Website Blueprint

OP-85445

Location: Bermuda Dunes, California, USA

Business Type: Fine Art Studio and Online Art Gallery

Target Audience: Couples and single art enthusiasts of all ages with a love for original art, primarily residing in California, Arizona, Nevada, and expanding to Minnesota. Audience values unique, original artwork and may include collectors, gift buyers, and individuals seeking to enhance their living or work spaces with fine art.

Executive Summary

Acrylic Paintings & Watercolor Paintings is a fine art studio and online gallery led by Nancy Lynn and Robert Fleming, a husband and wife team based in Bermuda Dunes, California. Their business stands out through decades of creative expertise, original acrylic and watercolor artworks, custom pieces, and a personal connection with collectors at art events throughout California, Arizona, Nevada, and Minnesota. The gallery offers a unique opportunity for art lovers to buy directly from established artists whose works are featured in multiple galleries, private collections, and even the World Golf Hall of Fame.

Primary Goals

- Connect beautiful works of art with enthusiastic new owners
- Showcase and sell original acrylic and watercolor paintings, prints, gift cards, and tote bags
- Expand brand presence and customer base across multiple states

Brand Values

- Artistic originality and authenticity
- Long-standing professional expertise
- Personal connection with clients and art lovers

Competitive Advantages

- Nancy Lynn: 35 years as a professional acrylic artist, poster artist for many art shows, work showcased in galleries and private collections, graduate of California State University Northridge with a focus on two-dimensional fine art
- Robert Fleming: 65 years as a professional artist, formal training at Miami University (Ohio), career at Hallmark Cards and KTVU, developed unique wet-n-wet watercolor technique, artwork accepted into the World Golf Hall of Fame
- Husband and wife artist duo with a diverse range of styles from impressionism to abstraction, exhibiting in multiple western states

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#334E68
Secondary		#E4DFDA
Accent		#CC7A00

Rationale: The deep blue gives a calm and elegant look that helps the artwork stand out. The soft beige keeps things warm and inviting, making people feel comfortable viewing and buying art. The orange accent adds just the right amount of energy and connects with the creative, lively feeling of painting. Together, these colors show trust, warmth, and the excitement of original art.

Typography

Heading Font: Montserrat

Body Font: Lato

Google Fonts Url: https://fonts.googleapis.com/css2?family=Lato:wght@400;700&family;=Montserrat:wght@700&display;=swap

Imagery Style

Use only real artwork and studio photos—no stock photos. Show paintings in natural light, with close-ups and wider views. Use photos of the artists, paintings on easels, and displays from galleries and shows. Make sure art is always the center of attention. Show a mix of colors and scenes from the work of both artists.

Overall Aesthetic

Clean, open, and bright. Every page should feel inviting like walking into a real art gallery. Show off the paintings with lots of space and keep extra details to a minimum so the artwork is always in focus.

Theme Style

Modern gallery with subtle textures, soft backgrounds, and simple lines that let the art shine. Add small touches that reflect painting and creativity, like a faint brushstroke divider or a paintbrush icon for buttons or the logo, but always keep it simple.

Layout Approach

Easy-to-use pages with large images, open space, and clear headings. Feature the most popular artworks, events, and information for each artist. For galleries, use an easy grid where visitors can see thumbnail images and click for larger views. Make phone numbers and contact buttons obvious for easy connection.

Regional Recommended

- Include sunlit, natural themes to connect with California, Arizona, Nevada, and Minnesota audiences.
- Keep galleries and buttons big and easy to click for all ages.
- Show artwork with settings that feel both southwestern and universal, so everyone feels welcome.

Regional Avoid

- Avoid very dark or heavy colors that can feel cold or distant.
- Skip fancy or hard-to-read fonts.
- Do not use desert-only themes, so Minnesota visitors feel included.
- No stock images—instead, use only real art and studio photos.

Requirements & Features

Image Gallery

Description: Showcase separate art galleries for each artist (Bob Fleming and Nancy Lynn), making it easy for visitors to view their work by artist.

