Comparative Research

The two websites I am comparing here are "the hobbit" and "now you see me 2". They both use three.js and has 3D effect in their website.

The hobbit has impressive terrain structure with moving effect of fog. The simple and clear title in the middle, which is the most likely the first sight of customers. Two navigation logos with

very strong style feeling are located on each side of the middle. Appropriate font and color theme.

Now you see me 2 is an official commercial website of this series of movie. The "buy now" is very clear in the middle and with motion, therefore it has a very clear target audience. The logo on the top middle keep the same style of the movie, it's easy to remand customer to connection of the movie and the website together.

There is a small arrow down located on the middle bottom, but it is still good enough being a hint to tell the customer to scroll down to see more information.

The hobbit and now you seem me 2 each has a very strong design style in different way, but they all feel appropriate, because they each have different but clear target audience, they each uses appropriate color theme, they use different site flow (for example, the hobbit uses horizontally site flow by clicking the navigation button and now you see me 2 uses vertically flow by scrolling mouse.)