



Arty

Design Alternatives

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 initiate the design and development of Arty for mobile use, we have created three different design alternatives. Each alternative design includes justifications for the design decisions, sketches of the design, and a narrative walk-through of how the system works. All designs were made on iPhone X diagrams, found, downloaded, and printed from UIPrint.com.

Login Page

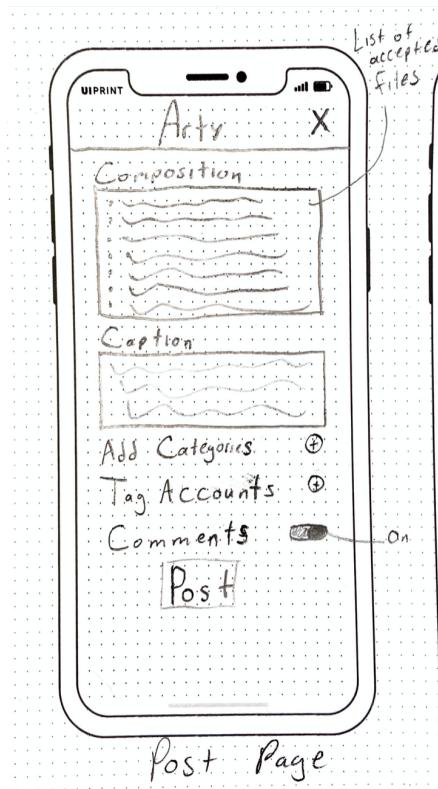
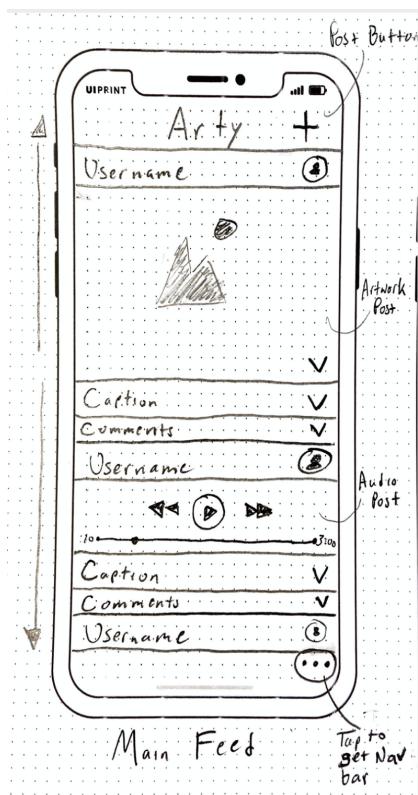
Because login pages maintain a somewhat standard design, we only designed one Login Page for Arty. Arty's login page only allows for signing in via a username/email and password, signing up, receiving a new password, or seeking help. This page is seen to the right.

Design 1

Design 1 was created to work, act, and look similar to an Instagram type mobile application. Similar to how Instagram and Tik Tok provide navigation among posts/content, Arty uses up and down scrolling as the primary mechanism to view older/newer posts. Design 1 therefore has a vertical flow of content. Our other designs make use of a navigation bar located on the bottom of a mobile phone screen. For design 1, we wanted to free up this space and provide more room for content. The navigation bar is thus hidden from the main view and accessible only when clicking the ellipsis (...) button on the bottom right of the screen. To stay in line with this vertical flow, our categories page, which groups art based on genre or its heritage/culture, and popular page, both of which are under the explore page, also maintain a vertical stream of content.

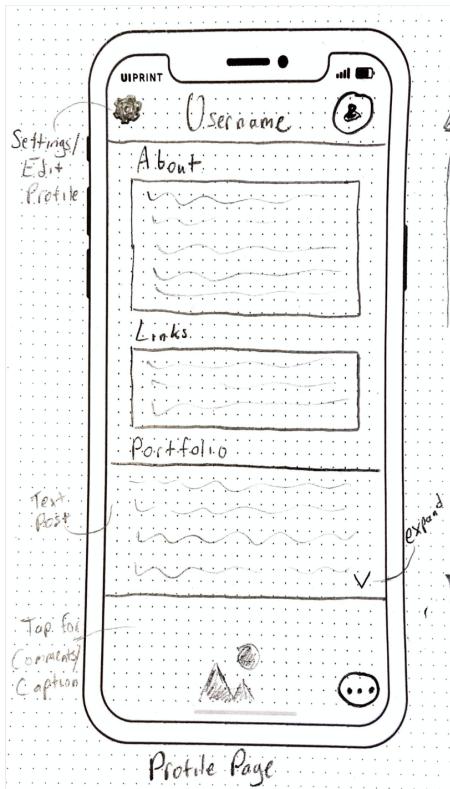
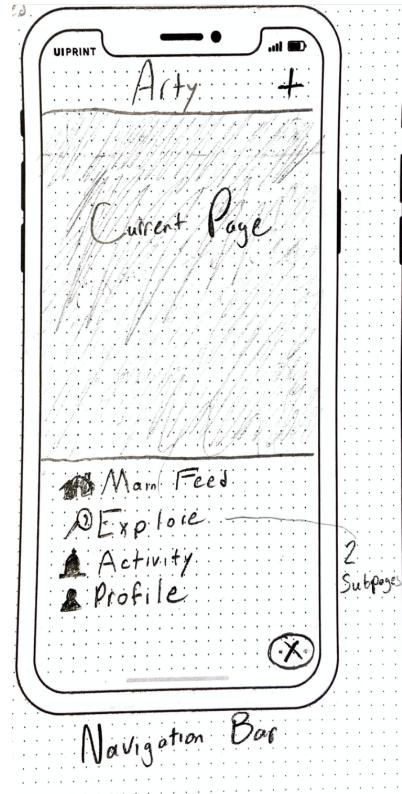


