



ARTFUSE

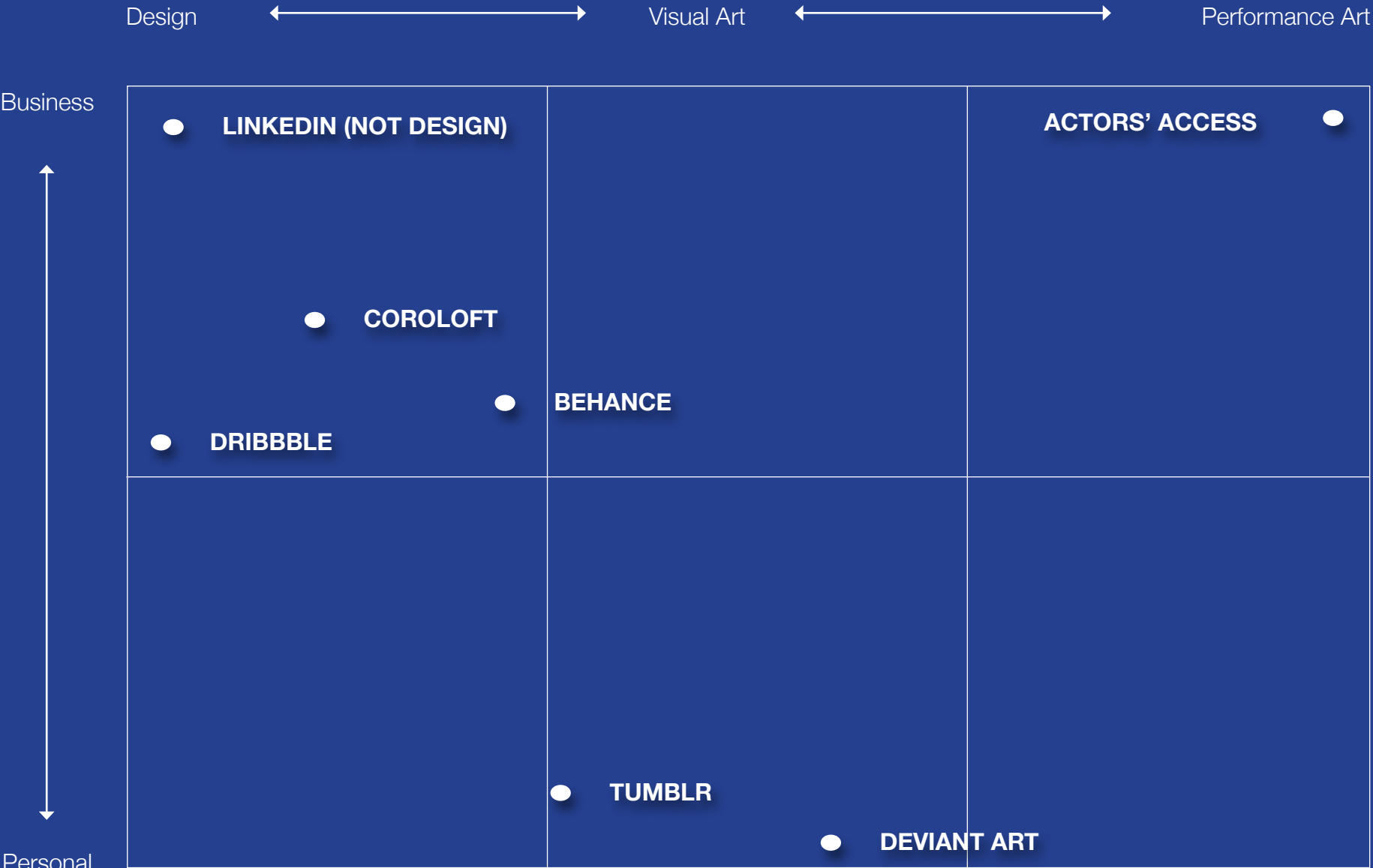
The premise of this project is to serve as a consultant of Artfuse, holding the responsibilities of conducting design research to confirm assumptions, finding design opportunities, and creating a minimal viable prototype.

Artfuse is an entrepreneurial endeavor from a student in Syracuse University. Artfuse is a social media platform that aims to connect the entirety of creative industry, ranging from writers, to performance artists, and the stakeholders in their professional lives.



COMPETITOR ANALYSIS

From analyzing existing platforms, it is evident that there are in fact significant gaps between art, design, and performance art social media platforms. The integration, and collaboration of said disciplines are often overlooked.

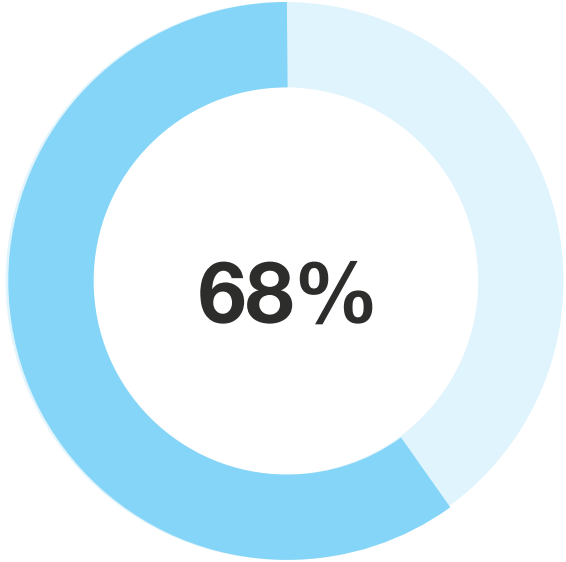


SURVEY

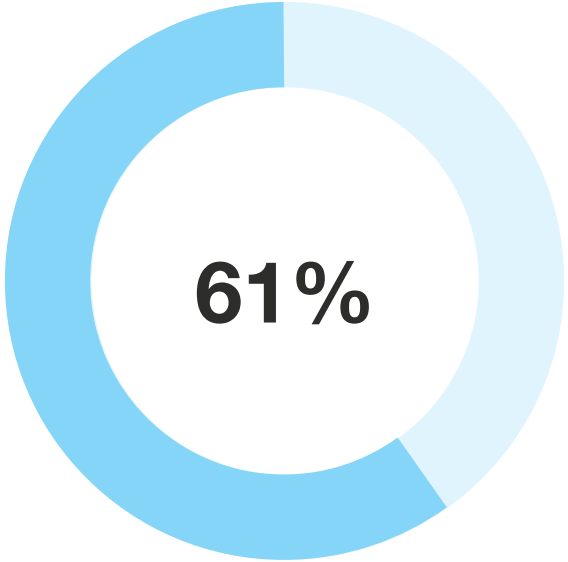
Questions of the survey investigate the behavioral pattern and perception of art/design social media as well as the way participants themselves view their work.

From the 44 samples survey has gathered, it displays a strong dissatisfaction about existing art/design social media platforms and strong belief of lacking certain business and management skills that are essential in professional settings.

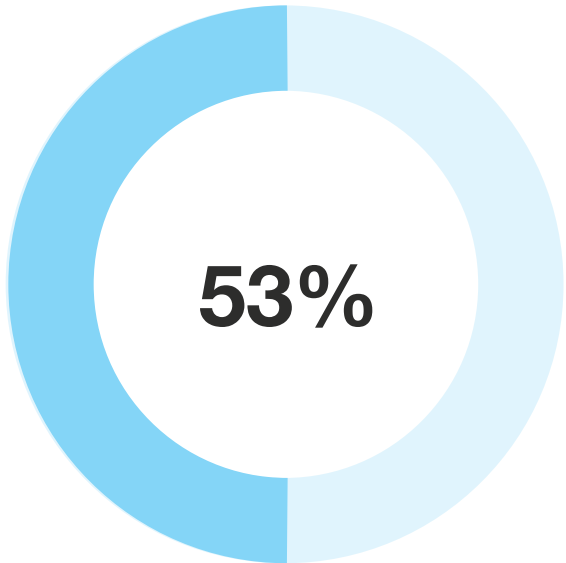
More than half of the respondents stated they besides the social media platform, they also have personal website to serve as their on-line presence.



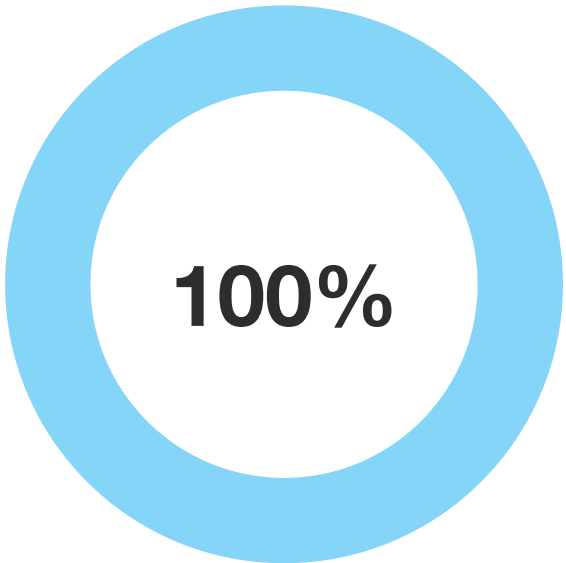
60% of the participants responded dissatisfaction about existing art/social media platform.



60% of the participants responded lack of satisfactory business and legal knowledge



50% of the participants have own personal portfolio website.



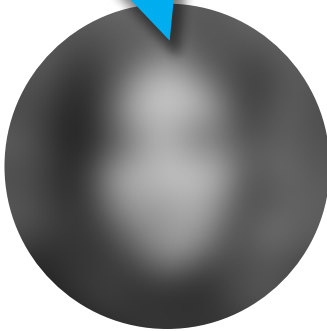
100% of the participants find job search very challenging.

INTERVIEW

Interviews have been conducted with wide range of stakeholders, from professional photographer whose works have been exhibited in the MET, and Getty Museums, to recently-graduated performance artist who current resides in Los Angles.

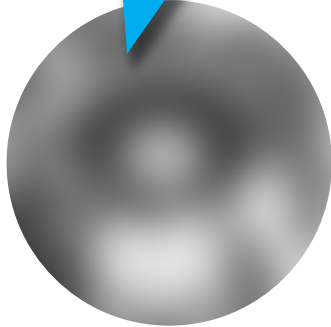
Something most of them share are the dissatisfaction over the lack of transparency of monetary transaction in the current industry, and the exhaustive yet empowering business-related process of selling their artworks, pursuing acting opportunities or participating in exhibitions.

“I can barely see what casting opportunities are out there, I have to go through my agents to land on any job.”



Javiar, Recently-graduated performance artist.

“I would love someone to manage the [exhibition] process, but at the same time, I would feel exploited if someone takes over completely.”



Ann, Painter and Poet with more than a decade of professional experience.

ARCHETYPE



Ann Perkins
Recently graduated
Motivated, Active, Bold

Rachael is a passionate and hardworking graphic designer who are eager to take on opportunities yet lack of business and legal knowledge



Kevin Malone
4 yrs of experience
Introverted, Careful, Nerdy

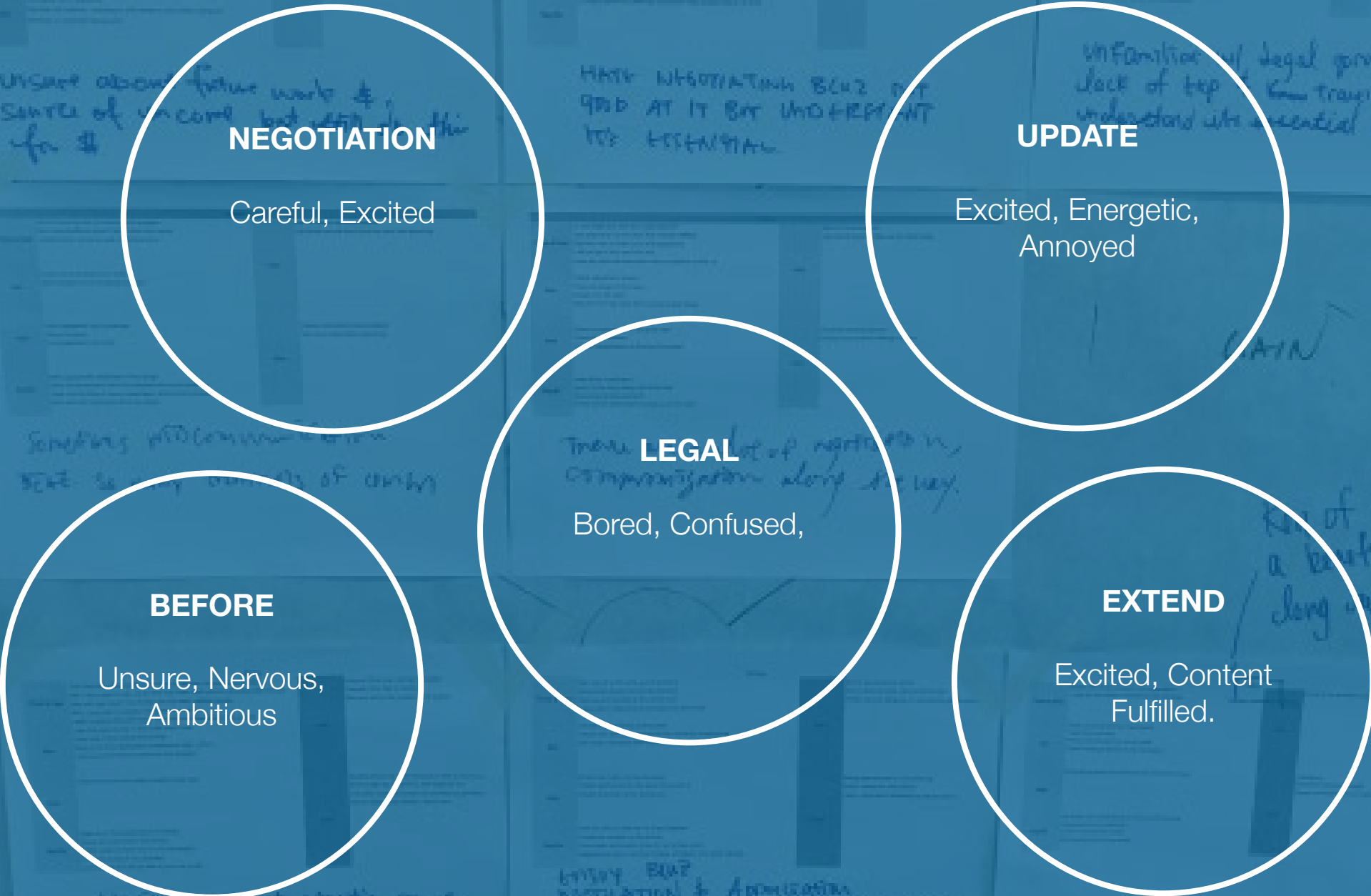
Jacob want to change into freelancing from working in a small consultancy firm, yet he is unfamiliar with the freelance workflow.



