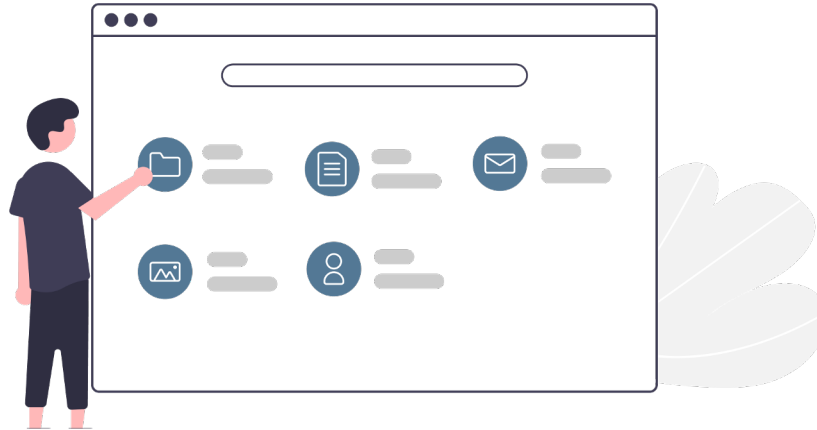


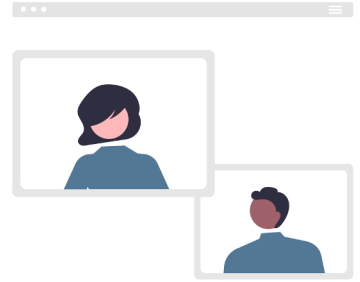
# Resonant with World

Sarah Tran



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# Project Overview

## Overview

**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.



Resonant With  
World

# Problem and Solution



## The Problem

### Current System

- Bookings are currently noted down through pen and paper and the use of spreadsheets
- Uses social media to accept bookings and to promote her business
- It is very slow and would not be sustainable if she wants to grow her business further



## Our Solution

### Our New System

- Build a website that automates and digitalises the business processes
- System will help administer her customers, arrange photoshoot projects, sell her merchandise and ultimately expand her business
- All the necessary database information will be stored within a database which will help users track their actions relating to the business

# Research



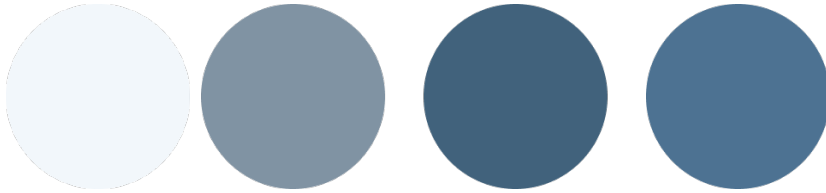
We conducted research by interviewing Anna Sola, and asking her questions to capture a better idea of what she wanted on the application.

In summary, she wanted:

- To digitalise her platform
- Sell merchandise
- Appeal to more customers

# Branding

## Colours



The logo is designed with a camera in mind to demonstrate that it is a photography business. The shape of the lens is the earth to represent the company's name.

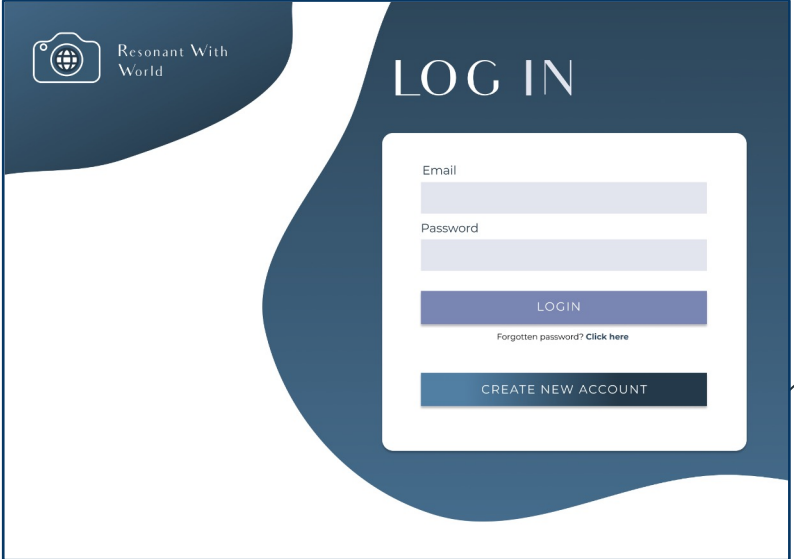
We chose a navy blue colour scheme as blue tends to be associated with the word 'world' and it is also one of the most used and popular colours used in brands.

