*Comparison: Artstation vs DeviantArt*

**Similarities:** Both sites are for artists to be able to post art in order to gain a following, whether it be as a professional artist, to build a portfolio, or be able to find a job. Both sites include art pages as well as places to shop for art works.

**Differences:** While Artstation is an art site, it also has avenues where artists can post work, give tutorials, create websites, sell their work, and find a job in the industry professionally, which gives the website a more rounded appeal for artists to get recognized in the industry. DeviantArt, on the other hand, is a website where artists of any skill can post their artwork for anyone to view and interact with, giving their brand a more general and scattered focus.

Artstation

**Strengths:** Artstation is newer but has a very detailed and easy to follow navigation bar, where there are tabs for every main avenue of the site. It also has a very quick refresh time on their server, and photos come up very quickly and in a very nice format. The interface of each page is pretty clean, and posts are quite readable, if a little clunky at first glance.

**Weaknesses:** the website audience may not gravitate towards amateur artists, as the interface and content are very much geared towards already established professional artists, which can mean that a website like this can steer many younger and inexperienced artists away as a primary artist.

*Use Case #1: Selling Work*

**Actor:** an artist that wants to professionally sell their artwork

**Basic Flow:** Using this website, an artist that knows that they could sell their work could do so in a centralized place. It would also be a way to centralize traffic and see what types of people or other users visit their site.

*Use Case #2: Portfolio for Recruiting*

**Actor:** a recruiter looking for talented artists

**Basic Flow:** A recruiter could look at other artists’ works and be able to directly contact them on their website or through their profile made. They could also post a recruitment offer on the job offerings page and be able to find talented artists that apply and be able to contact them further.

DeviantArt

**Strengths:** Anyone can post to DeviantArt, which gives appeal to a wider audience. People can post anything from drawings to stories to blogs and more and interact in forums as well as comments and blog posts.

**Weaknesses:** The website is well known for having copyright and content issues, as well as having a cluttered interface that makes it confusing to navigate for first-time users. This is currently being rectified by updating the long-outdated interface to a more modern one; however, the new interface is still in beta testing and has bugs and not many navigation options unless you are a member.

*Use Case #1: Posting New Work*

**Actor:** an amateur artist posting work for the first time

**Basic Flow:** An artist could become a member and post their work or blogs and be able to interact with people with similar interests or art styles, as well as get their name and work out to the public and other users who can see that artwork.

*Use Case #2: Interacting with Artists*

**Actor:** user that wants to look at an artist’s work

**Basic Flow:** Users can look at, download, and post anonymously or, if they are a member, as a username and be able to like, comment, and share other artworks. There are also forums and groups for like minded individuals who think the same as them that can help critique their work.