

ARTPEER

PROCESS BOOK

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Arihant Jain is a UX/UI Product Designer specialized in Service Design Ecosystem, Brand Identities, and Digital Experiences

TABLE OF CONTENTS

P-03

PROJECT OVERVIEW

My Role Responsibility
Objectives
Approch
Outcomes

Mission + Vision
Problem Satement
Benefit Statement
Values
Key Learnings

Service Blueprint
Design Process Diagram

P-09

SECONDRY RESEARCH

Design for Fine Arts Industry
Research & Insights
Defined Target Group
Determine Research Goals

P-47

BUSINESS FEASIBILITY

Business Model Canvas
Competitive Analysis
Benchmarking Diagram

P-12

DESIGN THINKING FRAMEWORK

P-13 Empathize

Interview Recap
Observation's
Stakeholders Empathy Maps

P-22 Define

Problem Statement
Challenges & Opportunities
Persona Recap's
Stakeholders Persona

P-30 Ideate

Brainstorming & Ideation
Storyboard's
Point of View Statement
Attribute List as Card Sortning
How Might We (HMW)
First Proposal Called Artlend
Expectation Mapping
Five Why
What/If
Service Safaris
Soft Final Proposal
Mission + Vision
Benefit Statement
Key Learnings
Outcomes

P-49 Prototype -Test- Iterate

Final Proposal
Service Blueprint
User Journey + Touchpoints
Business Model Canvas
Competitive Analysis
Benchmarking Diagram
Brand Idenities
Logo
+Color Pallet
+Typography
+Visual Pathways
+Brand Voice
Logo Element
Logo Orientations & Variations
Information Architecture
Hi-FI Prototype & Morphology
Memorabilia (Hoddies+ Stationery)

MS IN PRODUCT DESIGN - MASTER’S THESIS PROJECT -SERVICE DESIGN

Sapienza University of Rome, Italy
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“I extend my deepest gratitude to **Prof. Loredana Di Lucchio** for her extraordinary guidance, unwavering support, and expert counsel. Her profound insights and mentorship have been pivotal in shaping my comprehension and progress throughout this comprehensive learning journey in the field of service design.

I also want to express my gratitude to all those who participated in the interview study and online survey, as well as those who offered invaluable guidance throughout the learning process.”



ArtPeer

SOCIAL INTERACTIVE ART COMMUNITY BUY, SELL & RESELL THE ARTWORKS

OBJECTIVES

To design and develop an innovative service within the Fine Arts industry that addresses the identified problems and challenges faced by young freelance artists, inclusive art lovers, art gallery managers, and art collectors.

To create a sustainable business model that not only fosters innovation but also positively contributes to economic and social challenges, with a particular focus on financial stability for young freelance artists.

To leverage design-driven innovation methodologies, tools, and frameworks to craft a service that encompasses the entire lifecycle from design through production to consumption, considering environmental context, production capabilities, economic dynamics, and social dimensions.

APPROACH

Research and Insights: Conduct in-depth secondary research to gain a deep understanding of the problems faced by young freelance artists, art lovers, art gallery managers, and art collectors. Utilize qualitative and quantitative research methods to gather insights.

Design Thinking and Ideation: Apply the principles of design thinking to generate creative and empathetic solutions. Collaborate with stakeholders and potential users to ideate innovative service concepts.

Prototyping and Testing: Develop prototypes and conduct user testing to refine and validate service concepts. Iterate the prototypes based on user feedback and insights.

Business Model Canvas: Create a sustainable business model that aligns with the service design, ensuring economic viability and long-term success.

UX-UI Design: Craft a user-centric and visually appealing user experience (UX) and user interface (UI) for the service to enhance user engagement and satisfaction.

Social and Environmental Considerations: Integrate social and environmental considerations into the service design, ensuring that it positively impacts society and minimizes ecological footprints.

OUTCOMES

1. I've gained theoretical knowledge of Service Design tools then put them into practical application.
2. A fully designed and radical innovative service design within the Fine Arts industry.
3. A user-centric UX/UI design for the service.
4. Prototype & Morphology
5. A detailed business model canvas outlining the sustainability and viability of the service.
6. Insights and recommendations for integrating social and environmental considerations into service design.
7. A comprehensive case study and process booklet for the project portfolio.

Through this project, I seek to showcase my skills as a UX-UI & Service Designer, highlighting my ability to address complex challenges and create innovative, user-centric, and sustainable solutions within the realm of service design.

CONTEXT

The project’s context is the Fine Arts industry, specifically focusing on addressing the challenges faced by young freelance artists, art lovers, art gallery managers, and art collectors within this domain. It operates in an increasingly digital and technologically driven art marke

MISSION + VISION

Mission: To empower young freelance artists by providing them with a platform for financial stability and creative expression, while making art accessible and affordable for art lovers.

Vision: To revolutionize the Fine Arts industry by bridging the gap between artists, art enthusiasts, and collectors through an innovative and sustainable service that redefines the way art is created, bought, sold, and experienced.

PROBLEM STATEMENT

The Fine Arts industry faces challenges related to financial instability for young artists, unaffordability for art lovers, online visibility for art galleries, and complexities in buying and selling artworks for collectors. These challenges hinder the growth and sustainability of the industry.

BENEFIT STATEMENTS

For Young Freelance Artists: Financial stability, creative freedom, and a platform to showcase and sell their art.
For Art Lovers: Access to affordable and diverse artworks, fostering a love for art.
For Art Gallery Managers: Increased online visibility, broader audience reach, and streamlined operations.
For Art Collectors: Simplified buying and selling processes, expert guidance for investments, and a thriving art market.

VALUES

Creativity: Fostering artistic expression and innovation.
Accessibility: Making art accessible to all.
Sustainability: Ensuring a positive impact on society and the environment.
Collaboration: Building connections within the art ecosystem..

KEY LEARNINGS

In-depth understanding of the Fine Arts industry and its challenges.
Proficiency in applying design thinking, UX/UI design, and service design methodologies.
Insight into developing sustainable business models aligned with social and environmental responsibility



ARTPEER SERVICE BLUEPRINT

CUSTOMER ACTIONS

User Registration →

- Customers (artists, art enthusiasts, collectors) sign up and create user profiles.
- Provide personal information, preferences, and art-related interests.

Exploring Art →

- Customers browse the platform to discover artworks, artists, and art collections.
- Filter and search for art based on criteria like style, medium, price, and artist.

- Customers can purchase artworks directly from artists or galleries.
- Secure transactions and payment processing are handled on the platform

← Buying Art

- Customers interact with artists through comments, direct messages, or by following them.
- Artists respond to inquiries, engage with their audience, and showcase their creative process.

← Engaging with Artists

Reselling Art →

- Customers, including art collectors, have the option to list artworks for resale.
- They can set resale prices and provide details about the artwork's provenance.

Participating in Auctions →

- Customers can participate in art auctions hosted on the platform.
- Place bids, monitor auction progress, and receive notifications about bidding activity.

- Customers engage in art-related discussions, forums, and participate in live events.
- They can also attend virtual exhibitions and gallery openings.

← Community Interaction

- Buyers have the option to make offers on artworks, indicating their desired purchase price.
- Sellers can consider these offers and negotiate prices.

← Offering Prices

BACKSTAGE PROCESSES

User Data Management →

Stores and manages user profiles, preferences, and transaction history.

Artwork Database →

Maintains a catalog of artworks, artist information, pricing, and provenance.

Content Moderation →

Ensures that user-generated content complies with community guidelines.

Manages the logistics of art auctions, including tracking bids and winners.

← Auction Management

Handles financial transactions securely.

← Payment Processing

Helps artists and collectors manage their available artworks.

← Inventory Management

FRONTSTAGE PROCESSES

Artwork Showcase →

The platform prominently displays artworks, artist profiles, and featured collections.

Communication Channels →

Enables real-time interactions between customers, artists, and galleries.

Secure Payment Gateway →

Facilitates secure transactions for art purchases and auction bids.

Facilitates price negotiations between buyers and sellers.

← Price Offer Feature

Hosts and manages art auctions, including bid tracking and notifications.

← Auction Platform

Facilitates secure transactions for art purchases and auction bids.

← Resale Listings

TOUCHPOINTS

Website/App Interface →

The digital platform through which customers access the service.

Notifications →

Email and in-app notifications for updates, bids, and offers.

Customer Support →

Accessible through chat, email, or phone for assistance.

Displays ongoing and upcoming art auctions.

← Auction Listings

Public profiles showcasing artworks and information.

← Art Gallery Profiles

Public profiles showcasing artists' portfolios and information.

← Artists' Profiles

SUPPORTING SYSTEMS

Analytics Tools →

Collect data on user behavior, preferences, and engagement.

Security Measures →

Protect user data, financial transactions, and content.

Content Management System (CMS) →

Facilitates content updates and management.

Support moderators in managing forums and discussions.

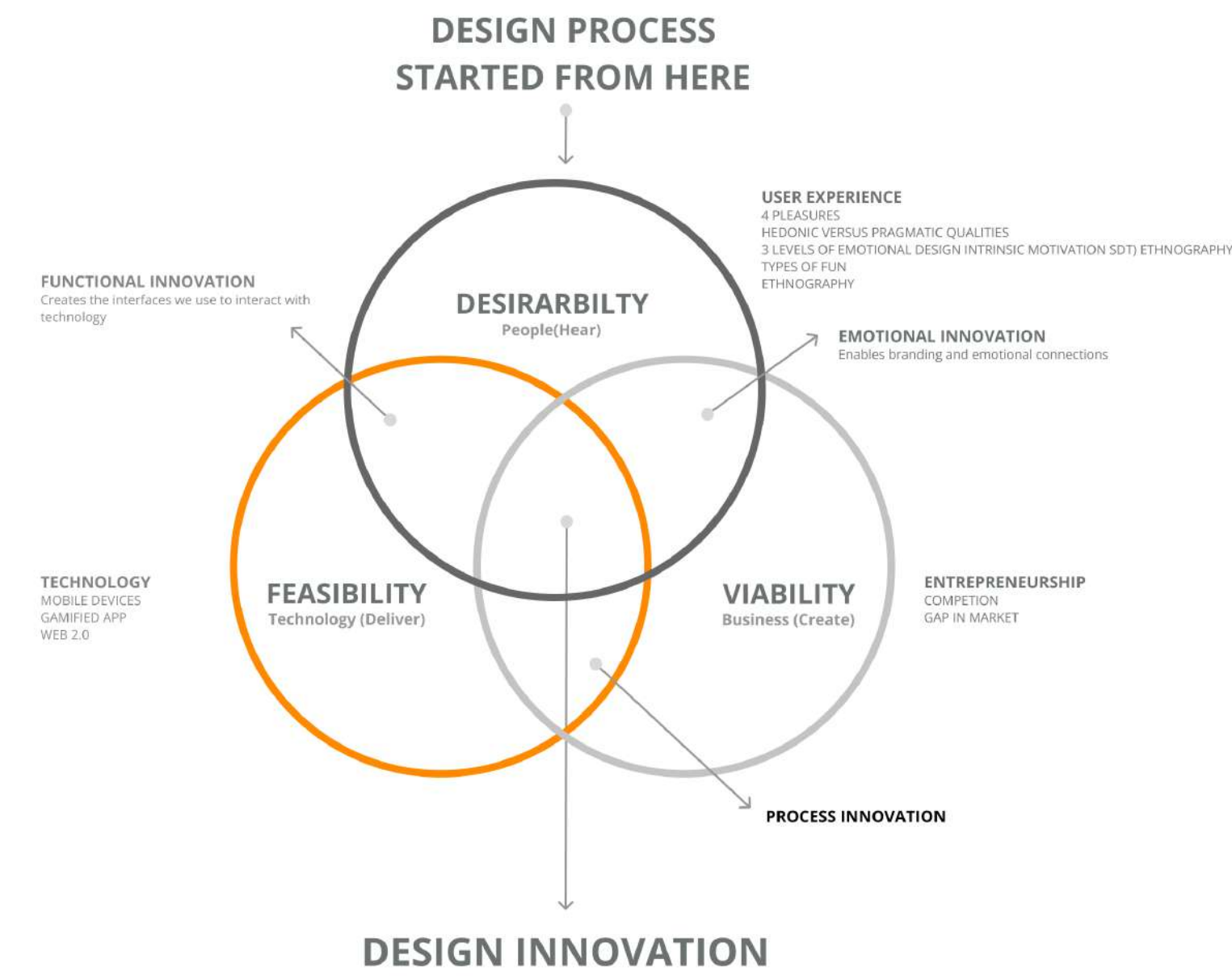
← Community Management Tools

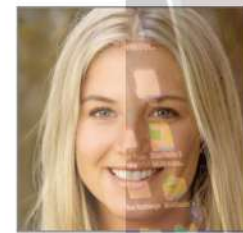
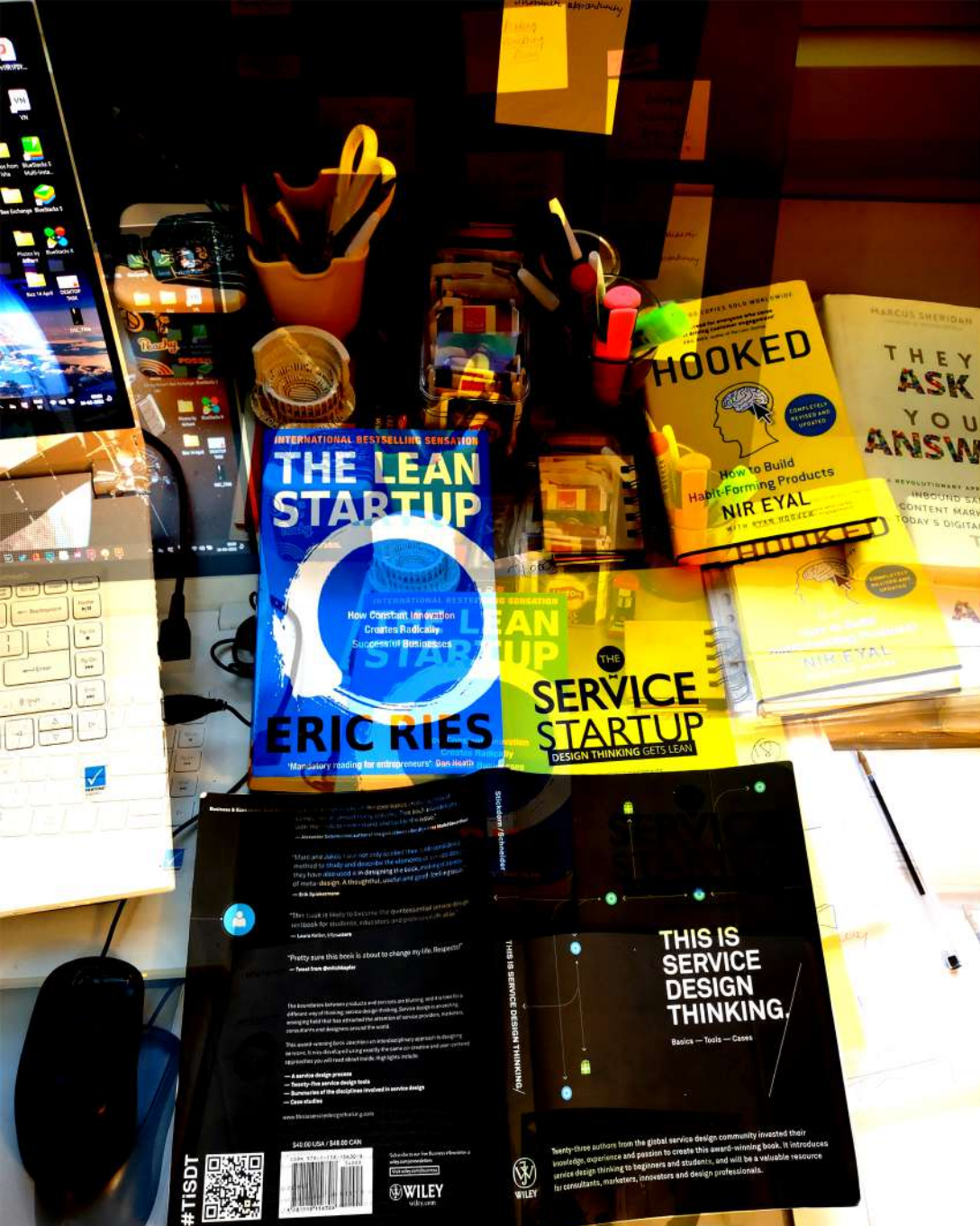
Supports price negotiations between buyers and sellers.

