

## 1.1

### **Main goals of the website**

Tiger talks is a blog that analyses sketches, paintings and digital art pieces to inform users about the hidden meanings, significance and beauty of different parts of the art world. It also presents tips to budding artists about various techniques of a wide array of media. Additionally, it provides valuable information about benefits, pitfalls and prices of diverse art supplies for different mediums of art. Lastly, it introduces new and upcoming artists, and acknowledges the achievements of the well-known artists.

## 1.2 and 1.3

### **User persona and goals**

User	Persona	Goals
Student	<ul style="list-style-type: none"><li>• A third-year university student studying fine arts.</li><li>• Wants to improve her paintings skills.</li><li>• Also wants to learn about the impressionist techniques taught in class.</li><li>• Uses both her laptop and phone.</li></ul>	<ul style="list-style-type: none"><li>• Browse for painting techniques and impressionist style.</li><li>• Read about painting techniques.</li><li>• Share useful techniques with her friend in class.</li></ul>
Art collector	<ul style="list-style-type: none"><li>• An art collector looking for works to expand his collection.</li><li>• Uses his desktop computer to look for new artists with interesting works.</li></ul>	<ul style="list-style-type: none"><li>• Search for interesting artists.</li><li>• Search for beautiful painting and sketches.</li><li>• Buy more works for his collection.</li></ul>
High school graduate	<ul style="list-style-type: none"><li>• A high school graduate starting university in the fall.</li><li>• Needs to buy graphite pencils and charcoal.</li><li>• Confused about the quality and brand of products needed.</li><li>• He wants to read reviews for these products.</li><li>• Uses his phone for searching supplies.</li></ul>	<ul style="list-style-type: none"><li>• Read reviews about different art supplies.</li><li>• Buy art supplies.</li></ul>

Art enthusiast	<ul style="list-style-type: none"> <li>• An art enthusiast who wants to know the meaning and significance of a painting she saw in a museum.</li> <li>• Uses her phone to look up information about the painting.</li> </ul>	<ul style="list-style-type: none"> <li>• Read about the painting in the museum.</li> <li>• Learn more about other interesting works of art.</li> </ul>
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