MUSE

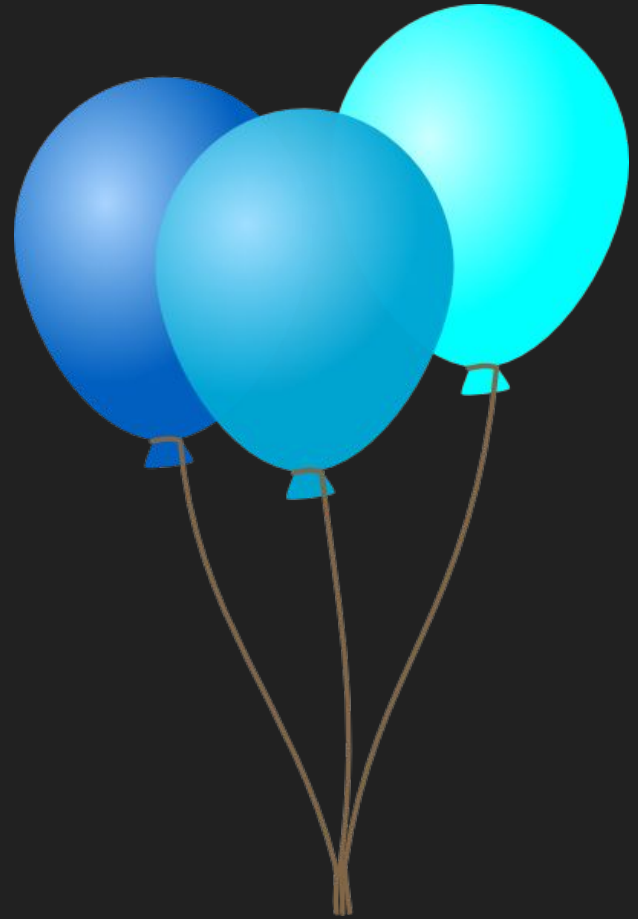## LOW-FI PROTOTYPING AND PILOT USABILITY TESTING

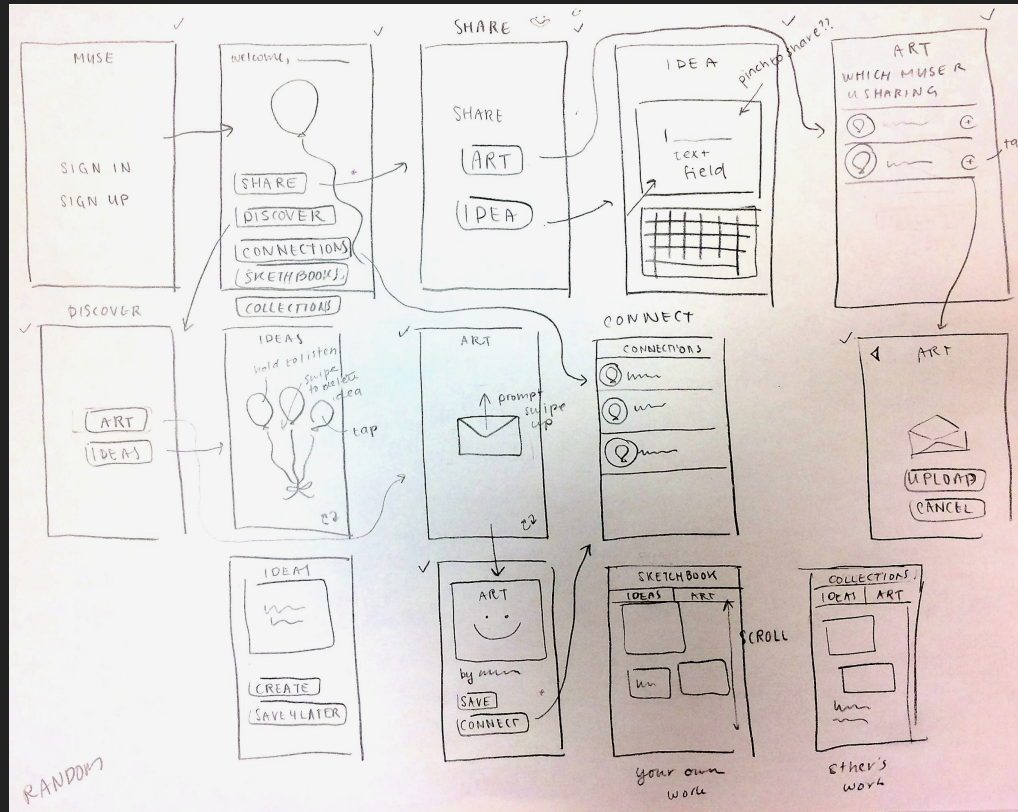# MISSION STATEMENT

Inspire others.
Inspire yourself.

