



Susan The Amateur

Occupation: Full-time Student

Age: 21

Experience: 2 years

Goals:

- Learn different types of photography
- Learn photography technicalities
- Learn best practices published by professionals

Motivations:

- Capturing moments of life
- Being able to portray how she sees the world
- Photography is a way of relaxation

Frustrations & Pain Points:

- Searching tutorials in unorganized categories
- Reading text-heavy tutorials
- Guessing professionals' techniques

“I get inspired by looking at other people’s work; and I can take my best guess at their techniques.”

Susan is a full-time college student majoring in Studio Art. She is also a part-time photographer taking photos of events, portraits, and landscape on campus.

As a hobby photographer, she is still trying to figure out what she is most interested in. She likes browsing tutorials covering various photography topics, such as food photography, night photography, etc. She also learns photography by looking at other photographers’ work. She follows their Instagram and personal websites, and tries to recreate the photos she likes by guessing their camera settings, lighting, and equipment used. However, sometimes it is hard to recreate a photo without any further information; so she turns to look for tutorials teaching the similar style.

She prefers video tutorials, because she finds some articles are not clear and contains too much information. But sometimes she just browse articles and photos to get an idea of a new photography style. For instance, she will look up posing ideas before doing a baby’s shoot.

Susan is looking for a photography learning website providing organized content, efficient searching, and a variety of tutorials published by professionals.



Alex The Professional

Occupation: Landscape Photographer

Age: 40

Experience: 8 years

Goals:

- Find best photo spots
- Share experience with other photographers
- Follow latest trends and creative approaches of photography

Motivations:

- Capturing and sharing the beauty of nature
- Making friends with other photographers
- Traveling around the world

Frustrations & Pain Points:

- Searching advanced photography tutorials
- Searching best photo spots and related information

“I feel awful when I don’t have enough time to find the best spot to shoot when going to a new place.”

Alex has been a professional landscape photographer for years. He is also a self-taught photographer. He enjoys learning how other photographers utilize different approaches to generate creative results. He is always learning new things from others.

As a landscape photographer, Alex travels a lot. He searches geographic information, weather, and places to get best shots online before every trip. It is easy to find information about popular destinations. However, many times perfect photo spots hides in the backcountry, where sometimes he does not have enough time to explore in advance. He wishes other experienced photographers could share their tips and best spots to shoot in those areas.

He prefers articles than video tutorials since he can go through articles at his own pace and doesn’t have to listen to audio. It is easier to review and save an article as a pdf for future reference. He would only watch video tutorials when he has to. Also, he always reads metadata and equipment used when viewing sample photographs.

Alex is looking for an online platform that allows photographers to share their creative approaches and best photo spots.



James The Budding Professional

Occupation: Studio Photographer

Age: 30

Experience: 4 years

Goals:

- Find affordable and practical gears
- Master post production skills

Motivations:

- Passion of telling stories through photos
- Has something new to discover and learn every single day

Frustrations & Pain Points:

- Often getting confused when practicing post production
- Choosing equipment

“Besides that inspiration from others, trial and error are my best teachers.”

James switched his career to studio photographer four years ago. He gained a master's degree in finance and worked in a large corporation. In his spare time, he loved exploring light and shadow of flash photography. Five years ago, he was tired of dealing with statistics and analytics. One year later, he got a job at a photography studio, where he takes photos of people, pets, and commercial products.

James was excited about his new job and planned to buy some new equipment. He usually reads gear reviews before making decisions. He found the feature of comparing different equipment useful. He surely wants affordable prices, but he also does not want to buy things don't work properly. Also, James had a hard time learning post production skills, so he watched tutorials on YouTube as he could learn things step by step. However, some video tutorials are not well explained.

He is looking for a website or an app providing reliable and informative gear reviews and post production video tutorials.