

Views - Case study

Iulian Pistol

Project overview



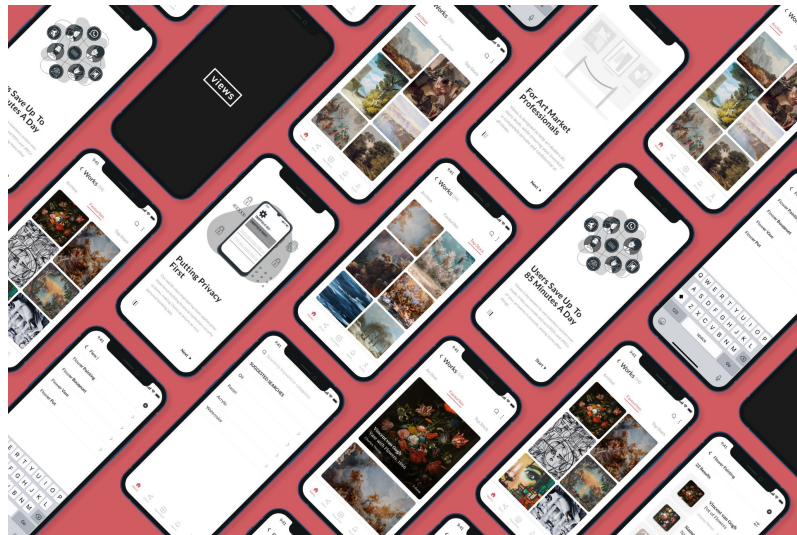
The product:

Views is an art inventory management and sales solution.



Project duration:

August - September 2021



Project overview



The problem:

Managing the art inventory is difficult as you need to take note of each detail. It is a time consuming activity that needs to be done for each piece individually.



The goal:

The goal of the project is to provide a solution that will save art professionals time by offering a secure, encrypted database of artworks, a means to locate anything in the inventory and send it to clients at lightning speed.

Project overview



My role:

UX Designer leading the mobile app design from conception to delivery.



Responsibilities:

Paper and digital wireframing, low and high fidelity prototyping, accounting for accessibility, iterating on designs and determining information architecture.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



The research made very clear that what users value most are the security and privacy of their inventory. Users want a way to manage their inventory and be able quickly send files to their clients.

Persona: Mai

Problem statement:

Mai is an art dealer who needs a way to improve her productivity because she wants to spend less time working and more time with their family.



Mai

Age: 34
Education: School of Arts and Crafts
Hometown: Beacon Hills, California
Family: Husband, 3 children
Occupation: Art dealer

"Managing my inventory on a mobile app would make my life much easier."

Goals

- Manage her work faster in order to have more time for her family
- Communicate better with clients

Frustrations

- "I have to type in all the details in the inventory app I use. It takes so long."
- "It's inconvenient to use a desktop app. Half of my job is driving around the city and meeting people. I have to carry my laptop everywhere."

Mai is a 34-year-old Art dealer working 30 hours per week with local galleries and art collectors. Their job has flexible hours, but balancing family and work is still a challenge as they have 3 children need to be looked after.

Mai believes that by improving her productivity she will be able to spend less time working and more time with the children,

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Views app.

