

# Client Management App for Photographers

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# Project overview



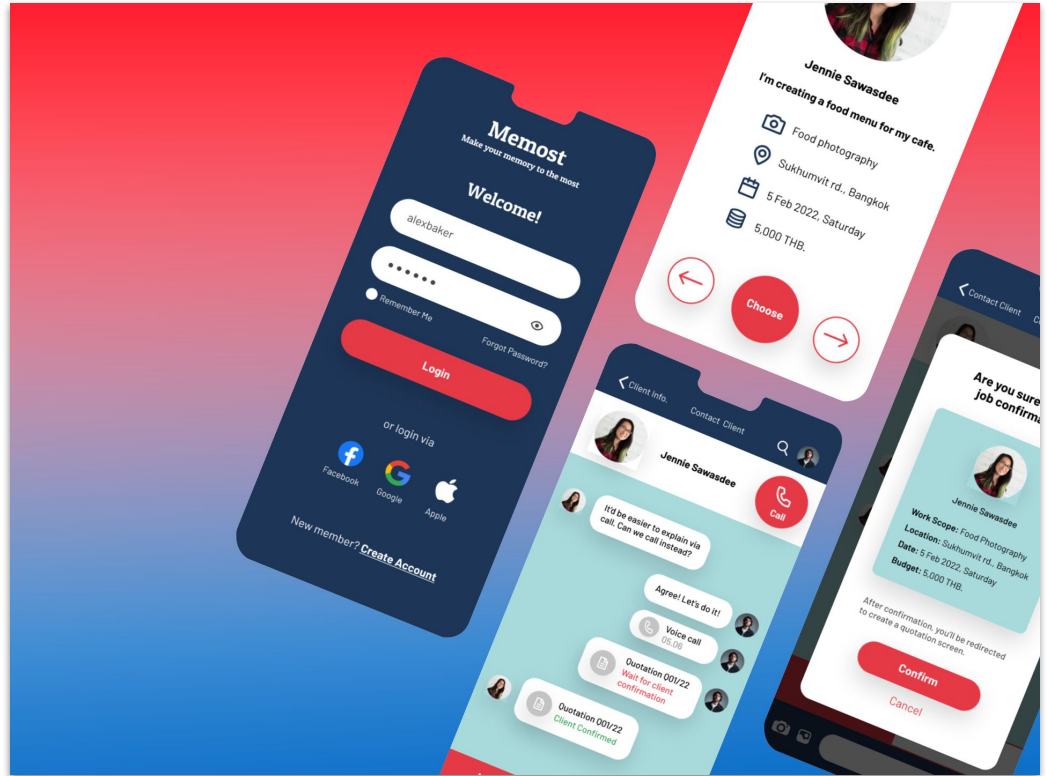
## The product:

A client management app  
for photographers



## Project duration:

Sep 2021 - Jan 2022 (5 months)



# Project overview



## The problem:

Photographers can't manage time efficiently when they have many customers as well as facing some problems with customers.



## The goal:

To understand in-depth of the photographer's experience towards their job challenges and client management.

# Project overview



## My role:

I am the project owner and UX researcher and designer.



## Responsibilities:

Conducting user research and interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary



I did a research about designing a client management app for photographers by interviewing 4 photographers with different backgrounds. Then I created an empathy map to identify 2 personas which are the ones that takes photograph as their part time job and the ones that are really a full-time professional photographer.

Initially, the assumption is about finding customers and time management problem but other users problem also includes the scope of work, location, and budget.

# User research: pain points

1

## Time

Availability of photographers doesn't match their customers

2

## Scope of Work

Photographers can't do some work scope that they have no experience in, too much time consuming, too far location

3

## Budget

Some customers budget don't comply with their work demand

4

## Find Customers

Can't match all the relevant factors between photographers and clients so lose in opportunity

# PROBLEM STATEMENT

Jamie

user name

is a/an part-time photographer

user characteristics

who needs

to match his availability and conditions with his clients

user need

because

he has busy schedule and don't want to lose opportunity

insight

# Persona: Jamie

## Problem statement:

Jamie is a part-time photographer who needs to match his conditions with his clients because of his tight schedule so he won't lose his opportunity.



