

Elysian

Jose L Hernandez

Project overview



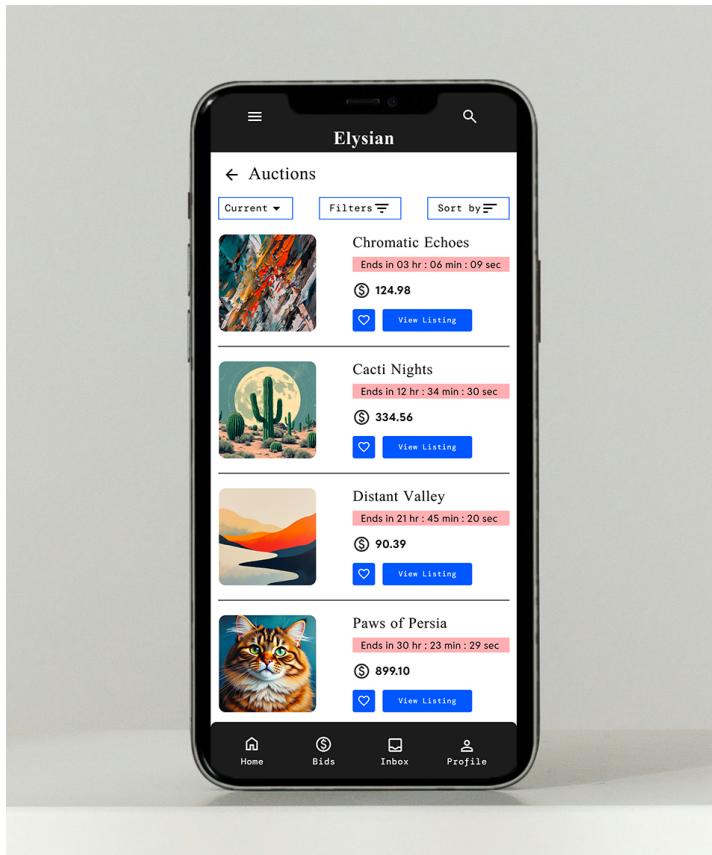
The product:

An art marketplace designed to connect emerging artists with buyers looking for affordable, unique pieces. The app prioritizes ease of navigation and budget-friendly options, making art accessible to a broad audience.



Project duration:

June 2024 - Oct 2024



Project overview



The problem:

Elysian aims to simplify the process of discovering and purchasing affordable art while providing emerging artists a platform to showcase their work. The app addresses the challenges buyers face in finding unique, budget-friendly art and supports artists in reaching a wider audience.



The goal:

The goal of the project was to create a seamless, user-friendly marketplace where art enthusiasts can easily find affordable, unique pieces, while artists gain an accessible platform to showcase and sell their work. This approach focuses on fostering a supportive community for both buyers and emerging artists.

Project overview



My role:

Lead UX Designer and Researcher



Responsibilities:

Managing all aspects of the design process, from user research and wire-framing to prototyping and usability testing.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



For this project, I focused on creating personas to guide my design process. Initially, I assumed I understood what the typical user would need, especially in terms of straightforward navigation and access to affordable art. However, using personas helped me uncover more nuanced user motivations and behaviors. These insights shifted my approach to emphasize features that enhance discoverability and user flow, ultimately creating a more tailored experience for different types of users.

User research: pain points

1

Pain point

Participants found the homepage layout cluttered or overwhelming. Users need a simplified homepage layout with clearer sections and less visual clutter to help them navigate key areas more efficiently.

2

Pain point

Participants expected more information on auction listings without opening each listing. Users need more accessible, detailed information (e.g., bidding history) on auction listings at a glance.

3

Pain point

Participants struggled to find key features like live chat support and tooltips in the Galleries section. Users need more intuitive access to support features and contextual tooltips for guidance when managing gallery content.

