

Interactive Medium-Fi Prototype

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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

Encoding Values

Design values



Intentionality

Artists connect only with users who are **familiar** with and **interested** in their art.



Flexibility & Autonomy

Empower users with **full control** over their relationship with an artist they connect with, along with **diverse options** to explore further.



Intuitiveness

Make art **easily accessible** and **exploratory**, ensuring that connections to artists feel **instinctive** and **seamless**.

Value-aligned Features



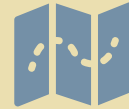
Intentionality

Users are prompted to connect with an artist **only** after they've **consistently shown interest** in artworks through "**likes**", **without** prior knowledge of who the artist is



Flexibility & Autonomy

Includes features such as **chat** for direct communication, **scheduling** tools for potential online and offline meetups, and **mutual preferences**, allowing users to delve deeper into understanding each other.



Intuitiveness

- Homepage design should **highlight** the creative work and clicking on them should lead to a **decluttered screen**.
- When a user "**likes**" a piece, they are then shown more posts from that **same creator**, guiding them smoothly towards an **artist recommendation**.

Value Tensions

Intentionality

Enhancing connection quality
through restrictions

VS.

Flexibility & Autonomy

Empowering users with
complete control

Features

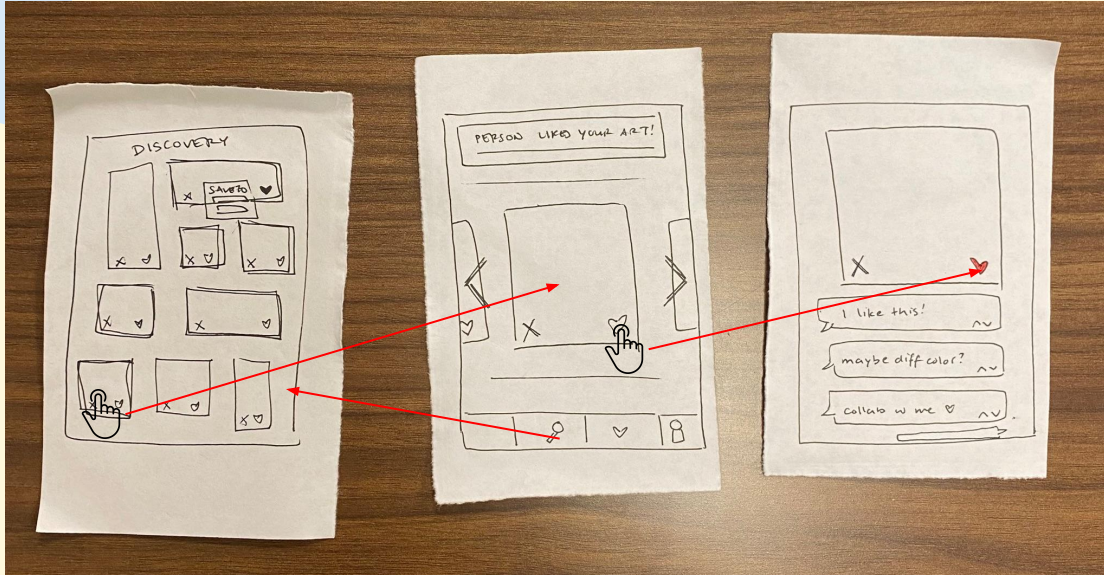
- User interaction on the app is **restricted** until they have connected to an artist.
- Users can explore countless arts but **can't** directly search for **artists**.
- Can't join in comments discussion until they've **indicated "like"**.

- Protecting artist **anonymity** is essential.
- These restrictions ensure artists **connect based on an interest in arts**, aligning with our main purpose.

02

Task Overview

Simple Task: Liking/Disliking Arts



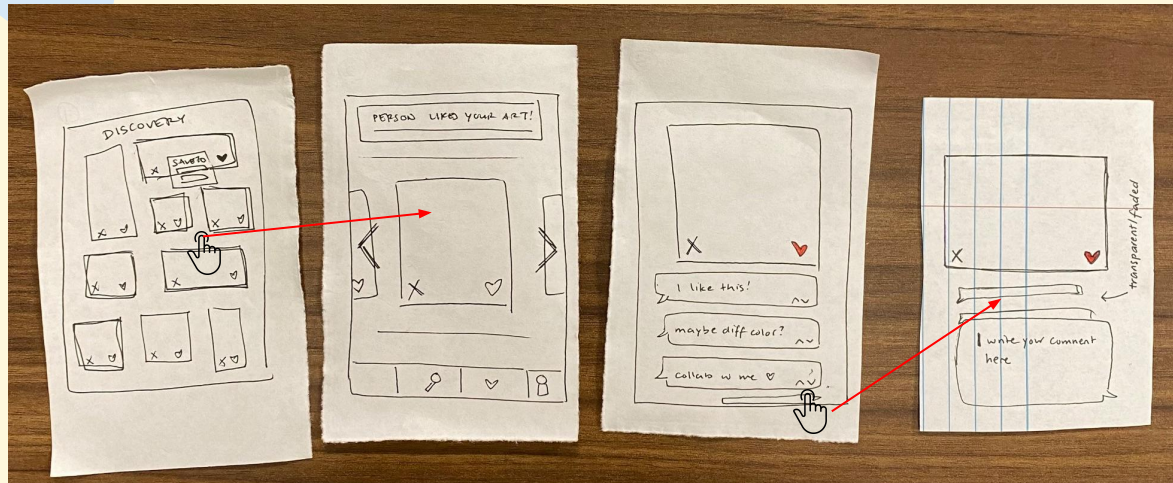
Proposed Change:

Exploring and liking art to express personal interest.

