Solu Nwanze and team help double online art sales for special artists
By contributing web analytics, Adobe volunteers help fund the ongoing expression of 130 artists with developmental disabilities

Creativity Explored provides artists with developmental disabilities the means to create, exhibit and sell their art around the world. creativityexplored.org

Creativity Explored sought to better understand how visitors interacted with their website and the impact of their experience on art sales. To do this, they needed to measure visitor engagement and response.

Adobe volunteers, led by Solu Nwanze, developed and implemented a web analytics dashboard. They provided Creativity Explored with training materials to help them identify what might be causing brief visits to their website and online art store.

Using their new analytics tool, Creativity Explored staff has doubled their online sales. This increased revenue enables them to expand studio programs and provide these unique artists a place to pursue careers in the visual arts.

“I found this project rewarding because it enabled me to approach problems in a different mindset. I learned how to apply my technical skills on a creative project, and it was great to work on something that was helping others.”

Steve Dakin, Adobe Pro Bono Initiative participant

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