

Zenfolio Team Process

Bentley University
UX Leadership and Management

November

2

3

4

Generated Questions
& the problem

5

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Explored zenfolio & competitors
Learned about photographers

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Created mural of
Positive, Neg, Potential Opp.

GO BROAD →

Met w/
Nancy & Deb
change of plan

Met with
Kevin & Subha
gained info about
Katie (photographers
are social & networked)

19

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Back to the
drawing board
restarted mural

streamlined new experience
on mural?

BROAD → CONVERGE

26

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30

2

Shaved -
Katie's Narrative
Business Rationale
specific ideas

*Worked on slides

ANALYZE & PREPARE

worked on slides
edited ideas / got more
specific about delivering
influential message

December

3

4

5

Presentation!

How were decisions
made?

Nov 5-12: Research

Research Process:

Nov 5th:

- [Screen shots](#)
- [Industry Research](#)

Nov 7th:

- [Questions we asked Zenfolio](#)

Nov 8th:

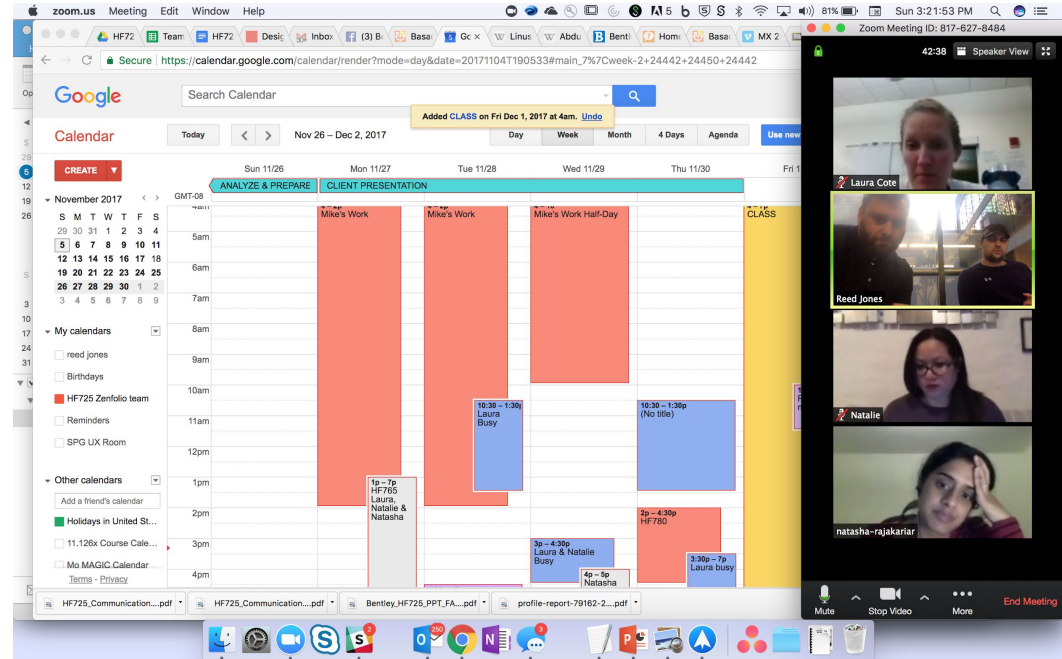
- [Business case study - optimizing the free trial sign up](#)

Nov 9th:

- [Info from Zenfolio](#)

Nov 12th:

- [Competitors' sites sign up](#)



Nov 13-20: Go Broad

First steps:

