

Title: *Art Commissioning Services*

Date: January 20, 2021	Owner: Keila Esteves Cruz
Approval Date:	Manager Approval:

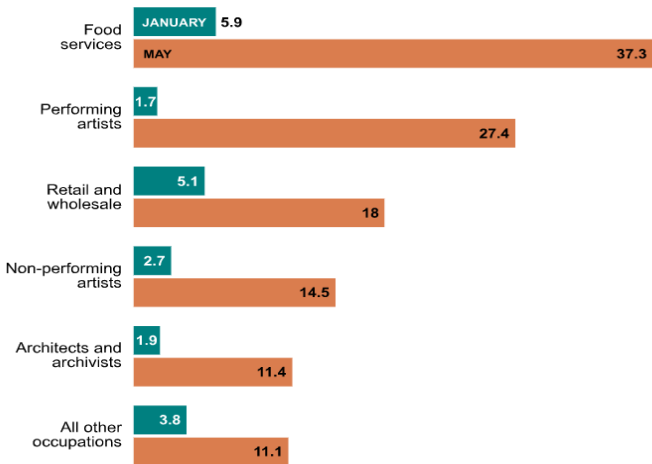
BACKGROUND

- Because of the current pandemic, artists have been affected by issues like unemployment and have been short on reach regarding clients and exposure since they have not been able to sell or promote their art on local events, markets and/or other places due to the effects of quarantine and social distancing.
- Many of the existing platforms that are popular among artists that are used to sell and/or promote their art have proven over the past few years to become less beneficial for them to grow and engage with a broader audience.



CURRENT CONDITIONS

- Many artists suffer from unemployment due to the effects of COVID-19.
- The following study and analysis were developed to present the rate of change in the levels of unemployment in 2020, taking the cases of various artists which included performing artists (dancers, choreographers, actors, directors, musicians, singers, DJs, and other performers), non-performing artists (visual artists, photographers, designers, and writers), and others (architects, librarians, and archivists).



Source: Analysis of January 2020 CPS data

Figure 1. *Artistic Occupations 2020 Unemployment Analysis*

- Commonly used platforms (example: Twitter, Instagram, etc.) have algorithms that are not beneficial for the artistic community, giving them less attention and visibility by highlighting content that is most popular among the mainstream community (fashion, traveling, food, blogs, etc.), provoking many talented artists to go unnoticed.

In the case of the Instagram algorithm for example, the user who makes more uploads (more frequently) gets higher engagement with its followers, and thus gets more visibility, and considering art is something that can be rather difficult or time consuming to produce in large masses gives the artist community a great disadvantage compared to other members on the platform.



PROPOSAL

- Creating a web-based application that provides the artistic community a more advanced and technological way to offer/consume services, allowing artists to showcase their talents and present important information like their prices, websites (if any), TOS, etc., all together in one single platform.
- Allowing consumers to post in a public page what services they are looking for (something like a pin board) whereas artists around the world can see what the consumer wants and their budget, and if the artists believe this is in their range of services, they could contact the consumer to offer their works, providing more opportunities to the consumers and the artists in the community.
- Facilitate scheduling between consumer and artists through features like appointments and offering safe ways to pay for their art.

PLAN

- This would be a web-based app solely developed with artists in mind where the algorithm would be beneficial to them unlike other social apps commonly used by artists whose algorithm in many ways gives them less visibility compared to other content on their platforms.
- Artists would not have to depend on using web applications that are targeted for social environments, instead they could have an interactive application that not only attracts customers who seek their services, but an app that is crafted with their necessities in mind, making it easier for them to offer their services. This app could also implement many of the features these artists so much enjoyed from other platforms.
- This would allow artists to still have a more stable income while they work from the commodity of their homes, avoiding physical contact, which promotes social distancing during times of pandemic.

FOLLOW UP

- Some issues could be finding ways to promote new, smaller artists on the platform but also showcasing and keeping a balance between more “followed” users on the platform.

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GOAL

- Create a more beneficial and comfortable platform for artists to offer their services and for art consumers to get in touch and commission them in simpler and faster ways.



ANALYSIS

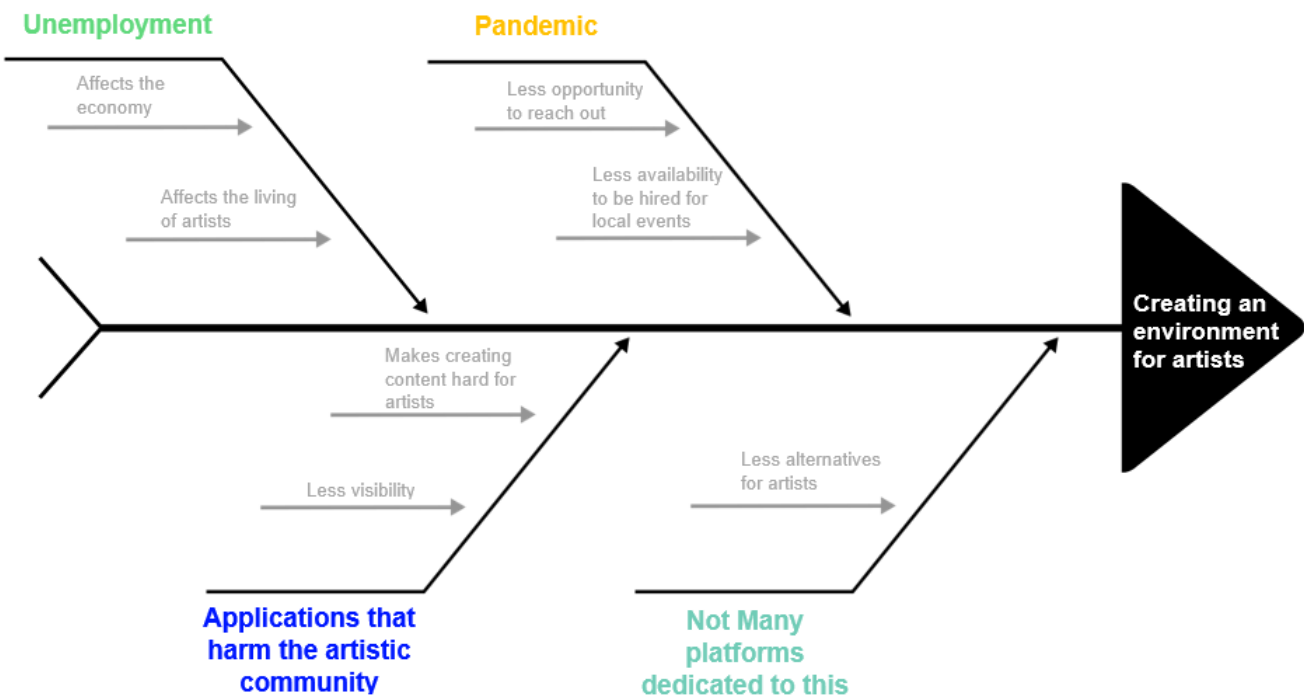


Figure 2. Fishbone Diagram Problematic Concept Analysis