



THE ART



PROJECT OVERVIEW

The product

A responsive website and mobile app that would give buyers a superior user experience while purchasing a piece of art (paintings) in the online art market ecosystem.

Team

Emily Leibowitz, Rhonda Eltobgi, Sonoka Fanwar, Soubam Priyananda, Alexis Ang

Role

UX/UI Designer

Project duration

3 Weeks

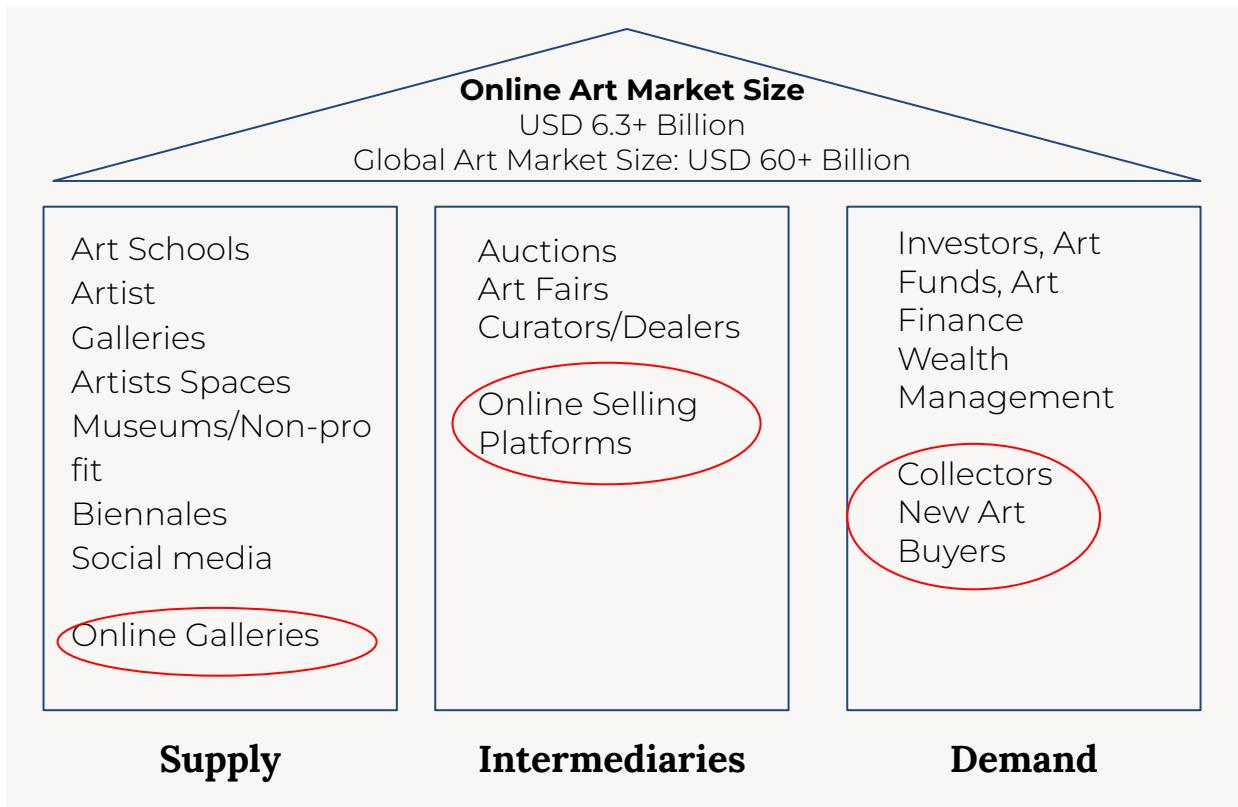
Problem

When purchasing art online, buyers have various concerns, including the lack of physical inspection, uncertainty about the physical condition of the artwork, uncertainty about how it will look in their space, the authenticity of the artwork, the transparency of pricing, and logistics.

Solution

Our website and app would provide buyers with a realistic experience and detailed information that evokes emotions and motivates them to consider and lead to the purchase.

UNDERSTANDING THE ART MARKET ECOSYSTEM



Data source: Statista 2022 and ArtTactic

PROBLEM HYPOTHESIS (ONLINE)

Emerging Artists SUPPLY

1. Lack of exposure
2. Lack of promotion
3. Inconsistent sales
4. Finding buyers

*Assuming the quality of the artworks are of high standard.

Galleries/Online Platform SUPPLY/INTERMEDIARIES

1. High cost of operations
2. Finding new clients
3. Social media platform that connects artists and buyers directly

New Buyers BUYERS

1. Lack of physical inspection
2. Physical condition of the artwork
3. Unsure about how it will look in buyer's space
4. Authenticity
5. Transparency of pricing
6. Logistics

A function of **marketing and advertising**. The **demand** and **supply** mismatched.

Operational efficiency, as well as **business** and **marketing strategy**.

With **UX and UI design**, along with relevant information.

