



RESONANT WITH WORLD

OVERVIEW

Background

My Role

UX Research

UI Design

Prototyping

Team

Sarah Tran
Martin Li

Duration

12

Weeks

Tools



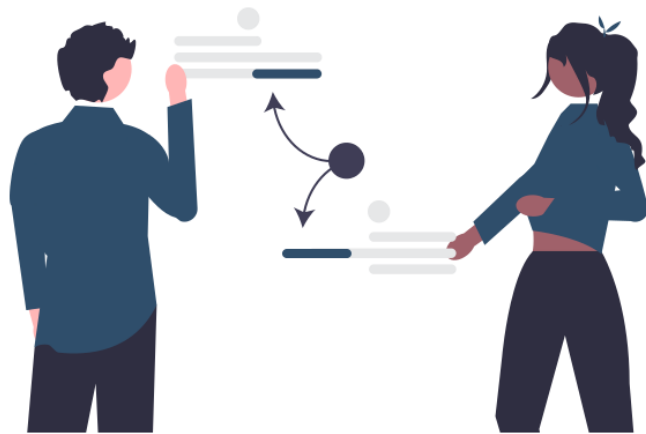
About Project



Resonant with World is a small photography business owned by Anna Sola, an experienced photographer. The business focuses on tailoring photoshoot projects and selling merchandise to customers.

OVERVIEW

Problems



Manual Process

Bookings currently noted through pen and paper.



Lack of Professionalism

Uses social media to process orders.



Slow

Very slow and not sustainable if she wants to grow business further.

Solutions



Automation

Automates and digitalises business processes.



Many Features

Administer her customers, arrange photoshoot projects, sell her merchandise and ultimately expand her business



Store Information

All necessary information will be stored within a database.



Discover

After acknowledging the problem, I wanted to research my target audience's experiences to cater the final product towards their needs.



Questionnaire

DISCOVER

Questionnaire

We interviewed the owner of the business and asked them questions about what they would want in the new system.

Questions

- What are your business values?
- Why do you want a new system?
- What are some problems you currently face with the current system?
- What features are you looking for in a new system? What is the most important one?
- Please describe your current booking system. How do you keep records?
- What type of products/services are you looking to sell? Please describe in detail.
- What type of customers are you looking to attract? Do you specialize in any type of photography?

DISCOVER

Key Insights

Online Presence

A website would give the business an online presence.

Convenience

Wants the business to be accessible anywhere at anytime.

Expand Business

A website would reach a wider audience.

Brand Recognition

The goal is to build vision and brand.

Define

After collecting information, we needed to organise our information and analyse our observations.



Key Features

DEFINE

Key Features

Facts and Statistics

Display cases as a graph and show location of cases on a map.

Quick Access

Home page should have a quick overview and have buttons to other pages.

Reliable and Accurate

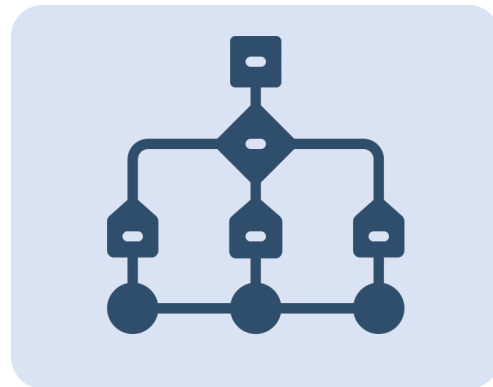
Information about COVID-19 will be from trustworthy sources with links for fact checking.

Basic Information

There will be basic information about the pandemic for any frequently asked questions, symptoms, vaccines, etc.

Ideate

We have grown to understand our user's needs and problems. With this information, we are ready to generate ideas.

