



Final Report Zeus



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PROJECT REPORT
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Summary

Our group Zeus was introduced to our client, Erion Kapaj. He is a Greek visual artist, art educator, and self-taught builder of sailboats. He has described his work as little problems he creates himself and then tries to solve. The initial problem was the lack of a centralized location for Erion to showcase his art. Erion expressed that he has missed out on multiple opportunities due to lack of an accessible, centralized location to showcase his art which includes: paintings, sculptures, and more. So to solve this problem our group, Zeus, implemented our knowledge to create a portfolio for Erion in order to display his art.

Before the creation of the portfolio itself, the group conducted research to understand both the client's and user's needs and wants. The group used the design thinking process and the CMD research methods to collect data. Design thinking is a non-linear, iterative process that can be used to understand users, define problems and create innovative solutions to prototype and test. It has the following five phases: empathize, define, ideate, prototype, and test. CMD methods are a series of different research strategies for design research. While there are a multitude of CMD methods the following 11 CMD methods were used to obtain data that was used to aid in the completion of the project: A/B testing, co-creation, competitive analysis, empathy map, interview, mood board, persona, pitch, prototyping, survey and usability testing.

The following research question was developed in order to guide this project: What would a showcase of Erion's portfolio and personality look like, and how can that be incorporated into a website? Subsequently, sub-questions were created to answer the main research question. The questions were then divided into each of the phases and answered by the relevant CMD method. Tools such as Figma for prototyping and Visual Studio Code for coding have been used. HTML, CSS, JavaScript and JSON were used to create the final prototypes. The goal was to establish an end product that will satisfy both the client and users.

After analysing all the data obtained through the research, the group was able to create a satisfactory end product for the client. Multiple HTML pages were created to deliver a final product for Erion. We created a page displaying Erion's most recent art, an individual page for each art style, a shop page, a cart page and an about me page.

If our client decides to develop the product that has been given to him, it is recommended to focus on the back-end aspect to allow him to use it himself. This will allow Erion to be able to choose pieces he wants for sale and what he wants as display. The purchasing function is not yet working so that can be further developed. If the presented product is chosen, a user guide will be created on the readme. This will help Erion use the final product.



Glossary

CMD methods (CMD, N.D.):

These are a series of research methods out of which some will be used by the group.

Design thinking (Balcaitis, 2019):

Design thinking is a non-linear, iterative process that can be used to understand users, define problems, and create innovative solutions to prototype and test.

Empathize (Balcaitis, 2022):

The empathize phase involves working with people in order to try and understand them.

Define (Balcaitis, 2022):

The define phase is all about bringing clarity and focus to the design space.

Ideate (Balcaitis, 2022):

Ideate phase is where you concentrate on idea generation to create solutions for our users.

Prototype (Balcaitis, 2022):

The prototype mode is the iterative generation of artifacts intended to answer questions that get you closer to your final solution.

Test (Balcaitis, 2022):

The test phase is to get feedback about the prototypes you have created. Show them to your users and have another opportunity to gain empathy for the people you are designing for.

A/B testing (Rawat, 2023):

Randomized experimentation process where in two or more versions of a variable are shown to subjects at the same time to determine which version leaves the maximum impact.

Co-creation (Interaction Design Foundation, 2021):

Collaborating with the stakeholders to guide the design process.

Competitive Analysis (Mail Chimp, N.D.):

Process of identifying competitors in your industry and researching their different marketing strategies to use as a point of comparison.



Empathy Map (Bland, 2021):

A collaborative tool used to gain a deeper insight into customers or clients.

Mood Board (Chapman, 2018):

Physical or digital collages that arrange images, materials, text, and other design elements into a visual format that is a representative of the final design style.

Persona (Dam & Siang, 2023):

Fictional characters, which you create based upon your research to represent the different user types that might use the final product.

Pitch (Tomboc & Author, 2023):

Presentation of a business idea to a group of people who can help turn your idea into a reality.

Prototyping (Interaction Design Foundation, 2021):

Experimental process to implement ideas into tangible forms from paper to digital. Teams build prototypes of varying degrees of fidelity to capture design concepts and test on users.

Survey (Qualtrics, 2023):

Method of gathering data using relevant questions from a sample of people with the aim of understanding populations as a whole.

Usability Testing (Affairs, 2013):

Evaluating a product or service by testing it with representative users.



Chapter 1: Introduction

“Far more interesting than problem solving is problem creation.” by Chuck Close (Close, 2007). This quote seems to encapsulate the essence of the client Erion Kapaj, especially his creation process. He has described his work as little problems he creates himself, that he then tries to solve. Erion Kapaj is a Greek visual artist, art educator, and self-taught builder of sailboats.

During the initial kick-off meeting the group was introduced to the client as well as the problem he is currently facing. Erion’s art can be found on different platforms however there is no centralized location where Erion is able to showcase his portfolio. Our group, Zeus, has been tasked with coming up with a solution for Erion.

In the same kick-off meeting Erion expressed that he has lost out on multiple opportunities due to lack of an accessible, centralized location to showcase his art including: paintings, sculptures, and more. The client gave the group a brief idea on what he wanted to see in the final product. He expressed some of his likes, dislikes and some design specifications. It seems that he prefers a minimalistic design with little colour. The end product should be something that will satisfy both the client and future customers.

This report contains more about the client, the problem, the group’s objectives, the process and research strategy, a conclusion and an evaluation of the process. Chapter 2 contains some background about the client. Chapter 3 will go in more detail over the problem, the goals and expected outcomes and the methodology that will be used. It explains the CMD research methods as well as the design thinking process. Chapter 4 contains the process and results of the research methodologies explained in Chapter 3. It summarizes the data obtained from those research methods such as the interviews, surveys, personas and more. Chapter 5 contains a conclusive summary of the complete report, results and will also include recommendations for further research.



Chapter 2: About the Client

Through the initial project kick-off meeting with the client, the group was introduced to Erion Kapaj. The client a visual artist, art educator, and self-taught builder of sailboats. He graduated from the Athens School of Fine Arts in 2013, specializing in painting and sculpting. His works, whether paintings or sculptures, are small problems that he sets for himself and seeks to solve within the framework of the visual language. Due to his strong need to approach every kind of creative challenge, Erion Kapaj devotes a lot of time to designing and constructing various creations that combine mathematics and engineering. For him, these constructions are simply games that allow him to pass his time in a pleasant and creative way.

He is a sole proprietor based in Greece and he wishes to have a portfolio to display his art work. Currently his art is showcased on multiple different platforms, but there is no centralized platform for all his art. To come up with a solution Zeus, an outsourced group, has been recruited to create a portfolio to his specifications.



Chapter 3: Assignment overview

The following sections in this chapter describe the details of this project. It contains an overview of the problem, the group's objectives, and how the group plans to achieve these objectives. The group will be referred to as Zeus from here on out. The client, Erion, is an artist based in Greece who likes to have a platform to showcase his portfolio.

3.1 Problem definition

While Erion's art can be found on different platforms, there is no centralized location where Erion is able to showcase his portfolio. In the initial kick-off meeting Erion expressed that he has lost out on multiple opportunities due to lack of an accessible, centralized location to showcase his art.

3.2 Goals

The end objective of this project is to create a fully functioning and accessible prototype where Erion is able to showcase his portfolio. Erion wishes to showcase his art to like-minded individuals and acquaintances and increase sales as a by-product of better exposure.

3.3 Expected outcome

An accessible, user-friendly prototype for Erion to showcase his artwork and extended portfolio to a wider known and unknown audience.

Solution summarised:

- User friendly website
- A website to Erion's specifications
- Showcase his art

3.4 Methodology

To achieve the expected outcomes the group uses the design thinking process and the CMD research methods to collect data. CMD methods are a series of research methods out of which 11 will be used by the group. This is done in order to collect data that is required to achieve the aforementioned expected outcomes for this project. Design thinking is a non-linear, iterative process that can be used to understand users, define problems and create innovative solutions to prototype and test. There are five phases that include: empathize, define, ideate, prototype and test. Each of the phases will be further explained in section 3.5: research. Tools such as Figma and visual studio code are being used. HTML, CSS, JavaScript and JSON will be used to create the final prototypes that will be presented to the client.



3.5 Research

After creating a research question used to give the group direction we used the design thinking process to come up with sub questions. This will lead to answering the main question.

Main research question

What would a showcase of Erion's portfolio and personality look like, and how can that be incorporated into a website?

Sub research questions

Empathise:

The empathise phase involves working with people in order to try and understand them.

- What is Erion's personality like?
- How does Erion interpret his own art?
- How would he like to represent himself on the website?
- How did he get interested in the art that he creates?
- What is Erion's personality like?

Define:

The define phase is all about bringing clarity and focus to the design space.

- What kind of art is in, and how big is Erion's portfolio?
- Does he want his art explained or left up to the viewer's interpretation?
- How will the data obtained on users be analysed?
- How will data be collected to better understand users and their preferences?

Ideate:

Ideate phase is where you concentrate on idea generation to create solutions for our users.

- What feel does he want to give the users of his website?
- What are some stylistic choices he wants to see on the website?
- How did he get interested in the art that he creates?
- How can other websites be used as a source of inspiration to create a quality portfolio for the client, Erion?
- How can Erion's portfolio be created in such a way to stand out from others in the market?
- How will all the requirements be identified?

**Prototype:**

The prototype mode is the iterative generation of artifacts intended to answer questions that get you closer to your final solution.

- How would he like to represent himself on the website?
- How will we ensure that the final portfolio meets the requirements of the client?

Test:

The test phase is to get feedback about the prototypes you have created. Show them to your users and have another opportunity to gain empathy for the people you are designing for.

- How often should Erion be contacted for progress updates?
- How will we ensure that the final portfolio meets the requirements of the client?
- How will all the requirements be identified?
- How will we ensure a satisfactory end product?
- How will we ensure a satisfactory end product?



CMD Research Methods

After coming up with the questions the CMD research methods will be used to support the research planning needed to deliver a complete portfolio for Erion, the client.

The following research methods will be used to answer a specific sub-question:

A/B testing (CMD, N.D.):

This will be used to compare two or more versions of elements to see which is the better alternative.

- How will we ensure a satisfactory end product?

Co-creation (CMD, N.D.):

The group plans to gain inspiration from Erion by involving him in the design process. This allows the group to know Erion's expectations for the final product.

- How often would Erion like to give us feedback?
- See the feedback that was implemented?
- How often should Erion be contacted for progress updates?
- How would he like to represent himself on the website?
- How will we ensure that the final portfolio meets the requirements of the client?

Competitive Analysis (CMD, N.D.):

Similar to the UPS method competitive analysis will be used to find in a niche or unique selling point competitors are not filling.

How can Erion's portfolio be created in such a way to stand out from others in the market?
How can other websites be used as a source of inspiration to create a quality portfolio for the client, Erion?

Empathy map (CMD, N.D.):

Empathy map will be used to summarize findings from the interview and from observing the client.

- What is Erion's personality like?

Interview (CMD, N.D.):

Interviews will be conducted to understand Erion better by gathering their opinions, and what is required of the group.

- What is Erion's personality like?
- How does Erion interpret his own art?
- How would he like to represent himself on the website?
- How did he get interested in the art that he creates?



Mood Board (CMD, N.D.):

Mood board will be used to describe the 'mood' or the 'feel' of the envisioned product and to see what is needed by Erion.

- What feel does he want to give the users of his website?
- How would he like to represent himself on the website?

Persona (CMD, N.D.):

Will be used as a representation of users.

- How will the data obtained on users be analysed?

Pitch (CMD, N.D.):

Use the unique selling points to communicate them and sell it to the client.

- How will we present our final project to Erion?

Prototyping (CMD, N.D.):

This method will be used throughout the project, multiple prototypes will be created and evaluated as part of the as an iterative process.

- How will we ensure that the final portfolio meets the requirements of the client?

Survey (CMD, N.D.):

Survey will be use to collect, mostly quantitative, data on potential users.

- How will data be collected to better understand users and their preferences?

Usability testing (CMD, N.D.):

This will be conducted to detect and correct any problems in the design before finalization.

- How will we ensure a satisfactory end product?



Table 1: Summary of CMD methods and sub-questions

CMD research method	Sub-question
A/B testing	How will we ensure a satisfactory end product?
Co-creation	How often would Erion like to give us feedback? See the feedback that was implemented? How often should Erion be contacted for progress updates? How would he like to represent himself on the website? How will we ensure that the final portfolio meets the requirements of the client?
Competitive Analysis	How can Erion's portfolio be created in such a way to stand out from others in the market? How can other websites be used as a source of inspiration to create a quality portfolio for the client, Erion? How can Erion's portfolio be created in such a way to stand out from others in the market?
Empathy Map	What is Erion's personality like?
Interview	What is Erion's personality like? How does Erion interpret his own art? How would he like to represent himself on the website? How did he get interested in the art that he creates?
Mood Board	What feel does he want to give the users of his website? How would he like to represent himself on the website?
Persona	How will the data obtained on users be analysed?
Pitch	How will we present our final project to Erion?
Prototyping	How will we ensure that the final portfolio meets the requirements of the client?
Survey	How will data be collected to better understand users and their preferences?
Usability Testing	How will we ensure a satisfactory end product?



