

# COMPETITIVE ANALYSIS

## DAVID STARKOPF PHOTOGRAPHY

### MAIN INSPIRATION

<http://www.ericryananderson.com/>

- (+) This is a very beautiful portfolio site. Neat and well organized, the aesthetic qualities of the page compliment the photographs and communicate the style of the photographer well. Photos are already at full size and hovering over reveals a description, allowing for easy viewing. There are very few mouse clicks required to enjoy this site.
- (-) This is a very beautiful portfolio site. Neat and well organized, the aesthetic qualities of the page compliment the photographs and communicate the style of the photographer well. Photos are already at full size and hovering over reveals a description, allowing for easy viewing. There are very few mouse clicks required to enjoy this site.

<http://www.fashionphotographer.it/index.html>

- (+) Another beautiful portfolio site with full size photos right up front. The front-page image refreshes to show the range of the photographer, and thumbnail previews of each category section allow for quick and easy navigation through the portfolio. This site also reveals a description of each photo when you hover over the image.
- (-) While the navigation bar is nicely situated on top throughout the project pages, it is not consistently there. Specifically, it is in the middle of the front-page. It makes for easy viewing that the photographs scroll horizontally on the page, but this may not be user friendly on all OS. Finally, the number of photographs displayed should be considered.

<http://www.martinlawrencephotography.com/>

- (+) You can immediately tell that this portfolio site is different from the first two given here. The Shadow Box effect displays photos without distraction. The Online Shop is straightforward and probably facilitates easy purchasing of the photographer's work. Useful php contact form.
- (-) This site looks like a Wordpress theme, there is nothing special about it that gives us insight into the photographer's aesthetic. The header image on all pages is too big and all other images are too small. There is too much text throughout the site and too many mouse clicks are required before the user gets to what they want to see.

<http://www.pkulczycki.com/>

- (+) A striking portfolio site, we immediately get a sense of the photographer's aesthetic. Very effective navigation bar with expandable options. The "My Gear" section of the About Me page is helpful to learn about the photographer and their work. The Tag Cloud is a very nice way to group photographs, but perhaps it can be incorporated into the Gallery Page instead of being its own page.
- (-) The information presented on the first page is useful and interesting, but perhaps it does not fit as the first thing we see on this site. While the background image on the front-page is striking, there is too much of an inconsistency between the front-page and inside pages. It is unclear what the difference is between the Gallery and Full Sets sections. Within the photo gallery, thumbnails are too small.

<http://www.tomhoops.com/>

- (+) Another striking portfolio site. The logo and front-image immediately show the aesthetic of the photographer. The horizontal scroll and side navigation allow the user to navigate through the photographer's work seamlessly and immediately, and the simple top arrow navigation makes it easy to get back home. The order of the photographs is smart. Some photos bleed into each other, others are ordered so they do not distract each other.
- (-) One negative is that there are no photo descriptions provided. The About Me/Contact information may be too simple, although it contributes to the allusive nature of the photographer.

## **SECONDARY INSPIRATION**

<http://www.steffenallen.com/>

- (+) The Client Page could possibly serve as a private log-in for clients.
- (-) The navigation in the section pages is too low. The user has to scroll down so far to navigate that the top of the image is cut off on some screens.

<http://www.krijtenberg.nl/>

- (-) Photographs are not of great quality (pixilated/noisy).

<http://www.jeremycowart.com/>

- (+) Great use of color-reveal in the slideshow of photographs.

**<http://www.chrisphelps.com/site/index.php>**

- (+) The non-black background of this portfolio site is refreshing!
- (-) Too many mouse clicks required to see photographs.

**<http://www.claytonbozard.com/#/client/template.xml?aaa=home>**

- (+) Great arrow navigation over photographs.

**<http://www.isabelle-ribeiro.com/>**

- (+) This “silly” site shows of the photographer’s aesthetic well. The “Book Your Shoot” link is a great way to allow future clients to contact the photographer.

## **SUMMARY**

Your site should consider the following and employ techniques used in sites mentioned above:

- (+) Ease of navigation throughout photographs and website
- (+) Large display of photographs
- (+) Display of photograph descriptions, using hover-over or Shadow Box techniques
- (+) Communication of the photographer’s aesthetic quality through design elements
- (+) Client contact and log-in features