The first page designed for design 1 was the main feed. On this page, you see all the recent posts created by artists you follow or posts recently added to the genres/cultures you follow (discussed in the categories subpage). To view older posts you swipe down and to view newer posts you swipe up. Each post has a username and profile picture associated with it, along with a caption that allows creators to write about the post. Below this is a comments section where users can add or view comments on the corresponding post. On the sketch provided to the right, you'll notice an artwork post, which acts as a traditional picture post you would see on Instagram or Twitter, and an audio post, which can be played using the visual play, fast forward, and rewind buttons. On the artwork post, there is a down arrowhead (▼) that, if tapped, will enlarge the picture and bring it to the center of our application. Similar down arrowheads on the caption and comment sections are used to expand these areas. In the top right of the main feed is a plus icon (+) that allows users to post some content. The ellipsis (...) button on the bottom right of the screen, if tapped, reveals a menu/navigation bar that allows access to other parts of Arty.

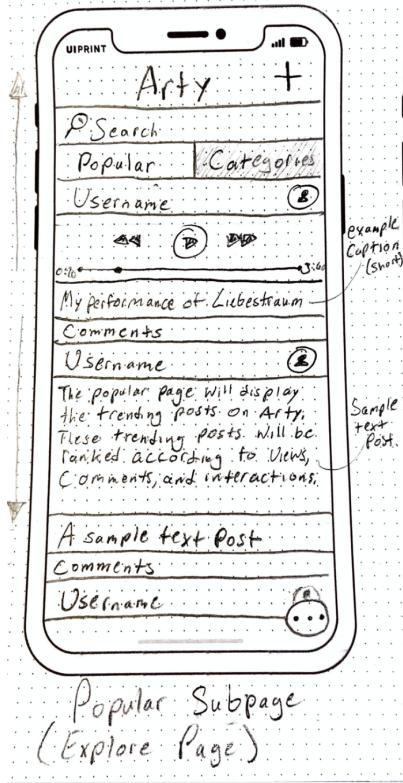


The page shown to the left is the posting page of Arty. To access this page a user must tap the (+) icon available on the top right of any page. On this page exists two boxes, one to add an art composition into and the other to type a caption into. The composition box contains a list of accepted files (it can also contain simple text). Below these boxes is an add categories feature, which allows a user to add tags that describe the genre or heritage/culture of their composition. Posts that contain tags will be added to that tags category/playlist/group, which can be followed or viewed in the categories subpage, located in the explore Page (examined later). You can also tag other accounts or turn comments off/on. Once finished prepping a post you simply tap the post button to complete the posting process. If you decide against posting you can tap the 'x' on the top right of the screen to exit this page.

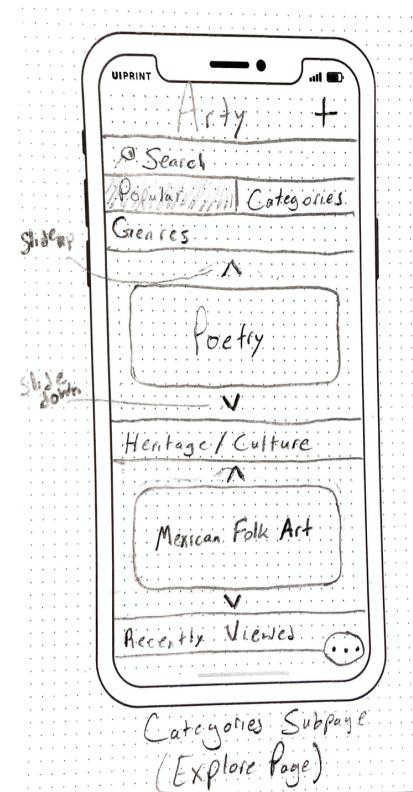
To access the navigation bar a user must tap the ellipsis (...) button on the bottom right of the screen (The ellipsis is available on every page other than the posting page). On the navigation bar menu that pops up exists 4 options/locations. The first location is the main feed or home page. The second option is the Explore page, which contains a search feature (to search for users/categories) and two subpages: a popular subpage and a categories subpage. The next tappable location takes a user to their activity page, which is discussed later. The final location a user can access through the navigation bar is a profile page, which is discussed next. To exit the Navigation Bar, a user can click the 'x' in the bottom right or above the top of the navigation bar. You'll notice on the sketch to the right the phrase "Current Page." This simply means behind the Navigation Bar will be the page you tapped the ellipsis on. In other words, the navigation bar, when accessed, pops up in front of the currently selected page.



