

Design Brief | Oriental Art Gallery

1340 9th Ave, San Francisco, CA

By Yessenia Cuellar, Rayan Madjidi, Kyra Young

Project Overview

We will be creating a website with at least three webpages for the Oriental Art Gallery located in San Francisco's Inner Sunset District on 9th Avenue. Owner Su Lee opened this shop back in 1967 and it has been at the same location since. It's been quite a popular landmark in Inner Sunset, and in recent years with the help of social media many more visitors have sought to visit Su's shop. Currently, the business has no official website and we feel it would be beneficial especially with COVID-19 guidelines and the rise of interest in online shopping. Based on some brief research of the business, the owner likes to have a traditional shop atmosphere with as much human interaction as possible. We would like to incorporate the idea of creating an online shop that not only exhibits her range of products, but also informs people about the history of the business.

Project Goals

To create and design a website with at least three webpages using HTML and CSS for the Oriental Art Gallery in San Francisco. Research on the owner and customers of the business will be conducted to learn more about the business itself and its owners needs and its customers wants. Preproduction material like a persona, wireframe, style tile and mockup will be created and be used to aid with the ideation process. The website should allow customers to get an insight to the history behind this business as well as have the ability to view and purchase their products online.

Target Audience

Our website will appeal to an audience ranging from young to middle aged adults, specifically ages 16 to 35 years old. We suspect that people within these age ranges could be reviving pin collecting and spreading the word about the business to a younger aged crowd via social media and word of mouth. We also assume that children younger than 16 years old would not be shopping online, so the website's UX and UI design will be more fitting for their parents.

Final Product

Our final product will be a website for the Oriental Art Gallery Pin shop using HTML and CSS that is distributed on Github. Using a sequence of HTML pages, we imagine that the website will include pages titled Home, About, Contact, and Shop. The website will be a full color display with logos, content, and links. The website will function as a way for the owner to reach potential clients and customers locally and around the globe.

Timeline

April 12 - May 17, 2021

Stakeholder Research | Oriental Art Gallery

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When we asked owner Su Lee about what branding she would like to see from the website she emphasized that she would want it to appeal to a range of people no matter the age, race, or gender. She hopes that her shop connects to its customers by offering them the opportunity to feel silly, cute, and create memories. She also wants the act of purchasing pins to be enjoyable, whether they are shopping for themselves or someone else. She mentioned that the glass window filled with all of her pins allows customers to see what they are getting, making pin buying a very visual experience. In order to continue the similar experience of buying pins at the store during this pandemic, she imagines that there would be images for all pins available on the website so customers can browse online before coming to the shop to purchase the items in-person. Su likes the pre-existing illustrated logo of herself in front of the store so we will use it to maintain a consistent visual identity and sense of authenticity. When we asked Su Lee what her calls to action were she simply expressed that all she wants is for her customers to be able to explore the variety of things she has in her store and if they find something they like, she is happy.

Due to the rise in online shopping, Su Lee has mentioned that her store's current competitors are mostly online pin stores. She wasn't able to name any off of the top of her head, but we did some extra research and found a few popular online pin stores. These included Pintrill, BoxLunch, Etsy, and Strange Ways. Su Lee did not seem worried about the quality and variety of her pins, but she understands that accessibility during this time is difficult and her customers are not able to come to her shop and experience the unique atmosphere. When asked what keeps her customers coming back, Su Lee said it was probably her big collection that can appeal to anyone and everyone. It's also the personal interaction she has with her customers that turns into friendships. From doing additional research of reviews and online posts, it's definitely Su Lee's infectious personality and genuine love and passion for pins that keep people coming to see her and the wonderful items she has in her store. It's important to Su Lee to have that human interaction with her customers, and the feeling her customer's have is definitely mutual. That's why for the website we do not want to create an online shopping function and kill the experience of being in the shop and connecting with Su Lee. Instead we'd like to help highlight popular pins, Su's personal favorites, and messages from Su to keep her customers posted on new items.

User Research | Oriental Art Gallery

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Through our research we found that gender didn't have much of an impact on pin collectors. Some of our interviewees had started out collecting pins in their teens and recently in their early twenties. With our interviews and research through social media, we found that most of the shop's clientele is anywhere from teenagers to adults. Our interviewees were moderate collectors, buying pins every now and then rather than hardcore collectors who may purchase pins on the daily. The most popular pin genres were those from cartoon and anime series. For example one interviewee loves to collect 90's Nickelodeon cartoon character pins, Disneyland theme park pins, and music band/artists pins. When asked about where they purchased pins, the majority of the interviewees shopped using some sort of website such as; Pintrill, Etsy, and Amazon. Our interviewees we talked to weren't aware of the Oriental Art Gallery shop, but seemed very excited and interested when informed about it. We had asked them what else they would like to see from a pin shop like Oriental Art Gallery and one person said they'd like to see pins categorized in sections to make shopping easier, for example Disney pins in one area, anime series in another area, and a section for popular picks. Another said they'd love to see pin trading events such as certain days where it's just a shop day dedicated to meeting and trading pins with fellow collectors.

