



About me

ROSIE FAROKHI

Welcome to my creative world! I'm Rosie! A unique blend of engineer, marketer, and aspiring artist, all wrapped up in a passionate UX designer :)

Product designer

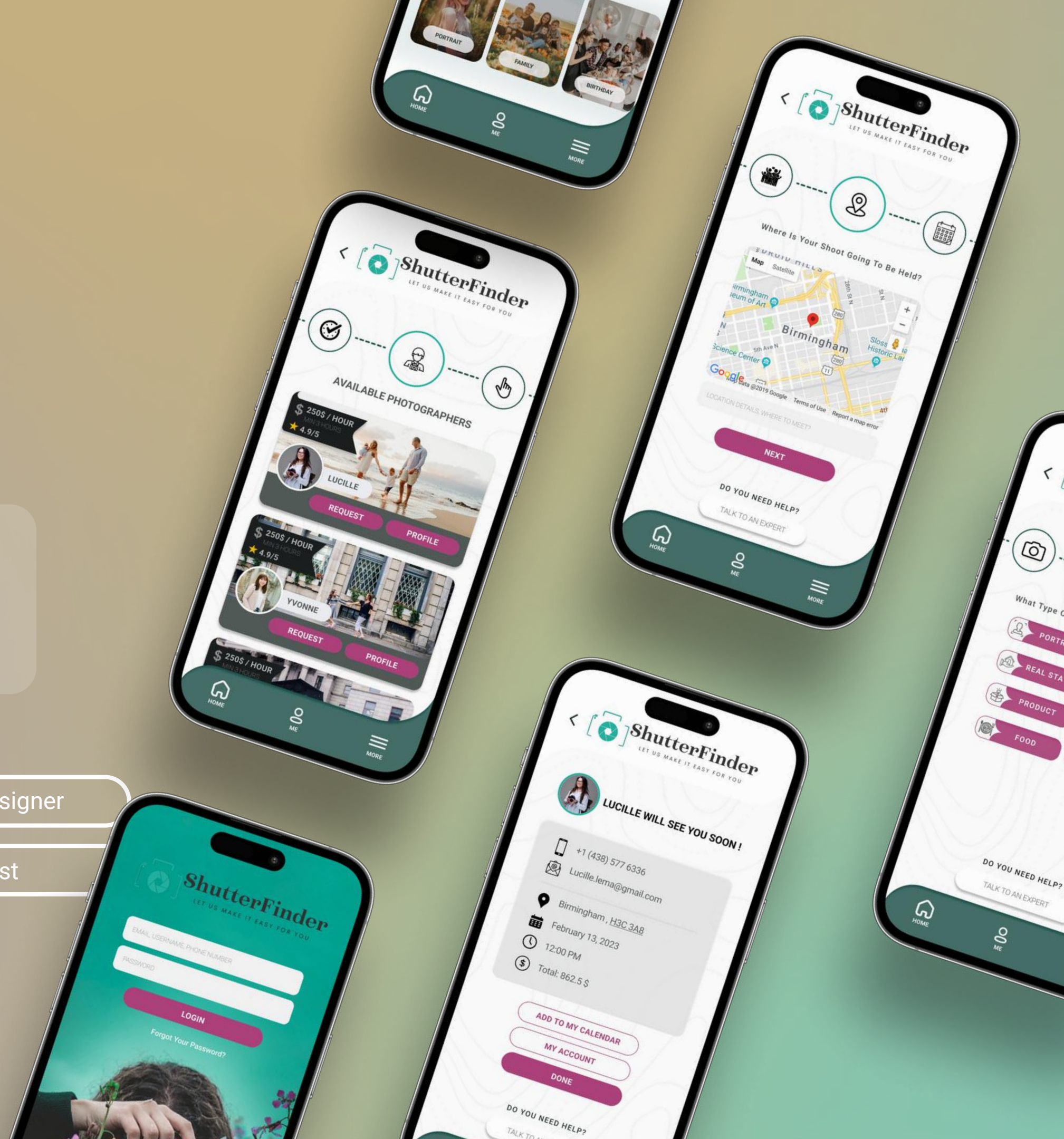
User experience designer

visual designer

Interaction designer

Photographer

Artist



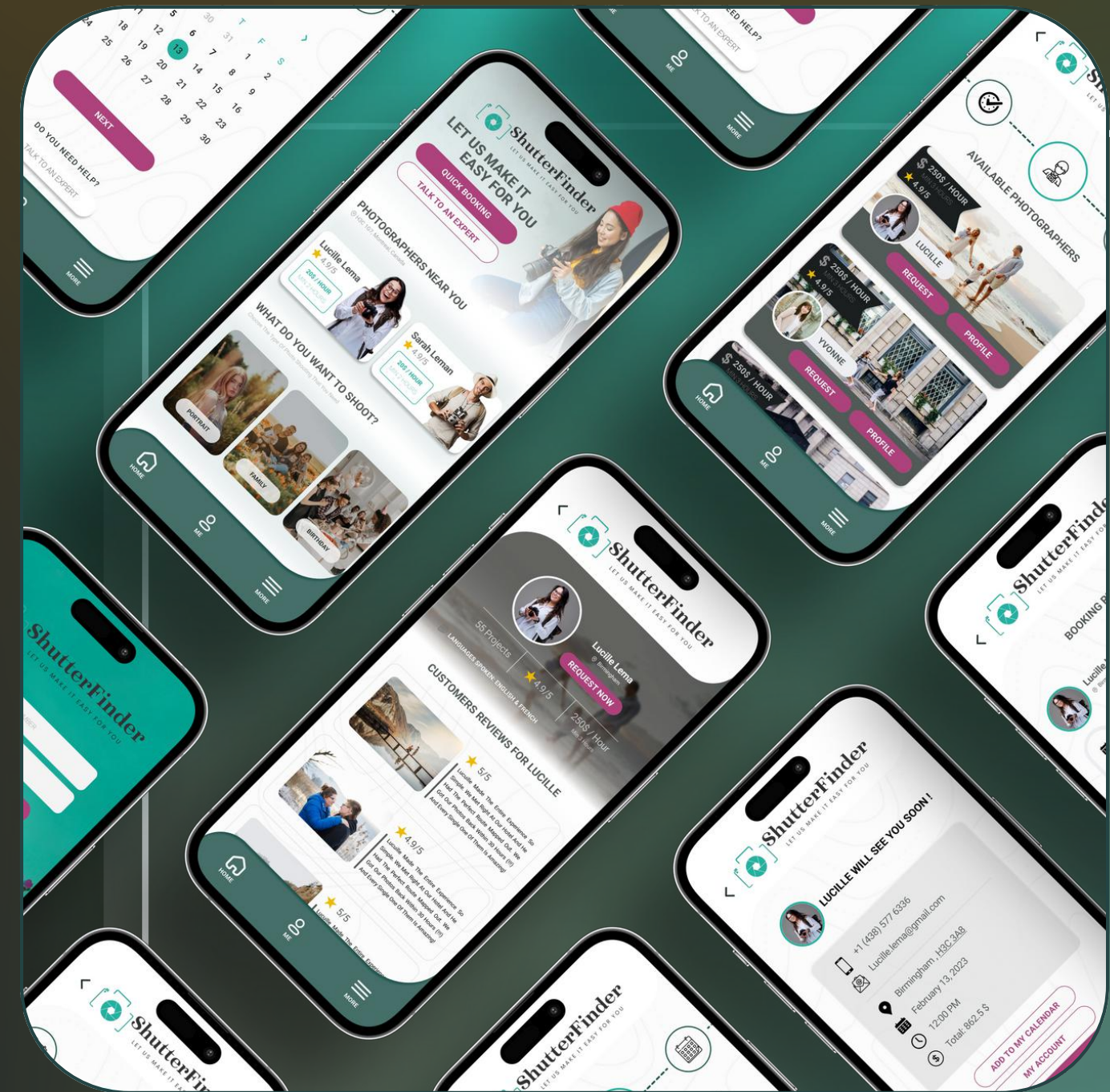
Project overview

The product:

Shutter Finder is a mobile application designed to simplify the process of finding and booking photographers near users at an affordable price. The application aims to bridge the gap between individuals seeking professional photographers and talented photographers looking to expand their client base.

Project duration:

The Shutter Finder project was an intensive effort, involving approximately 480 hours of research and design over a span of 3 months.



Project overview



The problem:

The traditional process of finding and booking photographers can be time-consuming, overwhelming, and expensive. Users often struggle to identify skilled photographers who are within their budget and available on the desired date. Likewise, photographers face challenges in reaching potential clients who may not be aware of their services. Shutter Finder addresses these pain points by creating a centralized platform that streamlines the photographer selection and booking process, ultimately making it more accessible and affordable for users.

The goal:

Shutter Finder provides a comprehensive solution by leveraging user research and intuitive design principles. Through a combination of user-friendly features and personalized recommendations, the application allows users to easily browse and discover photographers based on their specific preferences and requirements. With a focus on affordability, Shutter Finder empowers photographers to showcase their work and compete based on their skill set, rather than solely on pricing.

Project overview

My role:

UX designer designing an app for Shutter Finder from conception to delivery.

