GraffitiSpot: Empowering Urban Artists through a Mobile Graffiti App"

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Project overview

The product:

Our app, GraffitiSpot, is a digital platform designed to cater to the needs of graffiti artists and enthusiasts. It serves as a centralized hub for graffiti-related activities, including showcasing artwork, discovering legal graffiti spots, engaging in community discussions, purchasing graffiti supplies, and staying updated on upcoming graffiti events. The app aims to provide a seamless and immersive experience for users, empowering them to connect, create, and explore the vibrant world of graffiti art. With its user-centric design and innovative features, GraffitiSpot revolutionizes the way graffiti artists engage with their craft and connect with like-minded individuals in the community.

Project duration:

01-March-2023 to 14-June-2023

Google
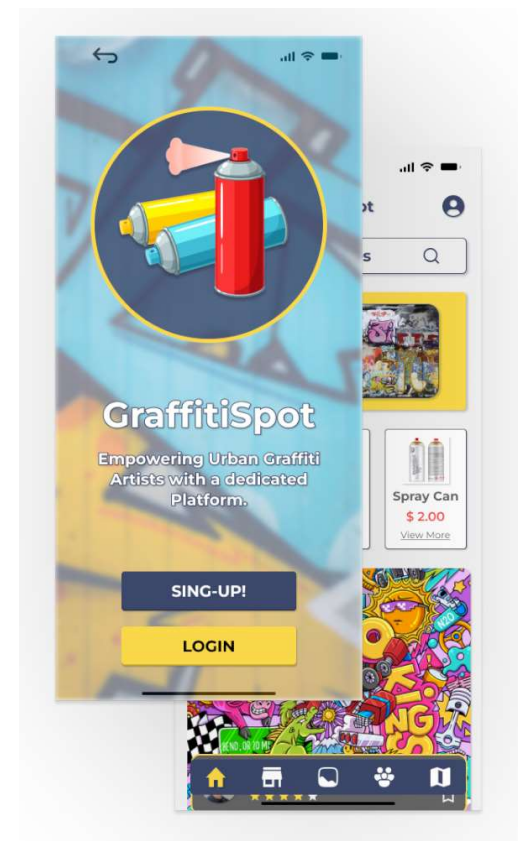
Project overview

The problem:

The lack of a dedicated platform for graffiti artists and enthusiasts hinders their ability to showcase artwork, find legal spots, engage in community discussions, purchase supplies, and stay informed about events. Existing solutions are fragmented and lack user-friendly features. The problem is to design and develop GraffitiSpot, an intuitive app that addresses these needs and provides a comprehensive and seamless experience for the graffiti community.

The goal:

Insert oneThe goal of the GraffitiSpot project is to create a user-centric mobile app that empowers graffiti artists and enthusiasts by providing a centralized platform for showcasing artwork, discovering legal spots, engaging in community discussions, purchasing supplies, and staying up-to-date with relevant events. The app aims to enhance the overall graffiti experience, foster creativity, and promote a sense of community within the graffiti culture.

Project overview

My role:

I am the UX Designer responsible for creating intuitive and engaging experiences for the GraffitiSpot app.

Responsibilities:

LiAs the UX researcher, my role is to plan and conduct user studies, gather valuable insights, and provide data-driven recommendations to improve the user experience of the GraffitiSpot app.

Understanding the user

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

User research: summary

For the user research, I conducted a combination of qualitative and quantitative methods to gain insights into the needs, preferences, and challenges of graffiti artists like Max. I conducted in-depth interviews with Max and other graffiti artists to understand their workflow, pain points, and desires in relation to their craft. Additionally, I conducted surveys to gather quantitative data on their usage of existing mobile apps and technologies in the graffiti art domain. Going into the research, I assumed that artists primarily needed a platform for showcasing their work, but my assumptions evolved as I discovered the significant need for features such as location scouting, legal wall mapping, and collaboration tools. The research highlighted the importance of addressing the unique needs of graffiti artists and shaped the direction of my mobile app project to better serve their requirements.

User research: pain points

1

Lack of Acceptance and Recognition

Limited recognition and appreciation for graffiti art hinder artistic expression.

2

Limited Opportunities

Scarce platforms and events restrict growth and exposure for graffiti artists.

3

Constant Fear of Legal Consequences

Fear of legal consequences and unclear regulations dampen creative freedom.

4

Lack of Community Support

Lack of community support and networking opportunities for graffiti artists.

Persona: **Max "Sprayz" Davis**

Problem statement:

Max, graffiti artist, needs legal spaces and opportunities to showcase his artistic talent without facing legal repercussions, as he currently struggles to find suitable locations for his self-expression and recognition.

Max "Sprayz" Davis

Age: 19
Education: High School
Hometown: Brooklyn
Family: Single
Occupation: Junior Graffiti Artist

"Through vibrant colors and bold strokes, I breathe life into the walls, turning urban spaces into vibrant canvases. Graffiti is my language, and with each spray, I leave a piece of my soul on the streets.

Goals
- Artistic Recognition.
- Creative Exploration

Frustrations
- Lack of Acceptance.
- Limited Exhibition Opportunities.

Max "Sprayz" Davis is a 19-year-old graffiti artist from Brooklyn, New York. With a passion for urban art, Max uses vibrant colors, intricate designs, and eye-catching lettering to leave his mark on the city's walls. He pushes the boundaries of his creativity, seeking recognition within the graffiti art community. Through his colorful expression, Max aims to inspire others and bring vibrancy to public spaces.

User journey map

The user journey map depicts Max Sprays Davis' experience as a graffiti artist using the GraffitiSpot app, from onboarding as a new user to exploring graffiti spots, participating in the community forum, purchasing supplies, and engaging in graffiti events. It captures their interactions, emotions, pain points, and moments of delight throughout their journey, highlighting key touchpoints and opportunities for improvement.

Persona: Max "Sprayz" Davis

Goal: Create a visually stunning graffiti mural that captures the essence of urban culture.

ACTION	Research graffiti art supplies	Sketch ideas for new mural	Find a suitable location for the mural	Obtain necessary permissions and permits	Paint the mural on the chosen wall
TASK LIST	Tasks A. Research spray paint brands and colors. B. Compare prices of spray paint. C. Read reviews for graffiti art markers.	Tasks A. Gather inspiration from various sources. B. Experiment with different sketching. C. Refine the mural concept.	Tasks A. Explore different areas. B. Assess the visibility of potential mural locations. C. Consider the legal aspects of each location.	Tasks A. Identify the appropriate authorities. B. Inquire about the required permits. C. Complete the necessary paperwork.	Tasks A. Prepare the wall surface. B. Set up safety measures.. C. Execute the mural design.
EMOTIONS	Excitement	Inspiration	Frustration	Anticipation	Fulfillment
IMPROVEMENT OPPORTUNITIES	Streamline supply research process	Enhance idea development techniques	Simplify permission and permit acquisition	Improve coordination with local authorities	Refine painting techniques and efficiency

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

I started by conducting thorough research to understand the needs and challenges of graffiti artists. Through interviews and discussions, I gained insights into their workflows, pain points, and desired features. To explore layout and structure ideas, I created rough paper wireframes, sketching out key screens such as the home screen, community feed, and legal walls map. These paper wireframes served as a starting point for refining the layout, information hierarchy, and content placement. I then transferred the wireframes to digital prototyping with Figma, creating low-fidelity digital wireframes that represented the key UI elements and interactions.
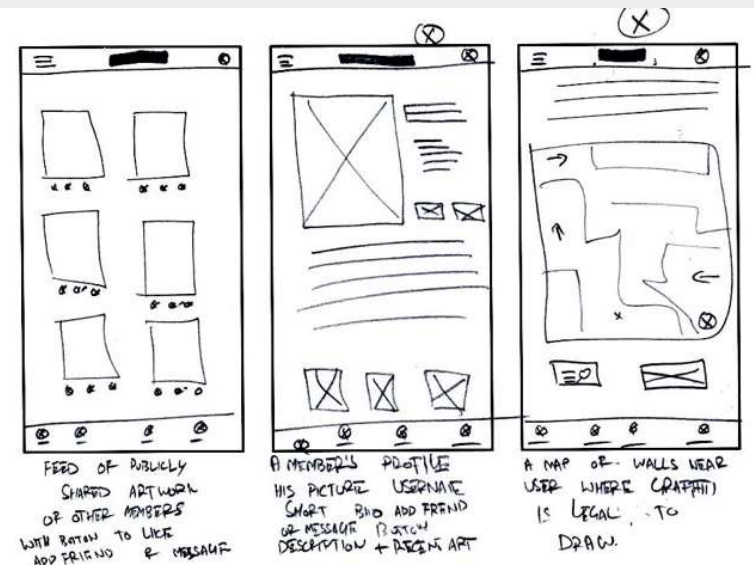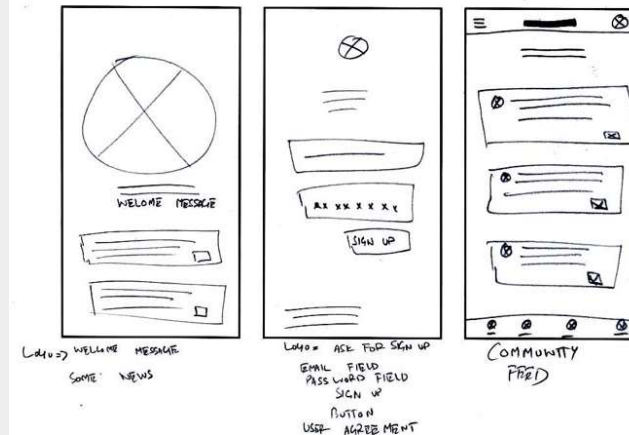
Digital wireframes

