

Research Report

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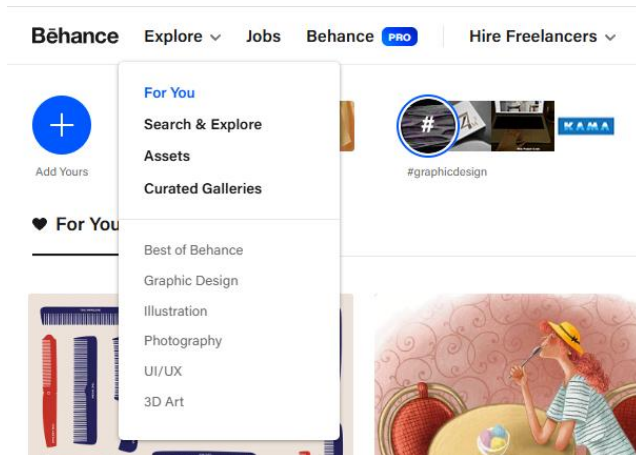
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Existing Websites Research

Behance

Usability



Behance always has its menu at the top of the screen, with many options to choose from. *Explore* allows you to look at other works on Behance, *Jobs* is for looking for jobs, and for employers, there's *Find a Freelancer*. There are also two options relating to the Pro subscription, highlighting that they really want you to subscribe. You can also upload your own work and view your profile, preferences and settings.

Navigation of individual posts is not my favourite. Every post is shown in the same aspect ratio, regardless of the size of the images. It works fine for landscape posts, but for portrait posts or even larger landscapes, a lot of the image is cut off from the page if you aren't zooming out all the time.



Responsiveness

Behance is responsive. The list of four works in each row are changed to one in each row to accommodate for a phone's size. The menu is changed into a hamburger menu, with the Discover, Assets, Jobs, Pro, and Hire Freelancer buttons available. The menu also has an option to download the app, implying that it would be a better experience for mobile users than the website.

Accessibility

As all of the content on Behance is submitted by its users, it's up to them to put alt text on images. There is an option available to add alt text, but it's not guaranteed that everyone will use it.

It's quite difficult to navigate the for you page with just a keyboard. You can only interact with the first image shown, although it's not as bad for the tags view since they're viewed like Instagram stories, with a timer.

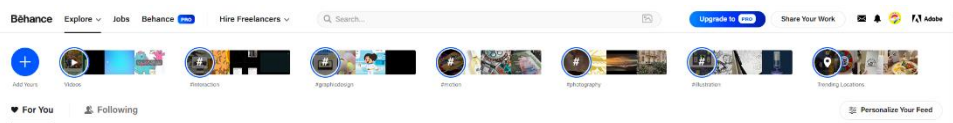
The contrast is very good between the deep blue buttons and menus, the white background, and black icons and text.

Aesthetics

Behance uses a blue colour scheme to show professionalism and trustworthiness as a website for freelancers to find work, white for the blue to contrast with and to not distract from users' art, and black for icons and text to contrast with the white background. The Upgrade to Pro button is highlighted with a blue and purple gradient to draw more attention to it.

The site uses a sans-serif font to show modernity. The titles of works are bold and in larger text for emphasis, while other things such as the publishing date of works are smaller, more grey text. This applies to the Jobs section too, where the job titles are in bold, and the description is in smaller text.

The posts are displayed in a symmetrical grid, regardless of the size of the images posted, they're all displayed in a square while exploring. You can click on any work to view the full images. The Jobs section also features grids, each job is displayed as a rectangle, where you can click to see the full details.



Overall, I think Behance has generally good aesthetics. I like the blue colour and the decision to use it minimally, so it doesn't take away from the art, but can bring attention to the things like the follow and like buttons. I personally don't like the symmetrical grid display as much as one where each image is their actual aspect ratio, as it has the chance of cutting off key details in landscape or portrait drawings. Behance does help mitigate this by allowing artists to choose the cover photo of their posts, but I still prefer the asymmetrical grid.

Content Quality

The main content of Behance is user-submitted images, so the quality of those images is dependent on the users' posts. They can also provide captions, and the spelling and grammar is also dependent on the user.