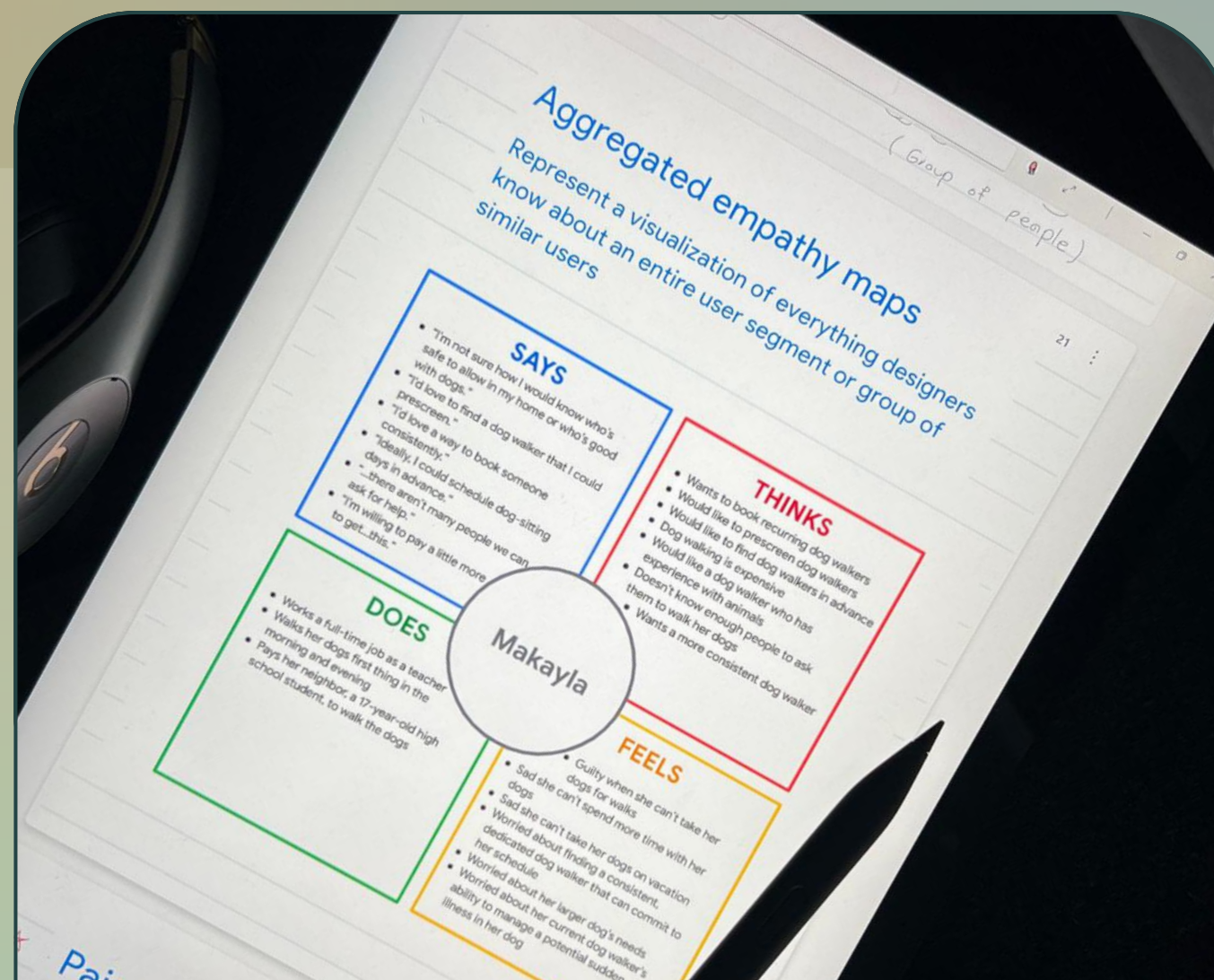
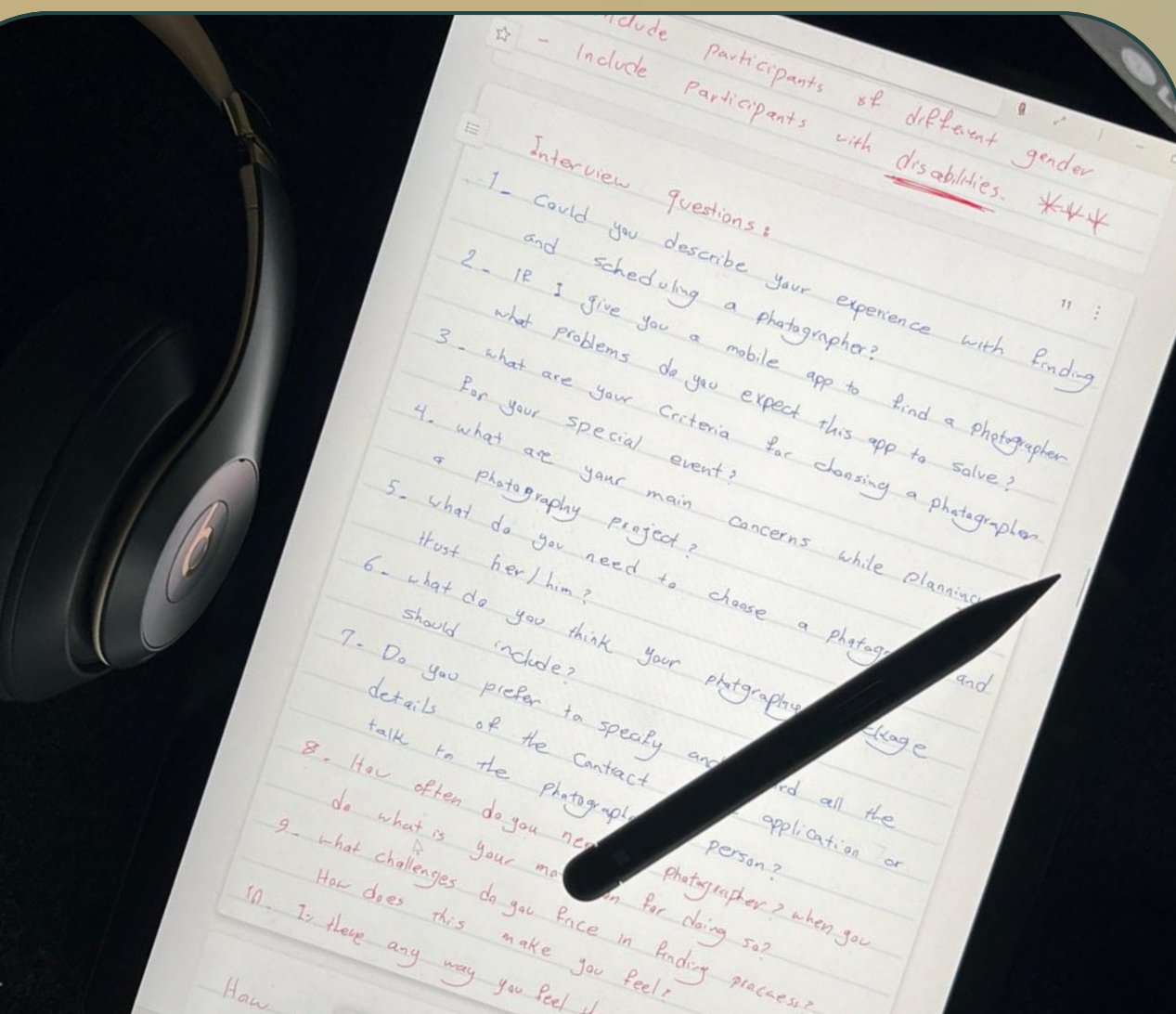
Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.



Understanding the user

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

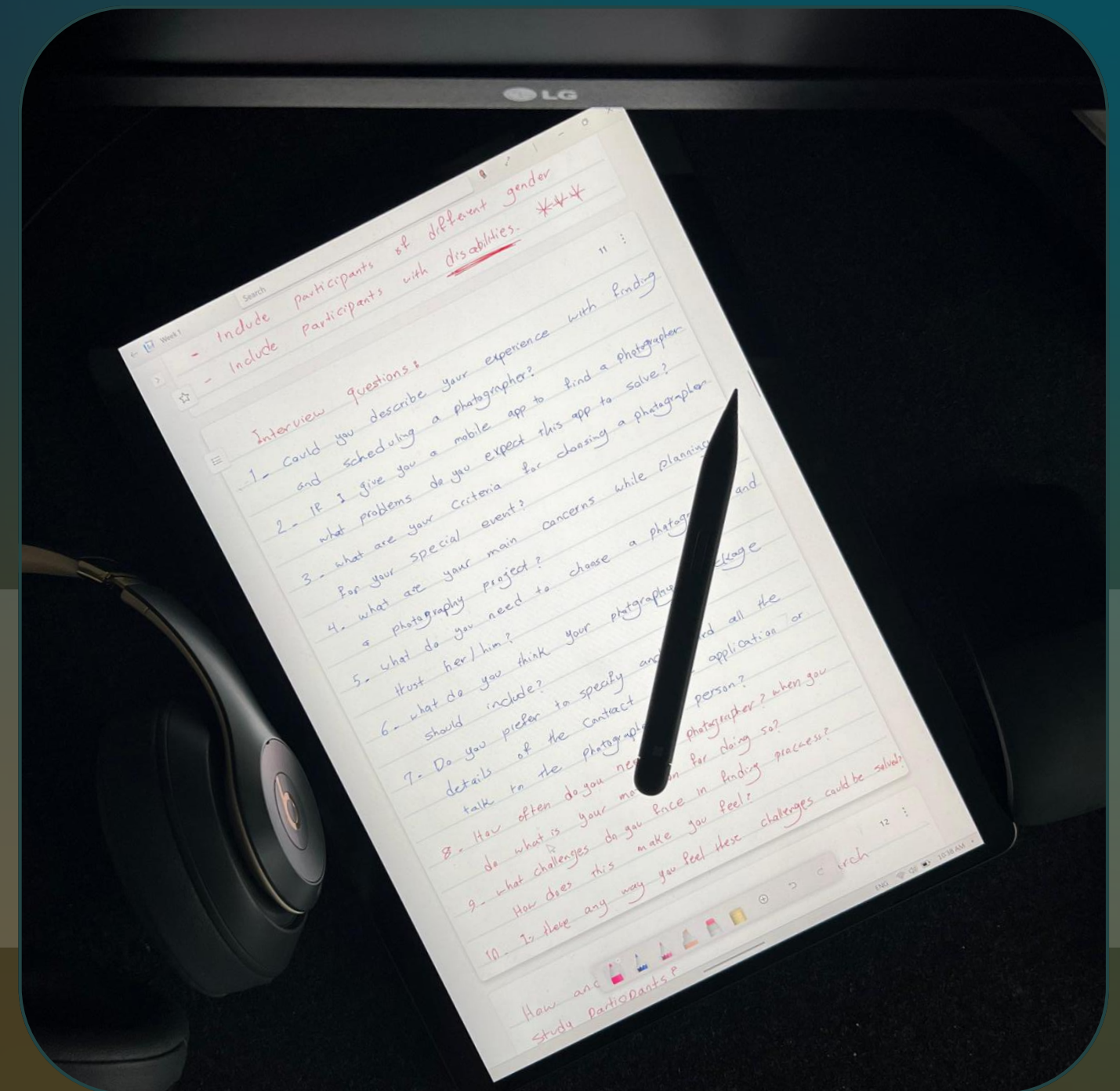


User research: summary

My user research for Shutter Finder involved interviews and empathy mapping to understand the needs of individuals and businesses seeking photography services near them. While this primary user group confirmed our initial assumptions, I also discovered a range of user problems beyond geographical limitations.

Budget constraints, time limitations, long-term planning, and unpunctual photographers emerged as challenges, along with specific preferences and difficulties in finding and trusting photographers.

By empathizing with users and uncovering their pain points, I gained insights to create a user-centric platform that addresses these diverse needs, connecting users with reliable photographers who cater to their preferences and ensure an enjoyable photography experience.



User research: pain points

Geographical Limitations

Users struggle to find photographers who are located near them, making it challenging to access local photography services easily.

Budget Constraints

Affordability is a significant concern for users, and they seek photography services that fit within their budget without compromising on quality.

Time Limitations and Long-Term Planning

Users face time constraints when booking photographers, especially for events or occasions that require advance or even last-minute planning, and they may have difficulty finding photographers available on specific dates and times, especially during peak seasons.

