



# ARTX: Discussion community for isolated artists

Yutong Zhang, Winnie Chen,  
Georgia Limcaoco, Kongmeng Her

# OUR TEAM



Yutong  
Zhang



Winnie  
Chen



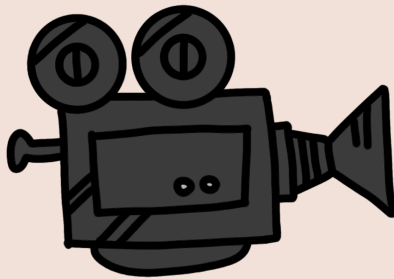
Georgia  
Limcaoco



Kongmeng  
Her

# Recap & Focus

- Want to move away from performance arts (dance, music)
- Focus on isolated artists/artforms
- Explore collaborative arts (films)



# Problem Domain

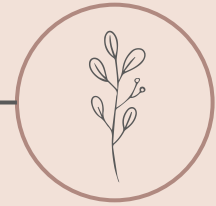
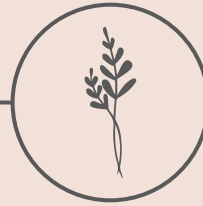
Isolated Artists



# Outline

POVs & HMWs

Next Steps



Interviews & Additional  
Needfindings

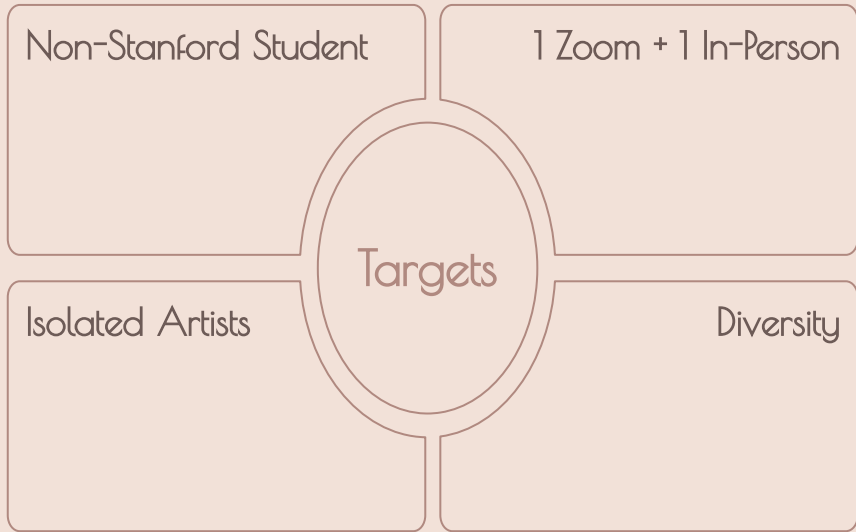
3 Best solutions &  
Experience Prototypes



01

New interviews  
& needfindings

# About Additional Interviewers



Tori

MFA candidate at the Rhode Island School of Design - Visual designer (Zoom)



Keith

Stanford Faculty, poet and writer (In person)

Recruitment Strategy: personal networks

# Interview #4: Tori

"Haters make you stronger and your art better and give more eyes on your work."



"I think you can pick and choose what feedback you think is the most important. I think feedback from... other professionals in your field [is important]."

# Interview #5: Keith

"Most writers have another artform that they admire, dabble in, or are jealous of."



"It doesn't feel isolating because you're communing with your imagination, the people you're writing about, and the authors you admire."

O2

POVs & HMIWs



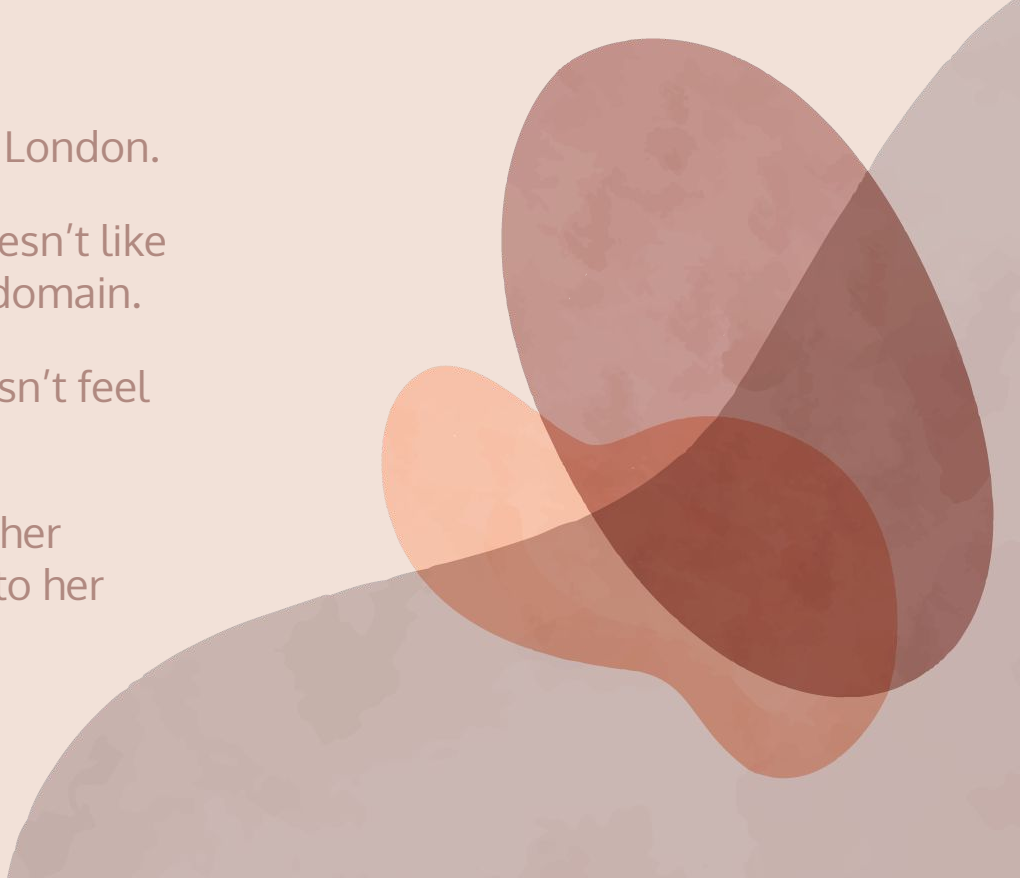
## Initial POV (from studio 2)

**We met:** Kangyi, a jewelry designer in London.

**We were surprised to realize:** She doesn't like collaborating with other artists in her domain.

**We wondered if this means:** She doesn't feel supported or seen by other designers.

**It would be game-changing to:** Help her pre-existing personal friends connect to her artistic domain.



# POV for Kangyi

**We met:** Kangyi, a jewelry designer in London.

**We were surprised to realize:** She doesn't like collaborating with other artists in her domain.

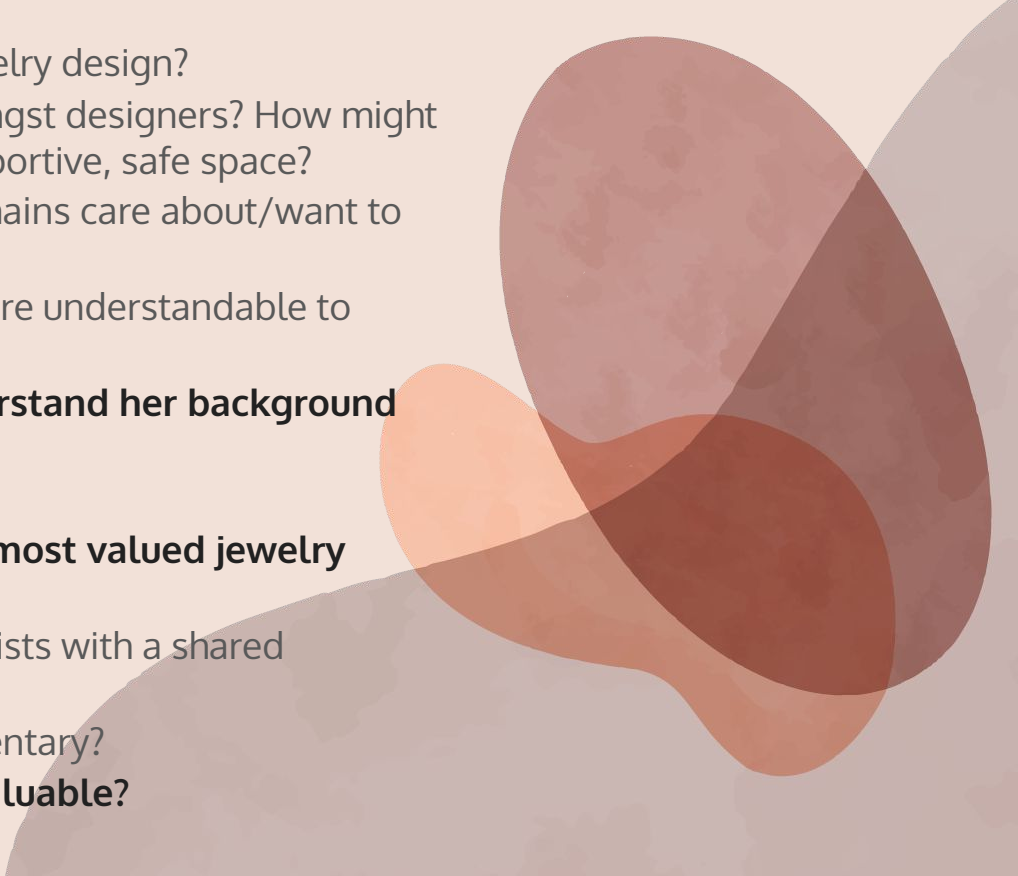
**We wondered if this means:** She doesn't feel supported or seen by other designers.

