

YAYART

FINAL REDESIGN PROPOSAL

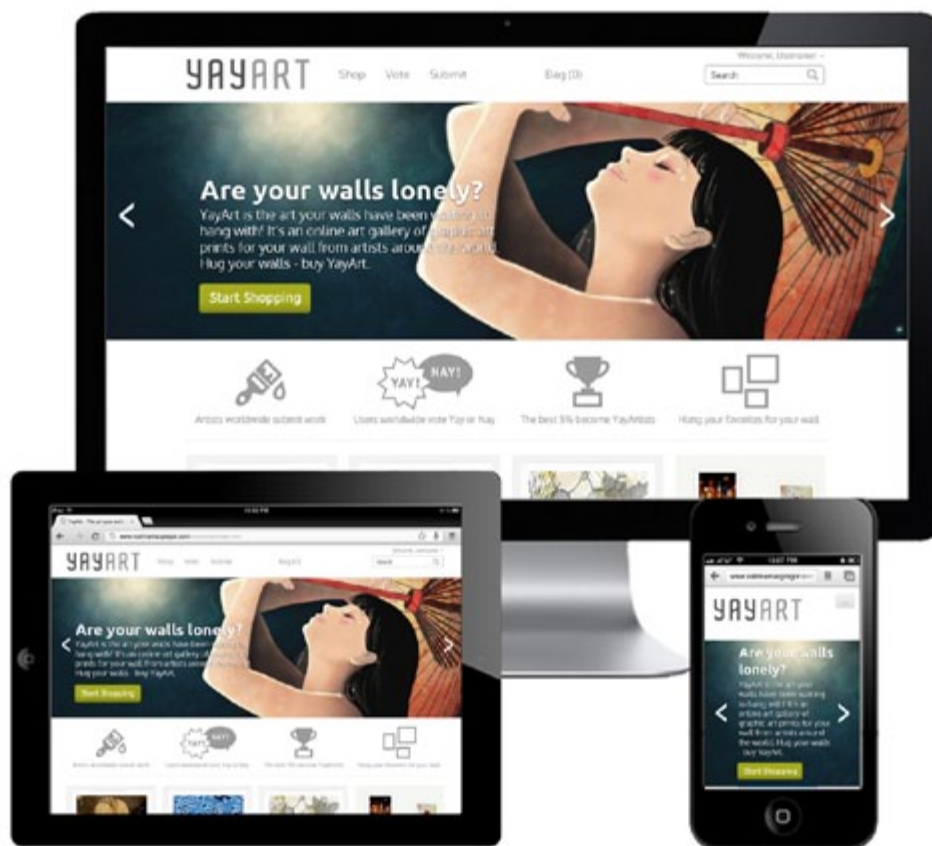


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INTRODUCTION

FOUNDATION

YayArt.com is a platform of a curated online gallery of user-submitted artworks that are voted upon by visitors. Everyone can submit, and everyone can vote, but only the very best are selected for the shop. The best pieces are chosen, and visitors can purchase printed pieces on a variety of mediums from standard prints to canvases. YayArt features a global community, and emphasizes the broad range of origins and styles of their work.

OBJECTIVE

The high-level vision for the site is to redesign on a responsive design structure. This design form eliminates the necessity to maintain separate mobile and desktop applications. The primary pages considered in this document are the home, shop, vote, submission, and product pages. The redesign targets streamlined navigation, sorting and selecting artwork, purchase flow and increased conversion, and clearly defining the site's foundational objectives: shop, vote, submit.

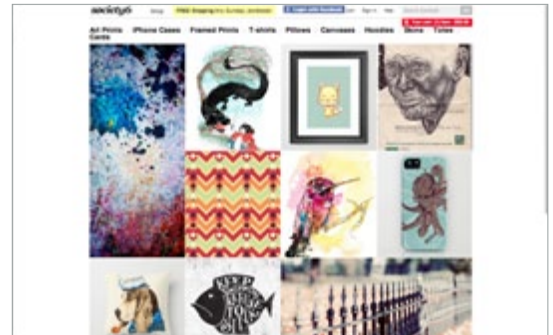
This redesign also updates the design aesthetic to simplify the visual weight and emphasize the artwork. Enhancements include maintaining an elevated experience that speaks to a carefully curated gallery in both tone and visuals, and a concise overview of the company.

