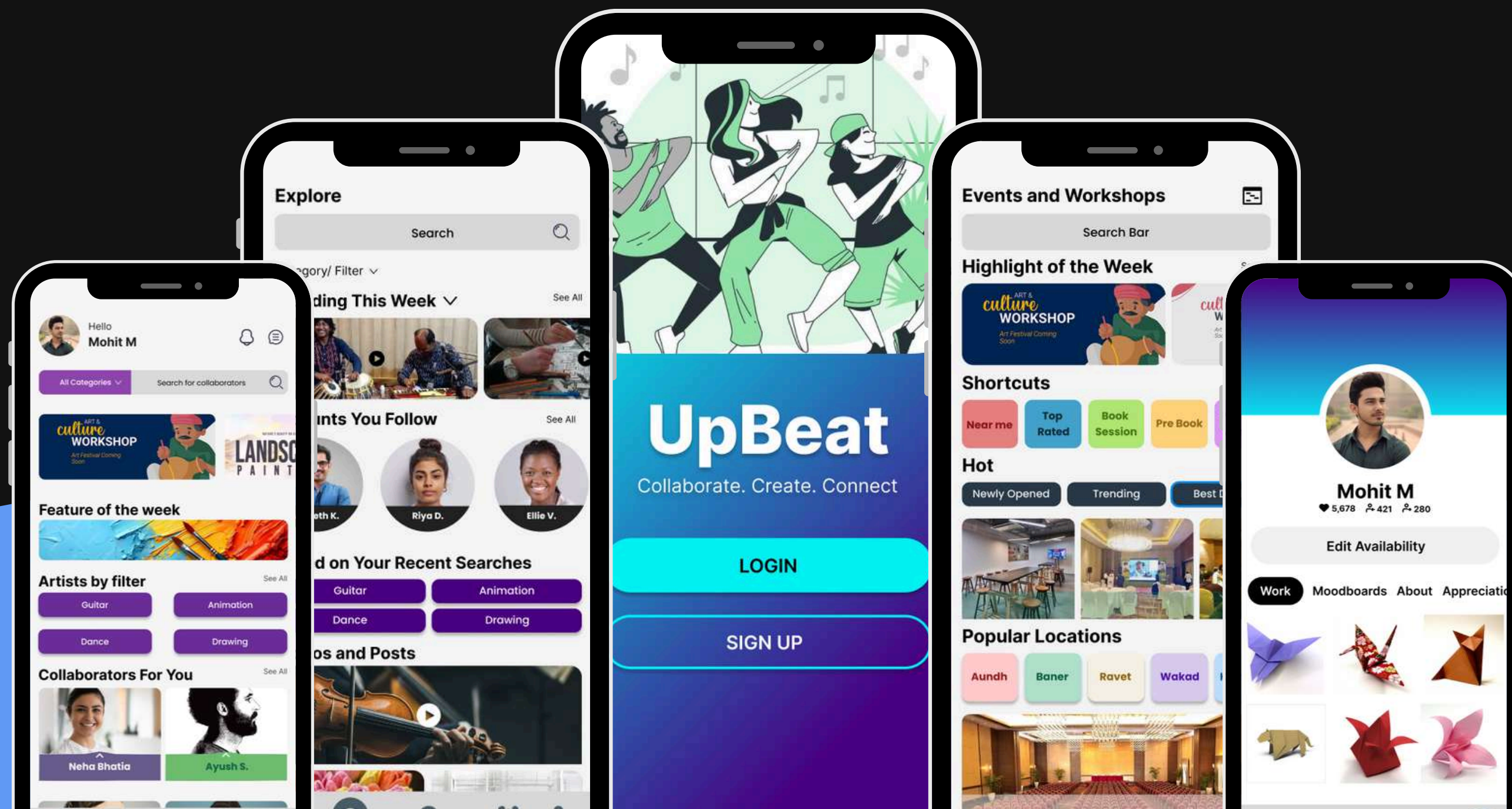# UpBeat!

