Product Description: This product is a template based site with personalization features, and is made for any artist of any media. The product's goal is to be able to make artist portfolios easily accessible for job opportunities

Purpose Statement:
- To make project managers be able to find artists and their work portfolios

User Personas:

Primary:
Diana Sue
- Female
- Age 42
- Lives in America
- Project manager
- Art director, BFA in design
- has an extensive portfolio; worked with companies such as disney, nickelodeon, etc.\
- Looking for stop motion animators

Secondary:
John Montgomery
- Male
- Age 36
- Lives in Europe
- BFA in animation
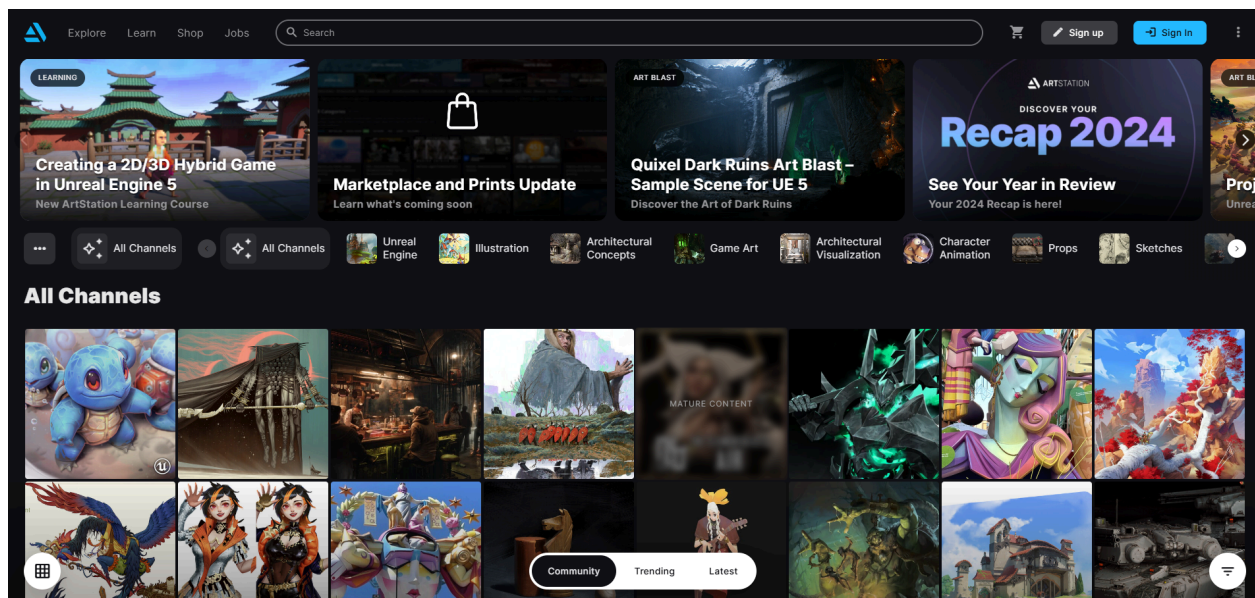- Specializes in stop motion
- Looking for work

Top 5 functions:
- Provides the ability to upload a portfolio regardless of location
- Provides an easier way for artists to be contacted
- Provides an easier way for directors to find similar portfolios so they can hire multiple people with the same skills
- Provides a tool for portfolio building for newer artists
- Provides an algorithm where artists are recommended to managers

Measures of Success:
- The site will provide the ability to upload a portfolio regardless of location
    - Measure of Success: Artists don't have to worry about their location in order to access the website

- The site will provide an easier way for artists to be contacted

- Measure of Success: The app helps with directors to inform artists of their interest

- The site will provide an easier way for art directors to find similar portfolios so they can hire multiple people with the same skills
  - Measure of Success: Artists will be able to tag their work to help organize their portfolios based off what they specialize in

  - Measure of Success: Artists can be recommended to other artists that have the same tags to their profile

- The site will provides a tool for portfolio building for newer artists
  - Measure of success: Premade templates for portfolios are available to all users

- The site will provide an algorithm where artists are recommended to managers
  - Measure of success: suggests artists to managers depending on what their answers to a sign up survey are, can be changed at any time

Competitor's Visual Audit:

Color Palette:
#101014
#26bbff
#e6e6ea
#ffffff
#96969a
#303034

Typefaces:
Inter, sans-serif

Text hierarchy:

Span: 16px Inter

Span: 14px Inter

Label: 11px Inter

Media: Button, Link, Pictures