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:

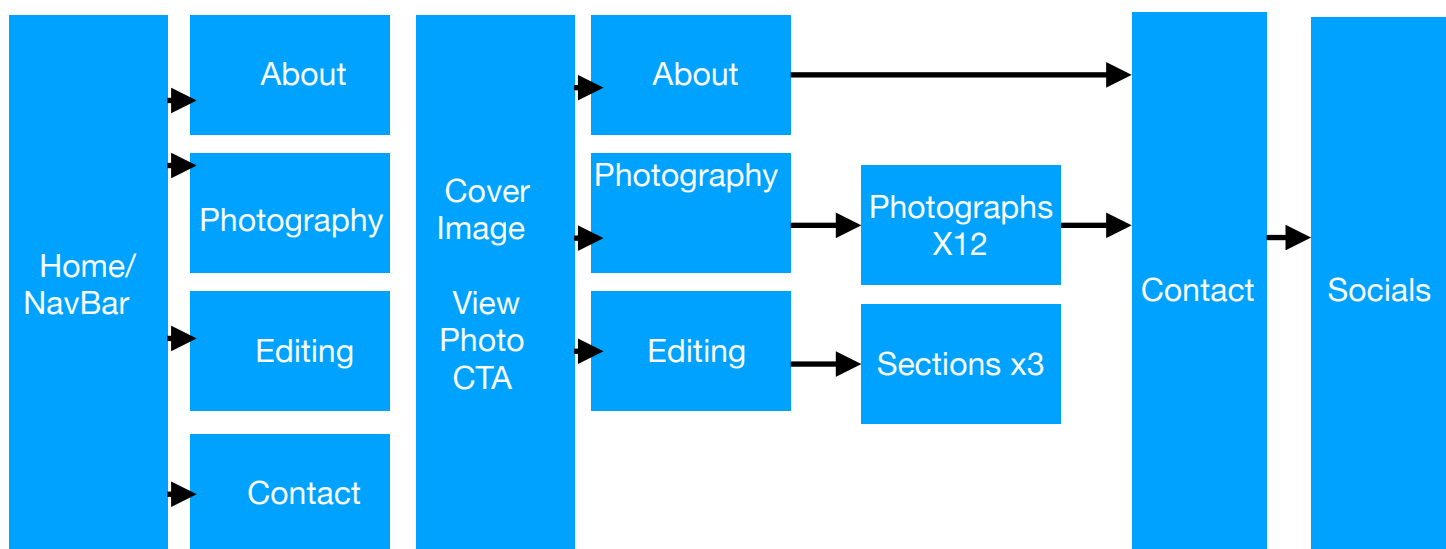| User	Name	Dislikes	Defined User Needs
Photographer	Shane	- Reliance on Social Media Platforms to showcase work. -Multiple Platforms required fo reach audience.	- A one stop website that can serve multiple purposes. - The ability to highlight validators alongside content. - A space to showcase photography and video.
Previous Customer	John	- Poor Mobile Responsiveness. - Complicated layouts with no option to initiate contact. -Lack of links to Social Media Platforms	- Optimum website performance across Devices. - An inituitive simple to navigate layout - Links fo be provided to the client's Social Media Platforms.

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.

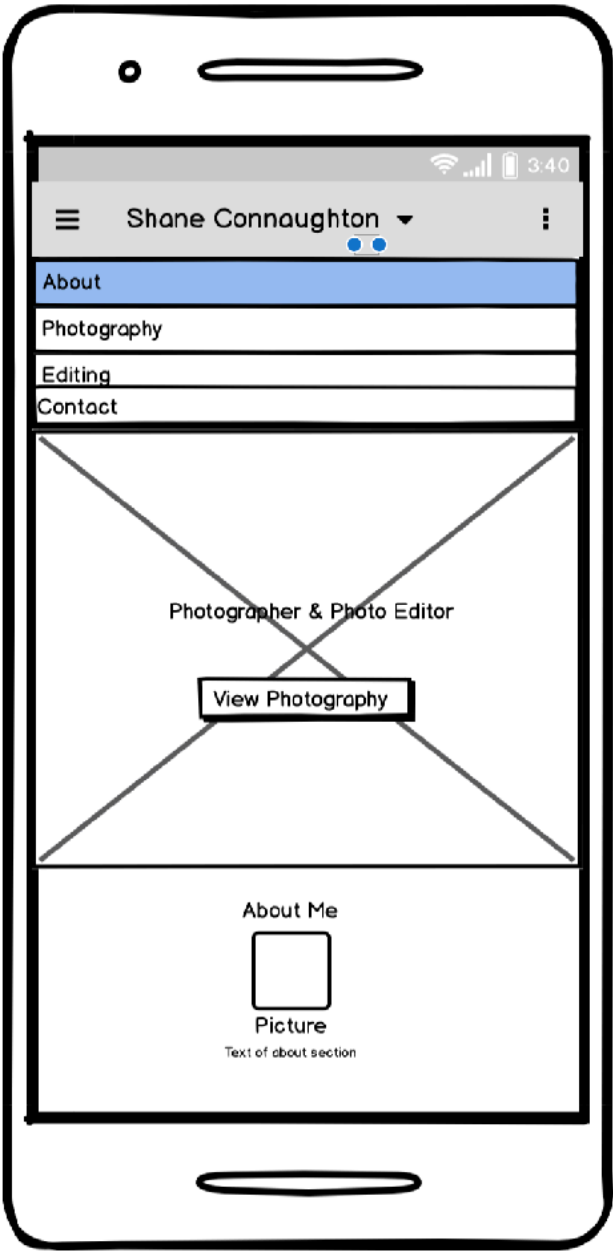| Function	In Scope	Out of Scope
Single Page with Photography & Editing sections	Yes	-
Highest Resolution Pictures to load initially	-	Yes
Ability to Purchase Photographs	-	Yes
Ability to Enquire about Photographs	Yes	-
Embed Video	Yes	-
Links to External Websites	Yes	-

