

Client app for a photographer

Christi Leeson

Project overview



The product:

App for Photographers which helps run the most challenging facets of their business in a Comprehensive Business Dashboard.



Project duration:

Jan 2025 - Current

Project overview



The problem:

Many photographers express that while they excel in their craft, handling tasks such as marketing, client acquisition, and financial management can be overwhelming



The goal:

Design an app with a Comprehensive Business Dashboard - a centralized platform to manage key aspects of their business, including: Client Management, Financial Oversight, Scheduling, Client Sessions, and Marketing Analytics.

Project overview



My role:

Lead UX Researcher & Designer



My responsibilities:

Competitor research, user research,
wireframing, design, prototyping, testing.

Understanding the user

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

User research: summary



My early assumption was that Photographers would mostly need an integrated calendar, an address book, an ecommerce website, and an online portfolio.

Research started with a review of online discussions by solo and small photography business owners on Reddit, Facebook Groups, personal blogs, and competitor app reviews. Then competitor apps were downloaded and thoroughly studied. The focus on a particular persona led to a review of video chat apps as well. This info helped inform which competitor apps to research and aided in the persona creation, ideation, and wireframing.

It was eye-opening to really think through the many struggles solo photographers deal with. Pain points include the need for help with tracking finances and the need for more time efficiency of pricing, contract, and photoshoot meetings so they can spend more time behind the camera.

User research: pain points

1

Business and Admin Tasks Struggles

Overwhelmed by the non-creative aspects of running their business, such as invoicing, contracts, taxes, and client communication. Many wish for a simpler, more automated system to handle these repetitive tasks.

2

Finding Consistent, High-Quality Clients

Struggle to find steady work without relying on paid ads or underpricing themselves. Clients often ask for discounts or free work. They wish they had a better way to attract serious, paying clients who understand their value.

3

Pricing and Negotiation Anxiety

Often feel uncertain about their pricing and fear losing clients if they charge too much. Many struggle to justify their pricing to potential clients. They need better guidance to set profitable rates while staying competitive.

4

Work-Life Balance and Burnout

Work long hours editing, responding to emails, and managing their schedule, struggle to balance work and personal life, often feeling burnt out. Need solutions that help streamline their workflow.

Persona: Olivia Martinez - Deaf WP Trying to Scale

Problem statement:

Olivia is an deaf Wedding Photographer who needs to increase bookings and improve communication challenges so her business runs smoothly.



Olivia Martinez

Age: 32
Education: BFA in Photography
Hometown: Austin, Texas
Family: Single, sister & dog
Occupation: Wedding photographer

Deaf Wedding Photographer Trying to Scale

"Respect my way of communicating."

Goals

- Increase her bookings without spending all her time on marketing.
- Provide a seamless client experience while working as a deaf photographer.

Frustrations

- Communicating challenges when clients prefer phone calls to texts and email.
- Struggles to find business tools that fully support captioned video meetings or real-time speech-to-text.

Olivia sits at her desk, reviewing emails from potential clients. A couple insists on a phone consultation, despite her offering video calls with captions or email as alternatives. She finally convinces them to text but wonders how many potential clients she's lost due to this. At a wedding shoot, she relies on an assistant and live translation app though some clients still get impatient. She wishes to attract accommodating clients.

Persona: Jake Thompson - Autistic Aspiring Full-Timer

Problem statement:

Jake is an autistic photographer who wants to do this full time - he needs to attract clients who support his need for structure and clear communication and willing to pay so he feels valued. He also needs assurance that his pricing is correct.



Jake Thompson

Age: 27

Education: Online photo course

Hometown: Denver, Colorado

Family: Partner & cat

Occupation: P/T portrait photographer,
P/T data entry

Autistic Aspiring Full-Timer

"I need assurance whether I'm correctly pricing and keeping healthy boundaries."

Goals

- Transition to full-time w/o being overwhelmed by constant social interaction and client disorganization.
- Be more confident on how much he should charge.

Frustrations

- Exhausting social interactions, esp negotiating price and last-minute client changes.
- Clients try to get lower and free pricing - hard to decide if he's over or under charging.

Jake spends his morning responding to inquiries, but most people ask for free shoots for "exposure." He debates whether he is overcharging - or undercharging making him look more low quality. He arrives early to a shoot, as always, but the client suddenly asks for a different location and more photos than they booked. Feeling overwhelmed, he takes a deep breath and moves to a new location. After the shoot, he avoids small talk and rushes to get home for some quiet.

Persona: Mia Cheng - The Adventure Photographer

Problem statement:

Mia is an adventure and elopement photographer and a mom of kids who needs more of her admin tasks automated so she has more time for family and her art.



Mia Cheng

Age: 35

Education: BS Environmental Sci

Hometown: Portland, Oregon

Family: Married, two kids

Occupation: Outdoor adventure & elope photographer

The Adventure Photographer with No Time for Admin

“Less admin, more adventure.”

Goals

- Spend more time in nature shooting and less time at a desk.
- Streamline her workflow so she can balance work and family.

Frustrations

- Juggling work and family makes admin tasks stressful and overwhelming.
- Clients often take too long to pay, delaying her income.

Mia wakes up at dawn, driving two hours to capture an elopement in the mountains. The shoot is magical—golden light, an emotional couple, and breathtaking views. By the time she gets home, she’s exhausted but still has emails to answer, contracts to send, and invoices to chase. Her kids want to play, but she’s stuck at her laptop, manually organizing client files. She wishes she had a system that took care of the admin.

USER STORY

Olivia Martinez - Deaf Wedding Pht Trying to Scale

As a/an hearing-impaired wedding photographer

type of user

I want to increase bookings and improve communication

action

so that my business runs smoothly and grows •

benefit

USER STORY

Jake Thompson - Autistic Portrait Pht & Aspiring Full-Timer

As a/an

autistic portrait photographer and aspiring full-timer

type of user

I want to

attract responsible, paying clients and assurance that his pricing is correct

action

so that

I have healthy boundaries and pay and thus feel valued while I work

benefit

•

USER STORY

Mia Cheng - The Adventure Pht & Parent

As a/an adventure and elopement photographer and a mom of kids

type of user

I want to have more of my admin tasks automated

action

so that I spend less time at the desk and more time creating art and being with family •

benefit

Accommodations to Consider - Deaf Photographer

Designing an app tailored for Olivia, a hearing-impaired wedding photographer, involves integrating assistive technologies that address her unique communication challenges and business needs. Insights from deaf photographer communities on Reddit and Facebook highlight the importance of accessible communication tools and efficient client management systems.

Recommended Assistive Technologies

Integrated Captioning and Speech-to-Text

- Real-Time Captioning: Incorporate features that provide instant captions during video calls, ensuring Olivia can follow conversations seamlessly.
- Speech-to-Text Transcription: Enable automatic transcription of spoken words during meetings or client interactions, allowing Olivia to read dialogues in real-time.

Automated Communication Preferences

- Client Communication Settings: Allow clients to select their preferred communication methods (e.g., email, text) when booking, reducing the reliance on phone calls and aligning with Olivia's accessibility needs.

Visual Notification System

- Alert Mechanisms: Implement visual cues, such as on-screen notifications or flashing indicators, to inform Olivia of incoming messages, appointments, or updates, ensuring she doesn't miss critical information.

Accommodations to Consider - Deaf Photographer

Recommended Assistive Technologies (contd)

Accessible Scheduling Tools

- Visual Calendar Integration: Provide a user-friendly, visual calendar that syncs with the booking system, helping Olivia manage her schedule efficiently.
- Automated Reminders: Send reminders via Olivia's preferred communication channels, keeping both her and her clients informed of upcoming sessions.

Marketing Analytics Dashboard

- Visual Data Representation: Design dashboards with graphs and charts that depict booking trends, client demographics, and financial summaries, enabling Olivia to make informed business decisions without auditory data cues.

Community Engagement Platform

- Networking Opportunities: Integrate access to forums or groups where Olivia can connect with other hearing-impaired photographers, share experiences, and gain insights. Consider creation of online community within our app/website to serve people for a variety of photographer needs.

By incorporating these assistive technologies, the app will empower Olivia to overcome communication barriers, streamline her business operations, and enhance her client interactions, ultimately leading to increased bookings and a smoother workflow.