USER RESEARCH PLAN

Research Objectives for Artists

- To identify their pain points in their art practices and commercial process
- To determine the challenges faced by them in general

Research Objectives for Buyers

- Map out the buying behavior of Art buyers
- Determine concerns/problems
- Understand the process of art buying

Methodology:

Primary, Qualitative and Quantitative

Mode of Research:

Online one-on-one interview with structured questionnaire

Sample Size:

Four (Artists) + Four (Buyers)

COMPETITIVE ANALYSIS

	Membership For Purchase	Personalized Search	Quality Control	Shopping Assistance	Augmented Reality
The Art Project	Not Required	Available	Guaranteed	Available	Available
Amazon Art	Not Required	Limited	Unclear	Limited	Not Available
Masterworks.io	Required	N/A	Guaranteed	N/A	N/A
Shopify	Required	Variable	Not Guaranteed	Limited	Variable
Singulart	Not Required	Available	Guaranteed	Available	Not Available
Artsy	Required	Limited	Unclear	Limited	Limited
SaatchiArt	Not Required	Available	Guaranteed	Available	Not Available
Artnet	Required	Not Available	Unclear	Not Available	Not Available
Artspace	Not Required	Limited	Guaranteed	Not Available	Limited

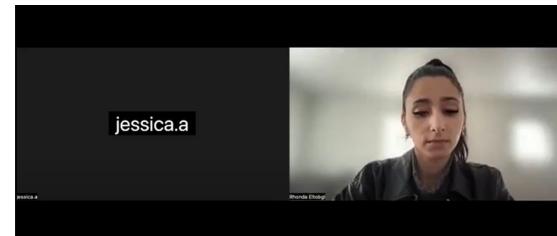
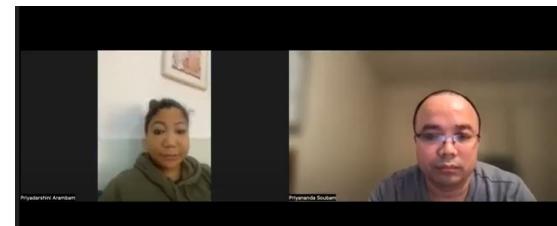
INTERVIEWS

Primary User: Buyer

Secondary User: Artist

Convenience Sampling

Open ended qualitative questions
about the buying experience and
output process of ecommerce websites
to understand user motivation & needs.



INTERVIEW RESULTS

PERSONALIZATION

"I try to see vibrant, colors. I always loved color. And I try to look those in the paintings and a reflections of myself."

Priyadarshini
Buyer

CONVENIENCE

"I wish there was a way they could take it home and like test it or something, because just because it looks good staged doesn't mean it'll look good in their home ..."

Katherine
Artist

QUALITY

"The biggest challenge would be deciding if the item is worth the money. The deciding factor will depend on quality"

Henry
Buyer



CARRY WEISER M.D.

Age	33
Location	Los Angeles, CA
Income	\$250,000
Occupation	Pediatrician

GOALS

- Buy unique art pieces to give personalized character to her home
- Purchase art online seamlessly without have to go to a Gallery due to her busy schedule.
- Discover and support new artists

PAIN POINTS

- Lack of time to visit many galleries
- Unsure of texture and color while buying online
- Unable to visualize how the art piece it will look in her space
- Sometimes, many options is confusing
- Unable to find good art with right price

PERSONALITY

Creative	Optimistic
Friendly	Dedicated
Shy	Reliable

FREQUENTLY USED APPS



MOTIVATIONS



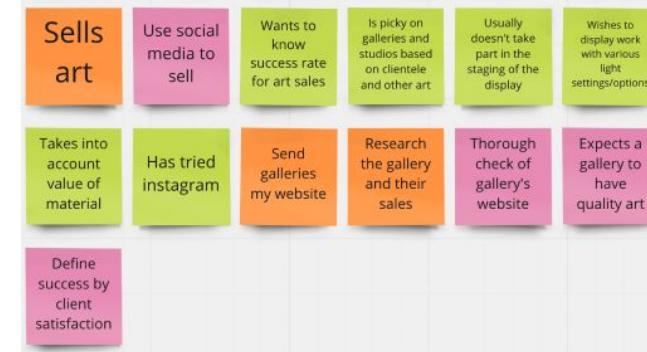
ABOUT CARRY

Carry is a Pediatric Hospitalist at Children's Hospital Los Angeles. She is single, successful and is a newly recent home owner.

With her new space, she wants to use her disposable income to invest in timeless pieces for personalized decor.

In her free time she likes to relax at home with a bottle of wine, occasionally hosting a few friends for dinner.

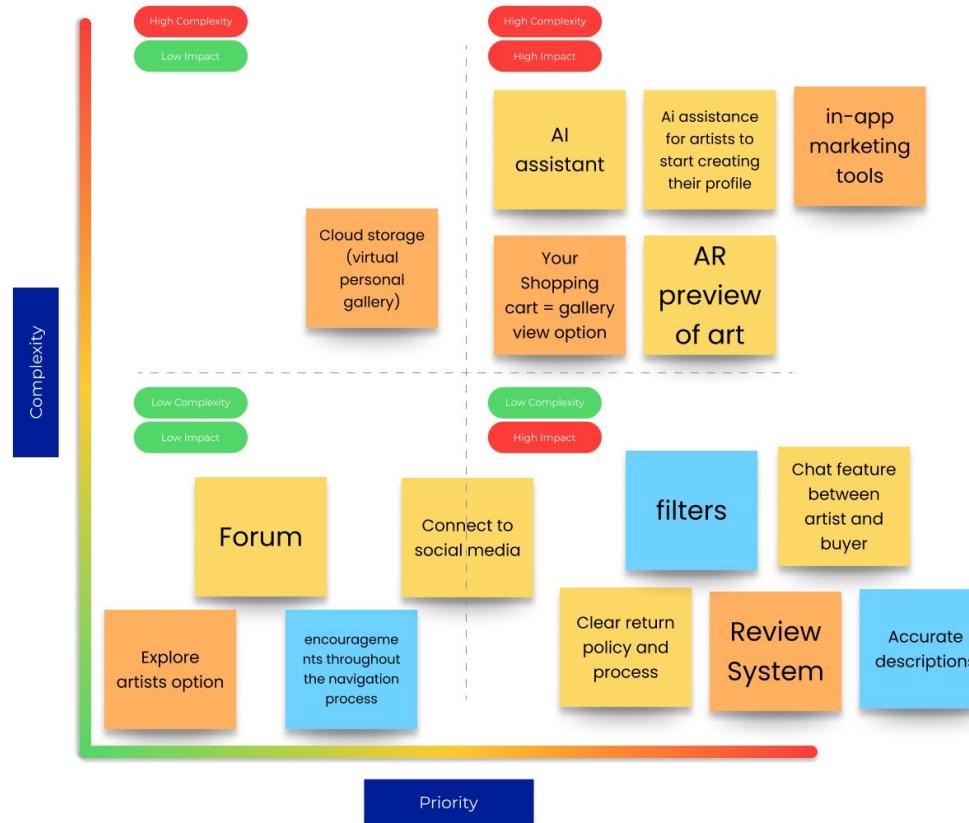
AFFINITY DIAGRAM: ARTISTS SELLING THEIR WORK



