

# Pictorr - India's first freelance photography platform

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**Abstract**— The need for on-demand photography services have come to a peak since we have moved digitally from buying groceries at home to buying clothes, furniture, cooked food & much more. The process of how we buy these products is online, where we cannot touch or feel the product before buying. At that place the photos of the products & reviews of the product become the deciding factor to buy a product or not. In this paper we will discuss about Pictorr, an on-demand photography platform that connects all the freelance photographers across the world, so that you can get a photographer for food, product, e-commerce, Real-Estate & any event wherever you need. The purpose of this platform is to be a solution for companies like Oyo, Zomato, uber eats, Swiggy, fab hotel's etc. where they need photographers every day at different places across the country & there is no such platform that can provide the trained professional photographer within a minute anywhere in the country. We are making this possible using a partner app that will help photographers to onboard with us, fill their details such as name, location, address, the genre of photography, govt id. A website for business owners, Customer's Photographer who want to avail of our services, see our portfolio & contact us. Photographers can also get registered with us using our website or partner app. This platform solves the Photography problem for all Big & small businesses, resellers, hotel chains, food chains, e-commerce industry & Real-Estate.

**Keywords**— Photography, Pictorr, freelance-photographer, Digital industry.

## I. INTRODUCTION

Pictorr, a platform that connect all the freelance photographers across the world, so that you can get a photographer for food, product, e-commerce, Real-Estate & event wherever you need [1]. Pictorr also provides jobs to professional photographers & help them to scale their earning & upgrade their skills. "89% of online customers' say that picture quality is the most necessary factor in an online buying" As per research, 93% of customers believe visual substance to be the key main factor in a buying choice [6]. Above all the nature

of the visuals, you'll use to show how your items look is ESSENTIAL [2]. Etsy, "an online business Website concentrated on high quality or vintage things and specialty supplies." with a list of more than 60 million things, found that the nature of pictures was the most significant factor in an online deal for 90% of its clients! "87% of online customers want photographs to bring their experience to life" Clearly photograph quality is an absolute necessity have in case you're running a web-based business site, yet it's insufficient all alone. These days individuals, particularly the X, Y, Z ages, are searching for EXPERIENCES when purchasing on the web, which is the reason your pack shots ought to be an impression of your image picture and recount to a story [1][2].



Fig 1: Ecommerce photography with post production

As per an examination led by Big Commerce, 78% of online customers need photos to breathe life into items - they need to consider them to be as though it's their very own piece day by day lives. Item photography has the ability to portray a story: what the brand is about, what it intends to customers, and why the guest should think about it. That's true: huge HD pictures are getting increasingly more typical on web-based business

destinations everywhere throughout the world. Greater pictures make locales look better, and besides upgrade customer's encounters, which implies more leads and more deals [8]. Boost your e-commerce selling with "AI post Production" using huge images having excellent, great pictures aren't sufficient in 2019. At the present time individuals need to see huge pictures, various approaches to find the item preceding getting it. "Using a huge product photograph size on website boost sales by 11 %". The most effective method to Excel in Real Estate Photography Land Photography is getting top rankings in each rundown "on the best way to bring in cash as a picture taker." The land showcase is as of now blasting, and the interest for land photography is on the ascent [3] or on the other hand fledglings hoping to take up proficient land photography, the best way to begin taking fantastic land photographs is to contemplate effective models. Study and break down land photos. What catches your eye and why? Take a gander at the points and lighting utilized in the pictures.



Fig 2: Real-Estate HDR Photography

There are a lot of sites like Houzz.com which have staggering land photographs that you can most love and allude every now and then. Land photography is much the same as some other stream of photography - you have to move towards it innovatively and imbue it with character, an interesting point of view, and a new methodology. Let the property that you are shooting guide you on the most ideal approach to photo it [4]. Try not to follow a set example, or, in all likelihood, you will wind up with comparable looking shots on numerous occasions. The most effective method to Excel in Real Estate Photography - The Complete Guide The motivation behind land photography is to sell houses. Real estate professionals are searching for extraordinary styles that will grab the attention of possibilities in an ocean of the individuals who are going after land photography [18]. While this isn't

income sans work, yet for a picture taker ready to learn, it can end up being a gold mine. Words generally can't do a picture justice. In land, an enthralling picture can sell a property and be worth a huge number of dollars. We have assembled a progression of land photography tips accumulated from top picture takers that would assist you with shooting pictures that sell homes and advance beyond the game.

An examination led by Forbes has indicated that half of the online customers state "enormous, top-notch item pictures are a higher priority than item data, depictions or even surveys."

Czech Republic's second-biggest online business retailer has seen a 9.46% expansion in deals on pages with greater item pictures. "90% of customers need a feature to turn around the image in 360° degrees"[16][17] Individuals are searching for animating and intelligent shopping encounters. Having basic item photography isn't sufficient. Including 360° item photographs is an incredible method to "reproduce the disconnected experience on the web" and give the watcher the extra certainty expected to purchase your items [17].

