



PROBLEM STATEMENT

A web portal for all level of photographers, basic, amateur, and expert level.

There are many websites to learn photography online, upload photo online and find meetups. But none where everything related to photography can be find at one place. Usually after learning basics of photography user needs to uploads his photos, find for meetups where he can get more exposure and he will be googling and go on different websites for his work. The idea is to provide one portal where all level photographers needs are met and interaction with each other is possible.

OUTCOME / VISION

- Provide free tutorials for photo enthusiast.
- Facility to upload share pictures and get feedback.
- Expert level photographer arrange workshops and host on site.

PHOTOGRAPHY NEEDS

Think flickr meets meetup. It is a web portal for all photography needs of all level of photographers.

USER INTERVIEWS

We did survey with few people who do photography in their free time as well as with people who would like to take their photography to next level.

"I am learning photography from various websites. I upload some of my shots on flickr. I constantly have to switch from websites. I would like to have one portal where all my photography needs are met."

"I would like to attend meetups or basic classes on photography on weekends and need to find it easily."

"I do weekend classes on photography and host it on various event websites. They have events on other topics too. I would like to host my event on sites where I can reach more potential people and can get more people for signing it."

KEY FINDINGS

Upload pictures and share with other fellow photographers and get feedback and comments

One portal for all photography needs.

Need to find any photography classes nearby but don't want to google and click on different websites and see their details. Would love to see all details on one portal, compare, find reviews.

Expert level photographers need to reach more photo enthusiasts through one portal and can get maximum signups for his event.

DESIGN STORY

- Read tutorial list
- Host workshops
- Enroll for workshop
- Upload photos and share
- Write comments

PERSONA



Natasha Singh

About

Post graduate in Arts, newly married and lives with hubby in Bangalore. Want to learn photography as a hobby, so while travelling can take innovative pictures and share online.

Does want

First will google for tutorials, read online gain some knowledge before joining any workshops. Will decide for workshop based on reviews and friend suggestion.

Does not

want/Frustrations

Dont want to browse many websites for tutorial. Want all material properly categorised at one place so can save time and concentrate more on reading.

Behaviours and habits

Sociable and go out with friends to nearby adventure places. Very often go out to dine and would love to take pictures of new dishes and share. Likes to click colorful architecture and share

Goal

Want to learn photography for hobby so could capture moments of her outings and share. Want to join workshop and get practical experience.

About



Santosh Chatterje

Traveller and Trainer. Owns a photography studio where he conducts workshops. Also travels a lot and conducts workshops in different cities.

Does want

Want to host his upcoming workshops on dedicated photography portal where he can reach maximum photo enthusiast to sign up for workshop.

Does not**want/Frustrations**

Don't want to host for workshop on generic web portal of events as sign ups for workshop are less and its challenging to find students to enroll. Dont want to keep details of all portals

Behaviour and habits

Love to travel and click pictures and share on photography portal. Tech savvy , host about his workshops on multiple websites and get noticed.

