Personal Website

**Purpose**:

The purpose of my personal website is to showcase my artwork as a small business owner. The website will display the original and digital artwork and make it possible for consumers to contact me and buy the artwork online. The buyer will be able to learn more about me as an artist, learn more about the art pieces, and learn about my process as an artist.

**Audience**:

The target audience is for individuals and families looking for realistic watercolor, pastel and colored pencil artwork to display in their homes or gift as prints and/or cards to loved ones. They will enjoy colorful botanical and landscape artwork and their ages may range from their 30’s to 80’s in age. They will be using a laptop or mobile device most often to access the site.