



WEB DESIGN by Ash Wirth  
SID: 13966580



## Frame finder

Find your perfect shot

For those who have trouble finding new locations to take  
photos



# Executive Summary

Many photographers have trouble finding new location spots to shoot at. This assignment intends to create a website that allows photographers the chance to scout out new locations for shoots from the comfort of their own home.

In this assignment, I have researched and broken down several websites that follow the same pattern of location scouting for photography. Within this research, I have taken the best ideas from these websites to implement them within my own to create the best and easiest usable website for photography location finding.

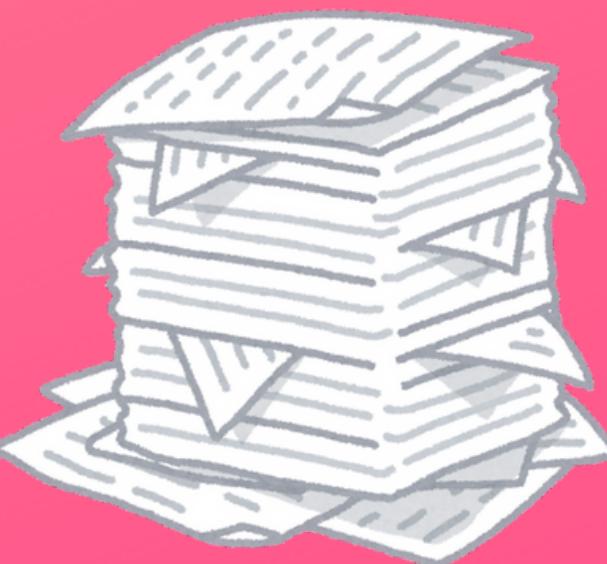
Throughout this assignment I have broken down my websites colours, fonts, and the proposed designs for each page of the website, including the key design choices made and why.

# Purpose Scope

Leah VanHoose explained that photography is like a mirror that reflects our physical appearance, but also our emotions, personality, and uniqueness, and through this a person can engage in a visual dialogue with themselves, allowing them to gain a deeper understanding of their strengths, weaknesses, vulnerabilities and inner beauty. (Leah VanHoose, 2024)

I chose to do a website focused on photography due to my love for photography. I personally use photography as a means of fun and expression. Capturing the beauty and darkness in the world and presenting it as art can be empowering and gratifying for those who have no other way of expressing themselves. The reason for a person to use photography as a means of expression can range from trauma to connection, and I want everyone who uses this artform to express themselves, to be able to with minimal stress and allow themselves to enjoy the process of capturing the beauty and darkness in our world, as it is all beautiful and creates a heavy sense of self. There are many different ways of self expression but for those who choose to use photography I want to make the process easier so that those people can focus their full attention to their work allowing them to create to their greatest potential.

# Project design documentation



The target audience for this web page is photographers who are willing to travel to get their perfect shot. As photographers come in every age, gender, experience, etc, this website will be simple enough for all to use regardless of experience or knowledge of photography.

The goal of this website it to allow photographers a chance to find new places for photoshoots. Many photographers have a hard time finding where their next photo shoot will be as there aren't any platforms for them to go and look at potential areas to shoot in. This blockage in inspiration disallows photographers from being able to create to their fullest.

This allows photographers to explore where they want to shoot and what they want to shoot before with ease, allowing them time to gain access to the necessary tools needed for the shoot, stopping last minute panic for tripods or lighting equipment.

# Objectives

## 1 Improve access to information

Many Photographers have to do large amounts of research to find new places for them to go and take photos, this website aims to help lessen the load for photographers so they can focus on their work.



## 2 Exposure to new experiences

Many photographers stick to one specific genre for their imagery, and this website will allow them to explore more options outside of their comfort zone. By providing them with new options creates space for new ways of art.

## 4 To make pictures, sound and film available

Many people enjoy photography but don't have ideas on where they are able to go for beautiful scenery. This website allows users to find locations from the comfort of their own home, making photos, sound and film easily available to those who wish to create with those artforms.

## 3 Helps business in the area

When photographers go out for a shoot, they are usually there for a full day minimum, meaning that they will want to eat and look around at the surrounding businesses during breaks. This means that businesses will be able to bring in more money as more people will know about the areas around them. Another possibility of this is that photographers may want to take photos of their business, allowing for free or minimal-cost advertising.



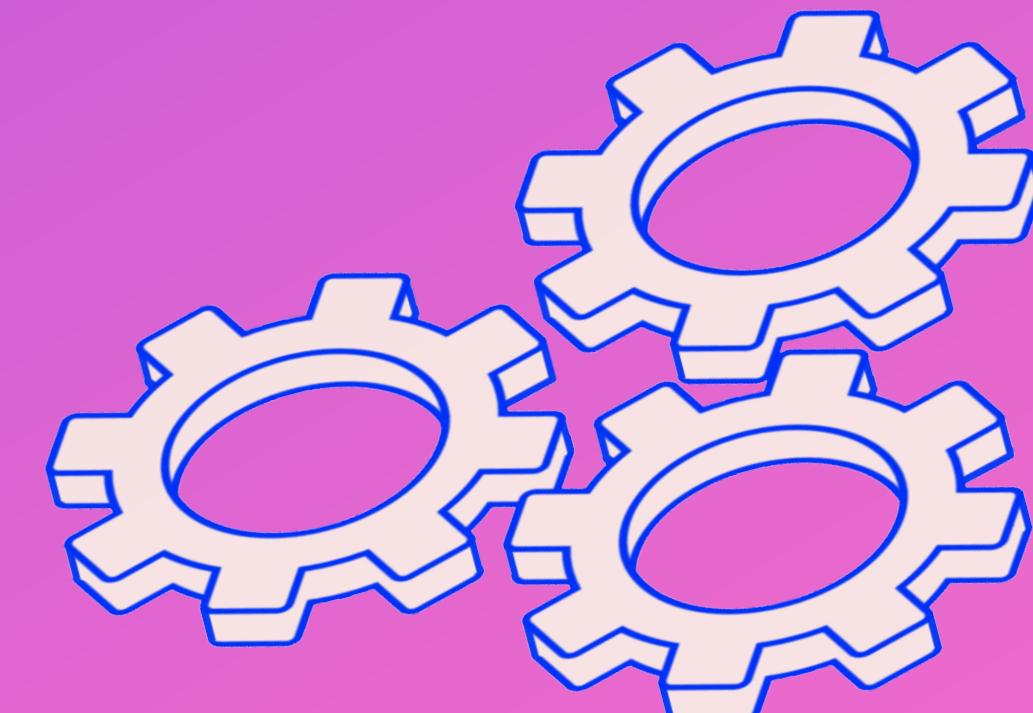
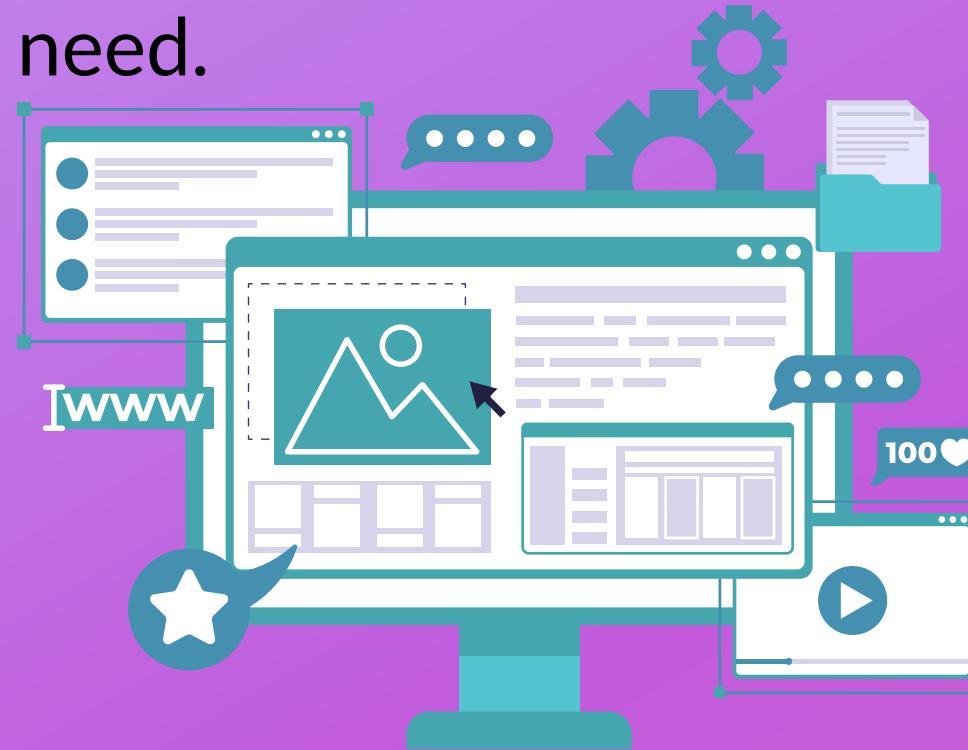
# Target demographic

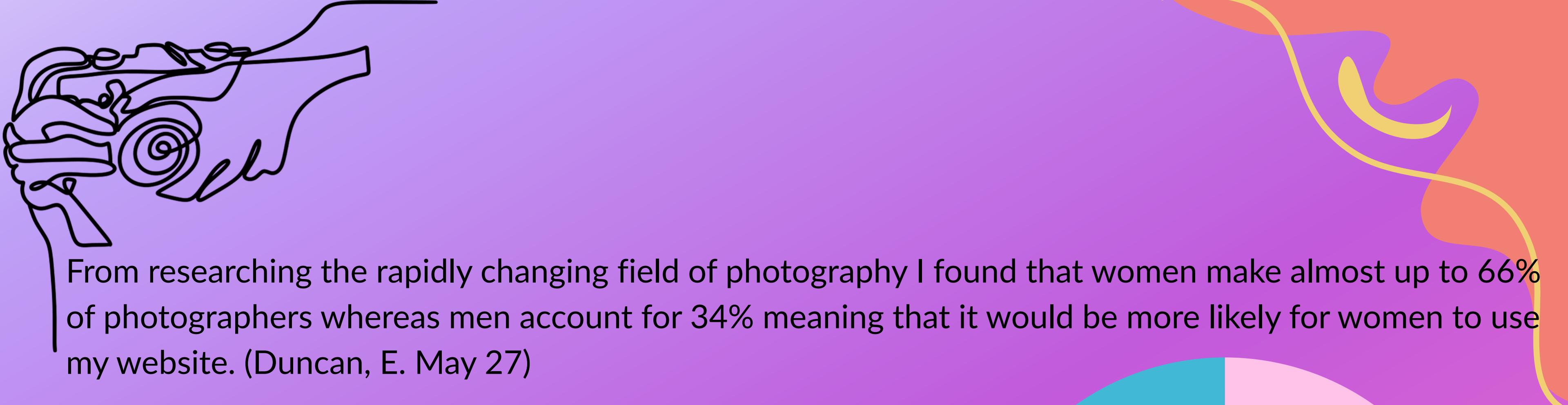


As photographers come from many different ages and backgrounds making the target audience for this website is extremely vast. This vastness can be a strength and a weakness.

