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 to contact a framer 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 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.

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 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.