

Art Auction app for Art Gallery

Kristina Lang

Project overview



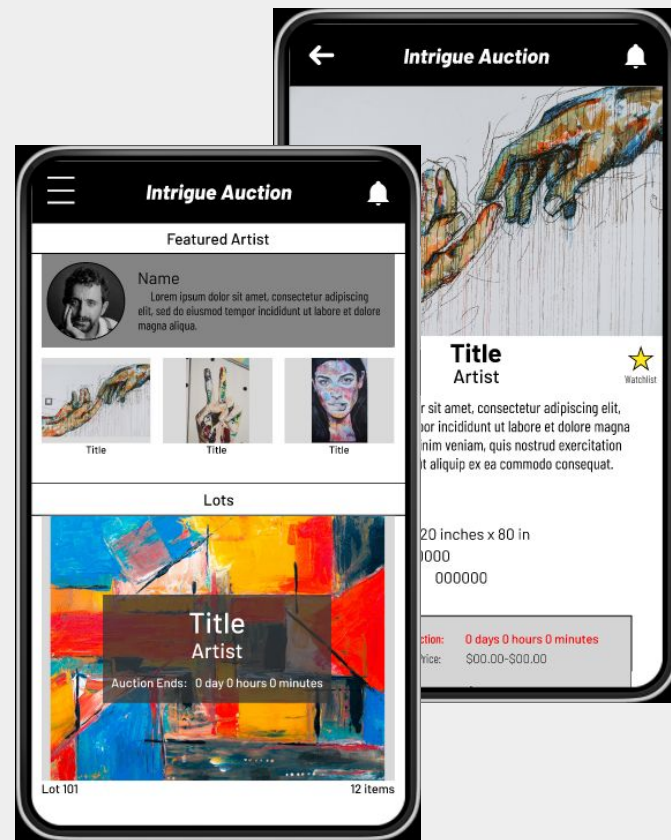
The product:

An art auction app for users interested in bidding on art piece from art galleries.



Project duration:

May 2023 - October 2023



Project overview



The problem:

Not knowing when art pieces go live for auction or if others outbid on pieces you are interested in.



The goal:

Insert one to two sentences about the goal of the project.

Project overview



My role:

Student - UX designer, UX researcher



Responsibilities:

All steps of app creation process - user research, wireframing, prototyping, etc.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to constantly check their auction to see for updates.

User research: pain points

1

Time

Working adults are too busy to constantly check status of their auction bids

2

Remembering

Don't remember what art they had previously liked

3

IA

Took much cluttered info makes it difficult to read

4

Accessibility

Mobile apps are small which makes it hard to see the art pieces

Persona: Dave

Problem statement:

Dave is a busy working adult who needs to be notified if art he is interested in has been outbid or auction is coming to an end because he is too busy to check daily.



Dave

Age: 46

Education: BA in marketing

Hometown: New York City, NY

Family: Husband

Occupation: Marketing lead

"My success in life has allowed me to be able to share the things I find beautiful."

Goals

- Winning valuable art
- Receiving right art piece in a timely manner
- Growing collection

Frustrations

- Receiving damaged art piece
- "Not being notified when I have be outbid."
- Not knowing when new pieces have come up for auction

Dave is an successful marketing lead at a large marketing agency. He is an avid art collector who frequently bids on art pieces to display in his large apartment or store so they gain value. Dave may sometimes been too busy to be able to check on the art pieces he is interested in.

