

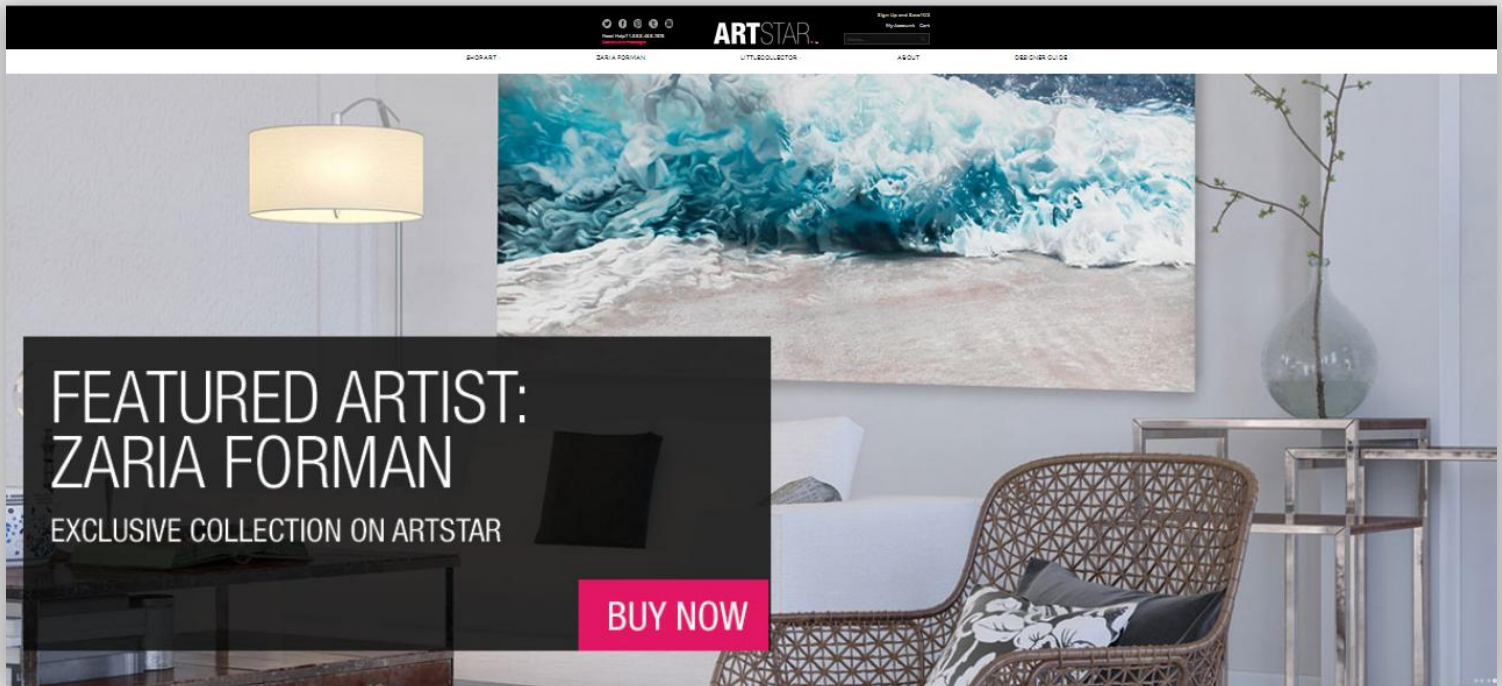


Fullestop Case study for
Art Star

Scalable, Usable Application
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CASE STUDY

Art Star – Online Art Gallery



URL: <http://www.artstar.com/>

Category: E-commerce

DOCUMENT OVERVIEW

This document details the case study for the Art Star, an e-commerce platform for selling contemporary art with frames. Drafted case study will subject to detailed investigation by the Fullestop sales team. Case study for Art Star is intended to supply sufficient and holistic information of the business model. It aims to capture all the details relevant to the ecommerce website projects. The document emphasizes on detailed contextual analysis to understand and add strength to the related project i.e. Art star website.

OBJECTIVE

The objective was to present an honest and unbiased ecommerce solution which offers art lovers the chance to collect museum quality, limited edition fine art prints by some of the best contemporary artists with custom frames online. The system would showcase the contemporary arts designed by different artist with their brief introduction. The system would facilitate the users by providing them the custom frames for their selected fine print to protect them and for long life.

The website would incorporate the large amount of content without making it look cluttered. The artistic and colourful theme of the website will encourage viewers to explore all that the website would offer.

It would act as a platform for artist /designers to showcase their unique contemporary art and designs across the globe and interact with the customers. It would allow them to share the catalogue with their clients.

SYNOPSIS

Art Star is a system designed and developed by Fullestop which will facilitate the art lovers to buy contemporary art designed by innovative and creative artists with custom frames to protect them from dust etc. and provide them a long life. Eventually both the Art lovers as well as the artists will be benefited by offering their creative art and getting the unique contemporary fine art on accessible price, saving the price and efforts. Users would have the facility to create their profile and follow the procedure according to their type (whether art lover or artist). The process of buying contemporary art with custom frames is as follows:

- Registration for account
- Search for the product
 - ✓ Keyword
 - ✓ Category
 - ✓ Advanced Search
- Listing according to search Criteria
 - ✓ Image
 - ✓ Title
 - ✓ Description

- Select Product and view following details:
 - ✓ Title
 - ✓ Description
 - ✓ Price
 - ✓ Size
 - ✓ Framing options
- Add to Cart
- Checkout or Continue Shopping
- Payment through Secure Payment Gateway

Other e-commerce features which are firmly integrated into the website are as follows:

- Integration of Social Networking media like Facebook, twitter etc. to make site renowned in social circuits.
- Developing an Eye catching look and more intuitive Navigation
- Open Architecture to support integration.
- Integration of Deal and Discount Section for better User Experience
- Integration of Newsletter.
- Navigation to previous/Next Product.
- Blogging Functionality to interact with users.

Art Star is a website dedicated to providing users a platform for availing and providing the contemporary fine art prints with custom frames. The procedure for artist to showcase their work is as follows:

- Registration for account
- Uploading their art with following details:
 - ✓ Title
 - ✓ Description
 - ✓ Price

CHALLENGES

Fullestop task was to research best of breed solutions that would meet the client's needs, determine the best fit solutions and present them with recommended solutions.

Following are the challenges Fullestop faced while developing Art Star website:

- Creating an UI which seek attention of the visitors and provide the artistic look to the website.
- Working with the architecture of Magento and its management system
- Using Magento extensions for better functioning in a proper way.
- Developing a robust e-commerce platform for art lovers and artists.
- Managing the individual product catalogue of different artists.

Technologies Used

Following are the technologies, which Fullestop used in the development of Art Star website:

- **HTML 5/ CSS:** For development of user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousal and page transitions.
- **Magento:** CMS for e-commerce websites
- **Apache:** Web server
- **MySQL:** Database server for storing and fetching website data.

Result

Fullestop has developed an e-commerce platform that is:

- Simple, fast, and quick e-commerce solution with structured representation of information.
- Offering a user friendly & organized product catalogue
- Efficient shopping cart and wish list system
- Easy to navigate and having visually appealing artistic theme
- Quick in operation with fluid transitions
- Intuitive and minimal

A case study by Fullestop