Organizations have been concentrating on the most proficient method to diminish this rate without raising expenses or changing their strategies. As 360° and 3D photography are helping them to make progressively educated buys, the arrival pace of the items utilizing them was diminished by half and customers are 85x bound to share a positive survey than a negative one [16].

At last, items utilizing 360° perspectives items have demonstrated a 30% higher transformation rate than those without!

Since our creation in 2016, we've been working with lofty customers everywhere throughout the world delivering photos, recordings, 360° VR, and other visual arrangements. proficient picture takers [17]. We likewise alter and convey each pack shot back to the customer in 24 hours because of our restrictive correcting AI. Regardless of whether you need "fundamental" pack shots with white foundations, increasingly inventive ones with various shaded foundations, or custom-made substances to accommodate your circumstance, our answer is adjusted to your prerequisites. Over 75% of guests to properties on Airbnb and other comparable destinations state that the photos of the convenience impact their choice [19]. For momentary rental

organizations specifically, photographs assume a critical job as the initial introduction for the greater part of their site guests. On TripAdvisor for instance,



**BEFORE**

**AFTER**

53% of clients won't save a room or condo on the off chance that it doesn't have any photographs [13].

Fig 3: Difference in Professional Photography

Professionally Photographed image boost your CTR (Click Through Rate) Listings with excellent quality photos get 70% more clicks on online websites [19]. On momentary rental stages (which currently take up over 39% of every online reservation), the impact of photographs on navigating rates is clear: postings with top-notch photographs get 63% a larger number of snaps online than those with low quality, beginner photographs. On the most well-known of these stages, Airbnb, a posting with an expertly shot HD photograph gets multiple times the number of appointments as property without an expert photograph [12][13].

from gigantic chains like the Hilton down the little privately claimed B&Bs [14]. Utilize proficient photographs to stand apart from the group and turn up first in the query items. To take another model, Trivago's information recommends postings with a top-notch principle photograph (the one that will show up as the spread photograph in the outcomes list), have a 96% higher active visitor clicking percentage. HDR Images increase your sales and double your booking [9][10]. By expanding your CTR, proficient photographs legitimately sway your incomes. When Airbnb began to have experts take photographs of the condos and rooms recorded on their site, their reservations expanded by 2.5 occasions. Also, the Airbnb stage records current insights on how landowners can see this impact in their own booking rates by utilizing the appropriate visual substance. Postings with proficient photographs will in general get 40% more income, get 24% more reservations, and can build their costs by 26% every night. (These figures depend on an investigation of in excess of 100,000 postings in 2016 with and without capable photos) [15]. You can see then how visual substance manufactures your pay from more people sparing your properties, yet moreover due to a development in the worth, people pay each night. A posting with a remarkable picture is all things considered rented at costs 20% higher than if they didn't have any photos.

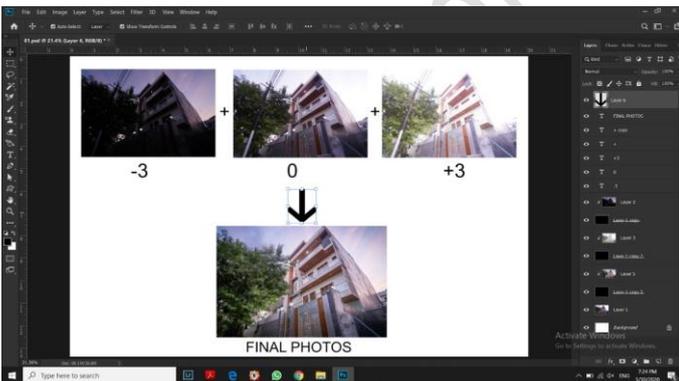


Fig 4: AI based Post Production

On movement sites and online commercial centers, photographs permit you to separate yourself from the colossal rivalry. On Booking.com for instance, there are now in excess of 2,302,526 unique postings extending



**BEFORE**

**AFTER**

Fig 5: Exposure HDR Photography

Over 4.4 million distinct properties around the globe. As indicated by an investigation they did themselves: Accommodation with at any rate 1 PHOTO have a 138% higher pace of movement commitment Accommodation with more than 100 PHOTOS has a 151% higher pace of movement commitment Accommodation with in any event 1 PHOTO have a 225% all the more reserving requests Accommodation with more than 100 PHOTOS has a 238% all the more reserving requests [12]. This investigation shows two principle things:

the first is that it's critical to utilize proficient photographs on the off chance that you need to improve your movement commitment and twofold your odds of getting a booking. The second is that you don't have to go through gigantic measures of cash to get many photographs- it's sufficient to get a couple of great photographs to begin a genuine liftin your online reservations.

