



Teresa
New Media Designer

Portfolio
Teresa Chiappone



Web Portfolio at chiappones.com

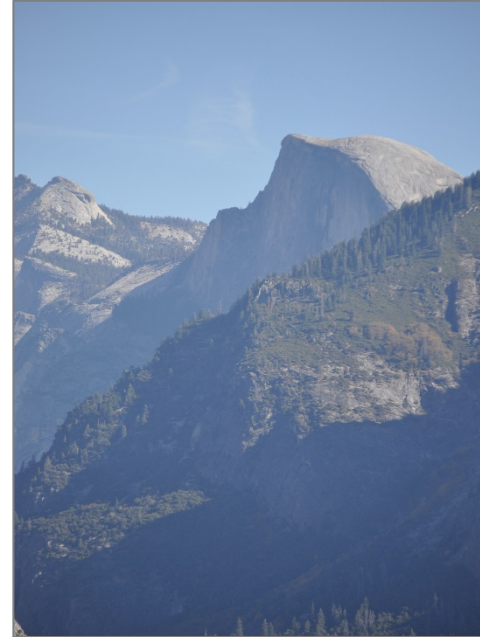
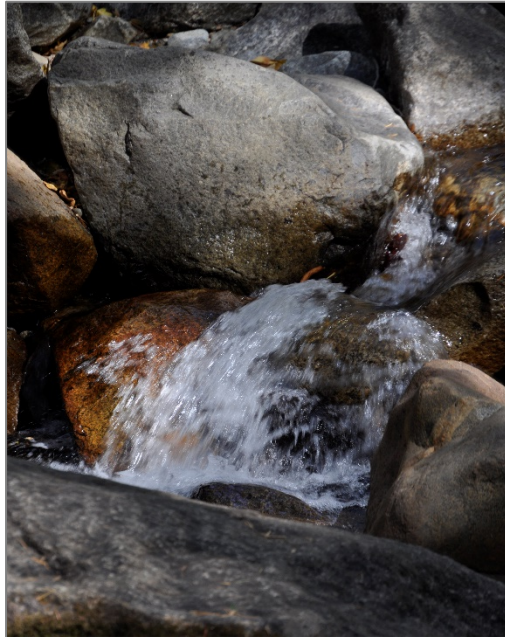
Project 2

Photography Adventures

Web Design/UI

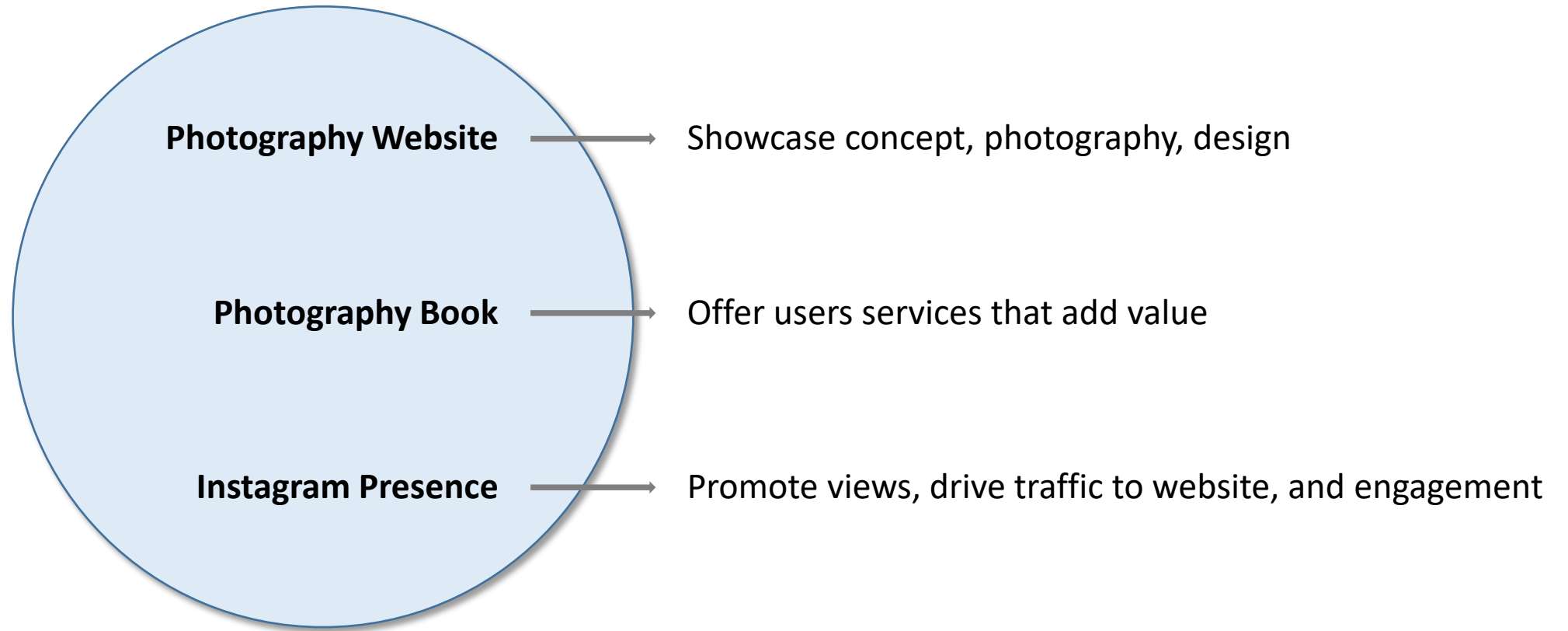
chiappones.com/photography/

Project 2 case study is a Web Design for a Photography Adventure Tours company. The concept is to create a web presence for users to review excursions from different places of interest. The study focuses on the US National Park, Yosemite, but will be adaptable to include more tours as the company grows.