← Negotiation System

Support the logistics of art auctions, including bid tracking.

← Auction Management Tools





Ema Grey
Managing Director +
Art-Lover (Can be a potential buyer)

MARRIED Yes
KIDS Sarah 15, Jany 20
EDUCATION Masters in Business
OCCUPATION Administration
Managing Director (MD)
AGE 56 year old
LOCATION San Francisco

SPIRITUAL CHOOSE
INTELLIGENT CAUTIOUS



Attributions



Response and Reactions



“

Whenever I will be rich I will always try to have interior and artworks frequently in my office to get new fresh ambience time

Bio or Scenario

• She is an art-lover, who loves abstract paintings, and is exposed to new themes, art, antiques, and sculptures office over time. She loves to buy art works, but they are expensive. She doesn't want to spend a lot of money on affordable art pieces, but she gets tired of the same art and wants something new. In contrast, having the same wall for a long time bores her and she wants something

Technology

DESKTOP **ONLINE HOME DELIVERY**
SMART PHONE **ONLINE PAYMENT SYSTEM**

Goals

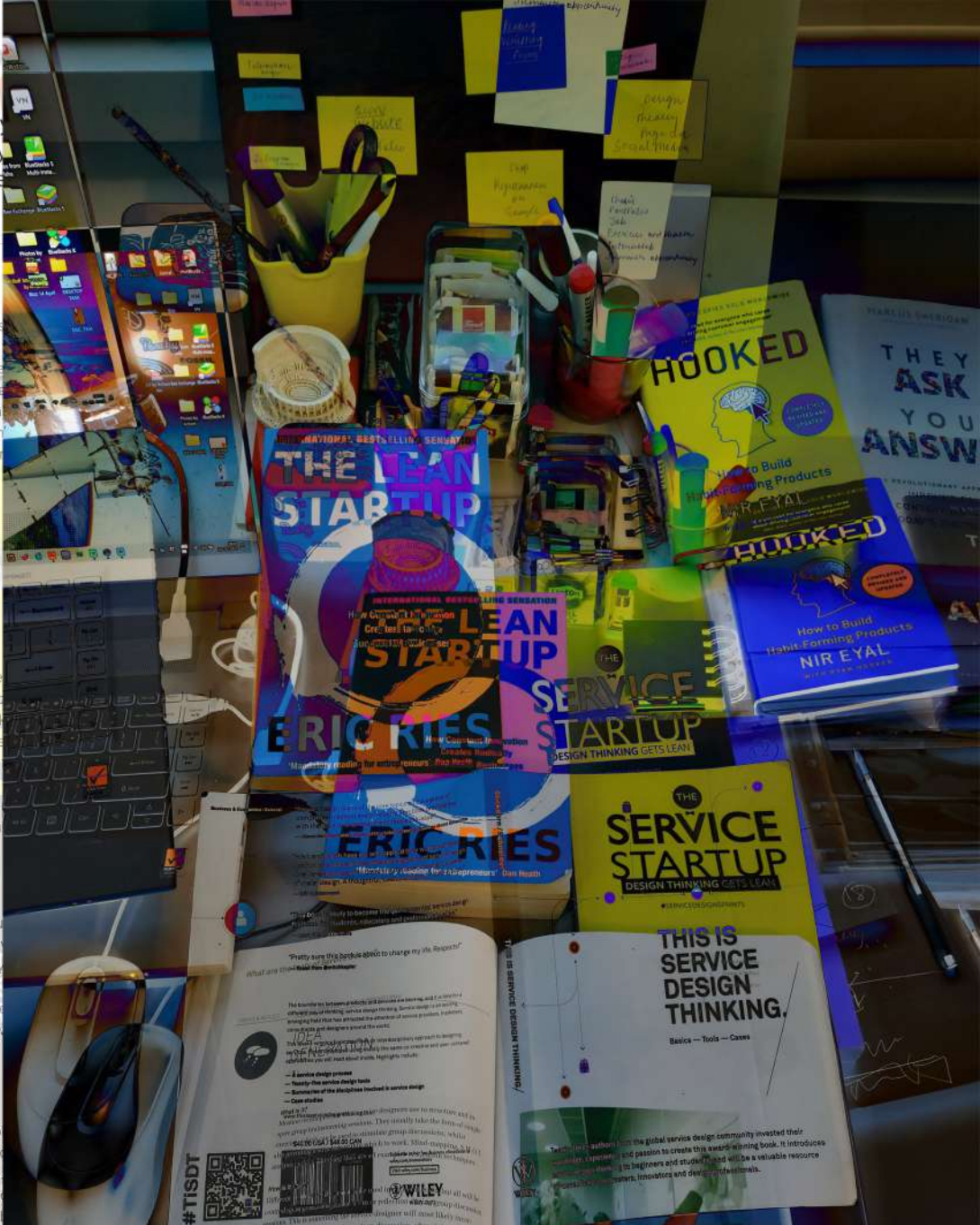
- Her passion for buying and seeing art has always been
- She always wants new themes like artwork, and sculptures look on the walls, which gives her an overall fresh look
- Artworks are already installed in her office, but she wants to have artworks frequently, so employees will feel creative, and in the entire office, but it is a costly process.
- She needs to invite important clients to his house for public relations, so she wants her house to appear in another reason for buying artwor

Painpoints

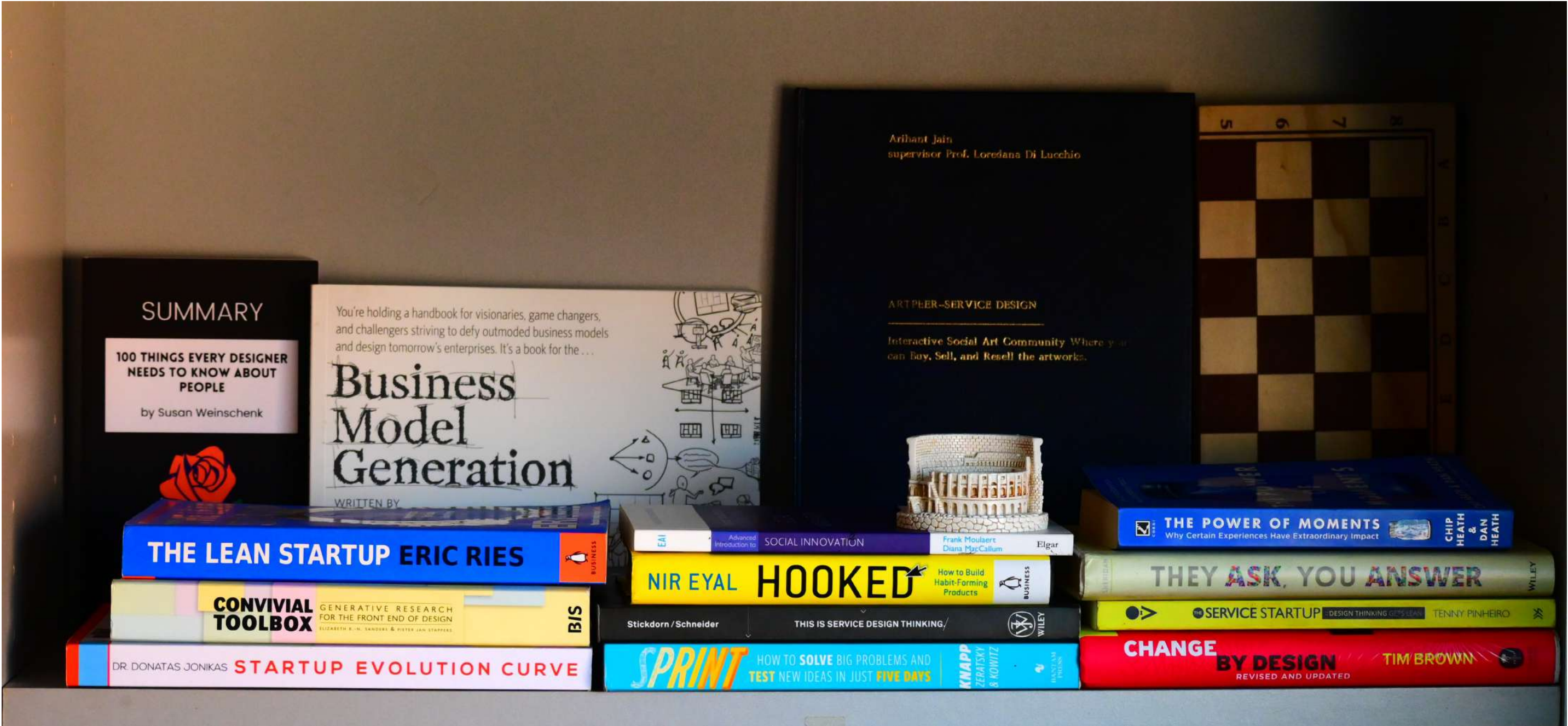
- She cannot afford the artworks when she goes to purchase
- In order to have a fresh experience in the office, she wants to have artwork in her office, digitally printed artwork or copy, what she wants to hang.
- She needs large-size artworks for his office, but large artworks are next to impossible in one go. It will be a major investment for her company.

Questions

- What is the best way to purchase art at an affordable price?
- It would be better for her if she could buy the art in two in order to buy new art for her office and house.
- How does my house create more impact when I move to my house. What can she do to create a great ambience



EXPLORING VARIOUS SERVICE DESIGN THINKING TOOLS AND OTHER FRAMEWORKS THROUGH TEXTS



RESERACH & INSIGHTS

Conduct in-depth secondary research to gain a deep understanding of the problems faced by young freelance artists, art lovers, art gallery managers, and art collectors. **Utilize qualitative and quantitative research methods to gather insights.**

DEFINED TARGET GROUP

Young Freelance Visual Artists
Art Lovers (Inclusive group of People who loves Art)
Art Galleries Managers
Art Collectors & New Born Art Collectors

DETERMINE RESEARCH GOALS AND QUESTIONS

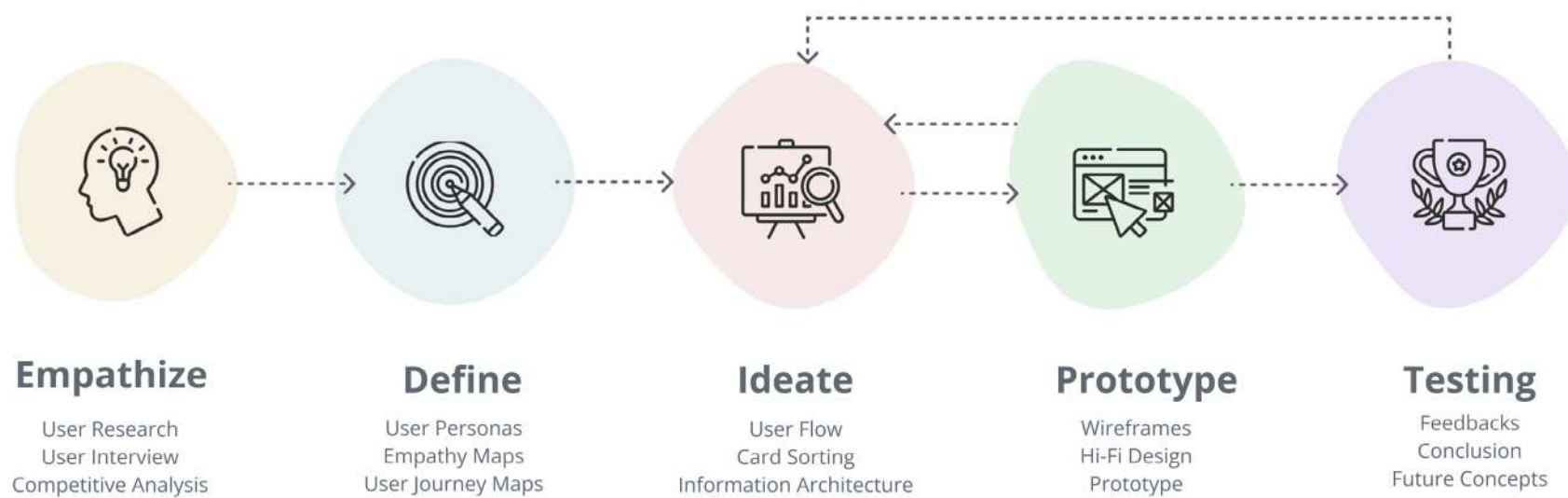
Then I want to ensure that the interviews I will conduct should be worthwhile, both for me and for the participants. To make the most of my time together, I need to determine clear goals for the interview. As a UX designer, what do I want to learn from the interviews? Are there certain **USERS' PROBLEM** or **PAIN-POINTS** that I need to empathize with?

I wrote interview questions by keeping in my mind

To The question should be open-ended.
Always try to keep questions short and simple.
And able to follow-up questions.
Interviews should be conversational so encouraging participants to elaborate is a best practice.bought, sold, and experienced.



Design Thinking Framework



DESIGN THINKING FRAMEWORK

EMPATHIZE



FOR STRUGGLING YOUNG FREELANCE ARTISTS

Can you describe your experience as a young freelance artist? What are some of the most significant challenges you've faced regarding financial stability?

As a young freelance artist, I've faced numerous challenges related to financial stability. It's often difficult to predict my income, leading to uncertainty in covering basic living expenses. There are times when I've had to take on commercial art projects, even if they don't align with my creative vision, just to pay the bills.

How has financial instability affected your ability to pursue creative art projects?

Financial instability has been a major roadblock to pursuing creative art projects. It limits my ability to invest in art supplies, experiment with new techniques, or take the time needed for in-depth artistic exploration. Instead, I often find myself prioritizing commercial work for immediate income.

Have you ever had to compromise your creative vision to create commercial artworks for income? If so, can you share your thoughts on that experience?

Yes, I've had to compromise my creative vision on several occasions. It can be disheartening because I entered the art world to express my unique ideas. Creating commercial art can feel like I'm losing touch with my true artistic self, but it's a necessary compromise to sustain myself financially.

What would help you feel more financially secure while pursuing your art career?

Financial security for young freelance artists would be a game-changer. Access to stable income sources, grants, or support networks that understand the challenges we face would go a long way in allowing us to focus on our creative art projects without constant financial worry.



FOR ART ENTHUSIASTS WITH BUDGET CONSTRAINTS

As an art enthusiast, how do you feel about the affordability of art in the current market?

I'm passionate about art, but I often feel discouraged by the high prices of artworks in the current market. It can be frustrating not to be able to own pieces I truly appreciate.

Can you describe any specific experiences where you wanted to purchase art but found it to be expensive and unattainable?

There have been instances when I fell in love with a piece of art but couldn't afford it. It's disappointing because art means a lot to me, and I wish there were more affordable options available.

What would encourage you to consider purchasing art despite budget constraints?

I'd be more likely to purchase art if there were affordable options that still allowed me to support artists. It would also help if there were platforms that provided payment plans or layaway options for art purchases.

How do you think affordable art options could positively impact the art community?

Affordable art options would open up art ownership to a wider audience and foster a more inclusive art community. It would benefit both artists and art enthusiasts by promoting creativity and accessibility.



FOR ART COLLECTORS (NEW AND SEASONED)

What challenges have you encountered when trying to resell artworks in the art market?

Reselling artworks can be a cumbersome process. Authenticity issues, the time it takes to find buyers, and navigating the market's complexities have all posed challenges.

Can you share any experiences related to authentication issues or the time-consuming process of reselling art?

Answer: Authentication can be tricky, especially for contemporary art. It's time-consuming to gather provenance and documentation, which is often required for resale. This has deterred me from selling some of my pieces.

How confident do you feel about your knowledge of buying and selling art as an investment?

While I've learned a lot over the years, buying and selling art as an investment still feels daunting. I often wish there were resources or expert guidance available to help navigate this aspect of the art world more effectively.

What kind of expert guidance or support would be beneficial when dealing with art as an investment?

