

POVs, HMWs, & Experience Prototypes

10/08

Team 2

Team



Elijah

Symbolic Systems '26



Luiza

Design + CS '28



Claire

Computer Science '27



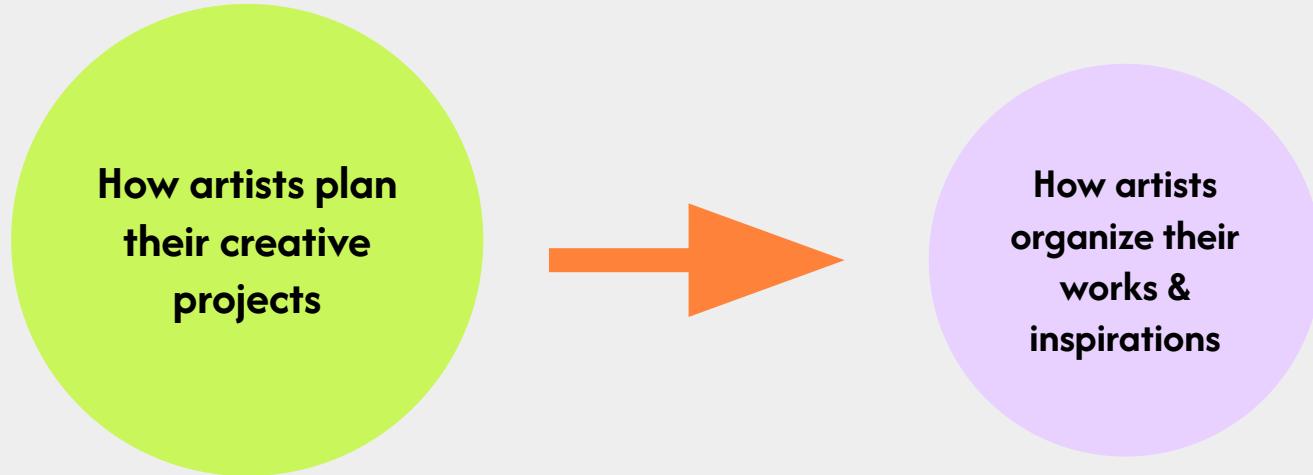
Mikela

Symbolic Systems '27

Recap

- Last week we investigated the creative processes of artists.
- We were interested in discovering how they plan their artwork.

Narrowing our domain



Initial POV

We met Keith,
a professional in
digital art with over
25 years of
experience in the
industry.

We were surprised to realize he looks for new ways to grow after seeing his friends try different things.

We wonder if this means A friendly environment would probably help him make better art.

It would be game changing to let him try out a few different creative options.

Additional Interviews



Fred - Fashion Designer/Founder

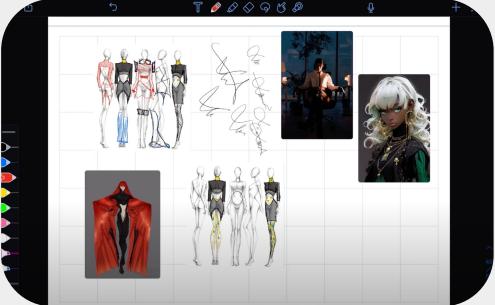
Interviewer: Luiza Location: CoDa



Heather - Painter

Interviewer: Mikela & Elijah Location: Zoom

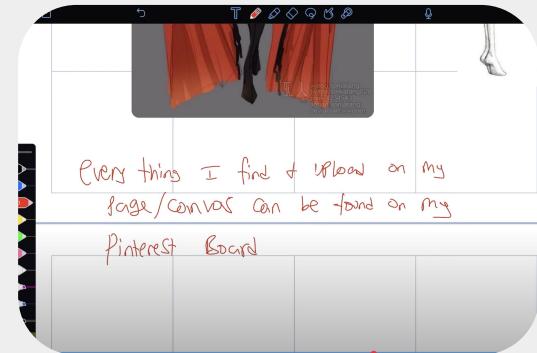
Findings



- Organizes his sketches in a Notes app (Notability).
- Puts pictures of things that inspires his outfits next to the designs.
- Thinks it's hard to capture inspiration.
- Gets inspired while walking and listening to music.



- Believes that AI can be a helpful tool in the design process.
- Finds that collaboration makes creativity easier
- Thinks failing pushes his creativity
- When he creates, inspiration naturally comes.