I designed this rought
wireframe of the home page of
the app. I descided to show a
large logo on the hero section
and then show some to the
most like graffiti arts. Lastly I
added login and Signup buttons
for users.

Used the hero
section on the
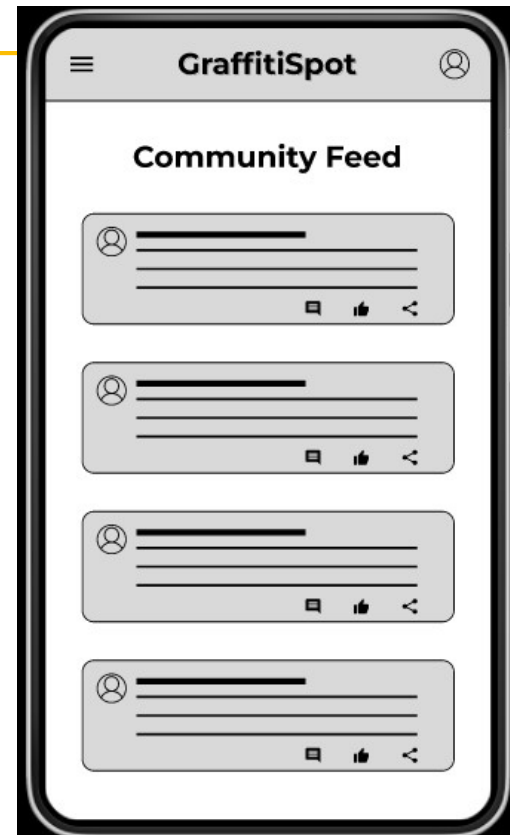home of the app
to show the logo
of the app.
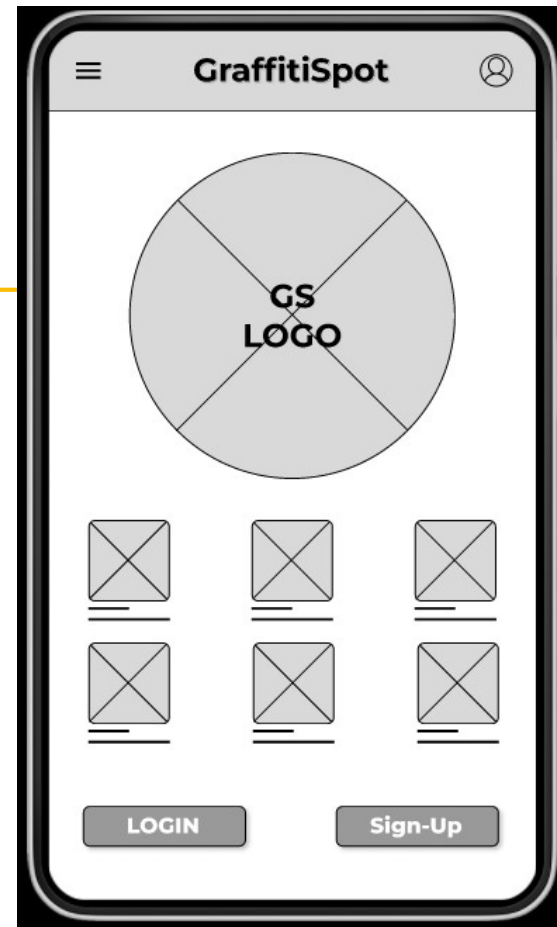
I decided to show
some featured
graffiti designs on
the home of the
app.

