A2

10 Oct 2025
Greg, Reid, Sera

Originally, we were looking at _creative logistics,_ now we are going for _digital natives designing their own spaces._

POV 1: Cindy [empathy maps in Appendix]

We met... Cindy
 - Programmer, digital artist, physical artist, and digital nomad
- Loves making products that combine physical and digital media with cultural themes.

***We were surprised to notice...** that Cindy truly believes AI has a place in artistic creation.

We wonder if this means... that Cindy feels that AI is a collaborator, it doesn't replace collaboration.

It would be game-changing... if every artist can look to AI as a collaborator.

Key takeaway: AI doesn't compromise Cindy's process. Instead, she uses it as a tool to help her do some light work during creation.

POV 2: Alex

We met... Alex
- Aspiring architect with interest in designing sustainably.
- Experience using tools like SketchUp and Autodesk

We were surprised to notice... even after passing the learning curve on multiple tools, she desires a simpler experience.

Key takeaway: Alex had to learn lots of hard digital skills to reproduce processes that are much simpler in the physical world, like using SketchUp instead of sketching.

We wonder if this means...
-If amateurs in the field feel intimidated by the complexity of these tools
-If professionals take the complexity of these tools for granted.

It would be game-changing... to flatten the learning curve for complex design tools.

POV 3: Picasso

We met... Picasso
- Curator for a child's art biennale
- Head of the art department at a Turkish university.
- Artist

We were surprised to notice... how much Picasso talked about the skepticism around digital tools in the art world.

Key takeaway: For older users in the art world, translating from the real world to the digital is not fully accessible—full of uncertainty and hesitation.

We wonder if this means... that creatives in the art world are worried that digital tools will replace their world.

It would be game-changing... if we found a product for which there's a need, but no job to replace.

Top 3 HMWs [n = 46 total HMWs in slide notes]

HMW *position AI as a collaborator in the user's projects?* (Cindy)

HMW *support amatuer digital users in design and architecture spaces* (Alex)

HMW *unify different types of media like blueprints, photos, and mockups in the design process* (Picasso)

Top 3 HMWs from Cindy

HMW *position AI as a collaborator in the user's projects?*

HMW *lower the barrier to entry for physical artists to use digital platforms?*

HMW *integrate inspiration platforms like Pinterest/Instagram/Cosmos?*

Top 3 HMWs from Alex

HMW *support amatuer digital users in design and architecture spaces*

HMW *consider sustainable approaches for design*

HMW *integrate budgeting tools in creative workflows*

Top 3 HMWs from Picasso

HMW *use technology to enhance creativity in art, not replace it*

HMW *unify different types of media like blueprints, photos, and mockups in the design process*

HMW *make digital design tools more accessible for older or non-digitally proficient users*

Solutions [*brainstorming pic in Appendix*]

Solution 1

Collaborate/mentor user-to-user scheme

- Multiple possibilities
- Design as a collaborative process

Solution 2

API integrations to creative platforms (Insta/Pinterest) and Marketplaces (IKEA, FB marketplace)

- Low bar to inspiration
- One-stop shop offering

Solution 3

Agentive frontend for low-creativity tasks (Eg. budgeting)

- Retain creative agency while outsourcing minutiae

Prototype 1: User-to-user collaboration

Participants: My suitemates Lolo, Sawsaw, and Sasa. All are young students in creative fields. Lolo was the user and Saw/Sa were collaborators.

Results: Seamless communication +, two pictures at once -, Flow of ideas for +, maybe too much noise -.
Valid assumptions: collaboration smooths out the learning curve

Going fwrd: adopt a user-to-user collaboration scheme

From feedback form: "It was helpful to have another perspective to see how the art looked in different places. It was also useful to to have people suggest new ideas I hadn't thought of."

Prototype 2: Marketplace integration

Participants: Talented artist, designer, and student Dominique. Extremely creative and extreme user of physical and creative design tools.

Results:

- Easy to assess options from different marketplaces
- Quickened decision making and widened options

Going fwrd:

- Evaluate digital user interaction
- Understand marketplace dynamics

Prototype 3: AI frontend integration

Participants: Marta and Al, who are budget conscious students but still like to have their space feel like home.

Results:
- Liked that they could tell give their budget and get back a list that stayed within budget
- The design vision wasn't met in some of the pieces selected at cost budget

Valid assumption: Agentic tools within products make process more efficient.

