Artists Project

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WELCOME TO OUR PROJECT

COOLTURA

Welcome to Cooltura.

A space that unlocks creativity for all.

Our idea is based on how individuals in the field of art have a platform to engage with other rightful members to discuss, ideate and collaborate in a true sense of community, globally!

We loved the concept to help creators/artists to connect and engage together.

THE PROBLEM

01

Visibility is a major challenge for new artists with no existing platforms to showcase their work for recognition, lack of marketing and technical skills along with financial back-up.

02

They also face difficulties of connecting with peers to share and exchange knowledge and experience.

03

The lack of a marketplace where artists get to meet each other.

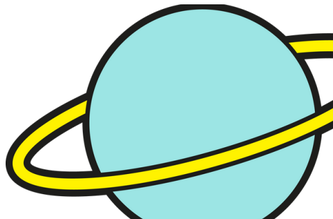
THE SOLUTION

We created an app for artists to

- Help the gain more visibility
- Notify them of local events to network with fellow artists.
- Keep them excited with a loyalty/reward system to benefit out of.
- Give them a Geo-targeted approach to find artists/events nearby.

OBJECTIVE HYPOTHESIS

- Do people want to know more people in their area who are doing art, craft and others ?
- Do artists want to know more people in their area, collaborate with them, make networking?
- Do people struggle with showing their art, promoting themselves, being recognised?
- Do artists struggle with selling their art?
- Is it important for artists to gain more and more recognition?



USER RESEARCH

Qualitative Research

We interviewed artists to get gather more insights about their challenges and motivations

- Tell us about yourself, and your work?
- What motivates you to create ?
- Where do you find inspiration?
- When is your favorite time of day to create?
- What is the audience that you want to sell your products to?
- Where do you find people interested in your art or product?
- Where do you work ? and how your process looks like
- Where do you show your art, services, product ?

USER RESEARCH

Quantitative Research

What is your age?

16 responses

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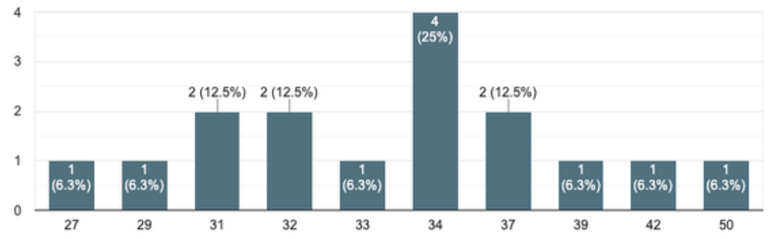

What type of artist are you ?

12 responses

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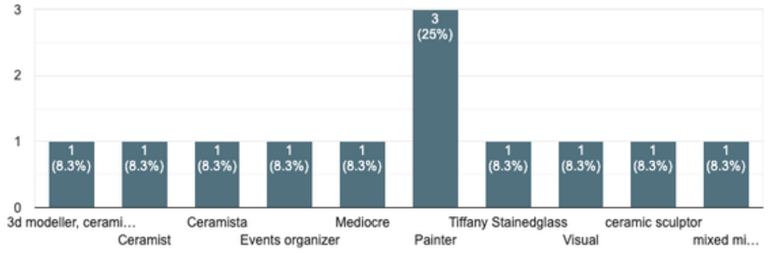

What are the prices of your art ?

9 responses

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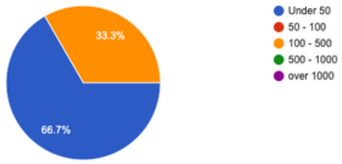

Which payment method do you prefer when you're selling?

13 responses

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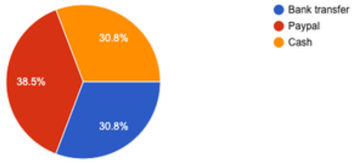

What audience is more interested in your work?

13 responses

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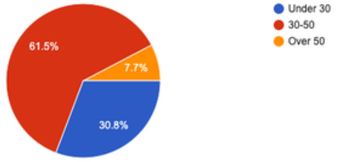

How Important is it for you to show your artwork online?