A strength of this vastness is that this website can be used by all.

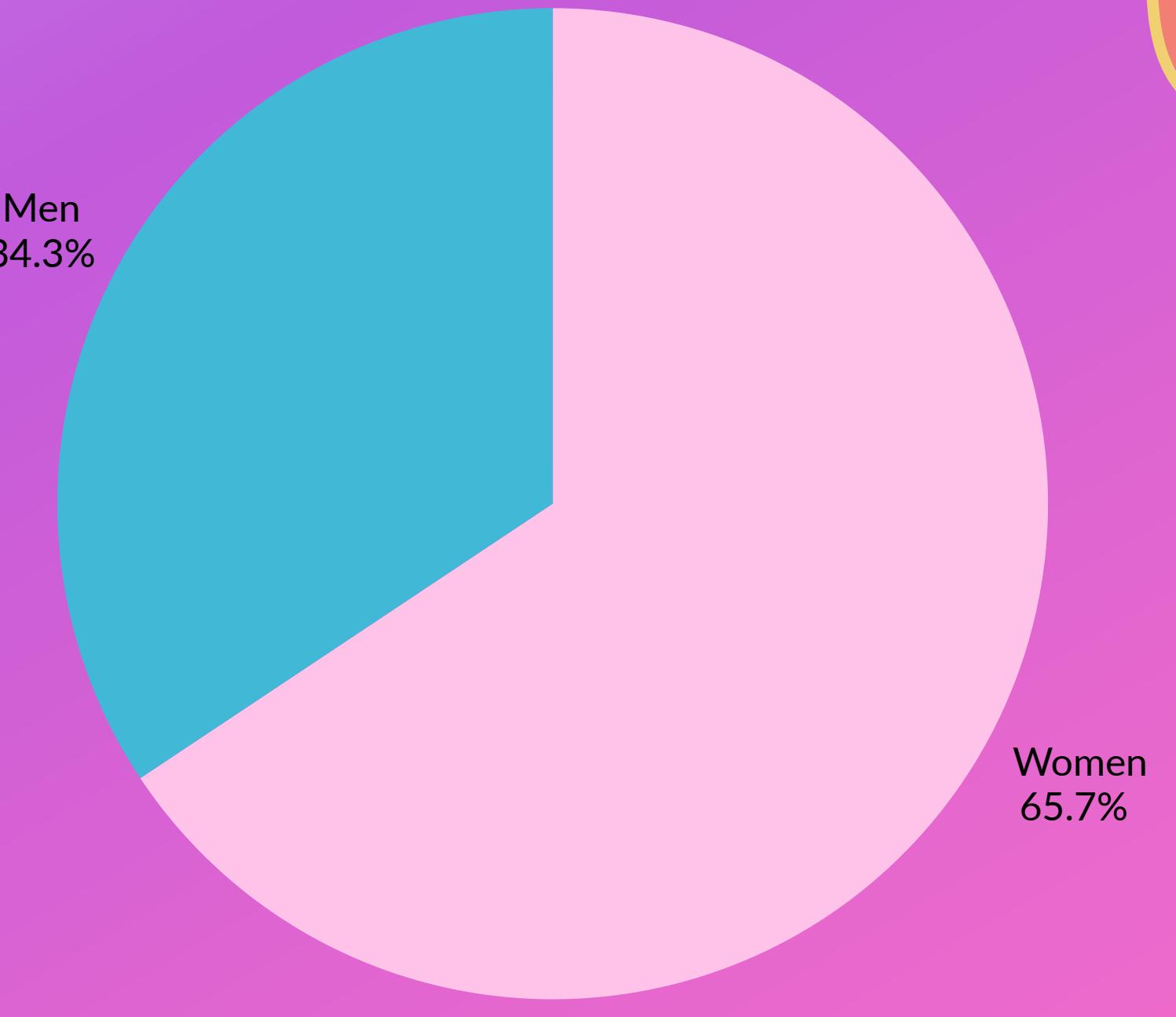
A weakness this causes for the website is a balancing act. This website has to be usable for people with differing knowledge and expertise in the field, as well as differing knowledge of technology. This means I have to make sure the website is basic enough for those with no technology knowledge to use while also having enough information that those with higher knowledge can find all of the information they need.





From researching the rapidly changing field of photography I found that women make almost up to 66% of photographers whereas men account for 34% meaning that it would be more likely for women to use my website. (Duncan, E. May 27)

From my research, I also found that individual consumer photography taken for personal use or enjoyment has the largest market share and is expected to experience more growth in the coming years. This shows me that the majority of users on my website will be using it for personal use.



# Primary User Profile - 65%



Abagail  
20 year old Woman

The primary user of this website - according to the data collected - is a young woman who enjoys photography for personal enjoyment and to show off her lifestyle. This woman lives in the Logan area, may or may not have children or a secondary job and wants to explore more options when it comes to her photography. She has a general high school education level.

Main usage: Uses this website to help her find beautiful beach photos for her social media as well as her personal enjoyment.

Experience: limited experience with photography, but runs her own photography social media account. Abigail has a general knowledge of the web and uploads her photos to Instagram and Pinterest via her phone.

# Objectives and expectations of this user



The objective of this user is to find new experiences and places to go for her own personal enjoyment. Abigail posts her beach photos via mobile to Instagram and Pinterest. She hopes to grow her Instagram and Pinterest pages, but is mainly focused on her personal enjoyment when she is out taking these photos.

This user can expect a wide range of differing experiences that she can choose from.

Another expectation of this website is that she expects a website that is easy to navigate and the bonus of an easy-to-use “save for later” button so she can save things for another time and find the needed information whenever it is needed, allowing for faster, more efficient planning.

# Secondary User profile - 34%



Charles  
40 year old Man

The primary user of this website - according to the data collected - is a middle-aged man who uses his photography to enter competitions and win prizes. This man may or may not have children or a secondary job, and lives in Tambourine Mountain. He uses this website to find new forest trails to find birds to photograph. His education level is a TAFE Certificate 3 in photography and design.

Experience: Has many years of experience in photography and uses his photography for competitions. He has a harder time understanding technology and web due to his older age but has extensive knowledge in photoshop due to his cert.

Main usage: Uses this website to find new forest trails with birds to photograph for competitions.

# Objectives and expectations of this user



Charles uses this website for personal enjoyment, but also has the aspect of professional photography aspect. The objective of this user is to find new forest trails, allowing him to enter his photos in competitions for prizes. Charles uploads his bird photos via his phone.

He has extensive knowledge of Photoshop due to his Certificate 3, which carries over to his web-based knowledge. This user may not have as much experience in using websites and technology as younger photographers, but he can expect an easily understandable and usable website with basic knowledge of technology.

A secondary expectation of this website is that he can expect is that there will be reviews for him to look at, so he can see what possible birds or general information he can find about the location before he travels to it. this allows him more time to prepare his equipment and be shoot-ready faster.

# Audience Analysis Summary

The key takeaways from researching users are that most users are women and will be using Frame Finder for personal enjoyment. The minority of users on Frame Finder will be men or those wanting to use this website for professional photography. This means that my website's primary use is for enjoyment. This tells me that this website should be fun and simple so users can create their own path of enjoyment. due to both the primary and secondary users are somewhat knowledgeable of the web allows me to understand that this web page needs to have simple and obvious ways to get around the page.

# Competitor analysis

## Location scout:

Location scout is an extremely up-to-date photography location finder that covers the entire world. There are 247.433 location entries and photo themes that are readily available on this website.

This website also has an accompanying app that allows users to sync their trips to their phone for adaptability and situational preferences. There are 179.767 people who share their spots and plan trips through this website. This is an extremely efficient website that will be hard to compete with.

## Shothotspot:

Shothotspot is a photography website where users are able to scroll through pictures from throughout the world. Users are able to upload their own entries into the website, which allows for more locations to be shared throughout the website. Users are able to add photos and locations to their personal list, allowing users to access those photos at a later date. there is only one downside to this website, which is their advertisements, which hinder the user experience as it takes over the whole page, making switching through the website awkward.

## Pictara:

Pictara is a simple website where users are able to upload photos to find out where they originated from. this page is lacking in user experience as it only has one page for users to find photo locations, and if users wish to look at the location, they must create an account, making the website difficult to access.

# Competitor analysis: Locationscout

## Font:

Be Vietnam  
Pro Helvetica  
Neue  
Helvetica,  
Roboto Arial  
Sans-serif.

For the fonts they used bold whites that stand out against the darker backgrounds.

## Colour:

- Black (R0 G0 B0)
- Orange (R240 G191 B76)
- Peach (R245 G151 B148)
- Lime (R212 G237 B49)
- Green (R158 G235 B71)
- Aqua (R91 G209 B215)
- Lilac (R198 G190 B238)

The main colours on the home page are black and orange. The other colours are used for specific buttons that they want to stand out including “sign up for free” and “log in” buttons

## Alignment:

The alignment follows typical web page layouts of web page title at the top, including the horizontal navigation menu that becomes a burger menu on the right side when the page is condensed

When page is condensed the page breaks smoothly and images and words fall below the other

## Repetition:

There is minimal repetition thought the web page however it is consistent with colour, font and feel thought the website

# Competitor analysis: Locationscout

## Proximity

The top of the web page has all of the necessary navigation bars that users need. They are spaced out well so they are clearly readable.

The main part of the page where users are able to look areas up is the biggest and most noticeable aspects when a user opens the page.

As users scroll down the page the information is spaces so that the most useful information goes from top to bottom. This means that the visual design of this web page is flawless, making it a harsh competitor

## Input interface

Elements in this web page allows users to submit their own locations with the option to upload personal photos of that location.

The icons used are clear and understandable.

Each of the photos has high quality as well as signatures to who exactly took that shot and where. When clicking on the pictures a secondary web page appears with detailed information about the location including how crowded it is, the best timing for shoots, and the themes this location can follow for shoots. The page also includes and they best way to get there.

There is no advertising on the page allowing the page to be sleek and focused on consumers over money.

## Output interface

User experience is exceptional, the page can be condensed down to 233x637px before the page becomes compromised and button some buttons begin to cut off. This webpage translates well from web to mobile.

## Contrast:

There is a bold contrast in colours. The Orange is bold and easily viewable for users. this along with the beautiful pictures with high resolution creates a very visually pleasing web page that is bold yet easy enough for users to not get overwhelmed.

# Locationscout Summary

Overall, this website has an extremely well-thought-out and effective design that is easily navigable for users. The colours create a visually pleasing design that allows the page to have specific things stand out while also keeping a professional approach.

Words are restrained to a bare minimum, not including the reviews, making the page visually obvious that its main focus is on photography.

Overall Score:

90/100



# Competitor analysis: Shotspot

## Font:

Sarabun  
Sans-serif

The fonts are basic  
but easily readable.

