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

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Project Overview

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

Sapienza University of Rome, Italy

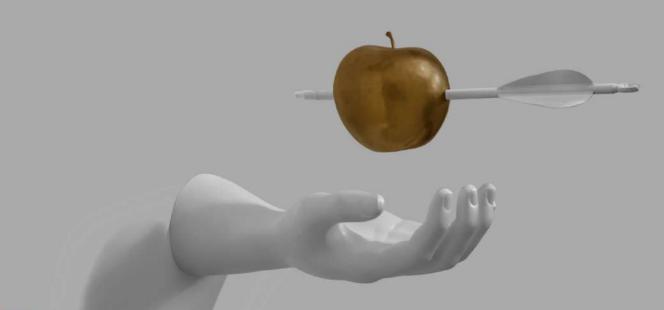
September 2021 to May 2022

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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 COMMUNITIY BUY, SELL & RESELL THE ARTWORKS

Project Overview ARTPEER by Arihant Jain

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 free-lance 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.

Project Overview ARTPEER by Arihant Jain

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

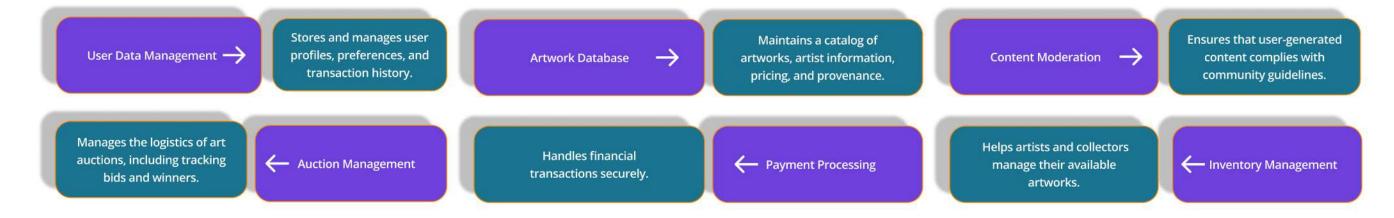


ARTPEER SERVICE BLUEPRINT

CUSTOMER ACTIONS



BACKSTAGE PROCESSES

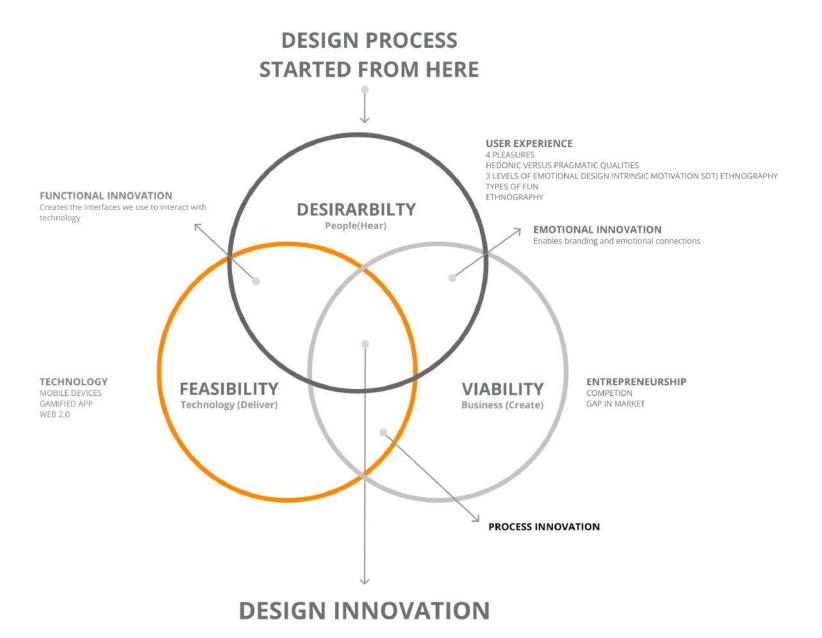


FRONTSTAGE PROCESSES



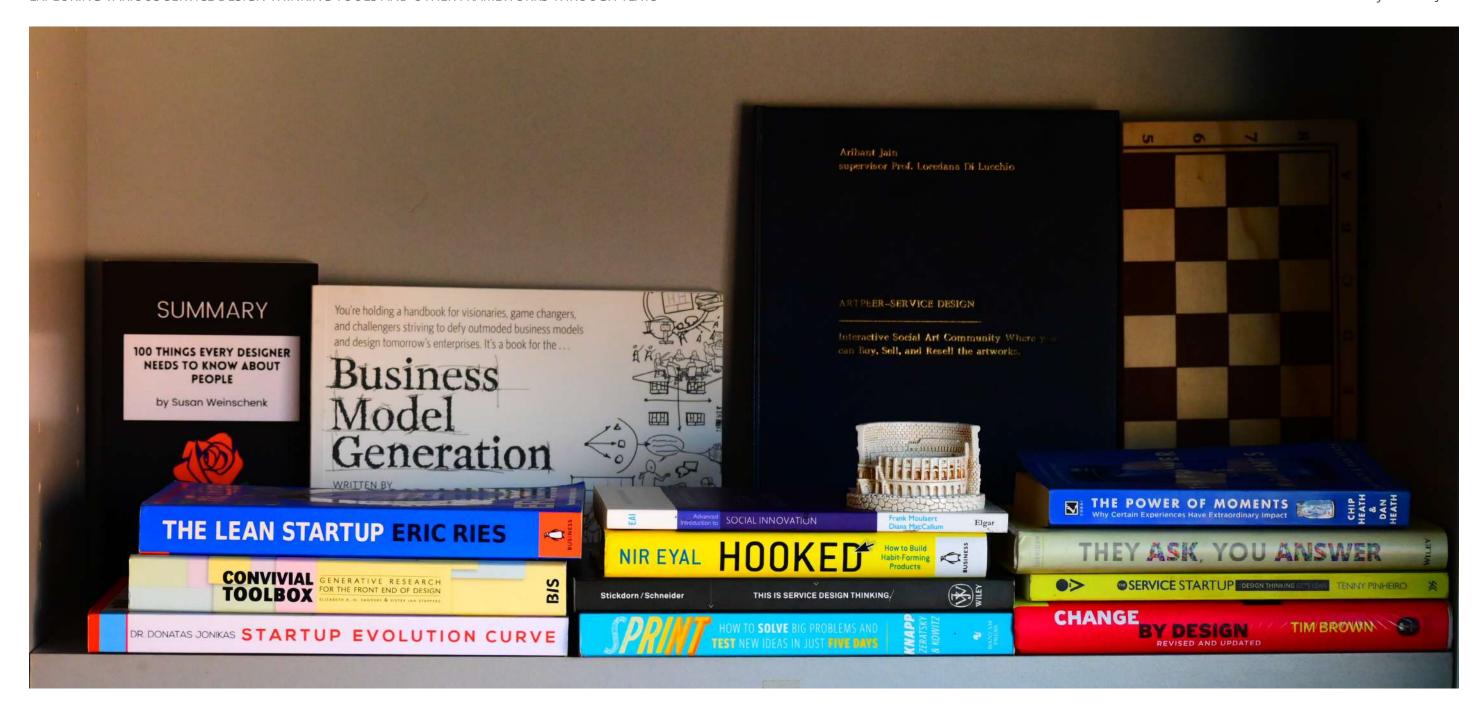
Project Overview -Design Process Diagram

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EXPLORING VARIOUS SERVICE DESIGN THINKING TOOLS AND OTHER FRAMEWORKS THROUGH TEXTS



Project Overview -Secondry Research In-Short

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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

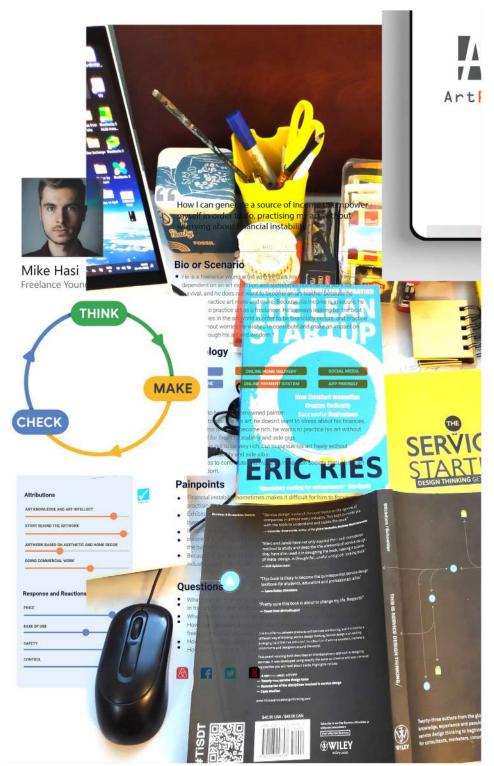
DETERMINE RESEARCH GOALS AND QUESTIONS

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.

