

STREET ART

Discover urban artworks and creators in
your city right on the spot

TechLab Berlin
Summer Semester 2021

The Problem

- Information about specific urban artworks is difficult to find
 - Street art tours – limited murals, inflexible
 - Apps & Websites – often broad, randomised databases
 - Inconvenient to explore street art on the go
- You seldomly will know the artist or background story of the murals you see on the street



The Solution

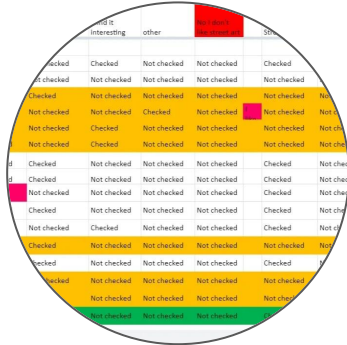


**An app with AI-supported scan function
to explore artworks on the spot**

- Data-based listing of murals
- Additional functions based on user needs



User research & Personas



Survey

NATALIE

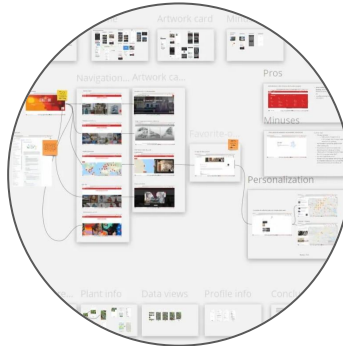
27 years old
Free artist with part time job
Lives in the center of Berlin
Has boyfriend



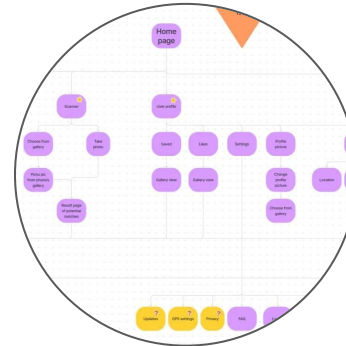
Natalie works at a trending café in the Mitte. She is a creative person, who likes street art and uses it as inspirational source for her artworks. Natalie explores her neighborhood and Berlin in general. She likes stories behind the art and makes sketches, collages and paintings, which she shares actively on Instagram. She has many friends with similar interests.

When Natalie sees an interesting Artwork, she would like to know what the name of creator and his other works. When she has a few spare moments, she explores artists and artworks randomly.

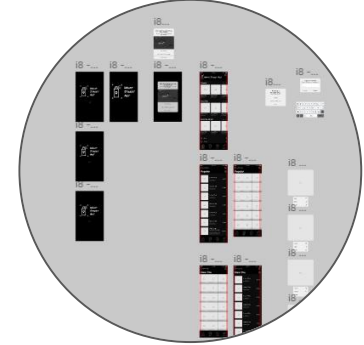
Personas



Competitor analysis

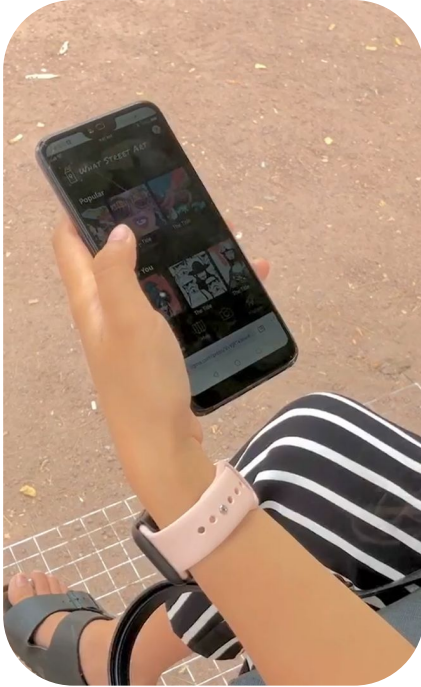


Information Architecture

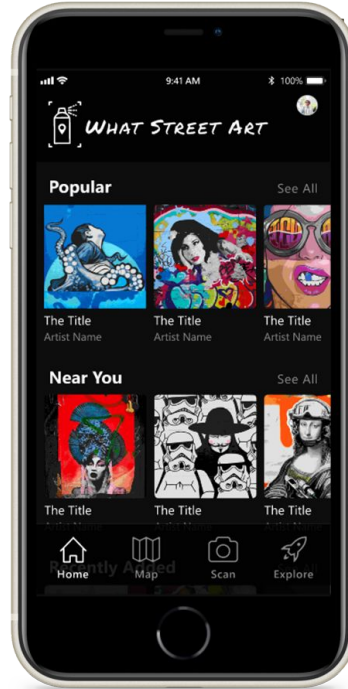


Wireframes

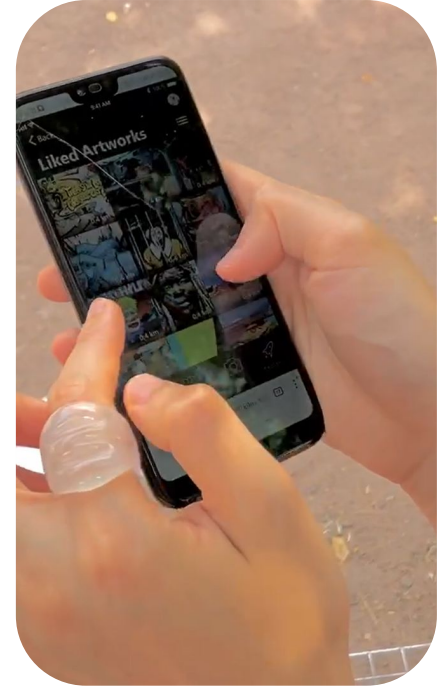
User Testing



User 1



Wireframe Prototype



User 2

Feature Set of MVP1



An operating prototype with ...

- Scan function based on AI-recognition
- Murals filtered by popularity, proximity, and latest upload
- Geolocation-based map pinpointing to artwork sites
- Artwork pages with title, creator's name, background information and location
- Additional mural recommendations based on other users' likes
- Artist pages – artworks listed by creator
- 'Explore' option – randomised mural suggestions for adventurous users



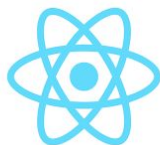
Tech Tools



UX



WD



DS



Flask

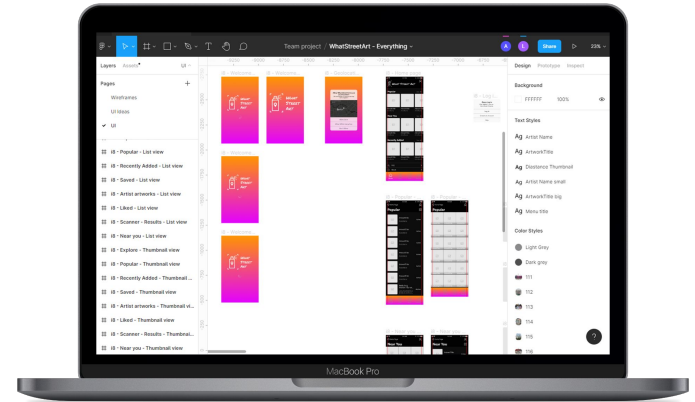
AI



Flask

Future Visions for MVP2

- Fully integrated UI
- Personal gallery feature
- Save & Like option
- Implement Account System
- Linked Google Navigation
- Refine Interface Design
- Brainstorm a catchier name



Meet the team

Mentor: Matheus Albuquerque



Emma Carballal (DS)



Luca-Elia Salomon (UX)



Laura Dobson (WD)



Fernando Muñoz (AI)



Daryna Kubar (DS)

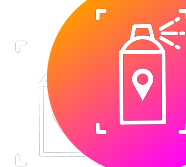


Anna Lebedenko (UX)



Matheus Passos (WD)

Thank you & Q&A



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