16 responses

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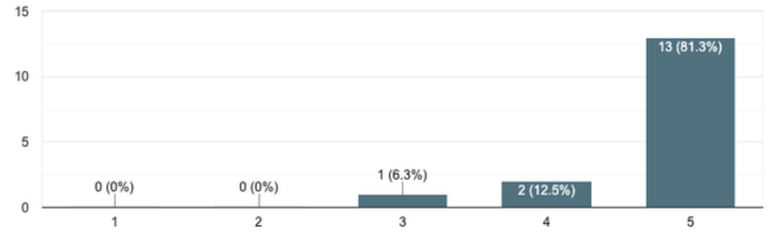

Have you tried selling your art online?

16 responses

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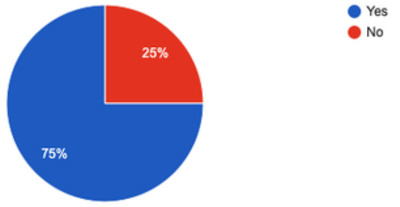


USER PERSONA

After collecting all the questionnaires & the surveys from different artists, we had the main insights about their current experience, their characteristics that helped us creating our persona.

Persona 1 - Basic information

George the fine artist

"Nature is my best friend when creating art"

- Age: 35 years old
- Occupation: Fine artist
- Location: Barcelona
- Education: FIne art university of Barcelona

I am a fine artist. I use a variety of materials to create art.

I would love to meet new creative people, exchange knowledge with them, and see my art spreading all over the country.

I am new in Barcelona, and i have a problem of finding other artist to collaborate with in the city.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

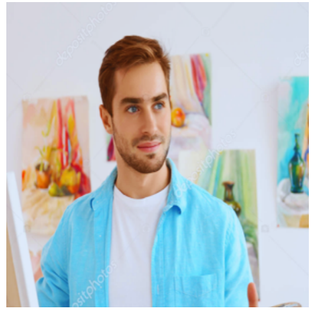
SAYS

I wish I knew more people around me in the city, who could help me create more things.

My target audience is not restricted.

I am just facing limitations with showcasing my artwork and connect with customers, I don't know what to do!

I want to reach and engage with customers and sell more of my products.



NEEDS

Reach and engage with customers and sell their products.

Empower himself and create opportunities for success.

Find audience, customers and people to gain more experience.

Get access to an ever growing library of content to bring his art to the next level.

THINKS

Why can't I just have more contacts?

I can spread my art to everyone

Only if i could have more people to show my work!

I want to be a better artist!

FEELS

Promoting and marketing my own artworks online can be frustrating alone.

I am so afraid that I won't get the opportunity to meet new artists same as my category.

