

ARTMOP

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Oct - Nov 2022

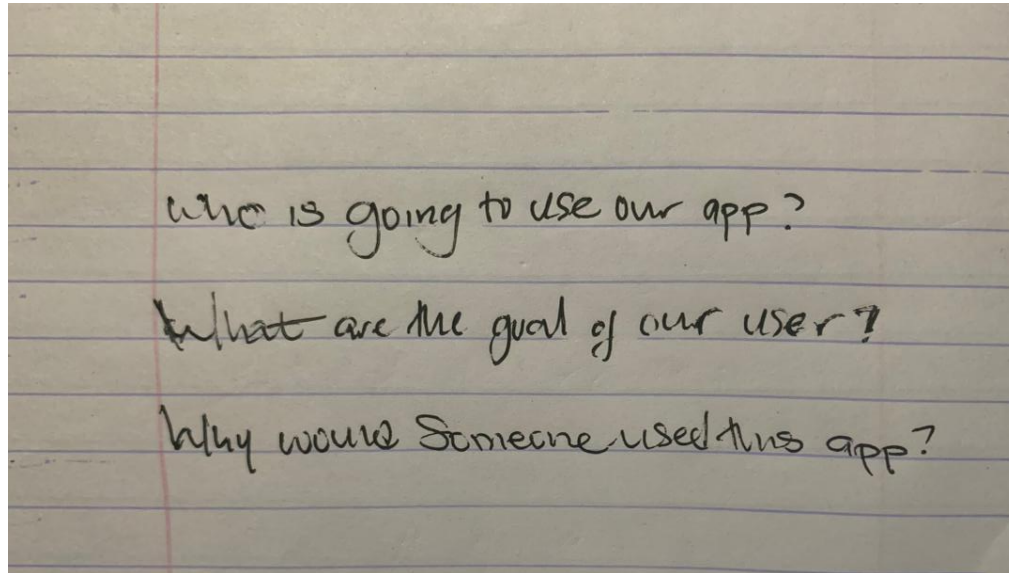
What is Artmop?

Artmop is an art gallery application created for artist enthusiast. It allows users to auction and buy an art design

- a. Kickoff
- b. Competitive Analysis

a. Kickoff

Starting of, I asked myself a few initial questions. After interviewing five participants to establish Personas later on, it became evident that the goals they wanted to accomplished are the same.



a. Competitive Analysis

		Wonder	Artpro
		Direct	Indirect
General Information	Competitor type	Direct	Indirect
	Location	New York, USA	Sundsvall, Sweden
	Product offering	Different Art Auction	Specific Art Auction
	Price	\$\$\$\$	\$\$
	Website	https://www.codeway.co/	https://www.artpro.com/
	Business type	Large	Small
First Impression	Target audience	Higher Income Buyer	Upcoming artist/Low Income Buyer
	Unique value proposition	Offer a diverse variety of Art design	Offers a Specific Service
	Desktop website design	Outstanding Website is well-designed and easy to use Simple Design	Okay Limited features available in the desktop version Minimalist design
	Dedicated mobile app design	Good App is well-designed and easy to use Smooth audit process Minimal features	Good Modern minimalist design Design is clean and easy to use Some features don't work as intended
	Features	Needs Work No payment is required for premium features Ability to create a user profile No loyalty rewards program	Outstanding One-Click Payment Ability to create user profile Offers premium features for returning users
	Accessibility	Good Offers different languages	Outstanding Integrated with voice control software Offers different languages
Interaction	Navigation	Good Easy basic navigation Clear indication of clicked element	Good Easy basic navigation Clear indication of clicked element
	Brand Identity	Outstanding Strong brand identity Visual design communicates company ethos/character	Outstanding Strong brand identity Visual design communicates company ethos/character Modern and trendy design
Visual Design			

Research & Observation

In this section, we take a look at how users interact with similar applications in day-to-day life. Using this knowledge, I will be able to drive my design process forward.