A Platform for Artists to Connect, Collaborate, and Grow

Shrinath
Sidharth
Akshat
Prasoon

Product Overview

UpBeat! is a dedicated platform designed for artists across various disciplines, including dancers, musicians, and painters, to connect, collaborate, and grow together. Unlike traditional social media platforms, which cater to general networking needs, UpBeat! focuses exclusively on the unique requirements of the artistic community, fostering mentorship, feedback exchange, and collaborative opportunities.
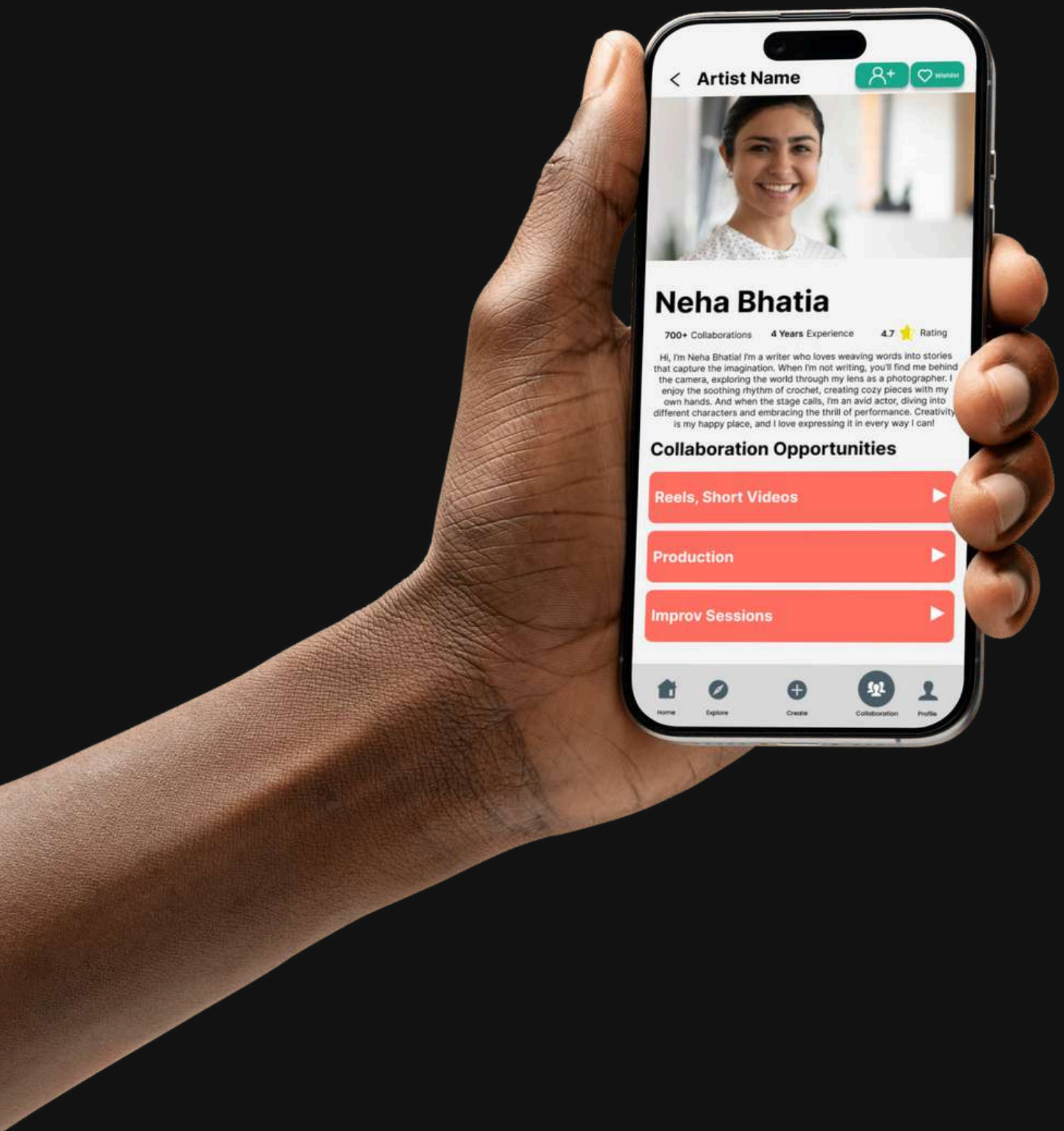

Responsibility

Shrinath - Research
Sidharth - UI Design
Akshat - UX Flow & Prototyping
Prasoon-Competitive Analysis & Feature Development

Tools

Figma - UI design and prototyping
Canva - Presentation design
Google Forms - User research surveys
Notion - Research and project organization
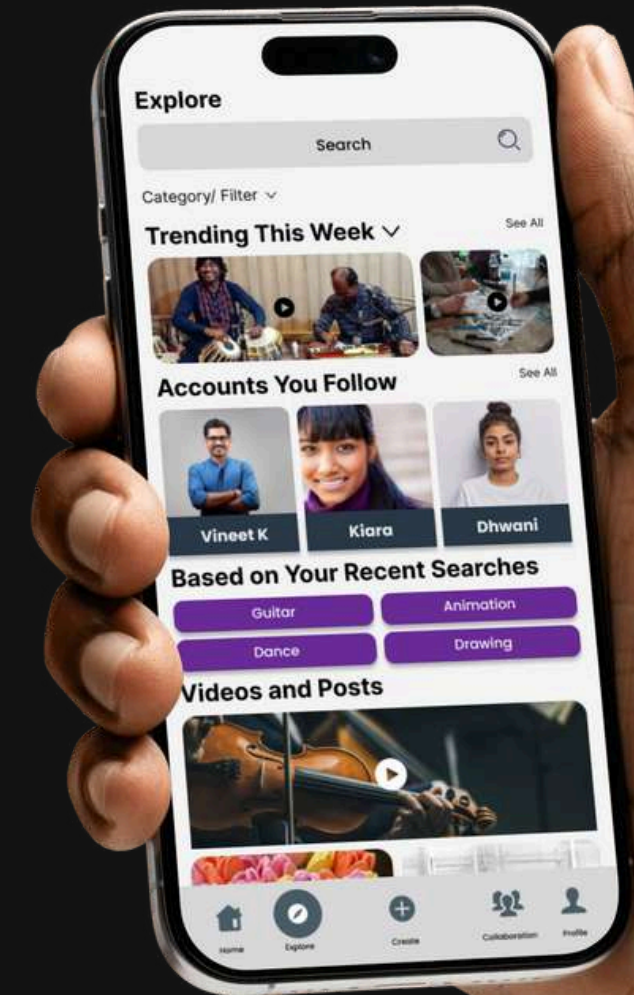
Problem Statement

Artists like dancers, musicians, and painters lack a platform to connect, collaborate, and learn across experience levels. Existing social media doesn't meet their needs for mentorship, feedback, and collaboration, limiting artistic growth and networking opportunities.

Goals

The goal of our project is to create a platform that connects artists across disciplines, enabling collaboration, mentorship, and feedback. It aims to bridge the gap in current social media, fostering artistic growth and networking opportunities for all experience levels.

Design Process

Our design process consists of five key stages. We begin with Understand, where we conduct user research, interviews, and competitive analysis to identify user needs and challenges. Next, in Define, we create user personas, empathy maps, and user journeys to outline goals and behaviors clearly. The Ideate stage involves crafting user flows and information architecture to brainstorm and organize potential solutions. In Design, we develop wireframes, high-fidelity designs, and prototypes to bring the ideas to life. Finally, in Test, we gather feedback, analyze results, and refine the concepts, ensuring the design effectively meets user expectations and addresses their problems.

Understand

Define

Ideate

Design

Test

Target Audience

Our target audience includes dancers, musicians, painters, and other artists across all experience levels. They seek mentorship, collaboration, and feedback, which are missing on existing platforms. UpBeat! aims to connect and empower them for artistic growth and networking.

User Research

User research for UpBeat! focused on understanding the needs and pain points of artists through interviews and surveys. Key challenges included difficulty finding collaborators, limited feedback, and lack of a supportive ecosystem. Insights highlighted the need for features validating credibility, multi-platform access, and tools for remote collaboration and skill showcasing.

