

CLIENT CONSIDERATIONS

Patrick Barry Photography is an established photography business in Munster. Their main business is wedding photography but in the off season they also photograph on location and interiors B2B. They also enjoy landscape and food photography.

Patrick Barry Photography require a “less is more” online presence.

The goal of which is to -

1 - Generate business leads -

- They would prefer to gather contact details from their website rather than potential customers phoning them, because they are often unable to answer the phone.

2 - Display their best work -

- They would like a neat easy to use area of their site to display a small amount of their best work to wow potential customers.
- This should be user friendly and responsive because sometimes they direct potential clients to their mobile devices when they meet them on location.

3 - Generate a positive emotional response -

- They would like users/visitors of their site to feel good about PBP as a potential choice of photographer.
- They want to make use of their client testimonials (real people, real results) to assure other potential clients of their past successes and their likability factor.
- The photo content should be WOW as opposed to overkill (too much).
- The experience should be easily navigable with minimal effort/clicks to contact.