

The logo for 'art&tory' is centered within a white circle. The word 'art' is in a black serif font, followed by a purple ampersand, and 'tory' is in a purple serif font. The background is split horizontally: the top half is dark purple and the bottom half is light gray.

art&tory

Jackie Dong • ATLS 4519-030 • April 27, 2016

THE PROBLEM

With rapid globalization paired with innovative information and communication technology, people are more interconnected now than ever.

Yet, at the same time, we as humans are becoming more disconnected from each other. We are losing touch with each others' stories, struggles, and victories.

OUR MISSION

Storytelling is the most
powerful form of communication.

We provide a platform for people to share personal stories through artistic expression while supporting social causes.

We believe that **honest and human** artistic creations can promote change and make a true impact.

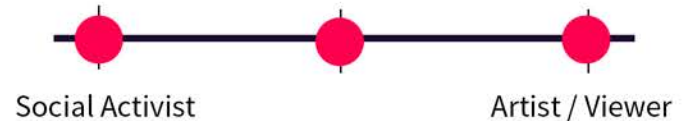
AUDIENCE

Characteristics

- Young
- Idealistic
- Passionate
- Empathetic
- Creative

Demographics

- 18-24 years old
- College educated
- Liberal, progressive



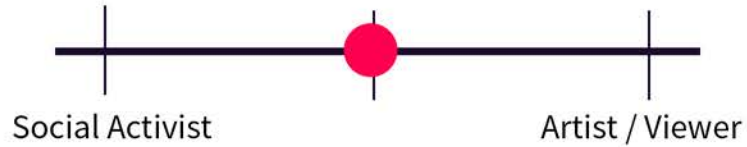


Josie

- “The Advocate”
- 20 years old, Millennial, College student
- Identifies as a person of color
- Social Media enthusiast



- Not an artist, but passionate about social justice
- Shares and supports many posts on social issues
- Passionate about social change
- Part of many student organizations
- Empathetic, cares deeply about people



Jackie

- “The Social Activ-artist”
- 23 years old, Millennial, College student
- First Generation Chinese American
- Passionate art and design



- Student Leader, active campus member
- Peer Mentor, Center for Multicultural Affairs
- Art reflects identity and social issues

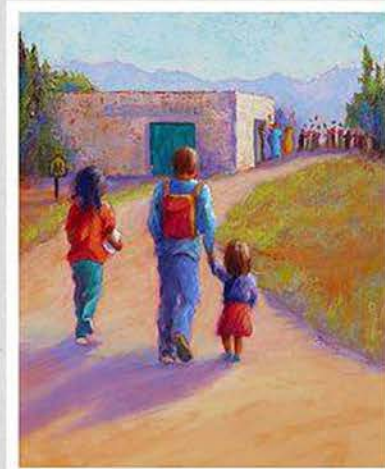




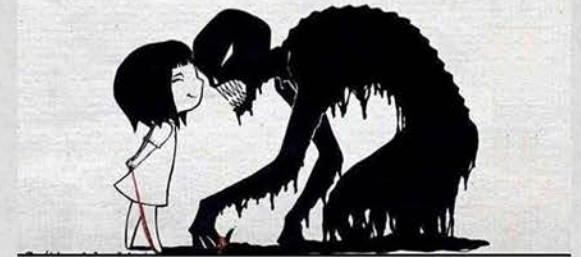
Brendan

- “The Artist”
- 24 years old, recent grad
- Majored in Art History and TAM

- Values identity, diversity, and self-expression
- Believes art is powerful and meaningful
- Cares about social issues but not as vocal about it



You wake up every morning to fight
the same demons that left you so tired
the night before, and that, my love,
is bravery.



APP PERSONA

Safety, Empowerment, Vulnerability

Serious and respectful tone

Validating, trustworthy, authentic

Values and honors identity, experience, community

COMPETITIVE ANALYSIS



Upworthy

A media platform with curated content on important issues

(+) Similar mission of bringing attention to issues and connecting people, inspiring

(-) Curated content only, no donation option, no focus on art



DeviantArt

A platform for artists, designers, illustrators to share artwork

(+) Platform that has been around for a while, great artsharing, established loyal user base called "deviants"

(-) App is not well developed, appeals to a more niche market, multiple themes, focus on art, not the artist or their story



GoFundMe

A personal crowdfunding website

(+) Infrastructure in place for donations, good brand awareness, established and trustworthy platform for donations

(-) No focus on story-telling or art

STRATEGY

Design

App design will be simple and intuitive, with an intentional focus on human experience and artwork

Experience

Promote trust and community

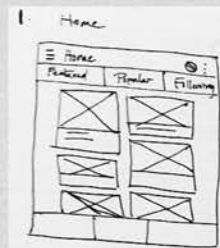
Economic Engine

Absolutely no ads; we will function as a non-profit and rely on donations and sponsorships

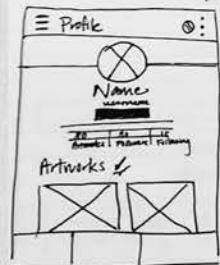
MOODBOARDING



SKETCHES

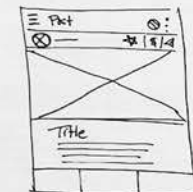


3. Profile



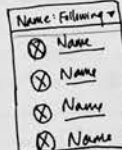
Thumbnail → Page View

2. Extended View

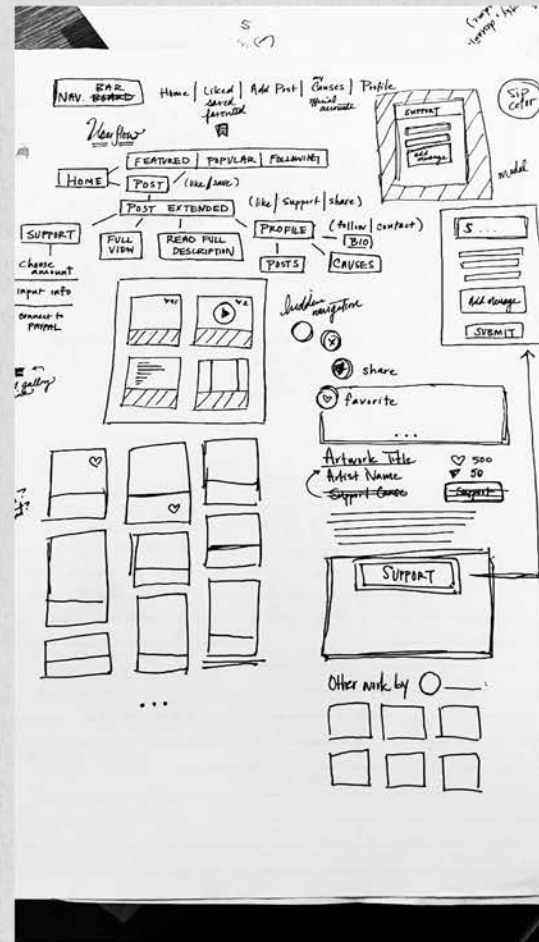
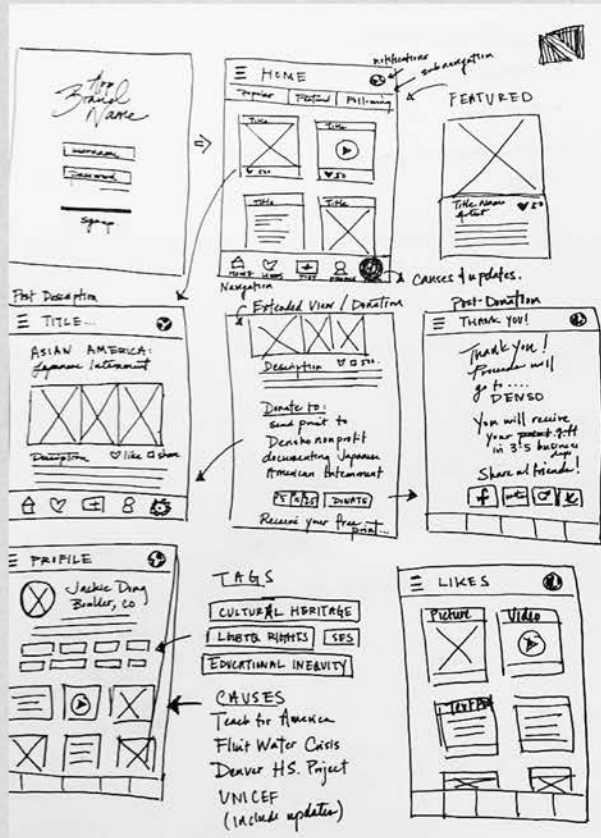


Donate \rightarrow modal support

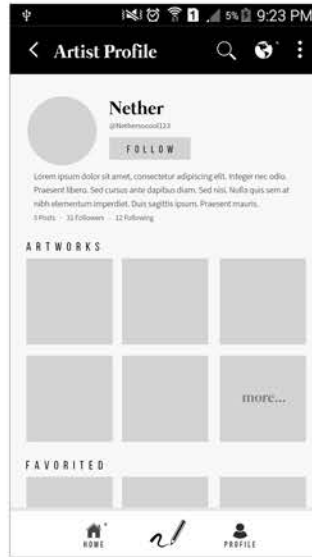
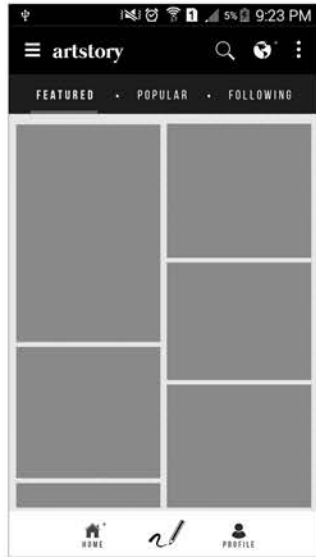
Models true Profile

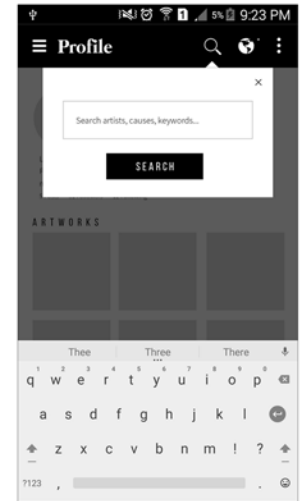
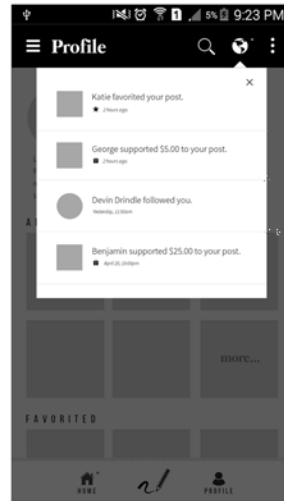
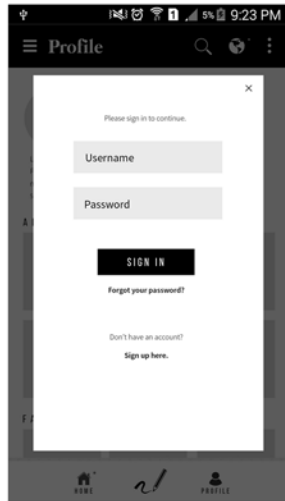
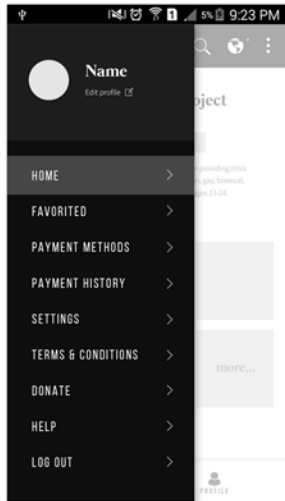
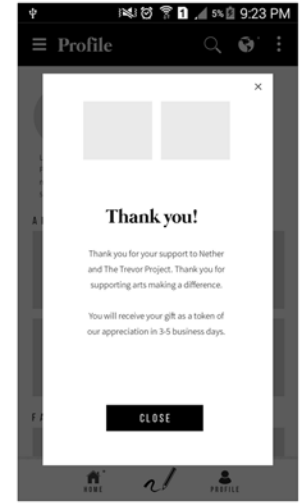
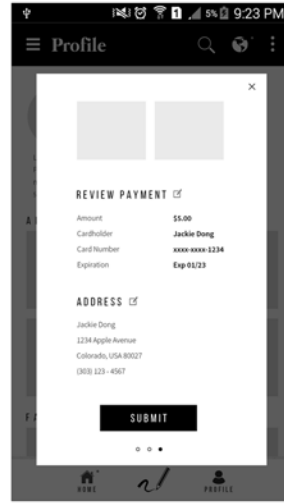
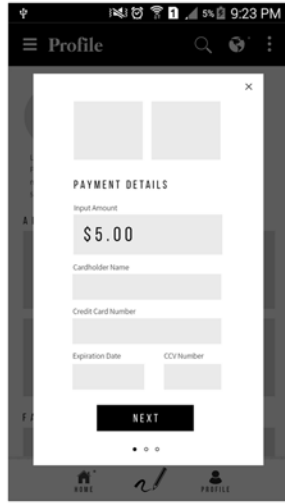
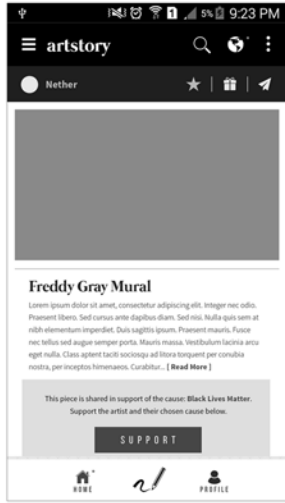


