

Boots are changing their photo
printing supplier and redesigning their
photo website – bootsphoto.com

Role: Researcher & UI Designer

Research

Online surveys & polls

We value your feedback!

About 30 seconds to complete
Questions marked with an * are required.

Why did you visit CEWE Photoworld today? *

Please type here...

Were you able to complete your task? *

Yes

No, because...

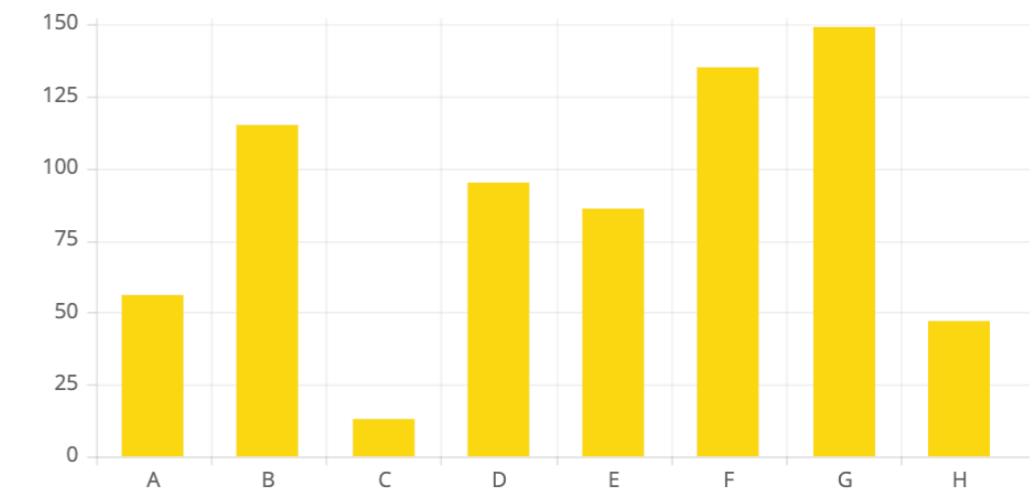
What changes or improvements would you like to see on our website? *

Please type here...

SEND

# ^	ANSWER	COUNT	% OF RESPONDENTS	% OF ANSWERS
A	Photo book tutorials	56	12%	8%
B	Photo book price chart	115	24%	16.5%
C	Other (please specify)	13	3%	1.9%
D	Step by step guide to making a photo book	95	20%	13.6%
E	Price calculator	86	18%	12.4%
F	Examples of finished photo books	135	28%	19.4%
G	Examples of photo book layouts	149	31%	21.4%
H	Photo book binding options	47	10%	6.8%

696 answers from 478 respondents.



What other information would you like to see on this page?

Next >

Usability testing



Competitive benchmarking

Competitive Benchmarking

Amazon

All thumbnails displayed visibly

On hover, zoom image appears to the right of the main gallery image

Offers & promotions

More product details

Product details

UX Research

Competitive Benchmarking

Nike

- All images displayed visibly
- No use of traditional carousel gallery
- Opens in full-screen, vertically scrollable lightbox on single click
- No zoom function in lightbox

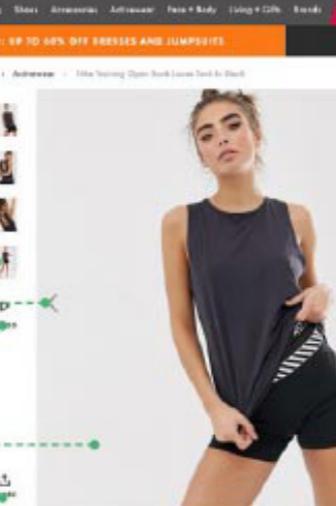
You MAY ALSO LIKE

I Gear Nike Sportswear French Terry Crew 104.44 £37.95

S Denim Nike Sportswear French Terry Trousers 154.95

UX Research

Competitive Benchmarking



asos

Breadcrumb displayed above Image gallery

All thumbnails displayed, not hidden from sight

Use of carousel arrows

Video link separate from Image thumbnails

Zoom on single click with 2 levels of zoom

Share on social media

No product details in header except for selection options

Link to delivery & returns information next to price

Price directly below product title

Button to add to "liked Items"

