

Client Mission

What does the ArtBlok team want site visitors to do?

The priority goal is to just bring people into the building. This could be an event, visiting with an artist at their studio, or just exploring the random corners of the historic building. The building can seem ominous, overwhelming, or confusing. It is certainly a delight when a sale is made. But the assumption is if we can effectively extend the invite and overcome the problem of the building’s perceived ominous nature, then the rest will follow...

End User Goal

Tasks & Subtasks

Concepts > References

Find my way to and through the 2010 ArtBlok building...

- 1) Find location information for 2010 ArtBlok
 - a) turn on device and open browser
 - b) enter “2010ArtBlok.com”
 - c) click “Building history”
 - d) view directions and address

ArtBlok
Building Events
Building History
Accessibility Information
 Address
 Directions

... to see ArtBlok residents that are part of a specific event

- 2) Find the suites of all residents involved in a building event.
 - a) click on events or happenings
 - b) find and click event link of interest
 - c) pick entry point
 - d) download ‘map and directions to residents’
 - e) ‘go’ to suite

Residents
Accessibility Information
 Building [#] Summary
 Event Summaries
 Resident Details
 Building Map

...to see Artblok residents that use a specific medium

- 3) Find the suites of all residents that use a specific medium
 - a) click on ‘residents’
 - b) find and click event link of interest
 - c) pick entry point
 - c) download or view ‘map and directions to suites by medium’
 - d) ‘go’ to suite

Mediums
Residents
Accessibility Information
 [Medium Types]
 [Building #] Summary
 [Resident Details]
 Building Map

...to see the history of the building

TBD