4

Pain point

Participants found the Favorites feature lacking in organizational options. Users need enhanced organizational tools within the Favorites feature, such as the ability to categorize saved artworks.

Persona: Emily

Problem statement:

Emily is a young, tech-savvy art collector who needs a simple and accessible way to browse and bid on contemporary art because her busy schedule limits her ability to attend in-person auctions, and the current online platforms feel too complicated and overwhelming.



Emily Rodriguez

Age: 28

Education: Bachelor's Degree in Communications

Hometown: New York, NY

Family: Single, lives alone

Occupation: Marketing Manager at a Tech Startup

“I want to find new pieces that speak to me, but the process can be intimidating and time-consuming.”

Goals

- Discover unique art from emerging artists.
- Easily browse, bid, and purchase artwork online.
- Get notifications about new auctions and pieces.

Frustrations

- Art auction processes feel overly complicated.
- Difficulty finding accessible information about artists.
- The fear of making a wrong investment in expensive art.

Emily is an ambitious young professional with a passion for modern and contemporary art. She has started to collect pieces from up-and-coming artists to decorate her apartment. While she loves visiting art galleries and exhibitions, her busy work schedule often makes it difficult for her to attend auctions in person. Emily wants an easy, streamlined way to explore and bid on artwork from her phone. She values convenience and a user-friendly experience that doesn't make her feel overwhelmed by the process of purchasing art.

User journey map

My goal for my app is to make a smooth and secure transaction. My thoughts in every step were to create a user-centered approach.

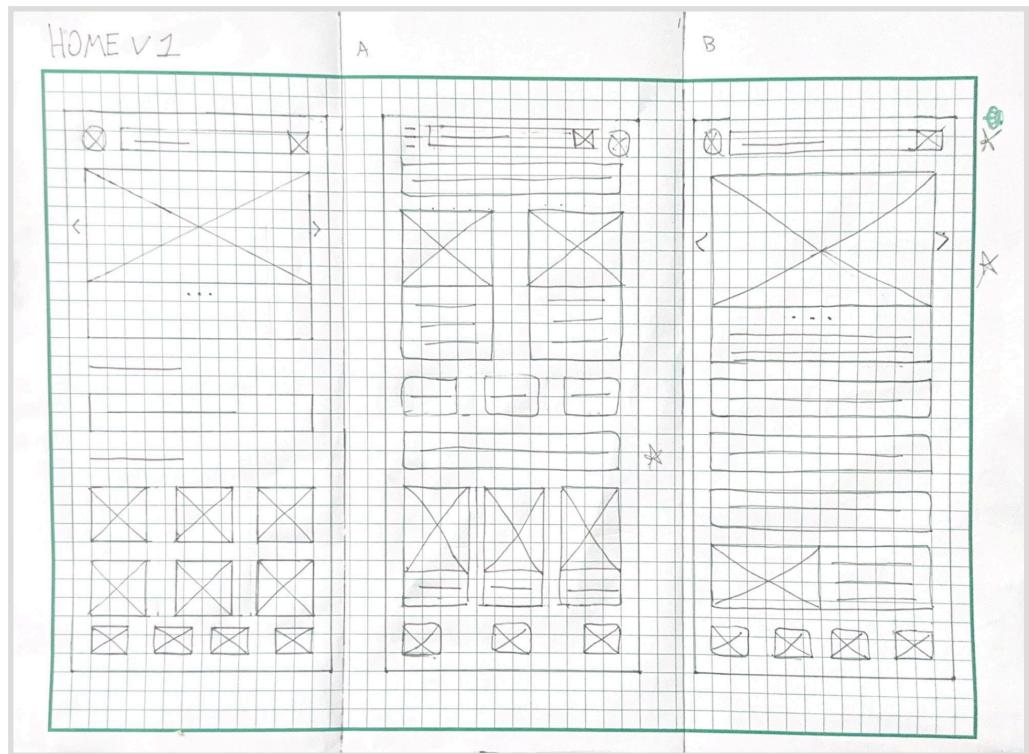
User Journey - Emily Rodriguez

Goal: Browse, discover, and bid on contemporary art easily through an online auction platform.