Zoe Barnes
Potential Client
Skeptical, Argumentative

Zoe wants to hire a painter to create a portrait of her cat but she is unsure who she can trust.

EMPATHY MAP





**Lack of monetary
transparency in the
transaction process**

Artists/Designer rarely have a clear understanding of how much the gallery or agents are gaining from their works, or performance



**Young and emerging
creatives often lack
certain essential
professional skills**

Majority of participants responded not having substantive understanding of the legal and business for the professional world.



**Work flow is
deeply fragmented
throughout multiple
tools and platforms**

Artists and designer have to go through variety of tools and platforms to complete one project. The communication channel is often complex with the mix of digital and physical channels.

PROPOSED CONCEPT

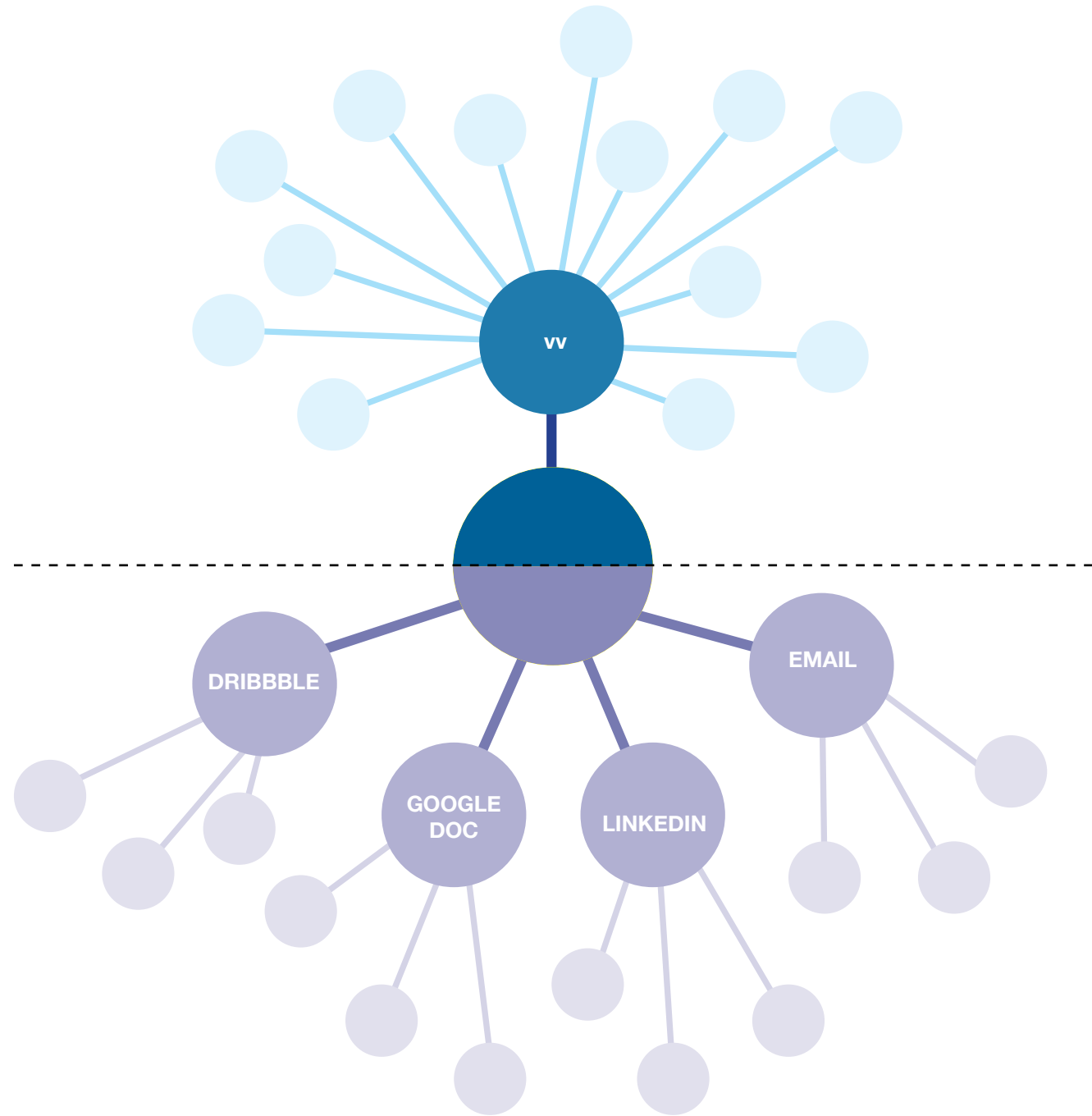
Artfuse can be the center hub for the artist/designers' on-line professional interaction. They can connect with others, start a project, and communicate with clients and others all in one place.

Users would be able to customize their profiles, and workflows to accommodate their personal preference and need.

Project management tool as assistance to help them along the process. The workflow of it can also be customized to suit different types of project.

