



Simply Complex Art Shop

UX/UI Design Portfolio

BY GENNA UMENHOFER

About Simply Complex Art Shop



WHO IS SIMPLY COMPLEX ART SHOP?

- They are a small business that specializes in handmade art, clothing, and jewelry.
- Their inventory also includes hand-dug quartz crystals and vintage collectors items.
- They can be found vending at local farmer's markets and craft shows.

WHAT ARE THE GOALS OF THE SIMPLY COMPLEX ART SHOP WEBSITE?

- Build brand recognition and drive online sales.

HOW WILL THIS WEBSITE BE USEFUL TO VISITORS?

- Visitors can purchase items from the store or plan a visit to markets to see them in person.

WHO DOES SIMPLY COMPLEX ART SHOP WANT TO TARGET?

- They have a wide range of audiences.

WHAT KIND OF WEBSITE DOES SIMPLY COMPLEX ART SHOP NEED?

- E-commerce site that can support user accounts, event calendar, and social media links.

HOW WILL SIMPLY COMPLEX ART SHOP EVALUATE A WEBSITE'S SUCCESS?

- Google Analytics and increased revenue from online sources.

WHAT FEATURES ARE MOST IMPORTANT FOR THE SIMPLY COMPLEX ART SHOP WEBSITE TO HAVE?

- Event calendar and e-commerce storefront.

WHAT DO YOU LIKE AND DISLIKE ABOUT COMPETITOR'S WEBSITES?

- **Like:** Competitors have active social media accounts on Instagram that have a "chill vibe."
- **Like:** Competitors have a uniform look to their brand that is fluid across all social media accounts.
- **Dislike:** Competitors do not have a trendy website.
- **Dislike:** No way to purchase from competitors besides using social media accounts (Etsy, Instagram, etc.).

Competitive Analysis of Points of Light

COMPETITOR PROFILE

Points of Light is a company located in North Carolina that sells crystals online and in person. The store is run by Connie Olson, who has 20 years of experience selling tropical fish. Currently, this website uses Bootstrap, JQuery and React.

SWOT ANALYSIS

Strengths

The site has a simple color scheme that seems to relate to the color of the crystals on the main page. It is easy to add items to the cart. The "Our Story" section is robust and authentic.

Weakness

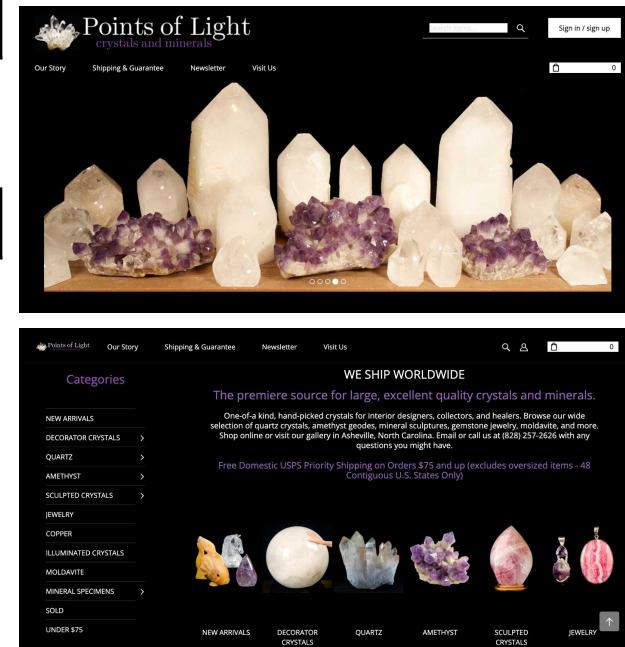
The clusters sold through this store are highly priced, with very few items under \$50. Buyer is responsible for shipping. The site does not have a recognizable logo. The site design looks dated, and there are several unstyled or non-uniformly styled elements.

