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

<mark>Personas</mark> (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.

- 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