

Aperture Suite

Feature Overview for Business Partner

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What Is Aperture Suite?

Aperture Suite is an all-in-one platform for photographers that replaces three separate subscriptions:

- **Studio Ninja** (CRM & job management) — \$28–45/mo
- **Pic-Time** (client galleries & delivery) — \$15–58/mo
- **Aftershoot / Imagen** (AI photo editing) — \$15–30/mo

Instead of paying \$68–149/month for three disconnected tools, photographers get everything in one place — fully automated end-to-end.

The promise: The photographer's only manual actions are adding leads and uploading photos. Everything else — quoting, booking, invoicing, editing, delivery, follow-ups — is automated.

The Fully Automated Client Journey

Items marked **Manual** are the photographer's only manual steps. Everything else is automatic.

1. Lead Comes In

- Website contact form → lead auto-created
- **Manual:** Instagram DM or phone call → photographer adds lead (name, contact, job type)
- System auto-sends a personalised enquiry response email

2. Quoting (Automatic)

- System generates a branded quote link for the client
- Client sees packages, pricing, inclusions, and add-on options
- Accept → moves to booking | No response → auto follow-ups | Decline → lead updated

3. Booking

Path A — Automated (from accepted quote):

- Lead converts to “Booked”, job created, contract sent for e-signing
- Once signed → invoices generated, confirmation email, calendar entry, reminders scheduled

Path B — Manual (DM or phone booking):

- Photographer creates job from dashboard → same automation kicks in

Invoicing (both paths):

- **With deposit:** Deposit invoice sent immediately (due on receipt) + Final invoice auto-sent 28 days before shoot (due 14 days before shoot)
- **Without deposit:** Single invoice auto-sent 28 days before shoot (due 14 days before shoot)
- Overdue reminders sent automatically after the due date

4. Pre-Shoot Reminders (Automatic)

- 7 days before: Prep email (what to wear, location details)
- 1 day before: Final reminder with time and location
- Unpaid balance reminders sent automatically

5. After the Shoot

- **Manual:** Photographer uploads RAW photos to the platform
- Job status automatically progresses:
 - **"Editing"** — triggered on upload
 - AI processes all images (6 phases: analyse, style, retouch, cleanup, compose, QA)
 - **"Ready for Review"** — photographer notified
 - **"Delivered"** — photographer clicks Approve & Deliver
 - **"Completed"** — auto-triggers when gallery viewed AND invoice paid

6. Photographer Reviews (Quick Check)

- **Manual:** Scroll through gallery — 95%+ should be perfect
- For ~5% needing tweaks: type a prompt like "remove person in background" — AI applies it in seconds
- **Manual:** Click “Approve & Deliver”

7. Client Gets Their Photos (Automatic)

- Branded gallery with photographer's logo and colours
- Client can: view, search by scene, favourite, download, share, order prints
- Photographer sees analytics (views, favourites, downloads)

8. Follow-Up Automations (Run Forever)

- Gallery reminders, print promotions, favourites follow-ups
- Google/Facebook review requests, referral prompts with discount codes
- 1-year anniversary email with re-booking link

What's Different vs Competitors

	Aperture Suite	Studio Ninja + Pic-Time + Aftershoot
Subscriptions	1	3
Delivery time	Under 1 hour	4–8 weeks (industry average)
Manual editing	~5% (prompt fixes)	100% (manual Lightroom)
Auto-generate invoices	✓	✗
Auto-deliver to client	✓	✗ (manual re-upload)
AI distraction removal	✓	✗
Client photo search	✓	✗
Post-delivery automations	✓	Partial

Studio Ninja's weakness: Acquired by ImageQuix. Support dropped. Basic features requested for years with no delivery. Photographers actively looking for alternatives.

AI editing advantage: Aftershoot needs local processing. Imagen charges per photo and needs 3,000–5,000 training images. Aperture Suite: cloud-based, included in subscription, only 50–200 reference images needed.

Current Build Status

What's Working Now (Live on Vercel)

- User accounts & login (email, Google/Apple OAuth ready)
- Full CRM: clients, leads (pipeline kanban + list view), jobs, invoices — all with create/edit/delete
- Package system with pricing, duration, included images, optional deposit percentage
- Auto-calculated end times, permanent job numbering (#0001, #0002...)
- Invoice auto-generation from jobs (deposit + final split, or single) with GST
- Calendar with monthly view and colour-coded jobs
- Contract templates with conditional sections and merge tags
- 6 pre-built workflow automation presets (deposit-aware, toggleable)
- Analytics dashboard with period filters, revenue charts, lead source breakdowns
- Settings: business profile, packages, branding with logo upload, notifications
- Full mobile responsive design
- Supabase PostgreSQL with row-level security (multi-tenant by default)
- Auto-deploys from GitHub to Vercel

What's Next to Build

- 1. File upload system (cloud photo storage)
- 2. AI editing workspace (review/approve interface)
- 3. AI processing engine (Python service — 6 phases, 24 steps)
- 4. Client-facing galleries (branded, downloads, favourites, print ordering)
- 5. Client-facing quote page (view packages, accept/decline)
- 6. Stripe payment integration
- 7. Email automation (Resend or Postmark)
- 8. Native mobile app (iOS/Android)
- 9. Full UI/UX design polish

Package & Invoicing Logic

Photographers set up their packages in Settings:

Package	Price	Duration	Images	Deposit
Mini Session	\$250	30 min	20	None
Family Session	\$450	1 hour	50	None
Full Day Wedding	\$3,500	8 hours	500	25%

With deposit (e.g. wedding):

- **INV-0001-DEP** — 25% (\$875), sent immediately on booking, due on receipt
- **INV-0001-FIN** — 75% (\$2,625), auto-sent 28 days before shoot, due 14 days before shoot

Without deposit (e.g. mini session):

- **INV-0001** — full amount, auto-sent 28 days before shoot, due 14 days before shoot

Time Savings for Photographers

Task	Without Aperture Suite	With Aperture Suite
Respond to enquiry	10–15 min	Automatic
Send quote & follow up	20–30 min	Automatic
Create invoice	10 min	Automatic on booking
Edit 500 wedding photos	8–13 hours	45–85 min (reviewing AI)
Deliver to client	30–60 min	One click
Follow-up emails	15–30 min each	Automatic
Total per wedding	12–18 hours	~2 hours

A photographer doing 30 weddings/year saves 300–480 hours — that's \$15,000–\$48,000 in time value at \$50–100/hour.

Test It Out

The CRM is live. Create an account, add test clients and leads, create jobs with different packages, generate invoices, and explore the full workflow. Everything saves to the cloud.

Send any feedback, questions, or feature ideas — this is the time to shape it before we build the heavy features (AI editing, galleries, payments).