Audrey Bentley - Project 2 - October 2021

MITM ART

Included Deliverables:
- Competitive/Comparative Analysis
- User task analysis findings
- Survey Results and User Interviews
- Interview Synthesis through Affinity Mapping
- 2 Personas
- Problem & Solution Statements
- 2 Task Flows
- Site Mapping
- Links for Affinity Map, Figma File, and Prototyping
- Usability Testing Results

Competitive/ Comparative Analysis

& User task analysis findings

Comparative Analysis | Etsy.com

Something Etsy does really well is appealing to peoples emotions. In my interviews, I found that half of my users are people who purchase based on uniqueness and one-of-a-kind status. Upon further investigation into the WHY, it almost always boiled down to tapping into some type of emotional connection with the artwork, or the want to support artists.

Etsy appeals to those emotions by giving not one but MANY ways to connect to the art/artist They do a supreme job of showcasing artists (or really letting artists showcase themselves). There are multiple stores and human elements speckled all throughout the site. I found myself not even looking at pricing anymore. I wanted to find a piece with a really cool story, or an artist that I connected with. Knowing I would be getting not only a cool piece, but I would also be helping an artist, and maybe even a charity... I mean... all the feels. How DARE I care about the cost at that point.

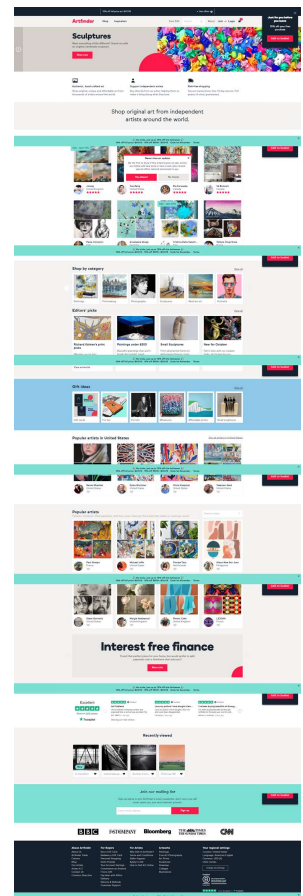# Competitive Analysis | Artfinder.com, Saatchiart.com, Art.com

Pros
Some of the sites offered more filter options than others - appealing <u>very </u>much to the more logical minded shoppers, but also not bothering emotional shoppers. Most expressed importance in a lot of filter options.
Supports artists and has little blurbs about them under their artwork.

User Oberservations/Task Analysis Findings -

- So many of the sites had horribly annoying and persistent pop ups. Users expected the first popup, and simply closed it, but about 6 minutes in and 4 pop ups later, users were extremely frustrated and wanted to leave the site.
- Most of the sites were very cluttered and unorganized, taking users quite a bit of time just to find a simple shop button. Most users' feedback was they felt overwhelmed by the amount of options on the front page, without enough negative space in-between sections/photos.
- All navigation is removed when looking at cart – what if user wants to keep shopping?
- Users Surprised by an $80 crate fee seems "snuck" in to shopping cart.

Survey Results and User Interviews

USER RESEARCH
Research methods used-
Competitive/Comparative Analysis
Surveys (20+ surveys)
Interviews (4 interviews)
Affinity Mapping
User Testing
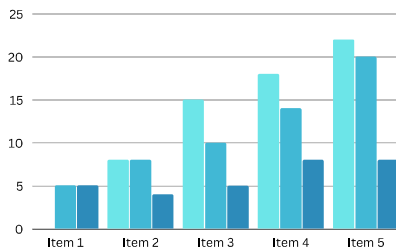
SURVEY RESULTS

CURRENTLY OWNED WALL ART:
PAINTINGS/FRAMED PRINTS – 92.8% - OF THOSE
58% HAD HIGH END PIECES
85% MIRRORS
77% HAD FAMILY PHOTOS
77% HAD SHELVES WITH OTHER DECORATIONS
46% HAD CLOCKS
31% HAD SOME TYPE OF COLLECTION DISPLAYED

