

ERION KAPAJ

PROJECT REPORT

2023

Prepared By:
ALPHA TEAM



Supervised by Metaxas Georgios





ABOUT OUR TEAM

Our team consists of seven dedicated classmates who share a common goal: to deliver an exceptional website for our client, a talented artist. With a strong focus on collaboration and a diverse range of expertise, we are poised to create a website that not only showcases the artist's work but also captivates the audience.

By combining our skills in front-end development and user experience design,, we have developed a visually stunning and user-friendly platform that reflects our client's artistry. With a client-centric approach and a commitment to exceeding expectations, we are excited to have embarked on this journey and create a website that truly represents our client's talents.

MEET OUR TEAM



Mariyana Mileva



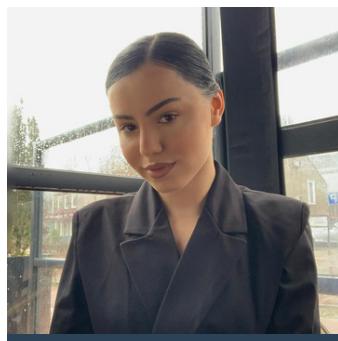
Donald Umoru



Kingsley Izekor



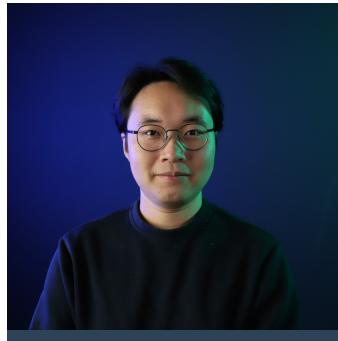
Martin Alashki



Vanesa Taneva

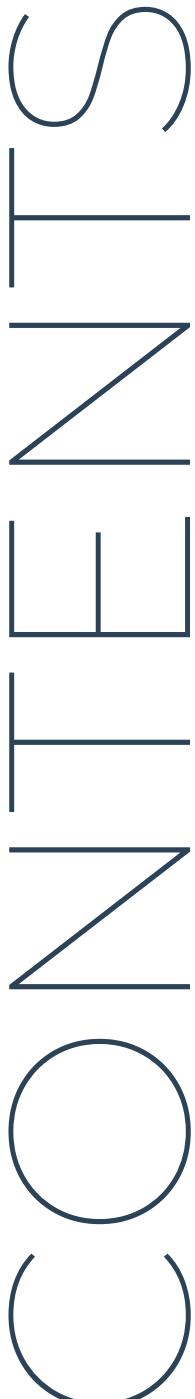


Matthew Tendean



Dang Khoa Nguyen

Erion Kapaj Project



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INTRODUCTION

This document presents the comprehensive findings, process, development, implementation and outcomes of our project aimed at creating a compelling website to showcase the art portfolio of Erion Kapaj, a talented artist based in Athens, Greece.

The primary objective of this project is to create a visually appealing, user-friendly website that displays the artist's individual style, gives a clear and easy-to-navigate shop page, and offers users an immersive experience. Furthermore, the website intends to provide background information on the artist and a contact form which you are able to order or ask a question.

In the current digital era, it is crucial for artists to have well-designed websites. An artist can reach a larger audience, display their distinctive style, and communicate with them through the use of a website.

This document presents the comprehensive findings, process, and outcomes of our project aimed at creating a compelling website to showcase the art portfolio of Erion Kapaj - a talented painter based in Athens, Greece. The primary objective of this project was to design and develop a website that effectively presents Erion's artistic work in a clear and easy manner, allowing his personality to shine through his creations. By leveraging design thinking methodologies and user-centered approaches, we aimed to create a digital platform that not only showcases Erion's artwork but also establishes a connection between him and his audience.

Using a design thinking approach, we were able to define the problem, empathize with our client and his target audience, come up with creative solutions, create prototypes, iteratively test, and improve our designs. To fully understand Erion's intentions for the website, we did in-depth research, including interviews with him. Additionally, in order to get insightful feedback and comprehend what users anticipate while seeing an artist's online portfolio, we reached out to potential users through surveys and interviews.

The project would be executed over the entire semester which consists of 18 weeks.

Throughout this report, we will discuss the many stages and phases of the project, from basic concept to final product implementation. This document's chapters will give a full overview of the research we conducted, the design process, and the results we were able to produce. We will go into detail about the specific research questions we addressed, the methodologies and tools we used, and the learnings we made from our user research. We will also go over the iterative design and testing phases, emphasizing the user and client feedback that helped shape the tweaks and enhancements made to the website prototype.

In this document, you will find information as follows:

- In chapter 2, you will find information about the client including personal story, goals, style of work, etc.
- Chapter 3 provides information about the assignment of the project such as purpose, methodology, phases, tools used and research strategies.
- Chapter 4 gives information about the work process, final product, what research techniques have been used, findings and outcomes obtained from this project.
- In chapter 5, the reader will discover the report's conclusion, which includes a summary of the important results as well as recommendations for future advances or improvements.

ABOUT THE CLIENT

Our client – Erion Kapaj is a highly talented painter based in Athens, Greece. Erion has always had a strong interest in art, and he started his career as an artist at the esteemed Athens School of Fine Arts, where he developed his abilities under the renowned sculptor George Lappas. Erion began his studies in the department of painting but eventually transferred to the department of sculpting. His primary passion is painting, despite the fact that he graduated with a concentration in sculpture, and he continues to explore various artistic mediums based on his ever-evolving interests.

Erion aims for minimalism in his art while frequently exploring the complex mechanisms that support our environment. With a keen problem-solving mindset, he embraces the challenges presented by each artistic endeavor. He is drawn to mathematics because of his love for solving problems, which broadens his artistic viewpoint.

Paintings and sculptures are just the beginning of Erion's artistic work. Other forms of creativity, like building sailboats and exploring the world of photography, also inspire him. He draws inspiration from a variety of sources thanks to this multifaceted approach, creating a varied and captivating body of work. Erion mainly works with oil painting as his favored method. Despite using a variety of colors, white is a significant component of his compositions.

Erion not only pursues his artistic interests but also works as an art instructor, imparting his vast knowledge and love of the arts by devoting his time to preparing students for entering Art Schools. Art is Erion Kapaj's passion and more than simply a job to him.

The Alpha Group shares Erion's artistic vision and is committed to bringing his unique talent and creative voice to a wider audience.

ASSIGNMENT OVERVIEW AND APPROACH

3.1 The task

The task at hand involves creating a captivating portfolio website for an artist based in Athens, Greece, where his distinct art style and imaginative work can be showcased to a global audience. The major goal is to design a visually stunning and user-friendly website that communicates the artist's creative vision, artistic process, and underlying emotions and narratives portrayed in their artworks. Furthermore, the website should include a dedicated shop page where visitors can explore and purchase the artist's captivating pieces, giving an immersive and interactive experience for both art enthusiasts and potential customers.

3.2 Methodologies

To guide our research and design decisions, we formulated a main question and to answer the main question, we broke it down into several relevant research questions. These questions served as the foundation for our investigation into key aspects of the website, ensuring that we addressed the crucial elements necessary for an effective presentation of Erion's art. A breakdown and explanation of the research questions can be found in the next chapter of this document.

We intended to use 11 CMD cards from the Dot framework for our initial approach. But as work on the project went on, we found that some of the cards were not necessary or that they might be used in other activities. While we initially meant to use all the cards, we discovered that our approach changed because of the project's objectives. Initially, we intended to apply the following CMD cards:

1. Co-Creation
2. Co-Reflection
3. Context Mapping
4. Design Pattern Research
5. Inspiration Wall
6. Interview
7. Peer Review
8. Prototype
9. Quality Review
10. Requirement List
11. Usability Testing

Through thorough planning and evaluation of our process, we discovered that some cards may not be necessary for our project. With this new strategy, we were able to streamline our activities, make the most use of the necessary cards, and concentrate on the project's most important elements. We made sure the project remained effective and in line with the end objective of developing a compelling website to showcase Erion Kapaj's art portfolio.

We ended up utilizing nine (9) cards and these cards served as valuable tools to guide our decision making and ensure user-centered design process:

Co-Creation: We believe in the power of collaboration and involving stakeholders in the design process. Through co-creation sessions, we encourage active participation from our client, teachers and other relevant parties to collectively generate ideas and contribute to the overall vision of the website.

Co-Reflection: Reflection is a crucial aspect of the design process. By engaging in co-reflection sessions, we facilitate discussions and evaluations to gain insights, identify strengths and weaknesses, and iteratively make improvements.

Context Mapping: Understanding the context and the users' needs is vital for a successful website. Through context mapping exercises, we analyze the environment, users, and their requirements to ensure the website is tailored to their specific needs and preferences.