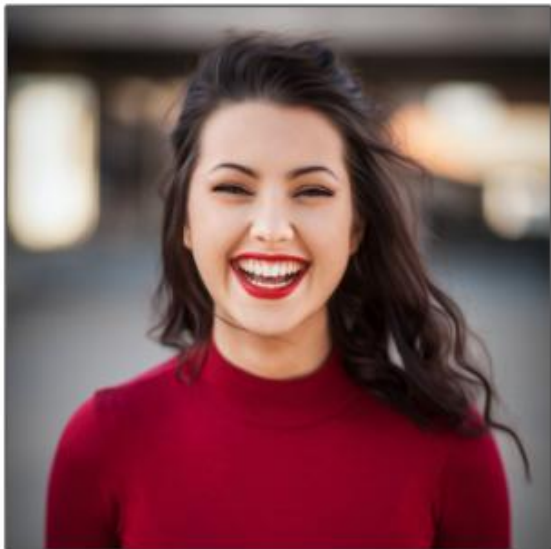
Quality and Consistency

Users have specific needs for photography services, such as style preferences, equipment requirements, and other personalized requests, and they want transparent access to photographers' portfolios and reviews in order to make informed decisions.

Users look for photographers who consistently produce high-quality results, ensuring that their memories are flawlessly captured.



Persona



Mia Miller

Age: 22
Education: BA of business
Hometown: Montreal, Canada
Family: Single, has a dog
Occupation: Student, Marketing intern

“Style is a way to say who you are without having to speak”

Goals

- Time to focus on my studies
- Have fun with my friends
- Keep my social medias up to date
- Keeping up with fashion trends

Frustrations

- I know what kind of picture I would like to have, but I cannot always take a picture of myself
- Select the best photographer with my limited budget and based on my free time is always challenging
- The package offered by each photographer is different, and asking lots of questions from each photographer takes a lot of time.

Mia is completing her master's degree in business. She and her friends spend a lot of their free time on Instagram and are very interested in fashion, and always update their page with different styles. Mia is very strict in choosing the photos she publishes on her page and spends a lot of time editing the photos. Finding a photographer and a location, as well as selecting a dress for Mia, has never been easy because she is extremely picky but has a limited budget.



Kate Garcia

Age: 40
Education: Phd in computer science
Hometown: Montreal, Canada
Family: Single mom with two kids
Occupation: Chief Product Officer

“Sometimes you will never know the value of a moment until it becomes memory”

Goals

- Maintaining a life balance between work and family
- Spending quality time with my children
- Keeping sweet memories and moments
- Celebrating family occasions

Frustrations

- I don't have enough time to do everything that I want
- Planning an event is very time consuming but it should be great at the end
- I don't know how should I find a good photographer
- Not a fan of social media
- With my busy schedule, I wish I could plan for everything in advance

Kate is a working mom who tries to keep a balance between life and work, especially with her two children, ages 1 and 5. She spends a lot of time with his children and always keeps a record of their growing-up memories. Family occasions are very important to her and she always tries to celebrate them but she doesn't have enough time to do all the task by herself and finding an expert for everything is not the easiest part for her.

Problem statement:

Mia is an Instagrammer student who needs to easily find the best affordable photographer near her because Finding a good photographer with her budget is so time-consuming, risky and not easy.

User journey map

Persona: Mia Miller

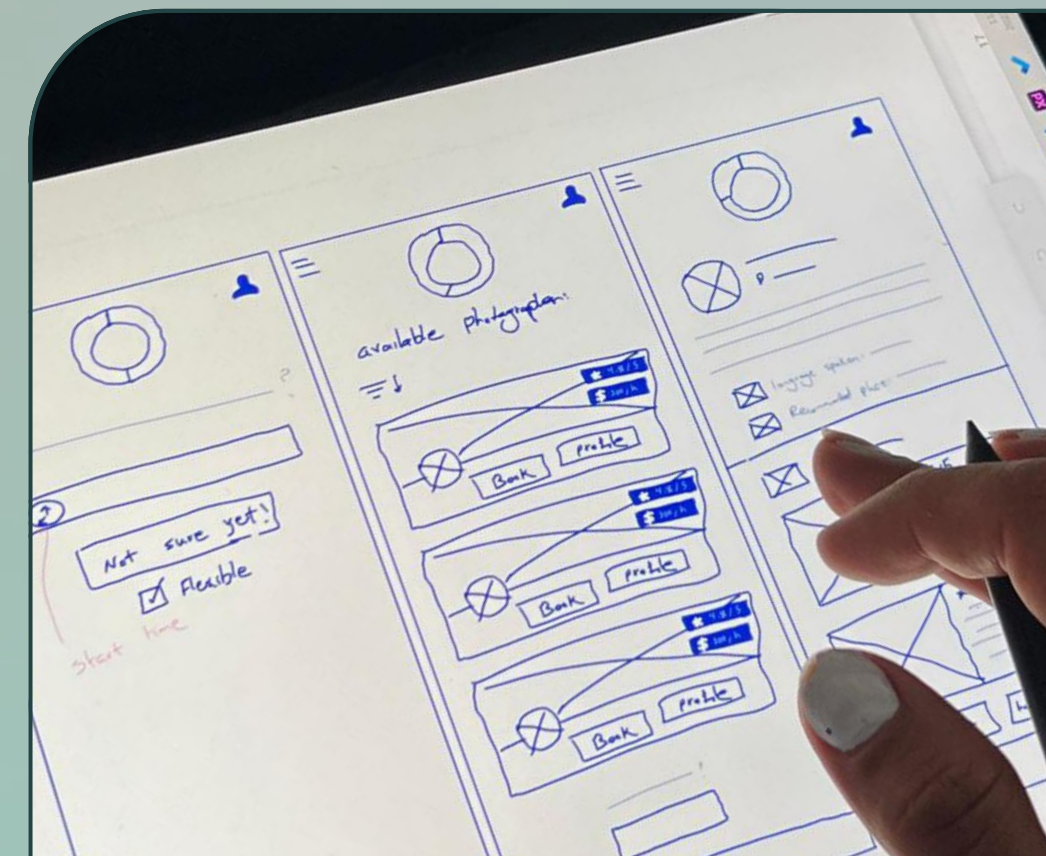
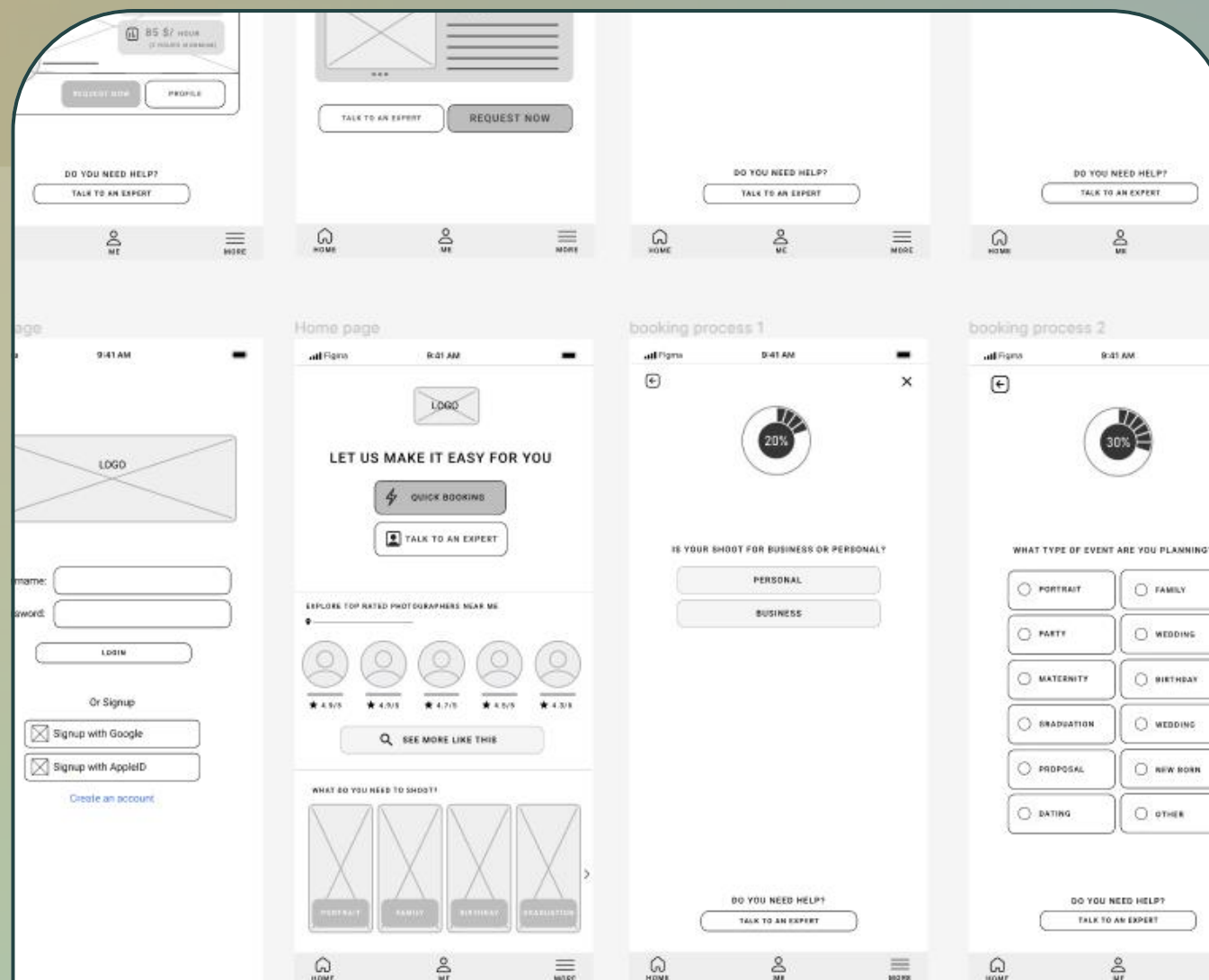
Goal: An easy way to find the best affordable photographer near me

ACTION	Browse the app to find a photographer	Select a photographer	Select the desire photography package	Set an appointment	Go for the photoshoot
TASK LIST	Tasks A. set a filter (Location, Price, Work style, availability) B. See a list of photographers	Tasks A. check their portfolios B. read the previous reviews C. Select a photographer	Tasks A. What is the event? B. Find a location C. select the number of photos D. with edit or without? E. Digital version or print? F. How to deliver the photos G. Decoration & Dress?	Tasks A. Set a date and time B. pay the deposit C. Get the photographer phone number and email address	Tasks A. Get ready B. Go to the location at the set time
EMOTIONS	<ul style="list-style-type: none">- Happy to find a list of available photographer- Overwhelmed by number of options- Disappointed about complexity to find one or high prices or not available time	<ul style="list-style-type: none">- Happy to find the best photographer based on their needs- Tired of browsing a long list and read lots of different reviews- Confused due to difficulty in making decisions	<ul style="list-style-type: none">- Happy about possibility to personalized everything- confused by too many choices	<ul style="list-style-type: none">- Satisfied- Desperate to complete the process	<ul style="list-style-type: none">- Excited- Worried about the cancellation possibility- Confused to find the location- Upset about forgetting the appointment
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">- Provide a real map (based on the location) with showing photographers price range above their names instead of a list- Optimize app for screen reader technology	<ul style="list-style-type: none">- Offer the best match for the customer base on their needs- Show the best photographers based on the people reviews and rates	<ul style="list-style-type: none">- Default option- Provide a simple flow- The possibility of resetting the package up to a certain period before the appointed day	<ul style="list-style-type: none">- Provide a flexible callender instead of putting an exact date and time- Put a video guid of the steps (set a date or payment)-Customer service phone number	<ul style="list-style-type: none">- Provide navigation to the location- Provide reminder multiple times before the appointment- Set cancellation policy for both sides way before this step

