**EMPATHY MAP FOR PHOTOGRAPHY**

**PORTFOLIO WEBSITE**

**WHO are we empathizing with?**

# Primary Users:

 Professional photographers showcasing their work.  Aspiring photographers looking for inspiration.

 Clients searching for photographers for events, projects, or collaborations.

# Secondary Users:

 Photography enthusiasts and fans.

 Agencies or businesses looking for creative talents.



**What do they think?**

"Is my work good enough to attract clients?"

"Will this design reflect my brand and style?"

"I need a way to stand out in a saturated

market."

"How will clients contact me through the website?"



**What do they do?**

Browse competitor websites for inspiration.

Constantly tweak and upload images. Share their website on social media or professional platforms.

Respond to inquiries via email or forms.

**What do they feel?**

Excited about displaying their best work. Nervous about their site’s drst impression. Anxious about missing out on potential clients.

Proud of their unique photography skills.

**What do they say?**

"I want a sleek, professional website to showcase my work."

"My photos should speak for themselves without too much clutter."

"The site needs to load fast and work on mobile."

"I want easy navigation for my visitors."

**Goals for the Website:**

 **User-friendly layout**: Clean and visually appealing design.

 **Customizable galleries**: Allow different themes/styles for showcasing work.  **Client engagement**: Contact forms, booking options, or social media links.

 **Speed and performance**: Quick-loading high-quality images.