

Albert Brown

UI/UX Foundations

Final Research Analysis

As soon as I began researching for my project, I knew exactly what I wanted to focus on - automotive photography, my biggest passion. I aimed to gather information from photographers who are either new to the field or established professionals to gain insights into the challenges they face. With this valuable information, I plan to create a platform where photographers from all backgrounds can connect, share their experiences, and support each other.

To ensure that I had a comprehensive perspective, I conducted five studies across various states in the US, including Georgia, Texas, and Ohio. My research gave me invaluable insights into the world of automotive photography and the struggles many photographers face. I'm thrilled to use this knowledge to create a thriving community where photographers can come together, learn from each other, grow, and inspire one another.

When preparing for the interview process, I knew that a solid plan was essential. To begin, I created a screening questionnaire to ensure that I was reaching out to the right people for my case study. Once I had identified the ideal participants, I scheduled interviews with them and asked a series of pre-prepared questions. During the interviews, I actively listened to their responses and asked additional open-ended questions to gain a more comprehensive understanding. It was paramount to remain neutral and avoid letting personal opinions influence the conversation.

Following the interviews, I analyzed the responses and created an affinity map to identify common themes. Based on this, I crafted two personas that helped me better understand the

needs and desires of my target audience. Armed with this information, I was able to devise a plan to build a product that would meet the needs of both current and potential users.

I recently conducted a case study on automotive photographers who had just started within the past 2 years. I created five questions to ensure that I selected the right participants for my study. The questions aimed to determine the time the participants had been doing automotive photography, their willingness to participate in an interview, and their contact details in case they were willing to participate. After reviewing the responses, I selected 8 individuals I thought would be good candidates for my study. Ultimately, I gathered 5 participants who were a perfect fit for my research.

I successfully conducted interviews with five participants for my research on automotive photography. In just three days, I gathered valuable insights from the participants by asking 22 thorough questions. I started with basic questions to get to know the participants, but most of the interviews focused on gathering feedback from them on their experiences with automotive photography. They shared any struggles they may have encountered, how they overcame them, and tips for those interested in pursuing this field. We discussed their process for completing a photoshoot from start to finish. I concluded the interview by asking if I could follow up with them in the future if any of their answers needed further clarification. Overall, the interviews were a great success and provided me with a wealth of information for my research.

Through my interviews with various users, I've gained many unique perspectives and experiences in the field of automotive photography. One aspect that particularly stood out to me was the anxiety surrounding this profession, regardless of the photographer's age, gender, or location. Each participant I conversed with expressed some degree of apprehension when it came to scheduling a shoot and producing an end product that would satisfy their clients. In

fact, three out of five participants even mentioned instances where they faced conflict over their work, which left them feeling less accomplished and less confident about their process. Despite these challenges and pressures, I'm confident that with the proper support and resources, these photographers can overcome their anxieties and continue to produce exceptional work.

Entering the automotive photography industry can be a daunting task, especially when it comes to securing clients for a photoshoot. Feedback from five individuals revealed that concerns surrounding client expectations were also a factor. Four of the five participants mentioned that establishing a reputation as an automotive photographer was challenging, often requiring the use of personal or borrowed vehicles to create a portfolio. Despite these obstacles, these photographers demonstrated a steadfast commitment to their craft and a willingness to put forth the necessary effort to succeed.

As skilled automotive photographers, participants faced the common challenge of miscommunications with some clients. Despite their best efforts, there were instances where clients were not completely satisfied with the final product. However, participants refused to let this hurdle deter them from pursuing their passion.

The participants quickly realized that effective communication was crucial in ensuring their clients' visions were brought to life. Participants better understood their client's expectations by asking them for specific requests and working closely with them. This allowed them to produce high-quality photos that met the client's needs and exceeded their expectations.

Although dealing with unhappy clients was initially challenging, participants used it as an opportunity to grow and improve their craft. Participants established themselves as reliable and skilled industry photographers through consistent communication and hard work.

Automotive photography is a mighty field that can offer a wealth of benefits to those who pursue it. While the initial stress involved in this line of work can be daunting, those who participated in my survey have found that the positive aspects far outweigh any challenges. One of the most noteworthy benefits of working in this field is the social aspect. Participants often have stories about how they have developed close relationships with their clients, which have led to both personal and professional opportunities. These connections can be incredibly valuable, as evidenced by one participant's experience of landing a coveted position at a Porsche dealership, thanks to a referral from a satisfied client. This underscores the importance of building solid relationships in this field, as they can open doors and help you achieve your career goals.

It's excellent news that all the participants had positive experiences with their clients. Having fun while capturing cars is the most crucial aspect of automotive photography for them is pretty intriguing. It's understandable why three of the five participants take breaks from taking photos to recharge their creative or social tank. It's crucial to be mentally sharp during a shoot, especially when running your brand. It's not just about getting the angles and photos right, but also making the client feel comfortable with conversation. It's inspiring to see that the participant from Texas doesn't strive for perfection but instead puts their best efforts into their craft.

After conducting user interviews and analyzing their feedback, I have developed two distinct persona profiles: The Imaginative user and the Planner user. Upon careful consideration, I am confident that introducing a product website tailored for individuals new to automotive photography presents a remarkable opportunity. This platform will provide a safe and inclusive space for enthusiasts to connect with each other, share ideas, and offer support for their passion for automotive photography. My primary objective for this website is to create a positive

environment that enables photographers of all skill levels to collaborate, learn from one another, and achieve success. I firmly believe that this website will serve as a valuable resource for automotive photographers, and it will facilitate the formation of a strong community within the industry.

I have an exciting idea for our website that could benefit our newsletter subscribers. We should create a dedicated space where they can access helpful resources and engage with other like-minded individuals. To achieve this, we could add a blog section where people can share their experiences and insights about automotive photography. It'd be amazing if we could also offer a unique discount code on essential tools like Adobe Lightroom, Photoshop, and Calendly, which we know are regularly used by our subscribers. This strategy would entice more people to visit our site, interact with others, and even contribute to the blog. As a result, we can expect to see significant growth in our email list and website traffic.

In conclusion, my research analysis has provided me with a solid foundation for making a well-informed decision regarding automotive photography and how to get people starting out to feel less anxious about pursuing this field. I have gained invaluable insights into the profession thanks to the unique perspectives and experiences of various users I interviewed. Based on this research, I have created two distinct persona profiles and identified an exciting opportunity to create a product website tailored for individuals new to automotive photography. My primary objective is to foster a positive environment where photographers of all skill levels can collaborate, learn from each other, and succeed.

I am confident that this website will serve as a valuable resource for automotive photographers and help build a strong community within the industry. Furthermore, I have an exciting idea that

could benefit our newsletter subscribers by creating a dedicated section where they can access helpful resources and engage with like-minded individuals. By adding a blog section where people can share their experiences and insights about automotive photography and offering special discounts on essential tools, we can expect significant growth in our email list and website traffic. Overall, I am grateful for the opportunity to have this discussion, and I look forward to working together to achieve our goals.