

PROJECT PLAN - GROUP 5

Date: 15/03/2024

Members: Coralie, Arthur, Fabiana, Nhât

Introduction

We were tasked to brand an upcoming artist from Helmond, Netherlands. Our client, Nathalie Silverentand, makes paintings on commission and is looking to update her brand. We present to her a series of elements including content strategies for her social media platforms, user research, user testing, style scapes and brand guides. We aim to provide her with a modern website so she can expand her audience and grow as a brand. Her target audience is very broad as she caters to anyone who is interested in purchasing paintings. We conducted user research to have a more specific idea of our next design decisions and content strategy.

Mission

Our aim is to create a more modern brand for Mrs. Nathalie Silverentand-Houben that fits her brand goal and personality, as well as providing a different approach she can use to cater to a more specific audience. As well as that, we look to provide useful tips on how to update different aspects of her social media platforms to promote her work.

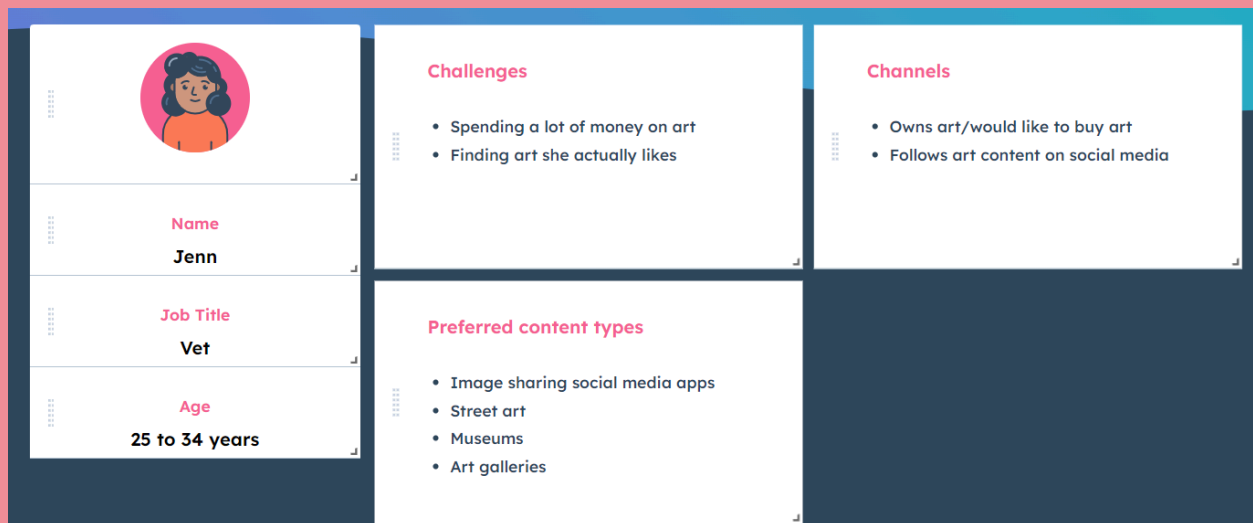
Problem statement

Our client, Nathalie Silverentand- Houben wants to start doing art full time, but in order to do so she has to brand herself to heighten her marketability. However, she's uncertain about the direction she wants to steer her brand. Additionally, she possesses minimal knowledge on where to commence her brand-building journey. She is also not sure what her main target audience is.

Process and Results

As a group we came up with various ideas on what brand style would best fit her personality based on what she told us about herself and the art industry standard. Because we started from scratch we also had to find her target audience and cater our design towards them as well. But in order to do this we first had to find out who her target audience is.

We accomplished this by doing user research and making a persona.



We did in-person interviews in Eindhoven's city center because we thought that there are many different age groups that we can find there. This wasn't as successful as we had hoped, but we definitely did get valuable information. Alongside this we took a look at accounts that currently have interaction with our client. Our main goal is to reach our client's target audience while keeping her style and taking into account the industry standard.

