PROJECT REPORT

FONTYS UNIVERSITY OF APPLIED

SCIENCES

Group 1 M2-CB01

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SUMMARY

This project report focuses on the design and development of a minimalist website for Erion Kapaj, an accomplished individual artist and art teacher based in Athens, Greece. The objective of the project is to create a comprehensive and visually stunning portfolio website that effectively represents Erion's artistic talents and enhances their exposure. Thorough research was conducted using interviews, surveys, competitive analysis, and trend analysis to inform the design and development process. The report outlines the research methods employed, addresses research questions, and highlights the process and results achieved in each phase: empathy, define, and testing. The conclusion emphasizes the successful implementation of the project goals and recommends the website as a powerful tool for Erion to showcase their work, attract clients and collaborators, and fulfil their career objectives.

1 INTRODUCTION

This project report outlines the process of designing and developing a minimalistic portfolio website for Erion Kapaj, an accomplished individual artist and art teacher based in Athens, Greece. Erion's unwavering passion for art, coupled with a strong background in fine art, has led to a successful career in the art industry. However, Erion currently lacks an online presence, which hinders their ability to showcase their talents and professional identity, potentially resulting in missed opportunities to attract new clients, collaborators, and fans.

The objective of this project is to create a comprehensive and visually stunning portfolio website that effectively represents Erion's artistic talents and enhances their exposure. By establishing a strong personal brand and providing a professional online platform, Erion can attract potential clients and collaborators, while also engaging with art enthusiasts who appreciate their unique and captivating artworks.

In the about the client section, you will learn about Erion Kapaj's artistic journey, educational background, artistic style, and dedication to the craft. Erion's passion for art, combined with their experience as an art teacher, brings a multidimensional perspective to their artwork and allows them to infuse unique elements into their creations.

The assignment overview section focuses on the purpose, desired end situation, and precise description of the assignment. You will understand the need for a professional and visually appealing website for Erion, which will effectively showcase their talents, establish a strong personal brand, and attract clients and collaborators. The constraints and methodology for the assignment are also explained, providing a clear framework for the project.

In the Process and Results section, you will gain insights into the three main phases of the design process: Empathy, Define, Prototype and Testing. Each phase is explained in detail, along with the research methods employed to understand Erion's needs and preferences, as well as the expectations of the target audience. The section also highlights the creation of personas, research questions, and the overall progress of the project.

The last chapter of this report concludes by summarizing the key findings and outcomes of the project. It emphasizes the collaboration between the design team and Erion to create a visually striking portfolio website that reflects their artistic vision and style. The report highlights the mission statement and the team's commitment to empower Erion to confidently present their work and achieve their career aspirations.

2 ABOUT THE CLIENT

Erion Kapaj is an accomplished individual artist and art teacher based in Athens, Greece. With an unwavering passion for art and a strong background in fine art, Erion has carved out a successful career in the art industry.

Erion completed their studies at the prestigious Athens School of Fine Arts, where they had the privilege of learning under the guidance of the renowned sculptor, George Lappas. This educational experience played a pivotal role in shaping Erion's artistic style and technique. Graduating from this esteemed art school equipped the artist with a solid foundation in various art forms and honed their skills to create unique and captivating artworks.

Devoting their life to the pursuit of art, Erion has developed a profound love for painting, specializing in abstract and figurative acrylic and oil paintings. Their artistic creations draw inspiration from their surroundings, emotions, and personal experiences, resulting in expressive and thought-provoking artworks. Painting is not merely a hobby but a daily practice for the Greek artist, showcasing their unwavering dedication and commitment to their craft.

In addition to their artistic endeavours, Erion has extended their expertise to the field of education. Working as an art teacher, they focus on preparing students for entry into Art Schools, nurturing the next generation of aspiring artists.

Beyond the realm of art, Erion harbours a deep affection for mathematics and the craft of building sailboats. These diverse interests contribute to their multidimensional perspective and creative thinking, allowing them to infuse unique elements into their artwork.

The objective is to create a minimalistic website that serves as a comprehensive and visually stunning portfolio, showcasing Erion's artistic talents and enhancing their exposure. The primary goals of the project are to establish a strong personal brand for Erion and provide them with a professional website where potential clients and collaborators can discover their work and engage with their artistic creations. By combining our design expertise with Erion's artistic talents, we aim to create a comprehensive portfolio website that not only impresses viewers but also empowers the artist to establish a robust online presence and achieve their career aspirations.

Mission Statement:

Our mission as a team is to collaborate closely with Erion to understand their unique creative goals and preferences. By leveraging our design skills and expertise, we strive to create a visually striking portfolio that reflects Erion's artistic vision and style. Our ultimate objective is to empower the artist to confidently present their work, captivate potential clients and audiences, and fulfil their career objectives.

3 ASSIGNMENT OVERVIEW

Currently, Erion lacks an online presence, which hinders their ability to showcase their talents and professional identity. This absence may lead to missed opportunities in attracting new clients, collaborators, and fans. The desired outcome is to have a professional and visually appealing website that reflects Erion's personal brand and effectively showcases their talents.

3.1 PURPOSE OF THE ASSIGNMENT AND DESIRED END SITUATION

The purpose of this assignment is to design and develop a minimalist website that visually represents Erion's identity and effectively showcases their various artistic talents. The desired end situation is to have a professional and visually appealing website that reflects Erion's personal brand and attracts art enthusiasts and potential clients.

