

# SFAC PUBLIC ART

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UX design team

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# SFAC'S GOALS

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- More Transparent in Plans
- City Engagement in Investments
- Investment Prioritization

# SFAC'S USERS

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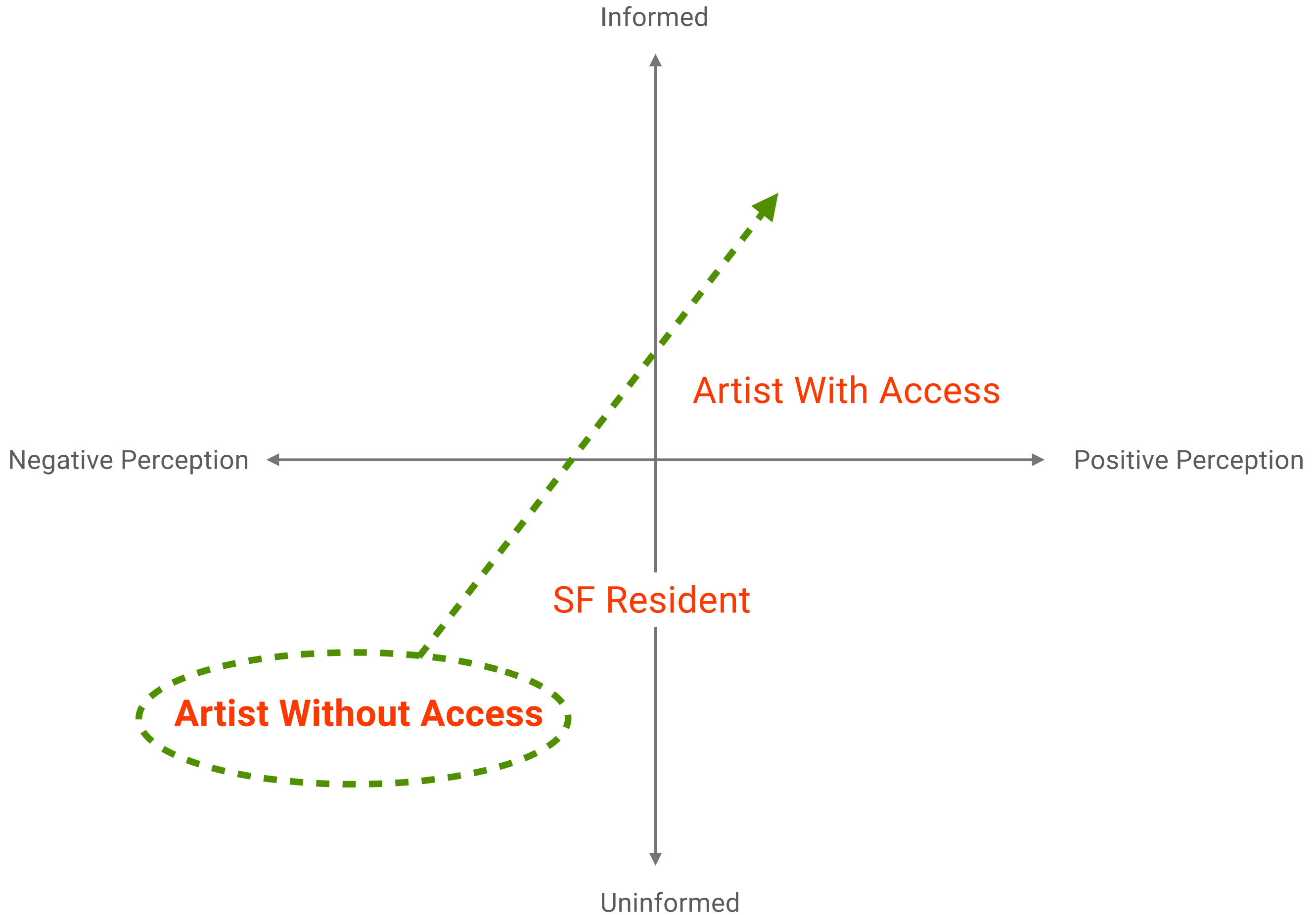
# THREE LEVELS OF ENGAGEMENT

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**SF RESIDENT**

**ARTIST WITH ACCESS**

**ARTIST WITHOUT ACCESS**



# ARTIST WITHOUT ACCESS

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*“...don’t know who to contact. Don’t have resources... Instead of giving those spaces to an agency, give them to an artist who needs the money. It will make the artist feel more connected to the city.”*

*-Interviewee*

THE BUSINESS PROBLEM WASN'T THE **ROOT**  
CAUSE, IT WAS A **SYMPTOM** OF THE ISSUE.