Opportunity

This store only sells crystals and crystal jewelry. There are few handmade items, and the products have a commercial feel.

Threats

This store sells crystal healing tools, sculpted crystal animals, copper, and amethyst as well as quartz crystals.



The background and foreground do not have sufficient contrast ratio. Heading elements are not sequentially ordered. Form elements do not have associated labels.

Moving objects are not able to be paused.

(accessibilitychecker.org)

UX ANALYSIS

Usability & Accessibility

The site navigation is easy to use, but there is no "store" tab to click on. Users must click on a category in order to see the items available for purchase. It is not immediately clear if there are items available, as categories are shown regardless of the number of products in the inventory. The site is mostly responsive to device size, but there are some elements that overlap. There is not enough variability in the fonts, so it is hard to determine where to look. Some text appears too small on a phone.

Competitive Analysis of Spirit Nectar

COMPETITOR PROFILE

Spirit Nectar is a company located in Montana. Their entire store is only found on Etsy. They have over 120K sales on Etsy, over 50K followers on Facebook, and an active Instagram account with over 600K followers.

SWOT ANALYSIS

Strengths

The site has a uniform look and feel that is consistent across all social media platforms. The social media platforms are frequently updated and have a consistent following.

Weakness

The store claims to have “mindfully sourced” crystals, and to donate \$1 from every sale to charity. There is no way to check that information objectively through the website.

Opportunity

This store only sells crystals and crystal jewelry. There are few handmade items. Based on reviews, the owner of the store is very knowledgeable about the stones and minerals. Having a section of the shop dedicated to educational materials would be an excellent way to increase excitement for the products.

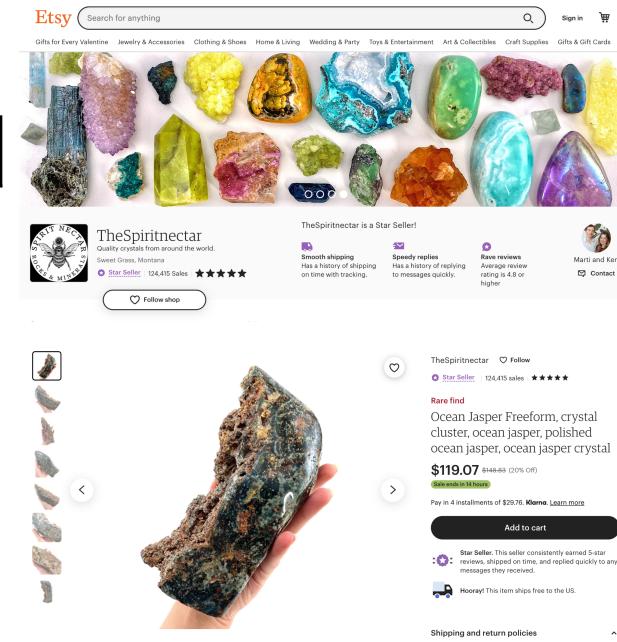
Threats

This store claims to donate \$1 of every sale to charity. There is a huge variety of crystals available through this store. Prices range from \$2 to \$400. The mystery boxes seem to be a popular item that many people are happy with.

UX ANALYSIS

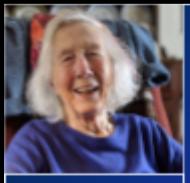
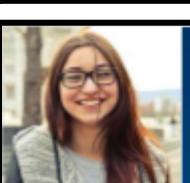
Usability & Accessibility

The Etsy site is easy to navigate, and the photographs of products are uniform. Pricing is congruent to brick and mortar stores, and it is easy to see the products that are on sale. There is no way to purchase products from this shop without purchasing through Etsy. Reviews, likes, and star ratings are easy to see.



