

To be unique: How to plan a DIY pre-wedding photoshoot in Shanghai?

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Part 1. Introduction

Traditionally, people in China have their pre-wedding shoot in a studio, and the professional creative team will be with you every step of the way to ensure the final result of stunning and chic photos. However, more and more young couples nowadays get fed up with this supposed "must-have". They don't want to experience the frustration of paying a large amount of money, trying hard to pose for pictures in front of an unfamiliar photographer, and finally get the photos that are just not like themselves. Instead, they choose DIY pre-wedding photos to make it unique, memorable and cost effective, by asking friends for help or simply using a tripod stand.

But from my personal experience of DIY pre-wedding photography in Shanghai, I find the relevant information is fragmented and disorganized. Without the systematic service of a studio, we have to spend a lot of time searching from numerous different websites, tailoring a shooting plan out of jumbled ideas including photography style, shooting sites, transportation, best time for shooting, suitable dresses and so on. But still, it could be a pity if you happen to overlook some details like missing the sunrise time as you planned, or find the real image of location is totally different from the earlier recommendation.

Thus, I want to build a website based on possible photoshooting sites in Shanghai, providing as much useful information of related aspects that people need for their DIY pre-wedding photography. Also, it can be used for the couples preparing for DIY honeymoon or anniversary photos. Main purpose of this website is to help people make the DIY pre-wedding photo shooting plan more easily, take meaningful and interesting pictures as they want, and most importantly, have fun doing it!

Part 2. Interview Questions

When you come up with the idea of DIY pre-wedding photos,

1. What are the major aspects will you consider in your shooting plan?
2. How do you decide the places where you want to take the pictures? Which websites/APPs/media channels will you refer to?
3. How do you choose a certain style of your pictures? Where will you get inspired?
4. How do you find the suitable dresses you need during the shooting? Which websites/APPs/media channels will you refer to?
5. What other aspects will you concern when you are making the shooting plan? (Transportation, parking lot, season, weather, crowd level, etc. According to the interviewee's reply.) How do you find the related information?

When the conversation comes to a specific website/app:

6. What do you think this website/app is about when it first comes into your mind?
7. Is the function of each part clear enough?
8. What part could be improved and how?
9. Is the content good enough to meet your need?
10. What content should be added?

Part 3. Persona types

1. Young couples who are preparing for DIY pre-wedding / honeymoon / anniversary portraits in Shanghai.
2. Amateur shutterbugs who are seeking for nice places to take photographs in Shanghai.
3. Professional photographer who are looking for ideal shooting sites in Shanghai for their customers to choose from.
4. Wedding influencers who want to keep the impact among their followers.

Part 4. Current Journey Map

I develop the current journey map based on this persona type: young couples who are preparing for DIY pre-wedding photos in Shanghai, and I further specify it into a newly engaged young lady as Figure 1 shows.

