

InspireUs Interview Research

Compilation of Interview
Results

HCI Group Assignment Questionnaire

Interviewee: Carolina, Freelance Artist

Start with a general explanation of our application. Then follow up with these questions:

1. How old are you and what would you consider your level of technological expertise?

30. I can build a computer and know a little coding. I think I am pretty experienced with technology, and I work on a computer every day.

I've been doing serious artwork for ~9 years, but I have been drawing in general since I was probably seven.

2. Would you consider yourself a content creator? (If answer is no, skip to Question 9)

Yes, I am a freelance character artist/illustrator who works from home.

3. Do you post your created content on social media? If yes, which ones? (If answer is no, skip to Question 7)

Yes. I use Twitter, Youtube (speedpaints), and Tumblr. Twitter is the main one I use. I pretty much only upload to Tumblr to archive my work.

4. How often do you use your current platforms? What makes you return to them and what do you think could be improved?

a. I am constantly on Twitter (daily/hourly). I like Twitter for its ease of posting and sharing.

b. I think the algorithm for sharing could be improved. When you post content on social media, you're looking to get your artwork seen and to get more views. I'd also like some better form of copyright enforcement because I often see artwork getting stolen with no repercussions. There are many cases where original artwork is reposted by someone else, and it receives a lot of attention that doesn't get back to the original creator.

5. Is there anything specific about the interface you like/dislike about the platforms you use?

a. For Twitter, I like the simplicity. You can just upload a picture really quick and have it be done instead of jumping through hoops. Not needing to get your submission approved is great too – I once used another art site where I had to wait a week for approval, and I was declined because the

image was too big. Also being able to tag people is nice when you want someone to see something (like a commission).

6. Do you feel that it's hard to get your work noticed? Why or why not?

Yes, if you're starting out. Especially for Twitter, which is not an art platform. People post about all kinds of different things there, so it can be hard to get traction.

On the other hand, Deviantart is purely an art platform but it's very oversaturated and there's a lot of extra steps when posting things (eg. making a summary, selecting a category) which makes using it inconvenient.

7. Have you participated in themed creator events before? Why or why not?

Yes. I did Inktober and Mermay. I like them because it lets me make something without having to think of a theme for the drawing. Having a direction is nice. It's also why I do so many commissions – people just tell me what to draw.

8. How long do you spend on average on a new work?

It depends. If it's black and white, I would say like 2-3 hours. If it's a fully rendered, coloured picture, it can take 2-3 days.

9. How often do you find yourself getting stuck in "creative slumps"? Do you think that inspirational prompts could help lessen that amount?

- a. Once a month at least.
- b. I think prompts do help. Sometimes it forces you to do something that is out of your comfort zone. It's not like you 'have to do it', but it lets you stretch creatively. Even if the result sucks, it's nice to try something new!

10. Do you like viewing others' creative works on social media? Do you like seeing how multiple different creators might interpret the same idea? (If answer is no to both questions, we can end the interview, we don't require any more information from this individual)

Yes and yes. Everyone has a different idea when they get a prompt, and different definitions of concepts like "beauty", so it's fun to see what they do with it – Inktober prompts are really vague so you can go in a lot of directions.

11. What platforms do you use to view other creators' content? What makes you return to them and what do you think could be improved?

- a. Twitter, Tumblr (not much), Instagram, ArtStation (like Deviantart but more strict – for people in the field to put up portfolios). For other media, I'm constantly on Youtube.

- b. Twitter is the main one I keep going to, because I get to see a variety of people aside from artists like fashion bloggers, and travelers.

Other than Twitter kind of being my job for commissions, it's just fun. I like seeing other people's work and their progress; artists are always nervous about putting up sketches and things with mistakes, but I love seeing how people work. Twitter is also really live, so you can see how you and other people improve over time.

12. What kind of content are you most interested in? Do you follow specific creators?

- a. I like seeing everyone's art, but I also like seeing people interact. I like Twitter since it gives a 'person' attached to the artwork, and you can see what they do outside of art too. You meet some artists that are really cool people and also some that are jerks [laughter].
- b. Yes, a lot. A good 80% of the people I follow on Twitter are artists and I also follow Youtubers.

13. Would viewing others creating content make it more likely for you to create your own content?

Yes, absolutely. It's like going to a museum without having to go to the museum. It's really inspiring for my own art and sometimes it gives me ideas on tricks I'd like to borrow. Who needs art classes?!

14. Would you use a platform like this?

Yeah. It sounds like it'd be fun. Kind of like a Sketch It game but bigger. (I think she meant this? <https://boardgamegeek.com/boardgame/92303/sketch-it>)

Photo of Carolina with Celina after interview:



HCI Group Assignment Questionnaire

Interviewee: Andrea

Start with a general explanation of our application. Then follow up with these questions:

1. How old are you and what would you consider your level of technological expertise?

21, experienced but since you are in computer science, much less than you. I mainly just use social media, apps, and the internet.

