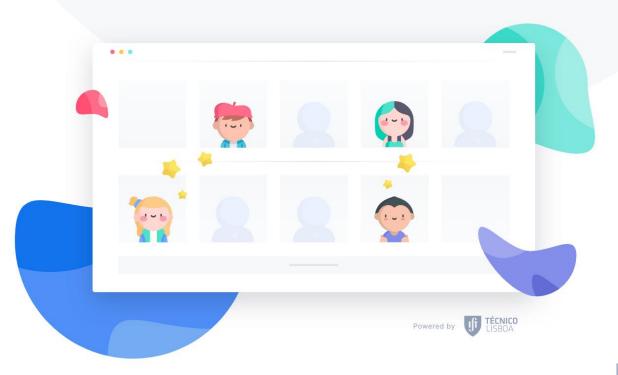# Artistree

Let the artistic world flourish!

Table of Contents

01

Introduction

Executive Summary

Introduction

In the context of the course of User-Centered Design, we were challenged to look at how the Covid-19 pandemic affected people's lives and to come up with a product that would be beneficial during this period and going forward.

The Problem

Applying the SQVID method, we identified a growing problem in the art world that was heightened by the pandemic. Many artists are struggling to make ends meet, and the average person has become disconnected to the artistic world. We set out to create a platform through which artists can connect with audiences in an easy and interactive way.

User Research

We identified two types of users: Artists and Audience. With this in mind, we conducted contextual inquiries with artists and performed questionnaires to better understand what our users' needs and desires were. We continued getting feedback from users during the entire process as a way of making improvements to the prototype and testing the final solution.

Design Process

During the development of the project we created several instances of prototypes. We started off with low fidelity prototypes, gradually improving them and eventually reaching a final fully functional prototype.

The Solution

The culmination of all this work was **Artistree** - a web app that allows to:

- Connect artists with a broader audience;
- Enable revenue for artists and attention from an audience;
- Artists and audience learn and collaborate with each other.

Artistree

"

To connect artists with an audience

"

Our Mission Statement

Artistree

Meet the Team

Afonso Luís
Project Manager

Tiago Delgado
User Research Lead

Lourenço Cortesão
Design Lead

Joana Sesinando
Front-end Developer

Guilherme Monteiro
Back-end Developer

Artistree

Meet the Team

We are a group of five Portuguese students from Instituto Superior Técnico (Lisbon, Portugal) finishing our Master's Degree in Computer Engineering.

We all have the same academic background but each one of us contributed to the project in their own way. In the end, everybody's help and commitment proved to be crucial for the success of the project.

Our project website can be found at:

https://web.tecnico.ulisboa.pt/joanasesinando/ccu

Artistree web app can be found at:

https://artistree-78c6a.web.app

Stakeholders

The current pandemic has affected both artists and audiences alike in a negative way, by canceling live performances, shutting down art galleries, making it impossible for street artists to perform and sell products, and more. There's a need for an environment in which artists can once again connect with the masses in a healthy way.

Artistree is tailor-made to fit the needs of these two groups.

Artists

Unemployed artists looking for new ways to share their work with an audience and get revenue once again, and new artists looking to break through in the artistic scene.

Audience

People who feel disconnected from the artistic world or are simply looking for new ways to discover and interact with artists.

02

Project Overview

Scope

Due to the current pandemic, a lot of artists have lost their jobs and revenue. Musicians are unable to book gigs, street performers have no tourists with whom to share their talents, visual artists have no tourists to appreciate and buy their pieces. It's been a hard time for artists around the globe and a hard time for all of us who want to appreciate and support the arts.
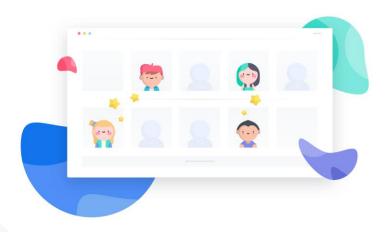
Artistree will let the artistic world flourish.

Artistree

Core Idea

ArtisTree is a web app that allows artists to connect with their audience in an easy and interactive way

Our idea is to provide a bridge between artists and their audience, where you can discover new artists and support them by assisting to their performances or buying their products, learn from them through tailor-made courses or live workshops, or even book private gigs and classes.

Through focusing on providing the best possible interaction between artists and audience, the possibilities are endless.

Artistree

Key Features

Discover and Connect

Artistree will highlight artists based on your personal preferences, helping users discover new artists that they find interesting. You can subscribe, or follow, artists to keep up with their work by being notified about live performances and seeing their publications on your personal information feed.

Live Performances

It is crucial that **Artistree** provides an environment for artists to perform. Artists are able to live stream freely or schedule live performances, either monetized or free to enter. During streaming, users can talk through a live chat and are able to provide feedback and support through virtual cheering and tipping.

Key Features

Private Gigs

Through **Artistree**, artists can display an array of standard gigs which users might purchase. These can be anything from private performances, to creating and selling a personalized artistic piece, or even tutoring. Users are also able to make offers for personalized gigs, allowing artist and consumer to come to a mutually beneficial agreement.

Art Courses

In **Artistree**, you can learn from your favourite artists through art courses they make available to the public. Users can enroll in courses and take their time to complete them, and even revisit them in the future. These courses can contain any number of processes, from educational videos to practice exercises. Artists can offer to personally evaluate your progress.

Technology

We pondered what the best way of doing Artistree was and eventually decided that creating a web app would be the best option since it allowed the user to interact with Artistree on any device with an internet connection.

We used Angular to implement our front-end, along with Bootstrap to make our development process quicker, and Eva Icons to display all the icons of the web app. For our back-end we took advantage of Google's Firebase tools and used Firebase Realtime Database and Firebase Authentication.
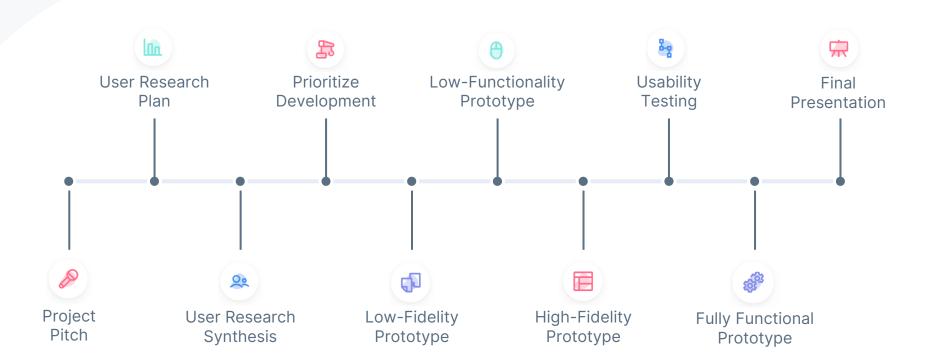
ANGULAR

Bootstrap

Eva Icons

Firebase

Schedule

User Research Plan

Prioritize Development

Low-Functionality Prototype

Usability Testing

Final Presentation

Project Pitch

User Research Synthesis

Low-Fidelity Prototype

High-Fidelity Prototype

Fully Functional Prototype

Artistree

03

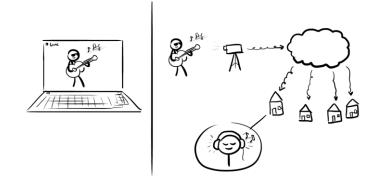# Process

BrainStorming

Having been challenged to come up with a solution for a problem caused or heightened by the Covid-19 pandemic, we started by looking at how it had affected our own personal lives, as well as the lives of those close to us. We quickly identified several problems in the cultural world, and the social media made it very clear that we were living an artistic crisis.

We started a brainstorming process to pinpoint what areas were the most affected and the best way to improve them, both during the pandemic and looking toward the future.

To further cement the ideas we brought to the table, we applied the SQVID technique to them (refer to appendix), filtering all of them into what would become **Artistree**, a web app that could fill the empty space on the consumption of art that Covid-19 left on all of us.

User Research

In order for **Artistree** to be the best product possible, we needed a deep understanding of the needs and desires of both our target groups: artists and audience.

To reach a considerable number of users, and having taken into account the limitations set by the pandemic, we handed out an online questionnaire to both artists and audience, aiming for a general understanding of our users' current situation.

To better comprehend how Covid-19 affected artists' lives and their needs going forward, we also conducted personal interviews (remotely) with four artists from different fields.

These were brief 10-minute interviews where we collected general demographic data and got some insight about their work, workspace, tools and programs, how Covid-19 has affected them and what kind of goals they had towards their work.

Artists Interviewed

Visual Artist

- Submits paintings to art galleries
- Events cancelled due to Covid-19
- Art is the only source of revenue
- Pandemic has affected her creativity

Game Designer

- 3D environments specialist
- Freelancer working from home
- Not much affected, works mostly online
- Art is the only source of revenue

DJ

- Music composer and performer
- Freelancer working from home
- Events cancelled due to Covid-19
- Wants to reach bigger audiences

Graphic Designer

- Internship cancelled due to Covid-19
- Art is the main source of revenue
- Started selling posters
- Wants to live off her art

Artistree

Questionnaire

In the first part of the questionnaire, we inquired participants about what technologies they use, what online platforms they are familiar with and what kind of content they prefer.

