

Hang Biao Li

Project 2: Second Art

What is your business?

Not a business, but just a site I can post my art which I draw in few seconds.

What do you produce/make/offer/sell?

I produce free art people can use

Who is your target audience?

People who understand art

What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

It a website where I post free image that I draw

Do they want general information / research (such as background on a topic/company), or are they after something specific (such as a particular fact or information on a product)?

There is art description on the website after the user press the button.

Are they already familiar with the service or product that you offer or do they need to be introduced to it?

If the already been on the site before yes.

Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

Nope

Do they want to discover information about a specific product or service to help them decide whether to buy it or not? Do they need to contact you?

No, just a website where I post art for fun.

Will they be familiar with the product / service / information you are covering or do they need background information on it?

They will be familiar with the site pretty quick.

What are the most important features of what you are offering?

Free art that I draw

What is special about what you offer that differentiates you from other sites that offer something similar?

Easy to use with just one click of a button