



TEAM 3





1

ART AND DIGITAL MEDIA:

Problem Domain → Digital
Assets/Collectibles

INTRODUCTIONS

Emilio

Stanford '24
Mathematics/CS
Orlando, FL

Alahji

Stanford '23
Computer Science
Atlanta, GA

Ruslan

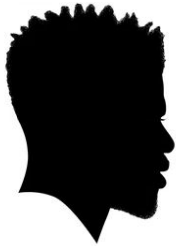
Stanford '23
Computer Science
Palestine

Nick

Stanford '23
Computer Science
Danville, CA



OUR PARTICIPANTS



Jimmy

- X Stanford
- X CS
- X Mountain View, CA



John

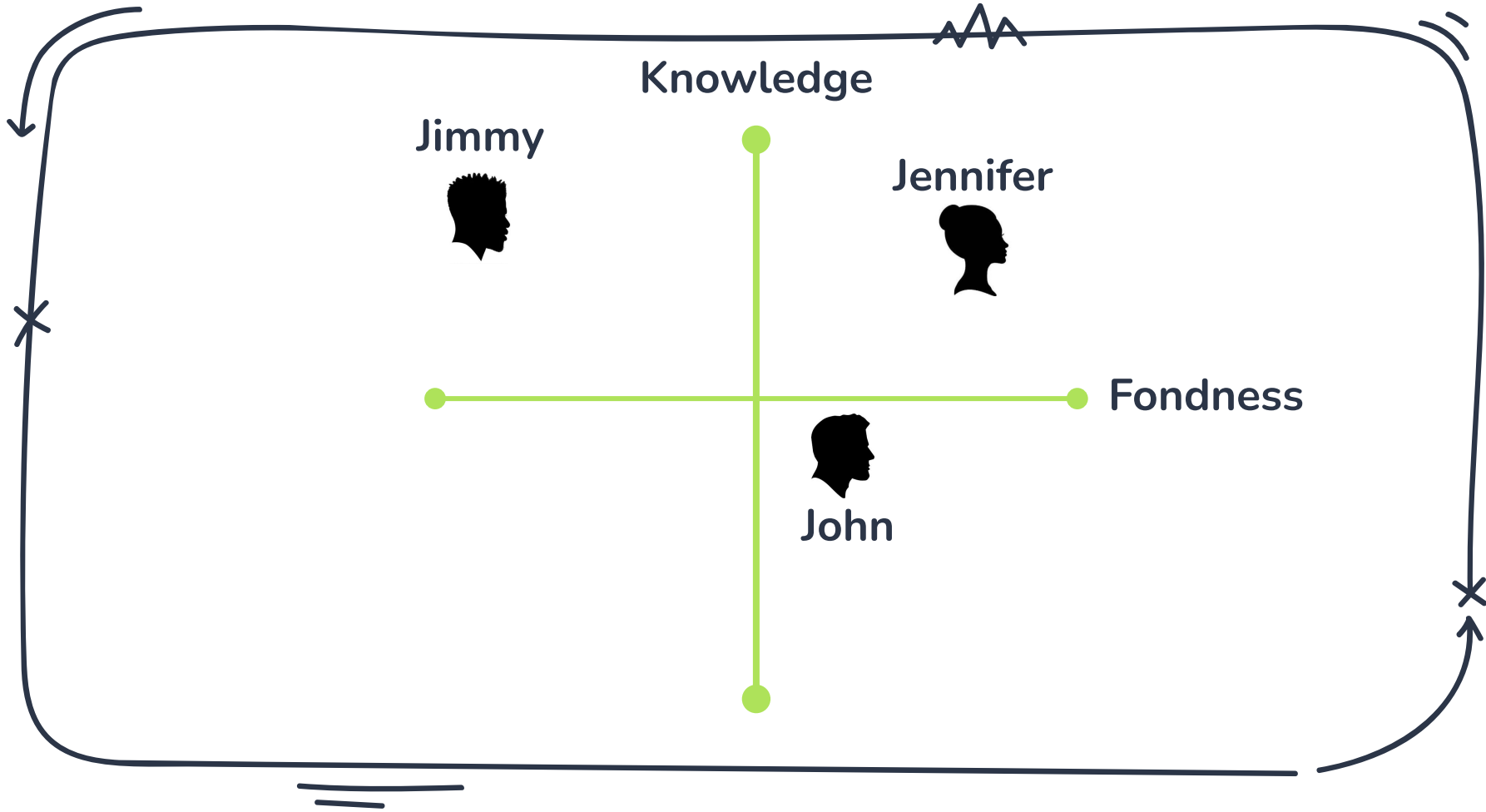
- X Georgia Tech
- X Business
- X Atlanta, GA



Jennifer

- X UF
- X Engineering
- X Orlando, FL





Knowledge

Jimmy



Jennifer



Fondness

John

GUIDING QUESTIONS

How do you expose yourself to digital media?

