



Designed and developed
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Purpose Statement

Artelophotography.com displays information regarding the different kind of photography services provided by the Artelo Photography studio. The website is for anyone that is looking to have professional photos taken of them or a certain event. The site will feature examples of the different services that the photographer has to offer along with the pricing for each service. The product that the business provides will be viewable through image galleries and previews of recent work to show the quality expected. The user will be able to reach out to the business through an email form and links to social media. The website will display a professional design to reflect the seriousness that each picture is taken with to ensure a satisfying quality. All the pages will be clean and clear with no ambiguity in the design for easy navigation and less confusion. The website will be attention grabbing and straight to the point for anyone looking for a dedicated photographer.

Demographics

The key demographics for this site have been narrowed down to three types that we will call primary, secondary, and tertiary demographics. What sets them apart from each other is how frequently they visit the site, their motives, ways of accessing the site, actions while on the site, and what they get from the site.

Primary Demographic is usually a female in her high 20's to low 30's, married with children who is building a family and frequently visits the site to schedule photoshoots in order to create memories of the special chapter's in her and her family's life.

Secondary Demographic is a male around the same age as the primary demographic and is ideally the husband of the primary demographic. This person just visits the site to see that the prices are reasonable and that the quality of the product is satisfactory.

Tertiary Demographic is typically a senior in high school who is about to graduate and start her life in the real world. At this point in her life she cannot actually purchase anything from the site but visits the site to get senior portraits taken. These people that fall under this demographic soon go from tertiary to primary since they start to move into different stages in their life that they'll want to look back on in the future.



Primary Demographic:
Amanda Stevens, 31
Married, 3 kids
California

Amanda Stevens resides in a suburban neighborhood in northern California. She lives in a house that she and her husband own along with their three children (aged 2 - 8 years of age). Amanda is a post graduate from college and currently has a professional and technical career that pays her \$50,000 - \$100,000 annually. Amanda has a cable, internet, and phone package installed in her house, therefore making wifi at broadband speeds the main

internet connection source in her home. The devices that Amanda uses for the internet are either a mobile smart phone or a laptop computer. She spends about 3 combined hours of each day on the internet, where she is either on social media (Facebook or pinterst), or reading articles (news or blog of her interest). Amanda's wants and needs in connection with Artelo.com's concept are easy access (navigation) to important information due to her

busy lifestyle. Her history with this specific site would be to gather contact information in order to get portraits taken of her and her family and refer friends to the business. Amanda would be a regular user of the site since she is building her family and her kids are growing up. She will have to visit the site in order to schedule portraits for her kids at their different stages of life along with her and her husband's special days.



Secondary Demographic
Brandon Wright, 29
Married, 2 kids
Seattle

Brandon Wright, 20-34 years of age, lives in the house that he owns in an urban neighborhood in Seattle along with his wife and 2 kids, ages 9mo and 2yrs. Brandon has a Master's degree and a professional career that gives him an income of \$50,000 - \$100,000. The high-speed wifi in Brandon's house provides internet access to his and his wife's smart phones, their laptop, and desktop computer. Brandon spends a combination of about 4

hours a day browsing the web. His activities consist of social media, online shopping, and talking on forums. Brandon's wants and needs from the site are ease of navigation and an effective way to confirm the desired quality of product. He and his wife do not have the same amount of interest in what the product or service of the site is, he only visits the site when his wife brings up the topic of scheduling a photoshoot. While he is not really a regular user, he

visits the site in order to make sure that the price is right for the quality or to investigate and find out a way to get more bang for his buck. Thus making him the secondary demographic while his wife is typically the primary demographic for this site.

Tertiary Demographic:

Aracely Gonzalez, 17
High School student
Garland, Texas



Aracely Gonzalez is a 17 year old soon to be high school graduate who lives with her parents, who own a house in a suburban neighborhood in the city of Garland, Texas. Aracely's parents bring in a total income of about \$80,000 that pays of the well being of Aracely and her two younger siblings, ages 9 and 12. Aracely has her own room with her own tv that is hooked up to the cable that her parents pay for along with her laptop computer

that she uses to surf the net and do homework on. Aracely has a low end smart phone that she only uses for social media apps and text her friends with. Her primary internet device is her laptop that is connected to wifi. Aracely's 5 hour per day activities on the internet consist of more social media and youtube video watching, doing research for her homework assignments and things that relate to a special interest / hobby of hers. Aracely's wants

and needs are a contact form in order to schedule photoshoots and an effective display of quality so that she can show her parents. She is not regular a user due to the fact that at this point in her life, Aracely cannot actually purchase any service or product for her self. However, Aracely's frequent visits are due to the fact that she is developing an interest in photography because she likes how the pictures on the site look.