Action	Discover new art pieces	Research art & artist background	Place a bid on a chosen artwork	Purchase and finalize transaction
Task List	Open the app and browse art categories.	Check artist's portfolio, previous works, and art value.	Decide to place a bid.	Confirm the bid amount and submit it.
Feeling Objective	"I love discovering new artists, and it's fun exploring different collections."	"This piece looks amazing, but I need to know more about the artist before placing a bid."	"I hope I win this bid—just need to confirm bid!"	"I finally placed the bid! Time to track my bid."
Improvement Opportunities	Make it easy to discover new and emerging artists in a user-friendly way	Provide detailed artist profiles, and pricing trends for past works to assist with informed decision-making.	Streamline the bidding process with clear instructions and automatic updates after each submission.	Ensure a secure and simple checkout and offer various payment methods.

Paper wireframes

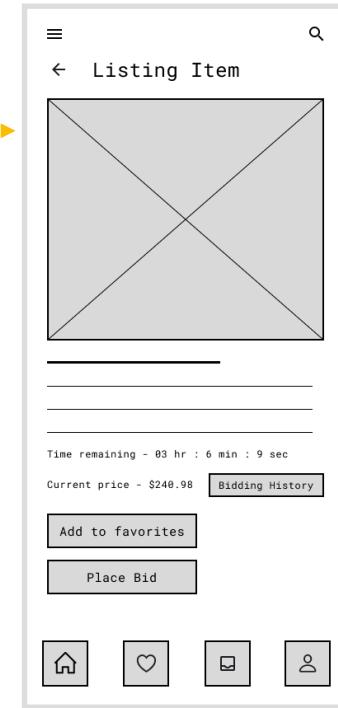
My goal was to create a visually striking, yet simple design. For each page, I created six potential designs, and took the best parts onto one final paper sketch.



Digital wireframes

A basic layout for viewing an item to place a bid. I included the most vital elements so it won't feel cluttered.

Info about the art piece.

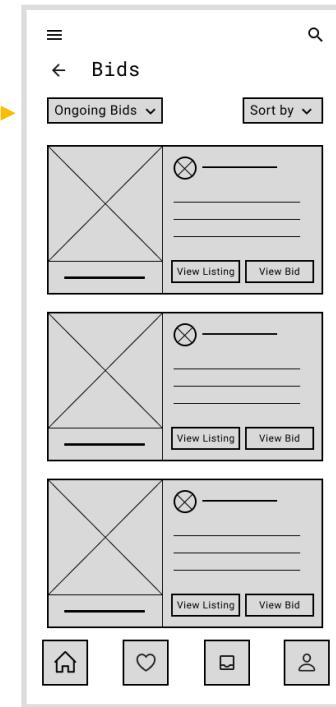


Simple UI for placing a bid.

Digital wireframes

I made sure to give the user control over their bids. They can quickly find and edit their bids.

Different ways to filter bids.

