

UX/UI 101

(Submission 1)

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1.0 Fotof Overview

1.1 Case Analysis



Fotof is an all-inclusive photography company that offers a range of services, including photo sessions, style editing, and advanced laser technology photo printing. With over 100 locations across Thailand, Fotof provides a convenient solution for customers to fulfill their photography needs through its website or mobile application,

available for both Android and iOS. Fotof enables customers, regardless of experience, to capture stunning photos for personal or commercial use. Fotof operates as a book-to-cash service for both customers and employees

To use Fotof's services, customers can download the application, register with their email or phone number, choose a nearby Fotof location, and wait for a customer service representative to confirm the booking date and setting. Once the photo session is complete, a technician will send the customer a URL code to access the preview pictures on the application. Customers can then request edits, print out full-quality photos, and complete the payment process within the application.

The Fotof application is designed to cater to both customers and employees, and therefore, it is essential that the application is user-friendly and intuitive for both groups. The customer-side features include five main sections: Main, Galleries, Booking session, Help Centre, and User Profile. These sections have been designed with creative aesthetics in mind, ensuring that customers can easily navigate the application. Similarly, the employee-side features provide a dashboard, along with sections for Booking, Request, Order and Process, and Payment Method. These features enable employees to manage their work schedules, edit and process photos, and manage their payment preferences. It is crucial that the application prioritizes intuitive design and user-centric features, providing an exceptional experience for both customers and employees. By

doing so, Fotof can continue to provide its exceptional photography services and maintain its reputation in the industry.

1.2 Business Analysis

1.2.1 Company Analysis

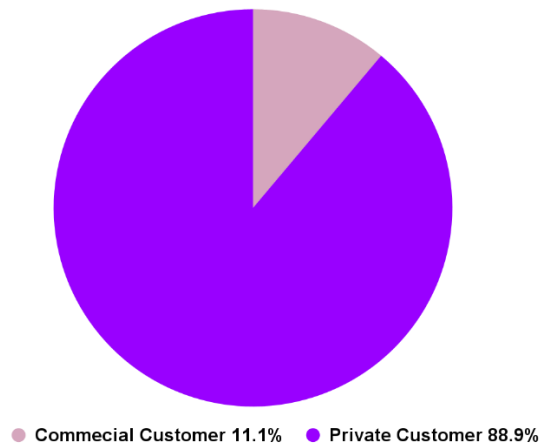
Fotof company SWOT Analysis

Evaluating company competitive position and developing strategic planning about impacted factor to the company by SWOT analysis.

S (Strength)	<ul style="list-style-type: none">• was a giant company which had disperse locations around Thailand• Using Fotof Application which had stable standards of service• had specialized technicians and photographers on charges
W (Weakness)	<ul style="list-style-type: none">• pricing of service may higher than local individuals.• communication of employees may gain human error sometimes.• can't choose photographers or technicians by directly contact with company or application
O (Opportunity)	<ul style="list-style-type: none">• because Fotof is a giant company, it easier to gain trust from the big commercial• Because of funding company have, it had speedy potential growth developed ability
T (Threat)	<ul style="list-style-type: none">• photo taking is skill which everyone could do in these day which phone camera ability can take high quality pictures , people rarely need a professional photographer these days• Many market competitors which are local shop services or other photo services company

1.2.2 Marketing Strategies

Statistics of total customer from last previous year



The statistics from the chart for the previous year indicate that the vast majority of Fotof's customers, at 88.9%, were private customers, while the remaining 11.1% were commercial customers.

(FYI - Prediction/Assumption) The proposed business plan involves creating a catalog for private customers to keep their style fresh and offer new collections to retain previous customers. Additionally, the plan aims to attract more commercial customers through a road tour that targets schools, universities, and companies, which are groups with a large potential customer base. The photo shooting service will be promoted with attractive pricing and promotions. To further increase visibility, the plan includes investing in advertising on popular social media platforms such as Instagram, Facebook, and Twitter, utilizing algorithms to target users who are interested in photography. These efforts aim to raise awareness and popularity of the Fotof company and application.

