we are articulate.
the articulate team

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The Problem Domain

Art Accessibility

Art is for everyone

1. Access to art education
The Problem Domain

Art Accessibility

Art is for everyone

1. Access to art education

2. Inspiration
The Problem Domain

Art Accessibility

Art is for everyone

1. Access to art education
2. Inspiration
3. Creative outlets
We met a student named Kylee, who loves to paint and listen to music.
We met a student named Kylee, who loves to paint and listen to music.

We were surprised to hear she feels detached from her artwork.
We met a student named Kylee, who loves to paint and listen to music.

We were surprised to hear she feels detached from her artwork.

It would be game-changing to remind creators that are can be raw, messy, and accessible.
extended

needfinding
Jared Junior, Stanford

Songwriter + Music Production

1. Put music production on the backburner
Jared
Junior, Stanford
Songwriter + Music Production

1. Put music production on the backburner

2. Difficulty learning tools to produce music
Jared
Junior, Stanford
Songwriter + Music Production

1. Put **music production** on the backburner

2. **Difficulty learning tools** to produce music

3. Wants to be **connected to experts**
Anna
Junior, Stanford
Varsity Squash Player

Judged by her labels
Anna
Junior, Stanford
Varsity Squash Player

1. Judged by her labels

2. “Pre-med” & “athlete” → Unartistic
Anna
Junior, Stanford
Varsity Squash Player

1. Judged by her labels
2. “Pre-med” & “athlete” → Unartistic
3. Wants to feel artistic
revised pov’s + hmw’s
We met a student named Kylee, who loves to paint and listen to music.

We were surprised to hear she feels detached from her artwork.

It would be game-changing to remind creators that are can be raw, messy, and accessible.
How Might We...

Encourage Unfiltered Creation

Art isn’t precious...

1. Digital art w/ **No Erase Button**
How Might We... 

Encourage Unfiltered Creation

Art isn’t precious...

1. Digital art w/ **No Erase Button**

2. Challenge to **switch prompts/mediums** halfway through
How Might We...
Encourage Unfiltered Creation

Art isn’t precious...

1. Digital art with No Erase Button

2. Challenge to switch prompts/mediums halfway through

3. Self-Destructing Art
We met an artist named Nicole, who struggled to find reference photos for her art.
We met an artist named Nicole, who struggled to find reference photos for her art.

We were surprised to hear Google often did not satisfy her needs for reference photos.
Nicole Stein
Senior, High School
Illustrator + Painter

1. We met an artist named Nicole, who **struggled** to find reference photos for her art.

2. We were surprised to hear Google often did not satisfy her **needs** for reference photos.

3. It would be **game-changing** to provide a platform to make **inspiration** for her art more **accessible**.
How Might We...

Connect Artists

So they can share with each other

1. Artist Tinder
How Might We...

Connect Artists
So they can share with each other

1. Artist Tinder
2. Social Media for art
How Might We...

**Connect Artists**

So they can share with each other

1. Artist Tinder
2. Social Media for art
3. Coffee Dates
Michael Rau
Professor, Stanford
Director + Theater Maker

We met an professor name Michael who is frustrated with the departmentalization of art.
We met an professor name Michael who is frustrated with the departmentalization of art.

We were surprised to hear this frustration was influenced by his interest in art + tech.
We met an professor name Michael who is frustrated with the departmentalization of art.

We were surprised to hear this frustration was influenced by his interest in art + tech.

It would be game-changing to facilitate the integration of art with other disciplines.
How Might We...

Make Art Accessible

To those that don’t identify as artists

1. **Connect** artists with non-artists
How Might We...

