**Requirement Specification**

**Jo Smith Photography Website**

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**1. Overview**

**Client:** Jo Smith, Photography Graduate (based in Dundee)  
**Purpose:** To promote Jo’s photography portfolio, attract clients, and generate income.  
**Budget:** £500  
**Timescale:** 40 hours

The website must be sleek, professional, and minimalistic with a focus on **visual style and interactivity**. It should adapt across desktop, tablet, and smartphone.

**2. Audience**

* **Primary:** Potential clients (e.g., engaged couples looking for wedding photography, event organisers).
* **Secondary:** Potential long-term employers (e.g., design agencies, creative studios).

**3. Theme & Design**

**Style**

* Professional, sleek, creative, minimalistic.
* Focus on **large visuals** (Jo’s photographs).

**Colour Scheme**

* Minimalist, neutral tones (black, white, grey) with subtle accent colour.

**Typography**

* Clean, sans-serif fonts (e.g., *Montserrat*, *Roboto*, or *Open Sans*).
* Explicitly **no Comic Sans**.

**Layout**

* Consistent across all pages.
* Use of **hero images**, **grid galleries**, and **spacious sections**.
* Mobile-first responsive design.

**4. Content & Features**

**All Pages**

* Consistent navigation bar with logo + menu.
* Footer with social media icons (Instagram, X/Twitter).
* Integration of Jo’s X feed (optional).
* SVG logo (scalable).

**Homepage (index.html)**

* Jo’s name, location (Dundee), profession (photographer).
* Hero section with background image(s) showcasing her photography.
* Short introduction.
* Call-to-action button (e.g., “View Portfolio” / “Book a Session”).

**Gallery (portfolio.html)**

* Interactive photo gallery with filtering or lightbox.
* Option to embed Instagram feed/gallery widget.
* Provided JPEGs from Instagram (fallback).

**Services (services.html)**

* Clear pricing for services:
  + Private events = £40/hour
  + Short-term contracts = £25/hour
  + Long-term = negotiable
* Information about framed photograph sales through local businesses (bars, cafes, restaurants take 10% commission).
* Service cards with visual icons or photos.

**Contact (contact.html)**

* Contact form (name, email, message).
* Embedded Google Map with Jo’s gallery address:

987 Brook Street, Dundee, DD5 2EA

* Social links: Instagram (@josmithphotography123), X (@josmithphoto).
* No phone number displayed (privacy concern).

**5. Technical Requirements**

* **HTML5:** Semantic structure, accessibility.
* **CSS3:** Responsive design, flexbox/grid layouts, hover effects.
* **JavaScript:** Interactivity (slideshow, mobile menu, lightbox gallery).
* **APIs/Libraries:**
  + Lightbox.js for gallery.
  + Fetch API for Instagram feed integration.
  + Google Maps API for location embed.
* **Media:** Optimised images for fast loading.
* **Responsiveness:** Must work on desktop, tablet, and mobile.

**6. Folder Structure**

Photography/ (Root Folder)

│── index.html (Homepage)

│── about.html (Optional About Page if required)

│── portfolio.html (Gallery)

│── services.html (Services)

│── contact.html (Contact)

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├── css/

│ └── style.css

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├── js/

│ └── script.js

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├── media/

│ ├── images/ (Photos, logo, icons)

│ └── video/ (Optional video content)

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├── scripts/ (3rd party libraries e.g. Lightbox)

├── docs/ (Project notes, assets, additional info)

**7. Interactivity & Enhancements**

* **Slideshow / Hero Carousel** on homepage.
* **Lightbox gallery** for portfolio images.
* **Instagram feed** preview.
* **Mobile hamburger menu** for navigation.
* **Hover effects** for gallery & buttons.
* **Smooth scrolling & transitions**.