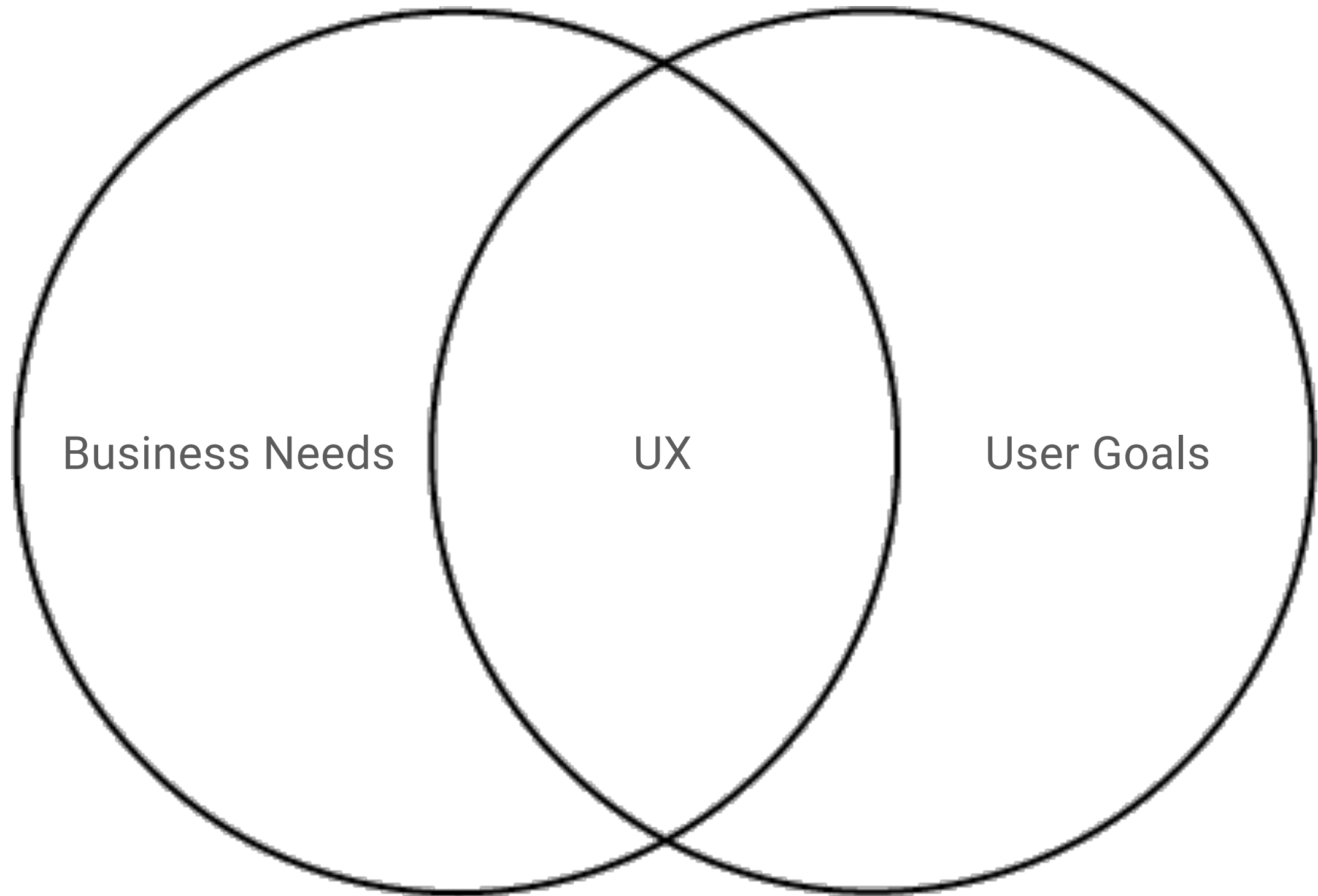


*“The spaces themselves have to reflect the community they are in. As a space, a major part of reaching out is how is going to solve this community’s problem.”*