COMPETITIVE ANALYSIS

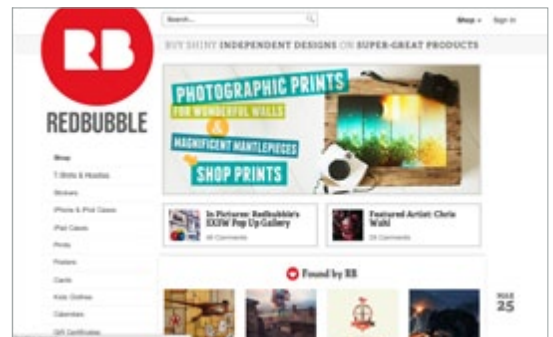
FINDINGS

All websites were evaluated from a scale of 1 to 5 (1 being poor, 5 being excellent) [Raw Data Here](#)

Society6 (rating 3.82) had several strengths including dynamic content, and branded individual artist pages. Its homepage, which operates similar to a blog with content that refreshes and updates on each visit, indicates newness. Areas for opportunity include better exposure of their blog and artist pages, and more visibility that the artwork is self-submitted.



Red Bubble (rating 4.23) also listed their content similar to a blog, with dates on the right to further reinforce the concept of constant updates, and encourages users to visit frequently. A large miss is that the homepage content is not directly shoppable and forces unnecessary extra clicks. Additionally, while it is highly visible that the site is based on artist submissions, no concrete information about the process is available unless you sign up.



Fit for a Frame (rating 4.26) is a responsive design site with a unique aesthetic that provides an environment and context for the artwork. Simple navigation and choice links make main information easily accessible. However, there is a very limited product assortment, which means major functions like "search" do not exist.



Tattly (rating 4.56) is also a responsive design. This site does not include artist submissions, but has a highly visible artists section that identifies individual artists. This gives context and information about each designer, giving confidence to the user, and exposure for artist. Similarly, they included a well-executed "who we are" video and founders bios and pics in the about section that further enhances the sense of a close community. Their major miss is the lack of a search though they have a wide product assortment.



REDESIGN SCOPE

FUNCTIONALITY

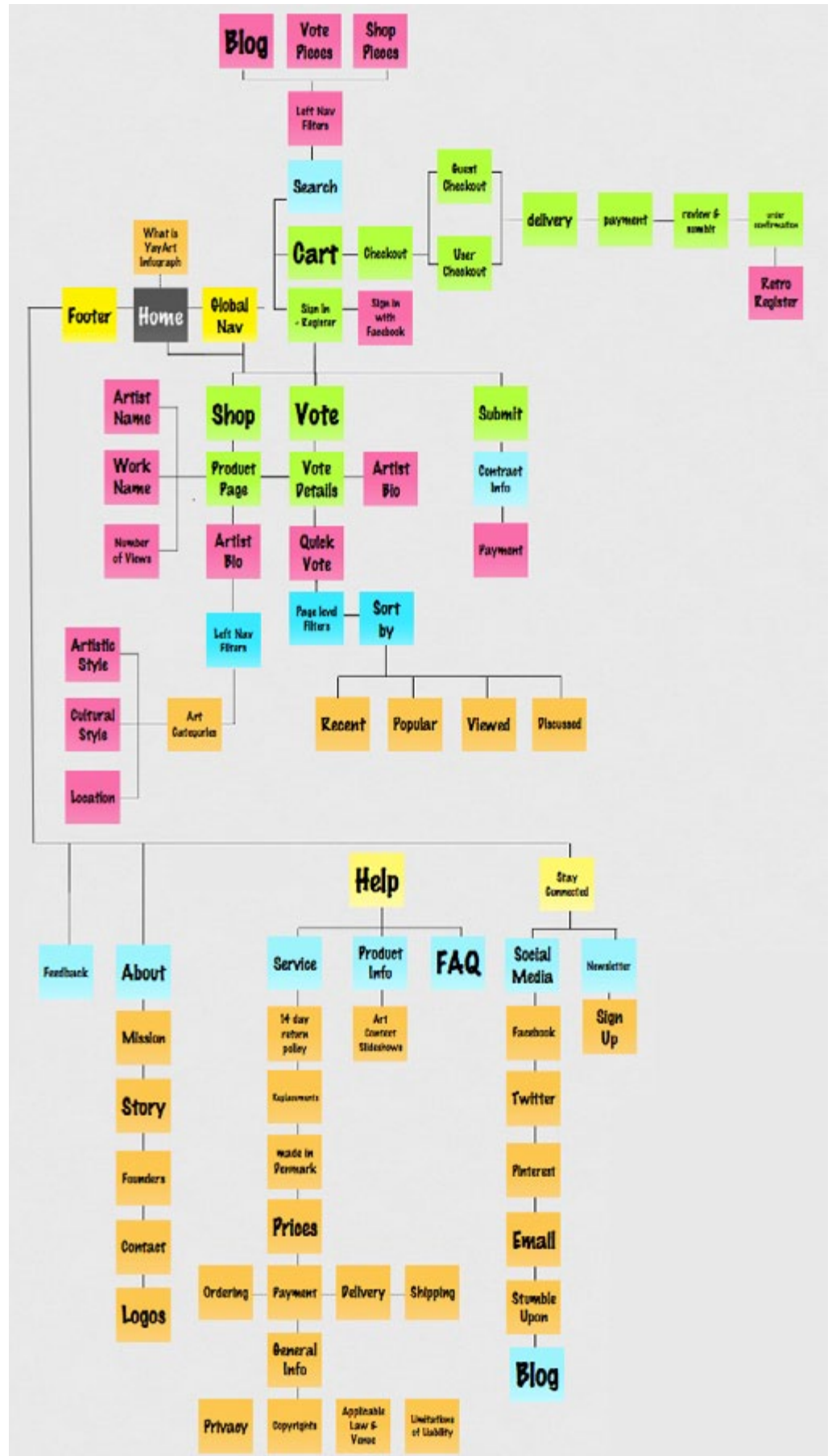
- Major functions available in global nav, secondary functions listed in global footer
- Breadcrumbs or waymark present with consistent placement across site for easy navigation
- For shop, filtering should be located on the left, with options such as category
- Artists' names should link to dedicated pages with more work and basic bio
- Artist submission form
- Vote page should include "quick vote" with links to the full description page
- Search to include multiple filtering or advanced search options
- Search results grouped by category (i.e. product, vote, blog entries, etc)
- Cart to complete purchase with pricing and shipping information and completion