Moderate Task: Engaging in comments

Proposed Change:

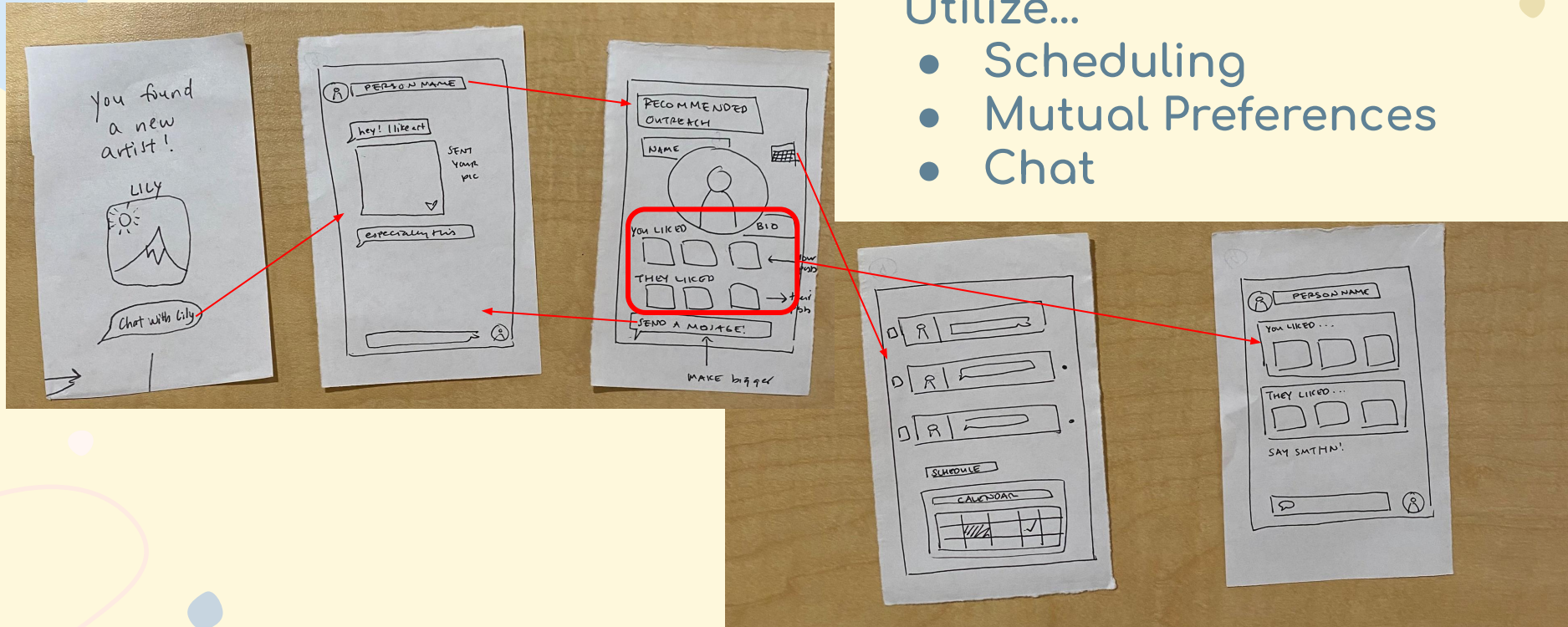
Joining comment discussions on a particular piece of art after the user has shown their appreciation by "liking" it.



Complex Task: Connecting and engaging with artists

Utilize...

- Scheduling
- Mutual Preferences
- Chat



03

Usability Goals & Key Measurements

Usability Goals & key measurements

Goal 1: Learnable



Learnable influences the desire to engage with art sharing and discovering



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 that participants completed without facilitator intervention.

Progress Towards Usability Goals

Goal 1: Learnable

- Decluttering the home screen
- Artwork should be the **only** thing users see on the home screen (besides the navigation bar)
- Softly-designed clickables to create an **inviting** feeling for users.

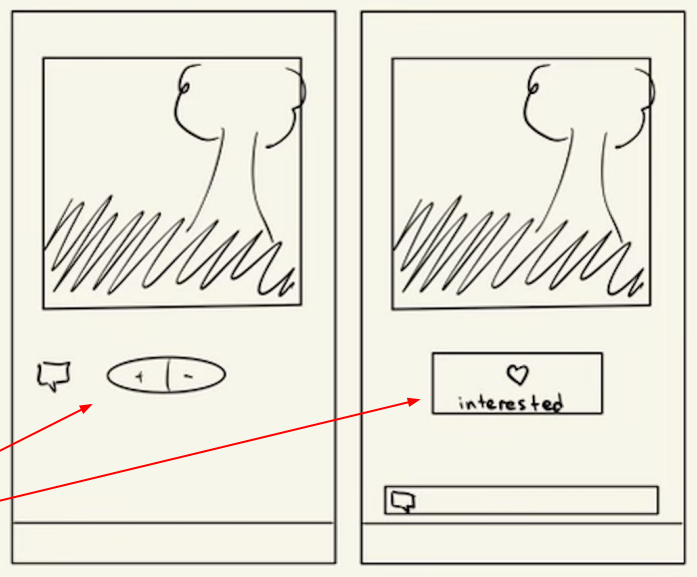
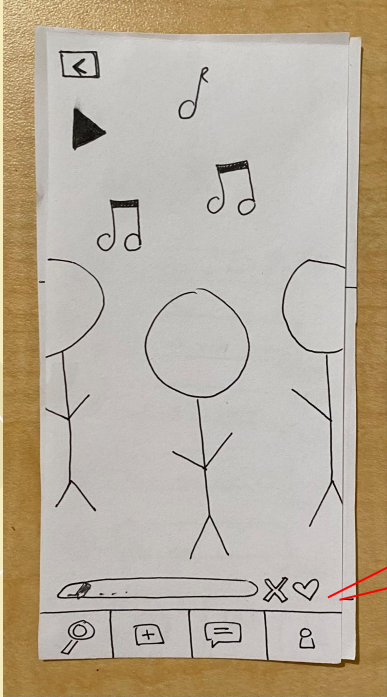
Goal 2: Discoverable

- Increase **clarity** on icons to avoid ambiguity.
- Spreading out the full functionality of complex interactions to create a sense of **progression** that feels natural.
- More options for users (ie clicking away, ability to “save for later”, etc)

