

# POVs & Experience Prototypes

CS147 - Art & Culture Studio

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Background by Rebecca Mock

# Our Problem Domain

## Art Accessibility



Image from Pexel



# Our Problem Domain

Art Accessibility

in everyday spaces



Image from Pexel

# Where we began

**We met** a man at Philz coffee (who asked to remain anonymous).

**We were amazed to realize** how passionate he was about about the story behind art despite initially expressing disinterest.

**It would be game changing** if we could help people engage with aspects of art they particularly enjoy.



# Additional Needfinding



# Steven

Steven is a college student and amateur photographer.

*“You know, my friends who come over never even try to look at the photobooks...it’s hurtful and sad...that art is not a priority.”*



# Jeff and Amanda

Jeff and Amanda are an older married couple from Indiana that work in the computer industry.

*“That’s a kindergarten project...Something I couldn’t do is art.”*



# Andrea

Andrea is a mom that comes from a family of musicians but is not a musician herself.

*“I like when people use normal things, like trash or things we would not use as art and turn them into art.”*





# Points of View

# POV's:

**Steven:** a college student who enjoys photography as a hobby

**WWATR:** art is easier to enjoy when it's incorporated in daily life

**HMW:** - make everywhere an art venue?

- make art pop in everyday places?

- remove all footwork from finding art?

- viewing art as essential as brushing your teeth?

- art as available as Tweets/status updates?

- filter out distracting content?

- make art as useful as a roll of toilet paper

- create pockets of art that come in 2 min - like Lashio

- art as fun as stickers?

Photo books  
Main to  
like  
etc.

appreciate beauty in mundane fields

make art help w/ tasks like (grocery) sets

make art experience like a drive thru

# Amanda & Jeff:

We met A&J who were older technology workers from Indiana.

## WWATR:

A&J did not enjoy art when art looked too easy, but really engaged when there was a story behind it.

"It looks like a kindergarten project"

## Game Changing:

→ Show A&J the story behind the "Kindergarten" art.

"Kindergarten" art seem like a good thing

make art immersive like the panama wall

- re-define "quality" art.

- make story as obvious as the art.

- make visual art feel like a performance

- form a rx b/w viewer & artist!

transform art into a digital gallery app.

- make people feel like a VIP @ an art museum

- make art have multiple layers or even

- make art a plot like on a romantic comedy or horror film

- make art like a pict book

- make art have chair, table, canvas

\* make art easy to download and share

- make art like the magic mirror on the wall.

- make art reflect your personality.

- make art a personalized gift.

- make art like a FB status.

- make art have clues and make people excited about what will happen next.

- make art a series, not a stand.

- give ppl Cliffnotes for art?

- make art easy to read as a book?

How can we make art fit in your pocket? Steven

→ How can we make art part of your calendar?

- give ppl more time to go to museums/concerts they like?

✓ - make art so big we can't ignore it?

- make art so distracting that ppl can't pay attn to anything else

- make art part of everyday routine?

✓ - make people think their life is a work of art?

- make ppl dream abt art?

- bring the museum to the people instead of the other way around

- cut art off



# POV 1

**We met** Steven, an amateur photographer who loves to document his travels.

**We were amazed to realize** that his friends rarely take time to enjoy his art, even when it's within arm's reach.

**It would be game changing** to remove all footwork from finding and enjoying art.



Image from Pexel



# HMW

Make everywhere an art venue?

Deliver art in more consumable portions?

**Bring art to people instead of bringing people to art?**

## POV 2

**We met** Jeff and Amanda, an older couple from Indiana.

**We were amazed to realize** they didn't engage with art that looked "too easy"

**It would be game changing if** art told its own creation story.



# HMW

Turn visual art into a performance?

