

# Website Blueprint

## OP-86279

Location: Tulsa, Oklahoma, USA

Business Type: Photographic Artistry Studio

Target Audience: Interior designers, homeowners, office managers, and businesses across the Southwest and United States seeking unique photographic art for residential, commercial, or promotional spaces. Demographics include adults aged 30-65 with an appreciation for fine art and interior aesthetics; psychographics include individuals and organizations valuing creativity, customization, and visual enhancement of their environments.

## Executive Summary

OP-86279 is a Tulsa-based photographic artistry studio known for its wide range of unique art photography. The business stands out by offering art on materials like tin, acrylic, and wood, plus a special mockup room service that shows clients exactly how their chosen photograph will look in their home or office. With nearly 60 years of experience and a commitment to quality and emotional impact, the studio attracts clients seeking customized and high-quality art for interior spaces across the Southwest and United States.

## Primary Goals

- Enhance online presence and brand visibility
- Attract and convert interior designers, homeowners, and businesses into customers
- Showcase and sell photographic art through an engaging, user-friendly website

## Brand Values

- Creativity and artistic excellence
- Customer satisfaction and personalized service
- Quality and authenticity in all offerings

## Competitive Advantages

- Extensive variety of photographic art styles and mediums
- Ability to furnish art on diverse materials and promotional products
- Personalized mock-up service allowing clients to visualize art in their own environments

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#333333
Secondary		#faf8f5
Accent		#ab7346

Rationale: The primary color is a deep gray to create a rich backdrop that lets the photography stand out and brings a feeling of sophistication. The secondary color is a soft off-white, keeping the overall look clean, welcoming, and easy on the eyes. The accent color is an earthy bronze that gives a warm, artistic touch and nods to the Southwest, without being too overpowering. These colors will help the art feel the main focus, work well with a variety of photographs, and appeal to both homeowners and designers.

## Typography

Heading Font: Montserrat

Body Font: Lora

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@400;700&family=Lora:wght@400;700&display=swap>

## Imagery Style

Use large, bold photo displays and clean galleries. Show images in generous space without clutter so each photograph is the star. Feature a mix of color and black-and-white shots for variety. Add simple mockups where art appears in sample rooms (home or office) to help customers imagine the photos in their own spaces.

## Overall Aesthetic

The website will feel polished, creative, and easy to use. We want visitors to focus on the art without distraction—every page should feel like a fine art gallery. The look will feel both high-end and welcoming to encourage interior designers and buyers from all walks of life.

## Theme Style

Modern Southwest. The style blends clean lines with warm, earthy touches inspired by the Southwest—like gentle desert tones and subtle textures. Avoid going too rustic; keep it sleek and professional.

## **Layout Approach**

Simple and spacious. Use lots of open space and clear sections, so the art gets full attention. Make sure galleries are easy to browse on all devices. Include bold calls-to-action for purchasing or contacting you, and make it simple for buyers to see all special offers. Feature mockup rooms as a gallery, using built-in gallery tools from your website package.

## **Regional Recommended**

- Warm earth tones like clay, sand, and sage as small accents
- Southwest-inspired lines or patterns used sparingly
- Room mockups showing photo art in homes or offices common in Oklahoma, Texas, or New Mexico

## **Regional Avoid**

- Heavy turquoise or overly bright color schemes
- Busy southwestern patterns that distract from the photographs
- Textures or backgrounds that compete with showcased images

# Requirements & Features

## Homepage Design

**Description:** Clearly show what the business offers as soon as someone lands on the homepage. Highlight the unique art styles, the range of print options, and special offers for first-time buyers and veterans.

**Validation:** Homepage headline and main image make it obvious that this is a photographic art studio offering customizable prints; special offers are quick to spot within 3 seconds.

## Gallery Feature

**Description:** Make it easy for visitors to explore and view collections through a dedicated gallery page, featuring high-quality images and room mock-ups to help users picture the art in their spaces.

**Validation:** Gallery page loads, images are clear, mock-up rooms are visible and accessible within 2 clicks from homepage.

## Contact and Inquiry Options

**Description:** Make it simple for visitors to get in touch using a contact form, phone number, and business email—all easy to find on the Contact page and in the website header or footer.

**Validation:** Contact form, phone, and email are visible on the Contact page and at least one other place on the site.

## Ecommerce Setup

**Description:** Enable online purchasing of photography prints, including easy-to-use options for selecting size, material, and finish. Accept major credit cards with clear payment and shipping information.

**Validation:** Visitors can add an art piece to their cart, choose print options, and check out using Visa, MasterCard, American Express, or Discover.

## Showcase Print Types and Custom Options

**Description:** Feature different print types (canvas, acrylic, metal/tin, and traditional prints) with descriptions and images to help visitors understand the differences and make informed choices.

