# WEBSITE BRIEF

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# Core Information

- Ivertise Africa is primarily a stock photography website selling images under Royalty Free and Rights Managed Licenses.

- It also acts as an online modelling and makeup agency

- All images sold by the company are High Resolution taken by a DSLR camera. They are a minimum of 10 megapixels and 200 DPI

# Glossary of Core Information

- **Stock Photography:** the supply of photographs, which are often licensed for specific uses. It is used to fulfil the needs of creative assignments instead of hiring a photographer.

- **Rights Managed (RM):** refers to a license which, upon purchase by a user, allows the one time use of the photo as specified by the license

- **Royalty Free (RF):** a licence allowing Customers to pay only once for an image, which can then be used for multiple projects and an unlimited time period

- **Digital Single-lens Reflex (DSLR) Cameras:** They are Digital; using a chip rather than film. A Single-lens reflex camera (SLR) typically uses a mirror and prism system (hence "reflex", from the mirror's reflection) that permits the photographer to view through the lens and see exactly what will be captured, contrary to viewfinder cameras where the image could be significantly different from what will be captured.

# THE WEBSITE

# THE WEBSITE

- Ivertise Africa is a search based stock-photography and model agency website.
- Searching for images and models should be easy and simplified; the inclusion of tags, keywords, search words, a search bar
- Images are the most important part of the site, thus the entire website should be created with this in mind
- International standards: should be on par with international sites such as shutterstock, alamy, istock and people images
- Site Benchmark: Shutterstock
- Colour Scheme: White, Grey and Green where white should be the main colour

# HOME

- Benchmark:
  - Shutterstock: http://www.shutterstock.com/
  - iStock: http://www.istockphoto.com/
- Idea: Clean, minimal content
- Above the Bar
  - Clear Search Panel for Images and Models (Default on Images)
  - Main Tabs: Home, About Us, Find Images, Find Models, Contact Us Sign Up, Log In,

# HOME

- Below The Bar:
  - Should have access to the following using images
  - Find Images
  - Find Models
  - Free Images
  - Should allow people to sign up or log in
  - Social Media Links: Fb, Instagram, Twitter, Youtube, Google+ and LinkedIn

# ABOUT US

- Content based
- Clean white background
- Maintain colours scheme
- See current About Us and Shutterstock About Us pages

# CONTACT US

- Simple and to the point eg



- Includes: Contact Sheet, Phone, Location, Mail & Social Media Links.

