

# ProFoton – Photographers on the go

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Hamilton Wuzor

# Project overview



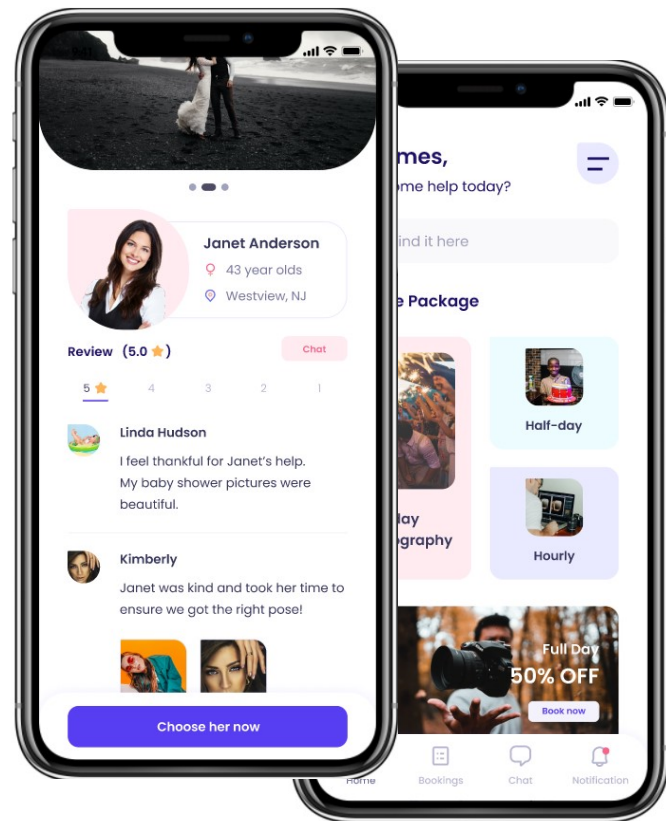
## The product:

ProFoton is a photographer ordering service located in a downtown Los Angeles. They strives to provide on demand photographers to any location needed and also offer a wide spectrum of professional Photographers to chose from with affordable pricing. ProFoton targets customers like busy wedding planners, models and individuals who have the need for a reliable photographer on short notice.



## Project duration:

February 2019 to July 2020



# Project overview



## The problem:

Busy wedding planners, influencers and the average person lacks the time and resources to engage a professional photographer or edit and fine tune their own captured photographs.



## The goal:

Design a mobile app for ProFoton that allows users to easily find and communicate with professional photographers on the go.

# Project overview



## My role:

UX/UI designer responsible for maintaining the look and feel and visual aesthetics of the ProFoton app from conception to delivery.



## Responsibilities:

Sit in for interviews, produce paper and digital wireframes, prototypes and high-fidelity mockups, creating visual design elements, accounting for accessibility, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time or resources to get a professional photoshoot.

This user group confirmed initial assumptions about ProFotons customers, but research also revealed that time was not the only factor limiting users from taking the photographs themselves.

Other user problems included obligations, interests, or challenges that make it difficult to get professional photos taken by themselves.

# User research: pain points

1

## Time

Working adults are too busy to spend time on taking and editing professional photos

2

## A11Y

Platforms for ordering photographers are not equipped with assistive technologies

3

## Clustering

Text-heavy menus in apps are often difficult to read and order from

# Persona: James

## Problem statement:

James is a busy working adult who needs easy access to reliable photographers because he has no time to take the picture or edit by himself.



**James Blake**

**Age:** 30

**Education:** Bachelor's degree

**Hometown:** New York

**Family:** Married

**Occupation:** Wedding planner

“In any situation, versatility is key; being open minded is essential. Focus, patience, and an excellent work ethic will lead to success.”

## Goals

- Have a stronger social media presence
- Increase revenues
- Improve customer satisfaction

## Frustrations

- Getting skilled photographers to the venue on time
- Bad Vendors
- Going over budget

James is a freelance wedding planner working from home. He manages on average 5 weddings at a time. He makes sure everything gets to the venue on time but replacing professionals for those that don't show up to the venue is a challenge.



# User journey map

Mapping James's user journey revealed how helpful it would be for users to have access to a dedicated ProFoton app.

## Persona: James

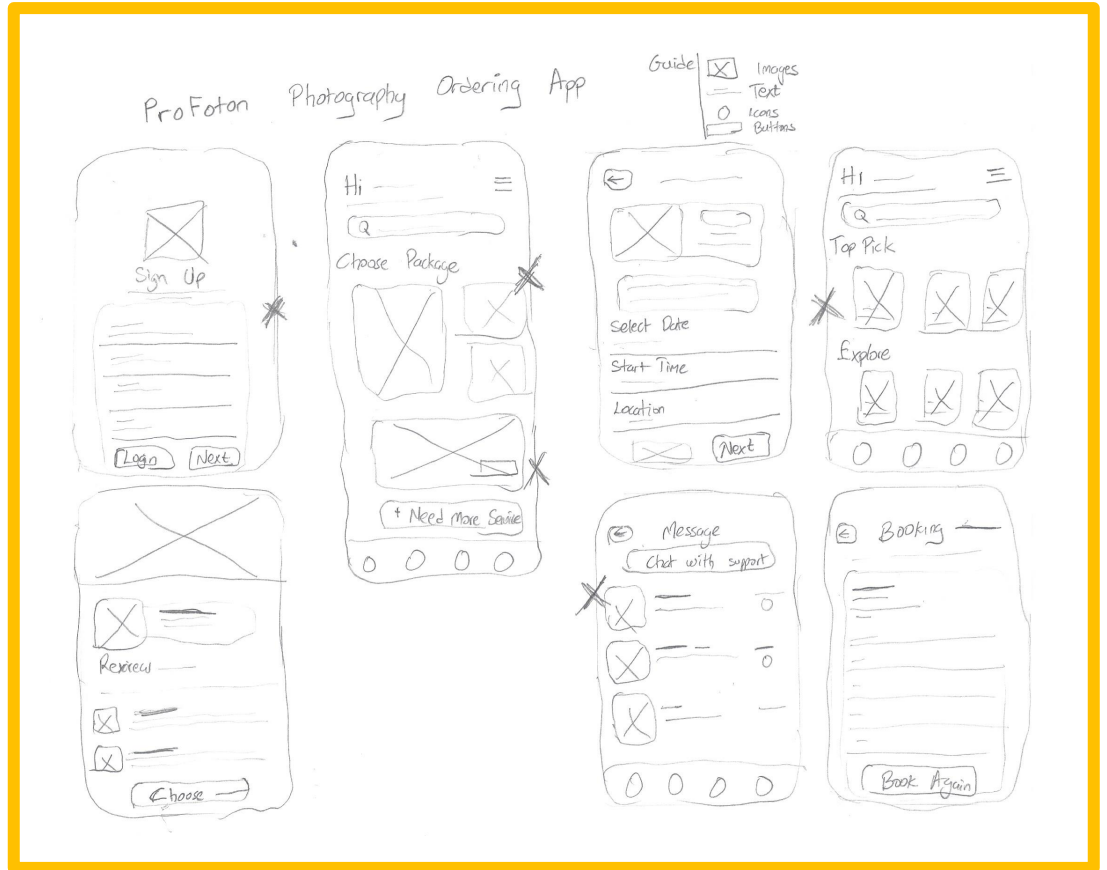
Goal: A better way to order a professional photographer

