Clarity

Case Study - CaptureBest

A Web Platform to Search and Book Photographers

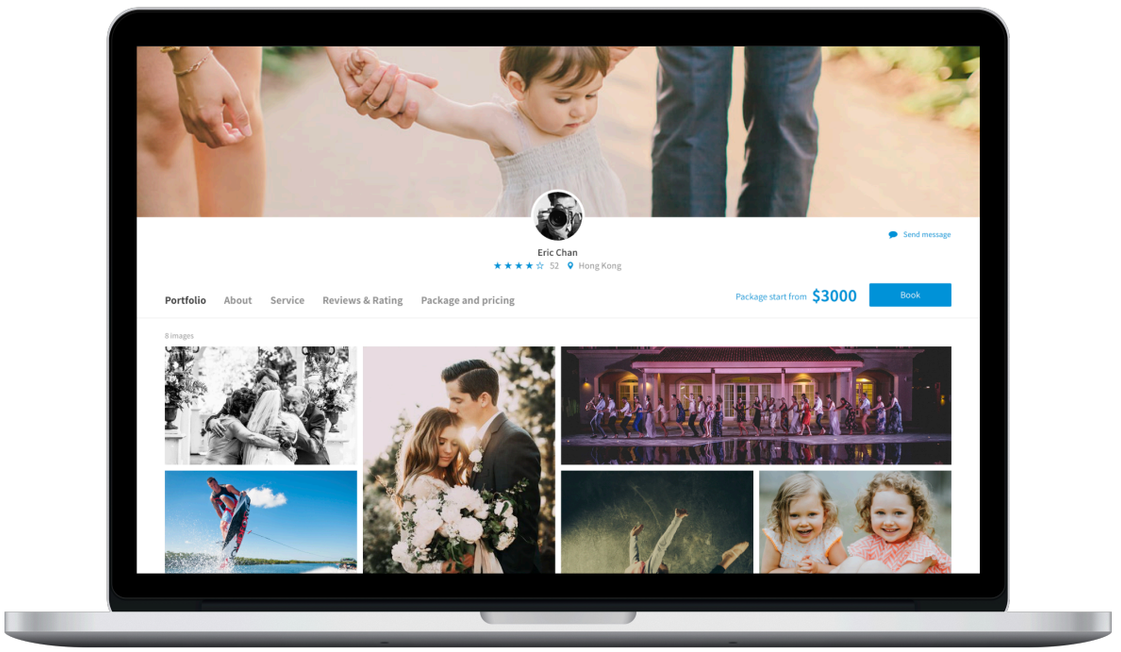
Project Background

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

https://www.capturebest.com/



The Challenges

Create a Credible Look

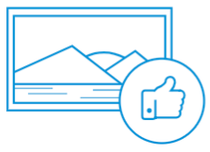
As both the clients and the photographers would do the transactions through the platform, it was important to make the platform look safe and credible. We had to consider how to explain the booking process by the UI and make the website look more trustworthy.

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

Transcactions and communication are safe and secure. You’ ll never pay for services that are not delivered.

