

Sketching, Low-fi Prototyping & Pilot Usability Testing

Presented by Yutong Zhang, Winnie Chen, Georgia Limcaoco, Kongmeng Her

# Artemix

.....  
*Remixing the way you art.*

# Value Proposition and Team

# Artemix

*Remixing the way you art.*



Yutong Zhang



Winnie Chen



Georgia Limcaoco



Kongmeng Her

# Problem & Solution

## Problem

We noticed that **creatives worked in isolation** (writers, graphic designers, etc) and had a **lack of a community** that could provide supportive and helpful feedback or discussion surrounding their work.

## Solution

An app designed specifically for creative professionals and dedicated hobbyists aims to foster genuine and positive connections. By **anonymizing artists**, it ensures **unbiased appreciation** of art work, recommending connections only after a user **consistently admires** a particular artist's contributions.

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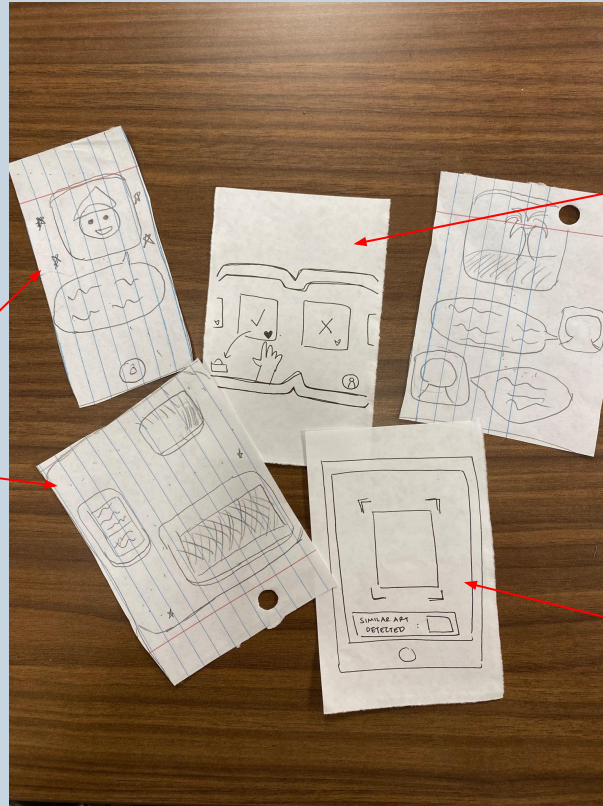
- 01 Sketching Explorations
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- 04 Testing Results & Discussion

01

# Sketching Explorations

# Concept 1: XR Experience

AR headset experience with floating heads alongside star-y imagery within the real world environment around you.

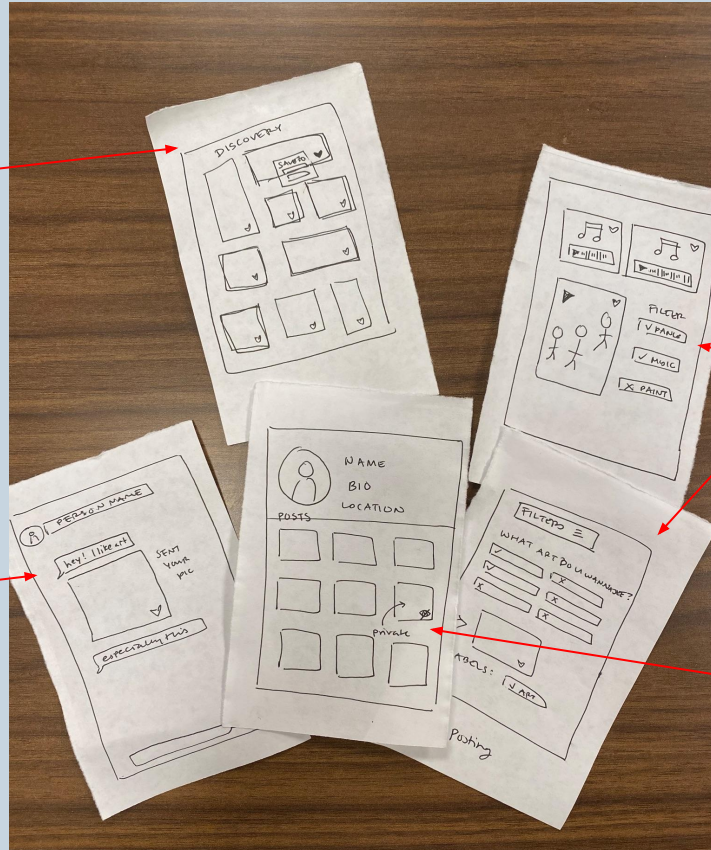


VR headset where you're transported to a virtual environment filled with art.

VR experience on your phone where you can still explore a virtual world through a more accessible method.

# Concept 2: Mobile App

Discovery page sketch



Different screens for filtering of preferences

Chat page

User profile page

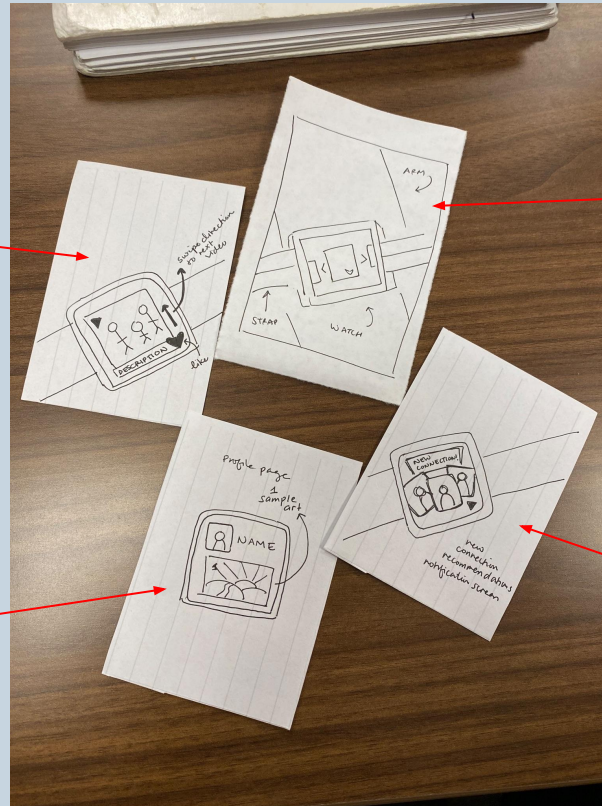
# Concept 3: Wearable App

Scrolling interface to explore art.

Swiping method to find art.

Example profile page on watch.

Example pop-up notification when the app recommends the user an artist to connect to.



# Concept 4: Desktop Web

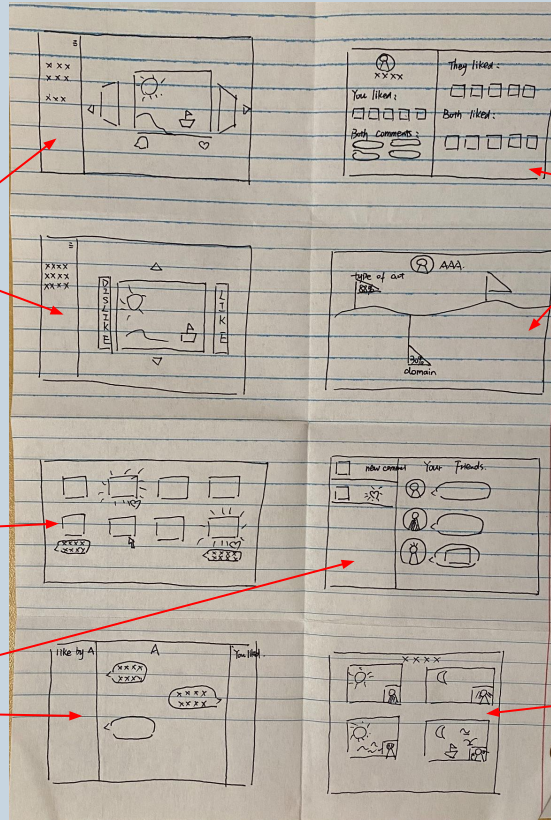
Different ways to swipe through and like/dislike art.

Discovery page for various artwork.

Chat pages on the web

Different visualizations of shared likes between two users / artists.

Example profile page



02

*Selected Interface Design  
& Rationale*

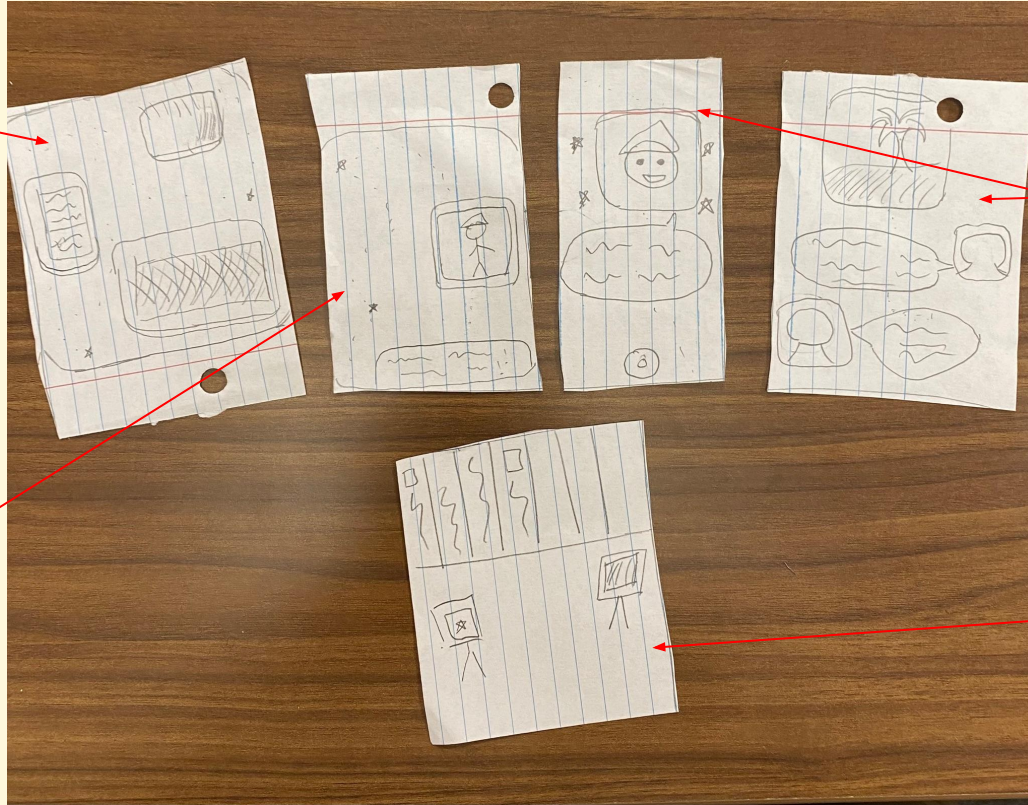
# Realization 1: XR Experience

## Key Screens

\*with a focus on the AR approach\*

Floating artwork in your environment with a trail that leads to another piece of art.

Artwork eventually leads to the artist recommendation



Talk with floating artist and engage with comment discussion on artwork

Curated profile "room" with a collection of all the art the user posts and their liked posts.

# Realization 1: XR Experience

## Pros

- **Immersive Experience:**  
Using the XR medium, users can approach art more **closely**, revealing finer details, and interact within a **3D** visual space.
- **Creative Collaboration:**  
Artists can collaborate "**in person**" in **real-time** within virtual spaces; for instance, they can design and finish a painting together, or sculpt and refine a virtual statue collaboratively.

## Cons

- **Accessibility Issues:**  
Not everyone has access to XR equipment, limiting the potential user base.
- **Cost Challenges:**  
Developing and maintaining a XR application can be more expensive than traditional platforms.
- **Proficiency gap:**  
Users may be unfamiliar with the XR experience and need time to acclimate to its controls and environment.