**Jamie**

**Age:** 29

**Education:** BA. in Finance

**Hometown:** Bangkok, Thailand

**Family:** Wife, 2 Cats

**Occupation:** Consultant

*"I love to take photos but I need to find some time too!"*

## Goals

- Be successful in his first job as a consultant
- Fulfill his dream of becoming a more professional photographer in the future
- Has to manage income for living
- Wants to find more customer to collect more portfolios

## Frustrations

- Some conditions like availability of time and work style doesn't match
- Not sure how to connect to more customers to find perfect match
- Canceled customers make him lose opportunity to get a job

Jamie is a Thai man, aging 29. He recently works in a financial consultant firm on weekdays, which is his main source of income. He has to take care of his wife who also work and 2 cats. On weekends, he gets a second dream job as a photographer and he mainly gets clients from his connections. However, on high seasons like marriage or graduation period, his customers would like to take photos on weekdays which he isn't free and lose his opportunity. So he think it'd be nice if there's an app that can help manage time and match the conditions from both sides.

# User journey map

By mapping the user journey map, it shows that photographers will feel it easier to be able to manage their clients in many aspects they needed to check.

## Persona: Jamie

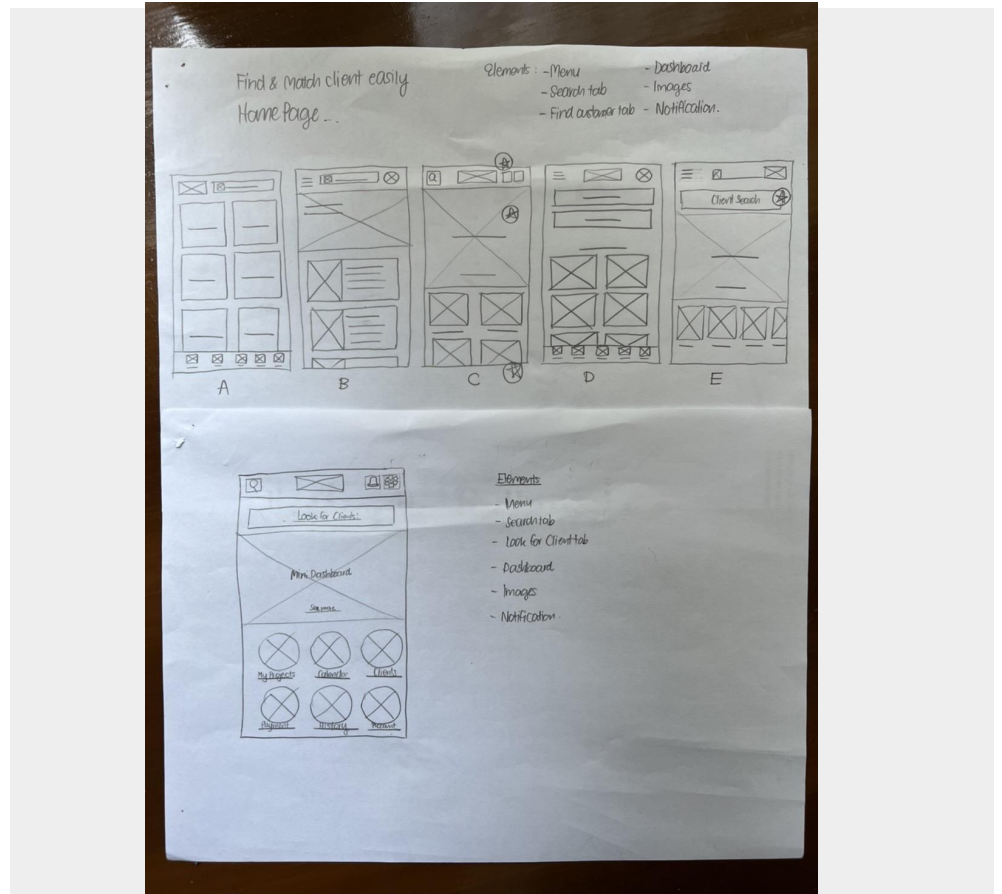
Goal: Get more customers that match his available time and potential