Findings



Artifact



Heather

- She really enjoys the art making process
- She doesn't currently use AI in her artmaking process
- She uses tools like Pinterest and Milanote to create mood boards
- She doesn't have one specific place to keep all of her inspiration

- She has difficulty being on technology for a long time due to a chronic condition
- She is very organized when it comes to commissioned art but disorganized when it comes to her own
- She wishes more apps incorporated voice notes into their interface

"As a traditional artist, the process of creating art is part of the art itself"

ea2187

POVs and HMWs

POV #1 – Keith

We met Keith,
a professional in
digital art with over
25 years of
experience in the
industry.

We were surprised to realize
he finds new opportunities to direct his growth, as he is inspired by peers to explore new mediums.

We wonder if this means
An emotionally stimulating environment would help him produce more meaningful artwork.

It would be game changing to
provide multiple mediums where he can feel inspired.

HMW encourage Kevin to remix his old mediums/practices

HMW present different mediums as sources of inspiration?

HMW help Kevin distill the exposure to different mediums

HMW help Kevin feel empowered to seek out inspiration by himself?

HMW re-define what inspiration can mean to each individual?

HMW create an environment where Kevin can get inspiration from other artists

HMW help Kevin use his past work as a source of inspiration for himself

HMW connect Kevin to other methods of getting inspiration

HMW help Kevin feel autonomous in choosing the paths he gets inspiration from

HMW encourage artists to share ideas and inspiration with others?

POV #2 – Willow

We met Willow, a 20-year old film student at the University of North Carolina School of the Arts

We were surprised to realize she had a system of noting down spontaneous sources of inspiration, but found it hard to decipher them later

We wonder if this means She prioritizes accessibility and promptness over a structured, organized system

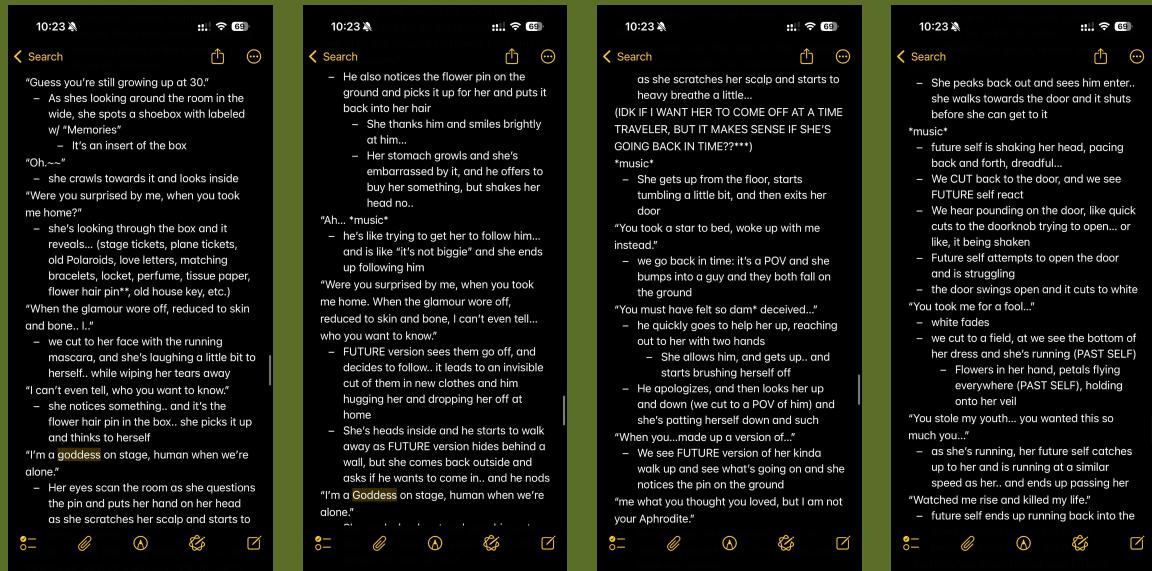
It would be game changing to Find a way to organize her ideas with as little effort as possible

ex) Willow's idea and script notes from recent film

Idea?

- 2 people bump into each other, but turns into a fantasy land kinda thing.. and then during the bridge, it's like a long dress an running away in a field.. or like, she's just running away
- Doc Martin commercial ?

Original idea: brain dump into notes



Entire script and shots stored in various notes

HMW make organization feel creative and enjoyable?