| ACTION                    | Select Location   | Select Photographer   | Place order  | Photographer Confirms   | Photographer Arrives   |
|---------------------------|---|---|--|---|--|
| TASK LIST                 | Tasks<br>A. Enter Zip Code<br>B. Use map app<br>C. Turn on location | Tasks<br>A. Check distance<br>B. Check preferred language<br>C. Check reviews | Tasks<br>A. Use chat service<br>B. Place service request | Tasks<br>A. Photographer confirms time<br>B. Provide payment info<br>C. input notes | Tasks<br>A. Get notification<br>B. Confirm arrival<br>C. Finish session<br>D. Get Picture Copies |
| FEELING ADJECTIVE         | Excited to find a photographer close to venue<br><br>Relieved       | Overwhelmed with choices<br><br>Hope  | Satisfied<br><br>Anxious about communication             | Frustrated vendor calls to ask for more info<br><br>Annoyed                         | Excited with arrival confirmation<br><br>Alert   |
| IMPROVEMENT OPPORTUNITIES | Add visual cues with vibration feedback to build trust              | Add search filters<br>Add photographer portfolio link                         | Show communication options( text, call)                  | Provide customer preferences to photographer<br>Provide payment confirmation        | Provide a way for customers to view their pictures and provide feedback                          |



# Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This search field enables users to search for unpopular packages not listed

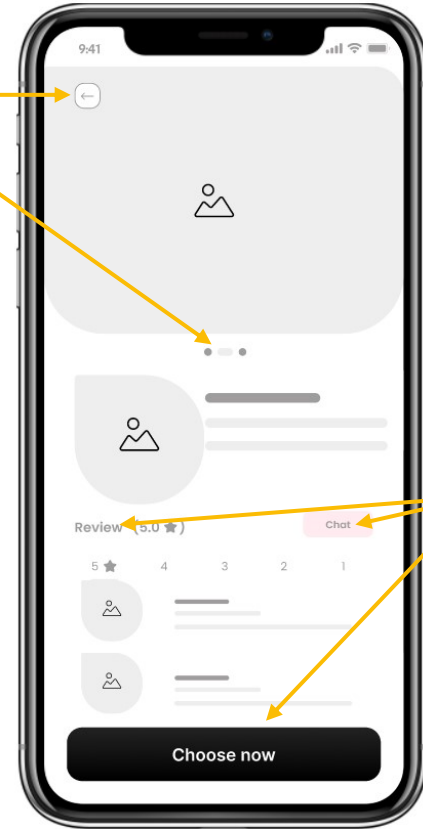


This button allows users to request for additional service etc.. special requests

# Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

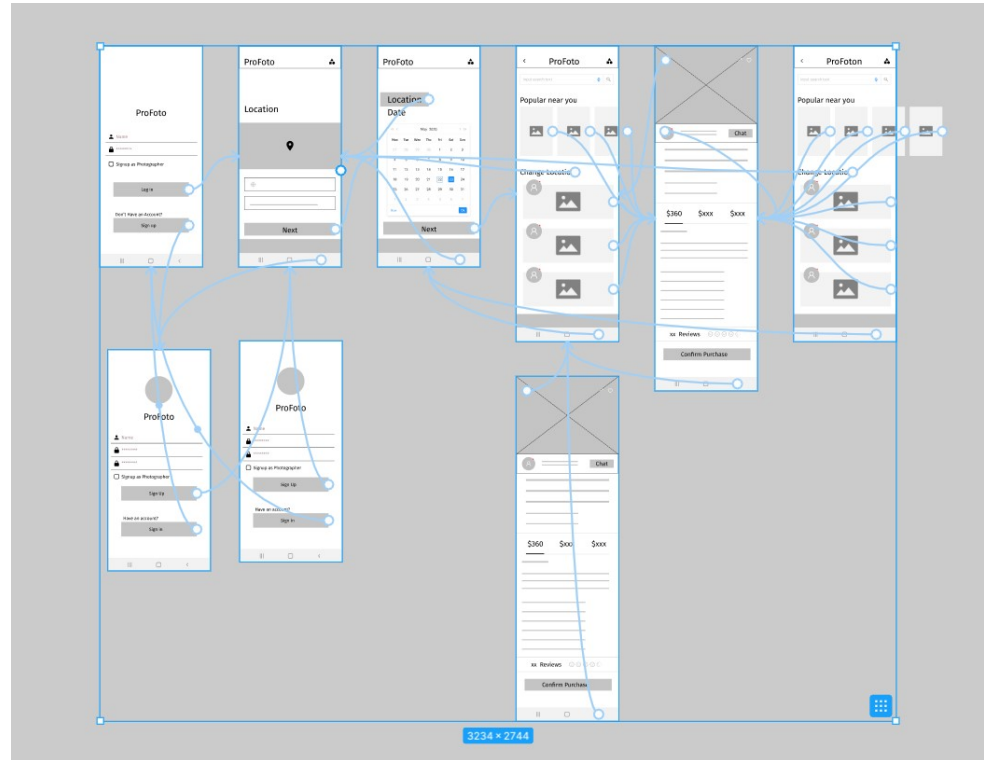
Easy access to navigation.