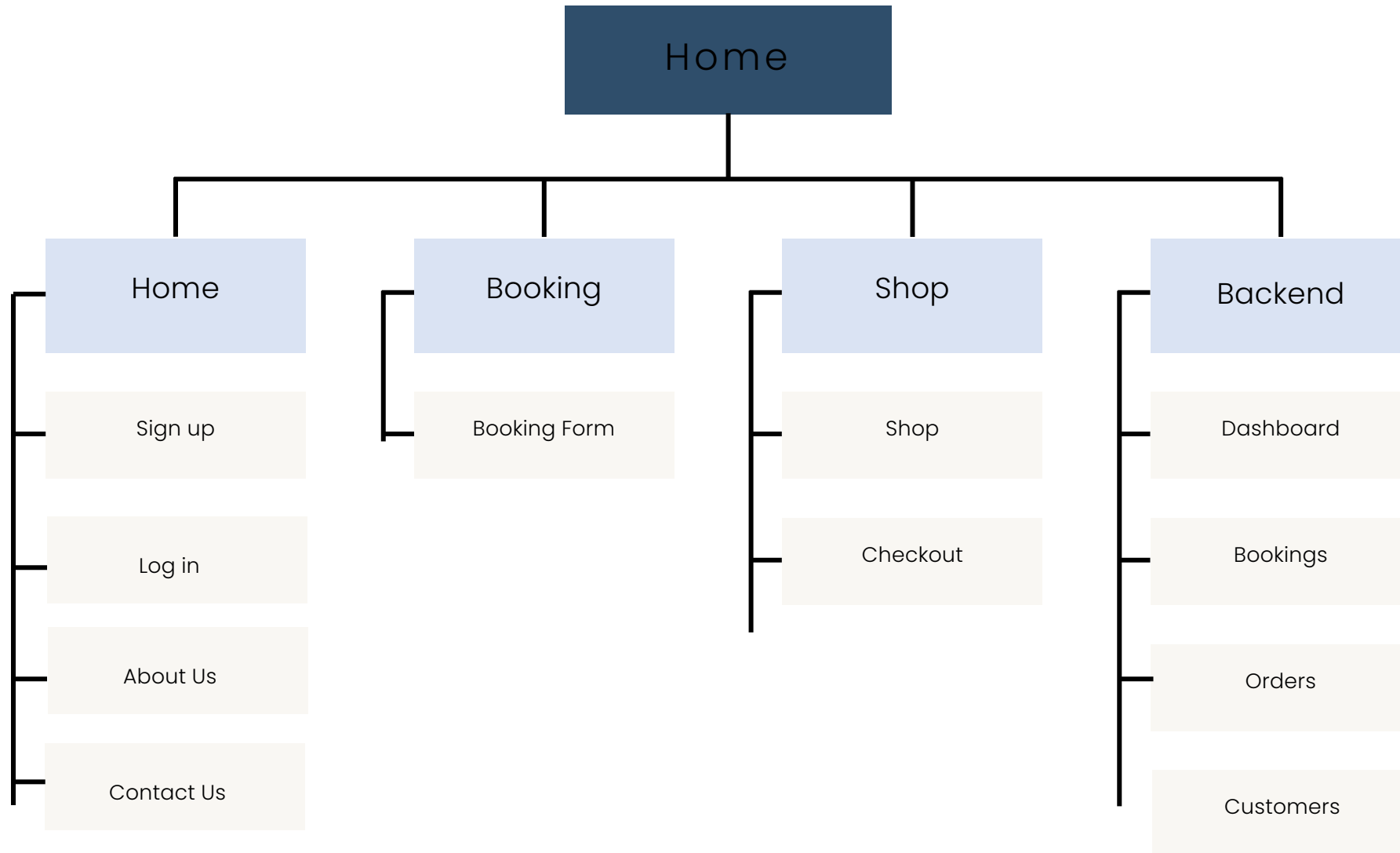


Information Architecture



Low Fidelity

Information Architecture



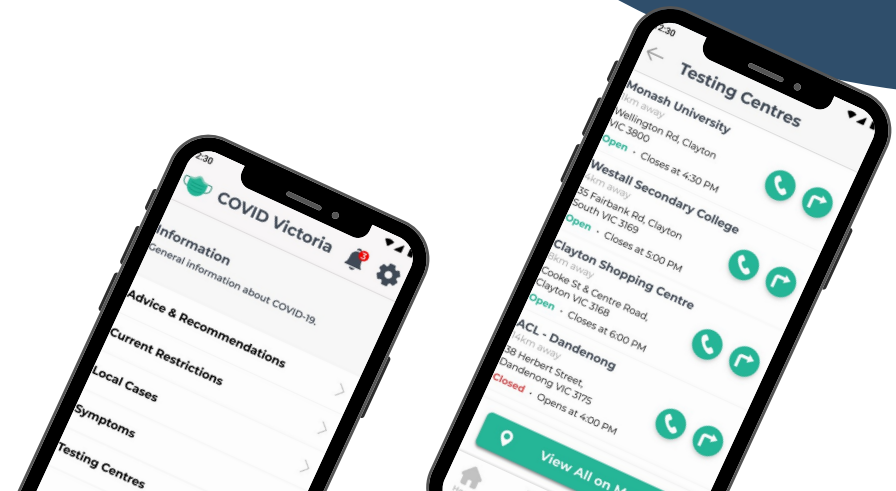
Design



Final Solutions



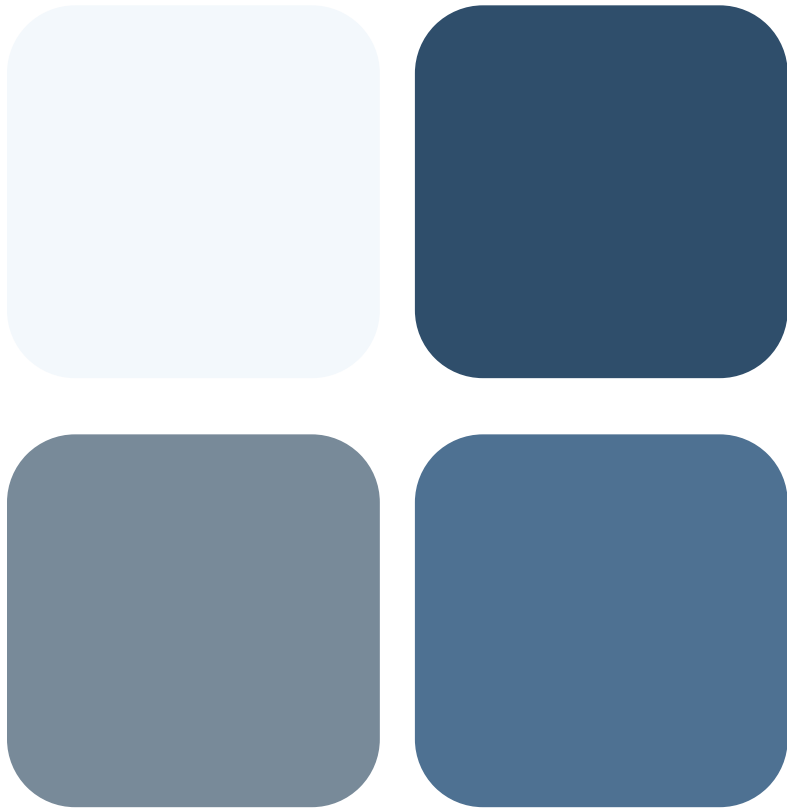
High Fidelity



DESIGN

Style Guide

Colours



Fonts

Montserrat

Bold

Regular

Logo






Log In & Sign Up

REGISTER

First Name	Last Name
<input type="text"/>	<input type="text"/>
Password	
<input type="password"/>	
Email	
<input type="text"/>	
Address	
<input type="text"/>	
Phone Number	
<input type="text"/>	
<input type="checkbox"/> Subscribe to our newsletter for updates about the latest news and offers.	
<input type="button" value="CREATE ACCOUNT"/>	

Already have an account? [Log In](#)