*-Interviewee*







# HYPOTHESIS

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# Marcus Williams

Mural Artist



26 years old

**About Marcus:** Marcus grew up in the Mission district of San Francisco. He has no formal art education but is an extremely talented artist. He has been creating art since he was kid. He often finds it hard to find resources such as time, money, and space to continue and advance his passion. He is a part of the local artist community within the Mission (mostly of people who have grown up together). In addition, he loves street art.

**Pain points:** Marcus has no relationship with the local government and their arts program. He doesn't know what they do or what resources they have. He doesn't think the local government understands the neighborhoods he has grown up or it's needs. Many of his friends have been criminalized for their art.

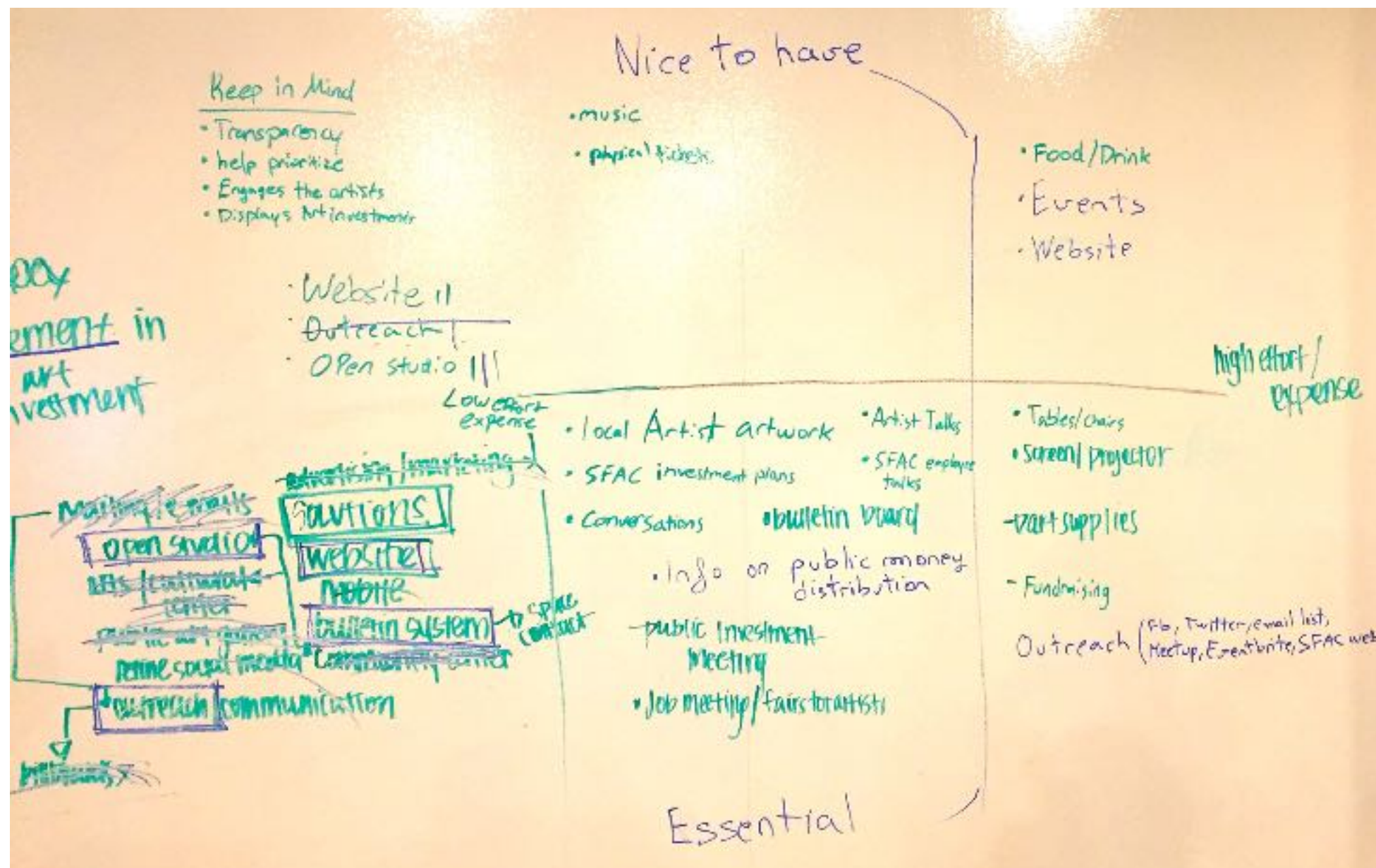
**Needs:** He would love to have the resources and the space to create art.



