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|  | Contact Information | |  |  |  | | |  | | | |  | | | |  |
|  |  |  | Company Name | | | | | | | | | | |  |

My Wireframe

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|  | | | | Drop Down | Drop Down | Drop Down | Drop Down | Drop Down | Drop Down | Drop Down |
| Large carousel (spanning a full window view) containing images. Links to another page. | | | | | | | | | | |
| Large carousel (spanning a full window view) containing images. Links to another page. | | | | | | | | | | |
| Large carousel (spanning a full window view) containing images. Links to another page. | | | | | | | | | | |
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| Contact Information | Page Link | Join Mailing List | |
| Page Link | Search | |
| Page Link |  | |  | |
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Competitor’s Wireframe

My business sells photographs. It targets a high-class audience, who care about fine aesthetics, and will be of primary interest to Jews. I offer sale in jpg format, giving flexibility to the buyer, who can choose whether to print it -and how to print it- or save it to local storage.

As I am largely targeting Jewish customers, I expect to grow by word of mouth and local advertisements (such as fliers in shuls). In addition, the relatively low number of businesses such as mine will help me grow through general internet advertising.

Since photography is only a hobby, I do not need a large profit to incentivize this business, thus I will be able to offer lower prices than competitors who rely on this for their livelihood. In addition, as someone who grew up in the Jewish community, my work will hold a special appeal for that audience. For example, a section of my pictures showcases Jerusalem- but from the point of view that only a bachur can get.

As a capable person running what is a small business that, to a large degree, will be able to run itself, I will be able to offer guidance to customers in choosing the right picture. In addition, my familiarity with the target audience will better enable me to connect with and help them. I will write my phone number and email address on the website, allowing them to easily contact me.

Once people purchase from me, there is little I have to do other than wait for their next order. As the pictures are given out as files, the rest is really up to them.

In my wireframe, I inserted a few image carousels, each showcasing a different category of photographs. By grouping them into easy categories, I seek to help the customer find just the photo he is looking for. The carousels also serve as links to pages which display more photos of that group. Clicking on a picture will then bring the customer to a purchase page. I attempted to keep the pictures small and include a lot of white space, in order to avoid the overwhelming effect I felt when staring at the full-screen carousels in a competitor’s webpage.