

# Beazy case study

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A photographer-client consulting application

# Project overview



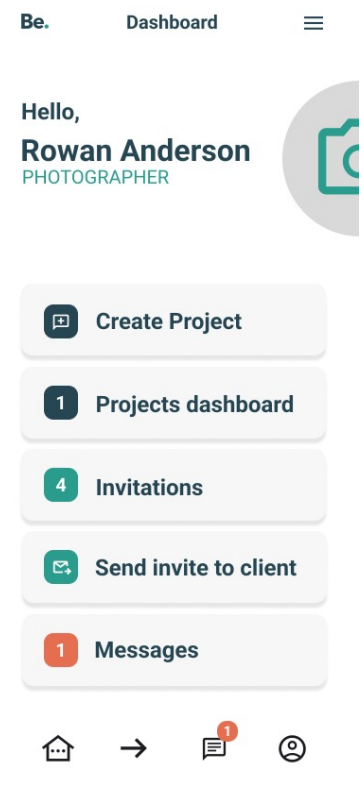
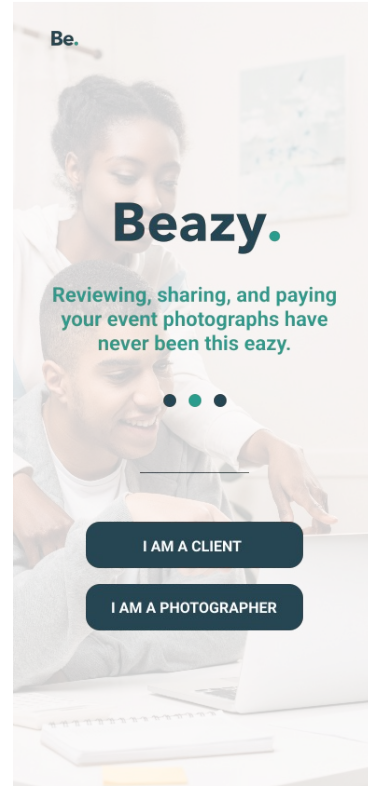
## The product:

The product is a consulting app between client and photographer



## Project duration:

Probably months, since it will have a lot of feature.



# Project overview



## The problem:

Even if it is a wedding, or an event photography, it takes a lot of time to consult, discuss the details, for example wedding timelines, and share the results between client and freelancer.



## The goal:

The goal, is to conduct a system, which makes everything easier, the communication, the file sharing with a cloud service, overall everything including the payments, de discussions, etc.

# Project overview



## My role:

UX Designer, stakeholder, innovator



## Responsibilities:

Everything, doing the researches, the studies, the design, creating the system. Everything is related to this project was my role.

# Understanding the user

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

# User research: summary



I've conducted a research in a small circle of persons, also a competitive audit.

I've talked to about ten people about their habits hiring a photographer, and indicate their problems in the meantime of the process. Including contacting, paying, reviewing the results, and also the freelancer. The end result supported my vision on creating an consulting app between the two ends: photographer – client. The benefits of this are sensible at both ends.

# User research: pain points

1

## Contact

Contacting between the two ends seemed to be stressful, multiple calls, texts, and losing focus on the main task.

2

## Timelines

Timelines for example for weddings, people lost the track on the events happening at the photoshoot.

3

## Reviewing

Review also seemed to be a headache for the client, he/she received a bunch of images, that was hard to review.

4

## Sharing and Paying

Also sharing between friends and family members, and paying the freelancer, contacting again, etc.

# Persona: John

## Problem statement:

John is a busy person in his job who needs faster communication through photographers because it takes too much time and effort to manage things with an event photographer.



## John Brians

**Age:** 32  
**Education:** High School  
**Hometown:** Baden, AT  
**Family:** Wife  
**Occupation:** Co-Worker

*“Don’t give up on your dreams”*

## Goals

- To reach higher on the ladder
- Get a higher paying job
- Open a company one day

## Frustrations

- “I don’t feel myself really close to the tech stuff”
- „In a restaurant, I’m waiting for the waiter to take my order without me taking any acts”
- „I don’t like when things take too long, I’m kind of impatient”

John really likes to spend his time with her wife, but he is a bit of a stubborn person. He likes his job, but he wants to move forward in life, he can work hard, but only when he sees his goals, and sees the reward. He likes to browse pictures and social media, but it makes him frustrated if something’s taking too long or it becomes boring. Sometime, he wants to make a lot more money then he is making right now.



