

Zenfolio Sign-up & Beyond

Bentley University
UX Leadership and Management
December 2017

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PROBLEM STATEMENT

Engage the user in meaningful first encounters (particularly on mobile) that makes them feel Zenfolio is the right step in their professional development as a photographer.

The metric for success is an increase in signups.

PERSONA: KATIE WEBB

33 yrs old; Chicago; Part-time wedding and portrait photographer for 5 years

Connected with the emotions that photography captures

Strong network both in person and online

Wants to provide her clients' a professional, seamless experience

Desires to save time and money

Has a free Wix website; uses Facebook and Instagram to gain new clients; proofs with clients in person



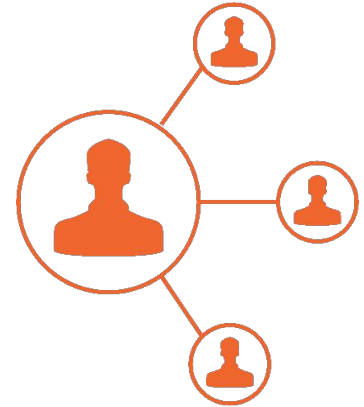
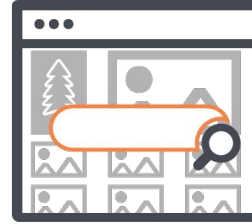
ZENFOLIO OPPORTUNITIES

Offers a breadth of features that are valuable and fill a need for photographers

Photographer Central- large network, but not clearly connected with Zenfolio

One on one support is a delightful experience

Move users beyond an interaction with the product to a “transformation”



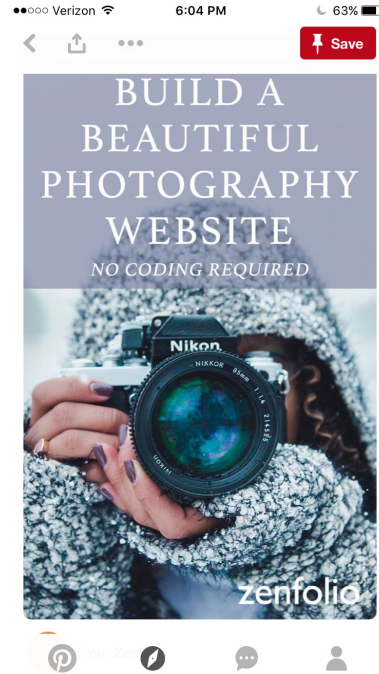
KATIE'S EXPERIENCE

INITIAL EXPOSURE

Social media ads (Pinterest and Instagram) contain informational content that is interesting to Katie

Word of mouth referrals:

Hears about Zenfolio from other photographers on Instagram and photography club and decides to check it out on her phone



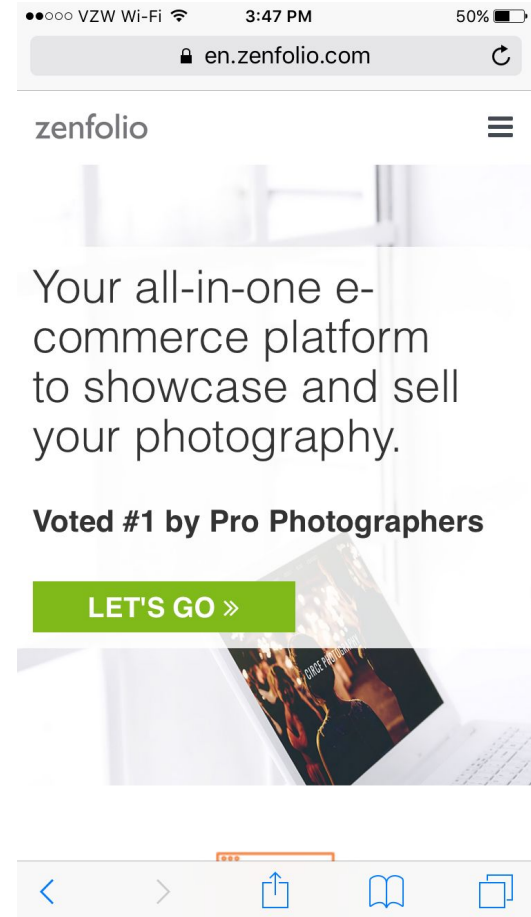
SPEAK TO HER PASSIONS

“E-commerce” may not resonate with Katie as her goal.

“Spend more time taking photos and less time managing your business.”

“Showcase your photography to current and future clients”

The ‘features’ page could be the home page.