ACTION	Get the customers	Get the information	Making Appointment	Complete the job	Collect payment
TASK LIST	Tasks A. Ask through his connections or receive calls B. Talk with clients	Tasks A. Ask for details and work scope B. Agree about budget and payment	Tasks A. Set the date B. Book his schedule C. Confirm with the client	Tasks A. Go to the site B. Take photos C. Review with clients	Tasks A. Submit works B. Wait for payment
FEELING ADJECTIVE	Excited to get the new clients to be added to his portfolio	Confused whether his potential can complete the tasks or not	Worry if he is mis-scheduled with other tasks	Excited to do his dream job Nervous if the client likes his work	Feel relieved to submit the work Curious of when will the payment be made
IMPROVEMENT OPPORTUNITIES	Has app that can suggest him more clients to find perfect match	Provide a clear sales contract regarding the scope of work and budget Provide equipment checklist	Has app that can sync with his current calendar so he can check the availability and has notifications if the customer made changes	Provide the work status update notification between him and customer	Provide a shown specific deadline or installment terms payment feature with notifications



# Paper wireframes

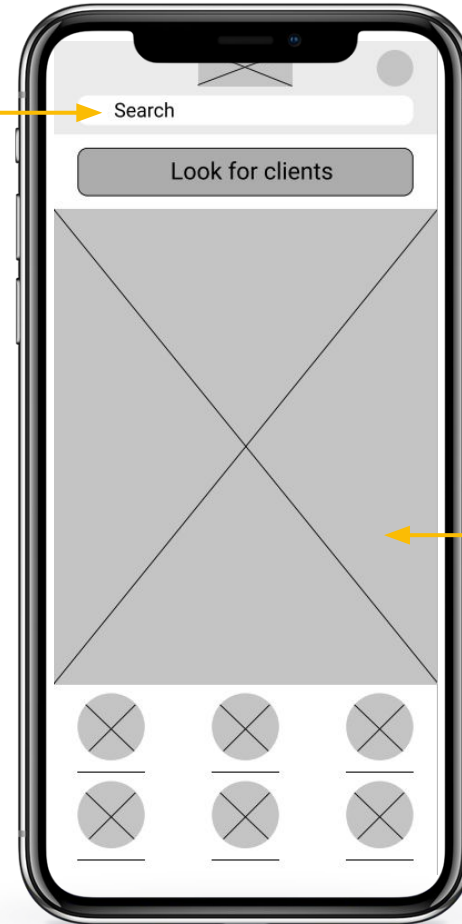
Before transferring to digital wireframes, I sketched many possible best layouts and functions that help address users pain points which I started the most liked elements and gather them together in a final frame.



# Digital wireframes

Regarding the user research and the competitor analysis, I place the search tab to allow quick & easy search system and simple layout home screen.

