ArtQuest

Scott Sherwood, Mackenzie Bickling, Javi Portela, Aneka Raj, Chase McQuown

Role Breakdown

Scott Sherwood: Project Manager / UI Designer
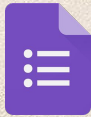
Mackenzie Bickling: UI Designer

Javi Portela: UX Designer / UI Generalist

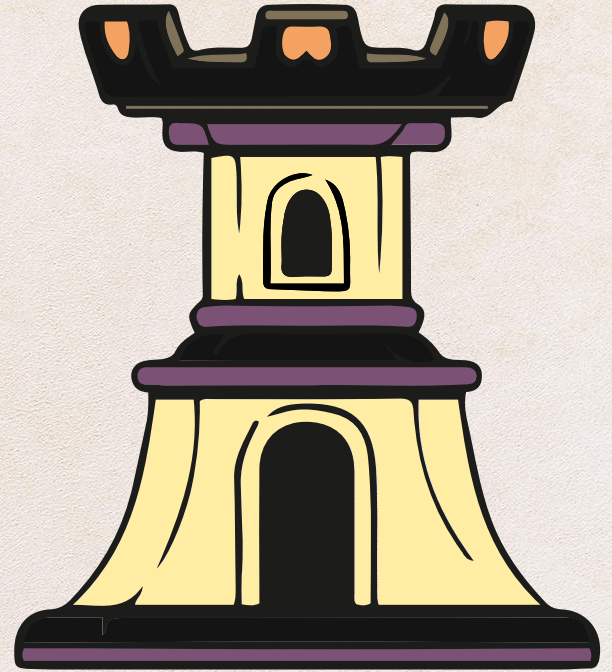**Aneka Raj:** UX Researcher / UI Generalist

Chase McQuown: UX Designer / UI Components

Tools:

"I *need* to find an intuitive and engaging app that would allow me to share my work with others."

—Some artist somewhere

The Problem

We have observed from user testing and survey responses that many Artists in their 20's, especially those belonging to the LGBTQ+ and BIPOC communities, have issues with resources, time and ultimately finding exposure to their works for potential clients and galleries. We want to create ArtQuest to give these artists the opportunity for exposure to galleries/showcases and provide resources through partnered grants/scholarships. We believe that elevating artists and showcasing their submissions for the "quests" will uplift and motivate blooming artists. Providing a platform for their portfolios and links will also help these artists find their own spaces to further create and expand as individuals.

What is ArtQuest ?

ArtQuest is a community-based competition app that takes the users on monthly art contests or "Quests" that give every artist on the platform a chance to enter their work and be voted on by the users. The winners will have the chance for their pieces to displayed at local galleries/showcases, local cafes' or given financial opportunities. Artists on the platform will be granted special badges to connect through their respective communities and mediums. Users will also be able to keep their portfolio and socials on the site for networking.

Our Goal

Create and deliver a high-fidelity prototype for our mobile application, ArtQuest

Timeline

3 Week Sprint

01

User Research

The Hypothesis

We believe that creating a competitive platform where all artists are on the same level will motivate and inspire great works that can be elevated by the respective local galleries and grant financial opportunities. ArtQuest would allow every artist to keep their contacts and portfolios on the site for future artists and art-dealers to network and create community. ArtQuest would be for local artists and showcase their works, as well as future opportunities, close to the artist's home and within their community.
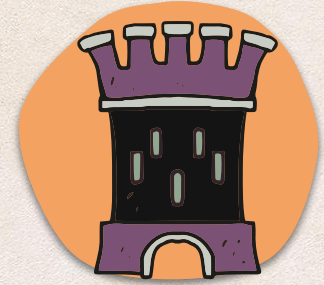
The Interview Plan

Discover what motivates artists

As a user researcher, I want to understand your biggest motivators when it comes to creating and sharing your works.

Empathize with artists pain points

As a user researcher, I want to empathize with artists to deliver the most intuitive solution possible.