Validation: Both galleries display uploaded images only, are labeled by artist, and show painting titles and artist names.

Contact and Inquiry

Description: Provide a simple contact form with fields for name, email, message, and selection of which artist to contact.

Validation: Contact form is easy to find, collects visitor inquiries and routes to correct artist's email.

Mobile Responsive Design

Description: Make sure the website looks and works well on both smartphones and computers, with galleries and contact options easily accessible.

Validation: Website adjusts to different screen sizes and images remain easy to view on mobile phones.

Homepage Visuals

Description: Use the two special uploaded images to create a striking, inviting homepage and include unique, original artwork only.

Validation: Homepage features 'include this pic too' and 'include this pic' images, with no stock photos.

Special Offers

Description: Feature 'Veterans save 10%' on the homepage to encourage buyers and make the offer clearly visible.

Validation: Special offer is clearly displayed near the top of homepage and in any purchase inquiry areas.

Event Calendar

Description: Display an easy-to-read event list showing upcoming art shows, making it easy for people to plan a visit.

Validation: Events page includes clear, updated list from client uploads, with event titles and dates.

About and Artist Pages

Description: Feature bio pages for each artist, including their story, philosophy, and a portrait. Make it clear whose work is whose.

Validation: Bio pages for Nancy Lynn and Robert Fleming display their bios, portraits, and unique selling points.

Business Hours and Contact Information

Description: Clearly list business hours and both artists' contact info throughout the site and especially on the contact page.

Validation: Hours and contact details are easy to find on all pages, especially contact page.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome art lovers and collectors, introduce the original artwork, and quickly show what makes Nancy Lynn and Robert Fleming special.

Sections

Hero

Purpose: Let visitors know right away that this is a fine art studio offering original acrylic and watercolor paintings, prints, and custom work.

Key Elements:

- Eye-catching headline about original acrylic and watercolor artwork
- Tagline: 'Build your dreams with original acrylics and watercolors paintings.'
- Photos of Nancy Lynn and Robert Fleming together
- Brief introduction and overview of their mission
- Highlight main offerings: Acrylic paintings, Watercolor paintings, Original Artwork
- Business location: Bermuda Dunes, CA (without exact address)
- Notice: Visit by appointment only

Strategy: Quickly show what makes the studio unique, set warm and welcoming tone, and use real images to build trust.

Psychology: People want to know they're dealing with real artists who are experts. Seeing photos and unique offerings builds a personal connection.

Tone: Friendly, inviting, and enthusiastic. Make every visitor feel welcome and eager to look further.

Cta Block

Purpose: Encourage visitors to see the artwork up close or reach out for more information.

Key Elements:

- Easy-to-see phone number for direct contact
- Simple button to email Nancy or Bob
- Message to schedule a visit by appointment
- Special offer: 'Veterans save 10%'

Strategy: Make contacting the artists very easy so visitors feel comfortable taking the next step.

Psychology: People are more likely to reach out if it's clear, simple, and low pressure.

Tone: Clear, friendly, genuine. Use reassuring language to make contacting the artists feel comfortable.

Robert A Fleming (*Bio*)

Purpose: Show Robert A. Fleming's background, style in watercolor painting, and connect visitors with him.

Sections

Bio Header

Purpose: Introduce Robert and what he offers.

Key Elements:

- Large, friendly headline 'Watercolor Paintings by Robert A. Fleming'
- Centered portrait photo of Robert

Strategy: Build trust with a warm introduction and a professional artist image.

Psychology: People are drawn to real stories and faces behind the art.

Tone: Welcoming, respectful, sharing Robert's passion for art in plain language.

Bio Body

Purpose: Tell Robert's story including his art journey, achievements, and approach.

Key Elements:

- Short, engaging summary of Robert's experience
- Highlights of art shows, teaching, and life story
- Mention of World Golf Hall of Fame artwork
- Personal tidbits to connect on a human level

Strategy: Let visitors see the artist's history and trust his skill.

Psychology: Understanding the person builds emotional connection and value.

Tone: Personal, authentic, informative but easy to read.