HMW encourage and instill the value of organization?

HMW suggest sources of inspiration instead of pulling from random instances?

HMW speed up the organization process?

HMW make it easier to capture inspiration?

HMW cater a system of organizing to the individual's creative process?

HMW remove the need to organize at all?

HMW make it easier for artists to come back to their old ideas?

HMW label categories of inspiration?

HMW support a system of organizing the artist's unique sources of inspiration?

POV #3 – Fred

We met Fred, a fashion house founder and designer.

We were surprised to realize

he avoids spending extensive amounts of time planning even in personal projects.

We wonder if this means

he enjoys the trial-and-error aspect of creating art.

It would be game changing to facilitate the process of creating new things while maintaining an organized system.

HMW connect him to other artists that are at a similar stage

HMW connect the planning part of art with the creation part

HMW track the artist's progress in a certain style

HMW refer him to existing resources

HMW facilitate setting goals and constraints

HMW teach new things in a fast and digestible way

HMW make the planning process more enjoyable

HMW encourage failure while creating art

HMW make it easy to rapidly iterate while keeping an organized system

HMW make it easier for artists to come back to their old works that they have made over time?

Solutions

#1: HMW encourage artists to share ideas and inspiration with others?

Solution

A place where artists can share things that inspire them (movies, playlists, etc.) for other artists to use.



Assumption

Creating art in a space with others takes the pressure off of artists and allows them to more freely create

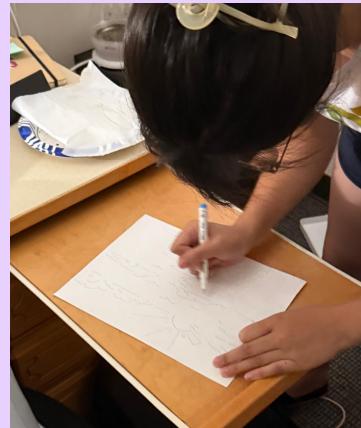
Experience Prototype #1

Who?

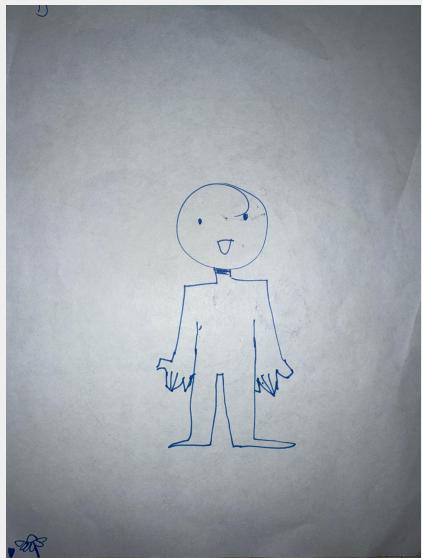
- Students in dorm
- Some artists, some not

What?

- 1 minute drawing
- 3 minutes discussing “*music that inspires*” them
- 1 minute drawing, playing one of those songs
- Debrief activity after



Drawing Round 1:



"person?"



"Lego flowers in the room"



"clouds"



"Flowers I was drawing earlier"

Drawing Round 2:



"Album cover I was reminded of"



"Random shapes and squiggles"



"songbird on a tree" + music notes



"cafe I was inspired by during conversation"

Results #1

What worked?

Participants found that the **discussion and the music increased their creativity** as it set a mood and allowed them to **think about how different forms of art can be represented** in various mediums.

What didn't?

All of them had different music that they preferred to listen to when creating, thus some of the **participants had to compromise** and use others' preferred methods instead.

Assumption

Proven (kind of). Though all artists preferred the mood of the second session with music and after discussion, there was tension regarding the most appropriate music.

#2: HMW support a system of organizing the artist's unique sources of inspiration?

Solution

A flexible digital journal
that takes multimedia
inputs



Assumption

The user is willing to
spend time documenting
various sources of
inspiration

Experience Prototype #1

Who?

- College student who is a long-time art hobbyist
- Analog and digital (watercolor, acrylic, digital art)

What?

- Participant must document and share inspiration along the entire creation process

Her process:

1. Search photos apps for images (scans through specifically nature based images as she doesn't like painting figures)
2. Find inspiration on Pinterest (search: "subject + medium")
3. Create

1

Photos app



2

Pinterest board from “Watercolor lilies” search



3

Final piece



Results #2

What worked?