# LOG IN & SIGN UP

- Clean and Simple
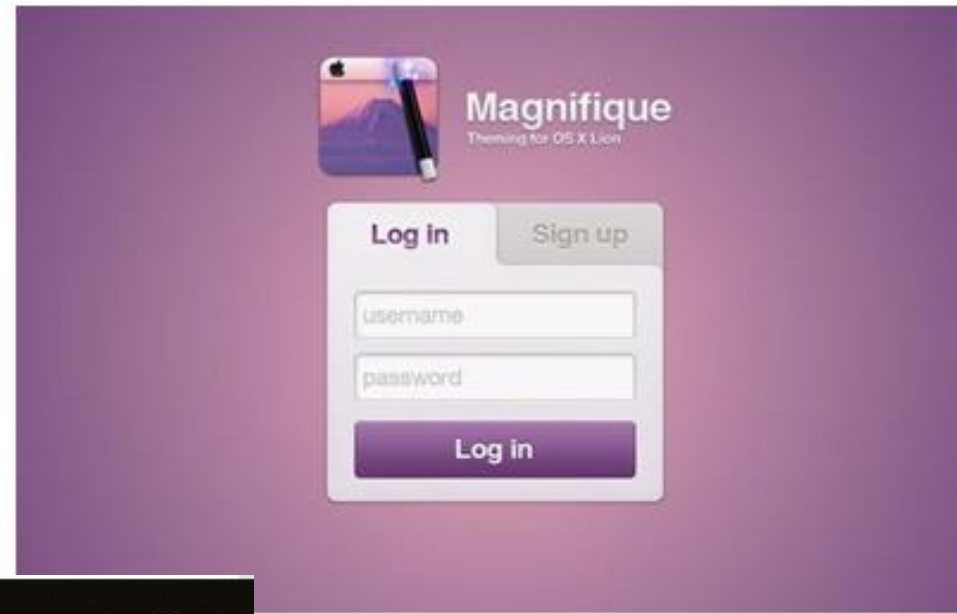
# DIGITAL MARKETING

- Landing page from main link search engines must always be the home page unless its a sub-link
- Maximise SEO
- Social media links should open a new tab and not replace the website
- Please add this line of code to the sites home page so it be linked to Google plus.

  <a href="https://plus.google.com/102056462198752547551" rel="publisher">Google+</a>

# FIND IMAGES

# FIND IMAGES

- Image Display
- Search based
  - Search Panel on the side
  - See 'Search Pages' Document
  - See alamy.com and istock for example on the search panel
- All images will be watermarked
- Images are either sold as RF, RM or Editorial