The text differs  
from being black or  
white depending on  
the background.

## Colour:

- Black (R0 G0 B0)
- Orange (R240 G191 B76)
- Peach (R245 G151 B148)
- Lime (R212 G237 B49)
- Green (R158 G235 B71)
- Aqua (R91 G209 B215)
- Lilac (R198 G190 B238)

The only colours on the home page are black and white excluding the pictures. The other colours are used in the pictures.

## Alignment:

The alignment follows typical web page layouts of web page title at the top left and the search bar is in the direct middle of the page. The menu is a burger menu whether the page is extended or condensed. When page is condensed the page breaks smoothly, the pictures stay horizontal, making the user swipe to the side to continue to look at the locations.

## Repetition:

There is minimal repetition thought the web page however it is consistent with colour, font and feel throughout the website

# Competitor analysis: Shothotspot

## Proximity

The top of the web page has a burger menu with of the necessary navigation bars that users need including logging in.

The main part of the page where users are able to look areas up is the biggest and most noticeable aspects when a user opens the page. As users scroll down the page the information is spaced out so that the most useful information goes from top to bottom. The page does not scroll down for long, before you hit the end. Users must scroll from left to right to find information on more locations.

## Input interface

Elements in this web page allows users after logging in to submit their own locations with the option to upload personal photos of that location .

The icons used are clear and understandable. Each of the photos has high quality as well as signatures to who exactly took that shot.

When clicking on the pictures a secondary web page appears with more images that are related to the.

On specific secondary pages, when you click on the person who took the photo to see the details the page opens to another website called "Flickr", this is not good as web pages should keep users on their page rather than going to a whole other site to find that information.

In the secondary page there is also information on studio hire rates which can be extremely helpful for users who need indoor headshots.

There is advertising on this page that is not user friendly as it takes up the complete page, stopping the flow of pages, making it mush more clunky and annoying for users.

## Output interface

User experience is not amazing due to the advertisements as they hinder the flow of the page making it feel awkward. The page can be condensed down to 260x367px before buttons become unusable which is highly impressive.

## Contrast:

There is a contrast in colours but not an outstanding one. The white text is bold and easily readable for users. This along with the beautiful pictures with high resolution creates a very visually pleasing web page that is bold yet easy to read, users may become lost in the side swiping but the rest of the page is easily manageable.

# Shothotspot Summary

Overall, this website is well thought out. I believe that if the page were longer and users didn't have to swipe to the side forever to find a location, it would look a lot smoother. Something this web page does that hinders user experience is the advertisements that take up the entire page, which breaks the smoothness of each movement, making it Clunky and uncomfortable for users.

Overall Score:

60/100



# Competitor analysis: Pictara

## Font:

Jost  
Sans-serif

The fonts are basic but easily readable. The text is a dark purple that is still easily readable.

## Colour:

- █ Black (R0 G0 B0)
- █ Blue (R13 G110 B253)
- █ Purple (R38 G38 B61)
- █ Indigo (R40 G6 B94)

The only colours on the home page are Purple and white. This makes the page keep the same

## Alignment:

The alignment follows typical web page layouts of web page title at the top left and the search bar and title are in the direct middle of the page. The menu is a burger menu whether the page is extended or condensed.

When page is condensed the page breaks smoothly, and the search bars fall below each other.

## Repetition:

There is minimal repetition thought the web page however it is consistent with colour, font and feel throughout the website

# Competitor analysis: Location scout

## Proximity

The only navigation bar is the top of the web page where there is a burger menu . This menu has API, Ariel imagery as well as a link to their GitHub code. Users have to log into the website before the website allows users to view anything which can slow down or completely stop users from using the page. The main part of the page where users are able to upload a photo or photo link to search where it originated from. As users scroll down the page they will find a box where users are able to enter their email address and join their newsletter. in the footer they have the same links in the burger menus along with their “about us” and social media links.

## Input interface

There are clear and large icons as well as visually engaging imagery that draws the users eye towards the center of the page where users can link photos.

The burger menu as well as the picture upload buttons are obvious for users to understand what to do when opening the page. the other links in the burger menu don't relate to photography or finding locations which makes them practically useless unless users are looking for those links directly.

## Output interface

User experience is lacking due to the fact that there is only one usable page to find locations, and the other links without the page don't relate to photography branding them useless unless users are looking for it specifically.

The page can be condensed down to 450x100px before the page stops the user from condensing more.

The page does not scroll down for long, before you hit the end not giving users much web page to use and play with.

## Contrast:

The page is white and purple and this continues throughout their secondary pages. This means that there is no contrast throughout this web page making it slightly more boring than most other websites. the purple spinning globe is visually pleasing for users to see and draws their eyes into the middle of the page but that is the only visual on the page. The text on the page is a deep dark purple to match the rest of the page but it is still easily readable

# Shothotspot Summary

Overall, this web page is extremely underwhelming as it only gives users one page to play around with, and users must sign in and create an account, or they are unable to access the information given by the page, which can cause users to close the page and find an easier way to find what they need. Their other links are also practically useless to users who are looking for photography locations, making this page less thought-out and less likely to be used by users due to these issues.

Overall Score:

40/100



# Competitor Analysis Takeaways

After observation of these competitors, it has been understood that Frame Finder will take on the best qualities of its competitors when it comes to design layout and structure when building this website.

The major standout competitor of Frame Finder is LocationScout, which has an easily navigable design along with their visually pleasing orange and black design, which allows for thing is the web page to stand out while keeping a professional approach.

The Frame Finder web page will currently not have advertisements, but if advertisements become necessary, they will be made sure to be on the border of the page, as not to disrupt the user's experience, unlike Location Scout, where their advertisements cover the whole page, making navigating the page extremely clunky and uncomfortable for users.

# Target market profile

The point of an analysis is to break information down into its parts, allowing it to be at a more digestible level. Breaking information down into its necessary parts to then look at and understand the relationships, purpose and problems within the market and to then come up with a solution.

The main problem I found in the current market of location scouting websites is that there are so few, and of those few, there is only one that I believe is usable without any complications or annoyances for users. Now, understanding this, I understand that my website needs to be very easily usable and practical so that users benefit from the website instead of becoming frustrated with how clunky the website feels.

In conclusion, I have found that the market for location scouting websites is extremely minimal, and out of those few, there is one that is genuinely user-friendly. Knowing this, I am determined to make my website as user-friendly and as easy as possible.



## Headline font Advent pro

Weight 400

This font is used as it is thin yet still keeps its readability

## Body font Lato

Weight 400

This font is used as it is bold but still clean, Perfect for smaller text reading.



# Colour Palette



Main page colour- primary grey (#b4b4b4) (RGB: R71 G71 B71)

Main page – Black (#000000) (RGB: R0 G0 B0)

Forest tab – Primary green (#2D843C) (RGB: R18 G52 B24)

Forest tab – Secondary green (#4ca626) (RGB: R30 G65 B215)

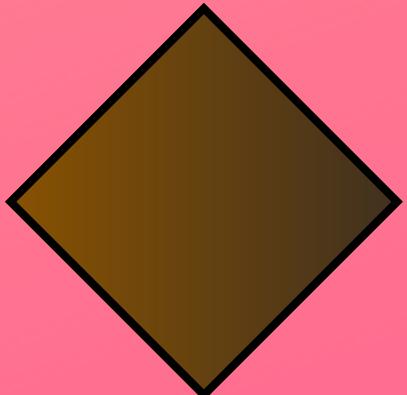
Beach Tab- Light blue (#ADD8E6) (RGB: R68 G85 B90)

Beach tab – Secondary Blue (#47a0e2) (RGB: R28 G63 B89)

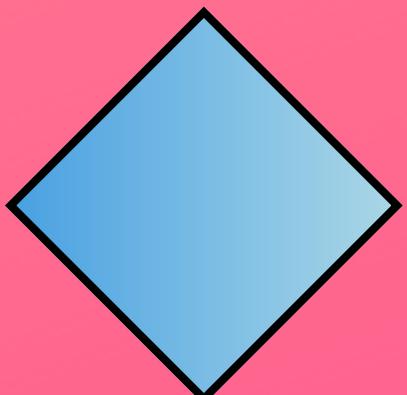
City tab- Primary brown (#4D3B26) (RGB: R30 G23 B15)

City tab – Secondary Brown (#7a4900) (RGB: R48 G29 B0)

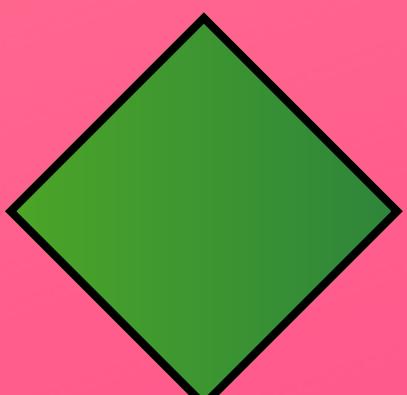
# Application Design: Updated Colours



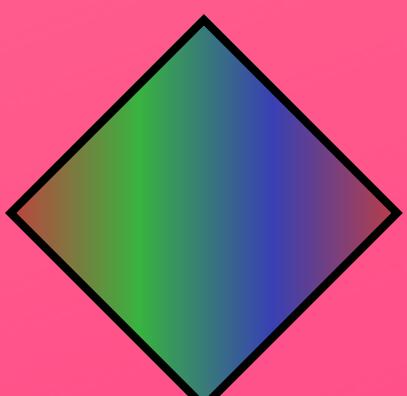
Light brown #895201  
Dark brown #3f301f