# SOLUTIONS

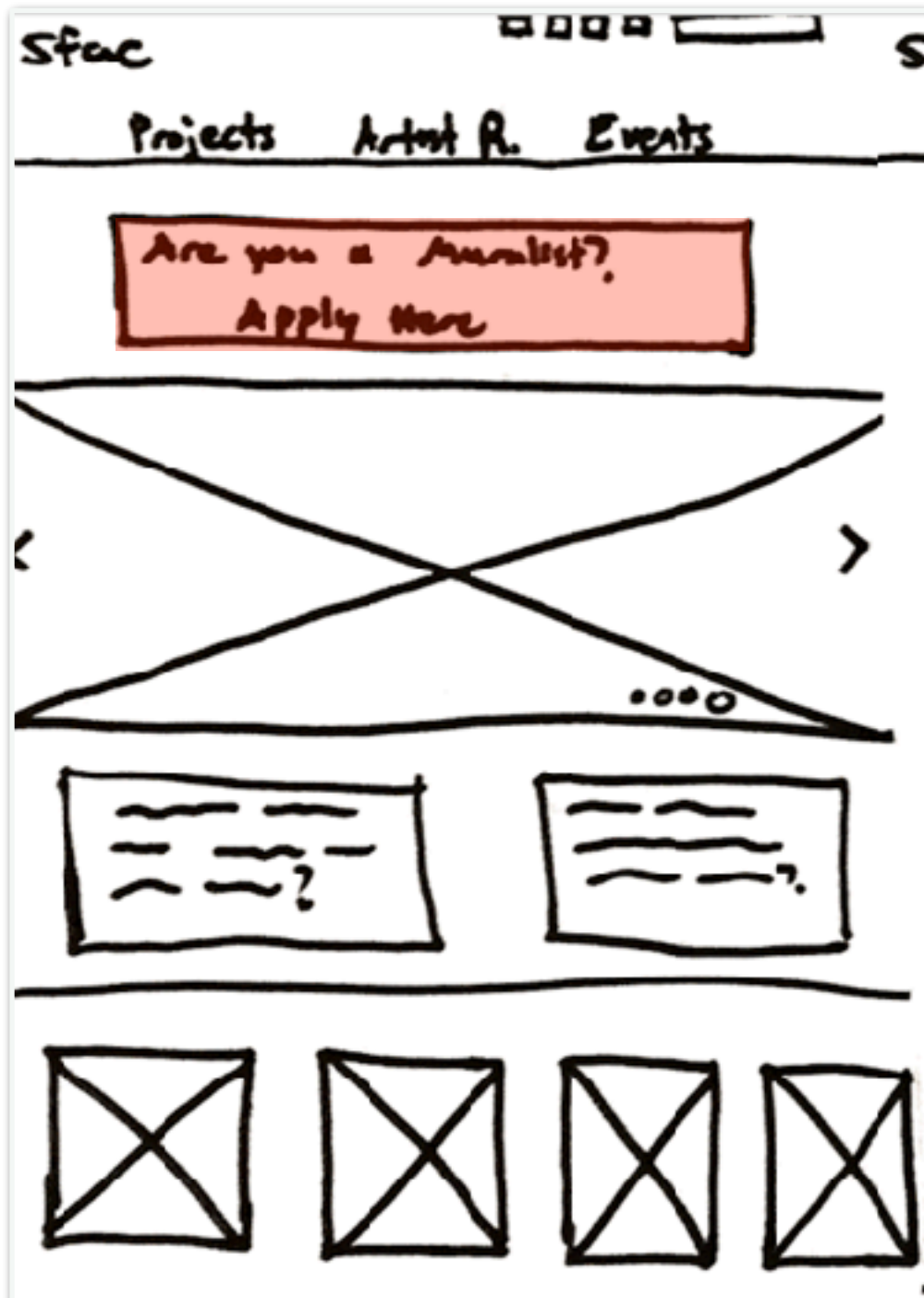
## OPEN STUDIO

## DIGITAL SOLUTION