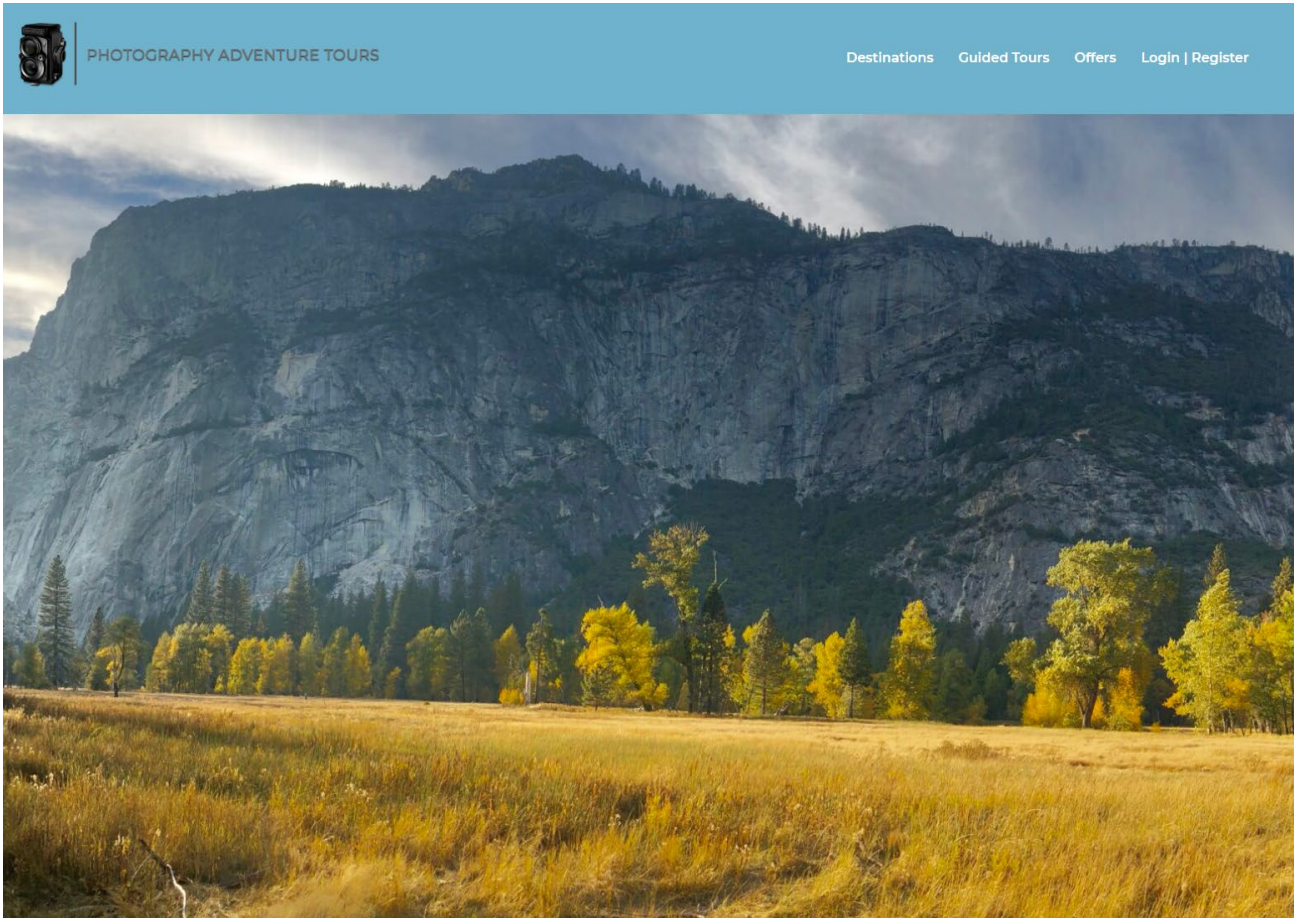
Photography is a passion, but many need help to bring out this passion and creativity. A Photography excursion company is a way to focus an experience on taking photos and learning techniques in specific places. The website will market the tours and give users a sense of what the trip will include and what can be expected.

Overview – Big Idea



The goals are to create a simple **Website** for a photography excursion company to show potential travelers the experience they can expect. The site shows the area of travel, and the type of photos users can expect to shoot. The site will offer the ability to create a complimentary **Photography Book** of their excursion. A **Social Media** presence is added to promote and market the site.

Project Goals



[Link to Figma Concept](#)

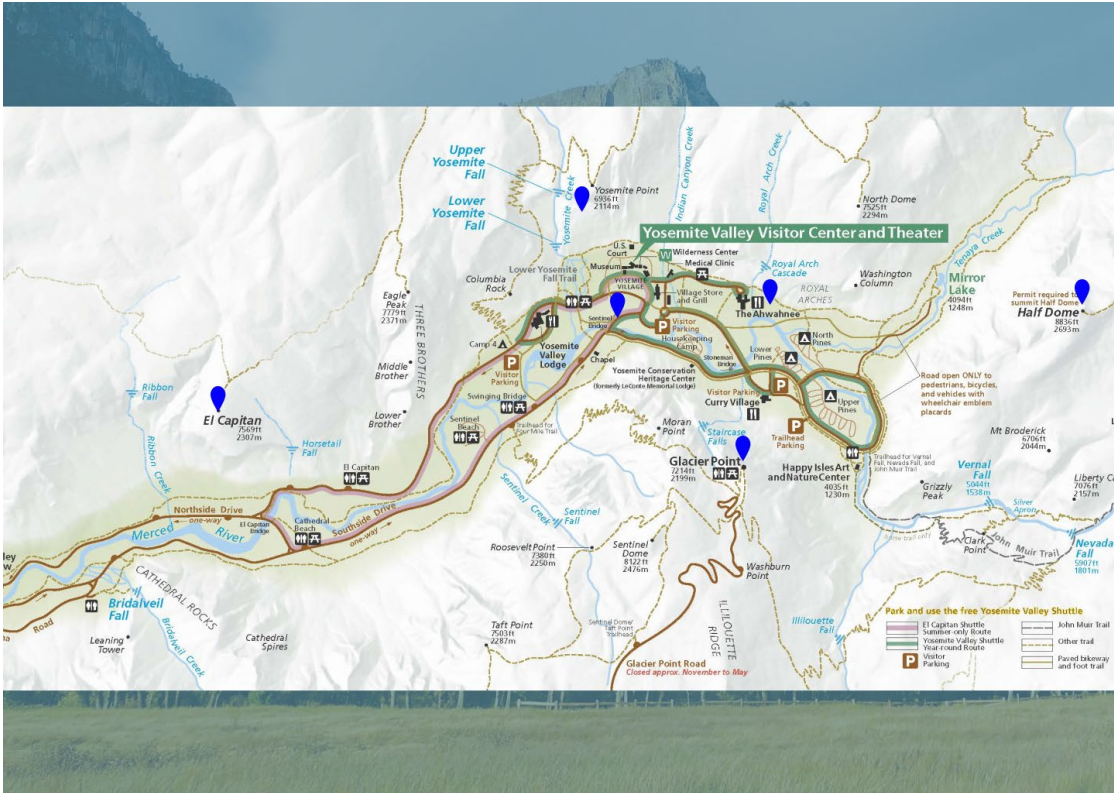
[Link to Draft of Website Concept](#)

The first media asset is a concept **Website**. The site will contain information on the excursion company and their photography tours. The site focuses on Yosemite National Park but could grow with the company to include a menu of places or parks where excursions could be booked.

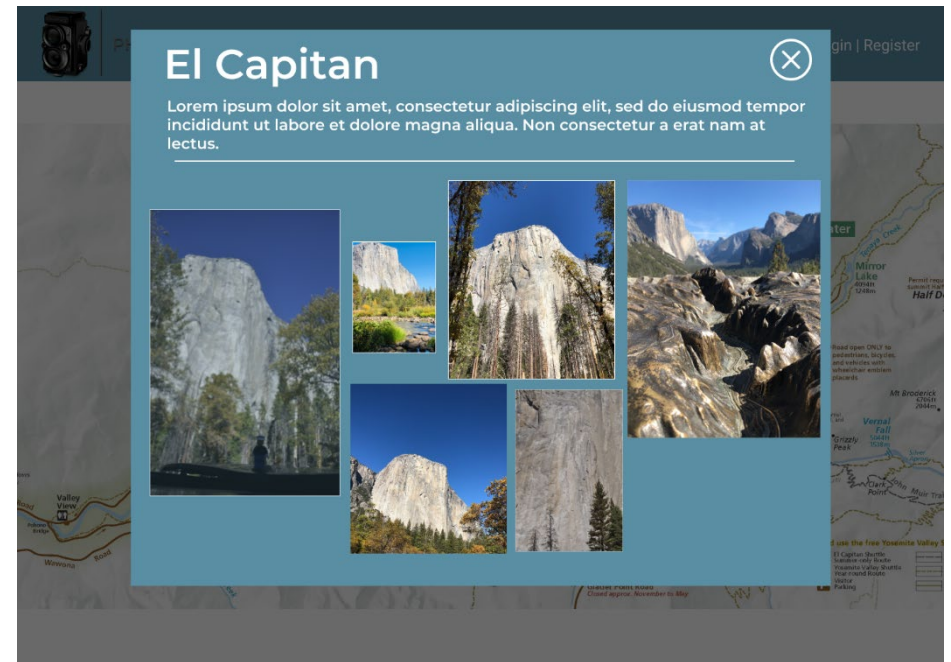
Media 1 – Photography Website

2

Example



The site will have a map of the selected tour (Yosemite) with hot spots that show the user's touring itinerary. Each hot spot will then contain photos from that tour stop area, giving the user an idea of the shots, they can produce with assistance from their tour guides.

