**Feasibility Study Report**

**“Art Attack: a virtual art gallery”**

22K-4818

**Client :** Artistic Endeavours Inc.  
  
  
**Team Members** :

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**I. Executive Summary**

The "Art Attack: A Virtual Art Gallery" project aims to develop a sophisticated online platform that serves as a virtual art gallery, providing artists with a platform to showcase their work, art enthusiasts with a space to explore and appreciate art, and art collectors with opportunities to discover and purchase unique pieces. This feasibility report outlines the key aspects of the project, including client information, team details, project objectives, suggested deliverables, the development process, visibility plan, business considerations, risk analysis, and probable technical requirements.

**II. Preliminary Requirement Analysis**

*Part I – Application Overview*

**Objectives**

The primary objective of the "Art Attack" project is to create an engaging and visually appealing website that caters to the needs of multiple user groups, including artists, art collectors, event organizers, art enthusiasts, administrators, marketing teams, customer support, web developers, payment gateway providers, and content writers.

**Business Objectives**

The website aims to facilitate art-related activities, such as art exhibitions, art auctions, and artist interactions, while also serving as a valuable platform for art-related content. It strives to attract a diverse user base, promote art, and provide a seamless experience for users.

**Current Business Process and Rules**

The project will involve an in-depth analysis of existing art gallery websites and platforms like Saatchi Art, Artsy, and Behance to identify best practices and opportunities for improvement.

**User Roles and Responsibilities**

Various user roles are defined, each with specific responsibilities. Artists, art collectors, art enthusiasts, event organizers, administrators, marketing teams, customer support, web developers, payment gateway providers, and content writers all play distinct roles in the project.

**Interactions with Other Systems**

Integration with secure payment processing systems is required to facilitate financial transactions. Additionally, content curation and creation will be essential for enhancing user experience.

**Production Rollout Considerations**

Efficient deployment strategies will be devised to ensure a smooth and seamless launch of the virtual art gallery.

*Part II – Functional Requirements*

**Statement of Functionality**

The website will include artist profiles, online galleries for exhibitions, event listings for art auctions, art-related blogs and news, and a searchable and categorized display for art pieces.

**Security and User Capabilities**

Ensuring secure user accounts, payment processing, and data protection will be paramount. User roles will have distinct access levels and capabilities.

**Reporting**

The website will generate reports on user engagement, artwork popularity, and transaction histories.

**Non-functional Requirements**

Key non-functional requirements include performance optimization, scalability, and mobile responsiveness.

**Optional Features**

The platform may include optional features like virtual art exhibitions, live artist interactions, and augmented reality experiences.

**Usability**

User experience will be a priority, with user-friendly interfaces and intuitive navigation.

**Scope**

The project scope encompasses all aspects of website development and deployment, as well as ongoing maintenance and support.

**III. Process to be Followed**

The project will adopt an Agile software development model, allowing for flexibility, frequent iterations, and collaboration among team members. The Agile methodology will enable the project to adapt to changing requirements and prioritize customer feedback.

**1st Iteration (Week 1-2)**

- Requirements Document

- Mockups: Simple User and Administrator Interfaces

**2nd Iteration (Week 3-4)**

- Design Document and Presentation

- Revised User and Administrator Interfaces

**3rd Iteration (Week 5-6)**

- Final Testing Period

- Final Documentation and Presentation

- Final System

**IV. Suggested Deliverables**

Detailed deliverables will include:

* Project Documentation
* User Interfaces
* Functionality Implementation
* Fully Functional Website

**V. Technical Feasibility**

Technical requirements for the project will involve web development technologies, secure payment gateways, content management systems, and hosting infrastructure. These requirements will be assessed in detail as the project progresses.

**VI. Visibility**

**Communication**

Effective communication is crucial for project success. The project team will establish regular communication channels with the client and among team members. Weekly progress meetings and email updates will keep the client informed about project developments. Additionally, a project management tool will be utilized to track tasks, milestones, and deadlines.

**Intermediate Deliverables and Presentations**

To ensure transparency and maintain client involvement, intermediate deliverables will be shared at the end of each iteration. These deliverables will include updated mockups, design documents, and functionality implementations. Presentations will be conducted to explain progress and gather feedback.

**VII. Risk Analysis**

**Time Risks**

Potential time risks include delays in development, unexpected technical challenges, and changes in project requirements. These risks will be mitigated through continuous monitoring, agile practices, and regular client communication.

**Resource Risks**

Resource risks involve shortages in human resources, technical expertise, or infrastructure. The project team will maintain a resource contingency plan and allocate resources judiciously.

**Functionality Risks**

Risks related to the functionality of the website include potential bugs, security vulnerabilities, and user experience issues. Rigorous testing, security audits, and user feedback will help identify and address these risks.

**Risk Management/Minimization**

The project team will implement proactive risk management strategies, including regular risk assessments, contingency planning, and a robust change management process.

**VIII. Business Considerations**

The "Art Attack" project involves various business considerations to ensure ethical and legal compliance:

**Trade Secrets and Sensitive Information**

Protection of sensitive information, including user data and financial transactions, will be a top priority. Secure data encryption and compliance with data protection regulations will be strictly followed.

**Copyrights and Trademark**

Respect for intellectual property rights is paramount. All content used on the platform, including artworks and written material, will be appropriately licensed, credited, or obtained with permission.