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## II. LITERATURE REVIEW

Every e-commerce website suggests about the store and products. It helps buying and selling the products. Some are for personal benefits some for professional [7]. The study also aimed at viewing the products for the customers and for their benefits they provided cost and description. The idea of connecting and developing the application requires some software development techniques. Front end and backend applications are connected for the applications to respond and work in a stabilised way [11]. After reading about the HDR techniques it has been inferred that shooting, merging, digital image editing and preparing the output are the steps which greatly inspires the work [8]. Dependency of the shooting and transfer is limited to the ISO and viewing conditions, exposure settings and shooting the very raw frame. Merging involved cropping, whitening control, noise reduction, color spacing etc. [8]. Edits is highly dependent on the type of software being used and optimizing the final sharpening of the image.

None of them took in consideration about the work being given to the photographers or the website providing freelancing options not provided much transparency. Working as a freelancer doesn't give the 100% assurance of the clients at the time of requirement. Connecting such freelancers could be boon to the people who are willing to start their work from basic or have some experience but due to market rush they aren't getting jobs. Some of the freelancing websites give that freedom to work but with clients where the client and

the user make their accounts and find suitable person. It is not a 100% functional website due to lack of the transparency. Both the individuals are connected via the 3<sup>rd</sup> party and have nothing to know about each other. The maximum support website can give is after a bad review it will remove the account of the user or the client [20]. Avoiding such difficulties can be a better option for all the photographers all over the world who are willing to work on their own.

Websites such as Freelancer [21], Upwork [20], Guru [22] etc helped in connecting the photographers to get the clients. An open source software application where one can bid the and proposed and the clients will decide which bid to follow. The list of experience and work uploaded by the photographers and designers were used as reference.

After referring to all the available literatures the conclusion found was:

- It lacked the validity of the freelancer. Until when the work completion will be done or whether the person is trustable or not.
- Websites were made only for buyers and sellers, none of them focused about the work ethics and 100% guaranteed service at the time of requirement. When the client posts about the job it is not assured that people will bid or propose about that particular requirement.
- Freelancer [21] websites gave the information about the photographers to the clients, for verifying their work and the type of samples they provide might not be relevant or copied. Assurance about the work and value for money is not defined.
- Clients transparency may lead to unethical work. Client identity is the protection policy of the freelancing websites. It can lead to mis use of the freelance worker.
- Websites were very complicated and required a lot of documents upload and proof of work [22]. Every time a person willing to do work or freelancing might face this problem because freelancers' websites only allow the person with a lot of exposure and work sone. The person willing to start his projects for the first times is not welcomed. Even if allowed to make account the no of clients being introduced are very less.

### III. METHODOLOGY

The solution for these problems has been taken a shape of application called Pictorr. Pictorr is an application which will give the way for every freelancer photographer to work within his area. The app is specially designed so that the required client will be able to login the portal and then according to the need city and place will be selected. While the selection is done the third-party application will help in generating the number of available possible photographers in that area at that particular time being. After which the photographer will be set up an according to relevance of this specialty the work will be assigned. No more documents upload and processes to go through. Just a click and the need are fulfilled.

The platforms which have been chosen to work is Android and iOS. These are the only two platforms which support the mobile application and the application will be made easily downloadable and usable to any kind of customer.

To create smooth, fast & easy experience we have created a website, app for android & iOS and an admin panel.

App Platform – IOS & Android  
Tools used to build app – Android Studio & Flutter Backend: MySQL  
Frontend: Android IOS Web (HTML) Server side: PHP (Laravel) Tools: Flutter, NetBeans  
UI / UX: Adobe XD Server: GoDaddy

PHP, being one of the most seasoned and most believed programming dialects utilized by most software engineers out there, enable in excess of 20 million sites. This is the most reasonable programming language that takes into account the online business necessities of practically a wide range of organizations - little or huge. Its enormous network is constantly committed to settling the issues and programming glitches in the least time. Aside from these emotionally supportive networks, PHP likewise has a bunch of instructive websites, master exhortation, and online discussions for consistent coding. Laravel is one of the mainstream and best PHP systems which is a component rich stage offering high performing sites and applications. Despite the fact that it is another and youthful structure,

however not with regards to applying best practices that are required for making something compelling and incredible performing. This foundation of PHP is outfitted with an all-around characterized tool kit empowering the designers to compose least codes prompting the less chance of blunder. Because of its brilliant contributions and highlight pressed substance, Laravel has in- creased a ton of footing and enormous ubiquity among proficient Laravel Framework improvement organizations as they are allowed to make many connecting with an incredible performing web application with least monotonous coding exercises.

NetBeans is the Java based development tool which is used for various different development usage. Flutter is the development tool made by google for development specially in Android and IOS. GoDaddy is the domain provider. Here is the reference for the website being developed with the credentials.