Interactivity

When hovering over a work on Behance, it shows you the title of the work with a gradient to black on the bottom of the work. Then banners fall down from the top right corner, for what type of art it is (illustration, graphic, logo, etc.) and, if they used an Adobe software to make it, which one they used (Indesign, Photoshop, etc.).



Most items on the top menu bar, aside from *Jobs* and *Behance Pro*, drop a list menu down with a smooth animation.

You can search by tags if you want to find a specific type of art, such as illustrations. You can sort tags by *recommended*, *curated*, *most appreciated*, *most viewed*, and *most recent*. It's set to recommended by default, which I don't really agree with since if you haven't liked any posts there's no way they know what you like, so I think it would be better if it was set to most liked or most recent by default.

Consistency

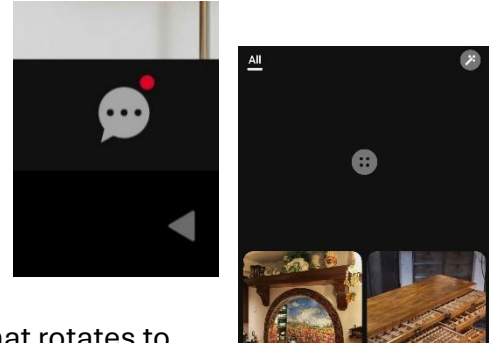
Behance is consistent in design. Each page, such as *Explore*, *Jobs*, and *Profile*, uses the same colours, fonts, and style, ensuring consistency throughout. The consistency of the content is dependent on the artists, so you will most likely see a variety of styles unless you're only looking at the same artist.

The interactions on the website are consistent with what you would expect from an art sharing website, the only thing that is different is that when you click on an image, it expands and stays on the same page rather than going to a new page like DeviantArt or Pinterest would. Personally, I prefer the different pages approach that DeviantArt uses, as I don't like how you have to scroll to the end of a post to see the caption, whereas on for example Pinterest you can see it right next to the post.

Pinterest

Usability

The Pinterest layout is simple and clean, there is always an immanently accessible search bar and suggested content. When using Pinterest there can be a learning curve as the page is mostly content, it can take a moment to find what you need. However once used two or three times this issue is gone.



To reload the page you scroll up, there is a small icon that rotates to

indicate the loading of the page. This icon appears whenever anything is loading.

A red dot will appear on the message icon to show an unread message. The same red dot appears on different icons when an action needs to be taken.

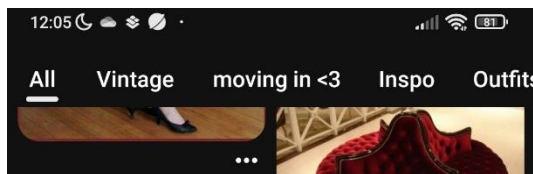
The icons are similar to other websites and utilize skeuomorphism in their design. This makes the icons easy to understand, even at a glance.

Overall, the site is effective at communicating the different actions that can be taken. The intuitive aspect of the websites could be improved for first time use but is good for prolonged use.

Responsiveness

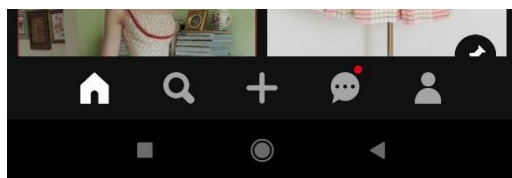
When navigating Pinterest there are two main outlays. When using the web page there is a search bar at the top of the page, and an icon with your profile picture and details. To the left of the page in a thin margin are icons to navigate the site. There is a logo at the top that returns the user to the home page, and a home icon below it as well.

Then there is an upload icon, a notification icon, and the message icon. Towards the bottom of the margin is the settings icon. The rest of the page is covered in content from the site. All these aspects are clear and readable as they are contrasted with the background. When hovering over an icon it clarifies what it is.



Useability on a smaller or handheld screen is quite different than on the computer. At the top of the page, it has all your “boards “of different contents than the recommended page below. The boards

use a small text which can make clicking the correct one difficult.



At the bottom of the page, there are four icons. It has a home icon, a search icon, an upload icon, a message icon, and a profile icon. All these icons are clear and readable.