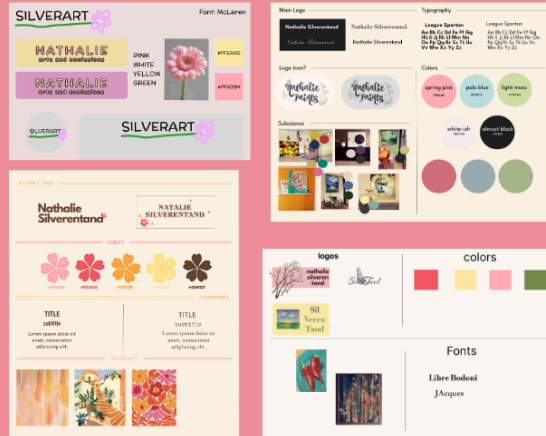
We started with individually making a style scape or brand guide to brainstorm ideas for our client's brand.



INITIAL IDEAS

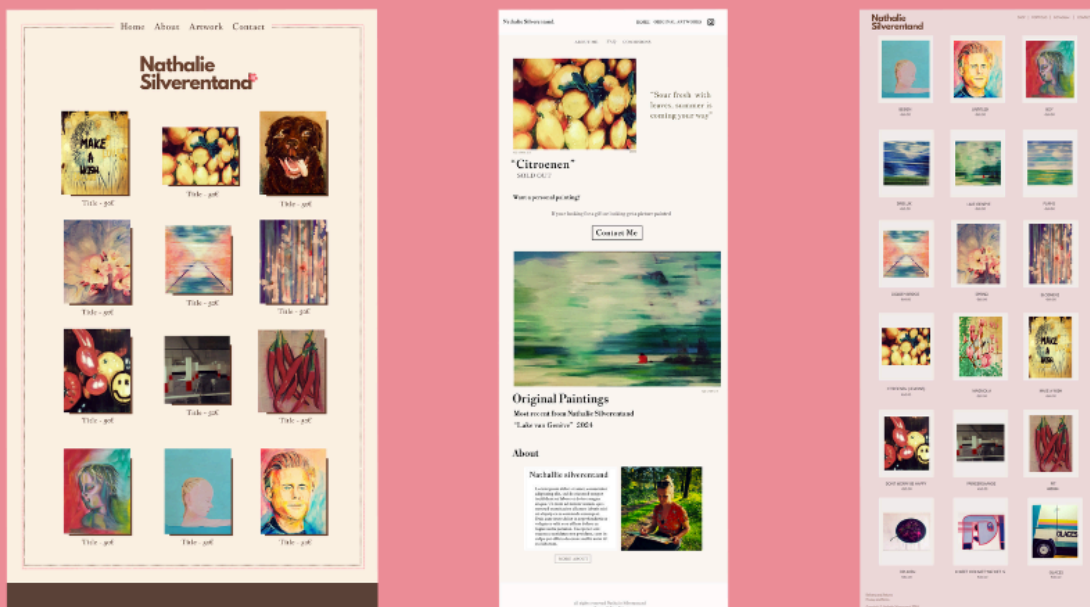
After this we agreed on making a brand guide that combined everyone's initial ideas into one.

