

ArtSmart App

AnitaM

Project Overview



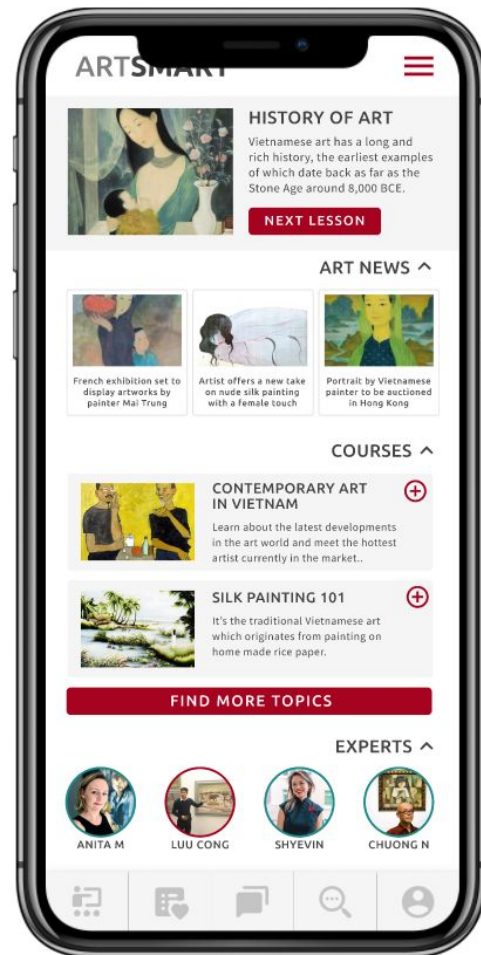
The product:

New educational app to help people learn more about Southeast Asian and Western art by offering interactive online courses, expert chat and capabilities to discover the art world from your mobile device.



Project duration:

April to June 2021



Project Overview



The problem:

Limited availability in the current local market to learn more about the art world without spending hours searching on the internet.



The goal:

Create an app that will have people to explore the vast art world, learn about various art forms, connect to like-minded peers & experts.

Project Overview



My role:

UX designer designing the ArtSmart App from conception to final delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the User

- User Research
- Personas
- Problem Statements
- User Journey Maps

User Research: Summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults & students who enjoy art but have limited time.

This user group confirmed initial assumptions about potential ArtSmart App users, but research also revealed that time was not the only factor limiting users from engaging with art. Other user problems included obligations, limited availability of art venues throughout the local market, and language barriers.

User Research: Pain Points

1

Availability

Very few outlets to learn about art in Southeast Asia.

2

Exposure

Local customs to copy important works of art to sell openly.

3

Language

Language barrier between locals and foreigners.

Persona: Trinh Anh Nguyen

Problem statement:

Trinh is a college student who would like a way to educate others about local and western art history because she believes it's important part of growing a cultural understanding.



Trinh Anh Nguyen

Age: 22

Education: BA Cultural Studies

Hometown: Hanoi

Family: Single

Occupation: MA Student

*"The principles of true art is not to portray,
but to evoke"*

Goals

- Engage in dialogue about art and its importance in society
- Encourage future generations to be more knowledgeable about local and international art
- Connect with people

Frustrations

- No official art history education in Vietnam
- Limited knowledge & exposure of Vietnamese art around the world

Trinh is a 22 year old, single with no kids, MA student with educational background in cultural studies who is passionate to bring more understanding and appreciation to locals about not only art in Vietnam but also bridge the gap between Western art history and how it relates to other cultures.

Persona: James Porter

Problem statement:

John is a business owner who would like to share his passion for art with his children because he feels that engaging with art and culture makes us all better world citizens.



James Porter

Age: 51

Education: MBA

Hometown: London / HCMC

Family: Married with 2 kids

Occupation: CEO

"Culture is an important part of the way we experience life."

Goals

- Create opportunities to enjoy/learn about local art and its history
- Support the community of artist but bringing international exposure.

Frustrations

- Limited cultural (in Eng) programming available to foreigners
- Fakes & copies of famous painting available everywhere on streets to buy

James is married for 16 years, are expat from London UK currently living in Saigon with his wife and their 2 kids. He started his own company and has deeply rooted passion for art and culture but find it rather difficult to enjoy what is available for them locally. Sometimes he feel bad that his kids do not have access to many museums focusing on international art and would love to find a way to compensate for it to give their kids full exposure to art & various cultures.

