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ARTX: DISCUSSION COMMUNITY FOR ISOLATED ARTISTS

Yutong Zhang, Winnie Chen, Georgia Limcaoco, Kongmeng Her

Needfinding Report



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01

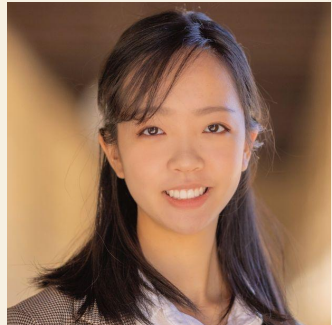
INTRODUCTION

Team & domain selection

OUR TEAM



YUTONG
ZHANG



WINNIE
CHEN

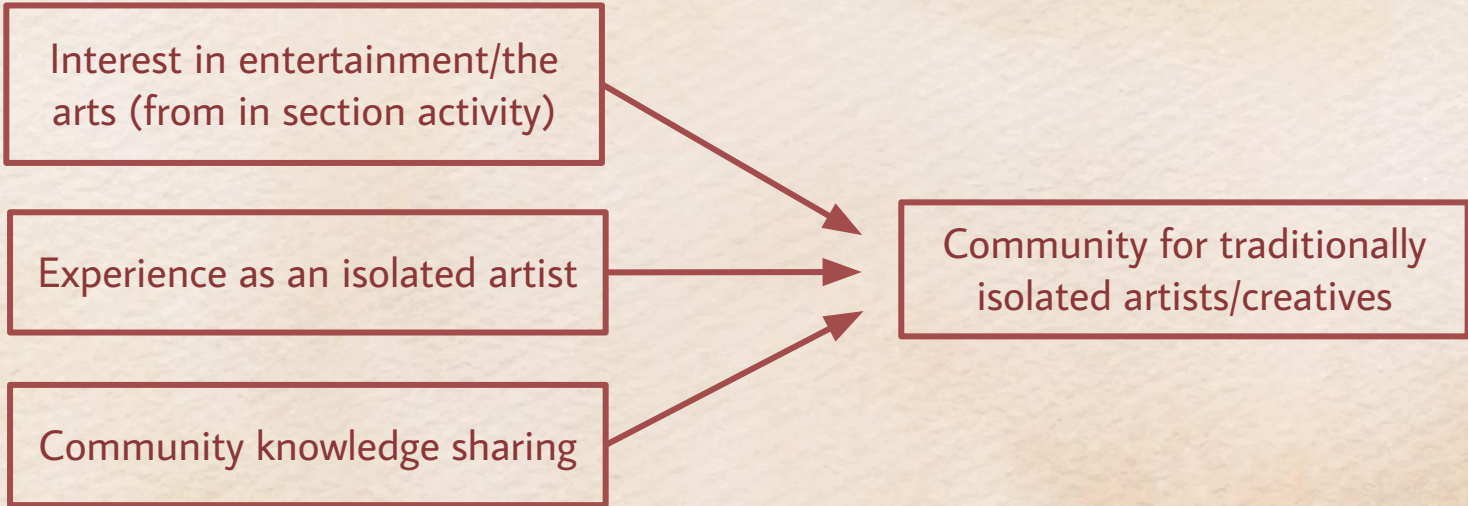


GEORGIA
LIMCAOCO



KONGMENG
HER

DOMAIN SELECTION





02

METHODS

Needfinding methodology & participants

SOURCING PARTICIPANTS



Full-time/highly
committed to their
art form



Non-Stanford



Considering more
isolated versus less
isolated art forms



Diversity of art forms
or professions



OUR PARTICIPANTS



RU

MUSICOLOGY PHD OF UIUC
VOCAL ARTIST
MILPITAS, CA



CHALI

ARTISTIC DIRECTOR OF DANCE GROUP
COLLEGE STUDENT
STANFORD, CA



KANGYI

MASTER OF ROYAL COLLEGE OF ART
JEWELRY DESIGNER
LONDON, UK

INTERVIEW QUESTIONS

What is your day-to-day workflow?
Are you satisfied with your current workflow?