Competitive audit									
Competitive audit goal: Identify and understand the effectiveness of products used by art professionals to manage their inventory.									
	General information								First impressions
	Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price <small>(1 - \$\$\$)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	Desktop website experience
Art Galleria	Direct	Web app	Software used to manage and automate art businesses	\$	https://www.artgalleria.com/	Medium	Art professionals worldwide	"Beautiful, powerful and easy to use software to efficiently manage, automate and grow your art business."	Outstanding <ul style="list-style-type: none"> Detailed information about the features Simple and beautiful design Easy to navigate
Artsystems5	Direct	Web and desktop	Software used to manage and promote art businesses	\$	https://www.artsystems.com/	Medium	Art professionals worldwide	"The ultimate art management database for galleries, collections, and artists"	Okay <ul style="list-style-type: none"> Detailed information about the features Clear indication of clickable elements A large amount of text Outdated design
Zoho	Indirect	Web app	App that will increase your sales and keep track of every unit with our powerful stock management, order fulfillment, and inventory control software.	\$	https://www.zoho.com/	Medium	Business owners worldwide	"Inventory management software for growing businesses."	Outstanding <ul style="list-style-type: none"> Easy to navigate Clean and simple design Good use of visuals and animations
UX <small>(rated: needs work, okay, good, or outstanding)</small>									
Interaction					Visual design				
Features	Accessibility	User flow	Navigation		Brand identity				Tone
Outstanding <ul style="list-style-type: none"> Inventory database Mobile app for both iOS and Android Marketing & Sales tools 	Good <ul style="list-style-type: none"> Great use of visuals Good contrast between all elements Not equipped for screen reader tech 	Outstanding <ul style="list-style-type: none"> Easy and intuitive, with clear CTAs Mobile experience as good as desktop 	Outstanding <ul style="list-style-type: none"> Simple menu with clear states Responsive on all screen sizes, with a hamburger icon on mobile 		Outstanding <ul style="list-style-type: none"> Use of many high quality images Consistent use of colours, fonts and icons 				Casual and engaging
Outstanding <ul style="list-style-type: none"> Web and desktop version Track contact details and works Templates for availability of works, exhibitions, expenses etc Create and manage transactions Accounting software integration Email marketing system and templates 	Okay <ul style="list-style-type: none"> Strong color contrast Visual hierarchy not ok in some places 	Okay <ul style="list-style-type: none"> Clear CTAs The amount of text is distracting at times 	Good <ul style="list-style-type: none"> Straightforward navigation Clear indication of clickable elements Outdated style of the navigation 		Outstanding <ul style="list-style-type: none"> Consistent brand design 				Friendly and engaging
Okay <ul style="list-style-type: none"> Ability to check air quality, fires Can sign up for email notifications Is limited to the US 	Good <ul style="list-style-type: none"> Meets accessibility standards Not equipped for screen reader tech 	Outstanding <ul style="list-style-type: none"> Primary user flow is clear Clear CTAs 	Outstanding <ul style="list-style-type: none"> Clear navigation menu Responsive on all screen sizes, with a hamburger icon on mobile 		Outstanding <ul style="list-style-type: none"> Consistent brand design Good use of visuals 				Friendly and concise

Click here to view the full [competitive audit](#) and [audit report](#).

Ideation

I did a quick Crazy Eights ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on how to display the gallery and each work.



