

Business Plan

Msc Design & Digital Media

P00178: **Digital Marketplace**

Submission #2

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1. Executive Summary

Currently there is a large number of well-known websites such as facebook, myspace, deviantart and flickr that allow their registered users to customize their profiles and upload personal images.

However those systems are either too complex to use for experienced and inexperienced users alike, or have the form of social networks filled with irrelevant advertisements and informal information, bright colors, comments from friends, as well as heavy download time for the most common internet connections. These factors render the said systems unable to offer a space for formal representation of an artists' work. RapidPortfolio was build with the intention to facilitate this exact need of the artists demographic.

RapidPortfolio is an online platform that helps users to build a print friendly image-based portfolio of their selected work, very fast and elegantly, and without any technical or design knowledge. From there each user can select if their profile web-page that contains their portfolio can exist online for reference purposes, as well as to gain more exposure in the art community.

The emphasis of the system is on **simplicity** and **usability**. It features an intelligent approach to the users profile management that is highly intuitive to the users, regardless of their experience in the World Wide Web.

The structure and design of the final camera-ready portfolio is simple and suitable for common cheap printers, and the graphic layout of the system has simple code that is easily rendered in basic internet browsers.

Most importantly all the functions are available without any cost, so that people regardless of their economic background can receive an equal representation of their work.

However, premium accounts are available that feature the same functionalities but with more options.

A limited amount of space in the websites layout will be available for selected advertisements that are affiliated with the arts, and this is where the main income of the venture will come from. The placing of the ads will be careful so it does not intrude with the aesthetics of the website.

This online platform was built by an Informatics engineer with much experience in web-development and web-design, currently offering his expertise to the web consulting agency Tera Media Ltd. It is important to note that he has a background in fine arts and connections to small

art communities around the world that focus on the arts of illustration, comic books, graffiti, stencil and photography.

The system was developed as a submission for the Msc Design and Digital media programme and its basic functionalities and layout design are 75% complete. The system is currently operating on a testing server, and usability analyses are being conducted.

RapidPortfolio seeks funding for recruitment of personnel dedicated for different aspects of the system such as design, programming, user support and general maintenance, as well as enriching the system with any functionalities that could be needed by the users. Moreover the funds will help the company move appropriate operating premises and pay for operating costs as well as advertisements.

2. Mission and Purpose

RapidPortfolio is an online platform that dynamically creates user specific content. This means that artists can register to the system and then create and customize their image-based portfolio of their selected work.

The system also maintains an online version of each portfolio, thus creating and hosting an expanding art community, which covers numerous categories of art.

The philosophy behind the development of RapidPortfolio is to enable artists of any age, gender of culture to create a formal and serious representation of their work, very fast and elegantly and without the need for any technical or design background from the users' behalf.

Moreover it can provide the registered artists an opportunity to make their work known to any casual or formal visitors to the system, and in so allowing them to reach a larger demographic that can show professional interest to their talents.

The functionality mentioned in the previous paragraphs already exists in numerous online systems, in one way or another. However, the developer of RapidPortfolio tries to reinvent, enrich and unite these features in a compact, yet powerful, way to accommodate the needs of even the most basic internet users.

The emphasis of the system is: **simplicity**, **usability** and “**rapid**” loads for web browsers.

3. System Overview

The potential users of the RapidPortfolio, after a very brief and quick registration process, are immediately able to customize their profiles and create their portfolio in 4 easy steps:

Step 1: Personal Information

Where users can enter personal information that includes:

- Name
- Profile and portfolio description
- Profile image
- Portfolio title
- Artist type

Each user can characterize their profile from at least one of the following options that better describes them:

- Illustrators
- Sketch artists
- Graffiti artists
- Stencil artists
- Comic book artists
- Cartoonists
- Sculptors
- Graphic designers
- Digital designers
- Photographers
- Architects
- Make-up artists
- Fashion designers

This categorization is needed for the better indexing of the artists' portfolio in the system.

Step 2: Images Upload

Where the users select which images will compose their portfolio. The system uses a multi-file upload function, to make the process faster and easier to the users. The number of images that constitute an artist's portfolio is completely customizable.

Step 3: Portfolio Images Customization

Where the users can rearrange the order of the images in the portfolio, add a brief description for each image, as well as delete any unwanted image.

Step 4: Print Options

In this final step, users can select the template of their printable portfolio. After the selection is made, the portfolio is loaded in a separate browser window and it is ready to be saved and printed.

The user's portfolios will also be available as an online gallery on the website, under a specific URL. One that they could pass around to reference their work, for instance

rapidportfolio.com/username/

Moreover they can select if they want their portfolios to be public and accessible to the visitors of the website, making their work indexed in a specific section of the system.

Registered users can also read and respond to comments that visitors leave in their online profile page. Every time a new comment is posted in their profile, they are notified by e-mail. Also, they are able to forward their printable portfolio as well as reference the online version of their portfolio in websites such as facebook and twitter.

Common visitors to the website are able to browse through all the public portfolios of the registered artists, by filtering what types of artists they favor. For each artist's portfolio, they can post comments, as well as reference them via a "tell a friend" option.

4. Micro Market

Customers

The micro market or RapidPortfolio in regards of the target user base that it wishes satisfy can be broken down to 3 basic groups of users:

1. Art agencies, publishers as well as companies that employ artists, who would like to have an expanding database of artists to search for new talents.
2. Common Visitors that are interested in searching for new artists from all over the world.
This group includes:
 - People who are interested in the arts and like searching and exploring for new

talented artists

- People who like to network with artists, through the comments function of the system, or even by the artists' email address.

The layout structure and color palettes used for the design of the system, after some initial usability tests, render the system very usable for even the most inexperienced visitor of the website.