**Help people find art that's relevant to their thoughts and feelings?**

**Make people feel like a VIP in the art world?**

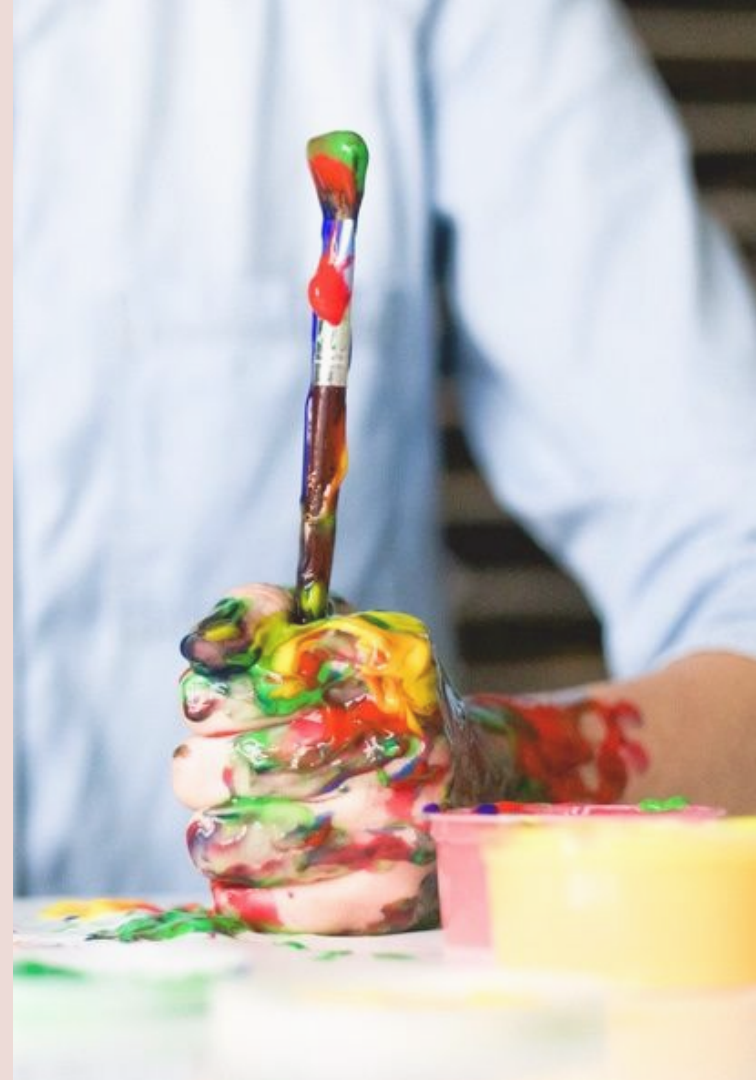


## POV 3

**We met** Andrea, a member of a family of musicians who appreciates art.

**We were amazed to realize** she loves when people turn “normal” things, “trash”, or “things that we not use as art” into art.

**It would be game changing if** we could make art pop in everyday places.



# HMW

Appreciate the beauty in their own life and thoughts?

Empower the “common eye” definition of art?

Encourage people to think unconventionally?

# Our top 3 HMWs

**Bring art to people instead of bringing the people to art?**

**Help people find art that's relevant to their thoughts and feelings?**

**Make people feel like a VIP in the art world?**





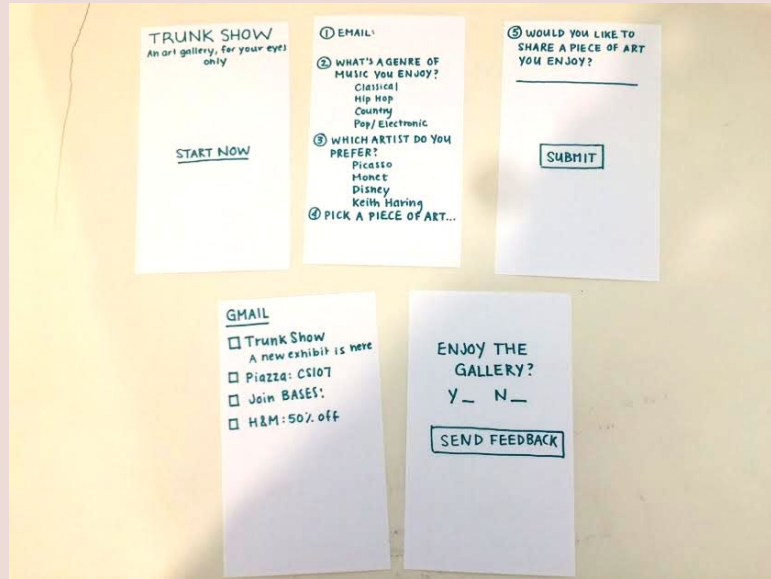
# Experience Prototyping

# Experience Prototype 1

**Goal:** help people feel that enjoying art *requires minimal effort*

# Experience Prototype 1

Personality quiz → personalized art collection



# Results



“Oooh! Exciting!”

