

# Clarity

## Case Study - CaptureBest

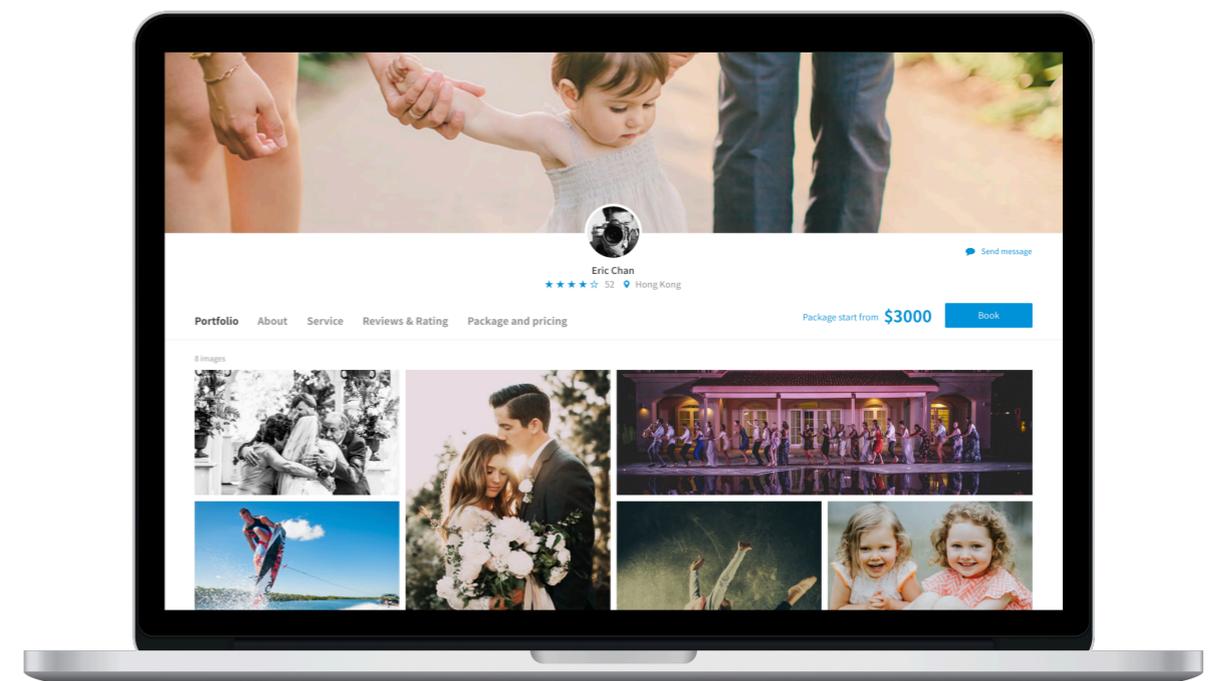
A Web Platform to Search and Book Photographers

# Project Background

CaptureBest is a web application that connects the public with photographers. Users could search photographers and book photography services through the platform. When people travel around the world, they could also book photographers in their destination.

Clarity helped design and develop the platform from the idea stage:

- Designed the UX/UI of the platform
- Designed the flow for users to discover, book, and pay photographers
- Developed a responsive platform that fits both desktop and mobile viewers



# The Challenges

## **Create a Credible Look**

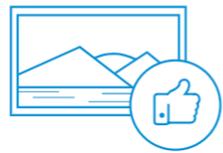
As both the clients and the photographers would do the transactions through the platform, it was important to make the platform look safe and credible. We had to consider how to explain the booking process by the UI and make the website look more trustworthy.

## **Different Photo Ratios**

As photographers take photos on different ratios, how to curate the photos in a clean and unified way without distorting their original work was a challenge. We had to deliver a design that could take care of both the landscape, portrait, and some wider photos.

# Create a Credible Look for Users & Photographers

To make the website trustworthy, we explained to users and photographers separately about how the website works.



## QUALITY

Photographers list their portfolios on Capture Best. Simply browse through the gallery to have an idea of what you will be getting.



## SECURITY

Transactions and communication are safe and secure. You'll never pay for services that are not delivered.



## TRUST

Save time on searching for local based photographers by looking at reviews and ratings.

