

A photograph showing two people's hands and arms as they work on a table. The person on the left is wearing a blue shirt and a black digital watch, holding a black pen. The person on the right is wearing a black and white striped shirt. They are looking at several papers on the table, which include various charts, graphs, and diagrams. One paper has the word 'INFOGRAPHIC' printed on it. The background is slightly blurred, showing a patterned chair.

# Research compiled

ZEUS



# Agenda

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Survey results

Persona

Competitor Analysis

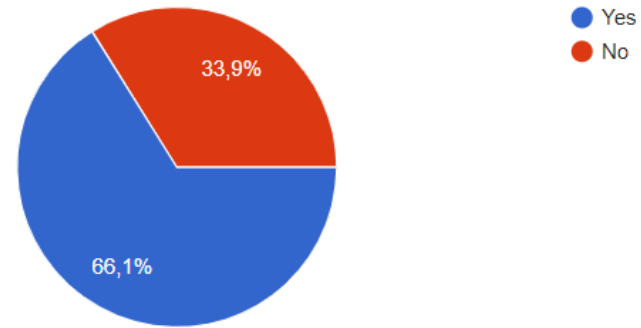
Mood board

Empathy map



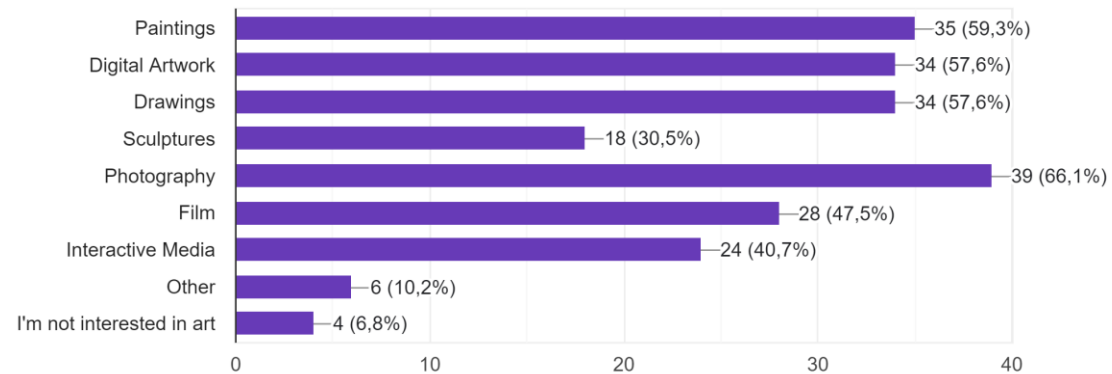
Do you own any art?

59 antwoorden



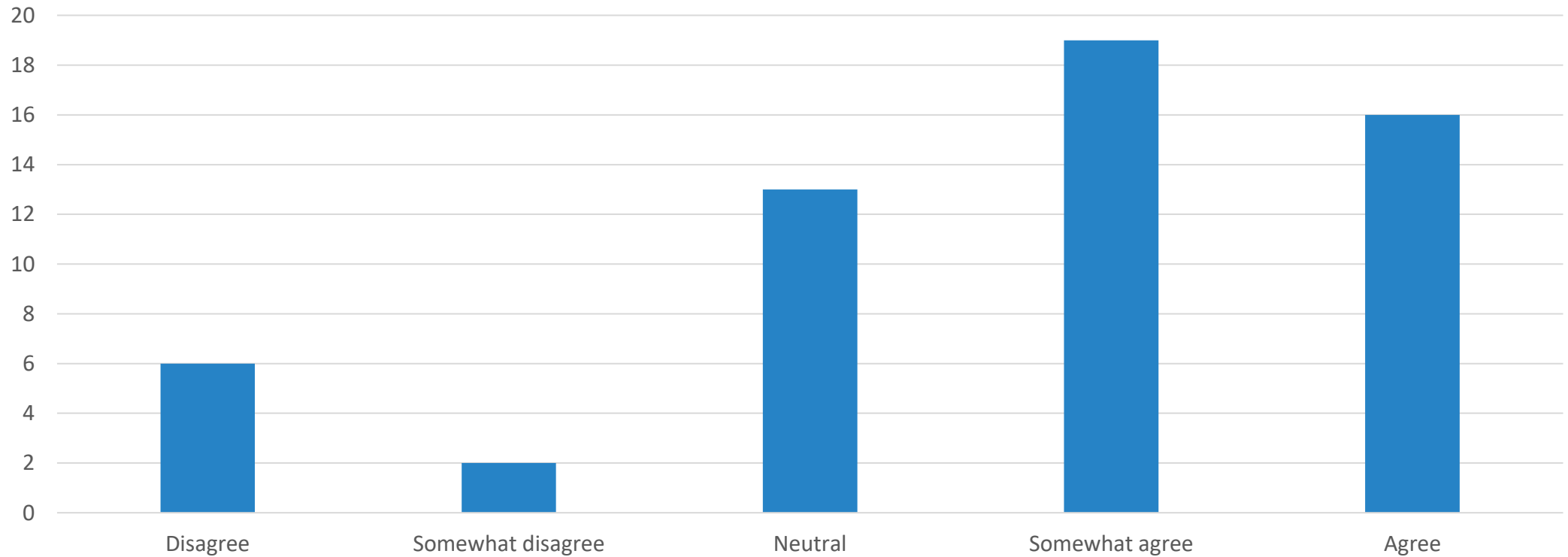
What kind of art are you interested in?

