



# UX Map

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UX Map



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# User Personas



**Angela Scott**

**Parent of Love.Craft Crew Member**



**Jenna Cunningham**

**Athens local and Love.Craft customer**



**Troy Johnson**

**Athens business owner**

# Angela Scott



## **52-year old Mom to crew member**

Meet Angela Scott, a mom to 25-year old Love.Craft crew member Julia Scott.

Angela is a busy mom, she works in administration at Howard B. Stroud Elementary school. Angela loves seeing Julia's art work and even sharing it with her friends. Angela is excited for the new page so she can share with others interested in donating or commissioning a piece from her daughter.

### **Goals**

**Needs:** sharing Julia's work with others, connecting with her daughter

**Motivations:** being a good mom to Julia

# Jenna Cunningham



## 28-year old Medical Assistant

Jenna Cunningham an Athens local that works as a medical assistant at Piedmont.

Jenna enjoys going to the farmers market every Wednesday with her friends. She often buys fresh vegetables, baked goods, and an occasional mug from Love.Craft. Jenna uses the mugs for morning coffees or gifts for friends. Jenna is always checking out Love.Craft's new pieces especially from her favorite artist.

### **Goals**

**Needs:** being able to view and share her favorite artist with friends

**Motivations:** connecting with her community, being a good friend

# Troy Johnson



## **35-year old Athens Business Owner**

Meet Troy, an Athens business owner of a local coffee shop.

Troy is looking at increasing his company's outreach to the community. John wants to give back to his community and to show his local business making positive efforts around Athens. John already showcases some Love.Craft art in his shop and is interested in learning more about them so he can help become a donor.

### **Goals**

**Needs:** a local cause to support

**Motivations:** giving back to the community, positive business image

# Angela Scott's Journey Map



**52-year old**

**Mom to crew member**

**Needs:** sharing Julia's work with others, connecting with her daughter

**Motivations:** being a good mom to Julia

## Step 1:

Angela hears about the Love.Craft Athens site from her daughter Julia and decides to explore it.

"I want to see Julia's work and share it with my friends."

## Step 2:

Angela clicks "Our Artists" and scrolls through portraits until she finds Julia.

"It's easy to see everyone here. I just need to find Julia."

## Step 4:

Angela browses Julia's artwork grid, clicks on individual works to view details.

"I love how professional this looks, my friends will be impressed."

## Step 3:

Angela clicks Julia's profile, reads her bio, looks at her artist statement and quote.

"This describes Julia so well. I want others to see this too."

## Step 5:

Angela notices Julia's portfolio links, Etsy shop, and "Inquire About Commissions" button.

"This makes it easy for people to support Julia directly."

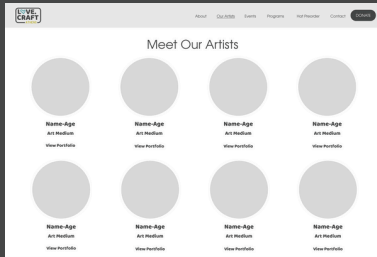
## Step 6:

Angela copies Julia's artist page link and shares it with friends via email/Instagram.

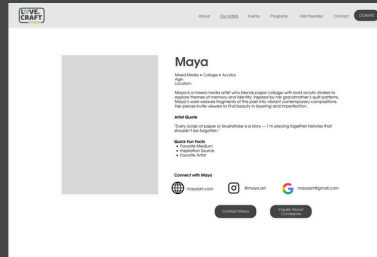
"Now more people will know about Julia's art."

