**HCI Assignment 1**

**Personae for Art Attack**

22k-5195 Laiba Fatima

1. **Artist:**

Esha Baig is 26 years old; has a bachelor’s degree in fine arts from a prestigious art school, where she developed her skills in painting, sculpture and digital art. She specializes in contemporary and experimental art, often pushing the boundaries of traditional art. Her vibrant abstract paintings convey a deep emotion in her audience. She wants to pursue her career as a full-time artist and her goal is to make a living solely from her art works. However, she is struggling because she is an introvert which means she’s uncomfortable showcasing her art in physical galleries and interacting with potential customers face to face. However, she wishes to establish herself as a contemporary artist on a larger scale and build an active audience. Esha has a 6-year-old daughter named Abiha so balancing her responsibilities as a mother and an artist is challenging and also one of the reasons why she can’t commit to an actual art agency with full working hours. Sometimes, Esha faces creative blocks that require her to seek inspiration from other artists’ works and connect with the online art community. Esha is comfortable using technology for her art related tasks. Aside from creating art, Esha enjoys visiting art galleries, attending art related workshops and lectures. She also volunteers to be an art teacher for underprivileged children. She wishes to maintain an online portfolio and interact with potential buyers and welcomes constructive criticism from fellow artists and the general audience.

1. **Casual Viewer/General Audience:**

Hisham Zia is a 35 year old marketing manager and works a 9 to 5 job at a tech company. He has always had a keen interest in creative expressions, and although he never pursued art professionally, he has occasionally played with photography and painting as hobbies. He enjoys art to relax and find inspiration outside of his corporate job. He appreciates a wide range of art styles and genres, from classical paintings to contemporary digital art. Hisham appreciates reading about art pieces and discovering up and coming artists and learning about them. He would love to interact with other people who have the same appreciation for art as he does. He is a married man and has two young children. Spending quality time with family is important to him and his family and they are always looking for activities that can be enjoyed together, especially art-related activities as Hisham wants to instill the love he has for art in his children as well. Hisham is comfortable with technology, regularly using social media platforms. For Hisham, time is a scarce resource, given his demanding job and family responsibilities. He struggles to find opportunities to engage with art and feels overwhelmed by the art world’s vastness and the fear of not fully understanding or appreciating art works. Hisham also has an interest in buying art pieces, to decorate his house, from artists to support them.

1. **Art Student:**

Zainab Talib is currently enrolled in an exceptional art school pursuing a bachelor's degree in digital arts and prints. She is a 22 year old dedicated art student and her passion for learning about arts has been a driving force in her life and her career choice. She is committed to sharpening her skills in not only digital prints but exploring various artistic mediums. She already has created very promising art pieces and wants to build an online portfolio. Her artistic style can be described as a fusion of technology and creativity, and she excels in digital painting, and she enjoys experimenting with different techniques. Zainab is tech-savvy and well versed in using digital tools with precision and expertise for her art projects. She wishes to connect with her fellow art students and increase her network and generally just gain exposure. As an art student, Zainab faces the pressure of academic deadlines and the need to balance her course work with personal artistic explorations. She is always on the lookout for inspiration and seeks ways to push her creative boundaries. Her favorite past-time activity on the weekends is to visit various art galleries or exhibitions to gain learning experience and explore new artists and their art works.