**Website Development Brief**

**Business Type:**

Online Stock Photography Agency

**Background:**

Photos will be presented in a searchable database of high-quality copyrighted images for purchase and delivery online.

Pictures will span a wide range of categories and will be provided by professional photographers and photojournalists. Collection of images will be constantly expanding. High profile customers will be targeted across the media industry on an international scale.

**Website:**

Must function as a billboard to display these images and enable them to be sold online.

The site should be simple, highly interactive and user-friendly. Hi resolution image capable, fresh feel, new design, new interface. Look and feel like one of the major stock photography sites online. It should inspire trust in the professional photographers as well as buyers, in the same way that the major players do.

The interaction with the site should promote the site’s benefits i.e. uploading /purchasing.

The site requires a sign-up system, upload/download system, straightforward payment system, ~~including the use of ‘payment credits’, ideally.~~

3 categories of images will be sold (i.e. small / medium / large,) and there may also be higher priced one-off royalty free images presented.

It will need to have the facility for uploaders to view statistics on their photos (i.e. views, sales, etc.)

Payment integration will be required, ideally Global Pay with integrated PayPal option as well.

It must be capable of efficiently handling images, graphics and illustration, ~~audio and video files~~. ~~Forum integration is planned~~. Constant improvement is planned to keep up with competition.

The plan is to aggressively market the business on the Internet, using SEO. The site must meet international standards.

The site absolutely must be mobile friendly.

A list of similar types of website for inspiration:

<http://www.shutterstock.com/>

<http://www.istockphoto.com/>

<http://www.gettyimages.com/>

**Approach:**

Structural development – database building – light MVC framework to speed up page load times – high integration of JQuery and Ajax in order to achieve similar functionality and feel to ShutterStock

Design – heavy front end design work and styling – html5 – collaboration with director as required

SEO – fully integrated SEO strategy with Search Engine Friendly url’s – Matt to provide strong input

**Covered:**

Searchable Database Build

Professional Design (meeting International Standards)

Admin panel set up (for tracking of all records)

Capacity to handle photo / graphic / illustration image types

User Interface Design (easy navigation and search criteria using Ajax)

Membership Integration (including view/sale statistics)

Facebook integration (login, share lightbox to Facebook)

Google Translator Integration (for multiple languages)

Category Set Up

Content Integration (as required during site build process)

Upload Facility (multiple photo uploading, auto watermarking)

Download Facility

Purchasing System (~~credit based~~, various sizes/types)

Shopping Cart / Secure Payment Gateway Integration (Globalpay/Paypal)

Full On-site SEO integration (including Search Engine Friendly url’s)

Mobile Device Compatibility

Attractive business email template design (to communicate with customer, photographer &admin)

Newsletter database

First month maintenance

**Not Covered:**

Forum Integration

Blog Integration

Capacity to handle audio and video file types

On-going Maintenance

Off-site Marketing

**Photography Site - More Specific Details**

**Name:** OnNigeria Images<http://onnigeria.com/>

**Market:** International Audience (High Profile Media Companies as primary target market)

**Content:** Nigerian Images (people, places, events, objects, illustrations, etc.)

**Currency:** US Dollars (Also British Pounds Sterling and Nigerian Naira, if possible)

**Languages:** English, all Google Translate languages, Nigerian languages (Hausa, Yoruba, Igbo)

**Phone numbers:** US, UK, Nigeria (is it possible to display differently based on location?)

**Categories:** Editorial Photos (news, current affairs, etc.), Archive Photos (historical), Stock Photos (creative, architecture, landscape, models, lifestyle, food, fashion, etc.), Illustrations (flags, vectors, maps, etc.).

**Licensing:** Royalty Free (fixed one-off payment, use widely, no resale), Rights Managed (higher price, possibly restricted use, resell may be possible)

**Content Details**

Initially promote selling of photos most heavily to increase the library fast.

Make it easy to register and get started selling, easy to upload images.

Promote this using e.g. “Earn up to £30 by selling your photos. Register now, etc.”

Later on, will switch content more towardstargeting buyers &promote usage/purchasing of images.

Prominent search box would be great (a bit like the ShutterStock homepage?)

Include a free images section, with button link on the home page, not too prominent.

Include a notice that photographers are available for assignment (i.e. to take photos of specific things/ cover events in Nigeria for those who are not photographers or are outside the country)

Photo pages should include the capacity for a lot of information and also credit the photographer, in a similar way similar to <http://apimages.com>.

Can image display preferences of the photo library be selected, like they can in Shutterstock?

Shutterstock’s simple approach to their user interface works great – 2 choices under photos are ‘save to lightbox’ or ‘go to info/download page’.

Shutterstock pricing model seems to be ideal, but will need to offer the ability to buy single items as well as bulk download purchasing. Displaying prices up front would not be considered a problem.

**Backend Details**

Uploader ability to set specific pricing for certain photos and to monitor their own views, sales, etc.

Site owner ability to set general or specific pricing for photos and to monitor views, sales, etc.

Screening/approval process will need to be in place for all photographs uploaded to site.

**New homepage design concept (generated by business owner as an idea for reference)**

