Wildlife Photography Website

Market Research Scope Document

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1. Project Overview

a. Project Name

Wildlife Photography Website – Market Research & Competitor Benchmarking

b. Business Objective

The purpose of this research is to analyze the competitive landscape of wildlife photography websites, identify industry trends, and gather insights on best practices for UI/UX, monetization models, and user engagement. This analysis will support defining business requirements and functional specifications for the website.

2. Scope of Market Research

a. Key Research Areas

1. Competitor Benchmarking – Evaluating 5–7 key wildlife photography websites.
2. Website Features & User Experience (UX/UI) – Analyzing navigation, image display, portfolio structuring, and mobile responsiveness.
3. Content Strategy – Assessing blogging, storytelling, educational content, and SEO practices.
4. Monetization Models – Understanding how competitors generate revenue (e.g., print sales, ads, subscriptions).
5. SEO & Marketing Practices – Identifying best practices for search visibility and audience engagement.

b. Out of Scope

1. Website Development & Coding – This phase focuses only on research, not technical implementation.
2. User Testing & Surveys – No primary user testing will be conducted at this stage.

3. Research Methodology

a. Data Collection Methods

1. Competitor Website Analysis – Direct exploration of photography websites to examine features.
2. Industry Reports & Trends – Secondary research through blogs, whitepapers, and market insights.
3. SEO & Social Media Tracking – Using tools like Google Trends, SimilarWeb, or SEMrush to analyze competitor traffic and engagement.

b. Competitor Selection Criteria

1. Well-Established Photography Websites – Sites with significant traffic and market influence or sites mentioned on multiple blogs/articles as among the best photography sites
2. Different Monetization Models – Free vs. premium platforms.
3. Innovative User Engagement Strategies – Community-driven platforms, social media integrations, or learning resources.

4. Research Timeline & Deliverables

Task	Start Date	End Date	Deliverable
Define Research Scope	Feb-03	Feb-03	Market Research Scope Document
Identify Competitor Websites	Feb-03	Feb-04	Competitor List
Perform Competitor Benchmarking	Feb-04	Feb-05	Competitor Matrix
SWOT Analysis	Feb-05	Feb-05	SWOT Report
Final Research Report	Feb-06	Feb-06	Market Research Report (PDF/PPT)

5. Expected Deliverables

Deliverable	Format	Responsible Person
Competitor Benchmarking Report	Google Docs / PDF	Business Analyst
SWOT Analysis	PowerPoint / Google Docs	Business Analyst
Feature Comparison Matrix	Google Sheets	Business Analyst
Presentation of Findings	Canva / PowerPoint	Business Analyst

6. Stakeholders

Role	Name	Responsibilities
Project Sponsor	--	Provides input on website vision
Business Analyst	Ameya Mahajan	Conducts research, documents insights
Future Development Team (TBD)	N/A	Will use insights for development

7. Risks & Constraints

Risk	Mitigation
Limited competitor data availability	Use multiple research sources
Subjectivity in UX evaluation	Standardize criteria for analysis

8. Approval & Sign-Off

Approval Date: 03/02/2025

Approved By: