

Ben Lytle Photography Strategic Rationale

This website for Ben Lytle Photography is designed to showcase your art, past work, services, and customer relations. It contains four major page-types including a home page, gallery pages, blog pages, and a contact page. In order to satisfy your desire for a chic, modern site, webpages are designed to highlight your artistic side while allowing for easy navigation and usability (see Appendix A). All pages are linked thematically with similar elements and positions on each page and only slight necessary differences to ensure that the user is not confused when flipping through pages. Because the services you offer revolve around aesthetically pleasing results, it is important that the website reflects the product.

The home page is designed to be the users' first look into Ben Lytle Photography. The company logo/watermark is positioned at the top left so that it catches the user's eye first, as it is a natural tendency for people to read left to right. At the top right, a login for clients, a search bar for site content, and social media sharing buttons are available to users. Empty space was utilized to give the modern effect you desire with the primary navigation right aligned, just above the page content. In an effort to highlight your artistic ability, the image on the home page is nearly the width of the page, displaying like a slideshow. Users are also able to click through the example shots on the home page using the circle navigation bars common on platforms such as iOS. There is also space for a short blurb elaborating your goals, motivations, and aspirations.

The next pages, the gallery pages, allow the opportunity for users to look through your prior work in a visibly pleasing and usable way. Accordion navigation will be displayed when a user hovers over the link, displaying the several galleries available. The wireframe depicted is an example using the wedding gallery. In cover flow fashion, users can click through photographs of weddings to gain insight about your skillset. This is also easily adaptable to mobile devices as well. If they would like to view all of your available photographs at once, there is a view all link that will take them to a page with all pictures on the same page with the cover flow removed. Below the gallery photographs, space for a short description about photographing the specific event type is available.

The blog pages provide an opportunity for the user to see your personality and style, as a personable nature is often a huge part in selecting an event photographer. While many photography sites have a blog, most of them are infinitely long, requiring the user to continue scrolling and have a difficult time getting back to the primary navigation. To combat this problem and stand out from other photography sites, the blog page was designed where users can scroll through blog posts, displaying the title, date posted, author, a main photograph, and the first few sentences of the blog. This will allow users to decide if they are interested in viewing that particular posting without having to scroll endlessly through it. Instead, they are able to scroll through the postings in a similar fashion to the gallery scrolling where the primary navigation is always visible. Again, there is space for a short description of the blog as a whole.

Finally, a contact page is available for you to explain availability, reservations, and scheduling. The page is left aligned to ensure readability and clean display to follow the modern, somewhat minimalistic design. A registration-style form is included on this page so that all inquiries regarding potential clients can be accessed from one spot.

Overall, the goal of this site is to reflect the expertise of your photography in an aesthetically pleasing, simple, and clean design. It utilizes white space, alignment, and numerous images to bring together a beautiful, easily navigated, and comprehensive website demonstrating the skills and services you wish to highlight.

