

NW Fine Art Printing Website

URL: <https://dev.nwfineartprinting.com/>

User Groups:

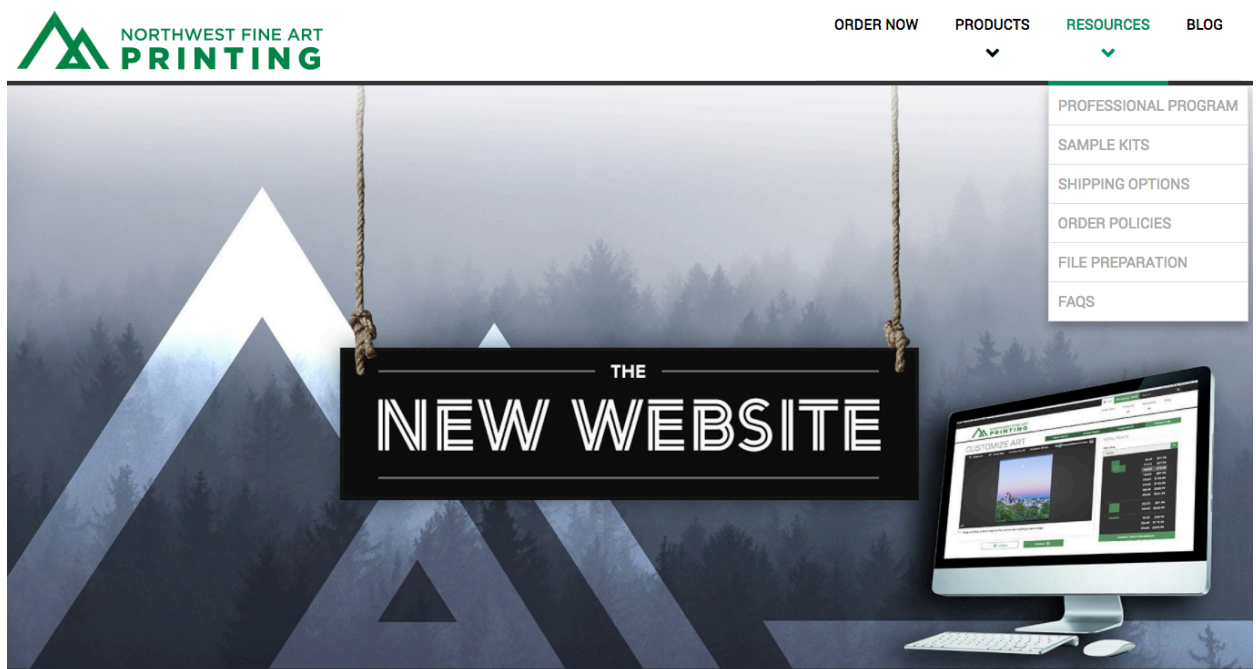
- Primary: Professional artists with discerning clients, photographers, or general public who have shopped at NW Fine Art Printing before
- Secondary: general customers who are looking to obtain art printing services online

Primary High-level tasks for user groups:

- Get information
- Order
- Upload
- Pay

Site Structure/Information Architecture

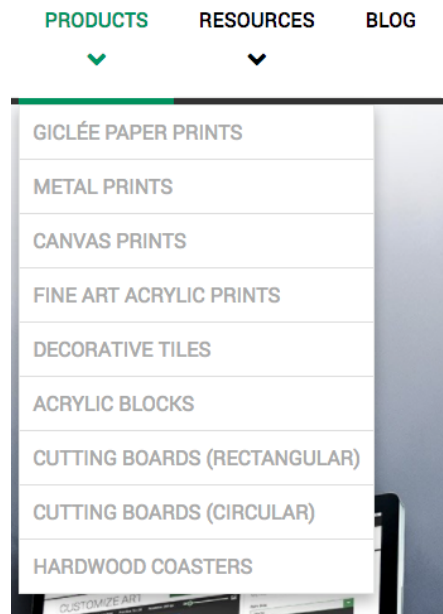
1. Certain category contains too much content and need to be broken into two or more categories. Under the primary navigation category “Resources”, there are different secondary information items. Specifically, “Professional Program” is a page that contains rich information and call-to-action button, which can be listed separately as a primary navigation category



2. The utility navigation is not logically organized. The utility navigation in the site is mainly used for users to quickly check best-selling and featured products. “Our Mission” is mixed into the utility navigation, which can cause potential confusion for browsing.