Easy, intuitive

Less overwhelming than museum



“Please don’t spam”

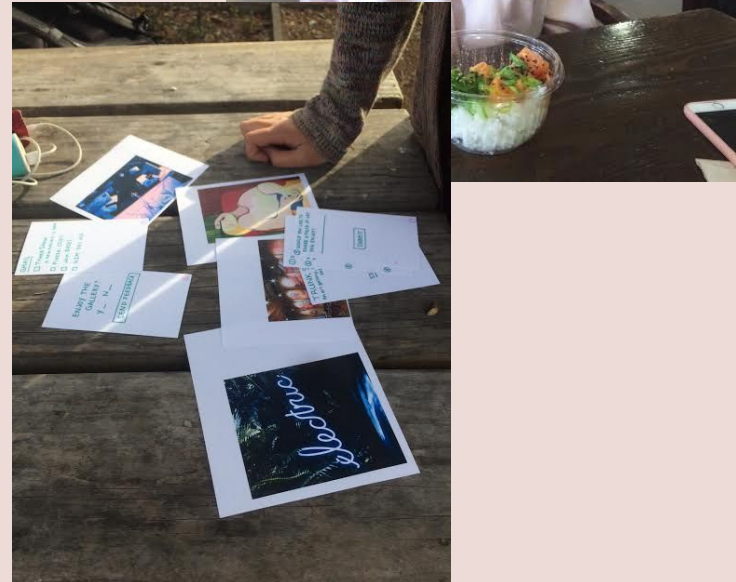
Too busy to check unnecessary email



Willing to make effort to learn more

Control is not really relinquished

Wouldn't pay for this service (still non-essential)



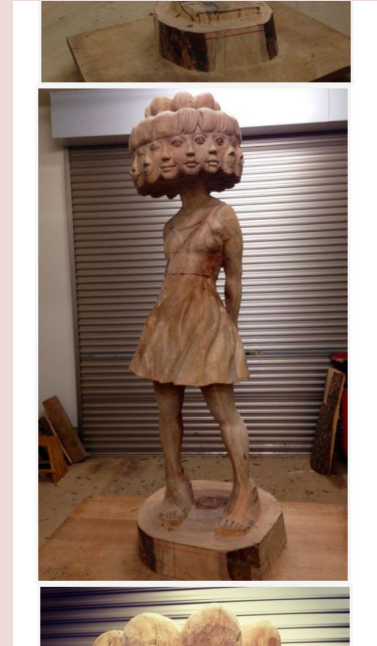
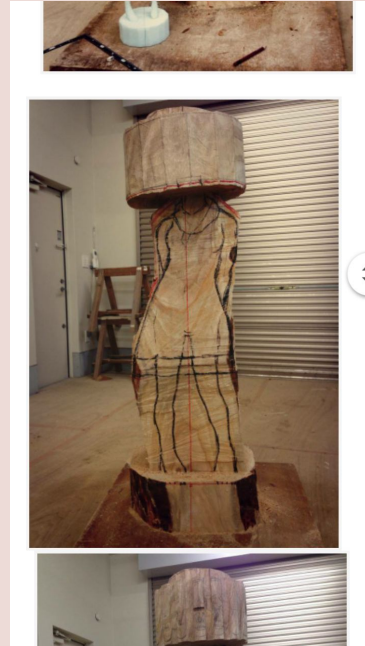
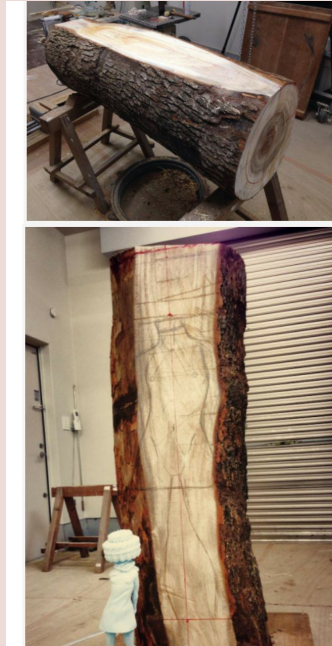


