

MUSE MVP 1

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Problem Statement

What user problem will this MVP address?

It is difficult to visualize how paintings will look at home when shopping online or in public spaces. Shoppers usually buy art spontaneously without knowing where it will go. We see an opportunity where we can help shoppers make an informed decision on whether they want to buy based on where this piece of art will fit at home.

Future Solution

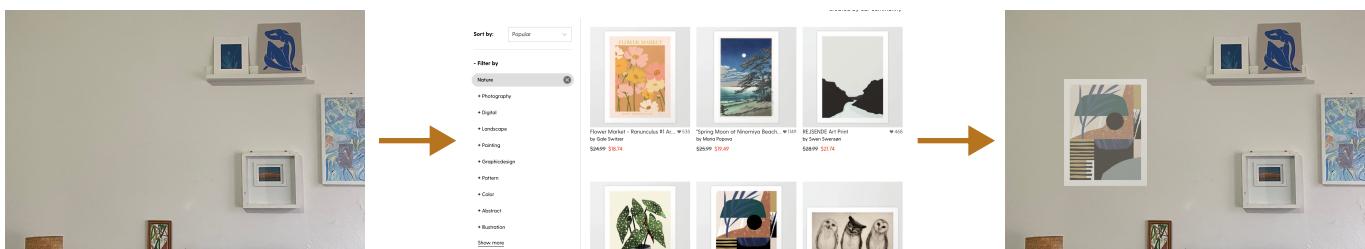
What imagined solution are we approximating?

Our future solution will run on the user's mobile phone so that they can see what art will look like in their room when they are out and about. Muse will store a 3d model of the room, and collect images of art the user is interested in. Then the user can move the paintings from wall to wall to see where they fit best

Validation Method

How will we immitate the imagined solution?

A participating user sends us a photo of their room/living space, where at least one wall in the room should be visible and well lit. They take us through searching for art they like on society6. Then we take a picture of a piece of art that they like. We pull the picture into Figma and then the user can play around with where it will go.



Learning Goals

What do we hope to learn from validating this MVP?

We wish to learn the following from validating this MVP:

1. Is our proposition attractive to the users participating in the experiment?
2. Would people use this tool while completing impulsive purchases?
3. Did we get our problem statement right? Are we trying to solve a problem that doesn't exist? Are we proposing a convenient and needed solution?