Having access to experts who can authenticate and appraise artworks, as well as provide investment advice, would be immensely valuable. It would instill confidence in collectors like me.



FOR ART GALLERY MANAGERS

With the shift to the online art market, what specific challenges have you faced in attracting traffic to your art gallery website?

Transitioning online has been challenging. Competing for online visibility, reaching the right audience, and ensuring that our gallery's digital presence is as engaging as our physical space are all ongoing struggles.

How do you currently identify and reach your target audience online?

Answer: We use a combination of social media marketing, email campaigns, and partnerships with art influencers. However, it's still challenging to reach a diverse and broad audience.

Can you describe any difficulties in creating an inclusive and diverse online art community?

Building an inclusive online art community can be tricky. We want to cater to diverse tastes and backgrounds, but finding the right balance and ensuring that everyone feels welcome is an ongoing effort.

What improvements or solutions do you believe could enhance the online art gallery experience for both artists and art enthusiasts?

Improving the online gallery experience would involve better curation, virtual exhibition tools, and more interactive features. It's about recreating the immersive art gallery experience in a digital space.



Observations for Struggling Young Freelance Artists

Young freelance artists face significant financial instability, making it challenging for them to pursue their creative projects. Financial instability often leads to compromises in artistic vision, as commercial work becomes a necessity for income. Financial security and support networks would greatly benefit young artists in pursuing their creative aspirations.



Observations for Art Enthusiasts with Budget Constraints

Art enthusiasts express a desire to own and appreciate art but often find it unaffordable in the current market. The affordability of art is a key factor in their decision-making when it comes to art purchases. Flexible payment options and affordable art offerings would make art more accessible to this group. News articles, provide context, and help him understand the significance of current events without feeling overwhelmed.



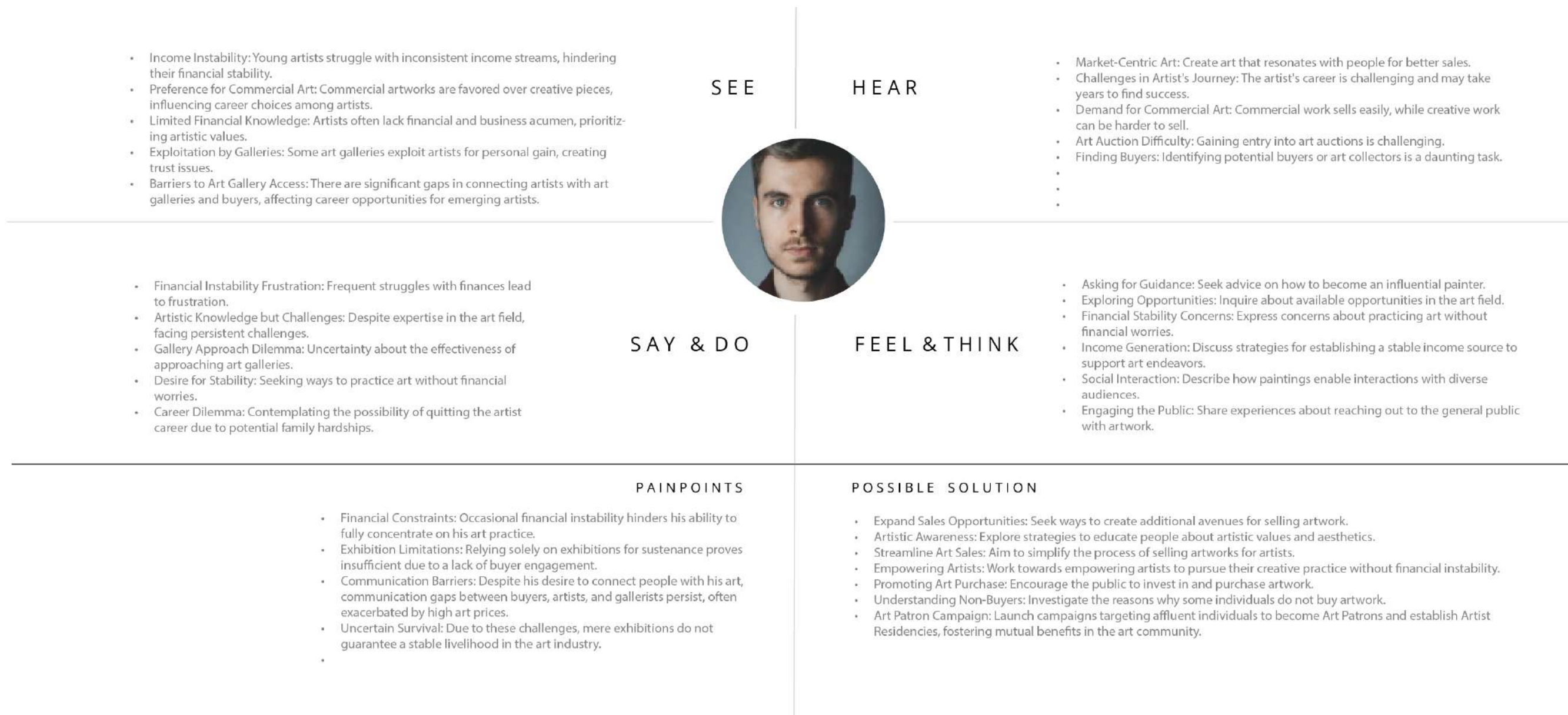
Observations for Art Collectors (New and Seasoned)

Art collectors, both new and seasoned, encounter challenges when reselling artworks, including authentication and time-consuming processes. Confidence in buying and selling art as an investment varies, with some collectors seeking expert guidance. Access to experts who can authenticate, appraise, and provide investment advice would enhance their experience.

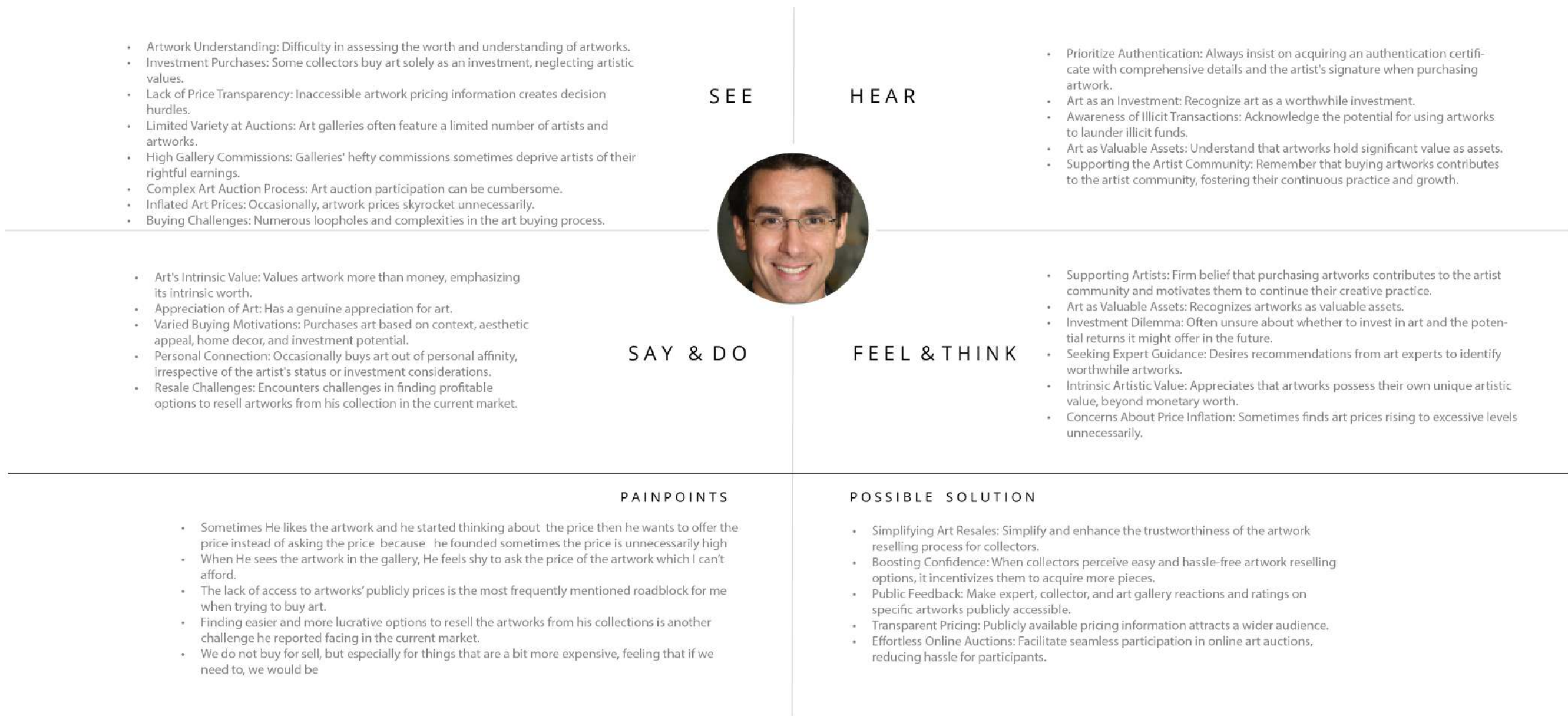


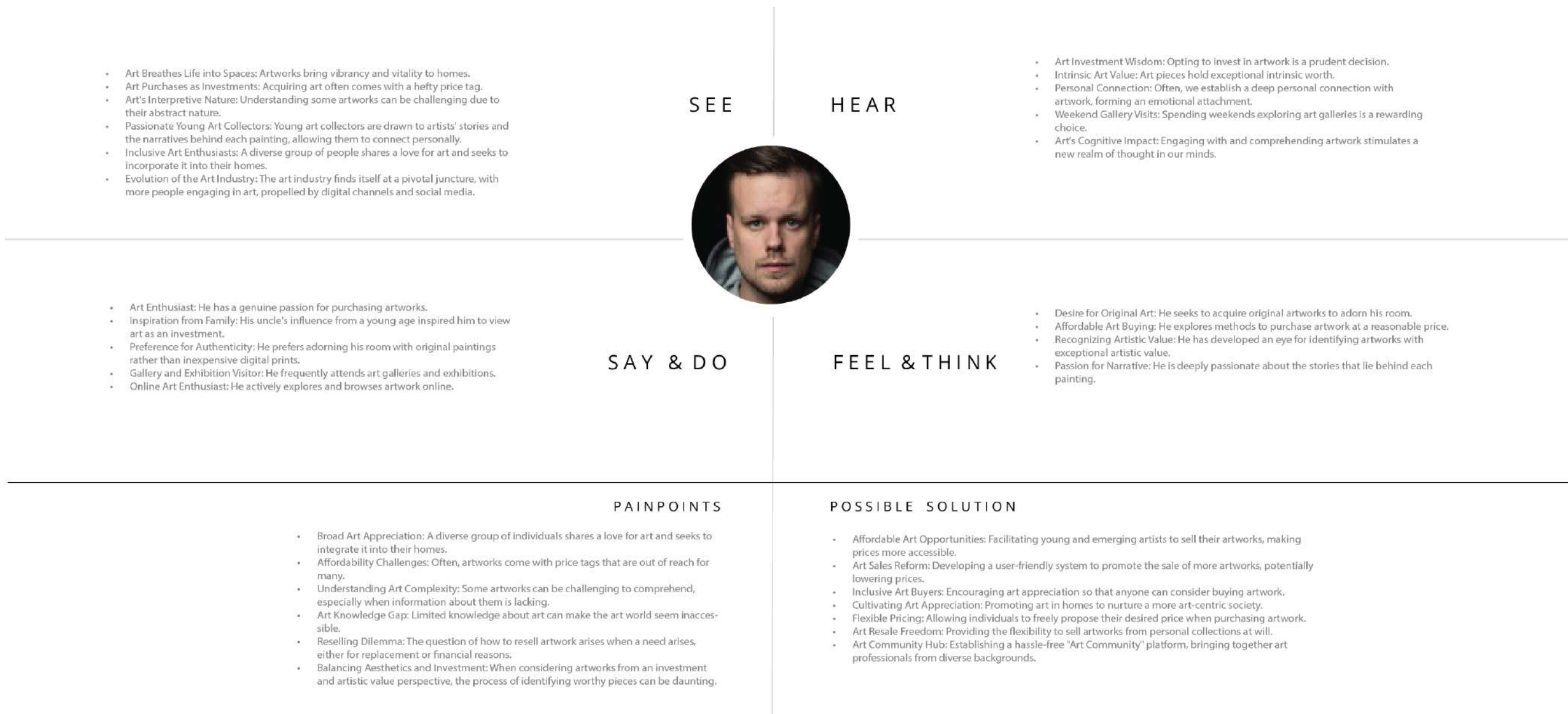
Observations for Art Gallery Managers

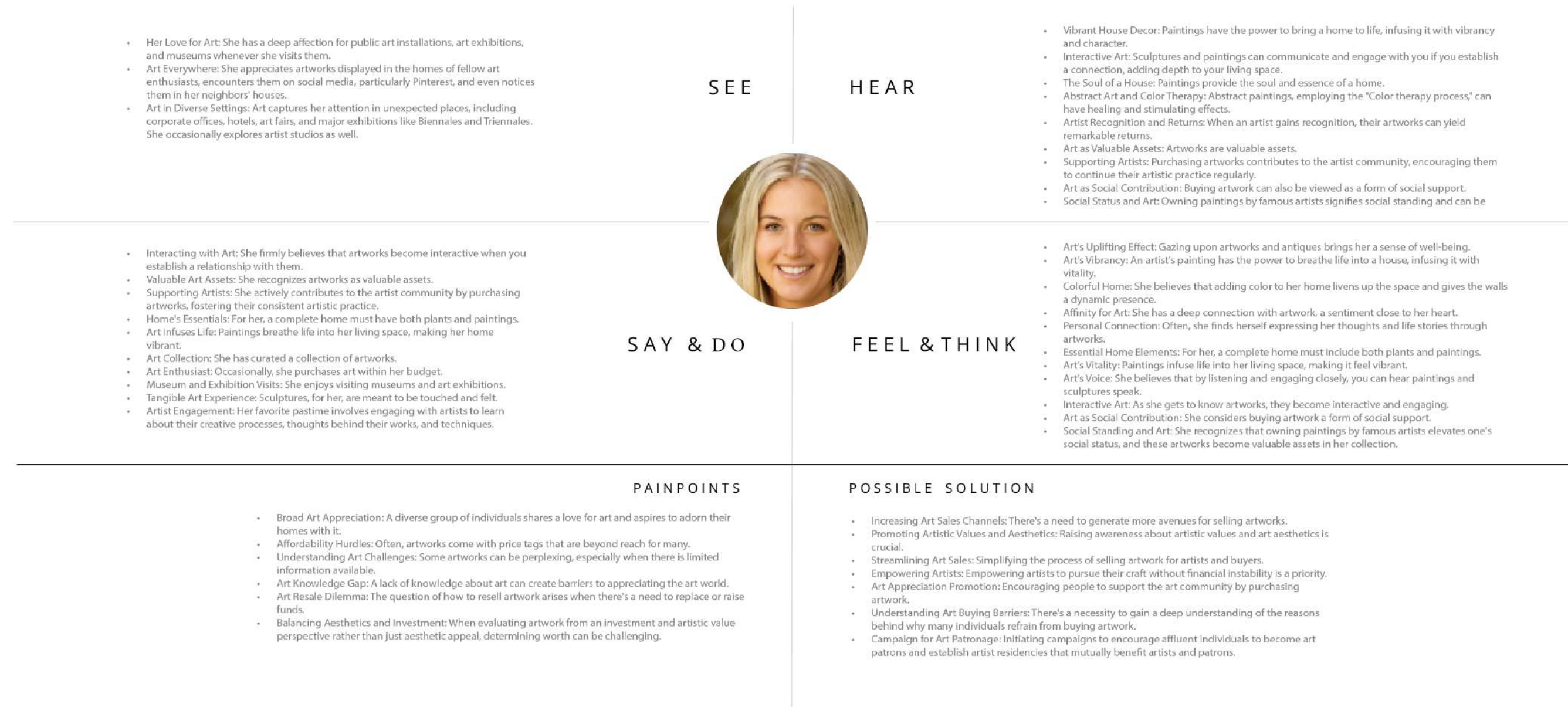
Art gallery managers are facing challenges in transitioning to the online art market, including competition for online visibility and reaching the right audience. Identifying and engaging with a diverse and broad online audience remains a challenge. Creating an inclusive online art community is a priority, but it requires ongoing efforts to ensure everyone feels welcome. Enhancements in the online gallery experience should focus on better curation, virtual exhibition tools, and interactivity to replicate the immersive physical gallery experience.











