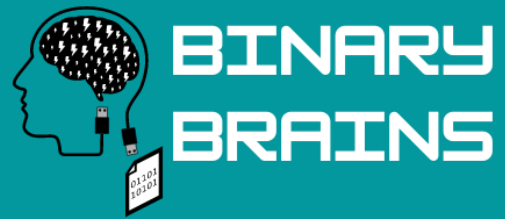


Presentation by Binary Brains team



# DELIVERABLE 1

# PROJECT PROPOSAL

# MEET OUR BINARY BRAINS TEAM

A diverse group of intuitive INF 370 students eager and excited to meet their client for the first time!

Dean Botha (L)

Trishla Pathak

Reagile Matloga

Gamuchirai Dambanjera

Reinhardt Smit (R)





# MEET OUR CLIENT

## JOHANN VAN HEERDEN'S ART GALLERY

Johann van Heerden (Owner) R

Miekie Lourens (Curator) L

The gallery is a sanctuary for exhibitions, art classes and a small restaurant which is based in Garsfontein on Jaqueline Drive close to many salons, coffee shops and Menlyn Mall

The Johann van Heerden Art Gallery was established in 2014 by Johann & Miekie - both being artists themselves.

The gallery was relocated to a bigger and better space since June 2018



# MORE ON THE GALLERY

The Johann van Heerden Art Gallery is a gallery that showcases specifically artworks of artists around South Africa. They believe that South African artists need a platform and know the South African market has a gap for what they offer.

Miekie (the curator) has the necessary suite of skills and experience to perform activities that invites artists into the business to create impactful, and meaningful pieces of artwork. Miekie also runs most administration with planning activities for the gallery like exhibitions and art classes.

Johann as the owner oversees the business side of the Gallery. He helps Miekie in receiving guests at exhibitions as well as running the framing end of the business.



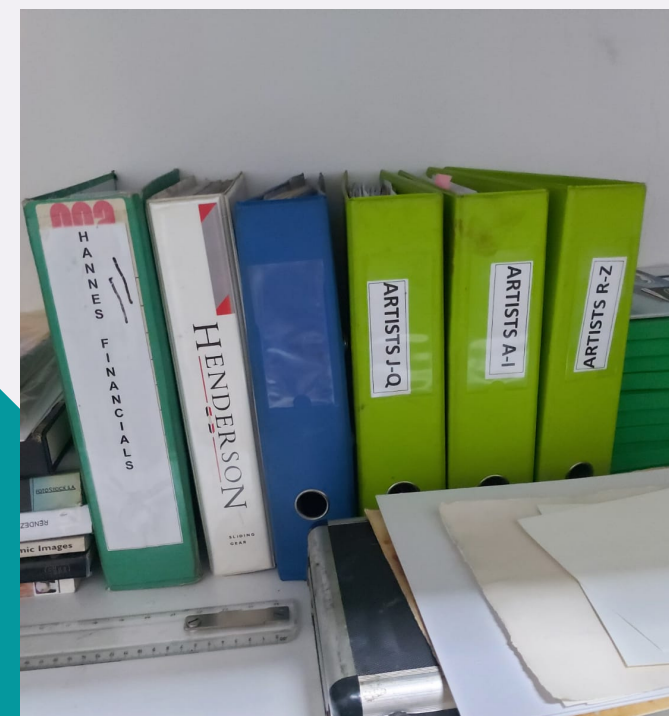


# CLIENT'S PROBLEM



The gallery is operated on a very paper based level and Miekie (Curator) is very overwhelmed with administration.

Exhibitions for the gallery is only planned on a calender and on paper with the details of the Artists with their art only available on Whatsapp and a Word document.



Art classes are managed on paper and payment details together with class details are communicated through E-mail and Whatsapp

Many parts of the gallery like bookings, administration on sending information, handeling intakes of Art, filling in documentation and keeping track of students for classes are all not on a centralised paperless database and system which artists and the public can interact with.



# THE PROPOSED SYSTEM & RICH PICTURES



Our proposed system (Artech Systems) is a customised web based application solution for Johann van Heerden's gallery.