Going frwd: Agentic tools should be implemented to make a product flow better, but personalization of choices should be prioritized.
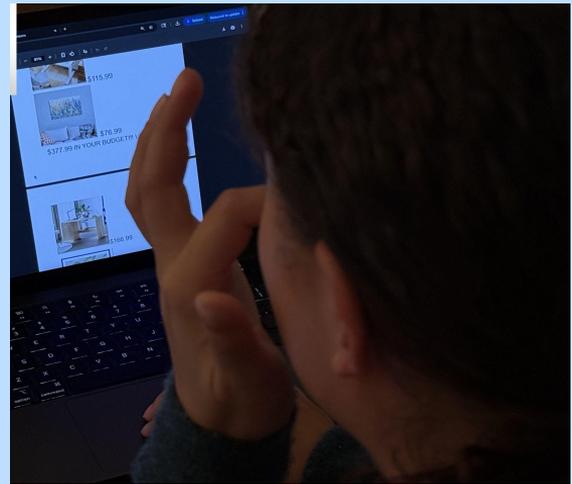
What's next?

Which solution (or combination) will move forward?

- **Collaboration.** User enjoyed collaborative process, said would have "suffered greatly without"

- **Integration** of other products to have everything in once place

- **Agentic tools** for assistance with tasks that are small but take time

What are the ethical implications of these solutions?

- Data privacy

- Responsible use of platform and AI tools

Who does it serve? Who might it leave out?

- It leaves out non-digitally proficient users

- Serves people who enjoy collaboration and are not skeptical of AI

Appendix

SOLUTIONS BRAINSTORMING (Oct 8)

SUPPORT AMATEUR DIGITAL USERS

- EDUC. VIDEOS
- TUTORIALS/WALKTHRUS
- AGENTIVE AI ASSISTANT
- 24/7 SUPPORT
- COLLABS W/ YOUNG CREATORS/INFLUENCERS
- MARKET AS CREATIVE-FORWARD
- SIMPLICITY = KEY
- REDUCE TOOL AVAILABILITY ☑
- FEW ACTIONS = LOW BARRIER
- LANGUAGE ACCESSIBILITY
- DESIGN/LEARNING RSRC.
- KIDS TOOL
- POLL/VOTING [SOCIAL]
- MENTORING USER→USER
- TREND FORECAST

UNIFY DIFF MEDIA □ →

- PROJECTION 2D → 3D
- HIGH FILE SIZE UPLOAD
- API INT. FOR MARKETPLACES ☑
- NATIVE MARKETPLACE
- DRAFTING + 3D MODELLING TOOLS
- BLUE PRINT EDITOR
- START @ BLANK SLATE
- LIVE COLLABORATION
- AR/VR
- 3D → 2D [PROJ.]
- INTEGRATE TO CREATIVE APPS
- PHYSICAL TOOLS IN DIG. PLATFORM
- IMAGE → DESIGN
- INSTRUCTIONS/VIDEOS

KEEP? PIN., INSTA.
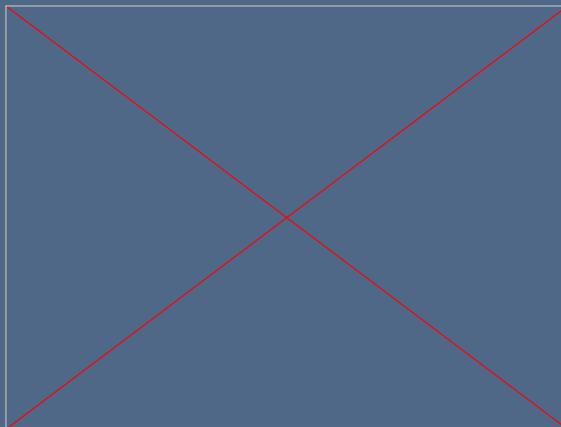
POSITION AI AS COLLABORATOR

- AGENTIVE FRONTEND FOR LOW-CREATIVITY TASKS ☑
- AUTOMATIC FIXES (SMALL THINGS)
- NO QUESTION POP-UPS FOR SMALL THINGS
- SMART BUDGETING
- RECOMMENDATIONS
- WEB/REVIEW CRAWLER
- TEXT → DESIGN
- VOICE → DESIGN
- AUTO. WALKTHROUGH
- THEME CONTINUITY
- MEASUREMENT/SPACIAL LAYOUT

Extranea from Prototype 1:

Oct 9, 2025

Alias: Lolo

Prototype feedback form:

Why, if so, was collaborating with another user helpful?
It was useful to have another perspective to see ~~there~~ how the art looked in different places. It was also useful to have people suggest new ideas I hadn't thought of.

