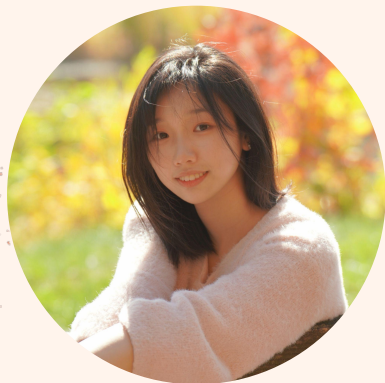


The background is a complex watercolor composition. It features large, soft-edged washes of color in shades of light pink, pale yellow, and muted blue. Interspersed among these are smaller, more defined shapes: a prominent dark blue/black area in the top left, a large orange/red circular form on the right, and a dark grey/black area in the bottom right. Numerous small, circular and oval shapes in various colors (gold, brown, grey, blue) are scattered throughout, resembling stars or planets. The overall texture is soft and painterly, with visible brushstrokes and color blending.

Assignment 8: High-fi Prototype

Artemix
Remixing the Way You Art

Team



Yutong Zhang



Winnie Chen




Georgia Limcaoco



Kongmeng Her






Problem



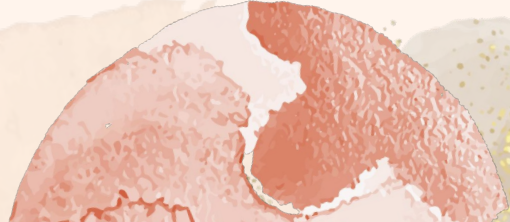


We noticed that **creatives worked in isolation** (writers, graphic designers, etc) and had a **lack of a community** that could provide supportive and helpful feedback or discussion surrounding their work.

Solution



An app designed specifically for creative professionals and dedicated hobbyists aims to foster genuine and positive connections. By **anonymizing artists**, it ensures **unbiased appreciation** of art work, recommending connections only after a user consistently admires a particular artist's contributions.



OUTLINE

01

**Heuristic Evaluation
Results**

02

**UI & Product
Revisions**

03

**Prototype
Implementation
Status**

06

**Demo of
Prototype So Far**

Heuristic Evaluation Results: Summary

The majority of our heuristic violations resulted from **inconsistency** across the app: in layout, icon appearance, input box appearance, fonts, tag capitalization, etc. Other categories with a high number of violations were **match between system and world** (from misleading/ambiguous icons and language, confusion about needed actions to take such as button prompts phrased as questions, etc.), **efficiency of use** (overcomplicated flow to get to artist profile, inconvenient search functionalities), and **minimalist design** (out-of-place styles, different fonts, unnecessary text). Overall, there was concern about the accessibility of the visual elements of the app.



Severity 3 & 4 Quantitative Summary

Severity 3 violations

H3: User Control and Freedom	1
H4: Consistency and Standards	2
H5: Error Prevention	1
H7: Flexibility and Efficiency of Use	1
H11: Accessible Design	1
Total: 6	

-> 5 Changes

Severity 4 violations

H2: Match Between System and Real World	1
H4: Consistency and Standards	1
Total: 2	

-> 1 Change



4 Most Common Violations Categories



H4: Consistency & Standards

23



H8: Aesthetic & Minimalist Design

12

H2: Match Between System & Real World

11

H7: Flexibility & Efficiency of Use

11



Severity 3 Violations



- No password confirmation box in registration
 - Addressed to prevent errors
- No alternative text for posts
 - Addressed - we display the title & caption on the detailed page of the post. Given the scope of this class we don't provide strictly alternative text, but in the real world this may be necessary.
- Lack of non-visual art
 - Not addressed - we chose to focus on visual art & short-form writing in the demo due to our focus on visual artists (performing artists usually have offline communities already) and class time constraints. This can be expanded in the future to show videos or mp3 files similarly in the feed.

