

# UX @gapingvoid



Mitchell Joe

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office art - Google Search

https://www.google.com/search?q=office+art&oq=office+art&aqs=chrome.0.69159j69157j69160l4.1796j0j4&sourceid=chrome&espv=210&es\_sm=...

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About 2,300,000,000 results (0.44 seconds)

Ads related to **office art**

- Framed Office Art - Pick Your Frame Color & Style**  
www.1800artwork.com/OfficeArt 1 (800) 278 9675  
Get Free Shipping on Your Order!
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www.art.com/ 4.6 ★★★★★ rating for art.com  
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- Artwork For Offices - GreatBigCanvas.com**  
www.greatbigcanvas.com/ Big Canvas Paintings for Home Décor Scenery, Skylines, Florals & More!
- Office Art | What Makes Office Wall Art A Secret Weapon? | gapingvoid**  
gapingvoid.com/office-art/ Your **office art** is critical. Businesses like Cisco and VW have a secret—it's on the wall! Hugh Macleod's **office art** inspires and changes company culture. You've visited this page 3 times. Last visit: 2/25/14
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phy Inspirational Wall Art Poster Decor Quote by Mother Teresa ... 18.00 USD  
I Painting 'Land & Sea' - 48x19in. - Wow-Factor Home Office Art ... 292.50 USD

Ads

- Office Art**  
www.successories.com/ 4.4 ★★★★★ rating for successories.com  
Choose from a Variety of Photos for Your **Office** by Successories
- Art Overstock.com**  
www.overstock.com/Home 4.6 ★★★★★ rating for overstock.com  
Save Big On Quality **Office Art**. The Best Price on Quality Products!
- Art for Office Space**  
www.gallerydirect.com/Office-Art 4.7 ★★★★★ rating for gallerydirect.com  
Fast & Free Shipping. Easy Returns. Best-In-Class Quality. Shop Today!
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www.posters2prints.com/ Great Selection & Custom Framing. We Make Buying **Art** Easy!
- Framed Office Art**  
www.framedart.com/Sale 4.4 ★★★★★ rating for framedart.com  
Sale 40-50% Off Entire Inventory. Don't Wait. Sale Ends Soon!

Current Experience - Land here. XX% bounce.

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BLOG ART STORE SERVICES ART FOR OFFICES CLIENTS INSIGHTS BOOKS WE'RE HIRING