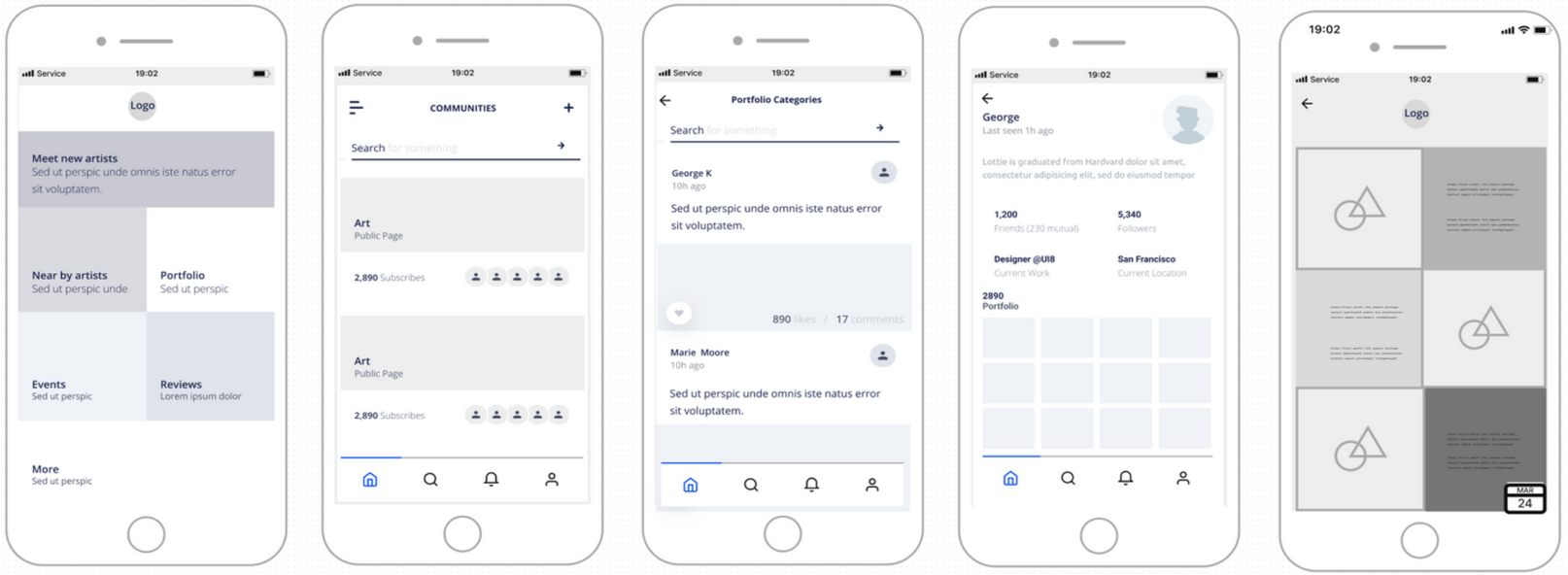
Hopeless! I am doing an exhibition next week, will people attend to it?

Frustrated! There is no specific app available for meeting new artists!

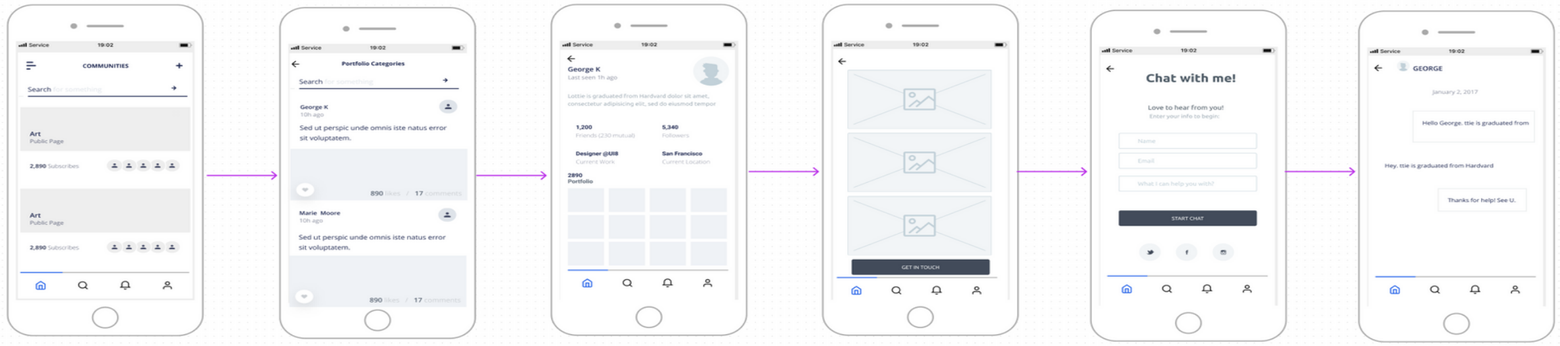
IDEATING

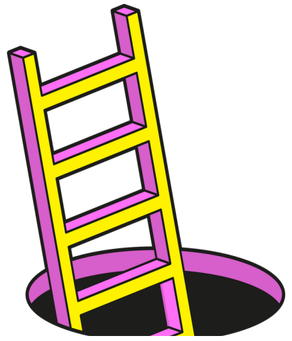
we started sketches our ideas to get a clear vision of the APP layout, page structure & user flow

Tab Bars screens



Explore Artists and their Portfolio





DESIGN SYSTEM

- Define the design language.
- Build a pattern library of common design elements.
- Document guidelines on how and when to use design elements.

