

Studio:
Art &
Culture

Needfinding

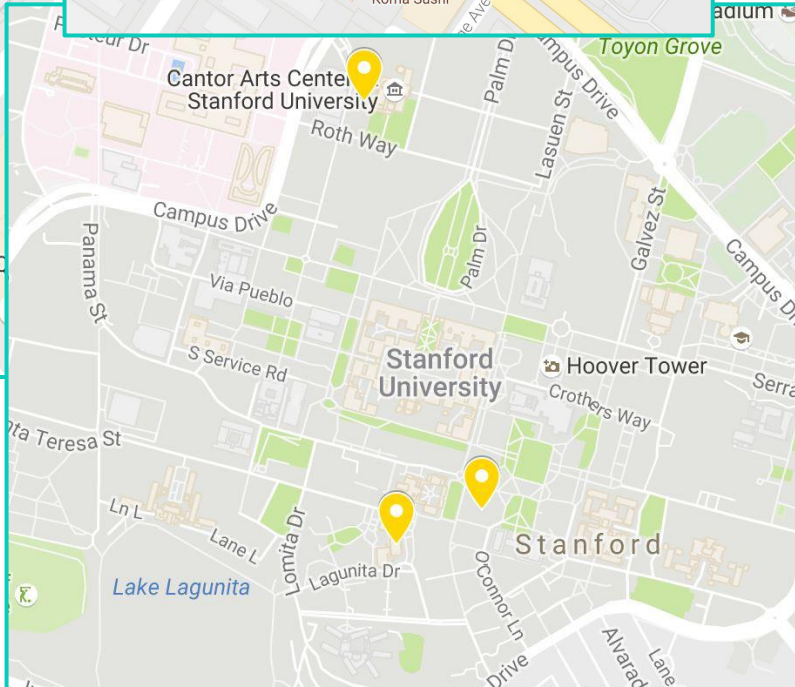
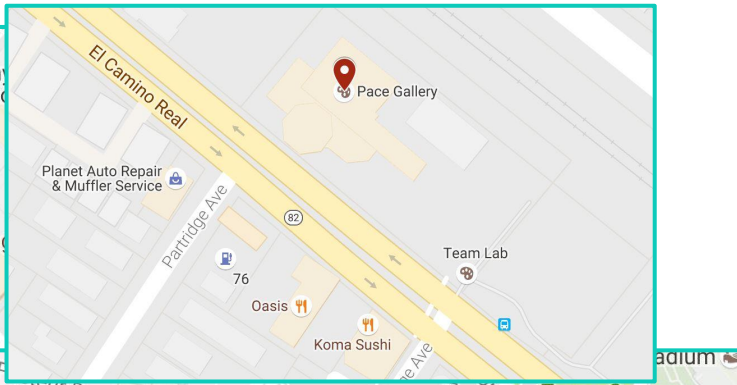
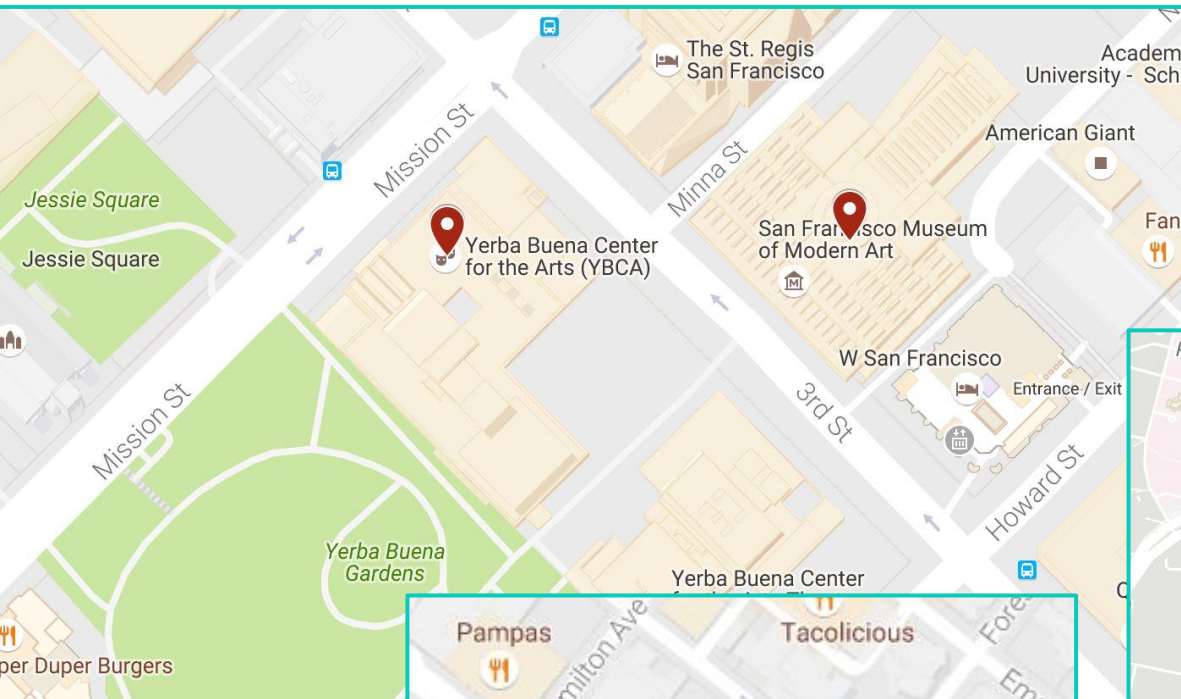
Team: Madison Willcox, Shannon Wu, Gracie Young