No accessibility issues.
(accessibilitychecker.org)

User Personas

	Motivations "I want to support local small businesses."	Frustrations "I don't have a lot of spare time to shop in-person."		Motivations "I love shopping at farmers markets and craft shows!"	Frustrations "I hate buying things online because I don't want to give my information out."
Biography Anna Davis 32 years old Female	Technology MacBook Pro iPhone 14		Biography Rosie Bloomberg 78 years old Female	Technology Google Chromebook iPad Mini iPhone 7	
Personality Intuitive - Careful - Resourceful	Goals Anna wants to purchase gifts online from local stores in her area.		Personality Orderly - Skeptical - Sentimental	Goals Rosie wants to find out when SCAS will be at certain events.	
	Motivations "I love to collect unique items."	Frustrations "I can't stand it when I buy something online that doesn't live up to my expectations."		Motivations "I want to buy gems and minerals for my collection."	Frustrations "Some online dealers buy wholesale gemstones that are not real minerals and sell them as if they were real."
Biography Aliya Pearson 21 years old Female	Technology Acer Laptop Samsung Galaxy S22		Biography Leonardo Vance 26 years old Male	Technology MacBook Air iPhone X	
Personality Cheerful - Observant - Social	Goals Aliya wants to read descriptions of products.		Personality Loyal - Punctual - Direct	Goals Leonardo wants to verify his purchases.	