Competitive Analysis

Artstation is a professional portfolio platform with mentorship, feedback, and collaboration. DeviantArt is community-focused with art discovery and sharing. Behance specializes in creative networking.

Company Name	Artstation	Deviantart	Behance
Mentorship	✓	✓	✗
Feedback	✓	✓	✗
Collaboration	✓	✗	✗
Learning Resources	✓	✗	✗
Community	✓	✓	✓

Conclusion

Artstation appears to be the most suitable platform for a project aimed at providing artists with a dedicated space to connect, collaborate, and learn. It offers a comprehensive suite of features that directly address the needs outlined in the problem statement.
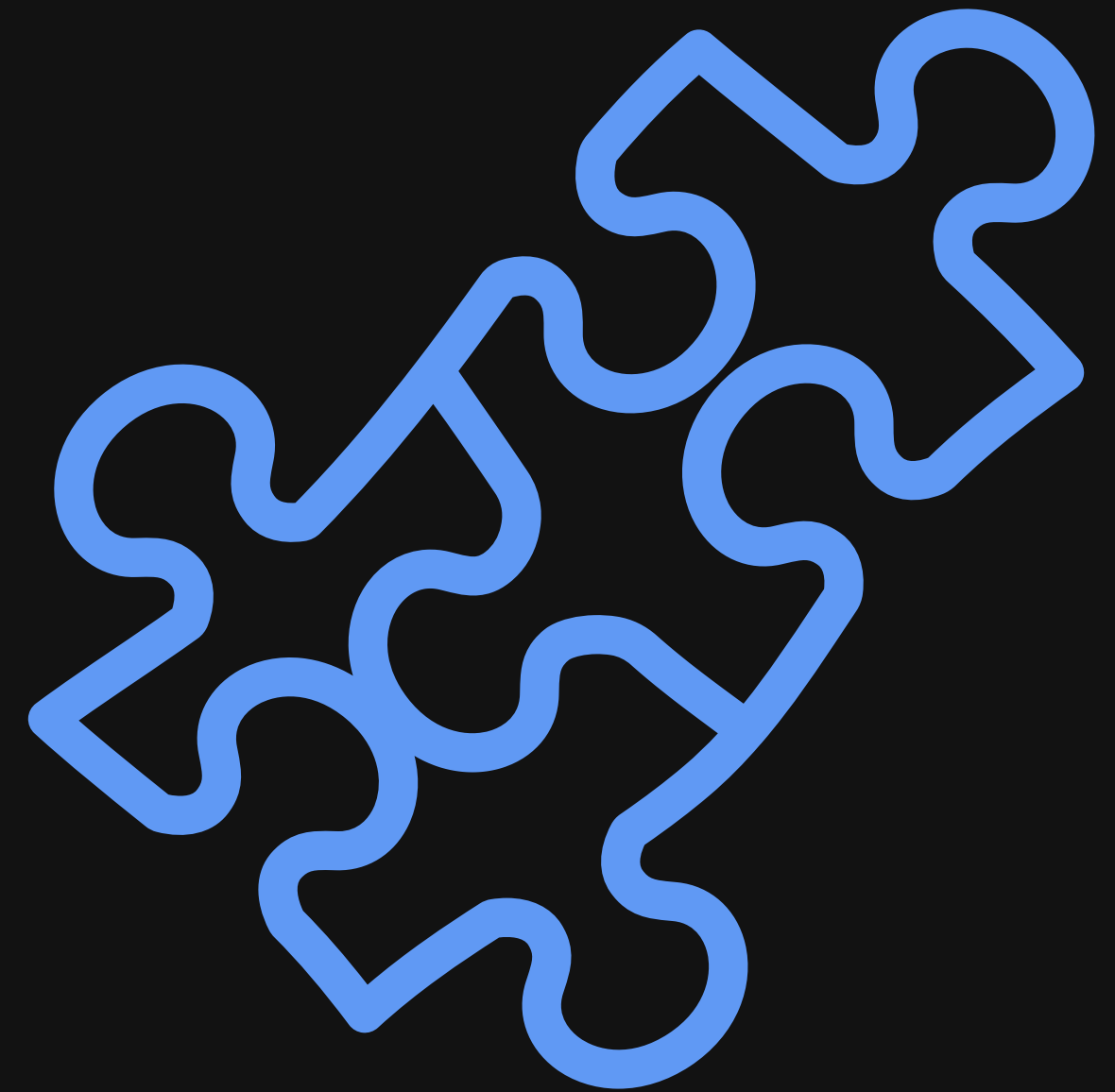
Quantitative Research

We conducted quantitative research through surveys to understand the needs of artists (dancers, musicians, painters) for mentorship, feedback, and collaboration, revealing gaps in current social media platforms.

Screeners

- Primary art form (e.g., dancer, musician, painter)
- Experience level (e.g., 1 year, 1-3 years, etc.)
- Use of social media (e.g., for sharing or connecting with artists)
- Seeking mentorship/feedback online (Yes/No)
- Challenges in connecting online (e.g., lack of collaboration, feedback)
- Interest in a dedicated artist platform (Yes/No)
- Desired platform features (e.g., mentorship, feedback, collaboration tools, learning resources)

Observations

80%+ Value Feedback: The emphasis on "Feedback & Value" and its inclusion in the user story strongly suggests a high value placed on feedback for improvement.

70%+ Seek Collaboration: The core focus of the research is on musicians seeking collaboration, indicating a substantial portion desire this.

75%+ Need a Platform: The identified need for a dedicated platform for discovery and collaboration implies a large percentage would find it useful.

70%+ Aim for Improvement: The user story explicitly mentions improving music through feedback, suggesting a strong drive for self-improvement.

65%+ Desire Creative Projects: The user goal is to collaborate on creative projects, indicating a significant interest in such endeavors.

75%+ See Feedback as Crucial: The reiteration of feedback's importance for improvement reinforces its perceived value among musicians.

Empathy Map

Says

"I face challenges when trying to collaborate with other musicians."

"Building a brand is important for musicians."

"A platform specifically for musicians would be helpful."

"I need tools to make the collaboration process smoother."

Thinks

"How can I improve my music and get feedback?"

