

Team: Art Attack!

POV's and Experience Prototypes

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Additional Interviews



Joyce

Design Student

California College of Art



Ben-Zhen

Digital art student
at the Academy of
Art

Point Of View's

We met Ben-zhen, a digital art student at the Academy of Art.

We were amazed to realize that she **lacked confidence** without an impressive portfolio.

It would be game-changing to help her realize that there are other ways to prove herself.

We met Joyce

We were amazed to realize she has trouble finding compatible clients

We think it would be game changing to help her find the right clients for her

We met Emile..

We were amazed to realize that he relies primarily on his network for clients

We think it would be game changing to help him reach outside of his network

How might We?

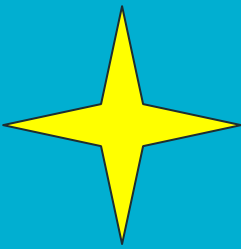
We met Emile.. |

We were amazed to find that he relies primarily on his network for clients

we think it would be game changing to help him reach outside of his network

How might we strengthen user/client relationships?	How might we empower artists to reach out?	***How might we help artists integrate business and art?
How might we create a more intuitive client-artist platform?	*How might we bring clients to artists at little effort to the artist?	*How might we make his client network grow without his input?
How might we connect shy artists to clients?	How might attract clients publicly?	How might we display his films to a larger audience?
HMW improve art attribution so as to raise exposure?	How might we attract greater recognition of his work?	How might we allow audience to rate his work?
How might we encourage his clients to rapidly share Emile's films?	*How might we allow Emile to tell his story film or not to the broader community?	*How might we facilitate client feedback?

Top Three HMW's



- HMW help artists integrate business and art?
- HMW implement real-time skill demonstrations?
- **HMW encourage artists to create spontaneously?**

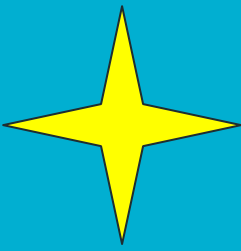
Solutions

Solutions for 3 best HMW

1) HMW get artists and clients on the same wavelength?

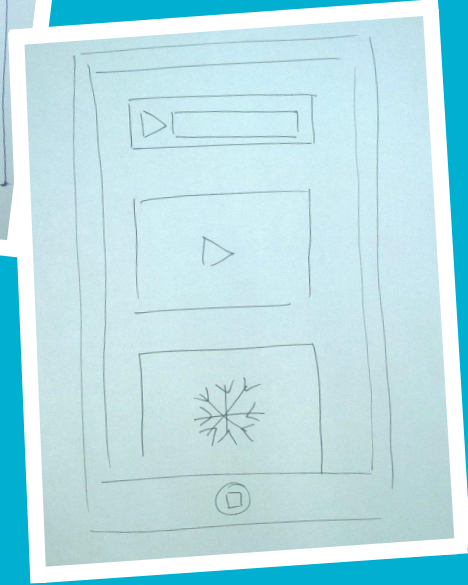
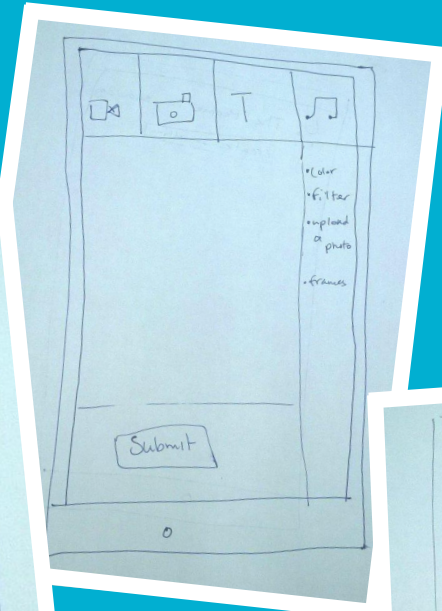
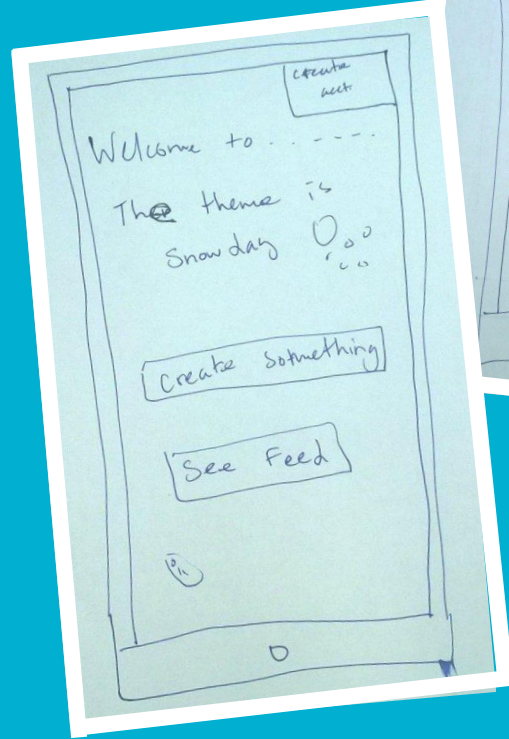
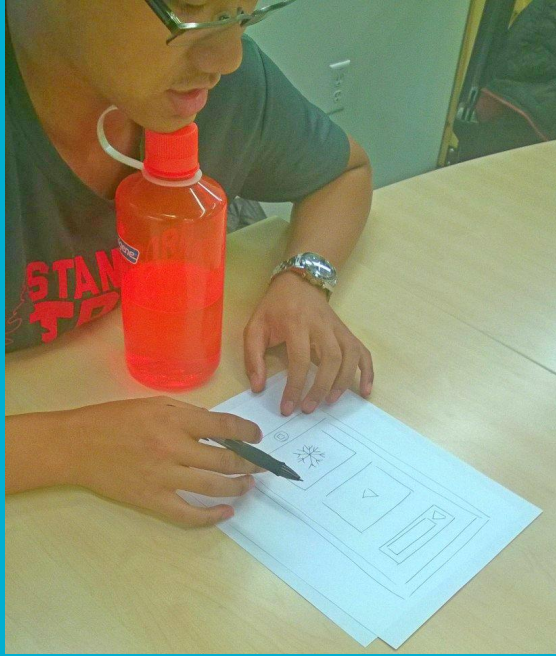
define important vocab	have clients go through mini/simplified versions of the artist's' process	tailored project management plan
*Allow a way for clients to show artist their problems visually instead of telling them their problems	Have artists define their terms for the client	Have clients define their terms for the artist
Gamify the art creation process: + \$\$ for getting something right, or including certain client requests	Forum/social network-type structure where designers and clients can post q's and a's (or memes or something...learning through humor)	do "A day in the life of.." or "put yourself in their shoes" to create empathy
*Allow clients to post one line statements about what they need or want someone to create	**Have a glossary using illustrations and graphics	Create an encyclopedia or dichotomous key of art forms
Build a highlight-and-comment	Allow clients to express their needs through <u>emoiji's</u>	*help artists repeat in different words what they