Chapter 4: Process and results

Chapter 4 contains the processes and results that were obtained through the research conducted for the project. The results of the following CMD methods: A/B testing, co-creation, competitive analysis, empathy map, interview, mood board, persona, pitch, prototyping, survey, and usability testing will be explained in detail within the following sections of this chapter. These methods were used to gain knowledge and get to know the client and future customers to create an end product that will satisfy both. The design thinking process was used for research. The design thinking process has five phases and sub-questions were created for each phase. These questions were then answered using the CMD methods.

Empathise Phase:

This phase consisted of getting to know the client. The CMD method 'interview' was conducted and summarized. An empathy map was then created. His personality is that he is an artist and is always trying to do different things. He creates paintings, sailboats, sculptures and clocks. He classifies himself as something in between an artist and engineer. He is a teacher and loves mathematics.

He interprets and gets interested in his art by trying to solve problems that he has in mind with his paintings and trying to be as minimalistic as possible. It doesn't mean he always finds a solution, but it's this that keeps him working. The same thing happens when he creates boats, the idea is to create it without reading and knowing how to build it and the beautiful thing for Erion is to solve the problem. When he solved the problem it's somehow not so interesting anymore. He would like to represent himself as minimalistic, clean or as the new Da Vinci.

These were the questions answered:

- What is Erion's personality like?
- How does Erion interpret his own art?
- How would he like to represent himself on the website?
- How did he get interested in the art that he creates?



Interview Summary with the client (Appendix, interview 1):

This first interview with our client was to get to know him better and what his ideas are. Erion is an artist who is creative and is always trying to do different things. He creates paintings, sailboats, sculptures and clocks. He classifies himself as something in between an artist and engineer. He is a teacher and loves mathematics. Most of his art works are problems that he creates himself, he then tries to solve those problems. He is open to new or different ideas based on what we see fit.

In terms of some colour choices, he likes the colour white and a combination that he doesn't mind is white a little red or black or grey. He likes a darker red, in his words: "The colour you get when you put the colour in the oven." Erion really likes minimalistic designs, even some of his paintings are white on white. He says "Let's say when I take out all the colours and tones, the tone is from white to black and colour is colour, somehow in my mind the white stays. Because like the white canvas you start with is the empty thing and is less." So this is something he connects with.

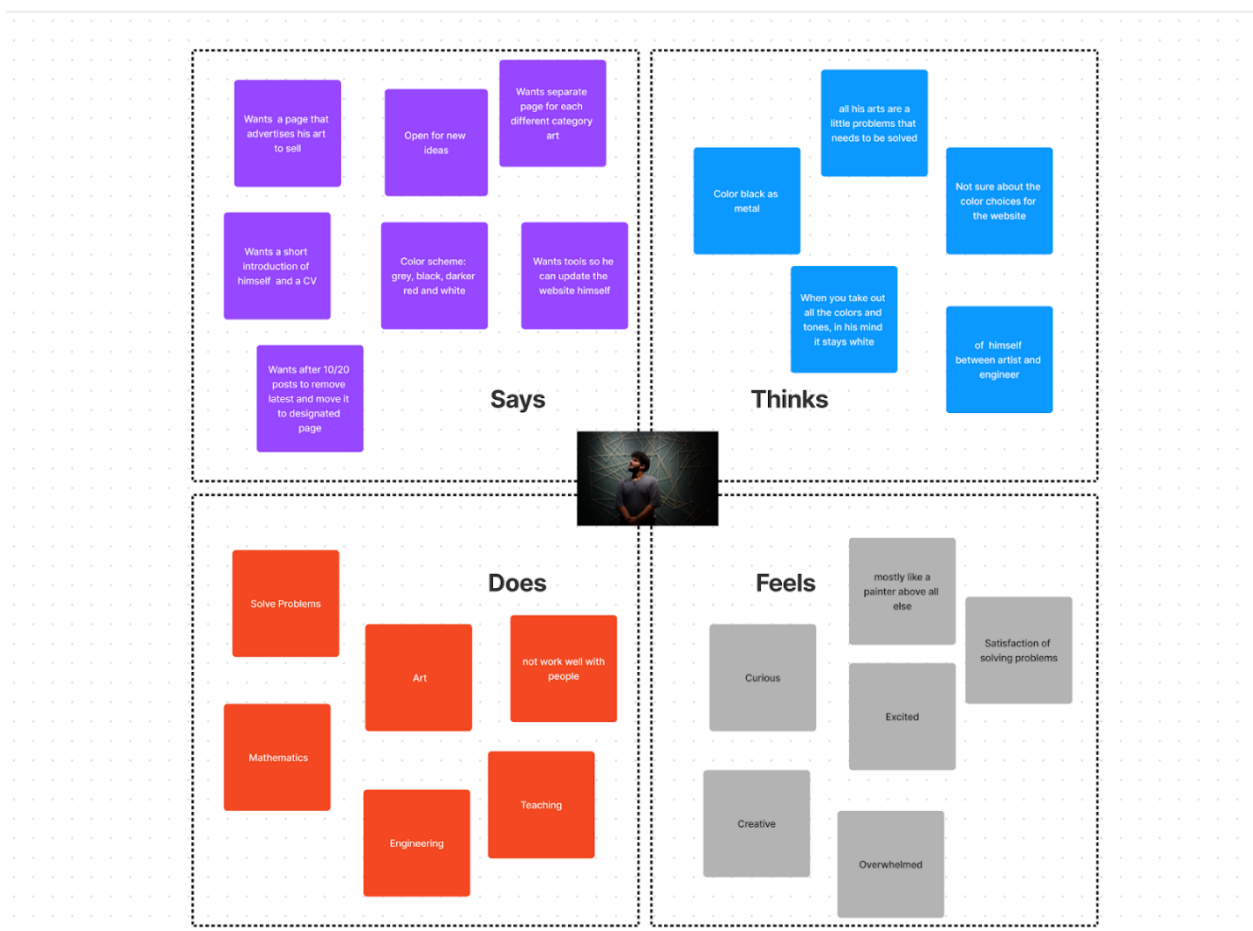
Some website specifications are: he would like all his art separated into different HTML pages based on art type. He also wants one page, the main page, to have his current artwork. And after a certain number of posts it should automatically go into the designated page. On the website he also wants his CV and a short about me section. He wants a page that is catered to selling his work, which is something that he did not initially want. However, the whole website should not be focused on selling, he just wants something that is easy for customers to purchase.



Empathy Map

For the Empathy map we used the data that we got from the interview with our client. The empathy map was used to visualize all that we know about our client. The information is categorized in four sections. For “says” we added the things he said he wanted on the website. For “thinks” we added things that came to his mind. For “does” we added things he does. For “feels” we added the way we think he feels.

Figure 1: Empathy map





Define Phase:

In this phase we found out what specific art and how big is our client portfolio. There are two sub-questions that need to be answered. We conducted three CMD methods, which are survey, scenarios and personas. We conducted the survey to get an insight in people's art interest and buying habits. We found out that people do buy art and purchase them online, which is a plus for us. In the kick-off meeting with the client we found out that he creates many different types of arts. This consists of toys, boats, paintings, sculptures, drawing and also photography. His portfolio is not that big, but he does have other platforms that people can purchase or view his art. We also created two personas to analyse the result from the survey. Sam and Evan have very different liking for example; Sam likes art and does it in her free time while Evan doesn't care for arts. From the personas we created two scenarios. It helped us understand the user and what they want from the product.

These were the questions answered:

- What kind of art is in, and how big is Erion's portfolio?
- How will data be collected to better understand users and their preferences?
- How will the data obtained on users be analysed?



Survey Results (Appendix, survey 1):

Introduction survey:

The purpose of this survey was to gather insight in people's art interests and art purchasing habits. This is important to us to find out whether people have a genuine interest in art and whether they would be open to purchasing it through a web shop. Along with finding out whether Erion's art would be of interest to the public.

Results have been gathered from 62 respondents.

The survey results come from different online communities and people at the Weert and Eindhoven train stations. Some basic information has been gathered along with more personal interests data.

Results:

The majority of responses we received were from the 18-24 age range, with 48.4% of results. The second largest demographic was the 25-30 demographic with 24.2%.

This connects to the yearly income, where the majority of respondents answered that they earn less than €20.000 a year, with 62.1% of results.

Regarding art interests, respondents answered broadly, having a wide interest in different art styles. The majority of respondents have an interest in photography, paintings, digital artwork and drawings. The least interesting art styles are sculptures and interactive media.

Among the respondents, 67.7% answered they in fact own art. Half of the respondents answered they purchased art, implying some art was obtained for free. When buying art, most of it is purchased either online or directly through artists. The least common purchasing option/place is an art gallery.

One of the final questions that was asked was whether respondents would think buying art online would be more preferred. Out of 62 respondents 36 responded saying they agree to a degree. Fifteen were neutral on the statement and 11 said they do not agree to a degree.

The final question we've asked was whether respondents create art themselves and if so, what type. This question received 42 responses, where most people create (digital) drawings, some do photography, and some do music.



User Scenarios

We created two scenarios: Sam and Evan. We created them based on the personality from the personas. It helped us understand the user and what they want from the product. Evan dislikes art, but visited the website and was interested in the clock collection. Sadly, he found it over priced, so he decided to look in IKEA instead. While Sam, who is interested in arts, browsed through the website and ended up purchasing a painting. She also had a nice experience with browsing and purchasing on the website.

Sam user scenario:

Sam navigates to the homepage. The page loads quickly, and Sam is impressed by the clean and modern design that showcases Erion's artwork beautifully.

Sam notices that there are five different categories to choose from: Paintings, Clocks, Boats, About Me, and Buy Art. She decides to start by exploring the paintings and clicks on that category.

The page loads quickly, and Sam is greeted with a variety of paintings in different styles and colours. She clicks on a painting that catches her eye and is presented with a more detailed view of the piece, including its title, size, medium, and price.

Sam likes the piece and decides to see more of Erion's work, so they click on Boats button to go to the boat page. They continue scrolling through the different pieces, clicking on some and skipping others, until they find another artwork they really like.

Finally, Sam decides to make a purchase. She clicks on the "Buy Art" link in the navigation bar and is taken to a page that displays all the artwork available for purchase on the site. She finds the painting she liked earlier and clicks on the "Add to Cart" button.

Sam is taken to a checkout page that displays the painting, its price, and the total cost including tax and shipping. She enters her shipping and payment information and clicks the "Submit" button to complete her purchase. She receives a confirmation email and eagerly awaits the arrival of her new artwork.

Overall, Sam had a positive experience browsing through the different categories on the website and making a purchase. The clean and user-friendly design made it easy for her to navigate and find what she was looking for, while the detailed views of each artwork helped her make an informed decision.



Evan user scenario:

As Evan arrives at the homepage, he sees a banner displaying some of the newest pieces of art made by the artist. He finds the artwork intriguing and clicks on the "Paintings" category in the navigation bar to see more.

He is directed to a page displaying various styles of paintings including landscapes, abstracts, and portraits. Evan clicks on the "Portraits" category and scrolls through the page, where he sees a variety of portraits.

Next, Evan clicks on the "Clocks" category and is pleasantly surprised to see a collection of unique and creative clocks. He finds the idea of combining art with functionality interesting and spends some time admiring the details of each clock.

Evan clicks on the "Boats" category and is impressed by the intricate details and craftsmanship of the ship models. He reads the brief descriptions of each model and learns about the inspiration behind the artist's work.

After looking though, the boats page Evan gets intrigued by the painting page and decides to scroll through it. Because of the functional aspects after looking at the "Boats" and "Clocks" page.

Going back to the clock page he looks back at the "clock" page after scrolling for some time he finds the clocks to be overpriced so he leaves the site and goes to the site of IKEA to look at cheaper clocks.



Persona

Summary of Persona:

We created two persona's that represented our future customers that helped us gain more insight for our client and what their ideals are for the website. Surveys were first created to see what the users wanted and how they presume art, with the most important question of if they want to buy art or if they had no interest in it. Based on the surveys, the persona's that were created after gaining the insight of the surveys are called Sam and Evan. Sam being someone who does not care for art while Sam was the opposite. Sam enjoys art and also has an interest in buying them in the future.

Introduction:

To create our persona's we went out and gathered data. We did this with a survey, with this survey we got enough data to create two personas. These were two extremes. One who loves art and buying art and one who is not interested in art in the slightest. The personas have been placed in appendix under the persona's section.

The reason we made these persona's was to better show our stakeholders who their users could be in the future.

Sam (Appendix, Figure 1):

She is a twenty-one year old Dutch girl who makes under twenty thousand euros a year, despite that she still is interested in buying and interested in multiple forms of art like paintings, digital art work, drawings and photography. In her free time she likes to make digital art and share it online.

Evan (Appendix, Figure 2):

He is a thirty-four year old American who makes over 80.000 euros a year. His purchasing habits consist of not buying or owning any art; this is because he doesn't care for it in the slightest. He wants to spend his hard earned money on something more valuable than art.



Ideate phase:

In this phase we did some more research to brainstorm some ideas to create the first iteration of the product. There are some sub-questions that need to be answered. We conducted two CMD methods, which are survey and competitor analysis. In the kick-off meeting with the client we were told some style choices. Which includes: multiple page website, minimalistic and colours; red, black, grey and white. We conducted a survey to identify the requirements preferred by the potential users. The results are that the website would be simple and two things they look for in a website is usability and information. However, to compete with our competitors a good user interface and experience will be required to stand out among others. A good looking shop will also be key to making this website a success. Our competitors websites are our inspiration to make our clients website better, because we analysed what they are lacking therefore we can improve it while creating ours.