# Wireframes

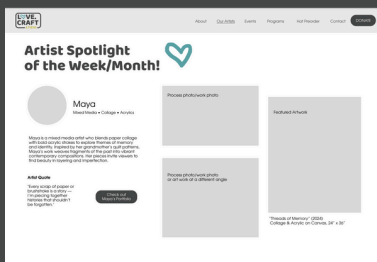
## Artist Gallery Page 1



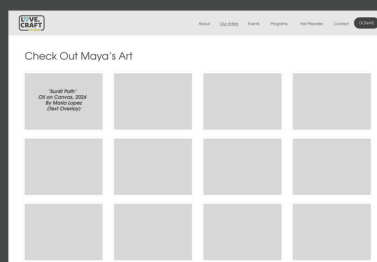
## Artist Individual Page 1



## Artist Gallery Page 2



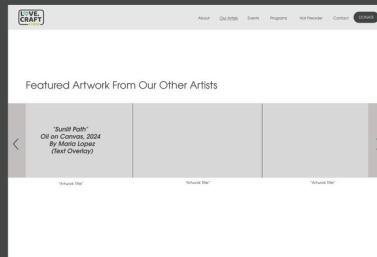
## Artist Individual Page 2



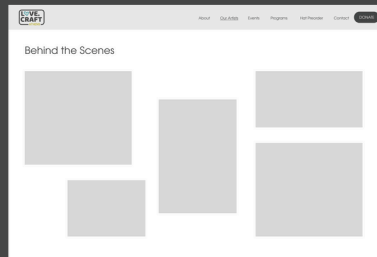
## Artist Artwork Close Up



## Artist Gallery Page 3



## Artist Individual Page 3

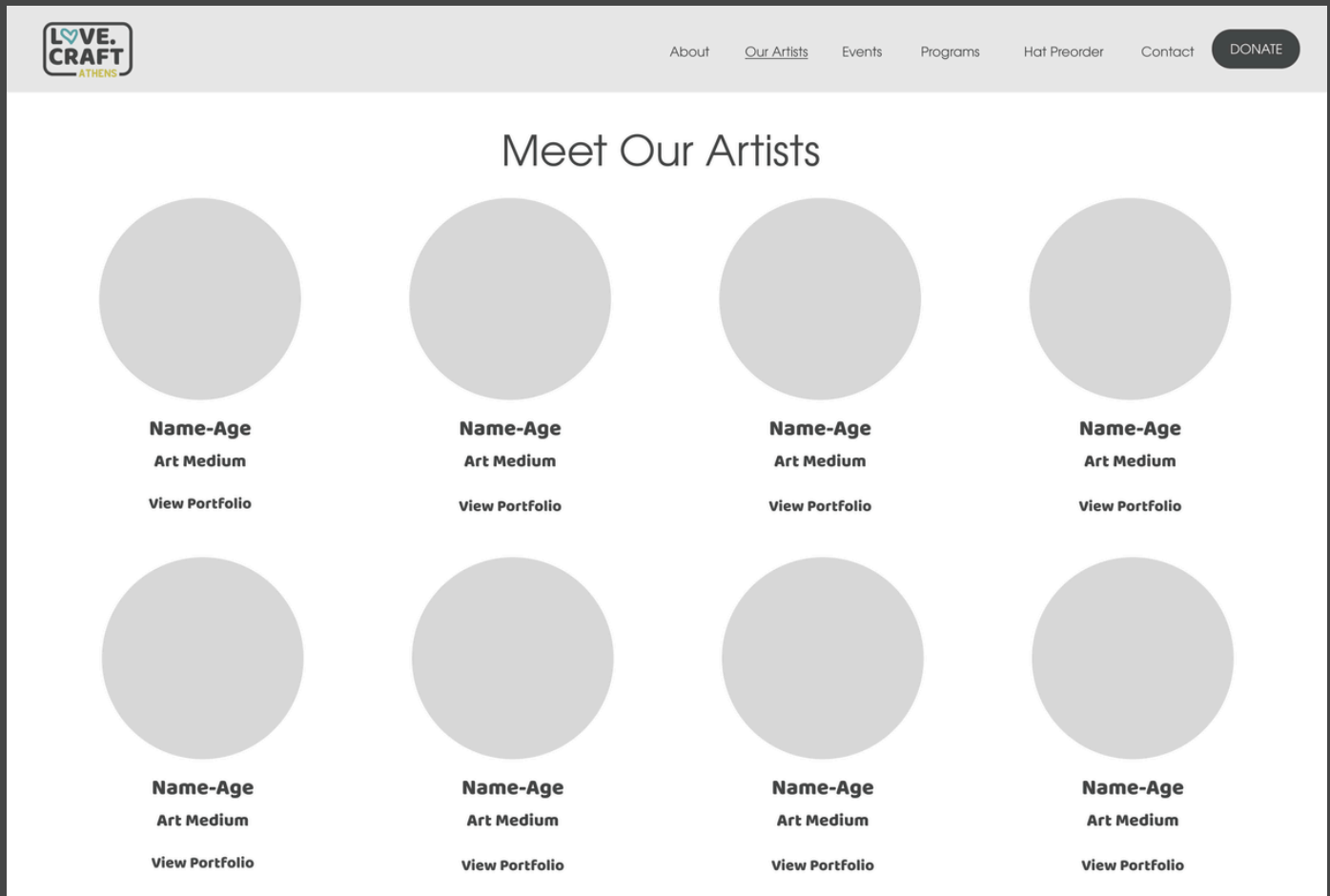


Link to Figma Wireframes:  
<https://www.figma.com/design/r7RicHkKWl0KjxP9440rGh/UX-UI-Wireframes?node-id=0-1&t=3NlcV45aFwidnvE0-1>



# Artist Gallery


## Page 1




The “Our Artists” page serves as the entry point to explore the community of Love.Craft Athens artists. It presents a clean, grid-based layout featuring each artist’s profile photo, name, age, and primary art medium. Below each profile is a clear “View Portfolio” button, which leads users to an individual artist page. This structure