Traverse:
Concept Video

Katherine W., Michelle B., Samuel T., Saniya M.

Team Members

Katherine W.

M.S. COMPUTER SCIENCE (HCI)
B.S. SYMBOLIC SYSTEMS (HAI)

Michelle B.

B.S. SYMBOLIC SYSTEMS
(DMAR)

Samuel T.

B.S. COMPUTER SCIENCE (AI)

Saniya M.

B.A. ECONOMICS
M.S. COMPUTER SCIENCE (HCI)

Agenda

Introduction
Problem/Solution, About Us

Market Research
Competitors, Comparison

Design Values
Stakeholders, Ethical Considerations

Tasks
Simple, Moderate, Complex

Concept Video
Storyboard, Video

Introduction

Problem/Solution

Problem

As digital spaces for arts engagement prioritize consumption over emotional depth, **casual creatives** struggle to find:

- **Trust** in new communities
- **Fulfillment** and **wonder** when exploring the artistic world

Solution

An AI-powered platform for users to **explore** the connections between artworks and add their **reflections** – deepening artistic engagement and jumpstarting curiosity

About Us

where you *traverse* through the ecosystem of art
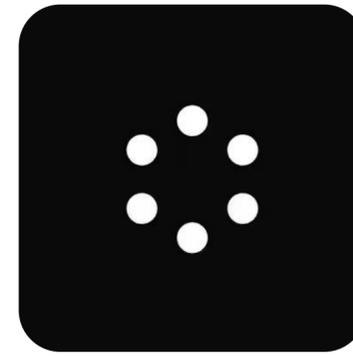
Traverse

EXPLORE. CONNECT. CREATE.

Traverse: where creatives find *wonder* in their artistic experiences through open-ended exploration and reflection.
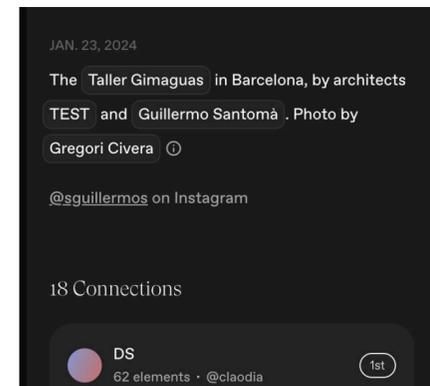
Market Research

Cosmos

Social discovery app for creatives to collect, organize, and connect images in boards.
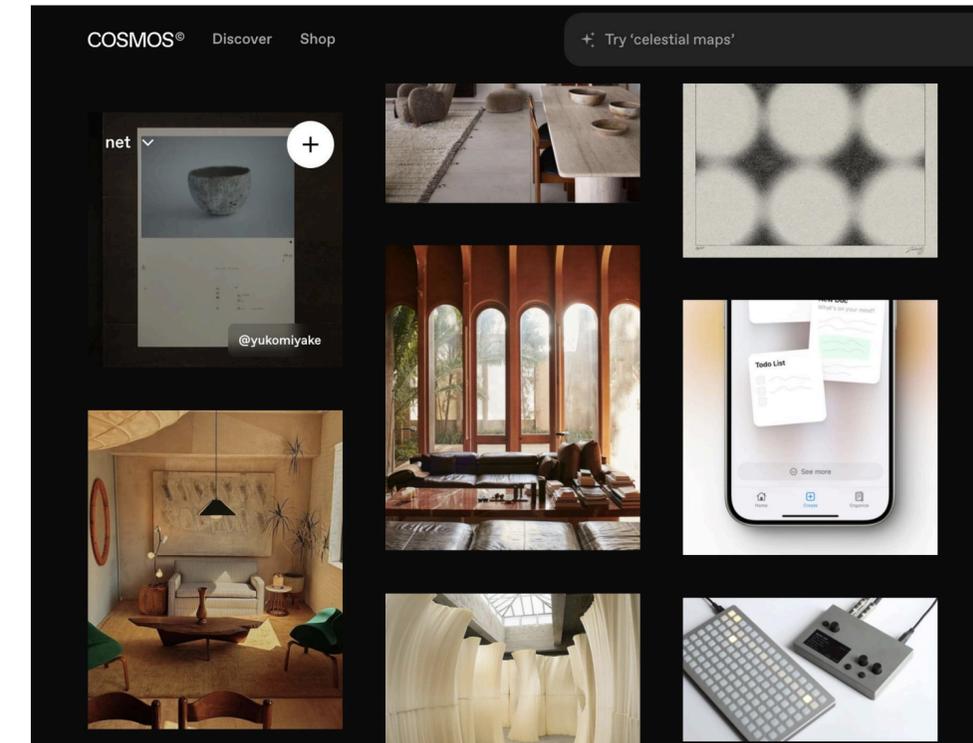
Similarities that Work →

- Related images and image source to track and find works
- Alternative social hub for creatives to connect through their passion

Our Differentiators →

- Our content focuses on artworks over 'artsy' editorial content
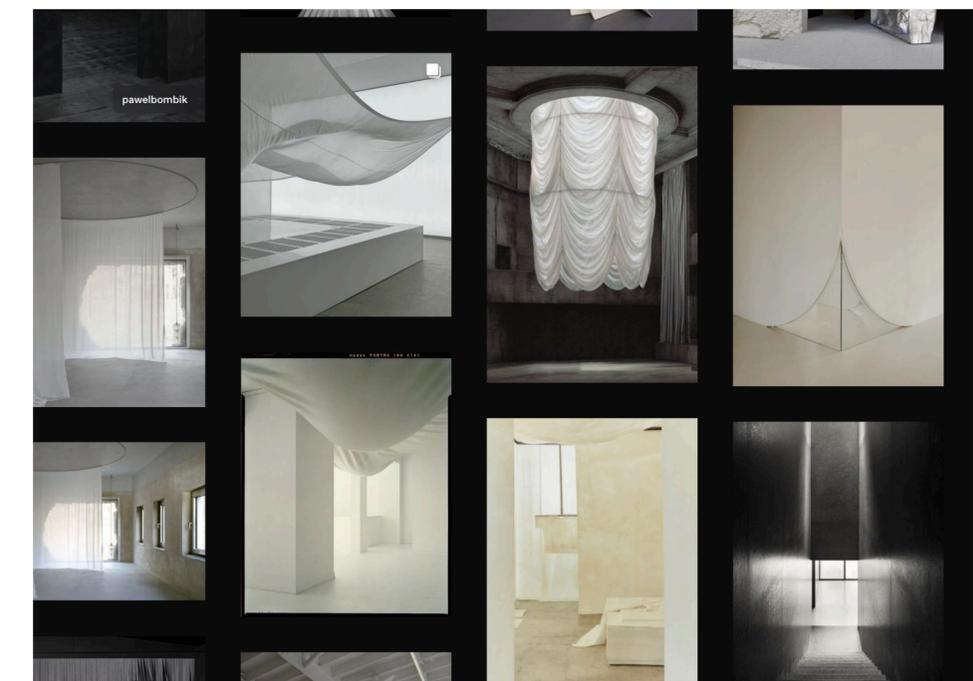- Users share their reflections on individual pieces instead of curating boards

Homepage with personalized recommendations

Source, description, and connections

"View Similar" suggestions for an image

Instagram

Social media network for sharing and engaging with personal experiences through posts and stories.

Similarities that Work →
- Visual-first experiences, with images as the main content
- Share personal experiences and engage with others

Our Differentiators →
- Explore a relational graph of **artworks** over a suggested feed of...everything
- Emphasize introspective reflection over content-driven posts