These were the questions answered:

- What feel does he want to give the users of his website?
- What are some stylistic choices he wants to see on the website?
- How did he get interested in the art that he creates?
- How can other websites be used as a source of inspiration to create a quality portfolio for the client, Erion?
- How can Erion's portfolio be created in such a way to stand out from others in the market?
- How will all the requirements be identified?



Survey results (Appendix, Survey 2):

Introduction survey:

The purpose of this survey was to gather insight into people's interests and preferability on a website. This is important to us to find out because with this information we can decide on how to structure the website. Some basic information was gathered along with more personal interests data and there were 27 respondents.

Results:

The majority of responses we received were from the age range 18-25, with 66.7% and the second largest demographic was the 41+ demographic with 11.1%.

Regarding the question of what people look for in a website, there were two answers that got the same amount of votes. Which were usability and information with an average of 33.3%. The second largest was Aesthetics (look) with 25.9%. There were two suggested responses which were all of the above and that the website must have a vibe. Lastly there was an option between a simple design or an intricate design of what you prefer the structure to be on a website. The majority chose a simple design (77.8%) and the other an intricate design (22.2%).



Competitor Analysis

Summary Competitor Analysis:

The competitor analysis was used to gain more insight of the people who have similar admiration of Erion. We have established that we need to create aspects that are similar to Erion and what is different. We have taken into account the art style that Erion uses. With the competitors down below it will state what the advantages and the weaknesses are about each website in detail. In summary the websites that were chosen had a very intricate and similar design to them all. Half of the competitors have a shop function that gives us more insight on how others designed their website. For a more detailed and point rating for each competitor please refer to the strength and weaknesses table.

Information about competitors:

Almost Real.me (Camus, 2014):

Artist collective, shop function separated into multiple different art styles. Main page has some art showcased, with prices included. Short tiny blogpost about upcoming items with links for more information. Featured artist “banners” including interview. Social media showcase at the bottom, newsletter subscription. Sitemap included. Clean design, image carousel for items. White/black main colour scheme. In general, more of a web shop for featured artists. With art separated by style/vibe?

Kate Vass Galerie (Galerie, 2017):

An art gallery, featuring a big collection of artists. Focus is on selling and showcasing featured artists and their artwork. High-end prices. Modern design featuring moving aspects. Mainly black and white website. Quite extensive blog posts, in the form of a carousel just like the art. Small collection of exhibitions.

Sophie Kahn (Kahn, N.D.):

Sleek, limited frontpage, featuring a carousel of sculptures and other art. Footer has a newsletter subscription, social links and copyright. Artwork is separated through a menu. Extensive about page. Digital artist and sculptor combination. Multiple art degrees. Focus seems more on herself in combination with a showcase of her art. No shop function included.

Once more a sleek, minimalist design with black/white.

**Maegan Guerette** (Guerette, 2004):

Painter and photographer with a more colourful design through her art. Includes a collection of different styles. Short “about” page. No shop function but is open for commission work through e-mail contact. Navigation is wonky, duplicate navigation bar for header and footer. Layout mostly done in a flexible grid-style.

Andrea Manning Art (Manning, N.D.):

White website with black tones. The overall website is very simplistic with a focus on the art pieces that have been put online. The navigation bar is on the side with her social media links as well. However, the links there are very small. The website does have a zoom in button that allows you to look at the website. The contact page is very basic.

Jason Arkles (Arkles, N.D.):

It is a very simplistic website with a sculpture vibe. The index is a massive hero picture with a nav bar in the middle to allow you to locate his art or somewhere else. Everything is separated into multiple aspects to navigate in an easier way. It is white with black tones. Nothing is in the footer, he put all his links in the header. In his contact page basic information has been put in, the input of a map of where he lives is a nice function. His about me page is filled with text and a small photo of himself. Overall, this website is not great to look at, do not recommend looking at this website for reference.

Emily Mercedes (Mercedes, 2018):

Simplistic design, more of a shop website than anything. White background with black tones. The navigation bar is separated into multiple segments for easy navigation. Looks a bit old school. Footer is very big with an odd font to make it hard to read. The shop basket is a bag which is a nice feature. The click to view the art work with the small hover is a small nice feature

Edzerza Gallery (Edzerza, N.D.):

Nice website with a good shopping function, artist artworks are nicely on display. Hover to showcase the prices are well input. Tiny about me in the beginning on the index page.

Navigation bar is very clear. His social media is at the bottom; customer service has been added which is a nice feature. Payment methods are at the bottom too. Black and white theme. Account creation and login has been put into place. Sculptures and other art pieces are separated very nicely, search button.



Strengths & weaknesses table

The table makes use of a scale from 1 to 10, 1 being the worst and 10 being the best.

Table 2: Competitive analysis summarized

-	Art visibility	Good UI/UX	Shop functionality	Pricing	People involved
Almost real.me	7	8	8	3	16
Kate Vass Galerie	6	8	8	10+	73
Sophie Khan	9	6	N/A	N/A	1
Maegan Guerette	10	3	N/A	N/A	1
Andrea Manning Art	8	6	2	N/A	1
Jason Arkles	6	6	1	N/A	1
Emily Mercedes	10	7	9	1	1
Edzerza Gallery	7	7	8	3	1

What is our competitive advantage?

Erion has a wide price range for his art. Making it very available to the general public, as well as more dedicated art enthusiasts. Art will be at the centre of our website. Erion creates very unique art, using different tints of white to create complete images. Good visibility is something we strive for in creating our website for Erion. A clean and good user interface and experience will be required to stand out among others. A good-looking shop will also be key to making this website a success.



Prototype (Appendix, Figma, Individual prototype):

In this phase we analysed our research and created our prototype. There are some sub-questions that need to be answered. We conducted two CMD methods, which are a mood board and a prototype. We made a mood board to visualize ideas and the personality that represent our client. He would like to present himself as a minimalistic person and a problem solver. For our prototype we did multiple variations and then combined them with the opinion from our client.

These were the questions answered:

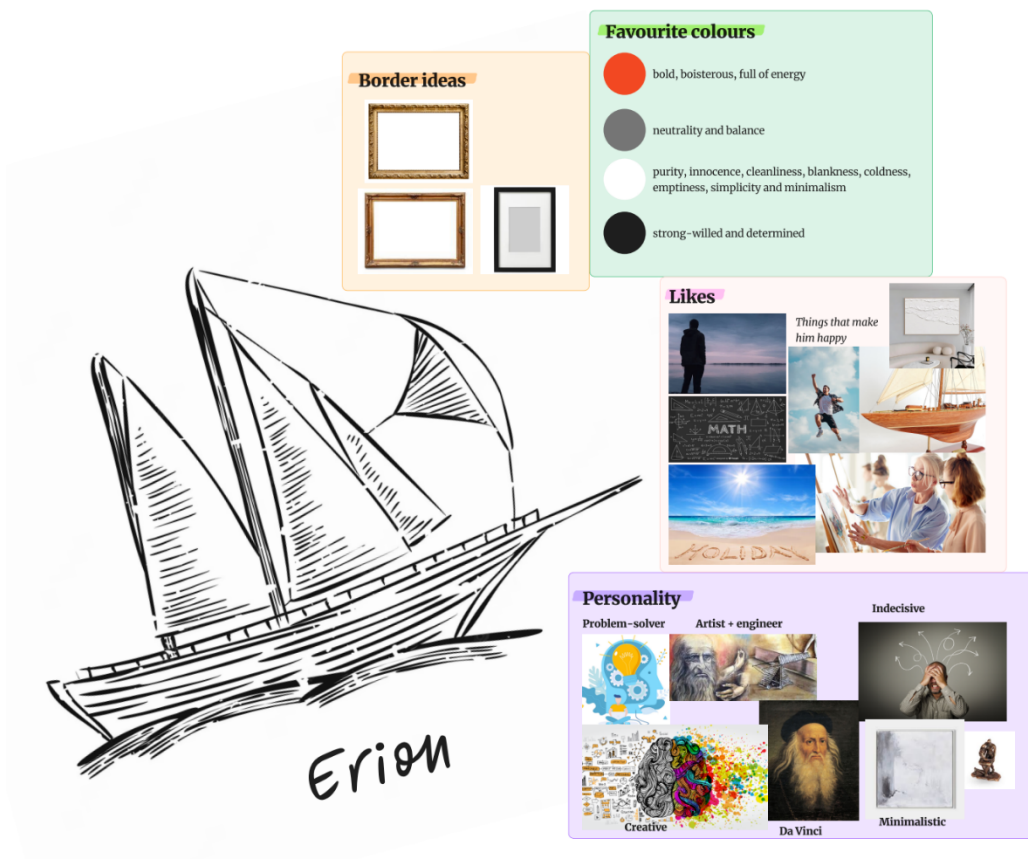
- How would he like to represent himself on the website?
- How will we ensure that the final portfolio meets the requirements of the client?



Mood Board

The mood board is based on the results we got from the interview with Erion where we questioned him about his personality, likes, dislikes and leisure time activities. The mood board was used as one of the research methods because it helps organize the inspiration of the project. It helps keep the style and aesthetic within the project consistent. In this mood board you can see some border ideas we have for the actual website, the colours we're going to use and all of the inspiration that Erion gave us in the interview. Erion likes being alone, mathematics, freedom, holidays, teaching, modelling boats and white on white art. Erion sees himself as Da Vinci, a problem solver, creative, minimalistic and an artist and engineer in one. From the interview we've gathered that he can be quite indecisive and therefore also added that into the mood board. Erion is very talkative when it comes to talking about things he's very passionate about and could entertain you about those subjects for hours.

Figure 2: Mood board





Figma prototype (Appendix, Figma, Official prototype):

Our lay-out of our prototype is that it has multiple pages. In the navigation bar you can find the about me, shop and cart page. There is also a drop-down menu where the different types of art have their own section/page. In the footer the client's socials and other platforms can be found. On the homepage his recently added art is presented.

Test:

In this phase we did testing to improve our prototype to create the final product. There are some sub-questions that need to be answered. We conducted three CMD methods, which are interviews, usability testing and A/B testing. We conducted an interview with our client where we showed him the different variations of prototypes to ensure that our product meets his requirements. We combined the prototypes and then we did user testing. We did three interviews with potential future customers where we gave them a task list to test out the prototype. The general feedback that we got is that it is clear and accessible. For the A/B testing we collected ten results. We created different categories with multiple choices. We contacted our client through email if some small questions popped up. We also called him twice on teams, firstly to get all the information on his wants and needs. Secondly we showed him our research and the prototype to get his opinion.

These were the questions answered:

- How often should Erion be contacted for progress updates?
- How will we ensure that the final portfolio meets the requirements of the client?
- How will all the requirements be identified?
- How will we ensure a satisfactory end product?



Interview Summary with the client (Appendix, interview 2):

This second interview was held to show our client all the research that we did, and to show him our ideas. Each group member was assigned to create an individual prototype to visualize their ideas of how they think the website should look like. We showed him our survey, mood board, empathy map, personas and the individual prototypes.

He was impressed with the results that we got from the survey and with all the research overall. We asked him if he saw himself in the mood board. The mood board and empathy map indeed represent him, but he didn't like the colour that we chose for the website. We chose an orangish-red, so we need to change the colour to a darker red.

His opinion per prototypes:

1. He doesn't like the logo. It doesn't fit him or the paintings, he thinks would fit better if he would be selling motorbikes. Overall he thinks that it's clear and quite simple to use.
2. It seems clear and quite simple to use.
3. In general he likes it, but he didn't like the font that was used.
4. He likes the simplicity a lot, but he doesn't like how the paintings are structured.
5. It was clear, but he didn't like the very first page. The red was too much and thinks that it's missing something, but doesn't know what.
6. Likes the idea of showing the pictures of the items in a different size and angle. He finds it very nice and thinks it's classic.
7. Likes it a lot, had some minor changes and a few dislikes.

Due to some restraints in our group, we were not able to show all 8 of the prototypes. He was asked if he was to pick a favourite or things that he likes from one. From the first one, he found it too strong and disliked the footer, because it had too much black. The second one he thinks is missing something, for example pictures.



Interview summary with users (Appendix, interview 3-5):

We conducted three interviews and with them the intention was to test our prototype to get an idea from the user if it's user-friendly and to get their opinion. The age from the three interviewees was between 19-21. Most of them are interested in art. Their expectation of an art portfolio website is that it should have art displaying, in a portfolio format, brief description about the art, some personal information of the artist and not so much functionality. Two users were a bit confused in finding the painting page and the other the cart page. However it was more how the question was asked.

The feedback that we got back is that design wise it should pay more attention to the brand of the artist. The cards should be bigger, because they look too busy. Also, the drop down menu where all the different sections are located which is called work to give it a better name because it kind of confused him when he got the task to go to the painting page. Additionally, they like the layout, it reminds some of Amazon. However, they said that it is clear and accessible.

