

DOCUMENTATION REPORT

2nd Semester Exam Project

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Link to GitHub: https://github.com/Patrick-Martins/2ndSemester_Project

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Character Count: 57336

Character Count Excluding Spaces: 47833

Pages report: 46

All pages: 65

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1. Introduction

Artists and artisans are good at creating art and crafts, but sometimes less good at promoting it. Many of them work alone, and are responsible for both developing their art or crafts and creating awareness about their work reaching out to fans and new potential customers. However, the artist or artisan might not know exactly how to communicate their artistic profile and brand effectively, differentiate himself or herself, and create the desired online presence.

For our artist, we chose Neda Rahimi, an Iranian woman who moved to Denmark approximately 2 years ago. After our first encounter, we learned that she doesn't have any online presence to advertise and sell her art.

Our job is to create her online presence in accordance with our digital communication skills and knowledge about the web's potential today.

2. Tools and Methods

2.1. Project Management

For managing our project we used the **SCRUM** (see Appx. 8., pp. 60) which is a method to perform a complex product development in an iterative way in group work. Breaking down the process into small tasks makes it easier to deliver stages of the solution to the client and get feedback.

To keep track of our tasks we used **Trello** which is an online corkboard. We used it to get an overall view of all the tasks and steps. Trello was a flexible tool to rearrange the tasks as our priorities changed during the project. We used **Google Drive** to share our files and **Google Docs** for writing the Documentation Log and the final Exam Report.

2.2. Design Tools

For the graphic design we used **Adobe Illustrator** and **Adobe Photoshop** to edit pictures icons and create masks. We created both our low and high fidelity prototypes using **Adobe XD**.

2.3. Technical Tools

To test the information architecture of our future website we used **Treejack** by Optimal Workshop. In order to make our website dynamic we needed to create the "back-end" structure in **Wordpress** with the usage of Pods Administrator. For coding the dynamic website we used **HTML5, CSS3, JavaScript** and the **Brackets** code editor.

We used **Adobe Premiere Pro** to edit the video.

3. Client Research

3.1. Problem Area

Although the Danish art scene is full of international and multicultural artists, Denmark doesn't consider itself a multicultural country which can present difficulties for upcoming foreign artists.

3.2. Problem Formulation

How can we help the client create an online platform to reach potential customers on the Danish market?

The success of the site will be determined by increasing traffic measured by Google Analytics.

KPIs:

- The success of reaching the Danish market will be determined by the increase of product sales and services on the Danish market (strong KPI).
- higher traffic on website (soft KPI).
- performance on social media (soft KPI).
- sign up number of people on social media events (soft KPI).

3.3. Interview

After we discovered the problem area through a desk research it was clear that we need to use a qualitative research method. That's the reason we chose to make a semi-structured interview (see Appx. 1., pp. 50-51) with the artist, in which the interviewer has the option to ask more open-ended questions and questions that are not in the interview structure but the conversation makes it obvious to ask. This interview type is rather a discussion than a straightforward question and answer format.¹

3.3.1. Interview Insights

- The artist, Neda, needs a place to start spreading her name and art.
- She also needs to start with digital presence to build her awareness and expand her identity, initially in Denmark
- She needs an online platform which would help present herself and her work, with the possibility of selling pieces she already has in webshop, which would be part of web

¹ <https://www.thebalancecareers.com/what-is-a-semi-structured-interview-2061632>

- Besides webshop she would like to give option to order painting with her style, which she would like to present by showroom of her art places on website as well.
- She is open to new modern art styles.
- Her background story has a huge influence on her paintings, especially her iranian roots and Iran's story which inspires her immensely.
- Details and iteration are inherent to her work, therefore it is necessary to convey that message in the design and video for her content.

4. Market Research

4.1. PESTLE Analysis

The PESTEL analysis is an analysis of the macro environment in which a business operates. It is a useful tool to get a bigger and complex picture about the market. These factors are often beyond the control or influence of a business, however, are important to be aware of when doing product development, business or strategy planning.

4.1.1. Political

Independence and arms-length principle² are fundamentals of Danish cultural policy. In order to ensure freedom of expression in art, grants to artists are given without political strings attached and criticism of "the establishment" is permissible.

The ministry's role is first and foremost to act as architect of the framework for an overarching cultural policy and, in collaboration with the Parliament, to set the objectives and to create the structures that form the basis for cultural policy in Denmark. The arms-length principle implies that neither politicians nor the Ministry of Culture are involved in concrete subsidy allocation or act as arbiters of taste.

On 24 February 2010, the VKO government presented the working programme *Denmark 2020 – knowledge, economic growth, wealth, welfare*, including a passage on cultural policy priorities. They wrote the following statement: "*Denmark must be among the more free countries and among the best in Europe for integration*", and presented some general instructions for future cultural priorities.

The common goals were defined in terms of cultural policy as integration policy:³

- Denmark must maintain its position as one of the countries in the world that are the most free in terms of political rights and general freedoms;

² <https://english.kum.dk/cultural-policy/independence-and-the-arms-length-principle/>

³ Denmark/ 4. Current issues in cultural policy development and debate

link: <https://www.culturalpolicies.net/web/denmark.php?aid=41>

- Denmark must be a champion of democratic integration and be among the best countries in the EU to integrate non-Western immigrants and their descendants in the labour market as measured by employment rate;
- the government will also strengthen the democratic integration, i.e. awareness among Danes with an immigrant background about Denmark as a strong community with the freedom to be different, but with the duty and responsibility towards the mainstream.

In conclusion we can see that the Danish government is trying to provide a safe and liberal environment for everyone living, working and trying to create value in Denmark. From these we can think that Denmark is a very open and free country where immigrant artists like our client from Iran can also easily get into the market.

4.1.2. Economic

Denmark has applied the Nordic economic and social model, which is characterized by a large welfare state with generous benefit levels. Economic and social stability is a key component of welfare states and essential for social cohesion, including the field of culture and education.

On the labour market , the Danish system combines the activity of liberal market economy with the social security of a Scandinavian welfare state through income equalisation and universal public services. This means more jobs and higher income which provides the physiological and safety needs according to Maslow pyramide.⁴ These are food, water, sleep, health, shelter, financial-, emotional-, personal security etc. If these needs are provided for the individuals they can have the intention and more energy to build other higher levels of the pyramide like social belonging, self-esteem, self-actualization, which can be expressed and practiced by consuming art. We think that in the scandinavian societies larger part of the society can afford to have culture consuming habits and buy art.

4.1.3. Social

The danish art industry is growing and danes buy more art in general. An indicator of the good financial situation in Denmark that more paintings, sculptures and other art are being bought than has been the case for a long time, claims the article.

"Art is the first thing the Danes stop buying when there is economic low tide, and the last thing we start buying when there is economic growth again," says the owner of a Gallery Bruno Dahl in Ebeltoft.

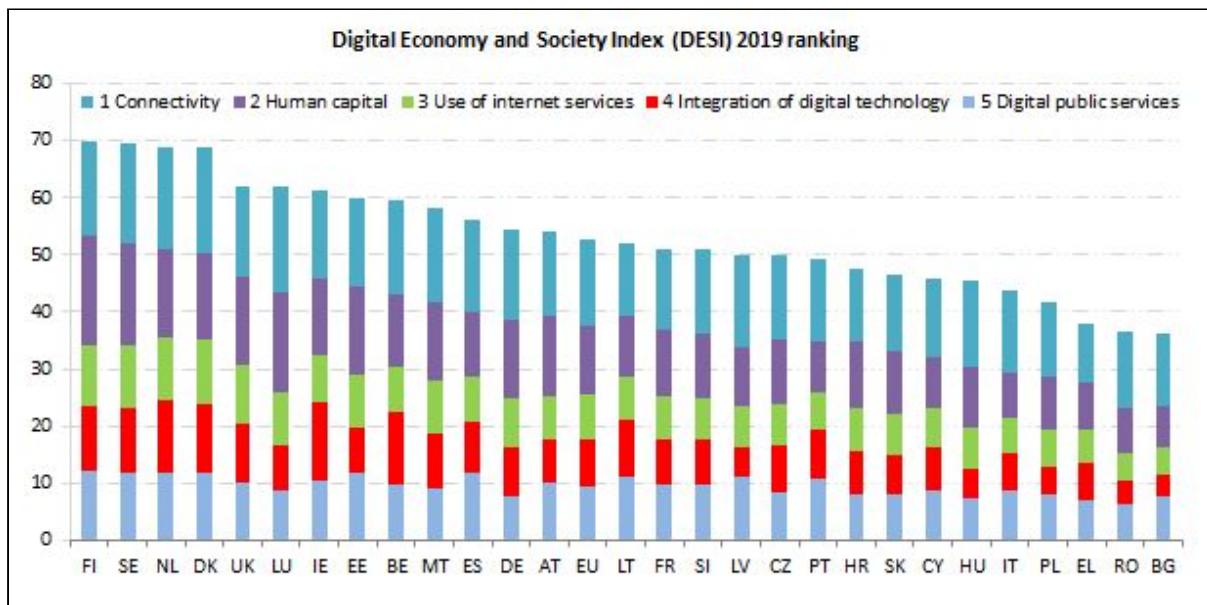
"It is clearly my impression that there have been more art collectors among younger Danes. Now you buy not just to hang up, but also to build a regular collection." That is the opinion of a

⁴ https://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs

curator - Jens-Peter Brask - who is in contact with museums, galleries and private art collectors.⁵

4.1.4. Technological

For the technological aspect we used the DESI 2019 ranking. *"The Digital Economy and Society Index (DESI) is a composite index that summarises relevant indicators on Europe's digital performance and tracks the evolution of EU member states in digital competitiveness."*⁶



As we can see it on the previous diagram Denmark is scored one of the highest ratings in DESI 2019.

According to GlobalStats from November 2019, the Desktop vs Mobile vs Tablet market share is the following in Denmark:



The mentioned statistics and secondary data made clear to us that in our digitalized world, specially in Denmark it is essential for an artist to have an online presence, a digital platform (in this case a responsive website) which is easy to navigate and accessible for everyone on the market.

⁵ <https://www.kristeligt-dagblad.dk/danmark/danskerne-koeber-mere-kunst-men-holder-sig-til-det-sikre>

⁶ <https://ec.europa.eu/digital-single-market/en/desi>

4.1.5. Environmental

According to the Danish Environmental Protection Agency's new waste statistics, Danes are getting better at sorting their waste for recycling. Denmark is moving towards a more circular economy, which is good for the Danish welfare society. It is important to take that perspective into consideration when creating artwork on the Danish market. Some of the potential customers can be environmentally conscious enough to choose an artist who recycle and use paints there are less toxic for the environment.⁷

4.1.6. Legal

Copyright is an important part of the knowledge economy. Copyright gives the opportunity for the authors to earn a living from their creative works at the same time as securing the access of the general public to a wide range of these works.

One of the special features of Danish copyright is the use of extended collective licenses, which make it possible to license the use of a large volume of works protected by copyright. The extended collective licenses are published on the website of the Ministry of Culture.⁸

To register a company in Denmark on a permanent basis in most of the cases the artist will need a specific license, permit or authorization in order to carry out work in Denmark. The main language used by business in Denmark is English, which makes the process of registration easier for international artists.⁹

There are two main types of limited liability company prevail:¹⁰

- A/S (public limited liability company). Minimum share capital: DKK 500,000 (EUR 67,100).
- ApS (private limited liability company). Minimum share capital: DKK 50,000 (EUR 6,710).

The share capital is not regarded as a cost and is not blocked, but may instead be used as part of the operating capital. A Danish company is an ideal platform for Nordic and European expansion from which to set up branches in other countries.

⁷ <https://eng.mst.dk/>

⁸ <https://english.kum.dk/policy-areas/copyright/>

⁹ <https://danishbusinessauthority.dk/business-registration>

¹⁰ <https://www.copcap.com/set-up-a-business/register-a-company>

Conclusion

To conclude, the socio-economic existence makes it easier to be an artist and sell artwork in Denmark. The political stage is very encouraging and favouring for artists in the Danish society. Danish people in general tend to be open-minded when it comes to consuming art. Denmark - as the other scandinavian countries - is very digitised and further developed in technology, which makes it necessary for artists to have an online presence. In Denmark the general language in the business life is English that simplifies the legal process for foreigners like our client. If it comes to environmental protection Danish people are very conscious about what they consume. Therefore it is important to pay attention to the protection of the environment also in the artist's life.

4.2. Business model canvas

A business model canvas is a helpful tool that helps us get a physical overview of our vision and idea for our client's business concept. It is not detailed, and therefore it reminded us about the importance of simplicity in a business process. Even though we envisioned our client to work on various social media platforms, since this is a starting point of a business approach from our client, it is important that we focus deeply on one that serves the artist's purposes better.

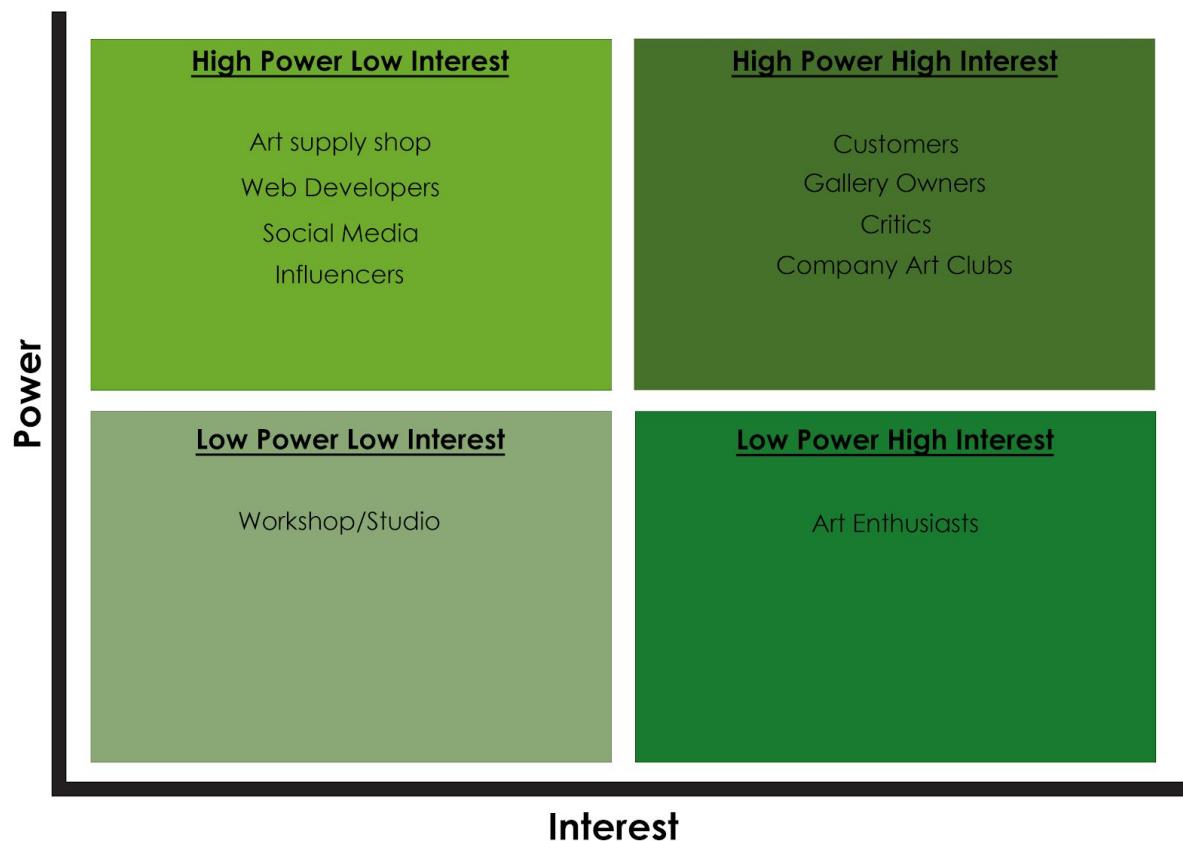
The Business Model Canvas					
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
Team SQUAD - creating an online platform Steling(art store) - supplying art products Art clubs - displaying the artist's paintings Gallery owners - Display the artist's paintings	Social Media accounts Personal website Communication by email Networking	Easy way of viewing and purchasing paintings and custom made products. personalized products Different designs for schools/kindergardens/- companies Purchasing an existing product and/or ordering a customised product Inhancing the quality of life through visual aid	There is no established customer relationship. But the preferred ones would be maintaining constant partnerships with galleries for people to view the work. Constant communication with the consumer/business regarding the project.	Art and refurbishment demand placed by consumers and companies. Art enthusiasts which would like to view exhibitions. Fan base, formed from impressive work at exhibitions.	
Key Resources	Art supplies WEB Domain Social Media accounts Networking	Channels Face to Face Email Facebook Phone Instagram Work space Galleries			
Cost Structure	The materials used for a specific project will reach a certain cost as well as the time frame allocated for the project. The style of the painting will drive the cost of it due to the fact that the more detailed the project the more time consuming it is.	Revenue Streams	In a B to B relationship the artist issues an invoice which wil be paid by a company. In a B to C relationship the artist could accept cash or bank transfers. In case of a gallery, the artist pays for a spot or organizing an event in the gallery		

Conclusion

We used the BMC to identify key aspects of the business and to highlight further development upon desired focus points, such as Social Media platforms, Supply and demand, Networking and customer segmentation.