When searching on the web version of Pinterest it will show visual examples of searches based on your history. On the app version of Pinterest, it just shows one's search history.

Accessibility

When it comes to accessibility on Pinterest the screen reader struggles. It does not describe any of the images and just reads the icons making it impossible to navigate. For keyboard use it can be navigated to the used tab quite easily because of the lack of icons you can move quickly to find what you need if you are already comfortable with the software, however this would be difficult for unaccustomed users.

In the settings there are no options to add any accessibility features. Even in the help center there is nothing about accessibility towards a wider audience.

Aesthetics

Pinterest aesthetically chooses a clean and minimal approach to visual design. This works well as not overwhelming the user, with the screen being mostly content it contrasts well. The colour scheme through both the website and app is consistent, being black, white, and red. When in dark mode the white and black aspects are switched but the red stays consistent. The typography is consistent and clear throughout.

The layout and colour choices comminates clearly a mood board effect, where the focus remains on the content and not the surrounding navigation or features.

The media is spaced out clearly to see each individual image or video without feeling too crowded.

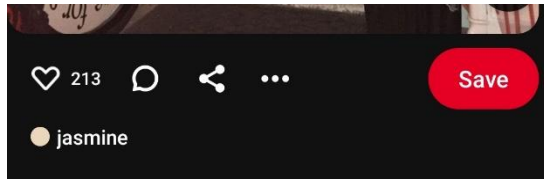
Content Quality

Their content on the page is clear and readable. It is all explained in basic layperson terms, so verbiage is not an issue. When first opened it takes a while to curate the content to one is likes however when searching key terms, it is easy to find what is wanted. The categories are all spelt correctly based on aesthetic and aesthetic ideas. When it comes to the comments and the captions there is little to no moderation from the site itself. It would take reporting or deleting a comment on your page to delete someone else's post.

The site can host images gif and video content.

Interactivity

To interact on Pinterest there are a few separate ways. Likes, comments and pins are the main ways to interact on the site, but there are other features such as sharing and messaging. When “pinning” or saving content, you are saving to a board you set up. This board is a curated set of content that can be kept private, be publicly seen, or shared with one or a few people. Multiple people can save to a board.

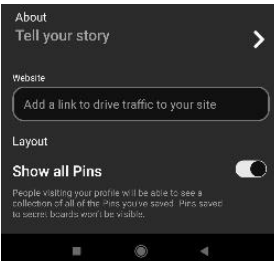


When hovering over an image with your mouse it will give an option in how to interact with the content. In the top right corner, there is a save option and, in the bottom right is a share option and three dots that lead to further options. To

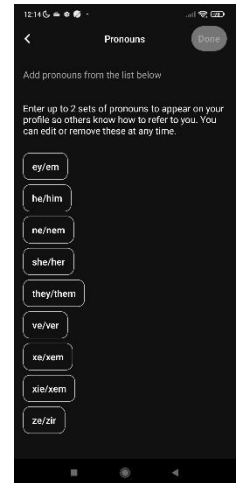
comment on the post, one must click on it, which then leads to a box in which to comment. Above the comment area are all the former comments which one can interact with. The user is given the option to respond, like or click three dots. The three dots give the ability to report or block.



When creating a Pinterest page, a username is created, and there is an option to have a first and surname visible. The user can change their profile picture and create a bio. A website link can also be added. They can also choose which boards can be seen on their profile which adds to the overall viewing.



Pronouns can be added from their choice of options.



Consistency

Pinterest over all is consistent in all elements. It has committed to and remained with the same aesthetic throughout both the web and app version. It is clear that you are using Pinterest by the colour, layout and font choices. The logo is clean and simple. It is kept through navigation as it can be used to return to the home page. It also keeps the branding consistent and clear.

DeviantArt

Usability

In terms of navigation, DeviantArt has its most important links permanently at the top and left side of the website. On the left are some category icons that, while not self-explanatory, display the category name when moused over.

At the top are links to the most important functionalities permanently displayed. The submit button is additionally highlighted with a green background.