Identifying key words which enabled a unique curation of inspiration sources. She was able to compare and contrast different sources of inspiration through the Pinterest board.

What didn't?

Scrolling through her photos album was tedious as she knew she only wanted to paint natural still life but had a lot of portrait photos to skim through.

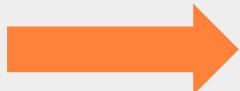
Assumption

Proven (kind of). She heavily relied on collecting various reference pieces before painting, but found it took too much time to identify the perfect base photo in her library.

**#3: HMW make it easier for artists to come back
to their old works that they have made over
time?**

Solution

An archive of past works
with smart searching by
medium.



Assumption

Labeling each artwork
through medium is the
most effective way of
organizing artist's
artworks

Experience Prototype #3

Who?

- Student artists in dorm

What?

- Scatter various images randomly and ask the artist to find a picture.
- Have them to categorize the images and then find a picture.
- Categorize the images by medium and ask them to find a picture.



Artist #1



- Urban
- Flower/Nature
- Paris
- Love

Image organization	Time spent
Random	5.3 s
Their own categories	2.6 s
Medium	3.7 s

Artist #2



- Blue
- Colorful
- Black and White

Image organization	Time spent
Random	3.8 s
Their own categories	1.4 s
Medium	1.7 s

Artist #3



- Cities
- Paris
- Pride and Prejudice
- Parallels (inverted)

Image organization	Time spent
Random	2.4 s
Their own categories	0.9 s
Medium	1.5 s

Results #3

What worked?

Users **found images faster** when it was **categorized through medium** rather than randomly. They also noted **this organization made it easier to identify images.**

What didn't?

None of the participants categorized the images through medium. They were also able to **find the images faster through their own categorization.**

Assumption

Challenged. While **separating the images by mediums made it easier for artists to find them,** the results show that it is **not the most effective way of categorizing them.** Each artist has their unique way of classifying images.

Next Steps

We will mainly be moving with solution #2 but with aspects of 1 and 3.

Ethical implications: making sure everything is properly credited and attributed.

Our solution primarily serves visual artists of all stages.

Thank you!