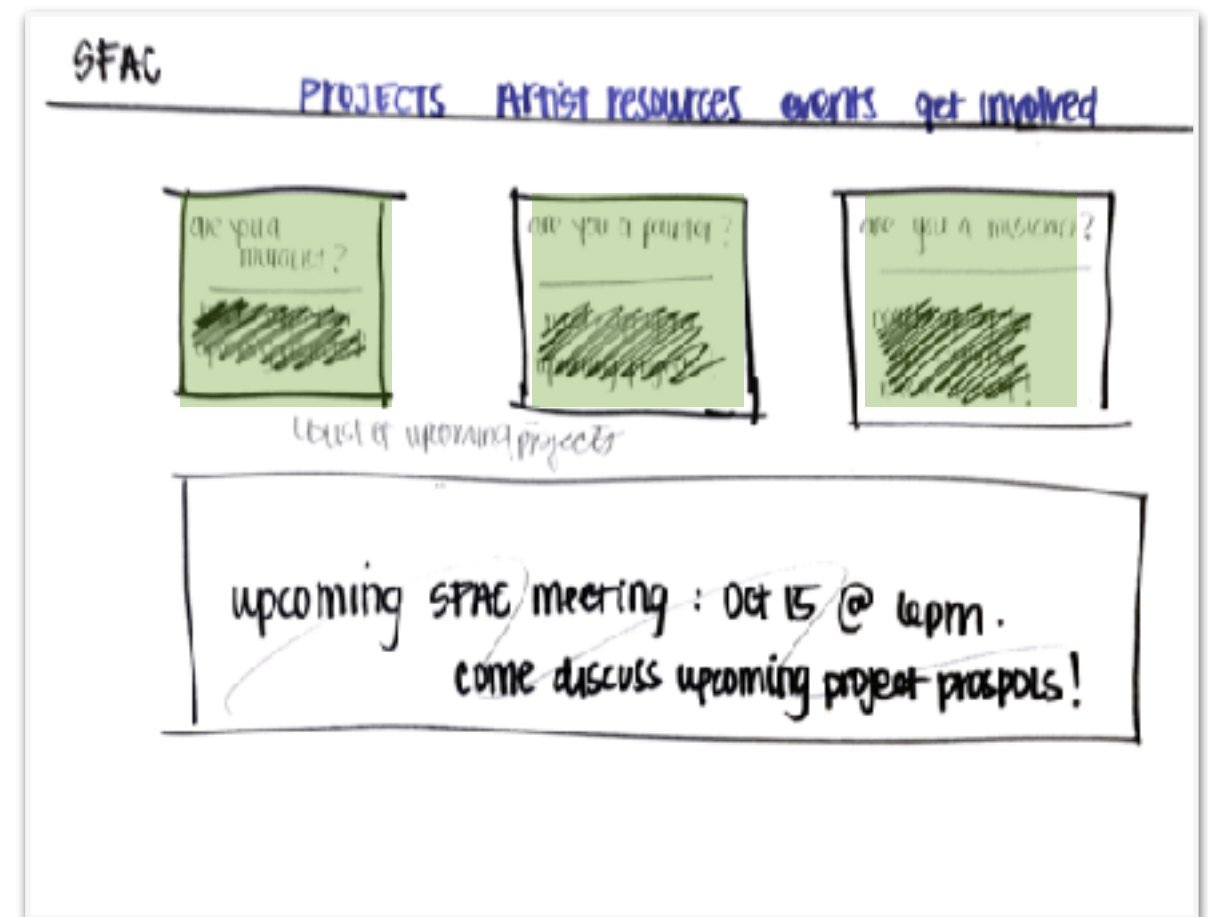


# WIREFRAMES

## STANDARD WEBSITE



## TARGETED TO USER