- a. Task Analysis
- b. Creating Personas

a. Task Analysis

I gathered five users to participate in a Task analysis, using Wonder & Artpro as the application choice

- 1 Wonder**

I asked each user to walk me through the bidding and purchase process for an artwork. 40% of participants struggled to finish the activity.
- 2 Artpro**

I requested each user's profile page, but this time I requested that they alter the text font in the app. A whopping 80% of participants were unaware that they could alter the text's typeface.

b. Creating Personas

1



Angela

Age: 45

Education: University Graduate

Hometown: Texas

Family: Living with Partner

Occupation: Investor

“You can have anything you want in life if you go for it”

Goals

- To experience new design in market
- Purchase an art with ease

Frustrations

- Getting too much stress in seeing the text and design
- Getting Issues when trying to make payment

Angela is a University Graduate of Cambridge University and also an investor. She sometimes encountered difficulty in seeing text and images because of her colour blindness. She has an interest in buying new art drawing from an art gallery so, she can sell them in future

b. Creating Personas

2



Smith

Age: 35

Education: Harvard Graduate

Hometown: New York, New York

Family: Lives with partner

Occupation: Artist

"I love trying out new art design to get new experiences"

Goals

- To see new art design in market and learn new skills

Frustrations

- Some of these new platforms are difficult to navigate for inexperienced/newbie users.

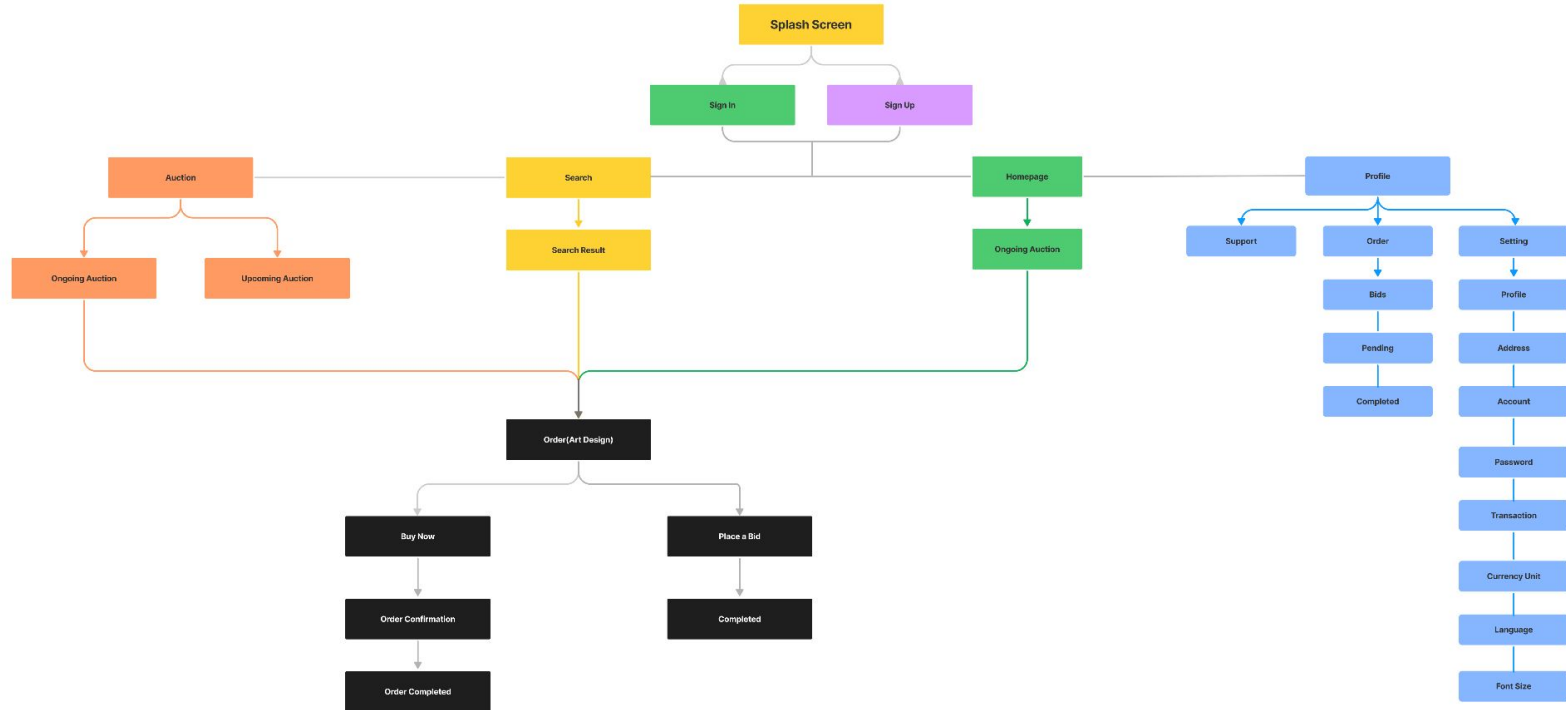
Smith is an artist living in a city in New York called New York City. Smith is a great artist trying in finding new designs in the market and try them.

