

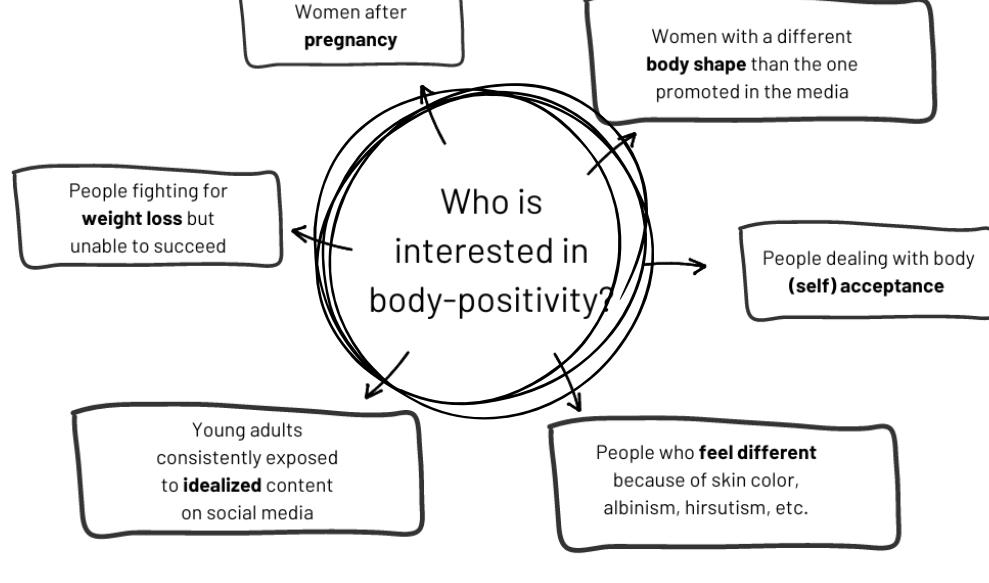
CASE STUDY #1

Project Overview: Designing a Website for a Body Positive Photographer

1. RESEARCHING THE PROBLEM SPACE

DISCOVERY PHASE

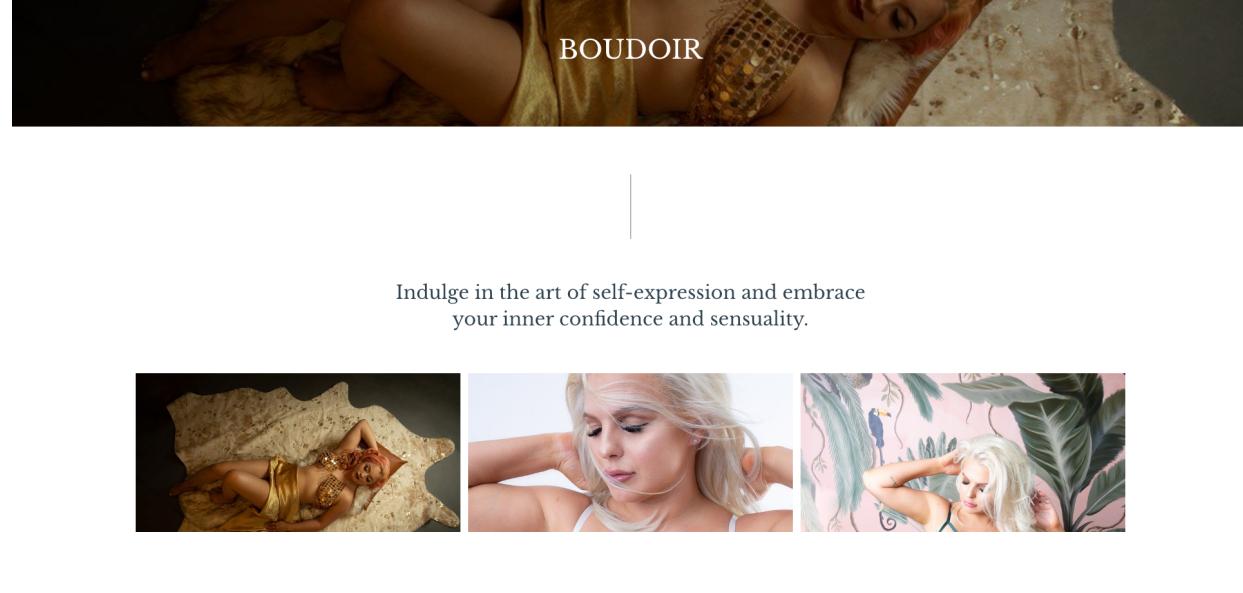
Gathering insights on the topic by identifying potential groups interested in body positivity thorough analysis of relevant Facebook and Google keyword analysis.



