

NEEDFINDING

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Studio: Arts & Culture

OUR TEAM



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Problem domain: exploring the relationship between one's personal network and artistic tastes

OVERVIEW

01

NEEDFINDING
METHODOLOGY

02

INTERVIEW
RESULTS

03

ANALYSIS

04

SUMMARY



01

NEEDFINDING METHODOLOGY





Interview
Guide



Interviews



Empathy
Maps



Analysis



Brainstorm

Our Interviewees:



Marco



Nadin



Kawena



Justin



Michelle



Jerry



Polina



Junryl



Marisa

Picking our Interviewees:

Age Diversity



Gender Diversity



Occupational Diversity



Background Diversity



Extreme Users



Average Users



What we Asked:

Can you tell me about content you love that is a guilty pleasure?

Do you keep track of art you love? Do you use social media to share music? Why or why not?
How?

What is the biggest barrier you face in sharing your content? What art moves you? Why?

You want to find a new podcast. Where do you look?

How would you invite someone into your culture using art?

Tell me about a time you got a recommendation. How did you feel?

And of course . . . **pulling threads
and following up on emotions
and stories!**



02

INTERVIEW RESULTS



MARCO



- Mortgage underwriter and pro-wrestler
- “Knows Spotify better than his email”
- Active in the LGBT community
- East Bay native

User Type:



MARCO



“In real life, that’s who you are going to see on social media. There is not really a differentiation between Marco and Marco-Mania [wrestling name].”

User Type:



JERRY



- Teaches computer science at Stanford
- Foodie, musician, news junkie, and traveller
- Most passionate about music and piano, especially classical music

User Type:



JERRY



“I like the idea of supporting the arts and I able to trust this particular effort because of my friend.”

“I’m not trying to be condescending, it’s just time consuming to go through [donation] emails from people you don’t know.”

User Type:



JUSTIN



- Process engineer at Ancon industrial services
- Doesn't consider himself an artist
- Enjoys being introduced to art by friends, doesn't seek it on his own
- Consumer

User Type:



JUSTIN



"But the things I find more meaningful for sure... It's definitely within those peer groups... I don't know if it's like a weird trusting or they just know what I like."

User Type:



KAWENA



- Case manager at Waikiki Health in Oahu
- Hula dancer
- Former president of Kaorihiva (Stanford's polynesian dance group)
- Japanese/Hawaiian

User Type:



KAWENA



“For us, arts isn’t a way for us to show what we know, but to preserve it and also share it with you and each other.”

“A big part of [the disconnect] is the playing up of stereotypes”

User Type:



MARISA



- Senior at Stanford University
- Competitive Hula Dancer
- Filipino/Chinese
- Current president of Kaorihiva
- Creator and Consumer

User Type:



MARISA



"I try to give as much context as possible in a way that is still accessible because to dance in isolation, without the cultural context is kind of disrespecting the cultural context for me."

User Type:



POLINA



- Olympic figure skater
- Podcast host for Bleav Network
- Artist with a “mindset of iron”
- Fiction fanatic, music lover
- Creator and consumer

User Type:



POLINA



"commentators are borderline
disrespectful a lot of the time"

"you talk to a reporter, and they pick
what they want to frame you as"

User Type:



NADIN



- Enjoys spices and flavors and experiencing new cultures
- Has a deep appreciation for theater
- Elderly (over 70)

User Type:



NADIN



“The ‘umami’ of plays is the context...
where are you, who are you with?”

“

User Type:



MICHELLE



- Art student at WashU
- Architecture & interior design buff, MICHELLEV leather goods
- Pinterest is her artistic inspiration archive
- Creator and consumer

User Type:



MICHELLE



"I think arts very personal. So I think that when people are sharing that with you or like recommending you music or art or whatever, like you get to know them a little better, which is awesome."

User Type:



JUNRYL



- Create hair colorist based in SF
- Moved to LA to become a singer/songwriter
- Struggles to gain a following for his singing
- Creator and consumer

User Type:



JUNRYL



“It's funny because as a musician, I should be listening to a lot of music but I'm very bad at listening to music.”

“People want instant gratification, because you're just moving so fast. I feel like even if a video [on Instagram] is 40 seconds, that's too long.”

User Type:





03

ANALYSIS



JERRY



SAY

Philanthropy as “random act of kindness”

“It happened **organically** as opposed to **intentionally**”

THINK

People should donate to what moves them

Not all information can be trusted; will only trust his friends

DO

Deletes lots of donation emails without even reading

Only donates to organizations he has a personal connection to

FEEL

Wants **blasts of information**

Agency

Targetted

ANALYSIS



TENSION

“I read the email out of obligation to a friend”

CONTRADICTION

Only wants to donate to organizations he knows
yet considered donating to a talented 18 year old from New Orleans who he has never met



INSIGHT

People have a personal attachment to their money and donations

NEED

A way for donors to see the impact of their philanthropy in the arts on a personal level

ANALYSIS

CONTRADICTION/SURPRISE

Feels like content can arise “out of a void”

Relies on Tik Tok and Instagram algorithms to consume music



ANALYSIS

INSIGHT

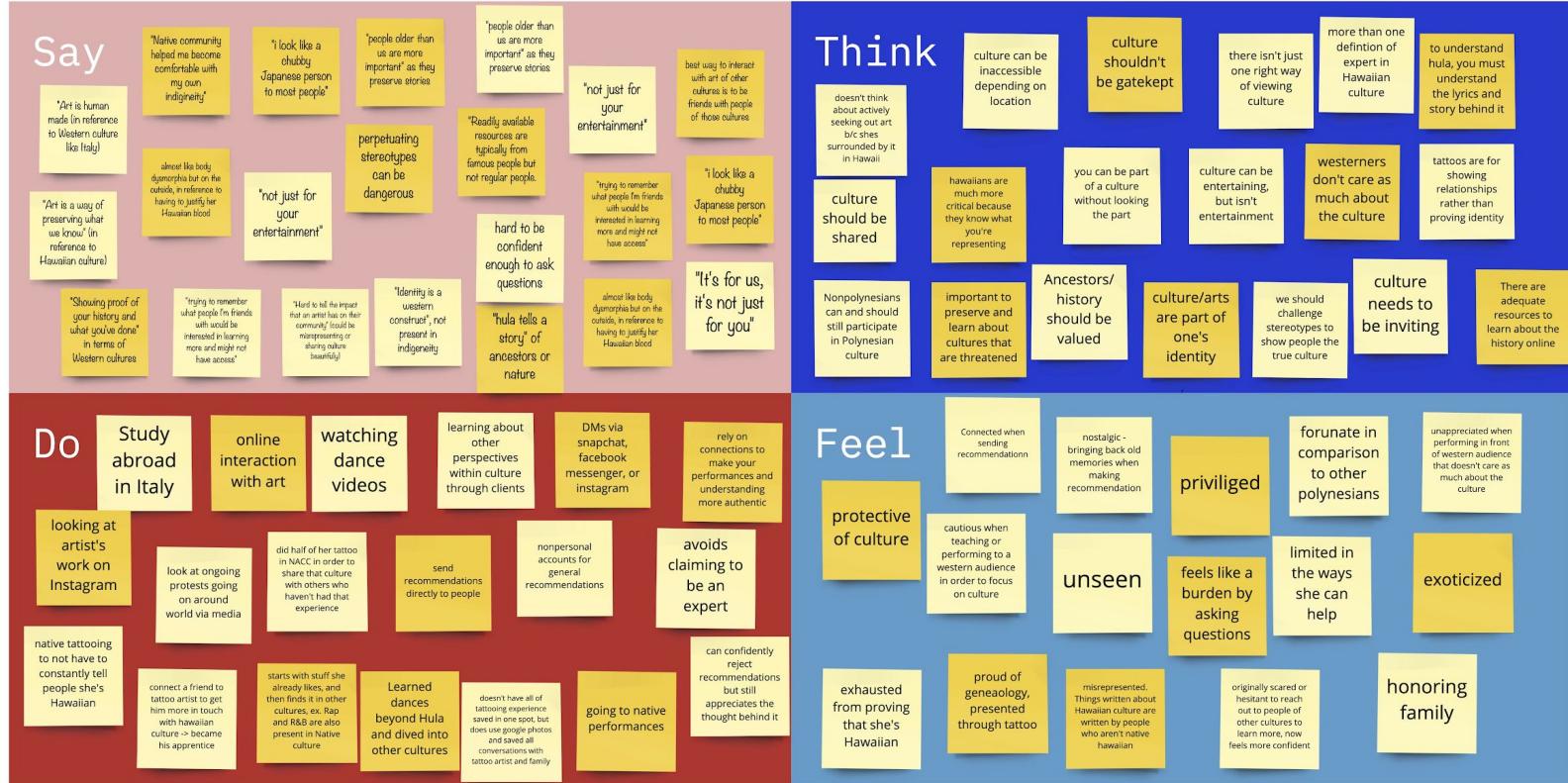
Social media algorithms take away the enjoyment of art exploration

