CAPSTONE PROJECT THESIS CASE STUDY

HERITAGE ART

AN ECOSYSTEM TO EMPOWER TRADITIONAL ARTISANS AND PERFORMERS WORLDWIDE

Student: Jaydeep Mukherjee

Guide : Marc Hausle

CONTENTS

In this age of AI-generated art, many traditional or folk art and performing art forms practiced over generations worldwide are dying because of the lack of awareness, appropriate patronage, and access to a trustworthy and sustainable marketplace.

As a Capstone project, I suggested the idea of HERITAGE ART ECOSYSTEM: an ecosystem to empower traditional artisans and performers worldwide to access a transparent marketplace that could attract art investors and enthusiasts to invest in traditional/folk art and performances.

I illustrated a few features for three user types through a prototype native app to ensure that folk artists and performers worldwide enjoy the dignity they deserve, and art investors invest in dying art forms to offer them a second lease of life.

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HERITAGE ART ECOSYSTEM

UX PRODUCT MANAGEMENT & CAPSTONE PROJECT

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UX PRODUCT MANAGEMENT & CAPSTONE PROJECT

I conceived and tested various incarnations of this product idea with my users, peers, and guides, utilized their feedback, and refined the product during the Research phase during the UX PRODUCT MANAGEMENT and the Design phase during the CAPSTONE project.

W1	W2	W3	W4	W5	W6	W7	W8		W1	W2	W3	W4	W5	W6	W7

UX PRODUCT MANAGEMENT | **CAPSTONE PROJECT**

DISCOVERY	RESEARCH	DESIGN	TEST & REFINE

Defined the problem, Put it into context, and addressed the need and benefits

Explained how the proposed solution would benefit the overall business goals

Conducted Comparative analysis, contextual Inquiry, mind mapping to arrive at product definition.

Created persona, storyboard, journey map during the initial stage of solution modeling

Defined User role specific content, IA , interaction design

Created design systems and interactive prototype

Tested the interactive product with 12 users and elicited feedback.

Incorporated user feedback and published final design and design documentation

RIGHT PROBLEM

RIGHT SOLUTION

LEARN

MEASURE

START → IS THERE A CLEARLY DEFINED PROBLEM? — Y → SHARE + ALLIGN → IS THERE A NORTH STAR, VISION OR METAPHOR? — Y → SHARE + ALLIGN → IS THE VISION IN CONSUMABLE CHUNKS? — Y → SHARE + ALLIGN → CAN THE TEAM EXECUTE ON THE FINAL DESIGN? — Y → SHARE + ALLIGN

N (below each decision)

1 PROBLEM VALIDATION
Applying principles of Pragmatic Marketing, UX assists in identifying pervasive profitable problems.

2 CONCEPT VISIONING
To deliver value, Agile teams need a North Star. With UX's assistance, teams translate strategy into an aspirational vision.

3 EPIC DEFINITION
Epics decompose a North Star into actionable chunks of work with clear business value. UX helps refine and define epics.

4 FEATURE DELIVERY
UX helps create the desired experience through execution of design and coordination with development.

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HERITAGE ART ECOSYSTEM

PROBLEM BACKGROUND & PROJECT PROPOSAL

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THE STATE OF THE FOLK ART

Bolivian Jalq'a Weaving

working at a loom and her design woven into women's shawls depicting the underworld of Bolivia.
Patterns include asymmetrical and nonlinear, and undiscernible patterns or borders. They include only two dark, but dramatically contrasting colors.
Currently, the middlemen majorly control the practice and sales of this exquisite art, and the exploitation of artists is an everyday affair.

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THE STATE OF THE FOLK ART

South African Zulu Ilala Palm Basket making
Each s lovingly handcrafted in the northeast coastal area of KwaZulu Natal in South Africa.
All-natural fibers, materials and dyes are used to construct these unique treasures.
Currently, only the lucky few craftsperson get to sell what they make, and huge unsold inventories force many to quit this age-old craft.

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Heritage

THE STATE OF THE FOLK ART

Indian Worli Painting

Indian Warli painter and her design decorating walls of the mud houses during special occasions like harvest and weddings.
Usually, each artwork depicts a story involving many characters. Rice paste with natural glue is used to make the white color.
Currently, the intermediaries so rampantly exploit this art, and artists/artisans are forced to part ways with their creations at such throw-away prices that a record number of Artists are just quitting.

THE STATE OF THE FOLK ART
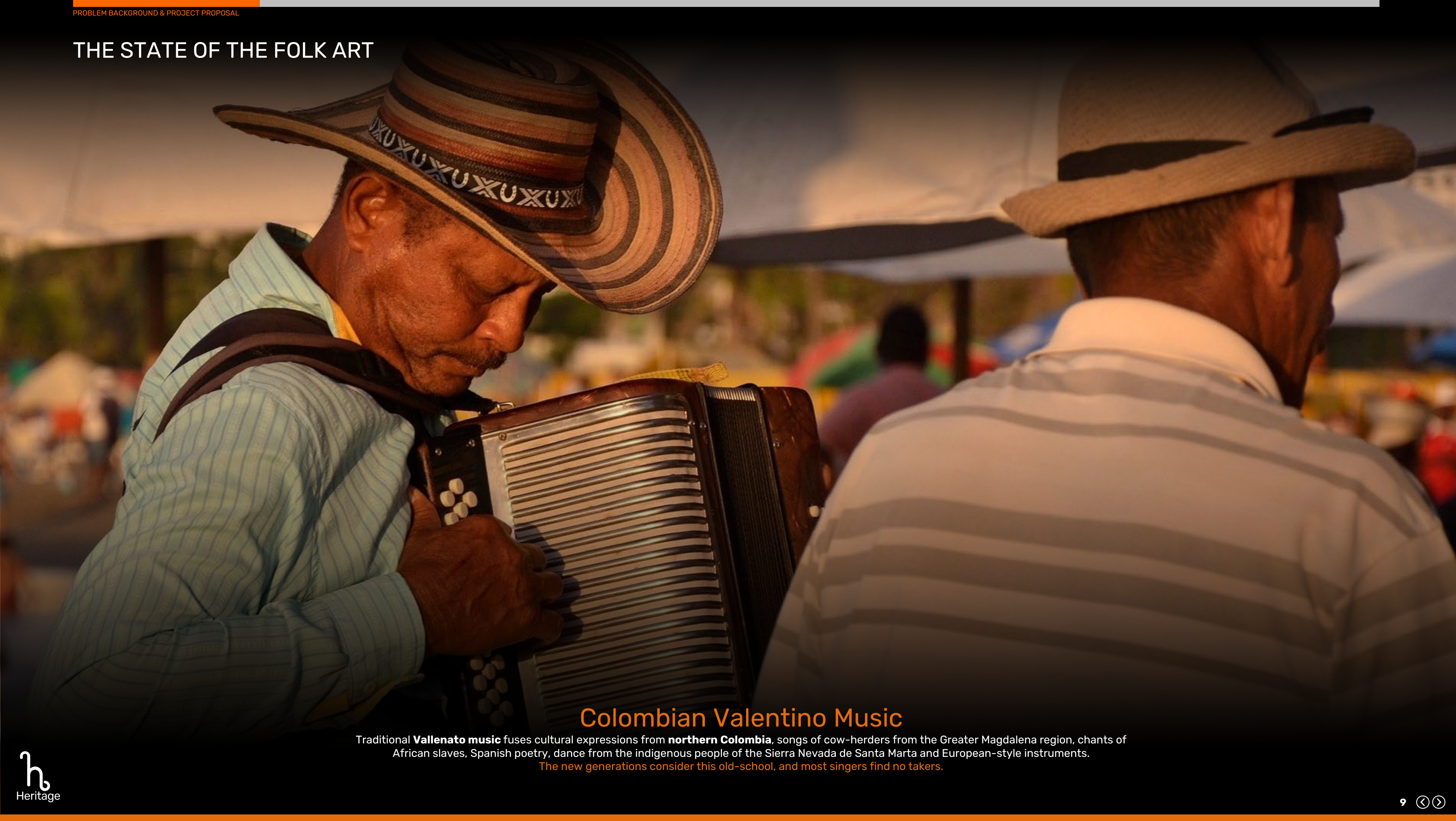
Colombian Valentino Music

Traditional **Vallenato music** fuses cultural expressions from **northern Colombia**, songs of cow-herders from the Greater Magdalena region, chants of African slaves, Spanish poetry, dance from the indigenous people of the Sierra Nevada de Santa Marta and European-style instruments.
The new generations consider this old-school, and most singers find no takers.

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THE STATE OF THE FOLK ART

Indian Cheriyal mask making

Cheriyal village in the Indian state of Telangana is famous for a stylized type of paintings and masks dating back to the 12th century.
Cheriyal masks, made from tamarind paste and sawdust, are used at festivals by actors to amuse the crowd. Only a few families practice the art today among 20,000 residents.
Barring a few government-sponsored shops, there are no takers of this age-old art. Artists are reluctant to pass down their skills and knowledge.

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THE STATE OF THE FOLK ART

Vietnamese Ca trù Music

Ca trù, a complex and sophisticated chamber music tradition of north Vietnam, refined over many centuries, but so badly affected by recent decades of war and adverse government policy that in 2009, UNESCO ear-marked it as needing urgent support for its survival.
Currently, this school of musical performance is considered a thing of the past, and almost all musicians have already quit.

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THE STATE OF THE FOLK ART

Chinese Lanzhou's *guancai* (Coffin) Painting

Lanzhou's *guancai* (Coffin) Painter and a 'baishou' patterned coffin in Lanzhou, Gansu province.
Coffin painting is a two-millennium old, regionalized art form in China. The Lanzhou style is a more recent innovation that started during the Ming Dynasty, 450 years ago.
This burial tradition no longer exists; thus, there is hardly any taker of this exquisite art.

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THE STATE OF THE FOLK ART

Many traditional / folk art and performing art forms practiced over generations worldwide are dying today because of the lack of appropriate patronage and access to a trustworthy and sustainable marketplace.

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THE STATE OF THE FOLK ART

I will never teach my children the songs I have been singing for decades even if they insist. I don't want them to die hungry and disillusioned...

Vallenato Troop owner
Santa Marta , Magdalena, Colombia

THE STATE OF THE FOLK ART

We Clay idol artists don't earn anything unless there is a bulk order. With the demise of this old art, we'd lose our culture and traditions. The forthcoming generations may not know these traditions. Cultural heritage is the backbone of a nation. If it is lost, everything is lost.
Clay Idol Artist | Kolkata, India

WHAT IS FOLK ART AND PERFORMANCES?

What is your idea on folk art and performances?

What's so special about Folk art and performances?

I Don't know much about Folk art

One things is for certain that Folk art can never be a medium of investment

I understand Folk art reflects culture. So what?

Folk music is for festivals only.

Folk artworks use low quality materials

Researchers Of Different art Forms
(non-buyers of art)

Art lovers and patrons worldwide
(non-buyers of art)

Art Investors (buyers of art)

Art Collectors (buyers of art)

Students, Hobbyists, Enthusiasts Of Different Art & Craft
(non-buyers of art)

Traditional/Folk Artists/artisans/ performing artists

The first step in rejuvenating the folk/traditional art business is to create an ecosystem of enthusiasts, practitioners, and investors and spread awareness of the folk/traditional art forms.

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PROJECT SELECTION

PROJECT PROPOSAL

How might we create an ecosystem to empower traditional artisans and performers worldwide so they can access a transparent marketplace to attract art investors and enthusiasts to invest in traditional/folk art and performances?

PROJECT:
Tell us about your project idea.
What problem are you trying to solve?
What are you interested in designing?

Many traditional art forms practiced for generations worldwide are dying today because of the lack of appropriate patronage and a trustworthy and sustainable marketplace. I would design the Heritage Art ecosystem, a reliable marketplace for Art buyers, a stage for various artists and performers, and a platform to connect and collaborate between art researchers and students.

TARGET AUDIENCE:
What type of users do you think will benefit from this project? Who would use your application or website? Provide some information on demographics and behaviors based on your assumptions. This can be developed further once you start your research.

- Traditional Artisans/performing artists all over the world
- Art Buyers
- Researchers and students of different areas of art and craft
- Hobbyists, enthusiasts of different areas of art and craft
- Companies offering services such as Shipment , Audiovisual collaboration, Financial transactions, Art and craft materials

KEY STAKEHOLDERS:
Think beyond the faculty at MICA.
What type of company or association would benefit from your application or website? If you are creating something on your own, who could you get buy-in from to fund this project?

I am creating something on my own, and I would get buy-in from the following to fund this project
- Art Creators & Performers
- Art Buyers
- Companies offering services such as Shipment , Audiovisual collaboration, Financial transactions, Art and craft materials
- Art Researchers and students

The above-mentioned company or association would benefit from Heritage Art Ecosystem.

ASSUMPTIONS:
What are some assumptions you have about this project? Allow for a flexible, adjustable structure in anticipation while listing these assumptions and keep track of them.

- Each participant in the ecosystem has access to internet and mobile devices
- Artists/artisans/ performing artists have internet, mobile devices, video telecast abilities and banking accounts
- Artists/artisans/ performing artists can offer their art over the portal on their own, see and accept/reject offers.
- Artists/artisans/ performing artists pays 10% of the sales proceeds as fee to Heritage Art.
- Companies offering Shipment , Audiovisual collaboration, Financial transactions, Art and craft materials advertise at Heritage Art

GOALS AND OUTCOMES:
What do you (or the stakeholders) expect to gain from your project? How does this relate to the value it will provide users?

- **A self-sufficient Farm to market ecosystem for artists/artisans/ performing artists, Art Creators and Buyers** would create better business potential for various traditional dying art forms and empower traditional artisans and performers worldwide who can sell their art pieces and live performances worldwide, conduct classes and make their presence known. They will receive their sales proceeds in their chosen account and currency.

- **Reliable marketplace for Art buyers and collectors** ensures authentic ownership of physical art and performing art experiences.

- **B2C advertising space for companies offering services** such as Shipment, Audiovisual collaboration, financial transactions, Art, and craft materials

- Knowledge materials on the traditional / folk art and performance from all over the world which, could emerge as a **sustainable body of knowledge for Art Researchers and students worldwide.** Heritage Art will also offer **researchers a platform to connect and collaborate.**

IS THE PROPOSAL RELEVANT?

This idea has the potential to get financial support from investors.

We can technically implement various aspects of an ecosystem through an application.

As the art investors are getting younger and more explorative, the time to market this service is right.

UNITED NATIONS
DEPARTMENT OF ECONOMIC
AND SOCIAL AFFAIRS

This concept satisfies Three of the seventeen major goals for sustainable development are defined by the United Nations Economic & Social Affairs.

- DECENT WORK & ECONOMIC GROWTH
  Promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all

- REDUCING INEQUALITY
  Reducing inequality within and among countries

- PARTNERSHIPS FOR THE GOALS
  Strengthening the means of implementation and revitalizing the global partnership for sustainable development

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Cultural Practices

Pride

Influencing Art for centuries

Heritage

Respect

The word Heritage invokes the feeling of pride and respect for the cultural practices influencing these forms of art for centuries. Henceforth, we would refer to this endeavor as

Heritage Art Ecosystem

Heritage

HERITAGE ART ECOSYSTEM

UX RESEARCH

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THE PRIMARY ART MARKET

The primary art market refers to the first sale of an artwork, either through a gallery or directly out of the artist's studio. The primary art market presents works by artists who are still alive and marks the time when the price for artwork is set for the first time.

The price is based on the artist's exhibition history, sales history (if any), career level, and artwork size. The greater the demand for an artist, the higher the price the artwork could take up on the primary market.

Art Dealer

ART STUDIO, OR STUDIO FROM WHERE THE VIDEO FEED IS BROADCASTED

ART INVESTORS ART COLLECTORS

Art Gallery

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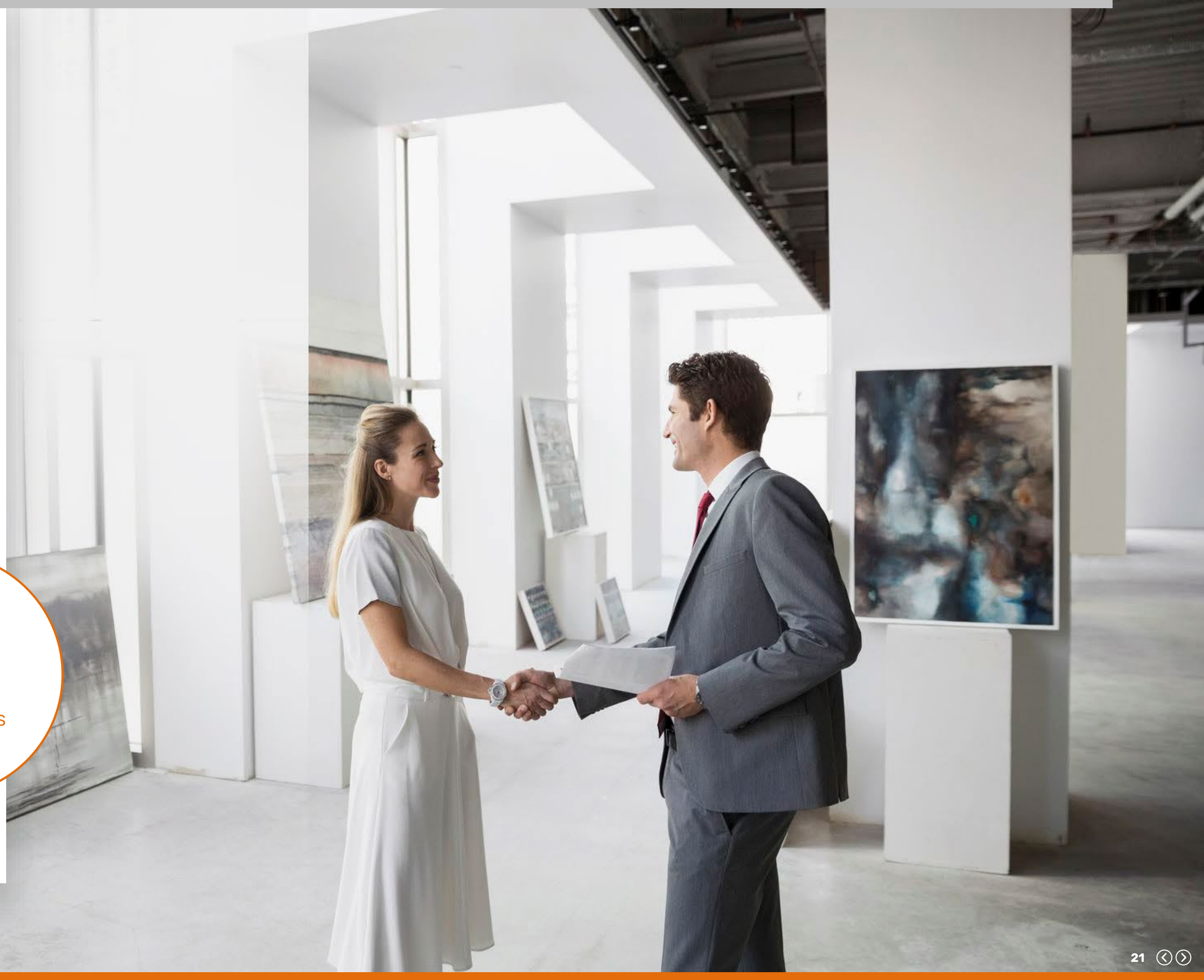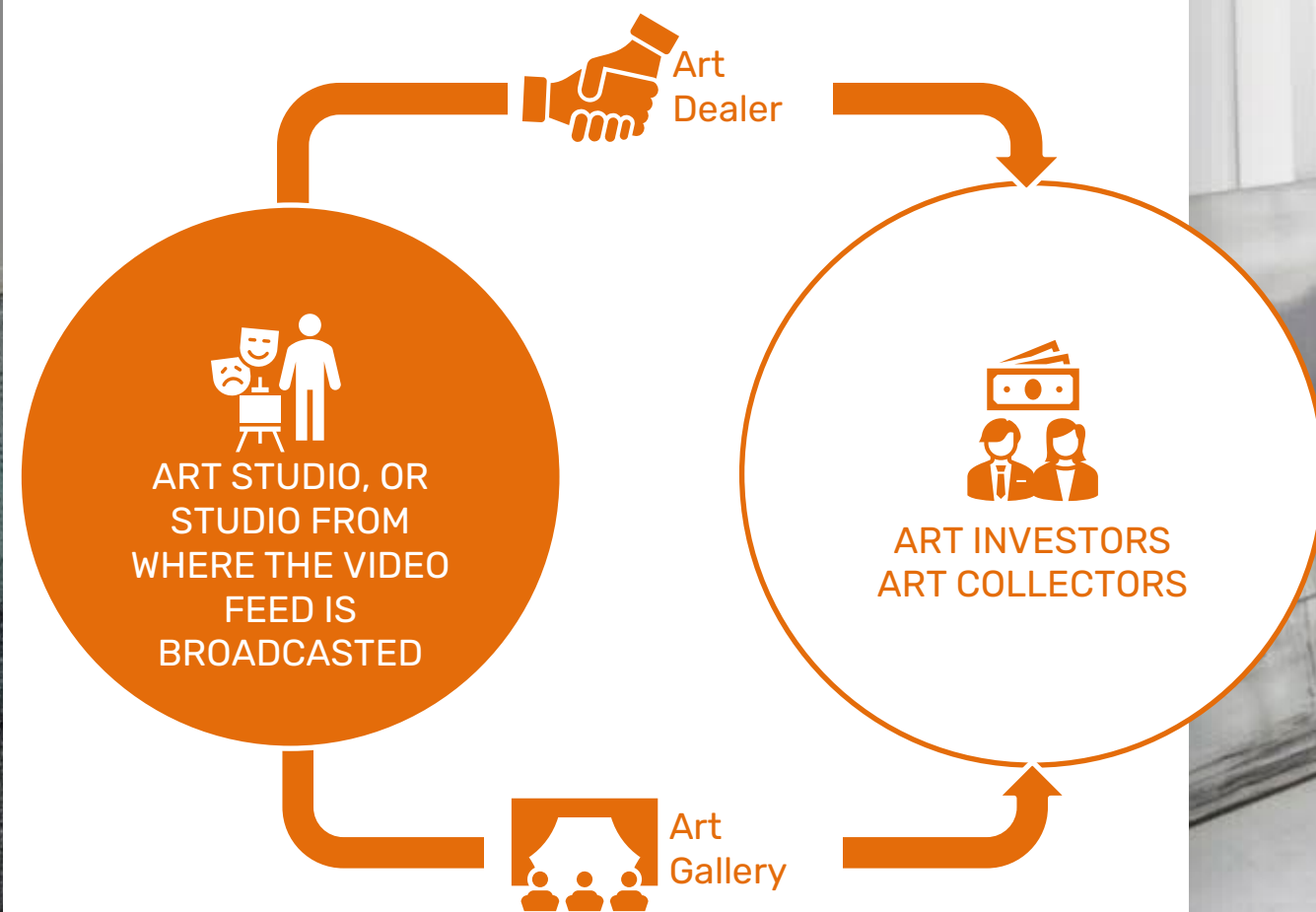
THE SECONDARY ART MARKET

Once the artwork is purchased on the primary market, it enters the secondary market that deals with resale, typically with artworks by artists who have a substantial reputation. Most artworks sold through auction houses form part of the secondary market.

Factors such as condition, provenance, and the significance of work within the artists' oeuvre determine the price of the artwork on the secondary market. If an artist is related to a top gallery or is represented in an influential public or private collection, it can positively impact the price.

Strategic Investment

ART DEALER

ART GALLERY

ART INVESTORS
ART COLLECTORS

Art Auctions

Heritage
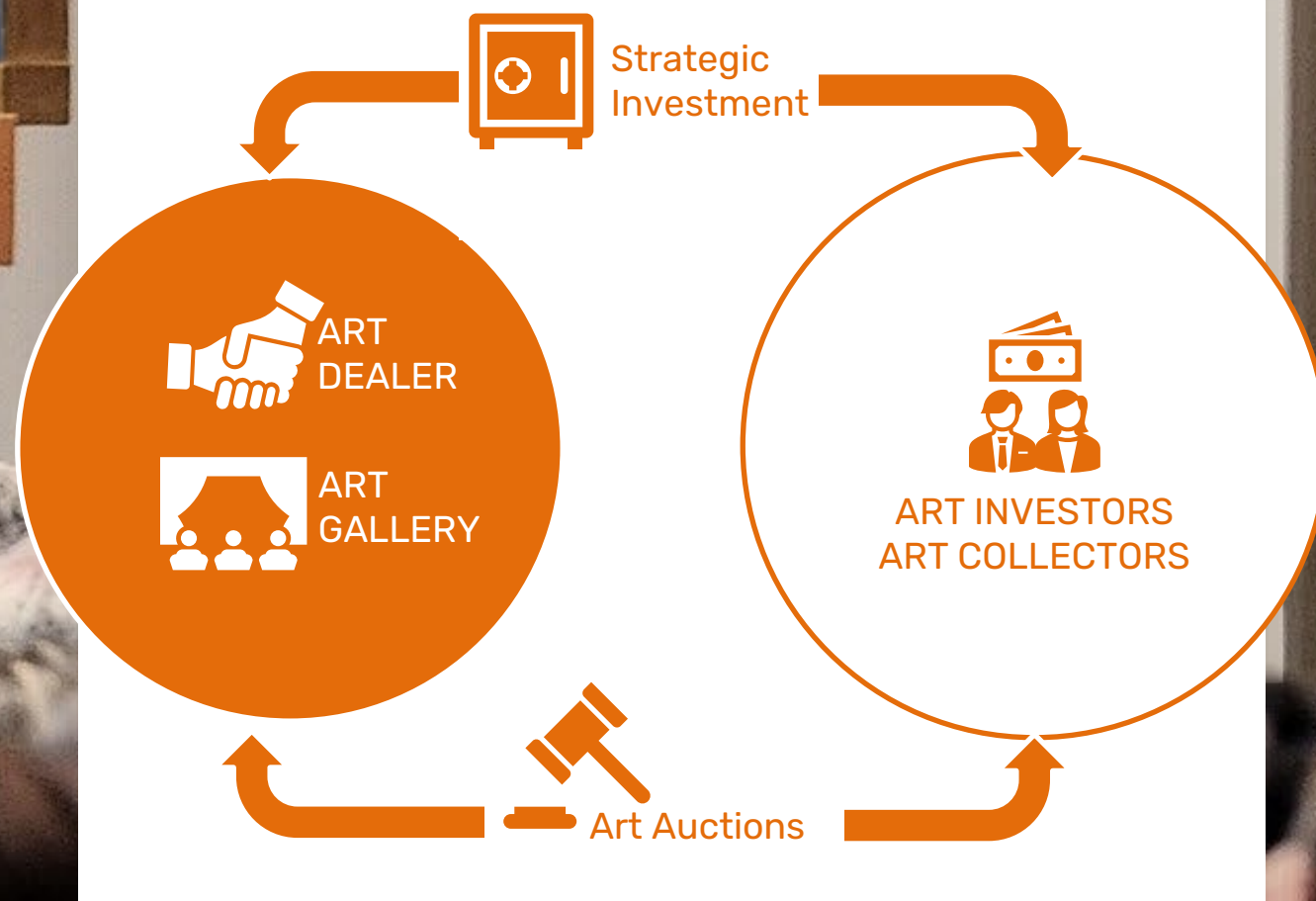
IMPORTANT ART MARKET STATISTICS

ONLINE AND OFFLINE GALLERIES ACCOUNT FOR 61% OF ALL ART SALES CHANNELS.

41% OF ART SOLD IN Q1 –Q2 2021 WAS IMPRESSIONIST AND MODERN ART.

79% OF ALL ART BUYERS ARE PRIVATE COLLECTORS, OUT OF WHICH 53% ARE LOCAL.

THERE IS INCREASED FOCUS ON DIVERSE, LIVING AND, LESS ESTABLISHED ARTISTS.

ART COLLECTOR BASE IS BECOMING YOUNGER AND GLOBAL.

OUT OF ALL ARTWORKS SOLD IN 2021, 51% WERE PRICED AT <$10K, AND 83% WERE <$50K.

WITH CHEAPER & HIGH-SPEED INTERNET, LOWER-INCOME GROUPS WORLDWIDE ARE GETTING USED TO VIDEO CONVERSATION AND STREAMING.

BETTER SYNERGIES ARE EMERGING BETWEEN AUCTIONS, GALLERIES, ARTISTS, AND COLLECTORS.

AS THE GLOBAL ART MARKET IS EXPANDING , ESPECIALLY IN ONLINE ART SALES, VARIOUS MARKET REGULATIONS ARE GETTING TIGHTENED WORLDWIDE.

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IMPORTANT ART MARKET STATISTICS and OPPORTUNITIES THEY MAY IMPLY

ONLINE AND OFFLINE GALLERIES ACCOUNT FOR 61% OF ALL ART SALES CHANNELS. HERITAGE ART MUST HAVE AN EXHAUSTIVE ONLINE GALLERY OF TRADITIONAL ART AND PERFORMANCES.

41% OF ART SOLD IN Q1 –Q2 2021 WAS IMPRESSIONIST AND MODERN ART. IMPRESSIONIST AND MODERN THEMES COULD BE SAFE BETS FOR TRADITIONAL ARTISTS AND PERFORMERS

79% OF ALL ART BUYERS ARE PRIVATE COLLECTORS, OUT OF WHICH 53% ARE LOCAL. THE FIRST STEP TO SUCCESS FOR ARTISTS/ARTISANS IS TO WIN THE MINDSHARE OF LOCAL PRIVATE COLLECTORS.

THERE IS INCREASED FOCUS ON DIVERSE, LIVING AND, LESS ESTABLISHED ARTISTS. HERITAGE ART MUST CONNECT ARTIST AND BUYER AT A HUMAN LEVEL TO INSTILL MORE TRUST IN THE SYSTEM.

ART COLLECTOR BASE IS BECOMING YOUNGER AND GLOBAL. HERITAGE ART STE/APP MUST PROVIDE A MINIMAL, CONTEMPORARY, CONTEXTUAL, AND CONVERSATIONAL EXPERIENCE.

OUT OF ALL ARTWORKS SOLD IN 2021, 51% WERE PRICED AT <$10K, AND 83% WERE <$50K. HERITAGE ART MUST FEATURE TRADITIONAL ART AND PERFORMANCES AT A COMFORTABLE PRICE RANGE.

WITH CHEAPER & HIGH-SPEED INTERNET, LOWER-INCOME GROUPS WORLDWIDE ARE GETTING USED TO VIDEO CONVERSATION AND STREAMING. HERITAGE ART MUST UTILIZE THE HIGH-SPEED INTERNET TO BROADCAST PERFORMING FOLK ART WORLDWIDE.