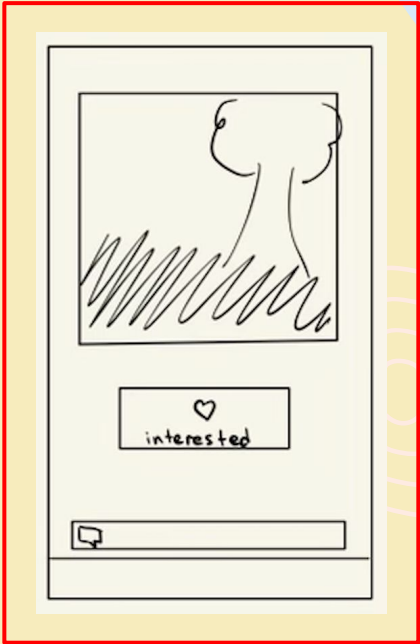
04

Interface Revisions

Major change #1 - Likes & Dislikes

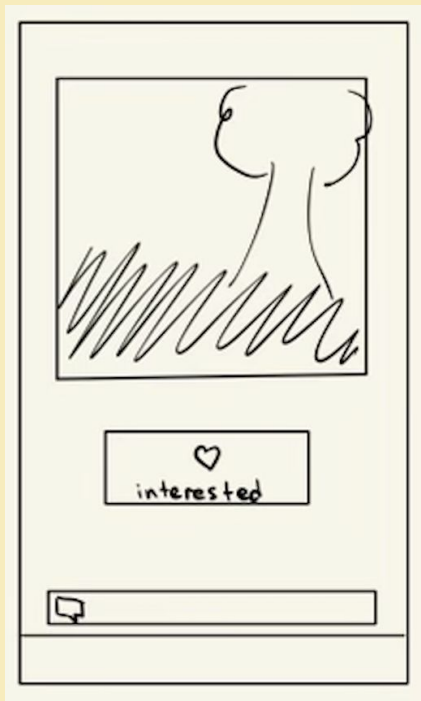
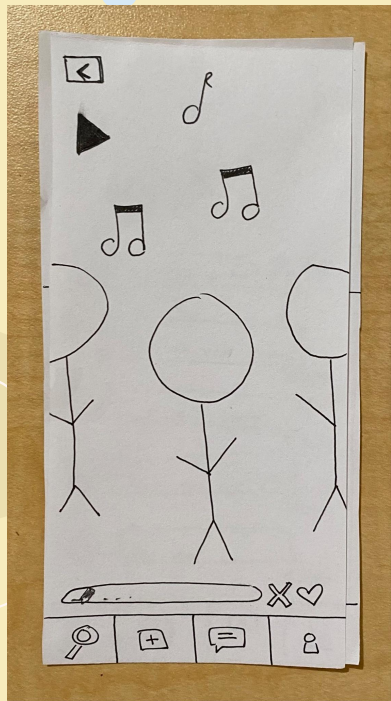


Different design considerations



Final decision

Major change #1 - Likes & Dislikes



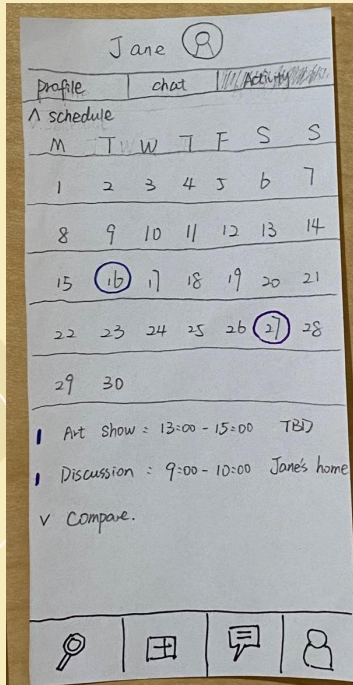
Reference:

Participants feared the **X** "not interested" button would alert the creator.

Strategy:

We heavily debated about keeping a dislike button. Ultimately, we decided to make do without it as we did not like the implications of pressing a dislike. From Lo-Fi testing, our results also discouraged the usage of a dislike button.

Major change #2 - Scheduling Change

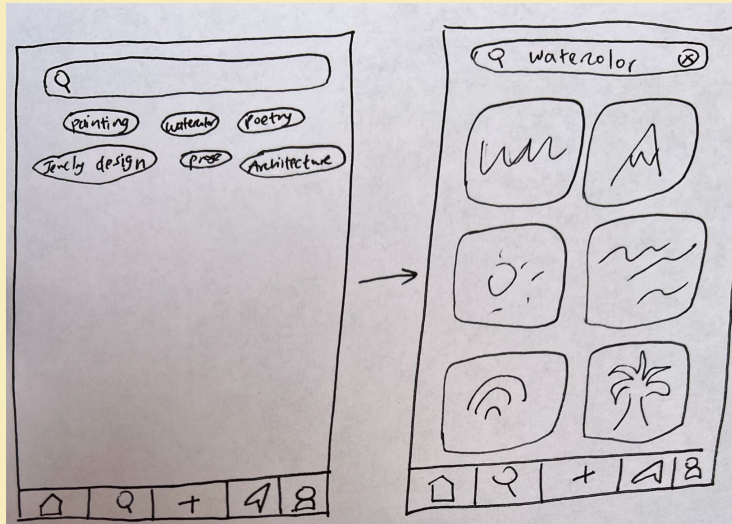
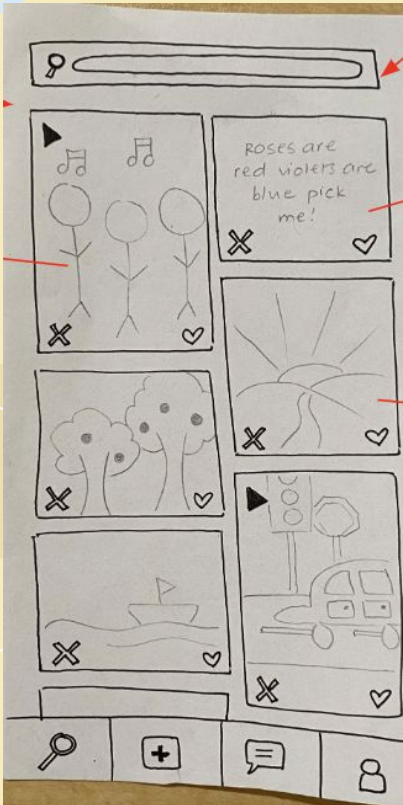


Reference:

Scheduling page purpose and functionality was unclear to all participants

Strategy: Instead of just a calendar with circled dates when there are events for a mutual artist, we revamped the scheduling page to allow users to see mutual artists' availability and send a request for a meeting. This addresses questions in our low-fi prototype testing about how to actually schedule time with a mutual artist and moves toward the usability goal of being discoverable as users are brought through a natural progression to interact & schedule meetings with mutual artists.