User Journey Map for Persona: Olivia Martinez - Deaf, Trying to Scale

Goal: Olivia shall respond to new client request and meet virtually to discuss their preferences and Olivia's portfolio.

ACTION	Have client agree to method of contact	Log in to video mode	Client joins	Discuss what they want	Discuss idea examples from Olivia's portfolio	Share agreed photography session plan
TASK LIST	<p>A. Checks if client chose to meet: "on video" or "in person" in contact form</p> <p>B. Olivia emails them confirming contact method, date, and time</p> <p>C. Hopes they don't forget</p>	<p>A. At meeting time, Olivia opens app, logs in.</p> <p>B. Clicks the "video meeting" button in her contact section</p> <p>C. This takes her to a video page</p> <p>D. She can't tell if client is there yet</p>	<p>A. "Real time captioning" and "messaging" are selected by default (alert gave her this option 1st use).</p> <p>B. Haptic vibration and alert tell her client is in video waiting room</p>	<p>A. The client shared images they liked in her contact form, so Olivia screen-shares a slideshow of her suggestions</p> <p>B. On panel beside video, they see shared schedule and plan as she writes it out</p>	<p>A. When they have additions/changes, she discusses and shows folio examples</p> <p>B. She struggles to figure out which which photo on her gallery page they're referring to in discussion</p>	<p>A. Olivia writes down full plan for photo session - list of shots, schedule, etc</p> <p>B. To approve it, the client is able to read and sign it in a section that opens to the right of the video.</p>
FEELING ADJECTIVE	<ul style="list-style-type: none">• Relieved• Excited• Nervous• Worried	<ul style="list-style-type: none">• Nervous• Panicked	<ul style="list-style-type: none">• Nervous	<ul style="list-style-type: none">• Happy• Prepared	<ul style="list-style-type: none">• Focused• Frustrated	<ul style="list-style-type: none">• Hopeful
IMPROVEMENT OPPORTUNITIES	Like Evite, give option to automatically send reminder day before (give this as option when book an appt)	Show "Awaiting visitors" text in middle of video screen until someone arrives	Allow her a checkbox that would automatically let them in without waiting room		If they tap a spot on a photo in the video, Olivia sees it as a brief arrow, this helps her see what they're referring to	Add ability to print PDF to keep copy on your desktop

User journey map

Olivia's goal was to respond to a new client request and meet virtually to discuss their preferences and look over Olivia's portfolio without communications issues as she is deaf and they are hearing. We went through actions of her booking, meeting, and signing a contract.

User Journey Map for Persona: Olivia Martinez - Deaf, Trying to Scale

Goal: Olivia shall respond to a new client request and meet virtually to discuss their preferences and look over Olivia's portfolio for ideas.

ACTION	Have client agree to method of contact	Log in to video mode	Client joins	Discuss what they want	Discuss idea examples from Olivia's portfolio	Share agreed photography session plan
TASK LIST	A. Checks if client chose to meet: "on video" or "in person" in contact form B. Olivia emails them confirming contact method, date, and time C. Hopes they don't forget	A. At meeting time, Olivia opens app, logs in. B. Clicks the "video meeting" button in her contact section C. This takes her to a video page D. She can't tell if client is there yet	A. "Real time captioning" and "messaging" are selected by default (alert gave her this option 1st use). B. Haptic vibration and alert tell her client is in video waiting room	A. The client shared images they liked in her contact form, so Olivia screen-shares a slideshow of her suggestions B. On panel beside video, they see shared schedule and plan as she writes it out	A. When they have additions/changes, she discusses and shows folio examples B. She struggles to figure out which photo on her gallery page they're referring to in discussion	A. Olivia writes down full plan for photo session - list of shots, schedule, etc B. To approve it, the client is able to read and sign it in a section that opens to the right of the video.
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User Journey Map for Persona: Olivia Martinez - Deaf, Trying to Scale

Goal: Jake shall try out our pricing estimator to feel more confident about the prices he charges so that he can feel valued.

ACTION	Logs into app, sees finances & estimate feature	Learns about AI estimate feature	Runs feature, sees results.	Fills out Expense/Profit Calculator	Looks at similar photographer's galleries	Adds pricing ranges to website
TASK LIST	A. Opens app and sees finances on homescreen - they are lower than he wants B. Beneath finance overview, sees "Pricing Estimator" CTA, clicks to learn more	A. Reads that estimator will review his gallery and compare quality to other galleries B. Worries about AI stealing his work - but feels assure that AI informs estimate, doesn't create images	A. Clicks CTA to start AI gallery review B. Watches animation with inspiring photography tips while waits C. Views results: simple number and graphics show ranges estimated, and a disclaimer D. Clicks "What can I afford" CTA	A. Fills out brief form asking average monthly costs of running business, profit wanted, hours worked B. Tweaks info until he feels comfortable with how much he wants/needs to work and charge	A. App lists, in the estimate results, similar galleries who've sold images or photoshoots B. Checks out his direct competitors to see if quality and pricing compares C. Feels more able to compete	A. Feeling more confident, he adds "Starts at..." pricing to his website to turn away people looking for freebies and too-low pricing he can't afford
FEELING ADJECTIVE	<ul style="list-style-type: none">OverwhelmedWorriedHopeful	<ul style="list-style-type: none">NervousReassuredHopeful	<ul style="list-style-type: none">Nervous	<ul style="list-style-type: none">HopefulPrepared	<ul style="list-style-type: none">Confident	<ul style="list-style-type: none">Hopeful
IMPROVEMENT OPPORTUNITIES	Perhaps add this feature to set-up flow steps to help client with finances earlier	Don't emphasize AI but make initial disclaimer text concise and clear with learn more cta	Allow her a checkbox that would automatically let them in without waiting room			In setup flow, have this be next step after making gallery and pricing range estimator

User journey map

Jake's goal was to figure out whether his pricing was too low when he realized that he wasn't making enough profit to succeed. After going through the pricing estimate flow and expense/profit calculator, and looking at his competitors who are succeeding, he feels more confident and sets more informed rates.

User Journey Map for Persona: Olivia Martinez - Deaf, Trying to Scale

Goal: Jake shall try out our pricing estimator to feel more confident about the prices he charges so that he can feel valued.

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PROBLEM STATEMENT

Olivia

user name

is a/an

deaf wedding photographer trying to scale

user characteristics

who needs

to meet hearing clients to discuss project without communication issues

user need

because

she wants to feel the success of her business running smoothly and growing

insight

IF/THEN STATEMENT UMBRELLA

If Olivia meets with her clients on our app and finds many accommodations,
action

then she will be able to communicate effectively and feel the success of her business running smoothly and growing.
outcome

IF/THEN STATEMENT SUBORDINATE

If

during the kickoff client video call, Olivia easily shares her portfolio and shares the summary of the clients' asks for their approval

action

then

she will be have happy clients and save time

outcome

IF/THEN STATEMENT SUBORDINATE

If

Olivia can feel a haptic vibration to tell her her client is in the video waiting room or has messaged her, but only during her specified business hours

action

then

she will be able to respond promptly and look professional so she can grows business, but not be interrupted when she doesn't want to be

outcome

PROBLEM STATEMENT

Jake

user name

is a/an autistic photographer

user characteristics

who needs

to feel more confident about his pricing and boundaries

user need

because

he wants to be able to afford to move to full time photography and feel valued for his work

insight

IF/THEN STATEMENT

If Jake is able to easily research competitors and get pricing estimates on our app,
action

then he will feel more confident in stating and standing by his pricing and feel more valued.
outcome

Value Propositions

For: Olivia, Deaf Wedding Photographer
Hoping to Communicate Effectively

- Haptic vibration for notifications during business hours
- Video meeting offers real time captioning and messaging (possible Zoom integration)
- Video meeting allows easy sharing of portfolio and client request list for contract
- Accessibility preferences can be set as default
- Job request form allows clients to select their communication preferences



Olivia Martinez

Age: 32

Education: BFA in Photography

Hometown: Austin, Texas

Family: Single, sister & dog

Occupation: Wedding photographer

Value Propositions

For: Jake, Autistic Photographer Hoping to Go Full Time, Reduce Disorganization

- Pricing Estimator
- Expense/Profit Calculator
- Listing of similar photographers to compare quality and pricing himself
- Starter contracts that prompt him to be clear about location and other details and, charges to change location and details last minute



Jake Thompson

Age: 27

Education: Online photo course

Hometown: Denver, Colorado

Family: Partner & cat

Occupation: P/T portrait photographer,
P/T data entry

GOAL STATEMENT

Our client app for photographers will let users communicate in the ways that work best for their needs
product (what) perform specific actions (what)

which will affect time-conscious photographers with hearing impairments
describe who the action will affect (who)

by timely communication preference collection, Zoom integration for its voice-to-text auto captioning and other accessibility offerings, and allowing easy share of our provided contracts, files and portfolio features in video meetings.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring ratings given by users at end of video meetings.
describe how you will measure the impact

GOAL STATEMENT

Our client app for photographers will let users quickly and easily compare pricing to similar photographers
product (what) perform specific actions (what)

which will affect photographers unsure how much to charge
describe who the action will affect (who)

by helping them feel more confident in their pricing thus helping them succeed and feel valued.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring their profits to see if they change noticeably after pricing estimator, also give rating review a month later.
describe how you will measure the impact

Competitive Audit

Goal

Compare the user experience, of signup, contract setup, and video meeting of each competitor's app.