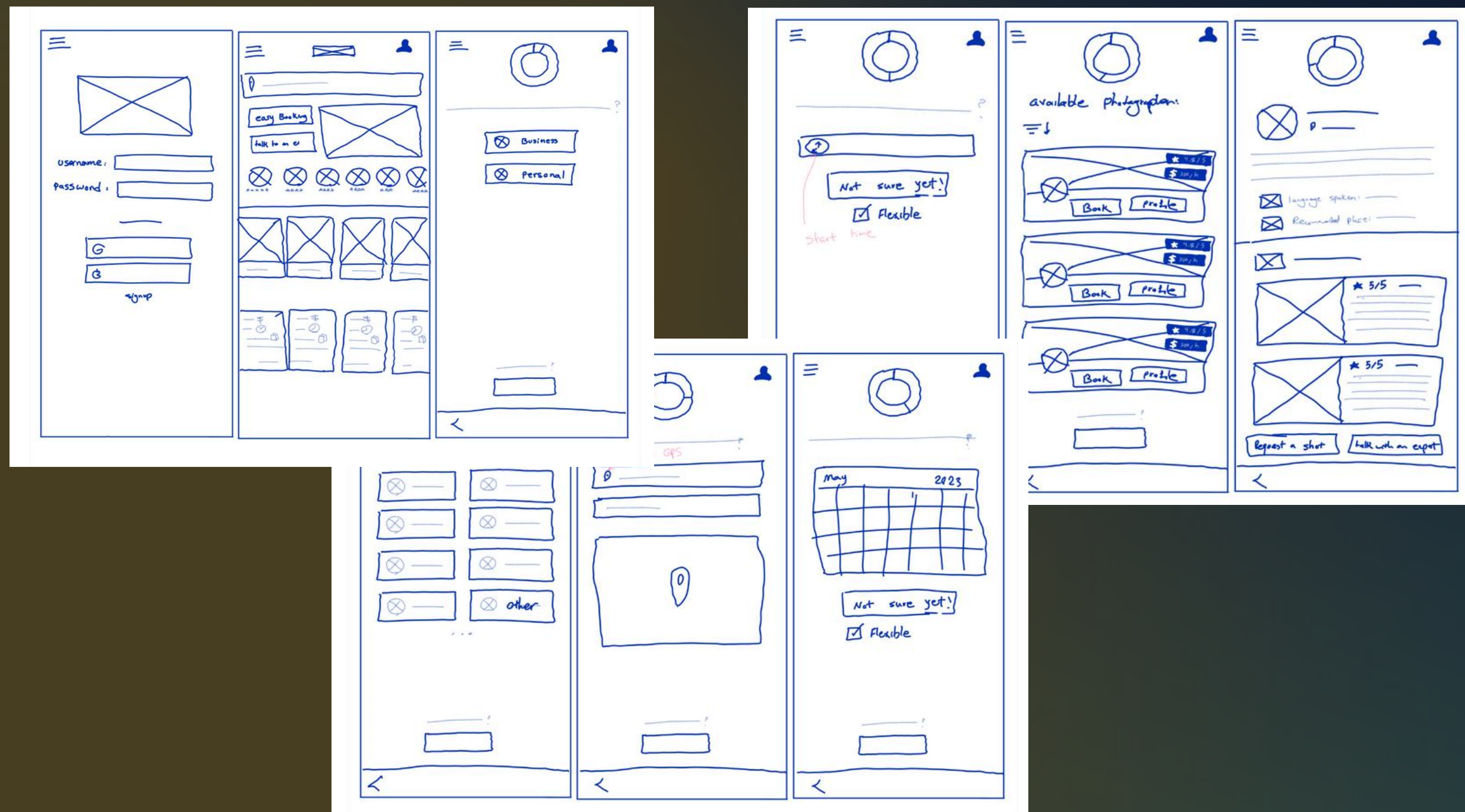
Mapping Mia's user journey revealed how helpful it would be for users to have access to a dedicated Find a Photographer app.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies



Paper wireframes



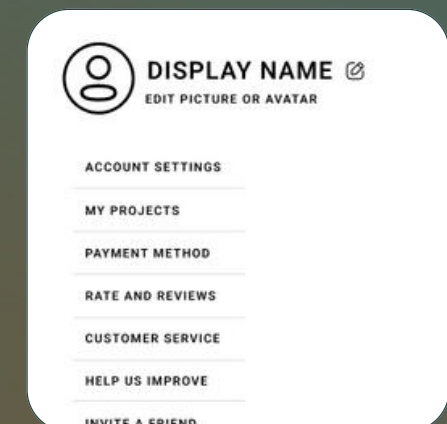
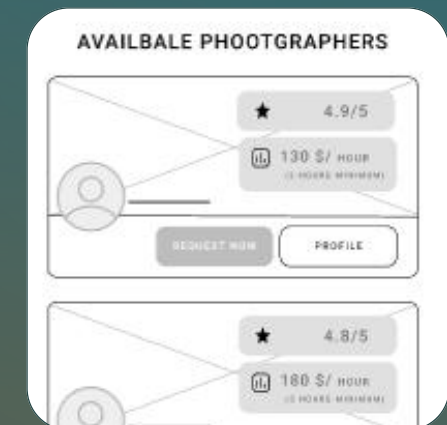
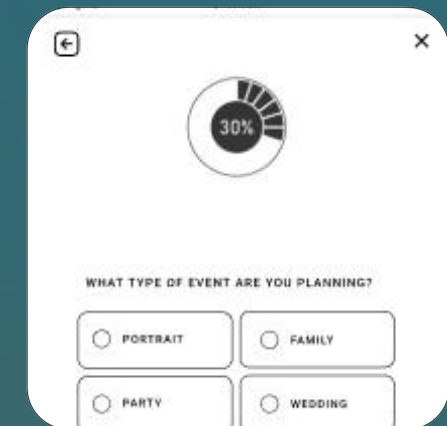
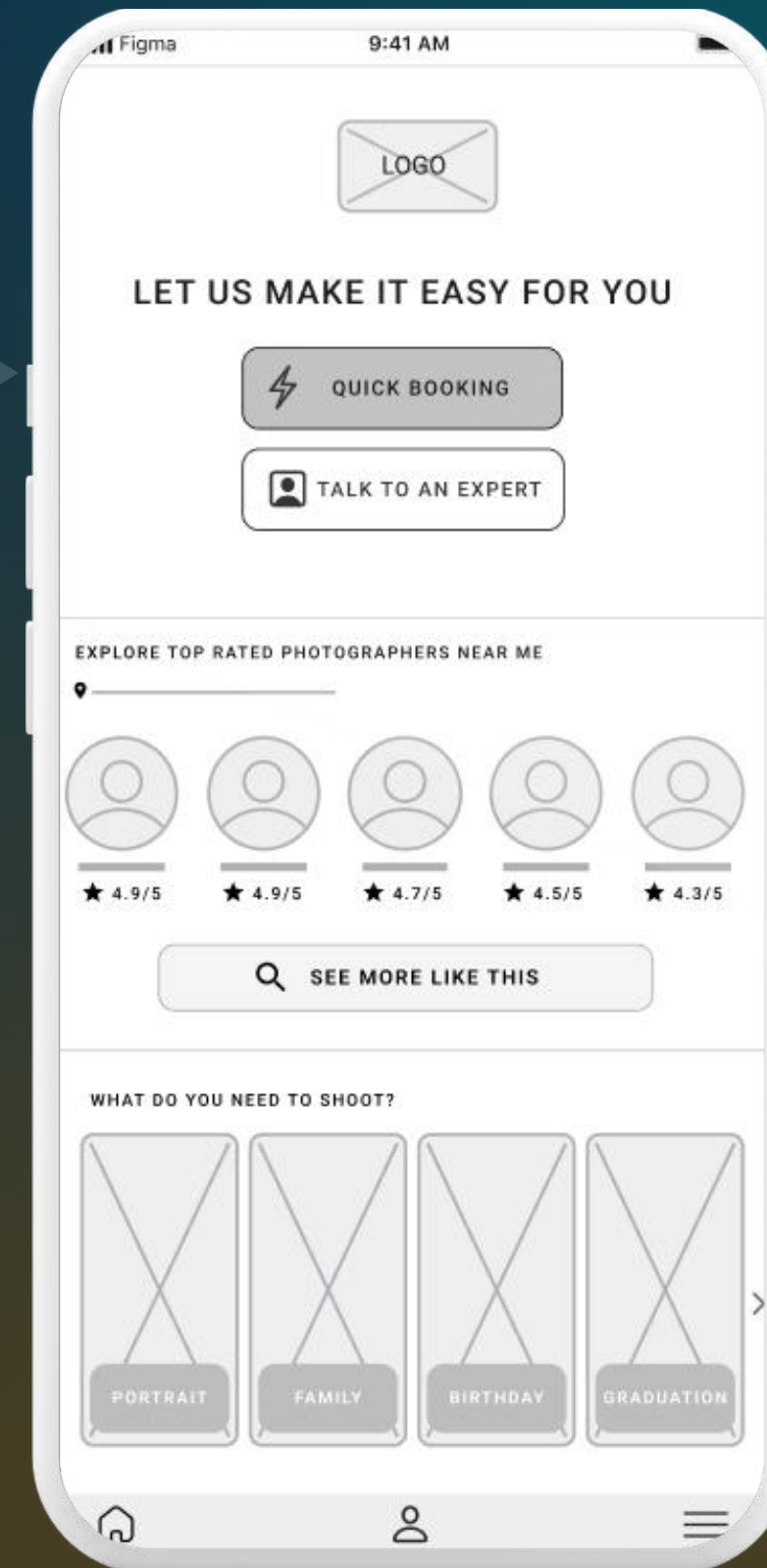
Taking the time to draft iterations of each screen of the app ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. I prioritized a quick and easy booking process for the home screen to help users save time.