Resonant With World

LOG IN

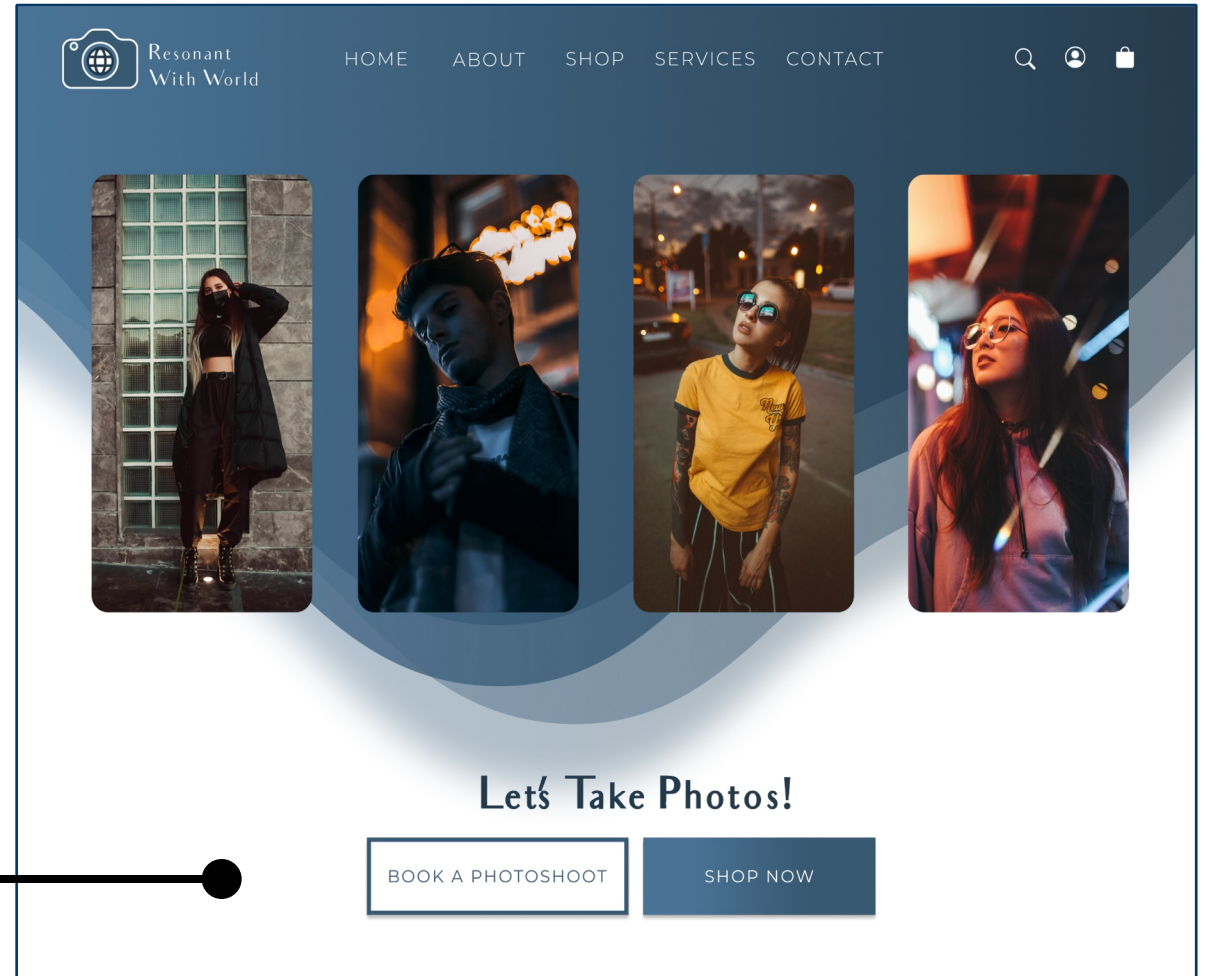
Email
<input type="text"/>
Password
<input type="password"/>
<input type="button" value="LOGIN"/>
Forgotten password? Click here
<input type="button" value="CREATE NEW ACCOUNT"/>



Home

Buttons

Users will be able to either book or shop which are the most frequently used actions on website.