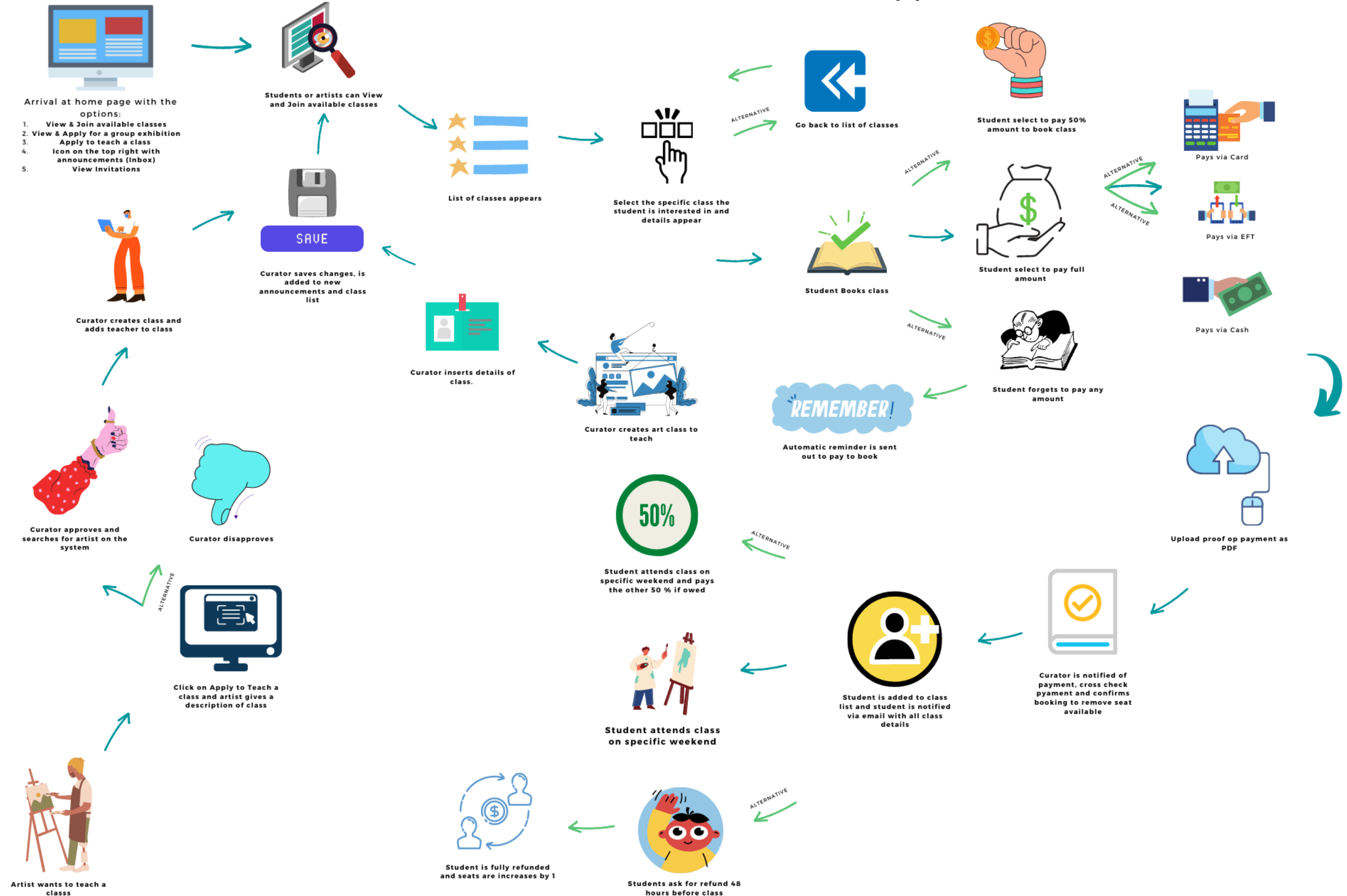
This system will deal with capturing data of artists, their artwork, booking & creating art classes as well as creating an art archive for all the art currently in the gallery







# RICH PICTURE OF PROPOSED SYSTEM AT JOHANN VAN HEERDEN GALLERY (B)





# FEASIBILITY ANALYSIS

## 1.ROBERTSON ART GALLERY (SCORE: 30/100)

### OPERATIONAL FEASABILITY

The system is poorly organized with little functionality and a very poor and basic outlay of their functions.  
The functionalities are as follows:

- Keeping track of latest additions to the gallery
- Creating an order form for what users would like to order.
- Provides a clear and organized view of the various artists within the system alphabetically, along with their sample artworks.
- A user can click to enquire which automatically opens the users preferred e-mailing system to communicate.
- You can apply to buy the artwork which then gets sent to admin for approval.