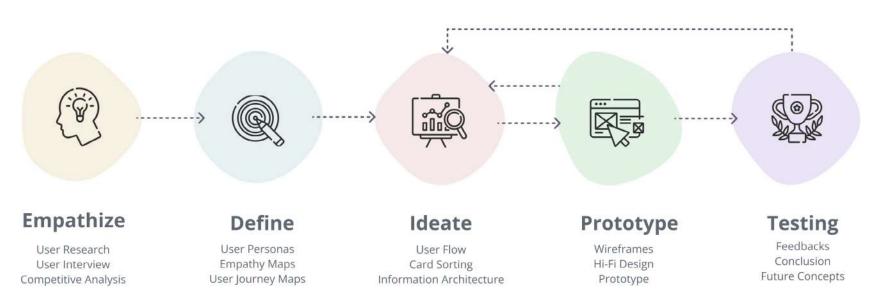
Interviews should be conversational so encouraging participants to elaborate is a best practice.bought, sold, and experienced.



Design Thinking Framework

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Design Thinking Framework



Empathize ARTPEER by Arihant Jain

DESIGN THINKING FRAMEWORK

EMPATHIZE

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Empathize- Stakeholders Intereview's Recap

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.

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Empathize- Stakeholders Intereview's Recap



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.

Empathize- Observation's ARTPEER by Arihant Jain



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. Empathize- Young Visual Artis - Empathy Maps-I ARTPEER by Arihant Jain

- · Income Instability: Young artists struggle with inconsistent income streams, hindering their financial stability.
- · Preference for Commercial Art: Commercial artworks are favored over creative pieces, influencing career choices among artists.
- · Limited Financial Knowledge: Artists often lack financial and business acumen, prioritizing artistic values.
- Exploitation by Galleries: Some art galleries exploit artists for personal gain, creating
- · Barriers to Art Gallery Access: There are significant gaps in connecting artists with art galleries and buyers, affecting career opportunities for emerging artists.

SEE

HEAR



- years to find success.
- Demand for Commercial Art: Commercial work sells easily, while creative work can be harder to sell.

· Challenges in Artist's Journey: The artist's career is challenging and may take

Market-Centric Art: Create art that resonates with people for better sales.

- Art Auction Difficulty: Gaining entry into art auctions is challenging.
- · Finding Buyers: Identifying potential buyers or art collectors is a daunting task.

- · Financial Instability Frustration: Frequent struggles with finances lead to frustration.
- · Artistic Knowledge but Challenges: Despite expertise in the art field, facing persistent challenges.
- · Gallery Approach Dilemma: Uncertainty about the effectiveness of approaching art galleries.
- Desire for Stability: Seeking ways to practice art without financial
- · Career Dilemma: Contemplating the possibility of quitting the artist career due to potential family hardships.

SAY & DO

FEEL & THINK

- · Asking for Guidance: Seek advice on how to become an influential painter.
- Exploring Opportunities: Inquire about available opportunities in the art field.
- · Financial Stability Concerns: Express concerns about practicing art without financial worries.
- · Income Generation: Discuss strategies for establishing a stable income source to support art endeavors.
- · Social Interaction: Describe how paintings enable interactions with diverse
- · Engaging the Public: Share experiences about reaching out to the general public with artwork.

PAINPOINTS

- · Financial Constraints: Occasional financial instability hinders his ability to fully concentrate on his art practice.
- Exhibition Limitations: Relying solely on exhibitions for sustenance proves insufficient due to a lack of buyer engagement.
- · Communication Barriers: Despite his desire to connect people with his art, communication gaps between buyers, artists, and gallerists persist, often exacerbated by high art prices.
- · Uncertain Survival: Due to these challenges, mere exhibitions do not guarantee a stable livelihood in the art industry.

- Expand Sales Opportunities: Seek ways to create additional avenues for selling artwork.
- Artistic Awareness: Explore strategies to educate people about artistic values and aesthetics.
- · Streamline Art Sales: Aim to simplify the process of selling artworks for artists.
- · Empowering Artists: Work towards empowering artists to pursue their creative practice without financial instability.
- · Promoting Art Purchase: Encourage the public to invest in and purchase artwork.
- Understanding Non-Buyers: Investigate the reasons why some individuals do not buy artwork.
- · Art Patron Campaign: Launch campaigns targeting affluent individuals to become Art Patrons and establish Artist Residencies, fostering mutual benefits in the art community.

Empathize- Art Gallery Manager -Empathy Maps-II

ARTPEER by Arihant Jain

- · Vibrant Home Decor: Artworks infuse homes with vibrancy and vitality.
- · Investing in Art: Purchasing artwork can be a significant financial commitment.
- Art's Interpretive Nature: Understanding some artworks can be challenging due to their abstract nature.
- Passionate Young Art Collectors: Young art collectors are drawn to artists' stories and the narratives behind each painting, allowing them to connect personally.
- Art Appreciation by All: Individuals from all walks of life appreciate art and desire to adorn their homes with it.
- Evolution of the Art Industry: The art industry finds itself at a pivotal juncture, with more people engaging in art, driven by digital channels and social media.

SEE HEAR

- · Walls' Soul: Artworks infuse walls with soul and character.
- · Wise Art Investments: Investing in artwork is a sound choice.
- · Intrinsic Artistic Worth: Art pieces possess remarkable intrinsic value.
- Personal Connection: Often, we form deep personal bonds with artworks, leading to a profound affection.
- · Weekend Gallery Visits: Spending weekends exploring art galleries is a rewarding choice.
- Cognitive Enrichment: Engaging with and comprehending artwork stimulates a new realm of thought in our minds.



- · Passion for Art Buying: He enjoys acquiring artworks.
- Influence from His Uncle: Inspired by his uncle, he began investing in art at a young age.
- Preference for Originals: He opts for original paintings to adorn his room, favoring them over inexpensive digital prints.
- Gallery and Exhibition Visitor: He frequently explores art galleries and attends art exhibitions.
- · Online Art Exploration: He actively browses and scrolls through artwork online.

SAY & DO FEE

FEEL & THINK

- Desire for Authentic Art: He aims to purchase original artwork to adorn his room.
- · Affordable Art Buying: He explores strategies to acquire artwork at a reasonable cost.
- Recognizing Artistic Value: He has developed an ability to discern artworks with significant artistic value.
- · Narrative Enthusiasm: He is deeply passionate about the stories behind each painting.

PAINPOINTS

- Broad Art Appreciation: A diverse group of individuals share a passion for art and aspire to include it in their homes.
- · Affordability Challenges: Frequently, artworks are beyond reach due to their high costs.
- Art Complexity: Some artworks can be difficult to comprehend, particularly when there is limited information available.
- Art Knowledge Gap: A lack of knowledge about art can create barriers to entry in the art
- Art Resale Dilemma: Understanding how to resell artwork for replacement or financial needs can be challenging.
- Balancing Investment and Aesthetics: When viewing artwork from an investment and
 artistic value perspective rather than purely decorative, identifying worthy pieces can be
 a challenge.