**It would be game-changing to:** Help her connect with other people in her artistic and cultural and personal domains.





# HMW's for Kangyi

- How might we make her friends like jewelry design?
  - How might we reduce competition amongst designers? How might we make the designer community a supportive, safe space?
  - How might we make artists in other domains care about/want to collaborate with jewelry design?
  - How might we make her background more understandable to other artists?
  - **How might we make every artist understand her background and interest before talking with her?**
  - How might we remove other artists?
  - **How might we make her feel like the most valued jewelry designer in the world?**
  - How might we introduce her to other artists with a shared background/culture?
  - How might we filter out negative commentary?
  - **How might we make criticism seem valuable?**
- 

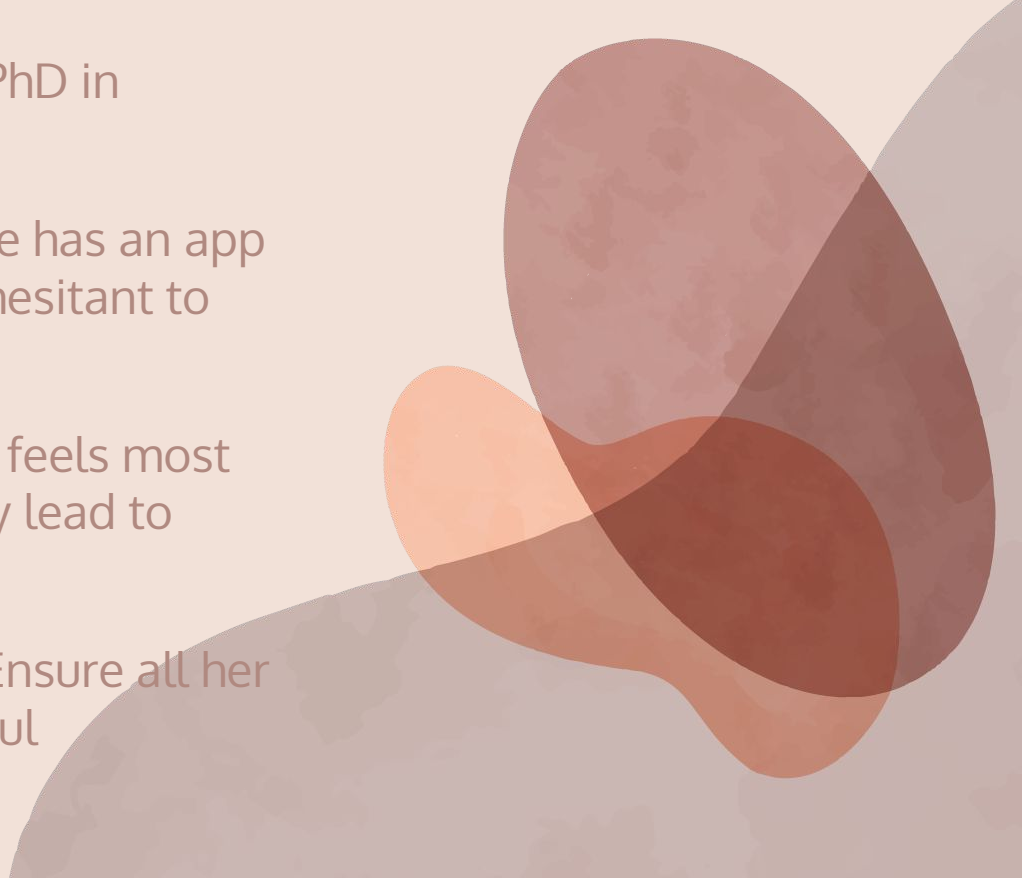
# POV for Ru

**We met:** Ru, a vocal artist with a PhD in musicology living in the Bay Area.

**We were surprised to realize:** She has an app for artist collaboration but she is hesitant to connect with artists on it.

**We wondered if this means:** She feels most online connections do not actually lead to collaboration.

**It would be game-changing to:** Ensure all her connections will lead to meaningful collaboration.



# HMW's for Ru

- How might we make her feel more comfortable meeting new people?
- How might we filter out people who don't want to collaborate after connecting?
- How might we make meeting people more casual?
- **How might we maintain connections across community borders?**
- How might we make other people reach out to her first?
- How might we encourage mutual friend introductions?
- How might we provide her with a smaller pool of more high-quality collaborators?
- How might we put her art out there?
- **How might we only allow people with the same goals to connect with her?**
- **How might we increase her visibility in the area?**



# POV for Chali

**We met:** Chali, an undergraduate Stanford student in a dance team as an artistic director.

**We were surprised to realize:** He dances for different reasons when he is alone versus when he is with his team.

**We wondered if this means:** Dancing satisfies two different personal needs within him (emotional processing/self expression vs technical exploration/performance).

**It would be game-changing to:** Connect him with an audience that makes him feel seen in both ways.

# HMW's for Chali

- How might we make audiences less judgmental?
- How might we make audiences invisible?
- How might we make technical exploration emotional?
- How might we connect him with other people who have the same needs as him?
- **How might we change the standards of the dance community?**
- **How might we filter out people who don't appreciate his self-expression from the audience?**
- **How might we make the audience like his best friend?**
- How might we make him confident and comfortable to self express in front of audiences?
- How might we create more chances for him to explore and fulfill both sides / needs?
- How might we allow him to explore technically while dancing alone?



# Three Best HMW's



## Certainly Values

How might we expose artists only to communities that would certainly value and interact with their art?



## Background

How might we make audiences want to look into an artist's background and interests?



## Location

How might we maintain past artistic connections beyond physical limitations such as distance?



O3

Solutions & Prototypes

# Three Best Solutions



Art First



Commenter Ratings



Location-Based Events



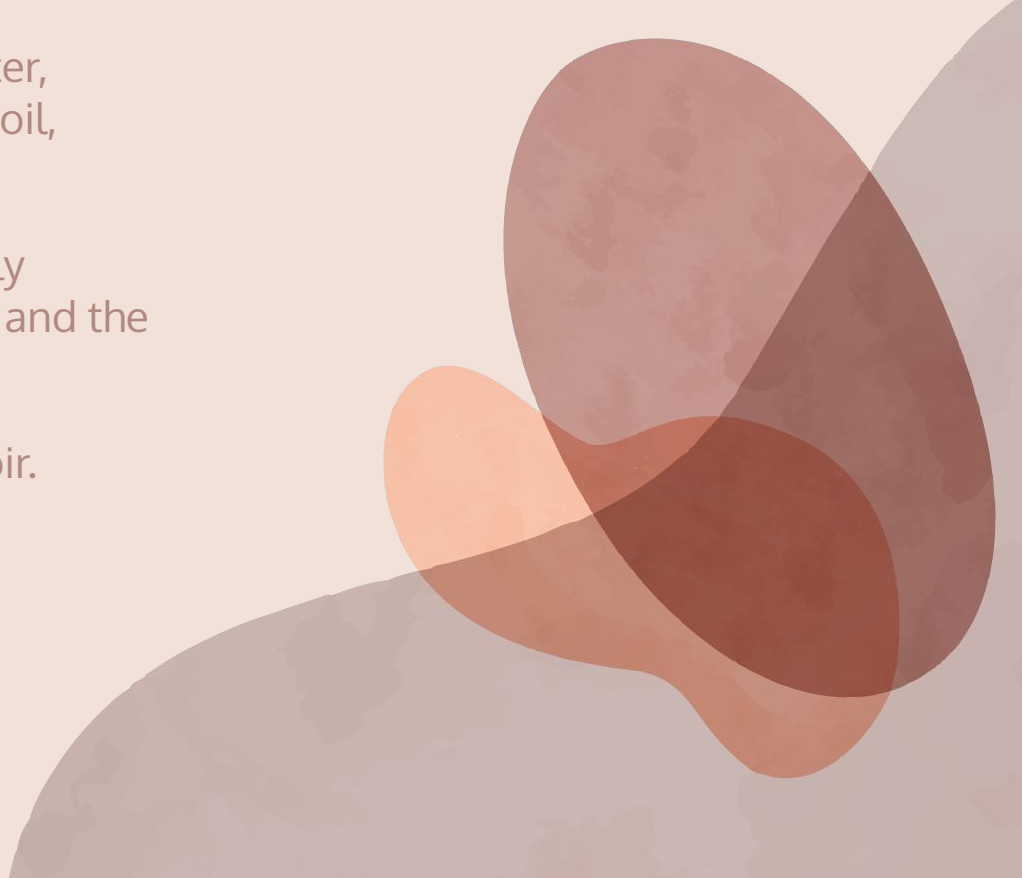
# Prototype Participants

**Prototype 1:** Sreya - Visual artist, painter, Master's student CS+AI, specializes in oil, digital and pencil.

**Prototype 2:** Nathan - Musician, heavily involved in student bands, jazz bands, and the Arbor

**Prototype 3:** Keeseok - Singer in a choir.

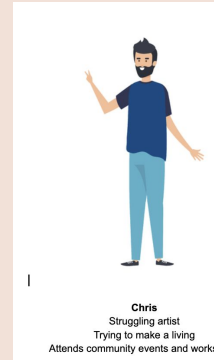
Recruitment Strategy: personal networks



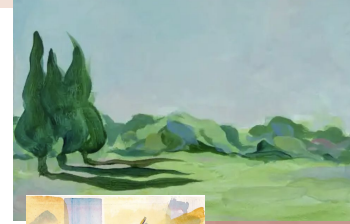
# Experience Prototype 1: Art-First Approach

**Critical assumption:** Knowing a person's art will lead to whether one wants to collab with them or not

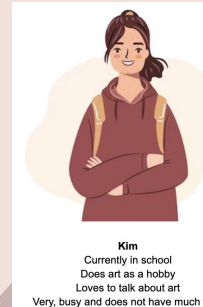
**Results:** Art above all



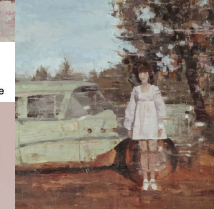
**Chris**  
Struggling artist  
Trying to make a living  
Attends community events and workshops



**Rob**  
Established artist  
Secluded  
Hard to reach  
Attends art shows and galleries



**Kim**  
Currently in school  
Does art as a hobby  
Loves to talk about art  
Very, busy and does not have much time



## Experience Prototype 2: Rating Comments

**Critical assumption:** Seeing a commenter's rating will make the artist more willing to receive feedback

**Results:** Where is the credibility behind the ratings?

**User 5 (Random Person | Rates: 0.9 / 5.0):**

*"You're not a real artist."*

**User 5:** *"You're not a real artist."*

**User 6:** *"I was absolutely captivated by the art performance! Seamless colors and movements created a mesmerizing journey through creativity and emotion. Kudos to the talented artists!"*

**User 6 (Art Enthusiast | Rates: 3.9 / 5.0):** *"I was absolutely captivated by the art performance! Seamless colors and movements created a mesmerizing journey through creativity and emotion. Kudos to the talented artists!"*

# Experience Prototype 3: Location-Based Events

**Critical assumption:** Artists want to collaborate in person

**Results:** Preference for in-person events.



- Virtual Fireside Chat with Author & Filmmaker Jim Callner
- Fall Arts Fair on Zoom - Visual arts and creative writing showcase of Stanford students
- Virtual exhibition: Contemporary Works Between Mediums
  - The virtual exhibition includes works by artists including Eleanor Antin, Andy Goldsworthy, the Guerrilla Girls, Alison Knowles, Jacob Lawrence, Allen Ruppersberg, Ed Ruscha, Kara Walker, Andy Warhol, and Lawrence Weiner, among others
- Medicine & the Muse Program's Stuck@Home virtual concert series (musicians from Stanford School of Medicine Symphony)
- Stanford Live - The Philharmonia Baroque Orchestra and Chorale's virtual concert
- Luncheon Music from MemChu (Virtual Gathering)



O4

Next Steps

# Final Solution

- + Art First solution
- Commenter Rating
- Location-Based Events



Further exploration: direct search?

# Ethical Implications of Our Solution



Likes-driven



Potential echo chambers



# Who the solution serves



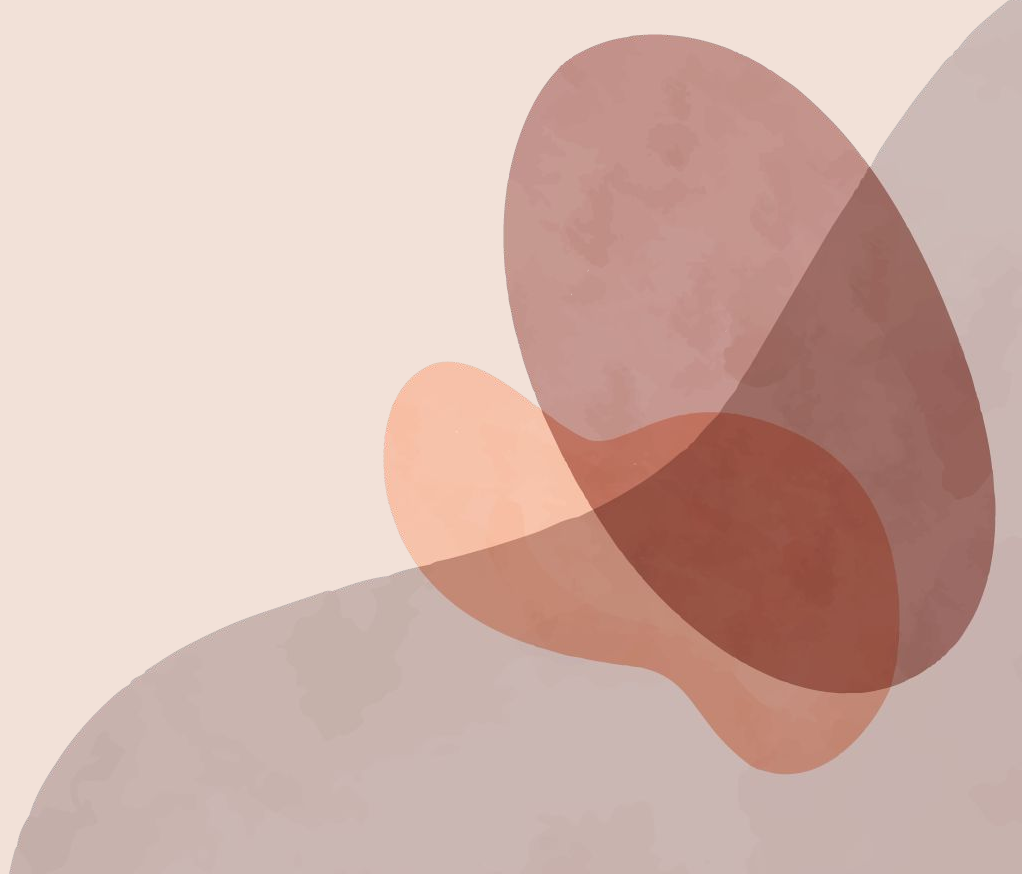
Professional artists



Invested individuals



Looking for a start





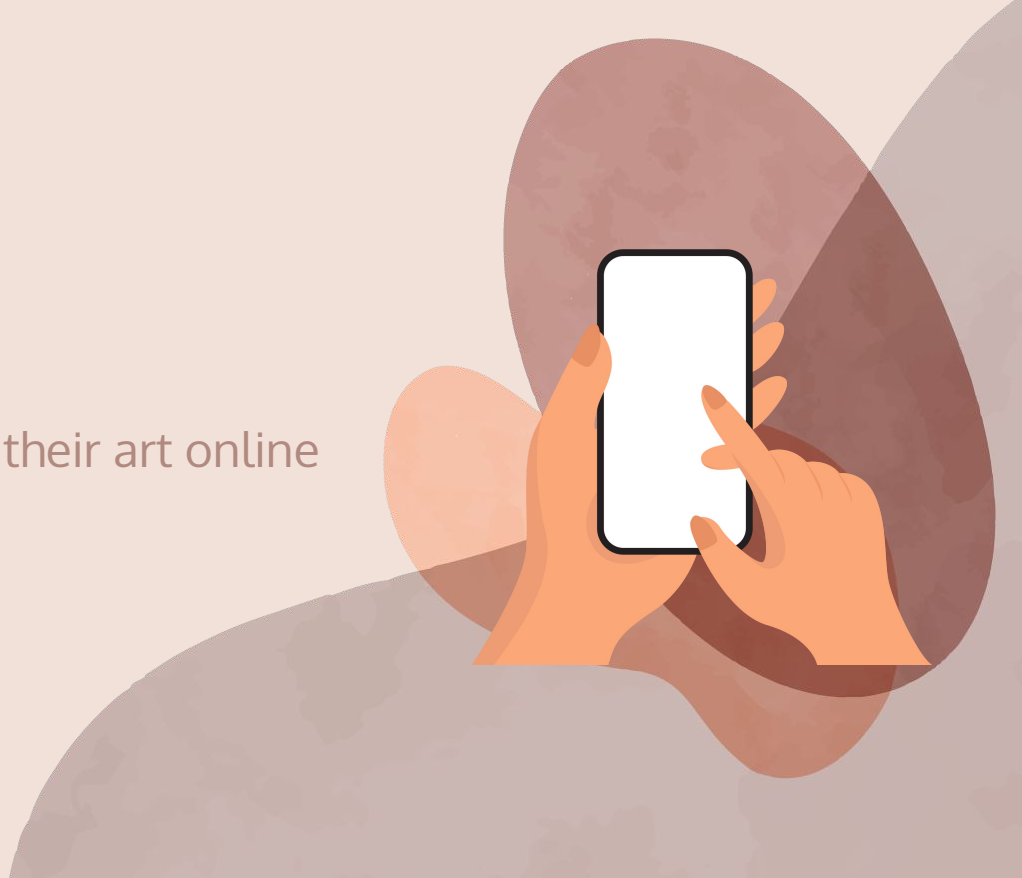
# Who does our solution exclude?