# User journey map

## Persona: John

Goal: Contact with your photographer to have wedding photos

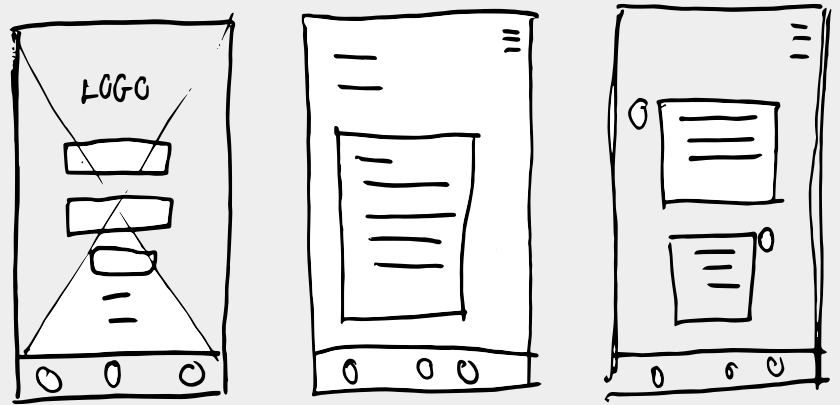
A well detailed journey map can be seen on the right.

ACTION	Contact the photographer	Call an offer about prices	Discuss the timeline of the wedding	Review the deadline and the end product	Share the end product with friends and family
<b>TASK LIST</b>	<p>Tasks</p> <p>A. Have to search out his/her contact B. Speak with him/her on the phone, or via messages C. Have to arrange an appointment with him/her</p>	<p>Tasks</p> <p>A. Meet with the photographer talking about the real prices B. Maybe schedule another appointment to pay in advance C. Withdraw money, or transfer it to bank account</p>	<p>Tasks</p> <p>A. Probably have to meet him/her again for clearing up the timeline B. Sending it by message, but it has the chances of misunderstanding C. Talk about if all that was clear, and understandable</p>	<p>Tasks</p> <p>A. Have to call him/her up how is the retouch procedure going B. Must ask him/her about when the photos will be ready C. Have to check the photos overall, but the photographer probably will send it in one folder or more</p>	<p>Tasks</p> <p>A. John if he wants to share the images, he has to download all of them B. He has to choose which photos he want to share C. He has to collect all of them, and send them to the person D. Even he will have to upload it again to a folder which is sharable</p>
<b>FEELING ADJECTIVE</b>	<p>Taking long</p> <p>Problematic to contact and have to pay phone bills to communicate</p>	<p>It takes time from John's free time</p> <p>Feeling tired</p> <p>The procedure is already too long but nothing happened yet</p>	<p>Tired of personal appointments, but it's needed</p> <p>Long talks discussing the details and losing more time</p>	<p>Deadlines may took long, or more than it's was previously discussed</p> <p>Why is it taking so long? The photos are already here but it's hard to see through</p>	<p>Long procedure on choosing the right photos to send to the right person</p> <p>It's good to look through the results but there are a lot of them and they're all mixed up</p>
<b>IMPROVEMENT OPPORTUNITIES</b>	<p>Application to schedule a contact, personal or online</p> <p>Call the photographer</p> <p>Meet the photographer</p>	<p>Application where the photographer is able to communicate the prices</p> <p>Meet with the photographer</p>	<p>Application where John is able to share the timeline, and the photographer is able to approve it</p> <p>Call the photographer</p>	<p>Application where the photographer is able to give updates on the retouch, and upload the results</p> <p>Look at the computer</p>	<p>Application to handle the photos in the app, categorize them, tag them, multiple select and share them</p> <p>Download images and share a new folder</p>



# Paper wireframes

My goal was creating this design to make the whole hiring procedure easier to see through, and make event photography for both clients, and freelancers more like a joy than a headache.



# Digital wireframes

Making easier the whole process opens up a whole new dimension in contacting, and making contracts. My goal was to make it detailed, and multifunctional.

Projects are easy to read, and see through

LOGO



Projects Invitations

PROJECT NAME  
\_\_\_\_\_  
PHOTOGRAPHER NAME  
\_\_\_\_\_  
ESTIMATED DEADLINE  
\_\_\_\_\_  
ESTIMATED PRICE  
\_\_\_\_\_  
DELIVERY DEADLINE  
\_\_\_\_\_  
Last updated:  
2022.09.06.  
APPROVE OR EDIT  
WRITE A MESSAGE



An invitation panel to see the invites we got, and to have the opportunity to invite someone to our project



# Digital wireframes


Chatting, sending images, and share timelines in messages, also in the project details.

Chat completely separated from any other social media platforms, so we can keep being focused on our project




LOGO 

< BACK TO PROJECT

 PATRICK CHAD

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

 YOU

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Share timeline function, so we can know exactly, when, and what will happen on the photoshoot.

