

POVs, HMWs, & Experience Prototypes

10/08

Team 2

Team



Elijah

Symbolic Systems '26



Luiza

Design + CS '28



Claire

Computer Science '27



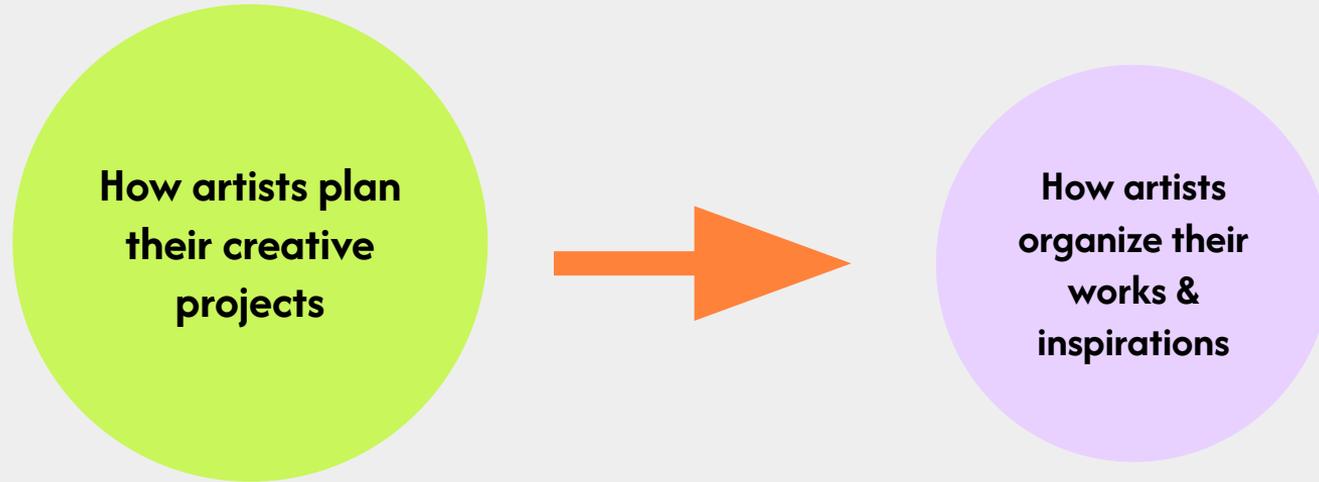
Mikela

Symbolic Systems '27

Recap

- Last week we investigated the creative processes of artists.
- We were interested in discovering how they plan their artwork.

Narrowing our domain



Initial POV

We met Keith,
a professional in
digital art with over
25 years of
experience in the
industry.

**We were
surprised to
realize**

he looks for new
ways to grow after
seeing his friends try
different things.

**We wonder if
this means**

A friendly
environment would
probably help him
make better art.

**It would be
game
changing to**
let him try out a
few different
creative options.

Additional Interviews



Fred - Fashion Designer/Founder

Interviewer: Luiza

Location: CoDa



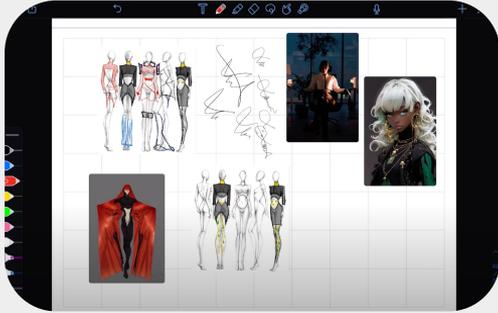
Heather - Painter

Interviewer: Mikela & Elijah

Location: Zoom

Findings

Artifact

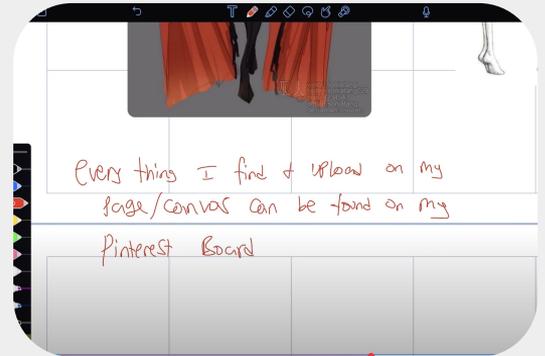


- Organizes his sketches in a Notes app (Notability).
- Puts pictures of things that inspires his outfits next to the designs.
- Thinks it's hard to capture inspiration.
- Gets inspired while walking and listening to music.



