

Date: 20.03.2023

Participants:

Interviewer: Donald Umoru

Interviewee: Erion Kapaj

Location:

Interviewer: Good afternoon. My name is Donald. I'm representing the Alpha Group. I really appreciate you taking the time to talk to us today and, I would like to ask you a few questions to know about your goals and vision for the website. So, before we start, I would like to ask you if it's okay if we record this interview.

Interviewee: Yeah, it's okay. It's okay. It's nice. I mean, also the other groups. When we talked, they asked me about that.

Interviewer: So, could you please introduce yourself?

Interviewee: So, I'm a painter. My name is Erion Kapaj. I finished Fine art school in Athens since 2012 or 2013. I was in the department of painting for some years and then I changed to the department of sculpture. I graduated in sculpturing, but I continued mostly with paintings and making different things. Depends on what I like every time. In general, in the paintings I work mostly with trying to be minimal and then to find things about the structure of things in general. As I said to you the first time, we talked all together, always trying because I like to solve problems so that's why I like mathematics. But in general, also in painting and in sculpture and in the boats as I showed you last time, always there is one kind of problem that I'm trying to solve, and this takes me doing things.

Interviewer: So what kind of artwork do you specialize in?

Interviewee: What kind of art? I specialize in painting.

Interviewer: OK, so are there any styles or subjects that you focus on?

Interviewee: I work a lot with the one kind of paint. So OK, usually I work with oil paintings, but one of the things that I can say that it's a little bit specific is when I'm working with only white color and if you remember some pictures, I showed you that they were not only with the white and trying to make, so that that was something difficult for me. I was working a lot on this until to find something and yeah maybe this is something. Also, I'm working with colors a lot, but this is something else. I mean, all the painters, they do that.

Interviewer: So, what is your main goal for creating this website?

Interviewee: Yes. As I said, was just to show my work, but I changed a little bit of mind. I would like that this website can also make it easy if somebody wants to buy something, why not? But not

to be like a shop, but to be a website that you can show your work but make it easy for somebody to buy something. If somebody wants to buy something, yes.

Interviewer: How often do you get requests from people to check your website?

Interviewee: Most of the people know me somehow but there are many times that people ask me even now if I have a website. Also, I don't know if I have my paintings on any platforms, probably also from there can be possible for somebody to go to my website to see something, but I think both. Yeah.

Interviewer: Who is your target audience?

Interviewee: Probably not very young people and for sure people that I know. Also, people that are interested in arts and buying paintings. I don't know exactly which is the right target. This is anyways, something difficult. If somebody knows exactly, it helps a lot in marketing. So, I'm not sure if I know it exactly.

Interviewer: How do you want your paintings to be sold?

Interviewee: I have an idea actually about that. I was thinking that from the website, if there is lets say, one page that when somebody goes to the website and looks, they can see your work and if they like, there should be one other page, for example somewhere else that will have paintings inside, and probably they can from there, or if there is a page in website that has a link that for example you can press the button to buy to take you to a platform. I don't know from website or from platforms. I think from platforms is safer for buyers if they don't know you. They feel much better because there are also reviews and different things. But yeah, I don't have problem with somebody who wants directly to buy from a website. I mean..

Interviewer: Do you want to add something else?

Interviewee: Yes, I was thinking some things that are about the structure of a website. I don't know if it's something difficult or if it's good idea or not. I was thinking that in the first page of the website. Probably I would prefer something like somebody can see what I'm doing now, but now, meaning maybe the last 12 months you know so and then in this page there can be different things. For example, you scroll down, and you can see what happened the last period and so. My idea was that if what I'm adding in my website because OK, you will do it, but after that I will take it and then I will do by myself, OK. If I'm adding something, a picture or whatever to always be in the first page and then after one year or after twenty pictures for example, the twenty-one to disappear from the first page and just to stay in the page where it should be. For example, if it's drawing, you throw it inside and probably it is same time in the page of drawing and in the first page and after twenty pictures it stays in the page of drawing and disappears from the first page. So, in the first page there can be different things. I was thinking that probably is a good idea, but I'm not sure, but I was thinking if it's possible and to ask you also how you find this idea, I don't know.

Interviewer: I would discuss with my team.

Interviewee: Yes. Yeah, maybe you can think about that, but for sure because you know better about websites. I mean you have seen and it's your thing and you know better things than me. Of course, I'm open to something else and different.

Interviewer: So, what is your story?

Interviewee: From a little kid, I like painting and art in general. As I said, also mathematics and problems and OK, so I finished the fine art school and then trying to find problems. I also work a lot with boats because also, I have a lot of problems to solve there. I'm always working in my studio. It's like my favorite place, so I can stay here 20 hours a day, every day. Also, I like a lot of holidays somehow. I don't know if this is helping, but because when I go to, for example, to an island, I'm doing things, creating things with the little things or with kids and helping them. They know me that I can always help them in different things whatever they are thinking or if I want to do something. So, it's also this part of my creativity. One time, we were making some kind of things that you take the the air and you put in different cones, and you make some sounds and just playing with those sounds. It's just for nothing, but it's funny and there are things that you can do this outside. I mean, I mean they are not exactly sculptures or paintings. They are kind of games; they are creative games and this is something that I make quite often. It's also part of my job. Also, I'm a seller. I mean, I use my knowledge and then I painted like, I don't know if I show you this little clock from vinyl records. I have now. This is not ready, but it's from Rick and Morty. I mean I use my knowledge and I sell different paintings. OK, I don't sell the art, but I mean why not something or T-shirts painted T-shirts and like this. And this is also one of my main jobs. I mean from this, I get money. From the paintings I can say, not so much. This is a big part of what I'm doing in general. I don't know what else to say about myself. I mean, yeah, I like tools. I mean whatever, any tools. I want to have all the tools as much as possible and trying to know how to use all of them if it's possible. For a reason or no reason, I don't know.

Interviewer: What features would you like the website to have?

Interviewee: Somehow, clear minimal page that you can have a possibility to also open a few pages more that in that pages you can find the works and about me things and in the works maybe to be also separate like drawings, paintings, sculptures or other things and a little place that it can be the shop or things that I can put there. Anything that is for sale. This can be a separate page that it can also work or be connected to have the possibility to be connected with some platform.

Interviewer: Are there any existing websites that you admire and would like to emulate in some way?

Interviewee: I'm not sure. One artist that I like and his website. I think I found it a little bit interesting I can say that that it's Antony Gormley. You know, maybe you can write his name. You can have a look, is somehow a minimal, white and somehow there are three lines in the left side if I remember right. And then you press there, and you have the possibility, but OK, because he's

quite famous and big artist. His website looks simple but in the end if you see better maybe it's not simple at all.

Interviewer: What categories do you want on the website?

Interviewee: Paintings, drawings, sculptures and I don't know where to put the boats because sometimes not only boats. How can I put the categories that is not exactly sculpture. One other category when where can be all the other things that you don't know exactly if they are sculptures or not, maybe not. And also, the shop. And the first page that probably can be now or I don't know how we can what name we can put there. These things that I'm saying, they are quite typical simple that you know they are everywhere. So, I'm not saying something different that in general exists. Probably you have seen a few websites or you will see a website of artists. So maybe you get a better idea of that. What do they in general put in the categories.

Interviewer: Do you have limited edition products?

Interviewee: Good question actually it depends on how much I will put inside, because probably yes, but the problem at this thing I will know it when I will decide. For example, photography. I'm not going to put a lot of photography inside. Also, I will decide what I will put inside. And also, I have another problem that maybe I sent it to you last time is that I lost my hard drive. It's destroyed and even now it's in the shop and trying if they find a solution so it will also depend on my hard drive because if I can't take my pictures, I will have a I will not have a lot of photos because I have all there and so, it depends on this. I don't know right now I can't say exactly. In the paintings, will be OK. In the sculptures, maybe some of them. I'm not going to put a lot of things. For drawings, I can put a lot. Also, like the boat I have a lot of things that I can put in that even now but photography, not. I lost most of the photography except if I get them back.

Interviewer: How do you want to present your artwork on the website? Are you going like specifically for a minimalistic design or a visually stunning layout?