TRUST

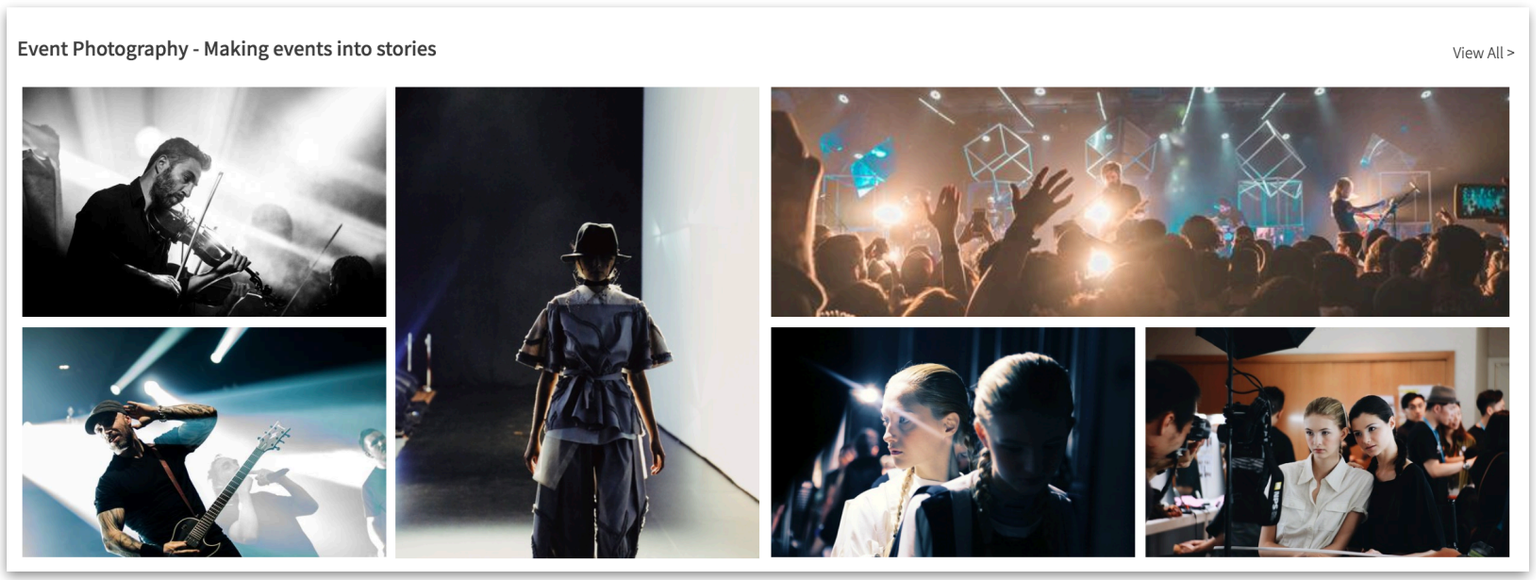
Save time on searching for local based photographers by looking at reviews and ratings.

YOU'RE ALWAYS PROTECTED

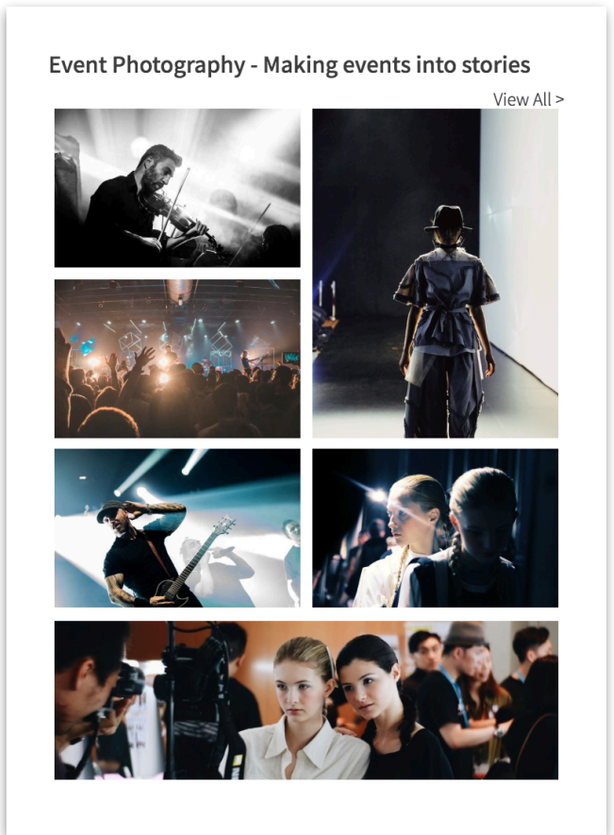
At Capture Best, we ensure all communications and payments are secure. We commit to provide a safe and secure marketplace. Customers pay once they confirm a booking and we hold the payment until photographers have completed their work.

Photo Curation

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



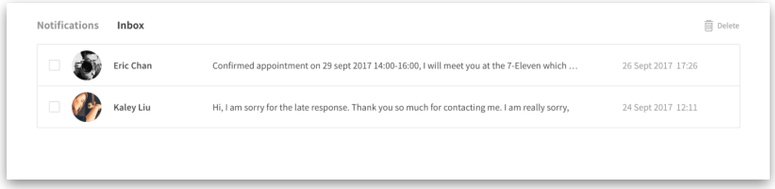
Desktop View



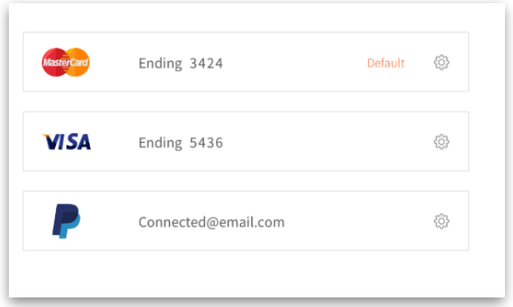
Mobile View

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.