NEED

A way to connect people to the navigation of new artistic content in a personal manner.



KAWENA



SAY

"[Hula] is **not** just for your **entertainment**"

"Hard to be confident enough to ask questions"

THINK

People from outside of culture aren't easily engaged with history behind the art

People judge your culture based on looks rather than practice

DO

Sends **personal recommendation** to people directly

Got a Polynesian tattoo of her **genealogy** in the NACC at Stanford

FEEL

Burdening

Exoticized

Unseen

Stereotyped

ANALYSIS

Tension/Contradiction

"[Hula] is not just for your entertainment"

Performs in front of Western audiences



ANALYSIS



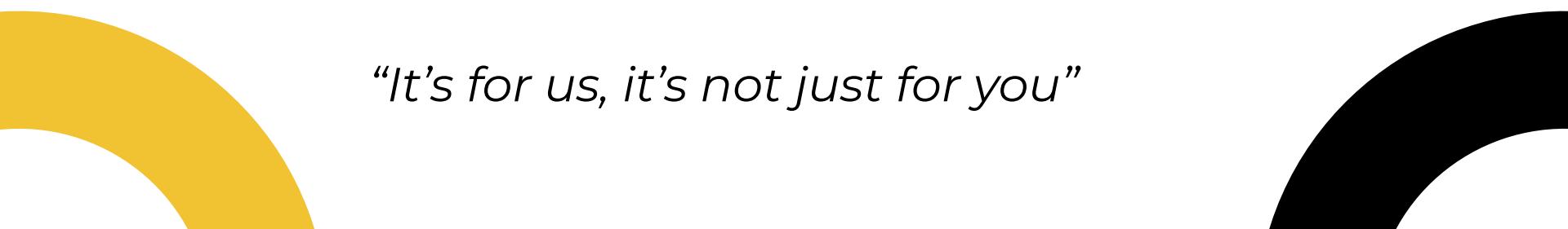
INSIGHT

Cultural art is exoticized according to the eye of the beholder, cultural significance is easily lost

NEEDS

A way for others to engage with the history/significance of the art without feeling disconnected or bored.

“It’s for us, it’s not just for you”