Picture 1: Discovery phase to outline the area of interest

FRAMING THE PROBLEM TO BE SOLVED

- Identified a high demand in the target market for services that support women in building or strengthening self-esteem and self-worth.
- Recognized a common desire to break from conventional norms, particularly among **women aged 30-45** (possibly linked to the phenomenon of the midlife crisis).



Picture 2: Competitor Website Screenshot: researching keyphrases used and analyzing the design elements implemented on the website.

COMPETITOR ANALYSIS

- The conducted competitor analysis unveiled a predominant sales funnel relying on social media platforms such as Instagram and Pinterest.
- In the realm of sensual, female photography sessions, the primary key phrase observed is "**boudoir**."

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad i
Keywords that you provided					
<input type="checkbox"/> boudoir	1K - 10K	0%	0%	Low	
<input type="checkbox"/> boudoir photography	100 - 1K	0%	0%	Low	
<input type="checkbox"/> boudoir session	100 - 1K	0%	0%	Low	
<input type="checkbox"/> body positivity	100 - 1K	0%	0%	Low	
<input type="checkbox"/> body positive photos	10 - 100	0%	-100%	—	

Picture 3: Google Keyword Planner Screenshot: researching keyphrases for Google search

CHOOSING THE INITIAL DIRECTION

- Discovered commonalities among the target audience, such as engagement in **therapy**, **coaching**, workshops, and various forms of guidance to build inner strength.
- Noted a preference for self-awareness practices, including **yoga**, **meditation**, and participation in health-related events and women support circles.

SOLUTION TO CURRENT PAIN POINTS

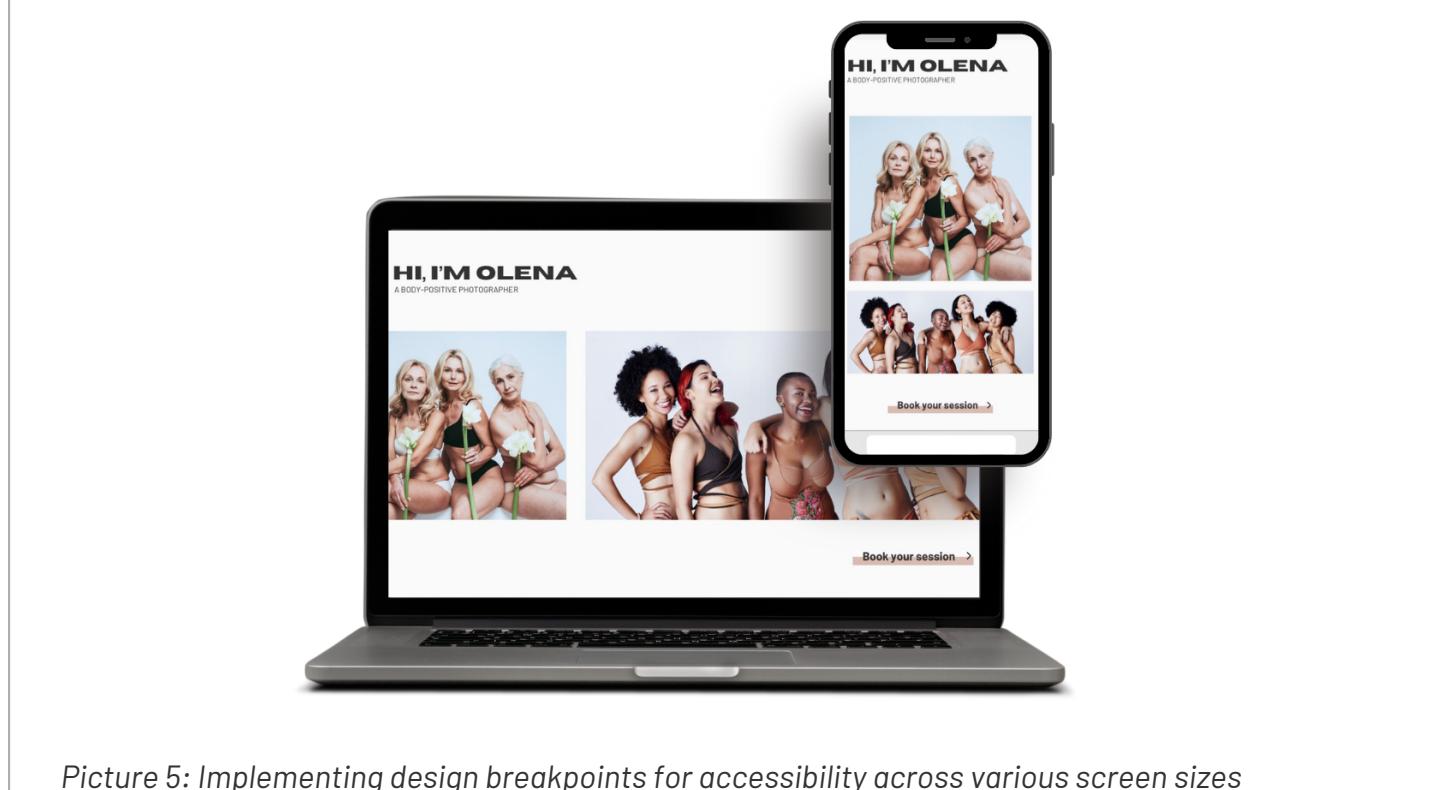
- Identified the ideal customer for body-positive photo shoots as a self-aware and well-educated woman in her 30s or 40s actively engaged in self-development.
- Recognized the deep need for these women to see their inner strength, even during moments of doubt. **The photos serve as a powerful reminder of the strength within.**
- This approach can also be extended to collaborations with brands sharing the mission of supporting women.

