INFO/CS 1300
Final Project Design Journey Map
Designing for an External Client

Group Information
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Section 214

Describe the Client
Chenghua Hong is an administrative officer in China, who has also been doing oil paintings of scenery and landscape for more than twenty years. He wants to build an online gallery to show his artwork to potential buyers, and other artists who share the same interest.

Describe the Target audience
The online gallery site is intended for potential buyers of Chenghua's pieces, or other artists/enthusiasts who share interest in his work.

Audience Needs

Needs (List your target audience's needs and wants one by one)	Design choices (Justify your design choices correspond to their needs)	Memo (Any additional comments you have to justify your design choices or things you want TAs to know)
Wants to buy the right painting(s) for an occasion (decorating house, gift for friend, etc.)	Enlarge painting when clicked on because potential buyers can examine painting more closely to see if it's what they want	
Need to know about the artist.	Add an about section describing Chenghua Hong. Add picture to give Chenghua and his artwork a more	Personal statement and biographical information.

	personal feel.	
Need to be able to contact artist with questions, interests...etc.	Contact section with email/phone (artist's preference).	
Needs information about paintings	Caption on each painting with year and brief description of work.	
Needs to effectively navigate through different works	Organize art on pages so that there is some sort of classification system.	
Needs to be able to comment on the pictures and people would be able to see those comments	PHP comment section	
Needs a way to purchase paintings through the site.	PHP bid form.	

Client Feedback

Describe how you will solicit feedback from the client about the site. Focus on the following:

- *Who do you plan to ask for feedback, and why?*

We plan to ask Mr. Hong for feedback as he is the owner of Hong's Gallery. We chose to work with Mr. Hong for feedback because we will be able to ascertain directly what the client's needs are for his website. He would be able to give us good and direct feedback with what he wants instead of having to go through multiple channels to see what he wants. He is the perfect representation of the client since our only client is Mr. Hong.

- ***What do you plan to ask?***

Few questions we aim to ask:

1. Does the background of our website highlight the contrasts in your paintings?
2. Which painting are you most proud of?
3. Can you provide us the list of prices for each of the paintings and descriptions as well?
4. How satisfied are you with the flow of the website?
5. Is there anything else you would like to add for "Contact Page?" Such as an auction style input for your paintings?
6. Are you happy with the comments section on your page?
7. What other pages or things can we do to improve your website?

The main purpose of the website is to sell Mr. Hong's painting. Therefore, we want all our design justification to be centered around that purpose. All our questions are given so that we could ascertain whether the client is pleased with our design decisions.

- ***How do you plan to interpret the results?***

First, we will ask the questions in a survey manner where he will be able to rate his satisfaction from 1 to 10 with 1 being the lowest and 10 being the highest satisfaction. He will also rate what he thinks is the most important in terms of design, content, structure, etc. Using the response we hope to interpret so that we can ascertain the priorities of the clients needs so that we can have a minimally viable product for him to use by finals. Sure there are many things we can do to make the website better but it is important to understand what the client's priorities are. Anything with a satisfaction response of 8 or lower is something we would like to improve on and tackle these problems one at a time.

Second, we will get these results and put them in a table to show what the priorities are so that our team can effectively target them. We will have these check-in every so often we make a change in our website so that we can effectively tailor everything to the client's needs.