59 antwoorden



# Some survey results

# In the near future, do you think of buying art online would be more preferred?

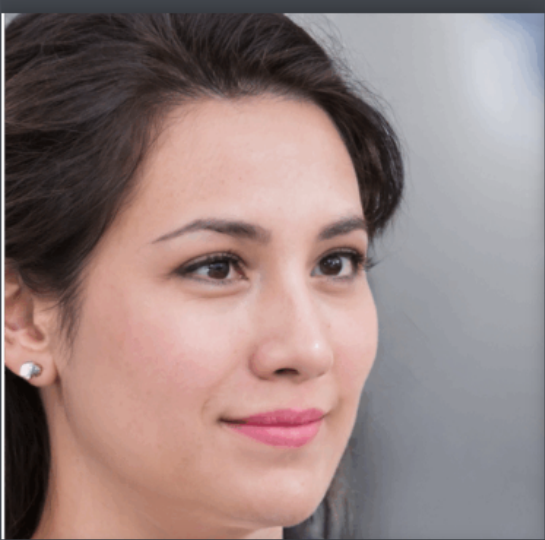


59 responses





Personas



⌵ Name

Sam

⌵ Art interest

Paintings,  
Digital art work,  
Drawing,  
Photography.

⌵ Purchasing Habits

Owns art  
Buys the pieces

⌵ Demographic

♀ Female ⚙ 21 ▴ ▾ years

Yearly income: under 20.000

Location: The Netherlands

⌵ Background

Dutch girl who is interested in art and looking at it, in her free time she likes to make her own digital art which she shares online.

# Persona 1



### :: Demographic

♂ Male  34  years

Yearly income: Over  
€80.001

Location: America

### :: Name

Evan

### :: Art interest

Not interested in art at all

### :: Purchasing habit

Does not buy art,  
Does not own art

### :: Background

This American working couldn't care less about the art world he thinks it is a waste of money, he would rather spend his hard earned money on something else

# Persona 2





## K011 K011 K01

On April 5th, unpaired. Gallery in Zug will open a groundbreaking titled "Freak Show". The first drop and auction of the digital place on **April 4th** at KVG's new digital extension, **K011**.

There is a long history of "Freak Shows" which dates back to where people considered physically unusual were put on for animals. Exhibiting those with deformities—extreme diseases (objects of interest and entrainment is barbaric and sadistic (es standards), but had been routine for hundreds (and hundreds) (

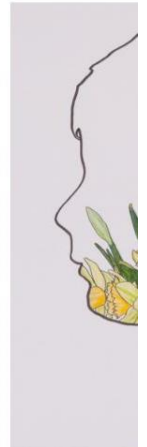
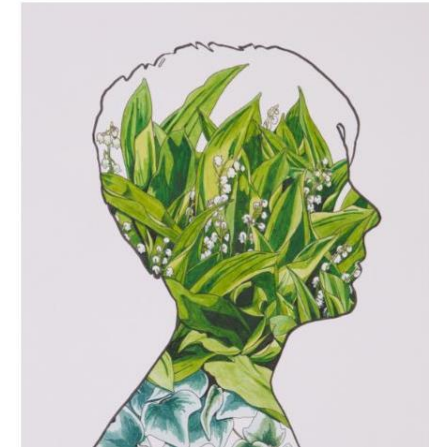
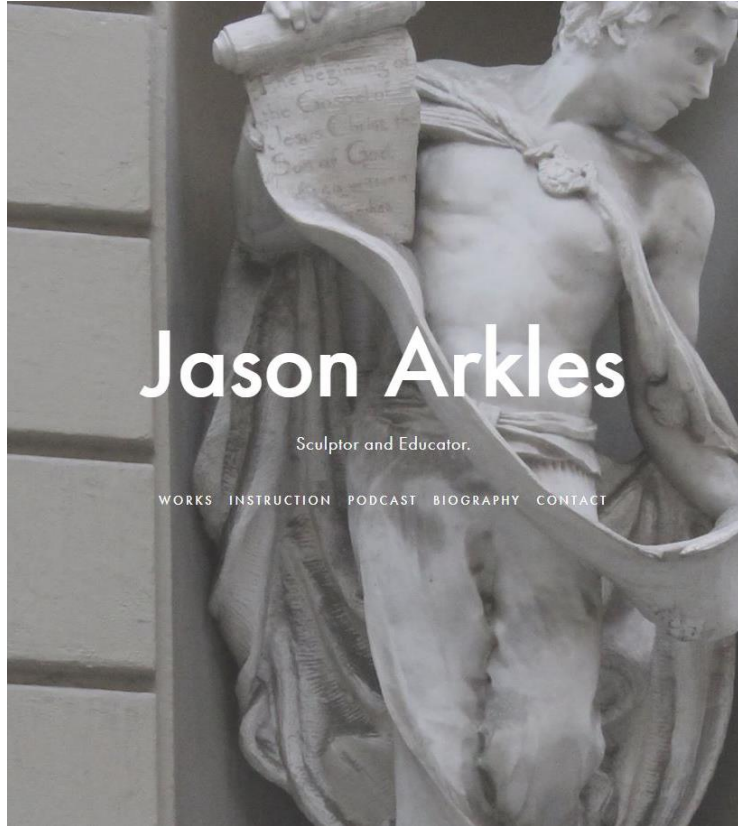
**Participating artists:** Ganbrood, Robert McNally, Phosphor, Olig Robot, Memo Akten, Kenny Schachter, Ifigo Bilbao, Formless, f Henry Nobody Jr., Daichi Mori