Major change #3 - Search Page



Strategy:

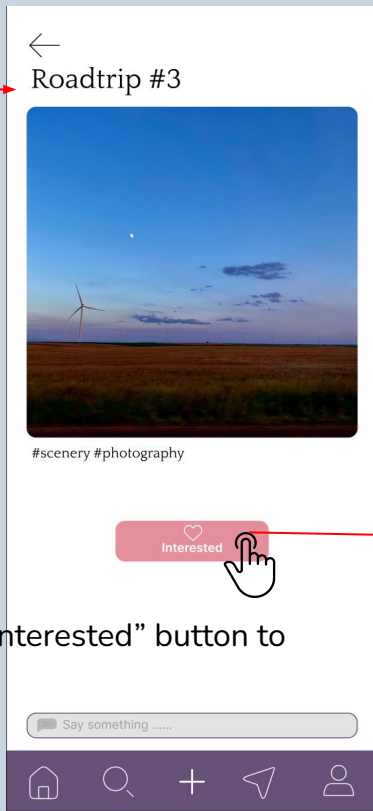
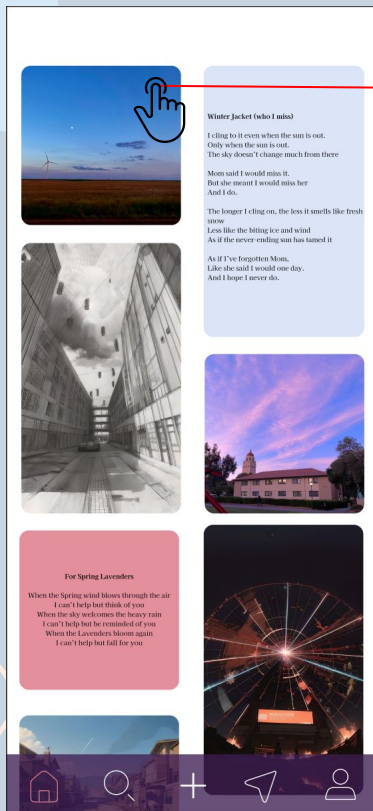
Rather than just have a search bar on the discover page, we decided to implement a dedicated search page. As mentioned by a participant in our low-fi testing, this is more intuitive for users who are familiar with other social media apps such as Instagram and Pinterest. This moves us toward our usability goal of being learnable, allowing users to easily understand where/how to search.

05

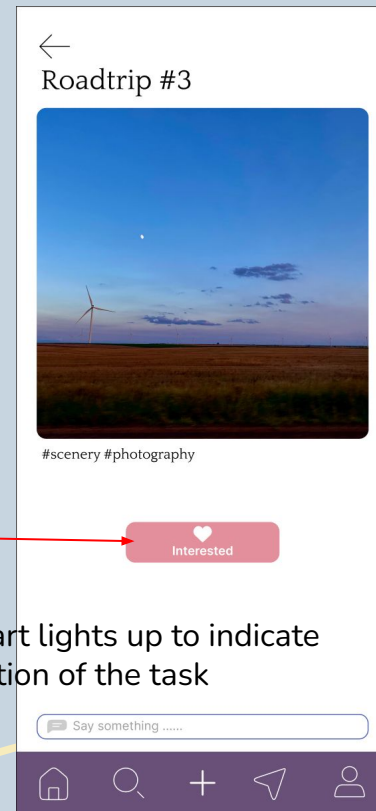
Med-Fi Prototype Task Flows

Simple Task

Explore art from Home Page

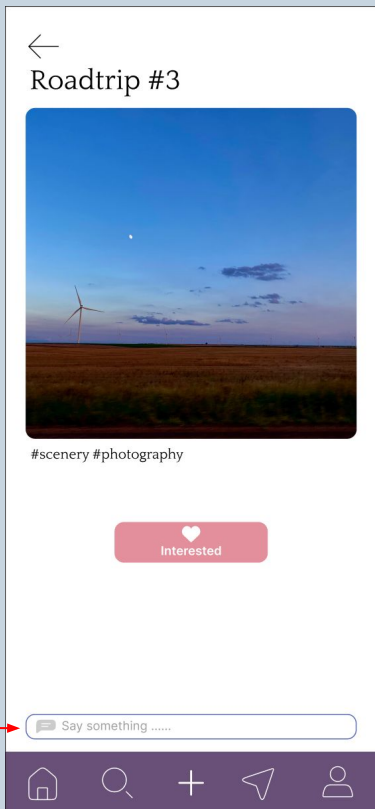
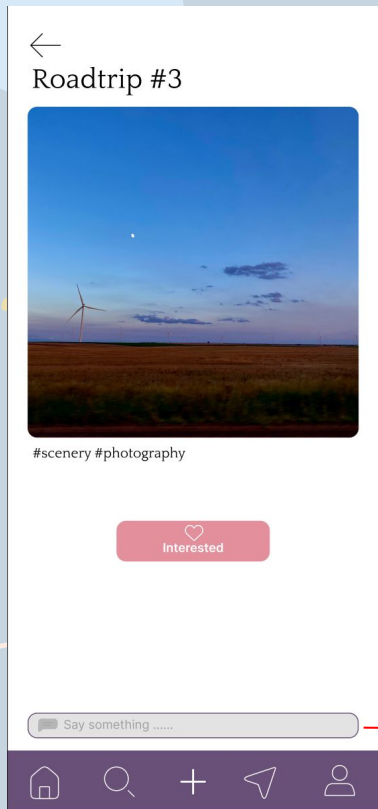


Click on the "interested" button to indicate a like



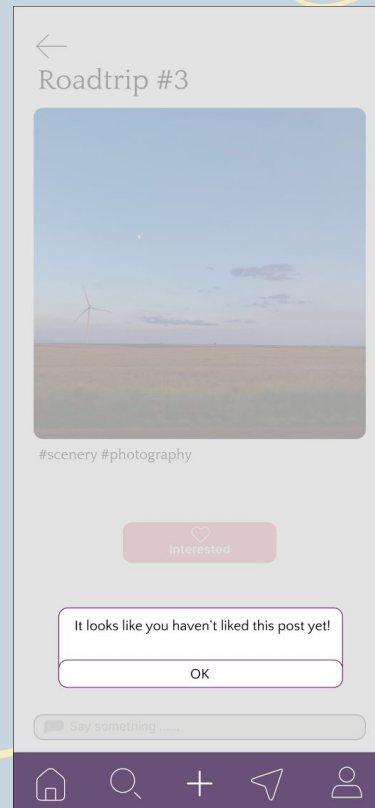
The heart lights up to indicate completion of the task