Digital wireframes

This button at the top of the home screen makes it fast and easy for users to do the booking process

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

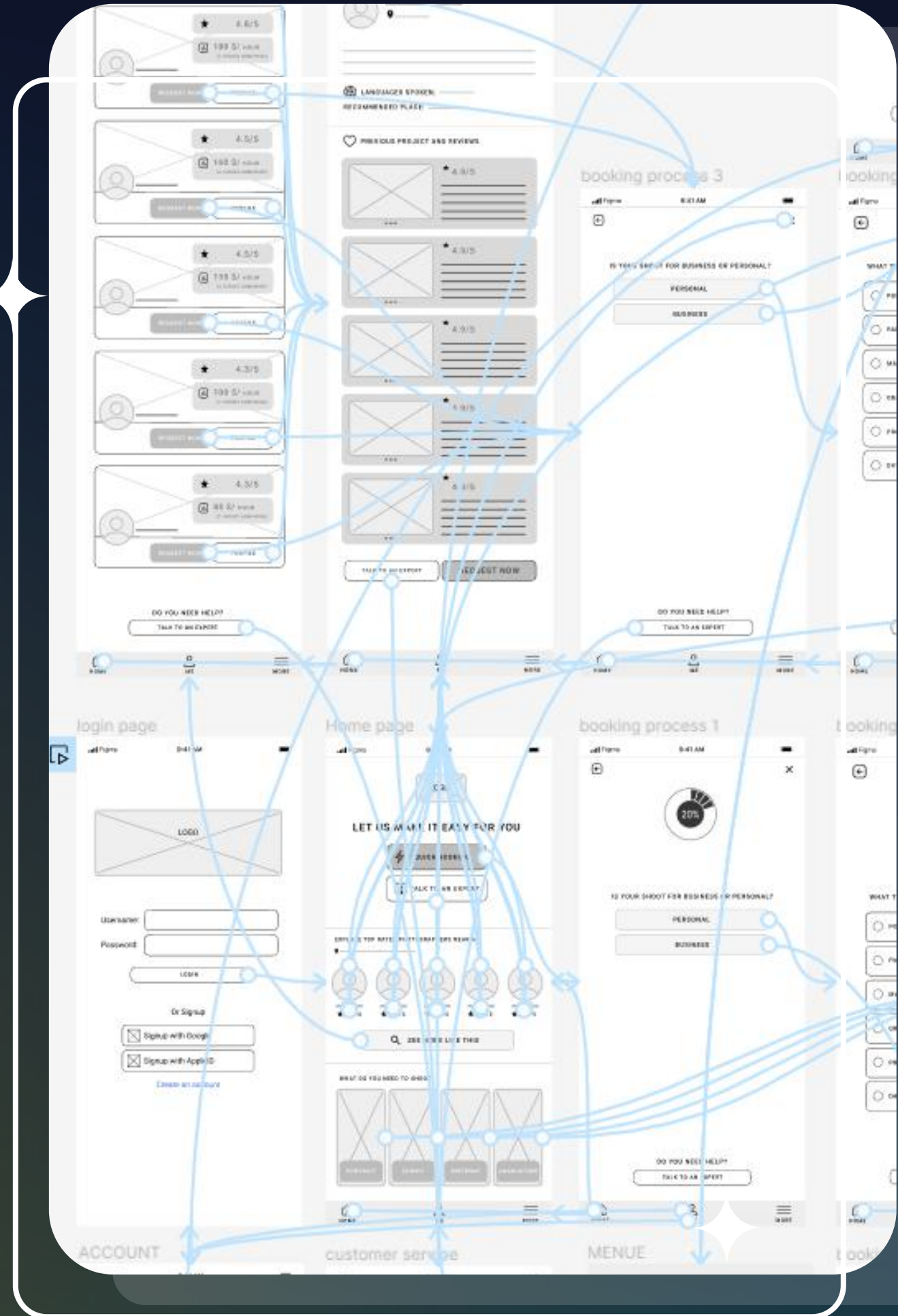
Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of finding and booking a photographer so that the prototype could be used in a usability study with users.\

[View the Shutter Finder low-Fidelity prototype](#)



Usability study

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

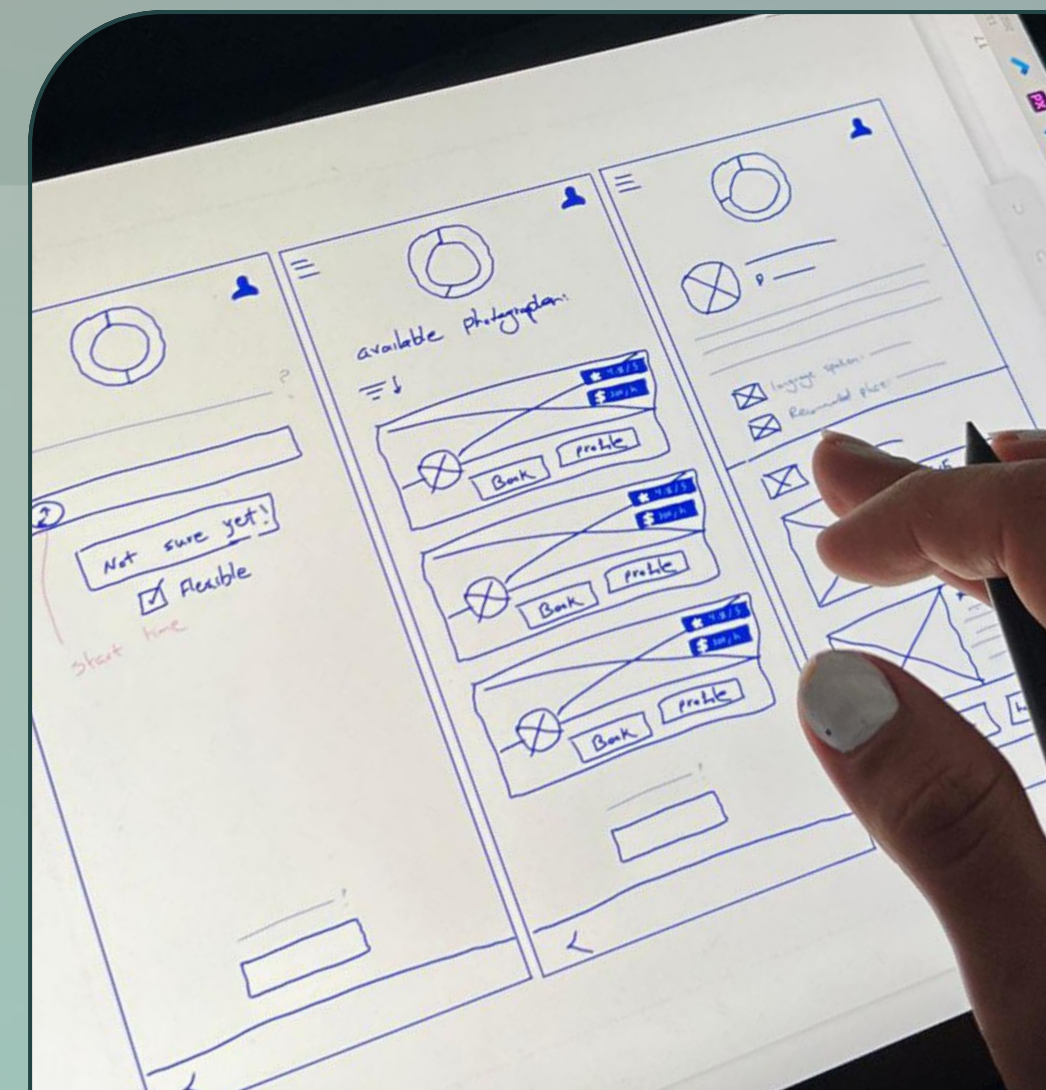
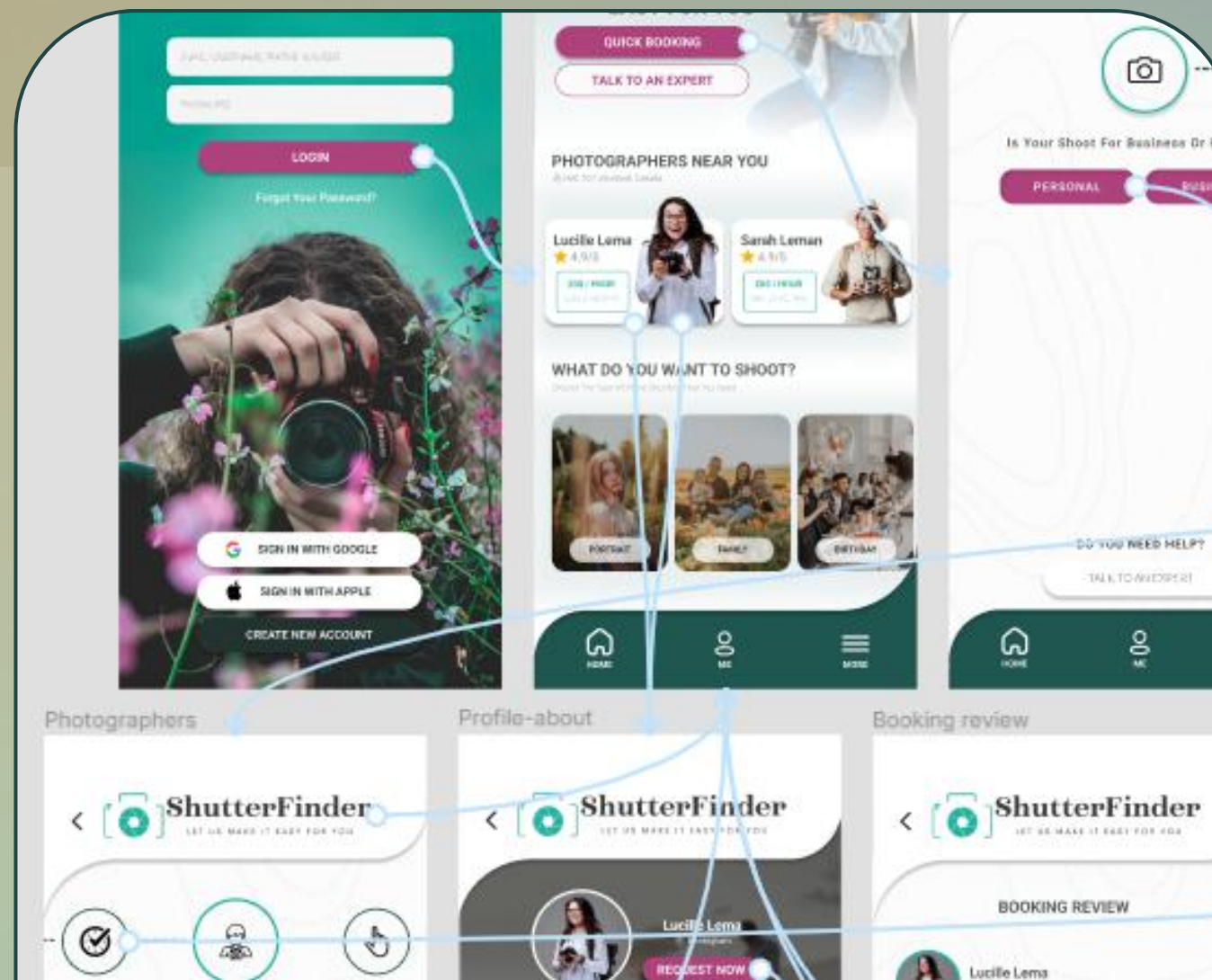


findings:

- For some users, the process's starting point was not clear or simple enough.
- Users stated that they need to filter and sort the list of photographers to find what they are looking for more easily.
- Users expressed concern at the end of the process about forgetting the scheduled photo time and would like the option to add this time to the personalized calendar.