Website - <http://softwagon.tk/pictorr/>  
Admin Dashboard - <http://omginet.com/pictorr/> ( id - ashishkumarpatel855@gmail.com Pass - 123456 )  
App - <https://xd.adobe.com/view/14be39e7-0cc9-471b-6f59-b1350f654a9c->

### IV. RESULTS

The front view of the dashboard looks like the following image:



Fig 5: Website dashboard

The result of making Pictorr will be:

- A lot of global business will save their cost, money & time. They can increase their productivity and scale their business with more speed as the resources will be more easily available for them. There is just one place where all the sources are available.

- The budding photographer all over the world will easily get jobs and it will increase their revenue. Regular jobs will continue improving skills & equipment.
- It will also result in the formation of a huge photography community, where people can share ideas, discuss & interact with each other to build something creative & new.
- It will help the consumers to consume better content, see better pictures which will help them to make an easy decision online
- The increase in the digital era will also increase in demand for photos & videos, Pictorr will solve the problem of the upcoming era and will maintain a good supply & demand ratio.

The registered list of photographers can be seen as exactly in the following image, out of which according to the requirement one of them will be selected who fits well for the role and assigned the job (Fig 5).

The raw view of the website front can be seen after logging the credentials provided in the methodology section.

The flow process can be summarised as:

Login- register- provide phone number and details of residing- get the work. (For photographers). Visit-request-provide contact details-get details (For clients).

Photographer List					
PHOTOGRAPHER LIST					
ID	Phone	Name	Contact	Location	Status
1	50158614367	ashish Patel	+7275512860	Delhi	UP
2	89463310743	Pankaj Yadav	+1111111115		
3	42270110088	Vishnu Singh	+7870271423		
4	23523049440	Ghanshyam Pandey	+1111111116		
5	96394459182	Akash Kumar	+1111111118		
6	34059971095	pintu Singh	+616575878689		
7	12213594409		+9798210567	Noida	UP

Fig 6: Photographers list at website (admin view only)

## V. DISCUSSION

The Primary Purpose of this study is to understand the digital transformation & how to make it better day by day.

This research also explains the demand and supply of digital services and how the photo quality effects in an increase in revenue adding to that, it also tells how creativity can be an all-new reason to boost the economy and how efficiently we can scale up by saving cost. Working with HDR with minimum requirements will include the following.

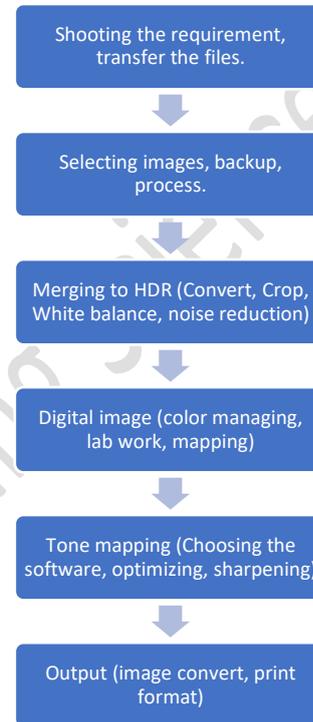


Fig 7: Minimum requirements for HDR image processing

## VI. CONCLUSION

Over the past decade the increase in online services demand has increased at surge. This is the era of digital transformation which will eventually increase the demand for digital media & digital services. Consumers want to watch good quality content and demand is quality is exponentially increasing day by day. Pictorr will be capable of full fill the increase in demand and will maintain supply & demand ration, Moreover, it will also provide jobs to millions of people and will keep improving their revenue and skills. Pictorr will serve as a platform that will be reliable, cheap & a sustainable model of photography services. It will also contribute to the country's GDP & and decrease the unemployment rate. Providing jobs to millions of photographers all over the globe and connecting them with the live project will be a great experience. Background checks will no more

be the tension of the business individual he can totally relax and give the work to the company. Verifying the work and providing 100% assistance will be guaranteed. According to the projects handled the ranks of the photographers and the businessman will increase until full stars.

Supply of the relevant work and fulfilment of the demand is the main aim towards the formation of Pictorr.

#### ACKNOWLEDGMENT

I hereby want to thank my guide Mr. Sanjay Sharma for his guidance and support without which the documentation would not have been possible. I want to thank Galgotias University for providing me with all the resources to study and develop. I am also thankful to *Selling Fine Art Photography* – by PhotoShelter, *The Photographer’s Guide to Copyright* – by PhotoShelter, *Good Photos in Bad Light* – by Darwin Wiggett, *Starting a Photography Business* – by PhotoShelter, *HDR Top Tips* by Klaus Herrmann, Gaurav madaan-Marketing Expert and Vivek Bindra - Business Coach for their valuable references.

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Journal of Engineering Sciences