Digital wireframes

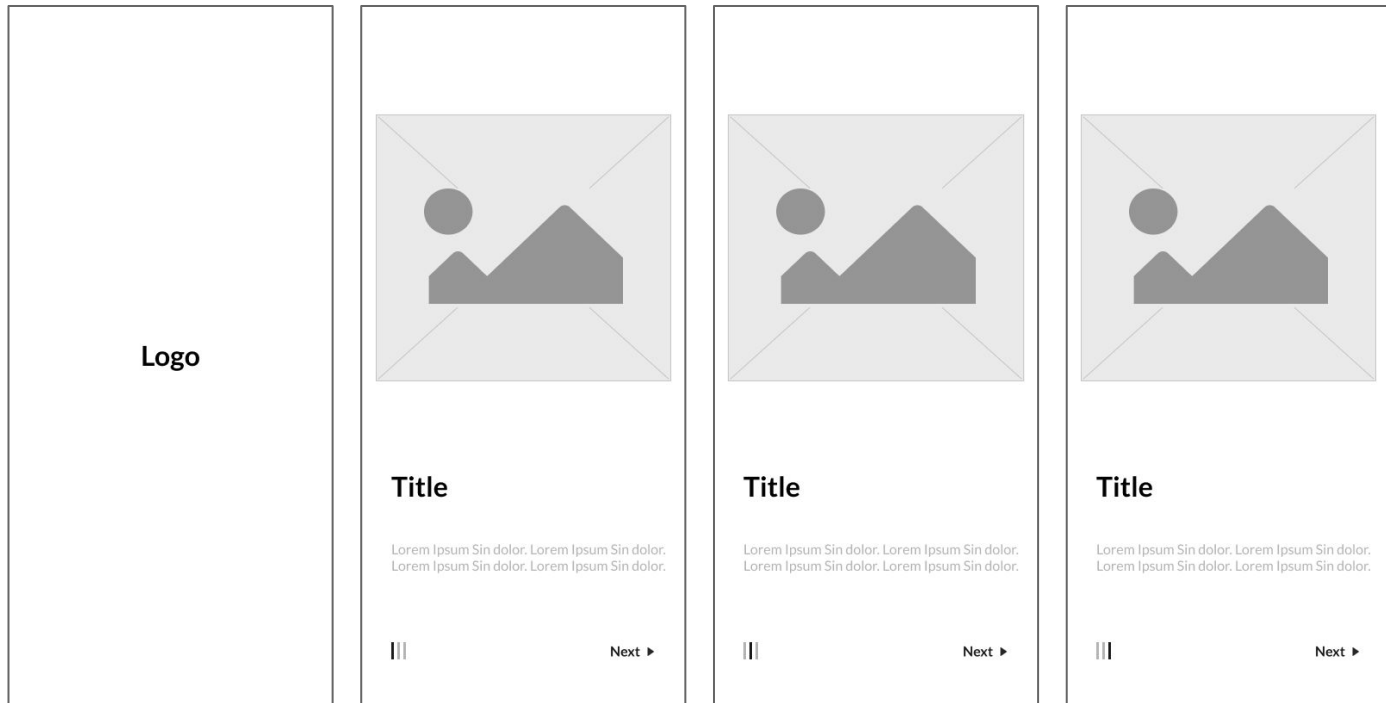
After ideating I created the initial designs for the Views app. These designs focused on delivering a way to filter the gallery and give users the possibility to choose the mode they prefer.



Users can easily change between the views by using the vertical dotted button.

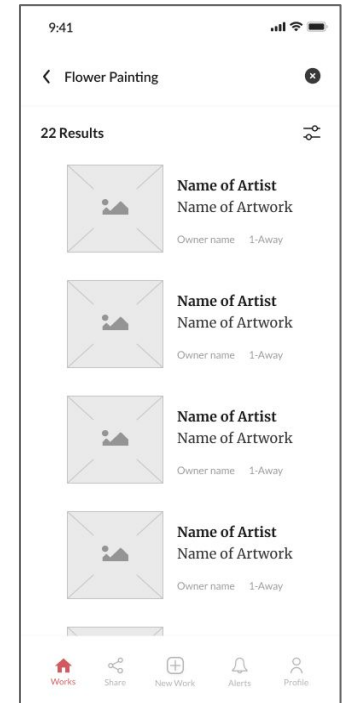
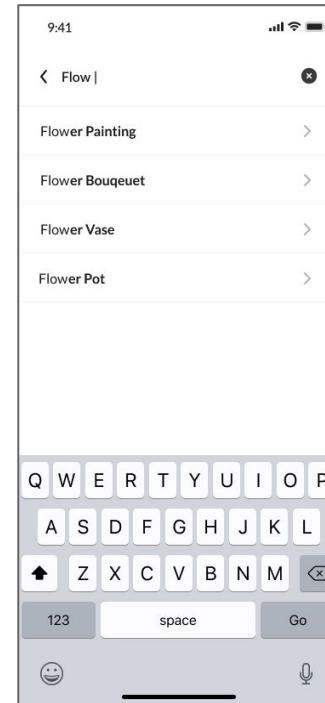
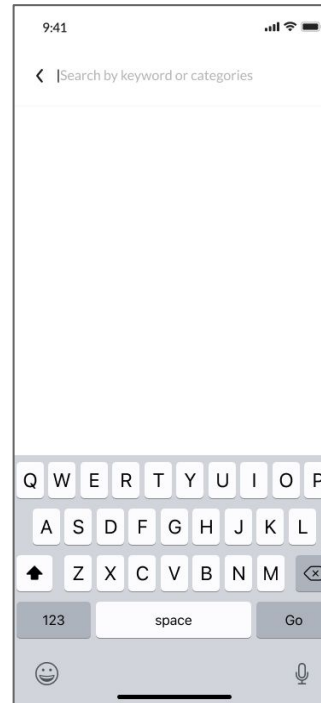
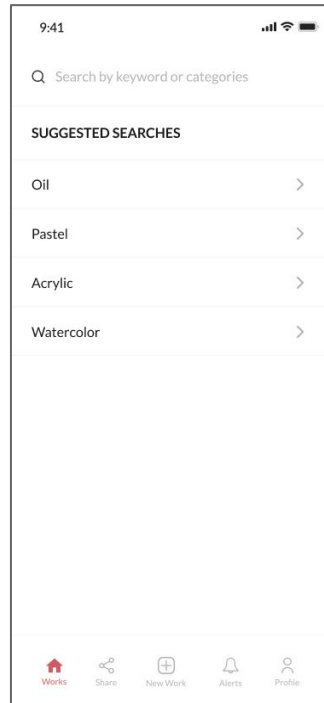
Digital wireframes