"I want to connect with like-minded artists."

"I need a way to showcase my skills and get constructive feedback."

"What features would make the platform user-friendly?"

Does

Participates in interviews and surveys

Engages in discussions

Seeks feedback and collaborates remotely

Shares music and ideas on platforms

Feels

Motivated to improve

Hopeful for better opportunities

Excited about new possibilities

Eager to connect with others

Pain Points

Difficulty in Finding Collaboration Opportunities:

Users struggle to connect with other artists and collaborators, which limits their ability to work on joint projects and share creative ideas.

Lack of Feedback and Critique:

Users face challenges in receiving constructive feedback on their work, which is essential for growth and improvement. This lack of feedback can be demotivating and hinder their artistic development.

Limited Access to Resources and Tools:

Users encounter difficulties in accessing necessary resources and tools that can enhance their creative process. This limitation restricts their ability to experiment and innovate

User Persona

NAME: Eeshaan Sonar

AGE: 19

EDUCATION: Student

HOBBIES: Music

Bio

Eeshaan is a student at MIT WPU pursuing an undergraduate degree in the school of design as a user experience designer. He has been practicing various instruments for over a decade and is always looking for people to jam with

Pain points

Struggles to find like-minded collaborators or reliable platforms to connect with other musicians for projects
Limited opportunities to receive constructive feedback or mentorship tailored to their specific genre or skill level.
Faces challenges in showcasing their music to a broader, relevant audience beyond mainstream social media platforms.
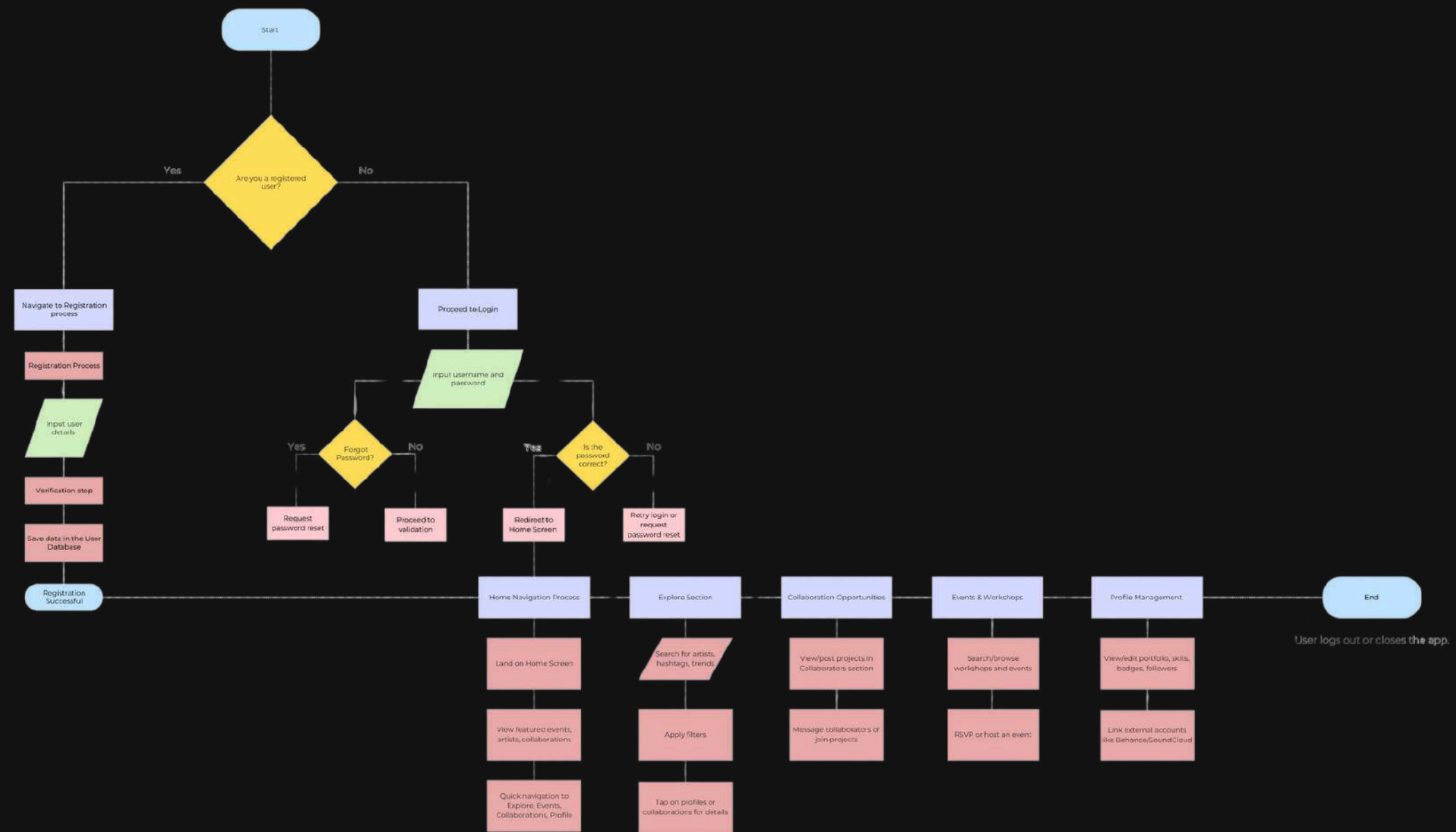
Personality