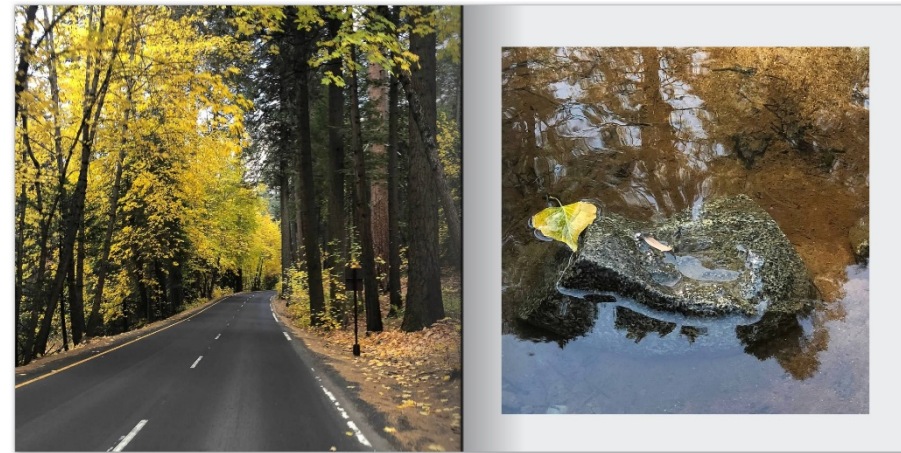
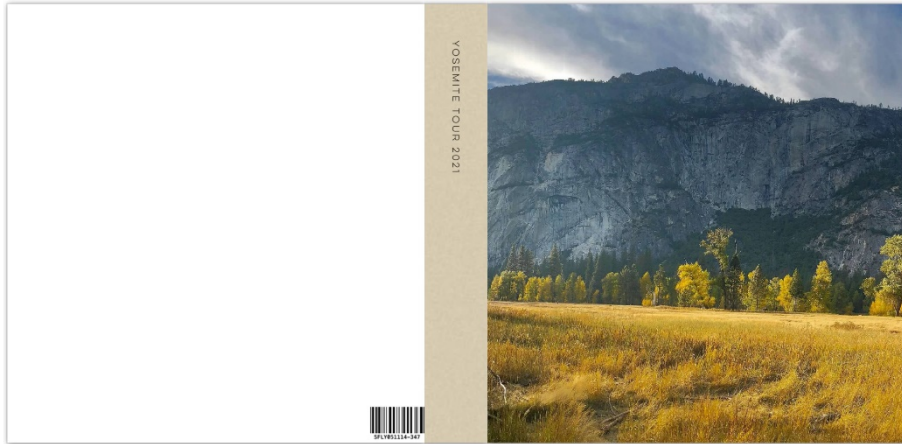


Media 1 – Photography Website

Photo Adventures

2

Photo Adventures

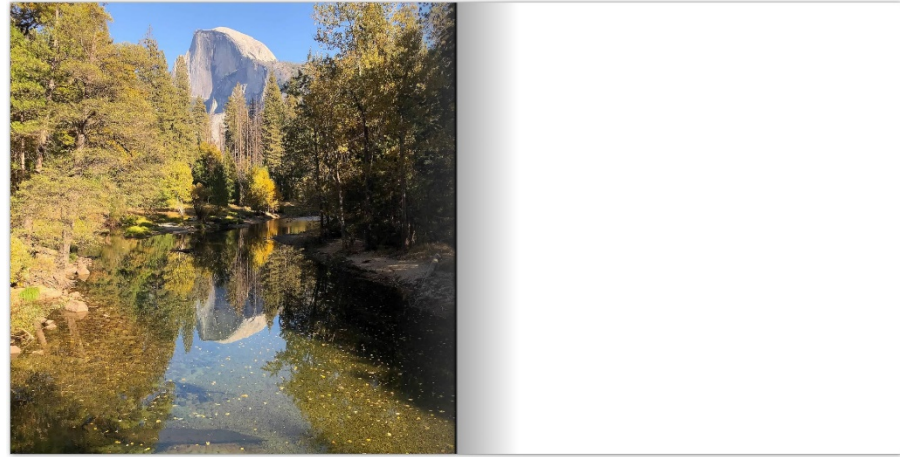
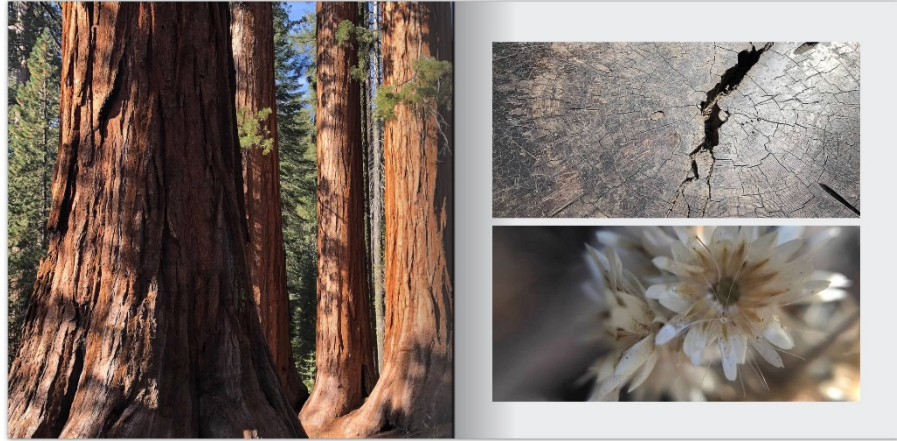


The second media asset will be a **Photography book**. The website will give clients who have booked a tour the ability to upload their images. The photos can then be made into a book of their excursion.