Light Blue #add8e6  
Dark blue #47a0e2



Light green #4ca626  
Dark green#2d843c

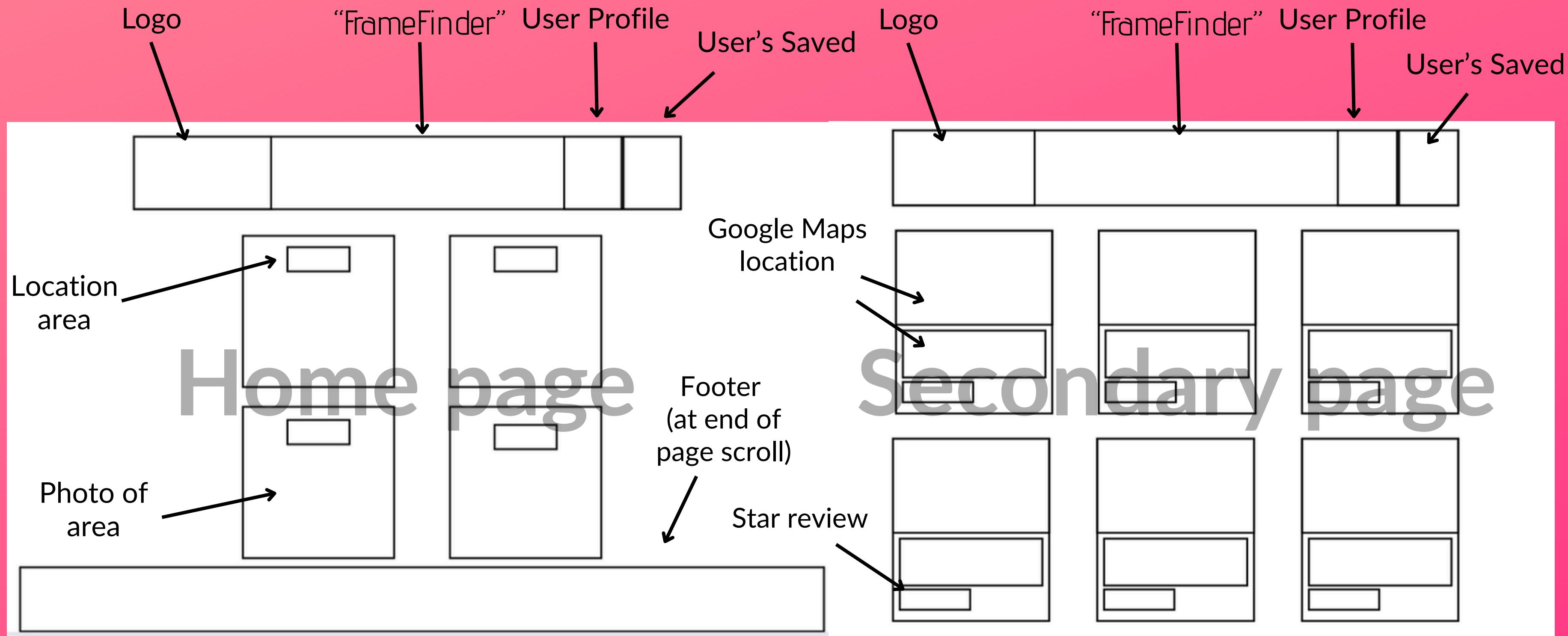


Red #c33e3e,  
Green #38b340  
Blue#3840b3  
Red#c33e3e

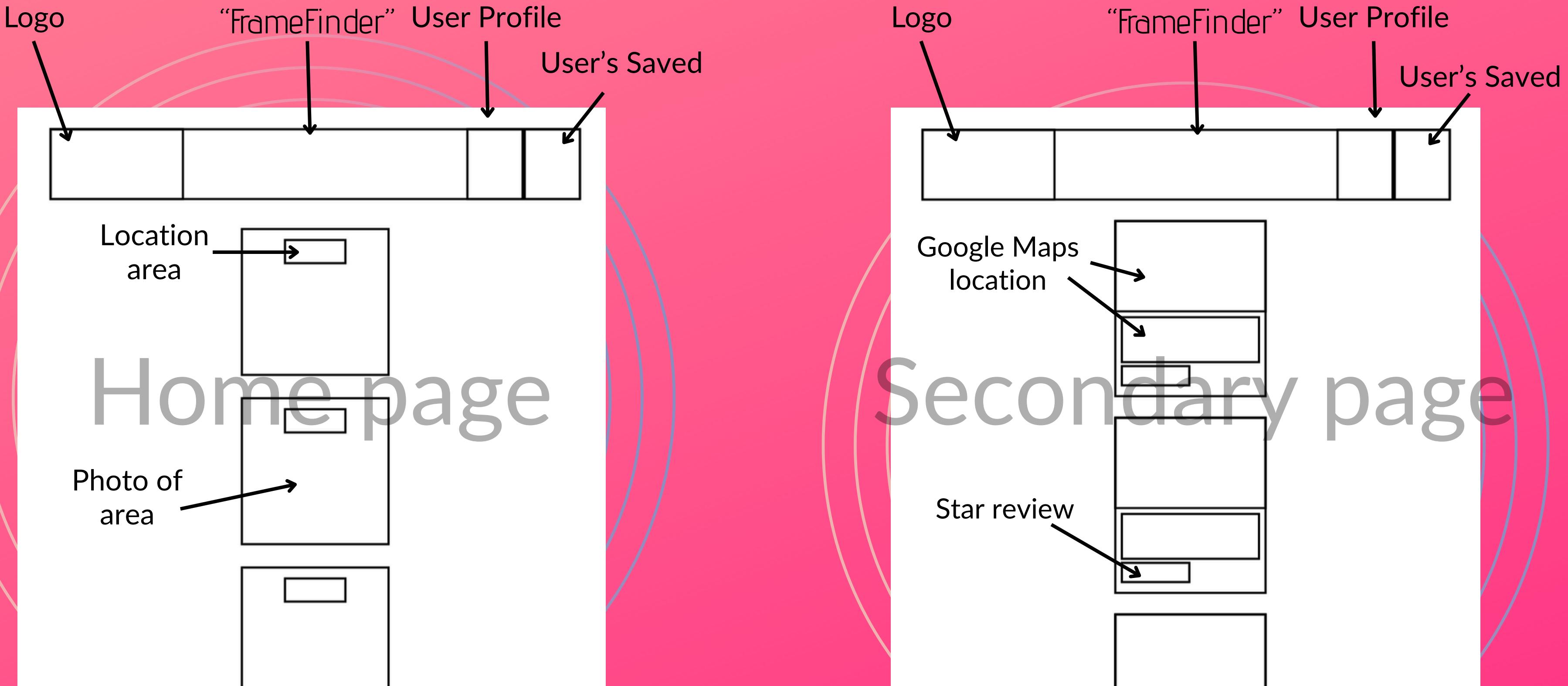
After putting the colours onto the webpage, I decided it would look nicer to have a moving gradient of both dark and light colours for a more striking design.

I decided on similar, if not the same, colours I originally chose for my backgrounds, excluding the events tab. I chose to make this a multi-colour moving gradient as events can be held anywhere, and the moving aspects make the tab feel like a party.

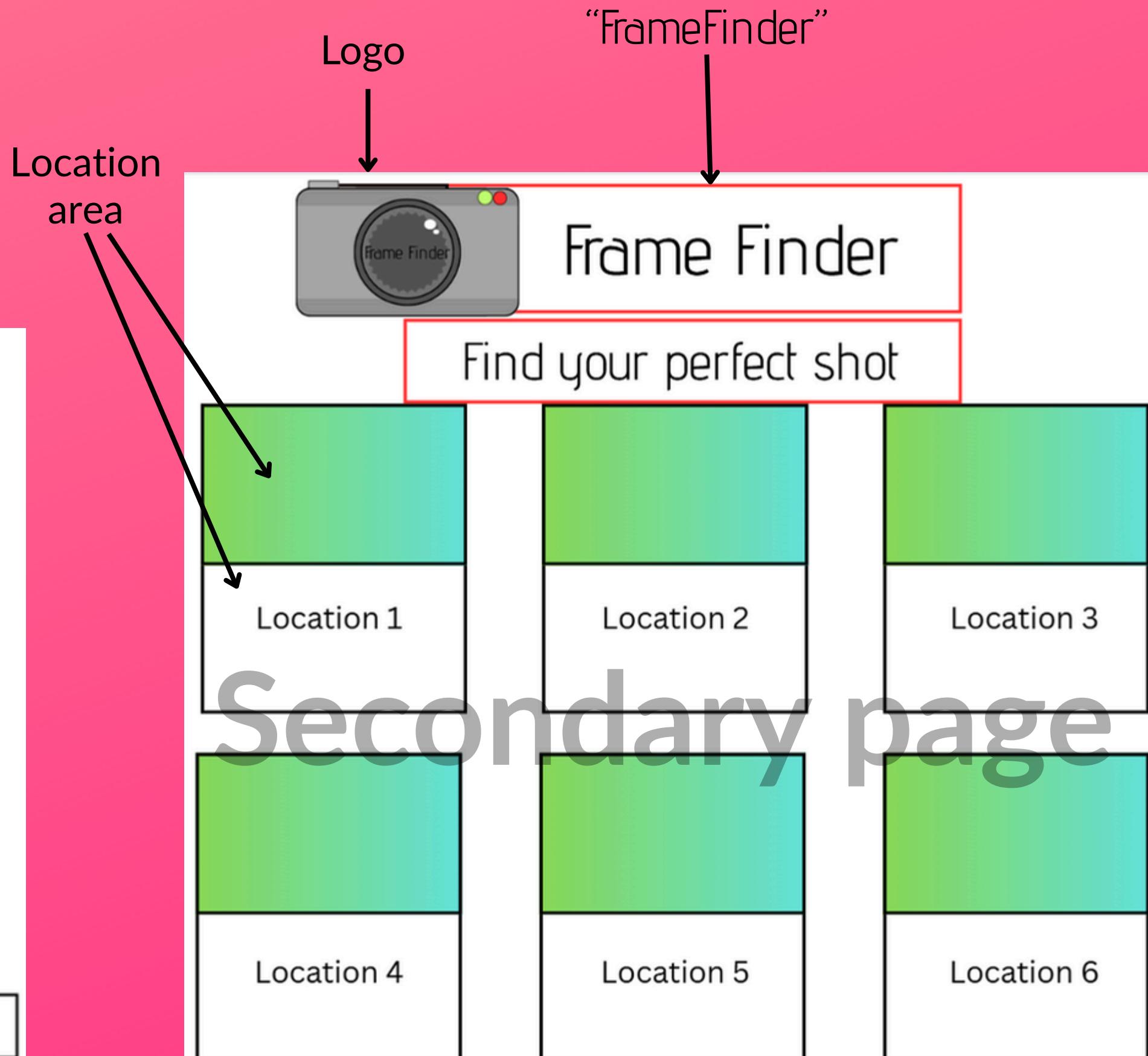
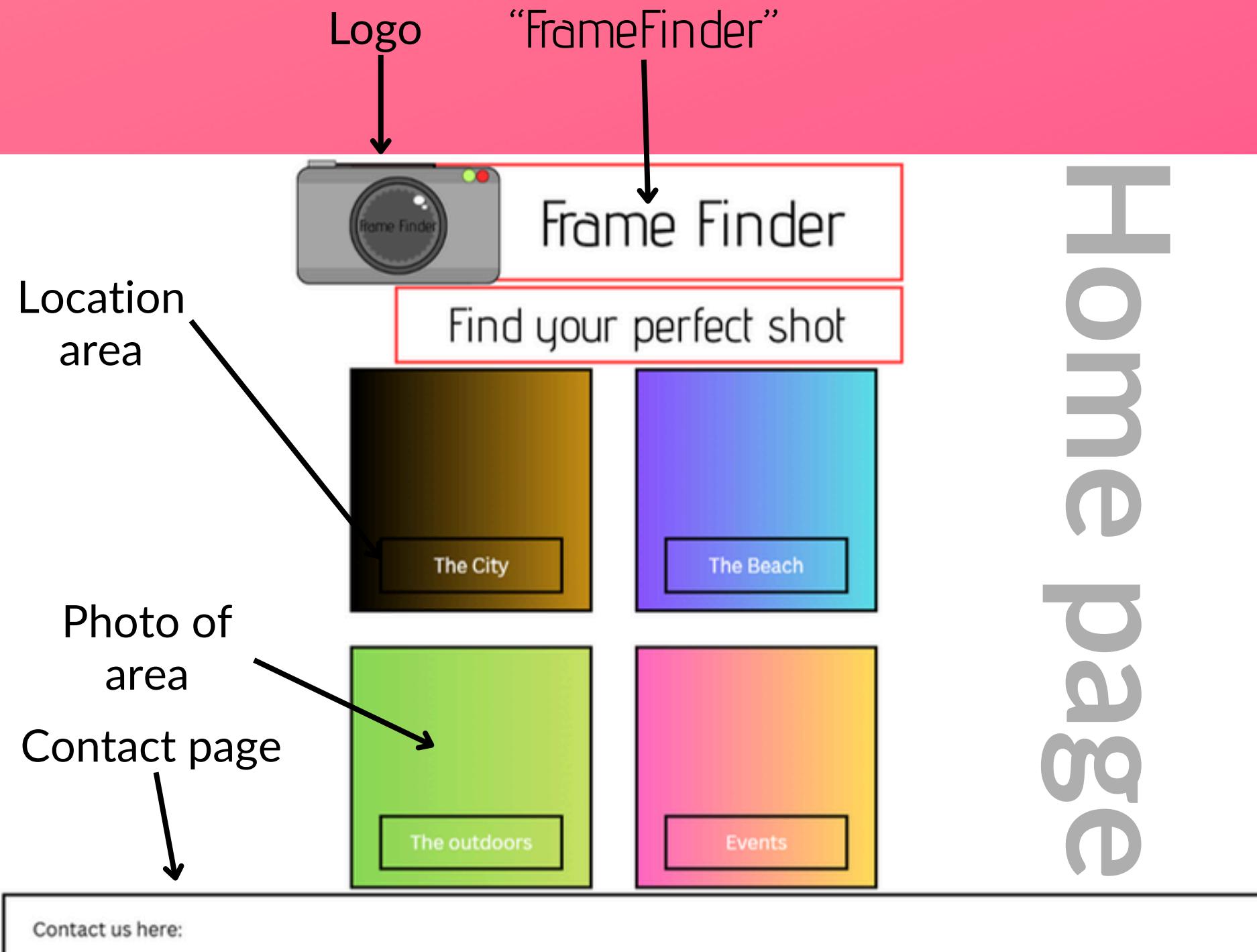
# Wire Frames: Web