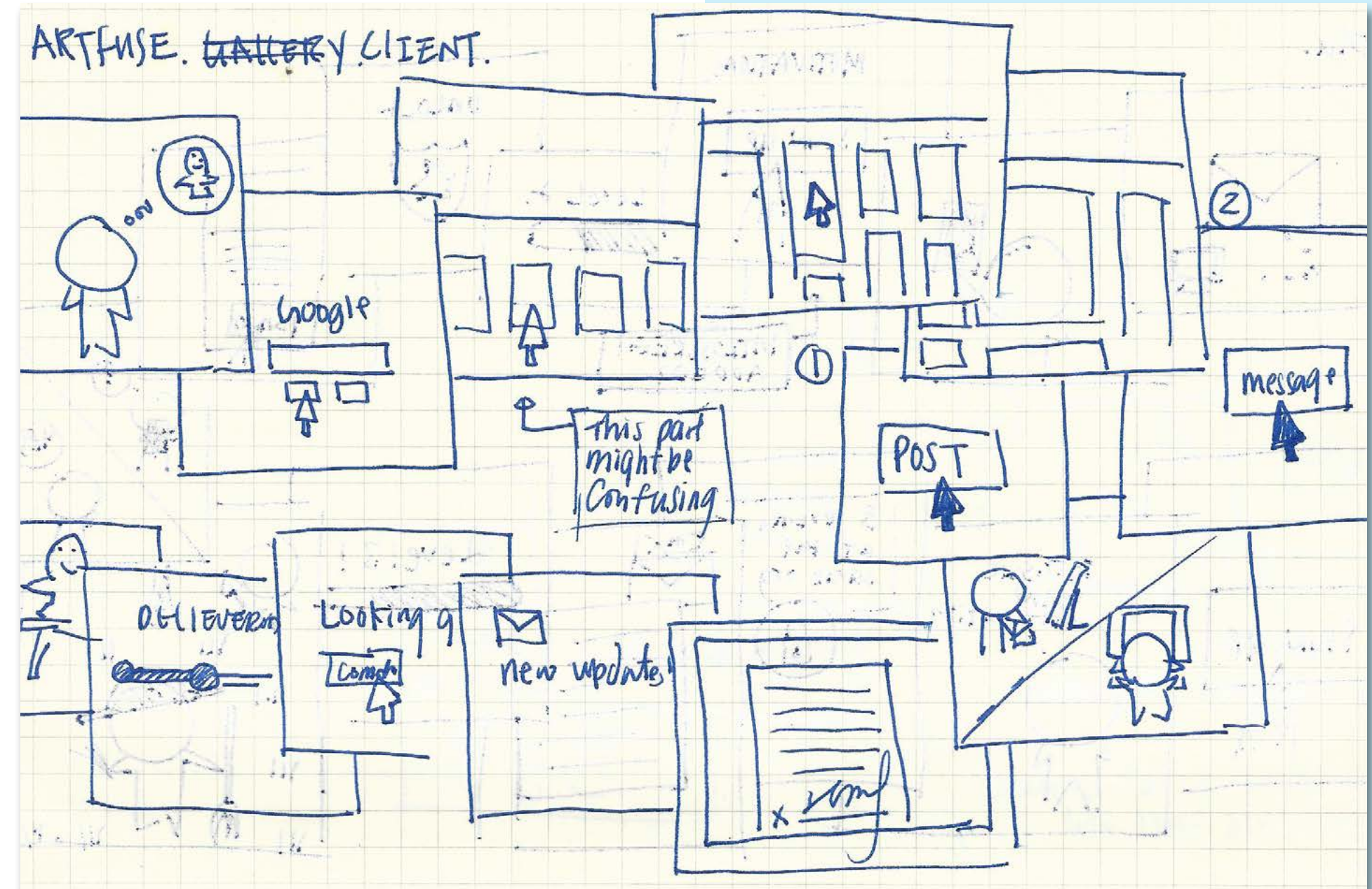
TARGET AUDIENCE

Young and emerging artist and designers who need assistance along the process of freelance work.



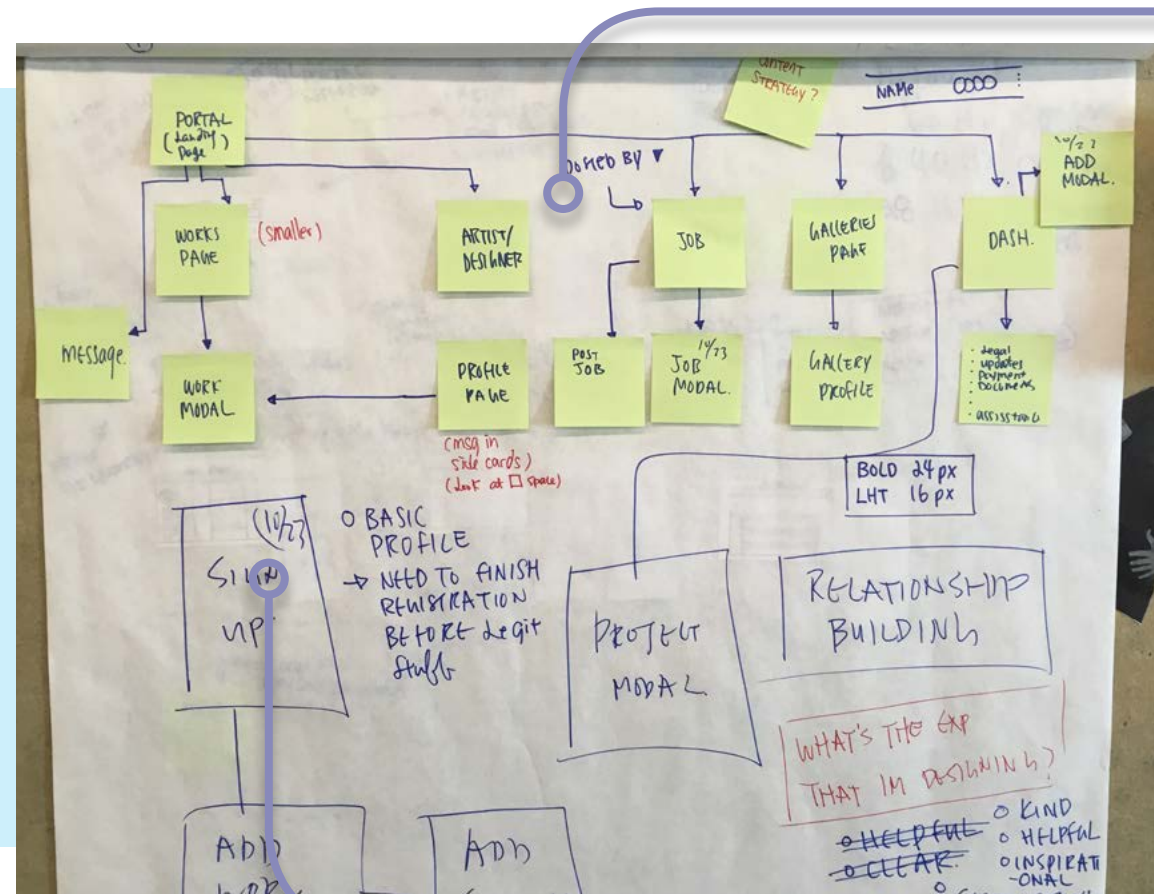
STORY BOARD

Variety of scenarios are explored through sketching possible storyboards to understand the potential experience this platform can offer.