How do you share digital content you enjoy?

What do you value about digital assets?

What sorts of digital assets have you interacted with?

RESULTS

JIMMY


Worked on in-game transactions, has a distaste for digital assets

“I judge anyone who spends more than double digits on digital assets”

“I don’t have the disposable dignity for NFTs”

JOHN

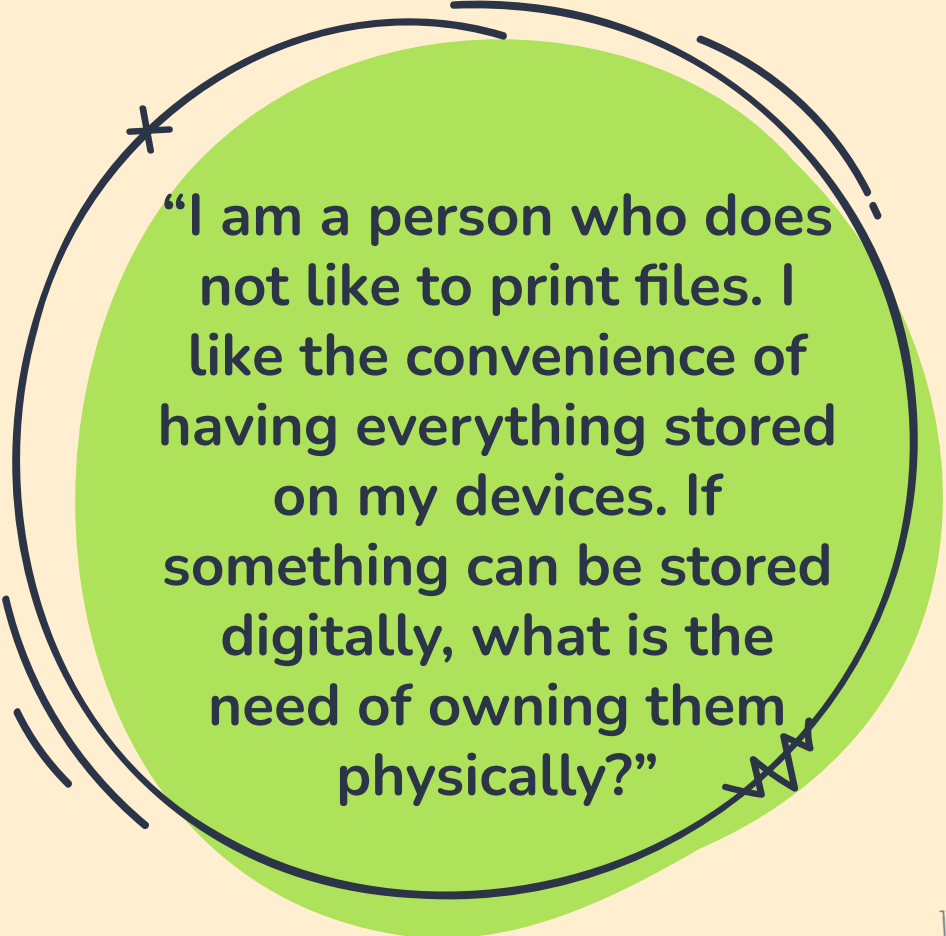
Avid gamer, interest in digital collectables and cryptocurrency



“I currently view NFTs and cryptocurrency as a business opportunity and nothing else.”

JENNIFER

Business owner; an environmentalist and a proponent of being sustainable



“I am a person who does not like to print files. I like the convenience of having everything stored on my devices. If something can be stored digitally, what is the need of owning them physically?”

