

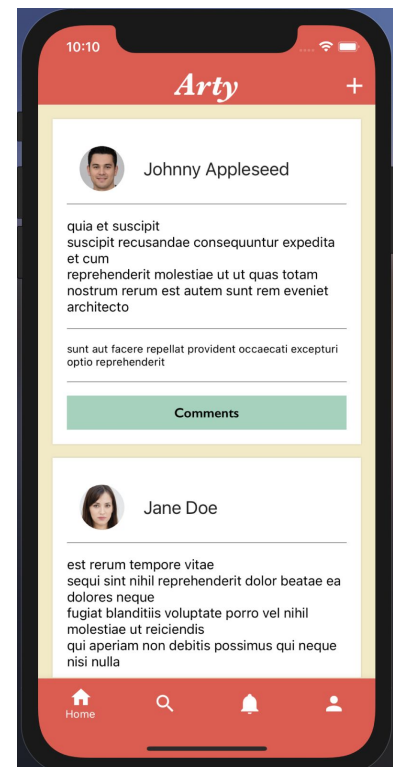
Arty

Arty Prototype

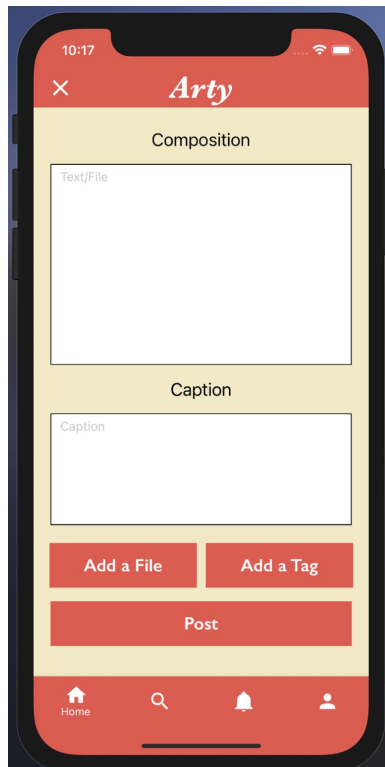
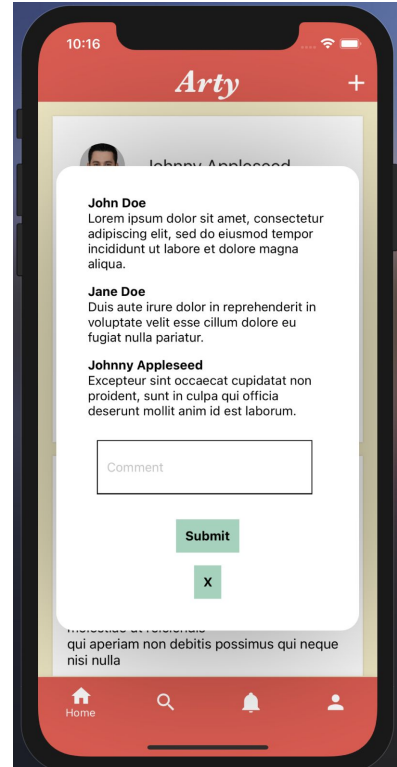
Arty is a mobile application developed for the art community and aims to bring more awareness and attention to artists, their art, and their creative process. To test the idea and design of our product, the Arty team has developed a prototype of our application. Although our application is not fully developed, the implementation of core features, such as the ability to post, change one's profile, view comments, and navigate the main feed will allow us to assess our current design and the general concept of Arty. Arty was developed using React Native. The code for Arty can be found at <https://github.com/DarenDunaway/Arty>. From this link, you can also clone the repository and run the application yourself. Below are screenshots and a narrative walkthrough of our application. Following this section is a brief list of Arty's current features and a layout of our future evaluation plan.

Arty Implementation and Narrative Walkthrough

After opening Arty, you will be directed to the home page, which contains the main feed of Arty. Here you will see all posts of the people/users you follow. The post format starts with a profile picture and username and is followed by the post body. After these components follow the post caption and a comments section, which is accessible by the comments button. On this home page, you will also notice the navigation bar on the bottom of the screen, which allows users to navigate between the home page, explore page, activity page, and profile page. To navigate to other posts on the home page, users are simply required to scroll up and down.