Arbeits- | Camaro



WIREFRAMES





EXPLORATION: STYLE KITS



HEADLINE

Headline Headline

SUBHEADER

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EXPLORATION: STYLE KITS

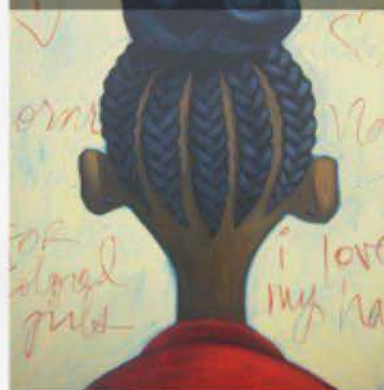


FEATURED

Black is Empowering

BLACK IS EMPOWERING

Keturah Arial • Black Lives Matter



Keturah Arial • Black Lives Matter

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CHOSEN STYLE KIT:
TYPOGRAPHY
BUTTONS

Headline

SUB HEADLINE

This is a link.

This is a body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa.

CLOSE

NEXT

SUPPORT

FEATURING

CHOSEN STYLE KIT:

POSSIBLE COLORS,
ICONOGRAPHY,
INPUT FIELDS



Input Amount

\$5.00

Cardholder Name

Jackie Dong

Credit Card Number

Expiration Date

CCV Number

KEY SCREEN: DIFFERENT STYLES

ψ 9:23 PM 5%

Profile

Create an account below.

Email

Username

Password

SIGN IN

Already have an account?
Sign in here.

HOME PROFILE

ψ 9:23 PM 5%

Profile

Please sign in to continue.

Username

Password

SIGN IN

Forgot your password?

Don't have an account?
Sign up here.

HOME PROFILE

ψ 9:23 PM 5%

Profile

As a token of appreciation we are collaborating with the artist to send you a gift. Please let us know where to send your gift to!

SEND MY GIFT TO...

Name

Address

City State

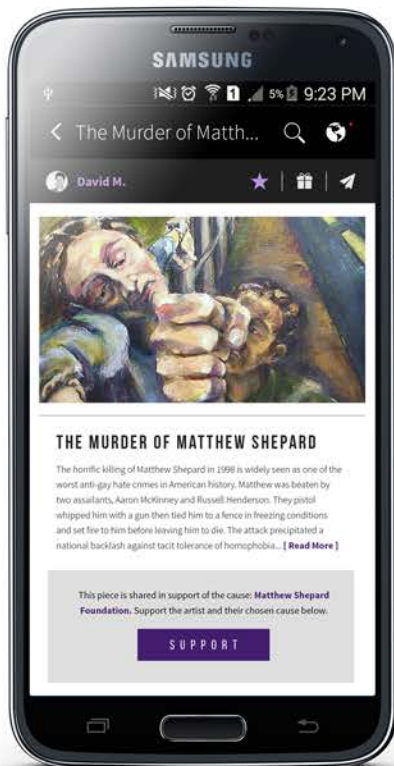
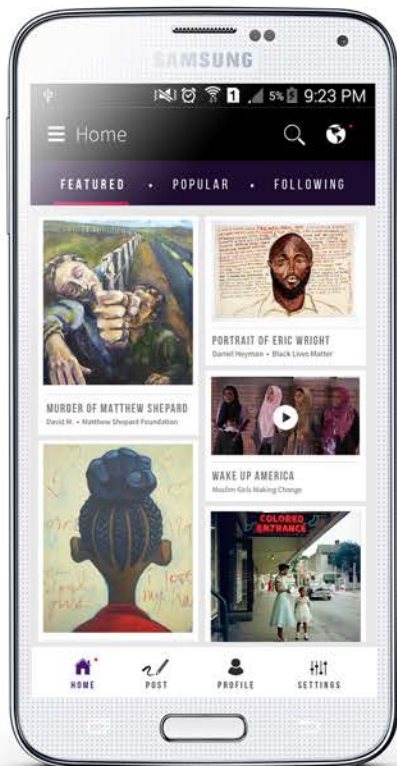
Zip Code

NO, THANKS NEXT

HOME PROFILE

VISUAL DESIGN





The logo for 'art&story' is centered within a white circle. The word 'art' is in a black serif font, followed by a purple ampersand, and 'story' is in a purple script font.

art&story

Thank you!