

User Goals

Proposition

To me art is considered art
once it impacts one or more individuals

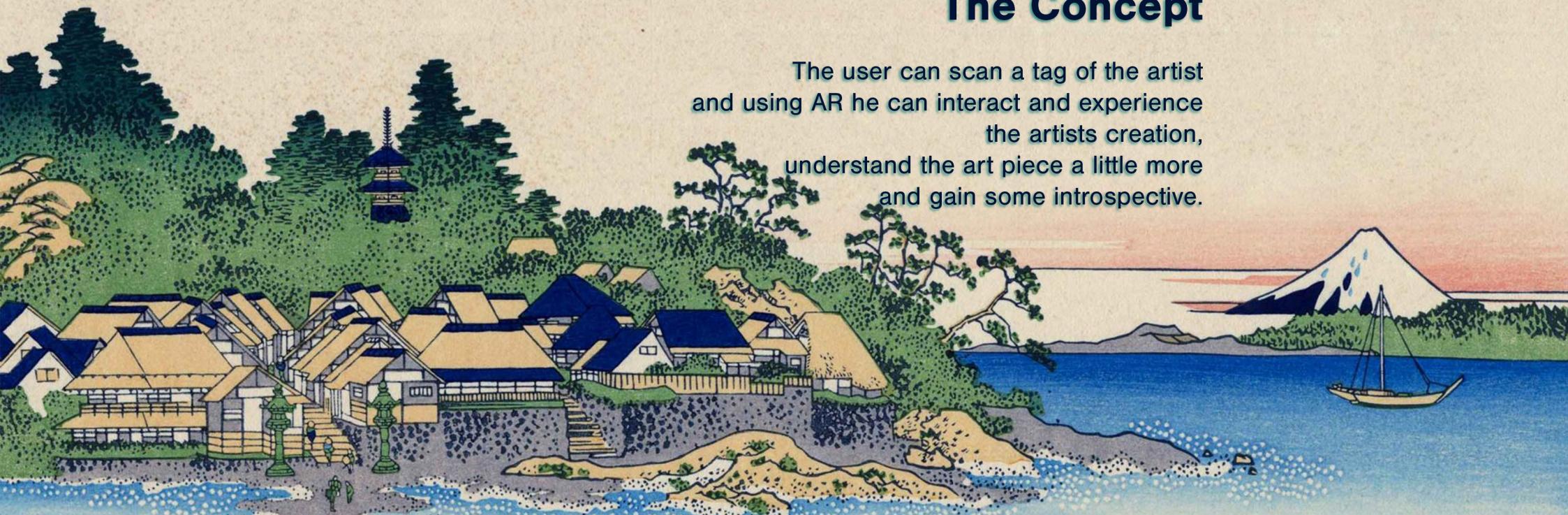
The Professio app will both
preserve temporary art installations
and provide an extra experience of art piece
to the user

The higher goal

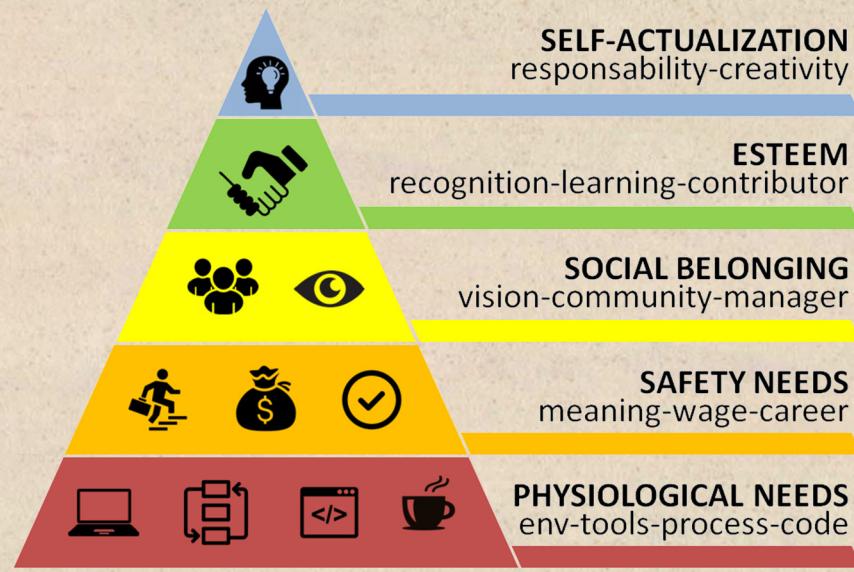
To provide a deeper connection between the individual and the artist. The user will in most cases leave the app with a little more retrospect, and eventually be inspired to look deeper within themselves.