About Us



ABOUT US

Anna Sola is an experienced photographer based in Melbourne, Australia. She loves to take photos and help people showcase their best selves. She will be able to capture you in a visually stunning way and help your photos stand out.

[VIEW SAMPLE WORK](#)

About Us

Introduces Anna and provides a summary of the business



Contact Us

CONTACT US

25 Exhibition Walk Clayton, VIC 3168

XXXX-XXX-XXX

XXXXXXX@monash.edu

RESONANT WITH WORLD
About
Contact
Booking Status
Shipping Status

SHOP
Shop All
Best Sellers
Bundles
New Arrivals

SUPPORT
Help Center
Shipping Policy
Refund Policy
Privacy Policy
Terms of Service

CONNECT

PAYMENT METHODS

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Footer

Footer has the site map as well as social media.

Contact Us Form

Select which notifications you would like to receive



Booking

Calendar

A calendar to pick the date and time.

Add in Details

Name

Email

Phone Number

Description

BOOK NOW

Resonant With World | HOME | ABOUT | SHOP | SERVICES | CONTACT

BOOKING

Pick a Date | March 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Pick a Time

Morning	Afternoon	Night
<input type="button" value="10:30 am"/>	<input type="button" value="12:00 pm"/>	<input checked="" type="button" value="7:30 pm"/>
<input type="button" value="11:00 am"/>	<input type="button" value="12:30 pm"/>	<input type="button" value="8:00 pm"/>
<input type="button" value="11:30 am"/>	<input type="button" value="1:00 pm"/>	<input type="button" value="8:30 pm"/>

Booking Form

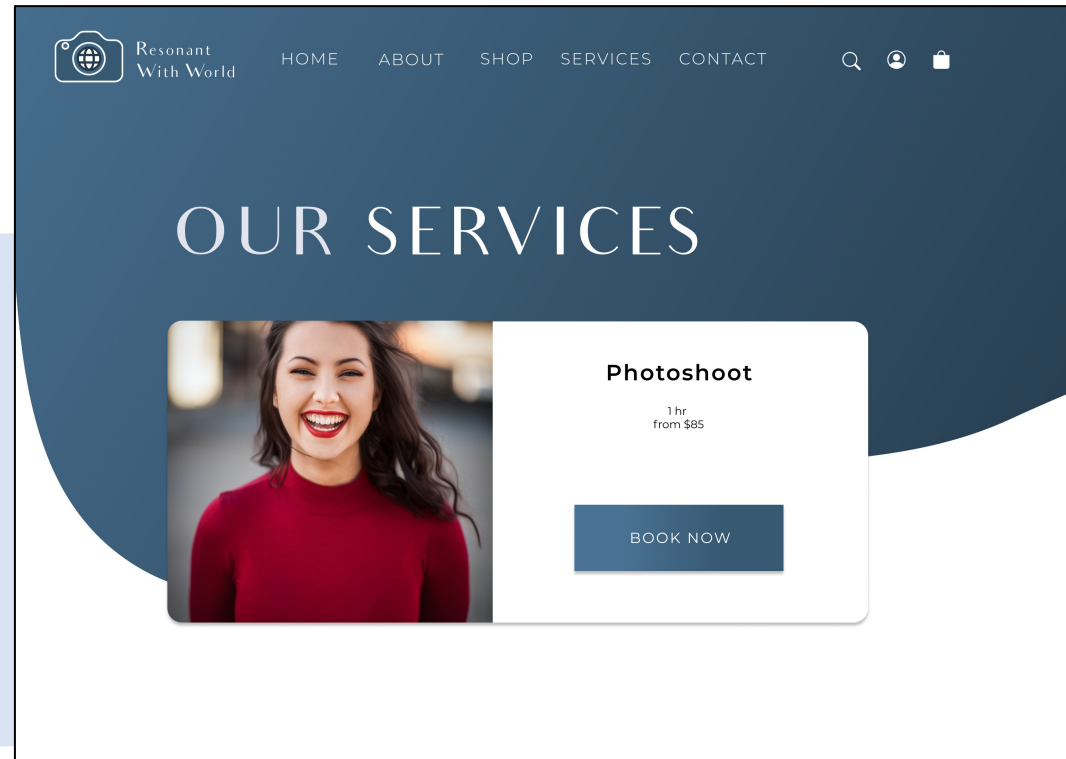
User can add details on their photoshoot booking