ARTEMIX

Upload Photo

Email

Password

Name *First Last*

Phone *XXX - XXX - XXXX*

Preferences
And the more you post, the more you can always be changed later



Severity 3 Violations (cont'd)



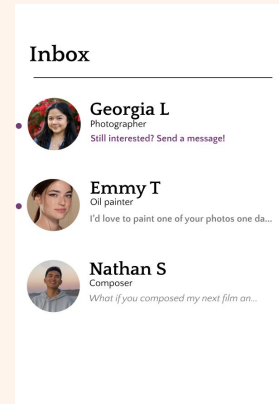
No easy access to matched artists' profiles

- Addressed - we plan to implement a button on the user profile page that will show a touchable list of matched artists to make the app more discoverable (easier to connect with matches)



No distinction between chats and recommended artists in the inbox

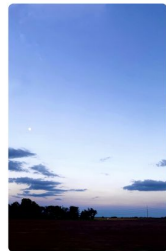
- Addressed - pending list for not-yet-chatted recommended artists in the inbox. This makes it easier to understand the inbox page and connect with artists



Additional info does not appear on post during upload

- Addressed - we show additional info as a caption below the uploaded post.

Upload the art:



Title of the art:



Quiet

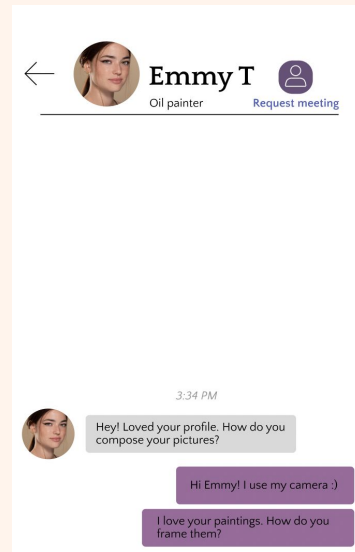
Additional Information:

I took this photo 3 days ago while on an evening walk. I shot it on my phone, and it turned out better than expected.

Severity 4 Violations



- “Request to share schedules” buttons shows the artist’s schedule
 -  Addressed - we removed this page and instead added a “request meeting” button in the inbox page when users chat with each other, simplifying the flow and unnecessary indirect step of requesting to share schedules.
- No way to upload non-visual art
 -  Not addressed - we chose to focus on visual art & short-form writing in the demo due to class time constraints. This can be expanded in the future to allow upload of different formats, e.g., videos or mp3 files.



The background is a light cream color with various watercolor-style textures and shapes. There are large, soft-edged washes of gold, dark blue, and reddish-orange. A prominent feature is a large, circular, textured reddish-orange shape behind the text. Other smaller elements include a dark blue brushstroke, a small red circle, and a dark blue circle with a reddish-orange brushstroke passing over it.

UI & Product Revisions

Task Changes

Before

Simple:

1. View and like an artpost

Moderate:

1. Engage in Comments

Complex:

1. Various tasks available once you've been recommended an artist

After

Simple:

1. View and like an artpost
2. Engage in comments

Moderate:

1. Update user preferences

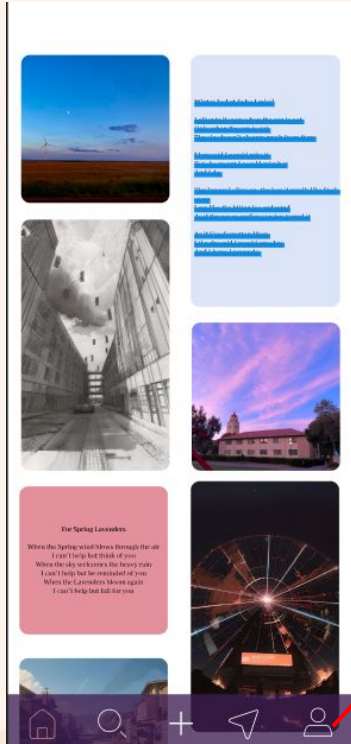
Complex: Be Super Specific

1. See mutual preferences and strike up a conversation
2. Schedule an event

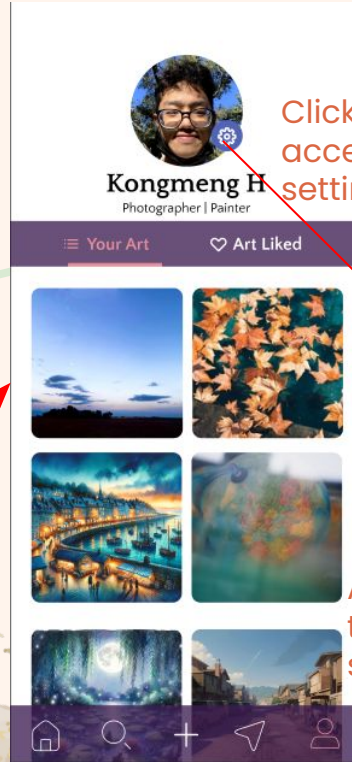


Task Changes Cont.

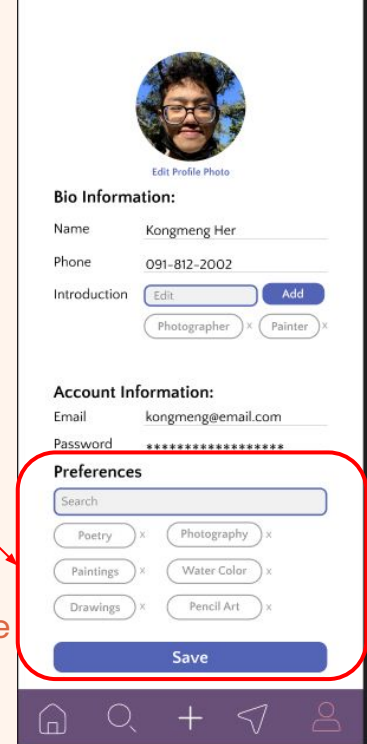
Moderate Task Flow: Update user preferences



Click "Profile" to access the user's profile page.



Click "Setting" to access the profile setting page.



Add and delete tags at preference section

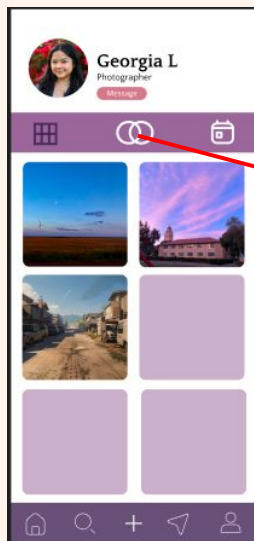


Task Changes Cont.

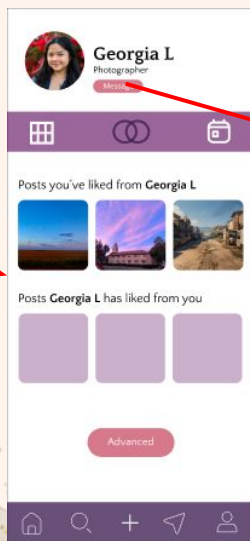
Complex Task Specificity

Following feedback from the med-fi, we've specified our complex task into two, diffused tasks for the Hi-Fi prototype

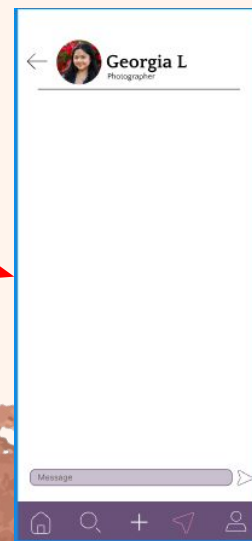
1. See mutual preferences and strike up a conversation
2. **Schedule an event**