AFFINITY DIAGRAM: ART BUYERS AND THEIR PROCESS



Prioritization Matrix



USER INSIGHT + PROBLEM STATEMENT

User Insight

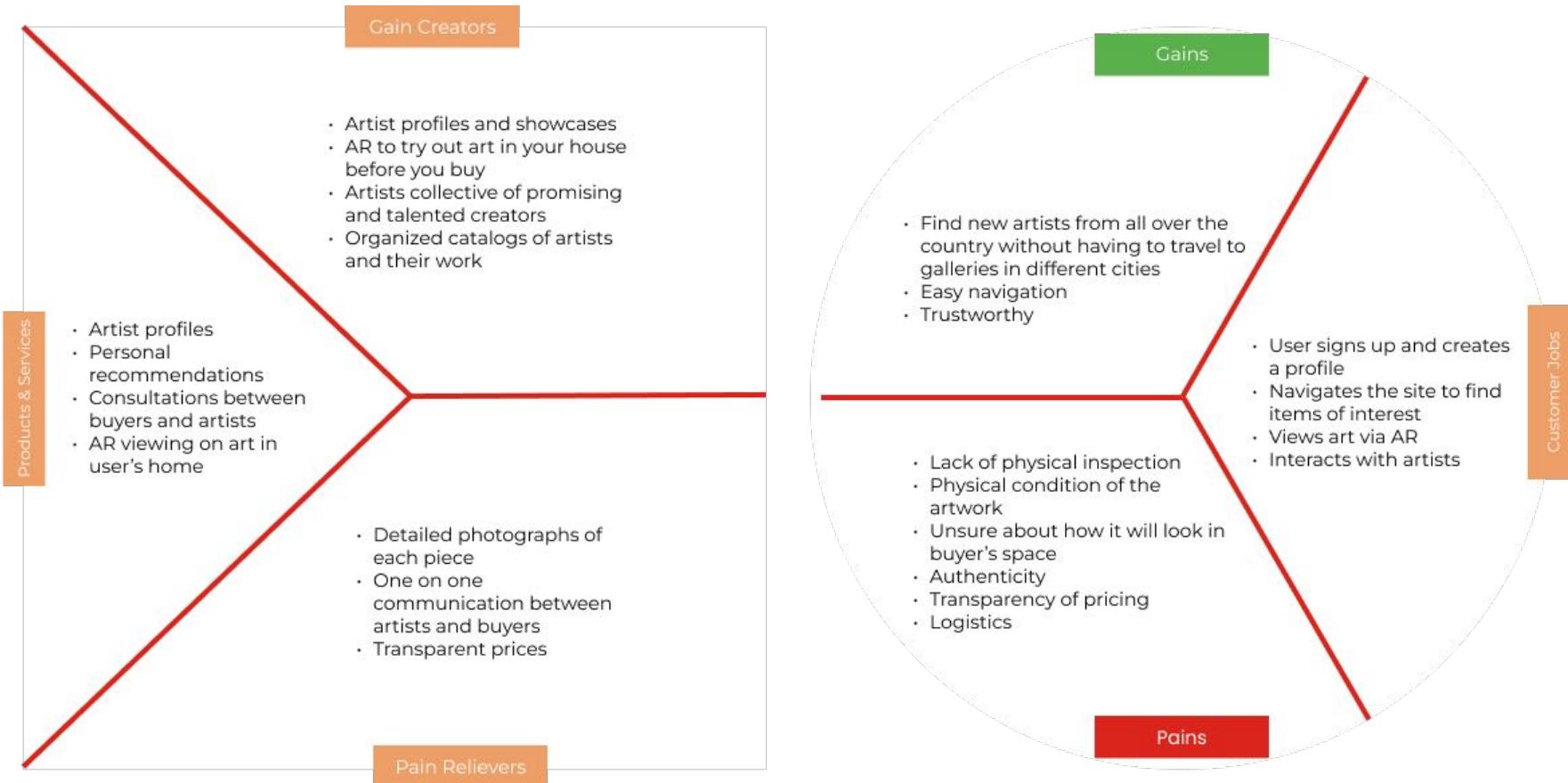
Art buyers looking to find new pieces online need an easy way to browse a trusted gallery and feel confident about the accuracy of their purchases.

Problem Statement

We have observed that many art buyers who are seeking to purchase new art pieces online feel uncertain about the physical details of the pieces and how the piece will appear in their home.