Appendix A

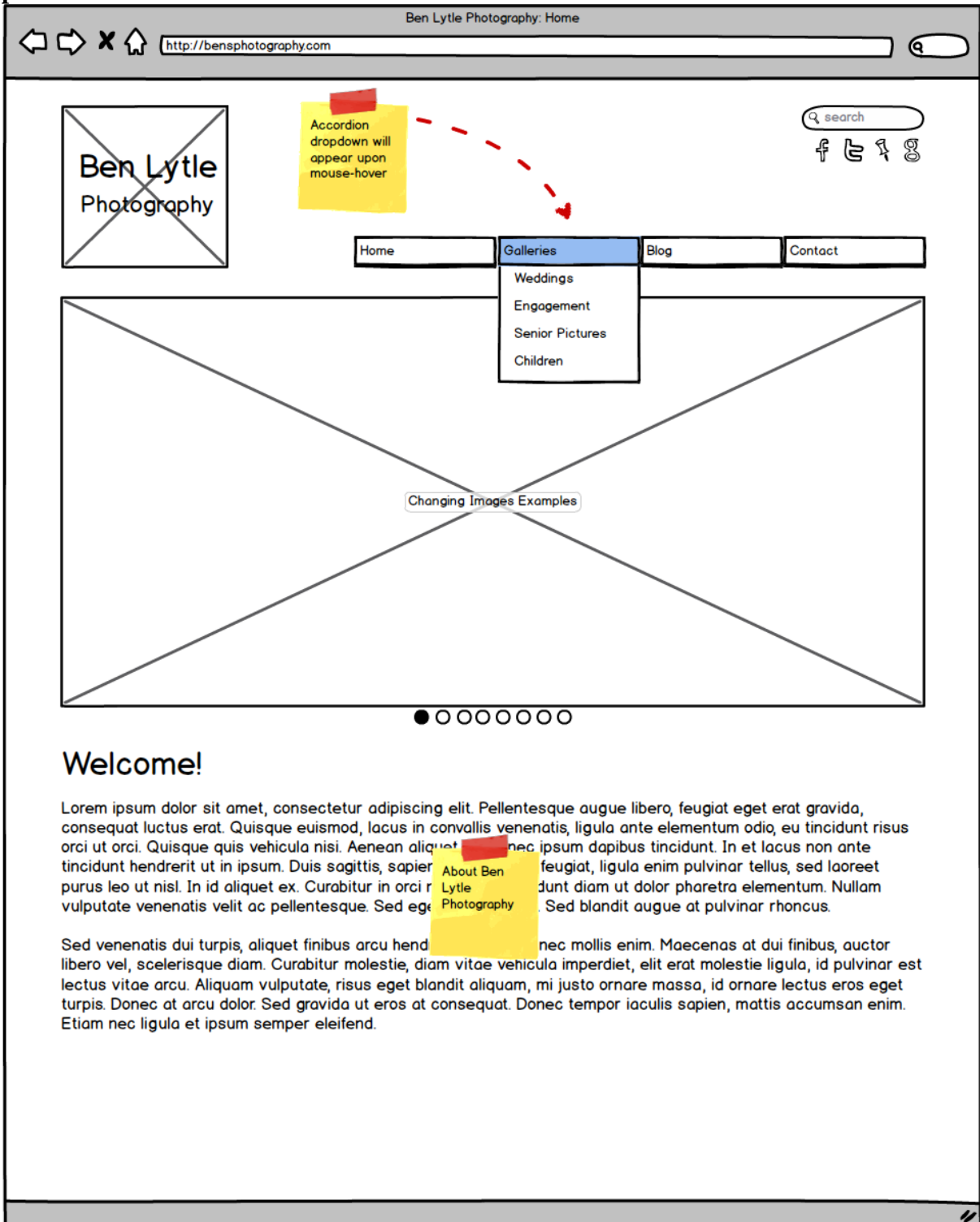


Figure 1. The home page meant as the introduction page for users.

