1 Business Concept

1.1 Business Idea

A website that offers potential clients to post requests of their ideas like a short article of sorts or an open-ended commission with details which would then be reviewed by artists surfing through the site to either accept the request(s) or ignore it.

1.2 Business model

The website would produce revenues through taking a small number of fees from successful payment of artist commissions which the client has to pay in addition to using the site and putting up those requests.

 A premium subscription would also be available for clients to boost their posts and for artists to also boost their status so the clients could see their profile easier.

1.3 Market Research

Market for Product/Service

The service focuses on the proper communication between the artist and the client to allow a better discussion and improve the search area, allowing the clients to essentially pick and choose the right artist(s) to draw for them.

The site has focused to attract people from different races, gender and age to operate the site with slight limitation from children under the age of 18 who may need the parent's permission to sign up with the website. As different type of people could be interest in different genre of arts and wants the best for their commissioned works, in doing so, they would be allowed browse through our website to pick out their best prices and art styles before making a final call on their patronages.

The site targets to mainly offer the user from the same mother tongue in navigating through site. As having an extensive number of different natives could cause a major inefficiency in communication between the artists and the clients.

1.4   Marketing/Advertising

Advertising would be done either entirely through digital means i.e. social media platforms such as YouTube, Facebook or Instagram, or partly through the words of mouth between customers to other customers.

1.5   Competitors

1.5.1   Fiverr

The site called Fiverr is also doing a similar kind of idea, but they allow only the artist to set prices for their works and let the customers pick which package they want to commission the artist.
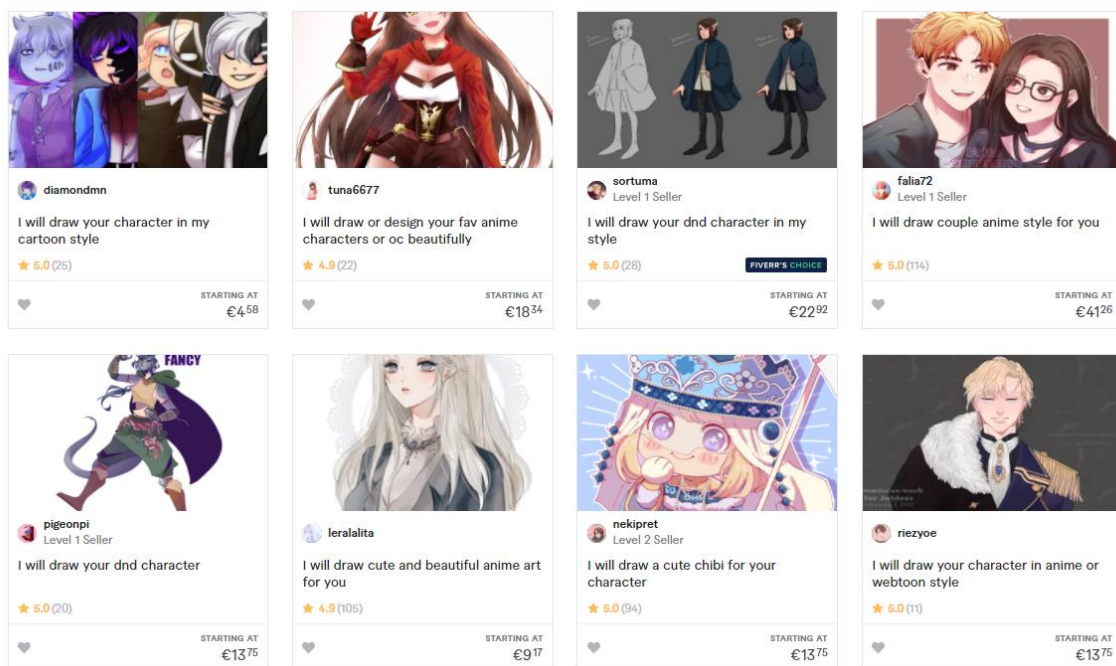

Figure 1 Posts of Artist's Services

In each post shown in the diagram above, the artists settled the limitations of what they would draw and allow passing-by customers to pick the packages arranged by the said artists.

"Great work! Took what I had put in the revision and overall just a good experience"
Reviewed by samellis1999 1 month

What people loved about this seller

See all reviews

brightoncablay 🇺🇸 United States ⭐ 5

SO beautiful! The best artwork yet that I have seen for my OC! Will definitely be buying again! Truly blown away with how good this turned out, thank you...