VALUE PROPOSITION

Encourage everyone to cultivate their **creativity**.

Facilitate a **collaborative** art community where users can share their ideas as well as discover new ones.
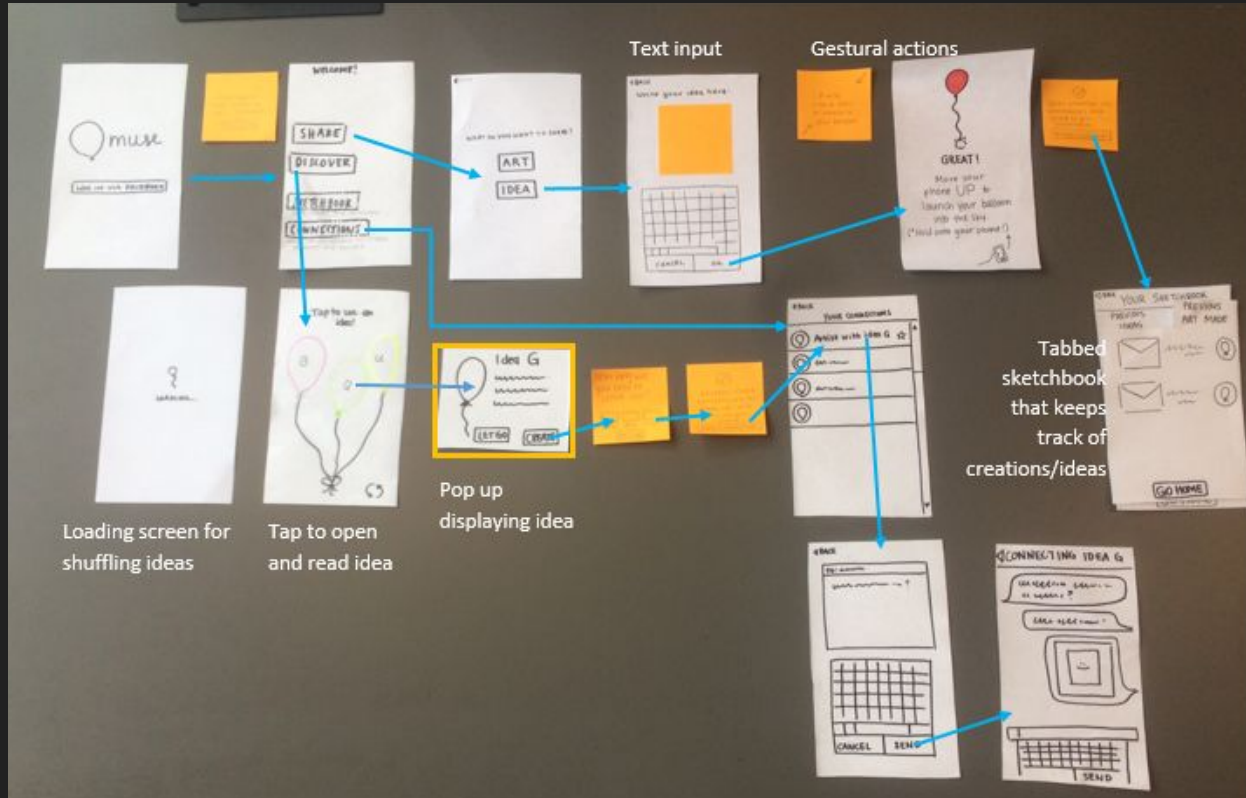
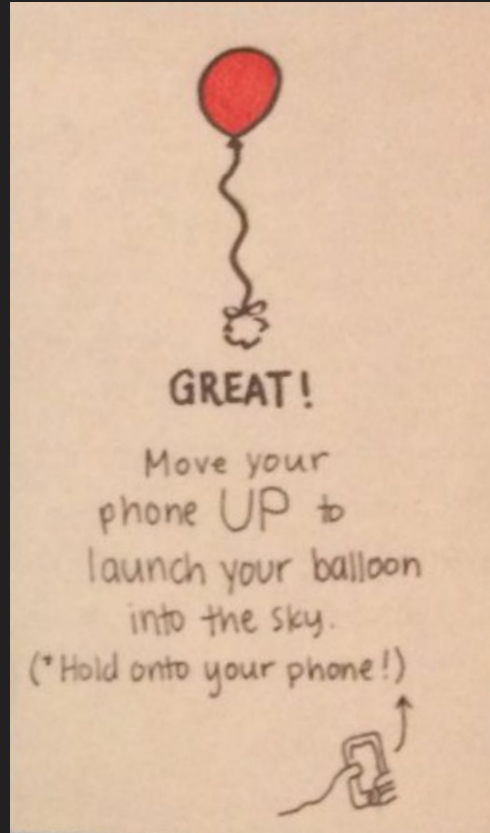# SELECTED INTERFACE

