**Zareen**

**Age:** 22

**Education:** 4th year university student

**Hometown:** Delhi, India

**Family:** 2 sisters

**Occupation:** Project management intern for a large international firm

Zareen is about to complete a B.A. in Business Administration and hopes an internship will launch her career in project management. Even though Zareen most enjoys the time spent working with her mentor on a campaign, she also enjoys doing other tasks like getting coffee and food for the office. She feels these tasks are a good opportunity to network and to demonstrate being a team player with keen attention to detail.

Zareen would like to demonstrate her commitment on the job, complete everyday tasks efficiently, and eventually be trusted with increased responsibilities in the office.

Research Goals

* I want to understand the processes and emotions that people experience around the problem my product is trying to solve.
* I want to identify common user behaviors and experiences with tasks that my product is trying to address.
* I want to understand user needs and frustrations as they relate to the product I’m designing.

Target Audience

1. People living in urban areas
2. Millennials
3. Include participants with disabilities
4. Include participants of different genders

Interview Questions

1. What features would you like to see in an app to book photographers nearby that would make the process easier or more efficient for you?
   1. Easy to use interface
   2. Advanced search filters
2. For what types of events do you hire photographers?
   1. Graduation
   2. Formals and other special events
3. What are your biggest pain points or challenges when booking a photographer?
   1. Comparing prices
4. How do you find photographers near you? What sources do you use?
   1. Searching online for agencies
5. How do you evaluate photographers? What factors do you consider?
   1. portfolio
6. How do you prefer to pay for a photographer's services?
   1. UPI

**Joseph**

**Age:** 20

**Education:** Enrolled in online college classes

**Hometown:** Mumbai, India

**Family:** Lives with their mother, father and one younger sibling

**Occupation:** Full time student

Joseph is enrolled in online college classes and is also taking classes at a night school for learning English. Joseph is passionate about sports and the outdoors, and wants to explore what his neighborhood has to offer.

Joseph’s priority is balancing his studies with fun, while also having time to look after his younger sibling when his parents are at work.

Research Goals

* I want to understand the processes and emotions that people experience around the problem my product is trying to solve.
* I want to identify common user behaviors and experiences with tasks that my product is trying to address.
* I want to understand user needs and frustrations as they relate to the product I’m designing.

Target Audience

* 1. People living in urban areas
  2. Millennials
  3. Include participants with disabilities
  4. Include participants of different genders

Interview Questions

1. What features would you like to see in an app to book photographers nearby that would make the process easier or more efficient for you?
   1. Photographer profiles including portfolio and reviews from other customers
   2. Instant booking feature without having to contact the photographer directly
2. For what types of events do you hire photographers?
   1. Headshots
   2. portraits
3. What are your biggest pain points or challenges when booking a photographer?
   1. Poor communication
4. How do you find photographers near you? What sources do you use?
   1. Word of mouth
5. How do you evaluate photographers? What factors do you consider?
   1. Customer reviews
6. How do you prefer to pay for a photographer's services?
   1. online

**Reena**

**Age:** 37

**Education:**

**Hometown:** Manipal, Karnataka, India

**Family:** Lives mostly alone, has a teenage daughter

**Occupation:** Paramedic

Reena is a paramedic who lives alone but shares custody of her daughter with her ex-partner. Reena works both day and night shifts, and her schedule changes week to week. She is a rock climber who goes to the climbing gym a few mornings a week and also drives her daughter to soccer practice any nights she’s not working. Reena has dyslexia, which makes it difficult to read text quickly and process information in fast-paced settings. Reena is health-conscious as well as budget-conscious.

Research Goals

* I want to understand the processes and emotions that people experience around the problem my product is trying to solve.
* I want to identify common user behaviors and experiences with tasks that my product is trying to address.
* I want to understand user needs and frustrations as they relate to the product I’m designing.

Target Audience

1. People living in urban areas
2. Millennials
3. Include participants with disabilities
4. Include participants of different genders

Interview Questions

1. What features would you like to see in an app to book photographers nearby that would make the process easier or more efficient for you?
   1. Secure payment
   2. Price comparison
2. For what types of events do you hire photographers?
   1. Creative projects
   2. parties
3. What are your biggest pain points or challenges when booking a photographer?\
   1. Trusting the photographer
4. How do you find photographers near you? What sources do you use?
   1. Social media
5. How do you evaluate photographers? What factors do you consider?
   1. price
6. How do you prefer to pay for a photographer's services?
   1. Online

**Alfie**

**Age:** 30

**Education:** University graduate

**Hometown:** Hyderabad, Telangana, India

**Family:** Single, lives alone

**Occupation:** Senior accountant

Alfie is a mid-career professional who was recently promoted in their job at a large accounting firm. They live in the suburbs on the outskirts of a large city. They enjoy the nightlife and social life that San Jose has to offer, but may not be able to find as much time for those activities as they take on more responsibilities at work.

Alfie wants to make their team proud, level up their skills and forge positive relationships at work so they are in good shape for another promotion in a year or two.

Research Goals

1. I want to understand the processes and emotions that people experience around the problem my product is trying to solve.
2. I want to identify common user behaviors and experiences with tasks that my product is trying to address.
3. I want to understand user needs and frustrations as they relate to the product I’m designing.

Target Audience

* 1. People living in urban areas
  2. Millennials
  3. Include participants with disabilities
  4. Include participants of different genders

Interview Questions

1. What features would you like to see in an app to book photographers nearby that would make the process easier or more efficient for you?
   1. Package deals
   2. Referrals to refer to my friends and family, and earn rewards in doing so
2. For what types of events do you hire photographers?
   1. Concerts and other performances
   2. travel
3. What are your biggest pain points or challenges when booking a photographer?
   1. Hidden fees
4. How do you find photographers near you? What sources do you use?
   1. Online reviews
5. How do you evaluate photographers? What factors do you consider?
   1. experience
6. How do you prefer to pay for a photographer's services?
   1. Online

Biggest Challenge is Pricing. We have also included mobile photographers for the customer segment which can’t afford camera photographers.

Personas

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* 1. Chong: Teacher

Wong: Student

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User Stories

* 1. As a teacher, I want to book photographers online, so that I can cover a college event.
  2. As a student, I want to book photographers online, so that I can cover a sport event.