How do you find inspiration when you're feeling stuck?
What aspects of the creative process do you find most difficult?
When do you feel the need to reach out and speak to someone else?



Do you have any significant past collaboration experiences?
Who do you turn to when you need suggestions and inspiration?



Do you prefer offline or online communication?
Would you prefer discussing with a large or a smaller group of people?
Are you open to meeting new people in your local area?





03 INTERVIEW ANALYSIS

Key quotes & surprises & empathy map & insights & needs

RU



[Hardest part of creative process]

"When I was first starting to create art instead of performing art other people created, it was the organizing part and socializing part."

"I would prefer to start with a big group but then small group talk, and then see how we can go from there. It will end with 1:1 to actually talk—that can actually make something happen."

Surprise: went from having a community to being isolated



CHALI



[When do you feel the need...someone else?] "My friends interact with me more regularly and understand my story, they can help me highlight and expand parts of myself."

"I don't like dancing by myself anymore."

"Dance is less about me and more about my team."

Surprise: went from being isolated to having a community, finds that he creates for different reasons between these two situations.



KANGYI



"Sometimes designers will introduce to each other, but we kind of don't care about each other."

"Artists already know what they want to do. They just are not sure about it – they just need other reactions to help them be sure."

Surprise: has never had a collaborative community and is not searching for one



"I don't understand the main purpose of the people on those apps. I haven't figured out what we're trying to move toward - is it only for a connection 'click' or to actually know someone?"

"I would prefer a big group but start with small group talk, and then see how we can go from there. It will end with 1:1 to actually talk."

"At some point, you realize you're not just a performing artist...you have to socialize with people...and make the time to collaborate"

"When I moved here; it was a new place for me and ... I started trying to network with people

"Online is the first step for people who are really far from each other; I think we do need something like that for the first part; but the second part is to actually get people to work together in person"

We don't learn how to make connections when in school; we only learn about technical skills

"The organizing part and socializing part" are the hardest parts of the creative process

When I need more inspiration, I look at people's latest posts on social media

There is a problem finding coaches because "it depends on who you know and some good coaches are very busy"

Mostly prefers to collaborate with other musicians because it's important/a big part

RU HUANG

Willing to meet new people and connect with local people

Being less extroverted than she appears, collaboration is not easy

Needs a way to get connections that doesn't tire her out

Needs a way to network with people when she doesn't know many people in a new town

Seeks high-quality connections, not just random ones on the app

An app where you don't see the purpose of connecting is not that useful

It would be useful if schools taught more about how to collaborate with people

In-person networking is more efficient and productive than online

Collaboration is an indispensable part of the creative process

Social media is important for inspiration

SAYS 

DOES 

Talks quickly and without hesitations

Looks on social media for inspiration

Rehearses with coach, group, and alone

Attends concerts and networks with locals

Talks to people to see what work they are doing

Sitting next to her husband during the interview

Doesn't use one communication app since she doesn't know what she should do after connecting with unfamiliar people

Practices when there are no upcoming shows

Works to communicate messages about her diverse background

Smiling and eager to answer questions

THINKS 

FEELS 

Passionate about music and keeping up her skills

Fear of the uncertainty of what happens after connecting online with strangers

Burnt out with the struggles of socializing as an introvert

Doesn't feel lonely enough to connect with anyone (seeks high-quality connections) because has husband in new town

Feels pressure to network to create meaningful work

Passionate about the importance of collaboration

Passionate about speaking to people from similar backgrounds through her music

Frustration with uncertainty of online communication

Frustration with lack of progress made in group chats

Hopeful about periods of lack of inspiration being part of the human experience to convey through work

Observed ←

Inferred

"I don't understand the main purpose of the people on those apps. I haven't figured out what we're trying to move toward - is it only for a connection 'click' or to actually know someone?"