Preliminary Design

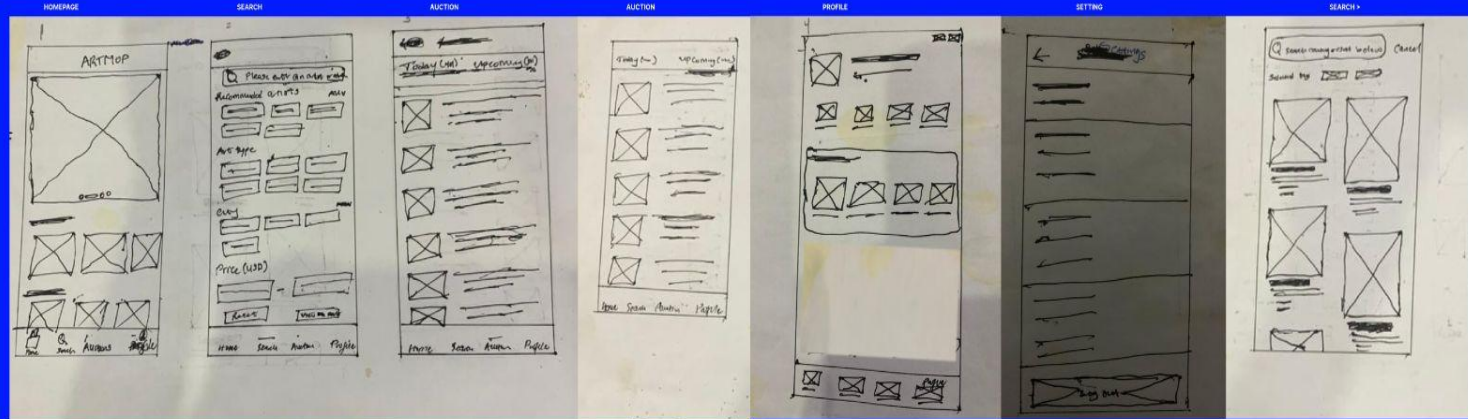
This is where the application really starts to take off. This section include preliminary wireframes, flows and much more.

- a. Information Architecture
- b. Sketched Wireframes
- c. Lo-fi Wireframes
- d. Wireflow