3.2 PRECISE ASSIGNMENT DESCRIPTION

The precise assignment description involves creating a user-friendly, visually appealing, and accessible website for Erion. The website should accurately reflect Erion's preferences, clearly portray their personal brand, and effectively showcase their talents. It should be designed to attract new clients, collaborators, and fans.

3.3 CONSTRAINTS FOR THE ASSIGNMENT

The constraints for this assignment include considering the available technology and the team's experience in website creation, and lacking team members presence. The content of the website should align with Erion's preferences and personal brand. Additionally, the project's timeframe should be adhered to in order to ensure timely delivery.

3.4 METHODOLOGY

In this section, we provide an overview of the approach we will take in designing and constructing the website. Our methodology encompasses a range of methods, tools, procedures, and guidelines that will facilitate a systematic and efficient execution of the project. In terms of methods, we will primarily rely on CMD methods as our guiding framework. For tools, we will utilize essential resources such as GIT, Google Drive, Teams,

and CMD-website. The chosen methodology for this assignment involves conducting research through the following:

- Interviews

- Surveys

- Trend analysis

- Competitive analysis

- A/B testing

These research strategies will serve as a foundation for making informed decisions during the design and development process. Persona creation, manifesto development, user scenarios, and user stories will also be derived from the research to inform the design process.

3.5 RESEARCH QUESTIONS

Main Question

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

Sub questions

- What are the key design elements of a minimalist website, and how can they be used to visually represent Erion's professional identity?

- 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?

- How to approach the widest audience, and how can we make it accessible to most people?

- How do you make Erion's artwork stand out?

- How can colour be used to reflect Erion's personal brand and establish a consistent visual identity throughout the website?

- 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?

- How can animations be used on the website without overwhelming the viewer?

- What work does Erion want highlighted, what work represents him the most?

- How can we create a memorable website that stands out from other artist portfolios, and how can this be achieved in a minimalistic design?

3.6 ASSIGNMENT PHASING

The assignment consists of the following phases: **Empathy, Define, Prototype and Testing**. Each phase focuses on specific tasks, activities, or goals and provides a framework for organizing and coordinating design efforts. These phases guide the project's progression and ensure a systematic approach. The Empathy phase focuses on understanding the target audience and their needs. The Empathy phase is focused on understanding the target audience and their needs. During this phase, our team engaged in research methods such as interviews and surveys to gather insights into the preferences, motivations, and pain points of the audience. By empathizing with the users, the team gains a deep understanding of their perspective, enabling them to design a solution that truly addresses their needs.

In the Define phase, the information gathered during the Empathy phase is carefully analysed and synthesized. The team worked to define the project's goals and objectives based on the insights gained from user research. This phase involves identifying the key features and functionalities that the website should have to meet the needs of both Erion and his potential clients. By establishing a clear direction, our team ensures that the design process remains focused and aligned with the project's objectives. Research methods, such as interviews and surveys, are initially conducted to gather insights. The goal is to create a visually appealing and functional website that represents Erion's artistic talents, establishes his brand, and attracts clients.

Once the goals and features are defined, the team moves on to the Prototype and Testing phase. This phase is crucial for evaluating the effectiveness and usability of the website design. Prototypes or mock-ups are created to simulate the user experience, allowing us to gather feedback and iterate on the design. By incorporating feedback from Erion, users, experts, and industry trends, the team ensures that the final product meets expectations and addresses any identified issues. The Testing phase is crucial for evaluating the effectiveness and usability of the website design. Prototypes or mock-ups are created to simulate the user experience and gather feedback. The DOT framework and

research strategies address problems, meet expectations, and deliver a successful product by incorporating feedback from Erion, users, experts, and industry trends.

By following the phases of Empathy, Define, Prototype, and Testing, the design thinking process provides a structured framework for creating innovative and user-cantered solutions. This approach fosters creativity, collaboration, and iterative problem-solving, ultimately leading to a more effective and impactful design outcome.

4 PROCESS AND RESULTS

The design process for creating a website for Erion, an artist, involved three phases: Empathy, Define, and Testing. In the Empathy Phase, research methods such as competitive analysis, trend analysis, interviews, and surveys were used to understand the needs and preferences of Erion and the target audience. The Define Phase further refined the problem and objectives through competitive analysis and interviews. The Testing Phase involved A/B testing, field trials, usability testing, and peer review to evaluate and refine the website design. Through these phases, the research team ensured that the website design met Erion's requirements and aligned with the target audience's preferences.

PHASE 1: EMPATHY PHASE

During the empathy phase, the research team focused on understanding the needs, preferences, and goals of Erion and the target audience. The following research methods were employed:

- Competitive analysis: The team conducted a comprehensive analysis of other websites (Appendix 9.2) belonging to artists to identify common design elements and features commonly used in the industry. This analysis helped the team gain insights into the prevailing trends and practices in website design for artists. The findings from this analysis informed the decision-making process for creating a visually appealing and user-friendly website for Erion. Through the competitive analysis, we identified design elements commonly used by other artists, such as clean layouts, high-quality images, and intuitive navigation. The competitive analysis provided insights into effective ways of showcasing artwork, such as using high-resolution images, categorizing artworks, and providing artist background information.