INITIAL BRANDING

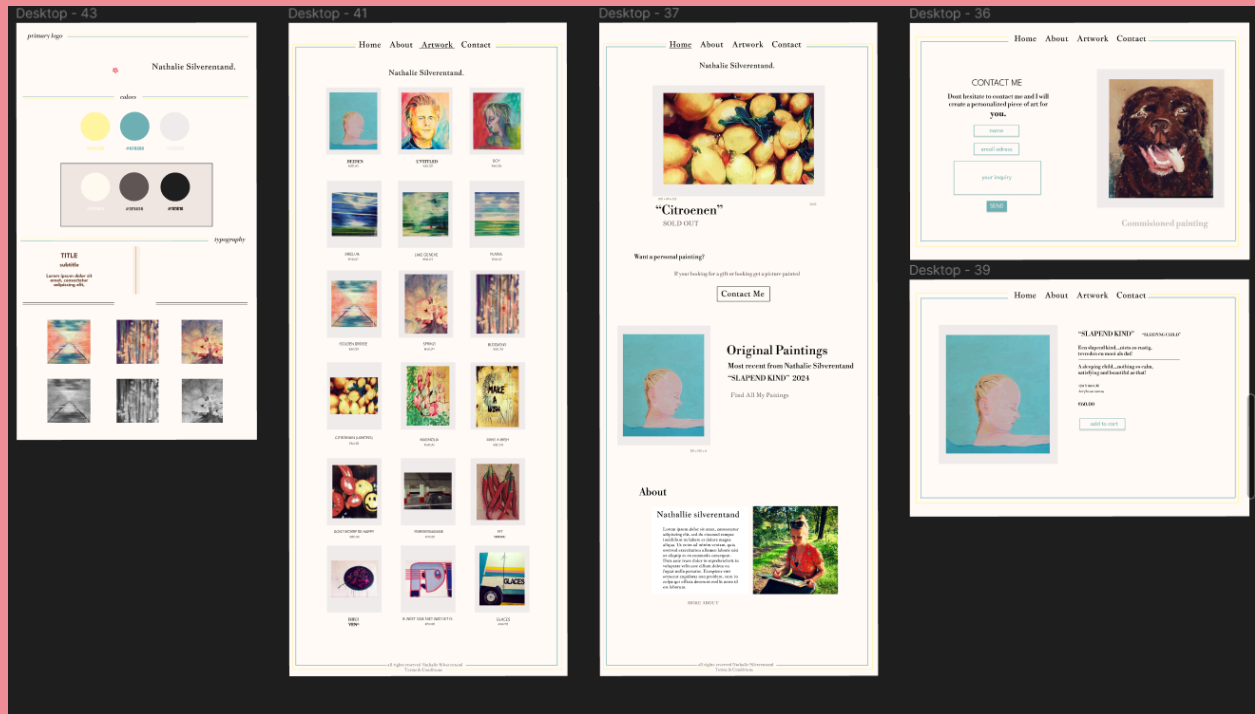


After finding out what direction we wanted to take the brand we made different website prototype ideas.

PROTOTYPES V1



After receiving feedback on these designs we decided to take each aspect that was liked and combine them all into one design.



We thought we were finally done with the design, that was until we received feedback on this design. It was called safe, boring, basic, old ect. We realized we were thinking the wrong way, we had forgotten to think outside the box and be creative. And ended up with this final design, something we were all proud of.

<https://www.figma.com/proto/7tlkzUMv8cd3fhybrX4H2Z/nathalie?type=design&node-id=390-2&t=AZysvncEb9QujAw4-1&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=390%3A2&mode=design>

