

11/2023

A CASE STUDY ON

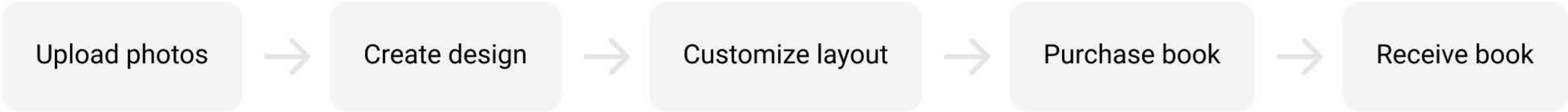
# Wedding Photo Book Landing Page

Birthmarkstudio.com  
By Tina Wang

# What is a Photobook?

Customers receives a physical photo book at the end of the process

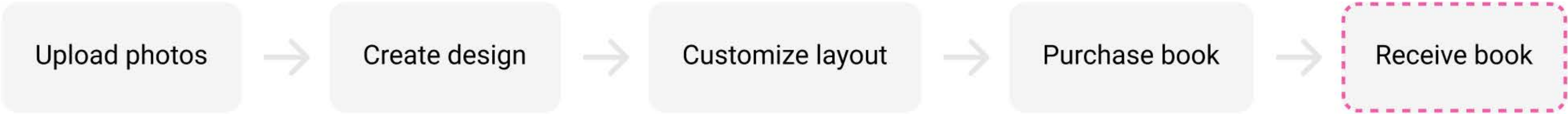
Customer Flow



# Business Pain Points

How can we make it very clear our photo books are high quality?

Customer Flow



Customers are surprised at the high quality of the book when they receive the product

- While it is technically a pleasant surprise, it means our website does not fully communicate our level of craftsmanship



# The Team

MVP for delivering business requirements

- Me (Designer) + Design Director
- Content Designer
- Marketing Team to photography and video
- SEO Specialist
- Developers

# Research on Current Design– Participant Criteria

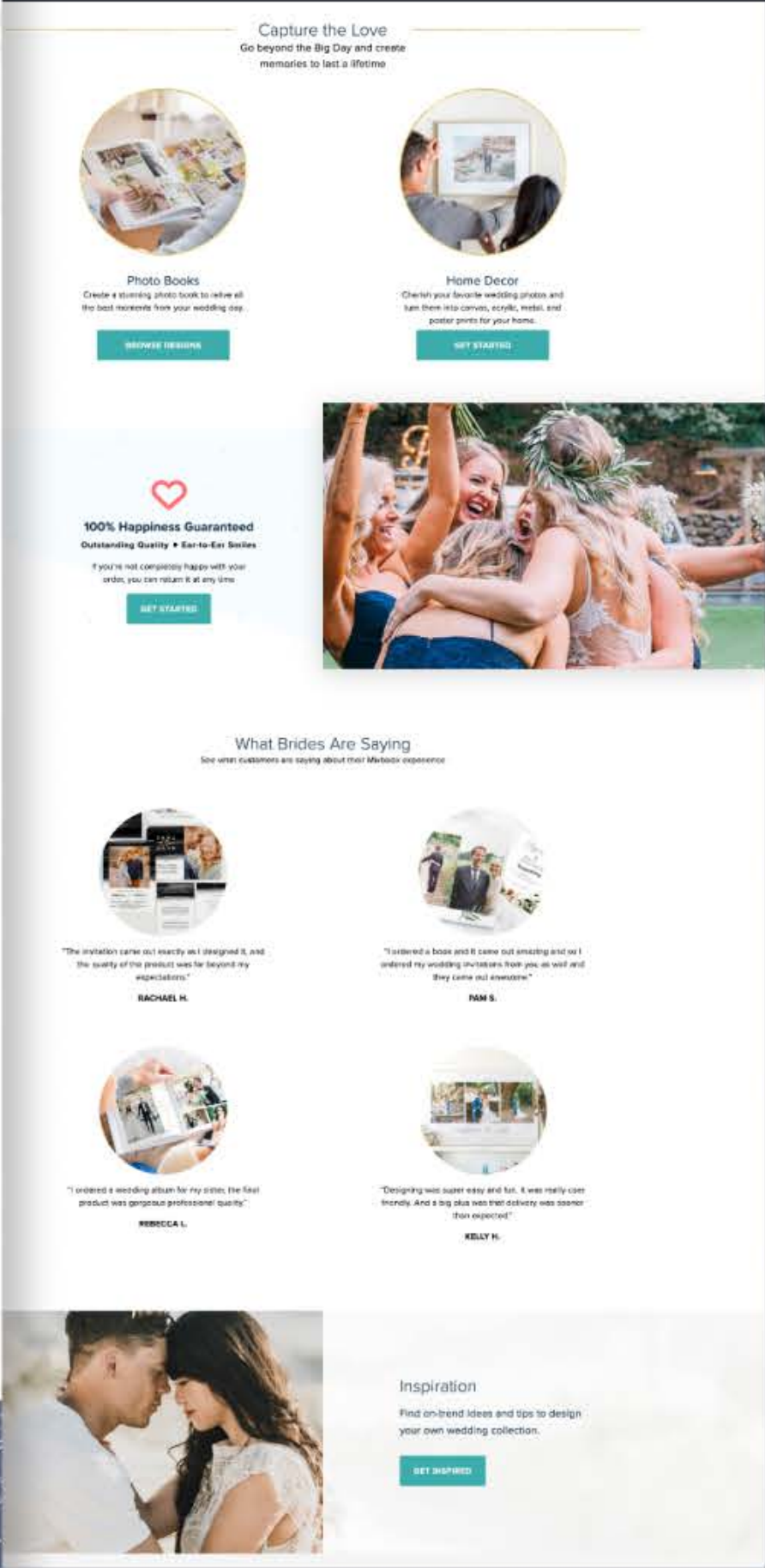
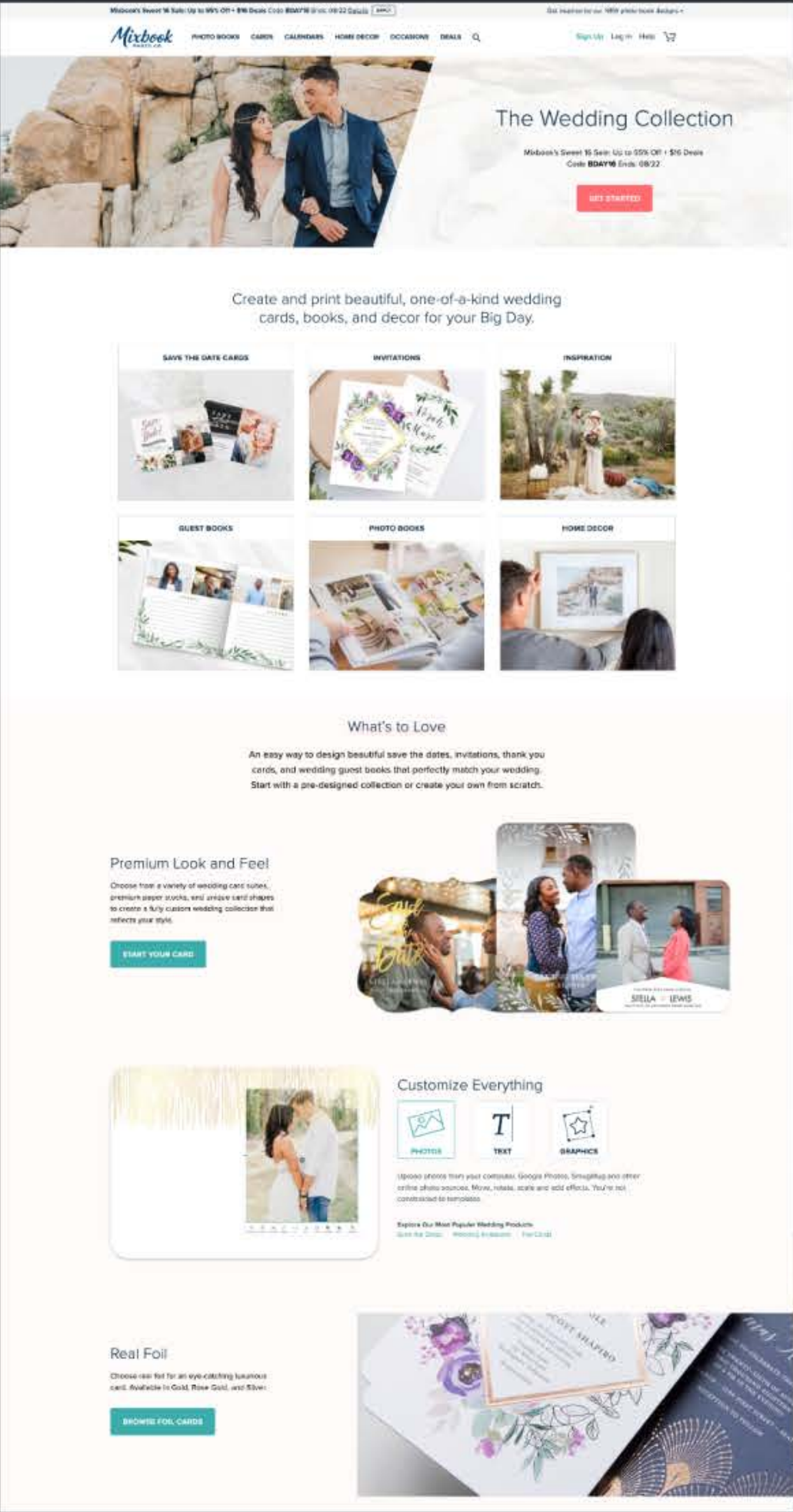
5 people, unmoderated, through user testing.com

## Married within the last 3 years

- Had a wedding ceremony
- Motivated to preserve wedding memories

## Household income – 150k–250K

- Dispensable income to spend on wedding book



WEDDING PHOTO BOOK LANDING PAGE

Research on Current Design– Insights

5 people, unmoderated, through user testing.com, participants were ask open questions on the current landing page

Level of Enticement

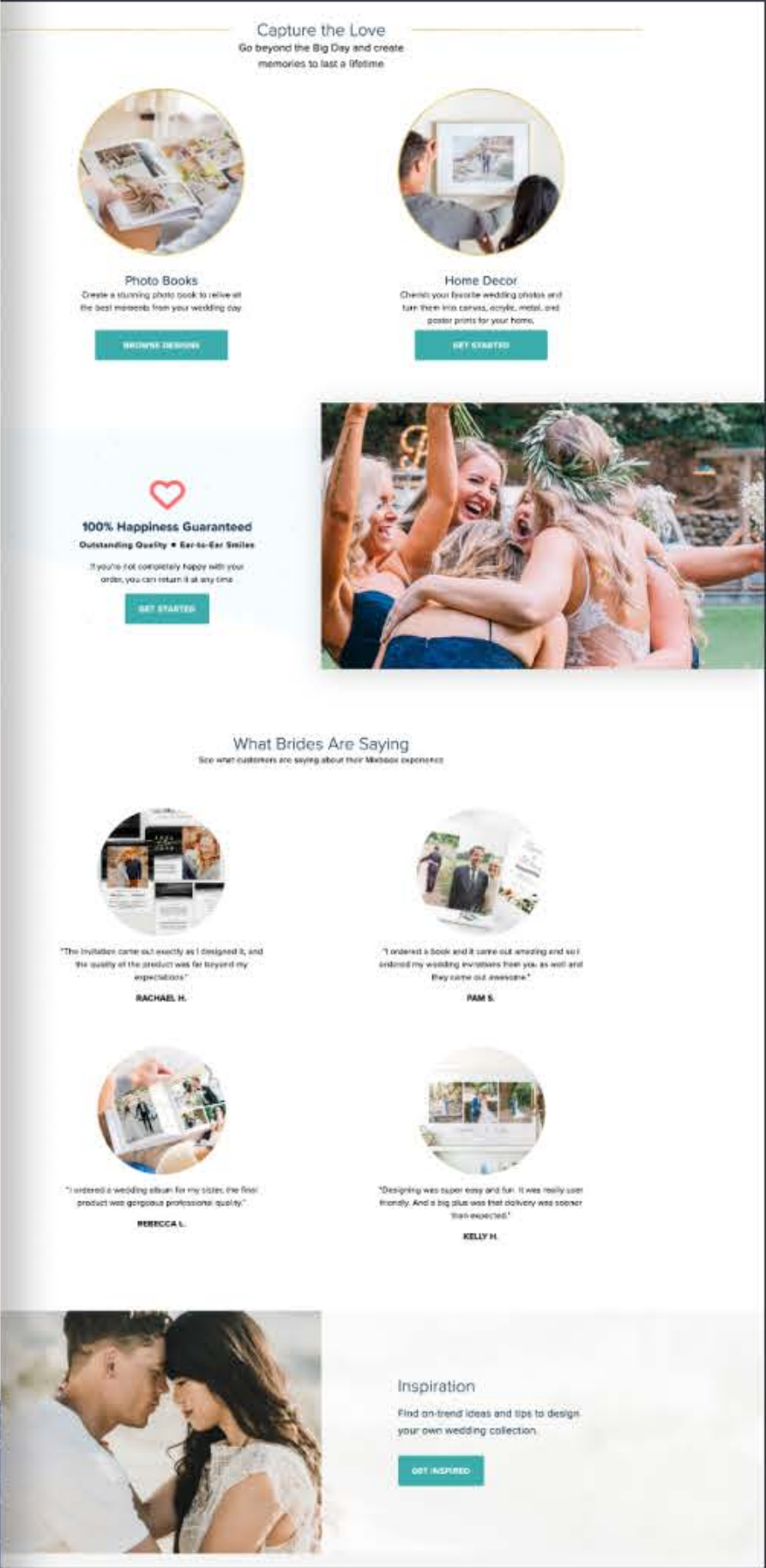
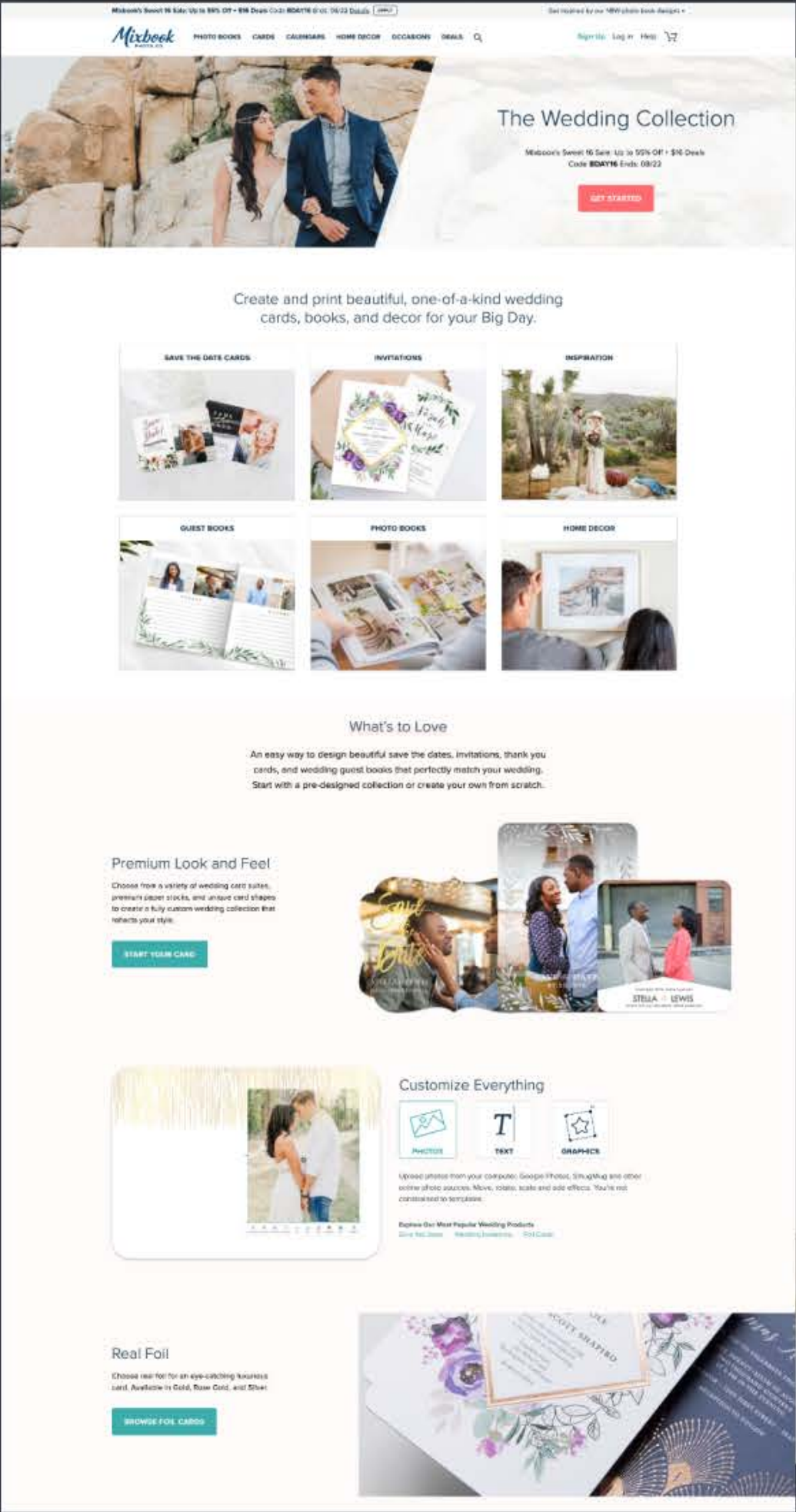
- On the scale of 1-5, please rate your level of enticement about purchasing a photo book from the page?
  - 3.3
  - Wedding photo book isn’t the focus, the page feels informational
  - Absence of pricing makes it feel expensive

Attribute Ranking

- Please rank from criteria below, in order of importance when purchasing wedding book
  - easy to use editor
  - variety of themes
  - quality
  - Equally important

Purchase Driver

- What is the most important criteria of buying high-price item, above \$700
  - Quality is the most important concern



# Jobs to Be Done

What are the common emotional drivers for our top personas?