2.0 Target User

To address both sides of the interface, it's important to separate the target user analysis into two categories which are customers and employees.

For customers side, Fotof offers a wide range of services for both personal and commercial use. Its target user is diverse and includes individuals, families, and businesses who need professional photography services. For **personal use**, it could be anyone from students or colleagues hiring for graduation day, to families for capturing memories or couples in need of wedding photos. This user-friendly application makes it easy for customers to book a session and access their photos. Fotof's advanced laser technology ensures that customers receive clear, sharp, and vibrant images, making it an ideal choice for those who value visual aesthetics. And for **commercial use**, Fotof provides businesses with a convenient and reliable photography solution. For instance, marketing, advertising, and promotional materials are some types of services that Fotof capable of. Fotof's ability to cater to businesses of all sizes and industries makes it an attractive option for companies looking for high-quality visual content. The application's easy-to-use interface allows businesses to manage their photography needs efficiently, from booking a session to receiving the final product.

When it comes to the employees' side of the Fotof interface, it is imperative to have an app that is both well-organized and easy to manage. This app should be designed to support teamwork and reduce the chances of misunderstandings. To achieve this, the interface should be user-friendly and easily understandable, with features that allow for easy scheduling and efficient management of work.

For Fotof photographers, a crucial feature they require is the ability to book slots for their working hours. Additionally, they need an easy way to archive their sessions and confirmation of projects, as well as a feature to effortlessly send the URL link of pictures

directly to customers. This would ensure that the photographers are able to work seamlessly, without any hitches or delays.

For customer service, the app should be designed to offer assistance in filling out forms and sharing booking details with photographers. In addition, there should be a direct contact feature that enables customers to quickly and conveniently request service favors or get information about shipping services.

Technicians also need a specialized feature that allows them to receive customer editing requests. This feature would enable them to efficiently manage their tasks and respond to customer requests in a timely manner. Overall, the Fotof app for employees should be designed with the unique needs of each employee group in mind, to ensure that they can work efficiently and effectively.

3.0 The Features and Functions used

3.1 Fotof for Customer

3.1.1 Core Feature

- **Booking System** : Customers can book a photo shooting session at a photo studio either through phone or email. Then, the system will handle the request, assigns it to a photographer by customer service representative, and notifies the customer once the session is complete.
- **Gallery** : The photographer uploads the images to a file server, where they are cleaned up and edited by a technician before being put together into a gallery. Customers can browse their gallery, choose the images they want to buy, and annotate the images they want more editing on.

3.1.2 Sub Feature

- **Reminder and Notification**: The system sends reminders and notifications to customers regarding their bookings, galleries, progress and invoices.
- **Help Centre** : The system that supporting for help and answering questions from customers.

3.2 Fotof for Employees

3.2.1 Core Feature

- **Order Placement** : Customers can place an order for printouts and/or digital copies of the selected pictures. Moreover, they can specify whether they want to pick up the printouts at the studio or have them delivered by post and pay for any shipment fees.

- **Invoicing and Payment Method** : After the pictures are ready, a customer service representative determines the amount to be invoiced (difference that left from earnest payment when we do booking-to-cash), make the invoice, and sends it to the customer. Customers can then pay the invoice, and the system will match incoming payments to invoices automatically.

3.2.2 Sub Feature

- **Customer Data Management** : The system maintains a database of customer information, including their personal details, order history, and payment information.
- **Photographer Schedule** : The system assigns a photographer to each booking based on availability, skills, and other criteria.
- **Technician Editing** : The technician cleans up and edits the pictures as required by the customer.
- **Shipping Management** : The system manages the shipment of printouts to customers who have chosen to have them delivered by post.

