Research Plan

ArtistConnect

RESEARCH PLAN | PREPARED BY: Jess Gangi

Goals	From this research, I want to learn the following: ● Interest level among local artists for a virtual artist collective ● How artists are currently connecting/collabing
Target Audience	Local visual artists looking to connect/collaborate with other artists. Ideally, artists open to sharing ideas and information with other artists.
Research Method	In person interviews/surveys ● Total number of interviews: 5 ● Estimated duration of interview: 30-40 minutes
Recruitment	● Recruiting method: Contacting local artists through coffee shop galleries, Twitter: Boston Artists Resource Desk ad, Craigslist ad, contact with tattoo artist connections ● Recruiting cost: $5/interview (Amazon gift card), $7 Craigslist ad
Timeline	(List important dates.)
Budget	

Category	Cost	Amount	Total
Recruitment	$7	1	$7
Compensation	$5	5	$25
Location	NA	NA	NA

Discussion Guide	Prepared by: Jess Gangi

1. OBJECTIVE

- To better understand the current landscape and interest level in image sharing/social app for local artists

2. INTRODUCTION

- Who you are.
- What you are doing.
- Your interview topic area/problem
- Are you 18?
- "Is it OK to record this interview?"
- Hi I'm Jess. I'm conducting research as part of my project to design an image sharing app for Boston area artists w a social media slant. I'd like to ask you some questions about your experience when it comes to connecting/collabing w other artists (tattoers? tattooists?). You don't have to answer any questions you're not comfortable with, and there are no right or wrong answers! Any questions for me before we begin?

3. ENTICE: Framing Opening Questions

- Do you use technology to connect/share ideas/collab with other local artists?
- If so, what's the tech?
- If not, tell me about potential interest level. Probe...

4. ENGAGE: Specific Questions (Prepare these ahead of time to ensure consistency across interviews.)

- Do you primarily work on your own or collaborate with others?
- If collab w others- last time you were looking for a collaborator, how did you go about it?
- Where do you go for inspiration? Anywhere specific within digital world?
- Have you recently looked for feedback on current, in-process work? If so, how did you go about it?
- Do you have examples of a time when discussing your work with other artists helped articulate your vision?
- What features would you like to see in an app like this?
- What are your feelings towards social media/image sharing apps?
- How do you feel about sharing your work/critiquing others' work/having your work critiqued/collabbing w other artists?
- How do you promote your work? Network? Get new clients? Sell your work?

5. EXIT: Final Thoughts (Give the interviewee a moment to wrap up their thoughts.)

- Is there is anything you can think of that we haven't touched on or that you would like to discuss?

6. EXTEND: Follow Up and Next Steps

- Explain the next steps.
- Discuss what you will do with these interview findings.
- Exchange contact details.
- Ask if you can call again or if they know of others you can interview (recruit further).
- Explain what to do if they need to call you.
- Give your thanks (incentives).

Interview Notes

The three most memorable points from your user interviews:

1. Ease of sharing/posting is important
2. Desire to collaborate not as strong as expected
3. Local meetup feature could potentially help build community and support

Behaviors
Potential users are active on social media with Facebook and Instagram being the primary tools. These platforms are used to connect with others, promote themselves, and sell their work.

There is a lot of energy spent trying to connect with the local art community, but the tactics are ranging: social media use, word of mouth communication about local events, attending drawing classes and flea markets, and mining existing friend networks.

With no clear path to success everyone I spoke with is on the grind, trying hard to carve out a happy life while making enough money through their art.

Quotes
"I'm open to collaboration, but mostly work on my own."

"I've tried collaborating with people on Instagram, but it's mostly been unsuccessful due to lack of interest or scheduling conflicts."

"It's intimidating to connect with artists I admire on Instagram."

"I sell my time and soul to my day job for money to pay my bills, leaving me with little time and money to create the art that I want to make."

Likes
Across all conversations, I found that everyone loves making art.

Meeting up and connecting with other artists alleviates some of the anxiety and pressures of trying to build an art career.

Sharing personal inspirations and viewing the inspirations of other artists.

Dislikes
The need to promote themselves is draining and generally not enjoyable.

Having to have a "day job" is a frustrating experience.

The lack of stability and uncertainty of the profession makes for a lot of anxiety.

Competitive Analysis

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Plus/Delta

Are.na	Daise
Positives: ● Easily add multiple forms of content ● Interface allows for easy addition of work/ideas to existing "channels", commentary and discussion ● Ability to keep "channels" public/private ● Can connect relevant work across "channels" ● No "likes" or ads ● Mobile or desktop ● Easily collaborate/connect with others– connect your account w Twitter Negatives: ● Free account has limited content uploads, $5/month for unlimited ● Community not local ● Minimalist aesthetic fits brand, but could be turnoff for some ● Are.na name… pronounced "Arena" or "Are dot na"? Uncertainty could bring confusion ● No DMing so difficult to schedule meetups/build person to person connection/local group	Positives: ● Strong focus on artist collaboration- easy to find page w projects seeking collaborators ● Simple sign up/profile creation/feed curation ● Supportive community– seems geared towards youth/early career artists ● Connect to more established artists to ask questions ● Regular "challenges" to keep users motivated and honing craft Negatives: ● Mobile- but only iOS (limits mobile collab opportunities) ● Numerous broken links on website– founders excited about idea but not maintenance/upkeep? ● Community not large, challenge to find local collaborators ● App buggy ● Site/app design a bit busy– benefit from cleaning up navigation

Behance	Tattoodo
Positives: ● Easily showcase portfolio work ● Very large community ● Easily post comments/feedback ● Unlimited uploads ● Mobile and desktop apps Negatives: ● Significant social media influence– ability to "appreciate" (like) work ● No emphasis on local scene	Positives: ● Quickly connects you to local tattoo artists ● Easily upload imagery ● Easily browse tattoo portfolios for inspiration ● Clean, easy to navigate interface Negatives: ● Name sounds a little like "doodoo" ● Focus on tattoo artist community, not diverse group of visual artists

● Could potentially collaborate and connect w other artists, but focused more on promotion	● Focus on users looking for tattoo, not as much on artist collaboration ● Bio of artists appears to cut off content ● No forum for online discussion ● Only mobile– no desktop

Feature Inventory

Competitor	Upload content	Collaborate w other artists	Make local connections	Well designed/ Easy to navigate	Message others directly	Free version available	Robust privacy settings
Are.na	✓	✓	✗	✓	✗	✓	✓
Daise	✓	✓	✓	✗	✓	✓	✗
Behance	✓	✓	✗	✓	✓	✓	✗
Tattoodo	✓	✗	✓	✓	✗	✓	✗

Affinity Mapping

> **Noticeable trends** ("I" statements.")
>
> - "I'd be interested in a space where I could get informed opinions on my ideas and work."
> - "I'd love a way to promote myself without it feeling so PROMOTIONAL."
> - "I would like a feature where I could easily organize and attend local artist meet-ups."

Problem Statements

Problem statement = {**User/persona name**} needs a way to {**user's need**} because {**insight**}.

Problem Statement	Frankie needs a way to connect to the local artist community because his current network does not have many creative professionals in it.
Problem Statement	Frankie needs a way to improve his artistic skills because he wants to grow as an artist.
Problem Statement	Jo needs a way to promote herself as an artist without it feeling so forced and emotionally draining because she's a sensitive person and just making good art is hard enough.