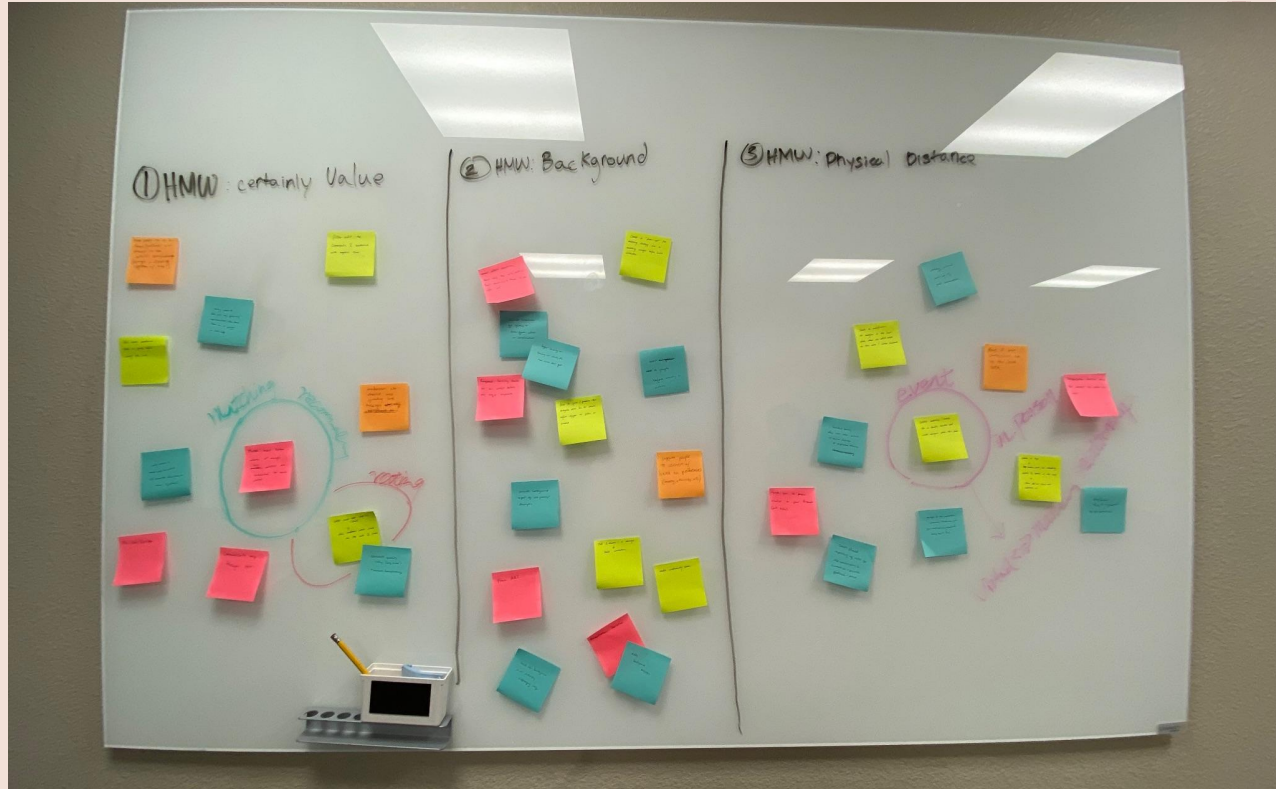
Visually impaired



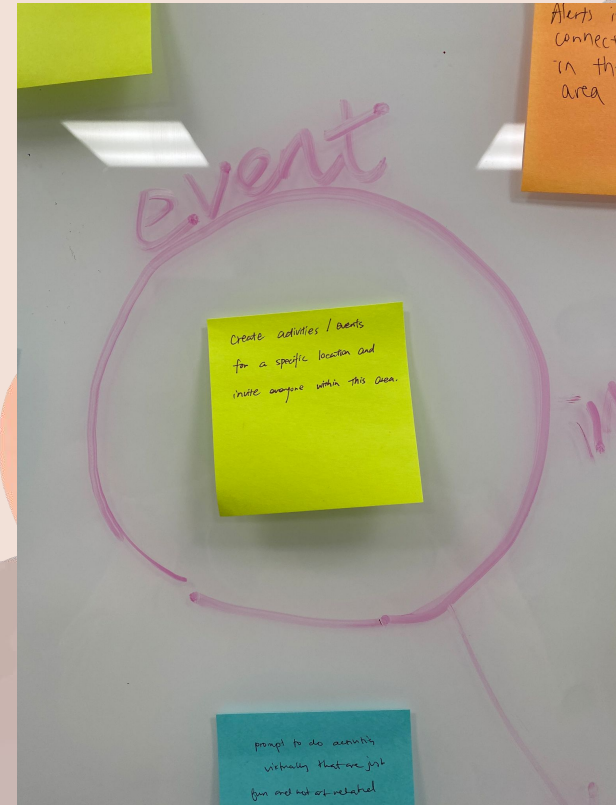
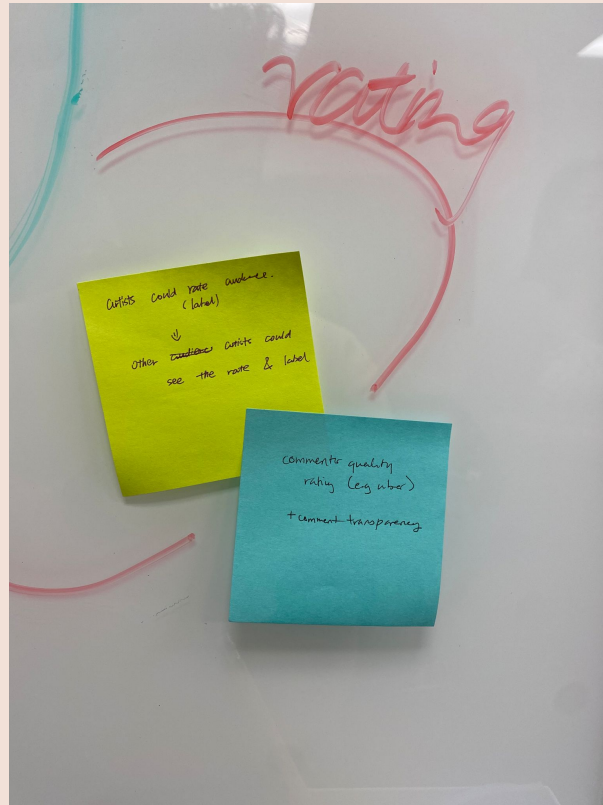
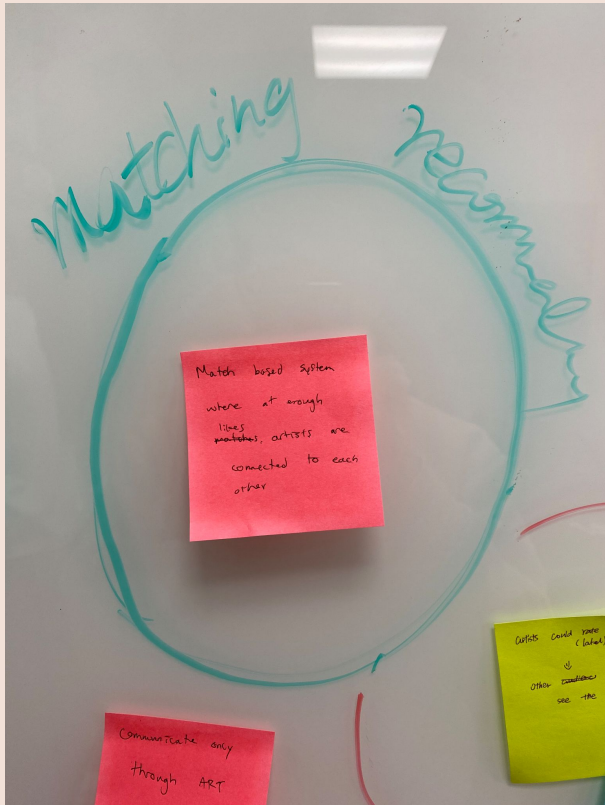
Those who don't actively share their art online



# Appendix: Picture of Brainstorm



# Appendix: Picture of Brainstorm



# Appendix: Picture of Experience Prototype 1 in action

The image shows a Zoom meeting window with a Google Slides presentation titled "Experience Prototype 1 - Google Slides" displayed on the screen. The slide, labeled "Slide 16 of 2", features a profile card for a person named Kim. The profile card includes an illustration of a young woman with brown hair in a ponytail, wearing a maroon hoodie and a backpack. Below the illustration, the text reads: "Kim", "Currently in school", "Does art as a hobby", "Loves to talk about art", and "Very, busy and does not have much time". The Zoom interface shows two participants in a video call. The top of the Zoom window displays the system tray with the date and time: "Thu Oct 12 9:49 PM". The macOS dock at the bottom contains various application icons, including Safari, Mail, Photos, Messages, Calendar, Notes, Reminders, TV, Music, Podcasts, News, Messages, Photos, Zoom, and System Preferences.



# CONTENTS OF THIS TEMPLATE

Here's what you'll find in this **Slidesgo** template:

1. A slide structure based on a multi-purpose presentation, which you can easily adapt to your needs. For more info on how to edit the template, please visit **Slidesgo School** or read our **FAQs**.
2. An assortment of illustrations that are suitable for use in the presentation can be found in the **alternative resources slide**.
3. A **thanks slide**, which you must keep so that proper credits for our design are given.
4. A **resources slide**, where you'll find links to all the elements used in the template.
5. **Instructions for use**.
6. Final slides with:
  1. The **fonts and colors** used in the template.
  2. A **selection of illustrations**. You can also customize and animate them as you wish with the online editor. Visit [Stories by Freepik](#) to find more.
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  4. Sets of **customizable icons** of the following themes: general, business, avatar, creative process, education, help & support, medical, nature, performing arts, SEO & marketing, and teamwork.

You can delete this slide when you're done editing the presentation.

# TABLE OF CONTENTS

01

MARS

Here you could  
describe the topic of  
the section

02

MERCURY

Here you could  
describe the topic of  
the section

03

JUPITER

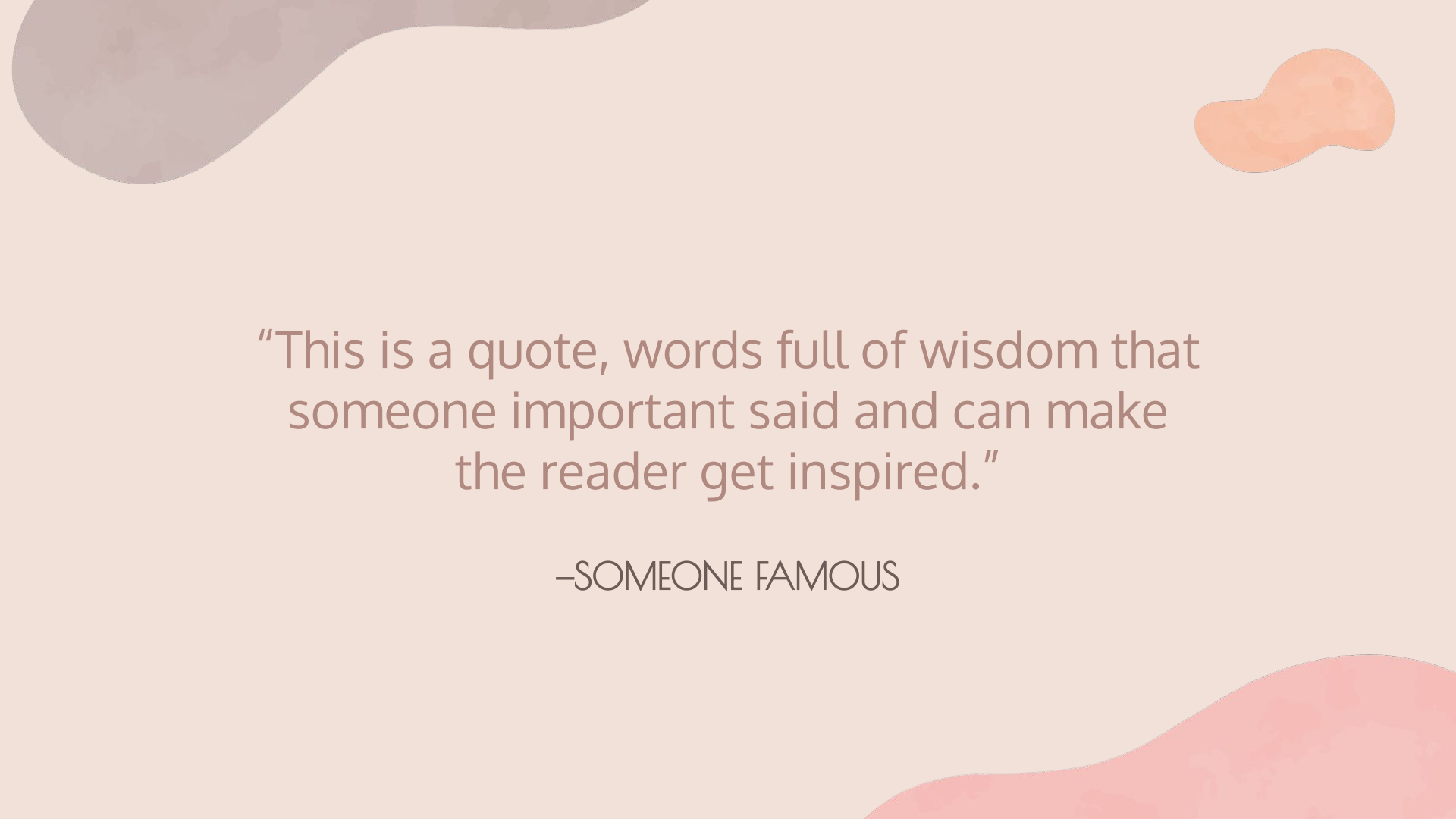
Here you could  
describe the topic of  
the section



# WHOA

This could be the part of the presentation where you can introduce yourself, write your email...





"This is a quote, words full of wisdom that someone important said and can make the reader get inspired."

—SOMEONE FAMOUS

# INTRODUCTION

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon. It was named after a Roman god

# A TIMELINE ALWAYS WORKS WELL

DAY 1



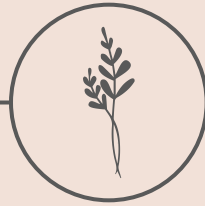
Mercury is the  
closest planet  
to the Sun

DAY 2



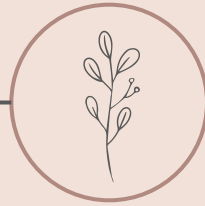
Jupiter is the  
biggest planet  
of them all

DAY 3



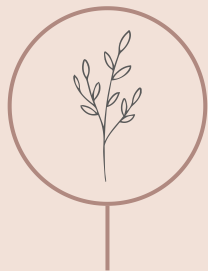
Despite being  
red, Mars is a  
cold place

DAY 4

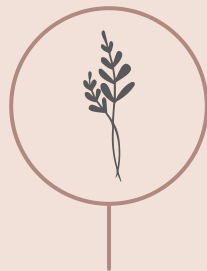


Venus has a  
beautiful name,  
but it's very hot

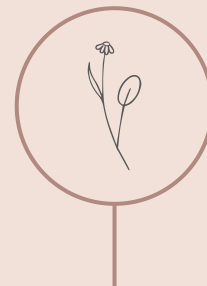
# Outlines



New Interviews



POVs & MHWs



Solutions & Prototype





01

# COMPANY

You can enter a subtitle here if  
you need it

# THE SLIDE TITLE GOES HERE!

Do you know what helps you make your point clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation



# MAYBE YOU NEED TO DIVIDE THE CONTENT



## MERCURY

Mercury is the closest planet to the Sun and the smallest one in the Solar System

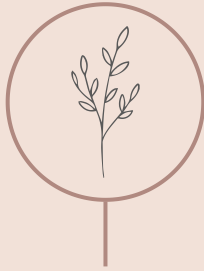


## VENUS

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot

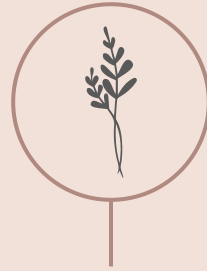


# YOU COULD USE THREE COLUMNS, WHY NOT?



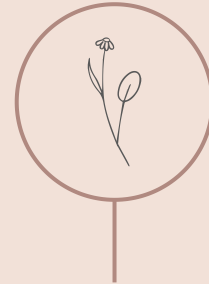
## MARS

Despite being red,  
Mars is actually a very  
cold place



## JUPITER

It's a gas giant and the  
biggest planet in the  
Solar System



## SATURN

It's a gas giant,  
composed mostly of  
hydrogen and helium



# A PICTURE ALWAYS REINFORCES THE CONCEPT

Images reveal large amounts of data, so remember: use an image instead of a long text

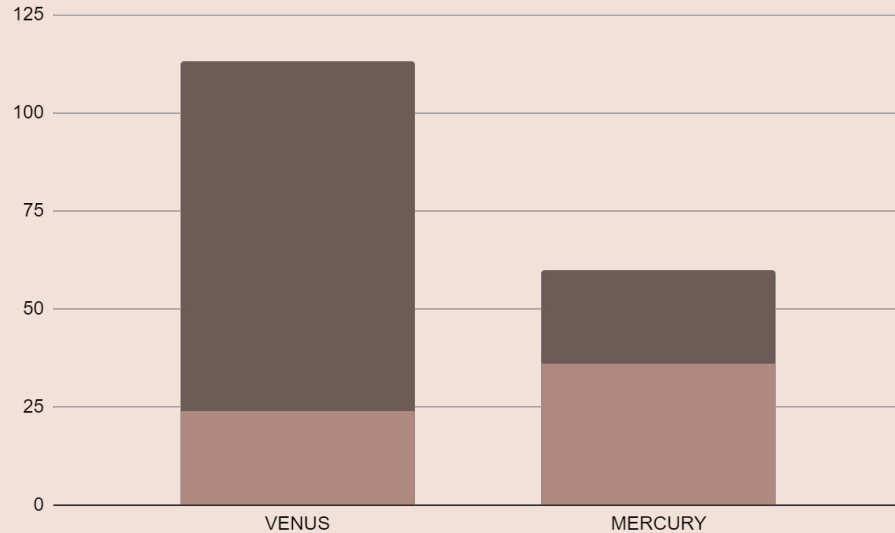
A PICTURE IS  
WORTH A  
THOUSAND  
WORDS