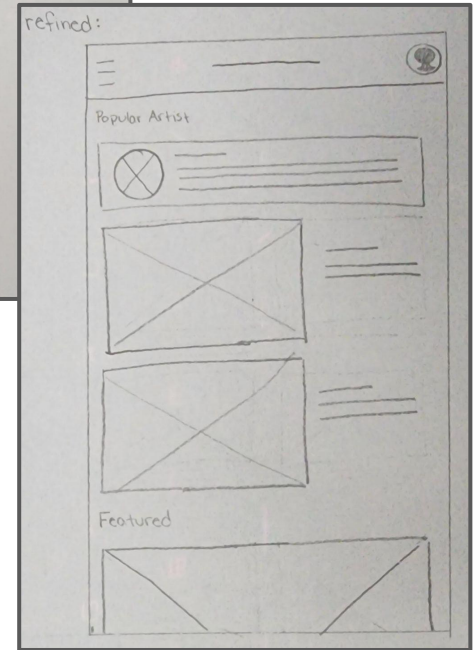
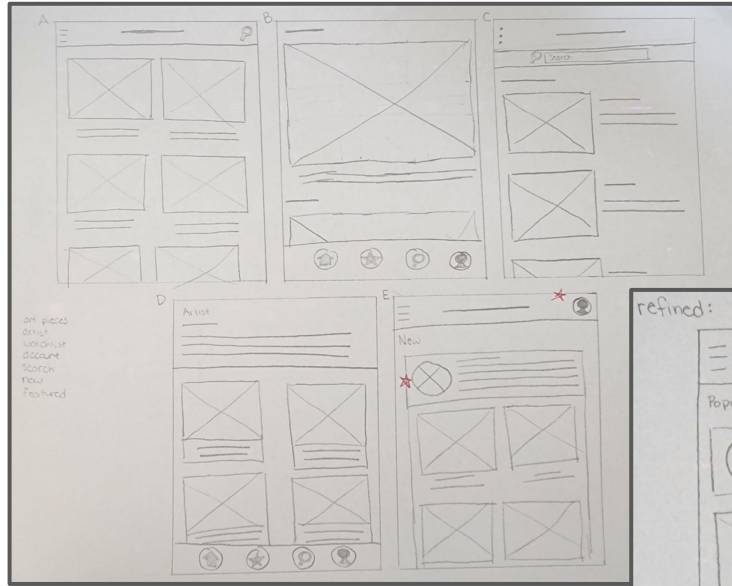
User journey map

Mapping Briana's user journey revealed how helpful it would be for users to have access to a dedicated art auction app.

Persona: Briana Goal: Bid and win art piece					
ACTION	Find desired art	Bid on art	Rebid on art	Win art piece	Receive art piece
TASK LIST	A. open auction app B. look through art C. decided one she likes	A. decide about to bid B. wait till auction time is up C.	A. decide if piece is worth bidding more on B. decided how much more to bid C. wait till auction is up	A. pay for piece B. input shipping information C. wait for art	A. make sure correct piece was sent B. make sure piece is undamaged C. display item
EMOTIONS	Enjoyable Overwhelmed	Anxious	Anxious	Relief Joy	Joy
IMPROVEMENT OPPORTUNITIES	Search bar Popular/featured artists section Visual and text descriptions Zoom feature to view art piece	Clear bidding instructions	Receive update notification	Remember previous address and/or banking info	View package tracking

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen I included a **popular artist** that users may be interested in viewing as well as **featured lots** of art.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Digital wireframes

Simple art viewing page
where users can focus on
the art that interests them.
Including easy ways to save
and bid on art.

Easy bidding
process.

Wireframe structure:

- Header: Hamburger menu, Search bar
- Main Content Area (Dark Gray): Image placeholder (large X)
- Form Fields (White background):
 - Title: _____
 - Artist: _____
 - Medium: _____
 - Dimensions: _____
 - Date: _____
 - Object number: _____
- Action: Place Bid button

