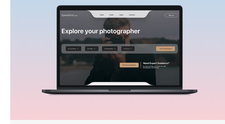


Overview

Speedshot is an online platform that helps users discover, compare, and book professional photographers. I led the end-to-end UX process, focusing on transparency, trust, and effortless navigation.

Problem and Goal

Problem

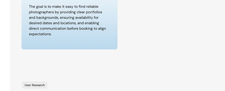
Finding a photographer can be frustrating due to unclear backgrounds and portfolios, limited availability for specific dates or locations, and a lack of direct communication before booking, which often leads to mismatched expectations.

Goal

The goal is to make it easy to find reliable photographers by clarifying their specialties and backgrounds, ensuring availability for desired dates and locations, and enabling direct communication before booking to align expectations.

User Research

The result of Six in-depth interviews



80%
Users want trustworthy reviews (portfolio, experience, pricing)

65%
Think Availability and location filters are essential

55%
Think Direct communication reduces anxiety and improves decision-making

Some Features

This feature demonstrates how the website simplifies finding photographers by offering **smart filters**, highlighting popular locations, and organizing photographers by genre.

Displaying the **weather forecast** helps customers choose the best day for a photoshoot, avoiding rain or unfavorable conditions.

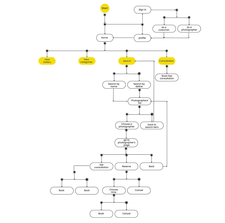
Here, you can view a photographer's profile, including their portfolio and available packages. You can also read reviews to help you make a confident and informed choice.

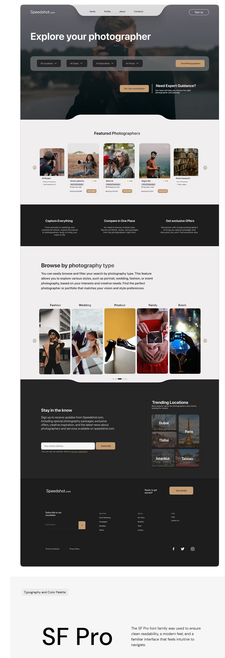
User Journey Mapping

Mapping the end-to-end experience revealed emotional highs/lows and moments where users needed clarity, reassurance, or better guidance.

Information Architecture

A clear and intuitive structure that supports fast discovery, comparison, and booking. The IA ensures users always know where they are and what to do next.





Typography and Color Palette

SF Pro

The SF Pro Font family was used to ensure clean readability, a modern feel, and a familiar interface that feels intuitive to navigate.