



# fence

Tyler Manion

A laptop displaying the fence application interface. The interface shows a sidebar with a user profile for "Jane Doe" and links to Dashboard, Portfolio, Accounts, Messages, Payments, and Copies. The main area displays a grid of eight framed artworks:

- Hunting Season
- The Birches
- Kids
- Two Three Two Three
- (empty frame)
- (empty frame)
- (empty frame)
- (empty frame)

Each artwork has a small preview image and a "Details" link below it.

# OVERVIEW

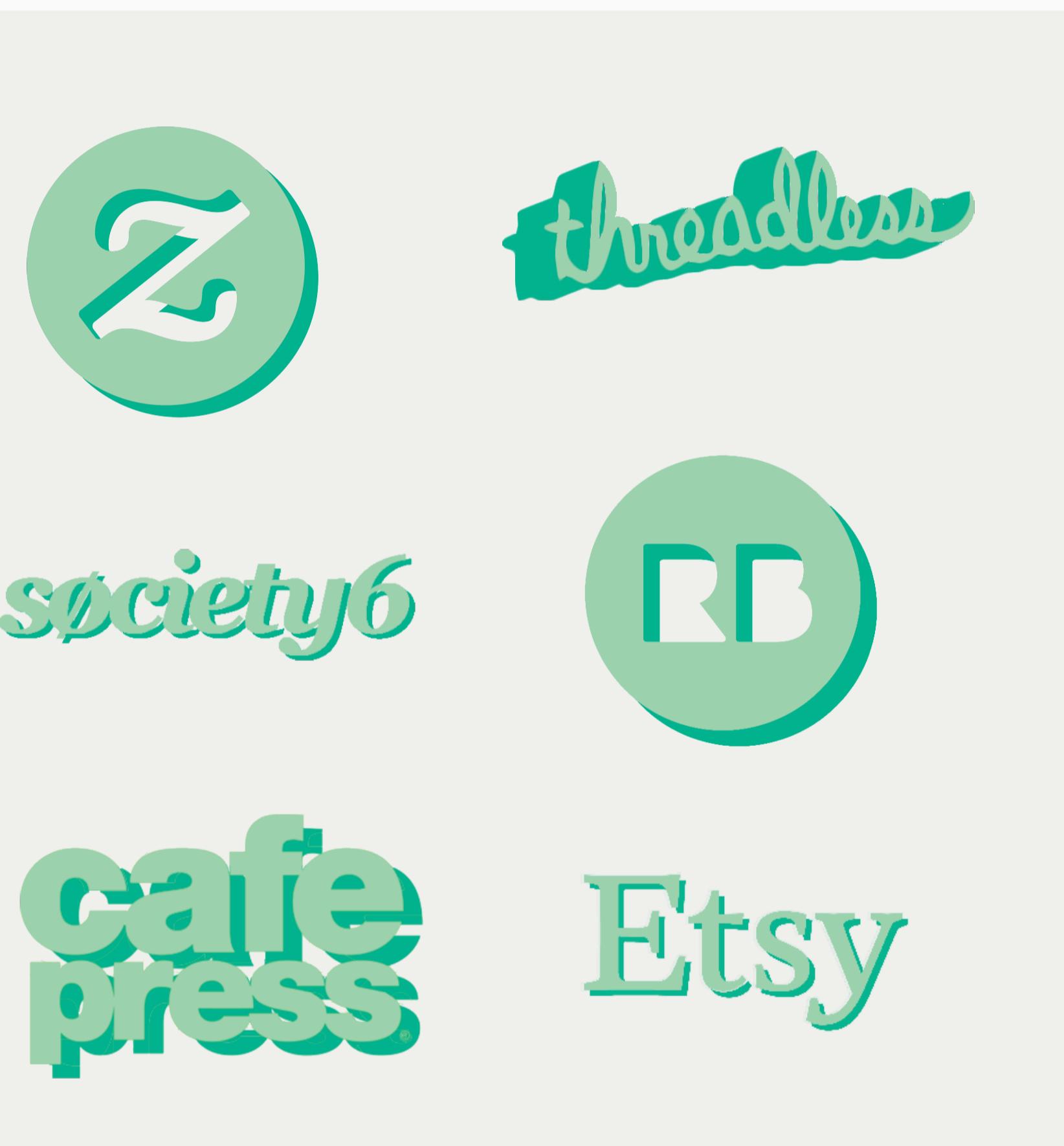
Fence is an online artist shop manager. It lets artists attach multiple accounts from different sites, so that they can control them from one location. It was created during the Spring 2019 semester.

This case study covers the creation of Fence, in three parts:

1. Problem Statement
2. Process
3. Solution



# PROBLEM STATEMENT



Online artist shops are a great way to sell merchandise without dealing with the logistics of production and shipping. All an artist needs is an artwork, and they'll be able to sell it on anything from clothing to coffee cups.

The issue is that each artist shop platform is only a section of the market, and maintaining shops on multiple platforms is tedious. Also, the simplicity of selling art is double-edged, as it is trivially easy to copy and paste another artist's work as one's own.

Fence seeks to solve those problems by creating one place to manage all of one's artist shops at once, and by taking down copies of one's art found in other shops.

# PROCESS

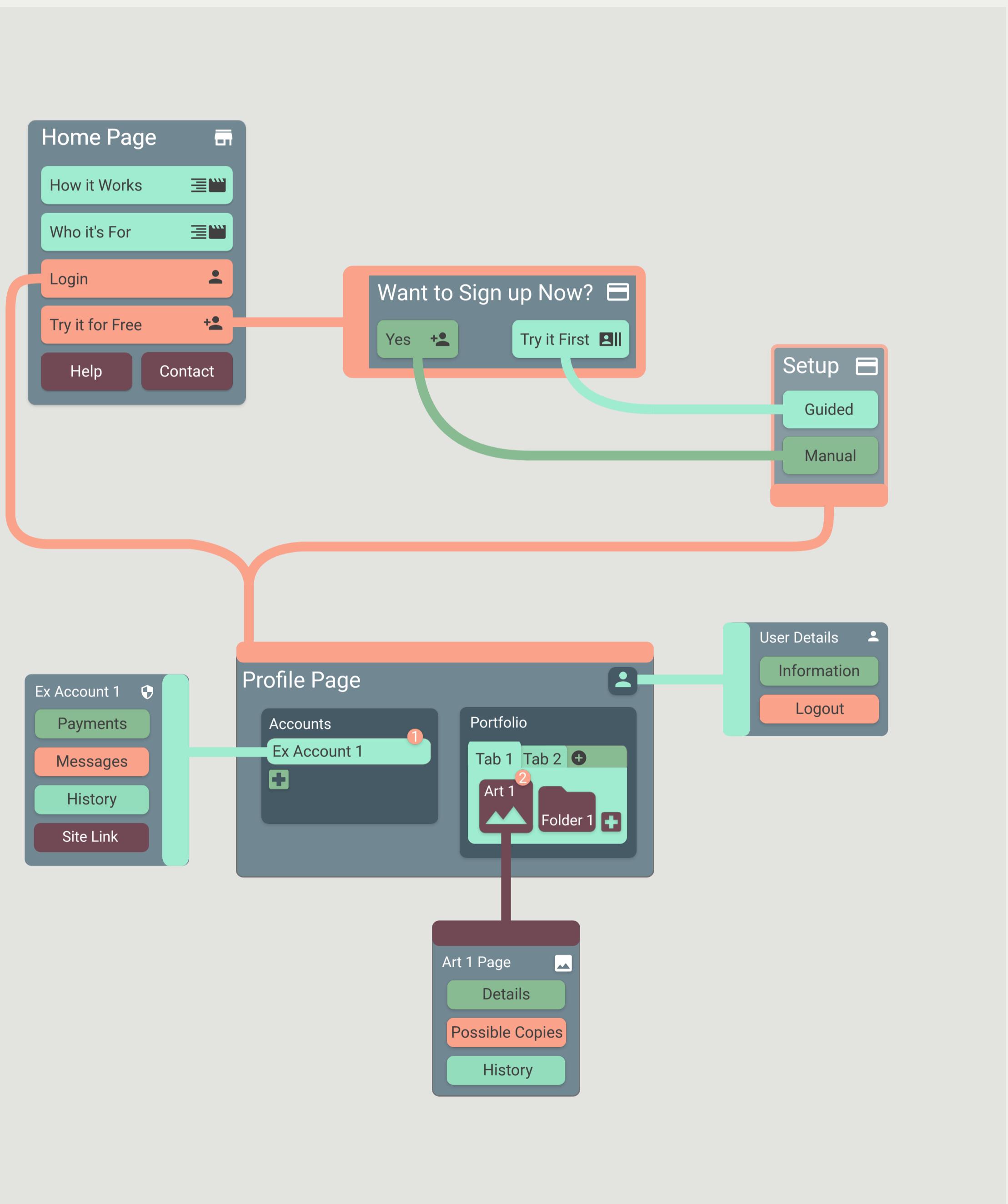
The development of the project occurred in six parts. The first five are summarized in this section.

## Persona

The main persona created for Fence is named April Jones. She's 29, lives in Chicago, IL, and sells her art when she's not at her full-time job. Managing all of her shops is taking up the majority of her free time, and recently she's noticed some copycats too. Running her shops is taking time away from what she really wants to do: create.



# User Flow Diagram



As Fence is a product, it made more sense to focus on the User's flow, instead of a more traditional site map. The user flow diagram was meant to illustrate two things.

1. Differences in how the profile page is accessed from the landing page. The user can either log in or try it, and if they choose to try it they can either sign up immediately, or try it first.
2. How the user executes actions, and where the information for those actions exists.

This diagram was based on a drag and drop interface, which was adapted into a more familiar dashboard interface.

# Wireframe

The wireframe was created in Proto.io, and was the framework that the prototype was built off of.

It has click-through functionality, but was mainly intended to show the organization of sub-pages that one can navigate to through the sidebar.

The wireframe illustrates a user interface for a platform, likely Redbubble, featuring a sidebar navigation and various functional sections.

**Left Sidebar:**

- User Name
- Dashboard
- Portfolio
- Accounts
- Messages
- Payments
- Copies

**Recent Activity:**

- Jane Smith said "Example Quote" on December 11th, 2019
- John Boyd paid \$29.99 for Art 1 through Redbubble on December 11th, 2019
- Jane Smith said "Example Quote" on December 11th, 2019
- Jane Smith said "Example Quote" on December 11th, 2019

**Posted Art:** Six placeholder square icons with an 'X' inside.

**Possible Copies:** Six placeholder square icons with an 'X' inside.

**Redbubble:**

- Recent Payments
- John Boyd paid \$29.99 for Art 1 through Redbubble on December 11th, 2019
- John Boyd paid \$29.99 for Art 1 through Redbubble on December 11th, 2019
- John Boyd paid \$29.99 for Art 1 through Redbubble on December 11th, 2019
- John Boyd paid \$29.99 for Art 1 through Redbubble on December 11th, 2019

**Details:**

Items Sold	13	Account Age	1 year
Amount Earned	\$52	Customers	10
Artworks	4	Store Rating	★★★☆
Messages	47	Fees	\$5

**Analytics:**

- Line Chart: A chart showing a linear increase from approximately (1-2, 4) to (7-8, 14).
- Chart #9: A line graph showing fluctuating data over time from May 2016 to March 2017, with values ranging from 25 to 39.
- Bar Chart: A bar chart comparing two categories with values 82% and 70%, and percentages 87% and 67% respectively.

# Prototype

Upload your first masterpiece!

or

Drag & Drop  
your file here or [browse](#)

Use an example

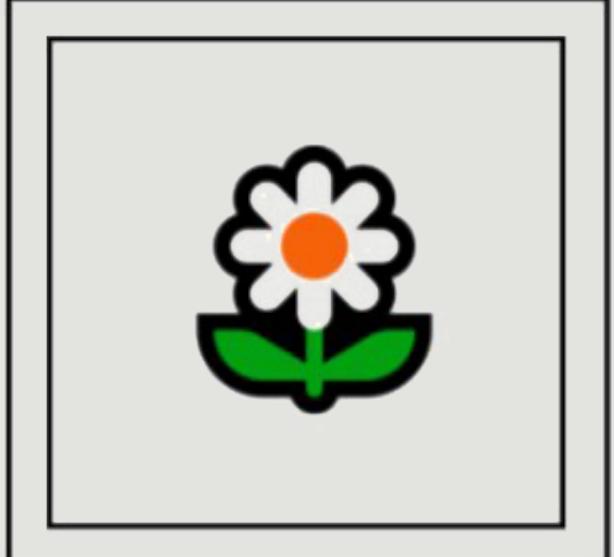
Fill in the Details!

Name

Medium

Date Created Date Posted  
 03/13/2019

Description



**CONFIRM**

Built off of the wireframe, The prototype was focused on showing how the “try it out” feature works.

If the “use an example” option was selected, the rest of the process of filling in the details and uploading the artwork would be filled in automatically and in real time.

The first iteration of the logo was also created during this step



# Style Guide

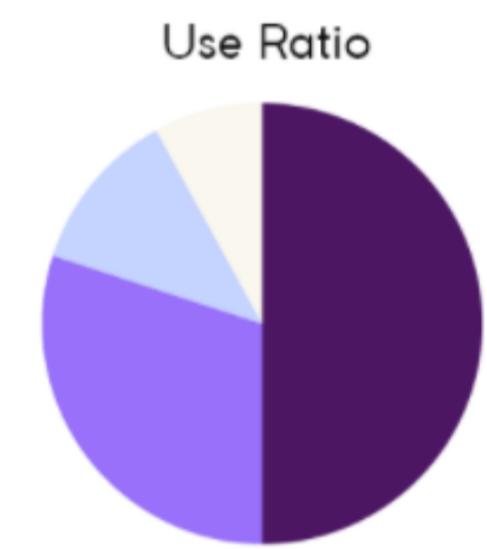
The style guide continued from the first logo design, which heavily influenced the direction of Fence's design language. Assets such as buttons and form inputs were based off of Bootstrap and Material guidelines, and the format of the guide followed that of Hudl's Uniform. Also decided during this step were the brand and content colors, as well as the typefaces.



## COLORS

### BRAND

Color	Name	Hex	RGBA
#4C1663	Brand Eggplant	#4C1663	76, 22, 99, 100
#9870F9	Brand Orchid	#9870F9	152, 112, 249, 100
#C5D3FF	Brand Periwinkle	#C5D3FF	197, 211, 255, 100
#FFFFFF	Brand Linen	#FFFFFF	255, 254, 248, 100



## TYPOGRAPHY

### HEADINGS

#### DISPLAY

#### EXAMPLE DISPLAY HEADING

Typeface	Size	Weight	Style
Coco Gothic	3.5em (56px)	Bold	All Caps

The second iteration of the logo featured increased font weight, different colors, more rounding, and a continuation of the slash through the f.

# SOLUTION

The final portion of the fence project was a fleshed out design of three main pages, for both desktop and mobile views. The three pages chosen are the dashboard, the portfolio, and the accounts page.

# Dashboard



Jane Doe

**346**

ARTWORKS SOLD

**251**

UNIQUE CUSTOMERS

**2,041**

DOLLARS EARNED

**42**

ARTWORKS POSTED

**29**

COPIES REMOVED

**6**

ACCOUNTS LINKED

Dashboard

Portfolio

Accounts

Messages

Payments

Copies

## Recent Activity

- Jim Harrison said "Thanks for your help! My t shirts just arrived!"
- The copy of your artwork "Jupiter Rice" on Redbubble got removed!
- A sticker with your artwork "Pictures of Pictures" sold on Society six...
- A copy of your artwork "Jupiter Rice" was found on Redbubble
- Jim Harrison said "Would it be possible to change the shirt color to..."

Time ...

Just Now  
1 Hour ago  
3 Hours ago  
2 Days ago  
1 Week Ago

[See More](#)

## Add an Artwork



Drag & Drop  
your files or [browse](#)

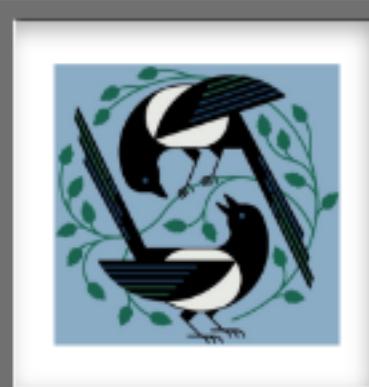
## Trending Art



30 Views  
5 Sold



22 Views  
3 Sold



19 Views  
3 Sold

[See More](#)

## Messages

Time ...

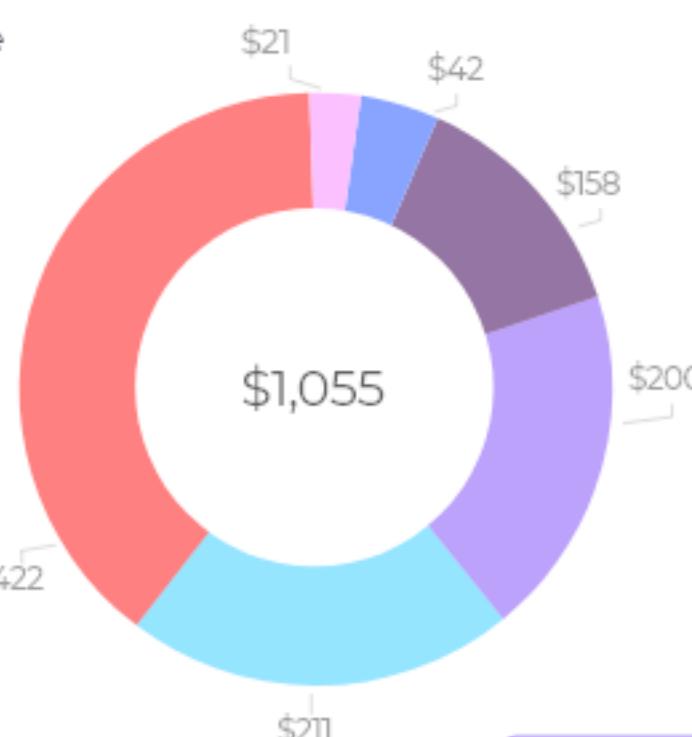
- I bought your "dangle and sleep" poster, and I'm absolutely in love with it! I noticed that you haven't in... Just Now
- Is it possible to purchase your Jupiter rice artwork as a phone case? It seems that it's only sold as a tshirt... 1 Hour ago
- Thanks for your quick response! I love my shirt, def gonna recommend you to my friends. 3 Hours ago
- Can I get a special commission done? I love your work, and want a custom design. Let me know if it's some... 2 Days ago
- Where do you get your inspiration from? I'm a starting artist, and am trying to find art to influence... 1 Week Ago

[See More](#)[COMPOSE](#)

## Earnings

Post 6 Months ...

- Redbubble
- Society 6
- Threadless
- Merch
- CafePress
- Zazzle

[See More](#)

## Possible Copies



Found on  
Etsy

[REPORT IT](#)

Found on  
Merch

[REPORT IT](#)

Found on  
Etsy

[REPORT IT](#)

Found a Copy that we haven't? Report it [here](#)

[See More](#)

# Portfolio

fence



Jane Doe

- Dashboard
- Portfolio
- Accounts
- Messages
- Payments
- Copies

Search



SELL ART

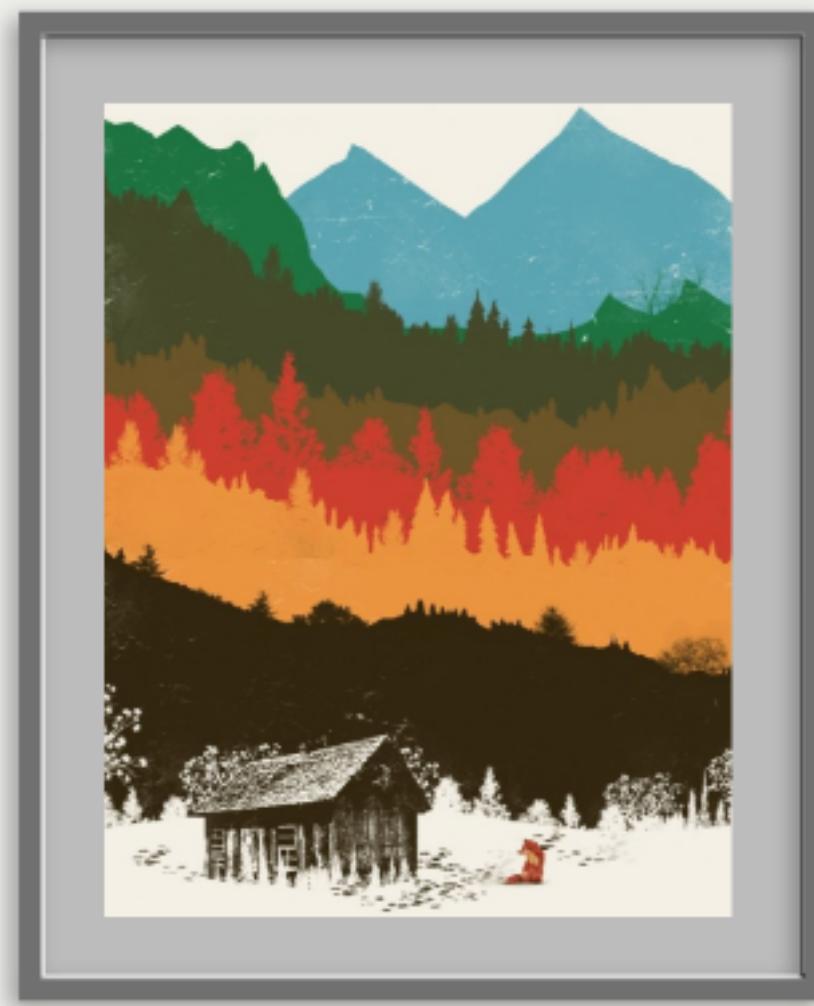