Goal

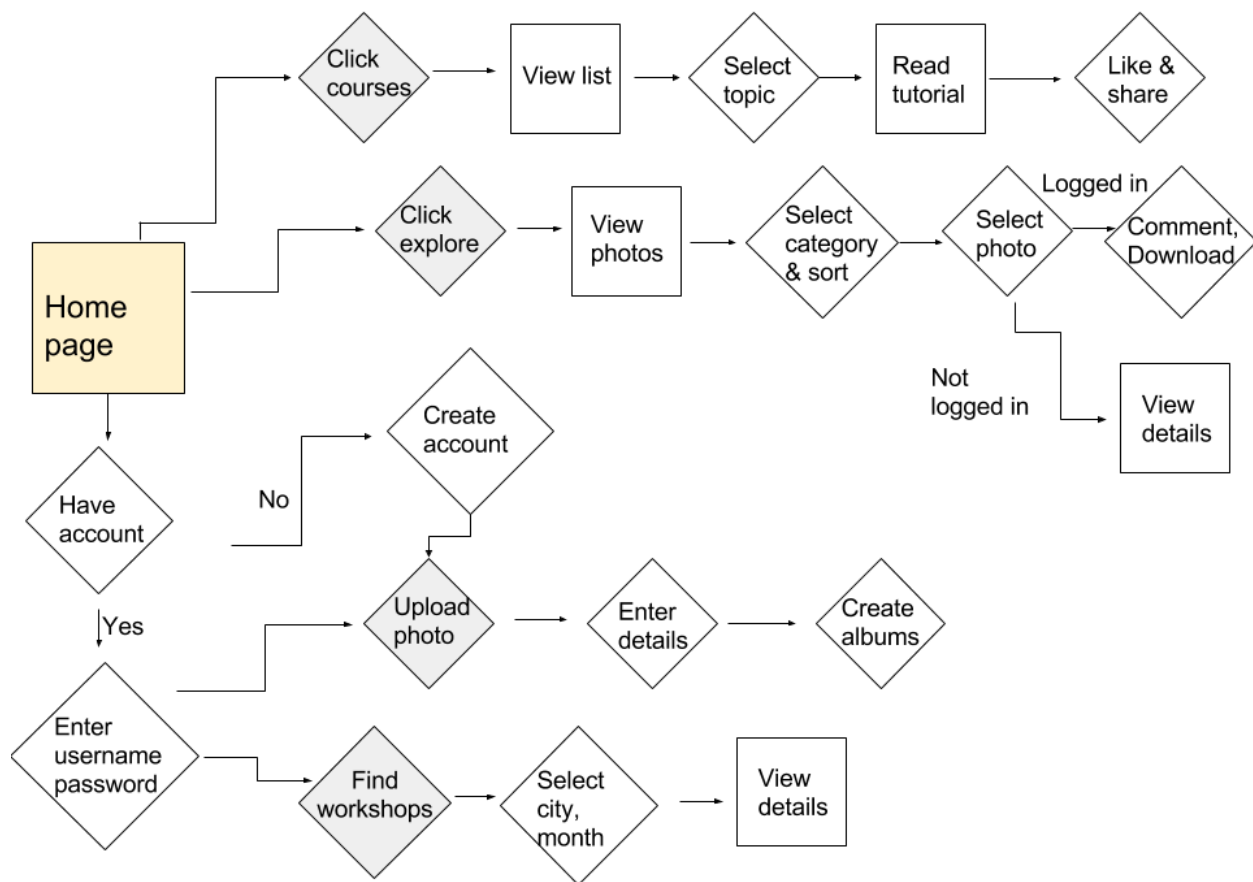
To see INDIA and to make every camera owner a great photographer.