The onboarding screens are a crucial element of the app as they users better understand the features.



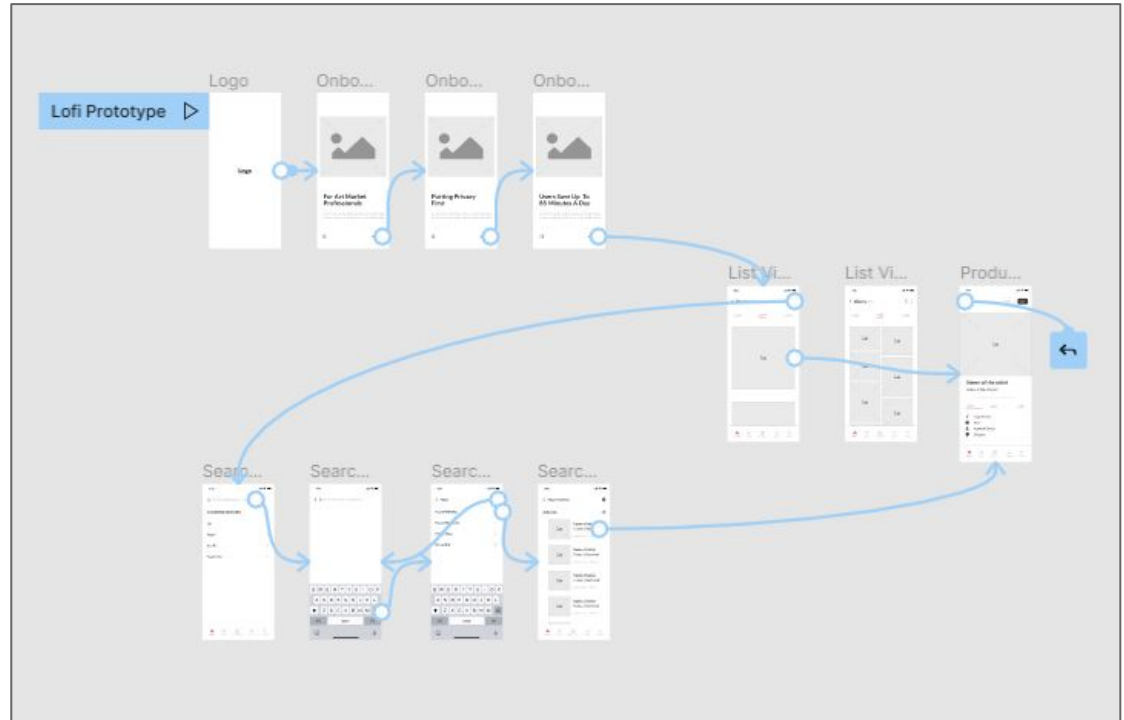
Digital wireframes

The search feature provides the users with a quick and easy way to find certain works.



Low-fidelity prototype

The low-fidelity prototype depicts the main user flow. Once the users will go through the onboarding, they will be able to access a work by browsing the gallery or using the search feature.

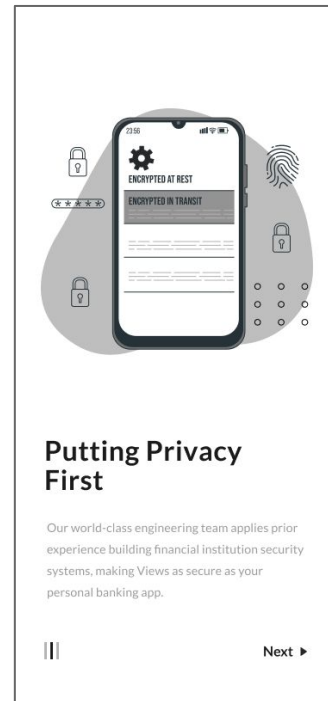
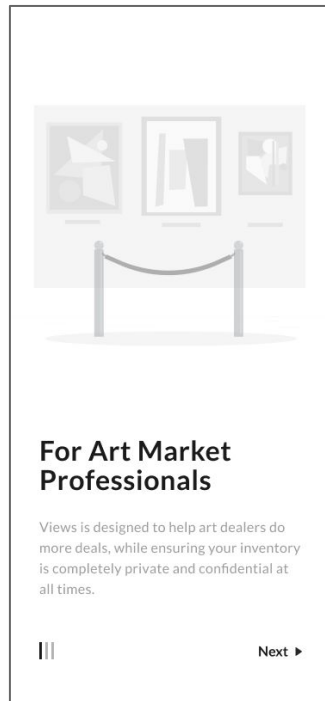
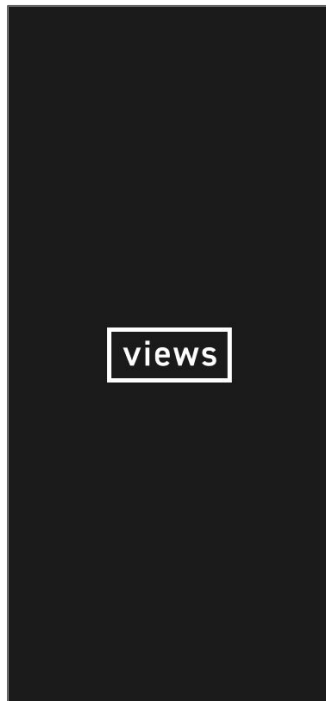


Refining the design

- Mockups
- High-fidelity prototypes
- Accessibility

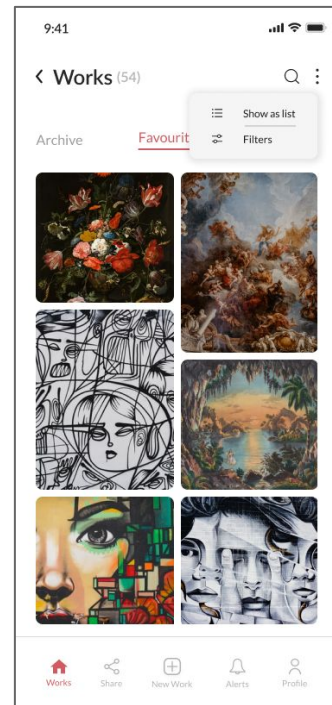
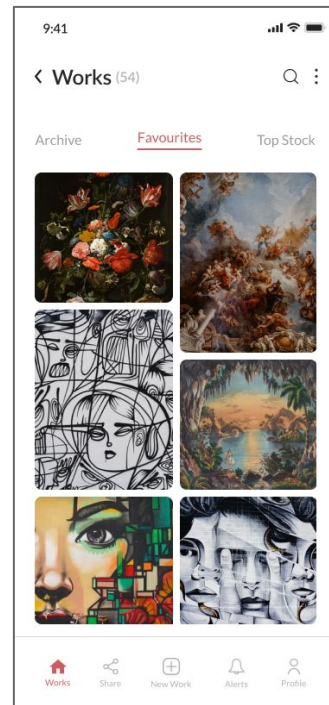
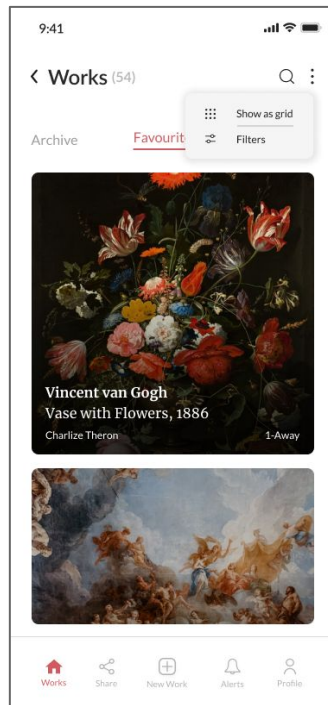
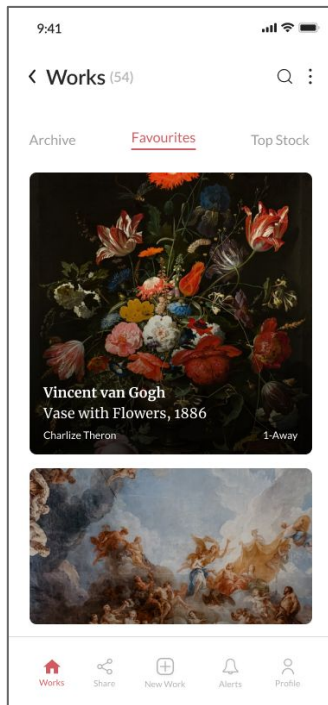
Mockups

Onboarding flow



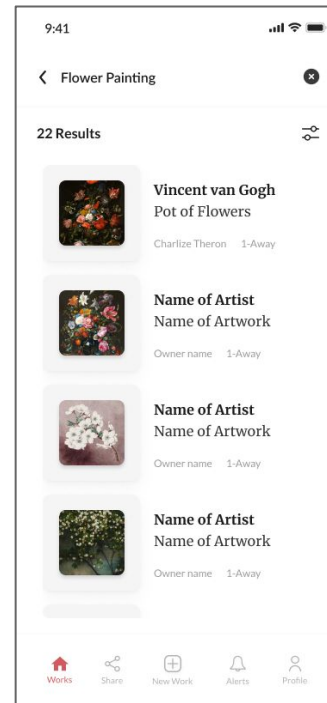
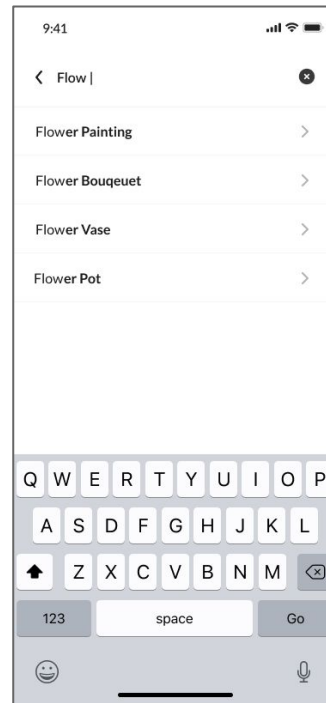
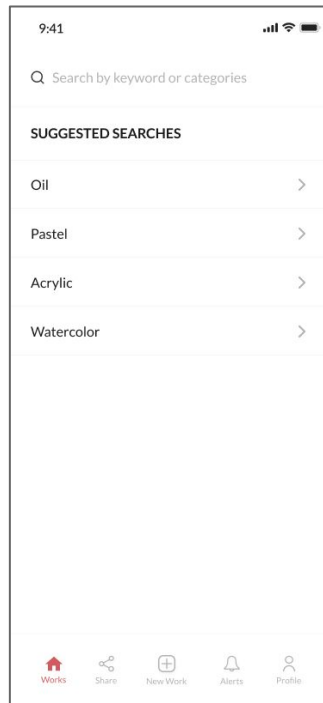
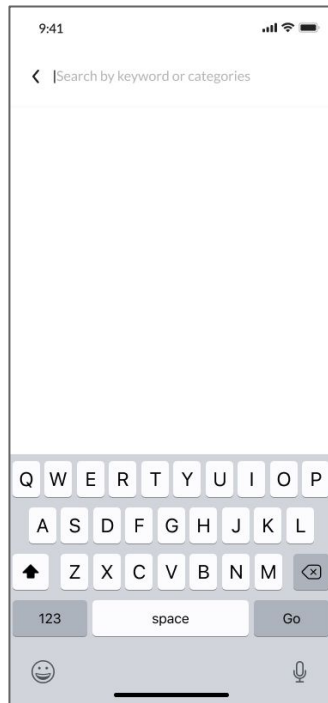
Mockups

