Alfred Zhang Soﬁa Bautista Tabitha Bruins Sheng Wu

Surrey Art Gallery

Association

Week 11: Two Concept Presentation



SAGA Artist © Scarlet Black

Design Focus

Communication



Internal External

To enable volunteers and members to communicate more eﬃciently with board members and coordinators for events and opportunities.

To communicate to a wider audience of art practitioners and enthusiasts to promote and generate more funds for SAGA.

Design Focus: Communication



Internal

To enable volunteers and members to communicate more eﬃciently with board members and coordinators for events and opportunities.

External

To communicate to a wider audience of art practitioners and enthusiasts to promote and generate more funds for SAGA.

Volunteer Public

Artist Business

Design Focus: Communication

Internal

To enable volunteers and members to communicate more eﬃciently with board members and coordinators for events and opportunities.

Volunteer Artist

* young
* need mentorship
* less experienced
* ﬁne art

Design Focus: Communication



External

To communicate to a wider audience of art practitioners and enthusiasts to promote and generate more funds for SAGA.

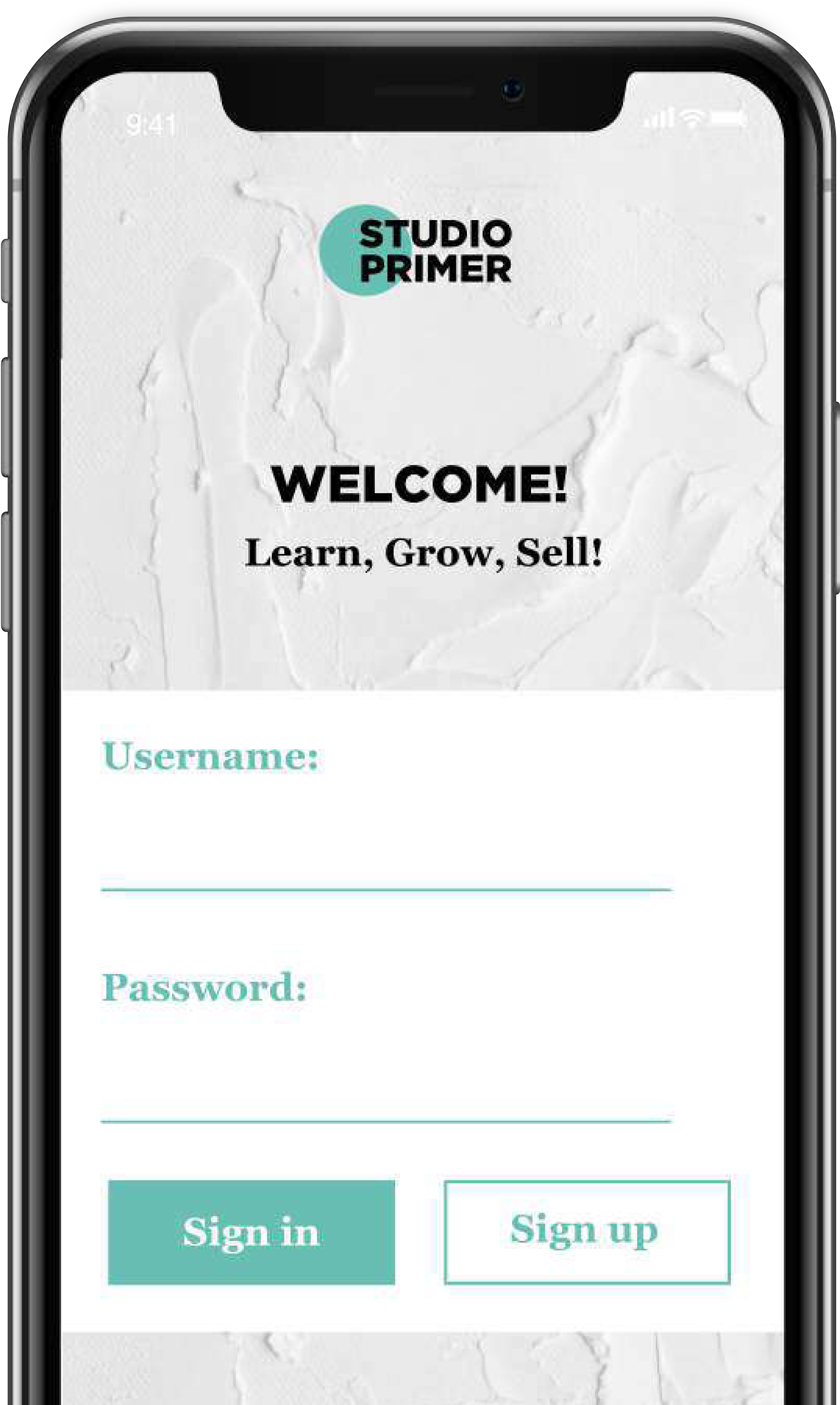
Public Business

* established
* relatively bigger
* interested in art
* like to support



Artist

* young
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Concept 01

studio primer

Artist

* young
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Onboarding Programs Goals

Concept 01



studio primer

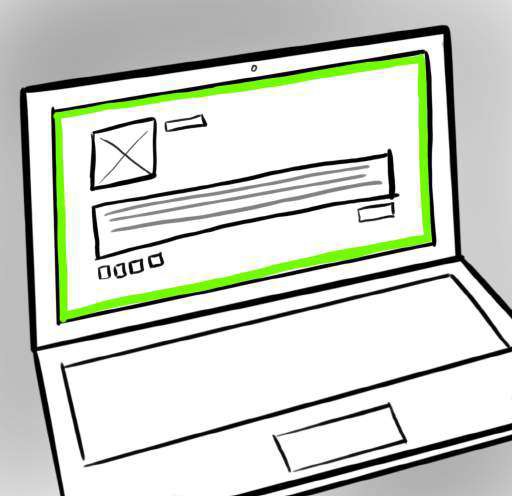
Young artist struggle ﬁnding resources online