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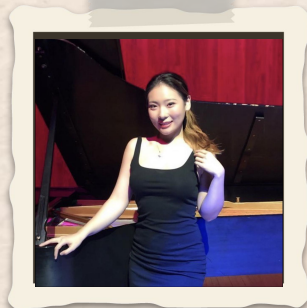
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RU

INSIGHT

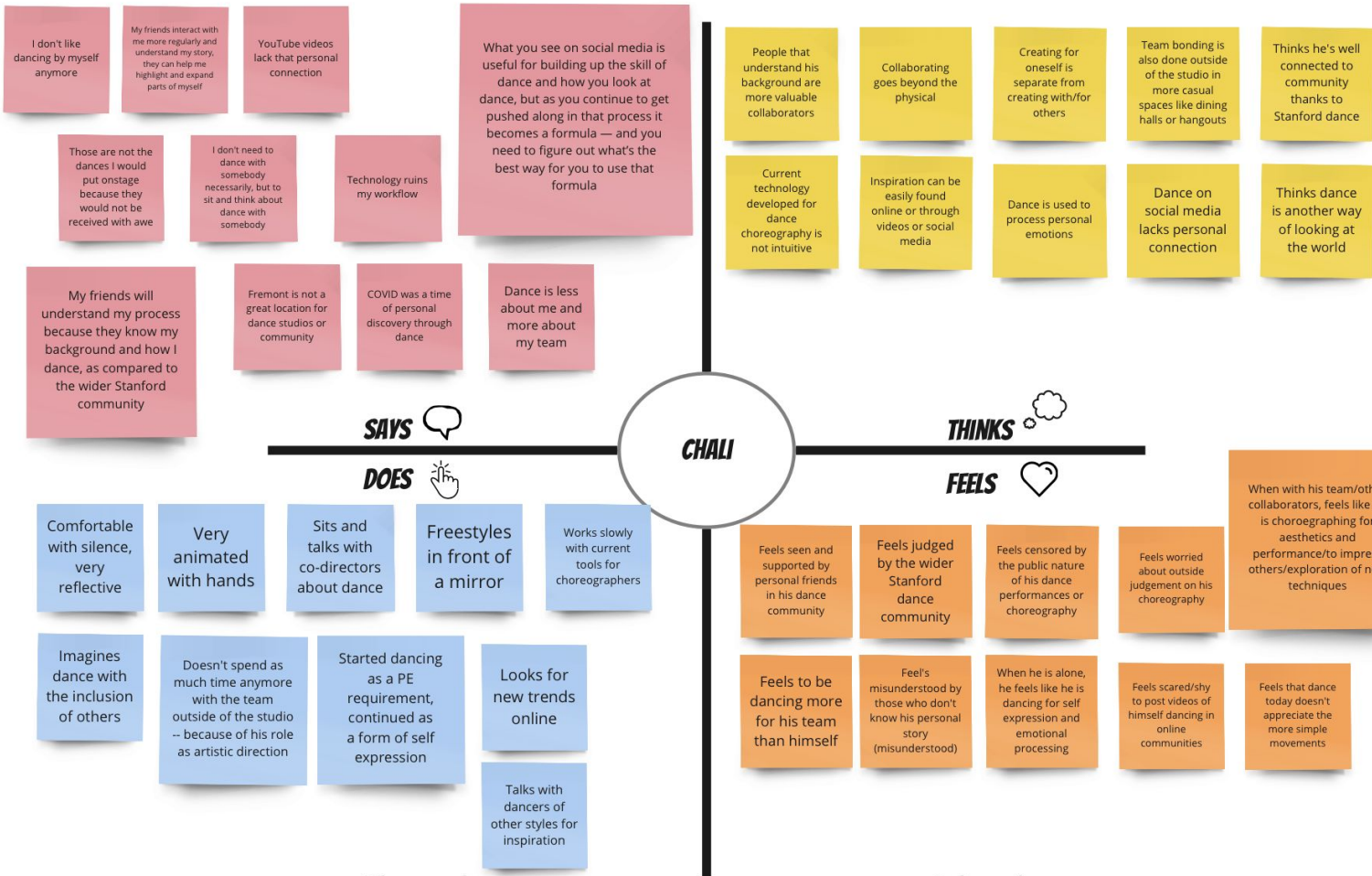
Introverted artists struggle with networking for collaboration but feel the importance of creating connections for collaboration purposes.