# IMAGE DISPLAY – Option 1



Shutterstock Image Display

# IMAGE DISPLAY – Option 2



http://cma.mycpanel.rs/wp/
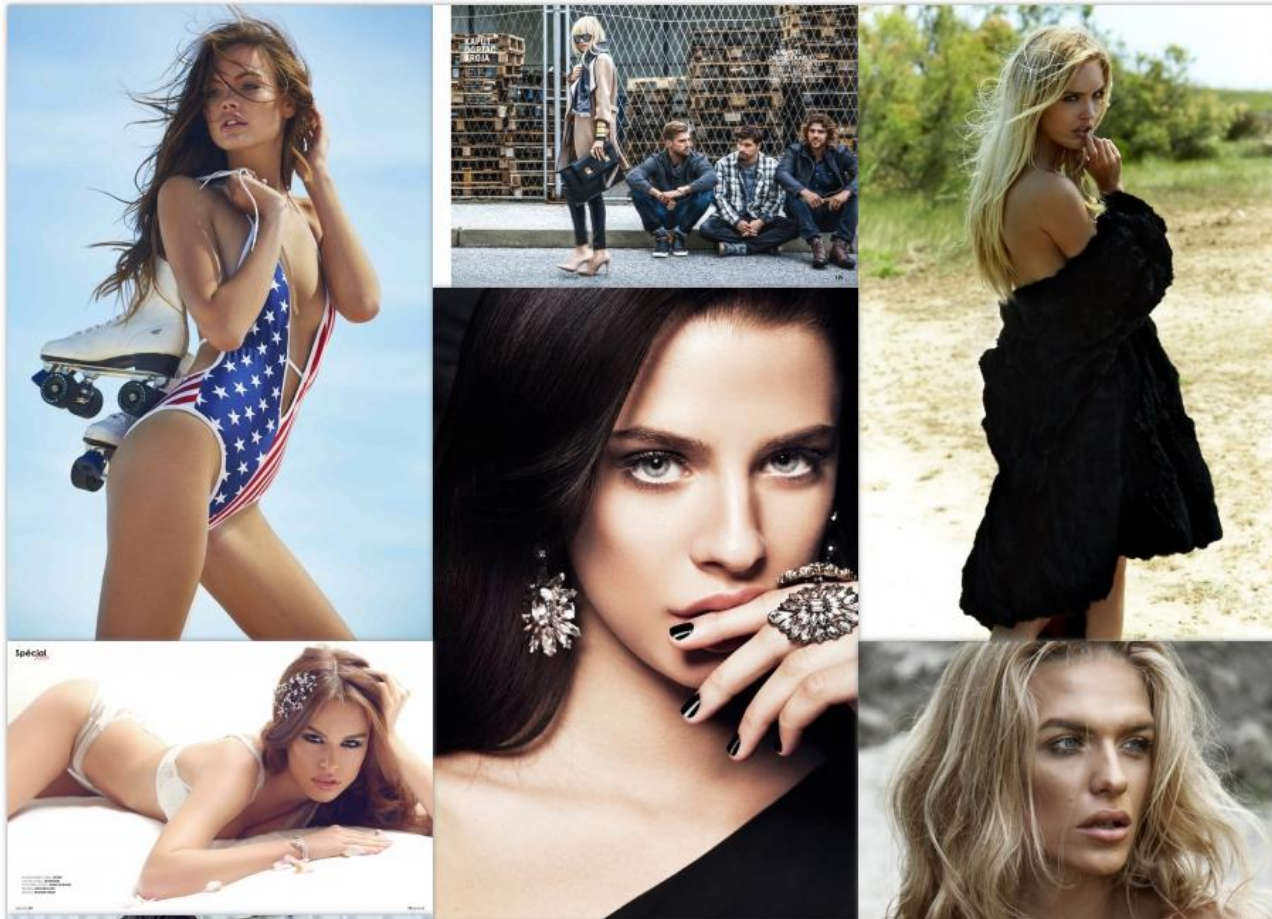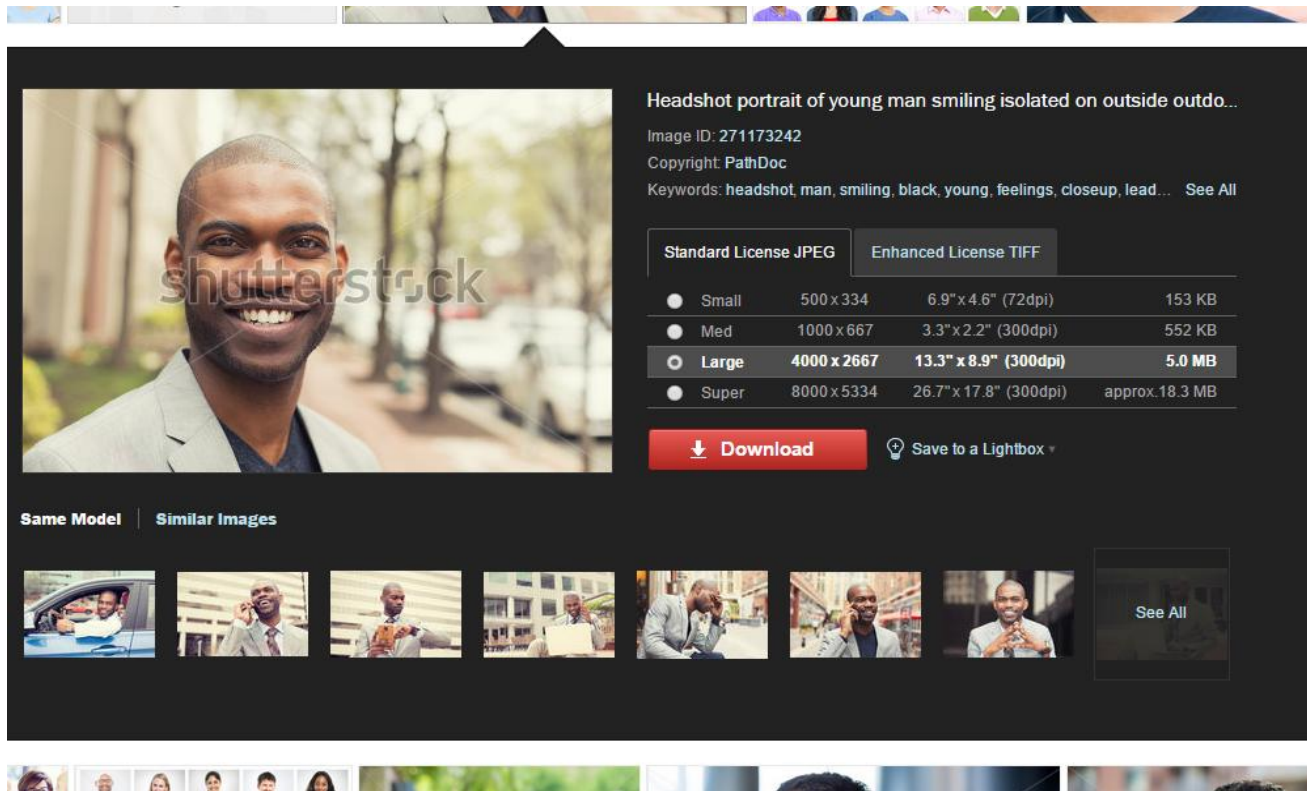
# Click on Image - Part 1