4.0 Sitemap

Customer-Facing Sitemap

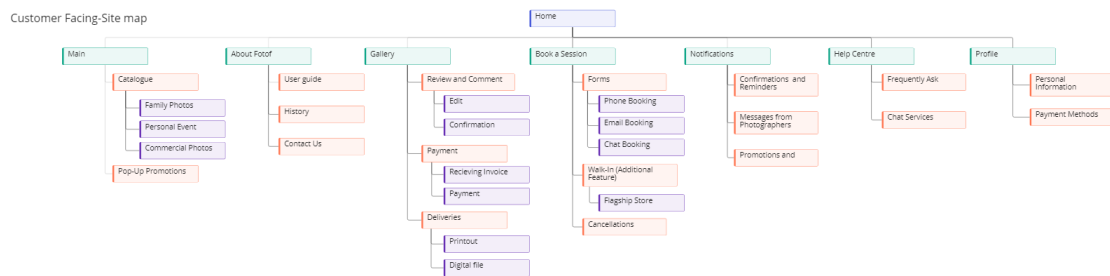


Figure 1 Customer Side Sitemap

Employee-Facing Sitemap

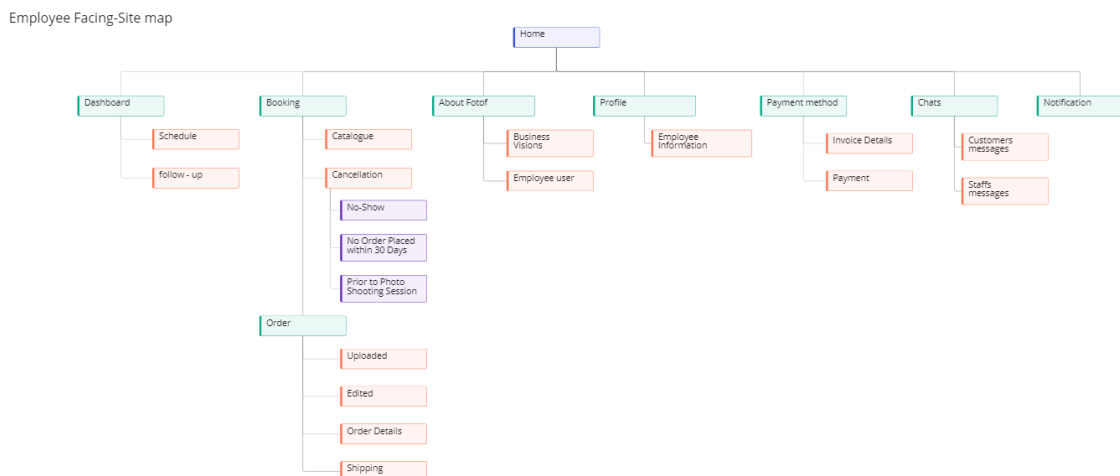


Figure 2 Employees Side Sitemap

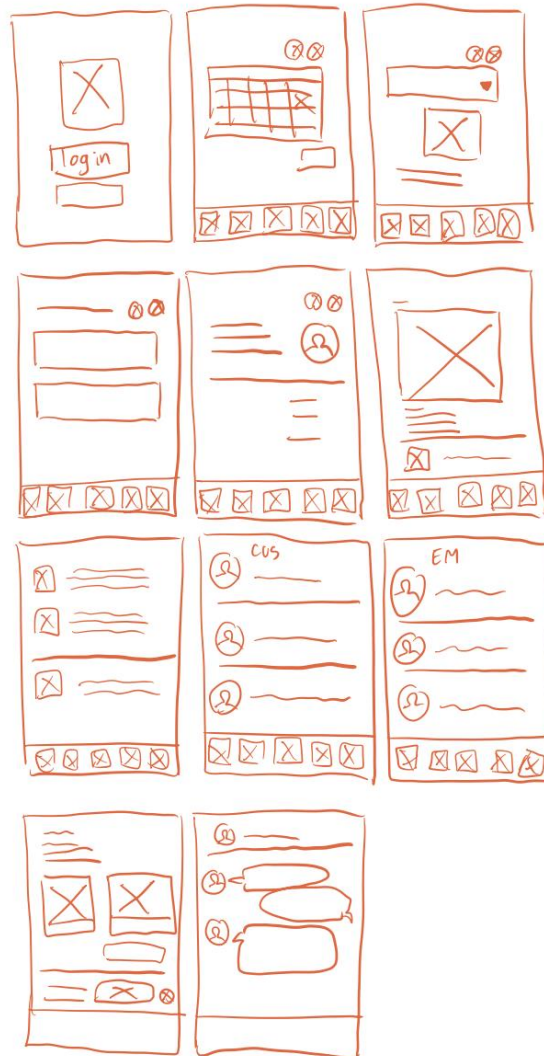
For better resolution please follow the link below:

https://miro.com/app/board/uXjVPj-bj_U=/?share_link_id=562381564093

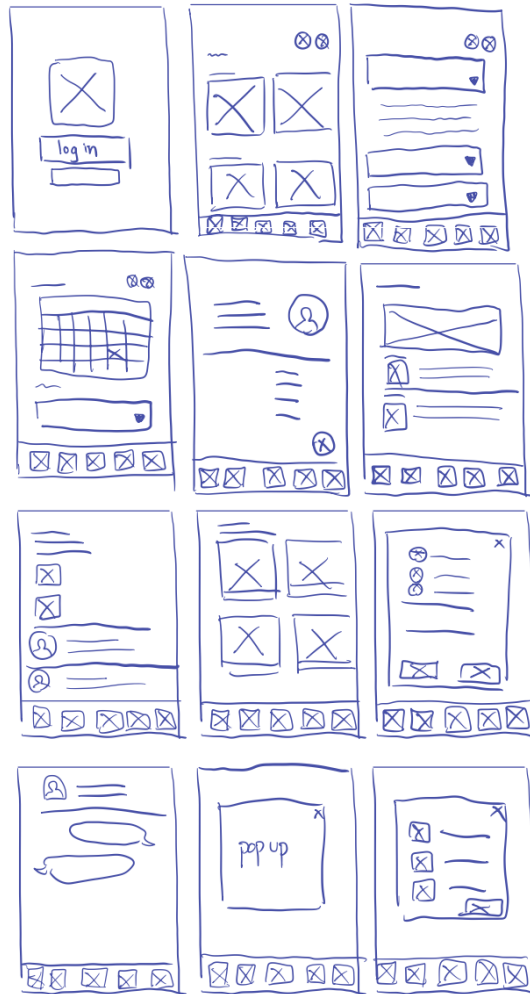
5.0 Wireframes

5.1 Low Fidelity

FOTOF EMPLOYEES FACING

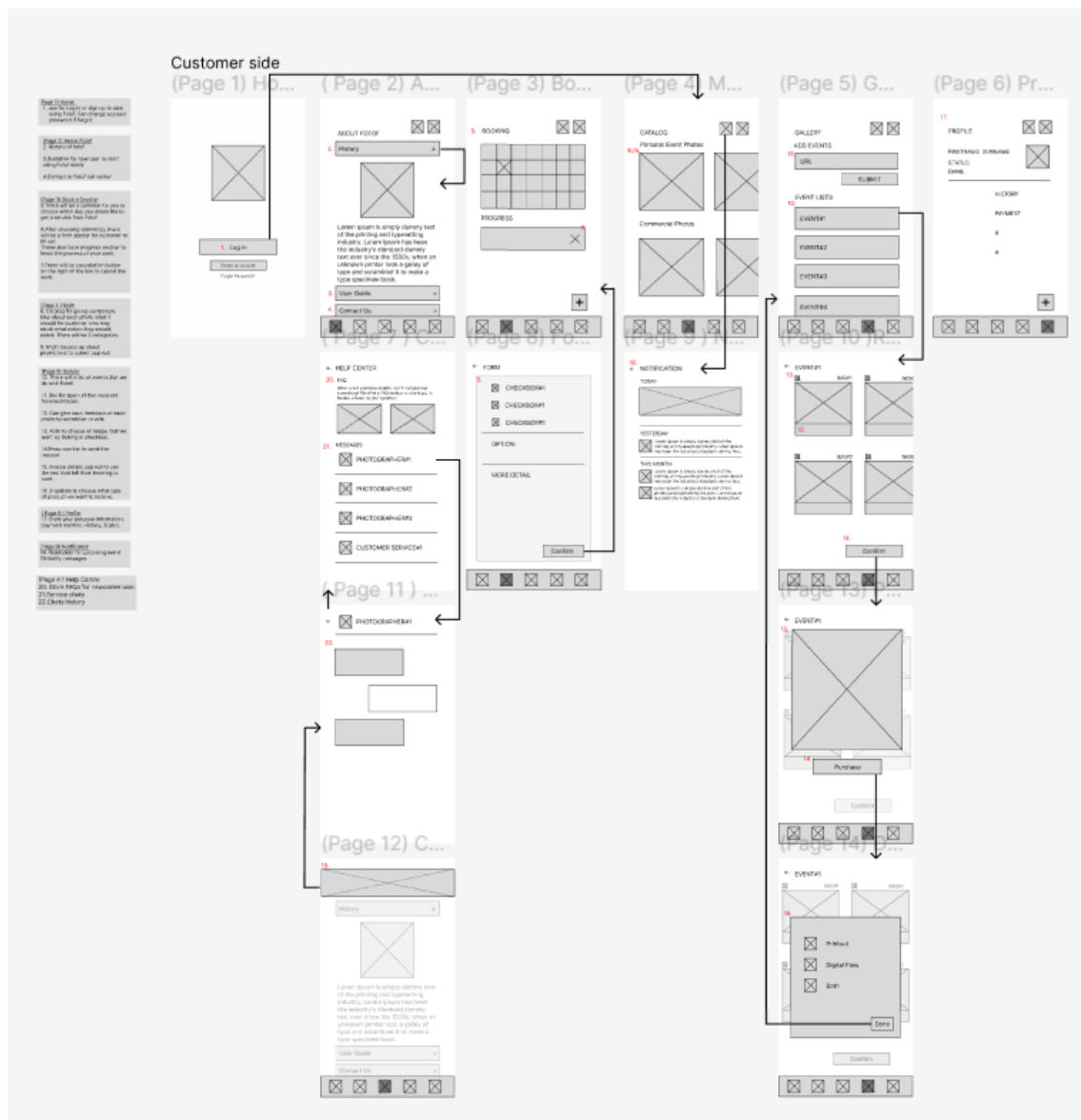


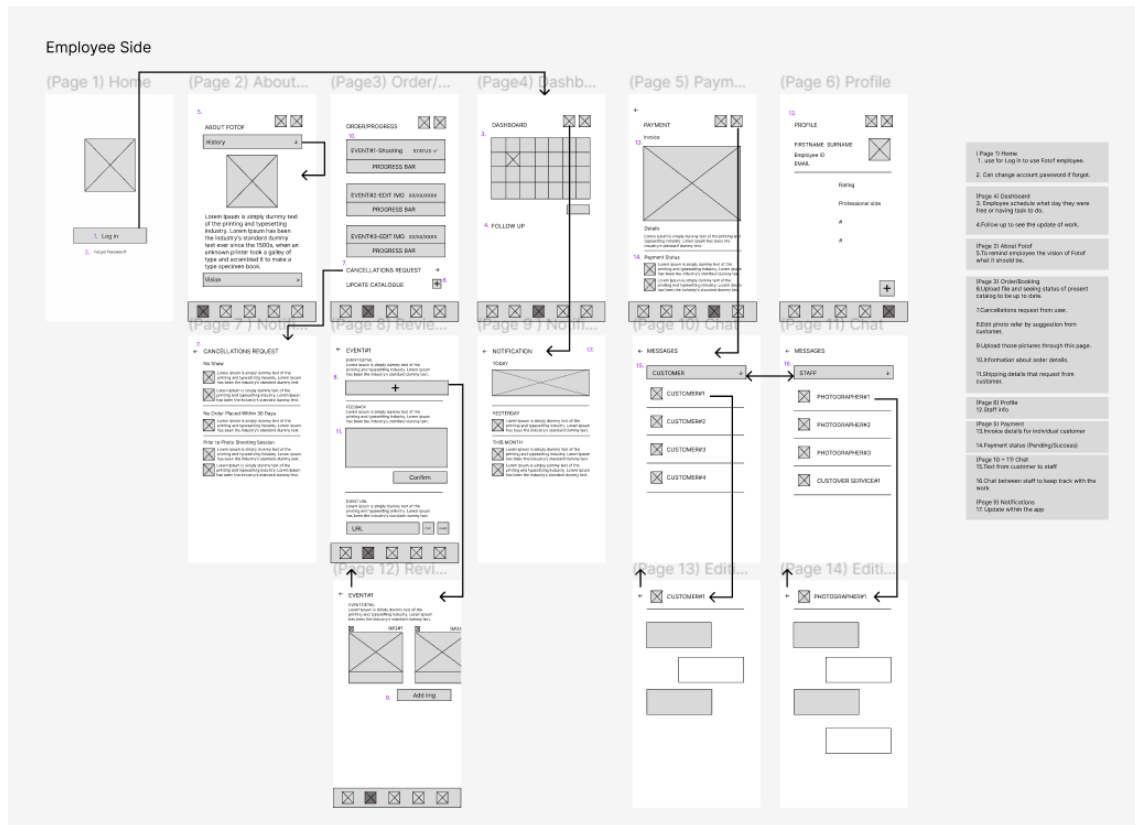
FOTOF CUSTOMER FACING



5.2 Mid Fidelity

5.2.1 Mid Fidelity Pictures





5.2.2 Feature Descriptions

5.2.2.1 Feature Description of Customer facing

(Page 1) Home

1. use for Log in or sign up to able using Fotof. Can change account password if forgot.

(Page 2) About Fotof

2. History of fotof
3. 3.Guideline for new user to start using Fotof easily
4. Contact to Fotof call center

(Page 3) Book a Session

5. There will be a calendar for you to choose which day you would like to get a service from Fotof
6. After choosing dd/mm/yy, there will be a form appear for customer to fill out. These also have progress section to know the process of your work.
7. There will be cancellation button on the right of the box to cancel the work.

(Page 4) Main

