User Scenario (Valentina)

Questions

Possible answer

Prevention mechanism

Valentina visited an art gallery and saw some of Erion's work, being really intrested in art his work catches Valentina's attention

How does Erions work stand out? How did she find out about Erions website

Since Valentina is into art, goes to galeries a lot she could have had a hunch Erion would have a website and checked his socials

Valentina looks through Erions website and makes up her mind if she likes his work or not

Does Valentina take her time to look at all the work by Erion? Is she interested in one specific item or group of art?

Valentina is looking for something for her home as she probably already own some art and wants to expand her collection further.

Maybe have a section like, "perfect for a house piece" to catch the attention of potential buyers

Valentina comes to a conclusion that Erion's art is quite her style, and she proceeds with her purchase

What makes Valentina buy art? Is price a dealbreaker for her?

Valentina likes authentic art that is one of a kind, soo she doesn't look at the price but rather at the piece itself and decides if its worth it for her

Maybe we could put emphasis on the fact that Erion makes one of a kind Paintings, toys, sculptures, which would keep its value