Cta Block

Purpose: Encourage visitors to connect with Robert or view his art.

Key Elements:

- Contact phone and email for Robert
- Button to view his gallery (by appointment only)

Strategy: Make it easy and welcoming to reach Robert.

Psychology: When people feel a personal connection, they're more likely to act.

Tone: Simple, friendly, and inviting.

Bob Fleming Gallery (*Gallery*)

Purpose: Display Bob Fleming's watercolor artwork in an attractive, easy-to-browse way.

Sections

Gallery Display

Purpose: Let visitors enjoy and browse Bob's art with painting titles and his name.

Key Elements:

- High quality images (no duplicates) of Bob's work
- Each painting with its title and 'by Bob Fleming'
- Simple gallery layout for easy viewing

Strategy: Encourage visitors to book a private viewing or inquire about a piece.

Psychology: Art buyers enjoy browsing with clear details before considering the next step.

Tone: Descriptive and informative—let the art speak with subtle guidance.

Nancy Lynn (*Bio*)

Purpose: Show Nancy Lynn's story, art experience, and what she brings to acrylic painting.

Sections

Bio Header

Purpose: Welcome visitors to Nancy's bio page.

Key Elements:

- Big headline 'Acrylic Paintings Nancy Lynn'
- Portrait photo of Nancy

Strategy: Put a face to the name, making it easier for visitors to connect.

Psychology: Personal photos and heartfelt stories increase engagement.

Tone: Warm, honest, easy for readers to relate to.

Bio Body

Purpose: Share Nancy's journey as an artist and mother, style, background, and interests.

Key Elements:

- Personal background, mention of her degree, and unique art style
- Important achievements (art shows, gallery features, years of experience)
- Personal hobbies and approach to new projects

Strategy: Let visitors feel they know the artist behind the work.

Psychology: A relatable background makes Nancy's art feel special and personal.

Tone: Down-to-earth, inspiring, and genuine.

Cta Block

Purpose: Make it easy for visitors to contact Nancy or see her work.

Key Elements:

- Phone and email for Nancy
- Simple button to visit her gallery (by appointment only)

Strategy: Offer clear options to take the next step.

Psychology: Accessibility encourages action.

Tone: Friendly and reassuring—easy for anyone to reach out.

Nancy Lynn Gallery (*Gallery*)

Purpose: Showcase Nancy Lynn's acrylic artwork in a visually appealing gallery.

Sections

Gallery Display

Purpose: Help visitors view and explore Nancy's art with painting details.

Key Elements:

- Clear images (no duplicates) of Nancy's paintings
- Painting title and 'by Nancy Lynn' under each piece

• Simple, easy-to-navigate gallery

Strategy: Encourage visitors to book viewings or inquire about the pieces.

Psychology: A streamlined gallery creates a pleasant shopping experience.

Tone: Let the art shine, use clear and simple descriptions.

Events (*Events*)

Purpose: Share upcoming opportunities to meet Nancy and Bob, see their work in person, and join art shows.

Sections

Events Intro

Purpose: Welcome visitors and explain why seeing art in person is valuable.

Key Elements:

• Short introduction about meeting artists and experiencing art shows
• Headline 'Meet us in person'
• Message encouraging visitors to explore the list and join events

Strategy: Spark excitement to attend an event and meet the artists.

Psychology: Personal experience with art is more memorable and builds loyalty.

Tone: Upbeat, encouraging, and inviting.

Events List

Purpose: Clearly show the upcoming art events and show dates.

Key Elements:

• List of events with dates and locations (filled with provided event list content)
• Details on how to attend or contact

Strategy: Easy for visitors to join an event that interests them.

Psychology: A clear list helps visitors plan and commit to a visit.

Tone: Straightforward, friendly, and positive.

Contact Us (*Contact*)

Purpose: Give visitors a clear way to get in touch with Nancy or Bob for questions or appointments.

Sections

Contact Info

Purpose: Let visitors pick their preferred way to reach out.