Report

[Full Audit Report](#)

[Full Audit Spreadsheet](#)

Ideation

- How Might We statements
- Crazy 8's Sketches

“How might we...” statements - Deaf Photographer

- 1) Amp up good: “...improve video chats for deaf photographers?”
- 2) Opposite: “...improve video chats for elderly clients of photographers who have difficulty typing and reading quickly?”
- 3) Change status quo: “...help people meet in person with a translator more easily?”
- 4) Create an analogy: “...help people communicate as well as they do when travelling/hiking?”
- 5) Question an assumption/go after bad: “...remove need to video chat?”

“How might we...” statements - Price Concern Photographer

- 1) Amp up good: “...help photographers figure out competitive pricing for their level of skill?”
- 2) Opposite: “...help them figure out what pricing will lose them clients?”
- 3) Change status quo: “...help get clients to want to pay them more?”
- 4) Create an analogy: “...decide pricing like eBay does?”
- 5) Question an assumption/go after bad: “...remove need for clients to pay money?” - maybe pay in installments?

Crazy 8's - Video

Deaf photographer shares a video chat with an elderly person who has trouble typing and reading quickly.

Sketches of ideas:

1. Live translator
2. Incentivize in person meeting (w translator)
3. Multiple AI auto-captioners
4. Approval/understand button for captions
5. Text-to-voice option
6. 3D video chat
7. Kitty cafe with translators
8. Gamify translation



Crazy 8's - Pricing

Help photographers figure out if their prices are in the right range to make profit and feel valued while not losing too many clients.

Sketches of ideas:

1. Profitability Calculator
Allow photographers to input:
2. Client Feedback Analyzer
3. Competitor Comparison Tool
4. Booking Rate Tracker
5. Dynamic Pricing
Recommendations
6. Client Type Profitability Analysis
7. Value-Based Pricing Worksheet
8. Goal Progress Tracker



Crazy 8's - Pricing

Ideas for how a Pricing Estimator might be look within the app.

Sketches of ideas:

1. Prompt in "Create/Edit Gallery" admin section
2. Logged-into gallery website owner sees, "Price Estimate" top nav
3. When add new gallery image, prompted to try Pricing Estimator
4. Loading animation
5. Format of "Pricing Estimator" flow
6. Pricing results page
7. Loading animation
8. Compare your image with similar sold images of other photographers

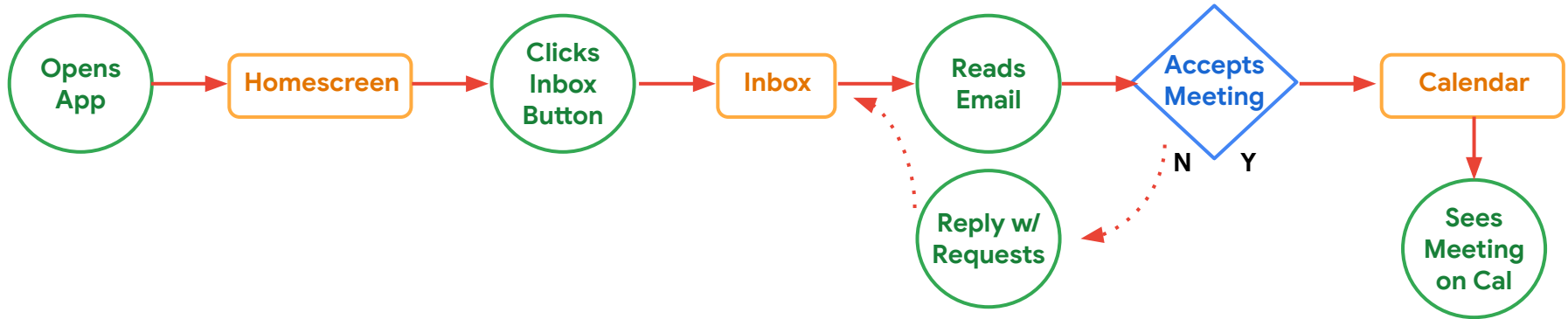


Prototyping

- Wireframes
- Storyboards
- Prototypes

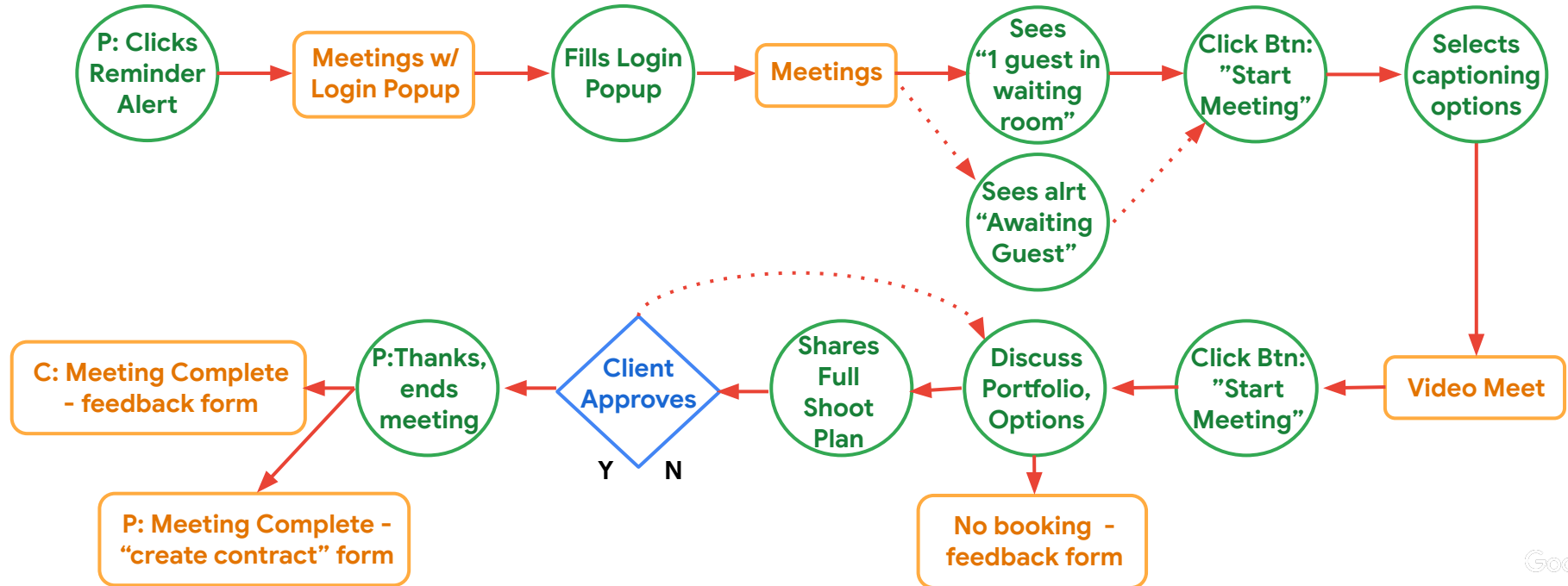
User Flow - Video Chat - Client Meeting Confirmation

User flow of journey from meeting request to meeting confirmation with meeting added to calendar.



