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<http://camelsaidwhat.com/musil/index.html>

[https://github.com/mrskytte/artofmusil?fbclid=IwAR2ixgkmBjdnQGApXr20liwxGhWXeckn\\_0Pgj9VG\\_F7ENUs1Hpob\\_Vn3yZo](https://github.com/mrskytte/artofmusil?fbclid=IwAR2ixgkmBjdnQGApXr20liwxGhWXeckn_0Pgj9VG_F7ENUs1Hpob_Vn3yZo)

## **SEMESTER 2 - AP MULTIMEDIA DESIGN**

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**ARTIST: Mikkel Musil**

# TABLE OF CONTENTS

<b>I. Introduction</b>		<b>V. Prototyping Process</b>	
A. Introduction	3	A. Information Architecture	40
B. Problem Area	4	B. Wireframes	41
C. Problem Formulation	4	C. Card Sorting tests	42
D. Development process	5	D. Prototyping	44
		E. Trunk test	46
		F. Summary of Prototyping	48
<b>II. Market Research</b>		<b>VI. Development Process</b>	
A. Market Research	8	A. Content Management System	50
B. Artist Presentation	12	B. Technical Documentation	51
C. Translation	13	C. Iteration	53
D. Summary of insights	13	D. Summary of development process	53
<b>III. Concept Development</b>		<b>VII. Conclusion</b>	55
A. Ideation	15		
B. Personas and their Customer Journey Maps	16		
C. Content strategy and plan	23		
D. SEO	29		
E. Summary of insights	31		
<b>IV. Design Process</b>			
A. Moodboard	33		
B. Style Tiles	34		
C. Bert Test	35		
D. Design Guide	36		
E. Summary of design process	38		

# **INTRODUCTION**

# INTRODUCTION

## A. Introduction

We are The LaMond Brothers, we consist of four team members; Lisa, Liam, Chris and Nadia. Despite having a wide range of skills we all have a similar approach to our work, this was confirmed when we took the Basadur profile test.

This test gave us a better understanding of how each of us problem solve, drive forward ideas and collaborate. Lisa, Chris and Liam all being implementers, and Nadia being on the spectrum of Implementer and Optimiser.

This means as a group we excelled at turning big ideas into workable solutions as well as pushing forward to complete tasks to get the job done. This isn't the first project we have been collaborating on as a team, after working on some projects together already, we have

been able to hone each of our individual skills and strengths to produce the highest quality of work.

We also value certain qualities we bring when working together, humour & trust being of the utmost importance to us.

Approaching each assignment with a smile and happy attitude and also having complete trust in one another and our commitment to our work.

# INTRODUCTION

## B. Problem Area

Upcoming and unknown artists can struggle to make their presence known in the digital world. While they want to be able to reach out to their community and offer a platform for an equal exchange, the reality is that nowadays an artist's online presence can almost make or break their career.

As clients go we couldn't have asked for anyone better. Musil is an incredibly talented young Danish Artist, he is a painter, writer and musician. Inspired by cubism and the neo-expressionism of the late 1970s and early 1980s. Taking large amounts of influence from the likes of Jean Michelle Basquat, his art rings true to this kind of artistic style that never goes out of favour in the art world.

Currently enrolled at KVUC Mikkel practises his craft anytime he isn't at school or working to support himself. Mikkel has been hoping to create a website for his art but hasn't found the time or the funds to effectively produce a site worthy of his creations.

Furthermore we see that Mikkel doesn't have an online presence at all, amongst not having a website Mikkel doesn't have facebook, twitter or pinterest. Currently the only online identity he has is an Instagram page with a non existent following.

## C. Problem Formulation

**How can we create an online presence that strengthens Musil's brand and social media engagement, in order to generate traffic from potential clients.**

# INTRODUCTION

## D. Development Process

*Here we will explain and show how we worked together, stayed organised and resolved conflict whilst working on this account.*

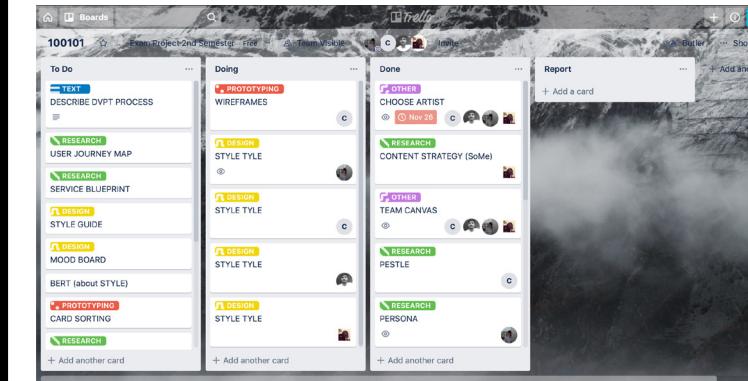
### Trello

Our first point of call was to create a Trello board. As a team we have worked with Trello many times and find it's been a very successful tool to help manage and track everyone's tasks and contributions. It also allows team members to see when others may need assistance, this is done by marking tasks as complete, leaving tasks uncompleted visible. Here we explain the structure of Trello and how it allows us to successfully stay on track.

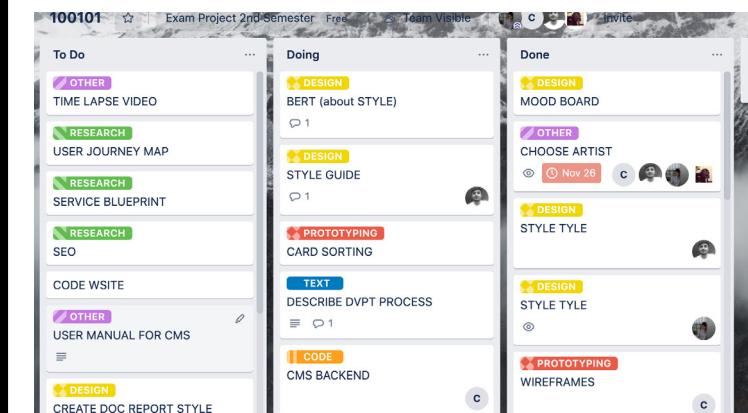
We discussed the tasks in the group and added them to different cards in the to do list. Then we color coded the tasks and gave them expiration dates and added each person to each relevant cards.

When the tasks that we had created were in the process of being done, we moved them over to the doing list in Trello. This was so we knew that even when we weren't together we knew what the other group members were working on at any given time.

Whenever a task or set of tasks were completed we moved them over to the done list so we could focus back on another task to be done and keep everything neat and tidy.



Trello board - 03/12/19



Trello board - 06/12/19

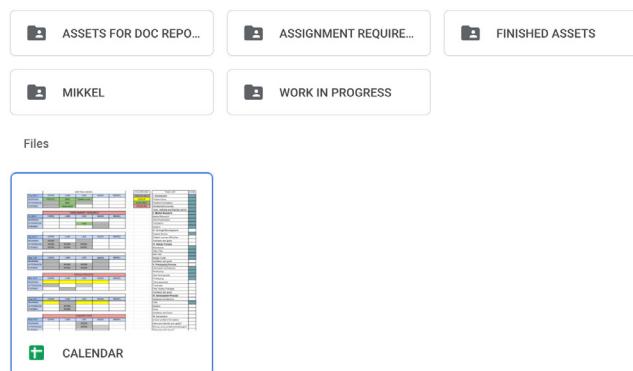
# INTRODUCTION

## D. Development Process

### Google Drive

The second thing we did was to create a drive Google Drive. A safe place for all of our work that everyone would have access to.

With the tasks we made ourselves on Trello, we then added as different folders in our drive, where we could store everything in an organised fashion for later use in our documentation log.



Google Drive - 14/12/19

### Github

Github is the amazing tool we used frequently to save our code processes and add comments as we went on with the code for our website. Furthermore Github is a great tool for looking back at old code that you did that may help you in current or future projects.

Commenting with details was paramount and we all made sure that they were good for our own understanding if we needed to go back and change something, or even revert back to an older version of the code in extreme cases.

# **MARKET RESEARCH**

# MARKET RESEARCH

## A. Market Research

*Market research was an essential part of our concept development. We used it as a way of verifying our product and production process through research aimed at our clients and target audience. Through the use of different techniques such as business model canvas and PESTLE analysis, we were able to identify and clarify our target group and get specific feedback from that particular audience to better suit our solution going forward and make the outcome more tailored to the specific aspects that fits that best.*

### PESTLE ANALYSIS

*The PESTLE analysis allows us to analyse the current macro environment, while also showing us trends that can hint to future development. It does so by analysing the political and economic as well as the socio-economic and technological. If relevant it can also tell us about*

*the legislative and environmental environment. We have used the PESTLE to look into the current and future state of Musil's market, while also using it to analyse the social and technological trends regarding shopping online in order to make the best suited web presence.*

In the current political environment there aren't many note-worthy points. However, there are some risks for the future.

For instance, if the government passes a law regulating certain materials, that are essential for the methods our client is using, it could result in an unsustainable increase in production costs. On another note, if we want to include competitions, such as giveaways and the likes, in our SoMe strategy we must be aware of the regulations set by Instagram (Instagram, 2019). It states that all competitions run through an Instagram account must carry a clear disclaimer saying that Instagram has no part in the competition among others.

Furthermore, we must ensure the content on our client's webshop is compliant with Markedsføringsloven. The content must not be deceptive to the customer nor can it be untrue (Markedsføringsloven § 5), this is particularly important when dealing with describing the mediums used for each painting.

That said, there has over the past few years been a steady economic growth on the Danish market (Danmarks Statistikbank, 2019), which could lead to more people looking to invest in art. This is also evident by the fact that there is an increase in the acquisition of valuables (*ibid.*). If the trend continues it would be a great opportunity for our client to expand his business.

Looking at the social components of the market, there's a trend on the Danish market, where MobilePay is an important app to many danes (AudienceProject P. 24, 2019), which is something to keep in mind when closing deals.