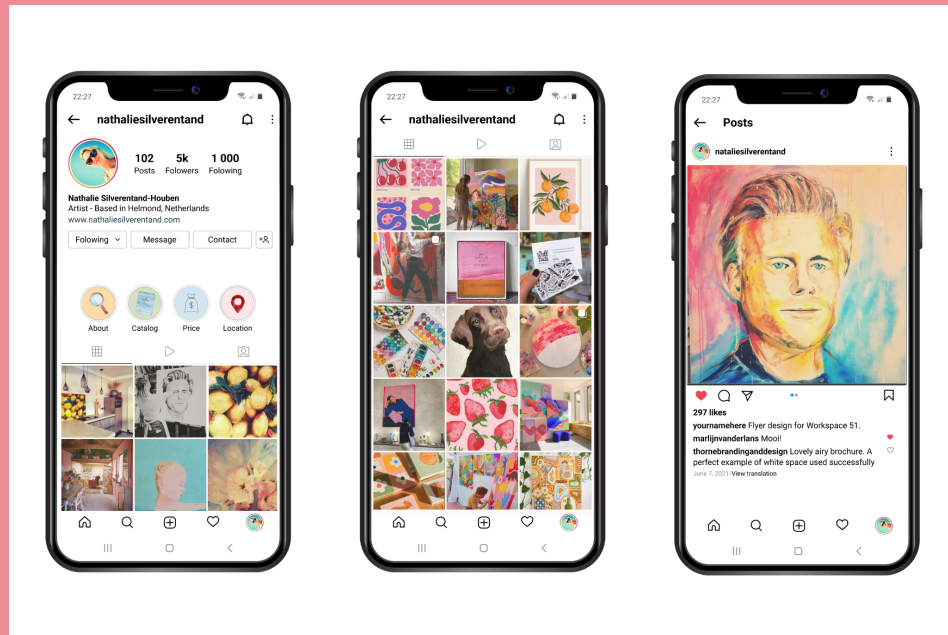
Here is the link to that prototype. ↑

Aspects our group decided on

- An interactive website prototype, including a captivating and eye-catching home page, an “all artwork” page to display artwork she currently has available and artwork she has made in the past, a contact page so her clients can contact her for art commissions, an about me page that explains a little about herself for her audience to get to know her, a page for each painting that is currently for sale and finally a checkout page so clients can purchase her art.
- An instagram mockup that fits our client’s brand
- A content strategy that would insure our client’s success in her new business venture

Instagram mockup

We made the following instagram mockup to give our client some ideas on how to improve and modernize her Instagram feed. The following feed was based on Instagram pages of competitors while keeping our clients current style.



Project deliverables

Brand guide: Visual elements regarding Natalies brand (colors, logo, typography)

Style scape: To give a feel of the brand

Designed Website: showcasing her previous and current artwork.

Social media plan: A strategy for utilizing social media to promote Natalies work.

New stylescape and brand design

FINAL BRAND-GUIDE & STYLESCAPE



Roles

Arthur : Daily Documentation, Website Prototype, Interviews, User Research, Content Strategy, Powerpoint

Coralie :Social Media, Website Prototype, Team Charter, Project Plan, Planning, Powerpoint

Fabiana : Social Media, Website Prototype, Team Charter, Project Plan, Content Strategy, Powerpoint

Nhật : Interview Transcripts, Website Prototype, Interviews

Our team

Our team is composed of 4 people: Coralie, Arthur, Nhat and Fabiana. Each member of the group will focus on a specific aspect although it is a collaborative work, and everyone will have a say when making decisions and participating in everything.

Reflection

Everyone in the group agreed that our group project excelled due to seamless teamwork and creativity. We delivered a website that exceeded our expectations through clear communication, collaboration, and adaptability.

2 Different interview transcripts

Interview Transcript #1

Interviewer: This is a project about a painter who wants to rebrand. We have to rebrand her social media, her...

Interviewee: I'm sorry a what?

Interviewer: A painter.

Interviewee: A painter oh

Interviewer: And she wants to rebrand, she wants to uh make some money, sell some paintings, you know really get out there.

Interviewee: Mh-hm Okay.

Interviewer: So we have a few questions to make a persona, make some personas.

Interviewee: Okay.

Interviewer: So can I ask you those questions?

Interviewee: Yeah yeah

Interviewer: Um do you like art or do you like to talk about art?

Interviewee: I like art. Art is nice.

Interviewer: Yeah? Do you like talking to people about art? When you have the chance, when you go to museums?

Interviewee: My mom is an artist so I can talk to her about art.

Interviewer: Yeah yeah okay okay, and do you uh what kind of paintings does she make or what kind of paintings are you attracted to?

Interviewee: So I like the one that are very colorful, very much happening so you need to look and everytime you discover something new.

Interviewer: Okay alright I like that. Now where do you think these kinds of paintings will be set up or sold at or where do you think you can find these paintings?

Interviewee: Like museums or galleries?

Interviewer: Very specific museums for those kinds of paintings or just...

Interviewee: I think modern art museums or these kinds of places.

Interviewer: Alright. What do you think of the name Nathalie Schildert?

Interviewee: It is simple, straight to the point.

Interviewer: She wants a more international name. Do you think that's international?

Interviewee: No because that's very Dutch.

Interviewer: Right?

Interviewee: Yeah yeah.

Interviewer: Now um I'll show you some pictures of her paintings, I want you to tell me where do you think these kinds of paintings will fit.

Interviewee: Mh-hm.

Interviewer: Alright here's her Instagram. We have to rebrand this kinda. So this is a few of them, fruits, some abstract, most of them fruits,...

