

Project plan

Art of Erion

Erion Kapaj
Athens

Date: 09-02-2023

Version: 1.0

Status: Start project

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Version

Version	Date	Author(s)	Amendments	Status
1.0	01/03/23	Timo	Project plan	Start project
1.1	09/03/23	Yvonne, Yannick	Project plan	Edited project plan

Communication

Version	Date	To
1.0	09/02/23	Erion Kapaj Interview in class

Project assignment

Team mission statement

Our mission as a team is to create a comprehensive and visually stunning portfolio that showcases the unique artistic vision and style of our client. We aim to collaborate closely with the artist to understand their creative goals and preferences, and use our design skills and expertise to create a portfolio that reflects their personality and brand. We strive to create a portfolio that not only impresses potential clients and audiences, but also empowers the artist to confidently showcase their work and achieve their career objectives.

Context

We have a client, Erion Kapaj, that makes and sells his artwork. He lives in Athens where he makes miniature boats (also makes simulations of them), clocks, photo's, oil paintings and white paintings. He wants us to make a website to represent his art for him.

Target group

During our first interview with Erion we established that his target audience is basically everyone but the emphasis lies on art lovers. Specifically people who visit museums and buy art.

Goal of the project

The main goal is to create a minimalistic website that shows Erion's artistic talents and to increase his exposure, establish a strong personal brand, and provide him with a website where potential clients and/or collaborators can discover him and engage with his work.

Main problem/opportunity

The main problem is that Erion is currently lacking online presence where he can show his talents and professional identity. As a result, he might miss out on some opportunities to attract new clients, collaborators, and maybe fans who are interested in his work.

Desired situation

The desired situation is to have a professional and minimalistic website that represents Erion's personal brand and showcases his talents.

The website should be:

- Easy to navigate
- Visually good looking
- Accessible to a wide range of people

(Answer to our main question for the project)

What benefits?

The project can have multiple benefits:

- The exposure of Erion's work,
- The ability to establish a strong brand for him
- Getting new clients (collaborators)
- The ability to showcase all of his work in a visually nice way

Possibilities

The project will have multiple possibilities. Creating a professional minimalistic website that is visually striking, where potential clients can connect. It will showcase his diverse talents, establish a strong personal brand, and provide opportunities for growth/development. It will also be able to offer capabilities such as a gallery/slideshow to show his work, descriptions of his projects, and a way to contact him.

The assignment

Create a minimalistic website that visually represents Erion's identity and showcase his different artistic talents to increase exposure and attract potential clients. The website should establish a strong personal brand and stand out from other artist portfolios in a memorable way.

Attached to the bottom of this document you'll find a list of functional and non-functional requirements for the end product.

Scope

The project will involve designing and developing a minimalistic website for Erion that visually represents his professional identity and showcases his diverse artistic talents. The website will be designed to attract potential clients and collaborators and establish a strong online presence for Erion.

The project includes:	The project doesn't include:
Designing a memorable identity for the website that accurately represents Erion's personal brand	Creating any physical or print materials for Erion
Developing a responsive website, so it can be viewed on mobile and desktop	Conducting any extensive market research or analysis beyond the scope of the project
Implementing a user-friendly navigation, so it's easy to navigate to relevant information	Developing a full-scale e-commerce platform for selling Erion's artwork