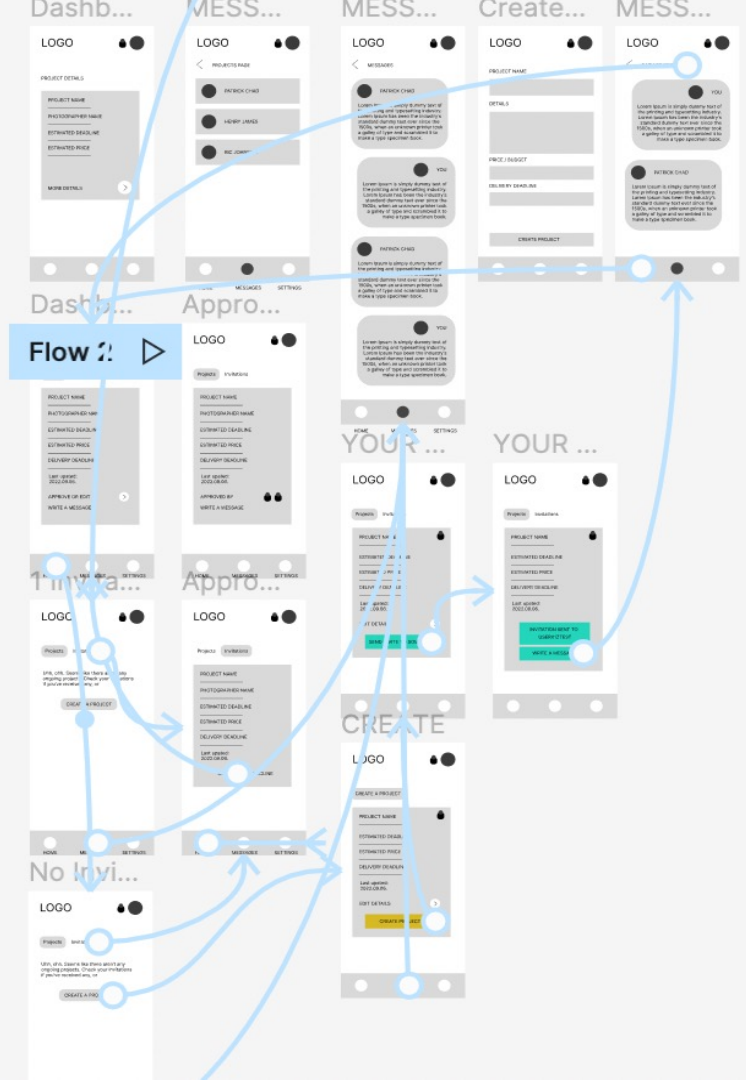


Share timeline



# Low-fidelity prototype

[Low-fidelity prototype on figma](#)



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Project details were hard to read
- 2 It was unknown who we invited
- 3 Navigation was unclear

## Round 2 findings

- 1 Button colors wasn't connecting
- 2 Invitation status was missing
- 3 At all projects it was hard to see if there was any active

# Refining the design

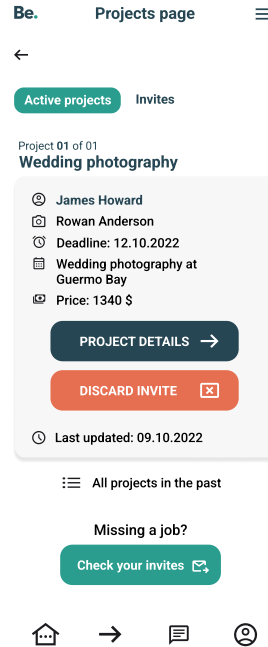
- Mockups
- High-fidelity prototype
- Accessibility



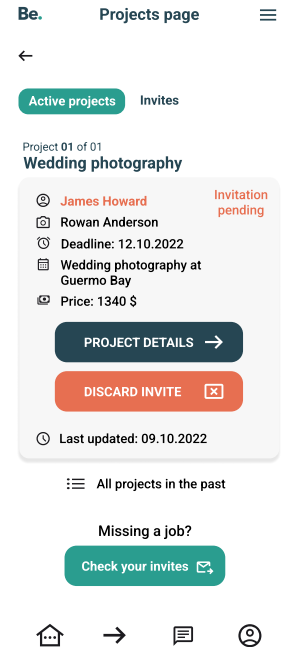
# Mockups

My goal was to indicate, what is the actual status of the invite what was already sent out

