



UX RESEARCH & ANALYSIS ASSIGNMENT

A Sounes Photo | <https://www.asounesphoto.com/>

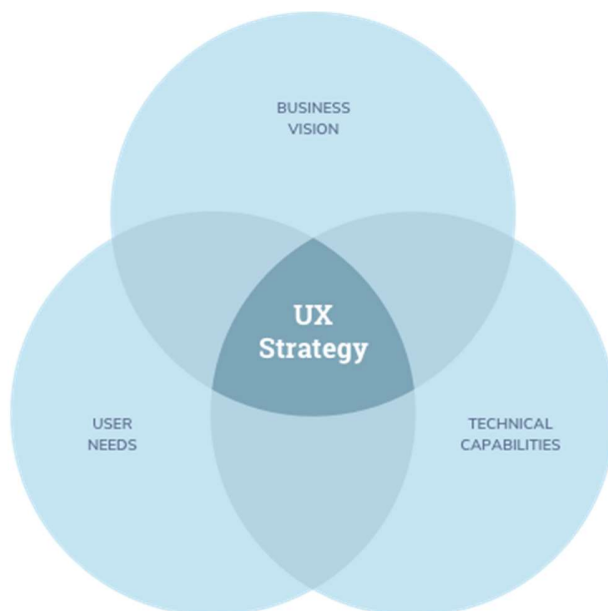


INTRODUCTION

STRATEGY

“UX strategies help businesses translate their intended user experience to every touchpoint where people interact with or experience its products or services. A solid UX strategy ensures that the business vision, user needs, and technical capabilities are aligned and helps to prioritize a team’s attention and resources by keeping them focused on solving the right problems for target users”.

MentorMate (2018)



RESEARCH

The research phase of a project serves many purposes. It is meant to help you understand the market space, the users, their needs, and their goals. You can look at it as the stepping stone towards defining the requirements for the product you are about to design.

UX Collective (2020)

ANALYST

The analysis phase aims to draw insights from data collected during the research phase, moving from “what” users want/think/need to “why” they want/think/need it. During this phase, designers confirm that the team’s most important assumptions are correct.

The UX Design Process: Everything You Need to Know the UX Design Process:
Everything You Need to Know (2020)



INDEX



Strategy

STRATEGY

1. Brief and Scenario.
2. Understanding business, user requirements, and technology requirements.
3. Defining goals and objectives.
4. Project plan.
 - Interview with the owner.
 - Project plan.



Research

RESEARCH

1. Assumptions.
2. Competitors Analyst.
3. Pain Points.
 - Observations when a real user tries to the website.
4. Questionnaire / Survey.
5. Persona.



Analyst

ANALYST

1. Summarize collected data.
2. What needs to be fixed with the website (features and fixes)
3. Clear planning and explanations were given with Ghannt chart and timeline.
4. IA and organize site information (Card sorting)



STRATEGY

Brief and Scenario.

My client, Anton, and his company A Sounes Photos provide creating quality photos to businesses to the advertisement.

Anton's target audience is commercial, mainly focused on small commercial customers and portraits (sport, creative). Anton tries to avoid shoot weddings or baby shoots as the market in those areas is not as beneficial or cost-effective.

Business requirements:

Anton's business is to provide his customers with cost-effective, high-quality photography. Typically, customers will use it for self or business promotion.

Target audience:

The target audience is mainly focused on the commercial customer. I prefer shooting sports or creative portraits. Anton has found that it is not cost-effective for weddings or baby shoots

