

## **Persona 1 — The Photographer : “Alex the Memory-Maker”**

### **Background:**

Full-time photographer shooting 3-4 events/week. Spends 5-6 hours manually organizing and sharing photos per event.

### **Goals:**

- Reduce photo delivery time from hours to minutes
- Improve client satisfaction with faster turnaround
- Focus more on photography and client acquisition

### **Pain Points:**

- Manual folder creation and link sharing
- Constant client requests: 'When will photos be ready?'
- No easy way to provide partial access

### **How FaceFind Helps:**

Creates event in 30 seconds, AI handles distribution, guests self-serve via QR code, frees 5+ hours per event