makes it simple for visitors to browse, discover, and connect with artists, while ensuring consistency across the entire gallery experience.


# Artist Gallery

## Page 2

[About](#)[Our Artists](#)[Events](#)[Programs](#)[Hat Preorder](#)[Contact](#)[DONATE](#)

### Artist Spotlight of the Week/Month!





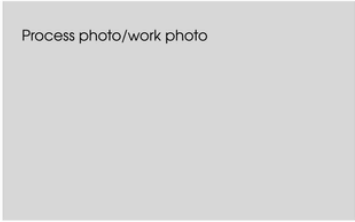
**Maya**  
Mixed Media • Collage • Acrylics

Maya is a mixed media artist who blends paper collage with bold acrylic strokes to explore themes of memory and identity. Inspired by her grandmother's quilt patterns, Maya's work weaves fragments of the past into vibrant contemporary compositions. Her pieces invite viewers to find beauty in layering and imperfection.

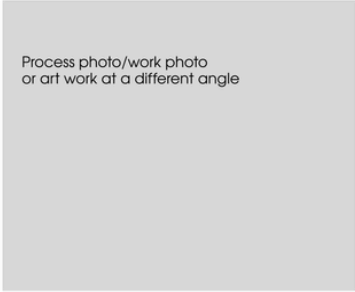
**Artist Quote**  
"Every scrap of paper or brushstroke is a story — I'm piecing together histories that shouldn't be forgotten."

[Check out Maya's Portfolio](#)