PRIMARY COLOURS

SECONDARY COLOURS

ACCENT COLOURS

TYPOGRAPHY COLOURS

GRADIENT COLOURS

Montserrat

Heading 2

Heading 3

Body 22 Bold
Body 22 Regular

Body 20 Bold
Body 20 Regular

Body 17 Bold
Body 17 Regular

Body 15 Bold
Body 15 Regular

TAGLINE 15
TAGLINE 13

Caption 13

Caption 11 Bold
Caption 11 Regular

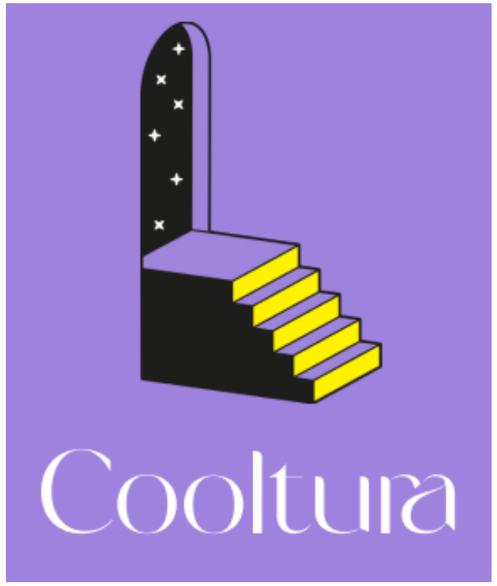
Get started
Get started
Get started
Get started
Get started
Complete
Complete
Complete
Complete
Complete

