

Vision Document

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1. Introduction

1.1 Purpose

This website would serve as an online portfolio for an artist as well as a place they can be contacted for possible commissions. Users would be able to navigate through the artist's portfolio, view their bio and instagram, and contact the artist about commissions.

1.2 Solution overview

This product would give the artist a source of income through the sale of art as well as an easily accessible portfolio to show galleries that may be interested in displaying their art.

2. User Description

2.1 User / Market Demographics

The primary user will be an artist with work that they want to display and potentially sell. The website link will likely be made available through their social media, so their market size and growth will be directly linked to their following.

2.2 User Personas

The users will be potential customers as well as the artist. These users may also have little or no coding experience. They will be able to view and purchase artwork through the graphic user interface. The site will have to be attractive to look at in order to meet the user's expectations.

2.3 Key User Needs

A key problem for the primary user is not having a way to display their art for a wider audience. This site is that way. One problem that must be addressed is the general lack of coding experience in the user base for this website. This site will have to be very user friendly and straightforward.

3. Stakeholder Descriptions

Project Stakeholder	Degree of Involvement	Needs
Artist	Decisions are subject to their approval	Must be able to edit the site
Customer	No direct involvement until the project is complete	Must be able to view art and contact artist

4. Product Overview

4.1 Product Perspective

There are many similar websites to this online. This product will be unique because of the artist it represents.

4.2 Product Position Statement

This product is for an artist who needs a way to display and sell their art in a customizable way. This website will be unique to this artist.

4.3 Summary of Capabilities

Solution Features	Customer Benefit
Contact Page	Income for the artist
Bio Page	Allows customers to learn about the artist and access their social media
Gallery	Necessary for the site to fill its purpose

4.4 Assumptions and Dependencies

This website will be designed for users that have access to a computer and a web browser. Customers will have to be familiar with the general use of web browsers and websites. Customers will have to have access to the internet.

5. Product Features

5.1 Contact Page

Customers will be prompted to enter their shipping information as well as info pertaining to the art they would like. The information can be submitted from this page.

5.2 Bio Page

This page will include images from the artist's instagram to give the user a sense of what the artist's current work is as well as a short description of the artist.

5.3 Gallery Page

This page will include pictures of the art in the collection. When the images are clicked it will open a closer view so that users can get a better look.

Template Reference

Title: Agile Software Requirements; Lean Requirements Practices for Teams, Programs, and Enterprise

Author: Dean Leffingwell

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