Navigating the main content, the art, however, can be difficult. An assortment of seemingly random art is displayed on the main page and can be filtered by clicking on categories also stuck to the top. A search bar at the top lets users search for specific types of art, however the results rely on creators tagging and naming their art correctly.

Overall while searching for very specific content can be difficult, the main intent of scrolling a variety of art is achieved very well.

Responsiveness

The mobile version of DeviantArt works very well. The posts are moved into a single row that the user can scroll through. The submit button remains at the top, reduced to a plus, highlighting again its importance while the other navigation options are condensed into a hamburger menu. Even the logo is condensed to just its symbol without the name.

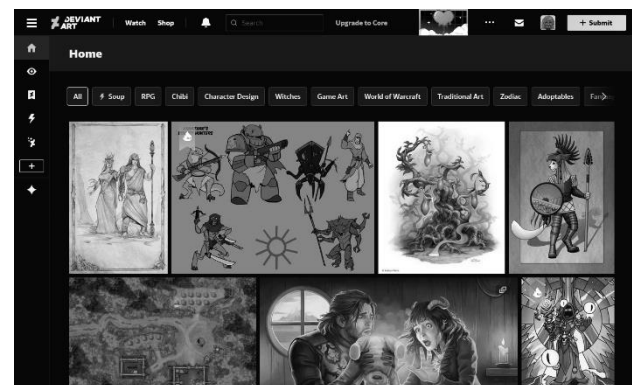
Buttons are sized appropriately, and the layout remains clear. All the images however are cropped to the same size, leading to some content being cut off on vertical images.

Accessibility

DeviantArt can be navigated by only using a keyboard. Each button is accessible by pressing tab, though it might take some time if the user wants to look at an image further down.

The whole page is black and grey with only a few coloured elements to highlight certain buttons, that are also a much lighter shade than the rest of the page. As such the whole page works in black and white.

However, since users upload the images, the descriptive alt text is whatever the user titles the image, so it is very inconsistent.



Aesthetics

DeviantArt uses a dark grey and black background to let the artwork stand out with vivid green accents to highlight important elements. There is a light mode as well as a green mode reverting the site back to its original pastel green design.

This green evokes a more tech-y and futuristic feeling rather than an association with nature due to its bright saturation and dark background.

According to their own statement, they “...considered every shade of green imaginable before deciding unanimously on the bold, vibrant “DeviantArt Green”...”, and they opted to use it selectively rather than pervasively.

Some other colours are used, like an orange-pink gradient to symbolize the subscription model the user can sign up, or the use of purple to highlight AI content.

The submit button is highlighted instead of the join or log in buttons.



There is only one simple sans serif font called “Calibre” that is used for all text on the website. In some cases, it is used in bold to highlight headings and in some headings part of the letters at both ends

of the word are cut off at a certain angle to make it more disruptive. Overall, there is little text, and it is all kept quite small to keep the focus on the art.

The main part of the website is taken by images of uploaded artwork aligned in an offset grid pattern with little spacing between the images. All images are set to the same height, but individual lengths. The grid of images is broken apart about halfway down by a box linking to different content on the website. Everything is neatly packed into boxes to make the viewing experience more pleasant.

Again, everything is organized to feature the artwork as best as possible.

Content Quality

The content is well structured with menus and buttons fixed to the top of the page at all times.

The content is sorted into tags like “fan art”, “photography” or “character design”. In theory this makes it easy to navigate. However, these filters are dependent on the users tagging their images correctly. Often users will try to put as many tags on their images as possible to get their art in front of more people.

There is little text as the focus is on the art, but all the navigation names and filters make sense. Titles, descriptions and tags of the individual images are up to the users, so it can be a bit more difficult to navigate.

Overall, while browsing DeviantArt is easy and fun, finding more specific images proves difficult and there is no feature to search for a specific creator. When logged in, a user can

“watch” other users and be notified when they post, though as they are all lumped together it is easy to miss posts from creators who only post infrequently.

Interactivity

The main interactive feature of DeviantArt is art sharing. Uploading images is very easy and intuitive. An image is dragged onto the submission page, then a title, description and tags can be added as well as some settings like size, mature content or AI content. There is a clear submit button and posts can even be scheduled ahead of time available to subscribers.