Search tab makes users easy to find any categories right away

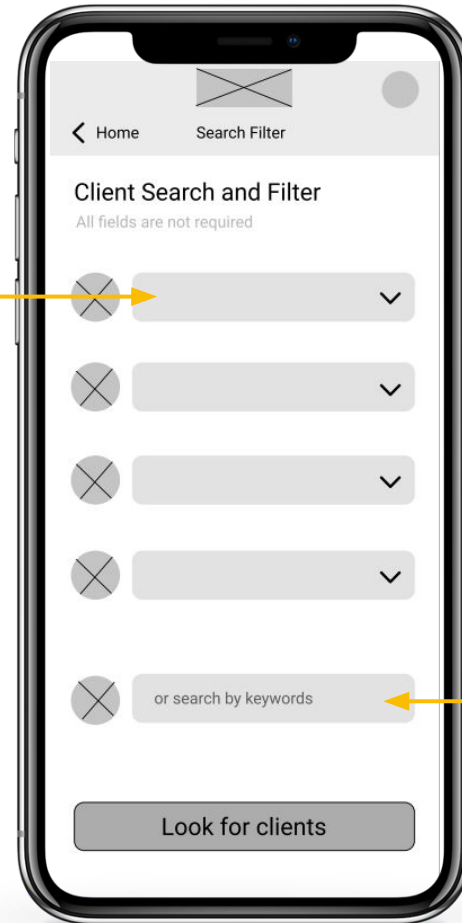


Customizable dashboard will show info. that really matters to the users

# Digital wireframes

As users want to meet their conditions to match with the clients so they won't miss the opportunity, the search filter system will help them save time screening for the potential deals.

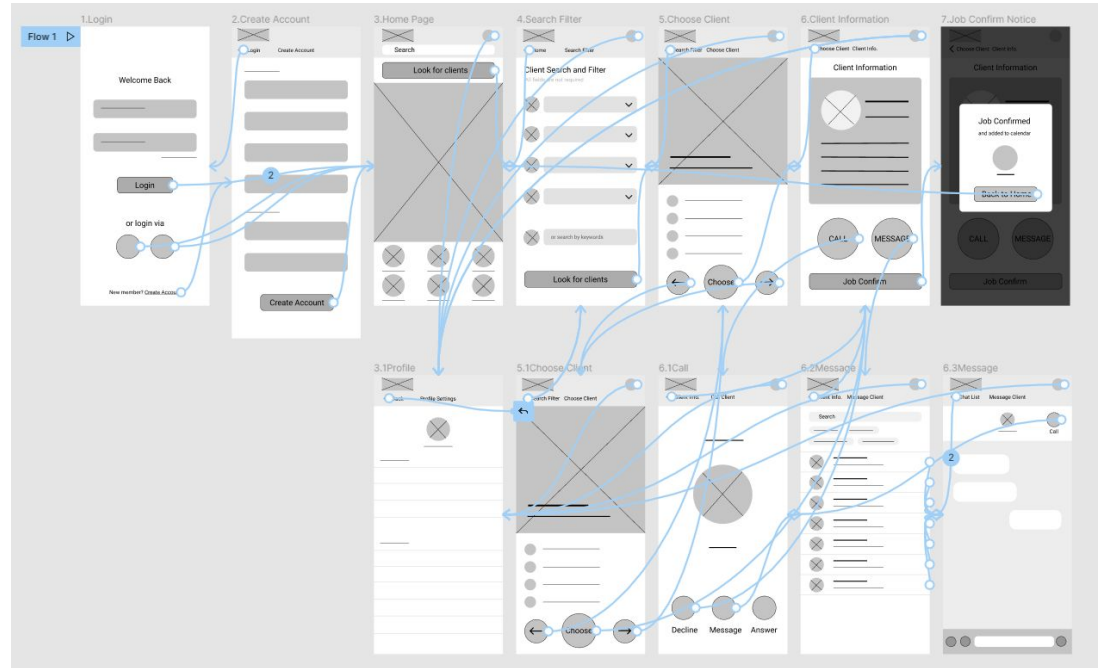
Users can do fixed search by choosing filtering by categories



Users can search by any specific keywords they like

# Low-fidelity prototype

The low-fi prototype demonstrates the user flow from login to the end process of connecting with clients. This will be developed further in usability study with the users.



[Click here to link to lo-fi prototype in Figma](#)

# Usability study: findings

After conducting usability studies, I created an affinity diagram, identified patterns and came out with the insight identification.