Common users do not need to create an account in the system to browse the artist's index and leave comments to profiles.

3. Artists who wish to register to the system. This group consists of:

- People who need a decent, simple and formal representation of their work that can be referenced and be easily indexed in the internet.
- People with no resources and knowledge of their own to produce a print-ready portfolio of their work to forward to friends, art agencies and companies. These people need a simple and robust system that is able to cover their basic need for a tangible portfolio.
- Artists who want to be part of an online community and receive feedback from visitors who wish to comment and discuss about their art.
- People tired of using social network websites, such as facebook and myspace for representing their work. Even though this websites have a very large and expanding user-base, they are not appropriate for hosting art portfolios, because of tons of irrelevant, misleading and informal information that appear in all the WebPages of those systems.
- People who do not like using blogs for posting their work, since they do not wish to update their portfolio periodically. Portfolio which are hosted in blog systems, when they are not systematically get updated, they tend to lose their visitors.
- People without the technical knowledge and economic background that is needed to create and maintain a portfolio website.

It should be mentioned that registered users does not want their portfolio to be available to the general public through the system, but just need the system to produce they print portfolio, can at any given time set their profiles to "private". Private profiles are not indexed in the contents of the system, nor are accessible in any way.

Employee

RapidPortfolio is set to create a large user-base of artists and regular visitors, who should be served by the system at the same time. This requires a dedicated server with the disk space capacity to

store the all the artists images, and be able maintain heavy bandwidth usage.

Currently the system is hosted in a testing server with limited resources in terms of disk space and bandwidth, so it is fair to note that such problems are very probable and the move to a dedicated server is of paramount importance for the survival of the system. Some of the system function could be reinvented in order to become even more usable and fast responsive, to accommodate even the heaviest system uses.

Also, it is very important to keep the systems functions open for expansions. As soon as a respectable user base is created, usability tests and statistic analysis would be held so that the system can expand in the most appropriate way in regards of user needs.

Developers could be hired and trained to the structure of the system, in order to produce the wanted results.

At this point RapidPortfolio is a one man operation. Although the system design and its development up until the first iterations of evolution can be, and is achieved, hiring trained developers is needed for the expansion and maintenance of the system. Also, experienced people from the business world should be consulted or even get hired.

5. Macro Market

Technological Factors

RapidPortfolio was developed using technologies that are supported by almost all the web hosting servers, and by all the platforms that access WebPages.

However, usability tests have shown that users who navigate the internet with smart phones do not share the same experience as the rest of the users. New layouts explicitly for smart phones should be provided, as well as an alternative navigation flow.

Programming languages or web authoring are always expanded and changed. Hosting services usually support the most recent versions. If a new version of one of the used languages is not backwards compatible with the version used for the development of RapidPortfolio, some functions should be revisited and rewritten.

New devices, such as the iPad, provide new horizons for the uses experience in the internet. RapidPortfolio should be able to research how it can best be accessible and usable through such devices.

First and foremost RapidPortfolio should be able to provide the same services to all its users, regardless the platform they use and the server workload where it is hosted.

Socio-cultural Factors

Considering the need of artists to have their work reach as many people from around the world as they, and taking into account that most artists have the need to belong in an expanding art community where they can have their work represented, and network with other artists, RapidPortfolio can easily create a respectable user-base, provided it is creates the appropriate hype. Since RapidPortfolio provides its basic functionalities for free, people should be inclined to try the system first before they dismiss it.

6. Development Technologies

Rapiportfolio.com was developed using numerous technologies. These are:

- **XHTML** (Extensible Hypertext Markup Language), for the structure all the WebPages of the platform.
- **CSS** (Cascading Style Sheets), for the design of the system layout. The instructions written with this technology are supported by the most commonly used web browsers, such as Internet Explorer, Mozilla Firefox, Google Chrome, Opera and Safari. The layout of the system has been tested in iPhones, Netbooks, Notebooks and Desktop computers with various screen resolutions.
- **PHP** (PHP Hypertext Preprocessor), for the all the server-side processing of the systems data, as well as the communication with the Database. The algorithms that have been developed are supported from all the common versions of the language which are installed in hosting servers. That way if there is a need to move the system across different servers, no amount of time would be spent for rewriting code.
- **AJAX** (Asynchronous JavaScript and XML). There are several different AJAX libraries that are available for Web Developers. The system utilizes the mootools library, which is proven to be very easy to learn and versatile to customize for different developing needs.
AJAX is used to manipulate the systems contents from the client-side, providing a rich and dynamic content.
- **XML** (Extensible Markup Language). This language is used for the automatically generated dynamic results of the system which are utilized for the all communications between the client and the server sides of the system. In simple words, whenever results from the database are needed, the system generates XML documents which are “translated” and rendered in the users browser.
- **MySQL Database**. MySQL databases are the most commonly used across the numerous

different hosting companies. The system utilizes this kind of database, instead of another, to enhance its portability across different servers.

7. Key Milestones

15.01.2010 – 19.01.2010:	<ul style="list-style-type: none"> >Initial web system idea and concept >Deciding the proper technologies for developing the system. >Selecting “Rapidportfolio” as the system name. >Purchasing rapidportfolio.com as the URL address of the system.
20.01.2010 – 02.02.2010:	<ul style="list-style-type: none"> >Planning the structure and functionalities of the system >Designing the layout, logo and color palettes of the system. >Designing and creating the database. >Selecting a hosting server for tests.
05.02.2010 – 20.02.2010:	<ul style="list-style-type: none"> >Developing the initial layout design of the system. >Completing first development iteration of the systems functionalities, including the system security.
20.02.2010 – 19.03.2010:	<ul style="list-style-type: none"> >Completing the beta version of system. >Initial usability tests. >Developing more specific functionalities for the system.
20.03.2010 – 10.04.2010:	<ul style="list-style-type: none"> >Completing the second developing iteration of the systems functionalities. >Layout redesign and minor changes to some functions.

