



WEBSITE
DEVELOPMENT
PROJECT

LEART

A WEBSITE FOR BUYING AND SELLING ORIGINAL ARTWORKS.

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OUR TEAM

SOLOMIYA DATSKIV



SOFIIA PANKIV

YULIIA ANTONOVA

We worked in a team, researched users, did design, technical implementation on Svelte.js, testing and optimization.

During the Research and Planning_phase of the project, Sofiia was mainly working on the wireframes, design and aesthetics of the webpage, Solomiya and Yuliia were working mainly on the analysis, audience and context research. All members of the group took part in planning, identifying project goals and objectives, doing research, creating personas and scenarios.



PROJECT TIMELINE

- Topic Selection and Research of Existing Websites
 - Conducting Audience and Context Research
 - Setting Project Goals and Objectives
 - Creating Moodboards, Wireframes and Prototypes
-
- Planning and Dividing the Workload
 - Website Development
 - Testing and Presentation

ANALYSIS AND RESEARCH

EXISTING WEBSITES THAT WE ANALYZED FOR OUR RESEARCH:

1. Etsy - for selling unique handmade works: paintings, sculptures, posters, and other artworks.
2. SaatchiArt - marketplace where artists can sell paintings, photographs, and sculptures directly to buyers.
3. Artfinder - platform offering original artworks from independent artists.
4. Artsy - platform connecting galleries, auction houses, and artists to sell artworks.
5. Singulart - platform where artists can sell their works, targeting the international market.

WE HAVE IDENTIFIED THREE USER PERSONAS. EACH GROUP MEMBER CREATED ONE OF THE PERSONAS, DESCRIBED THEM AND DID THE TESTING. WE PROCEEDED FROM THEIR NEEDS AND SHAPED THE GOALS OF THE PROJECT.

USER PERSONA 1

THE FIRST IS EMMA, 32, A MOM AND FREELANCE ILLUSTRATOR. SHE ACTIVELY USES TECHNOLOGIES, IS LOOKING FOR ORIGINAL PAINTINGS FOR THE INTERIOR, PREFERS SITES WITH GOOD FILTERS, REVIEWS, A MOBILE VERSION AND THE ABILITY TO SAVE FAVORITE PRODUCTS. CONVENIENCE AND VISUAL CLEANLINESS ARE ESPECIALLY IMPORTANT TO HER.

User Persona: Emma Taylor, 32, stay-at-home mom

Demographics:

Emma Taylor is 32, a stay-at-home mom, a part-time freelance illustrator. She has a Bachelor's degree in Graphic Design. Emma's income level is middle-class, she lives in Suburban area with her family, husband and a kid (age 5). Emma is comfortable with technology, and uses smartphones, tablets, and laptops daily for work and in her daily routine.



Preference:

Preference in Design Styles:

Emma loves modern, minimalist, and bohemian styles and appreciates unique, handmade, and original artworks.

Preferred Features:

Emma prefers easy-to-navigate websites with clear categories (e.g., paintings, sculptures, wall decor). She often uses zoom to see details of artworks while shopping, so she is happy when websites have high-quality images with zoom functionality. Emma also finds especially useful filters for price range, size, color, and artist; Wishlist and save-for-later options. She pays a lot of attention to customer reviews and artist bios and appreciates mobile-friendly design for browsing on the go.

Content Interests:

Emma is interested in blogs on styling artworks in home spaces, themed collections (e.g., holiday decor), she also loves to read stories about artists and their creative processes.

Goals:

USER PERSONA 2

THE SECOND PERSONA IS FRED, 67, A COLLECTOR. HE LIKES CLARITY: CLEAR PRICES, SIMPLE NAVIGATION, HIGH-QUALITY PHOTOS AND A MINIMUM OF DISTRACTING ELEMENTS. IT'S IMPORTANT TO HIM TO EASILY FIND UNIQUE WORKS AND MAKE QUICK PURCHASES WITHOUT UNNECESSARY STEPS.

User Persona: Fred, 67, Collector.

Demographics: Fred is 67 years old, old-school man. He has education in economy sphere, but he was always collecting some interesting art and helps young artist by investing in their art. Since he was retired, he had more time to learn more about art pieces and collect pieces he liked and valued.

Preference:

Preference in Design Styles:

Fred prefers minimalism and simplicity in websites and appreciate unique artworks which can accomplished his collection.