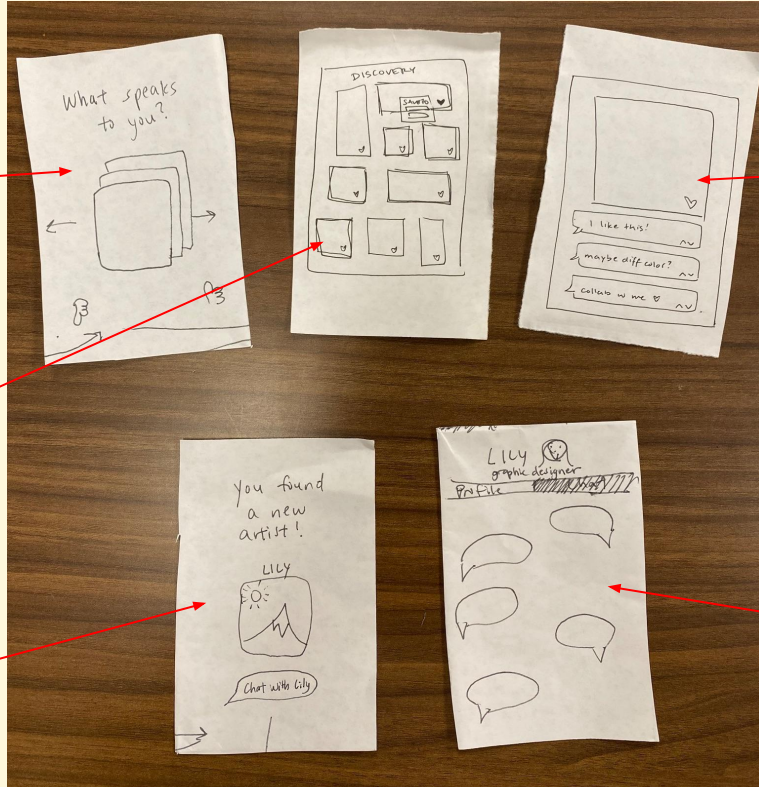
# Realization 2: Mobile App

## Key Screens

Home page sketch with a swiping interface.

Discovery page sketch with a bento-box / Pinterest inspired interface.

Example of a pop-up notification recommending the user to connect to an artist



Viewing the art up close / seeing comments

Example of a chat screen

# Realization 2: Mobile App

## Pros

- **Cost-efficient:**  
Everyone has a phone, making usability more **universal**. We can also serve a larger user group this way.
- **Multimodal:**  
We can include and push more forms of artwork. **Visual art** (photographs, paintings), **video-form** artwork (dance videos, film), **written work** and **music**.

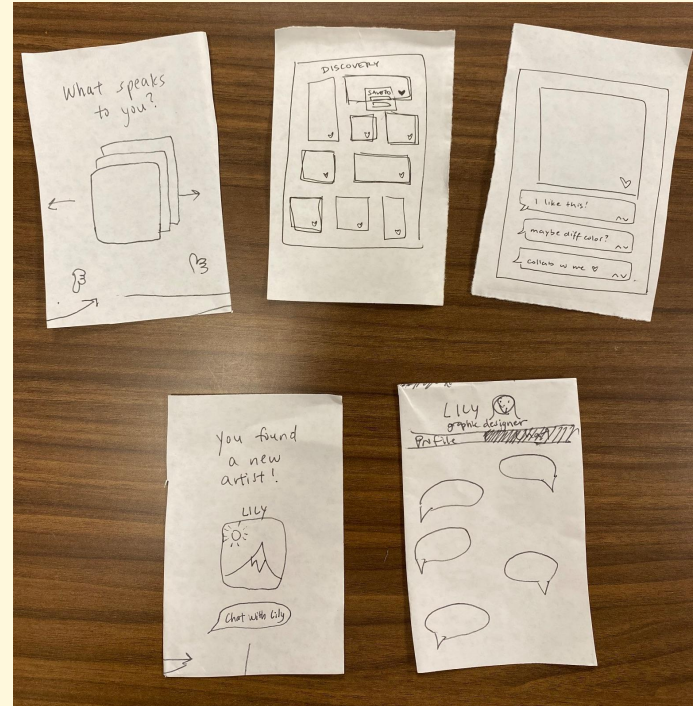
## Cons

- **Less Immersive:**  
Viewing everything through a phone screen makes the entire process of exploring and engaging with art, less immersive.
- **Universality:**  
A lot of apps exist within the mobile space already, it's more difficult for novelty experiences and uniqueness in UI.

# Selected Interface: Mobile App

## Reasoning

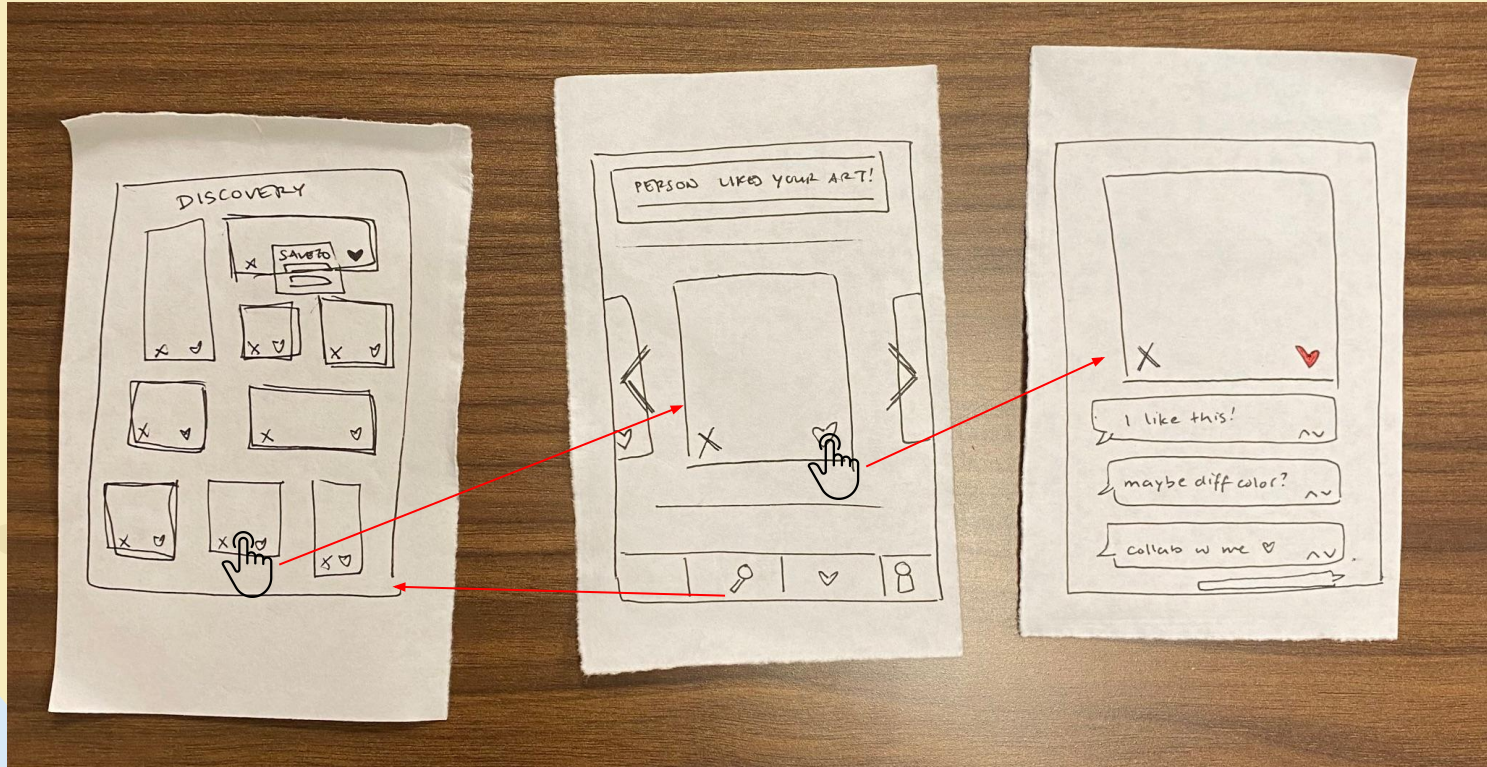
- **Cost-efficiency trumps all**  
Wanting to create an experience built on connection, we don't want users to be **restricted by hardware**. Therefore, mobile devices allows for as much user participation as possible.
- **Novelty in features**  
While the market is dominated by existing apps and shared UI similarities, we hope to bring a sense of refreshment with our unique features.



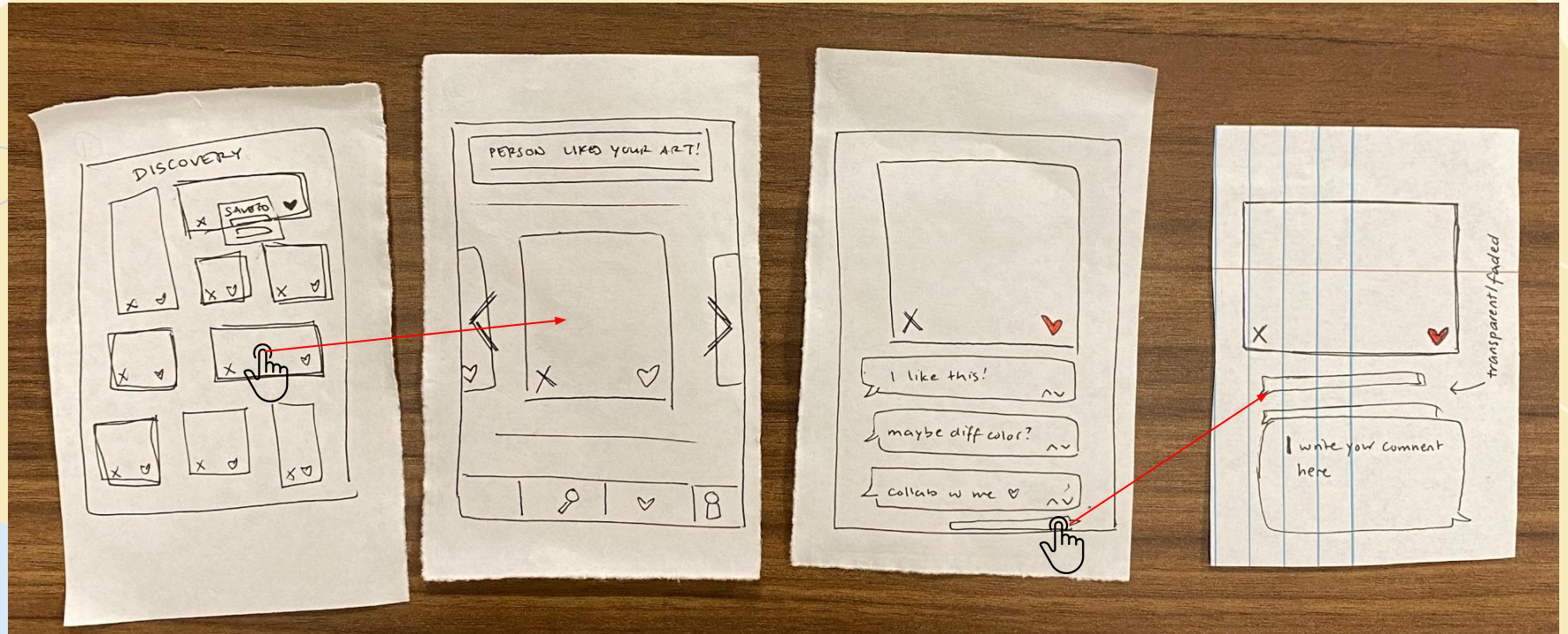
03

*Low-Fi Prototype  
& Testing Methodology*

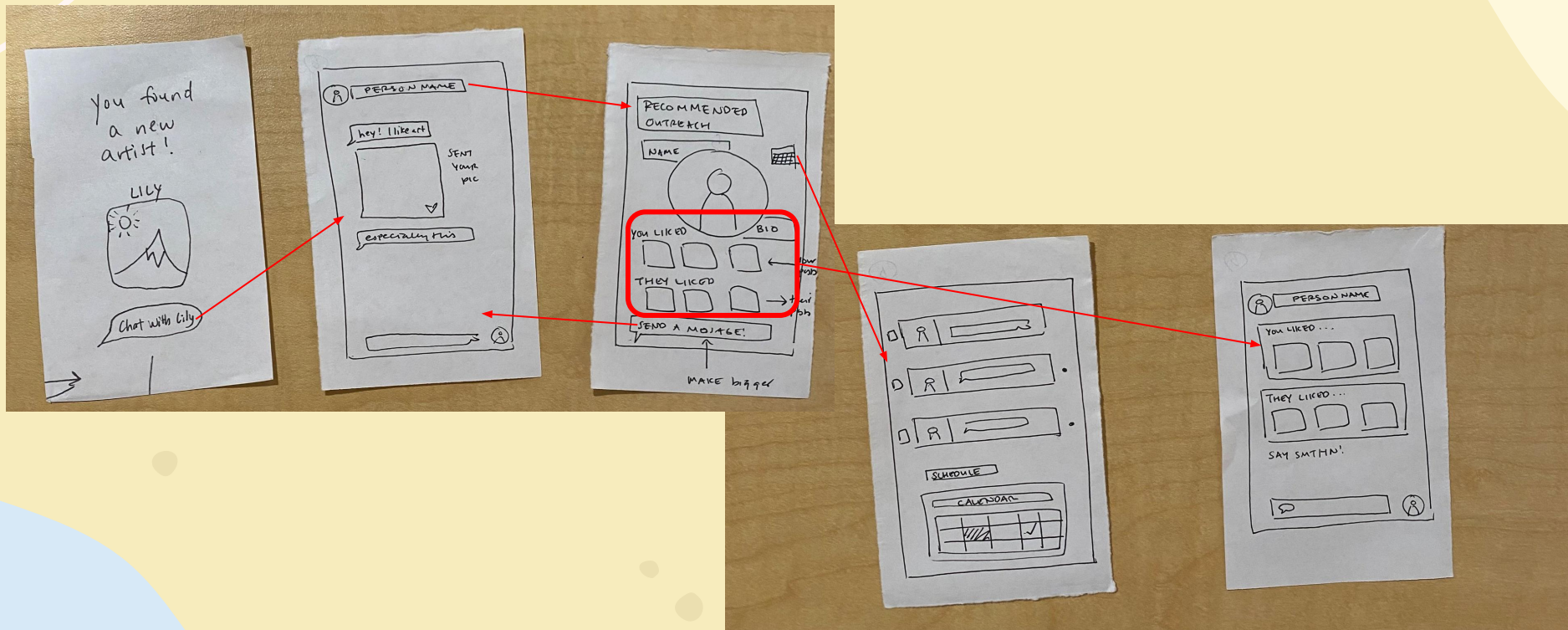
# Simple Task Flow: Liking/Disliking Art