A/B Testing (Appendix, interview 6-15):

We conducted the A/B testing to finalize the research and to better the useability of the website. We got ten individuals to conduct this and also did it in an interview form. So, on the cart option it's pretty clear the interviewees like the icon over the name. When it comes to the drop-down menu of the work page they prefer the classic arrow on the right, over a different placement or the hamburger menu. Then there's the detail page when you go to check out with your cart and payment information. The interviewees prefer the page with more white space over the close placement of the sections. Next we have the titles Shop and Paintings/item name. Both titles were preferred to be in the middle with small adjustments, such as making it more centred and a bit lower. At last, when you click on an item there will be either a pop-up or a new page and they prefer an external page.



Table 3 Icon:



Icon	Name
	
8/10	2/10

Table 4:

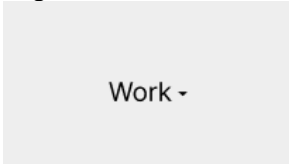
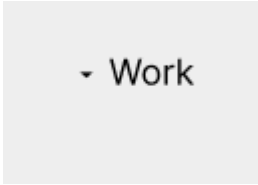

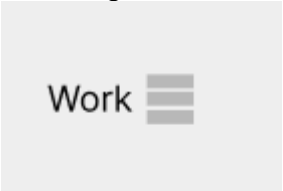
Right	Left	Bottom	Hamburger
			
8/10	1/10	1/10	0/10

Table 5:

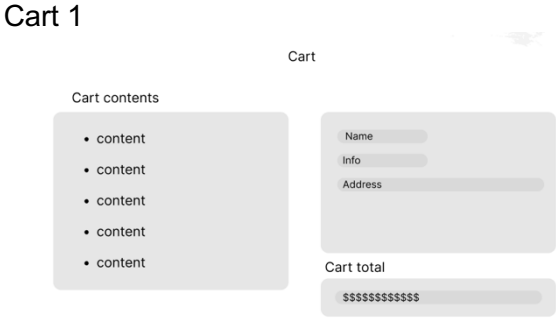
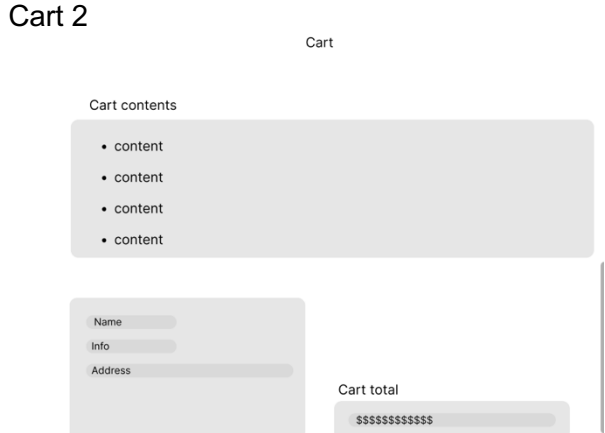
Cart 1	Cart 2
	
6/10	4/10



Table 6 Shop:

<p>Shop name on left</p>	<p>Shop name in the middle</p>
2/10	8/10

Table 7:

<p>Category name small and on the left</p>	<p>Category name big and in the middle</p>
2/10	8/10

Table 8 Pop up detail page:

<div><div>Pop up detail page</div><div><div><div>Erion</div><div>WorkAbout meShop</div></div><div><div>Paintings /Item Name</div><div><div><div><div><div><div></div></div><div><div></div></div><div><div></div></div></div><div><div><div><div></div></div><div><div></div></div><div><div></div></div></div><div><div><div><div></div></div><div><div></div></div><div><div></div></div></div></div><div><div>Koufonisi landscape Painting</div><div><div><div>-Lorem</div><div>-Ipsum</div><div>-Dolores</div><div>-The hills have eyes</div><div>-They're watching</div><div>-Breaking free</div></div></div></div><div><div><div>E MAIL</div><div>SOCIAL 1</div><div>SOCIAL 2</div></div></div></div></div></div><div>2/10</div></div></div></div></div>	<div><div>External detail page</div><div><div><div>Erion</div><div>Work -About meShop</div></div><div><div>Paintings /Item Name</div><div><div><div><div><div></div></div><div><div></div></div><div><div></div></div></div><div><div><div><div></div></div><div><div></div></div><div><div></div></div></div><div><div><div><div></div></div><div><div></div></div><div><div></div></div></div></div><div><div>Koufonisi landscape Painting</div><div><div><div>-Lorem</div><div>-Ipsum</div><div>-Dolores</div><div>-The hills have eyes</div><div>-They're watching</div><div>-Breaking free</div></div></div></div><div><div><div>E MAIL</div><div>SOCIAL 1</div><div>SOCIAL 2</div></div></div></div></div></div><div>8/10</div></div></div></div>
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Conclusion of results

In conclusion we completed all phases in the DOT framework. The group conducted 11 CMD methods which were survey, interview, empathy map, mood board, pitch, co-creating, competitor analysis, personas, scenarios, ab testing and a prototype. We didn't answer all the sub-questions, because some of the questions didn't line up with phases or with what we did. We did plenty of research with the future customers and our client.

We conducted multiple interviews with future customers and with our client. Two interviews were with the client, one to inform us with what his expectations are and the other to show him our idea before creating the final product, which is also considered as a pitch. We did user testing and A/B testing in an interview format. For the user testing we got three individuals and we gave them a task list to test out the usability of the prototype. Also to get their opinion. The A/B we gathered ten results, and created different categories with multiple choices to finalize the preferences from our potential uses.

We also used the co-creation research method by collaborating with our users by conducting the user testing and A/B testing and also got input from our client. We also conducted two surveys, one to get an insight in people's art interests and art purchasing habits. The other one was to verify what people look for in a website. The empathy map was used to visualize all that we know about our client. The mood board was created and used to visualize all that we know about our client. We also created a competitor analysis, where we choose eight random competitors to gain more insight of the people who have similar admiration of Erion. The personas that were created are Sam and Evan. Sam likes and purchases arts and Evan doesn't really like art. From the two personas we created two scenarios. The final prototype of the website we created on Figma.



Chapter 5: Conclusion and recommendation

As everything in this world can currently be found online, the best solution for getting a bigger audience is to become a part of the online world and present yourself through a portfolio.

Based on the results of this report, it seems that we can analyse and interpret the problem that our client Erion Kapaj has been facing. The initial problem of where Erion had no centralized location for his paintings, sculptures, and more that he created. Sub-questions were created as well to conduct a thorough idea of what Erion envisioned in his website, with the main question in mind which is; *what would a showcase of Erion's portfolio and personality look like, and how can that be incorporated into a website?* As we started working with the CMD research methods, we used surveys, interviews, and prototype testing. We decided to do multiple interviews at multiple places to get the widest range of different participants. Some places were surrounded by art and others were public places with day-to-day visitors. By using design thinking, CMD research methods, and testing prototypes on many participants we have found the perfect balance between what our client wants and what his future users would like. We have created a place for Erion, where his future users can view his art in great detail and also purchase pieces that are for sale. There will be small touches of his personality in the final product so everyone will know the product belongs to Erion Kapaj and speaks for himself. At last, we did A/B testing to gain the final insight into the preferences of customers. To combine both what our client and his users want in the end product.

If our client chooses to develop the product that has been given to him, we recommend going through a more thorough back-end phase that will allow him to upload his newer work to the website himself. Also, an actual purchase method could be put into place to help Erion's sales opportunities for his future users. Besides this, Erion will be able to choose which pieces he wants for sale and which he wants as display. A better understanding of Git will allow Erion to add on to the readme document, this will allow him to add and delete his art pieces remotely. However, those aspects of what readme will include will be done when the client has chosen our website as the final product.

We believe that our product will bring new opportunities for Erion and improve his connection with his future users this way.



Evaluation

As we conclude our project we will go over our experience for this project. This section will contain what went well, problems we faced and how we overcame them as a group.

We created a contract that was signed by everyone except one member, but he agreed to it. It started all the rules we have and how we plan to maintain them. There were points where we lacked communication, to overcome this problem we came together as a group to have a discussion. During this discussion we agreed to try to be more open with each other and take better initiative.

In this project we learned how to communicate with group members that are not always available. We learned that clients are hard to deal with, because they can change their mind very quickly. However, we adjusted our plans to the new ideas. Also we learned how to conduct research and deal with users. In the contract we stated that “if you are going to be late or absent for that day, inform the group in advance”. We had a situation where a member wasn’t showing up and neither informing us. So, we also did a group meeting and discussed the situation. We also ran into tasks being delivered late or not delivered at all. We gave multiple reminders and gave a deadline before the actual deadline and if nothing was delivered, we just assigned another member to complete it.

There were some CMD methods that we planned to do, but didn’t get the chance to do and vice versa. They were CMD methods that were not planned, but we did end up using them; A/B testing, survey, empathy map, personas and usability testing . The CMD methods we planned, but didn't end up using are benchmark creation, design specification, requirements list, thinking out loud and unique selling point. However, benchmark creation and unique selling point are very similar to competitor analysis. The new CMD methods we used were more useful to use, specially to analyse our research and also some new ways to conduct research. We answered all our sub-questions that are in Chapter 3. There was one question “ Does he want his art explained or left up to the viewer's interpretation? ”, that the answer is that yes the clients want the art to be explained. However, due to some restraints, we didn’t get the description from the client.



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Appendices

1. Project plan

- a. Problem definition
- b. Project structure
- c. Risk assessments
- d. Deliverables
- e. Research methods

2. Team agreement

- a. Group contract

3. Interview

- a. Interview questions
- b. Interview transcript
- c. Summary

4. Prototype

- a. Low- med and high fidelity
- b. User testing results

5. Individual pitch

6. End-of-sprint presentation

- a. Each sprint presentation with what we have done so far

7. Final presentation

- a. Our final product and what we did to accomplish it

[illegible]



Table 2 Planning chart

	Fleur	Rob	Zhan	Luc	Melany	Aadira	Tim	Yvonne
BUSINESS								
Project document	+	+		+	+	+	+	
Group contract	+	+		+	+	+	+	
Project plan	+	+		+	+	+	+	
Mission statement	+	+		+	+	+	+	
Project details	+	+		+	+	+	+	
Team charter				++	+	+		
Presenting	+	++		++	++	++	++	++
End of sprint presentation	++	++		++	++	++	++	
Final presentation	++	++	++	++	++	++	++	++
RESEARCH								
Mood board	++	+			+			
User requirements				++			++	
Functional requirements		+		+			+	
Empathy map					++	++		
A/B testing	++	++	++					
Survey	+	++		+	+	++	+	++
Usability testing		+				+		
Competitor analysis				++			++	
Personification		++						
Unique selling point				++			++	
Interview	+	+	++	+	+	+	+	+
Logo design	++							
Transcribing	++		+		++	++		
PROTOTYPING								
Low-fidelity prototype				++		++	+	+
Mid-fidelity prototype	+	+	+	+	+	+	+	+
High-fidelity prototype							++	
CODING								
JS/JSON		++						
Individual HTML Elements		++					++	++
Individual CSS Styling		++					++	++
REPORT								
First draft	+			++	++	++		
Final draft	++			++	++	++		



Interview 1 transcription: Client

Interviewer: Zhan

Interviewee: Erion

Location: Online on teams

Time: March 15th 2023. 2:00pm

Interviewer: My name is Zhan, a member of the group Zeus and I will be your interviewer today.

Interviewee: Ok

Interviewer: To get started, what would you say your personality is like?

Interviewee: To say in a few words, I would say I am quite creative. I am always trying to do different things, painting is one of the many things that I am doing. I would say that I am something in between artist and engineer. Not sure what exactly you want to know about my personality because there are many parts.

Interviewer: Yes. I would like to know more about your character and how you would describe your character?

Interviewee: So I like toys, and I enjoy making sailboats. Every summer I go on holiday for at least 3 months and camping. At the same time I am a teacher and I love mathematics. I am a father. I don't know what else to add.

Interviewer: I think that was a good answer to the question.

Interviewee: Let's also say that I like to be with people but I feel..., this is a difficult question about personality. It's difficult to say for myself.

Interviewer: Yes I agree it's okay we can move on.

Interviewee: Just keep this that i have a personality that likes to do a lot of things that makes me happy. At the same time I am a teacher and I love mathematics

Interviewer: ok so how do you interpret your art, like what do you want to show us with your art?

Interviewee: What I'm doing, there are different kinds of problems that I want to solve and in my art I myself create some kind of problems in my painting and then I make many paintings trying to make what I had in my mind. It doesn't mean I always find a solution but it's this that keeps me working and working. The same thing happens when I create my boats, the idea is to create it without reading and knowing how to build it and the beautiful thing for me is to solve the problem. When I've solved the problem it's somehow not so interesting anymore but I am always trying new problems and then continue doing things I like. I myself create some kind of problems in my painting and then I make many paintings trying to make what I had in my mind. In general in my paintings I like and do try to be minimal in a way of using as little



as possible, trying to find structure in anything. So yes, look for things in my painting that are under what you see.

Interviewer: So, obviously you do a lot of art, what is your favorite color to work with?

Interviewee: Um generally, it's white, also a combination that I am ok with is white a little red or black or grey.

Interviewer: So some questions that are specific to the website, would you like to have a separate section for each art type or would you like everything to be put in one page?

Interviewee: Ok so I have an idea and I'm not sure if it's easy or not. I would prefer this if it's easy to do, I would like it all on different pages and not all in one. But I had this idea that on the first page, there is everything that I've been doing in the last year, in the last 12 months let's say. After 10 or 20 posts the pictures and things that I will write will go by themselves to the right position. For example if it's a painting it will be at the page with the painting or if it's a sculpture it will be with the page of the sculptures.

