Artique

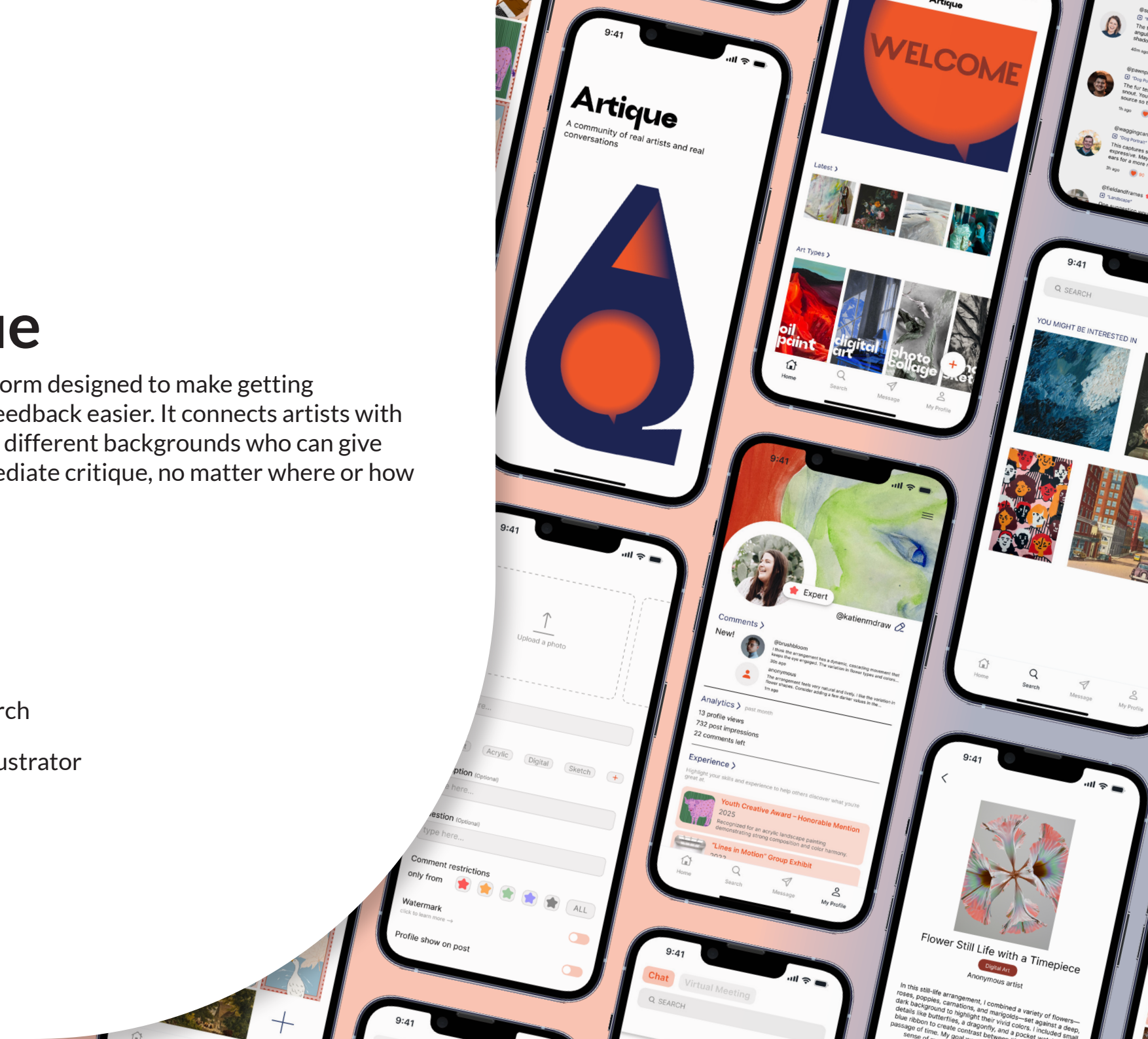
Artique is a platform designed to make getting meaningful art feedback easier. It connects artists with real people from different backgrounds who can give honest and immediate critique, no matter where or how they create.

1 month

Solo project

Interview, research

Figma, Adobe Illustrator



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PROBLEM DISCOVERY

I’ve been an artist for as long as I can remember. I’ve made art everywhere, from creating alone at home in Korea to working in high school art classes, in studios with friends and mentors, and now as an art student in college in America. No matter where I was, the same obstacle kept coming up, which was figuring out how to get feedback and where to find it.

Different artworks need different types of feedback from different people, but those people are not always nearby, and sometimes they are not accessible online either. I was never satisfied with how hard it was to get feedback that actually mattered to me. As I met more artists, I realized many of them struggled with the exact same problem. That made me want to understand why getting good feedback is so difficult and how it could be made better.