4.3. Stakeholder Analysis

A Stakeholder Analysis is used to identify the parties that have influence upon the business or product, whether high or low interest or power they impact the business on different levels. By using this tool, we can discover who the artist needs to contact and work with in order to enter the Danish market successfully.



Name	Expectation	Concerns	What is important to the stakeholder	How could the stakeholder contribute to the project	Strategy for engaging the stakeholder
Art shop	Supplying good quality materials	Lacking necessary supplies, overpriced	Becoming a regular customer	Offering discount to regular customers	Going to shops and talking to management
Web	Functioning,	Price, functionality,	Payment,	Delivering a	Approaching

developers	representative website	unfulfilled requests	proper communication, clear request for content and design	highly functional ,tailored design website	universities(web development students cost less). Searching and reaching out to web developing companies/freelancers
Social Media	Advertising the work	Ineffective advertising possibility	none	Advertising the art on all social platforms	Publishing on free Social Media platforms
Influencers	Advertising the work	Highly uncommunicative and hard to reach	Involvement in events	Advertising the art on all social platforms	Through Social Media platforms and email
Workshop/ Studio	Private and spacious space to work	High rent	Rent on time	Proper maintenance and cheaper rent	real estate agencies or internet searches
Customers	Purchasing products	Uninterest in the product	Good quality product	Spreading the name of the artist, financing and supporting	Events, Social Media
Gallery owners	Presenting the work, cooperative	High expectations, expensive exhibitions	gain recognition through the artists success, percentage of earnings	displaying the work, creating an event	Face to face meetings with gallery owners
Critics	Good reviews	Bad reviews	Good quality work	Good reviews in newspapers and blogs	Organizing events and inviting critics
Art enthusiasts	viewing the work, spreading the work	Uninterested, unreliability	Good quality product	Buying the product, advertising	Events
Company art clubs	Display art for free, contracting for projects	Uninterested, unrealistic expectations,	View art, purchase art	Inviting artists to present work, advertising	Social media Networking

Conclusion

To conclude, we decided to focus on the stakeholders with High Power. The High Power Low interest stakeholders are important because they provide the business necessary products and services for it to function. The High Power High interest stakeholders are necessary for the further development of the business in the market.

4.4. Competitor Analysis

A competitor analysis (see Appx. 1., pp. 55) compares the client with other similar businesses, in order to understand what the client needs to do to run a successful business.

We created a competitor analysis based on strengths and weaknesses as a diagram. This information would help us understand what other successful artists are doing in terms of their social media footprint, digital presence, their art works and target audiences and then conclude what our artist could improve and maintain from that overview, in order to integrate successfully in the Danish market.

Comparison of the strengths and weaknesses between 3 competitors to our client

Attributes/Artists	Farshad Farzankia (Iran)	Martin R. Bracher (DK)	DK) Morten Andersen (DK)
Strengths	<p>Has a strong presence in Denmark through social media (Instagram, Facebook and Pinterest).</p> <p>Website: none</p> <p>Art style: The paintings are original and unique, his artworks include paintings, wall sculptures and installations with faces and animals, which might be appealing to broader audiences.</p>	<p>Has a strong digital footprint through social media (Instagram, Facebook and Pinterest) and his own website.</p> <p>Website: Offers custom orders, pre-made paintings and launches new art pieces such as pillows and t-shirts. Offers a wide gallery to show his art</p> <p>Art style: It is abstract and is modern, which according to the artist's popularity, appeals to the Danish audience</p>	<p>Has a strong presence in Denmark and internationally. His work is also exhibited in galleries in the USA and UK.</p> <p>Has social media (Instagram and Facebook) and his own website.</p> <p>Website: Offers printed paintings. Has a paintings gallery.</p> <p>Art Style Cubism, Futurism, contemporary art.</p>
Weaknesses	<p>The only way to purchase his paintings are either by bidding or by contacting him to make deal. He is difficult to reach.</p> <p>Website:</p>	<p>3 years experience in the art branch The artist can feel commercial with his style, since he has many similar paintings. He doesn't have a Youtube channel.</p>	<p>He is not using many social media platforms.</p> <p>Website: It's not visually appealing, in terms of colours and design, the design is very</p>

	<p>He doesn't have a professional website to showcase his artwork and identity.</p> <p>Art style: His paintings are really abstract and can be a restriction for the taste of many.</p>	<p>High prices on his art.</p> <p>Art Style: Orders are taken just in this style only.</p> <p>The artist doesn't offer a wide spectrum of services, mostly canvas paintings in different sizes or merchandise with the design of paintings.</p>	<p>plain and the information architecture is confusing. Purchasing art just by contacting him.</p>
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Most important findings	
Strengths	<ul style="list-style-type: none"> Online presence and activity are important for the artist's connection with her audience, to openly communicate with them and reach more potential customers. Most popular social media platforms are Instagram, Facebook and Pinterest. It's important for the artist to create unique pieces and have an online gallery to show her talent and identity. It's convenient to have the ability to buy art pieces through a digital platform.
Weaknesses	<ul style="list-style-type: none"> Allowing purchases through contact only might affect potential buyers. High prices narrow an audience with lower economic income. The way how content is displayed should be visually appealing for the users, with contrasts and graphical elements that highlight important information.

Conclusion

Our competitor analysis gave us the most important findings that we can use for building our artist's online presence and visual identity. The most common strength of the competitors is an already strong identity in social media, due to previous exhibitions and curriculum. It is a good foundation for our client to have a clear Social Media strategy to grow her digital presence and refine her identity. Naturally, since all competing artists are on the market longer it is

expectable that our client needs time to build up an audience and have a solid online presence.

One of the ways our artist could reach her target audience and even build her identity upon would be by creating her own professional website, where potential customers could buy her art quickly and easily, without having to reach her or even bid on desired items, and also present her gallery of previous work and contact her to order a painting.

The fact that her competitors only handle with high prices helps us consider that our client could apply a strategy to have affordable prices included in her work to target a wider spectrum of customers, which would cement visual identity even more and establish her as a flexible artist.

4.5. Target Audience

Adults, Institutions or other businesses with the interest to invest in paintings and other painted arts, which are unique and meaningful to the customers.

4.5.1. Personas Collage

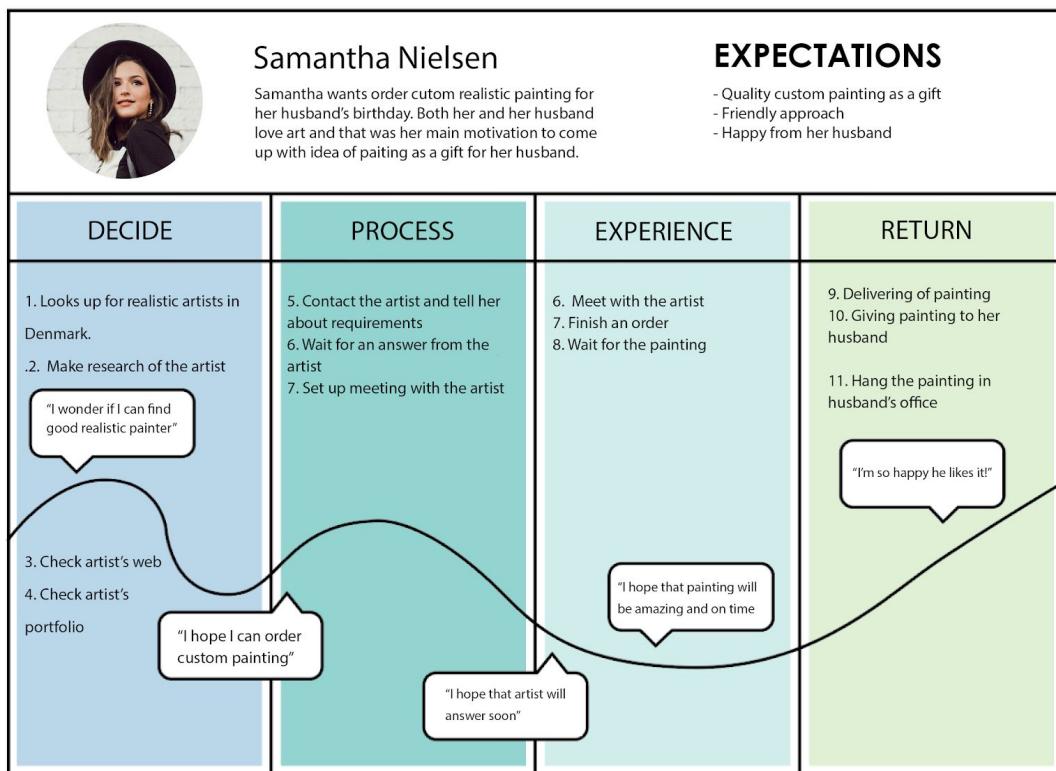
- 1) Person who would like to order painting in order as a gift - goal: have a nice gift for someone to hang it up on a wall.
- 2) Gallery who would like to have this specific piece of art on the wall - goal: fill the gallery with more sophisticated art.

Personas (see Appx. 2., pp. 52-53) are created by many companies nowadays to focus on different user types that might use their services or products. They are fictional, based on previous research on a specific market, and so they provide valuable information about users that represent a wide spectrum of target users. Since we had decided to focus on B2B and B2C systems, it would be helpful to create 2 personas where one is a customer operating within the B2C system and another one that is part of the B2B process.

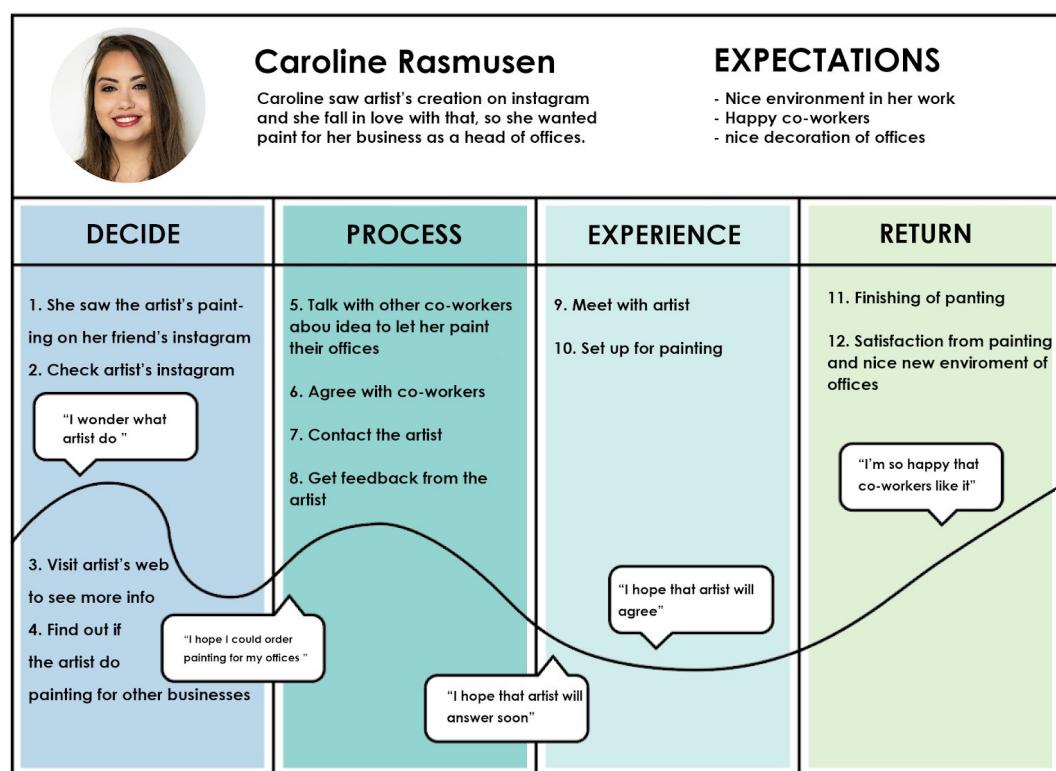
We created 2 personas, where one represents a B2C situation and another one a B2B. One of them is interested in the artist's work for personal reasons, more specifically, for a gift to her husband. On the other hand, the other one is a Head of Relations for a job agency and intends to find an artist that will paint the walls of the office she works at. The frustrations and motivations are personal features that might not be common between users of the group that a persona represents, however their needs and expectations are important characteristics that we expect to be common amongst most of the users represented by the persona.

That said, each persona's needs and expectations are the main points of interest towards building a solution that is compatible with their necessities.

USER JOURNEY MAP



USER JOURNEY MAP



It is important to note that we decided to use these two perspectives on the development of the personas, because when we shared our insights of the interview, we realised that there is both potential for a B2B and B2C business system in our client's business model.

4.5.2. User Journey Mapping

After creating appropriate personas, as part of the market research, typically a user-journey-map (see Appx. 1., pp. 53-54) is generated. A user journey map aims to replicate the experience of a specific user through a service or product and can have a significant impact on its design and optimization and provides us, the market researchers and product developers, a clear understanding of customer needs and struggles.

There are two different approaches for each persona's journey. On one hand the user already knows what she wants and searches for someone that will satisfy her needs, on the other hand the user comes across an Instagram post which she finds interesting and gets inspired to have a wall painted, by the artist, in her office.

Many of the concerns throughout the journey maps are related to bad communication and UI ineffectiveness. In most stages, there is the risk of the user losing interest mid-way for not being properly informed about solutions to her needs or for the UI not being appealing and trustworthy enough.

Our artist's social media strategy and web-solution design should have high focus on informing the user about solutions that might satisfy his/her needs.

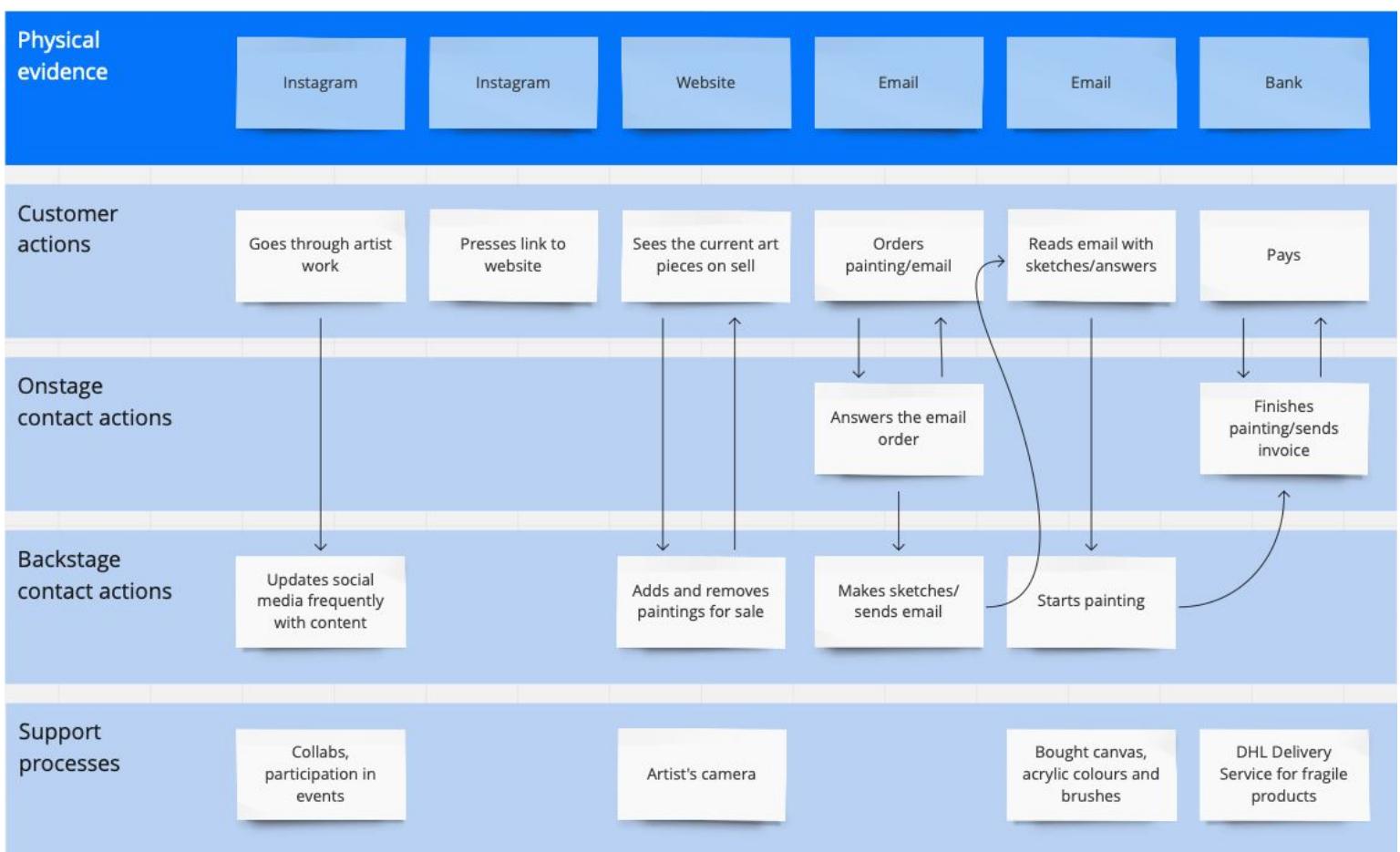
4.5.3. Service Blueprint

A Service Blueprint is used to visualise the experience of the user with the service of the business, as well as the processes that take place in order to support the user experience.

