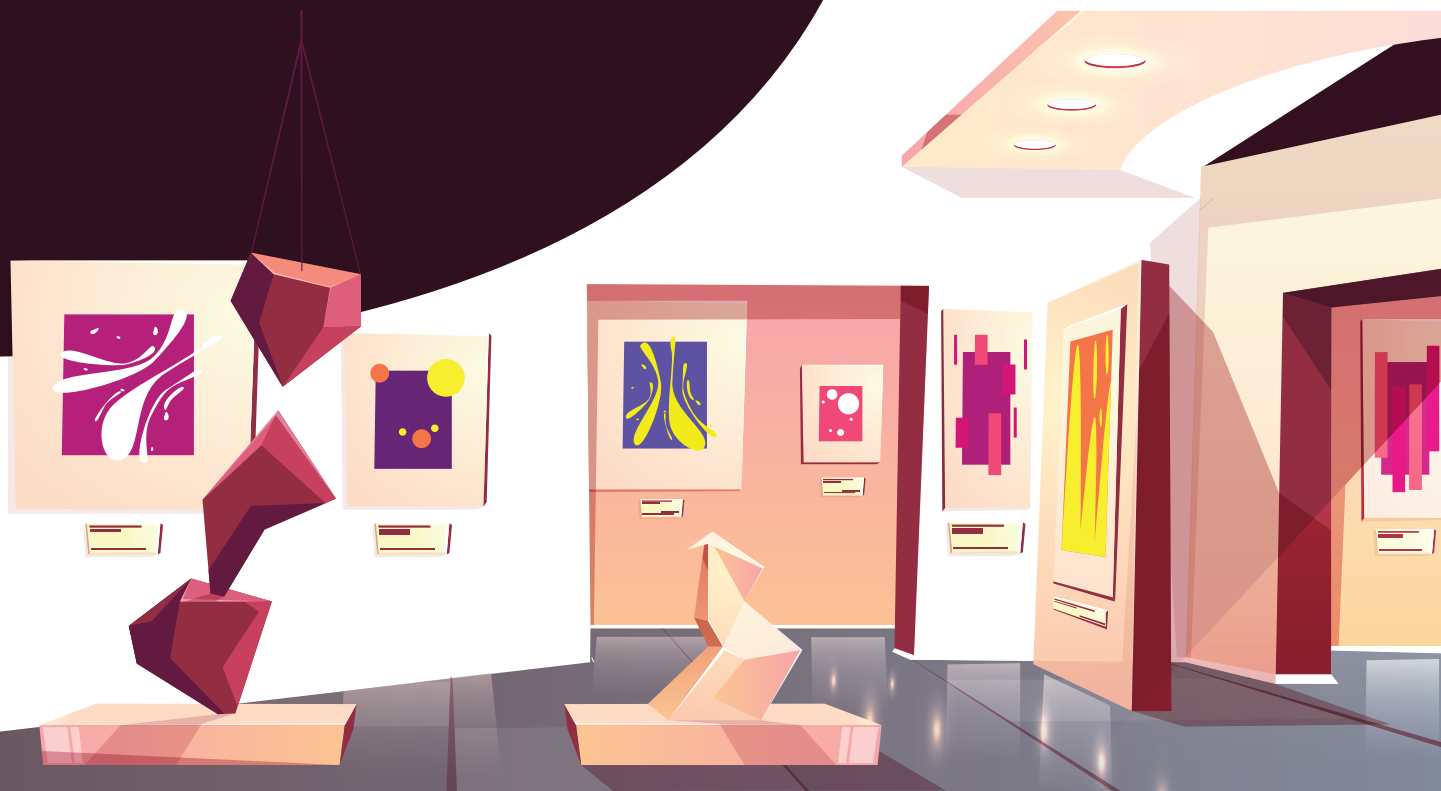




Website Name

Have Your Own
Exhibition:

Your Place, Your Style





CREATOR:

Marquise [Mia] Medal

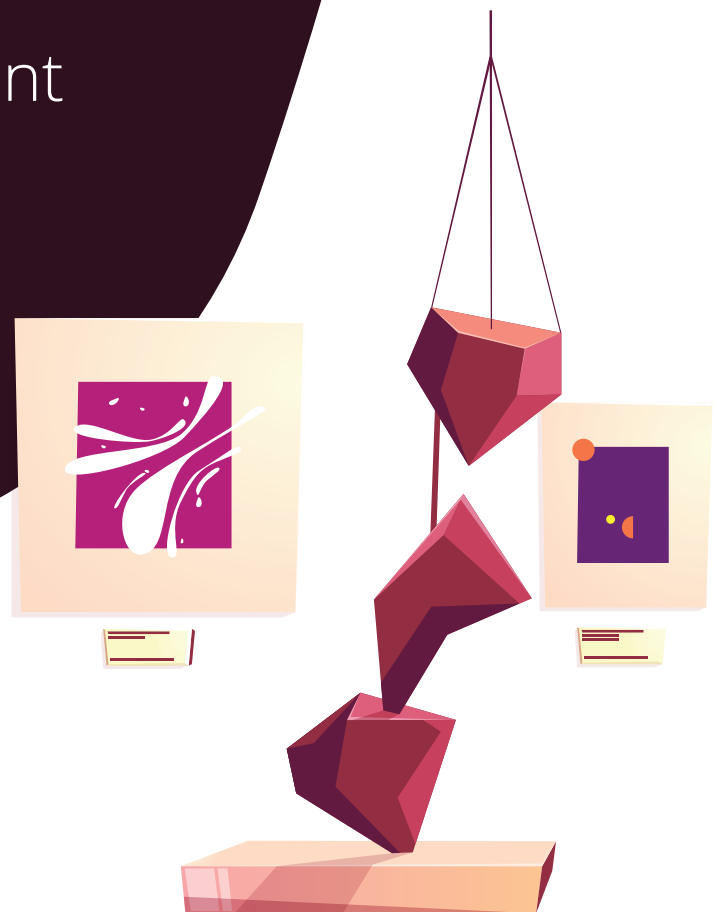
In collaboration with

DESIGNER:

Codi Green

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- 3.....Introduction
- 4.....Benchmarking
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- 6.....Market Assessment
- 13.....Financial Analysis
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Introduction

Have you heard of “the Masked Singer or The Voice” on TV? What if there was a way for artists, like you & I, that could express our talents in a neutral unbiased way, like an Online art gallery. No likes or followers, just people around the globe viewing and buying your artwork instantly, making freelancing much easier. I'm Mia and I write poems. I have since I was twelve, but like most of us students, life happens and we set aside what truly makes us happy. Creating Art. Instead of having to work multiple jobs and constantly stressing on what exactly we're going to do with our degrees, why not combine our gifts with colleagues prior to graduating and set ourselves up to be the star of our own story!

What?

Website Name is a website to help connect students with freelance art and literature gigs. The platform allows artists from diverse backgrounds including disabilities, to display their work anonymously, reduce discrimination and have all financial interactions to be done within the website.



Benchmarking

Keywords

Freelance platforms

Art portfolios

Freelance design

Gig economy

Student portfolios

Freelance art

Online art

Graphic design

Websites

Google (Search, Image, Patents, Trends, Analytics)

Apple App Store

Google Play Store



Problem Relevancy

Purchaser: Art and literature departments of university or colleges. Individuals or companies seeking freelance work. Students and alumni.

Considerations: Art and literature departments want to ensure the best possible success for their students and would most likely be wary about implementing an untested platform over an industry proven one.

Abstract: Businesses or individuals seeking freelance work from students will be more difficult if there's a paywall to access the service, especially since there are free alternatives on the market.

*Students may be apprehensive about the anonymity of the platform because attaching your name to your work can grow your standing and make it easier for employers to consider hiring you full time.

Desirability: For Art and Literature departments encouraging students to pursue freelance gigs would give students valuable real-world experience, good for the school's bottom line.