## Before usability study



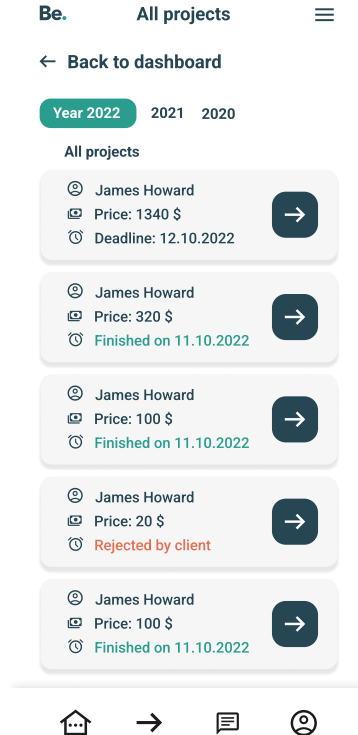
## After usability study



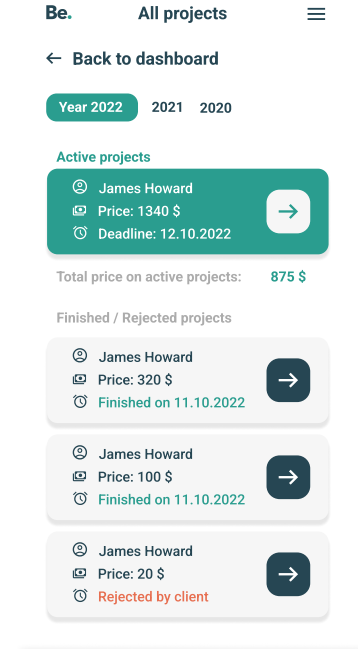
# Mockups

My goal was to separate the active projects on the all projects page, also to determine the prices of them and the available account on the "All projects page"

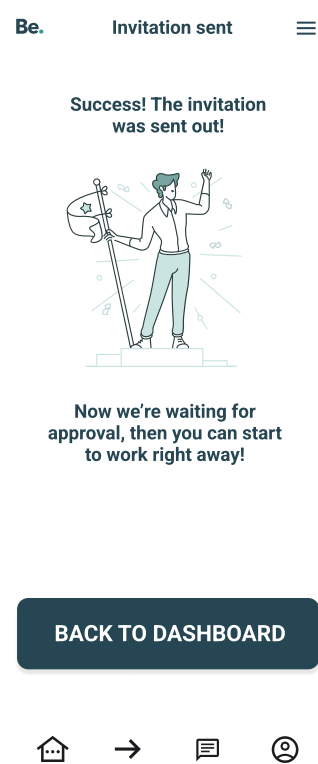
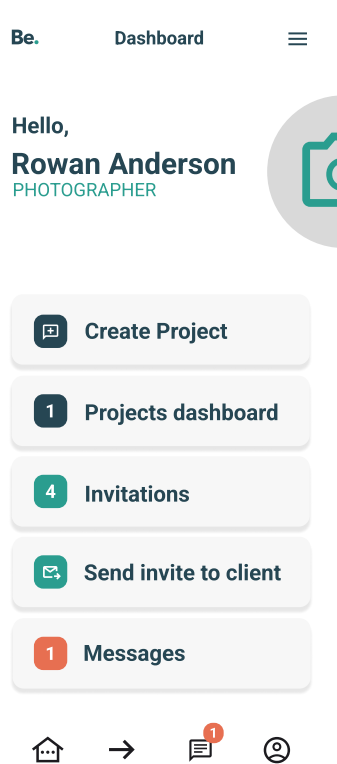
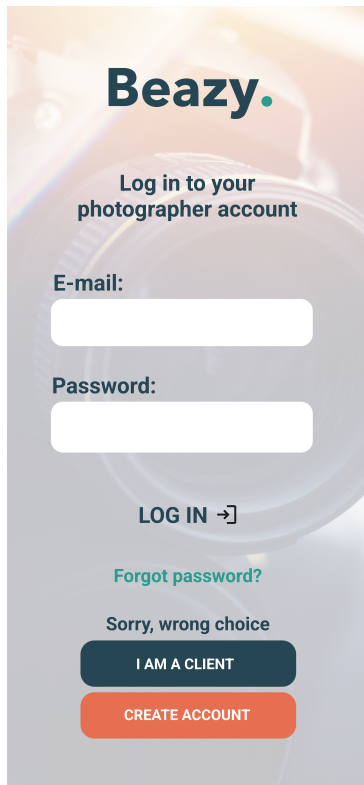
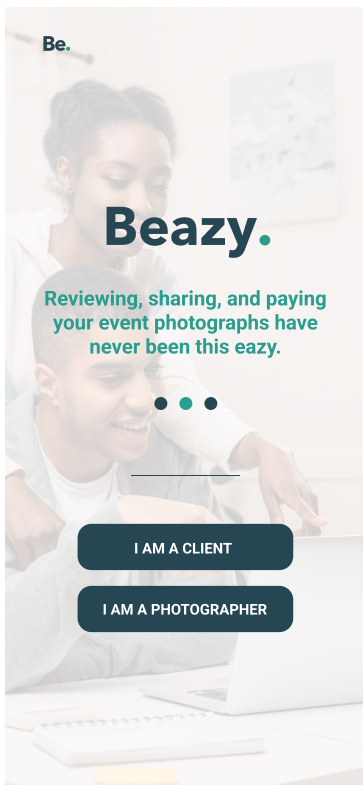
## Before usability study