Identify what artists need but don't have access to

As a user researcher, I want to identify what artists need in order to gain the exposure their works deserve.
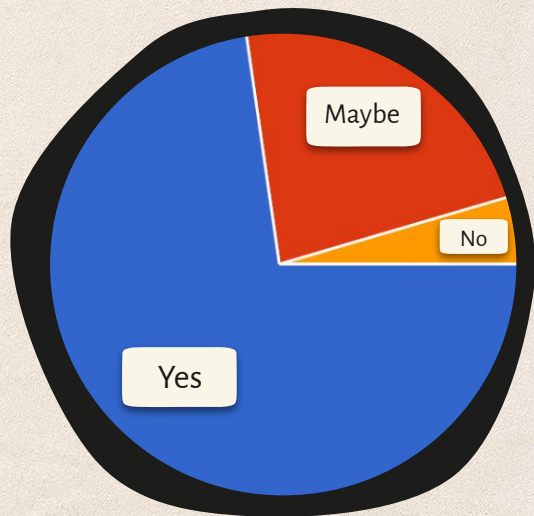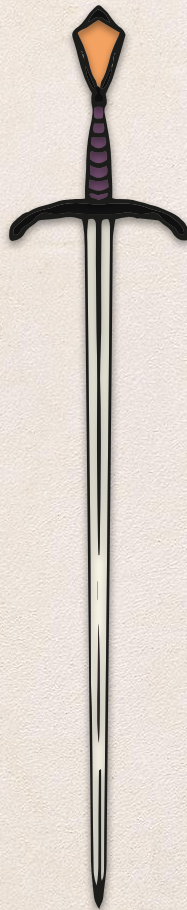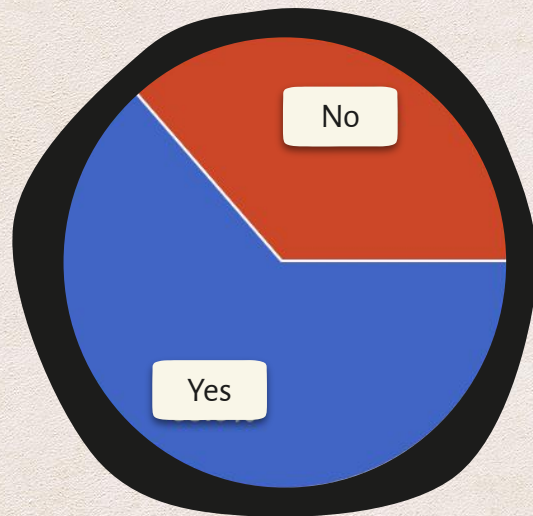
View full interview plan here

Survey

Do you think having a platform to help expose your art to a potential gallery/showcase opportunity will help you as an Artist?

● 72.7% ● 22.7% ● No
Yes Maybe

Do you have any interest in connecting with fellow artists?

● 63.6% ● 36.4%
Yes No

Interview Transcripts

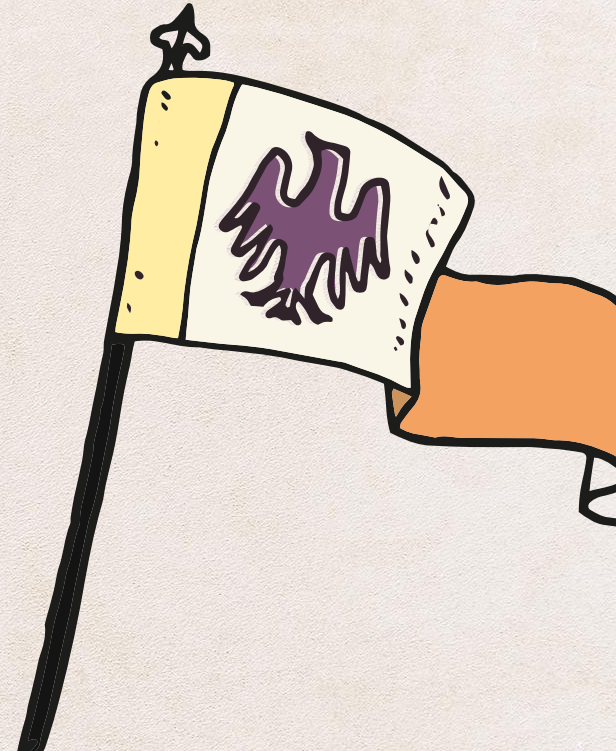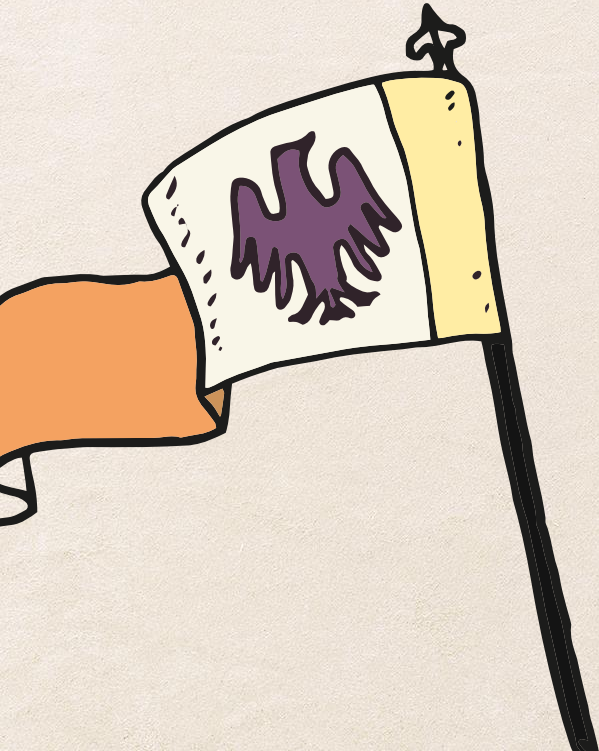View transcripts here