Chat feature to and discriptive buttons equipping the app to work with assistive technologies

# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting and ordering a photographer, so the prototype could be used in a usability study.



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 Users want to order photographers quickly
- 2 Users want more accessibility options
- 3 Users want date, time and location options revised

## Round 2 findings

- 1 The date, time and location options could be put on one page
- 2 The checkout process has too many unnecessary steps
- 3 Users want a chat feature integrated

# Refining the design

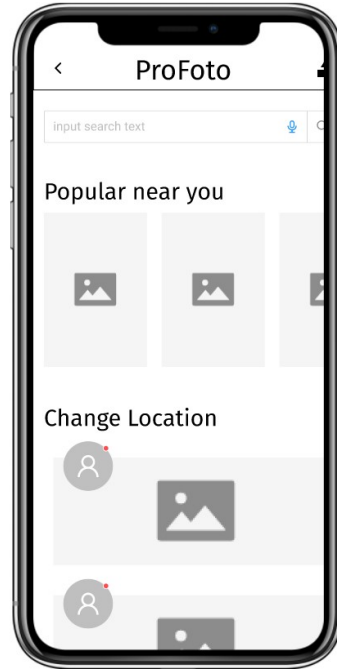
- Mockups
- High-fidelity prototype
- Accessibility



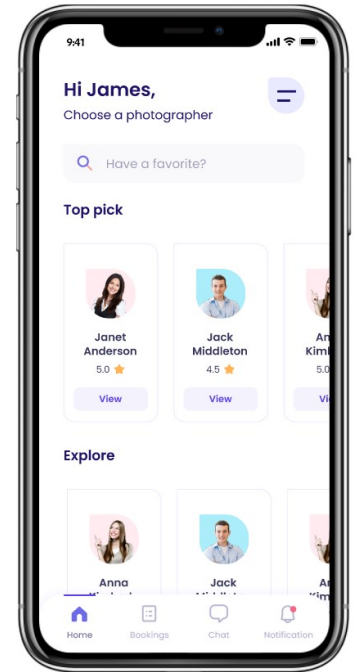
# Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to for navigation between pages. I also revised the design so users see all the photographer information and past reviews as well as communicate directly with them.