- **100%** of participants own a computer and smartphone, but only **33%** own a tablet.
- People spend on average around **6 hours** using a computer and **4 hours** on the phone, daily.
- Video streaming platforms that people are most familiar with are **YouTube**, **Netflix** and **Twitch**.
- People also follow art icons and watch live-streams in social media apps like **Facebook** and **Instagram**.

This data led us to conclude that the best way to create **Artistree** was to develop a web-app. Most participants already consume live entertainment through the computer, and by making it responsive we also allow users to use it from a smartphone or any other device with an internet connection.

Learning about our users' preferences when it comes to entertainment, and live-streams specifically, allowed us to take inspiration from those platforms to create a friendly and familiar environment. It also led us to implement some features commonly associated with social media applications, since connection between artist and audience is crucial.

Questionnaire

From this point, the questionnaire was divided in two, separated between artists and audience.

For artists, we tried to understand how and where they usually worked before the pandemic, and if it has changed with Covid-19.

Out of 7 artists:

- **6** work from home, **2** work from an academy, and **1** works in the streets.
- **3** feel happy working from home, **3** feel lonely.
- **4** collaborate with other artists.
- Only **3** get paid for their artistic work.

We also wanted to know if they already used any online platform to promote their work and what features they would like to see in our application.

Out of 7 artists:

- **4** don't use any platform to promote their work.
- **All** report a level of difficulty to be discovered and promoted in their line of work.
- **4** have considered live-streaming their artistic process.

Questionnaire

For the audience we started by trying to understand what types of art they enjoyed. We wanted to know what online platforms they were already using, if any, and to what end, if was only to consume the content or to interact/keep up with the artists.

Out of 38 responses:

- Only **2** (**5.3%**) didn't use any online platform
- **29** responses (**76.3%**) said that use the platforms to keep up with the artists
- **11** (**28.9%**) said that don't interact with the artists

We ascertained whether COVID had affected in any way their art consumption or not. We finalized with some questions on what features they would like to see in our app and if they were interested in using it.

- **13** (**34.2%**) said that weren't affected
- Only **6** (**15.8%**) said that weren't interested in using our app

Artistree

Questionnaire

We asked artists and audience to rate their interest in potential app features. These were the average results:

Artists

Be discovered by new people - **4.0**

Chat with your audience - **3.4**

Do live Performances - **3.1**

Let your audience participate in your work - **3.1**

Teach your art in a course - **3.3**

Learn directly with other artists from your field - **4.6**

Give private Lessons - **3.1**

Book gigs - **3.0**

Sell work or merch - **2.1**

Accept tips from audience - **3.3**

Give backstage meetings - **2.9**

Audience

3.7 - Discover new artists

2.7 - Chat with artists

3.7 - Watch live performances

2.6 - Participate in the artist's work

3.3 - Learn from a course from an artist

2.7 - Get private lessons from an artist

3.1 - Book gigs for a specific artist

3.1 - Buy an artist's work or merch

2.6 - Send tips to an artist you support

2.9 - Have backstage/behind the scenes meetings

Artistree

Personas & Design Goals

Through our user research we came up with three personas representing our artists and users, and created some possible scenarios for them (refer to appendix). Doing so helped us visualize our end users and pushed us into creating designs with their needs in mind.
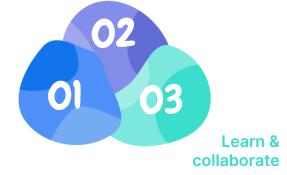
We also came up with some design goals based on what our user research indicated the core activities for **Artistree** should be. They set a foundation for the design process that followed.

Book gigs & live performances

Enable revenue for artists and attention from an audience

Match artists with an audience

Connect artists with a broader audience

Learn & collaborate

Let artists and audience learn and collaborate with each other
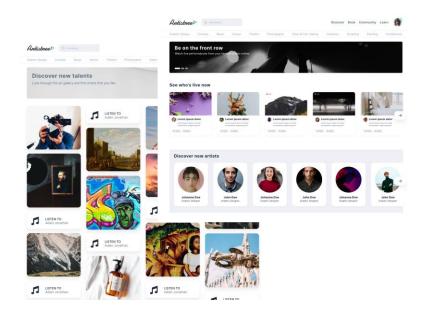
02

01

03

Artistree

Low-Fidelity Prototype

With our design goals in mind, we started sketching and coming up with different design ideas.

We divided ourselves in two teams and applied the 10+10 method on each design goal (refer to appendix). After listing 10 different options and discussing between each other, we picked the best ones and created a low-fidelity prototype that we could later validate with real users.
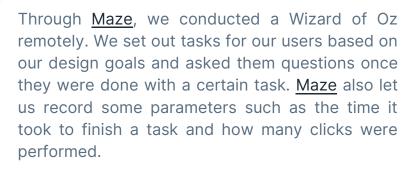
We decided on using <u>Figma</u> for the prototype because it was a simple yet powerful tool that could also be integrated with <u>Maze</u> to get feedback from real users.

View low-fidelity prototype

Feedback

Through <u>Maze</u>, we conducted a Wizard of Oz remotely. We set out tasks for our users based on our design goals and asked them questions once they were done with a certain task. <u>Maze</u> also let us record some parameters such as the time it took to finish a task and how many clicks were performed.

We managed to get **15 testers** and all of them were able to complete the tasks which were:
1. Find a magician
2. Book a magic show
3. Enrol in a magic tricks course

User feedback showed us we needed to **improve our overall flow of the design**, especially when trying to find an artist since this task was the one users found the hardest to complete.

With this in mind, we changed our navigation labels on the next iteration to make it clearer and help improve this flow.
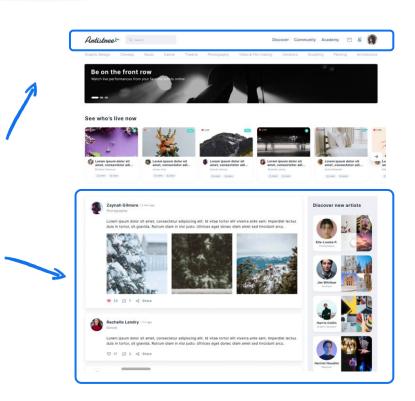
Artistree

Low-Functionality Prototype

Some areas of the low-fidelity prototype were confusing in terms of layout and navigation. Going into this new prototype we changed:
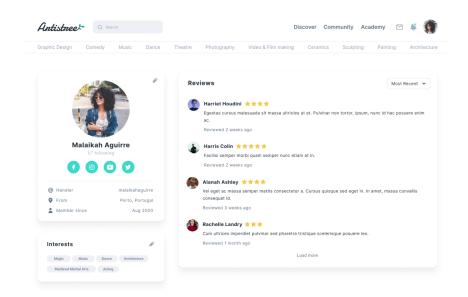
- Our homepage layout so we could add an artist's feed and placed the discover new artists option on the right side;

- Our navigation by adding some icon actions and swapping some labels, since this was a major issue with the previous prototype (people got confused where they should go to achieve certain things);
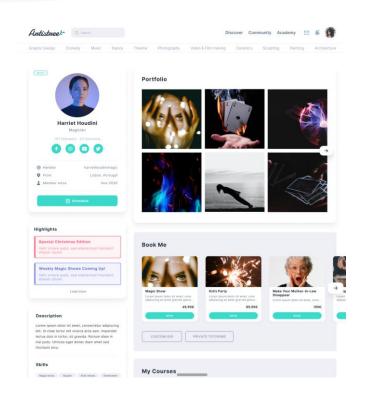
Low-Functionality Prototype

- Profiles to have two different types: one for artists and a more simple for regular users. We also completed and organized them better.
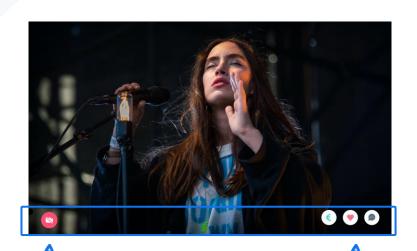
Feedback

Once again, we repeated the same process and asked for feedback on the new prototype using <u>Maze</u>.

This time around, testers did generally fine on almost all of the tasks, with nothing extraordinary to report. But they really struggled on the task where they had to join a live show and cheer for the artist.

This was something we had to fix on the next iteration, and we thought of **making the actions on live streaming visible all the time**, or at least initially so the user was aware of them.
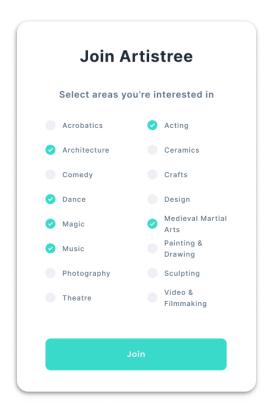
High-Fidelity Prototype

The results we received from the <u>Maze</u> tests made us realize that some areas of the prototype could be improved. We added an extra screen during registration to immediately get information about the user and better suggest artists later on and we improved the live streaming interaction design since it was still confusing for the testers.