Interviewee: So it's abstract but it's also realism?

Interviewer: Yeah.

Interviewee: Okay.

Interviewer: So it's just like what I see, I paint.

Interviewee: Yeah okay that's nice.

Interviewer: What do you think these kind of pictures fit in?

Interviewee: So I don't have a lot of experience with art or where art should be um but yeah I think these could be in a museum.

Interviewer: What do you think about them in a restaurant? A dentist, maybe?

Interviewee: I think yeah, yeah honestly because it's not very like harsh, it's just like just what you see is what you get, that's kind of nice. Or just like random waiting places.

Interviewer: Now I want you to compare both this and another Instagram. This is some random guy I found on Instagram, now what do you think it's different?

Interviewee: This is very abstract so this makes you think a little bit more than the realism.

Interviewer: This, you mean his?

Interviewee: Yeah yeah but that is my personal opinion because I think with the realism you can also think a lot about it um but this can also be in a waiting room but more for like younger people.

Interviewer: Okay. Now what do you think about the Instagram itself? Is it more compact?

Interviewee: It is more compact, it's more about the art cause with her I don't really know whether I'm looking at art or I'm looking at personal pictures.

Interviewer: Thank you. What do you think Nathalie can do to make hers more professional?

Interviewee: Um I think she should, she can separate her like art Instagram and her personal Instagram. Or like make it very clear when a post is about art, like having a different style of photos than the personal one.

Interviewer: Okay I like it. And uh lastly, do you think a personal website is important for a painter?

Interviewee: Yeah I think a portfolio is very important. I think if you are an artist you should really have your own style of portfolio.

Interviewer: Okay thank you, thank you so much.

Interview Transcript #2

Interviewer: So I'm going to give you some context, we are trying to rebrand this Dutch painter, her name is Nathalie Schildert. I have a few questions for you so we can see what you guys think about her, how she can rebrand, how she can compare with the other competitors. So um, personal question, do you like art? Do you search for art?

Interviewee: Um I am not that interested in art, I don't really... yeah.

Interviewer: Um so not really interested in art?

Interviewee: Yeah.

Interviewer: That fine. Do you like a type of art, something that attracts you..

Interviewee: Um, uh yeah I don't really know a lot about art so...

Interviewer: Can't really say?

Interviewee: Yeah can't really say.

Interviewer: Alright, what do you think about her name Nathalie Schildert?

Interviewee: Um yeah for a Dutch audience it's nice but is she gonna do international things?

Interviewer: Yeah.

Interviewee: Then it's not really a name for the international audience yeah.

Interviewer: Alright then let's go through her art. What do you think about her art? Just take a look at it, what do you feel?

Interviewee: Yeah it's a nice style that she has uh,...

Interviewer: Oh do you like it?

Interviewee: Yeah I like it.

Interviewer: Where do you think her art should be displayed at? Is this museum-worthy, gallery-worthy or does this fit somewhere more cozy like a restaurant?

Interviewee: I wouldn't see this in a museum, I think it's more for a home, just a casual thing.

Interviewer: Would you be interested in her art?

Interviewee: Yeah, yeah

Interviewer: And she also does commissions so maybe you feel like you would be attracted to her art? What would be the price range for this type of art?

Interviewee: Um,...

Interviewer: Well how much money would you pay for this?

Interviewee: (thinking) Max 200 Euros.

Interviewer: Wow okay. Let's do some comparing. This is her Instagram right now. And this is an established painter, someone well known...

Interviewee: (points to the established painter) Yeah this one is way better, the established painter.

Interviewer: So can you compare her with an established painter? What is the difference?

Interviewee: Yeah the other painter is a lot more consistent with their style (back to Nathalie's) This are different kinds of posts and the other painter

Interviewer: More consistent, has a theme.

Interviewee: Yeah and this one (Nathalie's) doesn't really have a theme.

Interviewer: So you would recommend her to be more consistent?

Interviewee: Yeah.

Interviewer: Would you like her to keep more personal post or just keep it to the paintings?

Interviewee: Keep it to the paintings.