Top 3 Solutions

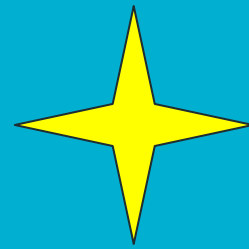


- Create 30-second art pieces based on the a daily theme and showcase the most popular submissions.
- Art commission platform. Client: I want to make X and I'll give you \$\$ to get it done.
- **Collaborative picture making, where everyone adds 10 strokes per turn to one drawing.**

Prototype 1: Art Prompts

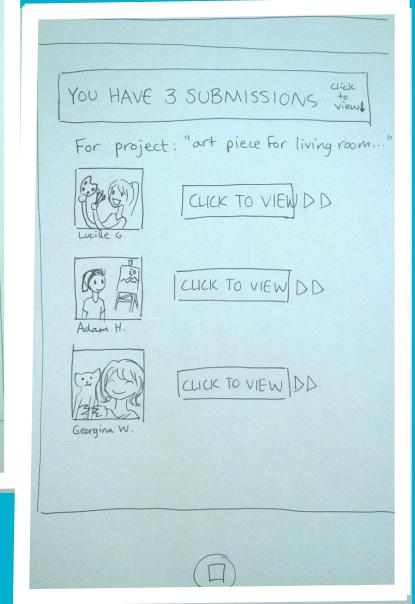
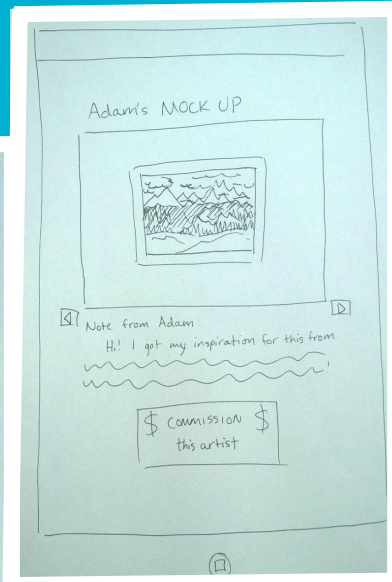
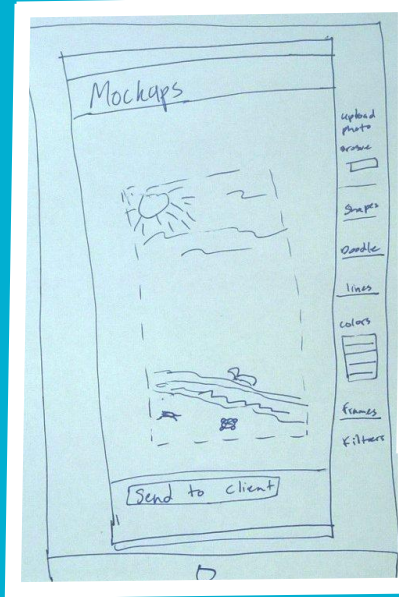


Feedback Prototype 1

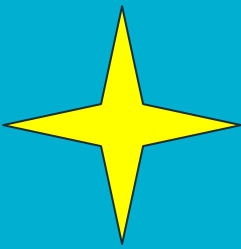


- “Oh, This is really cool”
- Aftering seeing the feed asked “What do I do?”
- Editors display should change depending on the upload content