BETTER SYNERGIES ARE EMERGING BETWEEN AUCTIONS, GALLERIES, ARTISTS, AND COLLECTORS. HERITAGE ART MUST CONNECT AUCTIONS, GALLERIES, ARTISTS, AND COLLECTORS IN INNOVATIVE WAYS TO INCREASE BUSINESS AND AWARENESS.

AS THE GLOBAL ART MARKET IS EXPANDING , ESPECIALLY IN ONLINE ART SALES, VARIOUS MARKET REGULATIONS ARE GETTING TIGHTENED WORLDWIDE. HERITAGE ART MUST ADHERE TO THAT MARKET REGULATION AND TAXATION RULES FOR EACH OF ITS TRANSACTIONS.

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DESIGN OPPORTUNITIES THEY MAY IMPLY

ONLINE AND OFFLINE GALLERIES ACCOUNT FOR 61% OF ALL ART SALES CHANNELS. HERITAGE ART MUST HAVE AN EXHAUSTIVE ONLINE GALLERY OF TRADITIONAL ART AND PERFORMANCES.

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ART COLLECTOR BASE IS BECOMING YOUNGER AND GLOBAL. HERITAGE ART STE/APP MUST PROVIDE A MINIMAL, CONTEMPORARY, CONTEXTUAL, AND CONVERSATIONAL EXPERIENCE.

Art investors must have unlimited access to the galleries of all artists and performing artists.

Investing in art and taking part in bidding must be easy in both primary and secondary markets.

All artists must easily connect with buyers and collaborators within the Heritage Network.

The Heritage art ecosystem must provide art investors unlimited access to the galleries of all artists and performing artists and make art investments easy in both primary and secondary markets. All artists must easily connect with collaborators and buyers to broaden their reach and horizons and instill much-needed transparency within the system.

WITH CHEAPER & HIGH-SPEED INTERNET, LOWER-INCOME GROUPS WORLDWIDE ARE GETTING USED TO VIDEO CONVERSATION AND STREAMING. HERITAGE ART MUST UTILIZE THE HIGH-SPEED INTERNET TO BROADCAST PERFORMING FOLK ART WORLDWIDE.

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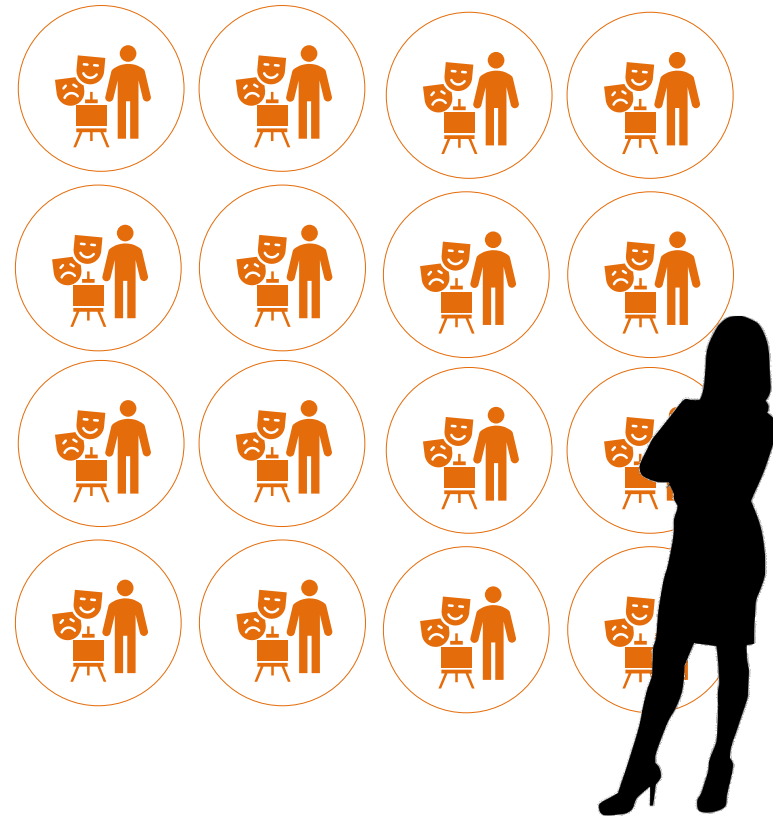
OUT OF ALL ARTWORKS SOLD IN 2021, 51% WERE PRICED AT <$10K, AND 83% WERE <$50K. HERITAGE ART MUST FEATURE TRADITIONAL ART AND PERFORMANCES AT A COMFORTABLE PRICE RANGE.

USER INTERVIEW : VISIONS ON HERITAGE ART PORTAL

I explained the concept of the HERITAGE ART ecosystem to my six test users /potential stakeholders. Then interviewed them to investigate their implicit and explicit needs and segregated real needs from perceived ones.

USER 01 M, 26 Kolkata , India Art College graduate, graphic designer and painter	His struggle	I hail from a family of *Madhubani* painters but find no opportunities that'd pay appropriately for a job well done. How to even let the world know that I am an expert?
	What problem does he want Heritage art platform to solve?	Heritage art platform can help me organize immersive exhibition experience, send the feed to interested and genuine collectors and have two-way audiovisual communications with them. In fact, it'd help in creating my market.
	The Heritage art platform feature(s) he wants	I should be able to create an immersive art exhibition, send the feed to remote students and have two-way audiovisual communications with buyers and collectors.

USER 02 M, 28 Mumbai, India PhD student IIT	His struggle	Researching on many traditional art forms are difficult as the practioners have perished without passing the knowledge to their next generations.
	What problem does he want Heritage art platform to solve?	Heritage art platform may help me share ideas and researches on many art forms and contact artisans/performers directly and help like-minded researchers and craftsmen collaborate easily.
	The Heritage art platform feature(s) he wants	I should be able to connect with fellow researchers of art/craft and the artisans/performers through this platform.

USER 03 M, 55 Ahmedabad, India Folk Singer	His struggle	My main source of sustenance were the live programs which, post-COVID, has reduced drastically. There is no safe online collaboration platform either.
	What problem does he want Heritage art platform to solve?	Heritage art platform may provide me great flexibility to announce a performance, choose and perform for the audience I feel comfortable with and bond with a large untapped audience.
	The Heritage art platform feature(s) he wants	I should be able to advertise my own show, sell tickets online.

USER 04 F, 43 London, UK Divorced Corporate leader and mother of Two teenagers. Invests on art.	Her struggle	Cannot find quality authentic folk art at a reasonable price.
	What problem does she want Heritage art platform to solve?	Heritage art platform may provide direct access to the artist and ensure genuineness
	The Heritage art platform feature(s) she wants	Should be able to buy art directly from the artisans

USER 05 F, 43 Married Established painter and art collector Dallas, Texas	Her struggle	Art forgery is so rampant and getting hold of the real artisan is almost impossible. Also, learning from the maestro of a specific art could have widened my horizon.
	What problem does she want Heritage art platform to solve?	Heritage art platform may provide direct access to the artist and ensure genuineness. They can professionally train me in their art too by conducting virtual classes.
	The Heritage art platform feature(s) she wants	Should be able to buy art directly from the artisans. Should be able to receive training straight from the practicing artisans.

USER 06 M, 56 Professional collector of art and rare handicrafts, Brooklyn, New York	His struggle	Cannot donate for various traditional art and craft welfare projects and initiatives. Cannot collaborate on various large projects involving traditional artisans and craftsmen.
	What problem does he want Heritage art platform to solve?	Heritage art may provide the transparent platform to donate for various traditional art and craft welfare projects and initiatives. It should also be able to help me collaborate on various large projects involving traditional artisans and craftsmen.
	The Heritage art platform feature(s) he wants	A platform to donate for and collaborate with traditional artisans.

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MINDMAPPING STAKEHOLDER'S NEEDS

Artisans Performing artists

Art lovers and patrons worldwide (non-buyers of art)

Researchers Of Different art Forms (non-buyers of art)

Hobbyists, Enthusiasts Of Different Art & Craft (non-buyers of art)

Art Buyers Collectors

Companies offering Peripheral services and Advertising

Assumptions

ASSUMPTIONS

- Access to the internet, mobile devices, video telecast abilities, and bank accounts
- Artists can offer their art over the portal on their own, see and accept/reject offers.
- Artists pay 10% of the sales proceeds as a fee to Heritage Art.
- Companies offering Shipment, Audiovisual collaboration, Financial transactions, and Art and craft materials advertise at Heritage Art
- Investors of folk /traditional art catalog their collection and connect with other peer collectors and curators.

Art gallery and Promotional materials of Artisans, and Performing artists
Physical artworks, craft artifacts, AR-VR enabled performing art experiences, Audiovisual products, classes, trainings online or on-location, in-person.

Buy Peripheral Services
such as Shipment Audiovisual collaboration, Financial transactions, Art and craft materials

Sell Works of Art, Training or Performances
Physical artworks /artifacts, AR-VR enabled performing art experiences, Audiovisual products, art, craft, cooking classes/trainings online / on-location, in-person

ARTISANS OR PERFORMING ARTISTS
focusing on traditional art forms with rich history.

Buy Mindshare of all users, especially that of the artisans, performing artists and art buyers.

Sell peripheral services to the artisans, performing artists and art buyers.

PERIPHERAL SERVICE COMPANIES AND ADVERTISERS
(offering services like Shipment, Audiovisual collaboration, Financial transactions, Art and craft materials etc.)

B2C advertising space for peripheral services companies offering services such as Shipment, Audiovisual collaboration, financial transactions, Art, and craft materials.

Sell their folk /traditional art pieces or collections to larger collector community

HERITAGE ART ECOSYSTEM
A self-sufficient Farm to market ecosystem for artists, artisans, performing artists, Art Creators and Buyers.

ART LOVERS AND PATRONS WORLDWIDE
[Non-Art buyer]

ART BUYERS, INVESTORS
Often have collection to sell and need to connect with peers

Reliable and transparent marketplace. portfolio collections displayed online. Investors can connect.

Reliable and transparent marketplace for the producers, buyers, collectors and investors of folk /traditional art. Investors and promote their portfolios collections online, Ensures authentic ownership of physical and performing art experiences. Helps connect with ther peer collectors and curators, d create and promote

Buy new folk /traditional art pieces to enrich their collections,

RESEARCHERS OF DIFFERENT ART FORMS
[Non-Art buyer]

HOBBYISTS, ENTHUSIASTS OF DIFFERENT ART AND CRAFT
[Non-Art buyer]

Buy Research papers/materials, on-location, in-person training. on various schools of traditional art and craft online art and craft classes

Researchers/enthusiasts, and Art lovers, patrons of traditional / folk art and performance from all over the world. Donate for various traditional art and craft welfare projects and initiatives. They should also be able to Publish articles/audio-visual materials on various art and craft projects, processes, and initiatives.

Sell Research papers/materials on various schools of traditional art and craft

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DECODING MIND MAP

ASSUMPTIONS

o   Each participant in the ecosystem has access to internet and mobile devices
o   Artists/artisans/ performing artists have internet, mobile devices, video telecast abilities and banking accounts
o   Artists/artisans/ performing artists can offer their art over the portal on their own, see and accept/reject offers.
o   Artists/artisans/ performing artists pays 10% of the sales proceeds as fee to Heritage Art.
o   Companies offering Shipment , Audiovisual collaboration, Financial transactions, Art and craft materials advertise at Heritage Art
o   Many serious investors of folk /traditional art are not being able to catalog their collection and connect with other peer collectors and curators.

HERITAGE ART
A self-sufficient Farm to market ecosystem for artists, artisans, performing artists, Art Creators and Buyers.

FUNCTIONALITIES

Artisans/Performing artists should be able to promote Physical artworks, craft artifacts, AR-VR enabled performing art experiences, Audiovisual products, classes, trainings online or on-location, in-person.

Researchers/enthusiasts, and Art lovers and patrons from all over the world the traditional / folk art and performance from all over the world

Donate for various traditional art and craft welfare projects and initiatives. They should also be able to Publish articles/audio-visual materials on various art and craft projects, processes, and initiatives.

Reliable marketplace for Art buyers and collectors should ensures authentic ownership of physical art and performing art experiences.

B2C advertising space for companies should be able to offer services such as Shipment, Audiovisual collaboration, financial transactions, Art, and craft materials.

TARGET AUDIENCE

Artisans/performing artists focusing on traditional art forms with rich history.

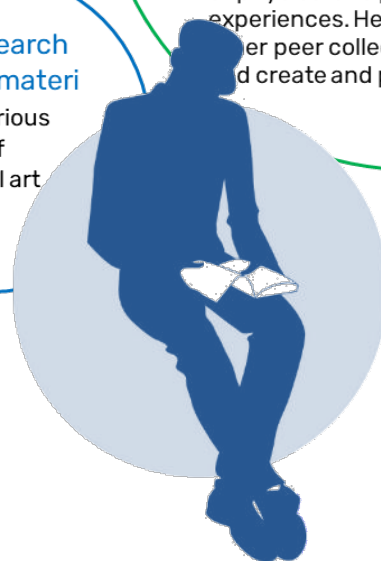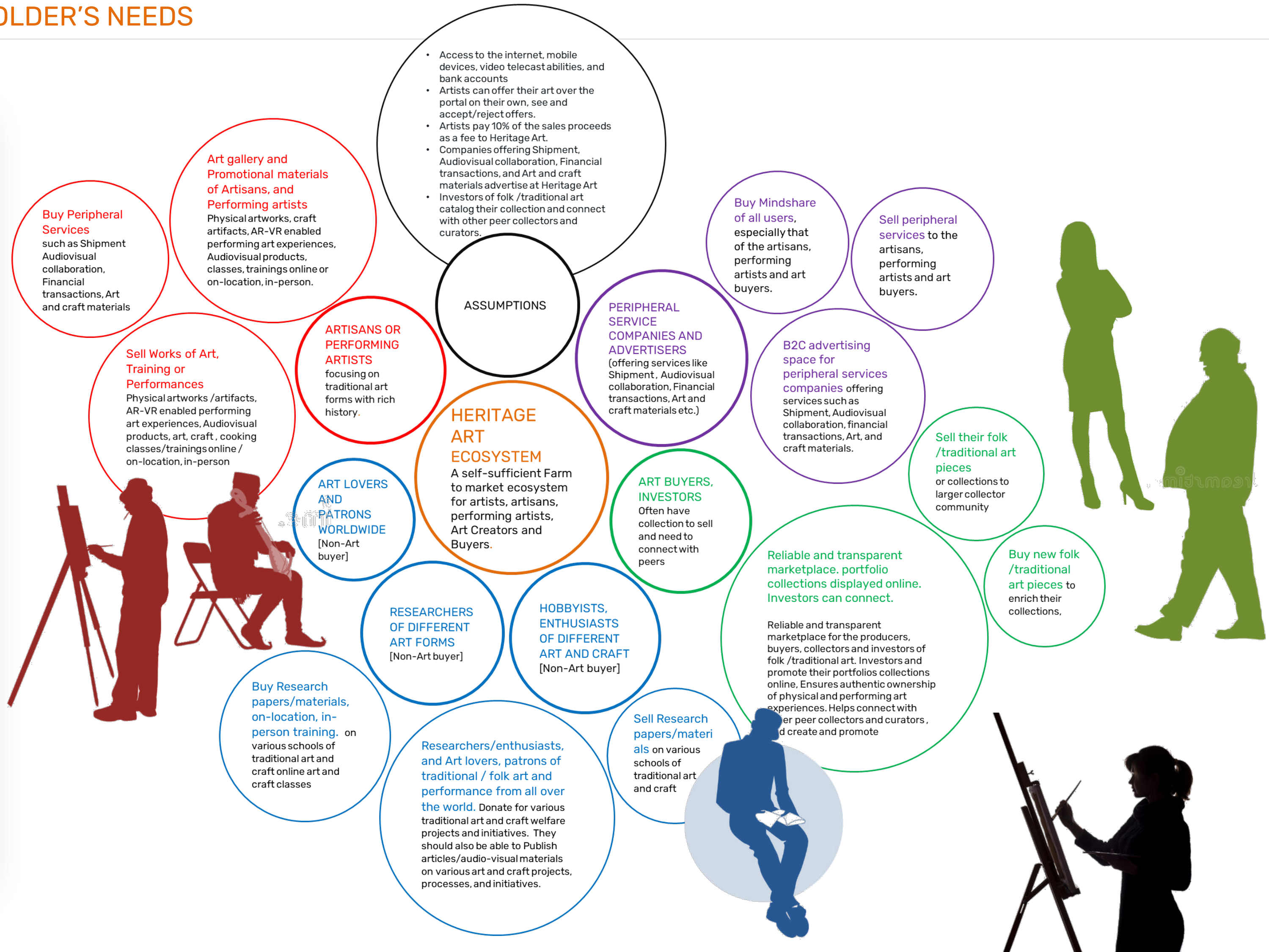Art lovers and patrons from all over the world (non-buyers of art)

Researchers of different art forms (non-buyers of art)

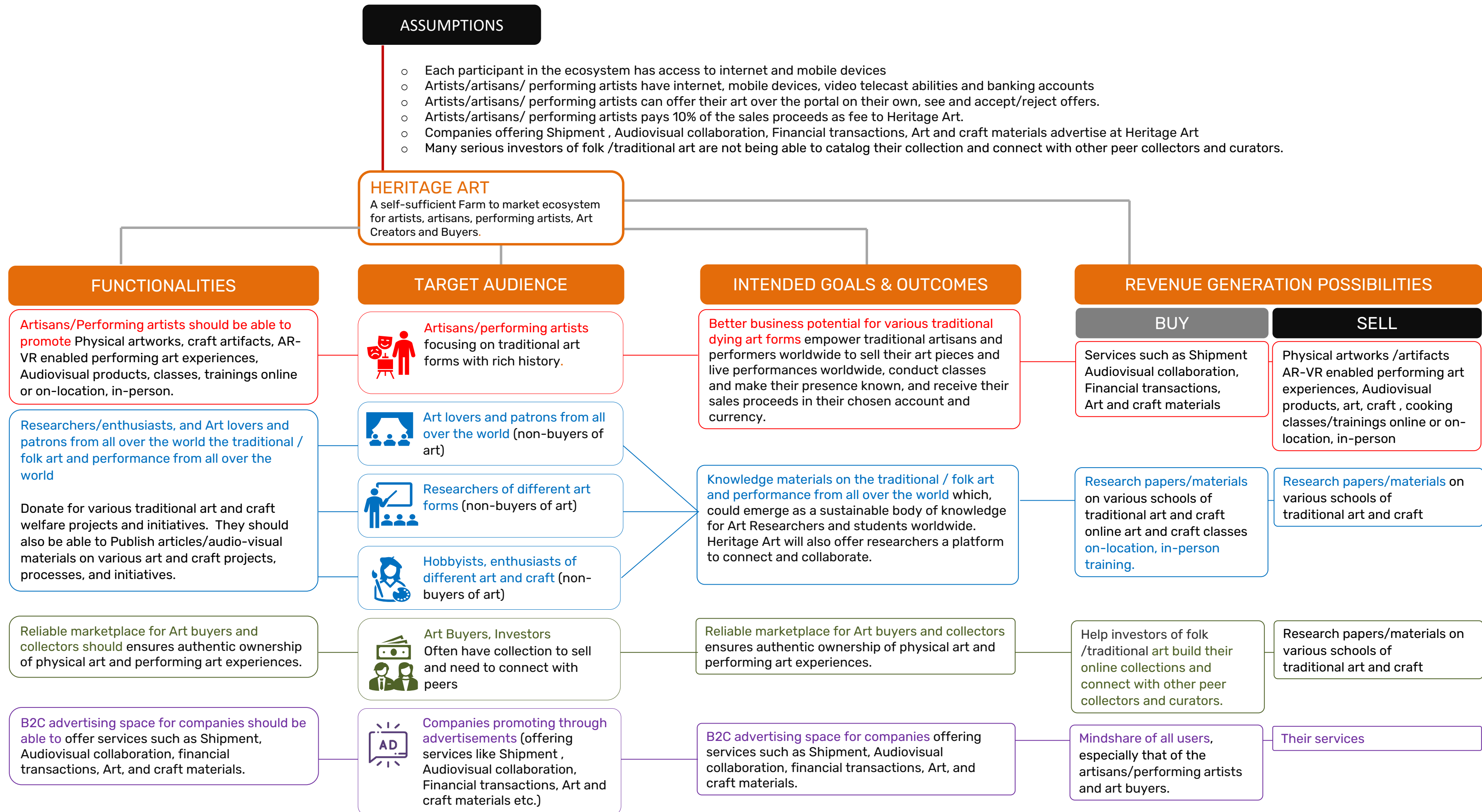Hobbyists, enthusiasts of different art and craft (non-buyers of art)

Art Buyers, Investors
Often have collection to sell and need to connect with peers

Companies promoting through advertisements (offering services like Shipment , Audiovisual collaboration, Financial transactions, Art and craft materials etc.)

INTENDED GOALS & OUTCOMES

Better business potential for various traditional dying art forms empower traditional artisans and performers worldwide to sell their art pieces and live performances worldwide, conduct classes and make their presence known, and receive their sales proceeds in their chosen account and currency.

Knowledge materials on the traditional / folk art and performance from all over the world which, could emerge as a sustainable body of knowledge for Art Researchers and students worldwide. Heritage Art will also offer researchers a platform to connect and collaborate.

Reliable marketplace for Art buyers and collectors ensures authentic ownership of physical art and performing art experiences.

B2C advertising space for companies offering services such as Shipment, Audiovisual collaboration, financial transactions, Art, and craft materials.

REVENUE GENERATION POSSIBILITIES

BUY	SELL
Services such as Shipment Audiovisual collaboration, Financial transactions, Art and craft materials	Physical artworks /artifacts AR-VR enabled performing art experiences, Audiovisual products, art, craft , cooking classes/trainings online or on-location, in-person
Research papers/materials on various schools of traditional art and craft online art and craft classes on-location, in-person training.	Research papers/materials on various schools of traditional art and craft
Help investors of folk /traditional art build their online collections and connect with other peer collectors and curators.	Research papers/materials on various schools of traditional art and craft
Mindshare of all users, especially that of the artisans/performing artists and art buyers.	Their services

Heritage

DESIRED STAKEHOLDER BENEFITS & WAYS TO MEASURE THEM

Users of Heritage	What would they PROMOTE THROUGH HERITAGE	What would they SELL THROUGH HERITAGE	What would they BUY THROUGH HERITAGE	From this user's perspective, How will we MEASURE THE BENEFIT?
ARTISANS/PERFORMING ARTISTS FOCUSING ON TRADITIONAL ART FORMS WITH RICH HISTORY.	• Physical artworks or artifacts (painting, sculpture, dresses, musical instruments etc) • AR-VR enabled performing art experiences. E.g., Timeslots where performing artists perform directly to consumers, or an art lover can attend virtual art exhibition • Sell Audiovisual products (e.g., African folk song mp3) • Sell art, craft , cooking classes, trainings or apprenticeship online or on-location, in-person	• Physical artworks or artifacts (painting, sculpture, dresses, musical instruments etc) • AR-VR enabled performing art experiences. E.g., Timeslots where performing artists perform directly to consumers, or an art lover can attend virtual art exhibition • Audiovisual products (e.g., African folk song mp3) • Art, craft , cooking classes/trainings online or on-location, in-person	• Services such as Shipment , Audiovisual collaboration, Financial transactions, Art and craft materials	The following measures denote benefit for **Artisan** or **the performing artist:** 1. Increase in Profile view 2. Increase in art/performance Sales 3. Increase in trainings/apprenticeship sales 4. Increase in business contacts 5. Increase in Revenue 6. Decrease in cost per sale
ART LOVERS AND PATRONS WORLDWIDE (NON-BUYERS OF ART) **STDENTS, RESEARCHERS OF DIFFERENTART FORMS** (NON-BUYERS OF ART) **HOBBYISTS, ENTHUSIASTS OF DIFFERENT ART & CRAFT** (NON-BUYERS OF ART)	• Donate for various traditional art and craft welfare projects and initiatives • Publish articles/audio-visual materials on various art and craft projects, processes, and initiatives • Access/buy research papers/materials on various schools of traditional art and craft • Collaborate on various research projects involving traditional art and craft • Access/buy research papers/materials on various schools of traditional art and craft	• Research papers/materials on various schools of traditional art and craft	• Research papers/materials on various schools of traditional art and craft • online art and craft classes • on-location, in-person training.	The following measures denote benefit for **non art buying art lovers and patrons, students, researchers, hobbyists and art & craft enthusiasts** 1. Increase in Profile view 2. Increase in collaboration 3. Increase in knowledge material creation 4. Increase in knowledge material sales 5. Decrease in effective collaboration time
ART BUYERS	• Art Buyer profile	• Art collections Many serious investors of folk /traditional art are not being able to catalog their collection and connect with other peer collectors and curators.	• Physical artworks or artifacts (painting, sculpture, dresses, musical instruments etc) • AR-VR enabled performing art experiences. E.g., Timeslots where performing artists perform directly to consumers, or an art lover can attend virtual art exhibition • Audiovisual products (e.g., African folk song mp3)	The following measures denote benefit for **art investors** 1. Increase in Profile view 2. Increase in collaboration 3. Increase in authentic art investment 4. Increase in portfolio item sales 5. Decrease in returns 6. Decrease in effective collaboration time
COMPANIES OFFERING PERIPHERAL SERVICES & ADVERTISEMENTS such as Shipment , Audiovisual collaboration, Financial transactions, Art and craft materials etc.	• Promoting their services as advertisements	• Their services	• Mindshare of all users, especially that of the artisans/performing artists and art buyers.	The following measures denote benefit for **peripheral services companies offering advertisements** 1. Increase in Profile view 2. Increase in collaboration 3. Increase in business & revenue 4. Decrease in effective collaboration time

Heritage

IDENTFICATION OF REVENUE CHANNELS

HERITAGE ART WILL earn Long- and short-term Revenue through:

- Advertising revenue from Shipment, Audiovisual collaboration, Financial transactions, and Art and craft material companies worldwide.

- Minimum 10% commission on all art/performance sold from traditional Artisans/performing artists worldwide.

- Monthly subscription plans for researchers and buyers worldwide.

- Rent Fees for performance facilities and equipment.

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Heritage
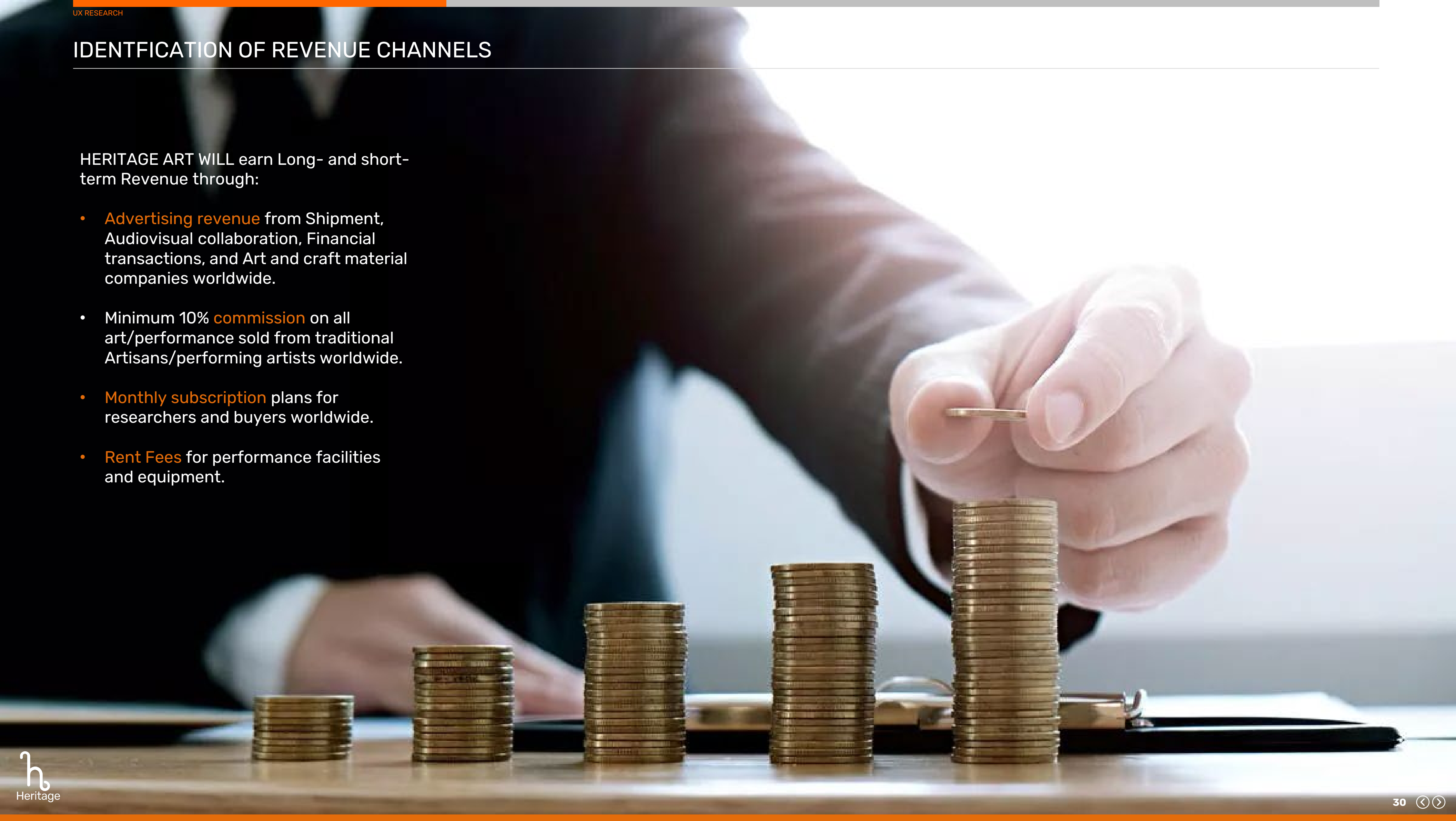
COMPARATIVE ANALYSIS

DIRECT COMPETETORS

Saatchi Art is an online art gallery and artist network with e-commerce.

Etsy

Etsy, Inc. is an e-commerce company focused on handmade or vintage items and craft supplies.

Art.com is the largest online retailer in the art and wall décor category with 2 million curated images, including a growing exclusive assortment.

