An Artist's Way: Aspirations of an Artist in the Digital World. UX Researcher: Priya K, June. 2020

Executive Summary

Since our product is at a very early stage, our team is interested in exploring opportunities in an online artist gallery. We interviewed five artists who create art on a part time basis. The interviews focused on their needs, pain points, and how they use digital products to sell art.

Key Findings

Aspiring artists have limited time to play around with the website as they have to get back to their main source of income and creating new pieces. They primarily want an app that is very efficient, lot less cluttered than the current ones, and ease to use. They use their mobile apps primarily to check for sale and payment notifications.

The current websites place a lot of emphasis on the look and feel of the portal but are lacking key functionality such as: navigation ease, too much information, difficulty in uploading images etc. We identified opportunities to build a product with a focus on improving ease of use and sales.

What did we want to learn?

Our team wanted to explore aspiring artists experiences with existing digital tools for selling their artwork. The goal was to determine what opportunities may exist for creating a new online artist gallery.

Key Research Questions

- [Needs] What is essential for an online gallery?

- [Behaviors] How do artists currently use other art sales websites?

5 Participants

We recruited our participants from different backgrounds but with one thing in common – all sell art using an online medium and selling art is a secondary source of income.

	Log in frequency	Digital products they currently use	Art Medium
Participant 1	Once a week	Facebook, Personal Blog	Watercolors
Participant 2	Once a week	Singulart, Facebook	Oils, Acrylics
Participant 3	2-3 times a week	Singulart, Facebook, Etsy	Watercolors, Oils
Participant 4	2-3 times a week	Singulart, Facebook	Mixed Media
Participant 5	Once a day	Etsy, Singulart	Oils

Key Finding 1

1a. Participants want to reach out a larger customer base without having to physically transport their artwork to a gallery.

Participant (AK) Too much inventory so I wanted to sell more

Participant (EB) I wanted to reach more people without the hassle of PR

1b. However, they have a hard time navigating the sites and find them very cluttered. Some participants were not happy with the filters and organization on the current sites.

Participant (AC) - I was looking for painting of a particular style, like figurative. What I noticed was I could select Oil as a filter criteria, but it would return acrylics as well. So that made me suspicious of their filter and sort routines. After a while, I decided to not use it because it behaves erratically.

Participant (RL) - I was not clear on how to add new pieces and was also overwhelmed by choices

1c. Most participants (all but one) log in spontaneously. They take advantage of short breaks, such as lunch or waiting in line at grocery store.

Participant (RL) – I log in just randomly when I think about it

Participant (AC) - I visit the site when I have a block of time to do so

Participant (AM) - Once a day. I get a reminder to check my account.

Recommendation

Our new product could solely focus on better organization, navigation and filtering criteria.

Things to consider:

- Navigation path for an artist (seller) and customer (buyer) should be separate or easily distinguishable.
- Offer fewer choices and make site less cluttered
- Provide reminders and motivation to users to login.

Key finding 2

Resizing and Uploading art should be a seamless process.

One of the major pain points was sizing and uploading the image. This seemed to be a common problem with all the participants.

Participant (AM) - Better image processing. Automatically make my image uploads look better, remove backgrounds. Suggestions for tags & keywords that will improve SEO

Recommendation

Redesigning the upload process with more sophisticated code and software will significantly improve site traffic. Four out of five participants said the sizing and upload process was cumbersome and not motivating to use.

Next Steps

- Validate findings with surveys
- Conduct foundational studies on how users study vocabulary
- Run a design sprint for brainstorming

Appendix

To be completed..WIP

Data collection and analysis