Click "mutual preference" to access shared interest

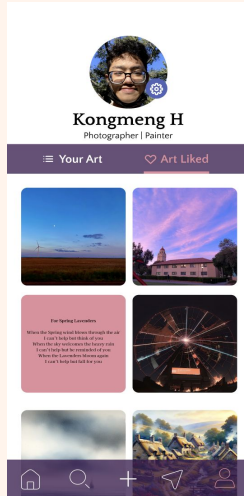


Click "Message" to message page and start the conversation

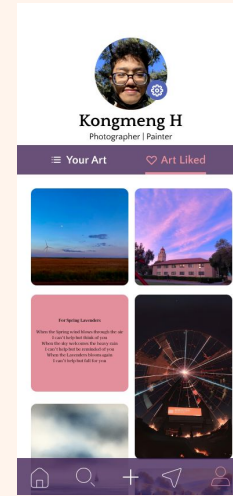


Change all art page layouts to staggered

Before



After



We don't want to change the original dimensions since they are important to the artwork and we want artists to be able to present their artwork in the way they want. This change contributes to learnability, as all the art page layouts will be consistent across the app.

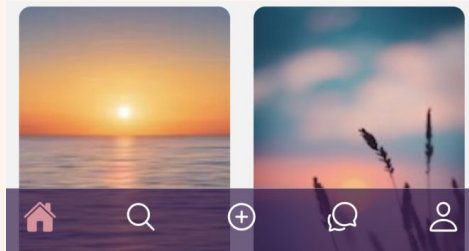


Change navigation bar icon thickness & fill

Before



After



The “plus” icon was thicker than the other icons, drawing attention to it rather than the current icon. By choosing uniform icons and filling the current icon, we ensure users’ attention is drawn to the current icon. This change contributes to learnability, as it will be less confusing which icon one is currently.

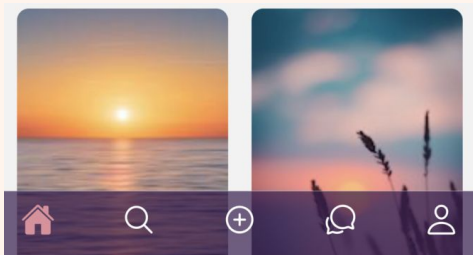
Side note: We also changed the chat icon as the previous one suggested the tab was to send something rather than chat.



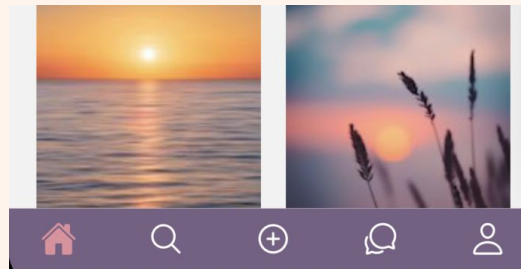


Change navigation bar from translucent to solid

Before



After



The navigation bar was transparent, which clashed with the artwork on the homepage. We made it solid, facilitating learnability and discoverability as it is easier to both see and like artwork and navigate through the app.



