

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 to sell their art. The primary user would be able to post art and split/organize their portfolio into collections, edit text such as biographic information and descriptions of artwork, as well as alter pricing. Customers would be able to navigate through the artist's portfolio, view art that is for sale, and enter shipping and payment information to order art.

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 primary user will be able to post and organize art as well as edit text on the site. These functions will have to be accessible through the graphic user interface as there is no guarantee that the artist will have any coding background. The site will have to be attractive to look at in order to meet this user's expectations.

The secondary users will be potential customers. These users may also have little or no coding experience. They will be able to view and purchase artwork through the graphic user interface.

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 without coding experience

Customer	No direct involvement until the project is complete	Must be able to view and buy art
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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
Image Uploading	Necessary for the site to fill its purpose
Sales Page	Income for the artist
Ordering	Customer won't have to contact the artist directly
Bio Page	Allows customers to ask questions

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 Image Uploading

There will have to be an upload button visible to the primary user. The image will then be placed in a preset layout (the same as all other artworks). The user will be prompted to choose which collection the piece belongs in. The user will be able to fill in a description of the piece.

5.2 Sales Page

The primary user will be able to upload pieces to this page, similarly to the feature above. Pieces on this page will have their own layout, which will include a price, dimensions, and a buy button as well as the description and image. Customers will be able to scroll through art that is for sale and click on pieces to open a closer view (the layout mentioned previously).

5.3 Ordering

When the buy button is clicked, customers will be prompted to enter their shipping and payment information. The order can be placed from this page.

5.3 Bio Page

This page will include an image of the artist as well as a short description and contact information in case customers have specific questions or requests. The primary user will be able to edit this information.

Template Reference

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

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