Pros v Cons

A list of features that will go on the website was made before coming up with a layout strategy. This list of features was made by looking at sites of competitors and determining which ones were the most common and would serve an effective purpose on this site. After gathering all that information, three features were chosen as the most important features to the site and its business. Those three are a contact form, social media links, and a calendar. Once these were examined, a strategy of how to counteract the cons and strengthen the pros had to be made.

Contact Form

Pros

- Direct contact
- Receive Certain Answer
- Easier to understand
- Customer contact info can be stored

Cons

- Wait for reply
- Email platform could be faulty
- Only one person can reply at the moment, could have many people to reply to

Social Media

Pros

- Constant updates
- See history and new developments
- Promotions and offers
- Another method of contact
- Easily accessible

Cons

- Takes you away from site
- Other competitors on social platforms
- 'Recommended For You' ads that show those competitors

Calendar

Pros

- Ability to see Schedule
- Everyone can see it
- Easy to understand
- Improves convenience for customer

Cons

- Conflicting Schedules
- May drive customer away

Goals and Objectives

Listed below are the goals set for the business after the site has been launched. Given that the ultimate goal is to increase customer base, these measurable goals were set in order to ensure that this site creates the right path to the ultimate goal. These goals are in the chronological order in which they should happen over the course of the next full year. By doing it this way, not only is there a clear answer as to whether or not the goals are being reached, but we can also see at what stage we find ourselves stuck in, and fix the problem once we identify it.

1. First 3 Months

- Get 200 visits to site through networking and social media marketing
- Get 50 emails about pricing
- Set up 25 photoshoots

2. First 6 Months

- Update site projects
- Have new content in Gallery
- Add new services to Services page

3. First year

- Update equipment page with new equipment
- Receive 150 emails about pricing and photo-shoot setups (per every two months)
- Setup 100 photoshoots (per every 2 months)
- Increase staff and create a staff page

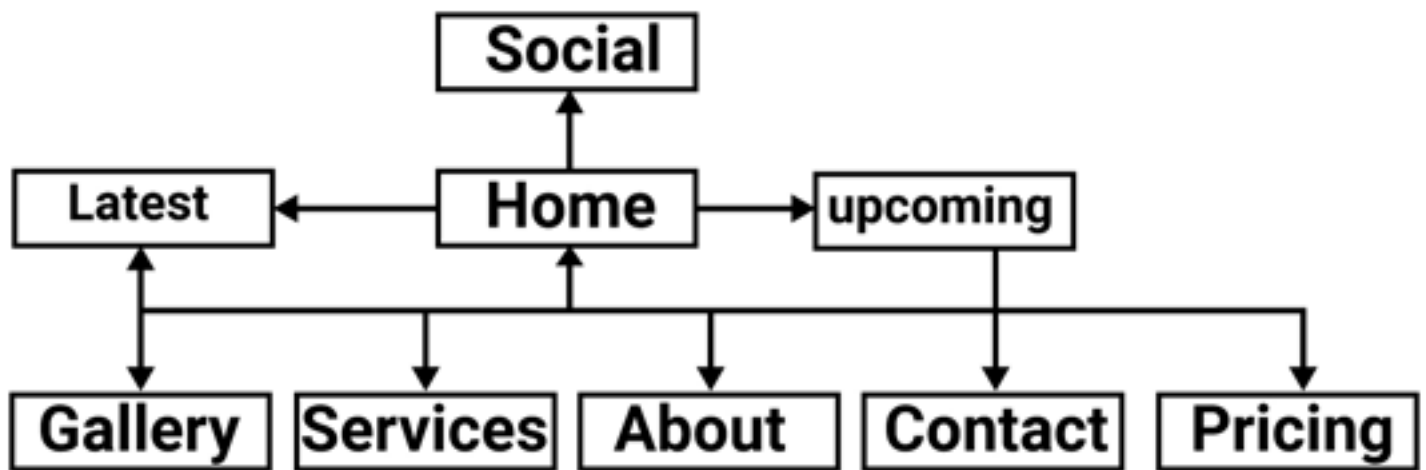
Quick Sketch Thumbnails

These thumbnails are rapidly drawn possible layouts for different pages of the site. Each one took no longer than 30 seconds to draw in order to get as many ideas on paper as possible. At this point, there is no reason for anything to be anywhere, the only thing happening is that one idea is being put to the paper as soon as possible in order to move on to the next idea. After this process, each thumbnail was examined and the ones with the best fluidity and flexibility were chosen.