SIGNED AND AUTHENTICATED ART
6 OF 14 USERS WANTED THE OPTION TO SEARCH
FOR A SIGNED PIECE

FILTERS
100% OF USERS FELT THAT SIZE, PRICE, COLOR, AND
STYLE WERE NECESSARY FILTERS
(MODERN/CLASSIC/ETC),
THEME – 92%
AVAILABILITY – 92%
ARTISTS NAME – 50%
OTHER NOTABLE SUGGESTIONS: MATERIALS
(FABRIC/WOOD/ETC)

USERS NUMBER ONE PRIORITY WHEN SEARCHING
FOR HOME GOODS
FILLING A SPECIFIC LOCATION IN THEIR HOME 57.1%
UNIQUE ART/SOMETHING THAT SPARKS AN
EMOTION 42.9%

COST VS UNIQUENESS
COST IS A HIGHER PRIORITY 42.8%
UNIQUENESS IS MORE IMPORTANT THAN COST 57.2%

100% OF USERS FELT THAT IF THEY TRULY LOVED A
PIECE, THE COST WAS LOW ON THEIR LIST OF
PRIORITIES

SALE
86% OF USERS FELT THAT A SALE AD WOULD BE
ENTICING
14% FELT THE ADS WERE ANNOYING

PREFERRED SEARCH METHOD
64.3% PREFERRED INSTAGRAM/PINTEREST STYLE
SCROLLING(MOSTLY PHOTOS WITH A FILTER OPTION)
14.3% JUST START AT THE TOP AND LOOK AT
EVERYTHING
21.4% METICULOUSLY SELECT ALL THE FILTERS
(SIZE,COLOR, STYLE, ETC) TO MATCH THE IMAGE IN
THEIR HEAD.

PDP – IN ADDITION TO PRICE, SIZE, AND DESCRIPTION
USERS SAID THEY WOULD LIKE TO SEE THE FOLLOWING
LISTED ON THE PDP PAGE
78% SAID THEYD LIKE TO SEE ALTERNATIVE SIZE OPTIONS
FOR THE SAME PIECE
72% SAID MULTIPLE PHOTOS WERE A MUST
64% PREFERRED ALTERNATE FRAME OPTIONS, AND 100%
OF THOSE SAID THEYD LIKE COLOR OPTIONS TOO
64% WANTED TO BE SHOWN SIMILAR ITEMS TO THE
PRODUCT THEY WERE VIEWING

SCALE:
7.1% HIGH PRIORITY (WONT PURCHASE WITHOUT A
SCALE COMPARISON)
71.4% MID-HIGH PRIORITY
21.4% MID PRIORITY
0% SAID THEY DIDN'T WANT TO SEE A SCALE OPTION

GALLERY WALL
100% OF USERS WERE INTERESTED IN A CUSTOM
GALLERY WALL
57% OF THOSE USERS WANTED A WAY TO
INCORPORATE SOME OF THEIR OWN PIECES INTO THE
GALLERY DESIGN
50% WANTED TO ADD PLANTS
78% WANTED TO AN ECLECTIC STYLE WALL WITH OTHER
OBJECTS SUCH AS HATS/BASKETS/OR SHELVES FOR
COLLECTIBLES
 WHILE ONLY 22% WANTED THE "NORMAL" TRADITIONAL
STYLE

MOST VISITED ONLINE RETAILER FOR HOME DÉCOR:
AMAZON WITH 83% OF THE VOTES
OTHERS SHOPPED AT TARGET, ETSY AND WAYFAIR

REVIEWS
62% SAID REVIEWS WERE A HIGH PRIORITY
38% SAID THEY WOULDN'T PURCHASE WITHOUT SEEING
A REVIEW.

Lindsey
Types of Décor: Family photos, framed prints, plants, mirrors, unique signed pieces.

