

Art 4 All

The Team



Stephanie Liu



Cliff Makanda



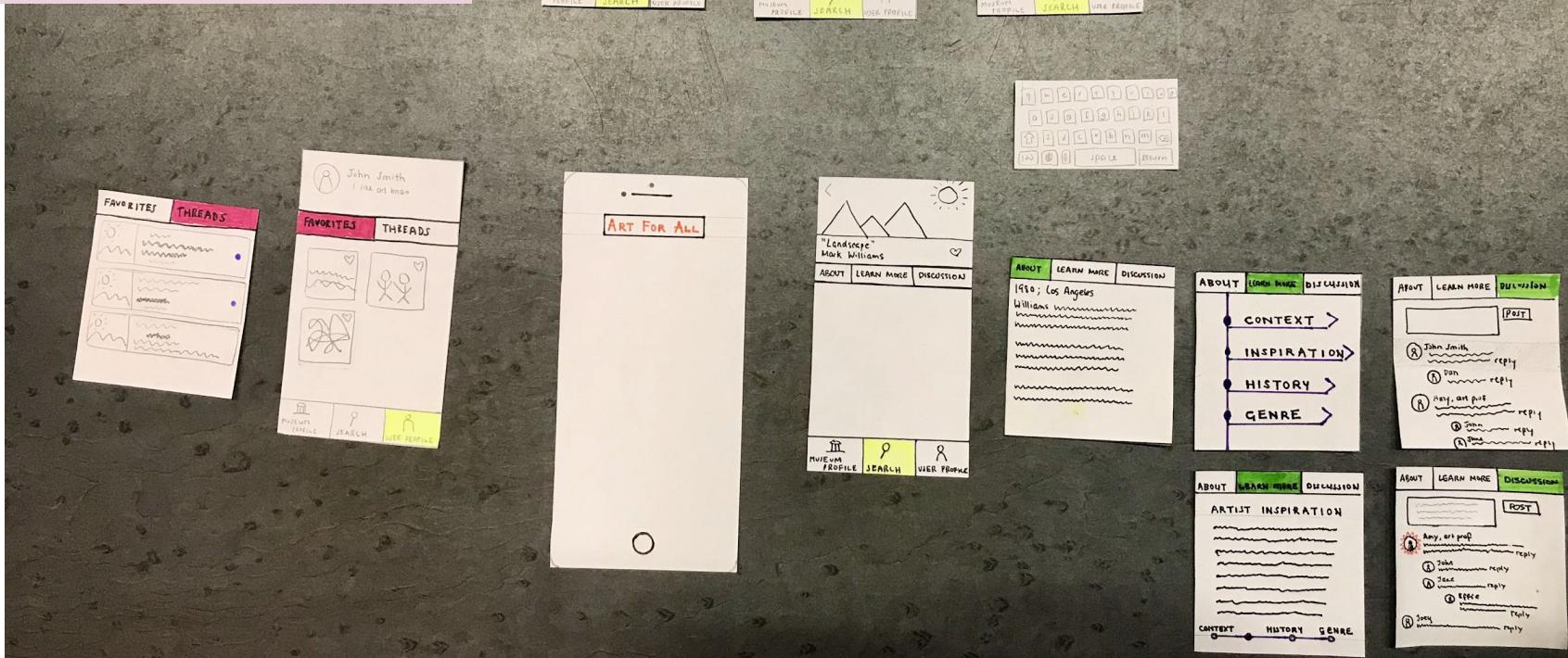
Joyce Wang

The Problem

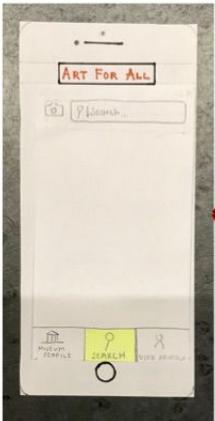
- Art can feel elusive, inaccessible
 - Not everyone can afford a formal introduction to art
 - Museums often provide little background information
 - No framework for “regular people” to discuss artworks
-

