

# Problem statement

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**Website:** <https://fotomen.cn/>

## **Persona:**

1. Young people (20-25 years old)
2. Those who are good at discovering the beauty in life, are curious about life, and like to record life
3. People who are interested in shooting and are in the entry stage
4. The group's shooting equipment is diverse: collection, mirrorless, SLR
5. This group has a demand for travel photography

## **Pain points:**

1. Websites about photography learning are more complicated and less comprehensive
2. The photography learning information on the Internet is relatively scattered, and users need to search and integrate information on different platforms, which is more difficult for beginners

## **Needs:**

1. Beginners need to understand the most basic photography knowledge, including equipment selection and composition skills.
2. For beginners, integrating all effective information can help users alleviate the trouble of searching for information.

## **Objectives:**

1. Users can shoot satisfactory works by self-study the information of the website.
2. Establish a simple and clear entry-level comprehensive website that can integrate effective information about shooting, retouching, and equipment to provide users with integrated and convenient services.