Moderate Task

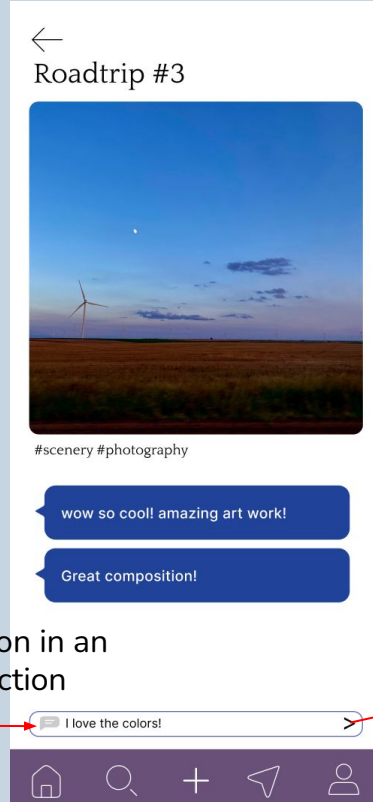
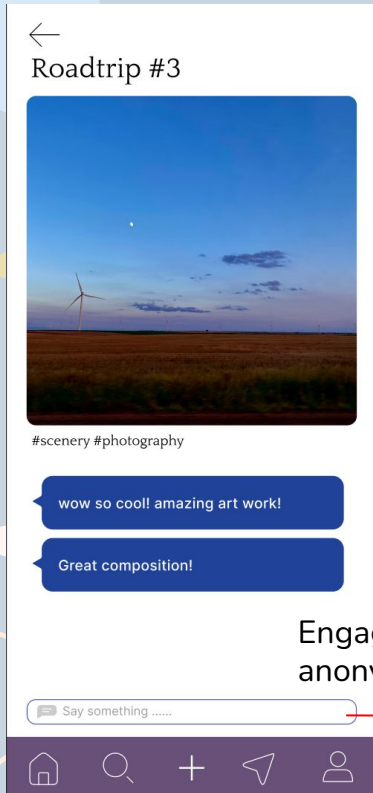


Attempts at accessing the comments without liking will lead to a pop-up that intuitively explains the functionality: engaging in comments of art you've actually liked.

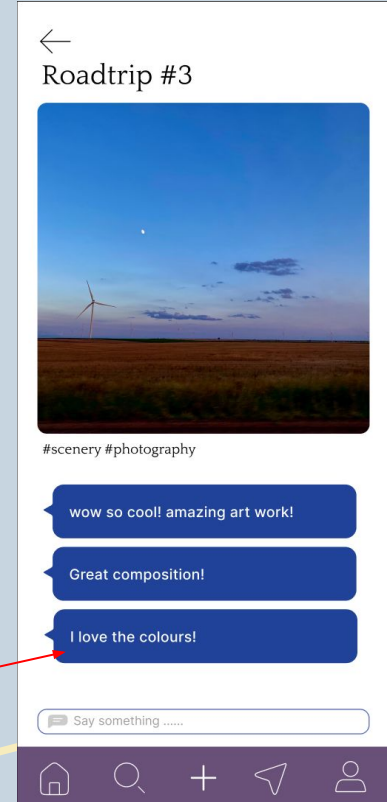
Once the simple task has been completed, the comment bar also changes in look



Moderate Task Cont.

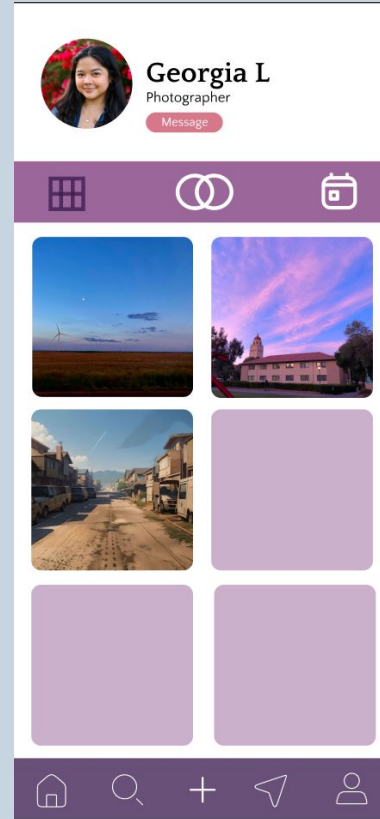
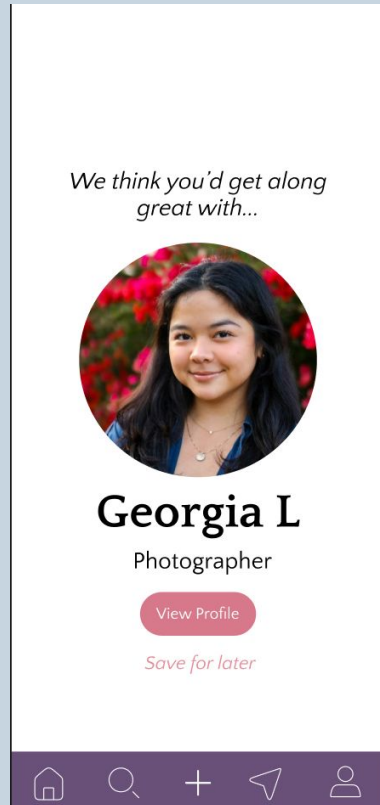


Engage in great discussion in an anonymous comment section



Complex Task

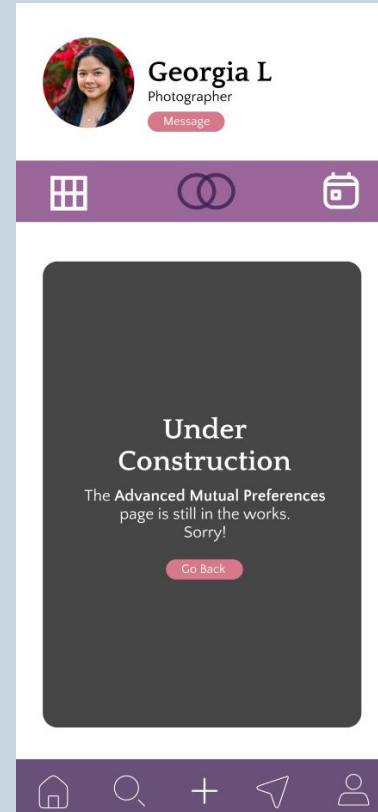
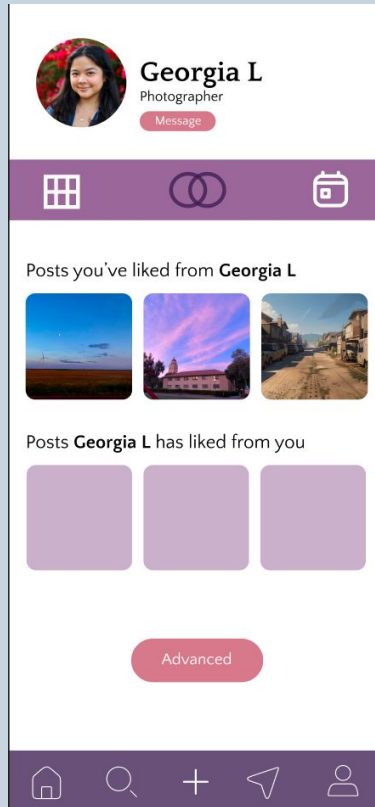
An artist recommendation page takes up the whole screen, with two available options: viewing the profile or saving it for later.