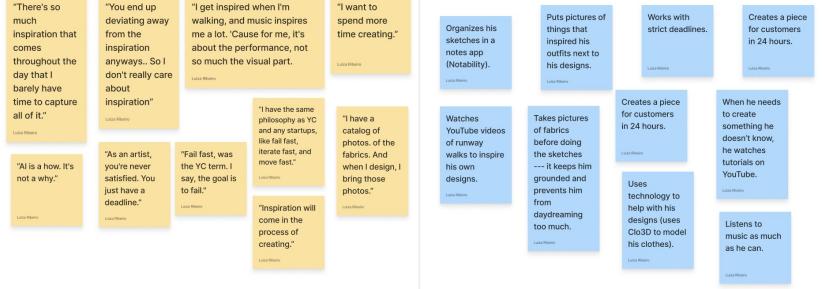
Appendix

Brainstorming

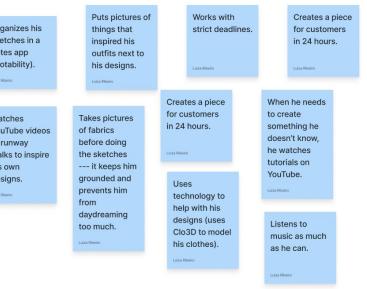
Figjam

Empathy maps

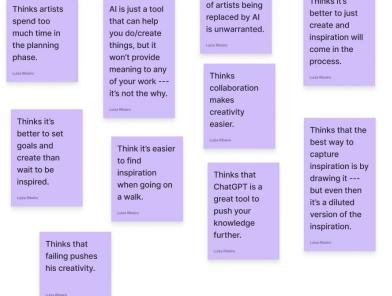
Say



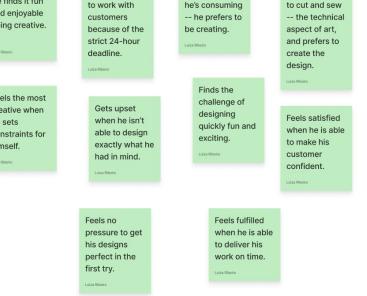
Do



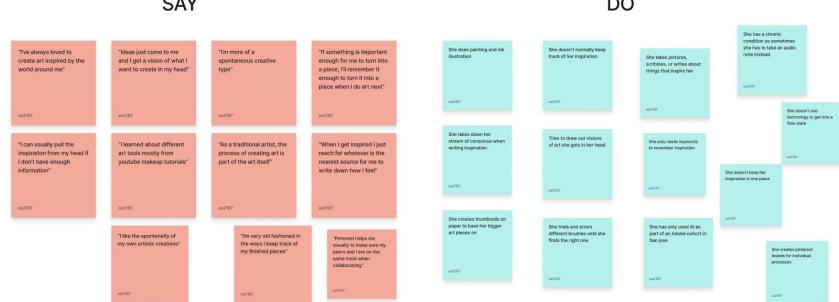
Think



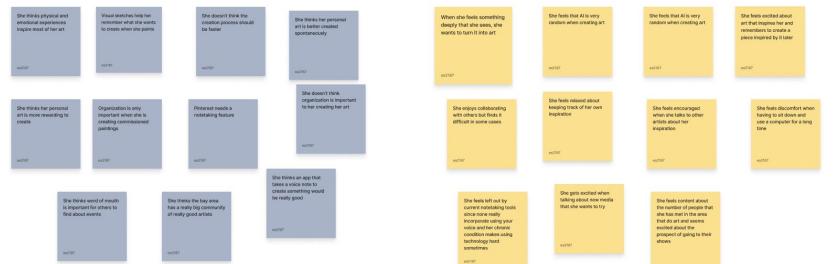
Feel



SAY



THINK



Heather

Fred

HMW - POV #1

HMW

HMW help Kevin organize his various sources of inspiration?



HMW help Kevin feel empowered to seek out inspiration by himself?

Claire

HMW present different mediums as sources of inspiration?

Luiza Ribeiro

HMW re-define what inspiration can mean to each individual?