Flow Chart

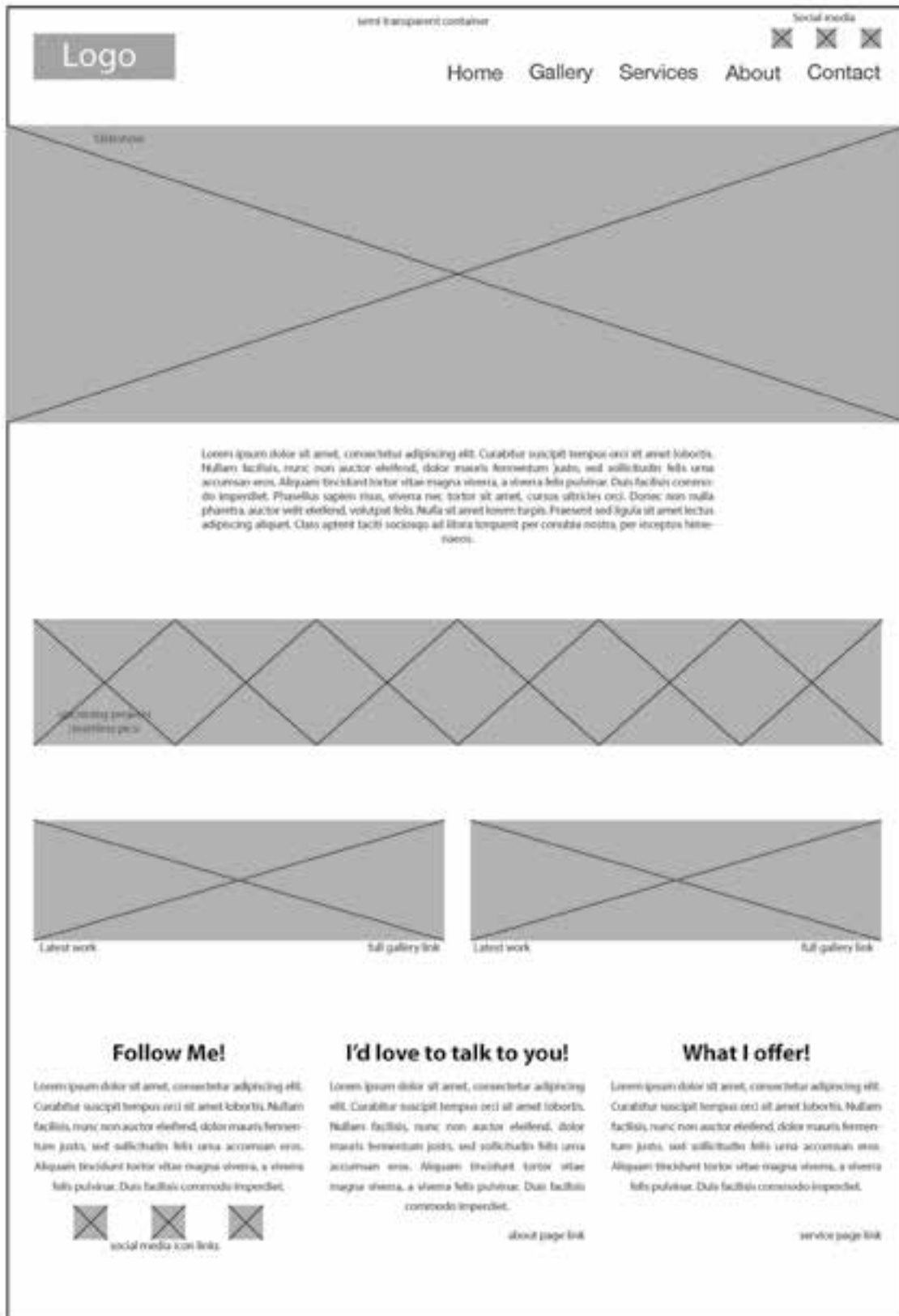
After choosing the layouts and overall flow of each page, it was time to tie the pages together and determine how the site is going to flow from one page to another. The flow chart that is created basically says which pages can be accessed from where, and what destinations are reachable from that location on the site.