Initial Paper Prototype

Initial Paper Prototype



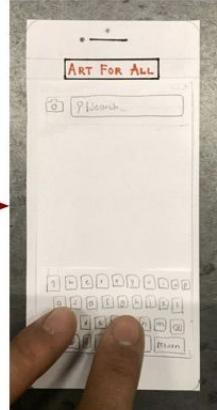
Search Process



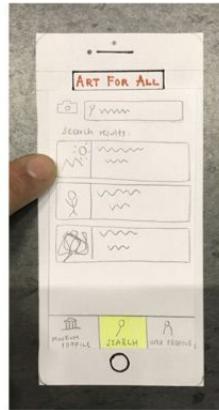
Screen 1.1



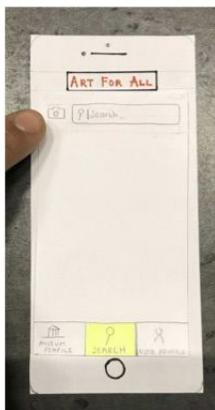
Screen 1.2



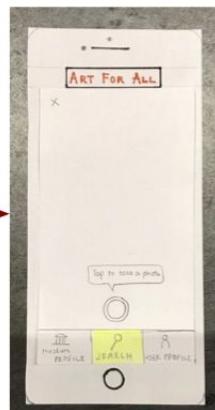
Screen 1.3



Screen 1.7



Screen 1.4



Screen 1.5

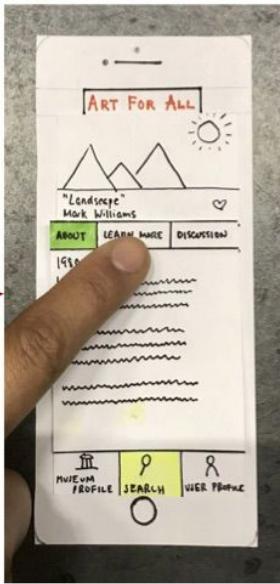


Screen 1.6

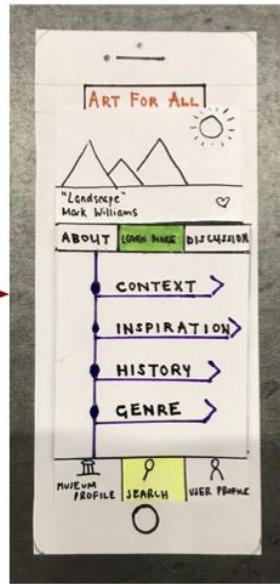
Task 1: Finding Background Information



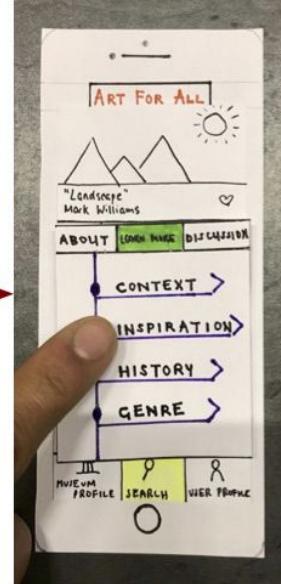
Screen 2.1



Screen 2.2



Screen 2.3

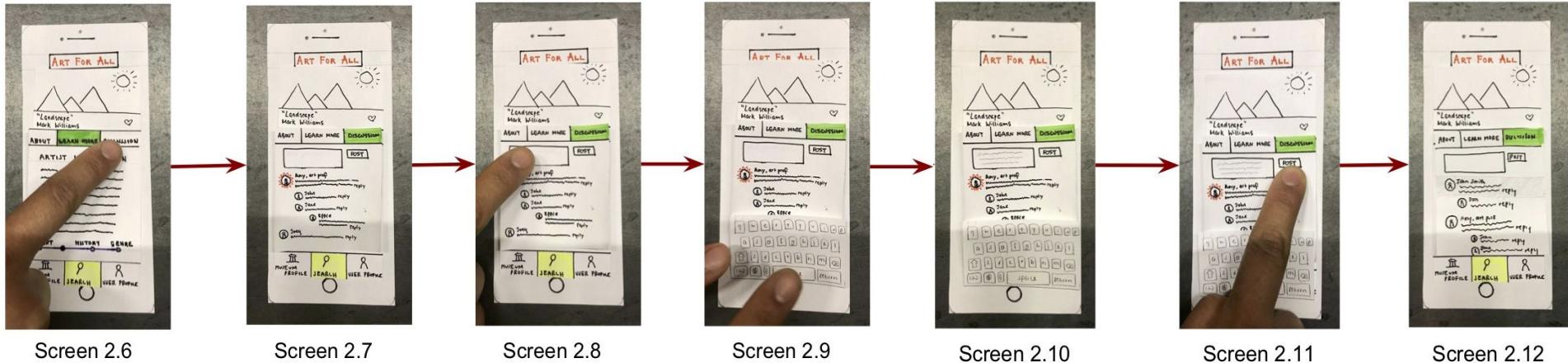


Screen 2.4

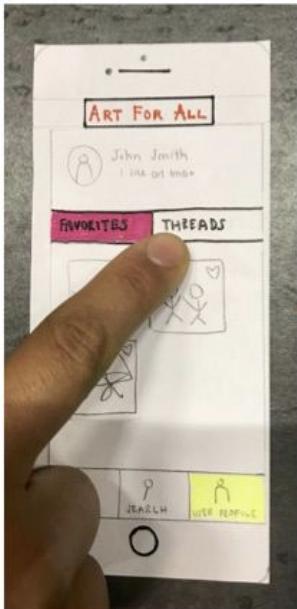


Screen 2.5

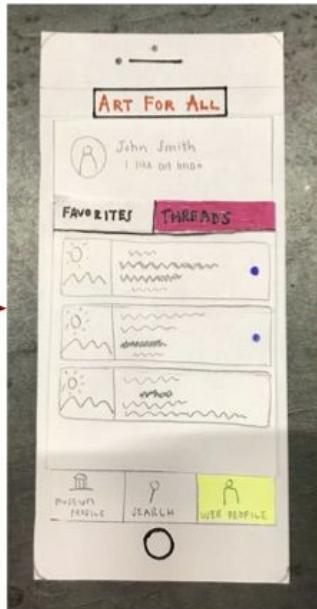
Task 2: Discussing art with others



Task 2: Discussing art with others



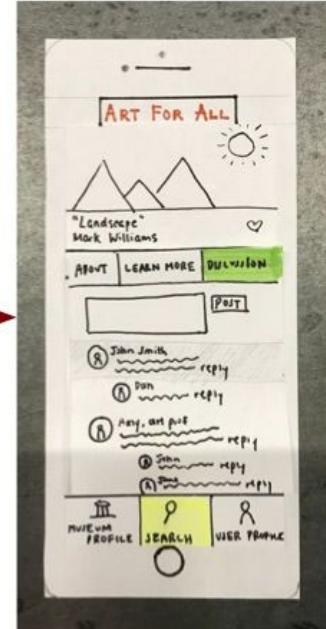
Screen 3.4



Screen 3.5



Screen 3.6



Screen 3.7

Testing Process

Testing Process: Heuristic Evaluations

- Heuristic evaluations were performed by Karl, Alyssa, & Lester
