**User guide to Tanner Dance’s photography website**

The following is a guide to help users access Tanner Dance’s new photography hosting and ecommerce platform. You can access this website here: [www.tannerdance.zenfolio.com](http://www.tannerdance.zenfolio.com)

The guide will go over how to navigate the site, browse pictures, create a profile (optional), and how to purchase pictures. Our webhost, Zenfolio, partners with outside vendors to offer physical products (prints, books, etc.). These products are priced according to these vendors’ cost of production, with little input from Tanner Dance. The photography downloads we offer are sold at their highest resolution. We recommend browsing physical options on our website and comparing prices to local vendors, which may have more economical print options. You can purchase downloads and then use another vendor if you find it preferable.

For photography downloads, we offer volume discounts based on how many pictures you are purchasing. For the discount to apply, you **must enter the discount code at checkout**. Instructions on how to do this are in the purchasing section below. The following is the pricing structure for each show, the percentage discount you get with volume purchases, and discount codes to use in each case.

<table>
<thead>
<tr>
<th>Price for downloads</th>
<th>1 picture</th>
<th>10+ pictures</th>
<th>20+ pictures</th>
<th>30+ pictures</th>
<th>50+ pictures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest Capitol Theater concert</td>
<td>$1.50</td>
<td>20.00%</td>
<td>33.33%</td>
<td>40.00%</td>
<td>57.50%</td>
</tr>
<tr>
<td>Events one year or older</td>
<td>$1.00</td>
<td>20.00%</td>
<td>25.00%</td>
<td>33.33%</td>
<td>50.00%</td>
</tr>
<tr>
<td>Other current Tanner events</td>
<td>$1.25</td>
<td>20.00%</td>
<td>25.00%</td>
<td>33.33%</td>
<td>50.00%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Volume discount code</th>
<th>10+ pictures</th>
<th>20+ pictures</th>
<th>30+ pictures</th>
<th>50+ pictures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest Capitol Theater concert</td>
<td>Capitol-pic10</td>
<td>Capitol-pic20</td>
<td>Capitol-pic30</td>
<td>Capitol-pic50</td>
</tr>
<tr>
<td>Events one year or older</td>
<td>Past-pic10</td>
<td>Past-pic20</td>
<td>Past-pic30</td>
<td>Past-pic50</td>
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<td>Other current Tanner events</td>
<td>VT-pic10</td>
<td>VT-pic20</td>
<td>VT-pic30</td>
<td>VT-pic50</td>
</tr>
</tbody>
</table>

We are fully aware that this new webhosting site is not the most user friendly, but it is the best system we could get that fits University of Utah’s security parameters. If you are comfortable learning the system on your own, we still recommend reading the first few pages of this handbook. If you feel you need more help, start in the “Beginners guide” chapter of this guide. You can also click on the chapters below to jump onto a specific chapter.

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Selecting pictures

When you go into the Galleries page, you will see multiple galleries in which each concert is hosted. Each picture represents a gallery. The name of each gallery only shows when a mouse hovers over the picture. Click on the picture of the gallery from which you wish to browse photographs [ex: Dancing Man].

A gallery will have a preview of the pictures, and a few options in the near top right corner (blue box above). These are buttons to Share the gallery, Select Photos for purchase or favorite, and the Buy option. Select and Buy function similarly. You need to use one or the other in order to select pictures individually, which is needed in order to purchase pictures. Selecting pictures to share, favorite or purchase will also allow you to create a Zenfolio account. While this is not needed in order to purchase pictures, it is highly recommended, especially if you intend to be a repeat customer.
Creating and using a Zenfolio account

Use the left side if you already have an account. Use the right side to create a new account. You will need to read and agree (by checking the box) to the terms of use in the website (blue box).

When you are logged in, the top row of the website will have a few new buttons. On the top left you can see the pictures you chose by clicking My Selection [default name for your Favorites] button (blue box). You can continue adding pictures to that gallery, you can edit it or you can start a new set as well.

On the top right, you can click the My Account button to edit your preferences or Logout to exit your account and browse anonymously (red box). Next to these buttons is a Shopping Cart which we will explore later in the buying section.
When looking at your selected favorites you can start a *Slideshow* (green box) to have your selected photos rotate in a loop. Next to that are the *Select All* and *None* buttons which have the same functionality as the previous selection buttons.

You can *Select All* or individually select pictures by clicking on them. With the pictures you select, you can either *Share* (red box) or *Buy* (yellow box). The share option is the same as previously discussed, and we will go over the buy option later.

At the bottom right of each picture there is a drop arrow for more actions (blue box). These actions include viewing the image on its own, viewing the image in the galley, buying the image, or removing it from your favorites.

In the top left corner, you can click the *My Selection* button (black box) again to change the settings of your selection of favorites.

This allows you to change the name of your selection, create a new selection of favorites, or delete it.

By clicking the *My Account* button on the top right, you can access your own account to change the settings as you please.
You can use this site to view past orders (red box), edit your profile (blue box), see your set payment information (green box – optional), see your favorite selections (yellow box), and see your cart (white box).

At various points before we have seen both Shopping Cart, Buy and My Cart buttons. All those allow for purchasing the selected pictures. The following are instructions on how to do so.
Purchasing pictures

When you are selecting pictures, you can click the *Buy* button for more actions to appear (red box). This include *Select Products* for the chosen pictures, *Save for Purchasing Later* and *View Cart*. When you select *Save for Purchasing Later* it saves the pictures in an interface similar to the previously explained *Favorites*, with the only difference being that this explicitly for purchase. The other two are the main interfaces for the purchasing process.

When you choose *Select Products* it takes you to the following site:

On the left side (red boxes) you can select *Print Products* and on the right (blue boxes) you can select *Downloads*. In this guide we will focus on physical products only. Downloads have the same buying interface but have much fewer features (print material, sizes, etc.) to choose from.
When you choose a product (either physical or digital) you are taken to a page like the one above. You can use the top left corner (red box) to navigate back to the gallery, back to shop home (the previous page), or directly toggle between Prints and Downloads products. The product you are in at the moment will be bolded (in the example, it is Downloads).

The bottom row in the middle (white box) allows you to Crop your pictures or navigate [left, right] through the pictures you have selected. By pressing the Crop button, you can select a specific section of the picture you want printed, and can crop out the rest. You can also select to print the picture in either Black and White or Sepia tones. None of this affects pricing of the print. Digital Downloads have none of these options, but can be manually cropped/digitally enhanced with another software after purchasing it.

To the right of the picture are the options we will use to purchase a picture. The top option (blue box) is the Product Option. You can use the dropdown arrow to select other products. In this example we are looking at Small Print, which are either 4x6 or 5x7 inches (these options change the pricing). Here you can change it to larger sizes from Standard (8x10) to Very Large (20x30), all which affect pricing. Digital Downloads have only one product option available and one standard price per gallery.

Right below this are the Product Features (green box). Here you can further select options that will affect the price of a print (Size and Paper Type). This box shows the total price at the top right. Once you have selected all options you want, you can select how many copies of this picture you want, and then Add to Cart. Digital Downloads have none of the options above and one standard price per gallery.

Right below this are the Product Details (yellow box) which explain exactly what type of product you are about to purchase. Digital Downloads have a description of the licensing you are purchasing: “Royalty-free personal use: Allowed to use the purchased item for personal purposes only and not for profit.”

A reminder that volume discounts are only available for Digital Downloads and that Tanner Dance has little input on pricing for Physical Products.

Once decided on the product you want to purchase, you must use the Add to Cart button.
Whatever product you decide to purchase, it will apply to all Selected pictures (in the example above, two pictures). Once the product(s) is added to the Cart the dialogue box above will show up. You can go Back to Gallery (red box) to select other pictures, Continue Shopping (green box) to choose other products with the same pictures or View Cart (blue box). Assuming you are ready to make a purchase, we will View Cart.
Your Cart has all the products you have added, Physical or Digital. The main menu at the top right (blue box) allows you to Continue Shopping, Save Cart (for which you need to log in), or Share Cart with someone else via email.

At the mid-top right and mid-bottom right (red boxes) are summaries of the order and total price. These also have the PROCEED TO CHECKOUT button, which we’ll use to move on to the next step.

The rest of the page has a breakdown of the products you are buying. Each product you have chosen has its unique Item Price, the Quantity of each product you want to buy [which you can change at this point] and the Item Total for each product (green boxes). Notice that in the example we are purchasing 30 copies of a Digital Download – this is only to illustrate the volume discount in the next step, and you **should not** buy more than one digital copy of each picture.

If you are purchasing Physical Products you can estimate your shipping costs before going through Checkout by entering your address in the bar at the bottom right corner (yellow box).

![Register or Login form](image)

When you click the PROCEED TO CHECKOUT button in the previous window you are directed to either register/create a Zenfolio account or log in if you already have one. While it is recommended that you do this, especially if you plan on purchasing pictures in the future, this step is optional. If you do **not** want to create a Zenfolio account, you can Checkout as Guest by pressing the link in the red box above.

The checkout process is the same whether you are logged in using a Zenfolio account or doing so as a guest. We will illustrate the process below checking out as a guest.
At the top right of this screen (red box) you will see a summary of your order and total price you will pay.

Any Digital Download will have a Digital Download License Agreement. Since all pictures are copyrighted property of Tanner Dance, your purchase of a Digital Copy makes you the owner of the copy you buy, insofar as you agree to not make any profit for it. In order to purchase a Digital Copy, you must read and accept the terms of the license agreement (blue box) before moving forward.

After agreeing to the license agreement, click the CONTINUE CHECKOUT button (green box).
Any Physical Product will require you to provide a Shipping Address (blue box) to ship out the product. This information may be pre-filled if you are doing the checkout process with an existing Zenfolio account. Some information asked in this step is optional (and it is labeled as such), the rest of the information is needed to continue with process.

After filling up the necessary information, click the CONTINUE CHECKOUT button (green box).
If you have a Physical product, you will be given a choice for shipping method (red box). Shipping methods affect total pricing. Please MANUALLY SELECT your preferred shipping method, as the website generally defaults to the *most expensive* option.

If you have a Digital Download, you will be given instructions on how to download your product after payment (blue box). In general, you will receive a link in the same email as your receipt. This link is valid for 30 days only. Please download your copy during that timeframe.

If you have multiple Digital Downloads and are eligible for the volume discounts discussed at the beginning of this guide, this page is where you apply the discount. You will have to use the discount that applies to your gallery and volume order [see chart at the beginning of the guide]. If you want to purchase products from multiple galleries, you will need to go through the checkout process individually for each discount coupon to apply. You can enter the discount code in the *Coupon Code* box at the top right of this page (yellow box). In this example, the coupon has already been applied, and you can see the discount applied in the blue box.

Once you have selected all options for your order and applied discounts (if applicable) click the CONTINUE CHECKOUT button (green box).
In this page you will be directed to Select a Payment Method (red box). You can either use a debit/credit card or use PayPal. If you use a debit/credit card, you will need to include a Billing Address for that card. If your order includes a Physical Product for which you have already provided an address, you can click on the box for Same as Shipping Address (blue box), if this applies to you.

On the right third of the page (yellow box), you will see a summary of your order and the total amount you will be charged. If all this looks right and you are ready, click the CONTINUE CHECKOUT button (green box).
The last checkout button should take you to the confirmation page above. This will have your personal information and information about your order. In this example, we have blacked out the personal information of the person making the purchase for privacy purposes.

This page will have details of the products you are ordering (yellow box), and a summary of the order (blue boxes) for you to make sure the information is right, or change it if anything is needed. If all the information in this page looks correct to you, you can click the PLACE ORDER button (red box).
This concludes the process of purchasing pictures. The last page you’ll be directed to is a Receipt like the one above, which you can keep for your records. You will also receive a copy of the receipt via email, and if you purchase Digital Downloads, this email will have the link to the download page.
Beginners guide

Navigating the website

Our website is: www.tannerdance.zenfolio.com which takes you to the homepage

The two highlighted links above (in red boxes) lead you to our About page and our Contact page.
The *About* site contains a simple description of Tanner Dance with a link to our [main website](#).

The *Contact* site contains our physical address, office phone and our main website on the left. On the right, there is an embedded message form to email us directly.
Looking for photographs and browsing galleries

The first step is to go to the **Galleries** page. You can access it by clicking the **Galleries** button at the top right of any page on the website (below in the red box).

The **Galleries** page contains galleries where the photographs are hosted. Each picture represents a gallery. The name of each gallery only shows when a mouse hovers over the picture (name seen in the blue box above). Click on the picture of the gallery from which you wish to browse photographs [ex: Dancing Man].
A gallery will have a preview of the pictures, and a few options in the near top right corner (blue box in the previous picture). These are buttons to Share the gallery, Select Photos for purchase or favorite, and the Buy option. We will explore these options later.

You can also directly click on a picture, which will take you to an expanded version of that photo.

![Expanded Photo](image)

Above is the expanded version of a selected picture. In this view, we can see other pictures by navigating left and right. You can do this by either clicking the direction buttons (yellow boxes) or the left/right buttons on your keyboard.

You can also see the upcoming and previous pictures in a smaller preview below the main picture (green box). In this preview you can click the Slideshow button, and pictures will rotate automatically. To the right side of the picture (black box) is the ecommerce interface. This allows you to keep track of what you are purchasing. This will be explained more in depth in the buying section.

Above the picture are two buttons (blue box). One is to Share and is in the shape of two nodes, while the other is to Favorite the picture and has the shape of a heart. To leave this view, you can either press the Escape button in your keyboard, or the left arrow in the top left corner of the screen (red box). This will take you back to the original gallery you were in.

![Ecommerce Interface](image)

Back in the gallery, let’s take a closer look at the Share and Select Photos buttons.
The *Share* button provides you the direct link to the gallery you are currently in, as well as a shortened link that is easier to share. It also allows you to share this gallery directly through *Facebook*, *Twitter*, or *Email*. You could also share a specific picture by clicking on the node button in the picture view.

Selecting the *Share* button in a picture also allows you to share the picture on *Pinterest*. All shared pictures or galleries will have a watermark in them and will link back to the Tanner Dance photography website.
The *Select Photos* button allows you to choose multiple pictures at once to either *Buy* or *Add to Favorites*.

Once you press the *Select Photos* button, this is replaced by the *Buy*, *Add to Favorites* and *Cancel* buttons (green box above). If you want to go back to the previous page, press the *Cancel* button.

Once you press the *Select Photos* button, a small circle appears at the bottom left of each picture (red box above). You can either click this circle or the picture itself to select an action with this picture. Each selected picture turns the circle into a checkmark. You can select as many or as few pictures as you want.

If you want to select the entire gallery, you can click the *All* button in the near top left corner (blue box). Next to that button is the *None* button, which will de-select all previously selected pictures.

When you hover over a picture, you will see a small magnifying glass in the bottom right corner. You can click that to make the picture bigger (results in yellow box).

With the selected pictures you can either click *Buy* or *Add to Favorites*. Since we will go over *Buy* later on, we will look at *Add to Favorites* now. This is an option that requires you to create an account with Zenfolio (our photo-sharing webhost) if you don’t have one already. This allows you to save pictures you like to review later or create galleries of your own. This step is optional and you do not need to create an account to purchase pictures. Having an account, however, makes the checkout process easier.

If you are not logged in already, you will be prompted to create an account when you press the *Add to Favorites* button. If you want to create an account, press *Continue*. 
Creating and using a Zenfolio account

Use the left side if you already have an account. Use the right side to create a new account. You will need to read and agree (by checking the box) to the terms of use in the website (blue box).

When you are logged in, the top row of the website will have a few new buttons. On the top left you can see the pictures you chose by clicking *My Selection* [default name for your Favorites] button (blue box). You can continue adding pictures to that gallery, you can edit it or you can start a new set as well.

On the top right, you can click the *My Account* button to edit your preferences or *Logout* to exit your account and browse anonymously (red box). Next to these buttons is a *Shopping Cart* which we will explore later in the buying section.
When looking at your selected favorites you can start a Slideshow (green box) to have your selected photos rotate in a loop. Next to that are the Select All and None buttons which have the same functionality as the previous selection buttons.

You can Select All or individually select pictures by clicking on them. With the pictures you select, you can either Share (red box) or Buy (yellow box). The share option is the same as previously discussed, and we will go over the buy option later.

At the bottom right of each picture there is a drop arrow for more actions (blue box). These actions include viewing the image on its own, viewing the image in the galley, buying the image, or removing it from your favorites.

In the top left corner, you can click the My Selection button (black box) again to change the settings of your selection of favorites.

This allows you to change the name of your selection, create a new selection of favorites, or delete it.

By clicking the My Account button on the top right, you can access your own account to change the settings as you please.
You can use this site to view past orders (red box), edit your profile (blue box), see your set payment information (green box – optional), see your favorite selections (yellow box), and see your cart (white box).

At various points before we have seen both Shopping Cart, Buy and My Cart buttons. All those allow for purchasing the selected pictures. The following are instructions on how to do so.
Purchasing pictures

When you are selecting pictures, you can click the Buy button for more actions to appear (red box). This include Select Products for the chosen pictures, Save for Purchasing Later and View Cart. When you select Save for Purchasing Later it saves the pictures in an interface similar to the previously explained Favorites, with the only difference being that this explicitly for purchase. The other two are the main interfaces for the purchasing process.

When you choose Select Products it takes you to the following site:

On the left side (red boxes) you can select Print Products and on the right (blue boxes) you can select Downloads. In this guide we will focus on physical products only. Downloads have the same buying interface but have much fewer features (print material, sizes, etc.) to choose from.
When you choose a product (either physical or digital) you are taken to a page like the one above. You can use the top left corner (red box) to navigate back to the gallery, back to shop home (the previous page), or directly toggle between *Prints* and *Downloads* products. The product you are in at the moment will be bolded (in the example, it is *Downloads*).

The bottom row in the middle (white box) allows you to *Crop* your pictures or navigate [left, right] through the pictures you have selected. By pressing the *Crop* button, you can select a specific section of the picture you want printed, and can crop out the rest. You can also select to print the picture in either *Black and White* or *Sepia* tones. None of this affects pricing of the print. Digital Downloads have none of these options, but can be manually cropped/digitally enhanced with another software after purchasing it.

To the right of the picture are the options we will use to purchase a picture. The top option (blue box) is the *Product Option*. You can use the dropdown arrow to select other products. In this example we are looking at *Small Print*, which are either 4x6 or 5x7 inches (these options change the pricing). Here you can change it to larger sizes from *Standard* (8x10) to *Very Large* (20x30), all which affect pricing. Digital Downloads have only one product option available and one standard price per gallery.

Right below this are the *Product Features* (green box). Here you can further select options that will affect the price of a print (*Size* and *Paper Type*). This box shows the total price at the top right. Once you have selected all options you want, you can select how many copies of this picture you want, and then *Add to Cart*. Digital Downloads have none of the options above and one standard price per gallery.