About This Gig

NOTE:
+ please send me message first before ordering
+ I prefer visual references than word description but only word description is okay!
+ I maybe reply late because of my work schedule, if I didn't reply in 2 days please send me message again;;;
+ for commercial please send me message too! ^^

I do draw :
– portraits (from your photo)
– original characters
– fanarts
– fantasy-themed

I do not draw : (but you can send me some details to ask first)
– NSFW (if just face expression is okay)
– Furries
– full armor
– Sci-fi themed
– Realistic Animals
– Creature/Monster

Main Type	Illustration Style	Image File Format
Cartoon	Anime	JPG, PNG, PSD

About The Seller

leralalita
⭐⭐⭐⭐⭐ 4.9 (105)

Contact Me

Figure 2 Extent details of the service provided by the artist

When the customers have chosen one of these posts, they will be linked to a page where further details of the mentioned services are displayed. I liked the 'About The Seller' which shows the seller's rating which added some sorts of reliability and security to the client.
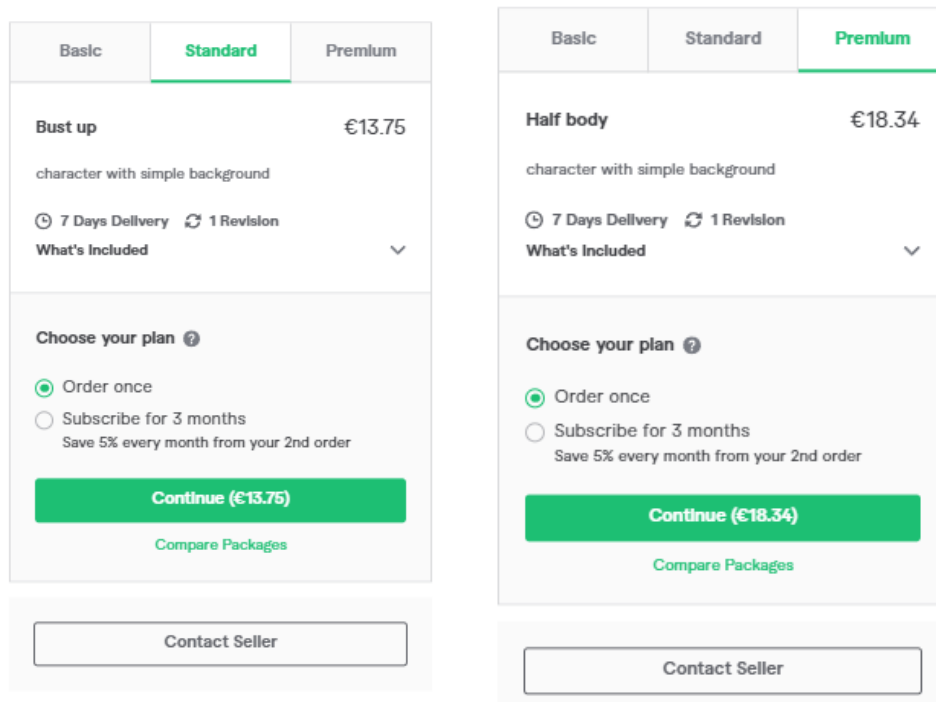
Figure 3 Showcase of Level of Packages.

The customer could pick different packages between Basic, Standard, and Premium packages which the artist could set to distinguish their level of services, for instance this artist has prescribed their service from basic to premium as a different shot of portrait i.e. a head shot, a bust shot, and a half body shot.

Figure 4 Explanation of commission shots

1.5.2 Arbum

Another site would be Arbum.art which is an art site for artists to upload their art works and post their commission rates for potential clients to look into and decide whether to commission the said artist or not.
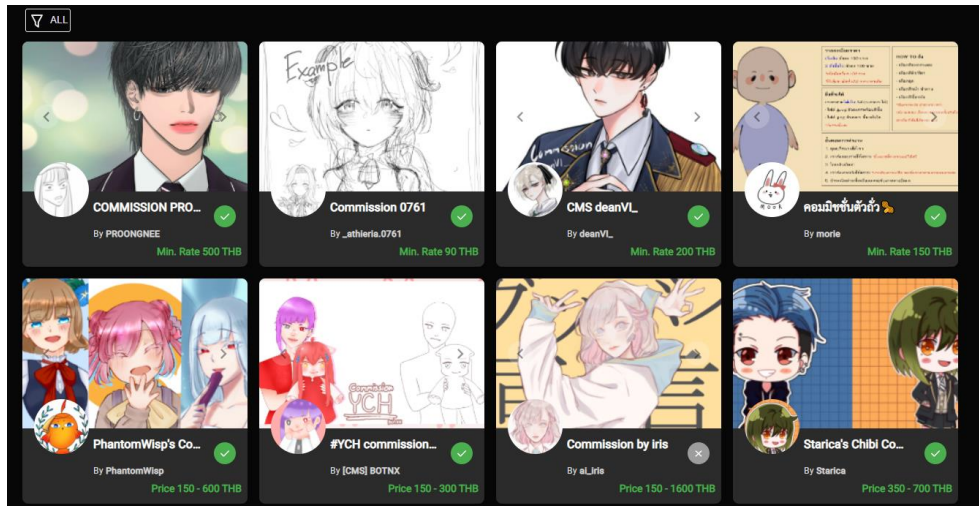