Preferred Features:

Fred prefers simply looking sites with clear and easy navigation through it, transparent pricing and fees which could be seen as soon as possible because usually customers either don't notice or notice at the last moment before payment. He likes the site with high-quality photos and clear description of every artwork to be able to see exactly how the art looks like, and it would help him to decide what art piece he wants to buy.

Content Interests:

Fred is interested in collecting artworks he finds unique to supplement his own collection.

Goals:

USER PERSONA 3

THE THIRD USER IS MICHAEL, 35, AN AMATEUR ARTIST. HE CREATES BOTH PAINTINGS AND DECOR ITEMS. IT'S IMPORTANT TO HIM TO FIND A PLATFORM WHERE IT'S EASY TO UPLOAD WORK, SET UP STORE, UNDERSTAND THE COMMISSION RULES, AND START SELLING.

Michel, 35 years old, artist

A 35-year-old man with two higher education degrees (history and economics) with good computer and internet skills. An amateur artist working in various styles and techniques: acrylic, oil, pencils, pastels, also creating home decorations from foam, fabric and other materials. You are looking to sell your work, and have explored Etsy, Saatchi Art, Artfinder, Artsy, and Singulart platforms.

Etsy may be the most suitable platform. It is geared towards selling both artwork and handmade crafts, which aligns with your profile. The platform offers a user-friendly interface for uploading works and interacting with buyers. Etsy also has a broad audience interested in unique and creative items, allowing to sell both paintings and handmade crafts.

Saatchi Art and Artfinder are good choices to focus on selling paintings. However, their audience is more interested in professional works, and the registration and approval process may be more challenging for artists with a small portfolio.

Artsy and Singulart are geared toward professional artists and galleries, which may limit opportunities for an amateur artist. These platforms require a high level of professionalism and an extensive portfolio.



WIREFRAMES AND CONCEPTS

Account Page

Form for selling Page

Home Page

Filter Page

Artwork Page

Checkout Page

Filter Page

Home Page

Artwork Page

Checkout Page

About us/Contact Page

Account Page

Form for selling Page

Home Page

Filter Page

Artwork Page

Checkout Page

Filter Page

WEBSITE DEVELOPMENT

All the group members were working on the development and testing of our webpage.

- Sofiia was focusing on the HOME Page, ARTWORK Pages, Basket and Header.
- Solomiya was focusing on the ABOUT and CONTACT pages and was helping with other pages.
- Yuliia was creating PROFILE Page and FORM FOR SELLING Page.



Homepage

The LeArt homepage features a large, horizontal landscape painting at the top. Below it, four smaller artworks are displayed in a grid:

- Poster**: An ink painting of a woman sitting at a typewriter with the text "WRITE WITHOUT FEAR" and "EDIT WITHOUT MERCY".
- Light House**: A watercolor painting of a lighthouse on a rocky shore.
- Poet**: An oil painting of a man with a mustache, identified as a poet.
- Closed! Frieder, do you realize what that means**: An acrylic painting of two figures in a room.

At the bottom, a footer bar includes the text "© 2025 LeArt. All rights reserved."

A detailed view of the "Poster" artwork from the previous screen. The artwork shows a woman at a typewriter with the text "WRITE WITHOUT FEAR" and "EDIT WITHOUT MERCY". The page includes a back arrow, a search bar, and navigation links for Home, About, Contact, and a dropdown menu.