View high-fidelity prototype

Join Artistree

Select areas you're interested in

- ○ Acrobatics
- ✓ Architecture
- ○ Comedy
- ✓ Dance
- ✓ Magic
- ✓ Music
- ○ Photography
- ○ Theatre

- ✓ Acting
- ○ Ceramics
- ○ Crafts
- ○ Design
- ✓ Medieval Martial Arts
- ○ Painting & Drawing
- ○ Sculpting
- ○ Video & Filmmaking

Join

Usability Testing

Due to the pandemic it would be quite difficult to ask users to meet with us and participate in a personal test so we opted to do everything remotely, using <u>Maze</u>. Because of this, no moderation was needed since we built the test with missions and questions and the user simply had to follow along with it.

We conducted an assessment test to gather some metrics (refer to appendix) and understand how the user interacts with **Artistree**, and we also implemented some explorative measures where we asked the user's opinion and feedback towards the general design and experience at the end of the test. <u>Maze</u> also allowed us to check user's specific paths while performing tasks

Usability Testing

Before starting the test, we briefly informed the user of what the test was about and asked for their consent (refer to appendix), and then we provided the link to the test.

The test started by asking users to perform a task then they could navigate through the prototype to complete that task, and a new one would pop right next.

After finishing the test, the user would be prompted to answer four questions about their experience.

How would you rate the tasks' difficulty?
Opinion Scale

Did you feel lost at any point?
Open Question

Which were the hardest tasks to perform?
Multiple Choice

Do you have any feedback?
Open Question

Fully Functional Prototype
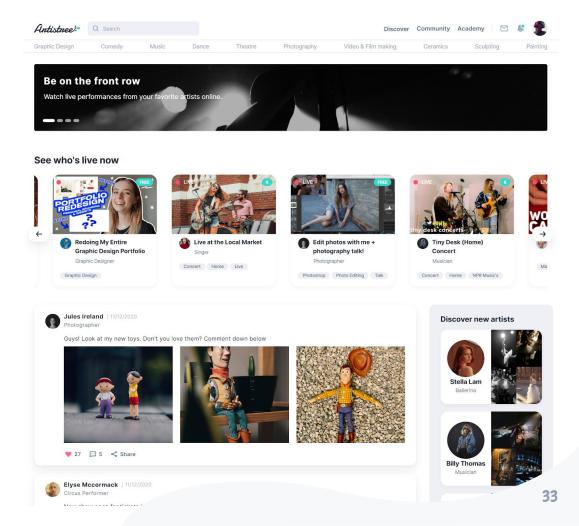

With the research and usability testing in mind, we developed our final version of **Artistree**, following Jacob Nielsen's heuristic *"Recognition rather than recall"*.

The **Homepage** presents the user with a selection of live-streams from artists live at the moment, a feed of publications from their favourite artists, and a list of suggested artists to be discovered.
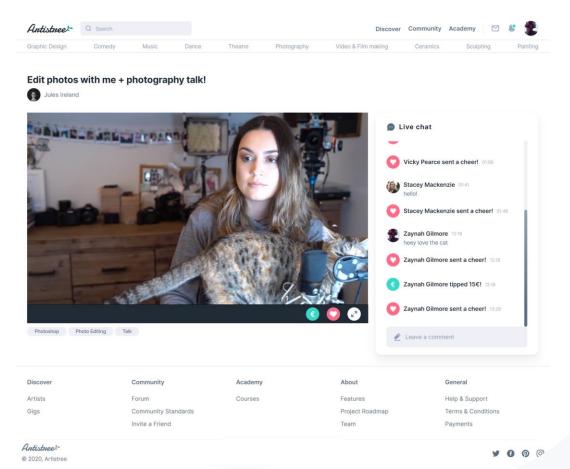
The navigation bar provides easy access to any feature and allows the user to search for specific artists, gigs or courses.

Fully Functional Prototype

The **Livestreaming** page was the feature that received the most consistently negative feedback during testing, so it was also the one we worked on the most in the later stages of development.

Focusing on the user experience, we streamlined the design to be simple and slick, but intuitive and useful, eliminating a few unexpected bugs along the process.
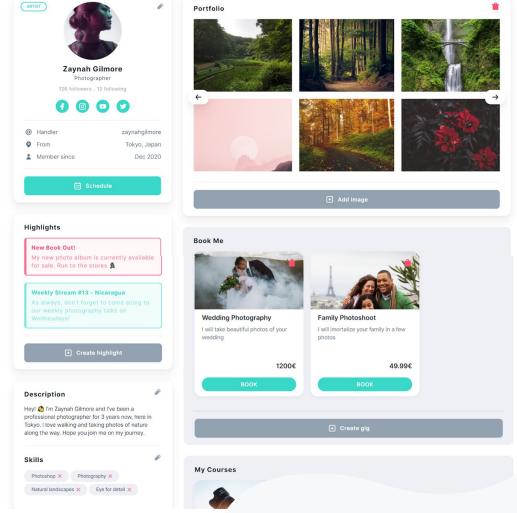
Fully Functional Prototype

An artist's **Profile** page displays:

- Personal information
- Portfolio of selected works or photos
- Promotional highlights created by the artist
- List of gigs which can be booked by visiting users
- List of courses in which users can enroll
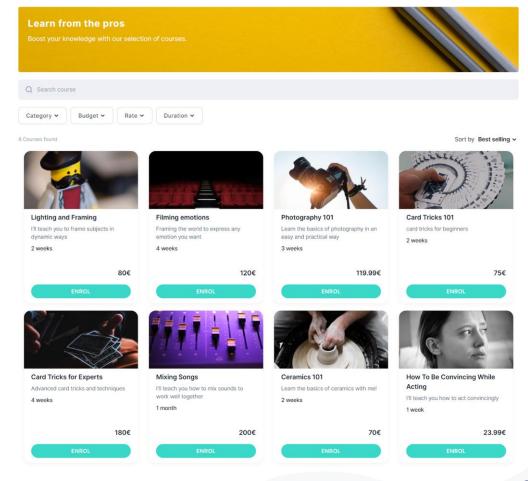- User reviews of said gigs or courses

Audience users' have similar profiles, lacking artist-specific information.

Fully Functional Prototype

The **Courses** page shows a selection of art courses provided by the community's artists. The user can filter by *category*, *budget*, *rate* (giving through user reviews) and *duration*, and filter by a number of variables like *popularity* or *date*.

A similar page shows the available **Gigs** provided by artists.

04

Conclusion

Summary

We wanted to develop an app that could improve the situation of artists and at the same time increase the consumption of art, that was lost with the pandemic. To do so, we came up with **Artistree** - a web app where artists can connect with their audience.

From this point we started our user research, directed at two types of users, artists and audience.

We reached out personally to four artists and decided to conduct online questionnaires for the remaining users, since it would be difficult to reach a broader audience due to Covid-19.

From artists, we learned about their work, habits and how they were affected by the pandemic. Regarding the audience, we learned of their art consumption habits and needs. For both of our user groups, we learned how they interacted with technology and some features that they would like to see on an app such as ours.

Always having in mind what we learned from our users we initiated our prototype phase. At every iteration we asked for feedback from some of our users, so that we could continuously improve **Artistree** and reach a final prototype that we were proud of.

Artistree

Future Work

Due to the project's time limit, many of **Artistree**'s functionalities are mocked in the prototype, and there are some areas that could be improved upon and/or added into a final product.

One section we would have liked to explore is the *forum* - we had plans to create challenges, creativity clubs and inspirational polls for both artists and audience to interact.

We would have also liked to dig into the course's section a bit more since we barely grasped the surface on all the possibilities there - creating interactive workshops was one of them.
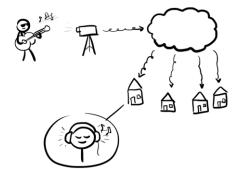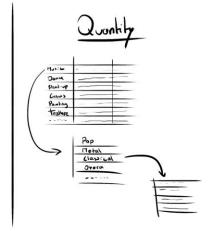
05

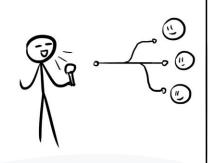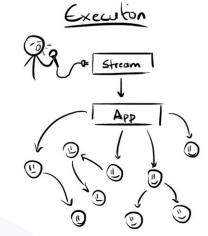# Appendix

Simple

Elaborate

Quality

Quantity

Vision

Execution

Individual | **Comparison**

Change | **Status Quo**

Contextual inquiry interviews with four different artists:

- Joana: https://drive.google.com/file/d/1MtnacCHqjDHDj5UaLby_-A9V2oL15mJd/view?usp=sharing

- Miguel M.: https://drive.google.com/file/d/1MqkIX7ivP4jUX8tcZTQYnGgEYInC3r1j/view?usp=sharing

- Miguel A.: https://drive.google.com/file/d/1NCII_VIhHITNd8oVnHYDPJ1jAZGPzQyi/view?usp=sharing

- Sara: https://drive.google.com/file/d/1Ms48sALCAL5TWgWcfYPfSQIM3PpwDC_i/view?usp=sharing

ArtisTree - Let Art Flourish

*Obrigatório

💡 Here's the idea

Due to this current pandemic, a lot of artists, performers, entertainers and many alike have lost their revenue: musicians are unable to book gigs; visual artists have no one to sell their pieces to; street performers have no tourists with whom to share their talents, etc. It's been a hard time for artists around the globe and a hard time for us all to appreciate and support art. There's a need for an environment in which artists can once again healthily connect with the masses.

