

The logo for Case Study Labs is a white geometric shape, resembling a stylized 'L' or a parallelogram with a diagonal cut, set against a dark background. Inside the white shape, the words "Case Study Labs" are written in a bold, black, sans-serif font, stacked vertically. Below the white shape, the words "made to inspire" are written in a smaller, black, sans-serif font.

**Case
Study
Labs**

made to inspire

EAT OFF ART Strategic Website Redesign

A comprehensive redesign plan for EAT OFF ART, a Black-owned creative enterprise in Buffalo, NY founded by Alexa and Edreys Wajed. This strategic overhaul will transform their digital presence to better serve artists, collectors, businesses, and community partners while embodying their mission of helping creatives go "From Starving to Thriving."

Brand Foundation & Visual Identity

EAT OFF ART: Black-owned creative enterprise in Buffalo, NY
founded by Alexa and Edreys Wajed

Mission: "From Starving to Thriving" - Empowering creative
entrepreneurs through Art, Education, and Community

Transform from struggling artists to successful entrepreneurs
and community leaders

Brand Personality: Authentic, professional, community-focused,
empowering, culturally rooted

Color Palette

Primary: #FFFFFF (backgrounds), #1F1B18 (text), #00B9D6
(primary CTAs)

Secondary: #FFC50B (highlights), #F37021
(announcements), #C7A8D0 (testimonials)

Typography

Modern, professional font pairing - Custom font worked in
for headlines, clean sans-serif for body (few options that
are more versatile than the current AVENIR at 'font share
website' see appendix A)

Target Audience

Aspiring artists, art collectors, businesses, community
organizations

Homepage Hero & ~~Mission~~ Statement

Hero Elements

- Powerful image/video of founders Alexa and Edreys Wajed
- Headline: "From Starving to Thriving"
- Sub-headline: "We empower creative entrepreneurs through Art, Education, and Community"
- Primary CTA: "Explore Our Impact"

Core Mission Section

- 2-3 compelling sentences about transforming the creative economy and empowering artists to build sustainable businesses
- Emphasize founders' journey as inspiration for other artists
- Showcase Buffalo, NY community connection and heritage as Black-owned business



Four Strategic Business Pillars - Main Navigation

Create four large, visually distinct, interactive sections as primary site navigation:

CREATIVE PRODUCTS

"For art lovers and collectors"

- Original artwork, jewelry, home goods, educational resources
- CTA: "Shop Our Collection"

EDUCATION & MENTORSHIP

"For aspiring and professional artists"

- Workshops, business development, mentorship programs
- CTA: "Start Learning"

CREATIVE SERVICES

"For businesses and organizations"

- Consulting, public art commissions, speaking engagements
- CTA: "Book Consultation"

COMMUNITY INVESTMENT

"For our partners and neighbors"

- Social justice initiatives, community programming
- CTA: "See Our Impact"

Ensure all four pillars are equally prominent and accessible throughout site navigation



Homepage Impact Showcase & Features

50+

Artists Mentored

25+

Entrepreneurs Supported

??

Public Art Projects

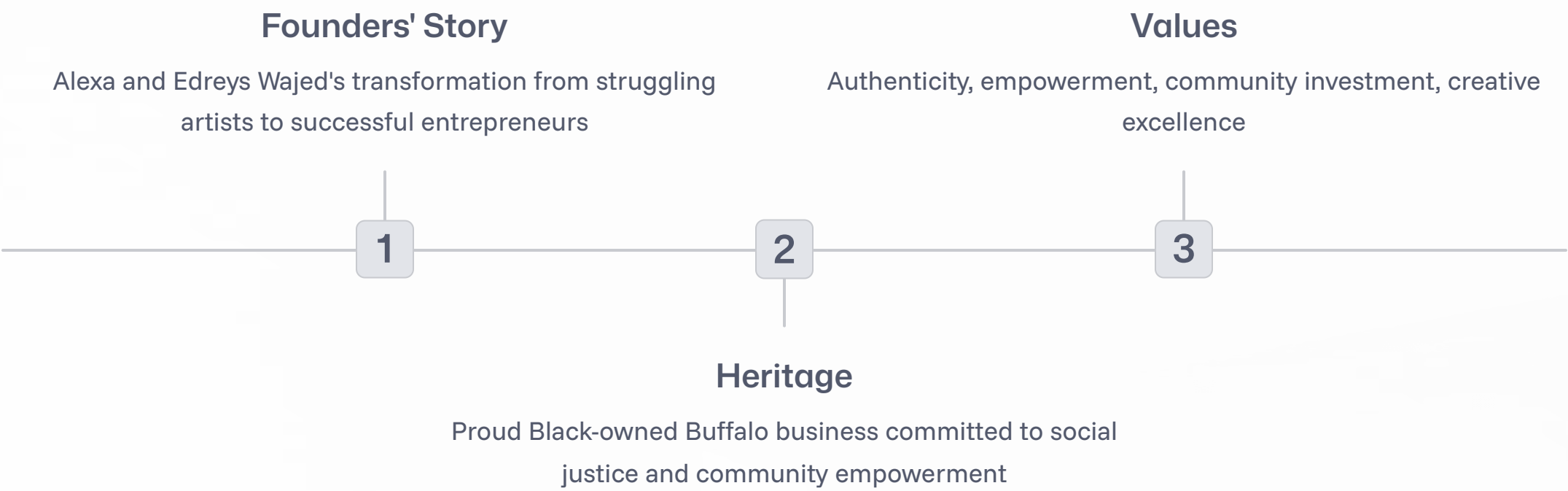
??