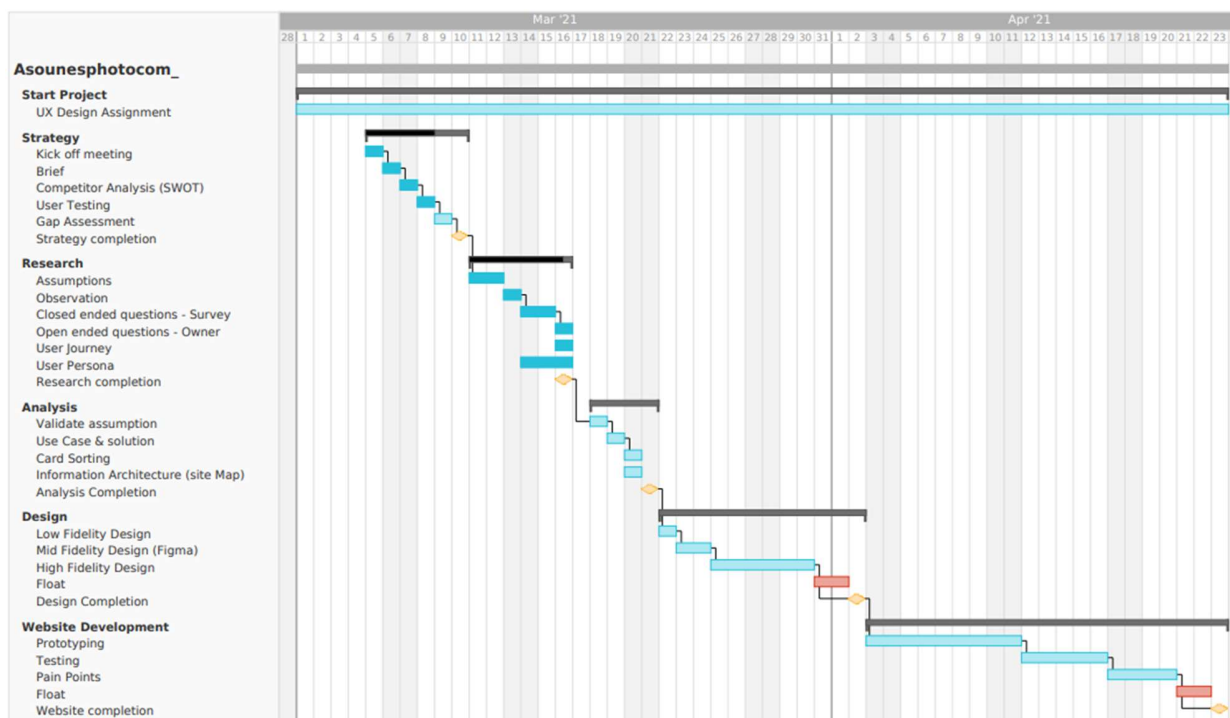
Main goals for the website:

Anton's main goals are to grow the website and have a cleaner interaction from his website to social media platforms

The main thing you want users to be able to do on your website:

Anton wants 'A Sounes Photo' to be a place to view, book, and purchase his products with a clean interaction from his website to social media.

Project plan:



The gantt chart is created to optimize workflow and ensure project planning is as efficient as possible. Above is the gantt chart for our project for UX research & Analysis on 'A Sounes Photo' photo.

Interview with Owner

An interview with the owner was conducted by Nolen and below was the feedback from questions we as a group created.

What do you like about your website?

Its simplicity.

What most important for you on your website?

Booking page and Customer's portfolio.

What do you dislike about websites?

- *Not getting contact details.*
- *Not having prices displayed.*
- *When it is not easy to move between pages / get back to home pages.*

What is your target customer?

- *Commercial customers.*
- *Portraits (sport, creative).*
- *Doesn't want to shoot weddings or baby shoots*

What type of photography is the focus?

- *Commercial customers.*
- *Portraits (sport, creative).*

How do you find communication between your website and social media?

It is important to him that his website auto feeds to social media (interface)

Get notifications from the website re inquiries

How do you find analytics and do you get enough information?

He doesn't get info about who, where, and how people navigate his page and would like to have that info.

What are your colour preferences?

Prefer Theme: Dark,

Dislike, cream pink peach colors



RESEARCH

Assumptions

Positives:

- Images are of excellent quality and size.
- Negative space has been used throughout
- Some use of the grid principle has been applied.

Owners pain points:

- The booking system could use more attention.
- Anton has expressed that he is not happy with the current theme & color scheme.
- Navigation between pages is very frustrating.

Assumed Negatives/Pain Points:

- There seems to be no apparent theme to the website other than its black/Dark coloured background.
- No discernible order to the pages, images, div, etc. seems random.
- The contrast of colors when hovering and selecting the option on the nav is odd, not overly pleasing to the eye.
- Typography is miss-matched and had a variety of fonts rather than 2 or 3
- Typography Hierarchy is missing
- Nav is oddly placed over images and booking spaces on different pages.
- Images could be presented in a better manner, I.e., carousel on the same page.
- Functionality is missing in places, when you click on book now an error block appears with the message 'Sorry, this service is not yet available for online bookings. Please contact us for more information.'
- Contact is not easy to find.
- User navigation is confusing as there many stacked pages.
- About me pages do not say anything about the photographer, looks like he has merged about me and contact me together.