The next sketched state of Arty is the profile page, which is accessed through the navigation bar. On top of the profile page are your username and profile picture. Next to the username is a gear, which, if tapped, presents settings and profile options that can be edited by the user. The 'about' box allows users to describe or write about themselves or their work. The 'links' box is where users can provide links to webpages, other accounts, or other applications. The portfolio section of the profile page consists of all the posts created by the corresponding user. The content in the portfolio section is ordered from most to least recent and can be navigated through the same up and down swiping. All posts can be expanded by being tapped, which also reveals any captions or comments. Included in this profile page's portfolio section is another type of composition, a text post.



The next page sketched to the left is the popular subpage, which can be accessed by tapping the explore page on the navigation bar followed by the popular tab (if it is not already selected) on the top of the explore page screen. The popular subpage will display trending posts on Arty. These trending posts will be ranked and sorted according to views, comments, and interactions. The mechanics and view of the popular subpage are nearly identical to the main feed. Notice we provided short sample captions and a short sample text post in this popular subpage. Also, notice the search bar on the top of the explore page.



The next page sketched out is the categories subpage, which can be accessed by clicking the categories tab at the top of the explore Page. Note, this page is synonymous with the community page (and hashtags) discussed in future designs. There are three sections in the categories subpage: Genres, Heritage/Culture, and Recently Viewed. Genres refer to the different types of art, like poetry or painting. Heritage/Culture refers to what the art piece's background or influence is. Examples are Mexican Folk Art or Japanese-American Art. When users make a post they can add categories to the post. If a category is added to a post (either a Genre or Culture based category) then that post is added to the corresponding group, which can be found on this categories page. Users can either search for categories using the search bar or scroll through different categories in the Genres or Heritage/Culture sections. Notice these groups are designed in a vertical flow. The Recently Viewed section consists of categories you recently opened and viewed. These groups, such as the 'Poetry' group, when opened, display content in a way

similar to the Main Feed and can be sorted according to recency, trending, views, comments, or interactions (they can also just be randomly sorted).

The last page sketched out for design 1 is the activity page. The activity page shows your recent activity and any recent activity performed by any of the users or categories you follow. Maintaining the vertical scroll design, users can view more recent activity by scrolling down on either section of the activity page.

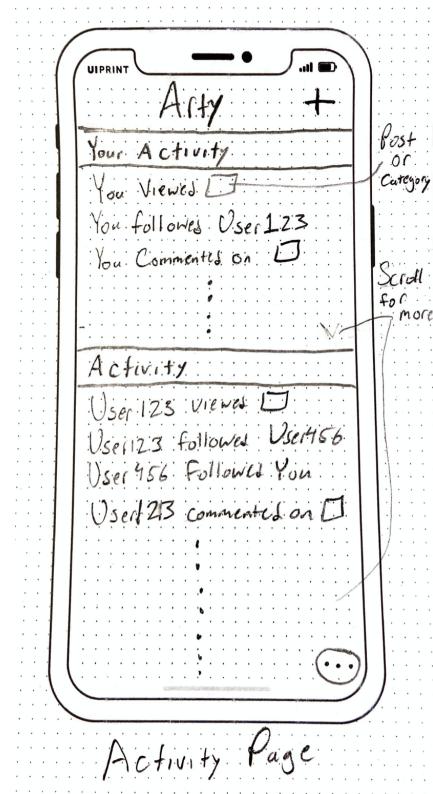
Design 1 Strengths and Weaknesses

The greatest strength of this design is its similarity to current, widely-used, and familiar social media sites. Prospective users are likely familiar with vertical, up-down scrolling applications. The different pages are also likely very familiar to future users and will most likely present little confusion. Another strength of this design is the large area it allows for content. Since there is no navigation bar on the bottom of the screen, more pixels are available for use. Posting and commenting, two features defined as important through our research in Milestone 1, are also simple and easily accessible.