Process photo/work photo



Process photo/work photo or art work at a different angle



Featured Artwork

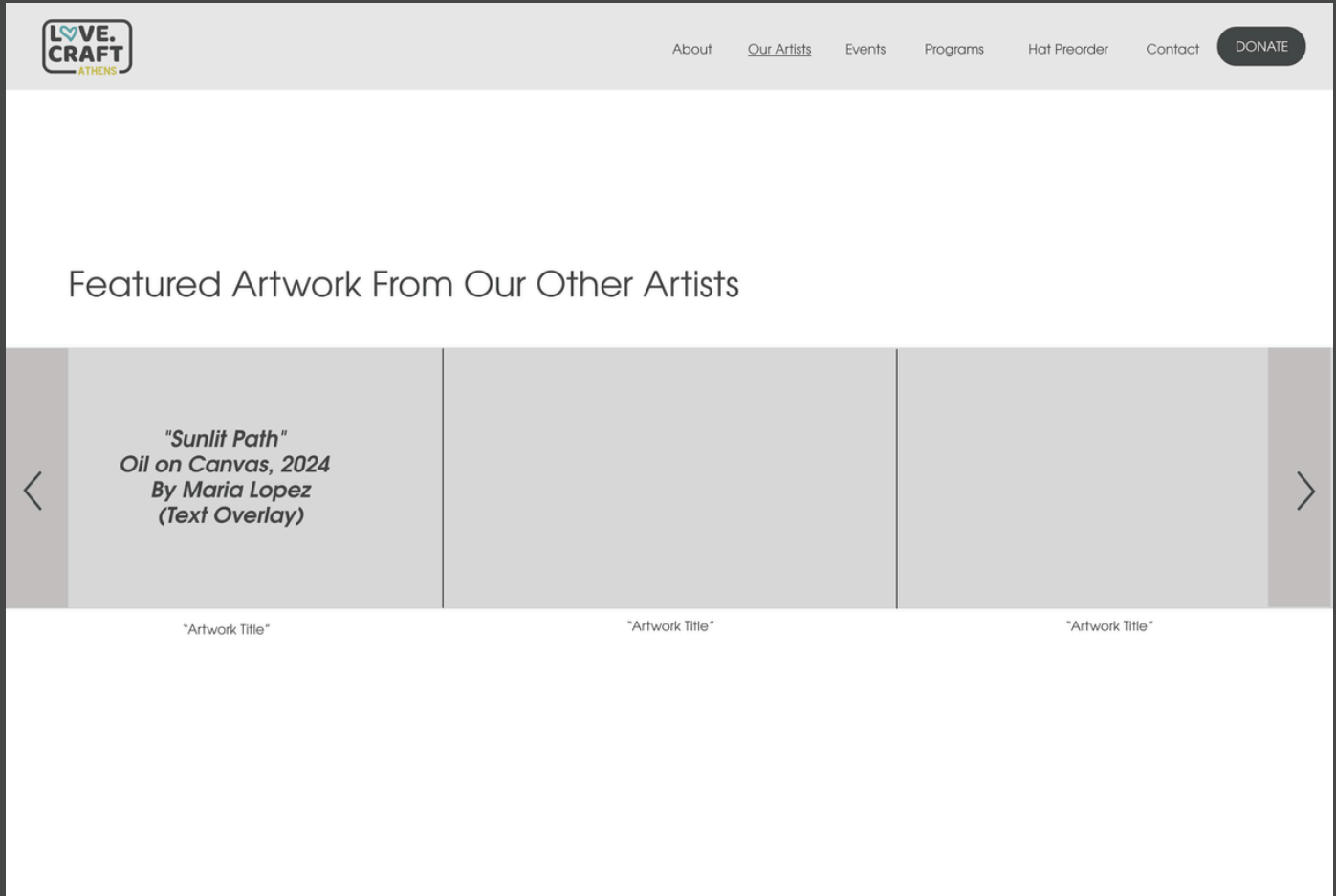


"Threads of Memory" (2024)  
Collage & Acrylic on Canvas, 24" x 36"

The Artist Spotlight section highlights a single artist, showcasing both their story and their creative process. The layout features the artist's portrait, medium, bio, and a personal quote alongside images of their featured artwork and behind-the-scenes process photos. A clear button directs visitors to view the artist's full portfolio, making it easy to explore more of their work.