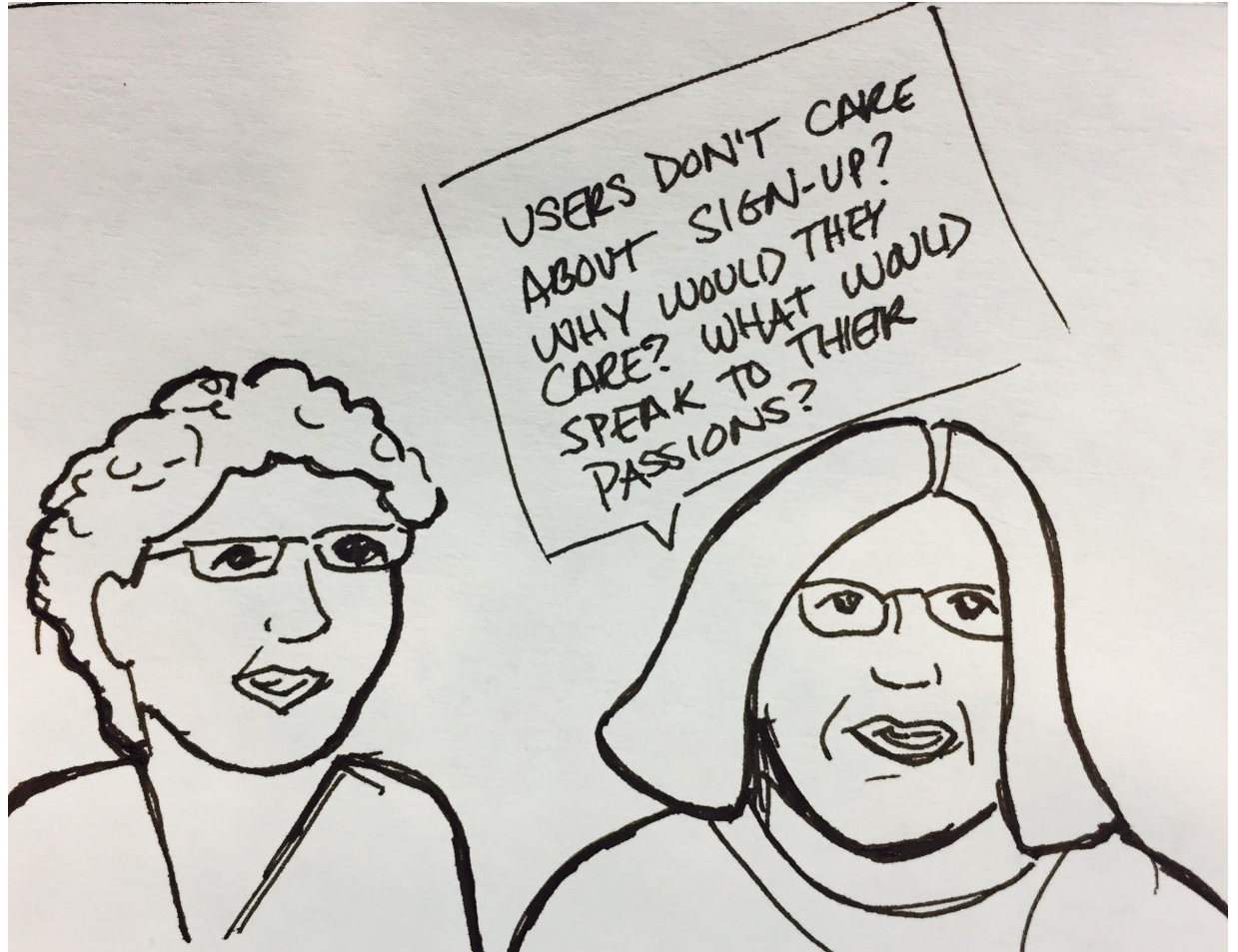
- [Collaboration in Mural](#)
- [Our first draft](#)



[View larger mural board](#)

First Presentation:

- Presented our ideas to Nancy and Deb - their advice: go broader!



You guys are showing the user a business solution rather than feeling what the user feels!



Move away from Usability issues

Reframe the problem

Extracting details about the user from Zenfolio



Understand the emotions of the user...
Go broad... strategy...
the experience... why would the user care?!



Reframing:

- [Back to Mural to reframe the problem](#)

Nov 17

- [Meeting with Zenfolio prep](#)
- [Zenfolio meeting notes](#)

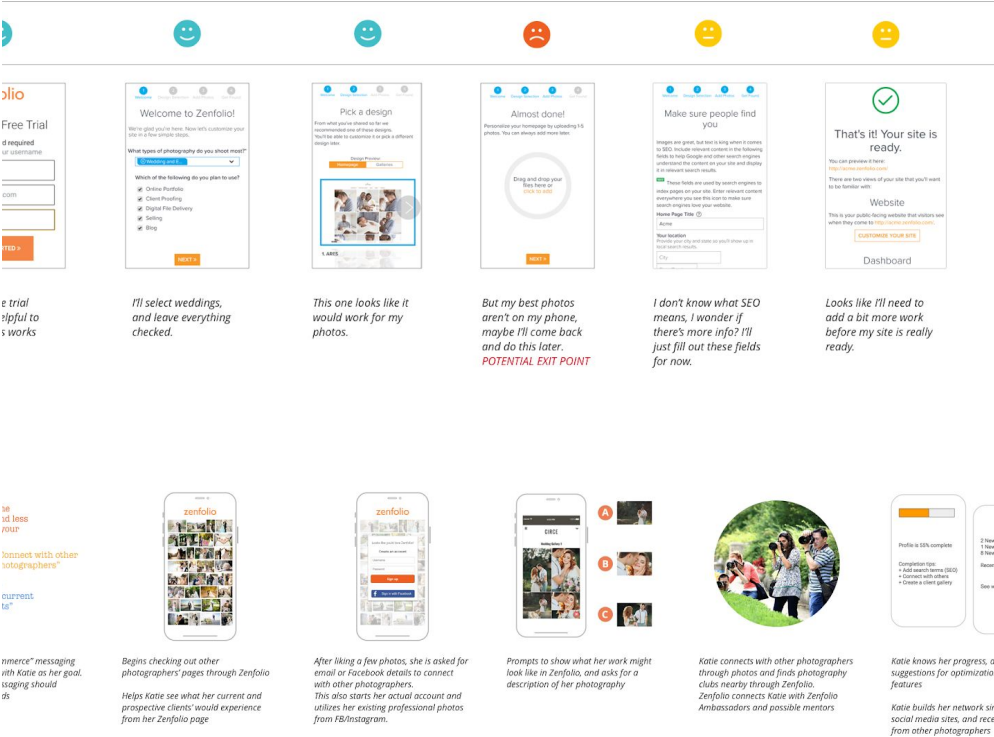
Nov 19th:

Fresh ideas

Better understanding of the user

Back to the mural

Analogous Industry



Nov 20-29: Converge, Analyze & Prepare



(Except Natasha )

Nov 23rd-25th:

Katie's Narrative

Experience Blueprint

Katie Wedd

I started out as a wedding photographer part time five years ago. I have learned alot about using many different types of cameras and technology, but this isn't the part of photography that I am passionate about. What I really seek is capturing the emotion; this is my passion.