Design Pattern Research: We conduct extensive research on design patterns and best practices in the field of web design. By analyzing existing successful websites and studying industry trends, we gather valuable insights to inform our design decisions and create an intuitive and visually appealing user interface. Our client referred to the website of an artist Antony Gormley to show the group an example of how he would like his website to look.

Interview: We conduct interviews with our client to gain a deep understanding of their goals, needs, preferences, and expectations for the website. These insights inform our design decisions and ensure the website effectively reflects Erion's personality and showcases his artwork.

Peer Review: We encourage regular peer review sessions where team members provide constructive feedback on each other's work. This promotes collaboration, helps identify areas for improvement, and ensures high-quality design outcomes.

Prototype: Prototyping allows us to create interactive mockups of the website, enabling us to test and refine the design based on user feedback. We iterate on the prototypes to ensure the website's usability, functionality, and visual aesthetics meet the desired objectives.

Requirement List: We maintain a comprehensive list of requirements based on user research, stakeholder input, and industry standards. This list guides our development process and ensures that all key features and functionalities are incorporated into the website.

Usability Testing: Usability testing involves gathering feedback from users to evaluate the website's ease of use, intuitiveness, and overall user satisfaction. This valuable feedback helps us refine the design and enhance the user experience.

In order to gather the necessary data for this project, our group used different research techniques such as surveys, interviews, personas, manifesto, user scenarios, prototyping and observation. Those techniques were essential during the research phase as they provided us with crucial information about the artist's ideas and vision as well as those of his target audience.

Surveys and interviews allowed us to gather crucial insights into the artist's preferences, artistic style, and overall vision, ensuring that the website would accurately represent their unique identity. By creating personas and user scenarios, we were able to empathize with the target audience, understand their needs, and tailor the website's design and functionality accordingly. Prototyping enabled us to visualize and iterate on the website's structure, layout, and user interface, ensuring a seamless and intuitive user experience. The testing helped us to validate design decisions, identify and resolve any usability issues, and ensure that the website met the expectations of both the artist and the target audience.

3.3 Tools

To support our work, we used a variety of tools and technologies throughout the project. These included design applications for producing visual prototypes, data collecting platforms for surveys, and team collaboration tools.

Surveys: Google Forms

Interviews: OBS (For recording)

Prototyping: Figma

Coding: Programming languages (HTML, CSS, JavaScript, fetch API)

IDE: Visual Studio Code

Version Control: GitLab

Communication: Outlook, Discord, WhatsApp, MS Teams

Deliverables:

At the end of the project, we will deliver several key deliverables to the customer. These include a fully functional and visually appealing website that showcases Erion's art portfolio, an in-depth documentation report detailing the research process, user insights, and design decisions.

In this chapter, we provided an overview of the assignment, outlining the major objectives, relevant research questions, methodological approach, tools used, and deliverables that will be given to our client at the conclusion of the project. In the next chapter, we will provide more detailed explanations of the process we followed, along with thorough insights into each stage. There, we delve into the step-by-step process, highlighting key activities, research findings, and design decisions that shaped the development of Erion's art portfolio website.

PROCESS AND RESULTS

In this chapter, we will analyze the steps taken and the results obtained in our project, which aimed to effectively showcase Erion Kapaj's art portfolio using a website. To accomplish this, we used the design thinking process diagram approach. Design thinking provided us with a structured framework to understand Erion's goals, empathize with the target audience, ideate creative solutions, design prototypes, and test and refine them based on user feedback.

By applying the design thinking process, we adopted a user-centered approach with a focus on understanding Erion's needs, preferences, and expectations as well as those of his potential audience. To acquire information, we carried out surveys and interviews. We then used a variety of research techniques to generate ideas and create a prototype that the potential users found appealing.

Through iterative testing and improvement, we aimed to develop a website that not only displayed Erion's art but also offered users a fun and easy-to-use experience. We were able to include user feedback, iterate on our designs, and continuously enhance the website by using the design thinking approach.

The steps of the design thinking process that we used are covered in detail in this chapter. We outline the research questions that were developed, the information gathered through interviews and surveys, the development of prototypes, and the insightful comments from potential users. The outcomes of this process enabled us to improve the website's design and make it more in line with Erion's creative goals while also successfully engaging a larger audience.

DEFINE PHASE:

In this phase we created research questions to direct the work and specify the areas to be focused on.

Developing the Primary Question and Research Questions:

At the start of the project, the team formulated the main question: "How to present Erion's art portfolio in a clear and easy manner using a website in order to showcase his personality to his audience through his work?". The project's scope and goals were determined by the answer to this key question. To give a thorough framework for investigation and analysis, a number of sub-questions, or research questions, were constructed to go deeper into the subject and address specific aspects.

Below are the research questions that we developed with explanations to show how each question was crucial to answering our main question.

- Who is his target audience? This is crucial because it increases the likelihood that the product will be a success when it is eventually introduced to its target market. We can modify the features and design of the product to match the unique demands and preferences of the target audience by knowing who they are.
- What art categories does he want on the website? His art should be exhibited in a variety of categories to assist in organizing the information, enhance user experience, and encourage exploration.
- What is his story? Does he want to share more about it with his audience? This is crucial because it enables us to recognize the stakeholder's unique abilities, grasp his artistic style and vision, and helps build customer trust.
- Should the website have a dedicated section for Erion's resume, bio, and past exhibitions to provide context for his work? This question addresses the need to provide background information about Erion, his artistic journey, and his accomplishments. Including a dedicated section for his resume, bio, and past exhibitions helps visitors understand the context of his work and appreciate his artistic journey.
- What type of content should be included on the website to showcase Erion's art effectively? This question focuses on identifying the most effective content to showcase Erion's art. Understanding what content should be included, such as high-quality images, descriptions, and artist statements, ensures that the website effectively communicates the essence of his artwork to the audience.
- What is the best way to organize the art pieces on the website to ensure a cohesive presentation? Organizing the content in a cohesive manner is essential for creating a seamless and engaging user experience. This question helps determine the most effective categorization, navigation, and display methods to showcase Erion's art and maintain a coherent visual narrative.
- What are some best practices for including artist statements and descriptions of the artwork on the website? Artist statements and descriptions provide valuable insights into the inspiration, meaning, and technique behind Erion's artwork. Understanding best practices for including these elements ensures that they are effectively presented on the website, enhancing the users' understanding and connection with our client's art.
- Should the website include a blog or news section to keep visitors engaged and up to date on Erion's latest work? This question explores the potential benefits of including a blog or news section to keep the audience engaged and informed about Erion's latest artistic endeavors. It helps determine if such a section is necessary to provide regular updates, announcements, and insights into Erion's artistic process.

- What are some strategies for encouraging audience engagement and feedback through the website? Engaging the audience and allowing them provide feedback is crucial for building a connection and community around Erion's art. This question investigates effective strategies such as interactive features, social media integration, and feedback mechanisms to encourage audience participation and interaction.
- Should the website include a contact form or other methods for potential clients to get in touch with Erion? Providing a means for potential clients to contact Erion is essential for business opportunities and inquiries. This question examines the necessity of including a contact form or other contact methods to facilitate communication between Erion and potential clients.
- What are some best practices for maintaining and updating the website over time to keep it fresh and engaging? To ensure the continued relevance of the website, this question addresses the best practices for maintaining and updating the website over time. It involves considering factors such as regular content updates, technical maintenance, and incorporating new features to keep the website fresh, engaging, and up to date with industry standards.

EMPATHIZE PHASE:

In this phase we met with the client for the first time and also conducted an interview later to learn more about his tastes, vision, and ambitions for the website.

First time meeting with client and Interview with the Client:

A thorough interview with the customer was done to acquire a thorough understanding of Erion's objectives, creative vision, and expectations for the website. The team's ability to comprehend the client's vision, intended user experience, and functional needs for the website was made possible by this interview, which served as a crucial source of knowledge. Erion's insightful suggestions gave the project a strong foundation for alignment with his creative objectives and aims.

Interview Findings:

The interview conducted with our client revealed several key points that will guide the development of their website. Notably, our client has a strong affinity for the colors white, grey, and black, which will heavily influence the website's visual aesthetics. The primary objective of the website is to serve as a digital portfolio, effectively showcasing our client's impressive body of work. While the inclusion of an online shop is not our client's primary focus, he expressed a desire to ensure that potential buyers can easily make purchases should they be interested in acquiring any of the showcased pieces.