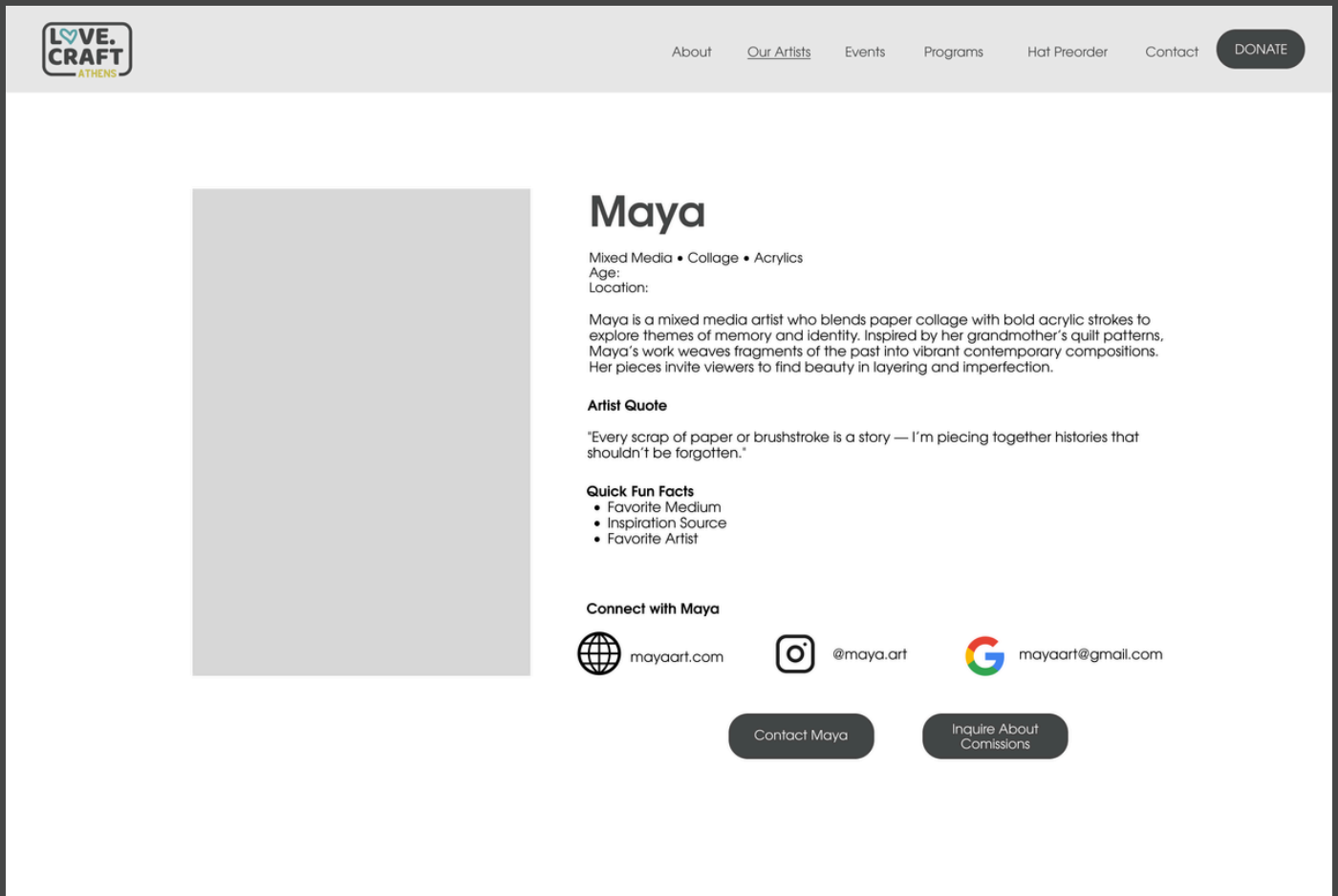
# Artist Gallery

## Page 3



The Featured Artwork section highlights selected works from across the Love.Craft Athens artist community. Designed as a carousel, this section allows visitors to scroll through multiple featured pieces. Each piece is accompanied by the artwork's title, medium, year, and artist's name through hover text overlays. This page serves as a showcase, offering users an intuitive way to discover new artists.