- Shutterstock Example
- See what happens when this image is clicked on (next page)
- The same thing happens on google images and bmamodels.

# Click on Image - Part 2



- The image pops up inclusive of information beneath itself and in between image rows against dark background
- On Ivertise, when this image is clicked on an a large pop up opens so that the Customer can see the image clearly.

# Information Per Image

- The Following should appear when the Image Pops Up
  - Image title eg Businessman Portrait
  - Image ID
  - Copyright – This should be the name of the photographer and a link to all the image contributors images
  - Keywords
  - Dimensions eg 6016 x 4000
  - DPI
  - Release Form Availability: Eg Model and/or Property Release
  - USD Cost
  - Add to Cart Button
  - Below the Information, some images from the contributors portfolio should be showcased

# Copyrighter's Page

- Include all of his/hers/their images

- Should include a 'Hire Artist' Link

- Images displayed the same way as images in Find Images are displayed

After 'Add to Cart' button

# CHECK OUT FLOW

# RF Images & Editorial

Image Selected

Buy Now

Add to Cart

Shopping Cart Process

# RM Images

**Image Selected**

**Input information on image usage**
- Information regarding the term and the geographical reach input

**Price Automatically Indicated**

**Shopping Cart Process Commences**

**Buy Now**
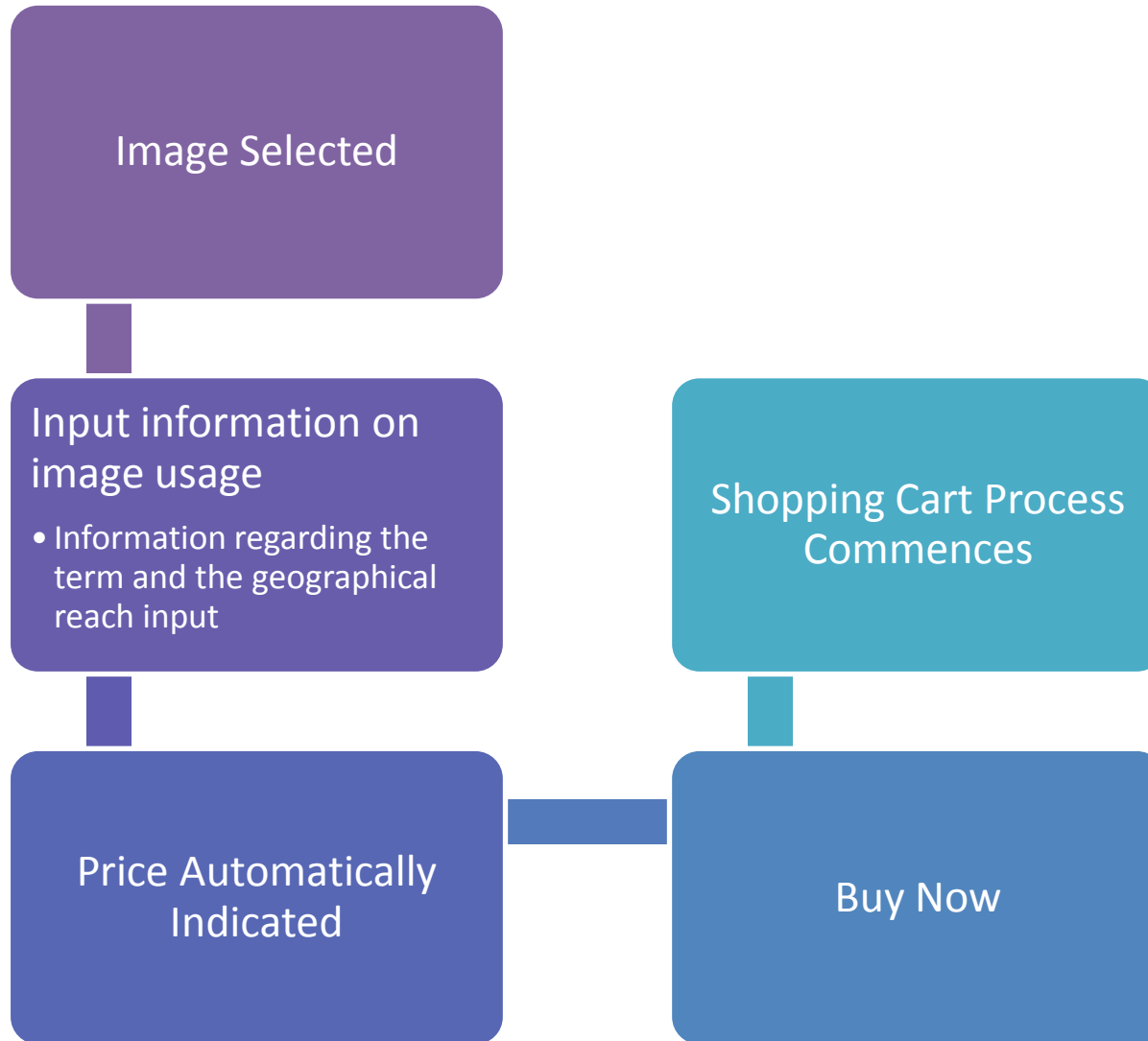
# RM Specifics

**Term**

- Customers can select between:
  - 6 months
  - 1 year
  - 2 years
  - Other: Contact Us

**Geographical reach**

- Country Specific
- Regional

# RM Specifics

- Once a Customer selected their geographical area, no one within that area can purchase the image during the term period

# SHOPPING CART PROCESS

- Before the process begins, the Customer must accept the Licensing Terms and Conditions
- The Shopping Cart Should accept PayPal, Credit Card, Visa, Mastercard, and Mpesa (Buy Goods and Services Till Number) and bank transfers.
- The cart should be secure and,
- Should be conversion friendly.
- Once a Customer has logged in, a cart should appear at the top next to their name indicating the amount of images in the cart.

# Purchased Image

- Once purchased, Customer will have the option to download the image and/or send it to the email they signed up with.
- The sent image will be in full resolution, without the watermark and if RF/RM will be accompanied by a release form as explained by the points below:
    - When RF & RM Images are purchased, the appropriate release form/s is provided with the image i.e where an image contains recognizable images of people or property.
    - Editorial Images don't come with Release forms as they are not for commercial use

Hire Photographer Link

# ASSIGNMENT PHOTOGRAPHY

# Assignment Photography

- As all photographers shall have a portfolio page linked to their images; there shall be a page to showcase all photographers who wish to be hired as photographers

- The photographers pseudonyms shall appear on the side panel as links to their portfolios

- Images will appear as they do under 'find images'

- A 'Hire Photographer' tab shall be placed in every portfolio and per image. This shall link to a contact sheet that shall send an email to services@ivertiseafrica.com

# FIND MODELS

# FIND MODELS

- Search Bar on Top and Search panel on the side (similar with 'Find Images')
- See 'Search Pages' document
- Each Model will have their information and portfolio images on the site
- Images Benchmark: BMA Models
- The image display will be the same as in 'Fin Images'
- There should be a Z Card Link which will provide the pop under/over as a stand alone.