Furthermore, our client possesses a genuine passion for painting, mathematics, and solving problems. These interests are an integral part of their identity and creative process, and they wish to convey this through their website. To achieve this, it is essential that the website design reflects the simplicity and minimalism that our client values, allowing their work to take center stage. This approach will create an immersive and uncluttered user experience, enabling visitors to fully appreciate and engage with the artwork on display.

In order to provide visitors with a deeper understanding of our client's background and artistic journey, our client specifically requested the inclusion of a dedicated section featuring a biography page. This page will serve as a platform to share personal insights, experiences, and influences, thereby establishing a meaningful connection between the artist and the audience.

Lastly, our client emphasized the importance of facilitating communication and contact through the website. They expressed their willingness to be contacted for inquiries, collaborations, or any other relevant opportunities. To achieve this, the website can incorporate a contact form feature, allowing visitors to directly interact with the client, or alternatively, display our client's email address for direct communication.

For a more comprehensive understanding of the interview, including all the details and additional insights provided by our client, please refer to the complete transcript in the appendix section at the end of this report.

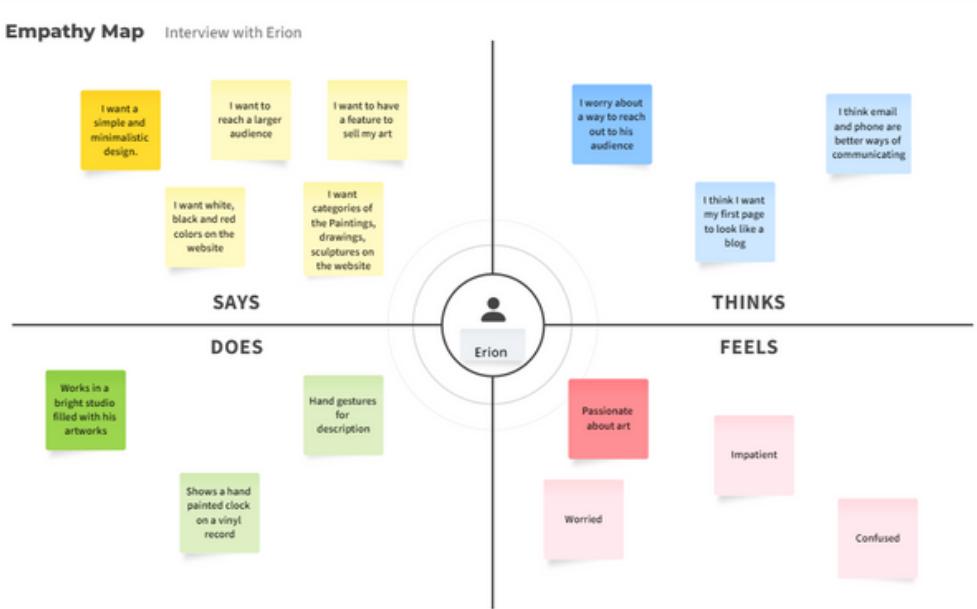


Fig 1. Empathy map from the first interview with our client.

IDEATE PHASE:

In this phase, we engaged with potential users at the Rijks Museum and Van Gogh Museum in Amsterdam to gather insights and ideate potential design solutions and distributed a survey via Google Forms to a wider audience to generate additional ideas and gather feedback.

Surveys:

Recognizing the need for comprehensive insights and a broader perspective, the project team identified the value of conducting a survey.

Conducting surveys would help us:

1. Gather User Preferences and Expectations: Surveys would allow the team to collect data on user preferences, expectations, and behavior. By understanding what users are looking for in an art portfolio website, the team can tailor the design and functionality to meet their needs. This ensures that the website aligns with user expectations and provides a positive user experience.
2. Identify Patterns and Trends: Surveys would provide us a quantitative perspective by collecting data from a larger sample size. This allows the team to identify patterns, trends, and commonalities among users. By analyzing the survey responses, the team can gain insights into common preferences, popular features, and expectations shared by the target audience.
3. Validate Design Decisions: Surveys would help validate design decisions by seeking direct input from the intended users. By collecting feedback on specific design elements, user interfaces, and functionalities, the team can assess whether their design choices align with user preferences and expectations. This feedback can guide the iteration and refinement of the website design, ensuring it resonates with the target audience.

We decided to conduct the surveys both online and offline. To conduct an offline survey and meet with art enthusiasts one on one, the crew traveled to notable museums, including the Rijksmuseum and the Van Gogh Museum in Amsterdam.

Additionally, an online survey was distributed using Google Forms, allowing the team to reach a wider audience and collect quantitative data. The survey responses were then analyzed to identify patterns, preferences, and user expectations, forming a solid basis for design decisions.

Have you ever visited an artist's website or any online art galleries?

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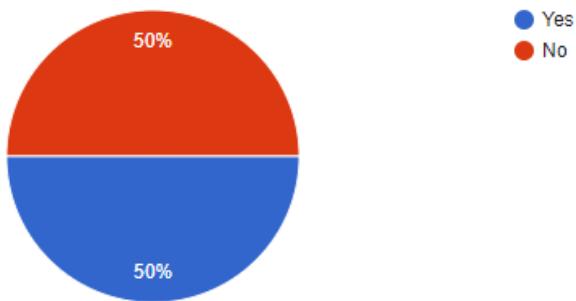


Fig 2. Screenshot of Survey Results

Persona Creation and Empathy Map:

Two different personas were developed using the gathered survey data as well as the client interview's insights. Each of these personalities represented a different subset of the target demographic and embodied stereotypical users. The team developed a comprehensive grasp of the viewpoints of the intended users by considering their traits, drives, objectives, and concerns. An empathy map of the client's interview was created in addition to personas, highlighting the emotional components and user requirements, enabling the team to develop the website with empathy and a user-centric approach.

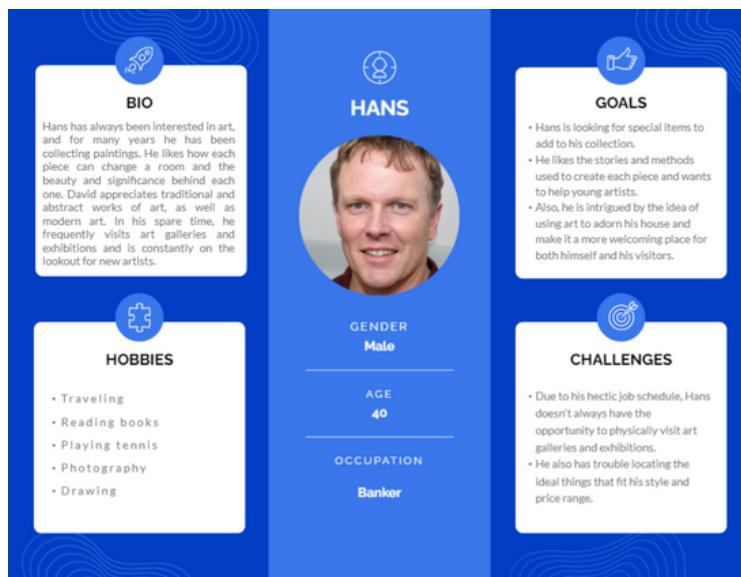


Fig 3. Persona 1: Hans - The Banker

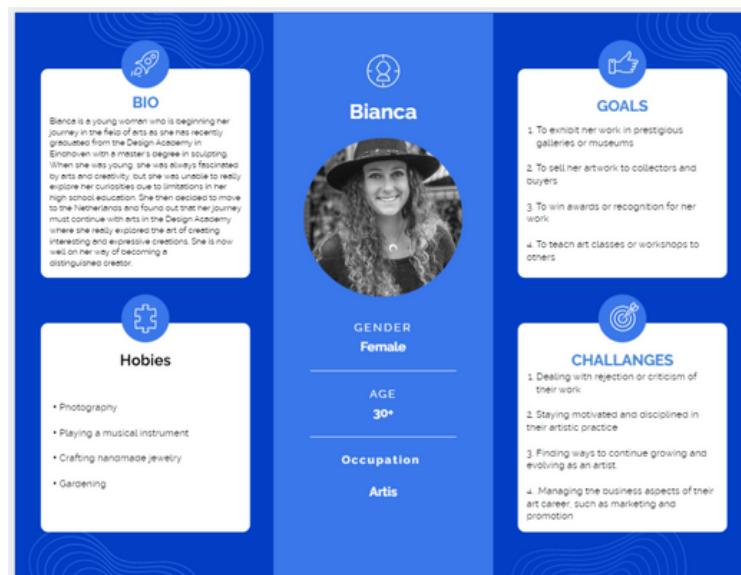


Fig 4. Persona 2: Bianca - The Artist

User Scenarios and Scenario Video:

In addition, the team made a scenario video (video prototype). This video was designed to give a clear depiction of the user's path and interactions with the website. This fictional instance replicated possible user interactions with the website and showed the users' objectives and anticipated results. It allowed us to picture the desired user experience.