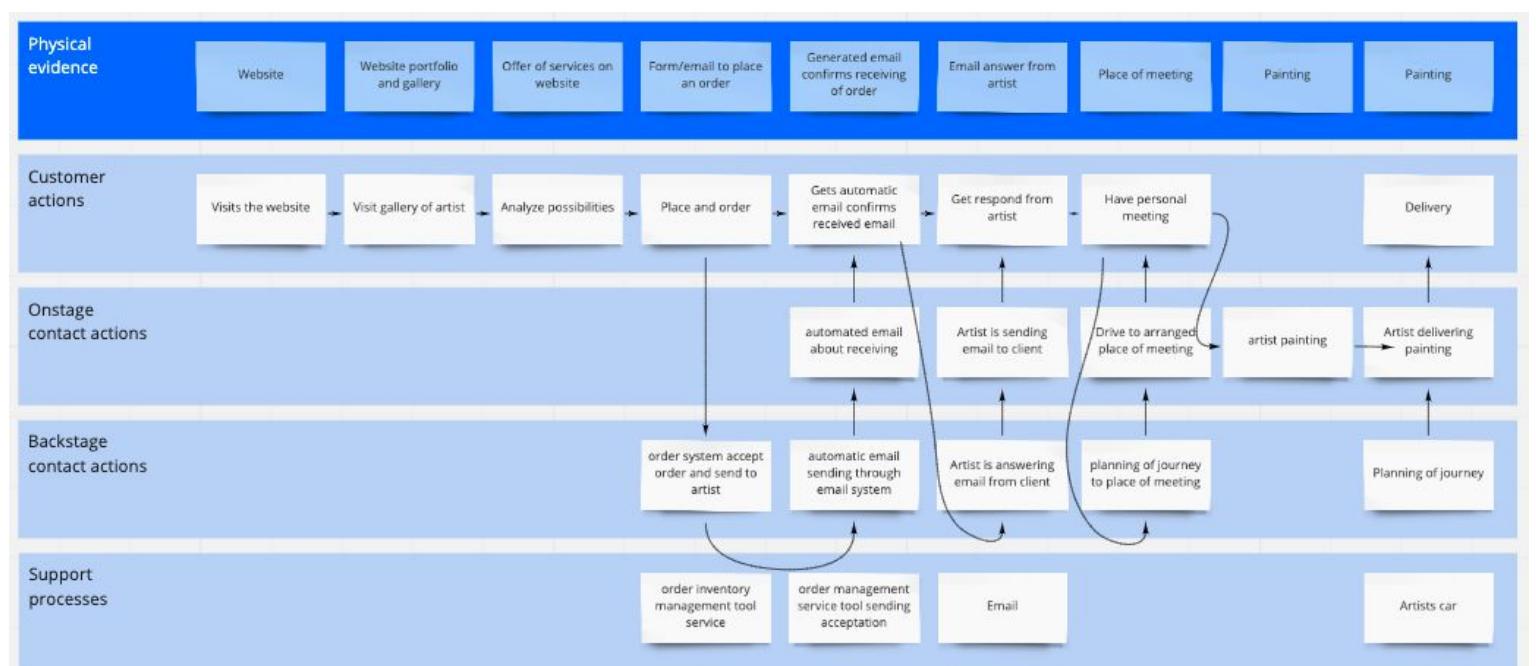
Service Blueprints give the business an understanding of its service and the resources and processes, seen and unseen to the user, that make it possible¹¹.

¹¹ <https://www.nngroup.com/articles/service-blueprints-definition/>

B2B



B2C



Conclusion

By using the service blueprint, we realised important services that are necessary for the business in order to create a good user experience, such as giving feedback to the users the moment they make a purchase, method of product delivery, and possible meeting between the business representative and the user.

5. Content Strategy

To be able to reach our goal to create an online presence for Neda and launch her on the Danish market we need a content strategy. In the content strategy we focused on the content we post on social networks.

"A content strategy is developed on the basis of the users' everyday practices and intends to provide them with relevant knowledge and content. It can be anything from a short text update to an update with graphics, pictures and links."¹²

5.1. Purpose

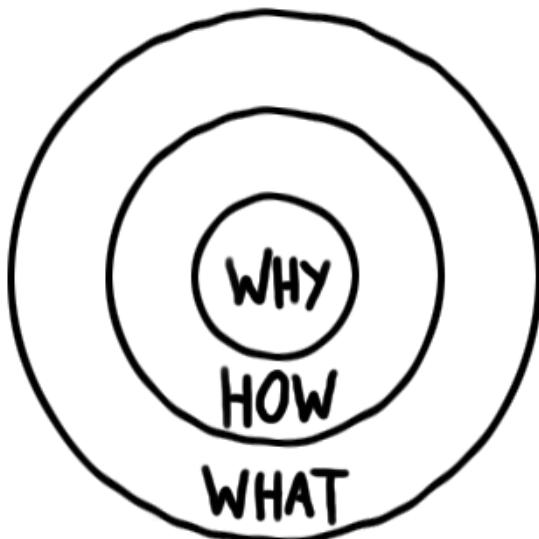
In this project we aimed to share the artist's creative world inspired by her background and history through a combination of contemporary and old persian art in unique detail form.

Our client's social media strategy intends to share her work through the different platforms with the hope of inspiring and encouraging users to buy her paintings after having visited her website, read more about the artist and checked her gallery and shop.

5.2. Golden circle

Why?

Inspired by persian history and culture, Neda wants to share a glimpse of her creative world through her contemporary art.



How?

Neda creates detailed oil paintings inspired by her surroundings and culture, as well as commissioned, personalised paintings.

She shares her paintings online, in galleries and art clubs.

¹²

https://astridhaug.dk/contentstrategy/?fbclid=IwAR3LzoAv-CJvQweitCEW_I3ozw-IU3UL1trzP3QQG_u7RfBhAsIYvzjl0M

What?

Sells her own **paintings**, offers **service** for customers, companies and institutions that tailors paintings based on orders and **events** that display her art.

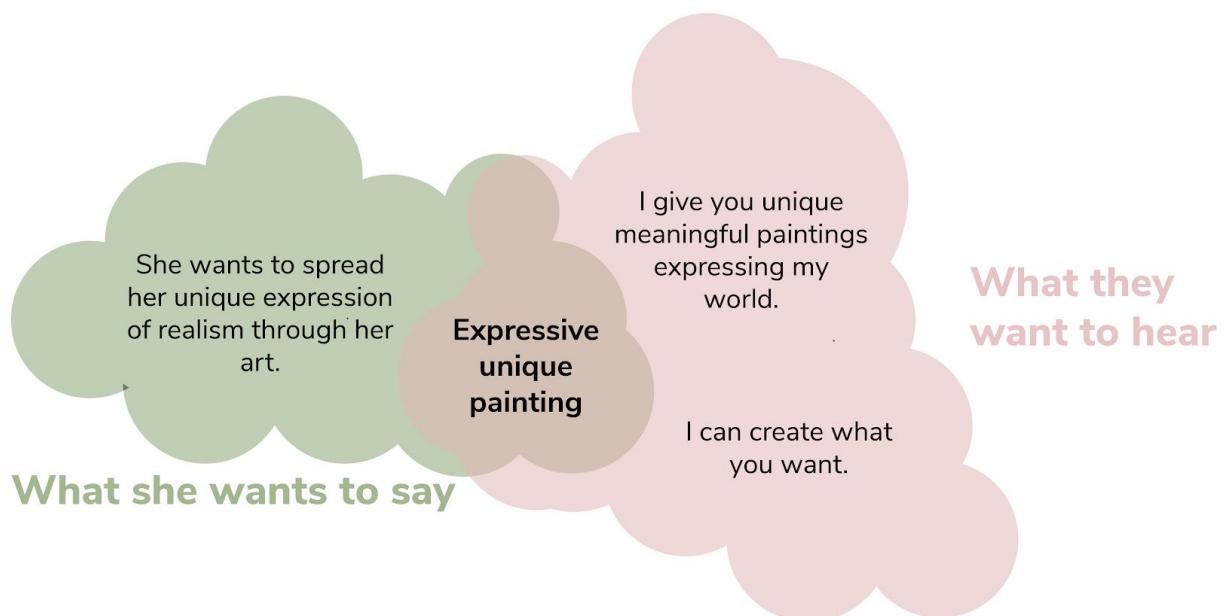
5.3. Relevance

As our client has two main types of customers, we have to combine our content strategy with content for both of them.

The first type of customers tend to buy unique and meaningful paintings expressing the artist's own reality in her style, which means that the customers would like to see her unique paintings in their homes. These customers would like to feel and understand the emotions and the meaning of the painting.

The second type of customers are the ones who would choose to order a unique piece based on their request, pieces which future clients can view on her website and social media as well as a diversification of her work in different styles.

Our solution for both types of customers is to create content which will combine pictures of her paintings, pictures of paintings in interiors, photos of custom creation with happy clients or photos from galleries to bring clients and audience in her world.



5.4. Content

Based on the Competitors Analysis we created for our client, we compared their Instagram pages, more specifically, their post's content and profile descriptions to help us understand how our artist could manage and create content for her Instagram profile.

We decided to focus on Instagram as the main platform for our artist because, after having completed our Competitors Analysis, we concluded that other artists use Instagram to express their work and identity, which is a great way to work on building a community of people that have similar taste in art, especially for our artist's art pieces.

Possible contents:

- paintings
- short video (teaser)
- events (art exhibition, workshops)
- advertisement for tailored portraits

Selecting social networks:

- Facebook
- Instagram

What do we know about our users?

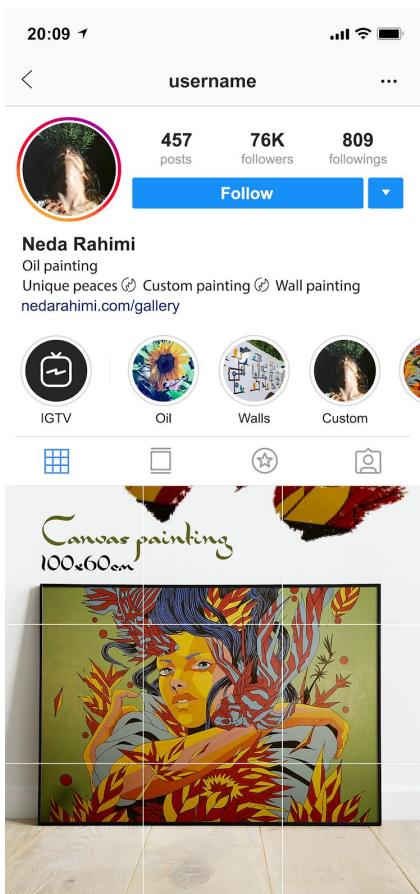
- interests
- gender, age
- language codes
- digital behaviour

The great content:

- Tells a story
- Has right TIMING
- Helps people do something
- Visual
- Relevant

Where does content come from?

- Photos
- Video
- Newsletter
- Calendar
- Homepage



Based on the Interview with the artist we know that it takes about a week to finish a painting, so based on that, she could post content with her progress during the week as shown in the week plan, which is shown in the Plan and Measure part.

Instagram: <https://www.instagram.com/rahimineda.art/>

Instagram stories



5.5. Plan and Measure

	Instagram	Facebook (see Appx. 5., pp. 54)
Monday	Starts a painting (photos of rough drawing)	Call to action (event)
Tuesday		
Wednesday	Painting (picture of a detailed close-up of the painting update)	Painting + the description contains the link to event
Thursday		

Friday	Teaser (short video)	
Saturday	Final painting (photos of details and long view of the art piece)	Posting event photos
Sunday		Share a painting/drawing with a short personal story of her
Topics		
 Paintings (photos) About her Call to action Video Pictures about her events		

6. Information Architecture

6.1. Closed Card Sorting

Closed card sorting (see Appx. 9., pp. 61-66) is a test tool that helps understand the users' perspective on the structure of content in a website. As an important feature in a website that can either attract or repel users, the information structure should be organized and provide accessibility to the users, giving them access to the convenient information, preventing frustration or loss of interest from them.



The test was conducted on 5 individuals. We handed post its with topics to the user, who was then asked to group them in a column where they should belong.

During the test we noticed that there were users who revealed reluctance on where to group a post it and therefore we asked them, after completing the test, if they were confused about any of the topics with the expectation of receiving valuable feedback.

The feedback we received from the users after the completion of the closed card sorting test were the following:

Video:

- video should be part of the artworks
- video is suitable for the home page
- could make more sense on gallery
- could be on home or on about page

Insights: video could either be part of home, about or artworks pages

Social media:

- could be on every page
- could also be on home page
- could be on home or about page

Insights: social media should be available in all pages for convenience purposes

Collage:

- one user had personal problems with the inclusion of a collage

Insights: since this observation is related to a personal problem, it is not significant or even justifiable enough to exclude the collage

Paintings:

- could be both in shop and gallery page

Insights: all the artists' paintings could be shown both in shop and gallery page

Intro text:

- it made more sense that it was presented on the home page because there was no other area to group it in

Insights: Intro text should be included in the home page because all the users grouped it in that column

Paintings for sale:

- Paintings for sale could be on gallery or shop

Insights: since all the users decided to group the paintings for sale on the shop, this observation is perceived as a mere suggestion.

Who is the artist:

- could be on home or on about page
- about page should have more detail about the artist than on home page

Insights: 4 out of the 5 users tested inserted the “who is the artist” topic inside the about page, so it should definitely be part of that page

The results of the testing are presented in images in the appendix.

Conclusion

Most of the structure is clear, though there is some information that can be on multiple fields like: about the artist, social media and video content, which we noticed while the users were deciding on where to put them as well as after the test, the users didn't change their perspective on the fact that those 3 themes for content could be inserted in 2 groups either simultaneously or exclusively.

We finished our Service blueprints and discussed about the overall structure of the website and decided that all her work should be presented, no matter if it is for businesses or for private customers.

6.2. Treejack Testing

Tree testing tells you how easily people can find information on your website, and exactly where people get lost. When performing a tree test, we give the users different instructions and check how easily they manage to navigate to the right place. Performing this test allows us to see how clear the structure of our site is. If navigation is easy it will make the users more engaged in browsing through the website.