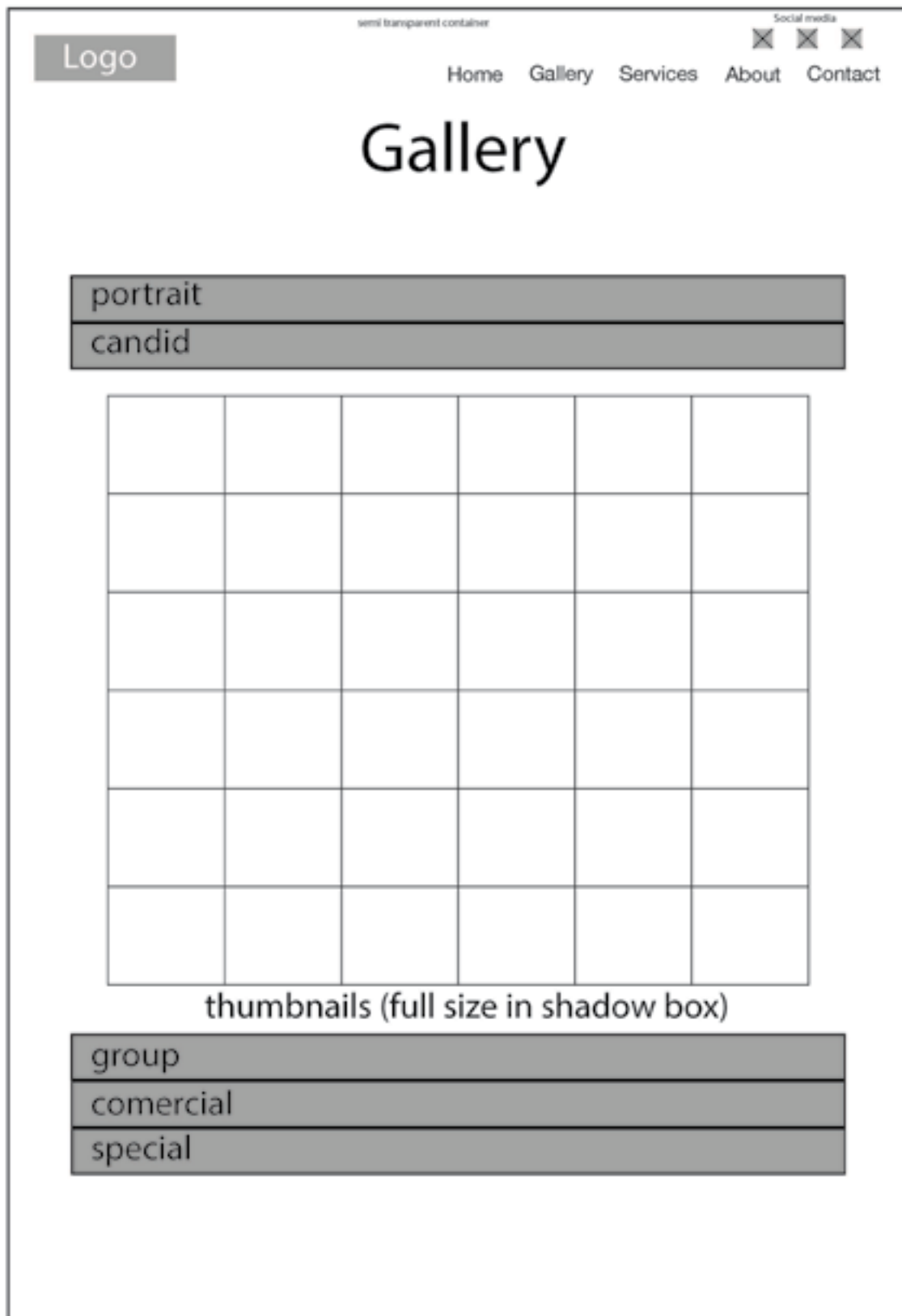
Wireframes

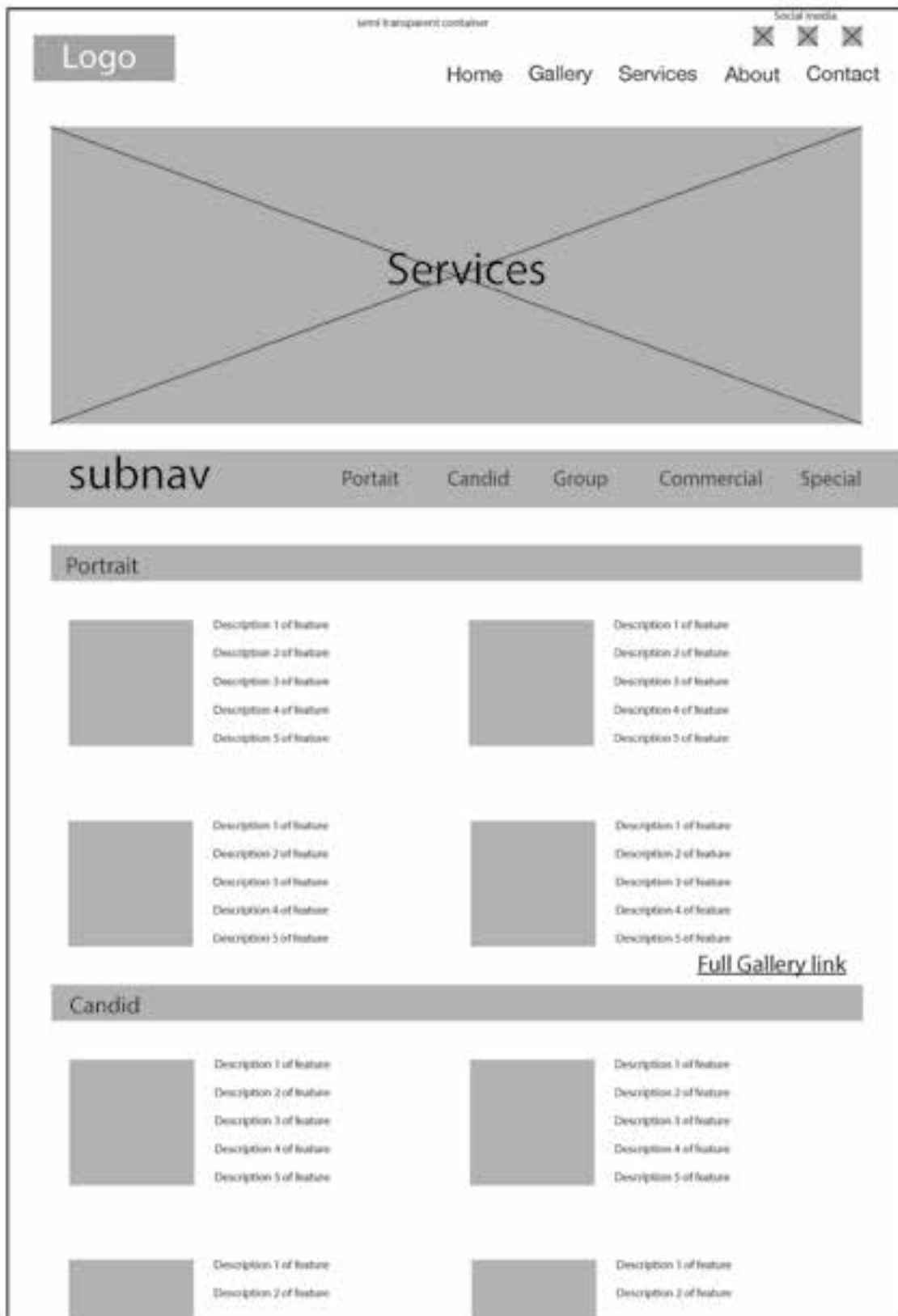
These wireframes show how the basic layout of the site is going to look . No pictures or real text have been set in place yet to make sure that these layouts are balanced and well organized. By not putting actual pictures, we can focus more on the overall layout and flow of the pages and not be distracted by the color in the images. Wireframes also give us the dimensions that each element on the page needs to be. This way, we know how big a picture needs to be and what ratio it needs to be cropped to.