Media 2 – Photography Book

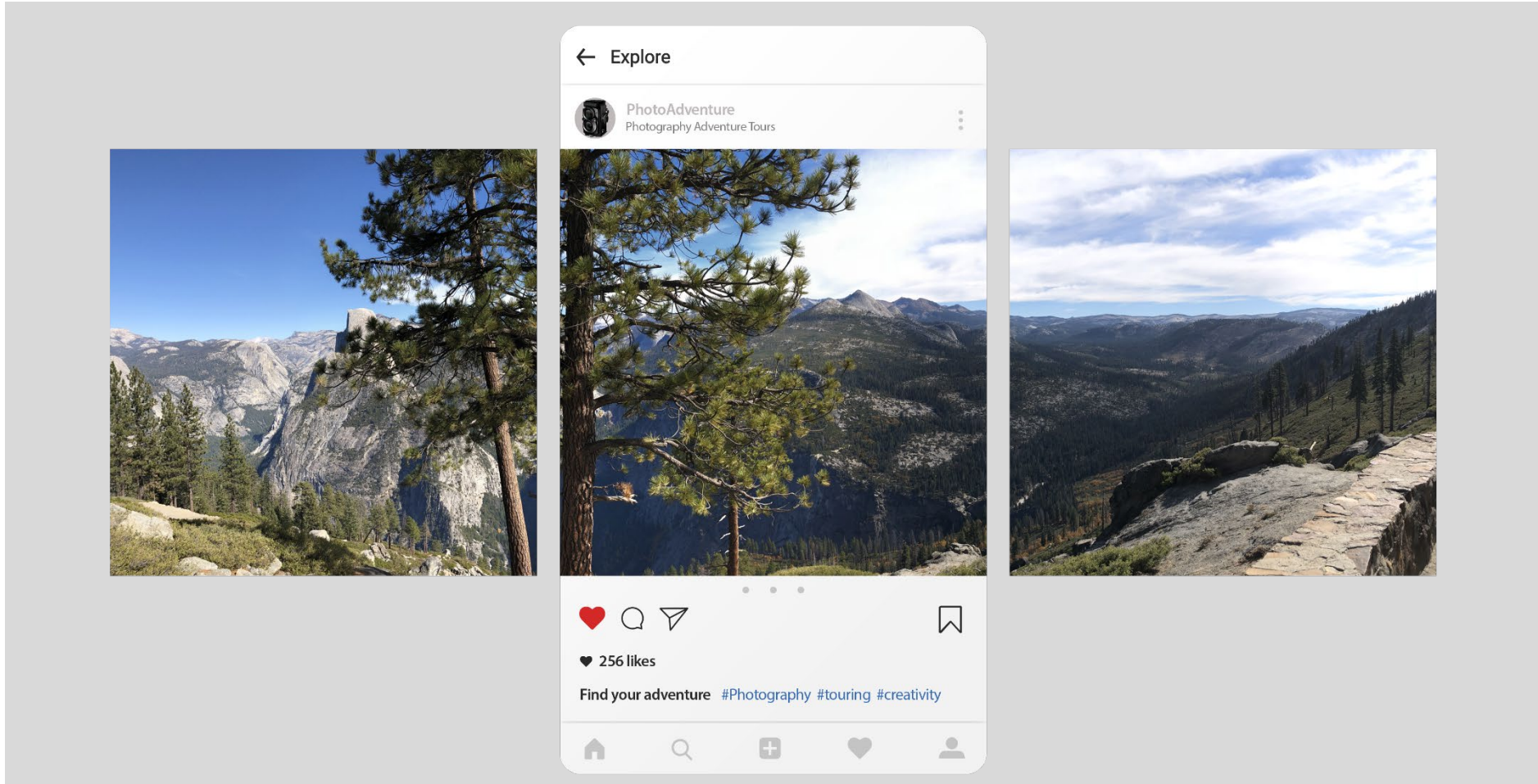
2

Photo Adventures



It will be a simple book created to provide an added value service.

Media 2 – Photography Book



The third media asset will be an **Instagram** site. The photography IG will complement the website and help to drive traffic and engagement.

Media 3 – Instagram Presence

13 Mind-Blowing Virtual Tour Statistics

1. Virtual tours attract customers in the 18 to 34 years age group, as they are 130% more likely to book based on a virtual tour.
2. Half of all adults on the internet rely on virtual tours for product and service research regularly.
3. Websites with virtual tours receive 5 to 10 times longer views than those without, virtual tour statistics reveal.
4. Two out of three customers know what is a virtual tour and want more businesses to offer them.
5. There are over five million visits on virtual tours every day worldwide, virtual tour statistics confirm.
6. A virtual tour helps listings double interest.
7. Matterport, a virtual tour company, reveals that 90% of its clients have a strong brand presence in the marketplace.
8. Google prefers displaying virtual images as thumbnails with a two to one ratio.
9. 92% of prospective home buyers research on the internet before reaching.
10. 50% of adult internet users in the US have taken a virtual tour.
11. Virtual tours reduce wasted viewings by 40%.
12. In 2016, 63% of travel sites posted at least one 360 photo or video.
13. You can get a tour of the White House from the comfort of your own.

Sources: digitalintheround.com

[Christian Parley](#)
[Laurels Tech](#)
[Leonardo Worldwide](#)
[Matterport](#)
[Medium](#)
[Nar Realtor](#)
[Panomatics](#)
[Reimagine Main Street](#)
[Seek Beak](#)
[Social Bakers](#)
[The White House](#)
[TIG Global](#)

In researching touring/travel companies, adding elements of virtual products is a current trend.

Market Research

Inspiring Website Design Statistics for 2021

48% of users think that companies that don't have mobile-optimized websites don't care about them.

Around 38% of website visitors don't engage with unattractive web design.

2.6 seconds is all it takes for users to make the first conscious impression of a website.

94% of the first impressions on a website are based on its visuals and design.

88% of website consumers don't return to a page if they have a terrible experience.

57% of consumers say they won't recommend a poorly designed website.

50% of website visitors use web design as a defining factor when it comes to credibility.

44% of internet users will leave a website if the homepage doesn't contain a company's contact details.

55.68% of global internet users access websites using mobile devices.

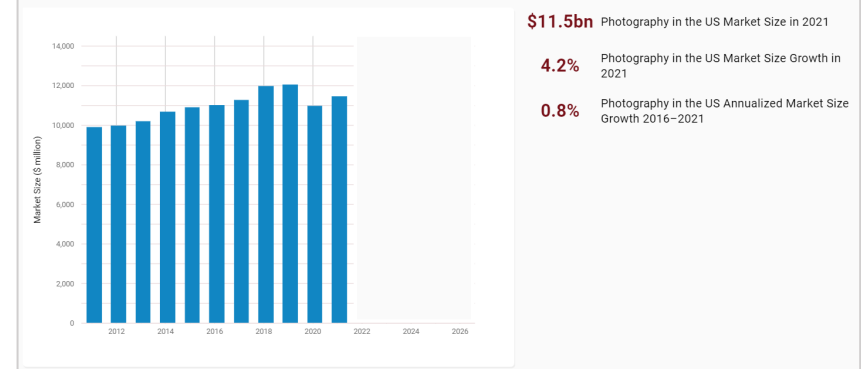
91% of small business websites aren't optimized for mobile use.

Source: [websitebuilder.org](https://www.websitebuilder.org)

The research included looking at Photography statistics and trends. Making decisions based on current website design statistics ensures coding matches current market usage.

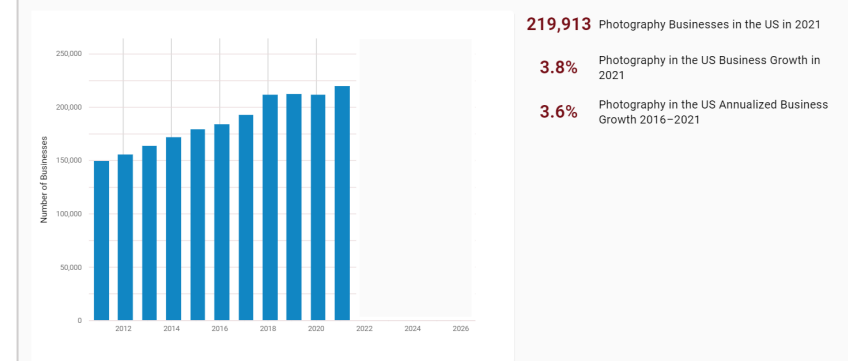
Photography in the US - Market Size 2002–2027

Updated: August 31, 2021



Photography in the US - Number of Businesses 2002–2027

Updated: August 31, 2021



Source: [IBISWorld](https://www.ibisworld.com)

Photography Website

7 Tips for Designing a Stunning Photography Website (Source: [99designs](#))

- Break up galleries by theme
- Trim the fat
- Prioritize your goals
- Show your human side with your About page
- Include all your contact info
- Focus on SEO

Photography Blogging

The Secrets of Successful Photography Blogging: How To Make It Worth Your Time (Source: [Photography Concentrate](#))

- Photography Blogging Journey
- Know Your Why
- Choose Your Audience
- Make It Easy To Convert
- Be consistent
- Tie in Social Media
- Show Your Best, Not Your All
- Be Personal, But Not Too Personal
- Be Positive

Instagram

Research Takeaways for Instagram Best Practices: (Source: [Canva](#))

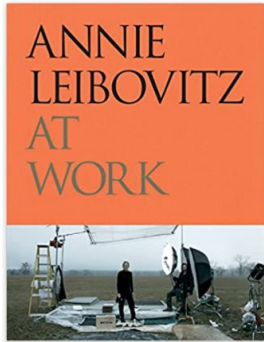
- Define your niche
- Post your best work
- Give it a personal touch
- Ditch the smartphone
- Post strategically
- Craft your captions well
- Build your community
- Reply to comments
- Tag businesses, clients, or people
- Use hashtags
- Look for Instagram hubs

I gathered best practices and takeaways for each segment of my project. Each area will play a part in design decisions.

