs for editing and sharing features.



View the Media Roll App high-fidelity prototype, [click here](#)



Accessibility considerations

1

Readability

Improved readability and scanability with clearer typography, stronger hierarchy, and supporting graphics to help users quickly understand what they're viewing.

2

Icons

Used consistent icons and larger tap targets across the bottom navigation and side menu to make primary actions easier to recognize and select, especially during fast browsing.

3

Color Cues

Used color accents to highlight key functions, helping users stay oriented, understand the current context, and reduce navigation confusion.



Going forward

- Takeaways
- Design Evolution
- Design System & Prototype Iterations
- Next steps
- Let's connect!

Takeaways



Impact:

Media Roll helps users capture moments with context and quickly re-find, sort, and share them—so their media library feels organized, useful, and growing.

One quote from peer feedback:

“With this app, I can quickly browse, edit, and share my media collection. It would be my default option”.



Key learnings

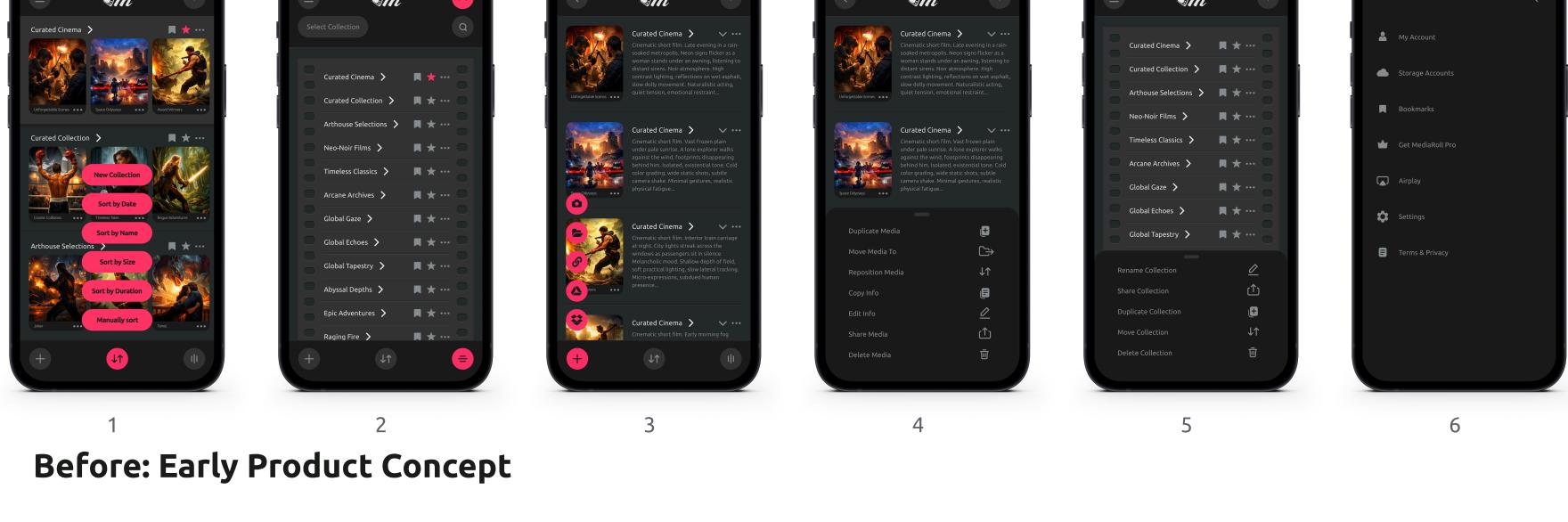
Early concepts are only a starting point. Usability studies and peer feedback guided each iteration—refining capture-with-notes, improving re-finding and sorting, and making sharing faster and more intuitive.