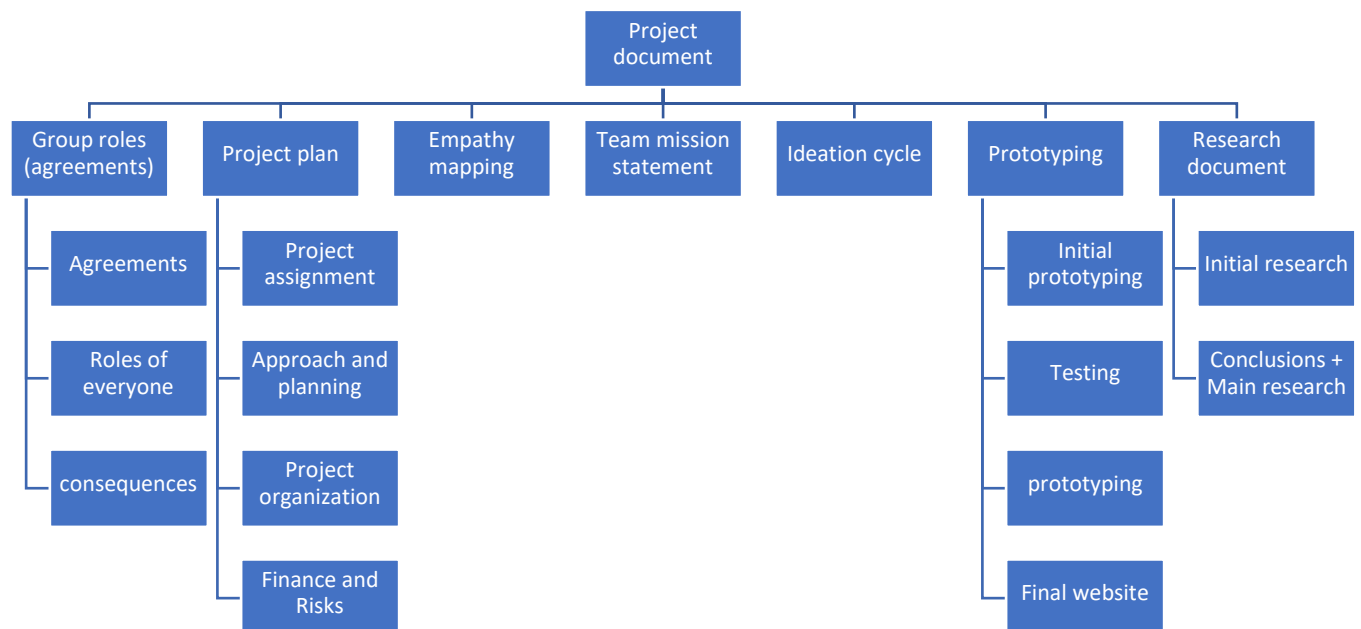
Creating a gallery/slideshow to show of Erion's work	
Providing descriptions of Erion's projects/work	
Creating a way to contact Erion and make a connection between him and his clients	

Conditions

There is more than one condition we need to consider making this project succeed:

- **Technology:** do we have the technology and experience to create such a website for Erion?
- **Content:** What content represents Erion the most? Is it actually what Erion wants to showcase?
- **Branding:** Does the website clearly show Erion's personal brand? Does he stand out from other artists?
- **Timeframe:** Do we have enough time/a good planning to finish in time?

Finished products



Research 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?
Research methods: competitive analysis, trend analysis, interviews, surveys.
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?
Research methods: 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?
Research methods: survey, interview.
4. How do you make Erion's artwork stand out?
Research methods: 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?
Research methods: 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?
Research methods: interview, survey, A/B testing, peer review.
7. How can animations be used on the website without overwhelming the viewer?
Research methods: trend analysis, Inspiration wall, A/B testing.

8. What work does Erion want highlighted, what work represents him the most?
Research methods: 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?
Research methods: competitive analysis.

Approach and planning

Approach

We will follow the waterfall method. Within this method we will divide it into different phases. Before we move to another phase, we will finish the phase before that.

It will be divided like this:

1. **Project initiation:** Here we define our project goals, objectives, and scope of the project. We will also explain who our stakeholders and teammates are. The last thing we will tackle, is what our potential risks or constraints are and how they may affect the project.
2. **Requirements:** Here we will look at all the requirements and research we need to do to get everything clearer, design specifications, content requirements, and user experience considerations.
3. **Design:** Here we will focus on what the actual website will look like, the layout. We will also look at colors, fonts, and images. Out of this we will create wireframes/prototypes of the website.
4. **Coding:** Here we will focus on making the code for the website and see if we come across some problems.
5. **Testing:** In this phase we will look if the website has all the requirements it needs. We will also test for usability, accessibility, and maybe compatibility for different browsers.

