



Learning Art

Need finding Report

Meet the team



Becky Miller
Senior
Mechanical Engineering
Granville, OH



Marie Chu
Master's student
Computer Science
Los Angeles, CA

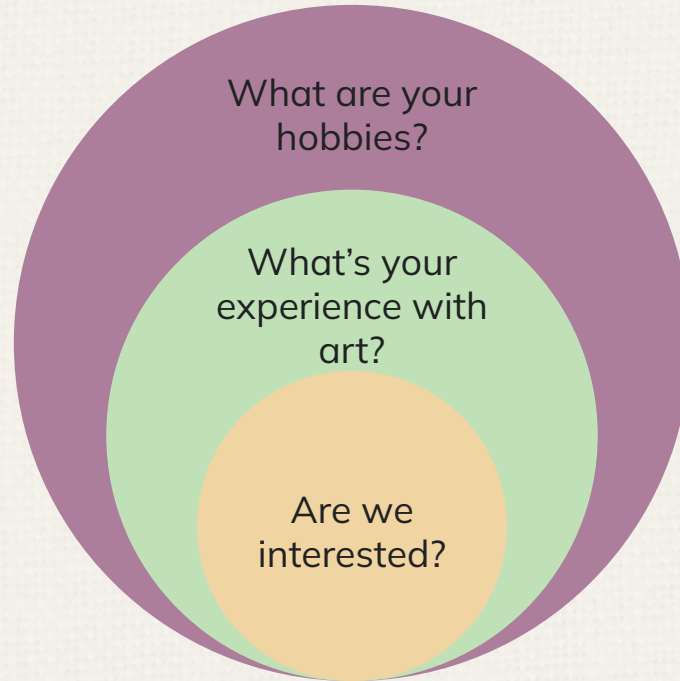


Leyth Toubassy
Junior
Computer Science
Los Angeles, CA



David Castro
Junior
Symbolic Systems
Tacoma, WA

Domain Selection



Finding our Participants

Non-Stanford Students

Pushing ourselves beyond the Stanford Bubble

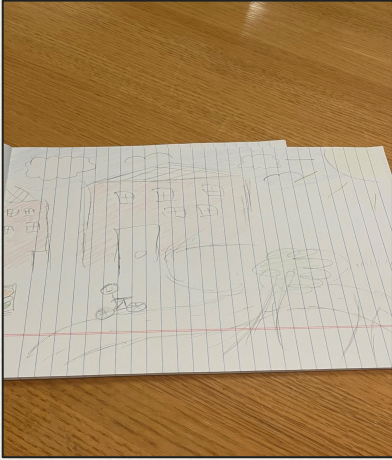
Diverse Art Experience

No experience? Artist? Some experience?

Art Mediums

Pottery, Music, Drawing, Other?

Meet Our Participants




Sean
20 years old
Seattle University
PM Intern @ Tesla
Olympia, WA



Justin
23 years old
UCSD alum
SWE @ Salesforce
Los Angeles, CA



Eric
24 years old
UCLA alum
SWE @ Meta
Bay Area



Guiding Questions

What are some fond memories you have with art?

How has your relationship with art changed over time?


What else is going on in your life that you think affects your relationship with art?

Can you draw something for us?

What are some Bad memories you have with art ?

If you're telling a friend about your relationship with art how would you describe it?

Could you show us some art you've done in the past?



Sean, PM intern @ Tesla

“Art isn’t a priority”

“I suck at art”

“Making art socially is really fun!”

“I don’t have the patience for
grindy video games”

“Why try when my mom, brother,
and sister are so much better?”



- ❖ “Sucks at art”
- ❖ Enjoyed art classes when younger
- ❖ Enjoys doing art in social settings with others
- ❖ Likes playing competitive video games
- ❖ Very artsy family
- ❖ Thought about taking art classes but not worth the money
- ❖ Likes drawing symmetrical things like buildings, but not people

SAY

- ❖ Things aren't worth doing if he'll do a bad job
- ❖ More productive things should be prioritized
- ❖ Starts with details because doesn't have patience to start simple, wants to see results