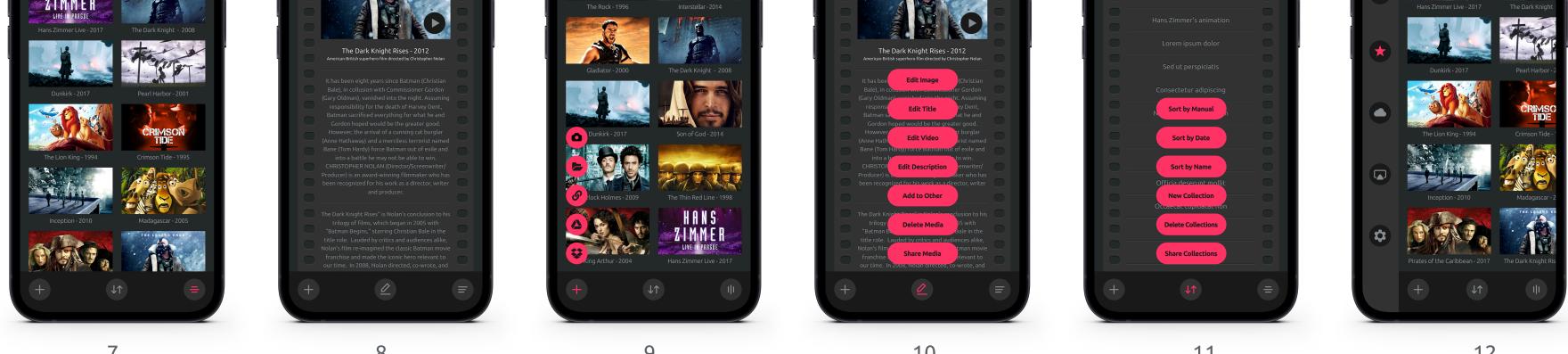
Design Evolution

After synthesizing insights from multiple case studies and earlier design explorations, this iteration shifts the product from feature validation to system-level maturity. The redesign expands core features, unifies interaction patterns, and establishes a scalable design system across screens—representing a strategic evolution beyond isolated usability fixes toward a cohesive, production-ready experience. View the new [MediaRoll.app Hi-fidelity prototype v4](#), [click here](#)

After: Product Evolution



Before: Early Product Concept



The redesign introduced a scalable browsing pattern (Picture 1), enabling vertical navigation across all collections and horizontal exploration of media within each collection replacing the previous two-collection limit and dropdown navigation (Figure 7). Users can favorite collections on the main screen, pinning them to the top for quick access while browsing and planning which items to move into priority collections. (Figure 1)

Collections can be marked while scrolling and later accessed from a dedicated list in the redesigned menu screen (Figure 6). This screen was fully reworked to include clearly labeled options such as My Account, Storage Accounts, AirPlay (casting to external displays), Settings (app-level customization), Terms & Privacy, and Get MediaRoll Pro (future paid features). Previously, this menu relied on five abstract, icon-only options, offering limited clarity beyond basic functions like AirPlay, Settings, Cloud, Favorites, and List View. (Figure 12)

The main screen now includes collection-level actions: Rename, Share (save the collection locally or to cloud storage), Duplicate, Move (reposition collections anywhere in the list), and Delete. More advanced interaction flows are planned for future UX phases. Collection actions are accessible from both the main screen and the compact collections view (picture 5), which now supports marking and favoriting. The bottom menu was refined to focus on sorting options—Date, Name, Size, Duration, and Manual—while removing the previously misplaced Share Collection action (Picture 11)

A new Select option was added to the top bar alongside Search (Picture 2), using a dropdown to host additional actions. This change deprioritizes Search and allows the area to scale with future options. Select enables multi-item media selection, with actions planned for future UX stages. The top bar dropdown is consistently available across key screens—the collections list, compact collections view, and media list. A logotype was added to the top bar to improve accessibility, provide a quick return to the main collections screen, and strengthen brand identity.

The third-level Media Preview screen was fully redesigned. Previously, it displayed a single media item with a preview, title, and description (Figure 9), and editing actions were scattered across the top bar (Figure 11), such as editing the image, title, video, or description.

The updated screen now supports browsing additional media within the same collection, allowing users to scroll through items while maintaining the same interaction level as a single media view. Media actions were redefined and unified under a consistent three-dot menu pattern (Figures 4–5), aligned with collection-level interactions. Available actions include Duplicate Media, Move Media To (another collection), Reposition Media, Copy Info (e.g., prompts or notes), Edit Info, Share Media, and Delete Media.

