



Thoughts & Ideas

By: Jessie Zhu

Client: Joyce Zhang

AVATAR

JOYCE
ZHANG

Who is my client?

Joyce Zhang is an undergraduate at Massart who's planning to pursue a degree in Animation. Her illustrative skills have been top-notch ever since I've met her in middle school. Despite her impeccable illustration abilities, she has little online presence. I went to her and offered to make her an online shop for her illustrations.



Please follow her [@notjoyceahh](#)



wow, so beautiful

Purpose?

Joyce wants to make money, of course. Having an online store is also a good opportunity to showcase her work and gain notoriety. People can buy her work and are able to recommend her work to their friends.

She also talked about having her work easily accessible to people who want to hire her. This website will house all her finished pieces under one place, making it easy for people to look through her work.



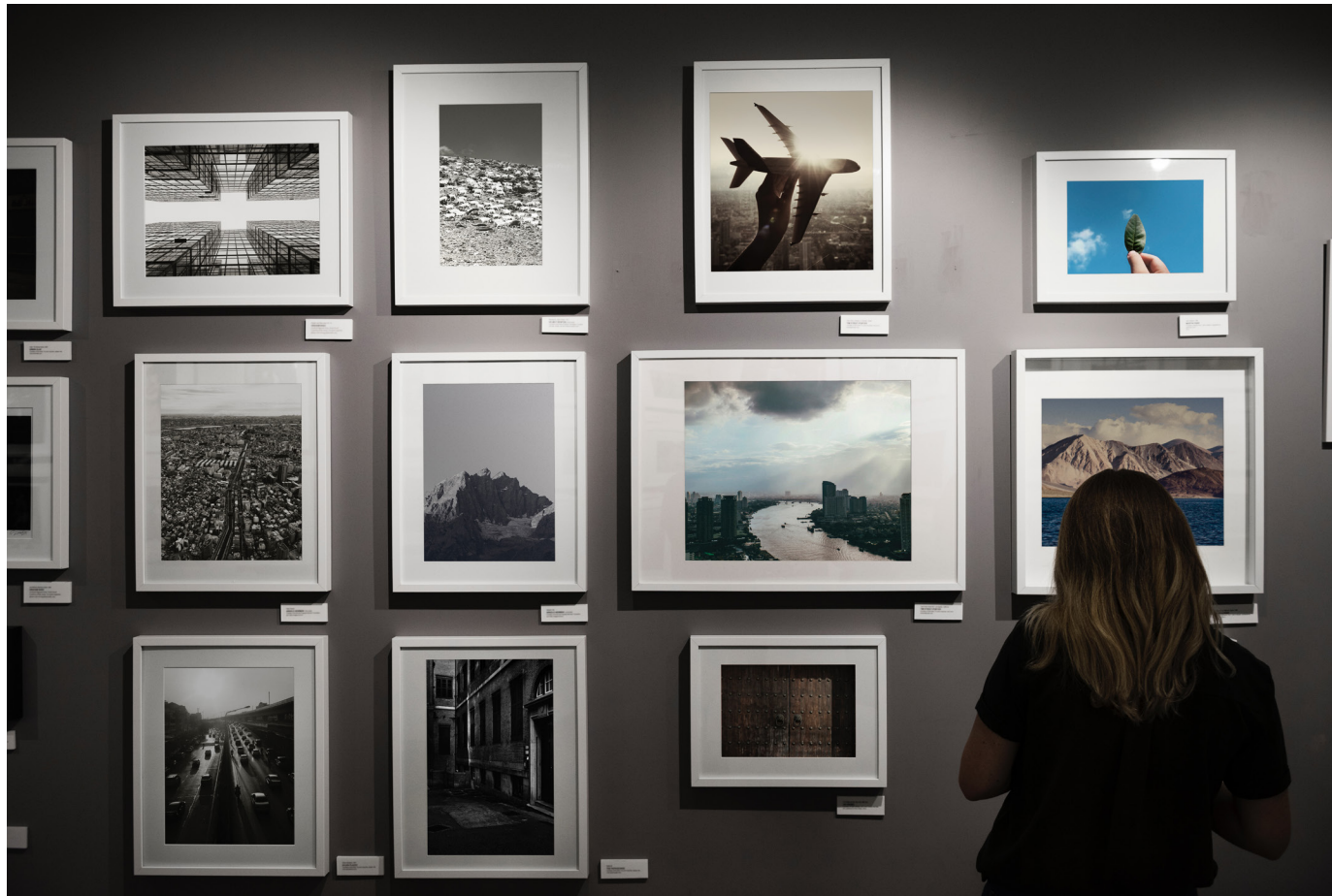
Get that cash \$hmoney



Goals of the website

One obvious goal of the website is to rake in profit. However, another accomplishment that Joyce hopes to make with the website is to increase her audience. She also wants to website to be easy and simple to use.

She wants her website to draw in people who share the same for her favorite shows, people who appreciate her art style, and those who want to support small, local artists.



The website should also act as a gallery to house all her work.

Measure of Success

Joyce highly stressed having a website that is easy to navigate through. With user testing, we hope to see that her future website is easy to use. Another measure of success is if people are clicking on the website and are buying things. Her last measure of success is positive comments on her website. She wants a comment section implemented somewhere on her website, so she can see if her customers are happy with their experience.

2,724 of 2,774 people found the following review helpful

★★★★★ **Great product!**

By [A keen skier](#) on 3 Sept. 2012

Colour Name: Black | Size: Box 12

My husband has never allowed me to write, as he doesn't want me touching mens pens. However when I saw this product, I decided to buy it (using my pocket money) and so far it has been fabulous! Once I had learnt to write, the feminine colour and the grip size (which was more suited to my delicate little hands) has enabled me to vent thoughts about new recipe ideas, sewing and gardening. My husband is less pleased with this product as he believes it will lead to more independence and he hates the feminine tingling sensation (along with the visions of fairies and rainbows) he gets whenever he picks it up.