Competitive Analysis | Oriental Art Gallery

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Competitors	Company History	Business Features	Pain Points	Website Features
BoxLunch	Launched by Hot Topic in 2015, "BoxLunch is a civic-minded web + brick and mortar based specialty retailer offering a curated collection of licensed and non-licensed merchandise. With every \$10 spent on our pop culture-themed product offering of apparel, accessories, home goods, gift and novelty, and collectibles, BoxLunch will help provide a meal secured by Feeding America® on behalf of local member food banks" (boxlunch.com).	<ul style="list-style-type: none">- For every \$10 spent at BoxLunch they provide a meal in collaboration with Feeding America- Also sells clothing, bags, face masks, dog accessories, planters, drinkware, and more.- Can shop online or in-store- 152 BoxLunch store locations in the U.S.	<ul style="list-style-type: none">- Does not have as much variety of pins available.- Only mainstream brands/series pins sold.	<ul style="list-style-type: none">- Organized by product- Online shopping option- Option to create a store account- Search bar- Live chat- Images of pins
Wishbone	Founder Cory Villano started Wishbone selling antiques, art finds, and garage sell items in Hayes Valley in 1995. The store grew in popularity amongst SF's art scene due to hosting launch parties and club events. Eventually the store moved away from selling original art and started purchasing merchandise from makers and manufacturers, but they still carry the same wide variety of things like before.	<ul style="list-style-type: none">- Variety of quirky merchandise from clothing, bags, magnets, pins, cards, books, and more.	<ul style="list-style-type: none">- They don't have a working website.- Only one location in San Francisco- No online store	<ul style="list-style-type: none">- none
PINTRILL	"Founded in 2014, PINTRILL is a pin accessory and lifestyle brand based out of Brooklyn, New York. We create pins inspired by pop culture icons and sayings. We create pins through a considered design process, immortalizing pop culture moments with razor-sharp wit. At PINTRILL, we work with a wide range of designers, artists, and brands who share our overarching goal of capturing the language, symbols, and spirit of the current cultural landscape" (pintrill.com).	<ul style="list-style-type: none">- Sells wide variety of pins, keychains, and pin clutches.- Option to make custom pins- Pins collaboration with Make-A-Wish to show their support.- Retailers in the U.S., Paris, Korea, Japan, Malaysia, and Thailand.- Other retailers include Madewell, Forever 21, Levi's, Nordstrom, Urban Outfitters, and PacSun.- Partners with well-known brands like Nike, Adidas, Spotify, Nickelodeon, and more.	<ul style="list-style-type: none">- Can't look at all pins in person unless you find a retailer in your area- Items may be smaller or different in person than expected.	<ul style="list-style-type: none">- Easy to navigate- Pins sorted by categories and collaborations- Pictures of all pins- Online shopping option- Option to create a store account- Search bar- Spotlight section where they highlight new or popular pins



Alexandra Martinez

ABOUT

Age: 13-23 years

Gender: Any

Location: Garden Grove, CA

Occupation: Professional gamer & Gamestop employee

DAILY ROUTINE

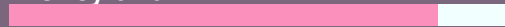
Alex's daily routine consists of waking up and going to work at Gamestop from 10-4pm. She helps customers find the best games and merchandise related things. Sometimes if she has time she will go to Disneyland before it closes so she can use her pass and look for new pins to add to her lace and also find collectible items. She then comes home and plays video games and updates her pin blog.

MOTIVATIONS

Social



Disneyland



Personalization



Low Prices



Collectables



PERSONALITY

Alex is extremely extroverted and enjoys movies and history. She is a professional gamer and pin collector who is passionate about Disneyland and anime. She has a large social group through the game console and typically plays 1-2 hours every night with online friends. She is a religious Fortnite, Halo, and Disney player. She is studying computer programming at night and works at Gamestop during the day. Alex is passionate, restless and forward-looking.

GOALS

- Expand her pin collection.
- Collect Disney, video game, and other unique pins so she can sell them and update her Pinterest boards.
- Find new local friends online based on their statistics and personality who play the same games and collect pins.

PAIN POINTS

- Dealing with online "trolls" in her school and gaming community
- Has trouble finding pins elsewhere besides Amazon or online
- Doesn't like using multiple sites to find Disney or video game related pin content
- She has a hard time finding places to make custom pins to share with friends.
- Sometimes pins are too expensive.



Logo

Business name
here

Search Bar

Nav Bar

Picture

Picture



Search Bar

Logo

Business name
here

Nav Bar

Picture



Search Bar

Logo

Business name
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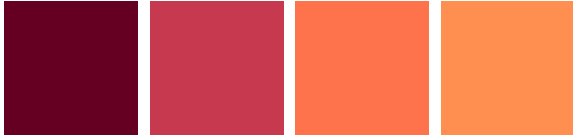
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Style Tile | Oriental Art Gallery

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Colors



Typography

ORIENTAL ART GALLERY

CC Sign Language Regular

Dolores aut et eaturest fugitam faccab
inctemod et rent, occaborepres mossit od
que sequi opture molorpos exeribus aut

Helvetica Light

Dolores aut et eaturest fugitam faccab inc-
temod et rent, occaborepres mossit od que
sequi opture molorpos exeribus aut

Omnes Light

Adjectives

Friendly, Comforting, Homey, Fun,
Diverse, Cute, Traditional, Classic,
Magical, Delightful

Photos



Buttons

Contact Us

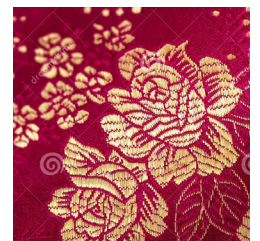
Q Search

Submit

Message

Contact Us

Texture Inspiration





SF Oriental Art Gallery

HOME

PINS v

ABOUT

CONTACT