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RESEARCH METHODS

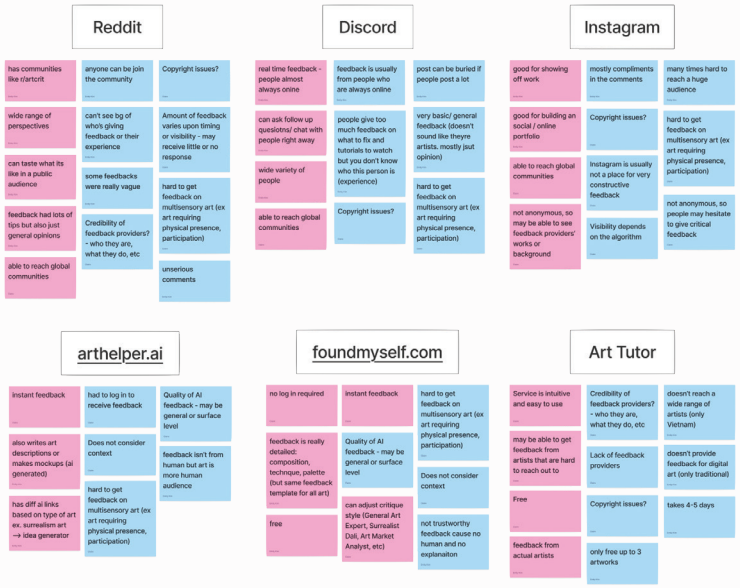
1-on-1 interview with artists

By having conversations with artists in person or over Zoom, I asked them questions that I planned ahead of time about who they are as artists, their current feedback systems, and what they want more of in their feedback experiences. My goal was to gain a deeper understanding of what these artists are looking for and how their experiences could be smoother, more accessible, and easier.



Research on pre-existing platforms

By digging deeper into these platforms and figuring out what is working well and what could be improved, I was able to analyze them as an artist myself. This helped me understand how these platforms currently support artists and what could be added to improve the user experience.