MINIMUM VIABLE PRODUCT

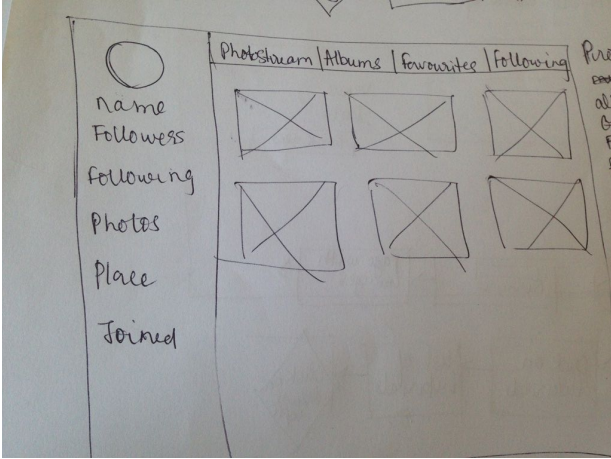
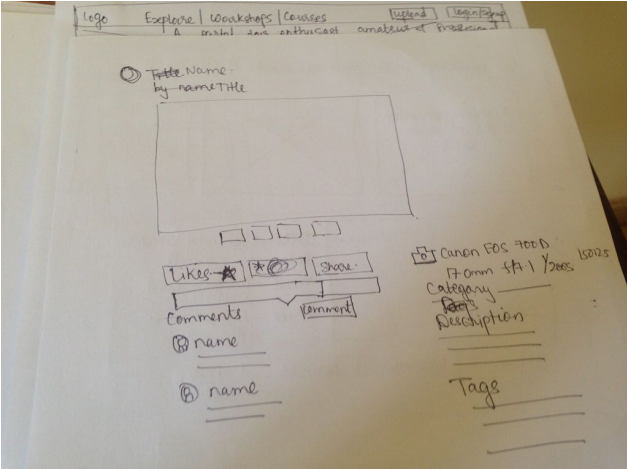
Photography needs would be a responsive web portal dedicated to all level photographers from enthusiast to expert level photographers. An app can be considered to be design in later stages. Newbie can find text tutorial learn more as well find upcoming workshops nearby and book for it. A pro photographer can host their workshops on portal and can reach to maximum photo enthusiast and can get many more signups for workshops.

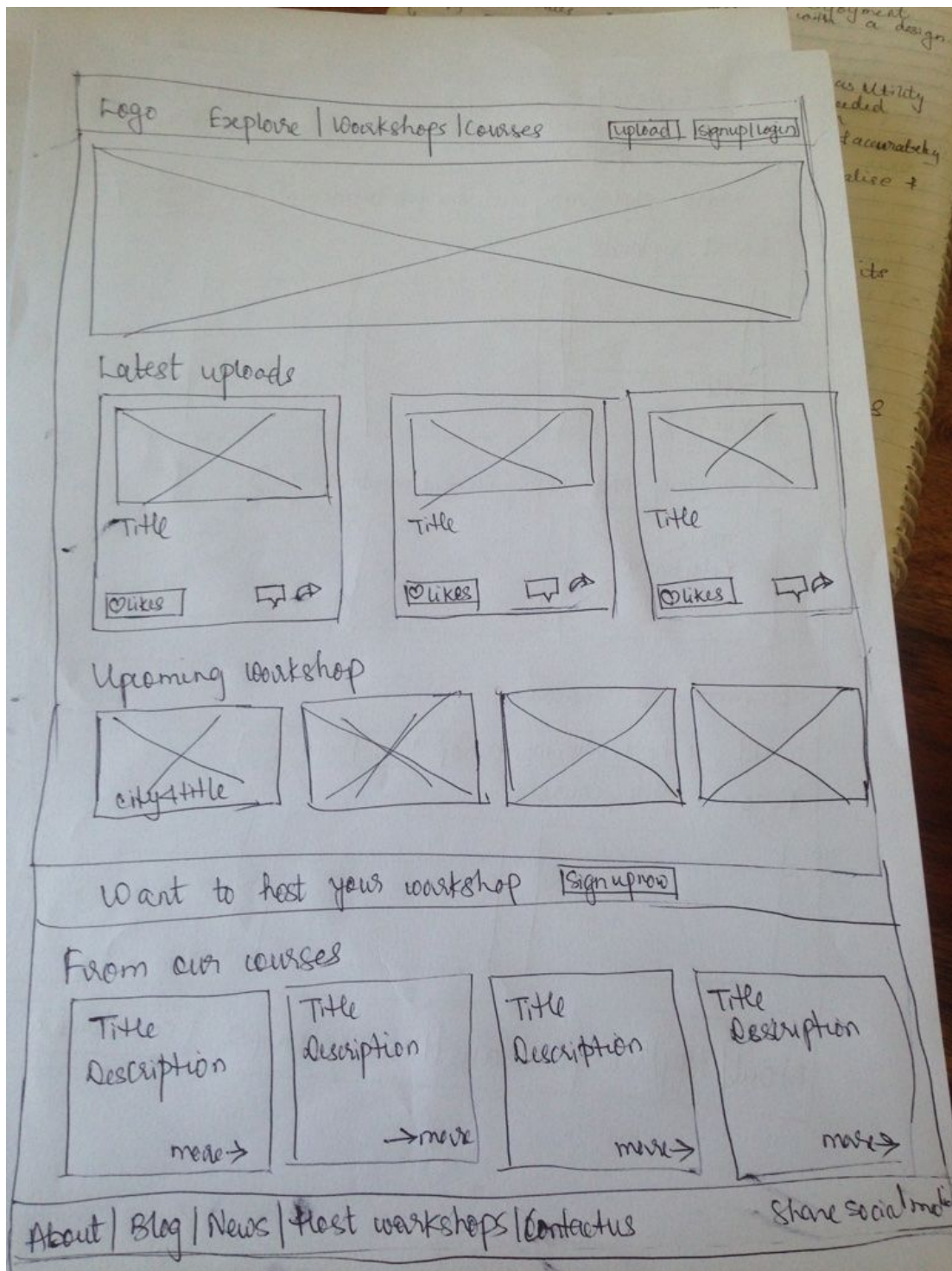
- Free text and video tutorials
- Upload pictures and share
- Explore photos and comments on shared pictures
- Search nearby workshops.
- Host upcoming workshops
- Write reviews on workshops.