Example page of a user profile. Main functionality includes viewing their posts, mutual preferences, and a scheduling tab.

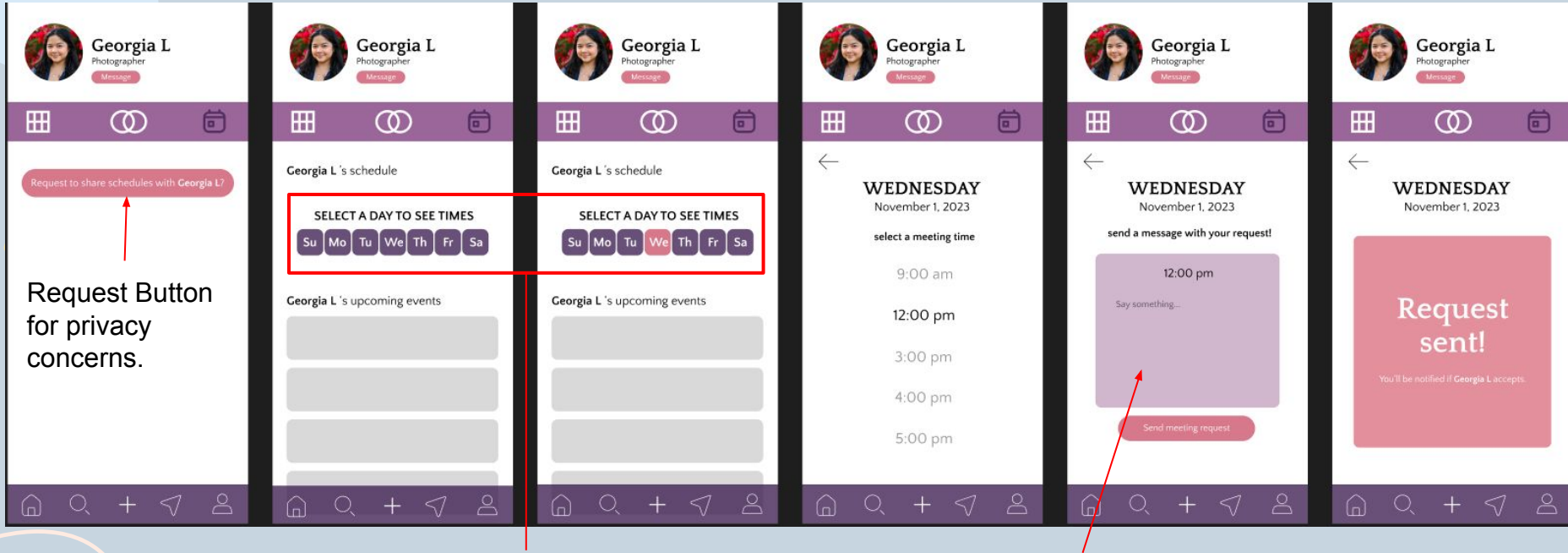
Complex Task - Mutual Preferences

View all the posts you two have liked from each other.



More robust details and functionality coming soon.

Complex Task - Scheduling



Week-by-Week scheduling availability.
(Inspired by when2meet)

Option to send a personalized note.

06

Prototype Implementation

Design Tools

We utilized Figma to build our med-fi prototype.

Pros:

- Many tools and features to mimic the usage of an app
- Easy accessibility and support for remote collaboration
- Lots of support and documentation for ease of use

Cons:

- Flows are linear, difficult for dynamic interactions
- No backend support for saving changes made

Limitations

- Limited functionality
 - No endless scrolling, messages button from the navigation is disabled, only 1 artist recommendation
- Multiple screens lead to “under construction” page where more granular details would be found, but not completed in this prototype
 - settings, advanced changes, etc
 - Continued details on art posts

Wizard of Oz

Artist recommendation

- The process is hardcoded, clicking like on one of the last posts leads to the pop-up
- All data is faked

Upload Process

- Lots of actual steps are skipped for the sake of the prototype

Search

- Only 1 possible search is able to be completed

Hard-Coded Items

Nearly all content on the prototype is hard-coded.

- All artwork
 - Personally sourced or from the Internet/AI tools
- Comments
- Artist recommendation process
 - See slide 35



Thanks!