- Trend analysis: In addition to the competitive analysis, the team conducted research on current design trends in web design, specifically within the minimalist aesthetic. By exploring the latest trends, the team sought to determine what design elements and approaches would be appropriate to capture Erion's professional identity effectively. This analysis helped guide the visual representation of Erion's work on the website, ensuring it aligned with contemporary design standards. The trend analysis revealed

that minimalistic design, with a focus on white and neutral colours, would be suitable for capturing Erion's professional identity.

- Interview: An interview was conducted with Erion to gain a deeper understanding of his personal style, preferences, and goals for the website. This interview provided valuable insights into Erion's artistic vision, his expectations for the website, and specific features he desired. By understanding Erion's unique perspective, the team could tailor the website design to showcase his artwork in a way that resonated with his artistic identity and goals. The interview with Erion (see Appendix 9.3 for the full interview) provided valuable insights into his preferences, including the inclusion of an option to buy products and the ability to add new art with descriptions.

- Survey: To gather feedback from the target audience and ensure that the website would cater to their needs and preferences, a survey was created and administered. The survey aimed to gather insights into the preferences and expectations of the target audience regarding art websites. Participants were asked about their preferences for visual elements, navigation, information presentation, and other relevant aspects. The survey results helped the team understand the target audience's preferences, allowing them to design a website that would engage and resonate with the intended users. The survey results (Appendix 9.4) helped us understand the target audience's preferences, such as the importance of high-quality pictures, categories, personal stories of the artist, price ranges, and a way to contact the artist via a form. The survey results indicated that the target audience for art websites predominantly falls within the age range of 18-40 and consists of individuals who are studying or working full-time. Approximately 40% of the respondents expressed an interest in buying art, with paintings and digital art being the most desired. The majority of respondents (60%) reported enjoying looking at art online, and a similar percentage made online purchases on a weekly basis. The interviews provided additional perspectives on user preferences and expectations, highlighting the importance of using high-quality images, providing categories, sharing the artist's personal story, and enabling contact with the artist.
Personas: Based on our user data, we developed two distinct personas that reflect two large groups. One is for people between the ages of 20 and 30, while the other

is for adults between the ages of 40 and 50. This allows us to determine how people's perspec6ves differ from one another and over their lives. See the finished persona card in [Appendix 9.5](#).

These research methods help us answer the following research questions:

- How to visually represent/capture the professional identity of Erion through a minimalistic website to achieve exposure?
- What are the preferences and expectations of the target audience regarding art websites?
- How can the website appeal to a broad range of users with varying art preferences?
- What colour scheme should be used to visually represent Erion's professional identity and artwork?
- How can the website effectively showcase Erion's artwork while highlighting his unique style and artistic approach?

Overall, the research conducted through competitive analysis, trend analysis, interview, and survey informed the design and development of the website for Erion. The findings from each method guided our decision-making process, ensuring that the website meets the requirements, preferences, and expectations of both Erion and the target audience.

PHASE 2: DEFINE PHASE

During the define phase, the research team focused on defining the problem and setting clear objectives based on the insights gathered during the empathy phase. The following research methods were utilized:

- Competitive analysis: Building upon the competitive analysis conducted during the empathy phase, the team dived deeper into researching and analysing the websites of other artists and portfolios. This analysis aimed to identify strengths, weaknesses, opportunities, and threats in the existing landscape. By understanding the competitive landscape, the team could identify best practices and areas for improvement, which informed the subsequent design decisions.

- Interview: An additional interview was conducted with Erion during the define phase. The purpose of this interview was to understand what specific information he wanted to highlight regarding his expertise and artistic background. By gaining insights into

Erion's desired focus and communication goals, the team could effectively tailor the website's content and design elements to effectively communicate his unique strengths and artistic approach.

After defining the problem and setting clear objectives we were able to provide answers to the following questions:

- How can the website effectively showcase Erion's artwork while highlighting his unique style and artistic approach?
- How can animations be effectively incorporated into the website without overwhelming the viewer?
- What information should be highlighted to effectively communicate Erion's expertise and artistic background?

PHASE 3: PROTOTYPING PHASE

During the prototyping phase, which is a crucial part of the design thinking process, our team utilized the research data collected during the empathy and define phases to create prototypes. The following activities were executed to facilitate effective prototyping:

- Digital Prototype: Utilizing Figma, our team members individually designed four different versions of the product based on the analysis and understanding of the research data. These versions served as initial iterations of the prototype. To evaluate the effectiveness of each version, we conducted interviews with potential users to gather feedback. This feedback was then carefully analysed and considered.

- Consolidation and Refinement: Considering the feedback received from the testing phase, we consolidated the findings and combined the best elements from each version into a new digital prototype. This iterative process allowed us to refine the design and address any identified areas for improvement.

- Further Feedback and Iteration: Once the final digital prototype was completed, we conducted another round of feedback sessions. This feedback helped us identify any remaining points that required changes or improvements. We carefully incorporated

the feedback to ensure that the final prototype was user-cantered and aligned with the project's goals and objectives.

By following this iterative approach and incorporating user feedback throughout the prototyping phase, we were able to refine and enhance the digital prototype to create a more effective and user-friendly solution.