# Moderate Task Flow: Engaging in comments

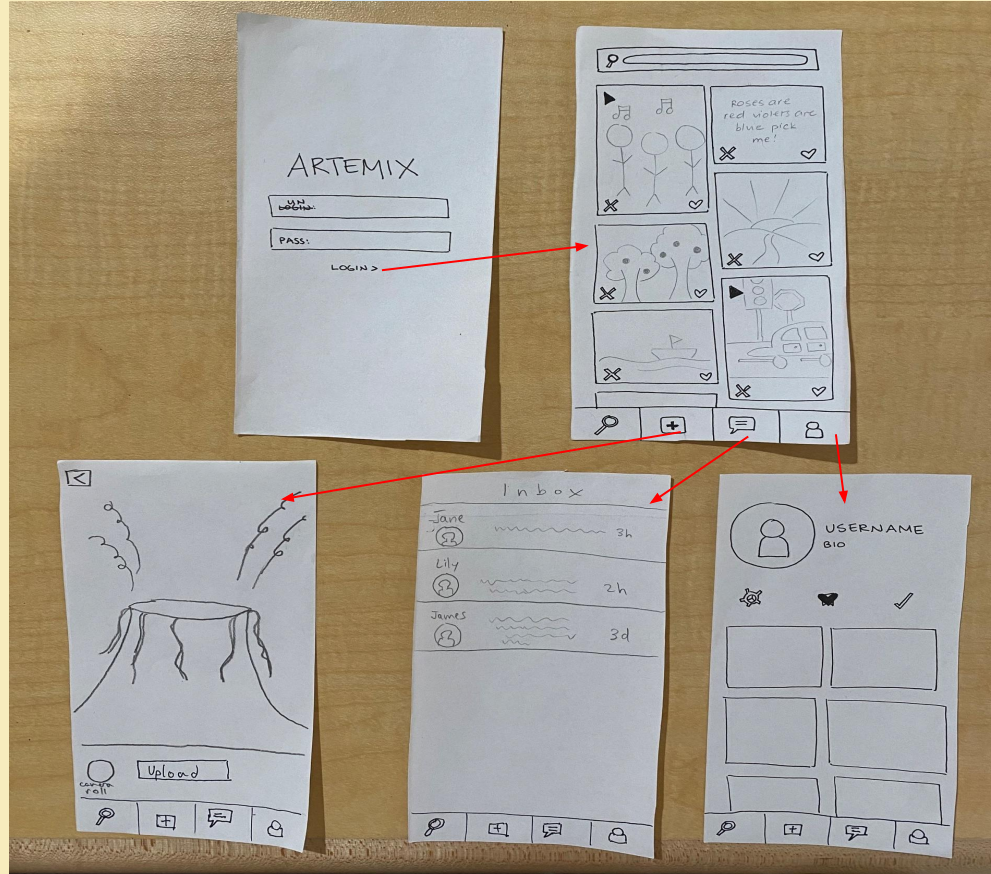


# Complex Task Flow: Connecting and engaging with artist



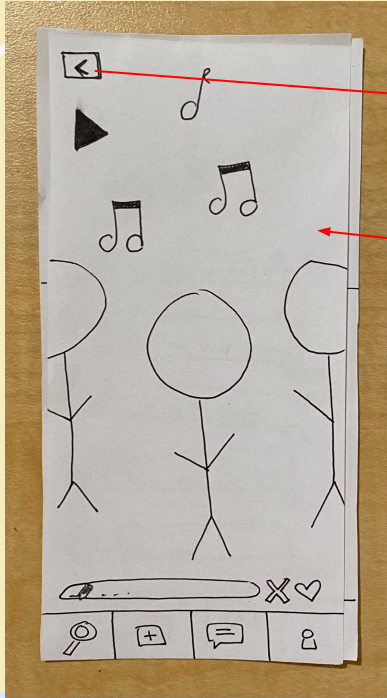
# Lo-Fi Prototype

Login page to home page

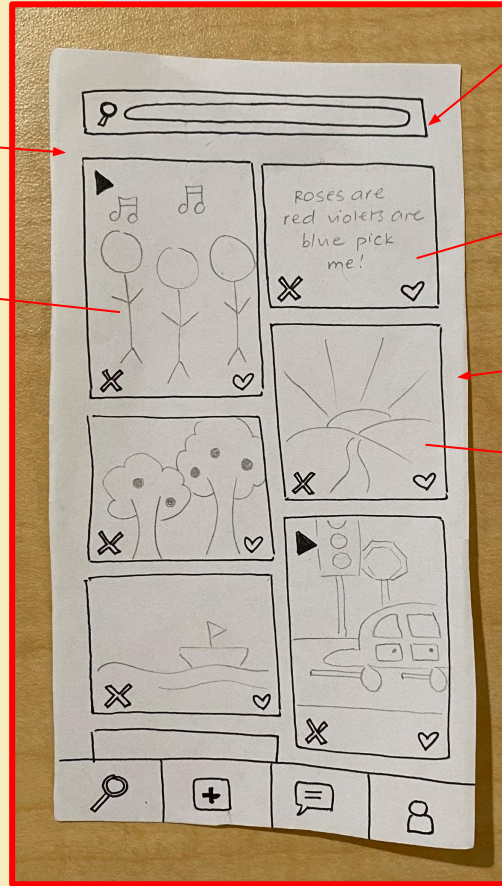


Taskbar at the bottom representing: Home, Upload, Chat, Profile

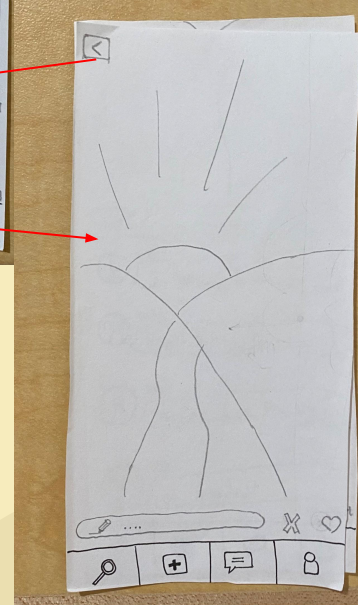
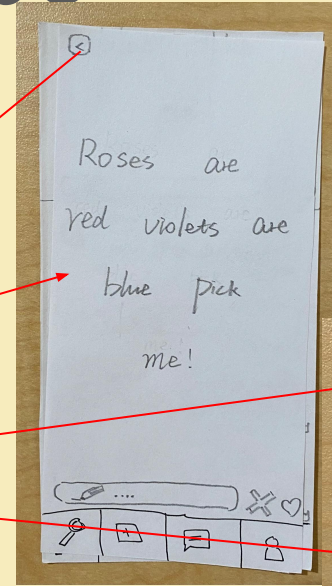
# Lo-Fi Prototype



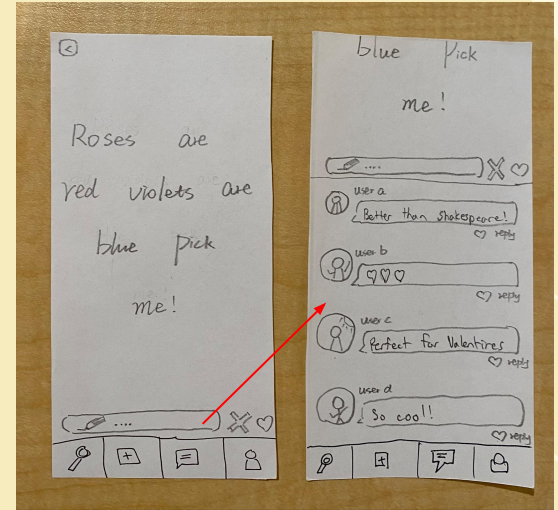
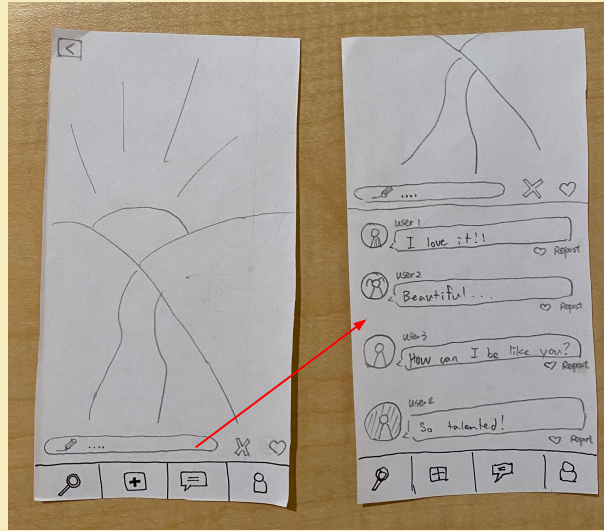
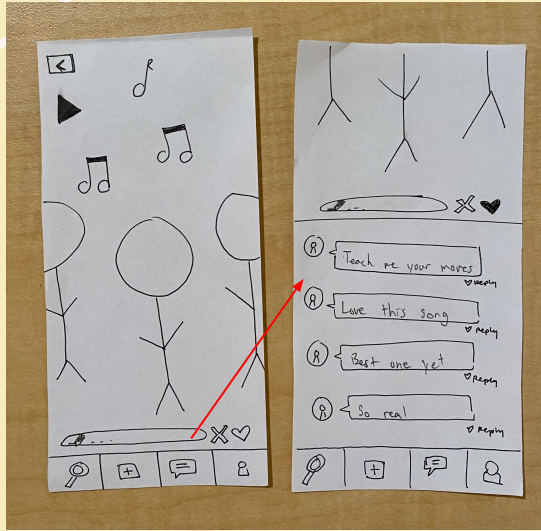
Scroll function on home page



Click on art to expand

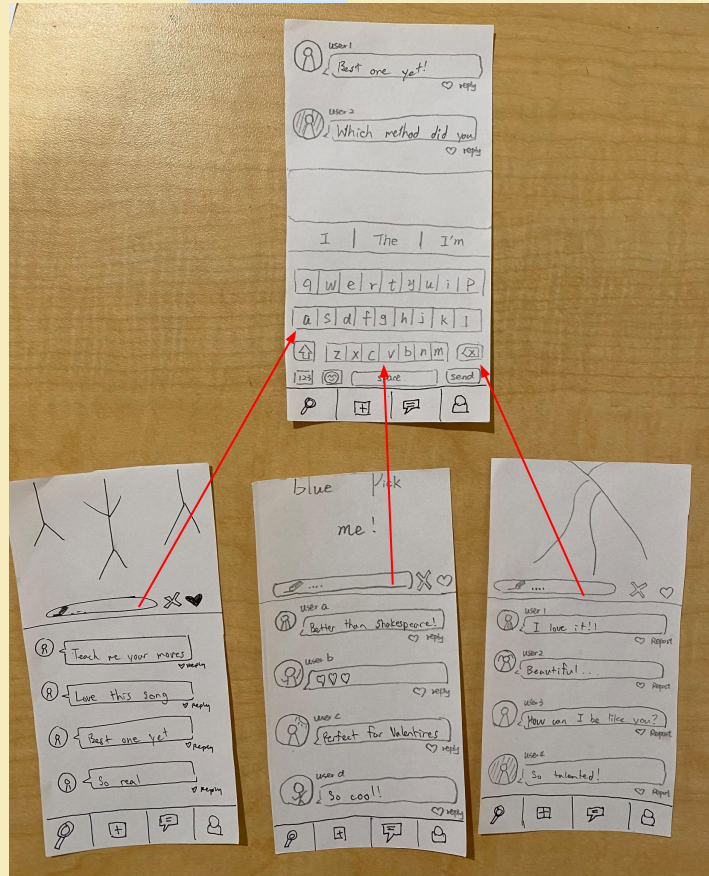


# Lo-Fi Prototype



Each piece has a comment section.