Affinity Diagram

View affinity diagram here

User Persona

Sophie De La Cruz

"Every day that you wake up and are able to call yourself an artist is a success."

- 22 year old female
- Oil painter
- Portland, OR → Austin, TX
- Outgoing, People-Person, Creative, Adventurous
- BIPOC (Filipina) & Bisexual
- Social Media Artist (5k Followers)

Bio

Sophie recently relocated to Austin, TX to further her career as an Oil Painter. She is hesitant to put her work out in the local community in fear of not finding a glowing opportunity.

Sophie lives alone and wants to find a community of like-minded artists within her respective communities (Filipine & LGBTQ+).
Sophie is interested in evolving as an artist, but struggles to find the motivation she needs to create new concepts for her paintings.

View user persona here

UX Scenario

Sophie moves to Austin
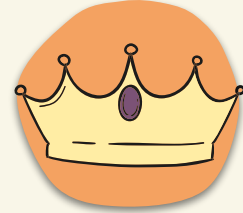
Sophie moves to Austin, TX from Portland OR.

The struggle

Sophie settles into her new community with ease, but is struggling with exposing her art to her Austin, TX peers.
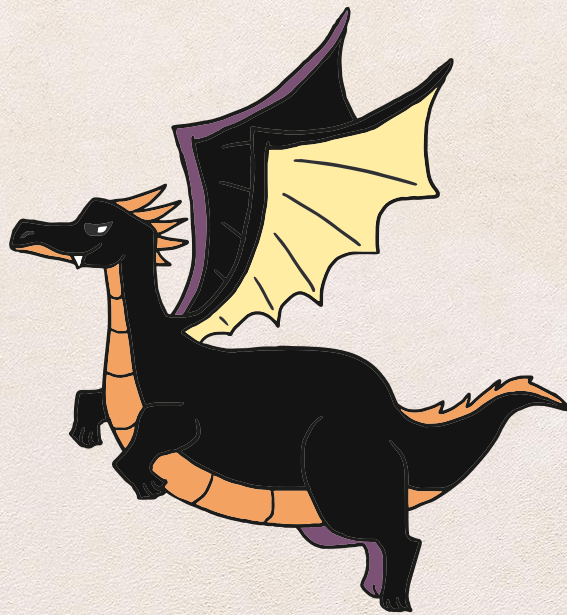
ArtQuest success!

Sophie discovers ArtQuest. She begins uploading her work and it gets noticed. She begins connecting with like minded Austinites.

View user scenario here

02

Definition & Ideation

User Insight 🔍

Sophie, a 22 year old painter from Portland, OR, recently moved to Austin, TX and wants to connect with the local art community and gain exposure to her existing works. Sophie feels alone not knowing the art communities in Austin and would love to find other artists in her community as a BIPOC & LGBTQ+ artist. ArtQuest would provide the platform to connect and seek opportunities to have her art showcased in local galleries. Our app would also motivate her to step out of her comfort zone and motivate her to create special works for the "quests" and potentially gain new contacts and a chance to showcase her work to the art communities in Austin.

Feature Prioritization Matrix

High priority

Not particularly showcased but has sold art before; would like to though; held back by lack of money, resources, and stability

love hearing new perspectives and sharing and learning

desired resource: grants

community affects work bc wants to Maintain traditional arts/Mexican heritage

desired resource: supplies, supply trade

community affects exposure/ appreciation-- Appreciated by other poc; lives in Europe, mostly white, a lot of exoticism involved when she's viewed

empowered when others feel something from work

most have no experience showing work in a gallery or professional setting and would love to gain that experience

Majority say yes to connecting with fellow artists (60/40)

inspiration comes from seeing what other artists are doing and finding interpretations on their work

community to share and discuss all things art

Acting is hard industry to break into, need more exposure, connections, and a good agent

feels that their biggest setback is themself

desired resource: mentor, tutorials, peer review/advice

Low feasibility

High feasibility

likes to create art, doesnt consider self an artist

Some films I've been in have been submitted to festivals and showcases. Doing that has connected me to more people and more projects. Exposure and connections >>>

goal: be happy with my work

goal: make art for a living

goal: Unlimited expression

goal: practice and get better

Low priority

View matrix here

Value Proposition

Where *your* art belongs.