BESTSELLERS

3. Some categories are shallow and could be combined together. For example, under the primary navigation “Products”, “cutting boards rectangular” and “cutting boards circular” can be combined together to avoid unnecessary redundancy.



4. Overall, the site structure is organized as a typical e-commerce site, which is consistent with the general mental model.

Navigation:

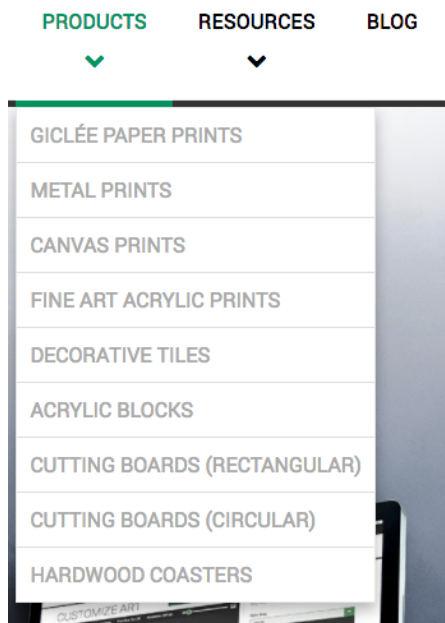
1. The site adopts a utility navigation in the middle of the page to help users navigate when they scroll down the page. While “Top” here is used as a navigational item to help users quickly get back to the top of the page. This might not be the typical mental model users have to quickly navigate back to the top compared to the general upward arrow. Users might not be able to quickly understand the use of “Top” here since it is listed at the top left corner and is listed along with other menu items.

BESTSELLERS

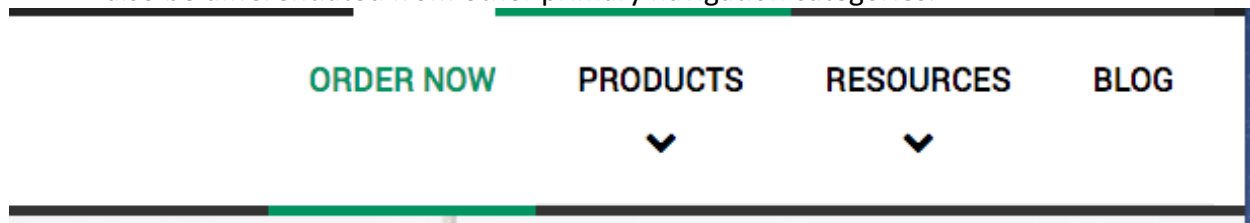
2. While the global navigation is fixed across all pages, there are no strong visual cues to help users understand locations. It would help use breadcrumbs to help users quickly identify locations.

Label and Content:

1. Labels are simple and pertinent. However, the wording can cause a bit confusion for new customers or first-time visitors. NW Fine Art printing provides printing services on different forms of products, users can choose to print their artworks on different materials and in different forms. Instead of simply “buying products”, users are actually purchasing printing services which include final products. A recommendation would be to use the action word “Shop” instead of “Products”. “Resources” is also a relatively vague/broad word for the secondary items inside this category. It is recommended to change the word “Resources”.



2. From a business point of view, several secondary items could be brought to more prominent position on the home page. For example, “Professional Program” is a special program that is aimed to attract business customers for long-term cooperation. It is recommended to put it as primary navigational item.
3. “Order Now” is a call-to-action item, it can be designed to be more prominent. It should also be differentiated from other primary navigation categories.



4. Currently the site does not have a “how-to” page/section to quickly teach users how the ordering system works, it would be helpful for first-time-users to have a quick reference section when they are not familiar with the service.

Usability:

1. Product page: currently product images are slightly enlarged on click, and there is only one image of each form/type, users are not able to zoom in the image to see more details. It can be difficult for users to tell the differences and make purchase decisions based on the current amount of details, especially for users who are not familiar with differences among different printing materials. It is recommended to utilize the product page for better viewing product details and comparing products.

GICLEE PAPER TYPES



PHOTO LUSTER

A popular paper featuring the same pebbled surface as silver halide prints. Offers an extremely wide color gamut with rich saturation and amazing detail.



PHOTO GLOSS

A classic gloss photo paper with smooth texture, vibrant color, and great clarity.



PHOTO METALLIC

A high gloss, metallic photo paper with smooth texture, vibrant color, and great clarity. Slight silver coloring gives an understated yet dazzling look.