Fred

- Believes that AI can be a helpful tool in the design process.
- Finds that collaboration makes creativity easier
- Thinks failing pushes his creativity
- When he creates, inspiration naturally comes.



Findings

Artifact



- She really enjoys the art making process
- She doesn't currently use AI in her artmaking process
- She uses tools like Pinterest and Milanote to create mood boards
- She doesn't have one specific place to keep all of her inspiration



Heather

- She has difficulty being on technology for a long time due to a chronic condition
- She is very organized when it comes to commissioned art but disorganized when it comes to her own
- She wishes more apps incorporated voice notes into their interface

"As a traditional artist, the process of creating art is part of the art itself"

ea2187

POVs and HMWs

POV #1 – Keith

We met Keith,
a professional in
digital art with over
25 years of
experience in the
industry.

**We were
surprised to
realize**
he finds new
opportunities to
direct his growth, as
he is inspired by
peers to explore new
mediums.

**We wonder if
this means**
An emotionally
stimulating
environment would
help him produce
more meaningful
artwork.

**It would be
game
changing to**
provide multiple
mediums where he
can feel inspired.

HMW encourage
Kevin to remix his old
mediums/practices

HMW present
different mediums
as sources of
inspiration?

HMW help Kevin distill
the exposure to
different mediums

HMW help Kevin feel
empowered to seek
out inspiration by
himself?

HMW re-define
what inspiration can
mean to each
individual?

HMW create an
environment where Kevin
can get inspiration from
other artists

HMW help Kevin
use his past work as
a source of
inspiration for
himself

HMW connect Kevin to
other methods of getting
inspiration

HMW help Kevin feel
autonomous in choosing
the paths he gets
inspiration from

HMW encourage
artists to share
ideas and
inspiration with
others?

POV #2 – Willow

**We met
Willow,**

a 20-year old film student at the University of North Carolina School of the Arts

We were surprised to realize

she had a system of noting down spontaneous sources of inspiration, but found it hard to decipher them later

We wonder if this means

She prioritizes accessibility and promptness over a structured, organized system

It would be game changing to

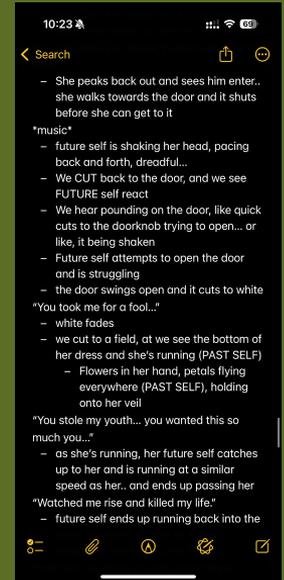
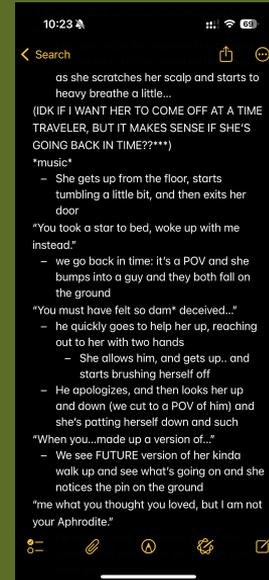
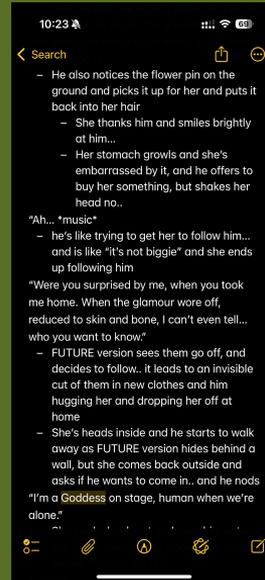
Find a way to organize her ideas with as little effort as possible

ex) Willow's idea and script notes from recent film

Idea?