CONTENT

- YayArt Synopsis/Mission with infograph on homepage
- Overall heightened gallery aesthetic with real world comparisons to differentiate from mass/commercial sites
- Curated slideshows with product shots and technical info on printing process
- Global nav should be very simple with concise but descriptive links
- Include cart & sign-in in the global nav
- Diverse style and range of mediums available for purchase
- Pricing model "Early Bird Special" in elevated context of gallery world
- Hierarchy of content and what is relevant to the purchasing process
- Include references for final product in environment, such as frames to reinforce purpose
- Include pricing on the shoppable items
- Streamline the dedicated artist pages that allow potential buyers to put a face to the work they are buying, and include a bio, similar to artist plaques in a gallery
- The about page should include a "how to" and additional company info, possibly bios
- The about page should have distinct explanations for how to submit/processing and selecting artwork. This may be executed with a sub-menu

SITE MAP

The final site map was determined in **three stages**. Existing & new content was reorganized and streamlined, and finally regrouped based on core functionality (marked in green), while prioritizing completion of purchase.



VISUAL LANGUAGE

FONTS

Ubuntu Regular (emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Ubuntu Bold (emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Oxygen Regular (body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Oxygen Bold (body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

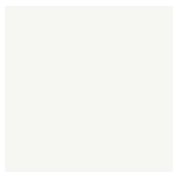
abcdefghijklmnopqrstuvwxyz 0123456789

COLORS

A limited color palette keeps the emphasis where it should be... our beautiful art.



RGB: 162, 166, 45
Hex: #a2a62d
CMYK: 41, 22, 100, 2



RGB 246, 246, 242
Hex: #f6f6f2
CMYK: 2, 1, 4, 0



RGB: 81, 82, 82
Hex: #515252
CMYK: 65, 56, 56, 33



RGB: 180, 180, 179
Hex: #b4b4b3
CMYK: 30, 25, 4, 0

VISUAL LANGUAGE (CONT.)