Long-term Objectives Timeline

Year 1	<ul style="list-style-type: none"> >Add more artist categories, for better include a larger demographic of the art community. >Move to a dedicated server, one that can provide large disk space and high bandwidth capacity. >Plan an advertising campaign for RapidPortfolio, in online and print magazines, as well as trying to get some renown artists to register to the system >Start attracting advertisers to the system. >Conduct usability tests and make appropriate changes to the systems functions and design.
Year 2	<ul style="list-style-type: none"> >Add functions that enable register users to upload their video and music files, and expand the “artist categories” to include directors, composers. This is a big step forward for the system, as it requires the authoring of functions that will convert video and music files at the server.

	>Create a rating system, where visitors to the website can rate each portfolio. The highest ranking portfolios would be awarded
Year 3	>Conduct usability tests and make appropriate changes to the systems functions and design >Create functions that enable users who have purchased a premium account, to design the printable portfolio, through very simple commands and options. >Allow registered users to select templates for calendars and printable bookmarks that will contain their portfolio images. >Add function where common users can rate each image of the artists' portfolio.
Year 4	>Expand the system to a second dedicated server. >Publish an anthology that contains the most popular images from the system, in order to promote even more the featured artists. There would be no distinction between artists who have a regular, free membership and those who have premium membership.

8. Competition Analysis

The most commonly used web sites that artists use for hosting their portfolios Blogger and Deviant. This chapter will focus in a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for each of these systems. RapidPortfolio has taken into account the functionalities that these system offer from its initial conception, in order to provide a higher quality services and more focused to the user needs.

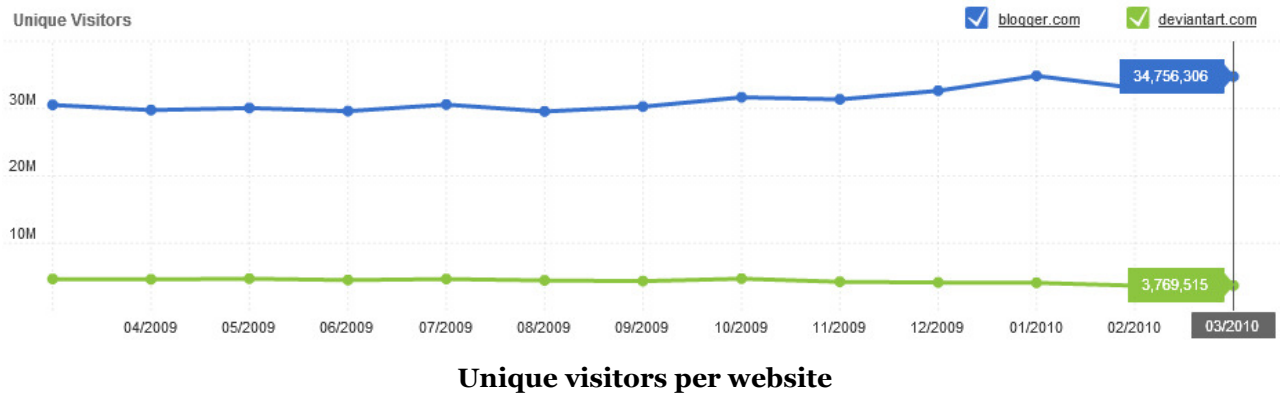
Blogger

Blogger has been providing its services to the online community since August 1999 and by February 2003 it was acquired by Google. It is described as a blog storage service that supports blogs with timestamped entries. It remains a highly successful and most commonly used web service for artists that want to post their work, as well as blog about it. Bloggers services are provided for free and it gives its registered users the ability to customize the design of their blog.

DeviantArt

DeviantArt was first launched on August 2000. Since then the site has gathered over 11 million registered members, with over 100 million submission, and according to a Compete.com study, it attracted at least 36 million visitors annually by 2008. This online community hosts places for artists to exhibit and comment on each other work.

Judging from the following two figures, Blogger appears to be the most successful website of the two.



	Unique Visitors ?	Monthly Change	Yearly Change	
blogger.com Blogging>Blogging Services	34,756,306	+5.03%	+13.76%	-
Top Search Terms (34,789 Terms): blogger, blogspot, blogger.com, 15 minutes gosselin style, blog Top Referral Sites (39,260 Sites): blogspot.com, google.com, facebook.com, yahoo.com, amazon.com Top Destination Sites (43,083 Sites): blogspot.com, google.com, facebook.com, yahoo.com, amazon.com Top Tags: blogs, blogger, diary, public, 21st-century				
deviantart.com Hobbies and Interests>Photography a...	3,769,515	+0.31%	-20.26%	-
Top Search Terms (17,211 Terms): deviantart, deviant art, deviantart.com, da, jesus buddha ineffable campbell supreme hero Top Referral Sites (17,053 Sites): facebook.com, google.com, youtube.com, yahoo.com, deviantart.net Top Destination Sites (15,738 Sites): google.com, facebook.com, youtube.com, deviantart.net, yahoo.com Top Tags: photos, art, gallery, hobbies, images				

Monthly normalized Metrics (April 2010)

Blogger

Strengths

- Free enrollment.
- Strong brand and reputation.
- Simple functionality.
- Clean and accessible user interface .
- Profile pages can be completely personalized.
- Ability to select from a large number of templates for the users profile page.
- Ability to customize the users profile pages.
- No advertisement banners.
- Searchable profiles.
- RSS-enabled profiles.
- The linear nature of Blogger attracts huge amount of users.
- Ability for visitors comments support.
- Acquisition of Google guaranties stability in the provided services.
- Enables users to post image, video and audio files.