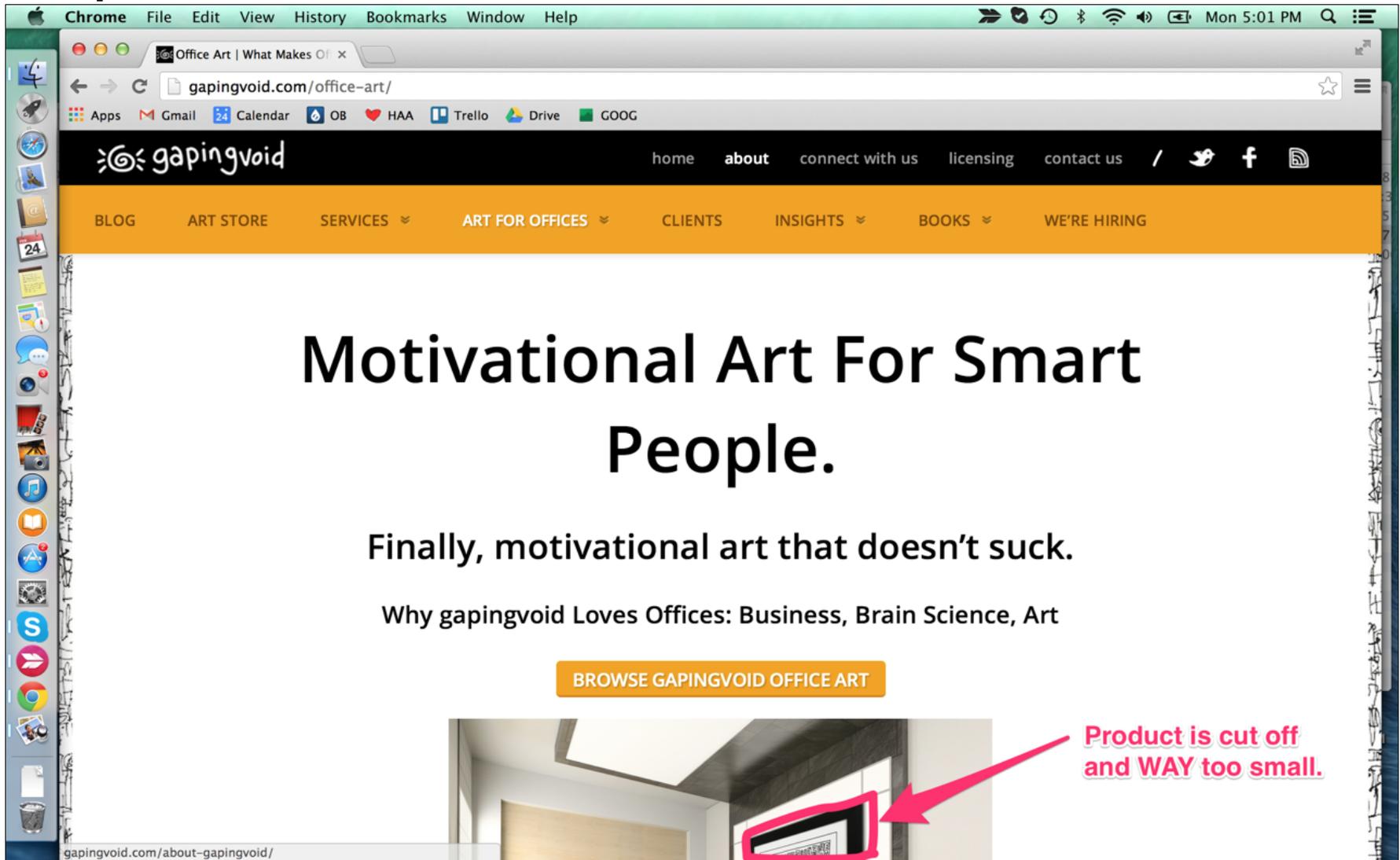
# Motivational Art For Smart People.

Finally, motivational art that doesn't suck.