## Round 1 findings

- 1 Users need a better design flow of the job confirmation and chat feature
- 2 Users need a better feedback after the job confirmation is being made
- 3 Users find that the search tab position is confusing

## Round 2 findings

- 1 Users need to receive the notice from the client that is currently confirmed.
- 2 Users need a better design of the search result page.
- 3 Users need to be able to take more action other than job confirmation after making calls.

# Refining the design

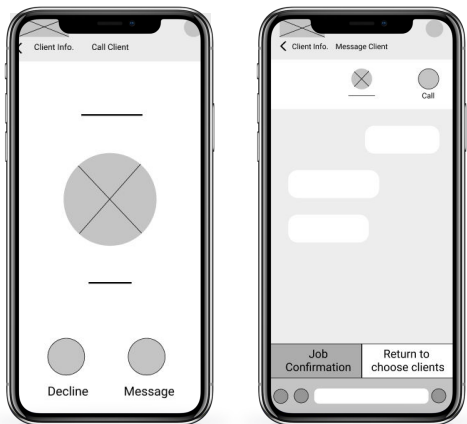
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- Mockups
- High-fidelity prototype
- Accessibility

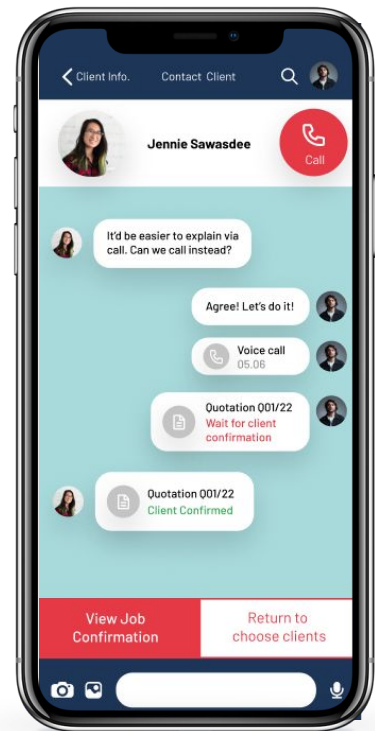
# Mockups

Before the usability study, the way to contact the client is to either call or send message but by offering two choices, the users are confused so I change to **contact via message first** and let users choose to make call via message feature. Moreover, after usability test, the users were worried that they don't know if the client also confirms back so I added the **send quotation feature** after making confirmation to make sure that the job is confirmed both ways.

Before usability study



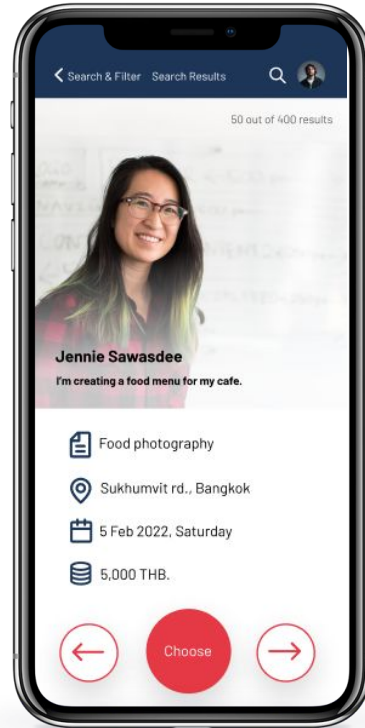
After usability study



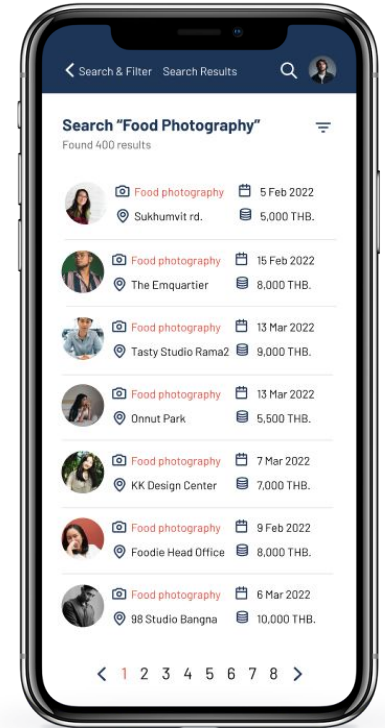
# Mockups

Before the usability study, the client search results are shown individually but after conduct usability test I found out that most users prefer seeing overall results so I redesigned the search result page to **show the overall list** for users to skim and choose.