ICONS



Yay



Nay



Submit



Vote



Gallery



Winning Art



Search



Expand



Collapse



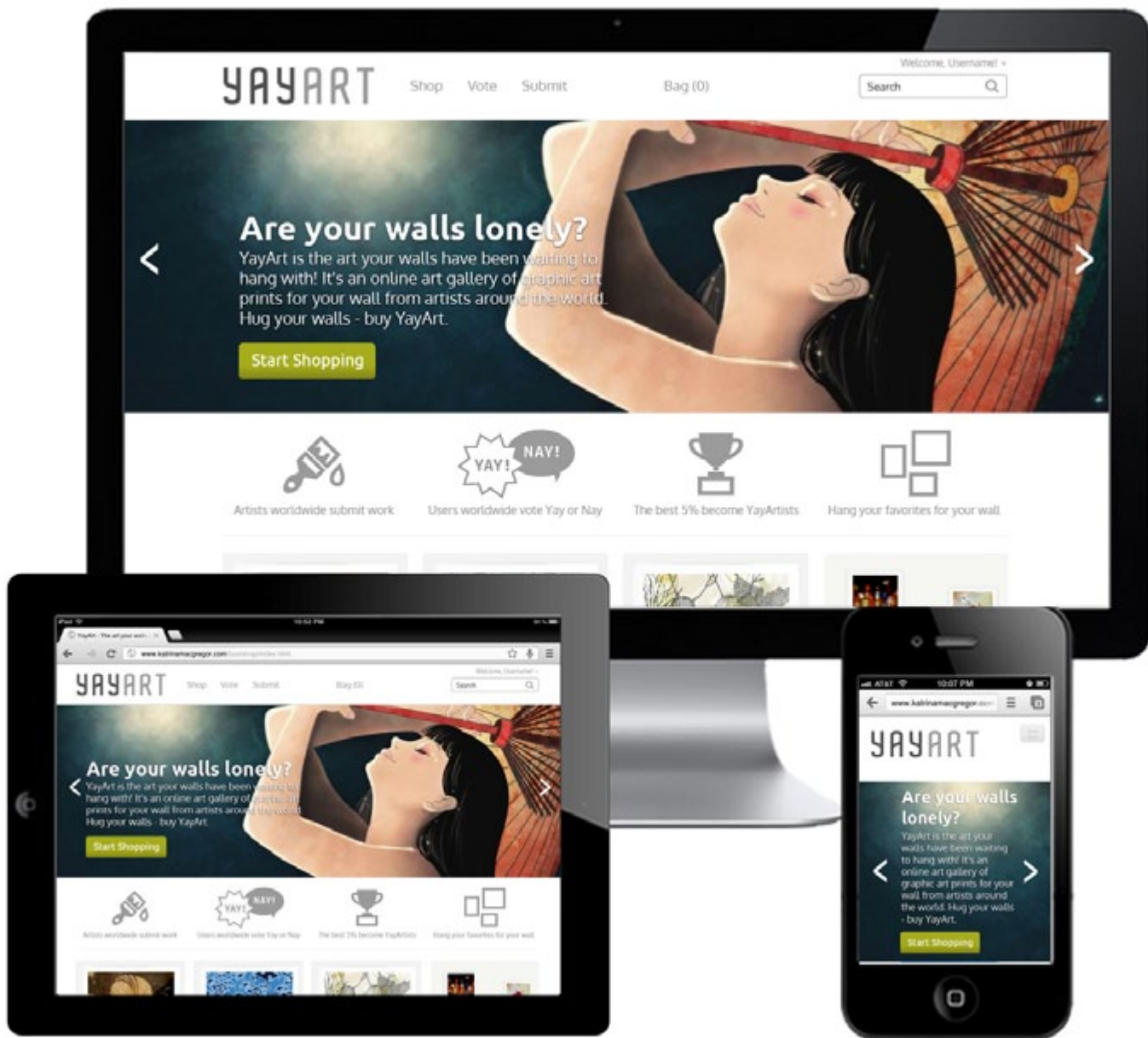
Additional Info



Remove

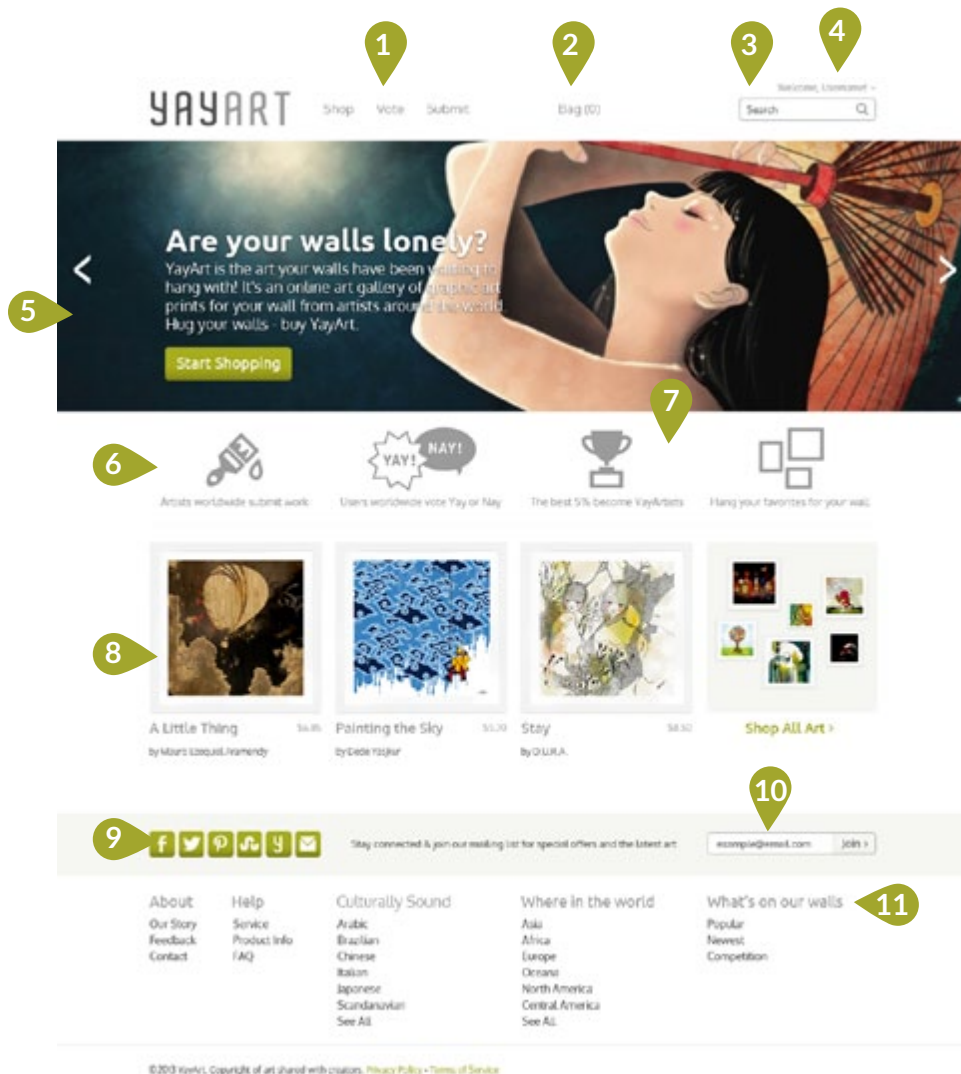
RESPONSIVE DESIGN TRANSLATION

HOMEPAGE SCREENSHOTS



PAGE ANATOMY

HOMEPAGE

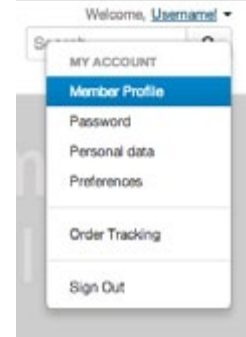


1 Links to major functions

2 Bag/Cart

3 Type-ahead search

4 Dropdown for Account



5 Slider

Since new images are added gradually, the auto-slide prevents the page from seeming static, and can be updated easily. Slide 1 will contain the basic mission statement, and the background image will work similarly to the navbar in the current site--a new image of work for purchase will appear each time the page refreshes. Slides 2 & 3 will have the product in context slideshows

