

## Abstract

PT. Insta Solution Group is a company that provides photo and printing services and is also a pioneer in the digitization of photobooth results which are then integrated into social media platforms. PT. Insta Solution Group has several features that you get for free with every order. This feature consists of gifs, boomerangs, and QR codes. The QR code feature ensures clients get softcopies of photos ranging from gifs to boomerangs.

This research was conducted at a Photobooth in the city of Bandung in July - December 2023. The researcher has worked for 1 year, 6 months as a crew employee and 4 months as a permanent employee, whose job is to be a person who goes into the field to carry out services ordered by client. The crew at the photo booth itself consists of photographer, photo designer, accessories keeper, and finisher.

Photobooth is a document option that produces output quickly because it uses a photo system and prints immediately without waiting long. However, existing photobooth designs are often monotonous and require design innovation to improve user experience, as challenges arise during the process and implementation of effective design.

This research takes the theme "Creating Photo Frame Designs for Photoboos at PT. Insta Solution Group" and aims to answer how to improve the photo booth design implementation process to make it more innovative. Therefore, it is hoped that this research can help optimize the user experience and overcome the challenges of implementing effective design in photoboos.

Keywords: Design, PhotoBooth