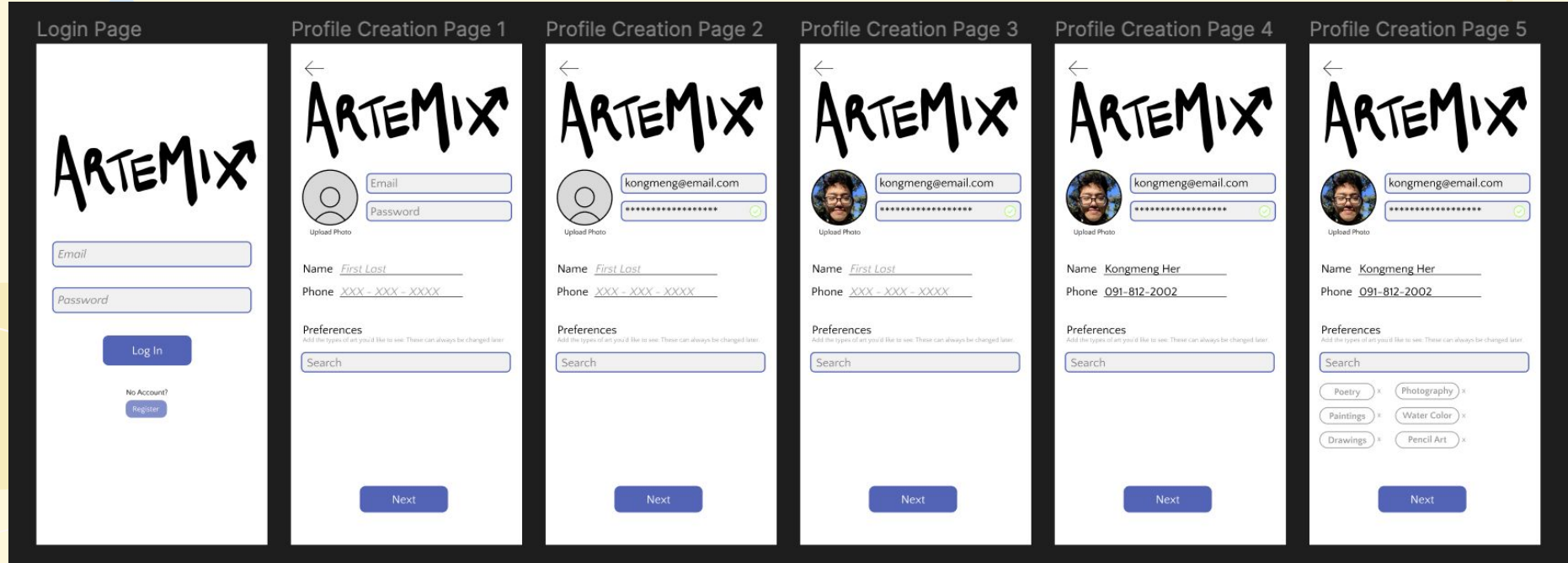
Appendix

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. The word "Appendix" is written in a dark grey, cursive font in the center of the page.

Prototype Link

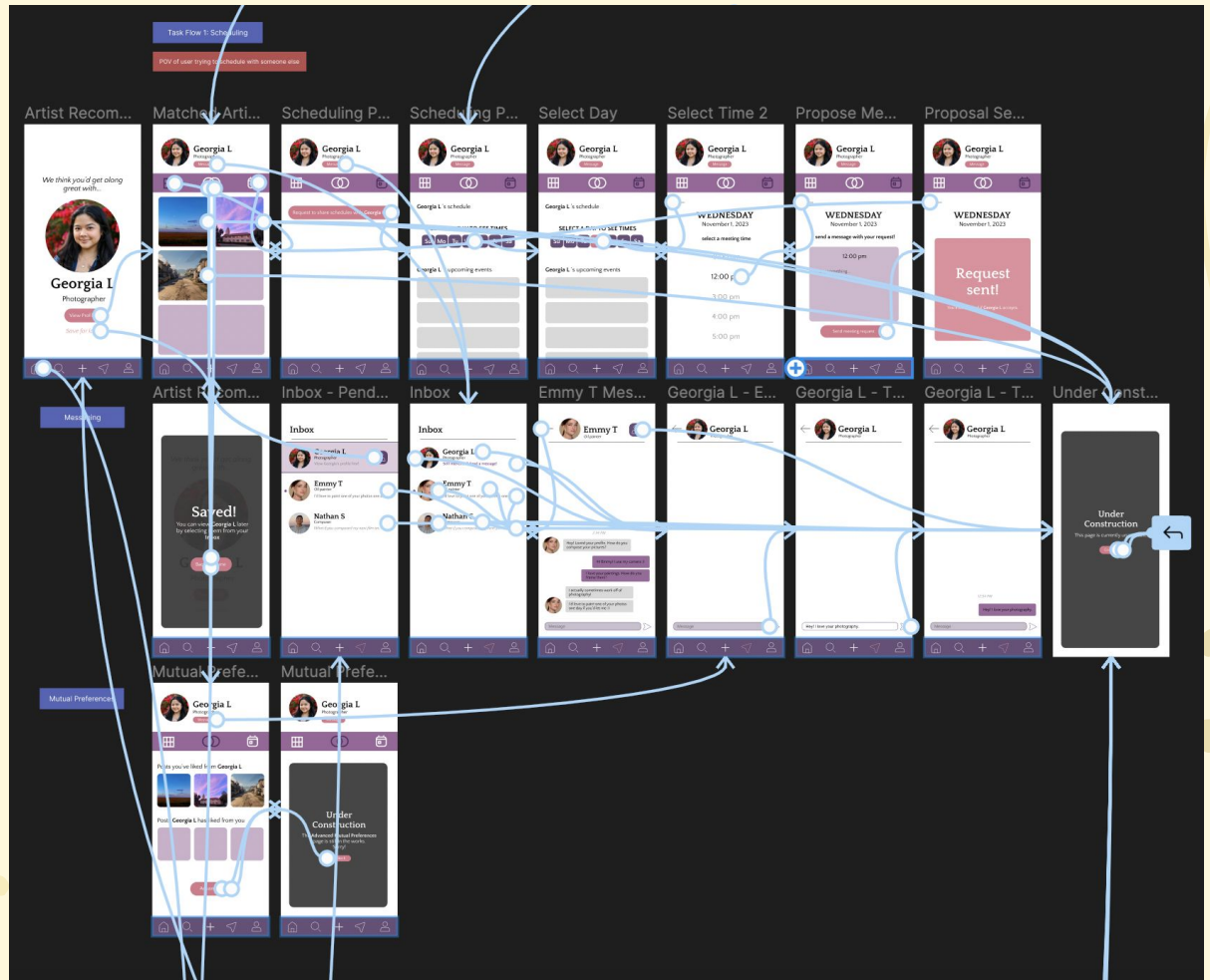
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Onboarding Flow