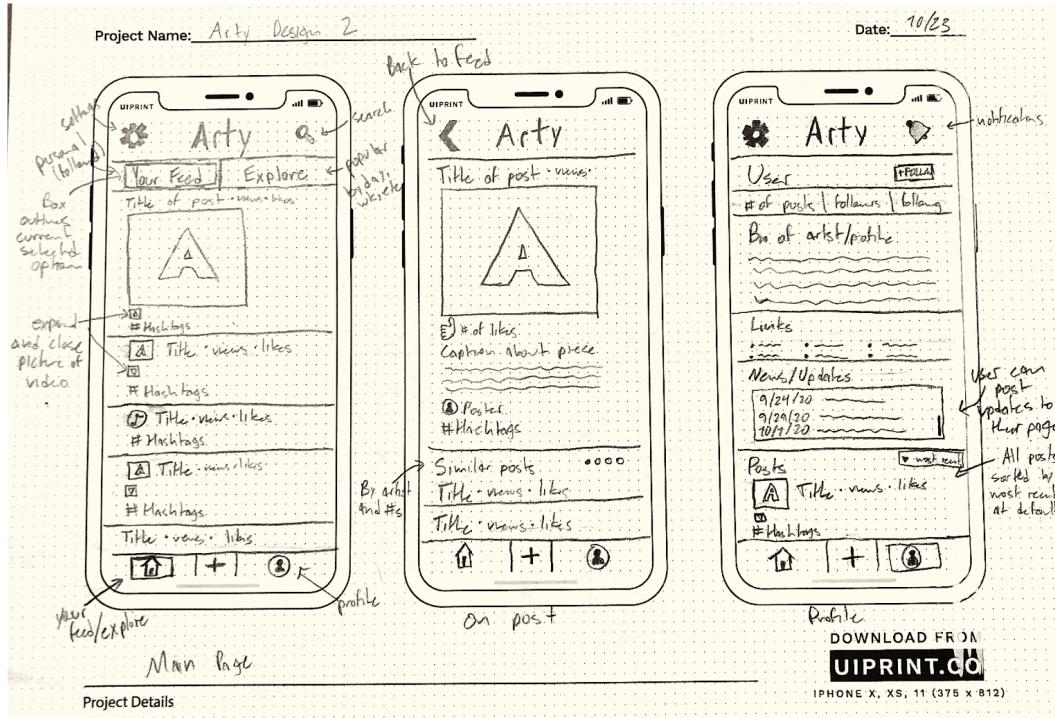
Although the absence of a navigation bar on the bottom of the screen provides some benefits, it also creates this design's largest weakness. Since a user is required to tap the ellipsis to view the popup navigation bar, many users may be confused or get stuck on a certain page. This would limit movement through Arty and negatively impact the usability of our application.

Design 2

Design 2 takes inspiration from Reddit and other more in-depth and information-intensive applications. It utilizes a vertical scrolling system of information and is very stimulating, displaying as much information as possible. It is a very free-formed application that does not lead the user very much. Instead, the user determines how their experience unfolds. Arty wants to give all of the tools to explore and learn about creators to the user. This allows users to discover new forms and positions of art by themselves, giving them greater satisfaction in widening their bubble. The main draw of this design is putting users in direct contact with creators, allowing the growth of a stronger community. All pages have a prominent log



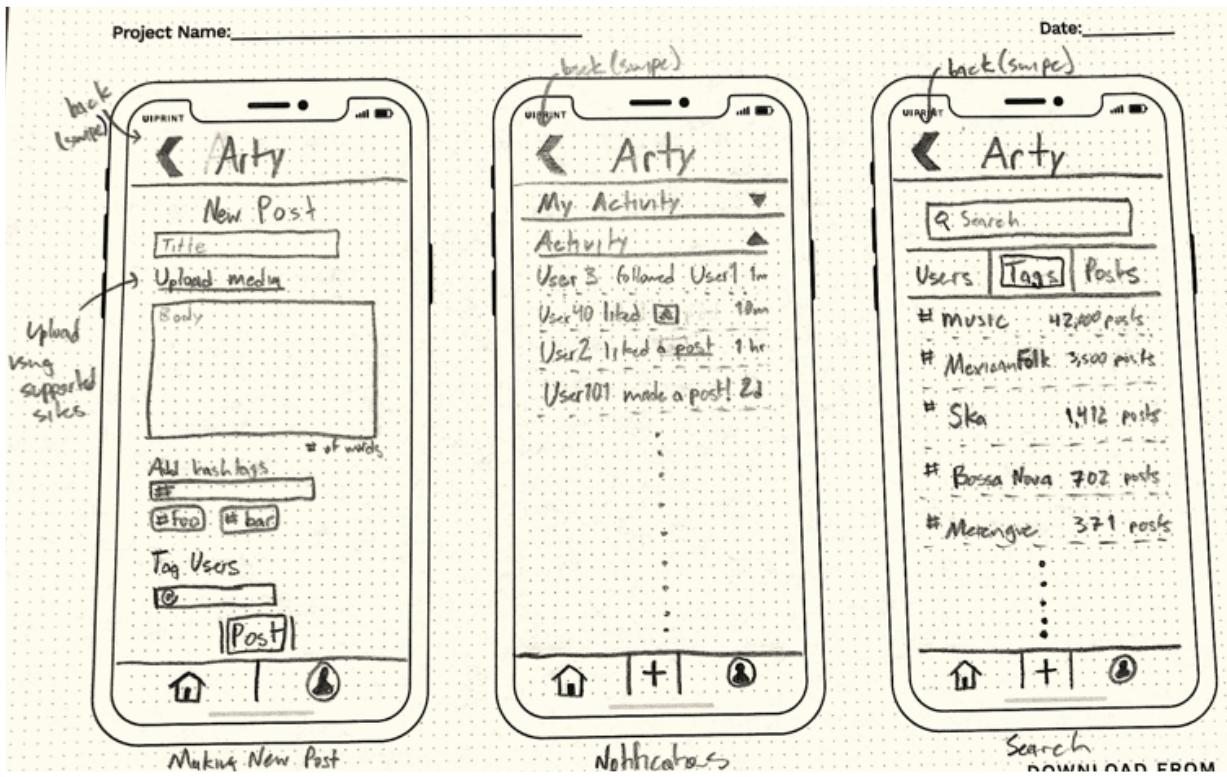
top-center and every page wastes no space. At the bottom of every page is a toolbar that takes the user home, to a new post, and to the user's profile (however: cannot select "+" in the new post screen).