Learn about SAGA program And discover Studio Primer

Artist

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Onboarding Programs Goals



Concept 01

studio primer

“Process” challenge

Manage your proﬁles online

Remain connected through mobile

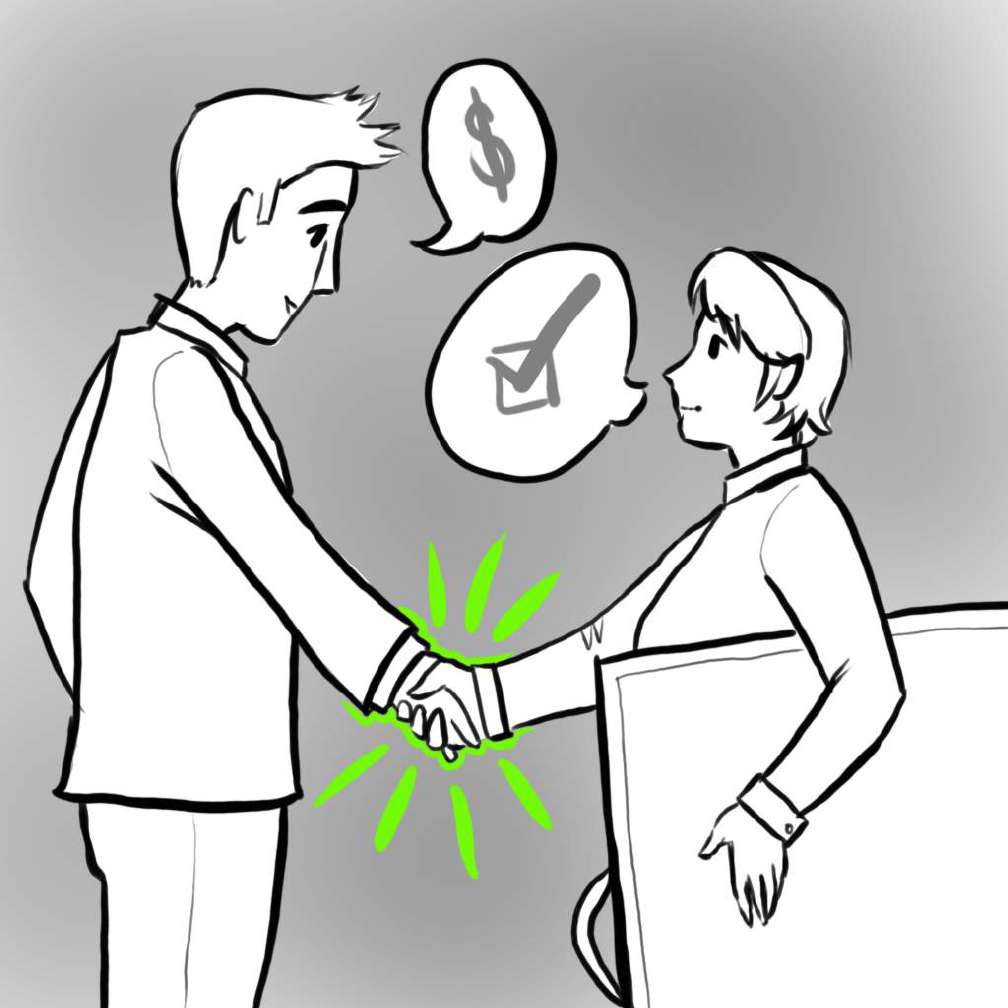
sign up for meet-up events

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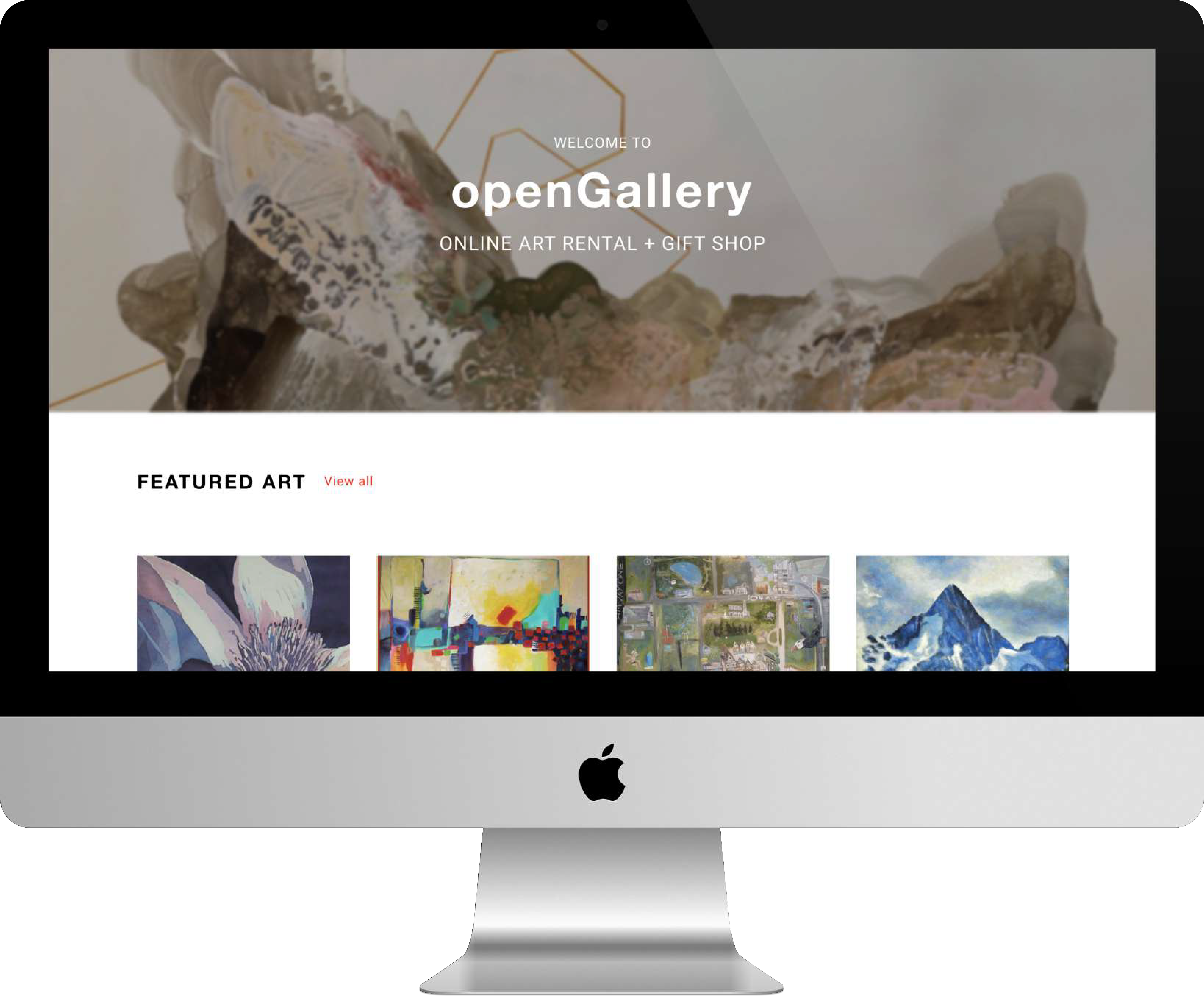
Onboarding Programs Goals