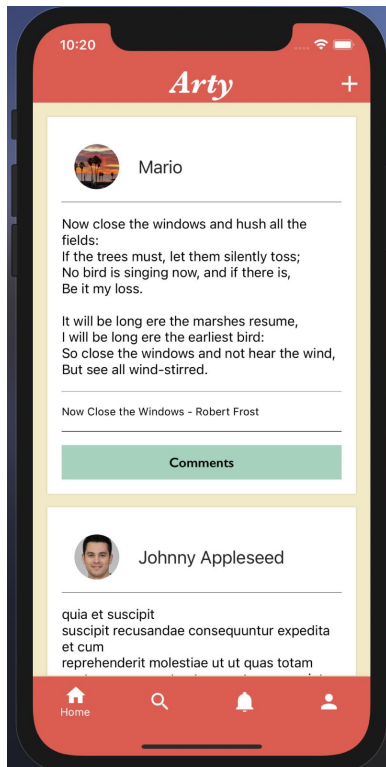
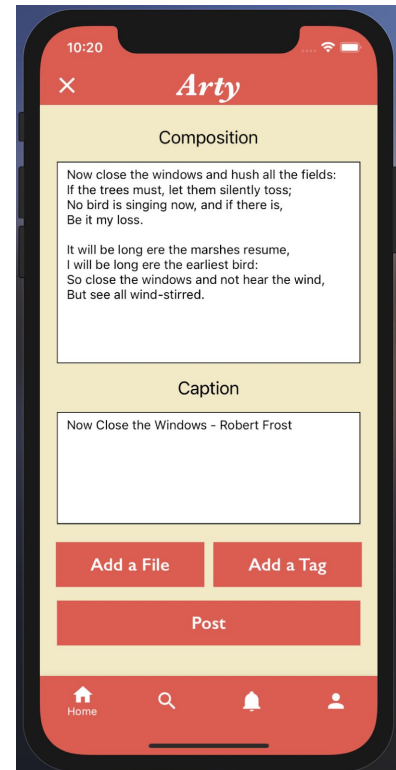


If you tap the green button that reads “Comments” you will be taken to the comments section for that post. Here you will see a list of comments made by other users. There will also be a text box where you can create a comment yourself. Although this is not yet implemented, you will be able to post your comment with the “Submit” button. To get out of the comments section you simply click the “X” button.



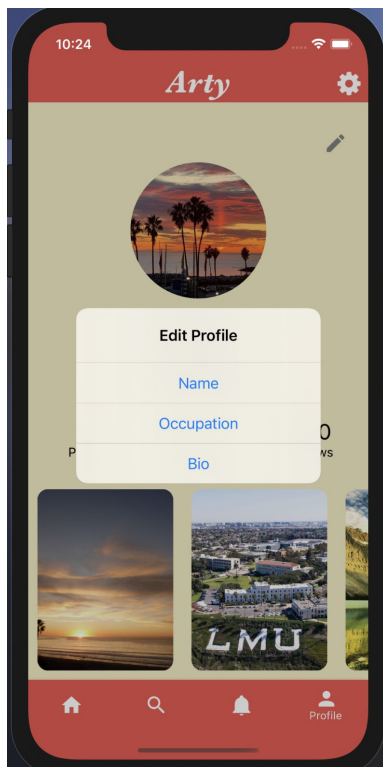
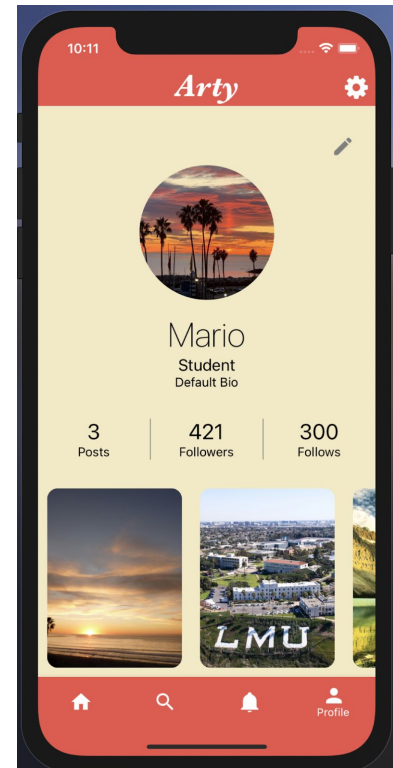
If you tap the white “+” button located on the top right of the home page, you will be taken to the posting page. Located on this page is an input box for both a text composition and a post caption. Located beneath these boxes is an “Add a File” button. This feature is not yet implemented; however, once implemented, it will provide the user an opportunity to upload images or audio files. These files will be the post body and will replace the text inputted in the composition box. The “Add a Tag” button is also not yet implemented; however, it will eventually allow both the creation of hashtags and the tagging of other accounts. Once you have added text in the composition and caption input boxes, you can click the “Post” button. This will submit your text post and add it to the main feed.

To the right is an example post. The composition is a poem and the caption is the title of this poem. Since we did not create this poem, the caption also includes the poem's author, Robert Frost. To create this post, all the user has to do is hit the "Post" button.