Understanding DIRECT COMPETITORS for heritage art ecosystem

competitor URL of Website or App Store Location	Value Proposition	Year Founded	Annual Revenue	USA Ranking & Monthly Traffic	Number of Listings, Items, Users, or Posts	Audience interests	Top 4 Social Platforms	Content Types	Personalization Features	Community or UGC Features	Competitive Advantage and/or Key Features	Region	Heuristic Evaluation	Customer Reviews [TRUSTPILOT.COM]	SWOT Analysis from the Competitor's Perspective
SAATCHI ART / FOLK	• World's leading online art gallery • Promotes new, contemporary talent. Provides artists from around the world with an expertly curated environment in which to exhibit and sell their work. • Brings great art to a wide audience and offers an unparalleled selection of paintings, drawings, sculpture, and photography in a range of prices. • Refines the experience of buying and selling art by making it easy, convenient, and welcoming for both collectors and artists • Takes a 35% commission of each sale to handle shipping of artworks from the artist's studio to the collector's home and deal with customs if necessary.	2005	$108.6M	Ranking : #20 in Arts & Entertainment > Visual Arts and Design (In USA) Monthly traffic : 1.9M	Folk art section has 55793 results	Serious investment in art		2D & 3D Art pieces	Access to a large inventory with a wide range of filters to narrow down the results	1.1M+Social Followers Printed Catalogs Sent to1M+ Households 18 International Shows & Fairs Annually Reaching 150K People	Great platform to sell work for artists. Reliable marketplace for art investors and collectors. Free Shipping Personalized Gifts Unique & Vintage Items Top Sellers & Talented Creators.	USA Canada UK Germany	• Well-designed, fully responsive website offers a larger view on the Art as collectible • Intuitive search and filter • Effective hamburger navigation menu. Higher levels such as Paintings, Photography, Drawings, Sculpture, Prints, Features, NFT Art and Art Advisory keeps the user oriented. • Allows for a guest checkout, which reduces the number of steps new customers need to take. • Balances editorial content and commerce are more aligned with search and discovery than quick buys. • Customers can easily contact shop owners, including links for contact on product pages and cart summaries, which leads to a simple message interface, making communication easy and natural. • User experience beyond UI records concerns such as slow response times, ridiculously overpriced low-quality product, Bad customer support having no answers for delay in delivery or abrupt cancellation.	4.4/5	Who it's for: People looking to start or grow an art collection of original artwork. Who it isn't for: People who are looking for inexpensive prints.
ETSY FOLK ART	• Great place for people who know exactly what they want and are willing to put in some serious searching scrolling time to get there. Provides helpful filters to sort through its vast array of art pieces, including prints, photography, paintings, illustration, and sculpture.	2005	$1.0B	Ranking : #4 IN Commerce & Shopping > Marketplace (In USA) Monthly traffic : 373.3M	Folk art section has 254,683 results	investment in diverse art and artists	Pinterest YouTube Facebook Instagram	2D & 3D Art pieces	Access to a large inventory with a wide range of filters to narrow down the results	Using the Teams community feature on Etsy, sellers can connect with other sellers for different reasons. Some connect members who live in the same area; others sell items in similar categories, and some groups are created around a common interest, like woodworking, photography, or marketing. Here, sellers have access to advice, inspiration, and growth opportunities from a community of sellers. Members often come together around initiatives like local selling events, collaborative social media campaigns, and educational workshops.	Great platform to sell work for artists. Reliable marketplace for art investors and collectors. Personalized And Custom Items One-of-a-Kind Community Free Shipping Personalized Gifts Unique & Vintage Items Top Sellers & Talented Creators.	USA UK Canada Germany	• Intuitive search and filter • Effective hamburger navigation menu • Allows for a guest checkout, which reduces the number of steps new customers need to take. • Balances editorial content and commerce are more aligned with search and discovery than quick buys. The gift guides are likely to appeal to customers even on mobile and help guide them along the path to purchase. • Includes nice extras such as telling customers how many other people have the item in their basket (and how many of the items are still available to buy). This urgency also continues in the checkout, prompting customers to carry on before they potentially lose out. • Customers can easily contact shop owners, including links for contact on product pages and cart summaries, which leads to a simple message interface, making communication easy and natural. • Authenticated customers can easily save items to a Wishlist by clicking on the heart icon on an item.	2.4/5	Who it's for: People who want to shop different artists, styles, and price points all in one place. Who it isn't: People who don't want to spend a lot of time searching and scrolling to find what they want.
ART.COM/FOLK	Art.com sells works from masters as well as hundreds of other iconic paintings and photographs and attracts collectors who want to replicate works from the greats.	1998	:$200.0M - $1.0B	Ranking : #309 IN Arts & Entertainment > Streaming & Online TV (In USA) Monthly traffic : 373.3M	Folk art section has 2446 items		Pinterest Facebook Reddit Twitter	2D & 3D Art pieces	Access to a large inventory with a wide range of filters to narrow down the results	Art.com announced its interactive Community feature, which allows users to discover, collect and share the art they love through live social feeds.	Lowest price guarantee Fast shipping Free returns. Plus Framing options	USA Canada China UK	• Responsive site but visually cluttered • Intuitive search and filter, but many filters get hidden in lower breakpoint • Effective hamburger navigation menu • It needs a lot of information during checkout, and chatbot reinforcement often becomes overbearing • It has a great range of products that are not displayed most intuitively. The gift guides could have helped users along the path to purchasing better. • Customers cannot easily contact shop owners, which leads to confusion in communication. • Authenticated customers can easily save items to a Wishlist by clicking on the heart icon on an item.	2.5/5	Who it's for: People who want prints from famous artists such as Frida Kahlo, Henri Matisse, or Norman Rockwell. Who it isn't for: People who are more interested in buying from current, independent artists.

COMPARATIVE ANALYSIS

INDIRECT COMPETETORS

Vimeo Livestream is a paid live video streaming platform that allows customers to broadcast live video content using a camera and a computer, allowing viewers to play the content via the web, iOS, Android, Roku, and the Apple TV.

Liveauctioneers.com is World's Largest Art, Antiques & Collectibles Online Marketplace. 280000+ items for online auction from 5000+ auctioneers.

nugs.net is the #1 place for on-demand live music streaming.

Understanding INDIRECT COMPETITORS for heritage art ecosystem

competitor URL of Website or App Store Location	Value Proposition	Year Founded	Annual Revenue	USA Ranking & Monthly Traffic	Number of Listings, Items, Users, or Posts	Audience interests	Top 4 Social Platforms	Content Types	Personalization Features	Community or UGC Features	Competitive Advantage and/or Key Features	Region	Heuristic Evaluation	Customer Reviews [TRUSTPILOT.COM]	SWOT Analysis from the Competitor's Perspective
LIVESTREAM.COM https://livestream.com/watch/browse/music	Livestream offers event owners a set of hardware and software tools to share their events with an online audience. Over 40 million viewers each month watch thousands of live events from customers including USA Today, Spotify, Carolina Herrera, Tesla, and Jazz at Lincoln Center.	2007	ANNUAL REVENUE :$25.0M - $50.0M	Ranking : #17 IN Arts & Entertainment > Visual Arts and Design (In USA) Monthly traffic : 2.9M		Online streaming News & media publishers	Twitter Facebook Reddit Youtube	Live stream of customized events including performing arts	NOT REVIEWED		Ability To livestream from anywhere in the world Ability To Embed Video Content, Share On The Social Media Platforms, and monetization Of The Video Content.	USA Canada Germany Argentina	• Minimal, contemporary design with great navigation and content design. • Get started feature: It takes just a few minutes to set up and broadcast-quality Livestream at a reasonable price. • Good support and the system are stable and dependable for the studio and streaming from the field • Menu/Dashboard jumbled up, making it difficult to make selections. • Many users highlighted the need to stop streaming for updates occasionally. • The higher rate you tried to stream at, the more CPU it has to use and would often crash. Uploading videos for people to watch proved very difficult, where users are limited to 3GB.	4.6/5	
LIVEAUCTIONEERS FOLK ART https://www.liveauctioneers.com/c/folk-art/26404/	World's Largest Art, Antiques & Collectibles Online Marketplace. Live Auctioneers is an auctions platform for collectibles, antiques, jewelry and art. It broadcasts thousands of live auctions annually, presenting millions of items for live bidding, allow unprecedented access to unique items, allowing savvy bidders to land desired items at very desirable prices.	2009	ANNUAL REVENUE :$15.0M - $25.0M	Ranking : #16 IN eCommerce & Shopping > Auctions (In USA) Monthly traffic : 4.5M	ENORMOUS. 280000+ items for online auction from 5000+ auctioneers.	News & media publishers Art Auctions Antiques & collectibles Banking credit & lending	Pinterest Facebook Reddit Youtube	2D & 3D Art piece auctions	NOT REVIEWED	Our bidder community stays connected to auction houses through best-in-class features, such as Follow Auctioneer and Saved Alerts allowing them to find items based on their category preferences.	Key features include absentee bidding, billing & invoicing, inventory management, online auction and website management. The platform enables administrators to integrate the solution with the existing website and manage bids on a centralized dashboard.	USA UK Canada China	• Makes it easy to find exactly what you're looking for by providing access to auctions across the US. • Provides notification to bidder that an item he/she has bid on or favorited is coming up for auction. • Offer no customer support-except placating emails. Often products are shipped without signature delivery or insurance. Often the packages get where user has paid the full amount. They are also clueless regarding fakes antiques and make minimal to no effort to enforce.	4.5/5	who it's for : people who'd bid and outbid a lot more people in online auctions platform for collectibles, antiques, jewelry and art. Who it isn't for: People who are more interested in inspecting the item they are bidding for or people who simply don't like to bid.
NUGS TV https://nugs.tv/	nugs.net is the #1 place for on-demand live music streaming. Listen to over 25,000 live concerts and view over 100 HD videos of full shows, A nugs.tv pay-per-view concert is a live (audio and video) stream of an entire concert to your computer. Each show is professionally directed and filmed by multiple HD cameras and combined with the live audio mix. nugs.tv's traffic has increased by 27.26% compared to last month.	1993	ANNUAL REVENUE :$1.0M	Ranking :#13,348 IN Arts & Entertainment > Music (In USA) Monthly traffic : .7K	15,000	Live Music, On-Demand Order Webcast Marketplace Social Connections	Facebook	Live stream of customized events including performing arts	NOT REVIEWED		With live music audio and video concerts on demand and frequent livestreams, nugs.net is a treasure trove of live music content and your $50 subscription deal gets you unlimited access to all streaming content on the site. Subscribers also receive 15% of the cost of downloads and livestream tickets.	USA South Africa Israel	• Great catalog, and the playlist continues to grow. • Adds new shows every day, and the sound quality is great! • The app freezes up and self-exit very frequently and is non-responsive. It also buffers and takes a significant amount of time and service to stream. • It doesn't remember what I am listening to and lack much-needed continuity. The app needs to keep track of what shows I've listened to. • Nugs.tv site needs serious redesign.	3.3/5	

HERITAGE ART APP IS MULTILINGUAL AND HAS VUI

The diverse group of artists/artisans/ performers may not know English. So, while using the Heritage art ecosystem, how would they overcome the language barrier?

Heritage art experience is multilingual. It supports data entry, system feedback, conversation in at least ten most widely spoken languages worldwide. User can select his/her communication language.

धन्यवाद

Спасибо
Obrigada
Terima kasih

谢谢
Thank you
धन्यवाद
Gracias
Merci

Heritage Art has Voice User Interfaces. Users can interact and accomplish various tasks just by talking to it. App VUI complements the GUI and does not replace it.

Heritage

USER PERSONA

ARTIST : PROTO PERSONA
MARIA THE JALQ'A WEAVER

Maria Flores is a Bolivian Jalq'a Weaver. She works at her loom in Cochabamba and weave her design into women's shawls depicting the underworld of Bolivia. Patterns include asymmetrical and nonlinear, and undiscernible patterns or borders. They include only two dark, but dramatically contrasting colors.

Maria is involved only in Primary art market. Being a Registered member of Heritage Art ecosystem, she uses Heritage Art app extensively to display and sell her shawls.

PERFORMER : PROTO PERSONA
ENZO THE VALLENATO STAR

Enzo Valderrama is a Vallenato musician who has his own troop, and constantly on the lookout for his next performance. Traditional Vallenato music fuses cultural expressions from northern Colombia, songs of cow-herders from the Greater Magdalena region, chants of African slaves, Spanish poetry, dance from the indigenous people of the Sierra Nevada de Santa Marta and European-style instruments.

Enzo is involved only in Primary art market. Being a Registered member of Heritage Art ecosystem, he uses Heritage Art app extensively to display his videos, sell .mp3 of his songs and market his upcoming shows, both in-person and virtual performance slots.

ART COLLECTOR : PROTO PERSONA
BETTY THE 2ND GEN ART COLLECTOR

Betty Chung grew up in San Francisco and expanded her father's art collection by adding exotic folk-art pieces from around the world. Betty is involved in both Primary and Secondary art markets. Being a Registered Member of the Heritage Art ecosystem, she uses the Heritage Art app to buy art, market her collection, and sell art pieces to the larger art investor community. She also loves to collect videos and mp3s of folk music and performances and stay connected with her favorite artists.

Betty sells art pieces from her collection for many reasons. Sometimes she wants to get a new piece because she is now bored with that once-loved piece. Some other time, she sells a piece to realize profit if the demand for the Artist, and the value of the piece has risen considerably.
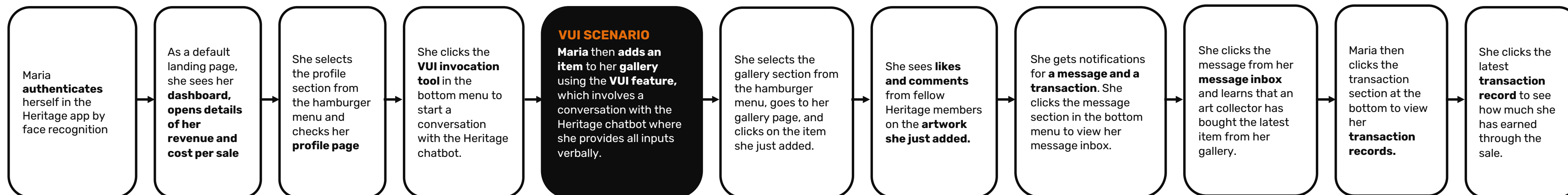
USER JOURNEY STORYBOARD

ARTIST : STORYBOARD

HERITAGE'S actions | USER's actions

USER STORY
As an Artist registered with Heritage Art, Maria wants to upload details on one of her latest creation and put it up for sale through Heritage Art Ecosystem so that she can display and sell it.

WORKFLOW HAPPY PATH

| Maria enters all info, mentions that it is for sale and submits the Art piece profile for review. | Heritage suggests back saying the realistic price range for this art piece should be 25% higher than his asking price. | Maria agrees with Heritage's suggestion, changes price and re-enter the item info. |

TRIGGER	Maria wants to Enter portfolio item details	TRIGGER	Heritage App suggest a change in item details	TRIGGER	Maria wants to update and then re-enter portfolio item details
WHO	Maria	WHO	Heritage Art app	WHO	Maria
WHERE	Portfolio item detail page	WHERE	Suggestion page	WHERE	Portfolio item detail page
WHAT	Sends profile info for review	WHAT	Suggests a change in item info.	WHAT	Updating item info and re-entering it

WORKFLOW HAPPY PATH

| Heritage Art app recognizes Maria through face recognition, and she reaches the default landing page | Maria selects upload new portfolio item. Then takes a photograph of her latest shawl and upload in Heritage art portal. | Heritage art asks for Art piece profile info such as medium, name of the folk/traditional art form, if it's for sale or related business and the asking price & currency. |

TRIGGER	Heritage app authenticates Maria	TRIGGER	Maria wants to Upload new portfolio item	TRIGGER	Maria wants to Enter portfolio item details
WHO	Heritage Art app	WHO	Maria	WHO	Heritage Art app
WHERE	Authentication page	WHERE	Picture gallery of native devise, upload page	WHERE	Portfolio details page
WHAT	Recognizes Maria through face recognition	WHAT	Selects photos and uploads	WHAT	Asks Maria to enter portfolio item details

WORKFLOW HAPPY PATH

| The art piece is published at Heritage marketplace and Artist's profile page. | Maria can now see likes, business interests , comments brewing up around her post on her latest creation. | She also receives a purchase interest from USA in 10 minutes. |

TRIGGER	Maria wants to use Heritage app	TRIGGER	Maria sees social activities around the art piece info	TRIGGER	Maria sees social activities around the art piece info
WHO	Heritage Art app	WHO	Maria	WHO	Maria
WHERE	Art piece page under user info and marketplace page	WHERE	Social functionalities and comments related to the art piece just uploaded	WHERE	Social functionalities and comments related to the art piece just uploaded
WHAT	Art piece info with photographs	WHAT	See people liking, and commenting on the art piece	WHAT	Sees someone expressing willingness to buy the art piece

PERFORMER : STORYBOARD

HERITAGE'S actions | USER's actions

USER STORY
As a Folk Performer registered with Heritage Art, Enzo wants to upload his latest video and put up their virtual performance slot info in the Heritage Art Ecosystem so that he can sell these slots.

WORKFLOW HAPPY PATH

| Heritage Art app recognizes Enzo through face recognition, and she reaches the default landing page | Enzo uploads video of his latest song in Heritage art. | Heritage art asks him to put details of the performance such as medium, name of the folk/traditional art form, creation date, if it's for sale or related business and the asking price and currency. |

TRIGGER	Heritage app authenticates Maria	TRIGGER	Enzo wants to upload a music video	TRIGGER	Enzo wants to upload a music video
WHO	Heritage Art app	WHO	Enzo	WHO	Heritage Art app
WHERE	Authentication page	WHERE	Own profile page, native device photo library	WHERE	Performer portfolio details page and virtual performance slot availability.
WHAT	Recognizes Enzo through face recognition	WHAT	Selects video and uploads	WHAT	Asks Enzo to enter portfolio item details

WORKFLOW HAPPY PATH

| Enzo enters all info, mentions that it is for related business - LIVE performance webcast, saling performance slots. He enters his charges per hour and submits the video profile for review. | Heritage suggests back saying the realistic price range for his performance should be 30% lower than his asking price. | Enzo reduces his asking price by 10% and publishes the video in his virtual gallery. |

TRIGGER	Enzo wants to Enter performance slot details	TRIGGER	Heritage App suggest a change in item details	TRIGGER	Enzo wants to update and then re-enter performance slot details
WHO	Enzo	WHO	Heritage Art app	WHO	Enzo
WHERE	Performance slot availability page	WHERE	Suggestion page	WHERE	Performance slot availability page
WHAT	Enters and sends performance slot info for review	WHAT	Suggests a change in item info.	WHAT	Updating info and re-entering it

WORKFLOW HAPPY PATH

| The video is published at Heritage marketplace and Artist's profile page. | Enzo now see likes, business interests , comments brewing up around her post on her latest creation. | He also receives message that someone from California has just booked one of their virtual performance slots. |

TRIGGER	Enzo has published new video and given info on their virtual performance slots.	TRIGGER	Enzo sees social activities around the video	TRIGGER	Enzo sees someone booking of one of his remote performance slots
WHO	Heritage Art app	WHO	Enzo	WHO	Enzo
WHERE	Performer profile page	WHERE	Social functionalities and comments related to the art piece just uploaded	WHERE	Remote Performance slots
WHAT	New video, and available virtual performance slots.	WHAT	See people liking, commenting and expressing willingness to book his remote performance slots.	WHAT	sees someone booking of one of his remote performance slots

ART COLLECTOR : STORYBOARD

HERITAGE'S actions | USER's actions

USER STORY
As a Folk Art Collector, Betty wants to explore Artist's artworks and folk Performer's virtual performance slots up for sale through Heritage Art Ecosystem so that she could buy them.

WORKFLOW HAPPY PATH

| Heritage Art app recognizes Betty through face recognition, and she reaches the default landing page | She searches for folk-art textile piece within $200 and gets 23 results. | She selects the 'JALO'A shawl woven by MARIA and clicks the purchase button next to it. |

TRIGGER	Betty wants to use Heritage app	TRIGGER	Betty searches for folk-art textile piece	TRIGGER	Betty selects a specific folk-art textile piece
WHO	Heritage Art app	WHO	Betty	WHO	Betty
WHERE	Authentication page	WHERE	Search & results page	WHERE	Product page : JALO'A shawl woven by MARIA
WHAT	Recognizes Betty through face recognition	WHAT	Searches for folk art textile piece within $200 and gets 23 results.	WHAT	Betty selects it and clicks the purchase button next to it.

WORKFLOW HAPPY PATH

| At the last stage of the purchase journey, Betty uses the saved credit card and face-authentication to buy it. | Heritage App displays successful purchase confirmation message. | Now, Betty searches for live folk song performence, she selects region as south America |

TRIGGER	Betty wants to Enter performance slot details	TRIGGER	Successful purchase	TRIGGER	Search for live folk song performence
WHO	Betty	WHO	Heritage Art app	WHO	Betty
WHERE	Last stage of purchase journey	WHERE	After the purchase journey	WHERE	live folk song performance gallery
WHAT	Betty uses the saved credit card and face-authentication to buy it.	WHAT	Displays Successful purchase confirmation message.	WHAT	Betty searches for live folk song performence of south America

WORKFLOW HAPPY PATH

| Finds ENZO The Vallenato Star from Bogota and checks his rates and free slots | She books one of his virtual performance slot a week from now. | She purchases the slot using the saved credit card and face-authentication. |

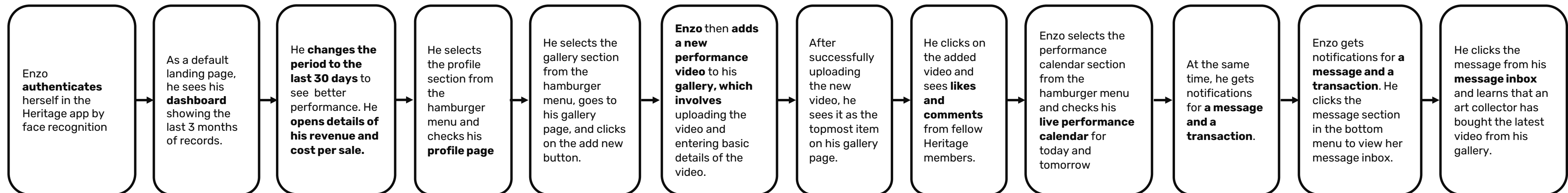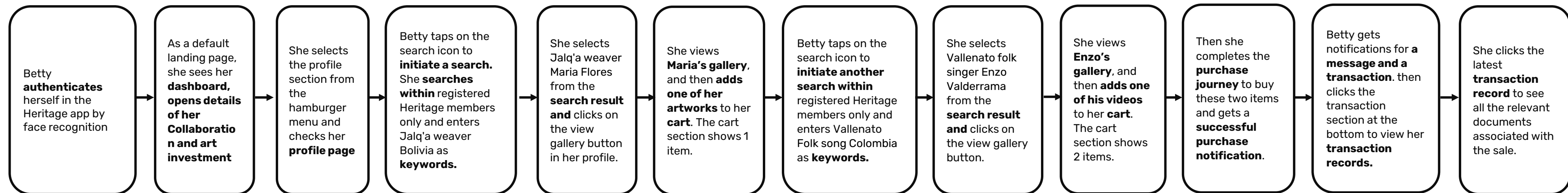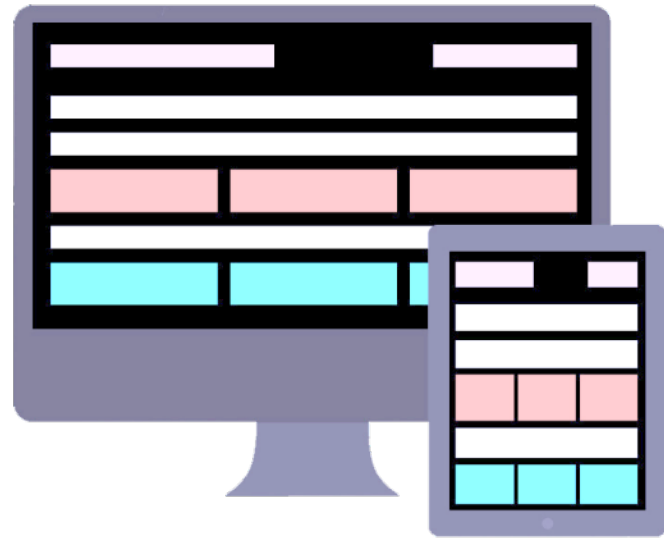| TRIGGER | Finding a performer | TRIGGER | Booking virtual performance slot | TRIGGER | During the purchase of a virtual performance slot |
WHO	Betty	WHO	Betty	WHO	Betty
WHERE	ENZO The Vallenato Star profile page	WHERE	ENZO The Vallenato Star virtual performance slots	WHERE	Payment page
WHAT	Betty Finds ENZO The Vallenato Star from Bogota and checks his rates and free slots	WHAT	Betty books one of his virtual performance slot a week from now.	WHAT	Purchases the slot using the saved credit card and face-authentication.

ARTIST : WORKFLOW HAPPY PATH & JOURNEY MAP

USER STORY | For a part of this journey, the user uses the VUI of the Heritage app

- As an Artist registered with Heritage Art, Maria **authenticates** herself.
- She checks her **dashboard** and **profile.**
- **Maria** then **adds an item** to her **gallery** using the **VUI feature**. This involves a conversation with the Heritage chatbot where she provides all inputs verbally.
- She goes to her gallery page to **view** the item she just added. She sees **"likes" and "comments"** from fellow Heritage members on the artwork she just added.
- Meanwhile, **a message** notifies him that an art collector has bought the latest item from her gallery.
- Then she goes to her **transaction record** to see how much she has earned through the sale.

USER JOURNEY HAPPY PATH

Maria **authenticates** herself in the Heritage app by face recognition	As a default landing page, she sees her **dashboard, opens details of her revenue and cost per sale**	She selects the profile section from the hamburger menu and checks her **profile page**	She clicks the **VUI invocation tool** in the bottom menu to start a conversation with the Heritage chatbot.	**VUI SCENARIO** **Maria** then **adds an item** to her **gallery** using the **VUI feature,** which involves a conversation with the Heritage chatbot where she provides all inputs verbally.	She selects the gallery section from the hamburger menu, goes to her gallery page, and clicks on the item she just added.	She sees **likes and comments** from fellow Heritage members on the **artwork she just added.**	She gets notifications for **a message and a transaction**. She clicks the message section in the bottom menu to view her message inbox.	She clicks the message from her **message inbox** and learns that an art collector has bought the latest item from her gallery.	Maria then clicks the transaction section at the bottom to view her **transaction records.**	She clicks the latest **transaction record** to see how much she has earned through the sale.

PERFORMING ARTIST : WORKFLOW HAPPY PATH & JOURNEY MAP

USER STORY | For this journey, the user uses the GUI of the Heritage app

- As a Performing Artist registered with Heritage Art, Enzo **authenticates** himself.
- As his dashboard shows the last 3 months of records by default, **he changes the period to the last 30 days** and sees better performance.
- He checks his **dashboard** and **profile.**
- **Enzo** then **adds an item** to his **gallery** using the **GUI feature.**
- He **views the "likes" and "comments"** from fellow Heritage members on the performance video he just added.
- Then he quickly checks his **live performance calendar** for today and tomorrow.
- Meanwhile, **a message** notifies him that an art collector has bought the latest item from his gallery.

USER JOURNEY HAPPY PATH

Enzo **authenticates** herself in the Heritage app by face recognition	As a default landing page, he sees his **dashboard** showing the last 3 months of records.	He **changes the period to the last 30 days** to see better performance. He **opens details of his revenue and cost per sale.**	He selects the profile section from the hamburger menu and checks his **profile page**	He selects the gallery section from the hamburger menu, goes to his gallery page, and clicks on the add new button.	**Enzo** then **adds a new performance video** to his **gallery, which involves** uploading the video and entering basic details of the video.	After successfully uploading the new video, he sees it as the topmost item on his gallery page.	He clicks on the added video and sees **likes and comments** from fellow Heritage members.	Enzo selects the performance calendar section from the hamburger menu and checks his **live performance calendar** for today and tomorrow	At the same time, he gets notifications for **a message and a transaction**.	Enzo gets notifications for **a message and a transaction**. He clicks the message section in the bottom menu to view her message inbox.	He clicks the message from his **message inbox** and learns that an art collector has bought the latest video from his gallery.

Heritage

ART COLLECTOR : WORKFLOW HAPPY PATH & JOURNEY MAP

USER STORY | For this journey, the user uses the GUI of the Heritage app

- As an Art Collector registered with Heritage Art, Betty **authenticates** herself.
- She checks her **dashboard** and **profile**, and then **searches** for a specific type of artist.
- She selects an artist from the **search result**, views **her gallery**, and then **adds one of her artworks** to her **cart**.
- Betty then **searches** for a specific type of performing artist. She selects a performing artist from the **search result**, views **his gallery**, and then **adds one of his performance videos** to her **cart**.
- Then she completes the **purchase journey** to buy these two items and gets a **successful purchase notification**.
- After completing the purchase, she checks her **purchase record**.

USER JOURNEY HAPPY PATH

Betty **authenticates** herself in the Heritage app by face recognition	As a default landing page, she sees her **dashboard, opens details of her Collaboration and art investment**	She selects the profile section from the hamburger menu and checks her **profile page**	Betty taps on the search icon to **initiate a search.** She **searches within** registered Heritage members only and enters Jalq'a weaver Bolivia as **keywords.**	She selects Jalq'a weaver Maria Flores from the **search result and** clicks on the view gallery button in her profile.	She views **Maria's gallery**, and then **adds one of her artworks** to her **cart**. The cart section shows 1 item.	Betty taps on the search icon to **initiate another search within** registered Heritage members only and enters Vallenato Folk song Colombia as **keywords.**	She selects Vallenato folk singer Enzo Valderrama from the **search result and** clicks on the view gallery button.	She views **Enzo's gallery**, and then **adds one of his videos** to her **cart**. The cart section shows 2 items.	Then she completes the **purchase journey** to buy these two items and gets a **successful purchase notification**.	Betty gets notifications for **a message and a transaction**. then clicks the transaction section at the bottom to view her **transaction records.**	She clicks the latest **transaction record** to see all the relevant documents associated with the sale.

DECIDING THE APP TYPE | DEFINING THE SCOPE FOR CAPSTONE

RESPONSIVE APP

PROS
- Lower cost of production.
- Great Cross-platform accessibility.
- There's no need to install anything on your device.
- It reduces time to market.
- The content is more shareable.
- Content indexed by Google & other search engines.