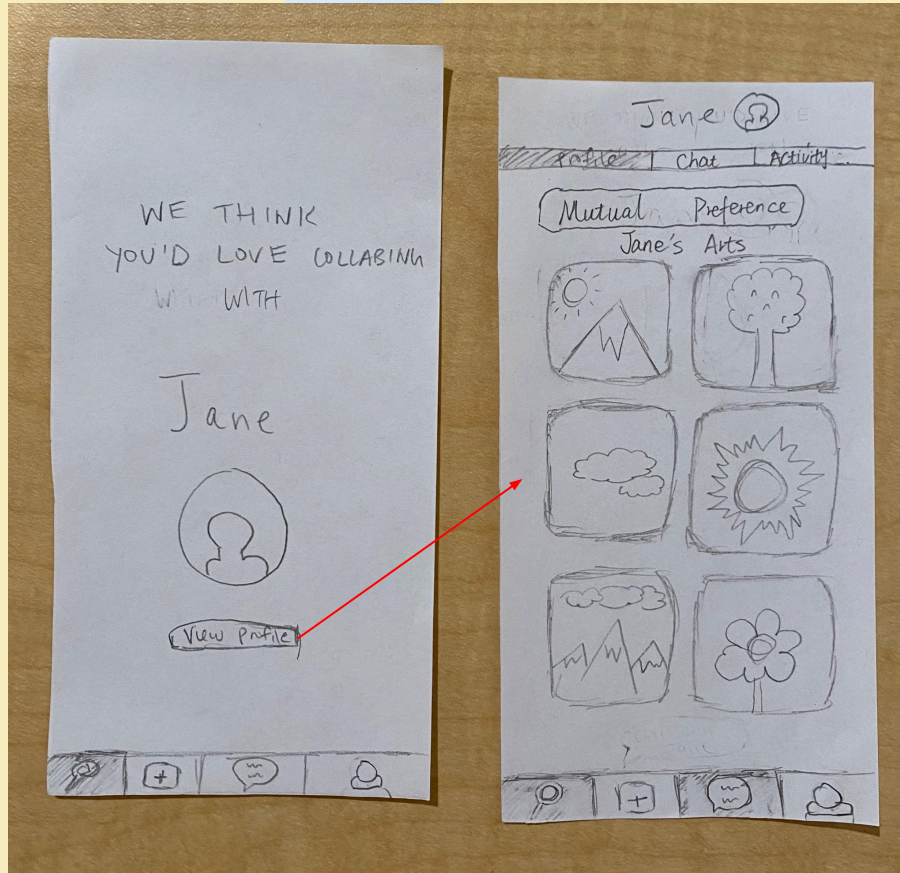
# Lo-Fi Prototype



Same comment screen for all three pieces since it's the same functionality

# Lo-Fi Prototype

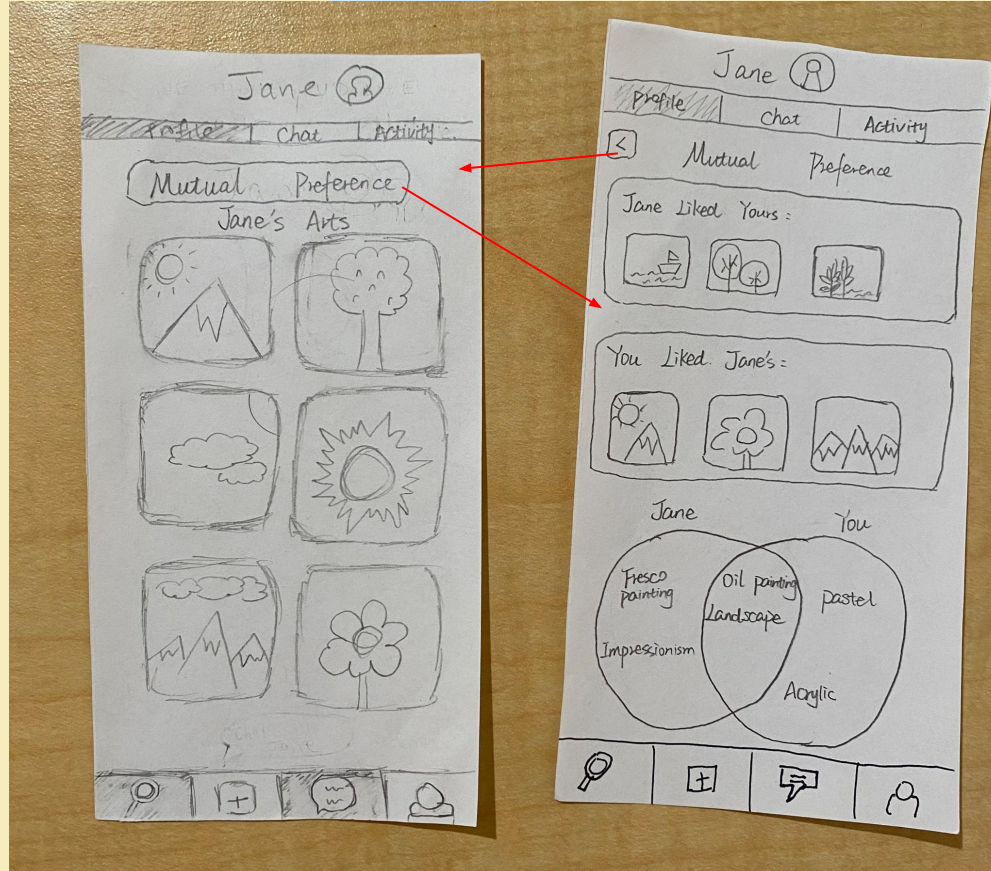
Artist recommendation pop-up. Takes up the entire screen.



Happens once the user "liked" all three pieces of artwork.

# Lo-Fi Prototype

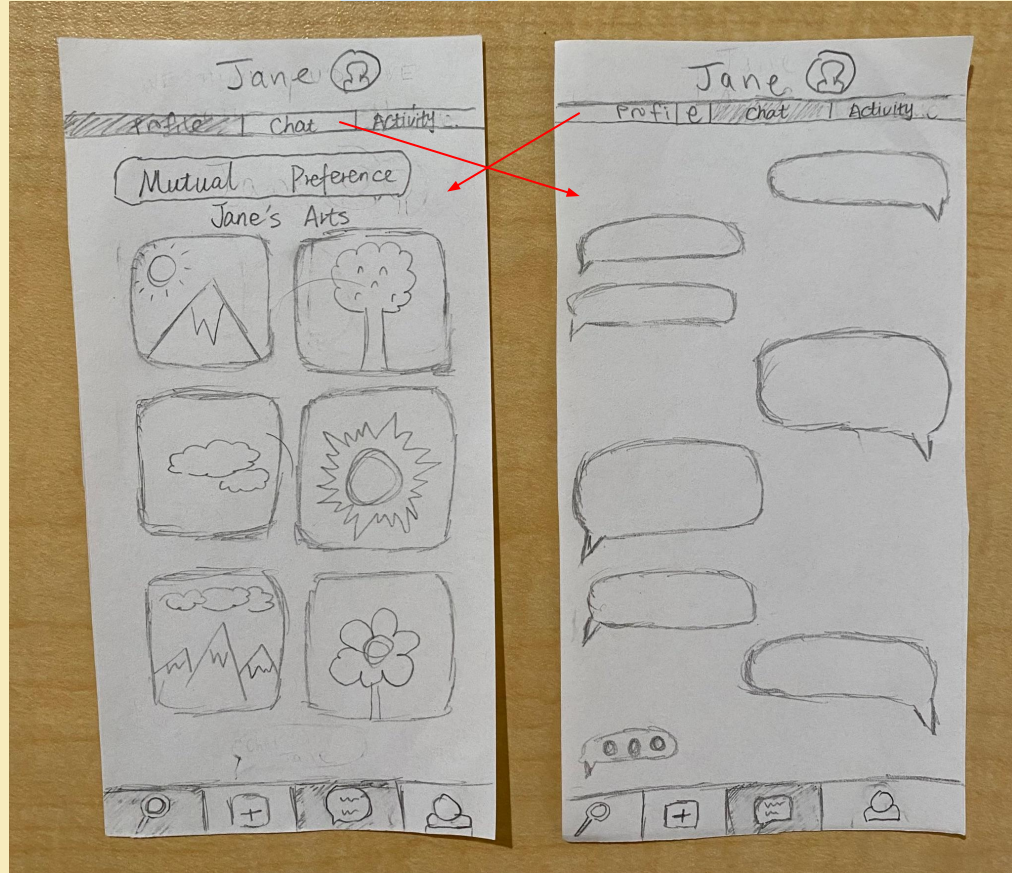
Mutual Preferences button.



Shows shared data between the two.

# Lo-Fi Prototype

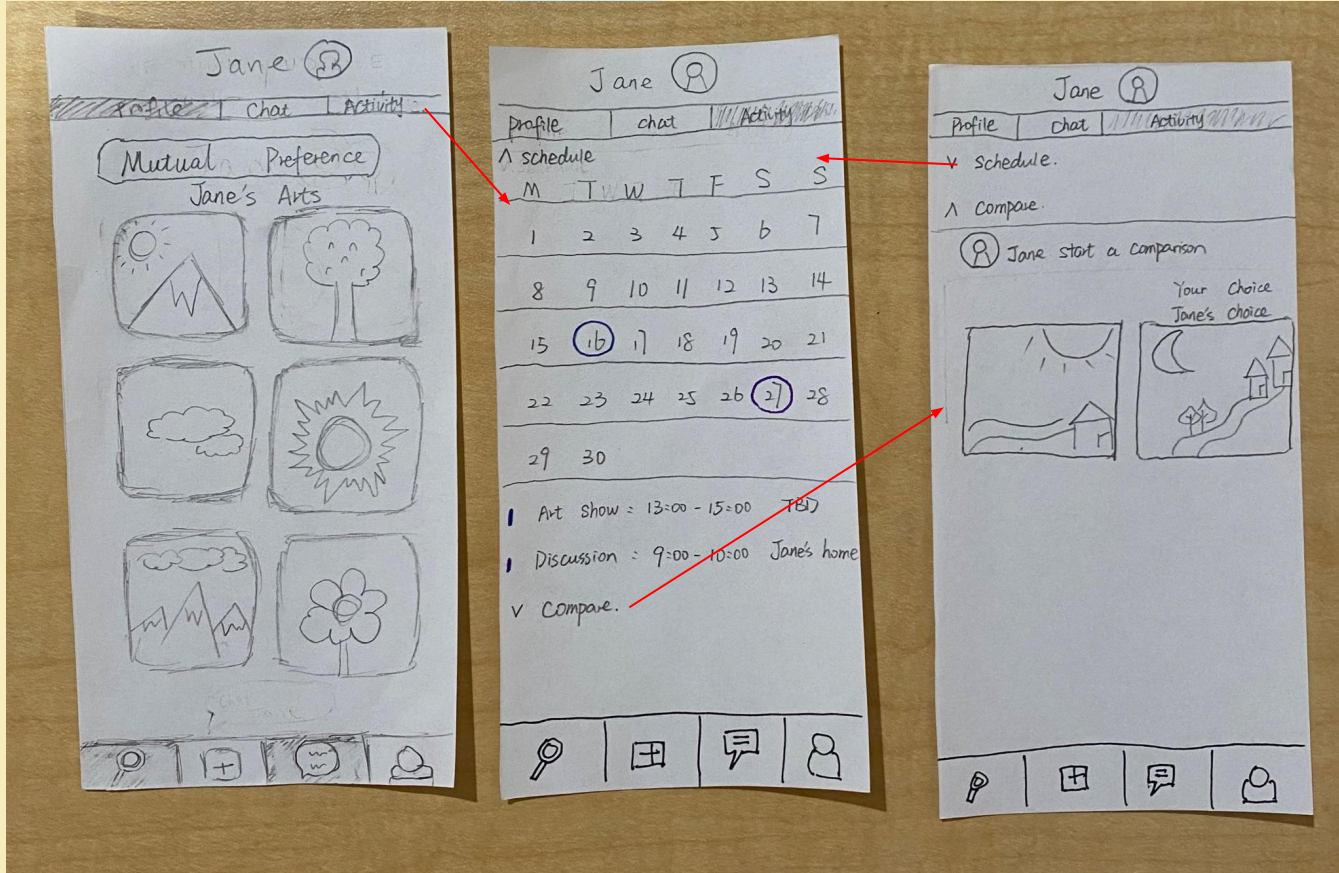
Top task bar functionality.