Instagram home page

Instagram explore page
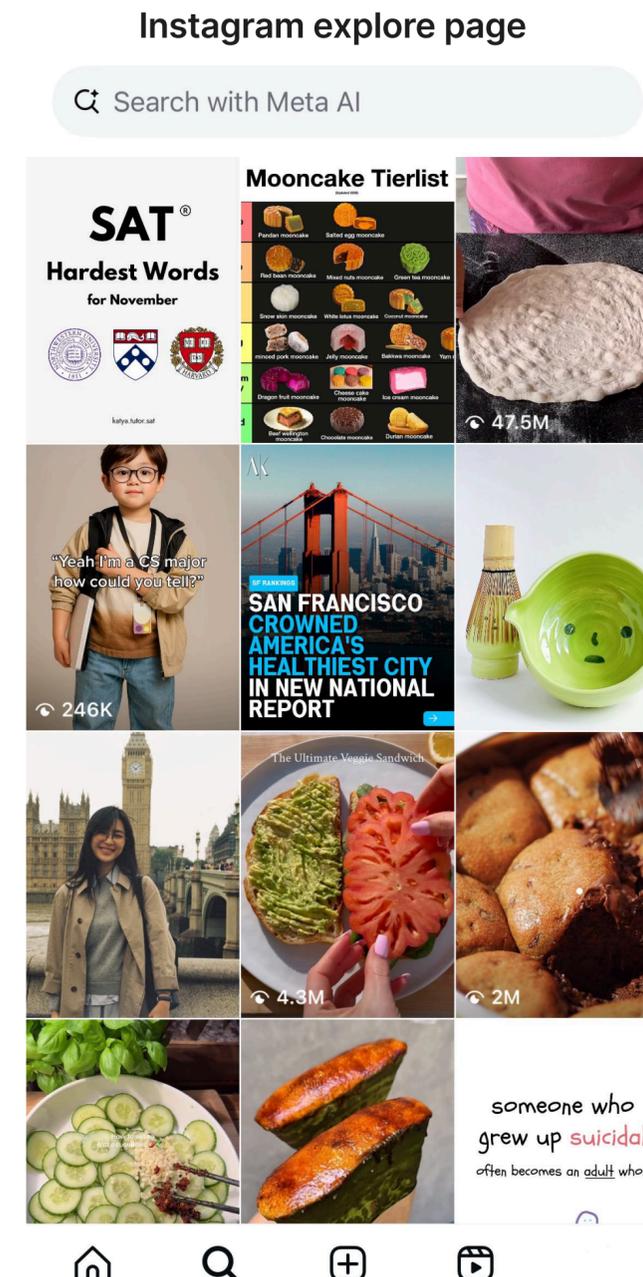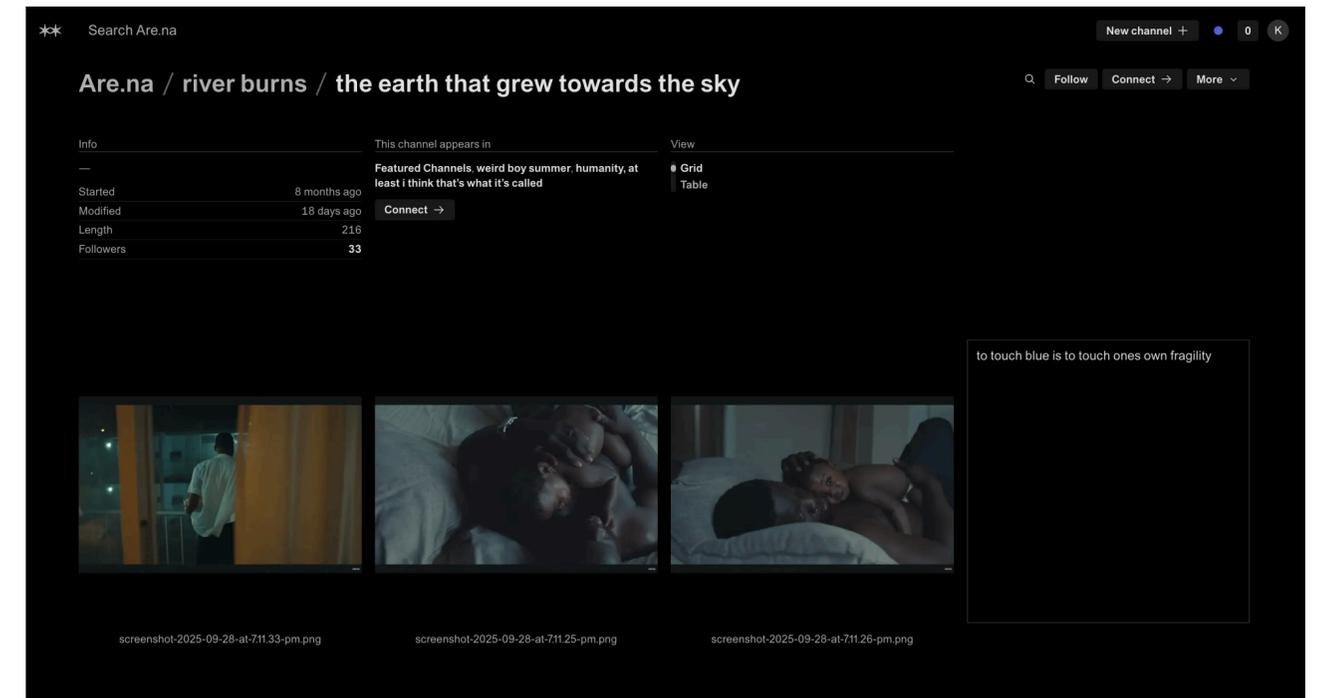
Market Research

are.na

Social network to build digital archives of multimedia content - "playlists, but for ideas"

