Research Report and Design Planning

Group Project

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# Topic Selection and Research of Existing Websites

The topic of our website research is shopping: a website for buying and selling original artworks.

### For Buying and Selling Original Artworks:

1. **Etsy**  
   A platform for selling unique handmade works, including paintings, sculptures, posters, and other artworks.
2. **SaatchiArt**  
   An international online marketplace where artists can sell paintings, photographs, and sculptures directly to buyers.
3. **Artfinder**  
   A platform offering original artworks such as paintings, prints, and drawings from independent artists.
4. **Artsy**  
   A platform connecting galleries, auction houses, and artists to sell both contemporary and classic artworks.
5. **Singulart**  
   A platform where artists can sell their works, targeting the international market.

### For Digital Art and NFTs:

1. **Foundation**
2. **OpenSea**
3. **SuperRare**

### For Auctions:

1. **Sotheby’s**
2. **Christie’s**

### Social Platforms for Artists:

1. **DeviantArt**  
   **Behance**

## Etsy Website Analysis Based on Key Criteria:

### 1. User-Friendliness

* **Interface:**  
  Etsy has an intuitive interface that is simple for both buyers and sellers. The homepage is organized so users can quickly find categories such as "jewelry," "art," "clothing," and "home decor."
* **Navigation:**  
  Key functions (search, filters, categories) are easy to access. Users can search for items by keywords and filter by price, color, material, and seller location.
* **Purchase Process:**  
  Buying is straightforward, requiring just a few clicks. After selecting an item and adding it to the cart, the checkout process is seamless.
* **For Sellers:**  
  Etsy provides convenient tools for setting up a shop, including detailed guides and sales analytics.
* **Disadvantages:**  
  New sellers may find the numerous set-up options overwhelming.

### 2. Responsiveness

* **Mobile Version:**  
  The mobile site is adapted for smaller screens, maintaining full functionality for search, categories, and checkout.
* **Mobile App:**  
  Etsy’s iOS and Android app is optimized for shopping and store management, offering all the features of the desktop version.
* **Loading Speed:**  
  Pages load quickly, even with numerous images, ensuring a smooth user experience.

### 3. Accessibility

* **Localization:**  
  The site is available in multiple languages, including Russian, making it convenient for an international audience. Various currency payment options are also supported.
* **For Users with Disabilities:**  
  Etsy adheres to accessibility standards, allowing screen readers for visually impaired users.
* **Disadvantages:**  
  Return and exchange policies vary by seller, making it difficult for some users to find relevant information.

### 4. Aesthetics

* **Design:**  
  Etsy has a minimalist and clean design. The white background, large product images, and well-structured typography create a modern and professional look.
* **Color Palette:**  
  Neutral tones highlight sellers' products without distraction.
* **Visual Organization:**  
  Well-structured product cards include descriptions, prices, and reviews, making browsing pleasant.

### 5. Content Quality

* **Product Descriptions:**  
  Content quality depends on sellers. Most provide detailed descriptions, photos, and specifications.
* **Photos:**  
  Etsy encourages sellers to use high-quality images, enhancing buyer confidence.
* **Reviews:**  
  A transparent review system helps buyers assess seller reliability.
* **Disadvantages:**  
  Some listings have poorly edited descriptions or low-quality images.

### 6. Interactivity

* **For Buyers:**  
  Features include adding items to favorites, leaving reviews, and asking sellers questions.
* **For Sellers:**  
  Tools for store customization, analytics, and advertising help maintain engagement.
* **Community:**  
  Etsy offers educational materials, forums, and blogs to support sellers.
* **Disadvantages:**  
  The chat feature with sellers may experience delays, depending on the seller response time.

### 7. Consistency

* **Design and Interface:**  
  Etsy maintains consistent experience across mobile, web, and app versions, allowing users to switch seamlessly.
* **Product Listings and Categories:**  
  Product pages, category listings, and shop profiles follow a unified design, enhancing professionalism and ease of use.
* **Interaction:**  
  Core features (search, filters, categories) function identically across all platforms.
* **Seller Tools:**  
  Integrated seller tools maintain a consistent structure for store setup, order management, and advertising.