Objective: Build a Feeling of Trust, Empathy, Connection, and a Non-Judgmental Atmosphere. Address The Need For The Reminder Of Inner Strength On Self-Development Journey.

2. DESIGNING USER INTERFACE

ACCESSIBILITY

- Implemented a Responsive Design System to ensure the website is accessible from every device.
- Designed According to Web Content Accessibility Guidelines (WCAG).



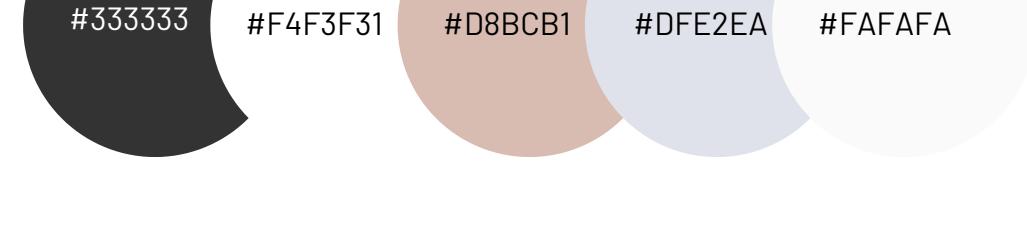
Picture 5: Implementing design breakpoints for accessibility across various screen sizes

