

1. Why does the client need a website?

I am unhappy with my current website and feel it could use a new approach to the design. The current site is just a tumblr feed and I don't keep it up to date. I need a new site to host my portfolio of artwork and hopefully branch out to sell some paintings.

2. What is the purpose of the website?

To attract new and potential clients as well as to showcase artwork. This will be a hub to view and hopefully buy my works. The site will also serve as a way for me to get jobs as a painter and illustrator. This is also a good way to connect to other artists and be inspired.

3. What specific objectives will the website accomplish?

I hope that the site will have search engine optimization, deliver well-organized content, so that users can browse my artwork. A user-friendly site, with social media presence. I am looking to implement a web store feature for people to buy my artwork.

4. At whom is the website targeted?

I hope that the site will appeal to Artists/ Art directors and other potential clients, mainly, but the design should be accessible to anyone.

5. How does the client plan to measure the success of the new site?

The amount of Website traffic and emails I get. Appealing design and the ability to keep it up to date. User-friendly content management.

6. If the client already has a website and you are redesigning the site: what issues does the client's current site have that a redesign will need to address?

Current issues include being slow to load large images. Difficult to find via web search, and certain sections of the website are unnecessary or don't work. It's a tumblr photo

feed, so it doesn't look that attractive. It doesn't have any type of branding to make it my own style.

7. Has the client ever worked with a designer before? If so, what kind of experience did they have?

I have not worked with a designer before, so no experience working with one.

8. Can the client provide you with some sample content (images and texts)?

Yes. I have provided 10 or so sample images with more concrete images to follow.