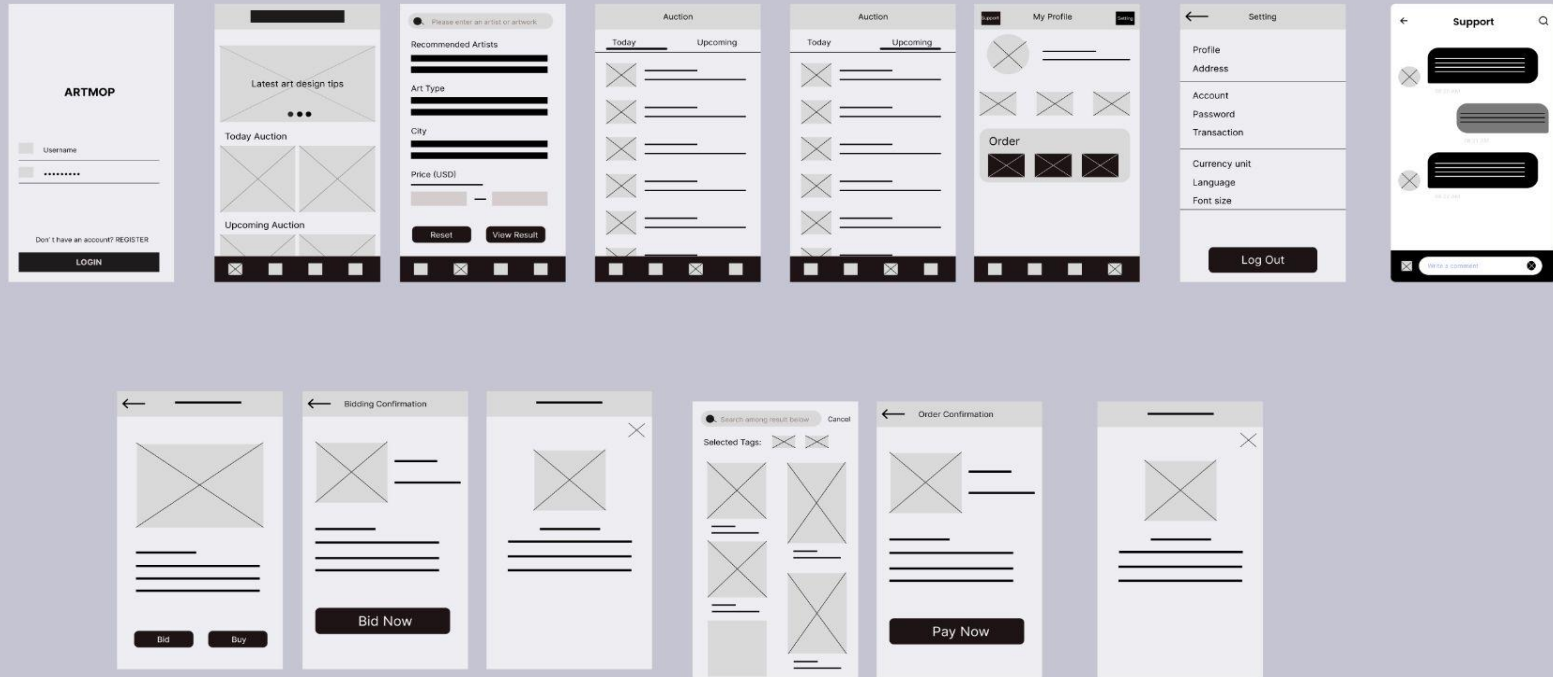
ARTMOP INFORMATION ARCHITECTURE



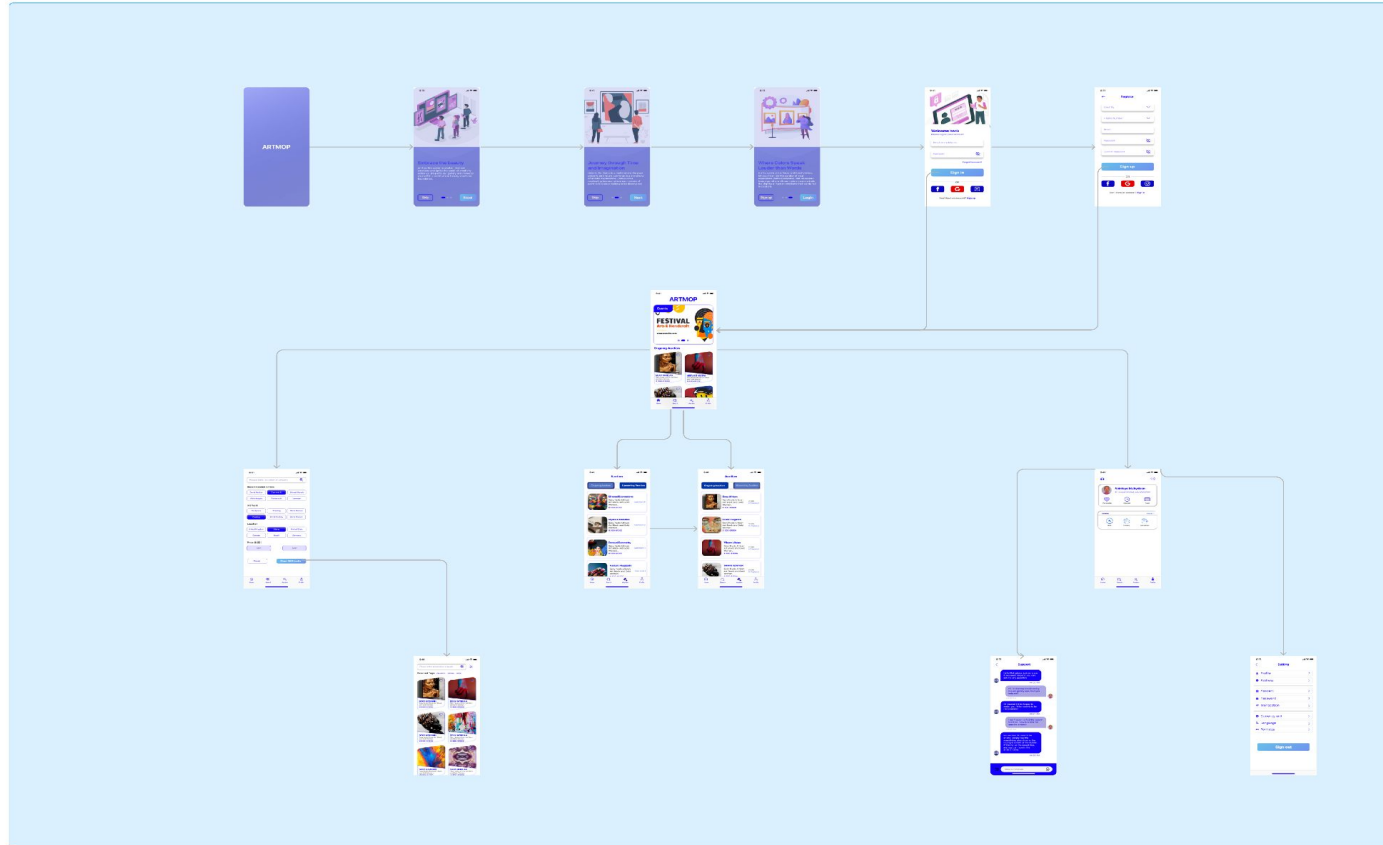
b. Sketched Wireframe



c. Lo-fi Wireframes

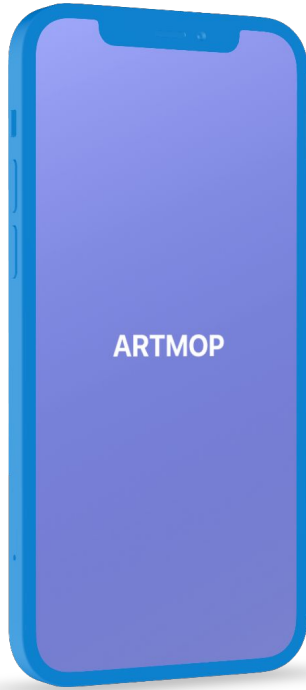


d. Wireflow



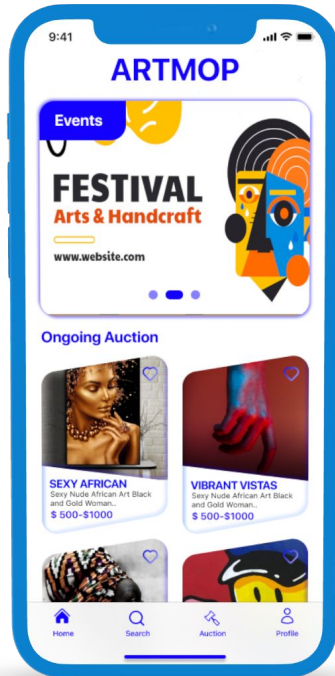
Final Design

I will continue to iterate on Artmop's UX in the foreseeable future, but given my time allotted, these are my final designs.



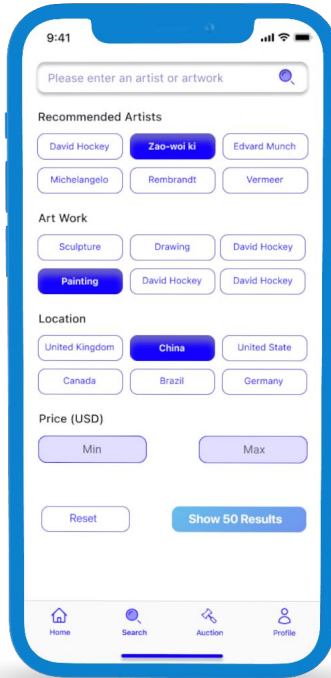
1. **Splash Screen**

Upon launching Artmop, you are greeted with a classic splash screen consisting of “Login” and “Sign up” options.