**Make Art Accessible**

To those that don’t identify as artists

1. **Connect** artists with non-artists

2. Create an **Educational Platform**
How Might We...

Make Art Accessible

To those that don’t identify as artists

1. **Connect** artists with non-artists

2. Create an **Educational Platform**

3. Organized **Art Challenges**
experience prototypes
Augmented Reality Educator

1. Let you **identify artwork**

Campbell's Soup Cans
Andy Warhol, 1962
ARt
Augmented Reality Educator

1. Let you **identify artwork**
2. Help you **understand significance**

Click for More

Andy Warhol famously appropriated familiar images from consumer culture and mass media.
ARt
Augmented Reality Educator

1. Let you **identify artwork**

2. Help you **understand significance**

3. Offer **more**

Campbell’s Soup Cans
Andy Warhol, 1962

Andy Warhol famously appropriated familiar images from consumer culture and mass media. [Click for More]

More Like This:
Experience Prototype

1. Did **not know** context about the installation
ARt
Experience Prototype

1. Did **not know** context about the installation

2. Mark pulled out his **phone**

Mark Talbott
Squash Coach
1. Did **not know** context about the installation

2. Mark pulled out his **phone**

3. **ARt** filled him in
What Worked: “Easier than pulling up Wikipedia”
ARt Experience Prototype

1. What Worked: “Easier than pulling up Wikipedia”

2. What Didn’t: The fact that info is already online
What Worked: “Easier than pulling up Wikipedia”

What Didn’t: The fact that info is already online

Surprises: Values spontaneity
ARt
Experience Prototype

1. What Worked: “Easier than pulling up Wikipedia”

2. What Didn’t: The fact that info is already online

3. Surprises: Values spontaneity

4. New Learnings: Accessibility encourages education

Mark Talbott
Squash Coach
Assumption Valid

People are interested in **easily accessible** art information
Artbot
Antagonistic, Artful Companion

1 Give you an **art prompt**

Draw me a Dog!
Artbot
Antagonistic, Artful Companion

1. Give you an **art prompt**

2. **Disrupt your artwork** partway through

Whoops ;)
Artbot
Antagonistic, Artful Companion

1. Give you an art prompt
2. Disrupt your artwork partway through
3. Reward imperfection

Good job!
Elaine given **prompt** and told about the intended **disruption**
Elaine given **prompt** and told about the intended **disruption**

**1.** Sharpie **scribble**, paper **torn**, picture **inverted**
Artbot
Experience Prototype

1. What Worked: User supported disruption

So sorry about that!

Dr. Elaine Treherne
English Professor
Artbot

Experience Prototype

1. What Worked: User supported **disruption**

2. What Didn’t: User **needs to know** what they are getting into

Dr. Elaine Treharne
English Professor
Artbot
Experience Prototype

1. What Worked: User supported disruption

2. What Didn’t: User needs to know what they are getting into

3. Surprises: Improved her creativity and adaptability

Dr. Elaine Treharne
English Professor
Artbot
Experience Prototype

1. What Worked: User supported disruption

2. What Didn’t: User needs to know what they are getting into

3. Surprises: Improved her creativity and adaptability

4. New Learnings: Disruption can be encouraging

Dr. Elaine Treharne
English Professor
Assumption Disproved

User immediately enjoyed the **disruption** of the task on hand
Head to a supported **location**
Qur8
Vibes in Real Time

1. Head to a supported location

2. View art aligned with/made in that space
Qur8

Vibes in Real Time

1. Head to a supported location

2. View art aligned with/made in that space

3. Contribute your own
User told to imagine writer’s block
Qur8
Experience Prototype

1. User told to imagine writer’s block

2. Given pictures from different eras
Experience Prototype

1 What Worked: **Appreciated** the idea of discovering **location-specific art**

Aman Singh
Stanford Frosh
Qur8

Experience Prototype

1. What Worked: Appreciated the idea of discovering location-specific art

2. What Didn’t: Did not have all the information he wanted
Qur8

Experience Prototype

1. What Worked: **Appreciated** the idea of discovering **location-specific art**

2. What Didn’t: Did not have all the **information** he wanted

3. Surprises: Suggested frameworks for **following artists**
Qur8
Experience Prototype

1. What Worked: Appreciated the idea of discovering location-specific art
2. What Didn’t: Did not have all the information he wanted
3. Surprises: Suggested frameworks for following artists
4. New Learnings: People want more information

Aman Singh
Stanford Frosh
Assumption Valid

People enjoy art associated with specific locations
the articulate team

made with ❤️ in
Stanford, California