USER FLOW



SKETCHES

	
Profile page	Photograph details pages



Home page

WIREFRAMES


Homepage

Logo Explore Workshops Courses

Upload



Login/Sign up


Latest Uploads



Title



♥ 99 Likes






Title



♥ 99 Likes





Title

♥ 99 Likes



Upcoming Workshops

Title and city name

Title and city name

Title and city name

Title and city name

Want to host your workshop?

Sign up now

From our courses

Landscape photography

Capture the essence of lush, tropical landscapes, foliage, and other scenes of nature. Learn how to choose the right gear, protect your equipment from the elements, photograph tropical sunsets, trees, plants, and more.

Read more

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Read more

About | Blog | News | Host workshops | Contact us



Home page revision

It seemed confusion as to what the site is for, hence designed another layout for homepage.

Logo

Explore

Workshops

Courses

Upload

Login/Sign up

Who Lensmarvel is for

Enthusiast

A newbie to photography who wants to learn photography and take it to higher level.


Memory maker

Amateur photographer clicking snaps and needs to share and get feedback. As well inspire from other photographers work and learn new techniques.

Professional



A professional photographer hosting workshops need to advertise and get students.


Latest Uploads



Title



♥ 99 Likes






Title



♥ 99 Likes





Title

♥ 99 Likes



Upcoming Workshops

Title and city name

Title and city name

Title and city name

Title and city name

Want to host your workshop?

Sign up now

About | Blog | News | Host workshops | Contact us






Photo details page

Logo Explore Workshops Courses

Upload

Hetal Sindhwad



← Back to explore



Sunset
by Adam Nicholas

♥ 99 Likes

Share

Download

Add comment

Comments

Very nice picture

Good shot



Camera details go here

Category

Description

Tags


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Workshop details page

Logo Explore **Workshops** Courses

Upload

Hetal Sindhwad 



Lightning Workshop

Share

Enroll now

Date 22- 25 March
Location Delhi
Fees Rs6000/-

Topics

Overview

Reviews

Photos




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Profile page

Logo Explore Workshops Courses

Upload

Hetal Sindhwad 



Name

Followers

Following

Photos

Place

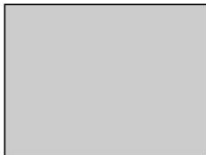
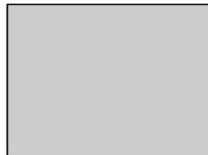
Joined

Photostream

Albums

Favourites

Following



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