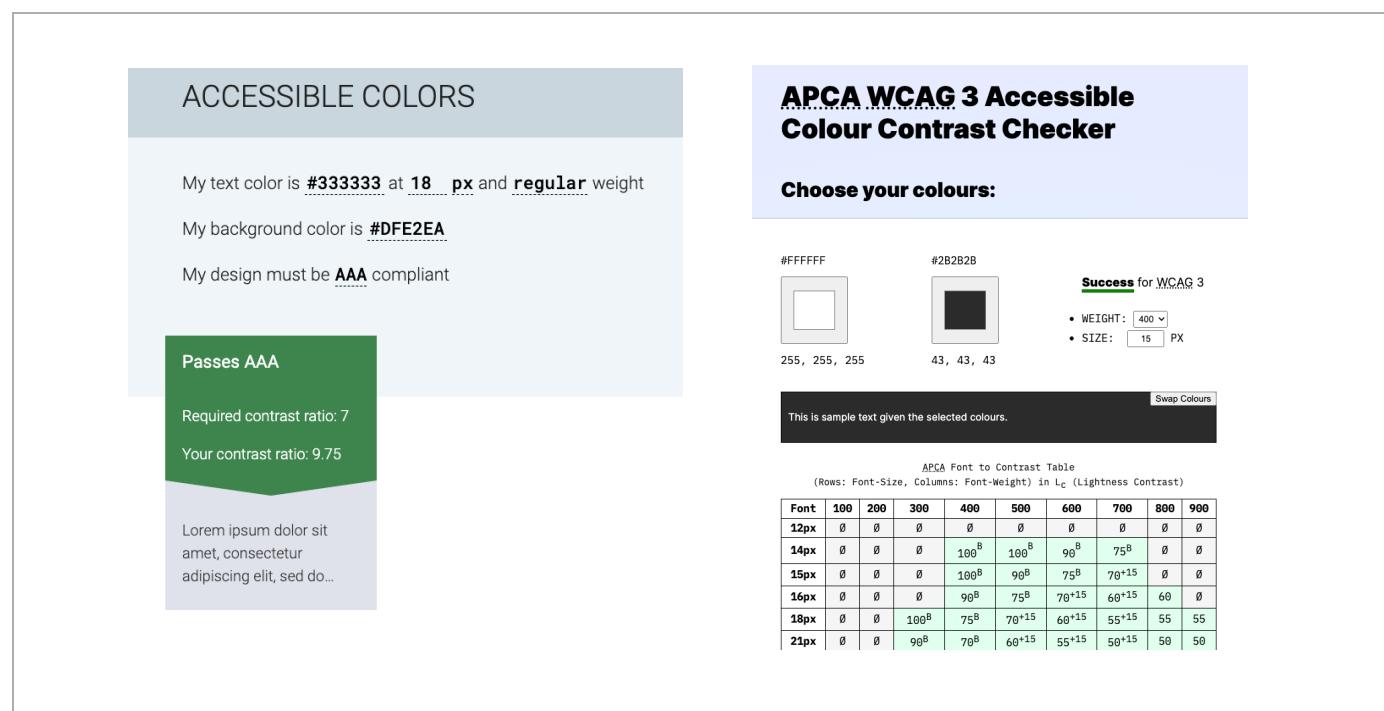
LAYOUT

- Adopted a simple layout with a **neutral** light grey background to emphasize **pictures** as the focal point of the design.
- Utilized ample spacing and minimal content to create a **spacious** and comfortable atmosphere for the customer.

COLORS

- Used neutral greys and nudes, **avoiding strong brand colors** to reflect the author's modesty and prioritize customer needs.
- By **prioritizing images** over brand recognition, the design aims to instill in the customer a sense of importance, acknowledgment, and value.