Interviewer: So, I would assume you want a different page for each of your art styles.

Interviewee: Yes, except if you have a better idea because I don't know a lot about websites, I've never seen them in that way. This is what I was thinking, but it doesn't have to be final, if I see something better why not.

Interviewer: Ok, that is a good idea, so one more thing do you want to have an about me page, so a page that describes your personality and you as a whole?

Interviewee: Maybe small, I don't want to show a lot of things about my personality. Maybe a little will help but I don't like to focus on my personality.

Interviewer: Not exactly about personality but like a page about you like what you do and just a short information about you to let people know what you are like.

Interviewee: Yes, I would like something like that. In the place where my CV is, it can be something about me in general. Sounds nice.

Interviewer: Do you have any specific picture that you want to see implemented in the website?

Interviewee: Sorry, can you please repeat that?

Interviewer: Yes no problem, do you have any specific picture that you want to see added to the website?

Interviewee: What specific thing?

Interviewer: Like you have any preferences

Interviewee: Yes, I would like my website to focus, I changed my mind from last time, on making people buy. But I don't want my website to be like a shop but to make it easier for someone who wants to buy



something. And the other thing is what I said before. The first page you add things and after some posts it goes into the right page by itself. Or to be in both pages for example let's say I add a picture of a painting and every time I add a new thing it always goes to the first page and the page it must be. And after 10-20 posts it disappears by itself. If it's easy I don't know.

Interviewer: We will try to make your wish our priority, so we will try everything to fulfill your wishes.

Interviewee: Also if you have any other ideas about the first page. Would like the first page to be a little bit not so ..., to be something in the first page. I don't know if you also have another idea of course I will appreciate it.

Interviewer: Yes, we haven't exactly started working on the website and once we start we will have more ideas and maybe questions that pop up that we need to have a second conversation and have some feedback about the work we did. So out of all the things you do, what would you say is your favourite?

Interviewee: I would say the paintings out of all the things. Of course I like other things and sculptures but I would like to focus on paintings more.

Interviewer: Yea ok, why would you say that that is your favourite?

Interviewee: Because I started with paintings and everything goes around painting. From kid to school of art and until now I continue. Many times I stop and I do other things but I always come back to the paintings so it's the main thing that I am doing. I am more of a painter.

Interviewer: Also you previously mentioned that your favourite colour is white, what do you associate white colour with?

Interviewee: I don't understand 'associate'.

Interviewer: How do you connect the colour white with what? Why is that your favourite colour?

Interviewee: As I mentioned, I like structure as less things. When I take out things that I don't think are very important in the end. Let's say when I take out all the colours and tones, the tone is from white to black and color is color, somehow in my mind the white stays. Because like the white canvas you start with is the empty thing and is less. So I connect it with this. Anyway, the other things are probably psychological. For example, I don't like black. But i have a lot of friends that like black and they also like heavy metal music, i like heavy metal but not so much. I like less and minimalist.

Interviewer: So, on the topic, your favourite colour is white and not so favourite colour is black, what is your favourite combination of colours?

Interviewee: As I said most white a little red, probably grey of course some black like, it's the analogy.

Interviewer: Would you like a darker or lighter red?

Interviewee: Ah good question, imagine taking the colour and putting it in the oven. So not a very light colour it's very dark but with no grey inside. As if you take it out of the oven.



Interviewer: So I assume it's like a darker red. So obviously you are a very creative person so I would like to know why you are into making boats, that is very interesting?

Interviewee: So of course i can say, I always like to share this idea. I was on the beach and I made a kite and it was so windy that I decided that I would make a little sailboat because it was impossible to keep the kite. It was falling all the time. When I made the little sailboat of course I wanted to know the direction of the wind so the boat goes where I like not where the wind likes. I realized that the boat was taking a totally crazy direction. And after that i left this boat and actually put in the bottle a little gift and after 2 months one guy found it on the beach, a fisherman. Anyway, after this I had in my mind why the boat was not going well and I started making small simulation boats to know what's going on. Because I am good at mathematics and then I realized that the boat was doing different things than what I was imagining. Then I started with this research then slowly I did the full mathematics. And after 6000 designs and 30 little boats I started to find some solutions that the boat was working. You know when you work a lot with one thing then you get close. Then I made one and another. I built around 6 boats, and 1 year ago a boat with 3 friends in a big sailboat. See the boat started with a problem and if I solved it easily I wouldn't have continued and been bored. But because it was difficult it was like I couldn't stop.

Interviewer: Ok, that is very impressive. I would like to ask you one last question: what do you want to achieve from this website at the end?

Interviewee: My idea is that it is possible to use it and so I can continue it on my own. So I have a place to show my art and also to sell from the website.

Interviewer: I think I get the idea and also is there anything specific that you want to be sold and something that you don't want to sell?

Interviewee: Yes, that's why I have the idea of different pages of the paintings and sculptures and everything and probably we can have one page that there are things that i want to sell. Maybe one page can be like a shop.

Interviewer: So I assume you want to like the 2 main pages: one being a catalogue and the other to sell things.

Interviewee: Yes somehow, actually maybe we are saying the same thing but I will repeat myself. One part should show my work in general with how many pages. And another one that's like a shop where it shows what of my work someone can buy.

Interviewer: Ok yes I think I get the idea. Alright that is going to be all for the interview, thank you so much.

Interviewee: Thank you and feel free to ask me if you have more question I will make time



Interview 2 transcription: Client

Interviewer: Rob

Interviewee: Erion

Location: Online on teams

Time: May 11th, 2023. 10:00am

Interviewer: Ok, so do you know why we want to conduct this short meeting again?

Interviewee: Um, no actually I don't know.

Interviewer: Ok, so basically we want to get your input on the information that we've gathered so far. And we want to see if you're Ok with it or if you want us to do more and we want to see if you're Ok with what we found so far.

Interviewee: Um, ok.

Interviewer: Ok, so I'll start. We conducted a survey and we got some information about people as you see here. We asked for their ages, we asked for their income. Because we do know you're interested in selling your artwork, but it's not a high priority and we thought if we know the income of people we can see if like your artwork is semi in the price range of someone with a job.

Interviewee: Yes, yes. Actually I see your screen, um, if it's possible, maybe it's not possible. I don't see it quite big.. Ah yes that's fine, better.

Interviewer: This is the yearly income, we got 63 responses of it. We also asked like, because you are, you know into one kind of art work, so we want to know if people are interested in the art you create. So we asked them what kind of art are people interested in and if it's aligned with the stuff that you make so we know if you have a market base.

Interviewee: Yes, very interesting research I see, Ok.

Interviewer: Then we asked if people have, because you had another option as well. We wanted to see what people were into if they weren't into the ones that we described. Then you can see, we can also link this to you if you're interested in seeing this.

Interviewee: Yes

Interviewer: Then we also asked if they own any art, because its proven that if someone already owns something they're more likely to buy something again or do it again.

Interviewee: Yes.

Interviewer: Then we also asked if they rent art, purchased it or purchased and rent or do neither. As you can see they, Um, they don't really rent it they do purchase and rent or purchase but they don't ever rent it.

Interviewee: I see yeah.

Interviewer: Then we asked them why they do it and where they do it from. So, most people do it online shopping, so that would lead into us making a web shop for you which is really handy.

Interviewee: Ok.



Interviewer: And directly through artist because you were like if they can send me email about it that would be really handy so we also put that on our list.

Interviewee: Yeah, yeah, very nice research I see. It's very interesting. Haha. Congratulations anyway.

Interviewer: Haha, thank you. And then we also asked like if they do art, where do they do it. And then again most people did it online and that is, again, really handy for the product that we're making for you. And then we asked if they were going to buy it. Uhm would online be preferred? And a lot of people were really high up on the scale of yes, online would be really handy to buy it with.

Interviewee: Ok, yes, seems that online is the uhm, high..

Interviewer: That's the correct word.. And uhm, we were also interested if people created their own art and we also got a lot of responses on that which is something fun to look at, when we have time.

Interviewee: Yes

Interviewer: And then we also made a research document.. which I will also zoom.. that's very zoomed in. We started off on creating a mood board and we want to get your inquiries on this if you were feeling the .. personality.. I wanted to say vibe, but I, vibe isn't really something I can say in an interview.

Metaxas: Is this you?

Interviewee: Is it what?

Metaxas: Is what you see, is it you?

Interviewee: What I see is that me? Ah, I understand something here that it has to be with me yeah. Haha. I see the boat there and some other.. Yes.. Um.. Borders ideas, yeah, ok, ok. Mhm.

Interviewer: Is that a 'I like it' or is it 'can you change it a little bit to fit my

Interviewee: Ah Ok so, now you are showing me the website?

Interviewer: No, no.

Interviewee: Ok, ok. You are showing me the page that we were talking about before last time?

[Metaxas explaining in Greek].

Metaxas: Do you see Da Vinci for example?

Interviewee: I see Da Vinci because of his beard, but the others I didn't see, now I see better. Haha, yes. Yes, um, yes it's quite me, somehow.

Interviewer: Somehow, it's like you somehow. Ok.

Interviewee: I found myself almost in a way that you have put there.

Interviewer: Uhm and did we describe the colours well or did you think we should change something up or add more colours or remove colours?

Interviewee: Yeah, you.. I see that you put the orange colour here and I was thinking about red.

Interviewer: Ok so, instead of the orange that we choose just a bit more red.

Interviewee: But that's Ok, but anyways I would say that in the colours I would prefer more the red, but Ok. Yeah.



Metaxas: Yeah guys, by the way, that's a very interesting thing because you have to really to be careful with the colours because different displays show different. That's why we do them different in the pictures. That can be super tricky and I think that this is yeah. Because actually Erion on this display you can see it as red. But I see that there's a bit of a yellow tint inside so I understand also why you in your pc might look completely orange. So this is something you have to be careful with different computers have different computers and representation of the colours.

Interviewee: Yes, you actually have red colour there and I see orange or not?

Interviewer: Uhm, it is light red.

Interviewee: Ok, maybe it has to be with the computer I see it quite totally orange, but uhm, yes. Yes that's a good to know.

Interviewer: Once we're more sure about the colours we can also send you the colour codes so you can actually take it off as something that you can agree on.

Interviewee: Yeah.

Interviewer: Umm, next up we made an empathy map and I'll zoom in to this again. That's zooming in on Teams. Um, so the I lost the empathy map. Yep, ah there it is. Umm, so can you read this correctly or do I need to zoom in more?

Interviewee: I really cannot read still this now, yeah maybe you need a little more, yeah.

Interviewer: Ok so the reason for the empathy map was to see and try to understand you so if you could just read over them and see if you agree with it or don't agree or if you think we should add something or remove something of course. So we have four different things, it has says, thinks, feels and does. So says is what we had from the last interview what you said and we want to see if you agree with it so I'll just give you your time to read over it.

Interviewee: Uhm, if I agree with uhm, with uhm, this uhm, with uhm..

Interviewer: Yes.

Interviewee: Yeah.. wants a page that advertises his art to sell.. Yes for the first one for example, I agree, I agree. Open for new ideas, what do you mean with that? Or?

Interviewer: Umm, so since it's your website and you will stand like, make sure that's actually what you want. But if we come up with an idea for example oh maybe instead of this colour this colour would be nicer. That's what we mean by open for ideas. Or you know, change something up about a thing that you already designed, and then you would maybe be like this would be better.

Interviewee: Ah yes, ok, but this, as I see now it has to be with the end of the website or of what we are ah this are what they describe me I mean in the connection about for example open for new ideas, I am. But is this something that will be on the website? No. Oh ok, ok, I got it yes of course.

Interviewer: No, this is not about the website, this is about you as a person.

Interviewee: Uhm, probably yes, the third one. I was thinking that I want a different page for the categories. Uhm, probably yes but of course open for new ideas. Let's go now to the others.

Interviewer: Yes, so now we have this.

Interviewee: Yes, I already wrote something and I'll send it to you. I will have first to translate it. The other one about the CV. Colour.. We said that about the colour. Yes, about that one, I would like some tools



that I can make a.. Not about the website, but to control the website, if I want to add a photo or whatever, this is very important otherwise is what we put and then I can't do anything. Ok, can you continue?

Interviewer: Yep, then this is the last one of says.

Interviewee: Yes, to the first page I was thinking.

Interviewer: Yes, for every new object you make then the last one of the list would be removed and go to the original category where it belongs.

Interviewee: Exactly, exactly, that, I like this idea.

Interviewer: So then we move to think. This is what we think you thought of during the interview.

Interviewee: Umm, uhm.. Ah yeah ok it's what I was saying about the paintings, that t here were problems. Yes of course, I mean then, can you continue down? Yes.

I think that everything that you are writing here I somehow agree is the things we were talking, yeah. Maybe we can continue..

Interviewer: We'll go on to feeling because we don't feel the same thing we feel as you.

Interviewee: Yes.

Interviewer: And of course I hope you feel excited for this project.

Metaxas: That was a great way to say no.

Interviewer: Do you?

Interviewee: [reading out loud] Yep! Yes. I agree with what you have write almost a 100%.

Interviewer: Then we also made persona's for you.