ArtisTree is a web app that allows artists to connect with their audience easily and interactively. It provides this bridge between them where artists are able to perform, receiving adequate compensation and attention. Imagine booking a class with a painter you look up to or being able to talk to and get feedback for your design course from that graphic artist you follow on Behance.

ArtisTree will let the artistic world flourish! 🎨 🌸

😉 Help us out

This questionnaire is carried out under the User-Centered Design course of the Master in Informatics and Computer Engineering taught at Instituto Superior Técnico.

We're hoping to collect some data about you and your personal experience with art that will enable us to understand our potential users: what they need and expect, and what challenges they currently face.

This questionnaire is anonymous and confidential and the answers will be used only for academic purposes. Its completion takes approximately **5 minutes**.

We thank you in advance for your availability and collaboration!

If you have any questions or concerns, please contact us by e-mail: joanasesinando@tecnico.ulisboa.pt.

1. I would like to participate in this study and am aware I can stop at any time without any kind of penalty *

   Marcar apenas uma oval.

   ◯ Yes, continue

   ◯ No, quit

🖥 Digital World

2. Which digital devices do you own? *

   Marcar tudo o que for aplicável.

   ☐ Computer
   ☐ Smartphone
   ☐ Tablet

3. How many hours per day do you use these digital devices? *

   Marcar apenas uma oval por linha.

	I don't use it	< 1 hour	1 - 3 hours	4 - 6 hours	> 6 hours
Computer	◯	◯	◯	◯	◯
Smartphone	◯	◯	◯	◯	◯
Tablet	◯	◯	◯	◯	◯

4.   Which streaming platforms have you used? (either streaming or watching) *

Marcar tudo o que for aplicável.

☐ Facebook lives

☐ Instagram lives

☐ Netflix

☐ Periscope

☐ Soundcloud

☐ Spotify

☐ Twitch

☐ Vimeo

☐ Youtube

Outra: ☐ _____

5.　　What kind of content do you watch? *

Marcar tudo o que for aplicável.

☐ Autos & Vehicles

☐ Comedy /Skits

☐ Educational

☐ Entertainment

☐ Film & Animation

☐ Gaming

☐ Gossips

☐ How-To & Tutorials

☐ Movies

☐ Music

☐ News & Politics

☐ Nonprofits & Activism

☐ Parodies

☐ People & Vlogs

☐ Pets & Animals

☐ Pranks

☐ Product reviews

☐ Science & Technology

☐ Series

☐ Shopping hauls

☐ Sports

☐ Travel & Events

☐ Unboxing

Outra: ☐ _____

6.　　Would you consider yourself an Artist? (either a musician, painter, designer, photographer, performer, dancer or anything else similar) *

Marcar apenas uma oval.

◯ Yes　　*Avançar para a pergunta 7*

◯ No　　*Avançar para a pergunta 34*

🎨 Artists

7. What's your field as an Artist? *

    Marcar apenas uma oval.

    - ( ) Acrobatics
    - ( ) Architecture
    - ( ) Ceramics
    - ( ) Comedy
    - ( ) Crafts
    - ( ) Dance
    - ( ) Design
    - ( ) Magic
    - ( ) Music
    - ( ) Painting & Drawing
    - ( ) Photography
    - ( ) Sculpting
    - ( ) Theatre
    - ( ) Video & Filmmaking
    - ( ) Outra: _____

8. What do you do as an Artist? *

    _____

    🎨 Artists

9. Where do you normally work? *

    Marcar tudo o que for aplicável.

    - [ ] Home
    - [ ] Office
    - [ ] Street
    - [ ] Studio
    - [ ] Academy

    Outra: [ ] _____

10. Have you been working from home lately? *

Marcar apenas uma oval.

◯ Yes

◯ No

◯ Sometimes

11. How do you feel about working from home? *

Marcar tudo o que for aplicável.

☐ Happy

☐ Sad

☐ Productive

☐ Lonely

☐ Anxious

☐ Free

☐ Stressed

☐ Overwhelmed

☐ I have never done it

Outra: ☐ _____

12. Why do you feel like that? *

_____

_____

_____

_____

_____

🎨 Artists

13.   Do you use the Internet to work? *

Marcar apenas uma oval.

◯ Yes

◯ No

14.   What tools do you use to work? *

_____

15.   What programs do you use to work? *

_____

16.   Do you have to pay for your own tools and/or programs? *

Marcar apenas uma oval.

◯ Yes, all of them

◯ Yes, some of them

◯ No

🎨 Artists

17.   Does your work involve collaboration with other people? *

Marcar apenas uma oval.

◯ Yes

◯ No   *Avançar para a pergunta 19*

◯ Sometimes

🎨 Artists

18.   Which tools or programs do you use to collaborate? *

_____

🎨 Artists

19.   Please provide a brief description of your work process

_____

_____

_____

_____

_____

20.   What's your short-term goal as an Artist? *

_____

21.   What's your long-term goal as an Artist? *

_____

🎨 Artists

22.   Do you get paid for your work? *

Marcar apenas uma oval.

( ) Yes

( ) No

23.   If you don't get paid for your work, why is that? *

Marcar tudo o que for aplicável.

☐ Lack of an audience

☐ It's just a hobbie

☐ It's hard to get discovered

☐ Too many artists like me

☐ I don't want to get paid

Outra: ☐ _____

24.   Do you wish to have merch associated with your work? (like T-shirts, stickers, etc) *

Marcar apenas uma oval.

◯ Yes

◯ No

◯ Maybe

🎨 Artists

25.   Which online platforms do you use to promote your work? *

Marcar tudo o que for aplicável.

☐ Facebook

☐ Flickr

☐ Instagram

☐ LinkedIn

☐ Twitch

☐ Twitter

☐ Tumblr

☐ Youtube

☐ Soundcloud

☐ Spotify

☐ I don't use any

Outra: ☐ _____

26.   Do you wish to have more followers of your work? *

Marcar apenas uma oval.

◯ Yes

◯ No

27.   Do you feel like it is hard to be discovered as an Artist in your field? *

Marcar apenas uma oval.

◯ Yes

◯ No

◯ Maybe

28.   Have you ever thought about live streaming your work process? *

Marcar apenas uma oval.

◯ Yes

◯ No

◯ Maybe

🎨 Artists

29.   Has Covid affected your work? *

Marcar apenas uma oval.

◯ Yes

◯ No

30.   How has your work been affected by Covid?

_____

ArtisTree

ArtisTree is a web app that allows artists to connect with their audience easily and interactively. It provides this bridge between artists and people, promoting discovery, interaction and allowing artists to receive adequate compensation.

31. Here is a list of potential features our product would have. Please rate each one based on how interested would you be in each of them. Scale: 1 - Not interested at all; 5 - Extremely interested *

Marcar apenas uma oval por linha.

	1	2	3	4	5
Be discovered by new people	◯	◯	◯	◯	◯
Chat with your audience	◯	◯	◯	◯	◯
Do live performances	◯	◯	◯	◯	◯
Let your audience participate in your work	◯	◯	◯	◯	◯
Teach your art in a course	◯	◯	◯	◯	◯
Give private lessons	◯	◯	◯	◯	◯
Learn directly with other artists from your field	◯	◯	◯	◯	◯
Book gigs	◯	◯	◯	◯	◯
Sell your work or merch	◯	◯	◯	◯	◯
Accept tips from your audience	◯	◯	◯	◯	◯
Give backstage/behind the scenes meetings	◯	◯	◯	◯	◯

32. Do you have any suggestions on features you would like to have?

_____

_____

_____

_____

_____

33. Would you like to use our product? *

Marcar apenas uma oval.

◯ Yes

◯ No

◯ Maybe

Avançar para a pergunta 47

👤 Users

34. Which of the following types of Art do you enjoy? *

Marcar tudo o que for aplicável.

☐ Acrobatics

☐ Architecture

☐ Ceramics

☐ Comedy

☐ Crafts

☐ Dance

☐ Design

☐ Magic

☐ Music

☐ Painting & Drawing

☐ Photography

☐ Sculpting

☐ Theatre

☐ Video & Filmmaking

Outra: ☐ _____

35. How frequently do you go to the following events? *

Marcar apenas uma oval por linha.

