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**Web Development Project**

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**Kansas State University**

# Initial Research for Bright Huaman Website

This initial research aims to identify key aspects of the Bright Huaman website based on the provided HTML and CSS.

**Project Goal:** To create a professional and engaging website showcasing Bright Huaman's creative photography and design services. The website should be user-friendly, visually appealing, and effectively communicate Bright's skills and passion to potential clients.

**1. Target Audience:**

* **Individuals seeking photography services:** This could include people needing portraits, event photography, or artistic photoshoots.
* **Small businesses and entrepreneurs:** Looking for design services such as logos, branding materials, website mockups, and marketing collateral.
* **Other creatives and collaborators:** Potential partners for joint projects.
* **General visitors:** Individuals interested in viewing Bright's portfolio and creative work.

**Understanding the target audience will inform the website's design, tone, and content.** For example, businesses might be more interested in the problem-solving aspect of design, while individuals might focus on the artistic style of photography.

**2. Competitor Analysis (Initial Thoughts):**

* **Local Photographers and Designers:** Researching websites of other creative professionals in the Liberal, Kansas area (and potentially online) will provide insights into common practices, pricing structures (if available), and website features.
* **Online Portfolio Platforms (e.g., Behance, Adobe Portfolio):** While these platforms host portfolios, a dedicated website offers more control over branding and presentation. Examining successful profiles on these platforms can inspire design and content ideas.
* **Creative Agencies (Small Scale):** Observing the online presence of small creative agencies can offer ideas for structuring service offerings and client interaction.

**Key areas to consider during competitor analysis:**

* Website design and aesthetics
* Portfolio presentation
* Service descriptions
* Contact methods
* Use of testimonials (if any)
* Blog or news sections (if any)
* Overall user experience

**3. Website Objectives:**

* **Showcase Portfolio:** Effectively display photography and design projects in a visually appealing manner.
* **Describe Services:** Clearly outline the types of photography and design services offered.
* **Build Credibility:** Establish Bright Huaman as a skilled and reliable creative professional.
* **Facilitate Contact:** Provide easy ways for potential clients to get in touch.
* **Share "About" Information:** Offer a personal connection and insight into Bright's passion and experience.
* **Potentially Attract New Clients:** Serve as a marketing tool to generate leads and project inquiries.

**4. Content Inventory (Based on Provided HTML):**

* **Homepage:**
  + Logo ("Bright Huaman")
  + Tagline ("Creative Photography & Design")
  + Navigation (Home, About, Portfolio, Contact)
  + Hero Image with Overlay Text ("Capturing Moments, Crafting Designs")
  + Welcome Message ("Welcome to my Creative Corner!")
  + Brief Introduction
  + Call to Action Button ("View My Work" linking to Portfolio)
  + Footer (Copyright, GitHub Link)
* **About Page:**
  + Logo and Tagline (same as homepage)
  + Navigation (same as homepage, "About" active)
  + Header Image with Overlay Text ("More About My Creative Journey")
  + "A Little About Bright" Heading
  + Paragraphs detailing Bright's passion, experience (beginner with 2+ years), skills (Illustrator, Photoshop, web design, photography), goals, and approach.
  + Footer (Copyright, GitHub Link)
* **Portfolio Page:**
  + Logo and Tagline (same as homepage)
  + Navigation (same as homepage, "Portfolio" active)
  + Header Image (no overlay text)
  + "My Work" Heading
  + Introductory paragraph about the portfolio content.
  + Gallery Section:
    - "Illustrator Projects" with an image ("04Start1-Recovered.png") and description.
    - "Photoshop Projects" with an image ("IMG\_0519.jpg") and description.
    - "Web Designs" with an image ("Screenshot 2025-04-24 114816.png") and description.
    - "Photography" with an image ("IMG\_0330.JPG") and description.
  + Footer (Copyright, GitHub Link)
* **Contact Page:**
  + Logo and Tagline (same as homepage)
  + Navigation (same as homepage, "Contact" active)
  + "Contact Me" Heading
  + Introductory paragraph encouraging contact.
  + Contact Form (Name, Email, Message fields, Send Message button)
  + "Get in Touch" Section with Phone Number and Email.
  + Footer (Copyright, GitHub Link)

**5. Technical Considerations (Based on Provided Code):**

* **HTML Structure:** Appears to be well-structured and semantic.
* **CSS:** External stylesheet (style.css) is used for styling. Font Awesome is included for icons.
* **JavaScript:** External script (script.js) is linked, likely for interactive elements (smooth scrolling, form validation).
* **Images:** Images are stored in an images/ directory. Favicon is set.
* **Responsiveness:** The <meta name="viewport" ...> tag indicates an intent for responsiveness, but the CSS will determine how well the layout adapts to different screen sizes.

**6. Branding Elements (Initial Observations):**

* **Name:** "Bright Huaman" is the primary brand name.
* **Logo:** An image "letter of B.jpg" is used as a favicon, suggesting a potential logo element.
* **Color Palette:** The CSS indicates the use of pink (#e91e63, #fa97bf, #ed5692, #c2185b), light gray (#f4f4f4), dark gray (#333), and a soft pink (#fff0f6). This suggests a potentially vibrant yet professional brand feel.
* **Typography:** "Arial" and "Lato" are specified as fonts.

**7. Potential Areas for Further Research & Development:**

* **Detailed Competitor Analysis:** Conduct a thorough review of competitor websites.
* **User Experience (UX) and User Interface (UI) Design:** Focus on creating an intuitive and visually appealing website flow.
* **Responsive Design Implementation:** Ensure the website looks and functions well on all devices (desktops, tablets, mobiles).
* **Search Engine Optimization (SEO) Basics:** Implement basic SEO practices to improve visibility.
* **Image Optimization:** Optimize images for web to improve loading times.
* **Call to Actions (CTAs):** Strategically place CTAs beyond the homepage to encourage engagement.
* **Social Media Integration:** Consider linking to relevant social media profiles.
* **Analytics Tracking:** Implement tools like Google Analytics to monitor website traffic and user behavior.
* **Accessibility:** Consider web accessibility guidelines to ensure the website is usable by everyone.