Send
Send
Send
Send
Send

Update
Update
Update
Update
Update
Sign out
Sign out
Sign out
Sign out
Sign out

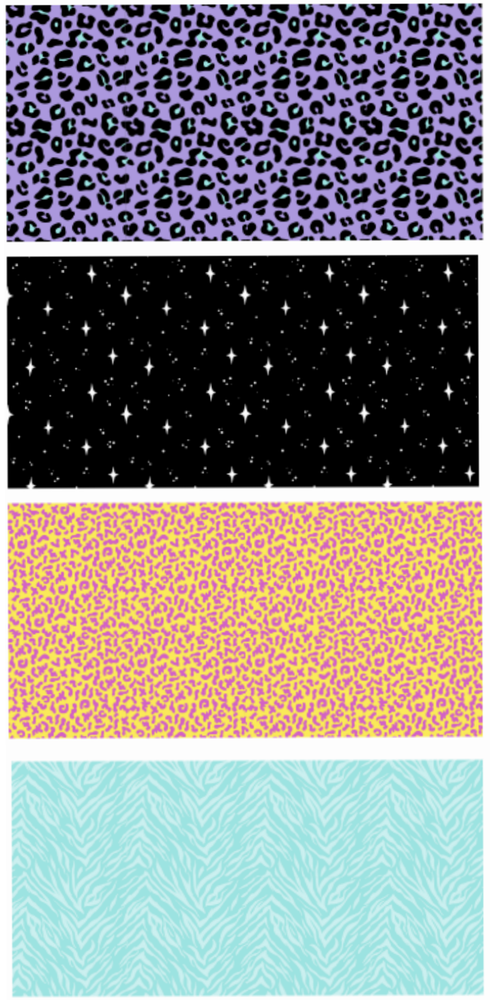
LOGOTYPE

Rationale
cool, chic, and fun informal space to collaborate



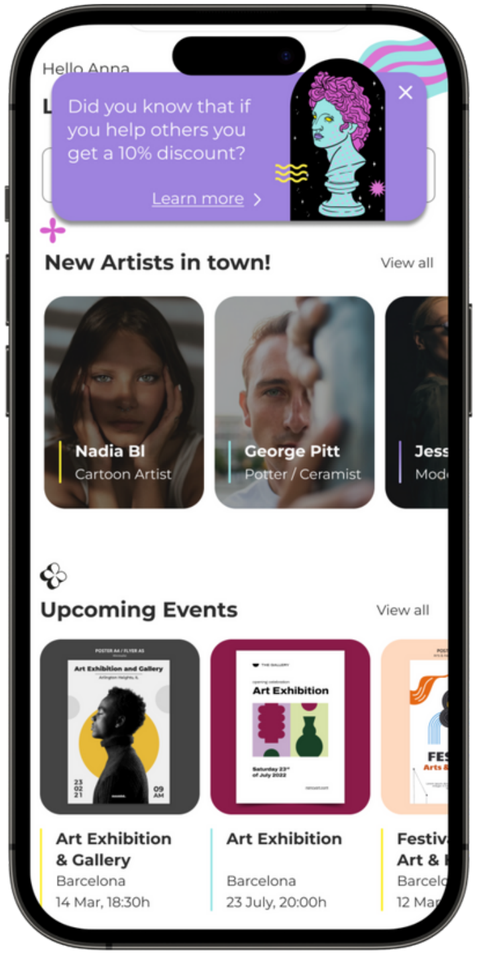
Elements

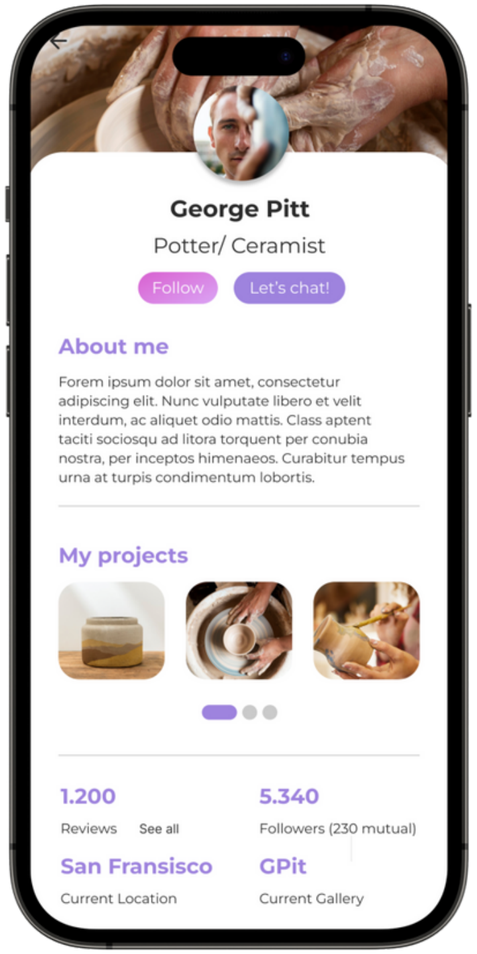
Backgrounds

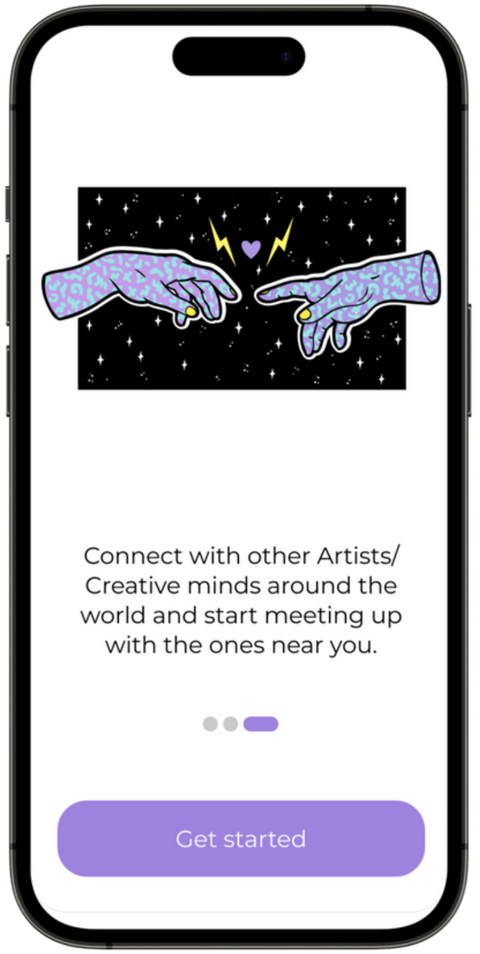