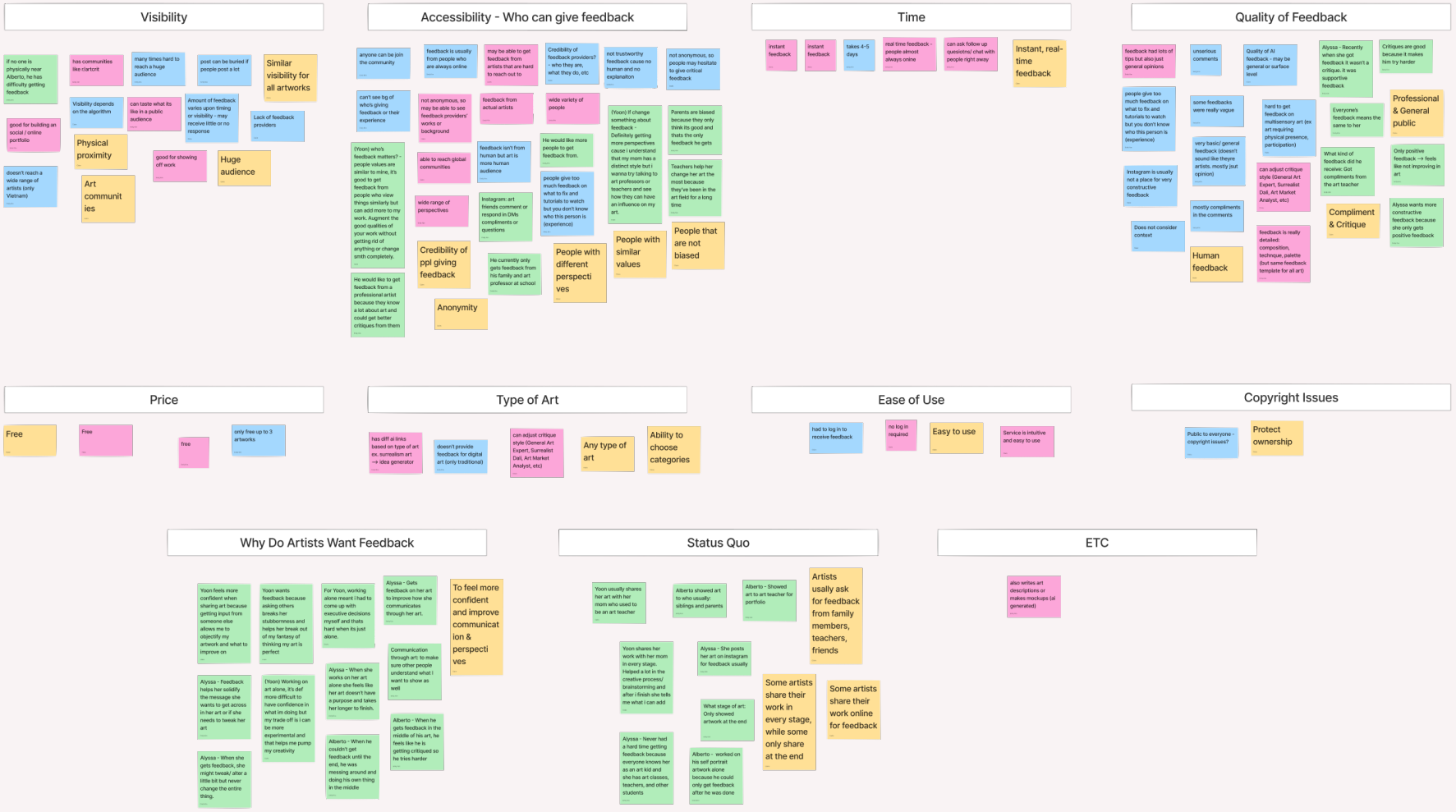


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SYNTHESIS

Affinity Diagram

After gathering information from interviews and existing platform research, I organized the findings into groups based on features, positive aspects, and negative aspects. These groupings helped identify key insights and inform goals later in the process.



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KEY INSIGHTS

1. While online art communities make feedback more accessible, artists struggle to trust the usefulness of responses due to unclear credibility and inconsistent feedback quality.
2. Artists want both feedback from those with similar interests and challenges from different perspectives, including professionals and the general public.
3. Artists find feedback most helpful when it is immediate and human.
4. Artists work across different disciplines and share work at different stages so the ability to categorize their artworks and label them will help.

DESIGN GOALS

Anonymity	can use real names, but also the choice to be anonymous should be given
Credibility	artists who comment have the choice to have their background and achievements public
Accessibility	regardless of whether you are a professional or amateur or artist of any genre, you should be able to give feedback
Immediacy	users should be able to receive feedback as soon as possible
Human	AI can be used, but there should also be a human aspect to the feedback
Privacy	artworks should not be susceptible to misuse / should be protected
Discoverability	all artworks should have a certain amount of visibility
Free to Use	

HMW (HOW MIGHT WE) STATEMENT

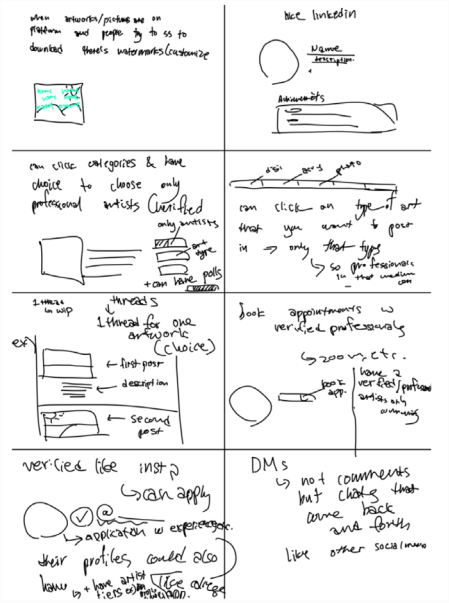
How might we build a credible and accessible art community with diverse artists, both professional and amateur, who can provide immediate feedback for art works at any stage of completion?

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IDEATION

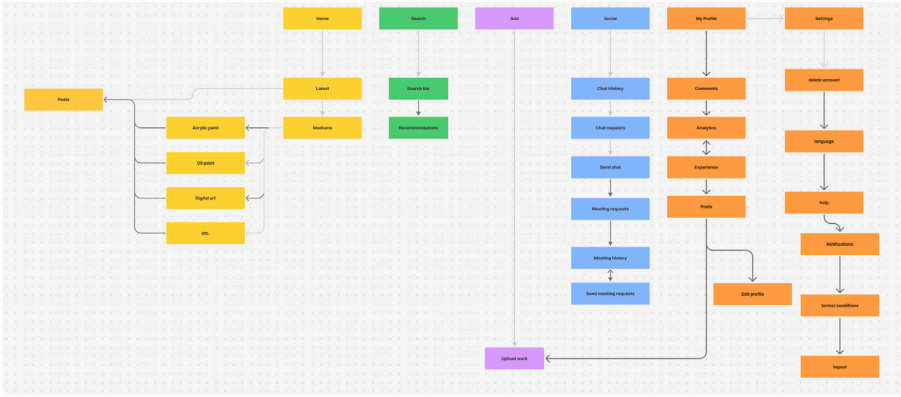
Crazy 8's

By doing a Crazy 8's activity, I was able to quickly ideate eight creative ideas, spending one minute on each, that I could potentially use to add to what I'm building. This strategy allowed me to push beyond what I would usually think of and focus more on generating ideas rather than putting too much time and emphasis on the quality of each idea.



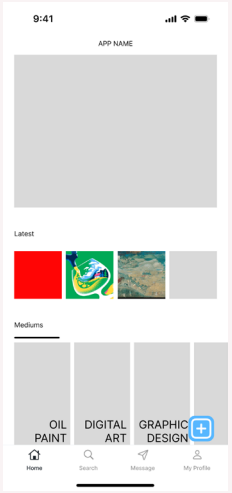
Information Architecture

Creating an information architecture helped me finalize which ideas I am adding and which I am not, and organize how I should start designing. It allowed me to organize my thoughts and ideas and have a clear plan moving forward.