	Never	1 time a year	2 - 4 times a year	Every month	Every week
Music concert	⬭	⬭	⬭	⬭	⬭
Comedy show	⬭	⬭	⬭	⬭	⬭
Theatre	⬭	⬭	⬭	⬭	⬭
Dance performance	⬭	⬭	⬭	⬭	⬭
Circus	⬭	⬭	⬭	⬭	⬭
Magic show	⬭	⬭	⬭	⬭	⬭
Art gallery	⬭	⬭	⬭	⬭	⬭
Museum	⬭	⬭	⬭	⬭	⬭

36. Do you normally buy souvenirs/merch when you go to those events? *

Marcar apenas uma oval.

⬭ Yes, always

⬭ Yes, sometimes

⬭ No, never

👤 Users

37. Which online platforms do you use? *

   Marcar tudo o que for aplicável.

   ☐ Facebook
   ☐ Flickr
   ☐ Instagram
   ☐ LinkedIn
   ☐ Twitch
   ☐ Twitter
   ☐ Tumblr
   ☐ Youtube
   ☐ Soundcloud
   ☐ Spotify
   ☐ I don't use any
   Outra: ☐ _____

38. Do you use any of those platforms to keep up with the work of artists? *

   Marcar apenas uma oval.

   ◯ Yes
   ◯ No

39. Have you ever used any of those platforms to interact with an artist you like? (comments, private messages, etc) *

   Marcar apenas uma oval.

   ◯ Yes
   ◯ No
   ◯ I don't remember

40. Have you ever watched a live performance online? *

Marcar apenas uma oval.

 ◯ Yes

 ◯ No

 ◯ I don't remember

 👤 Users

41. Has Covid affected the way you consume art and entertainment? *

Marcar apenas uma oval.

 ◯ Yes, it has decreased

 ◯ Yes, it has increased

 ◯ No

 ◯ Maybe

42. Do you feel like you are less connected with art and entertainment because of Covid? *

Marcar apenas uma oval.

 ◯ Yes

 ◯ No

 ◯ Maybe

43. Do you wish there were remote alternatives to the types of art and entertainment you used to consume before Covid? *

Marcar apenas uma oval.

 ◯ Yes

 ◯ No

 ◯ Maybe

ArtisTree

ArtisTree is a web app that allows artists to connect with their audience easily and interactively. It provides this bridge between artists and people, promoting discovery, interaction and allowing artists to receive adequate compensation.

44. Here is a list of potential features our product would have. Please rate each one based on how interested would you be in each of them. Scale: 1 - Not interested at all; 5 - Extremely interested *

Marcar apenas uma oval por linha.

	1	2	3	4	5
Discover new artists	○	○	○	○	○
Chat with artists	○	○	○	○	○
Watch live performances	○	○	○	○	○
Participate in the artist's work	○	○	○	○	○
Learn from a course from an artist you like	○	○	○	○	○
Learn from a private lesson from an artist you like	○	○	○	○	○
Book gigs for a specific artist	○	○	○	○	○
Buy an artist's work or merch	○	○	○	○	○
Send tips to an artist you support	○	○	○	○	○
Have backstage/behing the scenes meetings	○	○	○	○	○

45. Do you have any suggestions on features you would like to have?

_____

_____

_____

_____

46. Would you like to use our product? *

Marcar apenas uma oval.

    ◯ Yes

    ◯ No

    ◯ Maybe

Avançar para a pergunta 47

Demographic Information

47. What is your age? *

Marcar apenas uma oval.

    ◯ < 18

    ◯ 18 - 25

    ◯ 26 - 40

    ◯ 41 - 60

    ◯ > 60

48. What is your gender? *

Marcar apenas uma oval.

◯ Male

◯ Female

◯ Prefer not to say

◯ Outra: _____

49. What is your current occupation? *

Marcar tudo o que for aplicável.

☐ Student

☐ Employed

☐ Freelancer

☐ Unemployed

☐ Retired

Outra: ☐ _____

50. What is your highest level of education acquired? *

Marcar apenas uma oval.

◯ Basic education

◯ Secondary education

◯ Bachelor's degree

◯ Master's degree

◯ Doctor's degree

◯ Outra: _____

Este conteúdo não foi criado nem aprovado pela Google.

Google Formulários

ArtisTree - Let Art Flourish

47 respostas

Publicar estatísticas

💡 **Here's the idea**

😉 **Help us out**

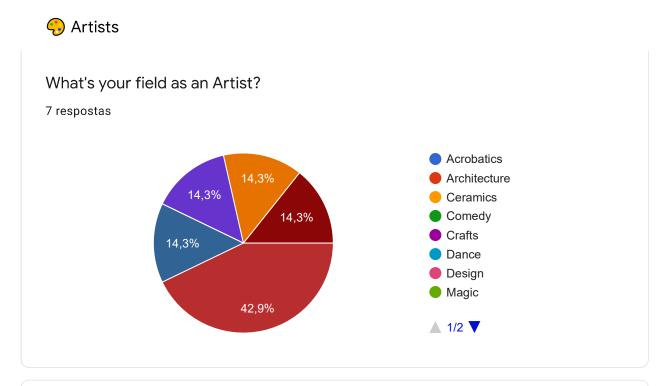## I would like to participate in this study and am aware I can stop at any time without any kind of penalty

47 respostas

- Yes, continue
- No, quit

95,7%

🖥️ Digital World

Which digital devices do you own?

45 respostas

Device	Value
Computer	45 (100%)
Smartphone	45 (100%)
Tablet	15 (33,3%)

How many hours per day do you use these digital devices?

Which streaming platforms have you used? (either streaming or watching)

45 respostas

What kind of content do you watch?

45 respostas

Category	Value
Autos & Vehicles	8 (17,8%)
Comedy /Skits	30 (66,7%)
Educational	24 (53,3%)
Entertainment	36 (80%)
Film & Animation	33 (73,3%)
Gaming	23 (51,1%)
Gossips	4 (8,9%)
How-To & Tutorials	24 (53,3%)
Movies	38 (84,4%)
Music	39 (86,7)
News & Politics	21 (46,7%)
Nonprofits & Activism	7 (15,6%)
Parodies	14 (31,1%)
People & Vlogs	15 (33,3%)
Pets & Animals	8 (17,8%)
Pranks	7 (15,6%)
Product reviews	14 (31,1%)
Science & Technology	25 (55,6%)
Series	34 (75,6%)
Shopping hauls	10 (22,2%)
Sports	15 (33,3%)
Travel & Events	18 (40%)
Unboxing	10 (22,2%)
None	1 (2,2%)
Porn	1 (2,2%)
	1 (2,2%)

Would you consider yourself an Artist? (either a musician, painter, designer, photographer, performer, dancer or anything else similar)

45 respostas

- Yes
- No

84,4%
15,6%

🎨 Artists

What's your field as an Artist?

7 respostas

Legend:
- Acrobatics
- Architecture
- Ceramics
- Comedy
- Crafts
- Dance
- Design
- Magic

▲ 1/2 ▼

What do you do as an Artist?

7 respostas

I play the electric guitar for fun

3D Environments

Dance in events , assist in movie productions

Drawing

Writing

music

Compose music, sing and play a few instruments

🎨 Artists

Where do you normally work?

7 respostas

Location	Value
Home	6 (85,7
Office	0 (0%)
Street	1 (14,3%)
Studio	0 (0%)
Academy	2 (28,6%)

(X-axis: 0, 1, 2, 3, 4, 5, 6)

Have you been working from home lately?

7 respostas

- Yes
- No
- Sometimes

14,3%

85,7%

How do you feel about working from home?

7 respostas

Response	Count
Happy	3 (42,9
Sad	1 (14,3%)
Productive	1 (14,3%)
Lonely	3 (42,9
Anxious	1 (14,3%)
Free	1 (14,3%)
Stressed	1 (14,3%)
Overwhelmed	1 (14,3%)
I have never done it	0 (0%)
Lazy	1 (14,3%)

Why do you feel like that?

7 respostas

Because I have a lot of free time

I do not have a productive mindset at home because it is not a work environment, there is too many distractions and there is no other artists in the same field next to me giving me tips/feedback.

Uncertainty

Because I like to work with other people
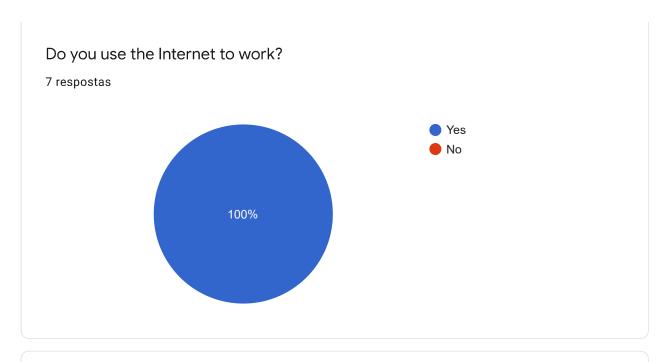
Because it becomes a lonely and monotonous job routine

no particular reason

Idk

🎨 Artists

Do you use the Internet to work?