User Journey Map

Mapping James' user journey revealed how helpful it would be for users to have access to an art app to navigate the local art scene.

Persona: James Porter

Goal: Learn more about local artist (past & current)

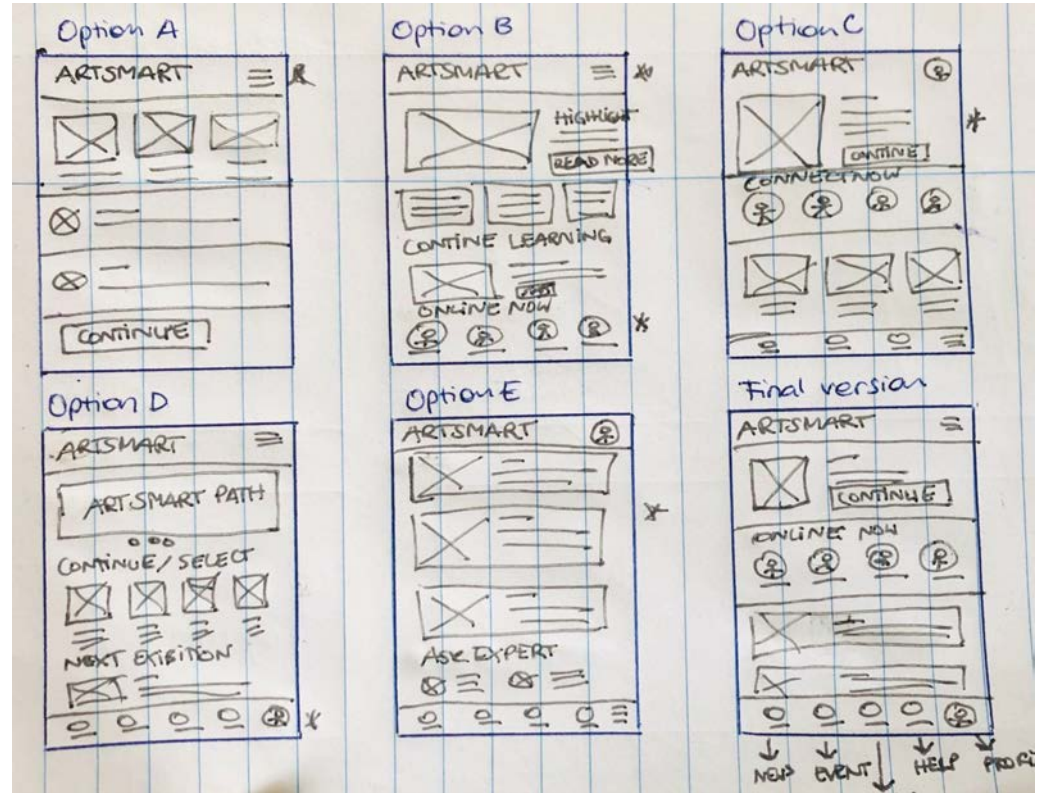
ACTION	Search for available info online	Locate local museums & galleries	Make a list of go-to places & current shows	Schedule a day for "art walk"	Go to museum/gallery to learn
TASK LIST	Tasks A. Look for info about local artist on web B. List all art outlets C. Join online art communities for local art	Tasks A. List local museums B. List galleries C. List other orgs that support art & could be of interest	Tasks A. Select "visit worthy" museums B. Note opening hours/days C. Check current gallery exhibitions	Tasks A. Select day for "art walk" B. Map out which places to visit when C. Consider traveling time	Tasks A. Book car B. Go to venue C. Walk through museum/gallery D. Enjoy art
FEELING ADJECTIVE	Confused with available info online. But excited to learn more and join like-minded groups.	Determined to learn more about art, but at the same time discourage by limited in-person events.	Delighted to have selected few places to visit. Intrigued to see how art world works locally.	Ambitious to explore art world and happy to finally dive into cultural exploration of local scene.	Thankful for the opportunity to see but frustrated with how art is handled and how little info available during visit.
IMPROVEMENT OPPORTUNITIES	Encourage public org to be more up to date with their info online.	Create local art listing app / website to make events easier to find in one place.	Provide visitor reviews for current events and provide additional info beyond scope of exhibition.	Create art walk planner sheet / app that connects to personal calendar.	Educate local museums on how to properly care for art.

