

MARKET ANALYSIS

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The Market

- Design
- The history of Design



Who is the User

- Students
- Art Enthusiasts
- General Public



Will Smith

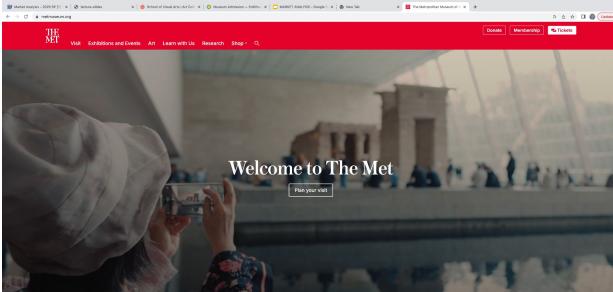


Freshmen at Queens College

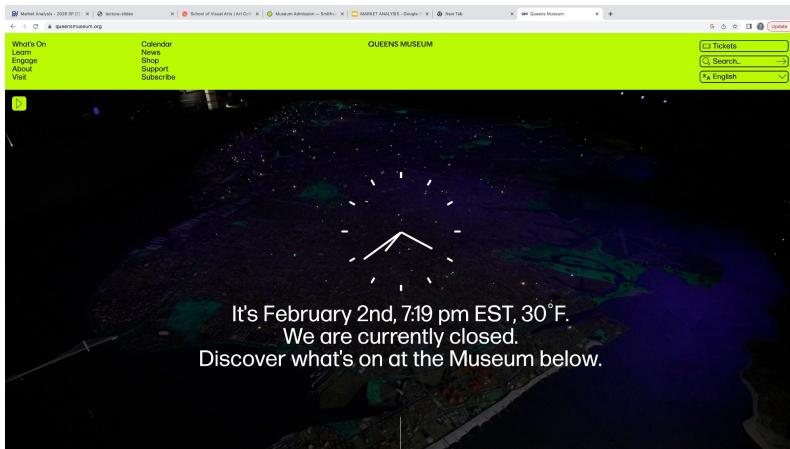
- Gender: Male
- Age: 18
- Lives in the Brooklyn
- Art student at Queens college
- Works at Jib Lanes part time
- Obsessed with air hockey and bowling
- Loves spending time with friends and family especially bowling.
- His dream job is to become a game designer.

Competition

- The Met
- MoMA
- Queens Museum



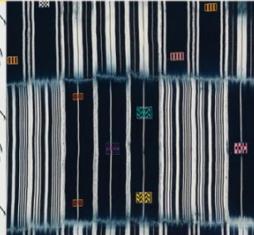
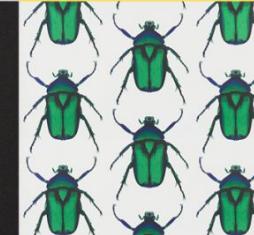
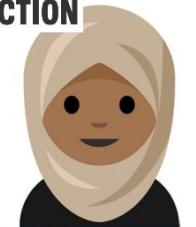
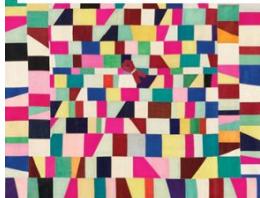
The homepage of the Museum of Modern Art (MoMA) features a large image of Vincent van Gogh's "Starry Night" painting. The top navigation bar includes links for "Membership", "Donate", and a prominent "Tickets" button. Below the image, the word "Welcome" is displayed along with the text "Explore art and ideas at MoMA." and a "Plan your visit" button. The bottom of the page includes a cookie consent notice.



COOPER HEWITT

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EXPLORE THE COLLECTION



Color Palette

- FF5700
- 838383
- FFFFFF
- 000000CC
- 797B79
- 333333
- FF47AF



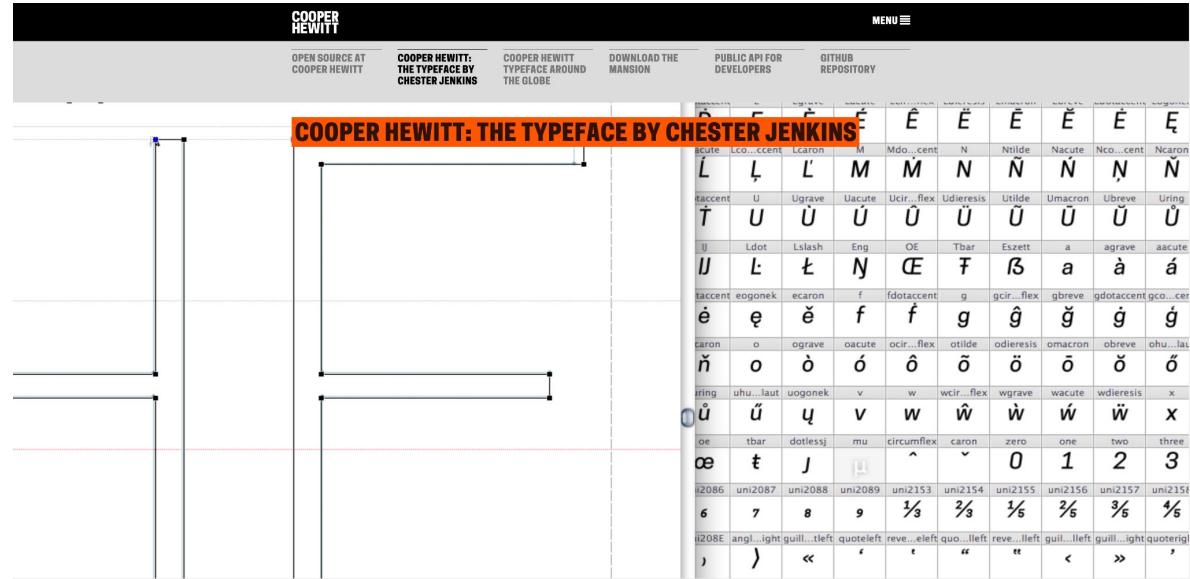
Background Palette

- 6122EE
- 006EB6



Typeface

- CooperHewittDisplay - Display/ Headings
- Helvetica - Body
- Arial - Body



Media Types

- Buttons
- Links
- Images
- Carousel



NAVIGATION

VISIT | EXHIBITIONS | LEARNING | NATIONAL DESIGN AWARDS | CALENDAR
ABOUT | COLLECTION | PUBLICATIONS | VIDEOS | JOIN & SUPPORT
RESERVE TICKETS | BECOME A MEMBER | JOIN NEWSLETTER | SHOP | SEARCH

The image shows a horizontal scrollable banner with five distinct sections:

- SHOP COOPER HEWITT**: An image of a colorful, patterned textile.
- PROGRAMS**: An image showing hands arranging colored paper squares (blue, orange, green, red) on a surface.
- HOURS TODAY 10 AM-6 PM**: An image of a Vitra-style ball clock with wooden spheres on a grey background.
- BECOME A MEMBER**: Text and a small image of a person.
- NATIONAL HIGH SCHOOL DESIGN COMPETITION**: Text and a collage of small images related to design.

Primary Functions

- To purchase museum tickets from their website
- To view different exhibitions
- Education
- Publications
- Upcoming events
- Donations
- Giftshop