ArtQuest is the better way to share and
connect with like minded individuals.

Value Proposition (Expanded)

ArtQuest is a community-based competition app that takes the users on monthly art contests or "Quests" that give every artist on the platform a chance to enter their work which will be voted on by fellow users. The winners will have the chance to showcase their pieces at local galleries, displays, and cafes, or gain access to sponsored financial opportunities. Artists on the platform will be granted special badges based on art medium of choice, competition standings, and other categories. The badges will allow artists to connect through their respective communities and mediums. Users can also keep their portfolio and socials on the site for networking. ArtQuest's goal is to uplift the local artist community and help provide exposure to artists that would otherwise have their work overlooked on other social media platforms.
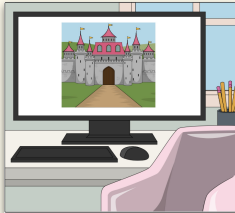
Storyboard
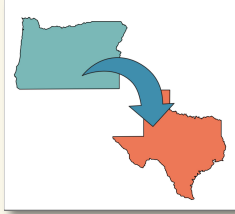
Sophie moves from Portland to Austin to engage with the booming art scene.

Sophie struggles gaining exposure as a painter in a new city.

She looks online for ways to meet fellow artists and to share her work in the hopes of creating connections that will help her find new projects.

She comes across ArtQuest, an app that allows users to interact with other artists, share work for critiques and exposure, and compete for showcases.
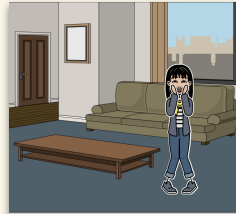
Sophie loves how fun and easy it is to create connections and build her own art community in Austin.

She enters a competition and wins a gallery showing. She's excited for this next phase of her art journey.

Journey Map

Upon downloading ArtQuest, Sophie is met with a few brief and to the point coaching screens. These screens give her a brief preview of the functions she can expect to find in the app. One screen also gives her the opportunity to put in some of her personal info, such as her name, username, any tags she wants to attach to her profile, a link to her portfolio, and more.

Once passing through the coaching/onboarding screens, Sophie begins to explore the app. She familiarize herself with all of its features. She really enjoys seeing art from a range of different mediums. She also loves the "quests" that she can go on in the app that allow her to gain additional profile badges.
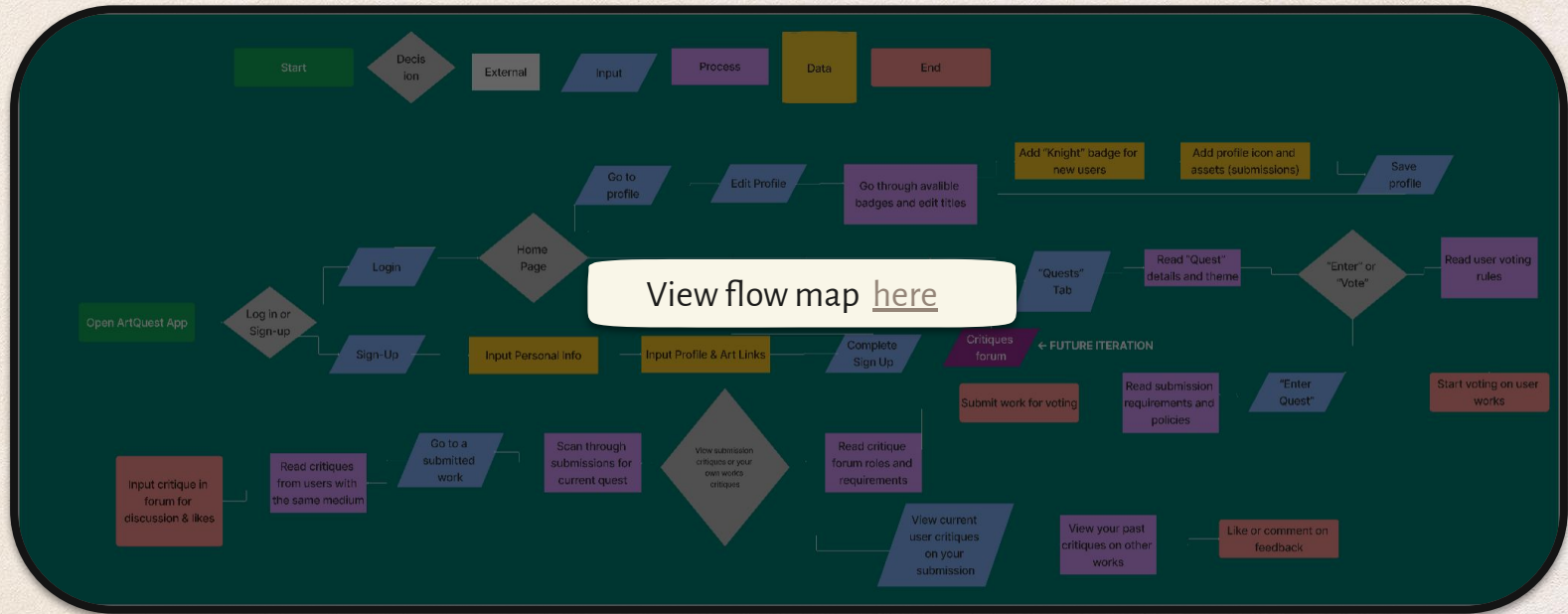
Sophie had seen the ongoing art competitions on the homescreen, and has decided to participate. She finds the medium that she feels her art belongs to and uploads some of her work. The app sends her notifications to let her know that people are seeing her art and voting on it.