Hardworking
Smart
Expressive
Thoughtful
Creative thinker with a knack for improvisation
Open-minded and always ready to learn from others
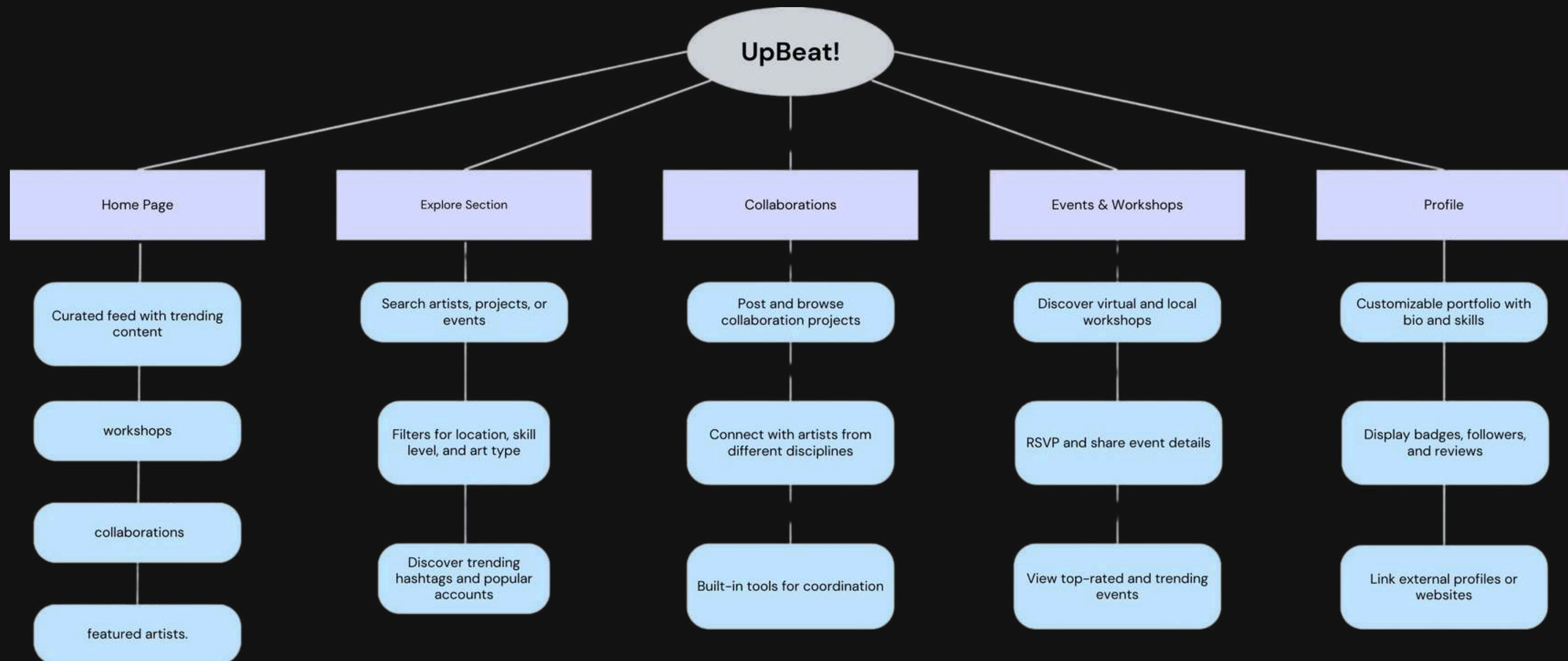Socially adaptable and enjoys working in teams

Goals

Collaborate with People.
Get feedback/ tips on how they are playing.
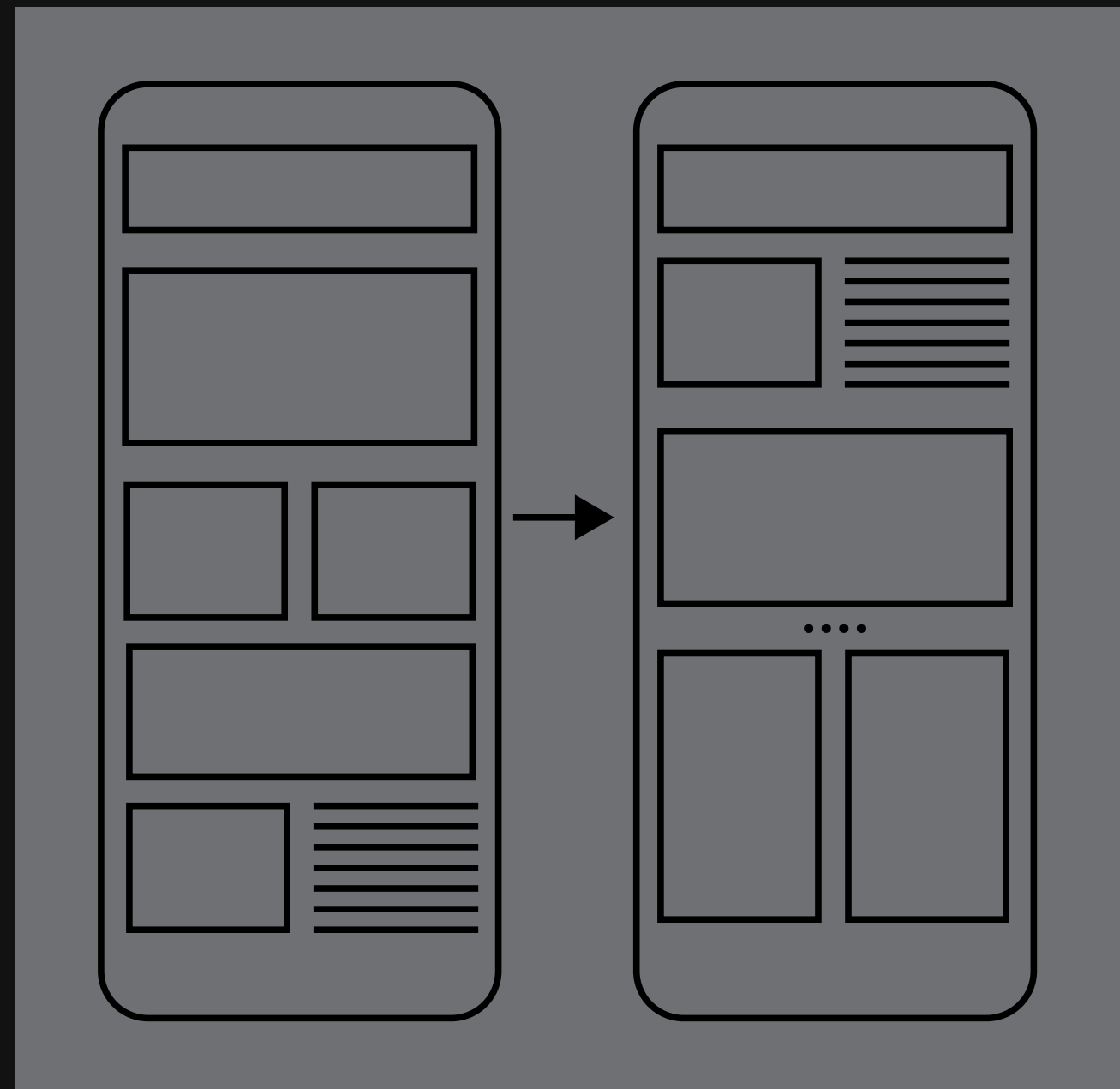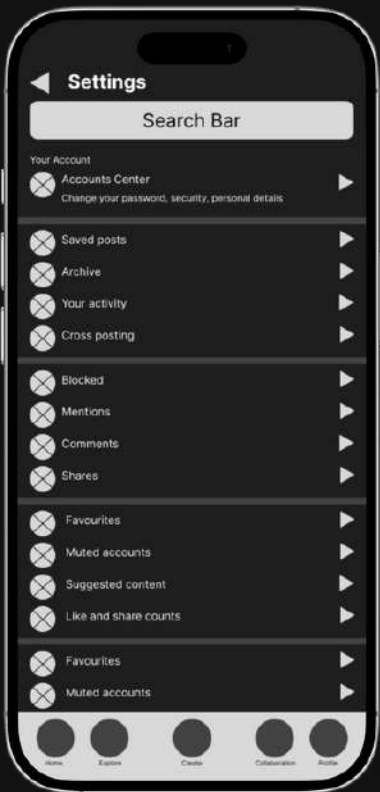Collaborate conveniently at a fixed time

