

Lillie Green

Architectural Photographer

Lillie studied photography and loves finding form and beauty in the real world. She finds inspiration in a well designed building and sees her challenge as finding the best way to showacase the most important aspects of in a limited number of photos.

Core Needs

- Fulfill daily point requirments
- Be able to schedule and reschedule shoots
- Be able to locate and get to shoots
- Be able to process media and upload to property

Motivations

- Taking stunning photographs of beautiful buildings
- Flying drones
- Personal Autonomy
- Customer service
- Providing accurate data

Pain Points

- Scheduling shoots
- Day planning
- Juggling multiple apps and devices
- Unprepared clients
- Finding and assigning PAs
- Organizing and curating media

Opportunity Overview

Data integrations
Photographers are constantly juggling apps and devices while on the move and they are accessing several information resources inside and outside of the CoStar ecosystem to complete a single task. Centralizing the information they need will reduce stress and increase speed, efficiency, and accuracy.

Planning
Photographers spend the first part of their day (or last part of previous day) figuring out where they need to go, when, and what they can do in the area once there. Helping photographers better plan their day will save time in both the planning stage and in the execution stage.

Scheduling
Photographers spend a big portion of time just trying to get media shoots scheduled. This includes understanding the shoot, the sun, the weather, and then tracking down the site contact and setting up a time, which can take weeks. Providing the photographer with better tools and integrations could help speed this process along.