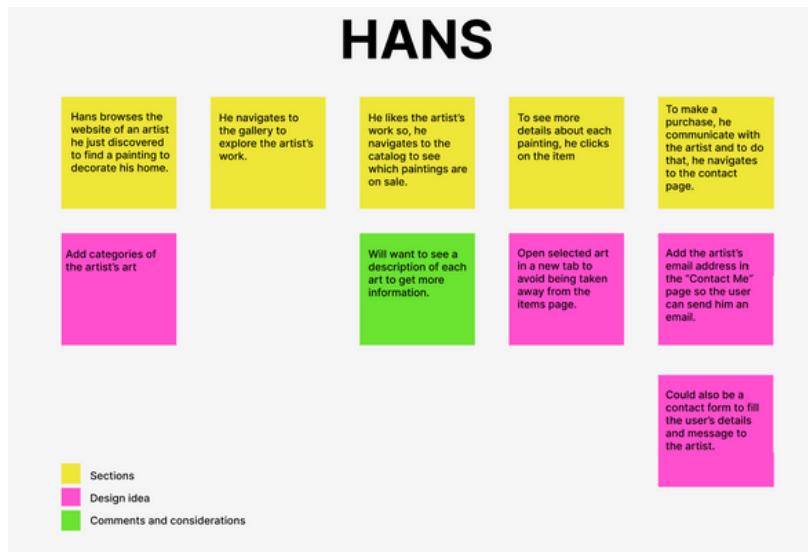


Fig 5. Persona 1: Hans - The Banker

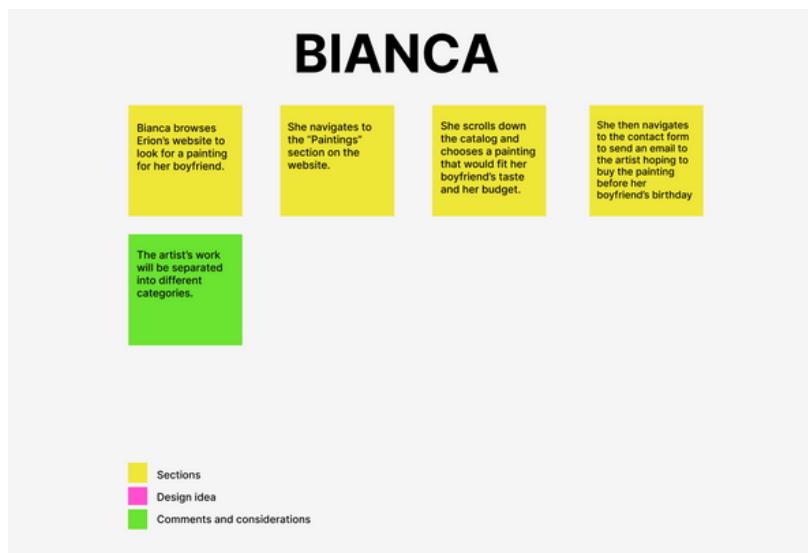


Fig 6. Persona 2: Bianca - The Artist



FRAME 1



Scene: Interviewer welcomes the participant and asks for permission to record the interview.

- Interviewer: "Um, welcome to the interview. Um, uh, do you mind if I record the interview?"
- Participant: "No problem."

FRAME 2



Scene: Interviewer explains the purpose of the interview and asks the participant to navigate through the website.

- Interviewer: "For today, the first question I would like you to navigate through the website. You can check it and see if it's easy to navigate."
- Participant: "Okay, let me go to the website."

FRAME 3



Scene: Participant explores the website, navigating to different pages and providing feedback.

Participant: "Okay, can you navigate to the shop page?.. Okay, now can you go back?.. Can you navigate to the bio page?.. Can you navigate to the contact me page?.. Can you go back to the homepage?.. Can you go to the portfolio?.. Can you click on sculptures?.. Can you click on the drawings and orders?.. Can you click on shop?"

Fig 7. Storyboard

PROTOTYPE PHASE:

In this phase, we created prototypes based on the research findings and ideation phase that reflects the user preferences and meets Erion Kapaj's goals.

Individual Prototyping and Selection:

Team members started their own individual prototyping projects based on the knowledge obtained from user research and the creative exploration process. With the help of the identified design components, functionality, and aesthetic preferences, each team member created their own prototype. The team then reached a conclusion as a group through cooperative talks and feedback sessions, ultimately choosing the most unified and efficient prototype that was most in line with the project's goals and user expectations.

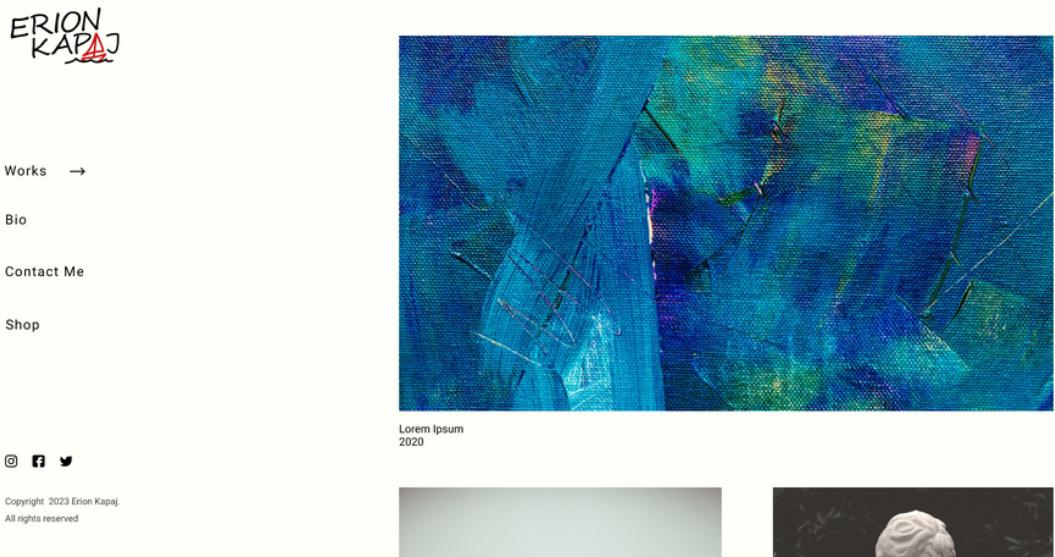


Fig 8. The Homepage of the prototype

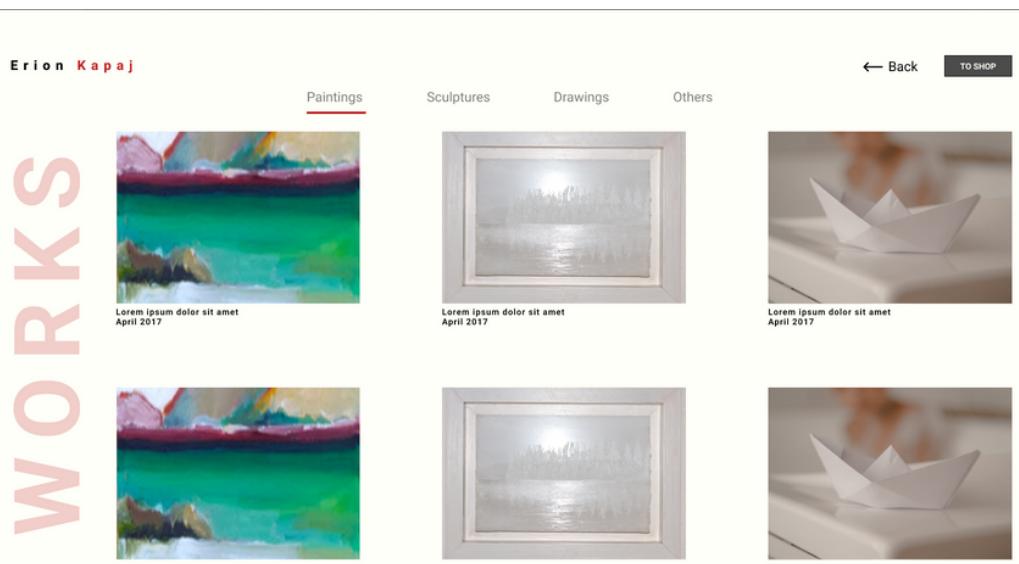


Fig 9. The Homepage of the prototype

TEST PHASE:

During this phase, we employed a multifaceted approach to gather valuable feedback and insights from various stakeholders. This phase aimed to validate the prototype and identify areas for improvement.

