**Who:** Oftentimes people who use art platforms consist of hobbyists and professionals. Some professionals use these platforms to monetize their craft and make a living.

**Where:** The platforms that artists currently use are DeviantArt, ArtStation, Instagram, Tumblr and Twitter.

**What:** Artists are able to explore different forms and genres of art on these platforms. As well, they are able to post their work for feedback/criticism or to reach their target consumer. These platforms can be used to build a following and increase the credibility of the artist.

Based on others’ conversations about different platforms certain conclusions can be made from these observations.

1. Users have mentioned several times that algorithms on platforms such as Instagram no longer provide artists with a large audience reach. For algorithms to provide an artist with exposure, they must post often to be seen by the algorithm. Moreover, they have mentioned that it is difficult for artists to discover each other.
2. The quality of the posted art differs from platform to platform as some sites require users to resize their images. This can reduce the visual aesthetic of the art, decreasing the valuation of the art.
3. It seems that people like using platforms that allow them to easily organize their art into portfolios and galleries.
4. Artists enjoy having groups and forums to discuss art and other subjects.
5. Monetizing artwork is a crucial aspect that many aspiring artists use to further their career. Bringing together sellers and consumers on a platform that accommodates both parties is critical to the success of a site.
6. Specifically, social media platforms are limited in terms of the type of media that can be posted making it difficult for some artists to publish their work.
7. People are looking for a new platform as the current sites are underperforming in expectations.