## Logo



# Login and Registration

- Data about the user will be stored and collected during the registration process.
- Making an account will not be mandatory. Guests will still be able to purchase products but are encouraged to register if they are recurring customers.
- Customers will be able to view their order details and purchase history which allows them to keep track of what they have purchased/booked from Resonant with World. Customers' profile section will also be granted to edit their profile details when required if anything needs to be altered and changed.

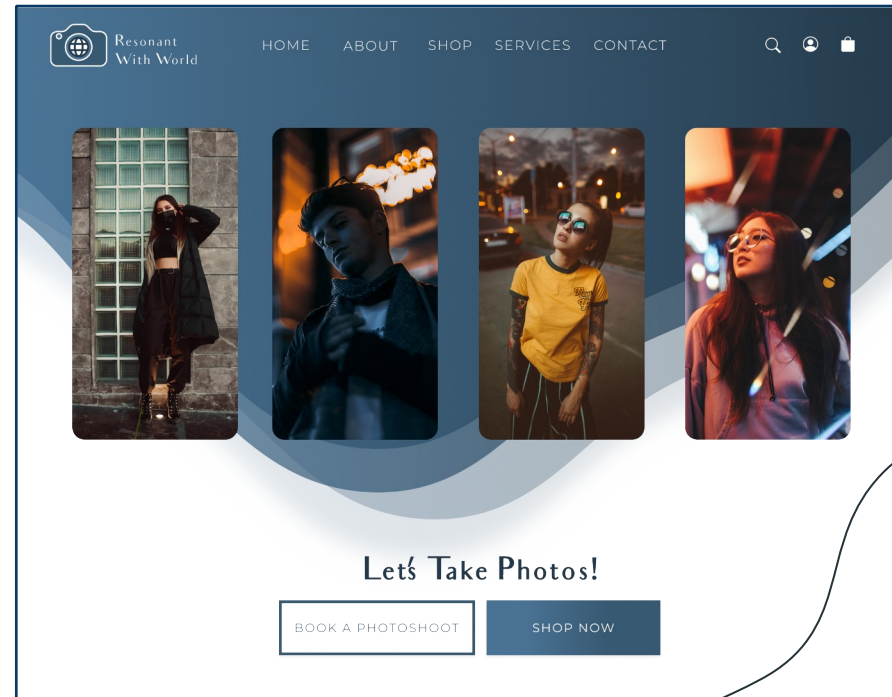


The screenshot shows the login interface for 'Resonant With World'. In the top left corner, there is a camera icon and the text 'Resonant With World'. The main heading is 'LOG IN'. Below this, there are two input fields: 'Email' and 'Password'. A blue 'LOGIN' button is positioned below the password field. Underneath the login button, there is a link that says 'Forgotten password? Click here'. At the bottom of the form, there is a dark blue button labeled 'CREATE NEW ACCOUNT'.

*Log In*

# Homepage

- Transitioning Resonant with Worlds' company onto a website will have many beneficial factors such as exposure to more potential customers, simple and easy management of their business and overall Resonant with World becoming more of a professional service and keeping up with the newest technology to advance in the photography industry.
- A section for 'Contact Us' for any general concerns or inquiries from customers, and also an 'About Us' section to explain the background of Resonant with World and also introduce Anna, detailing her motivations and years of experience within the industry.



Homepage



# About & Contact Us


- A section for 'Contact Us' for any general concerns or inquiries from customers, and also an 'About Us' section to explain the background of Resonant with World and also introduce Anna, detailing her motivations and years of experience within the industry.