Research – Best Practices

Inspirational Photography Books

Annie Leibovitz



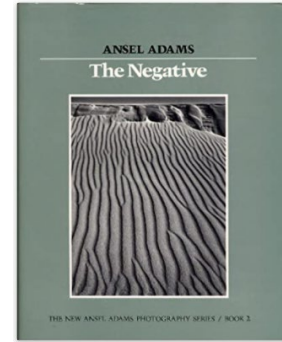
Slim Aarons



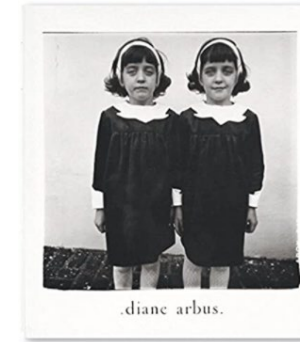
Henri Cartier-Bresson



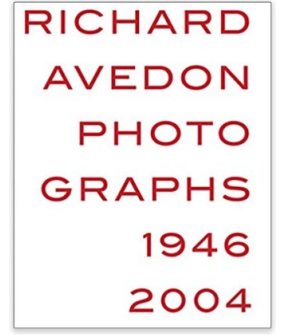
Ansel Adams



Diane Arbus



Richard Avedon

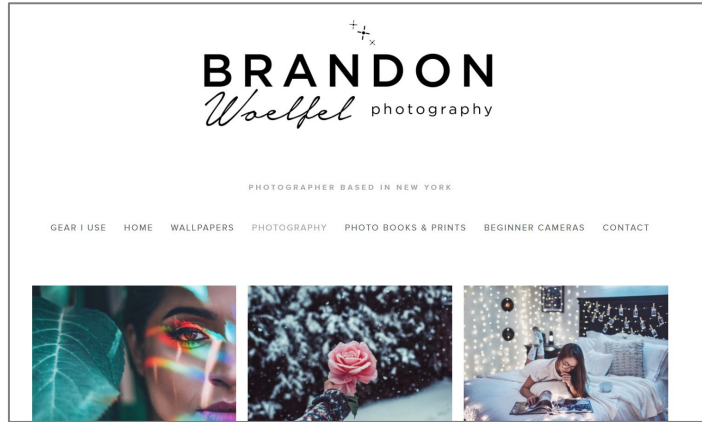


Researching and designing a website came from photography books. These six have been the most important of the many talented artists I have drawn inspiration from. My first photography book was by Annie Leibovitz, who I still find inspirational. It's essential to draw inspiration from many different sources.

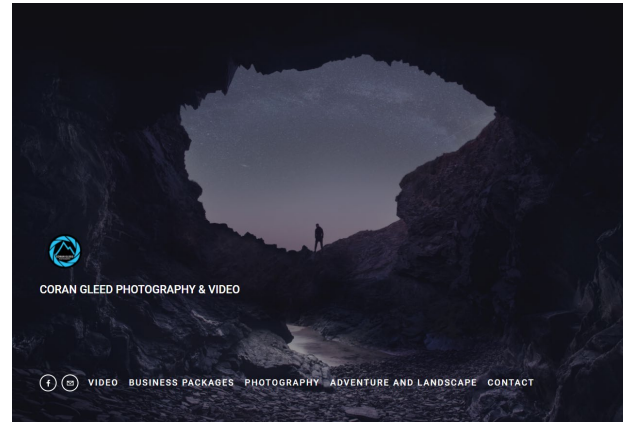
Research - Inspiration

Inspirational Photography Websites

[Brandon Woelfel](#)



[Coran Glead](#)

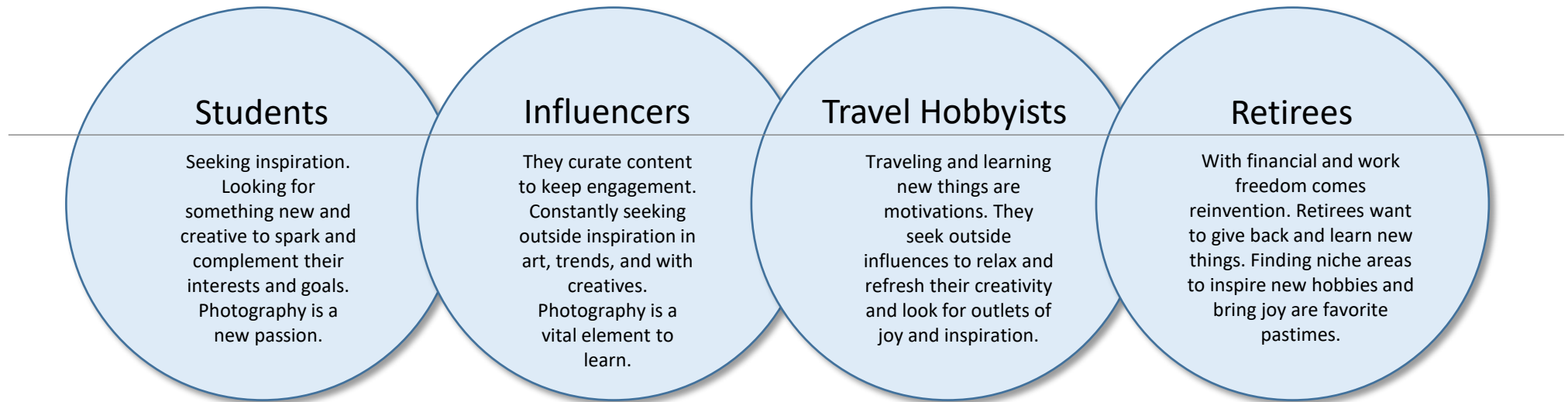


[Sean McCoy](#)



Photography websites are abundant. Most are trying to show their talents to potential clients. This project inspires users to book photography tours, so the website conveys a sense of inspiration. The research took me to several photographers whose artistry goes beyond marketing and branding but who have created a space for their art to live and inspire others. The website needs to do the same.

Research - Inspiration



Knowing your audience is the key to any media product. To reach users, the Photography Excursion company needs to attract people who want “life adventures” and those seeking inspiration - sparking their creativity with travel and photography.

The Target Audience



Key demographics:

AGE: 22 - 30
 OCCUPATION: Student
 EDUCATION: Some college
 GENDER: Female or Male
 INTERESTS: Friends, community, global issues, inspiration

GOALS:

Finding self-worth
 Learning how to live on their own
 Looking for inspiration
 Wants to find purpose and place in world

CHALLENGES:

Balancing life and school commitments
 Demanding or critical parents
 The world feels broken
 Too much negativity

VALUES:

Searching for a place to belong and to be valued.
 Wants work to be worthwhile, not only for community but on global level – climate, economy, fairness, purpose. Seeking inspiration in travel and photography.

TECH/APPS:



Key demographics:

AGE: 18 - 50
 OCCUPATION: Influencer, Content Creator
 EDUCATION: Some college
 GENDER: Female or Male
 INTERESTS: Friends, community, global issues, inspiration

GOALS:

Continuous user engagement
 Generate brand awareness and excitement
 Grow their niche expertise
 Engage with brands and niche markets

CHALLENGES:

Workload is difficult to maintain
 Brand marketing is ever changing
 Keeping relevant and relatable
 Finding a balance with life and online life

VALUES:

Influencers are tech savvy. They want to keep current and on trend. Also seeking new avenues and methods to reach their target audience. Seeking inspiration in order to gain more reach and therefore more influence.

