

## **ArtSpace Lifespace - Project Preparation Document**

### **1. Project Overview:**

ArtSpace Lifespace aims to redesign their website to enhance user engagement and communication, focusing on improving navigation, visual appeal, and showcasing their community-based projects. The key goal is to ensure that the website reflects their artistic values and enhances their community involvement, including making event details and artist residency applications more accessible.

### **2. Meeting Objective:**

- Understand the client's full expectations, preferences, and objectives for the website redesign.
- Clarify technical requirements and desired features.
- Define a timeline for the project and ensure alignment on deliverables.

### **3. Key Questions for Client:**

- Target Audience: Who do you see as the primary user of your website? ( artists, art lovers, event organizers)
- Features & Functionality: Are there any specific features you want ( event booking, artist profiles, donation page)?
- User Experience: How do you envision users interacting with the site? What actions should be most straightforward?
- Branding & Design: Are there any websites that inspire you in terms of design or user experience? What colors, styles, and layouts do you prefer?
- Project Timeline & Budget: What is your ideal timeline for completion? Do you have a budget limit we need to be mindful of?

### **4. Team Expectations:**

- We need clarity on what ArtSpace Lifespace considers a successful redesign.
- The team will focus on delivering a user-friendly site that reflects the charity's mission.
- Prepare to handle feedback and revisions quickly and professionally.

## **5. Deliverables:**

- Initial Research Report: Findings on best practices for nonprofit website designs.
- Wireframes & Mockups: Early design concepts showcasing proposed features and user flow.
- Detailed Project Timeline: Including milestones for client feedback, development, and testing phases.
- Final Website Proposal: After receiving client feedback, we will provide a final proposal with key project phases and cost estimate (if applicable).
- Post-launch Support Plan: Outline of support provided after the website is live, including possible future updates or improvements.

## **6. Research Plan:**

- Competitor Analysis: Research other nonprofit or artist community websites to understand design trends and user preferences.
- Technology Stack Research: Identify platforms or CMS (WordPress, Wix) that may be appropriate for their needs and budget.
- User Testing: If feasible, conduct informal user testing to validate assumptions regarding website usability.

## **7. Project Timeline:**

- Week 1 : Meeting with the client, gathering requirements. **(Thurs 20th Nov 12-2pm)**
- Week 2-3: Design and research phase (create wireframes/mockups).
- Week 4: First client feedback session and revisions.

- Week 5-6: Finalize design and begin development.
- Week 7-8: Development, testing, and client approval.
- Week 9: Launch and post-launch support.

## **8. Risk Management:**

- Client Delays: If client feedback is delayed, we will adjust the timeline accordingly and notify the supervisor promptly.
- Technical Issues: We will ensure all design and tech tools are tested in advance to avoid potential technical difficulties.
- Resource Limitations: If any team members are unavailable, we will adjust roles as needed to ensure project continuity.

## **9. Communication Plan:**

- Weekly team check-ins to ensure progress and track milestones.
- Bi-weekly progress reports to the supervisor.
- Regular email updates to the client to ensure we remain on track and aligned with their needs.

## **10. Next Steps:**

- Finalize client meeting schedule and send out invitations (**Done on 12th November 2025**)
- Confirm team roles for project phases. (**Done via contract**)
- Share wireframes and initial design ideas with the supervisor for feedback.

### Attachments:

- Project Timeline
- Wireframe Sketches
- Preliminary Competitor Analysis