Before usability studies



After usability studies

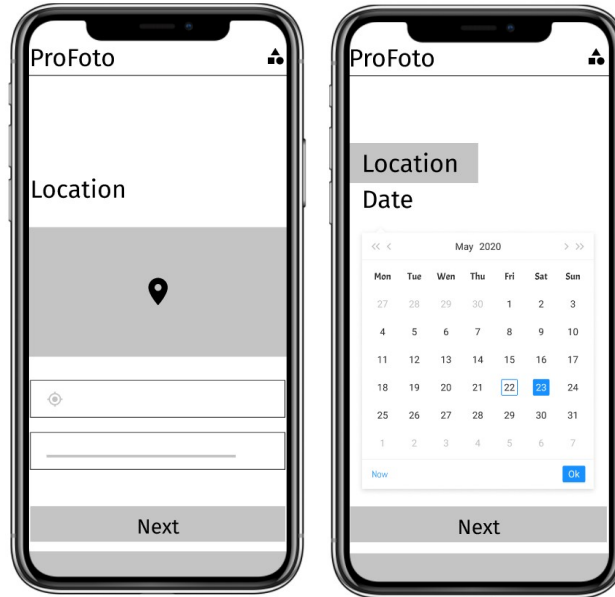


# Mockups

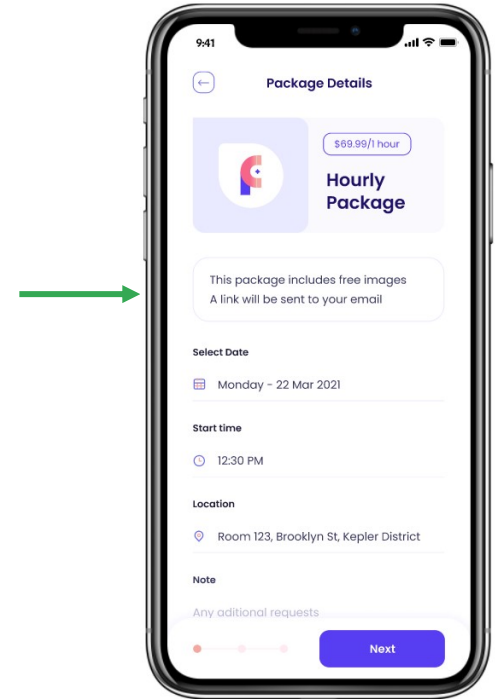
The second usability study revealed frustration with the date, time and location flow. to streamline this flow, I consolidated the “Select Date” and “Select Location” screens to one “Package Summary” screen.

I also added special requests to this page.

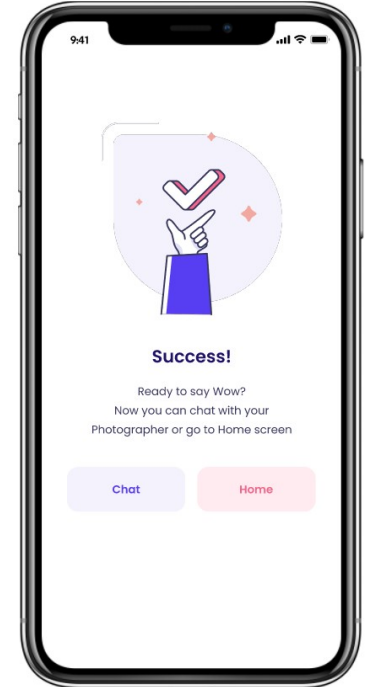
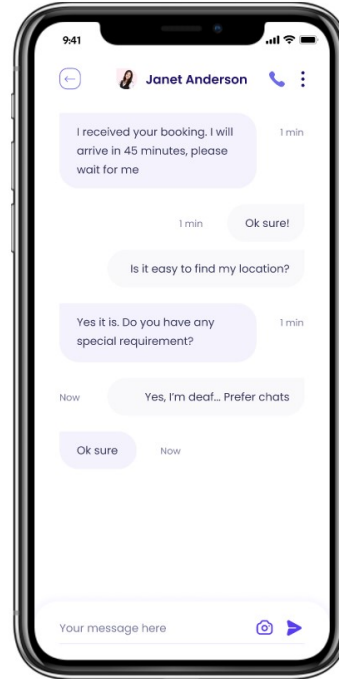
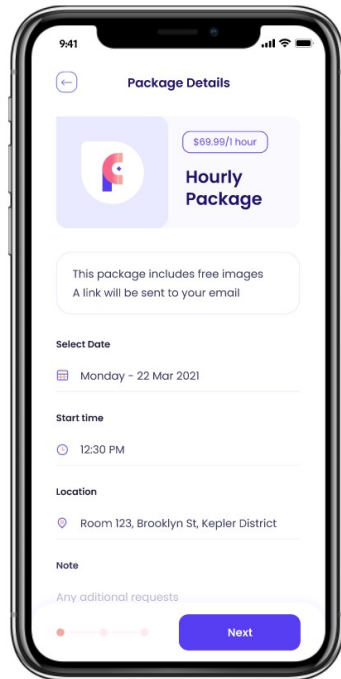
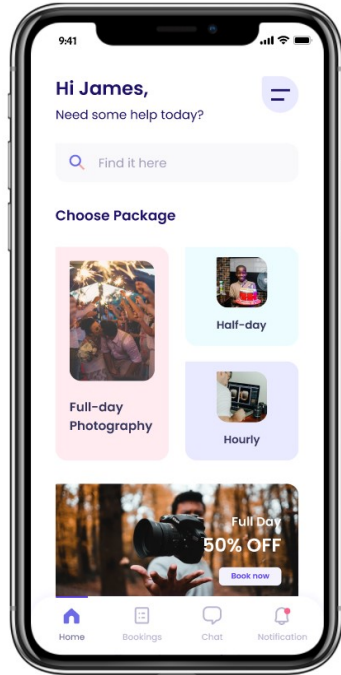
Before usability study



