

Main question

What would a showcase of Erion's portfolio and personality look like, and how can that be incorporated into a website? **Votes: Jean, Fleur, Melany, Rob, Tim**

Sub-questions

Should answer the chosen main question

Colour code sub-questions you want to use, then we'll discuss.

Personality

What is Erion's personality like?

How does Erion interpret his own art?

Portfolio

What kind of art is in, and how big is Erion's portfolio?

How did he get interested in the art that he creates?

Website

How would he like to represent himself on the website?

How can Erion's art best be used as a basis for a website?

What amount of his portfolio would Erion like to be shown?

What feel does he want to give the users of his website?

What are some stylistic choices he wants to see on the website?

Does he want his art explained or left up to the viewer's interpretation?

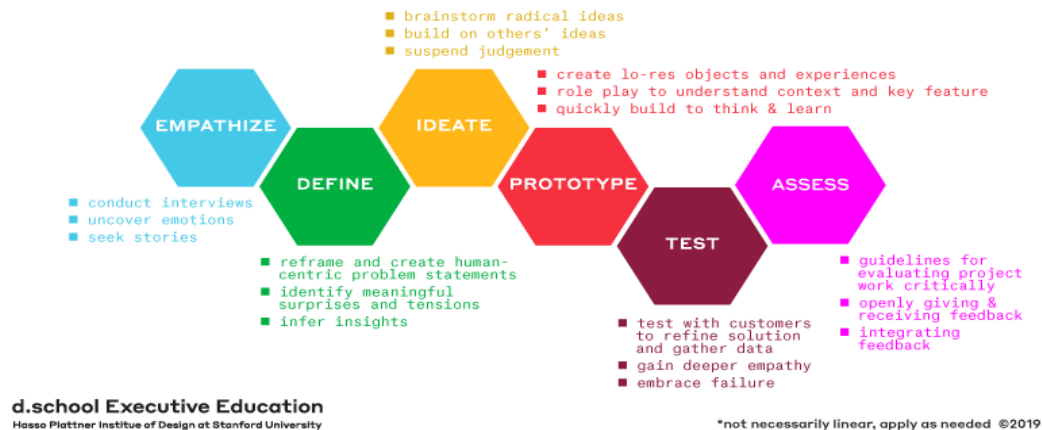
What are the main things Erion wants on the website?

How often should Erion be contacted for progress updates?

Research Methods

<https://www.cmdmethods.nl/>

Design Thinking Process Diagram*



Design Thinking Process Diagram

Empathise:

What is Erion's personality like?
How does Erion interpret his own art?
How would he like to represent himself on the website?
How did he get interested in the art that he creates?

Define:

What kind of art is in, and how big is Erion's portfolio?
Does he want his art explained or left up to the viewer's interpretation?

Ideate:

What feel does he want to give the users of his website?
What are some stylistic choices he wants to see on the website?
How did he get interested in the art that he creates?
How can other websites be used as a source of inspiration to create a quality portfolio for the client, Erion?

How can Erion's portfolio be created in such a way to stand out from others in the market?

How will all the requirements be identified?

Prototype:

How would he like to represent himself on the website?

How can Erion's art best be used as a basis for a website?

How will we ensure that the final portfolio meets the requirements of the client?

Test:

How often should Erion be contacted for progress updates?

How will we ensure that the final portfolio meets the requirements of the client?

How will all the requirements be identified?

Assess:

How often would Erion like to give us feedback/ See the feedback that was implemented?

Research activities assigned

Sprint 1

Focus on pre-research

Empathy mapping

Deliverable: end of week 3 pitch project plan + group rules document

Sprint 2

Project plan

Team mission statement:

- Project details
- User requirements
- Functional requirements
- Database/data flow diagrams

Working on Define phase with some focus on persona, manifesto, user scenario, user stories etc.

Deliverable: end of week 7 pitching project document

Sprint 3

Sketching, brainstorming/writing, worst possible idea etc.

