



USABILITY REPORT

adobe creative cloud

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Outline

About

Users

Accessibility

Usability

Works Cited



What is Adobe Creative Cloud

AND WHO IS IT FOR?

About

A person's hands are clasped together over a laptop keyboard. The person is wearing a watch on their left wrist. In the background, there is a potted plant with green leaves. The entire image has a dark blue overlay.

A PACKAGE OF

20+

APPLICATIONS

Specifically formulated to help users
produce, edit, and share different forms
of creative content



CREATED FOR...



of the world's creative professionals use Photoshop

Adobe Fast Facts. 2020



CREATIVES

Who is it for?



Popular Apps and Their Purposes



PHOTOSHOP

Photo editing software for photographers and creative professionals



LIGHTROOM

Photo management, organization, and editing used by a variety of different groups



PREMIERE PRO

Video editing software targeted at professional videographers and editors



ILLUSTRATOR

Vector-based application for graphic designers, digital artists, and other creatives



UX Niche - Adobe XD



- Designer-centered platform
- Specifically targeted at user-experience (UX) designers
- Prototyping tool
- Allows for single-sourcing of content for a variety of different screens and uses
- Helps users create a consistent, appealing consistent experience for customers



DESIGNED FOR User Localization

Uses

20+ apps
Countless uses

- Design your best friends wedding invites
- Piece together a documentary
- Make a dog fly via video effects
- Create a logo for a client
- Edit a bobbing swimmer out of your beautiful beach photo
- And so much more

Adobe Creative Cloud can do it all



The Users

FROM AMATEUR TO EXPERT

While Adobe Creative Cloud apps are designed with creative professionals in mind, you certainly do not have to be a professional to use them. From user-generated YouTube tutorials to adobe support pages, there is an abundance of technical communication pieces to help new users learn the skills necessary to effectively use Adobe applications.



ACCESSIBILITY

Features

- Can be translated into 25+ languages
- Extensive keyboard shortcuts
- Screen magnification, read-aloud text, and specific accessibility features for different applications
 - Corresponding VPAT (Voluntary Product Accessibility Template) for each app
- Available for download on both Mac and PC computers
- Mobile applications





ACCESSIBILITY

Limitations

- High price: \$52.99/month for full Creative Cloud*
- Minimum browser compatibility requirements
- Must have high-speed Internet
- Advanced software... need skills to use



*special packages



FOR STUDENTS

Only 19.99/month (for one year)

Allows more young designers to use creative cloud on a college budget



FOR BUSINESSES

Streamlined Collaboration

Creative teams can work together



FOR SCHOOLS & UNIVERSITIES

Educational institutions (with a significant budget) can purchase Creative Cloud applications for shared devices



Usability Features

CUSTOM SETTINGS AND PREFERENCES

- Create your own work spaces
- Dark and light interface preferences

USAGE ACROSS APPS AND DEVICES

- Compatible files
- Easily edit and move projects across different adobe applications

ADOBE SUPPORT AVAILABLE

- Online
- Over the phone



Usability Issues

COMMON COMPLAINTS

- Steep learning curve
- Keyboard shortcuts vary across applications
- Tool bar issues in editing apps
- Controls and language inconsistent across apps (ex: insert vs place)
- Difficulty with fonts



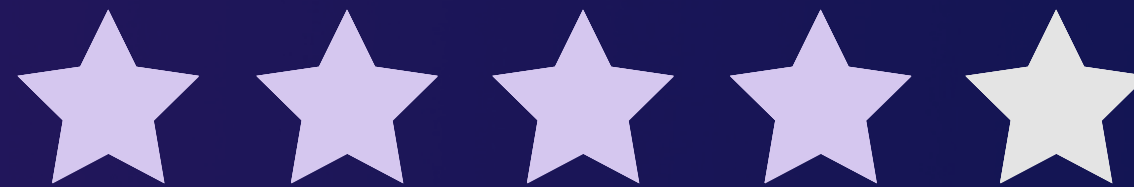


Human Centered Design



ADOBE USER RESEARCH

- Adobe conducts their own user experience research to improve upon their products
- Customer feedback used when designing updates and new software



OVERALL USABILITY RATING



TARGET MARKET

Features serve creative professionals' needs very well

USABILITY

Efficient, wide ranging programs, despite a learning curve

ACCESSIBILITY

Many features and a few limitations



thank you

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