Shipping restrictions

Product specifications visible - no tabs, just read more button

Cross-selling section with pagination for more content

A/B Testing

• Freeform Table

	Unique Visitors	Visits	HPS Downloads	IPS Orders	IPS Net Revenue	Mobile App Leads	DFM Orders (Order at Home)	Newsletter Registrations	HPS Downloads	HPS Orders	HPS Revenue	Conversion Rate - New	Bounce Rate
Target Experience Name (list)  T20	14,202 out of 659,495	24,113 out of 910,016	1,882 out of 40,971	668 out of 16,348	36,314.98 GBP f 589,624.30 GBP	732 out of 9,959	0 out of 0	176 out of 4,844	1,882 out of 40,971	636 out of 32,045	46,951 GBP ut of 1,993,441 GBP	5.41% out of 5.97%	23.99% out of 50.06%
Page: 1 / 1 Rows: 50 1-2 of 2													
1. 20190811_photobooks_produ...	7,128 50.2%	12,190 50.6%	960 51.0%	334 50.0%	17,522.26 GBP	365 49.9%	0 0.0%	88 50.0%	960 51.0%	319 50.2%	21,826 GBP 46.	5.36%	24.96%
Segments Page: 1 / 1 Rows: 5 1-3 of 3	7,126 Jan 1	12,188 Jan 1	960 Jan 1	334 Jan 1	17,522.26 GBP Jan 1	365 Jan 1	0 Jan 1	88 Jan 1	960 Jan 1	319 Jan 1	21,826 GBP Jan 1	9.69%	89.90%
1. Non-Mobile Visits	3,910 54.9%	7,483 61.4%	941 98.0%	301 90.1%	16,486.47 GBP	14 3.8%	0 0.0%	68 77.3%	941 98.0%	319 100.0%	21,826 GBP 100	8.29%	21.91%
2. Smartphone Visits	2,686 37.7%	3,847 31.6%	11 1.1%	27 8.1%	880.06 GBP	295 80.8%	0 0.0%	15 17.0%	11 1.1%	0 0.0%	0 GBP 0.0%	0.70%	29.76%
3. Tablet Visits	530 7.4%	858 7.0%	8 0.8%	6 1.8%	155.73 GBP	56 15.3%	0 0.0%	5 5.7%	8 0.8%	0 0.0%	0 GBP 0.0%	0.70%	38.23%
2. 20190811_photobooks_family...	7,173 50.5%	12,115 50.2%	933 49.6%	337 50.4%	18,928.65 GBP	369 50.4%	0 0.0%	90 51.1%	933 49.6%	319 50.2%	25,290 GBP 53.	5.41%	22.99%
Segments Page: 1 / 1 Rows: 5 1-3 of 3	7,174 Jan 1	12,114 Jan 1	933 Jan 1	337 Jan 1	18,928.65 GBP Jan 1	369 Jan 1	0 Jan 1	90 Jan 1	933 Jan 1	319 Jan 1	25,290 GBP Jan 1	10.08%	83.42%
1. Non-Mobile Visits	3,940 54.9%	7,510 62.0%	920 98.6%	299 88.7%	17,925.56 GBP	15 4.1%	0 0.0%	75 83.3%	920 98.6%	319 100.0%	25,290 GBP 100	8.23%	20.38%
2. Smartphone Visits	2,716 37.9%	3,769 31.1%	7 0.8%	29 8.6%	802.65 GBP	329 89.2%	0 0.0%	11 12.2%	7 0.8%	0 0.0%	0 GBP 0.0%	0.77%	26.63%
3. Tablet Visits	518 7.2%	835 6.9%	6 0.6%	9 2.7%	200.44 GBP	25 6.8%	0 0.0%	4 4.4%	6 0.6%	0 0.0%	0 GBP 0.0%	1.08%	36.41%