6 Linked ABCD infographic

7 Link to Category Page of Artists

8 3 Featured Shoppable Pieces

9 Social Media Links

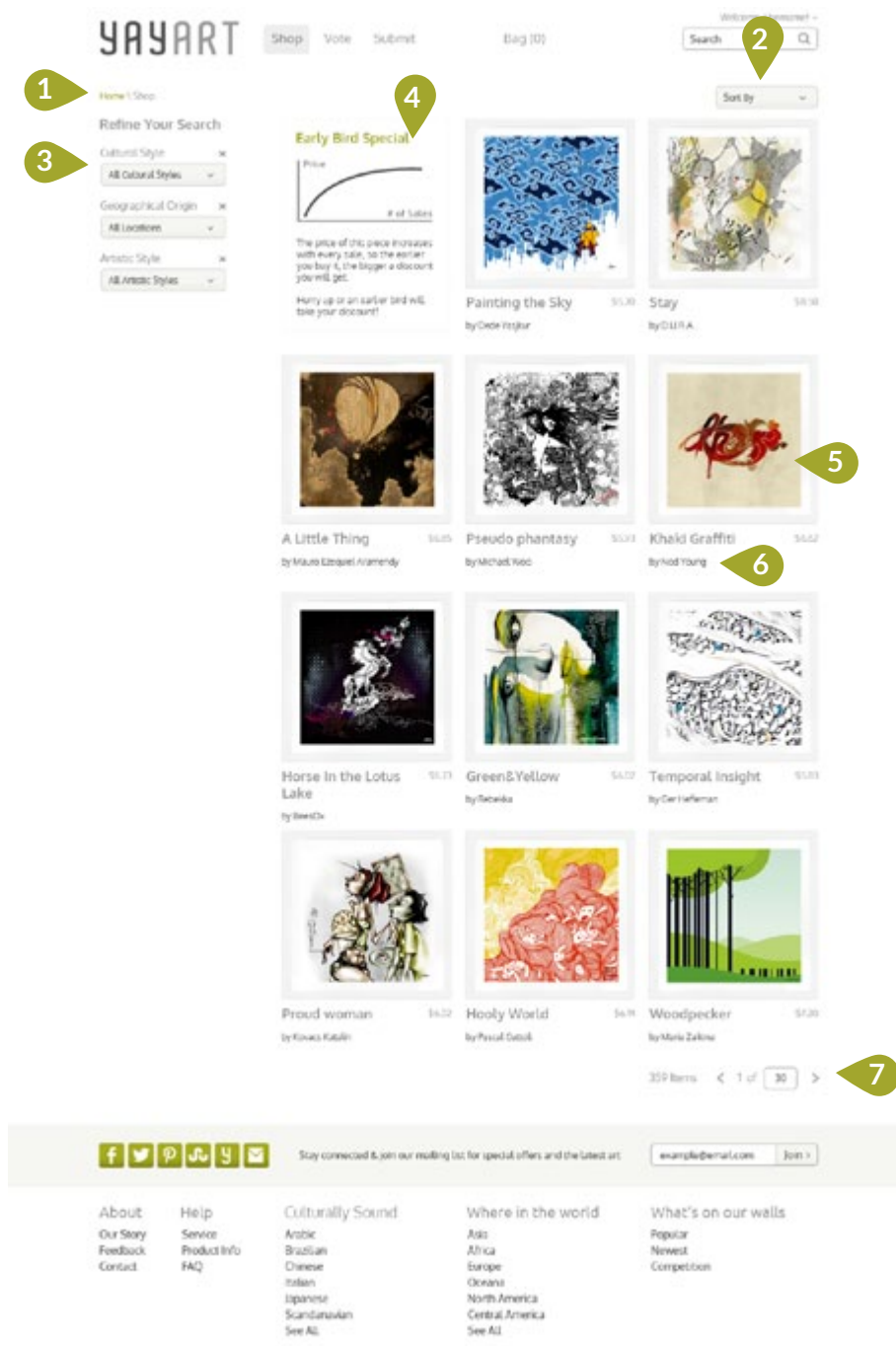
10 Email Sign Up

11 Category Links:
Cultural Style
Geographical Origin
Misc.

LIVE PROTOTYPE >

PAGE ANATOMY

SHOP



1 Breadcrumb

2 Sort By

3 Filters

Cultural Style
Artistic Style
Location
Potentially color, etc

4 Early Bird Special

Use the 1st slot to explain and highlight the pricing model

5 Link to Product Details

Artwork title and image link to product page

6 Link to Artist Page

Artist name links to bio page

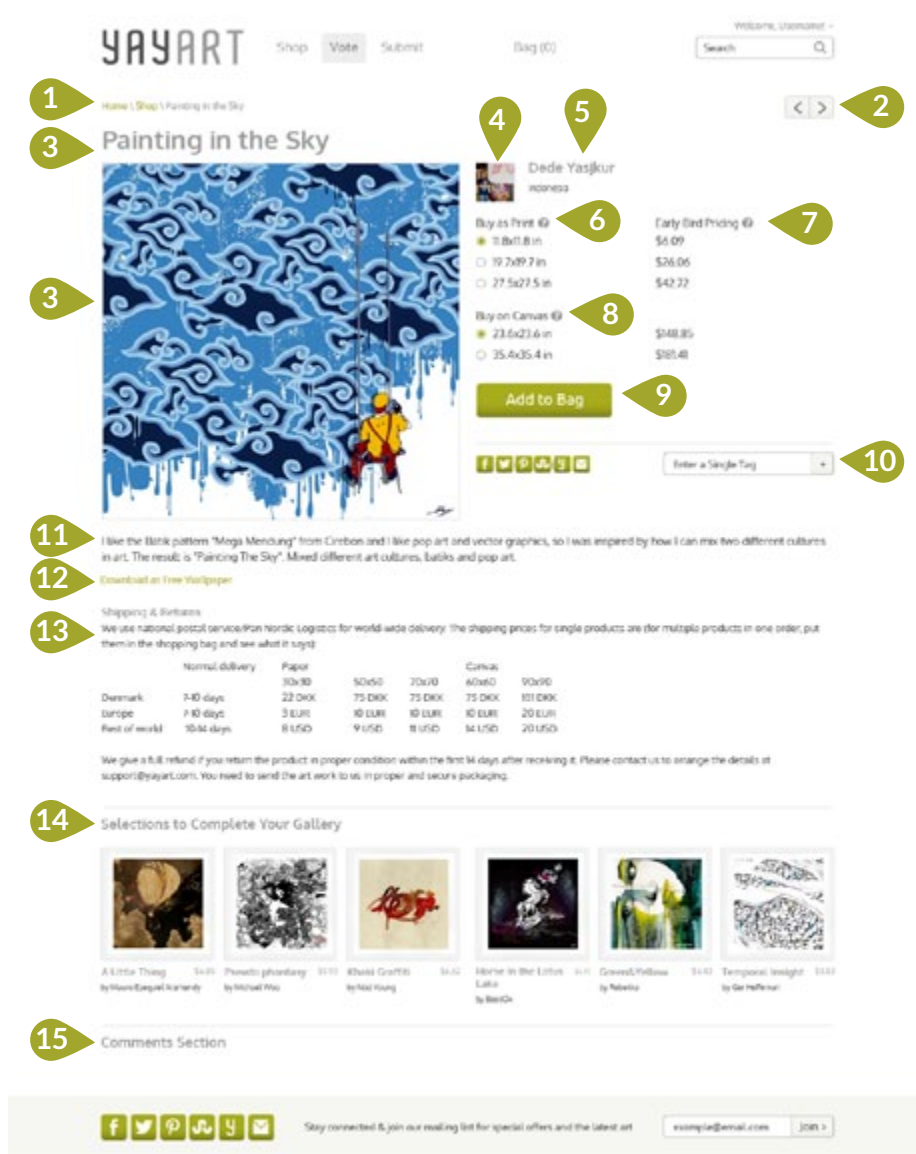
7 Pagination

Live text field to navigate pages

