

Advisory report

Passion project

Photography blog

Cretu Claudia
ICT & Media Design
Semester 3

Table of Contents

Problem description.....	3
Objectives.....	3
Methodology	3
Current situation analysis	3
Technology situation.....	4
Recommendation foe front end development.....	4
Connecting back end with front end recommendations	4
Next steps	5
Advice and recommendations	5
Implementation plan.....	5
Risk and mitigations strategies	6
Conclusion	6

Project description

This project focuses on developing a photography blog and e-commerce website that allows users to purchase high-quality photographs. The platform aims to provide a unique photography gallery, create a space for self-expression, and offer an efficient purchase process. By leveraging modern web technologies and user-centered design principles, the project seeks to create a sustainable and accessible platform for sharing and monetizing photography.

Objectives

The main objectives of this project are:

1. Create a high-quality photography gallery showcasing the photographer's work
2. Implement an e-commerce system for selling photographs
3. Develop a platform that engages viewers and potential customers
4. Provide a user-friendly interface optimized for both desktop and mobile devices
5. Ensure secure payment options and clear licensing information for purchased photos

Methodology

The project will follow the Waterfall methodology, with each phase completed before moving to the next. The Double Diamond design process will be used throughout, incorporating various CMD research methods:

1. Discover Phase: Research existing photography blogs and target audience
2. Define Phase: Define the target audience and their needs
3. Develop Phase: Create prototypes and begin coding
4. Deliver Phase: Test final features and present the completed project

Research methods will include literature studies, best practices analysis, prototyping, and usability testing.

Current Situation Analysis

Strengths

1. Clear project vision and objectives
2. Well-defined target audience
3. Planned use of modern web technologies (React, Node.js, MongoDB)
4. Focus on user experience and design principles

Weaknesses

1. Limited team size (single developer)
2. Potential time constraints

Opportunities

1. Growing market for online photography sales
2. Increasing interest in personalized and unique visual content
3. Potential for expanding into related services (e.g., custom prints, photography workshops)

Threats

1. Competition from established photography marketplaces
2. Rapidly changing web technologies and design trends
3. Potential copyright and licensing issues

Technology Situation

The backend and database have been successfully implemented using Node.js, Express, and MongoDB. However, the front-end development and its connection to the backend were not completed as initially planned due to time constraints.

Recommendations for Front-End Development

To complete the front-end of the photography blog, use React.js:

1. Set up the React project using Create React App.
2. Create reusable components for common elements like header, navigation, and footer.
3. Implement main pages: Home, Gallery, About, and Contact.
4. Use React Router for navigation between pages.
5. Create a responsive layout using CSS Grid and Flexbox.
6. Implement a lightbox feature for viewing full-size images.
7. Create a shopping cart component for managing photo purchases.

Connecting Front-End with Back-End Recommendations

To connect the React front-end with the Node.js and Express back end:

1. Use Axios to make HTTP requests from the front-end to the back-end API.
2. Create an API service file to centralize all API calls.
3. Implement state management using React Context API or Redux for managing global state like the shopping cart.
4. Handle authentication using JSON Web Tokens (JWT).

Next Steps

1. Implement React components for main pages and features.
2. Set up API service to communicate with the backend.
3. Implement user authentication and authorization.
4. Create shopping cart functionality.
5. Optimize images and implement lazy loading for better performance.
6. Conduct thorough testing of the entire application.
7. Deploy the full-stack application to a hosting platform.

Advice and Recommendations

Overview

To ensure the success of the photography blog and e-commerce website, focus on creating a visually appealing, user-friendly platform that showcases the photographer's work while providing a seamless purchasing experience.

Specific Recommendations

1. User Experience:
 - Implement a minimalist design to highlight the photographs
 - Use a grid layout for easy navigation and visual appeal
 - Ensure responsive design for optimal viewing on all devices
2. E-commerce Functionality:
 - Provide clear licensing information for each photograph
 - Implement a simple and intuitive checkout process
3. Performance:
 - Optimize image loading for fast page speeds
 - Implement lazy loading for improved performance
4. Legal Considerations:
 - Ensure compliance with copyright laws and licensing regulations
 - Implement clear terms of service and privacy policy

Implementation Plan

1. Design Phase (2 weeks):
 - Create low-fidelity prototypes
 - Conduct user testing and gather feedback
 - Develop high-fidelity prototypes
2. Development Phase (4 weeks):
 - Set up development environment (React, Node.js, MongoDB)
 - Implement core functionality (gallery, e-commerce, user authentication)
 - Develop responsive design

3. Testing and Refinement (2 weeks):
 - Conduct thorough testing of all features
 - Gather user feedback and make necessary adjustments
4. Launch and Marketing (1 week):
 - Deploy the website

Risks and Mitigation Strategies

1. Time Management:
 - Risk: Project delays due to unforeseen challenges
 - Mitigation: Create a detailed project timeline with buffer periods
2. Technical Issues:
 - Risk: Difficulties integrating various technologies
 - Mitigation: Allocate time for learning and troubleshooting; consider seeking expert advice if needed
3. User Adoption:
 - Risk: Low initial user engagement
 - Mitigation: Develop a marketing strategy and focus on creating high-quality, unique content

Conclusion

The photography blog and e-commerce website project has strong potential for success, given its clear objectives and focus on user experience. By following the recommended implementation plan and addressing potential risks, the project can create a valuable platform for showcasing and selling photographs. The use of modern web technologies and adherence to design principles will ensure a high-quality, user-friendly experience for visitors and customers alike.