

NATALIE

27 years old
Free artist with part time job
Lives in the center of Berlin
Has boyfriend



Natalie works at a trending café in the Mitte. She is a creative person, who likes street art and uses it as inspirational source for her artworks. Natalie explores her neighborhood and Berlin in general. She likes stories behind the art and makes sketches, collages and paintings, which she shares actively on Instagram. She has many friends with similar interests.

When Natalie sees an interesting Artwork, she would like to know what is it, the name of creator and his other works. When she has a few minutes to spare, she explores artists and artworks randomly.

Scenario: Natalie has some time to spare and would like to explore some art. She finds the WhatStreetArt app, surfs there, finds some artworks, which she would like to see today.

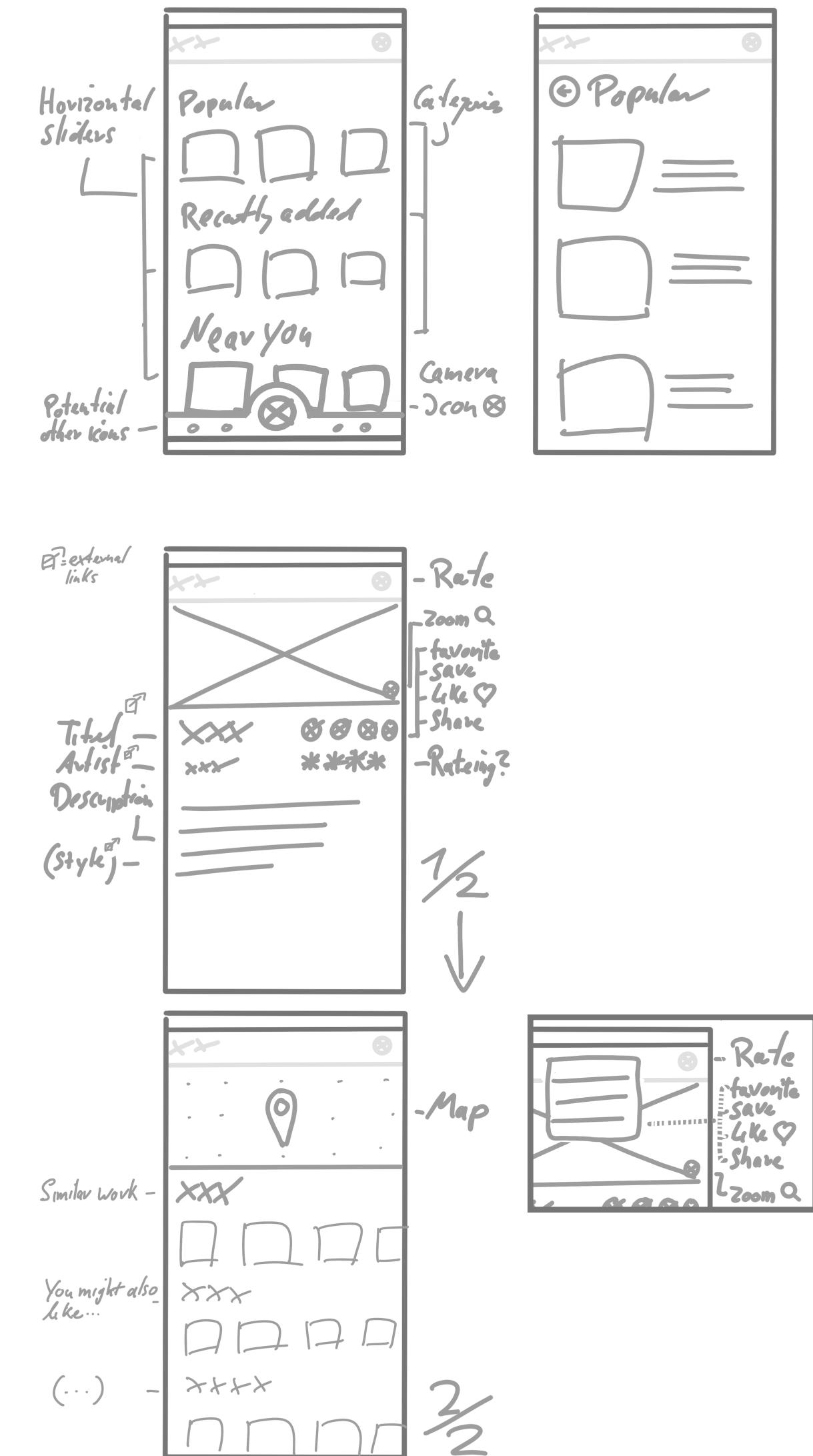
Detailed interactions: Natalie opens the app and sees home screen:
 image slider POPULAR,
 image slider RECENTLY ADDED,
 ... (something else).

She goes to POPULAR,
 scrolls,
 taps on a image, she likes.

She sees details:
 image (+zoom button),
 the title (+external link),
the style (+external link),
 the creator's name (+external link),
 description (+spoiler),
 map with other works near this one,
 image slider **SIMILAR WORKS**,
 image slider **YOU MIGHT ALSO LIKE**,
 ... (something else).

She saves the artwork,
 (login pop-up if not logged in),
 zooms the map,
 plans her route.

She also can:
 like, share, follow (••• drop-off menu),
 zoom image (pop-up gallery),
 tap name (other artworks of the creator),
 set REMIND ME later alert.



CARLOS

35 years old
Consultant
Lives in Europe
Single

Carlos likes street photography and travels much to take pictures of people walking in a city or park, chatting or drinking coffee outside. Sometimes, when he strolls through the city, he scans pictures on walls, while waiting for good shots. Occasionally, he shows his collection to friends or to just met people in bars and at parties, this makes conversations easier for him.

Most of all, Carlos enjoys reading stories behind the art and how artworks were made. He explores new styles and visits murals in those styles in Berlin. Besides that, he searches information about a particular piece of Art, in order to see it with his own eyes and to share it later.

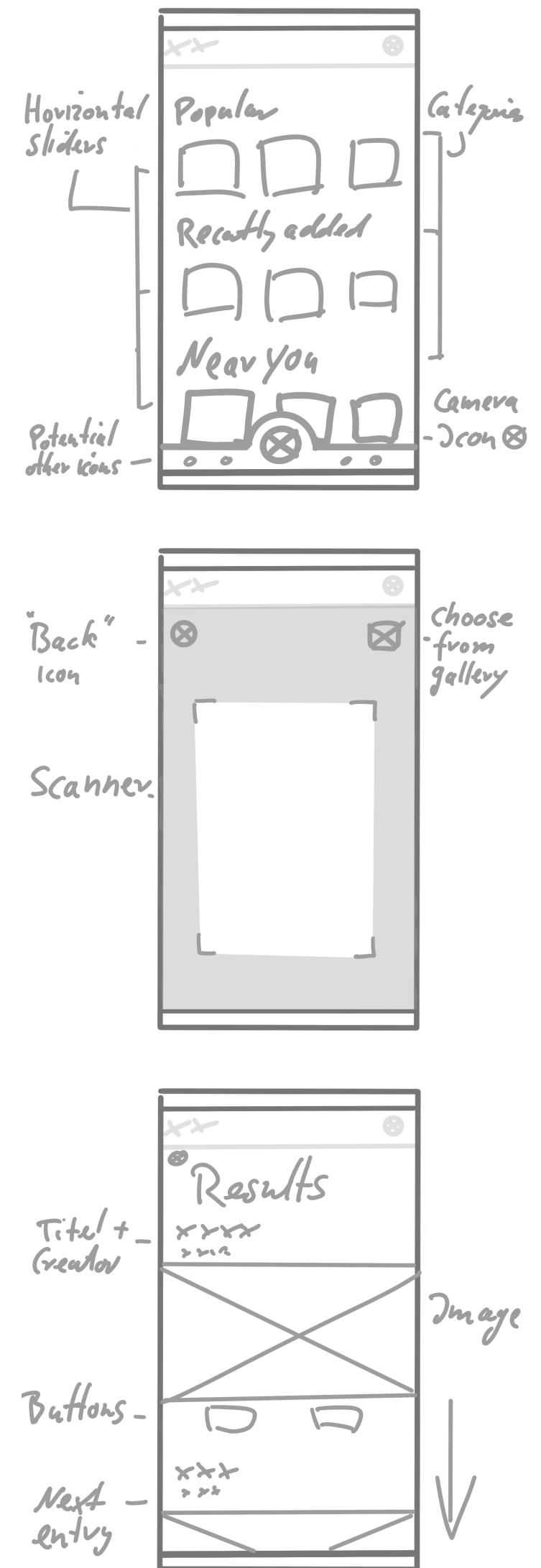
Scenario: Carlos' friend is late. While waiting Carlos chills at a bench and sees that Banksy-looking rat on a wall. He's curious. He opens the app, recognizes the rat, reads information about it. He wants more and taps on the external link and gets directed to the Google search.



Detailed interactions: Carlos opens the app and sees home screen, taps photo icon, take a shot, recognize the image.

The app shows some results, (he finds, that he thinks it is) tap on the result, reads the info, taps on external icon, gets Google search.

He also can: like, share, follow (… drop-off menu), zoom image (pop-up gallery), tap name (other artworks of the creator), explore SIMILAR WORKS, save artwork for later.



Scenario 3: Natalie goes out to explore neighborhood, after a while, the WhatStreetArt app suggests her a 30-minute route near her, which she decides to follow now. At the end of the route she marks it as a favorite.

Scenario 4: One day, Natalie is hanging out with her friends in unfamiliar part of Berlin. Suddenly, her phone vibrates, and WhatStreetArt app suggest her to see some Artworks near her, based on what Natalie liked and the Artists, she followed. Friends don't mind to take a walk and, perhaps, make some group shoots.



Scenario 5: Carlos has 45 minutes of spare time before the meeting. He opens the WhatStreetArt app, finds near his place a great 20-minute route. He rides there, sees the artworks, takes pictures, reads descriptions. He sees also other artworks, which seem interesting, and he saves them for next time in the city.