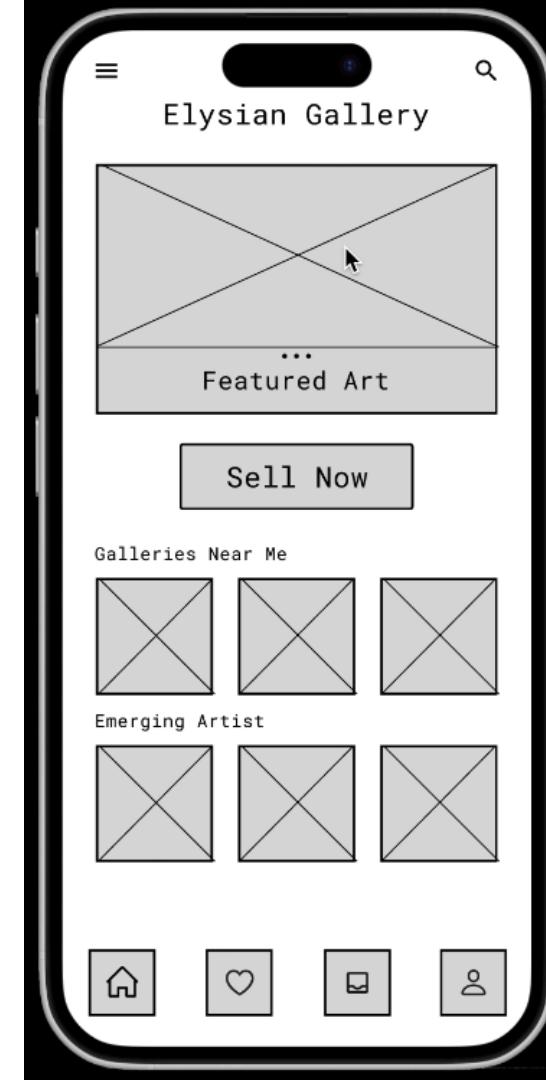


Preview info for your bids.

Low-fidelity prototype

First working prototype with ability
to select an art piece and place a
bid. Link below 

[https://www.figma.com/proto/
B3thDKjZx0JjJyvbVYLSOX/EG---
Wireframes?node-
id=503-706&t=i29khvwEliZFb6p5-1](https://www.figma.com/proto/B3thDKjZx0JjJyvbVYLSOX/EG---Wireframes?node-id=503-706&t=i29khvwEliZFb6p5-1)



Usability study: findings

I conducted two rounds of usability studies to identify any issues users faced and to improve the overall user experience of the Elysian app. Each round focused on testing core features such as navigation, discoverability, and the purchasing process.

Round 1 findings

- 1 Many users felt that there should be an extra step to confirm your bid, to review if the information is correct.
- 2 Users wanted more details on auction listings, such as bidding history, available upfront without needing to open each listing.
- 3 Some users struggled to find important features, like live chat support and tooltips, which impacted their ability to navigate effectively.

Round 2 findings

- 1 After adding an extra step to place a bid, based on feedback, users felt more confident when they placed a bid.
- 2 Adding upfront information for auction listings increased user satisfaction, as they could view bidding history and status more easily.
- 3 With clearer icons and prompts for features like live chat and tooltips, users found it easier to access support and guidance within the app.

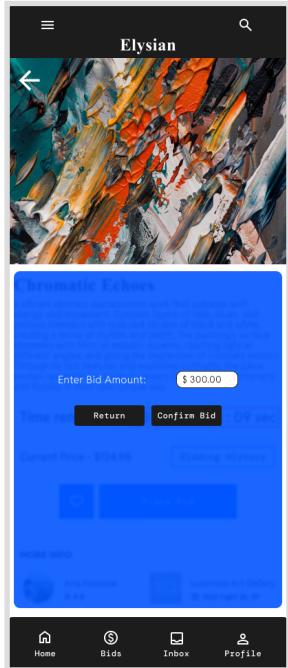
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