All the buttons and menus are well designed, change hue when hovered over or open small navigation menus. So, the page looks very neat and clean but still provides a lot of features and information in sections.

Consistency

The design is very consistent throughout the website, bringing the different pages such as the different categories, artist profiles as well as the submission page or one's inbox together, using consistent colours, fonts and layouts. The logo is displayed at the top of the page at all times.

The main interactive feature, submitting artworks or text, is consistent as well, with the same type of submission box popping up for the different contents.

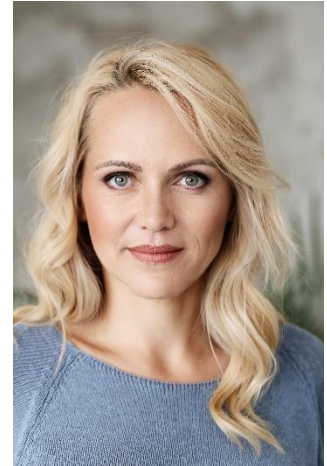
Comparison Table

Website Name	Behance	Pinterest	DeviantArt
Usability	Posts are shown at the same size, so you have to scroll or zoom out to see larger images	Steep learning curve, but easy with constant use	Clear layout that is easy to use, Navigating specific content is difficult
Responsiveness	Responsive design. Suggested to download the app on mobile rather than use the website	Highly responsive, takes time to fully know all the various aspects	Responsive design Works well in browser and on mobile
Accessibility	Keyboard navigation is not very good. Great contrast Option to add alt text to your submitted images.	Works well on keyboard. Doesn't work well with the screen reader. No added features in settings	Works well on keyboard Great contrast Alt texts are left to the users
Aesthetics	White background, Blue highlights Modern sans serif font. Titles of art and jobs are in bold text, descriptions and additional details are in grey text.	Mainly white with red accents, some pastel colors on main page	Black background Neon green highlights Professional design but still unique and unconventional Small and simple, sans serif font
Content Quality	'Official' text written by Behance is of good quality Quality of art and text depends on what users are posting.	No quality management, but user reported and curated	Well structured content, but quality of content highly dependent on users
Interactivity	Very intuitive with quick responses to button presses and smooth animations throughout	Highly interactive, works well for personal interactions and public ones	Well designed and easy to use, interactive features to submit artwork
Consistency	Consistent colour scheme and layout	Consistent in text and colour throughout	Very consistent in colour scheme and layout throughout

Audience and Context Research

Jennifer

- **Demographics:** 40, she/her, established freelance artist living in the suburbs looking for a new platform to share her work
- **Goals:** Wants to post her work online and get freelance commissions
- **Pain Points:** Doesn't like how hard it is for people to find her work on other platforms and finds their search functions to not be very helpful
- **Behaviours:** Posts her works on many social media platforms like Instagram and Twitter, but finds it hard to find commissioners
- **Motivations:** Wants a website dedicated to posting her portfolio and find freelance work easier
- **Quote:** "I want to post my portfolio without having to fight an algorithm for visibility."



Jennifer's goal:

"Jennifer wants her artwork to be visible and easily accessible to potential clients."

Jennifer's journey:

Awareness: Jennifer searches for a new art sharing platform to use.

Consideration: Checking different platforms, searching around on each website

Pain point: Many websites sort search results by "relevance"

Decision: Chooses a website and signs up.

Emotion: Cautiously optimistic

Action: Posts her portfolio and tags her work appropriately.

Pain Point: Jennifer finds it hard to find newer or less popular posts within tags

Opportunity: Include multiple ways to sort tags and search, such as newest, oldest, and most views or likes

Post-Action: Takes a little while for people to find her art, but slowly gains more reach

Emotions: Frustrated, then relieved

Review: “It’s nice to get more of a following, and I hope the commissions feature will help me out some more.”