DISCOVERS ZENFOLIO & EXPLORES

Begins checking out other photographers' pages through Zenfolio

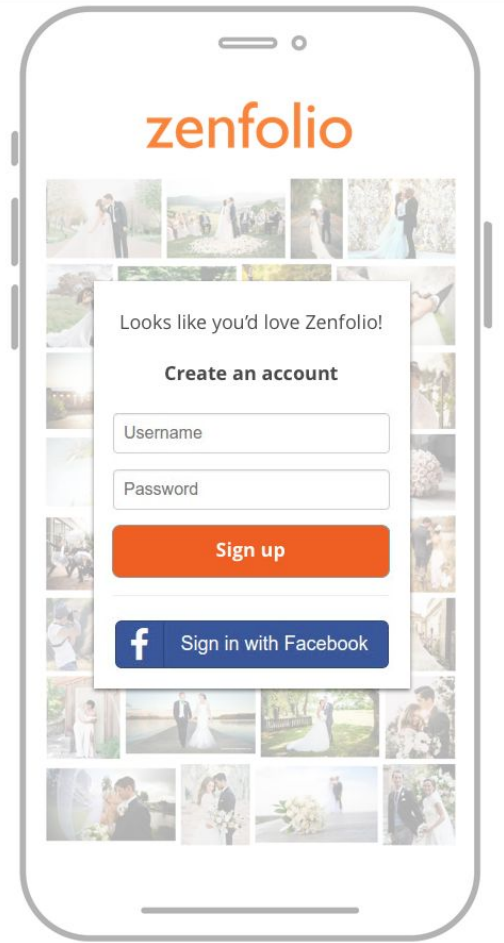
- Quick scroll through format (Pinterest style)
- Engages Katie's interest in photography while exposing her to the features and layout options for Zenfolio
- Encourages a sense of connection
- Helps Katie see what her current and prospective clients' would experience from her Zenfolio page



BEGINS THE SIGNUP PROCESS

After liking a few photos, she is asked for email or Facebook details to connect with other photographers.

This also starts her actual account and utilizes her existing professional photos from Instagram/Facebook.



STARTS PERSONALIZING HER EXPERIENCE

Curious about how your work might look?

Select a few of your photos and see some options.

After her template is chosen, she can have the opportunity to describe her work in her own words.

- How would you describe your photography?
- What makes shooting with you unique?



A



B



C



GETTING INVOLVED WITH THE ZENFOLIO COMMUNITY

Katie looks through other photographer's pictures, liking and leaving comments for the original photographers.

Katie discovers some photography clubs nearby through Zenfolio.

Zenfolio provides Katie with the contact information of Zenfolio Ambassadors and possible mentors to meet with and talk to.



CONTINUES TO DEVELOP HER PROFILE

Katie is shown percentage of progress on profile completion with suggestions for optimization and features

Katie builds her network in a familiar fashion to instagram and facebook and receives feedback from other photographers



Profile is 55% complete

Completion tips:
+ Add search terms (SEO)
+ Connect with others
+ Create a client gallery

2 New Connections
1 New Comment
8 New Likes

Recent Views:

9

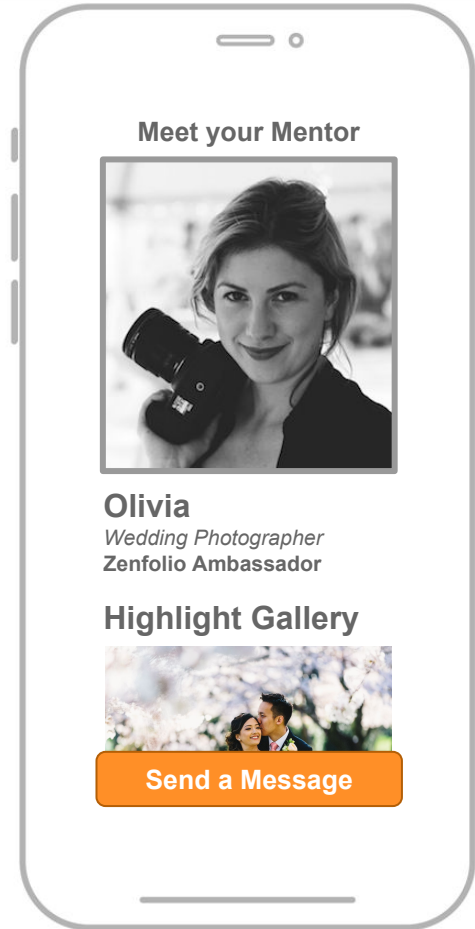
See who's looking!

IMPROVING HER CRAFT

Katie is introduced to Zenfolio ambassadors and potential mentors to show her how to improve her skills.

Katie also finds Zenfolio workshops that focuses on skills she feels need improvement.

Zenfolio shows Katie a photography game in the app on her phone she can play with and improve her skills.

