The Huemans website Full Design Project Index

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Client Brief Summary

Business Name: The Huemans

The purpose of the website is to connect local artists and art lovers with each other through the club. It will provide information about club events, and people will be able to share artwork on the website as well.

Features

- Virtual Gallery
- Events
- Forum for Discussions - Job Opportunities
- Newsletter

Website Success:

- A good stream of new art being shared on the site
- People showing up to the local meetups

User Personas

Christine, 19 year old local student
Heavily involved with social media

Needs:
Make connections within the local art community
Learn about different careers in the arts

Frustrations:
Discouragement from relatives on being an artist professionally
Has a small art account on social media that is difficult to grow a following with

Goals:
Have her art seen by more people

Kyle
36 year old Tattoo artist
Draws many of his own tattoo designs

Needs:
An creative place dedicated to creatives (has two kids at home, so he doesn't get as much peace and quiet to create)

Frustrations:
Managing his business can be really stressful and time consuming
Feels like he's in a rut, doesn't get to customize and use his creativity as much at work

Goals:
Make money doing illustrations, not just tattoos

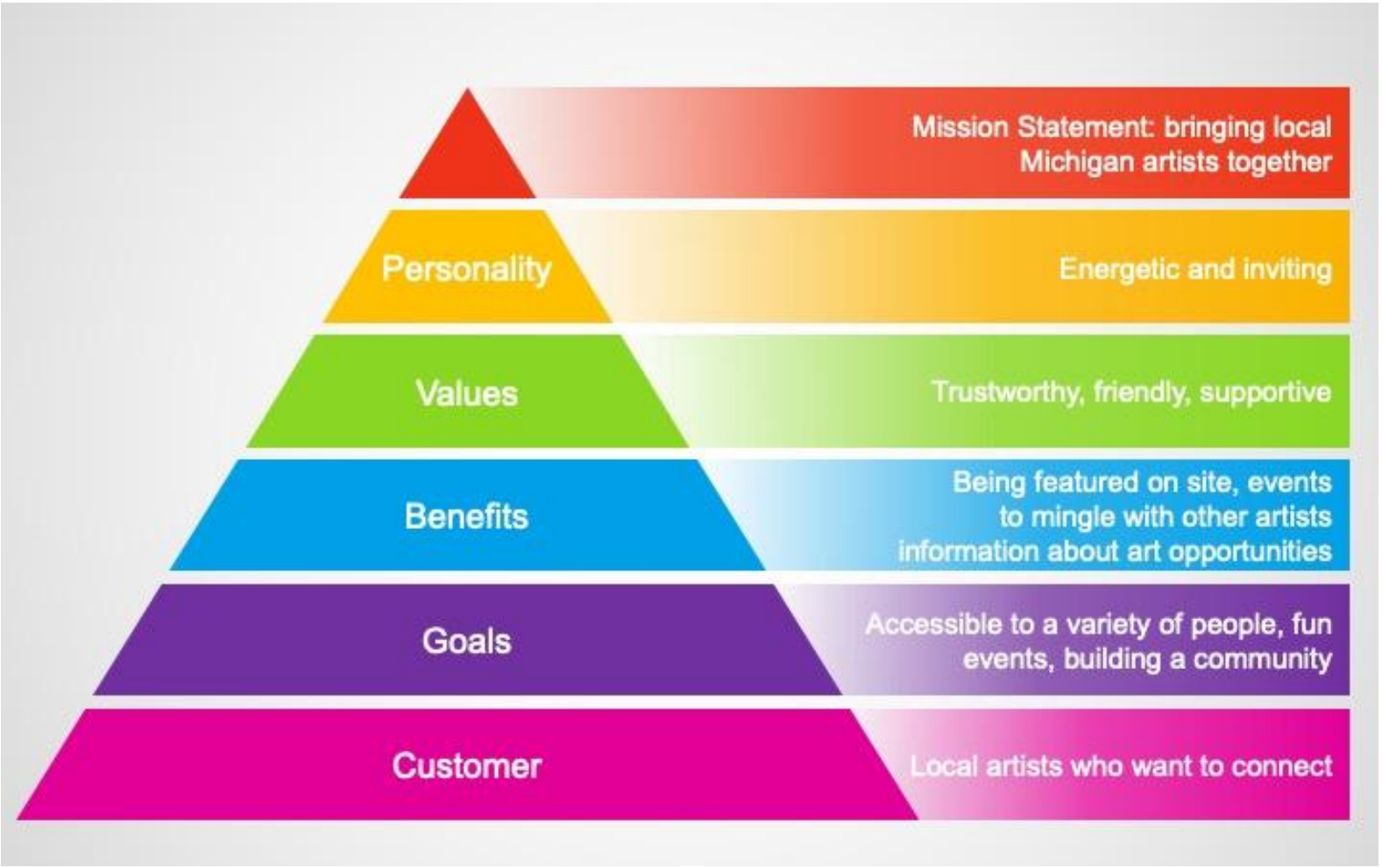
Wants to make a graphic novel

Sarah - A retired English Teacher, paints and makes jewelry as a hobby

Needs:
A place to spend time with people with similar interests

Frustrations:
Misses teaching
Not quite good enough for the juried shows, has to get accepted (booth shows)
Feels stuck, wants workshops and inspiration

Goals:
Share the paintings she's created at home
Share advice about her experiences


Mission Statement: bringing local Michigan artists together
Personality
Energetic and inviting
Values
Trustworthy, friendly, supportive
Benefits
Being featured on site, events to mingle with other artists information about art opportunities
Goals
Accessible to a variety of people, fun events, building a community
Customer
Local artists who want to connect

User Summary

The website users are:

- Artists of all different ages (18 and older)
- Art lovers
- New artists (students or self taught)
- Experienced artists with art related careers

Website design based on the user analysis:

- Newsletter sign up
- Events calendar
- Flexible events (virtual and in-person)

General club considerations:

- Some elements free and available to anyone interested, some elements for members only (like gallery entries)

Christine

- Needs to see art as a career
- Needs networking

Kyle

- Needs flexibility, online options
- Recognitions of all art forms
- Getting to know a variety of people in the art community

Sarah

- Information about art events
- Needs a newsletter

Features

Business Items

- Missions statement
- What we do/about us
- What can you get from it?
- Address of their space