Luiza Ribeiro

HMW help Kevin use his past work as a source of inspiration for himself

Luiza Ribeiro

C

HMW connect Kevin to other methods of getting inspiration

mikela

HMW help Kevin distill the exposure to different mediums

mikela

HMW create an environment where Kevin can get inspiration from other artists

ea2187

HMW help Kevin feel autonomous in choosing the paths he gets inspiration from

ea2187

HMW encourage Kevin to remix his old mediums/ practices

mikela

HMW - POV #2

HMW

HMW make organization feel creative and enjoyable

Luiza Ribeiro

HMW encourage and instill the value of organization

mikela

HMW suggest sources of inspiration instead of pulling from random instances

mikela

HMW label categories of inspiration

mikela



HMW speed up the organization process



mikela

HMW make organization easy

mikela

HMW cater a system of organizing to the individual's creative process

mikela



HMW make it easier to capture inspiration

mikela



HMW remove the need to organize at all

mikela

HMW make it easier for artists to come back to their old ideas

mikela



HMW - POV #3

HMW

HMW connect him to other artists that are at a similar stage

Luiza Ribeiro

HMW connect the planning part of art with the creation part

Luiza Ribeiro



HMW track the artist's progress in a certain style

Luiza Ribeiro

HMW teach new things in a fast and digestible way

Luiza Ribeiro

HMW refer him to existing resources

Luiza Ribeiro

HMW facilitate setting goals and constraints

Luiza Ribeiro

HMW encourage failure while creating art

Luiza Ribeiro

HMW make it easy to rapidly iterate while keeping an organized system

Luiza Ribeiro



HMW make the planning process more enjoyable

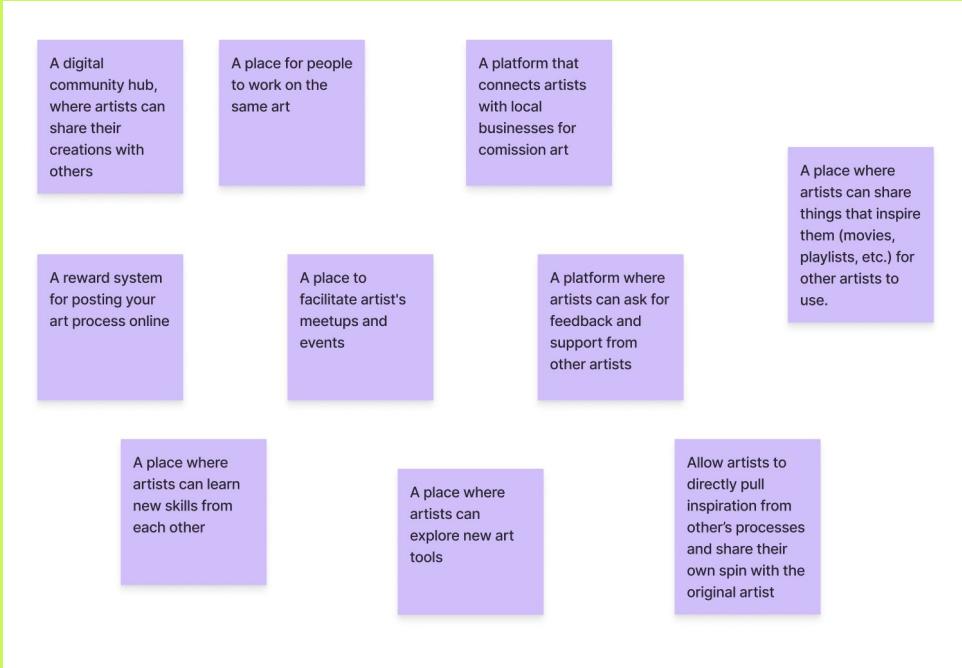
Luiza Ribeiro

HMW document the trial and error process of creating art

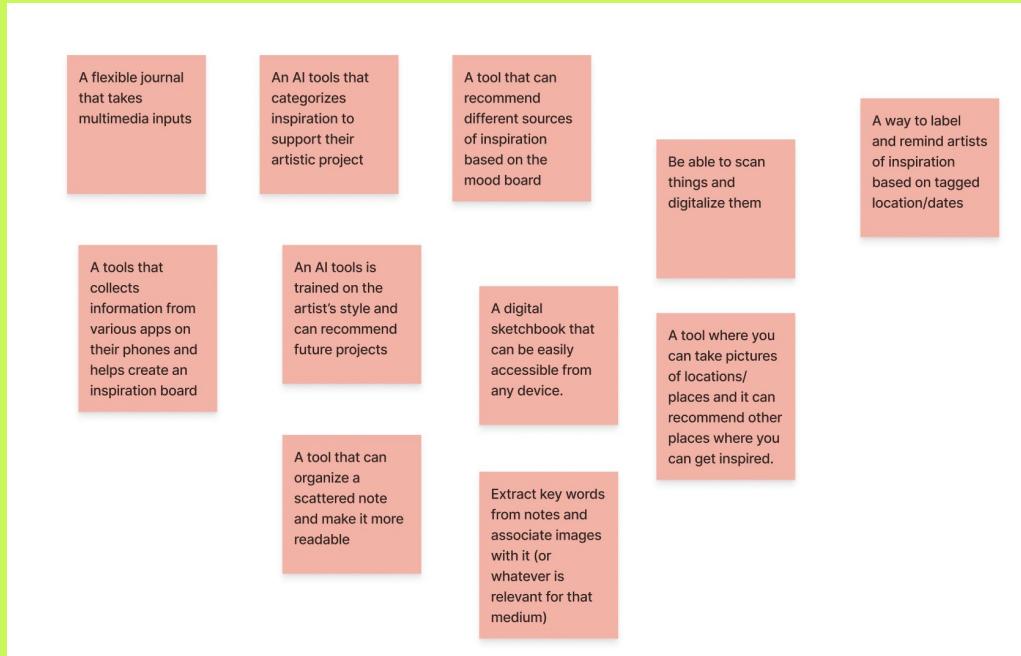
Luiza Ribeiro



Solutions - POV #1



Solutions - POV #2



Solutions - POV #3

A way to label and remind artists of previous work -- monthly recap of projects

A customizable archive of past works with smart searching (by medium, subject, etc.)

Hosting art challenges to remix to remix old pieces in new styles/mediums

A tool that allows you to add multiple different artistic work in one page and an AI generator can recommend different ways to combine the artwork.

An AI tool that automatically organizes all of your artwork into folders and make it easy to search for specific elements/visuals you're trying to look for

When you're working on a piece, it auto-recommends your past work based on the theme.

Provide a way for artists to document a project's entire creation process so they can look back on it after

A calendar where you can see all your projects throughout the year.

Based on your inspiration boards, it shows old projects that relate to that

A tool that pulls from your previous artworks if you need references for a current artwork