Similarities that Work →
- Map connections to find meaning in media
- Alternative social hub for creatives to connect through what inspires them
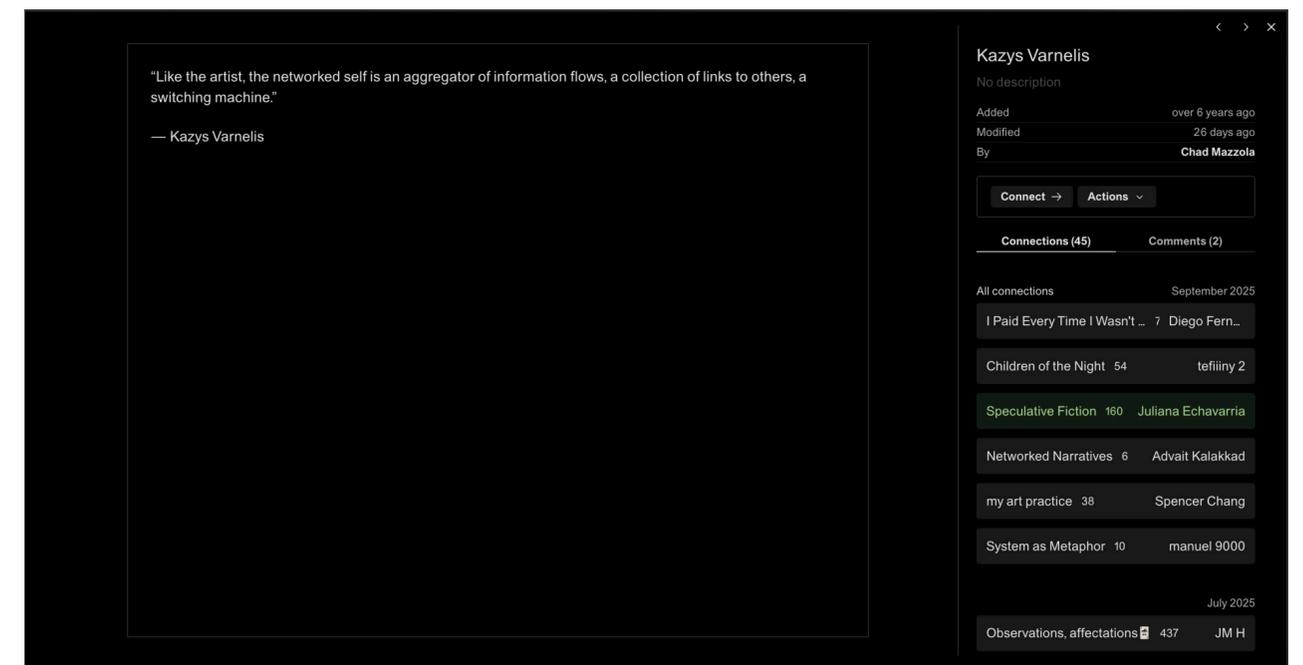- Add personal reflections for engagement and depth

Our Differentiators →
- Focuses on on artworks over all internet content
- Explore connections through a connections map rather than self-making channels

example channel of curated related works

content with source and tagged connections

Google Arts & Culture

Digital art and culture archive with educational content, discovery content, and games.