Figure 5 Artist profiles on Arbum.art

The site functions similarly to Fiverr but the artist could set the minimum and maximum amount of commission rates. I liked how the status of artists available for commissioning are shown as a green ticked symbol.
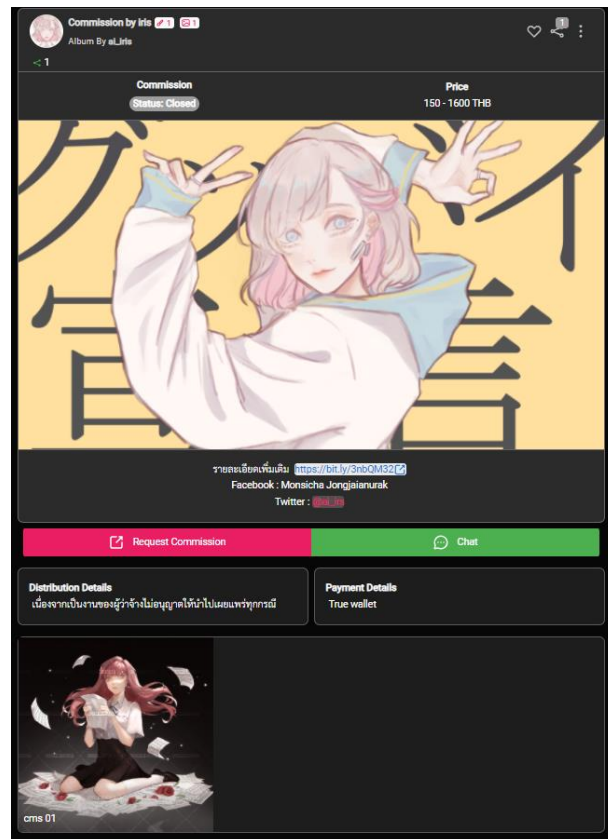
Figure 6 Detail Page of the Artist's Profile

When the clients clicked on one of these profiles, they will be navigated to somewhat, a descriptive page of the artist, displaying the artist's previous works, prices and commission status. The client could then click on the link in the description of the profile to even further display their commission rates, in which I have found to be quite a stretch.

1.6   Employees

The site may require several roles for employees to acquire such as the admin and moderator roles to set balance to the community and prevent any impropriety from occurring.

1.7   Environmental Impact

Cloud storage may affect the environmental nature as several servers use for stockpiling data would produce mass carbon dioxide (CO_2) in the long run i.e. it is estimated that the amount of CO_2 will result in a 2 degrees Celsius increase in the global warming by 2050.
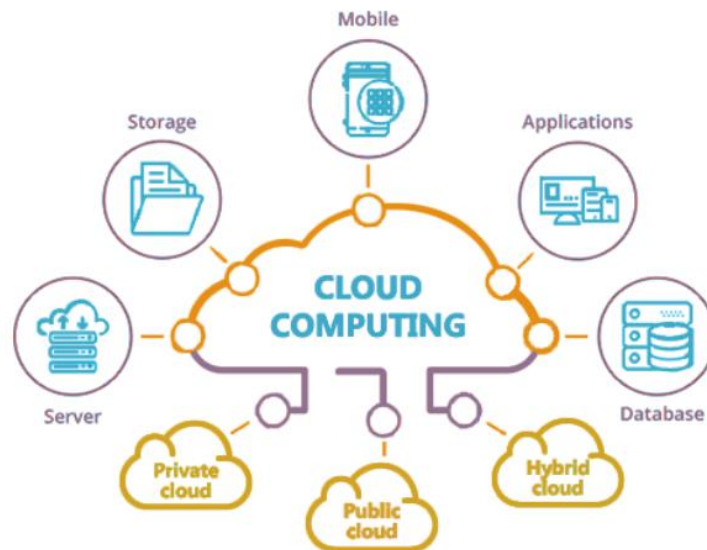
Figure 7 Diagram of Cloud Computing

To further discuss on the impact of the problem mentioned above, the usage of cloud computing also produced a mass quantity of electronic wastes that additionally get dumped by businesses. And due to this, industries often replace their equipment with newly produced and higher technological products in the market to greatly extent the storage amount and increase its processing power in order to keep up with the present time.