Research Compile

ZEUS

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Survey Results

Introduction

The purpose of this survey was to gather insight in people's art interests and art purchasing habits. This is important to us to find out whether people have a genuine interest in art and whether they would be open to purchasing it through a webshop. Along with finding out whether Erion's art would be of interest to the public.

Results have been gathered from 62 respondents.
The survey results come from different online communities and people at the Weert and Eindhoven train stations.
Some basic information has been gathered along with more personal interests data.

Results

The majority of responses we received were from the 18-24 age range, with 48.4% of results. The second largest demographic was the 25-30 demographic with 24.2%.
This connects to the yearly income, where the majority of respondents answered that they earn less than €20.000 a year, with 62.1% of results.

Regarding art interests, respondents answered broadly, having a wide interest in different art styles. The majority of respondents have an interest in photography, paintings, digital artwork and drawings. The least interesting art styles are sculptures and interactive media.

Among the respondents, 67.7% answered they in fact own art. 50% of the respondents answered they purchased art, implying some art was obtained for free.
When buying art, most of it is purchased either online or directly through artists. The least common purchasing option/place is an art gallery.

One of the final questions that was asked was whether respondents would think buying art online would be more preferred. Out of 62 respondents 36 responded saying they agree to a degree. 15 were neutral on the statement and 11 said they do not agree to a degree.

The final question we've asked was whether respondents create art themselves and if so, what type. This question received 42 responses where most people create (digital) drawings, some do photography, and some do music.[1]

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[1] [Survey results](#)

Persona

Introduction

To create our persona's we went out and gathered data. We did this with a survey, with this survey we got enough data to create two personas. These were two extremes. One who loves art and buying art and one who is not interested in art in the slightest

The reason we made these persona's was to better show our stakeholders who their users could be in the future.

Sam:
She is a twenty one year old Dutch girl who makes under twenty thousand euros a year, despite that she still is interested in buying and interested in multiple forms of art like paintings, digital art work, drawings and photography. In her free time she likes to make digital art and share it online

Evan:
He is a thirty four year old American who makes over eighty thousand euros a year. His purchasing habits consist of not buying or owning any art; this is because he doesn't care for it in the slightest. He wants to spend his hard earned money on something more valuable than art.

If you are interested in what these personas look like or wanted to see how the info is formatted check appendix photos: Sam is image 1. Evan is image 2.

Competitor Analysis

Summary

The competitor analysis was used to gain more insight of the people who have similar admiration of Erion. With the competitors down below it will state what the advantages and the weaknesses are about each website in detail. In summary the websites that were chosen had a very intricate and similar design to them all. Half of the competitors have a shop function that gave us more insight on how others designed their website. For a more detailed and point rating for each competitor please refer to the strength and weaknesses table down below.

Competitors

- https://almostreal.me/
- https://www.katevassgalerie.com/
- https://www.sophiekahn.net/
- https://www.maeganguerette.com/
- http://www.andreamanningart.com/
- http://jasonarkles.com/
- https://www.emilymercedes.com/
- https://www.edzerzagallery.com/

Information about competitors

Almost Real.me

Artist collective, shop function separated into multiple different art styles. Main page has some art showcased, with prices included. Short tiny blogpost about upcoming items with links for more information. Featured artist "banners" including interview. Social media showcase at the bottom, newsletter subscription.Sitemap included.
Clean design, image carousel for items. White/black main color scheme.
In general, more of a webshop for featured artists. With art separated by style/ vibe?

Kate Vass Galerie

An art galerie, featuring a big collection of artists. Focus is on selling and showcasing featured artists and their artwork. High-end prices. Modern design featuring moving aspects. Mainly black

and white website. Quite extensive blog posts, in the form of a carousel just like the art. Small collection of exhibitions.

Sophie Kahn

Sleek, limited frontpage, featuring a carousel of sculptures and other art. Footer has a newsletter subscription, social links and copyright. Artwork is separated through a menu. Extensive about page. Digital artist and sculptor combination. Multiple art degrees. Focus seems more on herself in combination with a showcase of her art. No shop function included. Once more a sleek, minimalist design with black/white.

Maegan Guerette

Painter and photographer with a more colorful design through her art. Includes a collection of different styles. Short "about" page. No shop function but is open for commission work through e-mail contact. Navigation is wonky, duplicate nav-bar for header and footer. Layout mostly done in a flexible grid-style.