### ECONOMIC FEASABILITY

R5000 (Cost to Develop)

0.03 years (Payback Period)

NPV:  
Total Development cost+(revenue generation from system  
p.a. \* years system has been online)

R5000 + (R9000 \* 16 years)  
R5000 + 144000  
R 149000

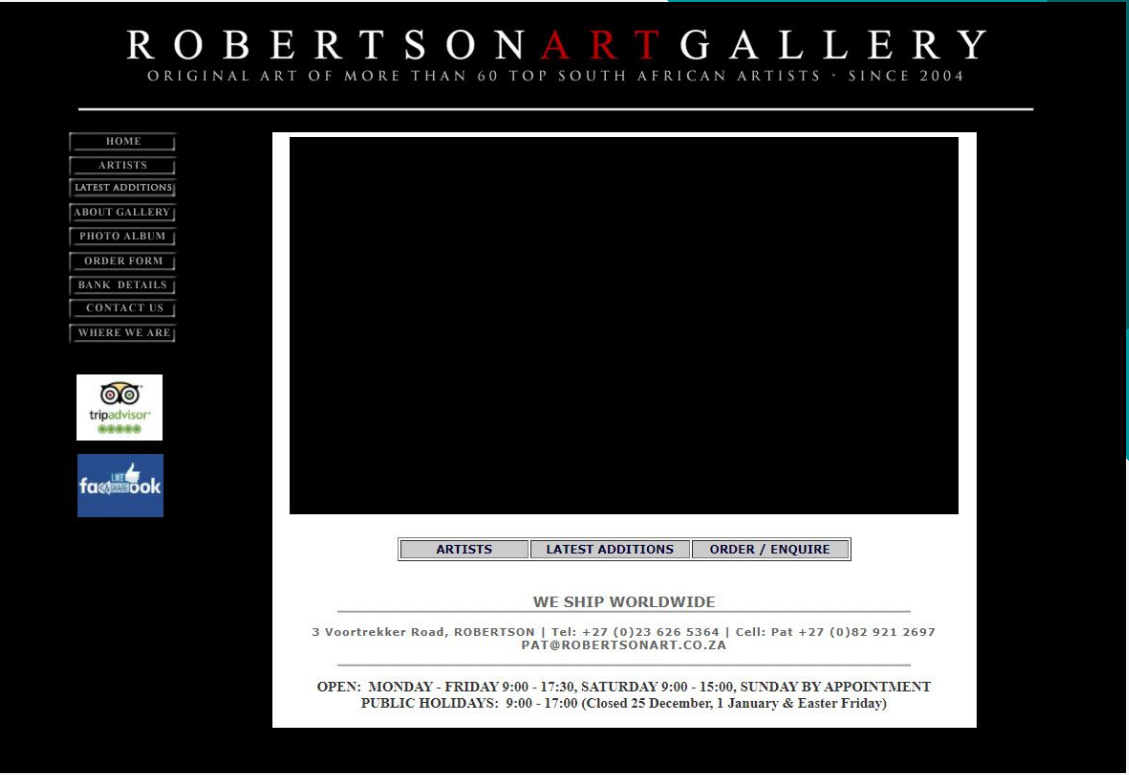
### TECHNICAL FEASABILITY

The system is poorly organized with little functionality and a very poor and basic outlay of their functions.  
The functionalities are as follows:

- Keeping track of latest additions to the gallery
- Creating an order form for what users would like to order.
- Provides a clear and organized view of the various artists within the system alphabetically, along with their sample artworks.
- A user can click to enquire which automatically opens the users preferred e-mailing system to communicate.
- You can apply to buy the artwork which then gets sent to admin for approval.

### SCHEDULE FEASABILITY

1 month for experienced developers, 2 days of implementation to make sure the system is running efficiently, and 1 day of basic training.



# FEASIBILITY ANALYSIS

## 1.ARTGALLERIA SYSTEM (SCORE: 65/100)

### OPERATIONAL FEASABILITY

The system is comprehensive and well-organized. It includes functionalities such as:

- Adding Gallery artwork Directly from Artists
- Private Room: Consists of a personal viewing room of the various artworks in the gallery chosen by artists. Artists can also invite their contacts to view this customized art gallery created by them.
- Image Vault: Where the user can Keep hi-res photos of their artworks in one place, Safely storing one or multiple images per piece.
- Inventory Management: To catalog current and sold art inventory.

The system provides insightful information into the inventory, reporting, sales & production, and other statistics which benefits the user to enhance their productivity and make better profits.  
It also allows to keep track of consignments and keep tabs on when and where they are due, which helps the user have a better time management element.  
The system allows easy viewing and printing of invoices and papers as well.

### TECHNICAL FEASABILITY

The system is poorly organized with little functionality and a very poor and basic outlay of their functions.  
The functionalities are as follows:

- Keeping track of latest additions to the gallery
- Creating an order form for what users would like to order.
- Provides a clear and organized view of the various artists within the system alphabetically, along with their sample artworks.
- A user can click to enquire which automatically opens the users preferred e-mailing system to communicate.
- You can apply to buy the artwork which then gets sent to admin for approval.