LIVE PROTOTYPE >

PAGE ANATOMY

PRODUCT DETAILS

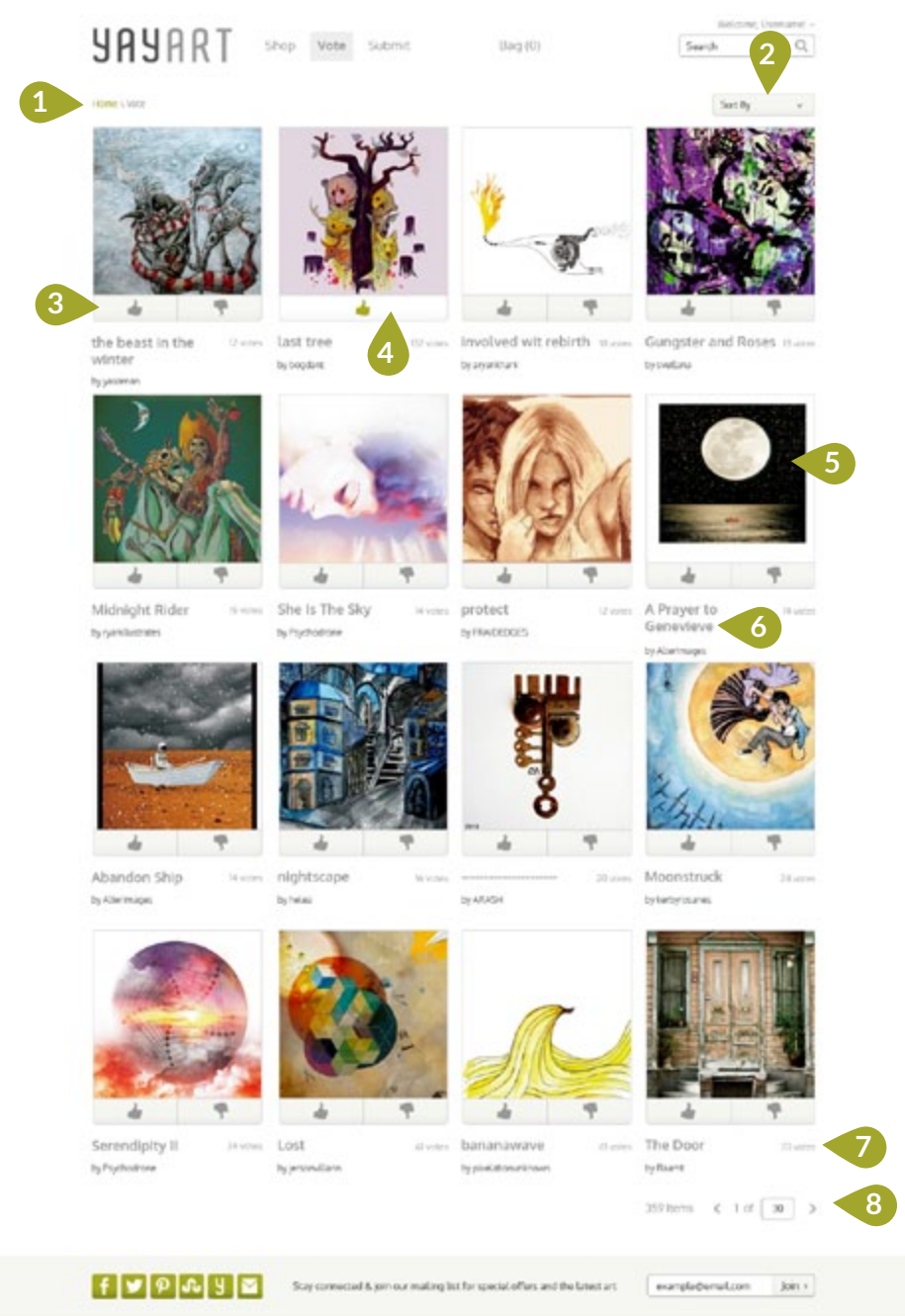


- 1 Breadcrumb**
- 2 Product Toggle**
Navigates between previous and next entries (left arrow not clickable/grayed out if 1st item)
- 3 Title**
- 4 Artist Thumbnail Image**
- 5 Link to Artist Bio**
- 6 Tooltip**
Includes information on printing process & paper
- 7 Early Bird Special**
launches tooltip with pricing model and explanation
- 8 Tooltip**
Includes information on canvas & processing
- 9 Add to Bag**
- 10 Social Media & Tagging**
Field form to include tags
- 11 Description**
- 12 Wallpaper download**
- 13 Shipping & Return Policy**
- 14 Rich Relevance**
- 15 Comments Section**