For freelance employers hiring students for short term tasks is a good way to try out young talent that may lead to a hire.

For students freelance work could be a more flexible alternative to a part-time job while they study.



Market Assessment



Google Search & Mobile App Stores



Keyword Search	Behance	Artstation	DeviantArt	Instagram	fiverr	Upwork
# of Results	124,000,000	41,400,000	402,000,000	6,370,000,000	13,400,000	13,600,000
Platform	Behance	ArtStation	DeviantArt	Instagram	Fiverr	Upwork
Price	\$0	\$0	\$0	\$0	Fee based on work billed	Fee based on work billed
Mobile Platform	●	●	●	●	●	●
Student Portfolios	●	●	●	●	●	●
Freelance Interaction					●	●
Proximity to Idea	8.5/10	7.5/10	7.5/10	6.5/10	9/10	9/10



Google Search & Mobile App Stores



Keyword Search	Freelancer	Toptal	peopleperhour	99designs	Wattpad	Guru
# of Results	96,200,000	1,170,000	1,180,000	4,900,000	186,000,000	476,000,000
Platform	Freelancer	Toptal	peopleperhour	99designs	Wattpad	Guru
Price	Fee based on amount billed	Fee based on amount billed	Fee based on amount billed	Fee based on amount billed	Premium option	Fee based on amount billed
Mobile Platform						
Student Portfolios						
Freelance Interaction						
Proximity to Idea	9/10	8/10	8/10	8.5/10	8/10	9/10



Existing Products



Solution: Fiverr

Price: fee based on amount billed

Proximity to Idea: 9/10

<https://www.fiverr.com/>

Comments: Freelancing platform that allows clients to 'shop' for freelancers. Payment and interactions can all be done on the platform



Solution: Upwork

Price: fee based on amount billed

Proximity to Idea: 9/10

<https://www.upwork.com/>

Comments: Freelancing platform similar to Fiverr that allows clients to shop for freelancers. Payment and interactions can all be done on the platform



Solution: Freelancer

Price: Fee based on work billed

Proximity to Idea: 9/10

<https://www.freelancer.com/>

Comments: standard freelancing platform



Existing Products



Solution: Guru

Price: fee based on amount billed

Proximity to Idea: 9/10

<https://www.guru.com/>

Comments: Guru is a freelancing platform that offers a variety of payment methods



Solution: 99designs

Price: fee based on amount billed

Proximity to Idea: 8.5/10

<https://99designs.com/>

Comments: 99designs hosts a community of graphic designers that are vetted by skill level



Solution: peopleperhour

Price: fee based on amount billed

Proximity to Idea: 8/10

<https://www.peopleperhour.com/>

Comments: People post jobs, and an algorithm determines the best freelancers for the jobs



Existing Products



Solution: Behance

Price: \$0

Proximity to Idea: 8/10

[https://
www.behance.net/](https://www.behance.net/)

Comments: Behance is the portfolio sharing platform created by the creative industry giant Adobe. More popular among designers than artists



Solution: Wattpad

Price: Premium option

Proximity to Idea: 8/10

<https://www.wattpad.com/>

Comments: Wattpad is a platform for writers to share their writing and gain a name for themselves



Solution: TopTal

Price: Fee based on work billed

Proximity to Idea: 8/10

<https://www.toptal.com/>

Comments: Exclusive freelancing platform that only accepts the top 3% of talent



Market Size Estimate: Global

Intended User: Students, schools, alumni, anyone looking for talent (headhunters)

Intended Purchaser: Art and literature departments of universities and/or colleges. Any other individuals looking for freelance work. Student and alumni.