How might we curate a more realistic experience and boost buyer morale when purchasing art online?

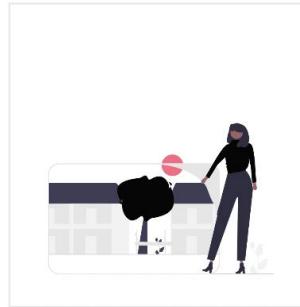
VALUE PROPOSITION



STORYBOARD

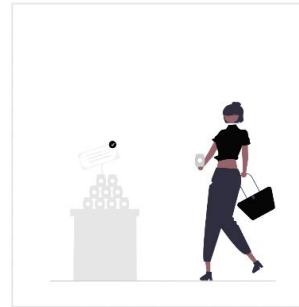
[Miro Link](#)

Carry's new home



Carry just bought her very first house and is in the market for some new art.

Carry goes shopping



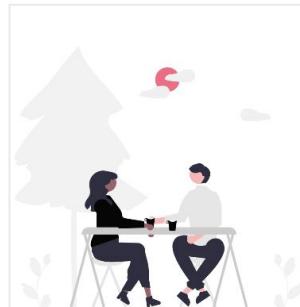
Carry decides that she is going to visit some of her local home decor stores to find some artwork for her living room.

Carry is disappointed



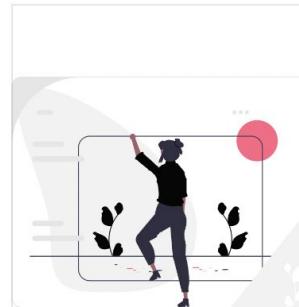
She finds herself disappointed because she is unable to find anything that is her taste.

Carry vents his frustrations



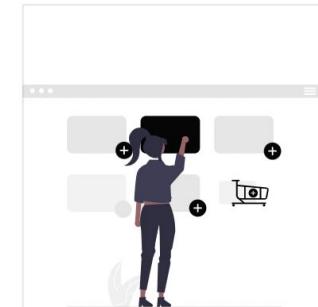
Carry vents her frustrations over coffee with her friend who is a fellow art lover. She explains that she hasn't found any art that fits her esthetic. He explains that there is a website called "The Art Project" where she can search for exactly what she's looking for and that all of the artists are verified and the condition of the art is stated.

Researching "The Art Project..."



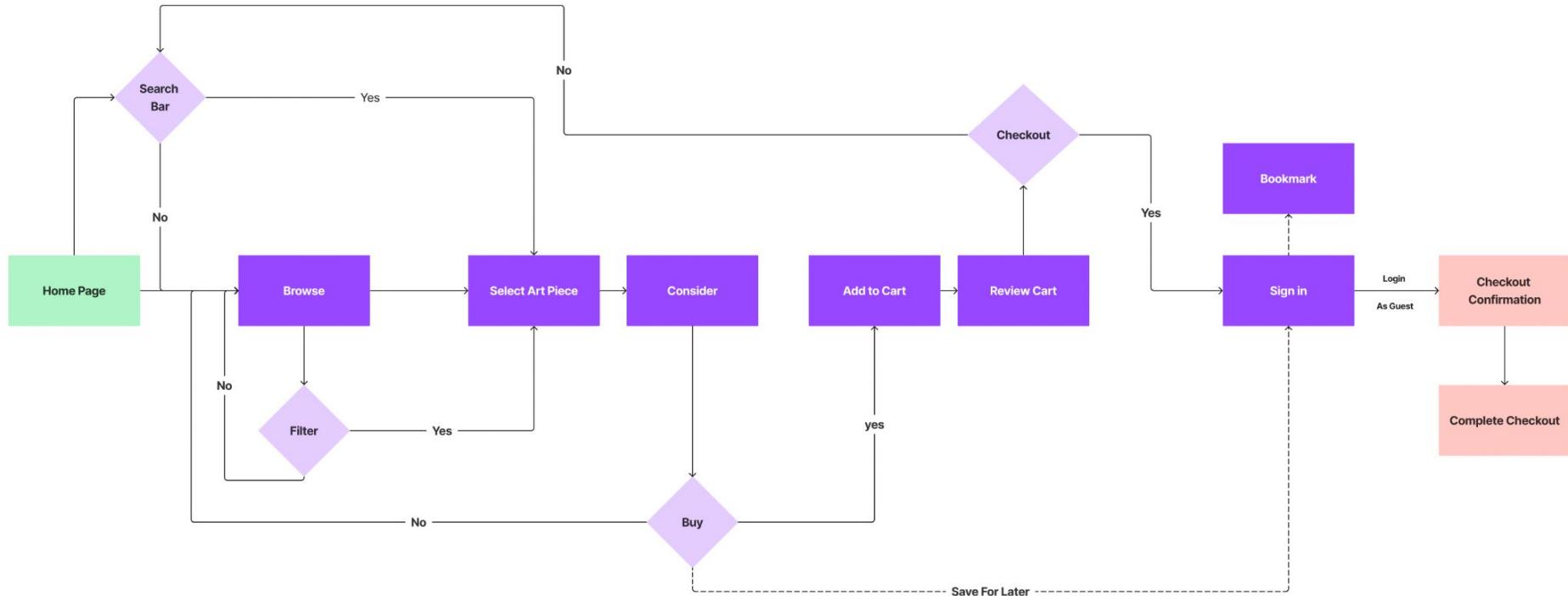
Carry went home that evening and began looking through the website. She loved that she was able to view information on the artwork such as the dimensions and condition of the art.

Carry buys art



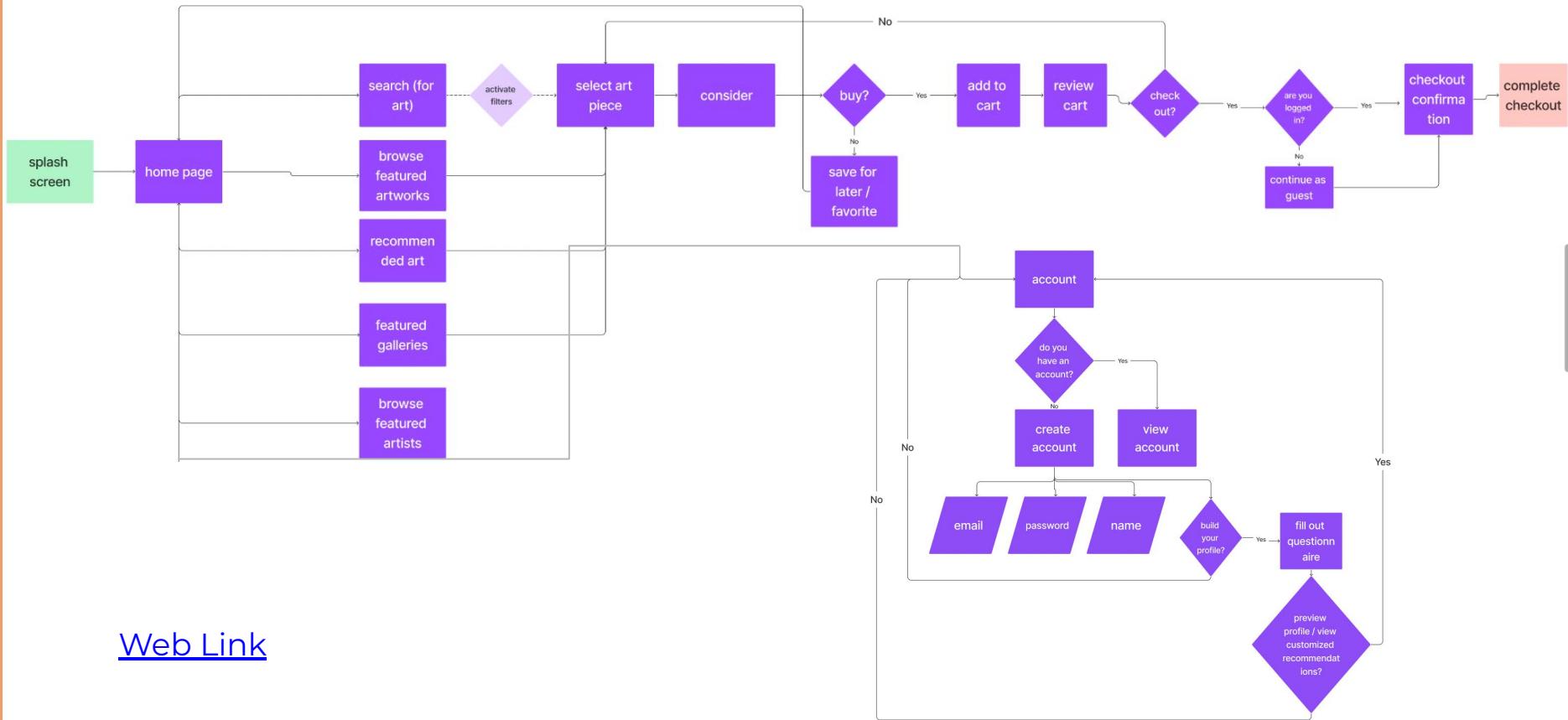
Carry found two paintings that she loved and was able to view the artwork in her home using the augmented reality feature. She decided both pieces looked great and she purchased both items.

WEBSITE USER FLOW



[Miro Link](#)

MOBILE APP USER FLOW



USER FLOW DIFFERENCES WEB VS MOBILE

Mobile

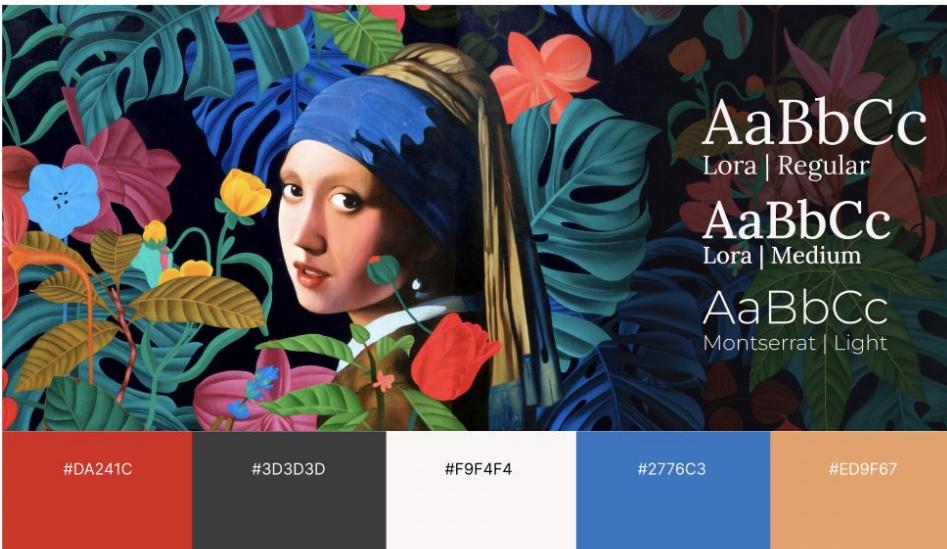
- User begins with Splash Screen and is then prompted to Sign Up or Log In
- User can take quiz to help find painting catered to their needs during onboarding process
- User lands on homepage and views by clicking “Browse Art”
- User must click “View Listing” to view the desired art
- User uses mobile camera for AR feature

Website

- User comes to homepage and receives a pop-up with an AI assistant offering help if needed
- User can click on “Browse Art” from the hero section
- User can click on artwork to view desired art
- User must upload a photo of their space from their computer to use AR feature
- User can stay updated by signing up with email at the bottom of the homepage

UI STYLE GUIDE

THE ART PROJECT

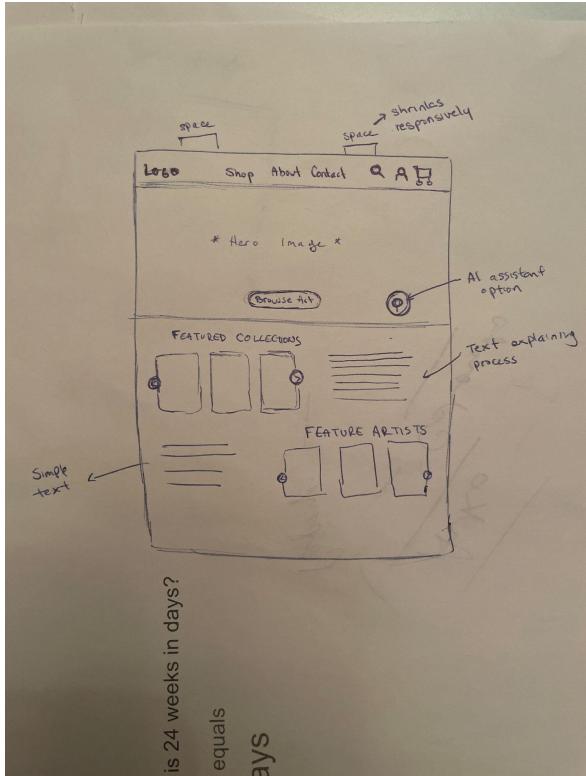


We decided to go with a vibrant and balanced color theme to evoke the emotions of our targeted audience.

For the heading, we are using the typeface 'Lora', a well-balanced contemporary serif with roots in calligraphy to give an artistic touch. For the body copy, we are using 'Montserrat' to offer a simple and clean-looking text for better legibility.

[Figma Link](#)

WEBSITE SKETCHES (LO-FI)



The screenshots illustrate the evolution of a website's visual design and content structure, moving from a basic wireframe to a fully developed, responsive design.

WEBSITE MID/HIGH-FI

THE ART PROJECT

ARTWORK ARTIST ABOUT CONTACT

DISCOVER THE HIDDEN GEMS OF THE ARTWORLD

Find the perfect addition to your collection with our selection of top works from emerging artists.

Browse Art

Featured Collections

ABOUT OUR FEATURED COLLECTIONS

Curated selection of contemporary works from some of the most exciting artists

THE ART PROJECT

ARTWORK ARTIST ABOUT CONTACT

HomeArtworks

Buy by Category

Price Style Medium Color Artists

THE ART PROJECT

ARTWORK ARTIST ABOUT CONTACT

HomeArtworksFeatured Collections

Featured Collection

We take great pride in offering a carefully curated selection of high-quality art that is sure to meet your visual taste. We understand that art is a deeply personal and subjective experience, and that each individual has their own unique preferences and tastes when it comes to what they consider beautiful. That's why we offer a wide range of artwork pieces that is both diverse and inclusive, featuring a range of styles, mediums, and genres to cater to a wide variety of visual tastes and preferences.

THE ART PROJECT

ARTWORK ARTIST ABOUT CONTACT

HomeArtists

Our Artists

At our platform, we take great care in selecting the artists and artworks that we feature. We have established strict selection criteria that ensures that only the highest quality artworks are showcased on our platform. We only feature original artworks, which are carefully selected for quality and originality, ensuring that our visitors are able to explore and appreciate some of the most talented and innovative works of art from around the world.

Prittan

Chloe

Marcel

Chloe is a talented artist who draws inspiration from the world of art. With a passion for creativity and a deep appreciation for the beauty of the world, Chloe creates works that are both visually stunning and thought provoking.

Marcel's artistic journey began with printmaking, but has since expanded to include drawing, painting, sculpture, and installations. His work often uses language that effectively communicates contemporary issues and social causes to the viewer.

THE ART PROJECT

ARTWORK ARTIST ABOUT CONTACT

HomeArtworksFrida Kahlo

Name of Painting

Original Prints

Frida Kahlo
Drip

Painting Type: Acrylic on Canvas
Dimensions: 54 x 54
Frame: Not Framed
Condition: Standard
Shipping Type: Standard