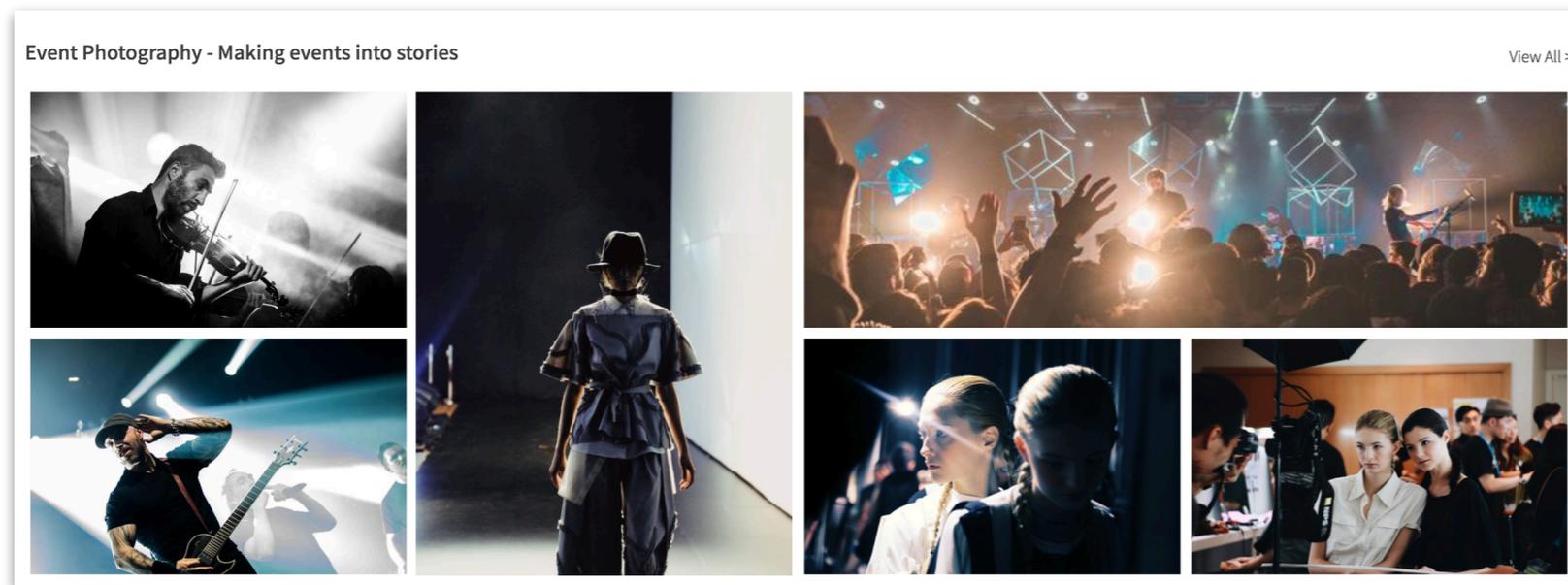


## YOU'RE ALWAYS PROTECTED

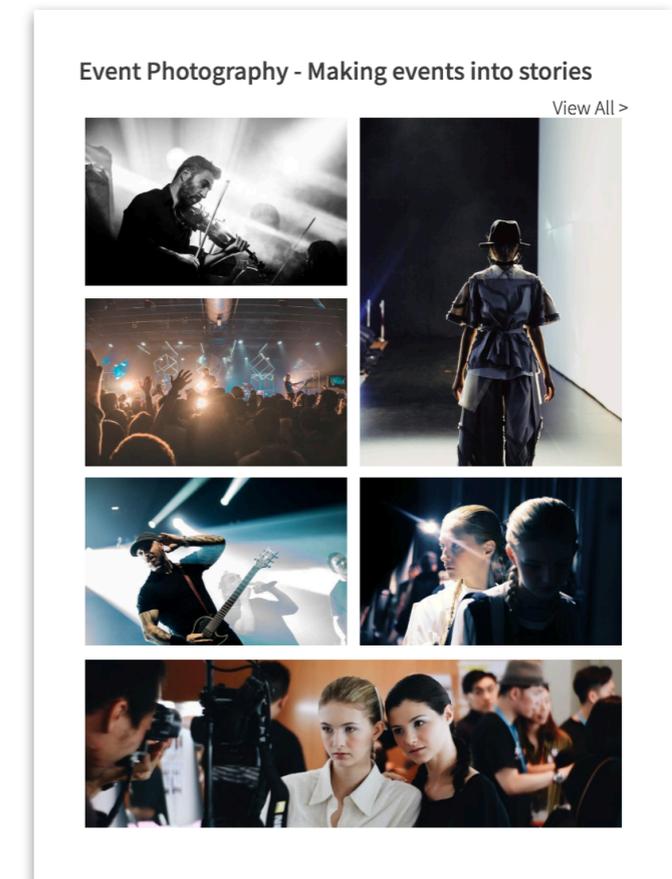
At Capture Best, we ensure all communications and payments are secure. We commit to provide a safe and secure marketplace. Customers pay once they confirm a booking and we hold the payment until photographers have completed their work.