Services

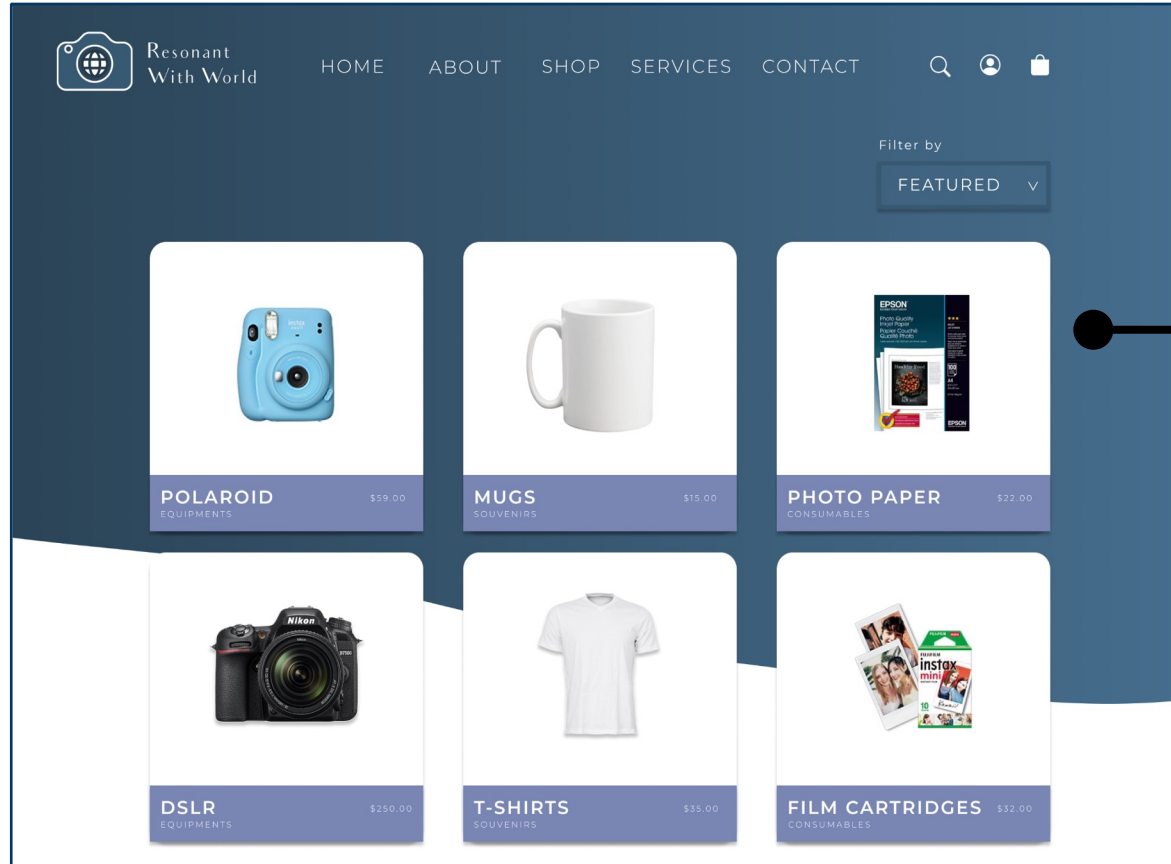
Photoshoot

Can select which type of photoshoot they are interested in which will lead to the booking page.