CONS
- It requires an internet connection.
- Need to optimize content for mobile.
- There's limited support of native device features
- It cannot be distributed through app store and allow monetizing downloads
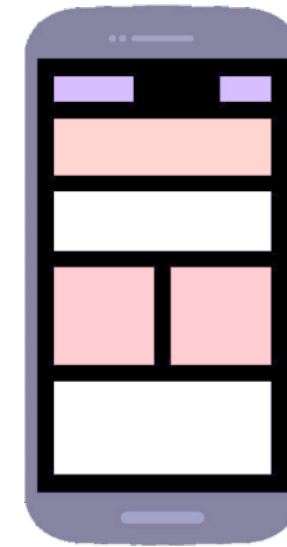
NATIVE APP

PROS
- Native code always runs faster and provide better performance.
- There's consistency with OS design.
- It leverages a mobile device's hardware-control features
- It offers more tailored experience to users
- It can work offline.
- There is more freedom in design.

CONS
- It can't run on a device with a different operating system.
- It's expensive to build as each OS needs custom-coding
- It's harder to acquire new users who'd be motivated to install the app.

Given the reach and variety of the features HERITAGE ART ECOSYSTEM needs to cater to its diverse user groups, I would offer both responsive and native web apps. But, within the scope of the capstone project, I'd explore the HERITAGE NATIVE APP only.

HERITAGE ART ECOSYSTEM & ITS PARTICIPANTS

We should visualize Heritage Art Ecosystem as a combination of the following, at a minimum:

- A reliable Primary art marketplace for artists, artisans and performers

- A reliable secondary art marketplace for art investors

- A constantly growing gallery and library of Folk/Traditional Art pieces and performances

- A platform to connect and collaborate

- A knowledge-sharing platform where users can enroll for training/apprenticeship

- A Promotion space for peripheral services providers

Art lovers and patrons worldwide (non-buyers of art)

Art Buyers Collectors Investors

Traditional/Folk Artists/artisans/ performing artists

Researchers Of Different art Forms (non-buyers of art)

Art Buyers Collectors Investors

Students, Hobbyists, Enthusiasts Of Different Art & Craft (non-buyers of art)

Companies offering Peripheral services and Advertising (non-buyers of art)

HERITAGE : FINAL DESIGN DIRECTIONS

MUST HAVES:

- Minimal, contemporary, and contextual experience connecting auctions, galleries, artists, and collectors in innovative ways to increase business and awareness.

- Multilingual experience supporting data entry, system feedback, and conversation in at least ten most widely spoken languages worldwide.

- Voice User Interfaces to help users interact and accomplish various tasks by talking to the app. App VUI complements the GUI and does not replace it.

- Artists, buyers, and collaborators must have ways to connect with each other

- An exhaustive online gallery of traditional art and performances.

- Featuring traditional art and performances at various price ranges.

- Unlimited access to the galleries of all artists and performing artists. Make investing in art and taking part in bidding easy in both primary and secondary markets and win the mindshare of local Art investors and private collectors.

- Adherence to that market regulation and taxation rules for each of its transactions.

AVOIDANCES
Going forward, I could have been wrong in many ways and thus, keep a close watch to avoid the following :

- Faltering on key process steps

- Designing in isolation and wrongly interpreting user needs in UI.

- Making the onscreen interactions information-heavy or long.

- Not being vigilant during usability testing and ignoring possible showstoppers.

- Not incorporating crucial feedback into the design.
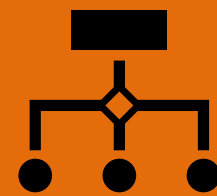
Heritage

HERITAGE ART ECOSYSTEM

USER ROLE SPECIFIC INFORMATION ARCHITECTURE

ARTIST : CONTENT AND FUNCTIONALITIES, IA & NAVIGATION MODELS

User Role specific Content and Functionalities

ARTIST
USER ROLE-SPECIFIC [Needs user authentication]
- Dashboard : Displays Increase/Decrease in Artist's performance under the following parameters **:**
  - Daily Profile view
  - Art Sales
  - Business contacts
  - Revenue
  - Cost per sale

- Profile: Artist's profile summary, contact credentials, and social media links. Artists Can **view, add, delete, edit**

- Gallery: The featured inventory of this Artist's body of work. Artists can **browse, filter, view, add, delete, edit**
  - Artwork
    Contains information about the artwork. Artists Can **view, add, delete, edit, delete**

- Classes: Allows artists to conduct classes online. Artists can **start, record, and end virtual performances where the camera of the native device captures and simultaneously broadcast to multiple users.**

- Transactions: Lists Artist's sales and financial transaction records. Artists can **browse, filter, view, download, and forward items**. This section will also feature the year-end tax documents of the user.

- Messages: Message inbox and outbox. Artists are **notified of new messages** and can **receive, filter, view, create, delete, and send** messages within the ecosystem.

- My Network: Contacts and brief bios of all Artists, Art collectors, researchers, and prereferral service providers connected to this Artist.

MARKETPLACE[Needs user authentication]
Artists have access to the **Heritage** Primary Marketplace. They can **browse** through art and performing art **listed for sale and various peripheral services such as art materials, courier services etc**. Artists can **filter, view, forward, and buy items**.

GENERIC UTILITIES
- Search: Free-text search, also voice-enabled to **search within the ecosystem and beyond**. Artists can **browse, filter, view, and forward search results**.

- Help: Users can access **FAQs** and get **online and on-call help** on various topics related to the usage of Heritage.

- Settings : Language preference | Font size | Sound ON/OFF |

User Role specific Information Architecture

ARTIST
USER ROLE-SPECIFIC
- Authentication
- Dashboard
- Profile
- Gallery
- Classes
- Transactions
  - Individual Transactions
- Messages
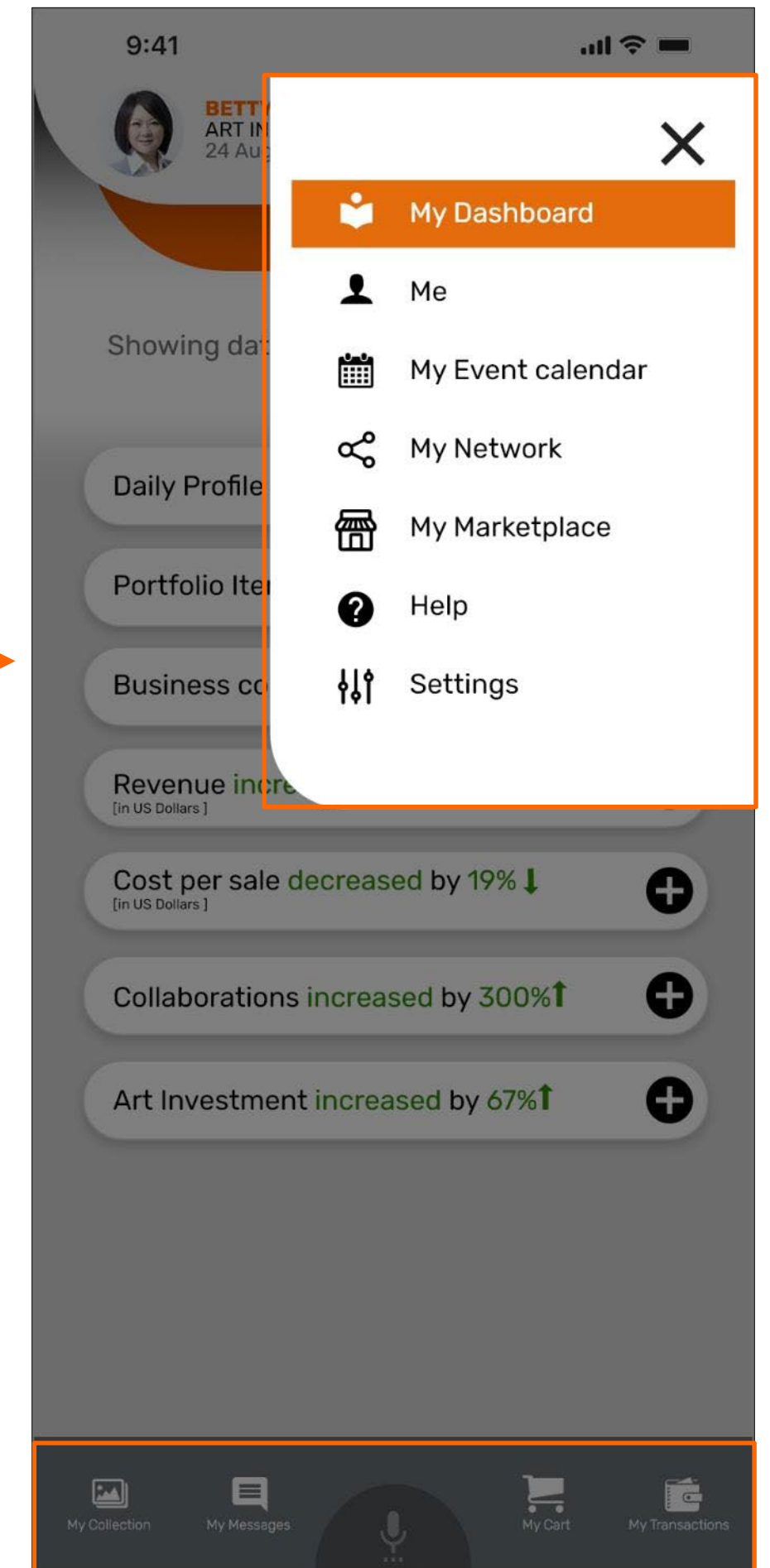 - Individual Messages
- My Network
  - Individual contacts

MARKETPLACE
- Primary Marketplace

GENERIC UTILITIES
- Search
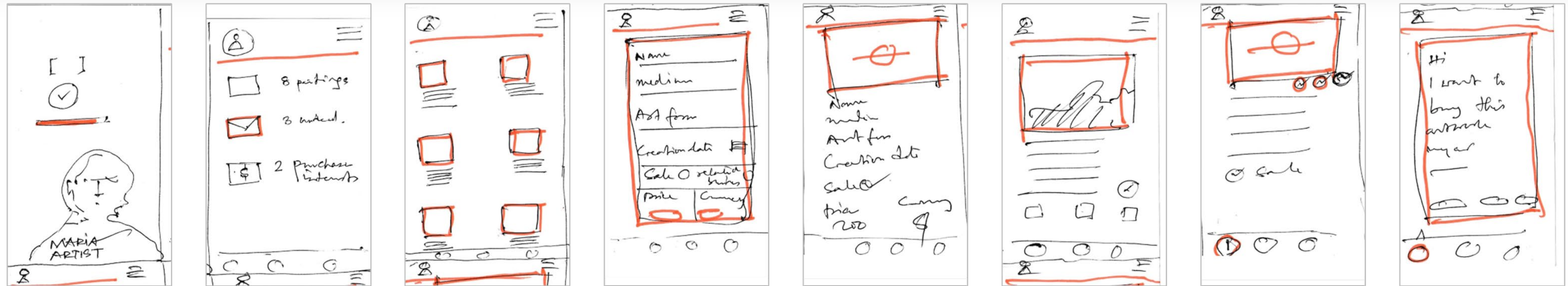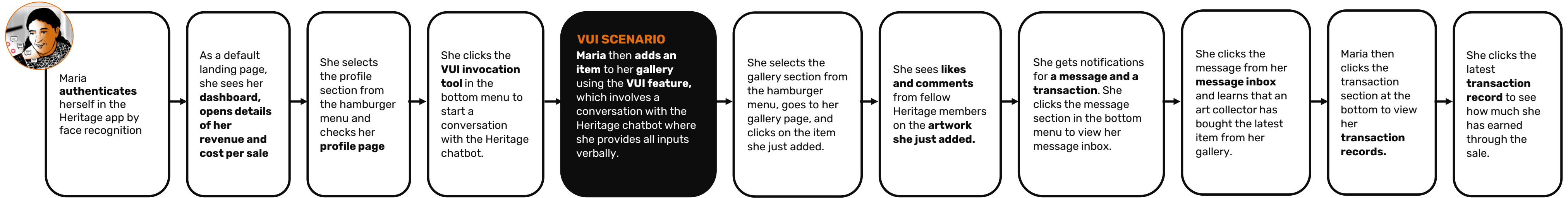- Help
- Settings
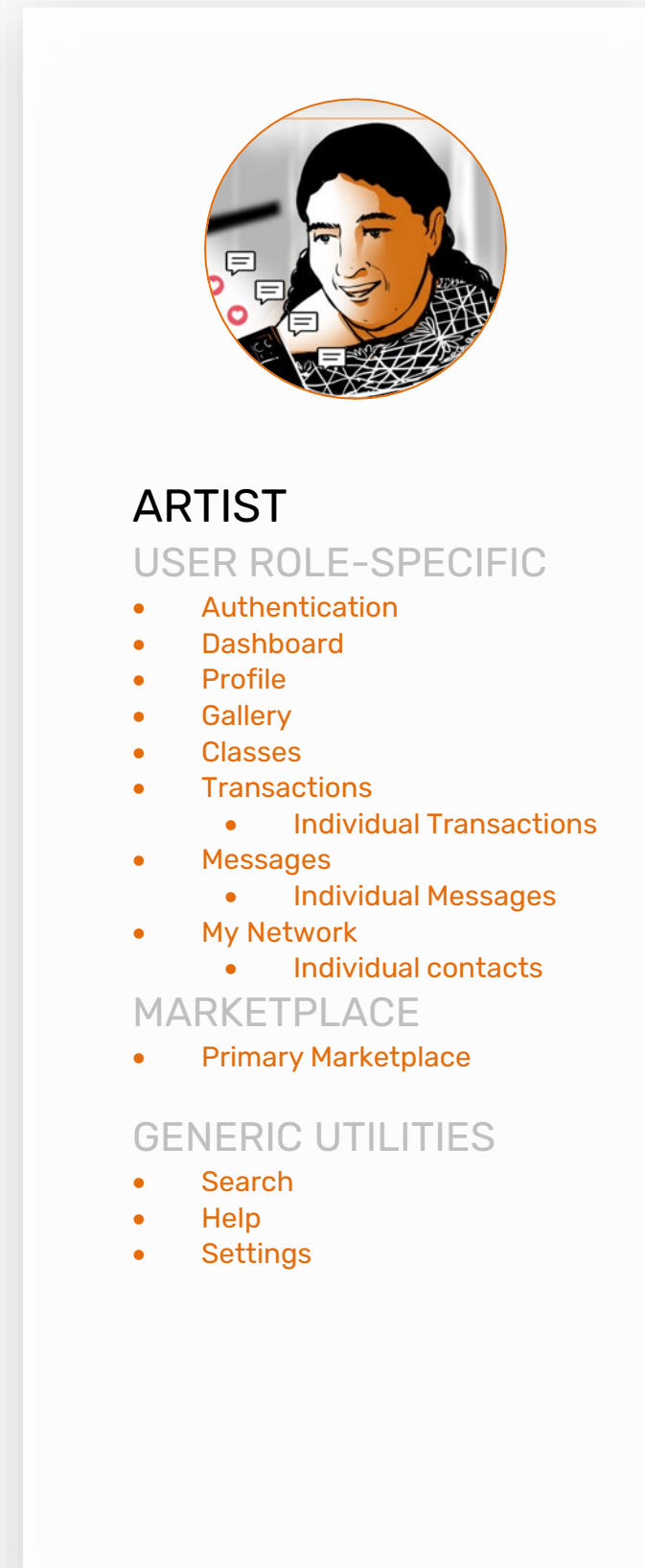
User Role specific Navigation Model
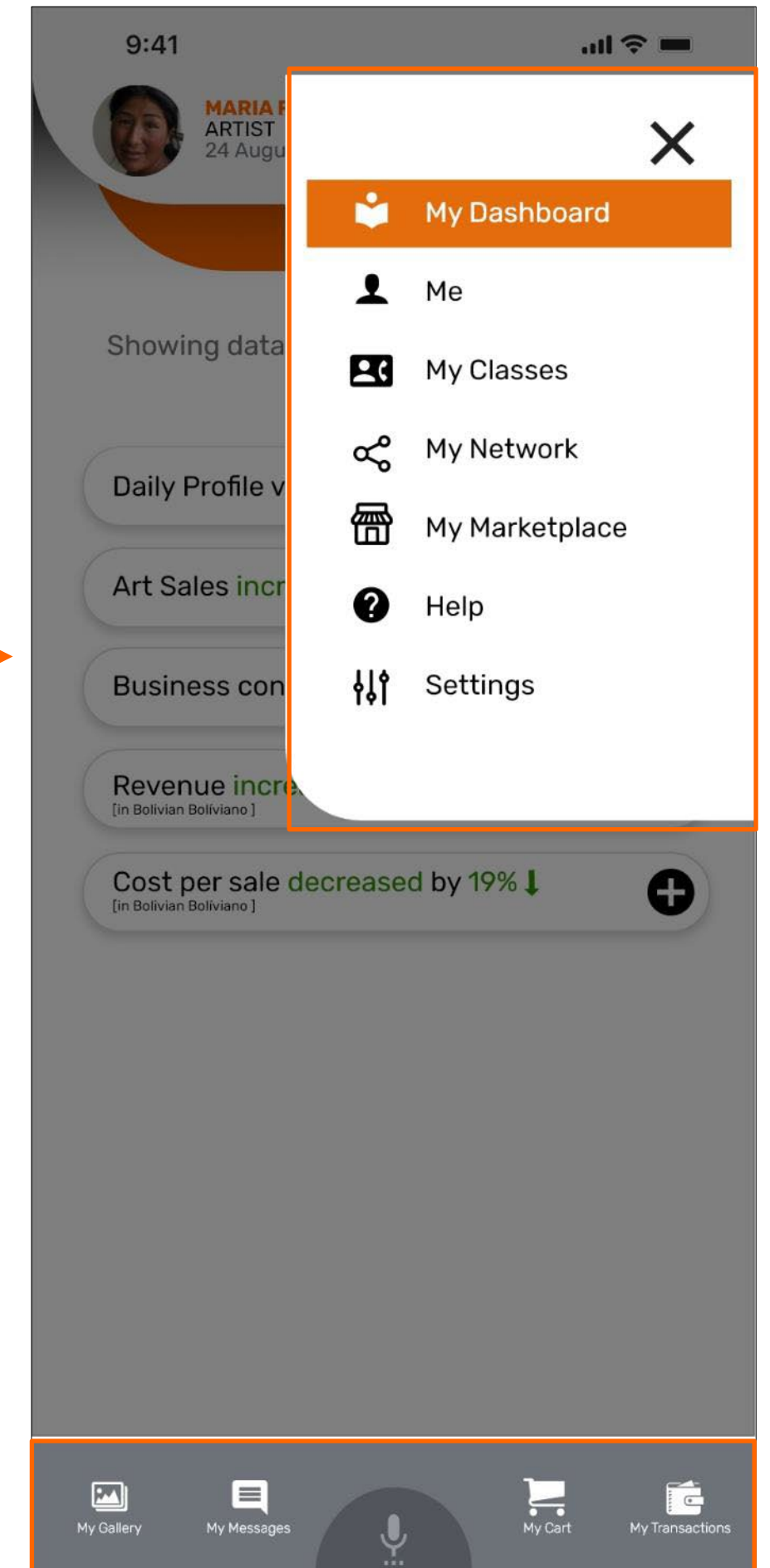
PERFORMING ARTIST : CONTENT AND FUNCTIONALITIES, IA & NAVIGATION MODELS

User Role specific Content and Functionalities

User Role specific Information Architecture

User Role specific Navigation Model

PERFORMING ARTIST
USER ROLE-SPECIFIC[Needs user authentication]
- **Dashboard:** Displays Increase/Decrease in Performing Artist's performance under the following parameters **:**
  - Daily Profile view
  - Live Show Slot Sales
  - Business contacts
  - Revenue
  - Cost per sale

- **Profile:** Performing Artist's profile summary, contact credentials, and social media links. Artists Can **view, add, delete, edit**

- **Gallery:** The featured inventory of this Performing Artist's body of work. Videos, mp3s, and Virtual performance slots for sale. Artists can **browse, filter, view, add, delete, and edit.**
  - A Performance video
    Contains information about the performance. Performing Artists Can **view, edit, and delete.**

- **Virtual performance calendar:** Virtual performance slots for sale. Performing Artists can **browse, filter, view, edit, and sign contracts.**

- **Virtual performance broadcaster:** Interface for conducting virtual performance. Performing Artists can **start, end, record, and end virtual performances where the camera of the native device captures and simultaneously broadcast to multiple users.**

- **Classes:** Allows artists to conduct classes online. Performing Artists can **start, end, record, and end virtual performances where the camera of the native device captures and simultaneously broadcast to multiple users.**

- **Transactions** Lists Artist's sales and financial transaction records. Performing Artists can **browse, filter, view, download, and forward items**. This section will also feature the year-end tax documents of the user.

- **Messages:** Message inbox and outbox. Performing Artists are **notified of new messages** and can **receive, filter, view, create, delete and send** messages within the ecosystem.

- **My Network:** Contacts and brief bios of all Artists, Art collectors, researchers, and prereferral service providers connected to this performing Artist.

MARKETPLACE [Needs user authentication]
- **Primary Marketplace :** Performing Artists Can **browse** through each art and performing art item currently **featured and listed for sale in the Heritage Primary Market**. They can **filter, view, forward, and buy items**.

GENERIC UTILITIES
- **Search:** Free-text search, also voice-enabled to **search within the ecosystem and beyond**. Performing Artists can **browse, filter, view, and forward search results**.

- **Help: FAQs** and **online and on-call help** on various topics related to the usage of Heritage.

- **Settings :** Language preference | Font size | Sound ON/OFF |

PERFORMING ARTIST
USER ROLE-SPECIFIC
- Authentication
- Dashboard
- Profile
- Gallery
  - Performance video
  - Soundtracks
- Virtual performance calendar
- Virtual performance broadcaster
- Classes
- Transactions
  - Individual Transactions
- Messages
  - Individual Messages
- My Network
  - Individual contacts

MARKETPLACE
- Primary Marketplace

GENERIC UTILITIES
- Search
- Help
- Settings

My Dashboard
Me
My Classes
My Live Show calendar
Broadcast My Live Show
My Network
My Marketplace
Help
Settings
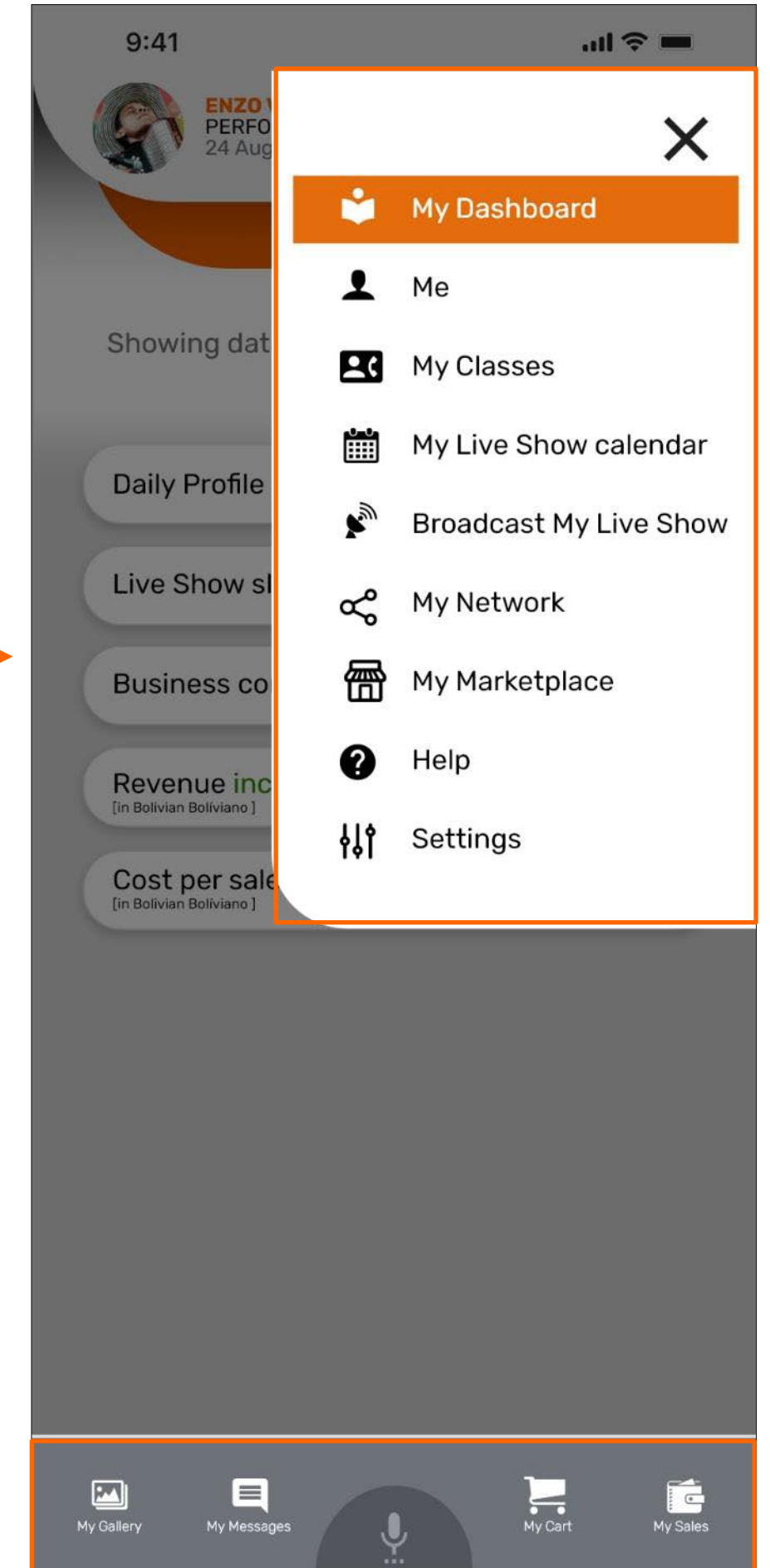
ART COLLECTOR : CONTENT AND FUNCTIONALITIES, IA & NAVIGATION MODELS

User Role specific Content and Functionalities

User Role specific Information Architecture

User Role specific Navigation Model

ART COLLECTOR
USER ROLE-SPECIFIC [Needs user authentication]
- **Dashboard:** Displays Increase/Decrease in Art Collector's performance under the following parameters **:**
  - Daily Profile view
  - Portfolio Item Sales
  - Business contacts
  - Revenue
  - Collaboration
  - Cost per sale
  - Art Investment

- **Profile:** Art collector's profile summary, contact credentials, and social media links. They Can **view, add, delete, edit**

- **Gallery:** The featured inventory of this Art collector's portfolio. They can **browse, filter, view, add, delete, edit**
  - Artwork, soundtracks and videos
    Contains information about the artwork. Art collectors Can **view, add, delete, edit, delete, and mark for sale**

- **Transactions:** Lists Artist's sales and financial transaction records. Artists can **browse, filter, view, download, and forward items**. This section will also feature the year-end tax documents of the user.

- **Messages:** Art collector's Message inbox and outbox. They are **notified of new messages** and can **receive, filter, view, create, delete, and send** messages within the ecosystem.

- **My Network:** Contacts and brief bios of all Artists, Art collectors, researchers, and prereferral service providers connected to this Art Collector.

MARKETPLACE [Needs user authentication]
- **Primary Marketplace :** Art Collectors Can **browse** through each art and performing art item currently **featured and listed for sale in the Heritage Primary Marketplace**. They can **filter, view, forward, and buy items** and join online bidding live from their devices.

- **Secondary Marketplace :** Art Collectors Can **browse** through each art and performing art item currently **featured and listed for sale in the Heritage Secondary Marketplace**. Artists can **browse, filter, view, forward, and buy items**. They can also join online bidding live from their devices.

GENERIC UTILITIES
- **Search:** Free-text search, also voice-enabled to **search within the ecosystem and beyond**. Artists can **browse, filter, view, and forward search results**.

- **Help:** Users can access **FAQs** and get **online and on-call help** on various topics related to the usage of Heritage.

- **Settings :** Language preference | Font size | Sound ON/OFF |

ART COLLECTOR
USER ROLE-SPECIFIC
- Authentication
- Dashboard
- Profile
- Gallery
  - Artwork
  - soundtracks
  - videos
- Transactions
  - Individual Transactions
- Messages
  - Individual Messages
- My Network
  - Individual contacts

MARKETPLACE
- Primary Marketplace
- Secondary Marketplace

GENERIC UTILITIES
- Search
- Help
- Settings

9:41

BETT
ART IN
24 Au

Showing da

My Dashboard
Me
My Event calendar
My Network
My Marketplace
Help
Settings

Daily Profile
Portfolio Ite
Business co
Revenue incre
[in US Dollars]
Cost per sale decreased by 19%
[in US Dollars]
Collaborations increased by 300%
Art Investment increased by 67%

My Collection   My Messages   My Cart   My Transactions

HERITAGE ART ECOSYSTEM

CONCEPT SKETCHES & WIREFRAMES

CRAZY 8 SKETCHES

USER JOURNEY HAPPY PATH

Maria **authenticates** herself in the Heritage app by face recognition

As a default landing page, she sees her **dashboard, opens details of her revenue and cost per sale**

She selects the profile section from the hamburger menu and checks her **profile page**

She clicks the **VUI invocation tool** in the bottom menu to start a conversation with the Heritage chatbot.

VUI SCENARIO
Maria then **adds an item** to her **gallery** using the **VUI feature,** which involves a conversation with the Heritage chatbot where she provides all inputs verbally.

She selects the gallery section from the hamburger menu, goes to her gallery page, and clicks on the item she just added.

She sees **likes and comments** from fellow Heritage members on the **artwork she just added.**

She gets notifications for **a message and a transaction**. She clicks the message section in the bottom menu to view her message inbox.

She clicks the message from her **message inbox** and learns that an art collector has bought the latest item from her gallery.

Maria then clicks the transaction section at the bottom to view her **transaction records.**

She clicks the latest **transaction record** to see how much she has earned through the sale.

SOLUTION SKETCHING of KEY SCREENS

USER JOURNEY HAPPY PATH

Maria **authenticates** herself in the Heritage app by face recognition

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Maria then clicks the transaction section at the bottom to view her **transaction records.**

She clicks the latest **transaction record** to see how much she has earned through the sale.

1

The user gets authenticated through face recognition, and her profile gets loaded. Maria, the artist, is getting authenticated In this instance.

2

Top navigation has user profile, global search, and global navigation menu. For User profile, contextual menu items at the bottom are gallery, messages, marketplace, and wallet. The default landing page is the gallery which shows Maria's artworks with key information. This list is sorted under various parameters such as Art in the market, Art sold, Art for display only, etc.

3

The page for a particular artwork shows the associated details, the likes, and comments around it, and if there have been any business interests. We can also see the individual comments, and the user can translate them if it's not in her native language.

4

In the contextual menu, we can see that Maria has four unread messages. A click on the message section opens the inbox where the unread messages are visually distinguished from the already read ones. The user can translate them if it's not in her native language.