IDEATION TECHNIQUES

Deliverable: end of week 11 individual recorded project pitch presentation. E.g. a pecha pucha or similar

Sprint 4

Prototyping, basic explanation between project and prototyping in low, mid and high fidelity. Focus on media deliverables from other subjects that are relevant to the project.

Start of testing phase: simple and basic focus on different testing methods and making iterations (UCD lessons).

Deliverable: end of week 16 the group will deliver final presentation + final report

CMD Research Methods

CMD research methods will be used to support the research planning needed to deliver a complete portfolio for Erion, the final client.

The following research methods will be used:

Benchmark creation - Design phase

Benchmark creation uses existing products in the niche market, which the group plans to use as a source of inspiration.

How can other websites be used as a source of inspiration to create a quality portfolio for the client, Erion?

Co-creation - Design phase

The group plans to gain inspiration from Erion by involving him in the design process. Which allows the group to know Erions expectations in the final outcome

How often would Erion like to give us feedback?

See the feedback that was implemented?

How often should Erion be contacted for progress updates?

How would he like to represent himself on the website?

How will we ensure that the final portfolio meets the requirements of the client?

Competitive Analysis X

Similar to the UPS method competitive analysis will be used to find in a niche or unique selling point competitors are not filling.

How can Erion's portfolio be created in such a way to stand out from others in the market?

Design Specification - Prototype phase

The characteristics of the portfolio will be identified so everyone involved is kept informed of all the design choices.

What feel does he want to give the users of his website?

What are some stylistic choices he wants to see on the website?

Interview X

Interviews will be conducted to understand Erion better by gathering their opinions, and what is required of the group.

What is Erion's personality like?

How does Erion interpret his own art?

How would he like to represent himself on the website?

How did he get interested in the art that he creates?

Mood Board X

A mood board will be created and used to describe the 'mood' or the 'feel' of the envisioned product and to see what is needed by Erion.

What feel does he want to give the users of his website?

How would he like to represent himself on the website?

Pitch - Week 11

Use the unique selling points to communicate them and sell it to the client.

How will we present our final project to Erion?

Prototyping - Prototype phase

This method will be used throughout the project, multiple prototypes will be created and evaluated as part of the iterative process.

How will we ensure that the final portfolio meets the requirements of the client?

Requirement List

A complete list of requirements will be used as a checklist to identify what is needed and keep track of what is done and what needs to be done.

How will all the requirements be identified?

Thinking Aloud X

The group will use this method to understand the reasons behind user behaviour, or uncover the mental models of the user in a usability test. This comes down to asking users to think out loud their initial thoughts to get their first impressions on the product.

How can we get the initial impressions of the portfolio?

USP (Unique Selling Points)

USP will be used to take into account similar existing products in the market. The group will identify how we plan to create a unique product for Erion that will stand out in the market.

How can Erion's portfolio be created in such a way to stand out from others in the market?

Summary of the survey

Most popular answers:

Age group:

18-24

Yearly income:

Under €20.000

Most interesting art:

Paintings

Most popular place to purchase or rent art:

Online

Most popular place to look at art:

Online

Most created type of art:

Digital art

Least favourite answers:

Age group:

31-40

Yearly income:

Over €80.000

Least interesting art:

Sculptures

Least popular place to purchase or rent art:

Art gallery

Least popular place to look at art:

Art gallery

Least created type of art:

Vector illustrations

Over half of the participants have their own art and most of the people either don't purchase or rent art.

Main research question

What would a showcase of Erion's portfolio and personality look like, and how can that be incorporated into a website?

Design Thinking Process Diagram*



Sub questions

Empathize

What is Erion's personality like?

Research method

This question will be answered with an interview with Erion to make sure that the most information has been provided for the succession of this project.

Personal questions:

What would you say your personality is like?

Tell me about a time you faced an ethical dilemma at work. How did you deal with it and what was the result?

How did you respond to people that criticise your work and what did you learn from the criticism?

Can you tell me a story about someone that criticised your work?

Work-related questions:

Out of all the things you do, what would you say is your favourite type of art?

Why is that your favourite type of artwork?

I am also very curious to know what is/are your favourite colour/s?

What do you associate your favourite colour with?