NEED

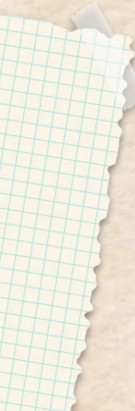
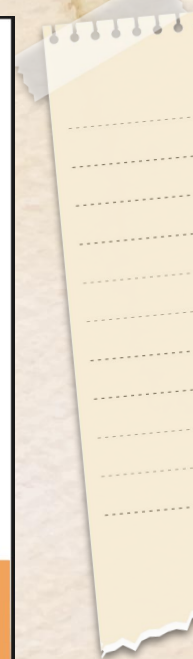
Introverted artists need an avenue for easier connection with other artists.

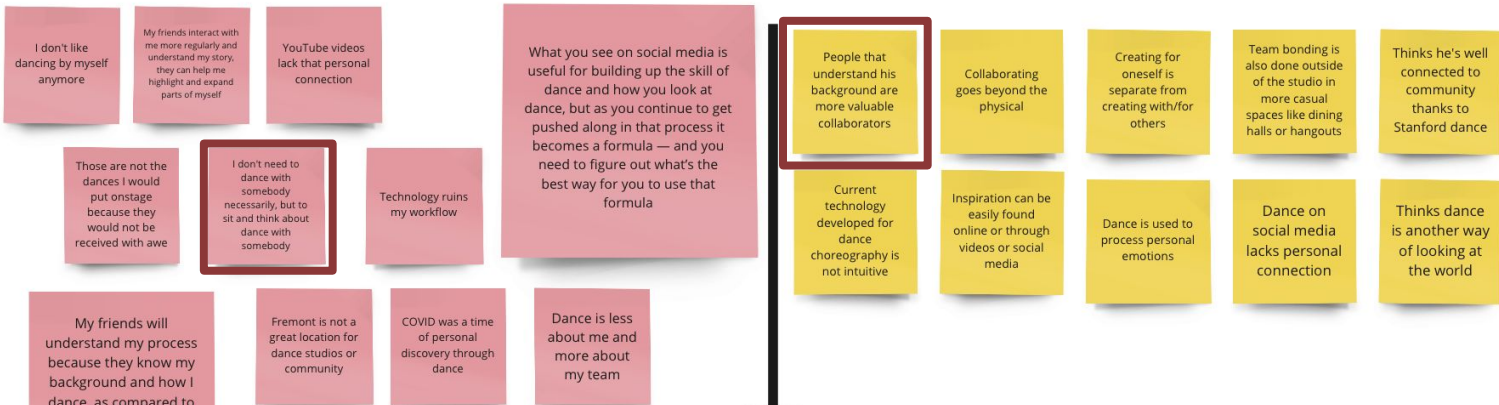




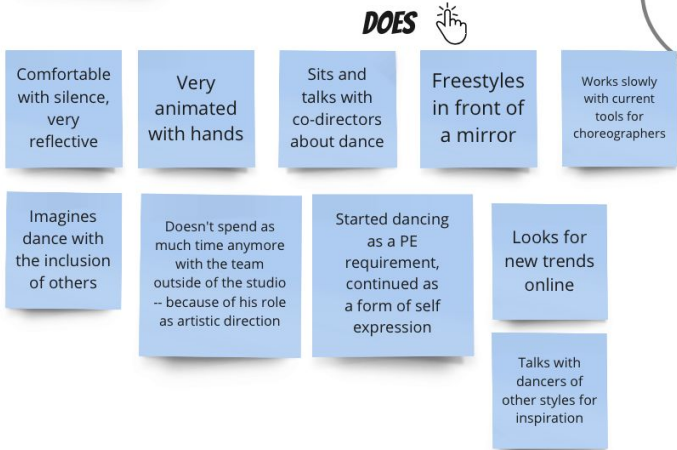
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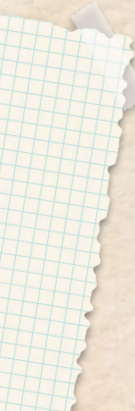
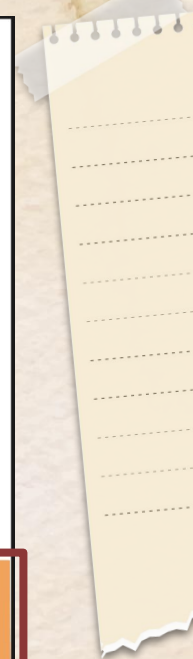


