Our Target Users dominantly care for specific pieces of art and to find similar ones and other artworks of the artist. If they saw Street Art that caught their attention, they will make an effort to find more information about it. They are willing to search for street art randomly. There is mentionable interest in saving art digitally.

Almost half of respondents searched for information about a particular Artwork on the street and some of them couldn't find it.

Mostly people don't collect photos nor download artworks, but about 40% of respondents do that.

Many respondents consider high possibility that they will explore artists and artworks randomly.

54% of respondents were not really motivated to do specific search (look directly for the Artist / the Artwork). But 20% — would do it (with 7-10 from 10 possibility).

More than 60% of respondents passed by an artwork and wanted to know "What is it".

Some of respondents wanted to know the title.

Almost half of people wanted to know a name of the Artist.

More than 50% of respondents wanted to see other works of this creator, how the artwork was done.

More than 50% of respondents like stories behind the Art.

Most of respondents are Fans. Therefore, we can add features for Hunters and Creators in MVP v2.