## After usability study

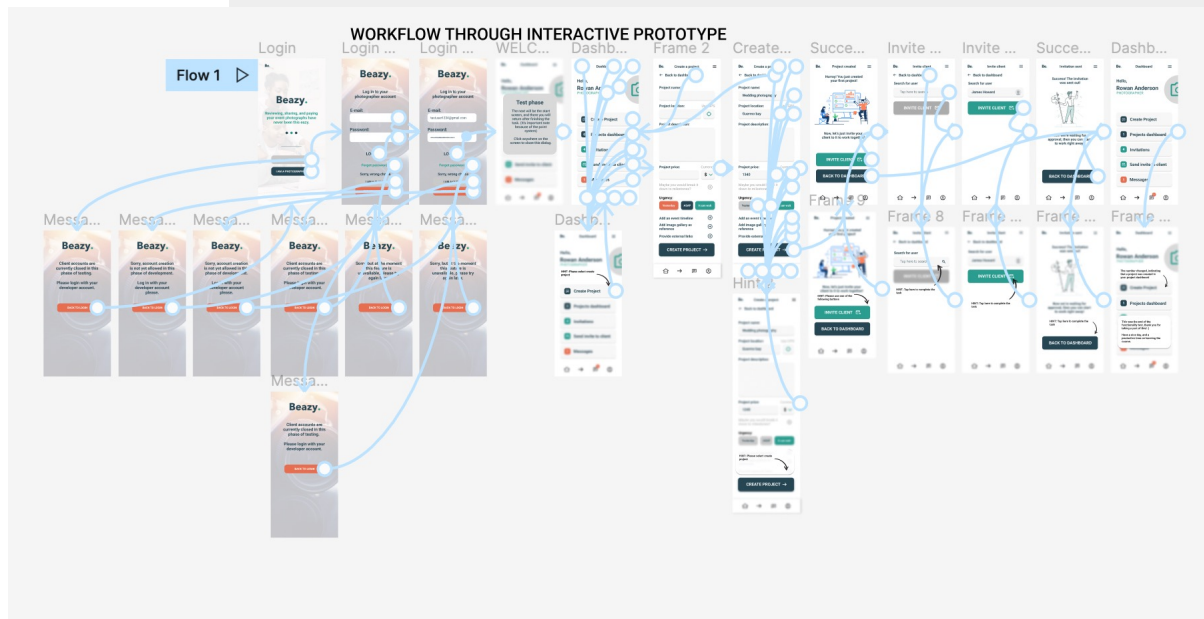


# Mockups



# High-fidelity prototype

[Figma high-fidelity prototype link](#)



# Accessibility considerations

1

It is more easy to oversee on our currently active projects, see the prices, earnings, and make payouts.

2

Contacting between both ends made genuinely easy, since we can discuss anytime, it is different from other social medium, so we're able to focus on the project fully.

3

Reviewing the results, and the freelancer is also a great benefit. Freelancers are able to build a client community with reviews and testimonials, clients are able to organize the photos to different albums, and share those separately, for example for family, friends, etc..

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

This application should reduce the stress and the struggle that holding a photoshoot event can mean. It could be a wedding, or just a simple model photography, this app helps to organize the contracts, make the payments, and review and share the results more effectively. Hopefully it will have a great community, and it will makes thousands of freelancer and clients lives easier.



## What I learned:

Obtained a more system-related thinking, how functions should work, what did I miss, what should I start with next time. This project was really a relevant experience in my job.

# Next steps

1

Implementing new functions, creating the main structure of the photo and video uploading.

2

Considering the possibilities of using an own cloud service for our application, and take the needed steps.

3

Get reviews on the finalized application and test it live with around 100-200 persons, both clients, and both freelancers.



Thank you for your  
attention!