

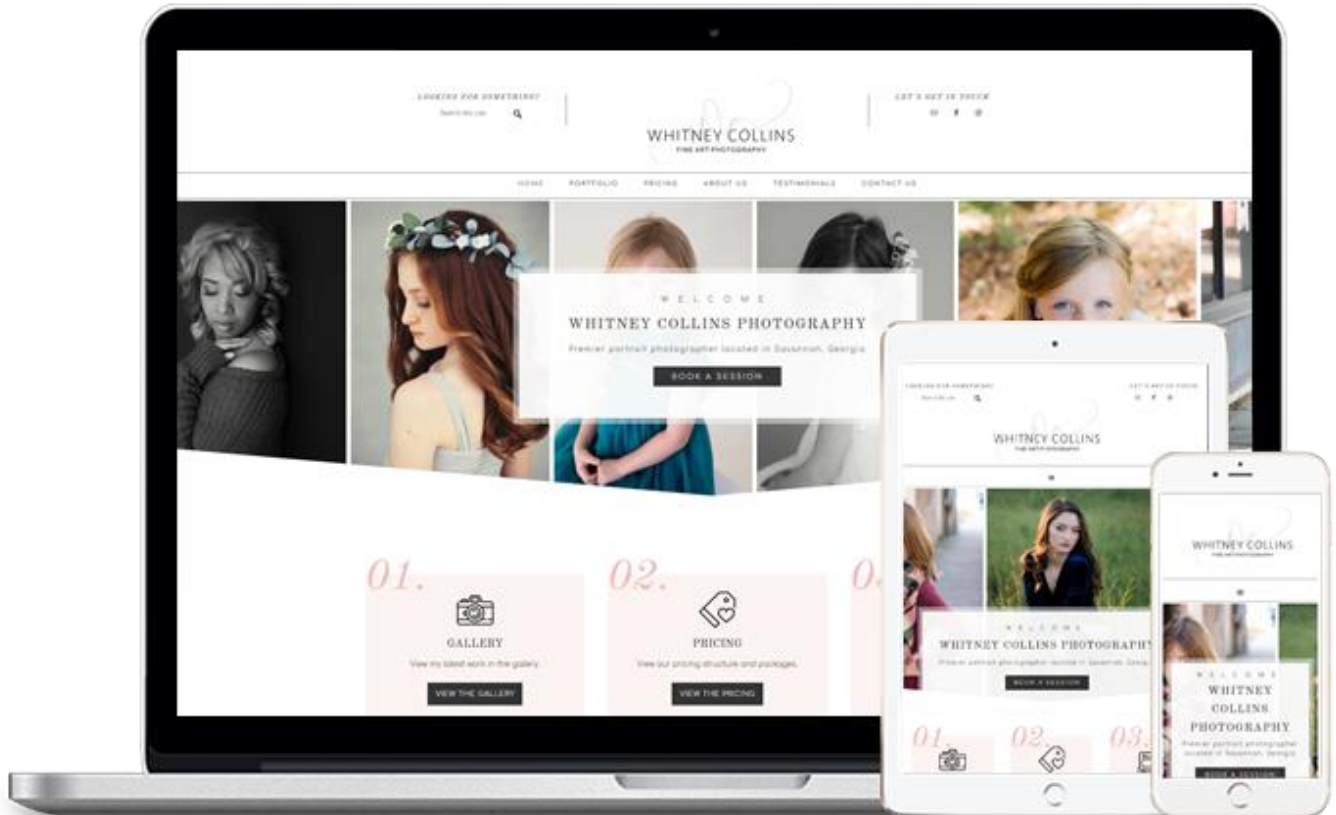
FULLESTOP CASE STUDY

WHITNEY COLLINS

Fine Art Photography

CASE STUDY

Whitney Collins – Fine Art Photography



Project URL: <http://www.whitneycollinsphotography.com/>

Category: Branding Website

BACKGROUND

Whitney Collins Photography is a full-service portrait photography studio located in the heart of Downtown Savannah, GA. Whitney offers many genres of portrait photography, including maternity and new-borns, high school seniors, women's contemporary glamour and boudoir, family and generations, as well as headshots and personal branding.

Whitney Collins Photography aim to ensure that each client feels comfortable and confident. She believes in empowering her clients through the art of photography, and producing artwork that portrays them in the most beautiful and authentic way.

OBJECTIVE

When Whitney Collins approached Fullestop, she wanted to go digital and showcase her photography art pieces online so as to reach out to a larger audience over the web and provide an easy way to her customers who are regularly looking out on her portfolio and want to book sessions online. The website at the utmost required a very awesome viewing experience for Whitney Collin's client.

SYNOPSIS

Debriefing the client requirement, Fullestop developed a simple content rich website that is a one stop platform for Whitney Collin's customers to view all her photography art pieces under one roof be it senior photography, contemporary glamour, family, dance, maternity or headshots.

The website not just helped Whitney Collins to showcase her portfolio but also made it easy for her clients to book a session online. From wardrobe consultation to portfolio photoshoot, the users can book any of the session online by submitting their contact details and requirement.

Apart from this, various informational pages were designed and developed to put in information like Whitney Collins journey, her achievements, her team, studio and client testimonials.

Social media integration on the website enabled the users to quickly follow Whitney Collins photography on social media platforms like Facebook, Instagram, which helped Whitney Collin increase her customer base and followers.

The website was made to be completely dynamic so that she could easily manage the content, images and portfolio listed out on the site and session booking request submitted by users.

OUR APPROACH

- The first step of website development was to identify the target audience of Whitney Collins, which we identified to be belonging to the middle age men and women.
- Understanding the pain point of project: The website demanded a no-lag approach applied to every single section of the website. Fullestop tactfully managed all the requirements and controlled the website navigation skilfully with no loading problems at all.
- Wireframes and Initial Prototypes: Finally, we created design layouts of the website keeping the target audience and business vision in mind. Fullestop offered a polished UI for the site as unique as the beautiful portraits exhibited in the art galleries. Implemented high quality imagery with a high quality of page rendering focus on all sections of the website.

CHALLENGES THAT WERE SOLVED SUCESSFULLY

Whitney Collin's project came with its own set of challenges.

- The website demanded a no-lag approach applied to every single section of the website.
- Managing large no. of images in database
- The imagery and UI had to be top notch complementing the brand image of our client.

TECHNOLOGY USED

- **PHP:** For web service implementation
- **MySQL:** (Backend Database)

RESULTS

Fullestop Successfully developed a web portal that matched the client's expectation.

- User friendly architecture

- Beautifully showcases Whitney Collin's Art Pieces
- Fast and quick booking option
- Top Notch UI that complements the brand Image

SUCCESS STORY

Developed by Fullestop, <https://www.whitneycollinsphotography.com/> acts as a showcasing platform where Whitney Collins can put her art pieces under different categories. Moreover, the appointment booking feature enhanced the client base of Whitney Collins and increased the number of photography session bookings.

A Case Study by- Fullestop