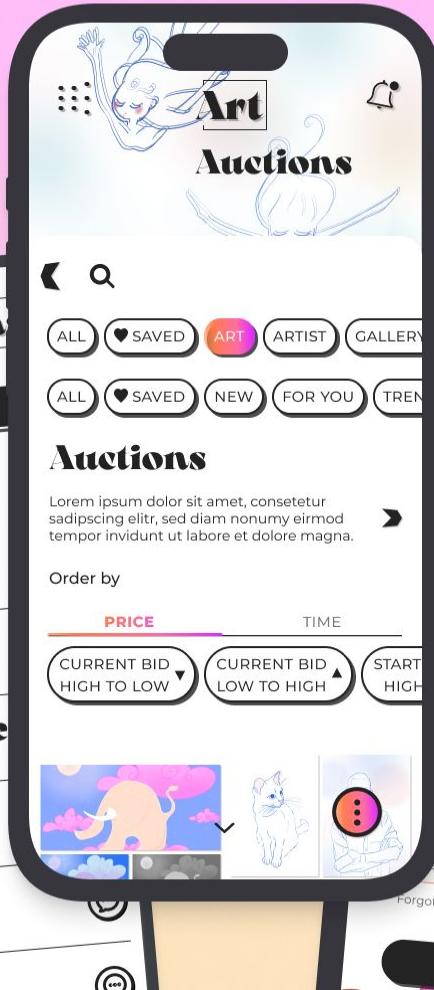
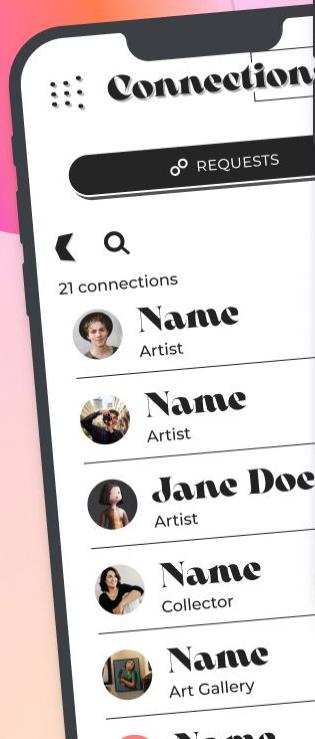


# Paula RdB



# Connecting Art Lovers

# Artket

THE MODERN  
ART MARKETPLACE.

Google

# Project overview



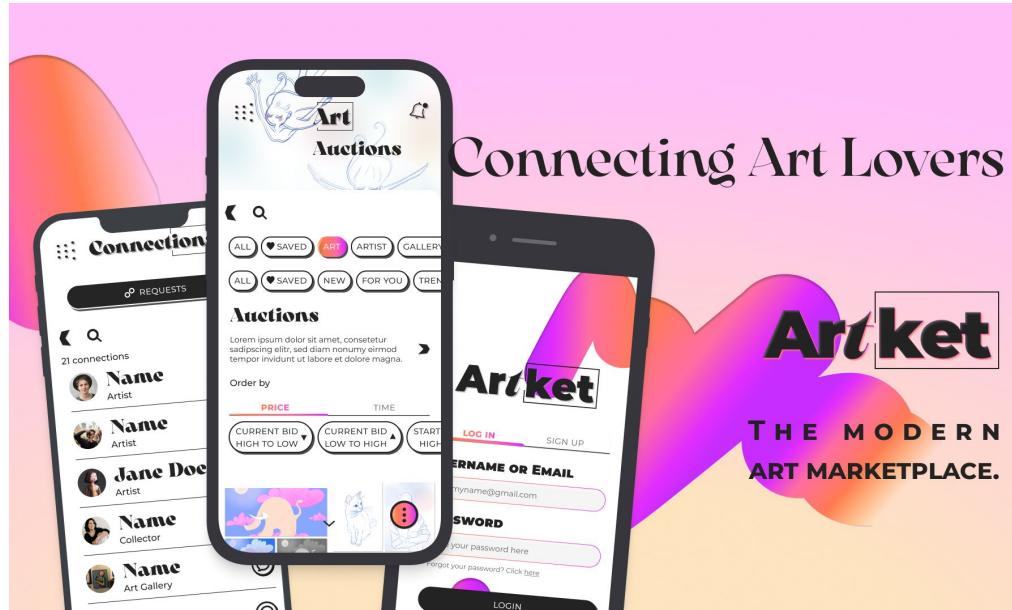
## The product:

We're creating a new app to create an art community. We need to find out the main user experience → be able to buy, bid on art and the communication with/between artists, galleries and collectors → is it easy for users to complete.



## Project duration:

3 months



# Project overview



The problem:

Initial Problem Statement

## PROBLEM STATEMENT

Nina \_\_\_\_\_ is a/an \_\_\_\_\_  
user name user characteristics  
  
who needs \_\_\_\_\_  
user need  
  
because \_\_\_\_\_  
insight

is a/an **busy artist, artist dealer and barista**

a good platform to easily find emerging artists and interesting pieces

she wants to have good connections with artists and sell pioneer art to her buyers



The goal:

Initial Goal Statement

## GOAL STATEMENT

Our \_\_\_\_\_ will let users \_\_\_\_\_  
product (what) easily understand art, buy and sell, and follow each other  
  
which will affect \_\_\_\_\_  
describe who the action will affect (who)  
  
by \_\_\_\_\_  
describe how the action will positively affect users (why)  
  
We will measure effectiveness by \_\_\_\_\_  
describe how you will measure the impact

art app \_\_\_\_\_ perform specific actions (what)

how art is seen, interpreted and interchanged

bringing artists, experts and buyers closer and giving comprehensive info about the pieces and trends

measuring the transactions and connections made on the app.

# Project overview



My role:

All roles



Responsibilities:

User research, wireframing, prototyping,  
high-fidelity

# Understanding the user

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

# User research: summary



After creating personas and describing their user's story, user's journey, and a close-up and big-picture storyboard in order to emphasize with potential users, user pains were pinpointed and the process moved forward to the next phase → low-fidelity prototyping.

The next slides show the aforementioned points and a accessible approach to implement in future phases of the project.

# Persona: Nina Clay

## Problem statement:

Nina is a busy artist, artist dealer and barista who needs a good platform to easily find emerging artists and interesting pieces because she wants to have good connections with artists and sell pioneer art to her buyers.



**Nina Clay**

**Age:** 27

**Education:** BA Art History

**Hometown:** LA Los Feliz

**Family:** Lives with her girlfriend and cat

**Occupation:** Art dealer part time, barista at a cute art-cafe part time

*"Artist and pieces can surge from anywhere at anytime and I will be there to discover them"*

## Goals

- Get to see the best pieces before they are even recognized
- Find the new upcoming trends and artist
- Create strong relations with artists

## Frustrations

- She doesn't have that much time to browse around
- Hard to find different artists and pieces if not at a vernissage.

She enjoys creating art but she recognizes she prefers to experience other's pieces. On her free time she enjoys painting and reading, hiking with her gf and playing with Brush (her cat). She wants to have her own gallery one day, but she knows she's still got a lot to learn.

# User journey map

Goal: Get the best art for her clients and rub elbows with emerging artists

ACTION	Open the app and create a profile	Get familiar with the app	Take part in a bidding	Find and talk to the artists	Use the app as a default working method
TASK LIST	<ul style="list-style-type: none"> <li>A. Find an interest on the app</li> <li>B. Find the app at the App/PlayStore</li> <li>C. Successfully sign in</li> </ul>	<ul style="list-style-type: none"> <li>A. Explore and try/test what the app offers</li> <li>B. Understand how it works</li> <li>C. Find the features you may be interested in</li> </ul>	<ul style="list-style-type: none"> <li>A. Bid on some art and understand how it works.</li> <li>B. Being able to participate fairly in them</li> <li>C. Ease of payment</li> </ul>	<ul style="list-style-type: none"> <li>A. Find artists with potential</li> <li>B. Open the chat and take the first step</li> <li>C. Wait for response</li> <li>D. Continue with communication</li> </ul>	<ul style="list-style-type: none"> <li>A. Master the app</li> <li>B. Establish good and new connections</li> <li>C. Stay engaged and up to date</li> </ul>
FEELING ADJECTIVE (How may she feel throughout the process)	Excited about the new finding and its potential. Frustrated if she can't fill out all the fields or something is hard to understand.	Amazed and excited by all it offers. Confused with some buttons and features. Overwhelmed by lack of time to understand the app.	Overwhelmed by so much content. Frustrated at missing out on interesting pieces. Disappointed at not finding worthwhile pieces. Optimistic because he is finding things.	Confident and happy because she will have a direct connection with the artists. Unsure how they will respond. Anxious for the outcome.	Hopeful for the possible facilitation and optimization of her work Frustrated by lack of new content. Desperate for the attitude of some artists. Dismayed at some prices.
IMPROVEMENT OPPORTUNITIES	To facilitate registration, not require as necessary for such more fields than strictly necessary.	Simplify the UI. Short tutorial when registering, demonstration of what the app offers.	Notifications; optional personification of tastes (filters) for better precision of suggestions and alerts. Easy to use payment system linked to the bank/Apple Pay.	Optional sound, visual, vibration notifications for chat and/or potential artist/buyer matches	Having a good pool of artists and someone who recognizes talent, good maintenance of the app (software, UX research, etc.)

# User research: Storyboards



## UX Design Storyboard

Scenario: Use the Art App to browse new art that might interest the user — big picture



Nina needs a better way to find new artist



She found out about the app, downloads it & follows the introductory



Nina starts browsing different categories and using filters...

## Design Storyboard

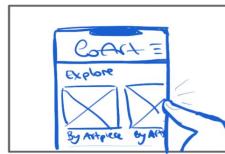
Scenario: Use the Art App to browse new art that might interest the user — close up



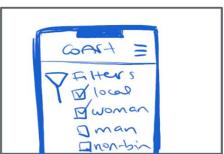
Nina opens the app for the first time



Nina is welcomed, offered a tutorial & the sign in



Nina selects to explore by artist



Nina uses the filters to find a match among the artists



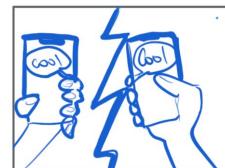
Nina scrolls through artists and browses their info & portfolios, "hearts" her favorites for later



Nina finds an artist profile she loves & connects.



Nina connects with an artist she vibed with



They chat about art & decide to work together



Nina has new art & artist to show her clients she's happy & ready

# User research: pain points

1

Get used to use this app as a default working tool

We want the users to feel comfortable using the app and integrate it in their work routine. It has to be intuitive and engaging.

2

A significant amount of content

In apps with big amounts of visual content it is easy to get distracted and feel lost; so search and filter options will be integrated

3

Potential to miss out on pieces/auctions

We do not want the users to see a piece and forget about it only to realize that it is now gone. Personalizable notifications on settings and the option to “like” pieces

4

Hard to find people to connect with

There might be many artists/collectors in the platform, in order to facilitate a good match, profiles can select interest and filter other profiles with the same

## Project: Design of an art app for bidding ⇒ **DESIGN AN ART COMMUNITY APP**

Here the concept changed, after careful consideration, and taking into account several factors, I decided that the app will be a way to create community with fellow art lovers:

**Artists**

**Collectors**

**Galleries**

**And also other people in general interested in art**

The aforementioned factors are the results of the competitive analysis performed —since there are a handful of apps that sell art and host auctions, but none was also offering a community or the chance for collectors and artist to network —and the willingness to innovate, together with the understanding of the importance of creating online communities and the chance to real connections with like-minded people in this fast-paced world.

# Project overview



## The problem:

After a couple of iterations

There is a niche for people interested in art who also want to network and/or create a community of art lovers.



## The goal:

After a couple of iterations

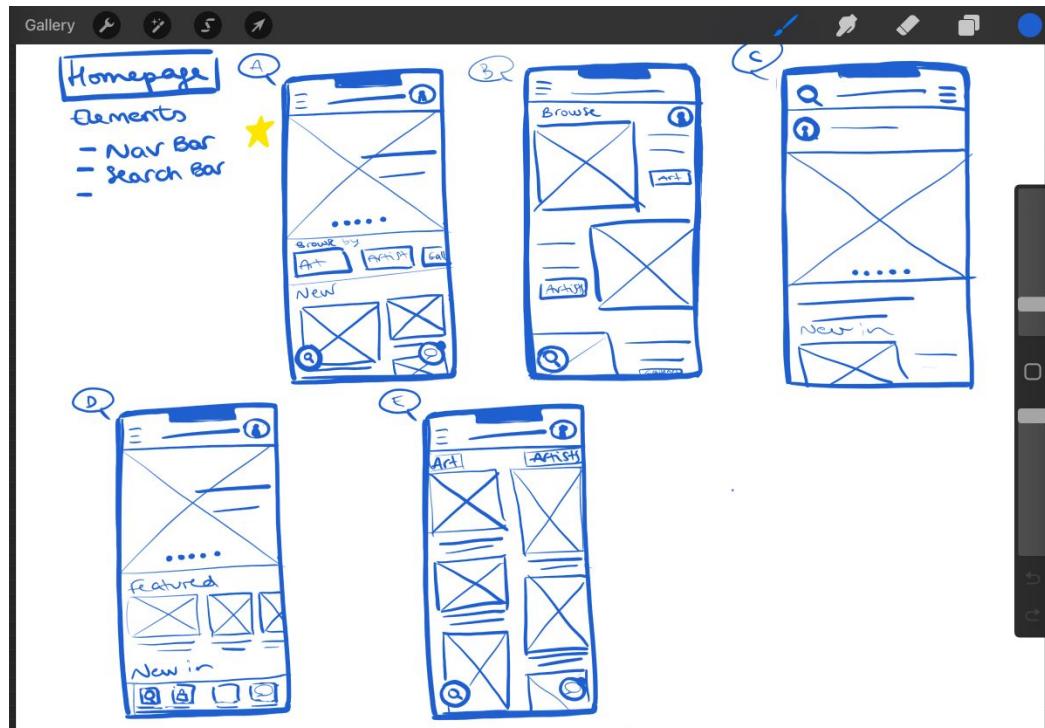
Bring art enthusiasts together by creating a platform where they can grow as artists/collectors/galleries, sell, buy and connect.

We will measure effectiveness by measuring transactions and connections made on the app.



# Paper wireframes

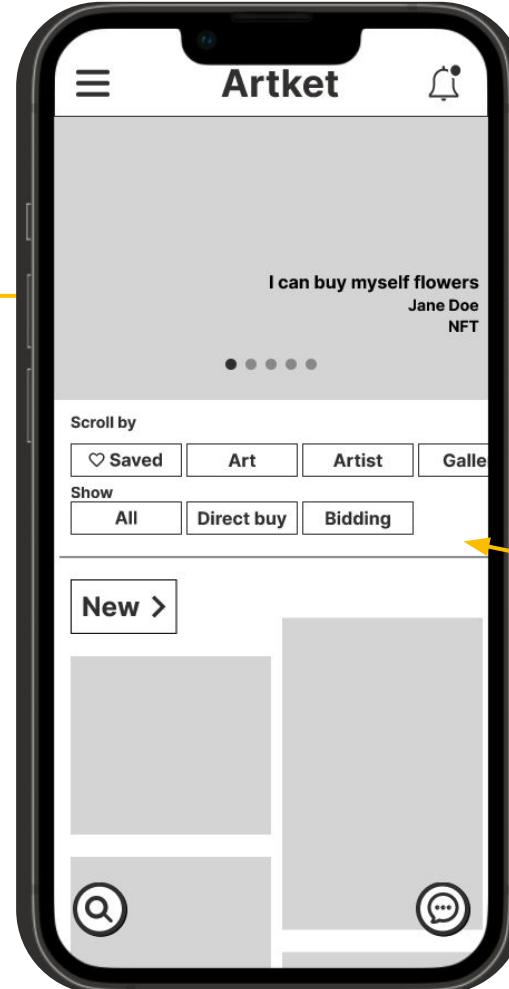
The goal was to convey an image of an easy-to-use app from the first screen the user sees (home), emphasizing the artistic sort of the app itself by showing a trendy art piece and a few categories. Different layouts were explored through “paper wireframes”, eventually deciding for A.



# Digital wireframes

The main screen presents the menu button, the notifications, a search button and a chat one, for the main features that the users want to use the app for. They are located in conventional positions and use typical buttons so it feels more intuitive for the users.