Starting the Design

- Paper Wireframes
- Digital Wireframes
- Low-fidelity Prototype
- Usability Studies

Paper Wireframes

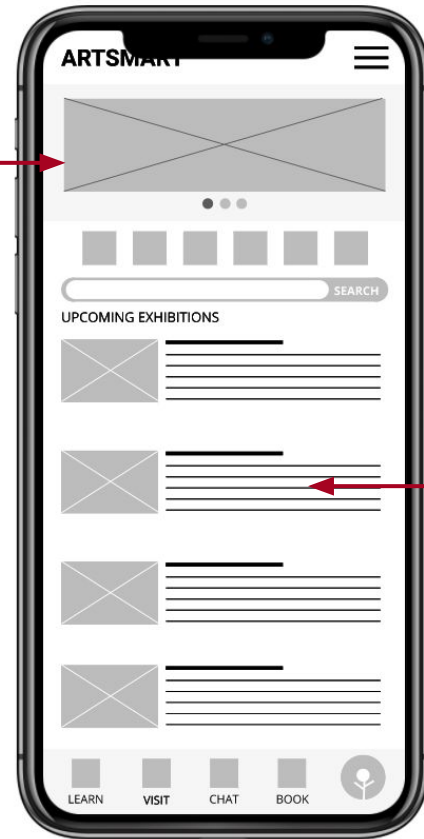
Taking the time to draft various options for the home screen allowed me to see different ways to address the user pain points while ensuring all important information is included in the design.



Digital Wireframes

First digital wireframe based on sketches of different home screen for ArtSmart app to explore further options with basic prototype.

Image gallery to highlight upcoming courses but has been change due to lack of call to action.

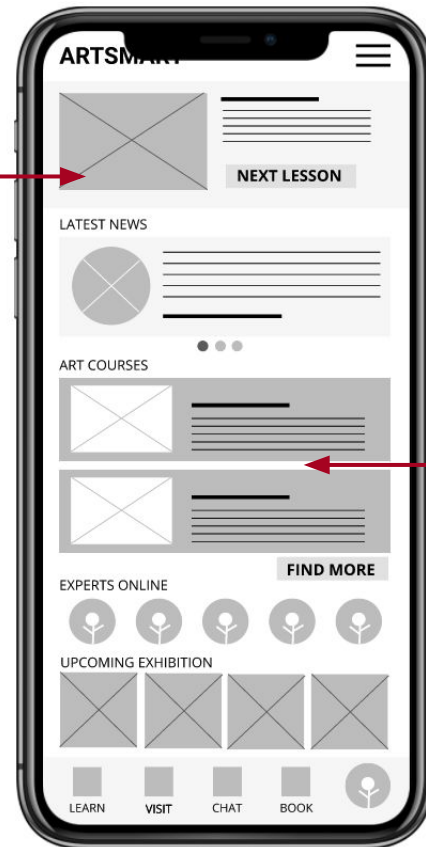


Highlight of upcoming exhibitions easy for users to explore but limiting user engagement.

Digital Wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research and adapt some of the layout to make the app more user friendly.

Improved hero section with smaller images, description and call to action.



