

Introduction

Since my final project is to build a personal website for my Dad who is an amateur photographer, I searched the relevant websites using keywords “photography”. Finally, I selected two of them: Silverbox Photographers (<https://silverboxphotographers.com/>) and Lollipop Photography (<https://lollipopphotography.com/>). Both of them are the professional studio doing photography works for all kinds of events, like seniors, wedding and commercial photographs. These two websites are somehow similar, but lots of design details make them better than others in some certain aspects. Also, I think they would be even better if they could modified some layout designs.

Sliver box Photographers Strengths and Weaknesses

Strengths:

At the first glance, the designs of images are eye-catching. They are not just ranked in a normal order. Instead, all the pictures you saw when you enter the website are in different sizes and overlapped each other in a very chic way. All these layout details are full with sense of design. And the display are not static. The slideshow feature make the layout vivid. And the Contact division has a very nice background. It’s much better to use a picture as background. Also, users can easily tell different divisions due to their smart designs. They did not use the rigid way to divide the webpage. They uses different font types, different background colors, and event a single picture which come with the same width as the body to divide the whole webpage.

Weakness:

First of all, although the navigation bar on this website is neat, it not that functional. Users can easily ignore it. And in the “From the Blog” part, the “read more” buttons are in a slight form. I think it’s a little bit too slight.

Lollipop Photography Strengths and Weaknesses

Strengths:

Different from the first website, its navigation bar is very nice, neat but with sense of design. The detail that I like the best is the linear header on the very top of the webpage. It contains the contact information and business they recommend. All the contact ways are shown using icons which look chic, and the promotion keywork, which links to an sub-webpage, is in a different color and font. It’s eye-catching and much better than the traditional underline. They also use big icons to denote the different features, like schedule. Another strength is the way of placing their LOGO is very impressive. After I browsed these two websites, I cannot remember the LOGO of first one, but this one is very easy to recall.

Weaknesses:

Make their main business is baby photography. At the first beginning, I thought that should be their only business. But I found they also do other photography works like wedding photography. They only put these parts in the very bottom and add one or two pictures in the slideshow. I think they did not balance all the divisions very well.

Comparison

As mentioned above, these two websites are similar. They all use lots of pictures instead of text contents. They all use slideshows, navigation bars and footers. And both of them have neat layouts. Compare to the Lollipop, Silverbox has a longer webpage. However, the divisions on Silverbox are still clear and good looking. The layout of Lollipop is a little bit crowded.

Possible Uses

Since they are all photography studios. The users potential users should be the people who would like to have photo shoots for some events. Users who are looking for family or kids photography may prefer Lollipop, because, according to their website, the kids photography takes a large part of their layout. On the other hand, Silverbox are more comprehensive. Their customers may more various.

Also, Silverbox has a blog part, which may attract some bloggers. Bloggers can post, comment or get some inspirations on this website.