After usability study



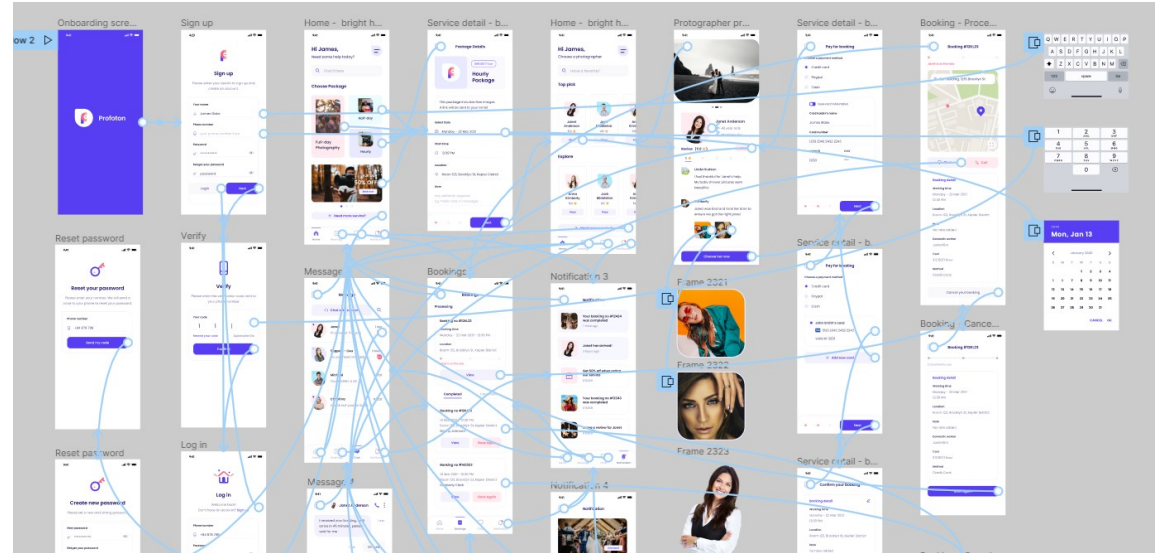
# Key Mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for selecting a photographer and checking out. It also met user needs for communication options as well as integrated support functionality.

View the [High-Fidelity ProFoton's prototype](#)



# Accessibility considerations

1

Used detailed imagery and added chat functionality to enable better user journey experience.

2

Provided access to users who are vision impaired through adding alt text to images for screen readers.

3

Used icons with texts to help make navigation easier.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app made users feel that ProFoton really thinks about their needs and how best to meet them.

One quote from peer feedback:

*"The app made it so easy and fun to order a photographer! I would definitely use this app as a go-to when next I need a professional photographer."*



## What I learned:

While designing the ProFoton app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

1

Conduct more user research to determine any new areas of need.

2

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

3

Look for more feedback from the stakeholders and frontend dev team during the scheduled design critique session.



Thank you!