The gallery has several filters, including having a list or grid view.



Mockups

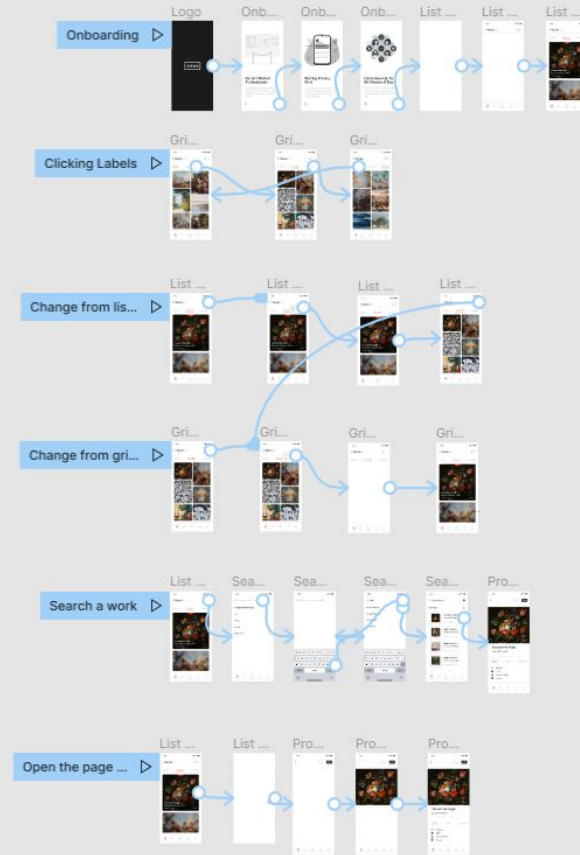
The search function has build in a suggestions for searches and autocomplete



High-fidelity Prototype

The high-fidelity prototype allows the users to go through the onboarding, explore the gallery, search and view works.

To view the prototype click [here](#).



Accessibility considerations

1

Strong contrast between the elements meets the accessibility standards.

2

The focus on the home screen help define the primary task or action for the user.

3

The speech-to-text feature allows users that can't use a standard keyboard fully use the functions of the search box.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app helped them speed up their processes and save up to 85 minutes everyday.



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Create an in-app messaging system that will allow for easy collaboration between the art professionals and clients

2

Add the possibility of converting any number of works to PDFs and sending them via any messaging app

3

Add the possibility of creating groups in app

Let's connect!



Thank you for your time reviewing my work on the Views app! If you would like to see more or would like to get in touch, my contact information is provided below.

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