Structure

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

Skeleton

Mobile:

Status bar icons: Wi-Fi, signal, battery, 3:40

☰   Shane Connaughton ▾   ⋮

About

Photography

Editing

Contact

Photographer & Photo Editor

View Photography

About Me

Picture

Text of about section
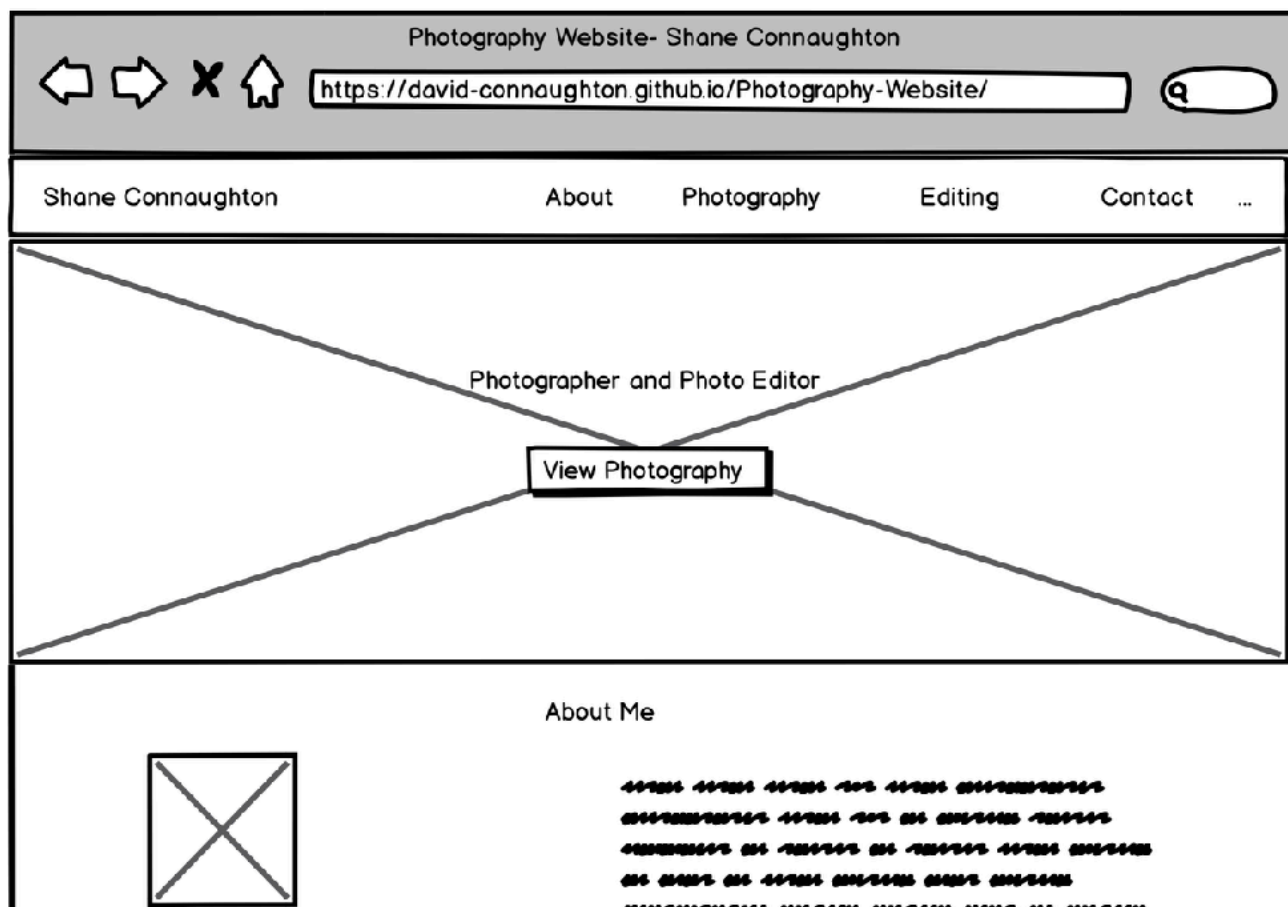
Desktop:

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: