



Soup.Kitchen

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Summary

It has always been hard for artists to make a living creating art. Art school creates debt, and being successful after graduating is all but guaranteed—especially if an artist decides to pursue freelance and work for themselves. Membership platforms like Patreon have made living as an artist easier, but only if they have a dedicated base of fans. The biggest factor that decides whether an artist can pursue their passion full-time is the size of their audience. Artists without a large following don't get members on their Patreon and don't have people commissioning them on a regular basis. This has led to social media platforms like Twitter and Instagram becoming hubs for artists—not because they're good platforms for art, but because they make it much easier for smaller artists to gain visibility and build an audience.

Soup.Kitchen will give artists a platform for hosting their art and allow them to gain an audience more easily, allowing them to pursue their passion full-time if they desire. Artists can organize and tag their artwork however they like, and even join groups of like-minded artists so users can find similar artists easily. They'll even be able to customize their profile pages so they can present their work however they want. Users can follow their favorite artists, set tag filters, and search galleries. Soup.Kitchen will be connected to social media websites like Twitter, Instagram, and others with APIs so that artists can upload and their art will simultaneously post to social media sites where they'll reach existing audiences—while still directing traffic back to their page and our platform. Many platforms suffer from a kitchen sink

effect, like Imgur starting as a simple image host and then trying to become a social media platform. Our website won't try to do that. There will be minimal focus on social media aspects, we're leaving that up to external platforms beyond following artists and liking/favoriting posts.

Social media websites have many downsides when used as an art platform, especially compared to *Soup.Kitchen*. They compress every image uploaded to them and many have limits on the aspect ratio, as well as making it difficult or even impossible to download images. We'll always allow uncompressed image downloads, if enabled by the creator. Although there is a good networking effect, there's very little community. You can't easily search out groups of people who are interested in and making the same kind of content. With artist groups, artists can find others with similar art, and users can find new artists they like. Furthermore, almost none of these platforms have a good way to view and navigate the gallery of an artist. All posts get mixed in together, whether works in progress, off-topic, or actual finished pieces. There often isn't even a good way to filter out certain types of work or even 18+ content. Our platform will provide much more robust navigation features. *Soup.Kitchen's* vision is to provide a central hub for artists that provides features missing from other platforms, while complimenting their current social and financial platforms.

Stakeholder Analysis

Soup.Kitchen has several competitors: DeviantArt, Pixiv, and Patreon, as well as big social media platforms like Twitter and Instagram. Large social media platforms will always be a competitor, as they house countless communities and allow for the publishing of numerous different genres of media. However, we are more focused on the artistic community, rather than general media. Also, platforms like Instagram, despite being heavily image-based, do not support the native sizes and resolutions of most artistic media. We want to change that.

Soup.Kitchen's biggest competitors are DeviantArt and Pixiv. DeviantArt is very similar to our service given the fact that artists can publish their work in its native format for all of the site's users to see. It also includes a similar tagging service like the one we plan to implement. However, DeviantArt does not allow the same freedoms that we plan to implement. Apart from profile customization, every artist's page is structured the exact same, which doesn't let the artist truly express their creativity. *Soup.Kitchen* allows for artists to upload their own HTML to build their page into the online gallery they always dreamed of. If the artist has no background in front-end development, then they can use the preset customizations to change how their site looks. Pixiv is almost identical to that of DeviantArt, except it houses a community of about fifty million Japanese artists. *Soup.Kitchen* would eliminate the need of region-based artist communities and allow for one global artist gallery. Another competitor of ours would be Patreon. Patreon allows creators to upload exclusive content under a paywall that consumers can pay a monthly subscription fee for. Our web application will include similar features, such as allowing artists to put work behind a paywall or have an option for consumers to request commissions. We still would like plenty of options for viewers and users to appreciate the work of the countless artists without spending a dime.

The stakeholders for *Soup.Kitchen* consists of artists, photographers, hobbyists, and the general interested consumers of media. These people all get value out of our platform in many different ways. To start, everyone gains value from *Soup.Kitchen* by having a virtual central hub for viewing and purchasing artistic media. Artists and photographers highly benefit from a site like this, as they can post their work and gain exposure with minimal effort. Most of these creators are coming from already-developed communities on other platforms, so we plan to connect social media accounts, like Twitter, to these accounts. That way followers of an artist on one platform will be notified as to when the artist creates a post on *Soup.Kitchen*. Artists will

also be able to customize their personal page however they want, and by linking their page to someone else, a viewer can look and experience the virtual gallery without requiring a login. Our plan is to allow artists to have personal pages to show off their projects and achievements similar to how computer science or information technology students or workers have their own webpages. Hobbyists and other viewers benefit by having a location where they can view any genre of media that they desire in one place. It is similar to going to a museum, except it's online, admission is free, one can own some of the displayed artworks, and one can simply view desired "exhibits" in just a couple clicks. *Soup.Kitchen* is the next biggest artistic platform.

Summary of Technologies

Soup.Kitchen will follow the suggested structure given to us. We will utilize HTML5, CSS, and JavaScript to accurately portray the vision we have for our web application. We plan to also utilize PHP to keep track of accounts and login information, as well as MariaDB to assist in hosting the various forms of artistic media to be featured on *Soup.Kitchen*. As an extra, we plan to integrate Twitter's API so when a user posts an artwork on our site, a tweet is sent, notifying the artist's followers that a new post was created.

Functional vs Non-Functional Requirements

When thinking about the components that would make a proper art sharing website the main thing that comes to mind is having a profile page for artists to display their portfolios. Typical profile pages display the artist's username for the website, their follower count (the number of users enlisting to have this certain artist in their 'feed' - a feature which will be talked about next), and all their artworks as previously stated. This is definitely the most important feature for an art website; otherwise, there would be no point to the site as artists would not be able to display their passion. But without already knowing about certain artists from elsewhere,

how would users be able to find these talented folks or discover new ones that fit their taste?

With an art feed of course! A feed is a feature that a lot of social media sites use in order to display the contents posted from other users that the user follows into a central area, typically the home page of most apps/websites, for the user to casually scroll through. It is not just users they can follow to add content to their feed; Twitter for example has a feature called 'topics' that users can follow and the most viral/engaging tweets that have the topic said in the tweet are displayed on the user's timeline (Twitter's main 'feed' for its users). In the case of our website we plan on incorporating both following users and hashtags/topics to allow users to discover art that resonates with them based upon which artists they already like and which hashtags/topics interest them. Two of the final components that will allow this website to truly function as a home for artists is by adding on the commission and premium content features to allow them to make either some side cash or a good amount of money depending on where they are in their careers. Commissions are where users ask for a specific piece of content from an artist, under whatever parameters the artist lists, and gives the amount the artist deems the piece to be; commission price is usually dependent on the parameters listed earlier or can be whatever the artist and the user agree on. Premium content is additional content provided by artists for users who want to provide some money to the artists in exchange for this additional content which may be pieces that the artist typically does not post on their main profile. The first example of a platform that specializes in giving artists/creators premium content to users that comes to mind is Patreon. Patreon gives users the opportunity to support their favorite artist/creators monetarily in numerous amounts; the numerous amounts refer to 'tiers' in which artists/creators provide certain content for each tier. Tiers increase in value (ex: tier 1 is \$5, tier 2 is \$10, tier 3 is \$25, etc.) and artists/creators have the option to provide all the content from the tiers below the one purchased by the user. This is the direction we want to take Soup.Kitchen towards in terms of premium content for our artists.

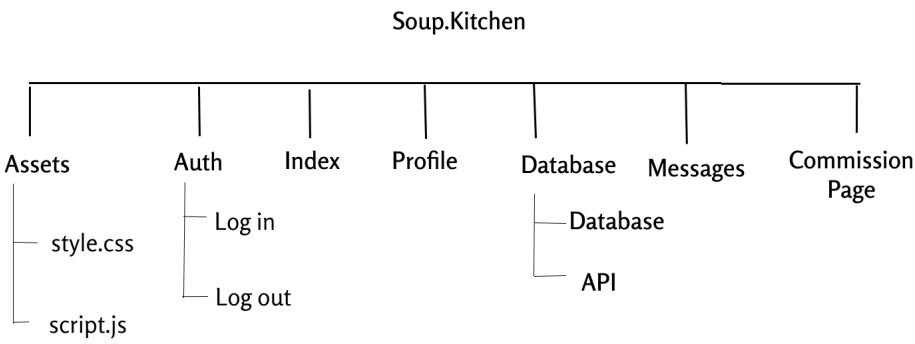
There are a couple of features needed in order to help out the four functional requirements above, the first one being a good search system to find artists and artworks. To find artists, users would simply just type the username of the artists which they may have seen on other social media sites. For artworks, we plan on allowing users to search pieces either through a specific tag given to a piece or through a general hashtag that lists multiple art pieces with that hashtag in its tags/description. The search bar is a feature commonplace in almost every single website/application but the features added to find specific artists and general artworks under a tag are done specifically by a couple of social media sites such as Instagram. The next feature needed in relation to discovering new art and artists is through an 18+/NSFW filter. The 18+/NSFW filter is for users who aren't looking for artwork that's considered too mature for younger users or Not Safe For Work. This is again a common feature among social media platforms to prevent younger users or users who just don't want to see explicit content from seeing it. Another feature that's essential to making life easier for users in other social media platforms is the ability to bookmark or make folders for specific content. Bookmarking allows users to mark posts they love so they have easy access to view it again along with the user's other favorite works. Folders do what bookmarks do on another scale; folders allow users to group multiple pieces of their favorite works into one area among other areas. This allows users to have multiple groups of their favorite pieces that could correspond to different genres, styles, shows, media, etcetera. The final feature relates to helping out these artists monetarily through integrating other social media sites into our own. This is specifically done not just through artists being able to list their profiles on other social media sites but also through simultaneous posting on our site and other social media sites. This makes the process easier for artists so they don't have to upload the same piece repeatedly on all their other platforms. We also believe this can have a positive impact on the artist monetarily as publishing the piece from Soup.Kitchen on other social media sites along

with linking to the other social media sites will help boost engagement and follows on multiple of the artist's platform which could potentially lead to scooping up a few enthralled users from other platforms onto our site to pay for commissions or premium content.

Estimated Project Schedule

Milestone	Deadline
Project proposal and presentation	9/17/2021
Final sitemap	9/30/2021
Final wireframes (Figma)	9/30/2021
Main website pages in HTML/CSS	10/7/2021
Basic JS/DB/API functionality	10/14/2021
Midterm presentation	10/15/2021
All website pages created	10/28/2021
Most JS/DB/API functional	11/4/2021
Website nearly (95%) complete	11/18/2021
Final project presentation	12/3/2021

Site Map



Wireframes (Figma)

Artist Profile Page:

soup.kitchen


Saved

Following

Followers

Notifications3

username



[username]

following

follower count

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent justo sem, pellentesque aliquet sapien sit amet, tempus rutrum leo. Quisque lorem urna, molestie id pellentesque nec, venenatis ac tortor.

Follow

Request Commission

Sketches

Commissioned Works

Gallery

Folders

Home Page:

soup.kitchen

SavedFollowingFollowersNotifications3

username

Profile

Settings

Sign Out

For your page:

Liked

★

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★

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