Heritage

SOLUTION SKETCHING of KEY SCREENS

1 The user gets authenticated through face recognition, and her profile gets loaded. Maria, the artist, is getting authenticated In this instance.

2 The top navigation has a user profile, global search, and global navigation menu. Based on this selection, there could be contextual menu items like gallery, messages, marketplace, and wallet at the bottom. The default landing page is the gallery which shows Maria's artworks with key information. Users can sort this list under various parameters such as Art in the market, Art sold, Art for display only, etc.

3 The page for a particular artwork shows the associated details, the likes, and comments around it, and if there have been any business interests. We can also see the individual comments, and the user can translate them if it's not in her native language.

4 In the contextual menu, we can see that Maria has four unread messages. A click on the message section opens the inbox where the unread messages are visually distinguished from the already read ones. The user can translate them if it's not in her native language.

5 The big microphone button in the middle of the contextual menu is the VUI button, which lets the user start talking to the app and accomplish tasks. In this screen, we can see a conversation between Heritage Art and the user. The speech bubbles and corresponding sound wave icons are color-coded to differentiate user inputs and app outputs.

PRELIMINARY WIREFRAMES of KEY SCREENS
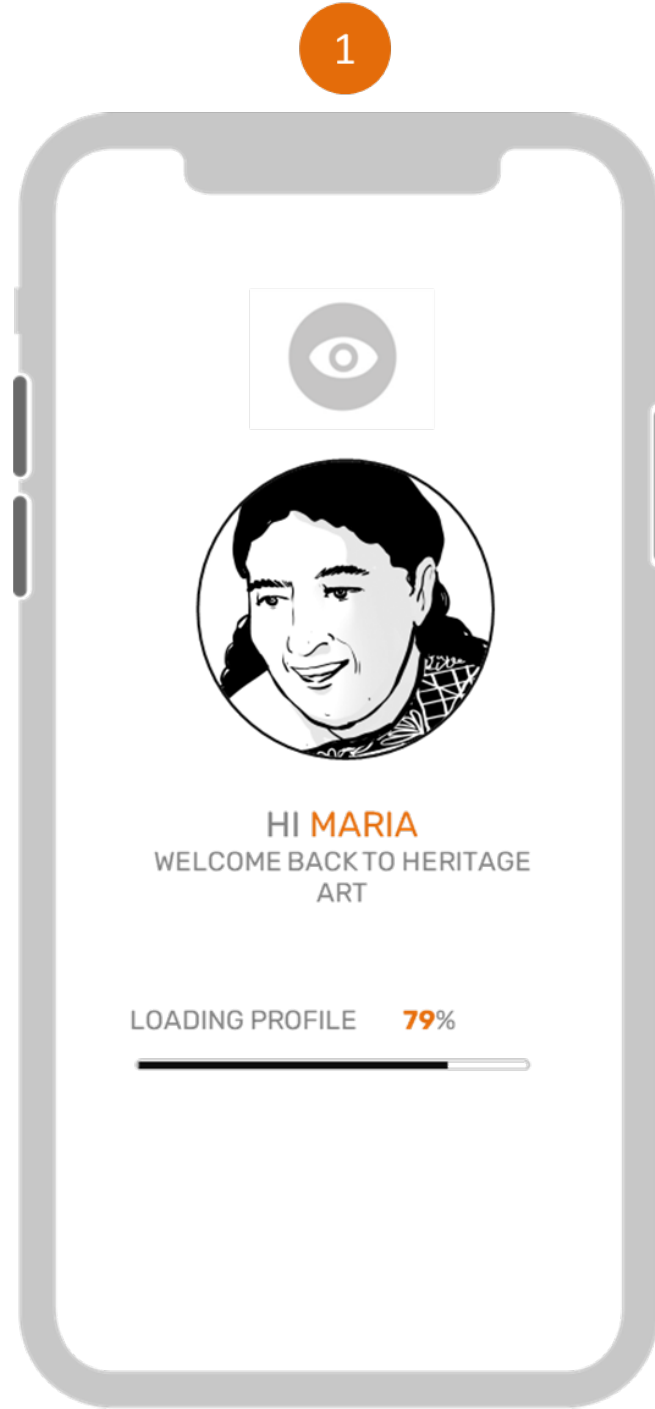
1

HI MARIA
WELCOME BACK TO HERITAGE ART

LOADING PROFILE   **79**%

2

3

4

5

The user gets authenticated through face recognition, and her profile gets loaded. Maria, the artist, is getting authenticated In this instance.

The top navigation has a user profile, global search, and global navigation menu. Based on this selection, there could be contextual menu items like gallery, messages, marketplace, and wallet at the bottom. The default landing page is the gallery which shows Maria's artworks with key information. Users can sort this list under various parameters such as Art in the market, Art sold, Art for display only, etc.

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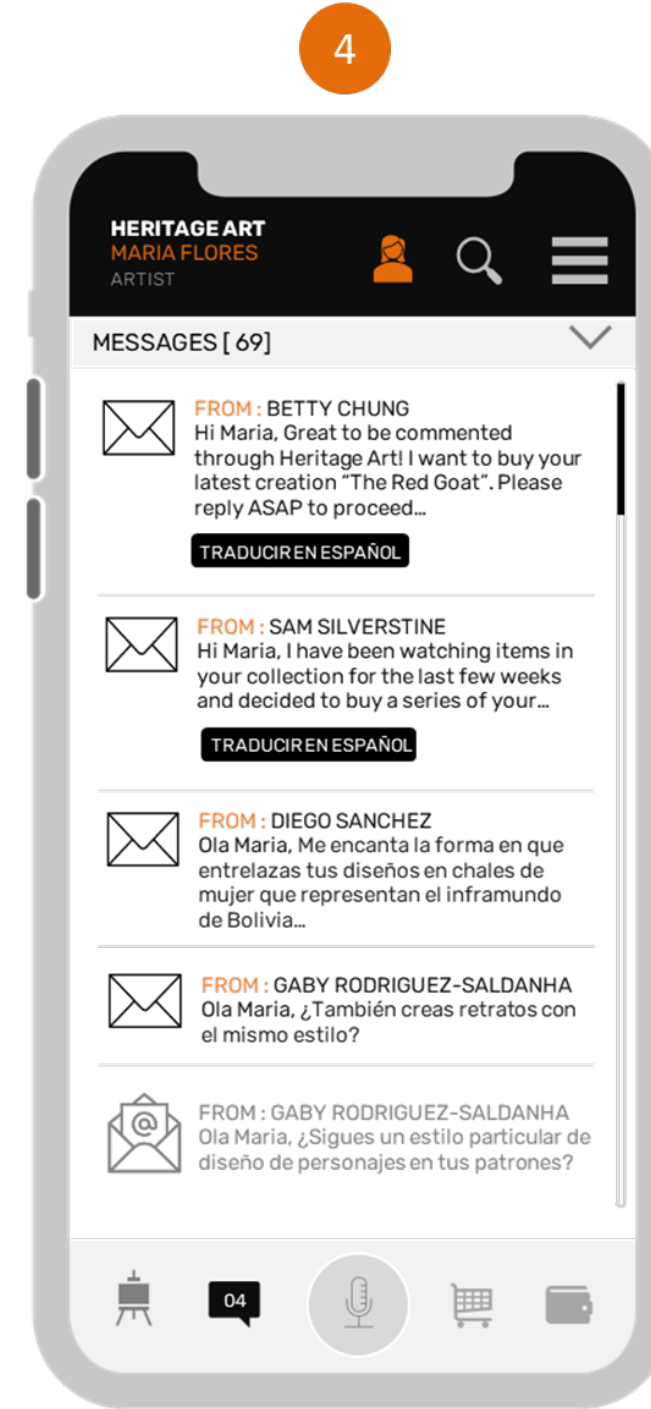
In the contextual menu, we can see that Maria has four unread messages. A click on the message section opens the inbox where the unread messages are visually distinguished from the already read ones. The user can translate them if it's not in her native language.

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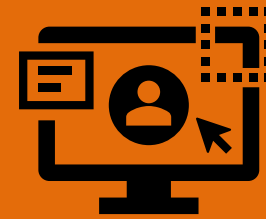
HERITAGE ART ECOSYSTEM

DETAILED DESIGN & KEY UI PATTERNS

Heritage

THE HERITAGE ART APP: IDENTITY

After a few iterations, I arrived at a visual identity for Heritage art ecosystem that reflects cultural motifs, **conversation, transparency and the inherent simplicity in interaction.**
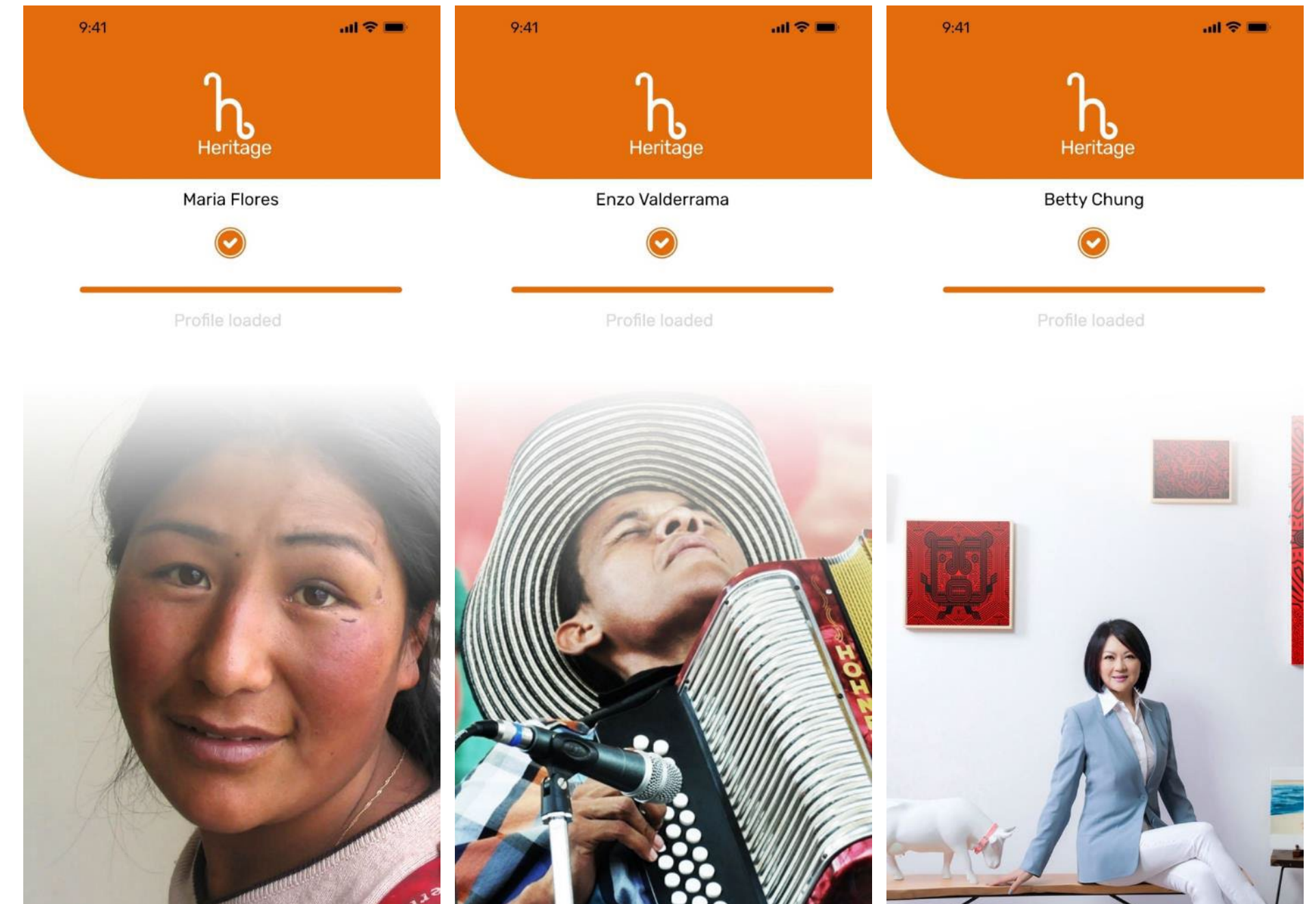
THE HERITAGE ART APP: BRAND COLORS, FONT

BRAND COLORS

Adjusted color palette to meet AA standards ensuring that all text colors meet the required contrast ratio.

#0D0D0D	
#E46C0A	
#6D7278	

MAIN COLORS
Heritage Art App predominantly uses white page background to afford more breathing space and bold contrasting colors as primary colors. These primary colors are synonymous to the Heritage Art App brand identity

#EEEEEE	
#F3EFEF	
#CFD0D2	

NEURAL SUPPORTING COLORS
Introduced a **neutral supporting palette** that is used across interfaces for the backgrounds. These colors are usually used to define content blocks within the app.

#0070C0	
#92D050	
#C00000	

ACCENT COLORS
Incorporated a palette of **accent colors** that starkly contrasts with the primary palette, used sparingly only for special highlights such as links, status.

ICONOGRAPHY

None of the semantically correct icons change their meaning across cultures. And their simple forms reduce thinking time.

BRAND FONT

RUBIK is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project.

The RUBIK font represents the ethos of brand Heritage Art App and its UI for the following reasons:

- Its rounded corners lend it a pleasant, friendly feel which is perfect for a display or text use.
- The font family contains a range of weights that make it ideal for both subheads and body copy.
- It can be used both digitally and in print and it works well for lengthy blocks of text.
- It has excellent visibility in small sizes.

Light 300
A quick brown fox jumps over the lazy dog
Light 300 Italic
A quick brown fox jumps over the lazy dog
Regular 400
A quick brown fox jumps over the lazy dog
Regular 400 Italic
A quick brown fox jumps over the lazy dog
Medium 500
A quick brown fox jumps over the lazy dog

MARIA FLORES
ARTIST
24 August 2022

MARIA FLORES is a **Bolivian Jalq'a Weaver**. She works at her loom in Cochabamba and weaves her design into women's shawls depicting the underworld of Bolivia.

Her patterns include asymmetrical, nonlinear, and undiscernible patterns or borders. They include only two dark, dramatically contrasting colors. Maria's shawls are fast emerging as the crowd favorites in Heritage Primary art market !

Heritage Profile Rating : 9.1

View Maria's Gallery

ENZO VALDERRAMA
PERFORMING ARTIST
24 August 2022

Traditional Vallenato music fuses cultural expressions from northern Colombia, songs of cow-herders from the Greater Magdalena region, chants of African slaves, Spanish poetry, dance from the indigenous people of the Sierra Nevada de Santa Marta, and European-style instruments.

ENZO VALDERRAMA is a Vallenato musician who has his own troop and is constantly preparing for his next performance. He is a registered member of the Heritage Art ecosystem and uses the Heritage Art app to market and sell the .mp3s and videos of his songs and his upcoming in-person and virtual performances.

Heritage Profile Rating : 9.1

View Enzo's Gallery

BETTY CHUNG
ART INVESTOR
24 August 2022

BETTY CHUNG is a San Francisco-based art collector with a large collection of exotic folk-art pieces from around the world. She is involved in both Primary and Secondary art markets. As a Registered Member of the Heritage Art ecosystem, she uses the Heritage Art app to buy art, market her collection, and sell art pieces to the larger art investor community. She also loves collecting videos and mp3s of folk music and performances and stays connected with her favorite artists.

Betty also has created quite a formidable group of art investors around her using the Heritage Art Network. With the help of reputed galleries, they often trade /auction rare folk art pieces.

Heritage Profile Rating: 9.1

View Betty's Collection

Heritage

AUTHENTICATION PAGE : Where users get recognized

Heritage app harnesses face recognition to authenticate users and uses the user's photograph to indicate acute personalization.
Upon authentication, the Black and White profile photo changes to colored to indicate successful loading of the user profile.
Once a user's profile is loaded, they automatically land on the dashboard page.

AUTHENTICATION OF ARTIST
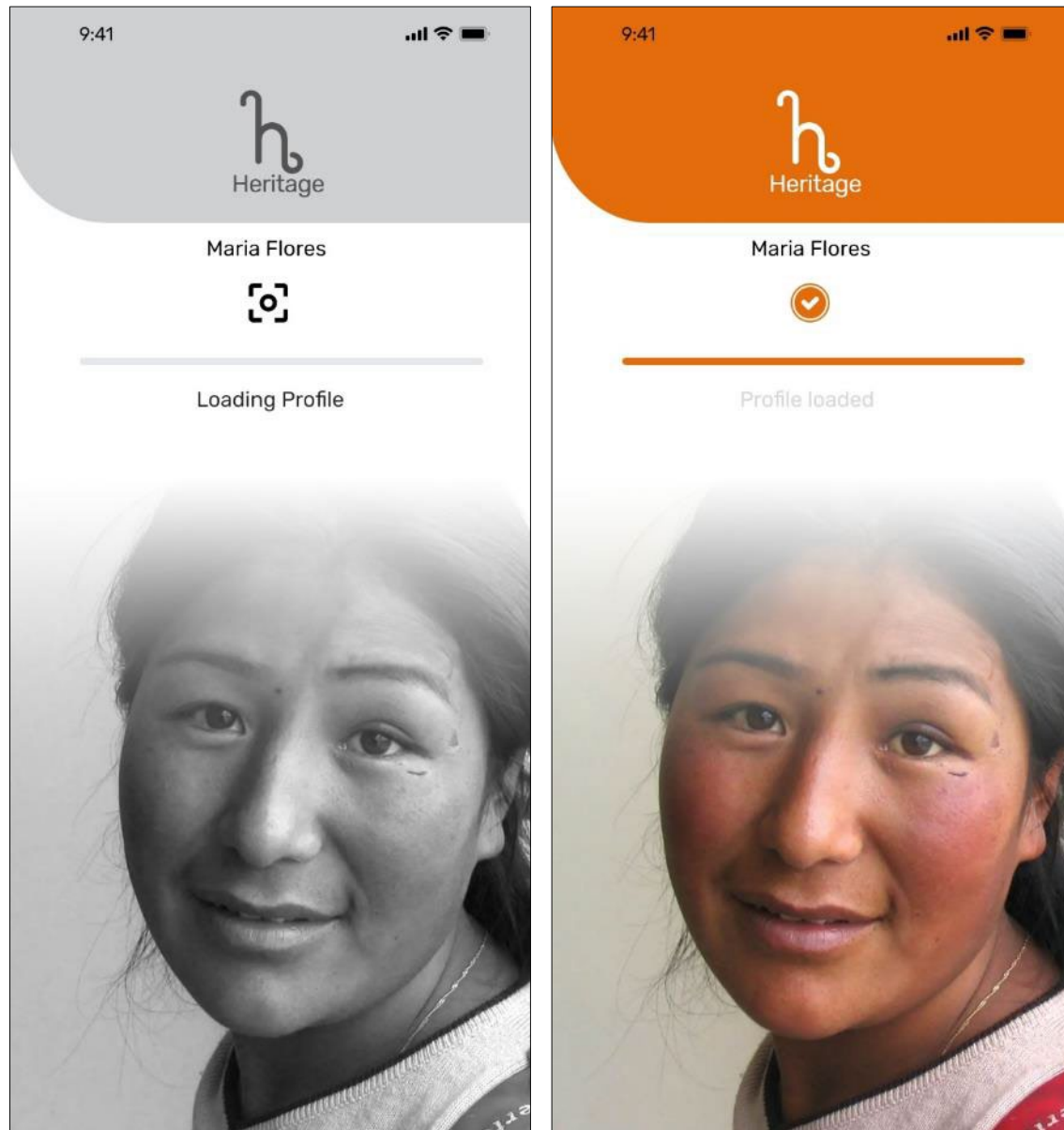
AUTHENTICATION OF PERFORMING ARTIST
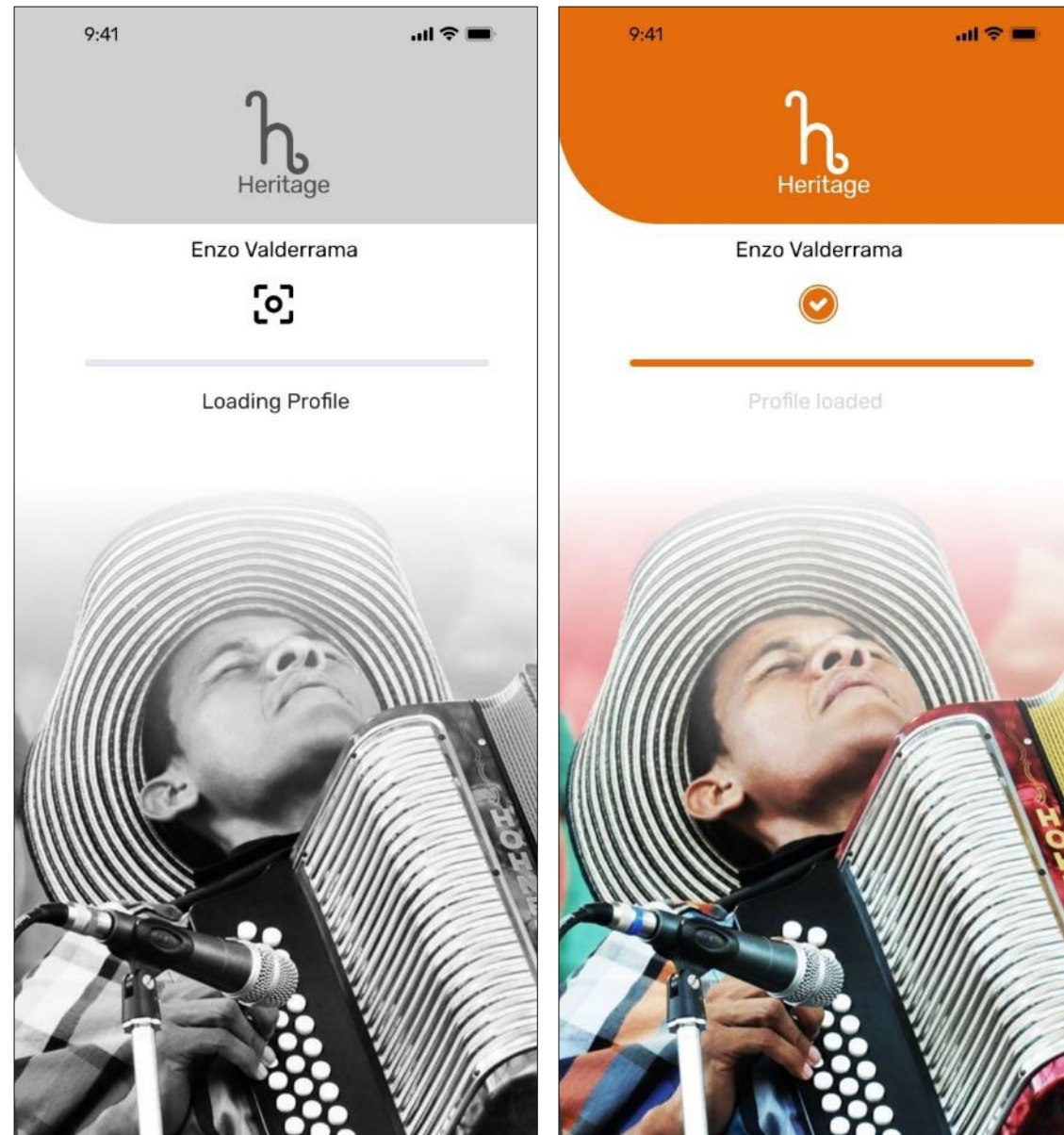
AUTHENTICATION OF ART COLLECTOR
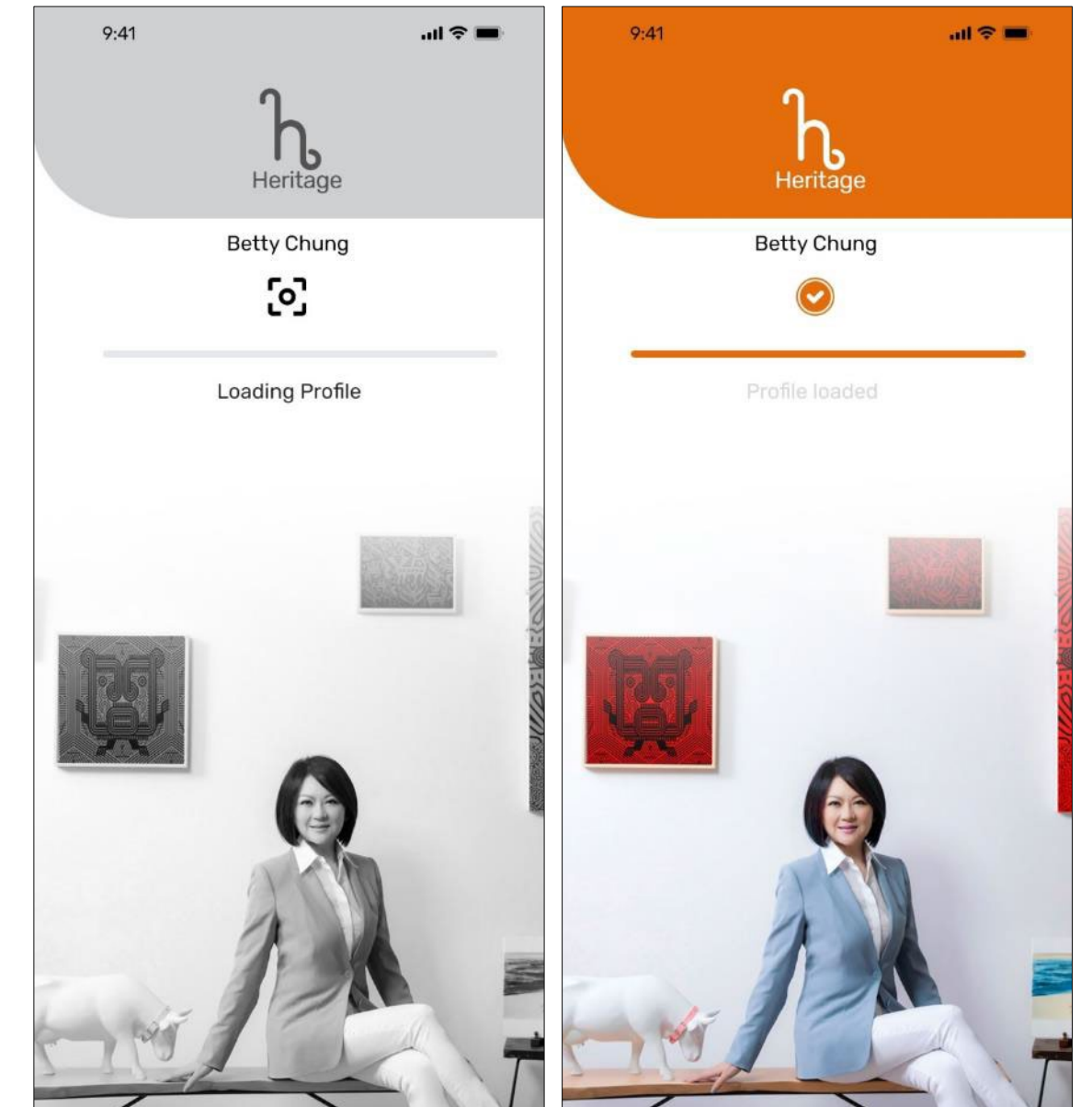
LANDING PAGE : THE USER DASHBOARDS

Dashboards typically reflect how Heritage art Ecosystem is benefitting the user type under various important parameters.
Parameters like Profile view increase/decrease could be a common dashboard feature for all users.
But depending on user types, there could be personalization such as Art Sales for artist becomes Performance slot sales for performing artists.
User types can have parameters unique to their acute needs such as Art Collector has the Portfolio Item sales and access to secondary art markets.