- Used Nielsen's 10 Usability Heuristics
- Joyce and Stephanie observed Karl; Cliff observed Alyssa & Lester
- They simulated the user experience and asked questions
- Noted any heuristics violated and indicated the severity

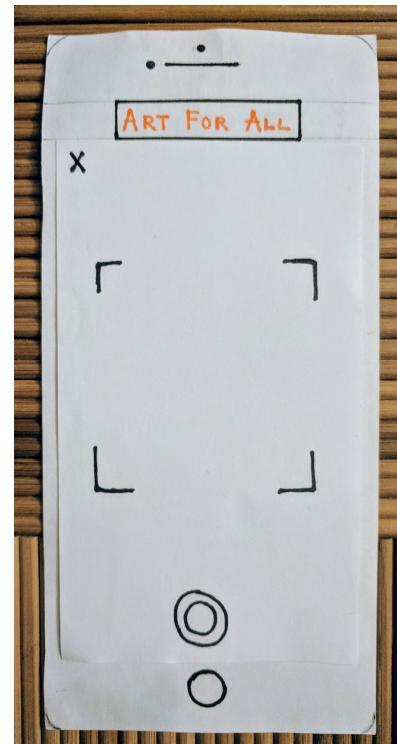
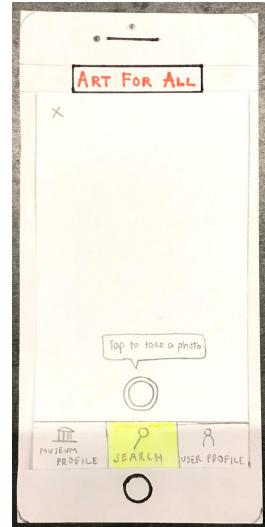
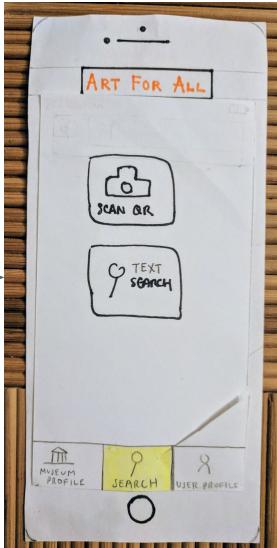
Testing Process: Usability Testing

- Interviewed three participants with different backgrounds in art
- Began with a brief explanation of the app, and the purpose of the test
- Explained the format of the usability test
- Encouraged participants to ask questions even if they were not answered
- Handed them printouts of the two main tasks
- Participants read the tasks aloud and then proceeded through the tasks
- One facilitator, one note-taker

Testing Results and Revisions

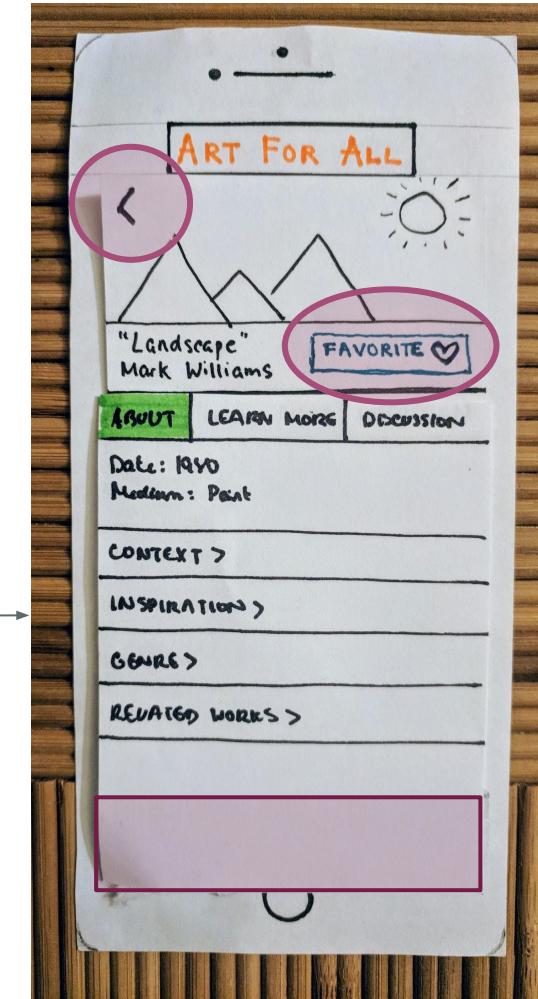
Search Functionality

- Added one-time QR code search tutorial
- Added home screen for search function
- Added grid lines for QR code placement