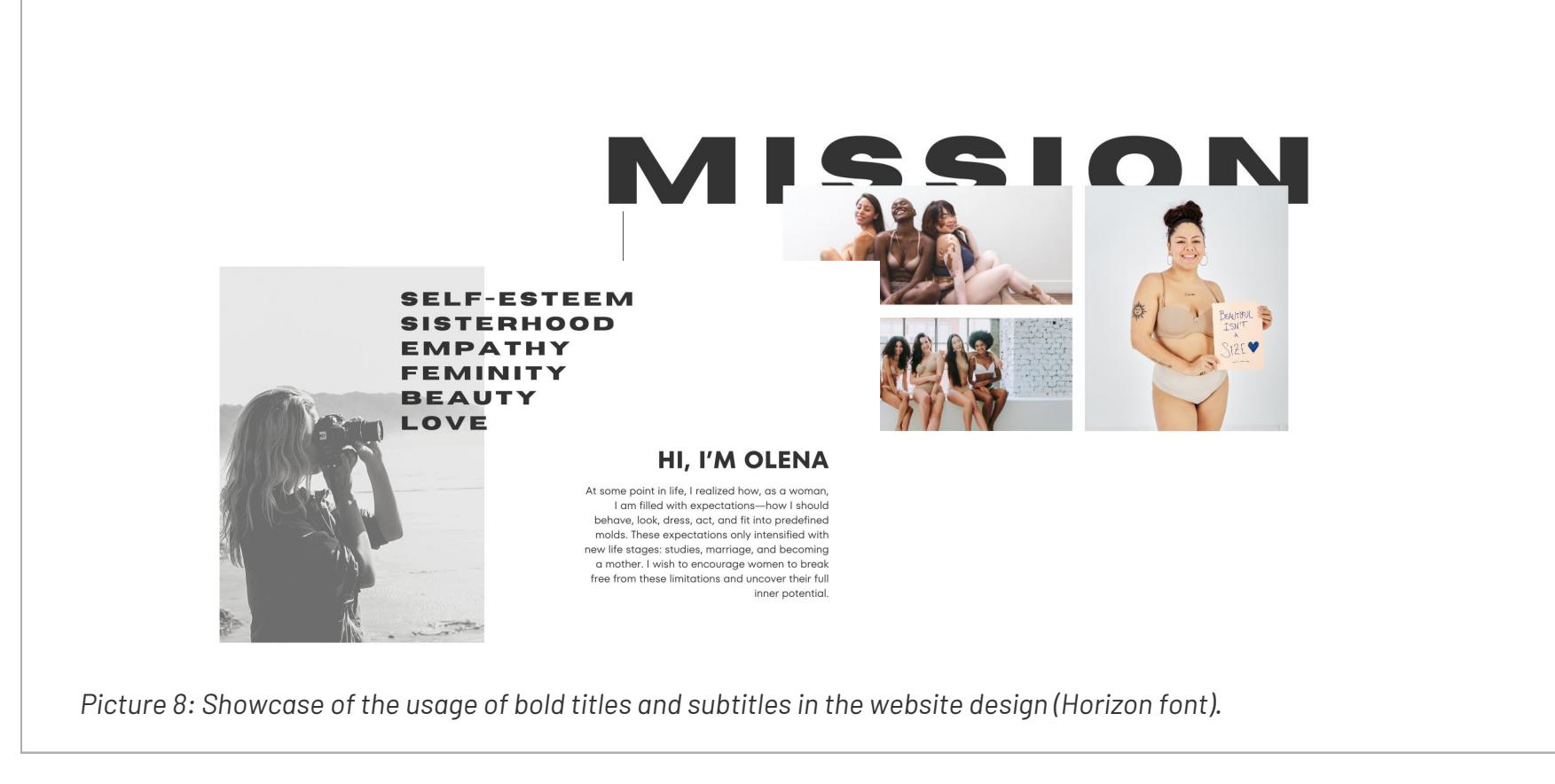
Picture 6: Color pairing according to WCAG 2 and APCA for optimal usability results.

TYPOGRAPHY

- Opted for a design lacking brand colors but compensated with bold, overlapping titles.
- This choice contributes to a modest yet bold and confident professional image associated with the brand.
- Font sizes are counted with golden ratio (1.618)

Type scale	Size	Weight
Heading 1	60px	Regular
Heading 2	37px	Regular
Heading 3	23px	Bold
Body	14px	Regular
Small	12px	Regular

Picture 7: Example of a predefined set of typography options



Picture 8: Showcase of the usage of bold titles and subtitles in the website design (Horizon font).

PICTURES

- Curated a gallery of photos, showcasing the photographer's work style, and atmosphere.
- Carefully selected pieces to reinforce the brand's core statement promoting body-positivity.

COGNITIVE LOAD

- Focused on minimizing cognitive load through a user-friendly design, ensuring a seamless and enjoyable interaction.
- Information about pricing are available after clicking CTA button only for interested users,
- Standard offer with fixed pricing was replaced with reverse strategy (approach: "how much you can spend and what I can give you")
- Flexible three pricing ranges:
 - \$200-300;
 - \$400-600;
 - \$600 and above.