Home Page



footer

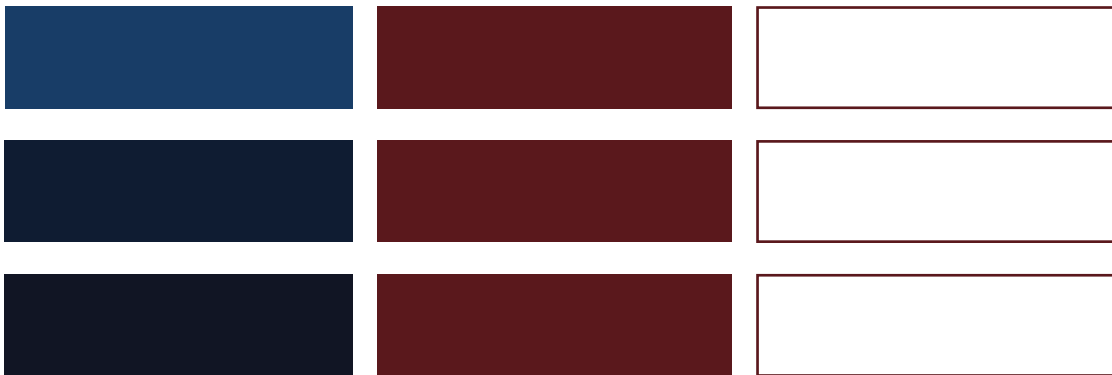




footer

Color Comps

What this site is trying to communicate is that the business will always provide a good service and a high quality product. Part of communicating that with the overall design is the color scheme. This means that the colors chosen for the site must be consistent and show sophistication while giving off a welcoming tone. The colors chosen should complement each other and have a nice contrast from the background to make reading easier for the user.





[Home](#) [Gallery](#) [Services](#) [About](#) [Contact](#)

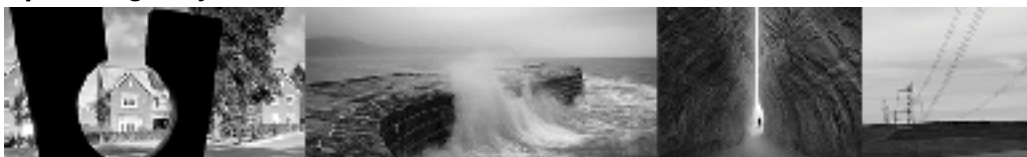
Portrait Specials!

All Portraits 20% off!



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Upcoming Projects



Latest work



[full gallery link](#)



[full gallery link](#)

Follow Me!

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social media icon links

I'd love to talk to you!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur suscipit tempus orci sit amet lobortis. Nullam facilisis, nunc non auctor eleifend, dolor mauris fermentum justo, sed sollicitudin felis urna accumsan eros. Aliquam tincidunt tortor vitae magna viverra, a viverra felis pulvinar. Duis facilisis commodo imperdiet.

[about page link](#)

What I offer!

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[service page link](#)

footer



Home Gallery Services About Contact



portrait

candid



thumbnails (full size in shadow box)

group

comercial

special

footer



Home Gallery Services About Contact

SERVICES

subnav

Portrait

Candid

Group

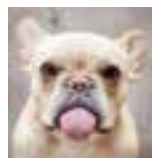
Commercial

Special

Portrait



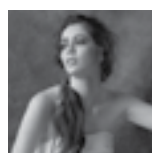
Description 1 of feature
Description 2 of feature
Description 3 of feature
Description 4 of feature
Description 5 of feature



Description 1 of feature
Description 2 of feature
Description 3 of feature
Description 4 of feature
Description 5 of feature



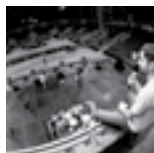
Description 1 of feature
Description 2 of feature
Description 3 of feature
Description 4 of feature
Description 5 of feature



Description 1 of feature
Description 2 of feature
Description 3 of feature
Description 4 of feature
Description 5 of feature

[Full Gallery link](#)

Candid



Description 1 of feature
Description 2 of feature
Description 3 of feature
Description 4 of feature
Description 5 of feature



Description 1 of feature
Description 2 of feature
Description 3 of feature
Description 4 of feature
Description 5 of feature