Digital wireframes

One of the features of the app that I wanted to integrate was community feed like twitter where graffiti artists could share real time updates and news.

Menu button for the main navigation of the app.

Community feed for all graffiti artists to share updates twiiter style with like share and comment button after every feed item.

Low-fidelity prototype

The low fidelity prototype created in the early stages of development provided a basic visual representation of the GraffitiSpot app, focusing on core functionalities and user flows. It served as a rough conceptual model, allowing for quick iterations and feedback gathering. Although lacking in visual polish and detailed interactions, the low fidelity prototype helped validate the app's overall structure and functionality before investing significant resources into higher fidelity design and development.

View Low Fidelity Prototype
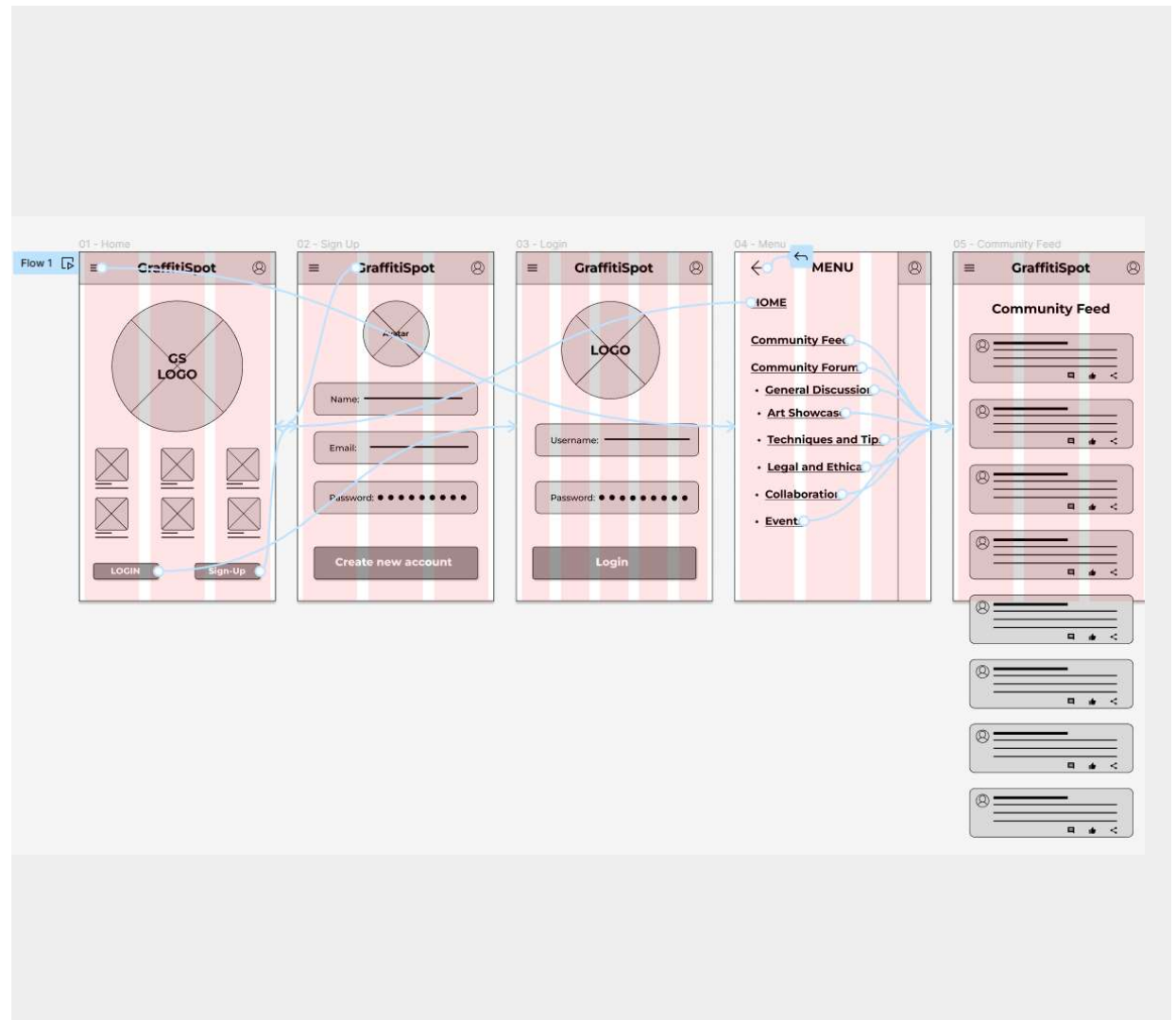
Usability study: findings