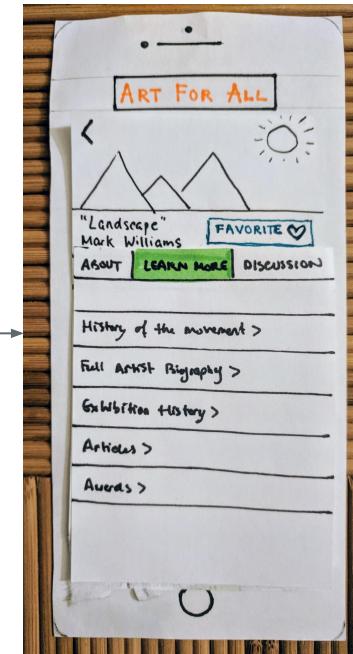
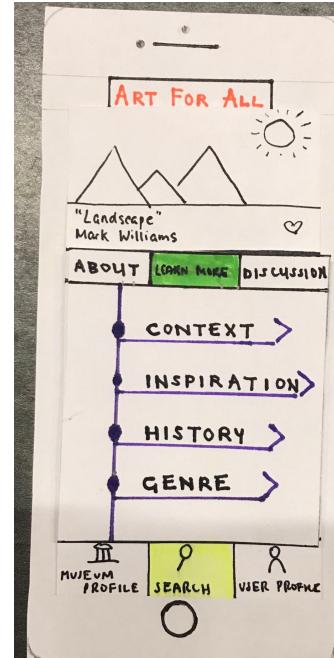
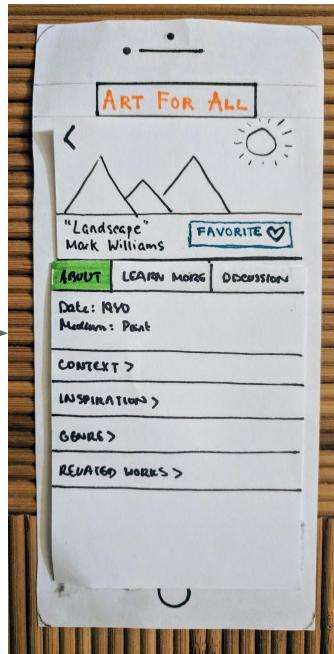
Artwork Profile Revisions

- Added back button to artwork profile screen
- Removed bottom tabs on artwork profile
- Included “Favorite” text on favorite button