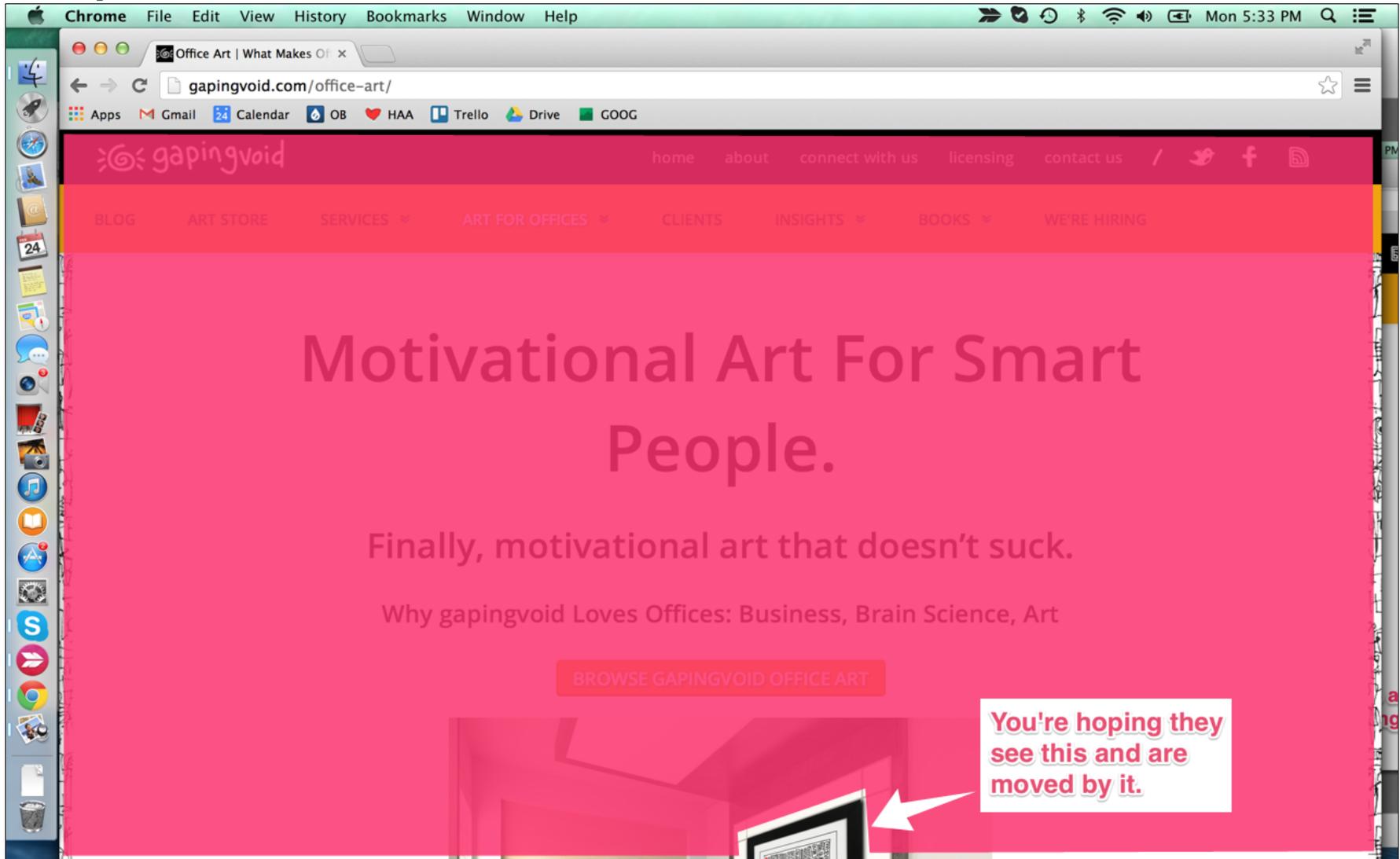
Why gapingvoid Loves Offices: Business, Brain Science, Art

[BROWSE GAPINGVOID OFFICE ART](#)

Likely Problems:  
It doesn't look like a shopping  
experience.



Likely Problems:  
It doesn't look like a shopping  
experience.



# Likely Problems: Friction of an unnecessary step

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## Motivational Art For Smart People.

Finally, motivational art that doesn't suck.

Why gapingvoid Loves Offices: Business, Brain Science, Art

**BROWSE GAPINGVOID OFFICE ART**

**Remove button. They're already here. Don't make them click anything else. Show them a product right now.**

Likely Problems:  
Inefficient use of space. People don't read.

Chrome File Edit View History Bookmarks Window Help Mon 5:30 PM

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# Motivational Art For Smart People.

Finally, motivational art that doesn't suck.

Why gapingvoid Loves Offices: Business, Brain Science, Art

BROWSE GAPINGVOID OFFICE ART

SHOW the awesome art here, instead of telling us how awesome it is.

gapingvoid.com/about-gapingvoid/

# Likely Solutions: Make landing page look like a shop.

The screenshot shows a Chrome browser window displaying the Gapingvoid website. The browser's address bar shows the URL `gapingvoid.com/office-art/`. The website's navigation bar includes links for `home`, `about`, `connect with us`, `licensing`, and `contact us`, along with social media icons for Twitter, Facebook, and RSS. A secondary navigation bar features categories: `BLOG`, `ART STORE`, `SERVICES`, `ART FOR OFFICES`, `CLIENTS`, `INSIGHTS`, `BOOKS`, and `WE'RE HIRING`.

