# Meeting One: Elcit Requirements and Inital Meeting

## Agenda

1. Client Introduction
2. Discuss Potential Use Cases
   1. Site purpose
   2. Client Audience

## Client Introduction

Piers is an agent of chaos art broker/ dealer looking to move into framing after a big estate sale, while potentially still selling a significantly smaller, curated catalogue of art.

## Potential Use Cases

* Art brokering/ art dealer website for selling art
  + Art dealer website – for sale page
    - For sale page by artist and then work under them
      * Depending on how much art it can be hard to have many pages
* Website for picture framing business
  + List of moulding, example frames etc – but no gear and unsure yet?
* One website with coherent branding which can move with him into the future – perhaps the site map has the two buiness segragated but uses similar branding and overlap. Look into seo potentially to make this work?

## Design Discussion

Art dealer vs framing audience (sink framing).

Framing in competely different demographic, budget and accesable anybody who wants a non-kmart frame. Very budget, minimal framing, 3 matteboard and 16-20 different mouldings.

Art brokering – wanky, high-end, older, would be 2000 - 30,000 per piece is shown. 24-48 is an ideal stock level, but will initally have low level of stock. 12 pieces per page kinda thing?

Simple interactivity, no categories, no sorting just images with text underneath. Basic grid. Big body of text. Image of artwork top left, under is artist name, work title medium year dimensions. Right big verbose write up. Easy to use website – miracle half those people know what computer is.

## Assets / Current Website

Sink logo is in google images font!

No font or branding conventions but a preference for black and white.

AWS – domain for sink.co.nz, and some type of subscription