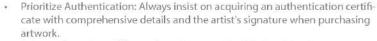
- Affordable Art Opportunities: Providing opportunities for young and emerging artists to sell their artwork, contributing to more affordable prices.
- User-Friendly Art Sales: Establishing a more approachable system for selling artwork, with the goal of reducing prices slightly.
- Inclusive Art Buyers: Encouraging everyone to consider purchasing artwork.
- Artful Homes and Cultural Enrichment: Promoting the idea of art-filled homes to enhance societal
 appreciation for art.
- Flexible Pricing: Allowing individuals to freely propose their desired prices when expressing interest in artwork
- Art Resale Freedom: Granting the flexibility to sell artwork from personal collections as needed.
- Effortless Art Community: Creating a seamless "Art Community" platform, uniting art professionals in a single space.

Empathize- Art Collector - Empathy Maps-III ARTPEER by Arihant Jain

- · Artwork Understanding: Difficulty in assessing the worth and understanding of artworks.
- Investment Purchases: Some collectors buy art solely as an investment, neglecting artistic values.
- Lack of Price Transparency: Inaccessible artwork pricing information creates decision hurdles.
- Limited Variety at Auctions: Art galleries often feature a limited number of artists and artworks.
- High Gallery Commissions: Galleries' hefty commissions sometimes deprive artists of their rightful earnings.
- Complex Art Auction Process: Art auction participation can be cumbersome.
- · Inflated Art Prices: Occasionally, artwork prices skyrocket unnecessarily.
- Buying Challenges: Numerous loopholes and complexities in the art buying process.
- Art's Intrinsic Value: Values artwork more than money, emphasizing its intrinsic worth.
- Appreciation of Art: Has a genuine appreciation for art.
- Varied Buying Motivations: Purchases art based on context, aesthetic appeal, home decor, and investment potential.
- Personal Connection: Occasionally buys art out of personal affinity, irrespective of the artist's status or investment considerations.
- Resale Challenges: Encounters challenges in finding profitable options to resell artworks from his collection in the current market.

SEE

HEAR



- · Art as an Investment: Recognize art as a worthwhile investment.
- Awareness of Illicit Transactions: Acknowledge the potential for using artworks to launder illicit funds.
- · Art as Valuable Assets: Understand that artworks hold significant value as assets.
- Supporting the Artist Community: Remember that buying artworks contributes to the artist community, fostering their continuous practice and growth.



SAY & DO

FEEL & THINK

- Supporting Artists: Firm belief that purchasing artworks contributes to the artist community and motivates them to continue their creative practice.
- · Art as Valuable Assets: Recognizes artworks as valuable assets.
- Investment Dilemma: Often unsure about whether to invest in art and the potential returns it might offer in the future.
- Seeking Expert Guidance: Desires recommendations from art experts to identify worthwhile artworks.
- Intrinsic Artistic Value: Appreciates that artworks possess their own unique artistic value, beyond monetary worth.
- Concerns About Price Inflation: Sometimes finds art prices rising to excessive levels unnecessarily.

PAINPOINTS

- Sometimes He likes the artwork and he started thinking about the price then he wants to offer the
 price instead of asking the price because he founded sometimes the price is unnecessarily high
- When He sees the artwork in the gallery, He feels shy to ask the price of the artwork which 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.
- 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

- Simplifying Art Resales: Simplify and enhance the trustworthiness of the artwork reselling process for collectors.
- Boosting Confidence: When collectors perceive easy and hassle-free artwork reselling options, it incentivizes them to acquire more pieces.
- Public Feedback: Make expert, collector, and art gallery reactions and ratings on specific artworks publicly accessible.
- Transparent Pricing: Publicly available pricing information attracts a wider audience.
- Effortless Online Auctions: Facilitate seamless participation in online art auctions, reducing hassle for participants.

Empathize- Art Lover- Empathy Maps-IV

ARTPEER by Arihant Jain

- · Art Breathes Life into Spaces: Artworks bring vibrancy and vitality to homes.
- · Art Purchases as Investments: Acquiring art often comes with a hefty price tag.
- Art's Interpretive Nature: Understanding some artworks can be challenging due to their abstract nature.
 Passionate Young Art Collectors: Young art collectors are drawn to artists' stories and
- the narratives behind each painting, allowing them to connect personally.

 Inclusive Art Enthusiasts: A diverse group of people shares a love for art and seeks to
- incorporate it into their homes.
 Evolution of the Art Industry: The art industry finds itself at a pivotal juncture, with more people engaging in art, propelled by digital channels and social media.

SEE HEAR



- · Art Investment Wisdom: Opting to invest in artwork is a prudent decision.
- Intrinsic Art Value: Art pieces hold exceptional intrinsic worth.
- Personal Connection: Often, we establish a deep personal connection with artwork, forming an emotional attachment.
- Weekend Gallery Visits: Spending weekends exploring art galleries is a rewarding choice
- Art's Cognitive Impact: Engaging with and comprehending artwork stimulates a new realm of thought in our minds.

- Art Enthusiast: He has a genuine passion for purchasing artworks.
- Inspiration from Family: His uncle's influence from a young age inspired him to view art as an investment.
- Preference for Authenticity: He prefers adorning his room with original paintings rather than inexpensive digital prints.
- · Gallery and Exhibition Visitor: He frequently attends art galleries and exhibitions.
- · Online Art Enthusiast: He actively explores and browses artwork online.

SAY & DO

FEEL & THINK

- Desire for Original Art: He seeks to acquire original artworks to adorn his room.
- Affordable Art Buying: He explores methods to purchase artwork at a reasonable price.
- Recognizing Artistic Value: He has developed an eye for identifying artworks with exceptional artistic value.
- Passion for Narrative: He is deeply passionate about the stories that lie behind each painting.

PAINPOINTS

- Broad Art Appreciation: A diverse group of individuals shares a love for art and seeks to integrate it into their homes.
- Affordability Challenges: Often, artworks come with price tags that are out of reach for many.
- Understanding Art Complexity: Some artworks can be challenging to comprehend, especially when information about them is lacking.
- Art Knowledge Gap: Limited knowledge about art can make the art world seem inaccessible.
- Reselling Dilemma: The question of how to resell artwork arises when a need arises, either for replacement or financial reasons.
- Balancing Aesthetics and Investment: When considering artworks from an investment and artistic value perspective, the process of identifying worthy pieces can be daunting.

- Affordable Art Opportunities: Facilitating young and emerging artists to sell their artworks, making prices more accessible.
- Art Sales Reform: Developing a user-friendly system to promote the sale of more artworks, potentially lowering prices.
- · Inclusive Art Buyers: Encouraging art appreciation so that anyone can consider buying artwork.
- · Cultivating Art Appreciation: Promoting art in homes to nurture a more art-centric society.
- · Flexible Pricing: Allowing individuals to freely propose their desired price when purchasing artwork.
- · Art Resale Freedom: Providing the flexibility to sell artworks from personal collections at will.
- Art Community Hub: Establishing a hassle-free "Art Community" platform, bringing together art professionals from diverse backgrounds.

Empathize- Art Lover - Empathy Maps- V
ARTPEER by Arihant Jain

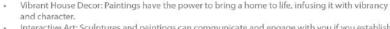
- Her Love for Art: She has a deep affection for public art installations, art exhibitions, and museums whenever she visits them.
- Art Everywhere: She appreciates artworks displayed in the homes of fellow art enthusiasts, encounters them on social media, particularly Pinterest, and even notices them in her neighbors' houses.
- Art in Diverse Settings: Art captures her attention in unexpected places, including corporate offices, hotels, art fairs, and major exhibitions like Biennales and Triennales.
 She occasionally explores artist studios as well.
- Interacting with Art: She firmly believes that artworks become interactive when you
- Valuable Art Assets: She recognizes artworks as valuable assets.

establish a relationship with them.