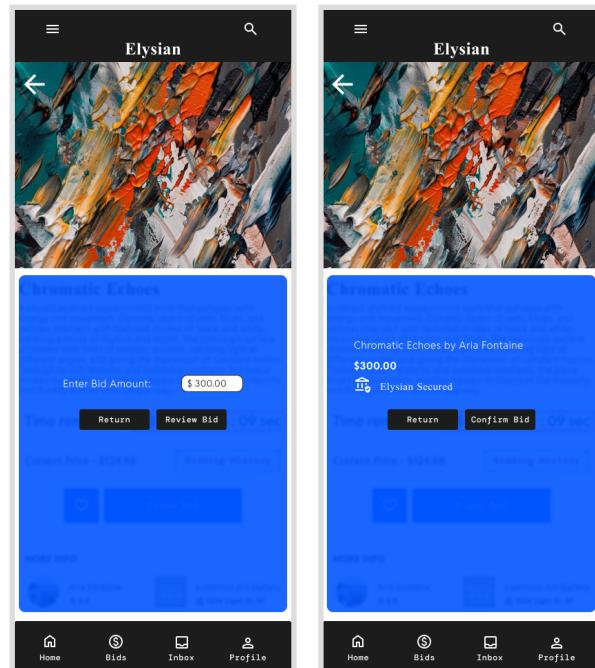
Mockups

Before usability study

Added extra step to review
and confirm bid.



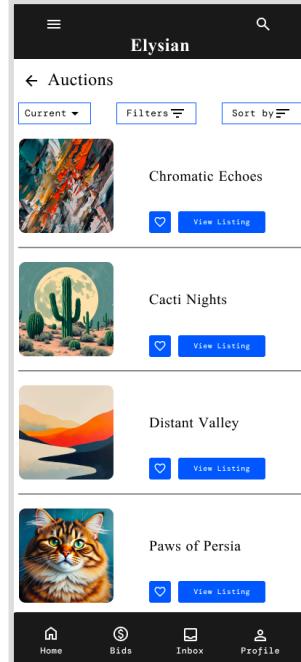
After usability study



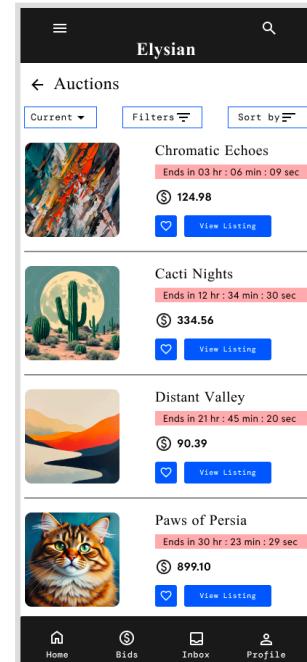
Mockups

Included current price, and time remained for an insight without having to visit item.

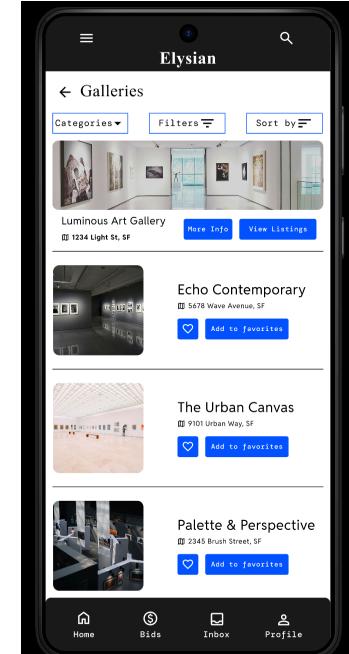
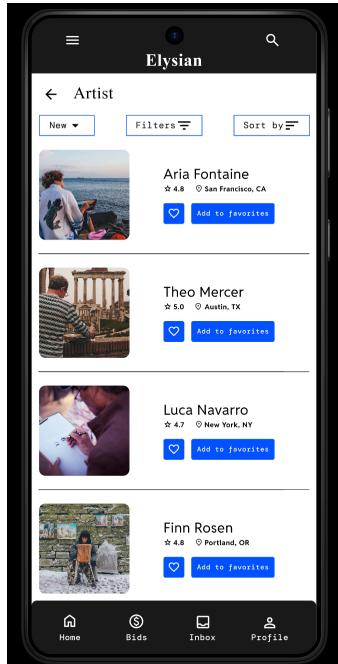
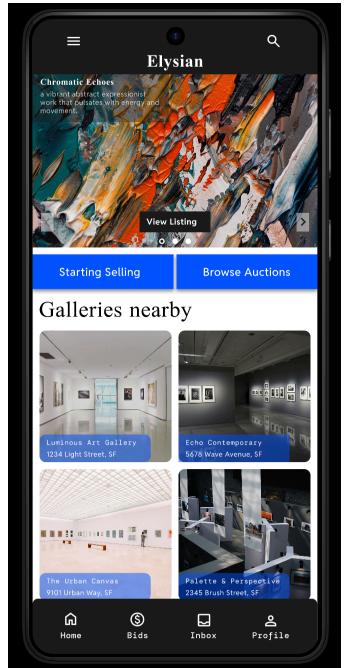
Before usability study