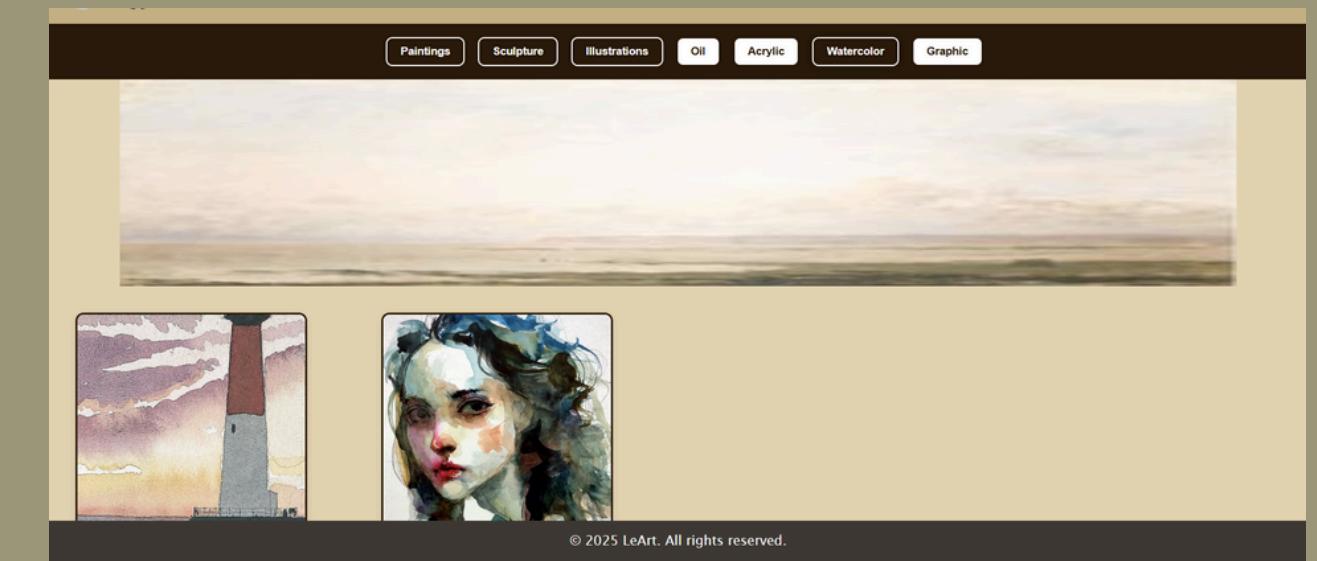
A detailed view of the "Light House" artwork from the previous screens. The artwork is a watercolor painting of a lighthouse. The page includes a back arrow, a search bar, and navigation links for Home, About, Contact, and a dropdown menu.

Homepage

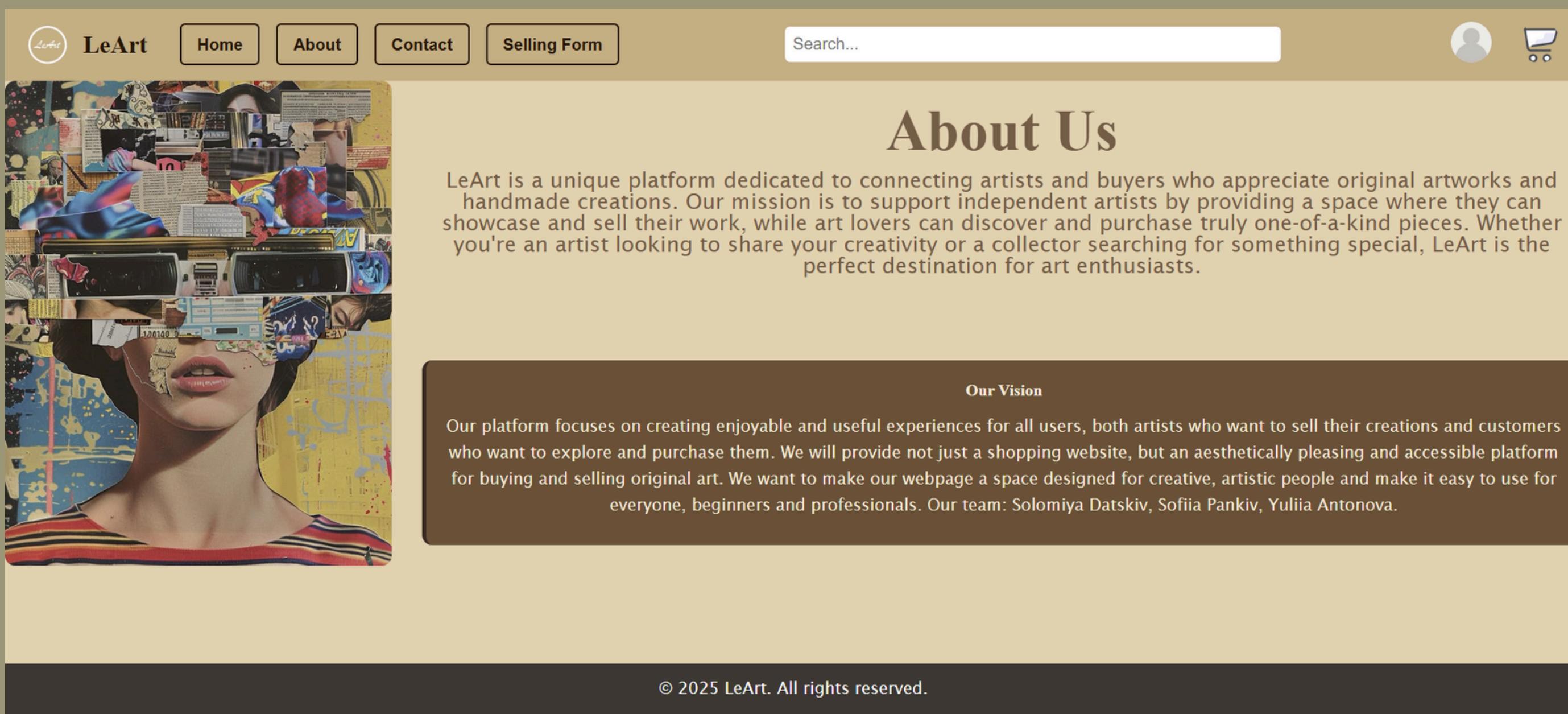
At the top, we have a clean and straightforward navigation bar. The "LeArt" logo clearly identifies our platform, and the main sections - 'Home,' 'About,' 'Contact,' and 'Selling Form' - are easily accessible.