EMPATHY MAP

JOHN

JIMMY

JENNIFER

SAY

"I judge anyone who spends more than double digits on digital assets"

"I haven't really thought about NFT and cryptocurrency integration with social platforms or interactions, but I'd be open to the idea"

"I don't have the disposable dignity for NFTs"

"Contrary to physical products, digital assets are accessible and can be accessed across various devices anytime and anywhere."

"I currently view NFTs and cryptocurrency as a business opportunity and nothing else."

"I like to buy cool things in video games and suits are cool"

"I love to see artists gaining financial stability as they enter the NFT space"

"I like Pokemon cards because I can trade them with my friends"

"NFTs and cryptocurrency seem fairly understandable. I think I could handle it"

"I can just screenshot your NFTs"

"I would pay for Spiderman suits if I couldn't unlock them for free"

THINK

Thinks digital ownership is of lesser value than "real life"/materialistic ownership

Might be thinking that their success rate would be high if they were enter the space right now

Might be thinking that they will receive help from their friends in the space once they begin to participate

Possibly thinks that digital assets are more useful within an academic setting.

thinks online art is less valuable than real life art

Possibly thinks that the possession of digital assets is sustainable and environmentally friendly

thinks that the mechanisms that enable digital ownership are less trust worthy

thinks NFTs are harmful towards the environment

thinks that cosmetics and value added to experiences is more important than monetary value

thinks that the social aspect of owning collectibles is important

DO

Has been collecting Pokemon cards for 10 years

User seemed to have a deep interest in the NFT and cryptocurrency space, but is currently blocked from participating due to a lack of funds

Does not want to explore the current NFT space

has fifa ultimate cards

User seems to enjoy conversing and sharing experiences with close friends

Owens some digital assets through friends

User seems to enjoy discussing what content or experiences are best

User used a lot of hand gestures when they would recount a story, and they were particularly animated when talking about their business and sustainable practices

User seems to enjoy consuming content that others find popular (trending entertainment)

User seems to have a love for gaming and loves to "gamify" different aspects of their life, viewing activities in terms of their value

FEEL

Feeling frustrated as the user wants to enter the space, but cannot due to lack of funds

Feeling distrust towards the platforms that offer digital assets

Feeling too serious in the user's relationship with the space, viewing it solely as a business opportunity

Delighted as the user appreciates the convenience of having digital assets across various devices

Feeling of missing out on the NFT and cryptocurrency space, failing to participate due to a lack of funds and knowledge

Feelings of isolation and loneliness due to lack of personal connection in the space

Feeling hopeful that there may be some opportunity to combine the user's love for gaming and technology with a business or social venture

dislike towards the sole monetization aspect of NFTs

Reward as the user feels they are helping the environment by relying on digital assets

Insecure as the user has heard others losing access to their digital assets

Tensions

FOMO vs having enough knowledge to enter the space

Requiring specialized technical knowledge vs just wanting to have fun

Wanting to make money vs wanting to have fun

Hyper-focusing on the digital assets and disregarding any greater context leads to less desirable experiences

Strongly against digital and physical processes that harm the environment

Jealously towards others who have entered the NFT space already, feels as if they can accomplish the same

Wanting better platforms for digital assets vs having distrust towards digital asset platforms in general

Contradictions

Some users see that digital assets are environment friendly while others don't

Some users see digital assets as business opportunity while others think they should be fun and a part of an experience

Some users think digital art is of lesser value than something produced in real life while others think digital art is a great way to support artists through royalties

User says they need \$1,000 to start interacting with NFTs and crypto, but says PTE games would be a great opportunity

User believes that NFTs and crypto technology is fairly understandable, but states has been overwhelmed by information

Majority of social interactions with NFTs comes from close friends, but states does not care how many friends they have in the space

User states that there are no downfalls with digital assets, but later states that some have lost access to their files as a result of weak security

Surprises

User who was not fond of digital assets and collectibles was collecting Pokemon cards and had some digital assets that they got through a friend

User seemed to have a deep interest in the NFT and cryptocurrency space, but is currently blocked out from participating due to a lack of funds

Has not interacted with PTE games as an avid gamer

Said that acquiring digital assets is a great way for them to protect the environment

Most commonly used method to communicate digital content consumption was word of mouth

No method to secure digital assets locally/not worried enough to seek a method

Majority of first experiences with digital assets have been in a professional world