## Personas



### Jessica

- 25-30 yrs old, who just got married recently, and basking in the glow of her wedding



### Melissa

- 40- 50 yrs old, who got married more than 10 years ago, who never got around making her wedding photo book



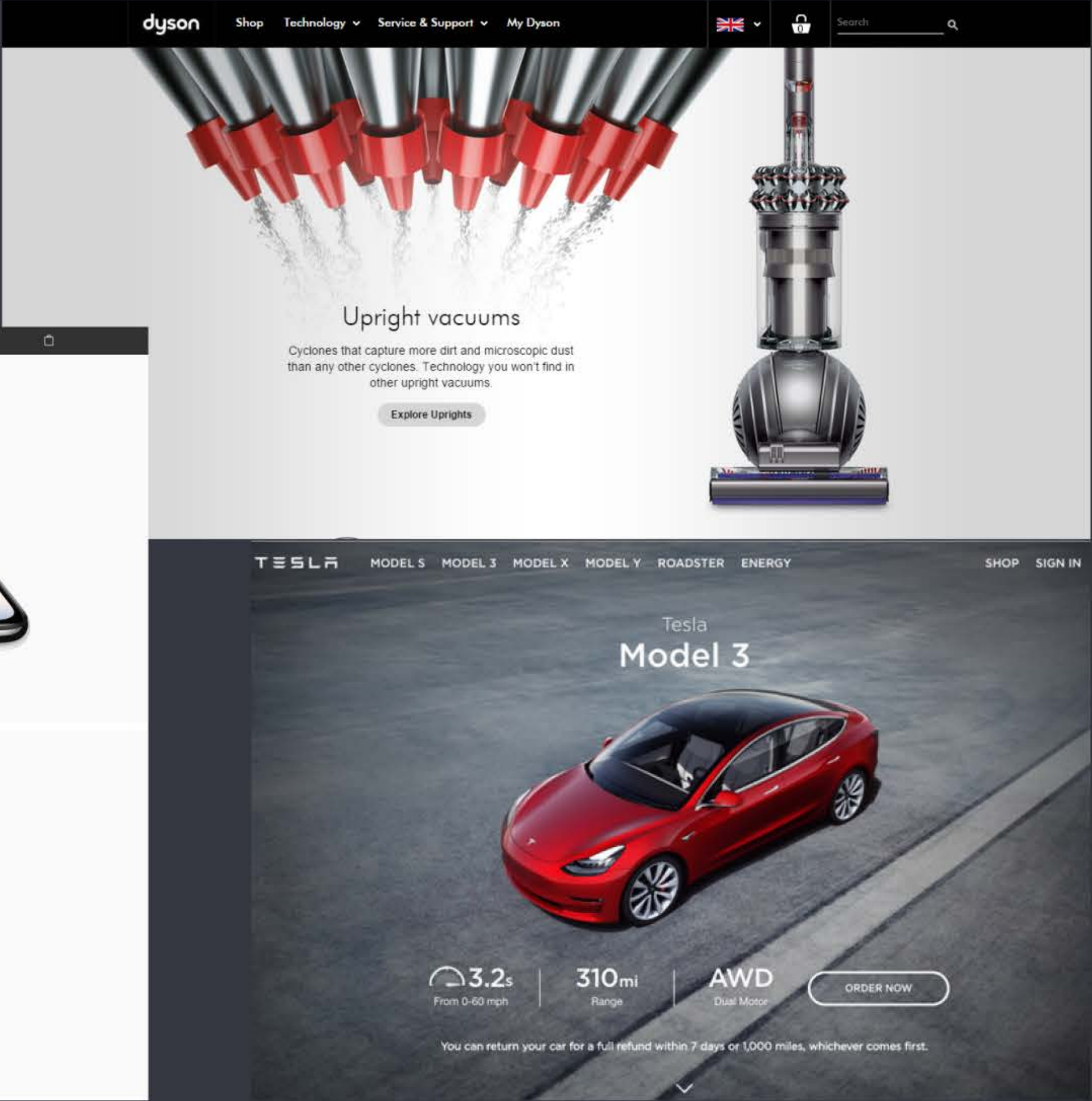
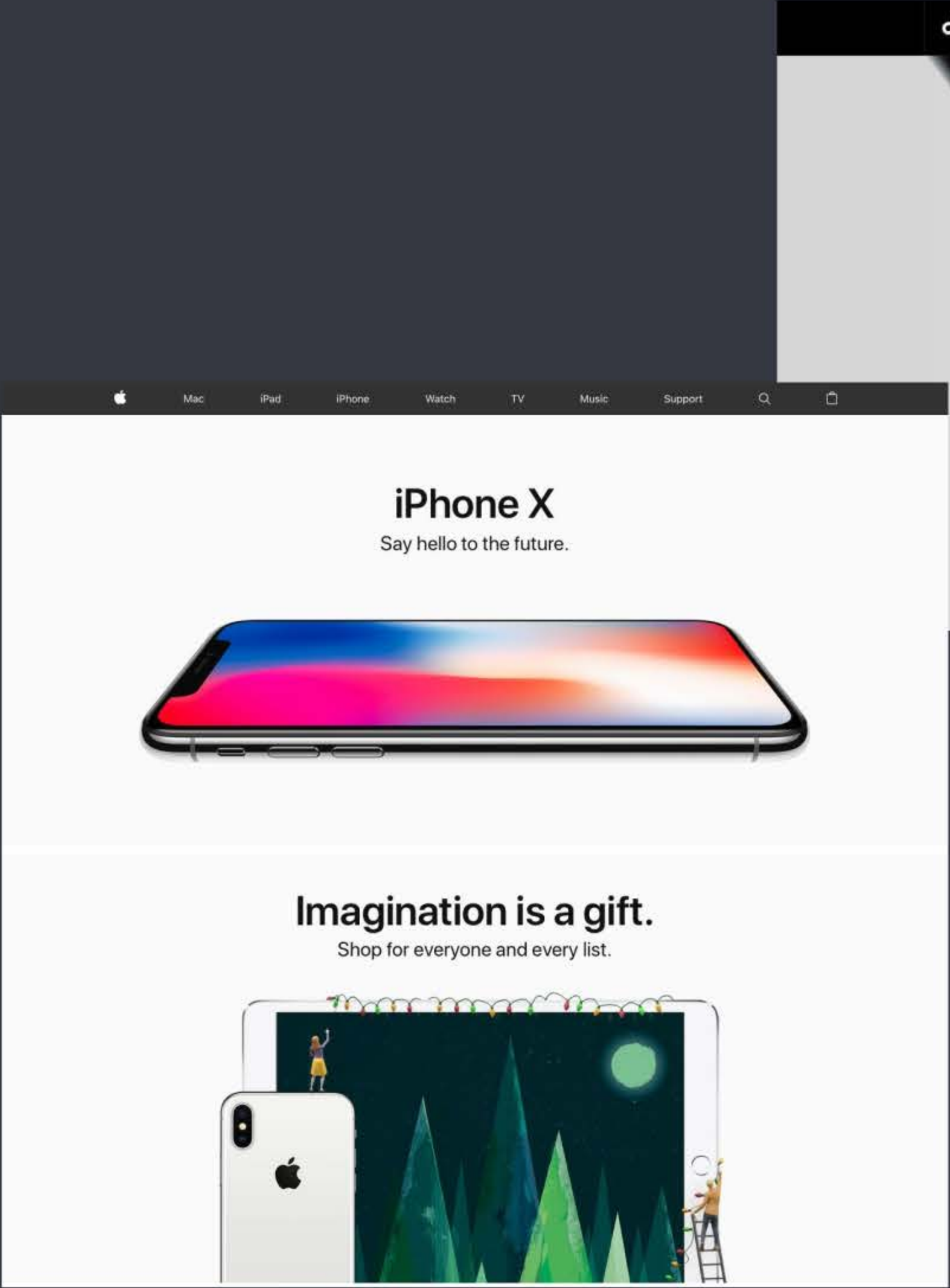
## Jobs to be done

" I want to create a wedding photobook to relive the memory of the big day"

# Leadership Feedback

We need to be the top of the line within photo book catergory, what are the other design leaders doing?

We looked at top of the line products from various industries, like Dyson, Apple and Tesla



## Product as the focus

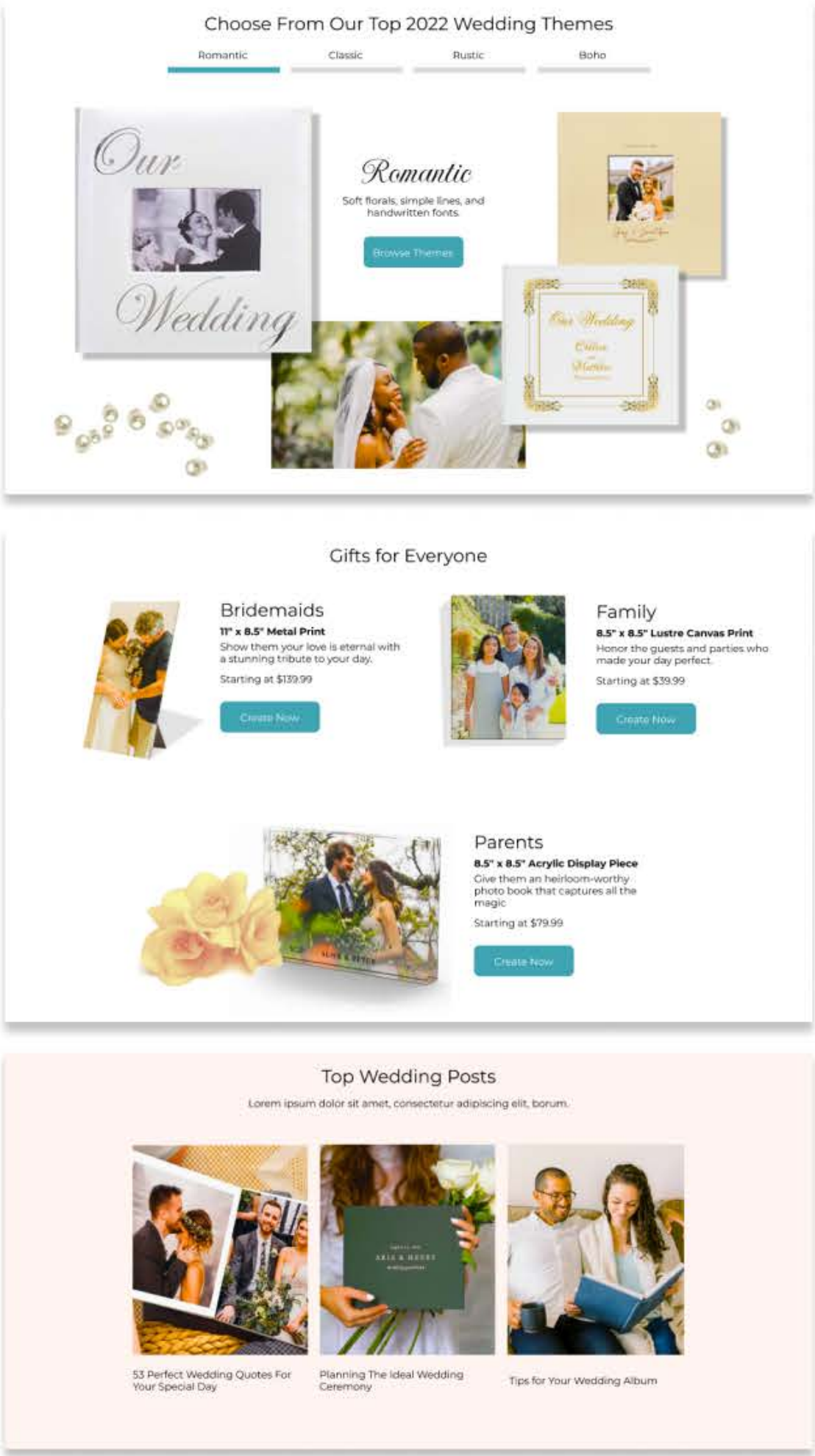
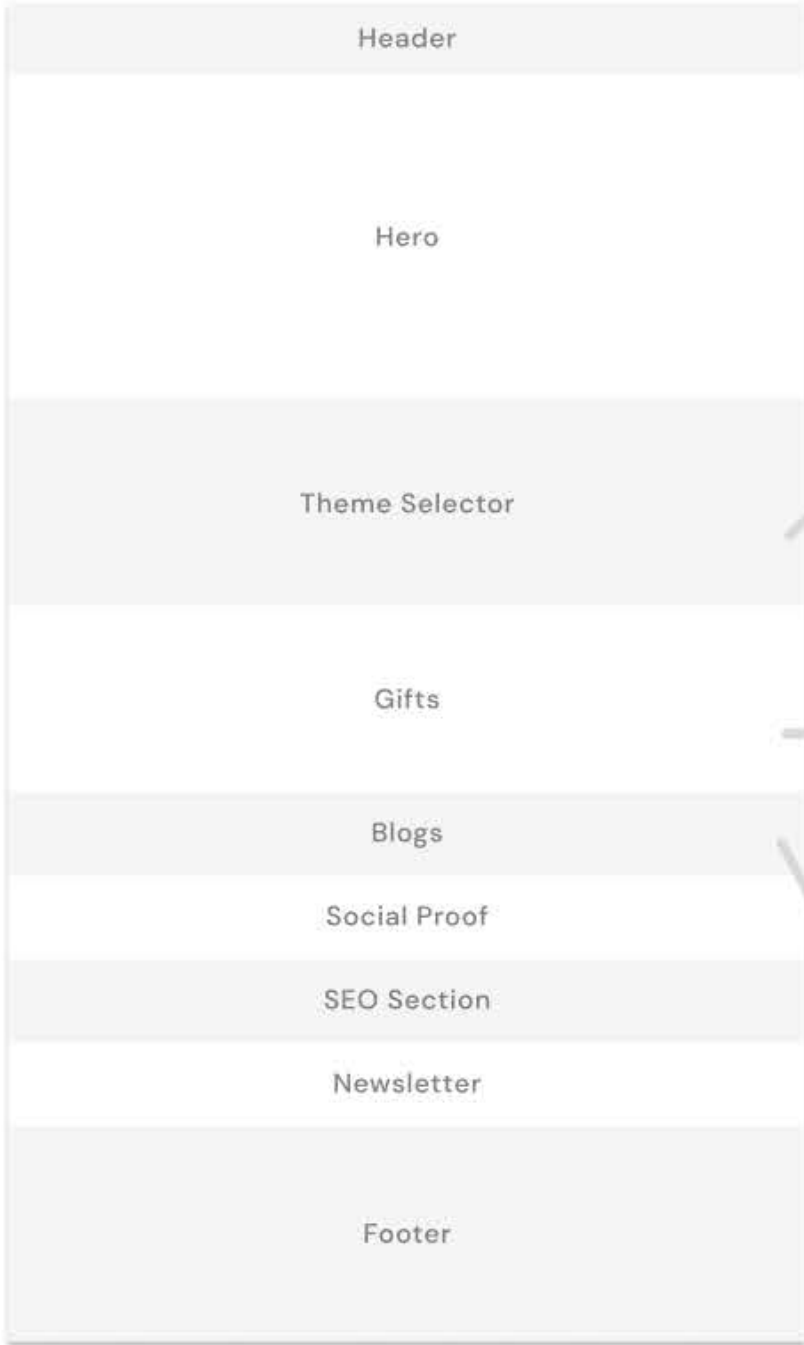
- They highlight unique product attributes

## How do they incorporate emotion drivers?

- Subtle injection of emotion, but not overpowering
- Showcasing the product in various settings

# Landing Page Basic Building Blocks

Moving elements for a successful landing page.



## 1. Theme Selector

- We want to highlight a major differentiator
- We have over 500+ themes, each one is customizable

## 2. Gift Section

- One stop shop for all your wedding gifting needs

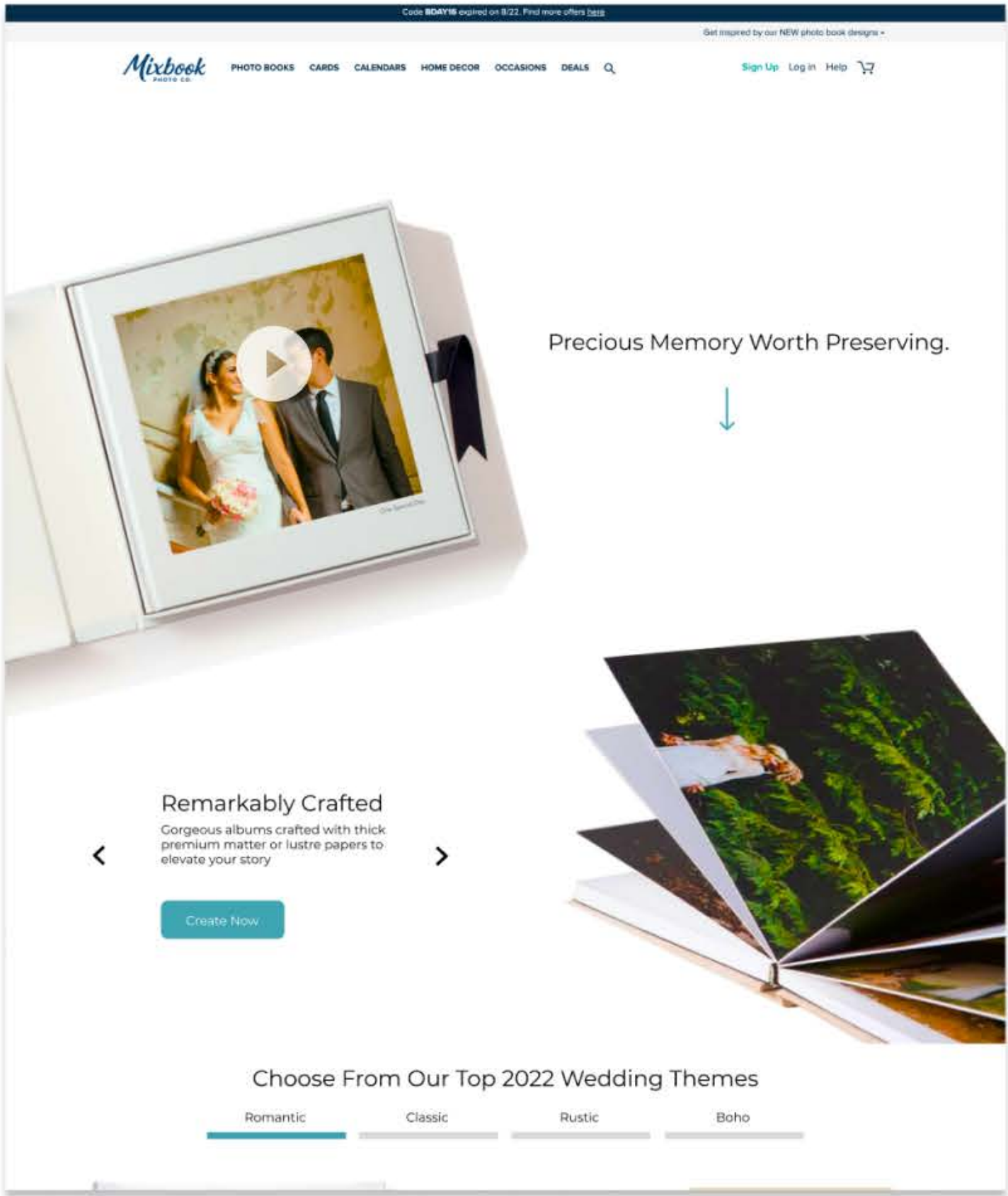
## 3. Blogs

- We want to highlight a robust online community of creators
- Inspirations for brides who need ideas to start the process

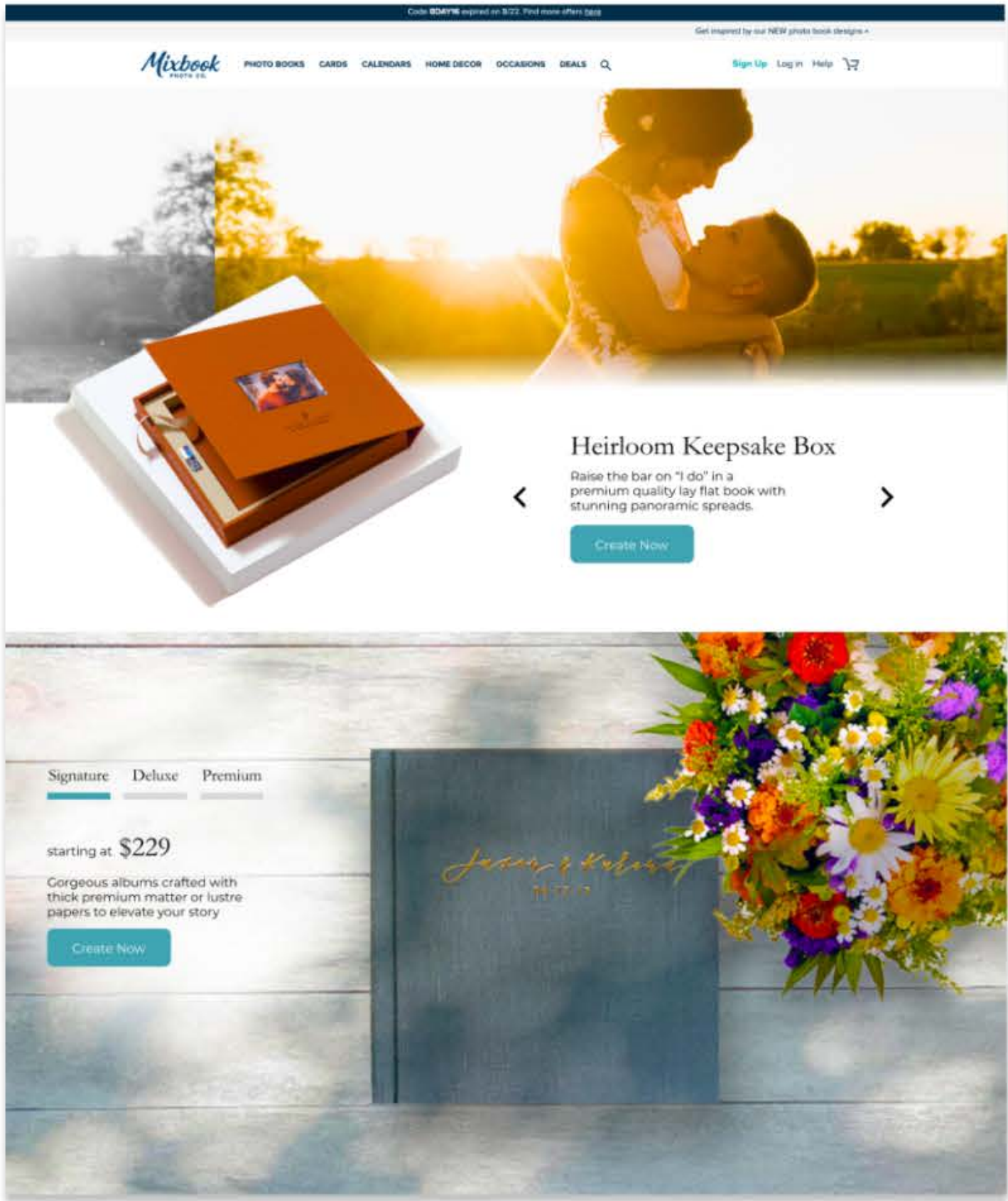
WEDDING PHOTO BOOK LANDING PAGE

# Three Proposals

Hero section– First glimpse into our product



1. Lead with emotion



2. Lead with emotion and products

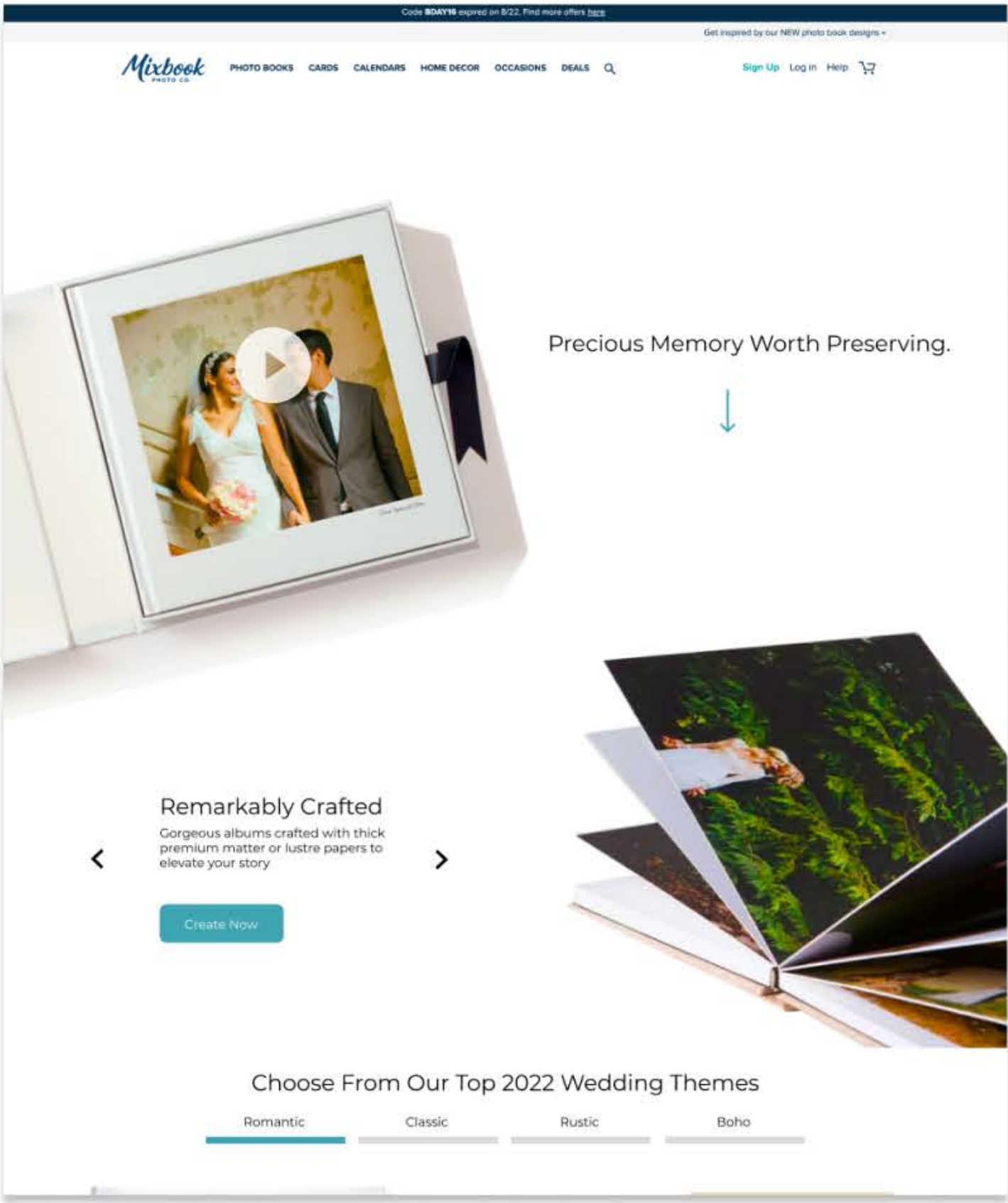


3. Lead with products

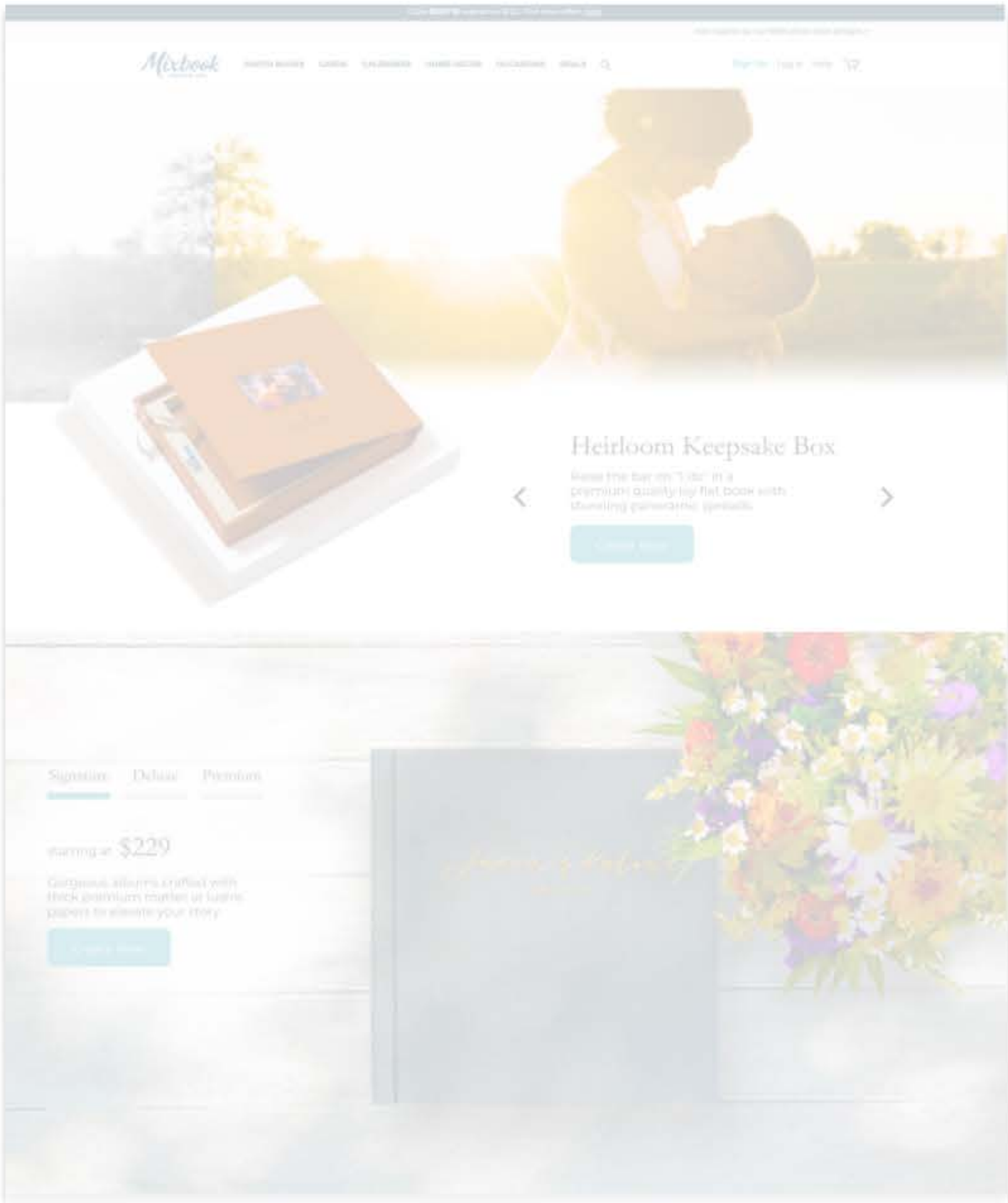
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# Three Proposals

Hero section– First glimpse into our product



1. Lead with emotion



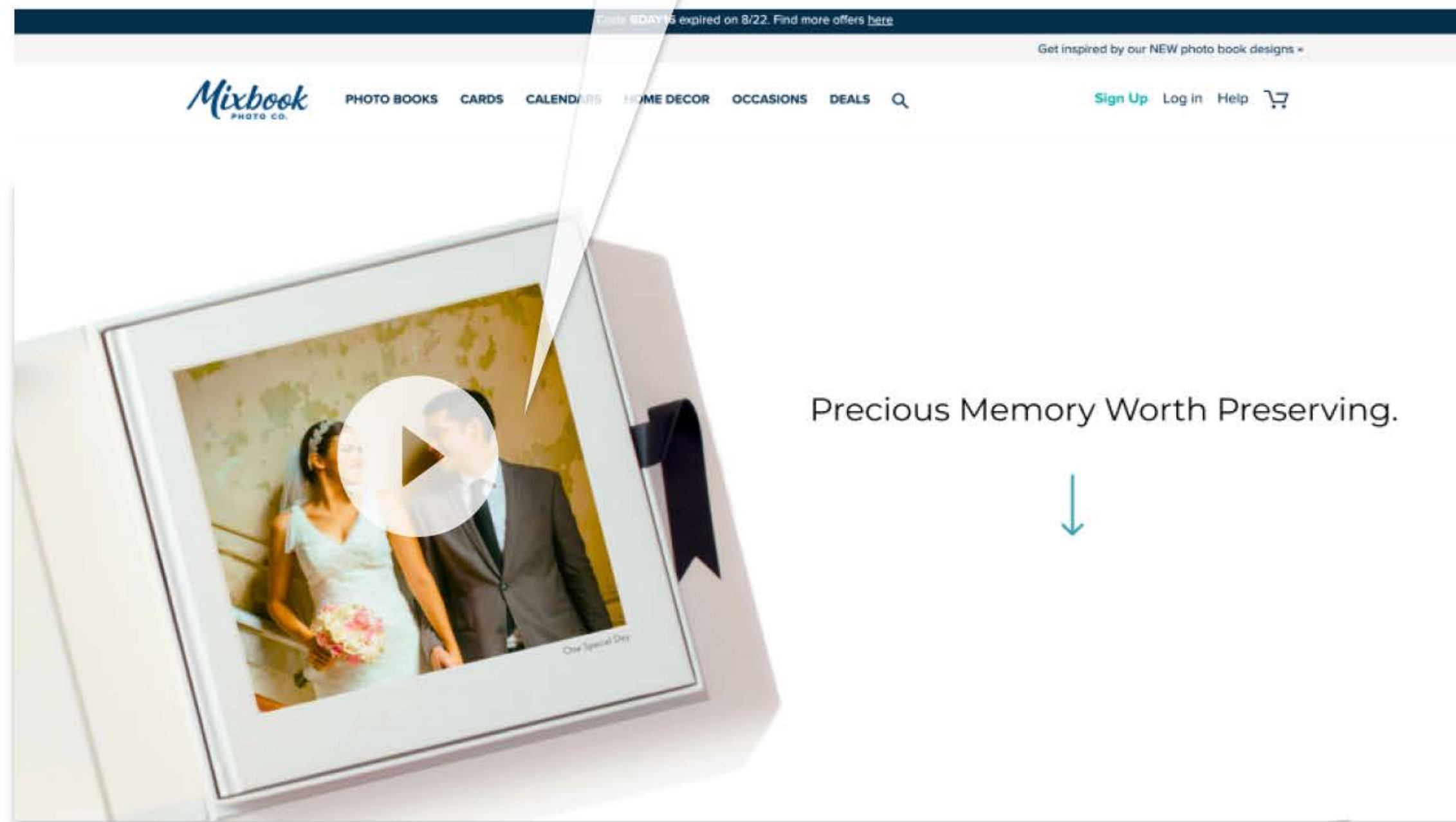
2. Lead with emotion and products



3. Lead with products

# 1) Lead with Emotion

A emotional video that takes users users through the Big Day.



## Progression of the Big Day

### 1. Getting Ready

- Intimate moments between the bride and bridesmaid
- Getting hair and makeup done

### 2. The Reveal

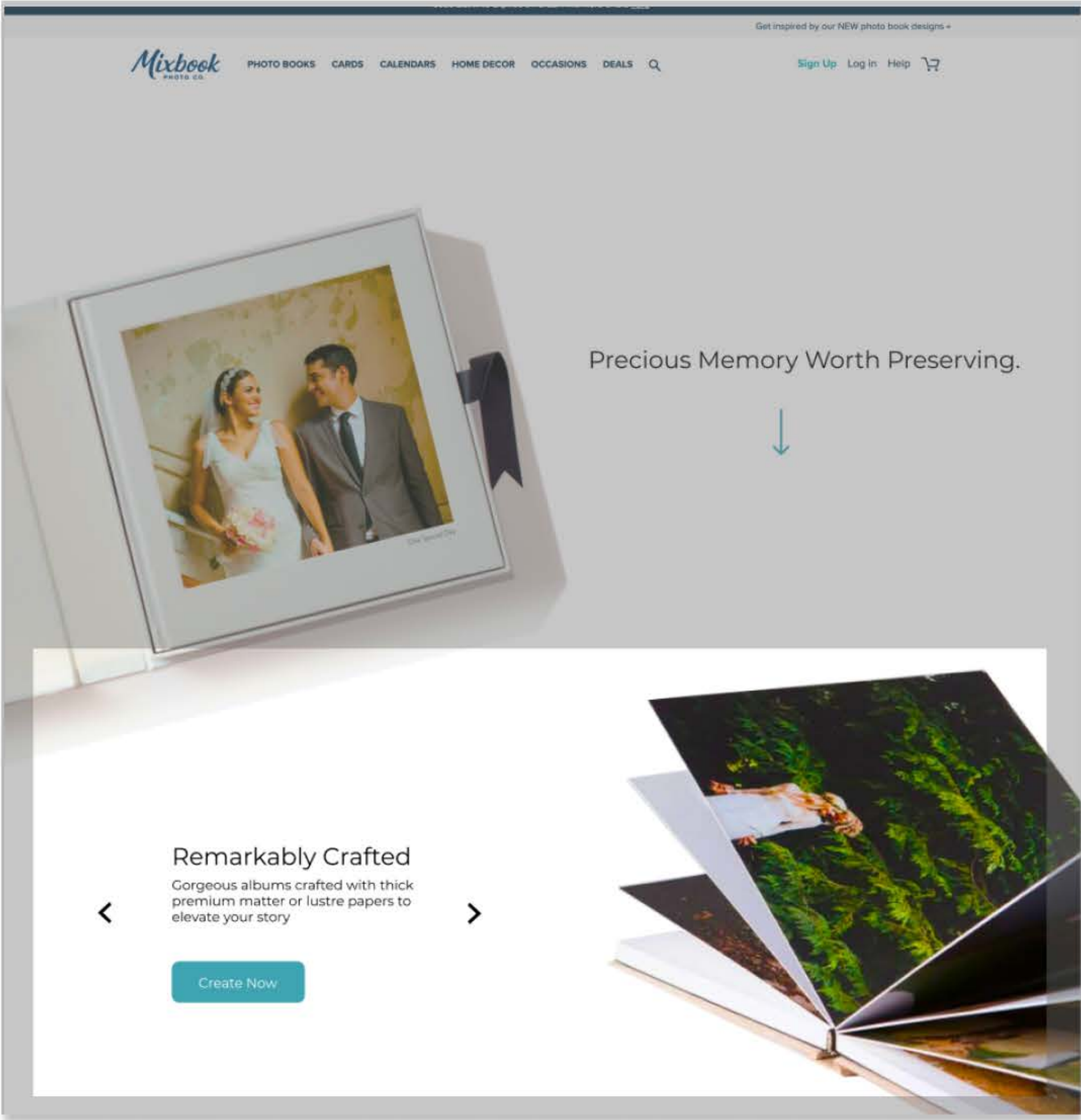
- First look reveal with the groom, friends and parents

### 3. The Wedding & Party

- The procession walk
- Vow exchange
- Party to end the Big Day

# 1) Lead with Emotion

Rotating carousel to showcase photo book quality.



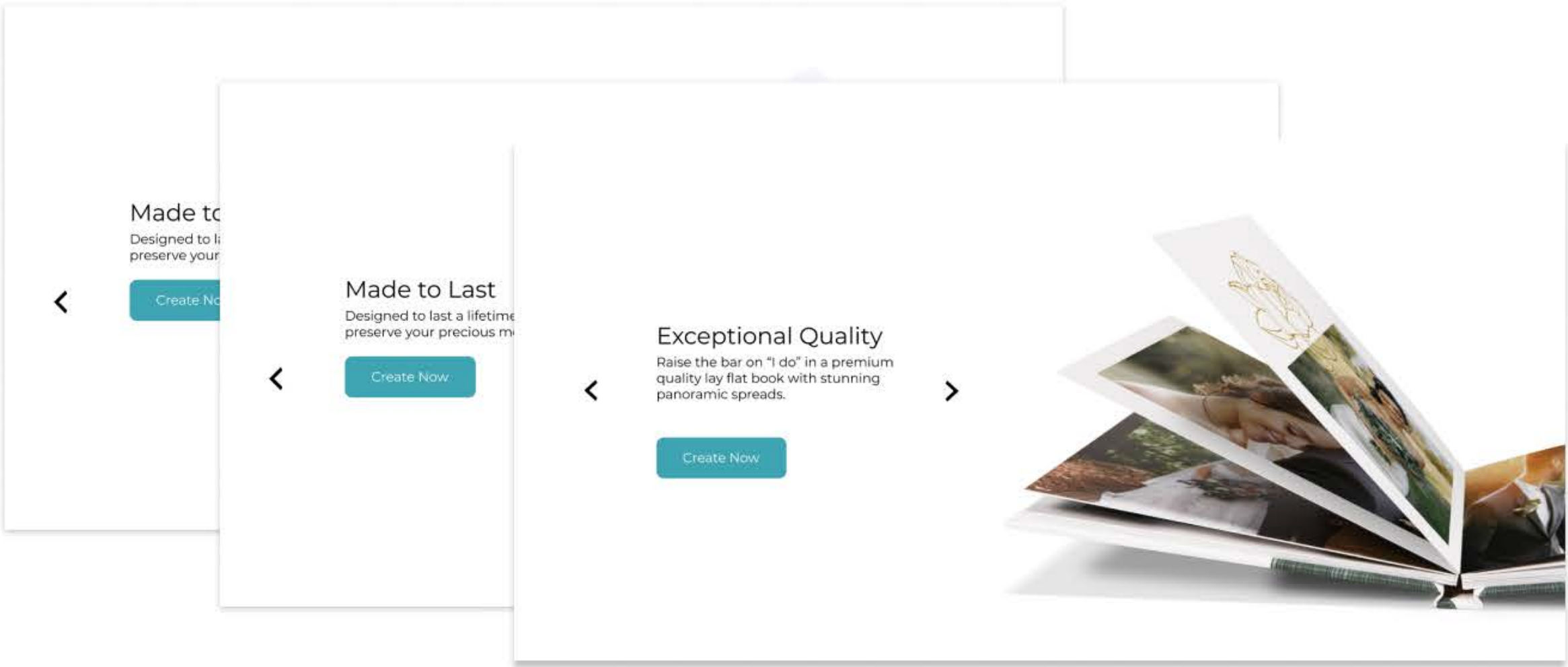
## Highlighting Product

### 1. It's worth it

- Justifying \$700 price tag

### 2. Heirloom quality

- A book worth passing through generation as part of the family story



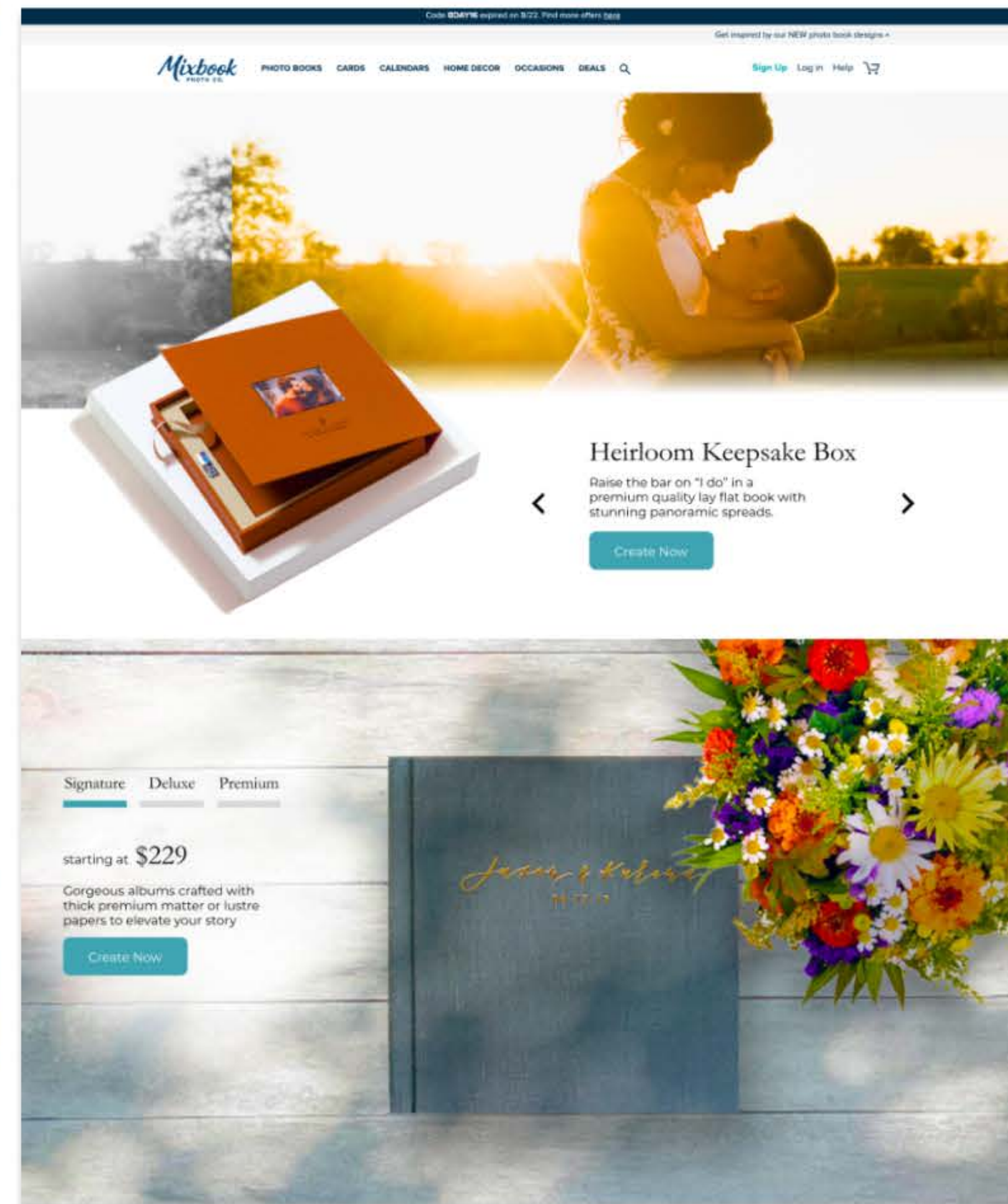
## WEDDING PHOTO BOOK LANDING PAGE

# Three Proposals

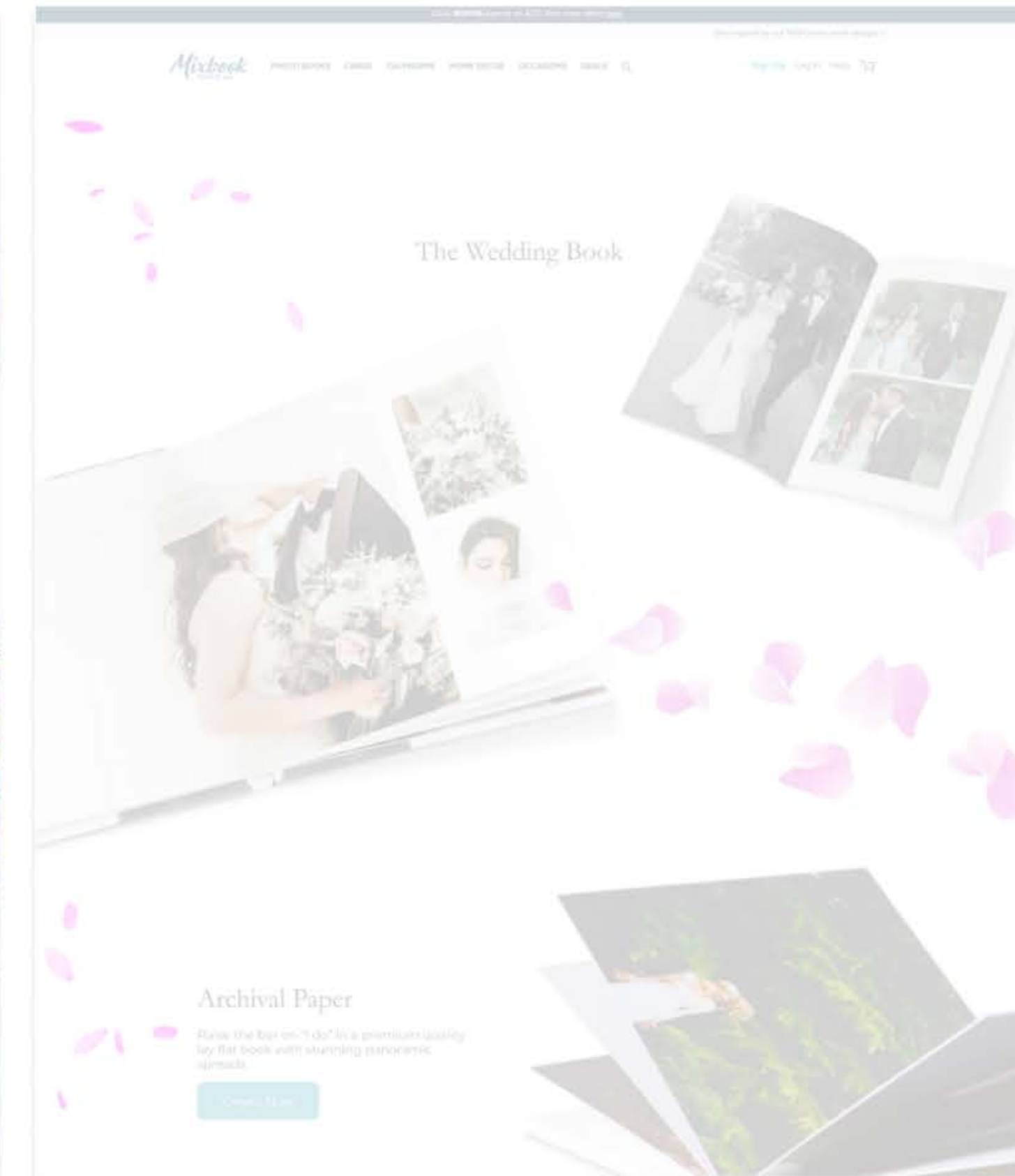
What is the right balance of emotion vs. product?



1. Lead with emotion



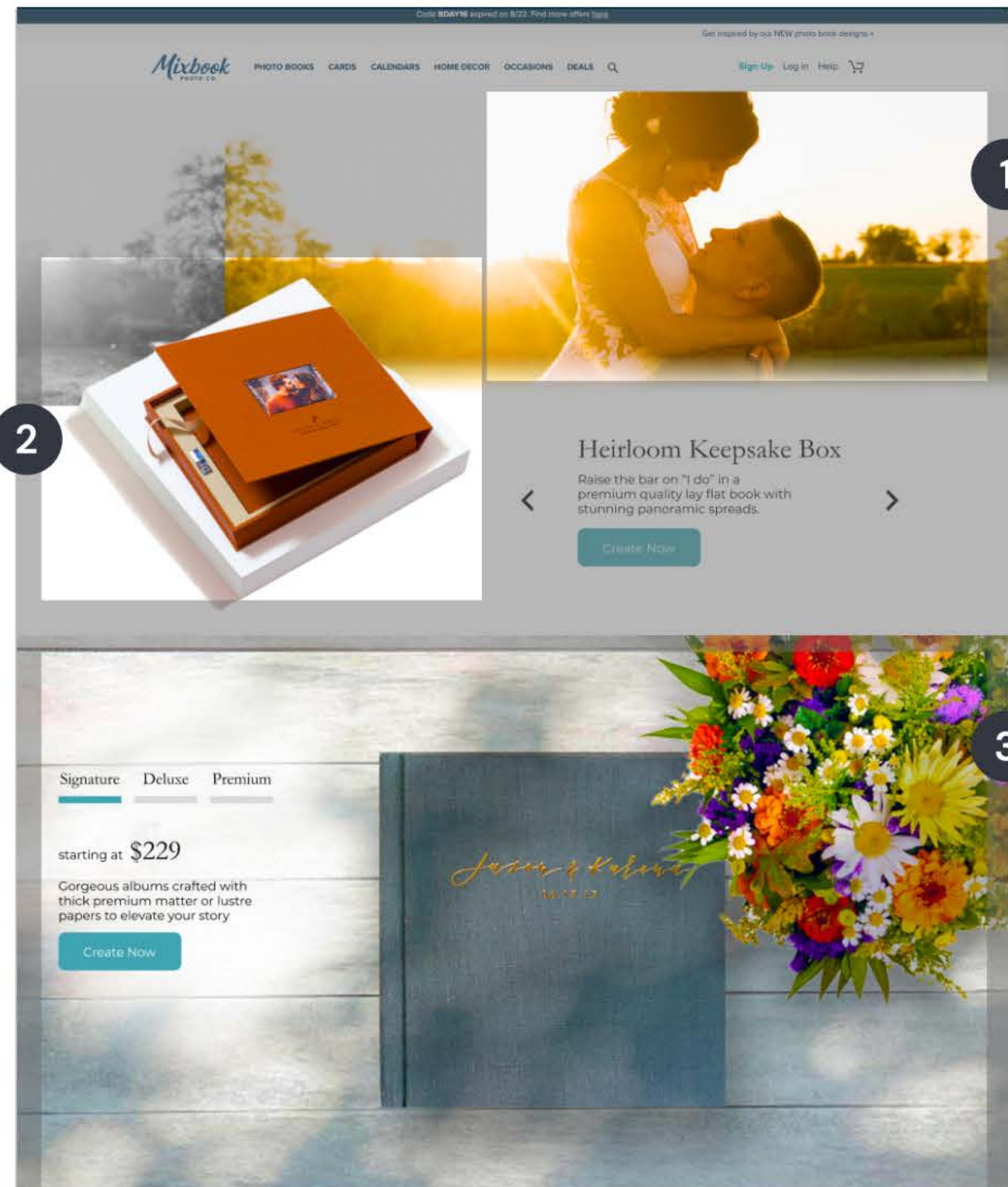
2. Lead with emotion and products



3. Lead with products

## 2) Lead with Emotion and Product

Balancing emotional products with product



### 1. Emotional/ Lifestyle Photography

- Romantic image of the couple

### 2. Product Carousel

- Rotating carousel to showcase photo book quality
- Showcasing various tier of products in situ

### 3. Lifestyle Images

- Showcasing the three tier of product in three different environments
- Inspired by design leaders like Tesla and Apple's landing page

## 2) Lead with Emotion and Product

Strategically conveying tiers and price point through lifestyle settings



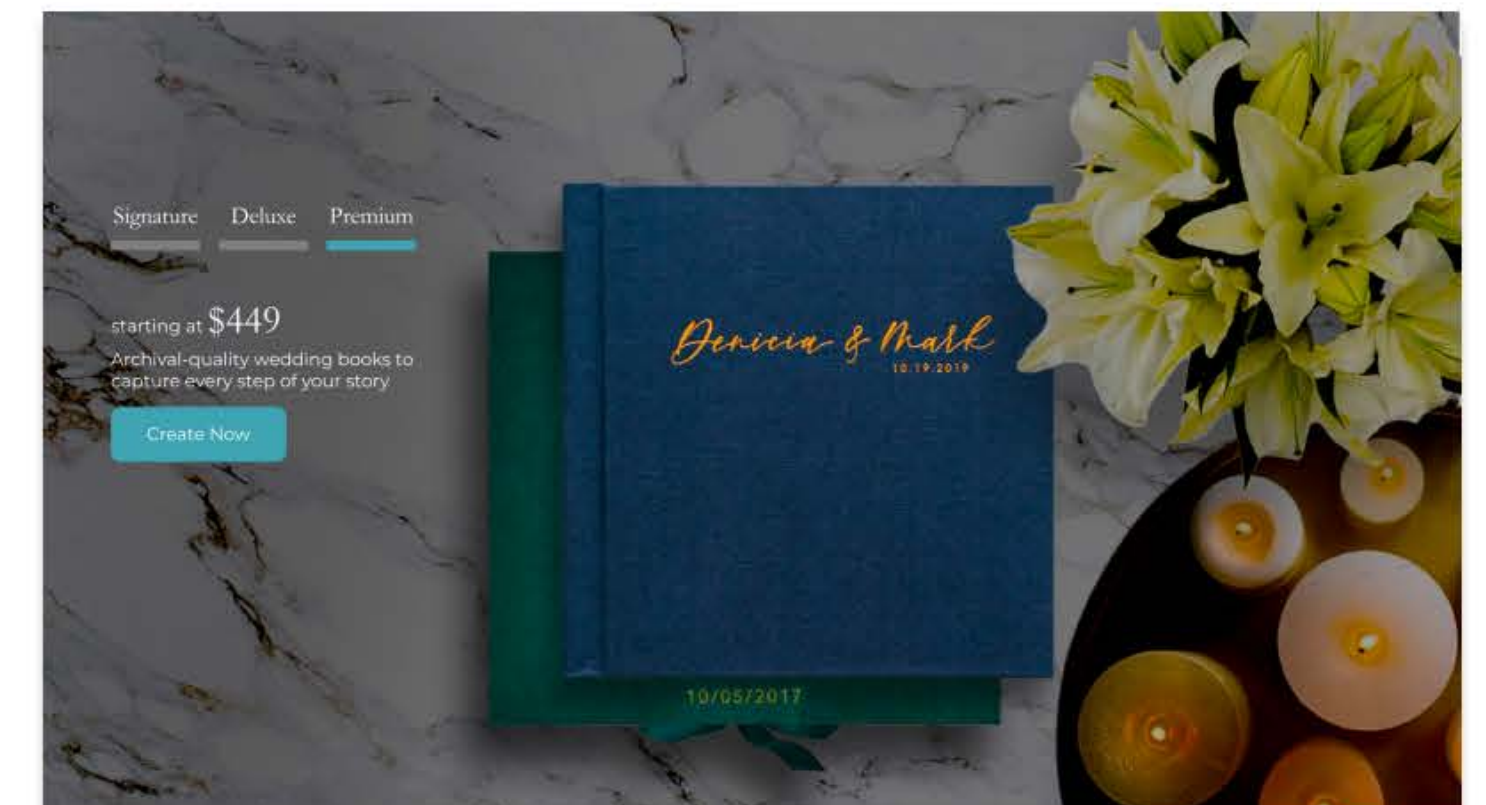
### 1. Signature

- Scenario– daytime backyard wedding
- Choosing appropriate props handpicked flowers and rustic background
- Caters to younger personas like Jessicas (30–40 years old)



### 2. Deluxe

- Scenario– wedding at a indoor booked venue
- Most popular choice



### 3. Premium

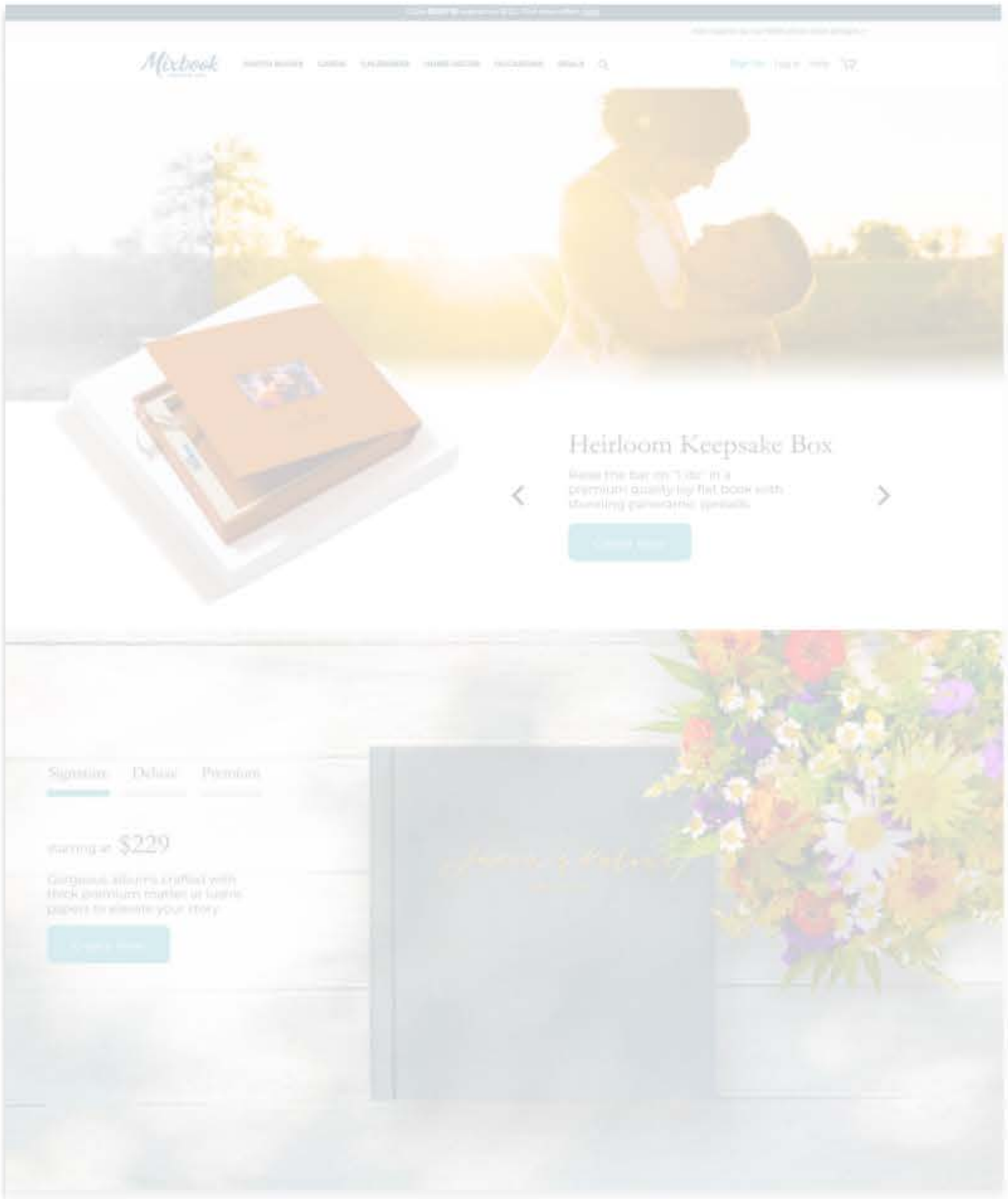
- Scenario– black tie, glamorous wedding
- Choosing appropriate props expensive flowers and votive candles for ambiance

# Three Proposals

Product quality as the main focus



1. Lead with emotion



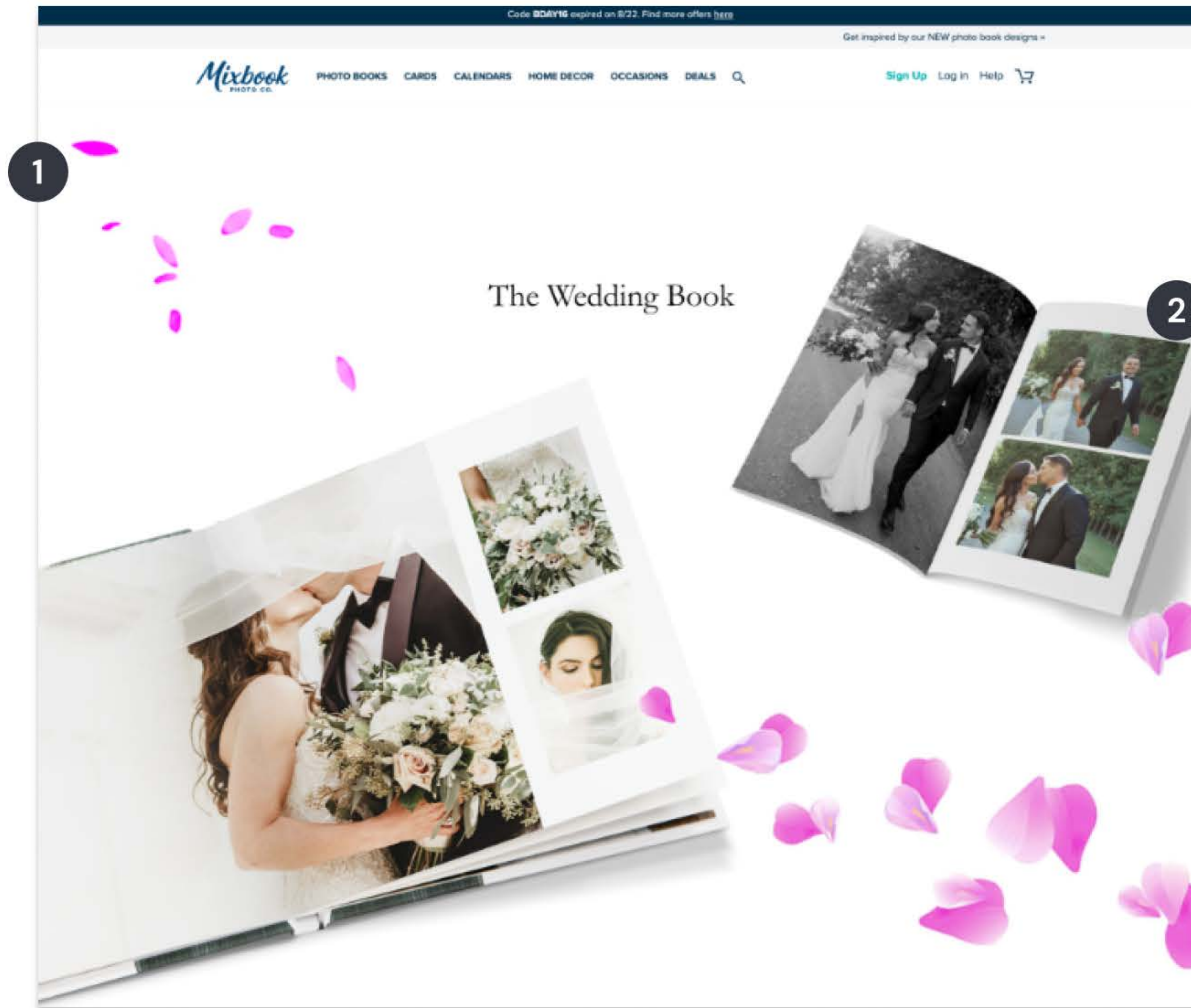
2. Lead with emotion and products



3. Lead with products

## 3) Lead with Product

Taking a page from design leaders's landing page



### 1. Emotional Driver= Flower Petals

- As the user scroll, the flower petal from wedding boutique falls and scatters through the page

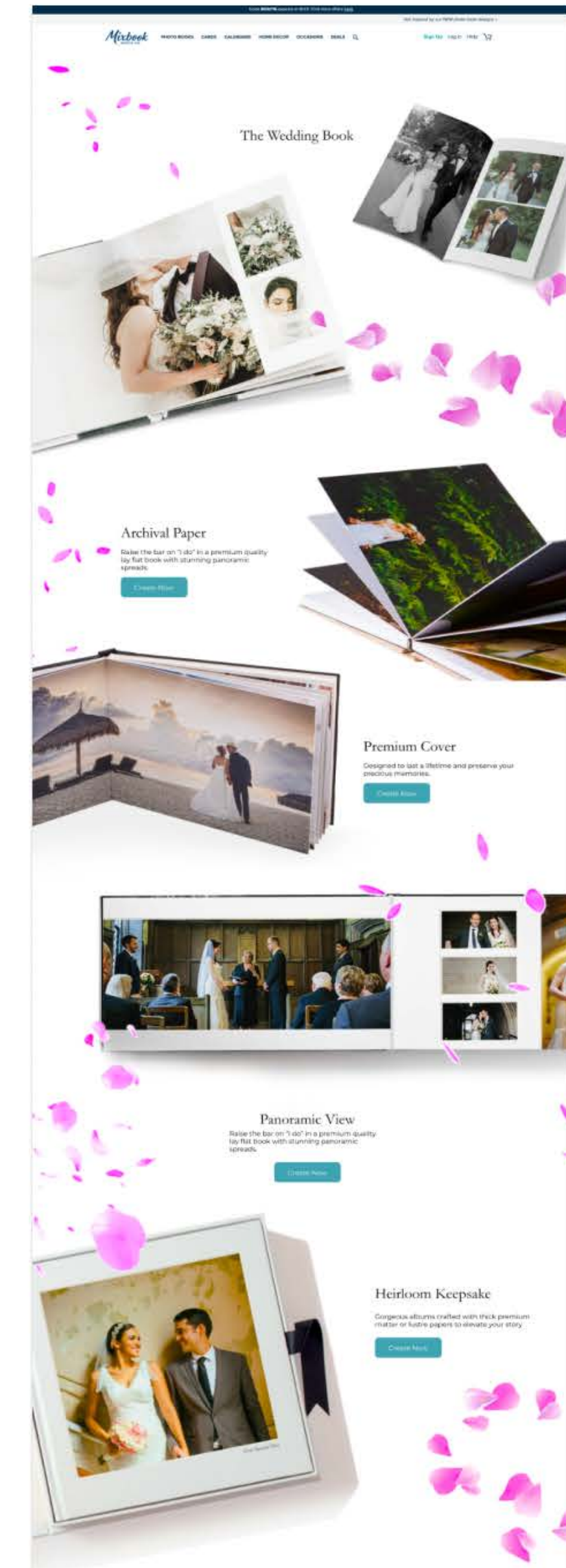
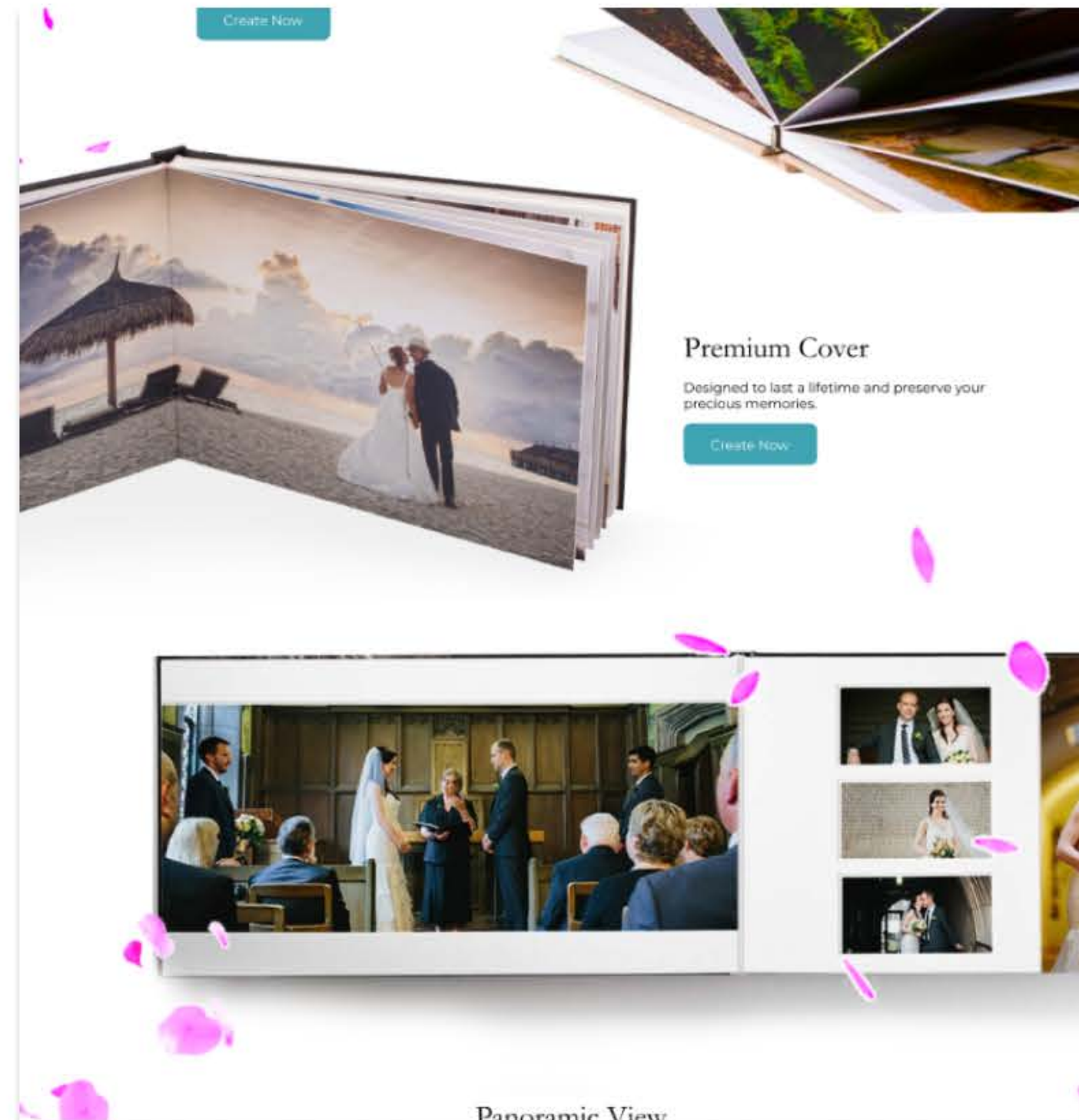
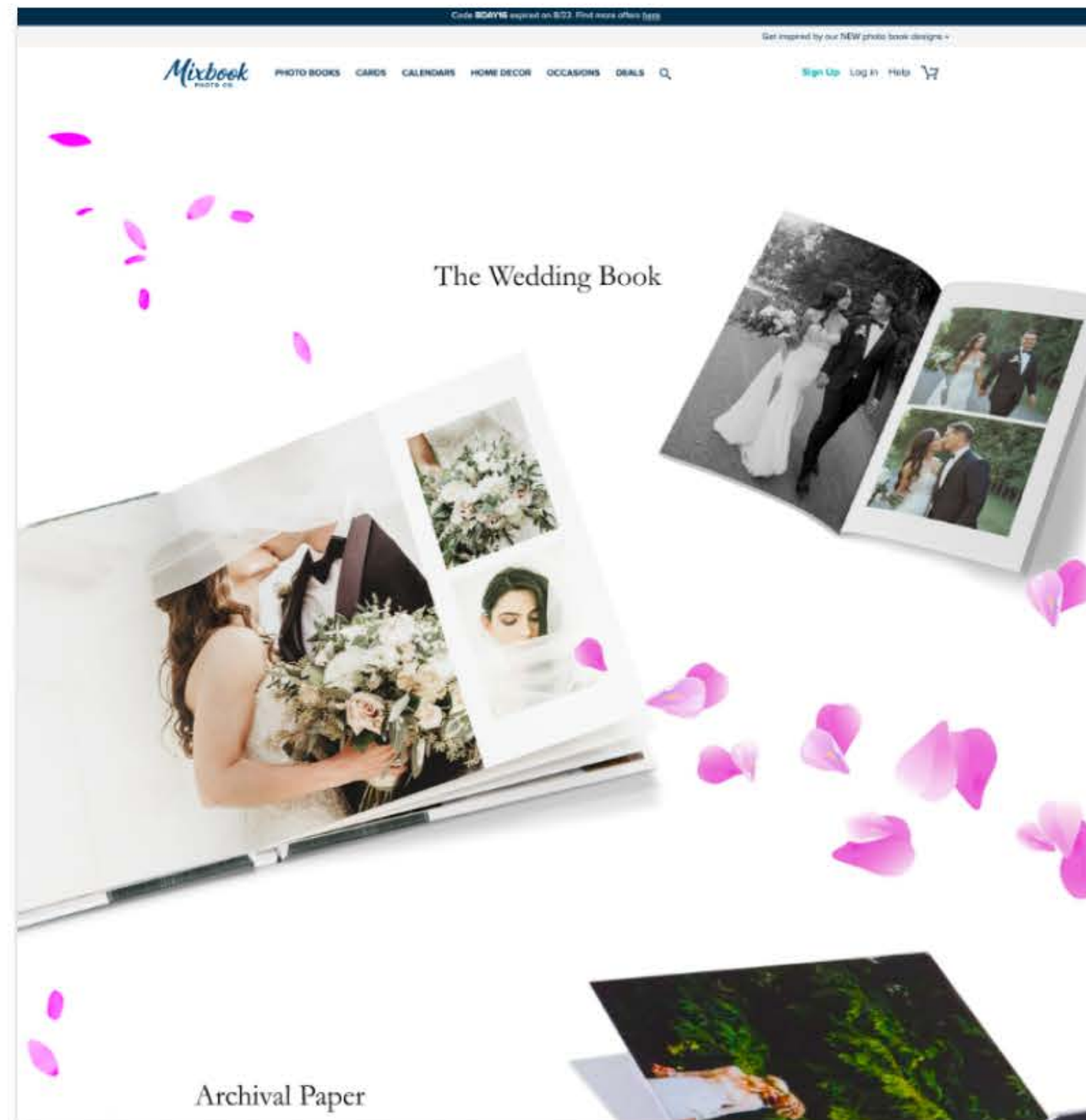
### 2. Product as Centerpiece

- Zoomed in, detailed shot of the the product

## WEDDING PHOTO BOOK LANDING PAGE

# 3) Lead with Product

Taking a page from design leaders's landing page

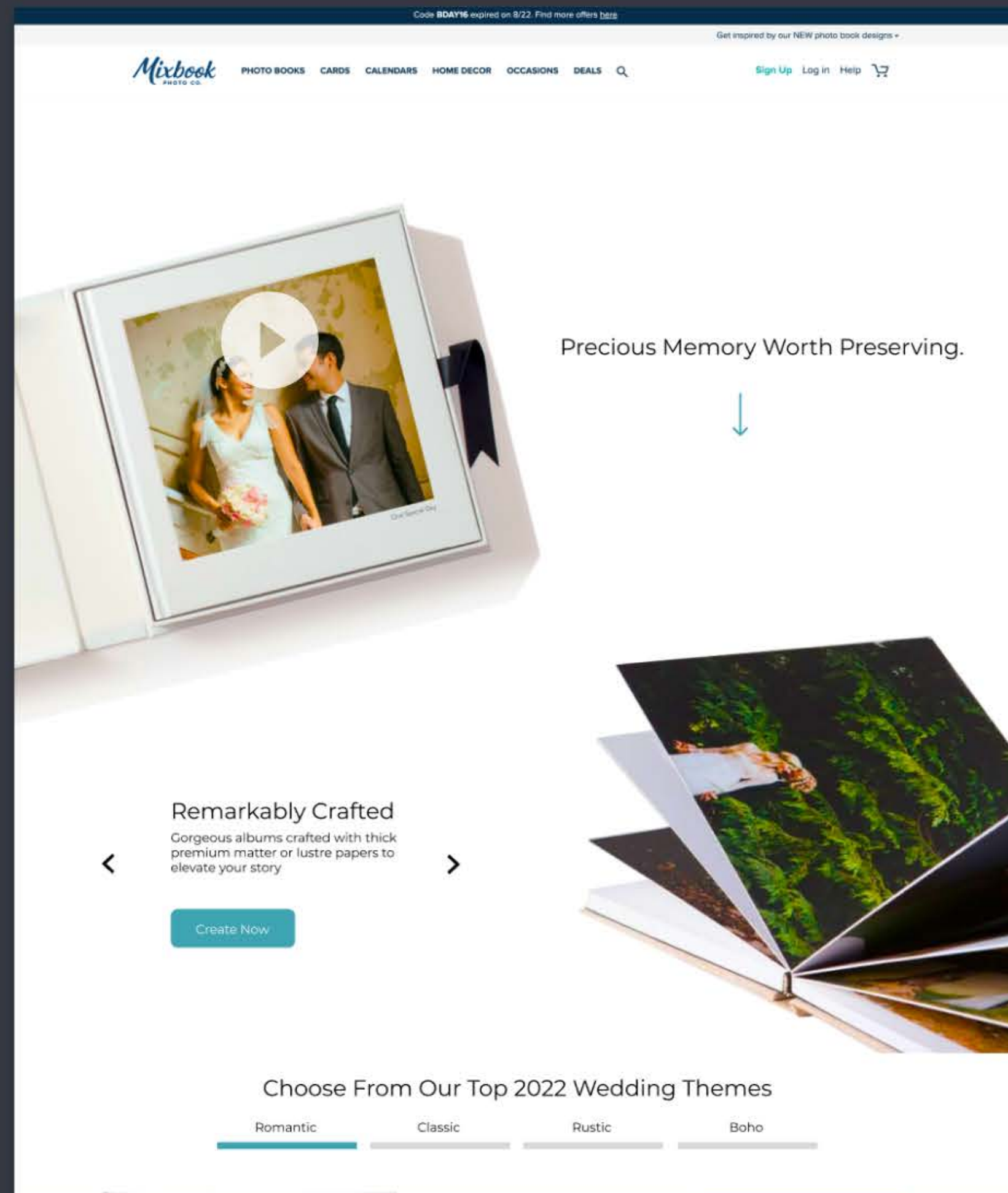


## Immersive Scrolling to Highlight Product Attributes

- As users scroll through the page, the page focuses on a special product attribute to command a premium price tag

# Leadership Feedback

## Proposal 1 – Lead with Emotion

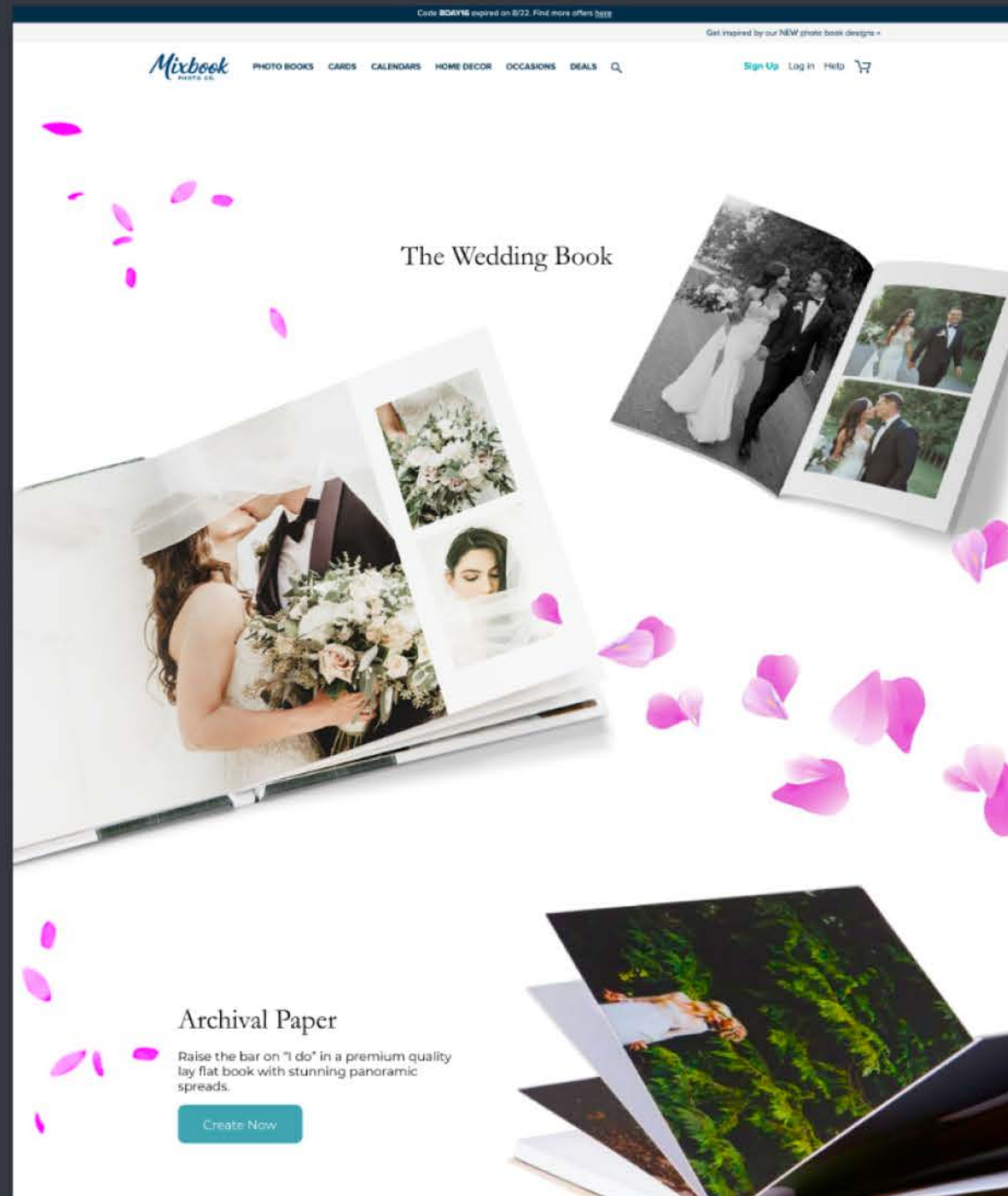


## Video is out of scope

- The team loved the video concept, however it is out of scope, we do not have time to shoot a video

# Leadership Feedback

## Proposal 3– Lead with Product

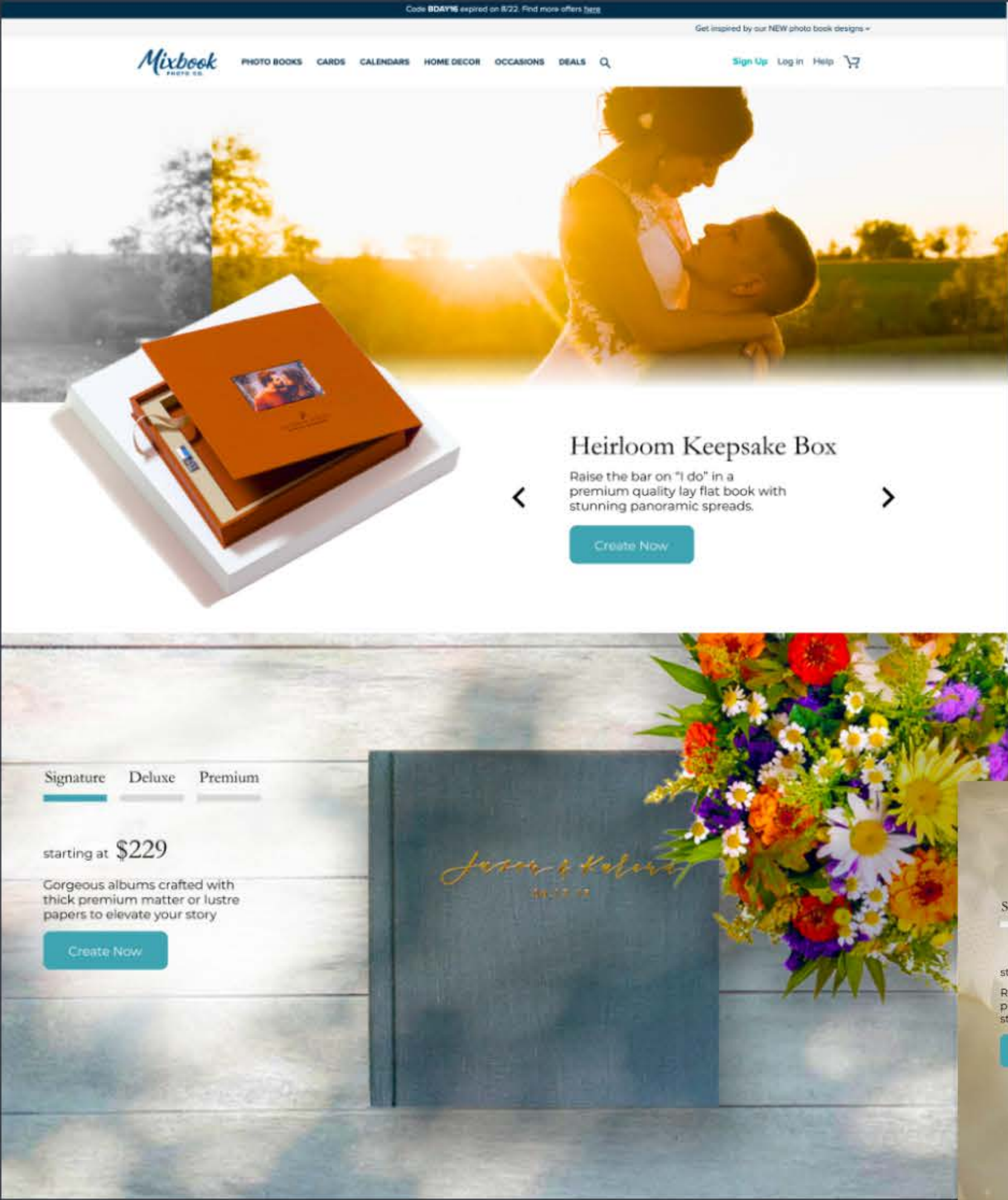


## Big Tone Deviation from the Brand

- Apple level marketing is where we want to be eventually, however, after scoping this with the engineers (falling petals) , this would be out of scope
- This might lack the quirky, human factor that is integral to the brand.

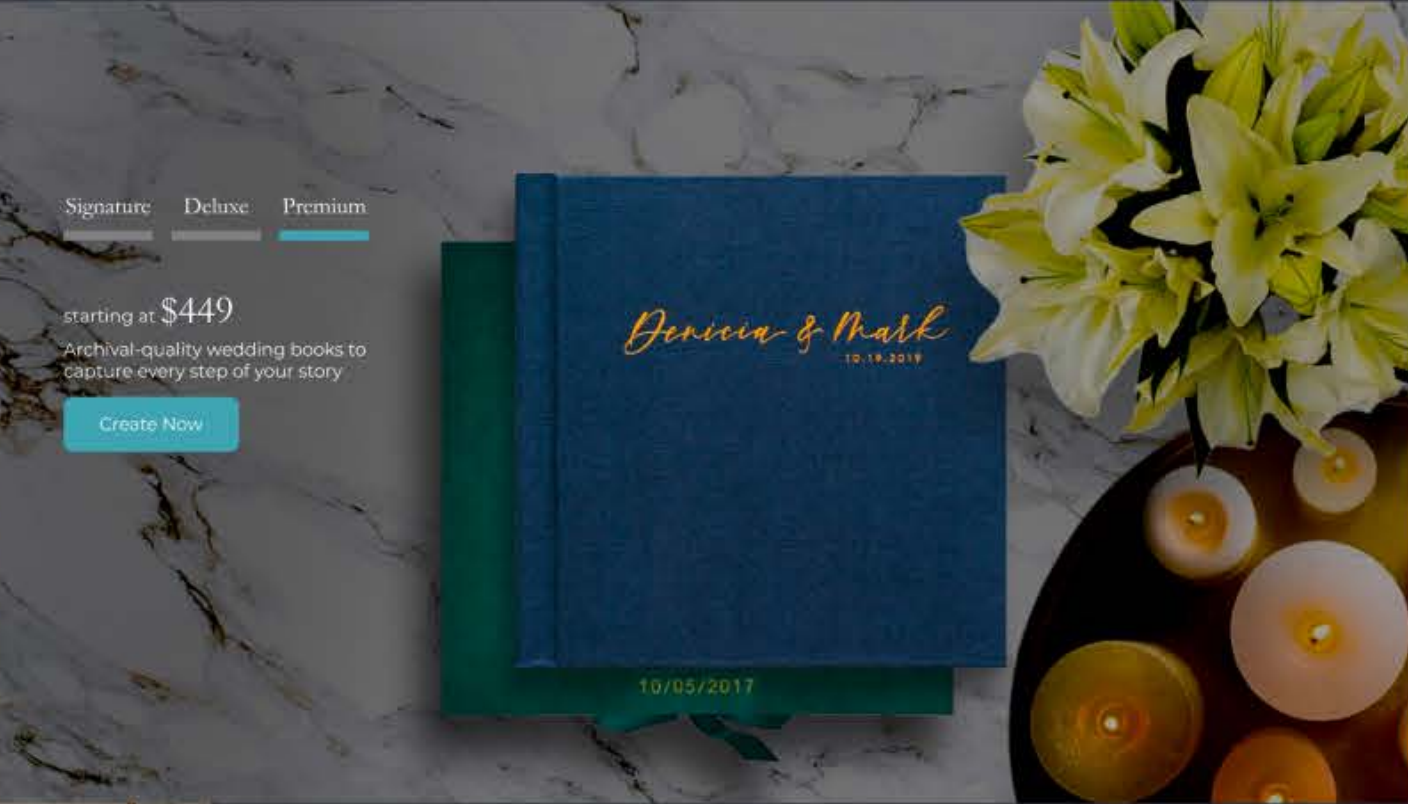
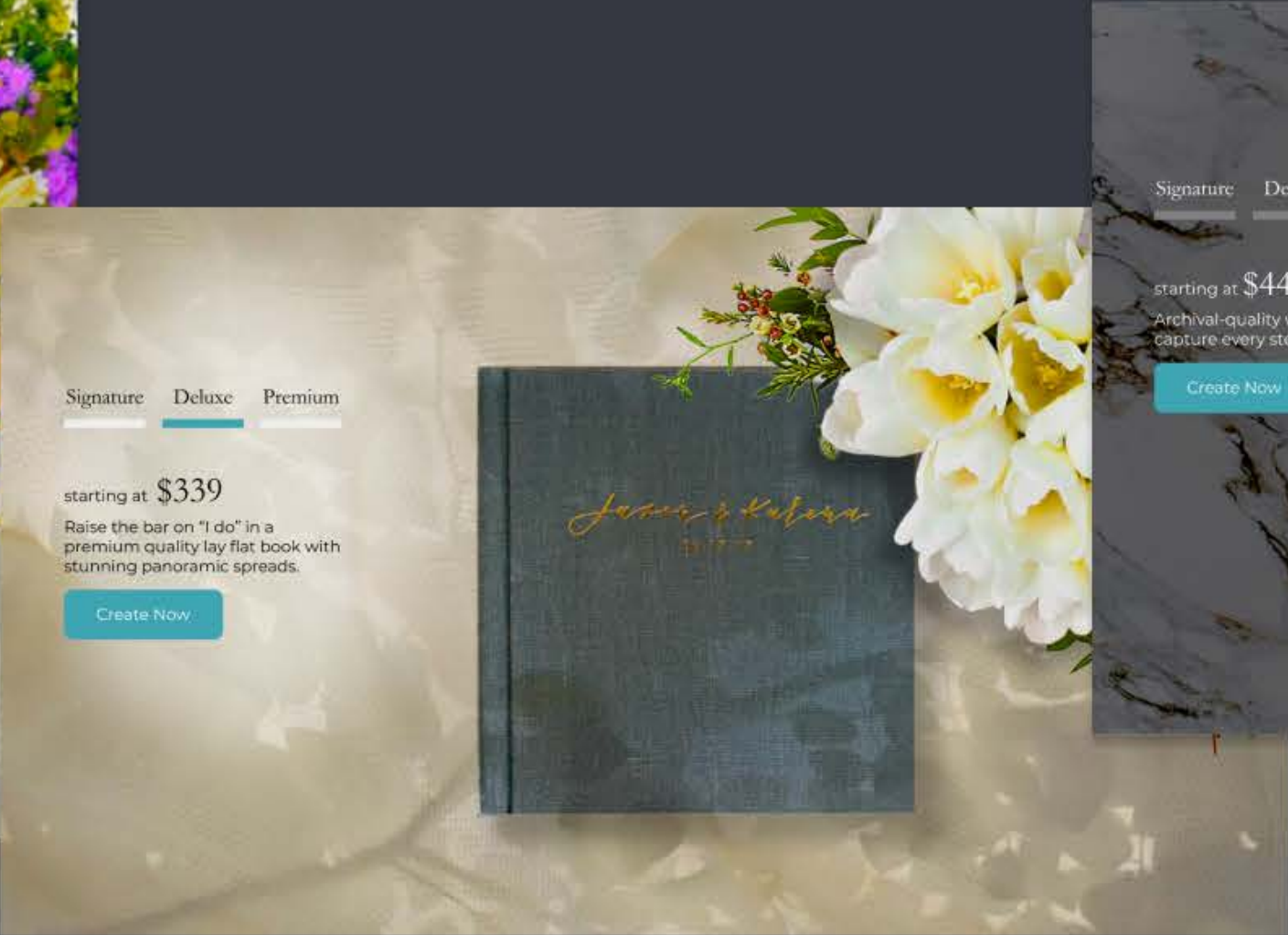
# Leadership Feedback

Proposal 2 – Lead with Emotion and Product



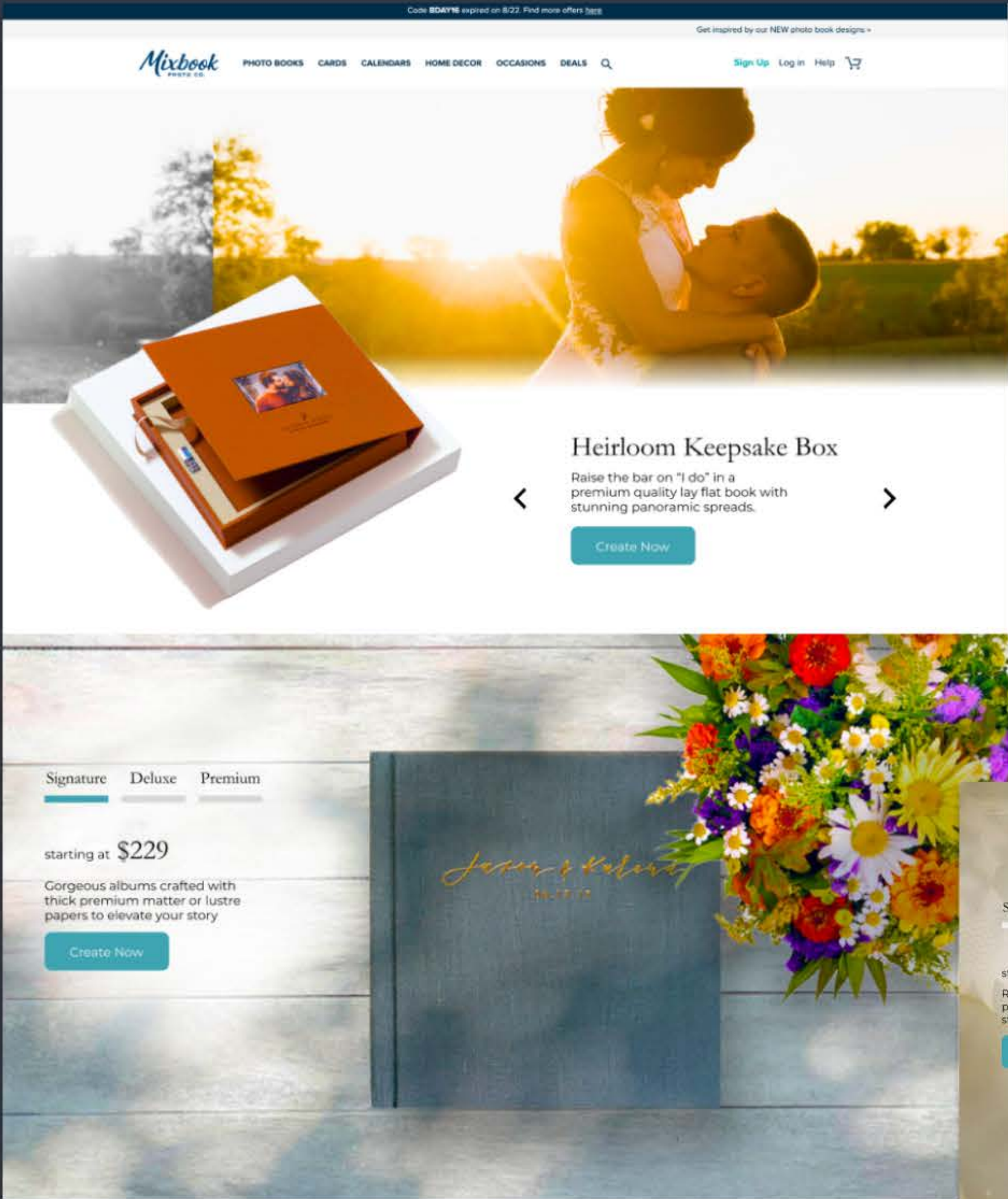
## The Winner!

- This version strikes the balance with our brand tone as well as highlighting our product as a premium product



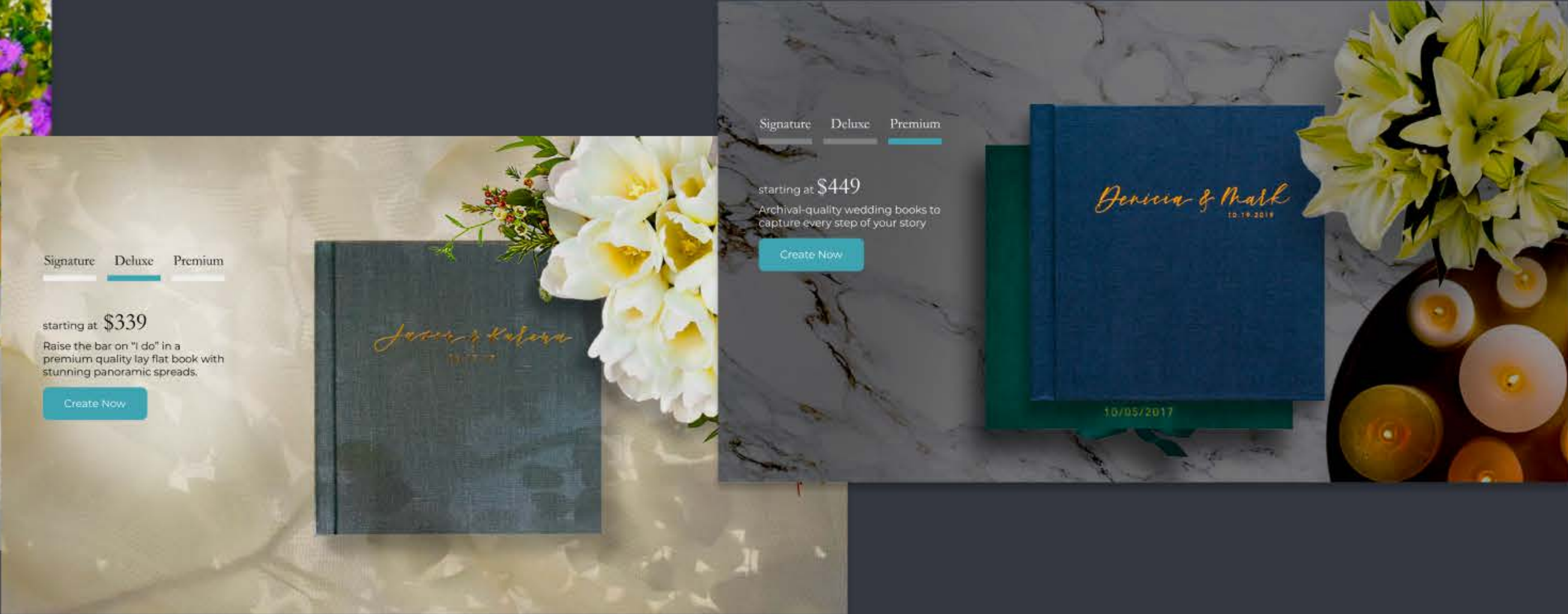
# Research- Validation

5 people, unmoderated, through user testing.com



On the scale of 1-5, please rate your level of enticement about purchasing a photo book from the page?

Rating: 4.3

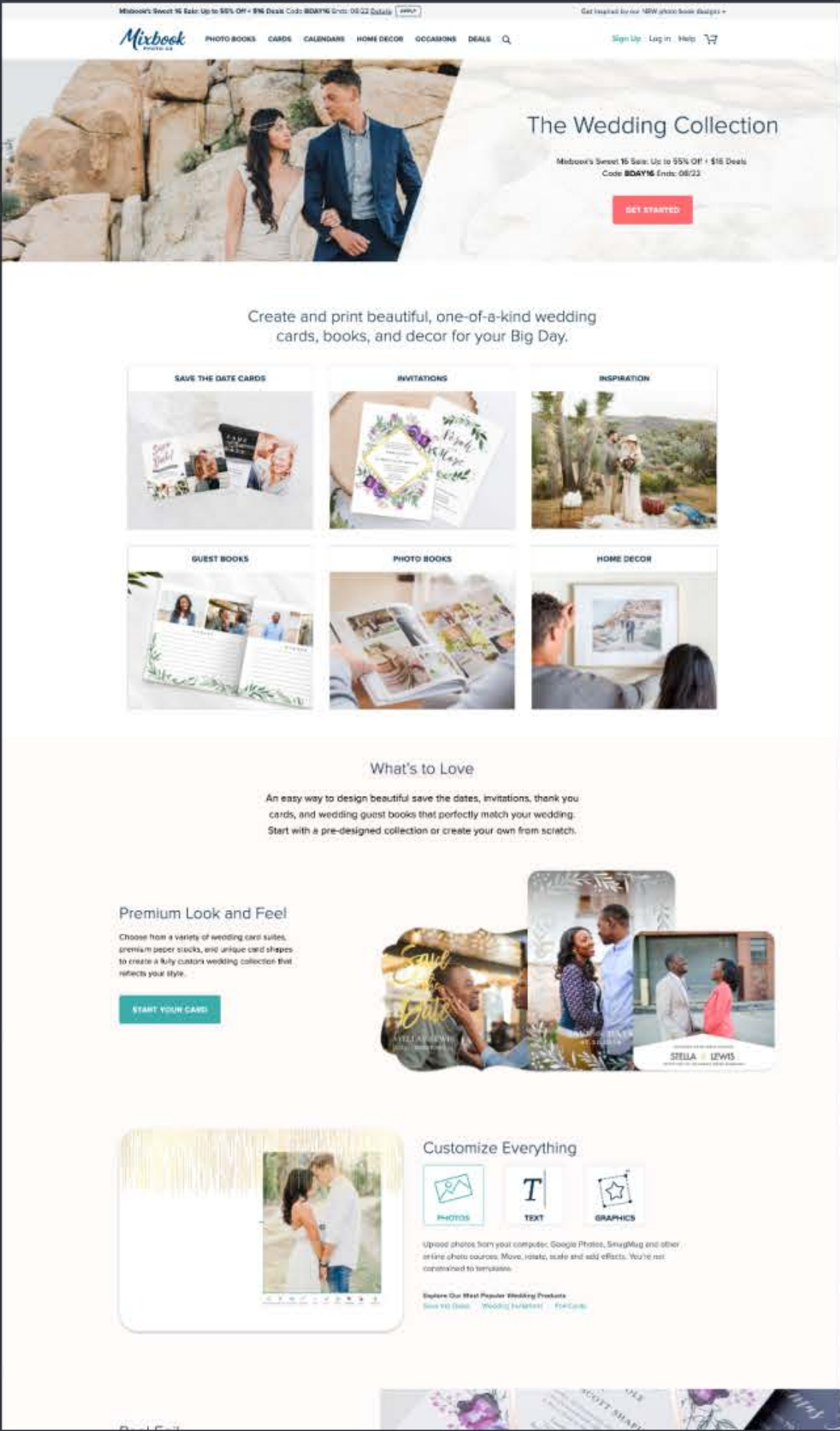


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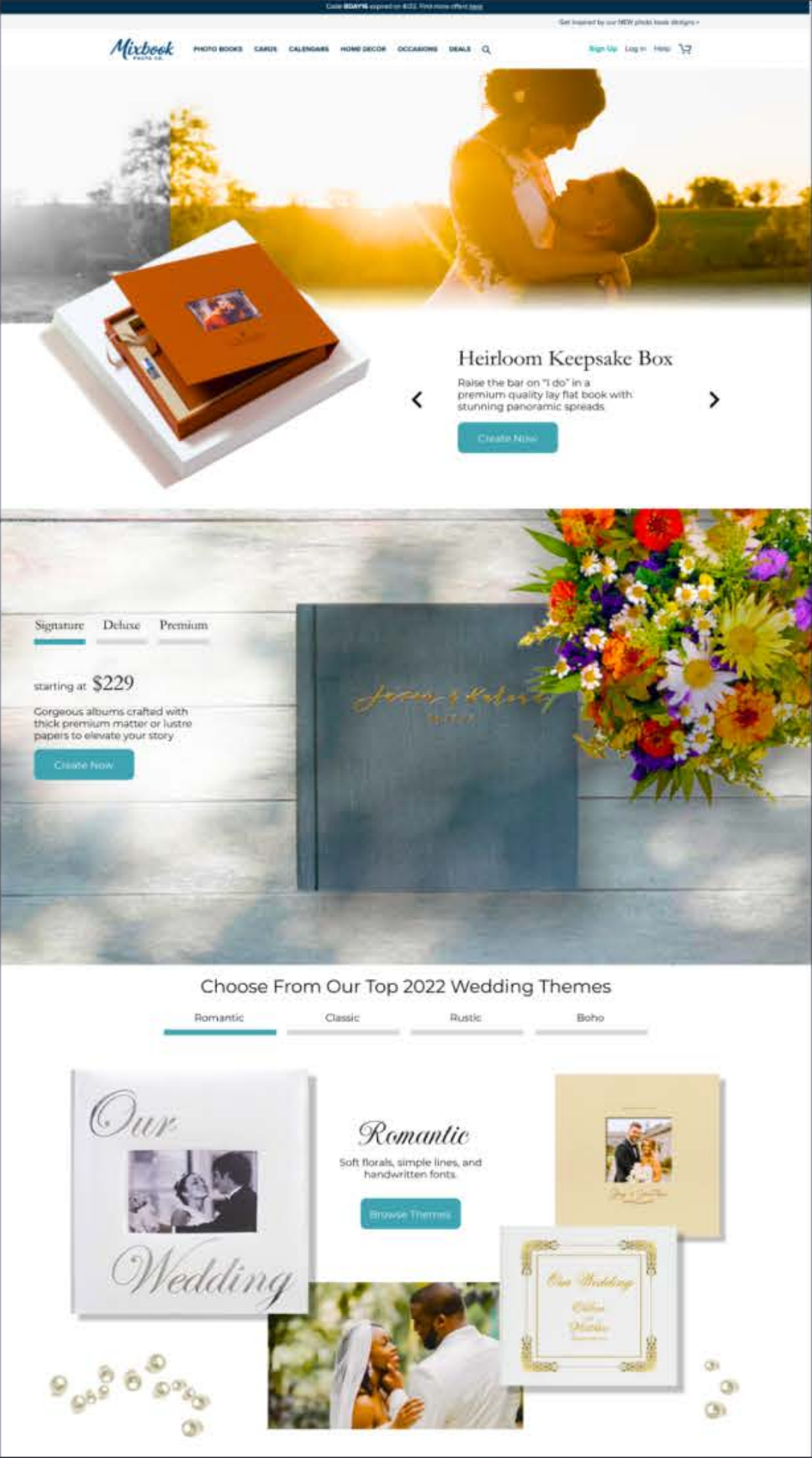
Research– Before and After

On the scale of 1-5, please rate your level of enticement about purchasing a photo book from the page?

Before  
Rating: 3.3



After  
Rating: 4.3



WEDDING PHOTO BOOK LANDING PAGE

# The Big Takeaway

Lessons I Learned...

## Look to the Industry Leaders, but...

We have to assess if their strategy fits our brand?

If we change too fast and too quick to follow someone else's playbook, we run the risk of losing current customers.



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Thank you for your time!

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