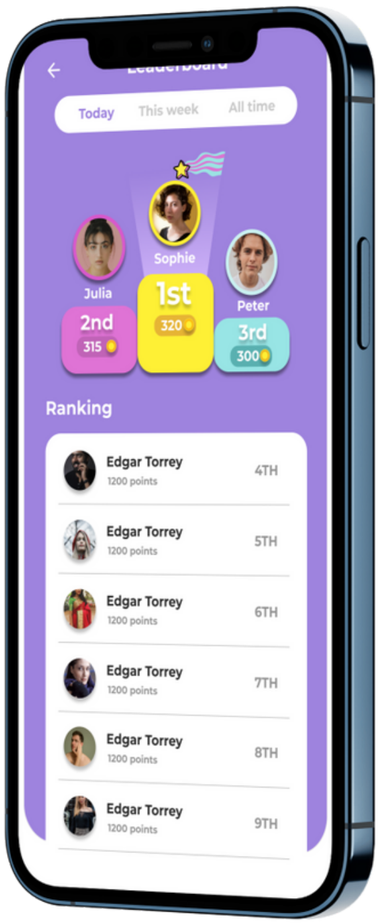
HIGH-FIPROTOTYPING

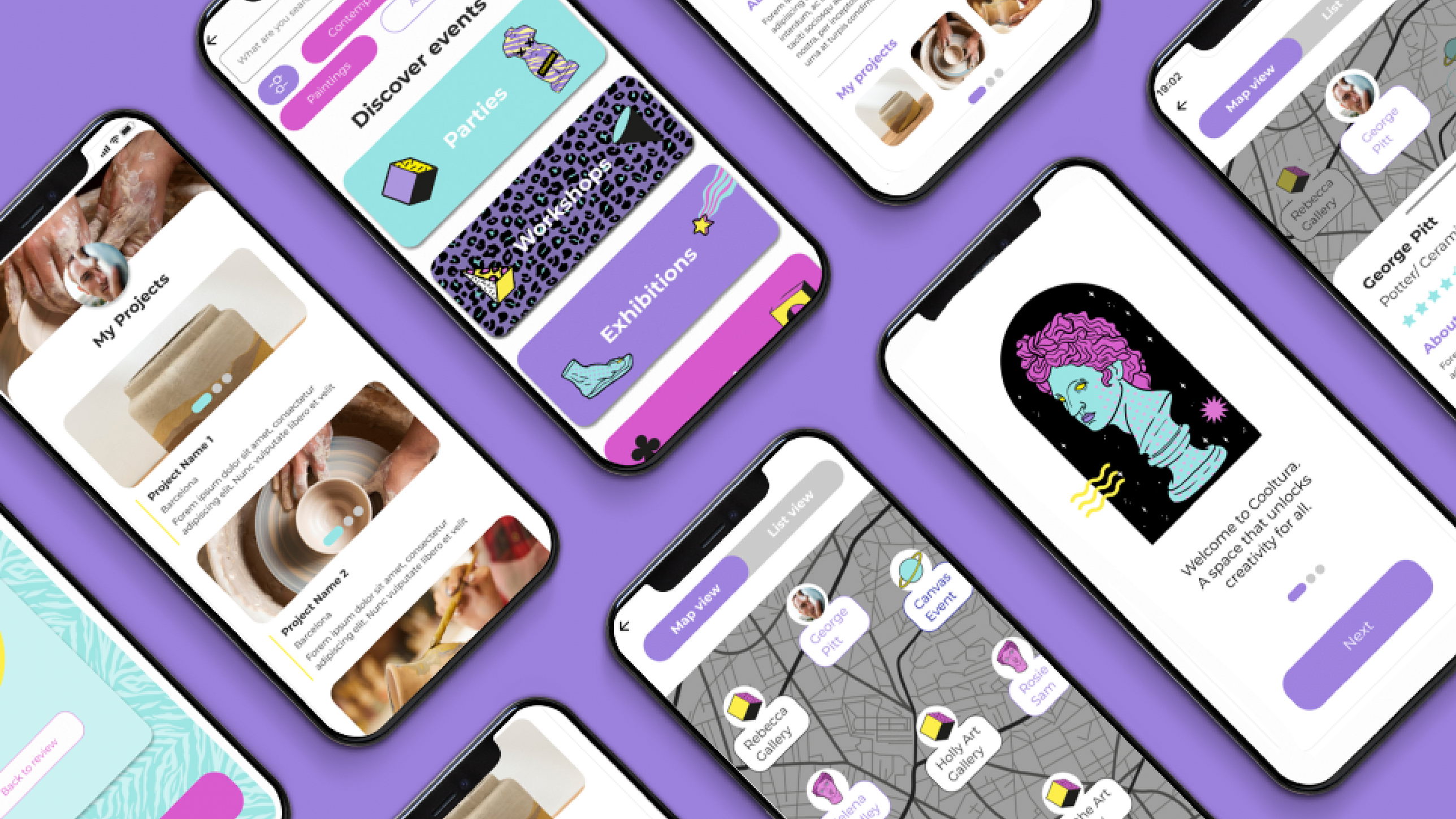
Prototype here







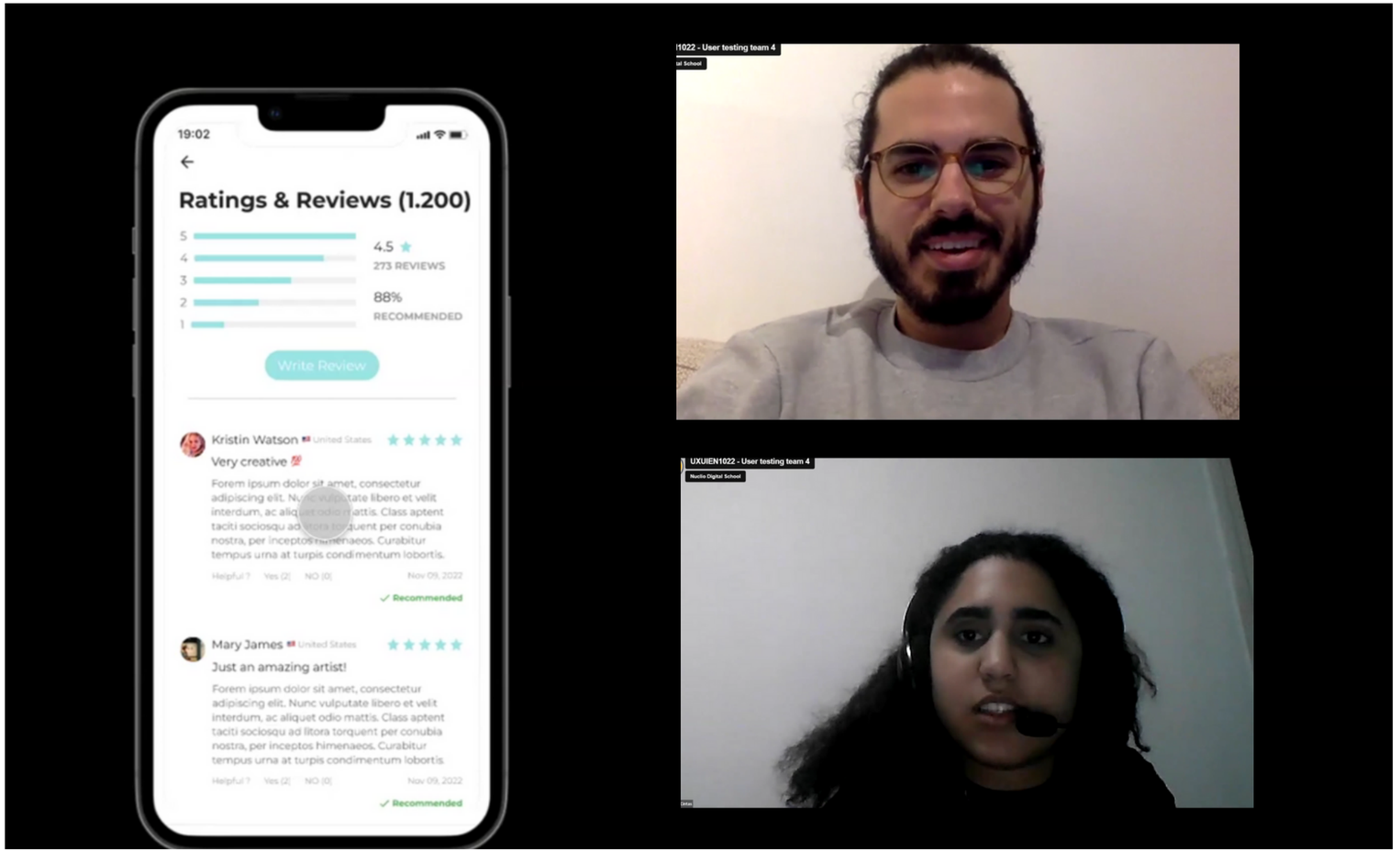



Discover events
Parties
Workshops
Exhibitions
My Projects
Project Name 1
Barcelona
Project Name 2
Barcelona
Map view
List view
George Pitt
Canvas Event
Rebecca Gallery
Holly Art Gallery
Rosie Sam