DESIGN THINKING FRAMEWORK

DEFINE

PROBLEM STATEMENTS

Problem Statement:
Struggling Young Freelance Artist

“As a young freelance artist, I struggle with financial instability, which forces me to prioritize commercial art projects over my creative passions. I need a solution that provides a stable income source and helps me connect with buyers who appreciate my unique style.”team members.

Problem Statement:
Art Enthusiast with Budget Constraints

“As an art enthusiast with a limited budget, even my friends don't think about buy the art because they think it's so expensive and they can't afford and I'm often discouraged by the high prices of art in the market. I want to own and appreciate art within my budget, but I struggle to find affordable options. I need access to art that I can afford and flexible payment plans.”

Problem Statement:
Art Collector Seeking Support

“As an art collector, I face numerous challenges when reselling artworks. Authentication issues, lack of market knowledge, and complex processes make it difficult to navigate the art market confidently. I need a solution that simplifies art resale, offers authentication services, and connects me with trusted art advisors.”

Problem Statement:
Art Gallery Manager Going Digital

“As an art gallery manager transitioning to the digital landscape, I struggle to attract online traffic and foster an inclusive online art community. I need effective online marketing strategies, virtual exhibition tools, and community-building features to expand our digital presence and engage diverse audiences.”

CHALLENGES

Financial Sustainability: Ensuring the financial sustainability of the platform, especially in the early stages, can be challenging. Balancing affordability with revenue generation is key.

Building Trust: Gaining the trust of artists, collectors, and art enthusiasts is crucial. Authentication, transparency, and security measures must be robust to prevent fraud.

Competition: The online art market is highly competitive, with established players and emerging platforms. Standing out and attracting users can be challenging.

Quality Control: Maintaining quality control over the art listed on the platform, ensuring authenticity, and preventing counterfeit artwork can be complex.

Platform Usability: Creating an intuitive and user-friendly platform that appeals to both tech-savvy and non-tech-savvy users is essential for adoption.

Community Moderation: Managing and moderating community discussions and interactions to ensure a respectful and inclusive environment requires continuous effort.

Art Market Dynamics: The art market is subject to economic fluctuations, which can impact the buying and selling behaviors of users on the platform.

Legal and Regulatory Compliance: Ensuring compliance with art-related regulations and copyright laws is critical to avoid legal issues.

OPPORTUNITIES

Fulfilling Unmet Needs: There is a significant demand for affordable art options, a supportive platform for artists, and guidance for art collectors. Your service can fill these gaps and create a more inclusive art ecosystem.

Digital Expansion: With the shift to online art markets, there's an opportunity to leverage digital platforms to reach a global audience, making art more accessible to a wider range of people.

Community Building: Building a strong and interactive art community can foster creativity, collaboration, and art appreciation, benefiting both artists and art enthusiasts.

Expert Engagement: Providing access to art experts and advisors can enhance trust and confidence in the art market, encouraging more art investments.

Diverse Art Experiences: Your platform can offer a diverse range of art styles, mediums, and genres, catering to different tastes and preferences.



CREATIVE MIKE HASI - THE STRUGGLING YOUNG FREE-LANCE ARTIST

Age: 24
Background: Recent graduate from an art school, specializing in Visual art.
Challenges: Financial instability forces Mike to take on commercial art projects he's not passionate about. he yearns for financial security to focus on his creative projects.
Goals: Find a reliable income source related to his art and network with potential buyers who appreciate his unique style.
Needs: Access to affordable art supplies, opportunities to showcase his work, and a community that understands the struggles of emerging artists. An intuitive and user-friendly platform that fits his busy student schedule.



BUDGET-CONSCIOUS BEN - THE ART ENTHUSIAST & LOVES ART

Age: 30
Background: Middle-income professional with a passion for art but limited budget.
Challenges: Finds traditional art purchases unaffordable and feels excluded from the art world.
Goals: Own and appreciate art within his budget, explore new artists, and support emerging talents.
Needs: Affordable art options, payment plans, and a platform that offers a wide range of art styles and prices.



COLLECTOR CATHY - THE ART COLLECTOR SEEKING SUPPORT

Age: 54
Background: Established collector with a growing art collection.
Challenges: Faces difficulties in reselling artworks due to authentication issues, lack of market knowledge, and time-consuming processes.
Goals: Enhance her collection, navigate the art market more confidently, and find expert guidance for investments.
Needs: Authentication services, a platform for art resale, and access to art advisors and appraisers.



GALLERY GURU - THE ART GALLERY MANAGER GO-ING DIGITAL

Age: 40
Background: Gallery manager with a background in art curation.
Challenges: Navigating the transition to the online art market, struggling to attract online traffic, and fostering an inclusive online art community.
Goals: Expand the gallery's online presence, engage diverse audiences, and create a thriving digital art community.
Needs: Effective online marketing strategies, virtual exhibition tools, and community-building features on the platform.



" How can I generate a regular source of income to empower myself in order to do, practising my art without worrying about financial instability. "

Bio and Scenario

He is a freelance young artist who exhibits his artwork, he is entirely dependent on an art exhibition and sometimes commercial work for survival, and he does not want to become an art teacher because he wants to practice art more and more. Because his income is insecure, he struggles to practice art as a freelancer. He's always looking for the best opportunities in the art world in order to be financially secure, and practice his art without worries He wishes to contribute and make an impact on society through his art and wisdom.?

Mike Hasi
Young Freelance Painter.

MARRIED No
EDUCATION Masters in Fine Arts
OCCUPATION Freelance Painter.
AGE 24
LOCATION Roma



Goals

Aspired to become a renowned painter.
In order to practice his art, he doesn't want to stress about his finances.
Despite his desire to become rich, he wants to practice his art without the need for financial stability and side gigs.
His goal is not to be very rich, but to pursue his art freely without financial instability and side jobs.
He wishes to contribute and make an impact on society through his art and wisdom.

Painpoints

Financial instability sometimes makes it difficult for him to focus on practising art.
Exhibiting alone isn't enough for survival due to the lack of response by buyers.
In spite of his paintings and his wish for his paintings to reach the people, it is not happening because of the communication gap between the buyers' artists and the gallerists.
Because of the lack of response from buyers and loopholes in the art industry, simply doing exhibitions does not guarantee survival

QUESTIONS

What I can do to become an influential painter.
In the art field, what kind of opportunities are there for me.
What I can do to practice my art without worrying about money.
How can I generate the source of income to empower myself to freely much possible practising my art.
How my paintings allow me to interact with a wide range of people.
How do I reach out to the general public with my artwork?

Personality

ANALYTICAL CARING
INTELLIGENT CAUTIOUS

Technology

SOCIAL MEDIA DESKTOP
APP FRIENDLY SMART PHONE
ONLINE HOME DELIVERY
ONLINE PAYMENT SYSTEM

Attributions

ART KNOWLEDGE AND ART INTELLECT
STORY BEHIND THE ARTWORK
ARTWORK BASED ON AESTHETIC AND HOME DECOR
DOING COMMERCIAL WORK

Personality

INTROVERT EXTROVERT
INTUITIVE SENSING
THINKING FELLING
JUDGING PERCEIVING

Response and Reactions

PRICE
EASE OF USE
SAFETY
CONTROL



How to make art auctions more inclusive, that can attract an inclusive group of people and a wide range of professionals because the art industry shifting widely online due to the technology boom.

Bio and Scenario

He is the Art Manager at an art gallery he is responsible for manage the artwork meeting various stakeholders like artists then buying the artworks from them and selling them to the third party another important task is to make strategies to generate sales of the artwork and now the art gallery business going to die because of lack of client.He always thinks "How to push the buyer to buy the artwork
How to deliver more and more value to the buyer through artwork"

Stefano Neri
Art Manager at Art Gallery

MARRIED Yes
 Sarah 7

EDUCATION Masters in Art Management
OCCUPATION Art Manager at Art Gallery
AGE 40
LOCATION Milan

Goals

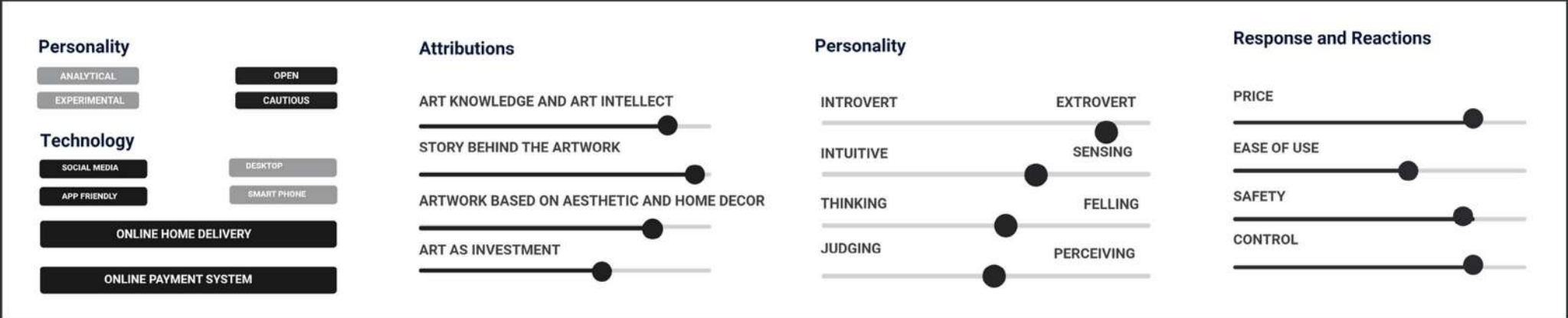
How to attract more and more clients to buy an artwork.
How to make artwork readily available for an inclusive group of people.
How to make "Ease of Art Sale"
How to make Art auctions more inclusive and that included normal.
How to make a more inclusive bridge between artists and society.

Painpoints

Why lack of response to buy the artwork
Why are Art buyers not much attracted to buying the artwork
How to include normal people in the Auction
How to make Art auctions interactive, widely and easily available
How to empower the young artist
Hard to find potential buyers or Art collectors.

Activities and tool

He is visiting artist studios, many time interact online.
Managing artwork in the Gallery
Making Strategy to sell the artwork
Meet with potential clients and do interaction with art collectors





I'm not buying the artwork for the sale, but especially for things that are a bit more expensive, feeling that if we need to, we would be able to sell it, that's important. Finding easier and more lucrative options to resell the artworks from my collections is another challenge for me.

Bio and Scenario

He appreciate art, he bought the artwork because he love them and was passionate about the artist's story behind the painting but whenever he buy the artwork investment was also a top priority concerned for him. Sometimes he likes the artwork and he thinks about the price try analysis what should be the price of the particular artwork then he wants to offer the price instead of asking the price because he found sometimes the price unnecessary high. sometimes he confuses in selecting worthful artwork and He needs an art expert to recommend something worthful artwork.

William Dias
Businessman + Art-Collector

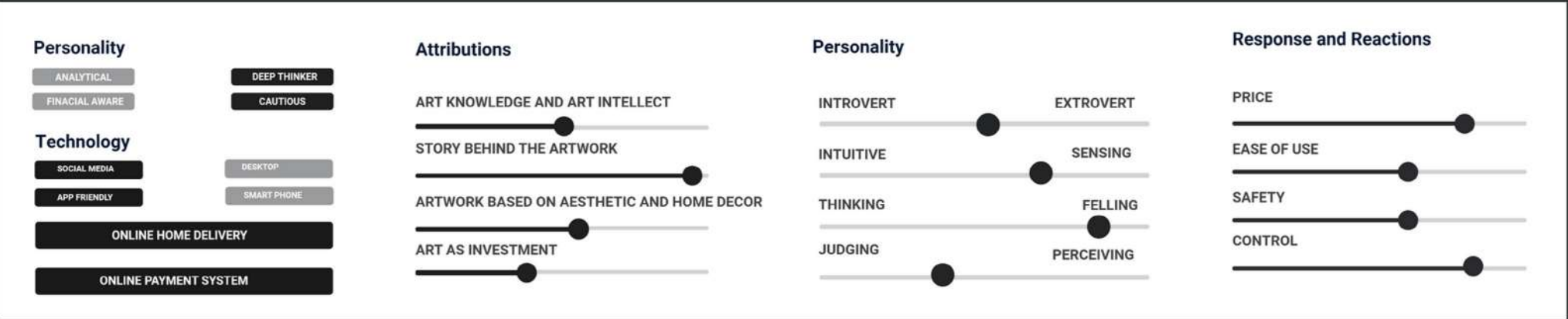
MARRIED	Yes Ivan 15, Jamy 10
EDUCATION	Masters in Business
OCCUPATION	Businessman
AGE	54
LOCATION	San Francisco

Goals

Art as an investment
Aesthetics and a desire to live with art.
leaving a good impression on important people through the ambience of his office as well as at home.
Finding easier and more lucrative options to resell the artworks from his collections
He needs an art expert to recommend something worthful artwork
Affordability of artwork is also a concern for him.

Painpoints

When he sees the artwork in the gallery, he feels shy to ask for the price to the artwork that he can't afford.
The lack of access to artworks' publicly prices is the most frequently mentioned roadblock for me when trying to buy art.
Finding easier and more lucrative options to resell the artworks from his collections is another challenge He reported facing in the current market.
We do not buy for sell, but especially for things that are a bit more expensive, feeling that if we need to, we would be able to sell it, that's important."
Lack of time to participate in presence Art Auction
Lack of variety of Artworks available for auction
The auction house conducts the art auction for a handful of artists and artists.





Ema Grey
Managing Director +
Art-Lover (Can be a potential buyer)

MARRIED	Yes Ivan 15, Jamy 10
EDUCATION	Masters in Business Administration.
OCCUPATION	Businessman
AGE	52
LOCATION	San Francisco

To get a new fresh ambience from time to time, I will change the interior and artworks at home and at work often if I am very wealthy.

Bio and Scenario

She is an art-lover, who loves abstract paintings, and she wants to be exposed to new themes, art, antiques, and sculptures in her house and office over time. She loves to buy art works, but they are usually very expensive. She doesn't want to spend a lot of money and sometimes buys affordable art pieces, but she gets tired of the same artwork over time and wants something new. In contrast, having the same artwork on the wall for a long time bores her and she wants something fresh for the wall.

Goals

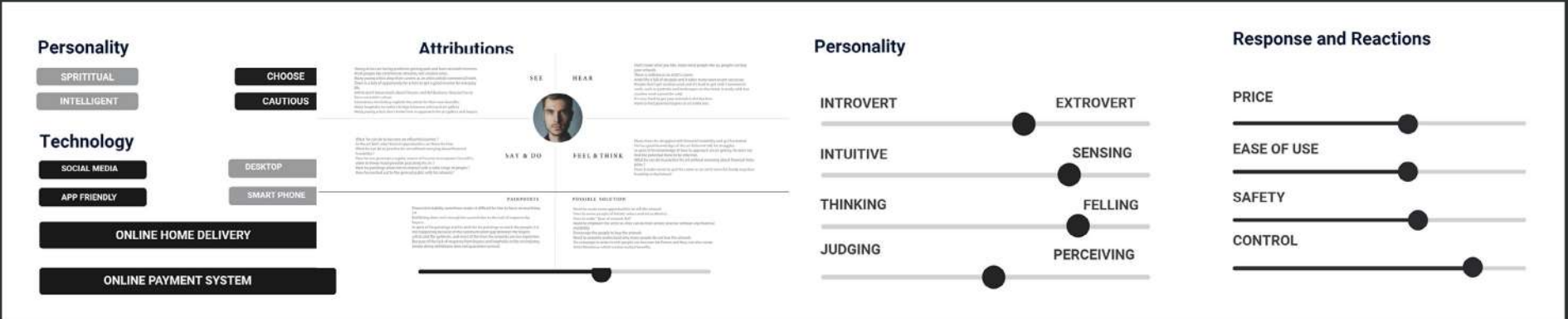
Her passion for buying and seeing art has always been contagious.
She always wants new themes like artwork, and sculptures, and wants a new look on the walls, which gives her an overall fresh look to her home. Artworks are already installed in her office, but she wants to change the artworks frequently, so employees will feel creative, after the passage of time in the entire office, but it is a costly process. She needs to invite important clients to his house for meetings to enhance public relations, so she wants her house to appear impressive. This is another reason for buying artworks.