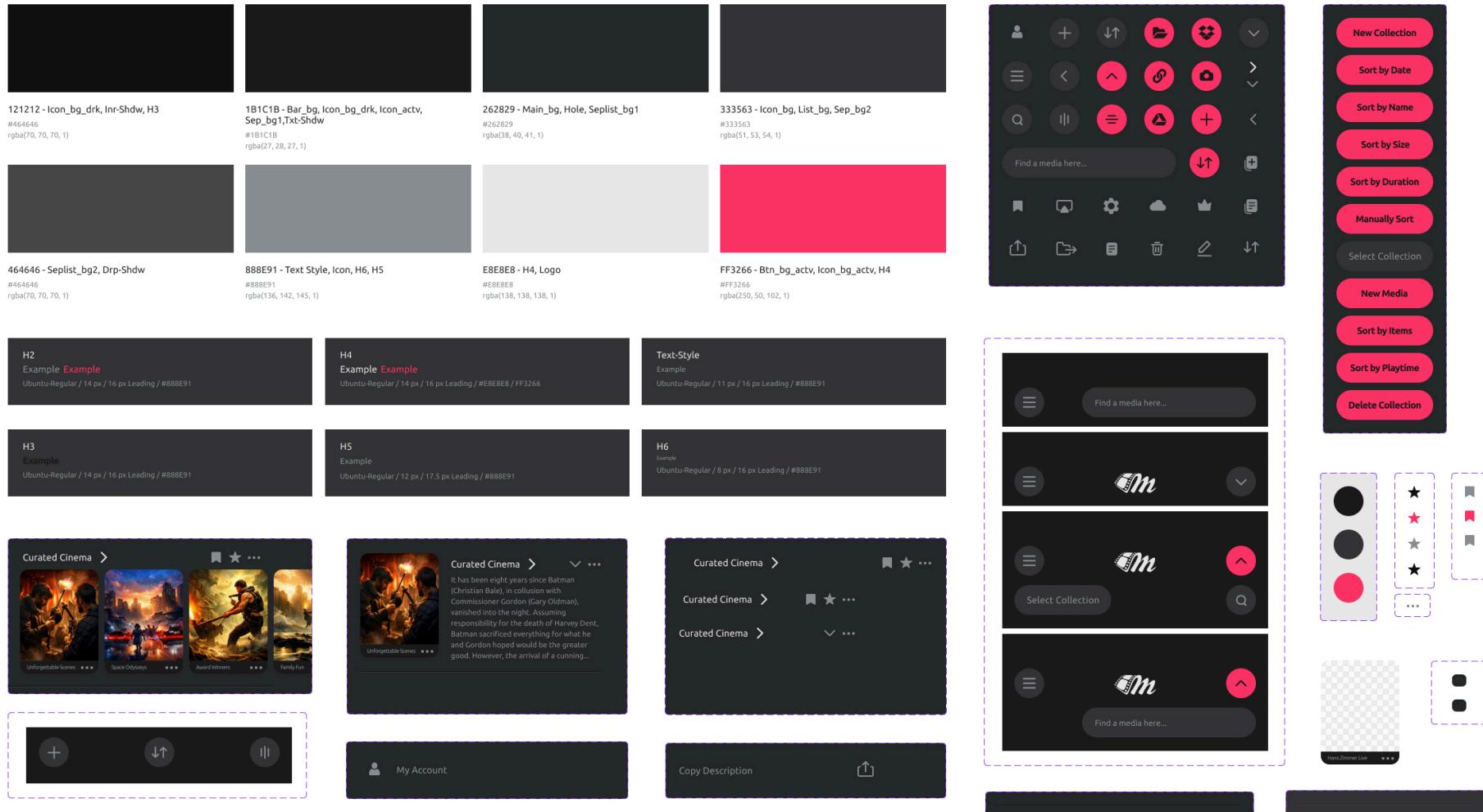
The screen also introduces expanded media details through a dropdown control, enabling richer metadata display and allowing room for future feature growth at this level. Additionally, the media title is now actionable, leading to a focused media-editing flow planned for future design phases.

The bottom navigation flow was refined to be more intuitive, with active features clearly highlighted through color and animation. Compared to the initial version, this provides stronger visual feedback and improves orientation, helping users better understand where they are within the app.



Design System & Prototype Iterations

The design system establishes a shared foundation of colors, typography, and reusable components, enabling consistent updates across all 49 screens of the app flow. By relying on system-driven components rather than isolated screens, the product can scale, evolve, and adapt efficiently as new features and interaction patterns are introduced.



Below are links to all Lo-Fi and Hi-Fi prototypes, illustrating the evolution from early exploration to a system-driven product experience and demonstrating how the design system scales across multiple interaction levels and feature sets.

View the MediaRoll.app Low-fidelity prototype v1, [click here](#)

View the MediaRoll.app Low-fidelity prototype v2, [click here](#)

View the MediaRoll.app Hi-fidelity prototype v3, [click here](#)

View the MediaRoll.app Hi-fidelity prototype v4, [click here](#)



Next steps

1

Video Trim Workspace

The next development phase will extend the Main screen with multi-item selection, bulk actions, and advanced organization flows. Media previews will support expandable metadata, and a new third-level Video Trim Workspace is planned, focused on adjusting video length and preparing content for future workflows.

1

Drag-and-drop & Menu

Next development will introduce drag-and-drop interactions for reordering collections and moving media, with bulk actions supporting flexible content management. The left navigation will be expanded to support richer user flows.

1

Advanced gestures and tooling

Begin exploring two-finger zoom-in / zoom-out gestures and conduct research on suitable prototyping and development tools (e.g., Figma Make, Bolt.new, Dreamflow/Lutterflow). Evaluate capabilities for gesture-based interactions, drag-and-drop support, and review iOS development options in Xcode to inform the technical approach.

For the upcoming interview cycle, I plan to speak with independent music creators—artists, clipmakers, and producers—who distribute via CD Baby and DistroKid, along with AI-driven video creators on LinkedIn, YouTube, and Instagram. These creators want more transparent, creator-first monetization with less revenue lost to fees and ad splits. The goal is to learn their workflows, pain points, and monetization preferences, then use those insights to refine monetization strategies for our app.



Let's connect!



Thank you for your time reviewing my work on the Media Roll App! If you'd like to see more or get in touch, my contact information is provided below.

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