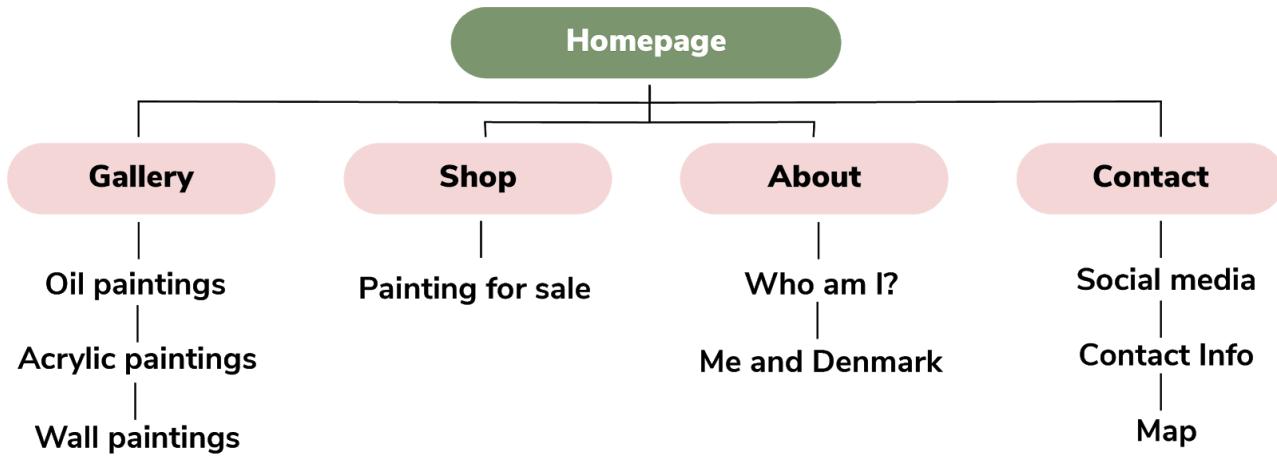
After performing the test with 10 participants, the results showed no difficulty in completing the given tasks. The results were that 10/10 people succeeded in completing the tasks, which shows that the structure we made for the website is satisfactory and that no changes need to be made.

Conclusion

To conclude, we came to the decision that there is no need to make further changes to the structure of the artist's website, since the navigation is already easy and clear enough for the users..

	1	2	3
Home			
Intro text			
Intro Video			
Gallery			
Oil Paintings			
Acrylic paintings		10	
Wall paintings			
Decorations			
Shop			
Paintings for Sale			
Place an Order	10		
About			
Who is the artist			
Social Media			
CVR number			
Contact			
Phone number			
Address			
Working hours			10

After analysing the results of both the Treejack test and the Closed Card Sorting test, we created a sitemap for the website:



6.3. Wordpress Structure

Posts

<input type="checkbox"/> Title	Author	Categories
<input type="checkbox"/> Welcome	Viktoria Toldi	Uncategorised
<input type="checkbox"/> Contact	Viktoria Toldi	Uncategorised
<input type="checkbox"/> About	Viktoria Toldi	about

Each post is used to edit text content in different pages. For instance, in the contact page, the administrator is able to edit any contact information in the website by accessing the post named “Contact”. The pages “Contact”, “About” and the main page contain elements that can be edited in WordPress through the 3 posts shown in the image above.

Paintings Pod

<input type="checkbox"/> Title	Categories
<input type="checkbox"/> Winter Blooming	Painting, Wall-Painting
<input type="checkbox"/> Secret Ceremony	Painting, Wall-Painting
<input type="checkbox"/> Awakening Nature	Painting, Wall-Painting
<input type="checkbox"/> Growing Nature	Painting, Wall-Painting
<input type="checkbox"/> Birds in the Forest	Painting, Wall-Painting

The Paintings Pod contains all paintings posts added from an administrator. Each painting has one field with the price information and has a title, description and embedded image in the post itself.

Gallery Elements Pod

<input type="checkbox"/> Title	Categories
<input type="checkbox"/> Oil Paintings	Gallery element, Oil-Painting
<input type="checkbox"/> Acrylic Paintings	Acrylic-Painting, Gallery element
<input type="checkbox"/> Wall Paintings <small>Edit Quick Edit Bin View</small>	Gallery element, Wall-Painting

A Gallery Elements Pod was created so that only the painting-categories could be fetched to then be presented on the gallery page. Each Gallery Element post contains a title as content and the categories are the type of painting and the category that identifies it as a gallery element.

6.4. SEO Strategy

Search Engine Optimization (see Appx. 7., pp. 59-60) is a crucial process in web design, because it allows a page to rank up in position within search engines and essentially have more relevance. For those reasons, which in fact resonate with our client's purpose of wanting to share her work through the different platforms with the hope of inspiring and encouraging users to buy her paintings, it was a priority to conceive a well structured SEO strategy.

We started by researching about most used keywords related to art, and we found the top 19 that are presented in the appendix.

“paint”, “gallery”, “artist”, “wall art”, “acrylic paint” and “oil painting” are amongst the top 19 keywords for Art. This was a good indication that our client already had many attributes that are widely searched for in the market, such as oil painting, acrylic painting and wall art.

Having done some research¹³ we found out that h1 and h2 tags “used to have a larger impact on search rankings than it does now, having been crowded out by more sophisticated measures”. Therefore, there is not a certain answer on that matter, so we thought of implementing the words “oil paintings”, “acrylic paintings” and “wall paintings” in the gallery page to distinguish the different types of paintings from the artist.

The meta description tag also has an impact on SEO, and according to an article¹⁴ on meta description it is “as important as ad text” because the meta description is often interpreted by Google and other search engines as a summary of the page. The description for the meta tag in all the pages contained the following text:

“My name is Neda Rahimi and I am an artist from Iran. I create paintings for businesses and any customer in Copenhagen including acrylic paintings, wall paintings and oil paintings, and my previous art pieces can be viewed in my gallery. I also have paintings for sale.”

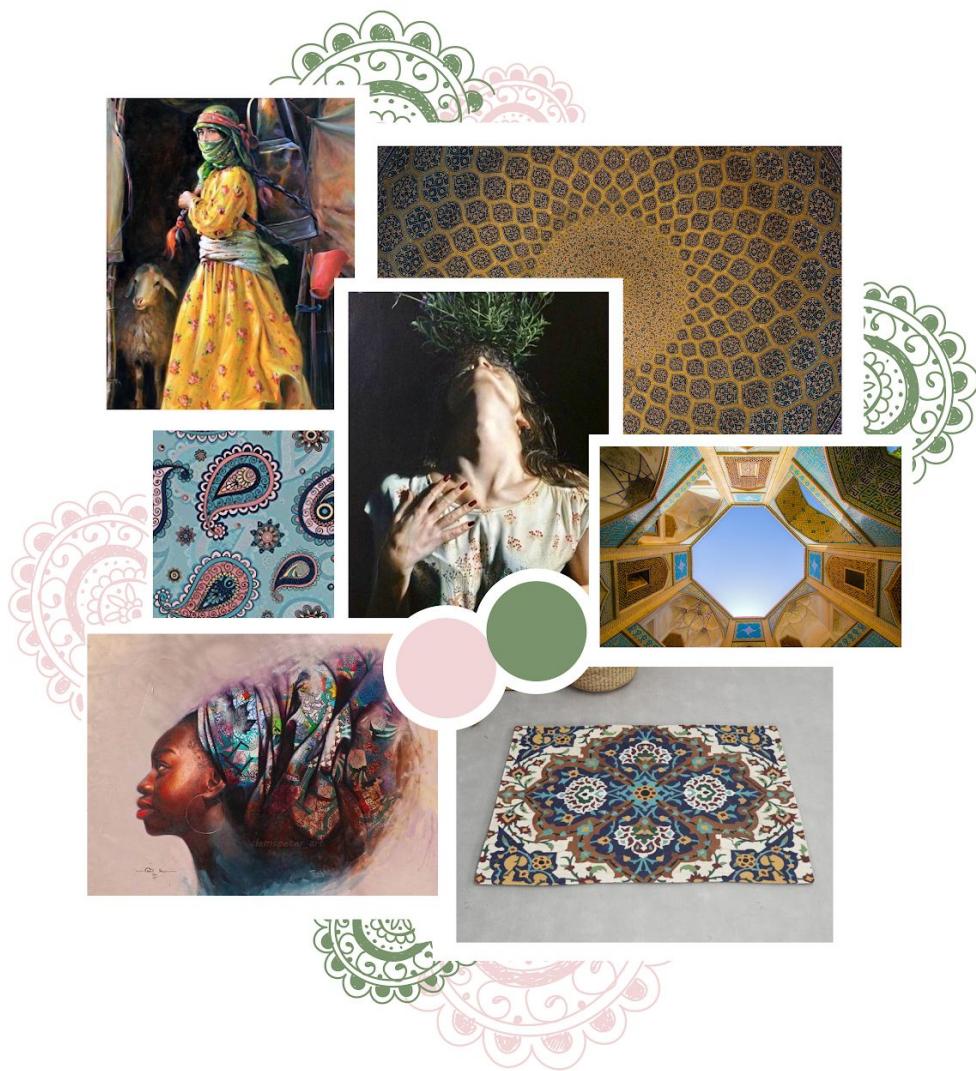
Our main goals for our SEO strategy were accomplished, seen as most of our content contains many of the six keywords that were most searched related to Art, specially on the meta description tag of all the pages and in h1 and h2 headers. Image alt attributes were also filled with appropriate words such as “Painting for sale” in the sub-shop page for each painting’s image.

¹³ <https://www.postmm.com/seo/technical-seo/h1-and-h2-header-tags-and-how-they-affect-seo/>

¹⁴ <https://www.wordstream.com/meta-description>

7. Design Process

7.1. Moodboard

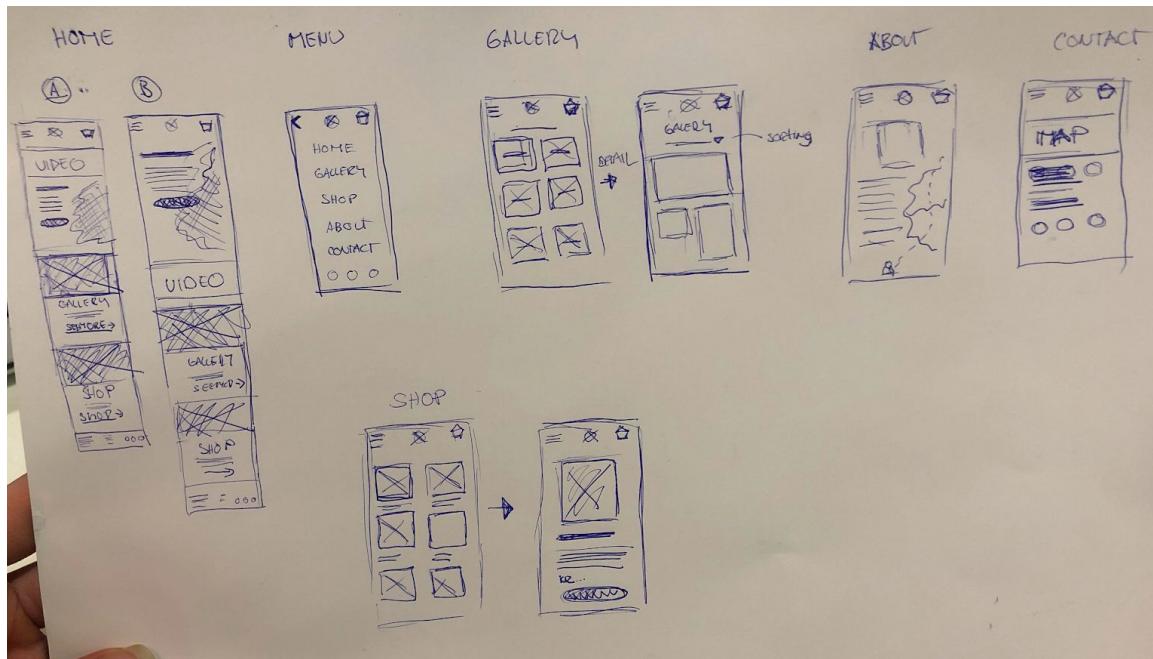


7.2. Wireframes

Rough wireframes

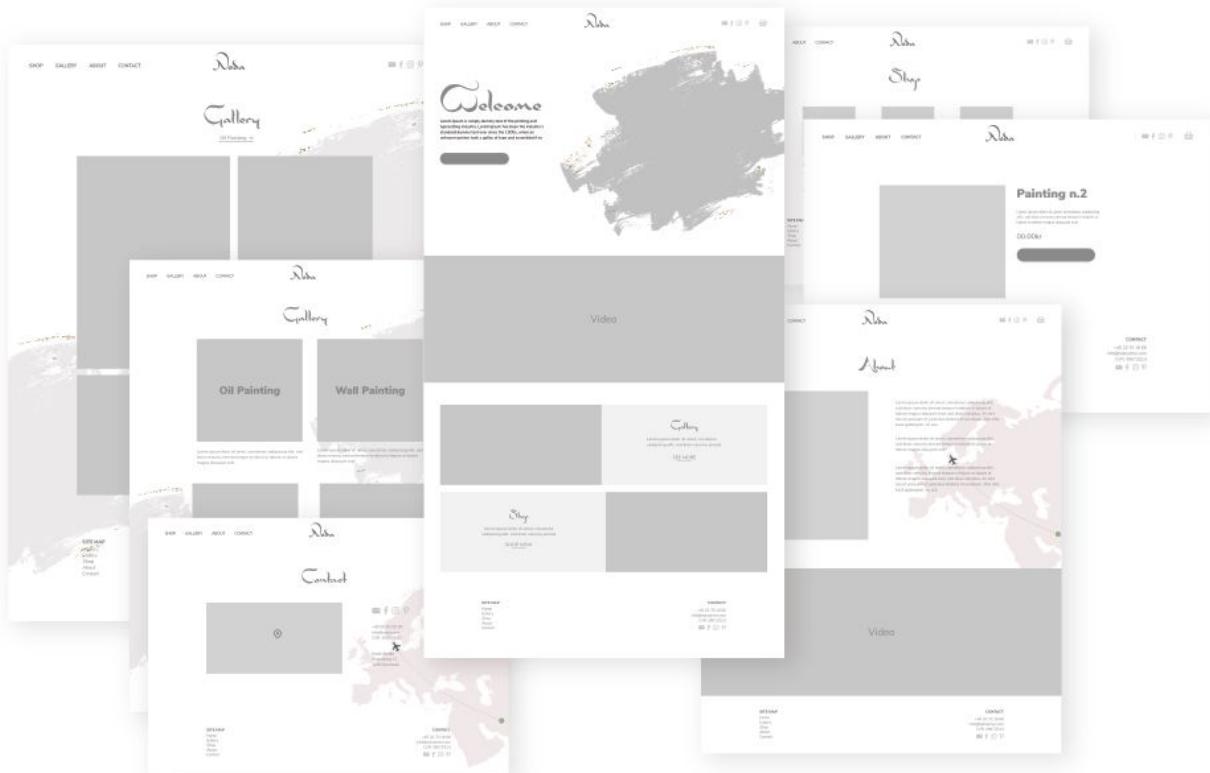
For rough wireframes we decided to use Crazy 8 sketching method, which we took from the Design Sprint. In this, all group members had 8 minutes to make 8 quick, rough sketches of the website's pages. This method gives us 5 different sketches that presented all of our design ideas.

After we evaluated all of the ideas, features and functions - we drew the final sketches which took all the best elements from all of our first drafts.



Wireframes (Phone & Desktop)





After having shared our individual thoughts regarding the layout of the mobile website we built wireframes on Adobe XD, which are more reliable and made it easier to further iterate on.

After making the mobile wireframes, we started expanding the layout to create a desktop version of the wireframes. In the desktop version we were able to play more with placement of illustration and the whole visual view, as on desktop there is more space. On the desktop design we also used an expanded navigation bar, which will help the visitors see all the time where they are in the website. On the mobile version we decided to use burger menu which shows the navigation and social media icons.



7.3. Design Guide

Our Design guide contains all the important elements, colors and information which we use in our digital product. The design guide does not only help us present our design, but also as guidance for the developing process while coding. For instance, under typography we declared the used sizes in px units for the different media queries.

The image is a collage of various design elements:

- TYPGRAPHY:** Shows the Zanzabar logo, Nunito Sans font, and sample text: "Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy."
- BUTTONS & SORTING:** Shows two buttons: one red labeled "BUTTON" and one green labeled "BUTTON". Below them is a dropdown menu labeled "Oil Painting ▾".
- GRAPHIC ELEMENTS:** Shows a map of Europe with a flight path from Europe to Asia, and a large abstract brushstroke graphic.
- COLORS:** Shows two color swatches: "#9CB18C" (green) and "#EBBBBB" (pink).
- ICONES:** Shows interface icons like a menu, trash, and back arrow, and social media icons for email, Facebook, Instagram, and Pinterest.
- LOGO:** Shows the logo "Neda" created by Neda Rahimi, with a note that it was created based on her name.

Colors

For the main colors we decided to use pink and green, as they are our client's favorite colors and as Persian culture uses these colors a lot in other designs and patterns. As our main inspiration for colors we used this Persian graphic pattern.



