

# Multimedia Solution for Conceptual Artists from Italy

2<sup>nd</sup> Semester Exam

# User Testing and Interviews

## Flaws

1. Tests and interviews were not conducted on Italian target audience
2. Think aloud test – hidden help
3. Think aloud test – finding facts, personal valuation, comparison
4. Think aloud test – no debriefing

# Italian Target Audience

- I went to Trieste to conduct user tests with 3 art galleries.
- I contacted 9 art galleries in Northern Italy via email.

## Issue:

Noise in the communication, language barrier. → Show flexibility → Interview

## Observations:

Out of 9 galleries response rate to my emails was 0%.

Galleries I visited were focused on printed media and business cards.  
Internet connection at the galleries was relatively slow or non existing.

# Solution for the Italian market

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"Esploro il mondo che mi circonda nello sforzo di raggiungere un significato più grande. Creo forme che raccontano storie con metafore e figure retoriche. La mia arte traduce leggi matematiche in poesia."



# Think Aloud – hidden help

Share art work on Facebook or Pinterest → Share art work on SoMe  
Follow the artist on Instagram → Follow the artist on SoMe







**Energia Potenziale** (2015)  
3mx55cmx2.5m

**Description:**  
a small leather purse encased in a glass box, a briefcase encased in a metal box and a luggage free of boundaries but at the lowest height.

**Concept:**  
'Effimero Permanente' ('Permanent effimery') derives from a deeper understanding and reflection of the theme of flight. By giving up the figurative representation of flight the artist explore a vincolated suspension, a suspended moment in time where the magnet create the illusion of flying and moving toward each other, but just at the condition that they don't move or separate from their current position. Their flight, symbol of freedom, is then reborn as a sort of slavery and prison.

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# Think Aloud – additional tasks

- Personal valuation: Find your favorite art piece?
- Comparison: Which article has the most interesting topic?

**Solution:** To help user find the content faster we could include a search bar.

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## Energia Potenziale (2015)

3ma55cmx2.5m

### Description

A wood and metal structure to which are connected two threads, at the end of which are position two magnets, which once positioned close enough attract each other without touching.

### Concept

'Effimero Permanente' ('Permanent effimery') derives from a deeper understanding and reflection of the theme of flight. By giving up the figurative representation of flight the artist explore a vincolated suspension, a suspended moment in time where the magnet create the illusion of flying and moving toward each other, but just at the condition that they don't move or separate from their current position. Their flight, symbol of freedom, is then reborn as a sort of slavery and prison.

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# Think Aloud - debriefing



**Purpose:** To understand why the user did as he/she did, during the test.

Ideas for improved design?

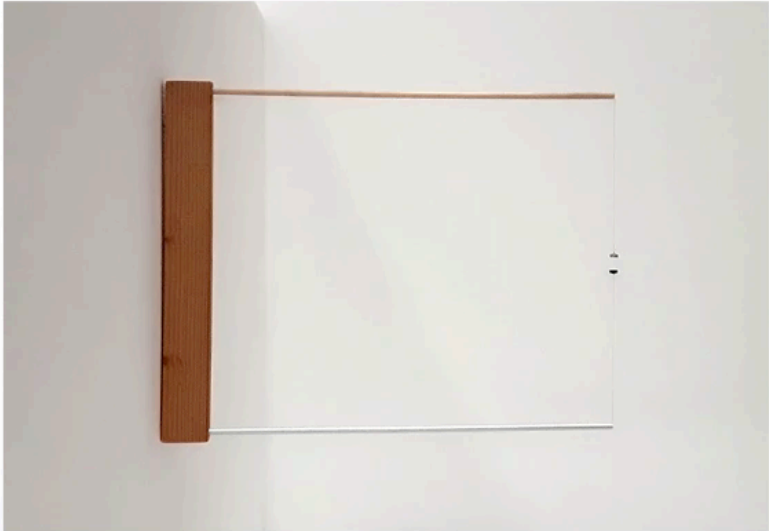




# Prototype with Design Solution



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### Energia Potenziale (2015)




3m x 55cm x 2.5m



#### Description

A wood and metal structure to which are connected two threads, at the end of which are positioned two magnets, which once positioned close enough attract each other without touching.

#### Concept

'Effimero Permanente' ('Permanent effimerity') derives from a deeper understanding and reflection of the theme of flight. By giving up the figurative representation of flight the artist explores a vincolated suspension, a suspended moment in time where the magnets create the illusion of flying and moving toward each other, but just at the condition that they don't move or separate from their current position. Their flight, symbol of freedom, is then reborn as a sort of slavery and prison.



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# Thank you