You are a very creative person but I want to know why you are into making boats?

What was the occurrence that made your connection with boats?

Zeus Risk Assessment

Likelihood that one risk will happen is determined in a scale of one to four, which can be seen below.

1 Highly unlikely

2 unlikely

3 likely

4 Highly likely

Late arrivals

(1-2)

Late arrivals will be punished by having to do push ups at the earliest available convenience. There is no exemption for any group member. Per minute late, one push up has to be done. If someone is more than 30 minutes late, they will have to do an additional 40 push ups, on top of each minute previously. If someone is unable to make it on time due to unforeseen circumstances (public transport issues, illness, etc) this does not apply.

Lack of leadership

(1)

A lack of leadership is not expected in our current situation. Good communication is a core value of our group, which makes distinct leadership not as necessary.

Incomplete decisions

(2)

If decisions are not made during our weekly stand-up meetings or when discussing specific assignments or tasks, a separate meeting will be held to come to a decision in a timely manner.

Communication failures

(1-2)

Communication failures are not expected to be an issue due to our in person communication at school. On top of constant communication, a discord group has been created where we share insights, work, plans and more.

If communication failures occur, a talk will be held with the individual(s) in question.

Assigned tasks not delivered on time.

(2)

If tasks assigned to people are not delivered on time without proper reason provided, a talk will be held with the individual(s) in question. During the talk we as a group will come up with a suitable solution for the situation.

Zeus's Mission Statement:

Innovate, design, create. Making accessible web applications to better your company and educate ourselves

Interview Questions

For Erion:

What is Erion's personality like?

How does Erion interpret his own art?

How would he like to represent himself on the website?

How did he get interested in the art that he creates?

What is your favourite colour?

Do you want a separate page for each art section or all in one page?

Do you want an about me page?

What specific features do you want to see on the website?

Do you want a static or moveable website?

What is your professional goal?

Do you have any personal goals that you want to achieve?

What is your artistic look on life?

Personal questions:

What would you say your personality is like?

Tell me about a time you faced an ethical dilemma at work. How did you deal with it and what was the result?

How did you respond to people that criticise your work and what did you learn from the criticism?

Can you tell me a story about someone that criticised your work?

Work-related questions:

Out of all the things you do, what would you say is your favourite type of art?

Why is that your favourite type of artwork?

I am also very curious to know what is/are your favourite colour/s?

What do you associate your favourite colour with?

You are a very creative person but I want to know why you are into making boats?

What was the occurrence that made your connection with boats?

Interview notes:

Luc:

Tim:

Personality: Quite creative, always tries to do different things. Main thing painting

Sees himself between artist and engineer.

Character: Likes toys, making sailing boats, summer holiday three months at least.

He is a teacher, loves mathematics. He's a father. Finds it a difficult question to describe his personality. Does things that make him happy, works for himself and not for others. He can't work with others easily.

His art is kind of like... Tries to solve problems on his own. He finds a problem and tries to find other problems and to see what he likes. All his paintings and sculptures are little problems. In general in paintings, he tries to keep it minimal, but in a way to find structure in something.

His favourite colour: white. And a little bit of red, black or grey.

Prefers different pages, not a one-pager.

First page idea: everything he did for past 12 months? To be on first page. After 1 year or 10-20 posts the pictures/ other content should go to their supposed page. Painting content -> paintings page, sculpture content -> sculpture page.

But he's open for different ideas.

Doesn't want to showcase a lot about himself and his personality. But would like a short introductory page, like a CV/ about me page.

Specific features he'd like to see on the website: focus on making people buy. Not a shop, but to make it easy for somebody to purchase something. First page a collection page. Items go to correct pages on their own after set amount of posts.

Out of his art, which is his favourite: the paintings. He likes the others too, but wants to focus on paintings more.

He starts with paintings, and everything else goes around it. He might go and do other things in life but always comes back to painting. He's more of a painter.

White colour association: When you take out all the colours and tones, in his mind it stays white. He doesn't like the colour black. He likes heavy metal music but not as much as his friends.

