

# UX Documentation

## Photography Website- Shane Connaughton

### Introduction

As stated in the README.md file extensive focus was placed on the UXD for this website.

In line with best industry practice, the site was developed using the 5 Planes of User Experience.

### Strategy

The initial ask of my client was to create a bespoke website that would:

- Showcase their Photography in a self-contained professional setting.
- Act as an online portfolio for their editing work.
- Allow users to contact them with enquiries regarding their work.
- Have extensive opportunities for further feature implementation based on user expectations after initial deployment.

I completed two focus groups to define the strategy:

User	Name	Dislikes	Defined User Needs
Photographer	Shane	<ul style="list-style-type: none"><li>- Reliance on Social Media Platforms to showcase work.</li><li>-Multiple Platforms required fo reach audience.</li></ul>	<ul style="list-style-type: none"><li>- A one stop website that can serve multiple purposes.</li><li>- The ability to highlight validators alongside content.</li><li>- A space to showcase photography and video.</li></ul>
Previous Customer	John	<ul style="list-style-type: none"><li>- Poor Mobile Responsiveness.</li><li>- Complicated layouts with no option to initiate contact.</li><li>-Lack of links to Social Media Platforms</li></ul>	<ul style="list-style-type: none"><li>- Optimum website performance across Devices.</li><li>- An inituitive simple to navigate layout</li><li>- Links fo be provided to the client's Social Media Platforms.</li></ul>

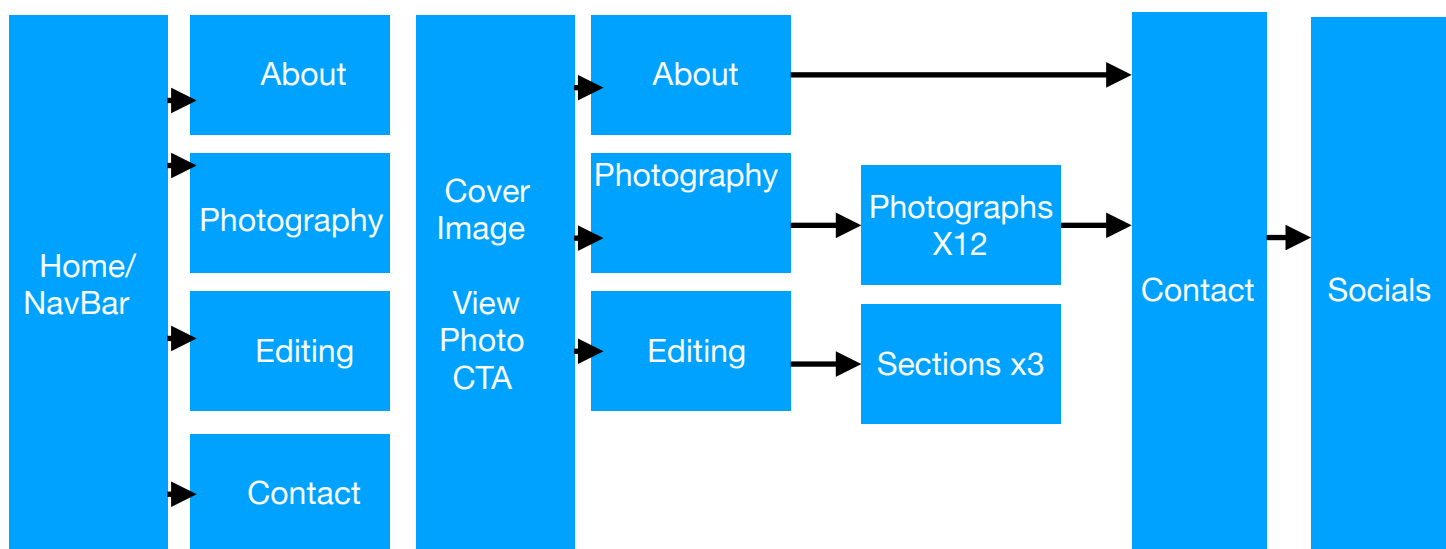
## Scope

After determining the strategy the initial scope for the website was defined. A key objective was to create a site that satisfied both the client's needs and user requirements with lots of opportunities for further development.

Function	In Scope	Out of Scope
Single Page with Photography & Editing sections	Yes	-
Highest Resolution Pictures to load initially	-	Yes
Ability to Purchase Photographs	-	Yes
Ability to Enquire about Photographs	Yes	-
Embed Video	Yes	-
Links to External Websites	Yes	-