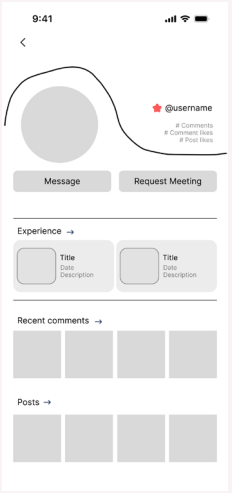


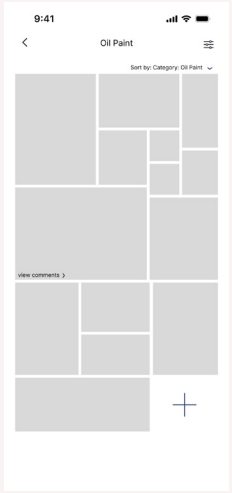
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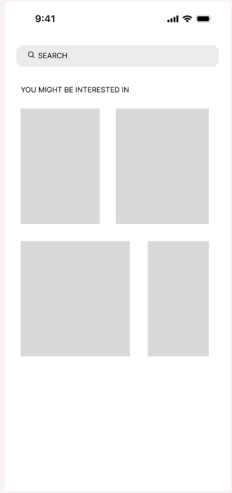
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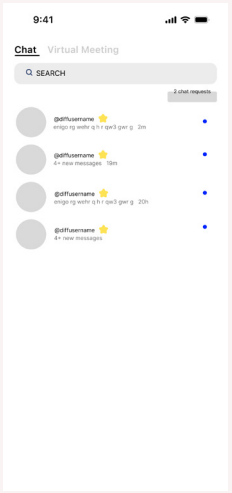