Displaying captions for art in the detailed pages

Before



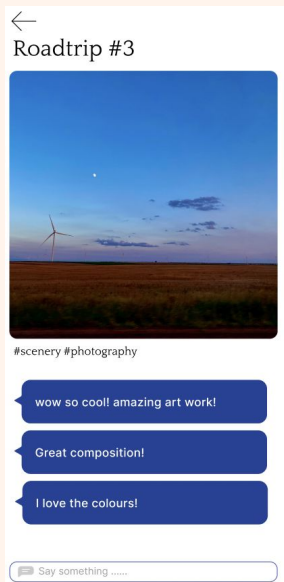
After



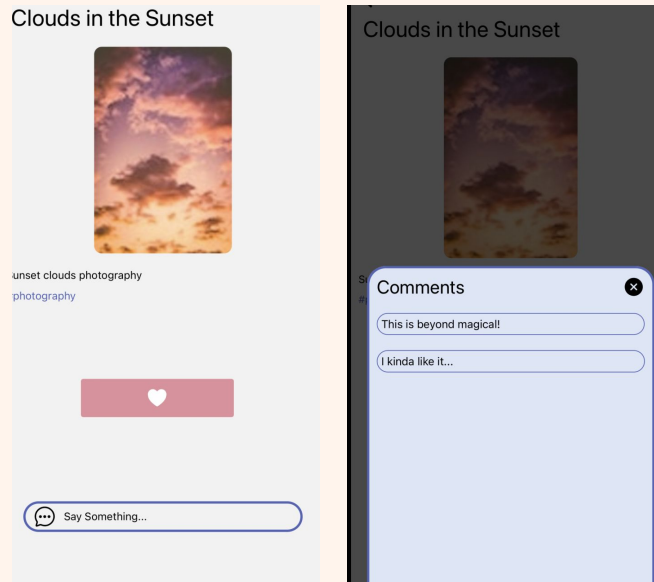
The lack of caption or alternative text may have been an accessibility issue or a clarity issue in general. We display captions written by the artist under the art in the detailed pages. This facilitates discoverability as it is easier to like and connect with artists when their products are clear.

Commenting UI

Before



After



The comments UI (color & size) seemed out of place. We implemented a modal to display the comments in a cleaner way. This contributes to discoverability by making it easier to connect with artists.

Standardize input boxes on registration page

Before




Name *First Last* _____

Phone *XXX - XXX - XXXX* _____

Preferences
Add the types of art you'd like to see. These can always be changed later.

After



Preferences
Add the types of art you'd like to see. These can always be changed later.

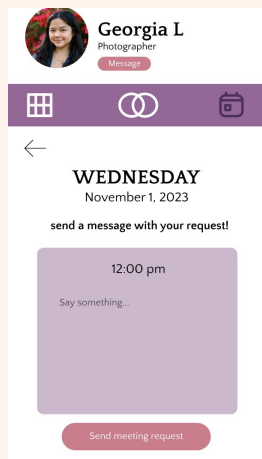
The input boxes varied between blue boxes and lines and were staggered. We made them all blue boxes and lined them up vertically. We also included a “confirm password” box and phone number formatting to prevent errors and made the “upload photo” button look touchable. This contributes to learnability by decreasing confusion about the difference between similarly functioning elements & preventing errors.



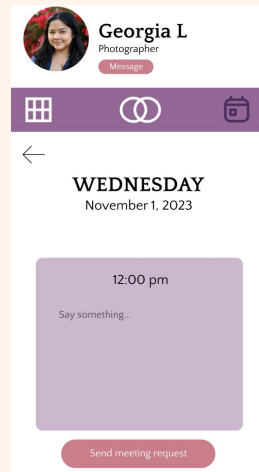
Delete Unnecessary Step and Text in Request Flow



Before



After



The UI was cluttered with the three texts about sending a message. We deleted the top line since it was already clear what the function of the box is from the placeholder and send button. This improves discoverability, as it is easier to interact with artists with a cleaner design.



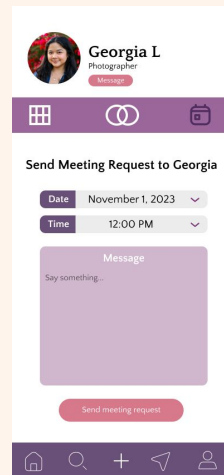
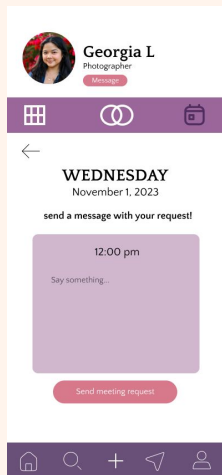
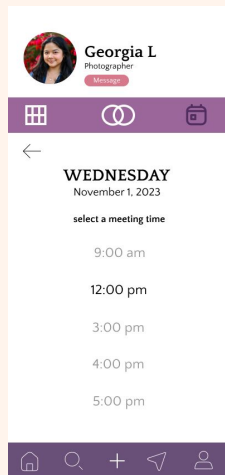
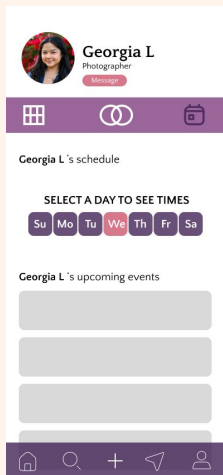