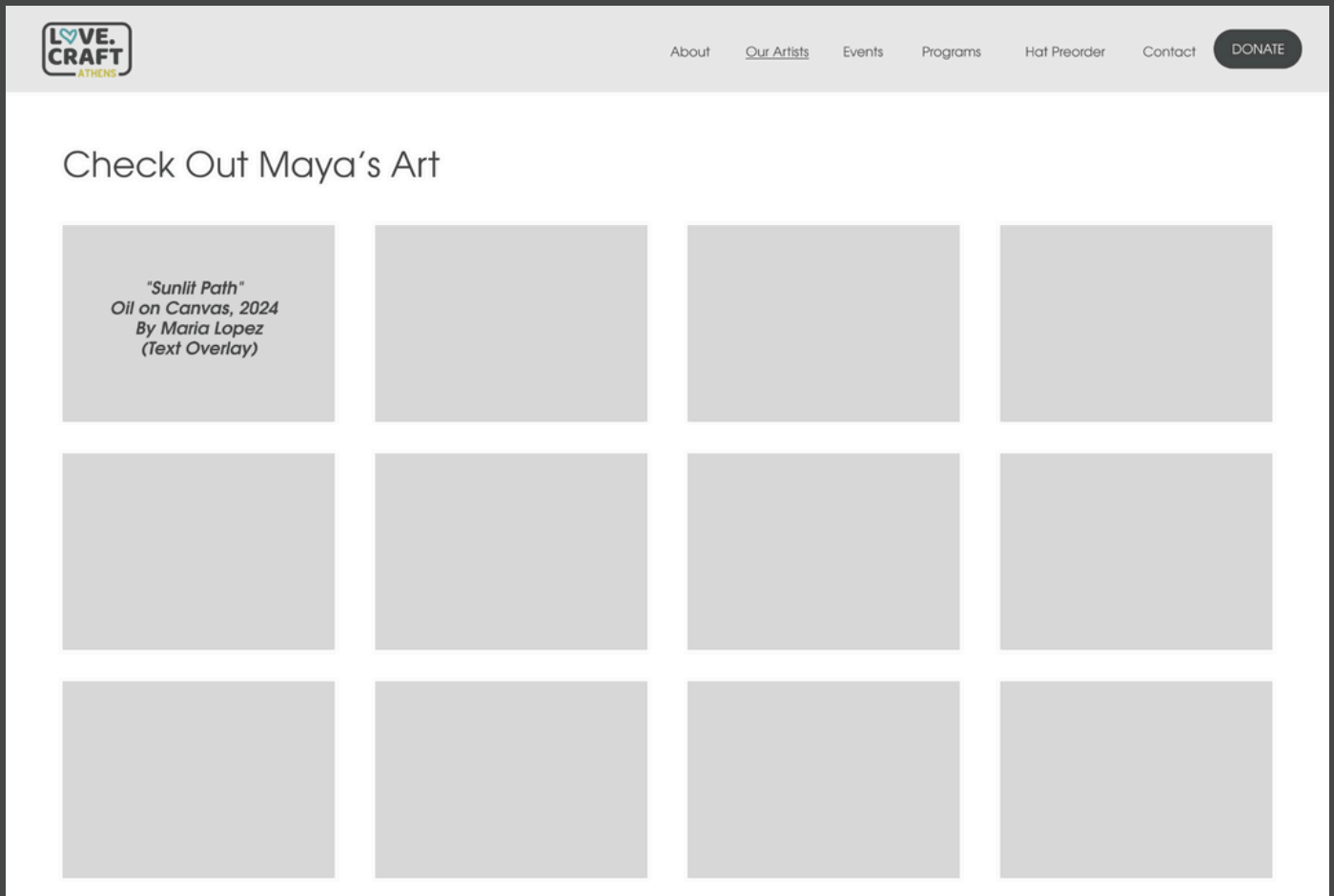
# Artist Individual Page 1



The Artist Profile page provides a dedicated space to learn more about each individual Love.Craft Athens artist. It features the artist's portrait, mediums, age, and location, along with a detailed bio. At the bottom, visitors can easily connect with the artist through links to their website, social media, and email. The Contact Artist and Inquire About Commissions buttons encourage engagement and support. This page is designed to deepen the connection between visitors and artists by combining storytelling with practical ways to connect and learn.