The menu and notification menu are on top, as per convention

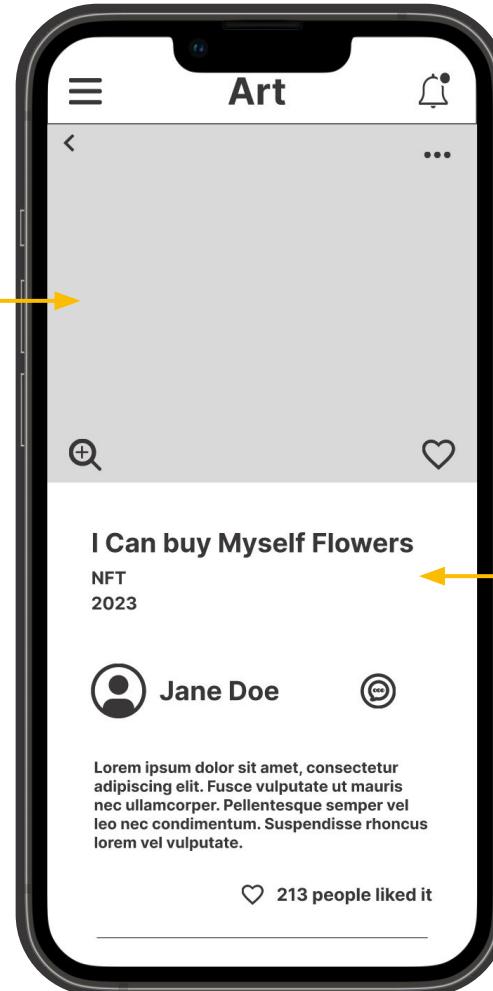


Category buttons in the home screen for easy accessing them

# Digital wireframes

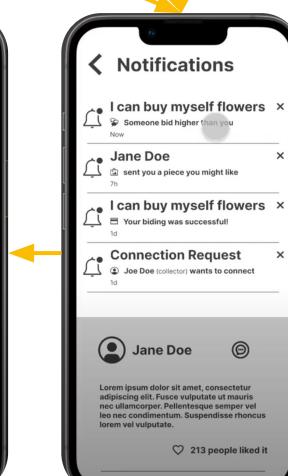
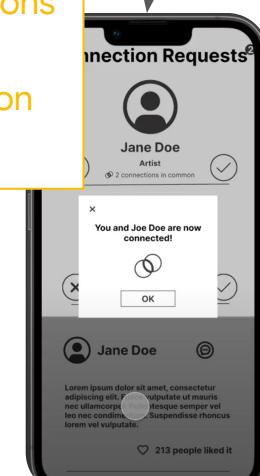
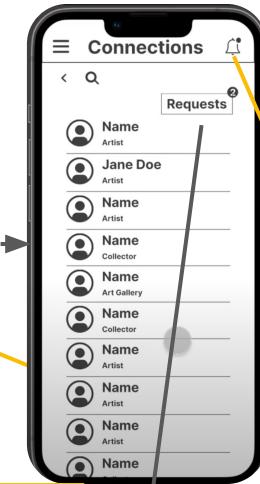
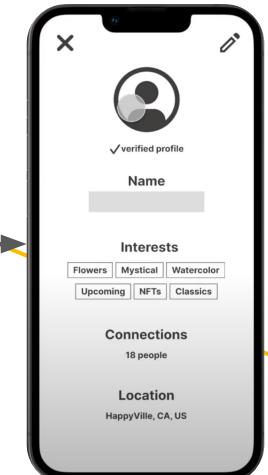
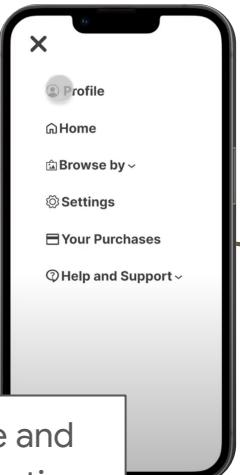
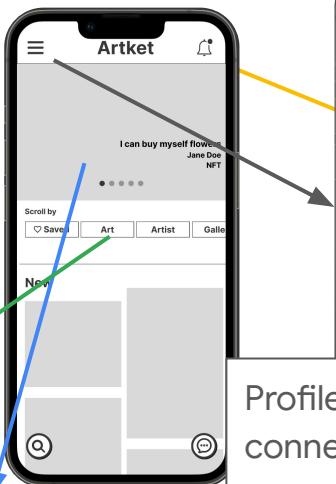
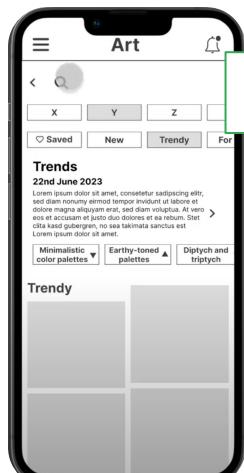
What do the users expect and want to do when they see an artwork they are interested in? They want to see it in detail (zoom), maybe save it for later (like). And what about knowing more about the artist and their work? Maybe they also want to talk to them first, after all, this is an app to connect people.

The piece is big and capturing the attention of the user

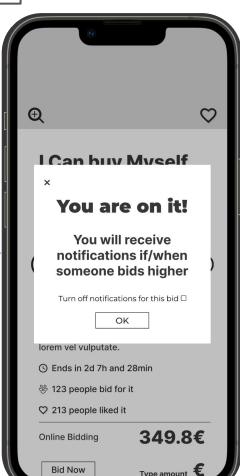
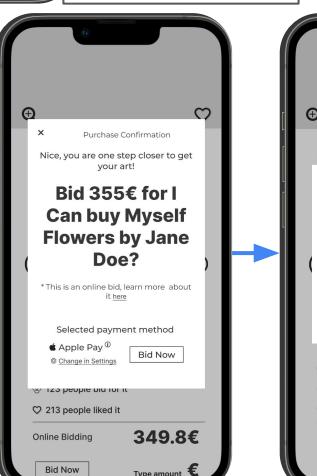
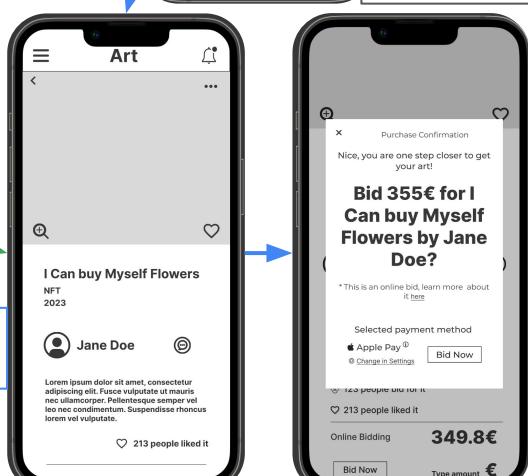


Titles and art description

# Low-fidelity prototype



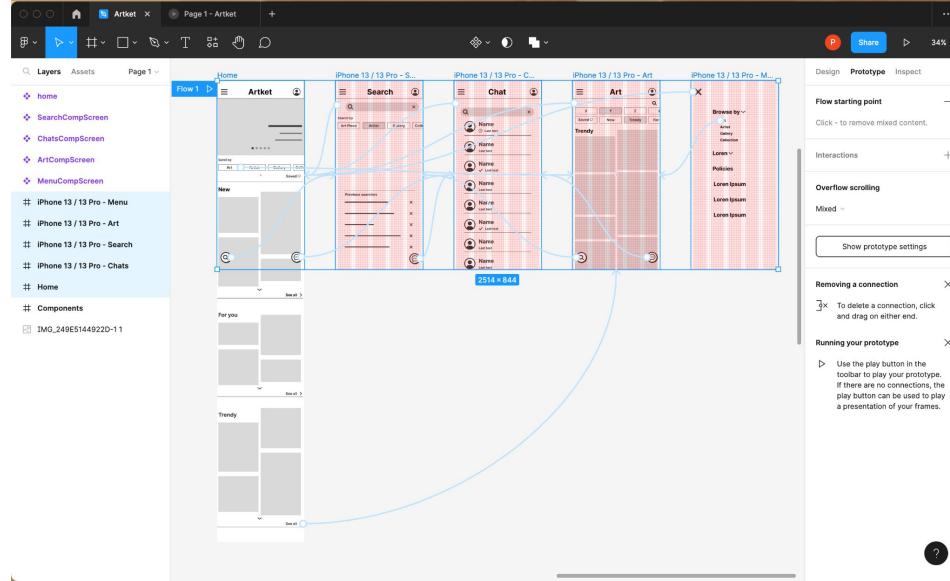
Bidding process



Notifications and connection requests

# Usability Study after Prototyping (Round 1 of 2)

↳ To find the results, jump to slide 29



# Study Details

## Research Questions

How long does it take a user to find art they are interested in buying or bidding on, and going through the check-out process?

How likely is a user to contact an artist before buying from them?

What can we learn from the user's flow, or the steps that user's take, to navigate the app?