Painpoints

She cannot afford the artworks when she goes to purchase them.
In order to have a fresh experience in the office, she wants to have artwork in her office, digitally printed artwork or copy work is not what she wants to hang.
She needs large-size artworks for his office, but large-scale artworks are next to impossible in one go. It will be a major investment for the company.

Painpoints

What is the best way to purchase art at an affordable price?
It would be better for her if she could buy the art and sell it after a year or two in order to buy new art for her office and house.
How does my house create more impact when important peoples come to my house. What can she do to create a great ambience in her home?
Having studied colour therapy, she wanted abstract paintings in her home





I have a passion for artists and their stories, I like aesthetics and home decor and a desire to live with art in my place but I always looking for affordable art.

Bio and Scenario

He is an art-lover, who loves artworks, and desires to live with art in his home, Want to decorate his home hanging the original artworks but only the problem is art is expensive and most of the time unaffordable for him.He always tries to find ways to afford the types of work he desires is a primary concern. every year looks for newer collections but always thinks more than twice as likely to mention affordability and the possibility of financing work, He is also passionate about the story behind the painting and investing in art.

Ginaluca Smith
Young Lawyer+ Artlover

MARRIED No
EDUCATION Masters in law
OCCUPATION Recently graduate Lawyer
AGE 30
LOCATION Roma

Goals

Want to decorate the home by hanging the original artworks.
Sometimes artwork prices are affordable but it's hard to find the proper and genuine place.
Sometimes he likes the artwork but he can't afford

Painpoints

When he sees the artwork in the gallery he is feeling shy to ask for the price of the artwork that he can't afford.
he can't afford the expensive artwork but he likes to place the artwork at his home.
Artwork price is mostly very expensive for him
He lacks information about the artwork.
He has a lack of Knowledge about Art.

Painpoints

maybe everyone loves art, and they want to place art in their home but people are unable to make a mindset to buy the artwork because art is always very expensive and it's not for us.
Can he resell the artwork easily that he bought if he needs it in future?



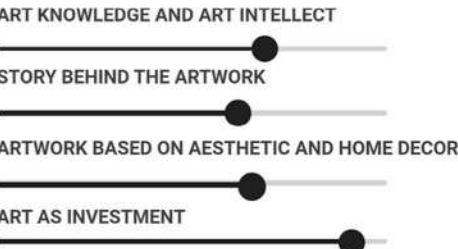
Personality

INVESTOR LOGICAL
INTELLIGENT CONSCIOUS

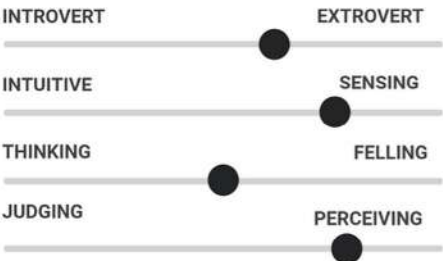
Technology

SOCIAL MEDIA DESKTOP
APP FRIENDLY SMART PHONE
ONLINE HOME DELIVERY
ONLINE PAYMENT SYSTEM

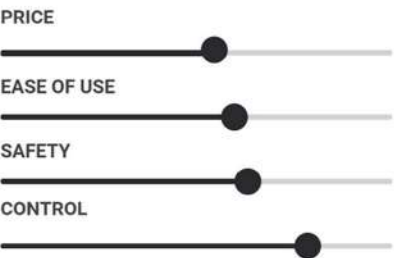
Attributions



Personality

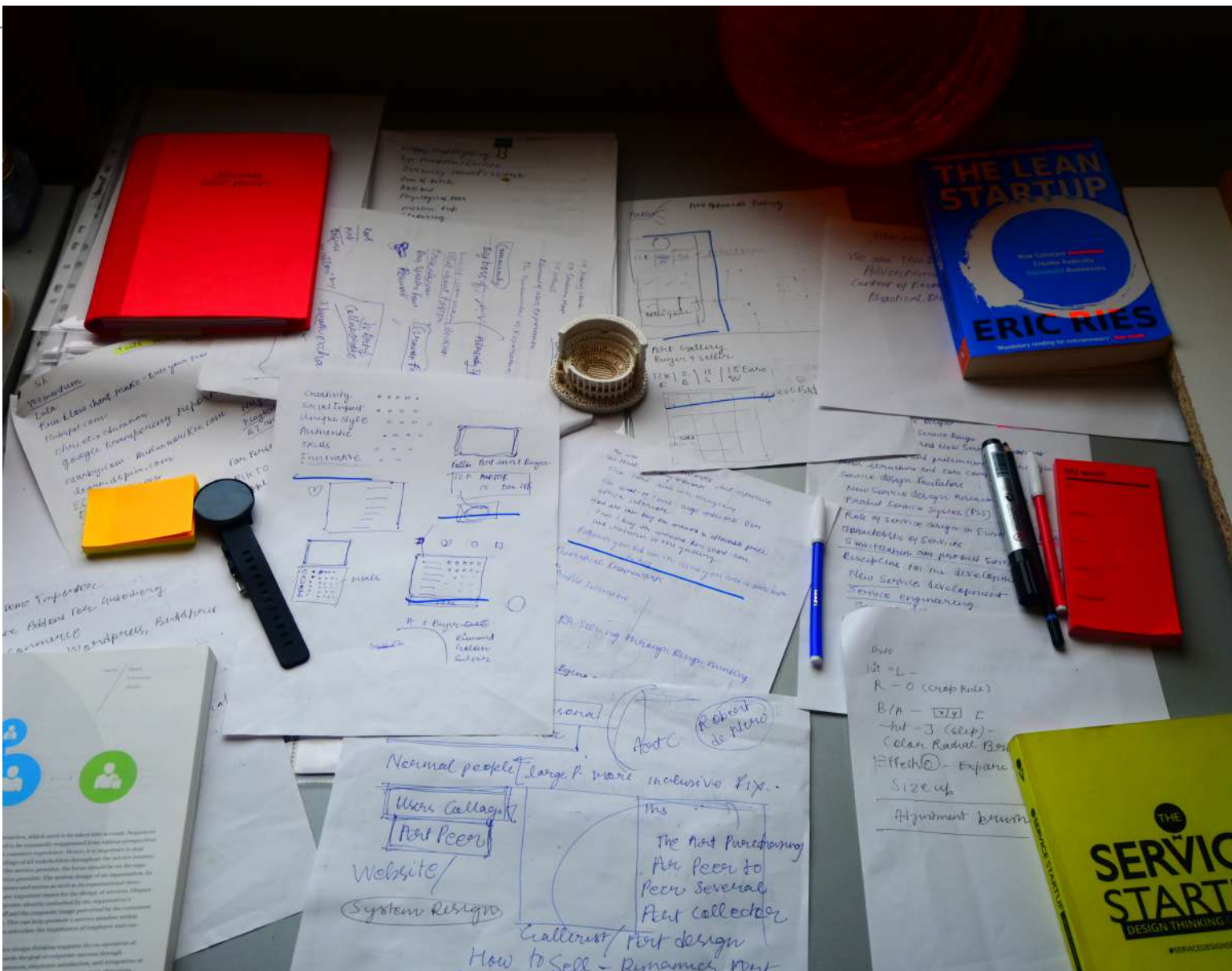
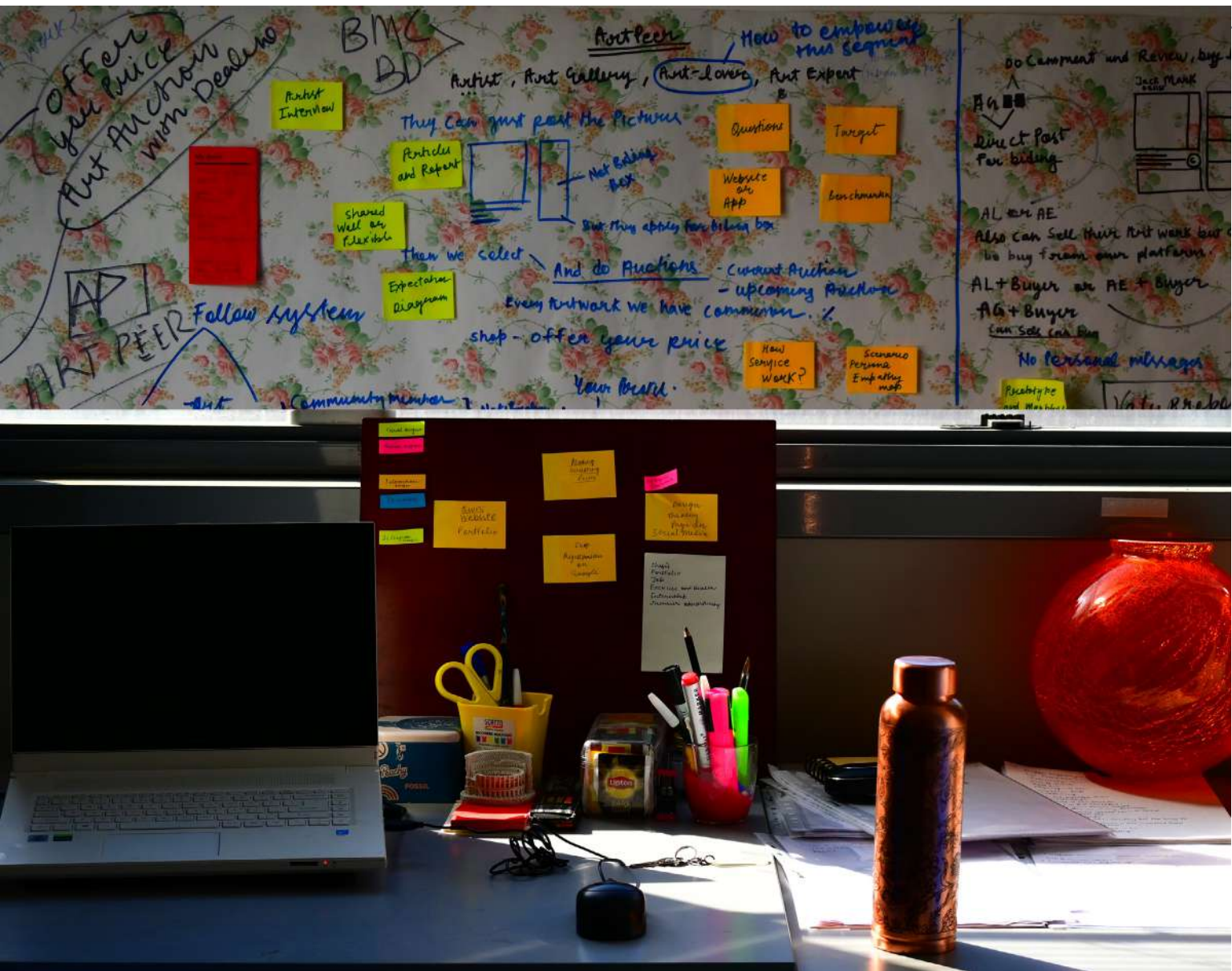


Response and Reactions



DESIGN THINKING FRAMEWORK

IDEATE



BRAINSTORMING & IDEATION



Mike Hasi
Freelance Young Artist

MARRIED No
EDUCATION MA in Fine Arts
OCCUPATION Freelance Artist doing creative Work.
AGE 28 year old
LOCATION Rome



Mostly I don't have sufficient money for monthly survival ? If I'm doing only art ? I also need money to buy the art material ? How I can manage ?



What I can do to practicing my art without any worrying about financial Instability ?



Because of the lack of response from buyers and loopholes in the art industry, simply doing exhibitions does not guarantee survival.



What I can do to become an influential painter ?
In the art field, what kind of opportunities are there for me ?
How can my artworks reach to the people's place ?

How my paintings allow me to interact with a wide range of people.



Stefano Neri
Art Manager at Art Gallery

MARRIED Yes
KIDS Sarah 7,
EDUCATION M.A in Art Management
OCCUPATION Art Manger at Art Gallery
AGE and CITY 40 and Milan



The technology boom has resulted in people buying more artwork online, even though we have a website for our gallery, but how do I get traffic to that site?



We don't know exactly why the art buyers aren't much interested in buying the artwork, and where to find potential buyers or art collectors.



AUCTION



What are the best ways to encourage more and more people to purchase artwork? How can we encourage an inclusive group of people to participate in art auctions? Very few people are participate in the art auctions result selling an artwork become hard.

How to make "Ease of Art Sale" ?
How to make a more inclusive bridge between artists and society ?





William Dias
Businessman + Art-Collector

MARRIED Yes
KIDS Ivan 15, Jamy 10
EDUCATION M.B.A
OCCUPATION Businessman
AGE 50 year old
LOCATION San Francisco



When I see the artwork in the gallery, I feels shy to ask for the price to the artwork that I can't afford. The lack of access to artworks' publicly prices is the most frequently mentioned roadblock for me when trying to buy art.



The price paid for this artwork seems high. Is it truly worth it? Would it be a wise investment? It's best to seek out experts' advice?

Can I buy and sell the artwork online if I am unable to attend an art auction in person?



3 9 5



I have a lot of artwork now, I should sell a few of my previous purchases to earn some money and at the same time, I want to acquire some new



Finding easier and more lucrative options to resell the artworks from my collections is another challenge foe me, I many of my art collector friends reported, facing in the current market. We do not buy for sell, but especially for things that are a bit more expensive, feeling that if we need to, we would be able to sell it, that's important."



Ema Grey
Managing Director + Art-Lover (Can be a potential buyer)

MARRIED Yes
KIDS Sarah 15, Jamy 20
EDUCATION M.B.A
OCCUPATION M.D
AGE 56 year old
LOCATION San Francisco



I needs to invite important clients mostly to my house for meetings to enhance Public Relations, so I wants my house to appear impressive. This is another



She affectionate with the artworks whenever she visits Art Exhibition's,



It would be cheaper If I'm buying the artwork directly from the artist but how I can find variety of artworks and artists ?



It would be better for me if I could buy the art and sell it after a period of time in order to buy new art for my office and house.



Ginaluca Smith
Young Lawyer+ Artlover

MARRIED No
EDUCATION Masters in Law & Business
OCCUPATION Recently graduate Lawyer.
AGE 30 year old
LOCATION Rome.



I can't afford the expensive artwork but I likes to place the artwork at my home, where I can find affordable art ?



Artwork price is mostly very expensive, and its luxury may be it is not for us like who has normal income.



I have lack of knowledge about to buying an art. Is buying, this artwork worth it or not ? hope I'm not cheated If I buy this artwork in this price.



When I see the artworks in the gallery I'm feeling shy to ask for the price of the artwork that I can't afford.

STRUGGLING YOUNG FREELANCE ARTISTS

Young freelance artists often grapple with financial instability, which can hinder their ability to pursue creative art. They may resort to creating mainly commercial artworks for income or even consider shifting to alternative professions.

CHALLENGES FACED BY ART COLLECTORS

Both new and seasoned art collectors encounter various obstacles when attempting to resell artworks. These challenges include proving the authenticity of artwork, time-consuming processes, lack of knowledge about buying and selling art, and the need for expert guidance when considering art as an investment. Such hurdles can deter collectors from actively participating in the art market, which subsequently affects artists.

ART ENTHUSIASTS WITH BUDGET CONSTRAINTS

Many art lovers find themselves in a predicament where they adore art but find it expensive and unattainable. This discourages a significant portion of the population from considering art purchases, indirectly impacting young artists.

STRUGGLES OF ART GALLERY MANAGERS

In the era of technological advancement, art galleries have expanded their presence online. However, despite having websites for art sales, they face difficulties in attracting traffic. This struggle results in challenges related to reaching a diverse and broad audience and identifying the right target demographic.