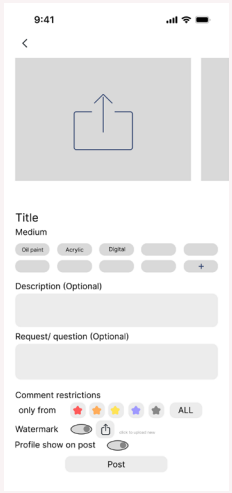


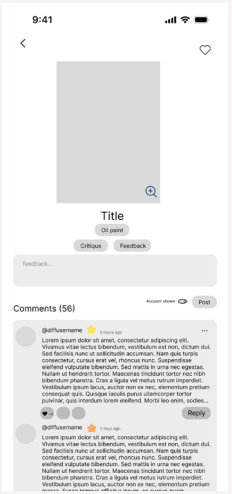


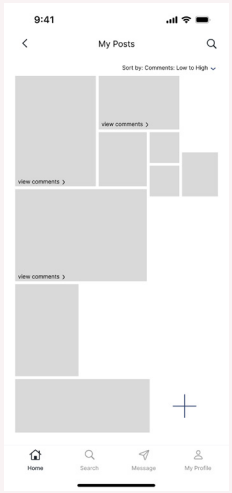


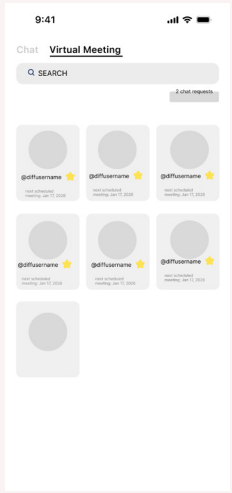










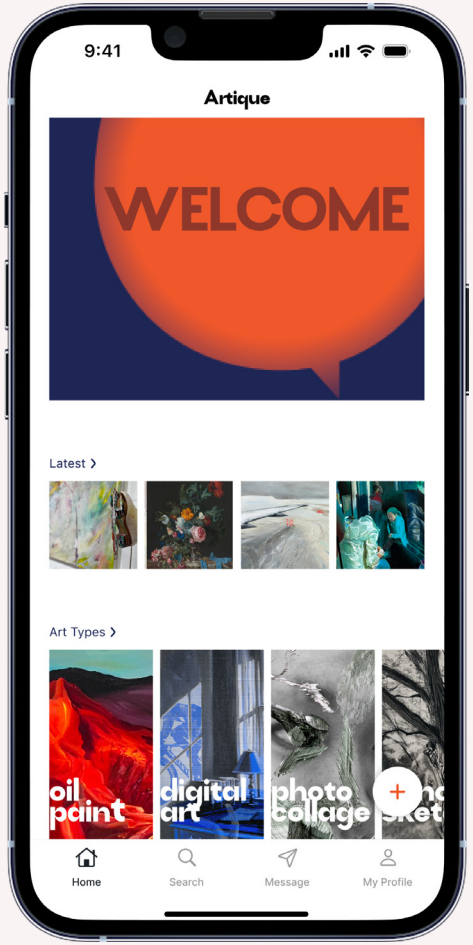


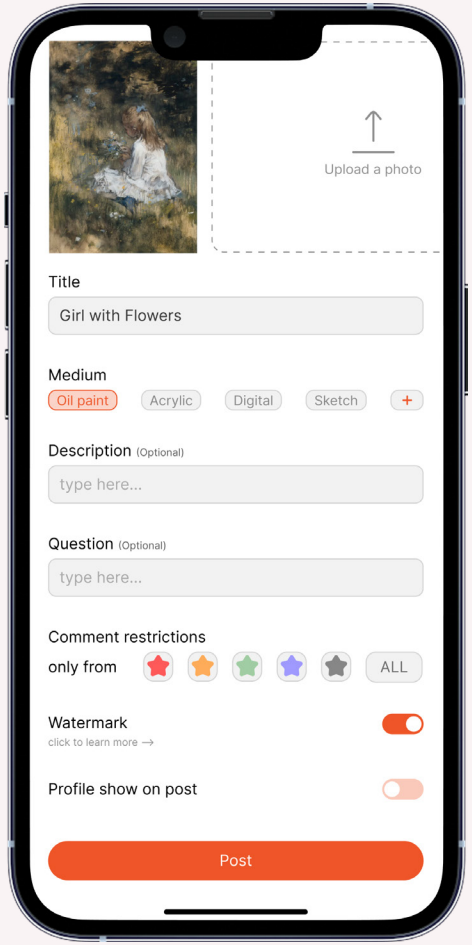
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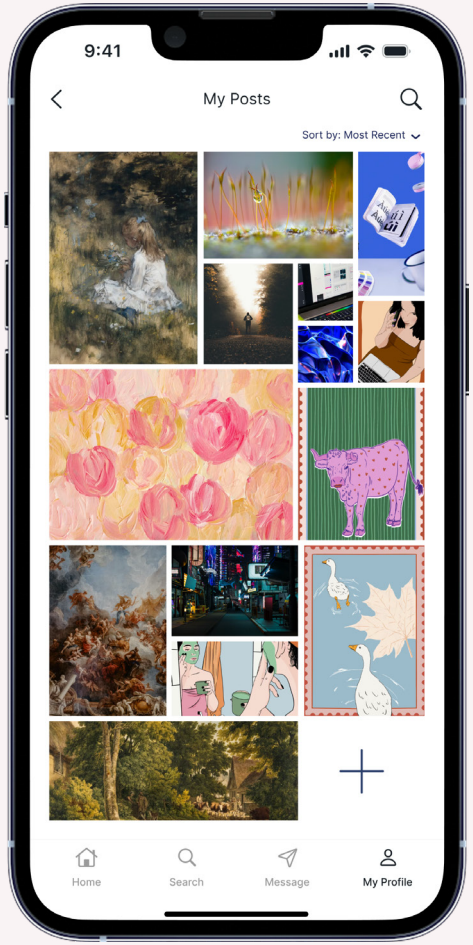
SOLUTION

Upload artwork

Uploading an artwork is one of the most important actions users will take on the Artique app. This process supports several of the app's core goals, especially anonymity and privacy. When uploading, users can customize their post with descriptions, categories, watermarks and more. The watermark switch protects artists from potential misuse of their artwork once it's public, directly supporting our goal of privacy. The option to show or hide their profile fulfills our anonymity goal by letting users choose whether to be identifiable or remain anonymous when their work is posted. The comment restriction feature allows users to choose what type of feedback they want and from whom. Being able to choose between feedback from professionals or the general public ensures that users get feedback from the perspective they need which supports insights from my research.