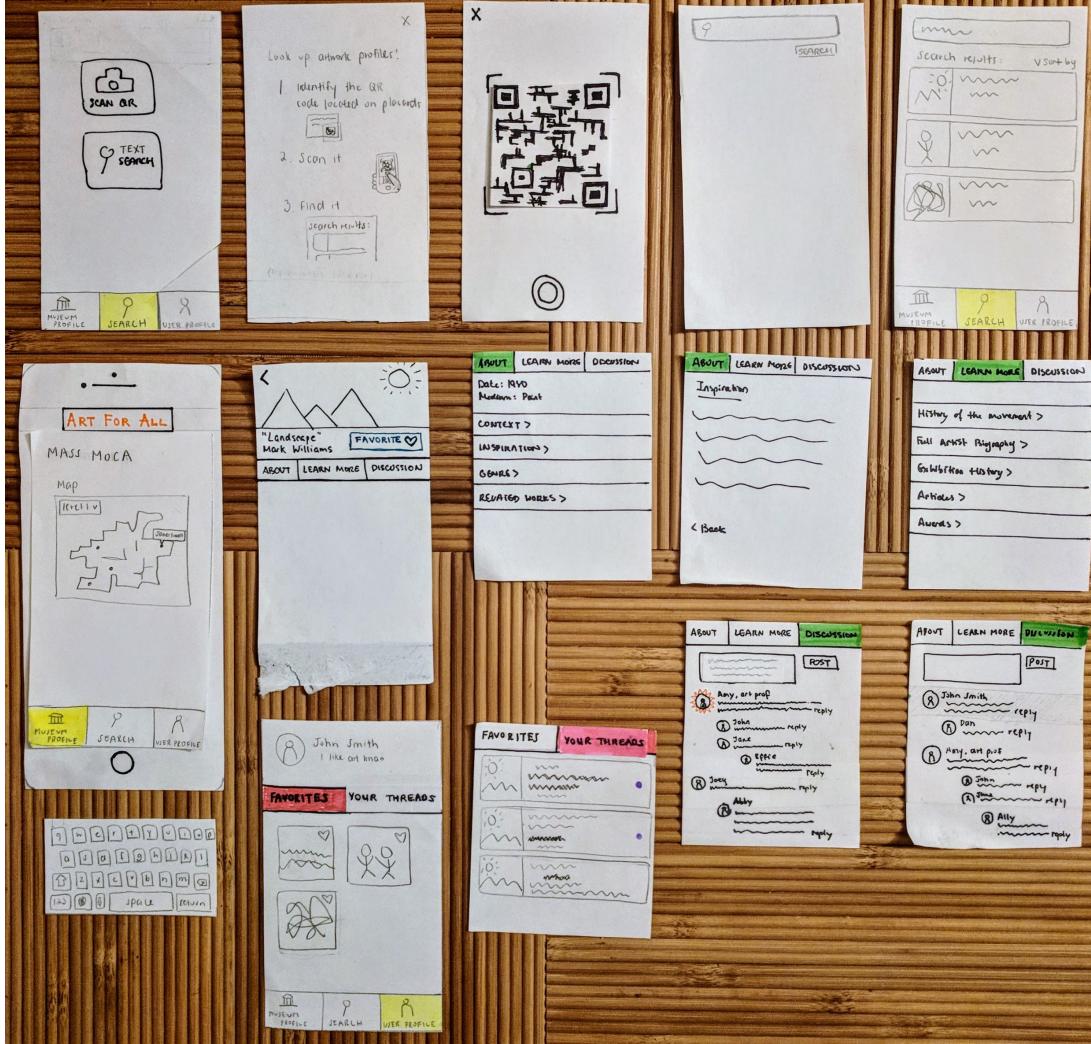
Background Info Revisions

- “About” section contains key ideas instead of only placard information
- Moved extra information to “Learn More” section

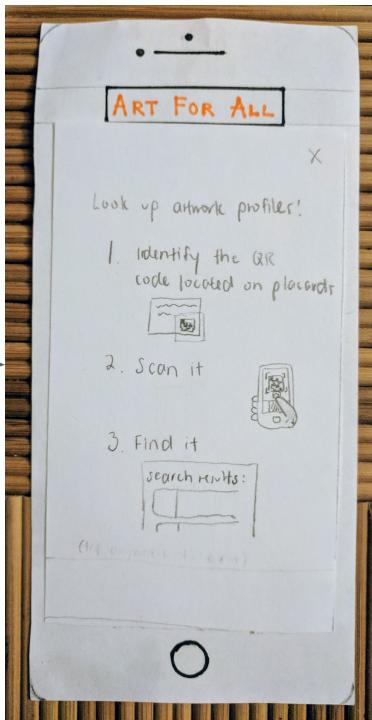
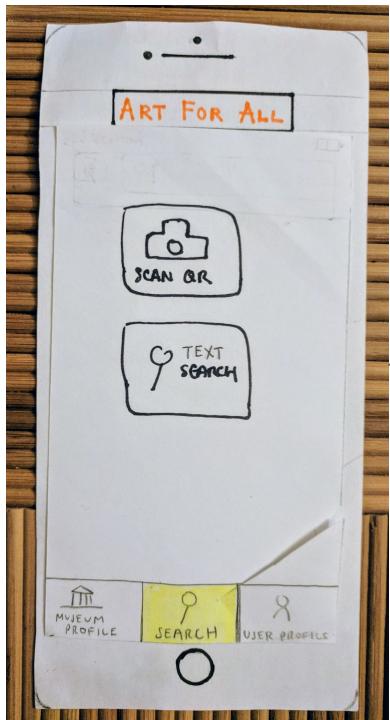


Final Paper Prototype

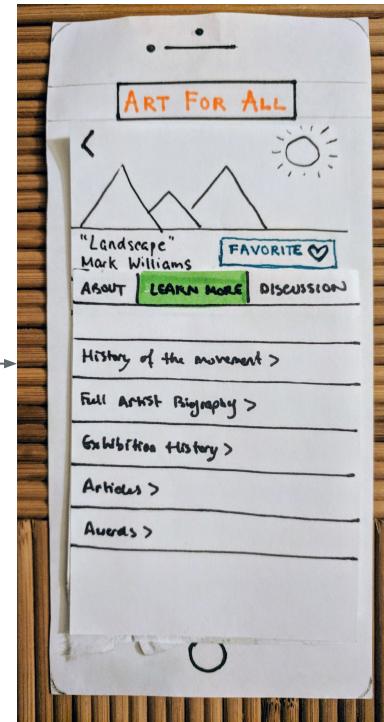
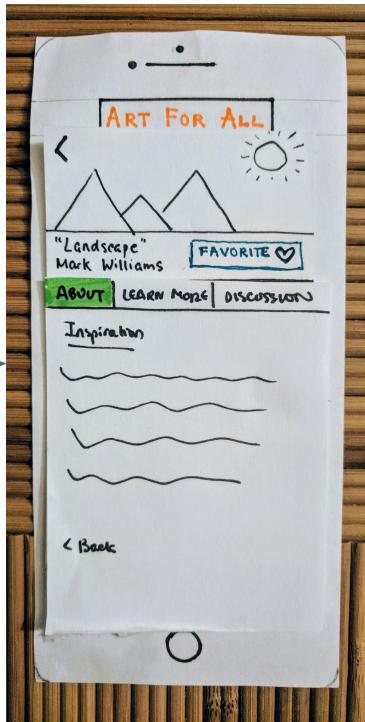
Overview of Paper Prototype