We've included a search bar, allowing users to quickly find specific artworks or artists. The shopping cart and user profile icons are placed intuitively in the top right corner for easy access.

Below the main navigation, we've implemented a category filter. This allows users to quickly narrow down their search based on the type of artwork they are interested in, such as 'Paintings,' 'Sculpture,' 'Illustrations,' etc. The main visual area showcases a selection of artworks. We've opted for a clean and spacious layout, allowing each piece to stand out. The images you see here features examples of the art available on LeArt. Notice how each artwork is presented with a clear thumbnail, the title of the piece, and in some cases, the artist's name and price. The overall color palette is intentionally neutral and calming, ensuring that the focus remains on the artwork itself. At the bottom of the page, we maintain simplicity with clear copyright information.



ABOUT PAGE



The screenshot shows the LeArt website's About Us page. At the top, there is a navigation bar with the LeArt logo, Home, About, Contact, Selling Form, a search bar, and user/account icons. The main content area features a large, abstract artwork on the left and a dark brown callout box on the right containing the 'Our Vision' text. The central heading is 'About Us'.

About Us

LeArt is a unique platform dedicated to connecting artists and buyers who appreciate original artworks and handmade creations. Our mission is to support independent artists by providing a space where they can showcase and sell their work, while art lovers can discover and purchase truly one-of-a-kind pieces. Whether you're an artist looking to share your creativity or a collector searching for something special, LeArt is the perfect destination for art enthusiasts.

Our Vision

Our platform focuses on creating enjoyable and useful experiences for all users, both artists who want to sell their creations and customers who want to explore and purchase them. We will provide not just a shopping website, but an aesthetically pleasing and accessible platform for buying and selling original art. We want to make our webpage a space designed for creative, artistic people and make it easy to use for everyone, beginners and professionals. Our team: Solomiya Datskiv, Sofiia Pankiv, Yuliia Antonova.

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The mobile screenshot shows the LeArt website's About Us page. It features a large, abstract artwork at the top and a dark brown callout box on the right containing the 'Our Vision' text. The central heading is 'About Us'.

About Us

LeArt is a unique platform dedicated to connecting artists and buyers who appreciate original artworks and handmade creations. Our mission is to support independent artists by providing a space where they can showcase and sell their work, while art lovers can discover and purchase truly one-of-a-kind pieces. Whether you're an artist looking to share your creativity or a collector searching for something special, LeArt is the perfect destination for art enthusiasts.

Our Vision

Our platform focuses on creating enjoyable and useful experiences for all users, both artists who want to sell their creations and customers

ABOUT PAGE

We aimed for a clean and readable layout that invites users to take a moment to connect with the story behind the platform.

The About section starts with a short paragraph describing what LeArt is — a space that supports independent artists and connects them with appreciative buyers.

Below that, we included our vision statement, which outlines our goals: accessibility, usability, and a welcoming space for everyone — from beginners to professionals.