SELECTED INTERFACE

RANDOM DISCOVERY

- ○ Wider range of ideas

- ○ Outside comfort zones

- ○ Simple and efficient
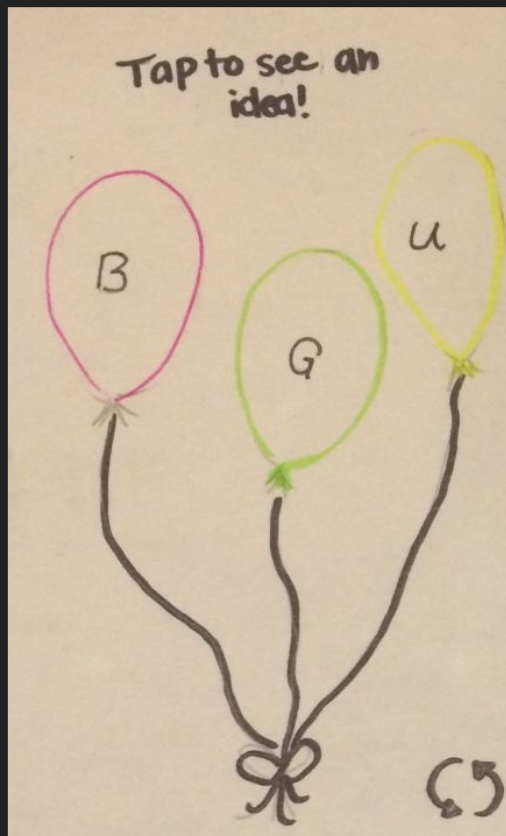
- ○ Surprise and intrigue

LO-FI PROTOTYPE

TASKS
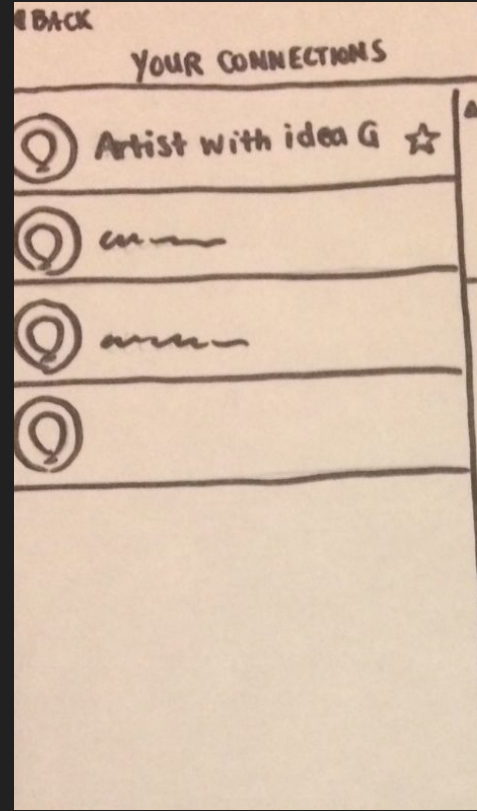
1. SHARE AN IDEA.

TASKS

2. DISCOVER AN IDEA.

TASKS

2. CONNECT WITH AN ARTIST.

EXPERIMENTAL METHOD

PARTICIPANT 1
McMurtry
Art History grad student

"It feels like a sacrilege to what I think of as art."

PARTICIPANT 2
Cantor
11 years old
Art classes

"I want to see if there is anything I have drawn before."

PARTICIPANT 3
Cool Cafe
Young artist from Italy

"I don't want to steal another person's idea."

EXPERIMENTAL RESULTS

- Hesitation to share "unfinished" work

- Working with someone else's idea seem like "stealing"

- Setting a time frame for the art's completion was stressful

SUGGESTED UI CHANGES

- ○ Redefining task flow

- ○ Improve use of gestures

- ○ Rename buttons

SUMMARY

LOOKING BACK…

- Low-fi prototype: random discovery

- Tasks: share, discover, connect

LOOKING FORWARD…

- Demphasize the "role" of the user

- Make "creating art" more fun