

Validation, Learnings & Pivot to MVP2

muse

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Validation

Method

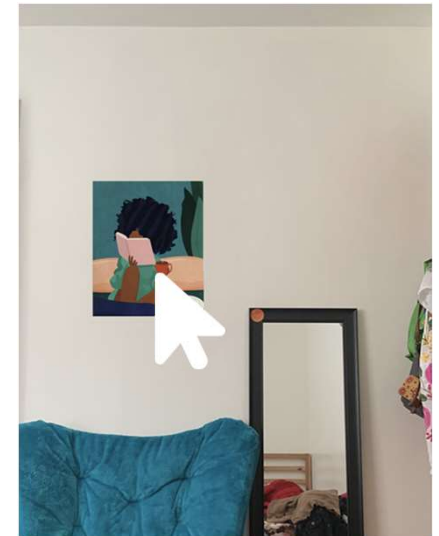
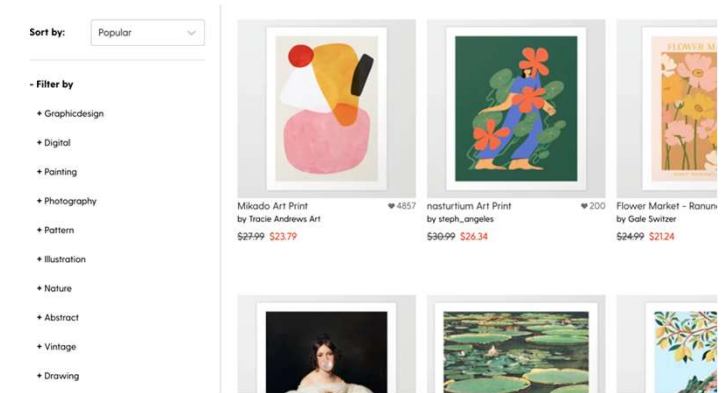
We interviewed **7** members of our target audience.

We used **society6** as an example of a vast gallery for users to browse.

We used **think aloud protocol** to observe customers browsing process, prompting them to keep talking.

We used an **interactive prototype** to allow users to envision art in their homes.

We used a **likert scale rating** to gauge whether our prototype changed their commitment to buying the art.



Validation

Learning Goals

What **motivates** people to buy art?

Does using the prototype increase people's **commitment** to buying art?

Does using the prototype increase people's **emotional attachment** to art?

What do **impulsive** purchases look like when buying art online?

Learning 1

Using the prototype made her commit to buying because it matched her furniture/upholstery

This particular user rated commitment to higher after using the prototype. She attributed this change to being able to see how well the art matched her furniture.

Q: What are you looking out for?

“ I am thinking about if this art will go with my upholstery & furniture ”

Learning 2

Using muse to view art in your own home can also convince users not to buy art

This user was initially drawn to a piece of art while browsing, but after using the prototype to view it in her own home she decided she didn't want it anymore.

Q: Why did you decide to delete that piece?

“After seeing that painting on my wall I realized that the rest of my room is neutral and it was too colorful.”

Learning 3

Seeing the whole picture, size, and position helped in making the decision

This particular user liked the art at first but was not convinced to buy the art. The MVP helped that user see the whole picture (art on walls along with furniture), play around with the size of art and position.

Q: Did this experience influence your decision making?

“ Yes, I am more confident about making this purchase ”

Learning 4

Living in temporary spaces does not always make people less willing to buy art, but maybe things that are cheaper and lighter

The user mentioned that if art is a poster it would be cheap and they would be more likely to buy it even though they are living in a temporary setup.

Q: Does living in temporary spaces stop you from buying art?

“ If the art is within my budget and it is easy to carry around, I would buy it ”

Learning 5

Seeing art in their space can convince users to buy more pieces than originally planned

After seeing how the dimensions of a piece of art compared to a space on her wall, this user saw that the space would be filled better if she bought three and wanted them to all be from the same artist.

“I’m going to duplicate this piece to see if it looks better as part of a set”

Learning 6

MVP 1 succeeded in preventing ‘failed purchases’

Where a failed purchase is when a user buys a painting and later discovers that it doesn't look good in their home or they have nowhere to put it.

Pivot to MVP 2

Recommend similar art

In MVP 1, we addressed the problem identified that spontaneous art purchases fail in the sense that customers find they don't have appropriate wall space.

By creating a way for muse to recommend art, we can offer continued support to customers who after viewing art in their room using muse find that they no longer want the piece. Muse can find them a replacement.