Typography

As our client wanted to create a website, which would have small elements specific to Persian Iran, the country she is from and is also a place where she takes her inspiration from. In Iran they use an arabic alphabet, and therefore we decided to use **Zanzabar** for our typography in combination with **Nunito Sans**. Zanzabar is an exotic display font with a distinctive Middle Eastern flair and is slightly mimicking the Arabic script, which fits to our website, as our client wanted to have a specific element from Iran. Therefore we used Zanzabar for the main headings and the logo and Nunito Sans for the rest of sub-headings and paragraphs to keep balance between decorative and readable fonts.

The typography is used differently based on devices, therefore in our design guide you can find rules and specific units for headings, subheadings and paragraphs.

Logo - For the logo we decided to use first name of our client, Neda, in Zanzabar font style as its fits perfectly with the rest of the website and at the same time is easy to remember because short. Thanks to that shortness we were able to use the logo in all devices including phone, where our potential customers can come from.

Icons - For the interface we decided to use simple icons, which are easy to understand. We made the shopping cart green to get the user's attention when going through the website, so even though they are not on the webshop,

TYPOGRAPHY

Zanzabar

Heading

Subheadings

Paragraph

Nunito Sans

Lorem ipsum dolor sit amet,
consetetur sadipscing elitr, sed
diam nonumy.



Heading - 74px
Sub headings & Menu - 26px
Paragraph - 16px
Footer - 13px

Heading - 134px
Sub headings & Menu - 43px
Paragraph - 16px
Footer - 15px

the

LOGO

Neda Rahimi

Logo created based on
name of artist

Neda

it is

ICONES

Interface icons



SoMe Icons



they can see that there is a shopping possibility.

Graphic

for the graphical elements we decided to use brush masks, in which we masked a couple of the client's paintings and used them as background images.



Another graphic element we used is a map, where we show the distance between Iran and Denmark to show that the artist is coming from a different country as an interesting fact.

Buttons

For buttons we used rectangles with rounded corners, drop shadow and with our choice of colors, that fits our concept of design, which should be playful, colorful and clear at the same time.

Another clicking elements is sorting drop menu in gallery subpage.

BUTTONS & SORTING

BUTTON

BUTTON

Oil Painting ▾

7.4. Prototyping and Think Aloud Test

For our final design we created a prototype in Adobe XD, and performed a Think Aloud test to check User Interface and User experience of our website, and made the necessary changes.

Testing

The Think Aloud test helped us figure out that our general design is working properly and that it fits to the purpose of our website as well as it fits with the persian background of our artist, which she wanted to use. The colors and patterns work great and the problems we found were just small edits in functionality which we could edit and apply to our final digital product (website):

1. Shop icon was confusing the users about what they should expect to see when clicking on it.
2. Some users were having problems with the readability of the Zanzabar font.
3. Gallery & Shop - Users were missing a "back" button to go back to the main gallery, as they are used to have it on different websites or apps - they were feeling bothered and sad that they couldn't just go back and needed to go through the whole process through the menu again.
4. About page - The users were missing headings for specific sections such as the artist's background and so on, so that the users could have the ability to read what they are interested in instead of having to read it all.

All these problems were evaluated and edited in XD and then applied to the final coded website. All the changes we have applied can be read about in XD Prototype.

XD Prototype

Our final design was finished based on the testing and the necessary changes and we have designed and coded five pages and two detailed subpages for the gallery categories and products. Each page is serving different content except for the navigation bar and footer, which are the same everywhere, to not confuse users and give them the best possible experience.

Navigation

Main navigation bar is changing depending on the screen size.

The desktop version is displaying the navigation bar on the left of the header, the logo placed in middle and Social Media icons are displayed on the right side. The menu has a default black text and each link turns green and underlined on current page.

The logo is linked to the homepage, since, based on user experience, it is expected to have that function..

The Social Media icons on the right side are all clickable and linked to the social platforms or email of the artist.

The **mobile** version of the menu is minimized to burger menu, which is giving the same offer as desktop version in a vertical way.

We kept SHOP button (CTA), which allowed the users go to the shop at anytime on the website as it is one of the most important features of the website.

The whole navigation bar is supposed to give the users easy access to the most important features and provide them with a good orientation and flow through the website, so that the users will not be lost.

The secondary navigation (footer) is shown on every page and it provides the users a Site map, information (phone number, email address and CVR) and Social Media. The purpose of the secondary navigation is to provide the users with double navigation, so that even when the users scroll down, they can navigate without having to scroll up again.

The design for the shop icon on was one of the problems that we had to take into consideration and apply changes to. The development of the design until the final decision went like this:

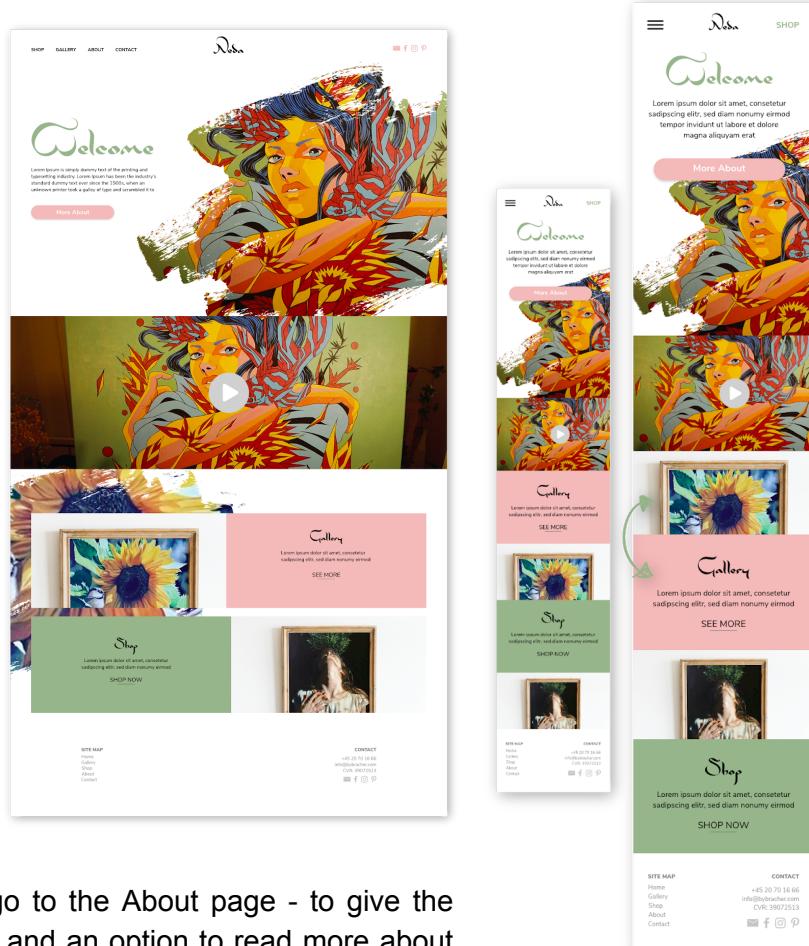


The development of the shop icon, placed in the navigation bar, was challenging. We needed to work with the fact that the artist will not have a typical webshop with a payment ability yet, as we are not capable of making a fully working webshop. Therefore, we decided that the purchase of art products will be done using email request for now. That is why, when we performed testing, it showed that the basket icon is confusing for users, as it feels that they have an option to put something in a cart and pay. Therefore we changed the icon to the stand, which was still confusing and we ended up with a button "SHOP" - which is not giving the feeling of a cart and it links the users to the shop page, where they can write to the artist afterwards in order to purchase a piece. By this solution we solved problem number 1.

Home Page

Based on testing, we came to the conclusion that the desktop version of the Home page works perfectly, and that the only problem is the layout on the mobile version, therefore we made small changes and switched the order of display - so that the first thing that is displayed is the picture and then the appropriate div with the heading and link (to Gallery and Shop).

In our home page we decided to use a summary of all the features of the web. The visitors can scroll and see teasers for the other pages - about, gallery and shop.



On the top of the homepage we placed intro text with a button to go to the About page - to give the users a clue what the site is about and an option to read more about the artist. In normal cases we would use a link to the shop to lead the users to buy stuff, but as our artist needs to build a good awareness and trust, we want visitors to meet the artist first. Also visitors will not feel pressured to buy.

On the home page we placed our video content, which will be looping, so it is supposed to keep the users attention and make them interested to look further into the site.

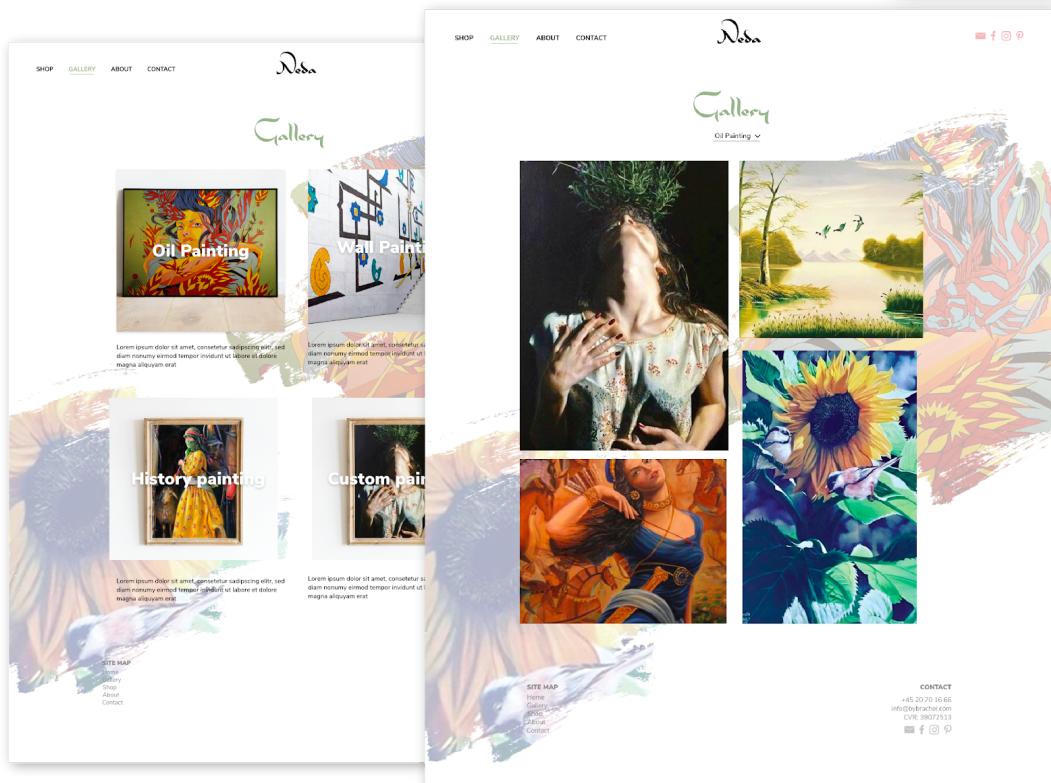
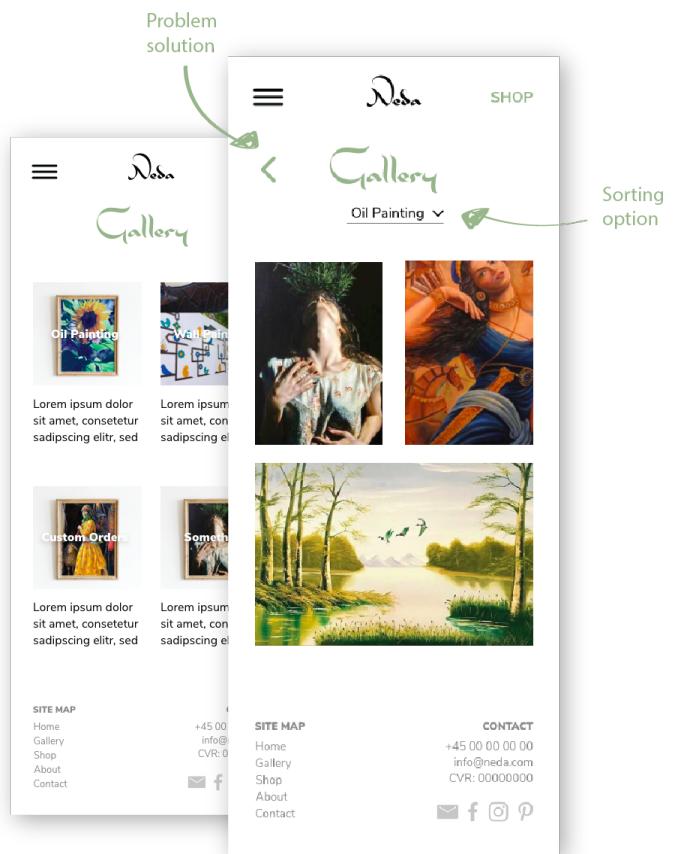
Gallery

The gallery page has two stages.

The first stage is where the users see an overview of all the styles that the artist works with - oil paintings, wall painting, acrylic and so on.

The second stage - detail - is coming after clicking on a specific style, where it will show all the paintings in that style.

Based on our testing, we had an issue with going back from the detail stage, because the users were confused and said, that they expect some arrow back or option to come back to the overview. We solved this problem by adding arrow button, which will allow users to go back to the overview page, and as an extra feature we placed a sorting option, which is supposed to give the users the option of changing the style they wish to see without having the need to go back to overview. By this we solve problem number 3 (3/4).



Shop

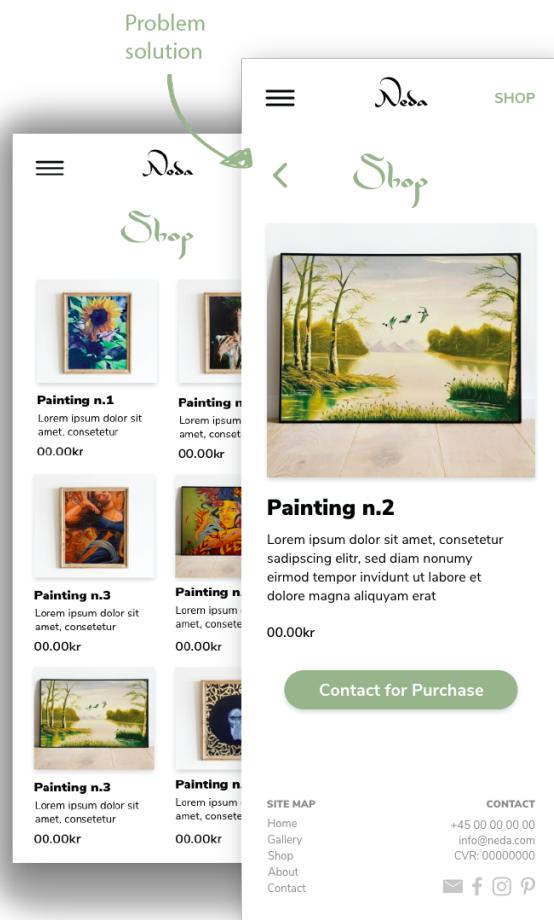
The Shop page works based on 2 stages as well. The users can scroll and see all the products and go to stage 2 to see a product in detail by clicking on one of the products.

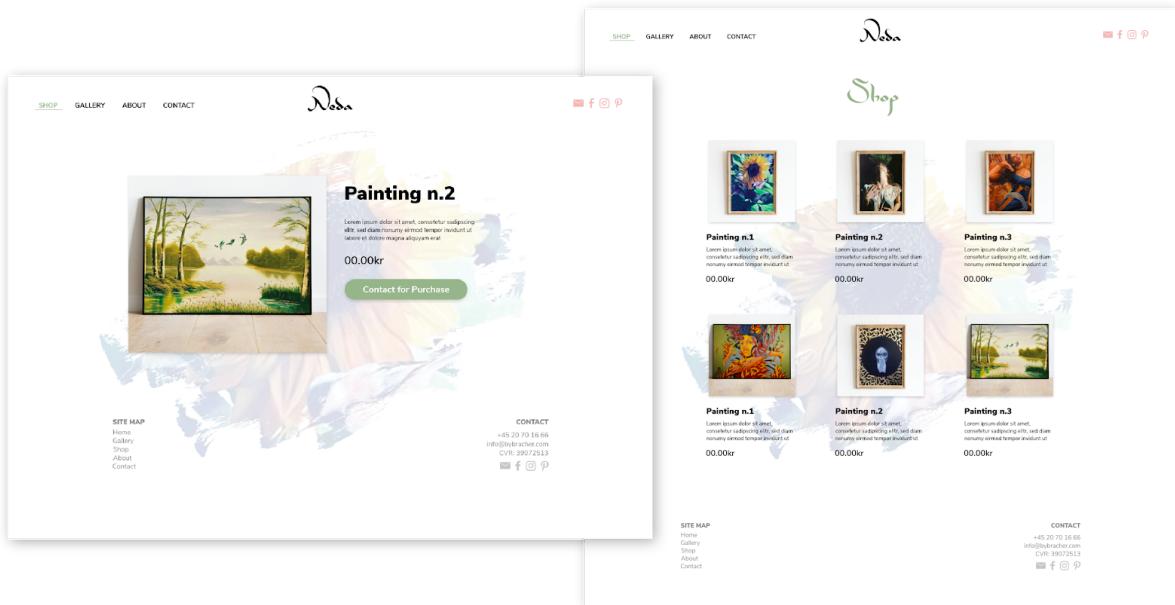
As the shop works on the same base as the Gallery page - showing an overview page and the detailed page - we found that the same problem of going back from the detailed page. Therefore, we applied the same arrow as on gallery page to give visitors the option to go back.

