User Research Document

Erion Kapaj

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# Introduction

In our user research document, we are going to talk about all the research we have done towards making a website for our client. All this research will be used to back up the choices we make towards creating a final website for Erion. We will talk about what research we did and why we did that research. This will mainly be through interviews, surveys, trend analysis, and competitive analysis. We will also create persona’s, manifesto, user scenario, user stories out of the research we achieved. In the end we want to reach a final website that is backed up by research, with our client satisfied and us satisfied with the final product.  
  
We did all of this by coming up with a main question: How to visually represent/capture the professional identity of Erion through a minimalistic website to achieve exposure? Around this question we based our sub questions and user research methods.

# Interviews

## Interview Erion

We organized a meeting with Erion (our client), to get a better perspective on what he actually wants and if his wants/needs have changed since the start of the project. We also wanted to ask more in-depth questions. In the meeting we asked Erion a lot of questions related to what he wants in his final website.

We concluded out of this interview that Erion changed his mind on what he wants with the portfolio and got some requirements from him out of the interview.

* Make an option to buy any product.
* Make an option for him to add new art to the website (possible with description).
* Add paintings, drawings, constructions that are different, boats and drawings of those boats, and photography to view as products.
* Make use of mainly white. Possible other colors: a little black, a little red and a little grey. Avoid warm colors.

These are the most important requirements we got out of him, and we will make sure the website concludes all of this.

For the transcript of the whole interview, view the appendix section: Interview Erion (look at index).

## Interview user (1)

We held an interview with someone who sometimes visits some art websites. This interview was held with a relative of Timo. With this interview we wanted to get some more insight on what a user his/her experience is when visiting such a website. What do they think is good an what are some bad experiences. Find out how can we make them better.

Out of this interview we concluded some requirements/functions that would be helpful for other users to have when visiting Erion’s website.

* Use of quality pictures.
* Having categories.
* Personal story of the artist.
* Potential use of price ranges.
* Have a way of contacting the artist, by form.

These were the main things most users will be looking for when visiting an art website. We will try to include them when we start prototyping.

For the transcript of the whole interview, view the appendix section: Interview user (1) (look at index).

## Interview user (2)

We held another interview, this interview was more to see why people are interested in art and what kind of people they are. This all to have a better understanding of our user.

We conducted this in Eindhoven in front of art gallery Rembrandt. With this interview we got to know more about our user and if they would go out of their way to look at art online. We also got some insight on what they would like to see of the artist in their portfolio.

For the transcript of this interview, view the appendix section: Interview user (2) (look at index).

# Survey

We gathered some data from our survey to look at who our users are. With the data we collected, we want to make some persona’s. Together with the data collected from the interviews. For a look at all the questions we asked and the results of the survey, view the appendix section: Survey questions (look at index).

The results we gathered from this survey are:

* Most people between ages 18-40.
* Most of them are studying/working full-time.
* About 40% is interested in buying some art, with paintings/digital art most wanted.
* About 60% enjoys looking at art online the most, with also 60% buying stuff online weekly.

These are the most significant results we gathered and based on this we have a better view on who our users are.

# Persona’s

# User Scenario

Based on data and conclusions that we could draw out of our survey/interview answers and persona’s. We created two different user stories which feature both of the persona’s we made. The main dilemma that we are tackling with the stories is how we can possibly improve on site time of our clients (appendix user story 2), and how to gather interest from those who are less likely to end up buying the artwork from our clients website (appendix user story 1).

This was done more with the intent to figure out how and what would make them ore likely to buy the artwork, and if it is a feasible feat that we can achieve within the client’s given parameters.

# Manifesto

We’ve made these manifesto with the intention to create a sentence or thought you can recognize our group with. With manifesto (1) being the most simplified and easy. Manifesto (2) being some sort of sum up, where the last word in the sentence is going to be the same word in the next sentence. Manifesto (3) we want to show who we are with a poet.

## Manifesto (1)

We are designers.  
We create art on the screen.  
We will gasp you with our work.  
And we will let the world know.

## Manifesto (2)

It starts with a thought, it becomes an idea,  
It starts with an idea, it becomes a suggestion,  
It starts with a suggestion, it becomes a decision,  
It starts with a decision, it becomes an implementation,  
It starts with an implementation, it becomes a website.  
We always start our thoughts for you.

## Manifesto (3)

Here’s to Homodeus, The designers. The students. The workaholics. The ones who do things differently. You can praise us, disagree with us, quote us, disbelieve us, glorify us, or vilify us. About the only thing you can’t do is ignore us.

Because we change things.

# Appendix

## Interview Erion

**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.

## Interview user (1)

**Interviewer**If you ever visit an artist his portfolio website, what do you want to see at first glance?

**Interviewee**I think it just needs to be easy to navigate and not overwhelming, because than I might get lost. I think a simple website would be enough for me. Maybe some of his or hers best work displayed would be nice to see.

**Interviewer**Would you like to see all the art, or have different categories of specific art you can look at and why?

**Interviewee**Having categories would be nice, because I am mainly interested in paintings and don’t typically buy any other art. It makes it way easier in my opinion.