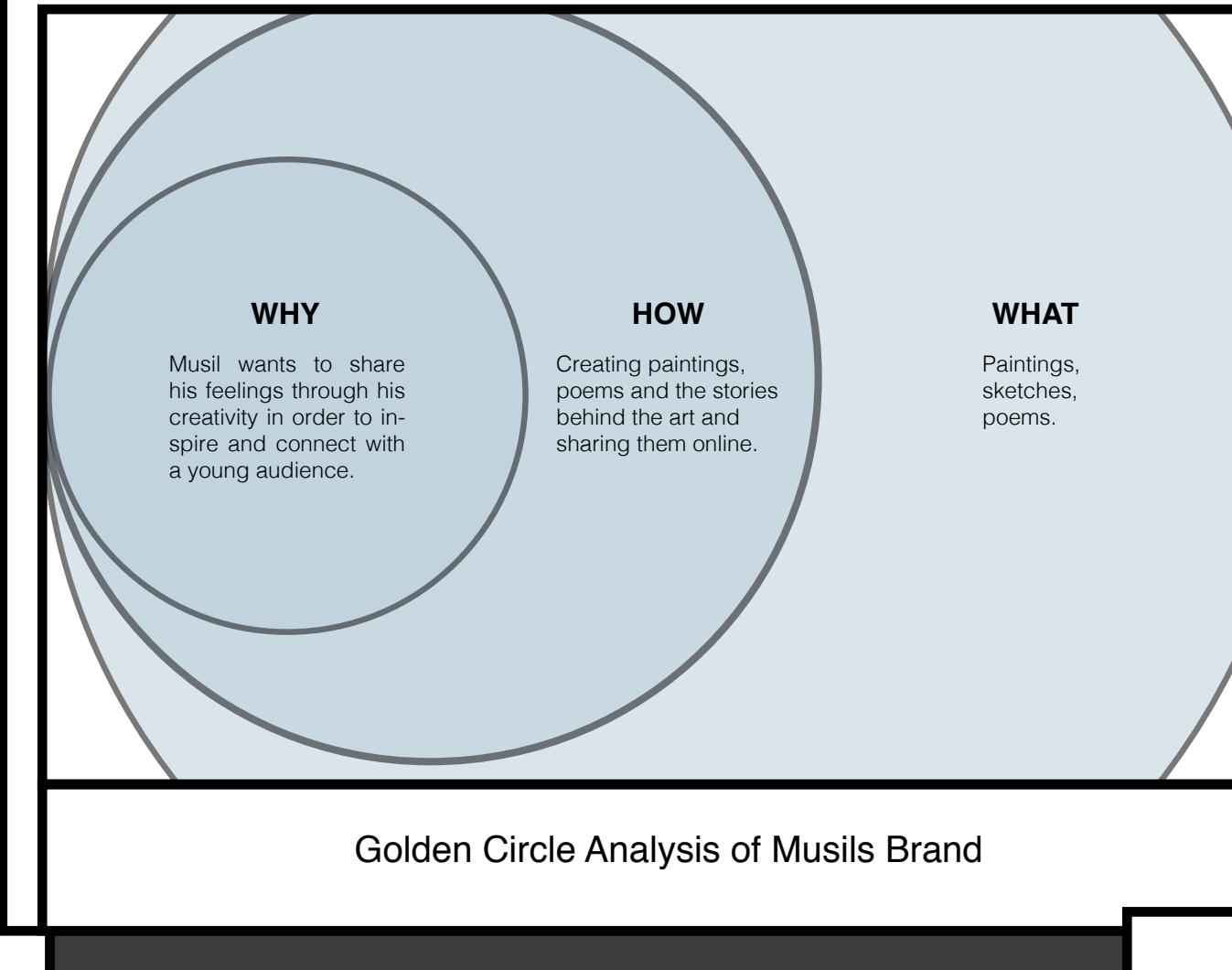
# MARKET RESEARCH

## A. Market Research

The consumption of Instagram could also provide an asset for our client as people tend to “..expect beautiful and creative pictures of high quality.” (Illumi, 2019), which is exactly how we plan to present our clients work. The general technological trend is that the popularity of smartphones and tablets are on the increase, while desktops are on the decrease (Danmarks Statistik, 2019). It is also apparent from a research by Foreningen for Dansk Internethandel, that more Danes both search and buys more products using their smartphones and when it comes to items for their homes they use a tablet for 20% of the purchases (FDIH, 2019). We must keep this in mind when we design the website, so that it is responsive for not only smartphones and desktops but also for tablets.

## GOLDEN CIRCLE ANALYSIS

*The Golden Circle is an innovative concept presented by Simon Sinek in his TED Talk “Start with Why”. It’s inspiring and challenges the status quo at its core for identifying your purpose for what you want to do in business, and in life. The Golden Circle helps us define your company’s message to its audience.*



# MARKET RESEARCH

## A. Market Research

### BUSINESS MODEL CANVAS

*One of the first steps we took as a group was to create a Business Model Canvas.*

*A business model put simply is a design model for the successful operations of a business. The business model canvas was developed by Alex Osterwalder and is a great tool to use to improve the focus and clarity on what we are trying to achieve.*

Through our business model canvas we were able to better define our key activities and goals as well as our value propositions.

#### Key activities:

- Presenting the artwork on a website

#### Value propositions

- Wider access to our artists work.
- Helping a young artist have his potential seen by future clients
- Access to email of artist for sales purposes

We achieved this by creating a website that was less of an online store and more of an online gallery space.

#### Key activities:

- Enhancing the online presence of our artist and making his SoMe more accessible and widely known.

#### Value propositions:

- Bigger SoMe presence for the spread of the artwork to the masses.

We were able to not only create a business instagram account but

also design Musil a logo which align with our digital solutions and surpassed our clients expectations.

# MARKET RESEARCH

## A. Market Research

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	<ul style="list-style-type: none"> <li>• Exhibition venues both private and open</li> <li>• Art enthusiasts</li> <li>• Parent companies who sell various pieces of art from different clients</li> <li>• People who are new to the art scene</li> </ul>	<ul style="list-style-type: none"> <li>• Presenting the artwork on a website</li> <li>• Enhancing the online presence of our artist and making his SoMe more accessible and widely known.</li> </ul>	<ul style="list-style-type: none"> <li>• Wider access to our artists work</li> <li>• Bigger SoMe presence for the spread of the artwork to the masses</li> <li>• Helping a young artist have his potential seen by conceivable future clients</li> <li>• Access to email of artist for sales purposes</li> </ul>	<ul style="list-style-type: none"> <li>• Private chats through email to our artist</li> </ul>
Key Resources 	Channels 	Revenue Streams 		
<ul style="list-style-type: none"> <li>• Access to artists social media</li> <li>• Constant communication with the artist to know exactly what they like and dislike</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• SoMe</li> <li>• Email of artist</li> </ul>	<ul style="list-style-type: none"> <li>• Selling of paintings personally with our artist</li> <li>• Payment for possible use and presentation in an art exhibition</li> </ul>		

## Business Model Canvas

# MARKET RESEARCH

## B. Artist Presentation

Mikkel is a 23 year old Danish artist from Copenhagen. He is currently studying art at KVUC and wanting to get his artwork seen by more people. Furthermore he likes to play music and write poetry so his body of work isn't limited to just his paintings.

His online presence is focused around the paintings only though, and is very limited at this moment in time. With just instagram and some posts on facebook his online viewing is very restricted and not peaking the interest of as many people as he would like, far from it in fact.

Mikkel identifies as a multi faceted artist who likes to be involved in many different layers of the art scene. He doesn't like to confine himself to only one area and doesn't want to be defined as only a painter.

He is inspired by cubism and the neo-expressionism of the late 1970s and early 1980s. Taking large amounts of influence from the likes of Jean Michelle Basquat, his art rings true to this kind of artistic style that never goes out of favour in the art world.

His art is mainly executed using acrylic and oil pastels, with writing smeared across some of the colourful canvas' with references from his notebook which is full to the seams with inspiration that catches his attention.

As his mood and feelings can change, so does his artwork, teeming with emotive style in many aspects in his production of said paintings. With some of his work rich in story-telling and extremely vivid in that respect, others without such a story are left up to interpretation and tainted in mystery, even to himself and what he was feeling at that time.

Furthermore during his production of a painting he can switch ideas suddenly and the work takes on a completely different look and feel making him a very versatile artist who is very open about his process.



Portrait of Musil

## MARKET RESEARCH

### C. Translation

Through this process of analyzing Musil's person and taking a deeper look into the current market we discovered that the Denmark's current situation is welcoming to new and upcoming artists since economically there is an increase in the acquisition of valuables. Mikkel is not primarily interested in selling his artwork and would more specifically like to share his emotions through his art. But this does not mean that he doesn't want to offer the possibility of purchasing available artwork on his website.

Furthermore the need to increase Mikkel's online presence on Social Networks is quite apparent in today's society an artist who wants to connect with people through his artwork needs to be present on these Social Media platforms. But in regards to who Musil is we understand that he does not want to be overwhelmingly present on the web and would like to stay within the essential elements.

## MARKET RESEARCH

### D. Summary of insights

During our research we confronted the needs of our client to the current market situation. We came to the acknowledgment that sometimes "less is more" and that the thing that matters the most to the artist and our target audience is the art itself. Our position in order to facilitate the conversation between Musil and the spectators of his creations was to help translate his passion in a digital space. This website would display his art through his emotions, hoping that it could create a bond between the artist and the visitor.

We kept this thought process heavily in mind once we started to think about our concept development, we wanted to make sure that the artwork itself should be the main priority, and to stay clear of over complicated website layouts which could take the focus away from the artwork.

So for our artist who didn't have a particular target audience in respect to age group/social status and so on, being too overzealous could jeopardize the impact of the paintings.

Through this thought process we decided to come up with some personas who aren't restricted to certain ages and presence in the art scene, and come up with a way to cater to everyone's needs while keeping the simplistic style that our artist wants. To ultimately have a website to display our artists work in a portfolio style way with an easy to understand navigation.

# **CONCEPT DEVELOPMENT**

## CONCEPT DEVELOPMENT

### A. Ideation

During our research we confronted the needs of our client to the current market situation. We came to the acknowledgment that sometimes “less is more” and that the thing that matters the most to the artist and our target audience is the art itself.

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## CONCEPT DEVELOPMENT

### B. Personas and their costumer journey maps

#### PERSONAS

*Personas are fictional characters, which we create based upon our research in order to represent the different user types that might use our site. Creating personas helped us to understand our users' needs, experiences, behaviours and goals.*

When we started analyzing what target audience we would be working with for this case our Artist explained to us that he would like everyone to feel welcome to the website.

This is why we started with a very broad spectrum of Personas, unfortunately this proved difficult. After speaking again to the client and doing some research into who buys art and why, we were able to narrow down our target audience late Millennials and early Generation Z.

#### COSTUMER JOURNEY MAPS

*A user journey map is a visual representation of the clients experience.*

*It's a great way to look at our website from the user's point of view and can be a key part in user experience design and optimization. It's used for understanding and addressing customer needs.*

We see that all three personas were able to achieve their goal and sufficiently navigate the website. We feel the minimalist aesthetic and gallery like design work well for our target audience.

## CONCEPT DEVELOPMENT

### B. Personas and their costumer journey maps

#### Persona 1:

Richard, a 26 year old art snob who can generally be classified as a hipster, he still lives in his grandparents' basement and is mainly living off unemployment. He does not believe in the internet as it is a new media and wants to be in the "real" world. Unfortunately he did realize that in order to be an art critic, he would have to get to know the world wide web and is now actively looking for artists to write about.

His dream is to write for independent art journals and this is why he is taking a look at young and upcoming artists.



PERSONA 1: Richard Scott

## CONCEPT DEVELOPMENT

### B. Personas and their customer journey maps

#### Customer Journey Map of Persona 1

Richard is still struggling with incorporating the internet as part of his day to day work life so upon entering the site he is happy to view some of the artist's work but his preference is to contact the artist and see the art in person.

Hes disappointed when met with a contact form, but fills it out anyway as he knows he needs to get on board such digital communication. He experiences some dissatisfaction but achieves his goal which is to make contact.

Richard  
26

#### Scenario

26 YEAR OLD ART CONAISSEUR.  
Spoilt and entitled Scott isn't very digitally savvy as he is a purest and believes that technology is ruining the Art world.

#### LENS

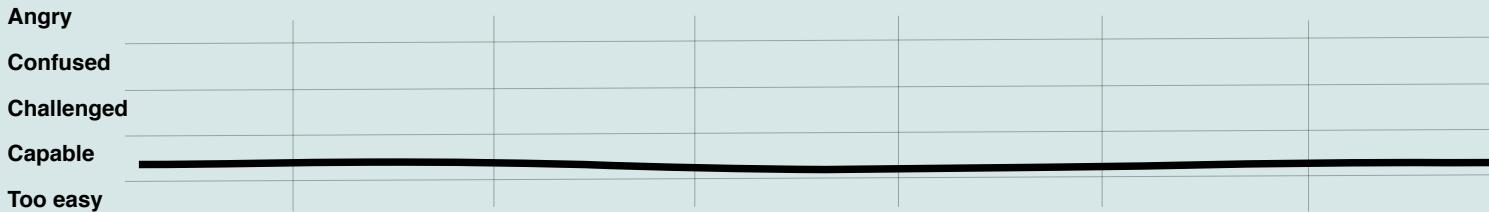
#### Goals and Expectations

- easy and clear navigation
- website for dummies
- having all the information in a clear and structured manner

#### EXPERIENCE



#### FEELINGS



PERSONA 1: Richard Scott  
USER JOURNEY MAP

# CONCEPT DEVELOPMENT

## B. Personas and their costumer journey maps

### Persona 2:

Maria, 19 year old Art student looking for inspiration. Maria will graduate high school in a few months and she is hoping to study art in LA. Maria hasn't quite found her style yet but is constantly looking for inspiration in new artists to find her voice.

She has a tumblr where she shares all her favourite artists and favourite quotes. Maria also ventures out to open mic nights to try and connect with other creative people.