**Branding:**

* Etsy’s brand identity (color scheme, fonts, and logo) remains consistent across all pages, including order confirmation emails, notifications, and platform messages.

**Disadvantages:**

* Users may occasionally experience functional discrepancies between the web version and the mobile app, as some seller tools are only available on desktop.
* The visual organization of product descriptions and images depends entirely on sellers, which can affect the overall consistency of the platform.

### **Overall Rating:** 4.76/5

Etsy remains one of the best platforms for buying and selling unique products due to its user-friendliness, aesthetics, high-quality content, and consistency in user experience.

## Saatchi Art Website Analysis Based on Key Criteria:

### 1. User-Friendliness

* **Interface:**  
  Saatchi Art's interface is designed for art enthusiasts, prioritizing aesthetics and ease of use. The homepage immediately offers search categories such as paintings, photography, sculptures, and digital art.
* **Navigation:**  
  A well-structured filter system allows users to search artwork by price, size, style, color, material, and artist name.
* **Purchase Process:**  
  The buying process is intuitive and straightforward, enabling quick order placement.
* **For Artists:**  
  The platform provides clear tools for uploading artwork, setting up a profile, and monitoring sales.
* **Disadvantages:**  
  New artists may find the profile creation process challenging due to the extensive data required.

### 2. Responsiveness

* **Mobile Version:**  
  The website is adapted for mobile devices, with filters and images scaling well for smaller screens.
* **Mobile App:**  
  Saatchi Art does not offer an official mobile app, which may be a drawback for users accustomed to mobile platforms.
* **Loading Speed:**  
  Pages and images load quickly, which is crucial for a site with a high volume of visual content.

### 3. Accessibility

* **Localization:**  
  The site targets an international audience but is available only in English. However, multiple currency options simplify transactions.
* **For Users with Disabilities:**  
  Saatchi Art follows basic accessibility standards, including keyboard navigation and screen reader support.
* **Disadvantages:**  
  The lack of multilingual support limits accessibility for users who do not speak English.

### 4. Aesthetics

* **Design:**  
  The website follows a minimalist style, focusing on showcasing artworks. A white background and large images create a professional atmosphere.
* **Color Palette:**  
  Neutral tones help keep the focus on the artworks rather than the website’s design.
* **Visual Organization:**  
  Galleries and product cards are structured to highlight the quality of the artwork as effectively as possible.

### 5. Content Quality

* **Artwork Descriptions:**  
  Each piece is accompanied by detailed information, including title, size, materials, style, description, and artist biography.
* **Photographs:**  
  High-quality images with zoom functionality for detailed examination. Some artworks include in-room photos to showcase scale.
* **Reviews:**  
  The platform does not use a review system, making the selection of artworks entirely a matter of the buyer’s personal taste.
* **Disadvantages:**  
  Shipping and return details may sometimes be insufficiently detailed.

### 6. Interactivity

* **Buyer Features:**  
  Users can favorite artworks, create collections, and contact artists through the platform.
* **Artist Features:**  
  Saatchi Art offers promotional advice and sales analytics for artists.
* **Social Features:**  
  The platform has a blog featuring artist interviews and curated collections, enhancing user engagement.
* **Disadvantages:**  
  The lack of direct communication between buyers and artists limits customization options for orders.

### 7. Consistency

**Design & Interface**

* Saatchi Art maintains a consistent minimalist style across all pages. Product cards, artist profiles, and galleries share the same format, making navigation intuitive.
* The color palette and typography use neutral tones, ensuring the focus remains on the artworks.

**User Interaction**

* Core interface elements (search, filters, cart) function the same way on both desktop and mobile versions.
* Page structures are designed to help users easily understand their location and navigate relevant information.

**Content & Features**

* Artwork descriptions, images, and artist biographies follow a standardized structure, making the platform predictable and user-friendly.
* A uniform process for artists to upload their works helps maintain a professional gallery appearance.