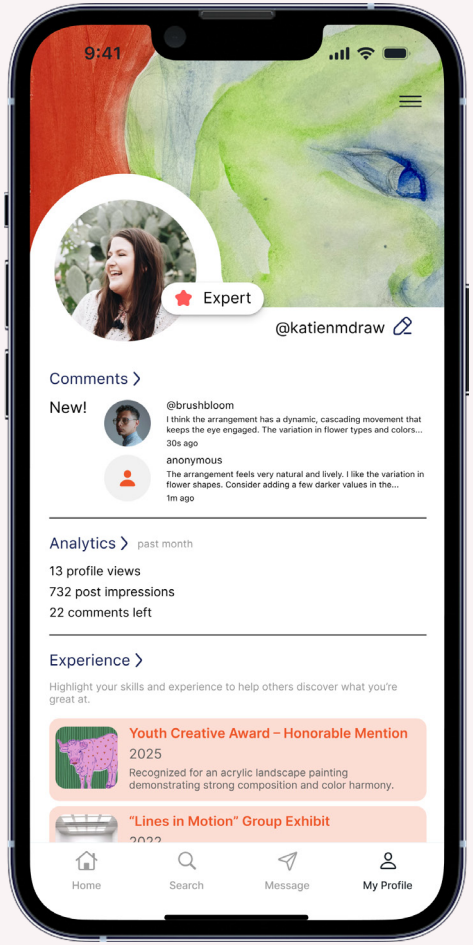


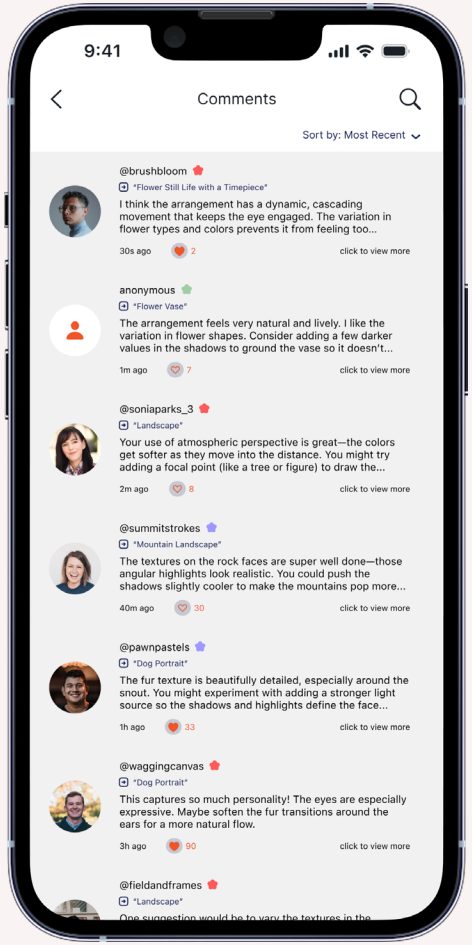
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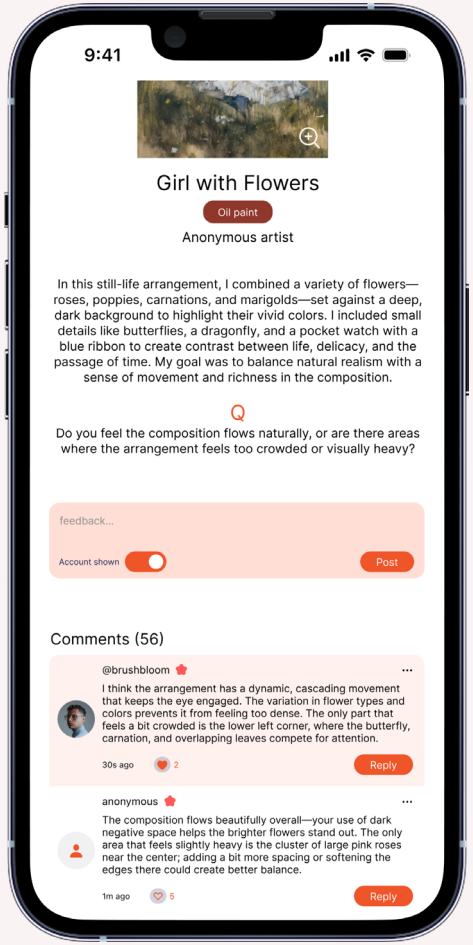
SOLUTION

See feedback

Seeing feedback is another important action the users will take. When seeing the feedback, the users can see who wrote it, their level on the app, when the feedback was commented, and how many people liked that comment. These are all elements that help because if the user that uploaded the feedback chose to not be anonymous, you can click their profile next to their feedback to check their background. And even if they are anonymous, you can check the color of the star next to their anonymous username to see what level artist they are on the app. This helps with my goal of the app to build credibility for each feedback for the artists. In addition, after users upload their artwork to the platform, other users of the app can see it immediately, so when the artist views the feedback they received, they can be very quick. This allows the user to receive feedback as soon as possible for a helpful, immediate, and human response.