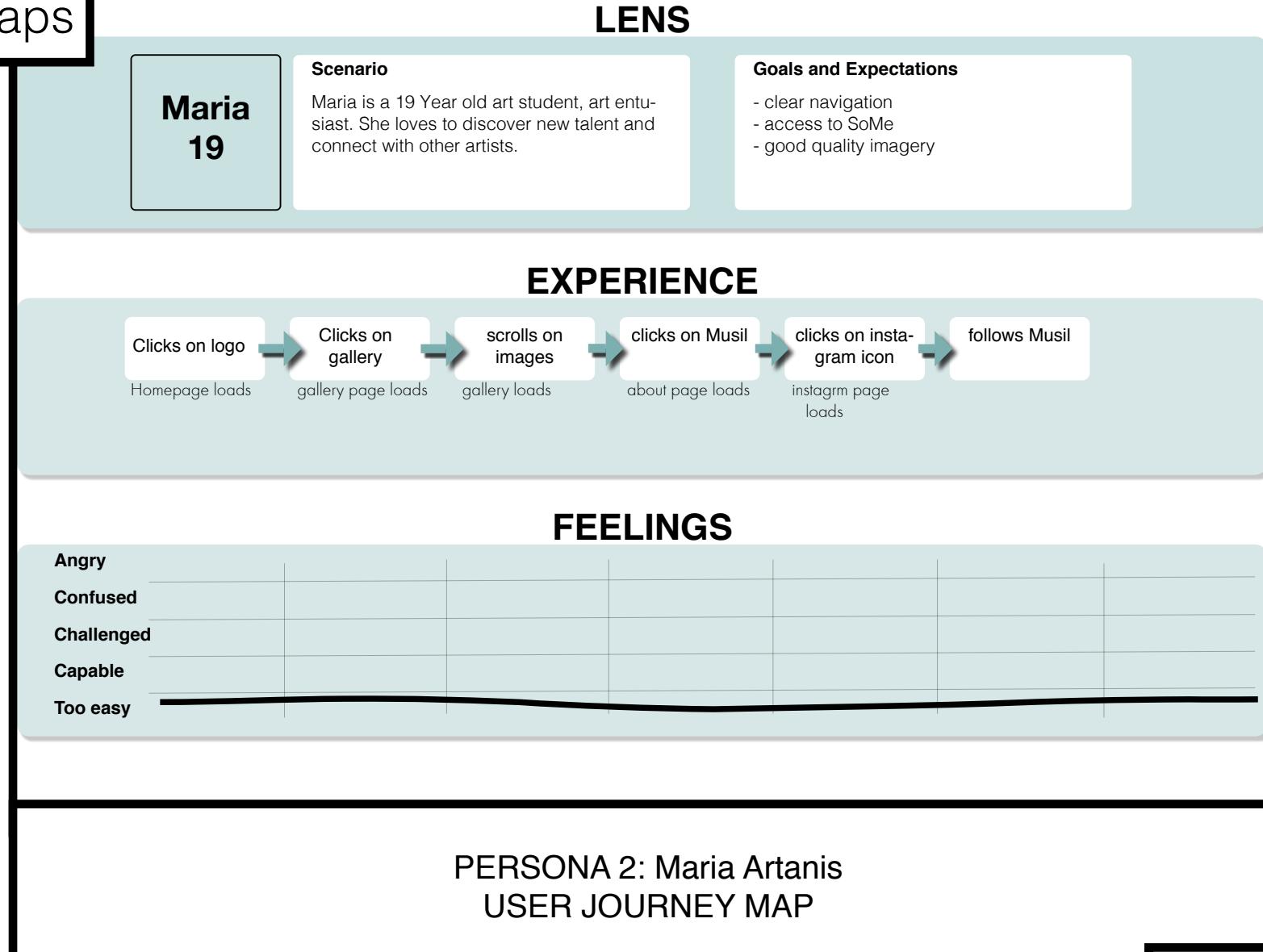
The screenshot shows a Tumblr blog titled "Mariart" with the URL "mariart.tumblr.com". The header includes the title "MARIANAS", the bio "NYC EAST HIGH GRADUATE 2020 FUTURE ART STUDENT 19 YEARS OLD", and a "Follow" button. The main content area displays several posts: 1) A quote about graduation and future plans. 2) A portrait painting of a woman. 3) An abstract painting. 4) A stack of books with the text "BOOKLOVER". 5) A graphic with the text "I WAS CREATED TO CREATE.". 6) A photo of a group of students standing in front of lockers. 7) A colorful collage of DC comic book characters. At the bottom, the text "PERSONA 2: Maria Artanis" is displayed.

## CONCEPT DEVELOPMENT

### B. Personas and their costumer journey maps

#### Costumer Journey Map of Persona 2

Maria navigates the site easily, she is tech savvy and she herself operates a tumblr page so she has no problem navigating the site and easily finding the artist's instagram leaving her feeling satisfied.



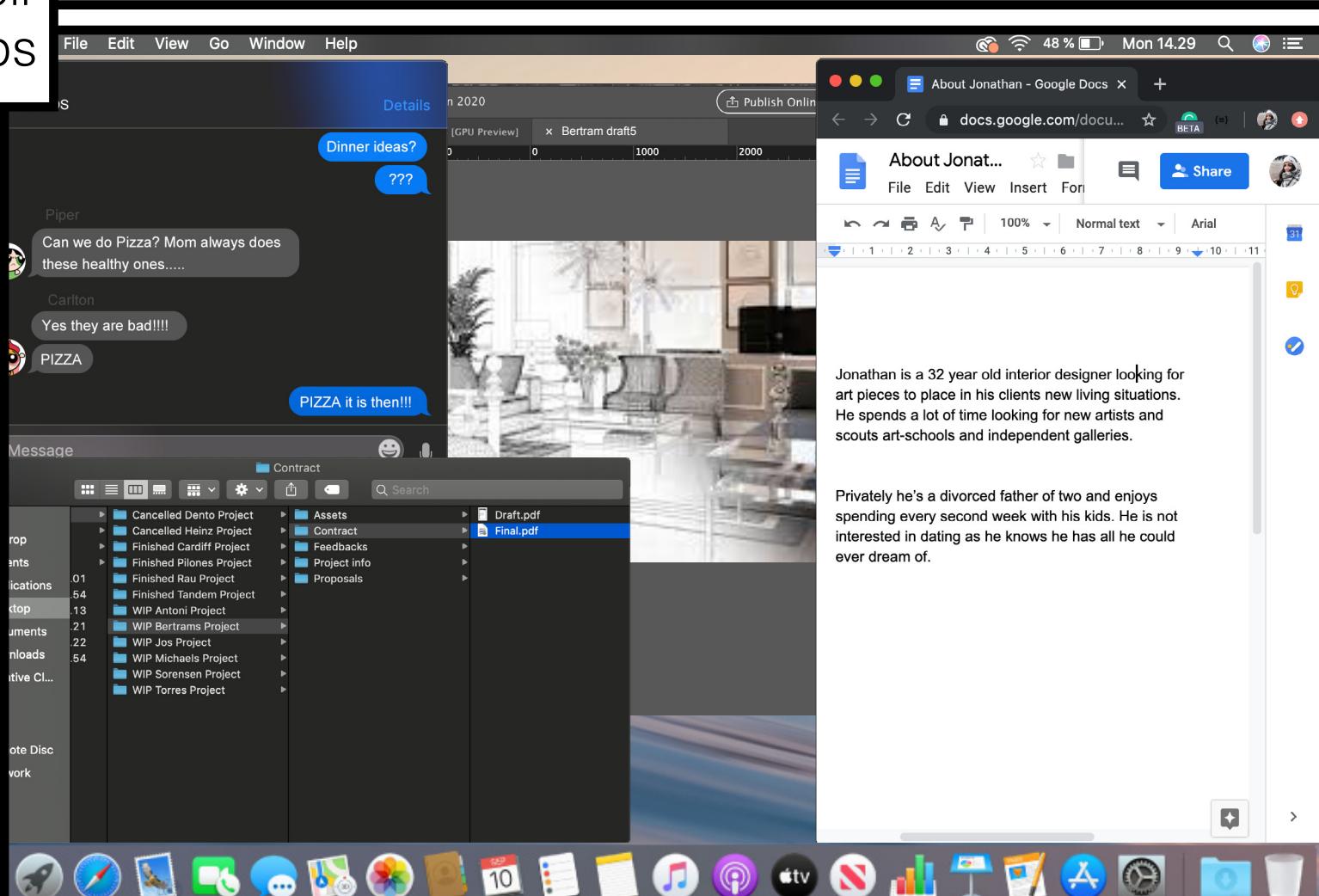
# CONCEPT DEVELOPMENT

## B. Personas and their customer journey maps

### Persona 3:

Jonathan, 32 year old Interior designer looking for artwork to place in his clients homes. He spends a lot of time looking for new artists and scouts art-schools and independent galleries.

Privately he's a divorced father of two and enjoys spending every second weekend with his kids. He is not interested in dating as he knows he has everything he could ever dream of and is happy and content.



PERSONA 3: Jonathan

## CONCEPT DEVELOPMENT

### B. Personas and their customer journey maps

#### Customer Journey Map of Persona 3

Jonathan works digitally at work so he generally is always on his computer at work or iPad at home. He is always hunting down new artists through art schools and small galleries so sometimes ineffective websites don't deter him.

Jonathan has an easy time on the site, very quickly accessing the gallery, then contact form, then viewing the artist's Instagram.

**Jonathan**  
32

#### Scenario

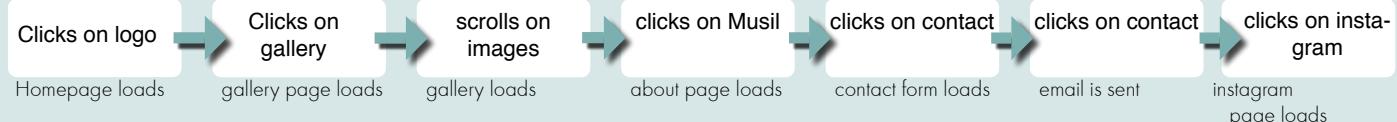
Jonathan is a 32 year old interior designer. He works with high end clients so he is constantly looking for fresh new works. He is very digitally savvy and is impressed by well designed websites.

#### LENS

#### Goals and Expectations

- easy to navigate
- access to SoMe & contact page
- professional
- hi res images of art

#### EXPERIENCE



#### FEELINGS

Angry

Confused

Challenged

Capable

Too easy

PERSONA 3: Jonathan  
USER JOURNEY MAP

## CONCEPT DEVELOPMENT

### C. Content Strategy and Content Plan

*As part of our branding solutions for Musil we put together a Content Strategy.*

*A Content strategy focuses on the planning, creation, delivery, and governance of content.*

*The purpose of content strategy is to create meaningful, cohesive, engaging, and sustainable content that attracts customers from our target Market group.*

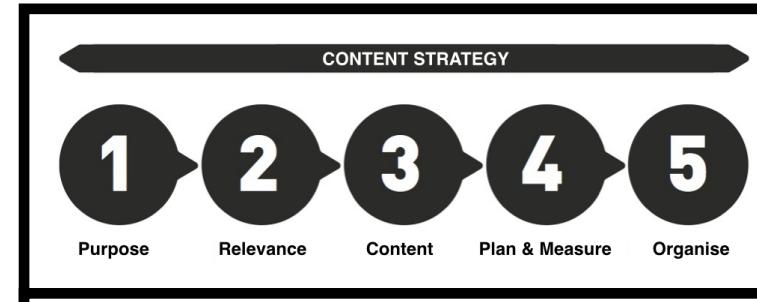
*We were able to follow the process of 'Astrid Haud - Social Media Content Strategy' Providing a Purpose, Relevance and Plan & Measure as featured below.*

The biggest challenge we faced was having to reply on Musil to supply existing imagery and video for the new Instagram page, as we were receiving delayed replies and sometimes no reply at all from Musil. We were also concerned that Musil may not follow the proposed strategy. We foresee this being problematic for the success of the Musil account.

By keeping a tight and organised content calendar we try to avoid any confusion and by suggesting some free pre-planned posting apps Musil will be able to prepare and pre plan his post's. Such apps include Later.com where Musil can visually plan and schedule automatic posts.

The problem we face here is that as it stands Musil doesn't have a strong online presence or a sense of his 'brand' as an artist in a commercial space. Musil has a current Instagram page with 103 followers. The page is not a business account and also doesn't contain a bio.

We propose making some changes to better utilize Instagram as a marketing tool, and together with a logo, launch Musil to the public.



The five steps of a social media content strategy by Astrid Haug

#### Purpose

As mentioned previously in our II. Market Research page.() The Golden Circle is an innovative concept presented by Simon Sinek in his TED Talk "Start with Why".

It's inspiring and challenges the status quo at its core for identifying your purpose for what you want to do in business, and in life. The Golden Circle helps us define your company's message to its audience.