Through all these phases it is best to be in contact with our stakeholder on the regular and check if we're on track and handle accordingly. While using waterfall we ensure that each phase is completed before we go to the next, so it is easy to keep track on how far we are in the project.

Testing

Testing will primarily be done in the testing phase, but if anything needs to be tested in between we can also conduct some tests.

Research methods

For the research questions we have to look up in the document, every sub question is listed with every research method we will use for that. In here we will briefly explain what we will do per research method per question.

Question 1:

Competitive analysis – research other websites of artists and see what is commonly used.

Trend analysis – researching current design trends in web design, especially within the minimalist aesthetic. What is appropriate to use for Erion.

Interview – interview Erion, see what his personal style, preferences and goal are.

Survey – make a survey for the target audience/users, so the website covers the needs/wants of them.

Question 2:

Competitive analysis – do some same research on other websites to see how artist represent their work.

Expert interview – Interview an expert of web design and see what their insights are.

A/B testing – show different art style sites and see what people like most.

Field trial – see how people interact with navigating and get their preferences and opinions on it.

Usability testing – testing if users like our concept and see if it is good or it needs change.

Question 3:

Survey – what people like, find that out through survey.

Interview – hold interview with different people to get some insights on what the target audience wants.

Question 4:

Survey – ask people what they would like to see when it comes to art.

Interview – get people's insight on how they view art and what the best way is to look at art.

Trend analysis – research what methods other artists use to make their artwork stand out.

Question 5:

Competitive analysis – analysing the color schemes used by Erion's competitors to identify common patterns and best practices.

Trend analysis – researching current design trends and color palettes that are popular in the art industry to identify potential options for Erion's website.

Pitch – creating several different color schemes based on Erion's personal brand and presenting them to Erion for feedback.

Question 6:

Interview – talking to Erion to understand his vision for how the images of his work should be presented on the website.

Survey – creating a survey to gather feedback from potential viewers of the website on their

preferences for how images are presented.

A/B testing – show people different ways of picture use, see what most of them like better.

Peer review – showing peers different ways to do it and see what they like better to get their insight.

Question 7:

Trend analysis – examining current trends in website design and animation to identify best practices and avoid overwhelming the viewer.

Inspiration wall – creating a collection of website designs with animations to draw inspiration from.

A/B testing – showing people different kinds of animations, see what is liked most.

Question 8:

Interview – hold an interview with Erion, see what he wants highlighted.

Question 9:

Competitive analysis – researching and analysing the websites of other artists and portfolios to identify strengths, weaknesses, opportunities, and threats.

Breakdown of the project

We cut down the project in different phases, these are explained in the approach of the project just above.

Time plan

Phasing	Effort	Start	Ready
1. Project initiation	Medium	16/02/2023	06/03/2023
2. Requirements	High	06/03/2023	06/04/2023
3. Design	Medium	06/04/2023	27/04/2023
4. Coding	Medium	27/04/2023	04/05/2023
5. Testing (improvement/finishing everything)	Low	04/05/2023	forward

Project organization

Team members

In this project we made Yvonne our project leader, so she will take responsibility and make sure there is a good communication between the teachers and our project group. Yvonne will also act as a facilitator, checks up on people and makes sure everyone is on track, takes charge of meetings.

Timo is the product owner who makes sure all the deliverables are done at the end. He also makes sure the stakeholders needs are considered. He will also act as a facilitator when needed.

Maria will make sure everyone is encouraged, so the work gets done on time, she will also take notes whenever there is feedback or in case of meetings.

Robertas is the one that will speak on behalf of the project group, because he is the best at talking.