# Photo Curation

We designed photo grids that could embrace different photo ratios and could fit easily into the mobile view.



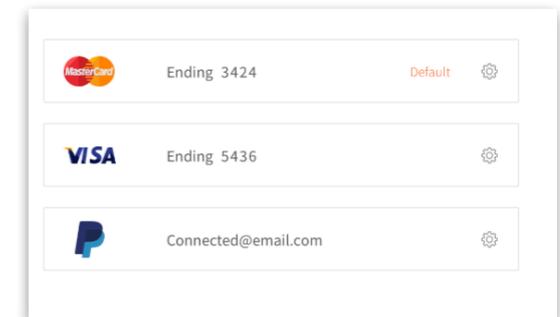
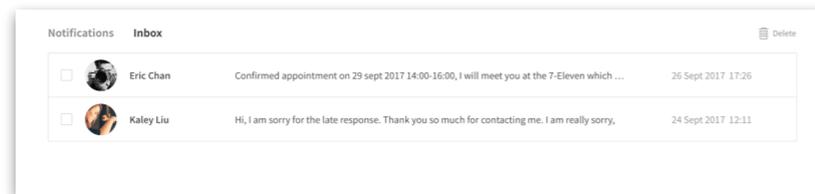
Desktop View



Mobile View

# Everything is on the Platform

Through the CaptureBest platform, users can complete the whole booking process; and photographers can manage their bookings and get payments directly on the platform.