**Disadvantages:**

* The absence of a mobile app limits consistency in mobile user experience.
* Limited direct communication between buyers and artists could reduce the sense of personalized service.

### **Overall Rating:** 4.53/5

Saatchi Art is a professional platform with an aesthetically pleasing design and a highly consistent interface. However, adding a mobile app and multilingual support would significantly enhance the user experience.

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## Analysis of the Artfinder Website Based on Key Criteria

### 1. User-Friendliness

* **Interface:**  
  Artfinder has a user-friendly interface with a well-organized homepage. The main categories ("Paintings," "Sculptures," "Photography") and filters (price, size, style) are easily accessible.
* **Navigation:**  
  The site provides a simple and logical search process. Users can filter artworks by color, style, material, and even mood.
* **Purchase Process:**  
  The checkout process is straightforward and does not require unnecessary steps. Buyers receive clear information on pricing, shipping, and applicable taxes.
* **For Artists:**  
  Artfinder offers an easy registration and artwork upload system. However, competition can be tough due to the high quality of listed artworks.
* **Drawbacks:**  
  The abundance of filters may be slightly overwhelming for inexperienced users.

### 2. Responsiveness

* **Mobile Version:**  
  The website is fully optimized for mobile devices. All key functions, including filters and galleries, work properly.
* **Mobile App:**  
  Artfinder does not have an official mobile app, which may be a downside for users who prefer shopping through apps.
* **Loading Speed:**  
  Pages and images load quickly, even when browsing high-resolution artwork photos.

### 3. Accessibility

* **Localization:**  
  Artfinder supports multiple currencies and offers worldwide shipping. However, the interface language is only available in English.
* **For People with Disabilities:**  
  The website follows basic accessibility standards, including support for screen readers and easy keyboard navigation.
* **Drawbacks:**  
  The lack of multilingual support limits accessibility for users who do not speak English.

### 4. Aesthetics

* **Design:**  
  The site adopts a minimalist style that highlights artwork. A white background and large images create a professional atmosphere.
* **Color Palette:**  
  Neutral tones help keep the focus on the artwork rather than the website’s design.
* **Visual Organization:**  
  Galleries and product cards are structured to showcase artwork quality as effectively as possible.

### 5. Content Quality

* **Artwork Descriptions:**  
  Each piece includes detailed information such as title, size, materials, style, description, and artist biography.
* **Photographs:**

High-quality images. Some artworks include additional photos, such as in-room views, to demonstrate scale.

**Reviews:**

* The review system helps users assess the quality of artists' work and their level of service.

**Disadvantages:**

* Content quality sometimes depends on the artist, and some descriptions lack detailed information.

### 6. Interactivity

* **Features for Buyers:**  
  Buyers can add artworks to favorites, follow their favorite artists, and receive personalized recommendations.
* **Features for Artists:**  
  The platform offers promotional tools, including marketing advice.
* **Social Features:**  
  Artfinder has a blog that features curated artwork selections, news, and art-buying tips.

**Disadvantages:**

* The lack of direct communication between buyers and artists limits order customization options.

### 7. Consistency

**Design & Interface:**

* **Unified Style:** Artfinder maintains a minimalist design across all pages. A white background, neutral colors, and large images create a professional and clean look.
* **Navigation:** Filters, galleries, and product cards are consistently organized, helping users navigate the site efficiently.

**User Experience:**

* **Functionality:** Filters and search functions work consistently across all devices, ensuring predictable user experience.
* **Checkout Process:** The order placement process is standardized and clear at every step, reducing the risk of errors.
* **Structural Logic:** Artist pages, galleries, and user profiles follow a uniform style, maintaining platform coherence.

**Content:**

* **Product Listings:** Descriptions, images, and artist biographies follow a set template, ensuring a consistent presentation.
* **Recommendation System:** Personalized recommendations function reliably, using the same data structure for all users.

**Disadvantages:**

* **Multilingual Support:** The lack of language options limits accessibility for a global audience, disrupting the user experience for non-English speakers.
* **Mobile App:** The absence of a mobile app reduces consistency between desktop and mobile experiences.