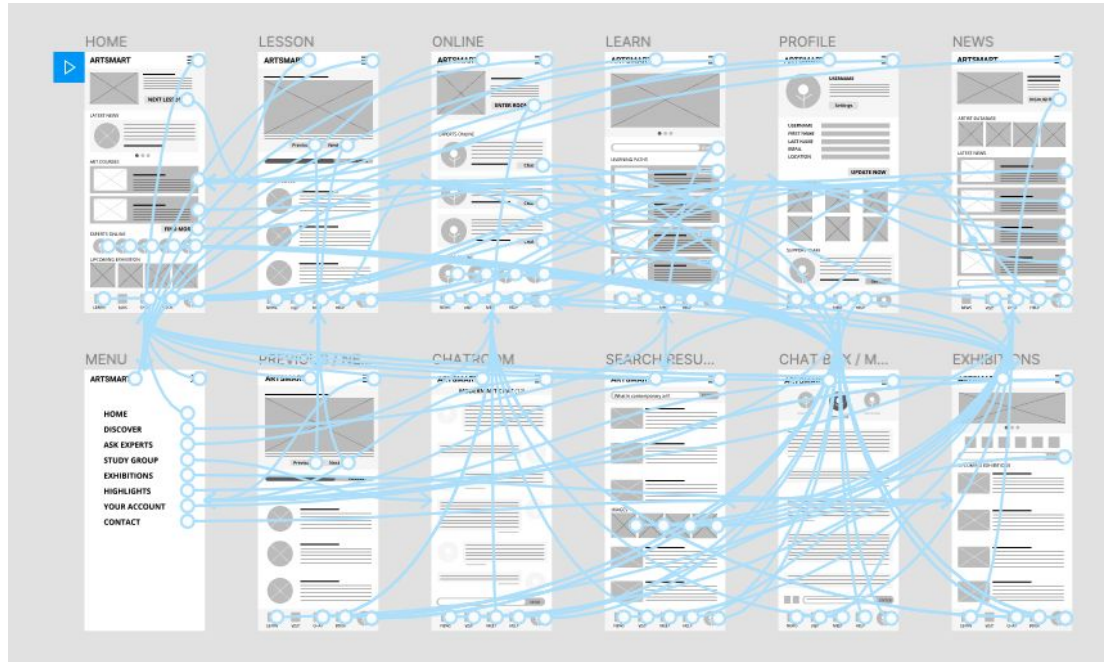
Different section on home screen give more options to engage users and provide better user experience.

Low-fidelity Prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was for user's to explore exhibitions offerings, so the prototype could be used in a usability study.

View the ArtSmaart App

[low-fidelity prototype](#)



Usability Study: Findings

I conducted one round of usability study. Findings from the first study helped guide the designs from wireframes to mockups while laying out a roadmap for initial prototyping stage of project.

Key Findings

- 1 Limitations in exhibition selection process
- 2 Difficulty to navigate the app
- 3 Home screen layout not user friendly

Refining the Design

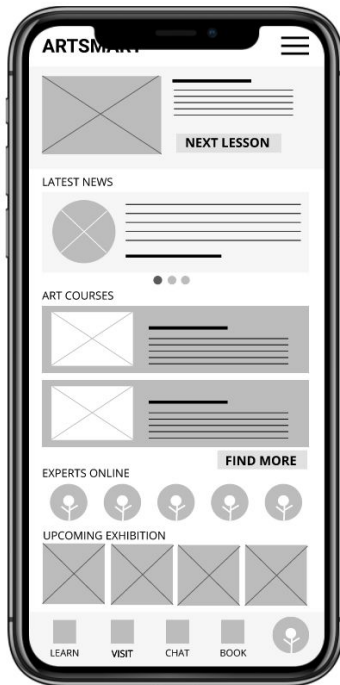


- Mockups
- High-fidelity Prototype
- Accessibility

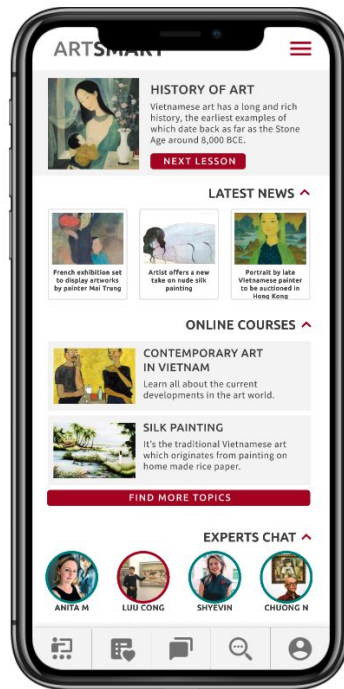
Mockups

Early designs included too map option for users to interact with which lead to overwhelm. By cutting down to continue with **next lesson**, latest **art news**, other **online courses** and **expert chat**, the goal of learning about art remains the main focal point.