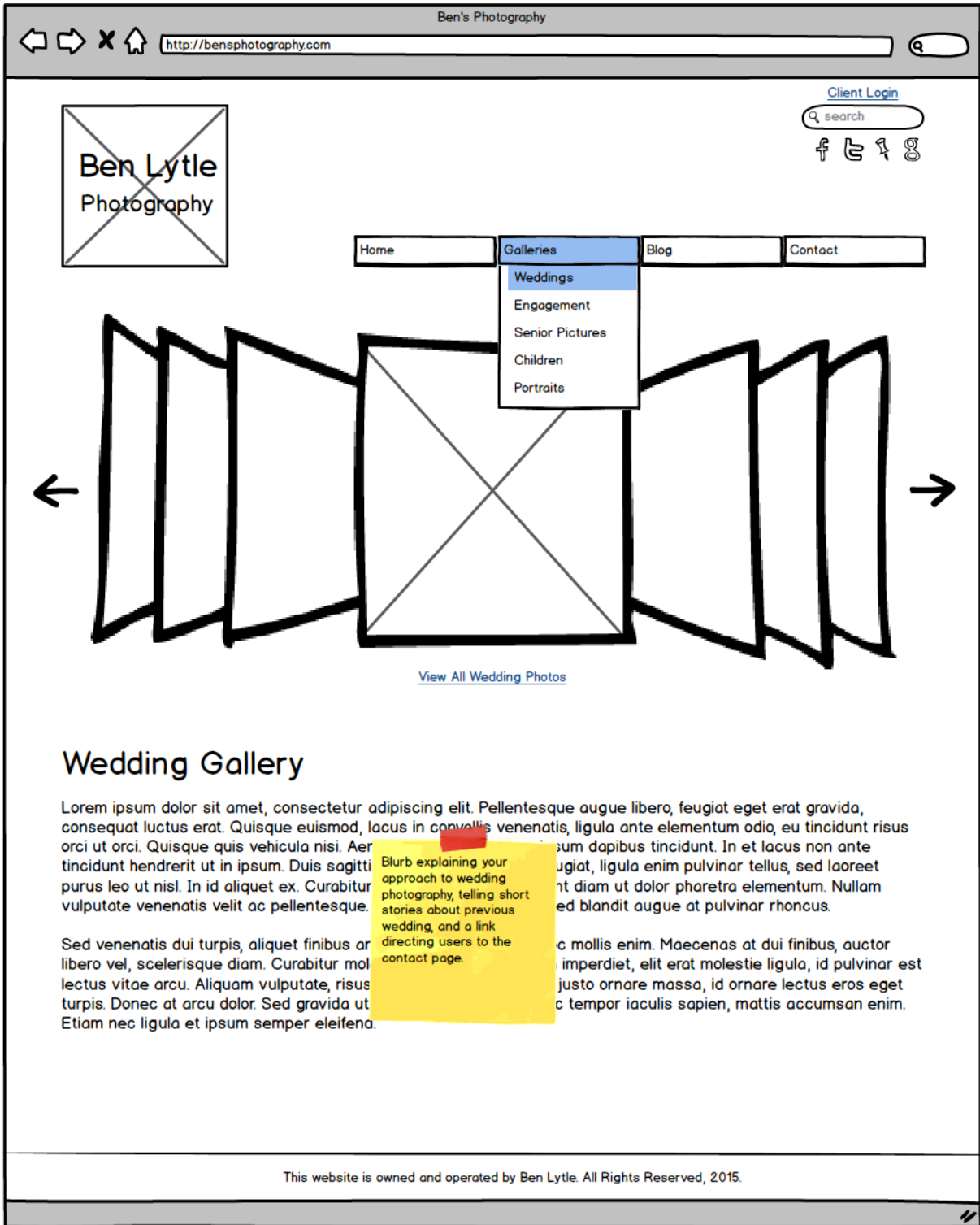


Figure 2. Wedding gallery page design representative of all gallery pages.