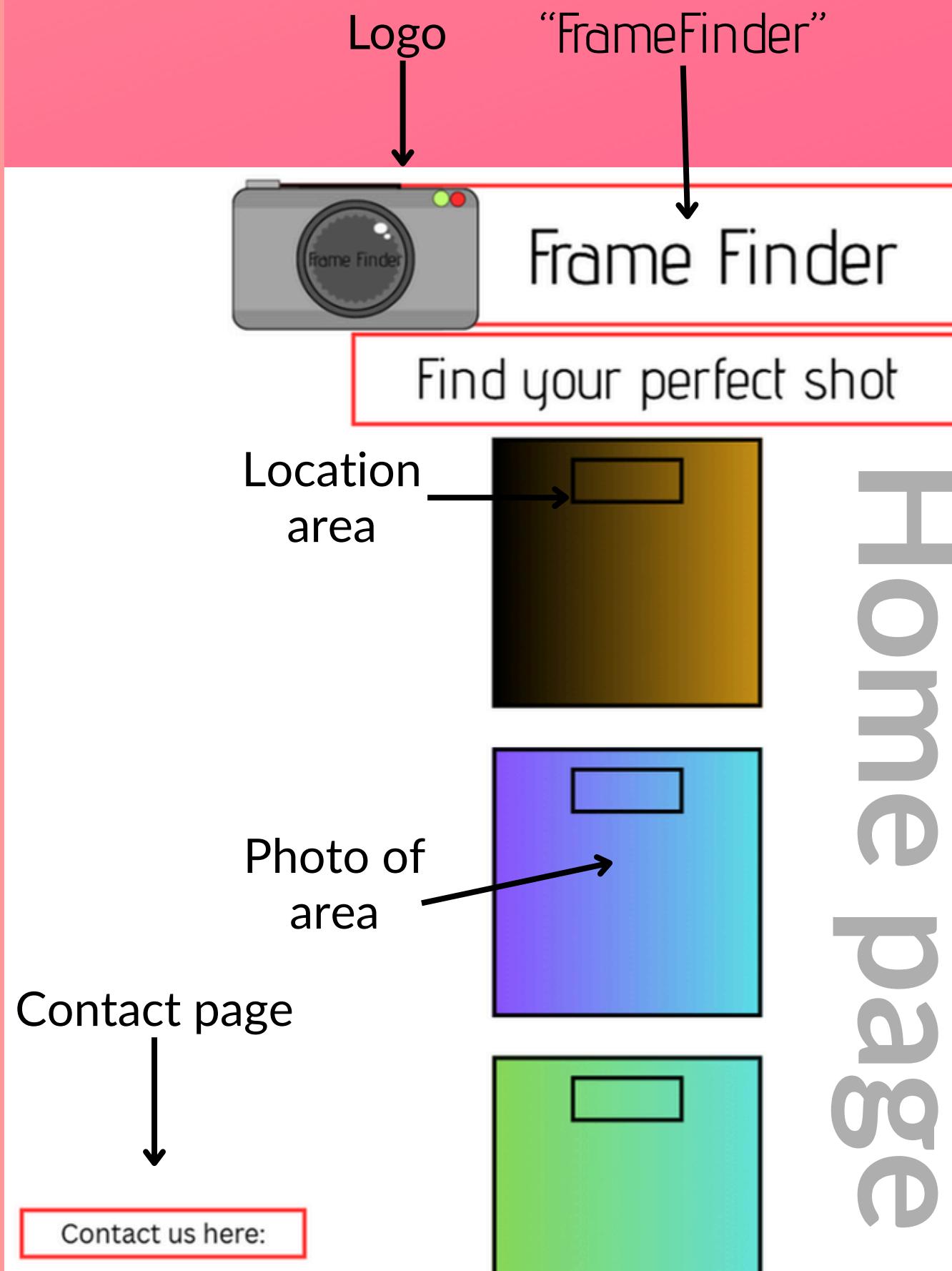
# Wire Frames: Mobile



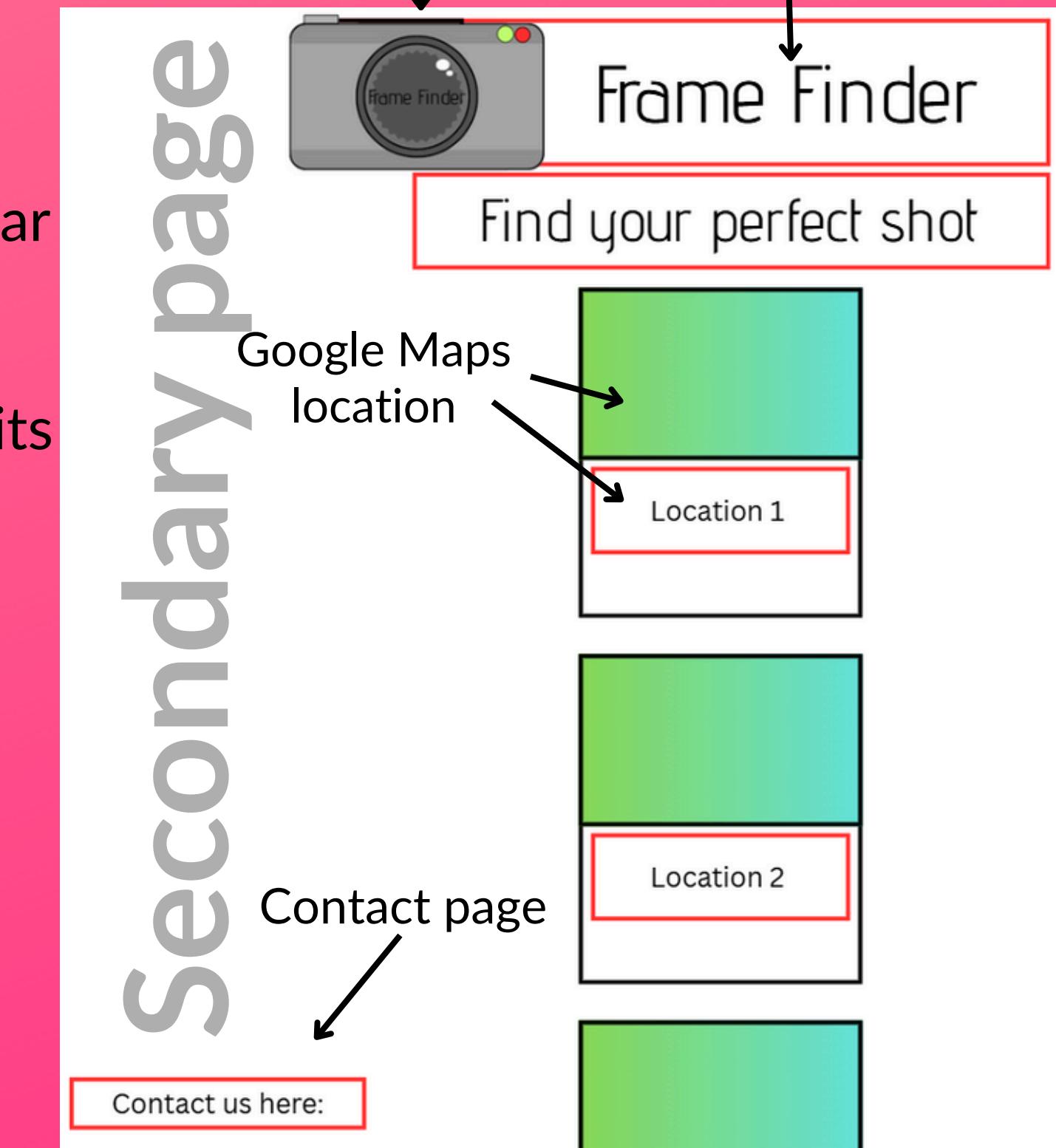
# Wire frame Changes



# Wire frame Changes



I decided to remove the star reviews, as many people want to look at and determine if the location fits their needs themselves.