Andrea Manning Art

White website with black tones. The overall website is very simplistic with a focus on the art pieces that have been put online. The navigation bar is on the side with her social media links as well. However, the links there are very small. The website does have a zoom in button that allows you to look at the website. The contact page is very basic.

Jason Arkles

It is a very simplistic website with a sculpture vibe. The index is a massive hero picture with a nav bar in the middle to allow you to locate his art or somewhere else. Everything is separated into multiple aspects to navigate in an easier way. It is white with black tones.
Nothing is in the footer, he put all of his links in the header.
In his contact page basic information has been put in, the input of a map of where he lives is a nice function.
His about me page is filled with text and a small photo of himself.
Overall this website is not great to look at, do not recommend looking at this website for reference.

Emily Mercedes

Simplistic design, more of a shop website than anything. White background with black tones. The navigation bar is separated into multiple segments for easy navigation. Looks a bit old school. Footer is very big with an odd font to make it hard to read. The shop basket is a bag which is a nice feature. The click to view the art work with the small hover is a small nice feature

Edzerza Gallery

Nice website with a good shopping function, artist artworks are nicely on display. Hover to showcase the prices are well input. Tiny about me in the beginning on the index page.
Navigation bar is very clear. His social media is at the bottom; customer service has been added which is a nice feature. Payment methods are at the bottom too. Black and white theme. Account creation and login has been put into place. Sculptures and other art pieces are separated very nicely, search button.

Strengths & weaknesses table

	Art visibility	Good UI/UX	Shop functionality	Pricing	People involved
Almost real.me	7	8	8	3	16
Kate Vass Galerie	6	8	8	10+	73
Sophie Khan	9	6	N/A	N/A	1
Maegan Guerette	10	3	N/A	N/A	1
Andrea Manning Art	8	6	2	N/A	1?
Jason Arkles	6	6	1	N/A	1
Emily Mercedes	10	7	9	1	1
Edzerza Gallery	7	7	8	3	1

What is our competitive advantage?

Erion has a wide price range for his art. Making it very available to the general public, as well as more dedicated art enthusiasts. Art will be at the center of our website. Erion creates very unique art, using different tints of white to create complete images. Good visibility is something we strive for in creating our website for Erion. A clean and good user interface and experience will be required to stand out among others. A good looking shop will also be key to making this website a success.
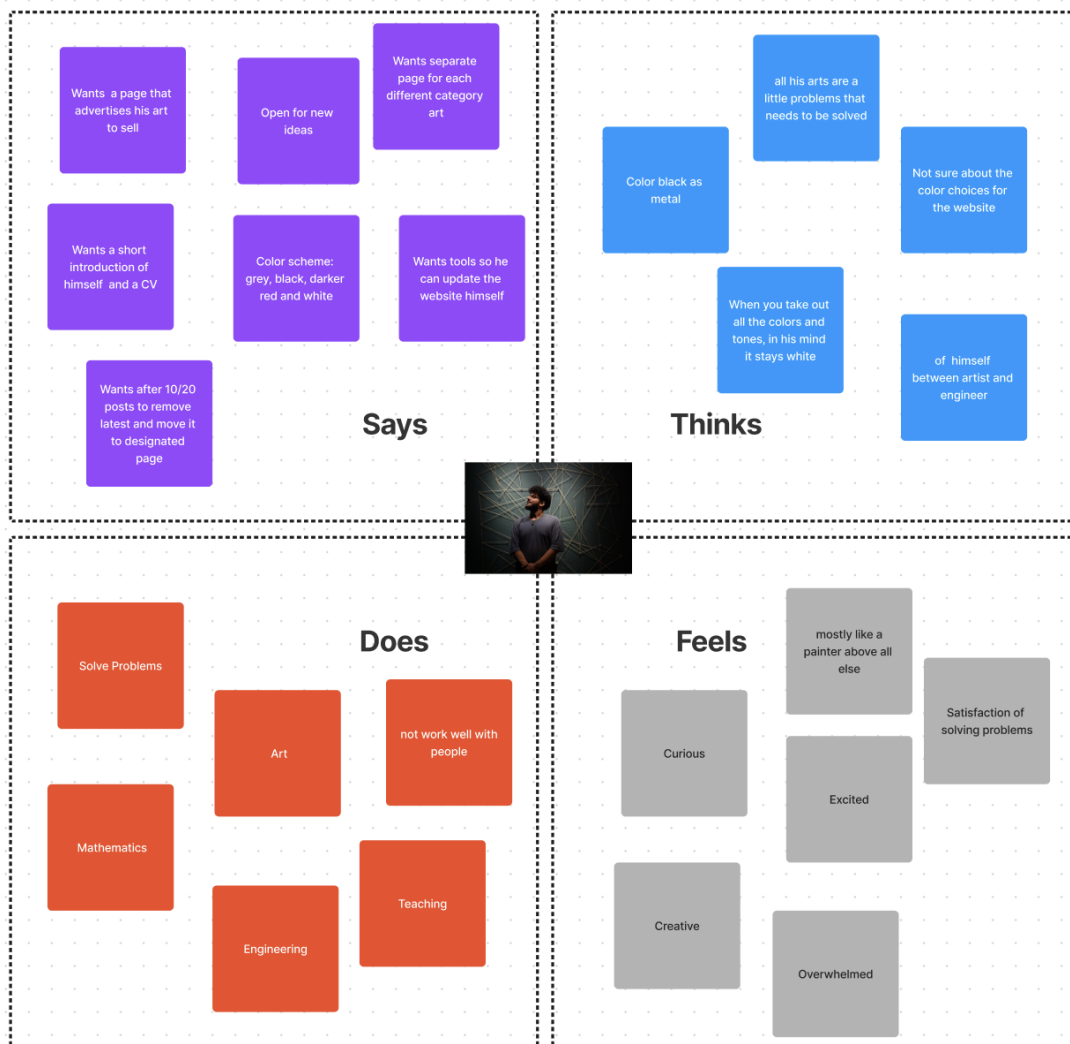
Mood Board