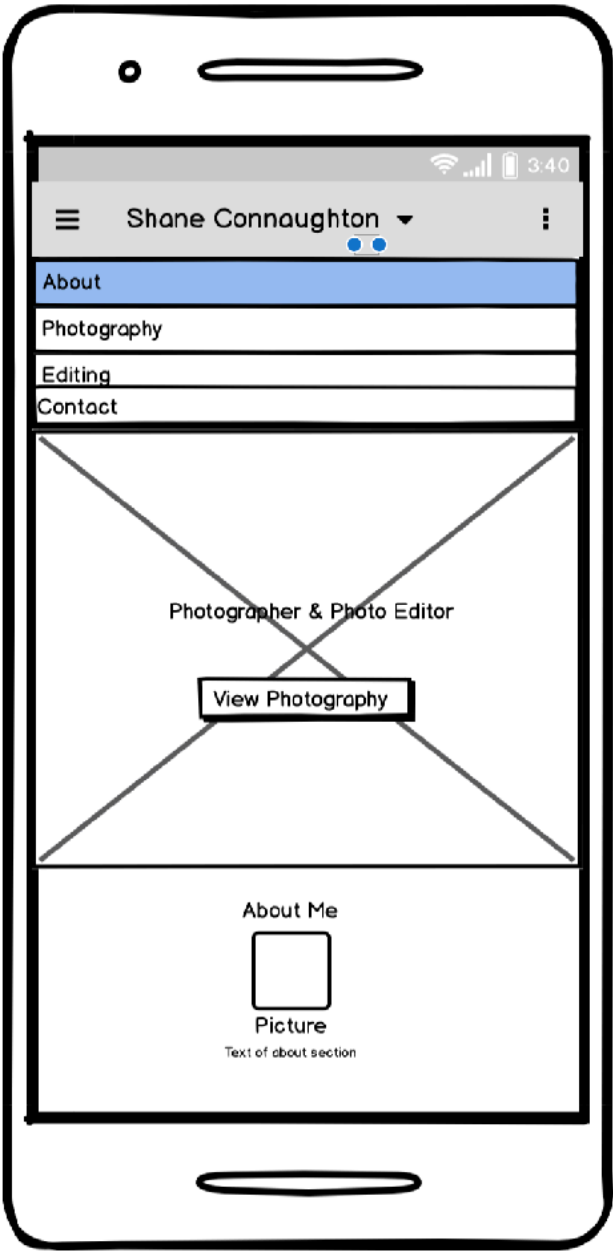
## Structure

After defining what was in scope for the website I created the following structure.

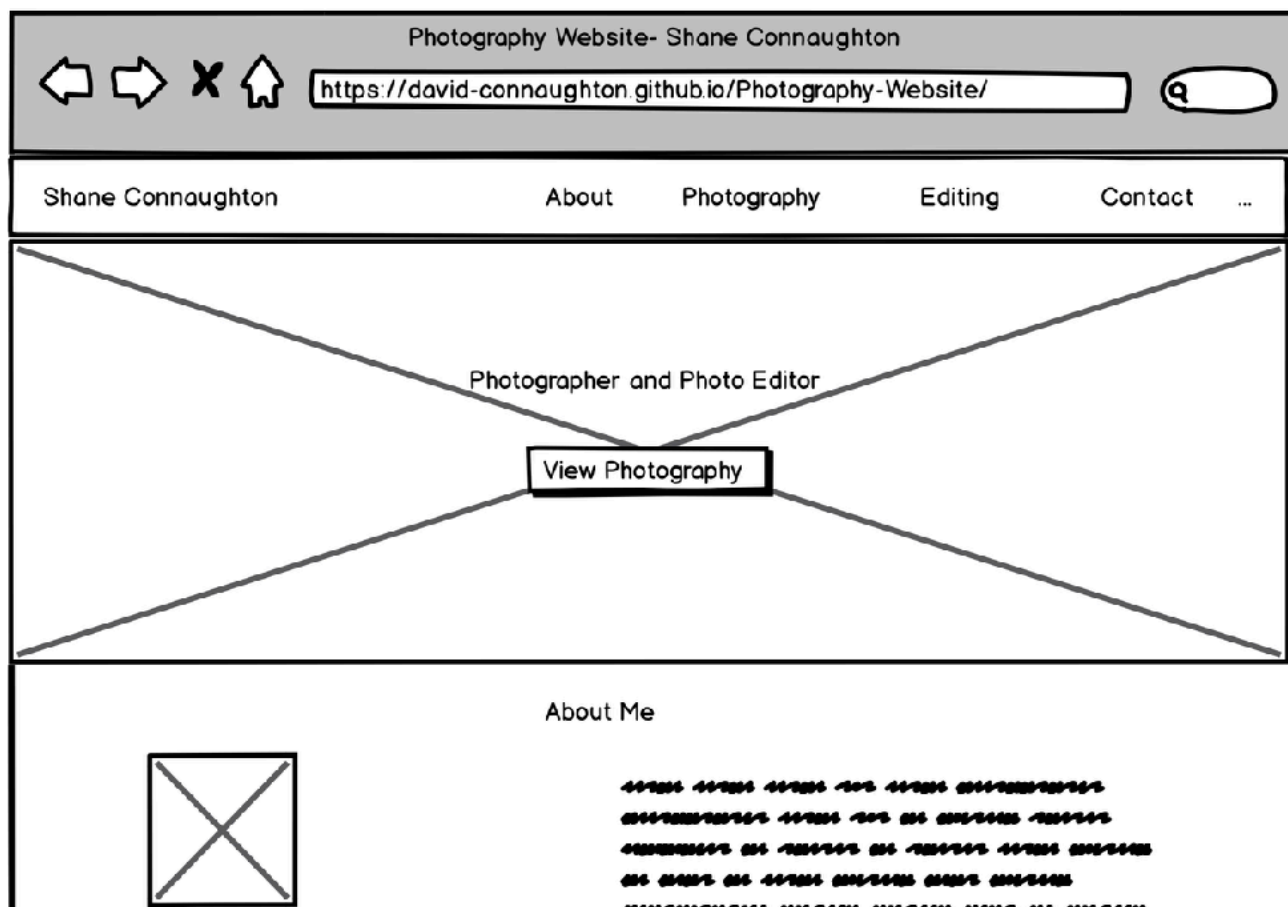


Skeleton

Mobile:



## Desktop:



## Surface:

After completing my skeleton wireframes using the Balsamiq Wireframes application, I set about determining which cover image to use and followed an appropriate colour scheme in conjunction with this.

My client selected a Photograph for the cover image that had won an award in a National Publication.



I selected the fonts Jura and Play for the website as they offered a sleek professional look which compliment the Clients vision for the site.

### Mobile:



Desktop:

