User Group - Digital Artists

* Identifying user needs method
  + Identified needs of artists through an online data scraping tool
  + Looked at relevant information from the past few months using key search terms “NFT” and “art theft”
  + Data scraping tool looked at social media post
    - No formal studies/survey data because of newness of topic
  + Looked at top posts, top users to glean general summary of needs/complaints with this technology
* User groups
  + https://www.scirp.org/journal/paperinformation.aspx?paperid=110725
  + Digital artists
  + Increasing number of artists working digitally and increasing popularity of their work
  + Demographics/Characteristics
    - Most mentions happening in US, UK, Canada and India (overwhelmingly US)
* Needs/conclusions about users
  + Biggest issue is counterfeit NFTs of their works and licensing of their product without their knowledge
  + @NFt Thefts largest detractor
    - Art plagiarized on NFT Marketpalces
      * Marketplaces like OpenSea do not do enough to verify sellers
  + NFTs have a net negative sentiment on social media platforms
  + Copyright laws dont exist for NFTs
  + Positives:
    - NFTs show ownership
    - Allows artists to establish royalties (can make money on each transaction)
    - Smooth transactions of digital collectibles

<https://www.lisaglanz.com/blog/passive-income-advice-selling-art-digital-products/>

<https://www.theverge.com/22905295/counterfeit-nft-artist-ripoffs-opensea-deviantart>