[murmur while searching the right document]

Interviewer: So yeah, so we have here a bit of the research compiled so for you to see. Just for you to see what kind of people you could have as your.. Uhm, I want to say player base, not player base.. Audience, yeah. We have Sam, she's 21, she's makes under 20.000, in the Netherlands. She likes paintings, digital art work, drawing and photography and she owns and buys art and we also made a little background of them. And then we have Evan, which could also be one of your demographic people. He's 34, makes over 80.000 a year, lives in America and he is not interested in art. So our plan, or our challenge here is to try and find a way to convince him to be interested in your art specifically.

Interviewee: Yeah, ok, yeah, yeah very nice. Very big job I see, a lot of research.

Interviewer: And then one of the final parts is we made prototypes. If I zoom in you can see it like this right?

Interviewee: Mhm.

Interviewer: Ok so, we made. Uhm, out of these prototypes we would like to hear which one you like the most out of these.

Interviewee: This one it looks a little bit uhm, hard, I think that maybe I, the.. Uhm, where.. Mmm..

Interviewer: Yeah, so this is just the logo that someone.



Interviewee: Yeah I think the name like this is just a little bit uhm, I prefer, uhm, more simple for some reason, but I don't know yeah.. I mean.. Mmm..

Interviewer: The idea with these prototypes is, we all came up with different ideas, and if you can say which for showcase the different ideas what parts of certain ones you like or don't like.

Interviewee: Yeah, I was thinking that this remind me if I don't see the paintings, that under, maybe if I had somewhere for example that I was selling motorbikes that I would like this. I mean I see something strong on that and it doesn't fit me very well with the paintings somehow. The other part seems to be nice, as I see.

Interviewer: This is just the homepage of where it comes and then you scroll down and see paintings if I'm correct. Just some info.. And then over here you would have your little blogpost that you would put down and a footer with like whatever, contact information or links. And then we have store pains, these are the individual pages for store pages. Umm, one would be for painting specifically and the other would be for sculpture.

Interviewee: Ok, yes, yes, yes, yes, I see.

Interviewer: Ok, the buy 1 get 1 free, maybe not such a good business deal. The layout like this for this for different paintings. And then if you click like on a certain item, you go to a different page, it's below. Here you have a page with individual items with different pictures showcasing it in different settings and then the item or the painting information beneath it.

Interviewee: Yes, I think I like, can I see, are you showing me the same now or a different?

Interviewer: It's all the same.

Interviewee: Ah so this is all one? Maybe I would prefer, can we go to the previous one?

Metaxas: No, this is the first, it's all the same prototype.

Interviewer: Yes it's all from one prototype.

Interviewee: Ah, they are from the same, so when you, when you press the picture you go to the second one I see.

Interviewer: Yeah, so if you click on here it would.. you would go to this.

Interviewee: Ok, got it, I got it, yes. Ok, that's fine, yeah that's fine.

Interviewer: Then we have. Yeah. So you get to explain yours. So basically the first one is your main page. So this is where the pictures would just or your paintings go on a loop. So we showcase every single painting which is brand new. And then you have those two buttons on top. So you can, for example click on the sculpture and start doesn't click. Yeah. Yeah. So if you go, which one sculpture, this one, next one down, down why then the [...] just is basically your sculptures that are going through again. If you go to paintings, which is the top one, yeah. There you go. It's basically all your photos and your paintings that you have done and then you can scroll down, which is just indicates by the arrow right there. And then you can scroll down and if you click on a painting it would zoom in on the photo itself and then some text about your painting, your inspiration or your feelings behind it. And then what you can add is a cart button which would lead to a shop which I haven't implemented yet. If you go down, that's where you're about you is. So you're headshots. So your photo of yourself and then your CV Um and something about yourself as well.

Interviewee: Ok, ok, this is the inside of what I do I mean to add uhm..



Interviewer: Yes.

Interviewee: Yes. It looks quite clear somehow, I see, it should be quite simple to use it yeah.

Interviewer: Then we'll go on to the third prototype, which is mine ah good to know. So we'll start of with.. Don't look at the name, it's just a work in progress, I just needed something. So this would be your homepage with new arrivals. So this would be the implementation of what you wanted with every 20 or so paintings that you made. The new ones will be shown here. So also any other artwork you would see. I also thought it would be a nice idea to maybe have a filter on it to see the new paintings that you made, new clocks, new boats that you made and stuff like that.

Interviewee: Mhm.

Interviewer: And that if you were to click on any categories, you would go to any of these pages. So for example, click on painting, you'll go to painting page. It would be the same as the other one, with the scrolling down.

Going to the boat page would bring you to of course the boat page. Click on the clock page, we bring you to the clock page. Clicking on the above me would just have a little about me with a picture of yourself here and just explaining like who you are as a person. What's your interest and stuff like that and clicking on any of these items would bring you to of course the introduction or the page about the current thing you've selected. So if you clicked on a boat it would be a picture of a boat and the inspiration behind it. And then of course the add to cart button. But about that I'll ask you later in this session.

Interviewee: Yeah, OK, I, I, I, I, I would say that the in general it's I like it out the letters I have a little bit problem with the. With the. Maybe the same like?

[Talking about the font]

Interviewer: OK, then we have our fourth prototype. So who's is this? It's mine. So I can explain a little bit about it. I wanted.. This is the homepage, when you go to the website you get immediately shown Um, all the artwork that you did and I wanted to keep the focus on your artwork. And as you can see on the left you have a small bit of bio, I just filled in what first came to mind. Where you describe a bit about you. On the right or the most recent paintings that you did when you click on a painting in a gallery, you get to Um yeah, so more in depth Um, info on a painting like the sizes, Um, other pictures of the painting are displayed on the left as you can see so you can Um yeah see more about it and then underneath it it says it recommends you to other paintings.

Interviewee: Mhm.

Interviewer: Yeah, uhm.

Interviewee: Uhm, yeah, you, you already did. Uhm. You put a lot of the paintings from yesterday. I see. Yeah, I actually, I let me say you. What? What I like and what I think that something I like that it is quite simple.

Interviewer: Mhm.

Interviewee: And the, the, the, the, the one thing that something. It looks a little bit that I was would thing about that is that. And, and in the, the way how they are the pictures in inside the website it's like. How to explain? I'm sorry about my English, it's, it's a, let's say I would say to simple or I would say that if I you know I, I see like a print paper, you know for example. Yeah, it's something I don't know how to explain it exactly because I don't know what is it that this that makes me this feeling. In one hand, I like the letter. The what? The name. How is written there, the little letters and the white and simple. Uhm,



around the simple. Uhm, yeah, yeah, maybe the way how they are. The paintings inside the maybe something there doesn't fit me very well anyway. Yeah, I don't know. What, what wrong here.

Interviewer: OK. Then we'll go on to the next, which is Aadira's?

Aadira: Ohh yeah, so sorry, this is basically the first page you'll come on to. It'll show your most recent work has your name, it's a scrollable page, so scroll horizontally so as you scroll horizontally you'll see not that no the page. To prove that you have to click. Yeah yeah. But like but so once you go on to that page it will scroll over horizontally, show you like the your most recent things and you go you could click on to paintings for example this is scrollable downwards. It'll just say the paintings name.

Erion: Yeah. Umm.

Interviewer: Whatever and then when you click on the painting itself or whatever artwork, now it just say it doesn't matter. But like all of those 4 pages basically have the same layout, but it'll just be of your different works. So like one page will be for painting, one for sculpture, one for clock, one for the shop itself. Once you click on.

Erion: Umm. Yeah. Mm-hmm.

Interviewer: So when you click on the for example painting itself, they'll flip and then behind it we'll have, like, the description of basically what the painting's about, your inspirations, things like that. On the shop page, you can see a little like CART button and I'm not sure if it's just there. So you once you click on that will take you to a separate page. I haven't created that page yet because they just need more clarification, but I'll take you to another page, basically seeing if you want to purchase this contact information. So for schedule up.

Erion: Yeah.

Interviewer: Yep, that's about you page. That just has some information about you. Picture, contact and so for. That's about it.

Erion: Yeah, Yeah. It's quite straight somehow. Like uh, I mean, it's a somehow quite clear. I don't know. The also about the call or something in the beginning. I mean also I I feel that maybe it's too much the.

Metaxas: It's it's a bit brown, this one.

Erion: Yeah, I feel also here a bit that something in the one hand it's a little bit. How to say maybe the the the composition, probably these two big red, maybe it's too much for me. Uh, yeah. And I don't know why this there are things that I like, but in the other hand I don't know if they I it needs something that makes you. Umm. Is it something about the feeling in the website that I don't know what I would I would like inside, but I think that it's something is missing that I don't know what exactly. And yeah.

Interviewer: OK, then we'll move on to the last prototype.

Erion: Umm.

Interviewer: So this is the home page. This is where all the recently added. Umm, it's going to be then if you go down.

Erion: You you choose my favorite painting in front in the so. Yeah, this this is not fair for the others, you know. Because because it start with the. Yeah. Anyway, I'm joking. Yeah, continue .



Interviewer: This is the about me page. Have a little information on the resume and on the other side was to have the contact information. And then this is the sculpture page, the painting page. Clocks and this is like the shop page.

Erion: Mm-hmm.

Interviewer: It would fit on the left and yeah. And this is the if you this is the detail pages of, let me see the paintings. It is supposed to have the information on the right.

Erion: This is in which page is what are you showing me now.

Interviewer: It's like when you go in the shop and you click a pin example. Wow. OK. Yes, yes, that's a good idea that you see the big and then small that mean that the other pictures of the same painting. Yes, uh, OK.

Interviewer: Yeah. That concludes the prototypes.

Erion: But may I see also this in the same page, the first page again I mean because it passed quite fast.

Interviewer: Uh, first page is this one.

Erion: Yeah. And then can you continue?

Interviewer: Then we moved on to the pages where all your.

Erion: To the sculptures and just pictures down. Yeah. Again, paintings again.

Interviewer: Yeah. So these are all the same for the different categories. Then there's entire different page for the shop.

Erion: And in the left side are you can you see also the?

Interviewer: Yeah. So there's the category to like like drives it on. If you're only search for paintings and pricing. And then if the size for panning is how big it is, like small, medium, large. So it's just nice.

Erion: OK. Yeah, yeah, I got it. Yeah.

Interviewer: And then of course, if you would click on one, you would come to any of these pages to see more about it.

Erion: Yeah, it's a I like also this one. It's a quite classic, but very nice one. It's a I mean quite that you think that that might be something that you can use it. And yeah anyway. And also the thing that you are using also a big and also small picture for example here in the painting probably. I don't know if it possible in the other page page is. To be somehow the, but maybe you did it right. I don't know. Yeah. Anyway, so I'm not going to change something because. Yeah, but I like that you are putting also big pictures and then small pictures and the little letters, simple letters and white the minimal. Around I mean the. The area around, yeah. OK, but uh, a lot of work you have done. I see it. I see 8 pages. I mean, eight websites.

Interviewer: It's six websites.

Erion: Ah, sorry. Six. Yes, there are a lot.

Interviewer: It's supposed to be 8 in the end, we're going to show you, but due to some restraints in our own personal group, we were not able to provide those at the moment. So. If you had to choose like one prototype, one like would be your favorite from the six you just showed you strong. Would it be?



Erion: Should I choose something now?

Interviewer: Which is a favorite that could be?

Erion: I would like to see very fast if you can show me the 1st and the second page again because when in the beginning.

Interviewer: This is the first one.

Erion: Yeah, I like also hear something if you change the the letters a little bit, the big this big area and to change it to. Yeah, yeah, a little bit anyway.

Interviewer: And the second page is.

Erion: Let's see also the second because I want to remember this, OK. These are missing the probably with the pictures with will be different. Uh yeah, so. Anyway, so I don't have to choose something now.

Interviewer: No, not yet. Once we have every one of our group

Erion: I want you to remember that this two first pages and the others. I think I remember. Yeah. But I will see them again.

Interviewer: Yeah, we can also send the final product to you.

Erion: We continue the best but very nice job anyway. Thank you and I really appreciate the you. It's a I'm a bit a little bit sorry about my English and because I understand of view 60% and the other forty I have to to guess, OK and then yeah. But anyway, I really appreciate what are you doing already right now.

Interviewer: Yeah, that's fine.

Erion: Uh, yeah. Anyway I, uh, you can continue what you wanted to show.

Interviewer: If you were to pick a favorite of the ones we showed you so far, is there one that you could say, OK, this one is the one I like the most, like obviously there is things we can change about stuff. But just a favorite in general.

Erion: In in general, what I see right now?

Interviewer: Yeah. So out of the six page that I showed you so far is there one that speaks to you the most.

Erion: OK, let let let let's pass from any page and then put the. I will just put a little degree fast. The first one it's a I like it with some changes. OK, maybe a little bit too. Not too strong. I I've also this black down with a something makes me. But I like a little bit. How is the composition of this page a bit? I think there is something in the second. I don't know exactly because it's missing that they are missing the pictures and I really yeah, I I like also the second one, but it will be much better if they were some just pictures just a little bit. Here, of course, the phones. I'm sorry.

Interviewer: It's fine, it's fine.

Erion: Yeah, yeah, yeah. I mean, if you change the phones, it's a plastic simple website. As I understand that, they are up the categories and then you sit down the pictures.