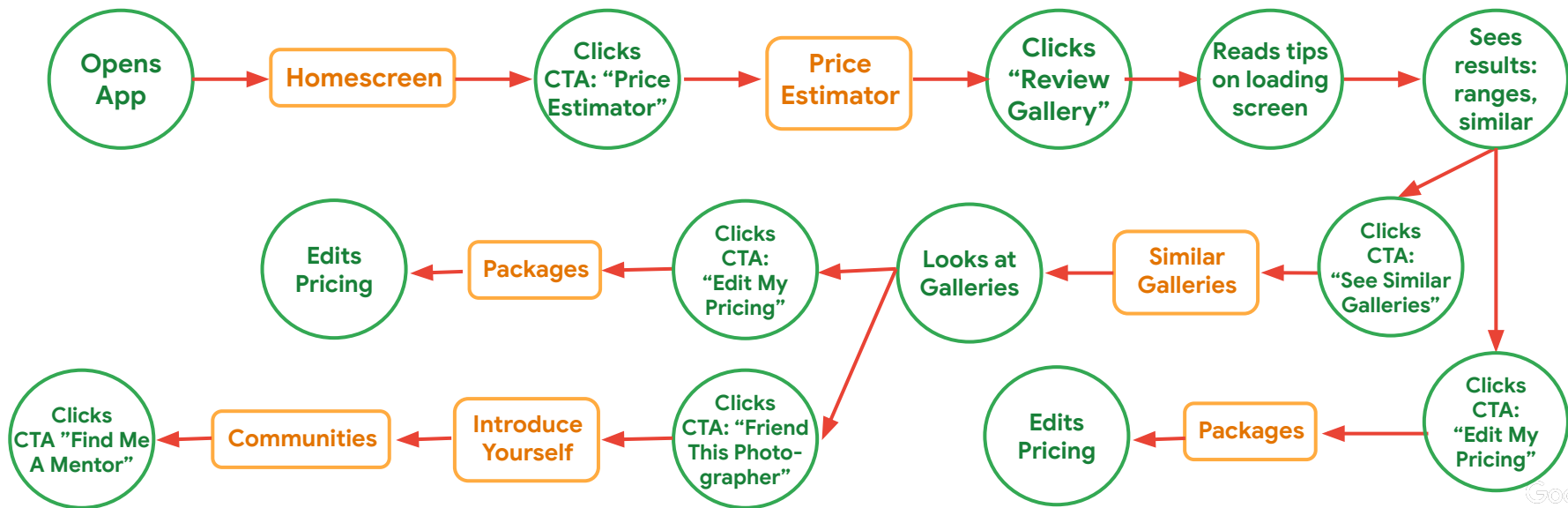
User Flow - Client Video Meeting to Booking Confirmation

User flow from photographer (P) meeting reminder to client (C) booking plan approval.



User Flow - Pricing Estimator

User flow of journey from Homescreen Finances Section to Edit Pricing page or join communities to mentor for points or be mentored.



PROBLEM STATEMENT

Olivia

user name

is a/an

deaf wedding photographer trying to scale

user characteristics

who needs

video chat with a client who has difficulty typing (with AI captioning being imperfect)

user need

because

she wants to feel the success of her business running smoothly and growing

insight

GOAL STATEMENT

Our client app for photographers will let users communicate in the ways that work best for their needs
product (what) perform specific actions (what)

which will affect Hearing-impaired photographers trying to video chat with clients who have difficulty typing and cannot read quickly (think elder, English 2nd language)
describe who the action will affect (who)

by providing additional accommodations that will allow them to communicate smoothly.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring ratings given by users at end of video meetings.
describe how you will measure the impact

PROBLEM STATEMENT

Jake

user name

is a/an photographer trying to increase to full time

user characteristics

who needs help figuring out if his pricing is optimal

user need

because he wants to feel the success of running a full time business.

insight

GOAL STATEMENT

Our client app for photographers will let users quickly and easily compare pricing to similar photographers
product (what) perform specific actions (what)

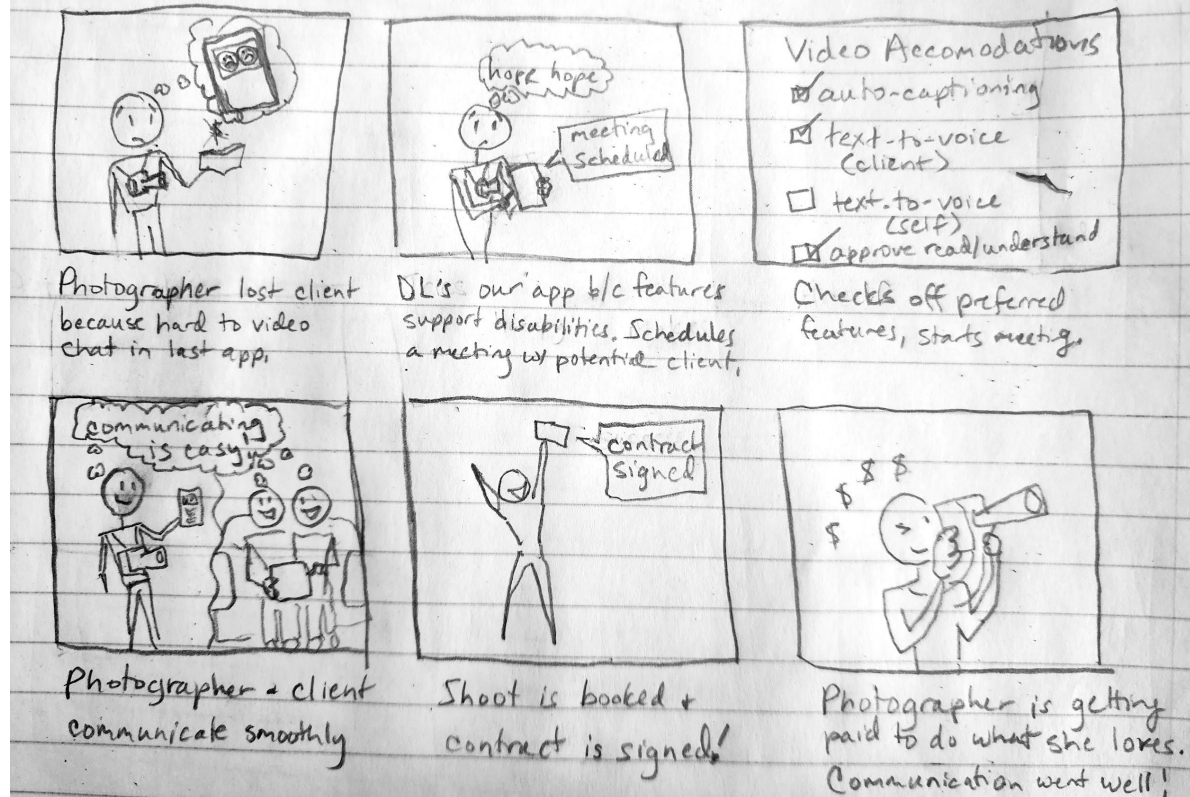
which will affect photographers unsure how much to charge
describe who the action will affect (who)

by helping them feel more confident in their pricing thus helping them succeed and feel valued.
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We will measure effectiveness by monitoring their profits to see if they change noticeably after pricing estimator, also give rating review a month later.
describe how you will measure the impact