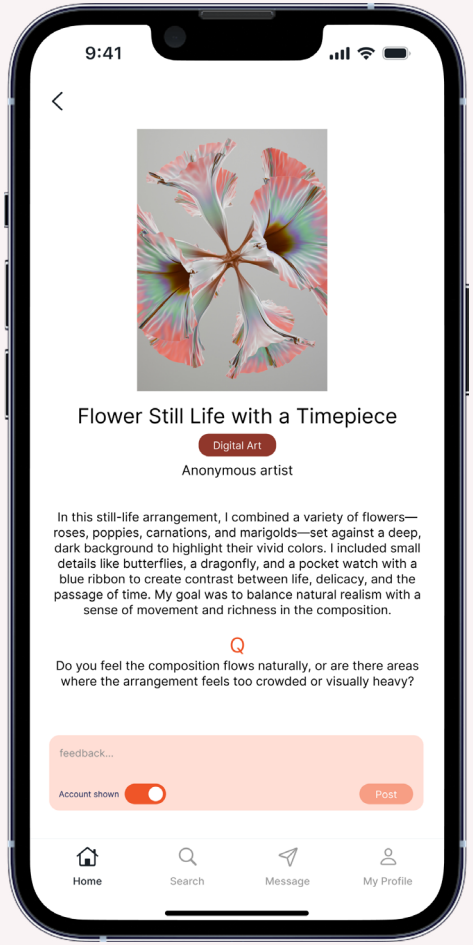


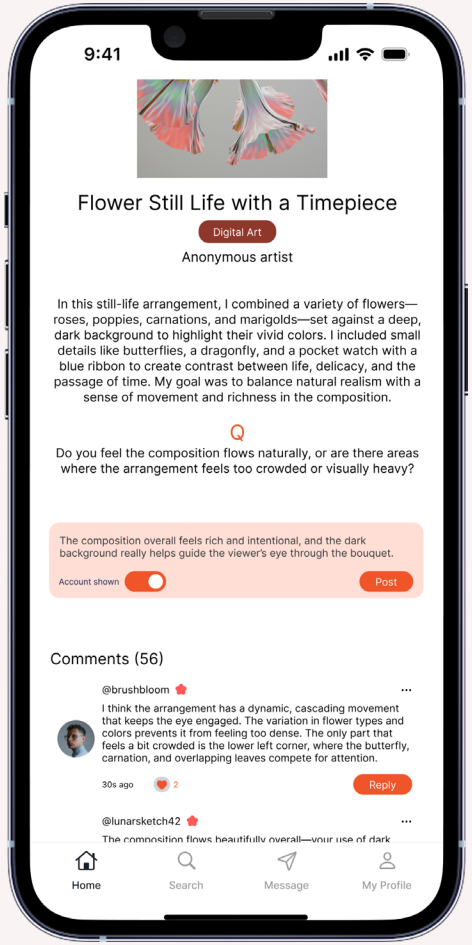
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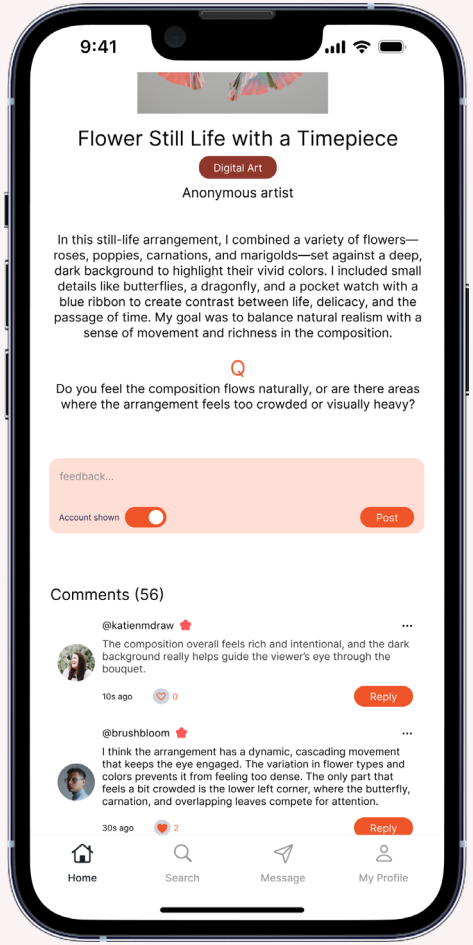
SOLUTION

Give feedback

Providing feedback is a key action within the app. Before giving feedback, the user can see the artwork and other information the artist provided for the work. With all of this information, those who give feedback can write more helpful and direct feedback for the artist. After reading and looking at all the information of the work, the user can then write their feedback in a highlighted orange box under all the information, so where they write feedback is very clear and easy to find. Before posting the feedback, there is an option to show their account or be anonymous based on what the feedbacker wants.