Negative pain points:

- The home page layout is poorly laid out.
- Home page button colours are off-tone.
- The contact tab doesn't lead to contact information.
- About me, the tab doesn't lead to information about the owner/business.
- Different fonts using on the whole website. Very inconsistent fonts.
- The main home page photo is tiled.
- The events tab doesn't lead to live and upcoming events. Maybe rephrase to "Previous events"

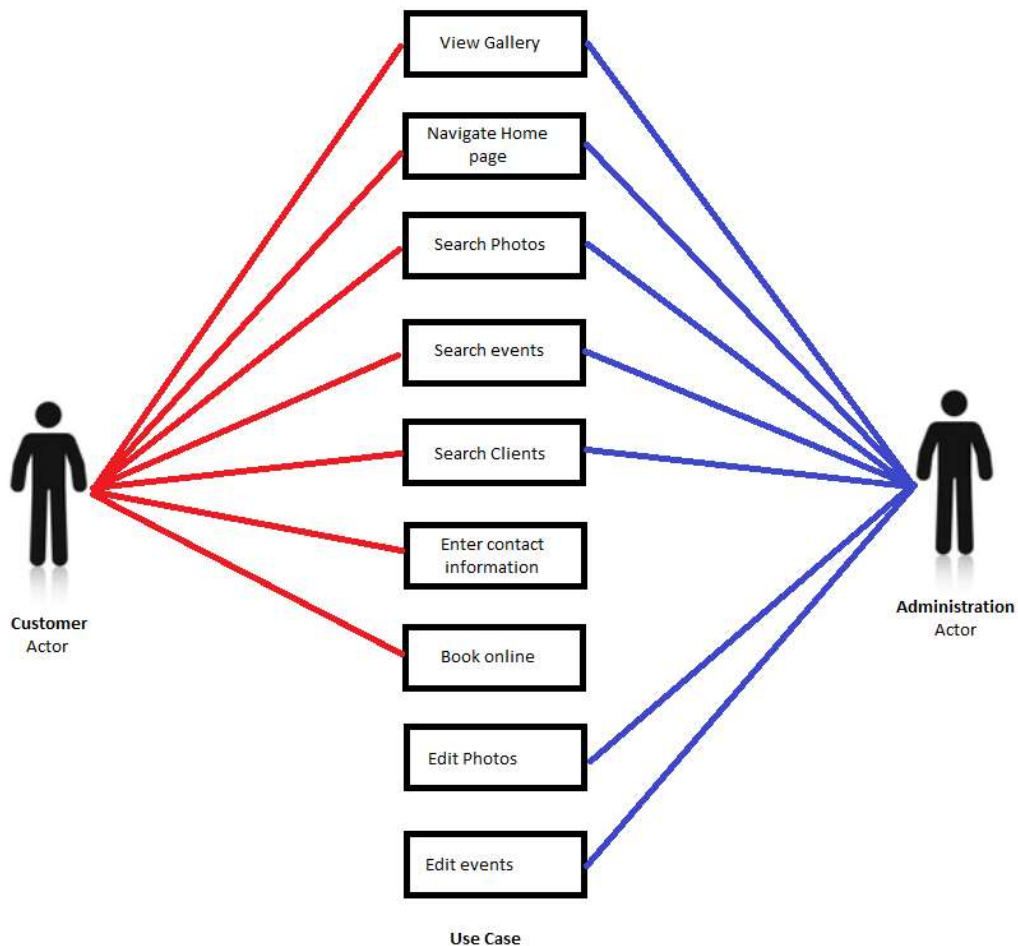
User cases

The use cases were used to brainstorm and obvious problems the users might have had with the site to come up with solutions to these problems before the site redesign begins

User stories.

- 1- As a *[stay-at-home mother]*, I want to book a *[family portrait photography session]*
 2. As a well-known *[fashion designer]*, I want to collaborate and have a better understanding of the *[photographer]* and his style of work.
 3. As a *[food nerd]* I want to view a portfolio of Anton's past event shoots.
- Solutions.

Use case diagram



Validation Assumptions

Validation		Q1	Q2	Q3
1	Customers want to book a Photographer	Would you prefer to book online, phone, email, or social media?	Would you like further information about the photographer before booking?	Would you like a quote during the booking process?
2	Website customers find it difficult to navigate differently	Would you like a quote during the booking process?	How easy is it to assess the photographer's skills/suitability for your task?	How confusing did you find the extra tabs/pages while looking through the website?
3	The absences of attractive visual elements compel the customer to leave the website without booking or ordering	How many clicks before you found Christmas Abbott photos?	How attractive do you find the interface?	What elements did you dislike the most?

User Observation

Testers Raghii, Natalie, and Zara

- Confirmation of our previous assumptions with the addition of:
Finding other poor design elements such as 'about me title with the same color as background'
- Mood gauging
- Started thinking about IA

Competitors Analyst

The 3-competitor website that we chose to compare are as follows:

1. **Peterlatham.com** - <https://www.peterlatham.com/>
Peterlatham(2020)



Peter Latham

New Zealand fine art landscape photography

Strengths

- Chatbox in the bottom right-hand corner for queries or feedback
- Good use of negative space.
- Typography is clearly ordered.
- Navigation is clear and well thought out.
- Autoplay carousel
- Pricing options displayed with dropdowns and a clear pricing format