# AWESOME WORDS

# DO YOU NEED A GRAPH?



○ Venus has a beautiful name, but it's terribly

○ Mercury is the closest planet to the Sun

To modify this graph, click on it, follow the link, change the data and paste the new graph here

# SOMETIMES, REVIEWING CONCEPTS IS A GOOD IDEA



## MERCURY

Mercury is the closest planet to the Sun



## VENUS

Venus has a beautiful name, but it's terribly hot



## MARS

Despite being red, Mars is a cold place



## JUPITER

It's the biggest planet in the Solar System



## SATURN

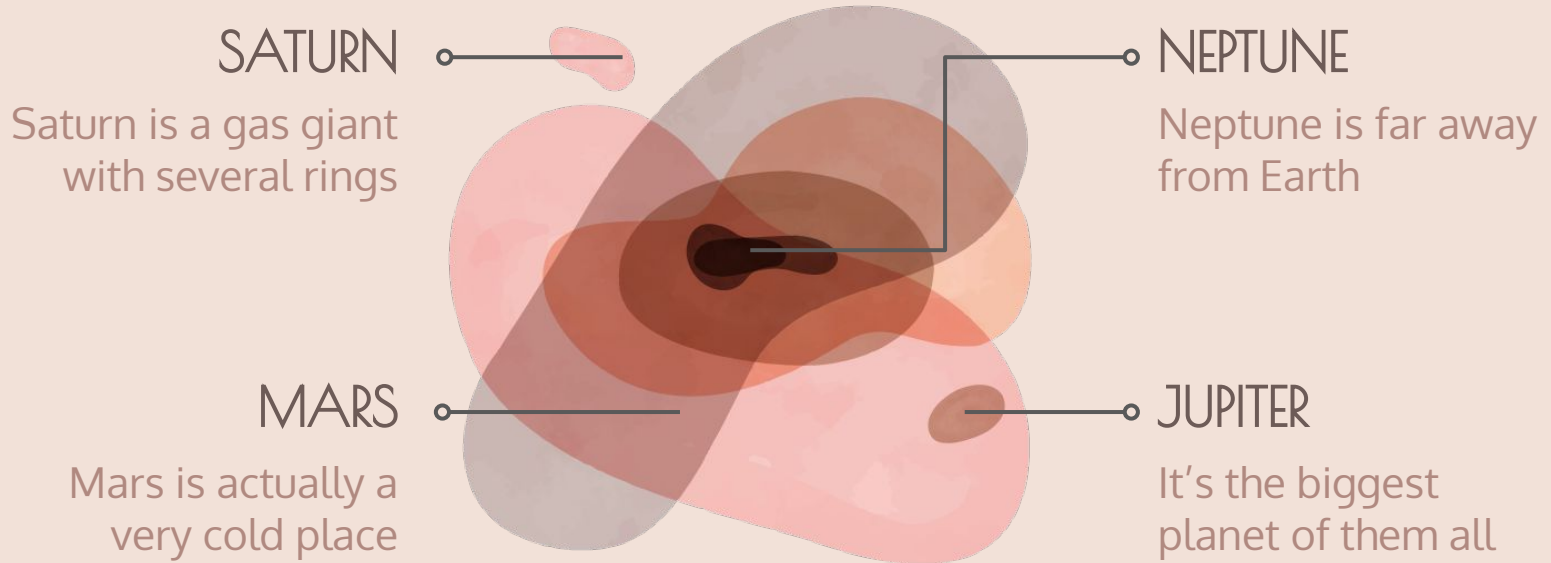
Saturn is the ringed one and a gas giant



## NEPTUNE

Neptune is the farthest planet from the Sun

# INFOGRAPHICS MAKE YOUR IDEA UNDERSTANDABLE...

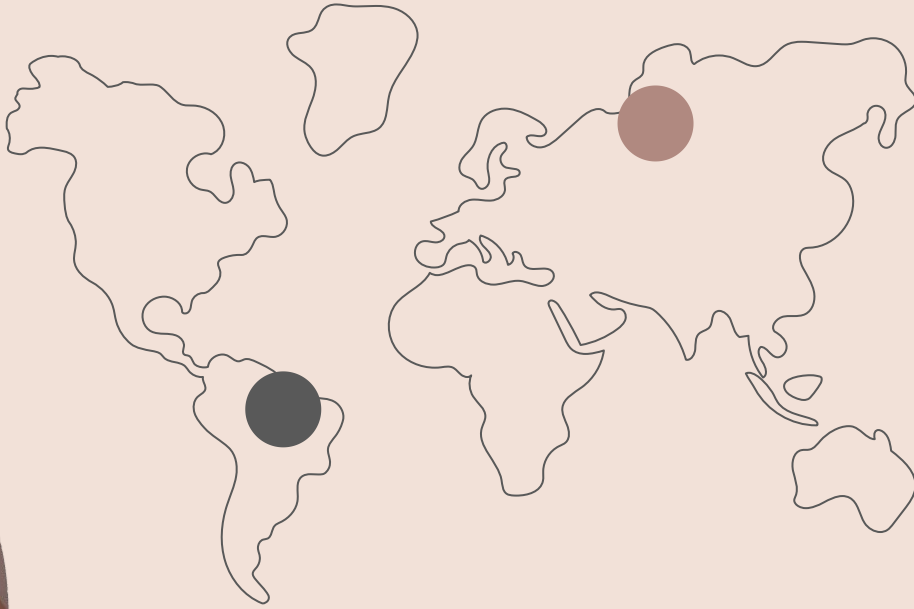


## ...AND THE SAME GOES FOR TABLES

	MASS (earths)	DIAMETER (earths)	SURFACE GRAVITY (earths)
MERCURY	0.06	0.38	0.38
MARS	0.11	0.53	0.38
SATURN	95.2	9.4	1.16



# THIS IS A MAP



## MARS

Despite being red, Mars is a cold place



## MERCURY

Mercury is the closest planet to the Sun

# A TIMELINE ALWAYS WORKS WELL

DAY 1



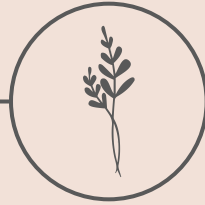
Mercury is the  
closest planet  
to the Sun

DAY 2



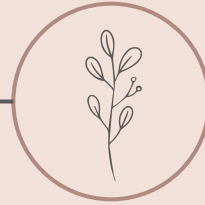
Jupiter is the  
biggest planet  
of them all

DAY 3




Despite being  
red, Mars is a  
cold place

DAY 4



Venus has a  
beautiful name,  
but it's very hot



4,498,300,000

Big numbers catch your audience's attention



333,000.00

earths is the Sun's mass

24h 37m 23s

is Jupiter's rotation period

386,000 km

is the distance between Earth and the Moon

## OUR TEAM



JENNA DOE

You can replace the image  
on the screen with your own



HELENA JAMES

You can replace the image  
on the screen with your own

# YOU COULD USE FOUR COLUMNS, WHY NOT?



## MERCURY

Mercury is the closest planet to the Sun



## VENUS

Venus has a beautiful name, but it's terribly hot



## MARS

Despite being red, Mars is a cold place



## JUPITER

It's the biggest planet in the Solar System

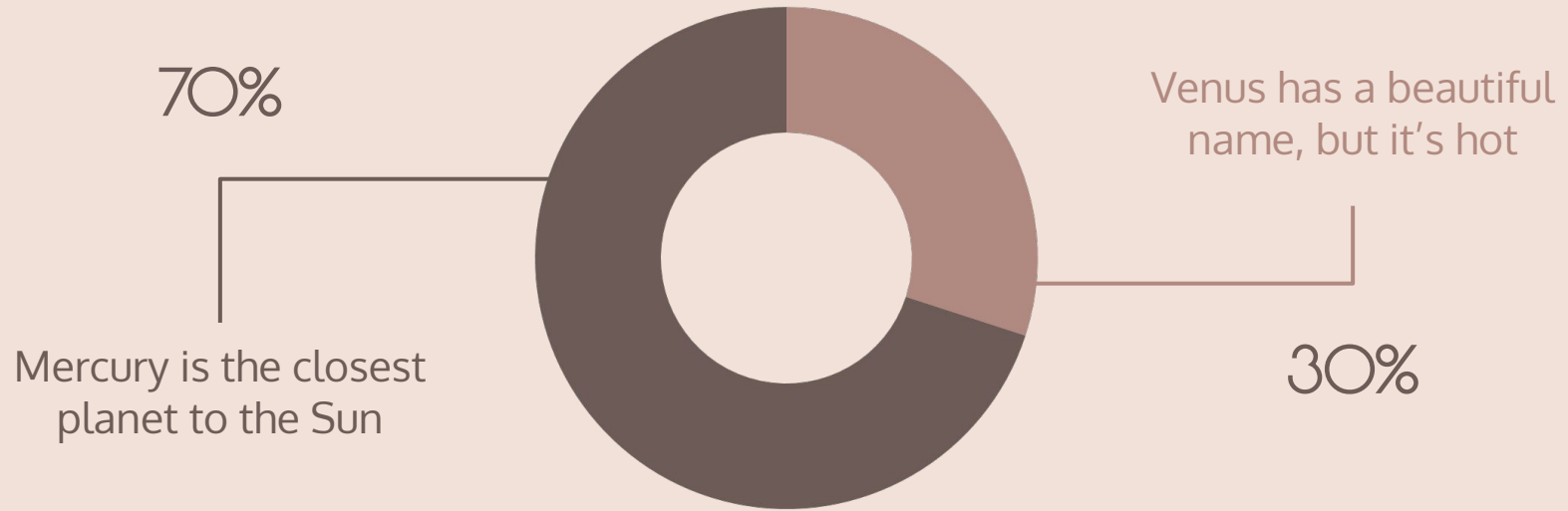
# O2

## MERCURY

You can enter a subtitle here if  
you need it



# PROGRESS



To modify this graph, click on it, follow the link, change the data and paste the new graph here