- Supporting Artists: She actively contributes to the artist community by purchasing artworks, fostering their consistent artistic practice.
- Home's Essentials: For her, a complete home must have both plants and paintings.
- Art Infuses Life: Paintings breathe life into her living space, making her home vibrant.
- Art Collection: She has curated a collection of artworks.
- · Art Enthusiast: Occasionally, she purchases art within her budget.
- Museum and Exhibition Visits: She enjoys visiting museums and art exhibitions.
- Tangible Art Experience: Sculptures, for her, are meant to be touched and felt.
- Artist Engagement: Her favorite pastime involves engaging with artists to learn about their creative processes, thoughts behind their works, and techniques.

SEE

HEAR



- Interactive Art: Sculptures and paintings can communicate and engage with you if you establish
 a connection, adding depth to your living space.
- The Soul of a House: Paintings provide the soul and essence of a home.
- Abstract Art and Color Therapy: Abstract paintings, employing the "Color therapy process," can have healing and stimulating effects.
- Artist Recognition and Returns: When an artist gains recognition, their artworks can yield remarkable returns.
- Art as Valuable Assets: Artworks are valuable assets.
- Supporting Artists: Purchasing artworks contributes to the artist community, encouraging them
 to continue their artistic practice regularly.
- · Art as Social Contribution: Buying artwork can also be viewed as a form of social support.
- · Social Status and Art: Owning paintings by famous artists signifies social standing and can be



SAY & DO

FEEL & THINK

- Art's Uplifting Effect: Gazing upon artworks and antiques brings her a sense of well-being.
- Art's Vibrancy: An artist's painting has the power to breathe life into a house, infusing it with vitality.
- Colorful Home: She believes that adding color to her home livens up the space and gives the walls
 a dynamic presence.
- Affinity for Art: She has a deep connection with artwork, a sentiment close to her heart.
- Personal Connection: Often, she finds herself expressing her thoughts and life stories through artworks.
- Essential Home Elements: For her, a complete home must include both plants and paintings.
- · Art's Vitality: Paintings infuse life into her living space, making it feel vibrant.
- Art's Voice: She believes that by listening and engaging closely, you can hear paintings and sculptures speak.
- · Interactive Art: As she gets to know artworks, they become interactive and engaging.
- Art as Social Contribution: She considers buying artwork a form of social support.
- Social Standing and Art: She recognizes that owning paintings by famous artists elevates one's social status, and these artworks become valuable assets in her collection.

PAINPOINTS

- Broad Art Appreciation: A diverse group of individuals shares a love for art and aspires to adorn their homes with it
- · Affordability Hurdles: Often, artworks come with price tags that are beyond reach for many.
- Understanding Art Challenges: Some artworks can be perplexing, especially when there is limited information available.
- Art Knowledge Gap: A lack of knowledge about art can create barriers to appreciating the art world.
- Art Resale Dilemma: The question of how to resell artwork arises when there's a need to replace or raise funds
- Balancing Aesthetics and Investment: When evaluating artwork from an investment and artistic value perspective rather than just aesthetic appeal, determining worth can be challenging.

- Increasing Art Sales Channels: There's a need to generate more avenues for selling artworks.
- Promoting Artistic Values and Aesthetics: Raising awareness about artistic values and art aesthetics is crucial.
- Streamlining Art Sales: Simplifying the process of selling artwork for artists and buyers.
- · Empowering Artists: Empowering artists to pursue their craft without financial instability is a priority.
- Art Appreciation Promotion: Encouraging people to support the art community by purchasing artwork.
- Understanding Art Buying Barriers: There's a necessity to gain a deep understanding of the reasons behind why many individuals refrain from buying artwork.
- Campaign for Art Patronage: Initiating campaigns to encourage affluent individuals to become art patrons and establish artist residencies that mutually benefit artists and patrons.

Define ARTPEER by Arihant Jain

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.

Define - Personas Recap

ARTPEER by Arihant Jain



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.



Mike Hasi Young Freelance Painter.

MARRIED EDUCATION

Masters in Fine Arts Freelance Painter.

OCCUPATION AGE LOCATION

24 Roma





" 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.?

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.

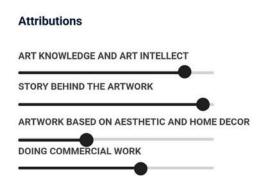
What I can do to practice my art without worrying about money.

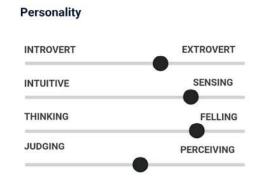
How can I generate the source of income to empower myself to freely much possible practising my art.

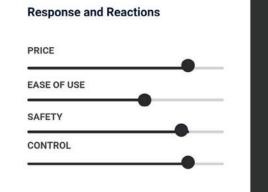
How my paintings allow me to interact with a wide range of people.

How do I reach out to the general public with my artwork?

Personality Technology APP FRIENDLY ONLINE HOME DELIVERY ONLINE PAYMENT SYSTEM









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 mange 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





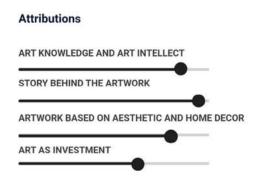


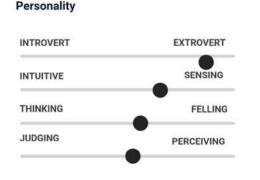


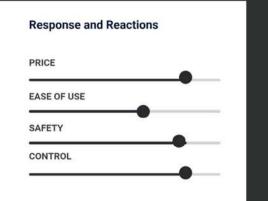




Personality Technology SOCIAL MEDIA APP FRIENDLY ONLINE HOME DELIVERY ONLINE PAYMENT SYSTEM









William Dias Businessman + Art-Collector

MARRIED Yes

Ivan 15, Jamy 10

EDUCATION Masters in Business OCCUPATION Businessman

54

Mindows 10 amazon.com

AGE

LOCATION San Francisco

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.

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.

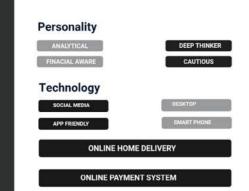
Finding easier and more lucrative options to resell the artworks from his collections is another challenge He reported facing in the current market.

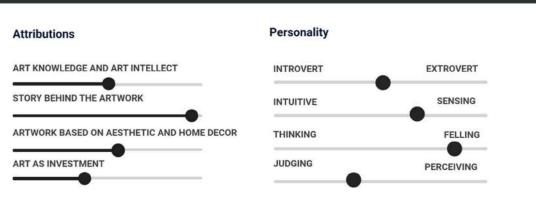
We do not buy for sell, but especially for things that are a bit more expensive, feeling that if we need to, we would be able to sell it, that's important."

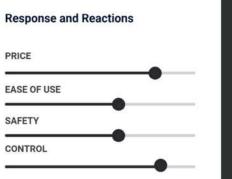
Lack of time to participate in presence Art Auction

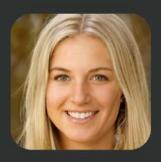
Lack of variety of Artworks available for auction

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)

Yes

MARRIED

Ivan 15, Jamy 10

EDUCATION Masters in Business

Administration.

OCCUPATION Businessman

AGE

LOCATION San Francisco

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.

Her passion for buying and seeing art has always

She always wants new themes like artwork, and

sculptures, and wants a new look on the walls,

wants to change the artworks frequently, so

which gives her an overall fresh look to her home.

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.

Artworks are already installed in her office, but she

She cannot afford the artworks when she goes to purchase them.