# Artist Individual

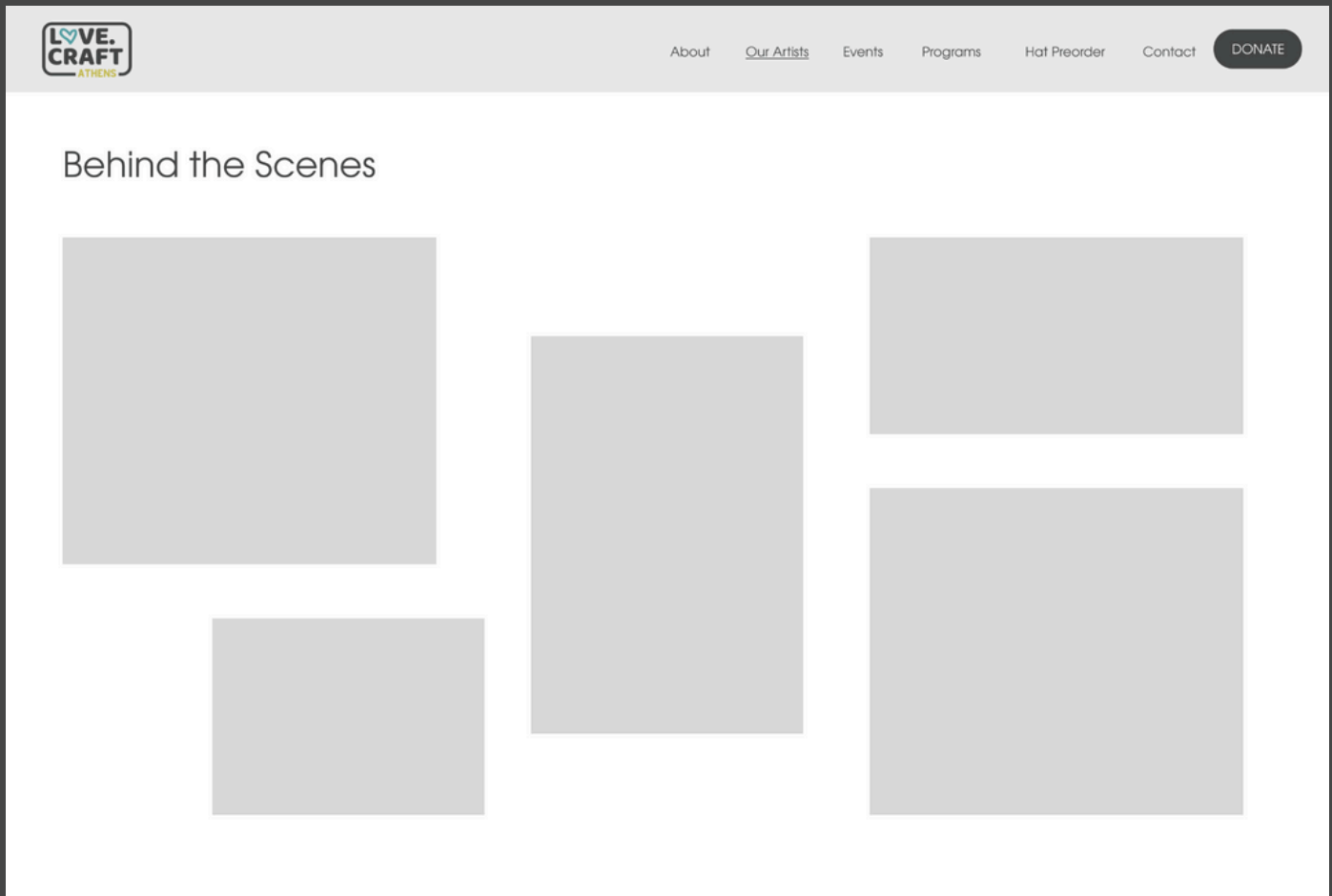
## Page 2



The Check Out [Artist's Name] Art section functions as a portfolio gallery showcasing a collection of the artist's work. The grid layout allows visitors to browse multiple pieces at once. Each thumbnail displays an overlay text containing the artwork's title, medium, year, and artist's name. Clicking on an artwork opens it to a larger and closer view. This page is designed to give visitors a comprehensive look at the artist's body of work in an organized and visually accessible format.