ADD ART

Selected | None

Filter | None

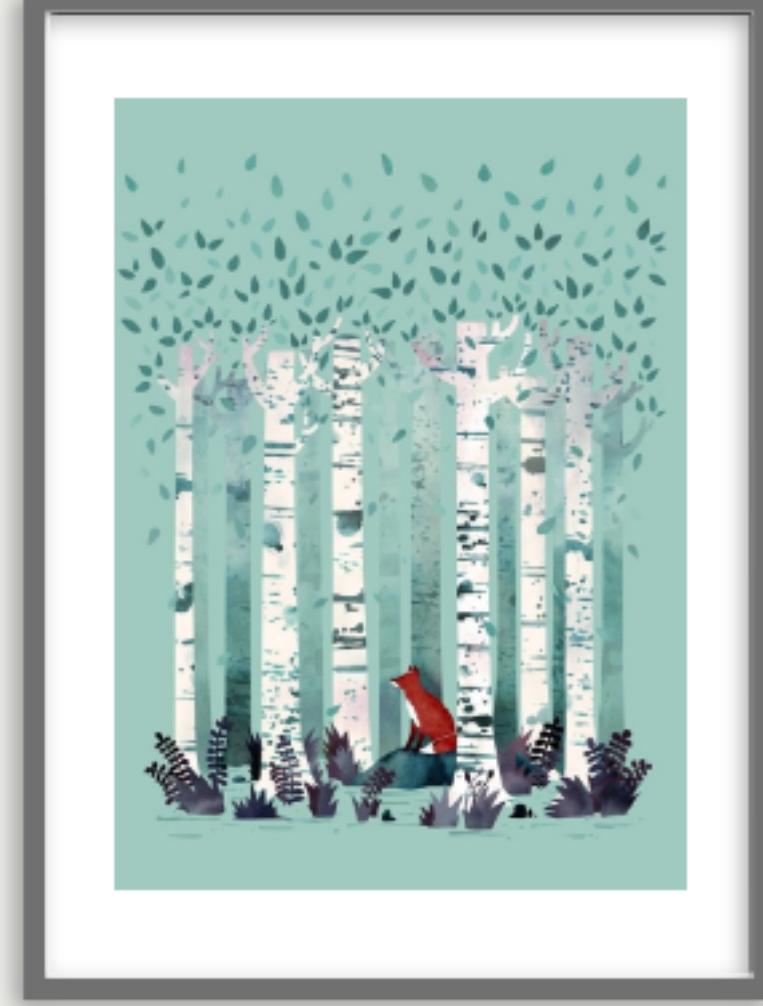
Sort By | Newest First

View



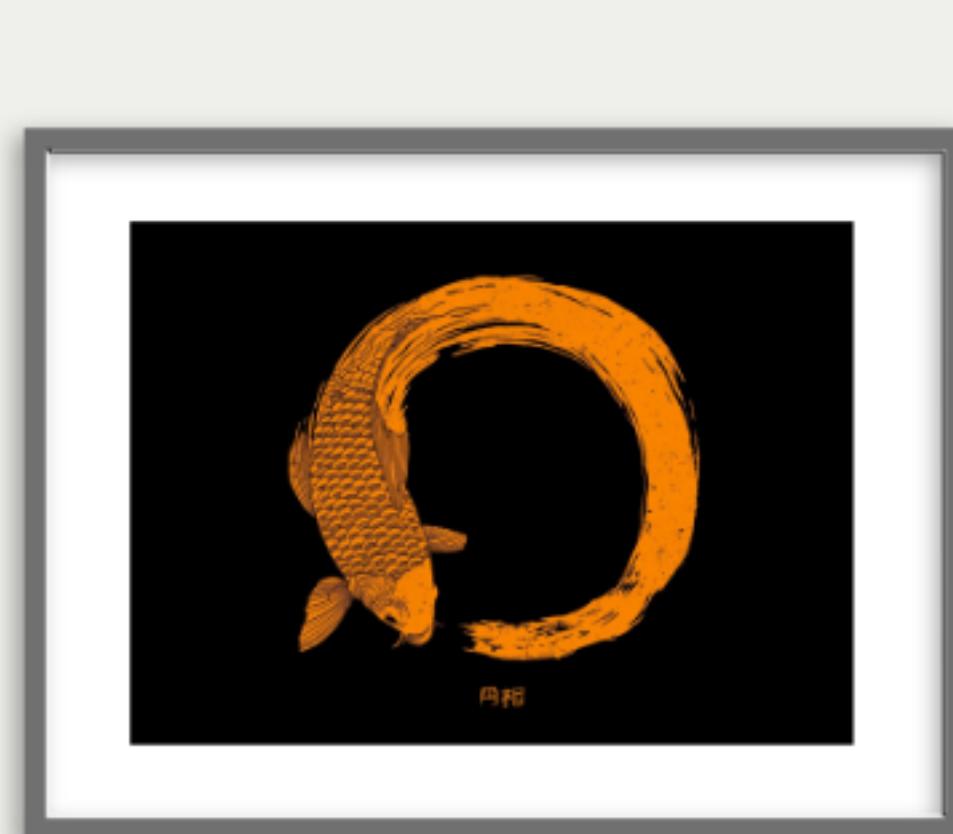
Hunting Season

Details ▾



The Birches

Details ▾



Koin

Details ▾



Two Three Two Three

Details ▾



Night Crow

Details ▾



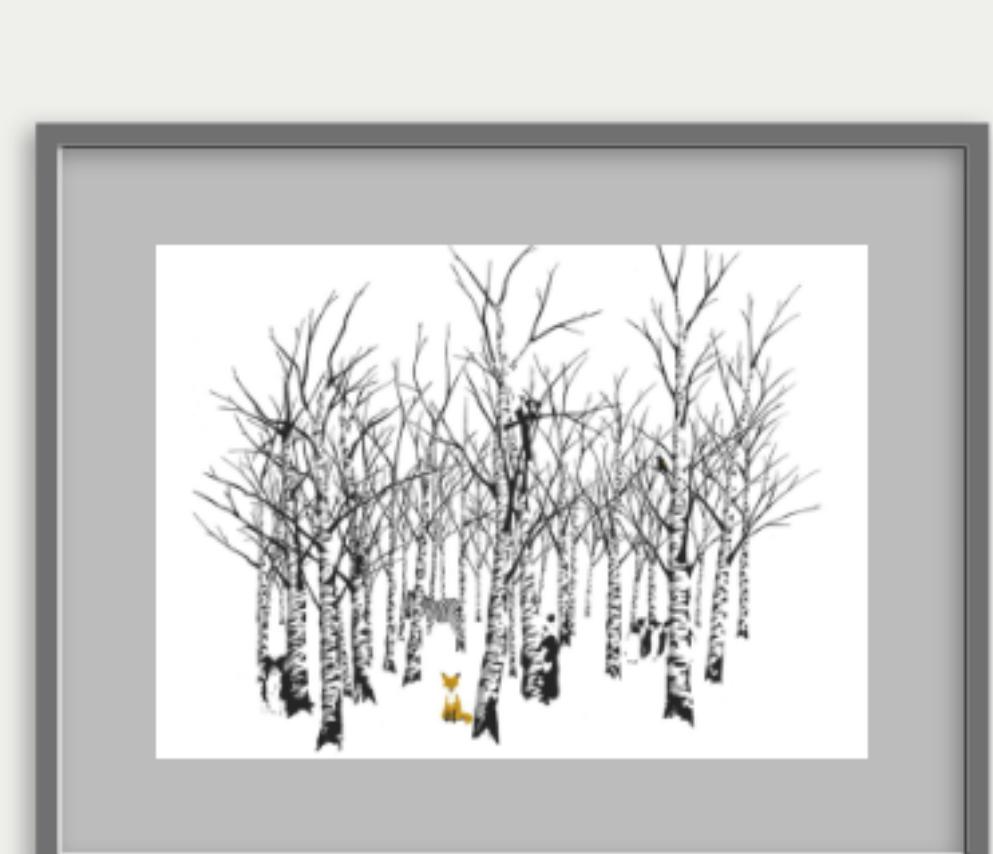
The Joy of Spring

Details ▾



Star Rails

Details ▾



Larry the Fox Does...