Concept 01



studio primer

Young artist became a better agent for their own work

Business

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Concept 02

open gallery

This journey framework follows a mom that is attending a theatre show her daughter is in at the Surrey Art Gallery and encounters SAGA’s art rental program by accident after the show. She runs a home business as a

**BUSINESS**

family counsellor and is looking to decorate her patient waiting room.

## JOURNEY FRAMEWORK

STAGES

Discovery

Browse

Selection

Purchase

Retention

Within 1-3 business I receive an email from SAGA that my artwork is en-route to my home address.



I’m excited to get my artwork, but don’t know how to hang or maintain it, so I book an appointment with a SAGA volunteer through a “Need Help?” link in the email.

I don’t like the piece I selected, so I look through the

I encounter the Art Rental hallway and see

artwork I am interested in learning about, but the gift shop is closed.



I look at the artwork’s product listing. I look through the sample images, but want to see how it would look in my patient room. I click

on “View in another environment”.

I am presented a list of room types and

select the “Oﬃce” category and ﬁnd a room

that looks like a patient room.

I navigate to “Browse Our Art” in the menu. I see a list of artwork for rent or purchase.

The art is projected onto my patient room image and even looks like it was hung. I like how it looks so I decide to rent it.

I am brought to the openGallery homepage and see featured art for display.

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I complete the rental application and receive a conﬁrmation email with a receipt of my new business membership.

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selection again.

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Is this hallway part of an exhibit?

THINKING

Where can I ﬁnd the paintings on the display?

How much paintings does SAGA have available for rent or purchase?

Who can I ask if I am interested in artwork that is currently being rented out?

What options do I have for frames?

How would this make my patients feel?

Why do I have to become a member before renting artwork?

Can I cancel my rental or membership application if I change my mind?

How long will it take for the artwork to arrive?

Who can I talk to about bulk renting artwork for the rest of my oﬃce?

Attract gallery visitors uninformed about SAGA.