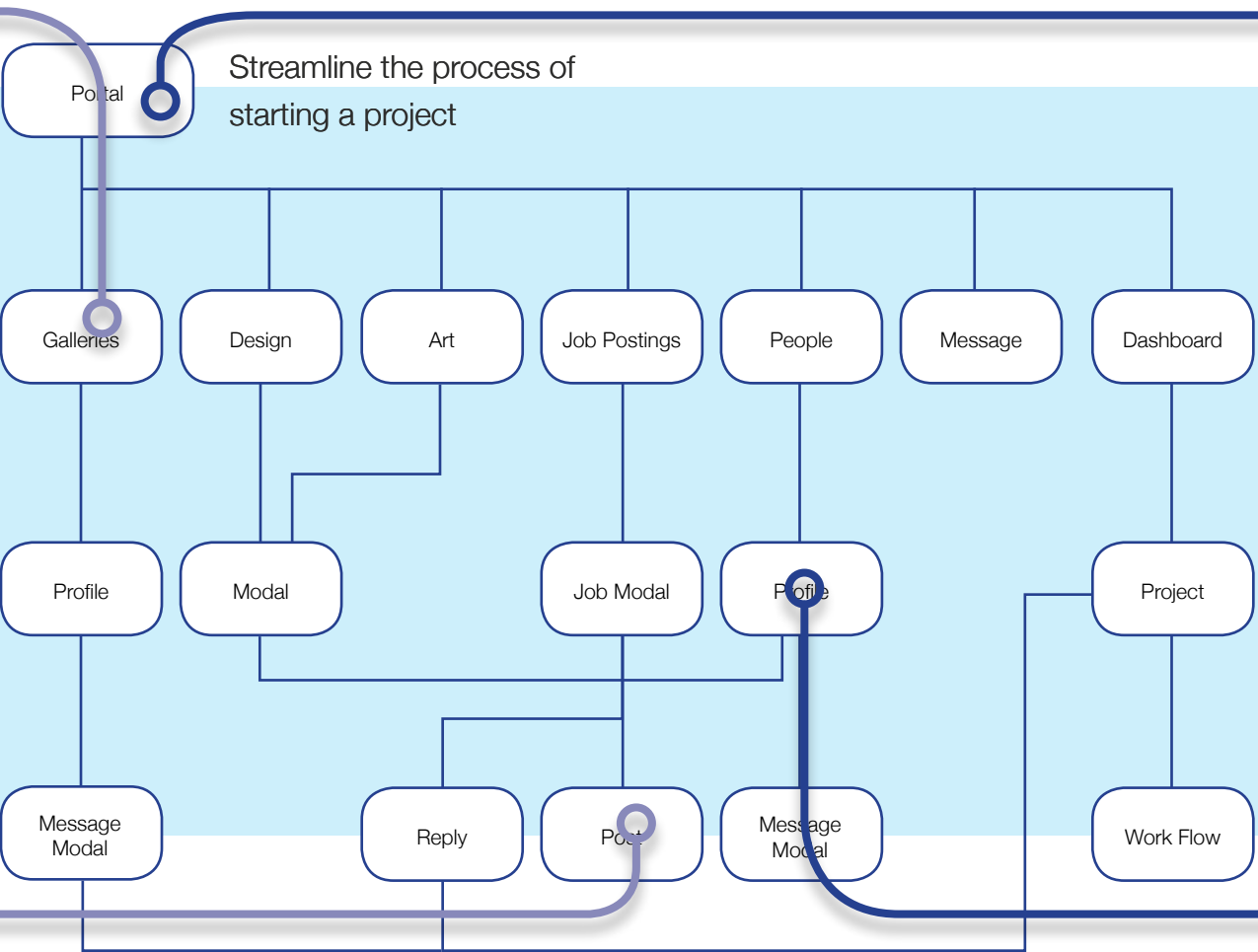


WIRE-FRAME

Information flow is improved to offer users a clear and logical way to navigate through the platform

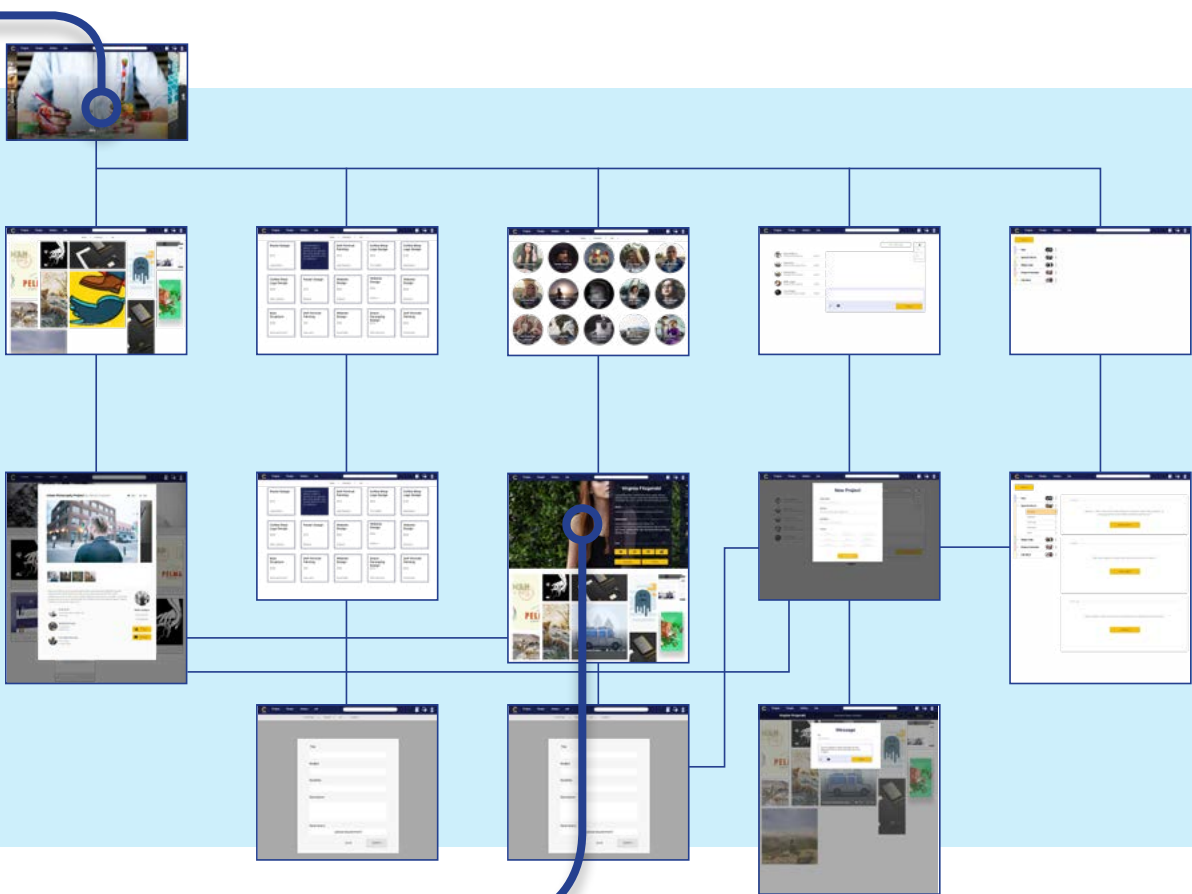


The process of starting a project in the project dashboard tool is streamlined so the user would not have to go back to the main page to do so.



The flow of discovering different artists/designer from the profile page is implemented so the users would not have go back to the main page to do view other artists/designers.

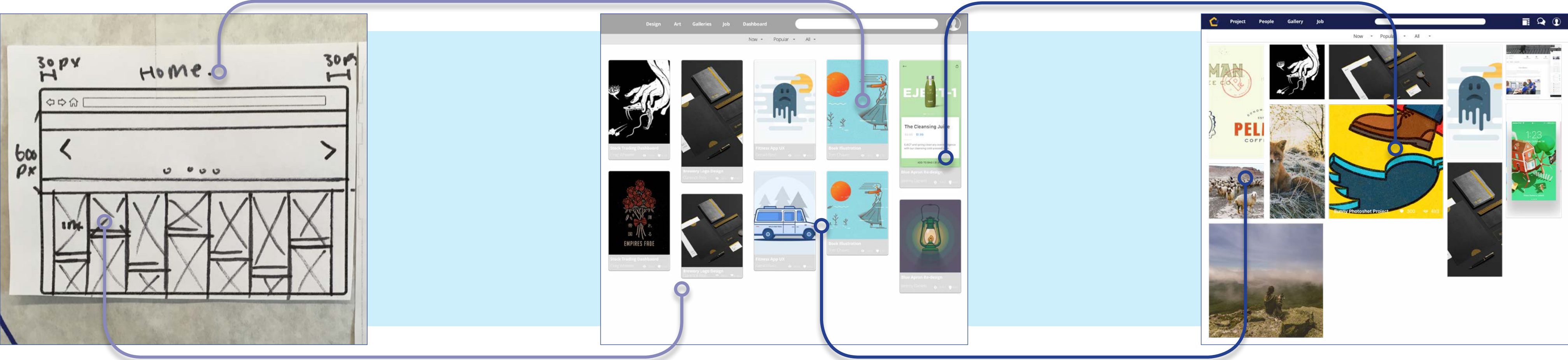
To accommodate for users with vastly different needs, a portal is implemented in order to guide them to the pages that would be the most useful.



USABILITY TESTING

The homepage can be customized with different card size and content to fit one's need and want.

The size difference of cards are created to leave potential space for future monetizing strategy. User can potentially pay to promote his/her works on the front page.



The complex information is refined and broken down into digestible bits with the option to view more with hover.

Different ways to navigate through the platform with the minimal number of clicks needed are explored and implemented.

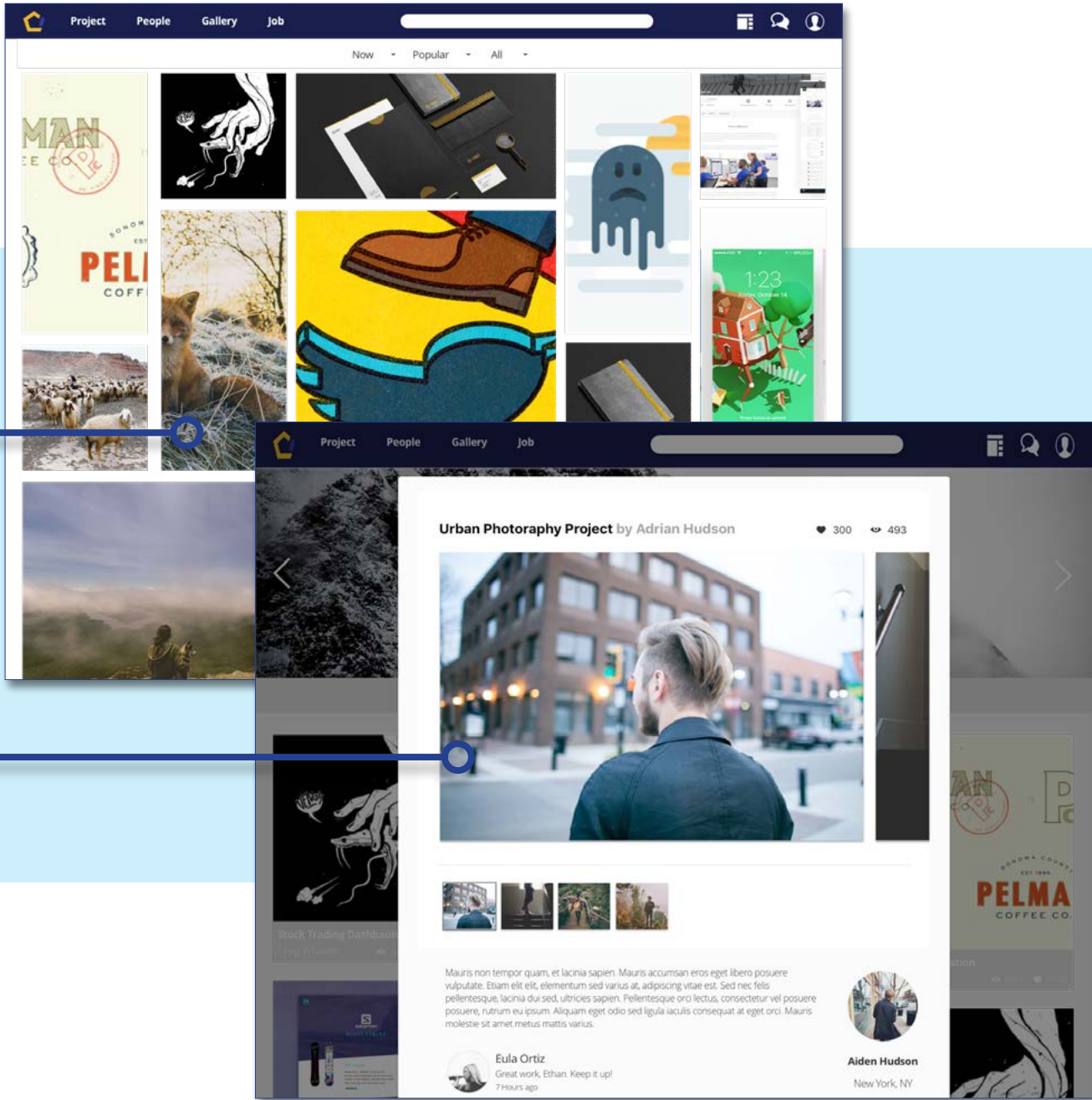
WORK PAGE

Display projects with differentiated hierarchy and visual emphasis

Works page display featured, popular or most liked works in the different categories with the feature to filter the content

Only images are displayed to maintain a clear interface but users can hover to view other images in the project, as well as the name, likes and view counts.

The modal provides a more detail information of the project, with comments, larger images, artists/designer information, and link to contact the designer/artist.