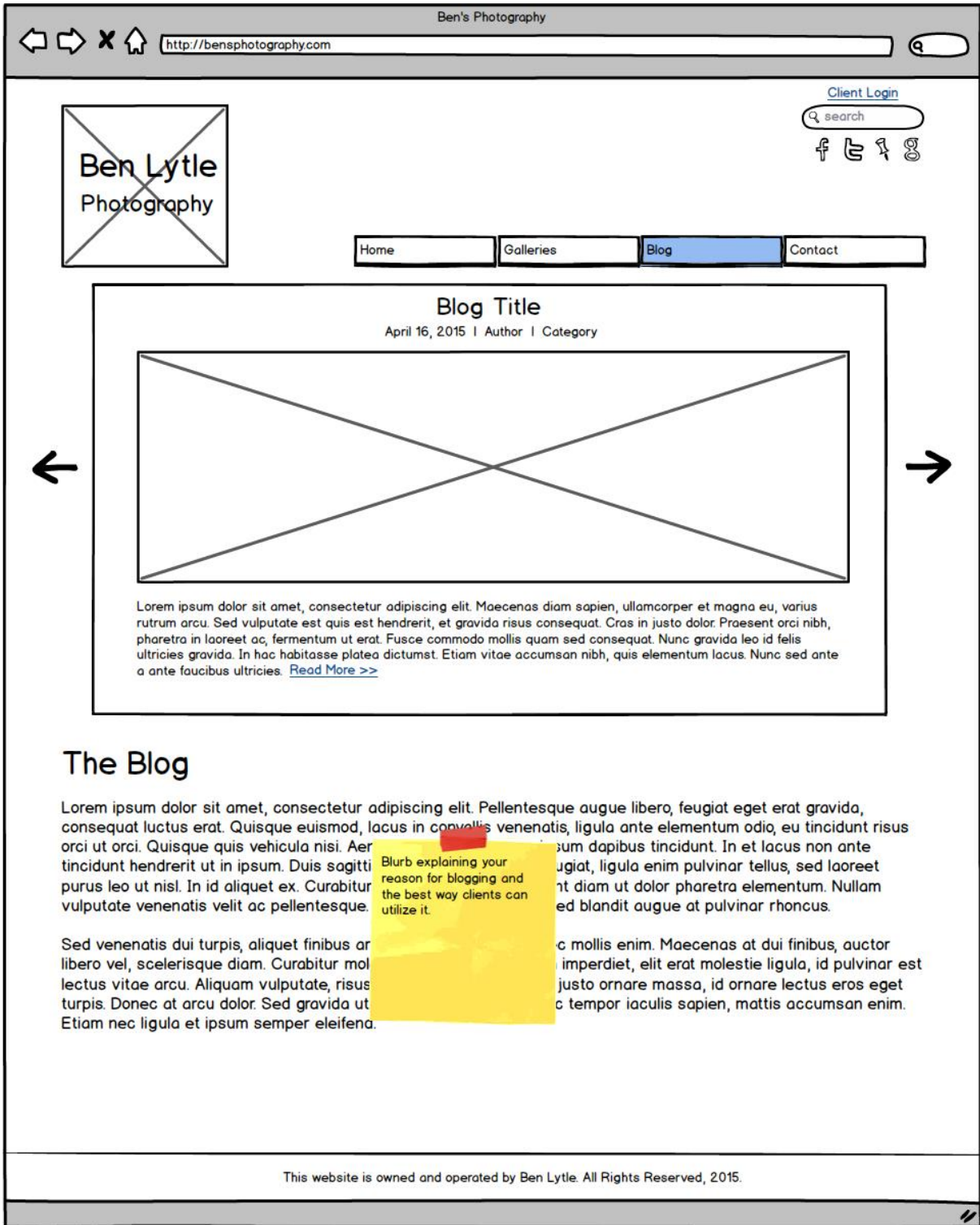


Figure 3. Blog home page highlighting the importance of being able to see the primary navigation at all times.

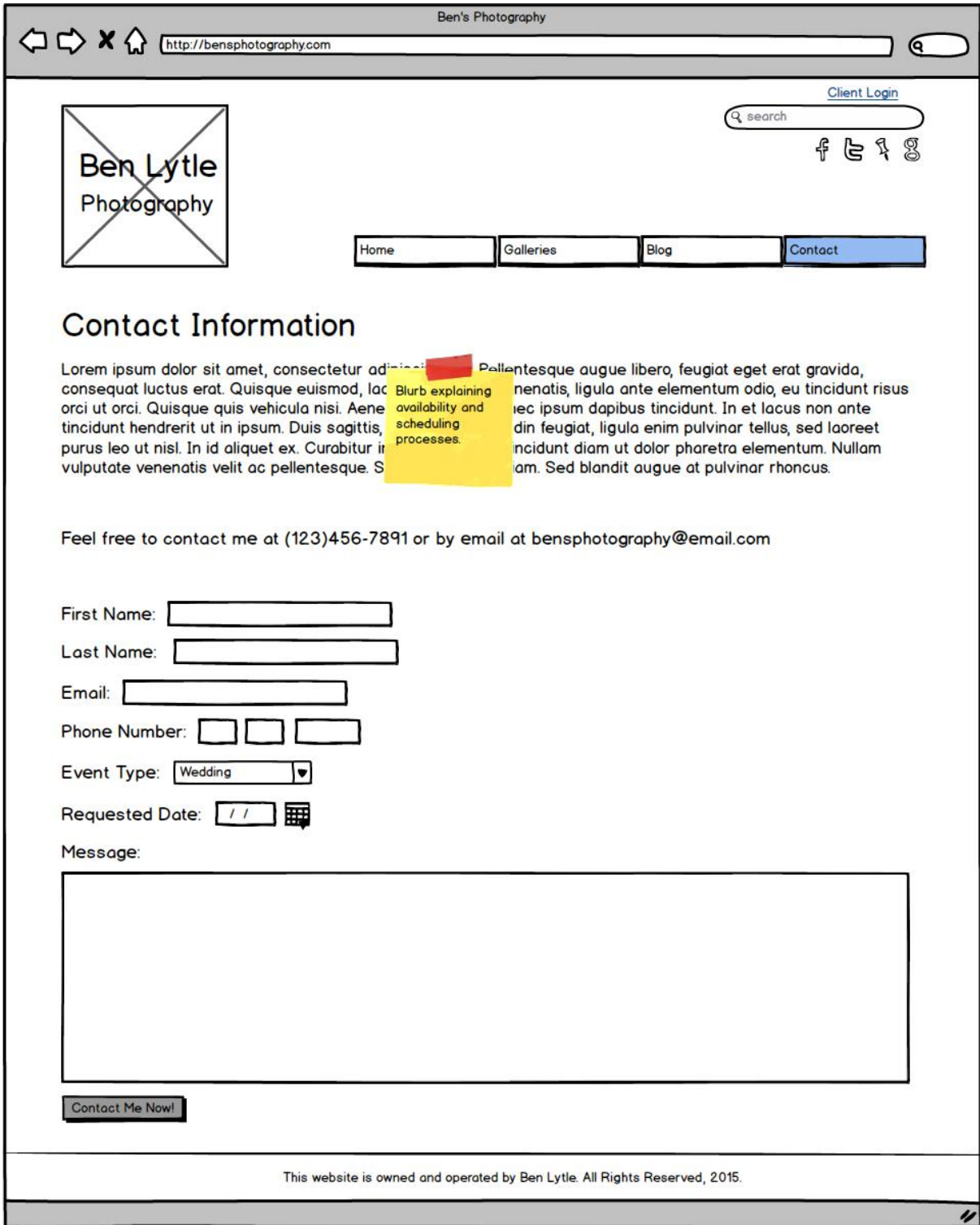


Figure 4. Contact page designed for usability.