2. Business Case

2.0 Purpose of the Project

The purpose of this project is to deliver a redesigned and reorganised website for ArtSpace Lifespace (ASLS), ensuring the client is fully satisfied with the development and design direction. By following the redesign protocols set by their Marketing Manager and Alice (Charity Operations Manager), the project aims to produce a website that accurately showcases the artistic nature, community focus, and creative identity of ASLS.

The current website presents several issues- mainly an outdated visual design, unclear navigation, lack of structured content management, and no CRM or organised workflow for updates. These weaknesses risk giving the impression that ASLS is outdated, which may discourage emerging artists, partner organisations, and community members from engaging with their venues.

Communication between ASLS staff and artists is also limited by unclear pathways for enquiries or bookings, leading to inefficiency and potential loss of interest from those seeking collaboration or venue access.

By redesigning the website, the team will ensure it is:
• Visually appealing
• Artistically reflective of ASLS' ethos
• More intuitive and accessible
• Easier for staff to manage without external dependency

A proposed optional enhancement includes integrating a minimal chatbot tool (not for creative tasks or AI-generated visuals) to assist users by directing them to correct booking emails, answering basic queries, and supporting ASLS operations.

This project will strengthen all five ASLS venues collectively by improving their digital presence and allowing staff to manage content updates independently.

2.1 Benefits

The redesigned website will provide:

Functional & User Experience Benefits

• Faster, clearer navigation for events, bookings, studios, and enquiries.

• A smooth user journey for artists, community groups, and general public users.

• A visually improved interface representing ASLS' creative vision.

Accessibility Benefits

• Enhanced readability with larger text options and accessibility features.
• Clearer structure for users who rely on visual guidance.

Operational Benefits

- Staff gain full control over content updates, reducing reliance on contractors.

- Direct and structured booking pathways for all venues.

- Improved communication efficiency between ASLS and community partners.

Brand & Community Benefits

- A stronger artistic identity showcased through real media (as requested by client).

- A dedicated page or content area demonstrating ASLS' expansion and collaborations with Trinity, Jamaica Street Studios, Bristol Galleries, and others.

- Better reflection of ASLS' mission to support grassroots communities and artist development.

2.2 Risks

Client-Related Risks

- Limited client availability (Mon/Tues/Thu), which may delay document reviews and approvals.

- Possible delays when awaiting marketing manager input during internal ASLS sessions (e.g., Web Jam on 15 Dec).

Technical & Project Risks

- Uncertainty around accessing the previous year's booking app project (potential confidentiality issues).

- Multiple booking processes across four venues may complicate the UX design.

- Strict prohibition of AI-generated images limits creative flexibility.

Team/ External Risks

- Reliance on internal ASLS workshops for requirement gathering may lead to timeline pressure.

- Booking processes cannot be automated due to ASLS preference for personal contact.