# Image Pop Under/Over
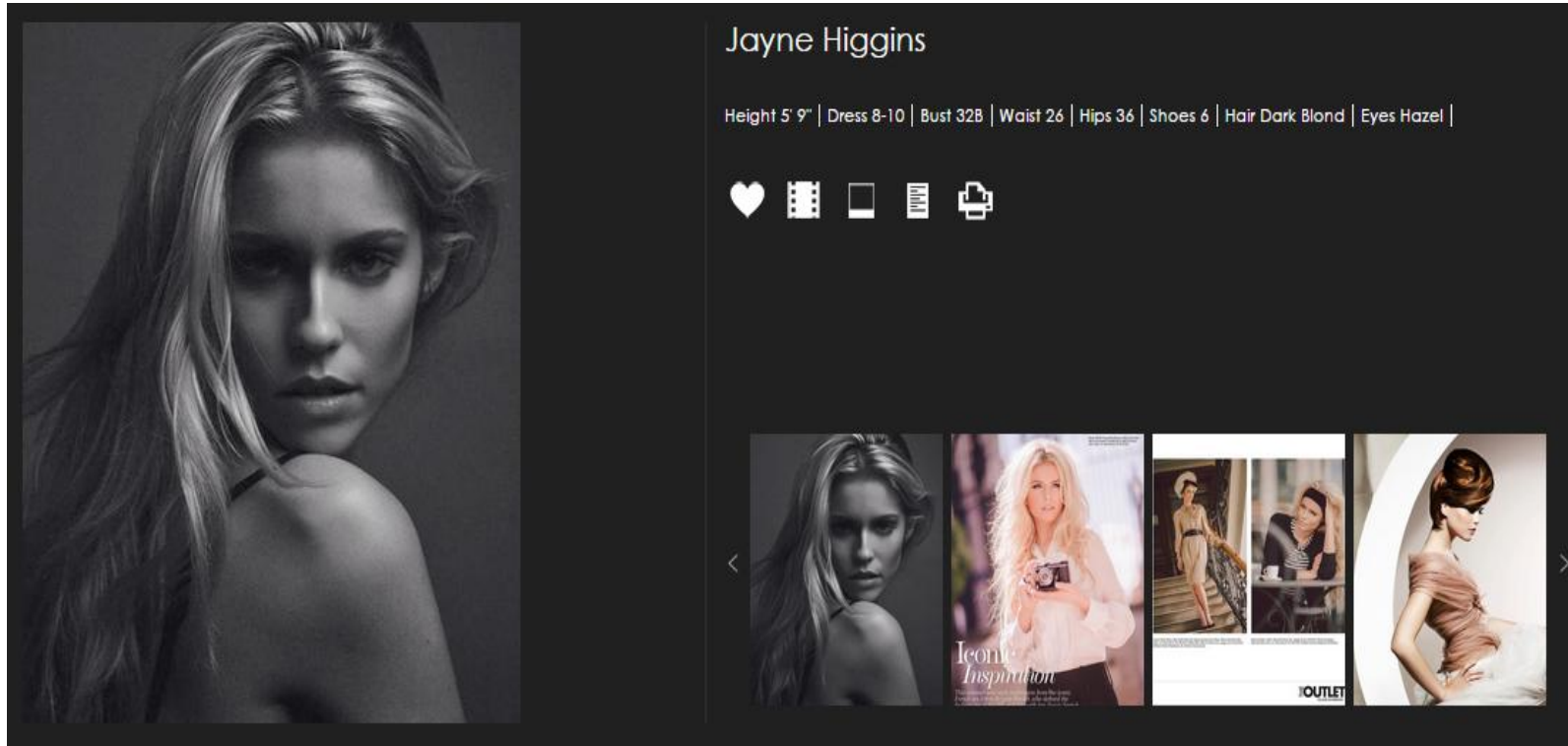


- The image pops up inclusive of information beneath itself and in between image rows against dark background
- On Ivertise Africa, when an image is clicked on a large pop up gallery of the models images opens

# Model Information

- Height, Weight, Shoe size and Race
- Race and Skin Tone
- Hair colour, type and length
- Eye colour
- Name, surname, nationality and contactable details
- For women: bust, hips and waist size
- For men: chest, waist and inseam size