7 respostas

- Yes
- No

100%

What tools do you use to work?

7 respostas

Guitar

Computer and Wacom tablet

I don't use tools

Pc

Computer, and sometimes pen and paper

platforms to download samples

Microphones, audio interface, instruments
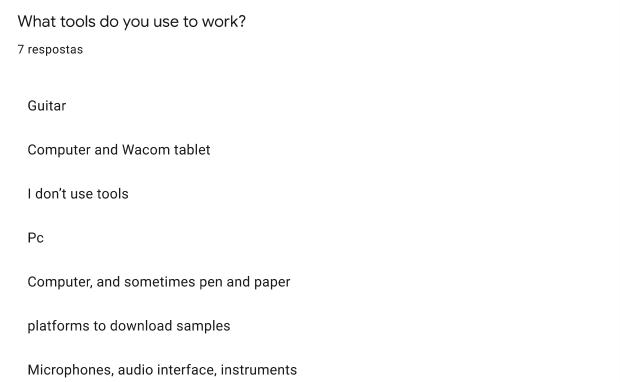
What programs do you use to work?

7 respostas

Reaper

3DsMax, Substance Painter, Substance Designer, Zbrush, Photoshop and Unreal Engine
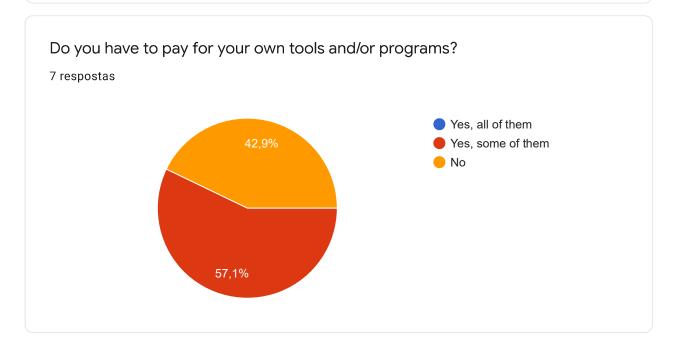
Final cut pro

Paint

Microsoft Word, Adobe InDesign
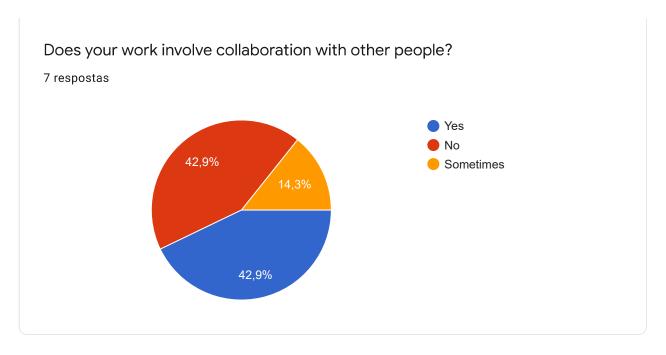
fl studio, tux guitar

Audacity

Do you have to pay for your own tools and/or programs?

7 respostas

- 🔵 Yes, all of them
- 🔴 Yes, some of them
- 🟠 No

42,9%

57,1%

🎨 Artists

Does your work involve collaboration with other people?

7 respostas

Legend:
- Yes
- No
- Sometimes

42,9%
42,9%
14,3%

🎨 Artists

Which tools or programs do you use to collaborate?

4 respostas

Unreal Engine

Trello

Teams

E-mail or WhatsApp
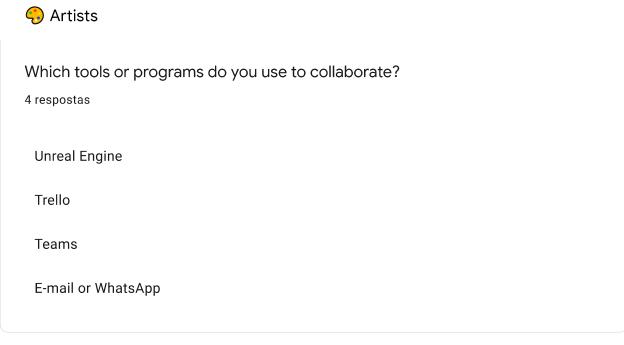
🎨 Artists

Please provide a brief description of your work process

3 respostas

I sit in front of my computer for hours doing research until I´m ready to start production for a 3D environment for a game using a variety of 3D software also on the computer. The production process could take from weeks to months depending on the size of the project.

Depends on the film I'm working in

Read, scratch and rewrite; email the author and wait

What's your short-term goal as an Artist?

7 respostas

Get better at it

Working as an environmental artist at a respectable videogame studio and have a financial stability

I don't have a goal
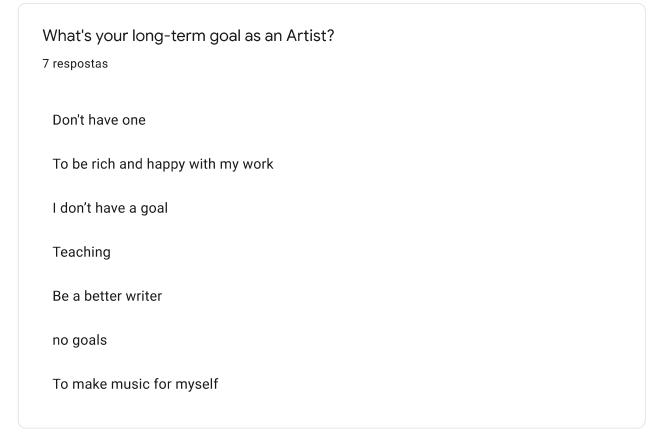
Teaching
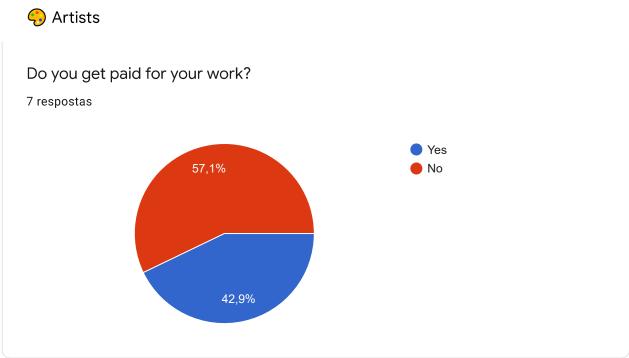
Get awerness, knowledge and experience from my field of work

enjoy what Im doing and learn more everytime I create something

To make music for myself

What's your long-term goal as an Artist?

7 respostas

Don't have one

To be rich and happy with my work

I don't have a goal

Teaching

Be a better writer

no goals

To make music for myself

🎨 Artists

Do you get paid for your work?

7 respostas

- Yes
- No

57,1%

42,9%

If you don't get paid for your work, why is that?

7 respostas

Do you wish to have merch associated with your work? (like T-shirts, stickers, etc)

7 respostas

🎨 Artists

Which online platforms do you use to promote your work?

7 respostas

Platform	Count
Facebook	2 (28,6%)
Flickr	0 (0%)
Instagram	2 (28,6%)
LinkedIn	1 (14,3%)
Twitch	0 (0%)
Twitter	2 (28,6%)
Tumblr	0 (0%)
Youtube	1 (14,3%)
Soundcloud	1 (14,3%)
Spotify	0 (0%)
I don't use any	4 (57,1
Artstation	1 (14,3%)

Do you wish to have more followers of your work?

7 respostas

- Yes
- No

57,1% No
42,9% Yes

Do you feel like it is hard to be discovered as an Artist in your field?

7 respostas

- Yes
- No
- Maybe

42,9% Maybe
57,1% Yes

Have you ever thought about live streaming your work process?

7 respostas

Legend:
- Yes
- No
- Maybe

42,9% — 42,9% — 14,3%

🎨 Artists

Has Covid affected your work?

7 respostas

Legend:
- Yes
- No

85,7% — 14,3%

How has your work been affected by Covid?

0 respostas

Ainda não existem respostas a esta pergunta.