Workshops



Synthesis

Affinity Diagrams

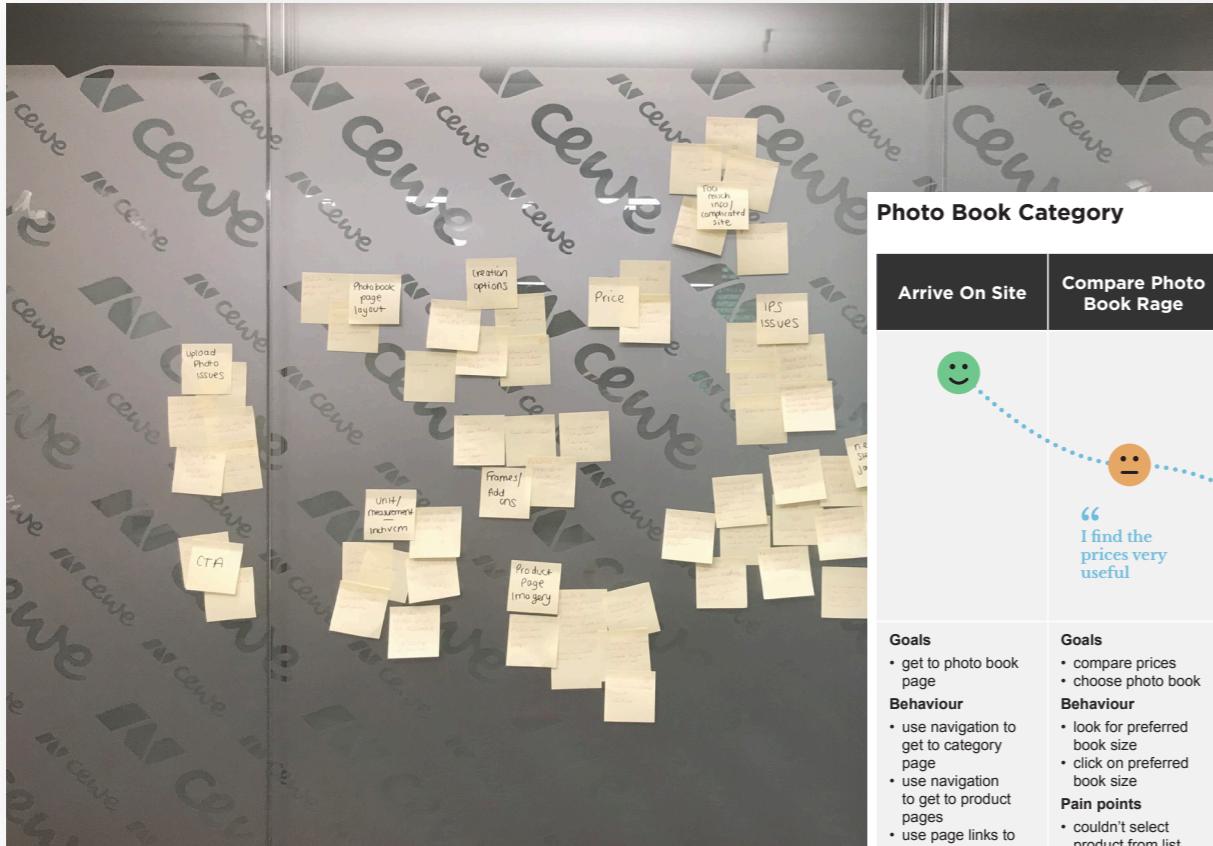


Photo Book Category

Arrive On Site	Compare Photo Book Page	Photo Book Category Page	Theme Page	Photo Book Product Page	Software Page	Online Book Builder
Goals <ul style="list-style-type: none"> get to photo book page choose photo book Behaviour <ul style="list-style-type: none"> use navigation to get to category page use navigation to get to product pages use page links to get to photo book page Context <ul style="list-style-type: none"> home work Positives <ul style="list-style-type: none"> easy to get to pages via nav 	Goals <ul style="list-style-type: none"> compare prices choose photo book Behaviour <ul style="list-style-type: none"> look for preferred book size click on preferred book size Pain points <ul style="list-style-type: none"> couldn't select product from list some text appeared to be a hyperlink when it wasn't Positives <ul style="list-style-type: none"> found table to be very useful 	Goals <ul style="list-style-type: none"> choose photo book Behaviour <ul style="list-style-type: none"> clicks line up doesn't scroll to read all page content Pain points <ul style="list-style-type: none"> expects line-up to take them to product page didn't like auto scroll struggle to pick between software and create online 	Goals <ul style="list-style-type: none"> get inspiration for photo book see how their product might look Behaviour <ul style="list-style-type: none"> scans content doesn't read everything Pain points <ul style="list-style-type: none"> expects CTA to link through to create a themed book expected image gallery to update with cover and paper type selection surprised by CTA destination 	Goals <ul style="list-style-type: none"> choose photo book see how their product might look Behaviour <ul style="list-style-type: none"> scans content doesn't read everything Pain points <ul style="list-style-type: none"> can't visualise book sizes expected image gallery to update with cover and paper type selection surprised by CTA destination 	Says <ul style="list-style-type: none"> Price list is very useful Canvas auto-scroll is pointless Delivery charge is a lot! Is it a physical frame? <ul style="list-style-type: none"> Add + select photo is pointless Canvas page "too big" print quality hard to see Already selected PB options <ul style="list-style-type: none"> Too many ways to create Online is easier Software isn't always safe Page is too big <ul style="list-style-type: none"> Why? software vs. IPS Don't know what size I'm choosing Wasn't worth it - "explore" 	Does <ul style="list-style-type: none"> Couldn't add to basket Scrolled - willing to navigate Toggled dropdown + tabs Clicked on line-up on PB page <ul style="list-style-type: none"> Couldn't upload photos Got lost after add photo Tried to drag photo to on uses nav to get to PB page <ul style="list-style-type: none"> Uses nav Stuck on comparison page
Goals <ul style="list-style-type: none"> get to photo book page choose photo book Behaviour <ul style="list-style-type: none"> use navigation to get to category page use navigation to get to product pages use page links to get to photo book page Context <ul style="list-style-type: none"> home work Positives <ul style="list-style-type: none"> easy to get to pages via nav 	Goals <ul style="list-style-type: none"> compare prices choose photo book Behaviour <ul style="list-style-type: none"> look for preferred book size click on preferred book size Pain points <ul style="list-style-type: none"> couldn't select product from list some text appeared to be a hyperlink when it wasn't Positives <ul style="list-style-type: none"> found table to be very useful 	Goals <ul style="list-style-type: none"> choose photo book Behaviour <ul style="list-style-type: none"> clicks line up doesn't scroll to read all page content Pain points <ul style="list-style-type: none"> expects line-up to take them to product page didn't like auto scroll struggle to pick between software and create online 	Goals <ul style="list-style-type: none"> get inspiration for photo book see how their product might look Behaviour <ul style="list-style-type: none"> scans content doesn't read everything Pain points <ul style="list-style-type: none"> expects CTA to link through to create a themed book expected image gallery to update with cover and paper type selection surprised by CTA destination 	Goals <ul style="list-style-type: none"> choose photo book see how their product might look Behaviour <ul style="list-style-type: none"> scans content doesn't read everything Pain points <ul style="list-style-type: none"> can't visualise book sizes expected image gallery to update with cover and paper type selection surprised by CTA destination 	Says <ul style="list-style-type: none"> Price list is very useful Canvas auto-scroll is pointless Delivery charge is a lot! Is it a physical frame? <ul style="list-style-type: none"> Add + select photo is pointless Canvas page "too big" print quality hard to see Already selected PB options <ul style="list-style-type: none"> Too many ways to create Online is easier Software isn't always safe Page is too big <ul style="list-style-type: none"> Why? software vs. IPS Don't know what size I'm choosing Wasn't worth it - "explore" 	Does <ul style="list-style-type: none"> Couldn't add to basket Scrolled - willing to navigate Toggled dropdown + tabs Clicked on line-up on PB page <ul style="list-style-type: none"> Couldn't upload photos Got lost after add photo Tried to drag photo to on uses nav to get to PB page <ul style="list-style-type: none"> Uses nav Stuck on comparison page

Customer journey maps

Customer Journey Map

Empathy Map

Says			
Price list is very useful	Canvas auto-scroll is pointless	Delivery charge is a lot!	Is it a physical frame?
Add + select photo is pointless	Canvas page "too big"	print quality hard to see	Already selected PB options
Too many ways to create	Online is easier	Software isn't always safe	Page is too big
Why? software vs. IPS	Don't know what size I'm choosing	Wasn't worth it - "explore"	

Does			
Couldn't add to basket	Scrolled - willing to navigate	Toggled dropdown + tabs	Clicked on line-up on PB page
Couldn't upload photos	Got lost after add photo	Tried to drag photo to on	uses nav to get to PB page
Uses nav	Stuck on comparison page		

Feels			
Disappointed img didn't change	Liked preview option	Prefers inches to cm	Didn't like photo not updating
Didn't like auto-scroll - canvas	Didn't like price of multi-panel	Frustrated by page size	Unhappy with canvas price
Didn't like PB page layout	Didn't like sound of "explore"	Likes compare PB range	