PHASE 4: TESTING PHASE

During the testing phase, the research team focused on evaluating and refining the website design. The following research methods were employed:

- A/B testing: A/B testing was conducted to gather feedback and insights from users regarding different options and variations related to the presentation of images, animations, and navigation. By presenting users with different design options, the team could gauge their preferences and gather valuable feedback on which design elements resonated most effectively with the target audience. Through A/B testing, we gathered user feedback on different types of animations, ensuring that the chosen animations are visually appealing and engaging without overwhelming the viewer.

- Field trial: User behaviour and interactions with the website's navigation were observed and recorded during a field trial. This direct observation allowed the team to understand how users interacted with the website, what elements were intuitive or confusing, and gather preferences and opinions. These insights were instrumental in identifying areas for improvement and refining the overall user experience.

- Usability testing: Usability testing was conducted to gather feedback on the overall concept and design of the website. Participants were asked to perform specific tasks on the website while providing feedback on their experience, ease of use, and any challenges they encountered. This feedback helped identify areas where the design could be optimized for improved usability and user satisfaction.

- Peer review: Feedback from peers and colleagues familiar with website design and art presentation was sought. This peer review process involved soliciting feedback on

different aspects of the website, such as image presentation, animations, and overall aesthetics. The insights and suggestions provided by peers helped the team gain a fresh perspective and refine the website design based on expert opinions.

Conducting the testing phase, the team managed to evaluate and answer the following research questions:

- How can animations be effectively incorporated into the website without overwhelming the viewer?
- How should the images of Erion's artwork be presented on the website?
- How can the website effectively showcase Erion's artwork and engage users?

By employing these research methods systematically throughout the different phases, the research team ensured that the website design for Erion effectively met his requirements, preferences, and expectations, while also aligning with the preferences and expectations of the target audience.

5 CONCLUSION(S) AND RECOMMENDATION(S)

In this assignment, our primary goal was to design and develop a minimalist website that visually represents Erion's identity and effectively showcases their various artistic talents. Through the use of various research methods, including interviews, surveys, trend analysis, and competitive analysis, we were able to gather valuable insights and make informed decisions throughout the design and development process.

The research findings provided us with a clear understanding of the current situation, highlighting the absence of an online presence for Erion, which hindered their ability to showcase their talents and professional identity. This lack of online presence resulted in missed opportunities in attracting new clients, collaborators, and fans. By addressing these problems, our desired end situation was to have a professional and visually appealing website that reflects Erion's personal brand and effectively showcases their talents.

To ensure the success of the assignment, we considered various constraints, such as the available technology and our team's expertise in website creation. Additionally, we made sure that the content accurately reflected Erion's preferences, clearly portrayed their personal brand, and adhered to the project's timeframe.

Our chosen methodology involved conducting research through interviews, surveys, trend analysis, and competitive analysis. These research strategies provided a solid foundation for the design and development process. We derived persona creation, manifesto development, user scenarios, and user stories from the research to inform the design process.

The assignment was phased according to the research strategies executed. We started with the research phase, conducting interviews, surveys, and analysis to gather information and insights. Based on the research findings, we proceeded to the design and development phases, iteratively refining the website design and implementing the required features.

Through our research methods, we were able to address each research question and provide meaningful findings. We determined how to visually represent Erion's professional identity through a minimalistic website, effectively showcased their artwork, engaged users, appealed to a broad range of users with varying art preferences, selected an appropriate color scheme, presented images of their artwork, incorporated animations without overwhelming the viewer, highlighted important information about their expertise and artistic background, and showcased their artwork while emphasizing their unique style and artistic approach.

In conclusion, our research and design process enabled us to create a visually appealing and functional website that effectively represents Erion's artistic talents, establishes their personal brand, and attracts potential clients and collaborators. The findings from our research validated that our solutions adequately addressed the initial problems and met the client's expectations. By using the DOT framework, we ensured that the problems were tackled and solved effectively, and the assignment was successfully completed.

Furthermore, based on our findings and the nature of this assignment, we recommend further research to continuously update and enhance the website design and functionality. This could involve exploring emerging design trends, gathering ongoing user feedback, and staying up to date with advancements in technology and user experience practices.

In summary, this assignment has provided Erion with a professional and visually appealing website that effectively showcases their talents, establishes their personal brand, and attracts potential clients and collaborators. The methodology used, combined with the research strategies executed, ensured a comprehensive and successful approach to addressing the problems and delivering a high-quality end product.

6 EVALUATION

Throughout the course of this project, our team has gained valuable experiences and insights that have had a significant impact on both our personal and professional growth. Reflecting on the assignment, we encountered memorable moments and successfully overcame various challenges, contributing to our overall development as a team.

While we had initially planned and agreed upon a specific work division at the beginning of the project, we encountered a minor setback due to unforeseen circumstances. Some team members had to leave the group due to personal reasons, resulting in a reduced team size. However, we quickly adapted to this change by reevaluating and adjusting our work division among the remaining team members. Despite this challenge, we managed to maintain the project's planning as closely as possible.