User Flow

Information Architecture (IA)
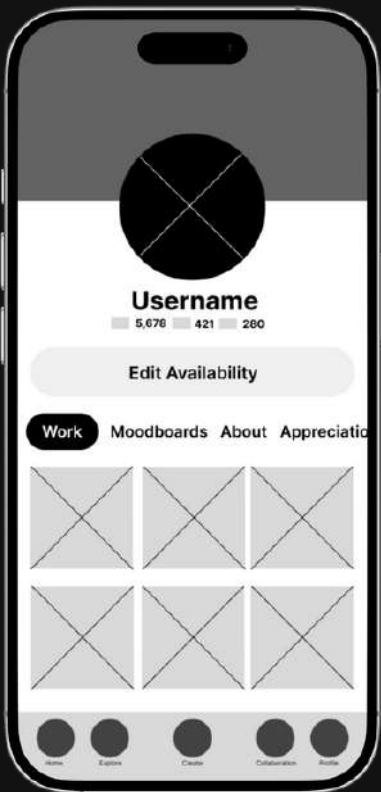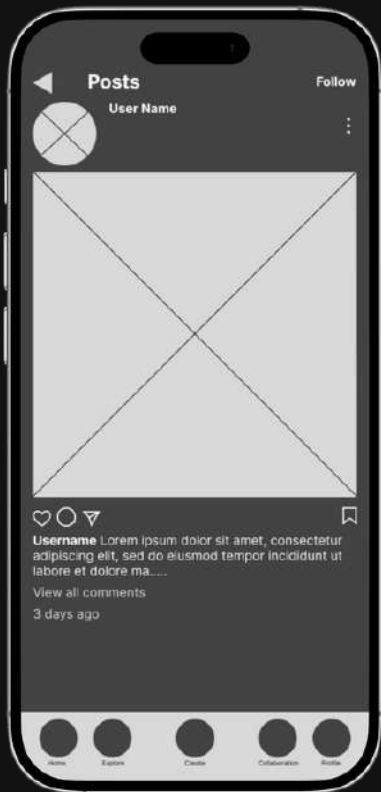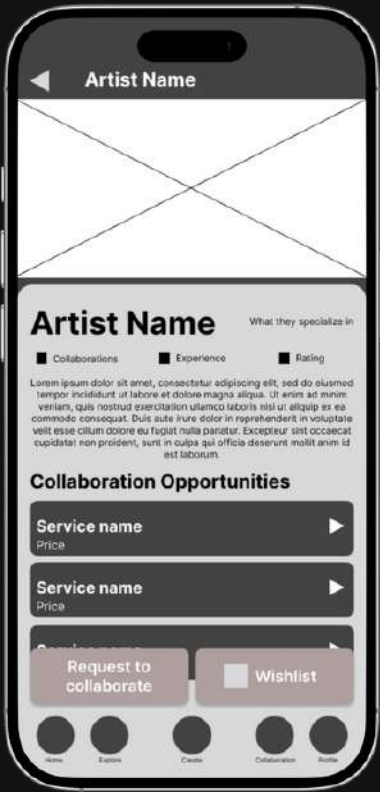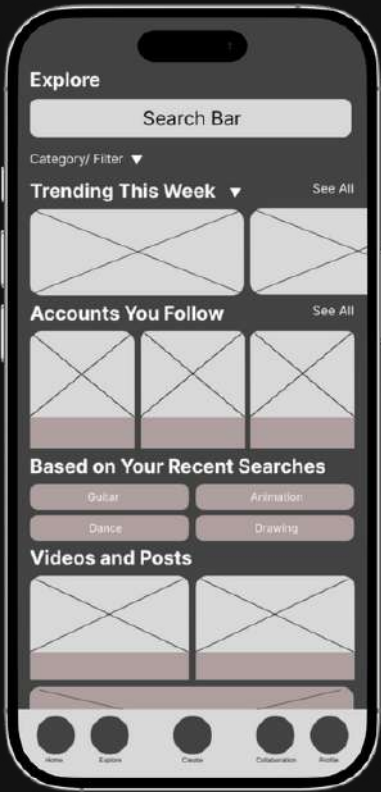
Low-fidelity Wireframes

Screen 1 — Home
Logo | Notif | Chat
Search Bar
Mentorship | My Network
Events | Messages
Featured Artists — See All
Upcoming Events — See All
Suggested — See All