# Booking Models

- Each Model Pop Up/Under should include a 'Select Model' Link
- The Customer should state what they intent to do i.e either a  Casting Call or Hire Model
- The Customer should then have to accept the T&C's for Booking Models
- Once accepted, the Customer is directed to a contact us page specific for this purpose indicating details such as model/s wanted
- The emails generated are sent to [services@ivertiseafrica.com](mailto:services@ivertiseafrica.com)
- The process then becomes manual with Ivertise Africa team managing the communication from this point

Make Up Artist  Services

# MUA SERVICES

# MUA

- 5 Images per MUA
- Types of Services range from beauty and fashion to Theatrical and Performance
- Page works similar to the 'Find Model's' Page except the call to action is 'Select MUA', and the categories on side search panel are different i.e Beauty/Fashion and Theatrical/Performance

Image and Model Registration

# REGISTRATION

# Registration

- **Benchmark site**: Alamy.com For Sellers Link [http://www.alamy.com/contributor/contract/default.asp](http://www.alamy.com/contributor/contract/default.asp)

- Ivertise Africa shall incorporate the steps method of relaying information to the image contributors and models as shown in the snippet below. There shall be three steps, that is:

  - Read
  - Sign Up
  - Upload.
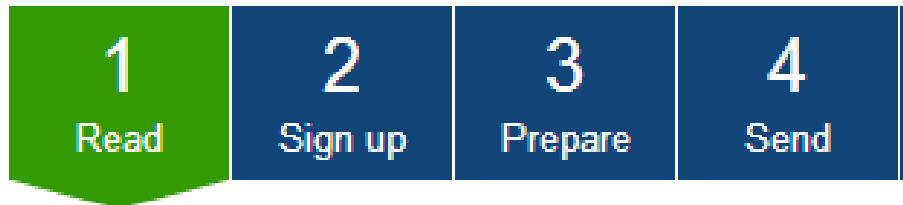
# Registration

- See all Content in Contributor Document
- See all T&C's on Ivertise Africa via http://ivertiseafrica.com/agreements.html
- For Image Contributors they are: Image Contributor Contact, Model Release and Property Release.
- For Models: Model Contract
- For MUA: Make Up Artist Contract
- Models, Image Contributors & Make Up Artist's have to select a pseudonym that will appear on website; customers should not have direct contact with them

# DASHBOARD

# General

- Should have appear clean
- Use buttons at main dashboard
- When one registers as a certain category they should be directed to that category dashboard automatically
- When one acts as more than one 1 type of user, they should have a 'Use AS…..' option.

# Image Contributor

- They should view and edit their personal, contact and banking details
- Upload Images, release forms and select a licensing option
- See if the image is approved or declined. If declined they should know why
- A messages section where Admin can send them information
- Track their images i.e sold + how many times etc
- View their portfolio
- Commerce: See how many images sold, how much for, how much Ivertise Africa owes them

# Uploading Images – Copyright Owner

- The Image Contributor must input:
  - High Resolution Image
  - Include a Release Form (unless they intend on selling editorial)
  - Decide if they want the image to be sold as RF or RM (A lot of information about this should be provided. Admin makes final decision)
  - Inputs Keywords
  - Input image Title
- The website should pick up required properties such as  dimensions and DPI during upload

# Models & MUA

- They should view and edit their personal, contact and banking details
- Upload Images, release forms and select a licensing option
- See if the image is approved or declined. If declined they should know why
- A messages point where Admin can send them information
- View their portfolio and change images (changed images must be approved in order to appear)
- Models
  - Edit Model Statistics
  - Input information about their jobs interests, experience and dislikes
- MUA
  - Input their category/ies

# Customers

- They should view and edit their personal and contact details

- View their search history

- Get Suggestions based on search history

**Image Customer**

– View their cart

– Liked Images, the liked images should seem like they are part of 'find Images' with all specs and cart

– See Purchased Image History: Fully detailed with eg Copyright name so they can view the profile of the contributor etc

# Customers

**Model Customer**

- – See Hired Models Images
- – View Liked Models

- These should be fully functional images enabling the customer to view the models portfolio eg for the hired models they can reuse the model and for liked Models, they can 'Select Model'

Partnerships and Agreements with Outside Sources for Mutual Gains

# DEALS

# Deals

- In order to gain a maximum amount of images, the company will work with outside entities to come up with images.