The site's Shop does not functions as the normal shop site one knows. In our shop customers can see all the unique paintings and their prices, but after clicking to see more details, there is not a possibility to put the item in a cart or pay through the website.

In our case we used a contact button, which will lead the users to send an email to the artist about wanting to buy.

In the future we would like to create a normal webshop,, but for now as we do not have the knowledge to make a webshop by ourselves , we had to solve this situation by a button, which will open an email window to order through.





About

Based on testing we found that our About page was too overwhelming with text and that the users were missing specific separation of text on history, inspiration or some highlights. Therefore we decided to make quoted text as bold, which the users will see immediately, and then show them text that is separated by using headlines, such as history, inspiration and so on. Thanks to that, the users can decide what they want to read instead of going through the long text. By doing this we solved our last problem.

The About page will include the artist's professional photo and, in the background, we decided to use a graphic map, which will show the distance between Iran and Denmark, the artist's home country and the country she lives in now.

On the About page we also decided to the video content that is also on the homepage to impress the visitor's eyes.

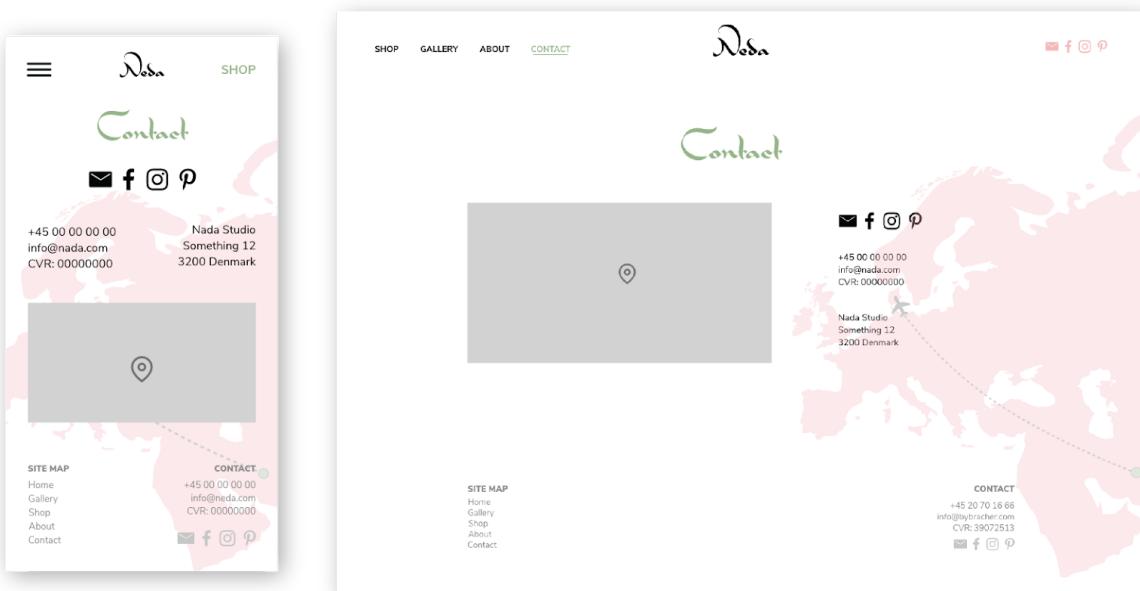


Contact

On the contact page we did not find any problem regarding function or design mistake, so we did not need to apply any changes.

On the contact page we wanted put map, which will show the artist's studio location in the city, and also other information such as contact information, cvr number or address. We also added social media which the users can check and follow.

In the background we used the same map as on the About page, so that the users can see where she is from.



7.5. BERT Test

We used the **Bipolar Emotional Response Test** on our web-prototype in order to justify the changes we made based on the Think Aloud Test we did on the XD prototype. We choose 6 specific polar opposites to test the UI of the web-prototype. In order to reach our goal - share Neda's creative world based on her culture and launch her onto the Danish market - we designed the website with oriental styled elements but we also needed to pay attention to the taste of the Dansih target audience. That's the reason we aimed to reach the middle of the scale in the desired BERT Test results.

Our desired outcome was this:

	1	2	3	4	5	
BRIGHT						DULL
SIMPLE						CONFUSING
CREATIVE						BORING
ORIENTAL						SCANDINAVIAN
LIGHT						HEAVY
PROFESSIONAL						AMATEUR

The actual BERT Test answers:

	1	2	3	4	5	
BRIGHT						DULL
SIMPLE						CONFUSING
CREATIVE						BORING
ORIENTAL						SCANDINAVIAN
LIGHT						HEAVY
PROFESSIONAL						AMATEUR

We decided on these constructs as we felt they would be the most appropriate for our target audience and for representing the artist. In terms of design we wanted to make sure that the UI is simple, so the site was easy to navigate and the structure of the information was clear. Except one person, everyone choose the middle of the scale (3) in terms of oriental and scandinavian style, which was our goal to reach in order to represent Neda's iranian culture and taken into consideration the Danish target group. From BERT's feedback we concluded that the answers are pointing into the desired directions.

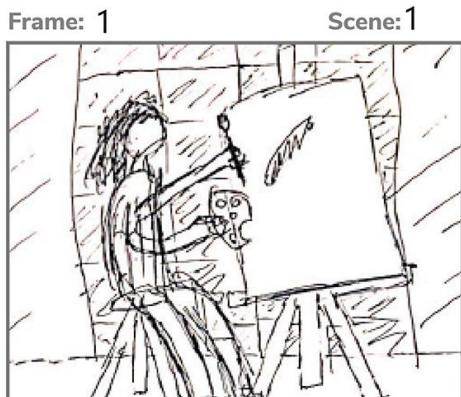
8. Video

In order to create awareness on the danish market and give a glimpse into her creative process we decided to film a video for her website consisting of scenes of her painting a new piece of art from start to finish. The 1 minute long video will be available on the "About" page with given information about the artist and her story. At the same time we re-edited the same video into a 12 second more dynamic clip for Social Media purposes to attract the viewer's

attention to introduce them to the artist and make a link between them and her website where they can purchase her art.

Original StoryBoard:

In order to proceed with the creative process of making a video we created a Storyboard representing the different scenes with each of the frames intended to guide us through the filming process.



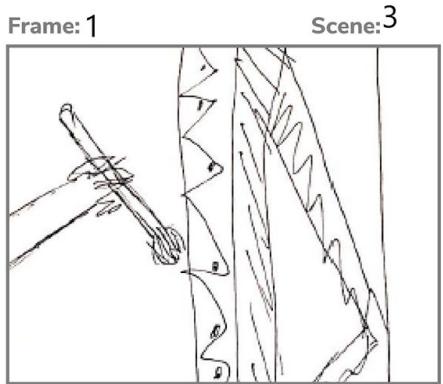
Duration: 5 sec
Music: Iranian Dinner Music
Description: The first scene shows a longshot of the artist painting from the back of the room.



Duration: 5 sec
Music: Iranian Dinner Music
Description: Medium shot of the artist while painting and there is progress in her work after coming closer.



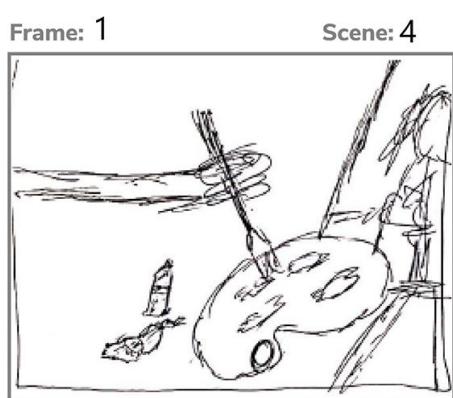
Duration: 2 sec
Music: Iranian Dinner Music
Description: Close-up of the painting from the artists view.



Duration: 6 sec

Music: Iranian Dinner Music

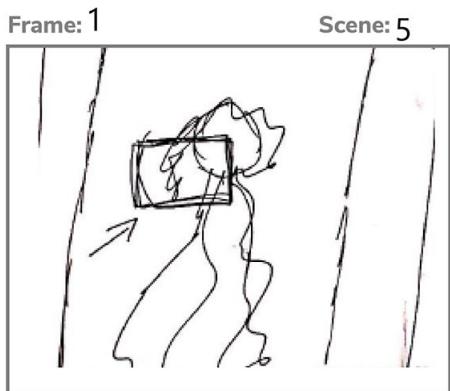
Description: Close-up of the brush while the artist is painting with it on the canvas.



Duration: 4 sec

Music: Iranian Dinner Music

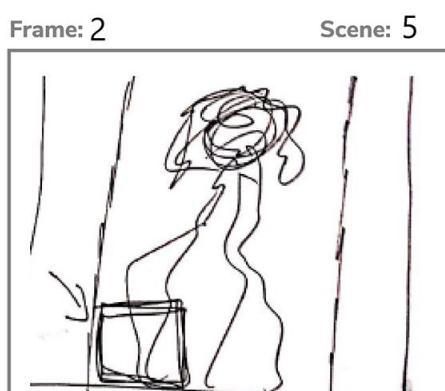
Description: Close-up of the paint while she is dipping the brush in the paint.



Duration: 1 sec

Music: Iranian Dinner Music

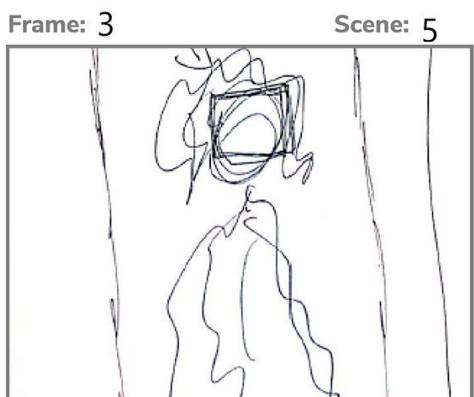
Description: Close-up details of the woman in the painting.



Duration: 1 sec

Music: Iranian Dinner Music

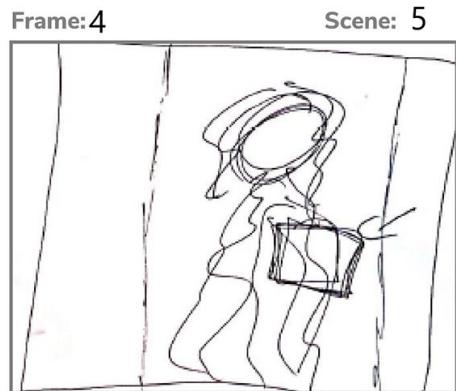
Description: Close-up details of the woman in the painting



Duration: 1

Duration: 1 sec

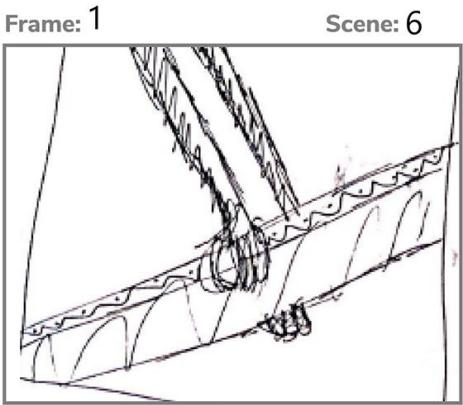
Music: Iranian Dinner Music
Description: Close-up details of the woman in the painting



Duration: 1 sec

Music: Iranian Dinner Music

Description: Close-up details of the woman in the painting



Duration: 8 sec
Music: Iranian Dinner Music
Description: Medium shot of the artist holding her painting.



Duration: 6 sec
Music: Iranian Dinner Music
Description: Medium shot of the finished painting at the end of her process.

After careful consideration and academic feedback we decided to shift from the original script and reedit the video in order to focus more on the artists gestures, facial expressions and emotions.

From the first brush stroke to the last camera glance of the final result we have tried to capture as much of her facial expressions as possible including detailed shots of her process. Although her personality is a calm one and her style of creating very detailed art using oil paint depicts only a mind focused on her art, we tried to communicate as much of her emotions as we could film.

Script of final video:

The video starts with a medium shot of the artist while she is smiling and her name pops up on the screen and the scene fades with blur into the next medium shot of her painting with her name still showing until the middle of the frame, being filmed from behind and above the canvas in order to capture her focus. Following is a quick one second close up of a detail of the final painting, after that we have a medium shot of her painting from the back and above of the canvas.

The next scene shows a close up of the paint in the case she has, followed by another closeup of the final painting and after a medium shot of her painting from the side where you can see the face of the person she is painting. Next shot shows a close up of the detailed canvas from the side of the it where you see the brush moving on the canvas slowly coming into focus , after we see the painting from the back in a close up of the canvas with light shining on the front of the canvas in order to see the painting and the brush strokes from the back of the canvas. Next is a medium shot of her from the upper corner seeing her paint, after that a close up of her face still painting from the other side of the painting, after another close up of a detail from the final painting.

The following scene is a close up if her dipping the brush in the paint, while in the next shot we see a close up of the brush on the canvas painting with a specific color, then we have a

medium shot with a movement from left to right in order to visualize the whole canvas from behind while we see her focus. Next we see 2 close-ups following each other, one with her making the finishing touches on the piece and the other putting down the brush. The last 3 shots are composed of a medium shot of her admiring her painting and leaving her room, a close up on the final version of the painting with a movement from right to left of the camera to see the entire painting and the last one is a moving shot that goes from a close up to a long shot to see her work space with the painting center stage, all while you hear iranian acoustic music in the video.

Final video testing (see Appx. 6., pp. 56-58):

We chose to create a test for users to get their opinion about the video based on set parameters that indicate different characteristics we wanted to highlight in the video in order to establish clarity when it comes to profession, cultural background, music, content, creative process and quality.

Questions and Analysis:

1. What do you think her profession is?
 - a. All the participants understood her profession as an artist.
2. What is her cultural background?
 - a. 60% of participants said she was of middle eastern background and 40% of different origins.
3. Does this video represent her creative process?
 - a. 60% of the participants stated the video shows clearly her creative process and 40% of them had some difficulties understanding it with the majority of this category saying “yes and no”.
4. Is the music relevant for the video?
 - a. 80% of the participants thought the music is relevant to the video expressing the overall idea that she is from the Middle East and 20% of them disagreed because of the painting choice in the video expressing that for the music to make sense the painting should of been persian as well.
5. What is your opinion about the quality of the video?
 - a. With options from 1 to 6 , 1 being amateur and 6 professional , all participants tended towards a professional opinion with the majority of 50% on number 5 , 40% on 4 and 10% on 6.
6. What is you overall opinion about the content of the video?
 - a. With options from 1 to 6 , 1 being outdated and 6 relevant , all participants tended towards a relevant opinion with the majority of 50% on number 5 , 20% on 4 and 30% on 6.

Concluding the video testing, we achieved the effect intended to the majority of our users by connecting elements such as font, music, action, to present the process of painting of a Middle Eastern artist who wants to be new and relevant on the danish market.

9. Technical Documentation

In the creation of the website we used HTML5, CSS, JavaScript and Wordpress. HTML is used to write the content of each page of the website, while CSS is used to design it and JavaScript is used to fetch data from Wordpress, which we used as the database ([see Information architecture](#)), and perform different functions. The creation of this website answers the problem formulation by giving the artist an online platform that enables her to show and sell her work. Throughout the process of creating the artist's website, we have come across various challenges which have been handled by previous knowledge acquired in class, searching Google and Stackoverflow.