After submitting some of her own art, Sophie decides to have a look around at some of the art her peers are sharing. She checks out different art from an array of mediums and feels more inspired that ever. She votes on some of her favorites and completes quests while doing so.

User Flow & Decision Map

Start
Decision
External
Input
Process
Data
End

Open ArtQuest App

Log in or Sign-up

Login

Sign-Up

Home Page

Go to profile

Edit Profile

Go through avalible badges and edit titles

Add "Knight" badge for new users

Add profile icon and assets (submissions)

Save profile

Input Personal Info

Input Profile & Art Links

Complete Sign Up

Critiques forum

← FUTURE ITERATION

"Quests" Tab

Read "Quest" details and theme

"Enter" or "Vote"

Read user voting rules

Submit work for voting

Read submission requirements and policies

"Enter Quest"

Start voting on user works

View flow map here

Input critique in forum for discussion & likes

Read critiques from users with the same medium

Go to a submitted work

Scan through submissions for current quest

View submission critiques or your own works critiques

Read critique forum roles and requirements

View current user critiques on your submission

View your past critiques on other works

Like or comment on feedback

Competitor Analysis

Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness
DIRECT COMPETITORS				
Agora - NFTs/Art/Awards	partcipate in compititions seperated by category (example: b&w photos, autumn photos, nature photos, etc.), vote on photos, create collections in your profile from some of you favorite works	Ability for users to also share music and video projects.	visually pleasing UI, simple	lacks area to build or link portfolio in user's profile
Awwwards	Interact with user's applications on the website, submit site for voting, find web agencies, vote on web apps	Focuses souly on web design niche.	A go to for web design inspiration, simple and clean card layout, easy to navigate	Only allows web apps to be submitted/voted on
INDIRECT COMPETITORS				
Pinterest	create a single "idea pin" which allows you to share a single piece of art, creat an "idea pin" which allows you to share mulitple related pieces of art	While it doesn't have an abundance of features, it is extremely easy to use and its popularity alone is a major advantage.	popularity, ease of use, simplicity	the simpliicity--though appreciated--may cause users to go elsewhere to applications that have additional features
Behance	livestreams, ability for users to apply for jobs, ability fo users to hire creatives, ability for users to create an in app portfolio, ability to share artwork	Users have the ability to watch artsists/designers build things in real time via livestreams.	unique ability to livestream through the app,	similar to Pinterest, the simplicity is another potential drawback here. The overly uniform layout causes everything to be mundane (everything looks the same)

