Business Case 1: Online Art Gallery

Business case information can be structured by completing the table below.

| **Application Name** | The Chernak Art Gallery |
| --- | --- |
| **Type of business model** | **Brokerage**: We will connect buyers and sellers and help facilitate a transaction. We will charge a fee for each transaction to either the buyer or the seller and sometimes both.  **Subscription**: We will create subscription models that will require the customer to sign up for automatic payment plans, and we may charge a cancellation fee for a contract that ends prior to the preset time frame. |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  Art Collectors / People interested in acquiring artworks  **Who are our most important customers?**  Art Enthusiasts/Collectors, Interior Designers, Previous Purchasers… |
| **Groups of internal stakeholders, business users** | ***Indicate who will be using the system in your organization, i.e., internal users.***  Galleries, Users, Development Team (login as Admins)  **Do we need a product development group?**  Yes, to build and develop the front and back end to our web application.  **Do we need a sales group?**  Not now, but in a future scope, yes.  **Do we need a finance group (accounts payable, receivable)?** - Yes, to handle commissions, yearly subscriptions and % shares from the galleries.  **Do we need a customer support team?**  Yes, our end users are all very different and need to have access to support through FAQs, Contact Us form and through email.  **Do we need an advertising management group?**  Yes, advertising will be needed to get art influencers and enthusiasts/collectors to get our name out there to help us get trusted by the public. |
| **Value propositions** | **What value do we deliver to the customer?**  The Online Art Galleries main goal is to give our users easy access to artwork, making the shopping process much easier and safer. We plan to create a bridge between the gallery/galleries and their clients.  **Which one of our customer’s problems are we helping to solve?**  Due to a recent global pandemic, people have become aware that there is a need for everything to be accessible remotely. This provides easier access to artwork and authorizes an easy way to show a client's artwork. We also are planning on implementing a delivery system with a shipping company.  **What bundles of products and services are we offering to each Customer Segment?**   * Online shopping, payment, delivery, simple artwork acquisition. * Event Management (advertise art shows (like ArtExpo)):   + Art auctions (sell tickets to these events) * Marketplace (where artists offering their services)   **Which customer needs are we satisfying?**  We are creating remote access to more variety of artworks from the convenience of the user's own home . |
| **Key resources** | **What Key Resources do our Value Propositions require?**  Team of developers, Artworks consigned to the gallery, computer softwares.  **Our Distribution Channels?**  Our website is also accessible via tablet and mobile.  **Customer Relationships?**  Our customer relationship is self-service. Artists list their artwork and users buy or bid on an item.  **Revenue Streams?**  Sales commission, subscription. |
| **How the system is used** | **What are the main system use scenarios for the External Customers?**  Online Art Gallery will have a web application for collectors and art enthusiasts to find artworks and purchase them.  A user will sign up for an account through our website with their email or phone number (user will be presented with the two options for their preference), we will send to their email/phone a verification link/code and that will send it back to us, thus verifying the users account.  The artwork will be delivered to the customers via the shipping company directly after purchase.  We will also have email/text notifications for the customers confirming the users purchases.  **What are the main system use scenarios for the Internal Users?**  Our internal users will manage, maintain and scale the website, along with receiving feedback from customers. |
| **Revenue generation, Revenue streams** | **Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.**  Subscription fees (to the gallery subscribe to be able to use the platform)  Commission |
| **Key Partners/Suppliers**  **(Stakeholders)** | **Stakeholder – the party who is involved in or affected by your project**  Development Team, Advertising Team (people to get our name out; influencers…), Payment Gateways (3rd party), Delivery Partner (3rd party) |
| **Expected Benefits to the Customer** | Provides an easy/remote access to a variety of artworks with different prices for people interested in purchasing artworks. The Online Art Gallery creates an easy process of purchasing artwork. If the client cannot buy artworks in person, using our website can make their experience less frustrating and more memorable. |
| **Known Prototypes** | **Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.**  [*www.artsy.net*](http://www.artsy.net) */* [*www.theartpledge.org*](http://www.theartpledge.org) */* [*https://www.bonhams.com*](https://www.bonhams.com) |
| **Front-end Technology** | **Indicate what technology will be used to develop the front-end of your application.**  HTML/CSS,Bootstrap, JavaScript, React |
| **Back-end, Database Technology** | **Indicate what technology will be used to develop the back-end database of your application. The database should be relational.**  MySQL, MongoDB, Python |