The Main page is what the user views when they open the app. It features two tabs under the logo: "Your Feed" and "Explore". Under the "Your Feed" tab is an infinite-scrolling list of posts from artists and creatives the user follows. The "Explore" tab features a similarly infinite list with popular posts and posts that relate and are presumed to interest the user. The posts in the list display a tile, the number of clicks, and number of likes. If a picture is featured, there is a button to expand and collapse the image. If it is music or another medium (including in post text), the post must be selected. At the bottom of each post is the creator selected hashtags, which can be selected to redirect to a similar page of posts with only that hashtag. The top-left button redirects to settings and the top right button to the search feature. The home button on the left of the bottom toolbar is highlighted to signify the user's location.

When a user selects a post, it brings them to the posts page. The user can click the top left button or swipe from left to right to return to the previous page. On a posts page, the top features a similar title and clicks display as when in the list. Under that is the expanded image, external link, or body of text, followed by the creator's profile and selected hashtags. At the bottom of the selected post is a selection of similar posts (selected by similar creators and hashtags).

The profile page contains the information of a selected user (by search or from a post). The top left features the settings button, and the top right features the notifications. First, the user's name is on the same line as the "+Follow" button, which makes the current user follow and receive notifications of the viewed user. The next line contains the number of posts, number of followers, and number of those who the user follows. Under these statistics is the user-made description, labeled "Bio". The user then displays links to their other social media accounts, their website, etc. The user is also able to post updates and news about themselves and their projects directly to their account. Under all of these, an infinite-scrolling list containing all of the user's posts (with a similar setup to the main page) can be reordered based on a drop down menu containing options like most/least recent, most/least likes, most/least views.



When the user selects the middle toolbar option, the user enters a page to create a new post. This page is fairly tame and simple compared to the others. The top-left is the button to return to a previous page (can also swipe L->R). The page is just a breakdown of a post where the user can enter their criteria. It starts with the title and then moves to a media upload. This redirects to a page with all supported sites and allows the user to link their project in (if an image is selected, the image will be displayed). Next is the body or caption, with an indicator for word count. Then, the creator can search and apply hashtags (not case sensitive) and tag users. Then the

user can post their work. As stated previously, because the user is creating a new post that feature is removed from the bottom toolbar.

The notifications page shows the user all of their activity and the activity of those they follow. The page contains two dropdowns (only one open at a time) that have an infinite list of all notifications and actions (likes, posts, follows). The top selection is their own activity and the bottom is the people they follow. As with all pages, the bottom is occupied by the same toolbar.

The search page contains the very important search function. As with the previous two pages, one can click the top left or swipe L->R to return to the previous page. The search box can be selected and prompts the user to search a string of either the name of a user, a hashtag, or a post's name. After the search, the given tab is followed by an infinite list of string-matched items followed by related items (i.e. Search: "Bachata"; Results: "#Bachata", "#BossaNova", "Salsa", etc.). If nothing is searched, each tab (Users, Tags, Posts) will show the suggested items for each category, using popularity and relation to the user. Clicking the search bar without typing shows a chronological list of past searches. The bottom possesses the toolbar from previous pages.

Design 2 Strengths and Weaknesses

This design's biggest strength is its ability to display large amounts of information for the user to view. There will likely be at least one post within the first couple minutes of viewing to draw the user in. Additionally, it does a great job of putting creators in touch with users as it has a function to post updates and news to a profile. This allows for communities to be closer than just commenting on posts in passing. The creator directly talks to their community.

One major problem with this design is also its strength: displaying a ton of information. It could very easily become overwhelming and over-stimulating. It wastes no space on most pages and this means it is a very closed and claustrophobic experience. Also, due to its density, there may be a high learning curve. Casual users may be discouraged with all of the options and selections to make. It does not particularly lead the user through the app, instead just giving them the tools to explore.