Problem Domain: Art accessibility



Needfinding Methodology



Artists



Brooke McEver

DFA and MFA with a background in textiles

Anna Wittstruck

conductor, cellist, juror

Ricky Cordova

Jazz drummer, music producer, DJ at Stanford

Chelsea

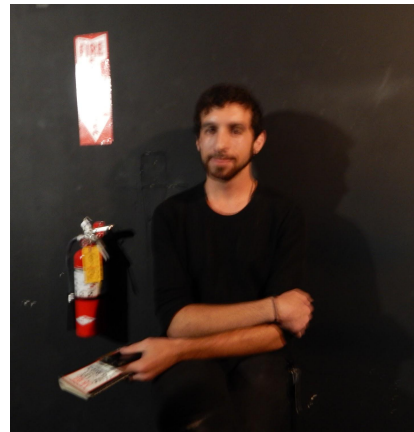
Graphic designer at a design firm

John

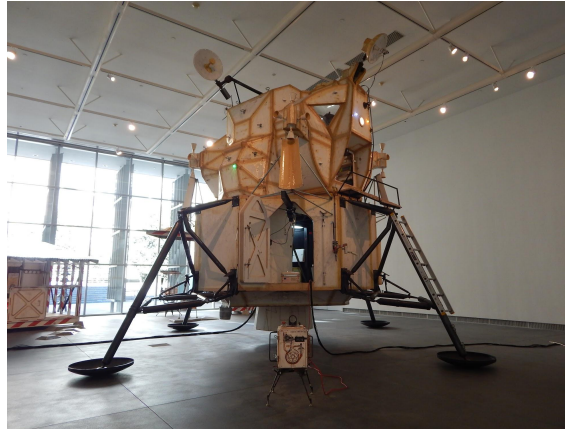
Gallery manager and sculptor

Anand Lakshminarayan

Musician, Youtube artist



Audience



Steven

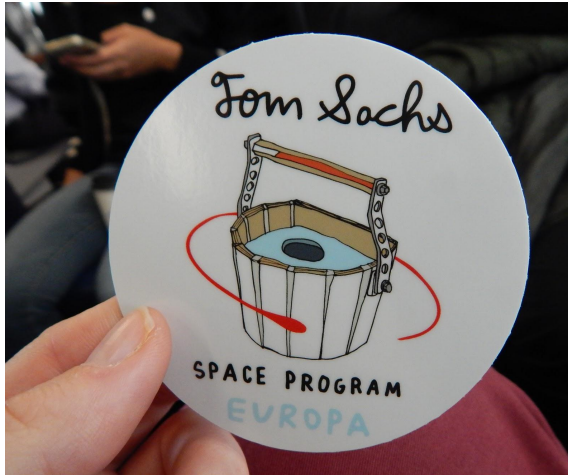
Engineer with an interest in modern and East Asian art

Nicole & Joseph

A couple visiting PACE gallery; performers

Marcie Williams

Security guard at YBCA for 15 years



Questions

- Could you tell me about a time when you felt most creative or artistic?
- Would you call yourself an artist?
- How do you balance work and art?
- Tell me about a piece of art that resonated with you.
- Have you ever been to an art gallery or museum? How did you feel?