Delete Unnecessary Steps and Text in Request Flow



Before

After

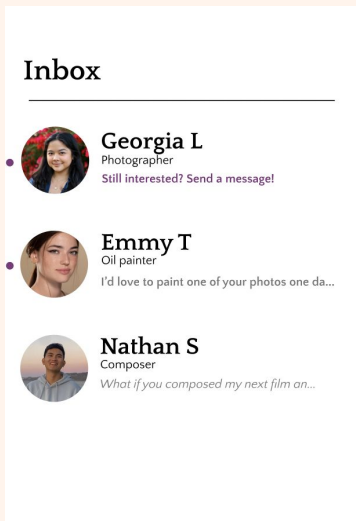


The flow to schedule a meeting was overcomplicated with 3 separate screens. We combined them to one and deleted unnecessary text about sending a message since it was already clear what the function of the box is from the placeholder and send button. This improves discoverability, as it is easier to interact with artists with a cleaner design.

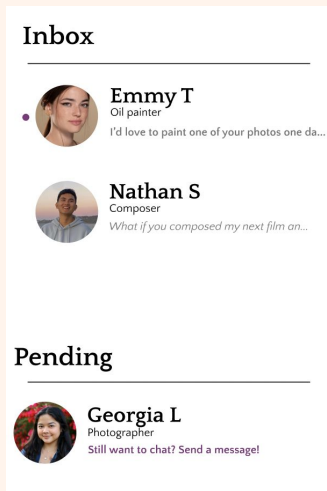


Separating chats from not-yet-chatted-with matched artists

Before



After



This decreases confusion when looking at the inbox page, contributing to learnability and discoverability by making it easier to discern between people you've already chatted with and those you've matched with but not yet spoken to and therefore making communication between you and matched artists easier.



Prototype Implementation Status

Tools

React Native, Express.js,
MongoDB

Implemented

Backend (art, users,
comments, likes, tags),
homepage, detailed page,
liking & commenting, login

Hardcoded

5 users with 6 artworks
per user in database,
the "test" user of the
app, comments, chat
messages

To-Do

Registration & onboarding, artist profile
page, search page, upload page, inbox
page, recs page, mutual preferences, chat,
scheduling, user profile & settings

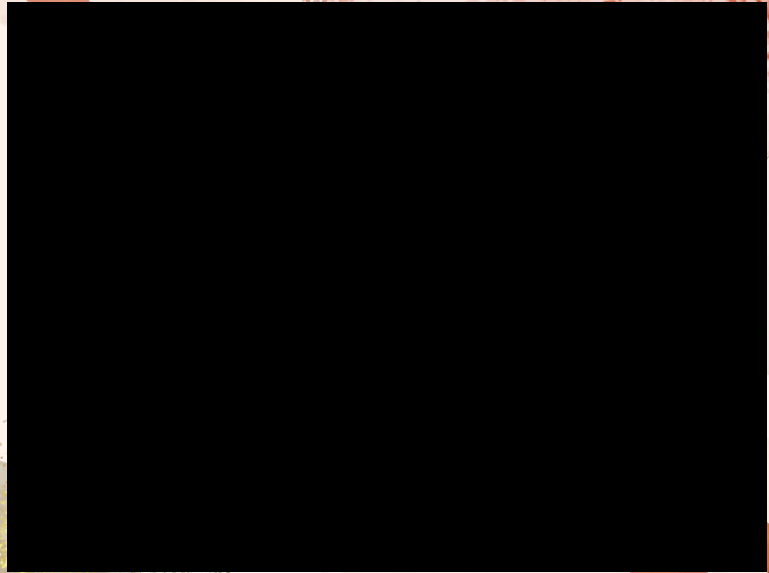
Plan: Have the designs sketched, divided
tasks among 4 team members to be
finished by Monday

Wizard of Oz/Imitations

When you send a
chat, you don't get a
response/they don't
actually send
(imitates chatting)

The background is a light cream color with various watercolor-style elements. In the top left, there is a circular orange and red wash. In the top right, there is a large, textured orange and red circular shape, possibly representing a planet or moon, with a dark blue brushstroke above it. In the bottom center, there is a horizontal, elongated shape with a yellow and green speckled texture. In the bottom right, there is a dark blue brushstroke and a small orange brushstroke. Several small, dark circular spots are scattered across the background, resembling stars or small planets.