### SCHEDULE FEASABILITY

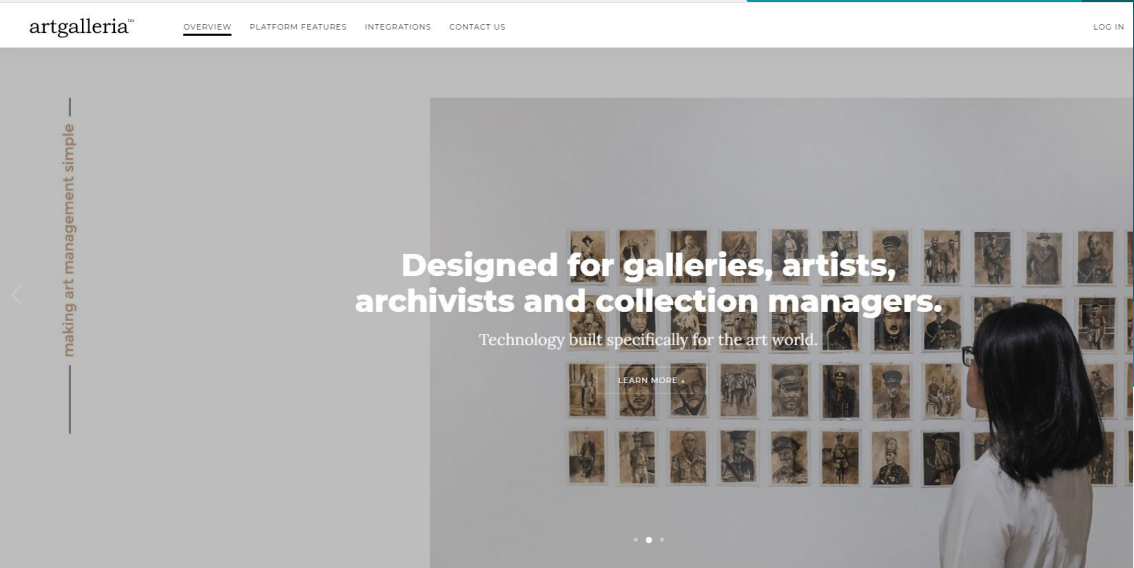
8 months for experienced developers, 2 weeks for implementation to make sure applications, syncing, bookings and report systems are functional. 2 days of intensive training.

### ECONOMIC FEASABILITY

R5000 (Cost to Develop)

0.03 years (Payback Period)

NPV:  
Total Development cost+(revenue generation from system  
p.a. \* years system has been online)  
R5000 + (R9000 \* 16 years)  
R5000 + 144000  
R 149000





# FEASIBILITY ANALYSIS

## 1. ARTECH SYSTEMS (SCORE: 80/100)

### OPERATIONAL FEASIBILITY

The system is comprehensive and well-organized. It includes various functionalities such as:

- Adding artwork directly from artists into their profiles.
- The user can keep hi-res photos of their artworks in one place.
- Exhibition Management: To catalog current and sold art inventory.
- Custom fields: Easily search and reorganize fields to perfectly match the data requirements. The admin can also add and update fields for efficient searching.
- Artist portals: Allow artists and collaborators to upload and submit artworks directly to the gallery in their profile. Submissions will be reviewed, accepted and rejected with full work flow support from the Admin.
- Secure and Private: the profile of artists is private and can only be viewed by themselves or the admin.

The system provides insightful information into the inventory, reporting, booking, exhibitions and other statistics which benefits the user to enhance their productivity and learn about the different kinds of artworks most used in a specific period of time.

It also allows to keep track of the exhibitions and keep tabs on when and where the artworks are due, which helps the user have a better time management element.

The system allows easy viewing of Proof of payments and images in different formats (PDF, Word, Excel).

### TECHNICAL FEASIBILITY

All users are provided with the opportunity to create their own profiles granting them access to the resources and functionalities of the system.

No additional hardware requirements are needed to use the system and it's accessible via website on all devices to satisfy a broad set of user's needs.

Provides simple tools to enhance user-friendly interactions on all formats of the system.

The system shines with mature technology as it provides to all the users desires with simple steps in completing their goals.

### SCHEDULE FEASIBILITY

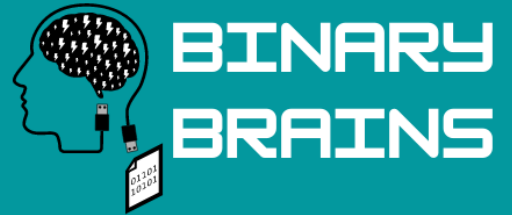
10 months for experienced developers, a week for implementation to make sure the application, syncing, bookings and report systems are functional. 2 days of training.

### ECONOMIC FEASIBILITY

N/A

No net present value as the system is still in development.





**THANK YOU**