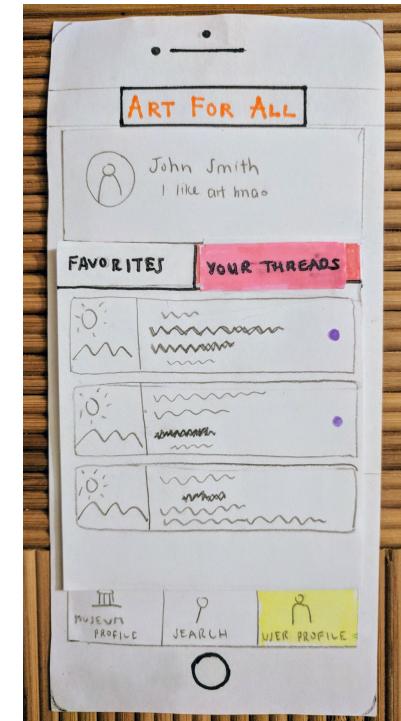
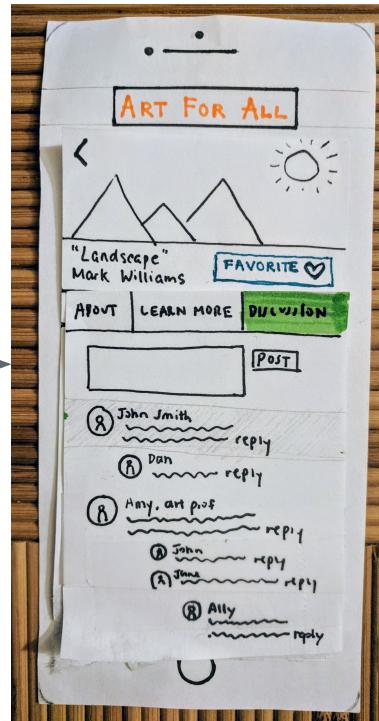
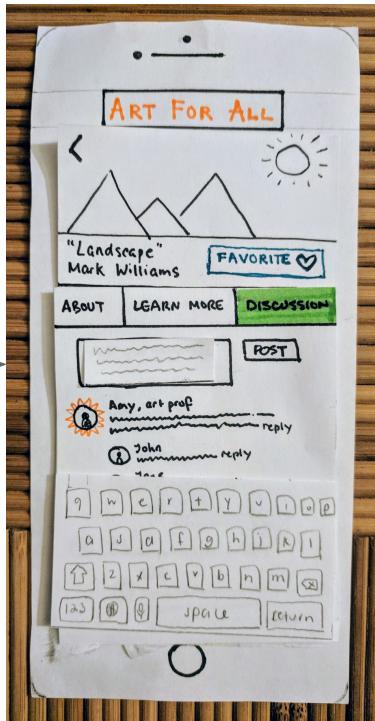
Search Process



Task 1: Finding Background Information



Task 2: Discussing Art with Others



Digital Mock-Up

****citations for pictures used can be found at the end of the presentation & on the blog

Overview

The following is a detailed description of the 20 screens shown in the grid:

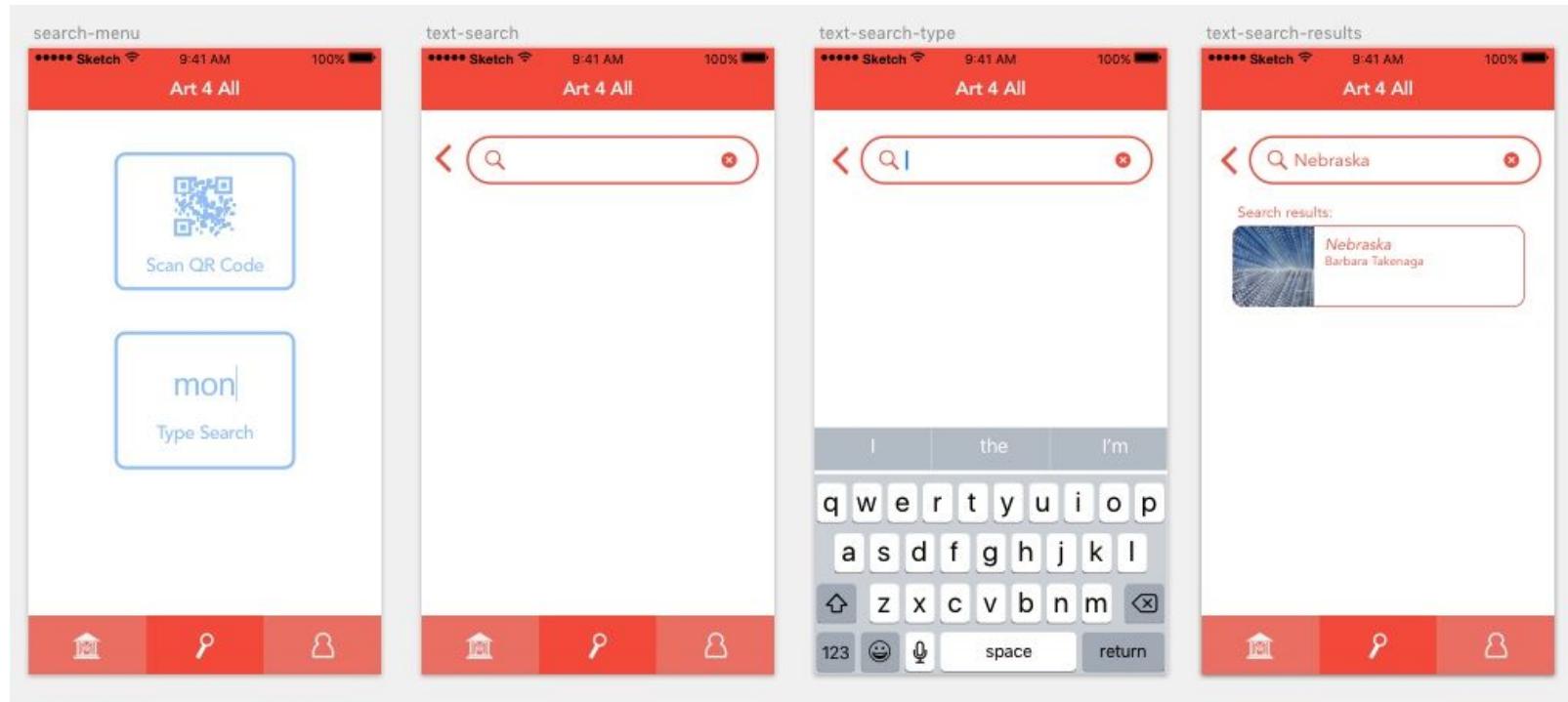
- Artwork-About**: Shows a painting by Barbara Takenaga titled "Nebraska". It includes a bio, analysis, and links to learn more.
- Artwork-Analysis**: A close-up view of the painting's texture and color patterns.
- Artwork-LearnMore**: Another close-up view with a sidebar for history and biography.
- Artwork-Discussion**: A discussion board for the painting.
- Artwork-Discussion-Type**: A specific post type in the discussion board.
- Artwork-Disc...ument-Created**: A post being created in the discussion board.
- Artwork-Disc...mment-Posted**: A completed post in the discussion board.
- search-menu**: A menu screen with a QR code scanner and a search bar.
- text-search**: A search screen where "moni" is typed into the search bar.
- text-search-type**: The search results for "moni" showing a profile.
- text-search-results**: The search results for "Nebraska" showing a profile.
- root menu**: The main navigation menu of the app.
- home**: The home screen featuring a large "Art 4 All" logo.
- UserProfile-Favorites**: A user profile for "mollie man" showing favorite artworks.
- UserProfile-Threads**: A user profile for "mollie man" showing threads.
- Artwork-Disc...ument-Replied**: A reply to a post in the discussion board.
- search-tutorial**: A tutorial on how to use the QR code scanner.
- qr-scan-initial**: The initial state of the QR code scanner.
- qr-scan**: The state of the QR code scanner after a QR code has been scanned.

Search Process: QR Search

The image displays four mobile application screens illustrating the search process:

- search-menu**: Shows a red header bar with "Art 4 All" and a status bar indicating "Sketch WiFi" at 9:41 AM, 100% battery. Below the header are two buttons: "Scan QR Code" (with a QR code icon) and "Type Search" (with a magnifying glass icon). A bottom navigation bar features icons for Home, Search, and Profile.
- search-tutorial**: A modal window titled "Art 4 All" with a close button "X". It contains the text "Look up profiles of artworks!" and a numbered list:
 1. Identify the QR code on the placard
 2. Snap a picture
 3. Find it!A small icon of a QR code with a red square highlighting its center is shown next to the first step. At the bottom of the modal is the text "(click anywhere to exit)".
- qr-scan-initial**: The app's main screen with a red header bar and a white body. A large yellow square frame is centered on the screen, and a circular camera viewfinder is located at the bottom center.
- qr-scan**: The app's main screen with a red header bar and a white body. A QR code is centered within a yellow square frame, and a circular camera viewfinder is located at the bottom center.

Search Process: Text Search



Task 1: Finding Background Information

The image displays three side-by-side screenshots of a mobile application interface, likely from an iPhone Sketch app, showing different sections of a artwork page.

Artwork-About: This screen shows the initial information about the artwork. It includes the title "Art 4 All", the artist's name "Barbara Takenaga", and a "Favorite" button. Below this is a detailed description of the artwork: "Painter Barbara Takenaga creates a new work—at a scale unprecedented in her practice—for a wall in the Hunter Hallway at MASS MoCA. Known for her small, labor-intensive, exuberant abstractions composed of matrix-like swirling patterns of dots, here Takenaga translates her meticulous handcrafted easel-sized work to wallpaper. The mural features a new image from her series Nebraska Paintings, a body of work that moves closer to representational imagery." At the bottom are three red buttons labeled "Analysis >", "Context >", and "Inspiration >".

