**White Paper: Amun Ra Moments Website**

**Inspiration and Concept:**

Amun Ra Moments was conceived as a tribute to the timeless beauty of weddings, inspired by the upcoming wedding of one of our founders, Meriet. Originally, the project was intended to be a gaming website, but after careful consideration, we pivoted to focus on something more meaningful—preserving the special moments of a wedding day. The name “Amun Ra Moments” reflects this mission, drawing from Egyptian mythology. Amun Ra, the sun god, symbolizes creation and illumination, which perfectly aligns with our goal of capturing life’s radiant moments.

**1. Business Overview**

**a.** What is your business?

Amun Ra Moments is a wedding photography and videography business. We specialize in capturing the most cherished moments of a couple’s wedding day, offering a blend of artistic and emotional storytelling through visuals.

**b.** What is the business ethos?

Our ethos revolves around:

• **Authenticity:** Capturing genuine emotions and moments.

• **Creativity:** Providing artistically composed photos and cinematic videos.

• **Professionalism:** Ensuring every client feels valued and receives top-quality service.

**c.** What do you produce/make/offer/sell?

**We offer:**

• **Wedding Photography:** High-resolution images capturing every detail of the wedding day.

**• Wedding Videography:** Cinematic videos that tell the story of the event.

**• Custom Packages:** Tailored photography and videography services, including engagement shoots and post-wedding sessions.

**d.** Who is your target audience?

Our target audience includes:

• Engaged couples preparing for their wedding.

• Wedding planners seeking reliable photographers and videographers.

• Families looking to preserve memories of special occasions.

**e.** What are the key motivations for visitors, and how will you attract and motivate them?

Visitors are motivated to:

• Explore our portfolio to evaluate the quality of our work.

• Learn about our services and pricing.

• Contact us for bookings or inquiries.

We attract and motivate visitors by:

• Showcasing a visually appealing portfolio.

• Including testimonials from satisfied clients.

• Ensuring a user-friendly website with easy navigation and responsive design.

**f.** Are visitors looking for general information or something specific?

Visitors may seek:

• General information about our services, ethos, and background.

• Specific details such as pricing, availability, and service customization options.

**g.** Are they familiar with the service or product, or do they need an introduction?

Some visitors might be familiar with wedding photography and videography in general but may need an introduction to Amun Ra Moments specifically.

**h.** Are they looking for time-sensitive information?

**Yes**, visitors often look for:

• Availability on specific dates.

• Timely updates on recent projects or portfolio additions.

**i.** Do they want to discover information about a product/service to decide whether to buy it?

**Yes**, potential clients explore our portfolio and packages to determine if our services align with their vision and expectations.

**j.** Do they need to contact you?

**Absolutely.** Visitors can:

• Use the contact form on the website.

• Reach us via email or phone.

• While we don’t offer walk-ins, we provide clear contact details to facilitate communication.

**k.** Will visitors be familiar with your subject area/brand?

Not all visitors will be familiar with Amun Ra Moments, but they might understand the broader context of wedding photography and videography. Our website introduces our brand and services effectively.

**l.** Will they need background information on the product/service?

**Yes,** we provide:

• Detailed descriptions of our photography and videography services.

• Insights into our approach and what makes our work unique.

**m.** What are the most important features of what you are offering?

• High-quality visuals: Stunning photos and videos.

• Tailored packages: Customizable to meet diverse client needs.

• Emotional storytelling: Capturing genuine emotions and special moments.

**n.** What differentiates you from competitors?

• Personalization: We tailor our approach to each couple’s story.

• Artistic excellence: Our team of creatives ensures visually stunning results.

• Cultural richness: Our name and ethos reflect a deep appreciation for cultural heritage, particularly Egyptian mythology.

**o.** Common questions post-visit:

• “How do I book your services?”

• “What are your package options?”

• “Can I see more examples of your work?”

**2. Design Concepts Implementation**

**Visual Hierarchy**

• Hero Section: Large, bold headings and a visually impactful background image immediately draw attention to the site’s purpose.

• Portfolio Display: High-resolution images are placed prominently to showcase the quality of our work.

• Call-to-Action Buttons: Contrasting colors make them stand out, guiding users to key actions like viewing the portfolio or contacting us.

Grouping

• Service Sections: Organized into distinct categories like Photography, Videography, and Custom Packages.

• Testimonials: Grouped together to provide a cohesive view of client feedback.

• Contact Information: Email, phone, and contact form are grouped for easy access in the footer.

Similarity

• Consistent Design Elements: Uniform use of fonts, colors, and button styles across the website ensures a seamless user experience.

• Responsive Design: Ensures that all elements, from navigation to the portfolio, adapt fluidly across different devices.

**3. Competitor Analysis: Pharaoh Studios (https://pharaoh-studios.com/)**

**a.** What is their business?

Pharaoh Studios specializes in video production, photography, and digital content creation, catering to corporate and event-based projects.

**b.** What is their business ethos?

Their ethos emphasizes creativity, high-quality production, and customized solutions tailored to each client’s unique needs.

**c.** What do they offer?

• Corporate Videos

• Branding Photography

• Event Coverage

• Digital Marketing Content

**d.** Who is their target audience?

• Corporate clients.

• Event organizers.

• Marketing professionals.

**e.** Key motivations for visitors:

Visitors are motivated by the need for:

• Professional video and photography services.

• High-quality content for branding and marketing.

**f.** Are visitors looking for general information or something specific?

**Both:**

• General information about their services.

• Specific details on past projects and capabilities.

**g.** Are they familiar with the service/product?

**Yes,** most visitors are familiar with the type of services but may need to learn about Pharaoh Studios’ specific offerings and approach.

**h.** Are they looking for time-sensitive information?

**Yes,** such as availability for immediate event coverage or project timelines.

**i.** Do they want to discover information about a product/service to decide whether to buy it?

**Yes,** potential clients would assess their portfolio and case studies to make a purchasing decision.

**j.** Do they need to contact you?

**Yes.** Contact options include email, phone, and likely in-person meetings.

**k.** Will visitors be familiar with your subject area/brand?

Visitors may not initially know about Pharaoh Studios but will become acquainted through their portfolio and service descriptions.

**l.** Will they need background information?

Yes, visitors may need to understand their services, approach, and capabilities.

**m.** What are the most important features of what you are offering?

• High-quality production.

• Creative storytelling.

• Tailored content solutions.

**n.** What differentiates you from competitors?

• Focus on storytelling: Crafting compelling narratives.

• Innovative techniques: Leveraging cutting-edge technology and trends.

**o.** Common questions post-visit:

• “What’s the timeline for a typical project?”

• “Do you handle live events?”

• “What’s your pricing model?”