Screen 2 — Collaborations
Collaborations | Wish | Chat
Search Bar
Ongoing Collaborations — See All
Collaborators near you — See All
Based on Your Preferences
Guitar | Animation
Dance | Drawing
Collaborate again

Screen 3 — Featured Artists
Featured Artists
Search Bar
Category/ Filter ▼

Screen 4 — Explore
Explore
Search Bar
Category/ Filter ▼
Trending This Week ▼ — See All
Accounts You Follow — See All
Based on Your Recent Searches
Guitar | Animation
Dance | Drawing
Videos and Posts

Screen 5 — Artist Name
Artist Name
Artist Name | What they specialize in
Collaborations | Experience | Rating
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Collaboration Opportunities
Service name — Price ▶
Service name — Price ▶
Request to collaborate | ☐ Wishlist

Screen 6 — Posts
Posts | Follow
User Name
Username Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore ma......
View all comments
3 days ago

Screen 7 — Chat
Chat
Collaboration Opportunities
Add
Collab 1 | Collab 2 | Collab 3 | Collab 4 | Collab 5
Offers and Benefits
Apply Coupons ▶
Confirmation Slider

Screen 8 — Chat
Chat +

Screen 9 — Profile
Username
5,676 | 421 | 280
Edit Availability
Work | Moodboards | About | Appreciatio

Screen 10 — Settings
Settings
Search Bar
Your Account
Accounts Center
Change your password, security, personal details
Saved posts ▶
Archive ▶
Your activity ▶
Cross posting ▶
Blocked ▶
Mentions ▶
Comments ▶
Shares ▶
Favourites ▶
Muted accounts ▶
Suggested content ▶
Like and share counts ▶
Favourites ▶
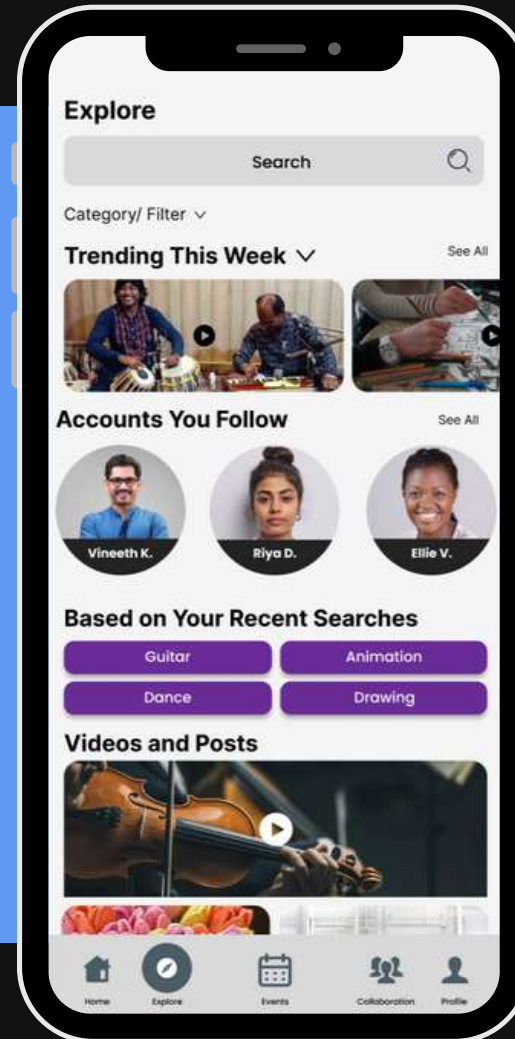Muted accounts ▶

High Fidelity Screen

Homepage
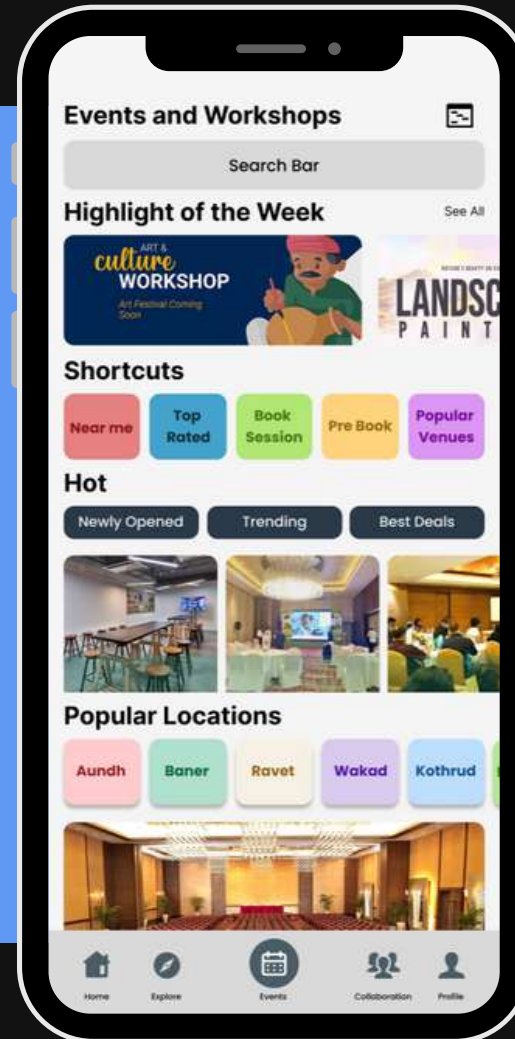
High Fidelity Screen
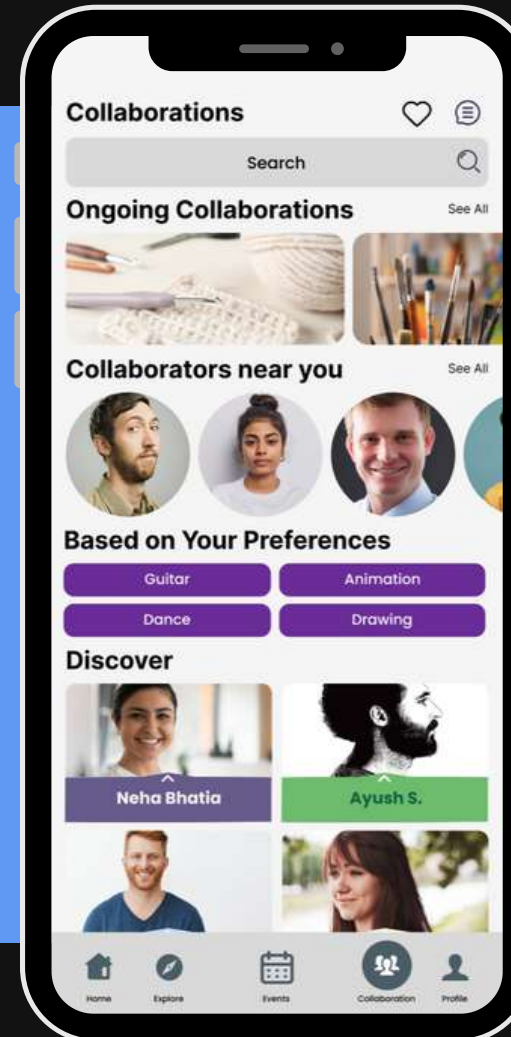