Artwork-Analysis: This screen is titled "Analysis". It contains the same basic header information as the first screen. Below it is a detailed analysis of the artwork: "This pared-down landscape of earth and atmosphere is painted in grays and blues that the artist likens to the quality of light at dusk. In her words, the moody palette—punctuated with the artist's signature burst of high color—conveys “the violet hour of in-between time when the land and sky start to blur. A horizon line situated high in Takenaga's composition places the viewer's perspective floating above the ground, suggesting an expanse of plain stretching out before them. Repeated lines of white dots radiate out in all directions from an implied vanishing point on the horizon line, like blooming crops, a snowy blizzard, or a star-filled sky." At the bottom are two red buttons: "< Back" and "Read More >".

Artwork-LearnMore: This screen is titled "LearnMore". It contains the same basic header information as the first screen. Below it is a vertical list of links: "History of the Movement >", "Full Artist Biography >", "Exhibition History >", "Related Articles >", and "Awards >".

Task 2: Discussing Art with Others

The image consists of four sequential screenshots from a mobile application, illustrating the process of discussing art.

Screenshot 1: Artwork-Discussion
The screen shows a digital artwork titled "Art 4 All" by Barbara Takenaga. The artwork depicts a perspective view of numerous glowing blue and white dots receding into the distance. Below the image, the artist's name "Nebraska" and "Barbara Takenaga" are displayed, along with a "Favorite" button. A navigation bar at the bottom includes "About", "Learn More", and "Discussion". A text input field contains the placeholder "Participate in the discussion...". A blue "Post" button is located to the right of the input field. A comment from user "joycempwang" is visible, reading: "This piece feels so transcendent and alive... the luminescent quality of the lights really captivates me". Another comment from "cliffm" follows: "I totally agree! Reminds me of beautifully strung lights on a clear night. So enchanting." A third comment from "jenifferh" adds: "The horizon line and the violet blues are certainly reminiscent of the hour just before dusk... I love that quality in this piece".

Screenshot 2: Artwork-Discussion-Type
The screen is identical to the first, but the text input field is now empty, indicating the user has started typing their comment.

Screenshot 3: Artwork-Discussion-Comment-Created
The screen shows the same artwork and artist information. The text input field now contains the user's comment: "This is one of my favorite Takenaga pieces! Many of her works remind me of space for some reason.". The "Post" button is still present.

Screenshot 4: Artwork-Discussion-Comment-Posted
The screen shows the same artwork and artist information. The text input field is now empty. The previously posted comment from "joycempwang" is still visible. A new comment from "molliem" appears: "This is one of my favorite Takenaga pieces! Many of her works remind me of space for some reason.". A reply from "joycempwang" follows: "This piece feels so transcendent and alive... the luminescent quality of the lights really captivates me". A final comment from "cliffm" is shown: "I totally agree! Reminds me of beautifully strung lights on a clear night. So enchanting.". A comment from "jenifferh" is also present: "The horizon line and the violet blues are certainly reminiscent of the hour just before dusk... I love that quality in this piece". At the bottom, a blue banner displays the message "Comment Posted — Thanks for Participating!".

Task 2: Discussing Art & Following Up

UserProfile-Favorites UserProfile-Threads Artwork-Discussion-Comment-Replied

***** Sketch 9:41 AM 100% Art 4 All

mollie man
Williamstown, MA
likes: abstract art, painting

Favorites Your Threads

amelieming replied to your thread in "Nebraska"
"Have you seen her new exhibition in WCMA? It's..."

anniew replied to your thread in "The Deep"
"I also have a lot of trouble reading Pollock's pieces..."

Favorite

About Learn More Discussion

molliem
This is one of my favorite Takenaga pieces! Many of her works remind me of space for some reason. ↩
amelieming
Have you seen her new exhibition in MassMoCA?
It's beautiful!! ↩

joycemwang
This piece feels so transcendent and alive... the luminous quality of the lights really captivates me ↩
cliffm
I totally agree! Reminds me of beautifully strung lights on a clear night. So enchanting. ↩
jenifferh art history scholar
The horizon line and the violet blues are certainly reminiscent of the hour just before dusk... I love that quality in this piece ↩

Conclusions & Lessons Learned

- Iteration happens at every stage, including testing
- Watching others navigate the design without instruction reveals a lot
- Contextual understanding is crucial to provide effective solutions
- Heuristics provide an efficient “checklist” for evaluating designs
- What seems intuitive at first may not actually be intuitive
- Simplifying the design is important for clear communication

Questions?

Citations

Artwork (Nebraska):

The Barbara Takenaga “Nebraska” image can be found [here](#).

All text included in the subsequent sections about “Nebraska” were also borrowed from that MASS MoCA website above.

User Profile Images:

Jackson Pollock’s “The Deep” can be found [here](#).

Jackson Pollock’s “Number One” can be found [here](#).

Picasso’s “Girl before a Mirror” can be found [here](#).

Barbara Takenaga’s “Wheel (Nimbus)” can be found [here](#).

The user png can be found [here](#).

(All other icons were created by hand on the Sketch design app).

Search Images:

QR Code image can be found [here](#).

Launch Screen:

MASS MoCA map can be found [here](#).

Blog post with all citations found above: <http://stephanieliu.me/hciproject/final-digital-mock-up/>