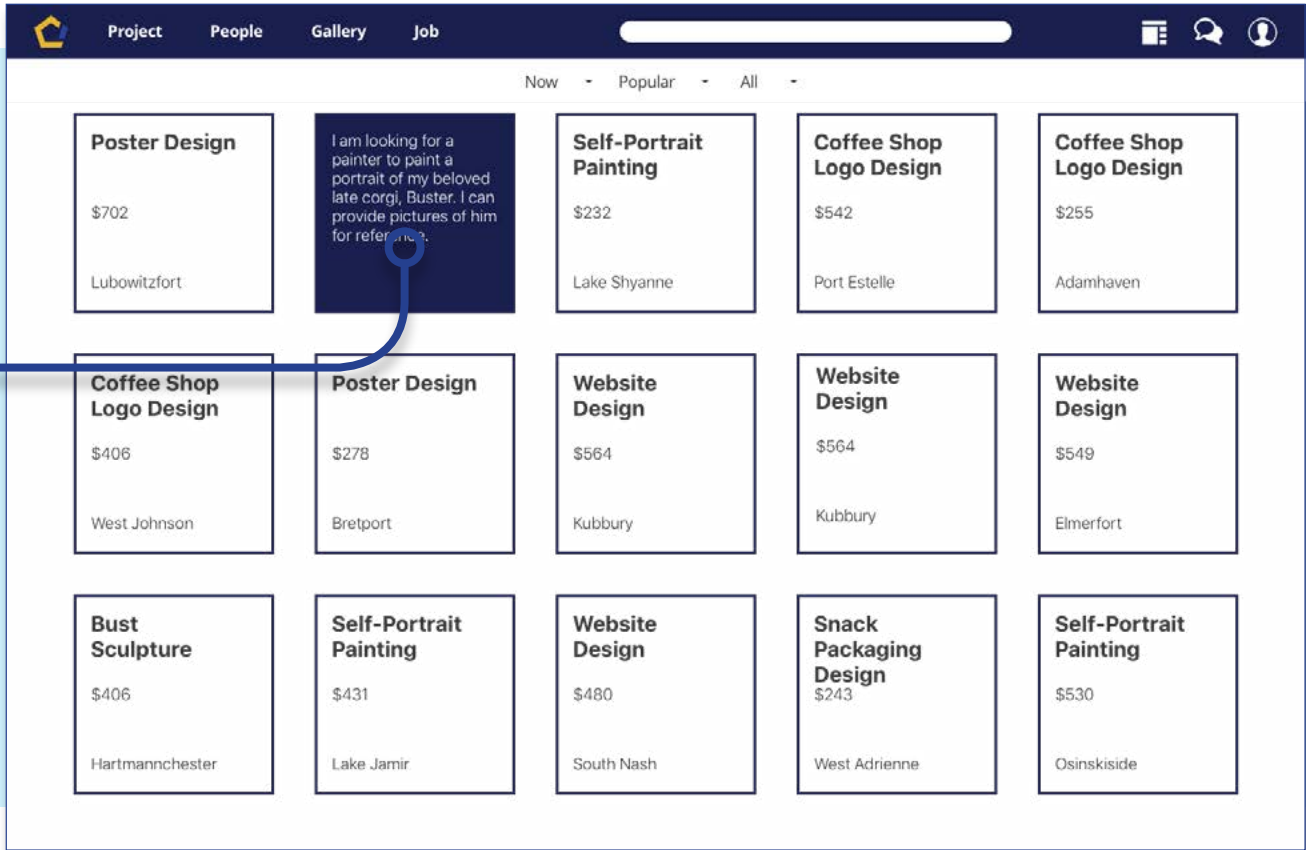


JOB PAGE

Job page enables the potential clients to post work opportunities for artists/designers other than contacting designer/artists directly.

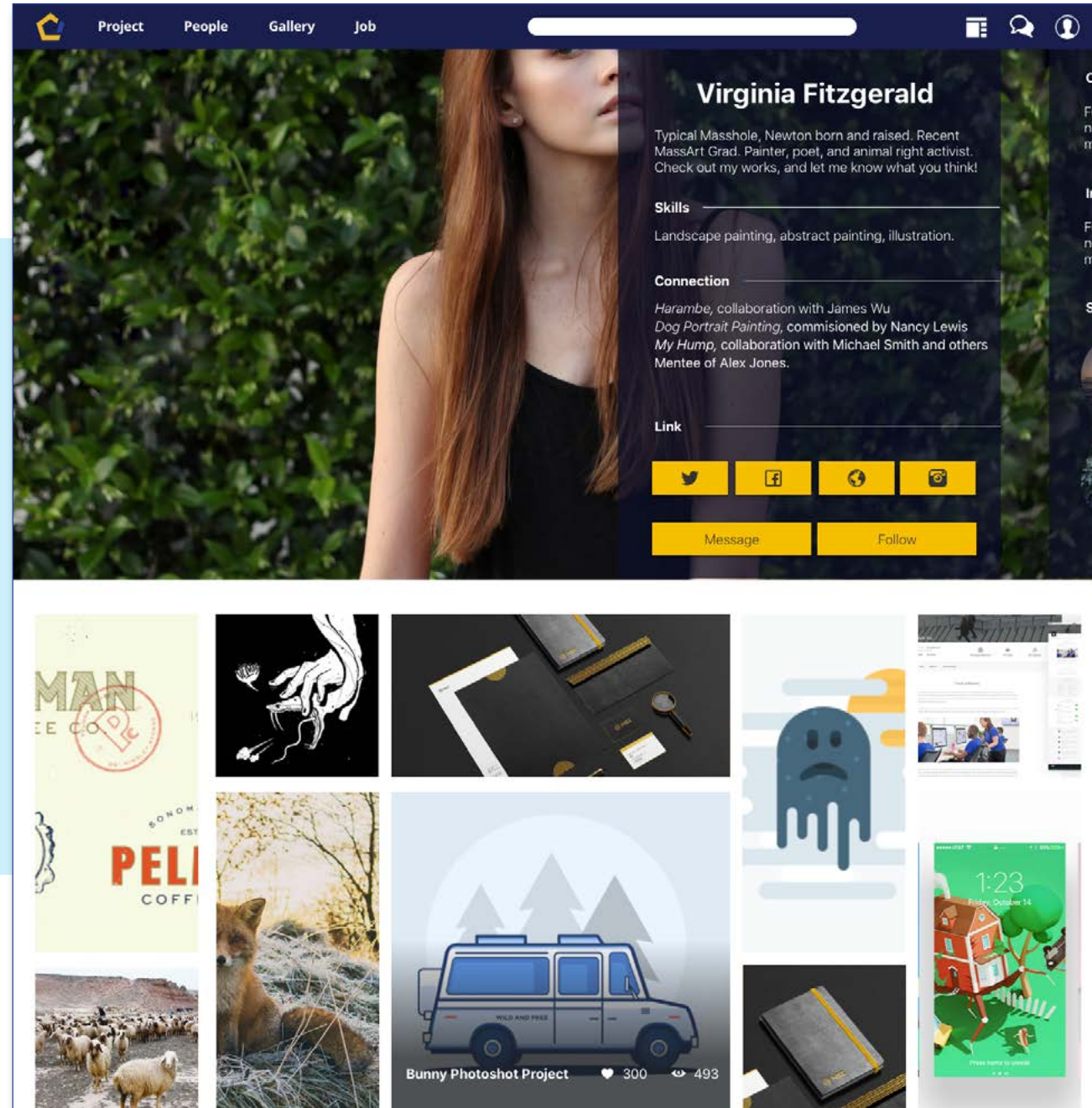
Card system to display information with clear hierarchy of the name, location, type and budget of the project.

User can hover to view more information in regard of the project and message client directly from the job page



