

Responsive Website for *Lense of JG*

By Jafid Garcia

Project Purpose:

I will be creating a responsive website for *LenseOfJG*, an Instagram photography and videography account run by Jared Garcia. The client wants to create his own custom website where he can more professionally showcase his portfolio. One of his biggest challenges with only using social media is that his work is showcased through mobile applications that use vertical video. As a brand that is expanding in commercial videography and photography, they need to have a desktop website that can showcase their videography on horizontal devices, as it is still the industry standard.

LenseOfJG also need a platform where they are able to talk about their mission as a production company and allow potential customers to learn more about them and the services they provide. This website also needs to serve as a point of contact for the company.

Scope of Website:

Per the client's request, this website will have the following pages:

- Home Page that will include a jumbotron section at the top with an intro video clip. On the same page they will need a section that talks about who they are as a company and a section that outlines the service they provide. The Home page will also include a point of contact as a quick form that can be filled out.
- Portfolio page that will include multiple Project sub-pages.
 - Each Project page will be different to showcase the uniqueness of each project and the versatility of the companies ability to produce commercial photography and videography content.
 - Each Project page will include video clips, images, and copy that talks about the scope of the project.

Per the client's request, this website will also require the following functionality:

- Linked to Google Analytics to be able to track the website's performance.
- A Form that links to their actual gmail account to facilitate communication.

Equipment needs and resources:

The client will provide all the video and photography content that they own and wish to include in the website. If needed I will be resizing and optimizing images for the web using Adobe Photoshop. If needed I will be resizing aspect ratios for video clips so that they can be displayed as 16:9 on wide displays and 9:16 on mobile displays using Adobe Premiere. The client will also provide the copy or written content that they wish to include on each page. The client will also be providing their own logo and if needed I will make adjustments using Adobe Illustrator.

The desktop and mobile wireframes will be created using Adobe XD. The website will be coded using Bootstrap to facilitate the grid layout process and some elements like carousels, breakpoints, and dropdown Navigation menus. Fonts will be acquired from Google Fonts as well as any necessary Icons. I will be using Visual Studio Code as the source-code editor.

Competitor Analysis:

<https://www.irajune.com/> - Home page

This website does a good job of making all the important information easily available on the home page by just continuing to scroll rather than having to navigate through various links. This is something that is important to the client and something they want to implement on their own website.

The jumbotron and secondary jumbotron design and content seem to lack some thought as they don't really do a good job of communicating on the homepage that this production company also offers video services. If you navigate to the video portfolio, there is a lot of great video content that could be showcased on the homepage.

The client would like to empathize with his jumbotron area that he does offer video services so the jumbotron will be one big video that plays.

<https://justusbremer.com/projects> - Projects Main page

While this website is not a direct competitor, they have done a great job of creating a simple but sophisticated menu that allows users to scroll through the different projects available to view. This is something that the client would like to implement in their own website as they want to organize their content into projects rather than separating the content into video and photo.

What could be improved upon is adding more written context to each card that represents individual projects. A quick summary would help users understand what they are navigating to.

ALINA JOHNSON



"I never thought I would get this busy, but now I am needing the help advertising my bakery!"

AGE 29

GENDER FEMALE

LOCATION SALT LAKE CITY

OCCUPATION SMALL BUSINESS OWNER

About

Alina and her husband relocated to Salt Lake City in October of 2020. She has always enjoyed cooking and baking and after the pandemic she decided to take a leap and follow her dreams. She just opened a small bakery in downtown Salt Lake City which has been a lifelong dream for her. As a small business owner she stays very busy and often works 7 days a week even though her bakery is only open Tuesdays - Saturday.

Goals

Because she is a new small business owner, a lot of her time is spent on advertising and trying to get her bakery out there. Alina would like to have a better online presence and she needs images and videos of her business to post on social media accounts. As much as she loves to do everything herself, she does not have the time. She needs to find someone that can create both video and photo content for her, possibly once a month as she creates new bakery goods.

Habits

Alina's day starts early at 4am as she starts working at her bakery at 5am in order to make customers orders on time. She uses an iMac in her office at work to keep track of her customer orders, supplies, vendors, and to search for other business needs on the internet. She's so busy that she only uses her phone for calls and texts and doesn't spend much time doing other tasks on her mobile device.

Wireframes:

Below are the links to the Adobe XD Wireframes:

Desktop:

<https://xd.adobe.com/view/8e1cc258-f99f-49a3-914f-4ad3c093b9d0-db4f/?fullscreen>

Mobile:

<https://xd.adobe.com/view/7326db95-8556-43bd-9975-6dd612af79bd-2675/?fullscreen>

Timeline:

<u>Hours</u>	<u>Date</u>	<u>Task</u>
2	Feb 5, 2023	Meet with client to understand their needs and expectations for their website
2	Feb 6, 2023	Competitor Analysis and Research
4	Feb 6-10, 2023	Create Mobile and Desktop wireframes in Adobe XD
2-3	Feb 12, 2023	Create Style Guide
1-3	Feb 13, 2023	Get feedback from Client on wireframes and make necessary changes
2	Feb 17, 2023	Gather and make necessary edits & optimize images and videos provided by client
4	Feb 18 - 25	Code basic layout of website using HTML, SASS, JavaScript, and Bootstrap
3-4	Feb 18 - 25	Incorporate photo, video, and text content provided by the client
2-3	Feb 18 - 25	Adjust layout, add animations/transitions using SASS and JavaScript.

Project Time: 22 - 27 Hours