

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