Mike

■ **Demographics:** 18, he/him, first year university student, small town

■ **Goals:** Wants to put his art out there and start doing freelance work

■ **Pain Points:** Just starting out and has little knowledge of the different apps

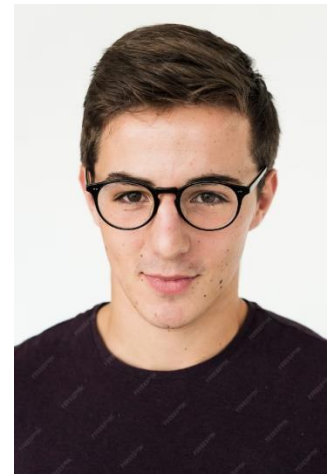
■ **Behaviours:** Shares art on Instagram but is looking for a place to find clients more easily

■ **Motivations:** Why would they use your product? Wants a beginner friendly app that is professional but still accessible

■ **Quote:** “I want to work as a freelancer, but I am intimidated by other artists talent”

Mike’s goal:

“Mike wants to start his freelancer career on a platform that caters to his skill level but also has room for improvement”



Mike’s journey:

Awareness: Mike starts looking online for platforms to post his art

Consideration: Looks at the different platforms and the type of art posted on each as well as the process of getting commissioned

Emotions: Uncertain

Pain Point: Many platforms highlight only professional work, making it intimidating to post

Opportunity: Cater to a variety of skill levels, as well as client budgets

Decision: Chooses a website and signs up

Emotion: Excited to get started

Action: Makes his first post

Emotions: Excitement turns to frustration

Pain Point: Newcomers have a hard time getting noticed

Opportunity: Highlight users and make searching for specific filters (style, price, type...) easy

Post-Action: Keeps posting his art, advertises his commissions and slowly gains more followers

Review: “I felt unsure which site would be best to upload my art. I liked that this site focused on finding artists to commission. The request page made it easier for me to find smaller jobs and get in contact with people looking for artists.”

Eliza

■ **Demographics:** 22, she/her, personal assistant from a big city, secondary level

■ **Goals:** Her goal is to have a place for personal projects archived

■ **Pain Points:** Privacy

■ **Behaviors:** Casual use of social media such as TikTok and Instagram

■ **Motivations:** Why would they use your product? Private library of personal projects

■ **Quote:** “I want a place I can post my projects and only share it with a few people



Eliza's goal:

“To share projects and progress only with friends”

Eliza's journey:

Awareness: Looks at different sites.

Consideration: Compares the layout and origination of each site. Also looks at the privacy.

Decision: Finds one visual pleasing and fits privacy needs.

Action: She feels overwhelmed at the different options and is unsure which is most trustworthy.

Post-Action: Creates a page and shares them with her friends to show her projects.

Review: “It was hard finding the right site. Many of them were similar. This site was the least intimidating and was beginner friendly. “

Project Goals and Objectives

Project's Purpose

Our website is an art sharing platform aimed at freelance artists looking to post their portfolio and get more commissions. Our website aims to make the commissioning process easier and clearer for both artists and clients by allowing them to filter for categories such as price, images, and art style to make it easier for both parties to figure out their needs.

Broad Goals

The broad goal of this project is to create a website where the user can easily navigate, discover, and share art.

This will include a main page where the users are shown different art, can search for different categories and navigate the site. On the side, there will be basic navigation features like profile, upload, and settings. At the top of the page there will be various categories to navigate the art as well as an upload button.

The website will also include a profile page. This page will have a profile picture and username. It will have navigation on the side. Most of the page will be covered in the user's artwork and posts. At the top of the page there will be different titles of collections that can be clicked on to see them. There will also be a dedicated commissions page, so artists can upload their commission sheet. The upload button will remain at the top.

When clicking on an image, either on the main page or on a profile, if it is clicked on, it will expand on the page with a section for commenting at the side and push the other images down.

Objectives

- Allow users to share art
- Allow users to browse and view art uploaded by other users
- Allow users to save art from other users and follow other creators
- Allow users to categorize their art by style, type and content
- Provide a “Commissions” feature where artists can list their prices and content offers
- Provide easy to navigate search features
- Provide a place where artists can get their art seen and users can find new creators
- Provide a place where users can post request and offers for commissions

Value Proposition

Our website will stand out by providing better content moderation, ensuring categories and tabs are used correctly to make it easy to browse and find the desired art.

We will also focus on facilitating commissions both by making it easy for artists to share their content and prices as well as making it easy for users to post requests.

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