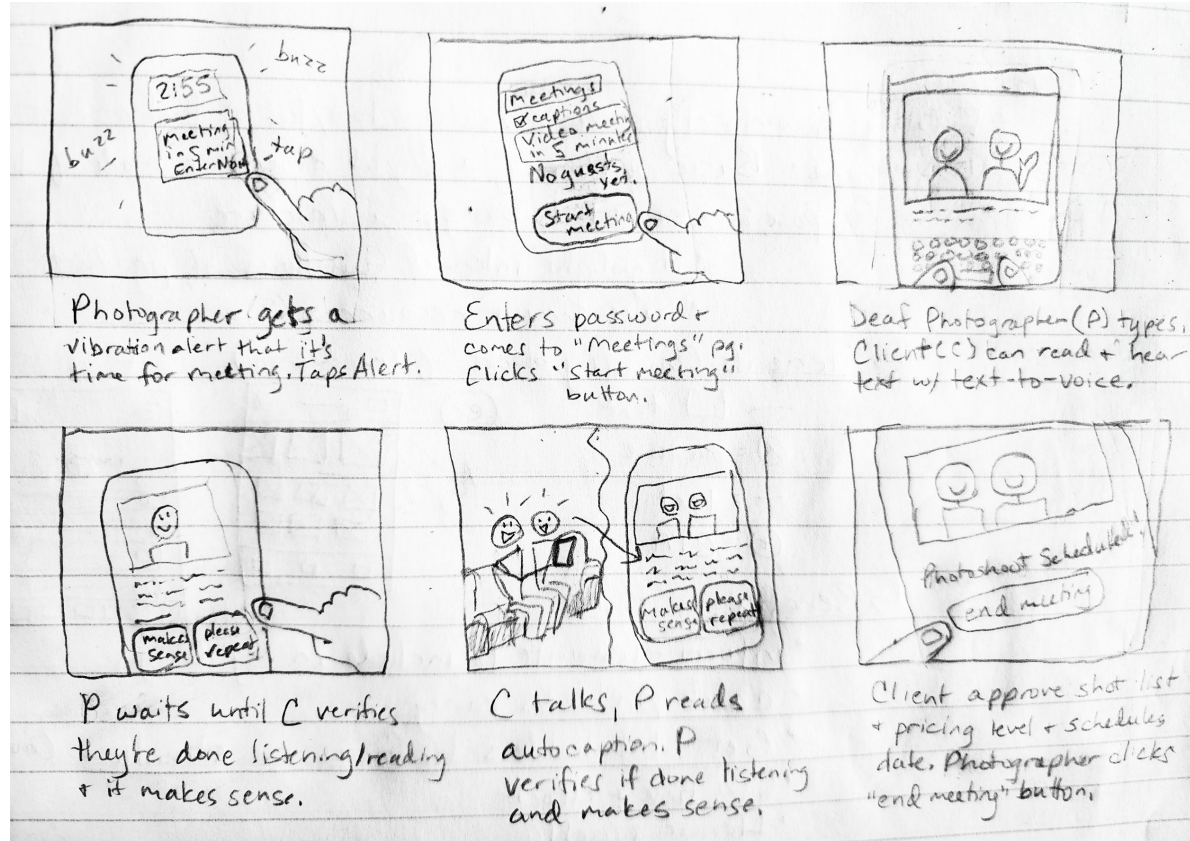
UX Design Big-Picture Storyboard

Scenario: An app that allows a deaf photographer to video chat effectively with an elderly client who cannot type or read quickly.



UX Design Close-up Storyboard

Scenario: An app that allows a deaf photographer to video chat effectively with an elderly client who cannot type or read quickly.



UX Design Big-Picture Storyboard

Scenario: An app that allows a photographer to figure out whether their pricing is too low or too high.



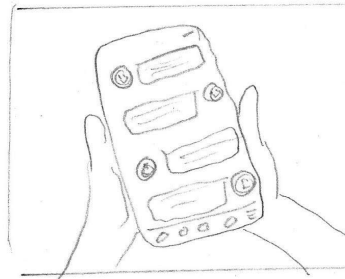
Photographer worries about his finances - is it his pricing?
Sees finances on our app.



Tries out our Pricing Estimator.



Is surprised that others are selling similar quality photos at a different price.



Talks to mentor + other photographers similar to him and shares tips and ideas about value + pricing.



Photographer changes pricing and his marketing efforts start working.



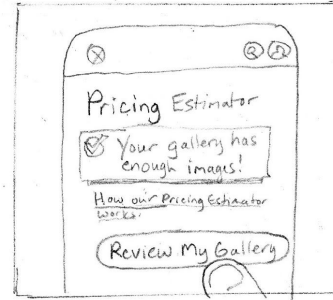
Photographer realizes his pricing was off - he's getting more clients after updating prices + value propositions.

UX Design Close-up Storyboard

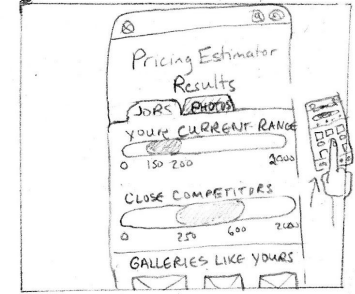
Scenario: An app that allows a photographer to figure out whether their pricing is too low or too high.



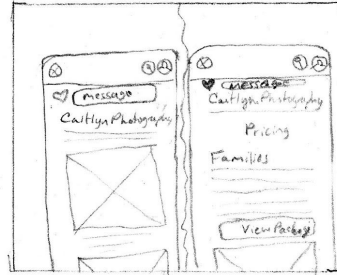
Photographer sees "Finances" sect of Homescreen, clicks "Pricing Estimator" CTA.



Sees his gallery contains enough photos for Price Estimator to begin. Clicks button to start.



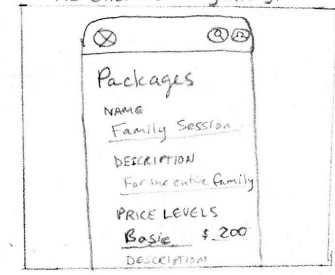
After loading animation, sees Results - Pricing estimates for jobs and individual photos. Also shown similar galleries to his. He clicks on a gallery.



Photographer views similar galleries to his own and pricing structures. He taps the ♥ to friend request + sends her a message to share ideas.



Photographers spends more time on the community page and builds community by posting with ^{our} suggested photographers like him in skill & focus.

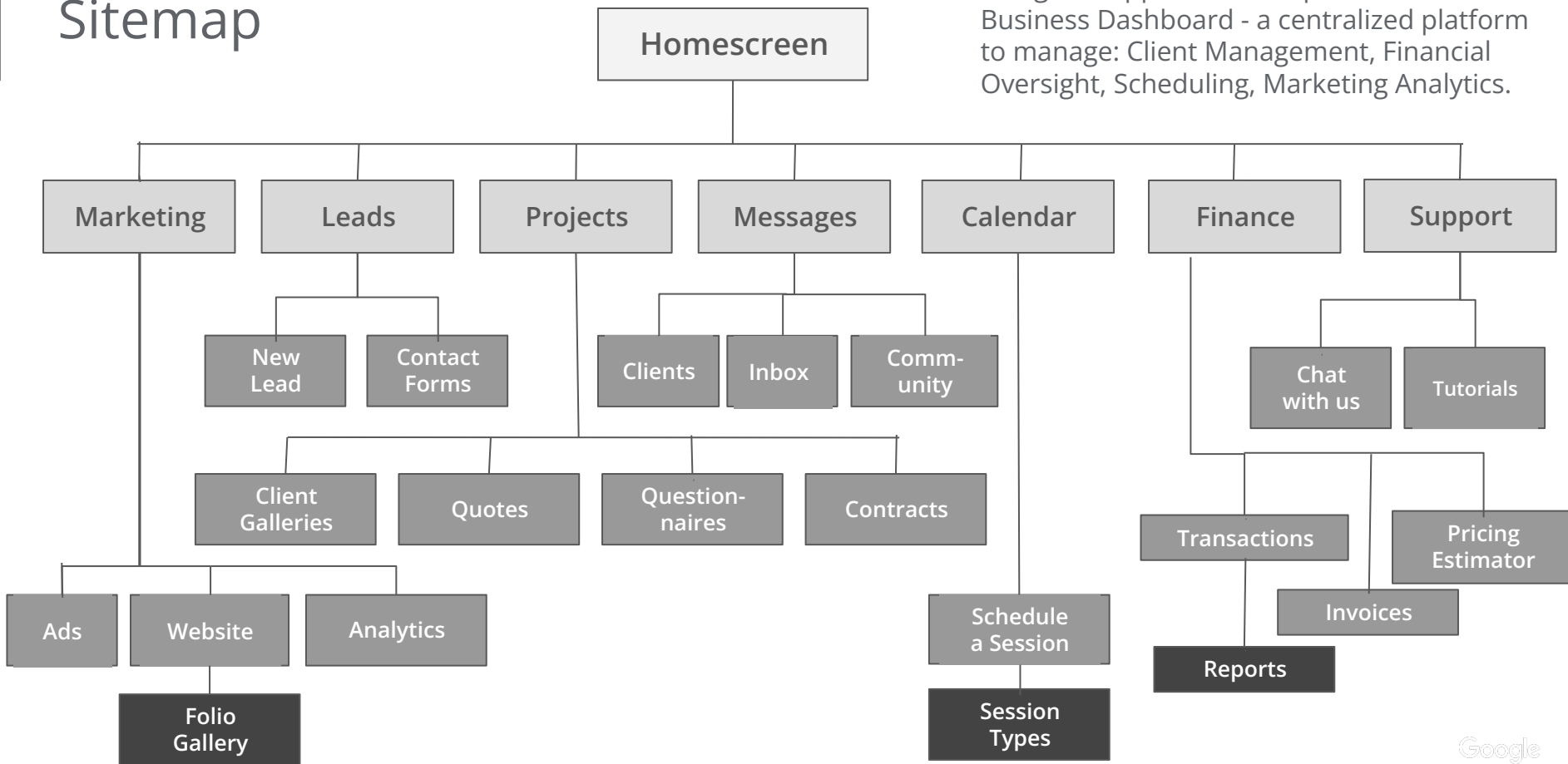


Updates pricing with research on value propositions and competitive rates in mind.

