

About us:

I am interested in this topic because I love painting and it's my passion and hobby. I visited so many art galleries as well. so it made me work on this topic or set up my mind. With my Web Design Proposal, I intend to present my gallery artwork to the clients, events, exhibitions, etc.

I am planning to name it F's art gallery. The website will be showcasing artists artwork including mine(artwork). The website is committed to building relationships with artists, collectors, buyer&sellers nationally and internationally.

States the purpose:

The reason for the website is_

- Display artworks.
- Promote the artwork to potential buyers.
- Online art marketing.
- Giving information about events and exhibitions.
- Maintain the inquiry of the client.
- Inquiry form option.

Intended target audience

The target customer profiles_

- Local artists
- Wealthy collectors of art
- Those that have potential or passion for painting.
- University art students
- High school art students

Gender&Percentage(Based on market research):

Market research example link: <https://planbuildr.com/art-gallery-business-plan/customer-analysis/>

Age	Percentage of participants
10 to 18 years	7%
18 to 30 years	10%
30 to 40 years	30%
40 to 50 years	27%
50 to 60 years	15%
60 and above	11%
Total	100%

Form option:

For all participant, there will be form option to submit their inquiry. The high school students can apply for volunteer mentorship as well.

The primary goals are_

1. Increasing potential buyers.
2. Increasing more participation of the artist.
3. Engaging with the local artist and community.
4. Showing the artwork and trying to motivate them to visit the gallery
5. Selling the art pieces.
6. Build the community.
7. By website trying to share the information about the art.

2 websites:

- <http://www.qualiacontemporaryart.com/about.php>
- <https://www.studiosevenarts.com/>

Pros:

Live streaming.
More interactive.

Cons:

They have already created their customer base. I need time to create mine.

5 adjectives:

- Colourful
- Clear
- Friendly
- Bold
- collectible