The following stages were conducted:

Online Surveys:

We utilized Google Forms to distribute surveys to a diverse group of potential users. The surveys included questions regarding their impressions, user experience, and suggestions for improvements. With a carefully crafted questionnaire and a targeted sample size, the survey garnered a remarkable response rate, providing valuable insights and feedback from a diverse range of participants.

User Interviews:

In addition to the online surveys, we conducted interviews with selected potential users. These interviews allowed us to delve deeper into their experiences, and specific feedback on the prototype. By engaging in a dialogue, we gained qualitative insights that complemented the survey data and provided more understanding of user perspectives.

Client Interview and Testing:

We arranged a final interview with our client to present our findings, showcase the prototype, and gather feedback from him. This collaborative session helped gain a mutual understanding of the project's progress and allowed for direct input from the client. Their insights were invaluable for shaping the final iterations of the prototype.

During the prototype presentation, the client expressed their satisfaction with the presented prototype, stating, "I see the prototype and I like it." However, they provided some specific feedback and requested certain modifications to better align the website with their vision and preferences.

Firstly, our client expressed a desire to have the first three images on the homepage combined into a single large image. They intend to utilize this image as a prominent banner, potentially featuring posters or promotional material for exhibitions or special events. This change would enhance the visual impact and versatility of the homepage, allowing for more dynamic content presentation.

Additionally, our client emphasized the need for a simpler-looking contact page. They seek a streamlined and user-friendly design that facilitates easy communication with visitors. By simplifying the contact page, our client aims to create a straightforward and efficient means for users to reach out, reinforcing their commitment to maintaining an accessible and engaging online presence.

Furthermore, our client requested a modification to the section title. Rather than using "Portfolio," they prefer to label it as "Work." This change aligns more closely with their artistic identity and better reflects the purpose of the section, emphasizing the focus on showcasing their individual works.

Lastly, our client expressed a strong desire for the ability to maintain the website themselves. This requirement indicates their intention to have full control over the website's content and regular updates. By possessing the capability to manage the website independently, our client aims to ensure the timely display of their latest works, news, and events.

Taking into account these valuable feedback points, the development team will incorporate the requested changes to the prototype, ensuring that the final product fulfills our client's vision and meets their expectations.

Storyboard Creation:

We created storyboards after synthesizing the data from the survey, user interviews, and client feedback. Storyboards capture significant events and user interactions with the prototype to visually represent the user journey. This process gave the user experience a visual story and helped pinpoint areas that may be improved.

By employing a combination of online surveys, user interviews, client feedback, and storyboard creation, we gained comprehensive insights into the strengths and weaknesses of the prototype. This user-centric approach allowed us to gather diverse perspectives, validate design decisions, and refine the prototype to enhance its usability and effectiveness.

As depicted in Figure 6 (refer to chapter 4), the storyboard provides a visual representation of the user's journey through the website, highlighting key interactions and transitions.

CONCLUSION(S) AND RECOMMENDATION(S)

Our research and design process have been instrumental in addressing the initial goal of presenting Erion Kapaj's art portfolio in a clear and captivating manner through a website. Through a combination of user research, iterative testing, and collaborative efforts, we have successfully developed a solution that effectively showcases Erion's personality and artistic talent to a wider audience.

Our research has shown how crucial it is to have sections on the website that showcase Erion's works and biography. Visitors will have a better knowledge of Erion's artistic development because of this information, which also enriches their experience of his works of art. By organizing the art pieces thoughtfully and employing intuitive navigation, we have ensured a cohesive and immersive user experience that enhances the overall appreciation of Erion's art.

We gathered insightful data that has influenced the website's design and functionality through surveys, interviews, and iterative testing with potential users. The inclusion of art descriptions has proven to be essential for providing insights into the creative process and connecting the audience with Erion's artistic vision.

Furthermore, our research has highlighted the significance of strategies to encourage audience engagement through the website. By incorporating social media integration, we aim to foster a vibrant community around Erion's art creating a sense of involvement among visitors.

We provide the following suggestions for additional improvements based on our research findings and the helpful input we have received. To guarantee the website remains up-to-date, relevant, and in line with Erion's developing artistic journey, we first advise constantly upgrading and maintaining it. Secondly, by maintaining a collaborative relationship with our client, getting regular feedback, and looking at potential growth options like adding e-commerce capability, the website's effect and scope will be further increased.

In the future, we recommend our client to look into possible collaborations with other artists or art organizations as this may present opportunities for collaborative projects and more exposure.

In conclusion, our use of the design thinking approach combined with thorough user research has led to the development of a website that successfully displays Erion Kapaj's body of work. Erion will be in a better position to connect with even more people, build his artistic identity, and encourage deep interactions with art enthusiasts and potential customers by putting our recommendations into practice and staying open to feedback from users. This project proves the value of careful planning and user-centered strategies in realizing the full potential of an artist's online presence.

EVALUATION

Tasks	Donald	Mariyana	Kingsley	Dang Khoa	Martin	Matthew	Vanesa
Project plan	+	+	+	+	+	+	+
Research report	+	+	+	+	+	+	+
Survey	++	+	++	++	++	+	+
Interviews	++	++	++	++	+	+	+
Research	+	+	+	+	+	+	+
Prototyping	++	+	+	+	+	+	+
Team agreement	-	++	-	-	-	-	-
Usability testing	-	+	+	-	-	-	-
Persona	+	+	+	+	+	+	+
Scenarios	+	+	+	+	+	+	+
Scenarios videos	+	+	+	-	+	+	-
Empathy map	+	+	+	+	-	-	-
Card sorting	++	++	++	++	-	-	+
Sketching	+	-	+	+	-	-	-
Transcripts	+	-	+	-	-	-	-
Storyboards	-	-	-	++	-	-	-
Task analysis	+	-	-	+	-	-	-
AB testing	+	-	-	+	-	-	-
Heuristics evaluation	-	-	-	+	+	-	-
Client communication	++	-	-	-	-	-	+
Presentations	+	+	+	+	+	+	+
Presentations slides	-	-	-	++	-	+	-
Coding	++	+	+	+	+	-	+
Final products	+	+	+	+	+	+	+
Final report	++	++	++	+	-	-	+

REFERENCES

Website Reference:

An example of a simple and minimalistic website that our client likes

Artist: Antony Gormley

Website Reference: <http://www.antonygormley.com>

ATTACHMENTS

PROJECT PLAN

ATTACHMENT 1: PROJECT PLAN

Project plan

'Alpha'

Erion Kapaj

Version

Version	Date	Author(s)	Amendments	Status
1	16/02	Donald, Martin, Matthew, Kingsley	Creation of the project plan's first version / leader made editions	In progress
2	02/03	Mariyana, Donald, Vanesa	Making detailed changes in order to present our project plan and be more specific	In progress
3	07/03	Vanesa, Kingsley, Donald, Martin, Khoa	Adding mission statement, project details, user requirements, functional requirements, database diagrams	In progress
4	09/03	Vanesa, Mathew, Donald	Editing details; making the file even more specific	Finalising

1. Project Assignment

1.1 Context

Erion is a creative artist who is involved in a wide range of art, including painting, sculpture, and photography.

He creates artwork such as: creating small boats for kids to play with them in the lake; human-body type sculptures; paints landscapes and people; loves to paint in a white and da Vinci theme. Nevertheless, he sells his artwork locally now, but he wants to reach a far bigger audience through his website and not only – by having this online platform, it would also be easier for our stakeholder to showcase his artwork to his family and friends.

1.2 Goal of the project

The goal of this project for Erion is to try to showcase his art and to reach a larger audience in a professional and easy to use website in order to gain more customers and to be able to show his art to his friends and family easily.

The project's overall objective is to build a strong tool that will help the artist reach a larger audience, strengthen their brand, and ultimately generate additional commercial prospects. Erion can reach a wider audience and advance his profession with the help of a well-designed website.

1.3 The assignment

This project's assignment is to create a website to clearly and simply showcase Erion's art collection.

The website must specifically be able to display the artist's work and provide information about most of his types of art. The artist's exposure would grow as a result and generate more business opportunities.

1.4 Scope

This section shows an overview of the scope of the project. The scope outlines the deliverables of the project. The project scope is depicted in the table below, showing what the project includes and does not include.

The project includes:	The project does not include:
1. Computer version website	1. Payment system for purchasing
2. Mobile version website	2. Deploy the website to a server

1.5 Finished products

We will provide an overview of the project's product breakdown structure and a description of each individual product in this section.