Two usability studies were conducted for the GraffitiSpot app, one after the low-fidelity prototype and another after the high-fidelity prototype. These studies aimed to evaluate user experience, identify areas for improvement, and gather valuable insights from participants. This report presents the findings from both studies, providing key observations and recommendations for enhancing app usability and user satisfaction.

Round 1 findings

1. Users struggled to find specific discussion threads. Improve search and categorization for better navigation.

2. Users were highly satisfied with the ability to save and organize favorite graffiti spots.

3. Users had difficulty finding affordable graffiti supplies. Enhance product categorization and filtering options.

Round 2 findings

1. Users were able to find relevant discussion threads more easily after the implementation of enhanced search functionality and better organization.

2. Users expressed continued satisfaction with the ability to save and organize favorite graffiti spots, indicating the feature's ongoing value and usability.

3. Users experienced improved ease in finding affordable graffiti supplies due to enhanced product categorization and filtering options.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After the first round of usability study, several valuable insights were gathered, leading to significant improvements in the design. The early mockups were refined and updated to address usability issues identified during testing, resulting in a more user-friendly and intuitive interface for the new prototype.
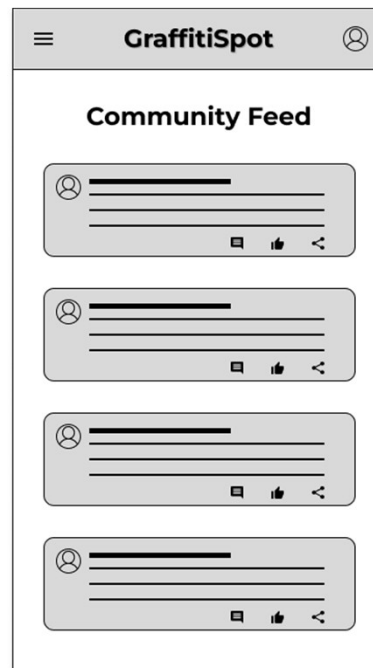
Before usability study
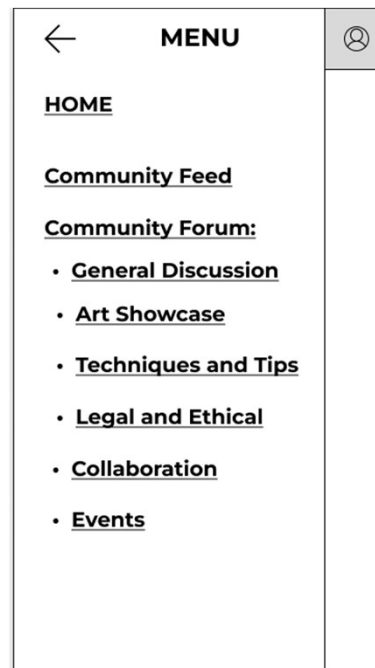
After usability study
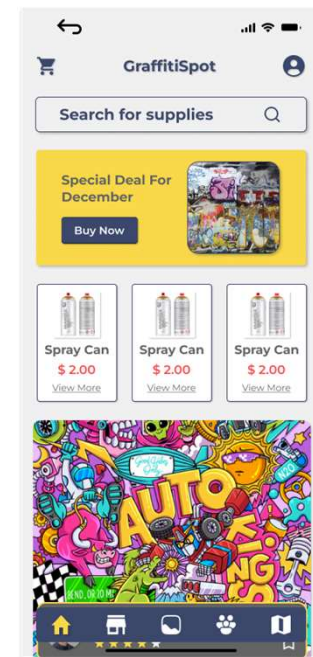
Mockups