INTERACTION COST

- Simplifying interaction to just one Call-To-Action button ("Book a session") in the main website part (accessible also from navigation bar)

3. DESIGN PROCESS & DECISIONS

CALL-TO-ACTION

- 1."Book your session"
- 2."Book now"
- 3."Hire me"

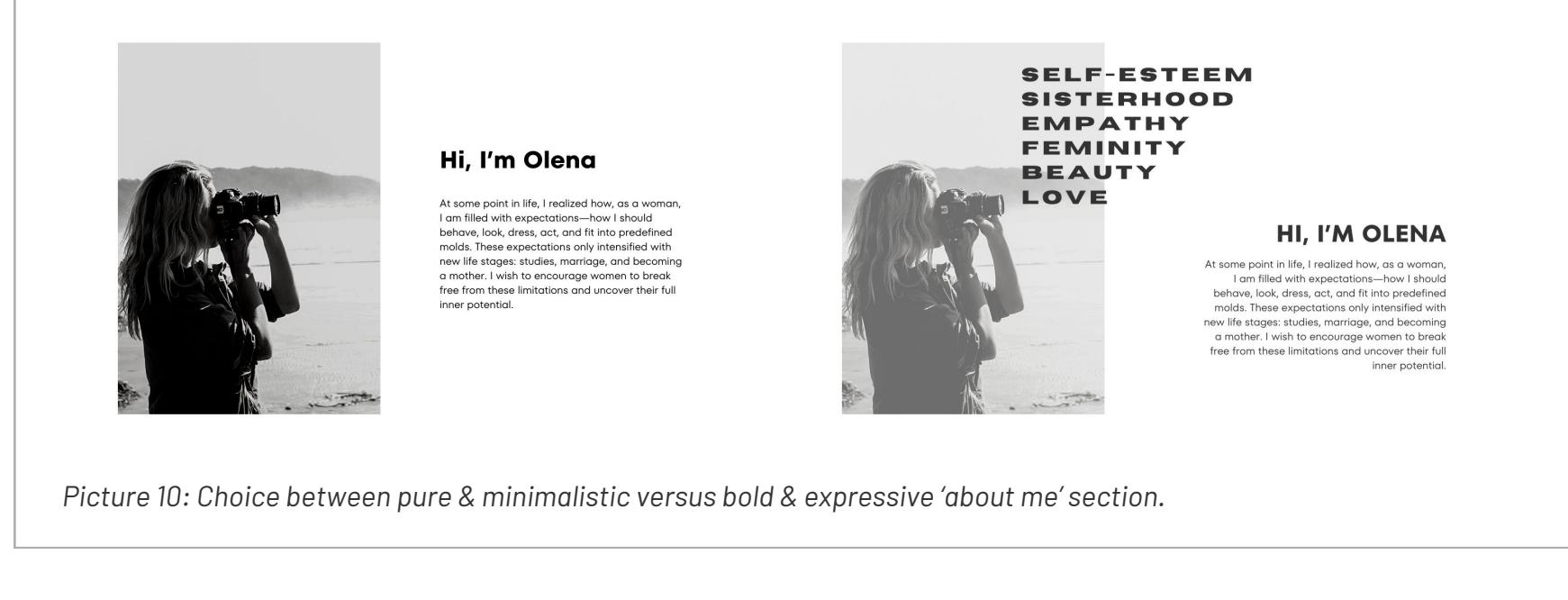
After assessing the brand's tone and considering the target audience, 'Book your session' feels fitting for a personal and approachable style. 'Hire me' could work well for a professional or exclusive feel, while 'Book now' might seem a bit unclear.



Picture 9: Testing different CTA options.

