

HCI 440: Introduction to User-Centered Design

Assignment 4: Models and Requirements

Team 9

Draft Due: April 26, 2017 @ 11:59 PM

Final Due: May 3, 2017 @ 11:59 PM

Personas (User Journeys and Personas saved and uploaded in separate file as per instructions)

Persona 1 - We choose this as our main persona. His journey is most challenging because he has to make purchase decisions.

Name: Jasen

Age: 46

Occupation: Furniture Designer

Gender: Male

User Roll: Art Collector

Background:

Jasen works at a mid-size national furniture on the product research and design team. Jasen lives in the Palm Springs, CA area and is active in the community and volunteers on many green initiatives to preserve the architecture of that region. He frequents galleries and art shows at least once or twice a month and considers himself an art collector. He has purchased over 30 works of art.

Tagline:

Although I anticipate the interaction at an opening or an exhibit, if I had a resource to view works from a variety of artists before hand it would give me a chance to consider the works and help me select the shows I am interested in attending.

Motivations:

- Discovering a new up and coming artist
- Feeling a connection with a particular piece of art
- Finding a piece to purchase within my budget

Frustrations:

- Uninformed of an opening that may interest me
- Going to an exhibit with works that do not appeal to me
- Not having the time to visit an exhibit

Persona 2

Name: Robin

Tagline: I want to see what art is being created across the city and learn the "how" and "why behind each piece. Truth be told, I also want to build up to confidently speaking with artists at studios and galleries.

Background

Female, Single

Age: 25 years old

User role(s): Visitor/Patron

Education: Bachelor of Science in Chemical Engineering

Job: Researcher

Level of computer expertise: Middle/High. She uses computers and applications daily on the job.

Socioeconomic status: Middle Class

Goals/motivations:

- Find cool venues in the city to visit time and time again
- Have fun with friends
- Learn more about art and how to appreciate it
- Understand the "how" and "why" behind art works Interface confidently with artists in the city

Frustrations and pain points:

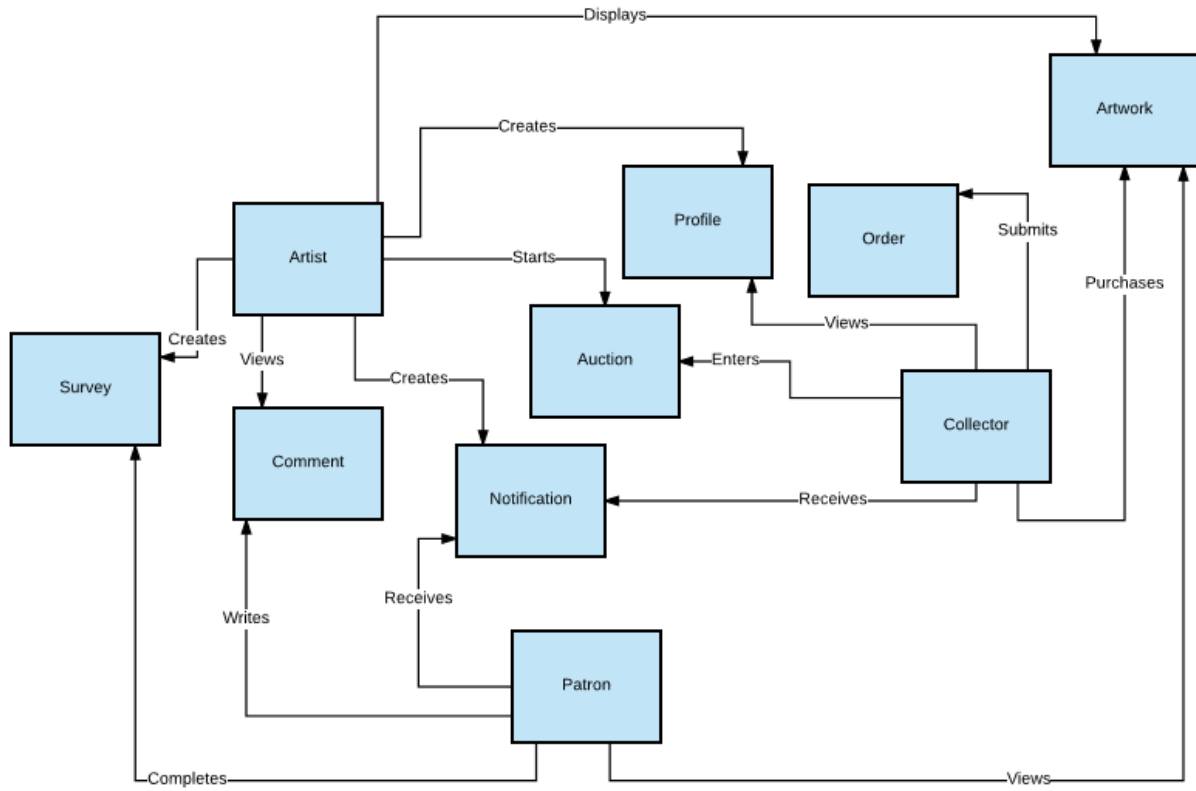
- Visiting galleries and studios and potentially not knowing anyone there
- Not knowing enough about art and art appreciation to confidently convey herself to artists and other people in the art world
- Trouble understanding how and if it's possible to convey feedback as a layperson

Narrative: Robin has been living in Chicago for two years and works as a public health researcher at Northwestern. She is seeking to get more embedded in the city by scoping out the art scene. She has a few friends who are also art aficionados. Separately, they usually find gallery and open studio events on Facebook and share them with one another. Most times, no one in her friend group has ties with the artist, and they venture out to get exposed to new forms of art creation. Robin knows that she needs to properly prepare by Googling artists.