2. Would you consider yourself a content creator? (If answer is no, skip to Question 9)

I like to paint, but I would not consider myself as a content creator because I only do it for fun, and for the most part no one knows I do them, except when I post a selfie with it on instagram.

9. Do you like viewing others' creative works on social media? Do you like seeing how multiple different creators might interpret the same idea? (If answer is no to both questions, we can end the interview, we don't require any more information from this individual)

Yeah, it's really fun seeing the amazing things that people can make. I wouldn't say I like or dislike seeing how different people interpret different things, just cause everyone views things differently in all aspects of life, not just with their creative content.

10. What platforms do you use to view other creators' content? What makes you return to them and what do you think could be improved?

Instagram, Youtube

It just cheers up my mood when I am feeling down.

11. Is there anything specific about the interface you like/dislike about the platforms you use?

Not specifically

12. What kind of content are you most interested in? Do you follow specific creators?

Content that motivates people.

13. Would viewing others creating content make it more likely for you to create your own content?

Not really, I am too busy with other things going on right now, like school, and work.

14. Would you use a platform like this?

Probably, it sound like something that would be fun to use.

HCI Group Assignment Questionnaire

Interviewee: Joshua

Start with a general explanation of our application. Then follow up with these questions:

1. How old are you and what would you consider your level of technological expertise?
 - a. 25 years old
 - b. Very experienced (self-described “neckbeard”)
2. Would you consider yourself a content creator? (If answer is no, skip to Question 9)
 - a. I make stuff but don’t post online much.
 - b. I like making games and software, and I also write music. Games – 2 years, software 4, music 2
3. Do you post your created content on social media? If yes, which ones? (If answer
 - a. I have stuff on Github, but that’s about it. Sometimes I’ll post on social media, but not often.
4. How often do you use your current platforms? What makes you return to them and what do you think could be improved?
 - a. I push updates to Github biweekly, at least. I like Github because it’s ubiquitous for software development. It’s easy, it has tons of information and is the most used site. It displays source code nicely.
 - b. Dark mode would be nice – I like to switch between light and dark mode. Some of the navigation is hard/not clear-cut. Once I’m on the default page, I can explore different topics. But if I’m on a new computer or my phone, it’s really hard to find the Explore button and you have to go on a lot of different menus to find it – mobile mode sucks.
5. Do you feel that it’s hard to get your work noticed? Why or why not?

Yes, since none of my stuff on Github has had much of an impact on the community. Nothing’s groundbreaking or hugely popular, so when you’re starting from nothing and don’t have much to show, it can be hard. I guess at the level I’m at, the market is flooded. It’ll be that way until I am able to find something unique and gain a niche following.
6. Have you participated in themed creator events before? Why or why not?
 - a. I’ve done a few Gamejams. I’ve done some Hackathons too.
7. How long do you spend on average on a new work?

- a. It really depends. On average, a week to get to a stage where I'll know if I'll continue or not.
- 8. How often do you find yourself getting stuck in "creative slumps"? Do you think that inspirational prompts could help lessen that amount?
 - a. Quite often.
 - b. Yes. Honestly sometimes it's like I have these skills, but I don't know what to work on – but if I have a theme, I get direction. It creates constraints, which help with creativity. With more constraints, you have to get more creative.
- 9. Do you like viewing others' creative works on social media? Do you like seeing how multiple different creators might interpret the same idea? (If answer is no to both questions, we can end the interview, we don't require any more information from this individual)
 - a. Yeah. I'm a bit of an artist and I follow some fantasy cartographers (maps, like for tabletop games). I follow those on Instagram, and also devs and musicians.
 - b. Yeah.
- 10. What platforms do you use to view other creators' content? What makes you return to them and what do you think could be improved?
 - a. Instagram, Github, Youtube, Twitter
 - b. Instagram pros: it's very visual, which is great for something artsy or a video. Devs have it harder on Instagram, but it's better on Github. They're all pretty similar in terms of interface.
 - c. Sometimes I wish Instagram had different sized photos/cropping. But that's just nitpicky.
- 11. Would viewing others creating content make it more likely for you to create your own content?
 - a. Yeah. Especially with the fantasy cartography, which I like doing too. I see different people's techniques with the edge of a map (crisscrosses, dots), and it's like "I wanna try that!" With devs they have blurbs like "This is how I did this", and it makes me want to try stuff.
- 12. Would you use a platform like this?
 - a. Yeah. Especially for development. I find these prompts make it easier for me.

