

Interview Erion Kapaj

Wants and needs of our client:

- Wants a minimalistic website, but professional
- Show of his work:
 - Clocks (he's making/selling them)
 - His designs/drawings
 - His photography
 - His oil paintings
 - The white paintings
 - (Maybe show of his miniature boats, and the simulations of them)
- An easy way to contact him, to maybe buy anything, or make a buy function (maybe by using forms or his email)
- Improve on what he has on Etsy right now
- Have an own input on what the website should look like
- Make use of a lot of white, don't use warm colors
- Land on a page with information about him, maybe include his socials (Facebook)
- Design a logo, he can have some input on that as well
- Have a catalog
- Maybe have an auction/commission function
- Maybe have people request custom paintings, this will definitely not be the primary focus
- Make the website memorable
- Add his inspirational thoughts on his work, explain his process
- Wants a mysterious vibe, do not show every painting
- Have some animations, impress him

Questions

Main question:

How to visually represent/capture the professional identity of Erion through a minimalistic website to achieve exposure?

Sub questions:

1. What are the key design elements of a minimalist website, and how can they be used to visually represent Erion's professional identity? **Competitive analysis, trend analysis, interview, survey**
2. How to best organize Erion's work, and how can this be done in a way that is intuitive and easy to navigate? How to combine different art forms in a website? **Competitive analysis, expert interview, A/B testing, field trial, usability testing**

3. How to approach the widest audience, and how can we make it accessible to most people? **Survey, interview**
4. How do you make Erion's artwork stand out? **Survey, interview, trend analysis**
5. How can color be used to reflect Erion's personal brand and establish a consistent visual identity throughout the website? **Competitive analysis, trend analysis, pitch**
6. What are some effective techniques for adding high-quality images of Erion's work into the website design, and how can this be used to get an optimal viewing experience? What do viewers prefer? **Interview, survey, A/B testing, peer review**
7. How can animations be used on the website without overwhelming the viewer? **Trend analysis, Inspiration wall, A/B testing**
8. What work does Erion want highlighted, what work represents him the most? **Interview**
9. How can we create a memorable website that stands out from other artist portfolios, and how can this be achieved in a minimalistic design? **Competitive analysis**