Community Members
Engaged

Homepage Features

- Featured Products: Rotating carousel of bestselling artwork, jewelry, and new educational resources
- Upcoming Workshops & Events: Dynamic calendar preview with direct booking integration
- From the Journal: Latest blog posts featuring artist success stories and business tips
- Newsletter signup with strong value proposition: "Join 500+ creatives building thriving businesses"
- Social proof: Customer testimonials and mentorship program graduate success stories

About Us - Founders' Journey & Heritage



- Professional photos of founders throughout their creative journey
- Mission & Vision statements prominently displayed
- Timeline of key milestones, awards, recognition, and community impact
- Balance artistic authenticity with business professionalism to inspire other artists



Creative Products E-Commerce Hub

1

Shop Categories

- Original Artwork
- Jewelry & Accessories
- Educational Resources & Digital Products (NEW)
- Home & Lifestyle items

the purpose of this site is repositioning to complete EOA rebrand that started in 2024. dough will select which merch and items fit in the premium/luxury category to start. we will do the same with the service pricing.

2

Product Features

- Professional product photography with detailed descriptions and clear pricing
- Customer reviews and testimonials integrated with each product
- Easy checkout process with multiple payment options and shipping information

3

Shopping Experience

- Featured collections: Best sellers, new arrivals, founder favorites
- Cross-selling: Suggest workshops related to products, mentorship programs for buyers
- Mobile-optimized shopping experience with wishlist and sharing features

Education & Mentorship Hub - Comprehensive Learning Center

Headline: "Your Pathway to a Thriving Creative Career"

Artist Business Development Programs

Multi-week courses turning art into sustainable business

Workshops & Classes

Visual arts, culinary arts, business skills (in-person and virtual options)

One-on-One Mentorship Programs

Personalized guidance for artists and entrepreneurs with application process

EAT OFF ART®

EAT OFF ART®

EVENT CALENDAR

FEB 2

3PM-5PM

Dance Party

EAT OFF ART® STUDIO + PLACE

2495 Main St. , Buffalo, NY

FEB 6

5:30-8PM

Erie County Art in Public Places Meeting

Burchfield Penney

1300 Elmwood Ave, Buffalo, NY

FEB 7

4PM-6PM

ASI Chill Session with Lisa Lux

EAT OFF ART® STUDIO + PLACE

2495 Main St. , Buffalo, NY

FEB 12

6-7:30PM

Art Cry

EAT OFF ART® STUDIO + PLACE

2495 Main St. , Buffalo, NY

For more information, please visit eatoffart.com

@eatoffart

- Success Stories: Detailed case studies of program graduates with before/after transformations
- Resource Library: Free downloads, business toolkits, guides for creative entrepreneurs
- Course catalog with filtering by skill level, format, and topic
- Integrated booking and payment system for all educational offerings

Creative Services - Professional B2B Solutions

Headline: "Professional Creative Solutions to Elevate Your Brand"



Creative Consulting

Brand development, creative strategy, business planning for creative enterprises



Public Art Commissions

Murals, installations, community art projects with extensive portfolio



Speaking Engagements

Entrepreneurship, creativity, social justice topics with testimonials



Custom Workshop Programming

Corporate team building, organizational development, community workshops

Each service includes professional descriptions, benefits, case studies, and clear pricing structure

"Book a Consultation" CTAs with dedicated intake forms for each service type

Portfolio showcasing successful projects and client testimonials

Community Impact & Technical Features

Create comprehensive digital hub demonstrating evolution into creative economy catalyst serving artists, collectors, businesses, and community partners with equal sophistication.

Community Impact & Studio Space

- **Our Studio:** Physical Buffalo location details, rental information, accessibility, and interactive map
- **Community Impact Portfolio:** Social justice initiatives, cultural programming, neighborhood partnerships
- **Partners & Collaborators:** Local organizations, businesses, and community leaders
- **Get Involved:** Volunteer opportunities, partnership inquiries, community event hosting
- **Impact Metrics:** Detailed showcase of community engagement, public art projects, and social justice work
- **Testimonials:** from community partners, mentorship recipients, and local leaders
- **Events Calendar:** Community workshops, art shows, cultural programming, and social justice initiatives

Contact & Technical Features

- **Contact:** Multiple methods (form, email, phone, social), studio address/hours, interactive map
- **Key Features:** Responsive mobile design, fast loading, SEO optimization, social integration, newsletter signup, booking systems, e-commerce, lead generation forms, analytics integration
- **Content Strategy:** Weekly or at least Bi-Weekly blog posts (artist spotlights, business tips, community news), social media integration, email marketing automation.
- **Success Metrics:** Track artists mentored, community engagement, workshop satisfaction, business growth, public art projects
- **Primary CTAs:** Shop Now, Book Consultation, Apply for Mentorship, Join Newsletter