## CONCEPT DEVELOPMENT

### C. Content Strategy and Content Plan

Through our Golden Circle Analysis we can recap that our purpose is to help Musil share his feelings through displaying his creativity online which will allow him to inspire and connect with his audience.

Musil is an emotive artist. He is guided by his day to day moods, thoughts and feelings. As his mood changes, so does his art. He 'creates' to share, inspire and connect with young people.

With some of his work rich in story-telling, Musil incorporates his poetry directly into his paintings allowing his audience to not only connect with the artwork itself but the story behind it.

We aim to raise awareness of Musil's art through a website and build his clientele via Social Media.

It's important to Musil to inspire others and connect with this audience through his art but also generate sales. By building a following on Instagram and creating a digital gallery space in the form of a website Musil can sell his paintings to support his passion and continue creating.

#### Relevance

It's clear that the art world only continues to grow, even with the changing social and economic landscapes. Online art sales are increasing and sites like Instagram are making it easier to discover emerging artists. So, who is collecting art these days? After some research and a little digging we were able to better understand who is buying art and what they are buying, and through this research better identify the right market to target for Musil's work.

In terms of age, while all generations have a hand in art collecting, the overall theme seems to be that different generations collect art differently and for different reasons. For example, researchers (U.S Trust) found that the importance of collecting for aesthetic value increases with age.

Older and more mature generations are most likely to say that investing in art is risky.

Millennials and Gen Z collectors ranging between 21-30 years, on the other hand, are more likely to take risks, go above and beyond when it comes to networking in the industry. There's even a current trend among these collectors to "flip" a piece of artwork they've collected sell it and use the profit to grow their collection. However, this practice is generally frowned upon by older collectors who would rather track an artist's progression or use their collection in lieu of an autobiography.

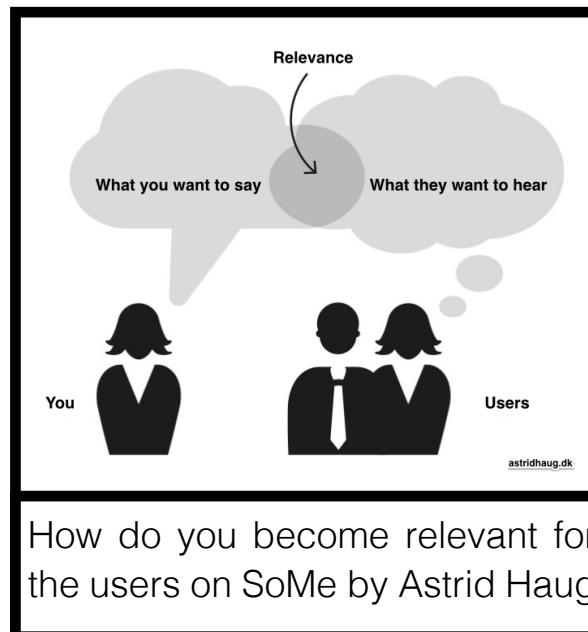
## CONCEPT DEVELOPMENT

### C. Content Strategy and Content Plan

We discovered that the right target market and audience for Musil's work is Millennials and Gen Z, not just because Musil is from this age range but because it's these generations who are more digitally savvy using platforms such as Instagram and are more likely to invest and take risks.

This target age group generally has less access to capital than older collectors. There are instances where collectors continue a family lineage of art collecting (with family money), but realistically most don't have a pot of family gold to rely on. Millennials and Gen Z collectors are savvy and more likely to seek out, and take a risk on an unknown to start their collection.

Millennial and Gen Z collectors network and hustle. Kenneth Schlenk-



How do you become relevant for the users on SoMe by Astrid Haug

er of online art platform ArtList told artnet News over the phone, "*Older collectors read Artforum, they'll have advisors or they'll work closely with one or two galleries. The young collector is networking with more people and is being proactive to get access to things by themselves, earlier, before its being shown at a gallery. They are more aggressive in that area.*"

Data has also shown that, '*Gen Z doesn't respond to outbound marketing practices that used to be so*

*effective. Instead, they want brands to come to them. It builds an organic relationship between brand and consumer, and with 89% of marketers increasing their inbound marketing budgets, it's essential to use this strategy to market to Gen Z.*' - Business.com

Millennial and Gen Z generations are more likely to respond to meaningful interactions with more focus on maintaining a client, and communicating in a personal and relatable way.

Musil's Content should speak directly with its audience. A way to achieve this is through posting videos of Musil working in his studio as well as posting his poetry so that his audience can better understand the artist behind the artwork. We will also use Musil's storytelling skills to connect and inspire his audience directly to his works.

Millennial and Gen Z collectors use social media to stay in touch with

# CONCEPT DEVELOPMENT

## C. Content Strategy and Content Plan

artists and galleries. It's difficult to fully gauge how social media affects sales transactions, but social media is being used to engage and start conversations. In fact the few sales Musil has had were generated through direct messages on Instagram.

Millennial and Gen Z collectors want to get involved, this is a crucial point; Young collectors don't just want to buy art, they also want to know more about the artists and art world. Big institutions such as the Guggenheim Museum, the Museum of Modern Art, and the Whitney Museum of American Art all have programs that get Millennial collectors involved early.

To conclude, through our findings we feel it would be more beneficial to target the Millennial and Gen Z art collector market.

### Content

Initially we discussed a media kit that included multiple platforms but the client expressed a strong desire to only have Instagram, as well as the website. This was for a few reasons, Musil himself only uses Instagram for seeking inspiration and connecting with young people and other artists. Furthermore he is time poor, as a student he doesn't have the time to manage multiple business accounts. Nor does he have the time to create content for multiple accounts.

We recommended that over time, through further development and iterations we advise extending the Musil brand to conclude another platform such as Facebook.

According to ReadArtwork.com Facebook has 1.4 billion monthly active users with 655 million of them on mobile and Instagram has 75 million daily users with 47% of the users accessing the app on mobile.

The data shows that Facebook has more users, while Instagram is more common among younger users and may be a better target for artists who want a younger demographic. Facebook is better for direct response advertising and Instagram is better for brand marketing; focusing on the quality and aesthetics drawing brand awareness. The combination of both would provide the best outcome so we have recommended this going forward.

Content for Instagram and Website to include, Hi-res image library, Poetry, Archived library of all works including sold pieces, Logo and bio photo.

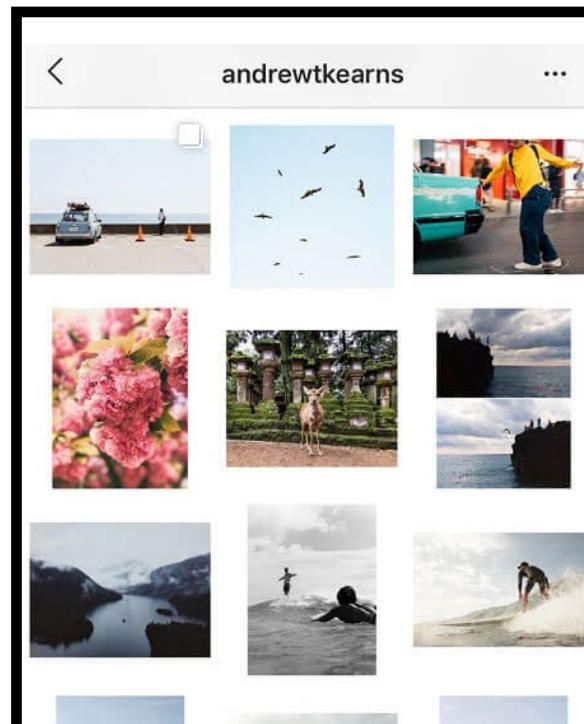
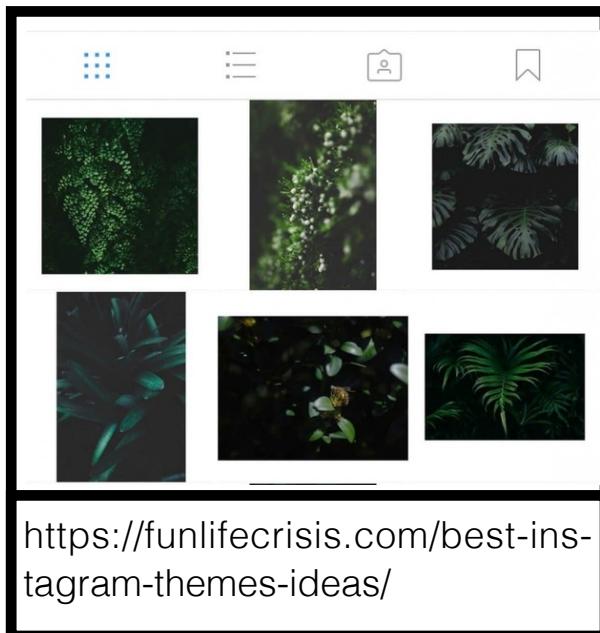
Musil does have a strong visual aesthetic so our main objective is to present his works in a way that is visually strong and grabs people's attention but also doesn't take away from the art itself. There are a number of ways to present a strong visual message through Instagram's

# CONCEPT DEVELOPMENT

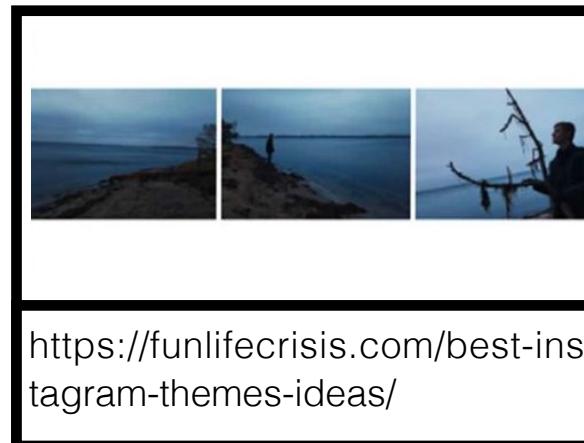
## C. Content Strategy and Content Plan

original gridding, firstly by adding a white border around Musil paintings. This is to help separate each one and focus the customers eye since each painting has similar tones and colours.

We would also like to suggest grouping post's for alternative storytelling as seen below.



<https://funlifecrisis.com/best-instagram-themes-ideas/>



## Plan and Measure

It's important to have a framework for all of our content, a realistic plan of action that will assist us in outlining and executing all content that we intent to use to target our audience. We again used 'Astrid Haud - Social Media Content Strategy' as a reference point, as you can see below.

Our Content Plan includes a range of subjects about Musil's everyday life as an artist's, his inspirations as well as other artist's that he admires and his painting, poems and music. It will be a mix of both post's and stories, posting 5-7 times per week, sometimes twice a day. Instagram stories posted more frequently throughout the weekend as that's when Musil is more likely to be out of school and his studio. Hashtags will also feature alongside his post's; #artbymusil & #musilmusil, as well as adding his studio as a location and tagging it.

## CONCEPT DEVELOPMENT

### C. Content Strategy and Content Plan

According to BUFFER.COM there are some tried and tested ways to supercharge Musil's following.

1. Posting: “According to the study, profiles that posted seven or more times a week (or at least once a day) get more likes and gain more followers faster than those that post less frequently.”

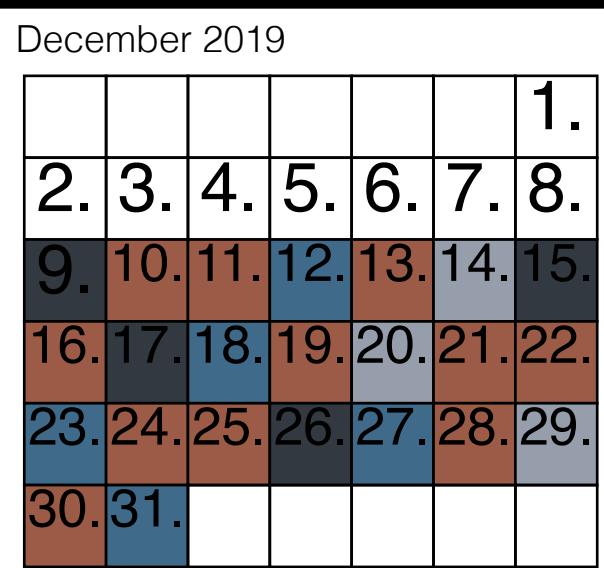
2. Stories: “The average engagement for videos is growing faster than the average engagement for images”.