Prototype 2: Commissioning

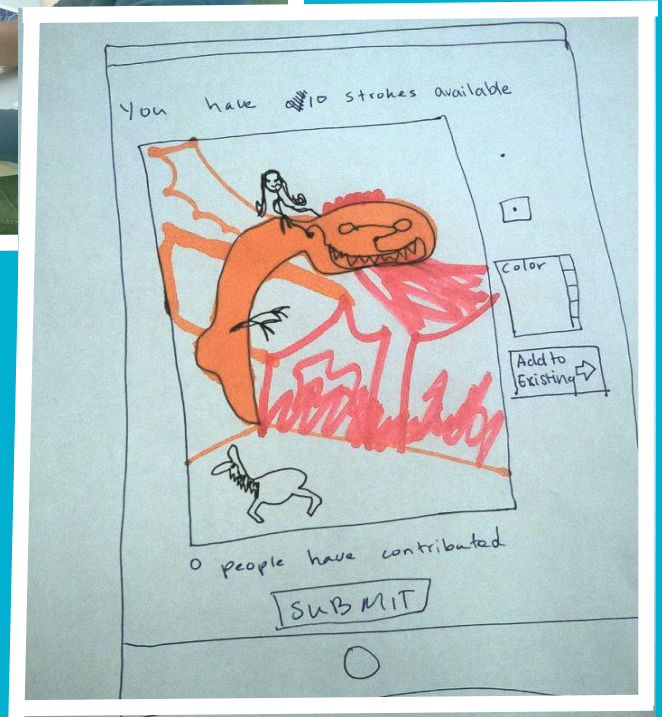
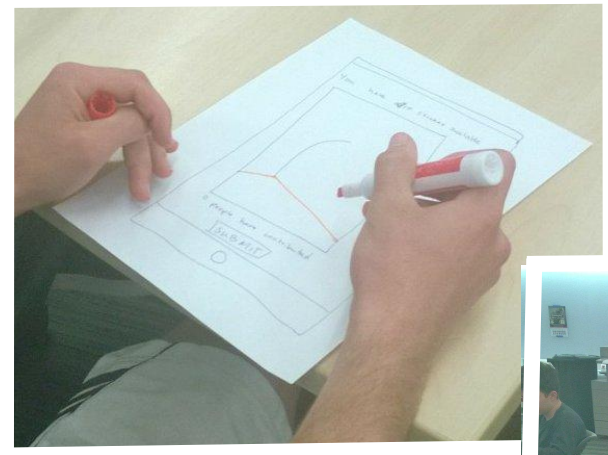
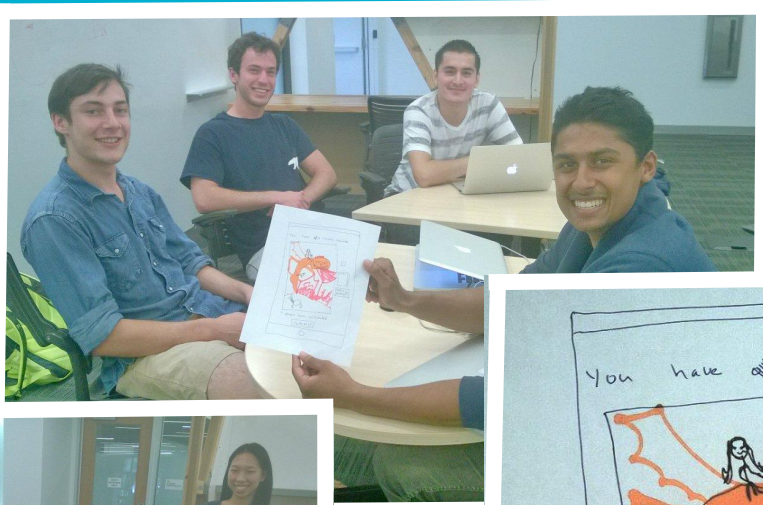


Feedback Experience Prototype 2

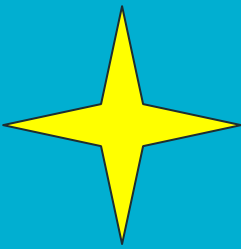


- For artist: Have clients tag their requests so they can be filtered by type (painting? digital art? ceramic? etc)
- For client: Change it so the client can see all of their artist mock-ups at once and compare in the same window

Prototype 3: 10 Lines

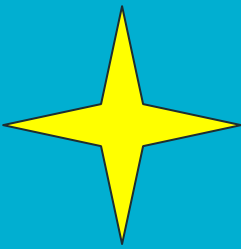


Feedback Experience Prototype 3



- Had starting context (“There’s a CS career fair today”), but didn’t know what they were making collectively at first
- Started to see their drawing developing into something
 - “This is really fun”
- We should add a chat feature
- “This is going to be in a class presentation, I’ll keep it not perverted then”

Conclusion



10 Lines?

A game where you can be
an artist without being
judged :)

Questions & Feedback