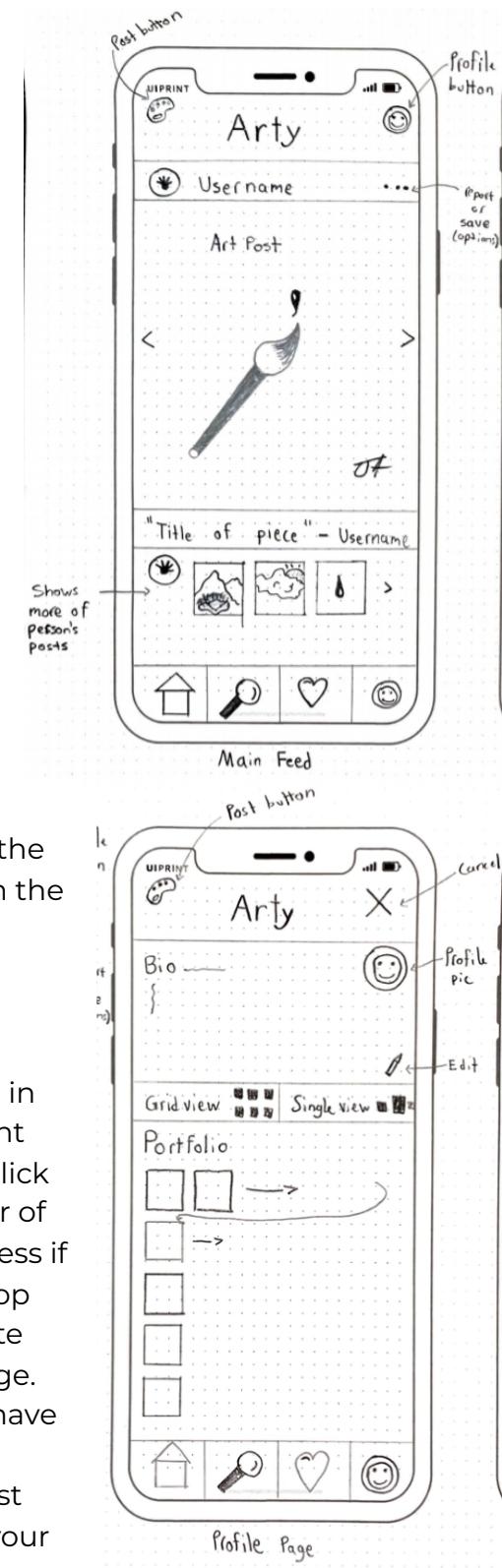
Design 3

Design 3 is the Arty team's rendition of a more simple app. It is welcoming and very seamless in usage. It is inspired by Tinder's clean and open layout. It is set up

horizontally and works using left and right swipes, allowing for a relaxed hand position while using. Most pages feature a post button in the top-left to promote users to share their creations. Viewing posts and interacting with users is very seamless and straightforward. The goal of design 3 is to have user's spend the most time exploring and making art, not worrying about how to use the app.

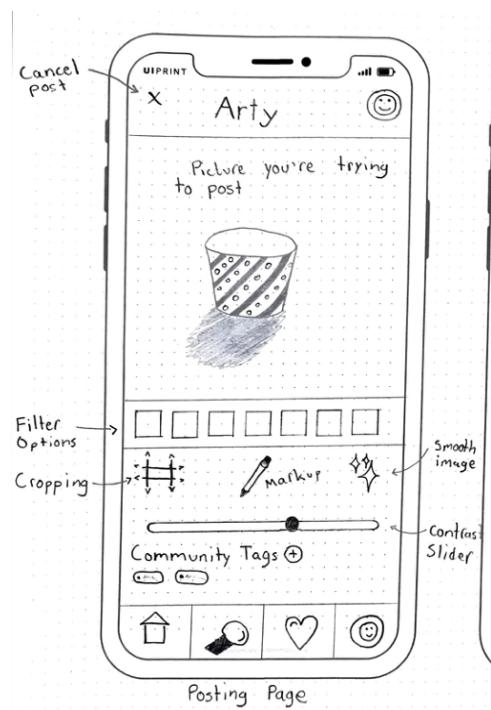
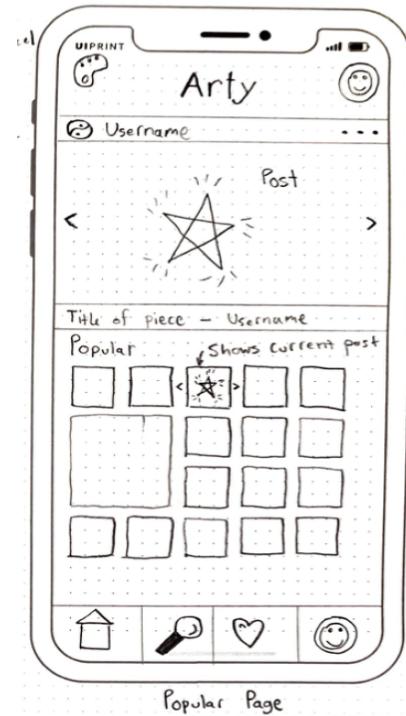
This first sketch shows the main feed. In the main feed, you will find the most recent picture that was posted by someone you follow. The posting user's username and profile picture will be visible above the post. The title of the piece will be shown under the post followed by the username again. Below the username and title of the piece is a brief summary of the person's profile. Their profile picture will be visible again followed by smaller icons that show their recent posts in a grid format. You can click on any instance of the user's profile picture or username to be taken to that user's profile page. To see more of the user's post while still on the main feed you can swipe left on the summary of the profile at the bottom of the screen. To navigate to the next post in the main feed you can swipe left on the main, larger post and the next post will come in from the right side of the screen.