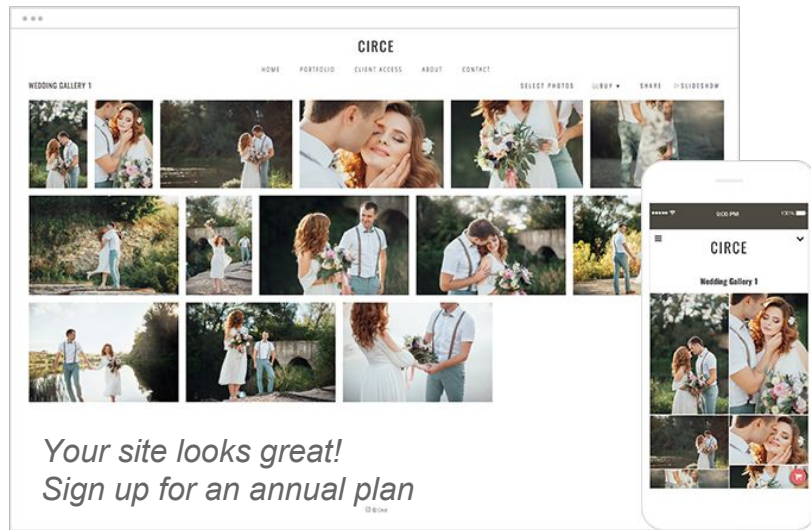


PRESENTED WITH THE VALUE OF MEMBERSHIP

Katie's trial ends, and Zenfolio sends her a notice that she needs to pay to use all the features she used during the trial period.

Zenfolio shows Katie all she accomplished while using the paid features she had access to during the trial as snapshots.

If Katie believes the paid features provides her with the additional value, she will decide to pay for the subscription.



[Sign up](#)

MAKE LEVELS OF SUBSCRIPTIONS ASPIRATIONAL

The subscription levels are subtle ways that customers can self-identify with their aspirations. These levels would receive a discount for additional services.

- Novice - currently “Starter”
- Pro - remains as is
- Expert - currently “Advanced”

Adding the free level of “Hobbyist” which has limited functioning, full pricing for additional services, and support by ads.

Novice \$5	<u>Most Popular</u> Pro \$20	Expert \$30
Hobbyist - Free		

PROFESSIONAL DEVELOPMENT CONTINUES

As Katie continues to engage with Zenfolio and the community, her growth should be noticed, recognized, and supported.

- Increasingly challenging and relevant courses are offered to encourage her growth.
- Tailored opportunities to support her business growth.
- Katie is prompted to update her profile to show what she has accomplished.

THE STUDENT BECOMES THE TEACHER

Both Katie's experience and business have grown. Zenfolio identifies that she now has reach a placed that is more advanced than some recent sign-ups. She now gets the opportunity to strut her stuff.

- Katie is invited to become a neighborhood ambassador to connect with photographers in her area.
- She receives images to critique that have been submitted by others for review and feedback.

This is a rare opportunity for a business to offer a transformational experience.

BUSINESS RATIONALE

AN EXAMPLE OF WHY THIS MATTERS

LinkedIn: End of Q3 in 2016 generated \$960 million in revenue for that quarter.

Talent Solutions:

Continues to make up the majority of its revenue, up to 24% year-over-year to \$623 million

- Recruiting/Hiring contributed \$556 million in revenue (up 21% year-over-year)
- Learning & Development (including Lynda.com) contributed \$67 million

Premium Subscriptions:

Revenue increased 17% year-over-year to \$162 million

- Sales Navigator (“social selling”) remained the fastest growing component of Premium Subscriptions



SUMMARY OF RECOMMENDATIONS

MAKE THE SIGNUP PROCESS INVISIBLE

- Align sign-up tasks with existing behavior, e.g. liking images to gather type of photography and other metadata.
- Utilize available data from mobile (location, related logins)
- Make sure there is something in it for the customer, this can be a fun interactions or reasons why it is valuable to do.
- When needed help them understand what is being asked for and how it is used, e.g. SEO can be replaced with “Help people find you when searching online.”
- Make the steps bite-size but not tedious.
- Consider the user’s passions and intentions

CREATE A COMMUNITY EXPERIENCE

There is an opportunity to fulfill the need to connect by leveraging the existing network of Zenfolio photographers.

- Sponsor and promote local workshops, meetups, and photo walks.
- Connect similar photographers in a common area.
- Allow mentors and ambassadors to connect with photographers digitally, and then extend this organically to real life experiences.



GROWING BUSINESS AND SKILLS

Photographers who are developing their business are also looking to elevate their skills.

There is an opportunity to connect them with more experienced photographers.

They can receive validation and feedback, and a sense of accomplishment from showing their work.



MAKE THE DIGITAL PHYSICAL

Collectibles are great way to bring the brand to life and give the customer something visceral that can be held, the heft can be felt and can be seen as valuable. Each level can have a collectible that is exclusive to that level.