Sitemap

The goal:

Design an app with a Comprehensive Business Dashboard - a centralized platform to manage: Client Management, Financial Oversight, Scheduling, Marketing Analytics.

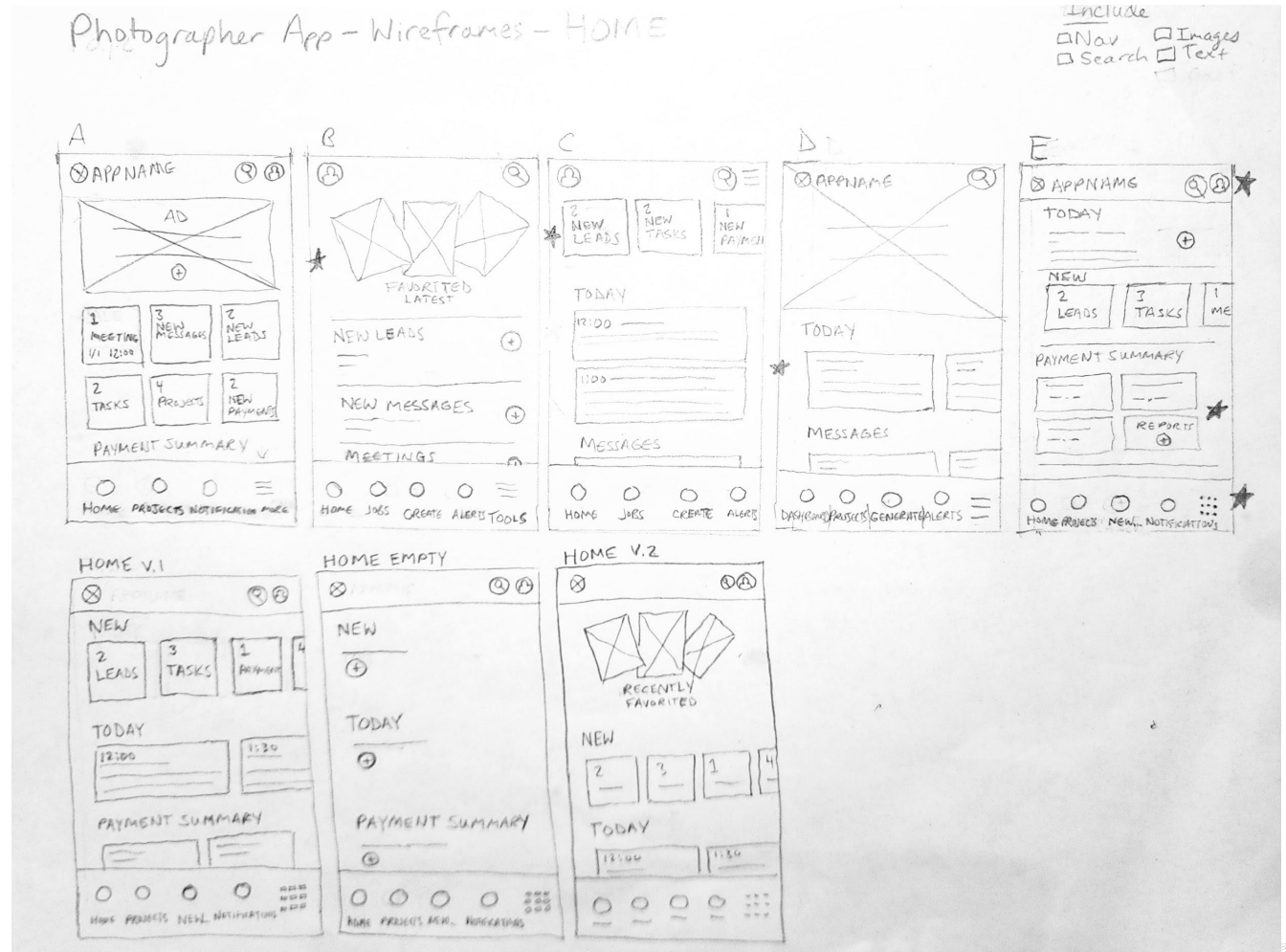


Wireframes

Home

May include:

- Today's Meetings & Tasks
- New Messages
- New Leads
- New Tasks
- New Payments
- Payment Summary

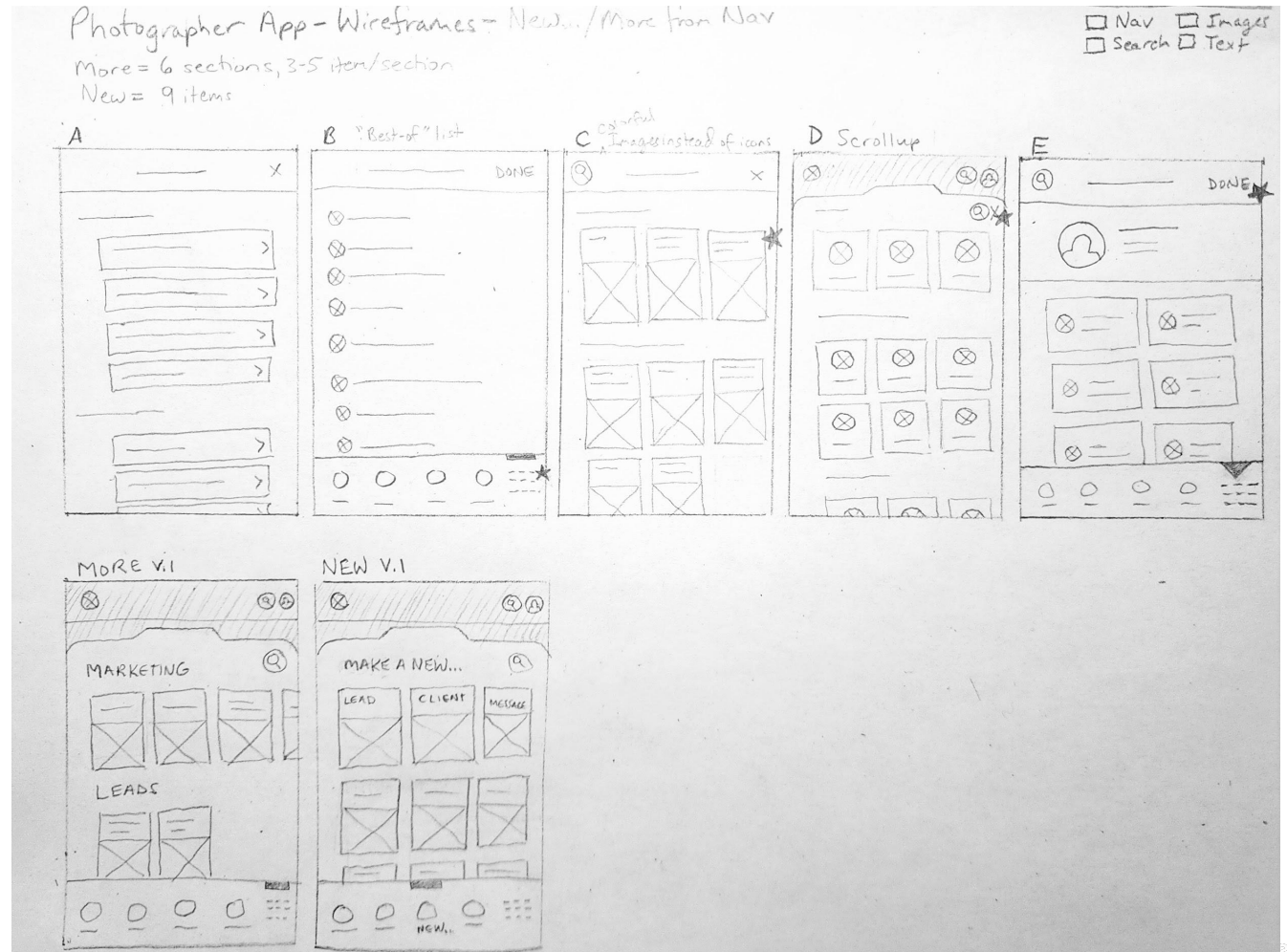


Wireframes

Nav “More” Scroll Up

May include sections
(subsection #):