The mood board is based on the results we got from the interview with Erion where we questioned him about his personality, likes, dislikes and leisure time activities. The mood board was used as one of the research methods because it helps organize the inspiration of the project. It helps keep the style and aesthetic within the project consistent. In this mood board you can see some border ideas we have for the actual website, the colors we're going to use and all of the inspiration that Erion gave us in the interview. Erion likes being alone, mathematics, freedom, holidays, teaching, modeling boats and white on white art. Erion sees himself as Da Vinci, a problem solver, creative, minimalistic and an artist and engineer in one. From the interview we've gathered that he can be quite indecisive and therefore also added that into the mood board. Erion is very talkative when it comes to talking about things he's very passionate about and could entertain you about those subjects for hours.
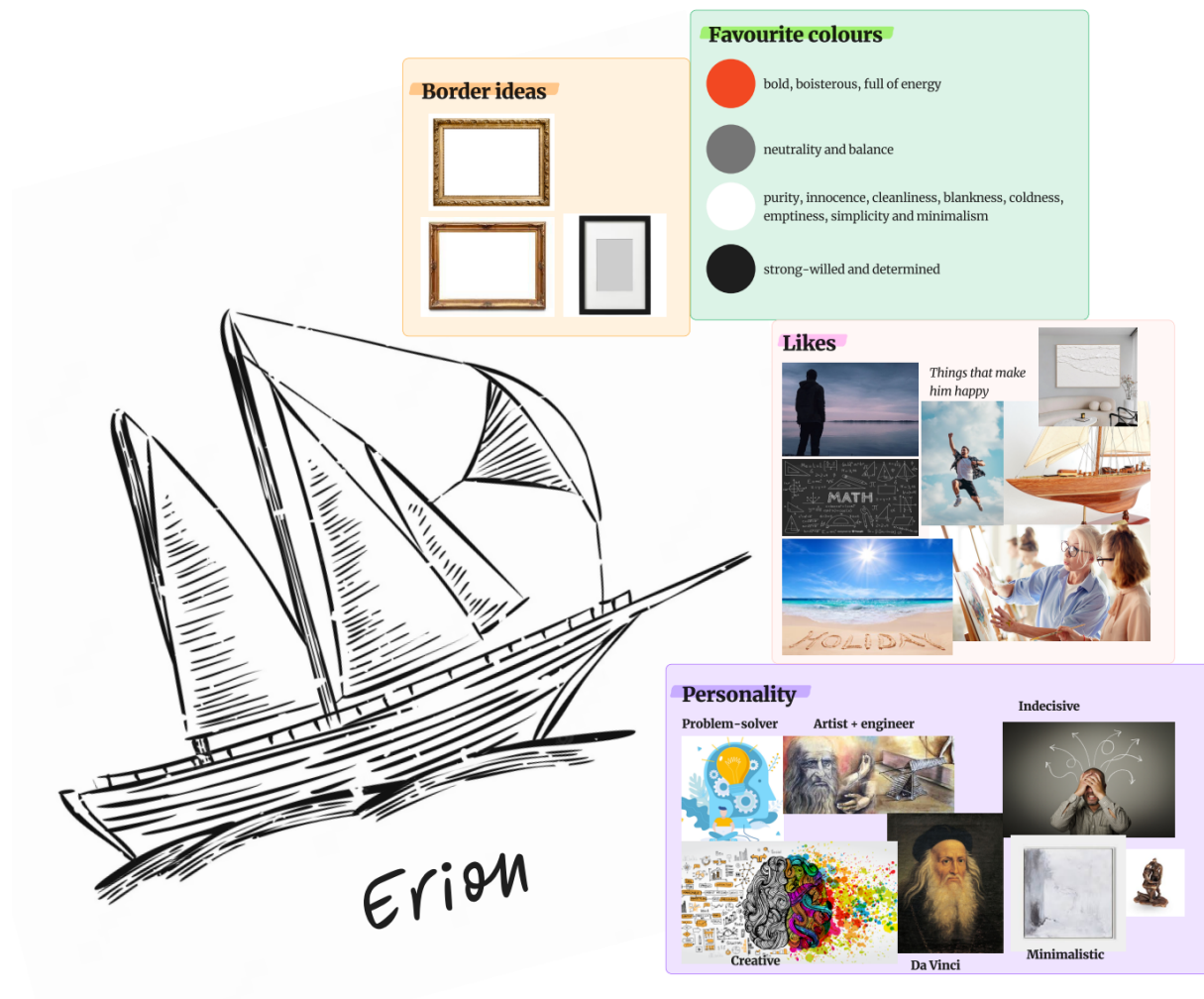
Empathy Map