- 2 people bump into each other, but turns into a fantasy land kinda thing.. and then during the bridge, it's like a long dress an running away in a field.. or like, she's just running away
- Doc Martin commercial ?

Original idea: brain dump into notes



Entire script and shots stored in various notes

HMW make organization feel creative and enjoyable?

HMW encourage and instill the value of organization?

HMW suggest sources of inspiration instead of pulling from random instances?

HMW speed up the organization process?

HMW make it easier to capture to inspiration?

HMW cater a system of organizing to the individual's creative process?

HMW remove the need to organize at all?

HMW make it easier for artists to come back to their old ideas?

HMW label categories of inspiration?

HMW support a system of organizing the artist's unique sources of inspiration?

POV #3 – Fred

We met Fred,
a fashion house
founder and
designer.

**We were
surprised to
realize**
he avoids spending
extensive amounts of
time planning even
in personal projects.

**We wonder if
this means**
he enjoys the
trial-and-error aspect
of creating art.

**It would be
game
changing to**
facilitate the
process of creating
new things while
maintaining an
organized system.

HMW connect him to other artists that are at a similar stage

HMW connect the planning part of art with the creation part

HMW track the artist's progress in a certain style

HMW refer him to existing resources

HMW facilitate setting goals and constraints

HMW teach new things in a fast and digestible way

HMW make the planning process more enjoyable

HMW encourage failure while creating art

HMW make it easy to rapidly iterate while keeping an organized system

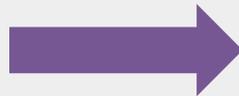
HMW make it easier for artists to come back to their old works that they have made over time?

Solutions

#1: HMW encourage artists to share ideas and inspiration with others?

Solution

A place where artists can share things that inspire them (movies, playlists, etc.) for other artists to use.



Assumption

Creating art in a space with others takes the pressure off of artists and allows them to more freely create

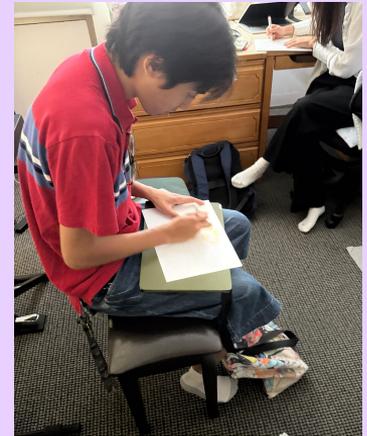
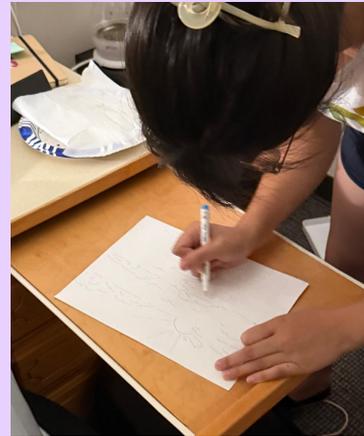
Experience Prototype #1

Who?

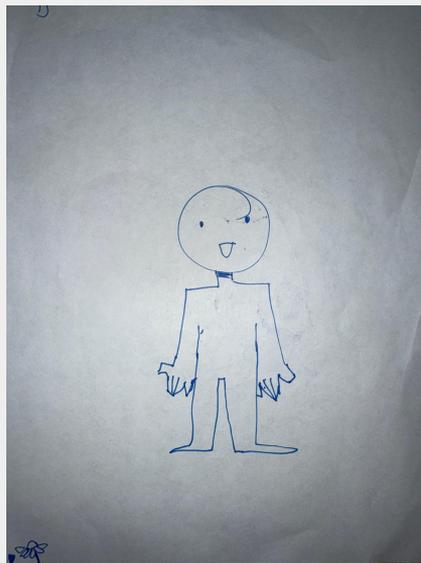
- Students in dorm
- Some artists, some not

What?