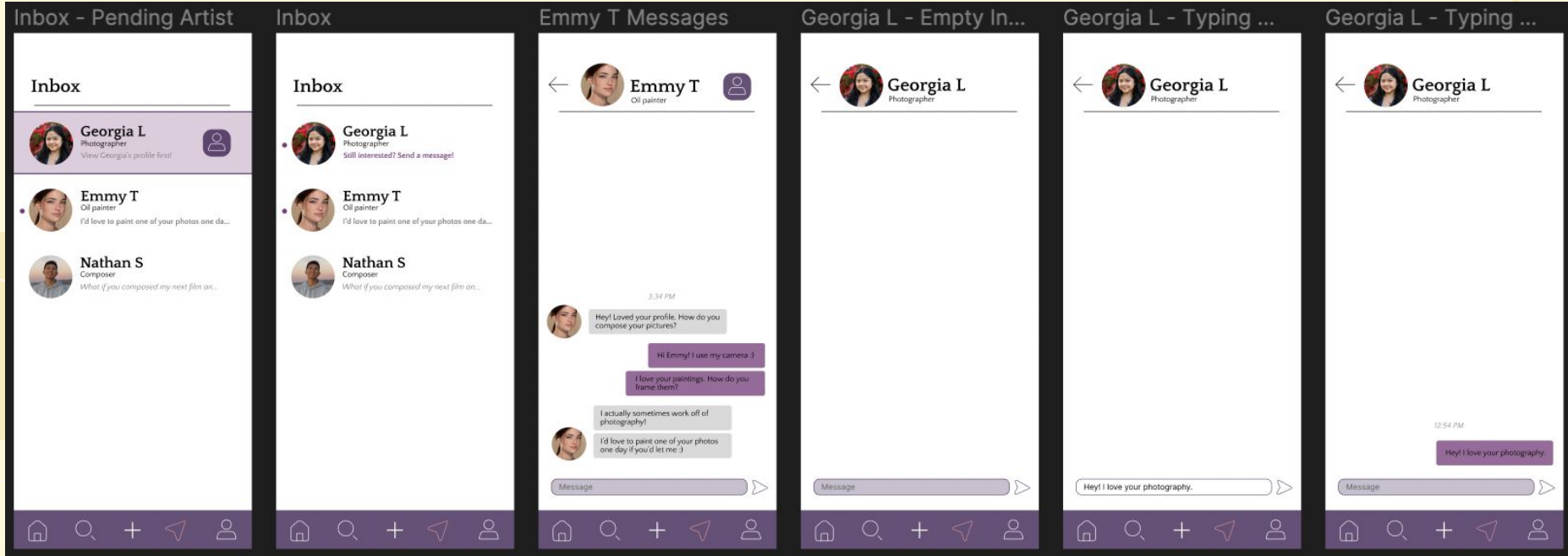


Matched Artist Task Flows

Includes:
Matching
Profile Viewing
Scheduling
Messaging

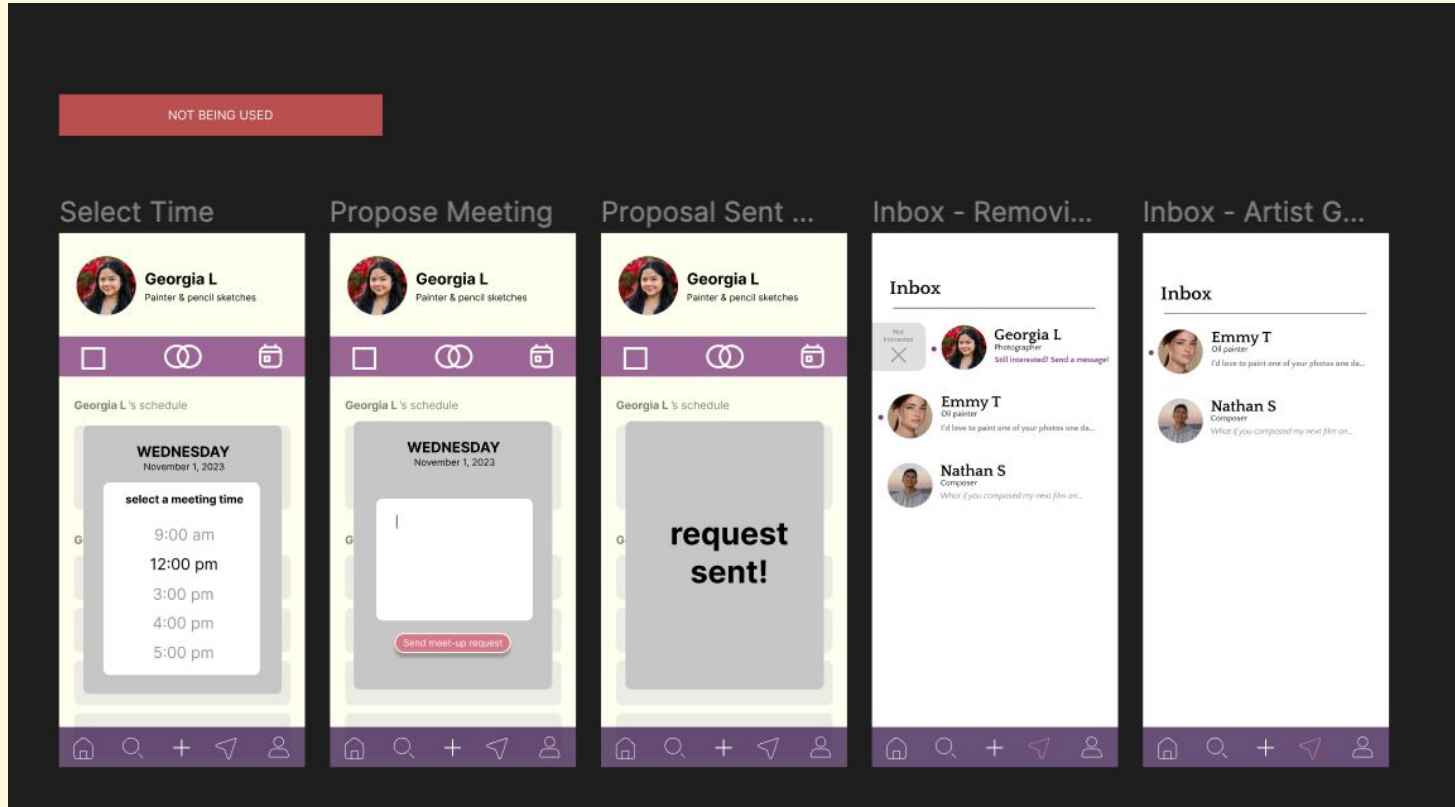


Inbox/Messaging Task Flow



Not Currently Being Used

Can potentially be used in the future



Home Page Layout



Winter Jacket (who I miss)

I cling to it even when the sun is out.
Only when the sun is out.
The sky doesn't change much from there

Mom said I would miss it.
But she meant I would miss her
And I do.

The longer I cling on, the less it smells like fresh
snow
Less like the biting ice and wind
As if the never-ending sun has tamed it

As if I've forgotten Mom,
Like she said I would one day.
And I hope I never do.



For Spring Lavenders

When the Spring wind blows through the air
I can't help but think of you
When the sky welcomes the heavy rain
I can't help but be reminded of you
When the Lavenders blossom again
I can't help but fall for you