In conclusion, this project has deepened our understanding of website design, research methodologies, and collaborative problem-solving. By addressing the challenges that arose and leveraging the insights gained from our research, we successfully created a visually appealing website that effectively represents Erion's talents and establishes their brand. The lessons learned from this experience will undoubtedly shape our future endeavors, highlighting the importance of collaboration, adaptability, and a strong focus on meeting the needs of the users.

7 APPENDIX

7.1 RESEARCH METHOD LIST

1. Competitive Analysis:

   Description: Researching and analyzing other websites of artists to identify common design elements and practices.

   Used for: Identifying design trends and gathering inspiration.

2. Trend Analysis:

   Description: Researching current design trends in web design, particularly within the minimalist aesthetic, to determine what is appropriate for Erion.

   Used for: Staying up-to-date with the latest design trends and incorporating relevant elements into the website.

3. Interviews:

   Description: Conducting interviews with Erion and other relevant individuals to gather insights into his personal style, preferences, goals, and the representation of his artwork.

   Used for: Understanding Erion's vision, gathering first-hand information, and incorporating his preferences into the website.

4. Surveys:

   Description: Creating surveys for the target audience and users to collect their feedback and opinions on the website design.

   Used for: Understanding user needs, preferences, and expectations to ensure the website meets their requirements.

5. Expert Interview:

   Description: Interviewing an expert in web design to gain insights and recommendations for organizing Erion's work and creating an intuitive navigation system.

   Used for: Leveraging expert knowledge and best practices in web design.

6. A/B Testing:

Description: Testing different design variations and features to compare user preferences and determine the most effective approach.

Used for: Evaluating design options, navigation systems, and image presentation to optimize user experience.

7. Field Trial:

Description: Observing and collecting feedback from users as they interact with the website to evaluate its usability and effectiveness.

Used for: Assessing the practicality and user-friendliness of the website's navigation and design elements.

8. Usability Testing:

Description: Testing the website's concept and design with users to assess its usability and gather feedback for improvements.

Used for: Ensuring the website meets user expectations and provides a positive user experience.

9. Inspiration Wall:

Description: Creating a collection of website designs with animations to gather inspiration and ideas for incorporating animations into the website without overwhelming the viewer.

Used for: Finding creative ways to use animations effectively and enhance the visual appeal of the website.

10. Pitch:

Description: Creating different colour schemes based on Erion's personal brand and presenting them to Erion for feedback and selection.

Used for: Engaging the client in the decision-making process and aligning the website design with his preferences.

11. Peer Review:

Description: Seeking feedback from peers or experts by showing them different approaches or design options and gathering their insights and preferences.

Used for: Obtaining objective opinions and constructive criticism to improve the website design.

7.2 COMPETITOR ANALYSIS LINKS

In the following list of links, you can refer to the websites and competitor we used to make our competitor analysis.

https://philippecaillouxart.com/category/in-my-kitchen

https://www.theconsciousink.com/experiential

https://jamesturrell.com/about/introduction/

https://www.artsyasha.com/work

https://www.tradclyffe.co.uk/

https://www.adamhalls.co.uk/

https://www.clairegingell.com/

7.3 INTERVIEW TRANSCRIPT WITH CLIENT

Interview between Erion and our group to get more in-depth information of what Erion (our client) wants.

Interviewer
Let me first start off with saying that we are recording this call, do we have your permission to use this as well?

Erion
It's ok, yeah of course.

Interviewer

We'd like to start with getting to know more about you. We heard about you from Metaxas, but we don't really know your story about why you started working as an artist. We want to know some personal information, what is your story and what are your experiences? We would like to add a section on the portfolio, about your personal life. That's basically why we need that information.

Erion

Okay, so I always liked paintings, and that's why I decided to go to the school of Fine Arts here in Athens. I was three years in the departure of painting, but after that I changed to the departure of sculpture. I changed because of the teacher, not because I wanted to do sculpture, but I very much liked the teacher in that department.

About what I am making and doing, it's to find out what I like in general. That's why I became an artist, to solve problems for a reason I don't know, but always liked to solve them. That's also what I am trying to do with art in general, it might not be that visible, but I always try to solve little problems when making art. When I am not interested anymore in those problems, I continue with something else, and that's how I somehow create my work.

With art there is not always a clear direction (sculptures, paintings), that's why I also make other things that are not art. Like the boats I am making and other stuff that I can't say. It is not necessarily art, but somewhere between creativity and creating something with less and something that's easier to create (like engineers).

I also make a lot of kids toys, for example, in the summer I like to go to the beach and try to find whatever to create something. It can be toys where you use the wind or make some kind of instrument or whatever.

This is a big part of what I am doing, so it's not only paintings. I also like mathematics a lot, that's why I want to get into the university of Naval Engineering. It's not because I want to be an engineer, but I find it interesting what they do there.

Interviewer

Well, thank you for the information, I think we have a good picture of you. So, let me recap this, you see yourself more like a problem solver than an artist, right? So, you would love to work with different media, making paintings, boats, and toys, right?

Erion

Yes, I am probably more of a problem solver than an artist, but famous artists in general are also problem solvers and try to express themselves. That's why I am also an artist, I don't know, that's my opinion. It's also clear when you see a famous artist's step by step work, you see how he's solving problems the whole time. I believe if you're not problem solving, you aren't an artist. You might do the same thing over and over again and not have any creativity. Problem solving relates to being an artist.