Similarities that Work →

- Art archive that makes seeing and exploring art accessible
- See how artworks connect through similar work suggestions and sorting
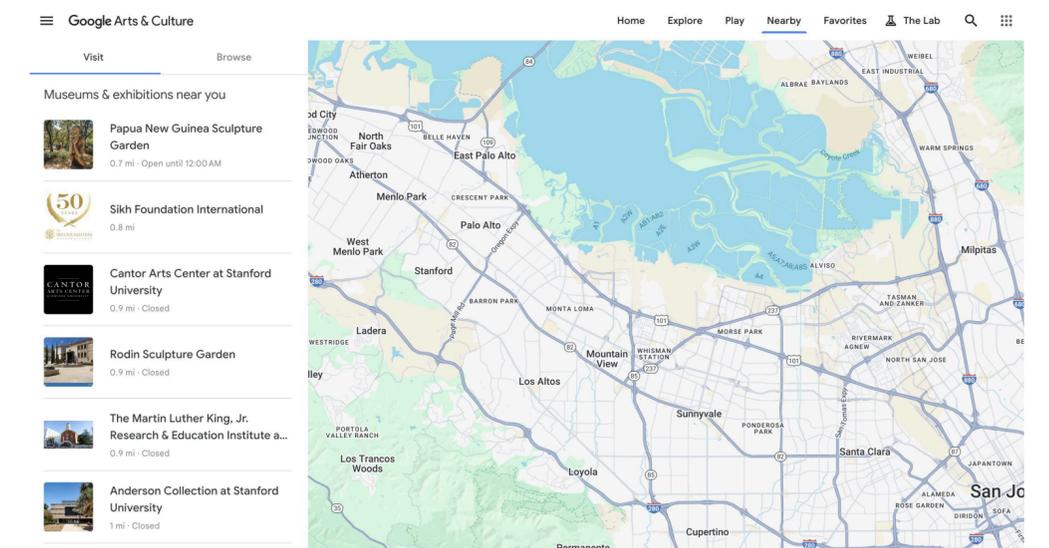
Our Differentiators →

- Users share their personal reflections
- Main experience centers around seeing a *map* of similar works
- Users can add the works that they see - not just 'the greats'
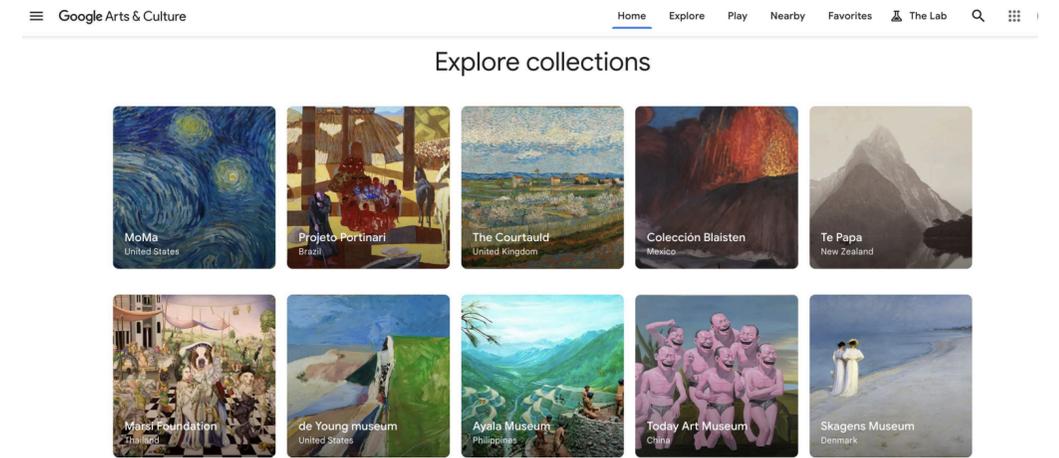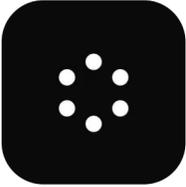

Homepage to sort works by collections
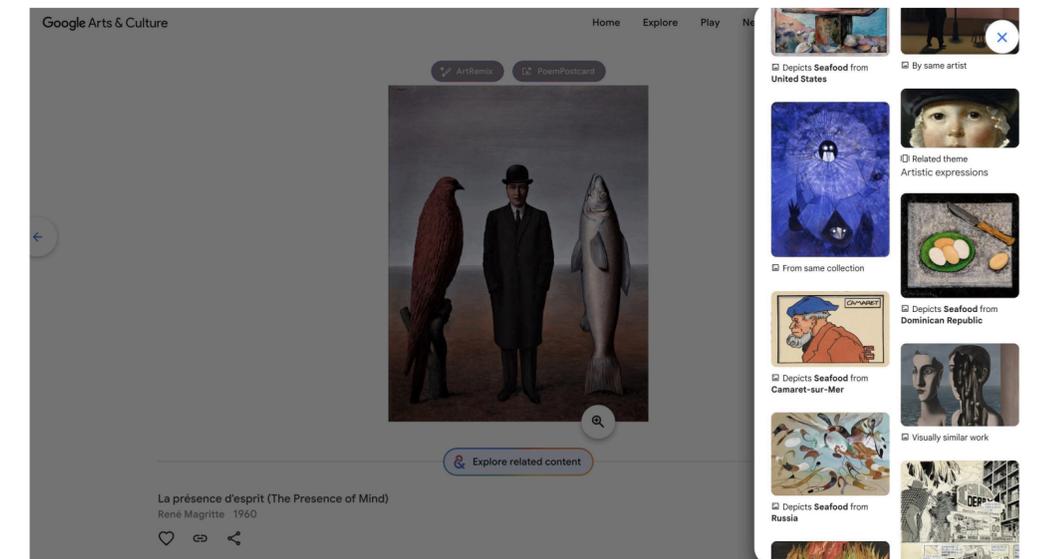
See related works to an artwork