\$3,500 Place in Cart

THE ART PROJECT

ARTWORK ARTIST ABOUT CONTACT

HomeArtworksYour Spaces

Preview Your Art

YOUR SPACES

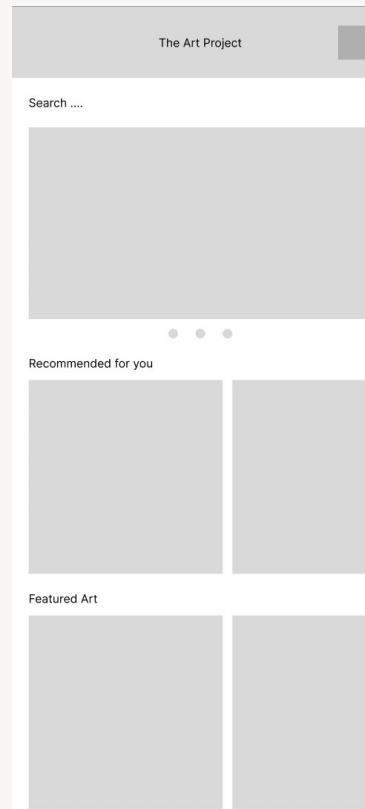
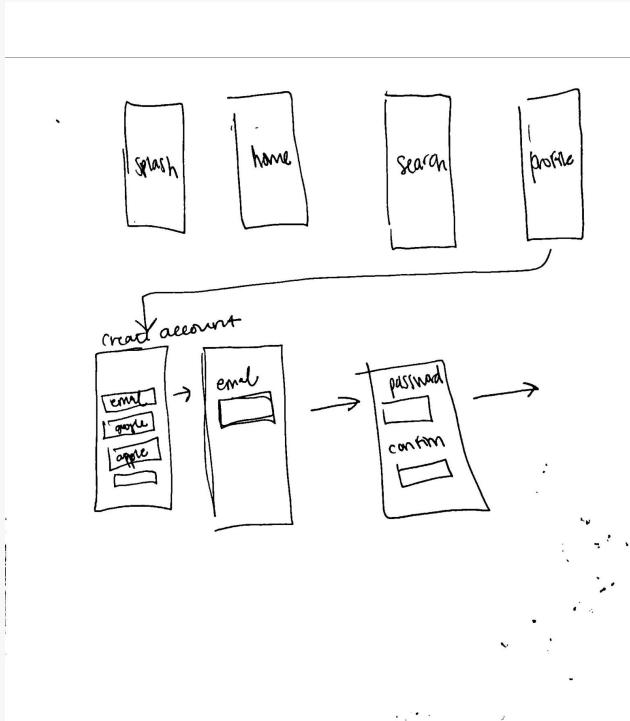
YOUR SAVED

SELECT, THEN DRAG & DROP

ADJUSTMENTS

Browse Art

MOBILE SKETCHES (LO-FI)



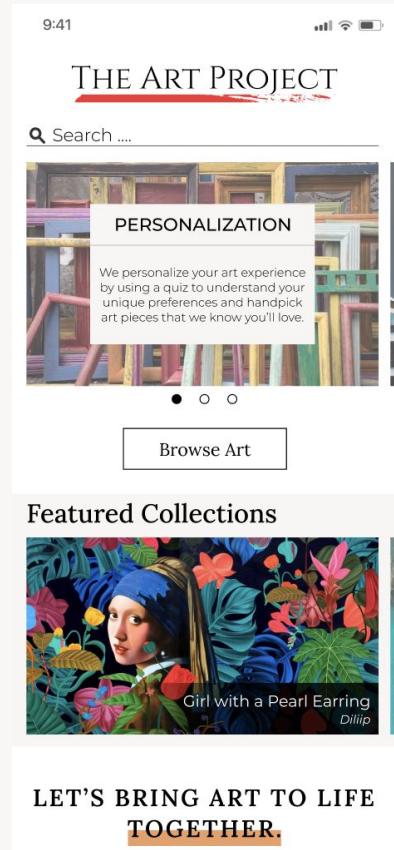
MOBILE APP MID/HIGH-FI



DISCOVER THE BEST-KEPT SECRETS OF THE ARTWORLD

Find the perfect addition to your collection with our selection of top works from emerging artists.

[Sign up](#) [Log in](#)



9:41

THE ART PROJECT

Search

PERSONALIZATION

We personalize your art experience by using a quiz to understand your unique preferences and handpick art pieces that we know you'll love.

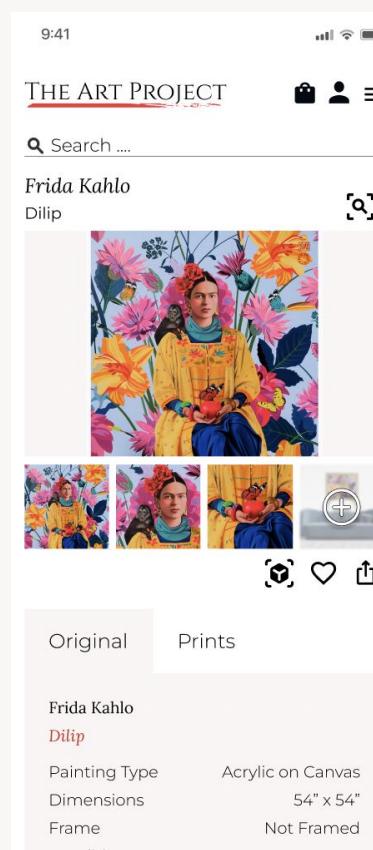
Browse Art

Featured Collections



Girl with a Pearl Earring
Dillip

LET'S BRING ART TO LIFE TOGETHER.