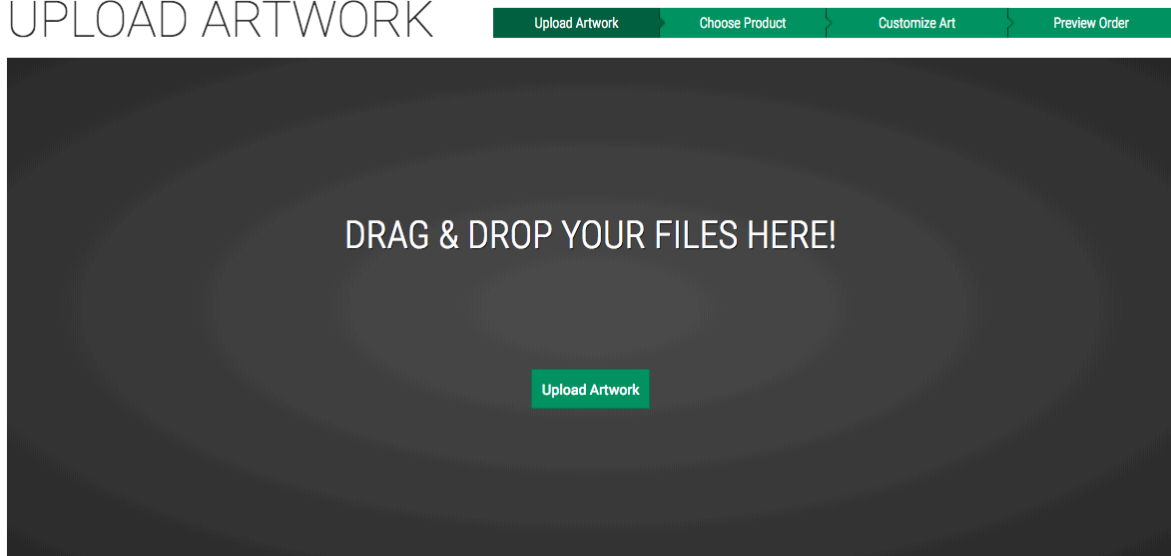
2. Pricing table: current pricing table is a bit complicated for users to quickly view and estimate the printing cost. The table could be simplified with images.

PRICING

	SIZE	PHOTO LUSTER	PHOTO GLOSS	PHOTO METALLIC	ENHANCED MATTE	NATURAL RAG	VELVET RAG	BARYTA RAG	AQURELLA RAG	BAMBOO
TRADITIONAL	8x10	7.99	7.99	7.99	8.99	8.99	8.99	10.99	10.99	10.99
	11x14	12.99	12.99	12.99	13.99	13.99	13.99	16.99	16.99	16.99
	16x20	21.99	21.99	21.99	24.99	24.99	24.99	31.99	31.99	31.99
	16x24	25.99	25.99	25.99	28.99	28.99	28.99	36.99	36.99	36.99
	20x24	30.99	30.99	30.99	35.99	35.99	35.99	44.99	44.99	44.99
	24x36	51.99	51.99	51.99	60.99	60.99	60.99	77.99	77.99	77.99
	36x48	100.99	100.99	100.99	117.99	117.99	117.99	152.99	152.99	152.99
	40x60	137.99	137.99	137.99	161.99	161.99	161.99	209.99	209.99	209.99
SQUARE	20x20	25.99	25.99	25.99	29.99	29.99	29.99	37.99	37.99	37.99
	40x40	93.99	93.99	93.99	109.99	109.99	109.99	141.99	141.99	141.99
PANORAMIC	8x24	14.99	14.99	14.99	16.99	16.99	16.99	20.99	20.99	20.99
	20x40	48.99	48.99	48.99	56.99	56.99	56.99	72.99	72.99	72.99
	30x60	104.99	104.99	104.99	122.99	122.99	122.99	158.99	158.99	158.99

- Upload Artwork: currently size instructions/file format instructions are not displayed in the “upload artwork” page, in order to prevent potential error and to make sure the printing work is of high quality, it is recommended to include detailed instructions on file sizes, formats, and restrictions in this page to help users successfully upload qualified files.