## Participants

5 participants

3 males and 2 females,  
between the ages of 23 and 60

## Methodology

# of minutes

Remote, online, (Spain)

Unmoderated usability study

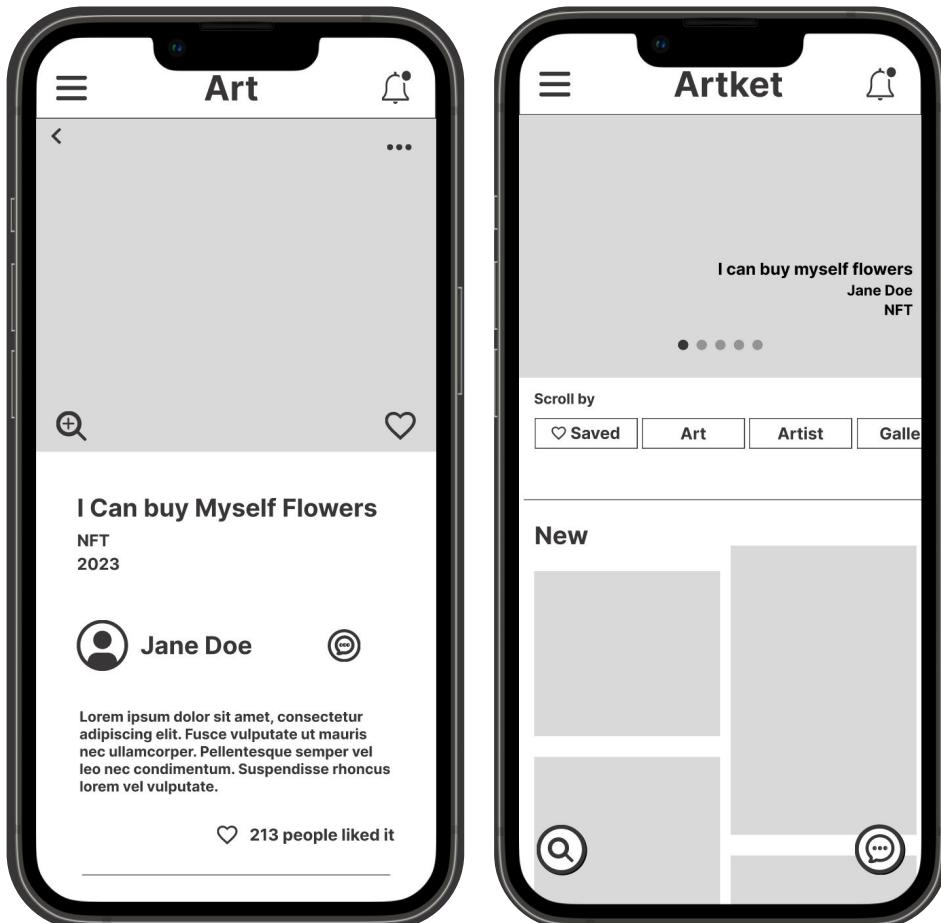
users were asked to perform activities in a low-fi prototype

# Navigation and scrolling

Participants had difficulty with vertical scrolling and navigating the app, leading to frustration and confusion.

“Oh, is everything in here (??)” (P3)

“Hmm I don’t find this, it should be in the picture page, but it is not, I don’t know (P1)”



# Navigation and scrolling

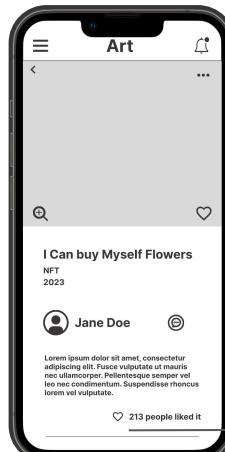
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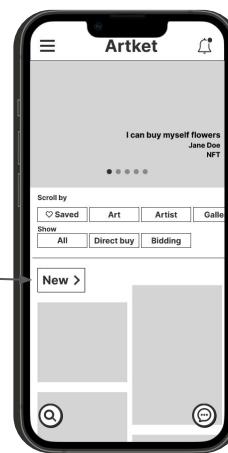
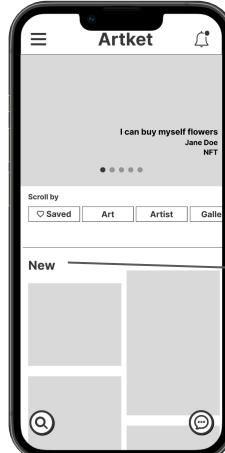
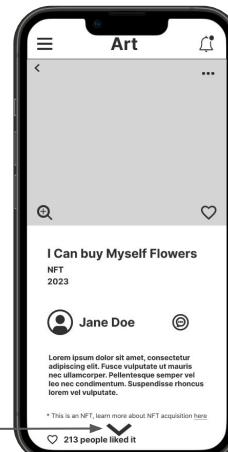
“Hmm I don’t find this, it should be in the picture page, but it is not, I don’t know (P1)”

- ⇒ Arrows and more clear buttons have been added.

BEFORE



AFTER

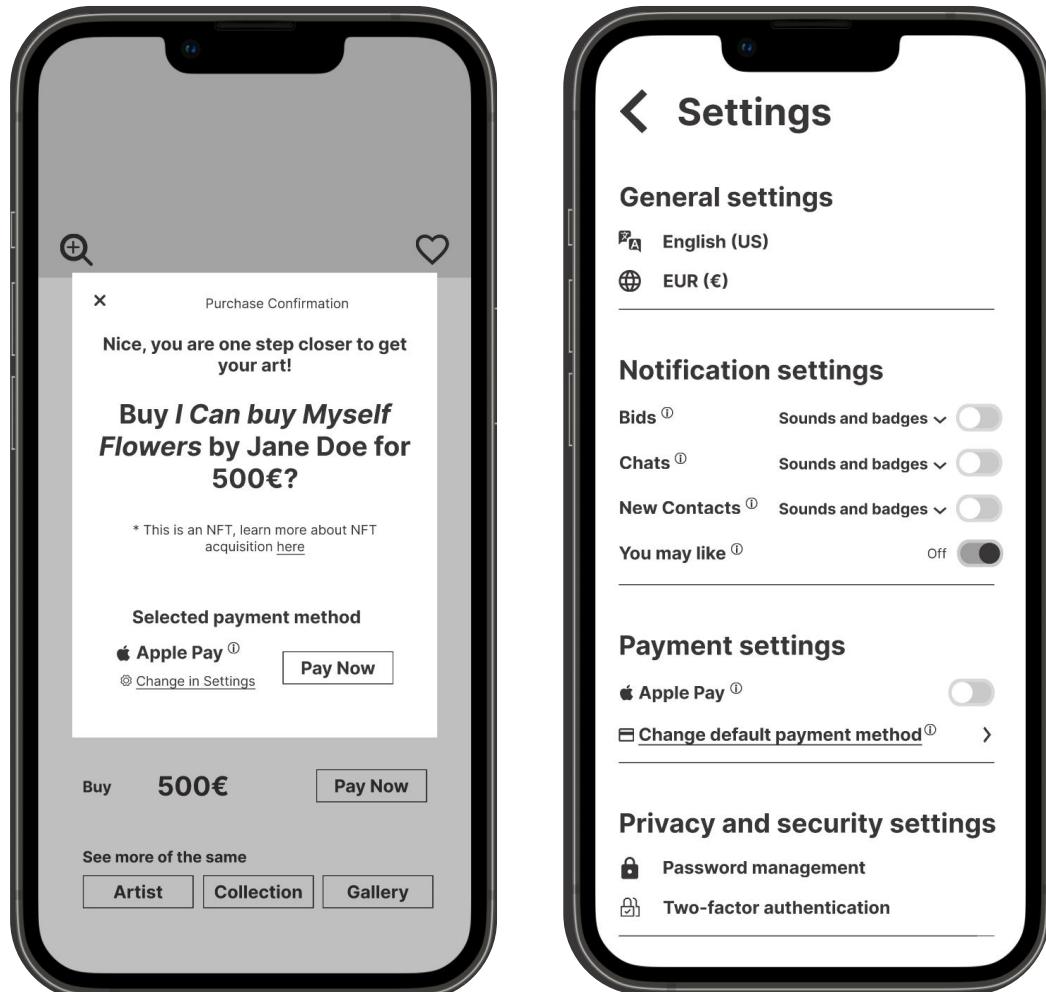


# Payment Process

Participants found the payment process to be confusing and lengthy, causing some to abandon their purchase altogether.