Key Elements:

• Separate contact details for Nancy Lynn and Robert Fleming (phone and email for each)
• Simple contact form for questions (optional if covered by product)
• Clear hours: 'Open 7 days a week, 8:00 AM–8:00 PM PST'

Strategy: Build comfort by providing choices and real contact info.

Psychology: People feel safer contacting a real person, especially if they have options.

Tone: Clear, approachable, supportive.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Clarity

Application: Make it immediately clear who the artists are, what they offer, and how to contact them.

Implementation: Add short, clear headings and photos of each artist right on the first page visitors see, and keep navigation simple and obvious.

Principle: Trust and Relatability

Application: Build trust by showing the real artists, their stories, and real photos of their studios and work.

Implementation: Use the personal bios, authentic artist photos, and friendly, conversational language throughout the site.

Principle: Visual Appeal

Application: Use big, beautiful images of the artwork to catch the eye and help people imagine the art in their own homes.

Implementation: Use the best uploaded images at large sizes on galleries and the homepage, with plenty of space around them so they stand out.

Content Strategy

Area: Homepage

Recommendation: Quickly explain what makes these artists unique and why visitors should explore further.

Implementation: Include a short, powerful introduction near the top, mention the years of experience, and link directly to each gallery and bio page.

Area: Bio Pages

Recommendation: Share each artist's unique story, achievements, and approach.

Implementation: Make pages easy to read with friendly language and include personal portraits, awards, and a summary of their work.

Area: Gallery

Recommendation: Make it simple for people to browse and enjoy the art.

Implementation: Group images clearly by artist, make titles and artist names easy to see, and avoid extra distractions.

Area: Special Offers

Recommendation: Feature any discounts or offers prominently to appeal to visitors.

Implementation: Place the Veterans discount badge near the top of the homepage and anywhere visitors inquire about art.

Conversion Optimization

Technique: Easy Contact Options

Rationale: People who are interested in art may want to ask questions or set up a gallery visit right away.

Implementation: Add a simple contact form and make artists' phone numbers and emails visible everywhere, especially on gallery and bio pages.

Technique: Strong Calls to Action

Rationale: Clear instructions help people take the next step, whether viewing more art or getting in touch.

Implementation: Use friendly buttons and links with text like "View Gallery," "Contact Nancy," or "Meet Us in Person."

Technique: Highlight Events

Rationale: Art shows are a high-touch way to create interest and loyalty.

Implementation: Present event dates and locations clearly, with an invitation to meet the artists.

Priority Focus

Category: Image Galleries

Description: Separate, attractive galleries for each artist and type of artwork, making browsing fun and easy.

Reason: People come to the site for the art—make sure it shines and is easy to see.

Category: Contact and Bios

Description: Clear biographies and contact details for both artists.

Reason: Visitors value knowing the creators and being able to connect with them directly.

Category: Mobile Experience

Description: Website works well on phones and tablets.

Reason: Many visitors will view the site on a mobile device, especially when at events.

Implementation Order

1. 1. Set up homepage visuals and strong introduction using selected images
2. 2. Build Robert A. Fleming and Nancy Lynn bio pages with portraits and contact info
3. 3. Create Bob Fleming's Gallery and Nancy Lynn's Gallery with uploaded artwork (no duplicates)
4. 4. Add Events page with clear, up-to-date list of art shows
5. 5. Make sure contact form and contact information are present and working everywhere
6. 6. Highlight special offer (Veterans save 10%) on homepage and inquiry spots

7. 7. Test site on mobile and desktop for ease of browsing and visual appeal

Risk Mitigation

Possible confusion about which artist does what

Category: Navigation/Content

Suggested Action: Separate bios, contact info, and galleries for each artist, with clear labeling.

Low engagement if the site looks generic or uses stock images

Category: Visual Content

Suggested Action: Use only uploaded photos and art, add personal touches throughout.

Missed inquiries due to unclear contact information

Category: Conversion

Suggested Action: Display contact details and form in multiple places; simplify the process to contact either artist.

Offer not seen by visitors

Category: Promotions

Suggested Action: Make special discounts large and obvious at the top of key pages.

Business Impact

Impact Level: High