Painpoints

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.

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 hand.

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.

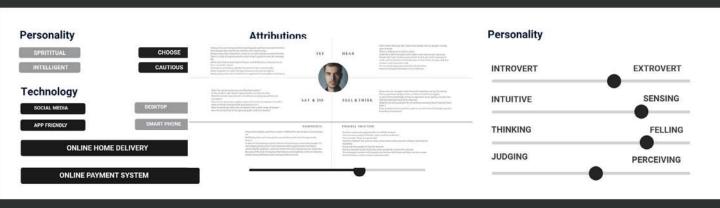
Painpoints

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

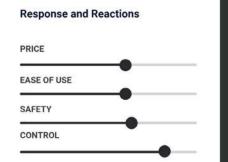




Bio and Scenario

Goals

been contagious.





Bio and Scenario

affordable art.

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

Personality

INTELLIGENT

Technology

SOCIAL MEDIA

APP FRIENDLY

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.

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

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.

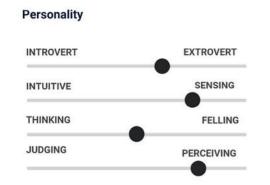
Can he resell the artwork easily that he bought if he needs it in future?

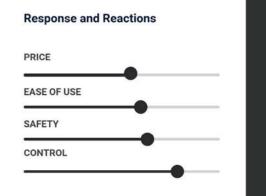


ONLINE HOME DELIVERY

ONLINE PAYMENT SYSTEM

Attributions ART KNOWLEDGE AND ART INTELLECT STORY BEHIND THE ARTWORK ARTWORK BASED ON AESTHETIC AND HOME DECOR ART AS INVESTMENT

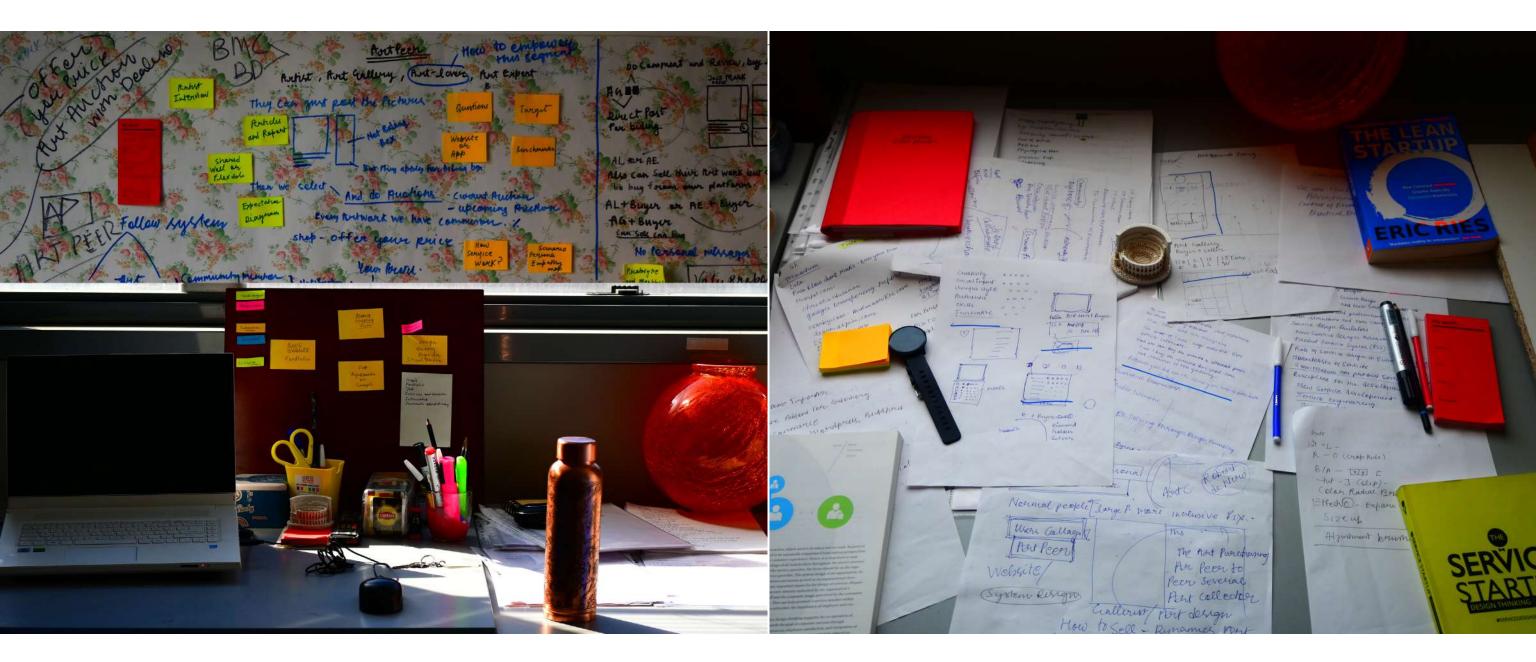




Ideate ARTPEER by Arihant Jain

DESIGN THINKING FRAMEWORK

IDEATE



BRAINSTORMING & IDEATION









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

Mostly I don't have

monthly survival? If I'm doing only art? I

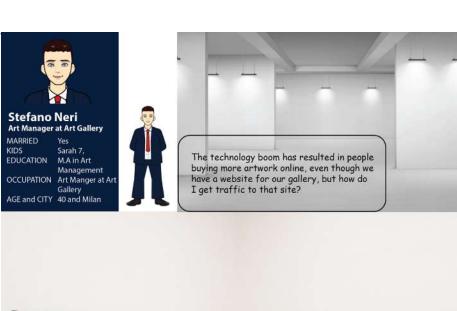
also need money to buy the art material?

How I can manage?

What I can do to 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.)









EDUCATION M.B.A

LOCATION

Ivan 15, Jamy 10

50 year old

San Francisco

The price paid for this

experts' advice?



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.



Ema Grey

MARRIED Yes

EDUCATION M.B.A

OCCUPATION M.D

Managing Director +
Art-Lover (Can be a potential but

Sarah 15, Jamy

56 year old

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,



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

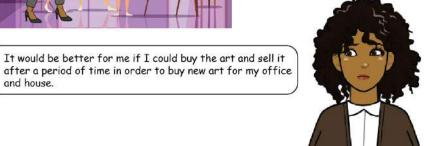
we would be able to sell it, that's important."





and house.

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



Ginaluca Smith Young Lawyer+ Artlover MARRIED No EDUCATION Masters in Law OCCUPATION Recently graduate Lawy 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.



Ideate - Point of View Statement

ARTPEER by Arihant Jain

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 DISCOVERABIL-ITY 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.

Ideate - Proposal Phase-I ARTPEER by Arihant Jain

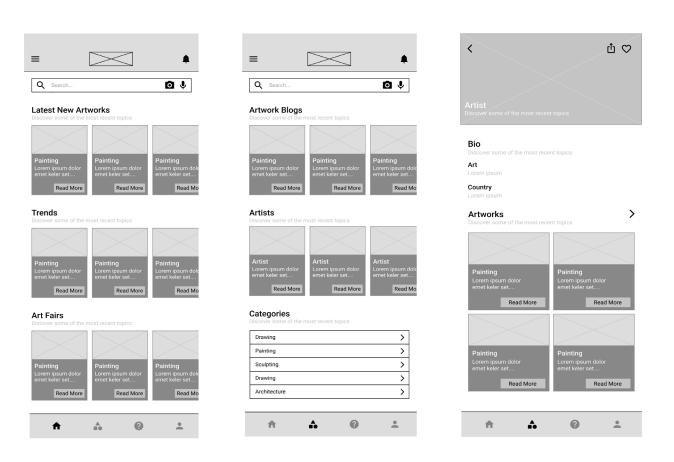
ARTLEND

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 EXHI-BITIONS 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.