Weaknesses

- Left and right arrows on header picture (Would prefer dots)
- The top 4 menu button is inconsistent, 2 are hyperlinks.
- Overlapping images

Opportunities

- Social media links
- There are a lot of good photos on the site but the layout could be optimized into better dropdown menus on the home page

Threats

- The search function is not the best as it's a hit or miss on receiving the information you are looking for even if the keyword you have searched is on the site

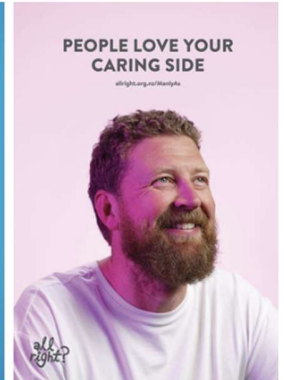
Summary (Team feedback)

The first website that I looked at was Peter Latham (Peter Latham, 2014). This site was genuinely nice to look at with clever, thoughtful use of white/ negative space. The home page has utilized an auto-play carousel with wayfinding (an arrow that suggests you can scroll down) overlapped on the images. Navigation is clear and I can find everything within 3 clicks. Typography is clearly ordered, constant, and follows a typographical hierarchy. Clear use of Buttons and hyperlinked text throughout pages allows further exploration if the user wishes but everything can be accessed from the top navigation. My favorite part of the website is the drop-down hamburger menu that allows instant access to Peter's work.

2. **Lightworkx** - <https://www.lightworkx.co.nz/>
Lightworkx Photography (2020)

LIGHTWORKX PHOTOGRAPHY

Work About Us Rental Contact Client Login



Strengths

- The site is very minimalistic.
- Navigation anywhere in 3 clicks.
- Good use of negative space.
- Typography is clearly ordered.
- Navigation is clear and well thought out.
- Autoplay carousel.
- Pricing options are displayed with dropdowns and a clear pricing format.
-

Weaknesses

- The sizing and header fonts are inconsistent.

Opportunities

- Under contact information there is nowhere for the user to enter contact information, better analytics could be gathered if there was
- More clearly displayed social media links.