9:41

THE ART PROJECT

Search

Frida Kahlo
Dilip



Original Prints

Frida Kahlo
Dilip

Painting Type	Acrylic on Canvas
Dimensions	54" x 54"
Frame	Not Framed
Condition	Great



USER TESTS

Goal/Objective

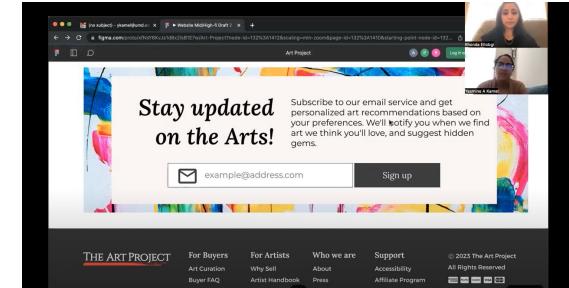
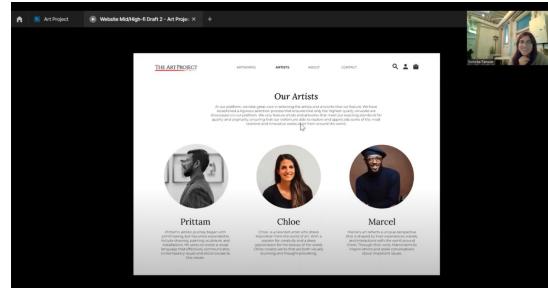
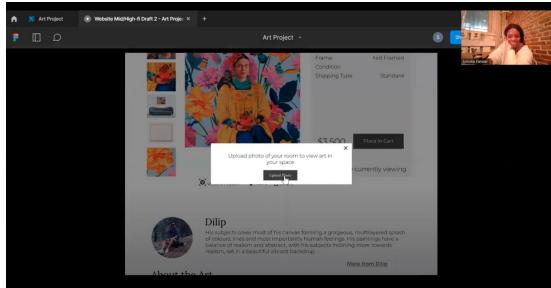
Is The Art Project user friendly and intuitive for buyers?

Process

Seven user tests conducted in total.

Research Questions

- Task 1:** How easy is it for users to reach the “featured artists” page?
- Task 2:** Do users think the AR feature is useful and convenient?
- Task 3:** Is the checkout process encouraging?



Tasks

1. Navigate to the “featured artists” page.
2. View “Frida Kahlo” art piece using AR feature.
3. Purchase “Frida Kahlo” art piece.

100% success rate on all tasks

KEY INSIGHTS (MOBILE V. WEBSITE)

Notable Observations from Website Prototype

- Suggestion to differentiate between “featured artists” and existing artists on platform.
- Desire to highlight AR feature more, whether through an instructional video or a pop up, as incentivized the user to buy more pieces.
- Create responsive sizing for pages/popups.
- Desire for breadcrumbs in checkout process to return to previous steps.
- Desire for additional details in checkout page.

Notable Observations from Mobile Prototype

- Slight delay in finding “featured artists” section.
- Desire to include pop up to highlight the AR feature.
- Create more visible controls in AR window.
- Desire for slightly larger navigation buttons in checkout page.
- Desire to keep all details in checkout page on one screen to prevent scrolling.

ITERATIONS AND PROTOTYPES

Iterations made in web version:

- Removal of pop up from home page
- Slight change in wording on pages (i.e. "Artworks" to "Artwork")
- Separate Artists and Featured Artists pages
- Addition of breadcrumb navigation

web prototype

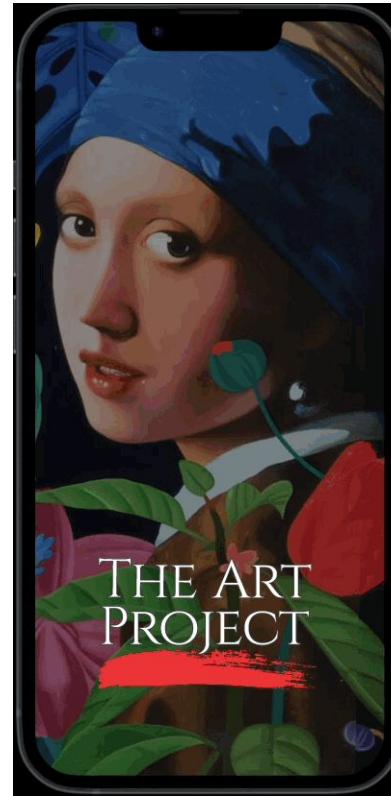
The screenshot shows the homepage of The Art Project. At the top, there is a navigation bar with links for ARTWORK, ARTIST, ABOUT, and CONTACT, along with a search icon and user profile icons. The main feature is a large image of the painting 'Girl with a Pearl Earring' integrated into a lush, tropical jungle scene. To the right of the painting, the text 'DISCOVER THE HIDDEN GEMS OF THE ARTWORLD' is displayed. A prominent yellow pop-up window in the bottom right corner introduces 'Samira, your art expert and personal assistant'. Below the painting, there is a section titled 'Featured Collections' with three smaller images of artworks. To the right of this, a sidebar offers a 'Curated selection of contemporary works from some of the most exciting artists'.

ITERATIONS AND PROTOTYPES

Iterations made in mobile version:

- Clickable Featured Collections and Featured Artists headings
- Slight change in wording on pages (i.e. “Artworks” to “Artwork”)
- Separate Artists and Featured Artists pages
- Color change in AR navigation
- Bottom nav bar
- Pop up window to highlight AR feature

[mobile prototype](#)



FINAL THOUGHTS

The final project was a unique experience where we got to work collaboratively as a team to bounce ideas off each other and share resources as well as work independently as we created two different layouts for our prototypes.

Moving Forward

- Develop more features for a comprehensive experience for ALL users
- Create responsive breakpoints for tablet and mobile
- Implement additional features for user
 - Virtual gallery
 - Design process for artist persona
 - Forums
 - Reviews
 - Chat feature

THANK YOU