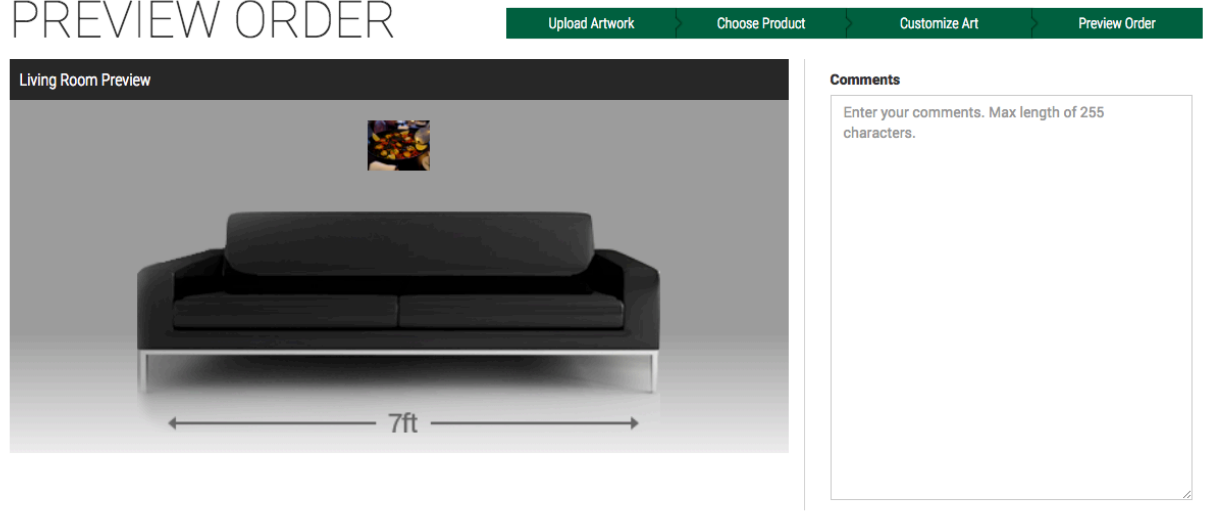
UPLOAD ARTWORK



Continue →

4. Preview work: while it is intended to help users better understand the size of the actual printing by providing a preview screen, currently there is only one reference scene (living room), which might be hard for users to compare when they purchase cutting boards, or table decoration pieces. It is recommended to provide a variety of reference scenes for users to compare the sizes, for example, a book, a laptop, a cell phone, etc.

PREVIEW ORDER



5. Current search function is not complete, for example, some advanced search functions are not working. Besides, currently search function is also available for searching products, not for all content.

SEARCH - CANVAS

Search Criteria



All Categories 

☐ Search in subcategories


☐ Search in product descriptions

Search


PRODUCTS MEETING THE SEARCH CRITERIA




Sort By:

Default 

Show:


15 



CANVAS PRINTS

Canvas is a timeless material that embodies a classic look and feel. Our high-grade Giclée printe..


Add to Cart



Showing 1 to 1 of 1 (1 Pages)

SEARCH - SHIPPING

Search Criteria

All Categories 

☐ Search in subcategories

☐ Search in product descriptions

Search

PRODUCTS MEETING THE SEARCH CRITERIA

There is no product that matches the search criteria.

-
6. FAQs page: this page is text-heavy, and could be better organized and laid out for users to quickly search for information. Currently there is no obvious visual cues to differentiate questions from answers, clearer visual hierarchy is needed.

FAQS

WHAT'S THE TURN-AROUND TIME?

Standard production time takes 5-7 business days from the date the order is placed. This doesn't include shipping time. Rush options and expedited shipping are available upon request.

WHAT RUSH OPTIONS ARE AVAILABLE?

We offer next day, 2 day, and 3 day turn-around times upon request (see below). Expedited shipping is also available. Costs depend on zip code and final weight/dimensions of boxes.

Rush Option	Price
Next Day	100% of order cost
2 Day	50% of order cost
3 Day	25% of order cost

ARE THERE SAMPLE PRINTS AVAILABLE?

At this point in time we don't offer any free sample kits. We suggest that first-time customers place a small order to start (\$25 minimum order fee) or visit one of our in-store locations in Kent or Kirkland, WA.

I JUST GOT MY PRINT BACK. WHY DOES IT LOOK DIFFERENT THAN THE PICTURE ON MY MONITOR SCREEN?

Many monitors have a brighter display with enhanced colors. If your monitor screen isn't color calibrated, the image may appear different than its true properties. Color calibrating your monitor screen is an important step to view your images more accurately.