

Starring You AI

JibJab is a platform that allows users to create and share personalized videos and Ecards through a subscription model.

I aimed to drive user engagement and retention while exploring how AI could extend our product offering. I led the end-to-end product strategy, from concept validation through MVP launch and iteration, coordinating with Design, Engineering, Marketing and Customer Support to ensure alignment and execution.

The end result is Starring You AI, which uses AI to swap a photo of your choice into funny, themed image packs.

Starring You AI: Exploration

During our annual roadmap planning session, I focused on introducing AI in a way that felt natural to the JibJab experience, rather than gimmicky.

We committed to a 2-3 month exploration phase with biweekly working sessions to demo prototypes and evaluate POCs across both new and existing product lines.

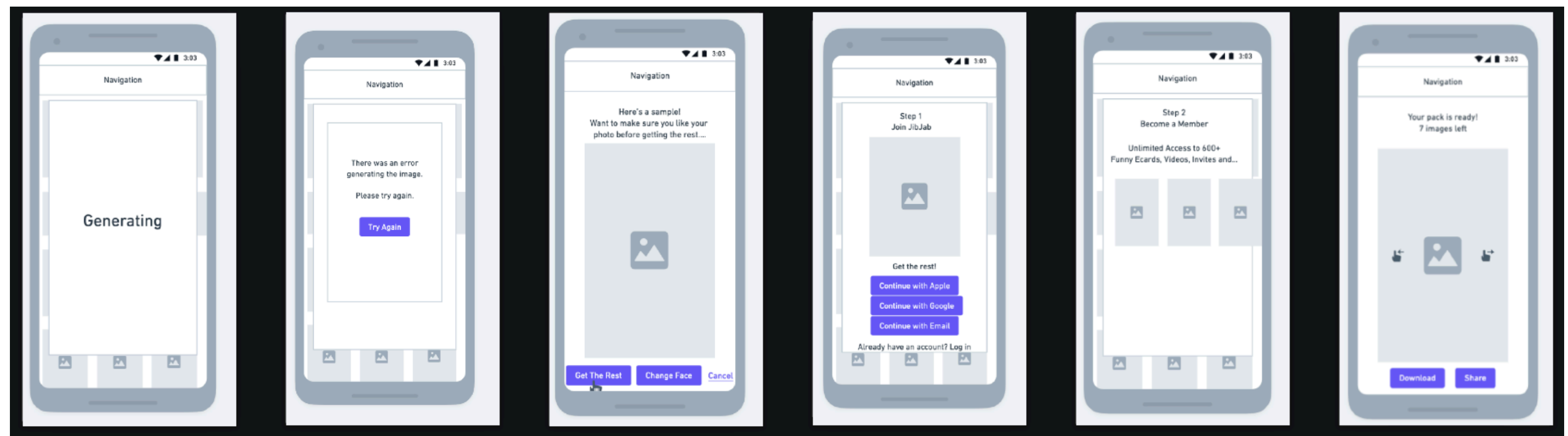
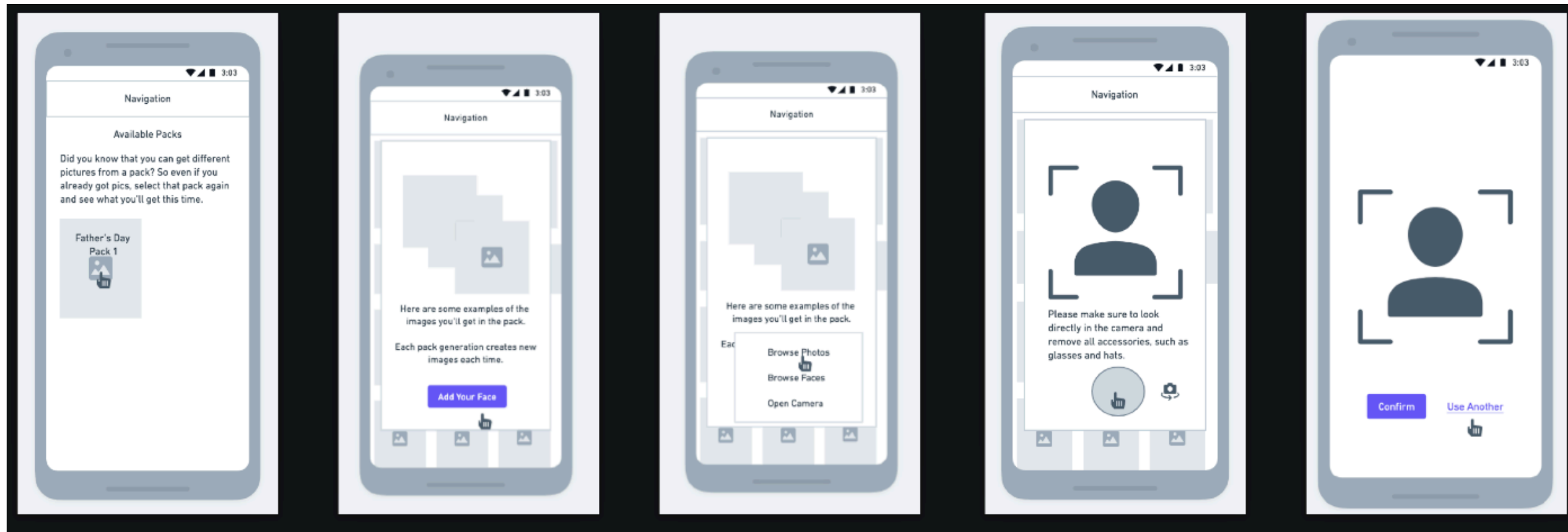
We explored multiple use cases before deciding to build a product focused on AI image generation. After user research and competitive analysis, we landed on an experience where users could upload a photo and see it swapped into themed image packs, ranging from general to holiday-specific content.

