



User Experience Scenario

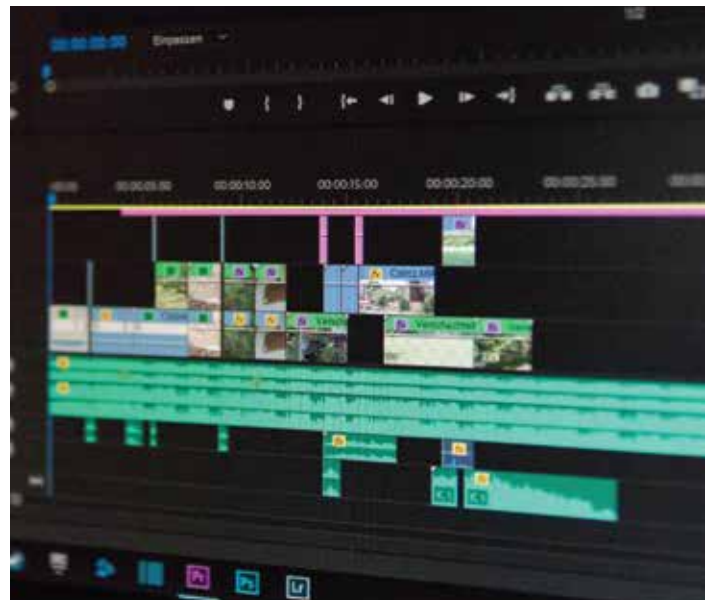
# A Day in the Life of a Video Professional

This scenario is fictional, based on research interviews and real user experiences with quote creation tools.

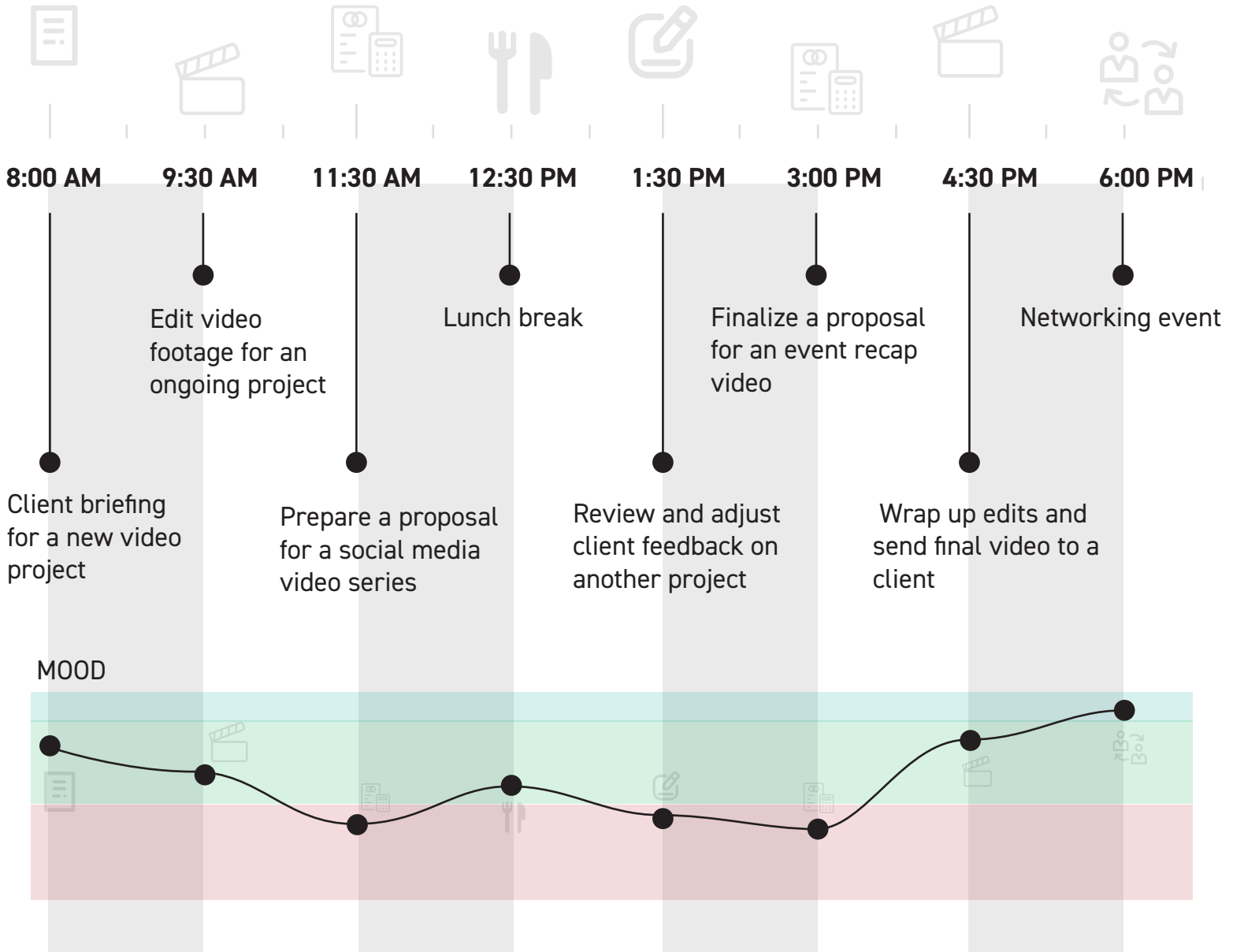
**Meet Valentina, a passionate video editor who creates engaging social media content and event recap videos.**