With what mindset did you approach your collaboration?
I approached the collaboration with an open mind. I also really valued the other ideas from my collaborators.

Ultimately, did you achieve your goal?
Yes! We found a perfect place and placement for my art.

If no, why not?

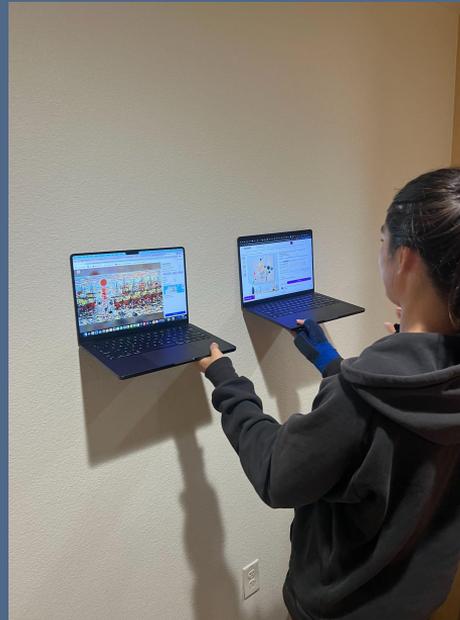From 1-10, how much collaborating with a user than approaching the problem alone?
10!
I would have suffered greatly if I had to do this alone.

Pics/Videos of prototype process

Feedback form

Extranea from Prototype 2:

Pics/Videos of prototype process

She eliminated the option from Amazon, but she had all of the different marketplaces to look and choose from. That gave her a better idea of what's out there!

Oct 9, 2025

Alias: Dom

Prototype feedback form:

Was your designing experience enhanced by experiencing multiple marketplace experiences at once?

Yes! I thought it was very helpful to visualize options against each other at the same time. It let me compare different sites at the same time which helped me decide quicker.

Were there any difficult parts of the experience?

In general, not really. But I just wish it was easier to navigate the sites at the same time, as functionally it was easier to search the same thing on all sites.

Would you like to see this experience again in digital form?

Yes, I think it would be interesting to see it. I would definitely like to experience it.

Feedback form

Extranea from Prototype 3:

$166.99

$89.00
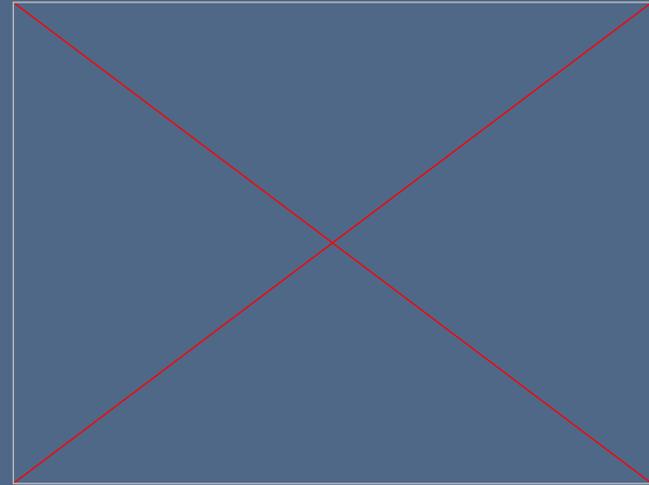
$193.99

$449.98 IN YOUR BUDGET!!! UNDER 450.

$184.99

$115.99

$76.99

$377.99 IN YOUR BUDGET!!! UNDER 450.

Cindy Empathy Map

say

"I reference other artists too"

"artists can use AI for maintenance around their practice"

"when curating, I look for inspiration in similarity"

"sculpture is seen from 360°"

"digital tools for space design"

"what does a piece look like from every angle?"