Ideate - Final Proposal

ARTPEER by Arihant Jain



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.

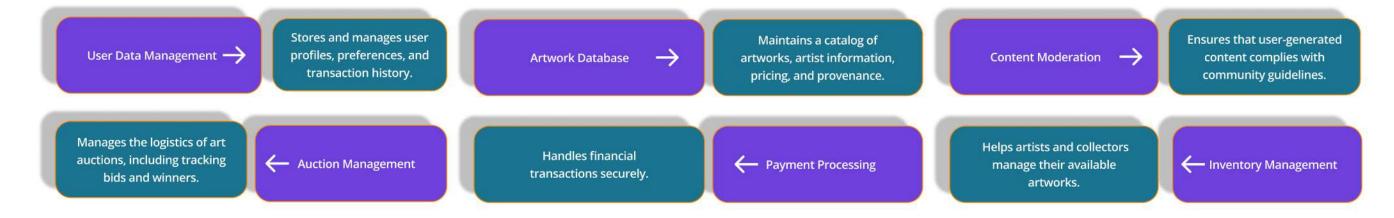


ARTPEER SERVICE BLUEPRINT

CUSTOMER ACTIONS



BACKSTAGE PROCESSES



FRONTSTAGE PROCESSES



Ideate -User Journey + Touchpoint ARTPEER by Arihant Jain



charge redemption from

ARTPEER.

SOLUTIONS

tive way of buying an artwork.

price or participate in affordable art

Variety of options to purchase the

SOLUTIONS

artwork.

resells of the artwork

General guidelines and education about

how to put artwork images on ARTPEER

ADVOCACY

Recommendation the service

to collogues and friends

He, engage digitally contin-

ues with our service has

sold the artworks

made more purchases and

using our service by posting

our platform and other social

media handles online. This

can include reviews, ratings.

comments, product ques-

tions, pictures, and more.

others.

Feeling of satisfaction and

recommending this service to

If He recommends this service to

anyone may be get some discount from the ARTPEER or not?

should she comment and share on

particular artwork if he likes it on the ARTPEER platform?

artwork with various social media handles if he like?

Initially he confuses sometimes,

to recommend ARTPEER to

others or not but not now.

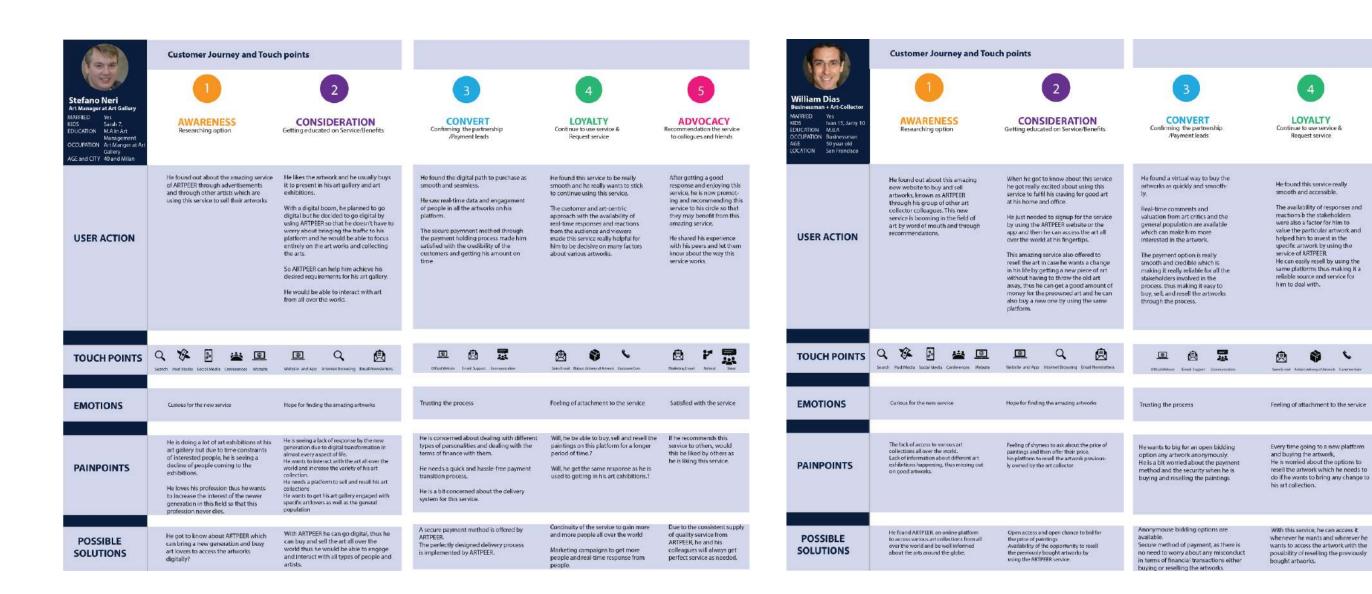
Should he need to share the

-

her generated content on

Ideate -User Journey + Touchpoint

ARTPEER by Arihant Jain



ADVOCACY

to collogues and friends

With the really good and

reliable experience, he

this amazing service to

to increase the network

He shared his experience

through his social media

forms of daily interactions

platforms and other

with the people around

Satisfied with the service

If he recommends this

can help to widen the

platform thus increasing

his own chances of buying

Increasing the community

and traffic on this platform

and procedures.

through marketing channels

and reselling the artworks.

service to others maybe he

夂

continued to recommend

Ideate -User Journey + Touchpoint ARTPEER by Arihant Jain



Ema Grey Managing Director + Art-Lover (Can be a potential buyer MARRIED Yes Sarah 15, Jamy 20 KIDS EDUCATION M.B.A OCCUPATION M.D.

56 year old LOCATION San Francisco

AGE

Customer Journey and Touch points



AWARENESS

Researching option





CONSIDERATION Confirming the partnership Getting educated on Service/Benefits







ADVOCACY Recommendation the service to collogues and friends

USER ACTION

She found there is evolving brand awareness about ARTPEER, through receptive advertisements. Through Internet browsing by Word of mouth by friend recommendations Newsletter sign ups

When she knows that, she needs artworks on her premises and she uses the internet to do her research.

And she found ARTPEER that can help with her 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 an affordable art auctions

At the same time can see, testimonials, reviews, interactive comparisons, artwork, Art Expert reactions and fine-tuned artwork listings. local, national, and international artists and artworks.

She found the digital path to purchase and as smooth and seamless.

CONVERT

/Payment leads

Real-time response and reaction available for particular artworks by various

stakeholder

There are various payment options for the layout and copy of the service checkout page, and she felt how easy

She found the digital path to purchase and delivery of artwork as smooth, robust and customer-cen-

Real-time response and reaction available for particular artworks by various stakeholders help to make mind to buy an artwork as an investment.

she can easily resell the artworks on the same platform after buying artwork from the ARTPEER whenevShe, engage digitally continues with our service has made a more purchase and sell the artworks

She share her experience of using our service by posting her generated content on our platform and other social media handles online. This can include reviews, ratings, comment, product questions, pictures, and more.

TOUCH POINTS



































Hoping to find some art works or a service to access art.

Feeling of involvement in the field or art.

Feeling of safe and secure payment process for art works

Attachement with the service

Advocating this service and feeling accomplished.

PAINPOINTS

EMOTIONS

She found a bunch of websites during the search for artwork confuse what artwork should be good for investment

Which website has a variety of artworks Can I buy artwork from local and young artists?

She found a bunch of websites during the search for artworks and same time confuse about which artwork is good to buy

She cannot afford the artwork when she goes to purchase them found artwork quite expensive

What is the best way to purchase art at an affordable price and what number of artworks Now, she is done with payment but when she will get the artwork delivered to the doorstep?

The real artwork's colours will look like same as on the showing artwork image?