Navigates to the chat page.

# Lo-Fi Prototype

Activities page: scheduling events with artist.



Comparison feature: gamified aspect to discussing art.

# Testing Methodology

## Roles



Computer

Yutong



Note-take

Georgia



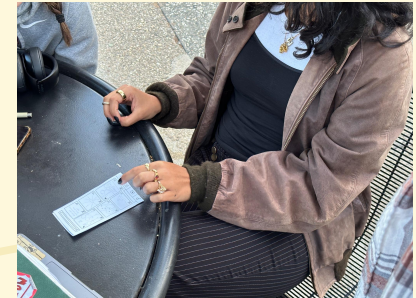
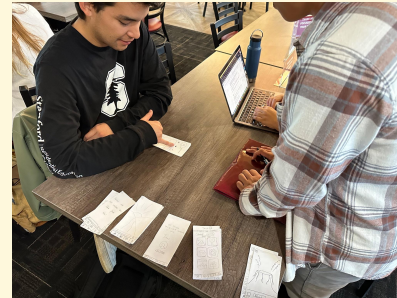
Facilitator

Kongmeng

# Environment & Procedure



- Ask participants to explain their thought processes through their actions
- Ask participants to reflect on functions after each task



# Usability Goals & key measurements

## Goal 1: Learnable

- Learnable influences the desire to engage with art sharing and discovering
- Whether participants are able to discover these without facilitator intervention?
- Count the number of subtasks finished before the facilitator intervened.

## Goal 2: Discoverable

- Discoverable correlates with the willingness to interact with artists.
- Count the number of connection-related features (chat, schedule, comparison tool, mutual preferences) that participants completed without facilitator intervention.

# Participants



Bri, 20  
Photographer  
📍 Meyer Green



Ella, 18  
Oil Painter  
📍 Meyer Green



Allan, 22  
Writer  
📍 Tresidder



Willow, 20  
Graphic Designer  
📍 Tresidder

Recruitment Strategy: Approaching people at Meyer Green and Tresidder

04

# *Testing Results & Discussion*

# Process data

## COMMON POSITIVES

- Positive reactions to **art-first approach idea**
- Very positive reactions to **artist matching screen** plus reinvigorated interest in exploring possible **interactions** with the matched artist
- Users were very interested in our **preference sharing screen** and **scheduling screen**
- **Homepage (arts discovering)** exploration was very intuitive

# Process data

## COMMON NEGATIVES

- Two participants **lost interest** in exploring art before first match happened
  - Bri and Allan tried to explore **messages** first – searching for immediate connection
- Participants didn't realize they needed to like or dislike arts **before commenting** and for further **artist matching recommendations**.
- **Scheduling page** purpose and functionality was unclear to all participants: whose schedule it is? How to use it?
- Too many interaction activities with matched artist – **not all were used**

# Observations


## UI CHANGE SUGGESTIONS

- Some icons were unclear
  - **Magnifying glass** for homepage (art discover page)
    - All participants mis-clicked the magnifying glass, attempting to go to a search page instead of home
  - **Checkmark** for profile preferences
  - **Comment box icon**
    - Willow could not find the comment box because she misinterpreted the icon

# Success on Usability Goals

Goal 1: Learnable - Wanting to engage with art












\*Was able to discover these without facilitator intervention\*

	Clicked on at least all the programmed art work	Liked an artwork	Disliked an artwork	Found and used the comments	Total
Bri					2/4
Ella					4/4
Allan					3/4
Willow					2/4

# Success on Usability Goals

Goal 2: Discoverable - Increased willingness to interact with artist

\*Was able to discover these without facilitator intervention\*

	Chat tab	Mutual Preferences Button	Schedule Feature	Comparison Feature	Total
Bri					2/4
Ella					4/4
Allan					3/4
Willow					2/4

# User Goal Achievement

## Goal 1: Learnable

- ✓ All participants finished at least 2 of the 4 features.
- ✓ Ella discovered all four features without intervention.
- ⚠ Participants expressed concern that the “dislike” reaction would be sent to the creator.
- ⚠ Participants didn't recognize the need to 'like' and 'dislike' sufficiently for matching with others.

Mostly achieved, but the UI design needs improvement.

# User Goal Achievement

## Goal 2: Discoverable

✓ All participants finished at least 2 of the 4 features.

✓ Ella discovered all four features without intervention.

-> Participants didn't use the **mutual preferences** and **comparison features** because they missed the button.

-> **4/4** participants favored the mutual preferences page, and **3/4** expressed a liking for the comparison feature.

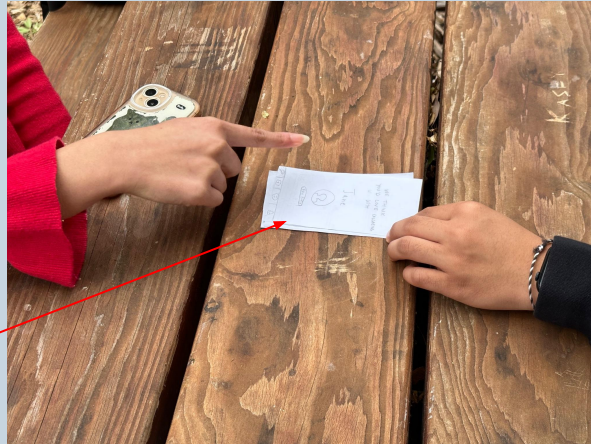
Achieved

The background is a light blue color with various abstract shapes and dots. There are several yellow and orange shapes, including a large yellow blob at the top, a yellow circle on the left, and a yellow oval on the right. There are also several small blue and yellow dots scattered throughout. The word "Discussion" is written in a black, cursive font in the center of the page.

# *Discussion*

# Implications

- The art-first approach and intuitive homepage design are attractive.
- A faster and simpler matching process might sustain user interest.
- Instructions need clarity, particularly for likes/dislikes and scheduling.



Pop-up screen of artist recommendation was really well received.

# Changes

## ? Current Problems

Users had to be redirected towards liking or disliking art

Two participants lost interest in exploring art before first match happened

Scheduling page purpose and functionality was unclear to all participants

Some icons were unclear

## 💡 Ideas

→ Funnel all user attention towards liking or disliking art, minimizing distractions to other features

→ Simplify avenues of interaction between matched artists

→ Build out and clarify functionality of scheduling feature

→ Implement all suggested icon changes



*Thanks!*

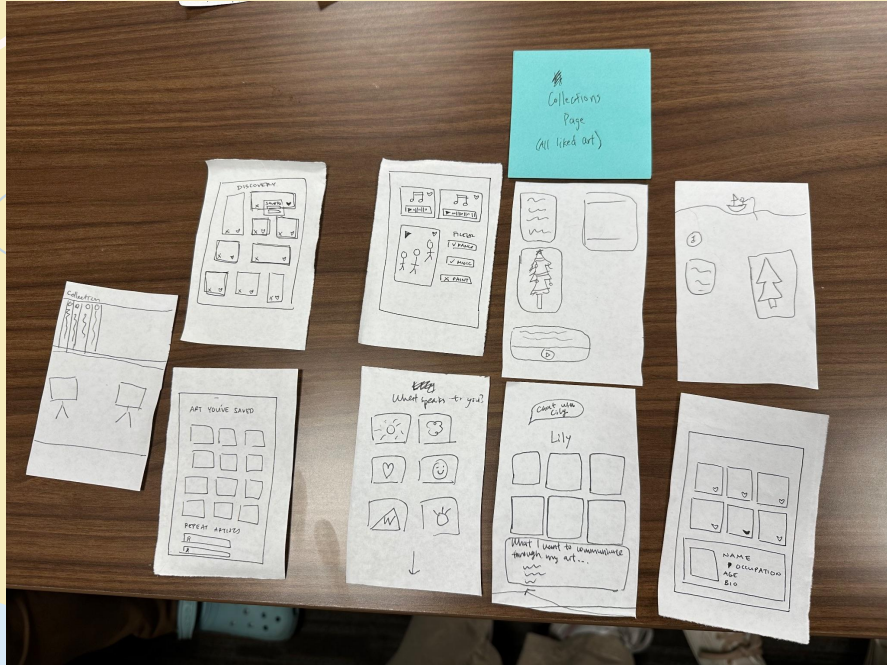
# Appendix

The background is a light yellow color with various decorative elements. There are several blue dots of different sizes scattered across the page. There are also several yellow circles and lines of varying sizes and colors (some light yellow, some darker yellow). A large, faint yellow circle is visible on the right side. A blue arc is visible in the top left corner. A yellow arc is visible in the bottom right corner. There are also some small yellow dots and lines near the bottom center.