- 1 minute drawing
- 3 minutes discussing “*music that inspires*” them
- 1 minute drawing, playing one of those songs
- Debrief activity after



Drawing Round 1:



“person?”



“Lego flowers in the room”



“clouds”



“Flowers I was drawing earlier”

Drawing Round 2:



“Album cover I was reminded of”



“Random shapes and squiggles”



“songbird on a tree” + music notes



“cafe I was inspired by during conversation”

Results #1

What worked?

Participants found that the **discussion and the music increased their creativity** as it set a mood and allowed them to **think about how different forms of art can be represented** in various mediums.

What didn't?

All of them had different music that they preferred to listen to when creating, thus some of the **participants had to compromise** and use others' preferred methods instead.

Assumption

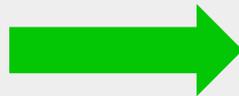
Proven (kind of).

Though all artists preferred the mood of the second session with music and after discussion, there was tension regarding the most appropriate music.

#2: HMW support a system of organizing the artist's unique sources of inspiration?

Solution

A flexible digital journal that takes multimedia inputs



Assumption

The user is willing to spend time documenting various sources of inspiration

Experience Prototype #1

Who?

- College student who is a long-time art hobbyist
- Analog and digital (watercolor, acrylic, digital art)

What?

- Participant must document and share inspiration along the entire creation process

Her process:

1. Search photos apps for images (scans through specifically nature based images as she doesn't like painting figures)
2. Find inspiration on Pinterest (search: "subject + medium")
3. Create

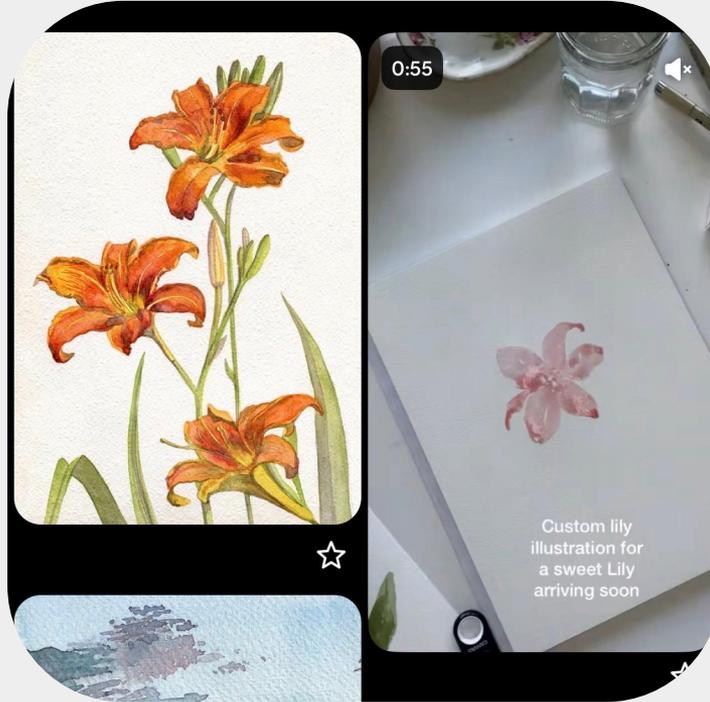
1

Photos app



2

Pinterest board from "Watercolor lilies" search



3

Final piece



Results #2

What worked?

Identifying key words which enabled a unique curation of inspiration sources. She was able to compare and contrast different sources of inspiration through the Pinterest board.

What didn't?

Scrolling through her photos album was tedious as she knew she only wanted to paint natural still life but had a lot of portrait photos to skim through.

