

Research Plan: Online Artists Gallery

Background:

Given the rise of Digital world, the art industry too has adapted to a digital footprint and thus making art available globally. Artist's Guild wants to build a common portal for artists from all over the world to display their art for people to purchase. The artists can be of varying levels, professional or amateur or those that are making art as a hobby. The site will serve as a common portal to upload pictures of art with the price along with other details about the piece of art. While the site will consist of various aspects: information about the site, administrators, artist bio, art, shipping method, return policy, customer log in portal etc. This project will focus on the core task flow of an artist uploading his/her art image.

Research Goal:

Our team wants to interview artists who are trying to market their products to a larger audience and wants to know what are the needs and expectations of an artist from a digital gallery. We want to identify opportunities and challenges the artist face currently from selling via FB or individual website and accordingly develop a product that is successful.

Research Questions:

Needs – what is a must have for artists in a digital gallery

If using any other method of online sales, what are the pain points?

Behaviors – How do the artists currently sell their products?

Have they utilized any digital sales?

How are they marketing their products?

Do they find an interest in online marketing?

Method

- 30-minute phone or email semi-structured interview to gather in-depth qualitative data
- The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users

Recruiting

5 participants (Eleanor Cox, Ann Chapin, Arti Appachu, Jag Gadiyaram, Rick, Lowery, Emily Boots)

The participants are a mix of established artists, aspiring and part time artists. Aspiring artists have full time jobs in non-art related professions. Part time artists work in a gallery or art store. The artists are spread across the globe and I will be utilizing email and phone conversation for the interviews.

Screening Questions

1. What is the primary reason for you to consider an online platform to display art?
 1. Just to get a feel for likes and dislikes (screened out)
 2. For selling
 3. For a career change
 4. Other (screened out)
2. What is your primary way to sell art?
 1. Art Galleries, word of mouth
 2. Use digital products and brick and mortar sales
 3. Other (screened out)
 4. Currently, I am not selling but want to tie online
3. How long have you been using digital products to sell art?
 1. Less than 3 months (screened out)
 2. 3 months to a year
 3. Over a year
4. How often do you log into social media or other digital channels to check on your art work?

Timeline

- Design proposal: May 16- 17, 2020
- Recruiting: May 18—20, 2020
- Sessions: May 21—23, 2020
- Readout: May 23- 25

Introduction

Hello there, this is Priya. Thank you very much for participating in this study. I am currently working on a building a platform that will supply art to customers across the globe via a digital platform. Artists from across the globe will be able to display and sell their art. I would love to learn more about your experience as an artist with digital sales. This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [Build rapport. Start with easy questions to get to know the participant]

1. Could you tell us more about yourself?
2. What kind of art do you create?
3. What medium are you utilizing currently to sell?
4. What apps or websites are you currently using for sales?

Probe into needs and behaviors

4. How did you get started using digital sales products? [Motivation: what did participants hope to achieve?]

Follow-up questions:

- When did this happen?
 - What was the trigger?
 - How was the digital experience?
 - What was the outcome? Did you feel like you reached your sales goal?
5. How long have you been selling art?
 - How did you make your very first sale?
 - (If not digital) Why did you decide to switch to using digital products? [Which needs did digital products meet that other types of sales failed to meet?]
 6. How often do you check the online site? What motivates you to keep tabs on the website? [There might be internal motivation “I want to be able to see what kind of art people like” and external motivation “I want to keep art work up to date with the expectation of sales”.]
 - What are your major achievements? [What makes users feel proud and excited?]
 - How do you track your sales? [How involved are artists in tracking sales? Do the existing apps do a good job at tracking and notifying sales?]
 7. How do you decide what kind of art is wanted and hence have a higher inventory of the same?
 8. Do you set up sales goals? [Do participants set up sales goals in the app?]
 9. What online portal do you use now to sell your art?
 - Have you used other products/tools?
 - What was the very first product you were using?
 - Why did you switch to other products? [Pain points]
 - (If participant is using more than 1 product concurrently) What do you use each product for? [Needs]
 10. You mentioned you are currently using Singulart, what time of day and where do you usually use Singulart? [Does participant have a daily routine? Is it spontaneous?]
 - Ask participants about the context [when and where]: At noon every day? while taking a break from art projects? When in a wait mode at grocery store or train station?

11. When was the last time you opened Singulart? Could you walk me through how you were using this app? [How do artists interact with existing tools. Better to ask participants to show than tell]

Observation & follow-up questions:

- a. Observe what features the participant is using and how the participant uses them.
- b. Ask what participants like or dislike about each feature, why they like/dislike each feature.
- c. Which features do participants not use and why? (Happy Path)
- d. What's on participants' wishlist for the app?
- e. If participants talk about frustrations, ask why and their current workarounds [Unmet needs]

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [priyakhazanchi@gmail.com] . Hope you have a wonderful day.