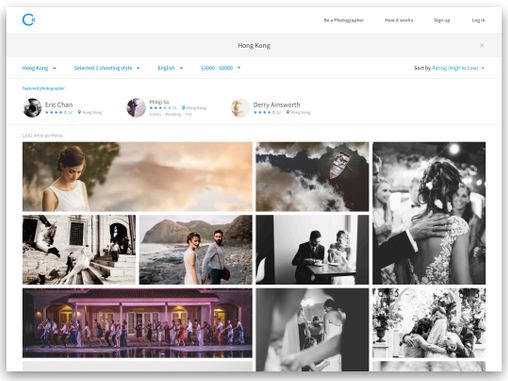


Ask

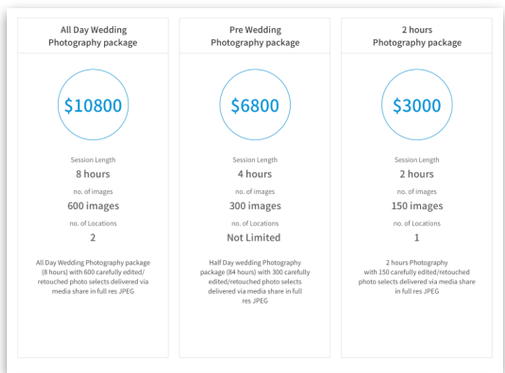


Pay

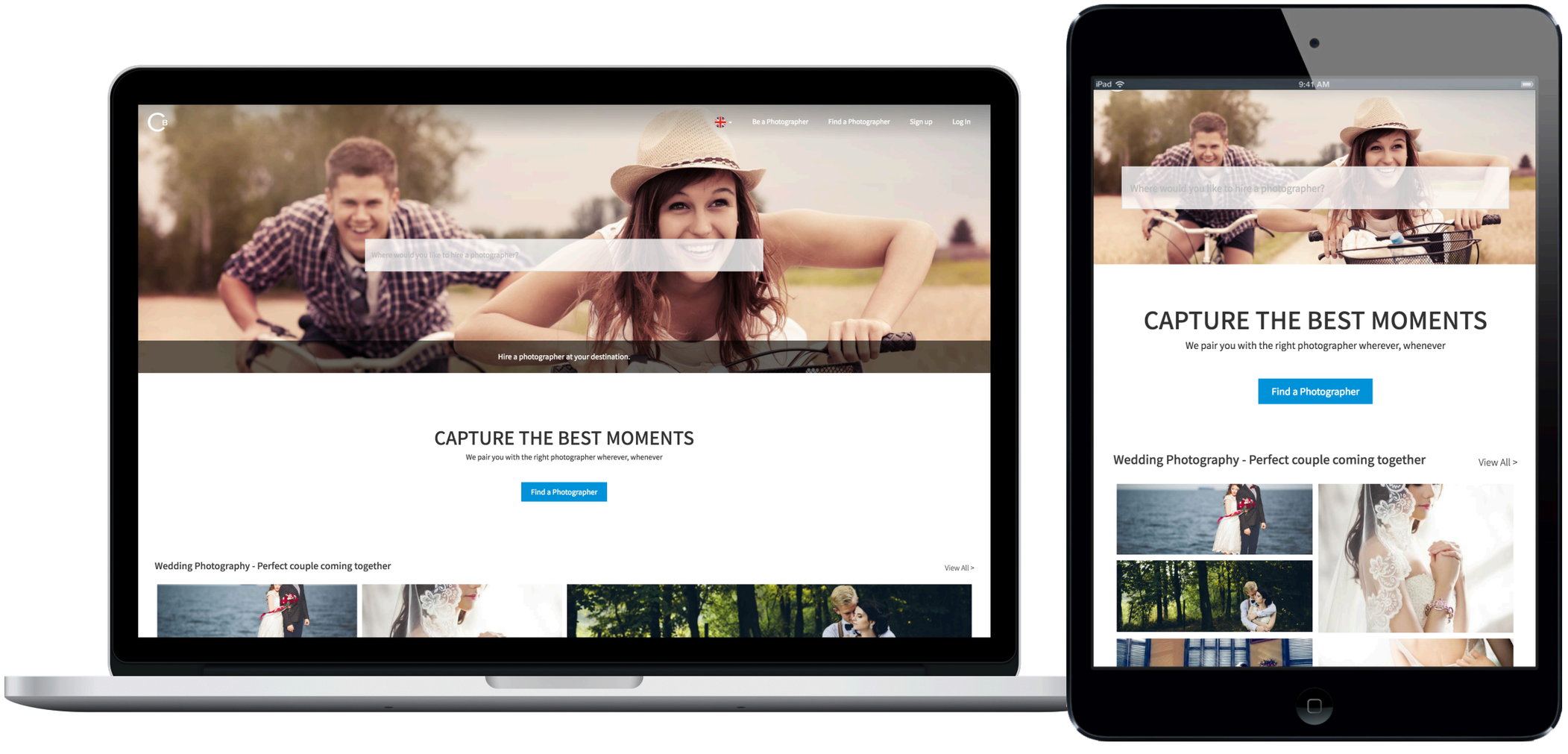
Discover