### **Overall Rating:** 4.53/5

Artfinder is a cohesive and aesthetically pleasing platform for buying and selling original art. Addressing multilingual support and the lack of a mobile app would enhance its versatility.

## Artsy Website Analysis Based on Key Criteria:

**1. User-Friendliness**

* **Interface:**  
  Artsy offers an elegant and professionally designed interface. The homepage immediately highlights key sections such as *Auctions*, *Contemporary Art*, *Galleries*, and *Artists*.
* **Navigation:**  
  A clear and well-structured navigation system allows users to find desired artworks quickly. Filters are available for style, price, size, and gallery location.
* **Purchase Process:**  
  The checkout process is intuitive. Artsy integrates purchases through galleries, auctions, or direct sales.

**For Galleries & Artists:**

* The platform is tailored for professionals, offering powerful tools for promoting artwork.

**Disadvantages:**

* The platform may be challenging for beginners unfamiliar with the professional art world.

**2. Responsiveness**

* **Mobile Version:**  
  The site is optimized for mobile devices while maintaining full functionality, including filters and galleries.
* **Mobile App:**  
  Artsy offers an official iOS app, providing access to all major site features, including participation in auctions.
* **Loading Speed:**  
  Despite the large volume of visual content, pages load quickly due to optimized images.

**3. Accessibility**

* **Localization:**  
  The site is available only in English, which may limit its audience. However, multiple currencies are supported for international buyers.
* **For Users with Disabilities:**  
  Artsy adheres to basic accessibility standards but is primarily designed for a visually oriented audience.

**Disadvantages:**

* The lack of multilingual support may hinder usability for international audiences.

**4. Aesthetics**

* **Design:**  
  Artsy features a modern and sophisticated design that reinforces the platform's professionalism. A white background and large images create a gallery-like atmosphere.
* **Color Palette:**  
  A neutral color scheme highlights the artwork rather than the interface.
* **Visual Organization:**  
  Pages are structured to keep the artwork as the focal point, with supplementary information placed peripherally.

**5. Content Quality**

* **Artwork Descriptions:**  
  Each piece is accompanied by a detailed description, including information about the artist, materials used, the work's history, and its significance.
* **Photographs:**  
  All images are high quality, with a zoom feature for detailed examination.
* **Educational Content:**  
  Artsy actively publishes articles, curated collections, and artist interviews, positioning itself as an educational resource.

**Disadvantages:**

* Some rare or unique pieces may have limited information available.

**6. Interactivity**

**Functionality for Buyers**

* Buyers can participate in auctions, add artworks to favorites, and receive personalized recommendations.

**Functionality for Artists & Galleries**

* The platform provides tools for promotion, analytics, and connecting with potential clients.

**Social Features**

* Artsy actively uses email newsletters and personalization to keep users engaged.

**Disadvantages**

* Direct interaction between buyers and sellers is not always possible, making order personalization more difficult.

**7. Consistency**

**Design & Interface**

* **Unified Style:** Artsy maintains high design consistency, using a minimalist style with a white background and a neutral color palette across all pages.
* **Navigation:** Key navigation elements, including filters, categories, and product cards, follow a uniform layout, simplifying user interaction.
* **Mobile Adaptation:** The interface of both the website and mobile app remains visually and functionally consistent, ensuring a smooth transition between devices.

**User Interaction**

* **Purchase Process:** The checkout process remains standardized, whether purchasing through a gallery, auction, or direct sale.
* **Functionality:** Filters and personalization work consistently across all sections, making the user experience predictable.

**Content**

* **Description Structure:** All artworks are accompanied by consistent descriptions, including essential details such as size, style, artist, and history.
* **Educational Content:** Articles, curated collections, and interviews are formatted in a uniform style, providing valuable and engaging information.

**Disadvantages**

* **Language Support:** The lack of a multilingual platform creates a barrier for international users, reducing overall user experience consistency.
* **Direct Interaction:** The absence of direct communication between buyers and sellers sometimes disrupts order personalization.

