

Christian Iannucci

DESN 214

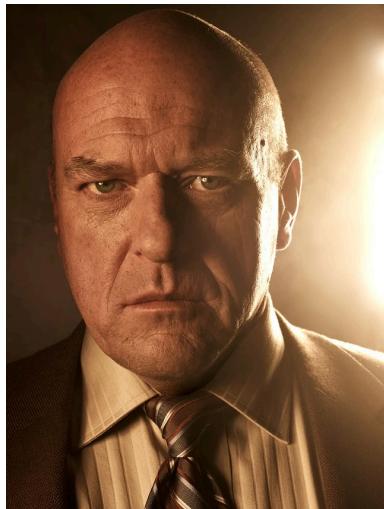
2/10/25

Prof. Masters

Description: VoodooCrab

Purpose Statement: I am an aspiring animator and designer so I want this website to showcase my art and find possible customers or companies that I could work for. This is basically a glorified portfolio but I would want to angle it towards marketing myself for commissions or a career.

User Personas:



- Hank Schrader
- 52 years old
- Retired Cop
- Lives in the midwest
- He likes beer and sports
- He brews his own beer called Schraderbrau and he wants his own bar to sell it from.
- Hank just opened a new bar and he wants his bar to stand out from the many other bars populated in the area.
- He wants a logo or a mascot that draws people's attention to his bar.

Top Five Functions of the Product:

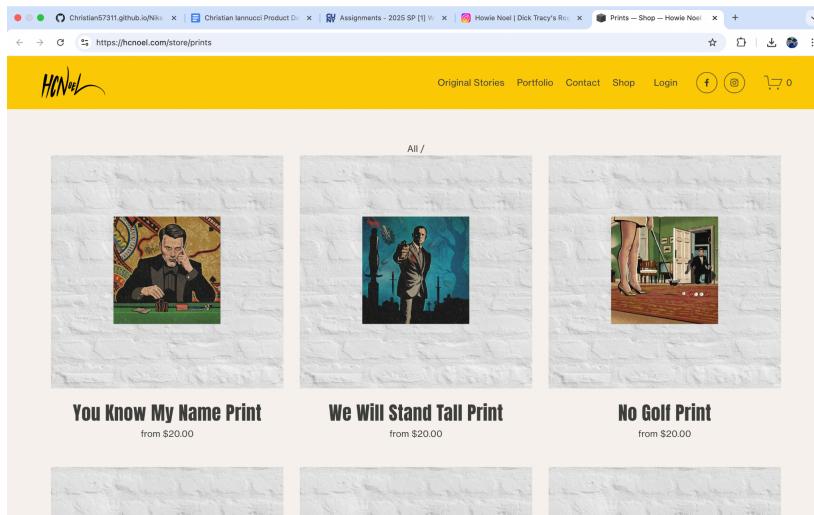
1. Market myself and my art
2. Sell commissions
3. Use as a portfolio
4. Sell merchandise of my art
5. Link my social medias

Measures of Success:

- I get a job in the design/ animation field
- I sell commissions
- I showcase a range of different art from logo design to short animations

Competitors Visual Audit:

- HCNoel



* MeatCanyon