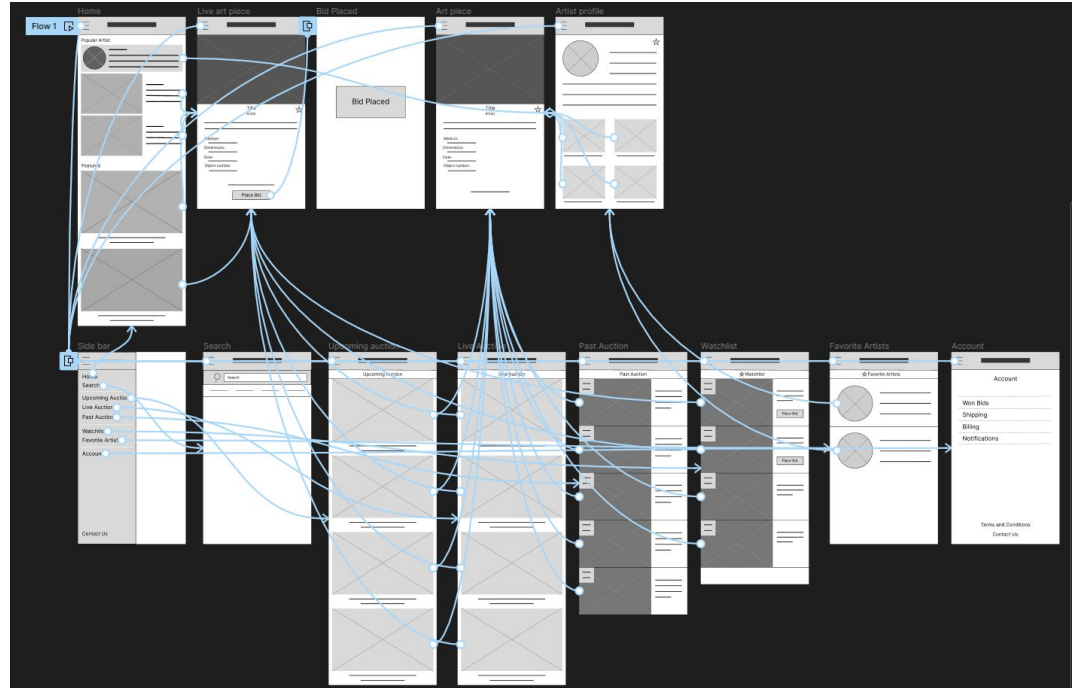
Watchlist star
select symbol
for easy adding
to Watchlist.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was navigation to view, save, and bid on art pieces.

View the art auction app:

[Low-fidelity prototype](#)



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 User want easy back button
- 2 Users want confirmation page before placing bid
- 3 User want more notification preferences

Round 2 findings

- 1 Users wanted both back button and side menu options on each screen
- 2 Users where confused by text layout

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization, but after the usability studies, I revised a more **detailed place bid area**. I also created easy to see **Watchlist save button** and **share button**. Additionally I added an easy **notification button** where users can receive and view update from the app.

