# FINAL PROJECT PROPOSAL

CMST 385 | Alissa Maxwell

## Client and Topic

This is a proposal to outline the design and function of a website for my mother-in-law to showcase her stained-glass artistry and sales. It will direct prospective buyers to where they can find her work in a retail setting as well as an option to buy from her website. There will also be an order form to request commissioned work. She may decide, in future, to include a blog page to feature past works, creative direction, and community involvement.

## Development Process and Engagement

I am designing this website for my mother-in-law. She has a been selling original designs and commissions of her stained-glass artwork for the last decade. I have involved her in the process by requesting from her any/all high-quality pictures of her work as well as asking her to fill out a questionnaire I wrote to get a general idea of the details I think should be included throughout the site. I will perform some research to see what other sites in this field look like as well as what components they include. If the client’s photos are inadequate, I might also provide her with some materials outlining how best to photograph art and colored glass.

## Testing

When the site is ready for the testing phase, I will ask a few peers to follow the link to see if the site loads and to point out any errors they may spot. I will personally load the link on various browsers, including Chrome, Firefox, and Internet Explorer. When I am satisfied with these initial tests, I will provide the link to the client to get their feedback. Some additional adjustments may need to be made, at this time.

## Description

My client is a stained-glass artist who sells her work at farmer’s markets and displays them inside local businesses like coffee shops in order to attract new clients. She has had enough requests and interest in an online presence that she has asked me to help her create a website. The site will function like a gallery space with an option to request original commissioned work. Because she is a small business that operates out of her home, she does not have a physical gallery space or storefront. Her website will serve as a virtual storefront, gallery of past works, and a bio of the artist and her style.

The target audience will be prospective buyers who have requested a portfolio of her works as well as potential buyers from anywhere in the country. It will also serve as a record or catalog of all the pieces she has created over the years, should they ever need to be appraised and attributed to the artist. Some research will go into identifying the target audience, but tentatively, we know her customers to be 50 and above, primarily white/Caucasian, female, married, local to WA, wealthy homeowners, who are college educated. These clients will primarily access the site through home-office desktop computers. The target audience will impact the style of the site, the accessibility features such as font size, and the ease of navigating the menu.

I will contribute unique features such as the overall color scheme and original graphics like a menu that resembles a stained-glass motif. I will source the fonts from other designers online. A monthly content update will align with the pace of the client’s work.

## Growth and Maintenance

I foresee the client incorporating a blog once she becomes comfortable with photographing and uploading her work process. I intend to research ways to make the site user-friendly for the client to maintain herself, although I anticipate occasionally being available to help with challenges.

The website will require regular maintenance, to be performed by the client to the extent of her abilities. Analytics will be reviewed to understand traffic trends. Regular backups will need to be performed, monthly at first, but more frequently if traffic increases. The client may consider using an automatic backup service as well as a service for SEO.

Organization

The website will be structured as a 3 column layout in the shape of a stained glass window for desktop users. A simpler one-column layout will also be designed for mobile users. The main topic of the website will be the gallery of the clients work. Some subtopics will include a fillable form to commission work, completed works available for purchase, and a bio page with an “about me” of the artist. Each of these items will be a separate page that is linked from the homepage and also appears in the dropdown menu.

Diagram

Description automatically generated

## Web Hosting

The site will require some special technologies to make browsing and shopping easy for her customers. The marketplace my client will use is the Square software, since all her devices and software are Apple and iOS, it will integrate easily and be user friendly for her. For those same reasons, we will use Square as the web host for the site, also. Additionally, she will use the Square hardware as a POS for in-person sales at farmer’s markets. The software will integrate both in-person and online sales to keep her sale’s data organized.

### Marketing

My client’s customer demographic are primarily Facebook users, so her sponsored content will appear there, providing one more avenue to attract prospective customers. We will use the SEO (Search Engine Optimization) settings built into the Square site hosting platform. Since her business is a ‘one woman show’ of creating one of a kind works of art, she doesn’t have a high output of pieces to sell. For this reason, we will keep our marketing efforts modest.

### Security

Since some customers will pay through the site, it will be secured by https:// (Hyper Text Transport Protocol Secure), to ensure that transactions are encrypted to and from the server and to prevent end user’s browsers from flagging the site as unsafe. Users will be given the option to create an account to store their contact details. However, since it is rare for a buyer to purchase more than one or two pieces from an artist, there is no need to garner repeat sales through loyalty programs or promotional emails. In order to protect the artistic integrity and intellectual property of the client, we will use watermarking to prevent the theft of the images.

# References

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