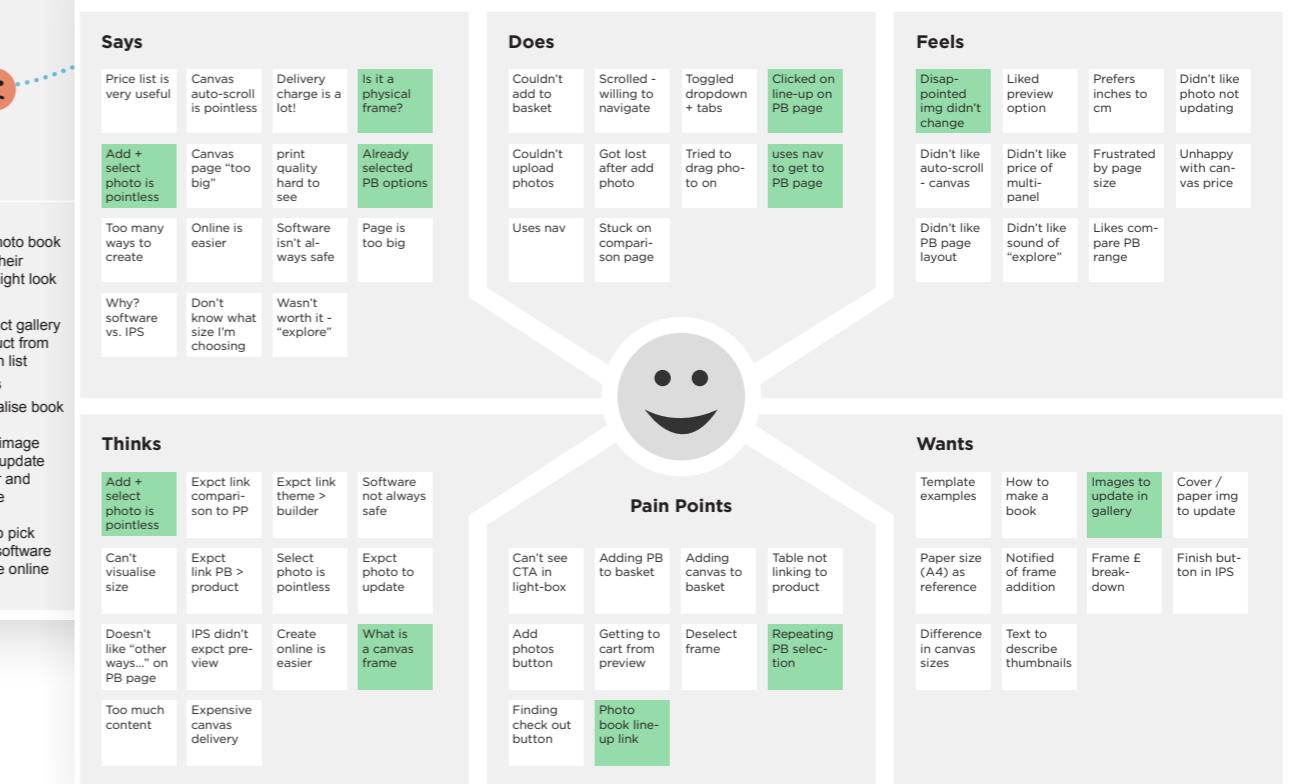
Thinks			
Add + select photo is pointless	Expect link comparison to PP	Expect link theme > builder	Software not always safe
Can't visualise size	Expect link PB > product	Select photo is pointless	Expect photo to update
Doesn't like "other ways..." on PB page	IPS didn't expect preview	Create online is easier	What is a canvas frame
Too much content	Expensive canvas delivery		

Pain Points			
Can't see CTA in light-box	Adding PB to basket	Adding canvas to basket	Table not linking to product
Add photos button	Getting to cart from preview	Deselect frame	Repeating PB selection
Finding check out button	Photo book line-up link		

Wants			
Template examples	How to make a book	Images to update in gallery	Cover / paper img to update
Paper size (A4) as reference	Notified of frame addition	Frame £ breakdown	Finish button in IPS
Difference in canvas sizes	Text to describe thumbnails		