Favourite colour combination: mostly white with a little bit of red, and probably a bit of grey. Some black lines, the analogy between colours.

He likes kite. Because it was too windy he decided to make a little sailboat. He wanted to see how the boat could go where he'd like, instead of where the winds push it.

After a bunch of little boats. He found somewhat of a solution for the boat to work. Then he just continued to create more boats. Eventually creating bigger boats.

If he didn't start working on the first small problem, he wouldn't have gotten to where he is now.

He wants a useful website and some tools so he can update it himself.
A place to show his work and also to sell. He would like to sell from his website.
A clear place to show his work, would get people interested in buying.

Individual pages with sculptures and paintings.
Another page for items on sale.

Main page with ~10-20 content posts/images.
Individual painting page
Individual sculpture page
Shop page. With sellable items, not necessarily all of it.

Maybe a dropdown menu for different artstyles (sculptures, paintings, drawings)

Competitive Analysis

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 link 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 colour 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 colourful 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

We'll make an Excell chart sometime next week like:

<https://www.bdc.ca/en/articles-tools/marketing-sales-export/marketing/how-evaluate-competition>

	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 centre 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.

Week 4 notes

What did we do last week?

We've worked on the project plan, updated and uploaded it. We created and held a presentation showcasing our initial project plan.

What decisions did we take?

We've decided to update the project plan based on our feedback.

What are we going to do next week?

- Contact the client to plan an interview on the short-term.
- Keep the planning/gantt chart up to date.
- Continue updating Git
- Update the project plan if applicable
- Prepare interview questions

What feedback have we received?

The feedback on our presentation was that the Gantt chart was too much for a presentation. It could use some colour coding as well to make it more clear at a glance.

Regarding our project plan, we should put in our chosen CMD methods into the plan as well as link it to our main/sub-questions regarding the project.

We also missed writing a scope.

Which problems or issues did we encounter and how are we going to address these?

We missed some parts in the project plan, which we've added after finding out we missed them.

Some people were also unable to come to school last week due to public transport issues.

We resolved this issue by working from home if applicable.

Week 3 notes

What did we do last week?

Started work on the Project Plan and created the planning/gantt chart.

What decisions did we take?

We've decided upon a set of CMD methods to work with and linked them to our main and sub- research questions.

What feedback have we received?

We have not received any feedback in week 2.

Which problems or issues did we encounter and how are we going to address these?

We had to decide upon a set of CMD methods. We each put in three choices of our liking, and looked at which ones were chosen multiple times, those were chosen immediately. After that we've had some discussions to decide on some extra ones together.

Before the break we also wanted to do some work on our project plan, so we had to choose a date. Through a date picker we came to the conclusion that Friday would be the optimal day to work on this.

What are we going to do next week?

- Finish the project plan
- Prepare the presentation

Previous ideas

Do we (zeus) have enough info about Erion's art?

How can we (zeus) make a good exhibition for Erion

How can Eroin's art be showcased through a website to express his artistic perception?

What Erion's friends like the most out of his work?

What would be required to showcase Erion's art to new people interested in art and entice people already into his art?

How can Erion's portfolio and personality

How can Erion's portfolio and personality be showcased on a website, accessible for everyone

What would be required to showcase , express and promote Erion's art in a website?

How can we (Zeus) widen the audience for Erion's art throughout his friends and potential customers?

How could we attract more of Erion's friends and potential customers to his art to showcase his emotion and perspective?

How can Erion's portfolio and personality be expressed towards his friends and people who are interested in his art through a website?

How can we best show Erion's personality through a website?

How would he want to sell things?

What is Erion's favourite kind of art?

How does Erion express his emotion?

How is his personality integrated with his artwork?

What is Erion's connection with boats?

How did Erion get fascinated with white on white paintings?

Which piece of art is Erion most proud of?

What art type is his favourite?

How can Erion's artistic style be described?

What things does Erion want to sell?

How valuable does Erion think his art is worth

MAINS

What would a showcase of Erion's portfolio and personality look like, and need to be to become a functioning website?

How can we make a functioning website that showcases Erion's portfolio and personality?