Filters: size, color, style, theme, stock, price, Artist name, and signed by artist option.

Unique vs Price – Only buys unique but is also concerned with price. Cant go crazy with their purchase.

Search style – Meticulously select all the filters (size, color, style, etc) to match the image in your head, and see what pops up

PDP preferences – size, other size options, other color options, multiple photos, reviews.
Not necessary – Frame options, "to me, I would rather just buy the print, then go to michaels when they are having a BOGO option and buy the frame there."

Scale – 4, medium high level importance "There needs to be SOME sort of scale reference point."

Gallery Wall – Would consider. Adds: mirrors and plants and shelves. Would want to incorporate other items that are not on the site, and doesn't want to HAVE to buy everything from the site's gallery wall suggestion (maybe blank avg size pieces in the shot for cust. to purchase or add their own) "I don't necessarily want to buy all my art from the same place. I would want to be able to add some of my own stuff." "I wouldn't want a fully curated gallery, I would want to throw in my vintage or obscure finds" "I don't want one single theme. I want ALL the things"

I like looking for nine inch nail posters
I buy the signed posters for the collectability of them.

I like unique pieces because its not stuff you usually see.

Ive never liked "normal" artwork.
Im weird so I like weird art. The darker the better!

I like to have a lot of filter options because I have very specific taste.
I don't want to have to sift through a bunch of pink stuff if I am looking for something in my style.
I also like to have a lot of filters because of my ADHD. If I have too many options I will freak out and not pick anything.
If I have too many options I shut down and don't pay attention to anything.

SALE ADS: It prompts me to look more and TRY to find something when I see a sale add.

Emily

Types of Décor: Paintings, Family photos, framed prints, plants, mirrors, unique signed pieces, vintage finds from goodwill. "Generally, I purchase second hand when I can, mostly for the unique items I find" "Some things I have on my walls that are a little different are things like trays, hats, 3D art, and I even have some dishes!"

Filters PLP: size, color, style, theme, stock, price, Artist name, and signed by artist option. "Really any and all filters are good."

Unique vs Price – Only buys unique. Will save up if they have to. "I would definitely pay more for a unique piece of art"

Search style – Meticulously select all the filters (size, color, style, etc) to match the image in your head, and see what pops up.

PDP preferences – size, multiple photos, about the artist, story behind the piece

Scale – 4, medium high level importance "There needs to be SOME sort of scale reference point."

Gallery Wall – Would consider. Adds: mirrors and plants and shelves. Would want to incorporate other items that are not on the site. "

I only buy originals, The one-of-a-kind element is really important to me.
My favorite store to find home and wall decor in is goodwill. Its like a mystery box. You never know what youre going to find.
When you mass produce art, It loses all its magic.
For non-"art" wall décor, like shelves and framed family photos, I like shopping on amazon because there is usually a greater selection available
I like things that remind me of people and experiences.
I also really love art that comes with a story - whether I know who made them, purchased them while traveling, or they are vintage/antique.I feel an emotional tie to my art. If it doesnt give me the warm and fuzzies, I dont want it.

Karuna –
Types of Décor: Paintings on canvas, Family photos, Unique/Signed Art, Shelves with other décor, Collections, Mirrors, Clocks
Filters: Important – size, color, style, theme, stock, price, reviews
Not important – Signed by artist, Artist name

Unique vs Price – Likes a mixture of both. Unique to her is more of how much she likes it, nothing to do with artists or signatures.

Search style – Instagram/Pinterest style scrolling (with a filter option)

PDP preferences – size, other size options, alternate frame choice, other color options, multiple photos, reviews, Similar products

Scale – 4, high/medium level importance

Gallery Wall – Loves it. Adds: mirrors

HOW I SHOP
When looking for new art, My first priority is size because I have a specific spot in mind. My second priority is design.