# Functionality

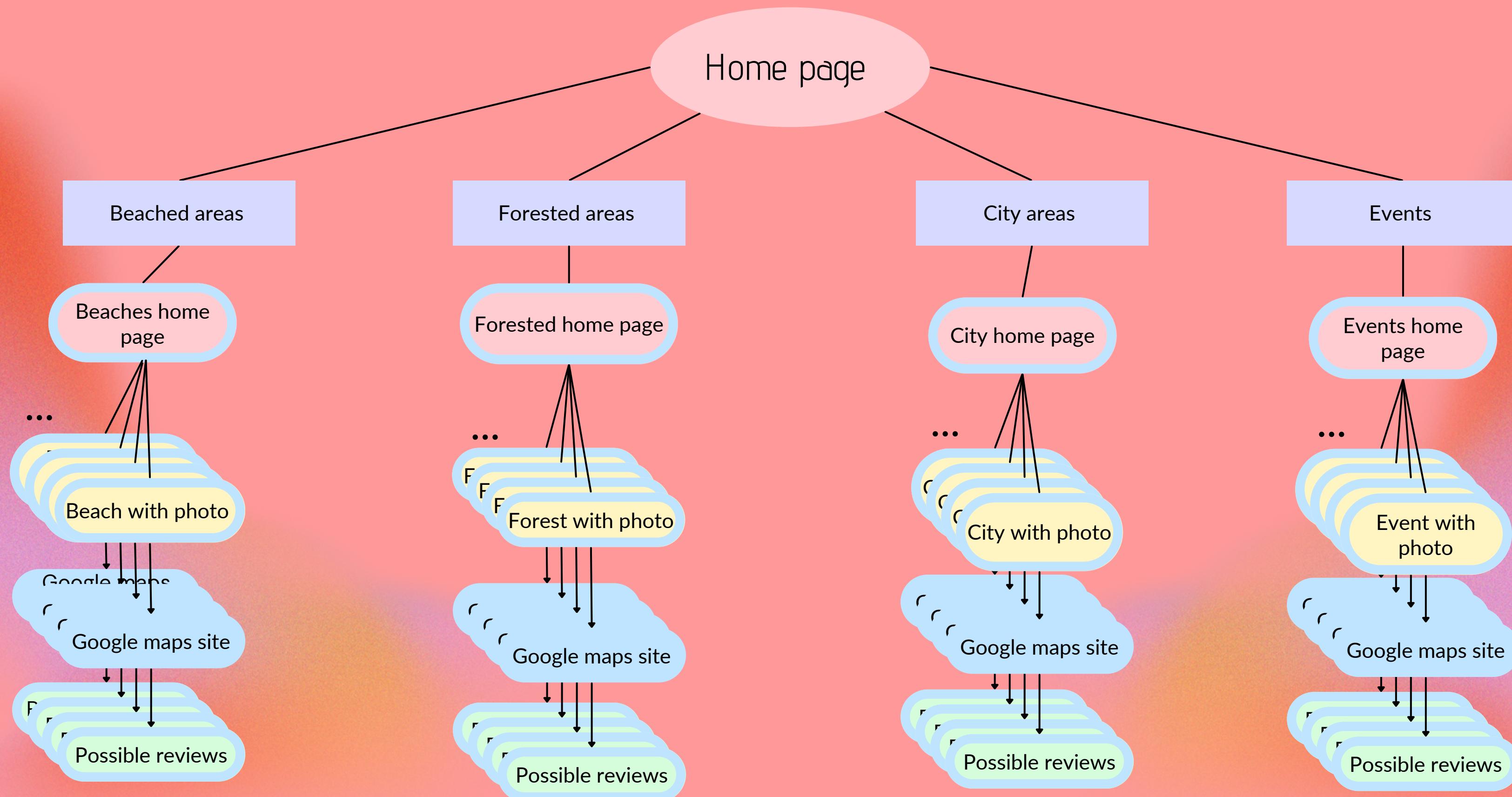
When users first open the page, they are met with the title “Frame Finder” along with the website's logo and the user page button. on the right-hand side of the title, there will be the user's login, where users will have their own personal account where they can post content as well as save locations.

In the middle of the page, there are 4 clickable links for the various areas people are likely to want to go.

When one of those links is pressed, it will open a secondary page with a new title depending on the location chosen. In the middle of the page, there will be a Google Maps link to each specific location as well as reviews from that location, along with a star rating. users will also be able to save a location to their user profile so they can find it again whenever it is needed.

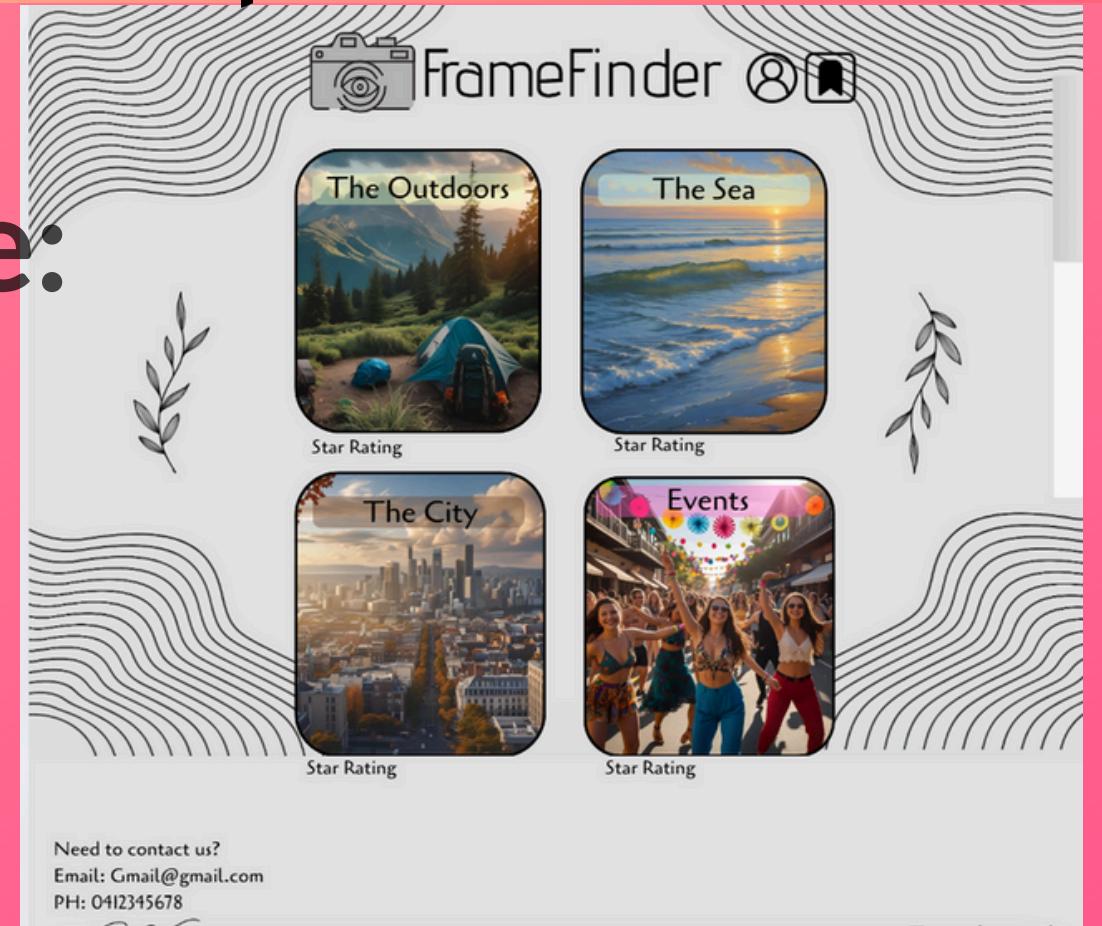
When a location is chosen, users will be directed to the Google Maps link where they can plan their way to the location as well as look at the reviews on those sites.

# Progress flow chart

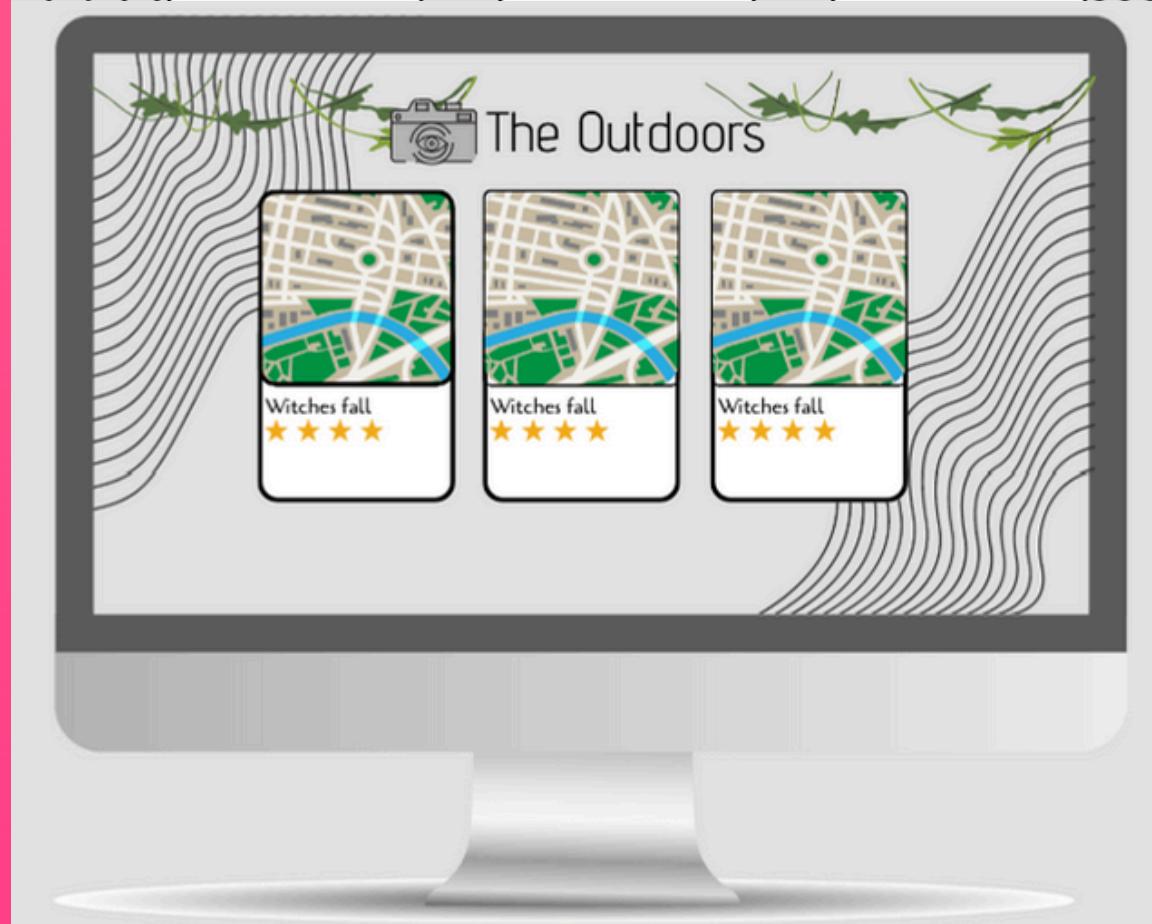
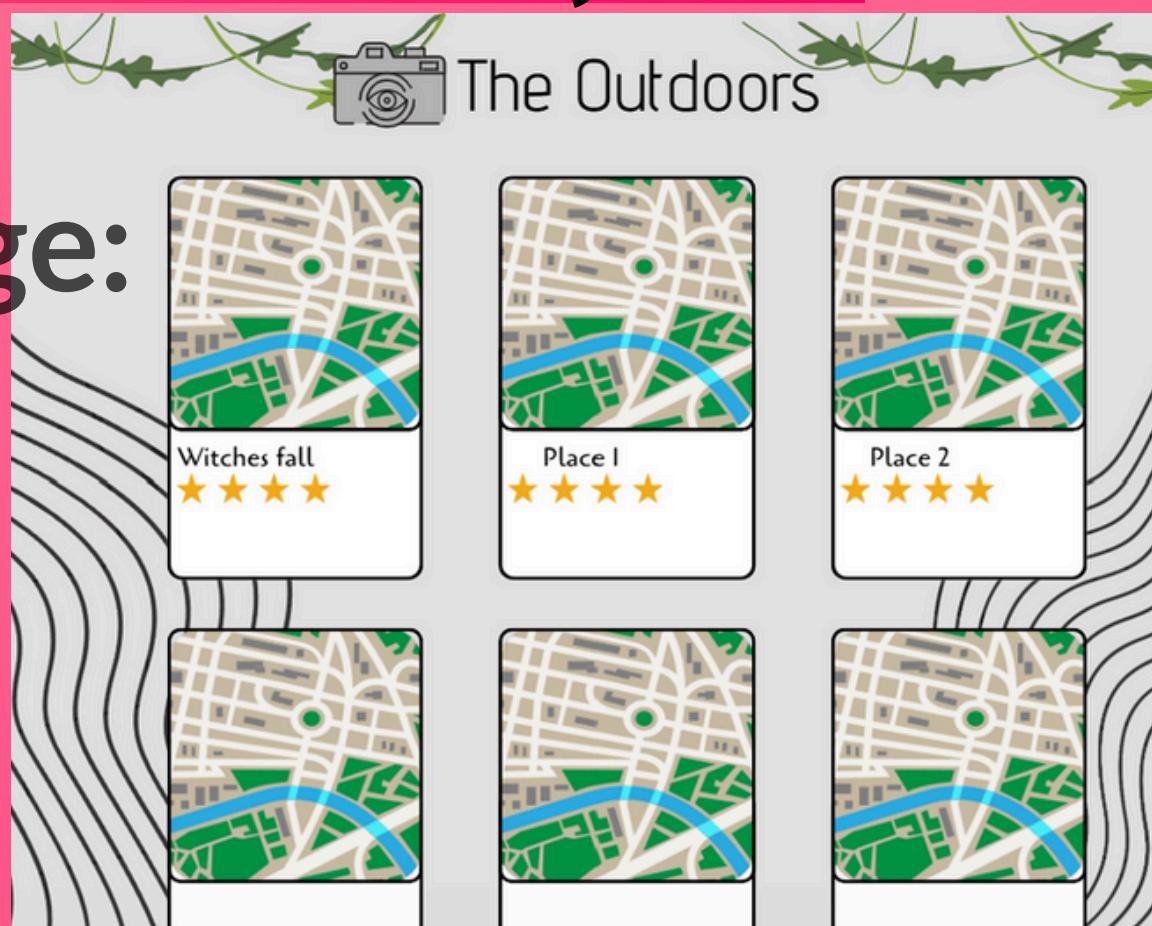