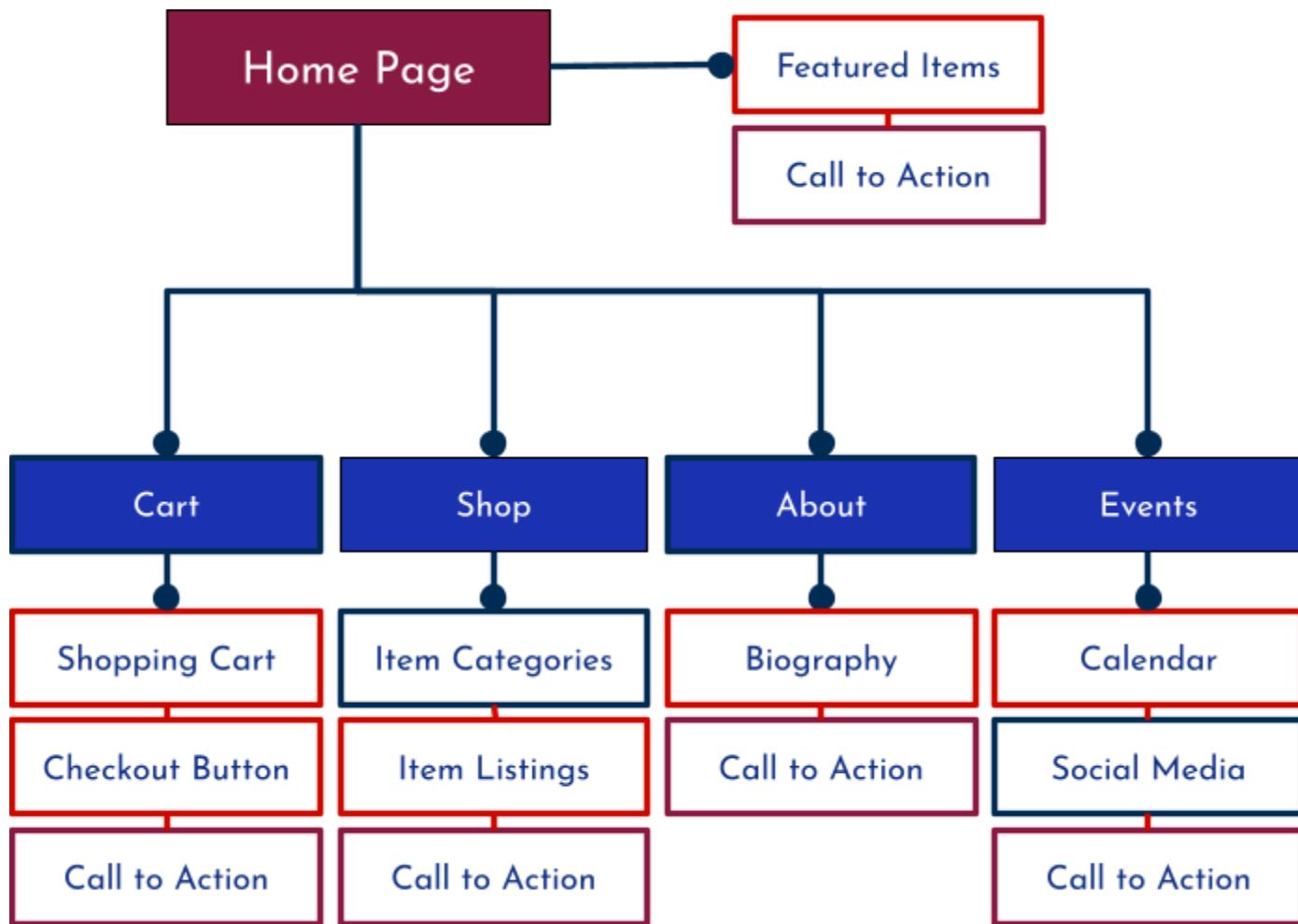
User Matrix

PERSON	LOCATION	ACTIVITY	MOTIVATION
Anna Davis is a 32 year old new mother.	Outdoor Farmer's Market	Browsing Inventory	Purchasing a Gift
Rosie Bloomberg is a 78 year old grandmother.	Indoor Craft Show	Reading Reviews	Placing a Custom Order
Aliya Pearson is a 21 year old woman.	Online (Mobile Device)	Purchasing a Product	Finding out where/when SCAS is vending in the future
Leonardo Vance is a 26 year old male.	Online (Computer)	Planning a Visit	Learning about SCAS and its products

User Flows

USER	GOAL	TASK FLOW
Anna Davis	Using her iPhone, Anna has found a product on the website and wants to purchase it as a gift for her friend.	Anna adds an item to her cart → Anna clicks on her shopping cart → Anna clicks on a checkout button → Anna enters her payment and shipping info → Anna clicks a complete purchase button → Anna sees an order number on screen → Anna is emailed a receipt → Anna is prompted to make an account for future purchases
Rosie Bloomberg	Using her Chromebook, Rosie wants to plan a visit to a vending location where the shop will next have a booth.	Rosie visits the website → Rosie clicks on the “Events” tab in the navigation menu → Rosie browses the dates of different events → Rosie writes down the event date and time → Rosie is prompted to enter her email address for updates → Rosie enters her email address for updates → Rosie is sent an email update for the events
Aliya Pearson	Using her Acer laptop, Aliya wants to browse the inventory and learn about the products.	Aliya visits the website → Aliya clicks on the “Shop” tab in the navigation → Aliya clicks on the “Crystals” tab in the secondary navigation → Aliya jumps to the crystal section of the online store → Aliya clicks on a crystal item → Aliya reads the description and looks through the photos of the item
Leonardo Vance	Using his iPhone, Leonardo is browsing the online shop after attending an in-person event. He wants to learn more about the store.	Leonardo visits the website → Leonardo clicks on the “About” tab in the navigation → Leonardo reads about the company and the owners → Leonardo is prompted to join the mailing list for updates and sales notifications → Leonardo enters his email to receive email updates

Visual Sitemap



Style Tile

VIEW THE ADDITIONAL TILES: [SIMPLY COMPLEX STYLE TILES](#)



Simply Complex Art Shop

CA0900

Kaisei HarunoUmi - Bold - 22pt

Kaisei HarunoUmi - Bold - 20pt

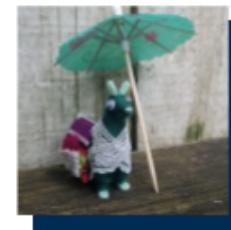
Kaisei HarunoUmi - Regular - 16pt

Noto Sans - 700 - Bold - 16pt

Noto Sans - 400 - Regular - 14pt

Button

Hover



881942

Lucky Little Llama

\$25.00 - only one left!