1. Project planning and analysis: We will define the project's scope, goal, and stakeholders in this phase. We will also develop a roadmap. We will decide the project's timeline and the resources needed to finish it successfully during this phase as well. This is necessary to make sure the project has a clear direction and is in line with the goals and objectives of the client.
2. Research and interviews: The sub questions that have been developed from the key stakeholder's art's current situation will be identified in this phase. These questions can each be answered by conducting research and interviews
3. Prototyping.
4. Design and development.

The figure below is the product breakdown structure which we have utilized to analyse, record, and present the hierarchical structure of the results the project will produce.

1.6 Research questions

We have developed the main question, which we have further divided into sub-questions, based on Erion's goal. The primary question and the research questions that have been derived from it will be described in this section.

Main Question: How to present Erion's art portfolio in a clear and easy manner using a website in order to showcase his personality to his audience through his work.

- Who is his target audience? This is crucial because it increases the likelihood that the product will be a success when it is eventually introduced to his target market. We can modify the features and design of the product to match the unique demands and preferences of the target audience by knowing who they are.
- What art categories does he want on the website? His art should be exhibited in a variety of categories to assist in organizing the information, enhance user experience, and encourage exploration.
- What is his story? Does he want to share more about it with his audience? This is crucial because it enables us to recognize the stakeholder's unique abilities, grasp his artistic style and vision, and helps build customer trust.
- Should the website have a dedicated section for Erion's resume, bio, and past exhibitions to provide context for his work? A section that shows Erion's past exhibitions and resume can be an important feature because it shows potential customers what makes him uniquely qualified.
- What type of content should be included on the website to showcase Erion's art effectively? Understanding the right kind of content to post on the website is essential since it may have a big impact on both the artist's and the website's success. It can help to attract the right audience and encourage engagement.
- What is the best way to organize the art pieces on the website to ensure a cohesive presentation? This is essential in order to know how to arrange art elements on a website to create a unified presentation that is visually appealing, simple to use, supports his brand, tells a story, and ultimately increases sales.
- What are some best practices for including artist statements and descriptions of the artwork on the website? A fantastic method to provide his website visitors insight into his creative process and the purpose behind his artwork is to include artist statements and descriptions of his artwork.
- Should the website include a blog or news section to keep visitors engaged and up to date on Erion's latest work? It's crucial to decide whether the website should have a blog or news section because doing so can help to keep visitors interested in and informed about Erion's work.

- What are some strategies for encouraging audience engagement and feedback through the website? This is crucial information to understand since promoting audience engagement can create a more engaging website that is interactive. Social media integration, for instance, can increase visibility and enhance audience participation and contribute to a more collaborative and engaging user experience for his audience.
- Should the website include a contact form or other methods for potential clients to get in touch with Erion? This will help with easy communication and show professionalism. Overall, a contact form feature is an effective way to communicate with the visitors of the website. It can also help Erion better understand his audience and improve the website and services.
- What are some best practices for maintaining and updating the website over time to keep it fresh and engaging? This is essential for determining whether we need to keep the design up to date, incorporate new technology, regularly test and improve so it can continue to attract and retain visitors and customers in the future.

2. Approach and Planning

2.1 Approach

For our approach, we are utilizing the DOT Research Framework's CMD methods as co-creation, co-reflection, context mapping, design pattern research, inspiration wall, interview, peer review, prototype, quality review, requirement list, test report, and usability testing, which are media-design friendly.

2.1.1 Test Approach

We are going to send our prototype to friends and fellow students to test it and say their opinions about it, and what were their thought while working with it. After that, we are going to change the specific details and structures based on the feedbacks we received to make the best possible user-centred prototype before starting to implement the code.

2.2 Breakdown of the project

The project's plan will follow this path: We will start with the Empathize phase, where we will focus on pre-research of our customer and creation of an empathy map, as we are going to conduct interviews based on sub-questions, uncover emotions of the stakeholder, and seek stories. After that, we will start with the Define phase, where we will be speaking of the Plan Document and creating the Project template, which includes working on team mission statement, containing the following points: Project details, User requirements, Functional requirements, and Database flow diagrams. We are going to work on this phase with some focus on persona, manifesto, user scenario, as we are going to reframe and create human-centric problem statements, identify meaningful surprises and tensions, and infer insights. Onwards, the ideation phase will start based on focusing on techniques, such as Sketching, Brainstorming, Brainwriting, Worst idea, which indicates that we will brainstorm radical ideas, build on other's ideas, and suspend judgment. After all these phases are fulfilled, we will start the Prototype phase, where we will be focusing on basic explanations of the relation between the project and the prototyping in low, mid, and high fidelity.

We will be paying attention to media deliverables from other subjects relevant to the project. Furthermore, we are going to create lo-res objects and experiences, make a role play to understand the context and features, and quickly build to think and learn how to provide the best possible product. After we have final prototype, we are going to start the Testing phase, where we will be giving some simple focus on different testing methods and making iterations, as we're going to go through tests with customers to refine solutions and gather data on probable problems, gain deeper empathy and embrace failure. In addition, there will be an Assess phase, where we will be openly giving and receiving feedback from our mentors, go through guidelines for evaluating project work critically and, in conclusion, finalize our goal.

2.3 Time plan

Sprint 1: Week 1-3: Introduction

Sprint 2: Week 4-7: Start of the Define phase

Sprint 3: Week 8-11: Start of ideation phase with basic focus on ideation techniques

Sprint 4: Week 12-16: Start of the Prototype and Testing phase

Total amount of time needed for the final project: around 16 weeks.

Phasing	Start	Ready
Empathize	Week 1	Week 4
Define	Week 5	Week 7
Ideate	Week 8	Week 11
Prototype	Week 12	Week 14
Test	Week 14	Week 16
Assess	Week 14	Week 16

3. Project Organization

3.1 Team members

3. Project Organization
3.1 Team members

Donald Umoru. +31687832140 d.umoru@student.fontys.nl	D.U	Member	4 days a week, during school hours
Mileva Mariyana. +359888330716 m.mileva@student.fontys.nl	M.S	Member	4 days a week, during school hours
Izekor Kingsley. +31610137866 503216@student.fontys.nl	O.K	Member	4 days a week, during school hours
Martin Alashki. +359896333152 501076@student.fontys.nl	M.B.A	Member	4 days a week, during school hours
Mathew Tendean. +31627925695 500685@student.fontys.nl	M.T	Member	4 days a week, during school hours
Taneva Vanesa. +359888559665 500927@student.fontys.nl	V.M.T	Member	4 days a week, during school hours
Dang Khoa Nguyen +31616247755 458834@student.fontys.nl	D.K	Member	4 days a week, during school hours
Jaganjac, Amer A.		Teacher	
Metaxas, Georgios G.		Teacher	
Reuther, Alioscha A.		Teacher	
Roosen, Frank F.M.J		Teacher	

3.2 Communication

We communicate in person at campus online through different medium, we have a group section on WhatsApp, Microsoft teams and Discord. We attune with each other in a very cordial way. We have decided as a group to coordinate, respect, understand and support each other. These atonements will take place every time we work on our project and every time, we have a group meeting.

3.3 Test environment

Computers, big-screen device, mobile phones

3.4 Configuration management

We will use Git as our version control software and GitLab as git management software while working on the project. It would allow everyone in the group to work on the same project at the same time. It also gives us access to previous versions of the project, so if something goes wrong, we can always undo the changes.

4. Finance and Risks

4.1 Cost budget

This project requires software to write and/or manipulate HTML, CSS or JavaScript program languages, view and edit images, and create PNG or vector files for logos and/or icons.

The code can be handled by VS Code or Notepad++, which are free.

Editing and creating images can be handled by Clip Studio Paint, Photoshop, Canva which one of us has access to.

Otherwise, it can be done using free software such as GIMP or Inkscape.

However, if the team is adamant on using industry standard methods (the Adobe Creative Cloud), it will cost \$130/year. However, one license works on two devices. (Roughly \$65/year per student).

4.2 Risks and fall-back activities

Risk is a potential occurrence that could happen or not during a project.

Risk assessment is the process of finding and analyzing potential risks that could cause delays as well as making decisions "on the tolerability of the risk on the basis of a risk analysis" while taking influencing factors into consideration.

In this section, we'll identify and assess the factors and risks that could have a negative impact on the outcome of our project.

Using the table below, we have identified the following risks that could occur during this project and how we plan to mitigate them.