Sayem will record meetings and he will also encourage people to make sure work gets done on time.

Yannick is the reflector; he will reflect on everything we do and makes sure everything we do is necessary for the project.

Name, Phone, Email	Role/Tasks	Availability
Timo de Haart, 0610565378, t.dehaart@student.fontys.nl	Facilitator, Product owner	2-3 days a week
Maria Mihaylova, +359889402771, m.mihaylova@student.fontys.nl	Encourager, Note taker	
Robertas Maldunas, +37067220258, r.maldunas@student.fontys.nl	Spokesperson/Presenter/Designing	
Sayem Taher, 0687001745, s.taher@student.fontys.nl	Recorder, Encourager	2-3 days a week
Yvonne van Schie, 0636535083, y.vanschie@student.fontys.nl	Project leader, Facilitator	
Yannick Maas, 0624143142, y.maas@student.fontys.nl	Reflector	

Teacher, Email	Day, Subject
Josh, a.reuther@fontys.nl	Monday, Media production
Amer, a.jaganjac@fontys.nl	Tuesday, User centered design
Frank, f.roosen@fontys.nl	Wednesday, Front-end development

Metaxas, g.metaxas@fontys.nl	Thursday, Project
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Communication

Once per week we will communicate with Metaxas how far we are. If we have any questions during the week, we can always send a mail to one of the teachers. We communicate through WhatsApp on what we are doing and if there is something urgent the team should know. If there are personal problems it will be communicated between teacher and student, or project leader if necessary.

The communication with our stakeholder will be via mail, the project leader will set up a meeting in which questions can be asked or if anything needs to be clarified.

Test environment

Whenever tests are conducted this field will be filled in, at the moment we aren't holding tests yet.

Finance and risks

Cost budget

There are no costs as of yet, if there are any in the future this will be updated accordingly.

Risks and fallback activities

Risk	Prevention activities included in plan	Fallback activities
1. Lack of coordination and communication among team members, this can lead to delays in completing the project	Regular communication and checking up on team members, make sure everyone is on the same page	Hold more meetings to make sure everyone has to communicate
2. Bad research or insufficient data, which can lead to a bad project	Get research based on accurate and reliable information	Come up with more research questions/redesign some research
3. Technical issues, such as hardware breaking down	Get some new hardware as soon as possible	Get some hardware from Fontys
4. Personal issues or conflicts between team members, which can lead to decreased productivity or bad work	Creating a team agreement with everyone's roles, guidelines for communication and a conflict resolution	Go to the teacher, see if he can change something about it
5. Time constraint or unexpected events such as illness or family emergencies, this can result in missing deadlines or incomplete work	Creating a planning with enough time, so work can be moved up	Put some more hours into the project, to compensate
6. Misunderstandings or misinterpretations of project requirements	Know all the requirements and discuss them, so they can't be misunderstood	Have a lot of conversations or meetings about this

Appendix

Functional requirements

Here are some Functional requirements we got out of the interview:

- Minimalistic, but professional website.

- Show all his work (clocks, designs/drawings, photography, oil paintings, white paintings, miniature boats).
- Easy way to contact him, maybe buy something.
- Improve what he already has on Etsy.
- Have an own input on the website (looks).
- Use a lot of white, no warm colors.
- Have information about him, add his socials.
- Design a logo, with some of his input.
- Have a catalog.
- (Auction/commission function)?
- (Request for custom paintings)?
- Make the website memorable.
- Explanation of work process, his own thoughts on his work.
- Have a mysterious vibe, don't show every painting.
- Impress him with some animations.

Non-functional requirements

Here are some minimum quality requirements:

- Fast loading times.
- Responsive design for mobile/desktop.
- High-quality pictures/visuals.
- Easy navigation.
- Accessible for a wide range of people.
- Way to contact Erion.
- A strong personal brand and unique design elements.
- Memorable and stands out from other artists.