Demo of Prototype So Far



Appendix: UI revisions

Registration Page:

- Add password re-entry for confirmation
- Align the design of all the input boxes
- Make all the components vertical distributed in line
- Improve the design of the input boxes with specific format for email and phone
 - Add (+xx) section for the phone input box
- Increase the contrast of hint message font color and background color
- Change the button of last step from "Next" to "Finish"



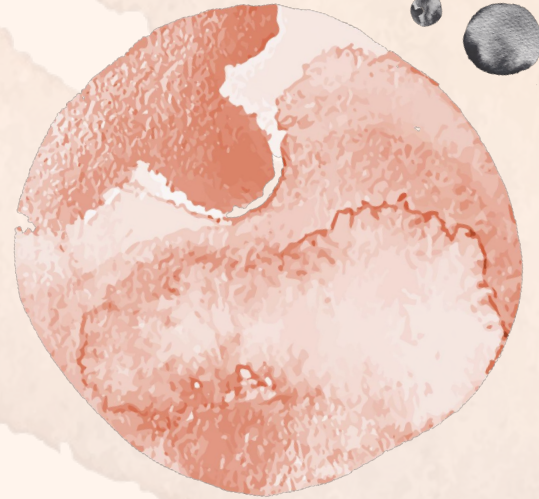
Appendix: UI revisions

Home Page:

- Unintended, repeated views.

Detail Page:

- Add text description for post
- Change the font style (color & board & size) of tags to make it more obvious
- Use different background color for the comments make by current user
- Add a hint message if people try to comment before "interest" (add in onboarding)
- Provide option to delete the comment
- Make the background color of comment lighter





Appendix: UI revisions

Search Page:

Upload Page:





Appendix: UI revisions

User Profile Page:

- Add additional tag next to "Art Liked" as "Artists Matched" for the list of recommend artists
- Make all the input box style same



Appendix: UI revisions

Artist Profile Page:

- Change / remove "advanced " button from mutual preference page
- Add more instruction for schedule (51, 53, 58, 64, 89)
- Make the "view profile" and "save for later" both clickable or delete the button (69)
- Edit the icon of the button for mutual preference page

Inbox Page:

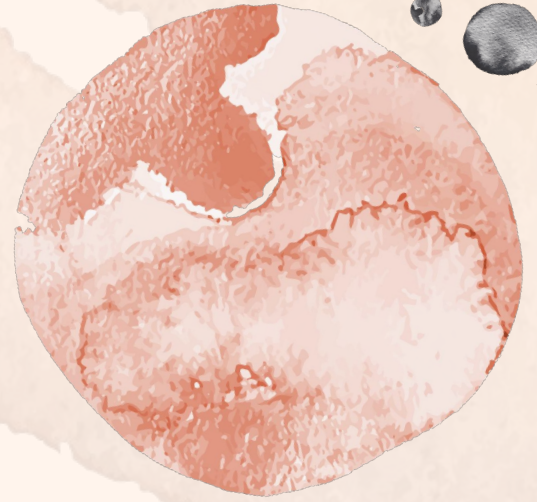
- Change the icon of inbox to be more representative of inbox
- Delete the profile icon but use the profile image as button to profile page



Appendix: UI revisions

Registration Page:

Login Page:





Appendix: UI revisions

General Design & Others:

- Make the style of icons consistent
- Increase the font size of buttons
- Make the footer bar less transparent to make the icon button more visible
- Use the same font for whole app
- Add onboarding step with more guidance
- Have consistent upper/lowercase for tags throughout the app
- Standardizing icon style after clicked
- Algorithm of matching: 67
- Align the word choice: "image" vs "art"