### Overall Rating: 4.63/5

Artsy is a professional platform for art enthusiasts, collectors, and galleries. Its high consistency in design, functionality, and content makes it one of the best in its segment. However, multilingual support and improved accessibility for beginners could enhance its versatility.

## Analysis of the Singulart Website Based on Key Criteria

**1. User-Friendliness**

**Interface**

* Singulart has an elegant and intuitive interface. The homepage highlights categories such as "Paintings," "Sculptures," and "Photography," as well as key collections and curated selections.

**Navigation**

* Navigation is simple and user-friendly, offering search options by style, materials, size, price, and color. There are also dedicated sections for collectors and corporate buyers.

**Purchase Process**

* The checkout process is well-structured, with the option to contact customer support for additional details.

**For Artists**

* Singulart provides an easy-to-use interface for uploading artworks. However, registration is selective, as the platform focuses on high-level professionals.

**Disadvantages**

* The process may be slightly complex for beginners, both users and artists.

**2. Responsiveness**

* **Mobile Version:** The site is fully optimized for mobile devices while maintaining functionality and aesthetics.
* **Mobile App:** Currently, Singulart does not have an official mobile app, which may be a drawback for users who prefer mobile applications.
* **Loading Speed:** Pages and images load quickly, which is crucial for showcasing high-quality artworks.

**3. Accessibility**

* **Localization:** Singulart is designed for an international audience and supports multiple languages (including French, English, German, and more), along with various currency options for payments.
* **For Users with Disabilities:** The platform meets basic accessibility standards, including keyboard navigation and screen reader support.

**Disadvantages**

* Although the site is multilingual, some translations may be limited or automated.

**4. Aesthetics**

* **Design:** Singulart features a modern and minimalist design, focusing on the artworks. The white background and large images create a professional look.
* **Color Palette:** Neutral colors and high-quality typography enhance the focus on the artworks.
* **Visual Organization:** Galleries are structured to present artworks in the best light, with clear displays of relevant information.

**5. Content Quality**

* **Artwork Descriptions:** Each piece includes detailed descriptions, covering the artist's biography, materials, size, and technique.
* **Photographs:** High-quality images allow detailed viewing, with some artworks displayed in interior settings for reference.
* **Educational Content:** The platform publishes articles and curated collections, including tips for selecting art and insights into contemporary trends.

**Disadvantages**

* Information on rare or unique works may sometimes be insufficient.

**6. Interactivity**

* **Functionality for Buyers:** Users can follow artists, add artworks to favorites, and receive personalized recommendations.
* **Functionality for Artists:** The platform offers analytical tools and promotional support.
* **Social Features:** Singulart engages users through email newsletters, personalized recommendations, and thematic selections.

**Disadvantages**

* Direct communication between buyers and artists is not always possible, as most interactions occur through the platform.

**7. Consistency**

**Design & Interface**

* **Unified Style:** Singulart maintains a high level of design consistency, featuring a modern minimalist approach, uniform page structure, and an intuitive interface across all sections.
* **Navigation:** The logic of filters, button placement, and product card structure remains unchanged across all pages, making user interaction seamless.
* **Mobile Version:** The responsive design ensures full interface consistency between desktop and mobile versions.

**User Interaction**

* **Purchase Process:** The order placement mechanism remains the same, whether for personal or corporate purchases, creating predictable user experience.
* **Communication:** All interactions with the platform, including support requests, follow a unified standard, emphasizing professionalism.

**Content**

* **Description Structure:** Detailed descriptions of artworks and artist biographies are consistently formatted, making it easier to compare different pieces.
* **Educational Content:** Articles, curated collections, and buying guides follow a uniform style and tone, reinforcing the brand identity.

**Disadvantages**

* **Automated Translation:** While the site supports multiple languages, some translations appear mechanical, reducing the perceived quality.
* **Limited Communication:** Strict moderation of buyer-artist interactions may be seen as a drawback for those who prefer a more personal approach.