- Lego-like cameras can offer a sense of play and engagement.
- Polaroid style collectibles can be reflective as they offer a sense of nostalgia.
- Rings or utilitarian collectibles can offer an additional senses of usefulness.



RELIABLE AND DEPENDABLE PARTNER

Being reliable and dependable are essential in gaining trust with users. This includes the technical aspects of the relationship.

Zenfolio should be seen as a partner you can depend on to showcase your work and give your clients a positive experience.

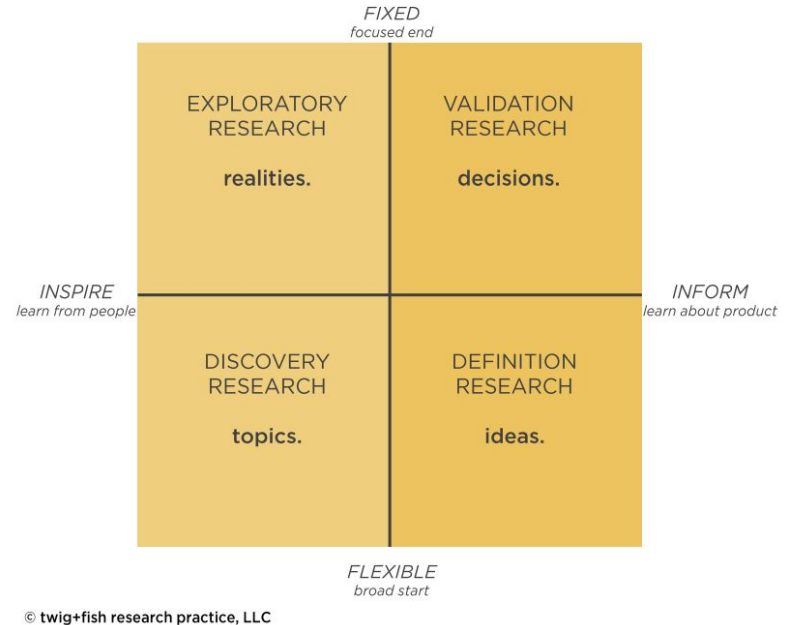
Word of mouth referrals should identify Zenfolio as an authentic partner in the success of their business.

This will mean that the improvements of the technology will need to continue alongside the user experience enhancements. When a good experience is developed, we want to be sure it is delivered.

WHAT TO DO NEXT

NEXT STEPS FOR ZENFOLIO

1. Zenfolio should conduct user research studies on socializing and learning within the photography community to get a deeper understanding of how to deliver the best experiences.
2. Perform this same design thinking project with other personas that will move the bar for the Zenfolio goals and business.



RESEARCH STUDY PATHS

Photographer Socialization



1. Understand what it means to socialize.
2. Understand how photographers socialize.
3. Understand how ZF can foster an active photographers community.
4. Postmortem on how community building has changed in ZF.

Photographer Education



1. Understand what it means to learn.
2. Understand how intermediate photographers become experts.
3. How ZF can provide users with the means to improve their skills.
4. Postmortem on the ZF learning initiative.

APPENDIX

USABILITY NOTES

The mobile process is simply duplicating the full web experience instead of being designed for the mobile experience.

The users is being asked to perform actions on a mobile devices, see the template of the full web version, but a mobile-optimized version can be previewed by the user. This can create a sense of inconsistency.

SEO during sign-up, users may need explanation for what this is and suggestions of SEO terms. Remove from signup process and offer further explanation as a step in setup.

USABILITY NOTES

Frequent overlap of items when resizing windows, particularly on mobile.
Responsiveness needs attention.

Difficult to find what is offered by zenfolio before signing up

Free trial is hard to find. Put the most important information at the top of pages, don't expect users will scroll down.

There is no terms of service agreement- would photographers be comfortable uploading photos without knowing whether or not they retain rights to them?

ADDITIONAL DOCUMENTS

- Katie's Narrative
 - <https://docs.google.com/document/d/1MFd2W9mPFgcAJbDFDU-oktaAfVhZ-ivohipfsZxYM6M/edit?usp=sharing>
- Journey Maps
 - Existing: <https://drive.google.com/file/d/1tjYaWNX172S3MDN9wetlrZqW87v9q1gg/view?usp=sharing>
 - New: https://drive.google.com/file/d/1iyrvBAacvQA14XoIVHdJqmJ5j_TdmGT1/view?usp=sharing
- Experience Blueprint
 - <https://docs.google.com/spreadsheets/d/1mDrEYX2GRZ3aDnonycxpTp5kF70601ykLsYFS2FCQAg/edit#gid=269418242>
- Future Research
 - https://drive.google.com/open?id=1M1_psaJ5pPil_vK5ALVm9CgMJsR24qmRzmxr5mQksM4

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