**Interviewer**  
Are you interested in knowing the thought process behind the art?

**Interviewee**I normally don’t really need to know the backstory, mostly I have a feeling towards a painting. I think it would be interesting to see how the art came to be though. But for me it is not that important.

**Interviewer**Would you like to know more about the artist you are buying the art from? What would you like to know?

**Interviewee**Yes, I find it important to know who the artist is, what he has done in the past, and what he is currently doing. This also gives you a perspective on who you are supporting while buying the art. I think that is definitely a must.

**Interviewer**A portfolio is mostly for looking at art. Do you think putting a price range you can fill in is important?

**Interviewee**I think it would be nice for whenever I want to buy art, but sometimes I am only looking at art as well. If I would be actively looking for a piece it would be nice I think.

**Interviewer**Would you like a way to contact the artist? What way of contacting works the best for you?

**Interviewee**I have had times I needed to know some more information, most sites use a sort of form where I can put in my message. I think that worked perfectly.

## Interview user (2)

**Do you have a liking towards art?**Yes, I absolutely enjoy art, I enjoy exploring different forms of expression.

**Do you enjoy looking at paintings, AI art, or visual art?**I love all forms of art, but I’m into paintings and visual art more. There's something about being able to see the artist's brush strokes in real life.

**How do you feel about art in general?**I think art is an incredibly important aspect of society and culture. It has the power to move us, to inspire us, and to challenge our perspectives. It's a medium for expression that allows us to connect with others on a deeper level.

**What do you consider to be art?**uhh for me, art is anything that is created with the intention of expressing an idea or emotion. It can take many forms, from traditional paintings and sculptures to more contemporary mediums like digital art and performance art.

**What purpose does art serve to you?**I think art serves as a source of inspiration and a way to connect with others. I use it as a medium through which I can explore different ideas and emotions, and when it definitely helps me understand the world better.

**What kind of artists do you like?**I'm drawn to artists who are able to convey a strong sense of emotion and meaning in their work. I appreciate artists who take risks and challenge the status quo, pushing the boundaries of what is possible within their medium.

**What kind of art do they make?**I appreciate a wide variety of art, but I tend to be drawn to contemporary and abstract pieces. I love art that is bold and strong, with movement and energy.

**Would you go out of your way to purchase that kind of art/look at art online?**  
Absolutely! I'm always on the lookout for new pieces that inspire me, and I have a growing collection of art in my home. I also enjoy browsing online galleries and discovering new artists.

**How can an artist make you interested in buying his art specifically?**  
For me, it's all about connecting with the artist's vision and understanding the meaning behind their work. If an artist is able to convey a powerful message or emotion through their art, I'm much more likely to be interested in purchasing their work.

**If you were an artist, would your priority be to convey your message or to make money selling art?**As an artist, my primary focus would be on conveying my message and expressing myself creatively. While I would certainly be happy to make money from my art, that wouldn't be my primary motivation. For me, the most important thing is to create work that is meaningful and authentic.

## Survey questions

Afbeelding met grafiek, taartdiagram

Automatisch gegenereerde beschrijvingAfbeelding met grafiek, taartdiagram

Automatisch gegenereerde beschrijvingAfbeelding met grafiek, taartdiagram

Automatisch gegenereerde beschrijvingAfbeelding met grafiek, taartdiagram

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Automatisch gegenereerde beschrijvingAfbeelding met grafiek, taartdiagram

Automatisch gegenereerde beschrijvingAfbeelding met grafiek, taartdiagram

Automatisch gegenereerde beschrijving

## Persona’s

Afbeelding met tafel

Automatisch gegenereerde beschrijving**Afbeelding met tafel

Automatisch gegenereerde beschrijving**

## User scenario’s

### Afbeelding met tekst, teken Automatisch gegenereerde beschrijvingUser scenario (1)

### Afbeelding met diagram Automatisch gegenereerde beschrijvingUser scenario (2)

### User scenario ChatGPT

**Persona: Sarah Lee**

* Age: 28.
* Occupation: Graphic Designer.
* Interests: Art, Painting, Photography

**User scenario:**

Sarah Lee is a graphic designer who is passionate about art. She has always been interested in painting and photography and is always looking for ways to improve her skills. One day, she decides to use an online art marketplace to find a unique piece of art for her home.

Sarah logs in to the art marketplace and starts browsing through the different categories. She selects "paintings" and then narrows down her search to abstract art. She finds a painting that she loves and clicks on it to see more details.

Sarah sees that the painting is by an up-and-coming artist who is based in another country. She is interested in purchasing the painting, but she wants to learn more about the artist before making a decision. She uses the art marketplace's messaging system to send a message to the artist and ask some questions about the painting.

The artist responds quickly and provides Sarah with more information about the painting and their artistic process. Sarah is impressed by the artist's passion for their work and decides to purchase the painting.

She uses the art marketplace's secure payment system to make the purchase and arranges for the painting to be shipped to her home. When the painting arrives, Sarah is thrilled with the quality and the unique style of the artwork. She hangs the painting in her living room and feels proud to own a piece of art that is both beautiful and meaningful to her.