### Overall Rating: 4.7/5

Singulart is a professional platform with a strong emphasis on quality, international accessibility, and aesthetics. It stands out for its consistency and well-thought-out design, but the addition of a mobile app and improved translations could make it even more versatile.

# Conduct Audience and Context Research

### User Persona 1

**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:**

Primary Goals: Find original works of art for decoration that are unique; Be able to compare prices and styles with ease to fit your budget; Feel secure in purchasing items; Independently support the artists and/or small businesses.

Secondary Goals: Discover new artists or trends in home decoration; Save time by getting what she is looking for ASAP.

**Frustrations:** poor mobile usability; confusing navigation; unclear product details; shipping and return issues; lack of personalization:

Emma gets frustrated with websites that are not optimized for mobile, slow loading times. She can get overwhelmed because of cluttered website layouts and complicated forms and return policies for merchandise like artworks.

**Scenario for the Activity**

Task: Emma is looking for a large abstract painting in neutral tones with blue accents to hang above her living room sofa. Her budget is $200–$500. She wants to browse quickly, compare options, and make a secure purchase.

### Simulated Interactions with Art Websites

**1. Etsy**

Steps Taken:

1. Search for "abstract painting" in the search bar

2. Filters applied: Size-large, Color-neutral tones, blue accents, Price-$200-$500

3. Saved a few items to the Wishlist

4. Read the customer reviews and check for shipping details.

5. Attempted checkout

Observations:

It was easy to use the filters and quickly narrow down the options; customer reviews gave great confidence in the quality of the artwork.

Shipping costs were unclear until the final checkout step.

Improvements: Earlier display of shipping costs.

**2. SaatchiArt**

Steps Taken:

1. Looked in the "Abstract" category

2. Filters: Size, Color, Price

3. Looked through bios of the artists ​

4. Put a painting in a cart and proceeded with checkout ​

Observations:

Filters were easy to work with, artist bios added personality and made a piece of art unique.

The "View in Room" feature was not available for all artworks.

Suggestion: Provide "View in Room" feature for all artworks.

**3. Artsy**

Steps Taken:

1. Scrolled the section "Collect"

2. Filtering: Medium, Size, Price

3. Read about the artists and their exhibitions.

4. Tried to get the contact with a gallery to inquire about buying

Observations:

The website had a great deal of details about the artists and exhibitions; filters were well-implemented and easy to apply.

Contacting the gallery for purchase might be indirect and slow, which is the case for some artworks without clear price information.

Suggestion: Add to the site the possibility of direct purchase of artwork with clear pricing.

**4. Artfinder**

Steps Taken:

1. Search for "large abstract art."

2. Applied filters: Budget, Color Palette

3. Utilized the "View in Room" feature to see what the artwork would look like in a living room.

4. Completed the purchase process.

Observations:

The "View in Room" feature was very helpful, and the filters were intuitive and effective.

Sometimes the website would lag when using the "View in Room" feature.

Improvements: Make the "View in Room" feature smoother.

**5. Singulart**

Steps Taken:

1. Browsed the "Abstract Art" collection

2. Size, Color, Price Filter Applied

3. Saved Favorites, and compared similar artwork

4. Proceeded to check out and checked options for payment

Observations:

The comparison feature was nice to evaluate similar artwork; payment options were very clear and secure.

The layout of the website was somehow messy on mobile, and some filters were hard to find.

Improvements: Make the mobile layout more navigable, make filters more salient and accessible.

**Assess the Access Environment**

If peers access websites while walking around on their smartphones, we can witness the following: small text difficult to read on Artsy, buttons too small to tap accurately on Singulart, menus hard to access on Etsy.

**Evaluate the Target Audience’s Tech Proficiency**

Questions to Consider: Emma is tech-savvy, but she prefers simplicity due to her busy schedule. She needs a simplified interface, large buttons, clear labels, and minimal clutter would improve her experience.

Activity:

Tech-Savvy User: Applies multiple search filters and uses advanced features like "View in Room."

