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see | me

See|Me Product Requirements Document

Introduction

The See Me platform is dedicated to fostering a lively ecosystem where artists and art buyers co-exist and support one another through meaningful engagement and shared value. As we add to our feature set to grow user experience and support artist sustainability, we see a significant potential to close the gap between artistic expression and online consumer engagement.

To support this vision, we are introducing a premium subscription tier with two highly sought features uncovered by user research: Exclusive Artist Prints and Invitations to Meet the Artist at Events. These features aim to deepen the artist-buyer relationship, provide subscribers with tangible and significant value, and generate new income streams for artists. Through this, we further extend our vision of reshaping the experience of art being found, consumed, and purchased online.

Customer needs, market, and business model

Known customers and customer requests

Through early interviews and survey research conducted by our team, we identified clear demand patterns among art-interested users, particularly within the segment we define as "New Art Enthusiasts". This group, along with users who have previously purchased 1-3 artworks, expressed strong interest in features that deepen their engagement with artists and enhance their understanding of the art.

Key qualitative requests include:

- A desire to feel directly connected to artists, to know what they're creating and consuming.

- Interest in discussing the context and references behind the art, rather than passively viewing curated content.

- A willingness to pay for education and insight- many users mentioned they'd invest in content that enriches their appreciation, such as behind-the-scenes footage, artist interviews, and contextual storytelling.

- ● Preference for limited edition artworks or prints as collectible, tangible expressions of their support.

These requests reflect a broader theme: users are not just looking to buy art, they want to build a relationship with the creators and understand the stories behind the work.

Quantitative customer data

A google form survey of 33 participants had them allocate $10 across potential features in a sample artist subscription offering. Segmentation indicated that the majority of interested participants were either New Art Enthusiasts (19 out of 33) or those who had purchased 1-3 artworks (9 out of 33). These two segments also demonstrated the highest willingness to pay across all categories.

Segmentation by audience:

1. New Art Enthusiasts spent most dollars overall, showing high interest in:

- Event Invitation ($116)

- Limited Edition Prints ($109)

- Digital Copies ($90)

- Pre-Release Viewings of Unseen Works ($87)

2. Purchased 1-3 Works group showed high interest in:

- Limited Edition Prints ($71)

- Access To Exclusive Sales ($56)

- Event Invitation ($45)

- Pre-Release Viewings of Unseen Works ($45)

This data reaffirms the positioning of the product by opening up a high-end segment for high-end exclusive prints and event-based engagement, which both correlate directly to qualitative sensation and quantitative willingness to pay.

Business model and pricing

The two core features- Exclusive Artist Prints and Invitations to Join the Artist at Events, will be offered under a new subscription model. This model is designed to deliver tangible value to art buyers while opening new monetization channels for artists who opt into the program. Feature selection was driven by

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a prioritization framework based on the survey, mapping user importance against implementation difficulty, considering both technical build effort (platform side) and required artist involvement.

1. Subscription-Based Access

- Access to premium features is gated behind a subscription paywall, ensuring ongoing revenue generation and signaling exclusivity.

- Non-subscribers will be prompted with limited previews or trials to explore what they're missing, nudging them toward conversion. This is integrated into the buyer flow, particularly during engagement points like viewing a print preview or accessing event details.

2. Artist Participation and Curation

- Artists may opt-in to offer their prints or event experiences through See Me Premium. Participation is voluntary and tailored to preserve creator autonomy.

- See Me will take an active role in curating these premium experiences, ensuring quality, consistency, and alignment with user interest data.

3. Feature Integration in User Flow

- The buyer flow highlights seamless access for subscribers:

    a. Upon discovering an artist, users can view available limited edition prints or events.

    b. If the user is not a subscriber, they are prompted to select a subscription plan before proceeding.

    c. Subscribers can select print sizes, RSVP to events, and add experiences to their calendar, with data stored to support follow-ups and fulfillment.

4. Value Proposition

- For buyers, See Me Premium provides an enriched, educational, and exclusive art experience.

- For artists, it offers a new channel for revenue and community building, without compromising control over their schedules or output.

Pricing will be finalized following further user testing analysis.

Rationale for Feature Selection:

1. Limited Edition Prints or Merchandise
    - This was one of the most valued features. Once a system of preset formats is in place, artists only need to plug in new artwork. The platform would connect to a vendor site for fulfillment, and curated drops could easily be sent to subscribers. So after initial setup, it's high impact but low maintenance.

2. Invitations to Join the Artist at Events
    -   This is now a lightweight feature with the calendar integration feature. Artists can post upcoming public or private events, and users can RSVP or follow along. It requires minimal effort from the artist while fostering strong engagement.
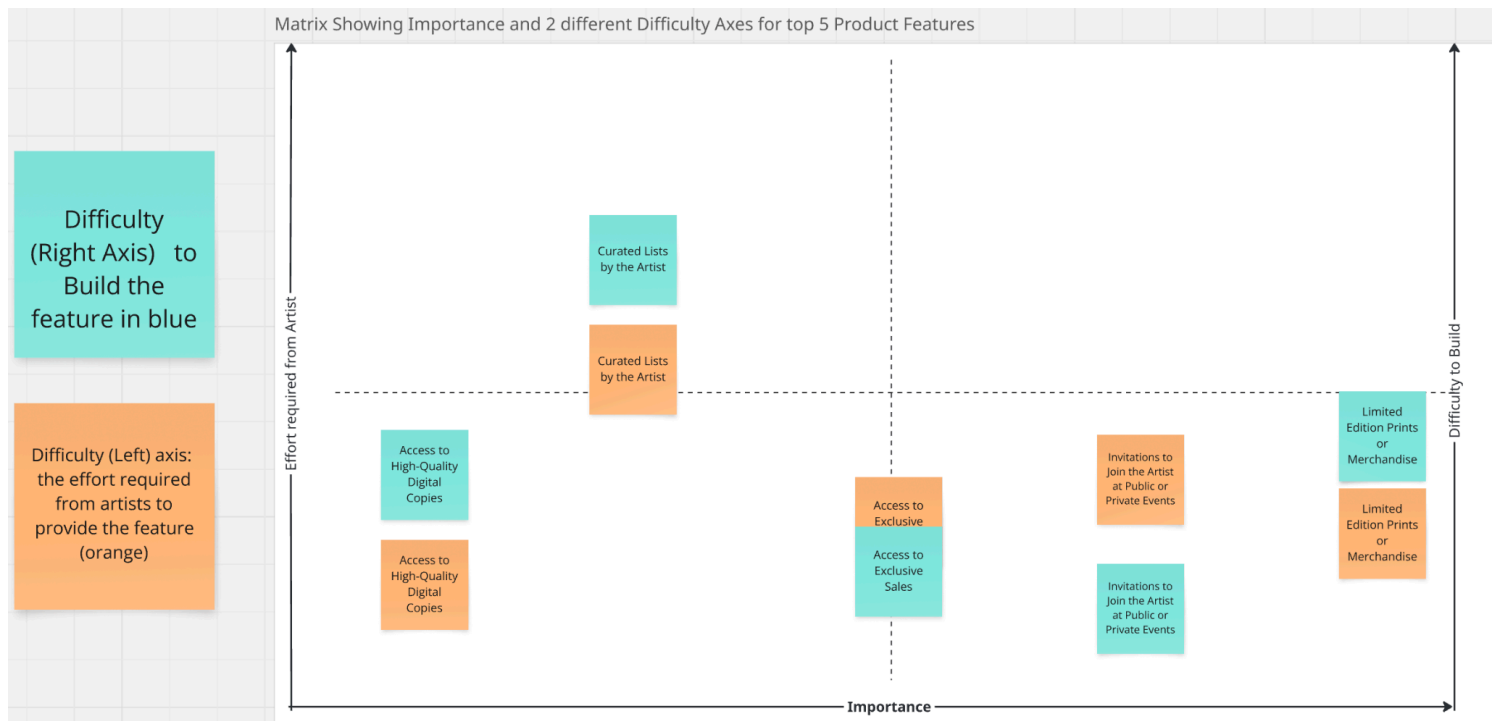3. Access to Exclusive Sales
    -   This is about timing access, not creating new content. Subscribers get to view or purchase unique pieces before they're released publicly. Since the artwork is already created, it's low-effort for both sides and adds perceived value for subscribers.
4. Curated Lists by the Artist
    -   This feature is meaningful but demanding. Artists would need to create and regularly update curated lists. On the tech side, it requires a recommendation engine that includes filters and personalization. It's high effort on both fronts, so we'd like to hold it off until the more scalable features are in place.
5. Access to High-Quality Digital Copies
    -   This is very easy to execute- artists upload high-resolution versions once, and we make them downloadable for subscribers. However, it ranked lower in importance among users compared to other features, which is why it appears lower on the prioritization axis.

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Expected results

Based on survey results, we expect that in the first three months of having launched the See Me subscription tier, Early Buyers and New Art Enthusiasts will begin subscribing to artists they admire or wish to enjoy more deeply. Through subscribing, members will be able to enjoy Exclusive Artist Prints and Invitations to Artist Events, choices which ranked highest in user surveys.

In addition, we anticipate that users who have a strong personal affinity with particular artists will choose to subscribe to those artists directly, employing a "buy me a drink" model—a light, patron-like form in which artists can set their own floor prices. The model is loose enough for artists to set their own value, but still enables impulse, low-friction support from fans. We expect this model to foster closer artist-fan relationships and provide artists with a convenient method of monetization consistent with their unique viewership.

Personas

Primary Persona: Jason – The Aspiring Collector

Demographics: Male, 30, lives in NYC, Investment Banker, $250K/year
Art Experience: Purchased 1–2 pieces, follows artists on Instagram but rarely engages beyond browsing

Behaviors: Researches high-quality home decor, appreciates exclusivity, follows art auction trends but finds the world intimidating

Motivations:
- Start building a meaningful art collection
- Discover exclusive work without being overwhelmed
- Support artists and signal taste through owned pieces

Pain Points:
- Unsure what's worth buying
- Doesn't trust pricing or authenticity online
- Finds traditional galleries inaccessible and online platforms overwhelming

Quote: "I want to find art that means something—without feeling like I need a degree in art history or $10K to spend."

Secondary Persona: Alex – The Aesthetic Supporter

Demographics: Non-binary, 27, Creative Strategist, lives in Brooklyn, $110K/year

Art Experience: No prior purchases, saves art on Instagram, enjoys visiting galleries casually

Behaviors: Deeply design-conscious, builds identity through aesthetics, shares and saves artist content, shops independent brands

Motivations:
- Want to support creators directly
- Display artwork that reflects values and taste
- Participate in the creative community without making large financial commitments

Pain Points:
- Doesn't know how to begin collecting
- Feels priced out of the art world
- Wants more than transactional experiences—seeks emotional connection

Quote: "I'd love to own art that speaks to me—but also know the story of who made it and why."

Product Marketing and Communication

Functional Requirements

Overarching Functional Requirements

Now Next Later	Size	Functional Requirement	User Story
Now	L	As an Artist, I want to show and hide different features, like print store and live events, for my subscriber base and general audience, so that I can gain new subscribers and retain current ones by providing exclusive content.	- As an art lover, I want to know what features I get when I subscribe so that I can make an informed decision
Now	L	As an Art Lover, I want to be able to see all my subscriptions in one place	- The system will have a display to see all the artists i follow and subscription details in a list - The system will display all of the prints and events i have access to across artists in one place - The system will show me my historical purchases and events attended
Now	L	As an Art Lover, I want to be able to subscribe to individual artists so that	- The system will allow me to select and unselect artists to follow

		I can access their print stores and events.	- The system will allow me to pay with secure methods - The system will allow me to store payment information for future purchases
Later	M	As an artist, I want to offer bundled deals (e.g., print + event invite or multiple prints) to premium subscribers so I can increase my revenue per fan.	- The artist dashboard shall support the creation of limited-time bundles, combining products (e.g., 2 prints) and/or perks (e.g., print + invite). - Bundles shall include custom pricing and exclusive availability settings (e.g., "Premium Subscribers Only," "First 20 buyers"). - Bundle offers shall be promoted automatically in subscriber dashboards and via email notifications to followers.

Access to Limited Edition Prints: Functional Requirements

Now Next Later	Size	Functional Requirement	User Story
Now	M	As a buyer, I want to choose the size and finish (e.g., matte or glossy) of a print so I can get exactly what fits my needs.	- The product page shall present a dropdown or button selector for available sizes and finishes (e.g., matte, glossy) configured by the artist. - The displayed price shall update dynamically based on the selected size and finish combination. - The system shall validate selected options against available inventory before proceeding to checkout. -
Now	M	As a subscriber, I want to see a dedicated section on the artist's profile that showcases available prints so I can easily browse and purchase.	- The system will allow an artist to store high resolution prints - The system will allow users to search and view high resolution prints - The system will allow artists to select different print sizes per piece and in bulk for their artwork

			- The system will allow users to select print sizes before purchasing - The system will allow users to store their credit card information and shipping information - The system will store users purchasing history
Now	L	As an artist, I want to upload high-resolution artwork and select available print sizes and inventory so I can launch limited edition print drops.	- The artist dashboard shall allow artists to upload image files with a minimum resolution of 300 DPI and support file types such as JPG, PNG, and TIFF. - The artist shall be able to specify up to 5 predefined print sizes (e.g., 8x10", 11x14") for each artwork, with custom pricing per size. - The system shall allow artists to define a limited inventory quantity per print size and automatically mark items as "Sold Out" once inventory is depleted.
Now	M	As a subscriber, I want to see a dedicated section on the artist's profile that showcases available prints so I can easily browse and purchase.	- The artist profile page shall include a new "Limited Edition Prints" section that displays available prints for premium subscribers. - Each print listing shall include a thumbnail image, title, available sizes, starting price, and edition availability (e.g., "12 of 25 remaining"). - The system shall restrict purchase of the "Limited Edition Prints" section to authenticated premium subscribers only.
Now	M	As a subscriber, I want a smooth and secure checkout experience so I can complete my print purchases without any friction.	- The checkout flow shall include a one-page checkout option with fields for size selection, finish type, shipping details, and payment information. - The system shall support secure payments via integrated processors (e.g., Stripe, PayPal) with card storage for returning users. - Upon order completion, the user shall receive an on-screen confirmation and

			email receipt, including order details and estimated delivery time.
Next	M	As a subscriber, I want to preview how a print will look (e.g., framed or in-room context) so I can make confident purchasing decisions.	- Each print product page shall include an interactive preview module that allows users to toggle between framing options (e.g., black, white, natural wood) and room settings (e.g., living room, gallery wall). - The system shall dynamically scale the print preview based on selected size, with room context scaled proportionally for visual accuracy.
Next	M	As an artist, I want insights into how often my prints are viewed or purchased so I can improve future offerings.	- The artist dashboard shall display real-time metrics including the number of views, unique visitors, print purchases, revenue and conversion rate per print. - The system shall provide historical performance trends over selectable timeframes (e.g., last 7 days, last 30 days).
Next	M	As a subscriber, I want to save favorite prints and revisit them in a personalized section so I can purchase them later.	- Premium subscribers shall be able to click a heart icon on any print to save it to their "Favorites" section in their profile. - The "Favorites" section shall display saved prints with thumbnail, price, and availability status, and allow users to remove items. - Saved prints shall persist across sessions and sync across devices for logged-in premium users.
Later	L	As a platform admin, I want orders to sync with a third-party print vendor for automated printing, inventory tracking, and shipping.	- The platform shall integrate with the third-party print vendor's API to send new orders with artwork file, print specs, and shipping details. - The system shall receive and display real-time order status updates (e.g., in production, shipped) in both buyer and admin dashboards. - Inventory counts shall be updated automatically based on fulfillment status and remaining stock from the vendor.

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Invitations to Join the Artist at Events: Functional Requirements

Now Next Later	Size	Functional Requirement	User Story
Now	M	As a subscriber, I want to see upcoming public and private events on the artist's page so I can decide which ones I'd like to attend.	- The artist must be able to add events individually and in bulk to their page, and include logistics regardin the event - Subscribers must be able to get a notification when artists upload events - Subscribers must be able to RSVP
Now	M	As a subscriber, I want to RSVP to events so that I can reserve a spot and receive reminders and updates for events I care about.	- I want to be able to integrate See.Me with my calendar - I want to be able to view event details (time, date, location, attire) so that I can show up prepared
Now	M	As a subscriber, I want to view event logistics (time, date, location, dress code, capacity, etc.) so I can decide whether I want to attend.	- The event detail page shall display key logistics fields: event name, time, date, location name and address, dress code, and attendee capacity. - The system shall show real-time availability status (e.g., "Spots Available", "Waitlist Only", or "Sold Out") based on RSVP count. - The platform shall display any additional access requirements (e.g., premium-only) as a badge or note above the RSVP button.
Next	M	As a platform admin, I want to control who gets access to different events (e.g., premium vs standard subscribers) so that we can offer exclusive perks based on membership level.	- The event creation and management dashboard shall allow admins to select eligible user segments (e.g., premium only, region-based) for event visibility and RSVP access. - The system shall automatically enforce event access restrictions at the RSVP and event detail levels based on the logged-in user's membership tier.

Next	S	As an artist, I want to send personalized invitations to select subscribers so that I can foster stronger relationships with top fans.	- Artists shall be able to select individual subscribers from their follower list and send custom invitations via a simple message composer tool. - Artists shall be able to use guests lists from previous events or bulk upload guest lists to invite subscribers - Recipients shall receive the personalized invitation via email and in-app notification, with a unique RSVP link embedded.
Next	S	As a subscriber, I want to add events to my calendar (Google, iCal, etc.) so I can remember to attend without needing to track manually.	- Each event page and RSVP confirmation screen shall include one-click buttons to add the event to Google Calendar, Apple Calendar (iCal), and Outlook. - Calendar entries shall auto-fill with event title, date/time, location, and a short description, including RSVP status and platform branding. - The platform shall generate downloadable .ics files for manual import to non-integrated calendar systems.
Later	M	As an attendee, I want to view photos or videos from past events so I can relive the experience and share it with friends.	- Each past event page shall include a "Media Gallery" section with high-quality images and videos uploaded by the platform or artist. - The media gallery shall support social sharing with one-click export links to Instagram, X, and Facebook, including pre-filled captions.
Later	S	As a platform admin, I want to collect feedback from attendees after an event so I can improve future events and experiences.	- Within 24 hours of an event's conclusion, the system shall send a feedback request via email and in-app notification to all confirmed attendees. - The feedback form shall include a star rating system, open-ended comments, and optional structured questions (e.g., "Would you attend again?").

			- Artists shall be able to view aggregated feedback responses via an analytics dashboard and export raw data for further analysis.

Non-Functional Requirements

- The system shall support a 5x increase in baseline traffic during sales or limited print drops without degradation in functionality or user experience.
- The system shall deliver response times below 200ms for 95% of user interactions on all pages (e.g.,artist pages, print purchase flow, event RSVP), even under moderate traffic loads.
- The platform shall maintain 99.5% uptime on core features (browsing, checkout, RSVP, messaging), with redundant infrastructure to minimize single points of failure.
- The platform shall adhere to industry best practices for data security, including end-to-end encryption for payments and GDPR-compliant data handling for user info and messaging.

Key metrics

Section	Category	Metric	Purpose	Priority
Overarching	Adoption & Usage	% of Total Subscribers Using Feature Within First 7 Days	Indicates how compelling the features are for new users	H
	Retention Impact	Retention Rate at 30 / 60 / 90 Days for Feature Users vs. Non-users	Measures long-term impact of these features on subscriber loyalty	H
Access to Limited Edition Prints	Feature Engagement	# of Unique Print Views per User	Measures depth of exploration	H
	Conversion Metrics	Average Order Value (AOV) for Print Purchases	Tracks quality of monetization per purchase	H

	Operational Metrics	Artist Upload Frequency (Prints/Month)	Tracks ongoing inventory supply and artist engagement	H
Invitations to Join the Artist at Events	RSVP & Attendance	RSVP-to-Attendance Conversion Rate	Measures follow-through; low rate may indicate friction or lack of value	H
	User Sentiment	Avg Event Rating / Feedback Score (post-event survey)	Measures event quality from subscriber perspective	H
		NPS from Event Attendees	Gauges likelihood of continued subscription or referral after the experience	H
	Artist Engagement	# of Events Hosted per Artist (monthly)	Tracks artist buy-in and activation	H

Terms, wording, and copy

The following terminology and language will be consistently applied throughout the product, marketing, and user interface to clearly communicate the value propositions of the new See.Me Premium features and ensure alignment with See.Me's brand voice. These terms reflect user research insights, are designed to reinforce exclusivity and emotional connection, and maintain clarity across both internal teams and external communications.
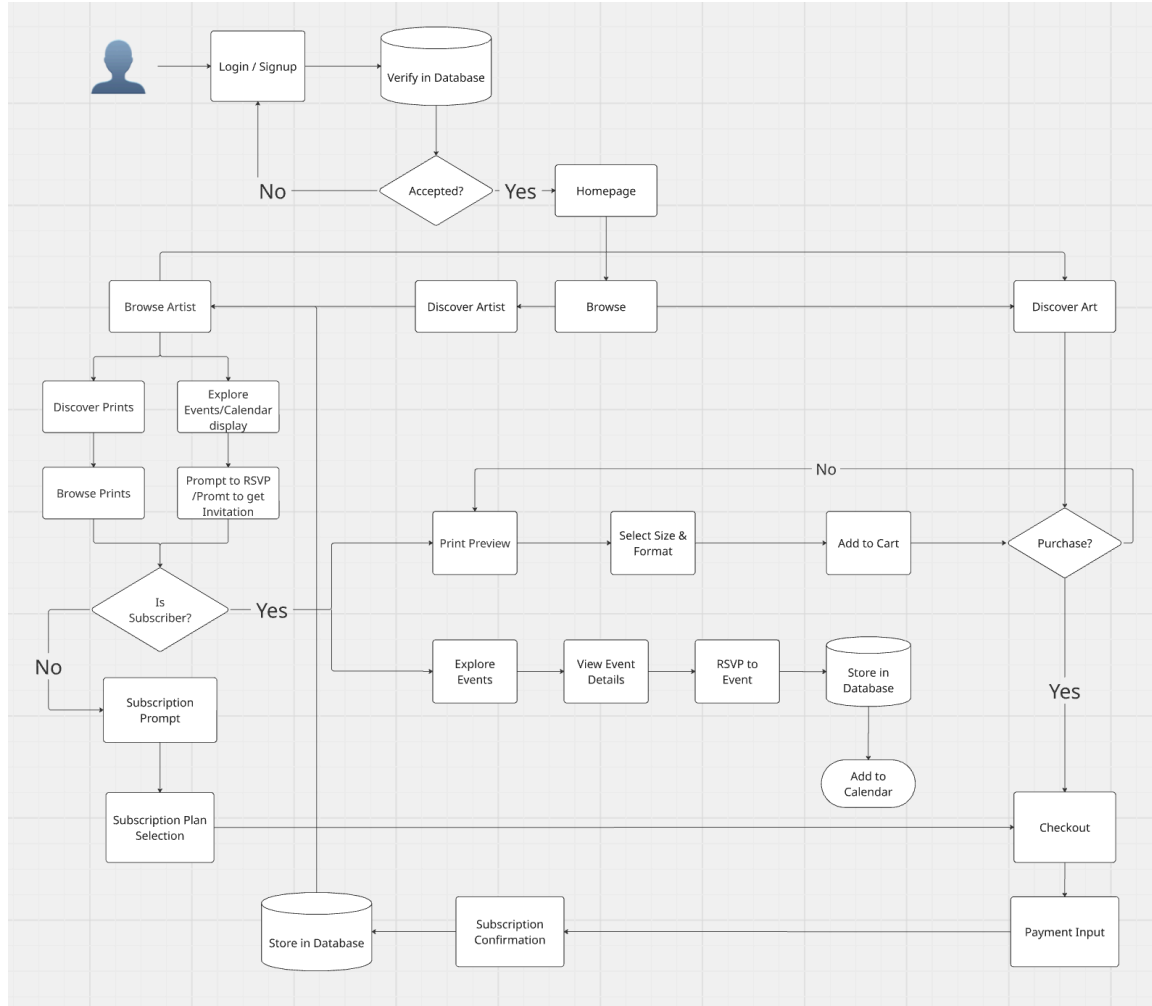
Term	Definition / Usage Guidance
See.Me Premium	The name of the new subscription tier. Always capitalize "Premium." This conveys status and access to exclusive offerings. Public-facing copy should emphasize the benefit: "Unlock exclusive access to prints, invites, and stories."
Limited Edition Prints	High-quality, signed or numbered physical prints, available in small batches. Use aspirational language such as "collector-worthy," "only for Premium members," or "limited release." Avoid using "merch" or "posters."

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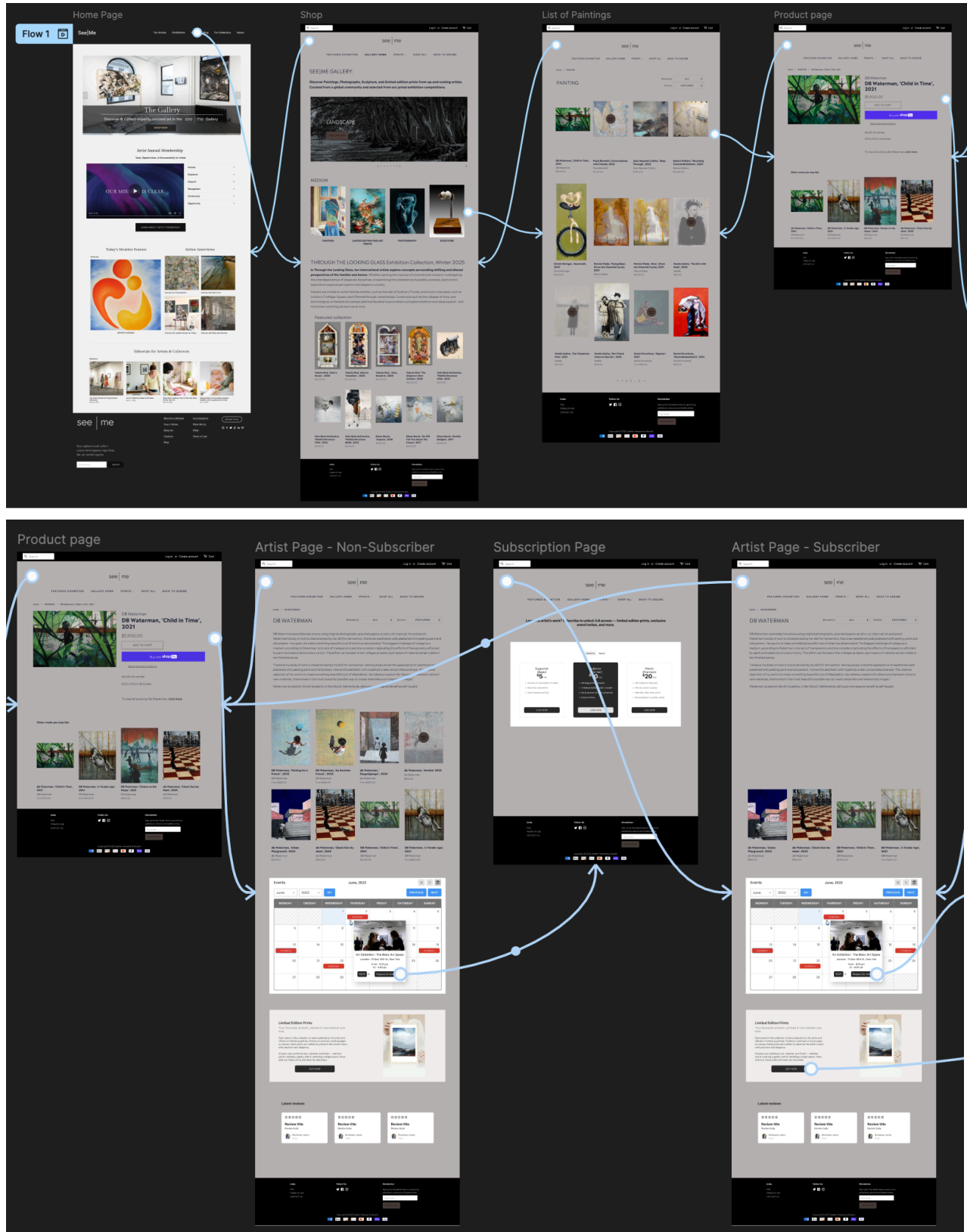|	
Premium Print Access	Shortened phrase for marketing and UI. Often paired with CTAs like "Explore Premium Prints."
Meet the Artist	The branded name for the experience of attending in-person or virtual events hosted by artists. Encompasses public exhibitions, studio visits, or private invite-only gatherings. Messaging examples: "Connect with artists beyond the canvas."
Event RSVP	Label for the user action of reserving a spot at an event. UI should use action-forward language such as "Reserve Spot" or "Claim Invite."
Favorites	The personalized list where users can save artworks or artist profiles. Use in both noun and verb forms: "Add to Favorites" / "Saved to Your Favorites." Reinforces engagement and personalization.
Print Preview	A visual feature that allows users to preview framed or contextualized views of the print before buying. Descriptive phrasing in UI might include "See It On Your Wall" or "Preview Framed View."
Early Access	The language used to describe tiered exclusivity. Premium users receive early access to prints or events. Common phrasing: "Premium members get 24-hour early access."
Artist Story / Bio	The curated storytelling section of the artist's profile. Content should feel authentic and humanizing. Copywriting tone: narrative, thoughtful, minimalist.
Limited Drop	Marketing phrase for time-boxed print releases. Useful in high-conversion environments. E.g., "This limited drop ends in 48 hours."

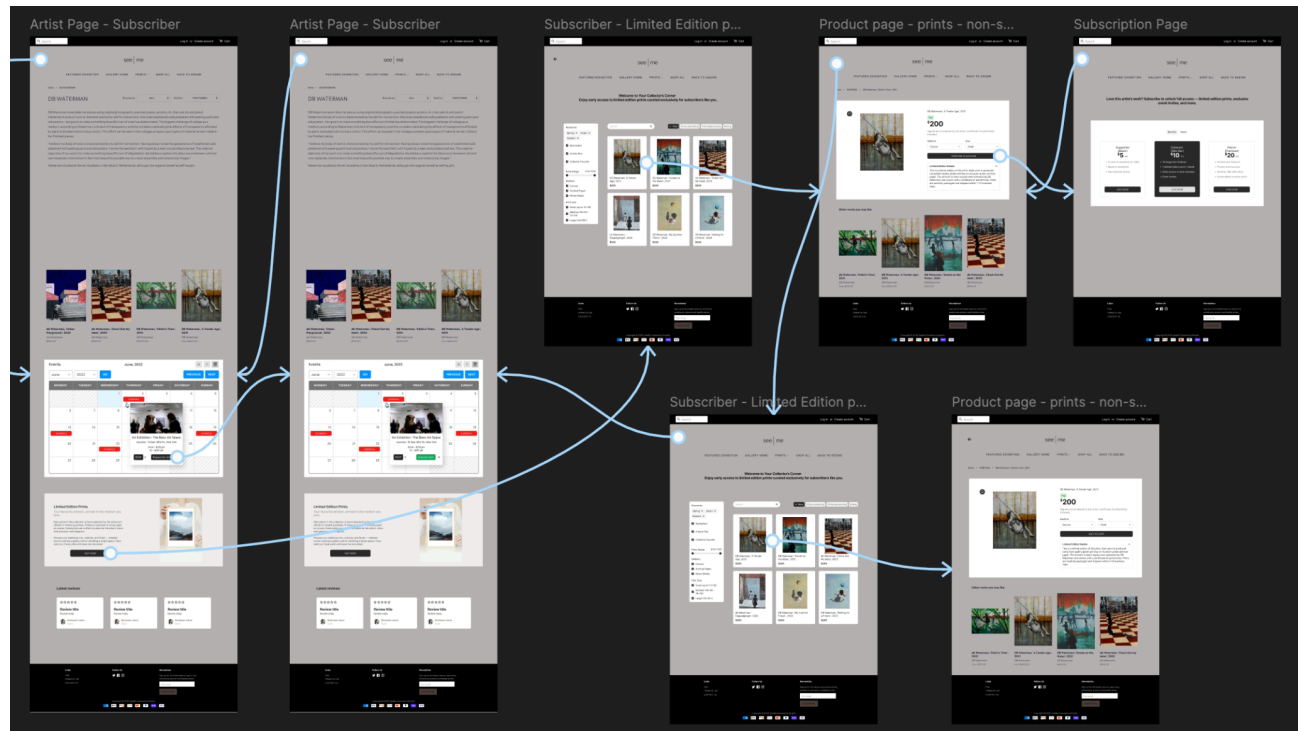*Team: Omar Elmasry, Mark Duanmu, Varshitha Gudibandi, Tvisha Modi*

Design

Basic User Flow

Prototype Display of the User Flow

Link for Prototype

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Home Page

Shop

List of Paintings

Product page

Product page

Artist Page - Non-Subscriber

Subscription Page

Artist Page - Subscriber

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Technical Specifications

The proposed customer flow builds upon the existing See|Me website structure. The base navigation — from homepage to artist profiles and product pages — remains unchanged. The enhancements are scoped around differentiating subscriber and non-subscriber experiences and integrating three new sections on the artist page:

Artist Profile Enhancements

Three new modules will be added:

- **Live Event Calendar**
  - A live calendar module displays all upcoming exhibitions for that artist.
  - Functionality:
    - Hovering on a date reveals a tooltip with:
      - Thumbnail of event artwork
      - Event title and description
      - Date, time, and location
      - Two CTA buttons:
        - RSVP: Navigates to a new *Event Details Page* (includes RSVP for free or purchase tickets)

- ○ Request Invite:
  - ■ If user is a subscriber: button turns green, action proceeds (e.g., invite sent)
  - ■ If not a subscriber: redirects to *Subscription Plans Page*
- **Limited Edition Prints Section**
  - ○ Displays available exclusive prints from the artist.
  - ○ Functionality:
    - ■ Click Buy Now → navigates to *Print Shop Page* for that artist
    - ■ On selecting a painting:
      - Opens *Product Page*
      - If subscriber: shows Add to Cart
      - If non-subscriber: shows Subscribe to Purchase, which links to subscription flow
  - ○ Product Page Requirements: Display details-print size options, pricing, edition count (e.g., 12/50), shipping info
  - ○ Only authenticated subscribers can complete checkout
- **Latest Reviews Section**
  - ○ Displays user reviews for the artist's premium offerings.
  - ○ Functionality:
    - ■ Shows all reviews left by customers who purchased prints or attended events
    - ■ If no reviews available: displays "Be the first to review this artist"

Subscription Flow

Trigger Points: Clicking *Request Invite* or *Subscribe to Purchase* as a non-subscriber

Subscription Page Details:

- Messaging: "Support this artist to access exclusive features"
- Plan tiers: Basic, Mid-Tier, Premium
- Upon subscription, user is redirected back to original context (event or print)

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Appendix

Key metrics - Low to Medium Priority

Section	Category	Metric	Purpose	Priority
Overarching	Adoption & Usage	Avg # of Features Used per User	Signals depth of engagement (e.g., prints + events)	M
	User Advocacy	# of Social Media Mentions / Referrals Tied to Prints or Events	Organic growth through shareability	L
Access to Limited Edition Prints	Feature Engagement	# of Users Adding Prints to Favorites	Indicates purchase interest and discoverability	M
	Operational Metrics	Average Time to Fulfill Orders	Helps monitor logistics and vendor efficiency	M
		Return/Refund Rate	Monitors print satisfaction and quality alignment with expectations	L
Invitations to Join the Artist at Events	Feature Awareness	Event Email Open & Click-Through Rate (CTR)	Measures effectiveness of announcements	M
	RSVP & Attendance	% of Events at Full Capacity	Indicates demand vs. supply	L
	Artist Engagement	Avg RSVP per Artist Event	Measures audience engagement across artists	M