Final Project Functional Spec

Site Purpose

The purpose of this Garth Cast Productions is to promote freelance photographers and mostly those under the company of Garth Cast Productions. The website will be composed of HTML, CSS, and Javascript elements that will be used to showcase portfolios and projects completed by the company. It reflects a testament of quality pictures and showcases unique talents by employees of the company.

Needs Analysis

This site will provide a gallery of images available for the user. It must showcase deliverables to the user of the content necessary.

- **Images** - This website will be a gallery of pictures. Extensive editing and analysis of placement of pictures would be needed
  - Locations such as landscapes and other territories inside the U.S.A.
  - Prime content - content that allows the website to stand out compared to others
- **Image Description** - Description of each image is important. A thorough explanation of each picture and a review of content
  - A short narrative of events depicted by each picture
- **Contact Information**
- **Pay packages**
- **Site Mapping** - Each image must be in harmony with the content around it. It is necessary to develop and analyze the proper content on each section

Goals

- Showcase the gallery that can stand out as a professional photography service. The online presence provides marketing and allows the user to stand out compared to other photography services
  - Navigating to desired forms would take less than 90 seconds
  - Navigating portfolios and page forms can be achieved in 5 minutes or less
- Provide background in depth information of the company that it has the ability to showcase talent of others
  - Portfolios are grouped according to their theme.
  - Customers must have a bounce rate when page loads below 40%
- Provide a descriptive text of image that can accommodate numerous clients

- ○ Desirable UI Design by the customer
- ○ Completes desired orders from the website in 3 minutes or less
- ● Show overall proof of ability to do photography and web designing through HTML, CSS, and Javascript

Audience Characteristics

Visitors to the website revolve around photography. Some are experienced, some are casuals, but all together are interested in the photography field

1. **Primary Audience** The Primary audience of this website would range from amateurs to professionals in the industry. Audiences from this range are those who have an eye or skill in photography. Some are aspiring photographers while some are long time veterans in the industry. Also for people within this range, they are highly proficient in the use of photography equipment.
   - ○ Full time professional photographers
   - ○ Media arts students and those of related in the field
   - ○ Photography businesses
2. **Secondary Audience** Audiences are casual and daily users of social media. Mostly looking for inspiration for their own content. Some are looking for filters and some are looking for shots. I also want to build a small fan base around this. Some audiences as well may have interest in hiring Photographers for their events and etc.
   - ○ Daily social media users
   - ○ Content creators of various platforms
   - ○ Looking for professional photography services or themes

Competition

Competition is from fellow artists as well in the industry. I'm looking into grabbing concepts on how to contrast the content from the environment. Form white spaces to outstanding texts. Here are some websites I find interesting
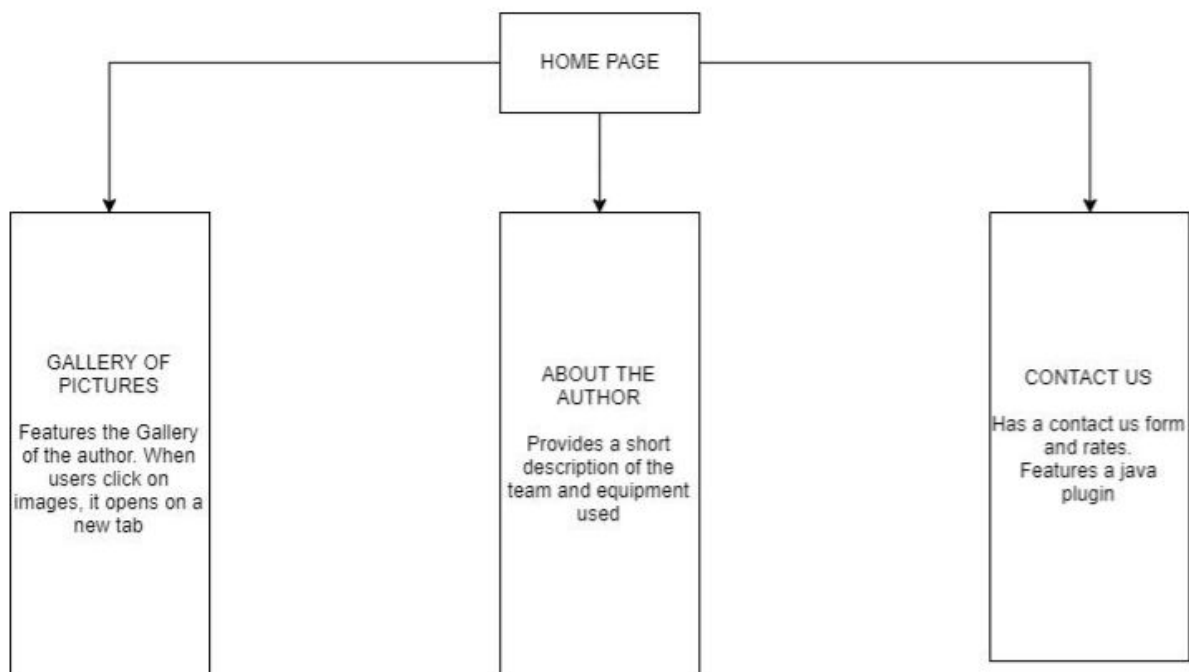
1. The First site I looked at was from [Mareen Fischinger](#)
   - ○ She illustrates simplistic design while her gallery stands out from a normal background
   - ○ Descriptions are short and provides great areas of interest for the user
   - ○ The responsiveness of the page in delivering images and how it reacts to users is very responsive
2. Another interesting website I find interesting is from [Feature Shoot](#)
   - ○ Somewhat like a blog style
   - ○ Carries articles that are short and interesting
   - ○ Possibly use the context on how pictures are described

- - ○ Usability experience of the page is great. The text stands outs for the user and isn't cluttered as much

To help the website standout and be able to fully achieve an online platform, it will be necessary to use tools such as HTML, CSS, and JavaScript. By applying the knowledge throughout the course of the semester, I believe the following can be achieved through each language:

- HTML - Provide the basic content of the website
  - ○ With HTML, the website will revolve around providing the necessary content such as images, and text.
  - ○ HTML will provide the necessary layouting and sequence of the page
- CSS - Provide the visual design of the product to create a harmony among its surroundings
  - ○ CSS will provide the necessary interface of the website.
  - ○ It will be one of the frontiers in UI Design of the website
- JavaScript - Responsiveness of the UI and to make it more appealing
  - ○ With Javascript, the UI will be more responsive to the user while making the content more desirable.

SITE MAP

FORMS and FIELDS

1. The website will have three forms that may allow the user to fill out in response to something desirable found in the website
    a. Order Form
    b. Contact us Form
    c. Feedback Form
2. These forms allow the user to achieve desirable end goals by requesting an order, contacting the establishment, or initiating a feedback. All of which may have similar fields that would be asked from the user and may be also different from one another.
    a. Email Field
    b. Text Field
    c. Submit Button
    d. Tooltip
3. Some fields that may differentiate the user from other
    a. Order Form
        i. Date Picker - desired date on when they want the order completed
        ii. Progress bar - As they progress through the form, the progress slowly completes itself
        iii. Checkbox radio
        iv. Spinner - Desired amount of responses necessary
    b. Contact us Form
        i. Select menu - desired mode of return contact
    c. Feedback form
        i. Dialog box - Alerting or saying a thank you to the customer