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4,928 of 5,019 people found the following review helpful

★☆☆☆☆ **No good for man hands**

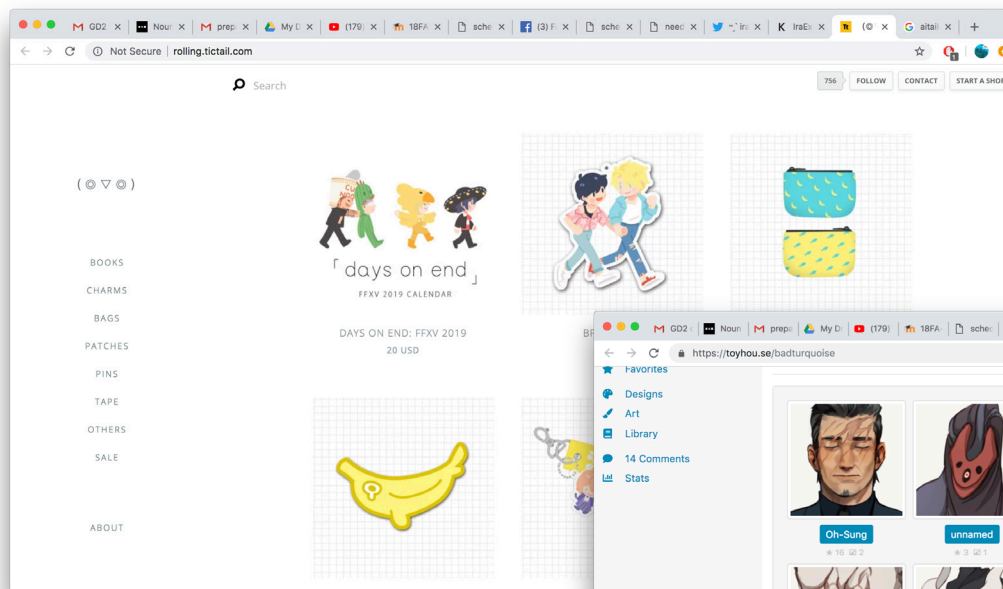
By [daveyclayton](#) on 16 Aug. 2012

Colour Name: Black | Size: Box 12

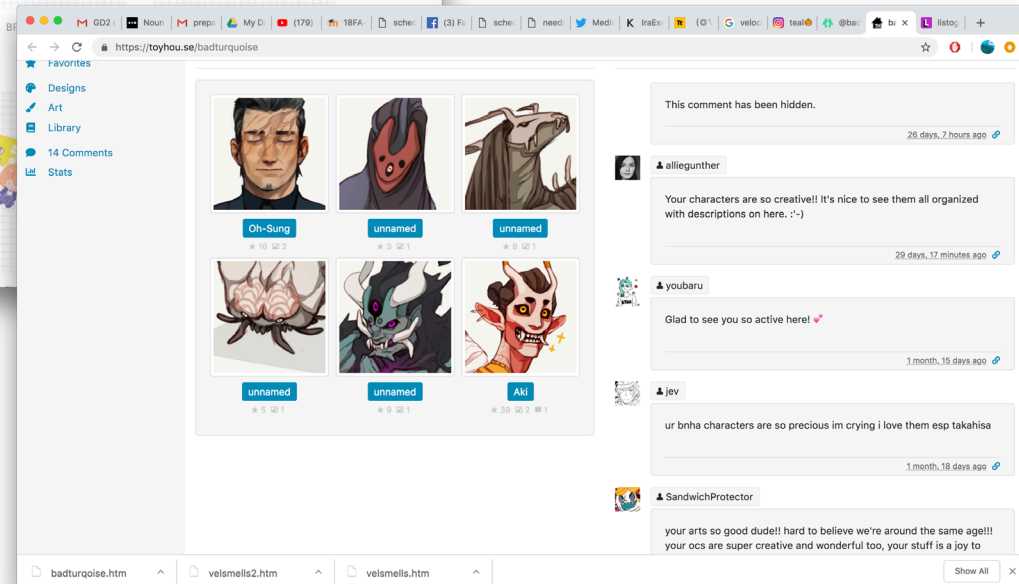
I bought this pen (in error, evidently) to write my reports of each day's tree felling activities in my job as a lumberjack. It is no good. It slips from between my calloused, gnarly fingers like a gossamer thread gently descending to earth between two giant redwood trunks.

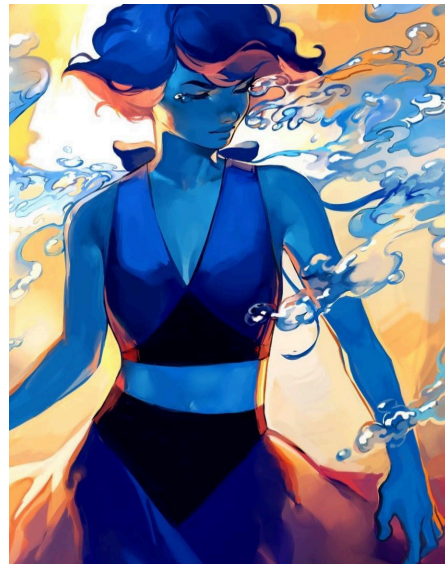
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Inspiration



Joyce prefers to a simple and easy to navigate website. She would like to have a comments section for her artwork like they do on toyhou.se





These are some of Joyce's sources of inspiration, in order to get a feel of what kind of look she wants for her website.