ATTRIBUTES AS CARDS SORTNING

Art Collection Diversity
Curated Selection
Rotating Inventory
Affordability
Flexibility
Insurance Coverage
Delivery and Installation
Artwork Information
Artwork Condition
Customer Support
Customization
Accessibility
Security Measures
Art Return Process
Sustainability
Artist Promotion
Payment Options
Feedback and Reviews
Art Accessibility
Legal Agreements
Art Education
Community Engagement
Art Preservation
Art Events
User Experience

SERVICE QUALITY:

Curated Selection
Rotating Inventory
Artwork Condition
Customer Support

USER EXPERIENCE

Accessibility
User Experience
Affordability
Payment Options

COMMUNITY ENGAGEMENT

Community Engagement
Art Events

ART COLLECTION

Art Collection Diversity
Rotating Inventory

ART INFORMATION AND PROMOTION

Artwork Information
Artist Promotion
Art Education

LOGISTICS AND SECURITY

Insurance Coverage
Delivery and Installation
Security Measures
Art Return Process
Legal Agreements

FEEDBACK AND REPUTATION:

Feedback and Reviews

DELIVERY & INSTALLATION

Affordability
Payment Options
Sustainability
Customization

“HOW MIGHT WE ENHANCE THE DISCOVERABILITY OF ARTWORKS FOR RENTERS ON OUR ART RENTAL PLATFORM?”

Solution:

Feature Enhancement: Implement an intelligent recommendation system that uses machine learning algorithms to analyze renters' preferences, browsing history, and interactions with artworks. This system can then provide personalized art recommendations to users, making it easier for them to discover artworks they are likely to enjoy.

User-Friendly Filters: Create user-friendly filters and search options, allowing renters to narrow down their art choices based on criteria such as style, size, color, artist, and theme. This empowers renters to quickly find artworks that align with their preferences.

Artwork Previews: Provide high-quality, detailed previews of artworks, including close-up views and context images showing how the artwork might look in different settings. This helps renters get a better sense of the artwork before renting it.

User Ratings and Reviews: Implement a user rating and review system where previous renters can provide feedback and ratings on artworks they've rented. This builds trust and helps potential renters make informed decisions.

Virtual Art Placement: Offer a virtual art placement tool that allows renters to visualize how an artwork will look in their own space using augmented reality (AR). This feature enhances the online shopping experience and helps renters make confident choices.

Educational Content: Create educational content about art appreciation and collecting, such as blog articles, videos, or curated collections. This content can help renters better understand art and make more meaningful selections.

Art Curator Picks: Feature curated collections of artworks selected by experienced art curators. These collections can be based on themes, emerging artists, or popular trends, providing renters with curated options for their rental choices.

“HOW MIGHT WE ENCOURAGE REPEAT RENTALS AND FOSTER A SENSE OF COMMUNITY AMONG OUR ART RENTERS?”

Solution:

Rental Loyalty Program: Introduce a rental loyalty program that rewards customers for repeat rentals. For example, renters can earn points for each rental, which can be redeemed for discounts on future rentals or exclusive access to premium artworks.

Art Renter Community: Create an online community or forum where art renters can connect, share their experiences, and discuss their favorite artworks. This fosters a sense of belonging and encourages renters to engage with the platform regularly.

Art Rental Events: Organize virtual or in-person art rental events, such as exhibitions, gallery openings, or art-themed parties. These events provide renters with opportunities to see new artworks and socialize with fellow art enthusiasts.

Rent-to-Own Option: Offer a “Rent-to-Own” feature, allowing renters to apply a portion of their rental fees toward the purchase of the artwork. This provides an incentive for long-term engagement with the platform.

Artist Spotlight: Highlight featured artists and their stories on the platform. This not only promotes the artists but also creates a connection between renters and the creators of the artworks they rent.

User-Generated Content: Encourage renters to share photos and reviews of rented artworks on social media, tagging the platform. Use these user-generated content pieces to showcase the community's engagement with the art.

Exclusive Rentals: Introduce exclusive rental opportunities, where high-demand or limited-edition artworks are available for rent to a select group of loyal customers before wider availability.

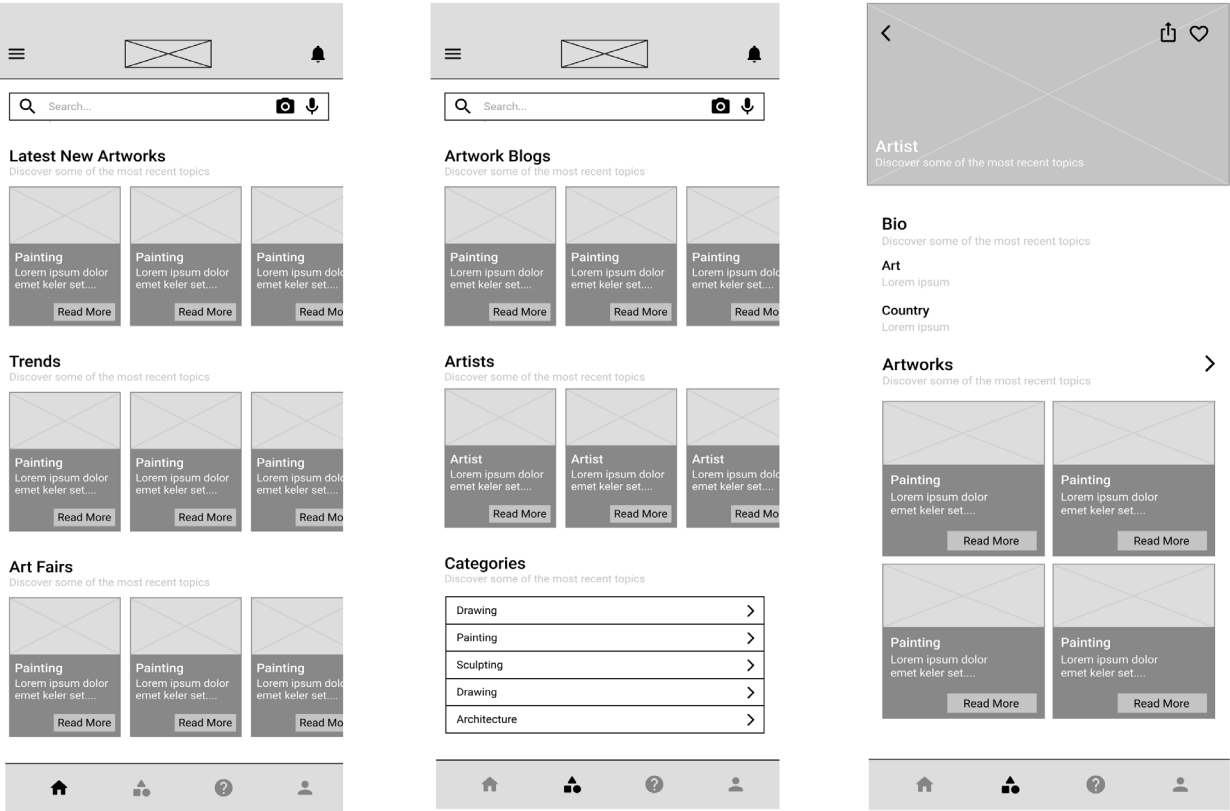
ARTLEND

Our ArtLend Services provide clients with the opportunity to enjoy our curated artworks for a defined duration. We handle every aspect, from the initial installation of the artwork at your location to its comprehensive maintenance throughout the rental period.

Should you develop a deep affection for any of our artworks during the rental period, we offer a seamless transition. You have the option to purchase the artwork using our attractive offers and flexible EMI (Equated Monthly Installments) plans.

LOW FIDELITY DIGITAL WIREFRAME

Create a low-fidelity digital wireframe after finalizing the proposal.



EXPECTATION MAPPING

Artists’ Expectations:

Increased visibility and recognition for their art.
A supportive community that fosters creativity.
Opportunities for financial stability through art sales.

Art Galleries’ Expectations:

Enhanced online presence and access to a diverse customer base.
Streamlined art management and sales processes.
A platform that promotes their exhibitions effectively.

Art Collectors’ Expectations:

Hassle-free buying and selling of artworks.
Expert guidance for art investments and resale.
Access to a wide range of artworks.

Art Enthusiasts’ Expectations:

Affordable art options to encourage art appreciation.
Engagement with artists and the art community.
A platform that fosters a love for art.

THE FIVE WHYS

Problem: Young freelance artists face financial instability.

Why is this a problem?

Because they struggle to make a living from their art.

Why is it hard for them to make a living from their art?

Because their artwork often goes unnoticed, and they lack a reliable platform for exposure.

Why do they lack a reliable platform for exposure?

Because existing platforms are competitive and not artist-centric.

Why are existing platforms not artist-centric?

Because they focus more on commercial art sales than nurturing artists’ creativity.

Why do existing platforms prioritize commercial art sales?

Perhaps they lack a community-driven approach that balances art sales and artist support.

WHAT IF

What if we could create a platform that prioritizes artists’ growth and creativity while facilitating art sales?

What if artists could engage with art enthusiasts and collectors directly in real-time?

What if art galleries could seamlessly manage their exhibitions and gain wider online visibility?

What if art collectors could easily access expert guidance and authentication services?

SERVICE SAFARIS

Visit Existing Art Marketplaces:

Explore popular online art marketplaces to understand their features and user experiences.
Analyze how these platforms facilitate art sales, artist engagement, and collector interactions.

Talk to Artists, Galleries, and Collectors:

Conduct interviews and surveys with artists, galleries, and collectors to gain insights into their pain points and desires.
Identify common challenges in the art ecosystem.

Attend Art Events and Exhibitions:

Attend local art events and gallery exhibitions to observe how art is presented and sold.
Note the interactions between artists, galleries, and attendees.

Study Social Networks and Creative Communities:

Research how social networks and creative communities operate.
Identify elements that foster engagement and collaboration among members.

SERVICE SAFARI EXPLORE ART EXHIBITIONS AND FAIRS

Visit Local Art Galleries:

Attend exhibitions at local art galleries of various sizes and styles.
Observe how artworks are displayed, curated, and priced.
Engage with gallery owners, artists, and visitors to understand their perspectives.

Explore Art Fairs and Festivals:

Attend art fairs, festivals, and community events featuring multiple artists.
Analyze the logistics of organizing such events and the challenges faced by artists in participating.
Speak with event organizers and artists to gain insights into their experiences.

Virtual Art Exhibitions:

Explore online art exhibitions and virtual galleries.
Evaluate the user experience of navigating digital art spaces.
Interview artists who have embraced digital platforms for showcasing their work.

Artist Studios Open House:

Attend open house events hosted by artists in their studios.
Examine the working environment of artists and their methods of engaging with visitors.
Discuss how artists promote their open house events and attract attendees.

Art Collector Meetings:

Participate in gatherings or forums where art collectors and enthusiasts meet.
Listen to their discussions about collecting, buying, and selling art.
Identify pain points or unmet needs in the art collector community.

Art Shipping and Handling Services:

Visit companies or services involved in art shipping and handling.
Understand the logistics of transporting valuable artworks.
Identify any challenges faced by artists and collectors when shipping or receiving art.

SERVICE SAFARI: EXPLORE ART AUCTIONS AND ART INVESTMENT EVENTS

Attend Art Auctions:

Participate in live or online art auctions.
Observe the dynamics of bidding, pricing, and the types of artworks on offer.
Speak with auctioneers, collectors, and bidders to understand their motivations and challenges.

Explore Art Investment Seminars:

Attend seminars or events focused on art as an investment.
Learn about the strategies and considerations for art investment.
Engage with financial experts and art advisors to gather insights into the art investment landscape.

Art Authentication and Appraisal Services:

Visit art authentication and appraisal services providers.
Understand the process of authenticating and appraising artworks.
Discuss the challenges in verifying the authenticity and value of artworks.

Artist-Investor Meetings:

Explore events where artists pitch their work to potential investors.
Observe how artists seek financial support and partnerships.
Speak with artists and investors about their experiences and expectations.

Art Investment Clubs and Networks:

Participate in art investment clubs or networks.
Engage in discussions about art portfolios, trends, and market insights.
Identify opportunities for collaboration and knowledge sharing among investors.

Art Funds and Collections Management:

Visit institutions or professionals specializing in art funds and collection management.
Examine how art funds are structured and managed.
Discuss the challenges of maintaining and growing art collections.

By using “**The Five Whys**,” “**What If**,” **Expectation Mapping**, and **Service Safaris**, I can dig deep into the challenges and possibilities of the Socially Interactive Art Community project, ensuring that our solution is not only innovative but also addresses the real needs and expectations of the stakeholders in the Fine Arts industry.

MISSION + VISION

Mission: To empower artists, art galleries, art enthusiasts, and art collectors by creating a socially interactive art community that fosters creativity, accessibility, and sustainability in the Fine Arts industry.

Vision: To be the premier global platform where art transcends boundaries, connecting artists, galleries, and collectors in a dynamic, socially responsible art ecosystem.

PROPOSAL DESCRIPTION

The proposed product is a socially interactive art community platform designed to bring together all stakeholders in the Fine Arts industry on a single digital platform. This platform aims to revolutionize the way artists create and sell their artworks, art galleries operate, art enthusiasts engage with art, and art collectors buy and resell artworks. It provides a hassle-free and innovative approach to buying, selling, and reselling artworks while fostering a vibrant and inclusive art ecosystem.

BENEFITS STATEMENT

For Artists:
Increased visibility and sales opportunities.
Creative freedom and a supportive community.
Financial stability through art sales.

For Art Galleries:
Enhanced online presence and audience reach.
Streamlined art management and sales processes.
Access to a diverse global customer base.

For Art Collectors:
Hassle-free buying and selling of artworks.
Expert guidance and authentication services.
Opportunities for art investments and resale.

For Art Enthusiasts:
Access to a wide range of affordable artworks.
Engagement with artists and the art community.
A platform for fostering a love for art.

KEY LEARNINGS

Development and launch of a socially interactive art community platform.
Implementation of user-centric UX/UI design for the platform.
Integration of social and environmental responsibility into the platform’s design and operation.

OUTCOMES

A fully functional socially interactive art community platform.
Enhanced user experiences for artists, galleries, collectors, and enthusiasts.
A sustainable and socially responsible model for the Fine Arts industry.
A comprehensive case study and process booklet showcasing the project’s success and impact.
This socially interactive art community platform represents a holistic solution to the challenges identified in the Fine Arts industry. By connecting all stakeholders and promoting creativity, accessibility, and sustainability, it aims to reshape the industry for the better, creating a vibrant and inclusive ecosystem for everyone involved in the world of art.



ArtPeer

SOCIAL INTERACTIVE ART COMMUNITIY BUY,SELL
& RESELL THE ARTWORKS

Solution - The Final Proposal

We are ARTPEER - a socially interactive art community bringing together all stakeholders on one platform where Artists, an Art Gallery, a mainly inclusive group of people who love art, and art collectors all have the opportunity to BUY, SELL and RESELL the artworks to each other.

We offer our clients a way to buy, sell, and resell the artworks on one platform through the Art peer service - This is an innovative and disruptive model for buying, selling and reselling.



ARTPEER SERVICE BLUEPRINT

CUSTOMER ACTIONS

User Registration →

- Customers (artists, art enthusiasts, collectors) sign up and create user profiles.
- Provide personal information, preferences, and art-related interests.

Exploring Art →

- Customers browse the platform to discover artworks, artists, and art collections.
- Filter and search for art based on criteria like style, medium, price, and artist.

- Customers can purchase artworks directly from artists or galleries.
- Secure transactions and payment processing are handled on the platform

← Buying Art

- Customers interact with artists through comments, direct messages, or by following them.
- Artists respond to inquiries, engage with their audience, and showcase their creative process.

← Engaging with Artists

Reselling Art →

- Customers, including art collectors, have the option to list artworks for resale.
- They can set resale prices and provide details about the artwork's provenance.

Participating in Auctions →

- Customers can participate in art auctions hosted on the platform.
- Place bids, monitor auction progress, and receive notifications about bidding activity.

- Customers engage in art-related discussions, forums, and participate in live events.
- They can also attend virtual exhibitions and gallery openings.