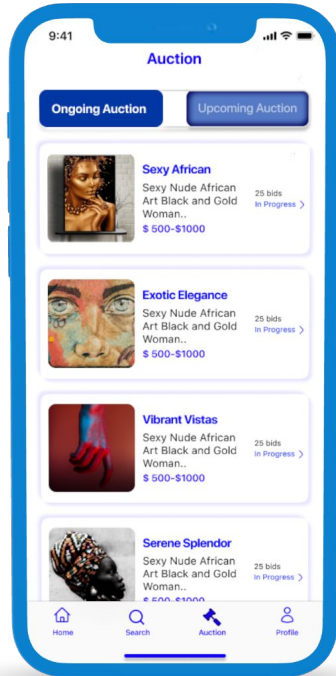
2. Home

Following “Login” the user is greeted with a screen in which they navigate to other section of the application.



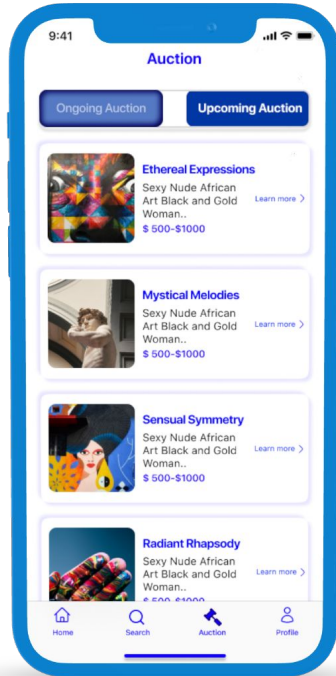
3. Search

The Search function is importance in any art gallery application. It lets users find the art design they want to buy, and in Artmop is no different. Search for an Artist, Art Work and much more.



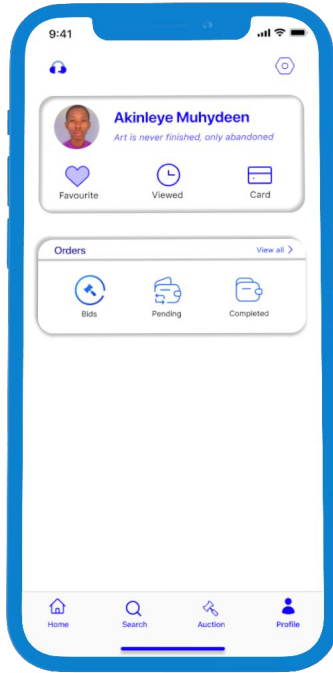
4. Auction (Ongoing)

This Auction page in Artmop is used to bid/buy for an ongoing art design instantly.



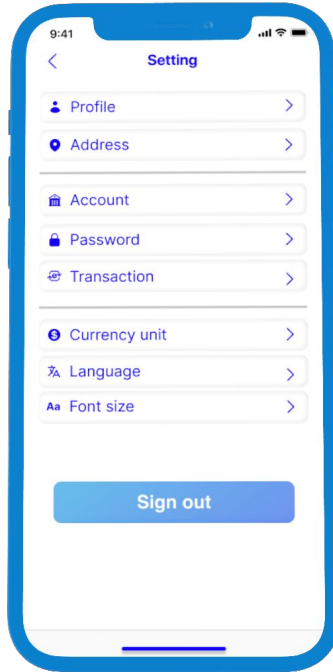
5. Auction (Upcoming)

Auction (Upcoming) page in Artmop is used to pre-bid for an upcoming art design auction.



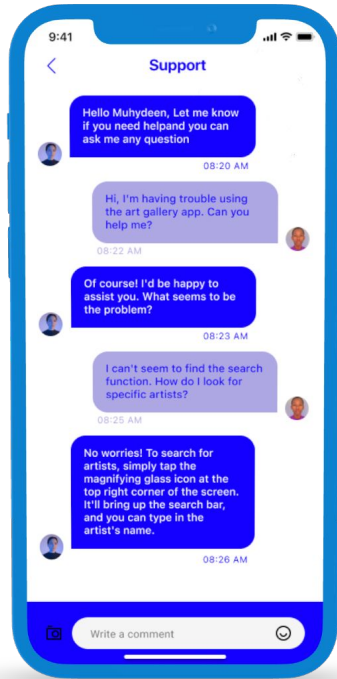
6. User Profile

The User profile is all about you. You can view your favourite, viewed art design. You can also be able to view your Bids, Pending and completed Orders.