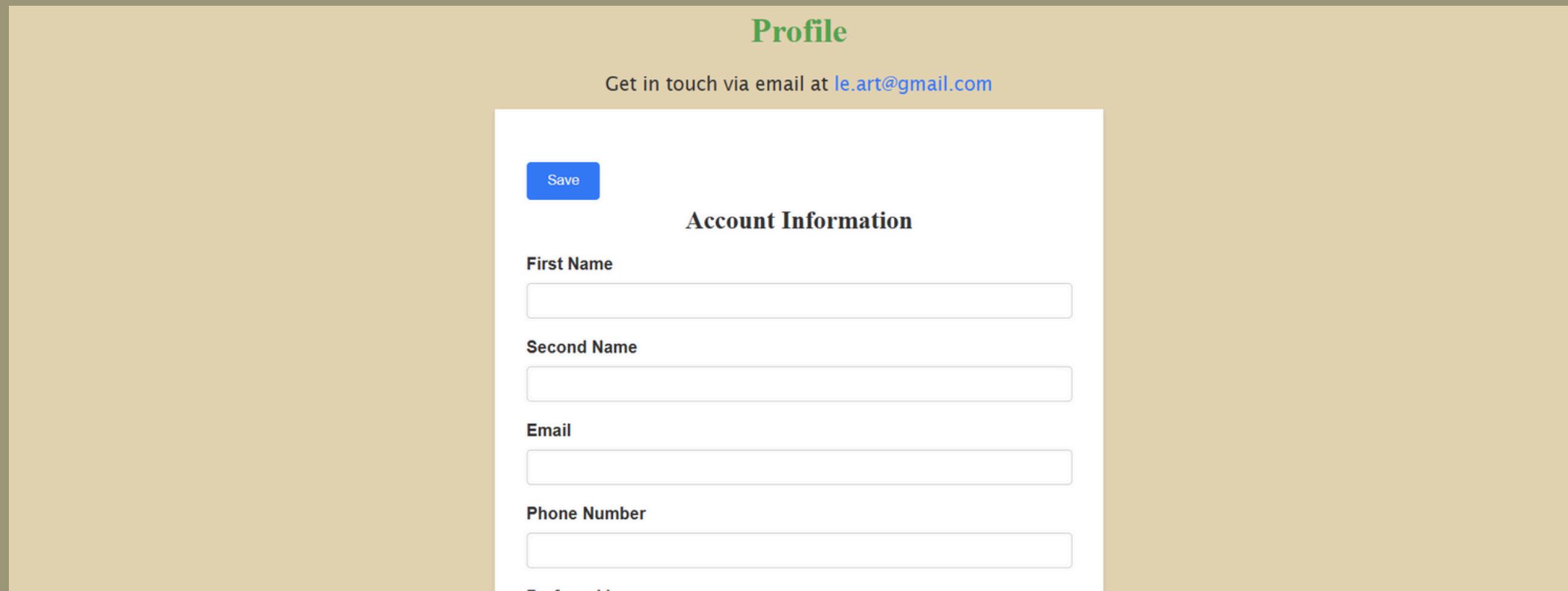
CONTACT PAGE

We designed this page to be straightforward. The background art adds an artistic feel without distracting from the content. We included all the necessary contact details in a way that's visually clear and easy to find. The clean layout and warm tones help make the user feel welcomed and supported when reaching out.

The screenshot shows the LeArt Contact page. At the top, there is a navigation bar with the LeArt logo, Home, About, Contact, and Selling Form buttons, and a search bar. Below the navigation is a large, abstract painting with warm tones of orange, yellow, and brown. On the left side of the painting, there is a sidebar with the title "Contact Us" and contact information: Email: support@leart.com, Instagram: @LeArtOfficial, Facebook: LeArt Community, Phone: +123 456 7890, and Address: 123 Art Street, Creativity City, Artland. At the bottom of the page is a dark footer bar with the text "© 2025 LeArt. All rights reserved."

The screenshot shows a modified version of the LeArt Contact page. The layout is similar to the first one, featuring a navigation bar at the top, a large abstract painting background, and a sidebar on the left with contact information. However, the sidebar has been updated to include a "Selling Form" button instead of the original "Contact" button. The contact information remains the same: Email: support@leart.com, Instagram: @LeArtOfficial, Facebook: LeArt Community, Phone: +123 456 7890, and Address: 123 Art Street, Creativity City, Artland. The footer bar at the bottom contains the copyright notice "© 2025 LeArt. All rights reserved."