The next sketch to the right is the profile page. The profile page will show your bio in the grid on the top third of the screen. Your own profile picture is shown in the top right section of the bio grid. On the lower right corner of the bio, there is a pencil icon that you can click on to edit your own profile. On the upper right corner of your phone screen, there is an X icon that you can press if you want to cancel any edits to your profile. On the top left corner of the phone screen, there is a paint palette icon that, when pressed, takes you to the posting page. Below your Bio, you can see all of the art pieces you have posted. You can switch between a grid view or single view for your posts. Single view will show just one post and you have to swipe left or right to get the rest of your posts. Grid view will show all of your posts in a grid view.



You can click on one of the grid icons of your posts to bring up a single view of that post.

The popular page, shown to the right, will feature a single post on the top third of the screen. Above that post will be the profile picture and username of the user who posted that piece. To the right of the profile picture and username of the user will be an ellipses icon that will give you a report or save option for the post. Like the main feed, users are required to swipe left on the post in order to get another post to display in the top third of the screen. Below the post will be the title of that piece followed by the poster's username. Below all of the above will be a grid view of the rest of the posts on the popular page. The grid view will show you which composition you are currently viewing and will allow you to click on any of the grid icons to view that post. This will update the popular page and a whole new grid view will pop up with different posts.



The next sketch to the left is the posting page. The main grid on this page will show the piece you plan on posting. Below the view of the piece will be a list of different filter options in a grid view, each of which you can apply to your piece. Just tap one of the filter options and it will apply to your piece. You can get rid of that filter by pressing the icon for a second time. Below the filters will be different editing icons. The icon with the multiple intersecting lines will allow you to crop the image. The pen icon next to the crop icon will allow you to mark up the image. This will allow you to draw directly on the image. Next to the pen icon is an image smoothing icon. This will just smooth out pictures and attempt to make the pieces more visually appealing. Below those three icons will be the contrast slider. The further to the left the sliding icon is the less contrast there is. The further right the slider icon is located, the

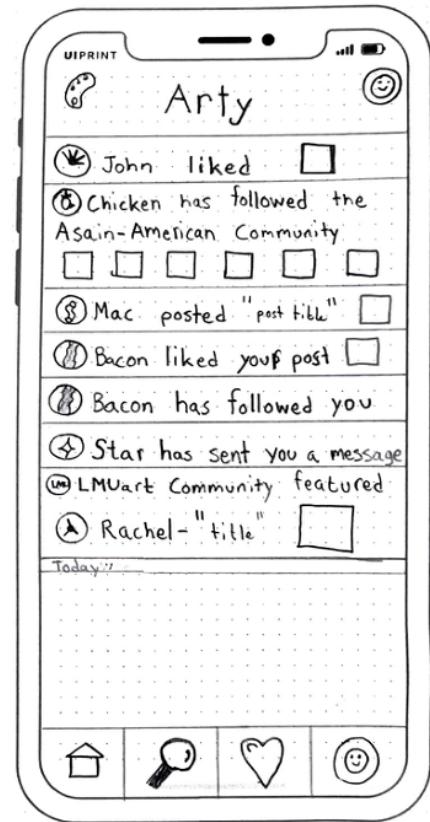
more contrast there is. Below the contrast slider will be the community tags section. You can add a community tag to your piece by pressing the "+" icon next to the community tag label. You will be able to type your community tag and add it to your piece. You can cancel your post by pressing the X icon in the top left corner.

The community page will showcase different communities' art pieces. These communities can feature an artist's piece or just showcase a collection of posts that have their community tag. Each community that shows up on your community page will have its own grid. If this particular community is featuring an artist's piece it will look like the LMUart community page in this example. The profile pic of the LMUart community will be followed by the username. Below that will be the featured artist's profile picture and username along with their featured piece. To view the LMUart community profile page, you can tap the profile picture or username. If a community is not featuring an artist, the community page will just show a grid view of the art pieces that have their community tag on the piece. Communities that either have tags you have used in the past or have similar tags, as well as new communities that an algorithm determines would interest you, will show up on your community page.

The activity page will show the activity of the people and communities you follow. When a user saves a post, follows someone, posts something, comments on a post, sends you a message, or updates their profile, that activity will be displayed on this page. When a normal user does one of the above actions it will show their profile picture and username along with the action they took. If they like or post a picture it will show a small icon of the post. If a community page features an artist's piece it will not only show the profile picture and the username of the community page, but it will also showcase the profile picture, username, and piece that the community page is



Community Page



Activity Page

featuring. The activity page will also separate activities based on how recently they happened.

