

Website Summary

The purpose of this website is to allow an artist to feature and sell their artwork while maintaining an intimate relationship with their customers. Specifically, this website is for my friend, Paulina, who is currently an art student focusing on illustration and design.

The intended audience would be anyone who wishes to support the artist by purchasing items designed by her or employers that would like to see examples of her designs. The items that are featured on this website are apparel designs, stationary sets, and general artwork. The items range from envelopes to t-shirts to paintings. In addition, customers and employers can stay updated on the artist's personal life feature through the "blog" portion of the homepage.

In addition, employers can contact the artist or find more examples of her artwork by clicking on "PORTFOLIO" in the navigation bar which would redirect them to her portfolio website. While this is mainly an e-commerce website, I tried to design this webpage to be multifunctional since I had a particular person in mind while designing. I would like for the full-time art student to be able to use this website as a reference for future employers.

Users will find that the main actions will be simply scrolling, clicking links, typing in the search bar, and selecting options from dropdown menus. The experience is meant to be simple reflecting the minimalist aesthetic of the website. Truly the artwork and photography is meant to be the focal point, not intensive user interactions. However, users across all platforms should find the browsing experience to be pleasing as images vary with screen size by either scaling proportionally or simply rearranging themselves.

A unique user experience will be available only to those who have permissions to add items to the website. Whether this is the artist herself, or a team she leads, this user experience will be unique in that they have access to an additional page, "Add Item". This page is more interactive as there are more dropdown menus, upload buttons, text fields, and checkboxes.

Website Changes

The key changes that have been made to my website in terms of design are the number of items that are featured on each page. Initially, I had rows of 3 items until I received my partner feedback suggesting that while my website aesthetic is minimal, 3 items seems to be too little.





Afterwards, I adjusted my wireframe to display 5 items per row; however, after a bit of reconsideration I decided to compromise and feature 4 items per row. The reason is because when scaling down on devices having 4 items per row can be condensed to 2 items and for smartphone users it can be condensed to 1 item per row. Scaling down in this way seemed to work better for my website.

Besides that, not much changed from my wireframe. While designing I did place a few elements inline because it visually was more appealing, but overall formatting remained fairly consistent to my original wireframe. I tried my best to follow it as closely as possible.


Partner feedback


Design for the home page is centered and easy to look at. The amount of information seems to be minimalistic, as there aren't many products shown from the home page. Suggestion would be to add more products to the home pages even though it might detract from the minimalistic design. The personalization for registered users is helpful although there are still not many products listed. Navigation through the site looks easy and intuitive and the user can always redirect to the home page. The product listing shows sufficient number of products per page and an option to filter the product listing. Specific product page includes all the information I would want, as well as providing additional products that the user might also like. The selling page seems easy to use, including information necessary for the product to be sold. There seems to be missing information about the specific shipping information which would be useful for buyers to know.


Paulina Stehr | Designer & Illustrator



http://www.paulinaStehr.com/authorized_user/add_item





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Add Item for Sale

Item Details

Product Name

The Thing

Price

\$0.00

Upload Photos

Category

Category ▼

Apparel
Stationary
Prints
Commissions
+Add Category

Subcategory

Subcategory ▼

T-Shirts
Sweatshirts
+Add Subcategory

Sizes Available

☐ One Size ☐ XS
☐ No Size ☐ S
☒ M
☐ L
☐ XL

Amount in Stock

2

Selecting a size let's
you set the amount in
stock for EACH size

Description

Shipping Details

Shipping Rates Available

☒ FedEx
☒ DHL Global
☒ USPS
☒ UPS

Product Weight

3.2 oz

Special Instructions

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