3. Hash Tags: “Simply Measured did two studies and found that Instagram posts with both hashtags and a location tag get the highest average engagement. In other words, hashtags could be your best bet for growing a fast following on Instagram.”

4. Sharing and promoting other artists: “In a year, we grew our Instagram following by almost 400 percent – from 4,250 to 21,000 followers. And a large percentage of this growth was a result of us embracing and sharing user-generated content.”

#### Social Media Plan (Instagram)

- Musil everyday life (stories)
- Inspiration
- Musil art/songs/poems
- Other artists



## CONCEPT DEVELOPMENT

### D. SEO

*SEO is the process of optimising your website to get organic traffic from the search engine results page. In other words its the changing of certain content and adding certain key words that link with your site in the hopes it will appear higher up in the search engine results.*

***'A part of what you're already doing if you're doing what you're doing right!'***

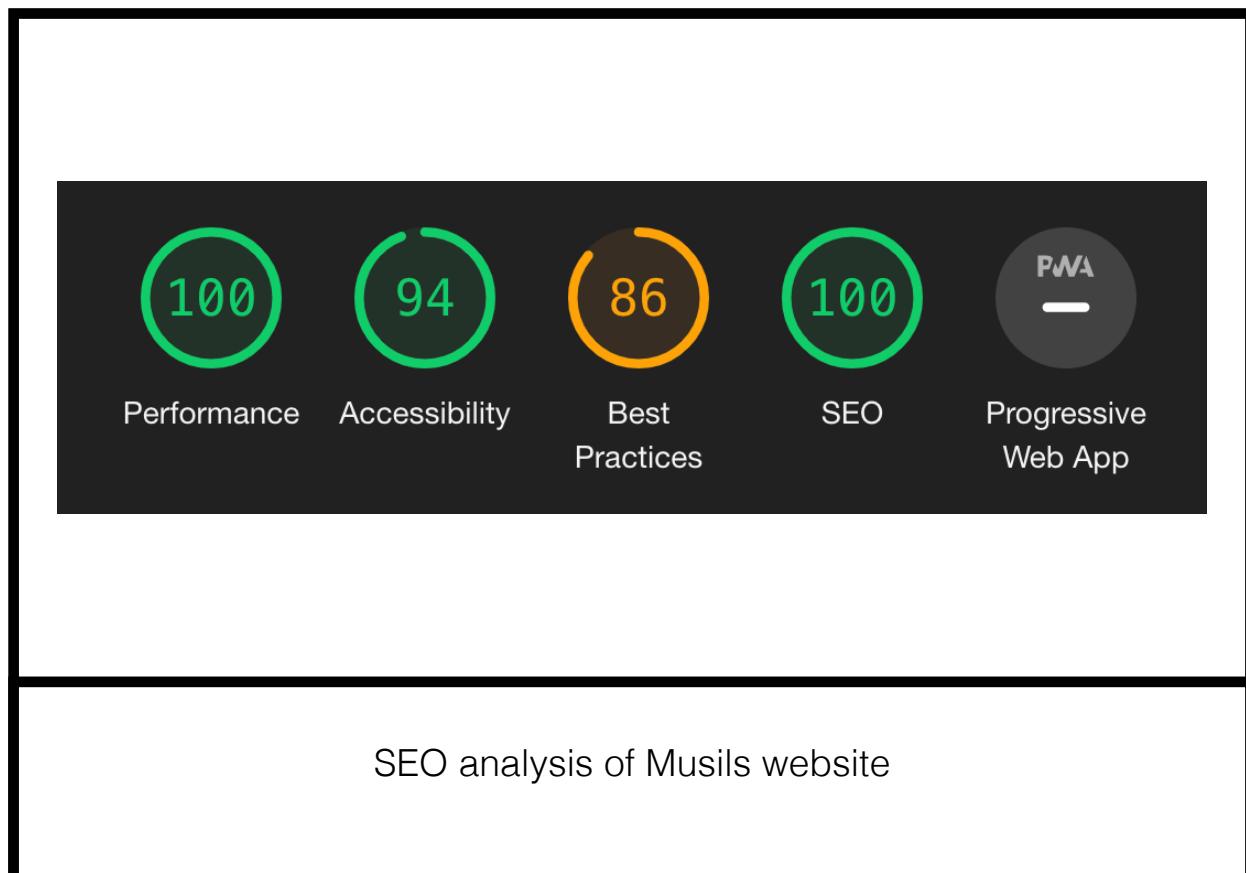
#### Our SEO Plan

##### Keyword analysis:

We started off with finding the words that we wanted to be associated with, and what words we wanted to be found on in the search engine results. Words such as CUBISM, NEO-EXPRESSIONISM, COPEN-HAGEN, YOUNG, ARTIST were the basis of our keyword visualisation.

Technical SEO analysis:

We ran an audit on lighthouse in the inspect section of google chrome to determine how strong our SEO was before we could start optimizing it and improving our keywords and meta descriptions and so on.



## CONCEPT DEVELOPMENT

### D. SEO

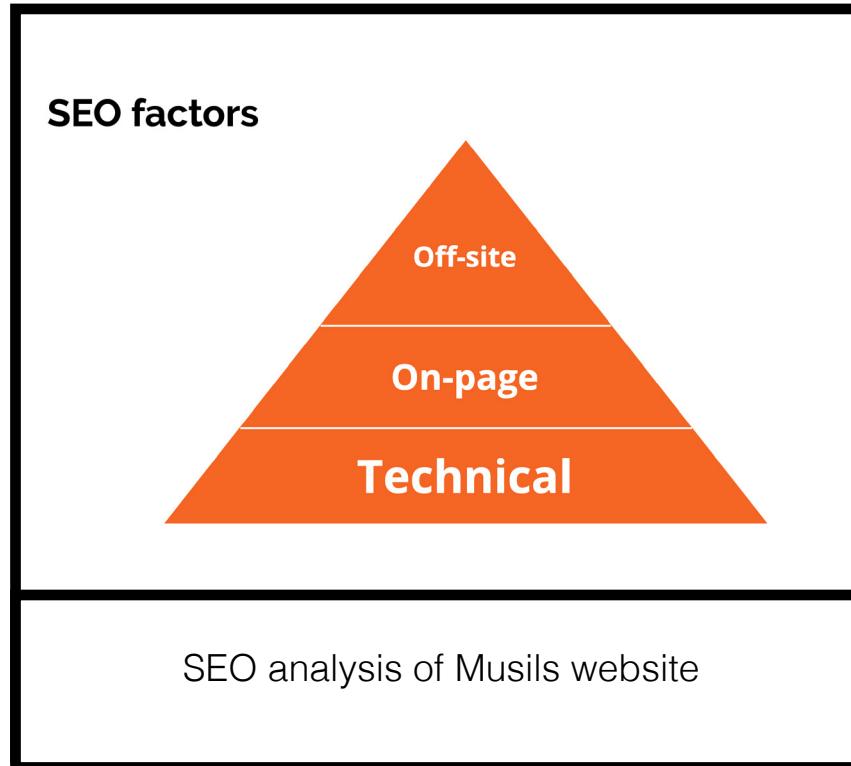
#### New content:

The next step in the SEO plan was to actually add in the content that would match the keywords that we had come up with. All new content we added would have to be related in some way or another to our keywords and meta description.

#### Link analysis:

As we didn't want to include off-stage SEO through spamming links for us on other sites we needed to do so through shares and presence on SoMe. Being trustworthy is an important part of google seeing our site as a trustworthy site that people can visit.

So adding the artwork on social media to expose it through the channels of possible influencers that may be deemed as legitimate in the art scene linked with our keywords.



#### Ongoing work:

The key to keep going is to keep analysing and making sure that keywords stay relevant and the SoMe channels we go through for exposure, remain as legitimate and linked to the overall keywords as possible. Running regular audits and adapting from these are important.

## CONCEPT DEVELOPMENT

### E. Summary of Insights

With the clear voice of ‘why?’ ringing in our heads the entirety of this content development we always had a constant knowledge of why we were doing what we are doing and how we could keep as close to this as we possibly could.

We knew that our artist wanted to share his feelings and creativity through his art, so with the use of key words for our SEO we were able to pin down which words could attract the right target and have them ready to utilize later in the backend.

Moreover, after doing our UJM we could really begin to analyze our target group and come to conclusions about what designs would fit them best and how to arrange that in a way that would also suit the ideas of our client.

Through an abundance of research into millennials and gen-z, we discovered how they prefer to go about their business and what we can do to make our designs tailored to that.

In addition we produced SoMe strategy to further propel our clients online presence. We were now ready to take all of the knowledge we have gained and ideas we had formulated and take that into the design process.

# **DESIGN PROCESS**

# Design Process

## A. Moodboard

A mood board is a type of poster that contains text, images, and colours, and serves as a visual tool for communicating ideas and creating inspiration. It is a segue between initial thoughts or meeting and the first draft of our project.

We talked to our client during our initial design meeting to create a mood board as a good starting point into concept and design development. He had agreed, but struggled to come up with any firm ideas. For this reason we decided to forge forward with a base understanding taking his art into account.



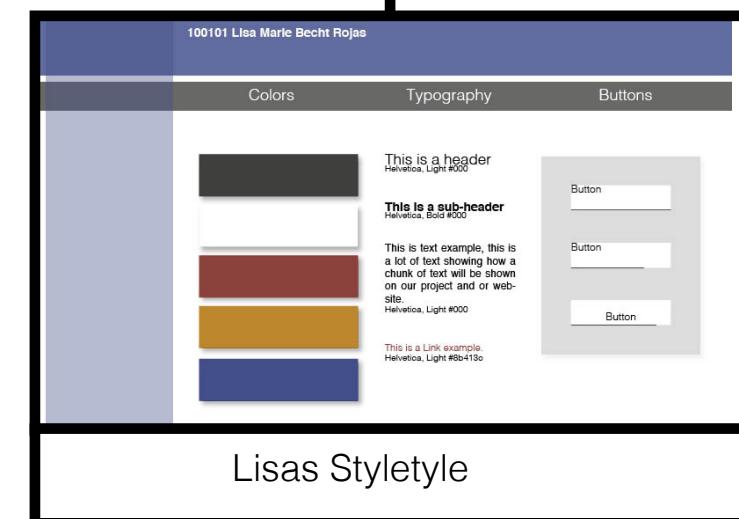
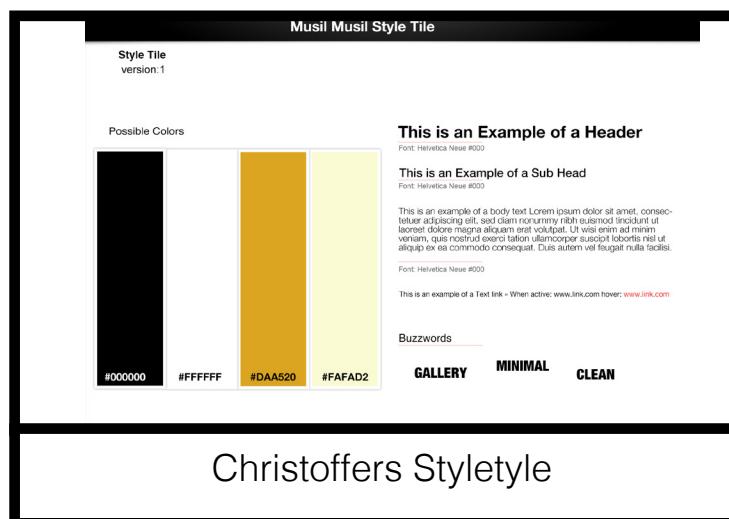
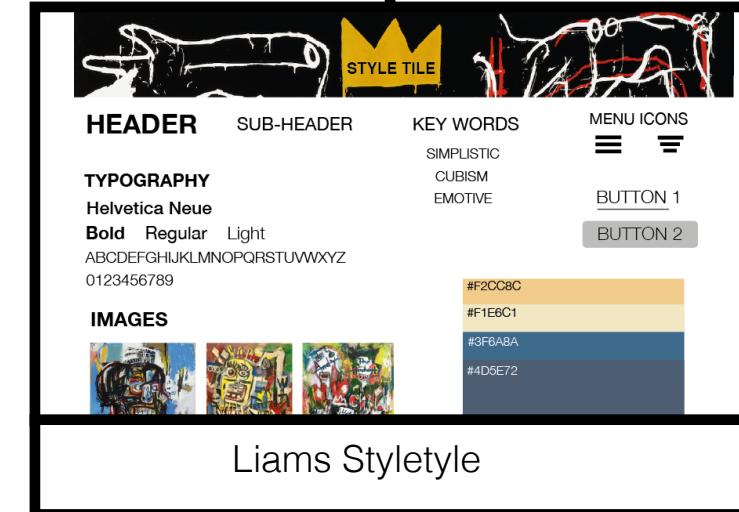
Mikkels Moodboard

# Design Process

## A. Styletile

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web. They help form a common visual language between us, the designers and Musil our client, and it provides a catalyst for discussions around the preferences of the client.