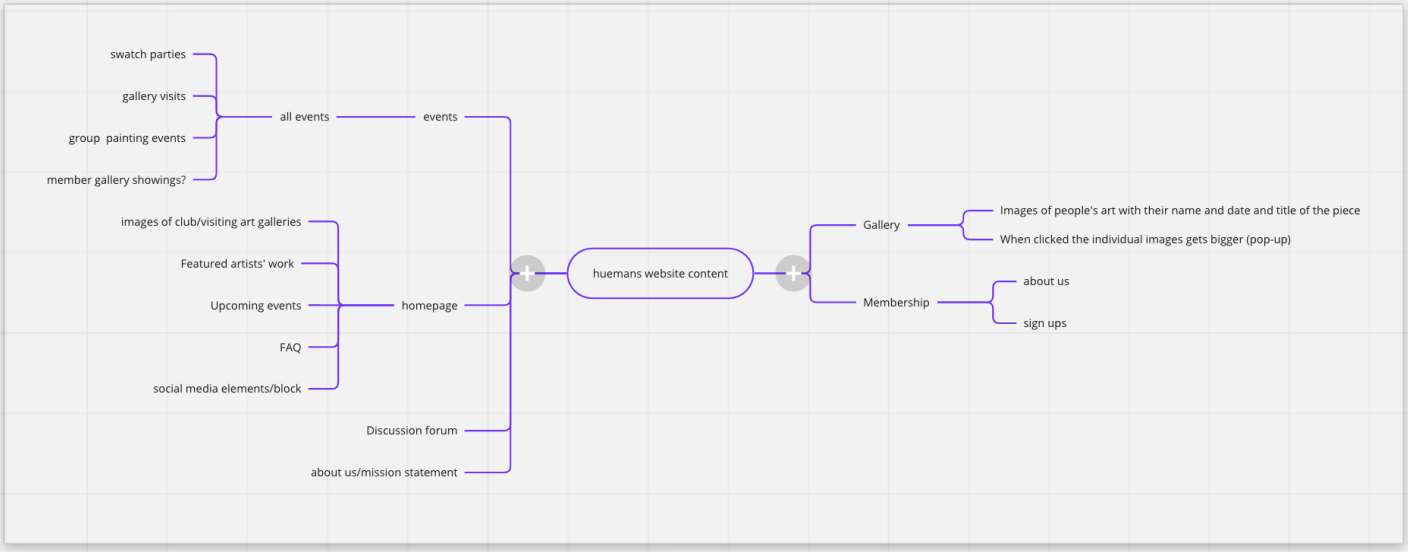
Website Areas

- Featured Artists
- FAQ?
- Social media block

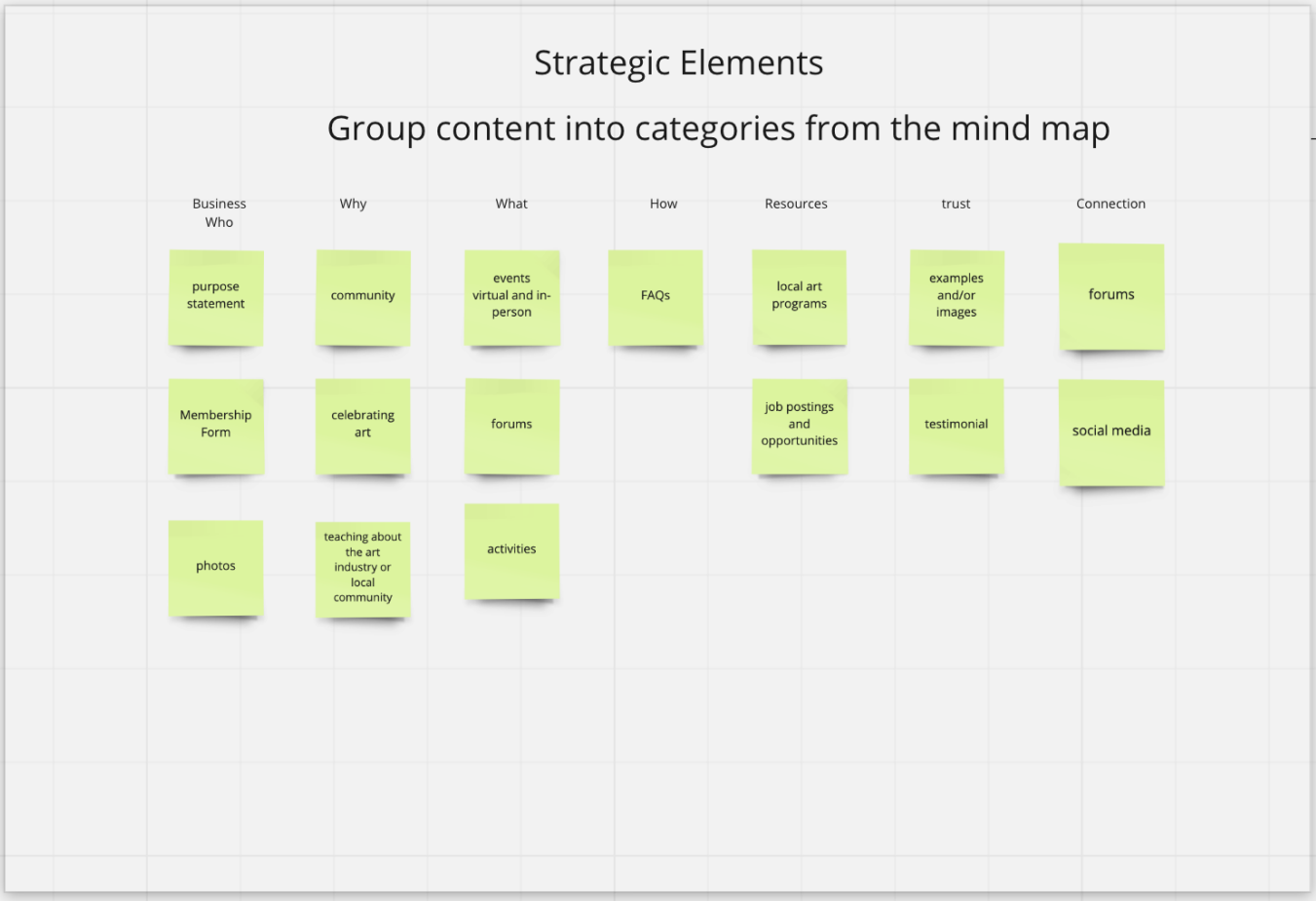
Features

- Events/calendar
- Gallery
- Resources - ex. Where to find art supplies, schools/classes, big artists/inspiration
- Membership manager
- Private area for members
- Discussion Forum
- newsletter

