

Topic: Rincón Virtual Art Walk	Author: Alejandro Ruiz Almodóvar (Team 13)	Date: 01/19/2021
---------------------------------------	---------------------------------------------------	-------------------------

1. Identify a Problem	PLAN
<p>Before the Covid-19 pandemic, every Thursday in Rincon's plaza an activity named "Rincón Art Walk" used to take place. In this Art Walk, artists and jewelers would present and/or sell their art to potential customers. Musicians would also perform live music, thus this being an entertaining art/cultural event. Due to the pandemic, Rincon's Art Walk has not been held in a while, and artists have been directly affected by this.</p>	

2. Set the Target	PLAN
<p>The proposed target is to help artists and musicians reach their target audience by providing a virtual space for artists to present and sell their art, as well as perhaps providing a platform for musicians to play live for this virtual audience.</p>	

3. Analyze the Causes	PLAN
<p>Rincon's Art Walk has not been held since the beginning of the pandemic and artists, as well as musicians, have not been able to present and/or sell their art.</p> <ul style="list-style-type: none"> - <i>Why?:</i> Because of the Covid-19 pandemic. - <i>Why?:</i> Due to the CDC guidelines as well as the local government guidelines, large gatherings of people are not allowed. - <i>Why?:</i> Due to the risk of Covid-19 transmission between attendees and artists. 	

4. Countermeasures	PLAN/DO
<p>In order to reestablish Rincon's Art Walk, a Website or WebApp will be created which could contain:</p> <ul style="list-style-type: none"> - Virtual booths for each individual artist where they present and have the ability to show stock and prices for their art (jewelry, paintings, etc.) - User accounts and seller accounts - Virtual space for musicians to perform live shows <p>The proposed solution to this problem is to digitalize this event and create a virtual experience so that attendees and artists can enjoy Rincon's Art Walk while complying with the required Covid-19 guidelines (social distancing, staying at home, etc.).</p>	

5. Check/Evaluate	CHECK
<p>The success of this Website or WebApp will be measured based on user engagement, user reviews, and artists' feedback regarding their experiences using this service. Another proposed measure would be users/event or sales/event, although sales vary greatly per event.</p>	

6. Act/Standardize	ACT
<p>In order to ensure the success of the Website or WebApp, moderation will be necessary to ensure satisfaction among sellers, as well as attendees. User/seller reporting features might need to be enforced. Updates will need to be rolled out to fix issues users experience with the service.</p>	