

ONLINE ART GALLERY

Main Project

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ONLINE ART GALLERY

Feasibility study

A feasibility study is made to see if the project on completion will serve the purpose of the organization for the amount of work, time and effort spent on it. Feasibility study lets the developer to foresee the future of the project and its usefulness. There are three aspects in the feasibility study portion of the preliminary investigation:

- Technical Feasibility
- Operational Feasibility
- Economic Feasibility

1. Technical Feasibility:

Website Development: The technical aspect of creating a website for an online art gallery is well-established and feasible.

Image Processing: Implementing image processing for copyright protection and artist identification is technically challenging but feasible with the right expertise.

Machine Learning: Implementing machine learning for copyright handling and artist identification can be technically challenging but feasible with the right expertise and resources.

2. Operational Feasibility:

Management: Managing users, artwork submissions, events, and exhibitions is feasible with effective administration.

Artwork Handling: Handling artwork submissions and maintaining an updated gallery can be resource-intensive but feasible with a dedicated team.

User Support: Providing customer support and handling inquiries is feasible with the right staff and tools.

3. Economic Feasibility:

Revenue Generation: Generating revenue through art sales and possibly auctions is economically feasible if you attract a sufficient number of users.

Costs: Consider costs for website development, hosting, payment processing fees, staff salaries, marketing, and event organization.

Profitability: The project's profitability depends on effective marketing, a competitive commission structure, and cost management.

Online Art gallery Requirement Gathering:

1. Website Platform

Choose a suitable platform for your website, such as WordPress, Shopify, or a custom-built solution. Ensure it supports e-commerce features.

2. Domain and Hosting

Register a domain name that reflects your gallery's identity and select a reliable hosting provider for your website.

3. Artwork Catalog

Develop a system to catalog and manage artwork details, including titles, artists, descriptions, dimensions, and prices.

4. High-Quality Images

High-resolution images of artworks are crucial for online galleries. Invest in professional photography or scanning equipment to capture the art accurately.

5. E-Commerce Functionality

Implement secure payment processing to enable online art sales.

6. Search and Filtering

Implement a robust search and filtering system to help visitors find specific artworks based on criteria like artist, medium, style, and price range.

7. Artwork Descriptions

Craft engaging and informative descriptions for each artwork, providing context and insights into the piece and the artist.

8. Art Events and Promotion

Promote art events, exhibitions, and special promotions through your website and social media channels.

9. Maintenance and Updates

Regularly update the website with new artworks, artist profiles, and content. Ensure all software and security measures are up to date.

Feasibility study questionnaire

1.Are online transactions available for payments?

-Yes, online transactions are available for payments.

2.How sales details are stored and maintained?

-Sales details are accounted in a sales book manually and from the billing system.

3.What are the main objectives you hope to achieve with the online art gallery?

-Primary objectives include creating a profitable platform for artists to showcase their work and providing art enthusiasts with a curated collection of unique pieces.

4. How the price of the Art is Determined?

-The price of the artwork varies according to the artworks of the artist.

5.How sales details are stored and maintained?

-Sales details are accounted in a sales book manually and from the billing system.

6.How do you maintain the artworks?

-The artworks of each artist is displayed according to their prices and the

customer can purchase the artworks according to their wish.

7.Does the system ensure high security for storing user information?

-Yes, the system ensures high security for storing user information.

8.Which all artworks are mostly preferred?

-Mostly preferred artworks are paintings, sculptures, photography etc.

9.Can users view available items in different categories?

-Yes, users can view all items available in specific categories