## CONTACT US

📍 25 Exhibition Walk Clayton, VIC 3168

☎ XXXX-XXXX-XXXX

✉ XXXXXXXX@monash.edu



Name

Email

Phone Number

Message

SUBMIT

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**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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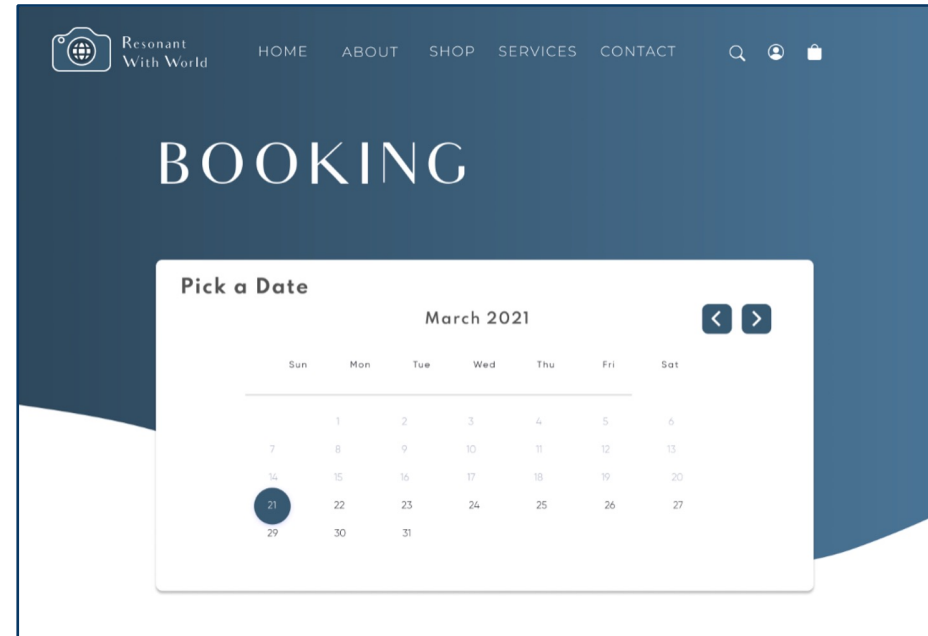
SUBSCRIBE

Email  →

Contact Us

# Booking System

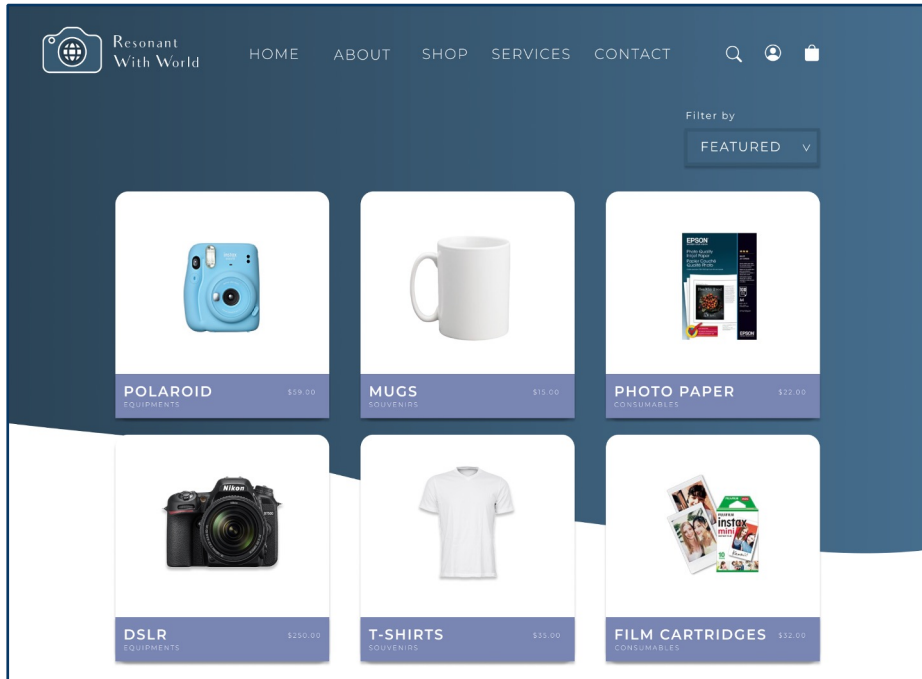
- Provide a booking system which will give customers the freedom to conveniently reserve a date and time and be able to choose when and where they can arrange their photoshoot.
- The booking system will make it more convenient as customers will no longer need to manually message Anna on her social media platforms and wait for a response. The booking system will provide availability and specific quote for their photoshoot and customers will have the ability to provide any special considerations necessary for their shoot.
- The format of the booking system will be in a calendar format which will allow users to have a visualisation of the specific date and time available for booking.