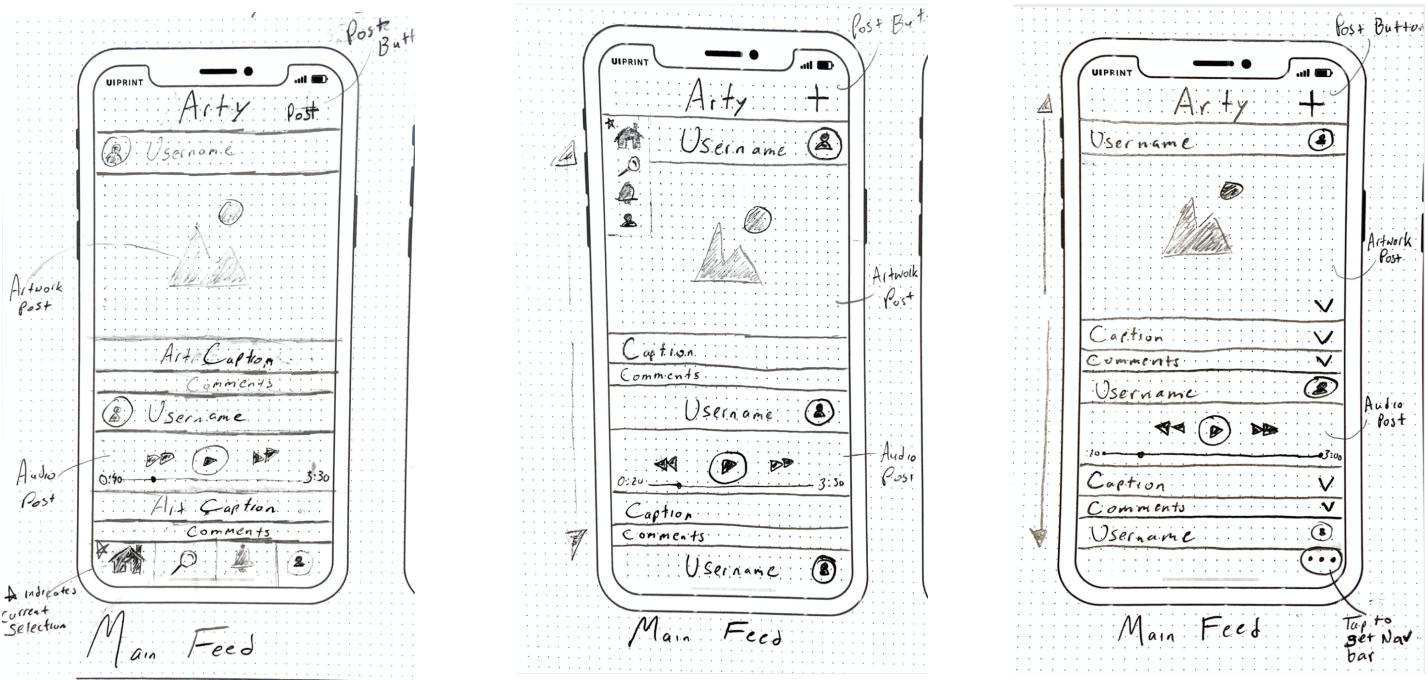
Design 3 Strengths and Weaknesses

Design 3 makes use of more grids and focuses more on grouping than any of the other designs. Since both of these design decisions make use of the Gestalt principles, the greatest strength of design 3 is its application of widely accepted, visually pleasing layouts and designs. The use of grids and grouping will limit confusion among users when using Arty.

The greatest weakness of this design is its large amount of whitespace. Because design 3 groups elements using whitespace, a large area of each page lacks content. Since elements are also smaller to allow for whitespace to group and align them, users could have difficulty distinguishing between elements. The decision for design 3 to use horizontal swiping as its main source of navigation creates another weakness for this design. Because designs 1 and 2 have a vertical flow of content, users can have multiple posts visible at once. Design 3 does not have this luxury. Instead, users are only able to see one main post at a time when viewing their main feed. In order to view the next post from a different person, users have to give up looking at the post they are currently on.

Evolution of Design 1 Main Feed

Our design process began with a group meeting, where we formed ideas about how we wanted our three designs to look/feel like. During this meeting, we created guidelines and requirements for each design to ensure that each was significantly different and explored several areas of the potential design space. We then sketched three pages for each design and posted them on our shared document. Following this, we critiqued and evaluated the individual sketches for each design and changed areas we thought needed improvement. After making these changes, three more sketches were created for each design (four more for design 1), critiqued, evaluated, changed, and then added to our official document. An example of this process is explained below.



Sketch 1

Sketch 2

Sketch 3

Sketch 1 was the first iteration of the main feed for design 1. After analyzing the sketch, we decided to move the navigation bar for design 1 so we could have more space at the bottom of the screen. We also decided to change the 'Post' button to a plus (+) sign. For sketch 2 of the main feed, we moved the navigation bar to the top left. This forced the profile picture on posts to be moved to the right of the username, which would be centered. Although we gained space, we noticed having the navigation bar in the top left would make the posts look weird when a user scrolled up and down their main feed. To fix this, we decided to change the navigation bar again. For sketch 3, we decided to replace the full navigation bar with a tiny ellipsis button (...), located in the bottom right. Tapping this button would cause a pop-up to appear, thus revealing the full navigation bar. Having the navigation bar set up this way granted us the additional space we desired while also fixing the visual issues that would arise when scrolling up and down the main feed. We also decided to keep the profile picture to the right of the username (a change made in sketch 2) so it was more accessible to users (considering most users hold their phones in their right hand, tapping a profile picture located on the right of the screen would be easier than tapping a profile picture located on the left of the screen). Sketch 3 was the final sketch made for the main feed of design 1.