# Desktop and mobile proposed designs

Home page:



Secondary page:



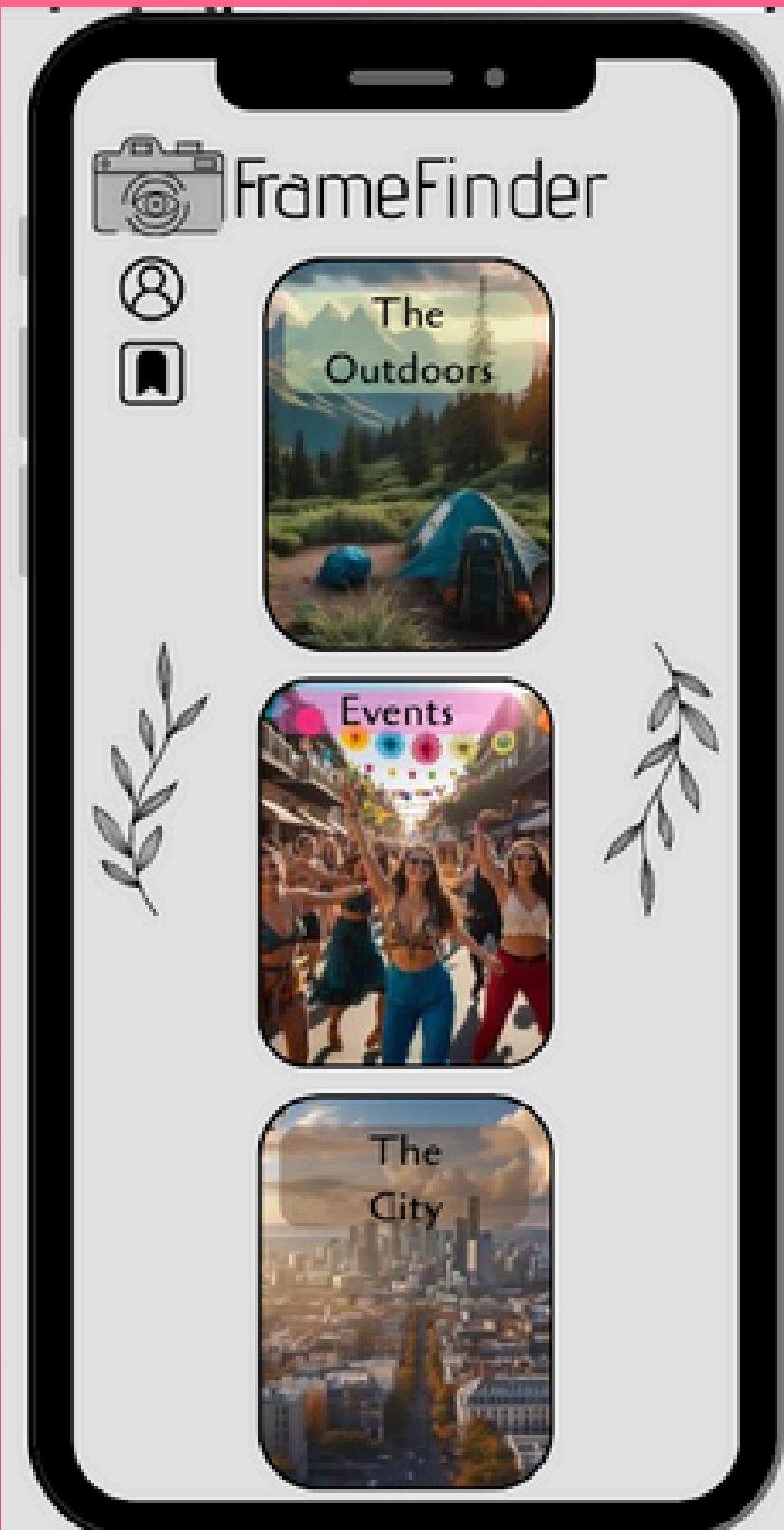
# Coloured : Web



Grey was chosen as the base colour for the home page as it is clean and easy to place other colours over it while trying to keep it easy for users to view.

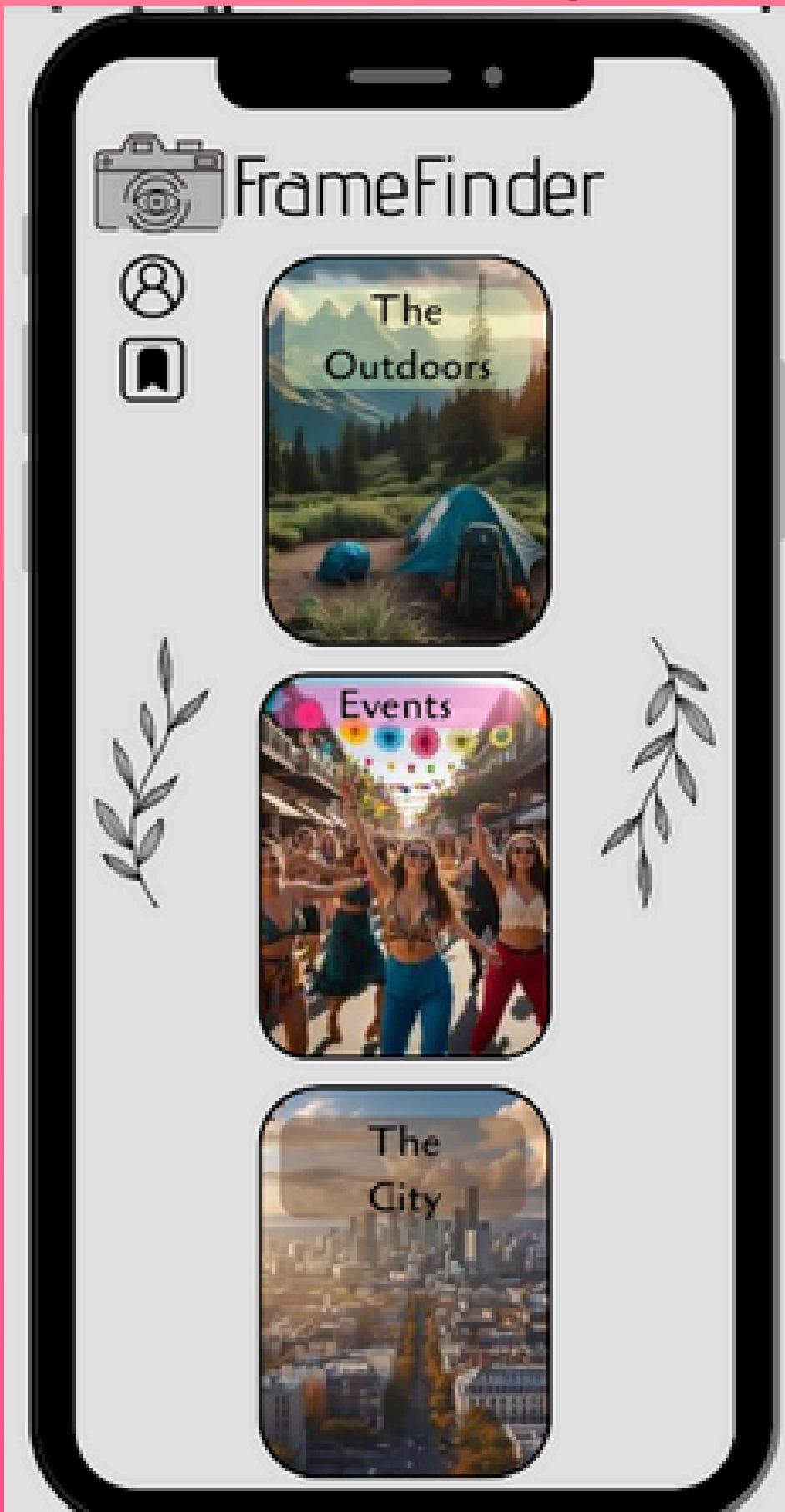
The specific blues, greens, and browns were chosen using the colour alignment theory analogous to. This has a primary colour and one to two secondary colours that are darker or lighter than the primary.

