ENDEAVOUR
STUDIOS

Informal Specification of Requirements - C0
SENG 321 - Group 4
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Executive Summary

Endeavour Studios photography collective is a group of avid professional photographers located all across North America. Through our years of being professional colleagues, we have come to realize that finding the right photographer for an event is very difficult for customers because they have to search many sites and ads for photographers. This also makes it harder to compare the photographers they do find. Our clients have been very adamant that we should find a way to make it easier to find compare, and review photographers, and provide a more in-depth profile for all photographers.

As a result of these suggestions, we have proposed an online solution that would:
- Increase bookings for Endeavour Studios photographers
- Simplify how customers search for and book available photographers for events
- Allow clients to easily compare and review photographers

Achieving these goals represents the primary requirements for the online system.

1.0 Problem Description

Endeavour Studios is a collective of professional photographers who offer their services for a variety of events. In order to support Endeavour Studios' current operations, a web-based system is required.

This system will fulfill the following objectives:
- Increase exposure for members of Endeavour Studios
- Allow photographers to showcase their skills, specialties, and past work
- Provide an online alternative to the current methods of hiring photographers
- Simplify how customers find, book, and pay photographers

2.0 User Roles

The system should allow for three types of users: photographers (the members of the collective), customers looking to hire photographers for their events, and system administrators.

2.1 Photographers

Members of the collective will use their accounts to advertise themselves to customers looking to contract a photographer. Only actual members of the collective should be able to use photographer accounts; therefore, photographer accounts must be subject to administrator approval before the user is granted access.

Photographers must be able to create and access an account. This account will be associated with a profile that will be visible to all other users of the system. Using this account they will be able to upload examples of their work (photos and videos) to showcase on their profile. Ideally, there would be no limit to the amount of work a photographer would upload, but an acceptable limit would be 100MB. They will also be able to update their profile with personal information, contact information, availability (including hours and dates), areas of expertise (such as types of events, or past experience), prices, and locations (where they are based and where they can travel too). The system will also let them share the photos from a photo shoot with a single customer in a private album.

Lastly, a photographer should be able to locate a job from the job board. This could include doing a job query if a photographer is looking for a specific type of job. (see section 3.1, Job Board).

2.2 Customers

Customer users do not need accounts to view photographers and can remain anonymous.

2.2.1 Finding Photographers

Customers must be able to search for photographers to hire based on the details of the event they are holding (see section 3.2, Search Functionality).

In addition to searching, the system should provide a job board (see section 3.1) where potential customers can post jobs that photographers can respond to. The posting process should involve some method of verifying the posting customer's email address to reduce spam and ensure the customer can be contacted.

2.2.2 Hiring Photographers

Once a customer has decided on a photographer to hire, they will use the photographer's provided contact information to contact them directly. The terms of the job will be negotiated between the customer and the photographer. The system will not have any role in this process, except to provide a method of payment if the customer chooses to use it; customers should be able to transfer funds through the system to a photographer, providing the photographer has provided the required account information. This method must obviously be secure and reliable.

After the job has been completed, customers should be able to access the photos taken by the photographer. These will be uploaded by the photographer to a private album that can only be accessed by the photographer, the customer, and anyone the customer chooses to share the album with.

2.2.3 Providing Feedback

Customers should be able to provide ratings and reviews for a photographer, as well as ratings and comments on photos and videos on a photographer's profile. In addition, customers should be able to report a photographer for inappropriate content in their profile.

2.3 Administrator

Only the management of the collective will have access to administrator accounts. Users with administrator access will have the most power of any users.

Administrators must be able to view and approve new photographer account requests. They will be tasked with resolving conflicts between photographers and customers. The system should let them view logs of all pending, paid, and completed transactions. The will also be able to create additional photographer and administrator accounts.

3.0 Features

The following system features will be required to meet the project objectives.

3.1 Job Board

Users will be able to post jobs that require a photographer or videographer, including details such as payment offers, location, and hours required. Users posting jobs will be required to provide, at minimum, an email address they can be reached at; this email address must be confirmed before the job posting will be accepted. Confirmation may be as simple as sending an email to the user, who, upon receipt of the email, clicks an activation link. Photographers should then be able to view this posting on the job board through either a search or just browsing current job postings. Then the photographer can contact the poster and arrange the job.

3.2 Search Functionality

The photographer searching function must provide the following search fields:
- Event date or date range
- Event location
- Event type

It must also provide the customer with the following optional search parameters:
- Photographer's name
- Photographer's rates
- Photographer's average rating

Searching with no parameters should return all photographers.

Following the search, results should be displayed, by default, in order of relevance based on a combination of availability, location, and event specialty (with availability and location being the most important). The customer should be able to sort the results by photographer's rating. Results should be displayed visually as the photographer's name and a thumbnail showcasing their work, with a short description from their profile. Clicking on the photographer's name or thumbnail should link to their full profile.

3.3 Photographer Profiles

Each registered photographer will have a profile that shows samples of their work, their style, and a brief description about them. It will have a cost estimate for their work, including multiple quotes for different jobs. The photographers schedule will be shown in the profile and allows the user to book for a job directly from the profile. This will provide the user with a personal feel while finding a photographer or videographer for the job. On this photographer profile, there will be user reviews and testimonials for their work.

4.0 Endeavour Studios Management

The members of the Endeavour Studios management team are listed below, with their corresponding titles and contact information.

Team Member	Title	Email
Jared Griffis	Chief Executive Officer	jgriffis@uvic.ca
Jeremy Moseley	Vice President of Communications	jmoseley@uvic.ca
Braden Simpson	Chief Technical Officer	braden@uvic.ca
Michael Pattie	Chief Financial Officer	mjpattie@uvic.ca
Jordan Smythe	Vice President of Productions	jssmythe@uvic.ca
Wes Alcock	Systems IT Specialist	wesda@uvic.ca