WHITE VS GREY BACKGROUND

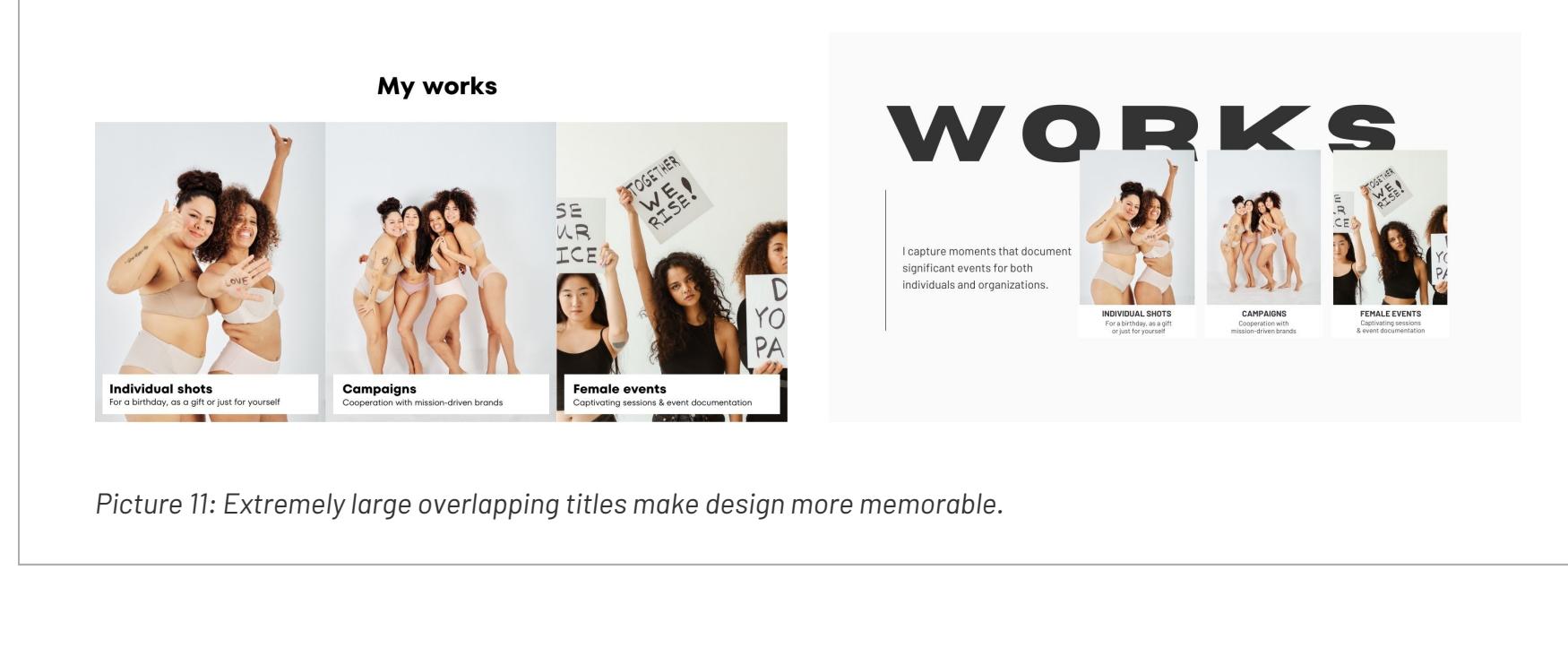
The initial design featured a pure white background, but it was later modified to a light grey tone to evoke a warmer and more inviting feel.



Picture 10: Choice between pure & minimalistic versus bold & expressive 'about me' section.

FONTS

While initially using a single font with a neutral color palette to achieve a minimalistic design, it proved less efficient. The addition of extremely large overlapping titles (Horizon) paired with minimal body content (Barlow) enhanced visual memorability.