Starring You AI: Development

After validating the concept, we moved into parallel workstreams

- wireframing user flows
- evaluating AI vendors for quality, speed and cost-effectiveness
- defining internal workflows for generating, categorizing and updating image packs

Starring You AI: Wireframes



Starring You AI: KPIs

My approach to data is releasing features with clear, measurable impact.

From the beginning, I collaborated with stakeholders to define metrics that satisfied product-specific KPIs and business objectives.

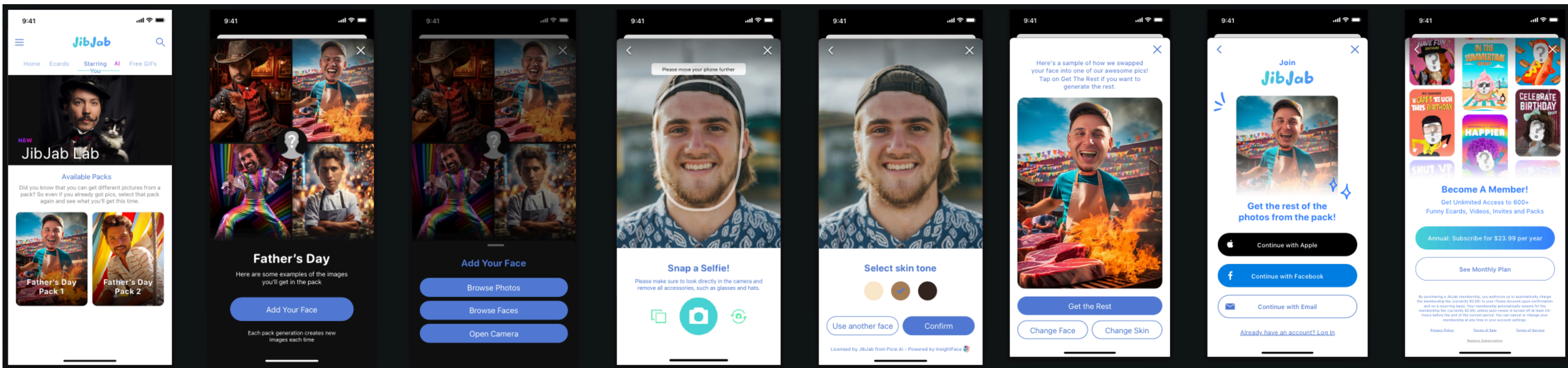
KPIs for MVP

- packs generated (per user)
- signups from SYAI
- purchases from SYAI

Tools Used

- Firebase (includes A/B Testing), MS Clarity and Looker

Starring You AI: MVP



Starring You AI: Iterations

Through A/B Testing and drop-off analysis, here is a sample of a couple key findings that led to changes

- SYAI Landing Page
 - users weren't reading explanatory text, hence switching to bullet point instructions
- SYAI Preview Pack
 - users were still confused/unaware of what the gender of the pack was, hence the gender label
- SYAI Preview
 - users (both subscribers and non-subscribers) were not continuing from the Preview screen.
 - discovered non-subscribers were not sure what they were getting from the pack so we showed them a personalized swap plus a running carousel of images in the pack

Starring You AI: Current