Following the second round of
usability study, the early
mockups underwent further
refinements based on user
feedback and observations.
These iterative changes
resulted in a more polished and
refined design for the new
prototype, addressing usability
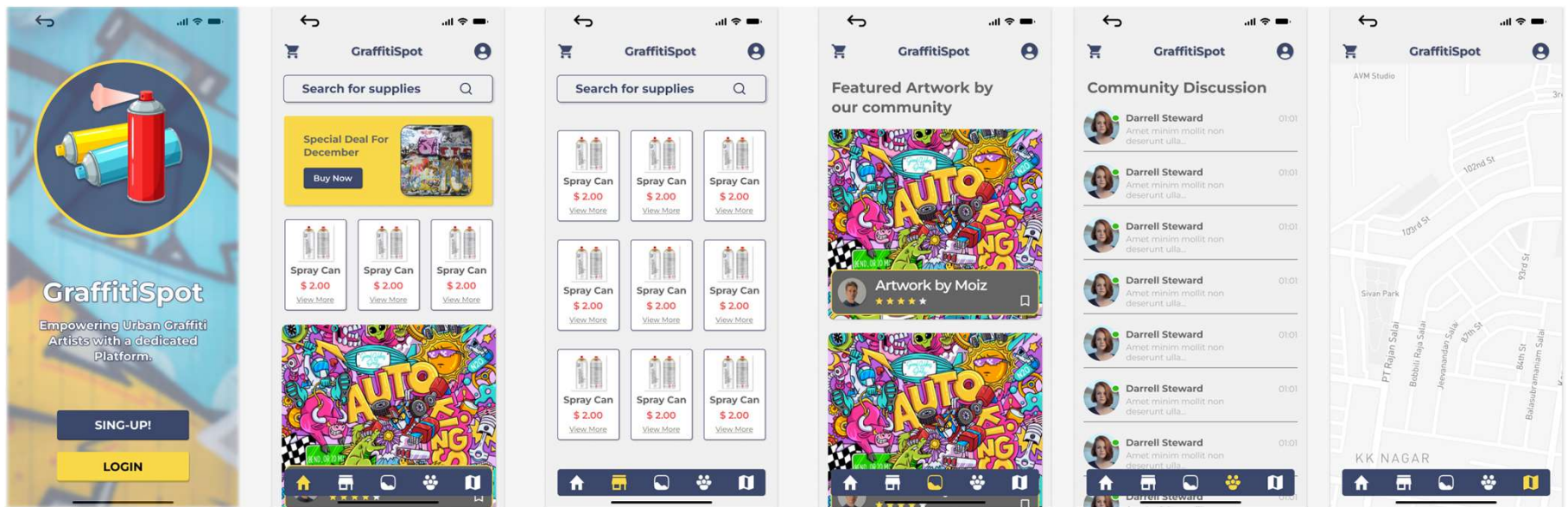concerns and enhancing the
overall user experience.

Before usability study

After usability study
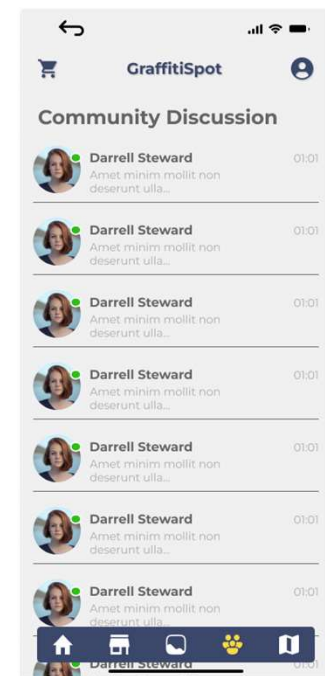
Mockups

High-fidelity prototype

Our high-fidelity prototype represents the culmination of iterative design and user feedback, showcasing a refined and visually appealing interface. With attention to detail, interactive elements, and seamless navigation, the high-fidelity prototype offers a realistic and immersive experience, demonstrating the envisioned functionality and aesthetics of the final product.