Before usability study



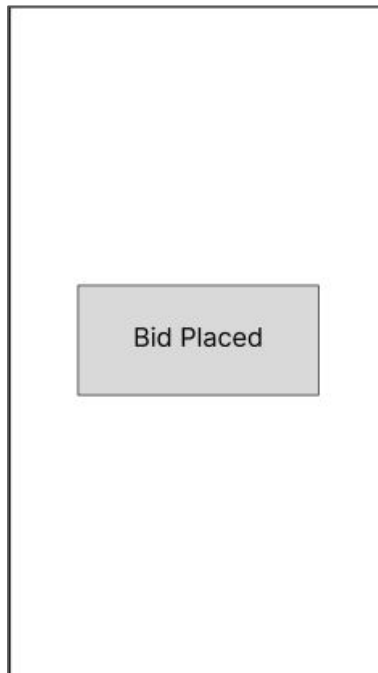
After usability study



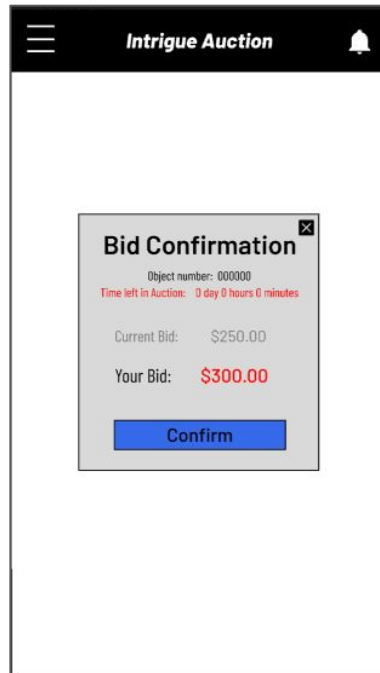
Mockups

After the usability studies I revised and added to the bidding process of the app. I created a detailed **bid confirmation section** where users would be provided a **detailed list** of the art item and **bid amount** where they could confirm their bid before proceeding.

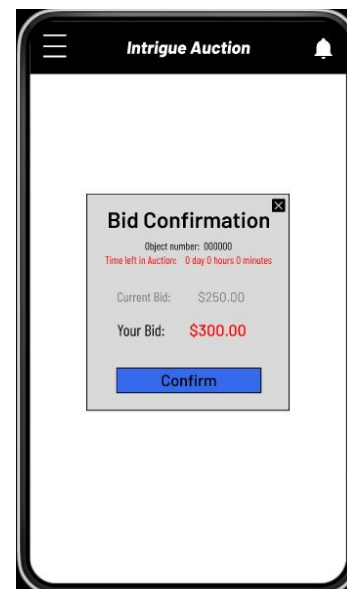
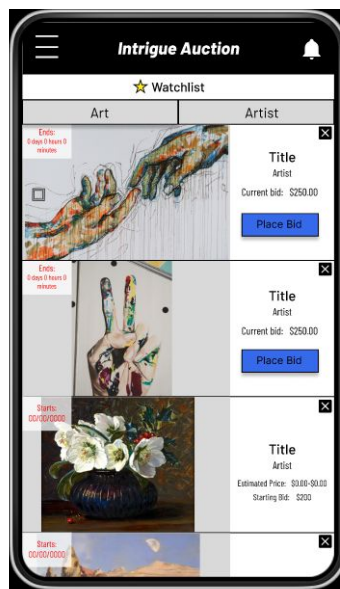
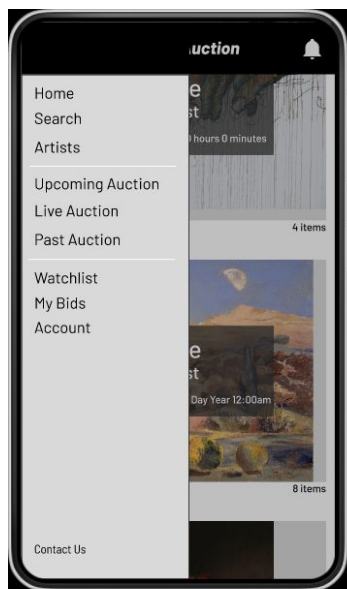
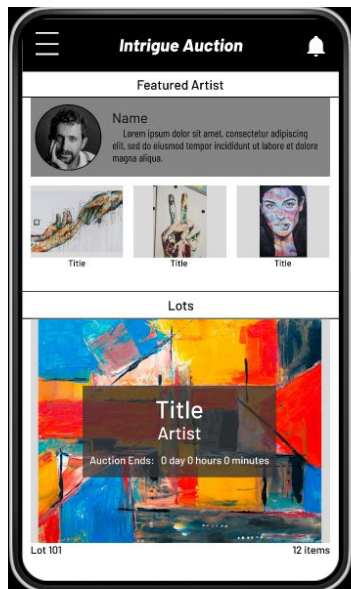
Before usability study