I have a free Wix website and use facebook and instagram to gain new clients and showcase my work. I currently showcase proofing my work to my clients in person visits and find this to be time consuming and I don't feel confident that it makes me look like a professional. I think this can be inconvenient for my clients and I want them to have a positive experience. At this point, I want to be able to have higher paying clients and not just shoot any wedding I can get. I want to be able to save time and provide my clients a positive experience by showing them proofs online, however I worry about technical problems of a website crashing, showing the wrong photos, or running out of storage space. I want them to be able to view the photos both on desktop and mobile. To me, photography is about preserving emotion and I want this to be reflected in the way I show my work.



User	AWARE			JOIN								USE		
	Experience	First hears of Zenfolio via word of mouth or social media	Decides to learn more about what it is and what is offered.	Begins checking out other photograhers images	Starts liking images	Connect with photographers like you	Selects tags that best describe their photography.	Upload my photographs to ZF.	Choose the website template that is right for me.	Reply to prompts in own words to describe my business.	Review draft paragraph, and revise using suggested keywords.	Learn about the trial offer and what to expect next.	Receiving a cool little sticker, feels a sense of value.	Sees an opportunity to have fun and develop skill at the same time.
	Step		Visits Zenfolio.com	Displays images	Browse images and sites to explore and be able to "like" and "follow"	Enters name and email or signs up via Facebook or Google	1. Import a gallery from FB/IG and select the photographs to add to the page. 2. Add your photographs from your hard drive.	Based on previous selections: 1. Popular with photog like you 2. Popular on Zenfolio 3. Something a little different Freedom to choose more like this or show me something different	The prompts to aid being discovered in online searches, SEO. - How would you describe your photography? - What makes shooting with you unique?	-Suggest current location as a base of operations -Suggest names for better branding and SEO optimization	Describe the trial period and what to expect next. (Option to start tomorrow?)	Send sticker that is feels good to touch, and feels like it will stick and stick around. Share collectibles they get at each level.	Invited to play... be challenged.. and improve skills through photography centered game.	
	Motivation		Interest, Desire to improve one's business.	Curiosity	Liking good images and finding inspiration.	Simple and effortless	Make it simple but let me be in control	Providing examples of some of my best work.	1) My website is coming to life with my own photographs. 2) Don't overwhelm me with options; I can keep exploring if I want something else;	Task is something I can accomplish. To be discovered nearby photographers	Appreciative to have help with complex task.	Confidence to go ahead because I know what to expect and there is no downside.	Simple sense of "Ah, that's nice."	Help me feel good about myself through play and challenge.
Cognitive & Emotional	Principles			Exploration	Randomocity, Reflective (identity), Behavioral	Low barrier for entry.	Help me understand, Choice Paradox		Reduce Decison Paralysis	Human-centered, Goal oriented.		Transparency, Informative.	Reciprocity. Vicseral design creates a physcial experience. Leveraging Esthetics to moves it from a service to an exprience.	Gamification, Peak Performances, Deliberate Practice

Business Data

Journey Maps

Future Actions

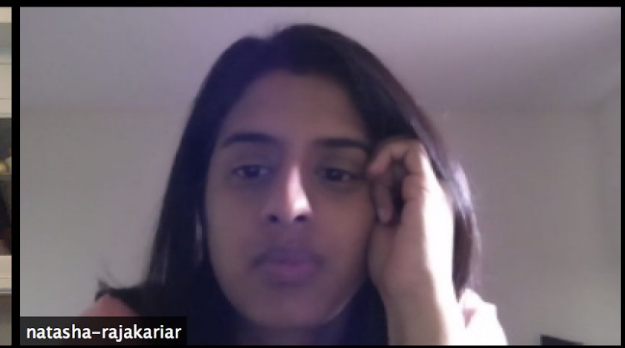
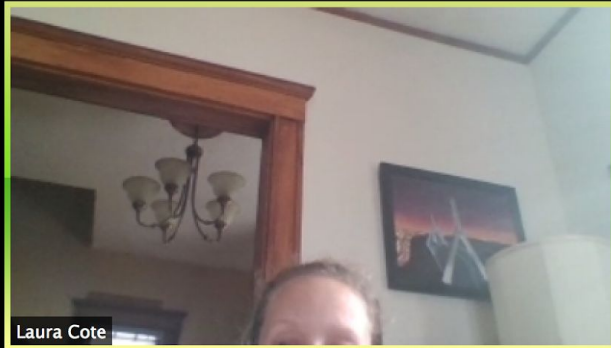
Final Presentation



Then the mourning phase...



TEAM ZENFOLIO2



Natalie