

Crop n' Square

Please find below our analysis for **Crop n' Square**. Notice that every section is colored in green, orange, or red depending on the type of assessment given for each case:

Those are positive or remarkable features to be kept in further development stages.

Those features that, while being generally OK, need extra work to reach full potential.

Those features that require a dramatic makeover for either being below the standards or malfunctioning.

Originality

In terms of features, Crop n' Square is a photo editor which doesn't stand out from the dozens already in the app stores. Most of the photo editors out there have cropping, squaring, rounding, and shadowing tools, as well as customizable options to adjust the image size and the background color.

The added-value feature of Crop n' Square lies in its **simplicity**. It takes only three straightforward steps to edit your photo (load the app, crop/square it and apply extra visual tweaks). In just a few seconds, the output photo is ready to be saved to the user's device and shared through social networks. Crop n' Square was especially designed to make the latter less painful, since some social networks (famously, Instagram) only allow squared photos on their system.

That's definitely something to keep up with since it can attract a huge spectrum of low-profile users who might be overwhelmed by other more complicated apps (with their dozens of filters and professional editing tools). It can even become the preferred quick-edit option for users valuing speed over customization.

Features

When it comes to photo editing tools, Crop n' Square can be considered a Minimum Viable Product. It has the minimum basic editing tools to enhance photos and get them ready for sharing. No additives for the sake of simplicity.

However, we'd recommend working on finding the balance between simplicity and a wider range of features. Competing based on sheer number of filters or photo frames doesn't make sense (given the market saturation), plus it goes against Crop n' Square's added-value. But still, adding a few filters or more editing tools such as contrast or brightness

would improve the user experience without necessarily killing its ease-of-use. It's a matter of balance.

Basically, we are missing photo editing tools that allow tweaking the image itself, not just its borders, size, and background.

Finally, it'd be nice if images could be taken by launching the camera from Crop n' Square. That's a feature most of the competitors include, which works towards increasing how often users come back to an app.

Interface

A simple, distraction-free interface is the *essence* of Crop n' Square. It features a sober UI design with a clear call-to-action in a step-by-step flow, practically guaranteeing a satisfactory user experience. We just have two suggestions about design:

First, the design can be updated following Google's design guidelines (Material Design), which has become the standard of the market in the latest Android OS versions. Some elements like the non-flat "Open a picture" button, the header buttons, and the dock at the bottom make it look the app slightly outdated and unpolished.

Second, the banner at the bottom is quite intrusive. It'd be nice testing more space between the dock and the banner and trying to find the balance between taps on advertising and a more user-friendly design.

Controls

Crop n' Square's controls are responsive. We didn't have major issues toying with the selection tool.

However, we are missing some gestures for adjusting the cropping area. Pinching is the natural way (or at least the most mobile-friendly way) to do it. At the moment, it can only be adjusted by dragging horizontally and vertically in two separate steps.

It also needs a zooming tool to allow more accurate selections.

Description in Store

The tone of the description in Google Play is correct. It is easy to understand what the app stands for and what its main features are.

We encourage the developer to follow our [recommendations](#) about creating an extraordinary description for the app stores, especially paying attention to the formatting suggestions (bullet points, whitespaces, and short paragraphs).

The app icon is a critical element when deciding whether or not download an app. The Crop n' Square icon could use a more modern, colorful, eye-catching redesign to make it more appealing at first glance.

Bugs

We didn't notice any bugs in Crop n' Square. Fantastic!

Competitors

Taking into account all the elements analyzed above, we highly recommended taking a look at these competitors that share features with Crop n' Square. We'd place it below these competitors:

SQUARE INSTAPIC

Professional visual design

Intuitive UI

Amount of filters and editing tools

Ease of use

It takes too long to apply changes

INSTASQUARE

Visual design

Intuitive UI

Lots of editing tools

Filters and stickers

Performance

... and above these others:

PHOTO SQUARER

Ease of use

Launch camera form the app

Basic editing tools

Design

Issues when loading photos from gallery

Intrusive ads

SQUAREIT

Ease of use

Runs smoothly

Minimum features

Design

Analysis Summary

Significant features

Outstanding or original features offered by the app

Ease of use, basic editing tools, smooth performance and preset image sizes.

Expected features

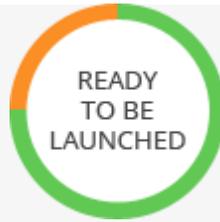
Standard features offered regarding the genre or category of the app

Sharing and saving, adjustable background color, no quality leaks.

AppsZoom's recommendations for improvement

Revamped UI following Material Design guidelines, more filters and editing tools, more mobile-friendly gestures.

CONCLUSION



Some Improvements highly recommended

Crop n' Square is a fully-functional app which will appeal to those seeking a super-simple editor to get their snapshots ready for image sharing services that only accept square photos. However, there's much room for improvement: adding customization features and giving the app a modern makeover would do a great deal towards making Crop'n'Square among the top in its category.

Tested on a:

Nexus 4, Android 5.1 (stock ROM)

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