“Oh, here to pay, the settings to choose what I pay with... Oh, look, I can change language... and notifications....” (P5)

“I think it should be more straightforward, I don’t want to choose my payment method every time.” (P4)



# Payment Process

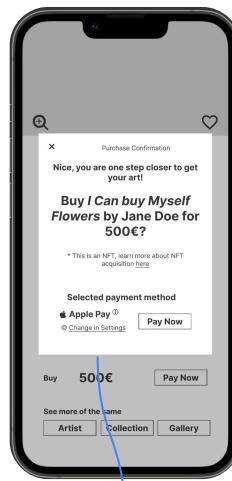
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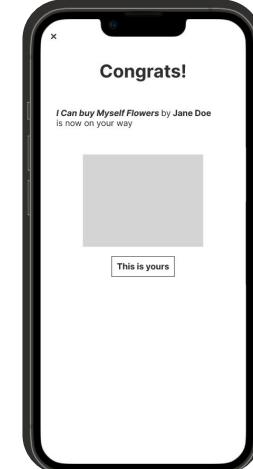
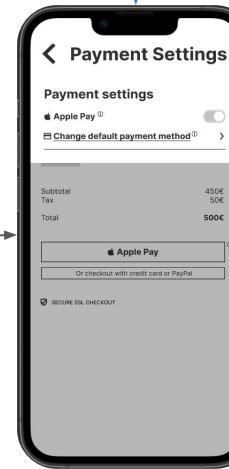
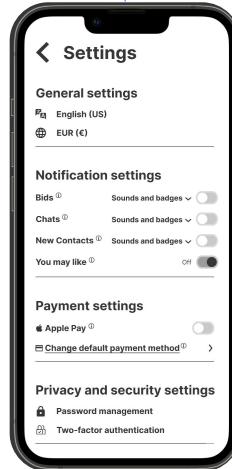
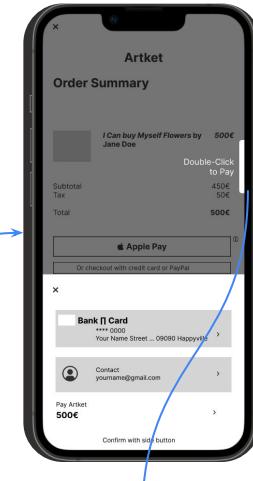
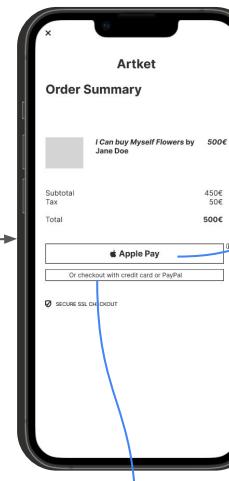
“I think it should be more straightforward, I don’t want to choose my payment method every time.” (P4)

- more straightforward payment with more clear screens added, besides a specific settings for payments only

BEFORE



AFTER

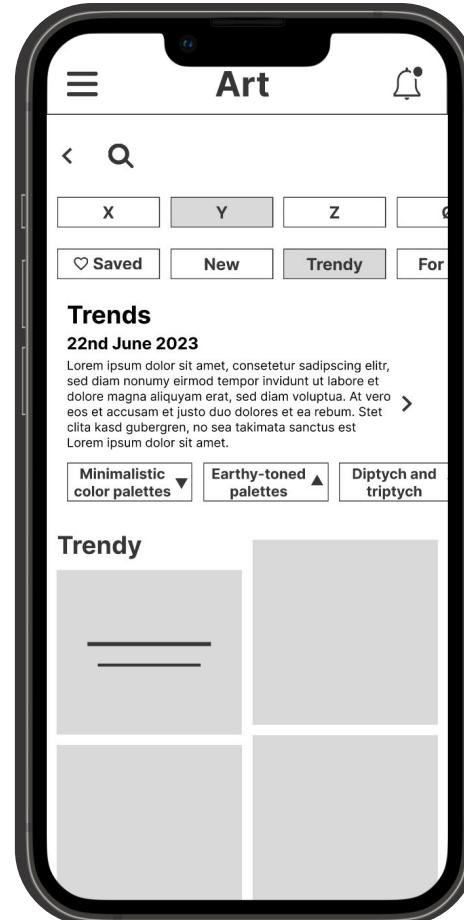


# Art Discovery

Participants wanted more options for filtering and sorting art, and to be able to quickly determine whether an item was a direct purchase or a bid.

“There was nothing there telling you that this was an auction piece], I came across with it by chance”. (P2)

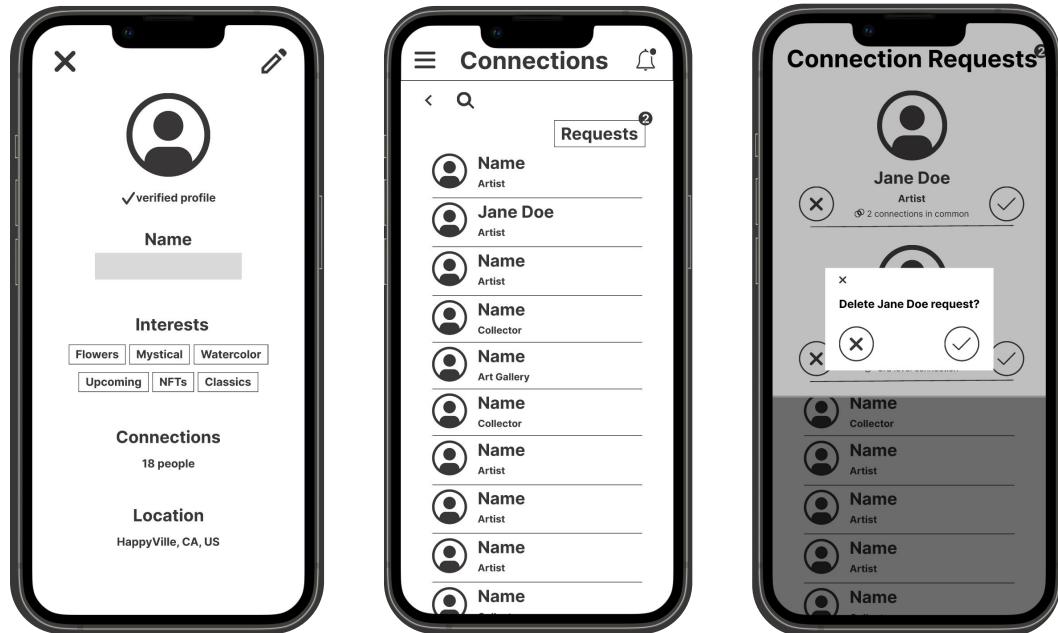
“Style could be an option in “Browse by”, it would be interesting to filter by styles”. (P1)



# Connections

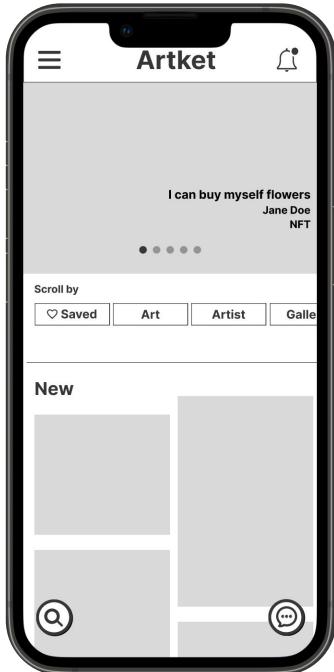
- 4 out of 5 users found it difficult to locate connections
- 2 out of 5 users found the confirmation process unnecessarily long

“I don’t want to use 2 clicks to accept a request, on FB, IG, and stuff it’s only 1” (P4)

