

User Journey for R. Schaefer Photography Site

1. Discovery / Entry Point

How they arrive:

- Word-of-mouth, art community newsletters, local gallery events.
- Organic search for photographer's name or "New Orleans fine art photography".
- Social media shares (Facebook is key for older demographics).

First Impression Needs:

- Large, legible typography.
 - High-contrast design, clean layout.
 - Easy-to-use navigation (no hidden menus).
 - Responsive design (works on tablets/phones).
 - Accessible alt-text for all images.
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2. Homepage Experience

Primary User Goals:

- See stunning photography immediately.
- Learn about the artist (short intro above the fold).
- Understand the purpose: art appreciation, prints for sale, exhibitions.

Features:

- Hero section: rotating slideshow of selected works.
 - Clear navigation: Gallery | About the Artist | Exhibitions | Contact.
 - Accessibility buttons (text resize, high contrast toggle if possible).
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3. Exploration / Browsing

In the Gallery:

- Photos grouped by themes or exhibitions (avoid endless scrolling).
- Click-to-enlarge with descriptive captions (titles, inspirations).

- Option to read about the art piece without cluttering the view.

For Elders:

- Clear and larger navigation.
- Larger clickable areas for thumbnails.
- Larger font and better color contrast.

4. Learning About the Artist

About Page:

- Concise biography with a personal photo.
- Emphasis on storytelling and cultural connection (elders value context).
- Option to download/print a PDF bio sheet (great for art collectors/galleries).

5. Conversion Point

Contact / Engagement:

- Easy-to-use contact form (large text fields, not too many required inputs).
- Alternative: direct phone/email displayed prominently.
- Accessibility: form labels, screen-reader friendly.
- Clear confirmation message ("Thank you, we'll be in touch soon").

Possible Add-ons:

- Newsletter signup for exhibition updates.
- Social links (prioritize Facebook, Instagram).

6. Exit / Return

User Leaves With:

- Memorable visuals (hero images).
- Contact information saved.
- Feeling that the site was easy to use, welcoming, and professional.

Return Triggers:

- Email updates on new exhibitions.
- Friend sharing a gallery link.
- Bookmark-worthy design that's simple to navigate.



Suggested Site Priorities (based on journey)

Accessibility-first design (contrast, text resizing, alt-text).

Responsive updates (mobile + tablet ready).

Minimal, elegant layout (focus on photos, not clutter).

Contact form + easy communication.

Consistent branding + simple navigation.