

## USER STORIES

As someone looking for a wedding photographer,  
Ann Walsh from Bandon wants to find a photographer that  
stands out from the crowd among the hundreds that she sees online.

As a amateur photographer,  
John Allen wants to quickly see what a photographer deems their best work  
up front and centre on a photography website homepage.

As someone looking for a photographer, and not very trusting by nature,  
Mary from Waterford wants to see genuine client testimonials  
which reassure her before committing.

As someone who hates all the pinks/purples of most sites that target the  
wedding industry,  
Kate is always more inclined to stay on a site that is  
beautifully minimal and well designed than one that is “pretty in pink”  
and full of endless services/offers.