What I like
I don't want same art you see everywhere, so I just look for something that looks different to me. Sometimes you get good stuff at Jcpenney or Living spaces that isn't seen as much. I do like abstract art.

I am from india, so I do like when I find things that are imported that remind me of home.

SALE ADS
If I see something is on sale it definitely attracts me.

Melanie –
Types of Décor: Paintings on canvas, Framed Prints, Shelves with other décor, Mirrors, Clocks
Filters: Important – size, color, style, theme, stock, price
Not important – Signed by artist, Artist name
Unique vs Price – Likes unique but mainly looks for budget items
Search style – Instagram/Pinterest style scrolling (with a filter option)
PDP preferences – size, other size options, alternate frame choice, other color options, multiple photos, reviews.
Not necessary – Similar products
Scale – 3, medium level importance

Gallery Wall – Would consider. Adds: mirrors and plants. Would want to incorporate other items that are not on the site, and doesn't want to HAVE to buy everything from the site's gallery wall suggestion (maybe blank avg size pieces in the shot for cust. to purchase or add their own) "id consider it but I probably wouldn't buy it because I doubt that I will like all of the items in the collection, which is necessary for me to buy it" "I would want to be able to add some of my own decor if I were building a gallery wall"

I like to be able to see all the variety that etsy offers.
Ideally I would like to support a small shop owned by a creative person but I am not against at all buying things from target or wayfair. Etsy has been my go-to for variety. I do like to support artists, but I'm not going to discriminate when it comes to décor - Im not fancy enough for that.
My dream is to have some floating shelves with plants and knickknacks

HOW I SHOP
When I look for art, I have certain spaces in mind where I know I want to put something.
I go in with an idea of what size and style I already want for a particular space on my walls.

COST
Art is expensive so of course cost is a concern.
We have lived here for two years and there are still blank walls because no one wanted to be the one to pay for it.

SALE ADS
I hate when there is a popup I have to close out of.
I feel like I end up disliking most sale items because they are typically left over items.
I will look at a sale with low expectations and if I find something then great!

SCALE PDP
If I really want to see how the size will fit in my space, I will draw it out on paper and tape it onto the wall to see how it will look.
The scale photo of a piece in an actual space is helpful but not imperative.
It would be REALLy cool to be able to move the photo around on the screen with the scale couch.

Personas

Problem & Solution Statements

Task Flows

STELLA

The Free Spirit

Bio

Stella is a Writer who considers herself an artist of words. She typically prioritizes emotion over logic, values close friendships, enjoys thinking deeply about philosophical issues, and can often be found volunteering at a local shelter. When looking for art, she wants to feel inspired. She also feels strongly about supporting artists, and prefers to buy original work when she can afford it.

Stella's Style

As a self proclaimed "Eclectic Empath", Stella's style is a bit eccentric... sometimes moody feeling, sometimes more cheerful - the one constant you'll get with Stella is that every space is 100% uniquely HER.

"Art is MAGIC."

Goals and Motivations

- Believes art is an expression of her inner self and wants that to show in the art she selects.
- Prioritizes feelings and emotional connections.
- Feels strongly about supporting the art community and prefers to purchase original artwork whenever she can afford it.

Frustrations

- Lack of original artwork available when searching online.
- Feels disconnected from the online shopping experience because there is no story or feeling associated with the experience.
- Wants more options for places to purchase art, but shopping online typically feels very cold and impersonal.

STELLA

The Free Spirit

Problem

Stella is frequently frustrated by her online shopping experiences – especially when it comes to purchasing art. She doesn't have much of a local art selection in her area, but hates shopping online due to the cold and impersonal shopping platforms she typically experiences. Stella needs a more personalized way to find unique art and support the artists that mean so much to her.

Solution

MITM art is a website that offers an unmatched "feel good" experience when it comes to supporting the art community. The website not only highlights each unique artist with personalized profiles and a front page feature each week, they also support the art community through an art share charity initiative, in which 100% of the programs proceeds go to the Artists For Humanity Foundation.