Weaknesses

- Customizing of users profile through CSS authoring is quite complex for users.
- Low retention rate; some registered users do not use the site often.

Opportunities

- Integration with other services provided by Google, makes it possible for registered users to link all their Google online tools together (e-mail accounts, calendars, etc.)

Threats

- Lack of innovation makes Blogger old-fashioned.

DeviantArt

Strengths

- Free enrollment.
- Strong brand and reputation.
- Clean and accessible user interface.
- Large category base for image tagging.
- Ability for visitors comments support.

Weaknesses

- Inability of customization of the users profile pages.
- Heavy load time.
- Infomediary Advertisements.
- Low retention rate; some registered users do not use the site often.
- Navigation problems on search results.

Opportunities

- Innovative and technologically advanced.
- It become the dominant blog storage service on the market.
- Great networking place to make valuable contacts.

9. Business Model

RapidPortfolio follows the **Subscription** as well as the **Advertising Model**, with a possible future expansion to the **Brokerage Model**.

Subscription Model

The existence of RapidPortfolio is based upon the contents that are uploaded from registered users. It is of paramount importance to note a number of the benefits that users can have by becoming a member of this system.

A registered user can not only generate without any technical or design knowledge a printable portfolio of their image-based work, but also a simple online webpage that contains their portfolio contents, which is going to be a part of an expanding art community. These users can advertise their work either by sending their printed portfolios to agencies or forwarding the link of their online portfolio page that is hosted in RapidPortfolio.

Common users, who will browse through the available portfolios, are able to forward the link to their friends by email, add facebook announcement to their page, or even create twitter post, with just the click of the button. Registered users can forward the printable version of their portfolios to art agencies using the website.

Each one of the included functionality is rapid, safe and intuitive to even the most inexperienced user.

Moreover, since the benefits from the technologies provided by the internet seem to increase, art agencies and companies are able to employ people from all over the world without demanding them to leave their countries.

Websites that store, catalogue and categorize artists with knowledge and skills from all over the world, are expected to be appealing and extremely useful for both parties.

RapidPortfolio supports two types of membership that provide the same basic functionalities:

- Regular membership, which is provided free of charge.
- Premium membership, which is provided for a small charge.

Common visitors to the website can browse through all the public portfolios and also leave comments.

Regular Membership

For this type of membership, each registered user:

- Can upload a very limited number of images, for instance **8** images that are resized to small dimensions (**640 x 480** pixels).
- Can add a **1500** characters description of themselves and their portfolio.
- Can select from only **3** available templates for their printable portfolio.
- Is able to be contacted via comments from common visitors of the system.
- Has the option to set his profile to private or even delete it at any time.

Premium Membership

The services that are provided for a premium membership are offered for a very small monthly fee.

These members, apart from all the functions that are available to regular members:

- Are able to upload a fairly satisfactory number of images, for instance **50**, and for a small fee expand their portfolio by **50** images each time. The uploaded images are resized to bigger dimensions (**1024 x 768** pixels), so that they can be printed in higher quality.
- Can add a **7000** characters description of themselves and their portfolio.
- Have the option to add brief descriptions for each image in their portfolio.
- Can select from more than **7** different templates for their portfolios.
- Have the ability to select a template for their profile page hosted at RapidPortfolio, which includes their portfolio contents.
- Are able to be contacted via comments from common visitors of the system.
- Are in position to view how much traffic their profile attracts.

If the premium membership is cancelled, then a mirror “regular membership” profile will automatically be created for the user, which will include only a small part of the users' premium contents, until the user renews their subscription. If the subscription is not renewed for **30** days, then the premium account contents are deleted from the system.

Advertising Model

RapidPortfolio can also benefit from revenue created from advertisements. These advertisements will be placed in a way that that will not harm the aesthetics of the system, but they would be clearly distinguishable from its content. Ad banners can be placed on the right of the website, as well as in the webpage that lists all the available public artist portfolios.

All registered users can update their profiles at any given time, as well as upgrade their memberships to premium and enrich their profiles even more. Also, for each profile there is comments page available that can host unlimited comments from visitors. Because of this fact the system can attract multiple visits per day, from each registered or common user.

The main demographic of the system is artists, and people who are interested in art. Thus only advertisements related to art should be published in the WebPages of the site.

RapidPortfolio also lets the registered users categorize their profiles from a list of available artist types which were mentioned in a previous chapter.

It should be mentioned that whenever a common user accesses the website, a cookie value can be saved in the clients' computer which stores what types of artists they seem to favor, and display certain types of advertisements. For instance, if a user prefers to browse for graffiti artists, then advertisements about books on graffiti from amazon.com or Barnes & Noble can be displayed.

For each registered user, the system stores the **IP** (Internet Protocol) address that their computer uses to access the internet, for security reasons in order to maintain systems' and its database integrity. From the IP address, it can be detected the country of the user. Using this data, the system can display country specific ads to the registered users when they log in. Some ads can possibly be about purchasing art tools and materials from their local shops or books published in their country.

It is important to mention that for artists who have purchased a premium account and already have created their print portfolio, the website can advertise their published portfolio in a specific section called “**Featured artist’s publications**”. The system mainly wants to support self-publishing artists and will not take any fee for the transactions between these artists and their clients.

Brokerage Model

If RapidPortfolio manages to gather and maintain a large database of registered users, it is expected that a need for printing, binding and shipping of users’ portfolios can arise.