After usability study

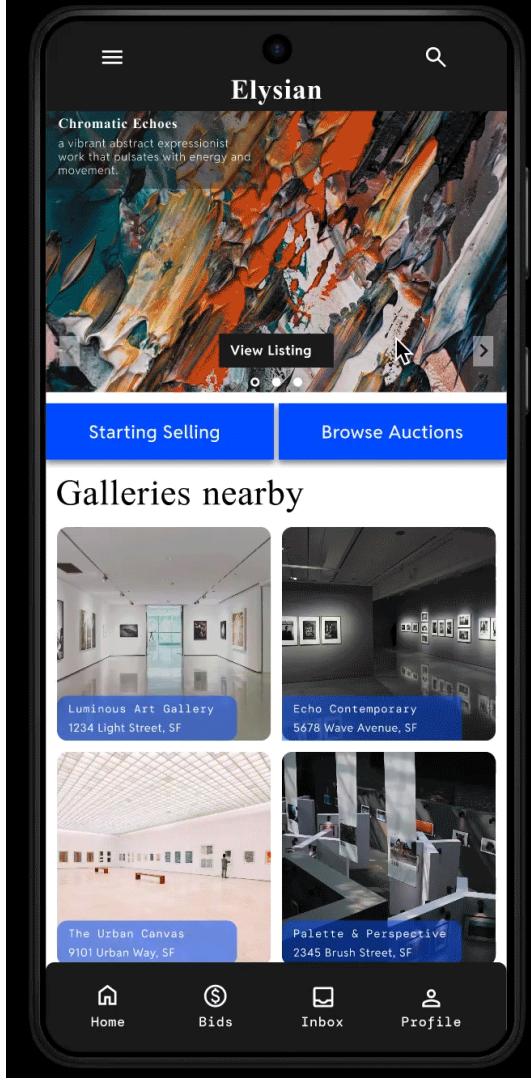


Mockups



High-fidelity prototype

Fully working hi-fi prototype. Get a demo by clicking [here](#)



Accessibility considerations

1

We used a high contrast color palette with deep blues and crisp whites to ensure text and essential elements are easily readable for users with visual impairments or color blindness, enhancing overall legibility and accessibility.

2

Important buttons and notifications rely on both color and icons (such as checkmarks or exclamation points) to convey information, ensuring that users who may have difficulty distinguishing certain colors can still easily navigate and interact with the app.

3

I ensured that the app uses clear, legible sans-serif fonts with adequate font sizes and line spacing. This makes the text easier to read, especially for users with visual impairments or dyslexia.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

A peer reviewing the design remarked, "The clean layout and intuitive navigation make it easy to find art quickly, creating a smooth and enjoyable browsing experience."



What I learned:

I learned about the entire thought process that goes into designing an app. From research to user interface, it gave me a new level of appreciation for the field and the attention to detail required. I feel more confident in my ability to approach design challenges thoughtfully, and I hope to apply what I've learned here to future projects.

Next steps

1

I'll conduct more user studies, and keep updating based on the given feedback.

2

Insights gained will be used for future projects, while improving upon what went wrong.

3

I will continue to stay up-to-date with technologies and industry standards.

Let's connect!



You can visit my portfolio website at joseuxui.com, or LinkedIn by clicking [here](#).

Contact me directly by email at jhernandez11@protonmail.com, or mobile phone upon request.

Thank you!