The main content area is titled "Office Art" and displays a grid of six framed cartoon illustrations, each with a caption and sales data:

- Life is short. Make it Amazing.**  
1,263 people bought this
- Freedom from Spreadsheets**  
563 people bought this
- If in doubt, begin.**  
993 people bought this
- FRESH THINKING**
- we do what we do because we do it**
- have something to say / have something to sell.**

The illustrations include a purple creature with arms raised, a blue creature in a spreadsheet, a purple creature pointing at a sign, a grid of grey clouds with one green, a computer monitor with a red arrow, and a red abstract shape with a speech bubble.

# Likely Solutions: Reassure them (via clients, reviews) that the art is as awesome as it seems.

The screenshot shows a Chrome browser window displaying the Gaping Void website. The browser's address bar shows the URL [gapingvoid.com/office-art/](http://gapingvoid.com/office-art/). The website's navigation bar includes links for home, about, connect with us, licensing, and contact us, along with social media icons for Twitter, Facebook, and RSS. A secondary navigation bar lists categories: BLOG, ART STORE, SERVICES, ART FOR OFFICES, CLIENTS, INSIGHTS, BOOKS, and WE'RE HIRING.

The main content area is titled "Office Art" and features four framed art pieces:

- Life is short. Make it Amazing.**: A framed print with a purple creature and the text "life is short. make it amazing." Below it, it says "1,263 people bought this".
- Freedom from Spreadsheets**: A framed print showing a blue creature standing in front of a spreadsheet with columns labeled "FREEDOM", "FRON", and "SPREADSHEETS". Below it, it says "563 people bought this".
- FRESH THINKING**: A framed print with a grid of grey thought bubbles, one of which is green. Below it, the text "FRESH THINKING" is written in green.
- In moments of indecision, I glance to the wall [to Hugh's work] for inspiration.**: A framed print showing a computer monitor with a red arrow pointing to a heart on the screen. The text on the screen reads "we do what we do because we want to be like it."

To the right of the art pieces, there is a section titled "Inspiring the offices of" which lists logos for Intel, Microsoft, Cisco, and Volkswagen. Below this, it says "Contact us about an art commission".

Below the logos is a section titled "Rave Reviews" with two testimonials:

- "Hugh MacLeod is a genius. Genius." --Seth Godin, best-selling author
- "In moments of indecision, I glance to the wall [to Hugh's work] for inspiration." --Brian Clark, @copyblogger

# Likely Solutions: Reassure them and add the story.

The screenshot shows a Chrome browser window displaying the Gapingvoid website. The browser's address bar shows the URL [gapingvoid.com/office-art/](http://gapingvoid.com/office-art/). The website's navigation bar includes links for home, about, connect with us, licensing, contact us, and social media icons for Twitter, Facebook, and RSS. A secondary navigation bar lists categories: BLOG, ART STORE, SERVICES, ART FOR OFFICES, CLIENTS, INSIGHTS, BOOKS, and WE'RE HIRING.

The main content area is titled "Office Art" and features four framed art pieces:

- Life is short. Make it Amazing.**: A framed print with a purple creature and the text "life is short. make it amazing." Below the image, it says "1,263 people bought this".
- Freedom from Spreadsheets**: A framed print showing a blue creature standing in front of a spreadsheet with columns labeled "FREEDOM", "FROM", and "SPREADSHEETS". Below the image, it says "563 people bought this".
- FRESH THINKING**: A framed print with a grid of grey thought bubbles, one of which is green. Below the image, it says "FRESH THINKING".
- Artist's work**: A framed print showing a character with a red arrow pointing to a heart, with text that reads "we do what we do because we do it".

To the right of the art pieces is a section titled "Inspiring the offices of" which lists logos for Intel, Microsoft, Cisco, and Volkswagen. Below the logos is a blue link: [Contact us about an art commission](#). A yellow callout box contains a quote: "In moments of indecision, I glance to the wall [to Hugh's work] for inspiration." attributed to Brian Clark, @copyblogger.

At the bottom right, there is a section titled "Artist Hugh MacLeod" with a photograph of the artist working at a desk.

**The End**

**(a.k.a. The Beginning)**