TECH/APPS:



The media assets will reach a diverse audience looking for inspiration and adventure. It may be to search for a positive outlet or create beautiful imagery through photography. Combining travel with photography speaks to several types of demographics.

The Target Audience - Personas



TECH/APPS:



Key demographics:

AGE: 30 - 50
 OCCUPATION: Travel Hobbyists
 EDUCATION: Some college
 GENDER: Female or Male
 INTERESTS: Family, friends, travel, photography, inspiration

GOALS:

Live a less stressful life
 Learn to keep work/life in balance
 Travel to interesting places
 Enjoy interests and hobbies more

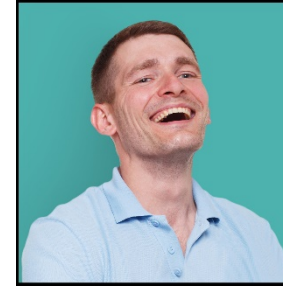
CHALLENGES:

Busy parent life
 Works too many hours
 Partner works too many hours
 Overwhelming guilt

VALUES:

Wants it all in life: being a great, present parent, a caring and giving partner, as well a productive and successful employee. Wants to be a valuable member of their community. Seeking inspiration and travel.

The website will reach a diverse audience seeking inspiration through travel and photography. It may be by searching for a positive outlet with photography or to experience new adventures in new places with others seeking similar goals.



TECH/APPS:



Key demographics:

AGE: 50+
 OCCUPATION: Retired
 EDUCATION: Some college
 GENDER: Female or Male
 INTERESTS: : Family, friends, travel, photography, inspiration

GOALS:

Find a second career
 Learn how to reinvent themselves
 Seeking inspiration
 Pay more attention to their creative side

CHALLENGES:

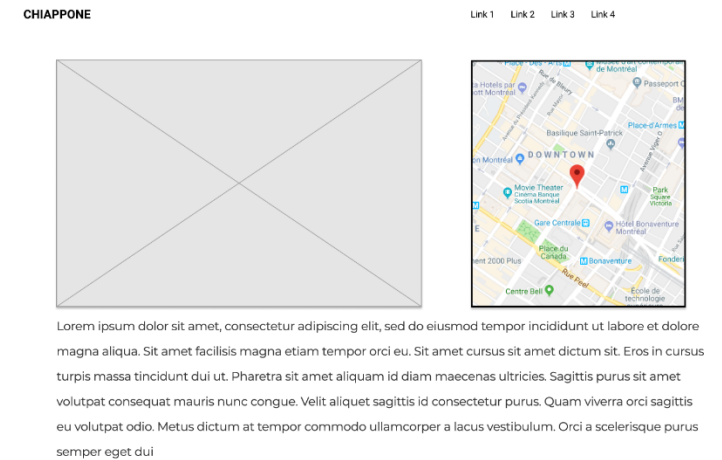
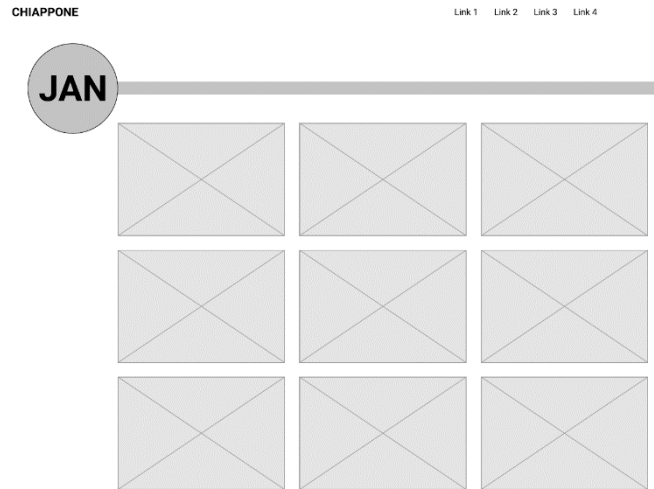
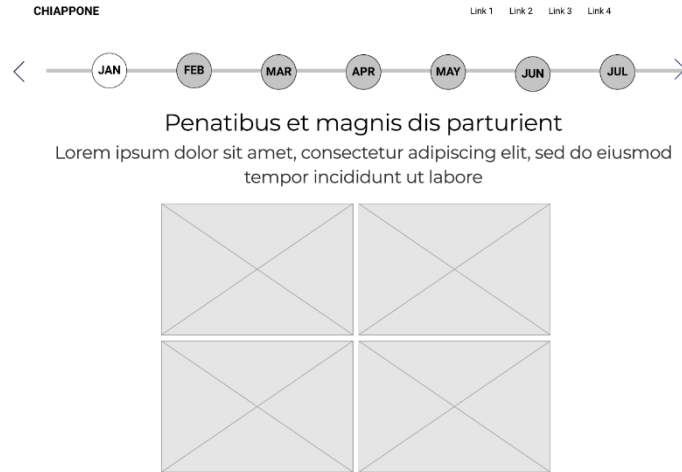
Feeling purpose and value in their life
 Maintaining income stream
 Dealing with loneliness
 Handling stress and anxiety

VALUES:

Having freedom from financial worries is very important, which feeds their desire for flexibility. Spending time with family and friends, giving back through volunteerism, focusing on travel, hobbies and relaxation.

The Target Audience - Personas

Wireframes – Draft 1



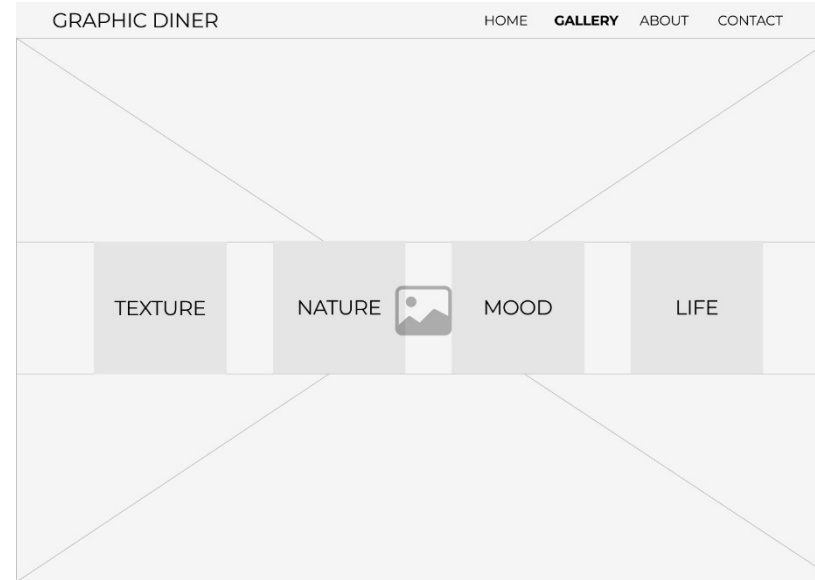
First drafts of the initial concept included the development of a UI and look/feel that is complimentary to all media deliverables. Website needs to be more than a gallery of images. Incorporating parallax scrolling will give the website more of a 3D experience.