Interviewer

It might be handy to start with the actual questions about the website that we are going to make for you. Our second question is, is there a specific goal for the website? Do you want to sell art or for people to just look at your art?

Erion

Last time I said for people to view my art, but I changed my mind. I prefer the website to be somehow easy, but not look like a shop, to look like a place for someone to view what I am doing. If someone wants to buy anything, make it easy for them.

Interviewer

So you don't want it to be a web shop, right? You want to show art and have an option for purchasing?

Erion

Yes, exactly.

Interviewer

The next question we have is, when we display your art, there is always a story behind everything. Do you want us to create a description for every art piece or keep it more mysterious?

Erion

I am not sure if I would like that, because when the website is ready and I have it in my hands, I don't think I have the time to do that for everything. Probably have the possibility for me to do so when I am adding a new picture, that it is optional to add text. But it is mainly for people to look at my art and see what I am doing.

Interviewer

Well, the next question, have you ever looked at other artists portfolios or anything of that sort? And if so, was there something that you liked and want added into your own website?

Erion

I was watching one artist that I like yesterday, Antony Gormley. He has a white website that I really like, where on the left you have the possibility to go see his works and other things that he has done. His website was quite simple, I liked that.

Interviewer

I guess the next question that we have is, because we wanted, as you said, to make something simple, but also something that looks good. This is a bit of an out of the way question because you like geometry as you said, what would be your favorite geometric shape? So, we could maybe use something on our website of that kind, like menus and stuff.

Erion

Maybe a triangle? I like this shape, because when I was a kid, my father gave me a problem. The idea was for me to solve it in five minutes, but it took me three years to solve it. Then someone told me that there is another solution, that took me another two years. I found out that it is one of the most difficult problems in geometry, and I am proud to have solved it and started so young. In the end I actually sold my answers and got a lot of money for it. That's why I like the triangle.

Interviewer

So it would be nice to actually incorporate a triangle into the design?

Erion

Yes, maybe you can also do something with the specific triangle that I solved, but you can see that for yourself.

Interviewer

Maybe we can include it somehow. That's another question I wanted to ask, you make a lot of different art, the boats, the clocks, and paintings. Do you want us to display all of them on the site, or not?

Erion

No, the clocks maybe not. I make T-shirts that I also paint and sell, but I don't need a website

for those items. I would like the website to contain all the other things, paintings, drawings, constructions that are different, boats and drawings of those boats, and photography.

Interviewer

Perfect, so is there a way for us to get the pictures of your art, so you can send them to us?

Erion

yeah, of course. My hard drive is destroyed and is in the shop now to get fixed. I have everything on there. I still have pictures, but those pictures I don't really want on the site. So, we'll have to see how things go.

Also, one other idea, I want the first page to be different, if possible. When I add something new to the first page, I want to show the twenty most recent things that I made. Whenever there are more than twenty, the latest will be on top and the twentieth picture will disappear. Kind of like a blog.

Anyway, that is just an idea, if it's a good idea and possible to do, it might be something you can add.

Interviewer

To summarize, the first thing you want to see on your website is your latest painting? Maybe as a background, and then change that background when a new painting is added?

Erion

I wouldn't want it to cover the whole first page, but if there is a smaller picture that changes every time when a new picture is uploaded, that would be nice maybe.

Interviewer

Then moving on, we didn't necessarily get an answer about the logo last time. The question is, would you like us to create a logo for you? We made a simple design that we can show you if you want.

Erion

Yeah, I would like to see it.

Interviewer

We took the sentence of let there be a boat on the website serious, so we thought of using a boat in the logo we want to make for you.

Erion

Oh I like it with the boat and the name like that, let me take a picture. You gave me some inspiration to maybe make a small change for this design.

Interviewer

The thought behind it is, you wanted boats represented in some way. We started thinking about your initials to begin with and design a boat out of that with your name incorporated in it. It was a simple starting point, but we can work it into something else. But this is our initial idea.

Erion

The direction of how you thought about this is very nice, I will try and see if I can make some little changes myself. Told us about some changes the logo could have and what he didn't like and what he liked, so we can change it.

Interviewer

We can mail you a better quality if you'd like?

Erion

Yes that is good.

Interviewer

What I also wanted to do is show some websites, and maybe you can point out some stuff that you like. Because than we have an actual idea of what you like.

Erion

Points that Erion like about the sites. Smaller pictures remind him of a shop. Not necessarily be like a catalog. Something about shapes on the main page. Definitely don't want that many colors. Geometry can be used on part of the page. But his time was up after these questions.

Interviewer

Then one question we had because you mentioned something about color, you don't want too many bright colors in it, right?

Erion

Yeah, I would like no black (not fonts), more open colors like white. Maybe a combination with a lot of white, little black, little red, and a little grey. I think that is something that fits my eyes well.

Interviewer

So with a bit of contrast, not too dark in general?

Erion

Yeah, but you guys could have another view on it. It also fits me better.

Interviewer

What colors should we avoid completely? That you really don't like.

Erion

pretty much violet, I don't like it.

Interviewer

Then there is one more question really important, who are we specifically designing the website for? Do you have a group in mind? Only friends, or accessible for anyone?

Erion

For sure my friends, also people that are interested in my work, people that are interested in art in general, and maybe collectors.