COMING SOON!

## Jason Arkles

Sculptor and Educator.

WORKS INSTRUCTION PODCAST BIOGRAPHY CONTACT



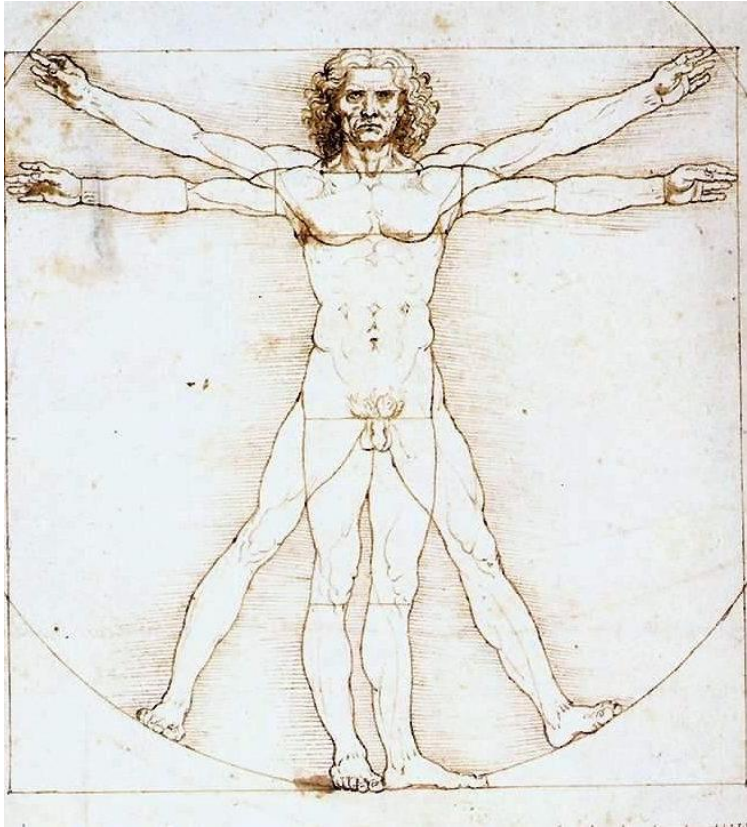
# Competitor analysis

## COMPETITORS

- Sleek designs
- Shop functions
- Art visibility
- Collectivistic
- High in price

## OUR ADVANTAGE

- Accessible pricing
- Unique art
- Tints of white
- Wide array of art styles

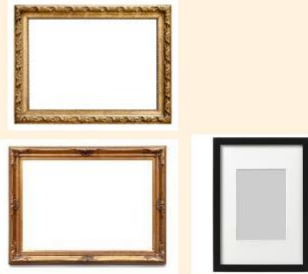


Mood board







# Mood board

## Border ideas



## Favourite colours

-  bold, boisterous, full of energy
-  neutrality and balance
-  purity, innocence, cleanliness, blankness, coldness, emptiness, simplicity and minimalism
-  strong-willed and determined



Erion

## Likes



## Personality

Problem-solver



Artist + engineer



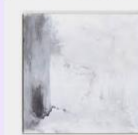
Indecisive



Creative



Da Vinci



Minimalistic



# Empathy map





Wants a page that  
advertises his art  
to sell

Open for new  
ideas

Wants separate  
page for each  
different category  
art

Wants a short  
introduction of  
himself and a CV

Color scheme:  
grey, black, darker  
red and white

Wants tools so he  
can update the  
website himself

Wants after 10/20  
posts to remove  
latest and move it  
to designated  
page

**Says**

Color black makes  
him think of heavy  
metal

Thinks all his arts  
are a little  
problems that  
needs to be solved

Not sure about the  
color choices for  
the website

When you take out  
all the colors and  
tones, in his mind  
it stays white

Sees himself  
between artist and  
engineer

**Thinks**





## Does

Solve Problems

Arts

Does not work well  
with people

Mathematics

Teaching

## Feels

Curious

Feels most like  
painter above all  
else

Satisfaction of  
solving problems

Excited

Creative

Overwhelmed



# Thank you

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Presenter name

Email address

Website