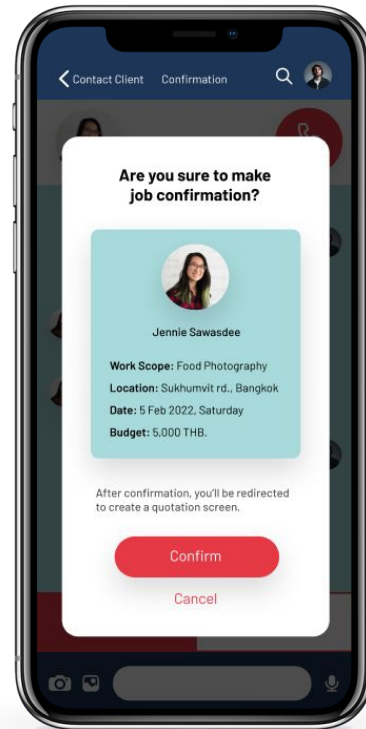
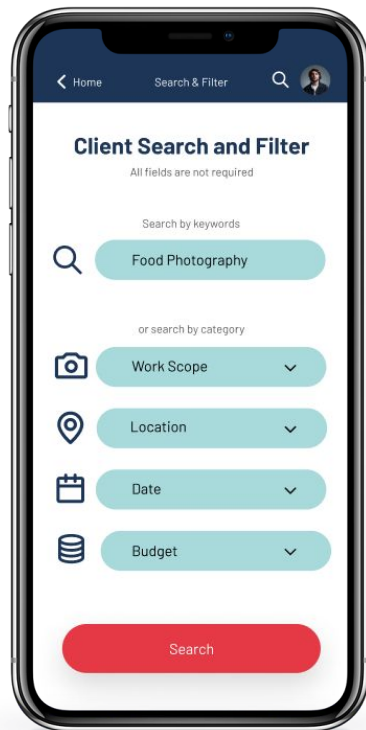
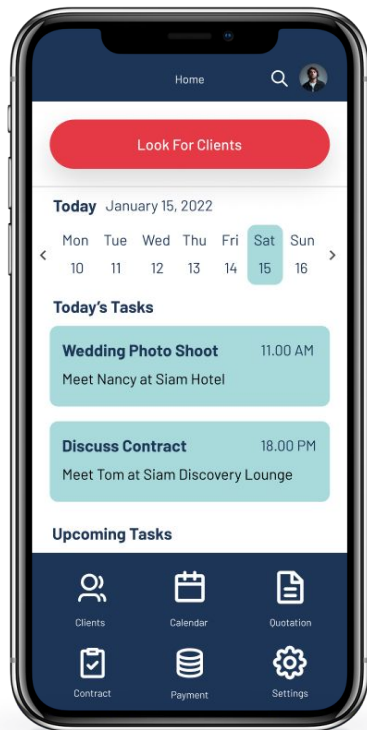
Before usability study