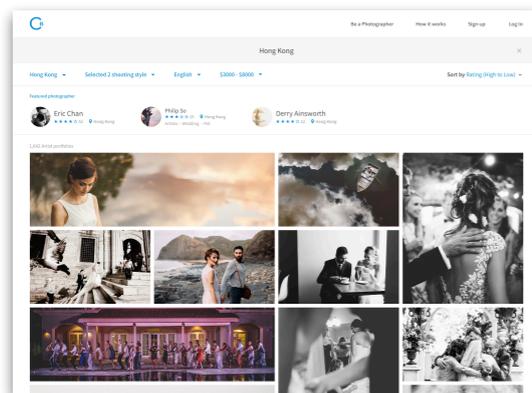


Ask

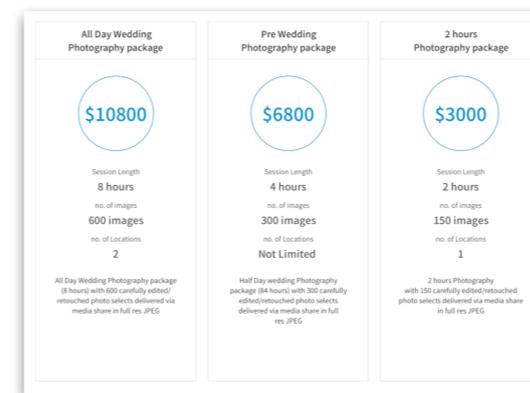
Pay



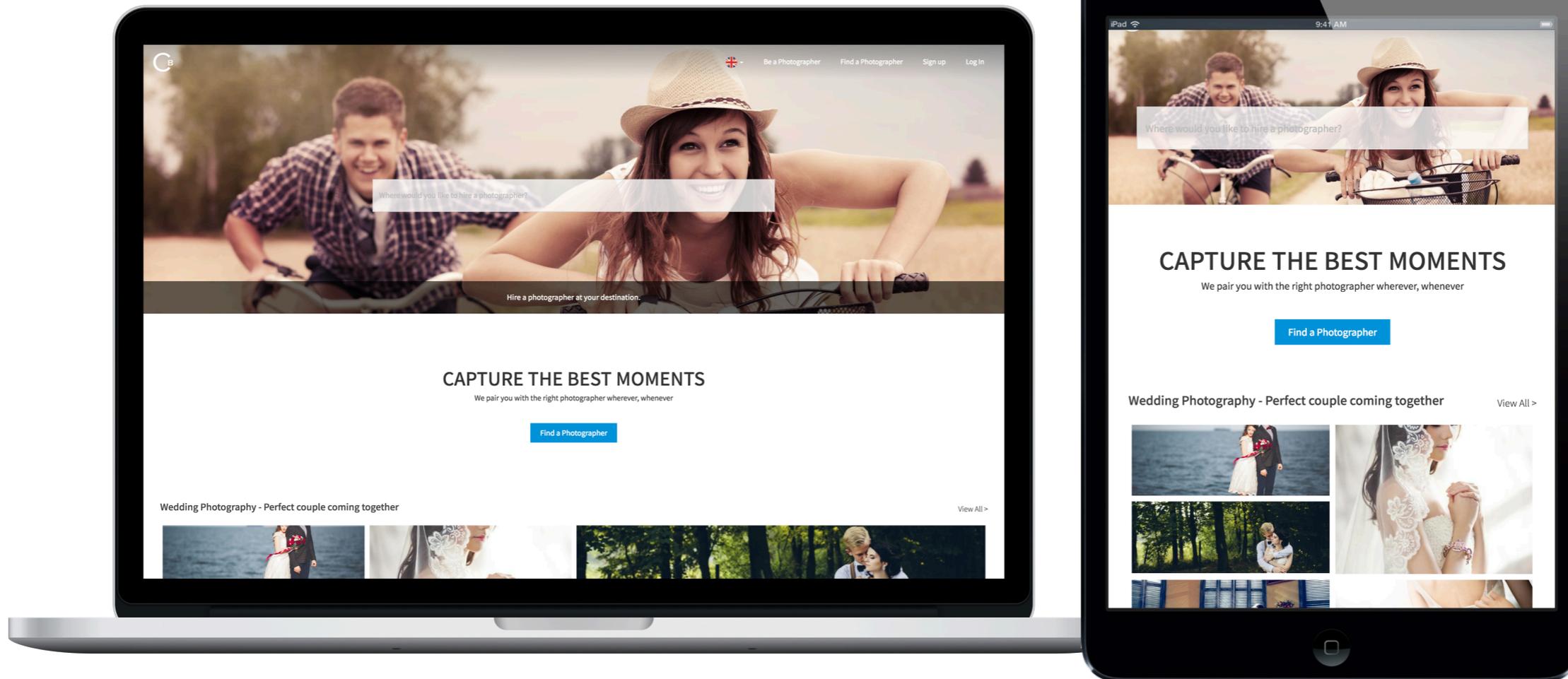
Discover



Book



# The Product - Homepage



# The Product - Photographer Portfolio

The screenshot shows a web interface for a photographer's portfolio. At the top left is a logo with the letter 'C' and a 'B' inside a circle. To the right are navigation links: 'Be a Photographer', 'How it works', and 'Messages', followed by a profile picture icon. The main header image is a close-up of a young child's hand being held by an adult's hand. Below this is a circular profile picture of a man with a camera. The name 'Eric Chan' is displayed, along with a 5-star rating and '52' reviews, and a location pin for 'Hong Kong'. A 'Send message' button is on the right. Below the profile information are tabs for 'Portfolio', 'About', 'Service', 'Reviews & Rating', and 'Package and pricing'. To the right of these tabs, it says 'Package start from \$3000' and a blue 'Book' button. Underneath, it says '8 images' and shows a grid of six photos: a wedding scene, a couple kissing, a group dancing at night, a person water skiing, a couple with a bouquet, and two smiling children.



# The Product - User Settings

CBBe a PhotographerHow it worksMessages

My ProfilePayment MethodsMy BookingMessagesReview & RatingAccount Setting



### General Information

Tell us about yourself, it helps us to provide a more personalized pairing experience for you.

First Name

Last Name

Where you live

Address

Languages

About Me

### Verification

You need to verify your phone number and email address before you make booking with photographer.

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#### Email address

A verification link will be sent to your email address, please verify your email address to help us ensure that your email address has been entered correctly

Email address

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Phone Number Not yet verified

# Choose Clarity As Your Software Developer



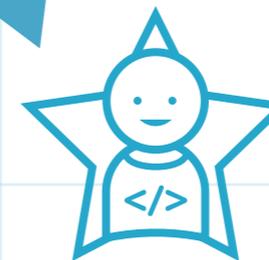
**Clear  
Communication**



**Strong Project  
Management**



**Quality  
Products**



**Experienced Team**

# Next Steps / Working Together



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We look forward to helping you reach your goals with our technology expertise.  
Please contact us with any additional questions.

<http://www.clarityhk.com/>

**Clarity**