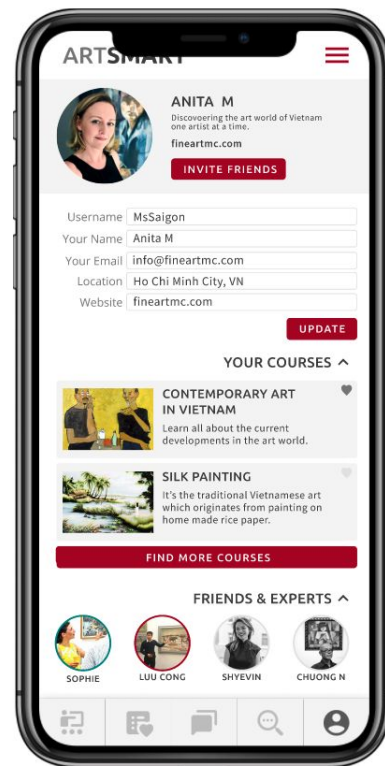
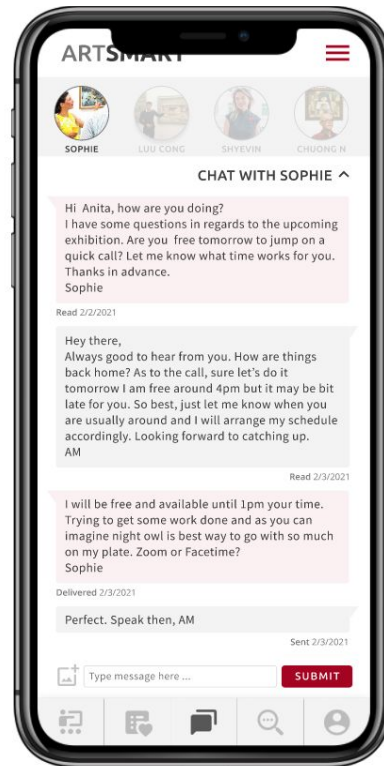
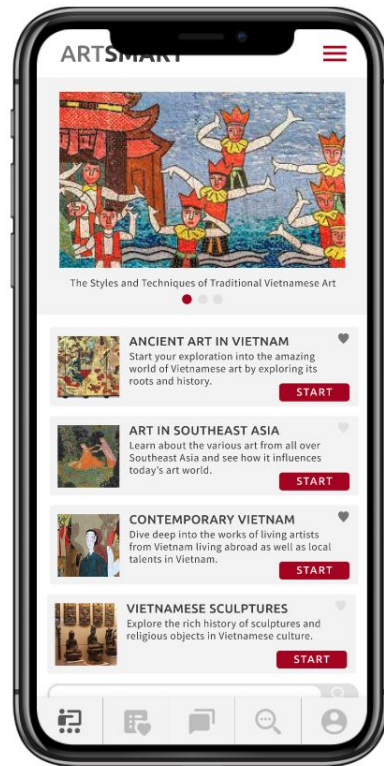
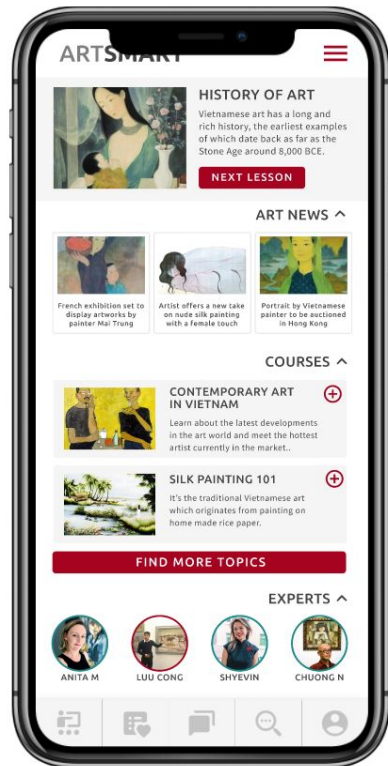
Before usability study