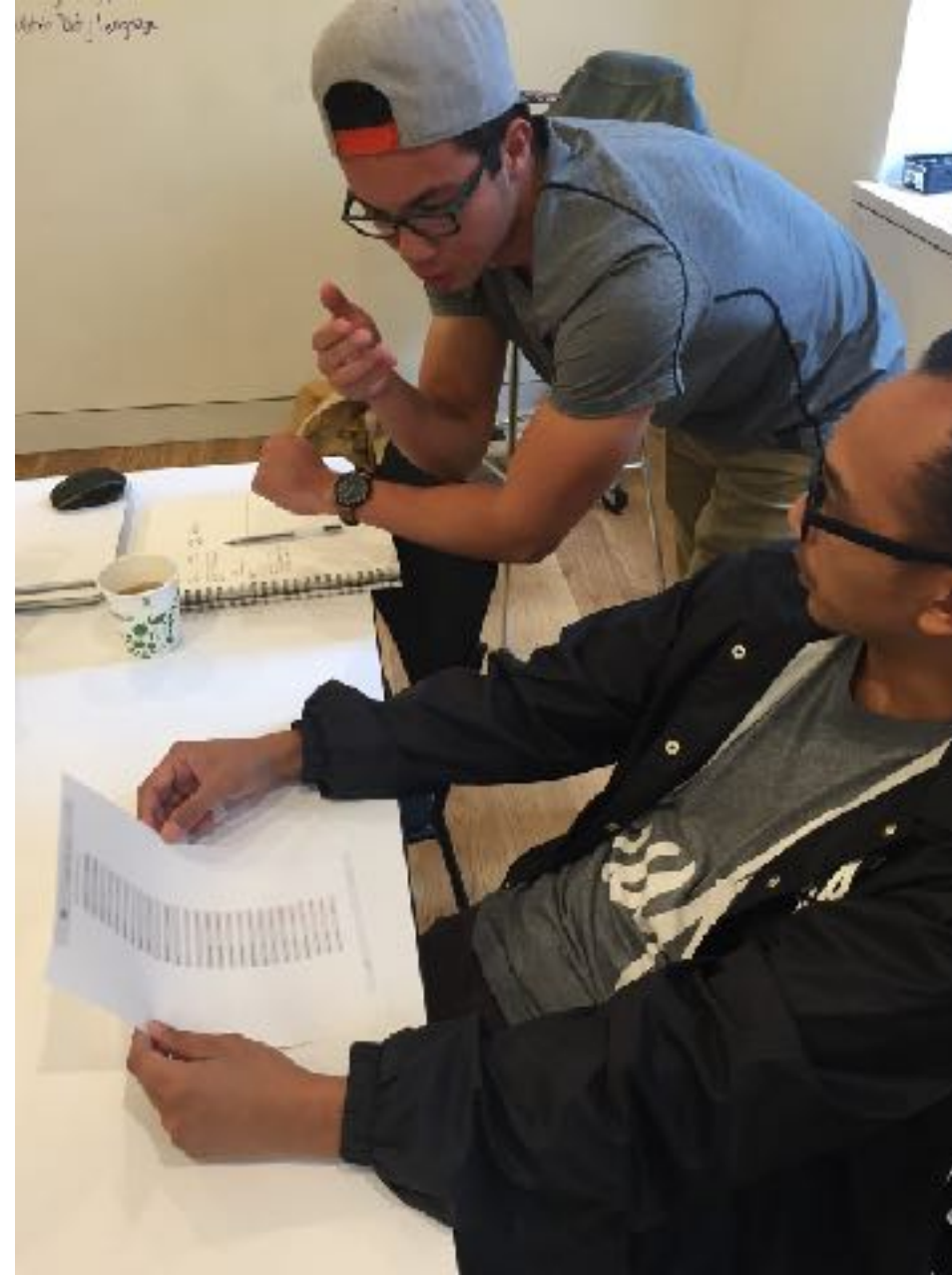




# USABILITY TESTING

(Create-Test-Measure)<sup>n</sup>

