

# Group Project

For our current semester project, we were assigned the task of designing a website for Eleni, an artist from Greece. To achieve this, we will be utilizing various research techniques, such as surveys, interviews, and personas. Additionally, we will be creating and extensively testing a prototype. Ultimately, our goal is to satisfy the client's needs and wants by delivering a finished product that meets all of their requirements. Throughout the semester, I, as a student, will be improving my research, programming, and media design skills while also learning how to effectively communicate and work in a team.

As far as communication within the team goes, we have established several guidelines to maintain harmony and work efficiently. We have mandatory group meetings every Tuesday to discuss any issues or disputes and ensure that we are on track with the project. If urgent matters arise, we communicate through WhatsApp, making ourselves available as much as possible to promptly resolve issues. In the case of any absences or tardiness, we must inform the rest of the group to prevent future conflicts.

## Research Methods

Research plays a big role when it comes to understanding the needs of the user, giving our team the possibility to discover how she thinks, feels and acts, in order for us to deliver the best product for the client.

## Interviews

An interview is a question-and-answer session with someone who is needed for information. Our goal is to use this method to the research study of our project and gather from the client as much information as possible so fulfill her needs.

Our team will ask questions which will inform us more about our client so we can get a better understanding of her style and how she wants to present her work on the website. The interviews will take place online, on teams and they will be transcribed so we can come back to them anytime.

## Survey

We use this method to collect information from different kind of groups that are possibly going to use the website, with the goal of gathering facts from current symptoms and doing evaluations or comparisons.

On the downside, the questions are not personal enough. Surveys don't allow you to follow up with questions like you would in a job interview. Polls should be used to get a general idea of user preferences, but not detailed results.

My part in the group project is mostly the talker and presenter of the group as I believe I have really good communication and presenting skills. Im also the initiator of a conversation in the group. I come up with ideas and make sure everyone has an equal chance in the group to share their thoughts.

Although our communication with the client has not been optimal, we have decided to continue with the project and not let it hinder our progress. Despite having limited information, we plan to showcase our development and intend to have more meetings with the client in the future to receive feedback.

## User study Report

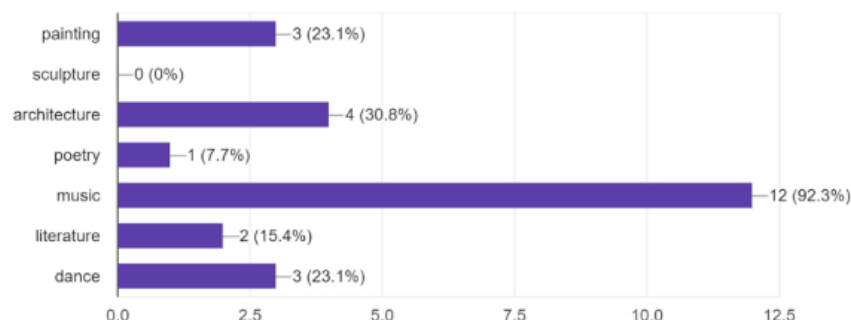
In this phase I was mostly working on the interaction with the users and the interviews. I was calling people to do our surveys and interviews. I also was part of the persona and the analyzation of the results.

### *What type of art are you interested in?*

what type of art are you interested in?

 Copy

13 responses



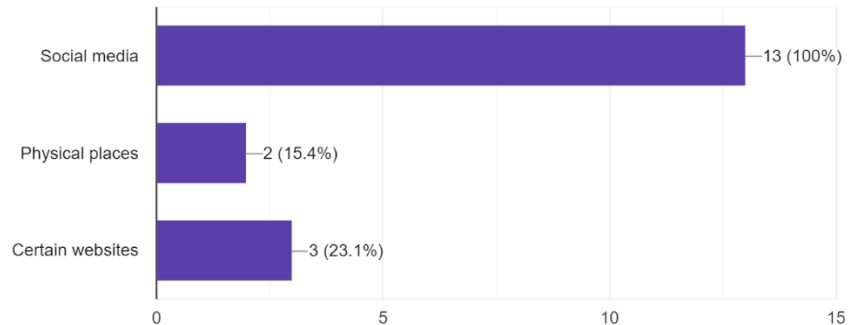
Our target group mostly describes that they are most interested in music 92.3%, which we did not expect that much. Right after that, we can see that architecture is quite present and people are really interested in this category. Moreover, painting and dance have some good results too which helps a lot in knowing even better our target audience. On the opposite side, sculpture and poetry are really lacking. With music being the most dominant, we can make a change by implementing in our project different music elements.

## How do you find this type of art?

how do you find this type of art?

 Copy

13 responses



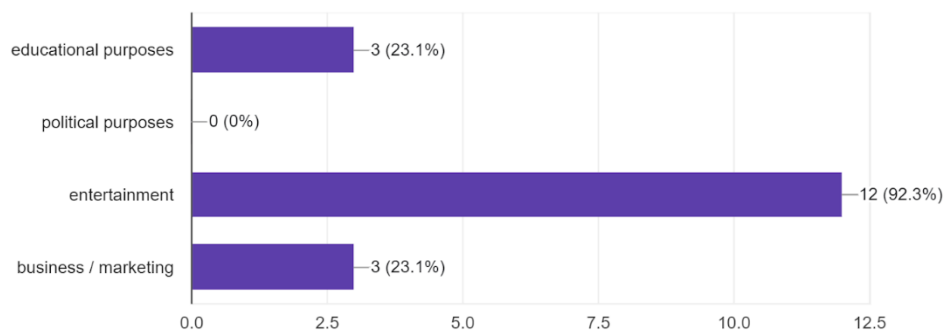
*When confronted with this question, the answer seemed to be social media. As shown, our expectations were correct. This reinforces the fact that most people would use the online world for their interests in life. The choice of certain websites has also a medium-high rate of 23.1% in comparison with physical places at 15.4%. We are more than satisfied with these results for the fact that we are going to build a website that contains art in it.*

## What is it intended for?

what is it intended for?

 Copy

13 responses



*Based on these results, our target audience said that their favorite type of art is intended mostly for entertainment 92.3%, followed by educational purposes with 23.1%, which may include art being presented in schools and universities and also business/marketing. The last on this list would be political purposes with 0%, which also confirmed our expectations.*

# Interview Transcript #2

**Interviewer:** Mees Heijnsdijk

**Interviewee:** Justin

Mees: What type of art are you interested in?

Justin: I really like digital art and graphic design.

Mees: Where do you search for this art?

Justin: I basically search for art on for example Instagram, Pinterest, just mostly on social media.

Mees: How do you consume art?

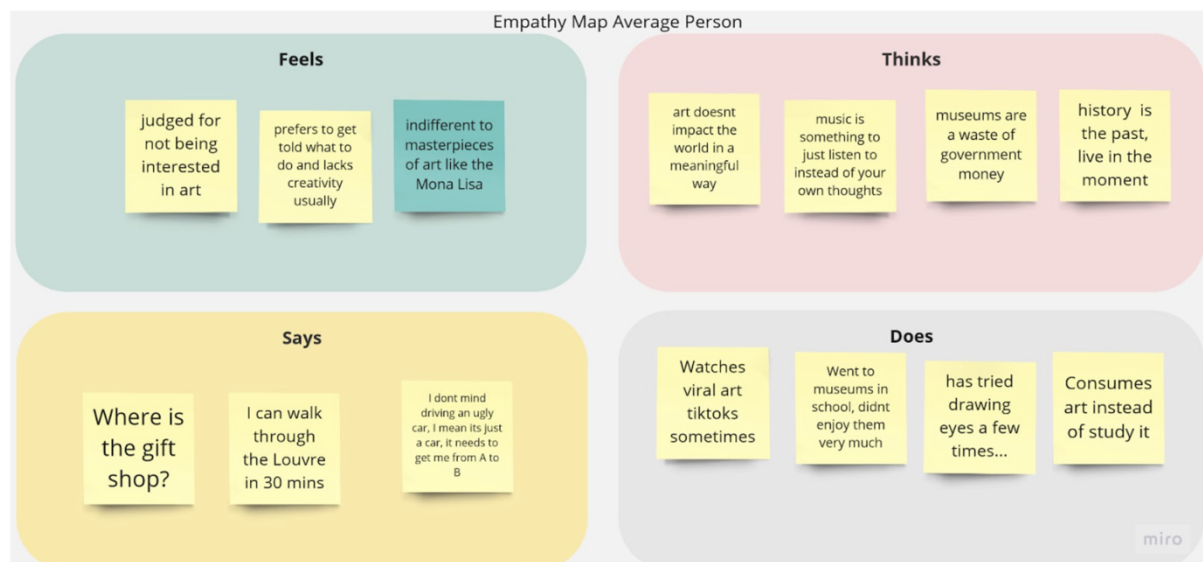
Justin: I search for new things like for example new effects. And then try to recreate it with maybe a tutorial.

Mees: And do you ever go to a museum to consume art?

Justin: No, I never visit museums.

Mees: What emotions would you like to feel when you look at or experience art?

Justin: I think something like excitement. You like how something looks and how they made it.



## Empathy Map Art Enthusiasts

### Feels

pressured by AI art

like they know a lot about the world (don't like to be lectured)

affected a lot by external opinions

### Thinks

Art is a way to access a persons inner soul and deepest thoughts

Art is more important than consumerism, politics and everything superficial

a website portraying a gallery of art and philosophy would be amazing

deep knowledge about art will help in many other professional aspects

### Says

philosophy, art and history are intrinsically linked together

Museums and exhibitions should become more mainstream

Don't destroy, create

### Does

Goes out of their way to find out more about art from various sources

Discuss art and use art forums like DeviantArt

Looks for philosophical meaning in the art of their favorite artists

Creates their own art which is inspired by other artists

miro

NAME

Yolanda Cortés

TYPE

Idealist



### Bio

Yolanda Cortés is a 27-year-old artist, primary teacher, and researcher who uses art to encourage critical thinking and creativity in her students. With a background in art education and social practice, Yolanda is passionate about exploring the relationship between art, culture, and society to inspire social change.

### Goals

- To create art that inspires people and encourages them to think about how important social connections are in today's society.
- To discover new ideas for her own artistic practice and research.
- To utilize art as a tool for education and learning, especially for children.

### Demographic

♀ Female 27 years

📍 Spain

### Quote

“ I truly enjoy art, it allows me to escape from the real world in a way. ”

### Wants and needs

- Wants to make a positive impact on her community.
- Wants to use unique approaches to art that stands out from the crowd.
- Needs educational resources that she can use in her work as a primary school teacher and researcher.
- Needs art to be visually pleasing to stay interested.

### Frustrations

- Having difficulty in finding art that speaks to her interests.
- Feeling overwhelmed by the fast-paced, technology-driven world and desiring a slower, more intentional way of living.
- Feeling like people only want to consume art for entertainment purposes rather than engage in deeper conversations.

UXPRESSIA

This persona was built in uxpressia.com