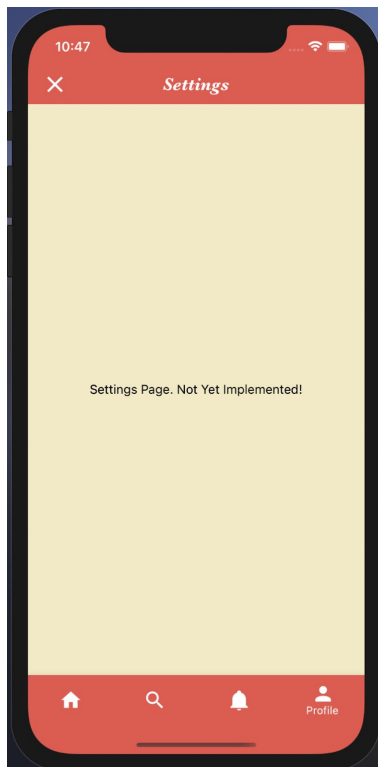
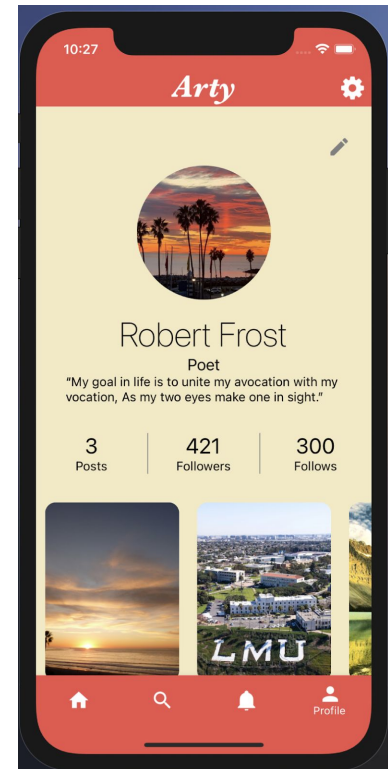
Once the user hits the "Post" button, the posting page will disappear and they will be shown their post on the updated main feed/home page. You'll notice the post body and post caption are identical to the inputs we provided above. It is also worth noting the profile picture and name for this post are tied directly to our profile page

We will now navigate to the profile page using the navigation bar on the bottom of the screen. On this page, you will see your profile picture, name, occupation, bio, number of posts, followers, and follows, and all the posts you have created (these are just dummy posts for now). You will notice a gear icon, where you can access settings, and a pencil icon in the top right of the screen. If you tap this icon you will be able to edit your profile.



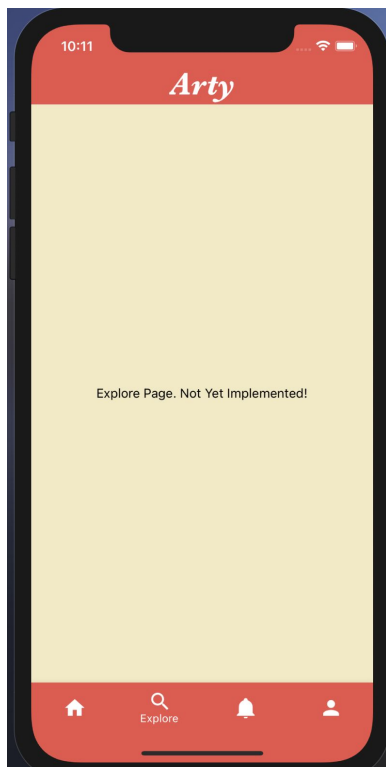
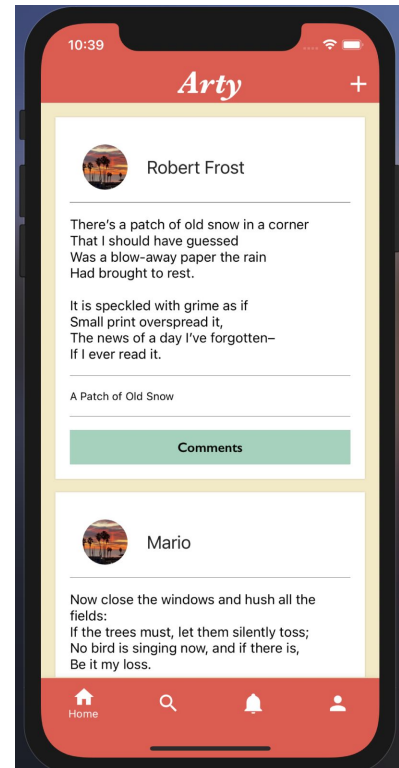
If you tap the pencil icon on the profile page, you will be able to edit your name, occupation, and bio. We will change all of these and display the updated profile page.