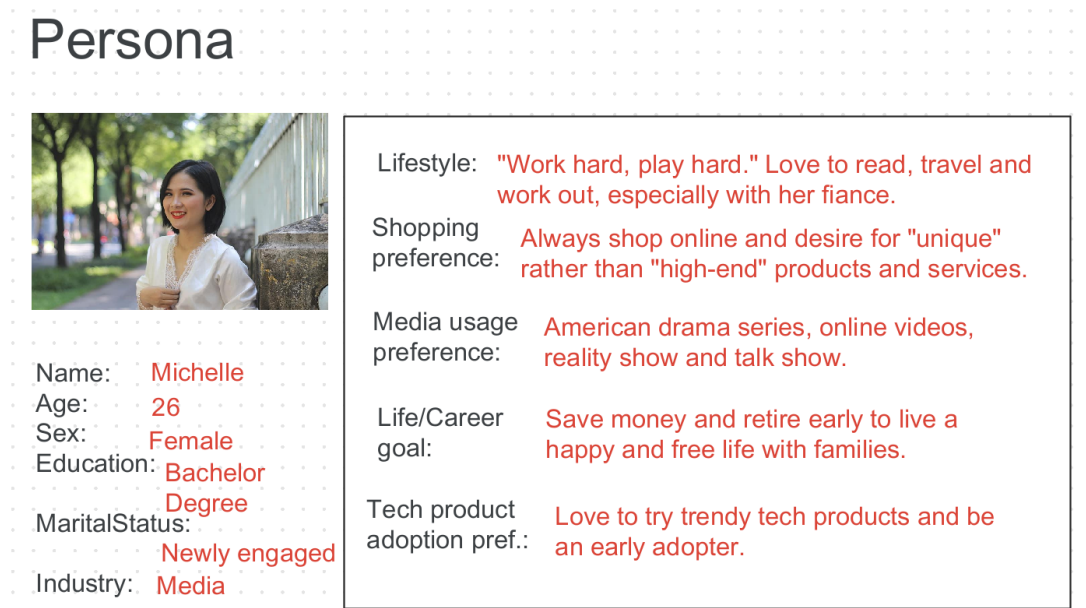


Figure 1

The reason why I choose this specific persona is that this group of people is the major target users of my proposed website. They are looking to save money on their pre-wedding portraits or simply seeking a unique experience that cannot be replicated. Also, from my own experience of DIY pre-wedding photos, I can have certain empathy with them about the jobs to be done and ups and downs of emotions along the way. So the current journey map based on this persona type is shown as Figure 2.

Current Journey Map



Figure 2

Part 5. Problem Statement

How might we help young couples preparing a DIY pre-wedding photography (who) to plan a photoshoot and take the photos as they like (what) so that they can get unique photos before wedding ceremony and have fun in the whole process (why) .

Part 6. Story map

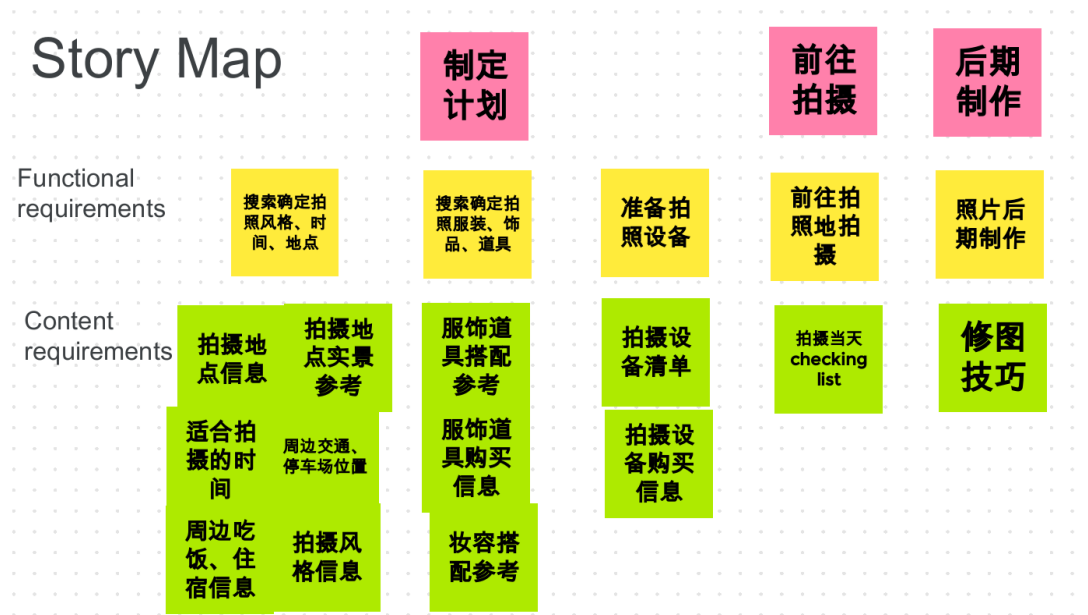


Figure 3

The backbone of the story map (Figure 3) includes photoshoot planning, taking photos, picture selecting and beautifying, which are derived from current journey map. Functional and content requirements are shown respectively in each phase.