**Validation:** Each print type is described in plain language with example images; custom options and care details are provided.

## Special Offers and Promotions

**Description:** Highlight discounts, like 15% off first order and 25% off for veterans, on the homepage, gallery, and near checkout to encourage action.

**Validation:** Special offers appear at least once above the fold and in the checkout process.

## SEO Optimization

**Description:** Use relevant words and phrases that people are likely to search for to help the website show up in search engines, like 'fine art photography', 'Southwest photography', 'art for homes', 'art for business'.

**Validation:** Website text includes at least five of the stated keywords in page titles, headings, and throughout the content.

## **Navigation Menu**

**Description:** Create a simple, clear site menu with links to Home, About, FAQ, Mock-Up Rooms (gallery), Contact, and any other main pages. Hide Blog and Shop until ready.

**Validation:** Menu is easy to find and fits on one line for desktop; hidden pages are not visible unless ready.

## **Mobile Responsiveness**

**Description:** Make sure the website looks good and works smoothly on phones and tablets, since many visitors may be browsing art on mobile devices.

**Validation:** Test site on at least 3 mobile devices; images, gallery, and buttons are easy to use.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Give visitors a striking first impression of your studio, explain what you do, and encourage them to view your work or get in touch.

### Sections

#### Hero

Purpose: Catch attention right away, show the studio's unique style, and explain what you offer in a single glance.

Key Elements:

- Eye-catching photo from your collection
- Business logo
- Short statement about what you do
- Slogan: 'Shop, Enjoy, Purchase and Receive.'
- Simple menu at the top

Strategy: Let visitors see your best work right away and immediately know you can help them add art to their space.

Psychology: People decide within seconds if a website feels right for them. A beautiful, unique photo makes them curious to learn more.

Tone: Warm, inviting, and creative. Use language that feels personal and art-focused, but easy to understand.

#### Cta Block

Purpose: Prompt visitors to take the next step—see your work, claim a first-time offer, or contact you.

Key Elements:

- Button to view the gallery
- Button to contact you
- Special offer: Save 15% on your first order with email signup
- Special note: Veterans receive 25% off every order

Strategy: Encourage action with clear next steps and special offers.

Psychology: Clear directions and a good deal help people decide to reach out or buy.

Tone: Friendly, welcoming, and direct. Use simple sentences with a helpful tone.

## About (*Info*)

Purpose: Let visitors get to know you, your experience, and what makes your photography unique.

### Sections

#### Intro

Purpose: Share your passion, years of experience, and what sets you apart.

Key Elements:

- Short story of your journey in photography (about 60 years)

- Studio's location in Tulsa, Oklahoma
- Highlight your love for variety, texture, and emotion in your work

Strategy: Build trust and connection by showing your dedication and expertise.

Psychology: People are drawn to stories and want to buy from passionate, experienced people.

Tone: Personal and genuine. Make visitors feel like they're meeting you in person.

## **Faq (Info)**

Purpose: Answer common questions quickly so visitors feel confident to contact or buy.

### **Sections**

#### **Questions**

Purpose: Remove doubts by answering what people often want to know about your art, orders, shipping, and customization.

Key Elements:

- Shipping process and packing care
- Types of materials: tin, acrylics, wood, prints
- Customization and mock-up rooms info
- Payment types you accept
- Physical pickup vs. delivery

Strategy: Help visitors make decisions faster by giving them the answers they need.

Psychology: When people have questions, quick answers build trust and reduce hesitation.

Tone: Reassuring and easy to read. Imagine you're having a conversation.

## **Mockup Rooms (Gallery)**

Purpose: Showcase how your art can look in real spaces—homes, offices, or business lobbies.

### **Sections**

#### **Gallery**

Purpose: Help visitors picture your work on their own walls with room mock-ups.

Key Elements:

- Gallery of photos showing art displayed in different room settings
- Option to request a custom mock-up for their own space
- Short instructions on how to get a custom mock-up

Strategy: Make it easy for customers to visualize your artwork in their own home or business.

Psychology: Seeing your art in real-life settings makes it feel more 'real' and desirable.

Tone: Inspiring and visual. Help people feel excited about transforming their space.

## **Contact (Info)**

Purpose: Make it easy for visitors to reach you about art, custom requests, or special offers.

## **Sections**

### **Contact Details**

Purpose: Provide all the ways customers can get in touch and ask for help.

Key Elements:

- Phone number: 539-292-9266
- Email: cjoephoto@icloud.com
- Simple contact form to send a message
- Friendly message to encourage questions or visits

Strategy: Keep it simple so there's no barrier to connecting and starting a conversation.

Psychology: When reaching out is easy, people are more likely to do it.

Tone: Friendly and welcoming, as if inviting a guest to your studio.