Shop

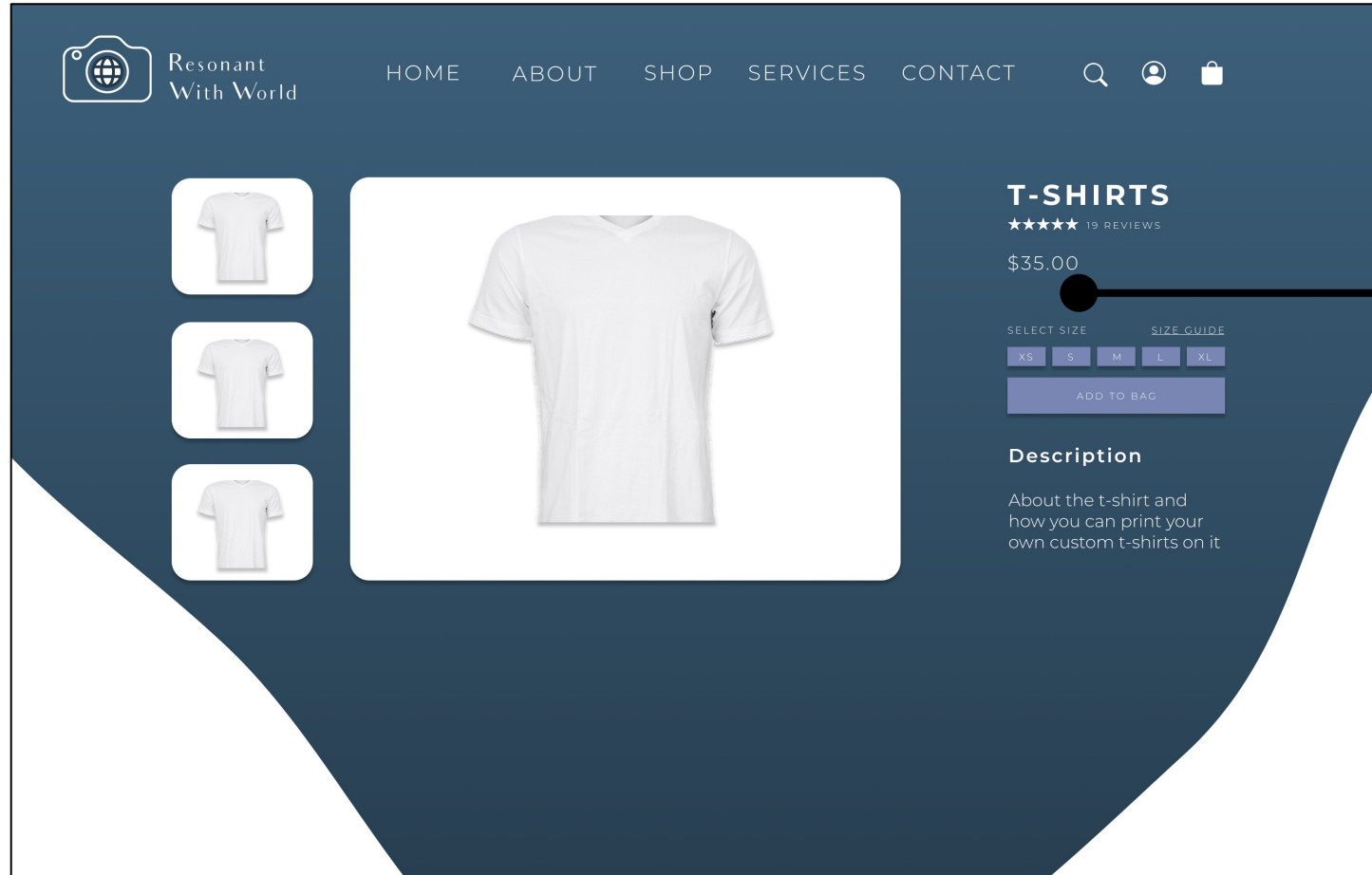


Catalogue

A catalog of all the items that the business offers.



Product



Product

Shows the product, various other images, price, size and description.