When making gallery page, we found it difficult to create a functioning filter feature that navigates between the different painting styles of the artist. We manage to solve it by creating 3 separate functions: one that creates the filter options, one that compares the filter options with the content of the page to make the relevant one visible, and one that reloads the page when choosing another option according to the selected one.

```
function makeOption(optionData) {
    //creates an "option" tag with the value of the painting style name and
    //appending it to the html
    const filter = document.getElementById("filter");
    const anOption = document.createElement("option");
    anOption.textContent = optionData.title.rendered;
    filter.appendChild(anOption);
}
```



```
//if one of the option's categories equals the integer number from the URL,
//make that option the selected one that is shown to the user
if (optionValue.categories.includes(integer)) {
    document.getElementById("filter").value = optionValue.title.rendered;
    document.querySelector("title").textContent = optionValue.title.rendered;
}
```

```
function compare(option) {
    //checking if the string in the filter and the title in the fetch are the
    //same
    if (option.title.rendered == filter.value) {
        //if yes, take the category that is not 5
        if (option.categories[0] != 5) {
            location.href = `sub-gallery.html?category=${option.categories[0]}`;
        } else {
            location.href = `sub-gallery.html?category=${option.categories[1]}`;
        }
    }
}
```

When creating the gallery for each painting style, we wanted to create a modal that shows the painting in a larger scale when its clicked on, and closes back when its clicked again. We did that by adding a function for each painting that displays the image in an existing hidden modal which turns visible when a painting is clicked.

```
//adding an event to the image that opens a modal to show the clicked image in a bigger scale
img.addEventListener("click", function () {
  const modal = document.querySelector(".bg");
  const modalImg = document.querySelector(".mdlImg");
  const body = document.querySelector("html");
  modalImg.setAttribute("src", imgPath);
  body.classList.add("open"); //prevents the page from scrolling
  modal.classList.remove("hide"); //makes the modal visible
  //a function that closes the modal by clicking on it
  modal.addEventListener("click", function () {
    modal.classList.add("hide"); //hides the modal
    body.classList.remove("open"); //enables åpage scrolling
  })
})
```

10. Conclusion

Our goal in this project was to help our client create an online presence and share her creative world, inspired by her background, to potential customers on the Danish market.

From the desk, and field research, we gained useful insights about what actions needed to be taken in order to achieve the artist's goal. Further development can only be tested with time based on increasing sales and online traffic.

After we analysing the competition, we decided to use Instagram as our artist's main Social Media platform. We created a Content Strategy for the artist's Social Media accounts in order to attract potential followers and customers.

While designing we took inspiration from her cultural background, applying it to the simplicity of Danish design. Throughout the process we conducted several user tests in order to verify we are moving forward in the right direction.

To simplify the maintenance of the website and make it accessible for the artist to change the content we used Wordpress as our CMS (Content Management System) seeing how Wordpress is easier to work with rather than editing HTML pages and reuploading them each time to the domain.

In conclusion, we managed to help our client in creating an online presence to reach potential customers on the Danish market while keeping her cultural identity.

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Appendix

1. Interview

Interview questions:

We are having an interview today with the client, therefore we prepared some questions to know our client deeper and fulfill some doubts about her artistic activity.

Qualitative interview questions:

1. Background questions
 - ❖ Have you always wanted to be an artist?
 - ❖ What inspires you?
 - ❖ Is there someone you look up to and why?
 - ❖ Do you have a background in something else?
 - ❖ Do you have other interests apart from oil painting?
2. Online presence
 - ❖ Do you publish your work in social media? (if yes) Do you have business social media accounts?
 - ❖ Are your paintings targeted to a specific audience?
3. Artistic profession
 - ❖ Why does she paint, after all?
 - ❖ Is there a style that inspires her?
 - ❖ We realized her paintings are extremely detailed and texturised. Is detail an important feature in her paintings?
 - ❖ What is your favorite color?
 - ❖ What type of painting do you do?
 - ❖ How long have you been painting?
4. Golden circle questions
 - ❖ What do you want to achieve with your website?
 - ❖ What do you want your website to do?

Interview Notes

She always wanted to be an artist .

When she was a child, every commercial she saw, she would draw it

She has inspiration from Iran's culture, old Persian art, it's history and nature. She mixed old with new. Now that she moved to Europe she wants to start playing more, trying new things, mix the two worlds together.

She had plenty of courses but most of it is self learning.

She also made pillows.

Her art is changing since she moved to Europe, she has seen many different ideas.

Has been in Denmark for 2 years.

She doesn't publish her work in Denmark.

What she paints is for her, what is on her mind. In Iran she could take orders from people and paint for someone who asked for it, and she also made a lot of things for schools, birthdays. She made a wall of paper, she made decorations for birthdays and school classes.

It makes her go to her own world and relaxes her to paint, "meditation".

Her technique is about detail, but since she also likes to mix and try other styles it's not only about that.

The way she paints needs to be with oil, the details and techniques are features in all paintings.

Her favourite colour is green.

First professional painting (sold) was 10 years ago. She is 32 years old at the moment (born in 1987).

Make a name to her, show her work and have option to buy her work.

Exhibit her story and paintings, and accept orders... it would be really nice, have option to place orders and give the size and what it is about and send some pictures with inspiration.

She can also paint on walls (she painted one from an order in Iran).

Loves making things for children.

Old Persian style.

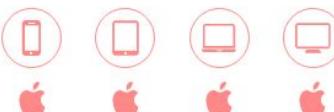
She is becoming more modern now so a mix of both would be nice.

2. Personas

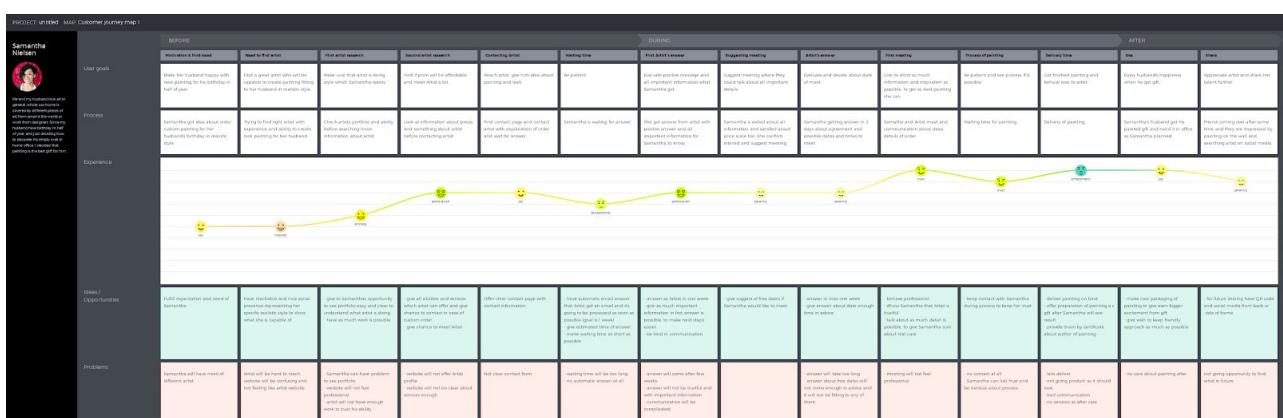
PROJECT: B2B Persona

NAME	MARKET SIZE	TYPE
Caroline Rasmussen	 34 %	Idealist
	<p>Goals</p> <p>She wants to provide a good environment for the company, but most importantly work with people outside the company to strengthen the link between knowledge and happiness.</p> <p>Quote</p> <p><i>"A single happy flower can help cure unlimited rotten ones"</i></p> <p>Background</p> <p>She is working as a Head of Relations for JKS for 3 years, having been upgraded from a call assistant position where she had been during 2 years. She loves summer holidays so she can travel to Crete, Greece, which is her usual destination, and enjoy the warm and cosy weather with her husband and daughter. She doesn't have many friends, because she is very selective about the ones she decides to include in her personal life. Her friends have always supported her a lot and if it wasn't for them she wouldn't even have decided to go to university after graduating from High School.</p>	
<p>Demographic</p> <p> Female 37 years</p> <p> Copenhagen</p> <p>Married</p> <p>Head of Relations for JKS in Frederiksberg</p> <p>25000 DKK</p>	<p>Motivations</p> <p>The growth of her 4 year old daughter Help society occupy time with useful work</p> <p>Needs</p> <ul style="list-style-type: none"> -A car that consumes less gas than her current one -A cup of coffee every morning -A group of artists that will do some art pieces for their offices in Frederiksberg 	<p>Frustrations</p> <p>Negative co-workers that only listen at themselves Someone else eating with mouth open Not getting to work at time</p> <p>Expectations</p> <p>She hopes, in the near future, to create a business that works with various people from different markets and industries and is a melting pot of work and material resources that everyone can access, either free or paid.</p>
<p>Technology</p> 	<p>Previous experience</p> <p>Susan has a Bachelor Degree in Communication and Technology and has 5 years of experience working as an assistant for Matas marketing director.</p>	
<p>Browsers</p> 		

PROJECT: untitled

NAME	MARKET SIZE	TYPE
Samantha Nielsen	 40 %	Artisan
	Goal	
	Find a great painter who could create painting as a gift for her husband, which love art in artists realistic style. painting should cover 2x1m place on his office wall	
	Background	
	Me and my husband love art in general, whole our home is covered by different pieces of art from around the world or work from designers. Since my husband have birthday in half of year, and just deciding how to decorate his empty wall in home office, I decided that painting is the best gift for him.	
Demographic	Motivations	Frustrations
Female 55 years Copenhagen	Make my husband happy and fill his wall with beautiful piece of art which will make his office more cozy.	Bad communication, not full filling expectation, not surprise my husband in right way
Browsers	Needs	Expectations
	Painting in realistic style for office in old-school style	Get quality product with great customer services
	Technology	Instagram, Facebook, Email, Phone, Network
		

3. User Journey Maps



PROJECT: B2B Persona MAP: Customer journey map 1

Personas	BEFORE						DURING			AFTER			
	Clicks Instagram Post	Opens profile	Go to website	Look at gallery	Bustles work for business	Gets delighted by her work	Talks to co-workers	Co-workers accept the proposal	Waits for feedback				
User goals	Wants to discover who painted that wall.	See more of the artist's work in her Instagram profile.	Check the artist's website for more detailed information.	Have a look at what she offers.	Discover what kind of work the user does for businesses.	Would like to contact her to know if the artist would do a painting in her office.	Know if her co-workers would like to have a wall in their office painted by the artist.	Contact the artist after knowing that her co-workers are excited about the idea.	Get feedback from the artist.				
Process	The user sees a post on Instagram of one of her friends, which shows a wall that was painted by an artist.	Since the artist was tagged in Caroline's friend's post, she clicks on her name to know more about the artist.	In the artist's Instagram page, the user notices there is a link to her website and decides to click on it.	When the user arrives at the main page, she gets impressed by the artist's gallery, where all her current pieces are for sale.	The user clicks on the "for businesses" link, which increases the user's expectation of finding out what the artist works with for businesses.	After having seen the artist's website, the user decides to e-mail the artist to inquire about a job for a company, decides to talk with her co-workers and show them the artist's previous work, and increases the user's expectation of them being keen on having the artist paint a wall in the office.	The user's co-workers are impressed by the artist's website and already have some ideas for the painting with that said, the user decides to contact the user as he goes back to the website and clicks the "Contact me" page.	The user's co-workers are impressed by the artist's website and already have some ideas for the painting with that said, the user decides to contact the user as he goes back to the website and clicks the "Contact me" page.	After sending a form to the artist, the user expects to get a response as soon as possible.				
Experience													
Ideas / Opportunities	In the description of the Instagram post, the artist could ask for the person who posts the picture to write the link to her website for more of her work or to order customised paintings like the one in the picture.	The artist's profile page should express empathy, openness and humanity, because those values are highly important to gain confidence from viewers and potential customers.	There could be an incentive in her profile description appealing for businesses or potential customers to contact her along side with the artist's contact information.	The main page is crucial because it's the user's first impression on the artist's identity; therefore the gallery should be dynamic and have information that goes along with the image content.	The link could be inside container with a striking background colour to create a contrast with the rest of the page's content.	The contact page should most likely be accessible in all pages so that whenever the user decides to contact the artist, she can do so.	The content in the "for businesses" page should be clear and captivating so that the users can quickly and easily have an overview of the artist's work for businesses.			In the "Contact me" page there could be a button with, and if it was clicked a field would appear for the user to write a form and a text field to tell the situation and the user would be interested from the artist. An email link could also be an option.			
Problems	The user might not like the work by the artist or even realise the artist was tagged in the post.		The content in the artist's Instagram page should be appealing to businesses, so a link to the artist's gallery for businesses could be prejudicial for the user's user interest.	The user might think that the gallery is the only content page available.	The link might not be visible enough to quickly catch the user's attention.	The information that states that the artist is open to work with any idea from businesses might not be highlighted enough.	The page might not be interesting enough for the users to decide to hire the artist to paint a wall in their office.	The user's co-workers could not accept the idea, which would maybe end the user's journey through the artist's service.	It could be overwhelming for the user to have some empty fields to fill in.				

4. Competitor Analysis

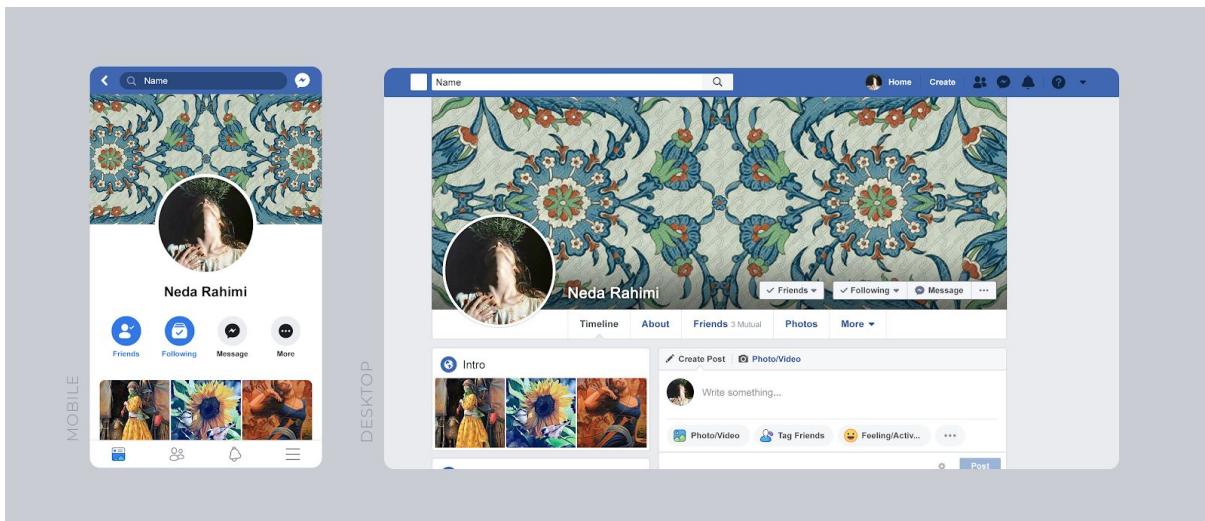
competitor analysis

name _____ Sqad

target group Adults, intitutions or other businesses with interest to invest in paintings and other painted arts, which are unique and meaningful to the customers.

competitors			most important findings
strengths	Farshad Farzankia (Iran)	Martin R. Bracher (DK)	Morten Andersen (DK)
	<ul style="list-style-type: none"> - already strong awareness in Denmark through social media and in general - online presence on instagram, facebook and pinterest <p>website: none</p> <ul style="list-style-type: none"> - The paintings are original and unique - his artworks include paintings, wall sculptures and installations - works a lot with faces and animals, which might be appealing to broader audiences 	<ul style="list-style-type: none"> - already strong awareness in Denmark as the artist through social media and in general - already working website and webshop - already strong online performance on social media (facebook, instagram) <p>website:</p> <ul style="list-style-type: none"> - offering custom ordering, already made paintings and launching new art peaces (pillows, t-shirts) - offering wide gallery to show his art 	<ul style="list-style-type: none"> - already strong awareness in Denmark and internationally - his work is also in galleries in USA and UK - already working website and webshop - already strong online performance on social media (facebook, instagram) <p>Website:</p> <ul style="list-style-type: none"> - offering custom ordering, already made paintings - online gallery <p>Art Style</p> <ul style="list-style-type: none"> - Cubism and futurism, contemporary art
weaknesses	<ul style="list-style-type: none"> - Only way to purchase his paintings are either by bidding or contacting the artist to make deal - difficult to reach <p>website:</p> <ul style="list-style-type: none"> - he doesn't have professional website to show case his artwork and identity <p>Art style:</p> <ul style="list-style-type: none"> - his paintings are really abstract and can be a restriction for the taste of many 	<ul style="list-style-type: none"> - 3 years experience - artist can feel a bit commercial with his style - not using youtube channel as social media - really high prices 	<ul style="list-style-type: none"> - he is not using that much social media platforms <p>Website:</p> <ul style="list-style-type: none"> - not visually appealing - purchasing art just by contacting him <p>Art Style:</p>
			<ul style="list-style-type: none"> - allowing purchases through contact only, what might effect potential buyer - High prices narrow audience with lower economic income - the way how content is displayed should be visually appealing for the users - with contrasts and graphical elements, that highlight important information

