

# PP05 RJW ARTSTUFF

## Connect Page

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### Content Considerations...

#### What do users need and what information/features could be provided to meet those needs?

**Product:** Regarding **product** offerings from **RJW ARTSTUFF**, user information and needs include:

- Ability to subscribe to the **RJW ARTSTUFF** newsletter, detailing the latest news, new releases, current offers and deals available on the site
- A collection of useful links to:
  - RJW ARTSTUFF social medias
  - Other RJW ARTSTUFF profiles/stores on external online platforms
  - Websites of professional suppliers and businesses worked with

**Service:** To commission a custom artwork by, or discuss a collaboration with RJW and easily initiate a custom project enquiry user needs include:

- Basic information on the custom project service offering
- A contact form to outline and initiate a custom project enquiry
  - Some form of confirmation that the message was delivered successfully
  - Information detailing what happens next

#### How can that information be easily understandable?

- Keep processes simple hassle-free as possible
  - One-click newsletter sub
- Keep copy short, sweet and informative, e.g. no overly technical jargon - but technical enough to convey expertise!

#### How can expertise/authoritativeness/trustworthiness be demonstrated in content?

**Product:** Hopefully expertise is predominantly conveyed through the artworks that RJW is selling, likewise with trustworthiness through using quality materials from established suppliers.

- A separate feedback system will manage customer review and ratings for individual products

**Service:** Initially expertise, authoritativeness and trustworthiness for service offering will need to be earned by the successful completion of projects and consequent successful/effective capture of happy customer responses, which can then be used in the form of testimonials.

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### **Would other site pages be linked?**

Yes, **Product** links in the main nav will allow users to jump directly back to product, profile, cart and account pages.

### **Opportunities to link to other sites already highly-ranked on Google?**

Considering the inclusion of a 'Businesses We Are Proud To Work With' links section to help fulfill this opportunity.

### **How can users be helped to discover other relevant parts of the site?**

Via the main nav all other parts of the site will be accessible from this page, discovery is but a click away...