

Art supplies store

I want to create an art supply and craft store that provides high end and specialized art supplies to people with specific and passionate interests.

Function

The website is meant to convince dedicated people to buy from and stay with our brand long term. I want to appeal to enthusiasts so I have a dedicated audience. I need to quickly show the variety of people we serve. And of course selling art supplies.

For

- Professional artists
- Art students
- Kids and people who just want to try art (secondary)
- Crafters
- Model making

Emanuel (primary)

- fine artist
- Male
- 37 years old
- Makes art for a living
- Sculptor
- Single
- Cares about the materials he uses
- Already knows what he wants, but is also willing to explore with new materials

Susan

- art student
- 20 years old
- Painter
- Minimum wage job
- Buys materials the school wants rather than what she is interested in.
- Wants cheap stuff
- Doesn't really know about brands

Hailey

- Cosplay
- 23 years old
- Makes bjd doll clothes
- Office job without much creativity but has high pay
- Married

Lauren

- illustrator
- Professional artist
- 30 years old
- Works with ink
- Knows what brands are good
- Wants consistency

Arnold

- nerd
- Plays table top games with figures
- Married
- Office job
- Makes sets for table top games

Billy

- 7
- Goes to school
- Just wants to try things out

Competitors

- art stores
- Craft store
- Hobby shops
- General stores like target
- Hardware store

Top 5 functions of product

1. Attract serious artists.
2. Divide people based on their interests
3. Keep customers in the long term
4. Make sales
5. Reach out to people who are looking for something specific

Measures of success

- High price products sell the most. This indicates the people buying them have a long term passion for the art or craft they create.
- People only buy products related to their specific interests.

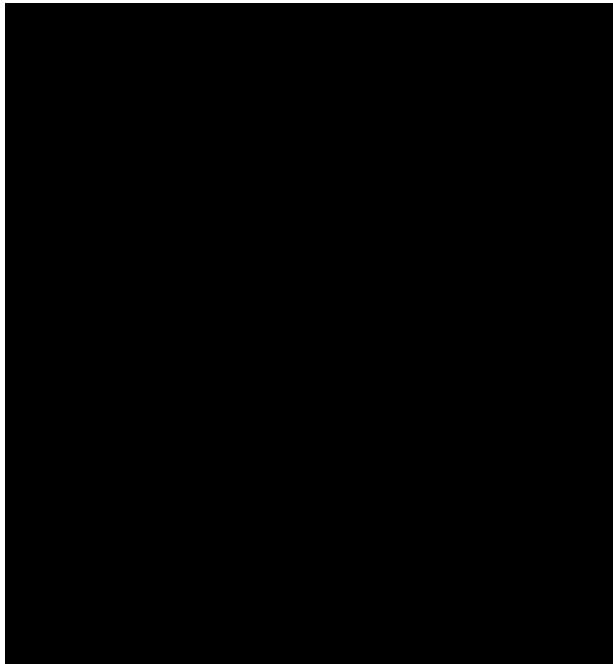
Competitors visual audit

- [Blick Art Materials](#)
 - white, red, black, and some blue

- Above the fold is dedicated to discounts
- Variety of prices on the first page. From 6.44\$ to 80.00\$
- All kinds of art supplies are featured. Most artist would not want all of them.
- Also displays categories
- Tries to get you to go to a in person store
- [Artists and Craftsmen](#)
 - Opens with discounts
 - Displays exclusive low cost items. Many of them are on sale.
 - Tried to get you to go to a in person store
- [Jerry's Artaramma](#)
 - Opens with mix of discounts and advertising for products. They advertise the things that sell best.
 - Has a section of cheap and discounted goods followed by more expensive products.
 - Followed by categories
 - They have a blog
 - The best oil paints and brands
 - The best professional watercolor paint brands
 - Synthetic and natural brushes for oil painting
 - They link there instagram

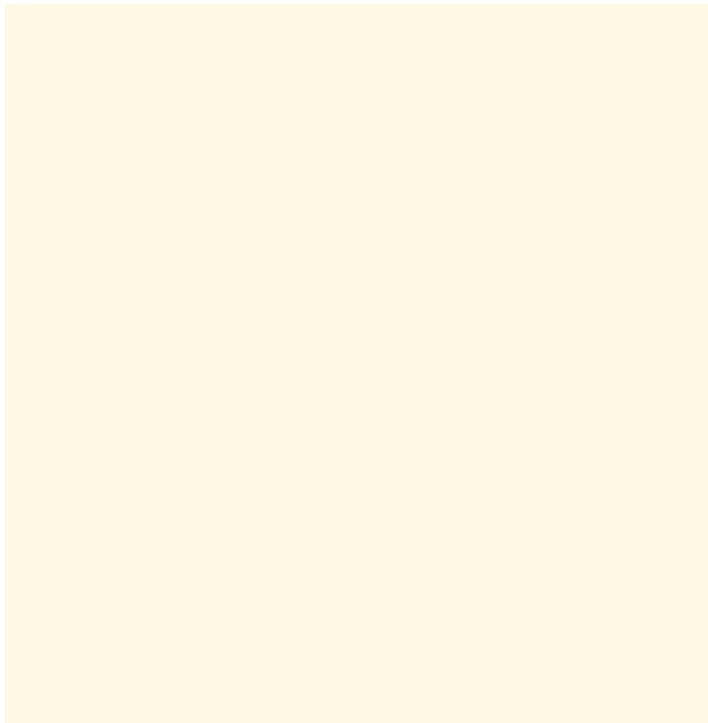
Main colors

#000000



#ffffff

#FFFAE3



#bf9758



#5d95de

