

POTENTIAL FEATURES/WANTS

SHARING	CONNECTING	FEEDBACK	EASE OF USE
Feature to show NSFW images "Free the nipple"	Interested in feature to search for/find models for figure drawing	FEATURE: pre-populated feedback sentences, or 1-10 scale (to facilitate critique)	FEATURE: Ease of adding info on posted pieces (title, description, theme, size, medium, etc)
FEATURE: Sharing feature where you can share work but also inspirations, stories, quotes (ala IG)	Wishes she had space for peeps to come and meet-up to share work/critiques	FEATURE: Tag specific users for feedback rather than open call (peer reviews. ex: "I like your work, can u give feedback on mine?")	Wants app to work across platforms (iOS/Android)
FEATURE JG idea: Separate ways to post work (ex: for critique, for sale, for inspiration, just cuz...)	FEATURE: peeps tag themselves w whatever skillsets they have for ease of search	Would appreciate space to critique for ideas not yet fully formed (ex: is this worth doing?)	Used networking site (??) but it was too hard to navigate so stopped using
FEATURE: ease of uploading images	FEATURE: appreciate feature to help organize meetups	POTENTIAL FEATURE (JG IDEA) tag what type of critique you're looking for or what "level" a project is at in process	Interested in easy connection to FB/IG
FEATURE: promote yourself to community looking for support NOT \$\$ (karmic support category? You support me, I support you?)			Wants simple/easy to use interface
Loves sharing feature (ease of sharing) info, work			FEATURE: Filter /tags to facilitate search
FEATURE: Share exhibits/workshops w location filter			
FEATURE: a way to post without obvious hashtags (tag posts w diff categories? Diff posting channels?)			
FEATURE: would love to promote without feeling so "promotional"			

FEEDBACK

CURRENT HABITS	OPEN TO FEEDBACK FEATURE
Not interested in critiques-- has "comfort zone" and wants to stay there	Would appreciate space to go to for feedback on work
Not opposed to feedback but does not seek out digitally, rather connects in person for feedback	Open to "looking for feedback" tag but not terribly useful for him
Has community that provides feedback on work	
Only gets feedback from personal circle	
Doesn't have space to go for feedback outside of her personal circle	
Sensitive to critiques, gets feedback from close relations	

COMMUNICATION/COLLABORATION

CURRENT HABITS	INTEREST LEVEL?
Does "art battles" (painting competitions to make contacts)	Interested in artist meetups to connect and work
When attempting to collab it often doesn't work b/c of scheduling/lack of interest	Avoids collaborations because of scheduling and egos
Uses FB groups to find collaborators	Open to collaboration but mostly works on own
Has used IG to try and collab but been mostly unsuccessful	Would appreciate targeted group of creatives to access for collaborators
Would not try and cold-connect w other artists thru FB, would use IG	Be interested in collabing w peeps from diff artistic bgs (music, data analysis, sound)
When using IG to connect its w peeps met in person prior	Attends live workshops/meet-ups but mostly works alone
Uses FB to find collaborators w skills outside her expertise	
Uses both FB groups and personal FB feed to find collaborators	
Uses Craigslist to find collaborators/peeps to work for	
Connects w artists she admires through IG, but not to collab (nervous about collabing through IG)	
Uses "staff me up" site to find peeps w specific skills (ie, editors, PA, etc)	

FINDING INSPIRATION

DIGITALLY	REAL-WORLD
Uses IG & FB to find images for inspiration	Finds inspiration and connections at flea markets and figure drawing classes
Finds inspiration through "calls for art" on FB	Travels, goes to concerts/plays, gets out of normal routine to find inspiration
Uses Deviant Art, Pixiv, and Art Station for inspiration	Looks away from technology for inspiration
Finds inspiration thru IG (other artists really inspire her)	
Uses IG to crowdsource ideas for new projects	
Uses IG for inspiration	

FACEBOOK VS INSTAGRAM

FB = friends/events IG = inspiration	Follows a lot of artists on IG
FB more transactional IG more personal	Has artist account on IG separate from personal account
IG feels more personal because visual is first pull-in (vs FB more copy based)	Uses FB to find events mostly connecting w friends to attend events together
	Uses keywords/location to find creatives within FB groups

MARKETING/SALES

USES IG	USES FB	REAL-WORLD	EMOTIONAL COMPONENT
Uses social media for marketing, awareness, show his process, provide inspiration, help peeps w creativity in life	Uses FB to sell work	Shows work at flea markets	Tires from self-promotion
Uses IG to promote work		Relies mostly on word of mouth to find work/clients	Feels self-conscious about promoting work
Connects w places to exhibit through IG/email			
Uses IG to promote work			

DIGITAL DOWNSIDES

Tattooers/counter-culture types want to stay off digital platforms as much as possible. Already on it too much as a necessity.

DISTRACTION	RESTRICTIVE RULES
Can find IG distracting at times	Frustrated w IG restrictions/-shadowbanning (possible over-saturation?)
Concerned w addictive level of phone/app use	IG has "shadow-banned" her (spam-y hashtags) feels restrictive. SHE IS NOT SPAMMING
Trying to limit IG time as she worries its too much	
Finds technology distracting	

LEGEND

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