THINK

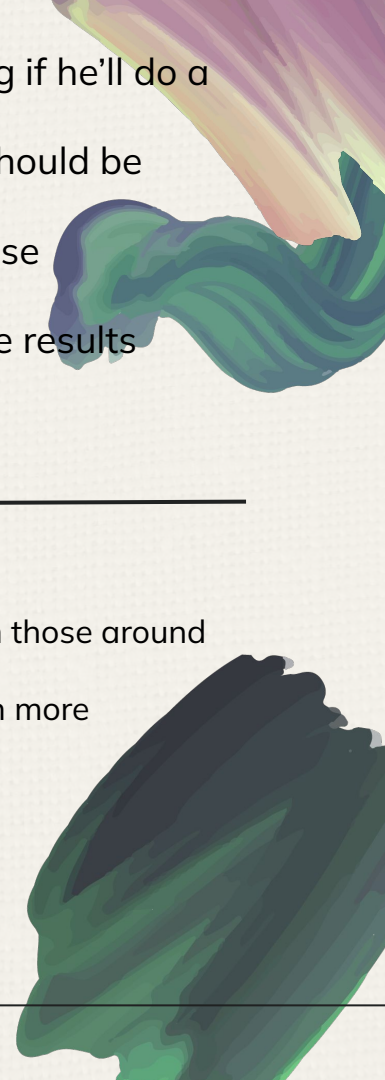
TITUS GOH

DO

- ❖ Told stories of himself failing with grace, laughter, and a smile on his face
- ❖ Frowned when talking about his family being better than him at art
- ❖ Wanted a prompt for the drawing we asked him to make
- ❖ Genuinely reflected and started to see things like graphs and slide decks as forms of art

FEEL

- ❖ Feels like he's worse at art than those around him, so it's not worth doing
- ❖ Would rather spend free time in more social ways
- ❖ Needs some sense of accomplishment in a hobby, improvement not a big enough motivator
- ❖ Art not productive enough for the “real” world





Insights

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Needs

Don't want to waste time doing boring learning, when there are things one can do for instant fun.

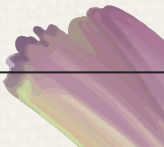
Art is very isolating, when instead could be playing games with friends.

Lack of progress leads to impatience and a lack of fulfillment

The act of learning needs to be more engaging in and of itself

Some people need a more social component to making art

The artistic process needs more opportunities for people to be proud of their work before it's done.

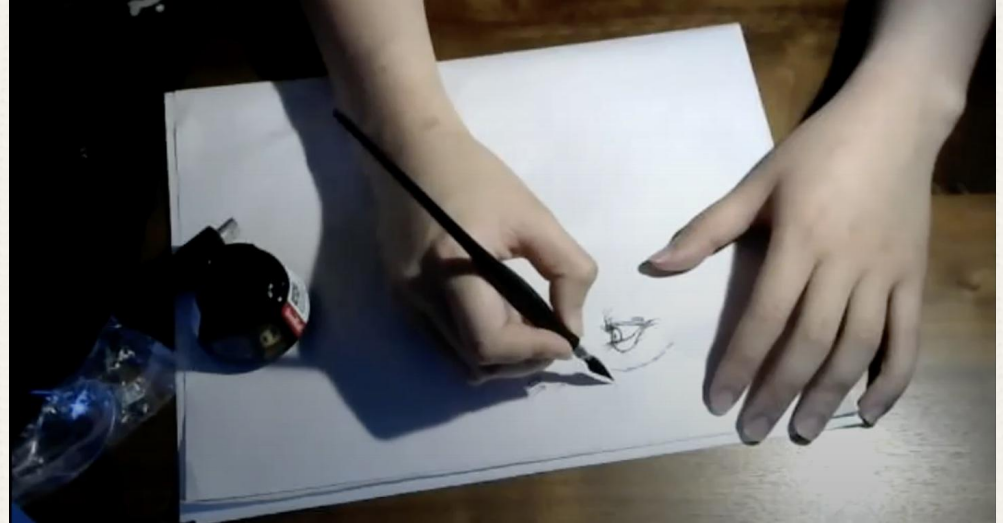


Justin, SWE @ Salesforce

“Without the pandemic I wouldn’t have started art”

“I started decorating fish tanks after my girlfriend got into fishes and dragged me into it”

“There’s too many resources online for art that I didn’t know where to start”



- ❖ Took an intro art class in undergrad but dropped it
- ❖ Art first priority, everything else becomes second
- ❖ Probably wouldn't have picked up art if there was no pandemic
- ❖ Enrolled in online art classes while working full time

SAY

- ❖ If he started art earlier it might've changed his career
- ❖ Art is not suitable for career change
- ❖ Art requires a lot of diligence to improve in
- ❖ His art skills still have a lot of room for improvement

THINK

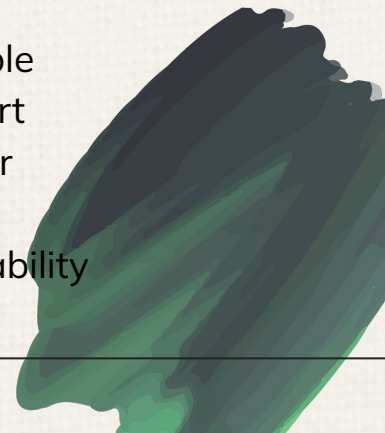
ALEX LIN

DO

- ❖ Didn't even have to get up and get materials to sketch for us
- ❖ Doesn't show much emotion
- ❖ Did not smile or seem excited when talking about a piece he was proud of
- ❖ Immediately knew what he was going to draw