Empathy maps

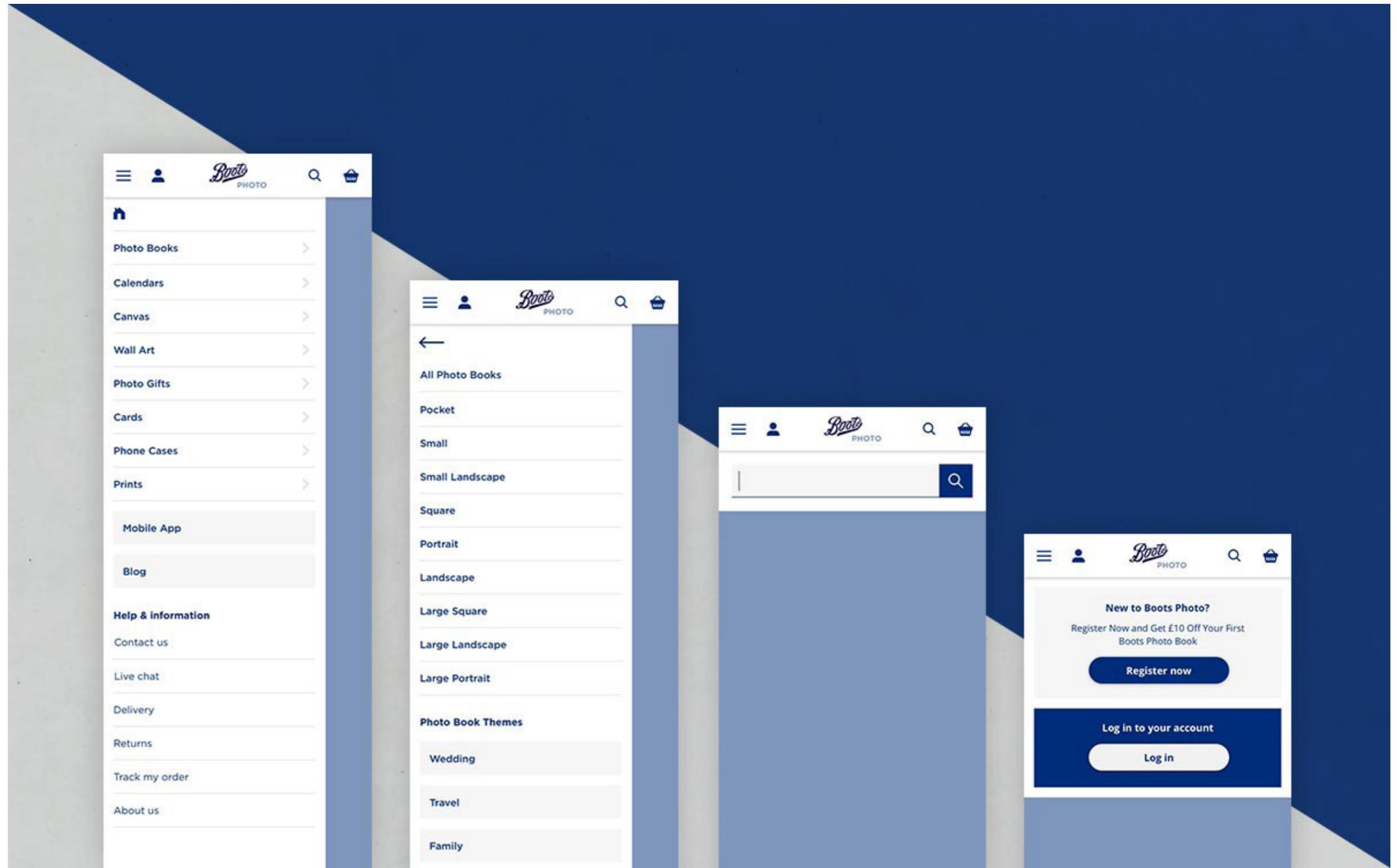
UX Research



Design

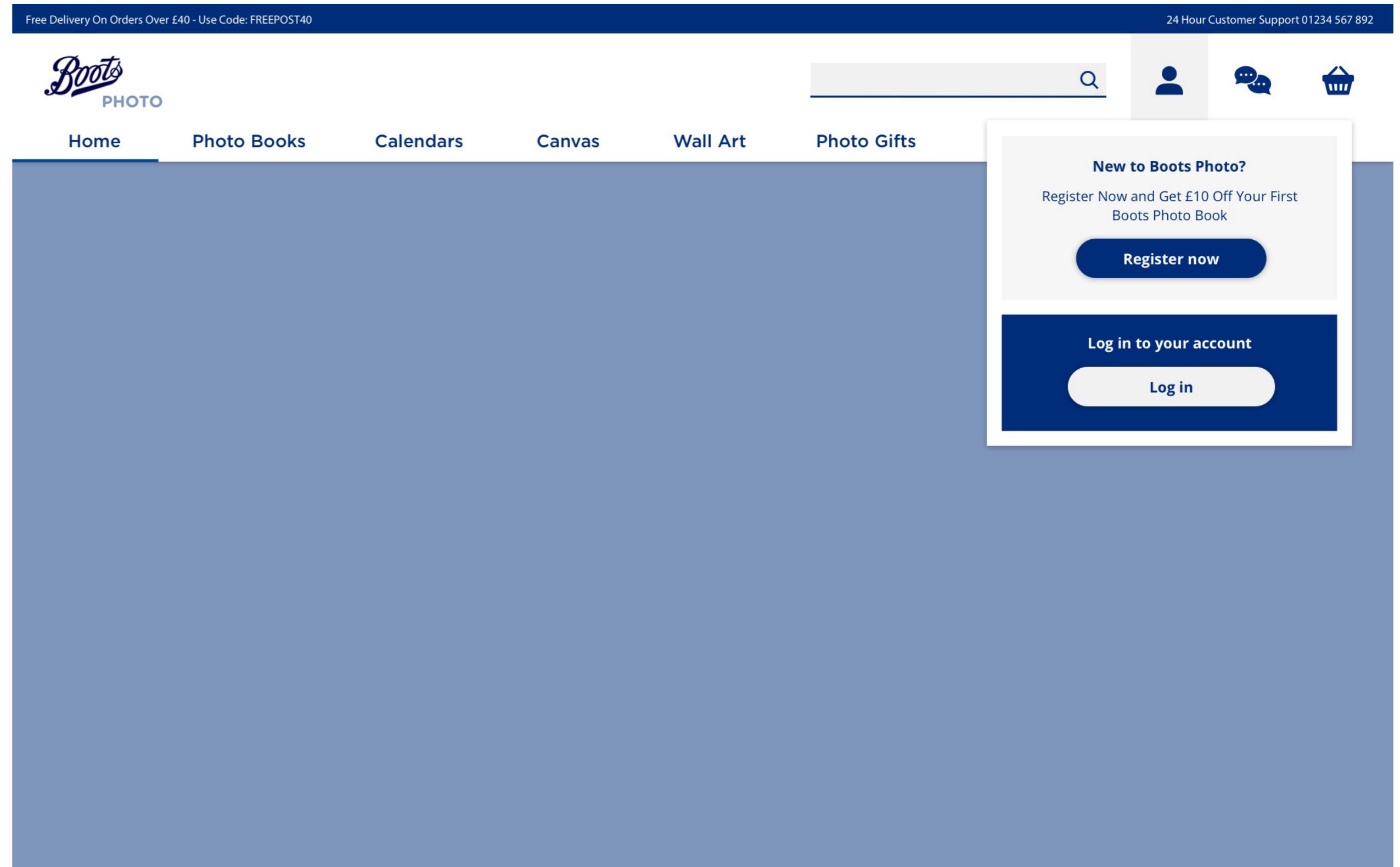
Mobile Navigation

After doing some research into best-in-class mobile and desktop navigation, I began designing the site navigation. I approach every responsive project by designing for mobile first. It was clear from my research that the best practise for primary mobile navigation is a two tiered structure where category level links are listed in the first tier and product level links are listed in the second. The primary nav is accessed by clicking a menu icon. I kept the secondary nav simple with a search function, a members area link and a basket icon.



Desktop Navigation

On desktop, both primary and secondary nav bars are in plain view. Primary links are listed horizontally across the screen in order of product priority. Secondary links are accessed by clicking the icons at the top right of the screen. The search is an input field that is always open and ready for user input.