ArtisTree

Here is a list of potential features our product would have. Please rate each one based on how interested would you be in each of them. Scale: 1 - Not interested at all; 5 - Extremely interested
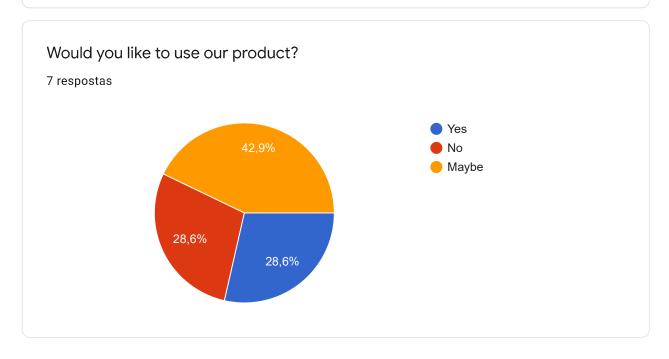
Do you have any suggestions on features you would like to have?
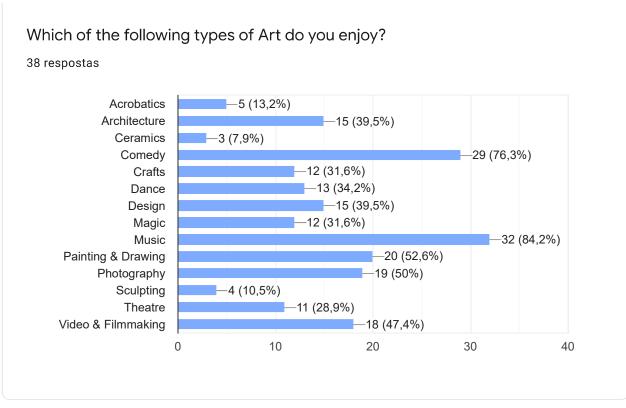
1 resposta
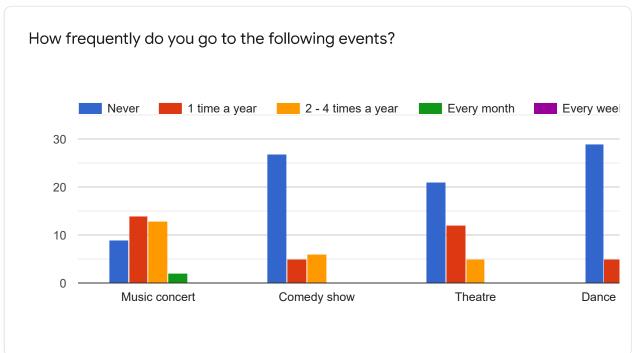
Set up challenges/tournaments for artists to participate or potentially collaborate between each other

Would you like to use our product?

7 respostas
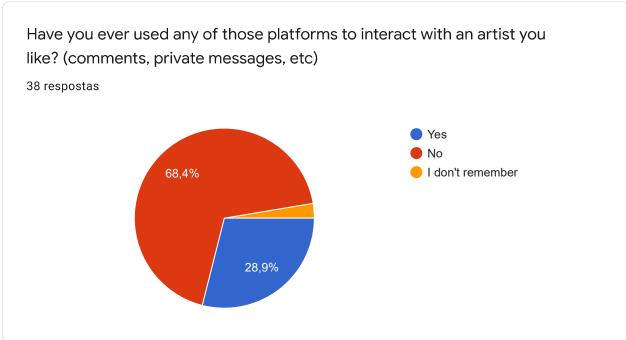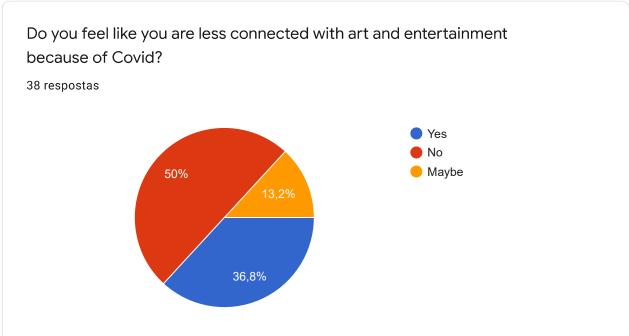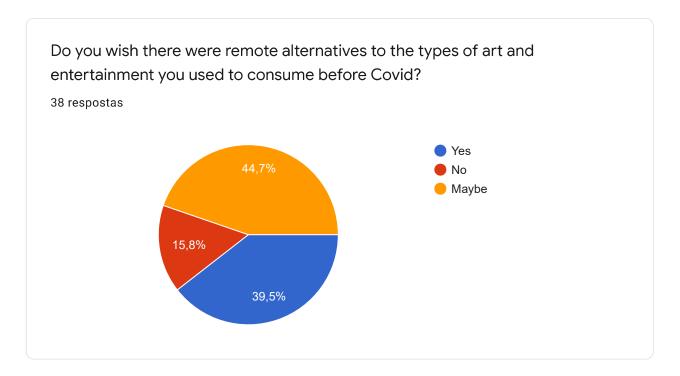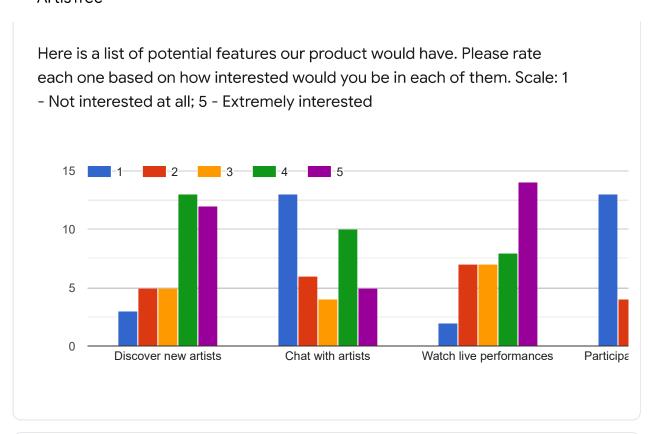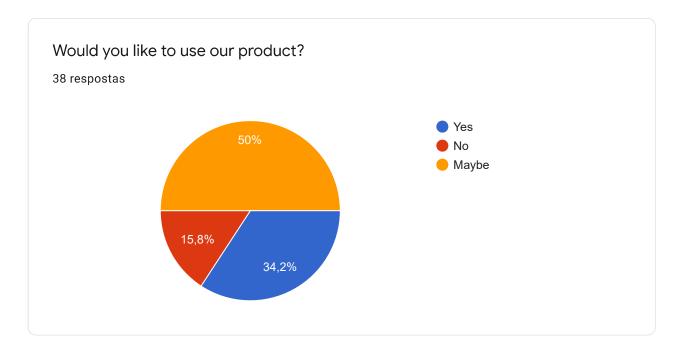

👤 Users

Which of the following types of Art do you enjoy?

38 respostas

Acrobatics	5 (13,2%)
Architecture	15 (39,5%)
Ceramics	3 (7,9%)
Comedy	29 (76,3%)
Crafts	12 (31,6%)
Dance	13 (34,2%)
Design	15 (39,5%)
Magic	12 (31,6%)
Music	32 (84,2%)
Painting & Drawing	20 (52,6%)
Photography	19 (50%)
Sculpting	4 (10,5%)
Theatre	11 (28,9%)
Video & Filmmaking	18 (47,4%)

How frequently do you go to the following events?

Legend: Never — 1 time a year — 2 - 4 times a year — Every month — Every week

Categories: Music concert, Comedy show, Theatre, Dance

Do you normally buy souvenirs/merch when you go to those events?

38 respostas

- Yes, always
- Yes, sometimes
- No, never

34,2%

65,8%

Users

Which online platforms do you use?

38 respostas

Platform	Count
Facebook	31 (81,6%)
Flickr	0 (0%)
Instagram	28 (73,7%)
LinkedIn	11 (28,9%)
Twitch	16 (42,1%)
Twitter	14 (36,8%)
Tumblr	2 (5,3%)
Youtube	36 (94,7%)
Soundcloud	3 (7,9%)
Spotify	25 (65,8%)
I don't use any	2 (5,3%)

Do you use any of those platforms to keep up with the work of artists?

38 respostas

- Yes
- No

23,7%

76,3%

Have you ever used any of those platforms to interact with an artist you like? (comments, private messages, etc)

38 respostas

- Yes
- No
- I don't remember

68,4%

28,9%

Have you ever watched a live performance online?

38 respostas

- Yes
- No
- I don't remember

34,2%

7,9%

57,9%

👤 Users

Has Covid affected the way you consume art and entertainment?

38 respostas

- ● Yes, it has decreased
- ● Yes, it has increased
- ● No
- ● Maybe

Do you feel like you are less connected with art and entertainment because of Covid?

38 respostas

- ● Yes
- ● No
- ● Maybe

Do you wish there were remote alternatives to the types of art and entertainment you used to consume before Covid?

38 respostas

- Yes
- No
- Maybe

44,7%
15,8%
39,5%

ArtisTree

Here is a list of potential features our product would have. Please rate each one based on how interested would you be in each of them. Scale: 1 - Not interested at all; 5 - Extremely interested

Legend: 1, 2, 3, 4, 5

Categories: Discover new artists, Chat with artists, Watch live performances, Participa

Do you have any suggestions on features you would like to have?

1 resposta

No

Would you like to use our product?

38 respostas

Demographic Information

What is your age?

45 respostas

What is your gender?

45 respostas

What is your current occupation?

45 respostas

Occupation	Count
Student	32 (71,1%)
Employed	14 (31,1%)
Freelancer	4 (8,9%)
Unemployed	2 (4,4%)
Retired	0 (0%)
Teacher	1 (2,2%)

What is your highest level of education acquired?