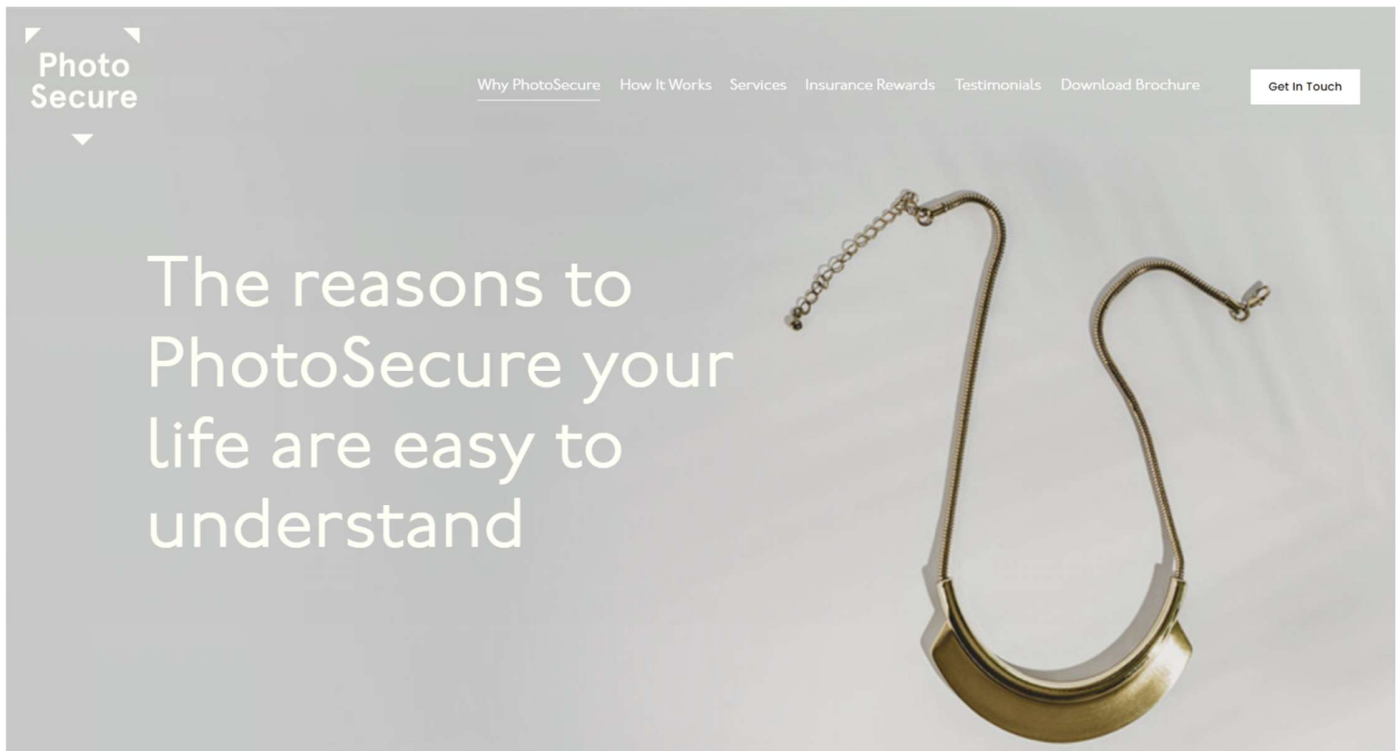
Threats

- There are no forms for feedback and user's analyst

Summary (Team feedback)

The second website that I visited was the lightworkx. The home page was set out as random grid images with a simple nav place in the top right corner. The feel of the website is very minimalistic and contains very concise information. I was able to find everything within the 3 clicks. The overall site was not as impressive as the previous but functional on a basic level.

3. Photo Secure - <https://www.photosecure.co.nz/why-photosecure>
Photo Secure (2020)



Strengths

- Great use of hero images.
- Simple and great navigation.
- Navigation anywhere in 3 clicks.
- Navigation is clear and well thought out.
- Autoplay carousel.
- Good use of negative space.

Weaknesses

- No payment options

Opportunities

- Allow users payment options ie click and collect/click and deliver

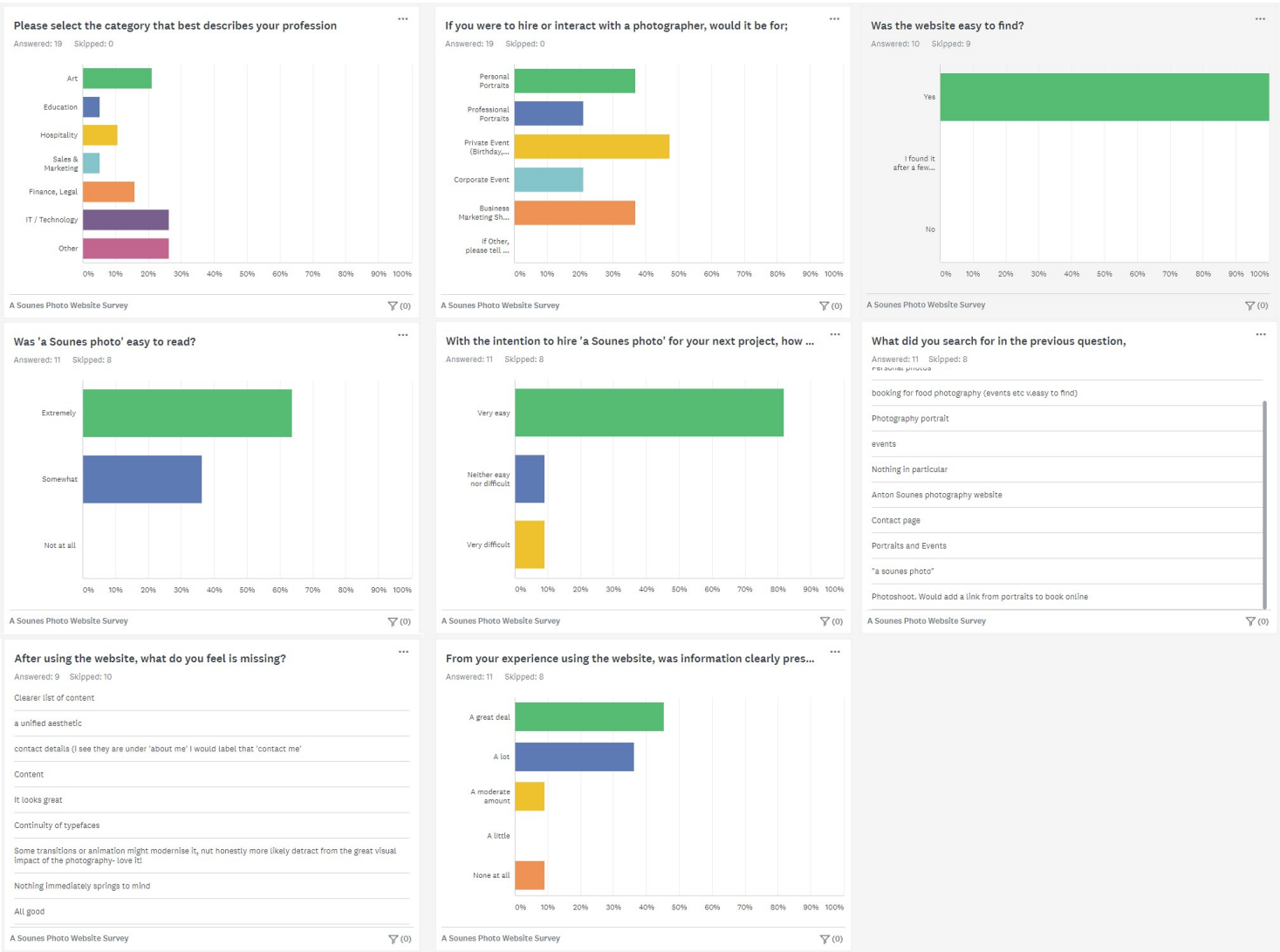
Threats

- There are no forms for feedback and user's analyst

Summary (Team feedback)