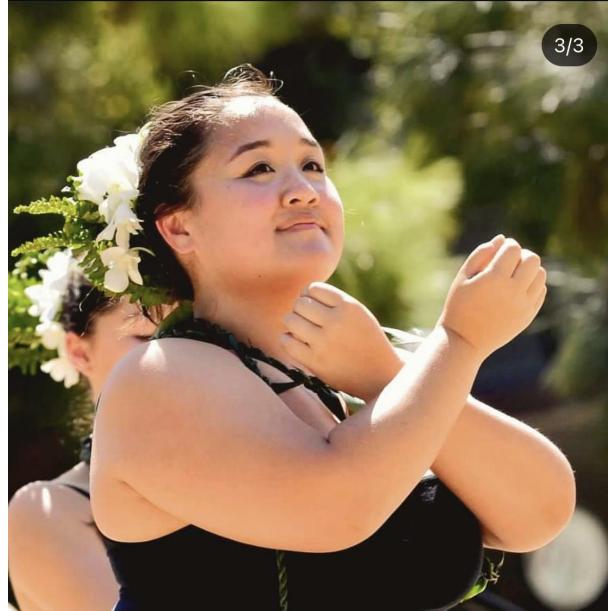


ANALYSIS

SURPRISE

Willing to get a tattoo of her genealogy in front of her peers

“I am fortunate that I grew up in Hawaii”



ANALYSIS



INSIGHT

There is a desire to share cultural art to those who have been isolated from that part of their identity.

NEED

Greater access to cultural art for minorities who do not have a strong cultural community.



ANALYSIS

Contradiction/Tension

Cultural info is abundant on internet but “dominated by a few” figures

“Need to respect our elders”