Stella's Task Flow

Home → Art Roulette → Take Quiz/ Choose Tier → Checkout → Confirmation

SAMIRA

Bio

Samira is a Financial Analyst who, by nature, is a very logically driven. She loves nice things and values quality and good reviews. When looking for a piece of art, she typically goes in already prepared with a specific list of the size, style, and color that she will be looking for. She knows what she wants, and doesn't want to be bothered with sorting through pages of product to find it.

Samira's Style

Earthy minimalist - a black and white canvas warmed by earthy neutrals. Symmetrical, Clean Lines, Stylish

"I know what I like."

Goals and Motivations

- Values organization and practicality.
- Is cost conscious, but also values good quality and good reviews. Will not purchase a product without seeing a review.
- Enjoys keeping her home looking nice and up to date on style trends.

Frustrations

- Lack of filters - does not want to have to scroll through hundreds of items to find things within her parameters.
- Lack of quality products. Wants to be able to read reviews and know what she's really getting.
- Disorganization and clutter.
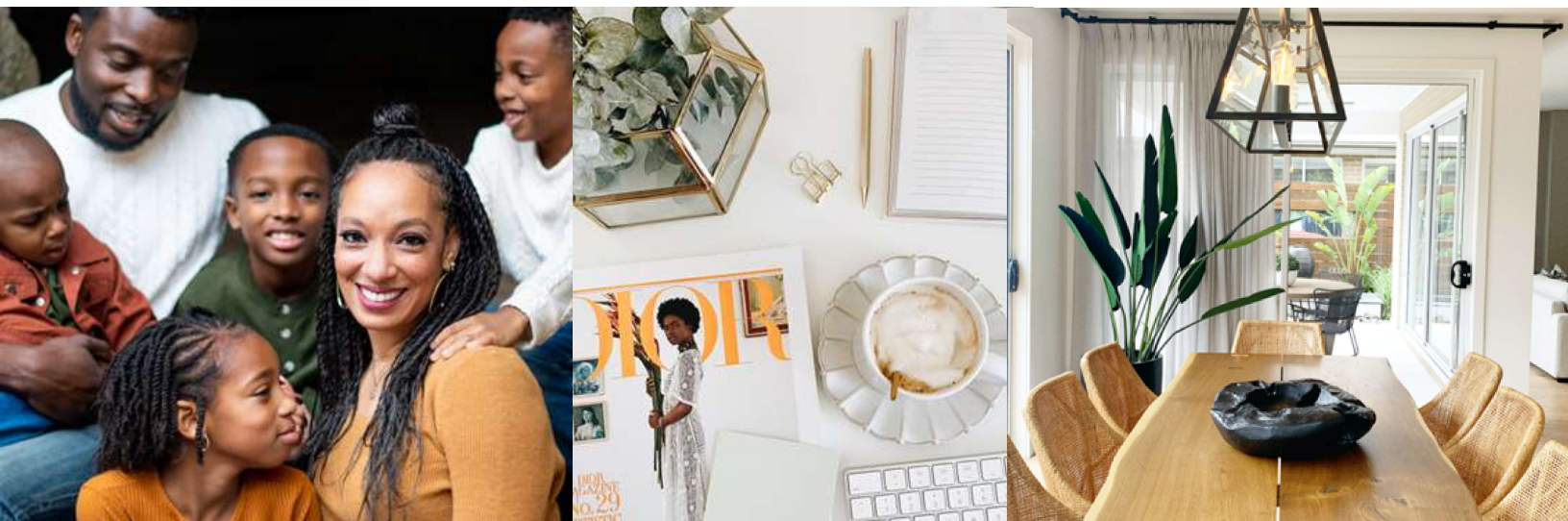
SAMIRA

The Logical Analyst

Problem

Samira needs a more efficient way to find the specific style of art she is searching for. She finds that most websites are cluttered and disorganized, so she never seems to be able to find things as quickly as she needs to.