Here I like the the this minimal way that the as I said you but not the composition of the pictures and the because they are the quite simple. It's like a how I put the pictures in. For example in Word file or in a you know it's a, yeah. Uh, but there is something interested in that page anyway. Keep it in your mind because. The this quite minimal and white and with the little letters in the left side, and it's something that anyway I like it probably also the name. I like it, but because I feel a little bit more strong probably I will change a little bit tomorrow. I mean, you understand what I mean? I'm joking sometimes, but I don't know in in how it sound.

Interviewer: Yeah, yeah.

Erion: And yeah, here something it remind me with the this this composition I would say that maybe not, I mean the with the line like this.

Interviewer: Not this one.

Erion: And in the other part it's a quite similar with the you know the I mean. Yeah, things like this. I like to be in the website. I don't want to be quite difficult. I mean, to be clear, painting, sculpture clocks. I mean, it's something that I like this big colors. They if they are missing the this red. Lines and the red colors. Probably I would have been in the like yes. Uh, yeah. And let's go to the other page.

Interviewer: Yep, and then we'll go on to do last one.

Erion: Yeah. Also this one. It's quite interested page. Simple and interested. Yeah, I would say that maybe to the last one, I feel more near. If I had to choose very fast. Uh, probably. I would have choose this page. But I'm not sure because they are in the other page is a lot of things that I would have like have inside but anyway so just I think I give you one big idea, quite fast of yeah.

Interviewer: Yeah, yeah. OK. And then for the final part, I have some questions that for the functionality of the website.

Erion: Mm-hmm.

Interviewer: So as you saw, we've done different tactics for the short function. You see my Word document? You don't right?

Erion: I see your your screen.

Interviewer: Can you read it or do I need to zoom in?

Erion: I read a little bit I mean. I don't what? It's something else that do I have to read maybe.

Interviewer: Well, no, you don't need to read. I'm basically gonna ask you some questions. I wanna have your input on it and see if you agree or disagree or have any different ideas.

Erion: Umm.

Interviewer: So the first question is do the items show up on both the selling page and the category page or only the selling page? But before I would ask that question it would be like would you wanna have a different page for selling your items or would you just want to be able to sell the items on one page?



Erion: Uh, I would like about the sale in the what is for sale to be in a different so they can be there. Everything that is well but not in the other website and the the first question. What was that?

Interviewer: The first question was basically if you want the item to be able to be sold on the page that's on. So the category page and to be able to be sold on the shop page. Or if you wanted to have just be able to sell them on the shop page.

Erion: OK. Yeah, yeah, I think that we answered to this to the to this, yeah.

Interviewer: And the second question was if you wanted to have a add to cart button under the item or if you want to have the item be clickable and then go to A specifications page where we talk a bit about the painting or and then be able to add it to your cards.

Erion: To be able to click to the painting?

Interviewer: Yeah. So basically how we've done it in these prototypes is where you click on it and then you would go to a page like this.

Erion: Yes, that's something that I like. Here we are in the shop page?

Interviewer: Yeah. So we're shopping. We're browsing. We're thinking of buying something.

Erion: Yes, from shopping, I would like to after this to go to one page like the other one that you see more pictures for example and some description to the simple pages. Yeah. I don't know. Maybe if you click to a picture to go to something bigger to make the picture bigger or I don't know.

Interviewer: OK. Then the other question I have is for the specifications page, do you want there to be two different kinds specification pages with one being able to be bought and one just about the picture? Or do you want if I click on the category of paint for example and I click on a painting that's also for sale in the show page, do you want me to go to the same specification page?

Erion: Something I lose here.

Interviewer: Yeah. So if I'm on the paintings page and I click on a painting that is also in the shop that's for sale, do I go to the same page where I can buy it or do you want to separate pages where one can be bought and one just has the info about the painting?

Erion: Maybe not, because if you, I don't know. What do you think? And because in marketing I'm not good.

Interviewer: Here it's best to have go to the same page.

Erion: To the same page?

Interviewer: If you're yeah. So if you go on the paintings page and click on one that's for sale, it goes to the same page as if you were in the shop page and click on the same item.

Erion: OK, that's it may be quite clever. I didn't think at all about this. It's sound a little bit too much to me, but it maybe it's a good marketing that you show that you click so you can buy it also.

Interviewer: Then I have just a bit more in depth questions.

Erion: What about if the picture is not in the selling?

Interviewer: Then it would just go to the specification page, so still a little back story, but it just won't be able to be sold.



Erion: OK, OK, maybe maybe the page that it can be, it can be similar with the the sale page, but without the possibility to sell it or I don't know.

Interviewer: And then I had one for my final question for the functionality. Do you want people to be able to buy multiple pieces of your art or do you want it to be able to buy one piece per website visit?

Erion: Excuse me. The first one to it to be able people to buy?

Interviewer: Do you want people to be able to buy multiple pieces per time that they're in?

Erion: I lose this word that you say.

Interviewer: Do you want people to be able to buy multiple art pieces more than more than once? So for example, if I see two paintings of view that I really like and I wanna buy them both, am I allowed to buy them at the same time or do I need to refresh the?

Erion: Yeah, maybe. Maybe if somebody wants to buy the same time. Yes, in general, I think that it will not happen no one buys paintings like this. Uh, OK, let's say yes, of course it's something, yeah. Why not? Yeah.

Interviewer: Uh, yeah. And then my final question would be, we heard from our group members of our class Members, I mean that you shared some pictures with them and we wanted to maybe know if we could also get our hands on these. And if you are really giving it and if you already shared those where we could find that?

Erion: Yes, of course you can. You can take and also I can send to you or whatever. Because we know we got shared a Google Drive, but that is empty. I actually I made yesterday. I finished with the because as I said you, I lost that maybe last time I lost my hard drive. And then I had a lot of work to find again. Pictures here and there and to make some. So actually I can send the same also to you or you can share it if you have the the already the file.

Interviewer: We'll ask our classmates then, so we don't hold you.

Metaxas: Put this RAR in the Google Drive? Then get it from your classmates.

Erion: From my mail you download with the link and you get the file very easily. It's quite simple. So if you like you can, yeah you can send me actually all the emails that you want the the picture or you can share the pictures with you, if you are there. I mean, it's something simple, yeah.

Interviewer: Will get them from our class.

Erion: I didn't write a descriptions about the paintings. Because it was too much job already for me and I have a lot of other things in the same time and I'm sorry about that. But if you like, we can have a simple meeting, small meeting and I can describe a little bit of the categories. I mean just if you want to have an idea or if you want to write a two sentence or whatever. I can just make you a little describe and you can write whatever you like. I don't have.

Interviewer: Yeah. Once we're at that point, we will definitely contact you again for this.

Erion: Yeah.

Interviewer: But that's all the questions I have for now. Well, if you don't have any questions, first thank you for your time and enjoy the rest of your day.

Erion: Thank you very much and yeah, and I really appreciate all your work. It was amazing.



Metaxas: Now we can give them some feedback.

Interviewer: Well, we will call you. We will contact you again.

Erion: OK, bye, bye.

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Interview 1 transcription: User

Interviewer: Aadira

Interviewee: Max

Location: Fontys Hogeschool

Time: May 25th 2023. 1:20pm

Interviewer: Hey, Good afternoon. My name is Aadira. Before I get started, do I have your permission to record this video

Interviewee: Yes, you have my consent.

Interviewer: What is your name and age?

Interviewee: My name is Maksymilian, I am 19 years old.

Interviewer: Are you interested in any type of art or maybe have a favorite art style?

Interviewee: I am interested in product design, as that can be counted as an art. I guess

Interviewer: Sure. Why would you consider that as your favorite ?

Interviewee: Because I appreciate how you can change a person's perspective by a design of a certain product.

Interviewer: And when you think of an art portfolio website, what are some things you expect to see from it ?

Interviewee: That mostly, the display. Displaying of the art work. I expect it to be in the portfolio format so, not much functionality just displaying of your skills and maybe a brief description of it.

Interviewer: Okay now we are going to get started with just navigating the website. So could you go to the paintings page for me?

Interviewee: Painting page, guess that could be work, right?

Interviewer: Perfect! Now can you go back to the homepage from here?

Interviewee: Yeah

Interviewer: Can you take a look at the about me page?

Interviewer: Beautiful! Can you go to the shop page?

Interviewer: Now can you filter out everything else so that it only shows sculptures?



Interviewee: Yeah

Interviewer: Yes, perfect!

Interviewer: Now can you go to the cart page?

Interviewer: Yes, nice! That was it for the navigation.

Interviewee: This is nice.

Interviewer: Thank you, that was it for the navigation aspect. Just some other questions. What were your initial thoughts on the website?

Interviewee: I think I like it, I see the artistic approach to it , to the design of it . It's rather clear. Although, when I think of an art portfolio I would have it more in the brand of the artist so I think it deserves a bit more attention to that but other than that it was clear to navigate.

Interviewer: Okay and, Is there anything that you would like to add or change about this website?

Interviewee: Hmmm, As I said maybe to approach it more to be inline with the artistic idea of the paintings maybe add some colours that are used or I don't know, some techniques when it comes to design and yeah that's it.

Interviewer: Okay, that's it for this interview, Thank you soo much for your help!

Interviewee: Thank you



Interview 2 transcription: User

Interviewer: Rob

Interviewee: Jasper

Location: Fontys Hogeschool

Time: May 25th 2023. 1:00pm

Interviewer: Hello, before we start, I would like to ask you if it's okay that we record.

Interviewee: Sure.

Interviewer: What is your name and age?

Interviewee: My name is Jasper and I am 20 years old.

Interviewer: Jasper, do you have any interest in art of any type?

Interviewee: I really like abstract art, it really affects paintings for example. Or like digital art, I really liked it.

Interviewer: Why is that?

Interviewee: I think the effect is that it's something you unique. It's just something completely different. You can make some type of art.

Interviewer: Is there anything you expect to see on an art portfolio website?

Interviewee: The type of art, it needs to be clear what type of art it is, what kinda art they are making, and what are they most proud of? Do they have any other experience?

Interviewer: Well, I have a couple tasks for you , if you would want to. The first task I have for you is: Can you go to the painting page.

Interviewer: Perfecto. Could you go back to the homepage from this painting page? Yep! From the homepage can you go to the shop page. And then in that shop page can you only show sculpture? Perfect! And once you're here can you go to the cart page?

Interviewee: [seemed confused] Ohhh, the cart page.

Interviewer: Yeah, cards and carts

Interviewee: Yeah.

Interviewer: Well that's kinda of it, you also kinda saw the initial prototype of our information page.

Interviewee: Yes.



Interviewer: What were your initial thoughts on the website?

Interviewee: I like the design, it is really clear. It is clear where to go to and what to do.

Interviewer: Why do you think it is clear on what to do? Is it because of the colours?

Interviewee: I think is just quite website, it's not too much going on, it is just you can see everything in one view.

Interviewer: Is there anything you would like to add or change in the website?

Interviewee: Uhhh, maybe the cards, I think they are a bit busy, maybe make them a little bigger.

Interviewer: Yeah.

Interviewee: Exactly.

Interviewer: Well okay exactly, thank you very much for your time and that's it.



A/B Testing

Interview 6

Interviewer: Fleur

Interviewee: Kyle

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:45am

Interviewer: Okay so first of all do I have permission to record this?

Interviewee: Yes of course of course.

Interviewer: All right, so we're going to go options 1-2 or left-right whatever you prefer, and then with the multiple choices 1 through 4.

Interviewee: Okay, okay.

Interviewer: So the first one is the shopping cart or name.

Interviewee: I would go for the shopping cart I think that's easier.

Interviewer: And this one, you can zoom in to work and it's different arrows.

Interviewee: I'd personally go for the first one, the arrow on the right.

Interviewer: This is the detail page of the cart itself.

Interviewee: The second one is more straight to the point, the first one is kind of altogether, but if it's like at the corner somewhere else it's like 'Oh I need to pay this' so I would choose the second one.

Interviewer: Next one the title 'shop' on the left or the middle.

Interviewee: In the middle, it's easier to the eyes.

Interviewer: The next one is the paintings/item name, in the middle or on the left and smaller below 'Erion'.

Interviewee: I would do it in the middle too, again.

Interviewer: This one is the detail page, so would you like it external like a pop-up or change the page?

Interviewee: Wait, what do you mean? A detail page?

Interviewer: Yeah, when you click on a painting you get the description and stuff.

Interviewee: Oh yeah, that's a good one. I would just.. you know if I press on a painting I would expect like a pop-up like it's like okay this is this...

Interviewer: So external?

Interviewee: Yeah, yeah, yeah.

Interviewer: That's it. Thank you

Interviewee: No problem!



Interview 7

Interviewer: Fleur

Interviewee: Ana

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:51am

Interviewer: Okay so first of all do I have your permission to record?

Interviewee: Yes, you have my permission.

Interviewer: Okay, thank you. The first one is about the icon or the name of the shopping cart. Which one do you prefer?

Interviewee: The one that says cart because it's kind of strange to see an icon all of the sudden and it doesn't really work with the logo.

Interviewer: All right. Then the second, these are four options and it's about the work, there's a little arrow. It's about the placement and you can go to the right to see more options. Which one do you prefer?

Interviewee: I would say the first one because it's just more logical.

Interviewer: So the normal, arrow on the right.

Interviewee: Yeah.

Interviewer: Then this one is when you put items in your cart and you go to check out.

Interviewee: I would say...

Interviewer: Take your time.

Interviewee: I would say the second one, because when I go shopping and see the first type of layout I just hate it. It's just not practical in my train of thought.

