Introduction
An interaction design project for VSCIA (Vancouver Society for the Creation of Independent Art). Every year VSCIA focus on organizing **MiniComi** - an all-age, free-to-attend, single-day market.

Problem
The first problem identified is that **MiniComi organizers** do not allocate time to communicating with artists and understanding their needs and the second problem being, **Artists** lack mentorship support and guidance during planning and find it difficult to connect with other artists before conventions. This led to our **design space** of How might we create a more genuine connection between organizers to better prepare for a more enjoyable MiniComi experience? The constraints we encountered due to the pandemic were remote interviews, remote workshops and not being able to conduct ethnographic research at MiniComi.

Process
The problem space was determined through a series of user research. The initial phase of the research involved **exploratory research** on articles along with interviews and **surveys** of artists based in Vancouver, to understand their values, challenges, and goals. In the second phase, we created an **affinity map** on Miro where we wrote out all our research findings, grouped them into similar categories and identified reoccurring patterns. Afterwards, we created **user journey maps** to better understand the process of art conventions/markets that led to identifying the greatest pain points of each map in the planning and preparation phase. Lastly, we conducted two **remote participatory workshops** to learn how artists and organizers see the research context and ensuring that our scope was relevant to their problems.

Contribution
With a background in Business, the role I play throughout the project was consistently **realigning our actions with our goals** such as reminding the team who our focus group is, who are our end users, what approach is most feasible, and ensuring our decisions are research-based. The areas where I contributed the most were **conducting interviews** with artists, creating **surveys**, leading the Organizer **workshop**, as well as designing **low and high-fidelity mockups**. Throughout the project, we continuously redefined our problem statement after each research phase. Due to the cancellation of in-person MiniComi, we were unable to test out the product, however, we did present our final solution to VSCIA for feedback.

Solution
Our solution MiniAgenda is a **web-focused** application to help guide artists through the **planning and preparation process** leading up to MiniComi, by providing recommended tasks, resources, and direct communication. The key features in the application are: **recommended tasks and milestones** provided upon sign-up to ease new artists into preparing for the event, **internal and external resources** are released throughout the year by organizers through the Resources page and **messaging platform** where artists and organizers can communicate directly and casually. Once the solution was complete, we validated our solution by discussing the **value proposition** for both the artists and the organizers realigning back to our design focus and goals to ensure that the ultimate problem had been solved.

Reflection
The problem we encountered was determining whether to focus on the artist, organizers or both. Through this challenge, I learned how easy it was to fall into a biased view or opinion. Since this application can only be utilized once MiniComi can be held in person again, I would like to receive user feedback on the application to build a viable product built for the event. If I could do this project a second time, I would plan out clear research process points to collect user data, be aware of intentions and goals of each interview conducted, and re-consider accessibility when designing the solution.

If you were to open a Shopify store, what would you sell and why (or tell us about your store if you have one!) (200 word limit)

If I could open a Shopify store, I would sell bread made with fruits and vegetables. Two of my passions lie in baking and food waste. Growing up in a family that values food and finishing every single grain of rice in the bowl, it always surprises me to see people leave half-finished plates of food on the table. Furthermore, a bigger problem that groceries encounter is fresh produce being thrown out due to retail cosmetic standards. 45% of all fresh produce ends up in the landfills, creating methane which is a greenhouse gas that is 21 times more potent than carbon dioxide. Having a family member with an autoimmune disease, I would like to donate my profits to The IBD Centre of BC, to help fund research or patient that are in need. Being able to enjoy my hobby while tackling a global issue that I care about and is affecting the world each day is something I hope to achieve in the near future.

Any last thoughts? (ie. proud accomplishments, cool ideas, a joke, etc.) (200 word limit)

I have travelled to 16 countries and here are some of the bucket list items I have checked off and some I hope to achieve in the next five years 😊

Travel bucket list
1. Snorkeling in great barrier reefs ✔
2. Walk the Great Wall of China ✔
3. Catch the sunset in Santorini ✔
4. See the northern lights ✔
5. Gondola ride through Venice canals ✔
6. Air balloon in turkey
7. See a Bioluminescent beach or bay
8. Hike Machu Picchu
9. Camp in Yosemite
10. Witness an active volcano in Hawaii
11. Trek through rice fields in Southeast Asia
12. Swim in blue lagoon