After updating all of these sections, the new profile is displayed to the right. The most important change we made was to the profile name, which changed from “Mario” to “Robert Frost.” This will directly influence the main feed and home page. This will be shown later.



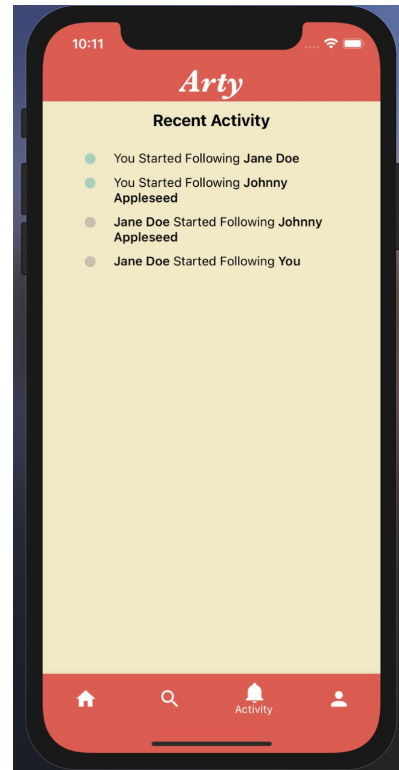
Displayed to the left is the not yet implemented settings page, which can be accessed by hitting the gear icon on the profile page. To close this page, you are simply required to hit the “X” icon located on the top left of the screen.

After updating the profile page, we created another post using the posting page. This time we uploaded a poem titled, "A Patch of Old Snow." The most important feature of this new post is the updated post name, which changed due to the editing of our profile page.



The explore page is not yet implemented, but can be accessed by touching the magnifying glass on the navigation bar. This page, once implemented, will show the popular subpage and a subpage where people can view posts containing the same tags.

The final page of our current implementation of Arty is the activity page. Although currently containing no functionality, this dummy page shows what a future activity page will look like. Notice this page shows when users start following other users. Other activities displayed on this page will include tagging, commenting, and posting.



Arty Features

The features we developed for this implementation of Arty include:

- Home page and main feed: This page displays the posts of the users/people you follow. Every post has a post body, caption, and comments section, which, when tapped, allows you to observe the comments on the corresponding post.
- Post page: Accessible by hitting the “+” icon in the top right of the home page, this page allows you to create a text post and caption. There are also buttons to add files and tags; however, these are not implemented yet.
- Activity page: Although this page has no functionality, it provides users with an example of an activity page.
- Profile page: This page allows you to navigate to the settings page (gear icon) and edit your profile. Editable parts of your profile include your name, bio, and occupation. You can also see how your posts will appear on your profile page.

Evaluation Plan

To effectively judge our prototype of Arty, we will need to create an effective evaluation plan. This plan will contain both a usability evaluation and heuristic evaluation (to be completed after user testing). Before testing, we will establish a set of questionnaires and the general format of the test. The interview questions in our

questionnaire will be on both a Likert scale and Semantic differential scale, that way we will be able to gather the general agreeableness between users and their overall feelings towards our implementation of Arty. Our question set, which will come in the form of an online survey, will include pre- and post-test questions. Pre-test questions will focus on prior experience and knowledge while post-test questions will focus on the user's response to Arty. These post-test questions will include questions on the aesthetics and navigation of our application. Our test will include all components and conditions of our application. This will ensure we gather enough information on all designed aspects of Arty. Although we do not think there will be any ordering effects when it comes to how users progress through the app, we will also randomize the order of conditions and start users at different components to avoid any potential effects.

Our goal is to test at least ten individuals, with the majority of test users being artists. Since the benchmark tasks we want users to perform are scrolling through posts, creating and adding text posts to the main feed, altering their profile page, and viewing comments on individual posts, we believe testing artists, who would use all these features, would provide the best and most useful feedback. The main usability measurements we want to take and observe are learnability and efficiency. Since posting is a big component of Arty, gathering data on how quickly users learn how to post, and the efficiency with which they can post is of the utmost importance. Gathering data on the learnability and efficiency of our design will allow us to understand the effectiveness of our implementation. We will also address the long-term use of Arty, as well as its reliability, through additional questions and a heuristic evaluation. Other general measurements we will take include the user's age, occupation, familiarity with social media applications, and general feelings towards Arty. The benchmark tasks described above will also undergo a heuristic evaluation and be judged according to the 10 basic principles as defined by Jacob Nielsen.

After gathering the feedback on our tests, we will formulate a summary of the results. This summary will include any user issues, user-provided fixes, and any fixes we generate in response to the user issues. We will then evaluate these fixes and solutions and decide whether they should be implemented into our application.