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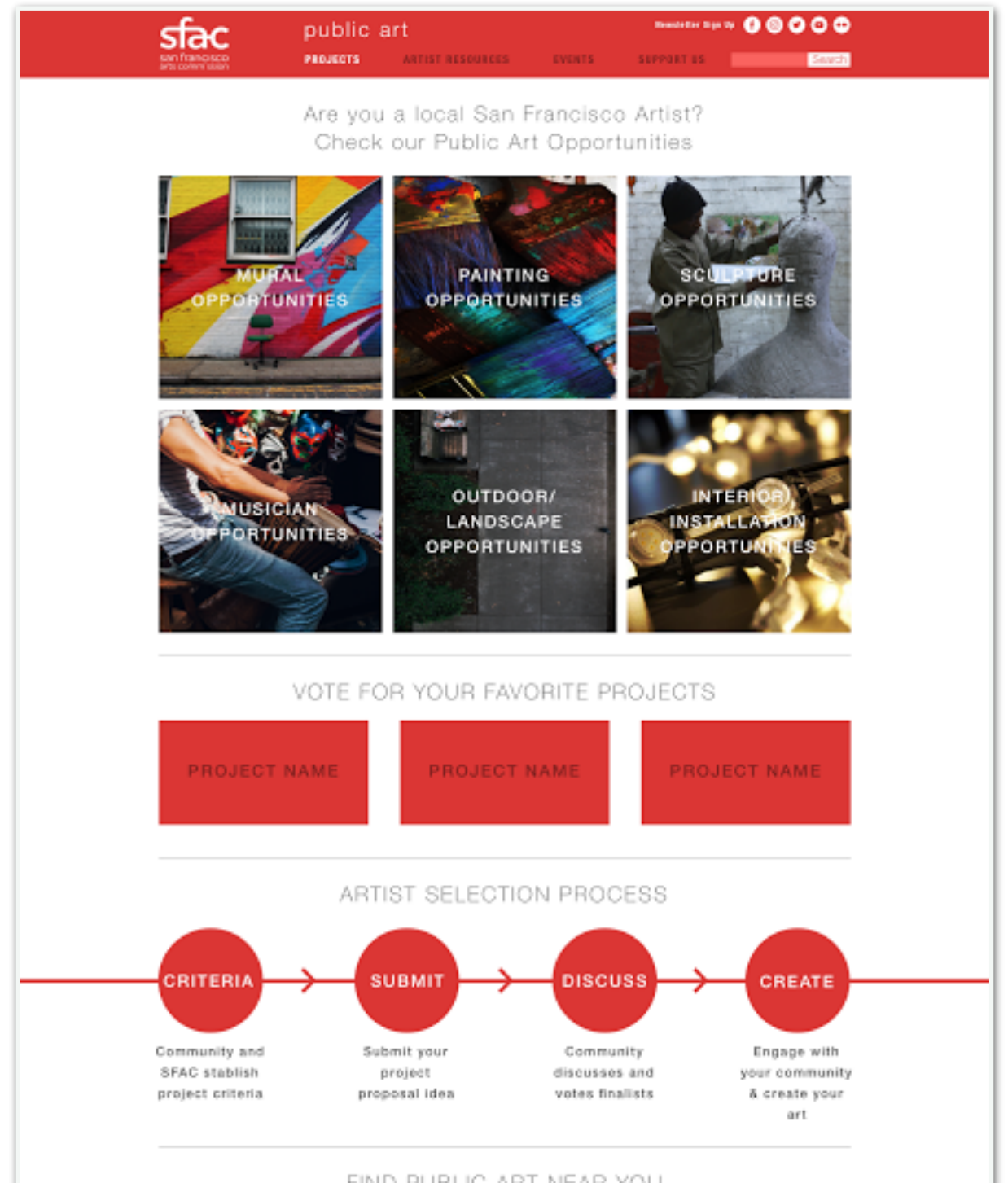