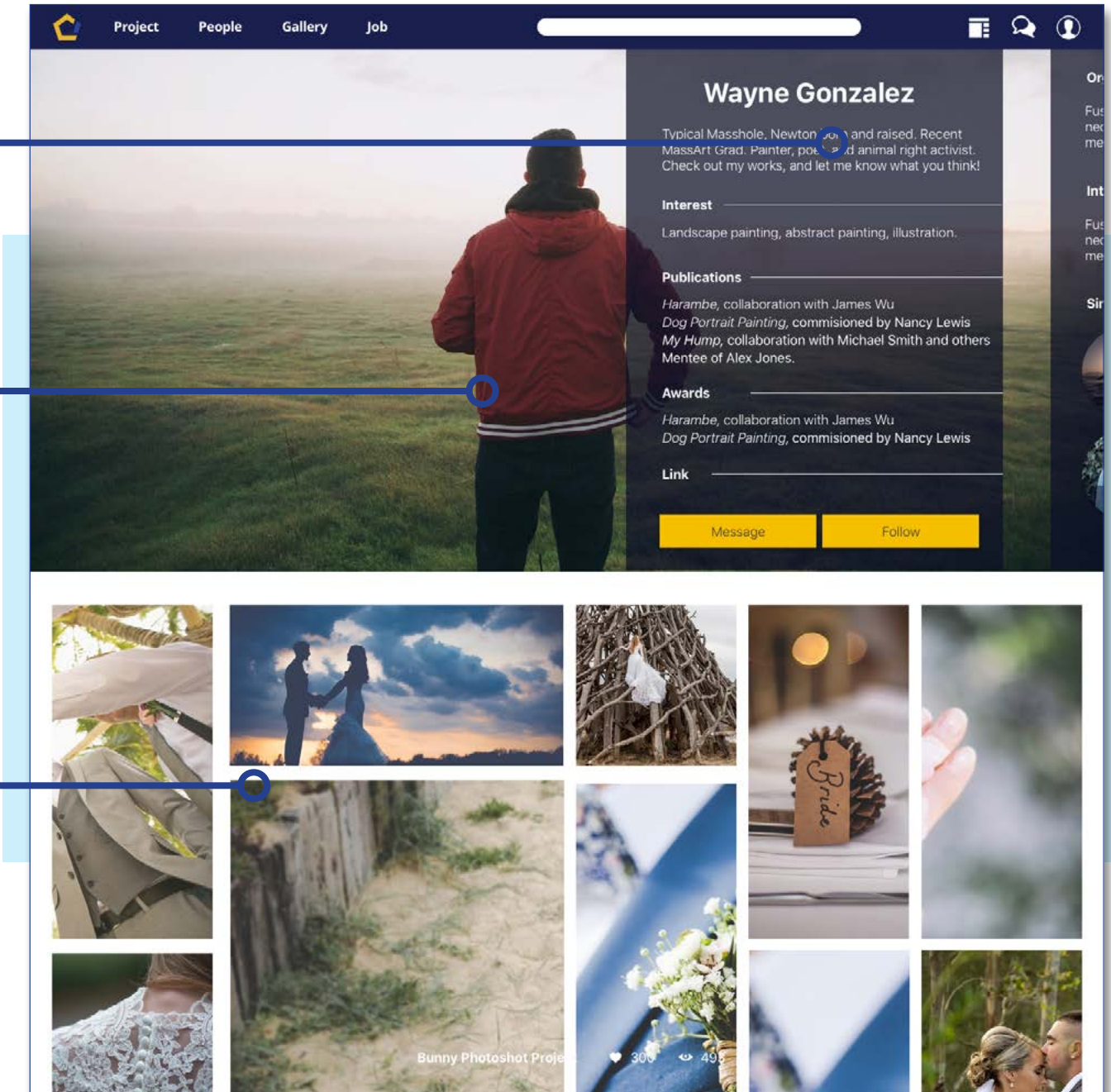
Ability to customize personal page to promote projects and showcase unique personality

This feature further eliminate the need of personal website, and provide a opportunities to customize one's page that is not usually offered by other art/design social media platforms.



Customization profile banner, which allows for different display formats.

The size of tiles can be customized. File formats such as gif, video or text can be uploaded to accommodate different type of works



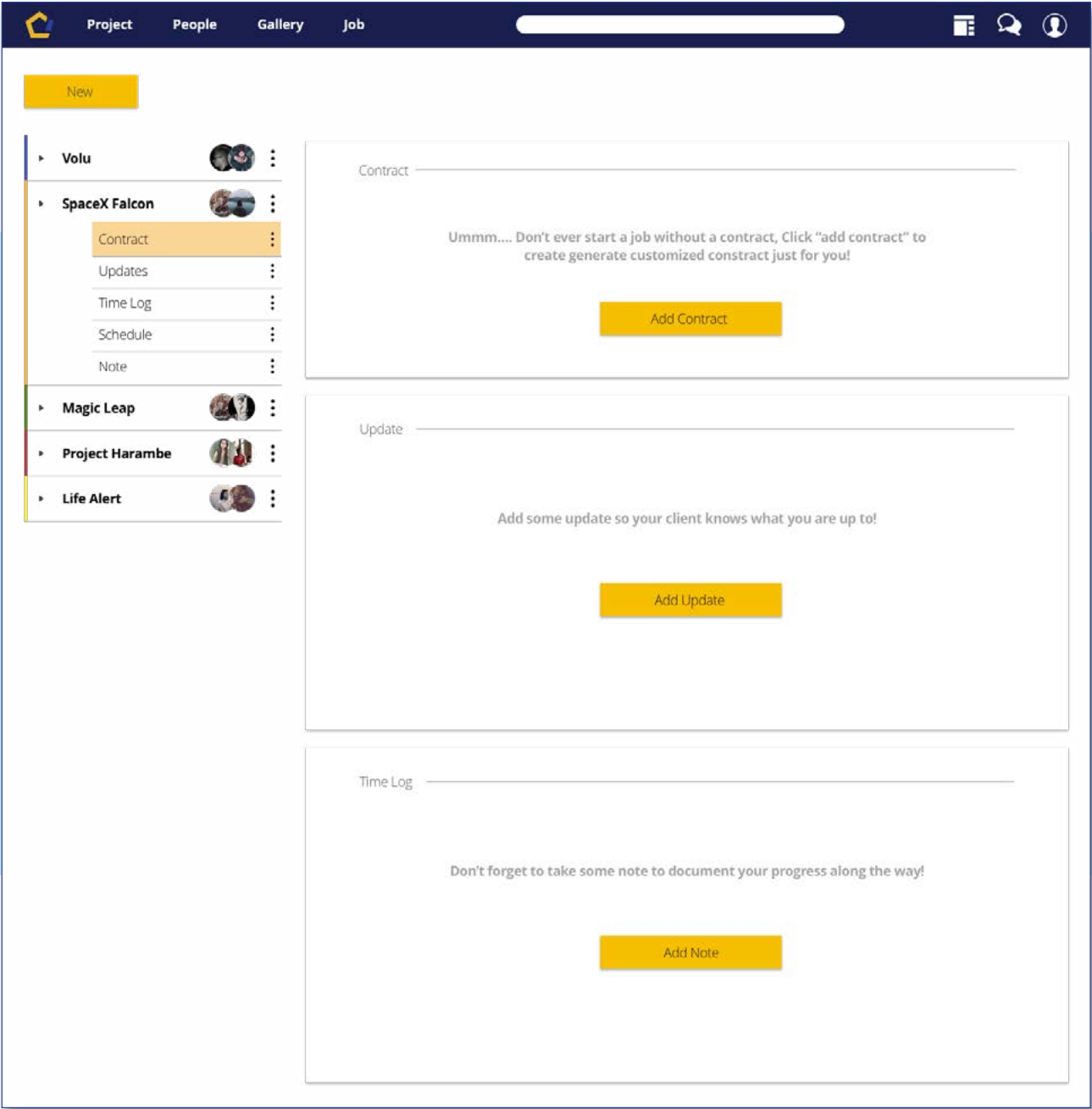
DASHBOARD

Communication, updates and other tools all in one place to help users manage their projects.

To assist young and emerging artist, the project management tool can be customized to suit different types of project yet offer the users a clear and logical workflow they can follow, and receive help along the way

The dashboard can implement tool such as Google Doc, Google drive and PDF viewer to keep all the document in one place and simplify the communication channel between the parties.

Designer/artist can post update of the project within the dashboard and share with the clients to ensure a clear and tight communication.



RESPONSIVE

As the platform has not yet prepared to launch mobile application, the current website is designed to be responsive to accommodate mobile and tablet users.