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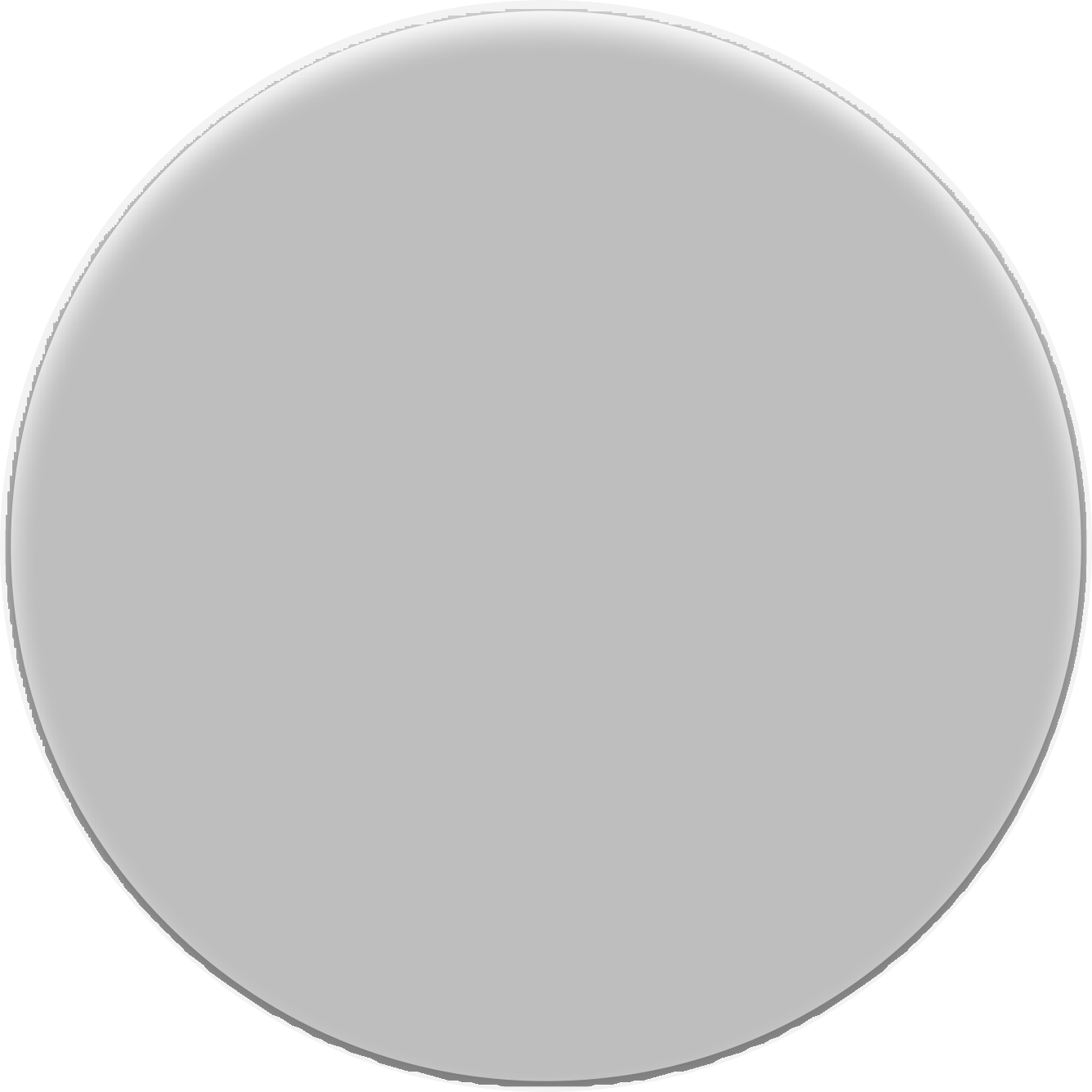
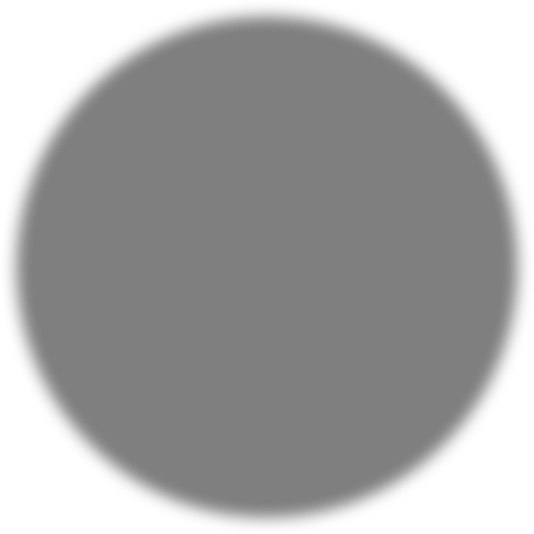
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Persuade the visitor to sign-up for a SAGA membership.

Ensure that newly-joined business members know that they are appreciated and supported.