Interviewer

Well, that basically sums up all the questions, we want to thank you for the interview and thank you for the time.

Erion

Thank you as well, if you forgot something or want to ask other questions, we can hold another interview. Just email me or contact me on Viber or WhatsApp.

Interviewer

Perfect, we will definitely do that, thank you for your time and good luck with the other groups.
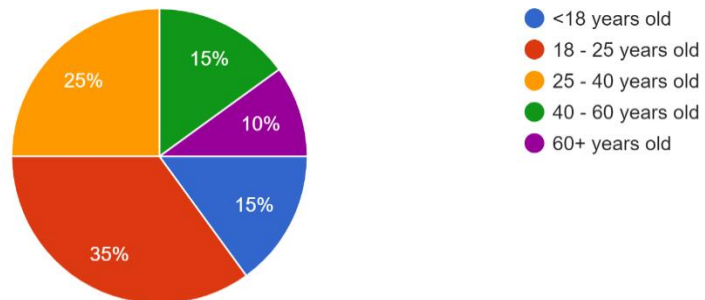
7.4 SURVEY

To get users feedback and to make changes and improvements on the design in the development phase we conducted a survey, as one as the fastest way to get the users point of view. By doing the survey, we can much easier understand how our audience enjoys art and get better feedback on what our client needs and use it to our advantage.

The conducted survey contained some of the following questions that were answered by 20 people. The most important questions that help with our research can be found below.
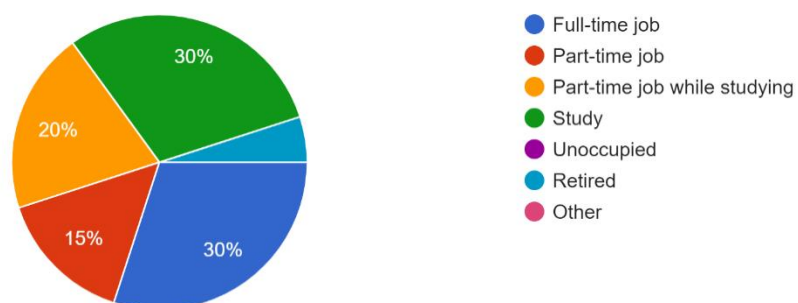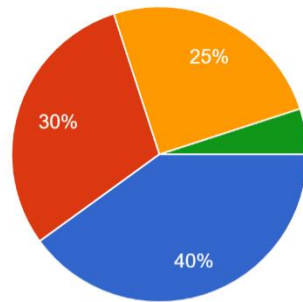
Question 1:

How old are you?
20 отговора

- <18 years old
- 18 - 25 years old
- 25 - 40 years old
- 40 - 60 years old
- 60+ years old

Question 3:

What's your occupation?
20 отговора

- Full-time job
- Part-time job
- Part-time job while studying
- Study
- Unoccupied
- Retired
- Other

Question 4:

Are you planning on buying any art?
20 отговора

- ● Yes at some point
- ● Maybe
- ● Probably not
- ● Definetely no

25%

30%

40%

Question 5:

Have you ever considered renting/leasing art?
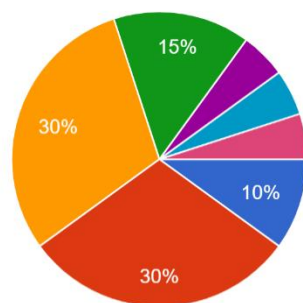20 отговора

- ● Yes
- ● No
- ● Maybe

20%

65%

15%
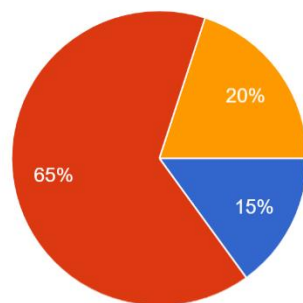
Question 6:

Which kind of art are you interested in the most?
20 отговора

- ● Sculptures
- ● Paintings
- ● Digital
- ● Street
- ● Classical
- ● Music
- ● none

15%

30%

10%

30%

Question 7:

Do you own any art?
20 отговора

- ● Yes
- ● No

45%

55%
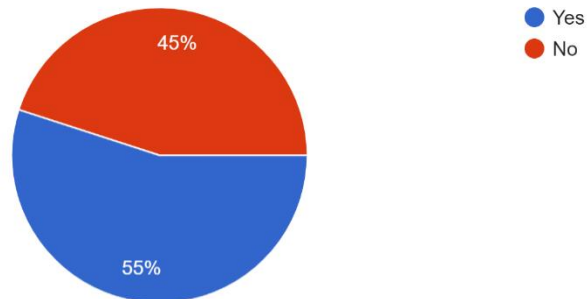
Question 8:

Where do you enjoy art?
20 отговора

- ● Museums
- ● Online
- ● On the street
- ● Various exebitions in public space

15%

60%

20%
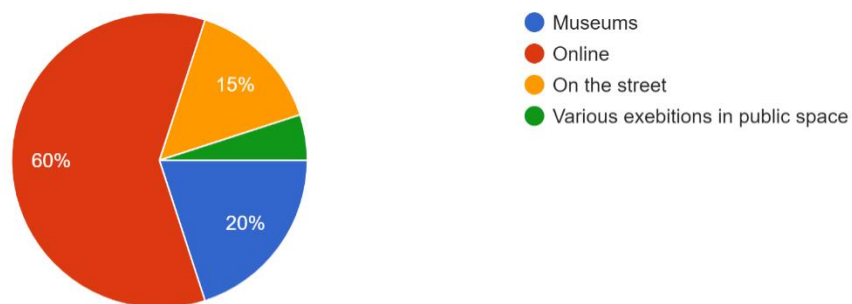
Question 9:

How often do you buy stuff online?
20 отговора

- ● Every other day
- ● Every week
- ● Every few weeks
- ● Once a month
- ● Almost never

15%

15%

40%

10%

20%
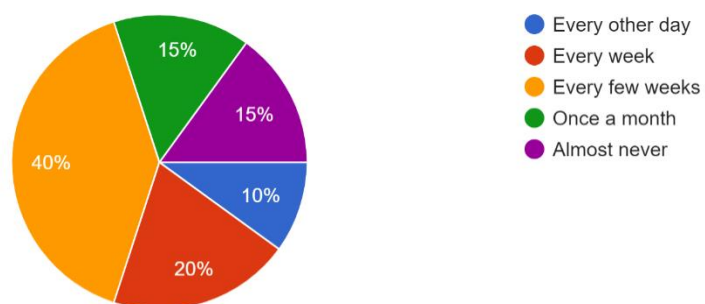
7.5 PERSONAS

Tim

Age: 22
Occupation: Student, Part-time worker
Location: Amsterdam, The Netherlands

Tim is a young and creative individual who is passionate about digital art. He spends a lot of time online, exploring different art styles and techniques, and is always looking for new sources of inspiration. He is a student pursuing a degree in digital media and design and hopes to one day work in this field.

GOALS
- To gain recognition and exposure for his work and talent
- To find new inspiration for his work
- Completing his degree

MOTIVATIONS
- Design
- Convenience
- Price
- Originality

FRUSTRATIONS
- Lack of originality
- Balancing coursework and personal projects
- Creative blocks

PERSONALITY
- Curious
- Creative
- Ambitious

INTERESTS
- Technology
- Digital art
- Networking

Valentina

Age: 43
Occupation: Marketing Executive
Location: Spain

Valentina is originally from Spain but has lived in different parts of Europe throughout her life. She has a deep appreciation for the arts, particularly the works of European masters such as Rembrandt, Van Gogh, and Monet. Valentina spends her free time visiting galleries and museums, attending art auctions, and collecting antique art pieces. She is also interested in learning about the historical and cultural contexts behind the art pieces she collects. Valentina values quality and authenticity in art and is willing to pay a premium for pieces that meet her standards. She sees art as a way of connecting with her European heritage and preserving the beauty and cultural significance of the past.

GOALS
- To continue learning about the historical and cultural contexts behind the art pieces she collects
- To build a collection of authentic and high-quality art pieces that reflect her European heritage and personal aesthetic.

MOTIVATIONS
- Design
- Cultural preservation
- Quality and authenticity

FRUSTRATIONS
- Finding the time to pursue her interests while balancing her demanding career.
- Struggling to find authentic and high-quality art pieces in a market that is sometimes saturated with fakes and reproductions.

PERSONALITY
- Sophisticated
- Cultured
- Detail-oriented
- Passionate

INTERESTS
- Attending cultural events such as operas and ballets
- Collecting antique art pieces
- visiting historical sites

7.6 RESEARCH FINDINGS – ADDITIONAL INFORMATION

Research Findings:

Through the competitive analysis, common design elements used by other artists were identified, such as clean layouts, high-quality images, and intuitive navigation. These elements can be incorporated into Erion's website to visually represent their professional identity.

The analysis also revealed that minimalistic design, with a focus on white and neutral colors, would be suitable for capturing Erion's artistic style and personal brand.

Trend analysis:

Research on current design trends in web design, particularly within the minimalist aesthetic, was conducted to determine what would be appropriate to use for Erion's website. This analysis helps ensure that the website reflects contemporary design standards and remains visually appealing to the target audience.

Interview:

An interview was conducted with Erion to understand their personal style, preferences, and goals for the website. This valuable insight ensures that the website aligns with Erion's vision and effectively represents their artistic talents.

Survey:

A survey was created for the target audience/users to gather their feedback and preferences regarding art websites. This information helps tailor the website to the expectations and needs of potential clients and art enthusiasts.

Expert interview:

An interview with a web design expert provided insights and best practices for showcasing artwork effectively. This expertise guides the design decisions and ensures that Erion's artwork is presented in the most engaging and captivating way.

A/B testing:

Users were shown different art style websites to determine their preferences and identify effective presentation techniques. This testing helps gather feedback and insights on user preferences, allowing for iterative improvements in the website design.

Field trial:

User interactions with website navigation were observed to gather preferences and opinions. This hands-on approach helps identify potential usability issues and improve the overall user experience.

Usability testing:

The concept of the website was tested with users to gather feedback and identify areas for improvement. This feedback ensures that the website meets the expectations of its target audience and provides an enjoyable browsing experience.

By employing these research methods and analyzing the findings, the team can make informed design decisions and create a website that effectively showcases Erion's artistic talents, aligns with their personal brand, and engages potential clients and collaborators.