

Unit 5 (Steps 1 & 2) | Zoë Babian Photography

Step 1: Define Audience / Tone

- *Who will visit your site?*

Zoë Babian Photography is a portfolio website but also a blog. We're looking to promote the work of Zoë Babian but also a blog to share personal and work experiences. Therefore we're looking to promote this site to new clients and those interested in photography.

- *Who are your competitors in similar industries?*

There are a wealth of freelance photography sites, as well as sites such as Instagram allowing anyone to display their photographs in cool styles. Photography has also taken off in web design where sites are becoming much more image-led rather than relying on copy.

- *What can make you and/or your product stand out against your competitors?*

The website will need to display the strongest of Zoë's photography to grab the attention of potential clients coming to the site. The blog will also need to work hard to get across Zoë's personality and expertise in her field.

- *How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?*

I think clients requiring photography will be used to dealing with freelancers and therefore will expect a bit of personality - not so formal - but professional, understanding of the brief and there to get the job done. Using Zoë's name for the website shows this is a person, not a soulless brand/business, and the site will convey this via the blog and by displaying photos projecting the professional standards Zoë works to.

- *What colors represent your business?*

As the design will largely be image-led, I would not recommend using lots of colour, so maybe a near black and off-white for the surrounds, but maybe we'll pull out some colour in key lines or buttons where possible.

- *What images illustrate your message?*

This is an easy one! We have our pick from Zoë's portfolio, so will choose the strongest images. This will include examples of her different styles of photography and subjects to get across the range of services on offer.

Step 2: Define Site Structure

In this step, you'll provide your designer with additional context by describing the hierarchy and flow of your site. Use the following questions as a guide and add your answers to the document from step 1:

- *Imagine your site has two pages, a home page and one other page of your choice (about, contact, gallery, etc.). Would the design remain constant across both pages? How so? How would the design differ?*
- *Make sure to clearly describe the name, look, and purpose of each page.*
- *What should each page contain? Will there be text content? Or just images?*

The client will be presented with 2 pages - a **Home/Portfolio** landing page and a **Blog** listing page.

Both pages will have the same header:

- It will be clean with Zoë Babian Photography, and potentially a small icon/logo, with clear navigation links to the two pages, named

Portfolio | Blog

Both pages will have the same footer:

- Again this will be clean and simple, with clear instructions for contacting Zoë. It will likely include a contact form.
- Icons linking to Zoë's social media accounts, e.g. Instagram (if she wants)
- Navigation links

The **Home/Portfolio** page contains:

- Header/footer (as outlined above)
- Who Zoë is and what she does
- Portfolio gallery
- Introduction to Blog

The main focus will be a gallery of nine images (likely to be a three rows of three images) from Zoë's portfolio, each with a title overlaid with an arrow/call to action encouraging users to click on the images to make them bigger. When clicked, a gallery will appear again with the title, but also a brief 20-30 word description of the image - i.e. the client and the approach Zoë took to brief - and a button to click to another page for more information (if it exists).

Both pages will have the same **footer**. Again this will be clean and simple, with clear instructions for contacting Zoë. It will likely include a contact form.

In addition, this page will introduce Zoë's blog - getting across personality and expertise on the area of photography.

It is likely that the portfolio gallery will be the only content visible above the fold, in addition to a short introduction to Zoë. The user will need to scroll to view the introduction to the blog (or they might click on the link from the navigation bar

The **Blog** listing page:

- Header/footer (as outlined above)

- A vertical list of the latest 5 blogs by Zoë
- Each blog includes
 - Large featured image
 - Blog title
 - 50-100 word introduction
 - Button linking to blog page