This was used as it was wanted for the web page to stay with one colour for each page to keep it simple for the viewer, but also wanted to keep it fresh with secondary colours that are either lighter or darker than the primary. (Van Braam, 2024)

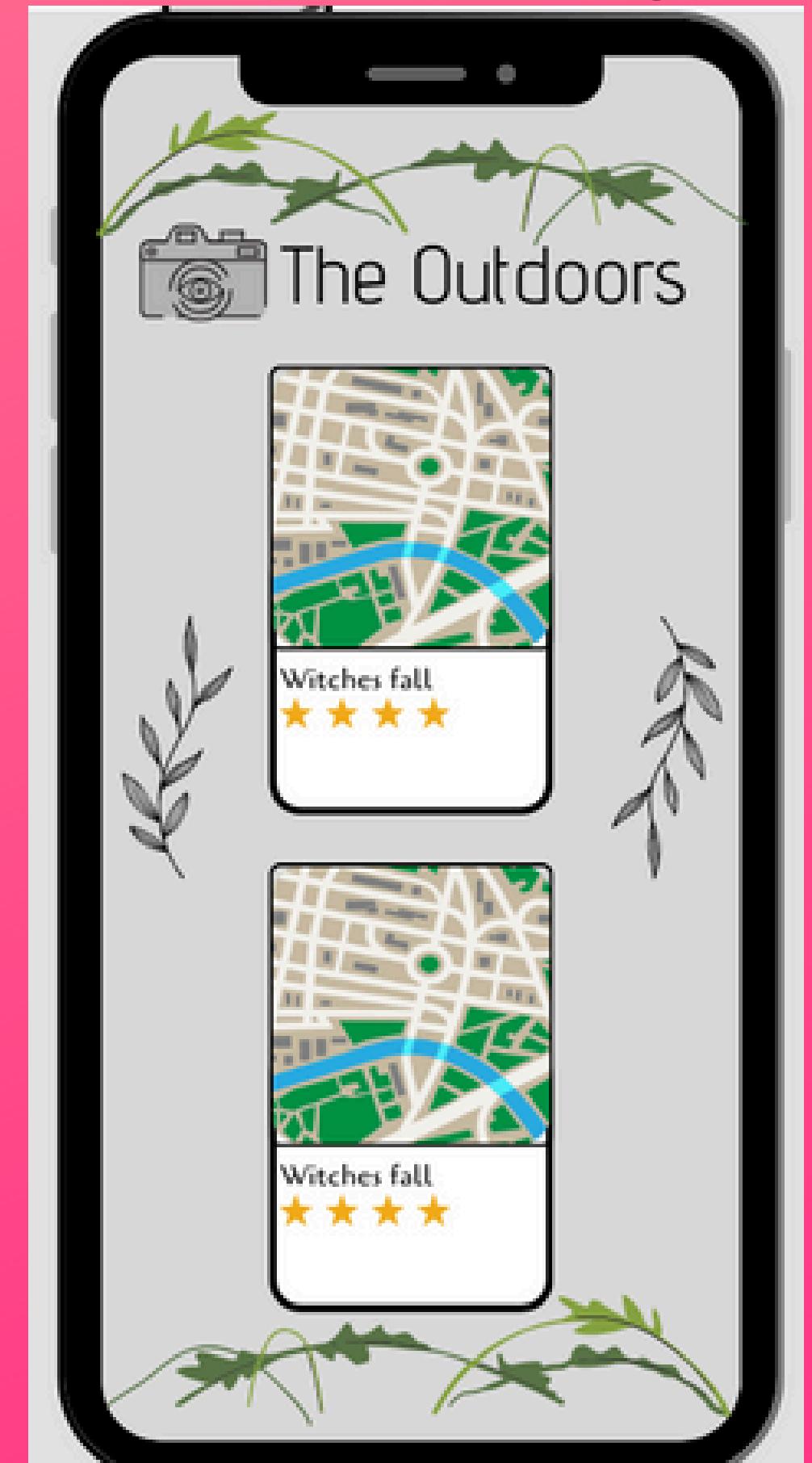


# Coloured : Mobile

Home page



Secondary page

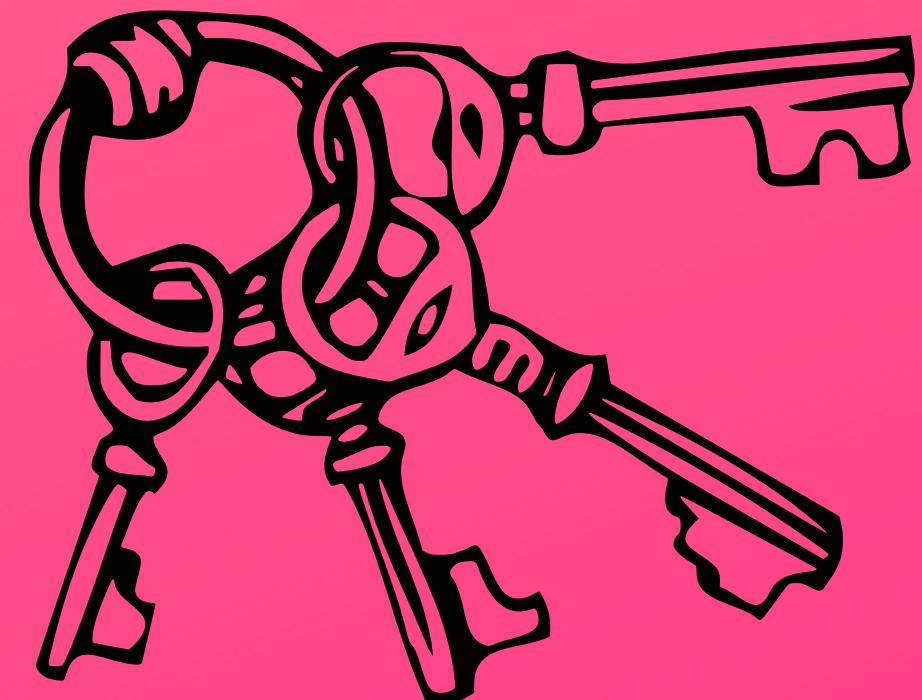


When web page is condensed down or the web page is opened on mobile, each of the tabs will move below each other creating a scrollable line of information. The colours and design will stay the same.

# Key Design Choices

When reflecting on this task it is important that I make sure this website is simple enough for all to use while also making room for those who know what they are looking for to find it.

- Keeping it simple
- Minimal design
- Consistency between pages
- Easily navigable



# Self Assessment

## Performance

My main goal for this website is to allow photographers a smoother and more seamless chance to find new photoshoot locations and explore where they want to shoot before they get to the area, allowing them more preparation time.

Throughout the creation of this website, I have tried to make sure I am thinking in the mind of a photographer and what would be best for them. My time management skills allowed me to plan out all of my tasks and what needed to be done so that I stayed on track and didn't fall behind.

## Growth

I believe that throughout this assignment and creating this website, my mindset and knowledge have grown greatly. At the beginning of this assignment and website creation, I understood that this website would be made to help photographers, but I did not understand the breadth of the photography world. Only after creating my user profiles did I completely understand that my client base can start from minimal knowledge of the web or photography to professional photographers. Understanding this allowed me to realise that this website has to be usable for people with all backgrounds and knowledge. This knowledge then, in turn, allows me to create a website that people with all knowledge bases can use and enjoy. Without this knowledge, I would have made a website that only a select few groups of people can use, and my goal is all photographers, so I had to restructure my approach to suit the masses.

# Self Assessment

## Future Goals

Moving forward, my goal is to create a website that allows all photographers, ranging from those with no knowledge or experience in web or photography, to be able to easily use my website to find new locations for their next photoshoot. To do this, I plan to make my website as minimal and easy to use as possible. I still agree with my first goal and plan to continue to help minimise stress for photographers in the planning stage of their shoots, but I now also want to make sure that any photographer from any background can use this website.

# Time log A1

Day	Work Activity	Start Time	Finish Time	Total Hours
Day 1	Began to look through the assignment and begin design of the slides.	23 June	23 June	2 Hrs
Day 2	Started th report starting with the design documentation, objectives, and start the target demographic	25 June	25 June	3 Hrs
Day 3	Finished the target demographic and started and finished primary user profiles including objectives and expectations of users and audience analysis summary	26 June	26 June	1 Hrs

# Time log A1

Day	Work Activity	Start Time	Finish Time	Total Hours
Day 4	Began competitor analysis	27 June	27 June	1 Hrs
Day 5	Completed competitor analysis and competitor analysis takeaways.	1 July	1 July	2 Hrs
Day 6	Completed font, colour, wire frames and proposed designs. completed functionality and progress flow chart.	2 July	2 July	3 Hrs

# Time log A1

Day	Work Activity	Start Time	Finish Time	Total Hours
Day 7	Started and completed key design choices. Began completing design of slides.	3 July	3 July	2 Hrs
Day 8	Completed design of slides. began finalizing everything including referencing and proof reading.	8 July	8 July	2 Hrs
Day 9	Finalize everything and fixing small errors.	9 July	9 July	2 Hrs

# Time log A2

Day	Work Activity	Start Time	Finish Time	Total Hours
Day 1	Began the coding of the boxes and padding	15 July	15 July	2 Hrs
Day 2	began opening page, adding in “Frame Finder” title, and clickable boxes for each subsection.	16 July	16 July	3 Hrs
Day 3	Started to add photos and text to subsections. Had to change the positioning and colour of title and subsections text to make it more readable.	17 July	17 July	2 Hrs

# Time log A2

Day	Work Activity	Start Time	Finish Time	Total Hours
Day 4	Began the coding of the secondary page adding in the boxes for the Google-Maps links.	21 July	18 July	2 Hrs
Day 5	Started to add in google maps links and make the title linked to the home page. While also tidying up main page.	22 July	21 July	2 Hrs
Day 6	Added in colours to backgrounds of each subsections page and made the colours flow in the background.	23 July	22 July	3 Hrs

# Time log A2

Day	Work Activity	Start Time	Finish Time	Total Hours
Day 7	Added in a clear footer with a separate contact page.	24 July	23 July	2 Hrs
Day 8	Started the creation of logo design. And when completed put in heading logo and favicon. Then began the rest of the writing components.	28 July	24 July	3 Hrs
Day 9	Added in all rights reserved in footer. Fixed footer contact page after broke. Continues on the writing components.	29 July	25 July	2 Hrs

# Time log A2

Day	Work Activity	Start Time	Finish Time	Total Hours
Day 10	Adding gradients and making them flow in the background. fixing up heading spacing and sizing of subtitle.	30 July	26 July	2 Hrs
Day 11	Added the waves in the front page background. Also added more locations to each subsection.	5 Aug	28 July	3 Hrs
Day 12	Completed writing components saving and submitting.	6 Aug	29 July	3 Hrs

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