PhotoHuynh

Prepared by
Lori Piedad

Proposal

Project Description

This website will allow the primary user to showcase his photography with ease. The content management system (CMS) will allow the primary user to create new albums, edit or delete existing albums or pictures. The website will also provide the secondary user with ease of viewing.

User Goals

- Showcase primary user's photography
- Learn about primary user and his work
- View photos from a past event
- Hire primary user as a photographer
- Social networking

Project Objectives

- Provide a CMS that is easy to use for photography and blogging
    - upload, edit and delete
- Allow users to view work eaasily while still keeping them engaged
    - Categorize albums
    - Muliple viewing options
- Contact primary user through a form
- Share / like photos via Facebook

Requirements

BROWSER
- Javascript enabled
- Chrome, Foxfire
- IE 8 or higer

Target Audience

Primary - Client

Photographer who wants to have an online presence and personally update his portfolio.

Secondary

Men and women between the ages of 25-40 who need to hire a photographer for an event and/ or view photos from a past event.

Personas

Jason - Photographer (Primary)

Nathalie - Bride-to-Be (Secondary)

Eugene - Business Owner (Secondary)

Jason
photographer (Primary)

Age: 25

Status: Single

Income: $30,000

Housing:
   Rents Apartment

Geographic:
   United States,
Urban,
   1-4 million

Psychographic:
   Leader, Influencer

Webographic:
   15-25 hours online/
   week, Desktop,
   Laptop

Key Characteristics

- Always busy, on-the-go
- Little knowledge

Goals & Motivation

- Create an online presence
- Showcase portfolio, blog
- Upkeep is easy

Concerns

- Too difficult to use
- Not secure

Jason is a photographer who is looking for more jobs and just to showcase his work more efficiently. He does not have a website because he does not have enough time and thinks the up keep would be too difficult for him. He like things to be straight forward so he doesn't have to waste time learning something that he thinks should be self- explanatory.

Nathalie
Bride-to-Be (Secondary)

Age: 23

Status: Engaged

Income: $30,000

Housing:
   Lives with parents

Geographic:
   United States,
Urban,
   1-4 million

Psychographic:
   People pleaser

Webographic:
   10 hours online/
   week, Desktop,
   Laptop, Cell phone

Nathalie is a young bride-to-be. While she's planning the wedding, she is working, and going to school. She gets frustrated when things don't go her way. She needs things to be easy and straight forward. She is looking for a photographer for her wedding. She wants to see his past work and be able to contact him easily.

Key Characteristics

- Stressed

- No knowledge

Goals & Motivation

- Find a photographer for her wedding
- Easy to navigate
- Easy to contact

Concerns

- Too difficult to view work

Eugene
Business Owner (Secondary)

Age: 30

Status: Single

Income: $50,000

Housing:
   Rents House
Geographic:
   United States,
Urban,
   1-4 million

Psychographic:
   Leader, Influencer

Webographic:
   20-35 hours online/
   week, Desktop,
   Laptop, Cell phone

Eugene owns and designs for a clothing line. He is easy going but has great ideas and is determined to put his ideas out there. He needs to photograph his product for marketing purposes and for his storefront. He is obsessed with quality and detail and expects that to be shown by his work.

Key Characteristics

- Always busy, on-the-go
- Some knowledge

Goals & Motivation

- Find a photographer to shoot products
- Easy to navigate
- Multiple viewing options

Concerns

- Too difficult to view work

User Needs & Strategy

Competitive Analysis

CRITERIA	WORD PRESS (BACK END)	ALBERTO OVIEDO	ANDREW G HOBBS
CONTENT			
CMS	yes	unknown	unknown
Contact Info	can be added	phone number email vcard	phone number email
About	about page	Journey page client list	about page
Photos	upload galleries customizable	categorized customizable light box large images	no categories one page thumbnails hover for larger
DESIGN			
Layout	DASH BOARD top global nav side local nav modular	side nav 4 coloumn	top nav pictures line up but move when hovered
Color	DASHBOARD white, gray, and blue, not very appealing but works for backend	white & gray for maximum contrast with photos	white, gray, black, cyan to contrast with color photos

User
Needs &
Strategy

Competitive Analysis cont'd

CRITERIA	WORD PRESS (BACK END)	ALBERTO OVIEDO	ANDREW G HOBBS
Typography	consistent define heirarchy	multiple inconsistent	consistent interesting
USABILITY			
Organization	oraginized nav by topics	topics and categories	photo categories separated by lines poor cluttered
Navigation	global top nav side local nav (organized but too much)	side nav split top half photos bottom half other	top nav clear
TECHNOLOGY			
Page Type	php	flash	flash
CSS	external	n/a	n/a
Media Types	widgets, images	images, video	images, video

Findings

The 3 competitors provide insight into a workable, user friendly CMS and front end features for a photography portfolio website. Organization and usability are key to a site of this kind. It needs to simple but also interesting to view.

8

User Needs & Strategy

User Survey

1. When looking at photos online, do you prefer a bunch of thumbnails, one photo at a time, or a combination of both?

- Majority prefers a combination of both, but there are some who prefer one or the other

2. Would you hire a photographer without veiwing past work?

- 4/5 say no

3. How important is orginization to you?

- Very important especially when it's something new

4. Do you blog or read blogs? what kind?

- Must be interesting, funny
- Design, Tech, Culture

5. Do you like to share things via socail networks (ie. facebook, twitter)?

- Sometimes, has to interesting enough

6-8 Photographers ONLY (Hobbyist, Novice, Professional ALL APPLY):

6. Do you have an online portfolio? Why or why not?

- Yes; online presence
- No; just a hobby, haven't had time

7. Do you have any programming knowledge?

- Ranges from yes to no

8. How do you currenty get photography jobs?

- Networking, word of mouth

User Needs & Strategy

User Benefits

- Oraganized
- Easy to Navigate
- Easy to upkeep
- Straight forward, easy CMS

Project Features

- Blog
- About
- Contact
- Mulitple Viewing Options
- CMS
    -blog
    -photos
- Categories / Albums
-Facebook share/ like

Content Inventory

- CMS
- User account (primary)
- Facebook API integration
- Contact form
- Icons/ Buttons