

Exam - Project Report

Introduction

As previously mentioned, I came up with the idea for my MVP by exploring features of one of my favourite applications, 'Letterboxd'¹. By using Letterboxd, users can review and rate movies as well as create their own personal homepages showcasing their top four films. I quickly realized that some of my favourite movies are either directed by women or have an actress as their main lead, which led to me focussing on artworks regarding female influence and expanding my research to other realms of the arts. In conclusion, in my first prototype, users could navigate between the artworks of women within the areas of cinema, music, books and even look into upcoming concerts of female artists.

Overall, my application 'Artista', which translates to artist or female artist specifically, aims at facilitating a safe space for consuming a wide variety of female art. Oftentimes, other applications within mainstream media seem to be mostly dominated by men, with male creations overshadowing the important messages and voices of female artist. By bridging that gap and developing a separate place for celebrating the latest, most inspiring female content, Artista tries to tackle gender oppression, appreciates female influences within cultural spaces and promotes women's empowerment in the entertainment industry. Lastly, Artista not only improves the process of looking for new entertaining content by presenting the latest releases of female artists in one place, but simultaneously serves as a forum for discovering and supporting female creativity.

Methodology

Initially, when constructing my first prototype, I designed a homepage and developed a fitting background aesthetic for the individual pages using 'Canva'². I decided on the labels and buttons required for a first page and by entering my application, users were asked to access Artista via a personalized log-in function. Afterwards, on the second page, users were then greeted at the top of the site and introduced to the main feed of my application, which provided the user with the latest releases in the corresponding categories. Furthermore, this main page displayed some posters as placeholders of the different areas of the arts and each category was equipped with a button, designated to eventually lead to the specific pages of the categories. At the bottom of the second page, users could either go back to the homepage or close the application

entirely. Additionally, a third button labelled 'About Us' was linked to a third page, where a compact definition of what Artista stands for was presented.

After thinking about how I could improve the layout of my first prototype, I realized that I needed to expand this first draft into an actual representation of what I wanted my app to look like. I imagined four homepages for the different categories of movies, music, events and books and revisited the composition of Letterboxd to schematize and outline the blueprints.

Design & Limitations

I began working on the additional pages by designing them in Canva, just as I did with my first prototype. Subsequently, I researched some examples in the domains of movies, music, events and books to showcase on the corresponding homepages and added those onto the pages. Each of these four new directories is accessed via the buttons on the second page and has a headline label, introducing the user to the specific feed. Moreover, some of the sites have additional labels like 'Popular this Week' or 'Most Popular', as I would like my application to change according to trends. Besides, every new page still has opportunities to close the application, to go back to the main feed and to view the 'About Us' section. Consequently, every page is contained in a definition and several back buttons, adjusted to the page they're on, help the user navigate through the app.

However, I came across some limitations to my project as well, for instance interactivity with the actual content of the categories and the currentness of the shown artworks. For this reason, users cannot check out a certain movie or a concert and get more information about the media, as these examples aren't designed as interactive properties and are only represented as pictures. Furthermore, these examples of content, which might be displayed in an app like Artista, are only some of my favourite creative artworks and aren't connected to actual data bases, thus cannot adapt to current trends or popularity. Nevertheless, this functioning MVP perfectly demonstrates the essence of my idea, a forum, disconnected from the mainstream, for appreciating and celebrating female art and I might be able to integrate those factors into Artista in the future.

References

¹<https://letterboxd.com/>

²<https://www.canva.com/>