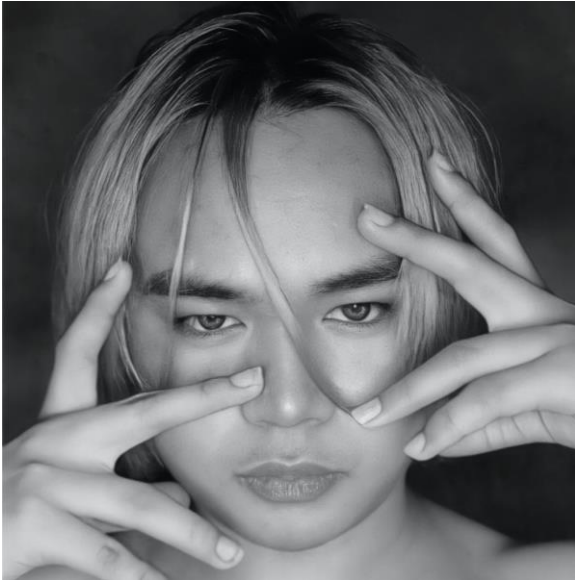


CASE STUDY

ARTS STUDIO



OUR TEAM



Ryan Camarines



Randel Tagayun



Arvie Lazaro

OUR TEAM



Jam Hilot



Edward Tanjuan



Glance Sazon

OUR TEAM



Datu Ulab



Ryan Acosta

WHAT IS ART STUDIO?

- Arts Studio is a platform dedicated for the art collector and art lovers. through this platform you can explore, buy and sell art.

PROBLEM STATEMENT

- how might we help artist in getting a proper platform to show their arts to sell or buy their crafts and budding artist to get professional guidance, proper exposure and recognition.

TARGET USERS

- Arts Lover
- Artist
- Collector
- Learners
- Beginners

BUSINESS TO CONSUMER

- Arts Studio provides a platform for art collector, art lover and learners to sell or buy art work. Arts Studio takes small amount of commisson on all transactions.

QUALITATIVE ANALYSIS

- We interview around 3 users and here are the sample questions asked. these questions were not asked like actual interviews, users were asked to tell stories about their experiences, to get more useful insights.

QUESTIONS ASKED

- What is your name and age.
- Where do you buy arts or artistic stuff? Are you a private collector or retailer?
- Do face any difficulty buying them?
- Do you buy them online or offline?
- How long does it take to complete the whole process in online? Does this website have a return policy?
- Do you prefer buying printed art or do you request any custom made?
- If we provide you an app that fills all the gaps you feel? would you invest your time in that?.

INSIGHTS

- Frustration
 - Quality issue
 - No proper return policy
 - Difficulty in buying online
 - Over priced
- Motivation
 - Decorating House
 - Collections
 - Supporting the artist
 - Inspirations
- Needs and Wants
 - Contact artist
 - Good User Experience
 - Events and meet-ups
 - Ratings and reviews
- Suggestions
 - Artist should get proper exposure
 - having a return policy

AFFINITY DIAGRAM

- The Affinity Diagram organizes a large number of ideas into their natural relationships. It is the organized output from a brainstorming session.

INSIGHTS FOR ARTIST

- Frustration
 - Not well paid profession
 - less information about the artist
 - too many ads on the platform
 - people asking for free service
 - clients not willing to pay
 - too much commission in selling platform
- Motivations
 - Money
 - love for art
 - inspiration for the beginners
 - inspiration from other artist
 - passion
 - fame
 - family and friends
- Needs and Wants
 - community
 - looks and feel
 - not easy platform
 - good user experience
 - updates about the artist and products
 - more information about the artist
- Suggestions
 - add photography
 - convenient to use
 - more information for the artist
 - reviews and updates
 - promote art works

INSIGHTS FOR LEARNERS

- Frustration

- not having proper encouragement
- less information of the artist
- scared of public platforms
- giving free service to promote themselves
- difficulties to look inspiration

- Motivations

- Money
- love towards art
- inspiration for the professionals
- inspiration from other learners
- passion
- fame
- family and friends

- Needs and Wants

- would love to learn and guidance from professionals
- workshops
- good user experience
- proper information about art as a profession
- tips on making money through art works
- low charges of commission

- Suggestions

- ratings of the products
- more information about the artist
- no ads
- direct contact to the artist
- user friendly

INSIGHTS FOR BUYERS

- Frustration

- not having proper return policy
- quality issues
- over prices
- difficulty to buy online
- longer delivery period
- not having complete information about the artist and product

- Motivations

- collections
- color
- earn money as a retailer
- house decorations
- supporting the artist

- Needs and Wants

- direct contact to the artist
- good user experience
- more galleries
- custom arts
- fast delivery period

- Suggestions

- ratings of the products
- more information about the artist
- no ads
- direct contact to the artist
- user friendly

USER PERSONA

- Personas are fictional characters, which we create based upon our research in order to represent the different user types that might use your service, product, site or brand in a similar way. creating personas will help you to understand your user's needs, experiences, behaviors and goals.

ALVIN MAGSIPOC

23 years old, Private art collector



ALVIN MAGSIPOC

- An art enthusiast. He was a Chief and he wants a platform that can find art work for her collections.
- Frustration
 - Paintings are too expensive
 - not accurate of commission
 - not having a proper safety for delivery
 - inability to find what genre of arts
 - more information about art field
- Needs and Wants
 - Need authenticity of painting
 - art works should be done by the artist
 - proper return policy
 - safe and fast delivery
- Motivation
 - Love towards arts
 - Need for house decoration
 - collections
 - earn money as an art collector

JEROME COLANDOOG

22 years old, Private art collector
and artist



JEROME COLANDOG

- An artist looking for a platform to showcase his artworks and to inspire learners through her art.
- Frustration
 - Paintings are too expensive
 - not accurate of commission
 - not having a proper safety for delivery
 - inability to find what genre of arts
 - more information about art field
- Needs and Wants
 - Need authenticity of painting
 - art works should be done by the artist
 - proper return policy
 - safe and fast delivery
- Motivation
 - Love towards arts
 - Need for house decoration
 - collections
 - earn money as an art collector

RYAN CAMARINES

21 years old, Artist and art lover



RYAN CAMARINES

- An artist looking for a huge art community that fit on his passion and profession to generate more knowledge and money.
- Frustration
 - Paintings are too expensive
 - not accurate of commission
 - not having a proper safety for delivery
 - inability to find what genre of arts
 - more information about art field
- Needs and Wants
 - Need authenticity of painting
 - art works should be done by the artist
 - proper return policy
 - safe and fast delivery
- Motivation
 - Love towards arts
 - Need for house decoration
 - collections
 - earn money as an art collector

SUMMARY

- Users want a legitimate application for to showcase their art works and good return policy
- They want a promote artist to inspire other artist and beginners