For the Empathy map we used the data that we got from the interview with our client. The empathy map was used to visualize all that we know about our client. The information is categorized in four sections. For "says" we added the things he said he wanted on the website. For "thinks" we added things that came to his mind. For "does" we added things he does. For "feels" we added the way we think he feels.

Says

- Wants a page that advertises his art to sell
- Open for new ideas
- Wants separate page for each different category art
- Wants a short introduction of himself and a CV
- Color scheme: grey, black, darker red and white
- Wants tools so he can update the website himself
- Wants after 10/20 posts to remove latest and move it to designated page

Thinks

- all his arts are a little problems that needs to be solved
- Color black as metal
- Not sure about the color choices for the website
- When you take out all the colors and tones, in his mind it stays white
- of himself between artist and engineer

Does

- Solve Problems
- Art
- not work well with people
- Mathematics
- Teaching
- Engineering

Feels

- mostly like a painter above all else
- Curious
- Satisfaction of solving problems
- Excited
- Creative
- Overwhelmed

Interview transcript

Erion is an artist who is creative and is always trying to do different things. He creates paintings, sailboats, sculptures and clocks. He classifies himself as something in between an artist and engineer. He is a teacher and loves mathematics. Most of his art works are problems that he creates himself, he then tries to solve those problems. He is open to new or different ideas based on what we see fit.

In terms of some color choices, he likes the color white and a combination that he doesn't mind is white a little red or black or gray. He likes a darker red, in his words: "The color you get when you put the color in the oven." Erion really likes minimalistic designs, even some of his paintings are white on white. He says "Let's say when I take out all the colors and tones, the tone is from white to black and color is color, somehow in my mind the white stays. Because like the white canvas you start with is the empty thing and is less." So this is something he connects with.

And some website specifications are: he would like all his art separated into different html pages based on art type. He also wants one page, the main page, to have his current artwork. And after a certain number of posts it should automatically go into the designated page. On the website he also wants his CV and a short about me section. He wants a page that is catered to selling his work, which is something that he did not initially want. However, the whole website should not be focused on selling, he just wants something that is easy for customers to purchase.

Conclusion

Appendix

Interview:

Interviewer: Zhan
Interviewee: Erion
Location: Online on teams
Time: March 15th 2023. 2:00pm

Interviewer: My name is Zhan, a member of the group Zeus and I will be your interviewer today.