HCI Group Assignment Questionnaire

Interviewee: Roy

Start with a general explanation of our application. Then follow up with these questions:

1. How old are you and what would you consider your level of technological expertise?
 - 40, fairly experience, know enough, to be able to traverse through the technology that he needs.
2. Would you consider yourself a content creator? (If answer is no, skip to Question 9)
 - Yes, I make YouTube videos and the put them up online.
3. Do you post your created content on social media? If yes, which ones? (If answer
 - I post YouTube videos online and then try to promote the video by sharing the link to it on Facebook.
4. How often do you use your current platforms? What makes you return to them and what do you think could be improved?
 - Maybe on average, once every other week. Seeing my view time, watch time, and subscriber count grow, shows me that people want to watch my videos and motivates me to try to post again.
5. Do you feel that it's hard to get your work noticed? Why or why not?
 - Yes, there millions of videos on YouTube, and it is difficult for others to find smaller channels and their videos cause most of the time, they sort searches by view count.
6. Have you participated in themed creator events before? Why or why not?
 - No, there aren't really any themed events for the types of videos that I make.
7. How long do you spend on average on a new work?
 - Approximately 1 and a half or 2 weeks.
8. How often do you find yourself getting stuck in "creative slumps"? Do you think that inspirational prompts could help lessen that amount?
 - I create travel videos for areas around me, so quite often as there are very limited number of "interesting places" around me.

9. Do you like viewing others' creative works on social media? Do you like seeing how multiple different creators might interpret the same idea? (If answer is no to both questions, we can end the interview, we don't require any more information from this individual)

- Yeah, everyone has a different way of thinking so it's always interesting finding out the differences between them.

10. What platforms do you use to view other creators' content? What makes you return to them and what do you think could be improved?

- YouTube, Facebook, Instagram
- Social aspect of sharing with others

11. Is there anything specific about the interface you like/dislike about the platforms you use?

- Ease of use, very easy to view and interact with what others post.

12. What kind of content are you most interested in? Do you follow specific creators?

- Youtube videos, HowTo videos for example.

13. Would viewing others creating content make it more likely for you to create your own content?

- If it provided me with something that I could use towards my videos then yes.

14. Would you use a platform like this?

- Yes, provides creators to come up with new ideas.

HCI Group Assignment Questionnaire

Start with a general explanation of our application. Then follow up with these questions:

1. How old are you and what would you consider your level of technological expertise?

I am 34 years old and have a very high level of technological expertise.

2. Would you consider yourself a content creator? (If answer is no, skip to Question 9)

Yes, I create art, GIFs, paintings, and contract out my services as an artist. I also run an etsy shop as a side business.

3. Do you post your created content on social media? If yes, which ones? (If answer is no, skip to Question 7)

I post a lot of content to pinterest, instagram and my creators works on etsy.

4. How often do you use your current platforms? What makes you return to them and what do you think could be improved?

Pinterest and instagram are my daily drivers. I think the ability to freely browse, look at what other people have been browsing or like in pinterest is great. Platforms like instagram could really improve on allowing users to create a personalized curated list of content they like.

5. Do you feel that it's hard to get your work noticed? Why or why not?

It is definitely hard to get noticed on marketplaces like etsy where there are 10s of thousands of people competing. I have to run ads at times, and it does not always feel natural.

6. Have you participated in themed creator events before? Why or why not?

Yes, I have participated at themed creator events usually around events such as Anime con, where artistic outlets can be released to present costumes or art at these events. Art competitions are great too as even small prizes are a great incentive.

7. How long do you spend on average on a new work?

I easily spend 20-30 hours a week on new work, be it creating new art, short clips, costumes, drawings or much more. The rest of the time is reprinting art pieces that I have previously created.

8. How often do you find yourself getting stuck in “creative slumps”? Do you think that inspirational prompts could help lessen that amount?

Creative slumps are a big problem I have faced over the years. You have these spurts of creative ingenuity and then days where you seriously consider your ability to continue. I think prompts could help, if I was interested in it.

9. Do you like viewing others’ creative works on social media? Do you like seeing how multiple different creators might interpret the same idea? (If answer is no to both questions, we can end the interview, we don’t require any more information from this individual)

I am a big consumer of others’ creative works, I love seeing what other people are creating. The same idea is interpreted very differently by different creators, as seen by short form competitions.

10. What platforms do you use to view other creators’ content? What makes you return to them and what do you think could be improved?

For videos, usually youtube. Youtube just has such a great collection that it is hard to rival it and all the content creators are on it.

11. What kind of content are you most interested in? Do you follow specific creators?

Videos, art, jewellery and music are my favorite at the moment. I follow too many creators, but I don’t tend to stick with just one. Usually one or two pieces from each.