Website - Preliminary Designs

2

Photo Adventures

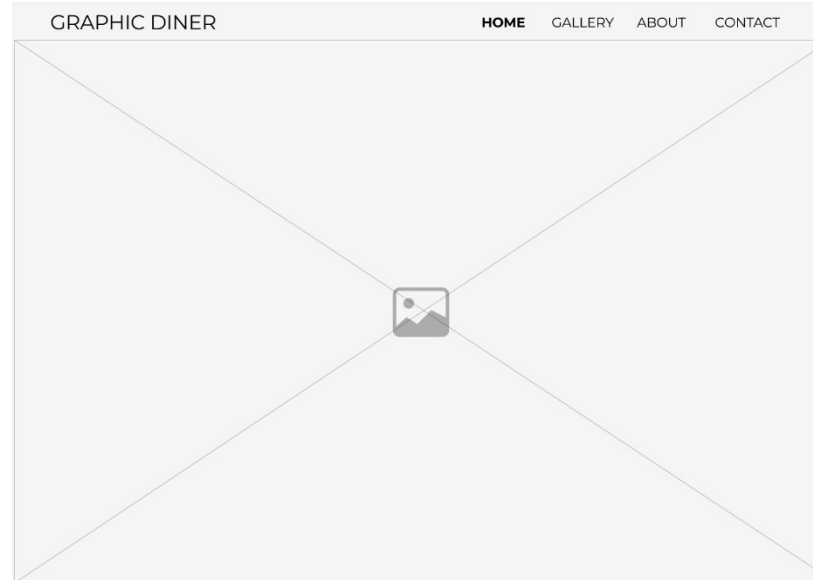
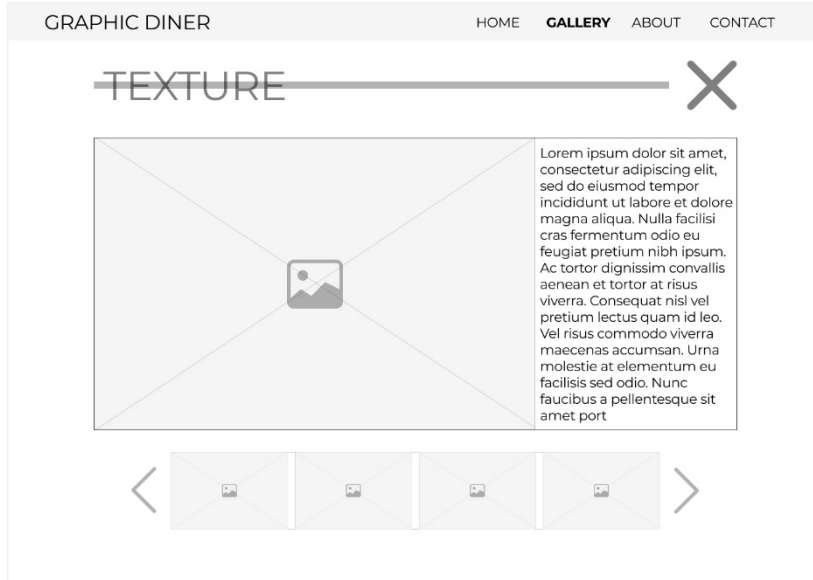
Wireframes – Draft 2



Second draft of wireframes incorporates streamlined the pages to made less complicated and to improved user experience.

Website – Second Draft

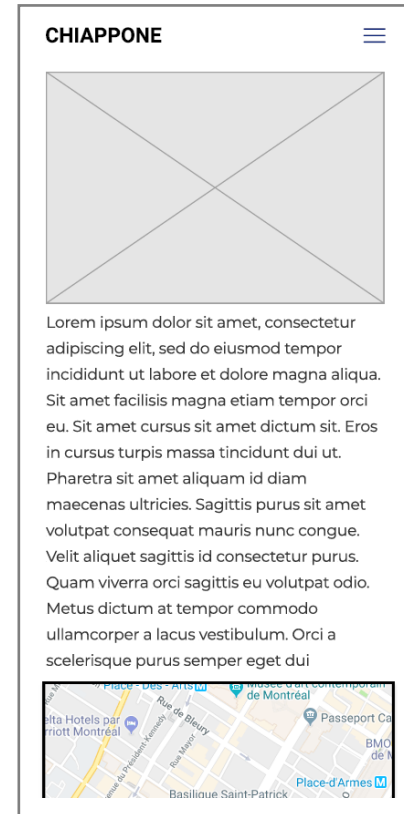
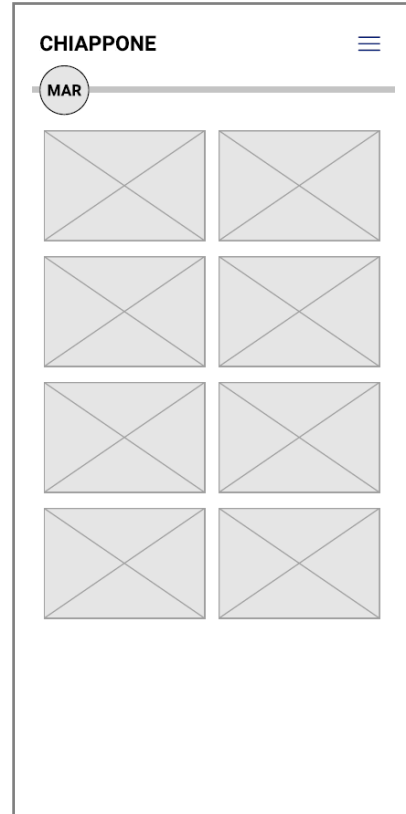
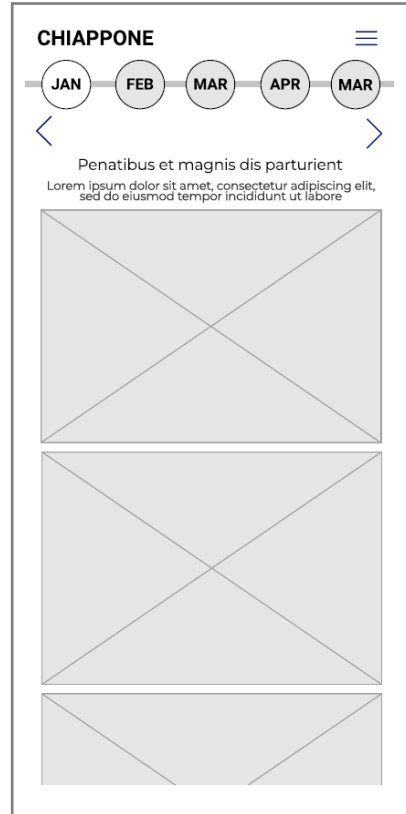
Wireframes – Draft 2



Development of categories for images and how best to showcase.

