

Client Description:

Ingrid Pimsner, a self-employed artist and entrepreneur, has started two new business ventures in the past year:

1. [Bonnie](#): an editing, writing, and website-building service for artists
2. [The International Institute of Contemporary Art and Theory](#) (IICaT): a summer residency program for artists and critical thinkers located in Mangalia, Romania

In addition, she has worked for a number of years on a tangential project:

3. [The Crane Archive Space Project](#): a small gallery space for emerging artists located in Philadelphia, Pennsylvania

The Problem:

Over the years, Pimsner has built up a steady network of artists, curators, and other art professionals in Philadelphia and Baltimore. She has intimate connections with professors at the University of Pennsylvania, Art Institute of Philadelphia, Moore College, John Hopkins University, and the Maryland Institute College of Art. Her projects – opportunities and services – were born out of niche needs she observed in a very specific network of people.

Though each of these projects has its own distinct website, there is no place – neither physical nor digital – where all three come together.

This creates multiple problems, including:

1. Since her potential client base is built on personal relations, Pimsner worries that her "face is not clearly nor elegantly linked to all three projects."
2. The unresolved and unconventional relationships among the three projects yields awkward and unprofessional self-promotion. Clients may or may not be haphazardly directed to the three distinct URLs throughout Pimsner's relationship with them.
3. Pimsner fears she will lose potential business, as most of her clients for one service, are potential customers of the other services she offers.
4. The administrative logistics of maintaining and checking three sites is confusing and, therefore, ineffective.
5. Pimsner also complains that having three sites, as opposed to one, makes her email signature ugly, as it includes a list of four unwieldy web addresses.

The Objective:

Since there is no physical home-base for her ventures, Pimsner would like to create a digital central artery for all three services. She does not want the site to feel like a one-stop-shop, but rather a boutique and professional web presence that are reflective of her quality services. Further, she sees this as the beginning of building a longstanding, professional identity for herself and her businesses.

Purpose of the Website:

- To present a reliable, efficient, appealing, and professional front to potential clients, investors, and institutions
- To build and maintain a stable, overlapping client base for all three services
- To connect her image, face, and name to all three projects
- To reduce administrative costs and time
- To build a client base for Bonnie within the local Philadelphia art scene
- To accrue profits from open calls for the gallery and residency program through her connections in both Philadelphia and Eastern Europe.
- To accept payment for various services

Needs Assessment

Sofie Elana Hodara

Working Title: Pimsner Projects

Target Audience of the Website:

There are two main target audiences:

The first audience is emerging Philadelphia and Baltimore artists who are connected to Pimsner and her business partners through word-of-mouth, personal relationships, and community ties. This includes colleagues and acquaintances from the three universities she attended: John Hopkins University, University of Pennsylvania, and Maryland Institute College of Art. Generally, these are art professionals in their 20s, 30s, and 40s with at least undergraduate degrees.

The second audience is potential independent investors and larger institutional affiliations. This audience is not yet as clearly defined as the first. Nevertheless, a professional presentation of all three projects is essential.

What will define the success of Pimsner Projects:

At the forefront of Pimsner's concerns is creating a professional and streamlined front for all three projects. She wants the site to demonstrate a non-hierarchical relationship among all three projects, with less paging and more scrolling. Though she likes the indexhibit sites she is currently using, she hopes the new site will update the look and feel of her content. Finally, she wants to ensure that users find information about relevant projects efficiently, and are directed quickly and easily to checkout.

A Nod to Content:

Though Pimsner can provide me with content, including existing and new verbiage and imagery, I can also use content on her existing sites to complete my assignment.

Note: Though these ventures are not the main source of income for Pimsner, they are NOT just passion projects. They are a result of her longstanding dedication to supporting the arts and artists, both locally (Philadelphia, Maryland) and abroad.