- Marketing (4)
- Leads (2)
- Messages (3)
- Calendar (1)
- Finance (3)
- Support (2)
- Projects (4)

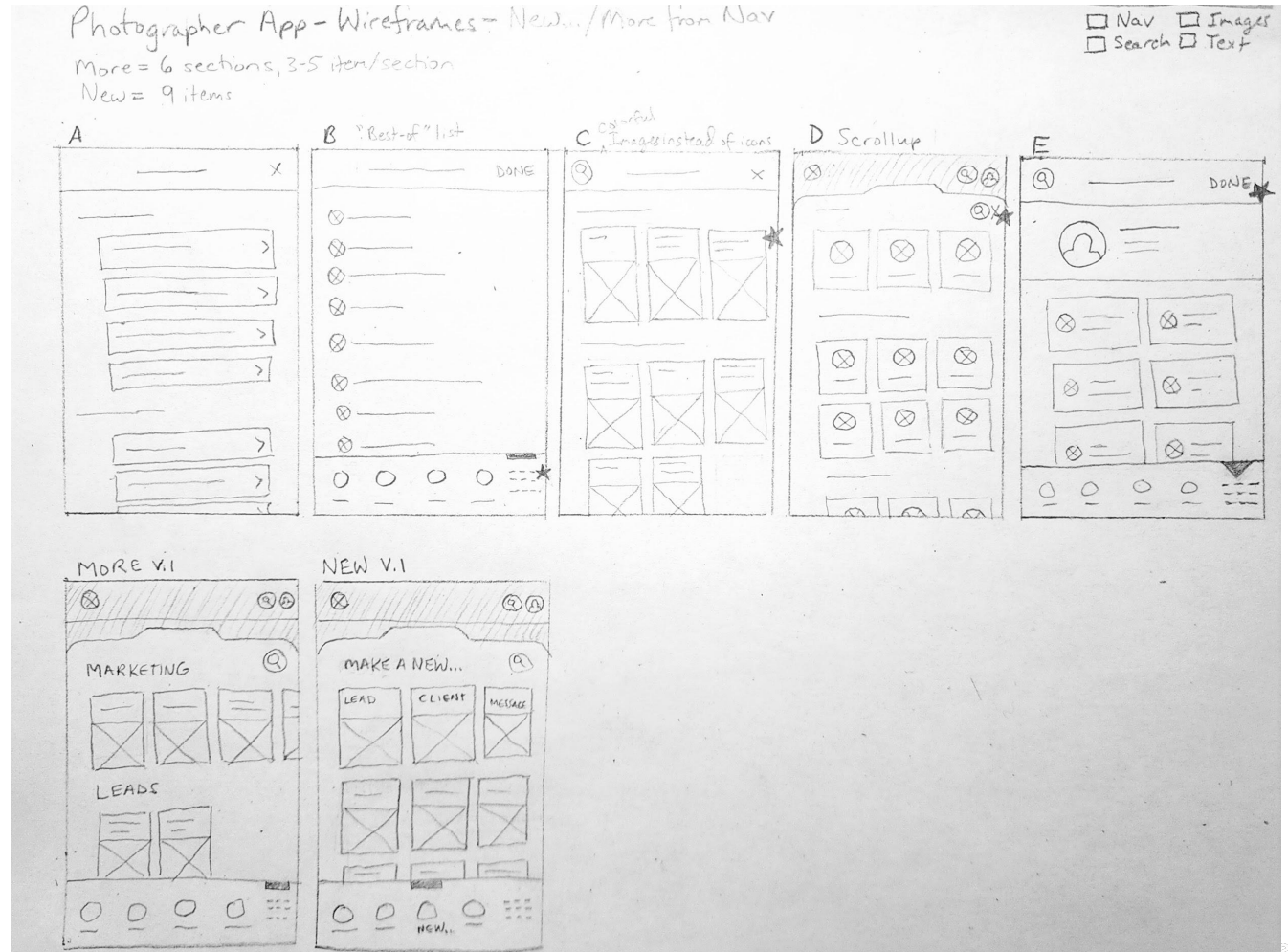


Wireframes

Nav "New" Scroll Up

May include:

- Lead
- Client
- Message
- Session
- Task
- Contract/Quote
- Survey
- Client Gallery
- Invoice

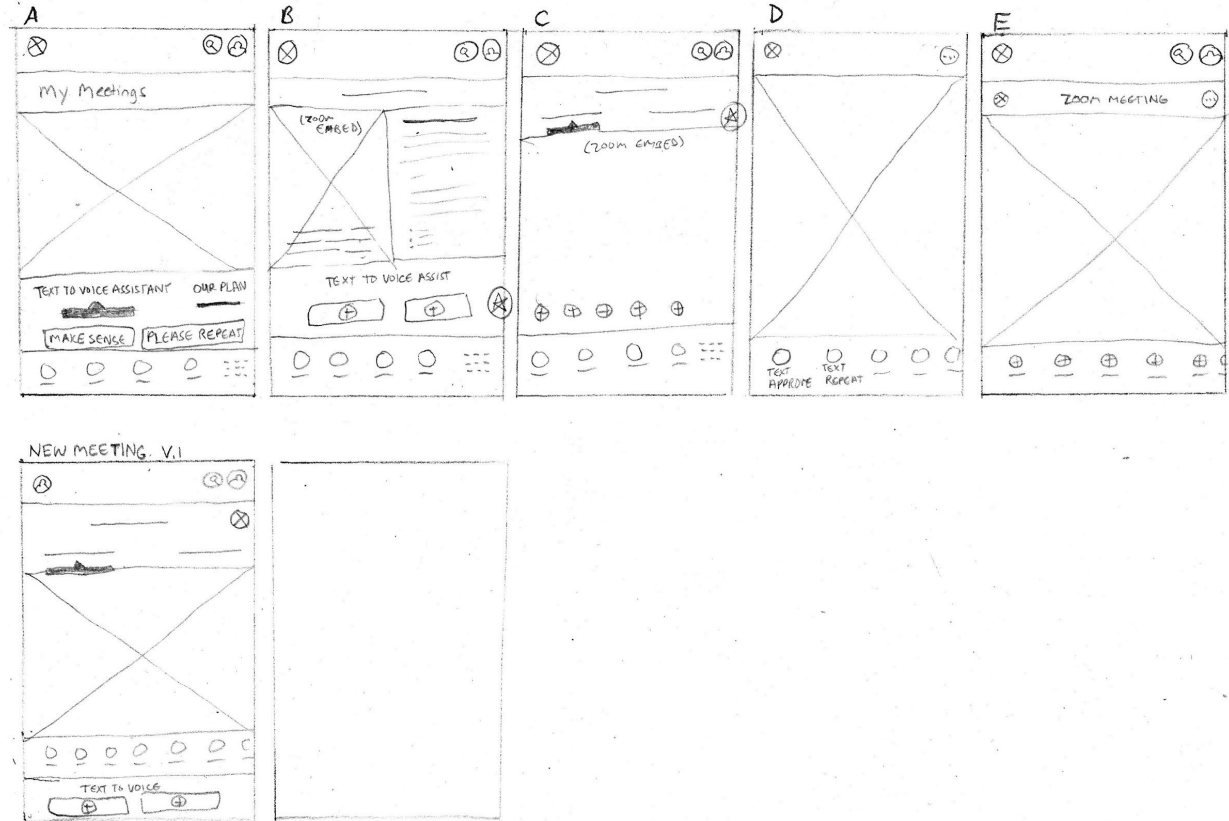


Wireframes

Video Meeting with Zoom Embedded

May include:

- Embed Zoom video meeting
- Text-to-Speech CTAs to approve or ask to repeat if caption wasn't correct/didn't make sense
- View of Photo Shoot Planning Document that photographer is editing live

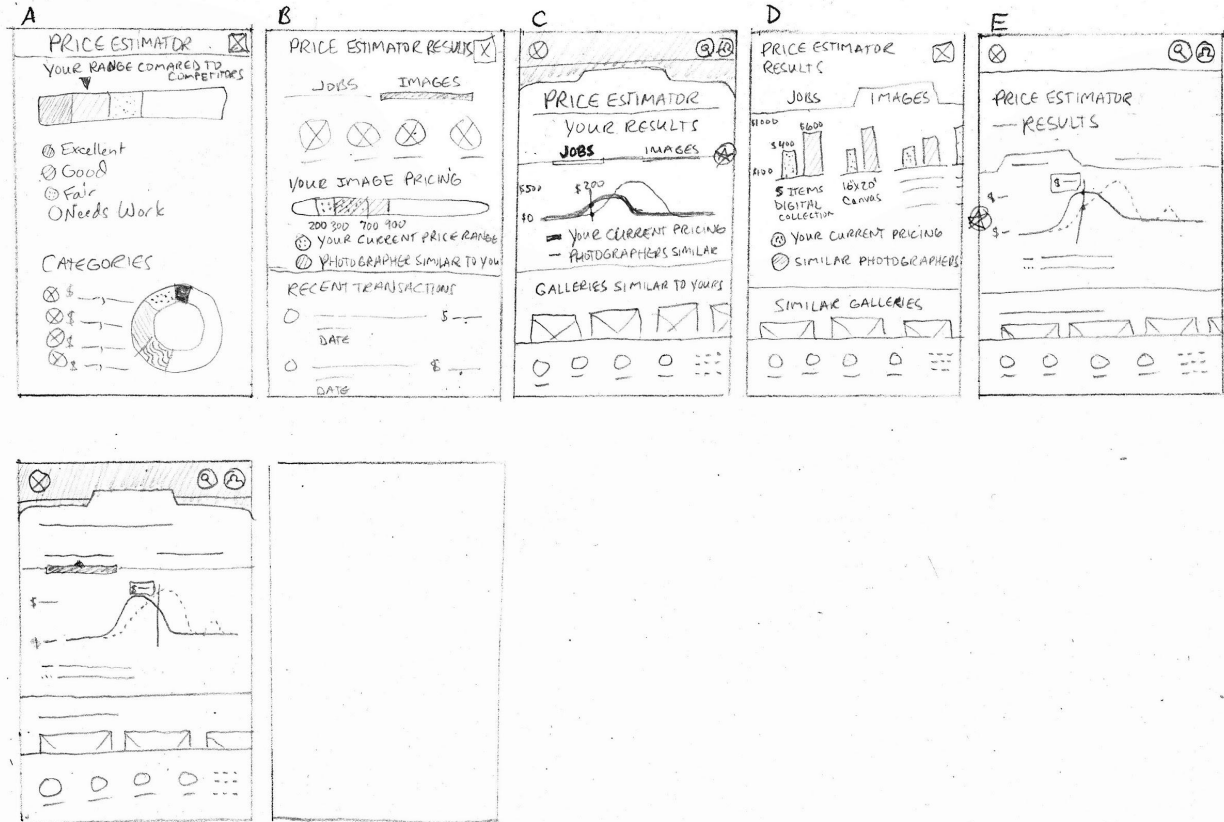


Wireframes

Pricing Estimator

May include:

- Jobs and Images pricing tabs
- Your Current Range
- Range of Similar Photographers
- Galleries Like Yours listing and CTA to view each gallery
- Edit My Pricing CTA at bottom of page (scroll to see)

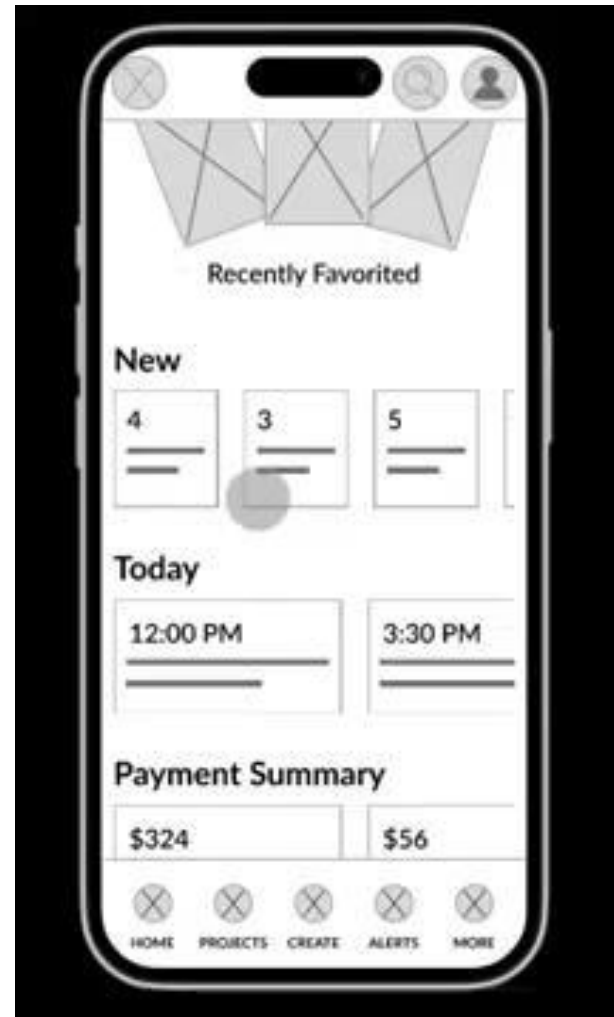


Interactive Wireframes

All of the previous wireframes have been recreated in Figma to provide an interactive experience of important pages in this app including the homescreen, a few menus, and the researched pages.

View a video of the interactive wireframes at right.

[Interact with it yourself on Figma](#)



Research Outcome

- Takeaways
- Next steps

Research Takeaways



Opportunities Discovered in Uncovering Gaps

- Provide a Pricing Estimator and Community to help Photographer users feel more confident about their pricing and grow their business.
- Ensure robust multi-language support and accessibility features to grow client base.
- Include video meeting integrations with stronger accessibility features.
- Offer a unique, visually-appealing design with dynamic elements and a direct, friendly tone.
- Provide seamless account setup and intuitive user onboarding processes.

Training Outcome

- Takeaways
- Next steps

Training Takeaways



Impact:

I am excited to use the more granular and organized processes to help guide a successful User Experience research and ideation process to reach client goals and create a delightful user experience.



What I learned:

Updated knowledge of best practices for User Experience Research, Reporting, and Ideation.

Next planned additions to this project:

1

LoFi
Prototypes

2

HiFi
Prototypes

3

Usability
Studies

Let's connect!



[Contact Christi Leeson](#)



Digital/Website Design

User Experience Research & Design

Clients: Anvil Knitwear, Mattel, Disney,
small businesses, nonprofits, and major
banking and pharmaceutical institutions

[What Drives Me](#)

[Case studies](#)

[Resume](#)

[Follow me on LinkedIn](#)

Research Sources

Photographer with Hearing Impairment Sources

- Reddit: [r/deaf](#), [r/DeafPhotographers](#), [r/DeafArtists](#)
- Facebook Groups: [Deaf photographers all around the world](#), [USA Deaf Photography Network](#), [Deaf Photographers of Canada](#), [Deaf Mosaic](#), [Deaf World Live Deaf Photography](#), [Deaf Sky & Nature Lovers](#)
- Websites: [Deaf Mosaic](#), [ABA Virtual Meetings: Accessibility Checklist & Best Practices](#)

Accessibility Features Sources

- YouTube: [How to make meetings more accessible and inclusive with Microsoft Teams](#)

Pricing Feature Sources

YouTube: [Photography Pricing](#),