The third website that I reviewed was Photosecure.co.NZ. The use of hero images and section made for a clean and crisp feel. The navigation was traditional and fix at the top of the page, allowing the user clear pathfinding. The theme is consistent throughout pages with minor changes such as grid views for images, scrolling animation. The site processed quickly and was well labeled to ensure the user can find relevant information.

Surveys



Survey results

Question 1: Please select the category that best describes your profession.

The feedback received on this question shows that i.t/art and others were top choices.

To me, it and art should be right up there as Anton himself has a very artistic side and enjoys shooting outside the box.

Question 2: If you were to hire or interact with a photographer, would it be for?

There was a real interest in private events and weddings. Anton has expressed that we don't want to go down this path as it is not where his passion lays and it's not that cost-effective too.

Question 3: Was the website easy to find?

From 10 surveys that went out 10 replayed with yes, the website was easy to find.

Question 4: Was 'A Sounes Photo' easy to read?

Feedback suggests that the website was extremely easy to read but close behind with 4 people saying it was somewhat easy. I would like to collect more data to present a conclusion.

Question 5: Intending to hire 'A Sounes Photo' for your next project, how easy is it to find what you were looking for?

Feedback suggests users' general users find it easy using the website to hire 'A Sounes Photo' photos to help with their projects and needs.

Question 6: What did you search for in the previous question? (*Intending to hire 'A Sounes Photo' for your next project, how easy is it to find what you were looking for*)

- Contact details.
- Personal photos.
- Booking for food photography (Events etc.)
- Photography portraits.
- Portraits and Events.
- Photoshoot. Would add a link from portraits to book online.
- Nothing in particular.
- Anton 'A Sounes Photo' photography website.
- Events.
- Contact page.
- 'A Sounes Photo' photo.

Based on everything above there was a wide search that provides better analytics.

Question 7: From your experience using the website, was the information presented?

Feedback suggests to the user that information was presented with 5/10 people saying it was "a great deal" and 4/10 saying "A lot".

Question 8: Which of the following do you feel can be improved?

Font sizes, typeface, and readability were where feedback suggested the biggest improvement to the website.

Question 9: After using the website, what do you feel is missing?

- Clearer list of content.
- A unified aesthetic
- Contact details (I see they are under 'about me' I would label that 'contact me')
- Content.
- It looks great
- Continuity of typefaces
- Nothing immediately springs to mind
- All good

Feedback suggests contact information and feedback are missing

Personas



Tristan Anderson
38, Christchurch

Business Owner – Smokey Ts

- STATUS: SINGLE
- SALARY: \$80K
- TIER: MID-LEVEL
- ARCHETYPE: PERFECTIONIST

PERSONALITY

- Passionate
- Leader
- Hands-on approach
- Adventurous
- Empathetic

BIO

Tristan Anderson is a passionate. He wants to influence his family and friends for a taste of American styled bbq

Owner/Pitmaster Tristan Anderson is a former executive chef, who managed 32 chefs across several Christchurch restaurants, who says he's been grabbed by a "smoke addiction". Anderson Started smoky Ts 3 years ago selling out the back of a food truck. When he realized the demand was there he opened a shop in the heart of Christchurch. He serves premium 10 hour smoked brisket, 6 hour smoked pork belly, 7 hour smoked pulled lamb and 2 hour smoked jerk chicken in tacos, burgers and platters as well as classic ribs and delicious sides.

Motivations



Goals

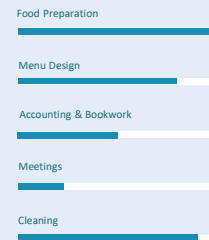
- Open more restaurants serving all over New Zealand
- To Publish his own cookbook
- To create a link of sauces
- Looking to expand knowledge of American styled BBQ techniques
- Keep it simple

Frustrations

- Never enough time
- Messy and distracting environment
- Transposing from paper to computer

"I want to help my team deliver the best experiences of a smoked styled BBQ"

Behavior



INFLUENCES

- Reviews, photos and videos
- Delicious
- Uniqueness of a meal
- Saving money
- Feeding friends and family

Frequently used apps



CHRIS WALKER
25, Southland

STUDENT/MODEL

- STATUS: SINGLE
- SALARY: \$35K
- TIER: MID-LEVEL
- ARCHETYPE: CONFIDENT

PERSONALITY

- Innovative
- Confident
- Conversationalist
- Poser
- Research

BIO

Chris is a fulltime student, part-time model recently signing with a new modelling agency Modelhead Dreams providing him with flexible hours working in with study.