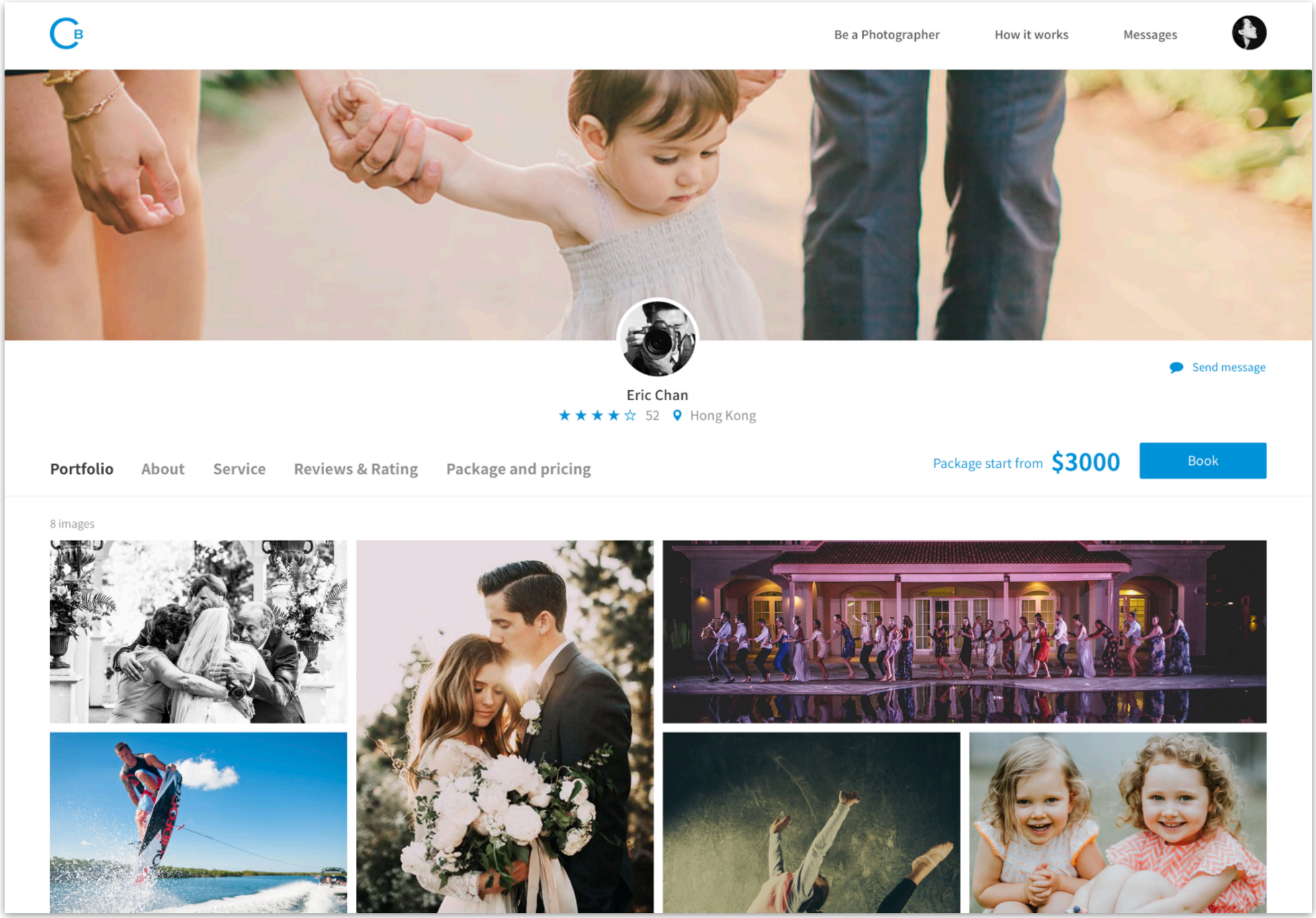
Book



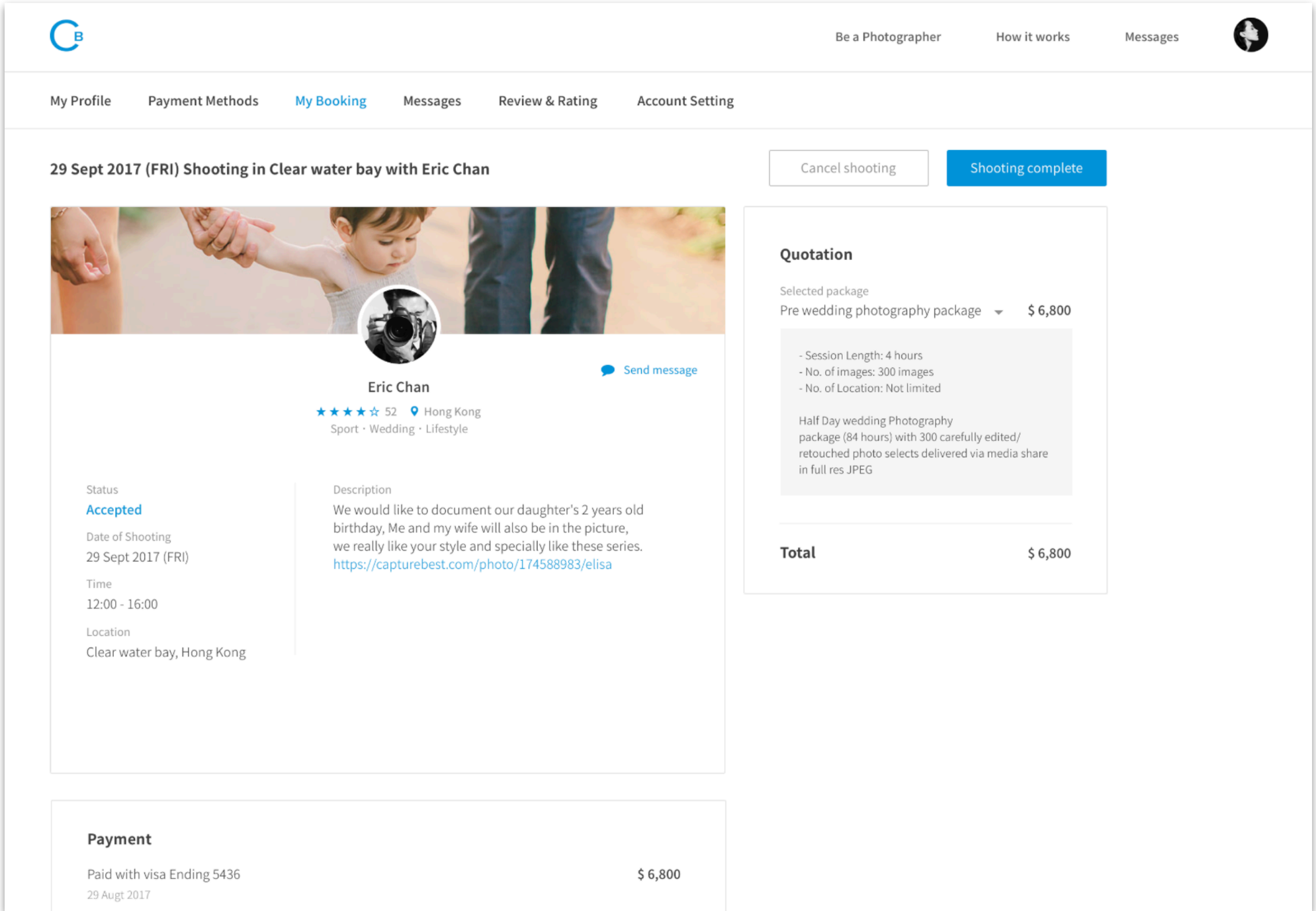
The Product - Homepage



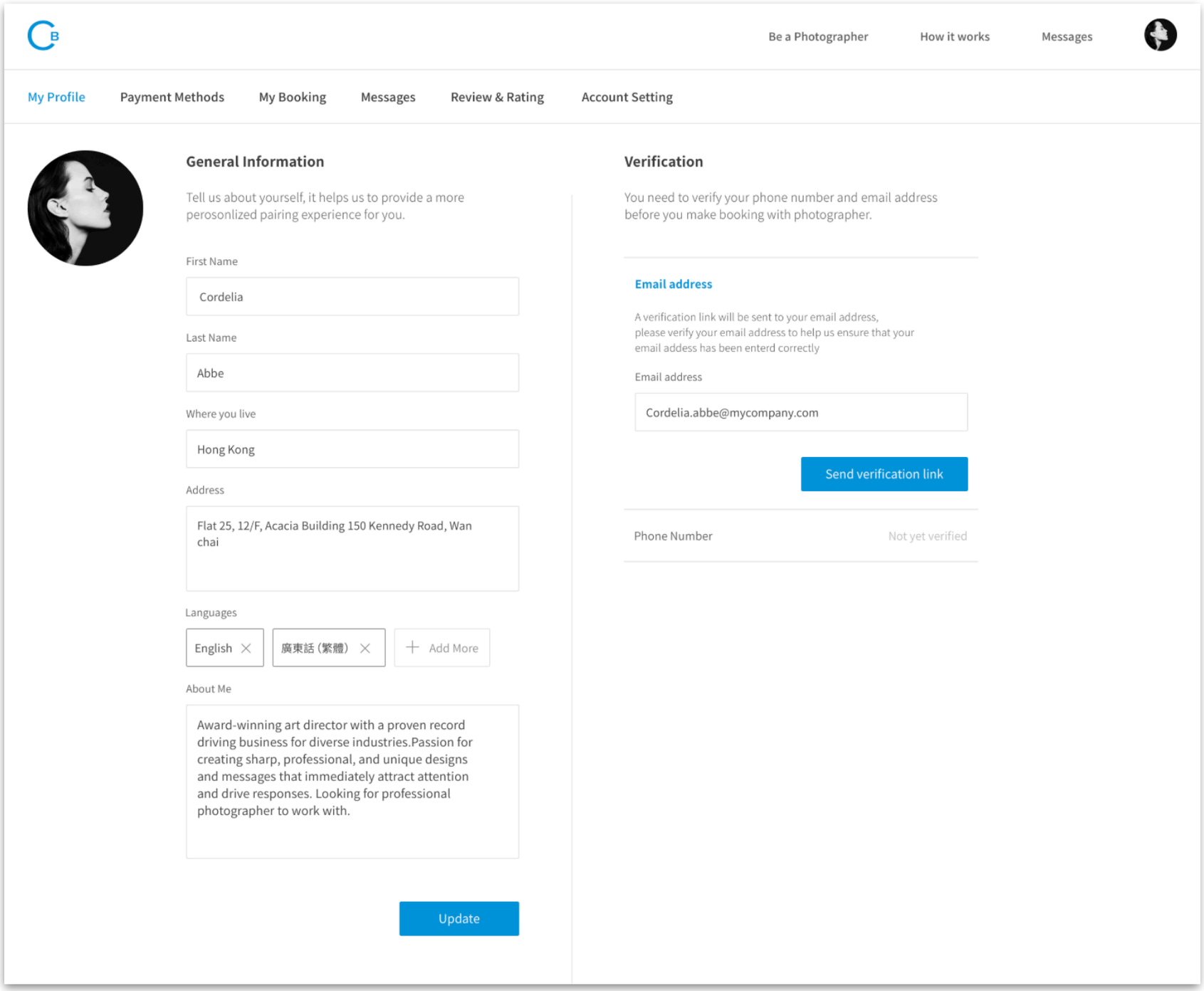
The Product - Photographer Portfolio



The Product - Booking Management



The Product - User Settings



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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/

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