How much money I have invested: \$1,000 - \$1,500

How much money am I willing to invest into the success of my idea: \$5,000 - \$10,000

Expected profit to be earned over the lifetime of idea: \$500,000 - \$1,000,000

Raising capital: - Friends and Family, State/Federal Funding, Contest, Crowdfunding

The end goal of idea: - Create a new business, jobs, Enhance quality of life, Venture capital pitch, Philanthropist



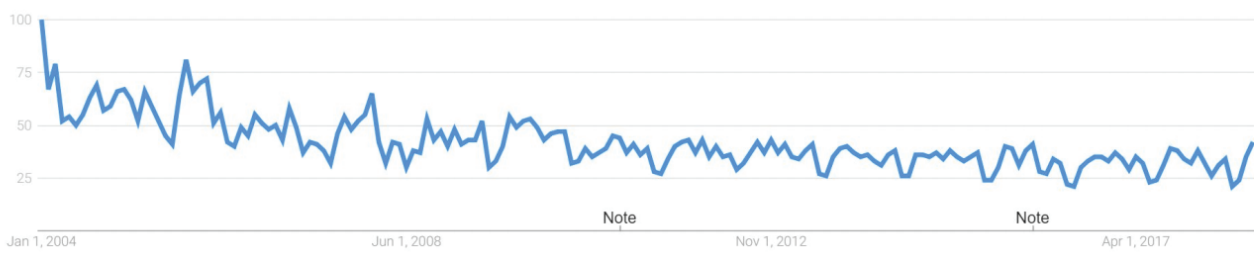
Financial Analysis



Market Trends

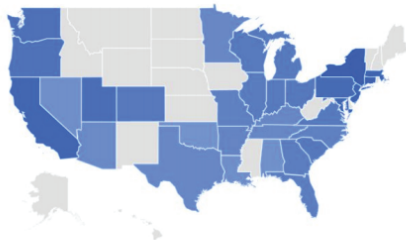
Art Portfolios

Interest over time [?](#)



Interest by subregion [?](#)

Subregion [▼](#)



1	New York	100	
2	Connecticut	96	
3	New Jersey	90	
4	Maryland	90	
5	Massachusetts	90	

Related topics [?](#)

Rising [▼](#)

1	Advanced Placement - Topic	Breakout
2	Requirement - Topic	Breakout
3	Student - Topic	Breakout
4	Painting - Topic	Breakout
5	Concept art - Art form	Breakout

Related queries [?](#)

Rising [▼](#)

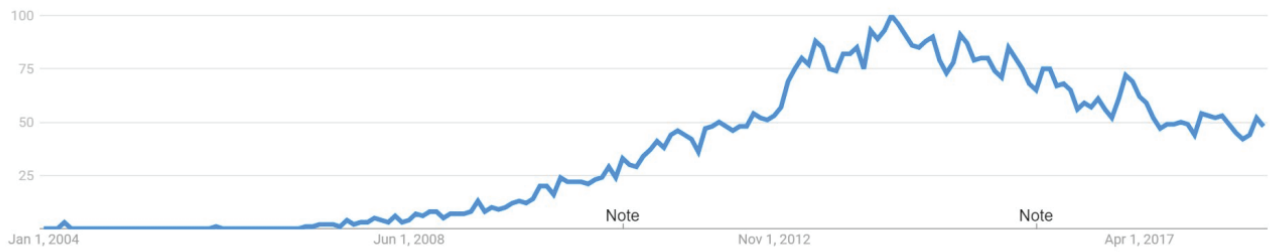
1	ap art	Breakout
2	ap portfolio	Breakout
3	ap art portfolio	Breakout
4	online art portfolio	Breakout
5	ap studio art	Breakout



Market Trends

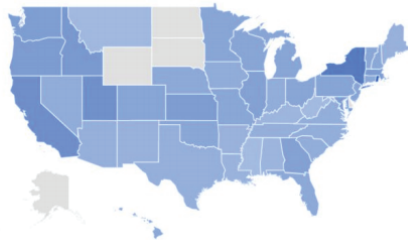
Behance

Interest over time [?](#)



Interest by subregion [?](#)

Subregion [?](#)



1	Rhode Island	100	
2	New York	65	
3	California	49	
4	Utah	48	
5	Idaho	41	

Related topics [?](#)

Rising [?](#)

1	Behance - Topic	Breakout
2	Design - Field of study	Breakout
3	Portfolio - Topic	Breakout
4	Adobe Inc. - Computer software company	Breakout
5	Font - Topic	Breakout

Related queries [?](#)

Rising [?](#)

1	behance portfolio	Breakout
2	adobe behance	Breakout
3	adobe	Breakout
4	behance logo	Breakout
5	linkedin	Breakout

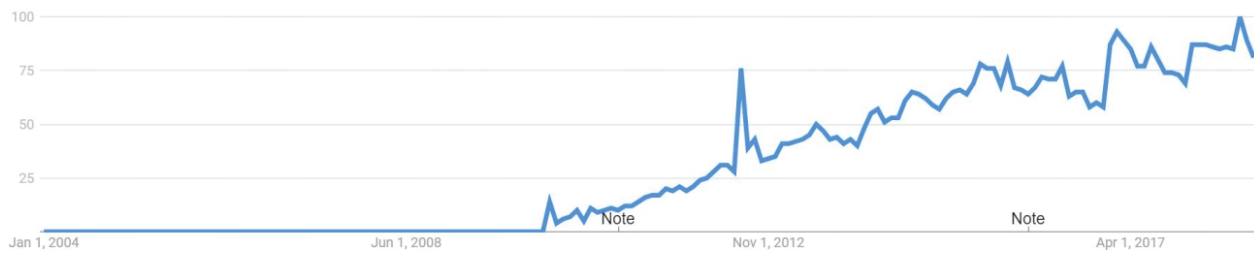


Market Trends

Fiverr

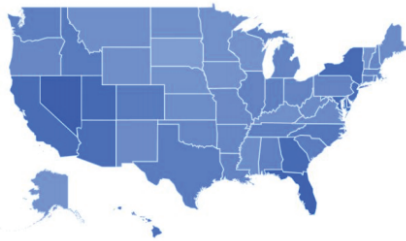
Interest over time [?](#)

[↓](#) [<>](#) [↔](#)



Interest by subregion [?](#)

Subregion [↓](#) [↓](#) [<>](#) [↔](#)



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2	Florida	96	<div style="width: 96%;"></div>
3	Utah	84	<div style="width: 84%;"></div>
4	Georgia	82	<div style="width: 82%;"></div>
5	New York	81	<div style="width: 81%;"></div>

< Showing 1-5 of 51 subregions >

Related topics [?](#)

Rising [↓](#) [↓](#) [<>](#) [↔](#)

1	Fiverr - Topic	Breakout
2	Logo - Topic	Breakout
3	Money - Topic	Breakout
4	Gig - Music	Breakout
5	Upwork - Topic	Breakout

< Showing 1-5 of 8 topics >

Related queries [?](#)

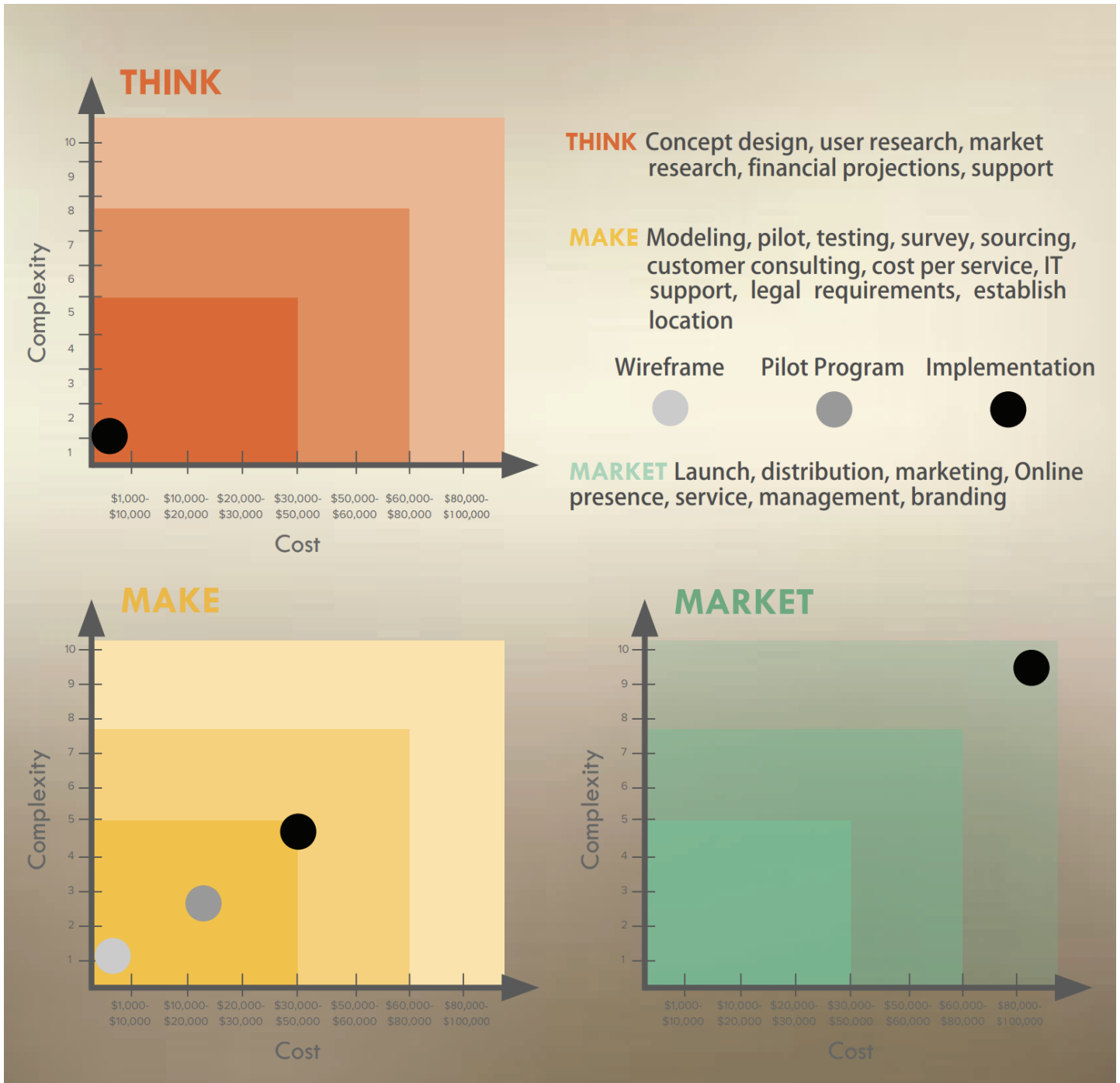
Rising [↓](#) [↓](#) [<>](#) [↔](#)

1	fiverr logo	Breakout
2	fiverr reviews	Breakout
3	fiverr jobs	Breakout
4	what is fiverr	Breakout
5	fiverr login	Breakout

< Showing 1-5 of 18 queries >



Complexity & Cost Analysis- Service





Summary

Some barriers to consider in bringing Website Name to the market may be standing out in a seemingly competitive market, high development cost.

Research uncovered a number of platforms that share concept and features as Website Name.

These current platforms can be divided into two categories. These include portfolio sharing platforms like Behance & Artstation and freelance hiring platforms like Fiverr & TopTal.

Some platforms like Behance are partnerships with universities, including College for Creative Studies, to connect students and professionals.

Another obstacle may be a relatively high development cost. To create an app of this complexity, the development cost of building a website could range from \$12,000- \$20,000 depending on the developer.

A long term goal could be to develop an app for both iOS and Android.





Next Steps

1. Survey art students with disabilities creating a separate survey to discover what other artist like and dislike about the current platforms and if they'd be interested in helping design a usable interface.
2. Create a website wire-frame, site map, and user journeys. All these techniques help develop a website with the user experience in mind.
3. Reach out to software developers. Once the user experience techniques are thought out, it could be used to get a quote from a software developer on what it would take to build the website and app.