Part 7. Open card sort

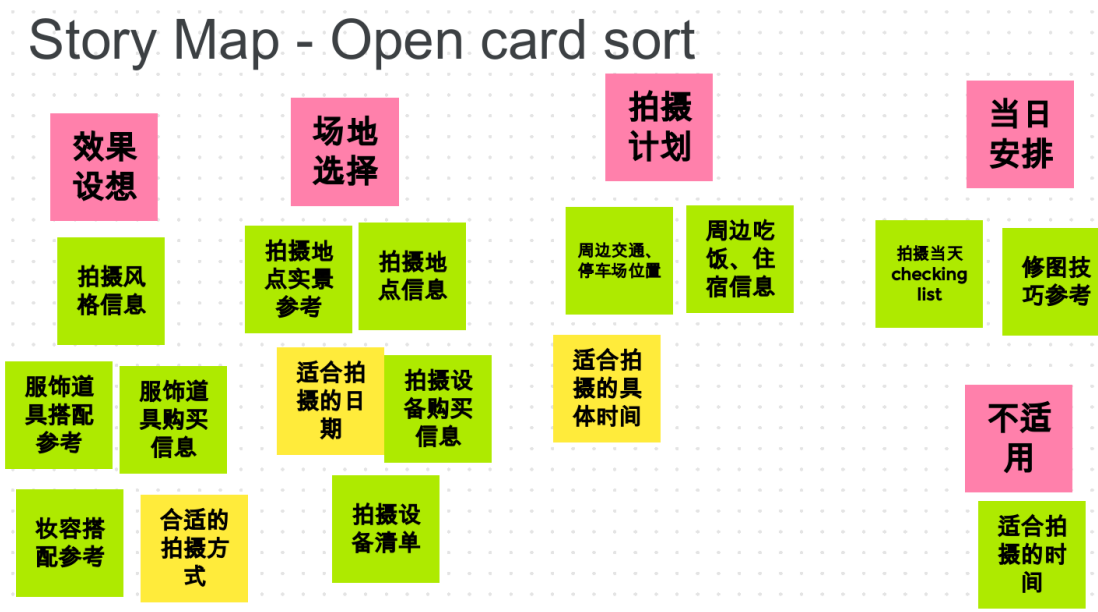


Figure 4

The result of the open cards sort (Figure 4) is interesting. The green sticky notes are quoted from the story map, and yellow and pink ones are created by the participant. She creates the yellow ones since she thinks there is more content should be added. For example, she labels the “suitable time” as “None Applicable” because she splits it into “suitable date” and “suitable specific time period” and put them into two different categories. So I keep her modifications and final result in the open cards sort presentation.

Part 8. Position map

Position Map



Figure 5

Currently if you come up with an idea of DIY pre-wedding photos, you may want to get inspired from the photography style, photoshoot location to the possible dresses. Probably you will refer to these websites and apps:

Photo reference:

小红书 can give you the information of different photography styles, popular photoshoot locations, possible atmosphere and postures matching that location.

淘宝 provides all kinds of outfits, accessories and props that can be used in the photos and the purchasing information.

Travel information:

携程 mainly address the booking issues including accommodations, flight tickets, attractions tickets, etc. if these are needed in your plan.

马蜂窝 is a UGC trip information app where you can find many travel tips and guidance especially interesting places for your photoshoot.

百度地图 can be used to find a specific place.

Combination:

大众点评 provides the detailed information of a site, including relevant photos taken by other users, and nearby restaurants, shopping malls, parking lot and so on.

微信&微博 are both platforms you can receive different recommendations from influencers and brands.

Target position:

Based on possible photoshooting sites in Shanghai, providing necessary information for DIY pre-wedding photography including both photo reference and travel information.