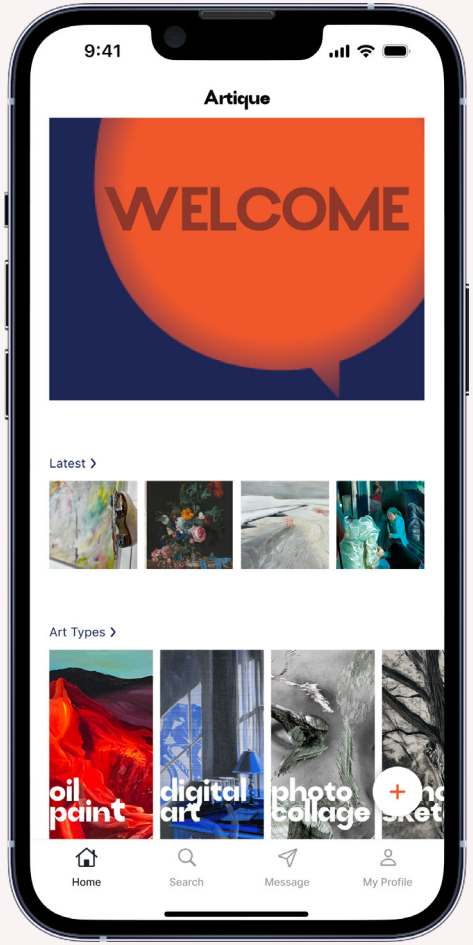


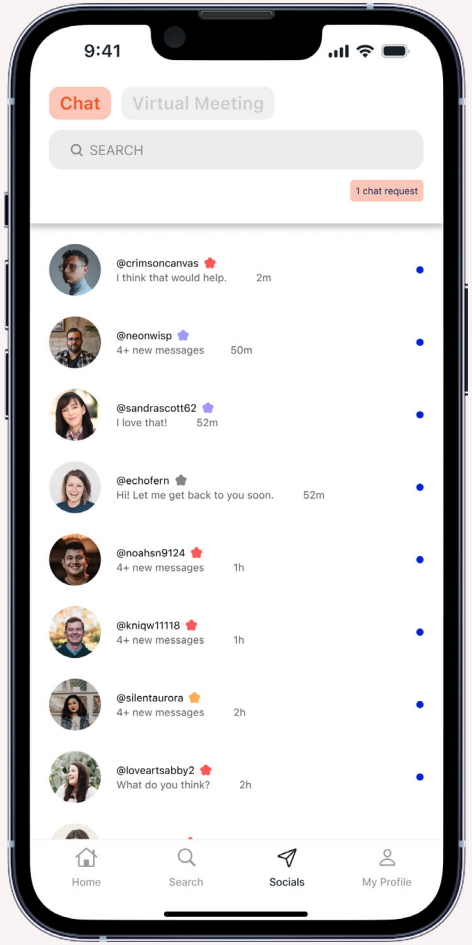
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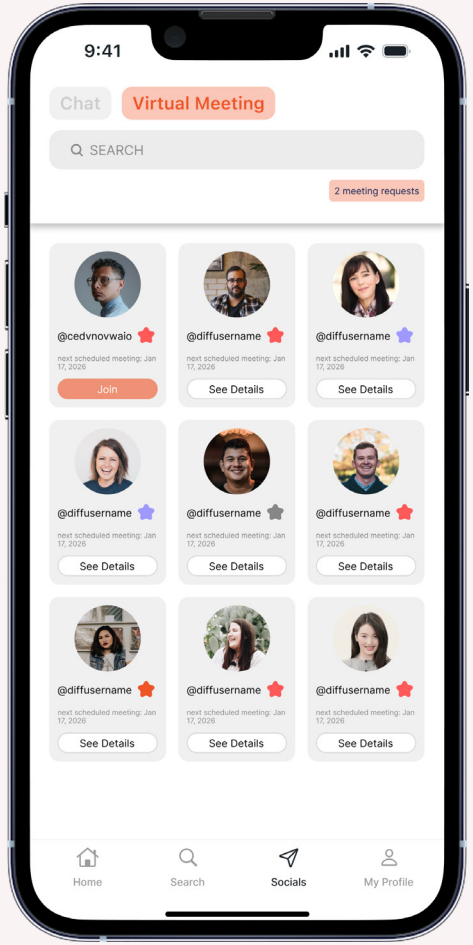
SOLUTION

Socials

The chat and virtual meeting feature makes this app more helpful and unique. Like other social media apps, there is an option to send direct messages to any users on the app. AThe Virtual Meetings tab at the top turns orange when selected. The screen shows meeting requests at the top and a list of scheduled artists below, including their username, profile picture, level, meeting date, and either a Join button for live meetings or a See Details button for upcoming ones. These social features of the app help users get real human feedback in the form of conversations, privacy where it is only the user and the specific artist they are having a conversation with, and immediate feedback just like any messaging apps.







Artique

REFLECTION

I believe that Artique was able to fulfill all of the goals identified from the initial research, insights, and brainstorming. Artique builds an art community that is credible and accessible, full of diverse artists who provide feedback for artworks that is immediate. The goal of anonymity, where users can use real names but also choose to be anonymous if they want to, is fulfilled through the option available when posting feedback and posting the artwork. Credibility is established through the profile feature where users can write their previous works or qualifications so that other users can view them. The star with color next to each username that indicates their level on the app also builds credibility when other artists view the user's feedback. Any user on the app can post their artworks, and any user can comment their feedback on artworks as long as their level on the app matches what the artist selected for the post. Users are able to receive immediate feedback by posting their artworks to the public so everyone on the app can see, and immediacy is supported further through the chat and meeting features for real conversations. Every feedback the user receives will be human since every user will be human. Privacy is supported through watermarks that can be shown on artworks when posting them so that other users on the app will not misuse what the user posted. All artworks and comments are equally discoverable on the app by viewing them under the latest artworks and art types on the home page or by going into a specific user's profile to view all of their artworks. By using Artique's bright orange and blue colors, users will have a comfortable and easy time navigating through the app and finding where to go for each action they want to complete.