After usability study



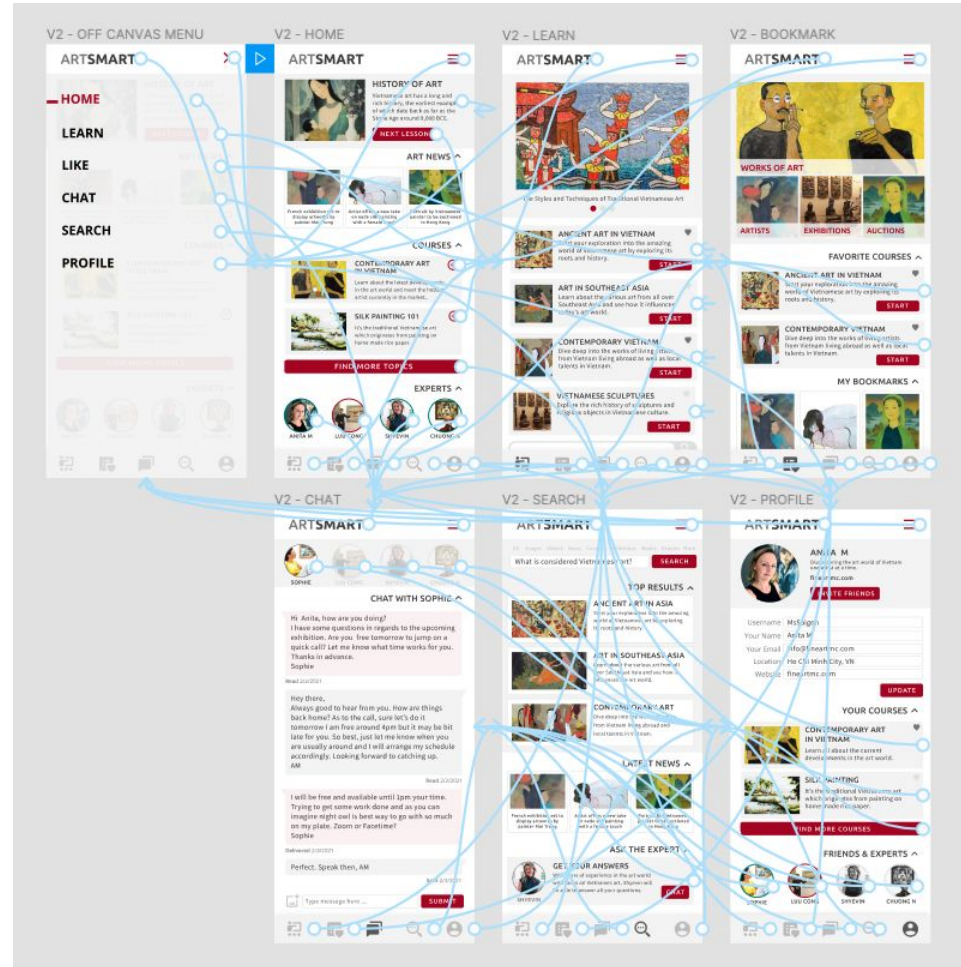
Mockups



High-fidelity Prototype

The final high-fidelity prototype presented cleaner user flows for discovering the art world. It also meets user needs for a selecting their own learning path while exploring local events & news.

View the ArtSmart App's [high-fidelity prototype](#)



Accessibility Considerations

1

Adjust the layout/content based on availability of internet speed for users in more remote areas.

2

Provided access to users who are vision impaired through adding alt text to images for screen readers.

3

Improve icons design to help make navigation easier to understand by including more common iconsets.

Going Forward

- Takeaways
- Next Steps

Takeaways



Impact:

The app makes users feel like they have the entire art world at the tip of their fingers.

One quote from peer feedback:

"The app makes learning about art fun. Not only can I discover lots of cool stuff but also connect with experts to get the right answer."



What I learned:

While designing the ArtSmart app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next Steps

1

Add multi-language functionality

Find the best way to add multi language support so users without English knowledge can use app without limitation and learn about art.

2

Increase overall accessibility

By not focusing on accessibility, the app excludes users because they can not interact with the app based on their limitations.

3

Create content download features

To ensure all users can take advantage of the app w/o internet connection, a download feature would help users to continue art journey on the go.

Let's Connect!



Thank you for your time reviewing my work on the ArtSmart app! If you'd like to see more or get in touch, my contact information is provided below.

Email: contact@anitam.com

Web: anitam.com/portfolio

Thank you!