His passion for photography and modelling Infront of the camera is where his dreams lay. Chris is currently studying at Otago university modelling and photography in his 3rd year. Once he graduates he would like to pursue a fulltime career in modelling and photoshoots.

Motivations



Goals

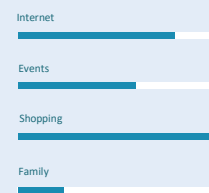
- Expand knowledge on technology relating to photoshoots
- Becoming more confident behind the lens
- Growing influence of social media platforms and expanding network

Frustrations

- Negative comments/reviews on previous photo-shoots
- Low salary in the modelling industry
- Late-night study
- People with bad fashion sense

"I want to develop and expand on my modelling career becoming more confident Infront on the camera"

Behavior



Influences

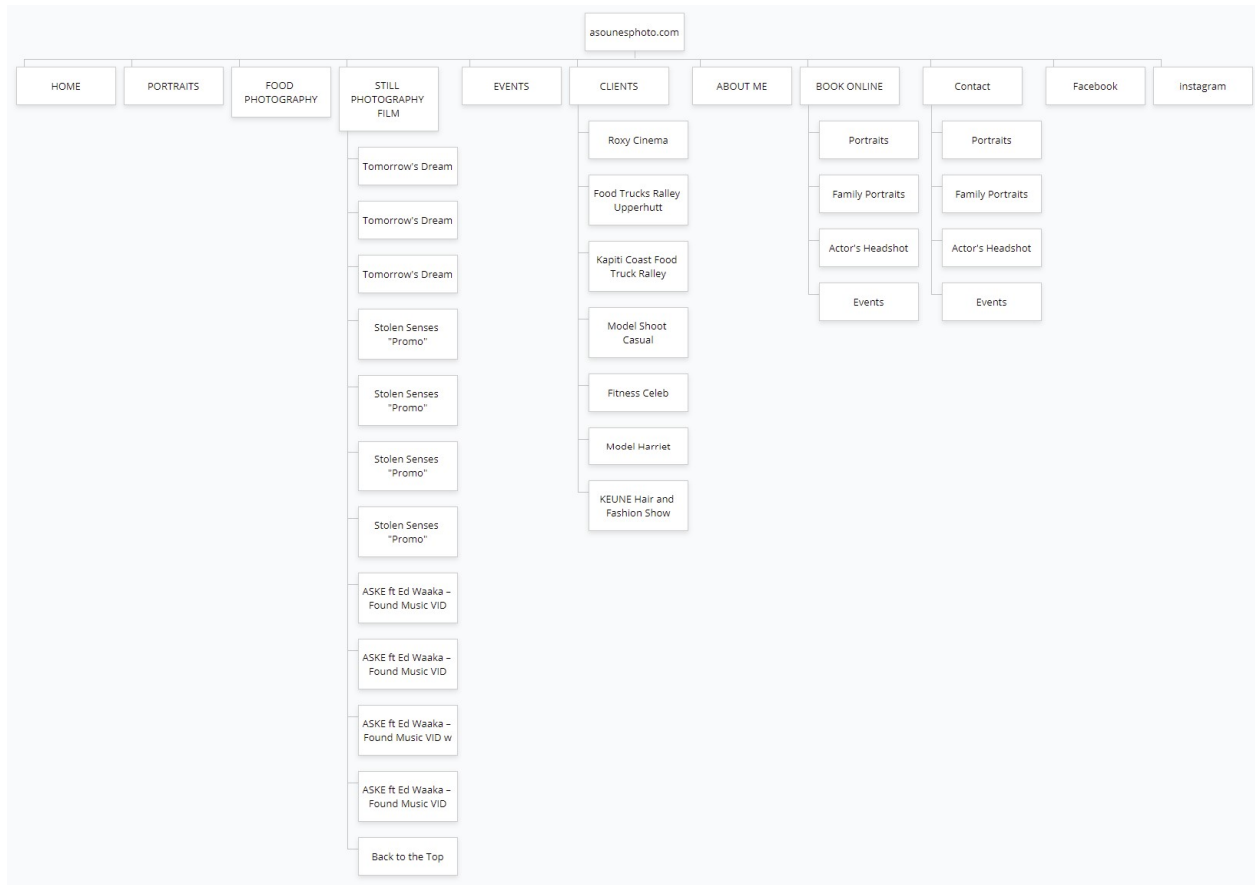
- CREDIBILITY
- BLOGS/FORUMS
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY
- COLTHING TRENDS