This is an example of a description for
this lucky little llama!

1A32AF

Kaisei HarunoUmi - Bold - 20pt

Kaisei HarunoUmi - Regular - 16pt

Button

Hover

Your Name...

Your Email...

0D2F81

002B53

Wireframe – Shop Item

Simply Complex Art Shop

Home Calendar Shop 



Lucky Little Llama - Pumpkin Spice

\$28 USD
(Only 1 available!)

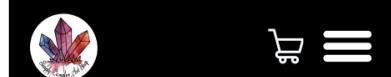
Add to Cart

    Share

This lucky little llama is carrying wool roving in a burlap blanket!

This llama stands to be about 2.5" tall x 1.25" long. It's hard not to smile when you see these little llamas. They fit in your pocket, or purse, and they love to be taken on adventures!

Custom orders available. Click "Contact Us" above to start a custom order.



Lucky Little Llama - Pumpkin Spice

\$28 USD
(Only 1 available!)

Add to Cart

    Share

This lucky little llama is carrying wool roving in a burlap blanket!

This llama stands to be about 2.5" tall x 1.25" long. It's hard not to smile when you see these...

Wireframe – Featured Products

Simply Complex Art Shop

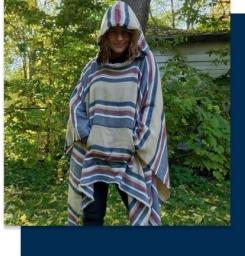
Home Calendar Shop 

Featured Products



Check out these Lucky Llamas that are 15% Off! Adopt yours today!

[See More >](#)



Brand new ponchos are in stock now. Get yours to keep cozy warm this winter!

[See More >](#)



Gift that special someone a handcrafted stone & wire pendant.

[See More >](#)



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Wireframe – Contact Form

The wireframe shows a desktop view of a website. At the top is a black header bar with the logo "Simply Complex Art Shop" (featuring a red and white feather icon), a navigation menu with links for "Home", "Calendar", "Shop", and a shopping cart icon, and a three-line menu icon. Below the header is a large blue rectangular box containing the title "Contact Us". Inside this box are four input fields labeled "Your Name", "Your Email", "Subject", and "Your Message", followed by a "Submit" button at the bottom. To the right of this blue box is a sidebar section titled "Up-Coming Events" which lists "Janesville Winter Market - Dec 3rd" and "Janesville Winter Market - Dec 10th". Below the events is a "Follow us!" section with icons for Facebook, Instagram, and Snapchat.

The wireframe shows a mobile view of the same website. The top features a black header with the "Simply Complex Art Shop" logo, a shopping cart icon, and a three-line menu icon. Below the header is a blue rectangular box with the title "Contact Us". Inside are four input fields for "Your Name", "Your Email", "Subject", and "Your Message", followed by a "Submit" button. Below this is another blue box titled "Up-Coming Events" with the same event listings as the desktop version. At the bottom is a "Follow us!" section with social media icons for Facebook, Instagram, and Snapchat.

Keywords & SEO

KEYWORDS	SEARCHES PER MONTH (HIGHER = BETTER)	SEO DIFFICULTY (LOWER = BETTER)
mini sculptures	300	28
mini clay sculptures	300	30
mini crystal sculptures	N/A	25
tiny figurines	500	24
white quartz crystal	4,400	18
ethically sourced crystals	640	17
buy ethically sourced crystals	10	17
mini llama	690	17
handmade clothing	890	28
handcrafted clothing	60	13
poncho with pocket	130	17
poncho with hood	540	26
mens hooded poncho	1,100	19

META DESCRIPTION (140 CHARACTERS)

Buy ethically sourced crystals, mini llamas, and handmade clothing from a local midwest art shop. Visit the event page to find us in person!