We each completed a style tile based on our clients initial design ideas and inspirations. Initially we asked our client to put together a mood board as a starting point but we then found he was unsure of what he wanted, instead giving us free reign to conceptualise based on our initial conversations. We knew that Musils art was very colourful and at times loud so we wanted to keep a clutter free design with neutral colours. Once completed we used the Bert Test to analyse which design elements we would use for our design guide.



# Design Process

## C. Bert Test

The Bert test is a technique that is used for identifying the way a person interprets a certain experience.

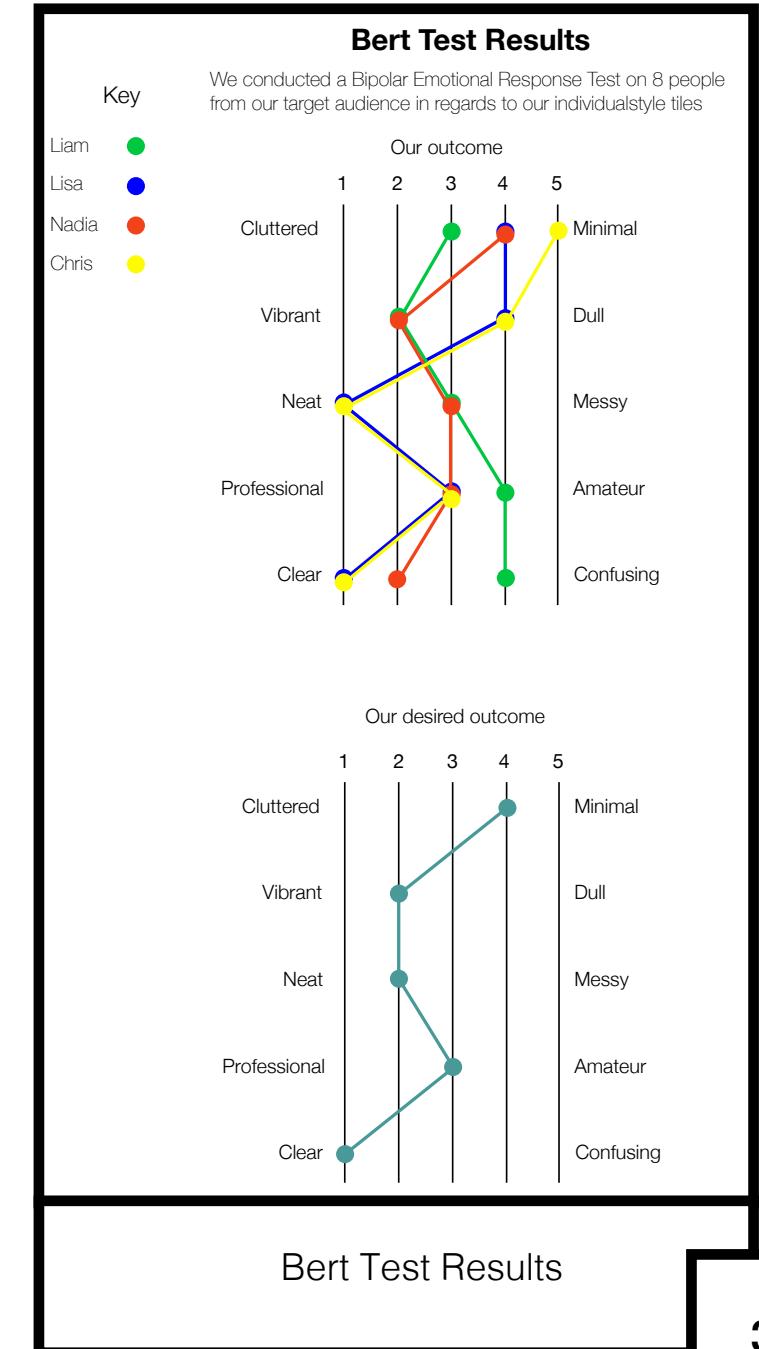
We started with a theme, using our style tiles that we created individually to determine which would work best to fit our design ideation.

Secondly we got all the elements together meaning we got our individual style tiles together ready for testing. Following that we set the constructs of the test, using polar opposites to determine where I design lay on the spectrum.

For example ‘minimal’ and ‘cluttered’ were on the same line, leaving it up to the participant of the test to decide where they saw our designs lay.

Furthermore, the last step of conducting the test was to actually create the spectrum, meaning we set up a simple rating system between each construct with the option of 5 dots, one in the middle to show an even amount of feeling for both constructs and then 2 each side to show favour for either one of them.

We tested on 8 people from our target audience and found that our results varied by some degree. Taking the preference of what our artist wanted we were able to deduce a favoured result grid to show what we envisioned the desired outcome would be. After this we took each other’s results and saw where the marks were hit in certain areas and by who. This was paramount in determining the areas we would include in our overall design guide for the website and SoMe.



# Design Process

## D. Design Guide

A design guide is a set of guidelines which can be used to instruct designer and developers on which way they should direct their design.

Our design guide was the accumulation of the style tile areas that matched our desired outcome the most, referring back to The Bert Test results.

We had 5 major areas, typography, colour scheme, images, logos and icons. This was the basis of the way our content would be distributed in respect to the website development, being there to always refer to during our process.

### Typography

#### MUSIL FONT

##### TITLE TEXT

CUSTOM MADE  
FONT MADE FROM  
MUSIL'S OWN  
HANDWRITING

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### Helvetica Neue

**Helvetica Neue Bold**  
**Helvetica Neue Bold Italic**  
**Helvetica Neue Medium**  
**Helvetica Neue Italic**  
**Helvetica Neue Regular**  
**Helvetica Neue Light**  
**Helvetica Neue Thin**  
**Helvetica Neue UltraLight**

##### Body Text

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789#!?

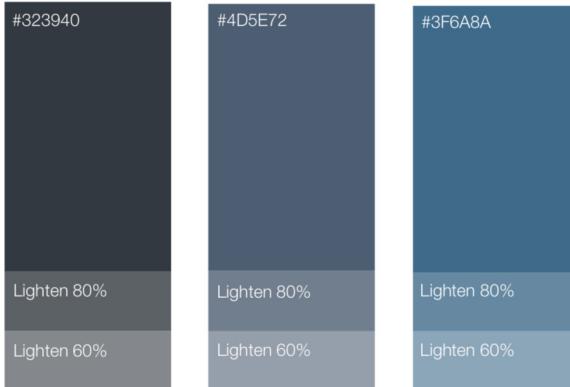
Page one of our Design Guide

# Design Process

## D. Design Guide

### Colours

Primary & Accents



### Inquiries

Your message here..

#000000      #ffffff

Page two of our Design Guide

### Images



Page three of our Design Guide

### Logo



### Icons



Page four of our Design Guide

# Design Process

## E. Summary of Design Process

The design process was our way of setting up the foundations of what we would utilize in the next stage of prototyping.

We had our design guide ready after testing our individual style tiles to achieve the best possible outcome to fit our market. With this aspect of the process completed and agreed to by our client, we were able to go onto the next step in our project.

# **PROTOTYPING PROCESS**

# Prototyping Process

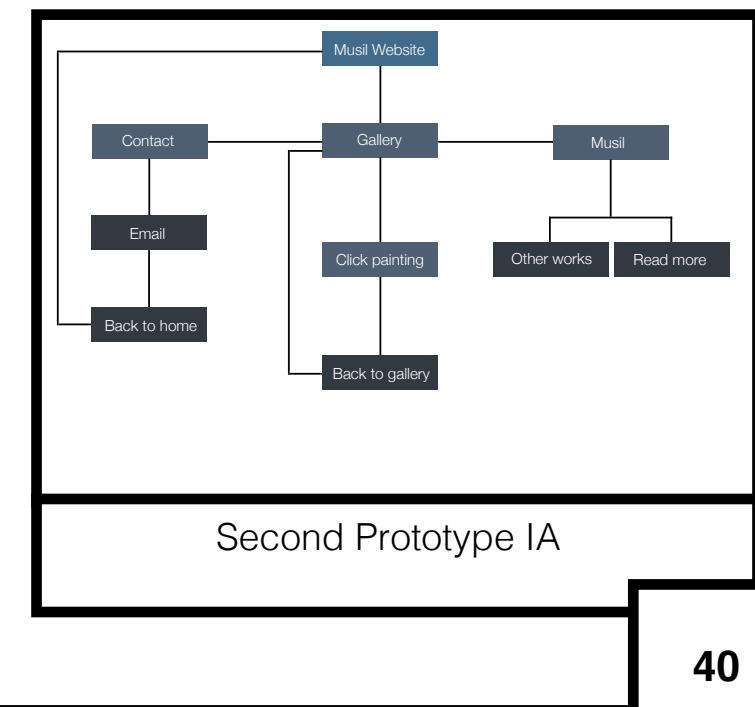
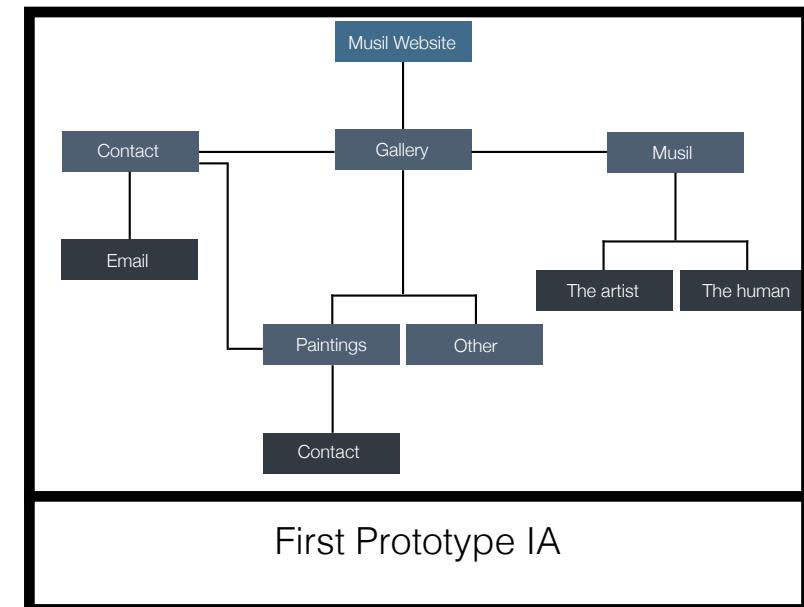
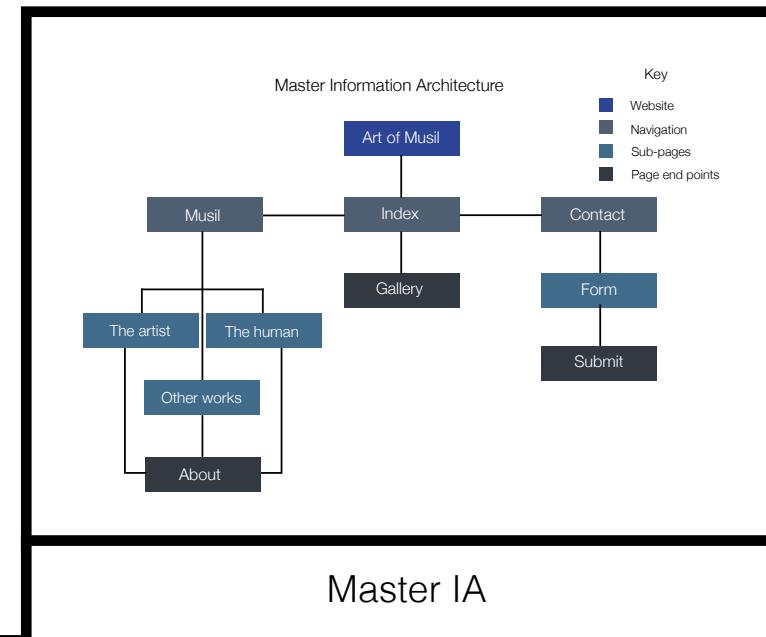
## A. Information Architecture

An Information Architecture (IA) is an extremely cohesive way of explaining the functionality and structure of certain information. Furthermore it's a way of organizing the structure of the site and how everything will link together in an intelligible way

In respect to our project, the IA depicts all the different clickable points of our website and the contrasting journeys the user can go on in various tangents.