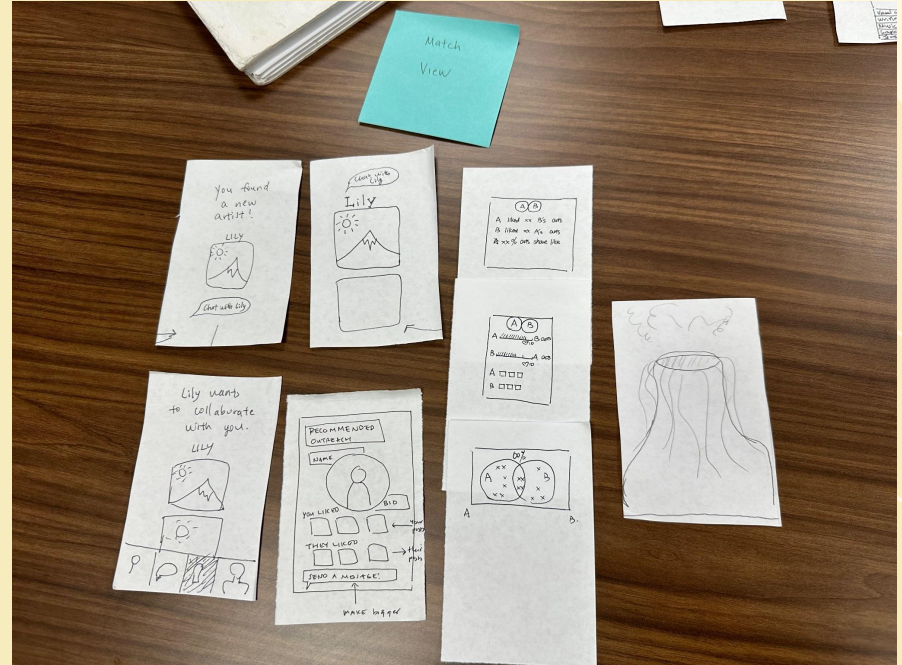
# Sketches Mobile Version



# Main Pages Design

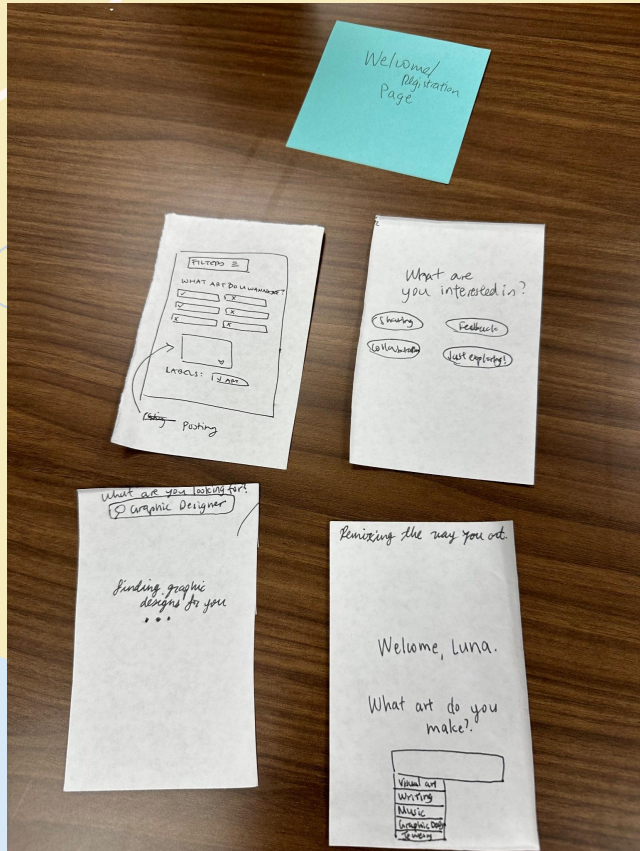


Collection Page

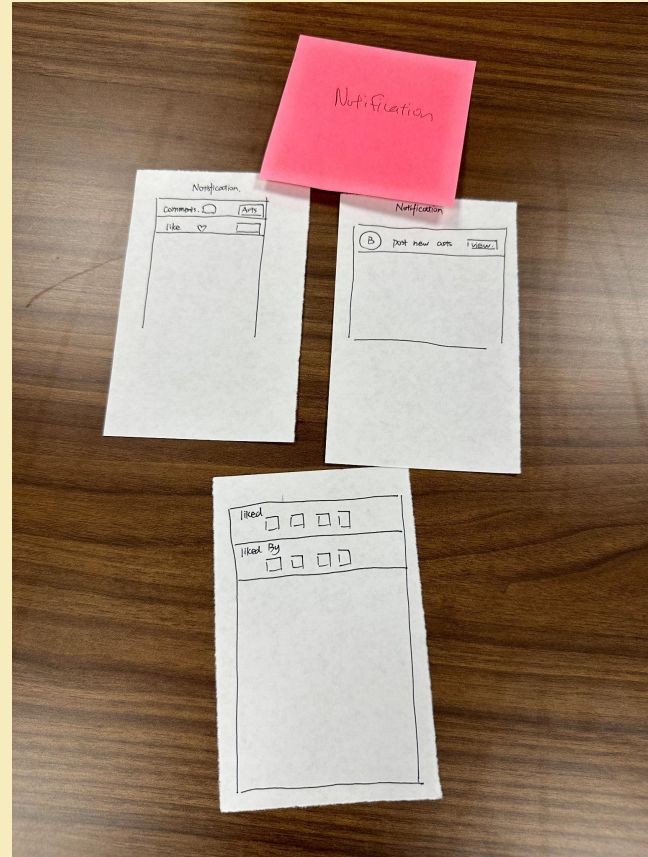


Matching View

# Main Pages Design

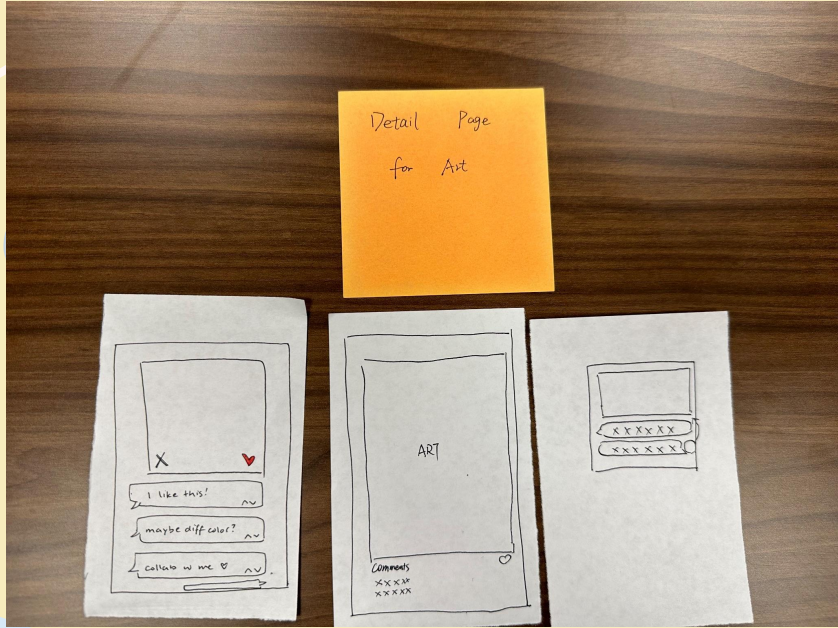


<- Welcome & Introduction page

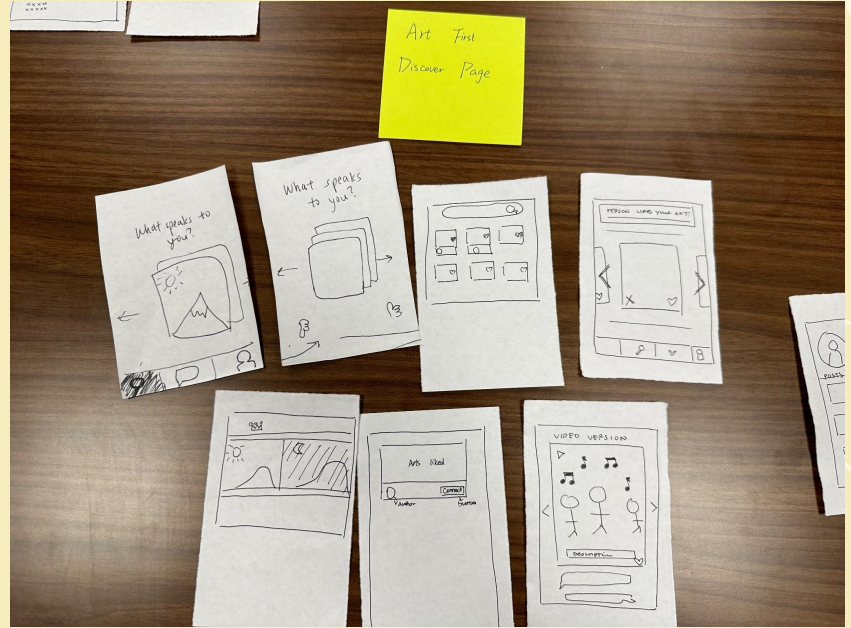


<- Notification Page

# Main Pages Design

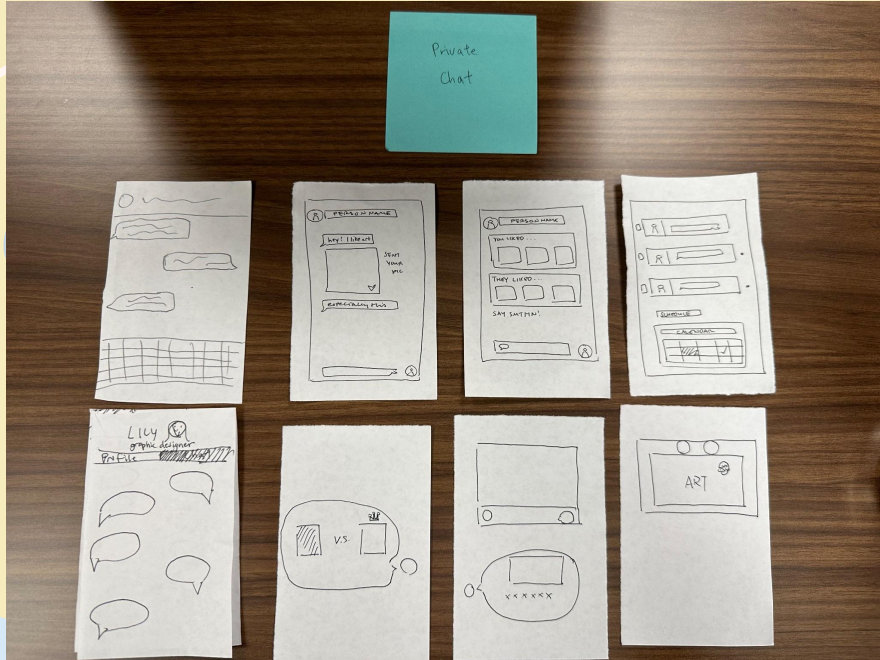


Detail Page

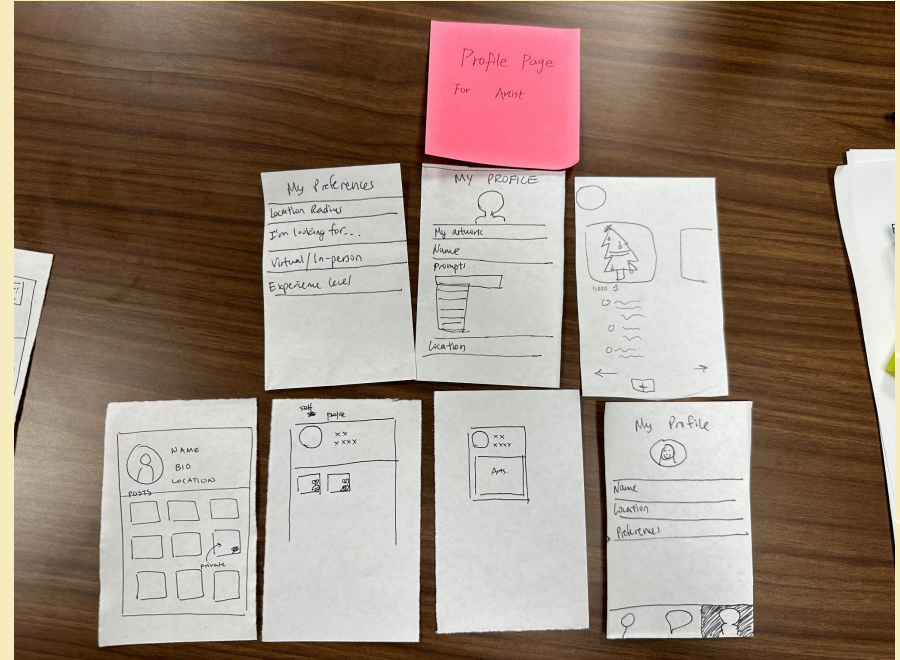


Art First Discover Page

# Main Pages Design



Private Chat



Profile Page

# Script for User Testing

“Hi! Do you have a few minutes to spare? Do you have a background or a deep interest in art, whether professionally or as a personal passion? We’re working on developing a platform to help artists connect to potential collaborators through an art-first approach. Would you be willing to help us test our interface?”

“We’ll be testing a few main components to our app. Please as you explore, think aloud, talk us through your thought process, note anything you like or dislike.”

# Critical Incidents for Testing

## BRI

Clicked the 'back' button instead of liking or disliking art.	3
Found and clicked comment box really easily	0
Found matched artist's page intuitive to explore – found messaging button and scheduling button easily	0
Thought the calendar would give good conversation starters	0
Did not understand the preferences icon	1
Did not understand the magnifying glass as homepage	1
Expected a logout function	1

# Critical Incidents for Testing

## ELLA

Tried to go straight to comments instead of liking or disliking art	3
Got bored of exploring art and wanted to explore other features instead	4
Did not understand the magnifying glass as homepage	1
Was confused by search bar at the top of the homepage	1
Was confused by the activities found under the “activity” button – expected something similar to the past “Friends Activity” page on Instagram	2
Found data analysis feature of artist interaction cool	0
Searched for feature to connect with “friends”	1

# Critical Incidents for Testing

## ALLAN

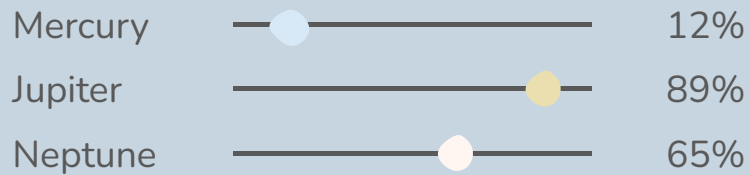
Worried about who would see likes on a post	2
Tried messaging an artist before being matched	3
Wanted to converse with people in the comments	0
Confused by purpose and functionality of scheduling feature – did not know what to click and asked us what it was for	4
Enjoyed exploring data comparison page but wished for clearer visualizations to be sure about what was being represented	1
Tried to look for feed of artists he was already following/matched with	2

# Critical Incidents for Testing

## WILLOW

Tried liking a post using the 'double tap' action instead of clicking heart	2
Hesitated to dislike a post – was worried about other artists seeing the dislike and being mean. Was okay disliking after being reassured the artist would not be notified.	3
Was confused by what the comments box was for – suggested we change the comment icon to be clearer. Required explanation to successfully open comments and post one of her own.	1
Nearly lost interest in exploring further art when it took too long to be matched to an artist	4
Successfully opened messages after being matched with an artist	0
Was a little confused due to “collaborate” language on matching screen	1
Was overwhelmed by features offered past messages when matched with an artist – did not like the gamified 'art comparison' feature	3
Very interested by scheduling page – wanted further functionality here	3
Worried about artists consenting to having their schedules shared	1