CHALI



Observed ←

→ Inferred



CHALI

INSIGHT

Artists create differently for themselves and for others/performance.

Artists turn to their close circles for support and motivation.



NEED

Artists need opportunities to create for both audiences.

Artists need to feel understood personally and not just as a creative.



"[Artists] gradually build their own rules. They are building what they think is good and growing their own standards."

"It's mostly on societal topics like domestic violence and surrogacy"

"If they ask me for my opinion, I will give it. But I don't really ask."

I wouldn't say that's collaboration because we are in different areas. The outcome of the photoshoot can be separate from my artwork.

"Even if I don't get any support from an expert, it's fine for me."

"Artists already know what they want to do. they just are not sure about it - they just need other reactions to help them be sure"

"Sometimes designers will introduce to each other, but we kind of don't care about each other."

"20% of my class were local UK students. They were asking 'how dare you' instead of critiquing design."

"It's like boring social stuff but from time to time you have to talk if someone's making eye contact with you."

"During my college years, I was always getting expert opinions. But today I'm not working as a student. I don't need their approval or support doing this."

"I'm just new to this, there's probably more valuable stuff going on but I haven't learned it yet."

Talking in person is not as valuable as connecting online

Artists already know what they want to do and what is good

Artists only reach out to others for opinions to confirm what they already know

Consistently asking for others' opinions or advice gets suffocating

In person social events are boring and fruitless

She is new to the job and must not know much yet

Other artists might feel differently

Her past collaborative or peer review experiences were useless

She thinks current communication is inefficient

Friends are the best collaborators

SAYS



DOES



KANGYI

THINKS



FEELS



Spends everyday in the studio once she knows what she wants to do

Only talks to other designers at showcases if they make eye contact or if she REALLY has to

Researches, collages, and mind maps in the beginning stages of a project

Gives friends advice if they ask for her opinion on their art

Doesn't ask for other friends or collaborators' opinions

Probably feels attacked by past peer reviewers, is hesitant to open herself to that again

Feels unsatisfied with past collaborative experiences

Feels competitive with other designers at showcases

Feels confident in her designs and ideas

Feels isolated

Is working with a photographer to capture her art

Uses Instagram to network and connect with potential buyers or exhibitors

Only has collaborated with old friends

Does art for its creative freedom

Attends viewing and exhibitions

Feels confused about future

She doesn't feel aligned with Western art tastes

Feels a need to get her work out there

Feels that online communication is the best because it's efficient

Feels a need to create about societal and relevant topics

Observed

Inferred

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Inferred

KANGYI

INSIGHT


Artists already have an internal sense of what they believe is good, but seek out others for validation.



NEED

Artists have a need for avenues to receive validation.





04

SUMMARY

Takeaways

HERE ARE THREE MAIN IDEAS



#1

The mode of collaboration needs to be conceived as comfortable and valuable for artists to opt in.



#2

Different artists require different things (Performance artists vs Visual artists).



#3

Collaboration is an avenue to self understanding, not just external inspiration.

NEXT STEPS



#1

Further develop our interview scope to find other types of artists



#2

Explore different niches within our domain



#3

Brainstorm POVs and HMWs



un obvio fin en mí fin obvio
sólo para buen fin - sólo para
- que levemente se ve
ilustración de la s.

THANK
YOU!