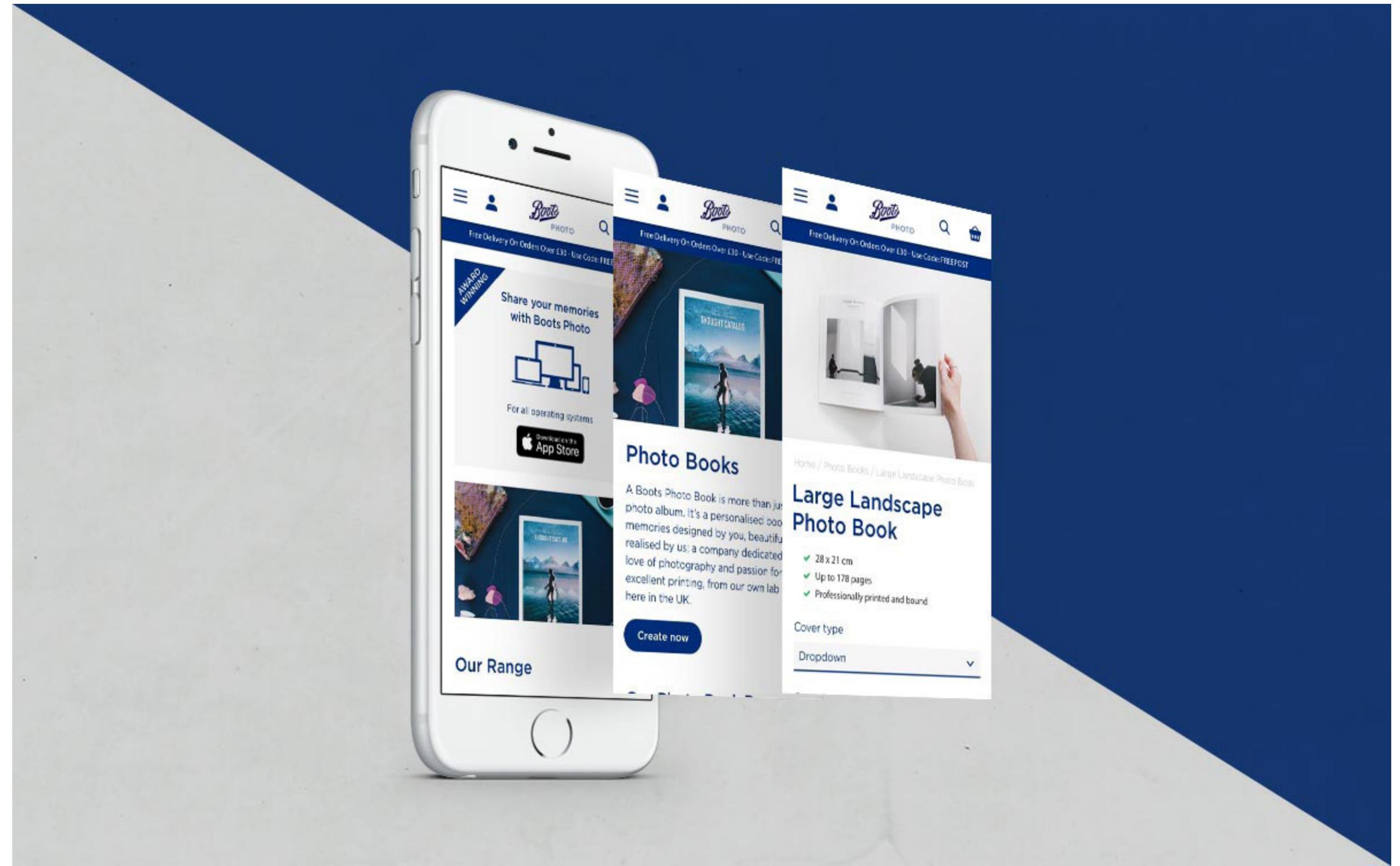


Responsive Design

There are many page types on this website but the core user journey is home page, category page and product page, which would then open into a product editor. The product editor itself was developed by a different team so will not be included here.

Mobile

Again, I designed for mobile first with all content blocks being displayed in a single column apart from product cards being displayed in a double column to prevent the page from becoming too long. I also made use of horizontal space by making some block horizontally scrollable.



Free Delivery On Orders Over £40 - Use Code: FREEPOST40

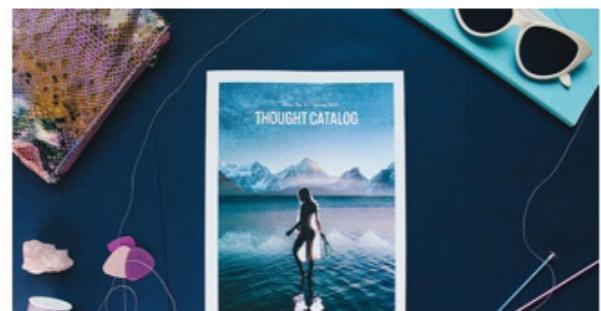
AWARD WINNING

Share your memories
with Boots Photo



For all operating systems

Download on the
App Store



Our Range

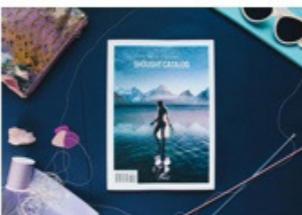


PHOTO BOOKS

Tell your story with Boots Photo...
from £19.99

CARDS

Tell your story with Boots Photo...
from £19.99



CALENDARS

Tell your story with Boots Photo...



WALL ART

Tell your story with Boots Photo...