View analysis here
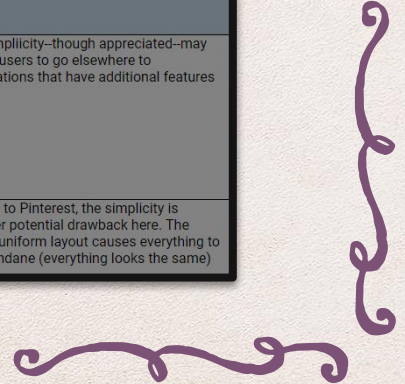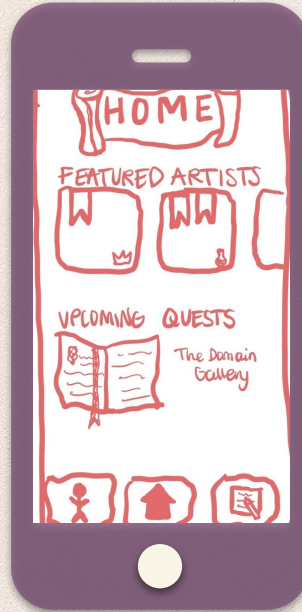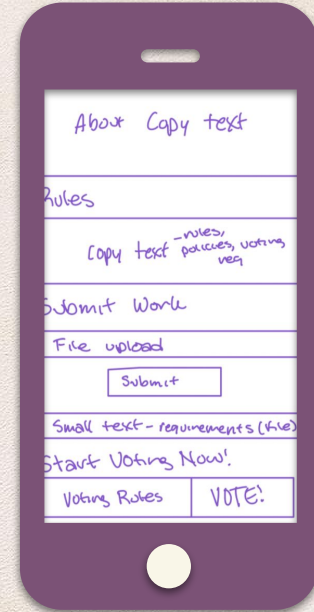
03

Prototyping
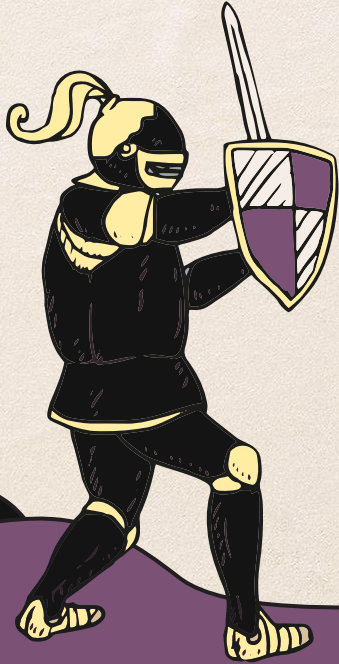
Sketched Wireframes

Onboarding

Home Page

Quests Page

View wireframes here.

Key Takeaways

- Make voting screens more "bracket style" (pit two submissions against each other) rather than "dating app style" (viewing one submission at a time and swiping left or right).

- Postpone the *Critique Feature* to a later iteration and focus on thorough ideation and prototyping the *Quest Feature*.

- Consolidate icon ideas (use coat of arms as logo, banners instead of badges, scrolls as cards, etc).

- Include Settings under the *Profile Feature*.

UI Style Guide

The style and designs are creative and artistic but not overwhelming or lacking in structure. Although the app gamifies the sponsored artistic opportunities, it should still feel like a reliable and effective tool for users.

image samples

buttons

| Normal |
| Focus |
| Active |
| Disabled |

#F4A261   #CB6348

#EADEE8   #7B5276

#2A9D8F   #3E515B

typography

H1 - Headline (Righteous Regular 36 Px)

H2 - Subhead (Dosis Semi Bold 24 Px)

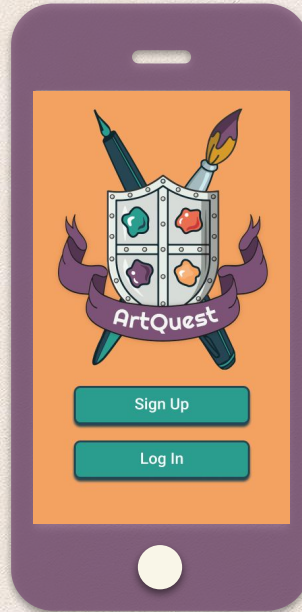H3 - Subhead (Poppins Light 18 Px)

ArtQuest

View complete style guide here.
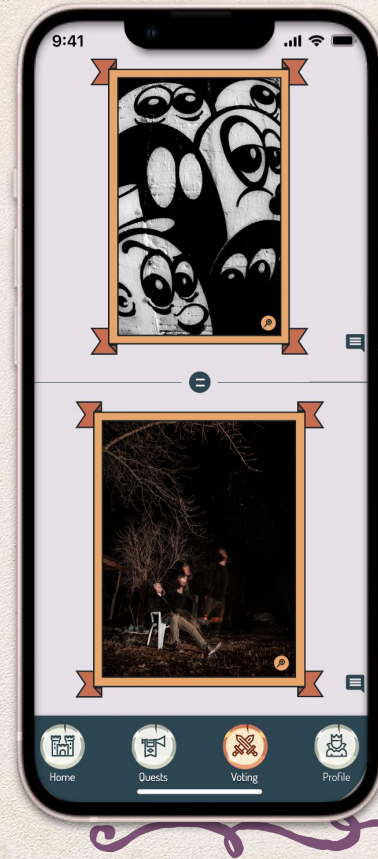
Digital Wireframes