45 respostas

- Basic education
- Secondary education
- Bachelor's degree — 60%
- Master's degree — 17,8%
- Doctor's degree
- Secondary education — 22,2%

Google Formulários

Scenario

It's 9 am, Carlos likes to use the morning to play the guitar. He is alone and he wants to improve his skills so that he can become a famous player who's filthy rich.

He turns on his computer, connects his guitar to the amplifier and starts strumming the strings. When noon comes he's better than he was before and feels accomplished.

Ana Costa

Likes to work from home & wants to improve her skills

" Creativity is what I strive for "

Age	30
Occupation	Painter
Status	Married
Location	Porto, Portugal

Behaviour

- Works from home
- Shares work on social media
- Sells paintings

Goals

- Provide for her family
- Get better
- Make a masterpiece

Attitude

- Be discovered
- Bring joy to more people

46

Scenario

Ana loves to paint the view from the Douro river from her sunroom at around dawn time. She's usually accompanied by her child playing next to her. She picks up her palette, softens her brushes and gets started, creating some confident shapes on the canvas. She puts all her heart into it as she hopes to sell this painting afterwards.

Pedro Fonseca

Is interested in music, art and comedy

" *I always enjoy a good laugh* "

Age	20
Occupation	Student
Status	Single
Location	Lisbon, Portugal

Behaviour

- Uses streaming platforms
- Covid changed his art consumption

Goals

- Be entertained
- Interact with creators

Attitude
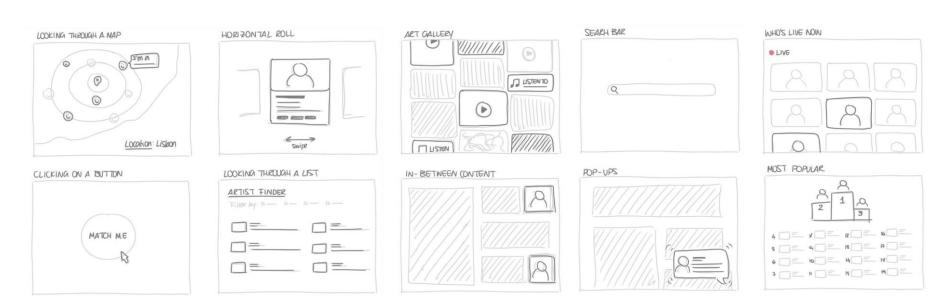
- Discover new artists
- Learn from artists he admires

Scenario
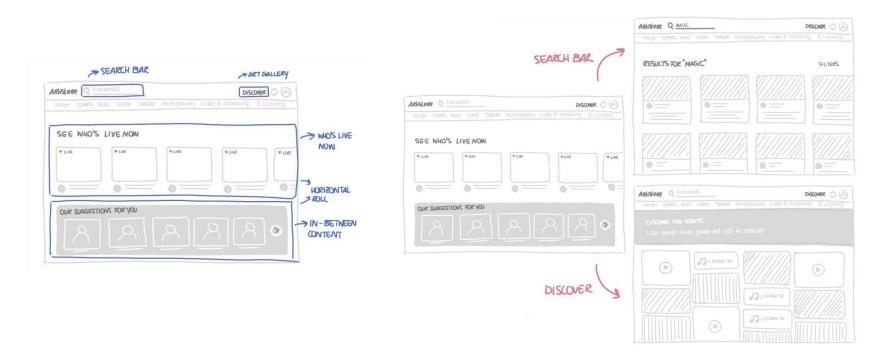
While he is having dinner by himself, Pedro turns his TV on and starts watching a video. He really enjoys watching online content, he finds it really entertaining.
When it's done, he usually comments on the video and gives it a thumbs up.
By the end, he feels satisfied and entertained.

Design Challenge: How can a user match with new artists?

Assumptions: The user has already an account filled with personal info

10 + 10 Method

Design Challenge: How can a user match with new artists?

Assumptions: The user has already an account filled with personal info

Design Challenge: How can a user book a gig?
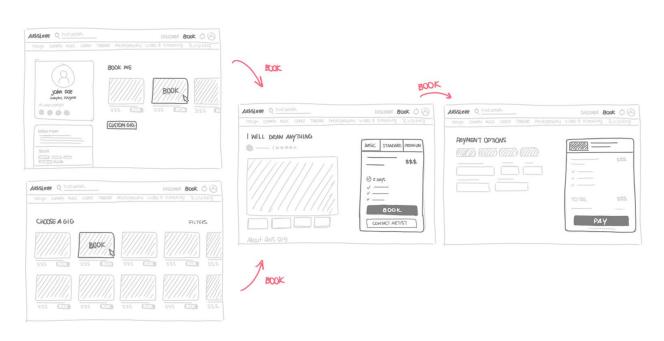
Assumptions: The user has an account

The user has already found an artist to hire

THROUGH ARTIST'S PROFILE

MY GIGS

BOOK

MARKETPLACE

GIGS TO BOOK

Filter by :

BOOK

CUSTOM GIG

MY GIGS

ASK FOR CUSTOM GIG

DURING LIVE PERFORMANCE

● LIVE

BOOK

SPECIAL OFFERS

XMAS SALE

UP TO 50% OFF

BOOK NOW

MOST POPULAR

1   2   3

4   8   12   16
5   9   13   17
6   10   14   18
7   11   15   19

PLACE AN AD

LOOKING FOR _____

$$$

SUBMIT

THROUGH CHAT

CONTESTS

DRAW THE BEST CAT !   WIN $$$

COMBOS

KIDS PARTY

MAGICIAN   SINGER   MAKE-UP

ACTOR   ACTOR   +

BOOK

10 + 10 Method

Design Challenge: How can a user book a gig?

Assumptions: The user has an account

The user has already found an artist to hire

10 + 10 Method

Design Challenge: How can a user learn and collaborate with others?

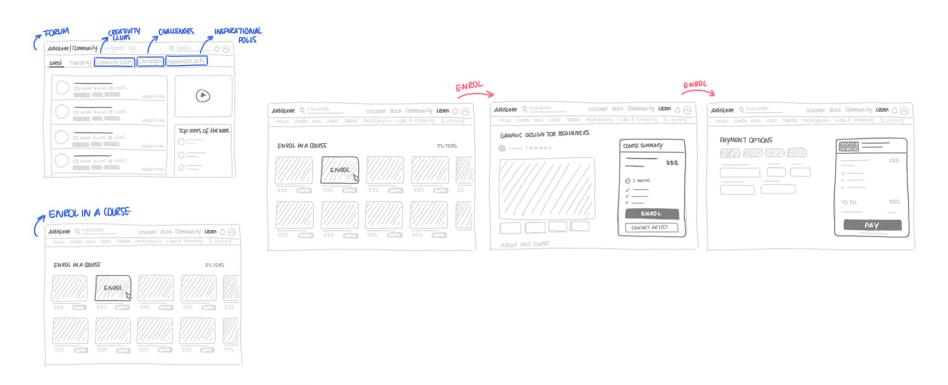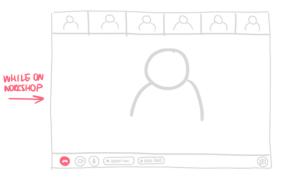**Assumptions:** The user has an account

10 + 10 Method

Design Challenge: How can a user learn and collaborate with others?
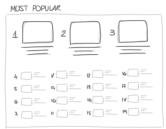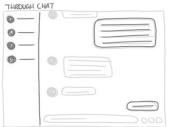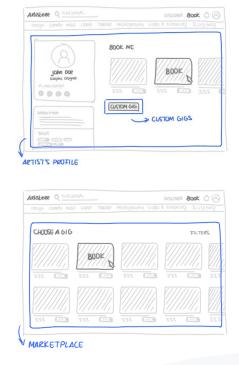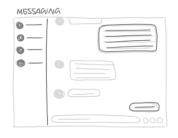
Assumptions: The user has an account

Design Challenge: How can a user learn and collaborate with others?

Assumptions: The user has an account

Prototypes made using Figma:

- Low-Fidelity Prototype: https://www.figma.com/proto/4ee9Mn3E5uwZkcq5Wuwltq/Low-Functionality-Prototype?node-id=56%3A941&scaling=min-zoom

- Low-Functionality Prototype: https://www.figma.com/proto/4ee9Mn3E5uwZkcq5Wuwltq/Low-Functionality-Prototype?node-id=56%3A941&scaling=min-zoom

- High-Fidelity Prototype: https://www.figma.com/proto/EGLOPogZGz7Z8dLn2IFP1A/High-Fidelity-Prototype?node-id=501%3A1087&scaling=min-zoom

User tests made using Maze:

- Low-Functionality feedback: https://app.maze.design/report/1kr38zkhjnncfy#intro

- Usability Testing: https://app.maze.design/report/1krl26ki4hio8t#intro

Some **useful links** related to **Artistree**:

- Team website: https://web.tecnico.ulisboa.pt/joanasesinando/ccu

- Artistree's web app: https://artistree-78c6a.web.app

- Code repository: https://github.com/joanasesinando/artistree-webapp