High Fidelity Prototype Link
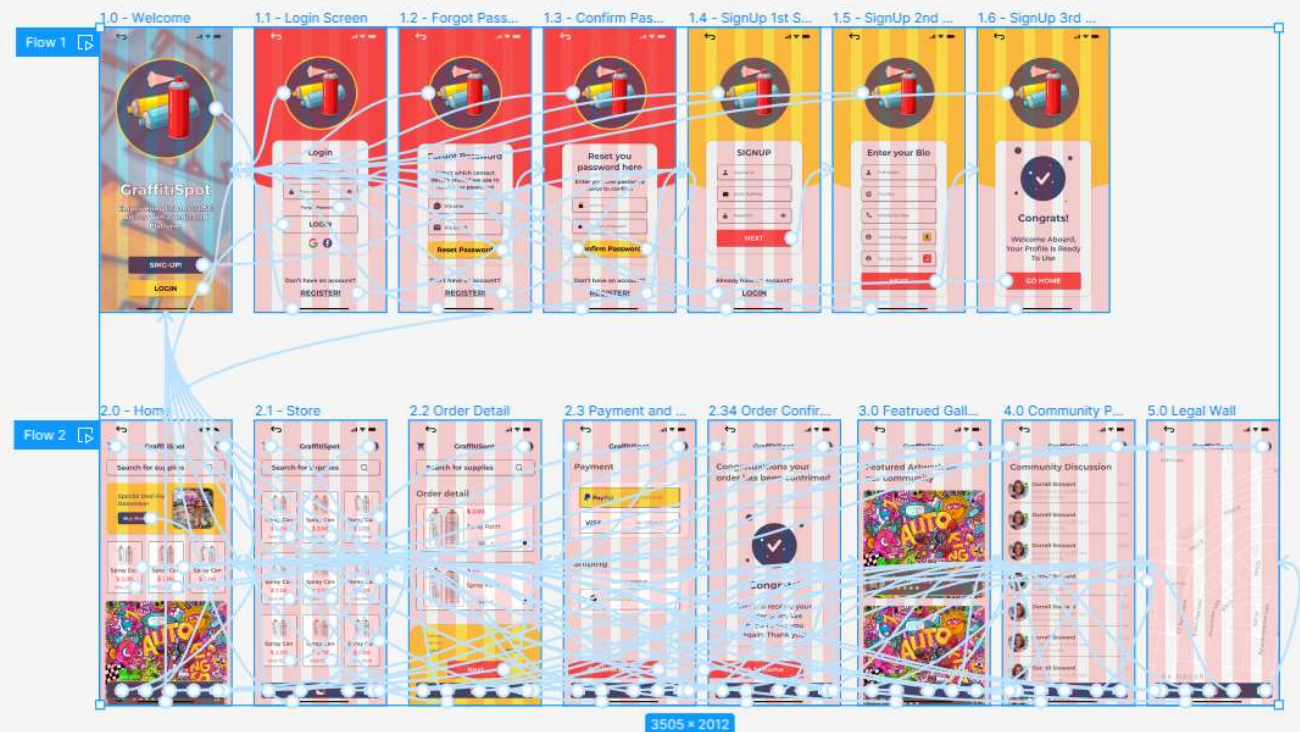
Accessibility considerations

1

Accessibility was a key consideration in the design process, ensuring that users of diverse abilities can effectively and independently engage with the app.

2

By adhering to accessibility guidelines and standards, the high-fidelity prototype incorporates features such as proper color contrast, keyboard navigation, and alternative text for images to ensure inclusivity.

3

The use of clear and concise language, along with intuitive and well-organized layout, contributes to an accessible user experience, accommodating users with varying cognitive abilities and providing a more inclusive platform.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The impact of our designs is evident through the positive feedback received from study participants, who praised the user-friendly interface and seamless experience. One participant remarked, "The app is so intuitive and engaging, it has truly enhanced my passion for graffiti art."

What I learned:

Throughout the project, I gained valuable insights into the importance of user-centered design and conducting usability studies. I learned to effectively translate user needs into design solutions, iterate on prototypes based on feedback, and prioritize accessibility to ensure inclusivity. This experience reinforced the significance of continuous user research and iterative design processes in creating successful and user-friendly digital products.

Next steps

1

Conduct further usability testing with a larger sample size to gather more comprehensive feedback and identify any remaining usability issues or areas for improvement.

2

Implement the recommended design changes based on the findings from the usability studies, focusing on addressing the identified pain points and enhancing the user experience.

3

Consider integrating user feedback and insights into future iterations of the app, ensuring that the design continues to evolve and meet the changing needs and expectations of the target users.

Let's connect!

To contact me for further information or to review more of my work, please feel free to reach out to me via email at saaqi.grw@gmail.com or visit my LinkedIn Profile at https://www.linkedin.com/in/saaqi. You can also check my GitHub at https://github.com/saaqi. I look forward to connecting with you!

Thank you!