LIVE PROTOTYPE >

PAGE ANATOMY

VOTE



- 1 Breadcrumb
- 2 Sort By
 - Popularity
 - Views
 - Newest
 - Comments
- 3 Yay & Nay Buttons
- 4 State when Piece is Voted On
"Yay" or "Nay" briefly appears as overlay over image, and buttons change to reflect selected state
- 5 Link to Product Details
Artwork title and image link to details page
- 6 Link to Artist Page
Artist name links to bio page
- 7 Total Votes
Number of votes
- 8 Pagination
Live text field to navigate pages

LIVE PROTOTYPE >

PAGE ANATOMY

SUBMIT

YAYART Shop Vote Submit Buy (0) WELCOME, USER12345 Search

Home | Submit

The finer points in the fine print

A) Doing your art alive: If your artwork is voted into our shop, you give us the rights to market, print, distribute and setup exhibitions. We will do our best to help you to get your art and name on real people's walls.

B) We share the revenue: In our shop you receive royalties per sold art piece, from 6.70€ to 36€ depending on size. You can see the exact numbers and our payment terms in our FAQ and legal terms. The sales of your products will be visible in your personal profile.

C) Fair Treatment: If your work is not voted into the shop, you regain all your rights to the work. And even if it is, you are free to continue to use your work in any way as long as the use does not compete with the YayArt prints.

[FAQ](#) • [Pricing Models](#) • [Full Contract](#)

1. Upload Your Art

Type: Digitally created or modified art @

Size: 3540x3540 pixels, 72dpi

Format: JPEG, TIFF or PNG

Choose a file to upload:

Choose

Preview Art

Having trouble?

2. Describe It

Title of Work @

(Character Limit)

Describe:

Preview Description

3. Submit

Like what you see?

☐ I agree to the [legal terms](#)

Submit Your Art

YOUR ART WILL BE PREVIEWED HERE

Artwork Title Previews Here

By Your Name Previews Here

[f](#) [t](#) [p](#) [d](#) [y](#) [e](#)

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Our Story
Feedback
Contact

Help
Service
Product Info
FAQ

Culturally Sound
Arabic
Brazilian
Chinese
Italian
Japanese
Scandinavian
See All

Where in the world
Asia
Africa
Europe
Oceania
North America
Central America
See All

What's on our walls
Popular
Newest
Competition

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- 1 **Breadcrumb**
- 2 **ABC Contract**
- 3 **Contract Toggle**
Collapses section so that frequent visitors can easily navigate to relevant content
- 4 **Links to Full Contract, FAQ & Pricing**
Provide easy access to all pieces of info artists might be looking for
- 5 **Tooltip**
Includes submission style requirements & relevant links
- 6 **Sizing**
Eliminated 960x960 to reduce confusion since the larger resolution is the only acceptable option for production; included dpi
- 7 **Preview Buttons**
Renders preview of uploaded art, name and description to the right. Make sure label and styling are distinguished from "submit"
- 8 **Preview Display**
Displays preview of uploaded art
- 9 **Tooltip**
Indicates what information the description may include
- 10 **Submit**

LIVE PROTOTYPE >

ADDITIONAL RECOMMENDATIONS

OPPORTUNITIES

On the Vote page, there is opportunity to improve browsing navigation by including a “stream” instead of pagination.

Added functionality to inform people who voted on a piece if it was selected for purchase so that they could then buy it. Since voting could be browsing and you may not want to be informed of every piece, it should be an opt-in function with a “notify me” button.

On the vote or shop pages, more “info” blocks like the pricing model could be interspersed throughout the list pages to embed additional information (like the slideshows of product in context). These blocks could even be used for unique “easter eggs” or linked navigation that creates more variety and discovery in the browsing process.

On the submit page, there is still opportunity to expand further on the payment information since it was a very compelling concept for artists. More information about the selection process could be included, such as the basic timeline for how long it might take for artists to hear if their work was selected, and when they could expect to receive payment.

“Favorites” functionality for the user to quickly navigate to the artist’s personal page or a curated page with works to vote on or purchase.

By broadening the style and medium of art (i.e. photography) that was accepted for submission and selected for purchase, YayArt could attract a wider audience of artists and buyers.