Find art near you

Competitive Comparison Matrix

					Traverse
Social connection	✔	✔	✔	🚫	✔
Content specific to artworks	🚫	🚫	🚫	✔	✔
Users can add their own content	✔	✔	✔	🚫	✔
Promote deeper reflection	🚫	🚫	✔	🚫	✔
Explore connections between content	✔	🚫	✔	✔	✔

Design Values

Stakeholders

Direct Stakeholders

Indirect Stakeholders

1

End Users

Casual creatives – our target user group – who are directly using our product.

2

Artists

Whose art is featured on the platform.

3

Institutions

Museums and galleries whose work is featured on the platform.

1

Data providers

Institutions and archives whose digitized collections power the platform.

2

Other Artists and Cultural Workers

Whose art is not featured on the platform but are indirectly impacted by AI in arts and culture.

Tarot Cards

THE

SCANDAL

◆

What's the worst headline about your product you can imagine?

What about your business model would concern users most?

In what scenarios could your product cause harm or endanger people?

If your product was used entirely opposite of how it's intended, what does that look like?

"AI art app steals works from artists and replaces curators and museums with a mind-numbing doomscrolling experience."

→ *Traverse* wants to change the assumption that AI is necessarily bad for artists, but we need to win their trust and support current art infrastructure to do so

→ We want to *credit* artists by sourcing them and channel more attention to supporting other art experiences

Tarot Cards

THE
RADIO STAR

◆

Who or what disappears if your product is successful?

Who loses their job?

What other products or services are replaced?

What industries, institutions or policies would be affected?

Curators and physical art institutions

→ *Traverse* uses AI to surface visual connections for users to discover related works... but we're not designing immersive, personalized art experiences like curators

→ *Traverse* **augments** real-world art experiences (e.g., museums, galleries) but **does not replace** them – our 'map' of reflections encourages people to support local art venues rather than lying solely in the digital space

Tarot Cards

THE
SUPERFAN

◆

How would a community of your most passionate users behave?

What "rules of engagement" does your product rely on, and how might these be subverted?

In what ways might the community be an asset? In what ways might it become a liability?

If your product involves discourse, what does positive and negative communication look like?

Elitist 'gatekeepers' dictating 'good' vs 'bad' art

→ Moderate reflections to make sure content is not harmful to artists– especially those who have personally uploaded art to the platform

→ Ensure that we're not only surfacing the top 5% of most popular works, and more 'niche' works get platform as well

Tasks
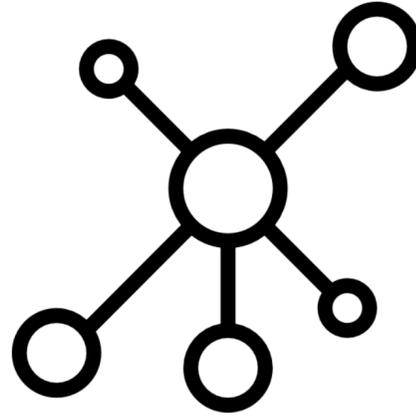
1

Simple

Traverse the graph – from one artwork, jump from node to node of similar artworks – and search for pieces