Website – Second Draft

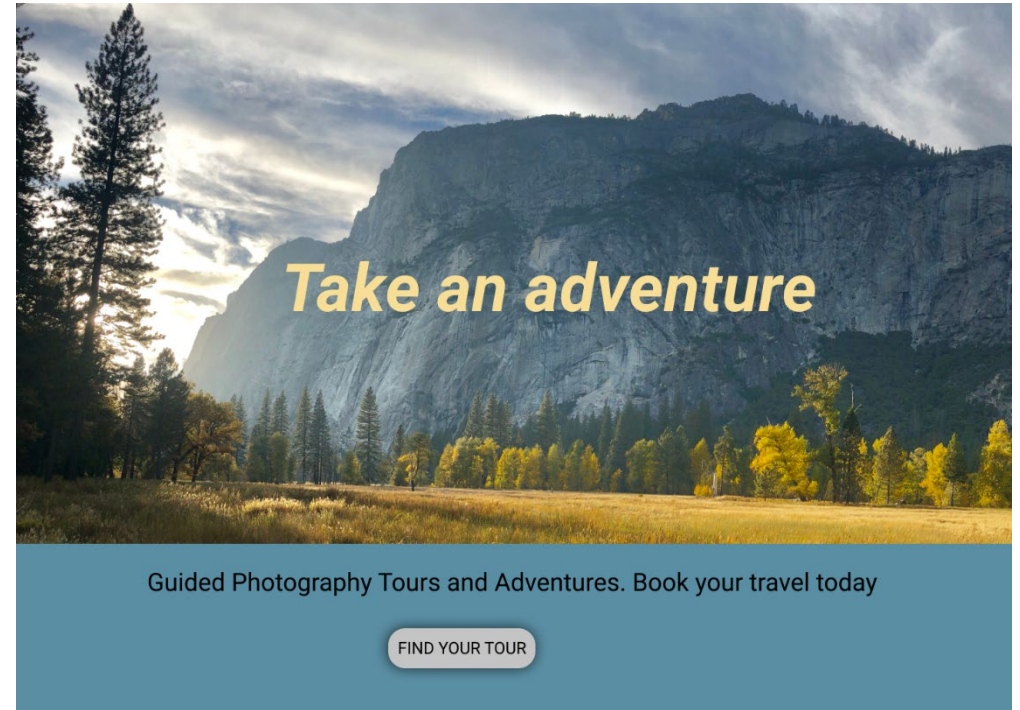
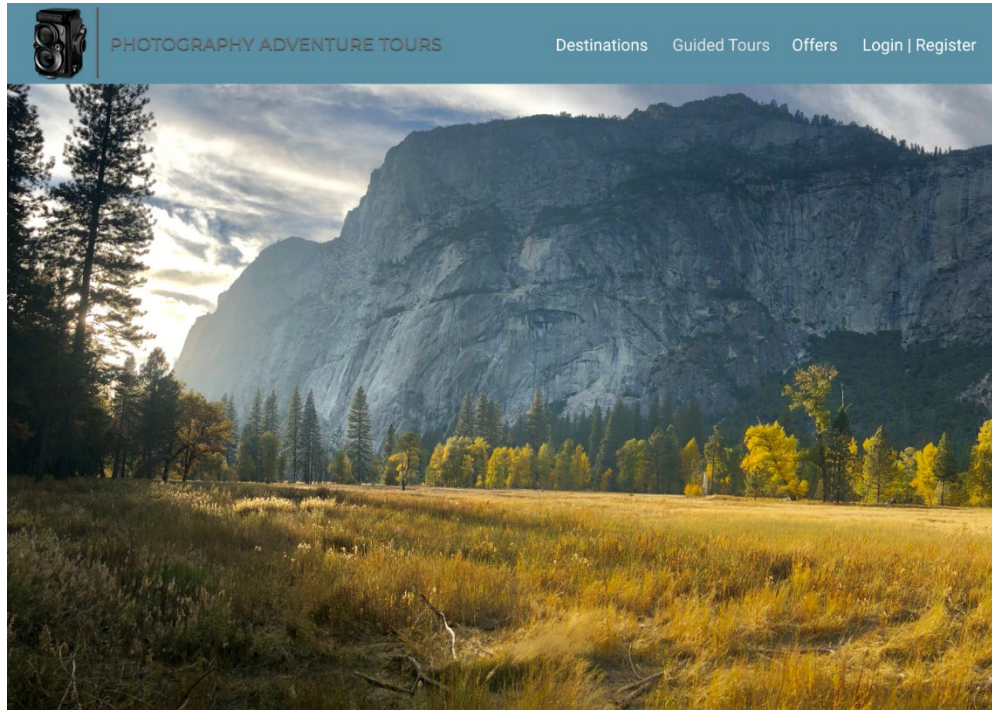
Wireframes Mobile – Draft 1



Inclusion of a responsive mobile experience.

Mobile Website - Preliminary Designs

[Link to Figma Prototype](#)

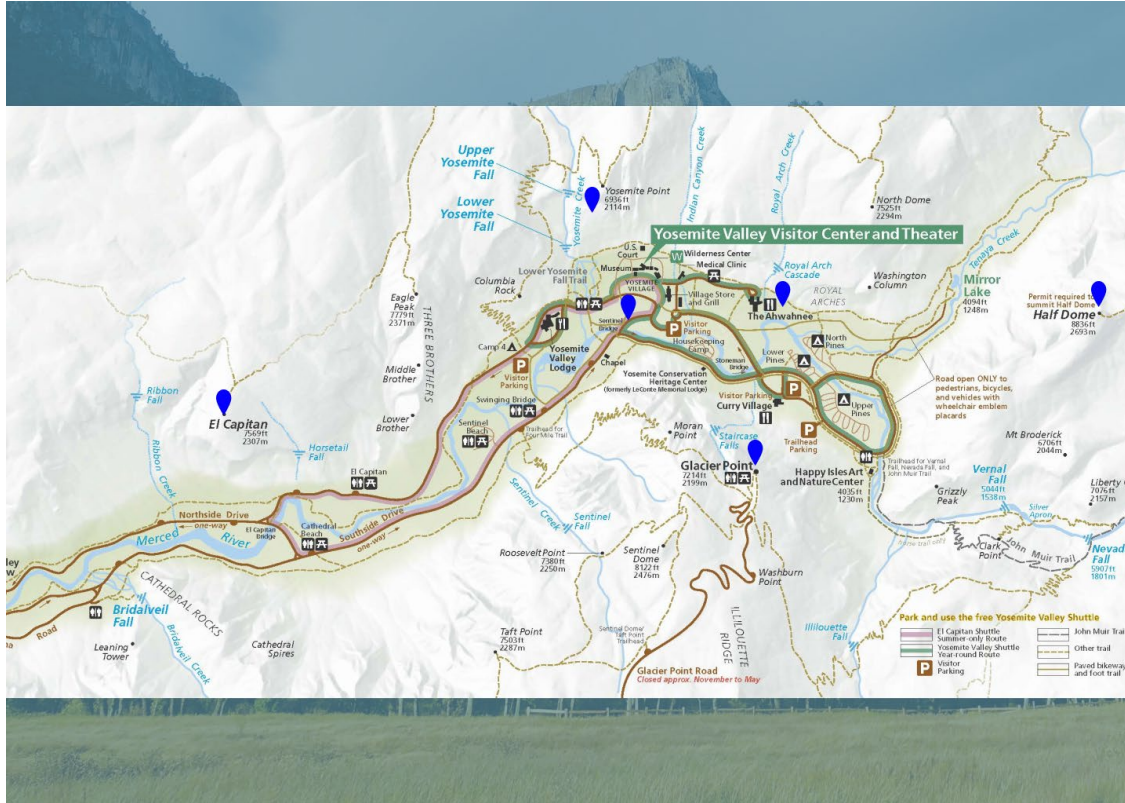


Home page and secondary pages with parallax scrolling.

Website – Prototype

2

Photo Adventures



Sub gallery pages.



Website – Prototype

Photography Blogging Resources:

The Secrets of Successful Photography Blogging: How To Make It Worth Your Time
[Photography Concentrate](#)

Photography Website Resources:

Research Takeaways for Instagram Best Practices
[Canva](#)

7 Tips for Designing a Stunning Photography Website
[99designs](#)

Photography Website Best Practices
[ForegroundWEB](#)

Design Concept Resources:

<https://www.templatemonsterpreview.com/demo/80376.html>

<https://codepen.io/jacmoe/pen/LGEqvG>

<https://www.youtube.com/watch?v=dISW9AFoqI4>

Conducted review of coding examples, information and best practices for photo-blog, blogging, photography websites and how to promote via social media.

Prototyping and Wire Frame Resources:

Figma prototyping and wireframe tool/help center
[Figma.com](#)

Parallax Information and Resources:

Adobe XD
[10 Best Parallax Website Design Examples](#)

Coding Resource
[awwwards.com](#)

Photography Virtual Tours:

13 Mind-Blowing Virtual Tour Statistics
<https://digitalintheround.com/virtual-tour-statistics/>

Social Media Trends 2021:

<https://www.socialmediatoday.com/news/web-design-trends-and-statistics-2021-infographic/593965/>

List of Important Resources

Thank You

Portfolio
Teresa Chiappone



Web Portfolio at chiappones.com