Interviewee: Ok

Interviewer: To get started, what would you say your personality is like?

Interviewee: To say in a few words, I would say I am quite creative. I am always trying to do different things, painting is one of the many things that I am doing. I would say that I am something in between artist and engineer. Not sure what exactly you want to know about my personality because there are many parts.

Interviewer: Yes. I would like to know more about your character and how you would describe your character?

Interviewee: So I like toys, and I enjoy making sailboats. Every summer I go on holiday for at least 3 months and camping. At the same time I am a teacher and I love mathematics. I am a father. I don't know what else to add.

Interviewer: I think that was a good answer to the question.

Interviewee: Let's also say that I like to be with people but I feel…, this is a difficult question about personality. It's difficult to say for myself.

Interviewer: Yes I agree it's okay we can move on.

Interviewee: Just keep this that i have a personality that likes to do a lot of things that makes me happy. At the same time I am a teacher and I love mathematics

Interviewer: ok so how do you interpret your art, like what do you want to show us with your art?

Interviewee: What I'm doing, there are different kinds of problems that I want to solve and in my art I myself create some kind of problems in my painting and then I make many paintings trying to make what I had in my mind. It doesn't mean I always find a solution but it's this that keeps

me working and working. The same thing happens when I create my boats, the idea is to create it without reading and knowing how to build it and the beautiful thing for me is to solve the problem. When I've solved the problem it's somehow not so interesting anymore but I am always trying new problems and then continue doing things I like. I myself create some kind of problems in my painting and then I make many paintings trying to make what I had in my mind. In general in my paintings I like and do try to be minimal in a way of using as little as possible, trying to find structure in anything. So yes, look for things in my painting that are under what you see.

Interviewer: So, obviously you do alot of art, what is your favorite color to work with?

Interviewee: Um generally, it's white, also a combination that I am ok with is white a little red or black or gray.

Interviewer: So some questions that are specific to the website, would you like to have a separate section for each art type or would you like everything to be put in one page?

Interviewee: Ok so i have an idea and i'm not sure if its easy or not. I would prefer this if it's easy to do, i would like it all on different pages and not all in one. But I had this idea that on the first page, there is everything that i've been doing in the last year, in the last 12 months let's say. After 10 or 20 posts the pictures and things that i will write will go by themselves to the right position. For example if it's a painting it will be at the page with the painting or if it's a sculpture it will be with the page of the sculptures.

Interviewer: So, I would assume you want a different page for each of your art styles.

Interviewee: Yes, except if you have a better idea because i dont know alot about websites, I've never seen them in that way. This is what i was thinking, but it doesn't have to be final, if i see something better why not.

Interviewer: Ok, that is a good idea, so one more thing do you want to have an about me page, so a page that describes your personality and you as a whole?

Interviewee: Maybe small, I don't want to show a lot of things about my personality. Maybe a little will help but I don't like to focus on my personality.

Interviewer: Not exactly about personality but like a page about you like what you do and just a short information about you to let people know what you are like.

Interviewee: Yes, I would like something like that. In the place where my CV is, it can be something about me in general. Sounds nice.

Interviewer: Do you have any specific picture that you want to see implemented in the website?

Interviewee: Sorry, can you please repeat that?

Interviewer: Yes no problem, do you have any specific picture that you want to see added to the website?

Interviewee: What specific thing?

Interviewer: Like you have any preferences

Interviewee: Yes I would like my website to focus, I changed my mind from last time, on making people buy. But I don't want my website to be like a shop but to make it easier for someone who wants to buy something. And the other thing is what i said before. The first page you add things and after some posts it goes into the right page by itself. Or to be in both pages for example let's say I add a picture of a painting and everytime i add a new thing it always goes to the first page and the page it must be. And after 10-20 posts it disappears by itself. If it's easy I don't know.

Interviewer: We will try to make your wish our priority, so we will try everything to fulfill your wishes.

Interviewee: Also if you have any other ideas about the first page. Would like the first page to be a little bit not so …, to be something in the first page. I don't know if you also have another idea of course i will appreciate it.

Interviewer: Yes, we haven't exactly started working on the website and once we start we will have more ideas and maybe questions that pop up that we need to have a second conversation and have some feedback about the work we did. So out of all the things you do, what would you say is your favorite?

Interviewee: I would say the paintings out of all the things. Of course I like other things and sculptures but I would like to focus on paintings more.

