Learning outcome 1: Interactive Media Products – Group Project One

My team and I were tasked with helping a painter showcase her work through media and branding. To better understand her brand requirements and those of her clients, we conducted an interview with her and later carried out tests with potential future clients. We created a survey with questions related to the arts and targeted individuals who might be interested in art.

I conducted interviews with two distinct demographics: a young adult aged 25-30, who pursued higher education in art and design, and an older adult aged 50-60, who has already amassed a collection of art pieces and holds a keen interest in the subject of art.

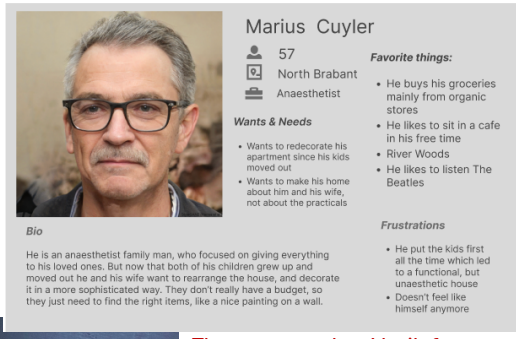
To ensure a clearer understanding of our target audience, we developed two personas following our tests. One persona, created by a groupmate, represents a younger demographic with a tighter budget. Meanwhile, I crafted another persona depicting an older individual with greater financial flexibility. These personas enable us to better envision and cater to the distinct needs and preferences of our target audiences.

The insights gathered from these interviews and surveys were utilized to create personas and prototypes. Throughout the process of building the painter's brand, we consistently relied on the data obtained from her, as well as from our research and testing endeavors (triangulation).

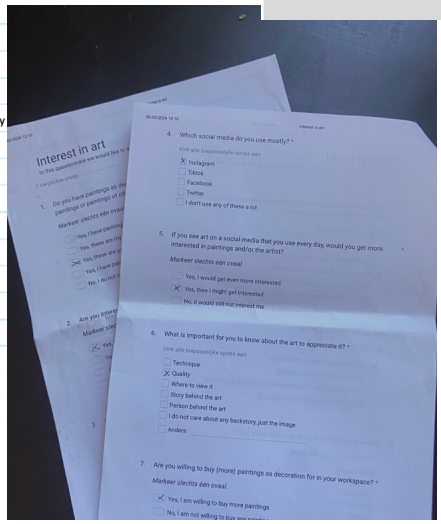
Interview:
With Nathalie

- Why did you start it it?
  - She just started to paint bc she liked it, it become and bigger.
- Is there any message that you want to tell?
  - No, it's more like an invitation, there is no message you like it or not.
  - She works, with young people who lives with depression, and anxiety.
- What emotions you want to give when you showcase your brand?
  - Curiosity, get in touched
- Do you have a certain target group, or is it for everyone?
  - I don't know.
- Are there any websites or platforms that you admire or like?
  - Pinterest is perfect, for inspiration I follow a lot of artists there, museums.
  - See a lot of art or photography it can be inspiring.
  - I can't drop of an artist name, impressionism I like.
- WHere would you like to ssee your art?
  - It doesn't matter for me.
  - I have paintings in coffee store, house for old people.
  - Home
- DO you prefer your bran in a website minimalistic or expressive?
  - Minimalistic
- Why blossoms, is there any backstory?
  - My bday is in spring, prefer the colour
  - I really love spring, sun is also in my face
  - Blossom connection with spring, just live your life, be part of it, happy happy happy
- How do you do the pricing for your paintings?
  - It depends the size of painting.
  - Feelings
  - She works in comission
- She would reveil every works that she have on a platform
- Are you willing to receive, social media advise
  - Yes that would be perfect, I don't know how to use it I'm old
- Is it important to have a logo?
  - I don't know, yes
- I just started 1,5 years ago and I just liked it more and more
- Name can be different something easier

Interview with Nathalie – my notes made by it.



The persona that I built from the research that me and my group made.



The tests that I made with 2 people.