ANALYSIS



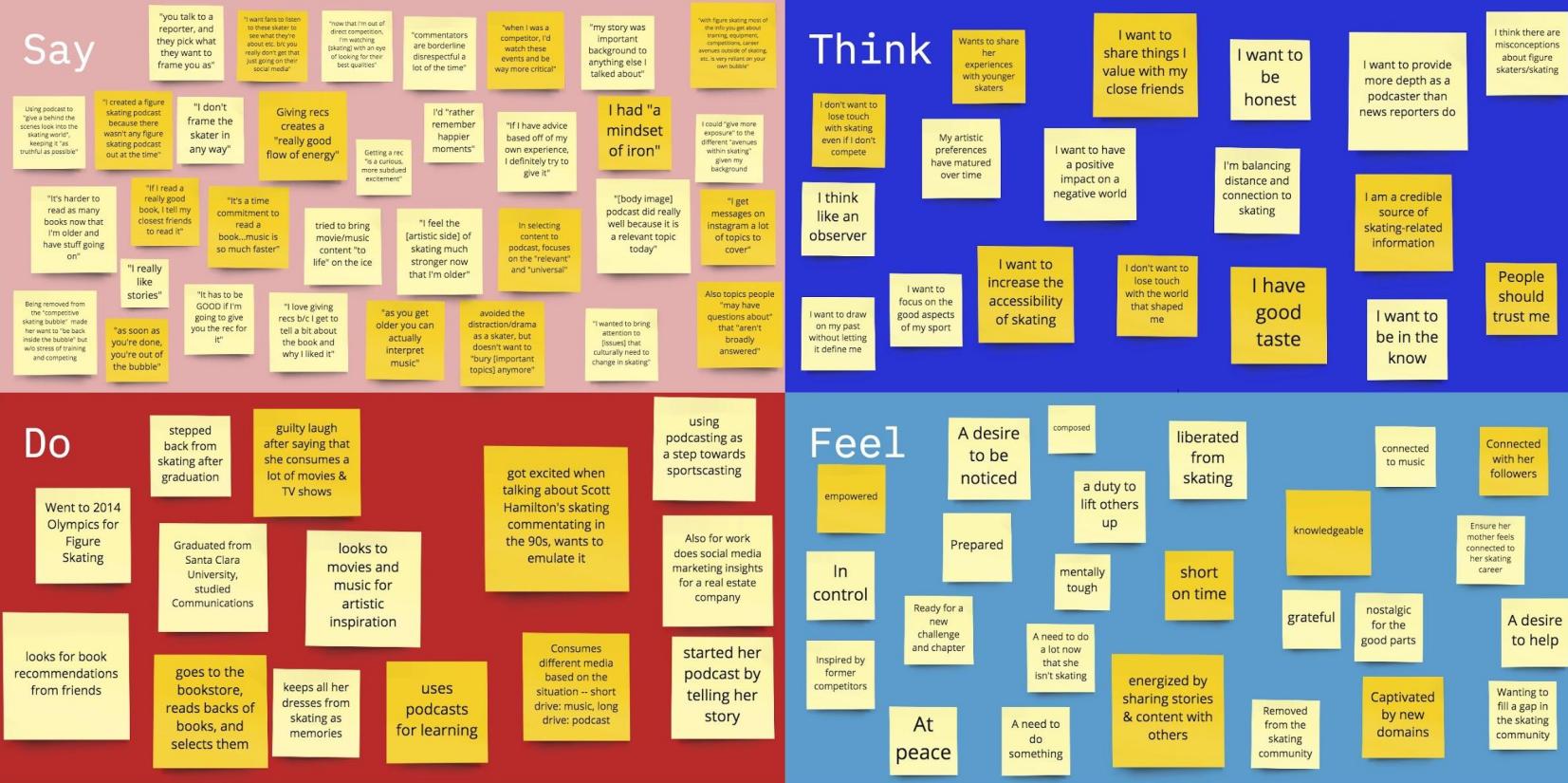
INSIGHT

The knowledge of younger generation and budding artists is undermined.

NEED

Ways to empower and connect younger people who are interested in sharing and learning about cultural art.





SAY

Uses podcast to illuminate “issues that **culturally need to change** in skating”

Giving recs creates a “really good flow of energy”

DO

Brings positivity to an overly-critical artistic bubble

Looks to movies, music & fiction for artistic inspiration

THINK

The skating community should be more **honest** and **accessible**

Wants to draw on her past without letting it define her

FEEL

Liberated expert, seeking ways to create impact

Sharing content and stories with friends & fans is **energizing**

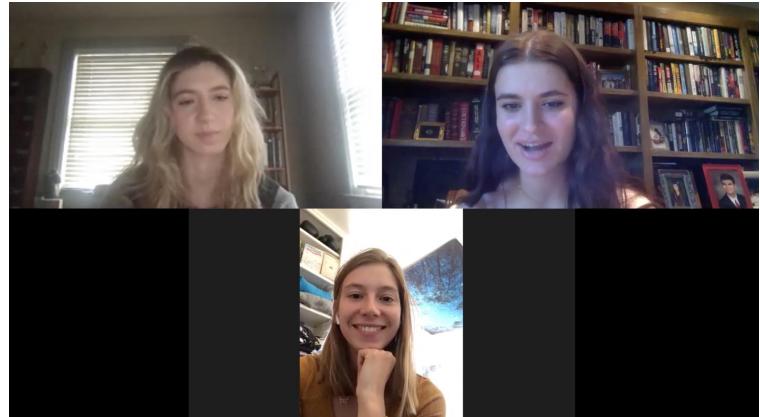
ANALYSIS

CONTRADICTION

“Selectively remembers the happier moments”, but seeks candid conversation about the negatives

TENSION

Outside the “bubble,” but still wants in



ANALYSIS



INSIGHT

The criticism of competitive art forms can create a toxic environment for budding artists