As our artist wanted a less complicated website we didn't want to over-complicate the information and how its accessed in certain areas, so through the use of prototypes we came up with two different IA's.

From these two prototype structures we combine them to make a master IA, a merger of the two draft versions to create the best and most understandable for our target audience. After the use of the trunk test, and the knowledge of what the participant saw as navigational options, we were able to grasp what parts of the IA needed to be changed to make it more understandable and then did so.



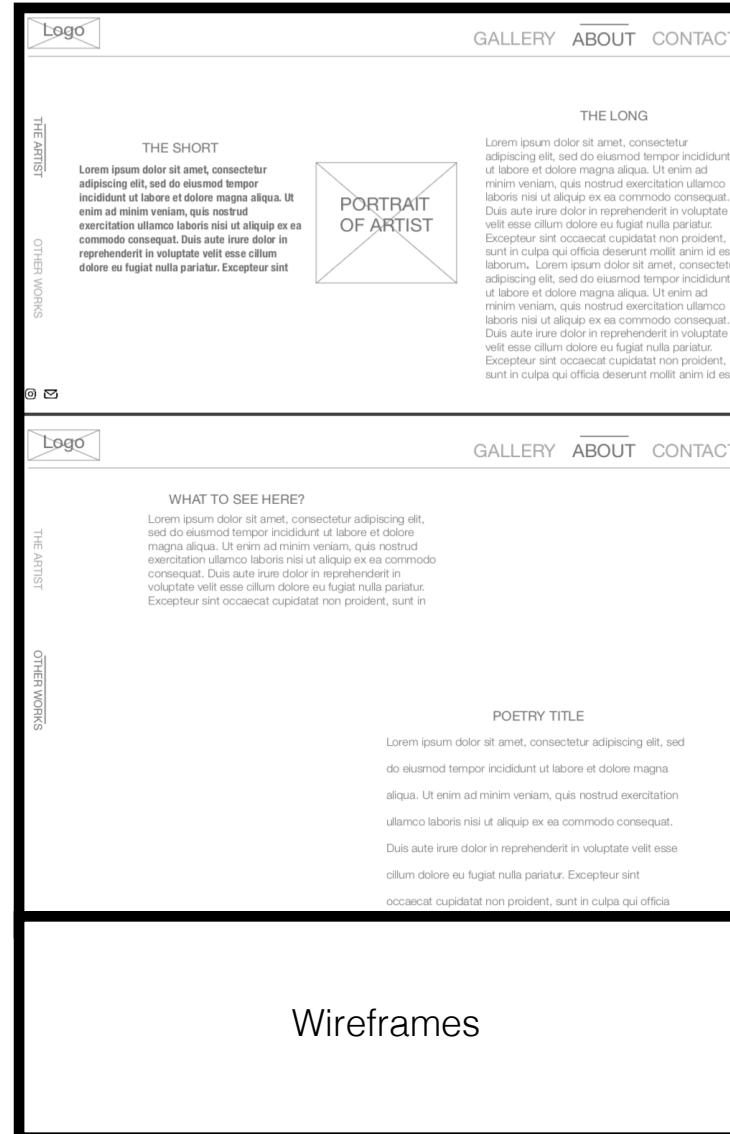
# Prototyping Process

## B. Wireframes

Wireframes are the first iteration of what a certain product or in our case website, would look like. They are the basic design layouts which you propose to be taken further into the prototyping process. They are very important to decide the basic structure and blueprints of your site before the content is added.

The basis of our wireframes were established on the inspiration we gathered from certain websites that our artist deemed to be interesting and what he aspired his own site to take ideas from.

Very simplistic and minimal is what he wanted from the start, drawing big contrasts from his somewhat visually busy artwork, in hopes of making his paintings stand out and be the most eye-catching and visual thing on the page.



So when designing our first wireframes we took the ideas put forward by our artist and kept it very minimal and made sure to keep out any clutter.

With only some brief ideas of what we wanted the navigation options to be and what we wanted the final IA to be, we played around more with the idea of how the layout was going to be and what content would go where.

Furthermore, this is where we first danced around the idea of having a sideways scroll instead of a downward scroll as one would expect. This was to give the site more of a gallery feel, like when you physically walk through an art gallery.

# Prototyping Process

## C. Card sorting Test

*Card sorting is a method to help see what would be the most appealing information architecture to the set target group. The participants are asked to organise topics into categories that make the most sense to them individually and help the possibility of labeling certain areas.*

By taking the information that we gathered from deconstructing the Website and our deduction of the needed data fields, we wrote every detail on poster stickers and organized them to visualize how our information architecture might look like. After doing our own iterations of the card sorting we asked outside participants to create their own iterations, from that we were able to gather our findings to create the ideal IA structure of our individual niche web app solutions.

Having done the card sorting we now had a reassurance that we had a clear flow, user-friendly and good findability in our information architecture and now had an objective as to how the structure of our data should be laid out within the design process.

We did an open card sorting with 3 participants from our target audience, and gave them some content on post-it notes and asked them to categorise and organise them as they deemed appropriate. Then when they had done this we asked them to name each of the topic groups they had just made, to what they believe best describe the content within it.

The reasoning behind doing an open card sorting opposed to a closed one, was because our client had no prior ideas for what he wanted to the navigational options to be, so we had free rein and decided the best way to judge what the target

audience wanted, was to let them decide the groups themselves and compare the results afterwards.

CARD SORTING  
Case 001 09/12/19  
The Lamond Brothers

Navigation Sub-navigation

GALLERY

ABOUT

OTHER WORK

THE ARTIST

CONTACT

OUR FIRST CARD SORTING TEST

# Prototyping Process

## C. Card sorting Test

### CARD SORTING

Case 002 09/12/19  
The Lamond Brothers

#### Navigation

#### Sub-navigation

MUSIL

PORTRAIT OF M

DESCRIPTION OF M

CONTACT

EMAIL

INSTAGRAM

INQUIRIES

GALLERY

PICS

POEMS

STORIES

OTHER WORKS

OUR SECOND CARD SORTING TEST

### CARD SORTING

Case 003 09/12/19  
The Lamond Brothers

#### Navigation

#### Sub-navigation

ABOUT

PORTRAIT OF M

DESCRIPTION OF M

CONTACT

EMAIL

INSTAGRAM

INQUIRIES

GALLERY

PICS

POEMS

STORIES

OTHER WORKS

OUR THIRD CARD SORTING TEST

### CARD SORTING

Case 004 09/12/19  
The Lamond Brothers

#### Navigation

#### Sub-navigation

HOME

PORTRAIT OF M

DESCRIPTION OF M (SHORT)

ART

GALLERY

PICTURES

WRITINGS

POEMS

STORIES

CONTACT

EMAIL

INQUIRIES

ABOUT

DESCRIPTION OF M (LONG)

MORE PICS

INSTAGRAM

OUR FOURTH CARD SORTING TEST

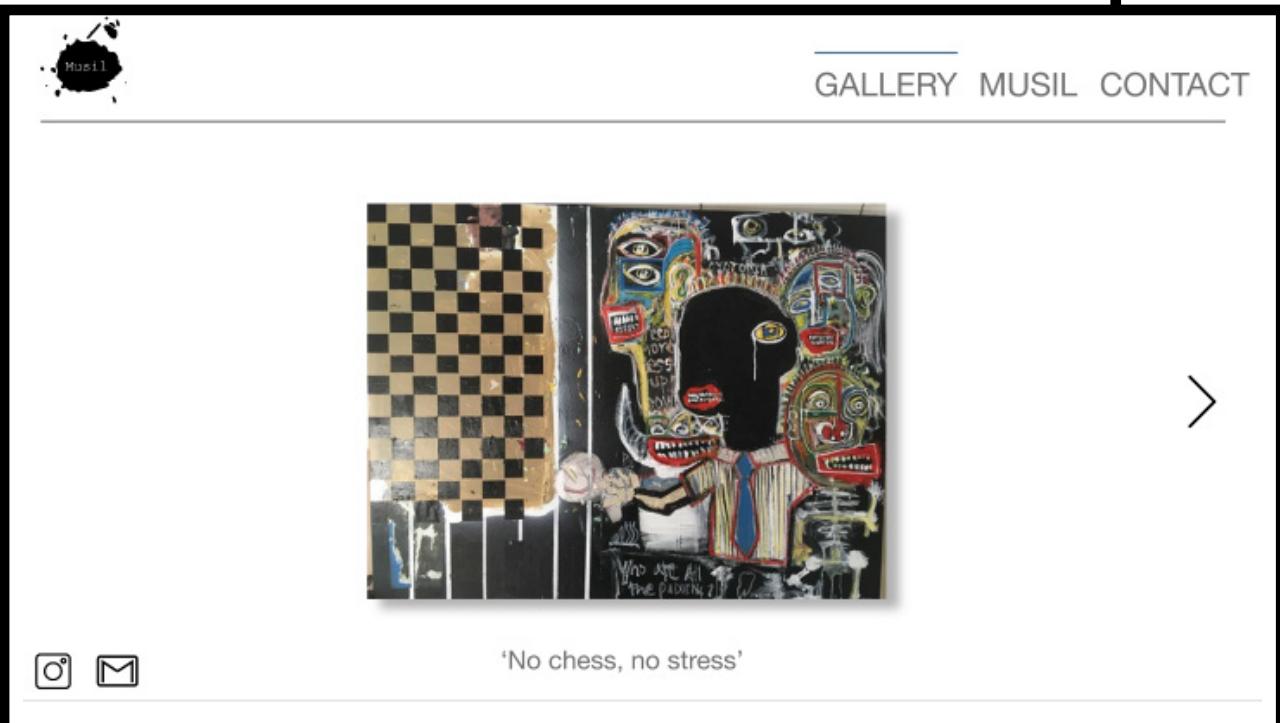
# Prototyping Process

## D. Prototyping

Prototyping is key in the process of producing anything in the current market. Without prototyping, essential problem areas can't be observed and subsequently altered to improve the overall product or production.

For us the main platform we used to produce our earlier wireframes and ensuing high fidelity prototypes, was adobe XD. This is an advanced prototyping software that can be utilized to act like a website would, before you get into the actual coding of said site. With the ability to link everything up to work as a site, it's a great way of seeing what will work and what won't.

Moreover it's a perfect basis and template to code from, used as a point of reference and a visual representation of what is being aimed for.



The image shows a website prototype for 'Musil'. The header features a small logo with the word 'Musil' and a black navigation bar with the words 'GALLERY', 'MUSIL', and 'CONTACT'. Below the header is a large image of a painting. The painting depicts a chessboard on the left and a colorful, abstract figure on the right. The figure has a large head, multiple eyes, and a wide, toothy grin. The text 'No chess, no stress.' is visible at the bottom of the painting. Below the painting are social media sharing icons for Instagram and Email. A large, bold text box in the center of the page reads 'ONE OF OUR TWO PROTOTYPES'.

We decided to make two separate prototypes, as we had some contradicting card sorting results. This was so we could later put them up against one another and see what works and what doesn't. Linking back to the IA also, as we could see from this what was in need of a change and what could be kept to make it cohesive for the target audience.

Once we had this we also how we wanted the mobile version to go. With the IA already decided for the desktop version it was more focused on the layout rather than what would be clickable, and having something to visualize and code from more easily.

# Prototyping Process

## D. Prototyping



Gallery

Musil

Contact



Golden Passion  
Spring 2019

I painted this piece while being on an emotional journey through the famous movie "return of the Jedi". You see the white represents the salt planet and the red symbolises the blood of the soldiers we lost. The path of the warriors marks red in the movie and on my canvas it becomes red in the sky. The juxtaposition is the gamble between reality and dreams. Life and death.