Details ▾



Nature Will Win

Details ▾



Blooming

Details ▾



Dangle and Sleep

Details ▾



In Bloom

Details ▾

# Accounts



Jane Doe

Dashboard

Portfolio

Accounts

Messages

Payments

Copies

Overview

Analytics

Reports

Account Info

Redbubble



ADD ACCOUNT

Details



Name  
JaneDoe332  
Email  
janedoe332@gmail.com

SITE LINK

844

Dollars Earned

25

Percent Profit

40

Artworks Listed

7

Copies Found

100

Products Sold

905

Views

86

Unique Customers

5★

Store Rating

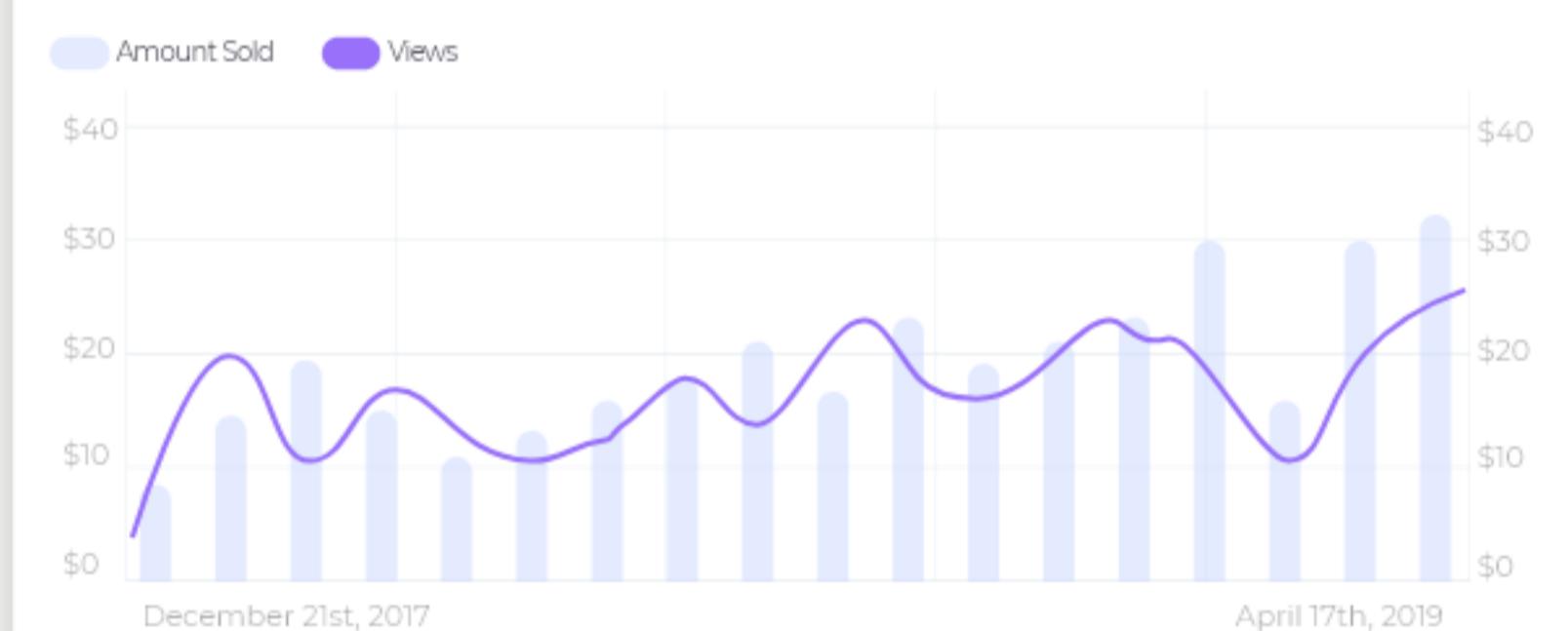
Product Prices

Product	Base Price	Markup	Total	Profit
Kids	\$17.31	20%	\$21.64	\$4.33
Men's	\$21.54	20%	\$26.93	\$5.39
Unisex	\$37.69	25%	\$47.11	\$9.42
Classic T-shirt	\$19.21	25%	\$24.01	\$4.80
V-Neck T-shirt	\$23.47	25%	\$29.34	\$5.89
Premium T-shirt	\$33.83	25%	\$42.29	\$8.46
White Tank Top	\$38.48	25%	\$48.10	\$9.62
Dark Tank Top	\$43.20	25%	\$54.00	\$10.80
Zip Hoodie	\$21.54	31%	\$28.22	\$6.68
Sweatshirt	\$37.69	20%	\$45.23	\$7.53
Pullover Hoodie	\$30.00	20%	\$36.00	\$6.00
Women's	\$26.67	20%	\$32.00	\$5.33
T-shirt	\$21.67	20%	\$26.00	\$4.33
Fitted Scoop T-shirt	\$21.67	20%	\$26.00	\$4.33
Fitted V-Neck T-shirt	\$23.33	20%	\$28.00	\$4.67
Relaxed Fit T-shirt	\$30.00	20%	\$36.00	\$6.00
Chiffon Tops	\$30.00	20%	\$36.00	\$6.00
Contrast Tank	\$40.83	20%	\$49.00	\$8.17
Graphic T-shirt Dress	\$54.17	20%	\$65.00	\$10.83
A-line Dress	\$22.31	20%	\$26.77	\$4.46

Total Earnings



Activity



Trending Art



30 Views  
5 Sold



22 Views  
3 Sold



19 Views  
3 Sold

Most Popular



254 Views  
46 Sold

# Mobile Views

## Dashboard

Recent Activity