Welcome to Coolfura.
A space that unlocks creativity for all.
Next
Back to review

USER TESTING

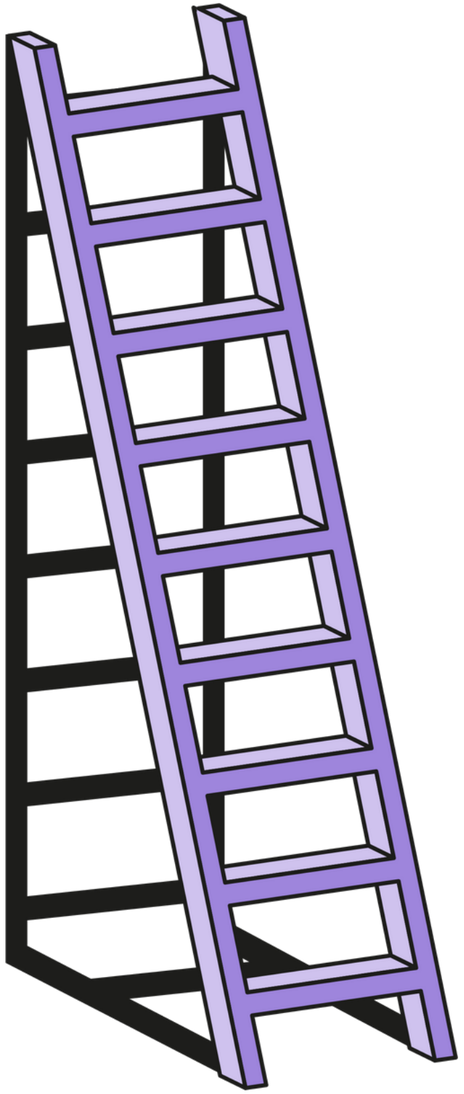
Missing & Fixes to be done: all history conversations page fix after review page fix all arrow back actions profile page which artist is attending to which event

-Know which artists will join X event
-Forum
-History chat
In a summary, the users wanted us to integrate more features and
make a better version of the produt. "Polish the edges" a bit more.



WHAT WE LEARNED

Through usability testing, we understood the behavioral patterns of our customers on a wider scale. We got multiple insights into their perceptions and how their reaction to our product's features.



THANK YOU!
THANK YOU!

Q&A