Concept	Attributes	Operation
1. Artist	<ul style="list-style-type: none"> - First Name - Last Name - ArtistID - Artist Profile 	<ul style="list-style-type: none"> - Users can view artist profile and sponsor an artist
2. Profile	<ul style="list-style-type: none"> - First Name - Last Name - ID - Gender (optional) - Education/Experience (optional) - Artwork (optional) - Email - Phone Number (optional) - Summary - Websites/Social links (optional) 	<ul style="list-style-type: none"> - Users can create, view, edit, and delete profiles
3. Artwork	<ul style="list-style-type: none"> - Title - Artist Name - Price - ArtworkID_ - Bid - Catalog - Description (optional) - Image (optional) 	<ul style="list-style-type: none"> - Users can view, purchase, bid, and leave comments - Users can cancel bids before the auction closes; Once auction is closed all bids placed are final - Users can view their own bid but users cannot edit or view other bids - Users can catalog artwork to view later - Artists can create a portfolio
4. Patron	<ul style="list-style-type: none"> - First Name - Last Name - PatronID - Patron Profile 	<ul style="list-style-type: none"> - Artists can submit a survey request to patron. - Users can view patron profile for more information.
5. Collector	<ul style="list-style-type: none"> - First Name - Last Name - CollectorID - Collector Profile 	<ul style="list-style-type: none"> - Artists can submit survey request to collector - Users can view collector profile for more information on the collector

6. Order	<ul style="list-style-type: none"> - Current Order - Previous Orders - Order# - ArtworkID - Quantity - Date - Credit_Card# - Status - Tracking ID - Cancel 	<ul style="list-style-type: none"> - Users can place an order, view previous orders, and provide payment - Users also can track purchases, view status, and cancel orders
7. Survey	<ul style="list-style-type: none"> - First Name - Last Name - ArtworkID - Requests status - In-progress - Completed - Denied - Cancel 	<ul style="list-style-type: none"> - Artists can create surveys and users can complete surveys - Artists can view and cancel requests - All previous surveys can be viewed under completed.
8. Comment	<ul style="list-style-type: none"> - First Name - Last Name - ArtworkID - View comments - New comments - Previous comments - Delete 	<ul style="list-style-type: none"> - Users can leave a comment - Only artists can view and delete comments
9. Notification	<ul style="list-style-type: none"> - Message 	<ul style="list-style-type: none"> - Alerts of all new updates - Users can send notifications to other users
10. Auction	<ul style="list-style-type: none"> - ArtworkID - Artist Name - Start Date - End Date - Starting Price 	<ul style="list-style-type: none"> - Artists start, stop, and view auction - Users can place a bid

