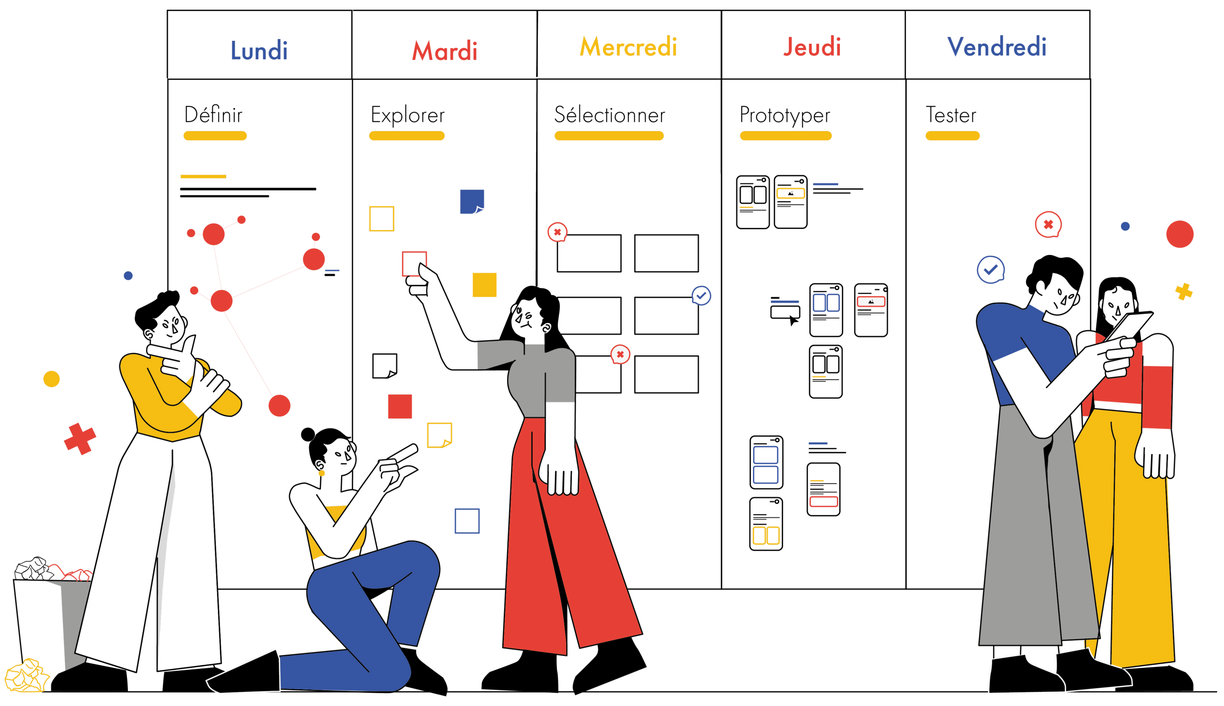


Audit

Pros

understandable
easy to use
Illustrations and texts
are readable
cheaper

Cons

Computer failure
plagiarism
fewer visitors

2. Use notes and stickers to plot out

Inspiration (Benchmark)

A Website designed for a photography production studio to promote its visibility and publish its creations

Persona

Jinna Doe

Age: 25

Occupation: Event organizer

Location: Tananarive

Education: Event management

Status: Employee

Bio

My name is Jinna Doe. I am an event organizer. In this month we are planning a party for a wedding celebration and we are looking for a photographer who will help us work this important moment together with us.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player

Interests

Party
Events
Photos

Influences

Party
Fashion
Photos

Goals

Have memories
Satisfactions

Needs & Expectations

Professionals photographes
Fashionist
Nice photos

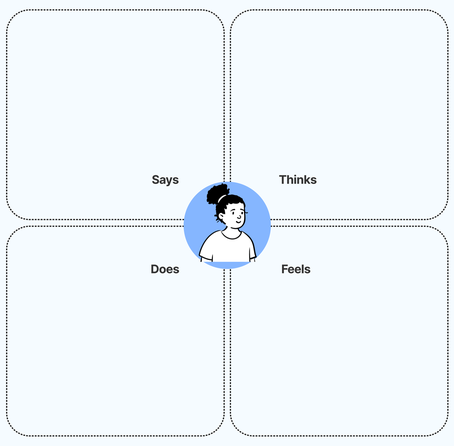
Motivations

Have memories
Nice photos

Pain Points / Frustrations

Wasted moments
Bad photos
Forgotten moments

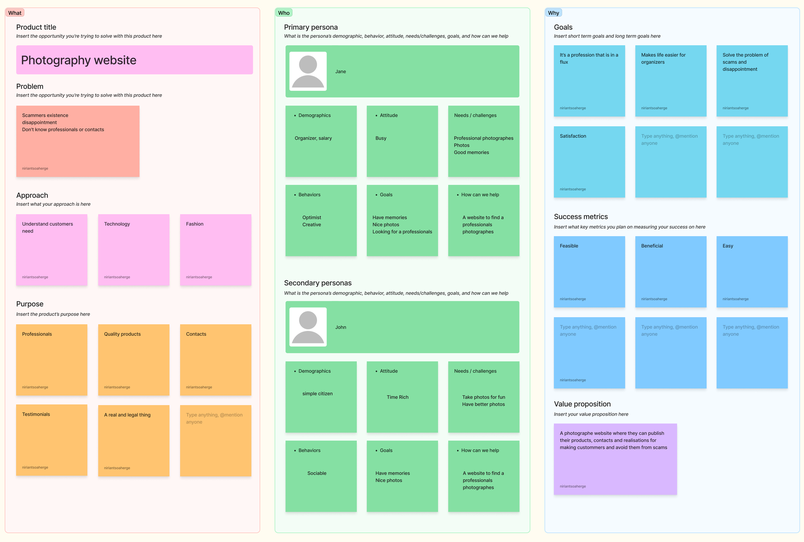
Empathy Map



Pain

Wasted moments
Bad photos
Forgotten moments
Scammers

Gain

Professionals photographes
Fashionist
Nice photos
Have memories
Nice photos

Product Requirements (Liste de Besoins)