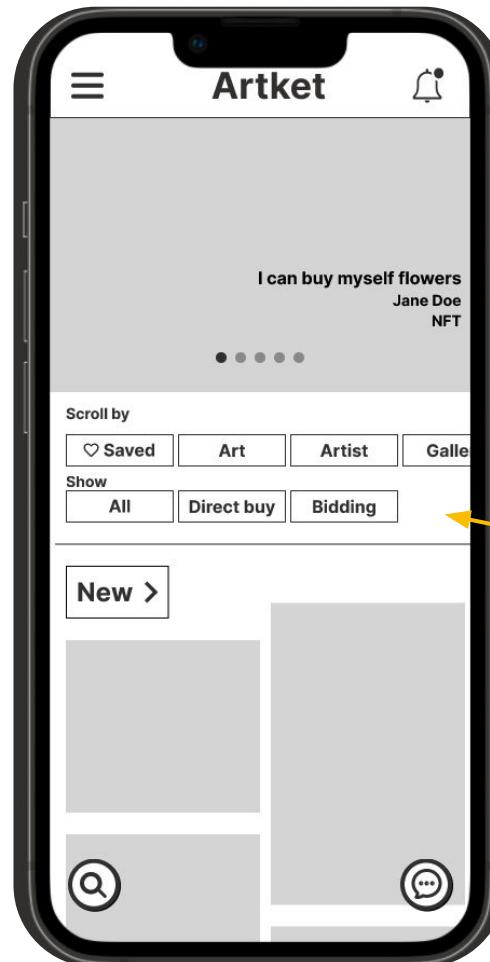


# Art Discovery

BEFORE the usability study



AFTER the usability study



Category  
buttons in the  
home screen for  
easy accessing  
them

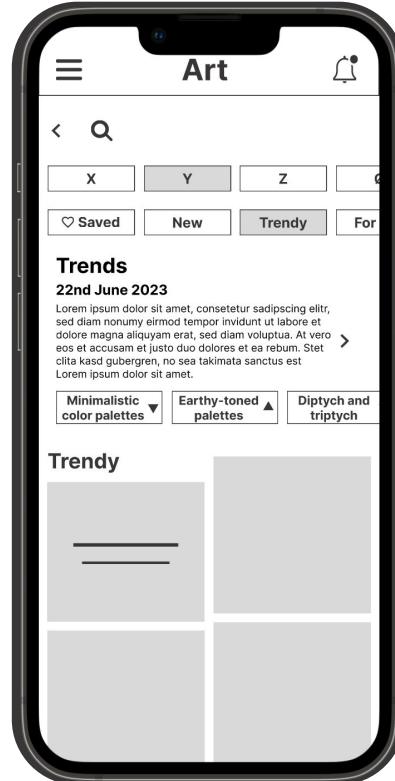
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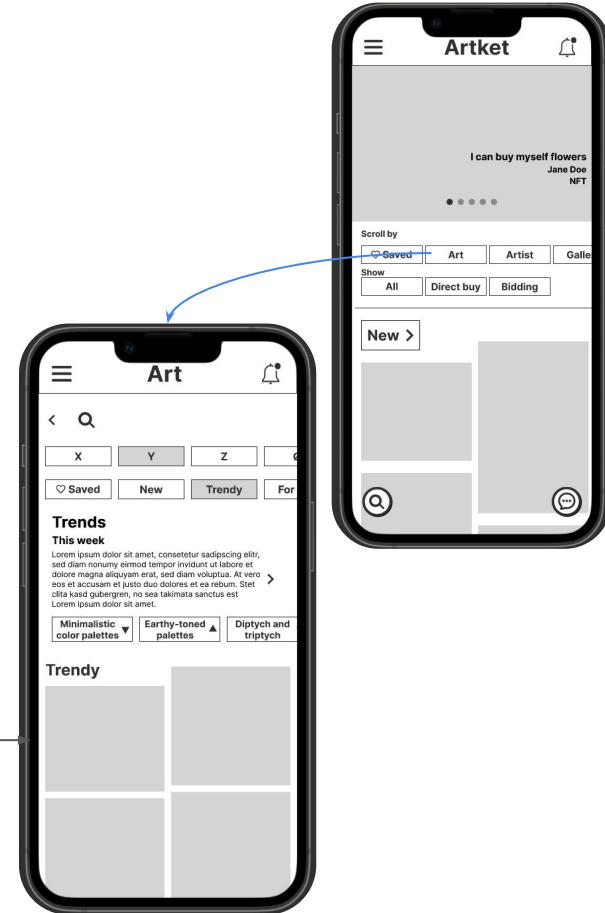
“No había nada ahí que te lo dijera [que era una subasta], la he encontrado por suerte.” (P2)

“Estilos podría ser una opción en “Browse by”, sería interesante poder buscar por estilos.” (P1)

BEFORE



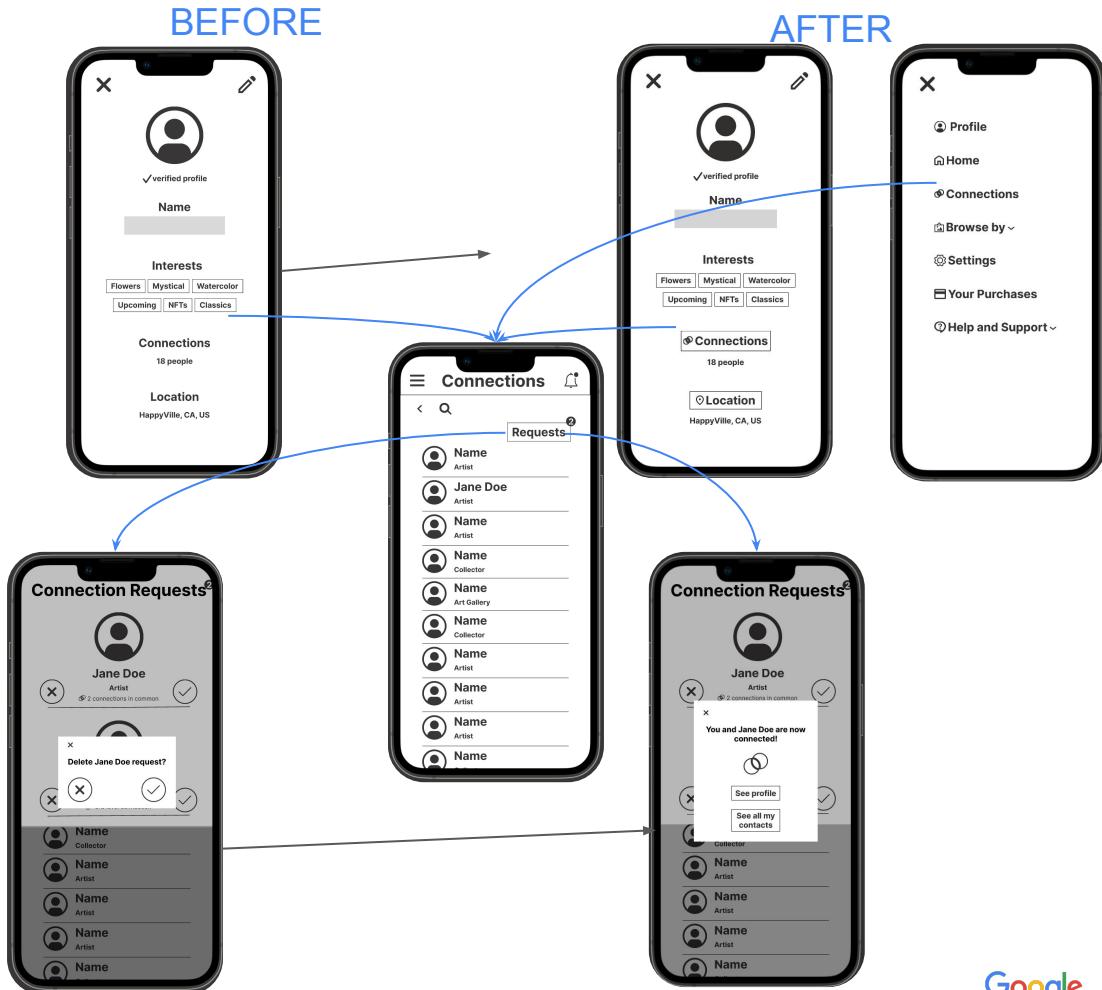
AFTER



# Connections

- 4 out of 5 users found it difficult to locate connections
- 2 out of 5 users found the confirmation process unnecessarily long

"I don't want to use 2 clicks in accepting, on FB, IG, and stuff it's only 1" (P4)



# Research insights

## Navigation

Users found vertical scrolling in the app to be unclear.

- ↳ Provide an onboarding/demo to explain how to navigate the screens, and add more visual cues such as arrows and buttons.

## Payment

Payment process seemed lengthy and confusing to some users.

- ↳ Simplify the payment process and consolidate payment settings onto a single page to avoid distractions.

## Art Display/Discovery

Users wanted to know if the artwork was for bidding or direct purchase.

- ↳ Include this information on the page before opening it and make it a filter or tab.

## Connections

Users found it difficult to locate connections.

Accepting and deleting friend requests was seen as unnecessary and redundant.

- ↳ Make connections easier to find and access within the app.
- ↳ Simplify the process to one step to improve user experience.