Right below this are the *Product Details* (yellow box) which explain exactly what type of product you are about to purchase. Digital Downloads have a description of the licensing you are purchasing: “*Royalty-free personal use: Allowed to use the purchased item for personal purposes only and not for profit.*”

A reminder that volume discounts are only available for Digital Downloads and that Tanner Dance has little input on pricing for Physical Products.

Once decided on the product you want to purchase, you must use the *Add to Cart* button.
Whatever product you decide to purchase, it will apply to all *Selected* pictures (in the example above, two pictures). Once the product(s) is added to the *Cart* the dialogue box above will show up. You can go *Back to Gallery* (red box) to select other pictures, *Continue Shopping* (green box) to choose other products with the same pictures or *View Cart* (blue box). Assuming you are ready to make a purchase, we will *View Cart*. 
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The rest of the page has a breakdown of the products you are buying. Each product you have chosen has its unique Item Price, the Quantity of each product you want to buy [which you can change at this point] and the Item Total for each product (green boxes). Notice that in the example we are purchasing 30 copies of a Digital Download – this is only to illustrate the volume discount in the next step, and you should not buy more than one digital copy of each picture.

If you are purchasing Physical Products you can estimate your shipping costs before going through Checkout by entering your address in the bar at the bottom right corner (yellow box).

When you click the PROCEED TO CHECKOUT button in the previous window you are directed to either register/create a Zenfolio account or log in if you already have one. While it is recommended that you do this, especially if you plan on purchasing pictures in the future, this step is optional. If you do not want to create a Zenfolio account, you can Checkout as Guest by pressing the link in the red box above.

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After agreeing to the license agreement, click the CONTINUE CHECKOUT button (green box).
Any Physical Product will require you to provide a Shipping Address (blue box) to ship out the product. This information may be pre-filled if you are doing the checkout process with an existing Zenfolio account. Some information asked in this step is optional (and it is labeled as such), the rest of the information is needed to continue with process.

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If you have a Digital Download, you will be given instructions on how to download your product after payment (blue box). In general, you will receive a link in the same email as your receipt. This link is valid for 30 days only. Please download your copy during that timeframe.

If you have multiple Digital Downloads and are eligible for the volume discounts discussed at the beginning of this guide, this page is where you apply the discount. You will have to use the discount that applies to your gallery and volume order [see chart at the beginning of the guide]. If you want to purchase products from multiple galleries, you will need to go through the checkout process individually for each discount coupon to apply. You can enter the discount code in the Coupon Code box at the top right of this page (yellow box). In this example, the coupon has already been applied, and you can see the discount applied in the blue box.

Once you have selected all options for your order and applied discounts (if applicable) click the CONTINUE CHECKOUT button (green box).
In this page you will be directed to Select a Payment Method (red box). You can either use a debit/credit card or use PayPal. If you use a debit/credit card, you will need to include a Billing Address for that card. If your order includes a Physical Product for which you have already provided an address, you can click on the box for Same as Shipping Address (blue box), if this applies to you.

On the right third of the page (yellow box), you will see a summary of your order and the total amount you will be charged. If all this looks right and you are ready, click the CONTINUE CHECKOUT button (green box).
The last checkout button should take you to the confirmation page above. This will have your personal information and information about your order. In this example, we have blacked out the personal information of the person making the purchase for privacy purposes.

This page will have details of the products you are ordering (yellow box), and a summary of the order (blue boxes) for you to make sure the information is right, or change it if anything is needed. If all the information in this page looks correct to you, you can click the *PLACE ORDER* button (red box).
This concludes the process of purchasing pictures. The last page you’ll be directed to is a Receipt like the one above, which you can keep for your records. You will also receive a copy of the receipt via email, and if you purchase Digital Downloads, this email will have the link to the download page.