Risks	Prevention	Contingency (Fall-back plan)
A member is unable to attend.	During the weekly meeting, discuss next week's availability so that the team is prepared. If the matter is urgent, notify the team.	Normalization of online communication, so that even when a member cannot attend in person, the group can stay informed and effective.
Loss of data/progress due to device malfunction.	Maintain your devices and handle them with care.	Pull and push changes to git, this way progress is stored in the cloud and not on a single device.
A shareholder cannot be contacted.	Keep notes of when and how they can be contacted, plan question-asking around these notes.	Ask the teacher, as he should have contact with the shareholder.
Confusion among members.	Each meeting, we must discuss the tasks for the next week. Use a method to track who is working on what.	Communicate with other group members. Call a group meeting if possible and discuss the progress.
The product did not meet expectations.	Thoroughly understand the client's request, take this into account when working on the product. Check once again before presenting to client.	Check the product for the points where it did not meet expectations, then fix said problem.
Insufficient technical knowledge to create product.	Pay attention to technical lectures and keep notes.	Ask other group members or the teacher for help on the matter.

INTERVIEW TRANSCRIPT

ATTACHMENT 2: TRANSCRIPT OF THE FIRST INTERVIEW WITH OUR CLIENT

Date: 20.03.2023

Participants:

Interviewer: Donald Umoru

Interviewee: Erion Kapaj

Location:

Interviewer: Good afternoon. My name is Donald. I'm representing the Alpha Group. I really appreciate you taking the time to talk to us today and, I would like to ask you a few questions to know about your goals and vision for the website. So, before we start, I would like to ask you if it's okay if we record this interview.

Interviewee: Yeah, it's okay. It's okay. It's nice. I mean, also the other groups. When we talked, they asked me about that.

Interviewer: So, could you please introduce yourself?

Interviewee: So, I'm a painter. My name is Erion Kapaj. I finished Fine art school in Athens since 2012 or 2013. I was in the department of painting for some years and then I changed to the department of sculpture. I graduated in sculpturing, but I continued mostly with paintings and making different things. Depends on what I like every time. In general, in the paintings I work mostly with trying to be minimal and then to find things about the structure of things in general. As I said to you the first time, we talked all together, always trying because I like to solve problems so that's why I like mathematics. But in general, also in painting and in sculpture and in the boats as I showed you last time, always there is one kind of problem that I'm trying to solve, and this takes me doing things.

Interviewer: So what kind of artwork do you specialize in?

Interviewee: What kind of art? I specialize in painting.

Interviewer: OK, so are there any styles or subjects that you focus on?

Interviewee: I work a lot with the one kind of paint. So OK, usually I work with oil paintings, but one of the things that I can say that it's a little bit specific is when I'm working with only white color and if you remember some pictures, I showed you that they were not only with the white and trying to make, so that that was something difficult for me. I was working a lot on this until to find something and yeah maybe this is something.

Also, I'm working with colors a lot, but this is something else. I mean, all the painters, they do that.

Interviewer: So, what is your main goal for creating this website?

Interviewee: Yes. As I said, was just to show my work, but I changed a little bit of mind. I would like that this website can also make it easy if somebody wants to buy something, why not? But not to be like a shop, but to be a website that you can show your work but make it easy for somebody to buy something. If somebody wants to buy something, yes.

Interviewer: How often do you get requests from people to check your website?

Interviewee: Most of the people know me somehow but there are many times that people ask me even now if I have a website. Also, I don't know if I have my paintings on any platforms, probably also from there can be possible for somebody to go to my website to see something, but I think both. Yeah.

Interviewer: Who is your target audience?

Interviewee: Probably not very young people and for sure people that I know. Also, people that are interested in arts and buying paintings. I don't know exactly which is the right target. This is anyways, something difficult. If somebody knows exactly, it helps a lot in marketing. So, I'm not sure if I know it exactly.

Interviewer: How do you want your paintings to be sold?

Interviewee: I have an idea actually about that. I was thinking that from the website, if there is lets say, one page that when somebody goes to the website and looks, they can see your work and if they like, there should be one other page, for example somewhere else that will have paintings inside, and probably they can from there, or if there is a page in website that has a link that for example you can press the button to buy to take you to a platform. I don't know from website or from platforms. I think from platforms is safer for buyers if they don't know you. They feel much better because there are also reviews and different things. But yeah, I don't have problem with somebody who wants directly to buy from a website. I mean..

Interviewer: Do you want to add something else?

Interviewee: Yes, I was thinking some things that are about the structure of a website. I don't know if it's something difficult or if it's good idea or not. I was thinking that in the first page of the website. Probably I would prefer something like somebody can see what I'm doing now, but now, meaning maybe the last 12 months you know so and then in this page there can be different things.

For example, you scroll down, and you can see what happened the last period and so. My idea was that if what I'm adding in my website because OK, you will do it, but after that I will take it and then I will do by myself, OK. If I'm adding something, a picture or whatever to always be in the first page and then after one year or after twenty pictures for example, the twenty-one to disappear from the first page and just to stay in the page where it should be. For example, if it's drawing, you throw it inside and probably it is same time in the page of drawing and in the first page and after twenty pictures it stays in the page of drawing and disappears from the first page. So, in the first page there can be different things. I was thinking that probably is a good idea, but I'm not sure, but I was thinking if it's possible and to ask you also how you find this idea, I don't know.

Interviewer: I would discuss with my team.

Interviewee: Yes. Yeah, maybe you can think about that, but for sure because you know better about websites. I mean you have seen and it's your thing and you know better things than me. Of course, I'm open to something else and different.

Interviewer: So, what is your story?

Interviewee: From a little kid, I like painting and art in general. As I said, also mathematics and problems and OK, so I finished the fine art school and then trying to find problems. I also work a lot with boats because also, I have a lot of problems to solve there. I'm always working in my studio. It's like my favorite place, so I can stay here 20 hours a day, every day. Also, I like a lot of holidays somehow. I don't know if this is helping, but because when I go to, for example, to an island, I'm doing things, creating things with the little things or with kids and helping them. They know me that I can always help them in different things whatever they are thinking or if I want to do something. So, it's also this part of my creativity. One time, we were making some kind of things that you take the air and you put in different cones, and you make some sounds and just playing with those sounds. It's just for nothing, but it's funny and there are things that you can do this outside. I mean, I mean they are not exactly sculptures or paintings. They are kind of games; they are creative games and this is something that I make quite often. It's also part of my job. Also, I'm a seller. I mean, I use my knowledge and then I painted like, I don't know if I show you this little clock from vinyl records. I have now. This is not ready, but it's from Rick and Morty. I mean I use my knowledge and I sell different paintings. OK, I don't sell the art, but I mean why not something or T-shirts painted T-shirts and like this. And this is also one of my main jobs. I mean from this, I get money. From the paintings I can say, not so much. This is a big part of what I'm doing in general.

I don't know what else to say about myself. I mean, yeah, I like tools. I mean whatever, any tools. I want to have all the tools as much as possible and trying to know how to use all of them if it's possible. For a reason or no reason, I don't know.

Interviewer: What features would you like the website to have?

Interviewee: Somehow, clear minimal page that you can have a possibility to also open a few pages more than in that pages you can find the works and about me things and in the works maybe to be also separate like drawings, paintings, sculptures or other things and a little place that it can be the shop or things that I can put there. Anything that is for sale. This can be a separate page that it can also work or be connected to have the possibility to be connected with some platform.

Interviewer: Are there any existing websites that you admire and would like to emulate in some way?

Interviewee: I'm not sure. One artist that I like and his website. I think I found it a little bit interesting I can say that that it's Antony Gormley. You know, maybe you can write his name.

You can have a look, is somehow a minimal, white and somehow there are three lines in the left side if I remember right. And then you press there, and you have the possibility, but OK, because he's quite famous and big artist. His website looks simple but in the end if you see better maybe it's not simple at all.

Interviewer: What categories do you want on the website?

Interviewee: Paintings, drawings, sculptures and I don't know where to put the boats because sometimes not only boats. How can I put the categories that is not exactly sculpture.

One other category where can be all the other things that you don't know exactly If they are sculptures or not, maybe not. And also, the shop. And the first page that probably can be now or I don't know how we can what name we can put there. These things that I'm saying, they are quite typical simple that you know they are everywhere. So, I'm not saying something different that in general exists. Probably you have seen a few websites or you will see a website of artists. So maybe you get a better idea of that. What do they in general put in the categories.

Interviewer: Do you have limited edition products?

Interviewee: Good question actually It depends on how much I will put inside, because probably yes, but the problem at this thing I will know it when I will decide. For example, photography. I'm not going to put a lot of photography inside. Also, I will decide what I will put inside. And also, I have another problem that maybe I sent it to you last time is that I lost my hard drive. Its destroyed and even now it's in the shop and trying if they find a solution so it will also depend on my hard drive because if I cant take my pictures, I will have a I will not have a lot of photos because I have all there and so, it depends on this.

I don't know right now I can't say exactly. In the paintings, will be OK. In the sculptures, maybe some of them. I'm not going to put a lot of things. For drawings, I can put a lot.