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

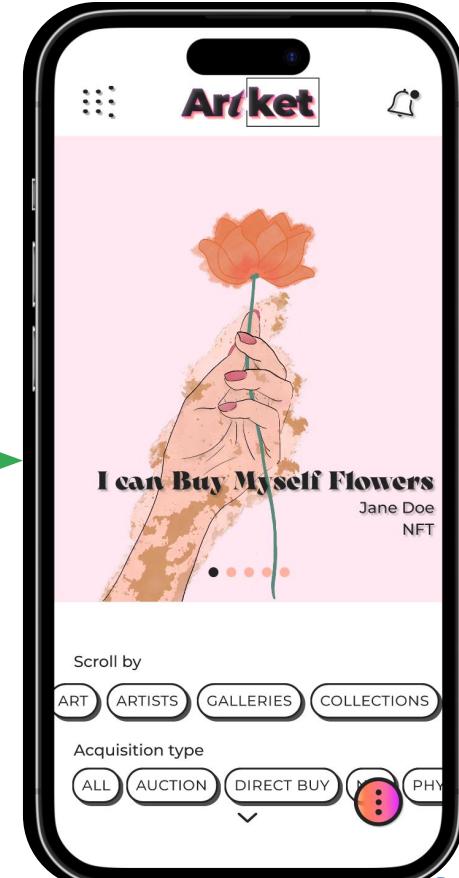
After seeing how user's were confused by what "artist" and "gallery" meant and why were they in singular, the wording change into plural, hence making more clear that the screen they lead to shows a list of each of them.

The option "all" was added as well to "scroll by".

BEFORE usability study



AFTER usability study

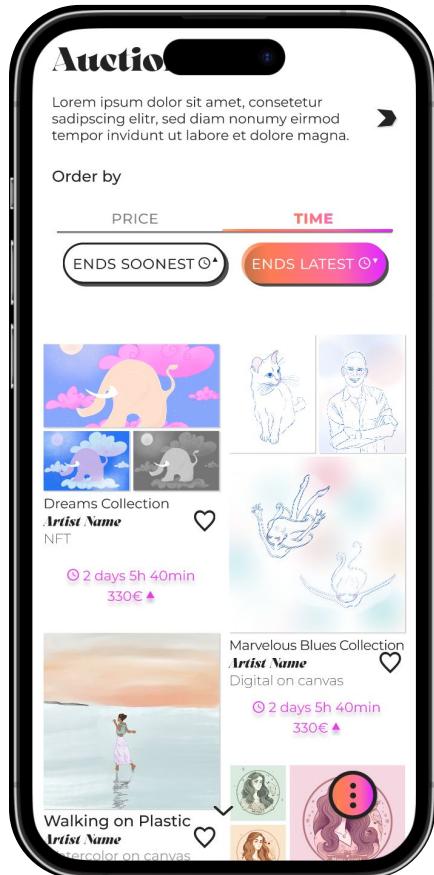


# Mockups

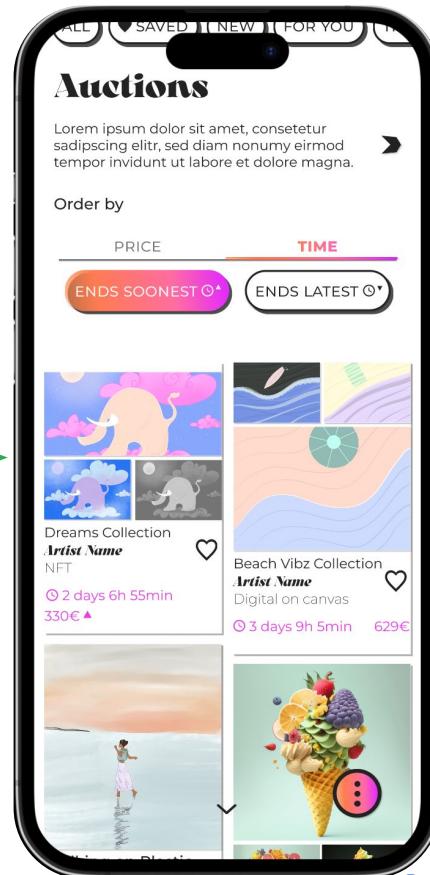
How to display the time left of an auction and the price was challenging, eventually deciding for the format displayed on the right, taking into consideration the usability study notes

"I would like to see like a square that frames everything to know that this text of "2 days" corresponds to the top images and not the bottom ones, when you are on top it is very obvious but when you scroll from down to up, it is not so clear". (P3)