8. Catalog for giving composure idea about each photo what it should for customer who may stuck what action they should acted. There will be 3 categories.
9. Might be pop up about promotions to collect pop out.

(Page 5) Gallery

10. There will a list of events that we do with Fotof.
11. Box for open url that received from technician.
12. Can give back feedback of each photo to technician to edit.
13. Able to choose an image that we want by ticking at checkbox.
14. Press confirm to send the request.

15. Invoice details pop out to pay the rest that left from booking to cash.
16. 3 options to choose what type of product we want to receive.

(Page 6) Profile

17. Store your personal information, payment method, History, Status.

(Page 9) Notification

18. Reminders for upcoming event
19. Notify messages

(Page 7) Help Centre

20. Store FAQs for newcomer user.
21. Service chats
22. Chats history

5.2.2.2 Feature Description of Employees facing

(Page 1) Home

1. use for Log in to use Fotof employee. Can change account password if forgot.

(Page 4) Dashboard

2. Employee schedule what day they were free or having task to do.
3. Follow up to see the update of work.

(Page 2) About Fotof

4. To remind employee the vision of Fotof what it should be.

(Page 3) Order/Booking

5. Upload file and seeing status of present catalog to be up to date.
6. Cancellations request from user.
7. Edit photo refer by suggestion from customer.
8. Upload those pictures through this page.
9. Information about order details.
10. Shipping details that request from customer.

(Page 6) Profile

11. Staff info

(Page 5) Payment

12. Invoice details for individual customer
13. Payment status (Pending/Success)

(Page 10 + 11) Chat

14. Text from customer to staff
15. Chat between staff to keep track with the work

(Page 9) Notifications

16. Update within the app

For high resolution please visit the link:

<https://www.figma.com/file/RblVZCx4b155ERBVL2LySu/UX%20FUI?node-id=0%3A1&t=OunIW8RLldTqcOop-1>