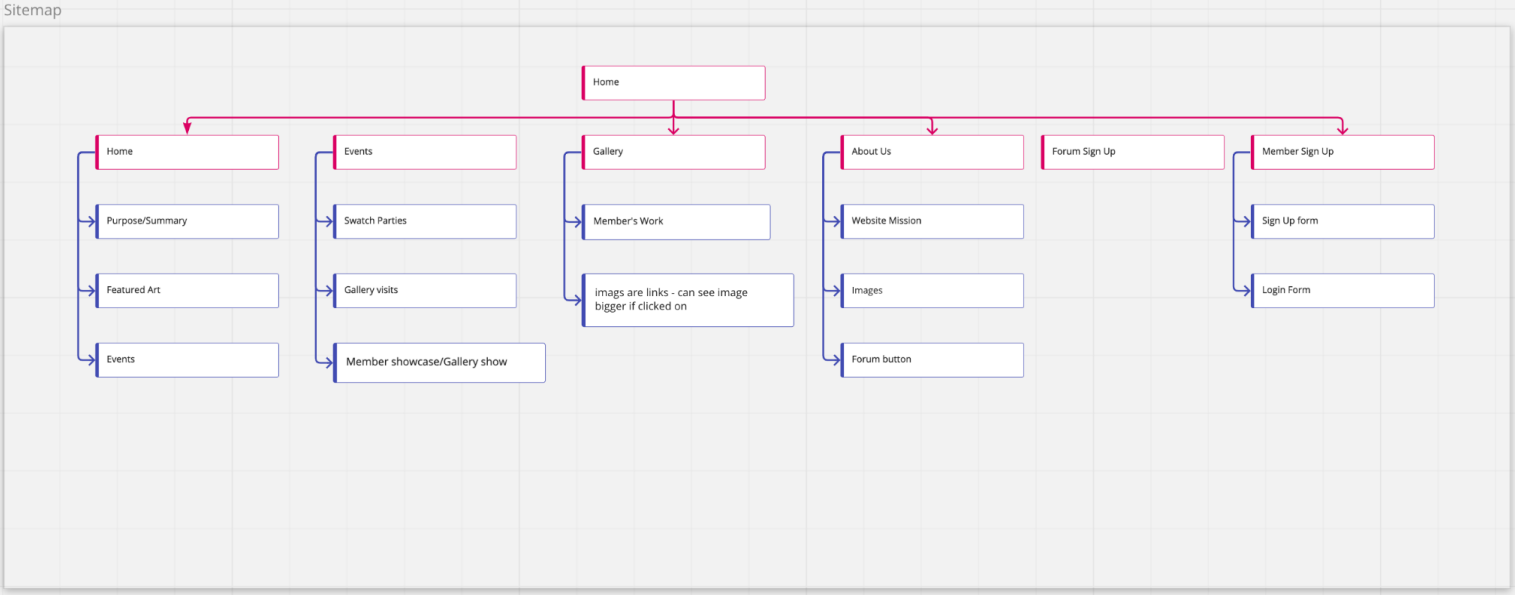
Website Content Mind Map



CATEGORY Card So rting



Sitemap


Home
Home
Purpose/Summary
Featured Art
Events
Events
Swatch Parties
Gallery visits
Member showcase/Gallery show
Gallery
Member's Work
imags are links - can see image bigger if clicked on
About Us
Website Mission
Images
Forum button
Forum Sign Up
Member Sign Up
Sign Up form
Login Form

H TAG HIERARCHY

HOME			Label
<h1>			The Huemans
	<h2>		A Place for Artists
		<h3>	Brief mission statement
	<h2>		Featured Artists
	<h2>		Events and Activities
		<h3>	Swatch Party
		<h3>	Gallery Visit
		<h3>	Art Museum Visit
<h1>			Member’s Art Gallery
		<h3>	Name, date, title of work
<h1>			Upcoming Events
		<h2>	Swatch Party
		<h2>	Gallery Visit
		<h2>	Art Museum Visit
<h1>			About Us
	<h2>		We Bring Artists together
		<h3>	Mission Statement
		<h3>	Forum link