Interviewer: Okay. Then here you have the title 'shop' on either the left or in the middle on the right [picture].

Interviewee: I think... I prefer the one in the middle, so the second option, but it would have to be a bit lower or at least more centered. If that makes sense to you.

Interviewer: This one is about the title painting/item name, so it's either in the middle big or on the left above the small pictures and smaller.

Interviewee: I think I would prefer the second option because it's more simple.

Interviewer: And this one is like the detail page when you click on a painting, do you want an external pop-up or on the same page.

Interviewee: I think just the first pop-up because it's just more practical to keep scrolling.

Interviewer: Yeah, okay. Well, thank you for your input!

Interviewee: No problem!



Interview 8

Interviewer: Fleur

Interviewee: Katerina

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:51am

Interviewer: So first of all do I have permission to record?

Interviewee: Yes.

Interviewer: The first one is about the icon of the shopping cart and the right one is the name cart. Which one do you prefer?

Interviewee: I think this one is more clear.

Interviewer: The icon, mhm. Okay, so you can scroll down. This one is for the arrows next to the word 'work' in the navigation bar and there's four options.

Interviewee: I think the first one is the best.

Interviewer: The 'normal' one, yes. This one is like the cart detail page when you check out.

Interviewee: There are just two or?

Interviewer: Yes the rest is two, only the arrow one is four.

Interviewee: Maybe the first one.

Interviewer: This one is the word shop, either on the left or in the middle.

Interviewee: Middle maybe I don't know, it's like a personal opinion.

Interviewer: There's like painting/item name title in the middle or on the left smaller.

Interviewee: Maybe on the left smaller

Interviewer: Mhm. And this is like when you click on an item it either pops-up or makes a new page.

Interviewee: I don't know, this one doesn't look like a pop-up, maybe the new page is better.

Interviewer: That's it!



Interview 9

Interviewer: Fleur

Interviewee: Gergana

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 12:10pm

Interviewer: First, do I have your permission to record?

Interviewee: Yes, yes, of course.

Interviewer: So, the first one, I will look with you. It's about the cart either icon or the name, like the letters.

Interviewee: The icon, should I press it?

Interviewer: No, you can just scroll down and look through them. This one is about like in the navigation bar 'work' you have different arrows, you have four and can go like this and choose one.

Interviewee: This one, the first one.

Interviewer: Okay, can you go down? This is like when you put some items in your cart and you go to pay, two options.

Interviewee: Hmm.. The first one.

Interviewer: Okay. Then there's a title 'shop' either on the left or in the middle.

Interviewee: The one on the right.

Interviewer: The middle, yeah. You have painting/item names title, either in the middle or on the left smaller.

Interviewee: In the middle again.

Interviewer: Okay, you can go down again. And this is like when you click on an item it's either a pop-up or a new page.

Interviewee: Hmm... A new page.

Interviewer: Okay, thank you, that's it!

Interviewee: You're welcome.



Interview 10

Interviewer: Fleur

Interviewee: Nikol

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 12:12pm

Interviewer: So first of all, do I have your permission to record?

Interviewee: Yes, of course.

Interviewer: So, the first one is either the icon or a name for the shopping cart.

Interviewee: Ahh.. The icon.

Interviewer: Alright, you can go down. This one is the arrow with work in the navigation bar. In the navigation bar, you have the word work and you can zoom in it's okay, there's four.

Interviewee: Definitely the first one.

Interviewer: Then you can go next, this is the cart page where you have your items and where you have to pay.

Interviewee: Hmm.. The second one.

Interviewer: Okay. This one is about the 'shop' title so either on the left or in the middle.

Interviewee: I think this one, but if the shop could be on the same level as the list.

Interviewer: Yeah so the first one but then the title in the middle of the list. That one is about the title paintings/item name so either in the middle, bigger or below the logo, smaller.

Interviewee: Normally I feel like the second option, but it could be a bit bigger.

Interviewer: That's like when you click on an item it either pops-up or makes a new page.

Interviewee: A new page.

Interviewer: Okay, thank you, that's it.

Interviewee: Of course, thank you!



Interview 11

Maryana

01.06.2023

Interviewer: So, this is the first interview for the AB testing. Would you like to record our conversation?

Interviewee: Yes, of course.

Interviewer: To begin with which of the first two you prefer – the card icon or card name?

Interviewee: I prefer the one with the card name, because when you have the icon it looks a little bit off, so personally I prefer it to be written.

Interviewer: Ok, very good. For the next page you can see that you have the arrow next to the work button that is positioned on different sides. Which one do you prefer?

Interviewee: I prefer the one on the right, because it's the most common design for the dropdown menus.

Interviewer: Ok and for the next one you can see two different designs for the checkout, so once again you can say which one do you prefer?

Interviewee: Maybe the left one. I just like how the content is...

Interviewer: How it is structured?

Interviewee: Yeah.

Interviewer: Ok, so for the next one you have the shop title. On the one picture you can see it is positioned on the left side and on the other is in the middle. Which one do you prefer?

Interviewee: Maybe the one on the left, where it is above the categories.

Interviewer: For the next one it is also similar. Once again you have the title paintings that is in the middle and the other is positioned on the left side over the small paintings.

Interviewee: I think I prefer it to be on top of the little images.

Interviewer: Ok, for the last one, you can see that this is more detailed overlay and the other is a bit less detailed.

Interviewee: I prefer the simpler one.

Interviewer: The one on the right?

Interviewee: Yes.

Interviewer: Ok, thank you very much for the interview.



Interview 12

Peter

01.06.2023

Interviewer: This is my second interview for the AB testing. Is it okay if I record the conversation?

Interviewee: Yeah, I am fine with that.

Interviewer: To begin with we have the first two options which are that you have to choose between the card icon or the card name. What would you like to be?

Interviewee: I prefer the icon here, because it is already too much text in the header.

Interviewer: Okay, moving on. So, we have the arrow that is next to the work button, we have it positioned on the right, left, just below the button and the other thing.

Interviewee: What is the idea of the work button? When you click it is it like a dropdown?

Interviewer: Yeah.

Interviewee: I think I prefer it on the left here.

Interviewer: The left?

Interviewee: Yeah.

Interviewer: For the next one you can see the checkout. We have two different layouts for the elements. You can say which one do you prefer?

Interviewee: The right one. Because here we have a section with content and below that are your details and how much money you owe.

Interviewer: You think it is the better layout out of the two?

Interviewee: Yeah, I think it is better divided.

Interviewer: Okay, here you can see the title shop positioned on the left and on the other screen it is in the middle.

Interviewee: In the middle for sure, because in the picture on the left I couldn't see it.

Interviewer: The next one is very similar. On the left you can see the title is positioned in the middle and on the second one you can see it is positioned on the left.

Interviewee: Again, in the middle.

Interviewer: Okay, and for the last one the left one is more detailed overlay and the second one is more simplified.

Interviewee: I prefer the simplified version.

Interviewer: Okay, thank you very much.

Interviewee: No problem.



Interview 13

Yoana

01.06.2023

Interviewer: So, this is my third interview for the AB testing. Would you like to record the conversation?

Interviewee: Of course.

Interviewer: Okay, for the first one would you prefer it to be as a text or as an icon?

Interviewee: I personally prefer it to be as an icon, because it is more noticeable compared to the text that is kind of boring and not that much noticeable.

Interviewer: Yeah, perfect. For here you have four different options. Take a look at them and say what you prefer?

Interviewee: Maybe I think it is better to be under the text, because it just looks better to me.

Interviewer: Okay, and here you can see the checkout. There are basically two different layouts of the elements. So, which one do you prefer?

Interviewee: Maybe, because I am more used to the first layout. I would prefer it that way, because I don't have to search for it and everything is in one place.

Interviewer: And here you can see that the shop title on the one picture is positioned left and the other one is in the middle.

Interviewee: I would prefer the one in the middle. It drives more attention, because when it is on the left, I wouldn't have notice it if you didn't tell me

Interviewer: Good argument. And for the paintings it is pretty much the same once again it is positioned in the middle and on the left side.

Interviewee: In the middle, I will stick to my opinion.

Interviewer: Here basically we have one more detailed overlay of the page and the other is more simplified one?

Interviewee: The simplified one.

Interviewer: The right one?

Interviewee: Yes.

Interviewer: Okay thank you very much for the interview.



Interview 14

Georgi

01.06.2023

Interviewer: This is my fourth interview for the AB testing. Would you like to record the conversation?

Interviewee: Yes, of course.

Interviewer: Okay for the first one we have the card button. Would you prefer to be as an icon or a text?

Interviewee: I prefer it as an icon, it looks way cleaner.

Interviewer: For the second one it's the arrow next to the work button. Would you prefer to be on the right, on the left, below the button or as a hamburger?

Interviewee: For me the best position is to be on the right.

Interviewer: Okay, and then we have for the checkout two different layouts, so which one do you prefer?

Interviewee: I think the left one is better structured, so this will be my choice.

Interviewer: The left one, okay. Then we have the shop title, here it is positioned on the left and on the other is in the middle. Which one would it be?

Interviewee: I like more the one that is positioned in the center.

Interviewer: Okay, and it's the same for the paintings. Once again in one of the pictures the title is positioned on the left and the other is in the middle.

Interviewee: Again, positioned in the center.

Interviewer: Good, and then in the last one. On the left side you have more detailed page and the other one is more simplified

Interviewee: I prefer the simplified one.

Interviewer: The one on the right?

Interviewee: Yeah.

Interviewer: Okay, thank you very much for the interview.



Interview 15

Georgi

01.06.2023

Interviewer: This is my fourth interview for the AB testing. Would you like to record the conversation?

Interviewee: Yes, of course.

Interviewer: Okay for the first one we have the card button. Would you prefer to be as an icon or a text?

Interviewee: I prefer it as an icon, it looks way cleaner.

Interviewer: For the second one it's the arrow next to the work button. Would you prefer to be on the right, on the left, below the button or as a hamburger?

Interviewee: For me the best position is to be on the right.

Interviewer: Okay, and then we have for the checkout two different layouts, so which one do you prefer?

Interviewee: I think the left one is better structured, so this will be my choice.

Interviewer: The left one, okay. Then we have the shop title, here it is positioned on the left and on the other is in the middle. Which one would it be?

Interviewee: I like more the one that is positioned in the center.

Interviewer: Okay, and it's the same for the paintings. Once again in one of the pictures the title is positioned on the left and the other is in the middle.

Interviewee: Again, positioned in the center.

Interviewer: Good, and then in the last one. On the left side you have more detailed page and the other one is more simplified

Interviewee: I prefer the simplified one.

Interviewer: The one on the right?

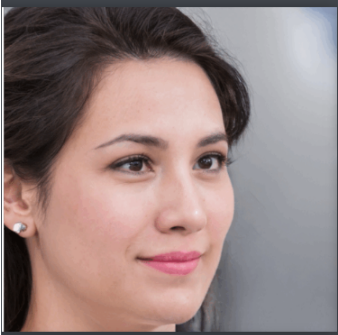
Interviewee: Yeah.

Interviewer: Okay, thank you very much for the interview.



Peronas:

Figure 1: Details of Sam



Name
 Sam


Art interest
 Paintings,
 Digital art work,
 Drawing,
 Photography.

Purchasing Habits
 Owns art
 Buys the pieces

Demographic
 Female 21 years
 Yearly income: under 20,000
 Location: The Netherlands

Background
 Dutch girl who is interested in art and looking at it, in her free time she likes to make her own digital art which she shares online.

Figure 2: Details of Evan



Name
 Evan

Art interest
 Not interested in art at all

Purchasing habit
 Does not buy art,
 Does not own art

Demographic
 Male 34 years
 Yearly income: Over €80,001
 Location: America

Background
 This American worker couldn't care less about the art world, he thinks it is a waste of money. He would rather spend his hard earned money on something else



Surveys:

Survey 1:

https://docs.google.com/spreadsheets/d/1des81jSxjq811SClioRz_myL9fJfqf9EYmurWGRLujw/edit?usp=sharing

Survey 2:

<https://docs.google.com/spreadsheets/d/1t1wTHNSWt1RPEYvN7mGvitmB7vy70l5eTt8Rcu3Nns/edit?usp=sharing>

Figma links:

Official prototype

<https://www.figma.com/proto/nrGQizZrENJfFyl24DmeXF/Erion-Prototype-combined?type=design&node-id=3-88&scaling=scale-down&page-id=0%3A1&starting-point-node-id=5%3A475>

Individual prototype by each member

https://www.figma.com/file/0mGC1LN0ZXjLo4jmFbf1jB/Erion_Proto_1?type=design&node-id=0%3A1&t=fluh6vZOG7q2Rrk0-1

Fleur's Prototype

<https://www.figma.com/file/e5eUmnjEXaAsTd5jNbOb63/Erion-Kapaj-Prototype?type=design&node-id=1%3A99&t=r9LB7xZ2vMaArsE5-1>

Empathy map

<https://www.figma.com/file/rD6K0EPDXGaffAmiT0q4DL/Empathy-map?type=whiteboard&node-id=0%3A1&t=kvBa8Up1monLOq3p-1>

Mood board

<https://www.figma.com/file/qO8TTWXcHQtkvG5bVZyIZw/Mood-board?type=whiteboard&node-id=0%3A1&t=i10AKiyevvoGd6bu-1>