



User Research

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Research Objectives

1

Explore what potential visitors, buyers, and Athens locals want to see in an artist's portfolio page.

2

Assess what leads people to purchasing art from the artist. What role does personal backstory and visuals play in the purchasing process.

3

Identify potential audiences and what would move them to connect with Love.Craft.

Research Methods

Interviews

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Interviews



Chloe and Harrison

A local Athens couple that frequents the Wednesday Farmers market. They enjoy buying art pieces from Love.Craft.



Todd Pearson

A father of a crew member at Love.Craft and a volunteer for the non-profit.

Interviews



Catherine Austinton

A long-time supporter of Love.Craft and current board member.



Avery Garner

A student at UGA and interested in becoming a volunteer at Love.Craft. She also enjoys browsing the crew member's art.

Interview Findings

Themes: Loyalty to certain artists, fun to explore unique art, preference for art with meaning and theme



Austinton

“ I tend to like the art, and then it usually ends up being the same artist that I'm gravitated towards, which is Melanie.



Harrison

“ I just like seeing what people made. A lot of people do a lot of unique things, and it's just cool to explore.



Garner

“ I like knowing the meaning behind things. So when people add what their work means, or if they have, like an overarching theme.

Interview Findings

Themes: Importance of people behind the art, preference for color and talent, uniqueness of art depending on the artist



Chloe

“ Honestly, I think the art is really important, but I think **the people behind them is what's even more important.**



Austinton

“ What I love about their artwork specifically is just **the colors they use** and just **the talent** that they have.



Pearson

“ It really depends on, you know, who's who's making it, what they bring to the table, and **everybody brings something different.**

Interview Findings

Themes: Preference for home-friendly art, emphasis on different kinds of art, importance of art that provides opportunity



Austinton

“

It's not maybe who it is and just supporting in general, but like, **what I want in my home**, just joyful things, so colors and things like that.



Pearson

“

We love the **different art**, yeah. Also with our daughter. She loves to work on it, just thoroughly enjoys being a part of it.



Garner

“

I think it's so awesome that they're giving people that would normally not be given an **opportunity to produce**, whether it's resources or the opportunity.

Squarespace Data

Site Performance

- 865 total visits (-3 % MoM) from 764 unique visitors (-4 % MoM).
- 1.9K pageviews (+1 % MoM).

Engagement

- Bounce rate: 55.39 % (-1 % MoM).
- Daily traffic peaks around Aug 21–23 and Sept 5–6.

Traffic Sources

- Direct (386) and Google Search (338) drive most visits; MailChimp (37), Linktr.ee (23), and Others (81).

Revenue

- \$495 total sales from 5 checkouts (0.58 % conversion; AOV \$99).
- Top revenue sources: Search 36 %, Direct 27 %, Social 27 %

Secondary Research

Devices & Access

- Mobile dominates
 - 75%+ of visits
- Most visitors on iOS

Engagement & Content

- Top visited pages: Home (**509**), Contact (**173**), Upcoming Events (**161**)

Geography

- **471** visits from Georgia
- Athens (**257**) and Atlanta (**71**)
- Local community focus

Conversions

- Highest conversion rates from social (**3.5%**) and email (**2.7%**)
 - Shareable content drives action

Secondary Research Findings

1. Mobile Design is Important

- Most visitors are on iOS
- Portfolio pages should load quickly
- Visually clean
- Easy to scroll

2. Local Engagement is strong

- Regional growth is possible
- Athens and Atlanta dominate traffic
- Smaller Georgia towns also engage
- Portfolio pages could be a gateway for regional supporters

3. People-centered content holds attention

- Our team page proves people spend longer when stories are personal; artist profiles should leverage bios, quotes, and process storytelling

4. Programs and mission pages underperform

- High bounce suggests they don't capture visitor interest
- Portfolio storytelling could reframe these narratives in a more engaging way

5. Shareability is good for visibility

- Email and social drove the best conversions
- Artist portfolios should be easy to share
 - Direct links to individual artist pages

Target Audience

Primary

- Potential new buyers and donors
- Past buyers
- Families of crew members
- Friends of crew members

Secondary

- Love.Craft crew
- Potential new crew members
- Local community

Tertiary

- Donors
- Potential Partners
- Broader supporters

Key Takeaways



Include the meaning and theme behind the crew member's art



Prioritize accessibility and mobile-friendliness of the website and it's functions



Nurture connections between the artists and website visitors (preferred art mediums, loyalty)



Call-to-action prompts included (donate here, learn about volunteering here)

Sources

- <https://athica.org/about/>
- <https://www.accgov.com/facilities/Facility/Details/24>
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