

Case Study: The Journey to a Modern Picture Day

Introduction

After yet another catastrophic Picture Day, a New York City middle school was in dire need of a change. Their photographer was unorganized and the set-up was chaotic, which resulted in lackluster pictures, disappointed parents, and an administration overwhelmed with questions and complaints. The school wanted to solve this problem and meet the evolving needs of parents by providing a fresh, interactive, and seamless experience.



Background

The middle school's PTA and parent volunteers had worked with the same photography company for years. They were comfortable doing so and didn't realize better options were available.

In addition to a stressful Picture Day, parents considered the school's photography service mediocre due to its limited options, lack of creativity in poses, and the absence of modern online ordering. As a result, the school secretary was overwhelmed with questions and complaints from the students' parents. This made the overall experience a hassle for the entire school community.

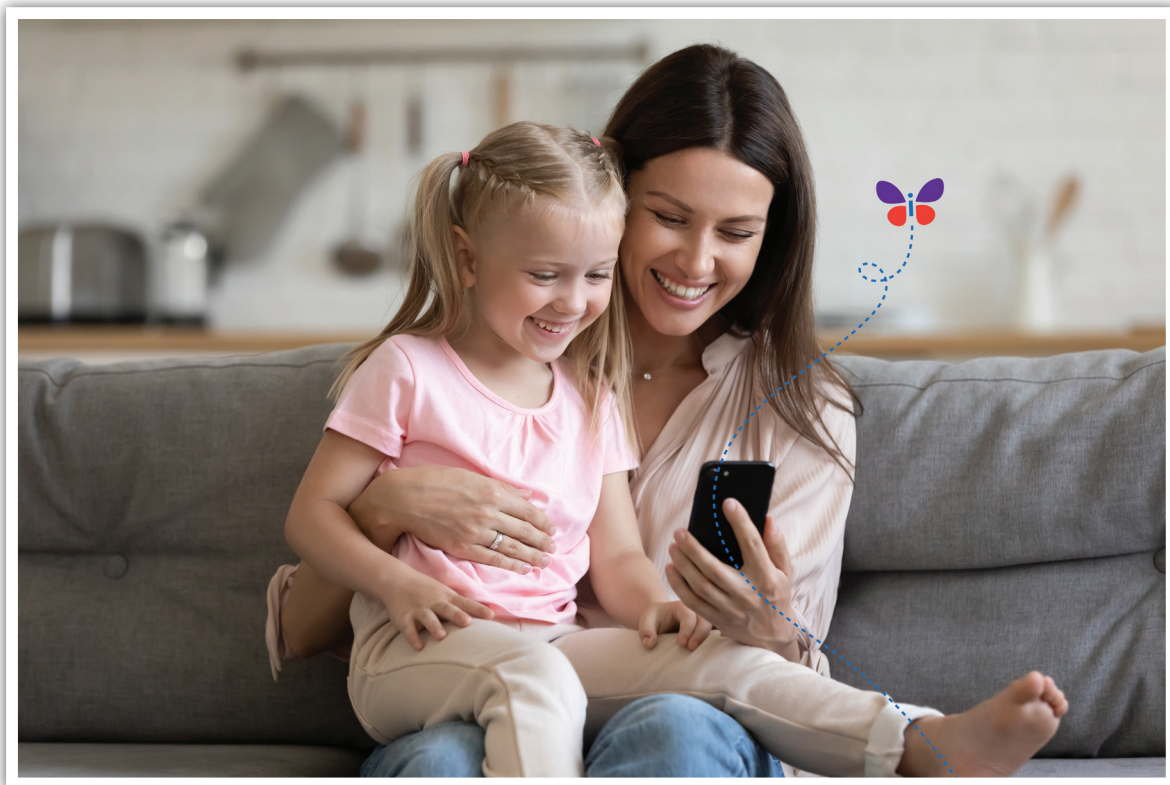


Best-in-Class Solutions

As a trusted and reliable leader in school photography, Irvin Simon Photographers understands the importance of a seamless Picture Day. Recognizing the need for stunning portraits and a user-friendly ordering process, we sought to make a positive impact by guiding the school through an efficient and well-planned Picture Day experience.

Objectives

- To capture the essence of each child's personality in their school portrait
- To provide families with a streamlined and modern ordering experience
- To relieve the school administration from juggling questions from dissatisfied parents



Approach

- **Capturing the Essence of Individuality**

We introduced a repertoire of creative and modern poses, moving away from conventional, generic looks. Our experienced, outgoing photographers focused on capturing the individuality of each child, ensuring a meaningful representation in the photographs. To enhance the visual appeal, we provided various background options for parents to choose from.

- **Transforming the Photo Ordering Experience**

We introduced pictureday.com, our user-friendly online ordering platform, allowing parents to view and order their child's photographs from anywhere. This empowered parents to make informed decisions and ensured they were satisfied with the final product before it was delivered to their home. This simplified the process and eliminated the hassle associated with paper order forms.

- **Freeing Up School Administrators**

By transitioning to a more modern and parent-centric photography company, the burden on the school secretary to handle numerous parent questions significantly eased. The introduction of an efficient online ordering system allowed parents to easily navigate through their child's photos, reducing the need for constant inquiries. When parents did have questions regarding their child's school photos, our customer care team was able to quickly assist them without involving the school.

- **Guidance Every Step of the Way**

From the planning to Picture Day, we led the school through every step of the experience. We understood the school had its own special needs, and our Picture Day Coordinator helped capture the essence of its community. Our hands-on approach guaranteed the school received the attention it deserved, making the process efficient and enjoyable for students, staff, and parents.

Fun, Fresh Looks



Results

The transition to Irvin Simon Photographers brought about a remarkable transformation in the school photography experience at the middle school. Parents expressed high satisfaction with the fresh poses, online ordering convenience, background choice, and the ability to preview photographs before making a purchase. Our interactive and experienced photographers added a personal touch that was previously lacking, contributing to a positive and memorable experience for students and their families.

We demonstrated that school photography can be an enjoyable and personalized experience, capturing the essence of each child's personality while providing convenience for parents and the school.

We love what we do!

Our fun, friendly photographers are ready to turn your school's Picture Day into an exceptional experience



Interested in learning how to transition to Irvin Simon Photographers for an exceptional Picture Day experience? Contact us today!

irvinsimon.com