What is the best way to purchase art at an affordable price and what number of artworks?

Will she get the same painting she saw online?

is this artwork delivered on time?

Can she return the artwork if she found broken or fragile?

If she recommends this service to anyone may she get something from the company or not?

should she comment and share on particular artwork if she like on the ARTPEER platform?

POSSIBLE SOLUTIONS She found ARTPEER and she found a variety of artworks and a new interactive way of buying an artwork.

In ARTPEER she can buy affordable artwork by buying a variety of artworks in two options either offer your own price and participating in affordable art auctions.

Robust Delivery System of artworks. High-quality Images on ARTPEER Variety of options to purchase the artworks.

Consumer-centric terms and conditions which helps to trust ARTPEER

Initially she confuse sometimes, to recommend ARTPEER to other or not

Business Feasibility - Business Model Canvas ARTPEER by Arihant Jain



KEY PARTNERS

- 1. Artists: Collaborate with artists to showcase their work and engage with the community.
- 2. Art Galleries: Partner with galleries to list their collections and exhibitions.
- 3. Art Collectors: Provide services for collectors to buy, sell, and resell artworks.
- 4. Art Enthusiasts: Attract art lovers to explore and appreciate art on the platform.
- 5. Financial Institutions: Partner with financial institutions for secure transactions and art investment services.
- 6. Art Suppliers: Collaborate with suppliers for art materials and resources.
- 7. Art Educators; Work with art educators to provide learning resources and workshops.



KEY ACTIVITIES

- 1. Platform Development: Create and maintain the online art community platform.
- 2. Artwork Curation: Curate artworks for galleries and artists.
- User Engagement: Foster interactions and engagement among users.
- 4. Authentication Services: Offer art authentication and appraisal services...
- 5. Market Research: Continuously gather insights into user needs and market trends.
- 6. Marketing and Promotion: Promote artists, galleries, and events on the platform.



KEY RESOURCES

- 1. Digital Platform: The core technology for the online art community.
- 2. Curators and Experts: Art experts for curation and authentication.
- 3. User Community: Artists, collectors, galleries, and enthusiasts.
- 4. Financial Partnerships: Banking and payment gateways for secure transactions.
- 5. Educational Content: Art-related learning materials and resources.
- 6. Marketing Channels: Digital marketing platforms and strategies.
- 7. Data and Analytics: Tools for tracking user behavior and preferences.



TH VALUE PROPOSITION

- 1. Empowering Artists: Offering artists a platform for exposure, sales, and community engagement.
- 2. Art Lover's Paradise: Providing art enthusiasts with affordable art options and a vibrant art community.
- 3. Gallery Visibility: Assisting art galleries in reaching a global audience and managing their exhibitions.
- 4. Collector Services: Simplifying art collection management and offering investment guidance.
- 5. Educational Resources: Providing learning materials and workshops for art education.
- 6. Secure Transactions: Ensuring safe and transparent art transactions.



Ö CUSTOMER RELATIONSHIPS

- 1. Community Engagement: Foster a sense of community and collaboration.
- 2. User Support: Provide assistance for inquiries and issues.
- 3. Feedback Loop: Continuously gather and act upon user feedback.
- 4. Personalization: Tailor content and recommendations to user preferences.



CUSTOMER SEGMENTS

- 1. Artists: Emerging and established artists seeking exposure and sales.
- 2. Art Galleries: Curators and owners looking to expand their reach.
- 3. Art Collectors: New and experienced collectors seeking investment opportunities.
- 4. Art Enthusiasts: Individuals interested in exploring and appreciating art.
- 5. Art Educators: Instructors and students in the art education sector.
- 6. Financial Institutions: Partnerships for secure transactions and investment services.



E CHANNELS

- for all interactions.
- 2. Social Media: Utilize social platforms for
- 3. Email Marketing: Send newsletters, updates, and event invitations.
- 4. Search Engine Optimization (SEO): Optimize content for online visibility.



- 1. Online Platform: The primary channel
- marketing and user engagement.
- 5. Partnership Marketing: Collaborate with galleries, artists, and educators for promotion.



COST STRUCTURE

- 1. Platform Development and Maintenance: Costs associated with software development and
- 2. Employee Salaries: Salaries for platform management, curators, and support staff.
- 3. Marketing Expenses: Budget for digital marketing and advertising campaigns.
- 4. Art Authentication: Costs for authentication and appraisal services.
- 5. Educational Content: Expenses for creating and hosting educational content.
- 6. Partnership Costs: Fees and commissions for collaborations with galleries and artists.
- Operational Overheads: General administrative and operational expenses.



REVENUE STREAMS

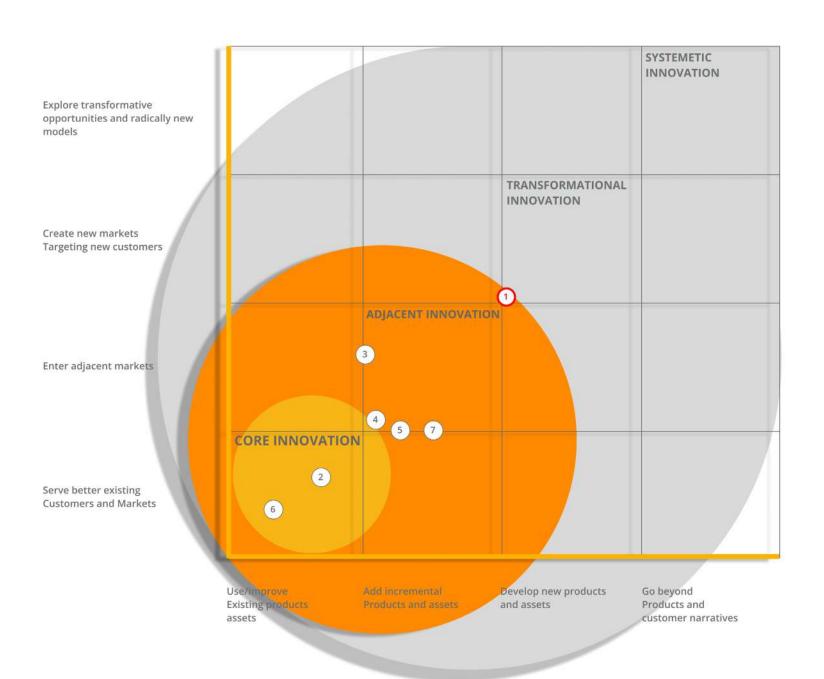
- 1. Art Sales Commission: A percentage of each artwork sold on the platform.
- 2. Premium Memberships: Offer premium features and content for a subscription fee.
- 3. Art Authentication Services: Charge for art authentication and appraisal.
- Workshop Fees: Charge for art-related workshops and educational content.
- 5. Advertising and Promotions: Allow businesses to advertise on the platform.

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

Business Feasibility - Competitive Analysis

ARTPEER by Arihant Jain





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.



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.



DEVIANTART

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.



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.



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.



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



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.



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.