Instead of expanding the company to facilitate these options, a partnership can be made with independent publishers and courier agencies to cover this need.

RapidPortfolio can either commission the printing, binding and shipping of the tangible portfolios or offer a list of available publishers and courier agencies and charge a small fee in the transaction between both parties.

10. Competitive Advantage

Key Success Factor	Weight	Rating			Final Score		
		RapidPortf olio	Blogger	Devian Art	RapidPort olio	Blogg er	Deviant Art
Ease of use	20,00%	7	6	5	1,4	1,2	1
Profile privacy	5,00%	5	9	3	0,25	0,45	0,15
Ability to export specially designed and customizable printable portfolios	30,00%	8	7	2	2,4	2,1	0,6
Fast registration	5,00%	9	7	5	0,45	0,35	0,25
Different Portfolio display options	20,00%	8	9	2	1,6	1,8	0,4
Profile Tagging for easier categorization	20,00%	7	1	9	1,4	0,2	1,8
Overall strength rating	100%	44	39	26	7,5	6,1	4,2

Competitor Analysis Tool

11. Marketing Strategy

The business model of RapidPortfolio is primarily based on the subscription model. Even though its advertising model is certain to be more profitable, the systems sustainability as a business is based upon the content submitted by its user-base.

First and foremost, RapidPortfolio should make its presence known in the various art communities, regardless if they are real or virtual. When a respectable user-base is created, the company should start attracting advertisers. Simultaneously there is a possibility for the brokerage model to be developed for commissioning to external companies the printing, binding and shipping of the registered users' portfolios.

Direct Marketing

Creating advertisement material

This will include:

- Banners and for advertising the system at online communities and websites related with the fine arts.
- Posters, stickers, buttons and leaflets, that contain the company logo and describe accurately the system, depending on each one of those formats. These will be passed around art colleges, universities, art supply stores, libraries, bookshops and comic book stores.
- Email press releases to renowned artists of all art mediums to attract them as users to the system.
- Creating accounts in social networks.

Search Engine Marketing

After the completion of the first development iteration, RapidPortfolio will undergo an SEO (Search Engine Optimization) analysis and expansion, in order to increase its visibility in search engine result pages.

Indirect Marketing

The successful of indirect marketing depends on the high level of satisfaction that the system wants to achieve. Satisfied registered users are certain to inform their peers about RapidPortfolio.

Moreover, each artist's profile page in the system, includes a "tell a friend" feature, where visitors of that profile can email a link to it to their friends. Also, links to social networks are available, with which users can publish links to their favorite artists' profiles.

12. Management Plan

RapidPortfolio was conceived, designed and developed by only one person. It is safe to assume that in order for this system to be successful, a trained and experienced team of various skills, should be put assembled.

This team should consist of:

- One graphic designer with experience in digital tools.
- At least 2 web developers with experience in multiple programming languages and authoring platforms.
- One market and financial analyst.

13. Operations Plan

Site operations

RapidPortfolio was developed using programming and markup languages that are most common and compatible to different platforms.

Security

RapidPortfolio is secured using the guidelines of the [OWASP TOP 10 2007](#) and complex algorithms.

All data and content that is submitted by the registered users, is secured against malicious attacks to the server and the database.

Facilities and Administration Plan

The current base of operations of RapidPortfolio is located in Edinburgh, Scotland. After September 2010 it will move to either Athens, Greece or London, England.

Feasibility

RapidPortfolio is currently under usability tests and so far the feedback has been very positive.

14. Financial Plan

RapidPortfolio seeks to raise £300.000 for the seed round funding. This amount will cover all expenses until the last quarter of year two. After that £550.000 can cover operating expenses from year two into year four. RapidPortfolio can break even by the end of year three.

As mentioned in previous chapters, RapidPortfolio will be operating under three different business models (Subscription, Advertising and Brokerage models). At the first half of the first year, the revenue is expected to be solely by subscriptions. When a respectable user-base is created, the company should start attracting advertisers. Simultaneously there is a possibility for the brokerage model to be developed for commissioning to external companies the printing, binding and shipping of the registered users' portfolios.

The expenses breakdown comes from the following operating costs:

- Personnel Salaries
- Marketing
- Office rent
- Office furniture
- Office utilities, including electricity, internet connection, etc,
- Office supplies
- Computer equipment
- Acquisition of a dedicated server for online hosting
- Computer Software, programming and authoring suites
- External consultants (accounting, legal, etc.)
- Conferences and personnel training

Expenses Breakdown	Year 1	Year 2	Year 3	Year 4	Year 5
Personnel Salaries	95000	95000	120000	260000	260000
Marketing	30000	35000	45000	45000	45000
Office rent	20000	20000	35000	35000	35000
Office furniture	5000	-	-	7000	7000
Office utilities	2000	2000	2000	2500	2500
Office supplies	1500	1500	1500	2000	2000
Computer equipment	15000	5000	5000	10000	10000
Server costs	2000	1000	3000	2000	2000
Computer	4000	1000	3000	3000	3000

software					
External consultants	3000	5000	7000	20000	20000
Conferences and Personnel Training	5000	5000	5000	5000	5000
Total	182500	170500	226500	391500	391500