After usability study



Key Mockups

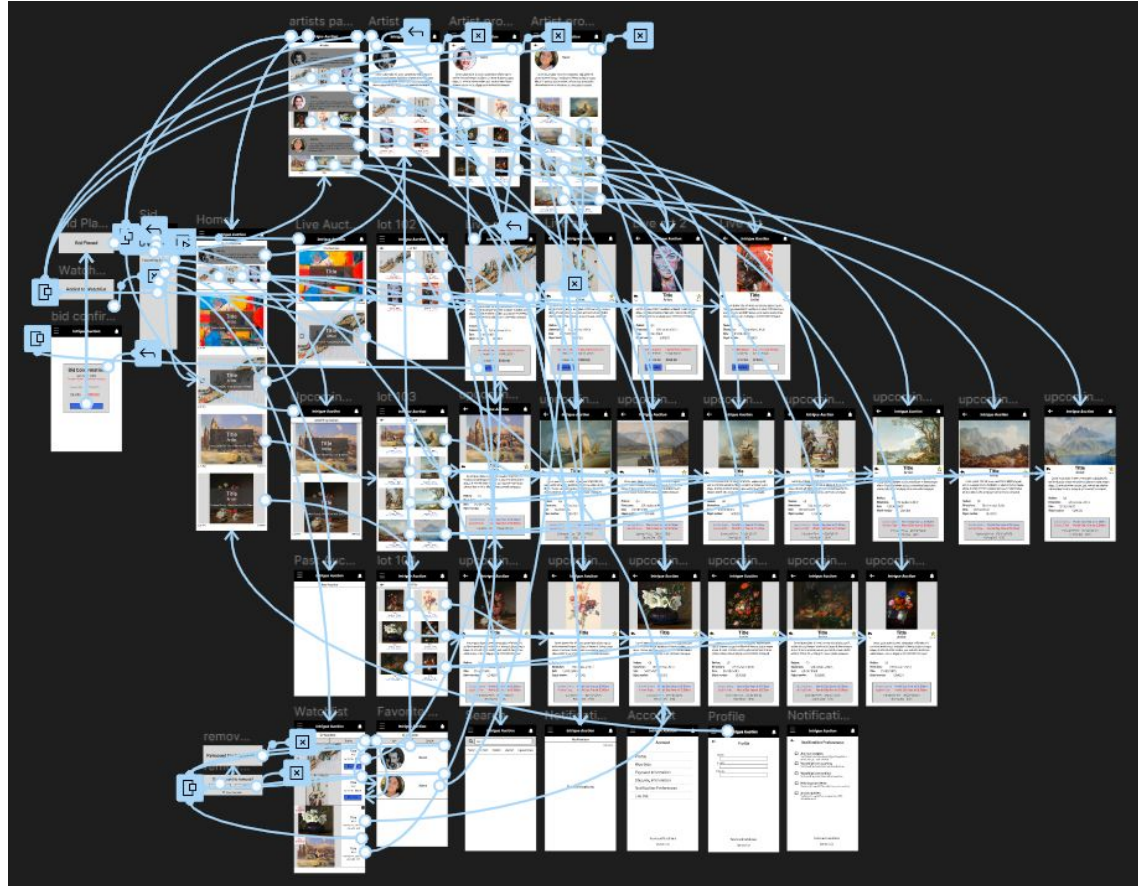


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for viewing, saving, and bidding on art. It also met the user's needs for notification preferences from the app.

View the art auction app:

[High-fidelity prototype](#)



Accessibility considerations

1

App would provide a Zoom feature on each art piece to see the it more easily on the mobile screen. This can benefit those that are visually impaired.

2

Bright color have been added to important button and information so it is more easily visible and user's now where to go to take action.

3

App includes a side menu where users can easily navigate to any part of the app at any point in the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes an easy enjoyable experience where users can view and bid on art .



What I learned:

While going through the process of designing, usability studies, and revising I learning how small adjustments can significantly change the users' experience, understanding, and accessibility.

Next steps

1

Conduct a round of unmoderated usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Handoff designs to engineering team for app creation.

Let's connect!



Thank you for your time reviewing my work on the Intrigue Auction app!