*Booking Calendar*

# E-Commerce

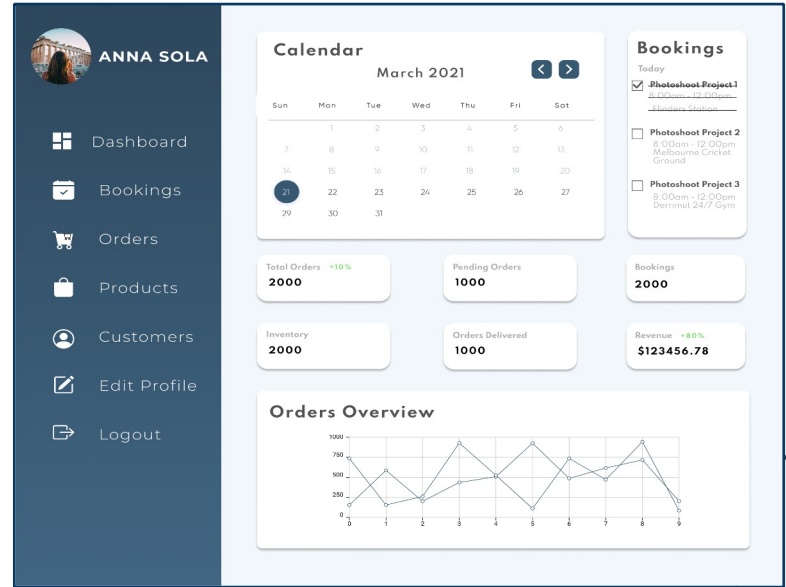
- With the implementation of E-Commerce within Resonant with World, customers will have the ability to buy the product over their website, features such as having the ability to filter products out by different categories such as souvenirs, consumables, equipment and services. Prices and naming conventions will make it more efficient to find specific products.
- Customers will have the ability to order their own photos or stock photos to put on merchandise such as keychains, mugs and more.
- Administrators will be able to add and edit existing and new products. With these products available in their store, a visual representation and a description of the product will be depicted as it will provide information for customers about each product.



Shopping Page

# Backend

- The system is used by many different users and there needs to be a different user experience for each user group: administrators and customers.
- Administrators of Resonant with World will be able to manage and edit the website whenever they want, track user behaviour, see an overview of KPI's on their dashboard, hence why their dashboard will be different from other users as more permission and authentication will be granted.



*Dashboard Backend*

# Benefits of Proposed System

## Online Presence

Website

## Convenience

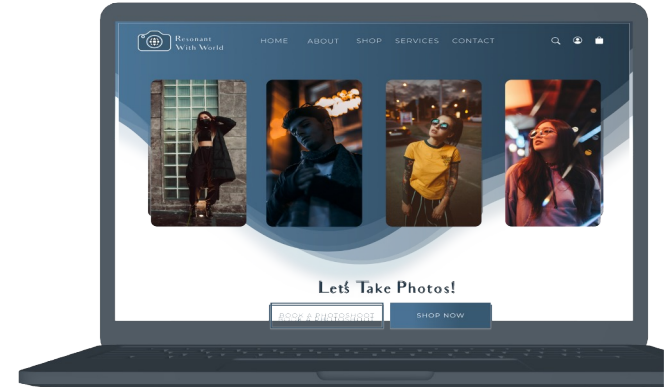
Accessible anywhere  
and any time

## Expand Business

Reaches wider  
audience

## Brand Recognition

Builds vision and  
brand



# Takeaways

With this experience, I learned a lot about using databases, MySQL and PHP. I coded a lot of the backend and it was very fun to learn! While I do prefer doing more frontend development and designing, it was a good experience learning and I would like to do more big projects such as this.