	PLANNING (30 mins - 2 hrs)			PAID MEDIA SHOOT (1-5 hrs)			PHOTOGRAPHY ASSIGNMENTS (15-45 mins)		POST-PROCESS (1-4 hrs)			FEEDBACK (5-20 mins)		
TASKS	**Plan the Day** Understand needs for the day and how to make efficient use of time	**Prep for Future Media Shoot** Understand the variables and needs of a media shoot before scheduling	**Schedule Future Media Shoot** Schedule as many future media shoots as possible	**Drive to Media Shoot Location** Get to media shoot location safely and on time	**Meet with Property Contact** Understand the immediate needs for the shoot and strategize accordingly	**Perform Media Shoot** Gather photos, matterports, and video. If Ten-X, also gather tenant data	**Assigned PAs** Update photos for known properties that are assigned	**PA Opportunities** Update photos for nearby unassigned 3-star buildings, 20,000+ SF	**Download & Edit Media** Get images & video cleaned and organized for upload to CoStar systems	**Upload & Curate** Upload media and ensure that the correct media is shown in the correct order	**Complete Task** Close task and receive credit for the work	**Check Cross Audits** Gather feedback on audited images	**Check Scorecard** See points and image ratings	**Check FP Performance** See overall group/individual performance
ACTIONS	• Clock in on Workday • Check Outlook for scheduled shoots • Search Media Manager/FP for shoots & PAs • Find follow-ups • Check conditions: weather, sun, FAA, etc.	• Track down contact • Verify location variables: weather, sun, property, FAA reg. • Review existing media content • Check availability • Book accommodations if traveling	• Call or email media shoot contact • Manually add shoot to Outlook Calendar • Add activity to PRT • Set follow-up if needed	• Open Workday and set timecard task • Open FieldPro, find media shoot location • Jump to navigation • Drive to Location	• Set expectations • Walk the property and strategize order and timing • Address anything that needs to be addressed prior to shooting	• Take property photos/videos • Take drone photos/videos • Take matterports • Gather Ten-X tenant data and input into FieldPro Mobile	• Update Workday • Choose PA to shoot • Route to PA • Shoot PA	• Search/filter for nearby PAs in CoStar • Choose a PA to shoot • Write down PIDs or review breadcrumbs for manager to assign • Route to PA • Shoot PA	• Download media to local from camera equipment • Organize media based on shoot • Edit media in editing suites	• Upload media to property through FieldPro Uploader • Add titles • Curate the media, making sure correct photos are in correct place	• Close media shoot task • Contact client to let them know media is ready (Media Shoot) • Upload PAs/CMSs and submit for managerial review (sometimes done individually, sometimes en masse)	• Open FieldPro • Navigate to Media Ratings	• Launch SQL Report	• Open Field Pro • Navigate to Performance tab
MOOD	"Where am I going today and what can I get done?"	"I need to figure out best time and day before I reach out. Ugh! No contact!"	"Ok, one scheduled, but the others aren't responding. Guess I'll try again tomorrow."	"That was a pleasant two hour drive, what a great podcast. I really hope they're ready…"	"Annnd…they're not ready. I can shoot a couple things now. What else can I do while I'm here?"	"Ok they're ready now. Gorgeous day, awesome property - this will be a great	"There are so many assigned PAs, I can't filter on 'type' or 'due date'? Seriously?"	"Annnd my pencil fell behind the seat. I'll have to add the PIDs in One Note or later." *sigh*	"Ok, day is done! Time to dump, sort, and edit. What did I do with my notes…"	"1…2…3… 4…"	"Bada-bing bada-bang! Let's call the client and wrap this puppy up."	"Hmmm…I guess Bill didn't like my photo"	"Did I make my points today? Maybe, what time does this sync again?"	"Why did they even make this?"
TECH	Media Manager, FieldPro Web, Outlook, Weather, Sun, FAA, Google Earth, Nav, Workday	Media Manager, PRT, Outlook, Weather, Sun, FAA, Google Earth, Nav, Workday	Media Manager, PRT, Outlook, Phone	Workday, Nav, FieldPro Mobile	FieldPro Mobile, Workday	FieldPro Mobile, Workday, DJI App, Aloft	Workday, DJI App, Aloft, Field Pro Mobile, cameras, drones	Workday, CoStar, Field Pro Mobile, DJI App, Aloft, cameras, drones	Workday, media equipment, media editing software	Field Pro Web, PRT	Field Pro Web, Outlook, Phone	Field Pro Web	Excel, SQL Report	Field Pro Web
PAIN POINTS	• Too many apps • No way to see past due or follow-ups in MM • No way to route • Have to remember nearby PAs	• Scattered information, too many apps • Difficult to track down property contact • More details often needed before scheduling the shoot	• Manually add shoot to Outlook Calendar • Calendar not synced to apps • Activity manually added to PRT • Some properties lose UC status: wild goose chase	• Stopping car to open Workday and switch timecard • Back and forth between FieldPro and navigation • Charging car and knowing where charge stations are	• Shoot needs to be delayed / rescheduled • Site contact is clueless because did not order • Media capture happens out of order • Cancellations	• Juggling equipment • Trying to maintain a shoot order for easier post-process • Tracking unit numbers, SF, models, names • Matterports can be time intensive	• Too many assignments to sift through, not enough filter options	• Have to go to CoStar app to find opportunities • Have to remember PIDs that were shot	• Organizing photos by shoot and location • Editing video 3 times for apartments to add different color logos	• Unable to multiselect • Client wants things curated differently			• Spreadsheet • Not always in sync with other systems, often 1 day behind • Sometimes data is missing, requiring manual tracking	• Doesn't contain score card • Difficult to interpret at a glance
OPPORTUNITIES	• Favoriting PAs for quick access later • Automated routing • Map overlays • Integrations: Weather, Sun, MM Companion, SQL reports, FAA • Planning enhancements	• App/data integrations to create single source • Calendar View of work items • Templatized form sent to client for filling in commonly needed details	• New CTI tracks follow-ups and activities (may need adjustment) • Integrate Outlook calendar invites with CTI • CTI on mobile	• Integrate timecard into FieldPro Mobile • Voice commands for timecard • Integrate navigation into Field Pro Mobile	• Favorited PAs • Outlook calendar intergrations into FieldPro • Reminders to client • Keep declined open until contract ends • Update status/notes	• Property Shoot notes?	• Enhanced Filtering • Route planning would allow users to know where they're going ahead of time	• Self-assign PAs • Autogenerate potential shoots nearby	• Media editing API integrations? • Auto create folder based on assignment? • Auto upload via bluetooth?	• Enable multiselect for media upload/curation • Allow client/sales permission to media curation		• Notifications • Ability to respond	• Integrated into rest of systems • More responsive data syncs • Reliability	• Make data more useful and understandable • Incorporate scorecard data