Novice User: Concerned with simple tasks such as locating the homepage and help resources. Suggestions: The navigation bar is too crowded. Clear labeling, with a 'Help' section that stands out.

**Documenting Insights**

Persona-based insights: Emma struggled to compare artworks side by side on most websites. She recommended a 'compare' feature that would allow her to assess similar pieces. On SaatchiArt, she enjoyed reading the bios of the artists but wanted more styling tips.

Context-Based Insights: Mobile users can find the websites challenging to navigate due to small-sized menu icons, or perhaps text overlapping at smaller displays. Beginners need clear labels on buttons and a 'Help' tab explicitly to walk them through tasks like filtering and checkout.

### User Persona 2

### **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 hight-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:**

1. **Discover new artists** – Fred wants to explore fresh talent and unique pieces that could appreciate.
2. **Find clear and transparent pricing** – He needs clear costs without hidden fees.
3. **Easily compare artworks** – Prefers simple search tools to compare pieces efficiently.
4. **Make seamless purchases** – A quick, secure buying process is essential.
5. **Quote**: - “I love Art and supporting young talents”.

**Scenario for the Activity**

Task: Fred is searching for something that can be added to his collection. He needs to spend some time in front of computer without any hurry to find exact masteries he would be happy with.

### Simulated Interactions with Art Websites

1. Check filters (or if there is a possibility to press the button “What’s new” which supposed to show new art that was published.

2. Check every aspect of artwork that he likes and read the description with some information about the artist.

3. Saved a few items to the Wishlist

5. Attempted checkout

**Feedback:**

**Etsy** is a good site for finding some interesting handmade stuff and art. It has simple checkout and good search functionality with categories and subcategories. But it has too much clutter and unrelated recommendations, unclear prices because of additional shipping costs and some descriptions are poor or quiet incorrect what can confused customers.

**Etsy** might feel overwhelming for Fred due to the vast number of items and varied seller quality. It may not be the best fit for high-end art collection.

For improvements for this site needs to clear prices showing the price of shipping price next to the art piece.

**Artfinder** and **Saatchi Art** is a site with a large selection of original artworks with a lot of information about the art piece, but there can be some issues for customers with overwhelmed interface and design of site and prices inconsistencies.

Fred finds **Artfinder** and **Saatchi Art** appealing due to their vast selection of emerging artists and clear pricing, though Saatchi Art can feel overwhelming. While both platforms offer quality curation, he struggles with occasional slow loading times and complex navigation.

To improve these sites, it would be nice to have a more structured portfolio of artists, clearer prices and enhance the virtual review to see how art looks from different settings.

**Artsy** and **Singulart** are nearly perfect for customers who are searching for valued piece of art. There is a lot of high-end and investment-grade art pieces, auction-style buying options, detailed artist profiles and provenance, strong focus on contemporary and emerging artists which are good qualities for customers. There are disadvantages too like limited selection compared to larger marketplaces, some artworks require inquiries instead of direct purchases and auctions on **Singular** can be complicated for someone who prefers straightforward buying.

Fred finds **Singulart** and **Artsy** appealing for their curated selection of emerging artists and investment-worthy pieces, with clear artist backgrounds and pricing transparency. However, he sometimes feels overwhelmed by Artsy's auction system and Singulart's limited selection compared to larger marketplaces.

Nice improvements would be if in those sites would be better filters to find emerging artists with investment potential, make a price tracking feature to monitor changes over time.

### User Persona 3:

**User Persona:** Michel, 35 years old, artist

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

Suitable PlatformEtsy may be the most suitable platform for you. 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 you to sell both paintings and handmade crafts.

Saatchi Art and Artfinder are good choices if you want to focus on selling paintings. These platforms cater specifically to artists, making them ideal for promoting your artwork. 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.

### Steps Taken to Research the Platforms

* **Exploring the interface:** You focused on ease of navigation, store setup options, and the process of adding descriptions and photos of your works.
* **Creating a profile:** You examined the registration requirements, how artworks should be described, and how photos should be uploaded.
* **Comparing terms:** You analyzed sales commissions, shipping policies, and customer support conditions.
* **Evaluating the audience:** You assessed how well each platform suits your artistic style.