NEED

Bring transparency, positivity, and change to skating culture

ANALYSIS

SURPRISE

In 2020, she created the first ever podcast dedicated to figure skating

Tension

Access to competitive arts like figure skating are restricted by income



ANALYSIS

INSIGHT

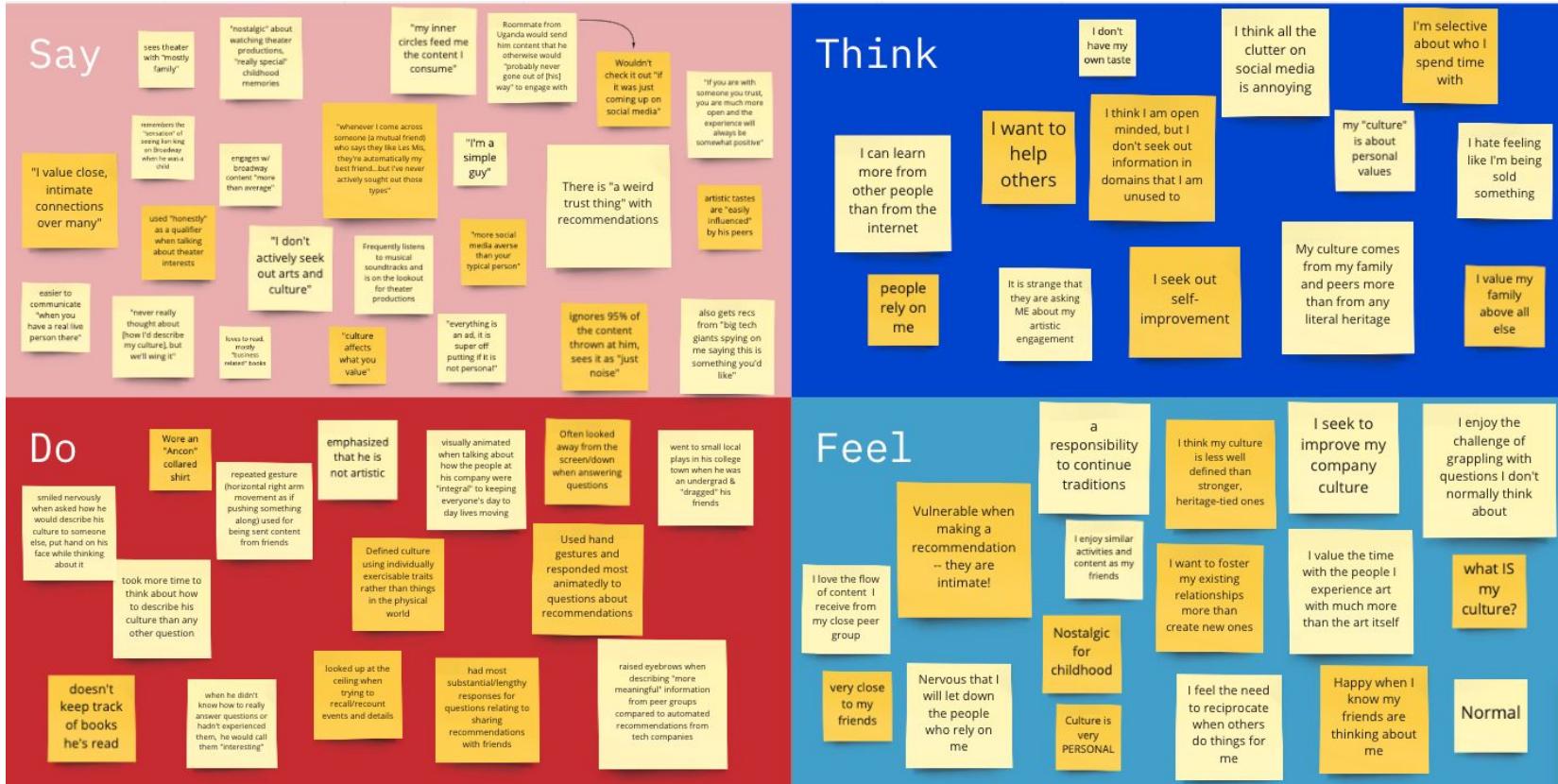
The skating world is insular, inaccessible. Expert coaches & training groups keep info close to the chest

NEED

Making current, trusted information about skating accessible



JUSTIN



SAY

"I value close intimate connections over many."

"Everything is an ad, it is super off putting if it is not personal"

DO

Dragging friends to local plays while in college

Smiled nervously when asked how he would describe his culture

THINK

Can learn more from other people than the internet

Hate feeling like he's being sold something

FEEL

Vulnerable when making recommendations

Confused about what culture means to him



04

SUMMARY



SUMMARY

01

Everyone wants to have a connection to the art they consume and interact with.

02

Generally speaking, people are more likely to trust recommendations from their friends.

03

Some people feel a tension between contributing and engaging with an artistic community while still feeling as if the connection is their own.