- As such, the back end will be different for these deals

- Eg, Currently we are working with a team to produce images for sale, the models wont be paid in cash but in portfolio images that will be loaded into the website. As a result the company will have stock photos and portfolio images

# Image Deals

- Two Types
  - Company Owned Images
  - Photographer Copyright
- In each of these deals models may be presented with portfolio images.
- Company Owned
  - No commission, all proceeds go into company account
  - Images Uploaded by Admin thus no Admin approval etc required, all images, supporting documents and data go directly into the site
- Photographer Copyright
  - Admin creates code that is input by photographer before uploading images. Code limits will be image amount and time.
  - Commission agreed offline and input into system together with code. Eg, 50% commission for code Ivtfpphot1

# Agency Deals

- Agencies offering similar services to Ivertise Africa shall be able to register as an agency and offer their services

- Once they select agency rather than individual during registration, they shall 'receive' T&C's that differ from clients registering as individuals.

The Back Office

# ADMINISTRATION

# Content

- Manually Input Content in as many content based sections and pages as possible (reduce static pages)

- Currently Manual input of content is on About Us, FAQ, Agreements, Contribute Images and Become A Model

- Upload T&C's

# Images

- Admin should be able to
  - Approve Images
  - Input Price
  - Make decision as to whether image is RF, RM or Editorial
  - Input keywords/add on to keywords input by image contributor
  - Input/accept image Title
  - Input Orientation, Collection and Categories
- Send messages to models: these should be sent to both their dashboard inbox and email. These messages are either:
  - Bulk messages to all models
  - Specific messages to a model/s

# Image Commercial

- Admin should know how much money is owed to each contributor, for what image and who bought that image

- Money shall be paid to the contributor on the 28$^{th}$ of each month. This money will be determined as of 7:00 am in the morning, any monies owed after that will be postponed to the 28$^{th}$ of each month

- The total owed by the company should be clear

- Admin should be able to download this data as an excel sheet

# Models

- Approve/Decline Images and send the reason why if its the latter response
- Accept/Change models statistics input by model
- Accept/Change model type depending on their statistics
- Send messages to models: these should be sent to both their dashboard inbox and email. These messages are either:
  - Bulk messages to all models
  - Specific messages to a model/to models

# Data

- Image Contributor
  - Names
  - Contact details i.e phone number and email address
  - Location i.e country and city/town
  - Willingness to do assignment photography
  - Type of Photography eg Portrait, landscapes, Studio etc
  - Link to Portfolio
- Model
  - Name , Contact details and Location (same as image contributor above)
  - Model Type, Height, Weight, Ethnicity
  - DOB and Age
  - Main Image
  - Link to Portfolio
- Enable all data to be downloaded and opened as an Excel sheet

# Deals

- Codes to be created
- Photographer Copyright deals where the parameters will be
  - Time period for upload (max 2 weeks)
  - Amount of Images
  - Commission
- For Company Owned deals there wont be any limits etc but they will expire after a certain time period

# Deals - Codes

- A code can be created where both Models and Photographers are involved

- For Models, the code is used where shoots such as TFP. Admin will input images into the models account using the code as a license to do so. (The model is therefore required to have an account)

Automated

# EMAIL

# Automatic Emails

- Account Activation
- Activation Failure
- Forgot Password
- Image Contributor Registration
- Model Registration
- Image Purchase – Thanks
- Select Model
- Account Closure

# Email Addresses

- Include but not limited to:
  - [omengich@ivertiseafrica.com](mailto:omengich@ivertiseafrica.com)
  - [info@ivertiseafrica.com](mailto:info@ivertiseafrica.com)
  - [services@ivertiseafrica.com](mailto:services@ivertiseafrica.com)

☺

**THE END**