Free Delivery On Orders Over £40 - Use Code: FREEPOST40

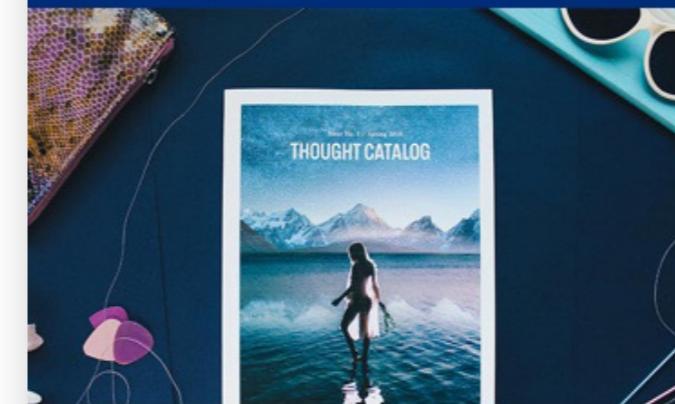
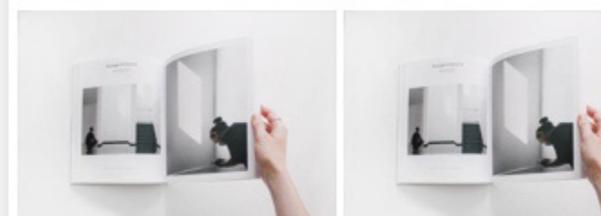


Photo Books

A Boots Photo Book is more than just a photo album. It's a personalised book of memories, made beautifully. We are a company dedicated to photography with a passion for excellent printing, from our own lab right here in the UK.

Create now

Our Photo Book Range



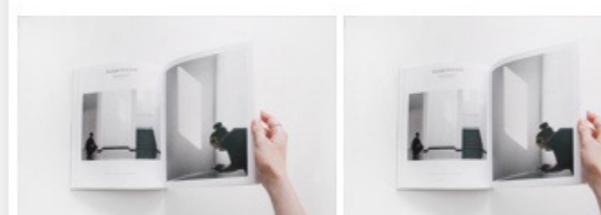
Large Landscape Photo Book

28 x 21 cm
from £19.99



Large Landscape Photo Book

28 x 21 cm
from £19.99



Large Landscape Photo Book

Large Landscape Photo Book

Free Delivery On Orders Over £40 - Use Code: FREEPOST40



Home / Photo Books / Large Landscape Photo Book

Large Landscape Photo Book

- ✓ 28 x 21 cm
- ✓ Up to 178 pages
- ✓ Professionally printed and bound

Cover type

Dropdown

Cover type

Dropdown

from £28.99

Create now

Delivery Returns policy

Estimated delivery by: Thu 26th Sep
Delivery charge: £4.25

Details

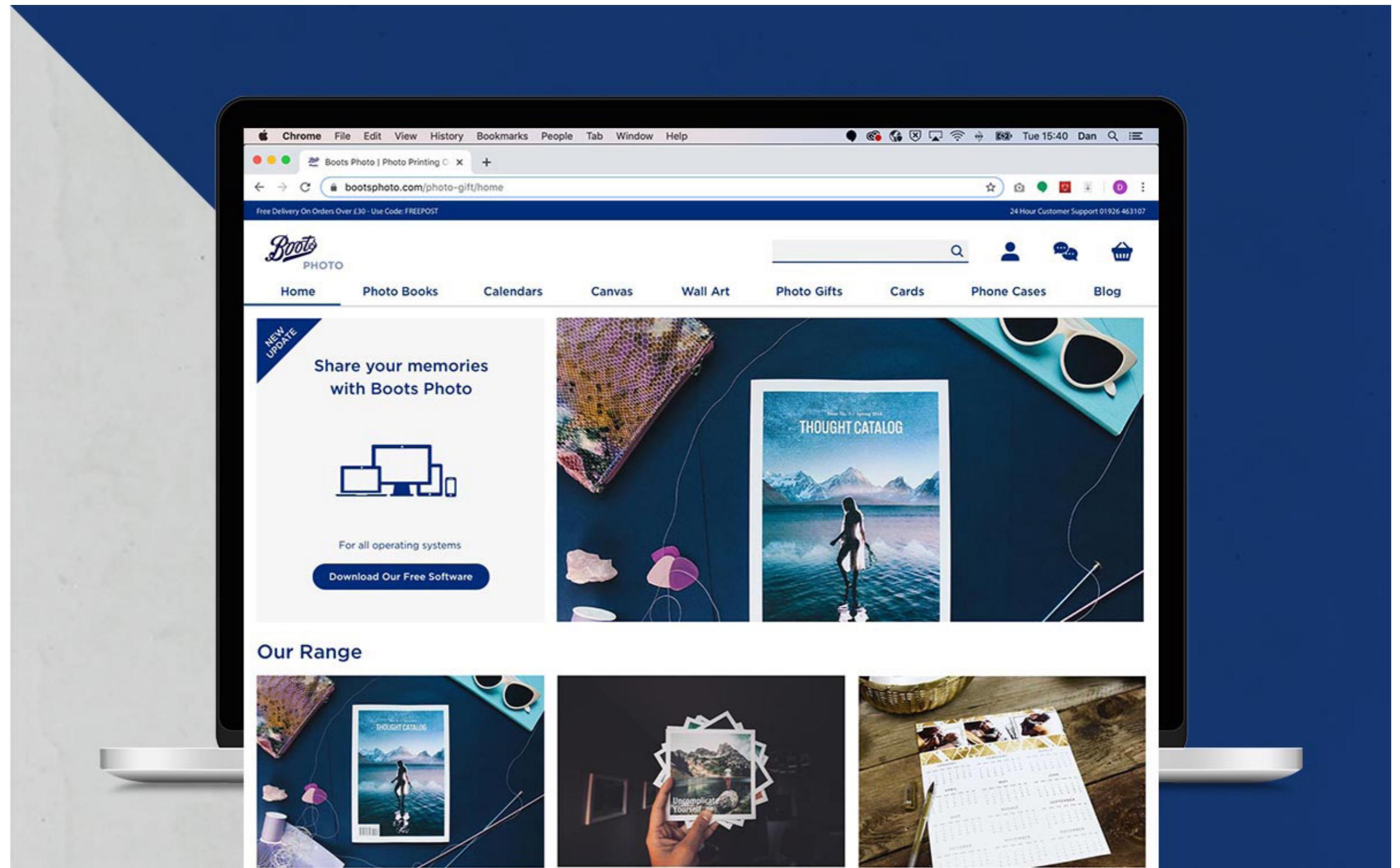
+

Papers

+

Desktop

On desktop, all content tends to sit in columns of two three or four, with some content spanning across two columns. The majority of text has purposefully been left aligned because this makes text blocks easier to read.