15. Appendix

A. System Screenshots

Figure 1: Public Artists Index

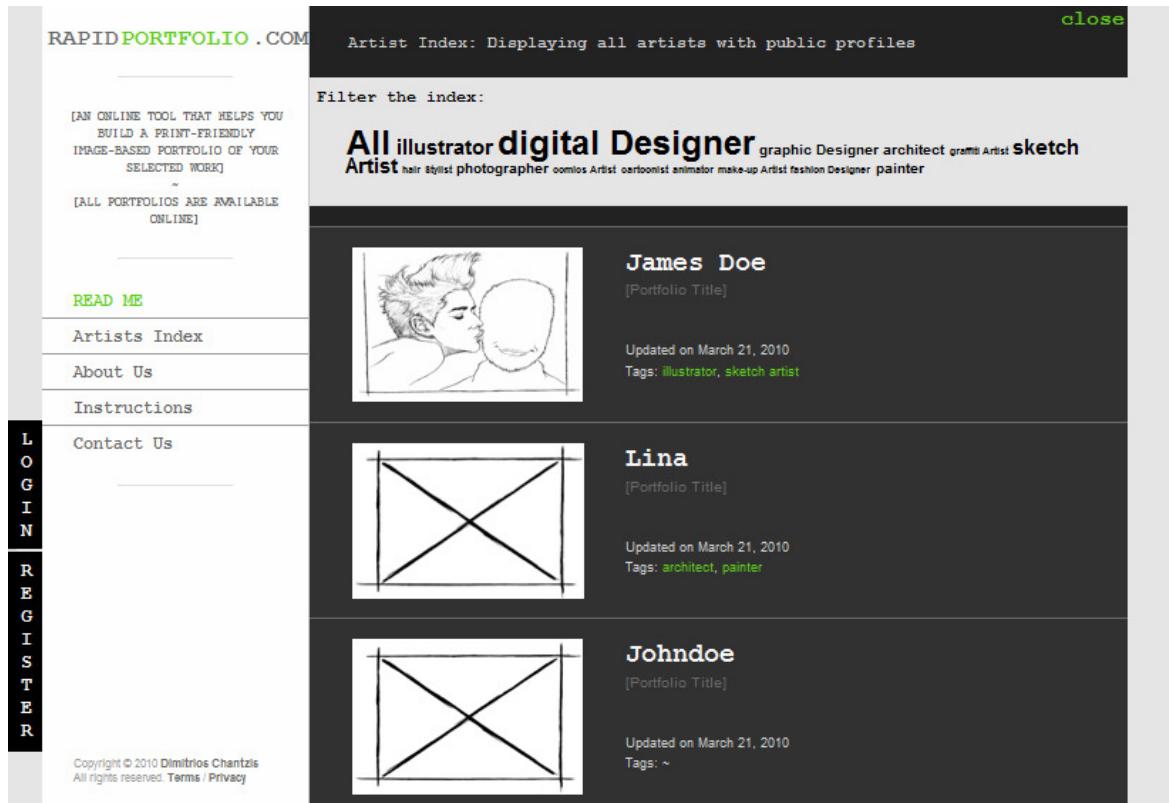


Figure 2: Contact us page

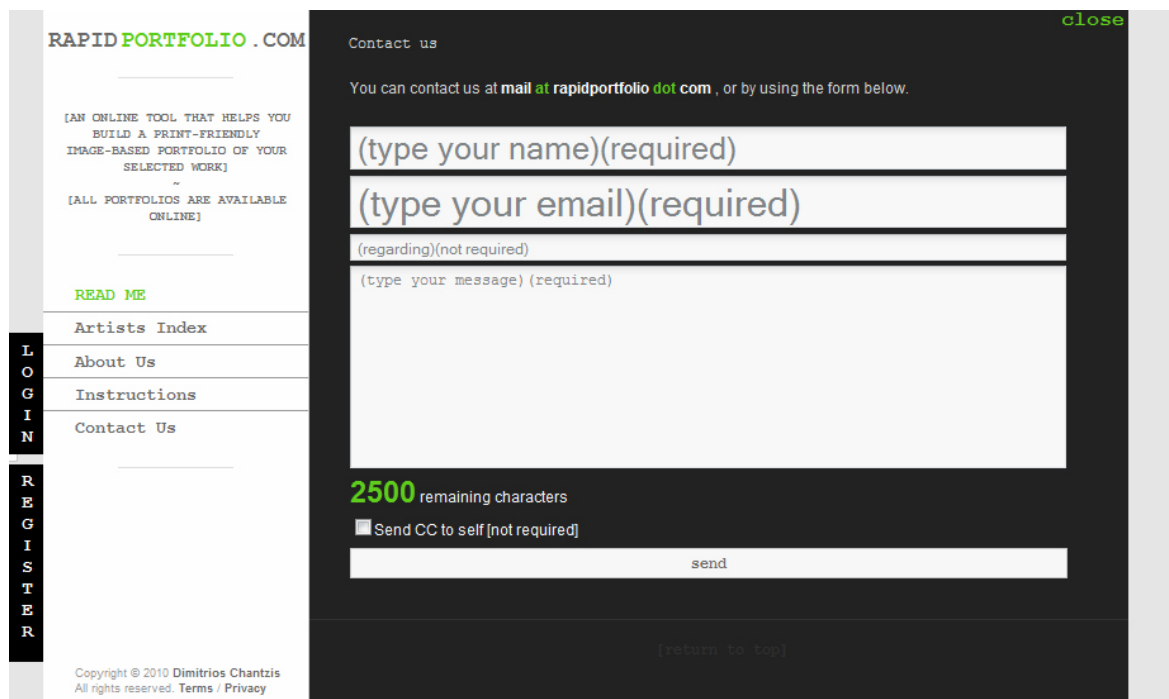


Figure 3: Register Option

RAPIDPORTFOLIO.COM

close

About us

Rapidportfolio.com was created as a project for the MSc Design and Digital Media 2009-2010.