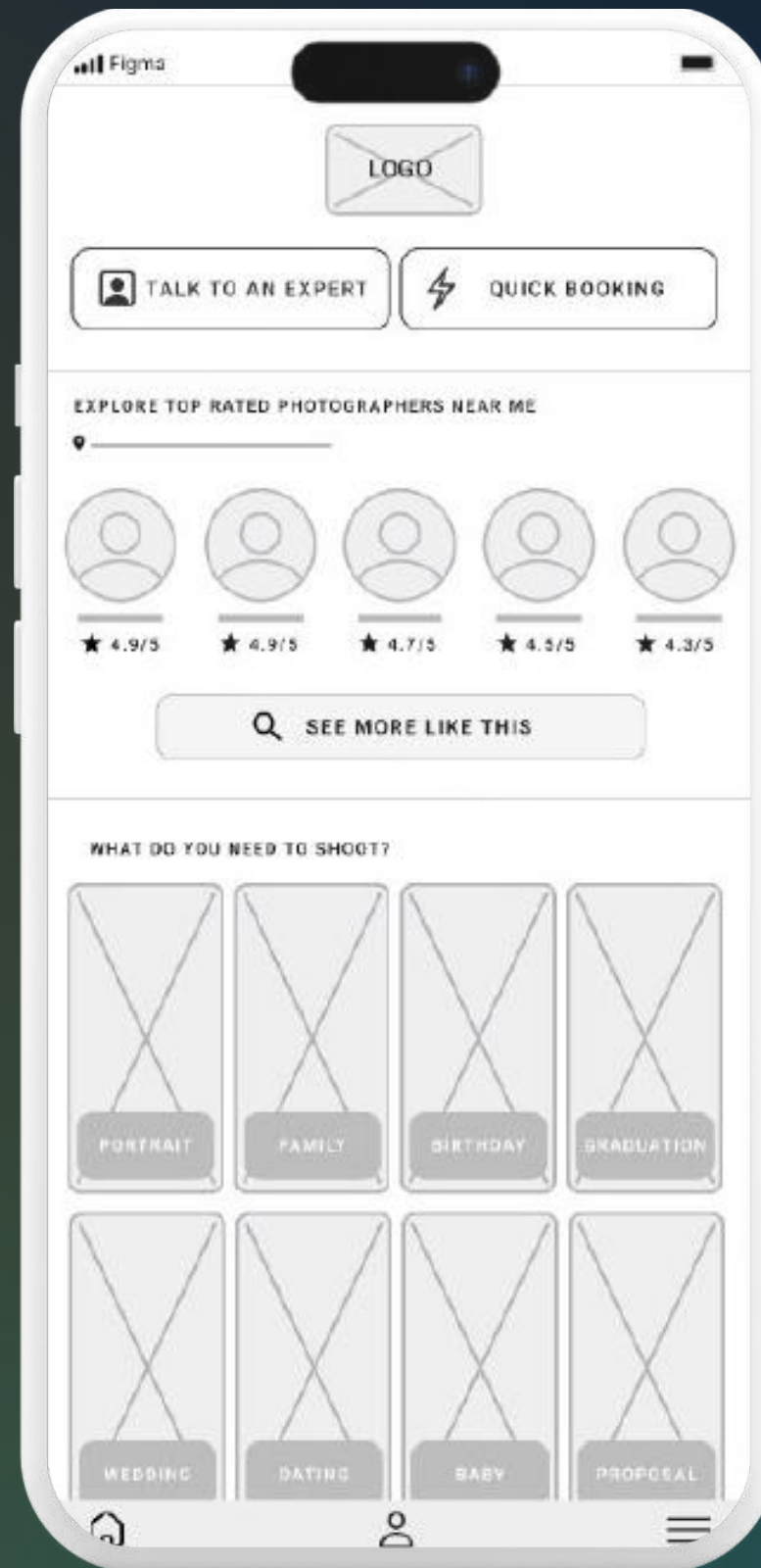
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

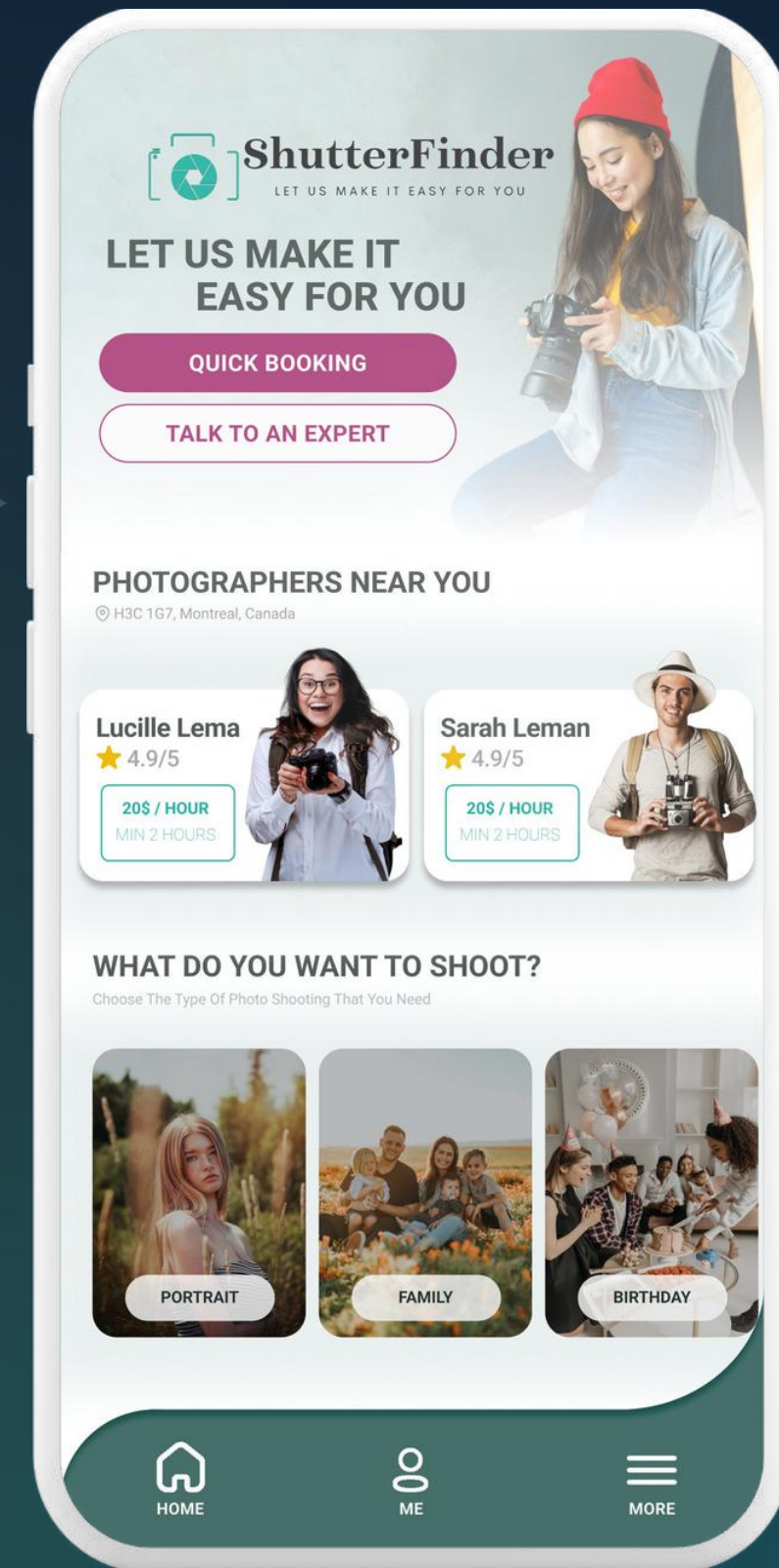


Mockups

In the early stages, a button was designed to make it easy to start the booking process, but after the usability study, I tried to make this button more visible so that users could determine the best way to begin the process.