# DIGITAL WIREFRAMES AND MOCK-UPS

## TOO SIMPLE



## DETAILED MOCK-UP





# DEMO

Prototype

# OVERVIEW

- Target Audience: Artist without Access
- Needed to create the opportunities & resources
- Bridged the gap by creating accessibility to the artist's most primary needs
- Those needs meet the business goal of engagement

# NEXT STEPS

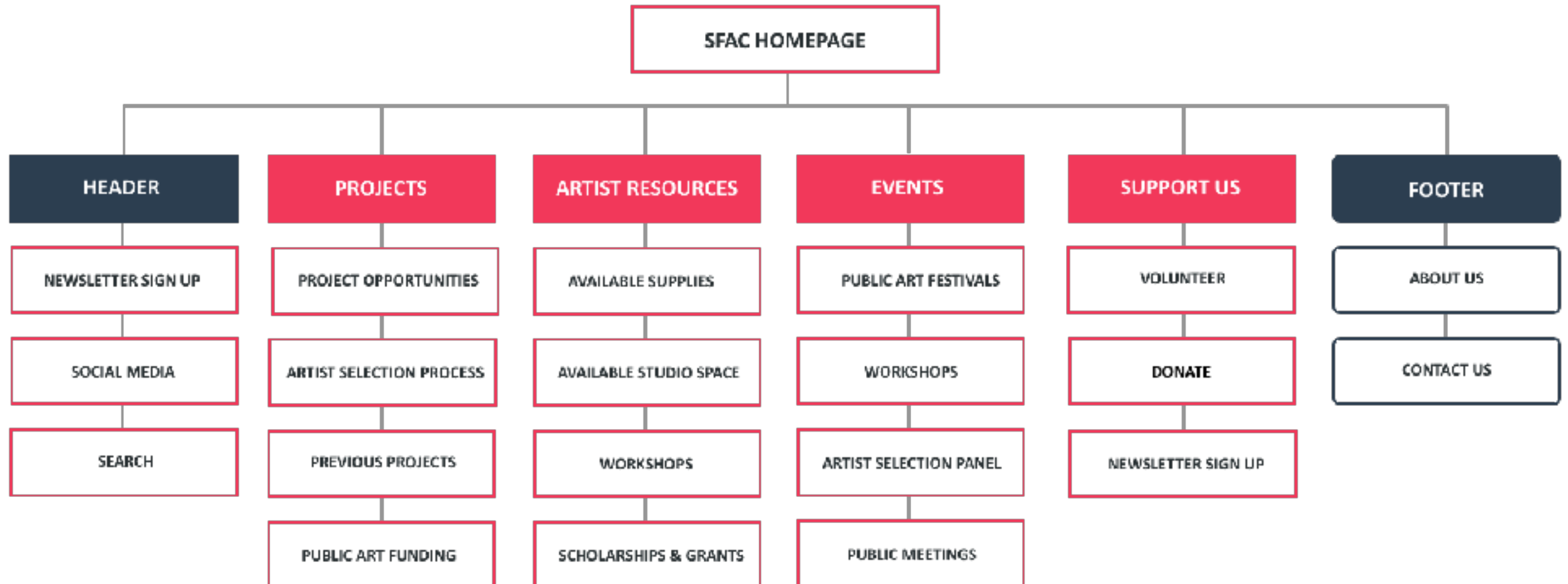
- Usability Testing with Prototype
- Discuss with dev team
- Creating a Flow for the other Target Users
- Non-Digital Solution

**THANK YOU!**

# APPENDIX

# SITE MAP

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# USER FLOW | MARCUS

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