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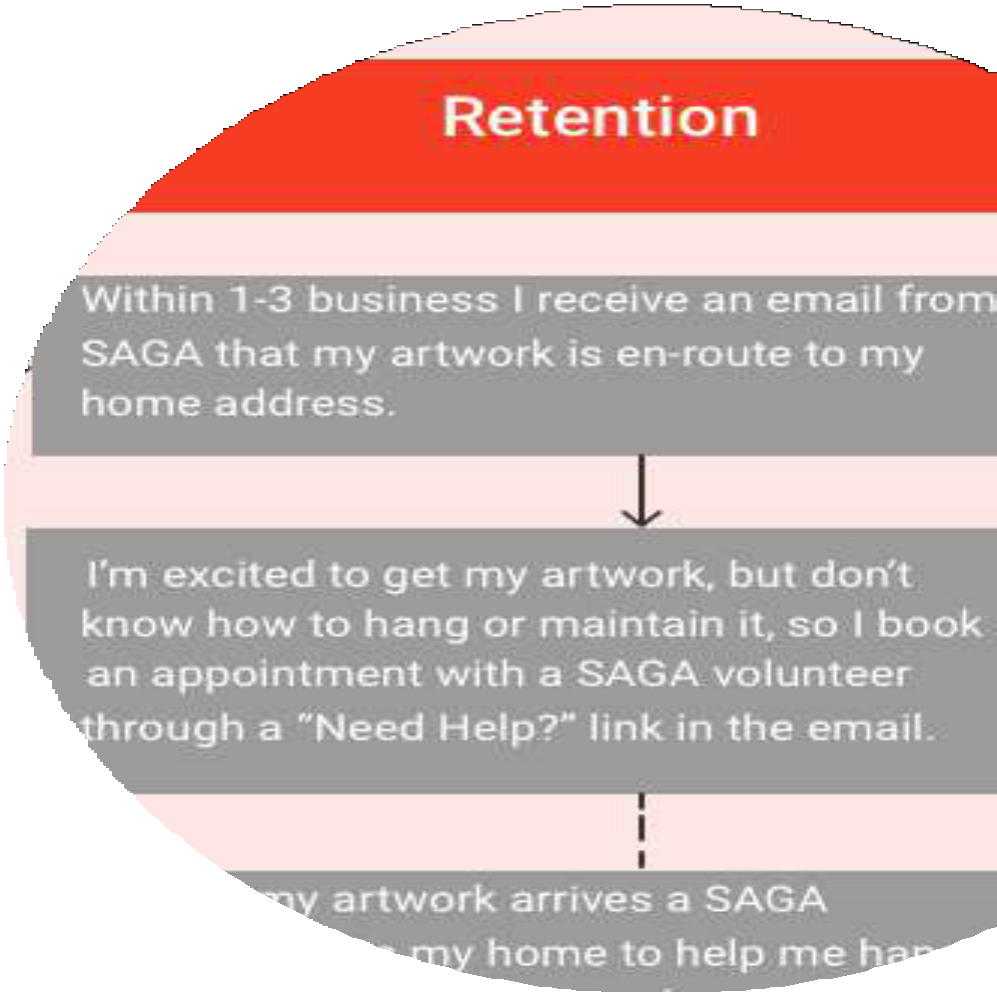
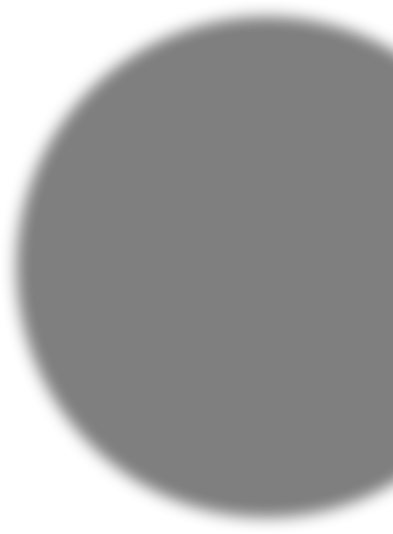
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Thank you

SAGA Artist © Audrey Bakewell