Also, like the boat I have a lot of things that I can put in that even now but photography, not. I lost most of the photography except if I get them back.

Interviewer: How do you want to present your artwork on the website? Are you going like specifically for a minimalistic design or a visually stunning layout?

Interviewee: I would like a minimalistic design, yeah.

Interviewer: Do you want to include any text or descriptions with the artwork?

Interviewee: Probably, yes, it's at least to have the possibility to include, for example, if I'm adding a picture to have a possibility to write something down.

Interviewer: Do you have any idea how you want the descriptions to be presented?

Interviewee: I mean in the beginning to be like for example except for the name of the or... I don't know. I don't know. Right now, I don't have any idea about that. If you have any idea or something that you feel might be a good idea. Otherwise maybe not.

I would like to have the possibility when I'm adding something to write something if I want. But not to all the pictures because it's very boring to write for every picture. It will take me a long time.

Interviewer: Do you have any branding or logo design already in place that you would like to incorporate on the website?

Interviewee: I don't. I don't have no idea.

Interviewer: Do you have any social media profiles that you would like to link to the website?

Interviewee: Maybe not. Maybe the link of platforms or something else, I don't know. And to have the possibility from the page to the shop. Otherwise, I'm not using Instagram and Facebook so much and yeah.

Interviewer: What values do you think you would get if you have a bio or resume section in the website?

Interviewee: Yes, probably I would prefer this to be in the section where for example, the section or page that it says things about me. Not in the beginning if somebody opens the website to read something. Yeah, it. I would like something like this, but not in the first page.

You know, if you're saying that it must be like this because it's better because you know and I don't know, I will appreciate it and I will accept it. I mean, oh why not.

Interviewer: What do you think are some potential benefits of adding a blog or news section on the website to keep your visitors engaged and informed about your latest work?

Interviewee: Yeah, it's actually good idea, but it's something that I know that I'm not going to add a lot if I have my website and also a blog at the same. Maybe I don't know how much time I can give to it. Probably I would prefer the first page to be like a blog. As I said to you before, because maybe you see scrolling. Always to be the last picture for example then to disappear after.

Yes, maybe not another something else, blog or whatever.

Interviewer: What do you think about some methods for your potential clients to get in touch with you through the website?

Interviewee: I don't know the methods that already exist that to choose something. What are the options?

Interviewer: For example, some websites have a section where there is a contact form where users can fill in their information to send you a message.

Interviewee: Ah, OK, OK. Yes, it can be. It can be also this contact form or directly. Maybe better not contact form. Maybe better than e-mail or phone. Because I see myself that I never write to somebody. If I have the e-mail, I send an e-mail from my e-mail. Yes, I think yeah, this e-mail and the maybe phone number.

Interviewer: Are there any specific design elements or colors that you would like to incorporate into the website except white?

Interviewee: Yeah, the white is one of the colors that of course I like. So if there is a combination with little black and little red or a little bit gray. I don't know, but it doesn't mean that they have to be all together.

But the white and little bit black, Gray and red, or something to mix it doesn't matter.

Interviewer: How do you plan to keep the website updated and maintained overtime?

Interviewee: Every time that I'm doing something, maybe I can add it inside. So, the thing is to be easy for me, I mean whatever you are doing to be somehow simple. You know when I'm adding something to be possible with not a lot of different difficult things. I mean to add something.

I'm going to do this every time that I'm making a new thing.

Also, I would like to have the possibility of if I don't want to put something in the first page, to put it directly to the right page. So the for example, I'm making a drawing. Maybe I do 20 drawings and I want to put only one in the first page and not to close all the first page with the 20 drawings that I did last week. So maybe to have the possibility to throw in the first page something but not everything that I'm adding inside.

Interviewer: Lastly, is it ok if we create a group on Viber and add you and the rest of the team for better communication?

Interviewee: Yeah. Viber, yes, yeah. You have my phone number. Maybe you can have a question or whatever and I will answer you there.

Interviewer: Just before we conclude on the interview, is there anything else that you would like to add? Maybe a question that I didn't ask?

Interviewee: I think right now I don't have something in my mind.

Interviewer: Thank you very much for your participation.

Interviewee: Yeah. Thank you. Thank you very much.

Interviewer: Have a very great day.

Interviewee: You too. Bye bye.

USER RESEARCH REPORT

ATTACHMENT 3: USER RESEARCH REPORT

1. Planning

1.1 Mission statement

Team Mission Statement: Creating exceptional online platforms to reinvent how people showcase their work.

2. Project description

Erion is a talented artist who creates a variety of art, including photography, sculpture, and painting. He makes sculptures of the human form, miniature boats for children to play with in the lake, paintings of people and landscapes. He currently sells his artwork locally, but he wants to reach a far larger audience online.

The project involves creating a website for Erion to showcase his work. The end goal is to create a professional and compelling online presence for Erion that will attract potential clients and showcase his talent to a wider audience.

In addition to having this online platform, our client will find it simpler to present his work to his family and friends.

This project involves a team of seven (7) people.

USER RESEARCH

A key part of user research process is conducting interviews and surveys as they help to learn important details about the wants, needs, and expectations of users. To acquire information from the client and potential users in the context of our project, we decided to conduct an interview with the client and conduct a survey with the potential users.

Interview with the Client:

On the 20th of March 2023, we conducted the first interview with the client to understand the client's needs, gather information and clarify what the client's expectations are. During the interview with the client, we gathered the following information:

1. The client is looking for a website that showcases their portfolio and allows potential clients to contact them easily.
2. The client prefers a minimalist design with a focus on the artwork.
3. The client would like to showcase their past exhibitions and awards on the website.

User Survey:

We made the decision to carry out a survey in order to better understand the needs of the target audience and end users. We created a survey using the information we already had from the interview and additional research. The survey was conducted using both printed paper and Google Forms.

The team visited the Rijksmuseum and the Van Gogh Museum in Amsterdam on March 28, 2023, to distribute survey papers. With the aid of this approach, we were able to communicate with a lot of art enthusiasts. The printed survey was designed to be easy to understand, with clear and concise questions. Participants could easily complete the survey by ticking checkboxes.

We used Google Forms in addition to the printed survey to collect data from a larger audience. This method allowed us to reach individuals who were not attending art exhibitions or museums. Using a link, participants could easily access the survey, fill it out at their convenience, and submit their answers. We were able to collect a lot of data using this strategy very quickly.

We were able to connect with a wide range of people with various needs and interests by using both printed surveys and Google Forms. To gain a thorough insight of users' wants and needs, we merged the data we gathered using both methods.

The survey had the following results:

1. Most of the responses preferred a simple and minimalistic design that was easy to navigate.
2. Most responses wanted to see high quality images and descriptions of the art.
3. A contact page was important to most of the respondents.
4. Most of the responses also wanted social media integration in the website.

Recommendations:

Based on the insights gathered from the client interview and user survey, we will take the following into account:

1. Design: We recommend a minimalist design that puts the focus on the art. The website will be designed to be intuitive and easy to navigate.
2. Portfolio: The website will have a dedicated page for the client's portfolio with images and description of the client's art. The portfolio will be divided into categories such as paintings, sculptures.
3. Contact page: The website will have a contact page with a form that allows potential clients to contact the client easily.
4. Artist bio: The website will have a page for the client's bio.

2.3 Impact assessment

The impact assessment of the project for Erion who wants to showcase his work to a larger audience would include several potential positive impacts.

1. Improved exposure: The website would increase his exposure by making his work more available to a wider audience.
2. Improved reputation: His credibility and reputation in the art world can be improved by having a professional and aesthetically pleasing website that makes our stakeholder reach bigger audience.
3. Increased marketing and sales: The artist's website can be used as a marketing tool to draw in new customers and increase his sales.

2.4 User requirements

1. Contact Form: Users should be able to contact the painter directly from the website using a contact form on the page via email.
2. User-Friendly Interface: The website should be simple to use, with a clean and modern design that makes it simple for visitors to browse.
3. Mobile Responsive: The website needs to be mobile-friendly so that users may access it without any problems on their phones and tablets.
4. Creative process: The website should include engaging and informative content where users can gain a deeper understanding of the artist's work.
5. Social Media Integration: The website should include links to the painter's social media accounts, such as Instagram, Facebook, and Twitter.

2.5 Functional requirements

1. Portfolio Display: Users should be able to view the artist's work and browse through several categories on the website's gallery, which showcases the artist's work.
2. Artist's Biography: The artist's biography, artistic philosophies, and creative process should all be included on the website.
3. Contact: The artist's email should be included on the website's contact page.
4. Easy to use: The website should have a simple and minimalistic design.

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