Checkout

✓

2

3

4

5


CART

INFORMATION

SHIPPING

PAYMENT

COMPLETE




Shipping Address

First Name	Last Name
Address Line	
Suburb	
Country/Region Australia	State/Territory Victoria
Post Code	Phone

NEXT



1

POLAROID - BLUE

\$59.00

APPLY

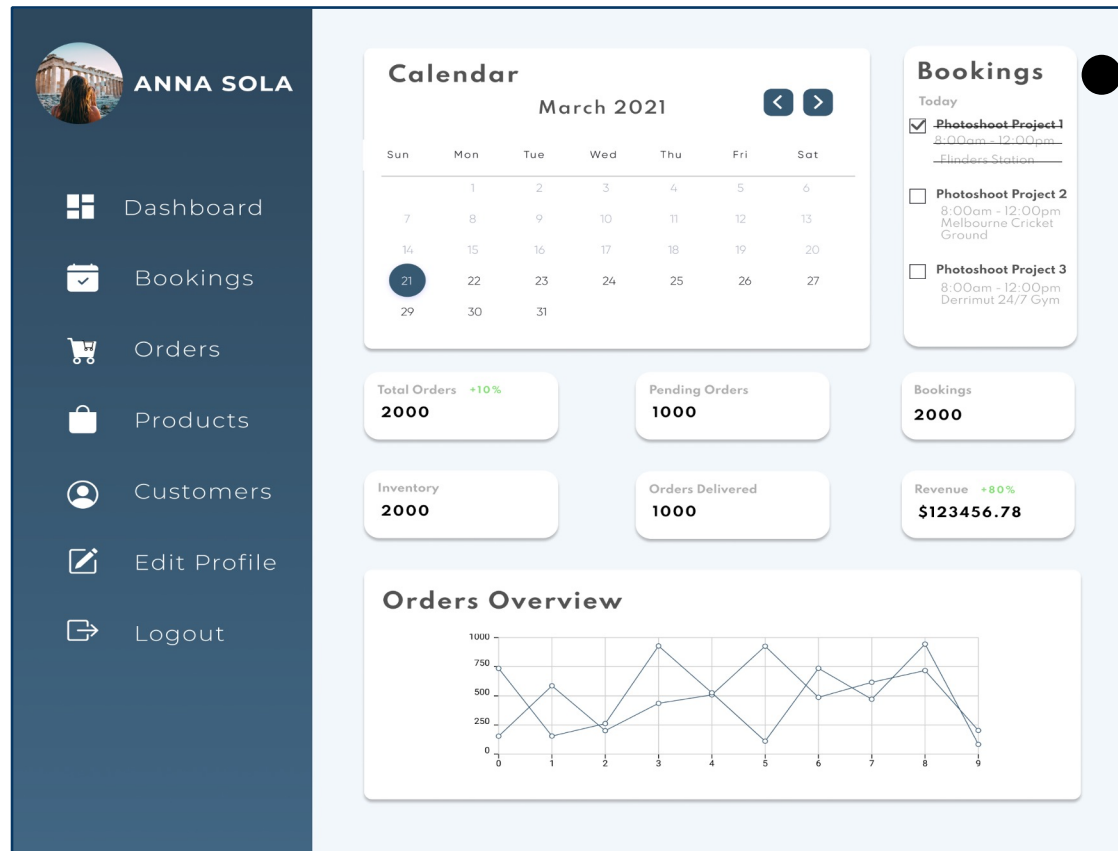
Subtotal	\$59.00
Shipping	\$10.00
Total <small>Including \$5.9 in taxes</small>	AUD \$69.00

Checkout Information

User can provide their shipping details.



Backend



Dashboard

Shows statistics and overview of how the business is doing

Testing

After finishing the prototypes, we wrote a reflection to see what went well and what could be improved.



Takeaways

Takeaways



What went well

- Learned a lot about the backend of a system
- Learned more about how to code and databases, as this was more of a coding project rather than a UX/UI project



What did not go well

- Coding the website was quite difficult and a huge learning experience
- Many coding errors



What could be improved

- Conduct more research to improve the UX/UI
- Could interview customers