1.6 Literature Review

Art.com

One of many competitors in this industry is Art.com. Art.com is very similar in many ways to the system our group is trying to design, for example, the services Art.com provides is one of the many functionalities that we are trying to implement. This company is one of the leaders in this industry which will set a very good example for our system. In order for us to create a website that is very similar to Art.com, we perform a full analysis of Art.com to brainstorm and design our website.

As a website, Art.com is very successful in many ways that will benefit their company. First of all, websites need to be very simple and easy to remember to their customers in order to leave an impression on their customers, which Art.com has. The URL is www.art.com, which is very easy to remember. Another important aspect of Art.com, is that their website is very user-friendly. It is very easy and simple to navigate. This is very important when creating an e-commerce website so that the customers would be frustrated and leave the site. Also, when browsing through art.com's artwork, the information about the paints are noticeable, meaning that customers will not have a hard time finding information about the paintings. Furthermore, the artwork that is available for purchase are at very reasonable prices, which will target customers from all classes. Above all, the most important characteristics about this website is that they provide an extra option to their customers. This option allows customers who are browsing through Art.com to frame the artwork they wish to buy. There are two reason why this option is an advantage for Art.com. The first is that it will generate more business for Art.com.

The second is that it allows their potential customers to view how the artwork would look like if framed.

On the other hand, even though Art.com has many advantages, there is one aspect that this site that has not perfected yet. It is the design of the website, meaning that the website will no attract their customers. This is very important for an e-commerce website, if the website is not flashy enough, the company will not leave an impression on the shopper. As a result, the online shoppers will not return to the website for future references. Therefore, if Art.com were to improve in this area, designing with more of a vibe to it, it will definitely improve in the sales.

As listed above, Art.com is very successful in many ways and is the reason why this company is one of the leaders in this industry. Art.com could be used as a model or example for our group to follow and improve on.

PicassoMio

PicassoMio is independently rated as the world's most popular destination to discover and buy contemporary art. This company has locations on both sides of the Atlantic. PicassoMio has selection of thousands of one-of-a-kind and limited edition artworks – original paintings, graphic prints, photographs and sculpture, is sourced from over a thousand artists and art dealers, across Europe, Americas and worldwide.

PicassoMio.com offers an unrivalled art selection and a wealth of information to facilitate the purchase and collection of art, in a risk-free environment. At the same time, they are also committed to providing an unparalleled audience and marketplace for the artists and the art-world. In addition to over a thousand artist, dealer and gallery partners, PicassoMio consists of professionals and advisors with backgrounds in art, Internet,

media and business. All of whom share the passion to unite the most extraordinary art of our time, with commerce and technology, in a Zen-simple manner.

Advantages:

Since the art industry is geared not towards any particular group of people, the site that is able to attract more people by breaking through language barriers has more advantage. It would have been ideal to be able to incorporate another language as an option during the planning of the Go2Museum project but unfortunately, the group does not have any expertise along those lines. However the PicassoMio site has the site in both Spanish and English with just a click of a button.

A service menu is a list of all the services that a company offers. PicassoMio has such menu which is very good for marketing. Unfortunately the requirements for the Go2Museum project do not include such function to be implemented.

PicassoMio implements on their site a view scale pop up window that compares picture in room with actual heights which gives customers a sense of the actual image compared to everything else in the room. This is an advantage over the Go2Museum project

Disadvantages:

PicassoMio has a Search button instead of a search field. This makes it very difficult to find. The general consensus of a webpage design prefers the search field to be very visible since customers would like to go through the site in a very easy way through the search field. This is an advantage that Go2Museum.com has over PicassoMio.

The use of modern technology and some programming sense has given Go2Museum the advantage of having pictures loads very fast. Instead of loading up actual pictures, we employed the technology of loading only the thumbnails and so when a page gets

displayed, it is only the thumbnails that get loaded and if the person is interested in a certain picture, they click on it before it loads the actual picture. PicassoMio loads the actual pictures when a page is accessed. This makes the site very slow and words of customers.

Good programming practice advices not too much information on first page. PicassoMio does not take heed to such an advice therefore it is very difficult to find what you are looking for. Go2Museum categorized its items into very explanatory categories. This makes it easier to go directly to what you are looking for.

PicassoMio has a static site in that the site does not get changed. In the art world, a change in what is offered everyday gives a sense of proper business

PicassoMio does not seem to have a specific theme. They do not seem to follow any paten. Every page has a different design which is a bad design practice.

There are broken links at PicassoMio.

At PicassoMio, Some links take you to another site and you cannot come back. You get lost in your search.

PicassoMio does not make it easy to navigate and also uses poorly designed frames which not all browsers support.

PicassoMio does not technology of canvas texturing.

Distinguishing features:

Go2Museum offers its customers Live help where there is a medium provided for someone to always be available to answer question from the customer.

Go2Museum offers a catching, non disturbing promotion pop ups to their customers

Go2Museum offers an email address box for subscriptions which most of the art sites do not offer that technology.

AllPosters.com

AllPosters.com is in the business of online retailing of posters and art prints. They offer mounting and framing for their products. They also offer a selection of calendars, t-shirts, magnets, notecards, tin art, and art plaques. They have been in the business of decorative merchandise since 1998.

According to a previous study done by Go2museum.com, Posters.com (now forwarding to AllPosters.com) was cited as possessing an amateurish design targeting a teen-aged demographic. The only potential for competition was noted to be their low pricing scheme.

Disadvantages

As noticed in the previous Go2museum.com report, an inelegant webpage design may fail to gain the initial respect of a user. In lacking a comparable design to more popular sites, the first impression to some users may be that of a poorly run business. A potential customer could be lost to a site that is faster to gain one's trust.

A simple, non-flashy front-page design may fail to draw attention to the offered products. This suggests that AllPosters.com does not rely on the quality of its merchandise to sway customers to shop from their site. Contrary to AllPosters.com marketing strategy, Go2museum.com wishes to draw attention to the high quality of product offered through their site.

Large quantities of textual links on the AllPosters.com site may cause the user to lose focus. Well-structured and concise categorization would be needed if Go2museum.com

prefers to retain the user's target interest. AllPosters.com provides a poor categorization scheme to emulate if this is the case.

Advantages

In the few instances of colorful or dynamic design, AllPosters.com draws attention to the focus of their marketing – their pricing. Use of color and selective positioning to key viewing areas highlights the AllPosters.com coupons and sales. Similar technique can accommodate Go2museum.com marketing strategy.

AllPosters.com links to essential services are placed in subdued locations. Shopping cart, search engine, company information pages, and the like are all pushed out of the central viewing area, but all remain within a quick scan's reach for expected site features.

The large quantity of textual links on the AllPosters.com site may aid in reducing focus of a user's search of the site. This may aid in getting the user to skim pages, wherein the user might find a product that elicits an impulse purchase.

Distinguishing Features

If AllPosters.com is the same site as the previously studied Posters.com, it may be less amateurish than Go2museum.com originally thought it to be. They use a variety of oft seen, yet very basic techniques with which to effectively further their marketing strategy.

ArtSelect.com

Go2museum.com is a website where customers can come and purchase paintings at a much cheaper prices than those paintings that seen in museums. WithGo2museum.com, we have looked at other websites of companies who also are in the art industry and are selling their paintings. One of these sites is called www.artselect.com. Artselect.com is a

website much like how ours will look like, in which consumers can come and purchase paintings. Artselect.com is probably the benchmark in which we will build our website for Go2museum.com. The website is very colorful and bright. Customers going the website can see clearly what they want. The paintings or art that is being showcased on the website is being sampled on the front end page. This is sort of a preview for customers and it gives them a taste of what art is being offered throughout the website. Artselect.com offers a huge selection to choose from. They have categories that branched off in many different sections. Customers can choose from abstracts to animals to Ansel Adams and landscapes along with a number of other different categories. One of the things that I noticed about artselect.com is that the base prices for their paintings were quite high. They ranged from anywhere from $64.95 to even as much as $570 for a Van Goh paintings which is obviously a favorite among customers. Another issue that Artselect.com has is that it is not clear whether or not you are able to purchase a painting without Buying a frame as well. Once you choose which painting that you wish to view or purchase, the Customer is automatically redirected to a page where a frame is viewed along with the painting. They are not very clear on this issue and this can confuse many customers who wish to just purchase the painting without the need to get the frame as well. Some customers may want to place the painting in their own frame instead of getting the frame that artselect.com gives you. Artselect.com has a huge selection but one of the things that I noticed was missing was that they were missing some certain categories that maybe many customers would have liked to have viewed or purchased. without added categories such as Limited editions, cards, or originals, this

in a way limits artselect.com's ability to cater to all customers. As a result customers may

go to ther companies or websites to get the paintings that they so desired. This will result in loss of some valuable customers and it can cause a bad reputation as other customers may be reluctant to purchase from them because of their lacking of certain categories of paintings. One problem that I noticed with the website was that certain things took a little longer to upload than others.This is bad because patience is not a virtue of customers since people want to view things as quickly as possible. For instance, when I chose a certain frame, it takes longer to upload than when you are selecting the actual painting. The bright things that I saw on this website was that artselect.com offers free shipping. This is a huge advantage since shipping can be costly, but also it is an indication of why they offer free shipping. The reason is that their prices are already high and they are trying to bargain with customers by offering free shipping. I like that customers can magnify the paintings and enlarge them to a more visible scale. They sort certain things for instance, such as the smallest frames available to the largest ones and the lowest prices as well. This cuts down on some confusion makes the search process for customers much easier. I like how they list the most popular paintings as well as people are most likely to view these ones first just to see why they are the most popular or favorite. Artselect.com offers a toll-free hotline in case a customer needs assistance. They also have a gallery where customers can view all the paintings that they have or have added to their shopping cart. Artselect.com offers photos and posters as well in addition paintings. This can be a huge advantage as it enables them to attract other customers who are not really interested in just paintings. They also have an outlet store where customers can save some money by purchasing some paintings and such at discounted prices. They offer clearance items and overstocked items for nearly as much as 50% off. They also specify

that they guarantee 4 to 7 business days in terms of shipping. This gives customers a

good description of when they should expect to receive their products. Artselect.com is a

good site to work off of. What we plan to do is build on what they have and

make our site better. We are determined to build a more user friendly site that is much

faster. We will allow customers to view their paintings at different sizes instead of just

one magnified viewpoint. We also want to make it clear to a customer of what they are

buying exactly instead of the confusion that artselect.com has in terms of whether

customers can purchase their paintings without a frame. We will also offer

announcements that customers can see our products through some of our sponsors, such

as Lexus. In the end we will build a site that is more entailed to the customers.