BEFORE usability study



AFTER usability study

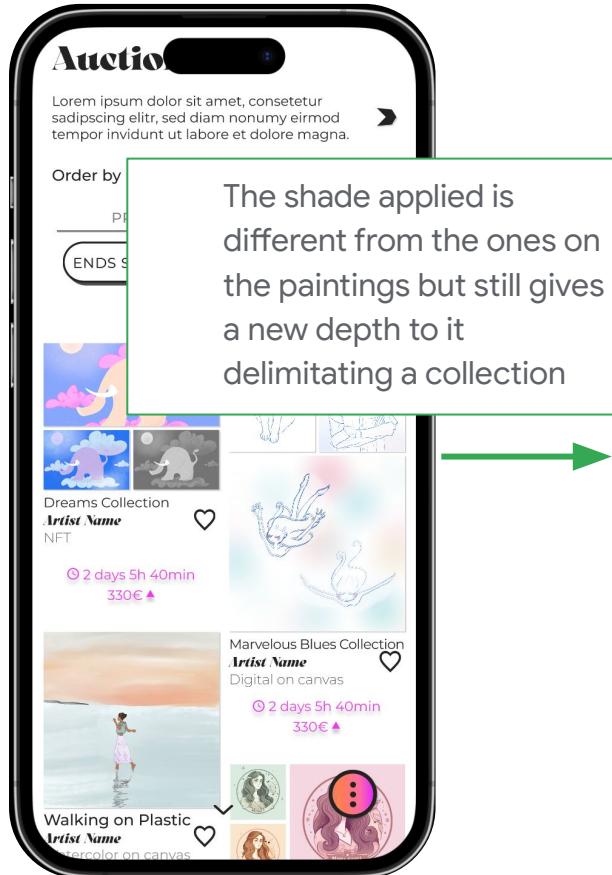


# Mockups

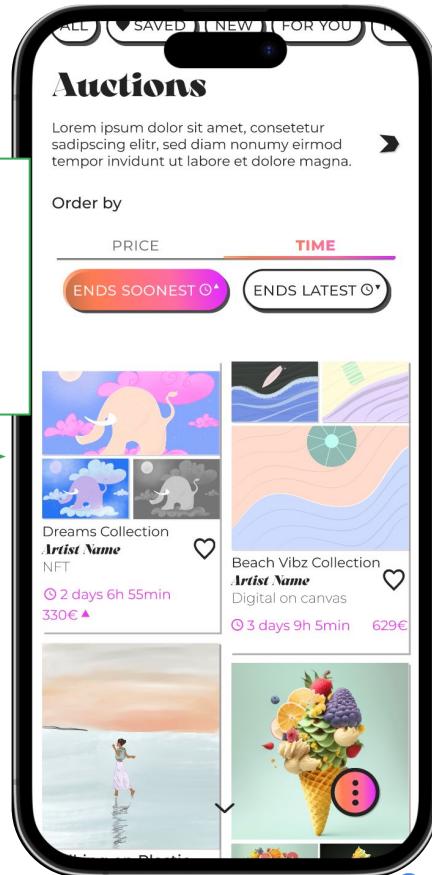
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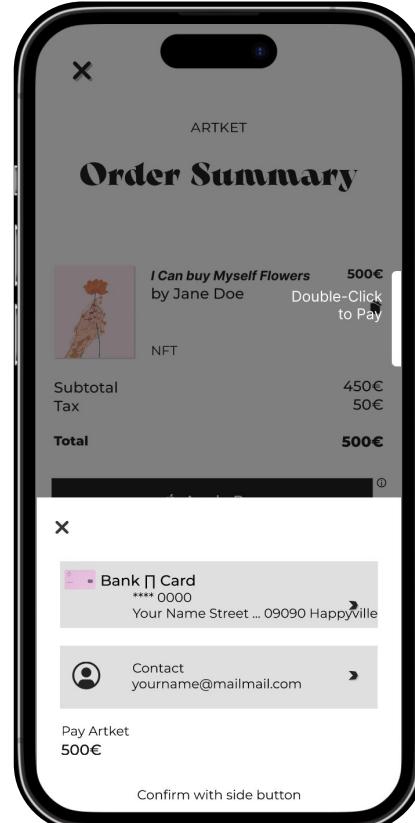
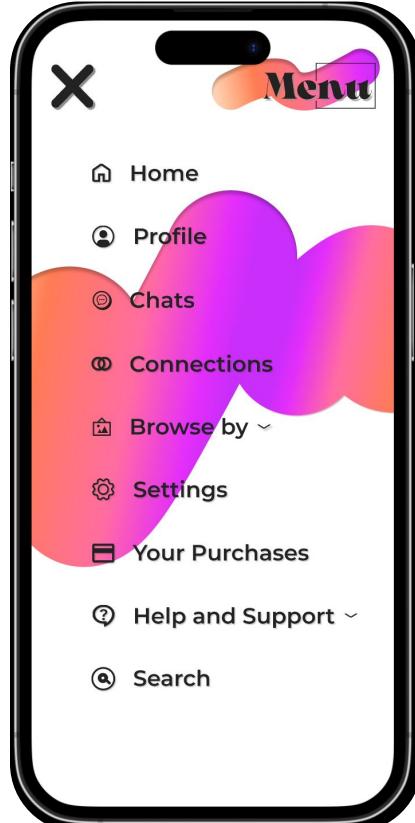
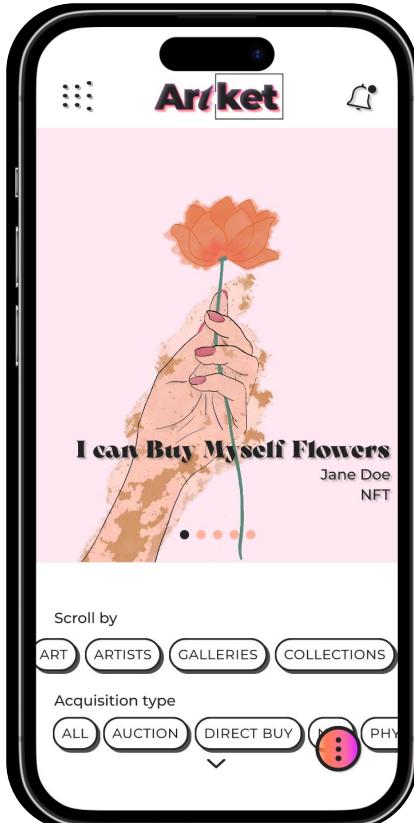
BEFORE usability study



AFTER usability study

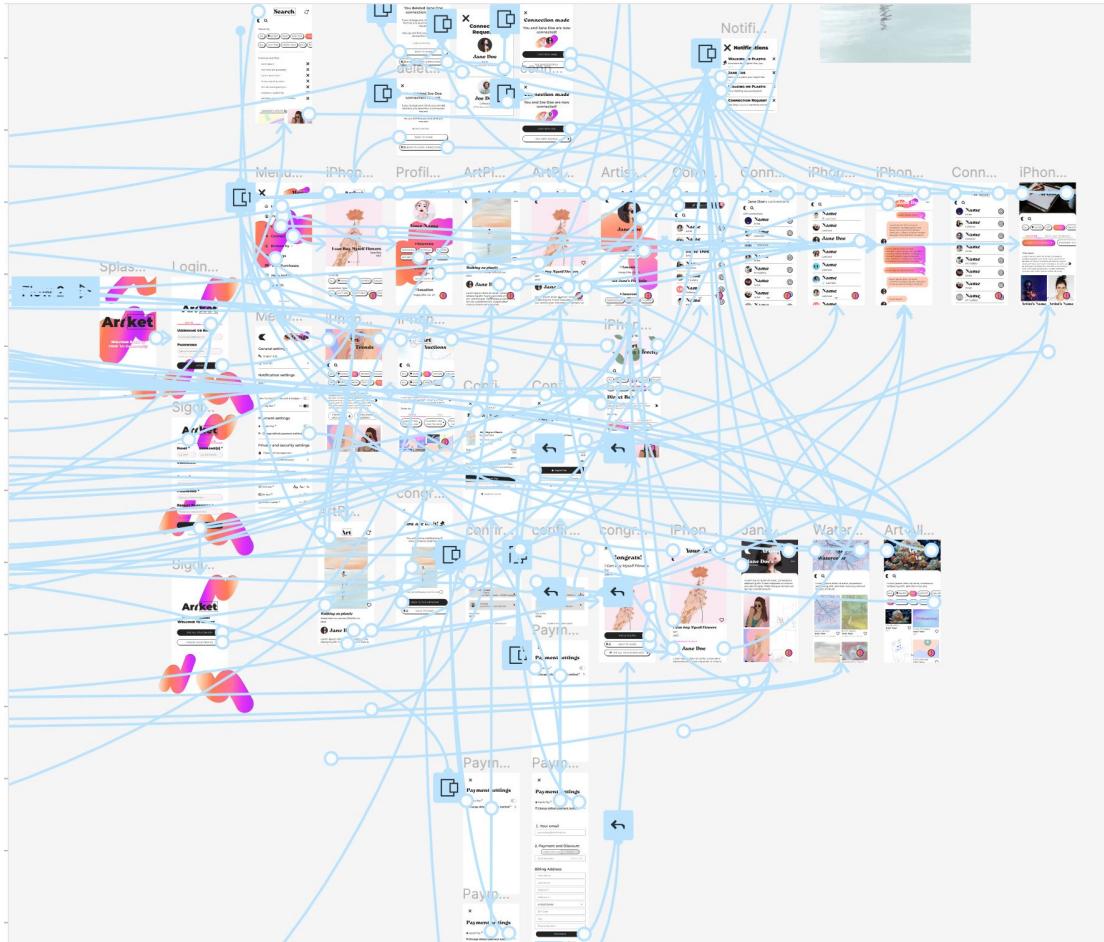


# Mockups



# High-fidelity prototype

It is a complex app with many features. More screens were created to facilitate the usability and better illustrate the possibilities of the app itself



You can check the Prototype [here](#)

# Accessibility considerations

1

People with **auditory** impairment

Pop-up messages and notifications (+ vibration) → easily customizable in “Settings”.

2

People with **physical** impairment

Easy to use with one hand

3

People with **visual** impairment

Alt text in buttons, images, etc.

Pop-up messages and notifications (+ vibration) → easily customizable.

Bidding will be broadcasted on real time.

Descriptions of the pieces both by the artist and AI generated → easily customizable.

# Usability study: findings

As seen in the previous slides, 2 studies were conducted. The first one based on the low-fidelity prototype and the second one in the high-fidelity prototype. The findings and user's pain-points were worked on and solved

## Round 1 findings

- 1 A on-boarding tutorial is needed
- 2 Payment and connections request can be simplified
- 3 More categories and filters for intuitive navigation

## Round 2 findings

- 1 Seems that a few ways to get to the same screen is useful (e.g. connection requests)
- 2 New payment is intuitive and not distracting
- 3 Icons help to understand the terms better.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Artist can reach more people, book galleries and easily network, and find other artist to create new things together, as well as being able to sell their art.

On the other side, galleries can easily discover artist they would like to feature and



## What I learned:

Different potential users may not find the same actions intuitive. People are used to different apps in their regular basis and we cannot assume that what is the most common consensus in certain app aspects (names, icons, colors, actions and gestures) are not as widely understood as we might initially think.

# Takeaways



## Impact:

Artist can reach more people, book galleries and easily network, and find other artist to create new things together, as well as being able to sell their art.

On the other side, galleries can easily discover artist they would like to feature and



## What I learned:

Also that this was a very small scale project, not many participants took part and further studies are needed with more participants, focusing on getting the target group involved.

# Next steps

1

Create a **tutorial** or **onboarding flow** in order to guide the users through the features of the app and the settings they can modify.

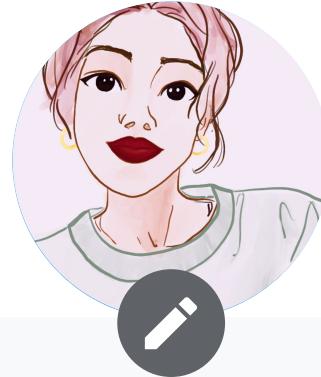
2

Find a team of UX and UI designers to keep iterating and improving the app, find investors, a marketing team, and eventually launch.

3

Find more people that fit the target group's profile and ask them to take part in the usability tests.

# Let's connect!



If you are interested in this specific project, or in my work and mind in general, you can visit me at

<https://www.paulardb.design/>

And if you would like to message me directly, I'll be on the other side of

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