Solution

MITM art is a website that offers multiple search options when it comes to locating the specific art Samira is looking for. Carefully laid out filters, "visually similar" search options, and product keyword tags are all part of what make MITM art an easier website to find exactly what you're looking for.
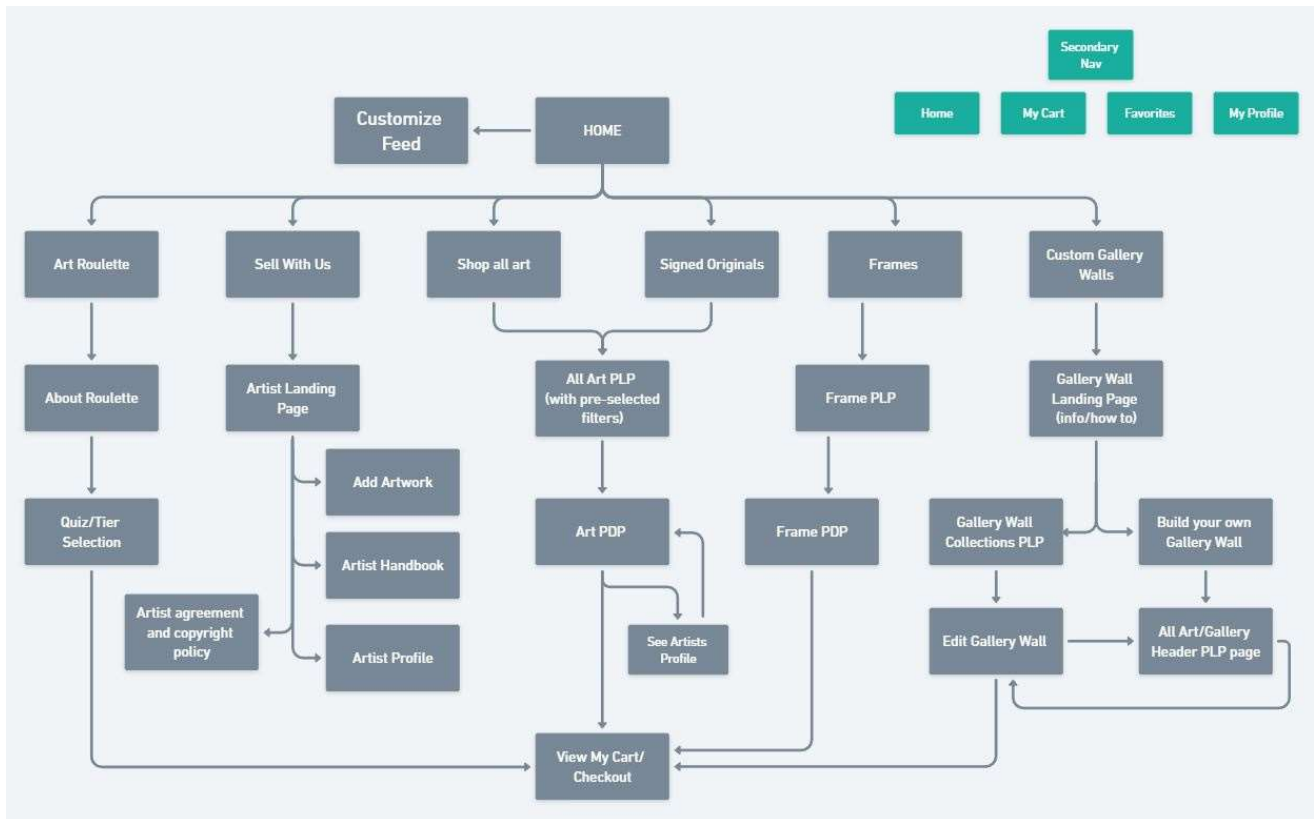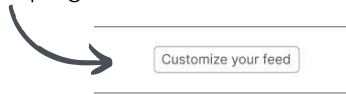
Samira's Task Flow