PPOTOTYPE- TEST- ITERATE

ARTPEER by Arihant Jain

DESIGN THINKING FRAMEWORK

PROTOTYPE- TEST- ITERATE



PPOTOTYPE- TEST- ITERATE - Brand Identites

ARTPEER by Arihant Jain

Brand Identities Logo +Color Pallet +Typography +Brand Voice = ARTPEER's Brand Identities

Logo



BRAND COLORS







BASE COLORS



Typography

Colour Palette



Typography

Typeface: Roboto

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brand Voice

Artistic

Empowerment

Inclusive

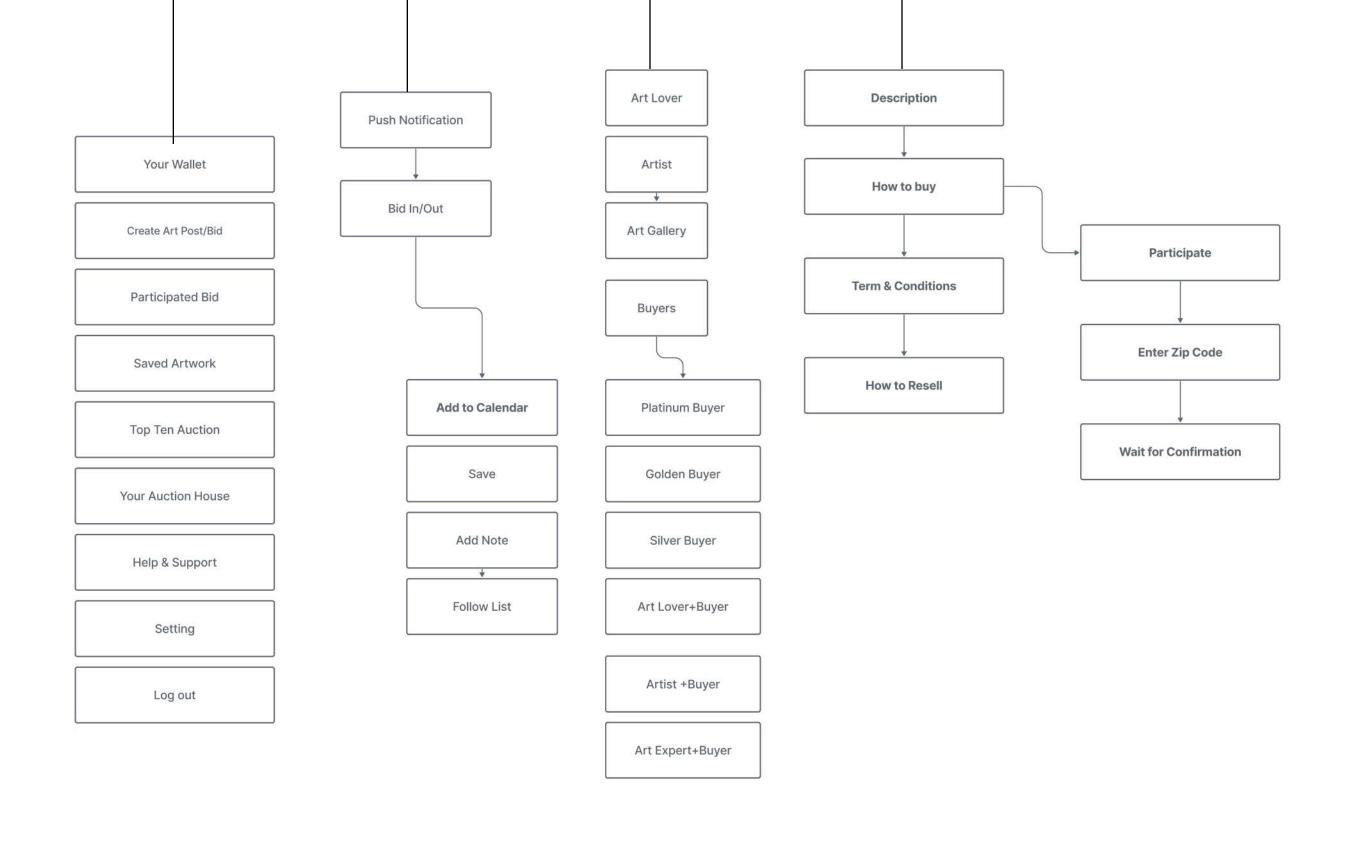
Inspirational

Supportive

PPOTOTYPE- TEST- ITERATE- Visuals Recap

ARTPEER by Arihant Jain





PPOTOTYPE- TEST- ITERATE

ARTPEER by Arihant Jain

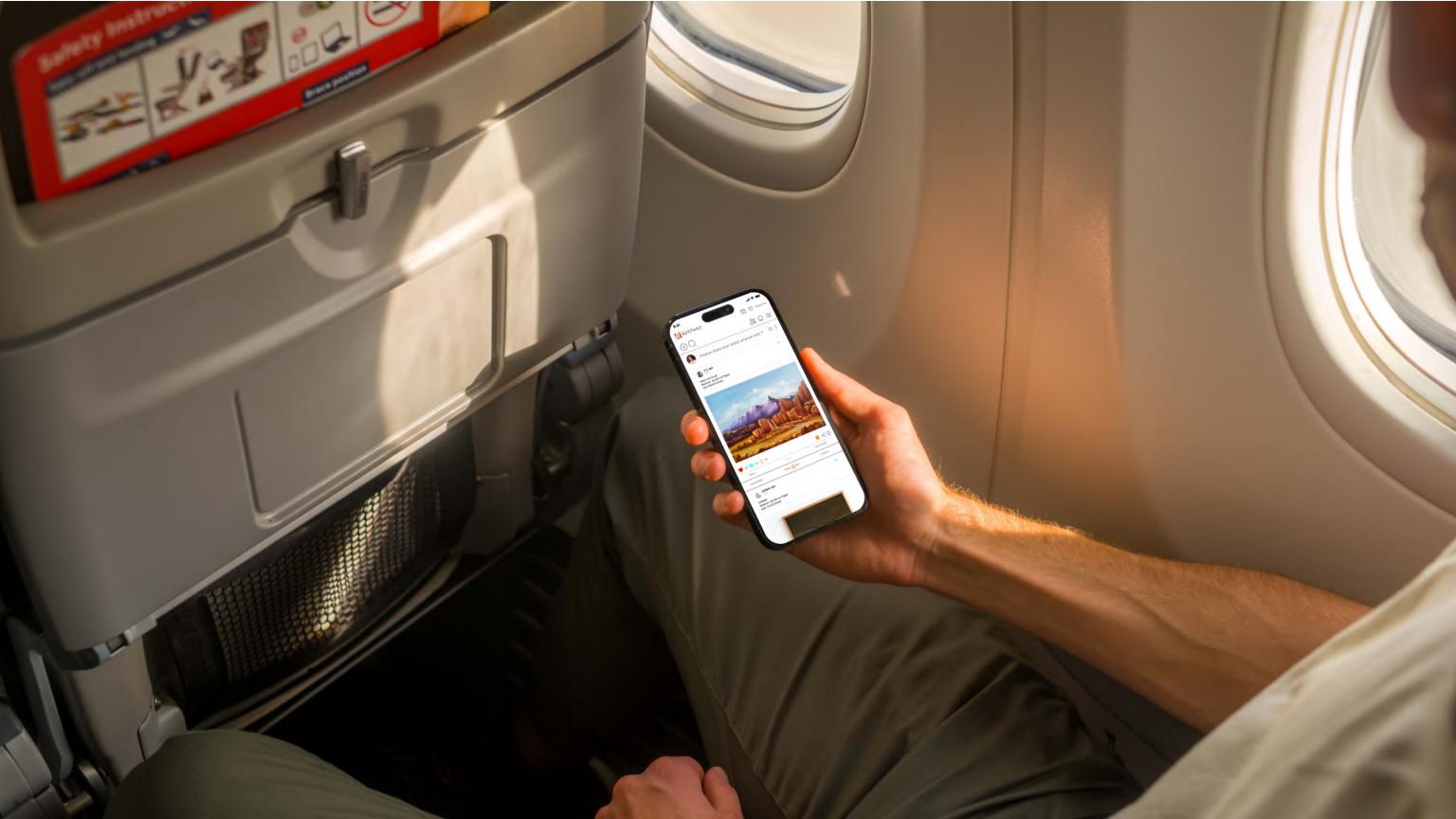
USER INTERFACE DESIGN -FUNCTIONING SCREEN

CLICK HERE FOR HIGH-FIDELITY PROTOTYPE (HI-FI PROTOTYPE)









ARTPEER PROCESS BOOK

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