Concept Diagram



Requirements

Generalized Function	User Type	Part of User Experience Curve	Requirement	Notes
Set up Profile	User (Patron/Collector/Artist)	Pre-visit	<ul style="list-style-type: none">• I need to input my information (email, password, picture, bio) to quickly revisit the app with my information stored.• I need to be able to set my profile as public or private. I may not want other users to see my purchasing habits or art browsing history.• I need to be able to customize my information based off my user type.	Any user (artist/collector/patron) can enter the app to use it. Only serious collectors will input payment details. This differentiates the collector (key purchaser) and the patron (browser). This allows the artists to get maximum publicity. Artists cannot have private profiles.
Set up Profile	Collector	Pre-purchase	I need to set up payment details in my profile to be able to make purchases.	
Input artwork/details	Artist	Pre-exhibition	<ul style="list-style-type: none">• I need to input details about my work (medium, description, and price) and exhibition details, guidelines, and location.<ul style="list-style-type: none">• Examples:<ul style="list-style-type: none">• I need to indicate when I am having secret unveilings or other promotions in the gallery/ studio space.• I need a map function so that I can show the location.• I need to input what art will be showcased at the exhibitions.• I need to load my artwork images• However, I need a feature where users can click and view specific details about the exhibition.	Potentially, the map function could consist of a link. If the users click the map, the user will have their map application open and show directions.
View upcoming exhibitions details and artwork information	User (Patron/Collector)	Pre-visit	<ul style="list-style-type: none">• I want to quickly see exhibit details so that I can determine if the exhibit interests me and where it's located.• I need to see an image of the work and where it will be exhibited.• As a potential purchaser, I want to see the medium, dimensions of the piece, warranty information, price, shipping estimations, an image of the work, and where it will be exhibited.	The ability to quickly assess if the exhibition is something they are interested in and has the features they are looking for: (wine, food, open layout, access to artist, etc).
Concept Diagram				
Catalog	User (Patron/Collector)	Pre-visit/during exhibition/post-exhibition	<ul style="list-style-type: none">• I need to save artwork for later to know.• I need to save artwork to purchase later.	
Catalog	User (Patron/Collector)	Pre-visit/during exhibition/post-exhibition	I need to share artist information or artwork conveniently with the press of a button.	
Notification	User (Patron/Collector)	Ongoing	I need to customize what notifications I'd want to receive.	
Notification	Artist	Ongoing	I need to manage when users hear about changes in art availability.	
Catalog	Artist	Pre-visit/pre-sell	I need to see how many people are following me through my catalog. I need a section that shows recent users.	That'll make it easier to track which users came to certain exhibitions.
Catalog	Artist	Post-exhibition/post-sell	I want to see how many new users are following me after the exhibition or making purchases.	
Artist details	Patron/Visitor	Getting Oriented / during the exhibition	As a patron/visitor if I am bored with the exhibit, I want to easily access general facts about the art/the artist.	
Feedback	Patron/Visitor	Exiting the exhibition/ re-entry to the real world	As a patron/visitor I want to give feedback to the artist and gallery so I can express my appreciation.	
Bidding	Artist	Ongoing	<ul style="list-style-type: none">• I need to input a minimum bid, start and end date of auction, and other key details.• I need to see a summary of bidding activity and be able to update the minimum bidding price to correspond to the activity. Then users can respond and place a new bid.• I want to be able to customize the auction to my specifications, such as bid increments, etc.• I need to input clear, easy to understand rules of the auction. I don't have time to clarify instructions with any user.	Regardless of who wins, the artist gets the minimum price they are willing to sell it for.
Bidding	Collector	Ongoing	<ul style="list-style-type: none">• I need to understand the rules of the auction. Rules that are too complicated would make it hard to bid.• I need to input my offer.	
Bidding	Collector	Ongoing	I don't want my details shared with other users during the bidding process.	
Notification	Collector	Ongoing	<ul style="list-style-type: none">• I need to be notified if someone outbids me. Then I can decide if I want to place a new bid.• When placing a new bid, I need to see the updated minimum price.	

Requirements

Notification	Collector	After auction	I need to know when I win or lose the auction. If I win, I need to know what the next steps are (shipping, warranty, etc).	
Comment	User (Patron/Visitor/Collector)	Post-exhibition	<ul style="list-style-type: none">• I need to be able to track the progress of my comment (complete vs under review).• I need to give comments on the exhibition experience. I'd like the artist to hear my insights. Hopefully, changes might be made and I will see them next time I visit.	When complete, the user gets a reply from the artist.
Notification	User (Patron/Visitor/Collector)	Post-exhibition	I need a reply from the artist.	
Feedback	Collector	After Auction	I need a place to complain if something goes wrong.	
Bidding	Collector	After Auction	I need to know that my credit card informations secure and see different options for purchasing (Paypal, credit card, Venmo, etc.)	

Process Retrospective

- 4/29
 - Interaction with the artist can really affect the user's experience of an exhibition.
 - In crafting the user persona and user journey, it was easy to build out who they are and their journey by thinking in terms of emotions. These key points helped identify pain points and desires commonly held during points of a gallery opening/studio visit.
 - The patron/visitor may feel out of their element in an art studio/gallery and have more preparation work to do in order to not feel out of place. It would be great if an app made the preparation process move by quickly with less ambiguity.
 - For an application, the visitor/patron and collector have similar needs: desire to interact with the artist, understand when openings are occurring, and learn about key features of the artwork.
 - The patron/visitor and collector do have some competing needs: The collector is driven by the desire to purchase pieces. This drives a need to monetize portions of the app and potentially create a feature where they can save previous purchases. However, the patron/visitor may not have a need for these aspects and may be less prone to download an application. For a patron/visitor, it may make more sense to create a tool that integrated with existing Facebook APIs because Facebook already has a nice event management platform and tool to see when friends are closeby.
 - As we continued working, we came up with more additions for the potential application and foresee us having to trim later.
- 5/3
 - When creating the conceptual model it was difficult to visualize how the entire process would work. It was easier to start by modeling a few main concepts such as the different users and then slowly adding more based on the user. For our final version, we are thinking about adding an auction and perhaps a digital collection as well.
 - Our requirements changed based on the model. We also had to slow the process down, noting all the small twists and turns that users make. We focused on one master user (the collector), and made conclusions from that perspective.
 - Moving forward, this app will focus on discovering new artists and their work.

Team Member Contributions

Team Member	Contribution
Ashvi	Conceptual Model Diagram, Concept Analysis
Jasmine	Visitor Persona and User Journey, Requirements.
Kyle	Requirements, Features of App. (Currently brainstorming prototyping)
Laurie	Collector Persona and User Journey