2

Moderate

Engage with the graph by adding your reflections and commentary – for example, when you see a piece in person!
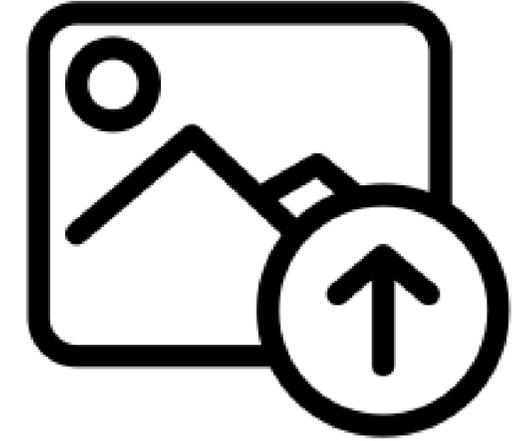
3

Complex

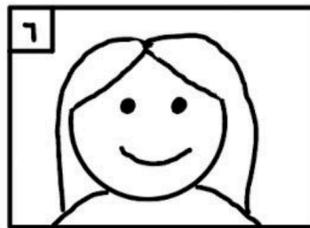***Add*** art to the platform that you see or create in your personal art experiences!

Concept Video
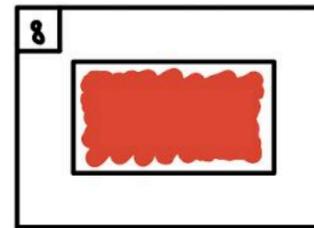
Storyboard

Scene 2: Simple Task
↳ Person 1 goes on art traversal journey in new locations for each piece
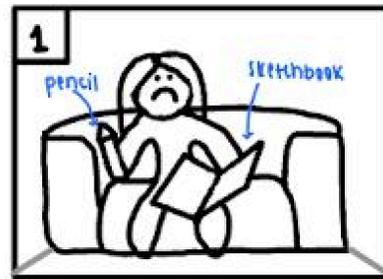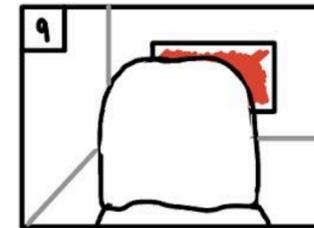

6 ...and they emerge in a new location. They're standing facing a singular painting in the room. It's strikingly beautiful, and full of color and life and nuance.
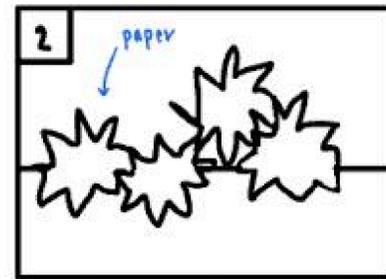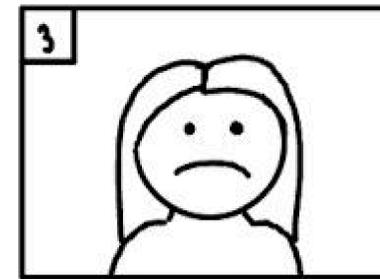
7 A reaction shot of Person 1. Their expression softens; they're awestruck, and there's wonder in their eyes.
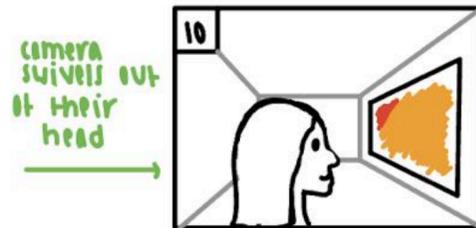
8 A shot of the artwork.

9 A back shot of Person 1. Something catches their eye off-screen. The camera swivels, moving behind Person 1's head...
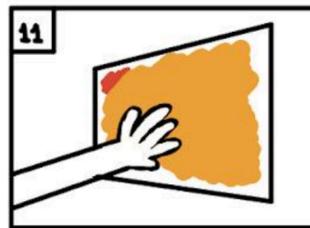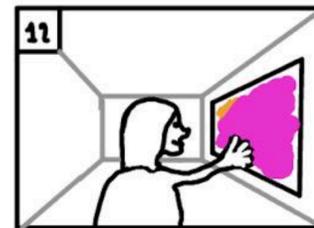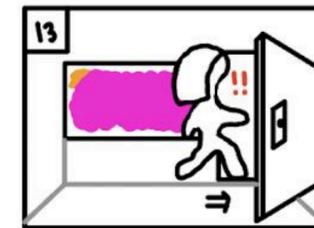
camera swivel moving behind their head