Mauris quis tellus mauris, sed tincidunt ligula. Donec mollis nunc vitae mi fermentum eu iaculis elit vehicula. Aenean malesuada, lectus quis laoreet cursus, metus elit malesuada lectus, vitae sodales odio diam nec enim. Vivamus consetetur vehicula sem, in consetetur libero convallis varius. Vivamus pellentesque, velit at fringilla facilisis, enim erat condimentum odio, eget eleifend ligula turpis sed ante. Nulla facilisi. Quisque dapibus tempus lacus, eget tincidunt ante luctus eu. Vestibulum in ante elit. Integer ut tellus mi. Maeenas ac erat quis enim sodales posuere eu ac nulla. Mauris feugiat, purus a dictum ornare, urna sapien tristique dolor, at adipiscing risus est ut purus.

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[return to top]

REGISTER

(type your username)

(type your e-mail)

(type your password)

☐ I agree with the [terms of agreement](#)

save & submit

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Figure 4: User Profile Page 1

RAPIDPORTFOLIO.COM

1. Personal Information 2. Upload Images 3. Your Portfolio 4. Print Options

Comments

customize your profile in 4 steps

1 PERSONAL INFORMATION

james.doe@gmail.com

James Doe

James Doe was born not very far from here, not so long ago. His birth was marked by great genetic phenomena of paramount importance. Often the center of attention and the object of desire, he had to learn to be humble among common people. He wishes you well. Be glad if he's on your side.

James likes to sketch, draw and occasionally write. His work can't be found anywhere. He hasn't had anything published nor does he plan to.

Currently he picks just 7 kinds of awesome (Artist Scottie Young holds the world record of 11).

He lives in Greece.

Visit his website over at: jamesdoe.com

What type of artist are you? (select one or more)

graphic designer digital designer **illustrator**

hair stylist sketch artist graffiti artist architect

cartoonist comics artist photographer

fashion designer make-up artist animator

painter

Your account is **public**

2 UPLOAD IMAGES

Select your portfolio images to upload (up to 5 images):

[Add/Remove...](#)

Select up to 5 images.
Supported image filetypes: jpg, gif, png

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Figure 5: User Profile Page 2