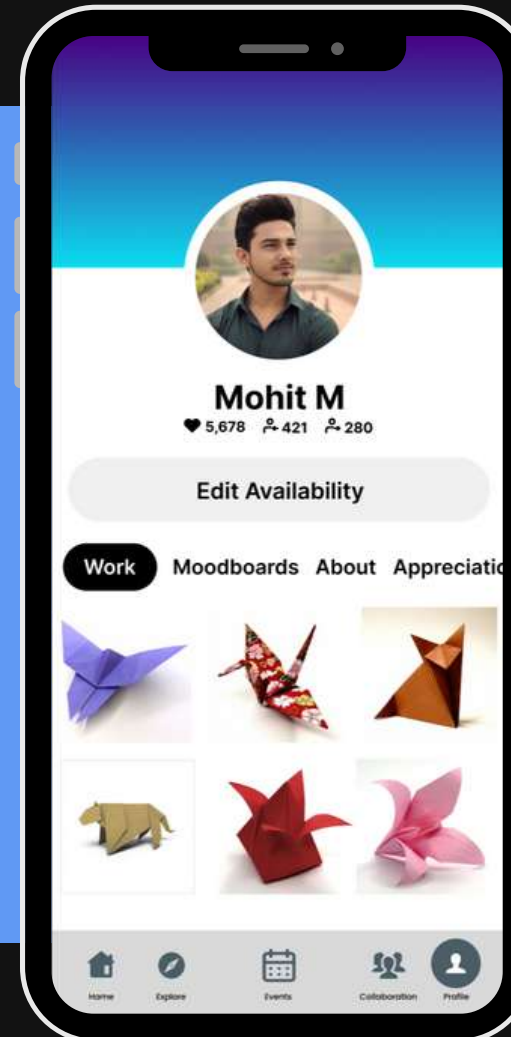Explore Screen

High Fidelity Screen

Events and Workshops

High Fidelity Screen

Artist Collaboration

High Fidelity Screen

Profile View

Testing

User Testing

We asked artists to test our app and give us feedback for the same.

Insights from their feedback

- Engagement Features: Adding interactive elements like polls or artist Q&A could increase community participation.
- Navigation Flow: Some sections, like collaborations, could use clearer categorization for easier access.
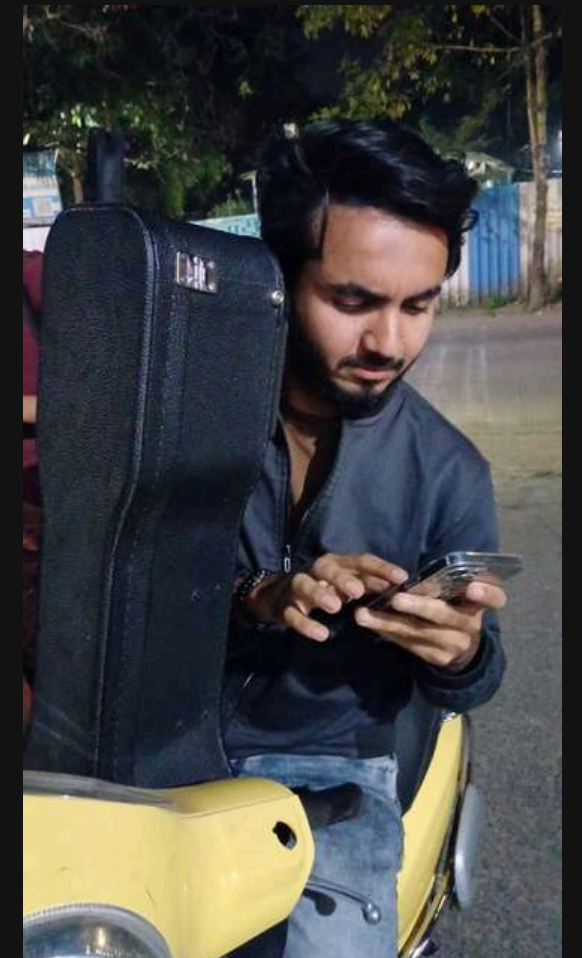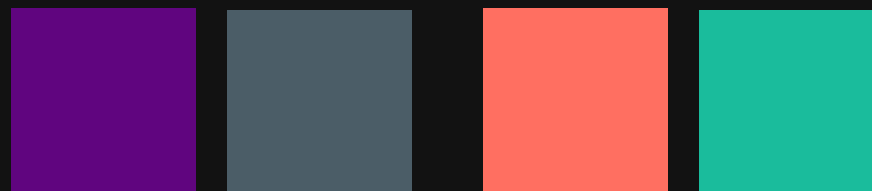
Style Guide

Visual Guide

TYPOGRAPHY

Primary typeface- Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary typeface- Poppins
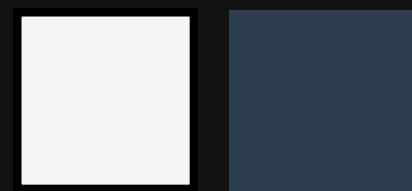
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Colors used

Primary   Secondary

Neutral