After usability study

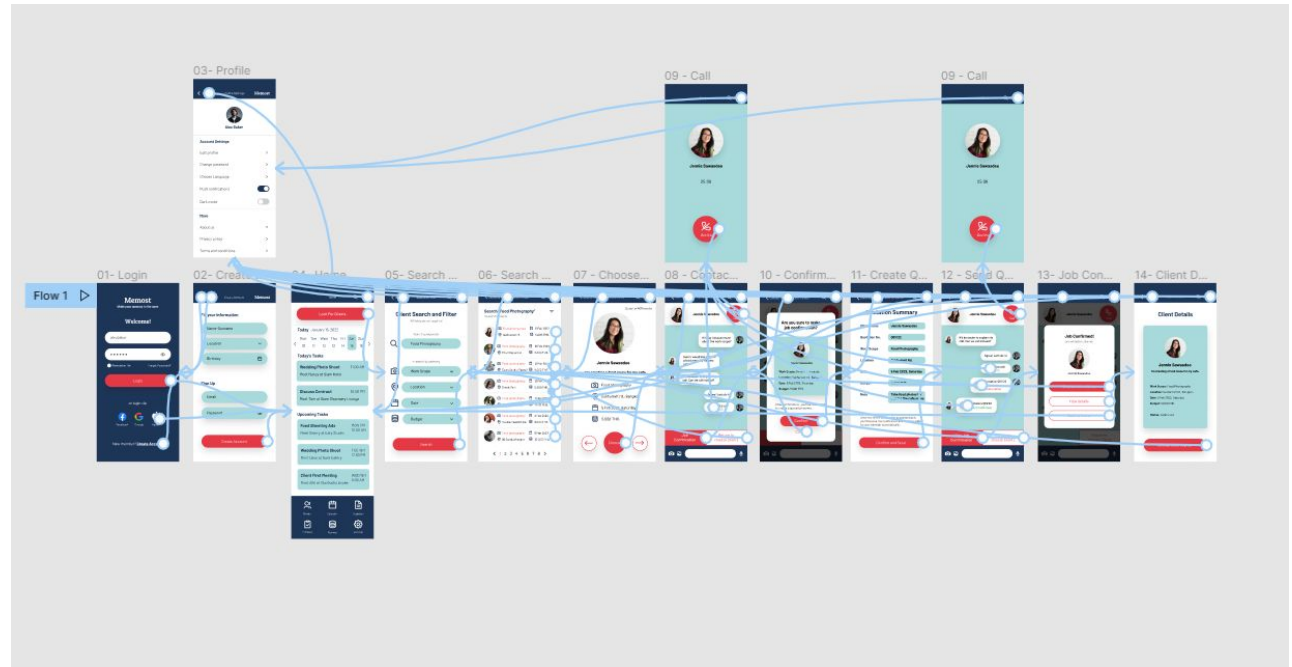


# Mockups



# High-fidelity prototype

The final hi-fidelity prototype provides a clean user flow with clear navigation which helps the users to easily contact and manage their clients efficiently.



[Click here to link to hi-fi prototype in Figma](#)

# Accessibility considerations

1

The choice of choosing the app language is provided in the user profile for language preference users

2

The colors in the app are tested by the contrast checker from WebAIM to ensure enough contrast between the text and the background

3

The elements included like icons have a clearly associated labels as well as the navigation process has a clear and consistent naming and styling.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The users complimented that the feature is new and creative which supports them to be able to easily find the clients that are matched with their conditions so they won't lose opportunity. It'd be great if other app for other occupations can help the users to match with the clients similar to this app.



## What I learned:

As my first project of UX design and research, I learned that great designs come from great procedures. Following the steps of the UX process and understanding the users are very important. Though the designs came out, the need of continuous improvement is still needed to enhance a better UX.

# Next steps

1

After conducting a second usability test, I'll improve the UX design of the hi-fi prototype and make another usability test to check out if the users are okay with it to enhance a better UX design.

2

Prepare to study more about the responsive design so that I can redesign this app to be able to use with the tablet and on computer screen.

3

Revise overall process that I've gone through so that I can see the improvements in order to develop my UX skills for further projects in the future as well as putting on my portfolio.

# Let's connect!



Thank you for reviewing my “Memost”, the client management app for photographers.  
Hope we all achieve a successful path to be good UX designers!

I am Sasirin Tanopajaisit from Bangkok, Thailand. Nice to meet you!  
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