INITIAL INSIGHTS/POTENTIAL NEEDS

Potential Need #1

Method to share digital collectables

Security and trust with digital assets

Potential Need #3



Potential Need #2

Break monetary barriers to entry

Functionality and fun integration

Potential Need #4

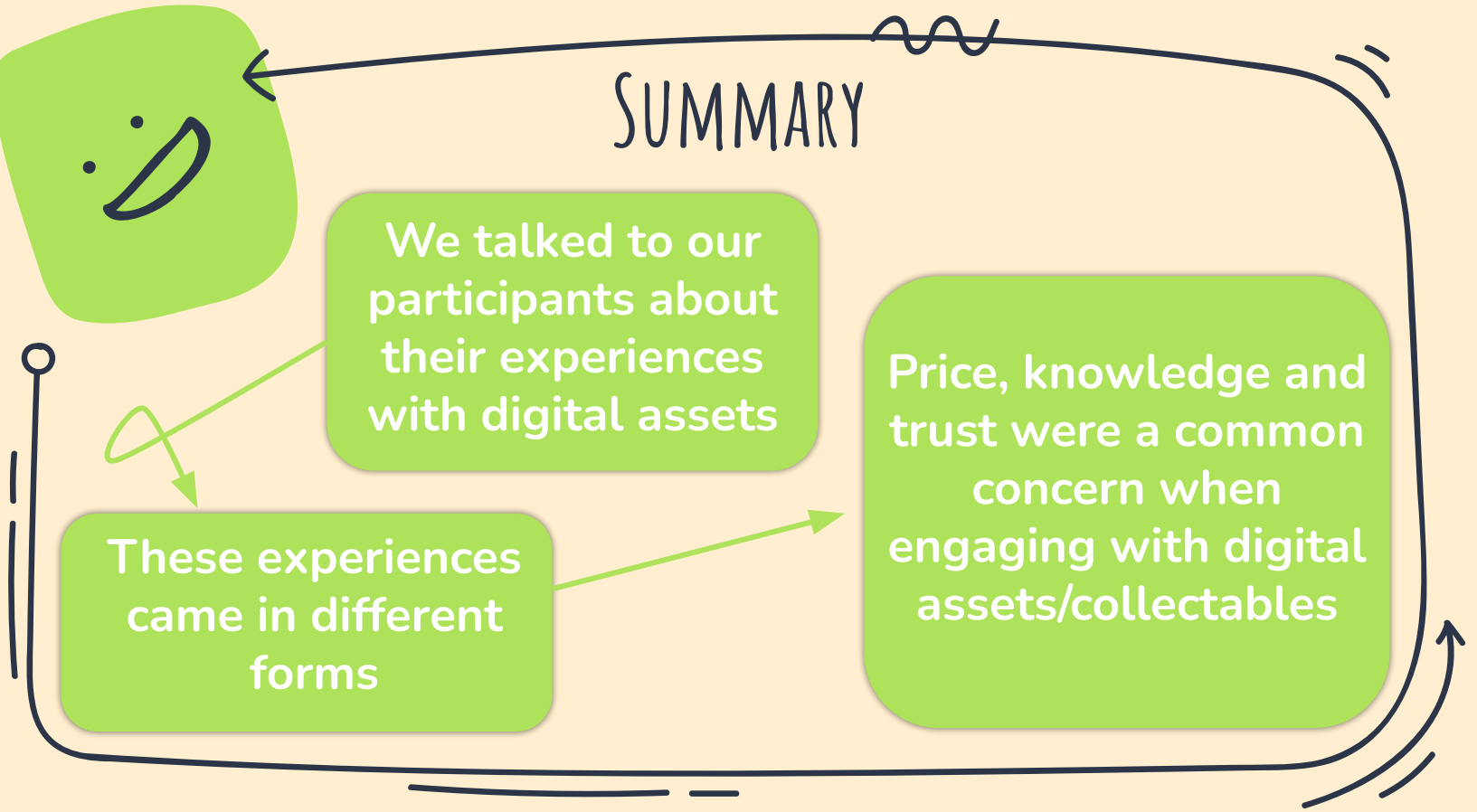
SUMMARY



We talked to our participants about their experiences with digital assets

These experiences came in different forms

Price, knowledge and trust were a common concern when engaging with digital assets/collectables



THANKS!

Any questions?

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