Valentina juggles multiple projects at once, and while **she loves the creative side of her work**, administrative tasks like sending quotes and proposals often feel like a distraction. She knows that a **professional-looking proposal can make or break a deal**, but she needs help managing her time efficiently.



Today, Valentina's schedule looks like this:



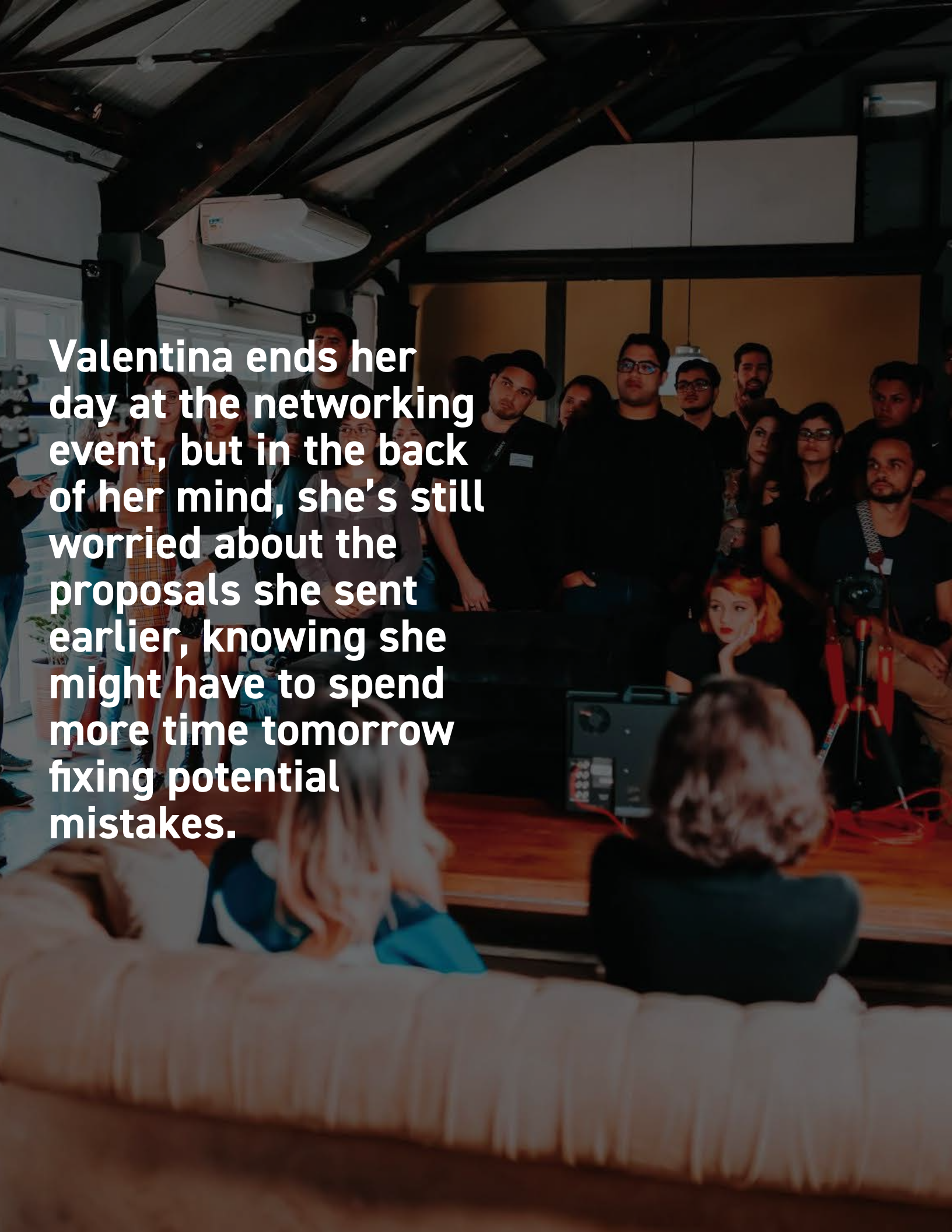
With a tight day ahead, Valentina plans to use her usual tools—Excel for budgeting and Canva for designing her proposals. She starts her day with editing, losing track of time, and before she knows it, she's running late to prepare the first proposal. Rushing through Excel, she struggles to calculate a fair rate, then quickly switches to Canva to make the proposal visually appealing. However, she misses a few essential details due to the rush, like the project timeline and revision policies.



Valentina constantly shifts between creative tasks and proposal creation as the day goes on. The back-and-forth between tools is stressful, and she feels anxious about forgetting critical information in her quotes. By mid-afternoon, she realizes that she hasn't fully customized the second proposal for her event recap client and worries that it doesn't reflect the level of professionalism she wants to convey.

Valentina starts feeling overwhelmed, knowing that any mistakes or omissions in her proposals might lead to misunderstandings with clients or even lost projects.

By the end of the day, Valentina had sent out two proposals but felt uneasy. She's not confident in the pricing breakdowns and is unsure if the designs were polished enough to impress her clients. She wishes there was an easier way to combine her budgeting and design process so she could focus more on her creative work rather than getting bogged down in administrative tasks.

A group of people, mostly young adults, are gathered in a modern, industrial-style room. They are standing and talking, some looking towards the camera. The room has exposed ceiling beams, a large air conditioning unit, and a wooden floor. In the foreground, the back of a person's head and shoulders is visible, looking towards the group. A woman with red hair is sitting on the floor, looking towards the camera. A camera on a tripod is visible on the right side of the image.

**Valentina ends her day at the networking event, but in the back of her mind, she's still worried about the proposals she sent earlier, knowing she might have to spend more time tomorrow fixing potential mistakes.**

# About This Scenario

This narrative was crafted based on comprehensive user research and multiple interviews with video professionals. While Valentina is a fictional character, her challenges, workflow, and pain points represent real experiences shared by creative professionals in their daily operations. The scenario highlights everyday struggles with proposal creation, pricing calculations, and time management that emerged consistently during our research phase.

The events, timeline, and specific details have been synthesized from user testimonials to illustrate the authentic needs and opportunities for creative professionals to improve the quote creation process. This scenario is a foundation for understanding user needs and developing solutions addressing real-world creative industry challenges.

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