A Web Page

https://

The Huemans

Home | Gallery | Events | About Us

Join Our Newsletter

Sign Up Login

Our Mission

Featured Art From Members

Name | Title | Date

Name | Title | Date

Name | Title | Date

View Gallery

Events and Activities

More

Quick Links

Events Contact Us Forum

Terms and Policies

@copyright 2022

Join Us

A Web Page

https://

The Huemans

Home | Gallery | Events | About Us

Join Our Newsletter

Sign Up Login

Members' Art Gallery

Name | Title | Date

Name | Title | Date

Name | Title | Date

Name | Title | Date

Name | Title | Date

Name | Title | Date

Name | Title | Date

Name | Title | Date

Name | Title | Date

Quick Links

Events Contact Us Forum

Terms and Policies

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Join Us

A Web Page

https://

The Huemans

Home | Gallery | Events | About Us

Join Our Newsletter

Sign Up Login

We Bring Artists Together

Chat in our forums with fellow art lovers

Join the conversation

Quick Links

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Join Us

A Web Page

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The Huemans

Home | Gallery | Events | About Us

Join Our Newsletter

Sign Up Login

Upcoming Events

EVENT TITLE

DAY, MONTH #, 2022

LEARN MORE

EVENT TITLE

DAY, MONTH #, 2022

RSVP

EVENT TITLE

DAY, MONTH #, 2022

RSVP

Quick Links

Events Contact Us Forum

Terms and Policies

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Join Us

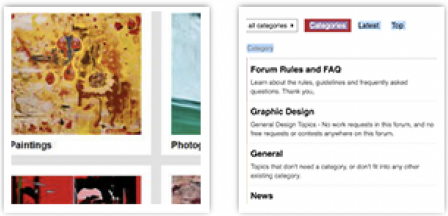
FDP: THE HUEMANS

The Huemans

Style Tile
version:1

Possible Colors

Textures



Header Example

Font: Wild Mango Regular #df6464

This is an Example of a Sub Head

Font: futura #92bda0

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: futura #22655d

This is an example of a Text link »

This is an example of a Button

Submit Button Example Here

Adjectives

Stylish friendly Energetic

trustworthy pleasant encouraging

The Huemans

http://www.styletil.es
Template by @Samanthatoy

PROJECT MANAGEMENT

Signoff sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement		
User Personas	These are spot on!	
User Summary		
Sign off: ***Kristen Sadlocha***		4/19/22
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
Sign off: ***Kristen Sadlocha***		4/19/22
Design		
Desktop Wireframe		
Style Tiles	Love the logo and adjectives!	
Sign off: ***Kristen Sadlocha***		4/26/22
Prototype		
InVision prototype	https://invis.io/CV12MO04W96N	
Navigation		
Sign off: ***Kristen Sadlocha***		4/26/22

Reflection

As The Client:
It was fun being the client. I got to put in my own design taste into the branding, while not being one hundred percent responsible for the execution of the website layout. It is hard to not try and design the whole thing because that is what I am used to. I enjoy coming up with logos, graphics, and planning things like that out, but I gave the designer, Natalie, some creative liberty because it is fun to get others' opinions and input to take the design to the next level. I also think it was hard to put myself in the perspective of a business owner who owns a bike shop, because I personally don't have a lot of knowledge about bikes and biking. But the concept was really fun and overall I enjoyed the process.

As The Designer:
I also enjoyed being the designer and working with my client, Kristen, on the vision for the website. The style for the website was clean and fun, so it did not stray from my typical design style. Things went smoothly with my client which was great! I think the hardest part for me was thoroughly tackling all the website features. I had to figure out how to put them all in. The events and Gallery came to me very easily, but the forum and the newsletter were a little tougher to fit into the wireframe. Overall I think the process went really well.

Final thoughts:
In some ways, I enjoy being the designer because I get a guide to what the branding should look like, and I get to use my creative/graphic design skills to come up with the visual design. In other ways I enjoy being the client more, because I can come up with an idea of what I want the website to look like, but collaborate and trust the designer to provide the functionality for my ideas.