### Challenges and Ease of Use

* **Etsy** was easy to set up and upload photos to. Navigation is intuitive, and there are plenty of learning resources for beginners. However, the high competition and the need for active shop promotion can be challenging.
* **Saatchi Art and Artfinder** raised questions about the approval process, and you were unsure how best to present yourself to stand out among other artists.
* **Artsy and Singulart** seemed complex for a beginner. Their emphasis on professionalism might discourage artists with a small portfolio.

### User Experience

All the mentioned platforms are accessible on mobile devices, allowing you to work on the go. However, Etsy stands out due to its convenient mobile app.

Saatchi Art and Artfinder are also well-adapted for tablets and smartphones, but you might find their interfaces less intuitive.

Artsy and Singulart have a highly professional design, but their navigation and processes can be difficult for non-professionals.

### Aesthetics and Design

You appreciate soft, pastel colors and minimalist typography, which makes the design of Singulart and Artsy visually appealing to you. However, you also enjoyed Etsy’s lively and inspiring atmosphere, which fosters creativity.

### Conclusion

If your goal is to start selling your artworks and handmade crafts, begin with Etsy, as it provides the best conditions for beginners. To promote your paintings, consider Saatchi Art or Artfinder if you are willing to invest time in building a professional portfolio.

# Project Goals and Objectives

## PROJECT’s Purpose

Creating user-friendly and aesthetically appealing website for selling paintings and handmade crafts, ensuring easy navigation, a seamless ordering process, and providing people an opportunity to buy unique art pieces.

The website should:

* Address the lack of a convenient and professional platform for selling original paintings and handmade crafts.
* Meet buyers' needs for finding and purchasing unique, high-quality works of art.

Target Audience

* Art enthusiasts and collectors.
* People looking for unique gifts.
* Interior decorators and designers.
* Buyers who appreciate handmade craftsmanship and artistic style.

### Expected User Experience

* Ease and convenience of interacting with the website.
* A sense of exclusivity and personalized service.
* Inspiration and a desire to acquire a unique piece of art.

### Broad Objectives

#### Sections and Content

* **Homepage** – Showcasing the uniqueness of the products, highlighting key advantages.
* **Product Catalog** – Convenient categorization, filtering by parameters (price, style, materials, etc.).
* **Product Page** – Detailed photos, descriptions, artist/craftsman information, pricing, and a "Buy" button.
* **About Us** – Story about the artists and craftsmen behind the works, brand history.
* **Customer Reviews and Stories** – Building trust through real customer experiences.
* **Contacts and Feedback** – Contact form, social media links.

#### Functionality

* Intuitive navigation.
* Product search and filtering options.
* Online ordering with multiple payment and shipping options.
* Responsive design for optimal viewing on all devices.
* Social media integration.

#### Design Elements

* Elegant, minimalist style with a focus on visual content.
* Clean interface that highlights the aesthetics of the products.
* A harmonious color scheme that creates a pleasant atmosphere.

This website will provide a comfortable user experience, enhance the perceived value of artworks, and serve as a convenient platform for both artists and buyers.

## Translating goals into user-focused objectives:

**Our goals for the accessible and easy-to-use website are:**

For sellers (artists):

* Simple yet elegant design
* Easy navigation and forms
* Fast notifications with information if someone wants to buy their products
* Interface intuitive and convenient to post artist’s artwork, easy to check the reviews or contact with customers

For buyers:

* Multiple filters to navigate the website
* Categories based on preferences: type of art, artists, price, if needs- gallery
* High quality photos of every art piece from different angle (especially if it’s a sculpture)
* Detailed descriptions of the art piece, information about the artists and galleries
* Contacts and ability to communicate with artists for better buyer/seller connection

### Draft a value proposition:

Our platform will focus 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. This website will stand out by its comfortable and easy to navigate interface, useful features, professionalism and consistency. 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.