- Jim Harrison said "Thanks for your help! My t shirts just arrived!" Just Now
- The copy of your artwork "Jupiter Rice" on Redbubble got removed! 1 Hour ago
- A sticker with your artwork "Pictures of Pictures" sold on... 3 Hours ago
- A copy of your artwork "Jupiter Rice" was found on Redbubble 2 Days ago
- Jim Harrison said "Would it be possible to change the shirt color..." 1 Week Ago

Add an Artwork

See More

Messages

- I bought your "dangle and sleep" poster, and I'm absolutely in love with it! I noticed that you haven't in... Just Now
- Is it possible to purchase your Jupiter rice artwork as a phone case? It seems that it's only sold as a tshirt... Just Now
- Thanks for your quick response! I love my shirt, def gonna recommend you to my friends. Just Now
- Can I get a special commission done? I love your work, and want a custom design. Let me know... Just Now

See More COMPOSE

Trending Art

30 Views  
5 Sold

22 Views  
3 Sold

19 Views  
3 Sold

LOAD MORE

## Portfolio

SELL ART ADD ART

Search

Sorted By | Newest First

Hunting Season

Details

...

The Birches

Details

...

Koin

Details

...

Two Three Two Three

Details

...

LOAD MORE

## Accounts

Redbubble | ADD ACCOUNT

SITE LINK

Details

Name JaneDoe332

Email janedoe332@gmail.com

RB

Total Earnings

\$211  
\$844  
\$633

Base Price Margin

Trending Art

30 Views  
5 Sold

22 Views  
3 Sold

19 Views  
3 Sold

See More

Most Popular

254 Views  
46 Sold

Product Prices

Product	Base Price	Markup	Profit
Kids	20%	20%	20%
Men's	20%	20%	20%
Unisex	20%	20%	20%
Women's	20%	20%	20%

LOAD MORE

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