# Percentages



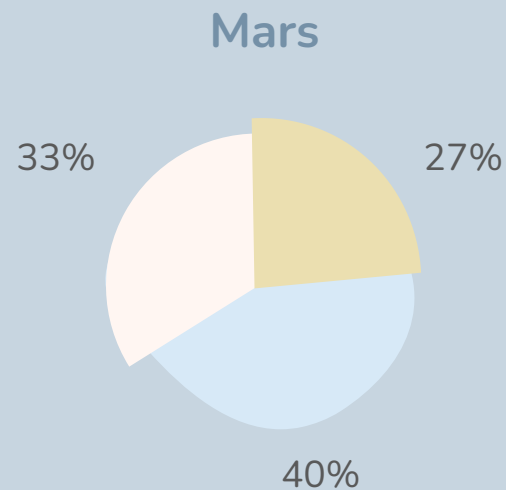
Mercury


















Jupiter



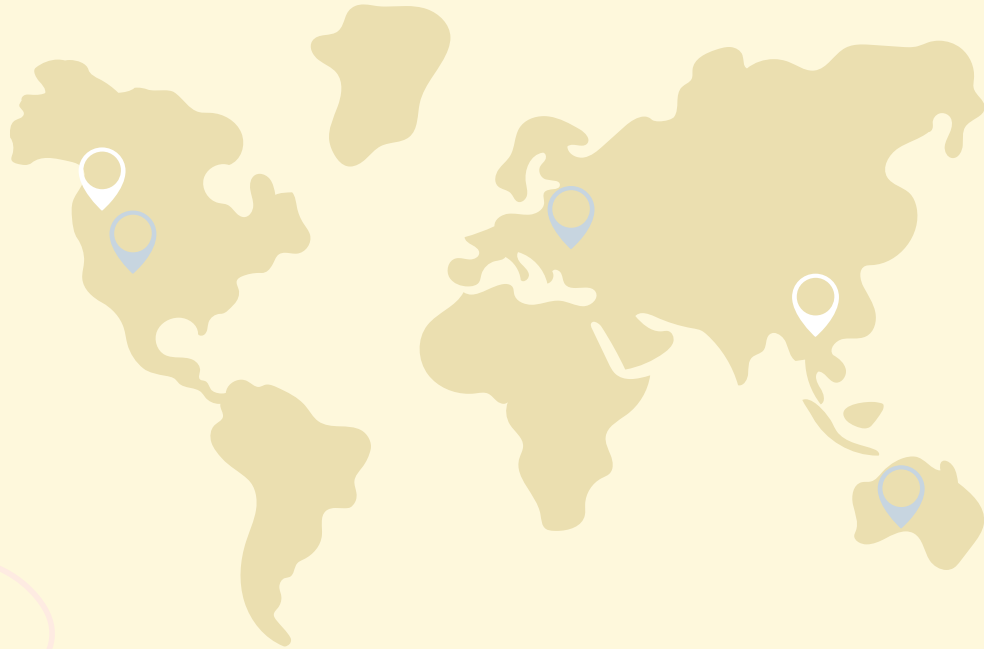
Neptune



# Tasks to Be Done

					
Jupiter					
Neptune					

# *This Is a Map*



## **Jupiter**

Jupiter is the biggest planet in Solar System



## **Neptune**

Neptune is the farthest planet from the Sun

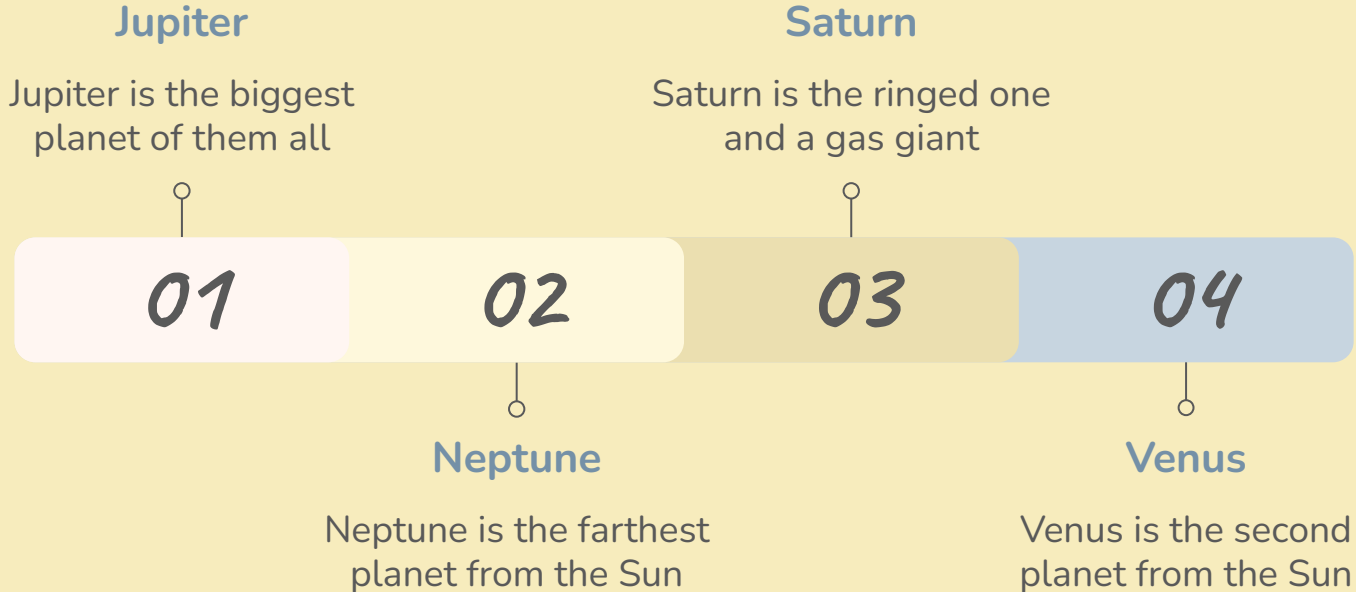


4,498,300,000

.....

Big numbers catch your audience's attention

# A Timeline Always Works Well





**333,000.00**

earths is the sun's mass



**386,000 km**

is the distance between Earth and  
the Moon



**24h 37m 23s**

is Jupiter's rotation period

# Infographics

## Neptune

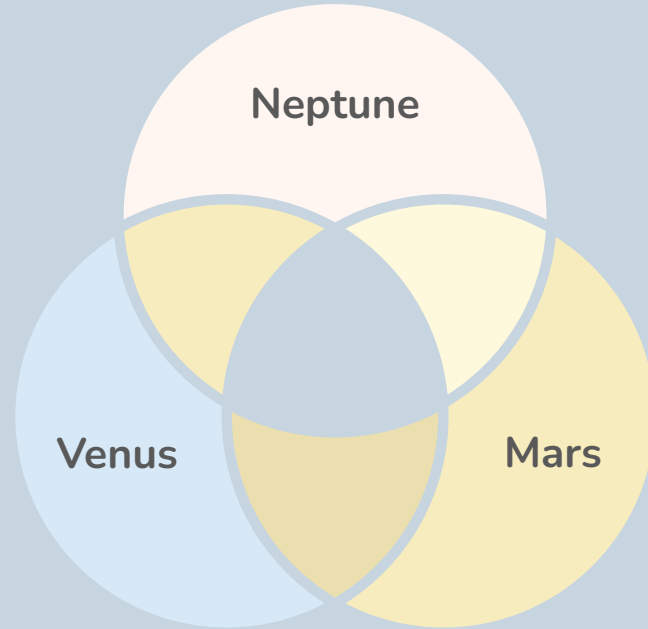
Neptune is the farthest planet from the Sun

## Venus

Venus is the second planet from the Sun

## Mars

Despite being red, Mars is actually a cold place



# Do You Need a Table?

	Mass (earths)	Diameter (earths)	Surface Gravity (earths)
Mercury	0.06	0.38	0.38
Mars	0.11	0.53	0.38
Saturn	95.2	9.4	1.16

# How About an Infographic?

## Mercury

Mercury is the closest planet to the Sun

## Jupiter

Jupiter is the biggest planet of them all



## Mars

Despite being red, Mars is a cold place

## Venus

Venus is the second planet from the Sun

# These Are Four Columns



## Mercury

Mercury is the closest planet to the Sun



## Jupiter

Jupiter is the biggest planet of them all



## Neptune

Neptune is the farthest planet from the Sun



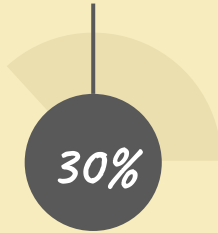
## Mars

Despite being red, Mars is a cold place

# Percentages

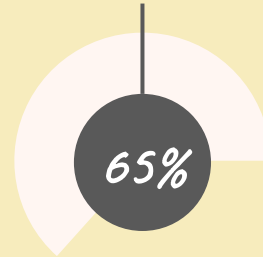
## Venus

Venus is the second planet from the Sun



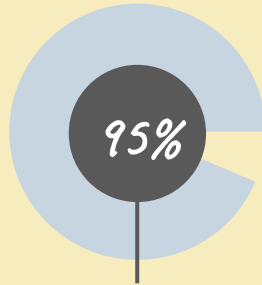
## Neptune

Neptune is the farthest planet from the Sun



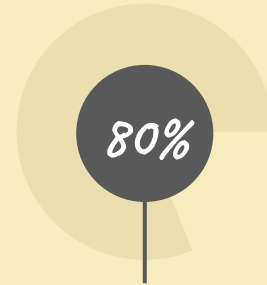
## Saturn

Saturn is the ringed one and a gas giant



## Jupiter

Jupiter is the biggest planet of them all



# Our Team



**Helena James**

“Mercury is the closest planet to the Sun”



**Jenna Doe**

“Venus is the second planet from the Sun”



**John Patterson**

“Despite being red, Mars is a cold place”

# Our Services

**\$0.00**

**Free**

Venus is the second planet from the sun

**Premium**

Saturn is the ringed one and a gas giant

**\$30.00**

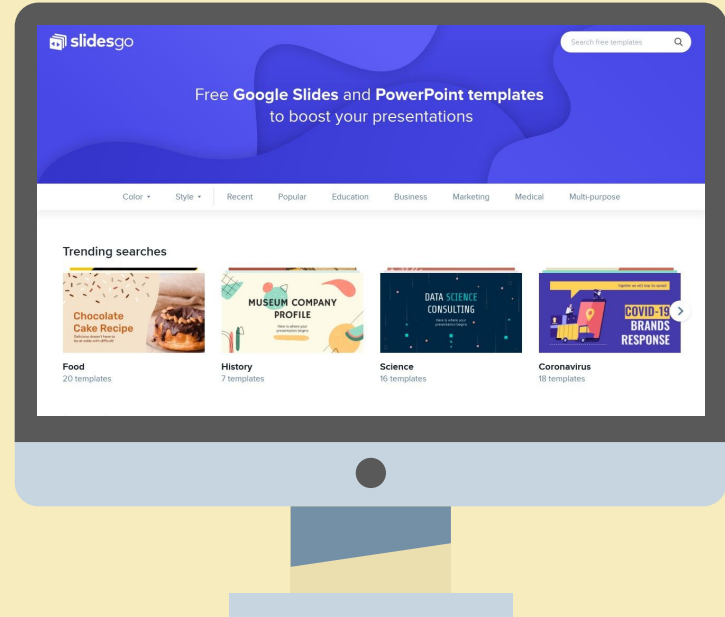
**Unlimited**

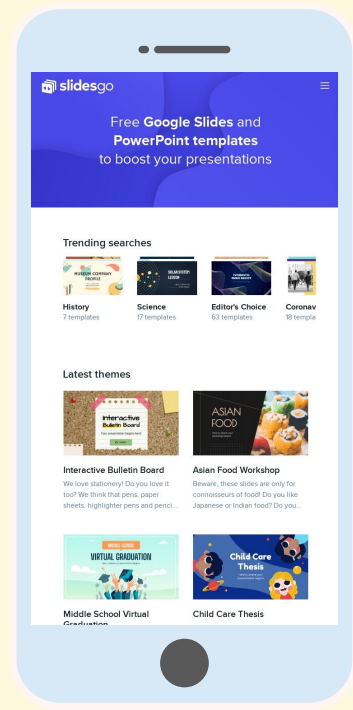
Neptune is the farthest planet from the Sun

**\$20.00**

# Desktop Software

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly



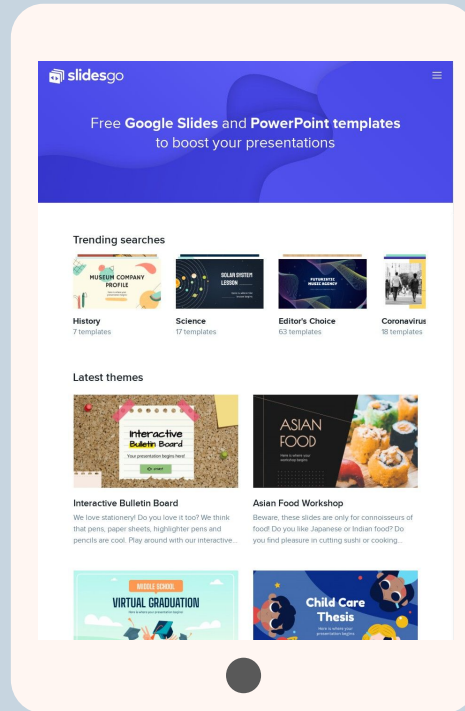


# Mobile Web

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# Tablet App

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# Thanks!

Do you have any questions?