10 ...and we transition to a new sculpture. Their inner child's curiosity begins to blossom. In awe of the sculpture, they reach for it, wanting to touch...

camera swivels out of their head

**11** ...a closeup of their arm, outstretched...

12 ...and a wide shot: they've traversed and are touching a different painting. A glimmer of a smile on their face: there's something freeing about being able to so intimately emotionally "feel" these art pieces.
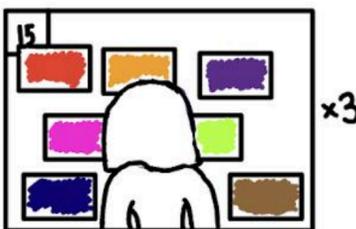
13 Person 1 notices something offscreen again; they walk towards it. The camera moves with Person 1, and a wall covers the frame...

camera disappears behind door

14 ...which moves out to reveal yet another sculpture. Background music crescendos.
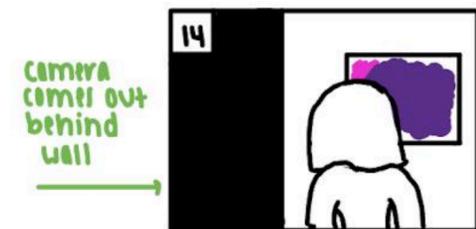
camera comes out behind wall

15 We see a back shot of Person 1 at the sculpture, and stay there at the back of their head as quick, successive montage shots of different artworks flash by. Through it all, the back of their head is constant, centered in frame.
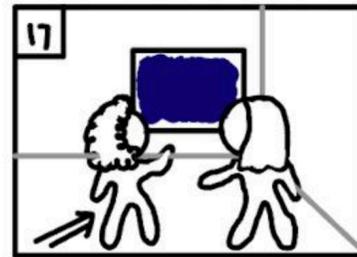
×3

Storyboard

Scene 3: Moderate Task
↳ Person 1 and Person 2 meet during their art traversal journey and engage in dialogue

| 16	17	18
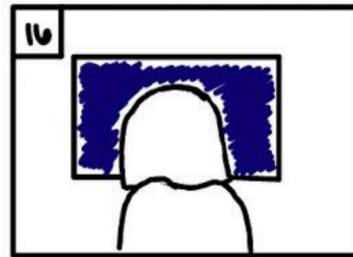
The montage ends on a final work

Person 1 and Person 2 meet at the final painting. They introduce themselves and begin an enthusiastic conversation, gesturing towards the work and examining it together. There's great chemistry between the two. (Note -- we hear no dialogue in the final edit; instead, uplifting background music conveys the emotional context of the scene)

The end screen fades in, and background music fades.

Scene 4: Complex Task / Point of Resolution
↳ Person 1 is finally able to complete their drawing from Scene 1 and Person 2 sees the drawing in their traversal
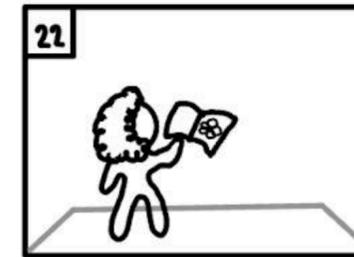
19	20	21	22
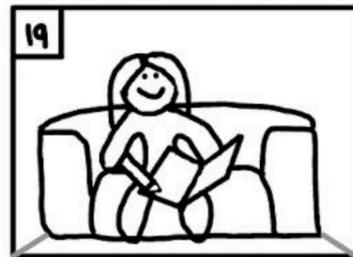
"Post-credit scene": We're back to Person 1, who's completed the traversal. They've finally finished the drawing that they were stuck on. Proud of their work, they put their pencil down, a satisfied smile glimmering on their face. They stand up and walk out of frame.
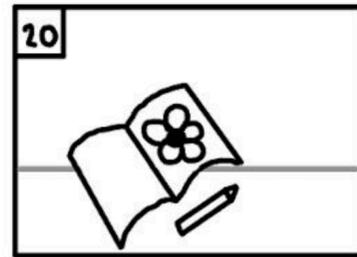
A shot of the artwork.

We hear mysterious footsteps from the side, and someone's hand picks up the art.

To our surprise, it's Person 2 -- the person we'd met in the final traversal. They look at the artwork, with a sense of wonder and curiosity. The music swells. Cut to black.

Video

https://youtu.be/30SP74vFS2Y

Running time (without credits): 1 min 44 sec