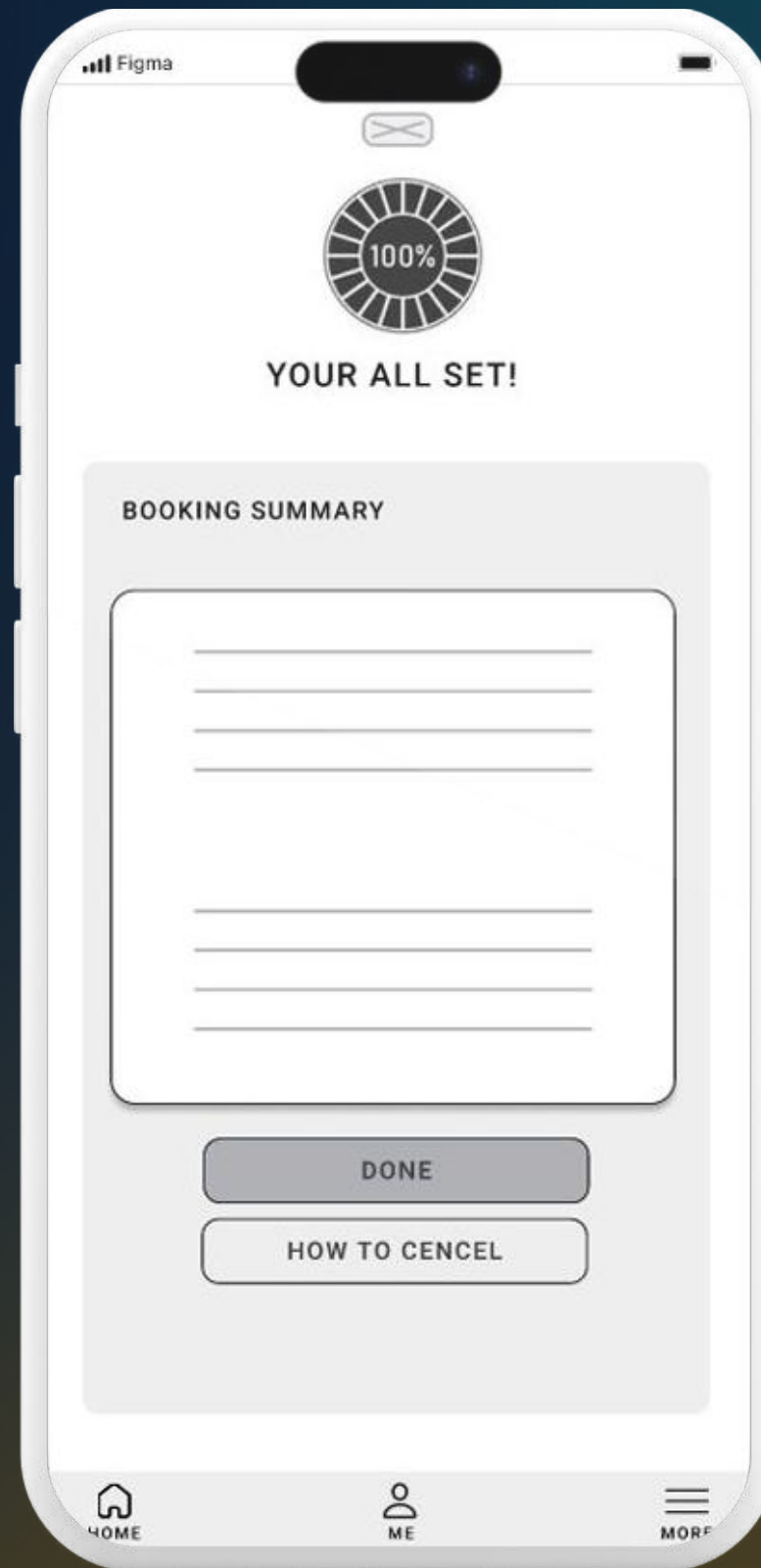
Before usability study



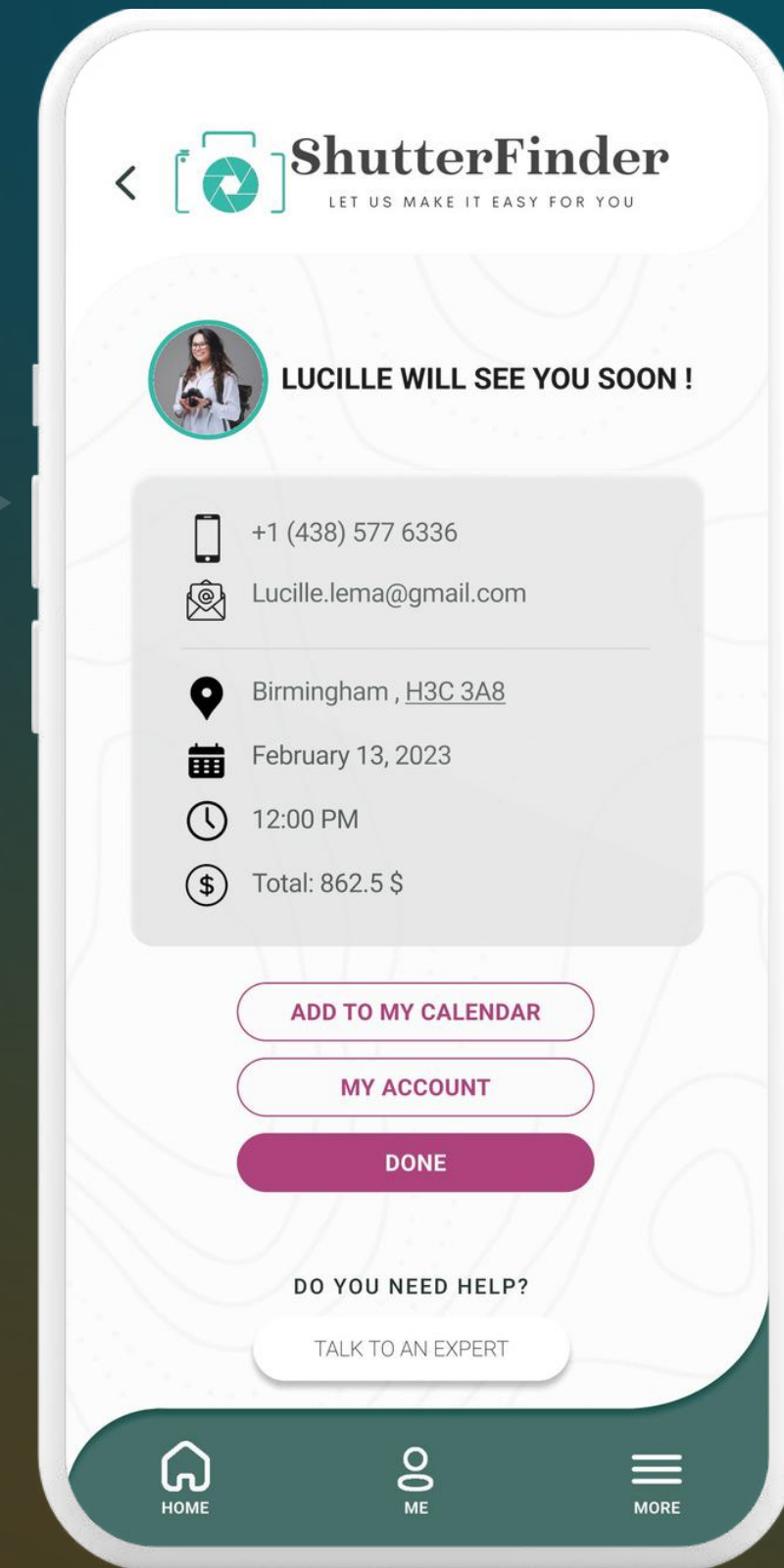
After usability study

Mockups

The option of adding the booked date to the personal calendar was provided based on the opinions of users in the usability study.

