Market Research 1/18/2025

1. Katie Wilson Photography - <https://www.katiewilsonphoto.com/>

* I like that the main color of the site is a soft, warm toned gray with white sections throughout. This color is easy on the eyes and the contrast of the white boxes and banners in certain parts is pleasing to the site user. I also like how this looks with the brown lettering throughout the site. The sessions page on this website also has a guide as to what the steps of the
* This photographer’s site does not have direct navigation to a gallery. At first, I thought that this site did not have a gallery but I later found it under the “sessions” tab, where it had a list of services offered and you could click on each service and it would direct you to a gallery for that service. I like the idea of having the galleries sorted by service type, but this site could benefit from direct navigation to the gallery.

1. Jen Jacobowitz Photography -

<https://jenjacobowitz.com/>

* I like the blog page on this website. I feel like it allows users to not only find more information they also help the user get to know the photographer and a better understanding of what to expect from certain session types.
* I like the “client closet” idea but I am not fond of the execution on this site. The pictures are too large to see the whole thing on the screen at once and I feel that the pictures also cycle a little too fast, with no “back” or “next” buttons to allow clients to view at their own pace.

1. Christian Rumley Photography - <https://christianrumleyphotography.com/>

* I like that the photos on the homepage are cohesive and clearly define the style of this photographer. The style of the homepage matches this photographer’s style very well and complements her work in a very pleasing way. I love the minimalist flowers throughout the page as well. They help fill some space but still allow for some white space plus it complements the overall aesthetic of the page.
* Some of the font sizing on this page is too small, which may make it difficult for some users. The typography of the logo on top of the image at the very top may be difficult to read for some users. I would change the small font sizes to be a bit bigger to ensure that most users can easily read the information on the page.