ARTIST DASHBOARD
An Artist's Dashboard reflects an Increase/Decrease in Profile View, Art Sales, and Business Contacts. Revenue and Cost per Sale. Users can see the data for periods like the last 30 days, last quarter, YOY, or specific periods.
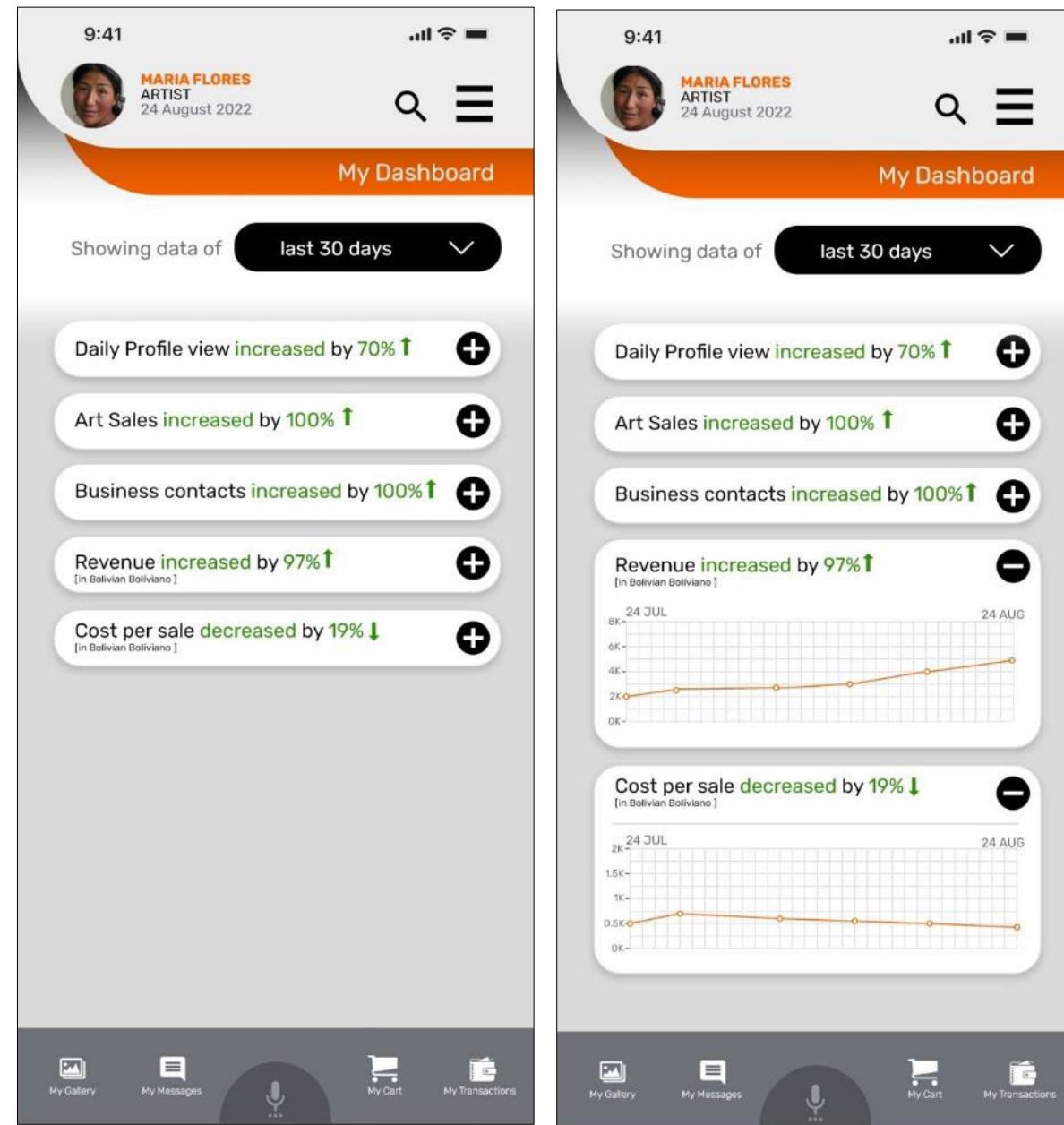
PERFORMING ARTIST DASHBOARD
A Performing Artist's Dashboard reflects an Increase/Decrease in Profile View, Performance Slot Sales, Business Contacts. Revenue and Cost per Sale. Users can see the data for periods like the last 30 days, last quarter, YOY, or specific periods.
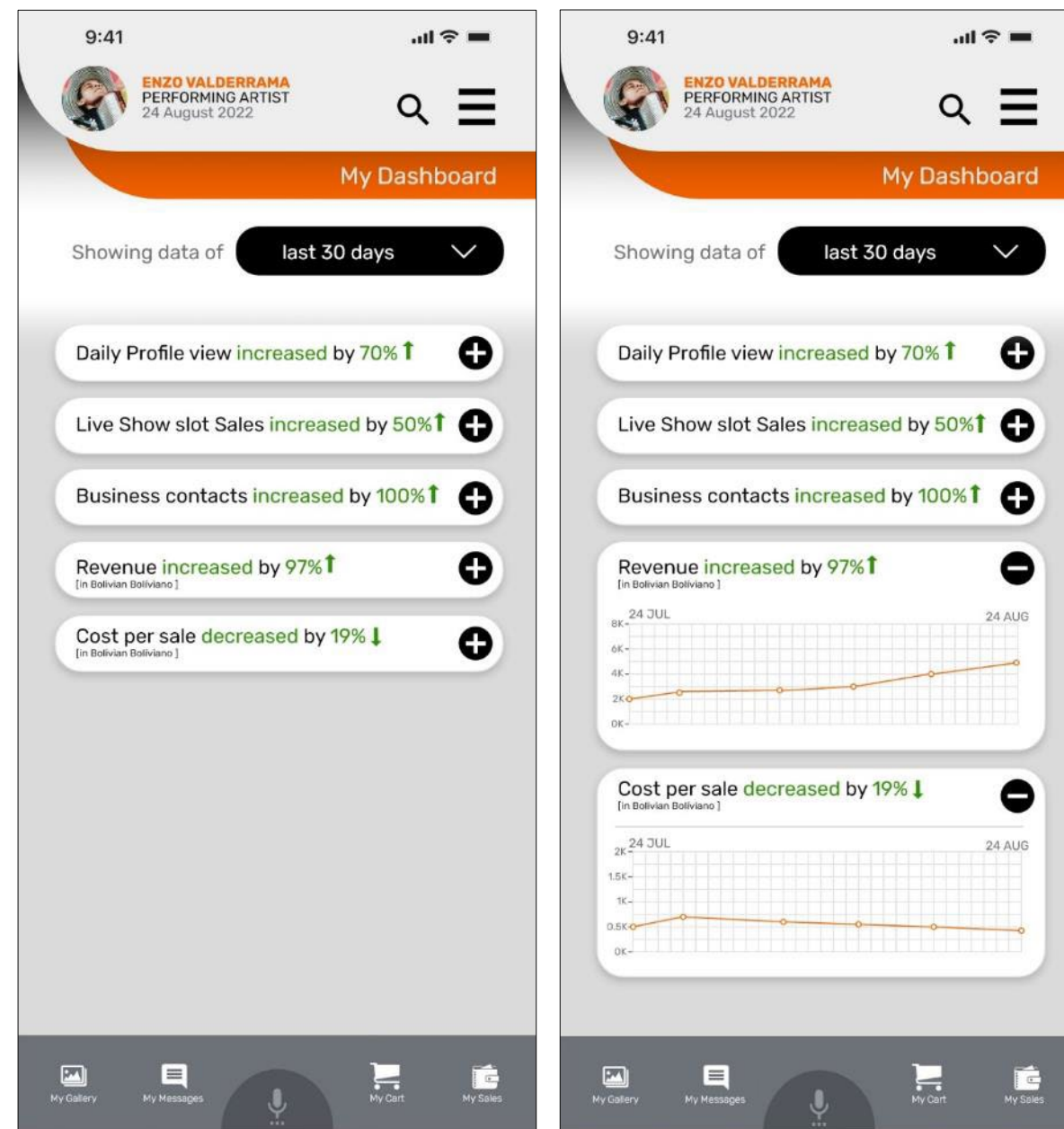
ART COLLECTOR DASHBOARD
An Art Collector's Dashboard reflects an Increase/Decrease in Profile View, Collaborations Authentic Art Investments, Portfolio Item Sales, Revenue and Cost Per Sale. Revenue and Cost per Sale. Users can see the data for periods like the last 30 days, last quarter, YOY, or specific periods.
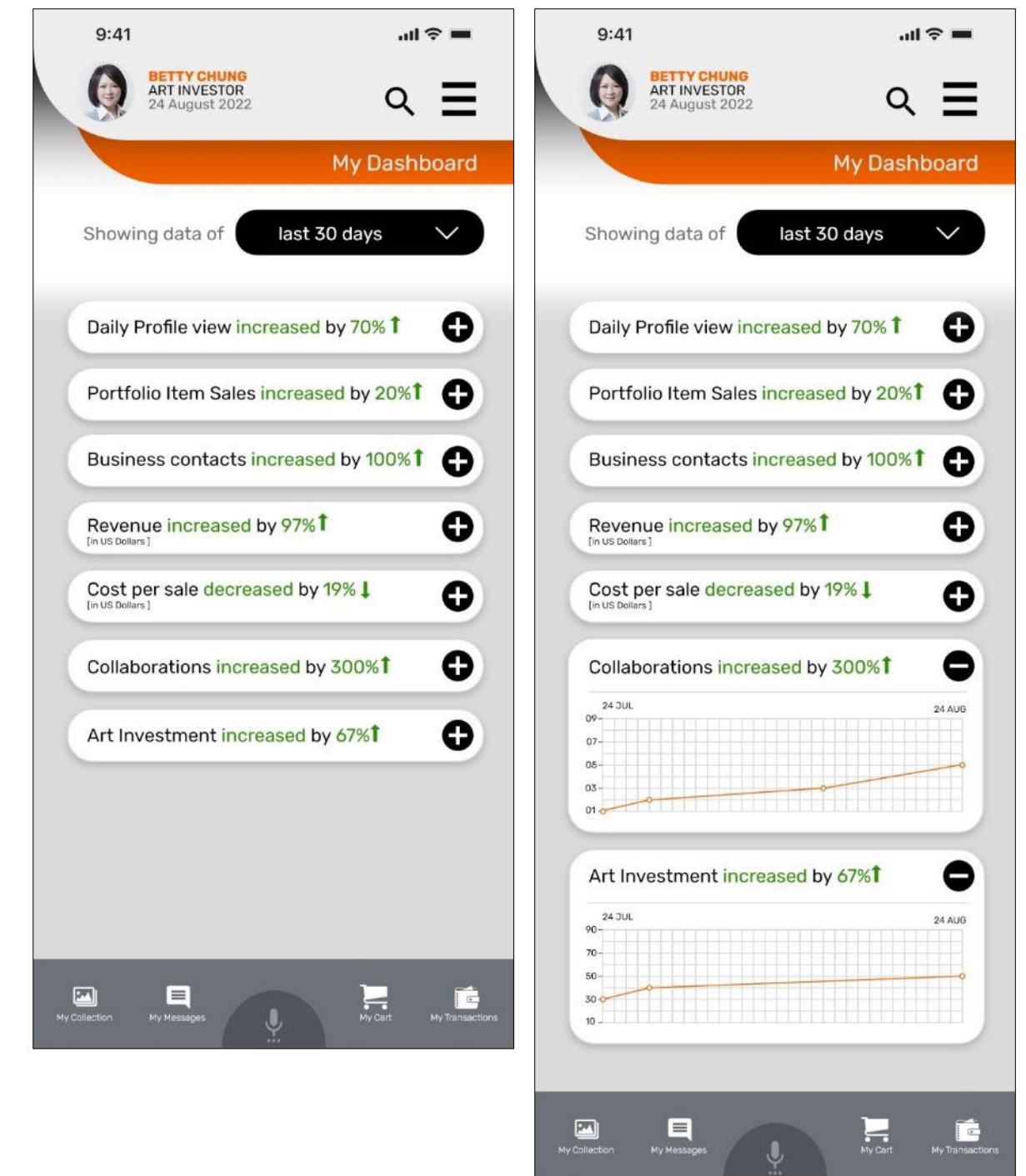
NAVIGATION MENU

Gallery, Messages, Cart, and Transactions are the most frequently used features which, also constantly gets updates (new message, new reaction to a gallery item etc). To provide users **easy access and real-time communication of those updates**, these four sections have been separated from other sections in the hamburger menu. Along with the VUI invocation tool in the middle, these form the **contextual menu at the bottom**.

The hamburger menu contains all other user role-specific features and functionalities. The currently selected section [e.g., My Dashboard] is visually distinguished from other inactive sections, and a tap on the X icon closes this hamburger menu.

ARTIST

PERFORMING ARTIST

ART COLLECTOR
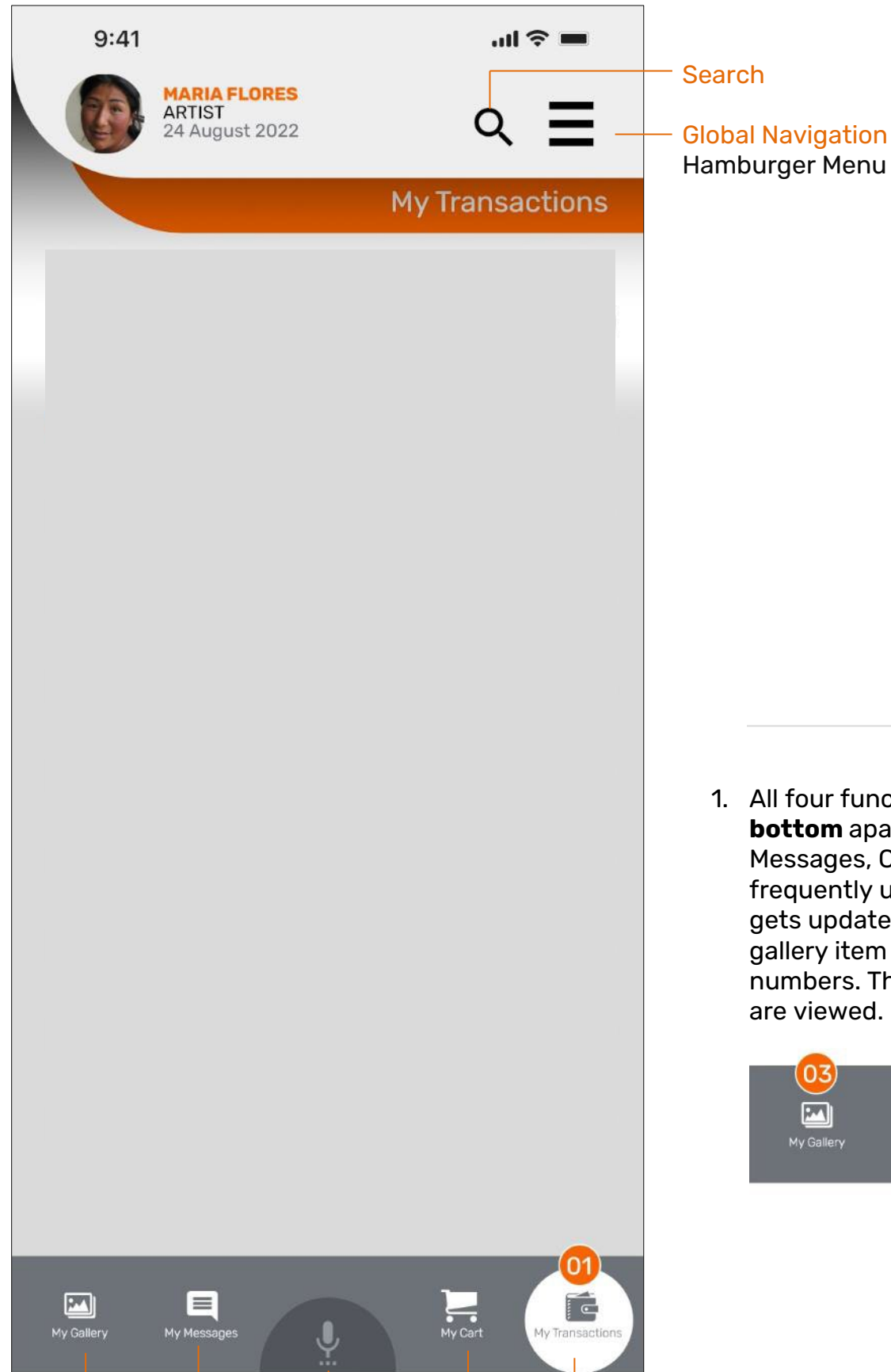
Search

Global Navigation
Hamburger Menu

Gallery

Messages

VUI Invocation
OFF STATE

Marketplaces

Transactions

1. All four functions in the **contextual menu at the bottom** apart from the VUI invocation tool (Gallery, Messages, Cart, and Transactions) are the most frequently used features which, also constantly gets updates like new message, new reaction to a gallery item etc. These are reflected by the numbers. These go away when the respective pages are viewed.

2. Each of these four functions in the contextual menu at the bottom has **three instances: Inactive** (Dark grey), **hover** (lighter grey) and **active** (white).
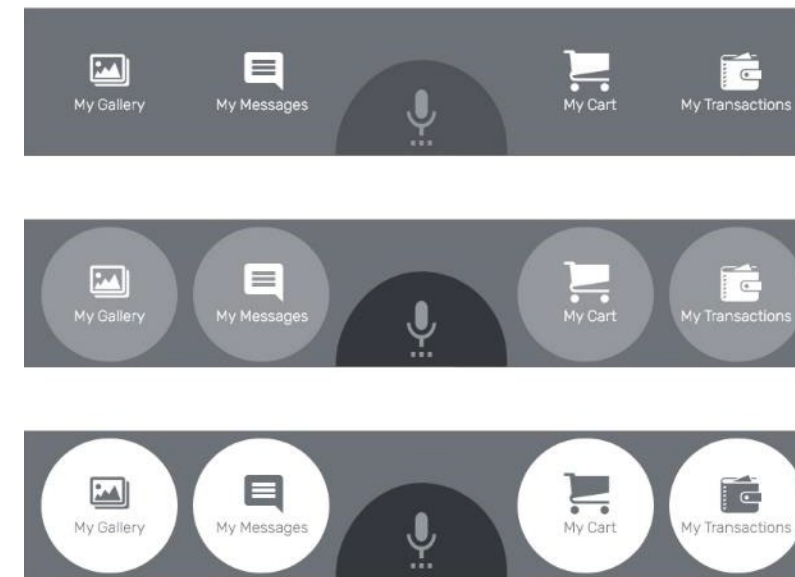
3. The VUI invocation tool opens a very different navigation system on tap where the buttons for all other functions vanish. Only if user clicks on the stop button, the VUI session ends, and the app gets back its contextual menu.
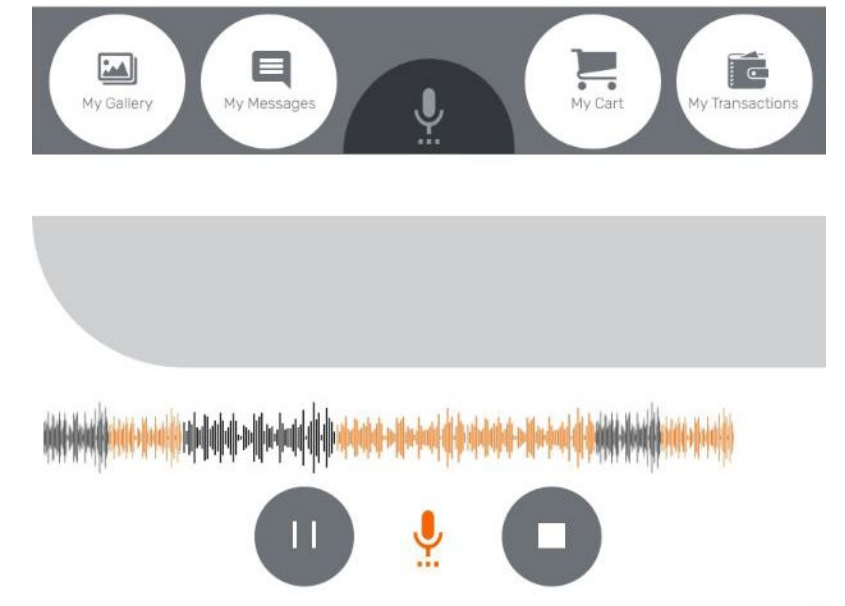
VOICE USER INTERFACE

Users can talk to the Heritage app chatbot Using the Voice User Interface to accomplish all tasks. While talking to the chatbot, the user sees the transcripts of their conversation on the screen as distinctly color-coded speech bubbles. The chatbot reflects contextual visuals within its speech bubble if they discuss certain graphic elements or task completions.
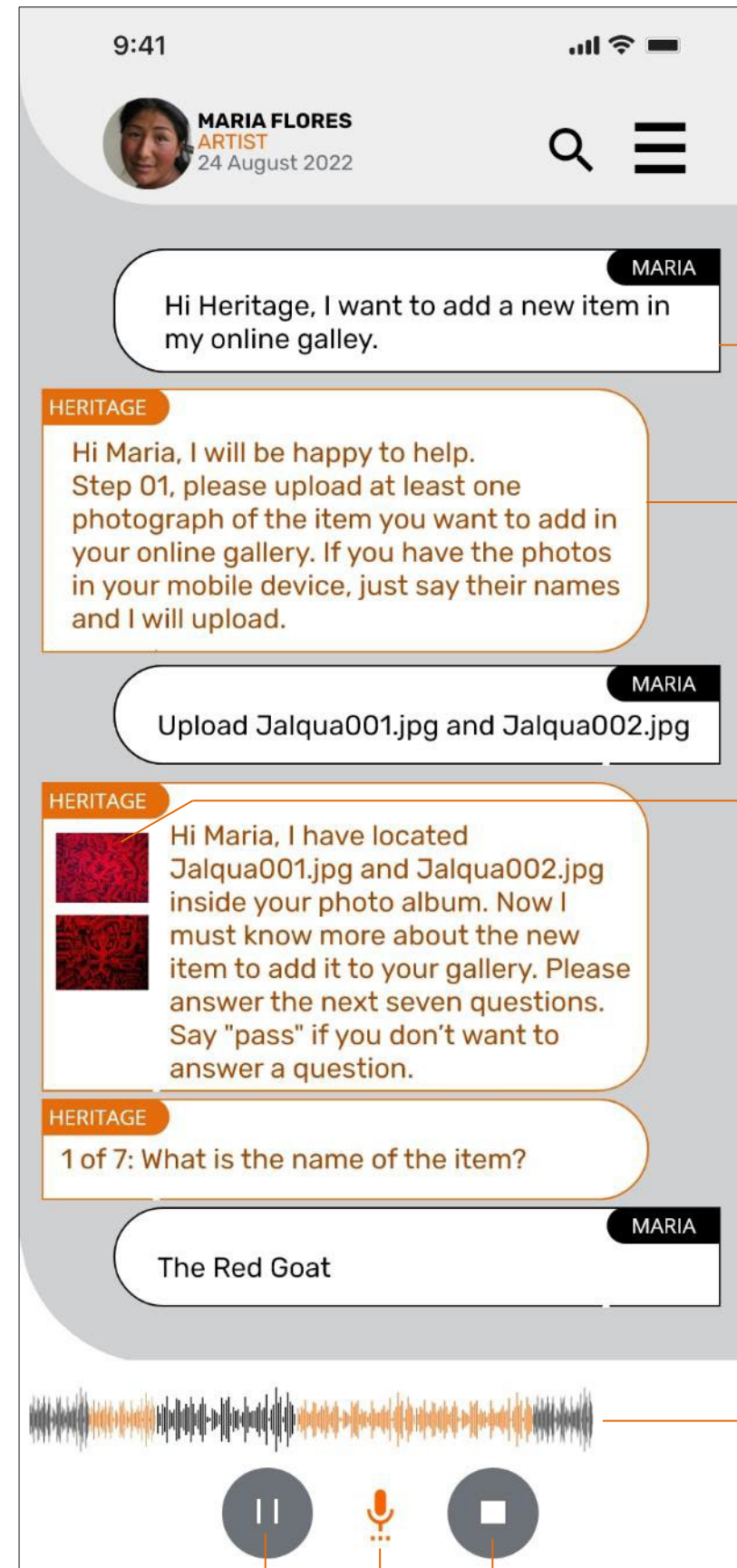
Alternately Colored Speech bubbles represent User and system inputs: the transcripts of their conversation to accomplish a task.

The chatbot reflects contextual visuals within its speech bubble if they discuss certain graphic elements or task completions

Alternately Colored Soundwave represent User and system inputs

Pause

VUI Invocation

Stop

ON STATE

AN ARTIST ENTERS A NEW GALLERY ITEM BY USING VUI

The scenario involving the VUI is a conversation where the Heritage chatbot asks consecutive questions to the Artist to elicit the same details of the item. The chatbot informs the user at each stage about how many questions he has answered and how many more to go. It also notifies the user as soon as he completes adding a new item to his gallery.

VUI VS. GUI : ADDING A NEW ITEM

Here, we can see a comparative scenario where the Artist and the Performing Artist add an item to their respective galleries using the VUI, and the GUI of the Heritage app, respectively.

AN ARTIST ENTERS A NEW GALLERY ITEM BY USING VUI

The scenario involving the VUI is a conversation where the Heritage chatbot asks consecutive questions to the Artist to elicit the same details of the item. The chatbot informs the user at each stage about how many questions he has answered and how many more to go. It also notifies the user as soon as he completes adding a new item to his gallery.
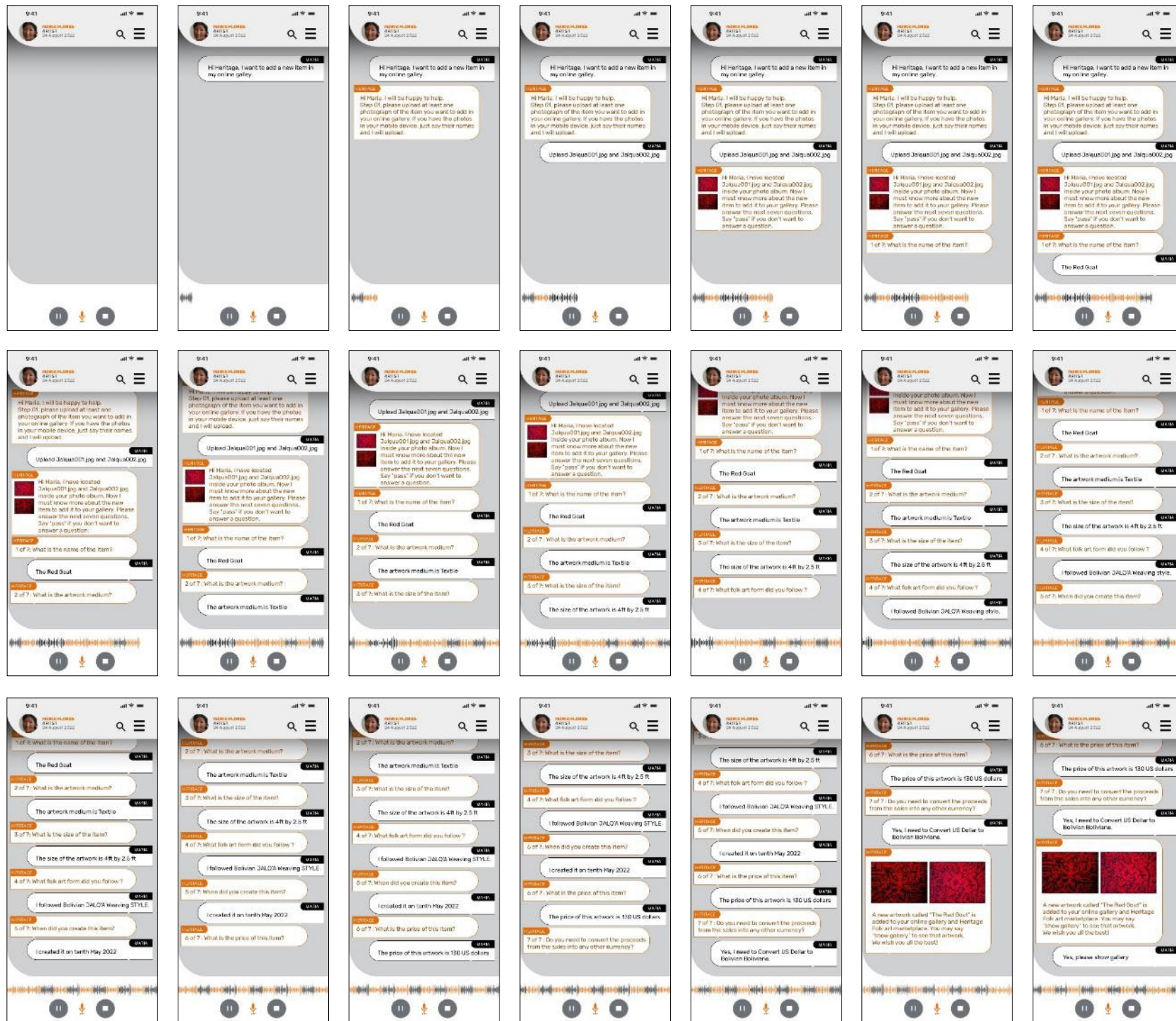
A PERFORMING ARTIST ENTERS A NEW GALLERY ITEM BY USING GUI

The GUI presents a form to the Performing Artist, where he fills in all the necessary details of an item to add that in his gallery.
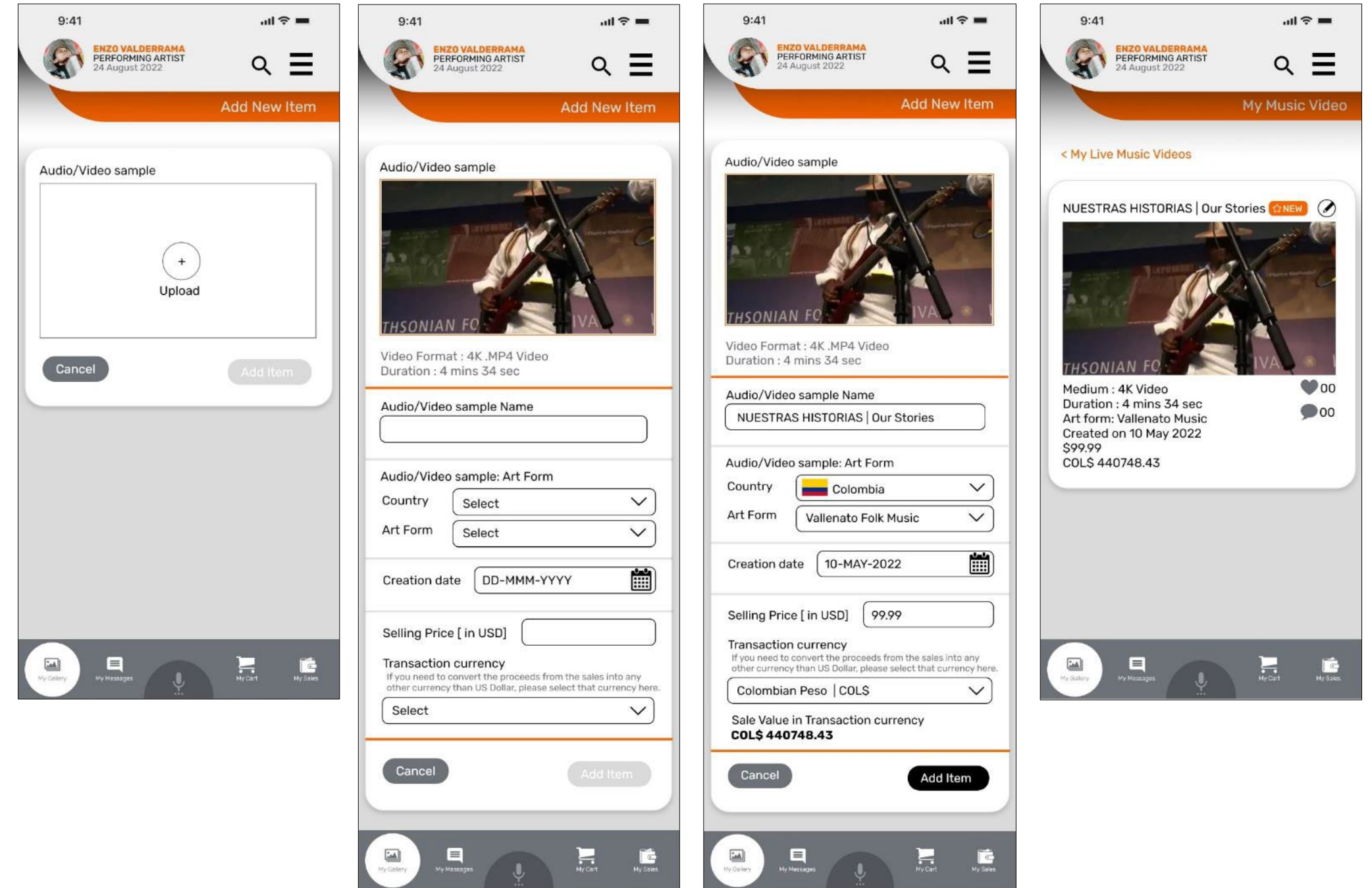
PROFILE PAGE : ABOUT THE USER

Profile Pages typically reflect how the user wants o to be known within the Heritage art Ecosystem.
It typically carries the information and flavor of the user type so that the like-minded members of Heritage can find them easily.
The country they belong to carries a special mention to reflect their cultural diversity.
Users can edit the content and photograph whenever required.

