Technical Report

Project Exam 2
Part 1 of 2

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Word count

Summary: 206 | Main text: 675

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1. Summary

In the first part of this project exam, I have created required materials and some additional more that I will use as an aid when I stard website building for a client.

This part of the exam delivery contains drafts of gantt chart, functional specifications, Figma prototypes, first version of styleguide handbook and more for the future website «Torf's Gallery of Art» to gather thoughts and ideas about how we want this project to be executed.

2. Body

2.1. Introduction
In collaboration with Torfinn Lie, the future owner of the website «Torf's Gallery of Art», I was commissioned by him to create a website where he can use his site as his personal online art gallery where he can publish his collection of paintings he has created.

There is already a website he made through WordPress, that needs an update and will be rebuilt from scratch in order to tailor to a greater extent both the client's and user's needs, in addition to that his website has to follow the SEO- and WCAG guidelines in order to:

- Get overall website traffic.
- Improve ranking of important keywords relevant to websites theme and its purpose for both the owner and future users.
- And increase enquiry/contact request.

2.2. Main section of report

From first week of the project, I first created a Gannt chart and a document of Functional specifications, with suggestions for some of the milestones and critical paths (marked with red inside the chart) that exist for this particular project.

Between week 2 and 3, we planned what should be included on the website from its information architecture to how the selected elements should be places where across site through wireframes. Card-sorting contributed a good deal when it comes to the creation of Torf's Gallery's sitemap. Wireframes helped to some degree time saving of the prototype making.

In week 3, the main focus was to create wireframe drafts of the website, before I went straight to the design phase of the project in week 4 which was the prototype phase. While in week 4 and 5, the prototype phase consumed much more time than planned or hoped for. It was then when I experienced that the progression for this project somewhat stagnated for this period of time or didn't go as quickly as hoped and expected, although I've been working as steadily with this project as much as possible and was able to do.

In week 5 and first few days in week 6, creating the styleguide for this project went faster after the prototypes were made since it became a bit clearer for both parties more precisely what exactly should be included on the website and how these UI elements should be organized and used.

After week 6, when I was able to present my work for my client, our next step will be for us to start the needed preparations for project setup (week 7) before we feel I can go straight on the development stage of the project (week 8). Meanwhile and at the same time, I'm sending out prototypes to selected test candidates to get a greater grasp of what works and doesn't work with the prototype.

2.3. Conclusion

There were a few sacrifices I felt that I had to make in order to finish first part of the project exam. Some of the choices were more or less painless to conquer, while a few others were an emotional challenge for me to make.

Although there were some additional tasks that were wiped out, in this case it means that they were opted out for the moment – and not on a general basis. For real instance, I had no choice but to lower the priority of going deeper into working with visual identity (logo design), a choice I really didn't want to take away. But, after a chat with the client we come to an agreement that I could work on it on a later occasion after the end of the exam period and when it's more convenient for both of us to complete this assignment together – since the most important thing for him was to get the website online.

Another decision I decided to carry out, which was also difficult but not as difficult as the above, was to move the dates on when user testing of the Figma prototypes should be completed since we want to use these feedbacks for further development (and improvement) of the website.

Despite everything not always going exactly- and as fast as planned, the Gannt has actually, as with many other projects of mine, been of great help for me when it comes to keep track on time management and get an overview of how far I've have come that could work as a motivational boost to keep going no matter what. I have also used it as some kind of checklist to try not to get too overwhelmed by what and how much has been done or what (sub)tasks has to be set on pending – so that I personally can have full focus on the most important aspects of this project. This insight will be important for me to take forward so that I don't repeat the mistakes and short-comings that have been committed from this project.

3. Appendices

Here I will refer to collections of additional materials I have made and used to help myself start the process of creating the following website.

In part two from the next report writing, I will elaborate more on why exactly the choices that have been made in a bit more greater details.

3.1. User stories

The user stories has to some extent helped to shape the personas (seen as potential target audience(s)).

Title: Admin enquiry manager	**Priority:** ● ● ● ● ●	**Estimate:** Unclear demand
As a logged-in admin, **I want to** get access to a list of enquiries and new enquiries appear when user submits the form on the enquiry page or modal **so that** I can receive and process enquiry requests.		
Acceptance Criteria: • List of enquiries and new enquiries appear when user submits the form on the enquiry page/modal from the admin page.		

Title: Admin enquiry manager	**Priority:** ● ● ● ● ●	**Estimate:** Unclear demand

As a logged-in admin, **I want to** get access to a list of enquiries and new enquiries appear when user submits the form on the enquiry page or modal **so that** I can receive and process enquiry requests.

Acceptance Criteria:

- List of enquiries and new enquiries appear when user submits the form on the enquiry page/modal from the admin page.

School of technology and digital media

Title: Admin enquiry manager	**Priority:** ● ● ● ● ●	**Estimate:** Unclear demand

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Title: Admin enquiry manager	Priority: ● ● ● ● ●	Estimate: Unclear demand

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Acceptance Criteria:

- List of enquiries and new enquiries appear when user submits the form on the enquiry page/modal from the admin page.

3.2. Personas

BIO

Alma is always on the lookout for new ideas and sources of inspiration for her future painting projects, and possibly find a way to get in touch with other art enthusiasts like her.

ALMA NIELSEN
Aesthete

" I've always had interest in creating things, an interest I want to continue and share with others. "

AGE
29

EDUCATION
BA Teacher Training in Art and Design

OCCUPATION
Art Teacher at Primary School

WANTS & GOALS

Discover new artwork and artists to get inspiration and ideas from.

Find easy-to-navigate and clean art gallery website.

PAIN POINTS

- Slow page loading speed.
- Poor SEO, broken pages and links.
- Too much clutter on the page.

BIO

He has several years of experience in art and cultural communication and generally a great interest in, and knowledge of, art and design. He wants to give new artists new opportunities to showcase their art.

HANS ROSTEN
Artist Agent

" Every artist should get their opportunities to showcase their art, build contracts, sales or exhibitions. "

AGE
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EDUCATION
Oslo University College of Arts
(Candidate in Fine Arts Major/Master)

OCCUPATION
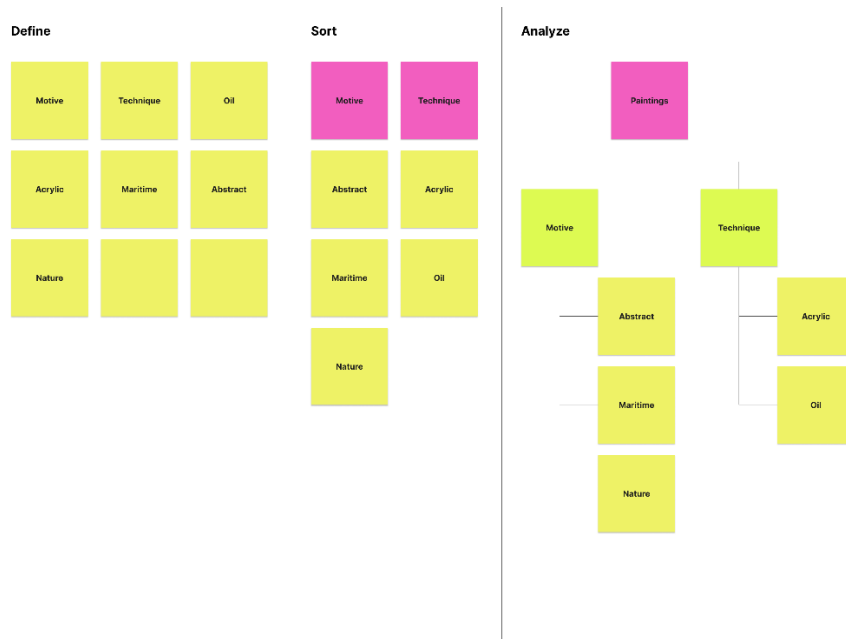Art Coordinator

WANTS & GOALS

Short time to complete user tasks with short loading speed.

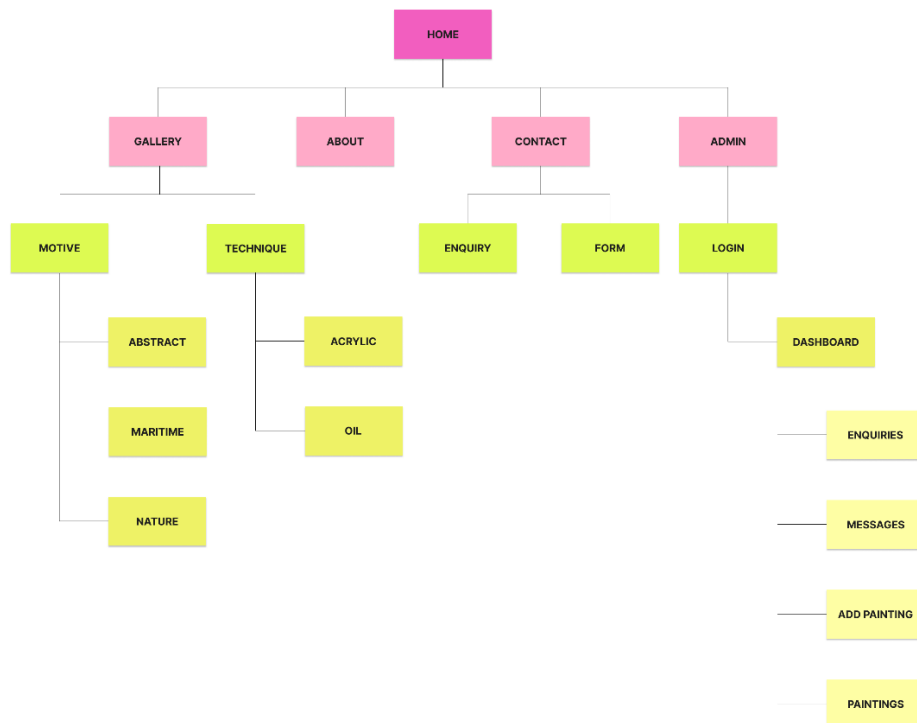Innovative and eye-catching websites that are unique.