"I think about how people interact with pieces"

"I use Cosmos and other visual design search engines"

"more artists should be using AI for rote task"

"I'll see a piece I like and search for similar one"

"I always look for what stands out"

think

accessibility is paramount

bar to physical art is higher than to digital art/products

cultural connection is a top priority

process for art is the same for my space

about generating parts of products

cultural nuances manifest in consumer preferences

software integration at scale = goal

the message is more important than the product

AI limitations determine level of adoption

non-reliance on AI

do

seek out spaces with diversity

approach physical design from the consumer's perspective

reference from online forums

connected to other artists via socials like Cosmos/Pinterest

monetary constraints against physical media

high barrier for entry to physical media

art slowed down by AI slop

keep AI out of research/ideation

create infrastructure along with art

use artistic experience for consumer-facing business

crutch on socials

big limitations to AI tools

drawn to socials to connect and bring in consumers

drawn to software bc of reach

pro small-scale AI adoption

better at programmatic side than drafting

AI to code at low level

create art to support the cultures of multiple diff people

skepticism toward large AI adoption

platforms for art need to incorporate culture

drawn toward novelty in people/ industries

feel

say

Alex Empathy Map

Autodesk has so many features, it's really confusing.

It should be as simple as uploading a floorplan and generating the space.

All these tools are made for professionals, it's too much for personal use.

It took three lectures just to get a solid understanding.

I just want to see what my apartment would look like before buying anything.

It crashes all the time, I've lost hours of work.

I wish there was just one simple tool that let me design, decorate, and see everything in 3D without crashing or spending hours learning it.

SketchUp doesn't even have the IKEA table I want.

I wish I could just import my floor plan from EVGR's website.

I could pull pictures from Pinterest, but it's only for one item at a time.

Why can't one app just do everything, design, furniture, lighting, and efficiency tests?

I shouldn't need multiple tools for one small project.

Maybe VR or AR could make this process more immersive and interactive.

I need something faster and more intuitive for quick visualization.

There has to be a better way to integrate floorplans and real furniture data.

I wish it could automatically find matching products within my budget.

A simple, user-friendly version of professional tools would help so many people.

If I could simulate sunlight and energy efficiency easily, that'd be powerful.

think

do

Downloads object libraries and brand models (like fridges or tables).

Uses SketchUp to recreate spaces and import furniture renderings.

Uses Pinterest, Facebook Marketplace, IKEA, and Wayfair for inspiration and sourcing.

Manually imports floor plans and adjusts layouts piece by piece.

Takes photos of real spaces and compares them to renderings.

Deals with frequent crashes and restarts projects multiple times.

Uses Autodesk for building architectural models and running energy simulations.

Runs energy efficiency and embodied carbon tests using external datasets.

Frustrated by constant crashes, confusing interfaces, and steep learning curves.

Annoyed at how long it takes to learn and how fragile progress is.

Inspired when visualizations finally look right or reflect real spaces.

Curious about how new tech like AI, VR, and simulation could make things smoother.

Hopeful that an all-in-one, intuitive platform could make the process seamless.

Motivated to make design tools more accessible and energy-aware.

feel

Picasso Empathy Map

say

I'm constantly coordinating between artists, builders, and sponsors

turning an idea into a physical experience is a logistical horror

Sometimes, I just sketch floor plans on paper because it's faster than using the software.

I'd love a tool that combines planning, 3D visualization, and storytelling

We use a different tool for every stage

If I could visualize the entire gallery before we start, I could prevent half the problems.

Curating is supposed to be emotional as well

Our visualizations look good, but they don't tell me if the artwork will actually fit through the door.

think

Technology should serve creativity

The art world moves slower with tech

I'm tired of switching between software.

If I could predict issues earlier, wrong dimensions, delays, I'd save weeks of stress.

I'm afraid of small miscommunications

What if I could walk through the space virtually and feel what visitors would feel?

Admin work is difficult.

Integration is everything.

do

Keeps multiple sticky notes and sketchbooks full of last-minute changes.

Prints floor plans to manually mark adjustments

Travels for installation

Checks Pinterest and Instagram for inspiration

Visits local suppliers for framing, materials, or lighting setup.

Keeps multiple backup drives of every exhibition's due to fear of data loss.

Works late nights before openings

Takes photos of the space during setup and compares it to digital renderings.

feel

Anxious about shipments, deadlines, and technical details going wrong.

Annoyed at how long it takes to learn and how fragile progress is.

Inspired when visualizations finally look right or reflect real spaces.

Curious about how new tech like AI, VR, and simulation could make things smoother.

Hopeful that an all-in-one, intuitive platform could make the process seamless.

Motivated to make design tools more accessible and energy-aware.