IDK Pro

Gong Cheng
Kasey Gillespie
Kaitlyn Gorsalitz
Halle Jackson

From left to right: Gong Cheng, Kasey Gillespie, Halle Jackson, Kaitlyn Gorsalitz

DeviantArt is a Bit Too Deviant

Gong Cheng
U of S
Saskatoon, Canada
goc558@mail.usask.ca

Kasey Gillespie
U of S
Saskatoon, Canada
kag258@mail.usask.ca

Kaitlyn Gorsalitz
U of S
Saskatoon, Canada
krg028@mail.usask.ca

Halle Jackson
U of S
Saskatoon, Canada
hsj294@mail.usask.ca

ABSTRACT
UPDATED—11 October 2017. This paper aims to describe the issues with the system used to browse art posted on the site DeviantArt. It will also outline ways in which the system could be improved and how those plans will be acted upon.

Keywords
DeviantArt (DA); Favorites, this is the term used on DA for art drawn by other users that users have saved in a favorites folder separate from their own art; Deviations, this is the term used on DA for art pieces/submissions

ACM Classification Keywords
H.5.2. Information interfaces and presentation (e.g., HCI): User Interfaces.

INTRODUCTION
DeviantArt is a website for sharing and viewing art that has been in use since 2000 [1]. As of February of 2017, the site has hosted 325 million pieces of art and had 65 million unique visitors each month [1]. Users can upload their own art pieces, follow other users, favorite art, leave comments, and search for new art to view. However, browsing for new art is difficult and time consuming. Our goal is to improve this viewing experience for the users.

PROBLEM
The main problem present on DA is that it is actually quite difficult to find art, which is counterintuitive. It is not only difficult to find content you would like to see, but it is hard to view pieces in a streamlined manner. The current system has users scrolling through Deviations while browsing, and when they decide to view a piece it opens it in a new page, causing the users to lose their previous browsing position. The only way to view multiple pieces and save your browsing position is to open each one in a new tab or window, which can be overwhelming.

MOTIVATION
Altering the browsing system to make art easier to view would help the artists receive more recognition, and allow users to more easily access art to their liking. It would also strengthen the site overall, as an art site that makes it hard to find art does not make much sense. It may also help increase the time users are on the site as currently DA users only spend about an average of 9 minutes per visit [1].

SOLUTION
Our solution for this issue is to completely redesign how art is discovered, making it more efficient for users to view pieces and browse the art. This will involve several changes, including:

- An overhaul of the browsing system.
- Creating a better way to view multiple pieces at once.
- Designing a streamlined way for the user to view a single Deviation that has caught their interest. The viewing area would include similar social functionality to the current system, i.e. favoriting the piece, leaving a comment, etc.
- Adding a history function, giving the user an easy area for seeing pieces they have recently viewed.

STEPS TO SOLUTION
To develop our solution we will first brainstorm and create scribble sketches to amass various ideas. From there we will begin to narrow down the ideas and expand on new ones until we are satisfied with a few designs. These designs will then go through paper prototyping so we can decide amongst ourselves which we prefer or how to improve them. Once our low-fidelity prototyping is done we will go on to medium-fidelity prototyping by using a tool such as PowerPoint, or an online resource such as InVision. When we are satisfied with that prototype, it will then go on to user testing and evaluation.

EVALUATION
To evaluate our solution we will compare DA's current system to our prototype. We will have users try to browse and view multiple pieces of art on both systems and then ask them questions and compare the results. To do this a questionnaire with ranked questions will be given to the user after they have tried one of the systems, and be filled out with that system in mind. After trying the next system they will receive the same questionnaire. Different users may be asked to test the systems in different orders. As a last step we will ask questions to receive descriptive feedback that isn't just a number comparison.

CONCLUSION
We aspire to create a design that will better allow the artists to grow their userbase by making their works more easily discovered, and that will engage viewers longer with art relevant to their interests.

REFERENCES
1. 9 Interesting DeviantArt Stats and Facts (February 2017). (n.d.) Retrieved October 4, 2017, from https://expandedramblings.com/index.php/business-directory/19729/deviantart-2/#.WdVPWDVrzIU