12. Would viewing others creating content make it more likely for you to create your own content?

It depends on the quality of the content. If its low effort, I would not return.

13. Would you use a platform like this?

A platform like the one here would be interesting as long as it maintains a level of quality for the content and is visually appealing.

HCI Group Assignment Questionnaire

Interviewee: Sebastian

Start with a general explanation of our application. Then follow up with these questions:

1. How old are you and what would you consider your level of technological expertise?
 - a. 23. I'm in my first year of Comp Sci, so I would hope my expertise is pretty good!
2. Would you consider yourself a content creator? (If answer is no, skip to Question 9)
 - a. I make art and post code. I have my own website now that I've been working on – it's not horrible but it's not done yet either.
 - b. I've been making things since like grade 8 or grade 9, so 5-8 years.
3. Do you post your created content on social media? If yes, which ones? (If answer
 - a. Right now, I post my code open-source on Github. I make art every so often and contribute to modding teams if I have time. Some Discord servers are really nice for sharing things; you can throw up stuff to get critique or participate in weekly competitions. The community will vote for a theme and then people will make stuff for that week, like a friendly competition.
4. How often do you use your current platforms? What makes you return to them and what do you think could be improved?
 - a. Github: open-source, easy to look at code, everyone uses it
 - b. Discord: real-time and you can talk with people, strong community aspect, get to know people, become friends, get instant help/criticism
 - i. Some kind of archival feature would be good. You can pin stuff but that doesn't last, or you have to make a separate channel to archive the winners of competitions.
 - c. I'd like to start using Youtube.
 - d. Artstation: used by professional artists, I like the UI, nice in that it's like a portfolio

- i. The following options could be better; I don't want to get spammed with messages when the person likes things (but you might be able to turn that off)
 - e. My website
 - f. How often I use my platforms depend on how much stuff I have to show. During a semester, if I'm doing a lot I have more stuff completed and so I'm more likely to post. When I don't do much, then I don't have stuff to post. I'd average it to once a month at least.
5. Do you feel that it's hard to get your work noticed? Why or why not?
- a. I don't care if my work's not noticed. If it's good enough, people will notice. I just make content because it's enjoyable – even in competitions, I enjoy the feedback as a measure of my competence, more than getting a reward. If I make things just for that extrinsic(?) sense of reward, my motivation will decrease.
6. Have you participated in themed creator events before? Why or why not?
- a. Yeah. The main reason is that it gives me a theme and a time limit. The constraints and time limit make it like – I have to do this! And when it's done, even if it flops, I'm just done with it. If it's my own work, then it's easier for me to say "oh I'll keep working on this later" instead of shelving it.
7. How long do you spend on average on a new work?
- a. Depends. A large project could take a month, but usually I participate in weekly competitions which take about a day. I feel like friendly competitions aren't things you should be sinking a ton of time into.
8. How often do you find yourself getting stuck in "creative slumps"? Do you think that inspirational prompts could help lessen that amount?
- a. Depends on my motivational mood. Like right now I'm super hyped up and there's lots to do, but during the summer I didn't have any motivation to do things.
 - b. Sometimes. I guess if the prompt is something that makes me go "Yeah I really want to do that!" then yes. But sometimes people vote for prompts that aren't interesting/not novel, and I'm not as interested in those.
9. Do you like viewing others' creative works on social media? Do you like seeing how multiple different creators might interpret the same idea? (If answer is no to both questions, we can end the interview, we don't require any more information from this individual)

- a. Sorta. Sometimes it can be depressing, but it's also really impressive to see what other people do. You wonder how they did it – and if you're easily able to ask them for advice, like on a friendly Discord server, you can get them to help you out.
- b. Yes, it's really interesting seeing how different someone's ideas can be just for a simple prompt. For example 'space' – you could have a space bar, which is like the simplest thing you could do, but it's still valid.

10. What platforms do you use to view other creators' content? What makes you return to them and what do you think could be improved?

- a. ArtStation (trending tab), Discord (but I've actually muted the competition server since it's too large)
- b. Sometimes you look at someone's piece and go "that's such a good idea!" and wonder if you can borrow that take. Often when I look for concept art I search from ArtStation to get ideas from that specific site. It has quality assurance.
- c. We could use archiving on Discord, and easier searching/organization. Something like a forum? Some place where all the artwork can be stored conveniently. Searching through Discord to find old images between all the text is a nightmare.

11. Would viewing others creating content make it more likely for you to create your own content?

- a. Yeah.

12. Would you use a platform like this?

- a. If it's good enough, yes. And if there's enough people on board. There has to be other people on it to make it worthwhile.