

Robert Hernandez
ITC 200 User-Centered Design for the Web
Assignment 2 - Site Objectives & User Needs

Brand Identity

Digital Aperture represents the foremost on-line source for any digital photographer, of all skill levels, by providing the best in technology, engineering, design and retail from the world of digital photography.

Digital Aperture has always focused on the client as an individual with a unique user experience, perception and expression. It is our mission to blend the user's sense of the visual experience with superior, efficient and practical tools. The result is a distinguished array of cameras and lenses.

These products expand the inherent limits of perception to provide the best picture results and offer unprecedented flexibility.

Business Goals

Digital Aperture is an e-commerce website that allows customers to view products, descriptions and recommendations ensuring that they get exactly what they want while reducing customer dissatisfaction.

The site divides fundamental products into subcategories based on product type and brand name, allowing the customer to search quickly and more efficiently.

Digital Aperture will exhibit its products in an orderly, succinct plan so that the user experience will be at its peak, thus creating a stable client base and guaranteeing long-term satisfaction.

Success Metrics

The greatest parameter of success will be the return of investment (ROI).

Secondary success metrics will come in the form of the number of customer hits, transactions, increased newsletter subscriptions, mailing list, and a decrease in product returns.

Frequently Used Sites



www.nikon.com www.flickr.com www.kcts9.org www.facebook.com

“What I like to do is tell stories...”

... Dylan

Age 36

Occupation Photographer

Education BA, Sociology, Hunter College, NYC
MFA Photograph, Brooks Institute, Santa Barbara, CA



Family Dylan is currently living with his wife and two kids in the East Village of NYC

Household Income Dylan’s yearly income is \$150,000

Profile Since finishing his MFA in 1998, Dylan has been working steadily as a photographer, and through his connections at the Brooks Institute, he has built an impressive client list and working relationships with: The New York Times, New York Magazine, Financial Times, Time magazine, La Repubblica and the Museum of Modern Art.

Dylan works out of his home when he is not traveling on photo shoots. His work requires him to be connected and available virtually 24 hours a day. He has several computers. For example he uses a Mac Pro and a 27” iMac at his main workstation, a 17” Mac Book for his traveling needs as well as owning an iPhone.

Internet Usage Dylan has an expert knowledge of internet technology, and uses the internet daily and constantly for work and entertainment.

Website Goals Dylan would use this site to search for cameras, lenses, scanners and accessories, product specifications/previews, reviews, news and industry bulletins.

Most importantly he would be using this site to order Digital Aperture products for delivery to all major cities worldwide. Since his work takes him beyond New York, Dylan needs an e-commerce site that is professional, reliable, easy to work with and able to deliver a high-quality product.

Wants & Needs Dylan would like to see photo images, a zoom feature as well as a 360 degree view of all products, design specs, pricing categories, brand categories, support, reviews, most popular sales and industry favorites.