PAIN POINTS

- Non-availability of artists.
- Redundancy and friction in contact/enquiry process.
- Poor quality of images.

3.3. Card sorting
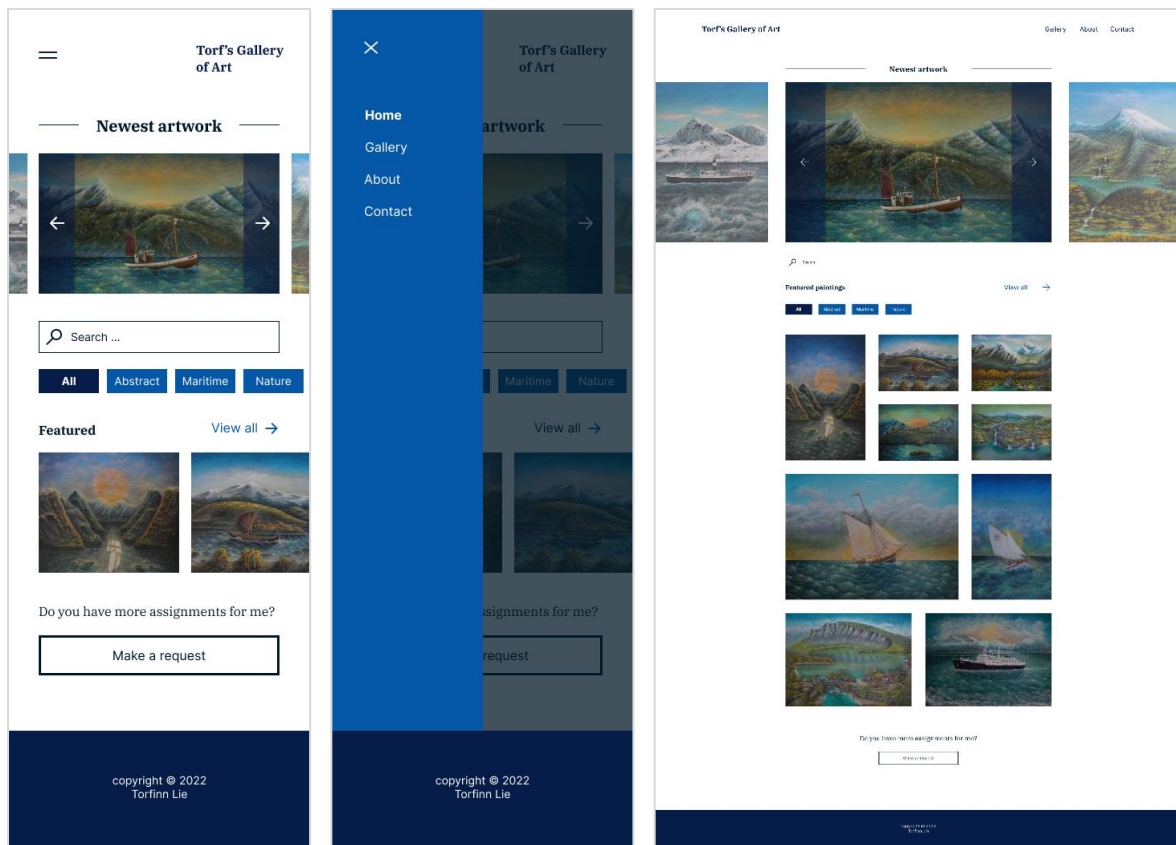A method I used to evaluate the information architecture of the site.

Define

Motive	Technique	Oil
Acrylic	Maritime	Abstract
Nature		

Sort

Motive	Technique
Abstract	Acrylic
Maritime	Oil
Nature	

Analyze

Paintings

Motive
- Abstract
- Maritime
- Nature

Technique
- Acrylic
- Oil

3.4. Sitemap

HOME
- GALLERY
  - MOTIVE
    - ABSTRACT
    - MARITIME
    - NATURE
  - TECHNIQUE
    - ACRYLIC
    - OIL
- ABOUT
- CONTACT
  - ENQUIRY
  - FORM
- ADMIN
  - LOGIN
    - DASHBOARD
      - ENQUIRIES
      - MESSAGES
      - ADD PAINTING
      - PAINTINGS

3.5. Wireframes

3.6. Prototypes

3.6.1. Prototype links
In addition to the links to the prototype, we can also find all artboards of these in the folder inside the attached zip-file that belongs to this submission. Wasn't able to find enough time for now to give all files (artboards) more appropriate naming.

Note: These links leads to the website's homepage both versions.

Mobile version ←

Desktop version ←