Interviewer: Alright how do you feel about a portfolio for a painter? Like a personal website for her portfolio and her paintings?

Interviewee: Uh if I were to commission a painter, I would look to their portfolio but if they have an Instagram I think they can use that as their portfolio.

Interviewer: Yeah I was gonna ask you if the portfolio website is useful or you just think an Instagram is fine?

Interviewee: Um at least one of them I think they should have. If they have an Instagram, a website is not required and if they have a website, an Instagram is not required. I get it if you can do both.

Interviewer: Right, perfect. What do you think about third party art selling sites, do you think those are important?

Interviewee: So if she would sell on like Fiverr?

Interviewer: Yeah exactly exactly.

Interviewee: Yeah I think I would look for someone on a third party site rather than on Instagram or on a browser, I think I would rather go on Fiverr or something specialized for painters than directly to her.

Interviewer: Alright, that was it. Thank you so much. Have a nice day.

Interview Transcript #3:

Interviewer: Do you like art?

Interviewee: Yeah I do.

Interviewer: Do you paint yourself maybe?

Interviewee: Well not much painting but digital drawing and also on paper, sketches and stuff.

Interviewer: Well perfect, what kind of art do you like? Surreal? Real? Abstract?

Interviewee: Oh wow uh... I guess cartoons but I like other stuff of course.

Interviewer: Okay, where do you think you would find those kind of art that you like?

Interviewee: Um, I think mostly social media like Pinterest or Instagram?

Interviewer: Alright, um, what do you think of the name Nathalie Schildert?

Interviewee: Um...

Interviewer: Are you Dutch yourself?

Interviewee: Uh yeah I am. The name is clear.

Interviewer: Yeah, do you think the name internationally would work as well?

Interviewee: Well yeah I guess for those who don't speak Dutch it wouldn't really, I guess how do you say it, give a full meaning? Because it's about the person, who she is and what she does.

Interviewer: So do you think it would be better for her to make a more international name?

Interviewee: Uh yeah I guess so...

3rd party: Depends, does she wanna focus on people from the Netherlands or...

Interviewer: She wants to broaden herself.

3rd party: Then I think it's better to have an international name.

Interviewee: Yeah same here.

Interviewer: Yeah so we wanna show you some of her art. What does this make you feel? What do you think about her art? And where do you think it will belong?

Interviewee: Oh it feels lively, colorful, I can't really find the words but yeah it's nice (thumbs up)

Interviewer: Where do you think this art would be?

Interviewee: Um well I'm not so sure...

Interviewer: Like in museums, art galleries, homes, dentists, restaurants,...

Interviewee: Um, actually yeah, any of those I can see.

Interviewer: Would you be interested in buying her art? Do you find yourself buying her art?

Interviewee: Um, maybe, I think a few of them, I like the flower one,...

Interviewer: Oh how much would you pay for this painting?

Interviewee: Um (thinking) maybe 50 Euros?

Interviewer: Now I want you to compare some Instagrams, do you actively use Instagram yourself?

Interviewee: Uh yep.

Interviewer: Alright, perfect. So this is her Instagram right now, it's very personal and it does showcase her paintings and this is a competitor's. So do you feel like Nathalie feels professional enough on her Instagram? Or does she have to make changes to be like her competitors?

Interviewee: I think if I look at the competitor's, what I've noticed is the consistency, the perspective and like the colors, I think the overall style is better (back to Nathalie's) There are like very different from each other, some(of the posts) are art, some are text?

Interviewer: But if you as a professional, do you feel like she has to keep it more consistent with paintings and less personal stuff or do you feel like you would be intrigued by seeing her personal stuff?

Interviewee: I think, yeah maybe some consistency would help.

Interviewer: Yeah, what do you think about portfolios? Do you think it's important or do you think having social media like Instagram to showcase your art already enough?

Interviewee: I think... maybe it depends on what type of people you want to reach cause for I guess, most people they would prefer to use Instagram but I feel like a website like this would also look more professional.

Interviewer: Alright, thank you. That's it. Thank you so much for your time.

Interviewee: Yeah, no problem.