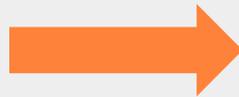
Assumption

Proven (kind of). She heavily relied on collecting various reference pieces before painting, but found it took too much time to identify the perfect base photo in her library.

#3: HMW make it easier for artists to come back to their old works that they have made over time?

Solution

An archive of past works with smart searching by medium.



Assumption

Labeling each artwork through medium is the most effective way of organizing artist's artworks

Artist #1



- Urban
- Flower/Nature
- Paris
- Love



Image organization

Random

Their own categories

Medium

Time spent

5.3 s

2.6 s

3.7 s

Artist #2



**Image
organization**

**Time
spent**

Random

3.8 s

Their own
categories

1.4 s

Medium

1.7 s

- Blue
- Colorful
- Black and White

Artist #3



- Cities
- Paris
- Pride and Prejudice
- Parallels (inverted)



Image organization	Time spent
Random	2.4 s
Their own categories	0.9 s
Medium	1.5 s

Results #3

What worked?

Users **found images faster** when it was **categorized through medium** rather than randomly. They also noted **this organization made it easier to identify images.**

What didn't?

None of the participants categorized the images through medium. They were also able to **find the images faster through their own categorization.**

Assumption

Challenged. While **separating the images by mediums made it easier for artists to find them,** the results show that it is **not the most effective way of categorizing them.** Each artist has their unique way of classifying images.

Next Steps

We will mainly be moving with solution #2 but with aspects of 1 and 3.

Ethical implications: making sure everything is properly credited and attributed.

Our solution primarily serves visual artists of all stages.

Thank you!

Appendix

Brainstorming Figjam

HMW - POV #1

HMW

HMW help Kevin
organize his various
sources of
inspiration?

Luiza Ribeiro



HMW present
different mediums
as sources of
inspiration?

Luiza Ribeiro



HMW connect Kevin to
other methods of getting
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HMW encourage Kevin to
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HMW help Kevin
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HMW - POV #2

HMW

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HMW - POV #3

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HMW make the planning process more enjoyable

Luiza Ribeiro

HMW document the trial and error process of creating art

Luiza Ribeiro



Solutions - POV #1

A digital community hub, where artists can share their creations with others

A place for people to work on the same art

A platform that connects artists with local businesses for commission art

A place where artists can share things that inspire them (movies, playlists, etc.) for other artists to use.

A reward system for posting your art process online

A place to facilitate artist's meetups and events

A platform where artists can ask for feedback and support from other artists

A place where artists can learn new skills from each other

A place where artists can explore new art tools

Allow artists to directly pull inspiration from other's processes and share their own spin with the original artist

Solutions - POV #2

A flexible journal that takes multimedia inputs

An AI tools that categorizes inspiration to support their artistic project

A tool that can recommend different sources of inspiration based on the mood board

Be able to scan things and digitalize them

A way to label and remind artists of inspiration based on tagged location/dates

A tools that collects information from various apps on their phones and helps create an inspiration board

An AI tools is trained on the artist's style and can recommend future projects

A digital sketchbook that can be easily accessible from any device.

A tool where you can take pictures of locations/ places and it can recommend other places where you can get inspired.

A tool that can organize a scattered note and make it more readable

Extract key words from notes and associate images with it (or whatever is relevant for that medium)

Solutions - POV #3

A way to label and remind artists of previous work -- monthly recap of projects

A customizable archive of past works with smart searching (by medium, subject, etc.)

Hosting art challenges to remix to remix old pieces in new styles/mediums etc.)

A tool that allows you to add multiple different artistic work in one page and an AI generator can recommend different ways to combine the artwork.

An AI tool that automatically organizes all of your artwork into folders and make it easy to search for specific elements/visuals you're trying to look for

When you're working on a piece, it auto-recommends your past work based on the theme.

Provide a way for artists to document a project's entire creation process so they can look back on it after

Based on your inspiration boards, it shows old projects that relate to that

A tool that pulls from your previous artworks if you need references for a current artwork

A calendar where you can see all your projects throughout the year.