Home → Shop All Art → PLP Page (filters) → PDP → Checkout → Confirmation
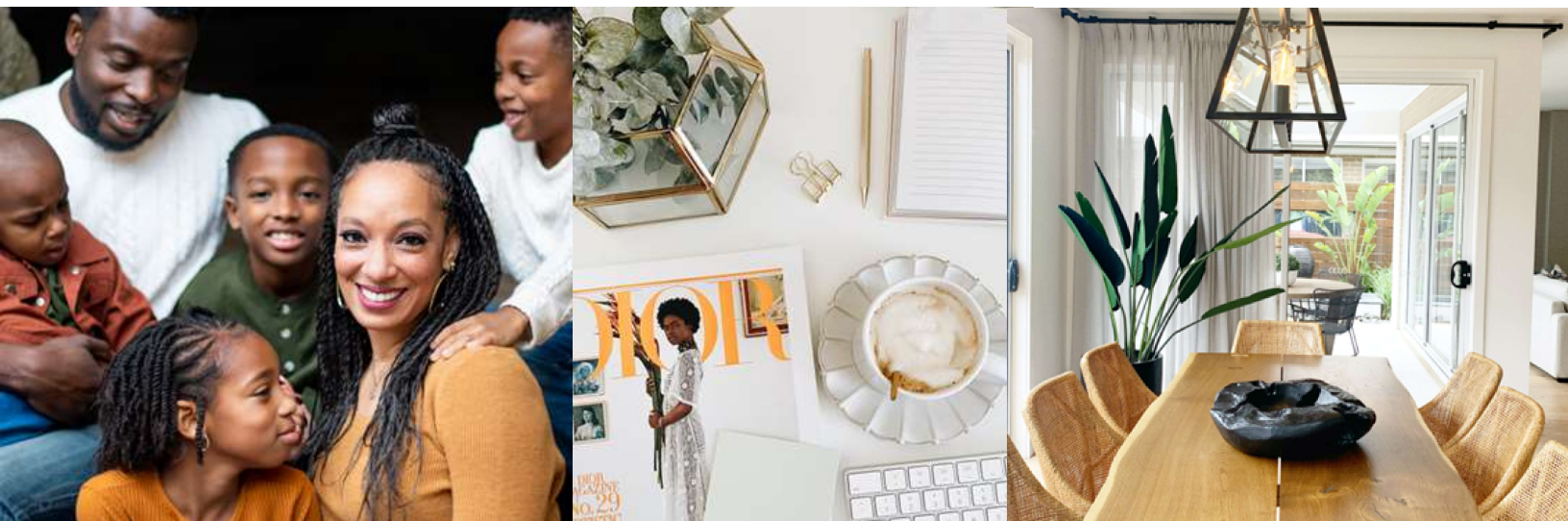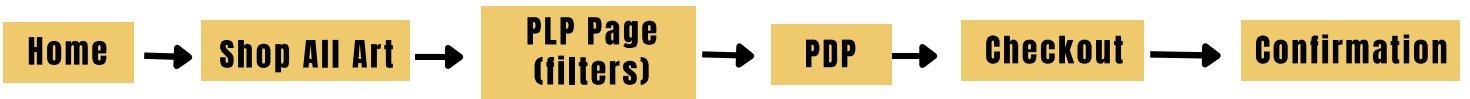
Site Mapping

Home page customization

Customize your feed

Usability Testing

usability tests conducted - (3)

Overall - all users were able to complete the tasks in under 2 minutes. There were a couple of errors experienced during the "art roulette" flow for Persona "Stella" but it was less errors, and more just people clicking around seeing what options there were.

Changes to implement on future iterations

Streamline fonts to be more uniform
Check font sizing - make sure all is legible
Overall feedback was that visually the site looks like a real website, and that each link was intuitive and made sense.