## Experience Prototype 2

**Goal:** Interest people in art they normally wouldn't engage with by showing them the "story" of the creation process

# Experience Prototype 2

Unsettling art piece → natural process



# Results



“Wow! I had no idea it was that large!”  
“Oh it's made out of wood, I like that!”  
“I like this one better, much less scary”



“Wow what a waste of a log”  
Not curious about meaning/artist



Inspired more attention to detail  
Appreciated the art in its different form



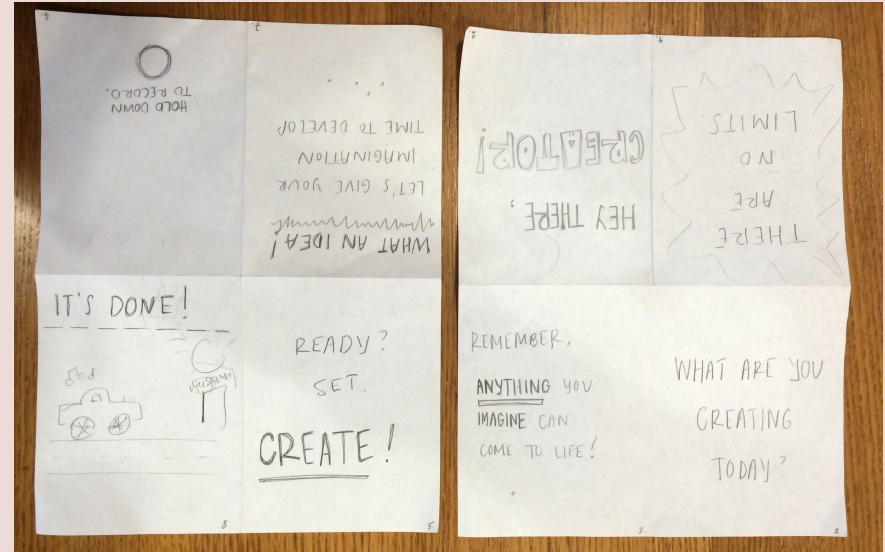
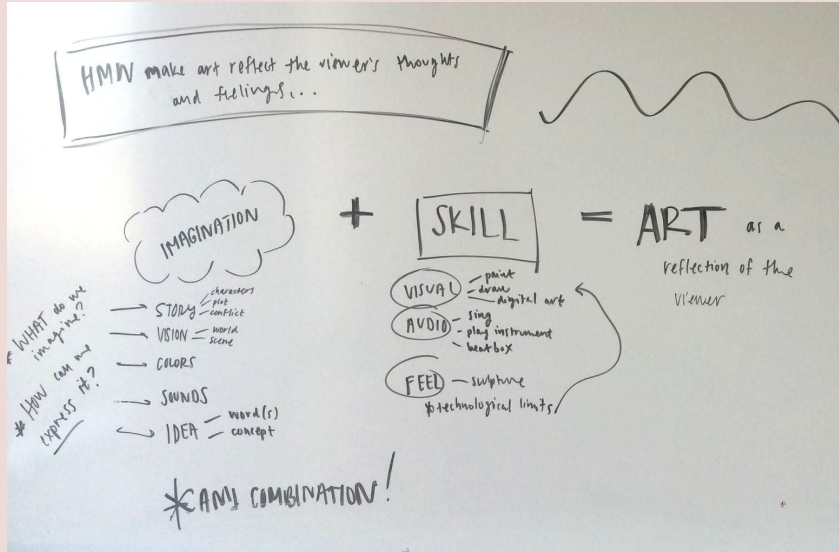
## Experience Prototype 3

**Goal:** Empower people “who don’t do art” by encouraging them to express themselves without worrying about their skill level



# Experience Prototype 3

Think of an idea -> See it interpreted and created by an artist



# Results



“I like the step by step ...”

Fun and engaging

Personal and open ended



“What am I supposed to do...”

Disinterest in working with another’s  
imagination



Inspiration needed to trigger ideas



A stylized illustration of a man in a dark jacket and jeans walking on a path made of white rectangular blocks. The path is surrounded by floating dark rectangular bars of various sizes and orientations. The background is a light purple color with a pattern of dark purple lines.

# Key Takeaways

Image by Rebecca Mock

# What did we learn?

Less is more

People will slow down...if they want to

Removing the pressure for quality empowers imagination

Everyone can “get” art