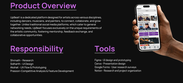
UpBeat!

A Platform for Artists to Connect, Collaborate, and Grow



Product Overview

UpBeat! is a dedicated community designed for artists across various disciplines, including music, dance, theater, and more. The platform aims to bring artists together, foster collaborative opportunities, and create a vibrant ecosystem where creativity thrives. By providing a space for artists to connect, share their work, and collaborate on projects, UpBeat! seeks to enhance the overall experience for both artists and audiences.

Responsibility

- Artist Connect
- Event Discovery
- Manual - UI Design & Prototyping
- Figma - Collaborative Design & Prototyping

Tools

- Figma - Wireframe and prototyping
- Google Docs - Documentation
- Google Forms - User research survey
- Miro - Research & brainstorm organization

Problem Statement

Artists like dancers, musicians, and photographers struggle to connect, collaborate, and find opportunities due to fragmented communication, limited visibility, and a lack of a dedicated platform. This hinders their creativity, exposure, and collaboration, leading artists to seek a thriving community that fosters creative growth and meaningful connections.

Goals

- Create a user-friendly platform that connects artists across various disciplines, enabling collaboration, mentoring, and feedback. Events & Workshops section will showcase upcoming events, fostering skill growth and promoting exposure for all participants.

Design Process

Our design process consisted of Survey Analysis, Mid-fidelity wireframes, Research, Interviews, and Competitive Analysis. Mid-fidelity wireframes, research, interviews, and competitive analysis helped us understand user needs, identify key features, and ensure a user-friendly platform. Survey analysis provided valuable insights, guiding our design decisions and prioritizing features. Overall, our design process aimed to create a user-friendly platform that addresses artists' needs and challenges.

Target Audience

Our target audience includes aspiring musicians, actors, and other performers who are looking to connect with other artists, collaborate, and facilitate, artists who are looking to establish partnerships, and those who are interested in exploring new opportunities and expanding their artistic growth and networking.

User Research

Used research for UpBeat! focused on understanding the needs and pain points of artists in various disciplines. The research aimed to identify challenges artists face in connecting, collaborating, and finding opportunities. The research provided valuable insights into artists' needs and challenges, guiding the design and development of UpBeat! to create a user-friendly platform that addresses these needs and fosters a vibrant community for artists to connect, collaborate, and grow.

Competitive Analysis

Competitive analysis helped us understand the strengths and weaknesses of competitors. Research focused on platforms like Discord and Facebook, identifying features and potential opportunities.

Features/Criteria	Discord	Facebook	Meetup
Collaboration	✓	✓	✓
Event Management	✗	✓	✓
Community Building	✓	✗	✓
Mentorship	✗	✗	✗
Ease of Use	✓	✗	✓

Conclusion

Collaboration appears to be the most sought-after feature for a project aimed at connecting artists and facilitating collaborations. The research underscores the importance of prioritizing this feature in the design process to address the needs and challenges of the artistic community.

Quantitative Research

We conducted a quantitative research through a survey to understand the needs of various Dancers, Musicians, performers, for mentorship, feedback, and collaboration. Gathering insights to inform and guide design decisions.

Screeners

- Artists of Each Kind (e.g., dancer, musician, performer)
- Experienced (e.g., 1 year, 2 years, etc.)
- Seeking Feedback, Mentorship, Collaboration (e.g. with artists)
- Seeking Community Support and Networking
- Interested in Collaborative Projects (e.g. collaboration, feedback)
- Interested in events and workshops (Yes/No)
- Challenges/Pain Points (e.g., mentorship, feedback, collaboration, lack, learning resources)

Observations

With Jorge Hernandez: "Scrapbooks on "Feedback & Ideas" and its inclusion in the user story strongly suggesting high value placed on feedback for improvement.

With Neel Deshpandey: The core focus of the research is on musicians seeking collaboration, indicating a substantial portion desire for collaboration.

With Alexis Chiplunkar: The data highlights a significant interest in collaboration, with a majority (four out of five participants) expressing a desire for collaboration.

With Jessica Improvement: The user story highlights numerous challenges in finding collaborators, suggesting a strong need for a platform addressing this issue.

With Gianna Cassina Pedgaonca: The user goal is to collaborate on creative projects, indicating significant interest in and awareness of collaboration.

With Zeke Hernandez and Tom Lin: The indication of feedback's importance as an improvement mechanism, underscores the potential value of providing feedback.

Lack of Feedback and Critique:

Artists face challenges in receiving constructive feedback on their work, which is essential for their growth and improvement. This lack of feedback can be detrimental to artists' skill development and overall creativity.

Limited Access to Resources and Tools:

Artists may face difficulties in accessing the resources and tools they need to enhance their creative process. This limitation can hinder their ability to experiment and explore.

Empathy Map

Pain Points

Difficulty in Finding Collaboration Opportunities:

Artists struggle to find suitable collaborators and opportunities, which limits their ability to work on projects and expand their creative horizons.

Lack of Feedback and Critique:

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Limited Access to Resources and Tools:

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User Persona

User Flow

Information Architecture (IA)

Low-fidelity Wireframes

High Fidelity Screen

Homepage

High Fidelity Screen

Explore Screen

High Fidelity Screen

Events and Workshops

High Fidelity Screen

Artist Collaboration

High Fidelity Screen

Profile View

Testing

User Testing

Research Participants: Jorge Hernandez, Neel Deshpandey, Alexis Chiplunkar, Tom Lin, Zeke Hernandez

Insights from their feedback

- Engagement Features: Adding interactive elements like polls and Q&A sessions could enhance community engagement.
- Recognition Tools: Badges and rewards, like contributions, could motivate participation in the platform.

Style Guide

Visual Guide

Typographer

Primary typeface- Inter
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary typeface- Poppins
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colors used

Thank You