## **Gallery (*Gallery*)**

Purpose: Display your full portfolio in a visually appealing way, with information about each piece.

### **Sections**

#### **Art Collection**

Purpose: Let visitors browse your unique photographs and discover their favorites.

Key Elements:

- Grid of photographs sorted by color, theme, or location
- Click on any image for a larger view
- Short descriptions for each piece
- Filter or sort options for Southwest images, black and white, color

Strategy: Encourage longer browsing and move visitors closer to making a purchase.

Psychology: A well-organized collection helps people focus and get inspired.

Tone: Clear and descriptive, letting the images speak for themselves.

## **Recommended Sections**

- Company Story
- Team Profile
- Mission & Values

## **Psychology Insight**

Building trust through relatable storytelling and demonstrating company values

## **Copy Tone Guidance**

Authentic and engaging, highlighting the company's journey and ethos

# Implementation

## UX Psychology

**Principle:** First Impressions Count

**Application:** The homepage should instantly tell visitors what your business is and what makes you special.

**Implementation:** Use a high-impact photo, a clear headline, and a brief summary near the top of the homepage. Show your main styles or a key piece of art right away.

**Principle:** Reduce Friction

**Application:** Make it as easy as possible for visitors to explore, find art they like, and ask questions.

**Implementation:** Keep menus and buttons simple. Limit the number of items in the top menu. Use clear language such as 'Shop Art', 'Gallery', or 'Contact Us'.

**Principle:** Visual Storytelling

**Application:** People connect better when they can relate to stories told through images.

**Implementation:** Feature your Southwest and custom room mock-up photos. Let visitors picture your art in their lives by showing realistic room scenes.

## Content Strategy

**Area:** Homepage and About

**Recommendation:** Use plain, inviting language that introduces you and your art, highlights what makes your work unique, and mentions your decades of experience.

**Implementation:** Share 2-3 short paragraphs with friendly, personal tone. Highlight the variety of print materials and customization.

**Area:** Gallery and Product Pages

**Recommendation:** Show off your art with large, clear images and give easy options to view them in mock-up rooms or by themes (like 'Southwest' or 'Nature').

**Implementation:** Organize galleries by collection or type. Add short, easy-to-read descriptions under each image.

**Area:** Special Offers and Clear Pricing

**Recommendation:** Promote your discounts to first-time buyers and veterans throughout the site.

**Implementation:** Add a visible banner or message on the homepage and checkout page spelling out current offers.

## Conversion Optimization

**Technique:** Simple Checkout Process

**Rationale:** The easier it is to buy, the more likely people are to make a purchase.

**Implementation:** Make sure the 'Buy' button is easy to find. Keep the checkout short with only needed steps, and show accepted cards clearly.

**Technique:** Contact Form Placement

**Rationale:** Having a visible contact form increases the chance people will reach out with questions or requests.

**Implementation:** Place a short, easy-to-use contact form both on the Contact page and as a quick pop-up or footer on the Gallery.

**Technique:** Room Mock-Ups

**Rationale:** Letting people see how art looks in real rooms helps them imagine it in their own home or office and increases sales.

**Implementation:** Highlight a 'See In Your Space' gallery or section, inviting users to picture different works in office, living room, or entryway setups.

## Priority Focus

**Category:** Fast and Clear Art Presentation

**Description:** Showcase photographic art in a way that visitors can easily and quickly browse collections and visualize pieces in their space.

**Reason:** This is the main driver of sales and client interest in a photographic artistry business.

**Category:** Easy Online Buying

**Description:** Allow people to buy prints directly, with clear prices, options, and shipping details.

**Reason:** Offering a smooth shopping and payment process removes barriers for both individual and business buyers.

**Category:** Contact and Inquiry Access

**Description:** Make it easy to get in touch, whether with a question, a custom request, or for help with a purchase.

**Reason:** Quick responses help convert interested visitors and build trust.

## Implementation Order

1. Homepage and Art Collections Setup
2. Contact Form and Info Placement
3. Gallery and Mock-Up Room Page
4. Showcase of Print Types
5. Special Offers Highlight
6. Ecommerce Functions (when ready)
7. SEO Text and Keyword Integration
8. Final Check for Mobile and Loading Speed

## **Risk Mitigation**

### **Hiding Key Pages**

**Category:** Ecommerce and Blog not ready

**Suggested Action:** Keep 'Shop' and 'Blog' hidden until all details and products are finalized, but include clear messages or teasers about what's coming soon.

### **Image Loading Times**

**Category:** Gallery Performance

**Suggested Action:** Use compressed, high-quality images to make pages load faster without losing detail. Regularly test gallery performance.

### **Contact Information Visibility**

**Category:** Lost Leads

**Suggested Action:** Verify phone and email are easily found on every page—preferably in the header or footer.

## **Business Impact**

**Impact Level:** High