Frequently used apps



Site Map

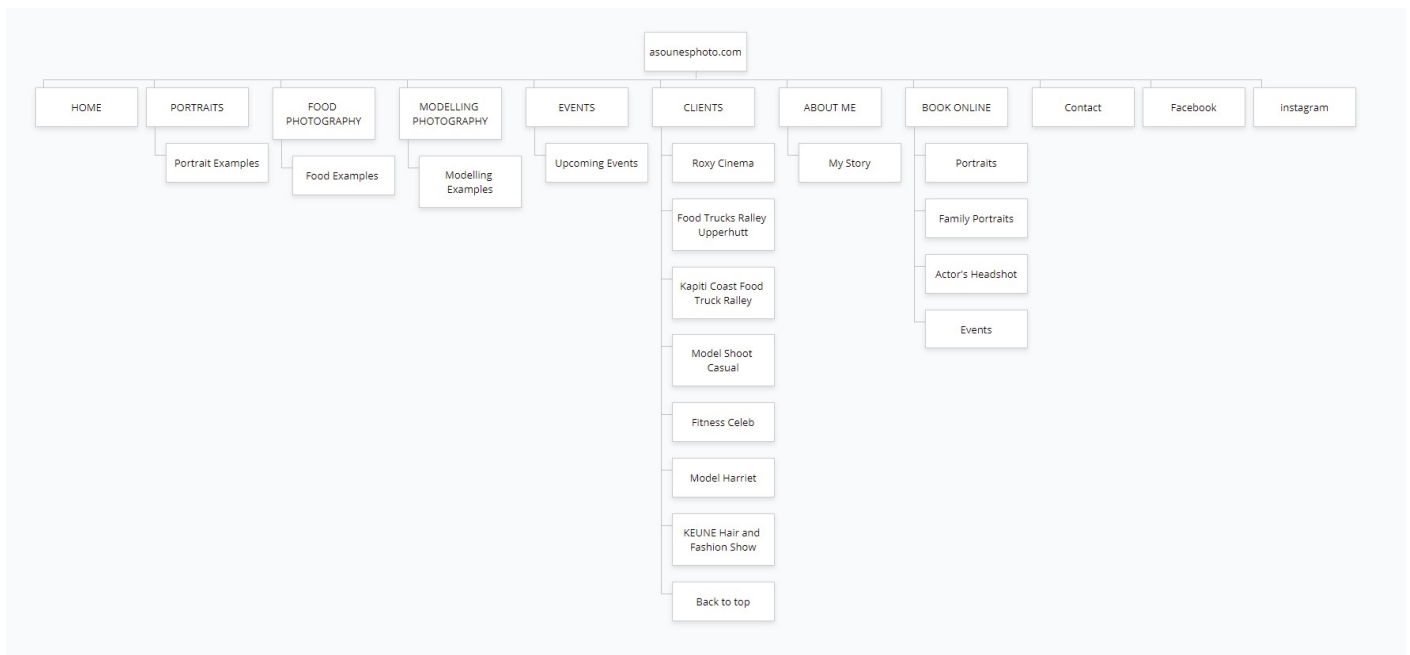
(Original site map)



Summary

A review of the site map was that there was a poor understanding of the client's needs when the site was developed. The home page could have displayed less but given more. Both booking tabs and contact tabs lead to the same area. There is no need for a home button on the home page. There are 3 tabs portraits, food-photography, and still-photography that could have been placed in an individual column. The events tab was only showing past events so maybe a better use of wording.

(Proposed site map)



Summary

I feel that there is a great chance to optimize flow with this website. Condensing a few that weren't needed or doubled up. From the feedback received from Anton simplicity is key and the current layout does not present that.

References

<https://mentormate.medium.com/what-is-user-experience-strategy-7af34d694fbb>

<https://uxdesign.cc/designing-a-digital-product-the-research-phase-339d76bfdacb>

[https://xd.adobe.com/ideas/guides/ux-design-process-](https://xd.adobe.com/ideas/guides/ux-design-process-steps/#:~:text=The%20aim%20of%20the%20analysis,most%20important%20assumptions%20are%20correct.)

[steps/#:~:text=The%20aim%20of%20the%20analysis,most%20important%20assumptions%20are%20correct.](https://xd.adobe.com/ideas/guides/ux-design-process-steps/#:~:text=The%20aim%20of%20the%20analysis,most%20important%20assumptions%20are%20correct.)

<https://www.peterlatham.com/>

<https://www.lightworkx.co.nz/>

<https://www.photosecure.co.nz/why-photosecure>