Design Portfolio

PhotoSpace

Problem Finding

User Problem: Client lacks exposure of their business and photography skills

➢ Requires a website to showcase photograph portfolio and relevant work
➢ Portfolio website should promote the photographer's brand by assigning collection of work to their respective webpage.
➢ What is required: photo collection, blog entries, testimonials, contact information

User Persona

Meet Greg. Greg is a professional photographer with a small business located in his hometown. He is interested in growing his small business through the exposure of his works on PhotoSpace. The photographer wants a simple set of web pages to showcase his photography skills and his passion for this field through the blog articles he writes. Greg emphasizes that internet users see his established reputation in town. The entrepreneur photographer also wants users to stay on the portfolio website for as long as possible. The goal throughout this initiative is to increase client conversions and traffic to the business all while delivering a platform to host Greg's photography portfolio.

User Story

PhotoSpace

Home

Home   About   BlogSpace   Contact — fixed

PhotoSpace

(f)   (Instagram)   (Twitter)

Photo Gallery

Photos in Nature

< [ ] [ ] [ ] >

Photos in City

< [ ] [ ] [ ] >

Enlarged Photo

👍 Like   ❤️ Love

Alternative

< [ ] [ ] >

Parallax →

< [ ] [ ] >

Testimonials

Placing testimonials on front page vs about page

#1   #2   #3

About Us

Home   About   BlogSpace   Contact

Mark

Client Highlights

- Professional Photographer
- looking to expand his exposure within the community
- goal =
  Create a photography portfolio that will increase conversion and exposure to his studio by promotion of his blogs and photo collections.

The Studio

Home   About   BlogSpace   Contact

PhotoSpace

Photo by Nature

⟨   ⟩

Photo by City

⟨   ⟩

Testimonials

Client   **Client**   **Client**

Footer

Home   About   BlogSpace   Contact

999.69 x 1750

Home   About   BlogSpace   Contact

Article Header

Social   Social   Social

Blog

Blog

Blog

Blog

Comments

Home   About   BlogSpace   Contact

Connect!

Social   Social   Social

Name:

Email:

Subject: