DESIGN Mandates for an art organization's website based on the conducted user research

The conducted User Research resulted in design mandates and recommendations for an art organization's website. The recommendations relate to the needs of the representatives of the target groups in relation to digital content, types of content and the structure of the website. Recommendations for the use of social media channels as an inevitable part of today's digital communications have also been considered.

1.	USAGE OF WEBSITES
	• provide official and relevant content on the website with a more formal tone of voice • provide users with clear content of what the organization stands for, mission & vision statements - content that users need to get to know the organization • provide newsletter subscription and social media activities as a first step in accessing the website • provide clear factual information about current activities and an archive of past activities • follow best accessibility features for websites • optimize the website according the best SEO practices
2.	USAGE OF SOCIAL CHANNELS
	• provide social media channels for more informal official communication with users • provide links to the website on social media channels
2.1.	INSTAGRAM
	• use Instagram for more informal official visual-based communication • use Instagram to show phases of activities and work-in-process photos • use of Instagram to capture moments, provide a general impression about an art topic or exhibition, encourage the audience to interact and engage
2.2.	FACEBOOK
	• use Facebook to provide more detailed information about the art organization and its activities

	- use Facebook for a more thorough presentation of contemporary art topics (compared with Instagram) - use Facebook to communicate and interact with users - provide at least once or twice a week presence on Facebook
3.	**USAGE OF NEWSLETTERS**
	- use newsletters to inform the audience about upcoming events and news - provide a subscription to newsletters on the website - provide links to the organization's website in newsletters for the possibility of getting more detailed information
4.	**DIGITAL CONTENT & CONTENT TYPES**
	Importance of visual content for target groups' representatives
	- use visual and written content to present contemporary visual art - provide descriptive visuals and informative textual content that complement each other - adapt visual and written content according to best practices for digital media - use visual content to attract attention and textual content to introduce the audience to the topic and to give more detailed information - follow best practices in providing good accessibility of all types of content
4.1.	**VISUAL CONTENT**
	- define the use of visuals in presenting contemporary art topics and other practicalities on the website – informative, descriptive images - use visual content that will attract and engage users' attention - align the visuals with the organization's visual identity - provide visual content for an immediate experience of contemporary visual art - provide an appealing visual design and use of multimedia content - provide multimedia content that users can easily manage - provide following visual content on the website: - photos of art installation exposed in exhibitions venues - views of exhibition spaces - images and videos that show interaction with the audience - short multimedia material that engages users

5.	**TEXTUAL CONTENT**
	• provide textual content for further research • provide textual content that follows best writing practices for web and journalistic style of writing: - headings that emphasize textual content - intriguing introductory paragraph on the topic to be presented - a short and clear, and informative textual content • for digital media, avoid hyper theoretical art-specific discourse (art-specific language). Translate it into a simpler language understandable to a wider audience and use it as a source of learning. • define prominent headlines • use of introductory paragraphs that describe the importance of the topic that will be worked out
5.	**CONTENT**
	• make the content accessible according to best practices and define levels of information importance • provide content about the profile and program orientation of the organization • provide content related to the layout and equipment of exhibition spaces • define guidelines on how to present content • adapt professional texts and visual representations of works of art to digital media • adapt content for educational purposes and offer content as learning resource • make the organization program orientation recognizable through the content • define visual identity and tone of voice to achieve uniformity in presenting content • provide clear explanations of the relevance of artwork • use digital media to create art • provide a good balance of how much content needs to be presented on a website • provide updated content • provide clear calls to action Provide basic content for an art organization website defined by target groups' representatives: - content about current and future events / activities - archive of past activities - open calls in progress - information about the team working there - content about partner networks - practical information as working hours, tickets and ticket opportunities, how-to get information - contacts

6.	**STRUCTURE**
	- define categories for all the activities and the structure of the website - define the website layout based on the level of the importance of defined categories - provide a clear website structure as an overview of the organization's activities - examine information architecture with the purpose of defining intuitive navigation and easy retrieval of content - provide a search mechanism to enable the possibility to search by defined categories
7.	**USAGE OF COMPUTERS AND OTHER DEVICES**
	adapt the website to all screen, design it according to best multi-screen design practices