The Concept

The user can scan a tag of the artist and using AR he can interact and experience the artists creation, understand the art piece a little more and gain some introspective.



Maslow Hierarchy of Needs



Love and belongingness needs (sense of connection)

The Professio app will provide a sense of connection by giving the user validation to their thoughts, ideas, concepts, philosophy, mental fixations, identity, emotions and give them a sense of acceptance for who they truly are as an individual. Or at least help them find these validation.

Esteem needs (achievement, prestige, acceptance)

Adding to the love and belongingness needs, a sense of acceptance. The Professio app will help the individual learn more about themselves, understand their thoughts and emotions to eventually think and feel better about themselves. Providing such a personal need fulfillment, the individual will ^{DEMO} have an exclusive experience which will give them a sense of prestige.

Self actualization needs (acceptance, purpose, comprehension)

The main and probably the most important need is the self actualization need. The desire to know, understand, comprehend and experience beauty. The first 2 needs are to lead the individual to this need.

Fogg and Cialdini

User journey

How will the user download and install the app?
How to inform the user how to use the app?
How to get the user to interact with the app?
How to keep the user busy with the app?
How to measure the users interest?

Fogg Behavior Model

Motivation, Facilitation, Trigger

Robert Cialdini's Six Principles of Influence

Reciprocity, Scarcity, Commitment and consistency, Social proof, Authority, Sympathy



The user will download the app either by:

- See an add on social media (**motivate**(*Commitment and consistency(advertisement)*)), click and direct to app store (**facilitate**)
- Buy a product from the artist(**motivate**(*reciprocity(gift, free content, liking)*) with instal instruction(**facilitate**)
- Guerilla campagne in an underground scene(**motivate**(*scarcity*)) with qr stickers(**facilitate**)
- Word of mouth.

The user will be informed by:

- The first button they see(**facilitate**), a tutorial button(**motivate**). Witch step by step animated examples(**facilitate**)
- Their second button(**facilitate**) will be a list of scannable tags or work(**motivate**(*Commitment and consistency*))
- By instructions(**facilitate**) that came with the app invite(**motivate**(*reciprocity(gift, free content),liking*))
- Word of mouth.

The user will use the app by:

- Following the tutorial(**facilitate**)
- Their curiosity or eagerness, there will be a button to start exploring so you can skip the tutorial(**facilitate**)
- Their need to see the exclusive content(**motivate**(*scarcity*))
- Word of mouth

The user will continue using the app:

- By being updated about new content(**motivate**(*Commitment and consistency*)),
- They don't have to do anything, just scan. The app registers and displays all types of content(**facilitate**)
- Some content are exclusive to the app(**motivate**(*scarcity*))

We will measure the users Internet by:

- Asking them in the app to leave a review
- Asking the to mail us suggestions within the app
- By artist popularity from exclusive content