Figure 6: Printable User Portfolio, Template Option 1

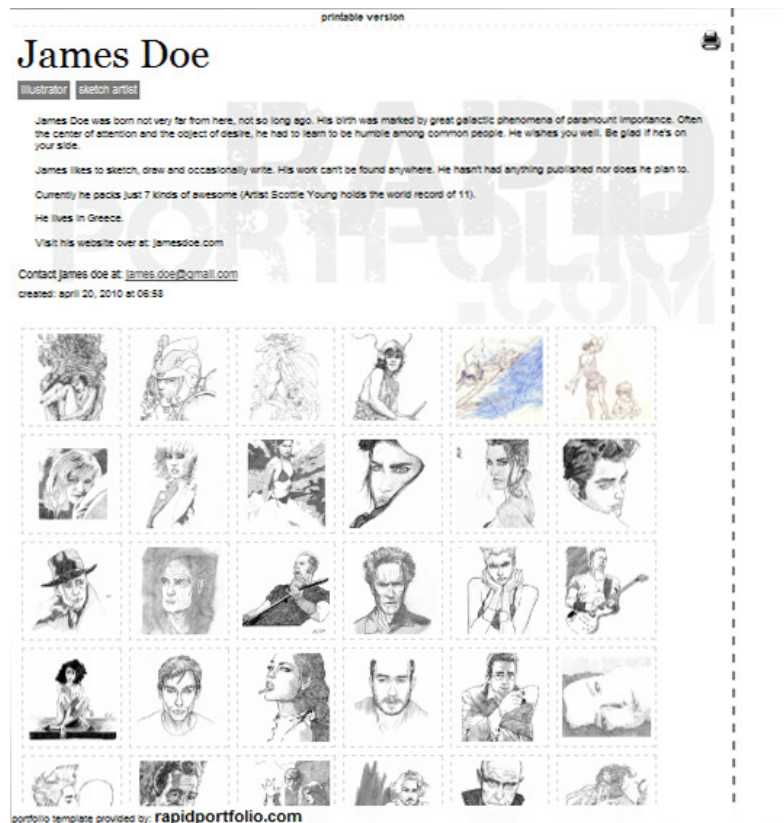


Figure 7: Public Artist Profile 1

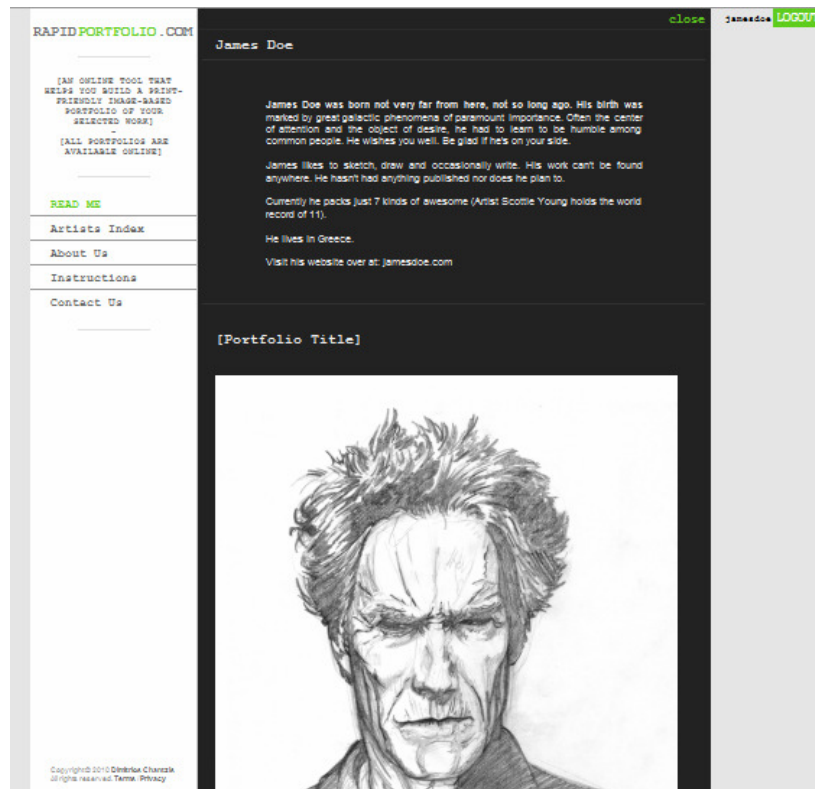


Figure 8: Public Artist Profile 2

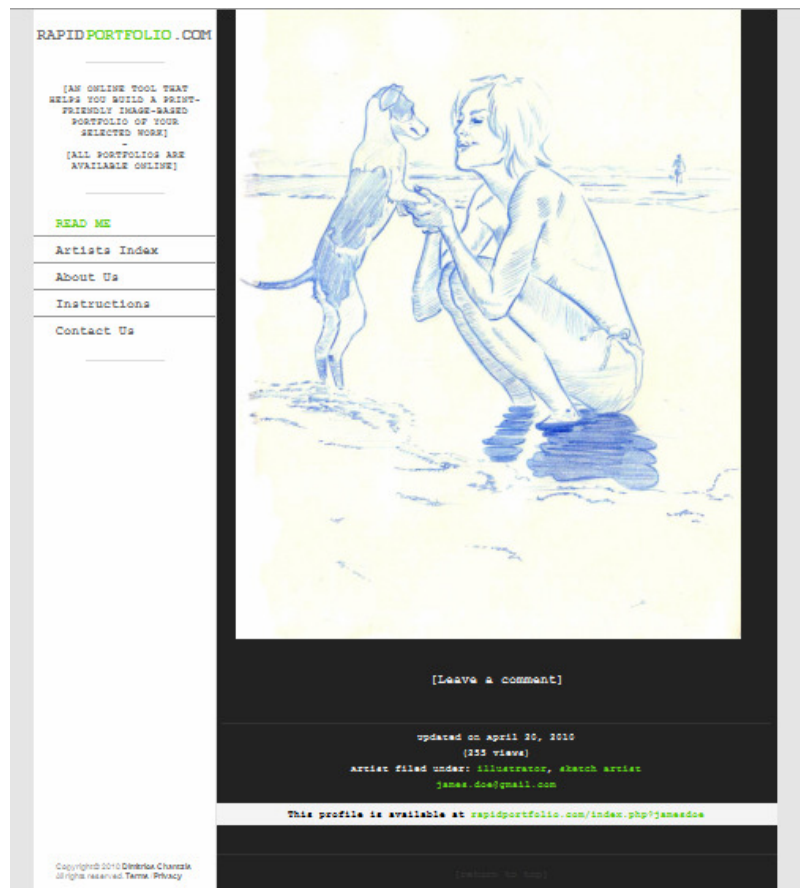
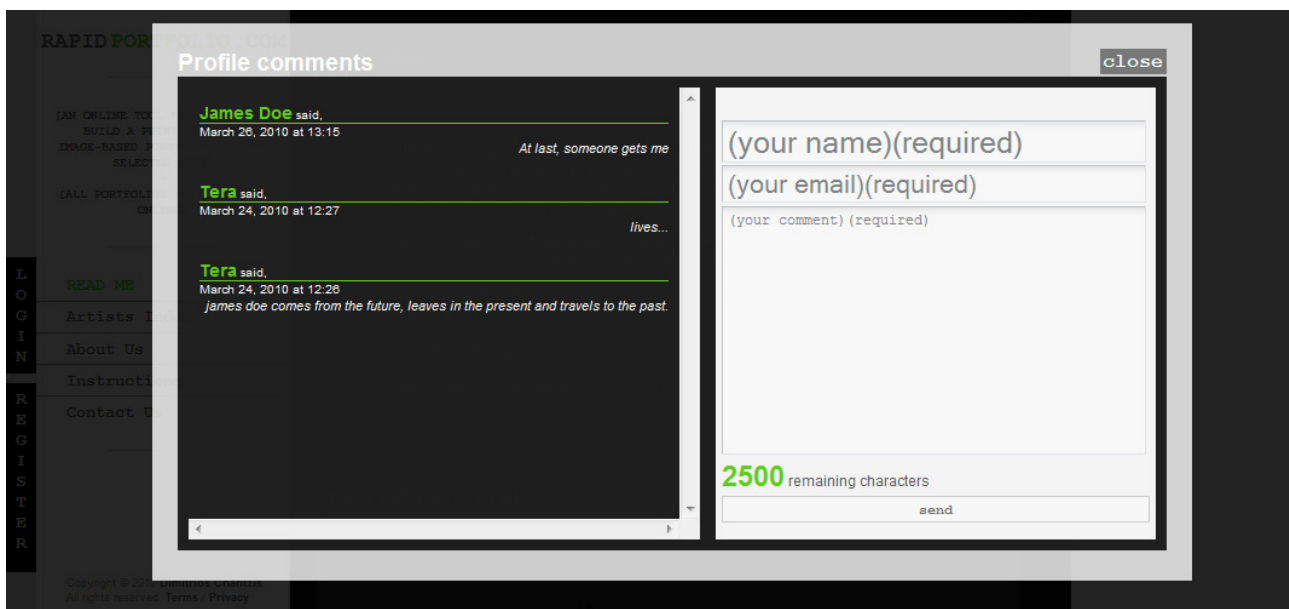


Figure 9: Leave a Comment Form



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