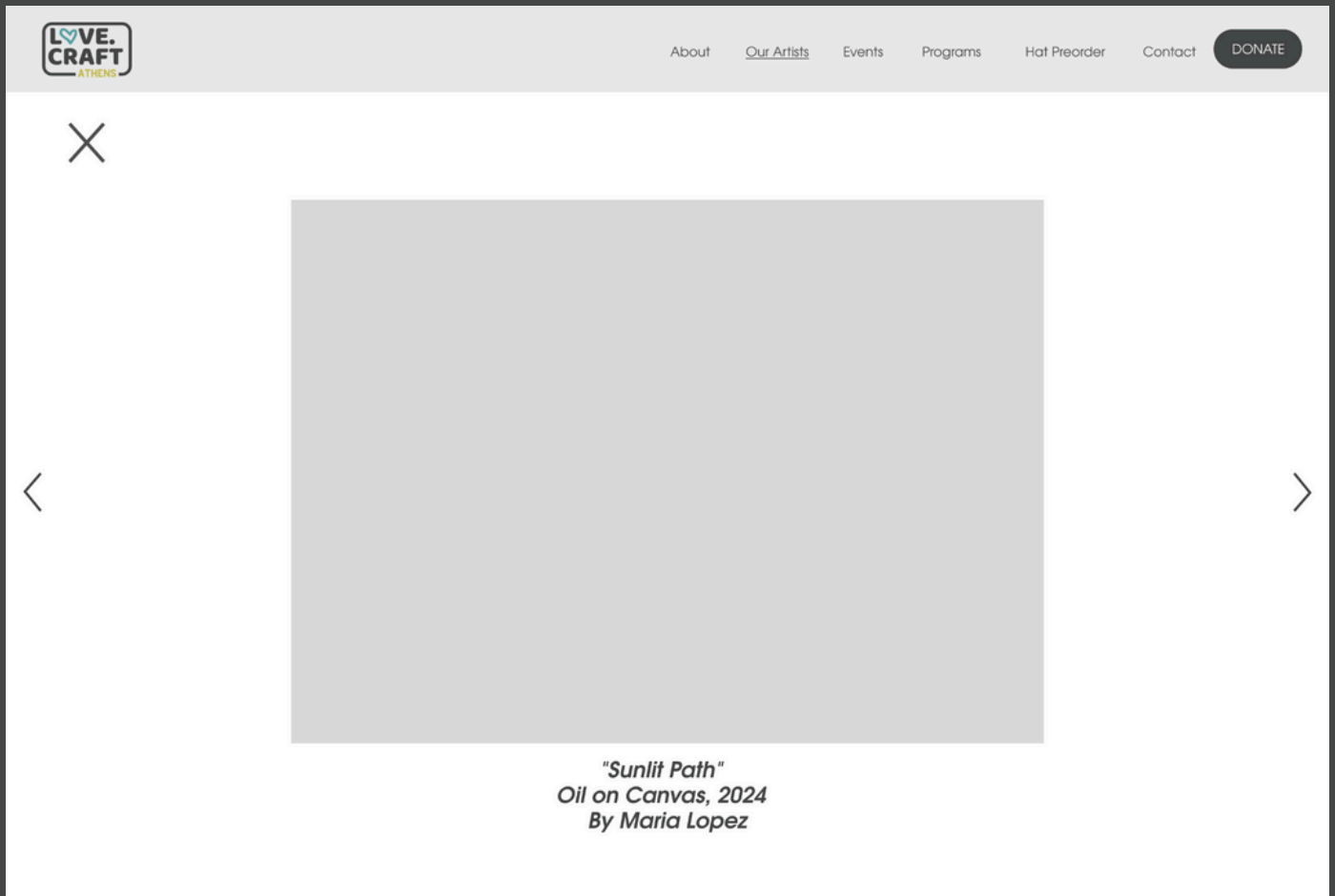
# Artist Individual

## Page 3



The Behind the Scenes section offers visitors a closer look at the creative process of Love.Craft Athens artists. This section highlights candid studio photos, works-in-progress, and process shots that reveal how each piece comes to life. By showcasing the process behind the art, this page adds depth to the visitor experience, fostering a stronger connection between the audience and the artists.

# Artist Artwork Close Up



The Artwork Detail View page allows visitors to focus on a single piece of art in a clean format. Displayed in a lightbox-style layout, the artwork is centered with simple navigation arrows on both sides for browsing through all of the pieces. Below, the image has the artwork's title, medium, year, and artist's name. This page creates an immersive viewing experience, giving users the ability to appreciate artwork up close while maintaining easy navigation back to the main gallery.