7. Settings

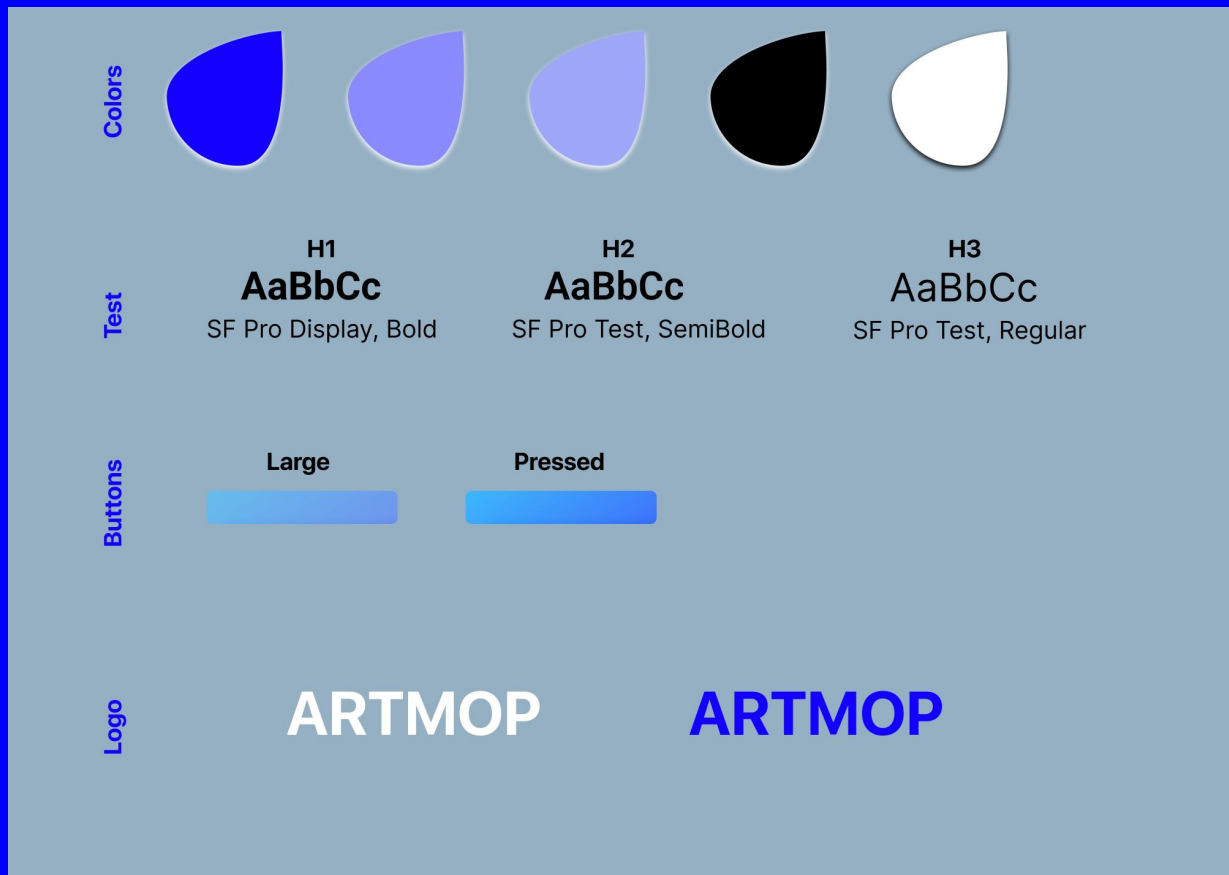
Modify/Update your account, application or profile settings within the settings tab of the application.



8. Support

It is a communication delivery that is provided to a user within Artmop, without first requiring the user to exit and use a different means to reach a support agent.

Style Guide



Conclusion

I have thrown a lot at you, so here's a summary of what I have set out to accomplish.

Summary



I make sure that Artmop achieves the aims of the users, so I gave them top priority during the design phase. I design an easy, quick approach for easily bidding on or purchasing an art design.

Making art and design approachable and entertaining for everyone is my main objective. To that end, I'm dedicated to making things that are both aesthetically pleasing and widely available. I try hard to generate original, creative works that are open to all audiences, encourage dialogue, and result in deep connections.