Interview Results

interacting w/ art

run exhibit → AR
iPad for info
check it out

Big museum across street

purpose skills

In future more time to observe art

Steven Diramforce
happened here
YBCA to be
CHS
museum arts - modern
tech

no real plan to go - a matter of convenience to go to all venue.

murals
volunteer hard to know what art to make museum tour

making art takes time (if enjoying art is already so difficult, then making it is even more...)

Google search
all kind of things you seek art.

Some museum

- work place → convenience museums

usually alone
groups - coord

easier to go alone, can't always get a group together... inkiering + it's just a better experience

group - colleagues - not work
garden - thinking
close to modern day

when it's convenient

try to learn -

go do research

- sometimes ask more enjoyable

want it to be as personal experience as possible?

"yeah, yeah"

"eagerly agree" + adventure

do rough drawings

do art too?

~~museums~~ some music regrets?

focus on work, not time

a lot of ppl mention this dichotomy - "grass is greener" effect

Tensions

“I wish I had more time to do art...the opportunity to do so might not stay forever.”

Ricky

“Photos are photos; we can't touch them or wear them in most cases or hear them.”

Brooke

Contradictions

“I enjoy going to museums alone...I’ve asked colleagues to go to museums with me, even though it doesn’t always work out.”

Steven

“I don’t find art entertaining...if someone explains [the history], I like it.”

Anonymous guy at Philz

Even artists can
feel **excluded**
from art.



Analysis

EMPATHY MAP:

SAY (Quotes)

Sticky notes under SAY (Quotes):
- I'm not sure if I can do this.
- I'm a bit nervous about this.
- I don't know what to do next.
- I'm a bit confused about this.
- I'm not sure if I can do this.
- I'm a bit nervous about this.
- I don't know what to do next.
- I'm a bit confused about this.

THINK user beliefs

Sticky notes under THINK (user beliefs):
- I think I can do this.
- I think I'm not good at this.

behaviors & actions noticed

DO

Sticky notes under DO (behaviors & actions noticed):
- I see you are using the app.
- I see you are clicking on the button.
- I see you are scrolling down the page.

FEEL user emotions

Sticky notes under FEEL (user emotions):
- I feel happy when I use the app.
- I feel frustrated when I can't find what I need.

Insights:

Sticky notes under Insights:
- I see a pattern in the data.
- I notice a trend in the user behavior.

Designs:

Sticky notes under Designs:
- I think this design is better.
- I like this color scheme.

Concepts:

“I don’t find it to be entertaining.” - anonymous
“It’s only for some people.” - Anand
“Time not learning [art] is time wasted.” - Ricky
“**I can’t do art all the time.**” - Chelsea
“Music is becoming less specialized, which I think has been a positive thing.” - Anna
“**Not being able to speak the language makes it so much more difficult.**” - Ricky
“Experiencing [art] alone is like an adventure.” - Steven
“There are a lot of hoops to jump through.” - Chelsea
“Making art takes a lot of time.” - Steven

SAY

Ricky waved his hands around while describing the most memorable music performance he’s had **DO**
Anna was **silent** and **very unsure** when asked how people could be introduced to music education
Steven used his phone to search for a museum he was referencing and talk about
Marcie was **excited to show off the exhibit** and point out interesting parts of sculptures
Joseph was **taking photos** of Nicole **posing** in the gallery

Am I doing this right?
Depending on art for money is scary.
I don’t have time for art.
I could do that.
The audience doesn’t understand.
Talking about art is difficult.
I don’t have an excuse or purpose to do art.
Making art is exhausting or difficult.
I don’t know how to understand art.
Am I being judged or criticized?
THINK I want to learn more, but don’t know how.

FEEL

frustrated

uncertain

empowered by education

curious to learn

forced to be creative

unemotional

alienated

unsure

connected

inspired

Needs

- Personal expression
- Passion, not resentment
- Understanding

*A common language between
artist and audience*



Insights

People want to be **entertained**.



Insights

Cameras **distract** from the experience of art.



Insights

There is a **disconnect** between artists and audiences.



Insights

People enjoy art when it connects to a **story**.