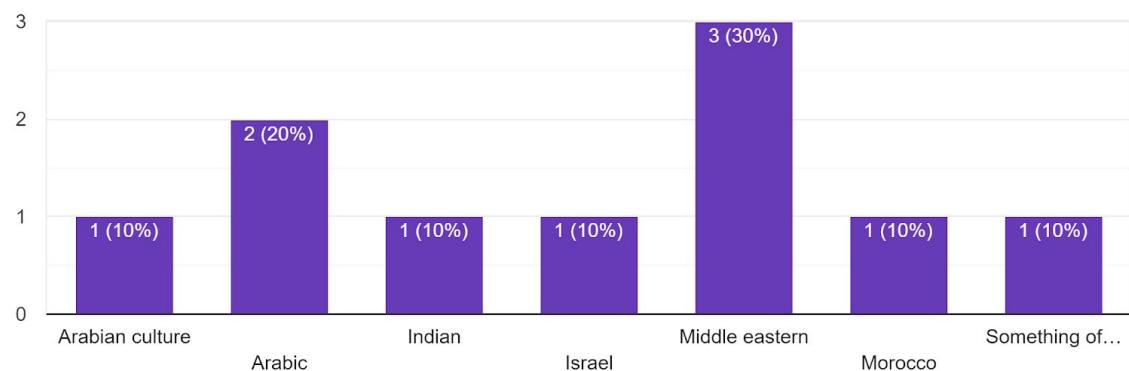
5. Content strategy



6. Video Testing

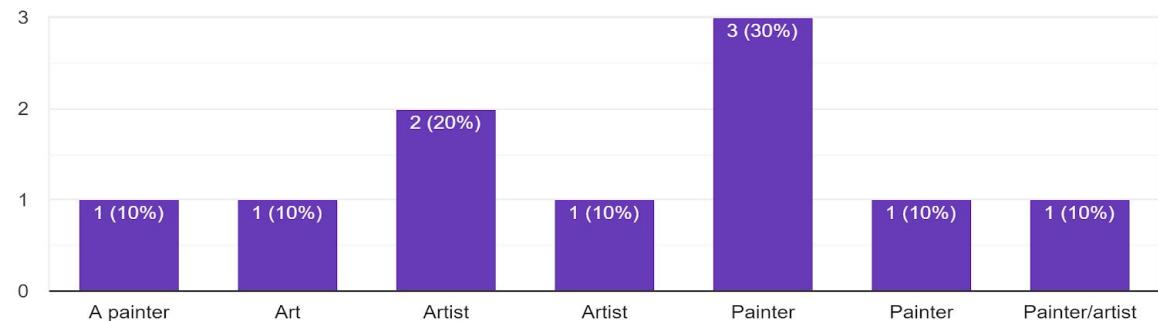
What is her cultural background?

10 responses



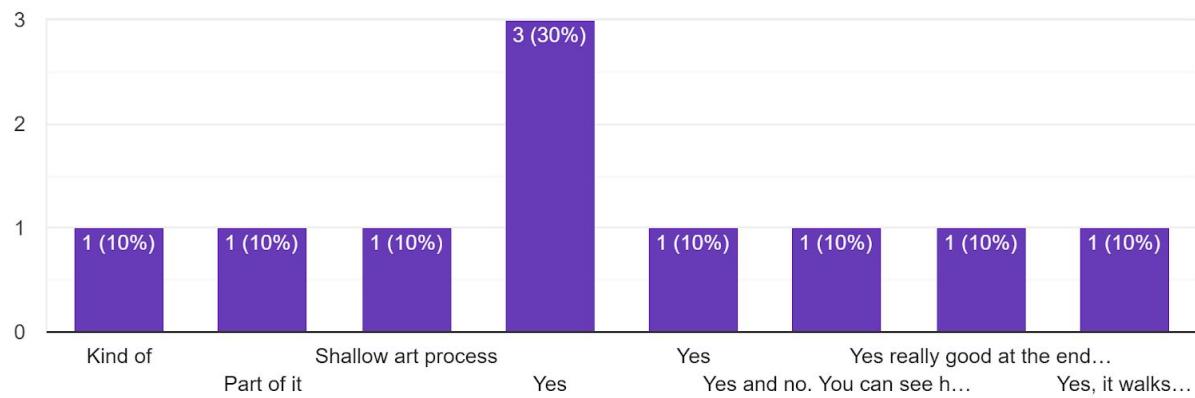
What do you think her profession is?

10 responses



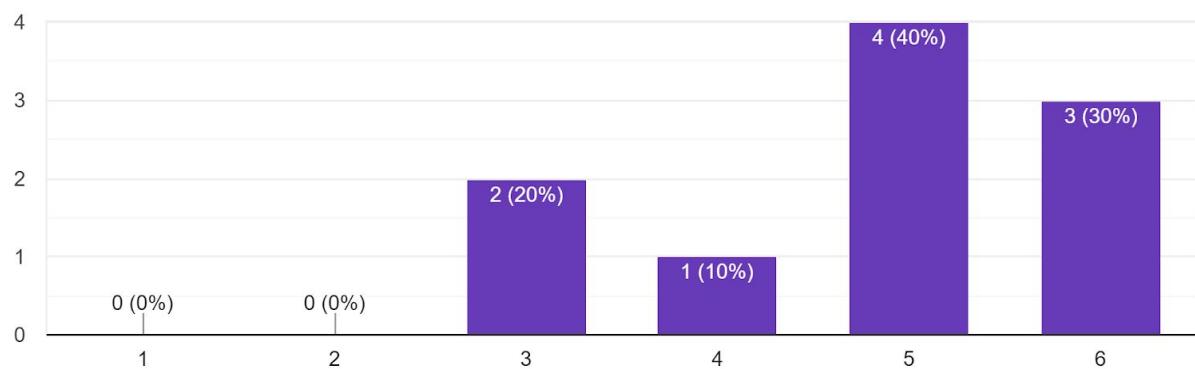
Does this video represent her creative process?

10 responses



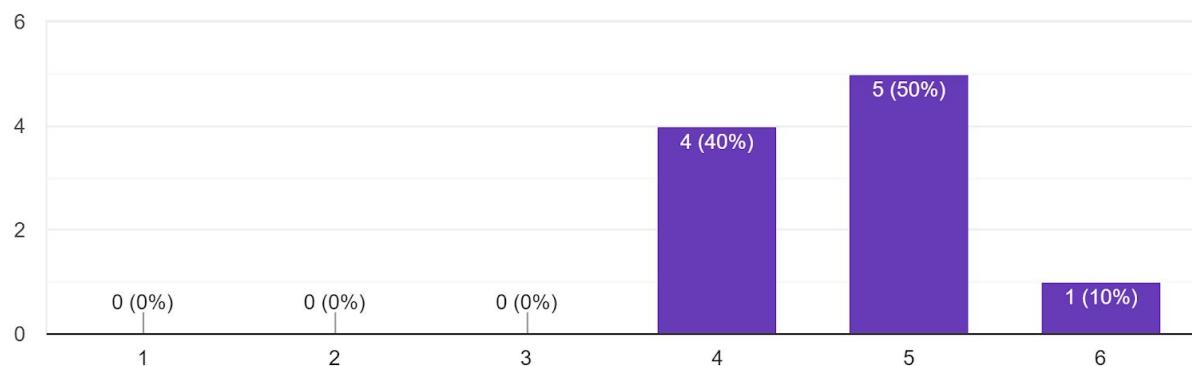
Is the music relevant for the video?

10 responses



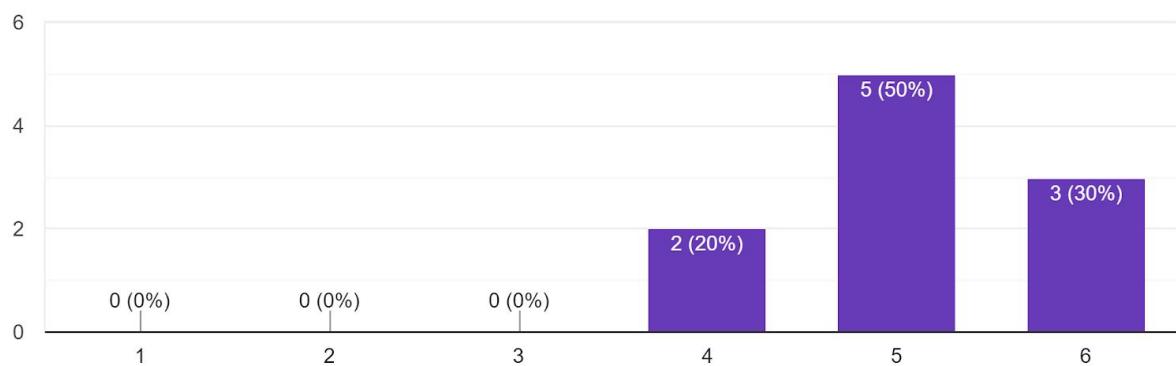
What is your opinion about the quality of the video?

10 responses



What is you overall opinion about the content of the video?

10 responses



7. SEO Strategy

KEYWORDS (1-25 OF 100)		SEARCH VOLUME
1	deviantart	3350000
2	paint	1830000
3	gallery	1830000
4	at	1000000
5	print	673000
6	moma	450000
7	pop art	450000
8	abstract	450000
9	artist	246000

10	wall art	201000
11	metropolitan museum of art	201000
12	abstract art	165000
13	acrylic paint	165000
14	sculpture	165000
15	watercolor	165000
16	art gallery	110000
17	oil painting	110000
18	art supplies	110000
19	watercolor painting	110000

8. SCRUM



9. Card Sorting - Tests

Home

Gallery

Shop

About

Contact

Intro
Text

Collage

Paintings
for
Sale

Social
Media

Phone number

Video

Wall
Paintings

Place
An
Order

Who is
the artist

Address

Oil
Painting

Cvv
number

Home

Gallery

Shop

About

Contact

Intro
Text

Oil
Painting

Place
An
Order

Collage

Phone number

Wall
Paintings

Paintings
for
Sale

Who is
the artist

Address

Video

Social
Media

Car
number

Home

Gallery

Shop

About

Contact

Video

Wall
Paintings

Place
An
Order

Cvv
number

Phone number

Intro
Text

Collage

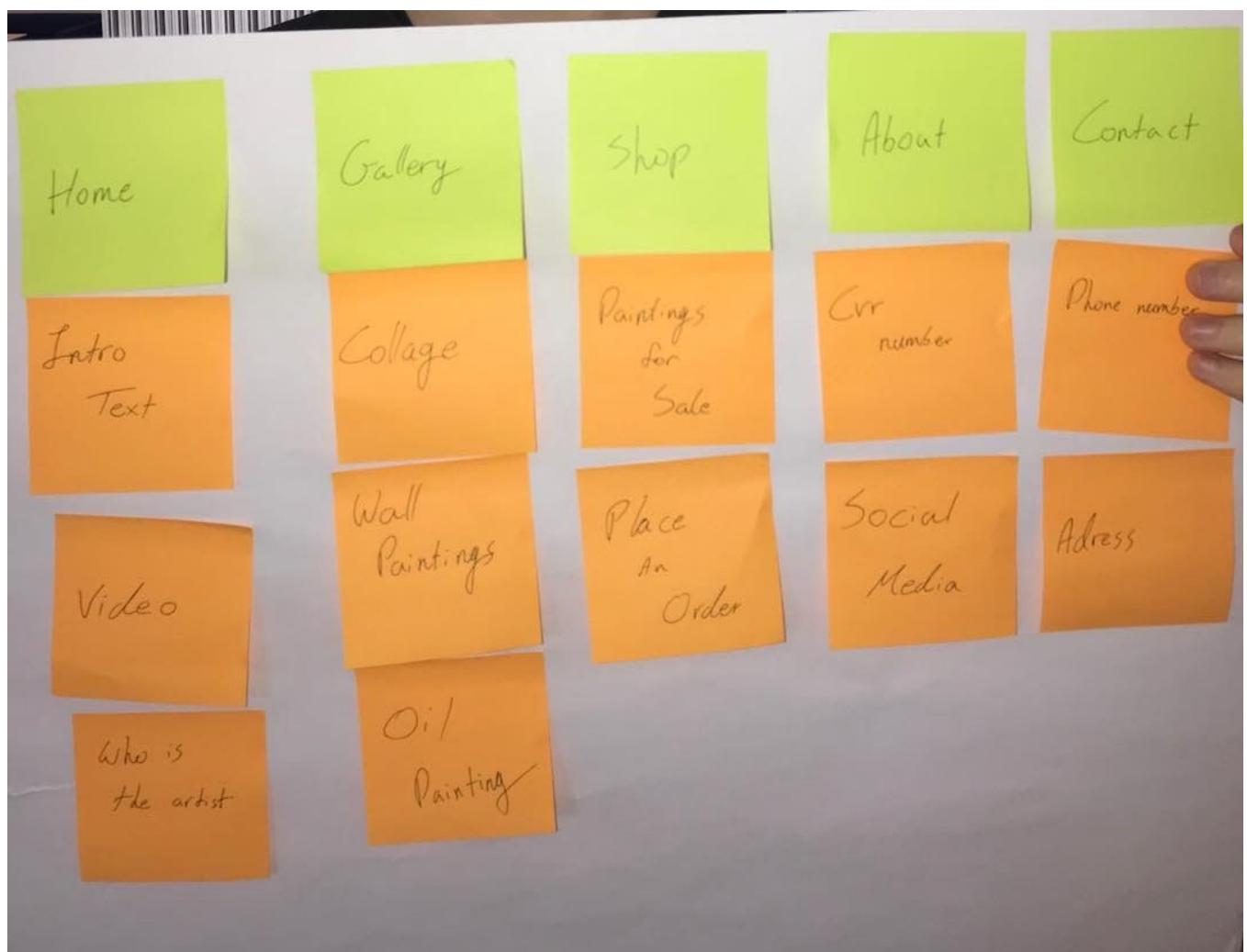
Paintings
for
Sale

Who is
the artist

Address

Social
Media

Oil
Painting





10. CMS Guide

Add a painting

All the paintings are inside the “Paintings” pod.

To add a new painting select the “Paintings” pod on the left navigation bar and after that select the “Add New” button on the right side of the heading.

The main heading (first field that appears in the body text) is the title of the painting which you can name it how you want . Below that is a subheading which is the title for the description of the painting (it is not obligatory to write a title for the description) and right below the subheading is the field for the description of the painting.

In the right navigation menu, check that the “Document” tab is selected. If you scroll down you will find different categories that can be checkmarked and it is necessary that you select the “Painting” category and one of the categories below, which represent the type of painting.

To add an image scroll down to “Featured Image” and right below dad select “Set Featured Image” and if you want to upload an image from your computer select the “Upload Files” tab on the top left corner and select the image you want for that painting.

Finally, when you are satisfied with your options press the “Publish” button on the top right corner.

Add a gallery element

Gallery elements are the styles of paintings you work with, such as oil paintings. they will be displayed in the gallery and sub-gallery pages.

In order to create a new gallery element, float about gallery element and click on “Add New”. This will lead to a new empty gallery element template.

The main heading is the name of the gallery element.

One the right side of the screen is “categories”. Click on “New Category” and a field will show where you can write the name of the new category. Write the title you gave the gallery element. add the category and also mark the “gallery element” category in the list of existing categories.

Click “Publish”. You now created a new gallery element.

Now, when you create new paintings the new gallery element category you just made will appear in the category section.

The new gallery element will now appear in your website with the image you selected.

Edit Content

The content of the website was created using posts.

In order to edit the content, click on posts, and select the post which you want to edit (about/contact). this will lead to a page that shows the text content and categories of the selected post.

If you wish to change the image that is displayed, on the bottom right side of the screen the is “featured image”. click on “replace featured image” and you will be able to import images from your computer to the page.

Change the text as you wish, and when you are done, click on “update” on the top right corner of the page.

Your content is now updated and displayed on your website.