**Company info**

·  What is the name of your company or organization? : Occipital

·  General Phone Number: TBD

·  General Contact Email Address: [occipitalnyc@gmail.com](mailto:occipitalnyc@gmail.com) (Needs to be updated to non-gmail account)

·  Facebook: <https://www.facebook.com/occipitalnyc>

·  Instagram: @occipitalnyc

·  Twitter: @occipitalnyc (BUT I NEVER USE)

·  Pinterest:

·  LinkedIn:

·  Yelp: None

·  Can you provide a brief overview of your company and its main products or services? I am a fine artist using body language and the human form to portray an emotion or inspiration.  I mainly sell large canvas originals; my collectors also buy canvas prints, metal sculptures, gouache paintings, and prints on paper.

·  Do you have an existing website? If yes, please provide the URL. <https://occipitalnyc.com/>

·  Who is your target audience or customer base? I want to appeal to an audience that frequently buys luxury goods.  I do not see any other similarities within my clientele.

·  Are there any specific brand guidelines or existing visual assets we should be aware of?

·  Keywords: If you were your customer trying to find your services, what are those keywords you would imagine they would be searching for (ie, best plumber in rhode island). Please list at least 10.  Woman owned, small business, local artist, as seen at CB2, Artist commissioned for painting at Lilia Restaurant, Occipital started her business in Brooklyn, NY, Art studio located Cranston, RI, Fine Artist in Rhode Island, Brooklyn Fine Artist, Modern figurative artist

**Website Look & Feel**

·  What kinds of colors do you like? Neutral: black white taupe green

·  What kind of fonts do you like? Modern.  I do like one Serif and one San Serif font

·  Can you provide some examples of websites that you like/love? [Obeid / style](https://www.nicholasobeid.com/).  - [Miminat / Style](https://www.miminat.com/landingpage" \o "https://www.miminat.com/landingpage) - [Blanc / Style](https://www.benandajablanc.com/) - [Audo / style](https://audocph.com/" \o "https://audocph.com/)

·  Can you provide some examples of websites that you dislike? I want to stay away from anything too corporate -- Ecommerce should not be seen first-- I want to focus on the art and its meaning and then yes you see you are able to buy the work. <https://centralpaperonline.com/>

**Website Structure**

·  What pages of the website would you like to have? (i.e.: home page, about us page, service #1 page, etc.) Please list these out by order of importance.  Home, Original Artwork, Reproductions, Events/Exhibitions, The Artist/Contact

**Functionality and features**

·  What are the primary goals and objectives for your new website?  I want a site that is sleek, simple yet provides detailed information, and I want to represent the artwork to look as good as it looks in person.

·  What core features and functionalities do you envision for your website (e.g., e-commerce, blog, contact forms, user registration)?  I want to have some sort of "seen in a room" option, e-commerce, blog, contact forms, purchase forms

·  Do you require any integration with third-party systems or platforms (e.g., CRM, payment gateways, social media)? Yes, social media, CRM, Newsletter..

·  Are there any specific design preferences or styles you have in mind?  Clean and sleek design. Stunning Photography!!

·  Do you have any accessibility requirements or compliance standards that need to be met?    ??

**Questions about clients’ pain points**

·  What are the main challenges or pain points you currently experience with your existing website (if applicable)?  Huge weakness is my photography.  Next is how busy my website is.

·  What specific improvements or changes would you like to see in the new website?  I want my website to give a more accurate representation of my artwork.

·  Have you received any feedback or complaints from your users or customers regarding your current website? No... But I know some of the purchasing can be confusing.

·  Are there any frustrations or limitations you face when managing your website content? YES.  Spacing and formatting typography on my current site is frustrating and limiting.

·  How do you envision your new website addressing these pain points and improving your online presence? Definitely.