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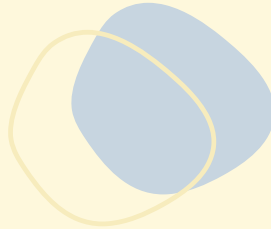
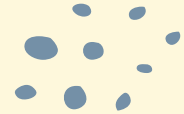
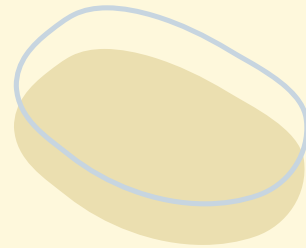
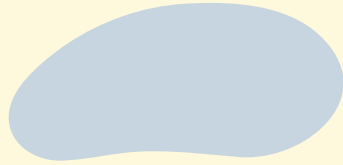
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# Alternative Resources



# *Alternative Resources*

- Woman holding a pineapple on her head
- Surprised woman covering her eyes with kiwi
- Woman wearing headphones being happy
- Close-up woman inflates a pink balloon
- Brunette girl playing with soap bubbles
- Woman looking surprised with her hand on her mouth

# Resources

## Vectors

- Hand drawn abstract organic shapes background
- Tips instagram post collection
- Abstract organic shapes background
- Tablet background with checklist
- Modern web design concept with flat style
- Abstract landing pages with technology devices

## Photos

- Woman holding a pineapple with copy space
- Brunette girl posing with flowers
- Woman covering her face with orchid petals sideways
- Brunette girl playing with soap bubbles
- Brunette girl playing with soap bubbles II
- Brunette girl posing with flowers
- Sideways woman smirking at camera
- Head of ethnic male looking at camera

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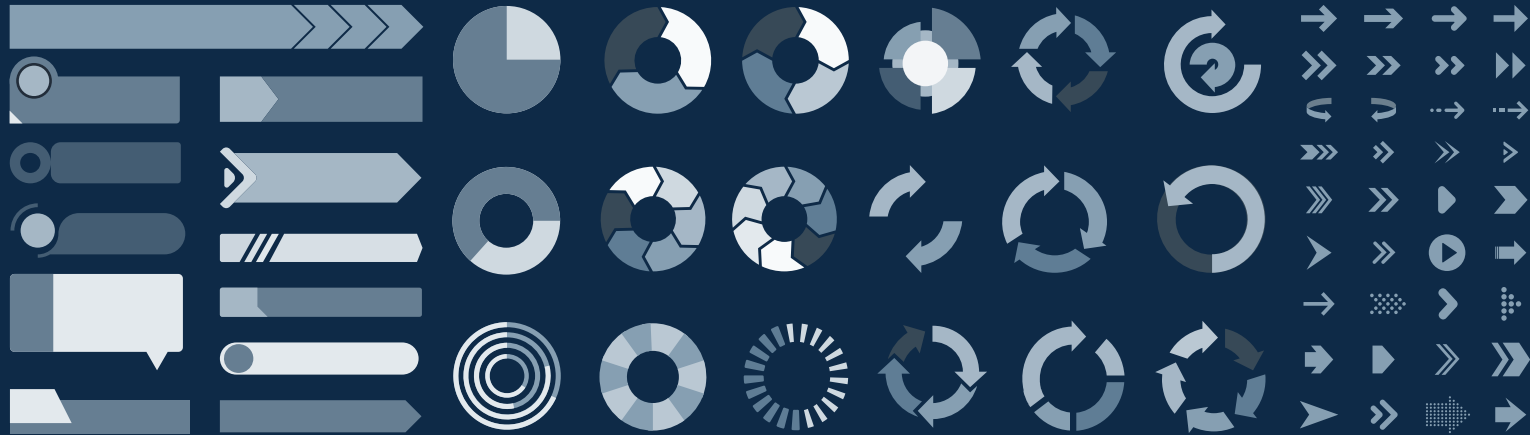


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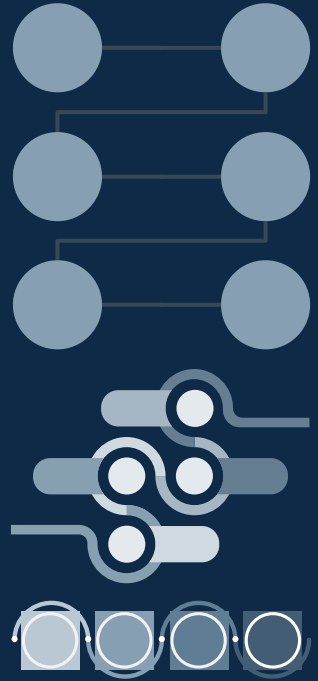
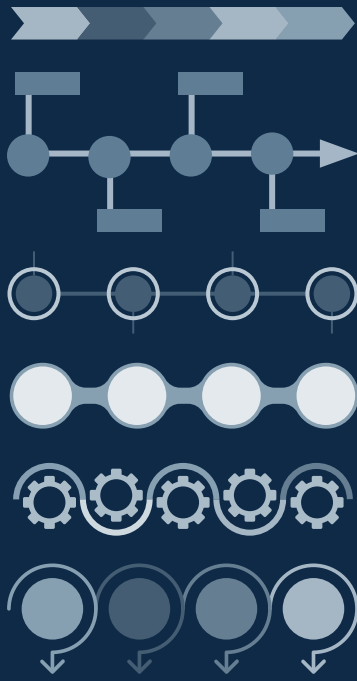
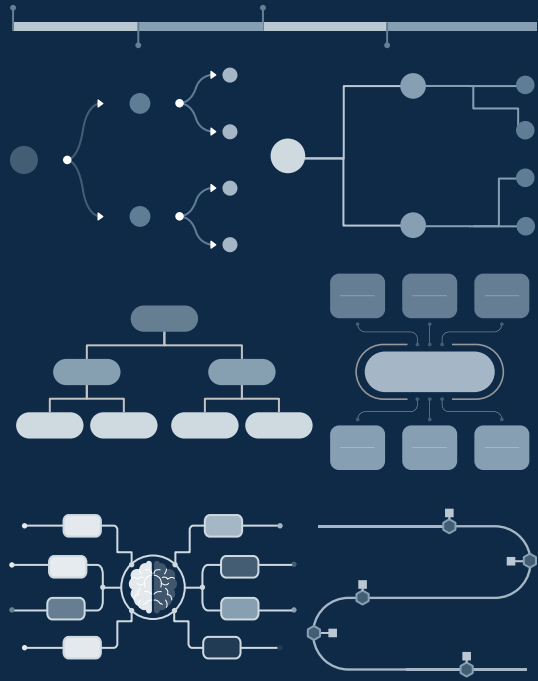
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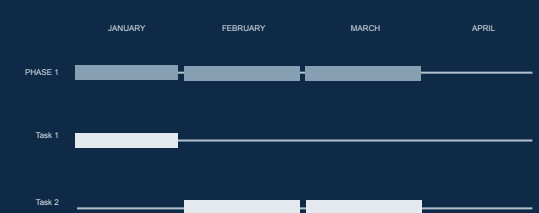
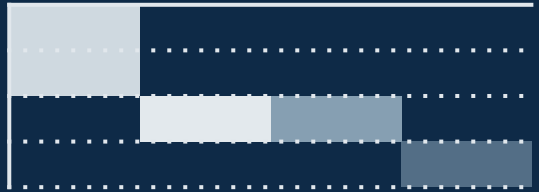
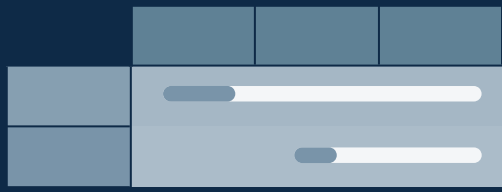
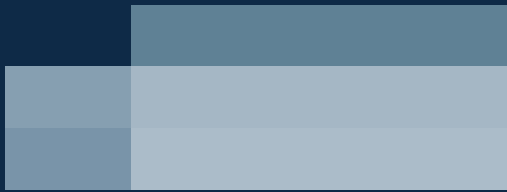
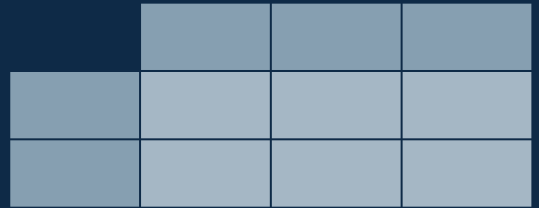
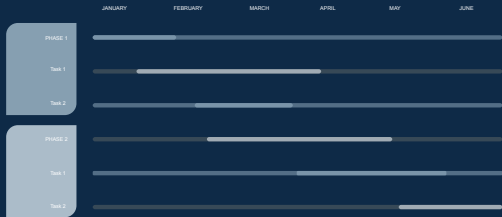
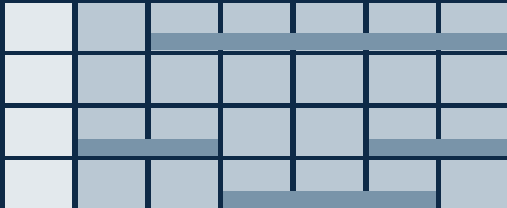
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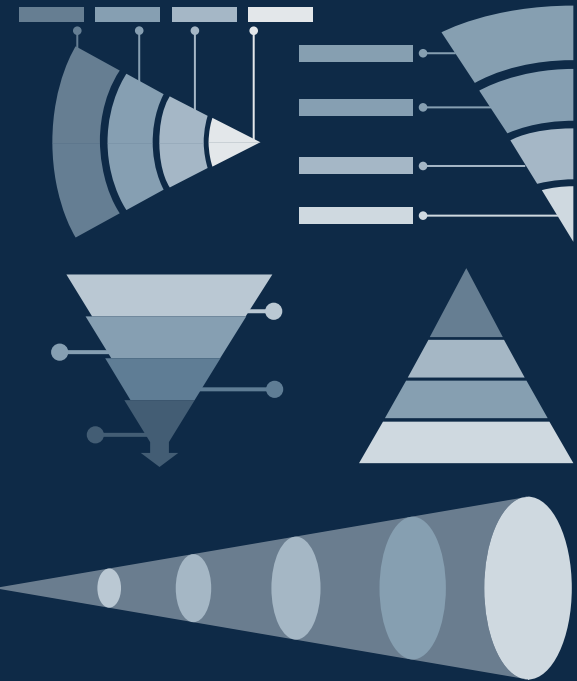
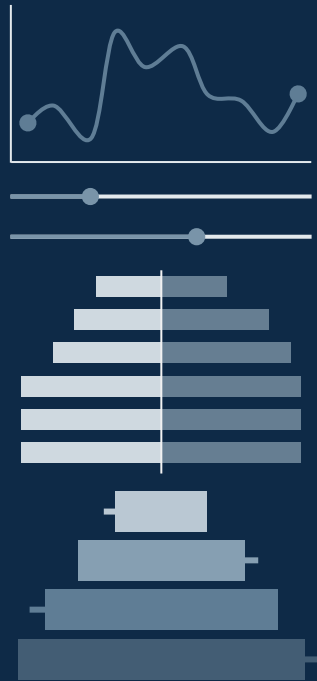
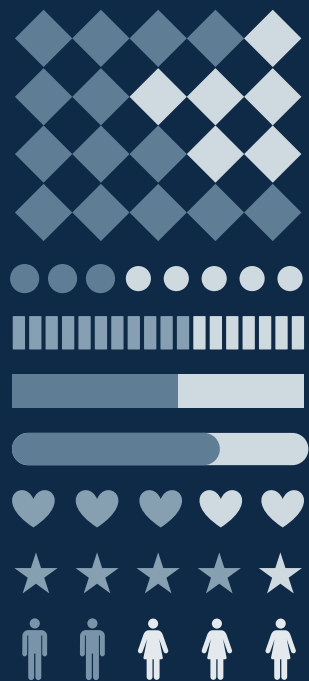
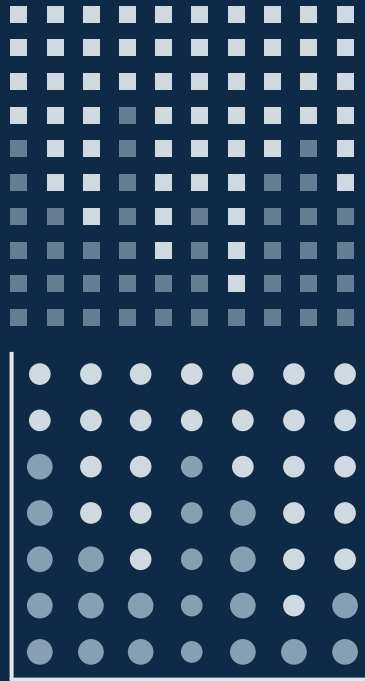












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## Medical Icons



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## Teamwork Icons







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