User Stories

*Framer*

Person with a low budget who wants an easy framing solution.

I am looking for an affordable framer on Google.

I am wanting an uncomplicated way to contact for a quote.

I am a millennial and want to make contact online, so I am looking for a website where I can easily contact the framer.

I am an older client who is less technically inclined, and I want to be able to visit the framer in person to discuss my project.

I am on a budget looking for a low-cost framing solution which is better than I can do at home, but not for a premium rate. I want to see examples of this budget framer’s work so I can be confident I will get a satisfactory product.

I want a low-cost solution without feeling like I am paying for a cheap job, so a website with clean and modern branding would make me feel like I am paying for a mor e premium service.

I would like to see what the different framing options look like before I commit to one.

*Fine Arts*

I am an older client who collects New Zealand art and I want to be able to see high quality images of Pier’s collection before I commit to a piece.

I am a new client, and I would like to have a better understanding of Piers as a collector before I commit to doing business with him.

I am a smaller collector of New Zealand art, and I only have a few pieces. I want to be able to see the art as well as read about why it is special.

I am an older client wanting to contact Piers about art, using email or phone. I find navigating websites difficult, and I would rather have a conversation.

I want to be able to focus on the art that I am looking to by without being distracted by the website too much.

I am a collector of a specific type of art, and I would like to be able to search for specific pieces based on parameters.

I am a client looking for art to suit a particular space and I am wanting to know the dimensions of a piece before I seriously consider a piece.

I would like to be able to view the art pieces from a few different angles or at least see a few different images of the art piece I'm looking to buy.

*Website Owner*

I want a website I can easily upload, edit, and manage my art inventory as it changes.

I do not want anyone else to be able to make changes to my site.

I want to be able to mark listing as sold, under negotiation, or available.

I want a website which can display as little or as many pieces as I need at any time, as I have a constantly changing inventory.

I want my shipping terms and any other binding general terms and conditions on my website and easily accessible.

I want an archive of my favourite pieces available on the website.

I want a website which quickly conveys my brand as an art broker dealing in expensive pieces, as well as a framer doing quality framing for a budget price. A cohesive identity using the same brand name and conventions without cheapening the art broker side, nor turning away customer who would be looking for framing services.

I would like to be able to make announcements on my website, such as if I am unavalibale for a period.