Interviewer: Yea ok, why would you say that that is your favorite?

Interviewee: Because I started with paintings and everything goes around painting. From kid to school of art and until now I continue. Many times I stop and I do other things but I always come back to the paintings so it's the main thing that I am doing. I am more of a painter.

Interviewer: Also you previously mentioned that your favorite color is white, what do you associate white color with?

Interviewee: I don't understand 'associate'

Interviewer: How do you connect the color white with what? Why is that your favorite color?

Interviewee: As I mentioned, I like structure as less things. When I take out things that I don't think are very important in the end. Let's say when I take out all the colors and tones, the tone is from white to black and color is color, somehow in my mind the white stays. Because like the white canvas you start with is the empty thing and is less. So I connect it with this. Anyway, the other things are probably psychological. For example, I don't like black. But i have a lot of friends that like black and they also like heavy metal music, i like heavy metal but not so much. I like less and minimalist.

Interviewer: So, on the topic, your favorite color is white and not so favorite color is black, what is your favorite combination of colors?

Interviewee: As i said most white a little red, probably gray of course some black like, it's the analogy.

Interviewer: Would you like a darker or lighter red?

Interviewee: Ah good question, imagine taking the color and putting it in the oven. So not a very light color it's very dark but with no gray inside. As if you take it out of the oven.

Interviewer: So I assume it's like a darker red. So obviously you are a very creative person so I would like to know why you are into making boats, that is very interesting?

Interviewee: So of course i can say, i always like to share this idea. I was on the beach and I made a kite and it was so windy that I decided that I would make a little sailboat because it was impossible to keep the kite. It was falling all the time. When I made the little sailboat of course I wanted to know the direction of the wind so the boat goes where I like not where the wind likes. I realized that the boat was taking a totally crazy direction. And after that i left this boat and actually put in the bottle a little gift and after 2 months one guy found it on the beach, a fisherman. Anyway, after this I had in my mind why the boat was not going well and I started making small simulation boats to know what's going on. Because I am good at mathematics and then I realized that the boat was doing different things than what i was imagining. Then I started with this research then slowly I did the full mathematics. And after 6000 designs and 30 little boats i started to find some solutions that the boat was working. You know when you work a lot with one thing then you get close. Then I made one and another. I built around 6 boats, and 1 year ago a boat with 3 friends in a big sailboat. See the boat started with a problem and if i solved it easily i wouldn't have continued and been bored. But because it was difficult it was like I couldn't stop.

Interviewer: Ok, that is very impressive. I would like to ask you one last question: what do you want to achieve from this website at the end?

Interviewee: My idea is that it is possible to use it and so I can continue it on my own. So I have a place to show my art and also to sell from the website.

Interviewer: I think I get the idea and also is there anything specific that you want to be sold and something that you don't want to sell?

Interviewee: Yes , that's why I have the idea of different pages of the paintings and sculptures and everything and probably we can have one page that there are things that i want to sell. Maybe one page can be like a shop.

Interviewer: So I assume you want to like the 2 main pages: one being a catalog and the other to sell things.

Interviewee: Yes somehow, actually maybe we are saying the same thing but I will repeat myself. One part should show my work in general with how many pages. And another one that's like a shop where it shows what of my work someone can buy.

Interviewer: Ok yes i think i get the idea. Alright that is going to be all for the interview, thank you so much.

Interviewee: Thank you and feel free to ask me if you have more question i will make time

Peronas:

Image 1: Details of Sam

Name
Sam

Art interest
Paintings,
Digital art work,
Drawing,
Photography.

Purchasing Habits
Owns art
Buys the pieces

Demographic
Female ⚙ 21 ⇕ years
Yearly income: under 20.000
Location: The Netherlands

Background
Dutch girl who is interested in art and looking at it, in her free time she likes to make her own digital art which she shares online.

Image 2: Details of Evan

Name	×
Evan	

Art interest
Not interested in art at all

Purchasing habit
Does not buy art,
Does not own art

Demographic
Male ⚙ 34 ⇕ years
Yearly income: Over €80.001
Location: America

Background
This American worker couldn't care less about the art world, he thinks it is a waste of money. He would rather spend his hard earned money on something else

Survey:

Image 3: Survey

What is your age?

62 responses

Copy

- Under 18
- 18-24
- 25-30
- 31-40
- 41-50
- 51 or over

24.2%

11.3%

48.4%

16.1%