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| **Introduction** | • **Title:** Research Study for an Application to Find and Book Photographers Nearby<br><br>• **Author:** Ishaan Taneja, Sr. Tech. Associate at Bank of America<br><br>• **Stakeholders**: NA<br><br>• **Date**: 30th September 2023<br><br>• **Project background**: We are developing an application that allows users to find and book photographers nearby. The goal of this research study is to understand how users currently find and book photographers, and to identify any pain points that our application can address.<br><br>• **Research goals**:<br>• What are the biggest challenges that users face when finding and booking a photographer?<br>• What features would users find most valuable in an application for finding and booking photographers? |
| **Research questions** | • How do you currently find and book photographers?<br>• What are the most important factors you consider when choosing a photographer?<br>• What are the biggest challenges you face when finding and booking a photographer?<br>• What features would you find most valuable in an application for finding and booking photographers? |
| **Key Performance Indicators (KPIs)** | • Number of participants who successfully find and book a photographer through our application<br>• Average time it takes participants to find and book a photographer through our application<br>• User satisfaction with the overall experience of using our application<br><br>. |

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| **Methodology** | • We will conduct a user interview study with 10-15 participants who have experience finding and booking photographers. The interviews will be semi-structured, and we will ask participants a variety of questions about their current process for finding and booking photographers, as well as their needs and expectations for an application to help them with this process. |
| **Participants** | • We will recruit participants who have experience finding and booking photographers. We will target participants of different ages, genders, and ethnicities to ensure that our findings are representative of the broader population. |
| **Script** | We will develop a semi-structured interview script that covers the following topics:<br><br>• Current process for finding and booking photographers<br>• Factors considered when choosing a photographer<br>• Challenges faced when finding and booking a photographer<br>• Features desired in an application for finding and booking photographers |