# IDENTIFYING INFORMATION

MERCURY



Mercury is the closest planet to the Sun

SATURN



Saturn is the ringed one and a gas giant

## WHAT ABOUT THESE PERCENTAGES?

A dark grey circle with a white percentage '20%' inside. The circle is partially surrounded by a brown arc on the top-left side. A thin black vertical line extends from the bottom of the circle.

20%

MARS

Despite being red,  
Mars is a cold place

A dark grey circle with a white percentage '50%' inside. The circle is partially surrounded by a brown arc on the top-left side. A thin black vertical line extends from the bottom of the circle.

50%

SATURN

Saturn is the ringed  
one and a gas giant

A dark grey circle with a white percentage '75%' inside. The circle is partially surrounded by a brown arc on the top-left side. A thin black vertical line extends from the bottom of the circle.

75%

MERCURY

It's the smallest planet  
in the Solar System



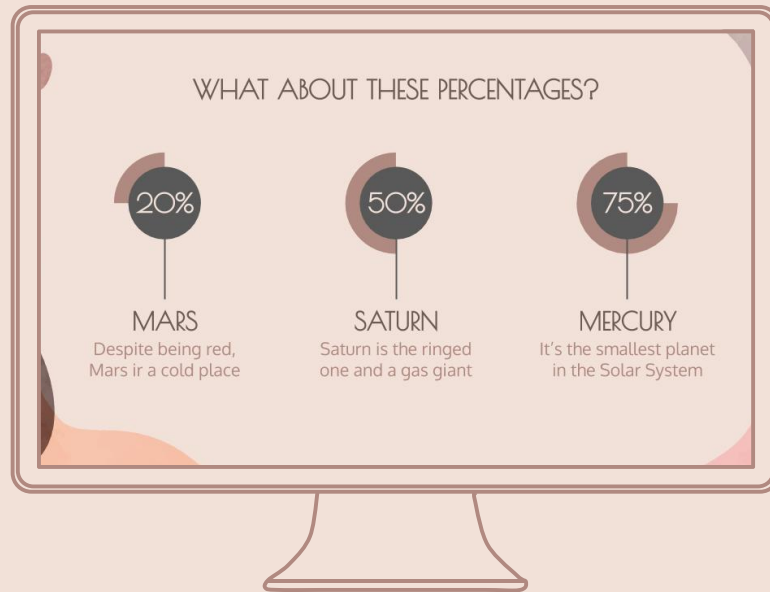
O3

JUPITER

You can enter a subtitle here if  
you need it

# DESKTOP SOFTWARE

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly



## TABLET APP



You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly

# MOBILE WEB

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly



# THANKS

Do you have any questions?

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# ALTERNATIVE RESOURCES





# RESOURCES

Did you like the resources on this template? Get them for free at our other websites

## PHOTOS

- Portrait of a woman with her eyes covered by a man.
- Portrait of a man with kaleidoscope effect.
- Smiling female worker talking on the phone.
- Business woman posing.

## VECTORS

- Painted business card template.
- Instagram hand drawn floral stories highlights.
- Instagram hand drawn floral stories highlights.
- Instagram hand drawn floral stories highlights.
- Floral instagram highlights for social media online websites.

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<https://slidesgo.com/faqs> and <https://slidesgo.com/slidesgo-school>

# Fonts & colors used

This presentation has been made using the following fonts:

## **Poiret One**

(<https://fonts.google.com/specimen/Poiret+One>)

## **Oxygen Regular**

(<https://fonts.google.com/specimen/Oxygen>)

#6d5b57

#f2e1d8

#595959

#b08980

# Stories by Freepik

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [How it Works](#).



Pana



Amico



Bro



Rafiki



Cuate

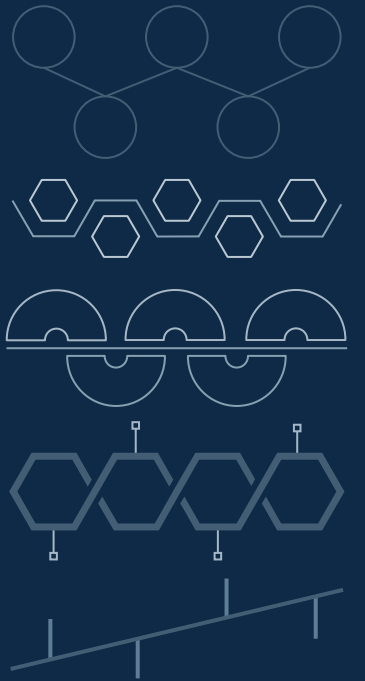
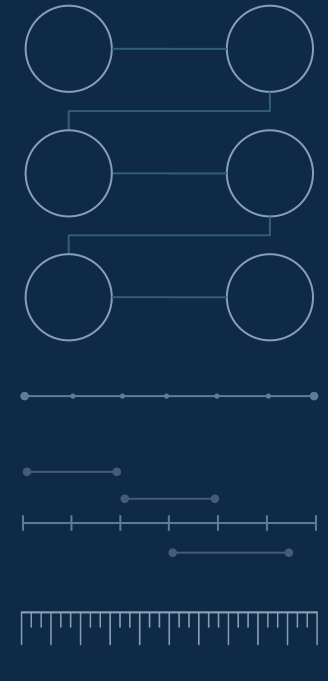
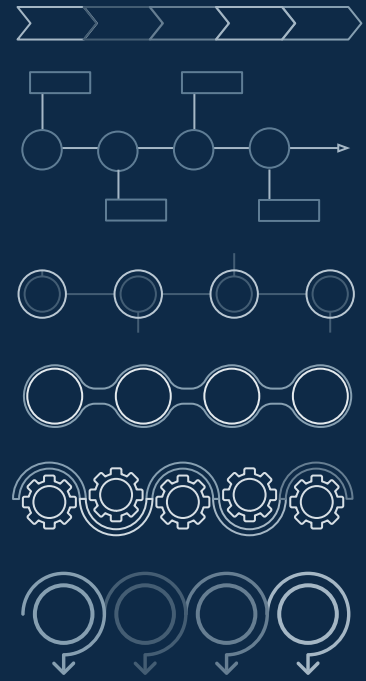
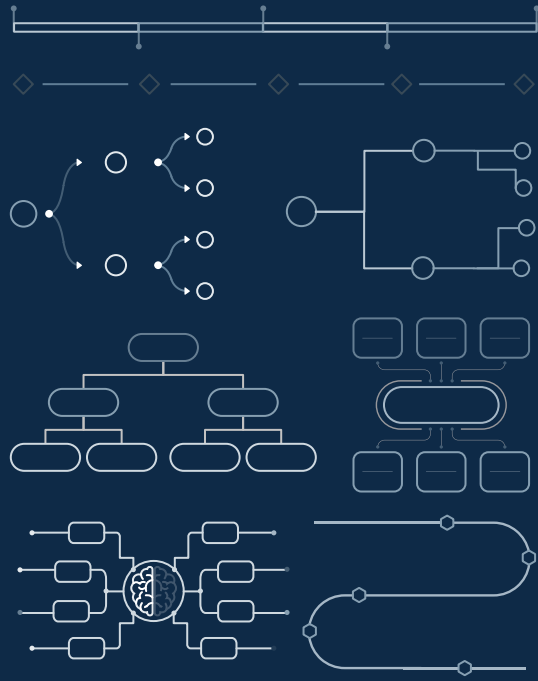
# Use our editable graphic resources...

You can easily [resize](#) these resources without losing quality. To [change the color](#), just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want.