ARTIST PROFILE PAGE
An Artist's Profile page typically talks about her specialization, the typical folk/traditional art form she specializes in, and what she offers to the Heritage Art Ecosystem.
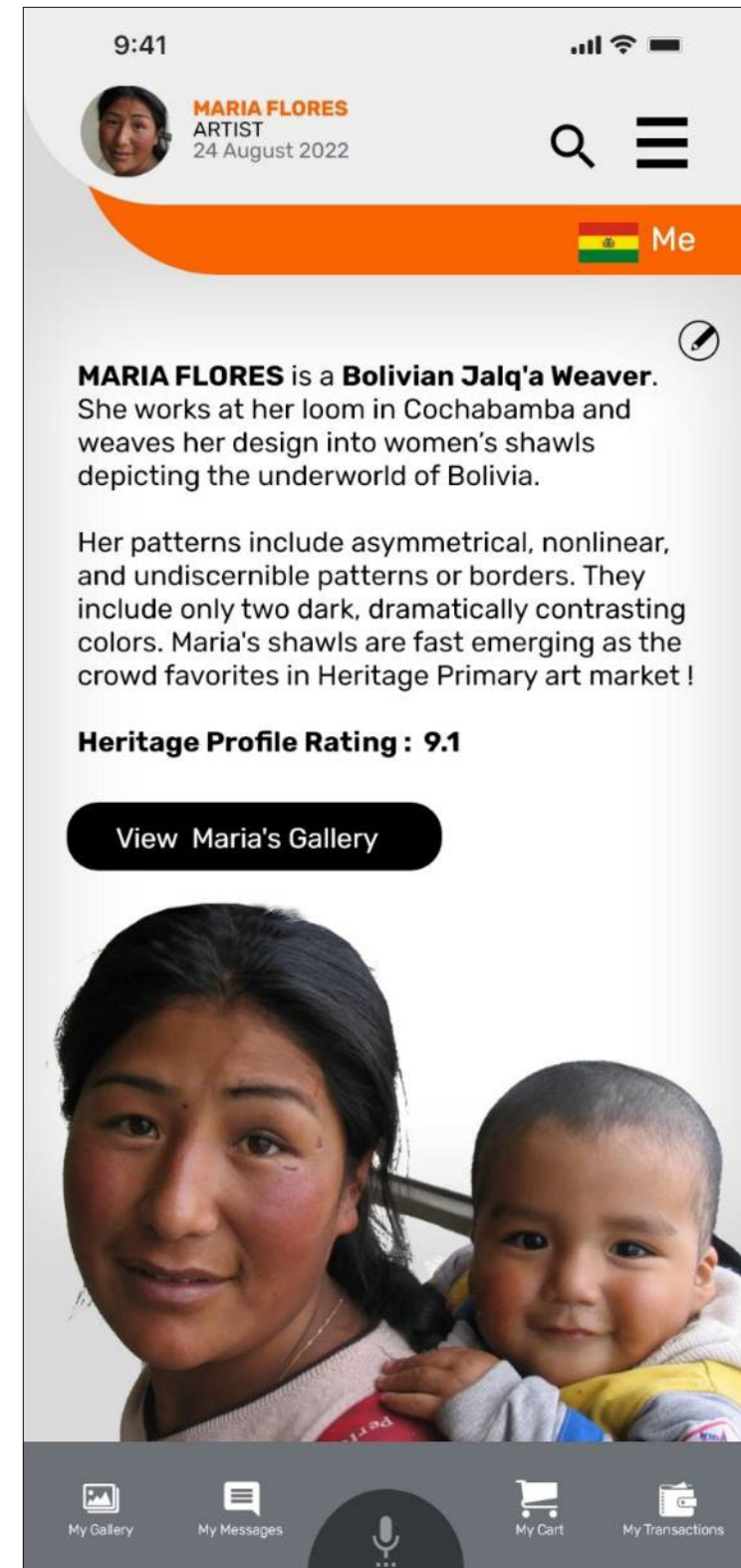
PERFORMING ARTIST PROFILE PAGE
A Performing Artist's Profile page typically talks about his specialization, the typical folk/traditional art form he specializes in, and what he offers to the Heritage Art Ecosystem.
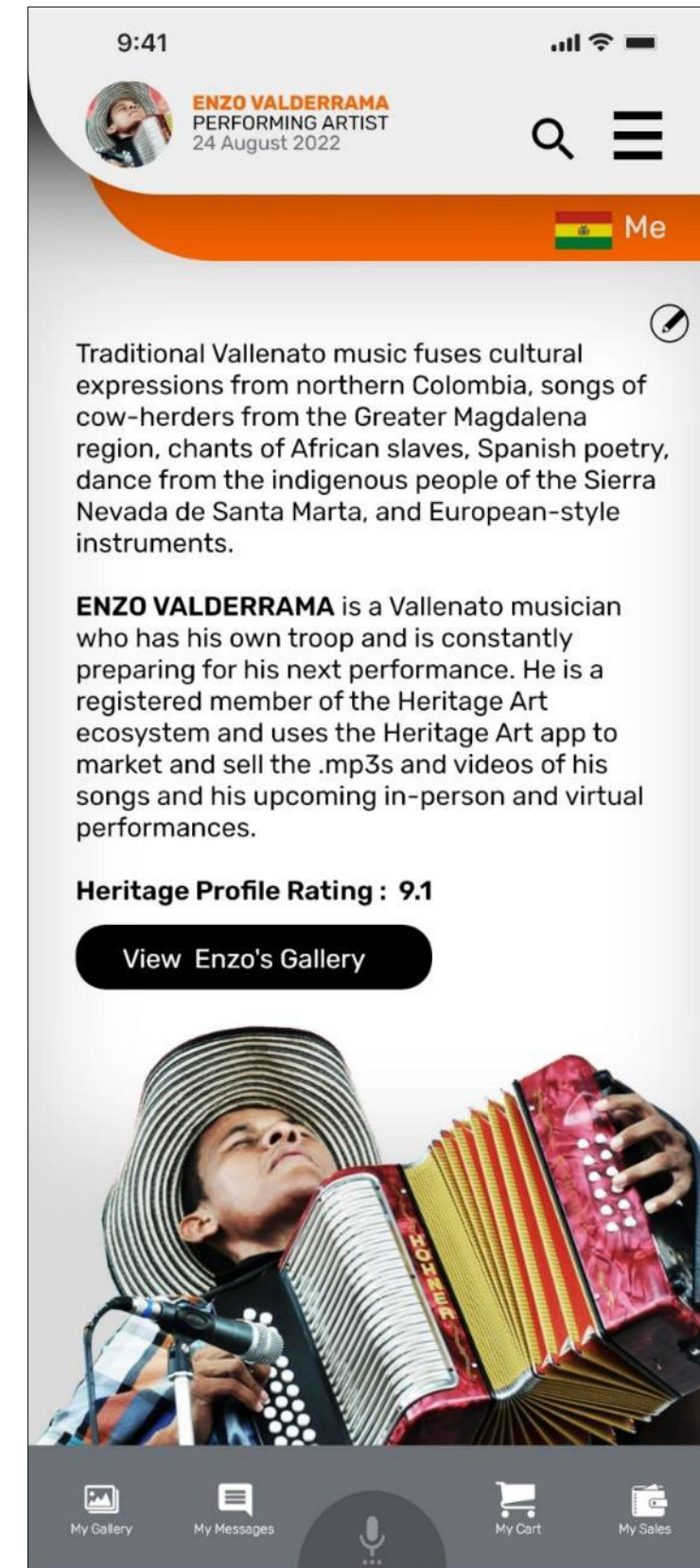
ART COLLECTOR PROFILE PAGE
An Art Collector's Profile page typically talks about her interest/tastes in folk/traditional art, her reach to various art markets, and what she offers to the Heritage Art Ecosystem.
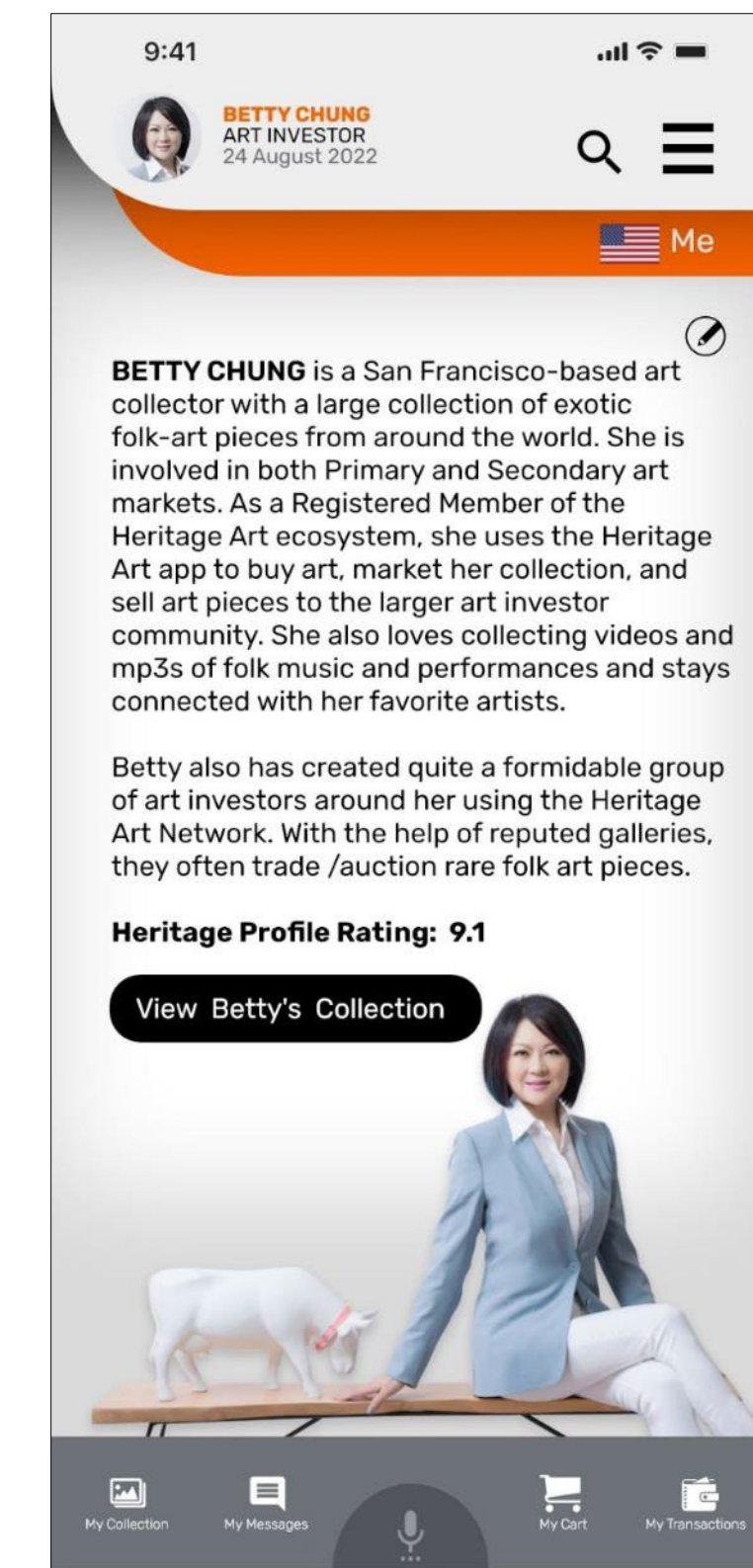
GALLERY PAGE : ABOUT THE USER'S PORTFOLIO

Gallery Pages typically reflect the portfolio a user wants to share within the Heritage art Ecosystem.
Users can apply filters like my art on the market, edit the information and photographs of each item and add/delete gallery items.
A tap/click on individual items take user to the details of that item.

ARTIST GALLERY PAGE
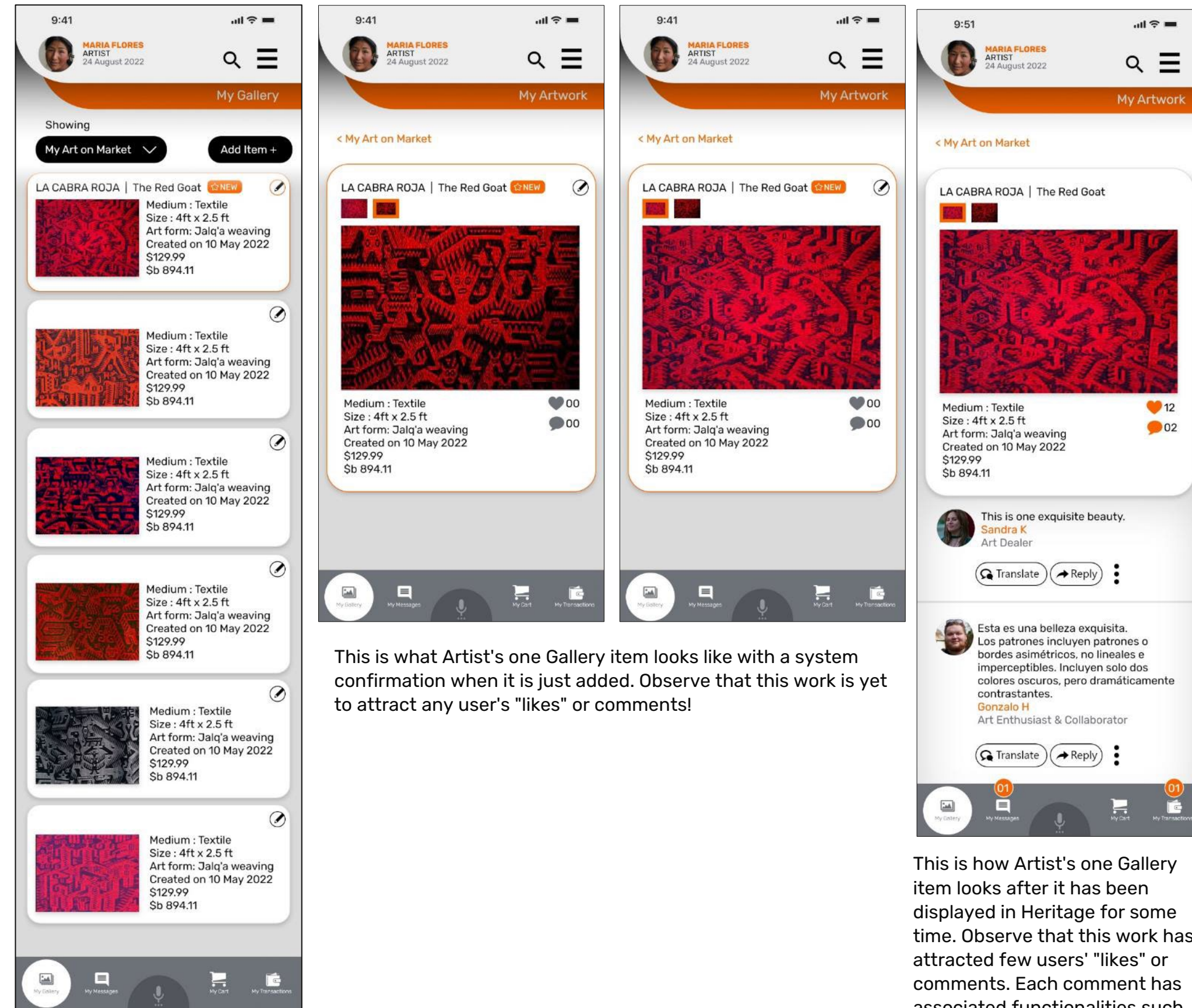
This is what Artist's one Gallery item looks like with a system confirmation when it is just added. Observe that this work is yet to attract any user's "likes" or comments!

This is how Artist's one Gallery item looks after it has been displayed in Heritage for some time. Observe that this work has attracted few users' "likes" or comments. Each comment has associated functionalities such as translating, replying, deleting, or blocking the sender.

PERFORMING ARTIST GALLERY PAGE
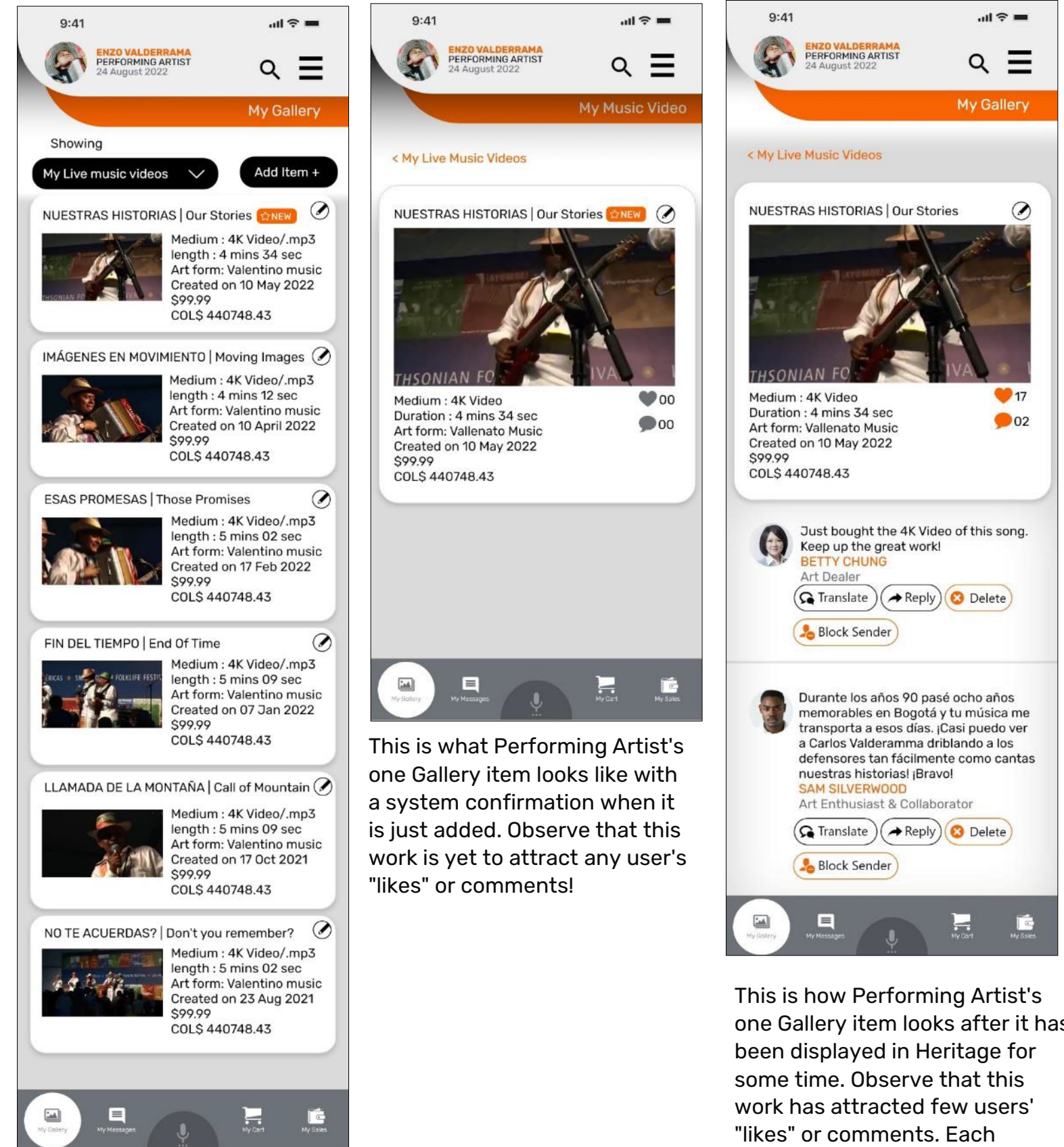
This is what Performing Artist's one Gallery item looks like with a system confirmation when it is just added. Observe that this work is yet to attract any user's "likes" or comments!

This is how Performing Artist's one Gallery item looks after it has been displayed in Heritage for some time. Observe that this work has attracted few users' "likes" or comments. Each comment has associated functionalities such as translating, replying, deleting, or blocking the sender.

SEARCH AND RESULTS
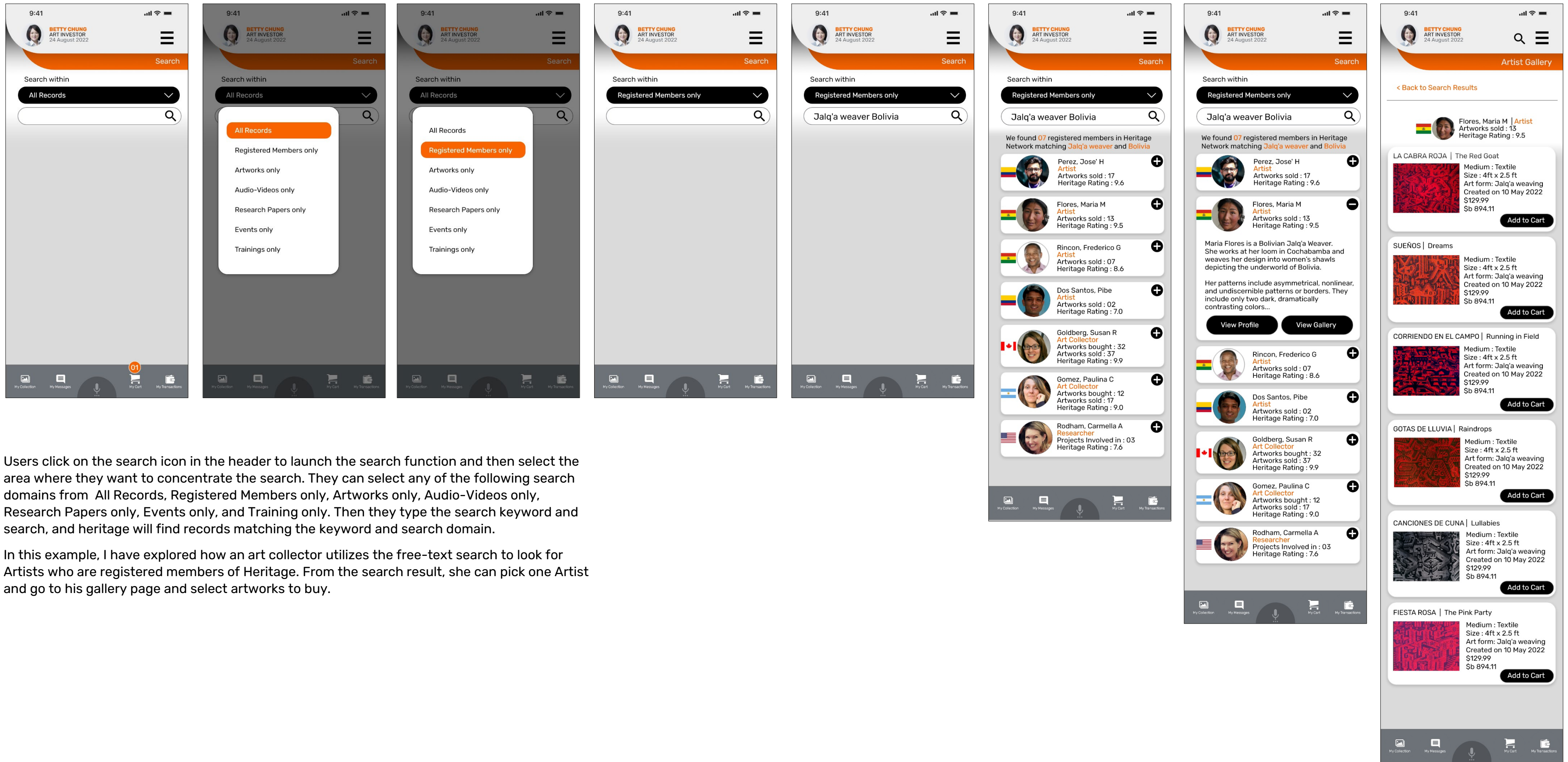
Users click on the search icon in the header to launch the search function and then select the area where they want to concentrate the search. They can select any of the following search domains from All Records, Registered Members only, Artworks only, Audio-Videos only, Research Papers only, Events only, and Training only. Then they type the search keyword and search, and heritage will find records matching the keyword and search domain.

In this example, I have explored how an art collector utilizes the free-text search to look for Artists who are registered members of Heritage. From the search result, she can pick one Artist and go to his gallery page and select artworks to buy.

