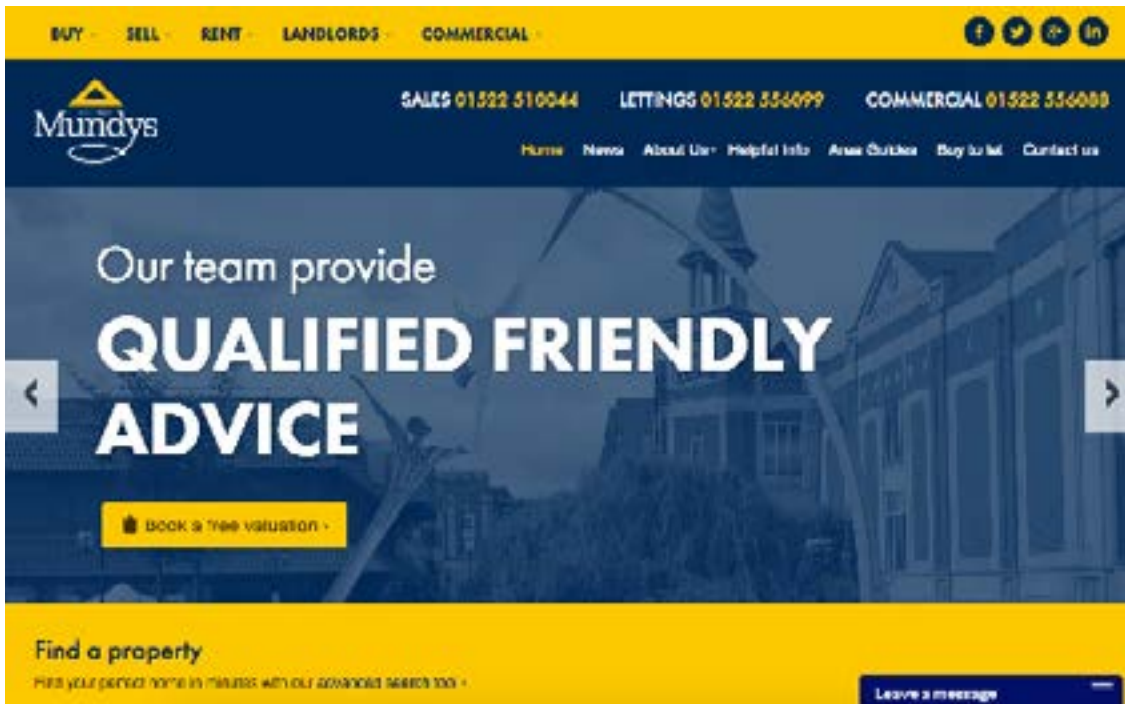


Research: Web design

I have been researching into existing websites for estate agents to see what I need to include, the similarities between them to get an idea of what works and what conventions I should stick to.



There is a strong sense of colour scheme throughout this website which I aim to keep within the design for Loris & Finch, sticking to the colour palette I have created. Everything is large and easy to see, with the most important aspects right there as soon as you open up the site. I like the use of rectangles to divide each section and by colour too. This is an idea I could carry into my own but I would also like to do something out of the norm for these types of sites.



- Strong sense of colour scheme
- Large images take over the front page with information overlapping
- Give a reflection of the type of estate agents they are
- All important information available on first page

Find your next property

Types: **letting** sales commercial

Bedrooms: Min Max

Price: Min Max

Property type:



Those in the know, know King & Co.

King & Co. comprises Gill King, David Handley and their staff founded in the year 2010.


Gill King is a member of the Royal Institute of Chartered Surveyors. David Handley has a local Estate Agency background and is also a qualified Surveyor, Energy Assessor and Legonnaire's Risk Assessor.

Open Hours

Monday	9:30am to 5:30pm
Friday	9:30am to 5:30pm
Saturday	9:30am to 1:00pm
Sunday	11:00am to 2:00pm

This is another local estate agents but of a higher standard. However, I don't feel as if their website reflects this. There is a lack of colour and although they have a colour scheme it is not obvious and doesn't give them much of an identity. I also feel there is too much crammed on this page, which is similar to the others but it worked in the previous designs. This is an example of what I don't want my design to be like.

On the right is a Lincolnshire based estate agents that have a more upper class appearance that the rest. From the images on the front page (which change) I can see a lot of 'character properties' so I felt this is the sort of style that would be expected of Loris & Finch.



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Property Quick Search

Type: Residential

Style: All

Bedrooms: No Min No Max

Area: Towns

Price Range

Research into 'Estate agents specialising in country/period/character properties'

To get an idea of how an estate agents of a similar style to Loris & Finch present themselves online, I Googled 'estate agents specialising in character properties' and clicked on the first few.



These websites all have a lot of imagery to portray what it is they specialise in. I feel that the second two are too loaded with information and the first one works better because it is the opposite in this sense. However, there isn't a great feel to the first design as the majority has been taken up by an image that is quite boring. Even though these companies seem to be on a similar level as Loris & Finch in what type of properties they sell, I don't want their website design to have the same sort of appearance and effect as these.

What needs to be included in my design:

- Contact Information where it is presented clearly
- Navigation bar including links to: lettings, sales, commercial, about us, contact, etc.
- Quick access to a search/booking system