Free Delivery On Orders Over £40 - Use Code: FREEPST40

24 Hour Customer Support 07926 463111

Home Photo Books Calendars Canvas Wall Art Photo Gifts Cards Phone Cases Blog

NEW UPDATE

Share your memories with Boots Photo



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Our Range



PHOTO BOOKS
Share your memories with Boots Photo. Make someone extra happy this year with an extra thoughtful gift, filled with special moments.



CARDS
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PHOTO PRINTS
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PHOTO GIFTS
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Featured Products


Square Photo Book
28 x 21 cm
from £19.99


Large Landscape Photo Book
28 x 21 cm
from £19.99


Square Prints
28 x 21 cm
from £19.99


Appointment Calendar
28 x 21 cm
from £19.99

Tips, tricks and ideas


Photo Book Inspiration with Tom and Rebecca
We love this photo book because it is bold, the paper quality is awesome and the print quality is second to none.
[Read more...](#)


Photo Book Inspiration: The Northern Lights
This Photo Book from photographer Martin Kulhavy contains some of the most impressive photography we've ever seen.
[Read more...](#)


How to Hang a Picture Perfectly,
Hanging pictures needn't be a challenge. Follow our tips and you can create a stylish display that really enhances your room.
[Read more...](#)

Excellent

Based on 17,827 reviews

High quality photo books
The quality of the photo books can not be faulted. They are far better than the...
[Read more...](#)

15 hours ago  Elle

I like the quality but sometimes it is tricky to find the section of the photo...
[Read more...](#)

16 hours ago  Janet H

Excellent high quality item, with fast delivery, will definitely be buying agai...
[Read more...](#)

19 hours ago  Mark Bradford

I have created a Photobook of photos I took at a friend's wedding as a gift for...

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PHOTO BOOKS

A Boots Photo Book is more than just a photo album. It's a personalised book of memories, made beautifully. We are a company dedicated to photography with a passion for excellent printing, from our own lab right here in the UK.

[Create Now](#)

Shop Our Photo Book Range

[Sort by:](#)

[View price list](#)

Award Winning

We're a UK manufacturer, and a proud part of Europe's number one photo company.

Our Promise

We want you to love your Boots photo book. If you're not 100% happy, we'll help you out, no matter what.

24/7 Customer Support

Have questions or need advice? Our UK based customer support team are always ready to help.

Our Customers love us

Rated 91 out of 10
17930 reviews on TrustPilot

Paper Types, Covers and Finishing Touches

Cover Types

Make your masterpiece stand out with one of our stylish photo book covers. Choose from five options, whichever you want to create: a linen, softcover or hardback photo book, you've got the flexibility to do just that. Each cover is designed to give your creation the perfect finishing touch – the final flourish of style to your extra special Boots photo book.

[Read more...](#)

Paper Types

Choose from six paper types, each of which has been specially selected for its unique properties. With our photographic papers, you can create lay flat photo books; perfect for displaying your photos in all their glory across a double page spread. Make your Boots photo book even more beautiful with the perfect paper.

[Read more...](#)

Binding

Add Highlights to the cover of your photo book to give it a professional finish. You can choose from subtle silver or gloss Highlights, and bring out the beauty of your cover design. You can add Highlights to clip art, text and other design elements like frames and borders, and they will instantly make your creation look and feel like a professional book.

[Read more...](#)

Create a Photo Book

Whether it's your first book or your fifteenth, we're here to help every step of the way. Discover our video tutorials to help with creating photo books exactly how you want them.

[Create now](#)

15 hours ago

16 hours ago

19 hours ago

19 hours ago

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24 Hour Customer Support 01926 463107

Boots PHOTO

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Photo Gifts Cards Phone Cases Blog

Search   

Home / Photo Books / Large Landscape Photo Book

5 stars 72 reviews

Large Landscape Photo Book

Cover type: Dropdown

Paper Type: Dropdown

from £28.99

Create now  

Estimated delivery by: Thu 26th Sep
Delivery charge: £4.25

Details Papers Covers Extras Prices Delivery & Returns

Product Details

Say hello to our most popular photo book, the Large Landscape. The perfect size for any occasion and all sorts of stories, it's easy to see why our customers love it so much. With enough room for all of your best pictures, this large photo book is also a convenient size for your bookshelf or coffee table. With 26 pages as standard, you can add extra pages in increments of 4 up to a total of 154 pages.

Those holiday photos and travel snaps will look right at home in a Large Landscape photo book. As its name suggests, it's perfect for landscape pictures and panoramic shots. We recommend laying them out over a double page to really show off that stunning scenery.

Customise the cover with your favourite photo or a selection of snaps to show a few highlights of your trip and hey presto, you've got a personalised photo book that you'll love looking through again and again.

Reviews

4.8 / 5 • 73 reviews 

Elaine 2 hours ago

I love creating these as I know that my photos always look so good once Crew have worked their magic.

bobalong 36 hours ago

Great quality book



Create your book now

Design dilemmas? Feeling stuck while you make a For storytellers and journal keepers, your words are every bit as important as your photos. When you create a photo book, we put a huge range of typography options at your fingertips. Get creative with font choices, colours, orientation and more, so you can present your words your own way.

Create your photo book

Other products you may be interested in...


Square Photo Book from £19.99


Square Photo Book from £19.99


Square Photo Book from £19.99

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Special Offers
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