

Who exactly are we talking to?

Men or Women?

Primarily women, but also includes couples.

Approximate Age Range?

25-35 years old.

Occupation?

Mid-level professionals, such as marketing managers, teachers, and small business owners.

Income Level?

Middle to upper-middle income.

Geographical Location?

Cairo, Egypt.

Painful Current State

What are they afraid of?

- Missing out on saving important moments that happen once in their lives and go by so quick
- The day goes by in a blur and they miss seeing their vision that they've poured months of their life into creating because that's just how weddings are sometimes
- Afraid of something going south out of the 539 things they have to have perfectly planned from the cake to the dresses to the tables etc.

What are they angry about? Who are they angry at?

- Heard about overpriced wedding photographer services that didn't meet the expectations of the people who hired them (friends or family)
- Unreliable photographers who didn't deliver quality work

What are their top daily frustrations?

- Stress about wedding planning details
- Coordinating with multiple vendors
- Hate fake looking pictures
- They're awkward, non-photogenic people because photographers didn't catch their best angles in the past
- Family doesn't get together that often
- She has been together with her spouse for 5 years and don't have any decent pictures together

What are they embarrassed about?

- Appearing awkward in photos
- Their family and friends find the wedding to be mediocre

How does dealing with their problems make them feel about themselves?

- Overwhelmed and anxious.

What do other people in their world think about them as a result of these problems?

- Friends and family may see them as incapable individuals in the group or poor planners who are not capable of handling stressful situations

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

"I'm so stressed about getting everything perfect for the wedding, especially the photos. I can't afford to have bad pictures of such an important day."

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- They are having a perfectly organized wedding with stunning, high-quality photos capturing every special moment.
- A photographer who has a lot of experience at their venue/popular venues is basically

guiding them for the day

- Their photos are natural, spontaneous moments captured to reflect the genuine emotions
- Their future family seeing what their old lil grandma or grandpa wanted to look like back in the day
- These photos are one of the rare occasions where family is in one place
- Got pics for the first dance and speech and cake cutting
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Who do they want to impress?

- Their parents, their friends and their spouse
- Social media followers

How would they feel about themselves if they were living in their dream state?

- Proud and accomplished.
- Confident and validated.

What do they secretly desire most?

- To be the center of attention and admiration.
- To have lasting memories that reflect their special day perfectly

If they were to describe their dreams and desires to a friend over dinner, what would they say?

- "It's the most worthwhile money we spent this weekend"
- "Definitely felt like it was worth it, especially since we negotiated a custom contract that basically traded two hours of wedding day coverage for the engagement shoot."
- "Found a photographer that understood what I wanted (family, memory shots, portraits etc) and she really focused on those"

• "أنت كنت أحلى حاجة في اليوم يا مازن"

Values and Beliefs

What do they currently believe is true about themselves and the problems they face?

- They feel that their wedding day is one of the most important days of their life and should be captured perfectly. You can't redo the day!
- Photographers are just one out of the million other things that she has to have in place for the wedding
- **They prefer photographers who can offer more than just taking pictures, acting as informal coordinators**
https://www.instagram.com/reel/C64KuLcskcs/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
- WOULD get uncomfortable when shooting their wedding shoot if there are other couples there
- **Strong preference for candid photography over staged or gimmicky poses**
- How comfortable you will be at their presence and how much you'll end up loving the result is what matters most
- As family grows, these will be the pictures that'll ultimately be passed down from generation to generation...
- **Meetings, consultations and even engagement shoots with the photographer can be silly but they help to get to know the photographer, talk about the details and possible references they can model** and relax a bit with them so it's better to get to test the photographer in a mini-shoot
- Memories fade, pictures don't
- it has nothing to do with social media
- **Only a few things last beyond the wedding day** - typically the actual marriage (we hope) and the photos we get of the memories made.
- it is entirely possible that you could skip having a photographer and be perfectly fine with it. But at the same time **the day goes by in a blur for a lot of people, and sometimes you just miss seeing your vision that you've poured months of your life into creating**
- No one ever regretted getting a professional photographer for their wedding, they do regret NOT getting one

Who do they blame for their current problems and frustrations?

- Inexperienced or unprofessional vendors.
- Themselves for possibly not making the best decision possible in the past.

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

I don't think she's ever tried to solve this problem or that she is even aware of the problem

- She thinks that hiring cheap photographers could end up in him not delivering quality results or even care about building rapport with them/what they actually want out of the

photos. This could happen due to poor research and unreliable recommendations.

- Guests' cell phone recordings: Doesn't come close to the real thing

How do they evaluate and decide if a solution is going to work or not?

- Based on reviews and testimonials of their family and friends
- Photographers' portfolios, looks and instructions (in videos, reels, captions, etc.).
- Seeking recommendations from online trusted sources.
- Is it culturally appropriate?

What figures or brands in the space do they respect and why?

- Zatona - Photography
- Mazin Morsi: https://www.instagram.com/mazinmorsi_ph/?hl=en
- Gihad Belasy: https://www.instagram.com/gihad_belasy/?hl=en

What character traits do they value in themselves and others?

- Reliability, professionalism, and creativity.
- Attention to detail (like the ring, lashes, accessories, unique parts of the dress and being able to pick the right candid photos)
- A strong work ethic.
- Spontaneity
- Flexibility
- Dedication

What character traits do they despise in themselves and others?

- Laziness, unreliability, and lack of professionalism
- Dishonesty and poor communication skills
- Forcing shoots or photos down their throat

What trends in the market are they aware of? What do they think about these trends?

- Pre-wedding shoots, candid photography, and social media-friendly content. They believe they are necessary for qualifying a photographer.

What “tribes are they a part of? How do they signal and gain status in those tribes?

Basic Avatar



- Background Details
 - Name: Batool
 - Age: 28
 - Occupation: Marketing manager
 - Location: Cairo, Egypt
 - Income: Upper-middle to upper class
 - Status: Engaged, preparing for her wedding.

Day in the life:

- Batool wakes up with a flutter of excitement in her chest. The day is bright, and Cairo hums with life outside her window. *"There's so much to do,"* she thinks, her mind racing through a list of tasks that's grown longer over the past few months. *"The seating chart, finalizing the cake... and yes, the photographer. I still need to lock that down."*
- She heads downstairs to the sounds of her mother on the phone, finalizing the last-minute details with the florist. The smell of breakfast lingers, but Batool's already thinking about the wedding. *"No one ever regrets hiring a photographer,"* she reminds herself, sipping her tea, *"but I still have to find the right one."*
- For now, her focus is on the little things that are just as important: getting the table arrangements perfect, making sure the caterer knows the family's preferences, and of course, coordinating the bridal party. Every detail matters. *"This is what we've been planning for so long—it's finally happening."*
- As the afternoon sun beams through the windows, Batool finds a quiet moment to herself. *"The photographer can wait a bit longer, but not too long,"* she thinks. She knows there is someone out there who can capture the candid moments she's dreaming of without making it feel staged.
- By evening, the house quiets down, and Batool smiles at the thought of her wedding day. Tomorrow might bring more tasks, but for now, she lets herself imagine the joy of it all—the laughter, the love, and the memories soon to be made.