

Strategy Plane

What is it for?

For collectors of antiquities. Here they can find relevant information regarding every item and obtain them

What is culturally appropriate?

Users are going to be between 30 - 85 years old. As some piece will be rather expensive and you need to have a passion for antiquities so I believe children and teenagers are not included.

Why would a user want to use this?

Any user could obtain rare items and can keep a list of items in their wishlist.

What content type would be relevant?

It needs to show it's a trustworthy website as it requires payment method details to obtain an item from the client.

It needs to be interactive and easy to use, as our target range is between 30-85 years old.

What makes it a good experience?

- Interactive
- Responsive
- Search
- Buying
- Bidding

What does the user expect?

- What is this?
Clean background and navigation bar must be the first thing
- Is it what I expected to see?
You can either buy an item straight way or participating in our bidding auction
- Does it offer what I want?
Trustworthy website, rare items and Profile Page
- What actions can I take now?
Bid for an Item

Follow us on our Social Media

Buy an Item

Search for an Item

Bid for an Item

Opportunity/Program	Importance	Viability/Feasibility
Notifications	3	4
Increase numbers of viewers	5	5
Buy an Item	4	4
Search for an Item	4	4
Bid for an Item	5	5

1. Notifications
2. Increase numbers of viewers
3. Buy an Item
4. Search for an Item
5. Bid for an Item