Musil

Contact



OUR SECOND PROTOTYPE

# Prototyping Process

## D. Trunk Test

The Trunk Test is used for analyzing our sites for navigability. Because the typical user scans web pages rather than read them, Steve Krug proposes the following test of navigation.

He asks us to imagine being blindfolded and stuffed into the trunk of a car. On running up on a web page imagine a quick peak around the blindfold and through a crack in the trunk.

Did you locate all of the required navigation components?

What is the site about?

- This is the trunk test!

**Trunk test**

We conducted a trunk test on our gallery opening page of our website with people from our target audience age group. We wanted to get some feedback on the feel of our gallery opening page, and if there are any things we can improve upon and iterate.

Candidate 1: Josh - 25 years old  
Candidate 2: Kristaps - 28 years old  
Candidate 3: Evi - 22 years old

**What site is this?  
(is there a site ID?)**

An art gallery of some kind.

An artist/painter. Possibly a gallery, or maybe a portfolio.

Paintings or whatever, not sure.

**What page am I on?  
(is there a page name?)**

Gallery page, all the paintings are there so I guess maybe a home page. Usually you would see paintings as first page.

Gallery has the line above the nav/ confusing because the lines are usually underneath.

Front page, landing page because of it being paintings and so on.

**What are the main sections?  
(are there section names?)**

Yeh insta mail, musil and contact as well as gallery, pictures are nice btw.

Gallery/artwork, expected to scroll down but it went sideways, its no problem though I wasn't bothered and it made sense. But the space is too big between the paintings.

Sure of paintings and maybe to sell or promote them. Painter himself, musil guessing that is the painter

FIRST PAGE OF OUR TRUNK TEST

After completing our trunk test on participants from our target audience we deduced a few areas that needed improvement.

First of all, although the sideways scroll was thought of as a nice intuitive way to experience an online gallery, some were confused as to what length they had to scroll through, unaware of how much was left to scroll through and how much to scroll back if they thought they needed to. Through this we decided to add a scroll bar at the bottom so you are able to see how far along you have come and where you are on the page, to take away any future confusion.

# Prototyping Process

## D. Trunk Test

Secondly, there was deemed to be some disconnect at times between the design and what they believed the artist represented. To address this we decided to change icons to hand drawn SVG's, with the purpose of adding the connection between all the navigational options, as the top navigation options were all using our artists hand drawn font.

Thirdly, every participant had the urge to click on each of the paintings. So rather than having the description or 'story' appear when hovered, we ensured that when the image was clicked the story would appear from underneath and now be visible. So that when the user inevitably clicked the image, they felt more satisfied that something had actually happened.

Furthermore we believed this to be very important as our target audience being millenials and gen-z are very mobile phone savvy, and are used to being click-happy rather than expecting anything to be hoverable.

*What navigation options do I have here?  
(is there local navigation?)*

Side bar, to go across, paintings, musil logo, Paintings should be clickable nav options.

Musil I guess is a name of the gallery or the artist or seomthing? Gallery/Contact/Instagram/mail. Maybe take to a new page when the paintings are clicked would be nice.

Gallery, musil, gmail, insta, contact.

*Where am I overall?  
(are there "you are here" indicators?)*

The gallery page for sure, you can see the little line above the gallery nav option so thats why i'm sure its this page.

Gallery page for sure. But I think the side scroll is too long, and it doesnt indicate how to long to scroll, so there's no overview of how much is left to scroll through, maybe use dots or like a scroll bar.

Has to be the gallery page because of the line on the gallery option in the nav bit, so that's where I am right?

SECOND PAGE OF OUR TRUNK TEST

# Prototyping Process

## E. Summary of Prototyping

Prototyping was the middle ground between design and production. Key in the prospect of testing your proposals and adapting in ways that improved the overall outcome of your design before going into the development process.

Our prototyping was extremely important as our client had no knowledge of what he particularly wanted, and only gave simple design choices he was interested in us interpreting.

Furthermore, this was the area where we really found out what was going to work and what wasn't. Where we had to destroy our darlings to fit the needs of the target audience and fine tune our aspirations so that the final outcome would be as UX and UI friendly to our market as possible.

# **DEVELOPMENT PROCESS**

# Development Process

## A. Content Management System

*Content Management System (CMS) is a software application that can be used to manage the creation and modification of digital content.*

*For the Musil webpage, we have used Wordpress as a headless CMS, which means the Wordpress page is merely a back-end content repository that can be accessed through a REST API.*

*To build the CMS we used a Wordpress plugin called Pods that allows custom fields, which structures the fetched data in a way that makes it more straightforward than the default Wordpress layout.*

We structured the content through three pods, one for the paintings on the gallery page, another for the descriptions of Musil and a final one for other work he wants to display

that is not his paintings (poems, sketches, lyrics etc.).

The gallery pod uses the standard Wordpress title input and has two custom fields, one for the medium used for the painting and another for the description of the painting. Another pod input option implemented in the pod is a file upload. This was used instead of Wordpress' default featured image to make the CMS more user-friendly. It adds another step in the javascript function that fetches the data but nothing major.

Next we have the description pod, which is there to make it hassle-free for our client to change the description of him. The pod has two fields for the two different descriptions. Lastly, the pod for other works has the Wordpress default title input

and two fields.

Lastly, the pod for other works has the Wordpress default title input and two fields. One for text input, i.e. poetry, and another for images, i.e. sketches. This pod is not currently in use as our client does not have a substantial amount of content for it to be relevant. However, our client expressed the wish to have the option in the future.

The current content has all been added by Musil himself, which he did using the CMS Guide (see appendix).

# Development Process

## B. Technical Documentation

The index page consist of 2 important elements. A video that auto-plays in the background as well a [tag containing a svg that takes the user to the gallery page.. The video is allowed to autoplay as it has the “muted” attribute, furthermore, we have added a javascript function that is triggered if the website is accessed by a mobile device \(or a device with a screen width smaller than 900px\) that will change the video to a narrower one.](#)

```
if (window.innerWidth > 900)
```

This code is used throughout our javascript files to ensure the correct script is activated on different devices. Together with media queries in the stylesheet this allows the site to be responsive.

One the gallery page we encounter the cornerstone of the website, the use of JSON. This code allows for the website to be dynamic. We have used a basic setup where the init function triggers a fetch from our CMS. These data sets are then handled with a forEach function, which plug the relevant data into an html template that is then appended to the main section.

```
function postPaint(paints) {
  const template = document.querySelector("template").content;
  const clone = template.cloneNode(true);
  const title = paints.title_rendered;
  const des = paints.painting_des;
  const medium = paints.medium;
  const id = paints.id;
  const mediaID = paints.painting_ID;
  fetch(`https://camelsaidwhat.com/musil_wp/wp-json/wp/v2/media/${mediaID}`)
    .then(e => e.json())
    .then(showPainting);

  clone.querySelector(".painting-title").innerHTML = title;
  clone.querySelector(".painting-des").innerHTML = des;
  clone
    .querySelector(".painting")
    .setAttribute("alt", "The painting" + title);
  clone.querySelector(".painting").setAttribute("id", id);
  clone.querySelector(".box-title").innerHTML = title;
  clone.querySelector(".medium-text").innerHTML = medium;
  clone.querySelector(".textbox").classList.add("class" + id);

  main.appendChild(clone);
}
```

Due to the pod construction mentioned in the Content Management System section, we had to be a little creative to get the suitable media sizes. We added another fetch function within the forEach function using the media ID for each data

set as seen in the code snippet above. Next we would handle that JSON data with a new function still within the forEach.

```
function showPainting(onePainting) {
  var PaintImg = document.getElementById(id);
  if (!onePainting.media_details.sizes.medium_large){
    PaintImg.setAttribute(
      "src",
      onePainting.media_details.sizes.full.source_url
    )
  } else {
    PaintImg.setAttribute(
      "src",
      onePainting.media_details.sizes.medium_large.source_url
    );
  }
}
```

This conditional function checks whether or not the uploaded media is large enough for Wordpress to create the media size medium\_large. If that media size is not available it will grab the full size of the uploaded image, which then must be smaller than 768x1280.

# Development Process

## B. Technical Documentation

Another important part of the gallery page is the horizontal scroll. Our design process led us to the idea of creating a page that resembled a gallery closely.

Therefore, we wanted to have the user “walk” through the gallery by moving the page horizontally. Most users, however, expect the page to scroll vertically as that is the standard, so we wanted to enable the user to scroll vertically but move the page horizontally.

We did this by creating an empty `<div>` that had a height matching the width of the `<main>`. However, the fact that the number of paintings is dynamic, we had to make the height of the empty div dynamic as well. That was done by using a combination of `calc()` and variables

in the stylesheet and then manipulating those variable using the script.

```
scrollDiv.style.setProperty("--main-width", counter);  
  
.scroll {  
  --main-width: 1;  
  height: calc(var(--main-width) * 80vw);  
}
```

Next up is the Musil page, which is rather simple. We have the two description boxes, one for Musil as an artist and one for him as a person. These are hidden underneath his portrait and called forth by changing its positioning properties with an event listener listening for a click. The color change on the text is done by having another container on top of the portrait that has the exact styling of the underlying box, except for the font color being inverted. When the function is called the same properties are changed, however, due to the fact that the top boxes have their overflow property

set to hidden, the text disappears outside of the portrait and therefore gives the illusion of the font color changing.

Lastly, the contact page contains a form that when submitted opens up the users mail application with the information filled in. This is done by using `mailto:example@mail.com` and then adding the extension `?subject=`, which adds the content to the subject line of the mail and `&body=` to fill in the body text.

## Development Process

### C. Iteration

The vision we had from the beginning of the ideation through prototyping and into the actual product was very streamlined with few reiterations.

However, as mentioned before our testing found that the horizontal scroll was a bit challenging for some users, especially the fact that they were unable to gauge how far they had scrolled or how much was left.

This made us reiterate the gallery page. We added a scrollbar that tracked the user's progress through the page as well as enabling the user to pull the scrollbar for faster and precise scrolling.

Another reiteration we did was to exclude the Other Works section from the site, as it wasn't relevant yet.

If our collaboration with Musil continues beyond this project then that would be something for us to add in a later iteration of the page, as well as responding to user feedback and make hotfixes after the page goes live.

## Development Process

### D. Summary of development process

We have used Wordpress to create a CMS that can be accessed through a REST API. Our client has access to the CMS and can add and edit posts himself. We use this REST API to populate our gallery page. The site is responsive using media queries in the stylesheet and a conditional statement in the javascripts.

Finally, we have used tests to optimize the site through reiterations by adding a scrollbar and choosing to not add the Other Works section yet. The process of reiteration is an on-going process and in the case of further development there will be more reiterations.

# **CONCLUSION**

# Conclusion

During our journey with Musil on creating a relevant online presence of his brand through social media and his website we have been able to gather many insights on the process.

We went from researching the market and making sure that the needs of the Danish society matches the ideal communication and interaction Mikkel is looking for from potential buyers or just interested people. Once we made sure we were aware of the current market situation we went into developing the concept of the tools we were going to give Mikkel in order for him to be able to translate his emotions through his art. We analyzed the target group through personas and made sure that we had a relevant content strategy matching Musil's needs but also the demands of late Millennials

and early Gen Z. Once we were sure of which direction our concept was going to lead us we had to take a look at the design parameters we wanted to stay within. When working with Mikkels mood board and Bert-tested Style Tiles we could create a relevant Style Guide which would be helpful on social media but especially on the website. Not only did we have to make sure that our prototypes stayed within the style guidelines we also had to test our prototypes multiple times in order to make sure we had the most functional and pleasing user experience.

Once we made sure that our prototype was function and had adequate UX and UI we started iterating our website. We used Wordpress CMS and made sure we had a responsive sleek and minimalistic website. Overall we believe we made sure that Mikkel will have all the tools in order to be able to share his art with the world and that the tools by

themselves are a representation of Musil's brand. We were able to create a strong online presence for our client by providing him with an easily updatable website and showing him how to use Instagram as a relevant tool in order to connect with other passionate art enthusiasts.

In the future we hope that Mikkel will keep on using the techniques we showed him in regards to his content strategy and that by keeping the website updated he can truly enter the communication he desires with the art community. Furthermore we hope that he enjoys his entry of his physical art into the digital universe.