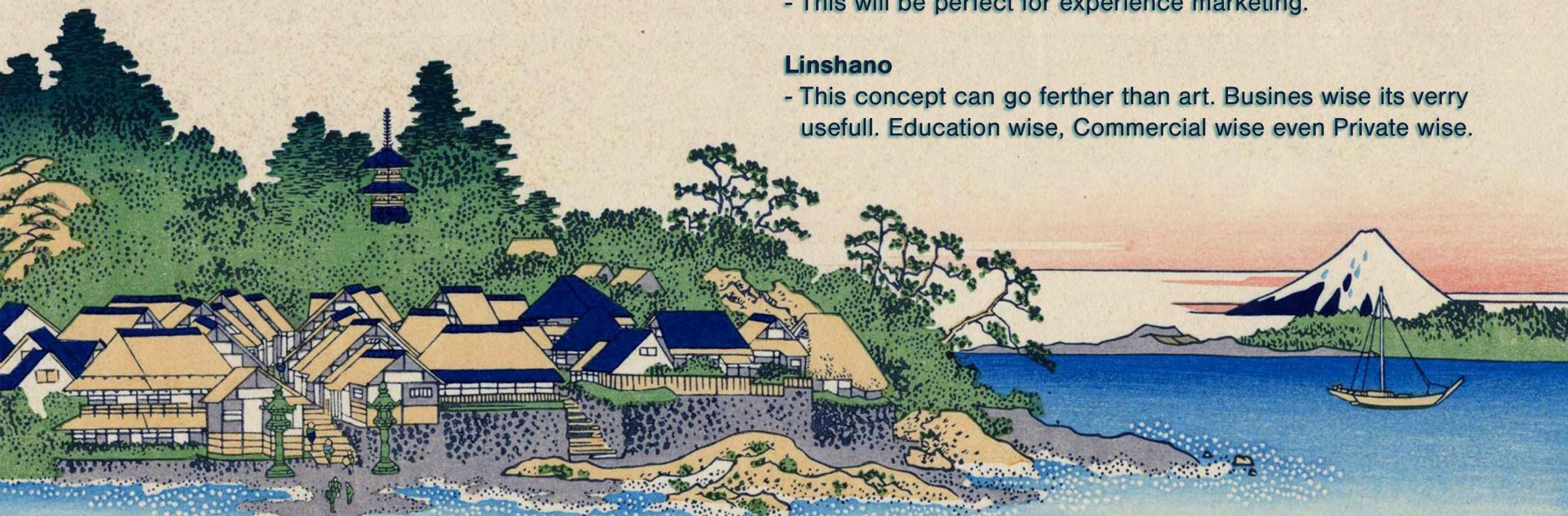
Research

User experience

- What does the target audience think about the app?
- How would they make this app better, what's missing?
- Who would be interested in this app?
- Why would they be interested in this app?
- Why would they use the app?

Brain

- Most artist would enjoy this app, if you offer this to them
- they won't say no.
- The user can see their art and show interest? that's a plus point.
- People love to feel interesting, this app would help a lot with that.
- This app would be perfect for museums and galleries.



Thiemens

- People don't see how much work an artist put into his craft, they think "oh I can do that". This app would remove that judgment.

Zachery

- Give something but not too much, or else it will take away the aspect of interpretation. Maybe just a making of, or an addition or extension to the art work.
- This can also be used in fashion or in the changing rooms. Saving time choosing clothes.
- The experience will leave a deeper mark than a blog or social media post because it's exclusive to the art piece. It creates a deeper bond.
- Maybe add a Question box, Connection option, Discover option
- Display minimal and suspenseful content.
- This will be perfect for experiential marketing.

Linshano

- This concept can go further than art. Business wise it's very useful. Education wise, Commercial wise even Private wise.

Personas / Archetypes

The Explorer

Name: Christopher Roald Armstrong
Age: 20
Location: Tilburg, NL
Occupation: Graphics & Media Designer, Student

Motivation: The freedom to find out who you are through exploring the world

Goals: To experience a better, more authentic, more fulfilling life

Fears: Getting trapped, conformity, and inner emptiness



The Sage

Name: Charles Isaac Hubble
Age: 23
Location: Brooklyn, NY
Occupation: Photographer, Communication Student

Motivation: To find the truth.

Goals: To use intelligence and analysis to understand the world.

Fears: Being duped, misled or ignorant



The Orphan

Name: Karen Carly Freud
Age: 18
Location: Rotterdam, NL
Occupation: Student

Motivation: Connecting with others

Goals: To belong

Fears: To be left out or to stand out from the crowd



The Lover

Name: Marina Kawakubo
Age: 29
Location: Tokyo, JP
Occupation: Fashion Designer, Magazine Editor

Motivation: Intimacy and experience

Goals: Relationships with people, work and surroundings they love

Fears: Being alone, a wallflower, unwanted, unloved



Prototyping