← Community Interaction

- Buyers have the option to make offers on artworks, indicating their desired purchase price.
- Sellers can consider these offers and negotiate prices.

← Offering Prices

BACKSTAGE PROCESSES

User Data Management →

Stores and manages user profiles, preferences, and transaction history.

Artwork Database →

Maintains a catalog of artworks, artist information, pricing, and provenance.

Content Moderation →

Ensures that user-generated content complies with community guidelines.

Manages the logistics of art auctions, including tracking bids and winners.

← Auction Management

Handles financial transactions securely.

← Payment Processing

Helps artists and collectors manage their available artworks.

← Inventory Management

FRONTSTAGE PROCESSES

Artwork Showcase →

The platform prominently displays artworks, artist profiles, and featured collections.

Communication Channels →

Enables real-time interactions between customers, artists, and galleries.

Secure Payment Gateway →

Facilitates secure transactions for art purchases and auction bids.

Facilitates price negotiations between buyers and sellers.

← Price Offer Feature

Hosts and manages art auctions, including bid tracking and notifications.

← Auction Platform

Facilitates secure transactions for art purchases and auction bids.

← Resale Listings

TOUCHPOINTS

Website/App Interface →

The digital platform through which customers access the service.

Notifications →

Email and in-app notifications for updates, bids, and offers.

Customer Support →

Accessible through chat, email, or phone for assistance.

Displays ongoing and upcoming art auctions.

← Auction Listings

Public profiles showcasing artworks and information.

← Art Gallery Profiles

Public profiles showcasing artists' portfolios and information.

← Artists' Profiles

SUPPORTING SYSTEMS

Analytics Tools →

Collect data on user behavior, preferences, and engagement.

Security Measures →

Protect user data, financial transactions, and content.

Content Management System (CMS) →

Facilitates content updates and management.

Support moderators in managing forums and discussions.

← Community Management Tools

Supports price negotiations between buyers and sellers.

← Negotiation System

Support the logistics of art auctions, including bid tracking.

← Auction Management Tools

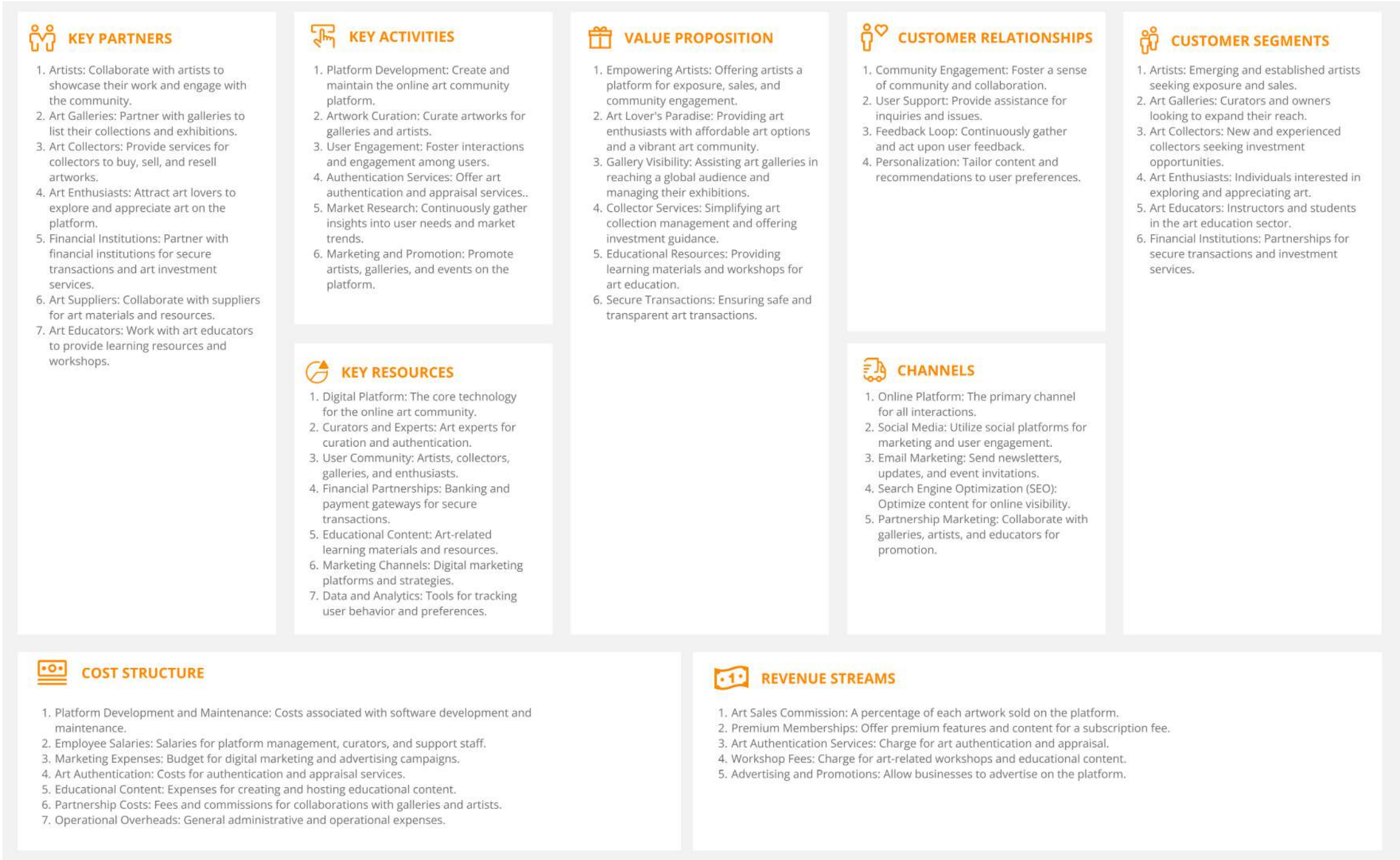
 Mike Hasi Freelance Young Artist MARRIED: No EDUCATION: MA in Fine Arts OCCUPATION: Freelance Artist doing creative Work AGE: 28 year old LOCATION: Rome	Customer Journey and Touch points		
	1	2	
	AWARENESS Researching option	CONSIDERATION Getting educated on Service/Benefits	
	USER ACTION		
He found out about ARTPEER, through social media advertisements.		He read some articles about opportunities for Young artists and he use the internet to do her research.	
Through Internet browsing.		And he found ARTPEER that can help his needs by login in as an Artist and selling his artwork with two options either "offer your own price for his artwork and can create an affordable art auction to sell his artwork.	
By Word of mouth.			
By artist friend recommendations.		Same time he can see, testimonials, comments and appreciation for his artwork by various stakeholders of ARTPEER. He can connect to the worldwide art community to widen the network.	
TOUCH POINTS			
       			
EMOTIONS			
Searching for some service to sell his art.		Hopeful for this new service	
PAINPOINTS			
He found a bunch of websites in inorder to sell his artwork		He found a bunch of websites and articles during the search for artworks opportunities and at the same time he confuses about which website was suitable for him.	
Confuse what platform should be appropriate for his needs.		How his artwork reaches a wide range of people.	
Which website has number of art collector or art lovers		What is the best way to sell the artwork with lots of opportunities to sell?	
POSSIBLE SOLUTIONS			
He found ARTPEER and him lots of potential to reach the art collectors and a new interactive way of buying an artwork.		In ARTPEER he likes the features of interaction between the various stakeholders during the buy-sell and resells of the artwork	

 Ginaluca Smith Young Lawyer- Artlover MARRIED: No EDUCATION: Masters in Law & Business OCCUPATION: Recently graduate Lawyer AGE: 30 year old LOCATION: Rome	Customer Journey and Touch points		
	1	2	
	AWARENESS Researching option	CONSIDERATION Getting educated on Service/Benefits	
	USER ACTION		
He found there is evolving brand's awareness about ARTPEER, through receptive advertisements. Through Internet browsing by Word of mouth by friend recommendations Newsletter sign ups		He loves the artwork even though he likes to buy it but affordability is the main concern for him so, he uses the internet to do his research.	
And he found ARTPEER that can help with him needs by login as an account as Artlover and buying a variety of artworks with two options either offer your own price and participate an in affordable art auctions		At the same time can see, testimonials, reviews, interactive comparisons, artwork, Art Expert reactions and fine-tuned artwork listings. local,	
There are various payment options for the layout and copy of the service checkout page, and she felt that how easy make it, is to buy, sell, and resell the artworks through the process.			
TOUCH POINTS			
       			
EMOTIONS			
Excited for this service		Hopeful to interact with more art by this service.	
PAINPOINTS			
He found a bunch of websites during the search for artwork		He found a bunch of websites during the search for artworks and same time confuse about which artwork is good to buy	
He loves the artwork but same time he thinks this artwork should be good for investment for future return he needs to sell the artwork or not?		He cannot afford the artwork when He goes to purchase them found the artwork quite expensive.	
Which website has a variety of artworks Can He buy artwork from local and young artists?		What is the best way to purchase art at an affordable price and number of artworks?	
POSSIBLE SOLUTIONS			
He found ARTPEER and he found a variety of artworks and a new interactive way of buying an artwork.		In ARTPEER He can buy affordable artwork by buying a variety of artworks by two options either offer your own price or participate in affordable art auctions.	

Customer Journey and Touch points								
3	4	5						
CONVERT Confirming the partnership /Payment leads	LOYALTY Continue to use service & Request service	ADVOCACY Recommendation the service to colleagues and friends						
He found the digital path to purchase as smooth and seamless.			He found the digital path to purchase and delivery of artwork as smooth, robust and customer-centric.			He engage digitally continues with our service has made more purchases and sold the artworks		
Real-time response and reaction available for particular artworks by various stakeholders			Real-time response and reaction available for particular artworks by various stakeholders help to make mind to buy an artwork as an investment.			He share his experience of using our service by posting her generated content on our platform and other social media handles online. This can include reviews, ratings, comments, product questions, pictures, and more.		
There are various payment options for the layout and copy of the service checkout page, and she felt that how easy make it, is to buy, sell, and resell the artworks through the process.			He can easily resell the artworks on the same platform after buying artwork from the ARTPEER whenever he wants.					
TOUCH POINTS								
        								
A bit curious for the payment and other handling processes.			Feeling attached to the service.			Feeling of satisfaction and recommending this service to others.		
Now, he is done with payment but when he will get the artwork delivered to the doorstep it's also concerned?			Will he get the same painting as she saw online?			If he recommends this service to anyone may he get some discount from the ARTPEER or not?		
The real artwork will look like same as on shown artwork image?			Is this artwork delivered on time?			should she comment and share on the ARTPEER platform?		
What is the best way to purchase art at an affordable price and what number of artworks?			Can he return the artwork if he found broken or fragile?			Should he need to share the artwork with various social media handles if he like?		
Robust Delivery System of artworks.			Consumer-centric terms and conditions which helps to trust ARTPEER			Initially he confuses sometimes, to recommend ARTPEER to others or not but not now.		
High-quality Images on ARTPEER								
Variety of options to purchase the artworks								

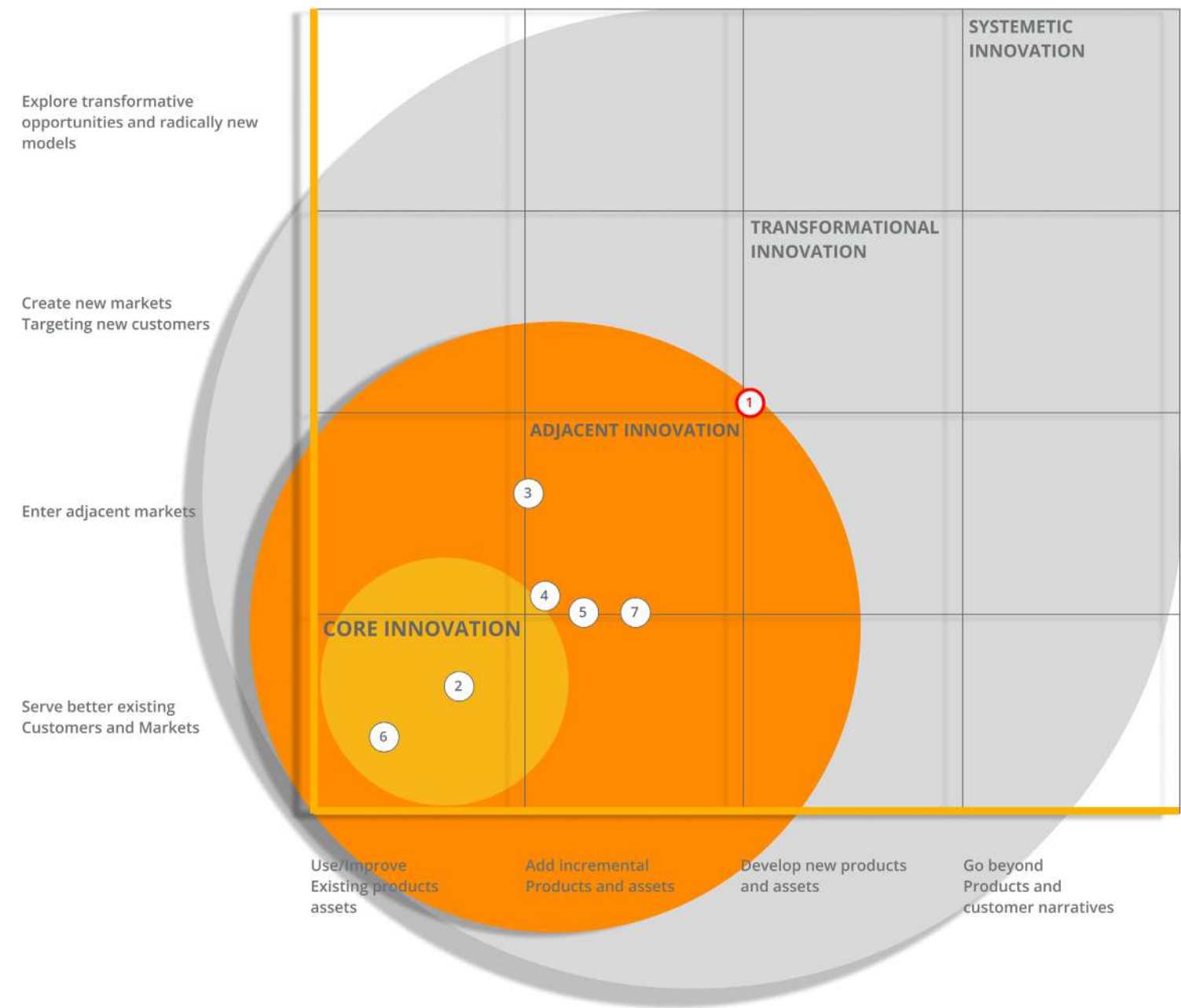
 Stefano Neri Art Manager at Art Gallery MARRIED: Yes KIDS: Sarah, 7 EDUCATION: Master Art Management OCCUPATION: Art Manager at Art Gallery AGE and CITY: 40 and Milan	Customer Journey and Touch points 1 2 3 4 5 AWARENESS Researching option CONSIDERATION Getting educated on Service/Benefits CONVERT Confirming the partnership /Payment leads LOYALTY Continue to use service & Request service ADVOCACY Recommendation the service to colleagues and friends
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 Ema Grey Managing Director + Art-Lover (Can be a potential buyer) MARRIED Yes KIDS Sarah, 15, Jany 20 EDUCATION M.B.A OCCUPATION M.D AGE 56 year old LOCATION San Francisco	Customer Journey and Touch points				
	1	2	3	4	5
	AWARENESS Researching option	CONSIDERATION Getting educated on Service/Benefits	CONVERT Confirming the partnership /Payment leads	LOYALTY Continue to use service & Request service	ADVOCACY Recommendation the service to colleagues and friends
	USER ACTION				
	TOUCH POINTS				
EMOTIONS					
PAINPOINTS					
POSSIBLE SOLUTIONS					



COMPETITIVE ANALYSIS

ASPECTS	Artpeer	Saatchi Art	Artsy	Etsy	DeviantArt	UGallery	Masterworks	Art Experts
User-Centric Experience	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Art Authentication Service	Available	Not Disclosed	Yes	Not Disclosed	No	Not Disclosed	Not Disclosed	Not Disclosed
Art Investment Guidance	Yes	No	No	No	No	No	No	Yes
Affordable Art Option	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Artist Engagement	High	Moderate	Moderate	Moderate	Below	Below	Moderate	Below
Gallery Visibility	Global	Global	Global	Global	Global	Global	Global	Not Disclosed
Secure Transactions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Educational Resources	Yes	No	No	No	Yes	No	No	No
Community Building	Strong	No	Variable	Variable	Yes	No	No	No
Pricing Structure	Competitive	Variable	Variable	Variable	Competitive	Competitive	Variable	Not Disclosed



1
ARTPEER
A socially interactive art community bringing together all stakeholders on one platform where Artists, an Art Gallery, a mainly inclusive group of people (who love art), and newborn and professional art collectors, all have the opportunity of, hassle-free, and new interactive way to buy, sell and resell the artworks.