Low Fidelity
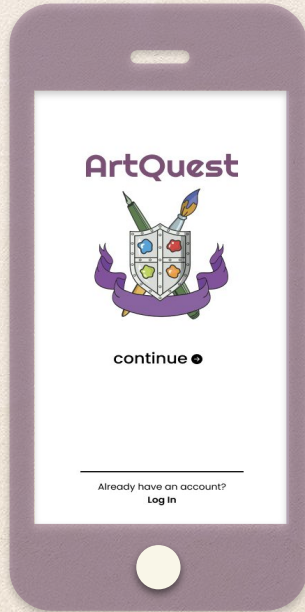
Mid Fidelity

High Fidelity

View wireframes here

Mid-Fidelity Feature Screens

Home

Featured Artists

Simon W.
Photography

en N.
al Art

Jake
Photogr

Live Quest

Ghouls & Goblins
Join the new spooky
monthly quest below!

Enter

Last Quest's Winners

Home | Quests | Voting | Profile

Time Remaining:
10 hr 20 min 50 sec

About

This Quest's Theme is: **Ghouls & Goblins**
Open to: **All Mediums!**
Objective: Create a piece that captures the
frightening theme of Ghouls & Goblins. This is
season of fright and delight, have a terrifying time!

Submission Rules

• Only 1 work can be submitted per user
• Only submissions regarding to the theme is
accepted
ABSOLUTELY NO:
• Creation of new user account for an existing user
for the purpose of submitting more works
• Art of copywritten works
• Art depicting any sexual situations
• Art depicting any murder/violence/gore

Home | Quests | Voting | Profile

Sophie de la Cruz
22 | ATX | Oil Painter

Website

Mother & Son ★★★★★
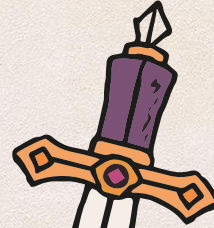
Home | Quests | Voting | Profile

Home | Quests | Voting | Profile

04

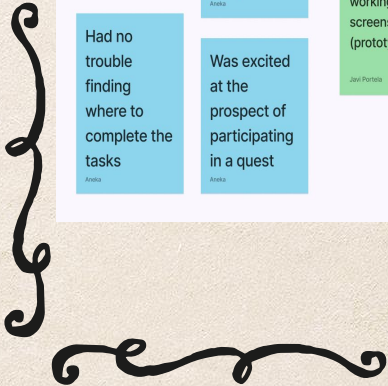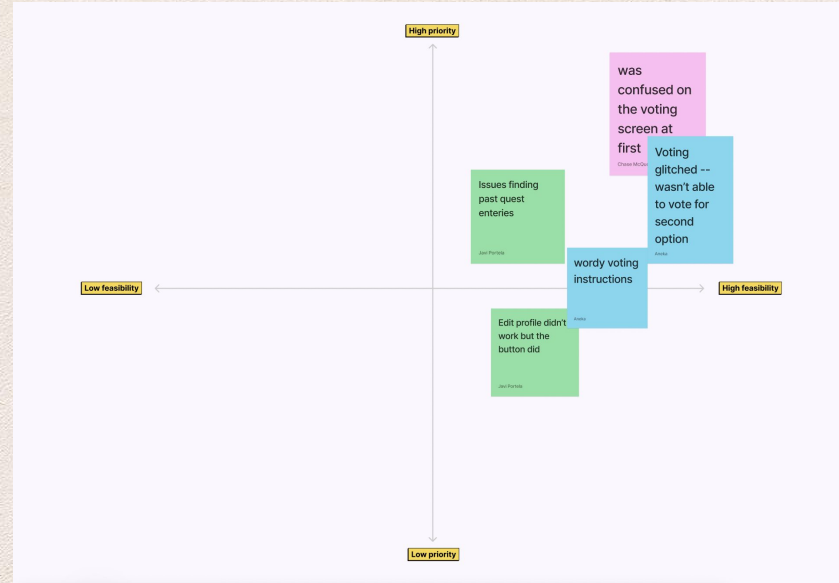## Testing & Iterating

User Testing Plan

- ✣ **TASK 1:** Navigate through the onboarding screens
- ✣ **TASK 2:** Interact with the home page elements
- ✣ **TASK 3:** User goes to Quest page and goes through the quest process
- ✣ **TASK 4:** User goes through the voting process
- ✣ **TASK 5:** User identifies the area in which they can edit their profile