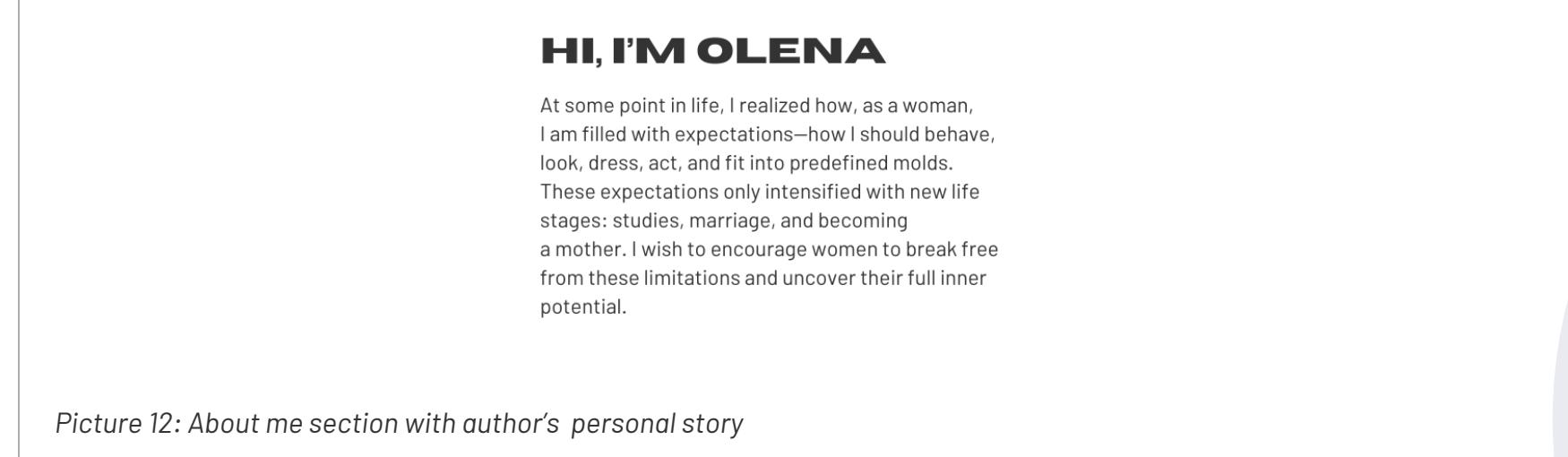


Picture 11: Extremely large overlapping titles make design more memorable.

WEBSITE SHOWCASE

WORDS & COPY

When designing a website for a uniquely specialized professional, like a body-positive photographer, it is crucial to craft a clear message that resonates with ideal clients. In this case, the author shares her personal journey with a strong and candid desire to support other women, which is equally as important as the visual aspect.



Picture 12: About me section with author's personal story

4. SHOWCASE

Final website design.

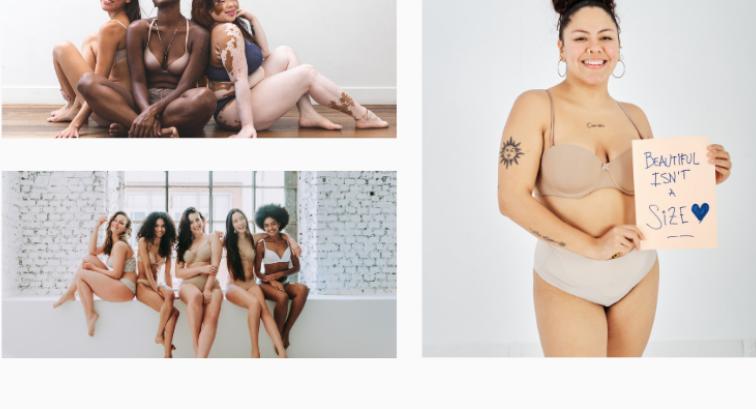
HI, I'M OLENA
A BODY-POSITIVE PHOTOGRAPHER



[Book your session >](#)

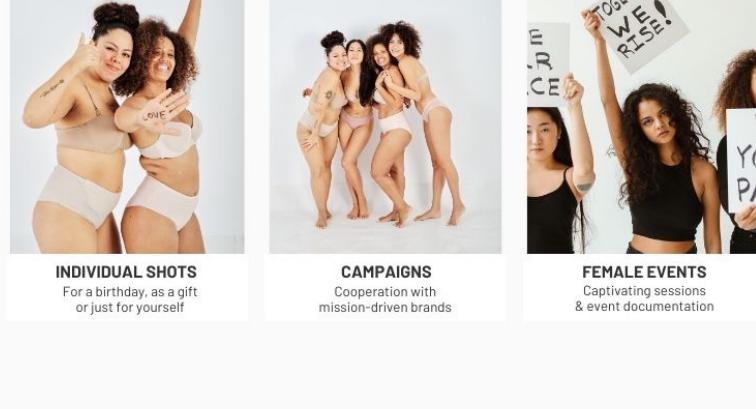
MISSION

My mission is to empower women of every size and shape to embrace their beauty.



WORKS

I capture moments that document significant events for both individuals and organizations.



INDIVIDUAL SHOTS
For a birthday, as a gift or just for yourself

CAMPAIGNS
Cooperation with mission-driven brands

FEMALE EVENTS
Captivating sessions & event documentation



**SELF-ESTEEM
SISTERHOOD
EMPATHY
FEMINITY
BEAUTY
LOVE**

HI, I'M OLENA

At some point in life, I realized how, as a woman, I am filled with expectations—how I should behave, look, dress, act, and fit into predefined molds. These expectations only intensified with new life stages: studies, marriage, and becoming a mother. I wish to encourage women to break free from these limitations and uncover their full inner potential.

Let's do something

TOGETHER



Sounds interesting? Book your photo session →