3
ARTSY
Artsy is an online platform that showcases artworks from galleries, museums, and artists worldwide. It provides access to a vast collection of art and offers tools for collectors and art enthusiasts.

4
DEVIANART
DeviantArt is an online art community and social network where artists can showcase their work, connect with other artists, and engage with a global community.

6
ART EXPERTS
Art Experts is a company specializing in art authentication and appraisal services. They assist collectors in verifying the authenticity and value of artworks.

2
SAATCHI ART
Saatchi Art is an online art marketplace that connects artists with collectors. It offers a wide range of artworks for sale and has a global presence.

4
ETSY
Etsy is a popular online marketplace known for its wide range of handmade, vintage, and unique items, connecting independent artisans and crafters with a global customer base

5
UGALLERY
UGallery is an online art gallery that represents emerging and mid-career artists. It offers a curated selection of artworks for sale and aims to bridge the gap between artists and collectors.

7
MASTERWORKS
Masterworks is an art investment platform that allows users to invest in shares of valuable artworks. It targets investors interested in the art market.

DESIGN THINKING FRAMEWORK

PROTOTYPE- TEST- ITERATE



LOGO ORIENTATIONS & VARIATIONS

*These are just various backgrounds



ArtPeer

Primary Orientation



ArtPeer

Any Dark Background



ArtPeer

Casting on material,
Black and White



ArtPeer

Logo in Reverse
Casting on material,
Black and White and
ArtPeer Orange
Background



ArtPeer

Stacked Orientation



Symbol in Isolation

Brand Identities

Logo
+Color Pallet
+Typography
+Brand Voice

= ARTPEER's Brand Identities

Logo



Colour Palette

BRAND COLORS



BASE COLORS



Typography

Aa

Typography

Typeface: Roboto

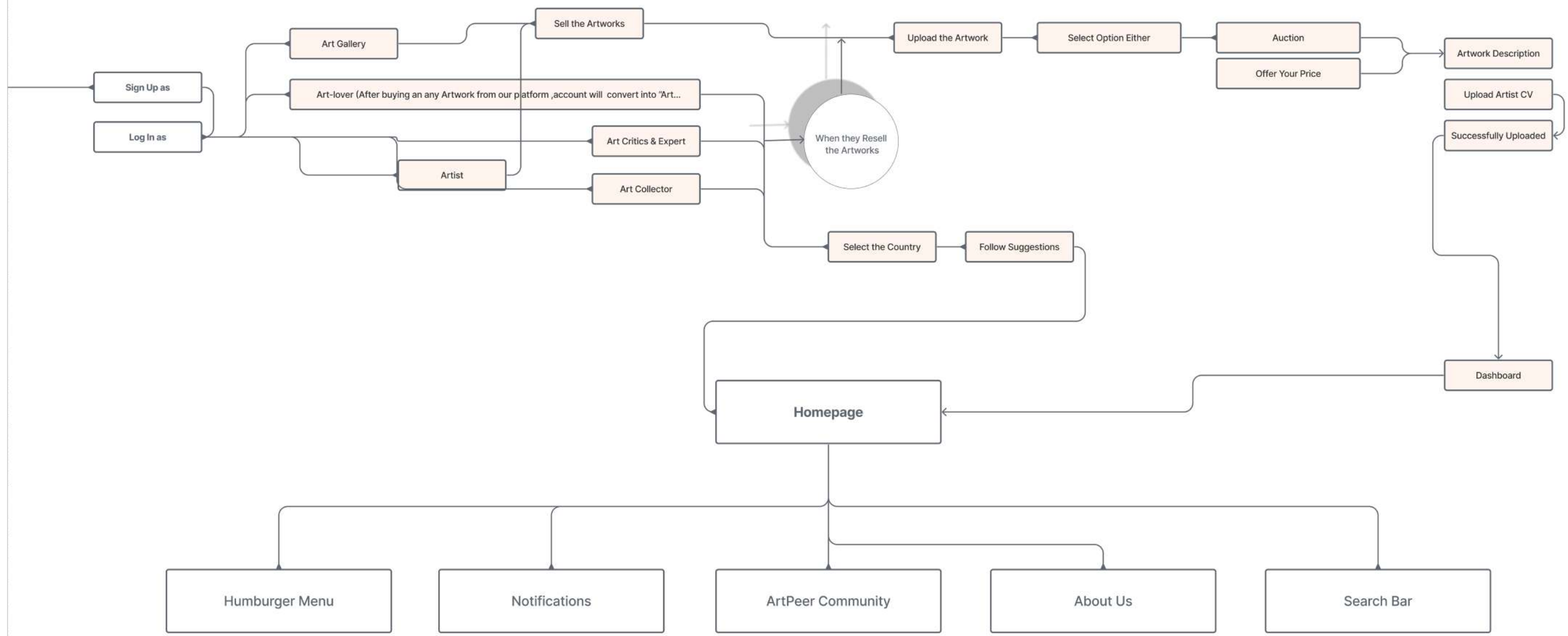
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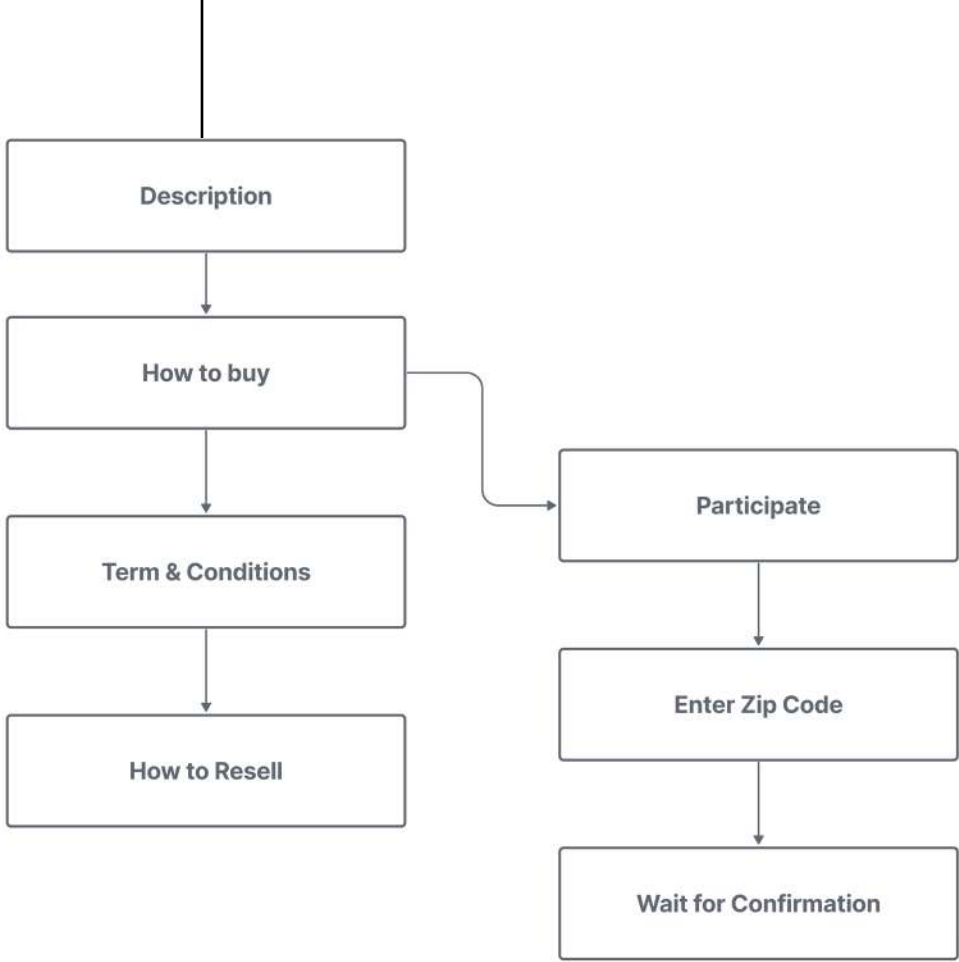
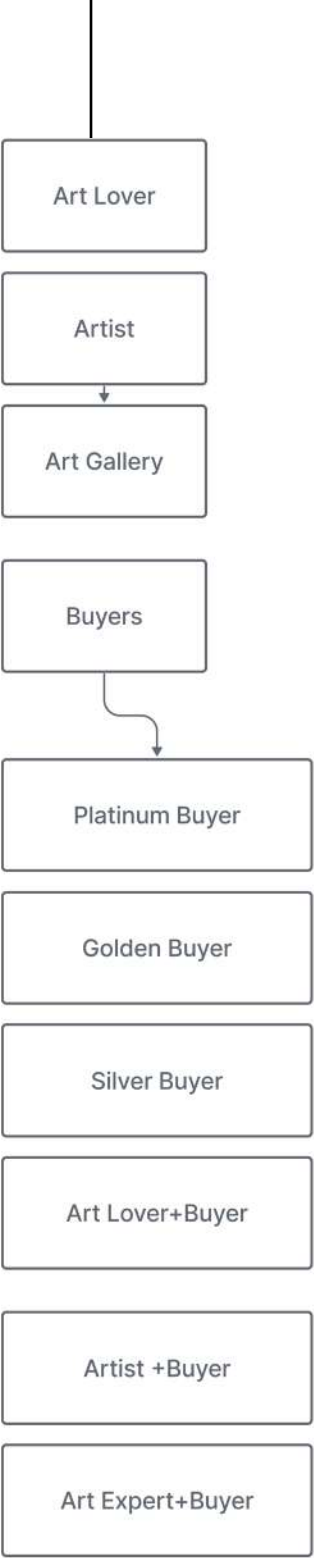
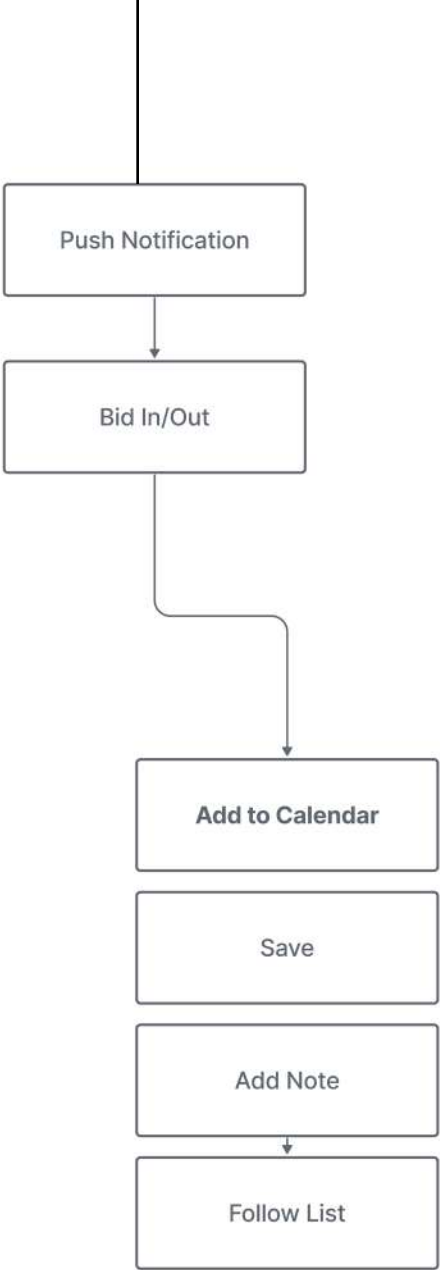
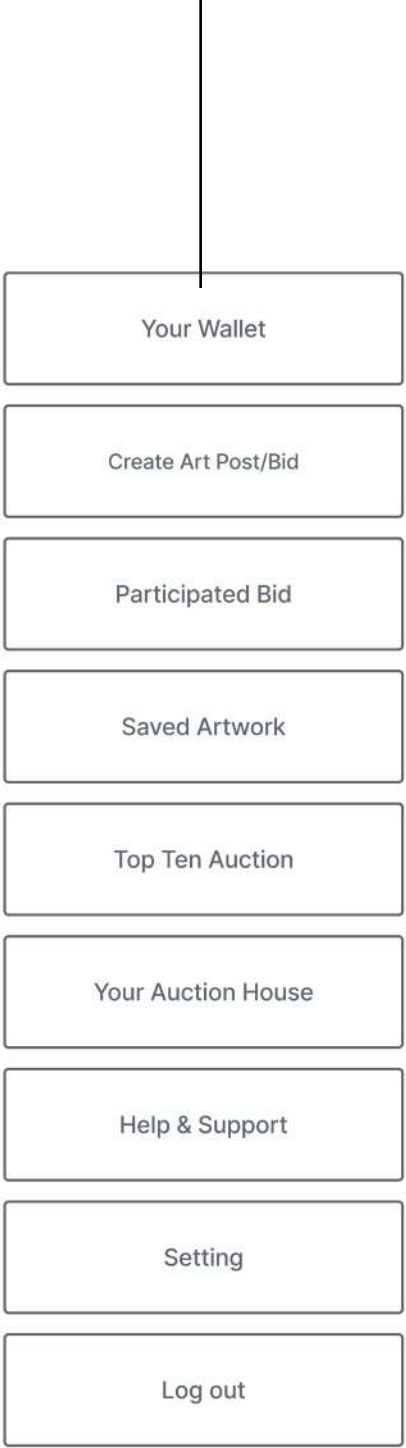
Brand Voice

Artistic Empowerment Inclusive Inspirational Supportive



INFORMATION ARCHITECTURE



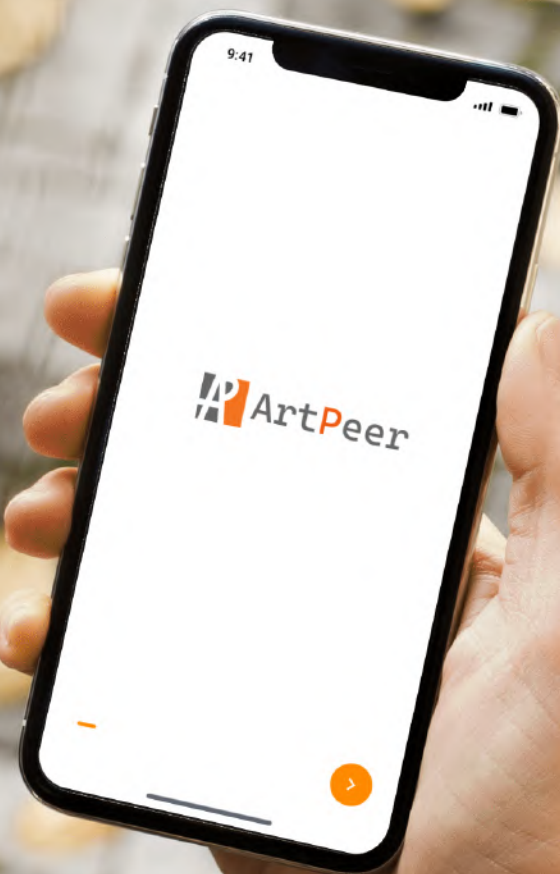


USER INTERFACE DESIGN -FUNCTIONING SCREEN

[CLICK HERE](#) **FOR HIGH-FIDELITY PROTOTYPE (HI-FI PROTOTYPE)**









ARTPEER PROCESS BOOK

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THANK YOU

If You Have Any Comments & Inquiries, Please Feel Free to Contact Me

MORE SMILES, SPREAD LOVE !