TOTAL TESTERS: 6

View plan here

User Testing Notes

Loved the aesthetic

Aneka

Felt the navigation was really intuitive

Aneka

Liked the simplicity of the screens

Javi Portela

Didn't go through all the home screen elements

Javi Portela

enjoyed the UI

Chase McQuown

felt that it was intuitive and easy to follow

Chase McQuown

Voting glitched -- wasn't able to vote for second option

Aneka

Easily accessed profile feature and clicked on settings to edit profile

Aneka

Edit profile didn't work but the button did

Javi Portela

Issues finding past quest enteries

Javi Portela

was confused on the voting screen at first

Chase McQuown

was very easy to find the profile and edit areas

Chase McQuown

Had no trouble finding where to complete the tasks

Aneka

Was excited at the prospect of participating in a quest

Aneka

Nav bar wasn't working on all screens (prototype issue)

Javi Portela

Having trouble finding the settings in profile to edit profile (button too small)

Javi Portela

didnt have trouble figuring out how to enter a quest

Chase McQuown

found the navigation overall very intuitive and easy to use

Chase McQuown

High priority

was confused on the voting screen at first

Chase McQu...

Voting glitched -- wasn't able to vote for second option

Chase McQu...

Issues finding past quest enteries

Javi Portela

wordy voting instructions

Aneka

Low feasibility — High feasibility

Edit profile didn't work but the button did

Javi Portela

Low priority

User Testing Takeaways

✣ **COMMENTS:**
Very Intuitive Design
Simplistic Design
Good UI
Loved the UI elements & overall aesthetic of the app

✣ **CRITIQUES:**
Issues finding past quests
Too much copy text on Quest Pages
Wireframing button issues
Spacing too close on Quest Page

Iterations

High Fidelity Prototype
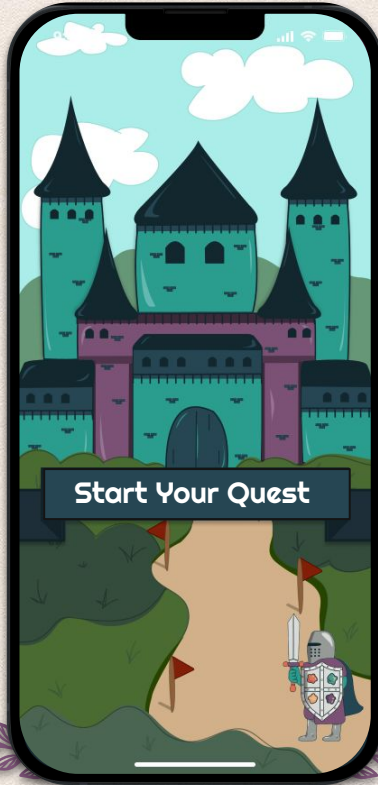
Start Your Quest

View prototype here

The Future of ArtQuest

✤ Flesh out a Critiquing feature in which artists can upload work in addition to their Quest submissions to receive constructive criticism from their peers as well as offer their own perspectives on others' work.

✤ Include a Workshop feature where users can offer up their skills to teach other artists on the app.

✤ Create a way to build your own avatar – pick hair, outfit, etc. to have a personalized icon

✤ Separate messaging area/discussion board for users (different from the structured critiquing system)

✤ Add a bracket graphic to the quest tab to lay out tournament results

Final Thoughts
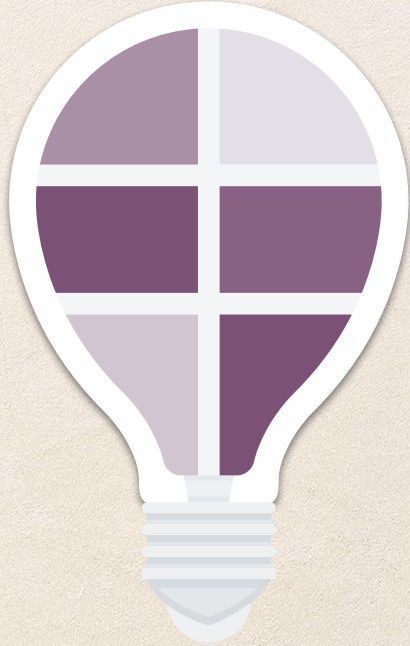
✣ We used the divide and conquer method to get tasks done in an efficient manner.

✣ We were able to quickly identify potential users and execute interviews and tests.

✣ We gathered data to inform design decisions and iterations.

✣ We are proud of the finished prototype!

Thank You!

Any Questions?

Appendix

- ✣ [Figma Team Project](#)
- ✣ [Google Drive](#)
- ✣ [Trello](#)
- ✣ [Moodboard](#)