Problem Solving (A3) Report

Topic: Art Market

Date: 8/19/2020
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1. Identify a Problem	PLAN

Artist wants to sell his art

Buyer wants to buy art

They are from an area with little interest in the art industry

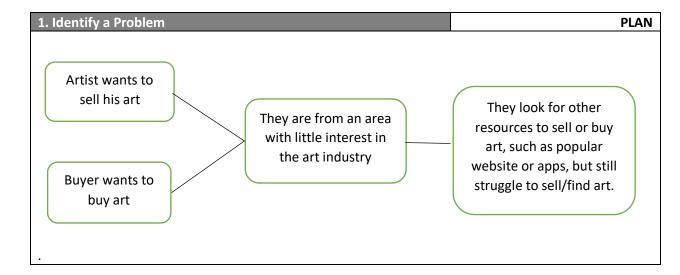They look for other resources to sell or buy art, such as popular website or apps, but still struggle to sell/find art.

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2. Set the Target	PLAN

The product will allow the user to upload its art, either to sell it or simply to show it to the rest of the users. This art may vary from paintings, drawings, sculptures or artisanal pieces. If the user decides the art will go to sell, the user can select a set price or put it up for a bid. In addition, he can select the area the piece can be delivered to. If the user it's simply a buyer, he should be able to search for an specific art of interest. Using keywords while searching for the art, such as color, type of art, aesthetic, theme and many others. The product will need a direct message feature, this way the sales can go more smoothly. Through this feature, the artist can also receive commissions and be able to sell more.

3. Analyze the Causes	PLAN

The art industry as a whole has lost value over the years. People has simply lost interest in it and don't see its worth anymore. Artists also can struggle with selling art because of the area they live in, with around having even less interest when compared to other big cities where the sale of art is more common. This leads to many people being discouraged at pursuing a career in art. Fearing they will not be able to make a living out of it.

4. Propose & Implement Countermeasures	PLAN/DO

A countermeasure that eliminate the Root Cause is to allow the users of the app to ship their art to as many places as possible. This will allow their art to get more recognition and maybe find a place where they have an interest in it. The user selling globally may be difficult, but it will be effective for growing the community and selling more art.

5. Check/Evaluate	CHECK

TBD

6. Act and/or Standardize	ACT

TBD