FEEL

- ❖ Appreciative of pandemic
- ❖ Frustrated that most people can't make a living from art
- ❖ Proud he stuck with art for a long time
- ❖ Confident in his drawing ability
- ❖ Optimistic towards his future in art





Insights

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Needs

Too many resources that it's hard to figure out where to start

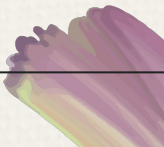
Condense, credible resources for beginners

Is a patient person but not patient when it comes to art

Some way to prevent himself from working too long on a piece and getting frustrated

Enjoys art and considered it professionally

Be able to make a living from art and keeping his artistic freedom

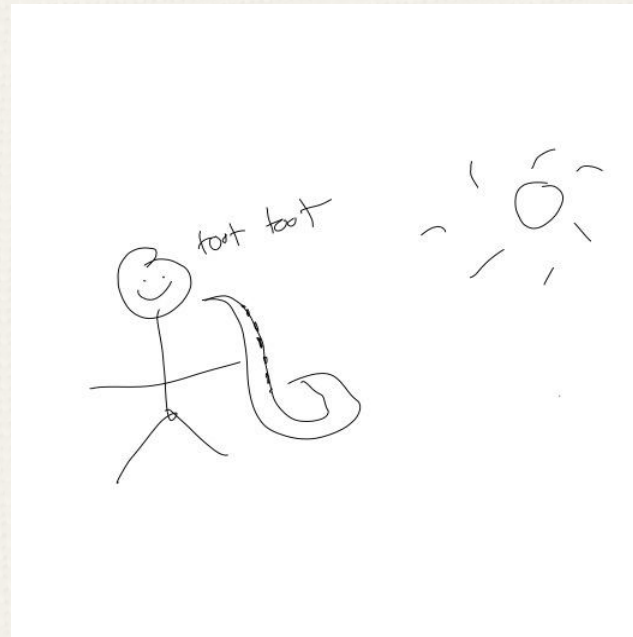


Eric, SWE @ Meta

“Playing piano satisfies
the itch”

“It feels good to see
progress”

“I never really figured
out brushes”



- ❖ lack of pride in drawings that are copied or created with help
- ❖ music scratches the artistic “itch”
- ❖ sometimes he feels like he should do art
- ❖ feels good to see progress
- ❖ isn't as good at drawing as at music
- ❖ he is competitive
- ❖ music is more important to him than visual arts

SAY

ALEX ZHAO

- ❖ “good” art has greater value
- ❖ creating original work is better
- ❖ collaboration or help devalues work
- ❖ a base level of skill is required to enjoy and progress in art
- ❖ learning a new art form isn't worth it without community

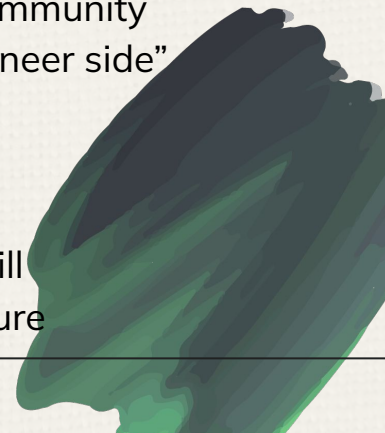
THINK

- ❖ fidgeting with pencil
- ❖ erased and restarted sketch multiple times
- ❖ struggled to decide what to draw
- ❖ paused to think about “why” questions
- ❖ shared video of marching band
- ❖ talked about lack of skill throughout sketching

DO

FEEL

- ❖ comradery with artistic community
- ❖ “itch” to use the “non-engineer side” of his brain
- ❖ proud of quality products
- ❖ nervous about drawing
- ❖ embarrassed by lack of skill
- ❖ agitated under time pressure





Insights

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Needs

early learning curve for drawing and painting is steep and dissatisfying

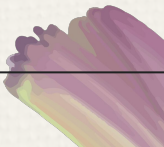
competition and community motivate him to continue despite lack of perceived skill

a certain level of competency and product quality makes art more satisfying

emphasized signs of progress

support through early stages of learning

aids to creating quality work that don't feel like "cheating"



Putting it all together

Some find the process of learning art to be boring/unfulfilling.

Some people are satisfied with improvement while others need to be “objectively” good to enjoy art

Large learning curves and huge time commitments deter people from trying

A supportive community is valuable

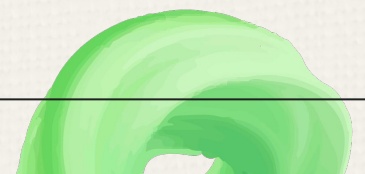




Next Steps

Conduct interviews with more diverse backgrounds instead of just art experience (i.e. gender, non-CS, etc.)


POV Development





THANK YOU!!





Feedback

- Financial & time resources
 - Contradictions about community
 - What does art mean to them?
 - How do you make art fun?
 - Intrigued by possibilities for diversifying interviewees
 - Nice slides :) x2
 - Interesting “do” insights
 - Good presentation flow
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