Interviewee: I would like a minimalistic design, yeah.

Interviewer: Do you want to include any text or descriptions with the artwork?

Interviewee: Probably, yes, it's at least to have the possibility to include, for example, if I'm adding a picture to have a possibility to write something down.

Interviewer: Do you have any idea how you want the descriptions to be presented?

Interviewee: I mean in the beginning to be like for example except for the name of the or... I don't know. I don't know. Right now, I don't have any idea about that. If you have any idea or something that you feel might be a good idea. Otherwise maybe not.

I would like to have the possibility when I'm adding something to write something if I want. But not to all the pictures because it's very boring to write for every picture. It will take me a long time.

Interviewer: Do you have any branding or logo design already in place that you would like to incorporate on the website?

Interviewee: I don't. I don't have no idea.

Interviewer: Do you have any social media profiles that you would like to link to the website?

Interviewee: Maybe not. Maybe the link of platforms or something else, I don't know. And to have the possibility from the page to the shop. Otherwise, I'm not using Instagram and Facebook so much and yeah.

Interviewer: What values do you think you would get if you have a bio or resume section in the website?

Interviewee: Yes, probably I would prefer this to be in the section where for example, the section or page that it says things about me. Not in the beginning if somebody opens the website to read something. Yeah, it. I would like something like this, but not in the first page. You know, if you're saying that it must be like this because it's better because you know and I don't know, I will appreciate it and I will accept it. I mean, oh why not.

Interviewer: What do you think are some potential benefits of adding a blog or news section on the website to keep your visitors engaged and informed about your latest work?

Interviewee: Yeah, it's actually good idea, but it's something that I know that I'm not going to add a lot if I have my website and also a blog at the same. Maybe I don't know how much time I can give to it. Probably I would prefer the first page to be like a blog. As I said to you before, because maybe you see scrolling. Always to be the last picture for example then to disappear after. Yes, maybe not another something else, blog or whatever.

Interviewer: What do you think about some methods for your potential clients to get in touch with you through the website?

Interviewee: I don't know the methods that already exist that to choose something. What are the options?

Interviewer: For example, some websites have a section where there is a contact form where users can fill in their information to send you a message.

Interviewee: Ah, OK, OK. OK. Yes, it can be. It can be also this contact form or directly. Maybe better not contact form. Maybe better than e-mail or phone. Because I see myself that I never write to somebody. If I have the e-mail, I send an e-mail from my e-mail. Yes, I think yeah, this e-mail and the maybe phone number.

Interviewer: Are there any specific design elements or colors that you would like to incorporate into the website except white?

Interviewee: Yeah, the white is one of the colors that of course I like. So if there is a combination with little black and little red or a little bit gray. I don't know, but it doesn't mean that they have to be all together.
But the white and little bit black, Gray and red, or something to mix it doesn't matter.

Interviewer: How do you plan to keep the website updated and maintained overtime?

Interviewee: Every time that I'm doing something, maybe I can add it inside. So, the thing is to be easy for me, I mean whatever you are doing to be somehow simple. You know when I'm adding something to be possible with not a lot of different difficult things. I mean to add something. I'm going to do this every time that I'm making a new thing.
Also, I would like to have the possibility of if I don't want to put something in the first page, to put it directly to the right page. So the for example, I'm making a drawing. Maybe I do 20 drawings and I want to put only one in the first page and not to close all the first page with the 20 drawings that I did last week. So maybe to have the possibility to throw in the first page something but not everything that I'm adding inside.

Interviewer: Lastly, is it ok if we create a group on Viber and add you and the rest of the team for better communication?

Interviewee: Yeah. Viber, yes, yeah. You have my phone number. Maybe you can have a question or whatever and I will answer you there.

Interviewer: Just before we conclude on the interview, is there anything else that you would like to add? Maybe a question that I didn't ask?

Interviewee: I think right now I don't have something in my mind.

Interviewer: Thank you very much for your participation.

Interviewee: Yeah. Thank you. Thank you very much.

Interviewer: Have a very great day.

Interviewee: You too. Bye bye.