Description 1 of feature
Description 2 of feature

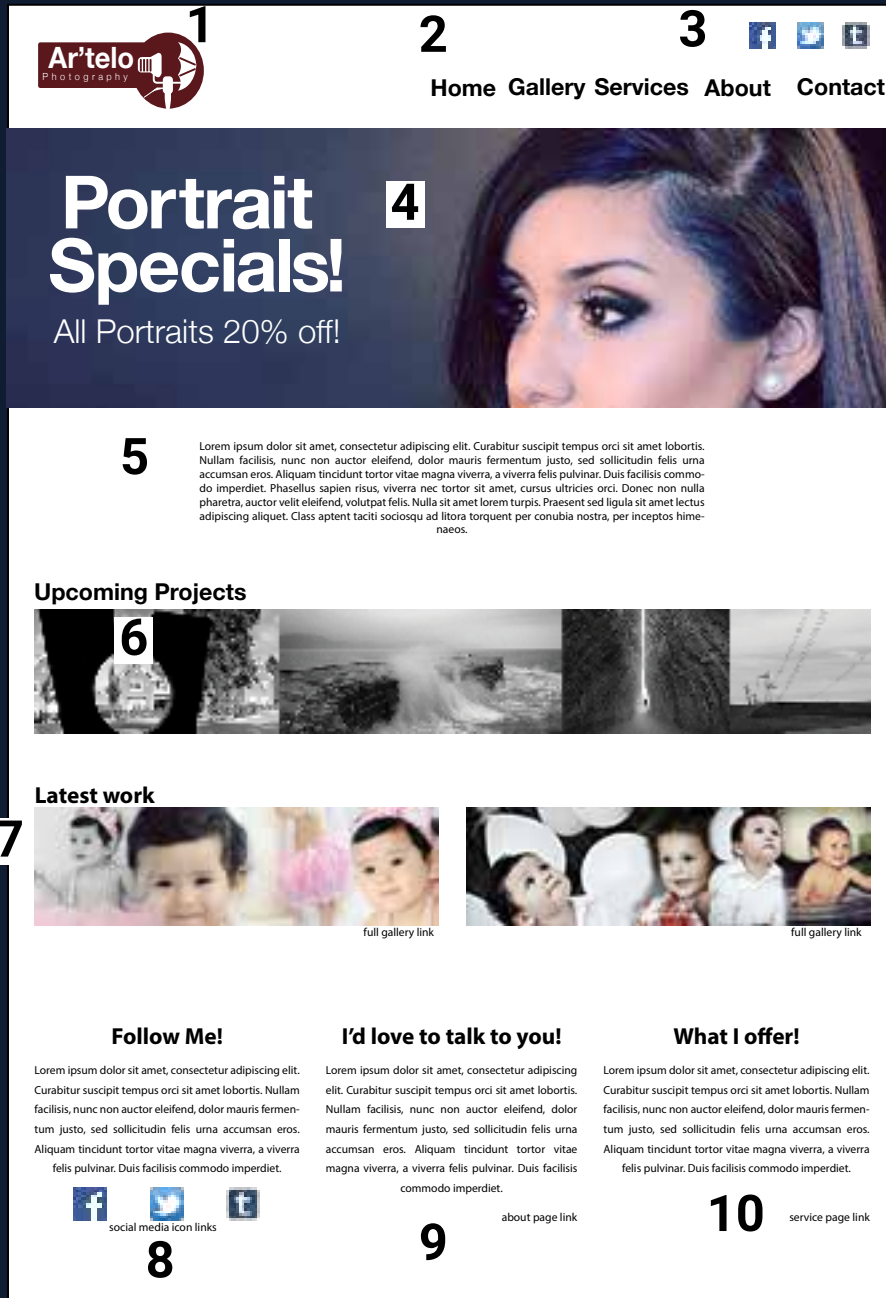


Description 1 of feature
Description 2 of feature

footer

Storyboards

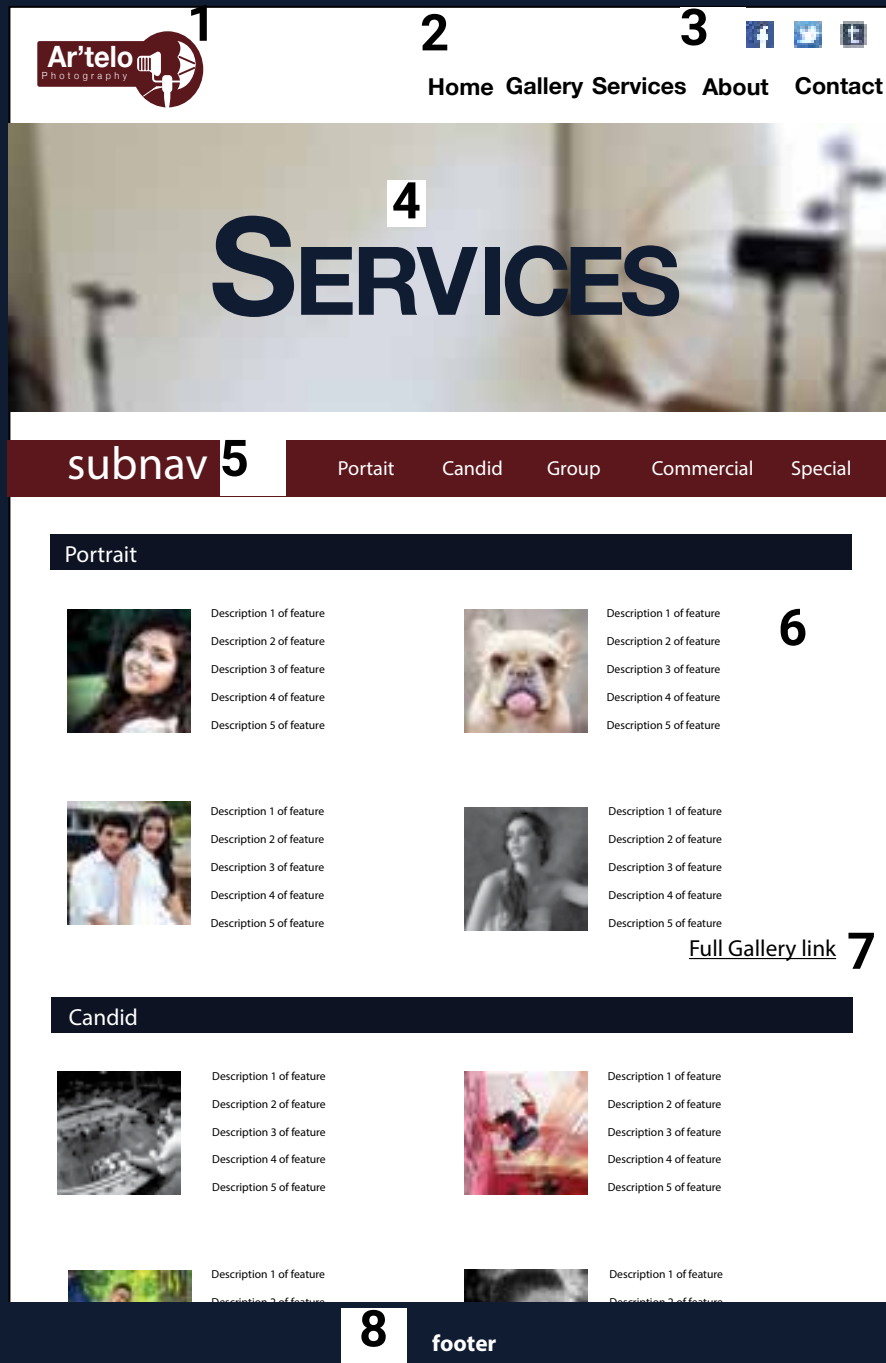
These storyboards explain what each element of each page is, what its functionality is and where it should go if it leads somewhere. It always helps to do these because you find out which elements and features are truly necessary and which ones are dead weight. Along with actually serving an important purpose, these features and elements must be placed in a way that leads the user to complete whatever target action is set for each page.



1. Website logo, links to home page from anywhere on the site
2. Main Navigation
3. Social media Links
4. Home page header, image slider
5. Welcome message
6. Preview of upcoming projects
7. Latest work, links to gallery page
8. Small paragraph to encourage social media connections
9. Paragraph about contacting the company for a shoot
10. Basic description of services
11. Footer

1. Website logo, links to home page from anywhere on the site
2. Main Navigation
3. Social media Links
4. Fixed picture banner, identifies current page
5. Subnav, when each link is clicked, it hides the all other sections and shows the section that belongs to the chosen link
6. All pictures of each category. When a thumbnail is clicked, the full resolution image comes up in a shadow box
7. Footer





1. Website logo, links to home page from anywhere on the site
2. Main Navigation
3. Social media Links
4. Fixed picture banner, identifies current page
5. Subnav, when each link is clicked, it hides the all other sections and shows the section that belongs to the chosen link
6. Section showing what types of pictures will be found in the categories listed
7. Link to gallery page
8. Footer

Timeline

The purpose of the timeline does not only serve to create a schedule to make sure you're on time, it helps determine what it is that is needed before each stage. This timeline is week based and has been planned to include extra time for cushion in case anything goes wrong, gets delayed, or I get stuck on a functionality problem and things alike.

Development

Wk1:

- Finish CSS and HTML layouts for all pages on site
- Implement all content and images

Wk2:

- Start JavaScript document
- Work on functionalities

Wk5:

- Finish JavaScript document
- Test functionalities
- Start bug / error fixes

Wk7:

- Finish bugs / errors
- Test again just to be safe

Wk8:

- Make final edits to content
- Make final revisions to layout

Wk10:

- Cross browser testing

Wk11:

- Present