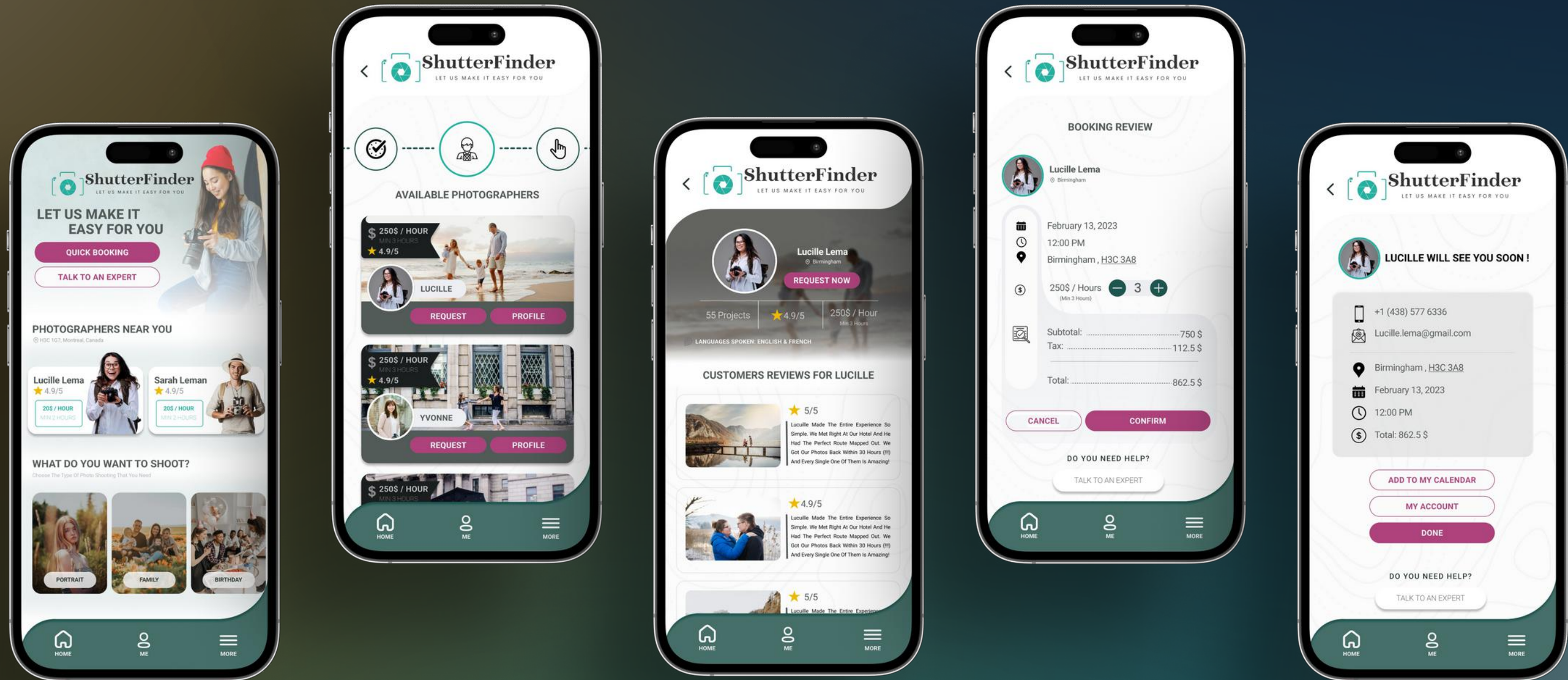


Before usability study



After usability study

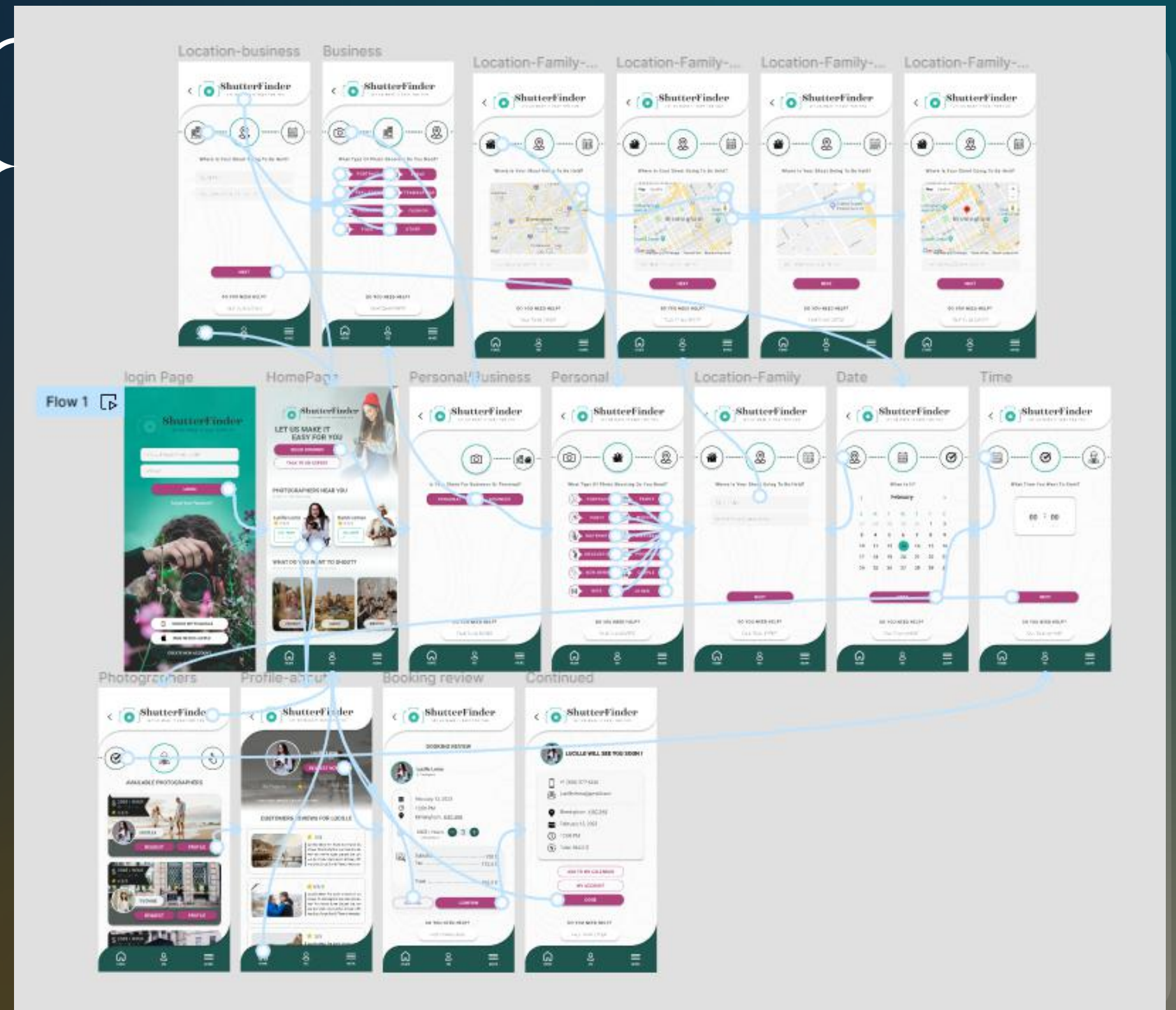
Key mockups



High-fidelity prototype

The final high-fidelity prototype demonstrated improved user flows for finding and booking a photographer. It also met the needs of users who wanted to look through photographers' portfolios and read reviews about their previous projects.

[View the Shutter Finder High-Fidelity prototype](#)



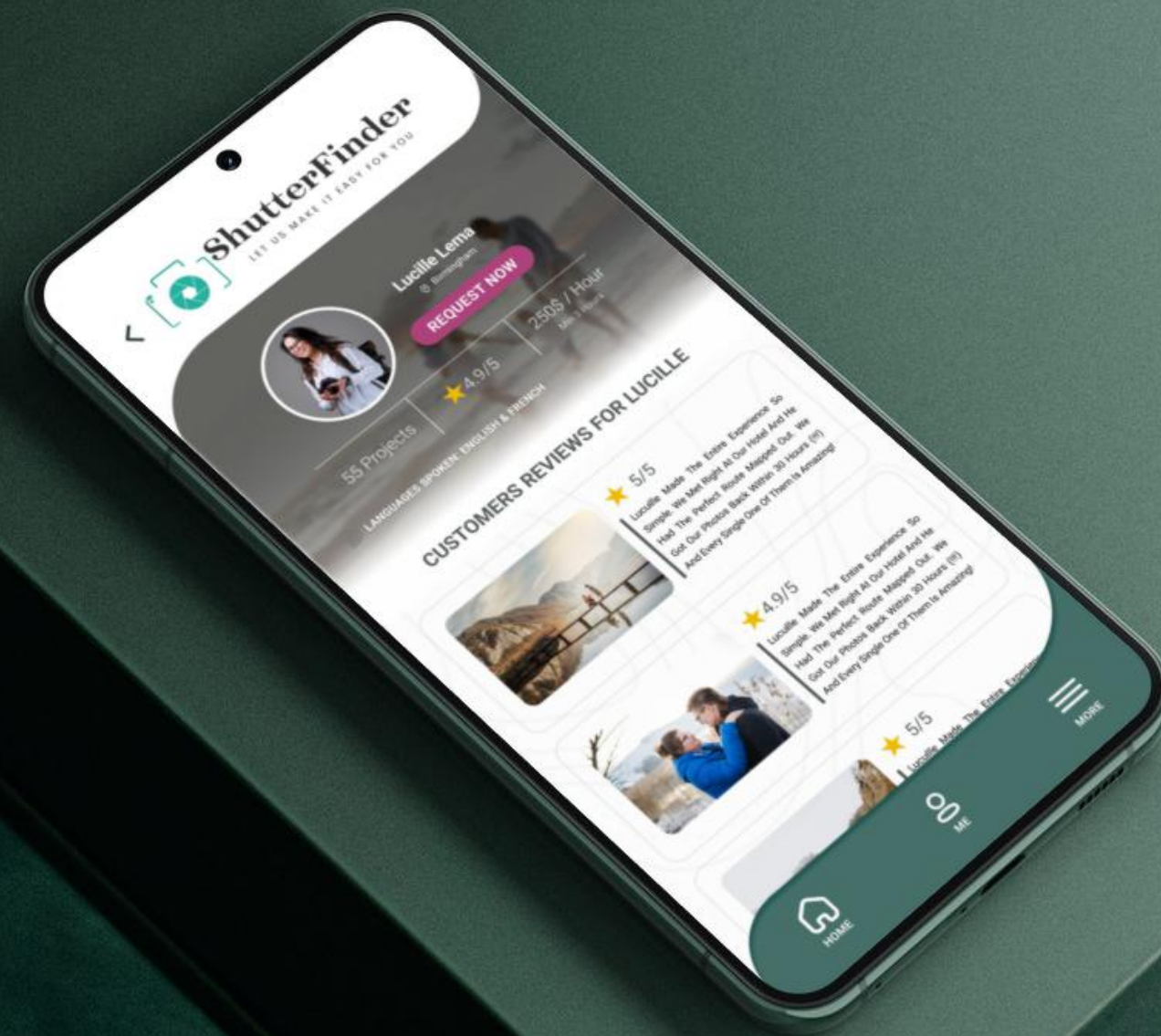
Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

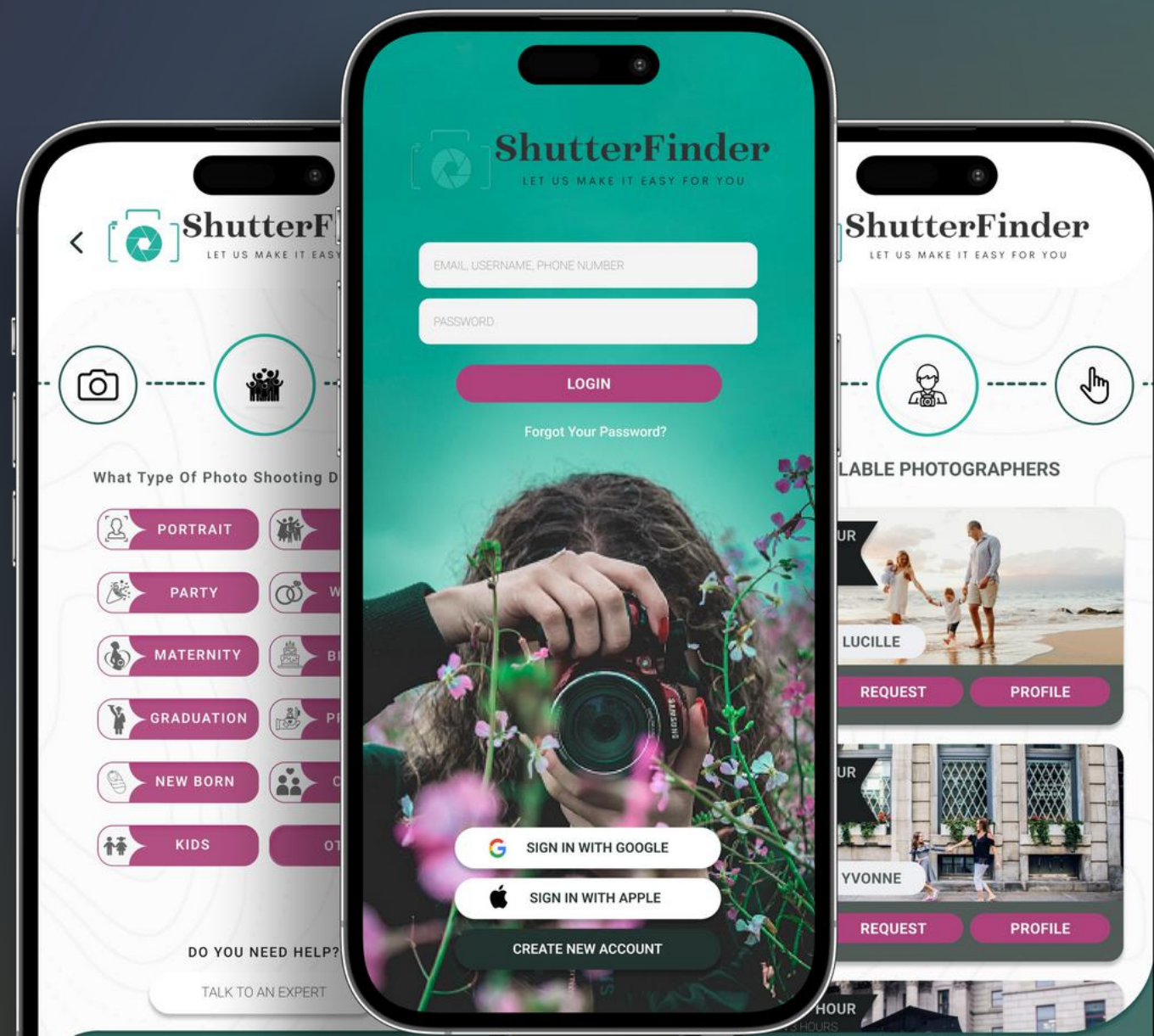
Used icons to help make navigation easier.



Takeaways

Impact:

The Shutter Finder case study demonstrates the app's transformative impact on users looking for photography services. Shutter Finder empowers users with unparalleled convenience and confidence in their photographer selection by addressing pain points such as geographical limitations, budget constraints, and trust issues. Users can now easily find and connect with dependable photographers in their area, ensuring seamless experiences for capturing cherished moments and milestones. The user-centric design of the app and its transparent portfolios provide a personalized and enjoyable journey, resulting in unforgettable memories captured with ease and peace of mind.



What I learned:

My first project as a product designer, "Shutter Finder," has been a transformative journey of learning and growth. I took a user-centric approach, focusing on understanding the various needs and pain points of individuals and businesses seeking photography services. I successfully created a platform that provides users with convenience, trust, and seamless experiences through iterative design and empathetic problem-solving. This project demonstrated my ability to develop meaningful solutions that have a positive impact on the lives of users, and it is a valuable addition to my portfolio, reflecting my commitment to developing user-centered applications that elevate the photography services market.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.



Let's connect

Thank you for your time reviewing my work on the Shutter Finder app!

If you'd like to see more or get in touch, my contact information is provided below.

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[Linkedin: Rosie Farokhi](#)