PROFILE



"Profile" page on LeArt is your special corner of the website where you can manage your information. The main part of the page is called "Account Information." Think of this as the details about your LeArt account. You'll see different boxes where you can fill things in: First Name, Second Name, Email, Phone Number. This "Profile" page is all about giving you control over your personal details on LeArt.

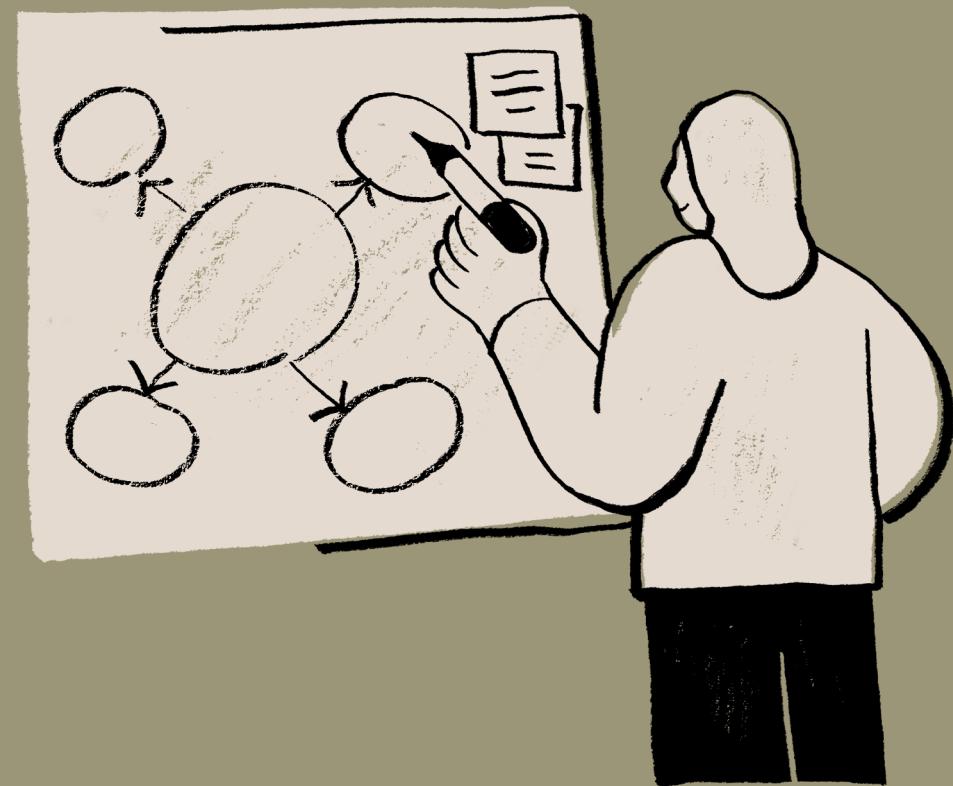
SELLING FORM

The website features a clean, modern design with a light beige background and a dark header bar. The header includes the LeArt logo, navigation links for Home, About, Contact, and Selling Form, and a search bar. The main content area is divided into two sections: 'Form for Selling' and 'Product Details'. The 'Form for Selling' section contains fields for Product Name, Category, Price, Stock Quantity, Shipping Info, and Contact, with a prominent blue 'Sell' button at the bottom. The 'Product Details' section shows a product image of a white hamster sculpture, its name ('Hamster'), a brief description ('Sculpture of a cute hamster'), and its price (\$750). To the right, there is a 'Shipping Info' section with fields for Name, Email, Country, County, Street, Building / Apartment, Post Code, and a 'Confirm Order' button.

We made this form really easy to understand and use. It. This page is all about making that connection between the artist and the buyer smooth and straightforward.

CONCLUSION

OUR GOAL IN THIS PROJECT WAS TO CREATE A WELCOMING AND INTUITIVE ENVIRONMENT FOR ALL OUR USERS. WE BELIEVE THAT THE CLEAN LAYOUT, CLEAR NAVIGATION, AND FOCUSED PRESENTATION OF ARTWORK ON THE WEBSITE EFFECTIVELY BALANCE SIMPLICITY WITH THE ABILITY FOR USERS TO DISCOVER AND ENGAGE WITH ART, SETTING THE STAGE FOR A POSITIVE AND SEAMLESS EXPERIENCE ON LEART.





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THANK YOU FOR YOUR ATTENTION!