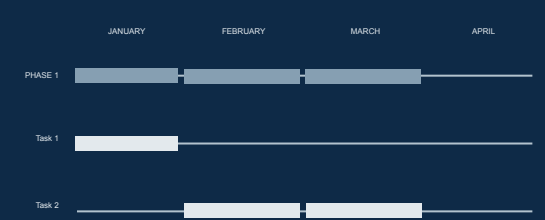
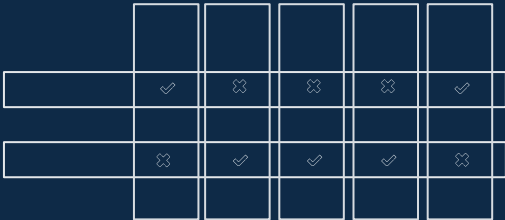
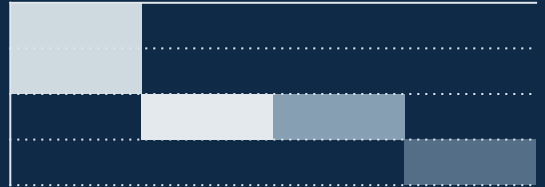
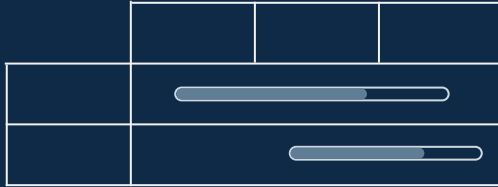
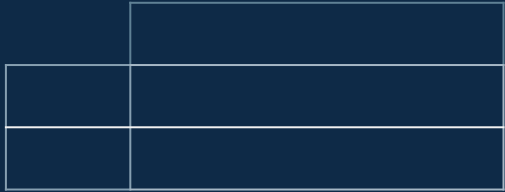
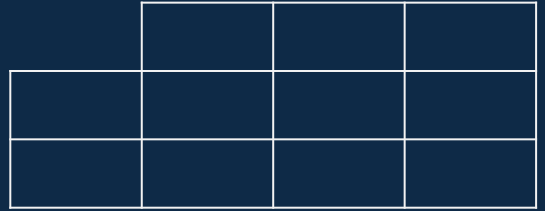
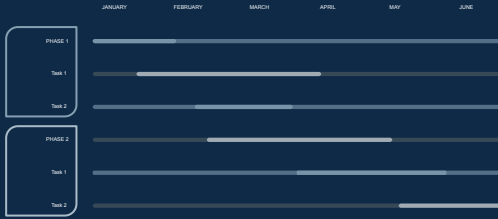
Group the resource again when you're done. You can also look for more [infographics](#) on [Slidesgo](#).

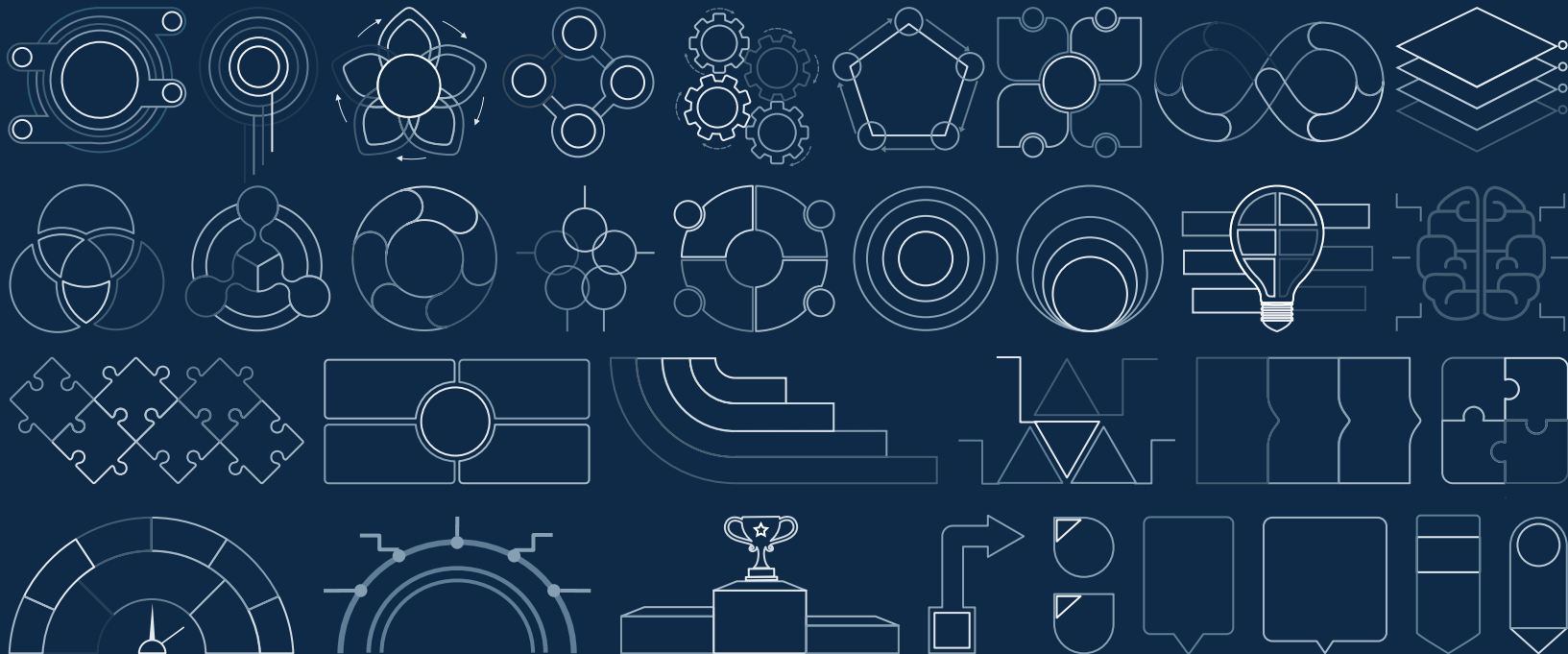


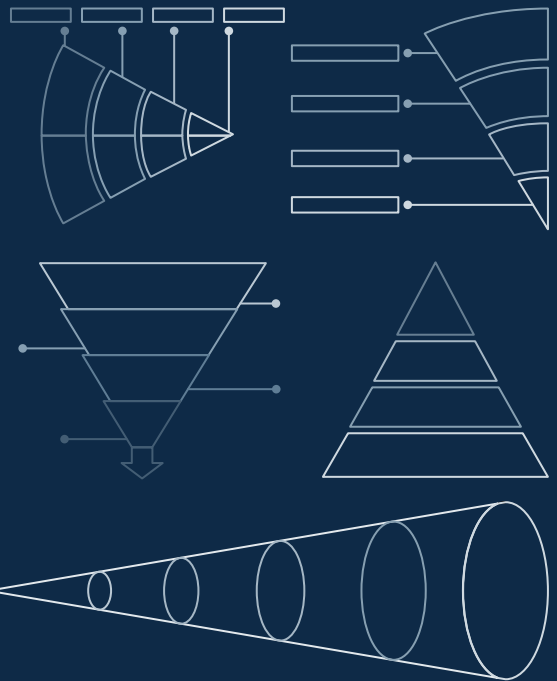
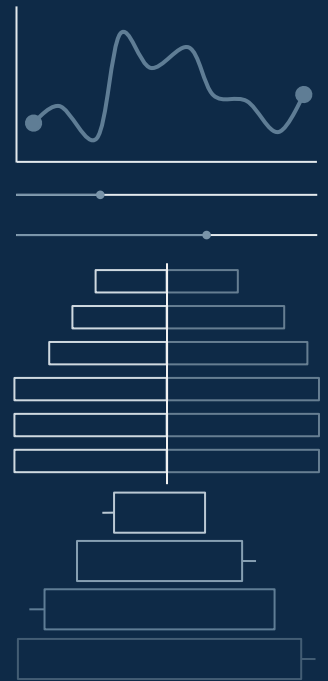
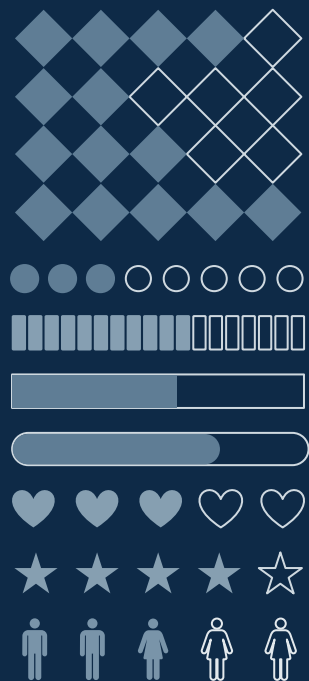
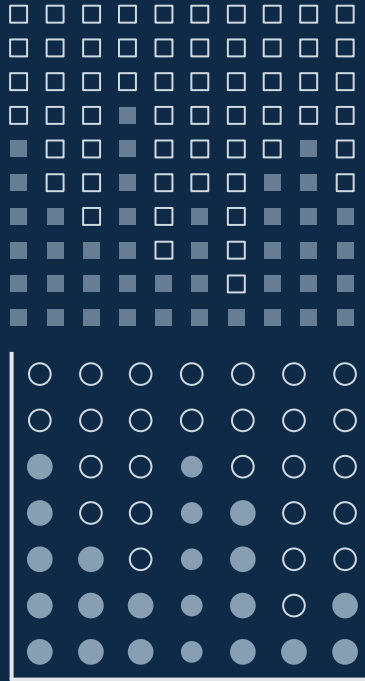












# ...and our sets of editable icons

You can resize these icons without losing quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use Flaticon's extension, allowing you to customize and add even more icons.





## Business Icons



## Teamwork Icons





# Creative Process Icons



# Performing Arts Icons





# Nature Icons



# SEO & Marketing Icons