MESSAGE INBOX

Users can apply filters like Today's messages and read individual messages. "Unread" and "Read" messages are represented by the closed and open envelope icons, respectively.
By clicking the new message Icon, Users can initiate writing a new message.
The date, place, and Sender of each message are highlighted. Each message has associated functionalities such as Translate. Reply, Forward, Print, delete and Block Sender.
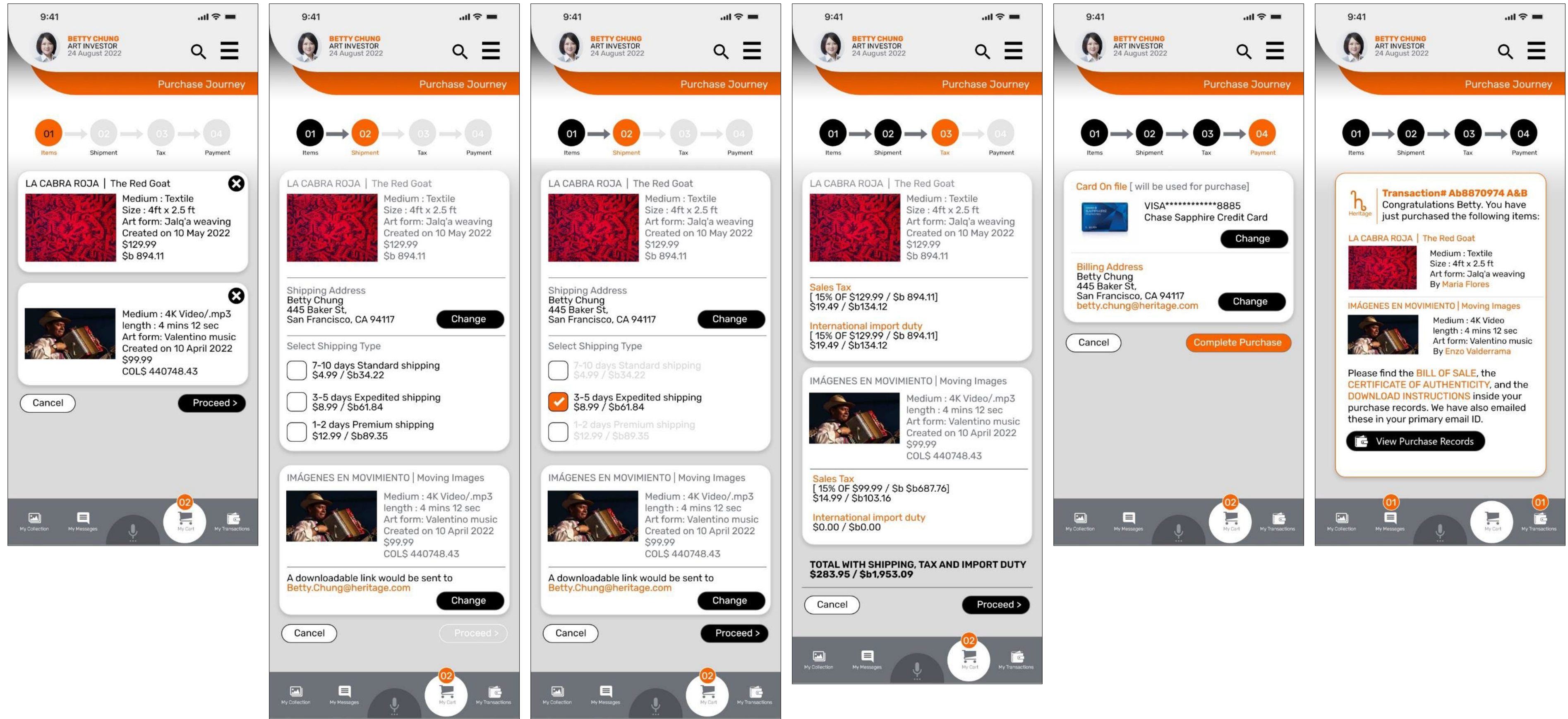
MESSAGES(S) TO ARTIST
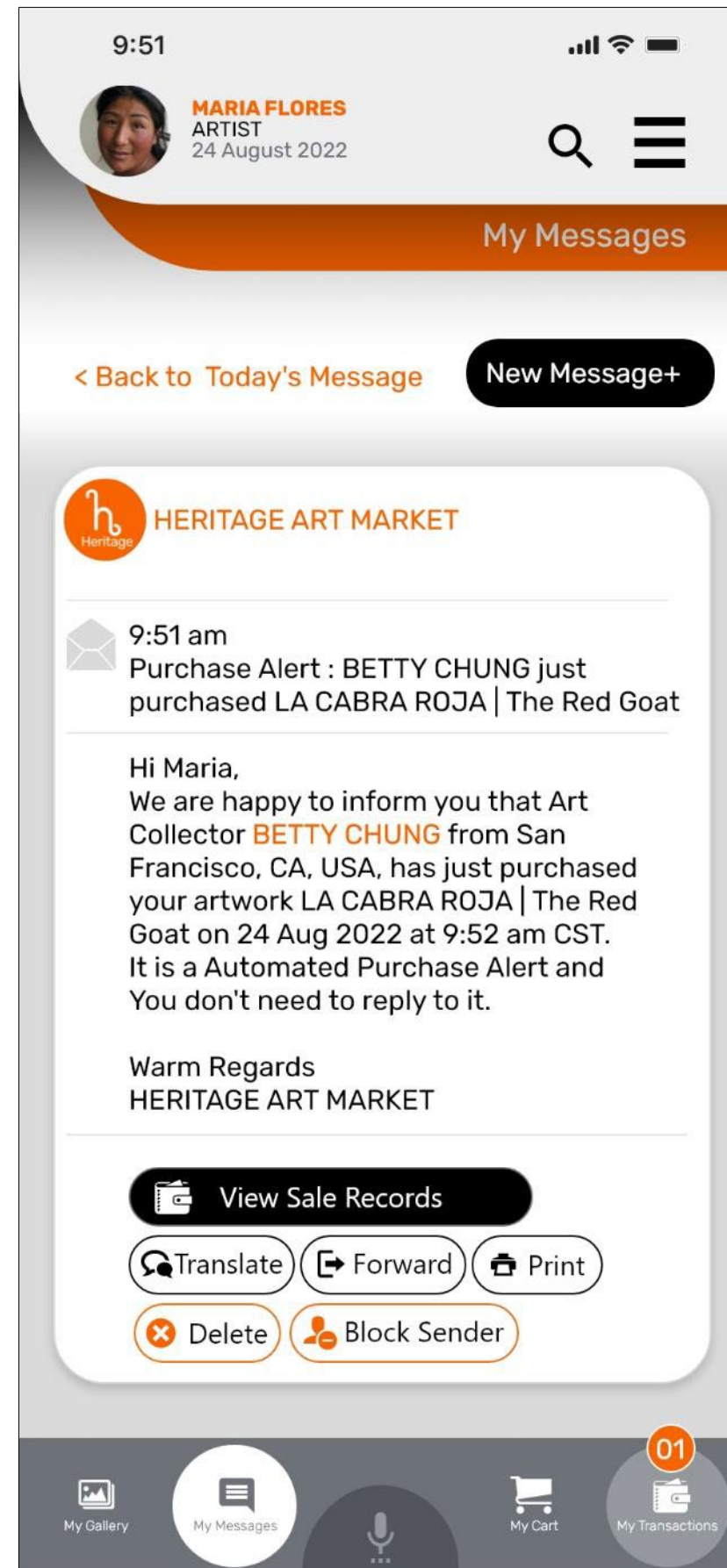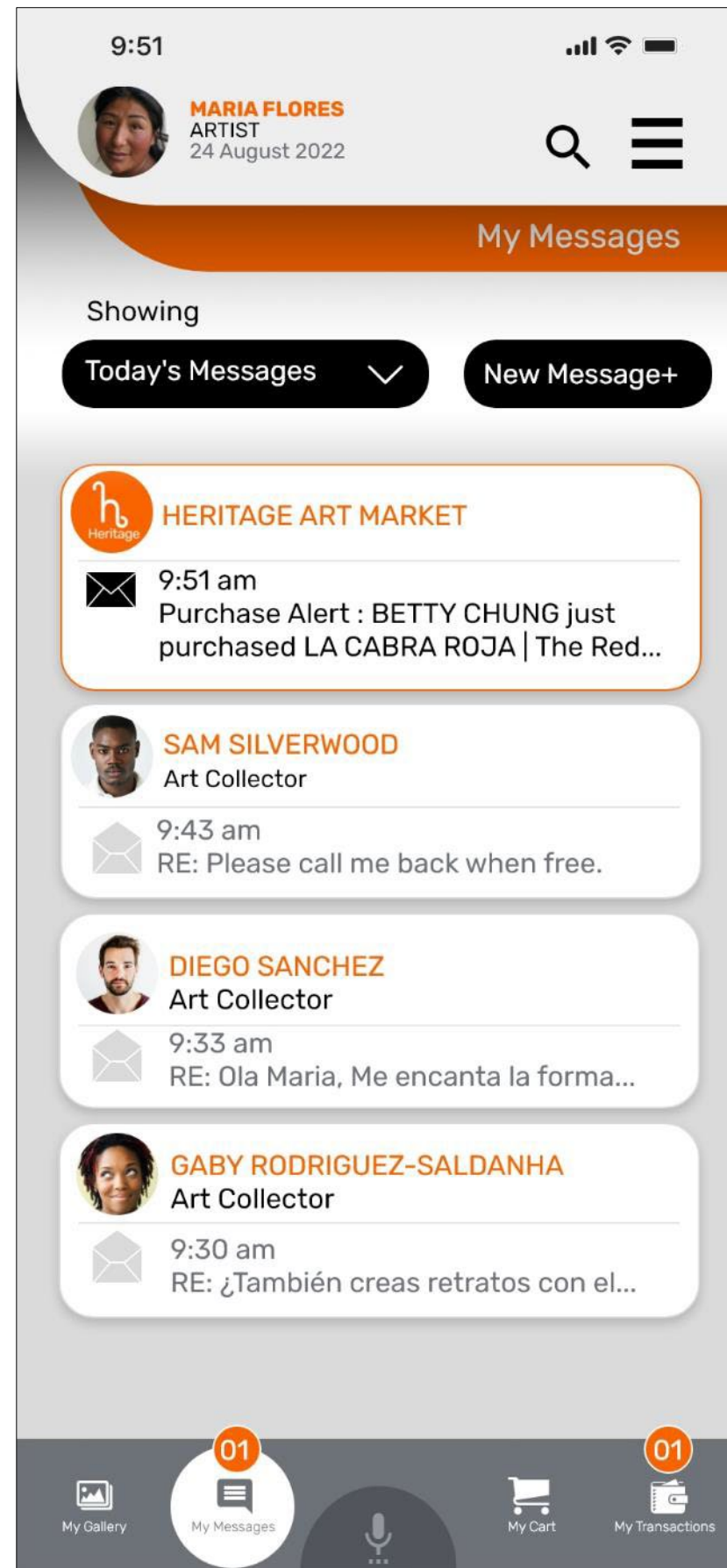
MESSAGES(S) TO PERFORMING ARTIST
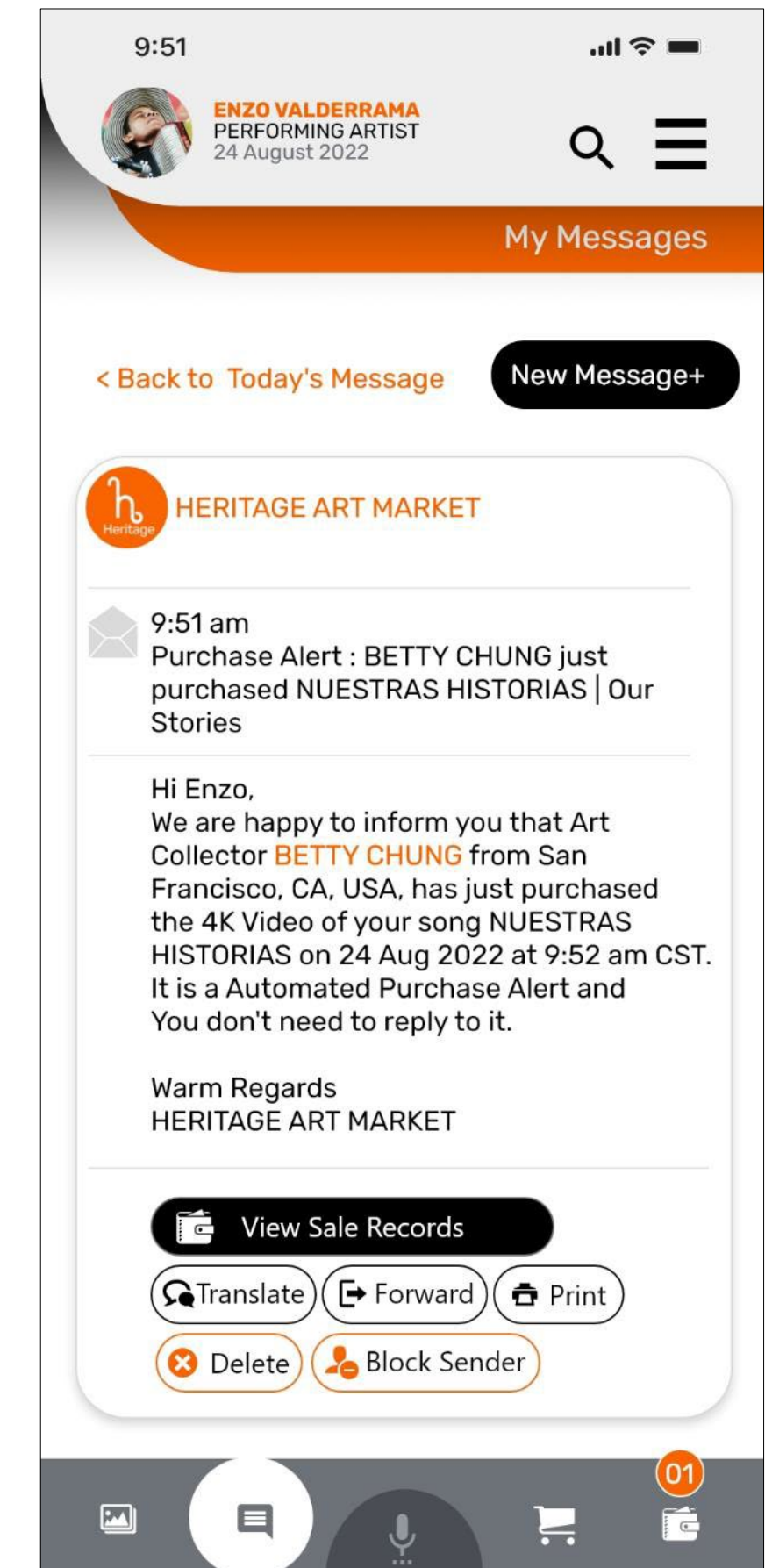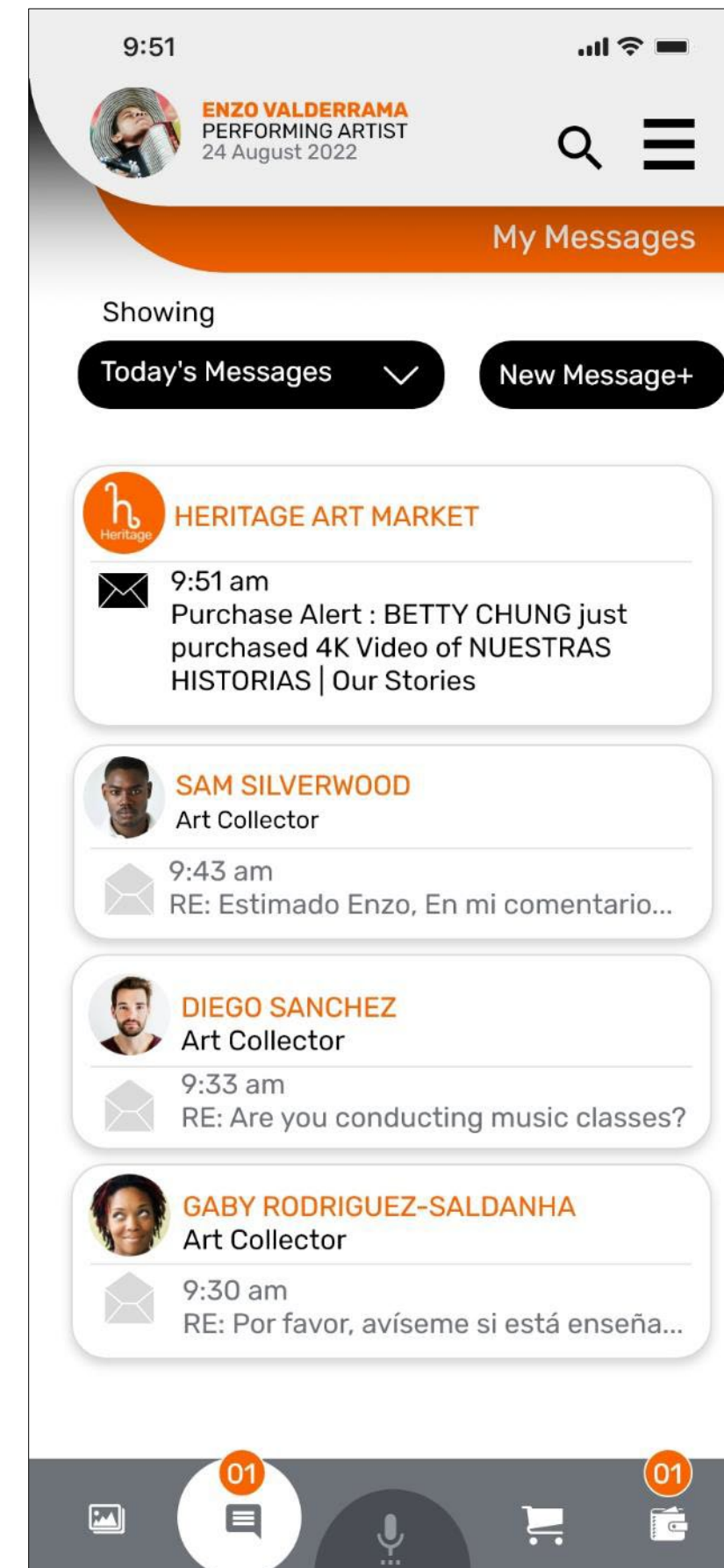
PURCHASE JOURNEY HAPPY PATH

Purchase journey starts at user's cart and ends with a successful purchase confirmation.
In between, user selects shipping type, sees how much tax she needs to pay and selects the payment method and billing address.
Purchasing any physical product involves paying both sales tax and customs duty but no customs duty is charged for downloadable purchases.

Screen 1 — Items (01)

9:41
BETTY CHUNG
ART INVESTOR
24 August 2022

Purchase Journey

01 Items → 02 Shipment → 03 Tax → 04 Payment

LA CABRA ROJA | The Red Goat
Medium : Textile
Size : 4ft x 2.5 ft
Art form: Jalq'a weaving
Created on 10 May 2022
$129.99
$b 894.11

Medium : 4K Video/.mp3
length : 4 mins 12 sec
Art form: Valentino music
Created on 10 April 2022
$99.99
COL$ 440748.43

Cancel   Proceed >

Screen 2 — Shipment (02)

Purchase Journey

01 Items → 02 Shipment → 03 Tax → 04 Payment

LA CABRA ROJA | The Red Goat
Medium : Textile
Size : 4ft x 2.5 ft
Art form: Jalq'a weaving
Created on 10 May 2022
$129.99
$b 894.11

Shipping Address
Betty Chung
445 Baker St,
San Francisco, CA 94117   Change

Select Shipping Type
☐ 7-10 days Standard shipping $4.99 / $b34.22
☐ 3-5 days Expedited shipping $8.99 / $b61.84
☐ 1-2 days Premium shipping $12.99 / $b89.35

IMÁGENES EN MOVIMIENTO | Moving Images
Medium : 4K Video/.mp3
length : 4 mins 12 sec
Art form: Valentino music
Created on 10 April 2022
$99.99
COL$ 440748.43

A downloadable link would be sent to
Betty.Chung@heritage.com   Change

Cancel   Proceed >

Screen 3 — Shipment (02) selected

Purchase Journey

01 Items → 02 Shipment → 03 Tax → 04 Payment

LA CABRA ROJA | The Red Goat
Medium : Textile
Size : 4ft x 2.5 ft
Art form: Jalq'a weaving
Created on 10 May 2022
$129.99
$b 894.11

Shipping Address
Betty Chung
445 Baker St,
San Francisco, CA 94117   Change

Select Shipping Type
☐ 7-10 days Standard shipping $4.99 / $b34.22
☑ 3-5 days Expedited shipping $8.99 / $b61.84
☐ 1-2 days Premium shipping $12.99 / $b89.35

IMÁGENES EN MOVIMIENTO | Moving Images
Medium : 4K Video/.mp3
length : 4 mins 12 sec
Art form: Valentino music
Created on 10 April 2022
$99.99
COL$ 440748.43

A downloadable link would be sent to
Betty.Chung@heritage.com   Change

Cancel   Proceed >

Screen 4 — Tax (03)

Purchase Journey

01 Items → 02 Shipment → 03 Tax → 04 Payment

LA CABRA ROJA | The Red Goat
Medium : Textile
Size : 4ft x 2.5 ft
Art form: Jalq'a weaving
Created on 10 May 2022
$129.99
$b 894.11

Sales Tax
[15% OF $129.99 / $b 894.11]
$19.49 / $b134.12

International import duty
[15% OF $129.99 / $b 894.11]
$19.49 / $b134.12

IMÁGENES EN MOVIMIENTO | Moving Images
Medium : 4K Video/.mp3
length : 4 mins 12 sec
Art form: Valentino music
Created on 10 April 2022
$99.99
COL$ 440748.43

Sales Tax
[15% OF $99.99 / $b $b687.76]
$14.99 / $b103.16

International import duty
$0.00 / $b0.00

TOTAL WITH SHIPPING, TAX AND IMPORT DUTY
$283.95 / $b1,953.09

Cancel   Proceed >

Screen 5 — Payment (04)

Purchase Journey

01 Items → 02 Shipment → 03 Tax → 04 Payment

Card On file [will be used for purchase]
VISA************8885
Chase Sapphire Credit Card   Change

Billing Address
Betty Chung
445 Baker St,
San Francisco, CA 94117
betty.chung@heritage.com   Change

Cancel   Complete Purchase

Screen 6 — Confirmation

Purchase Journey

01 Items → 02 Shipment → 03 Tax → 04 Payment

Transaction# Ab8870974 A&B
Congratulations Betty. You have just purchased the following items:

LA CABRA ROJA | The Red Goat
Medium : Textile
Size : 4ft x 2.5 ft
Art form: Jalq'a weaving
By Maria Flores

IMÁGENES EN MOVIMIENTO | Moving Images
Medium : 4K Video
length : 4 mins 12 sec
Art form: Valentino music
By Enzo Valderrama

Please find the BILL OF SALE, the CERTIFICATE OF AUTHENTICITY, and the DOWNLOAD INSTRUCTIONS inside your purchase records. We have also emailed these in your primary email ID.

View Purchase Records

OTHER KEY UI PATTERNS

FORM WIDGETS

Audio/Video sample

+
Upload

Audio/Video sample Name

Audio/Video sample: Art Form

Country Select

Art Form Select

Creation date DD-MMM-YYYY

Selling Price [in USD]

Transaction currency
If you need to convert the proceeds from the sales into any other currency than US Dollar, please select that currency here.

Select

DROPDOWN MENU

Showing data of last 30 days

Showing data of last 30 days

Last 1 Year

Last 9 Months

Last 6 Months

Last 3 Months

Last 30 Days

Last 7 Days

Select Date Range

HEADER

9:41

MARIA FLORES
ARTIST
24 August 2022

My Dashboard

EXPANDED GLOBAL NAVIGATION MENU

9:41

MARIA
ARTIST
24 Aug

✕

My Dashboard

Me

My Classes

My Live Show calendar

Broadcast My Live Show

My Network

My Marketplace

Help

Settings

BUTTON INSTANCES

Passive   Active   Hover state

Add Item   Add Item   Add Item

Task Buttons for message : Minimal tray

Translate   Reply   ⋮

Task Buttons for message : Expanded tray

Translate   Reply   ⊗ Delete

Block Sender

Round Icon Buttons

✏ ⊗

OTHER KEY UI PATTERNS

EXPANDABLE CONTENT BLOCKS

These single line minimized blocks often form repositories like inbox, transaction records , dashboard etc.
These show further details in expanded state. User can expand multiple blocks at a time.

Transaction# Ab8870974A
24 Aug 2022 | LA CABRA ROJA : Jalq'a Shawl from Bolivia

Transaction# Ab8870974A
24 Aug 2022 | LA CABRA ROJA : Jalq'a Shawl from Bolivia

PURCHASED
LA CABRA ROJA | The Red Goat

Medium : Textile
Size : 4ft x 2.5 ft
Art form: Jalq'a weaving
Created on 10 May 2022

CREATED BY

MARIA FLORES
ARTIST
Cochabamba, Bolivia

PRICE [INCLUDING TAX + IMPORT DUTY + SHIPPING]

$177.46 | $b1,356.72
VIEW EXCHANGE RATE

DOCUMENTS

BILL OF SALE

CERTIFICATE OF AUTHENTICITY

Transaction# Ab8870974A
24 Aug 2022 | LA CABRA ROJA : Jalq'a Shawl from Bolivia

Valderrama, Enzo D
Performing Artist
Singles sold : 139
Heritage Rating : 9.5

Valderrama, Enzo D
Performing Artist
Singles sold : 139
Heritage Rating : 9.5

Enzo Valderrama is a Vallenato musician who has his own troop, and constantly on the lookout for his next performance.

Traditional Vallenato music fuses cultural expressions from northern Colombia, songs of cow-herders from the Greater Magdalena region, chants of African slaves, Spanish poetry, dance from the indigenous people...

View Profile   View Gallery

Collaborations increased by 300%↑

Collaborations increased by 300%↑

24 JUL   24 AUG
09
07
05
03
01
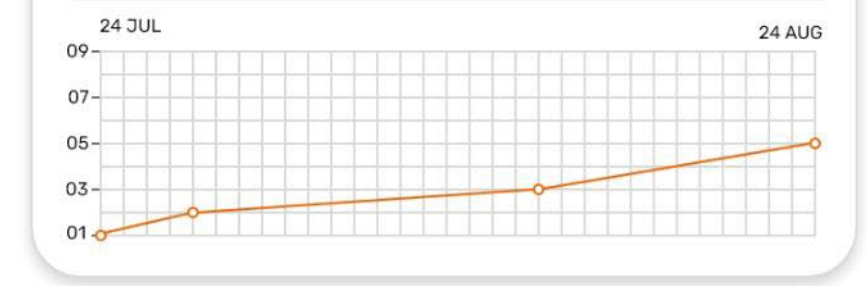
STATIC CONTENT BLOCKS

IMÁGENES EN MOVIMIENTO | Moving Images

Medium : 4K Video/.mp3
length : 4 mins 12 sec
Art form: Valentino music
Created on 10 April 2022
$99.99
COL$ 440748.43

Add to Cart

SUEÑOS | Dreams

Medium : Textile
Size : 4ft x 2.5 ft
Art form: Jalq'a weaving
Created on 10 May 2022
$129.99
$b 894.11

Add to Cart

NUESTRAS HISTORIAS | Our Stories

Medium : 4K Video
Duration : 4 mins 34 sec
Art form: Vallenato Music
Created on 10 May 2022
$99.99
COL$ 440748.43

♥ 00
💬 00

CALENDAR CONTROL

This is a full-page console where user can select
YEAR > MONTH > DATE > SLOT
After every day, this automatically moves on to the next day.

< 2022 >   < AUGUST >

	M	T	W	T	F	S	S	
<	24	25	26	27	28	29	30	>

Add Slot +

Tuesday, August 25, 2022

07 AM

07:30AM - 07:45 AM CST
PRIVATE PERFORMANCE   •••

08 AM

09 AM

9:45 AM – 10:45 AM CST
LIVE SHOW SLOT AVAILABLE   •••

10 AM

11 AM

12 PM

12:00PM -1:00PM CST
SOUTH AMERICAN MUSIC FESTIVAL   •••

01 PM

1:30 PM – 2:30 PM CST
PRIVATE PERFORMANCE   •••

02 PM

03 PM

04 PM

PROTOTYPE CREATION

We designers must create interactive prototypes to communicate our ideas, product goals, and user experiences to the team, stakeholders, and potential users.

Whether we are creating an app, website, or product, a prototype brings the experience to life and helps us communicate the experience instead of describing it.
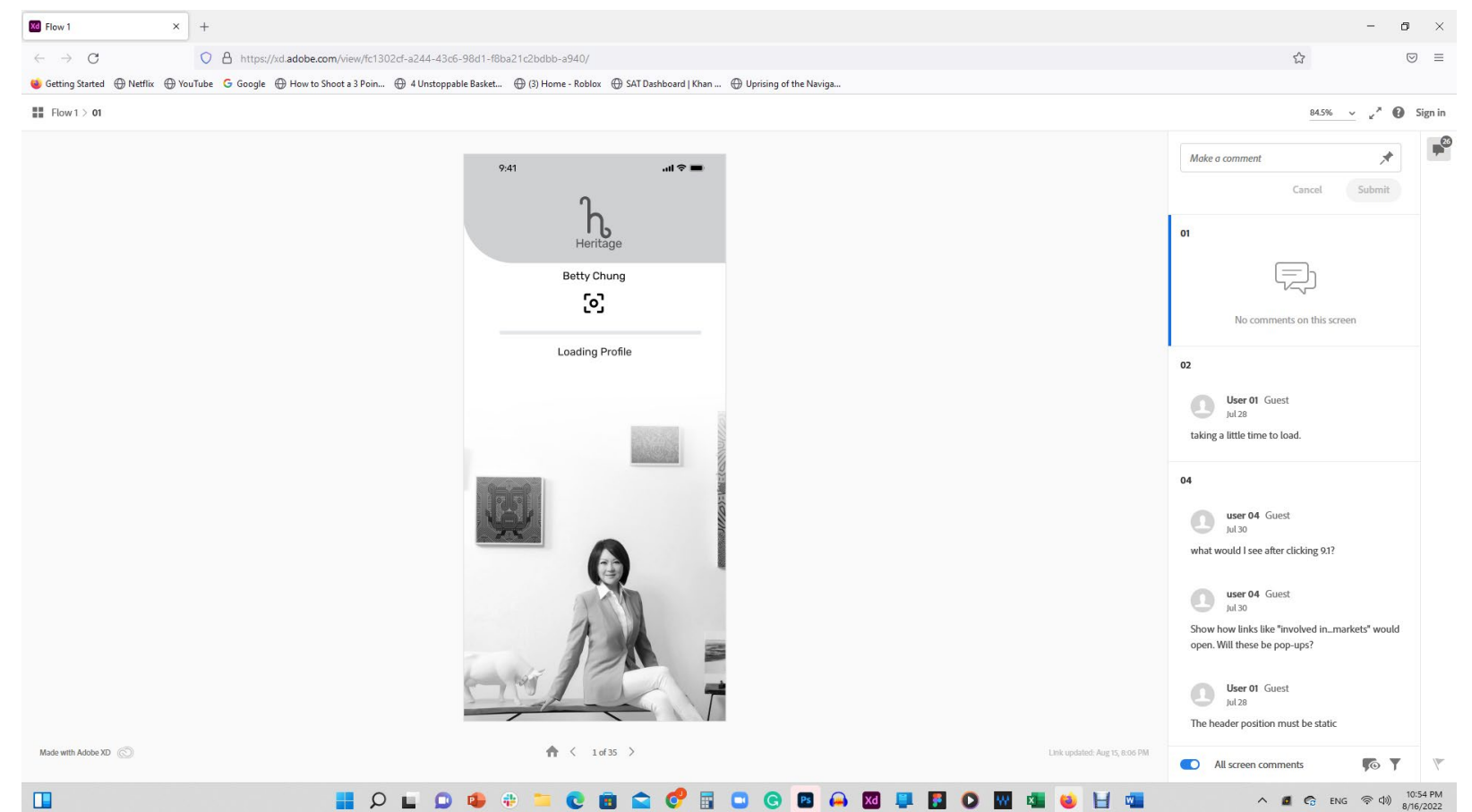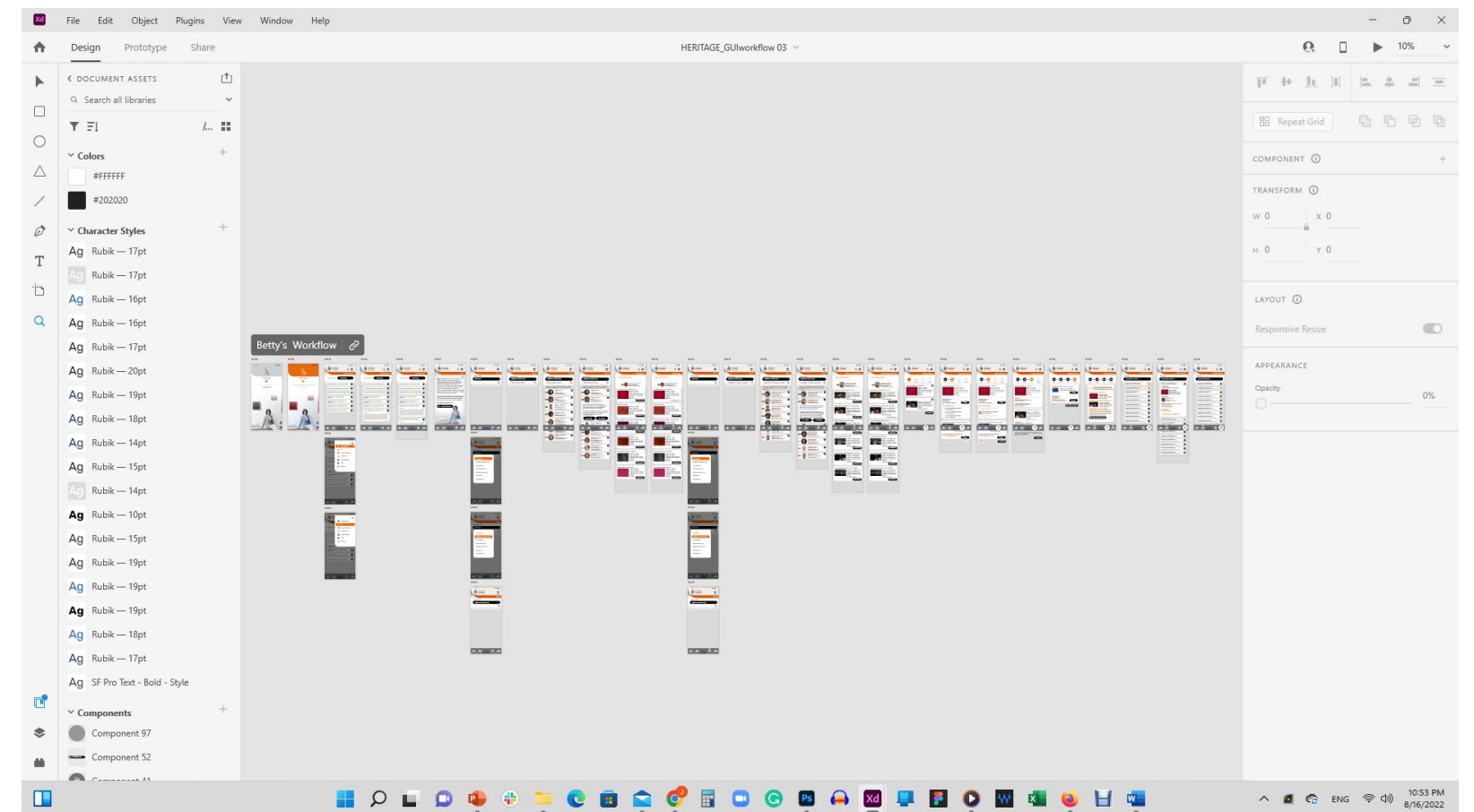
And with usability testing, interactive prototypes help us expose the concept model to varied user groups and evaluate our design's strengths and weaknesses in the most unbiased manner.

For my Capstone project, I chose Adobe XD as the prototyping tool.
Adobe XD lets us create dynamic, interactive prototypes of designs we would otherwise do statically, with a simple function switch right inside the app. By adding animations to create transitions, we can simulate the flow of our digital properties and give them a make-believe appearance and preview in real time with all users and stakeholders for testing your design.

XD provides two modes for our work: Design and Prototype. In Design mode, we use XD's tools and features to create elements and add artboards, and we then switch to Prototype mode to draw interactive links between artboards. And finally, you can preview the prototype by sharing it with your team.

HERITAGE ART ECOSYSTEM

USABILITY TESTING

WIZARD OF OZ TESTING FOR VUI | INTERPRETING ELEMENTS OF WORK-LIFE BALANCE AND AREAS OF IMPROVEMENTS

VOICE DESIGN NEEDS RESEARCH

Voice design is usually **a zero UI product** and there are **no fixed or consistent visual/UI affordances to trigger users' mental models**.

The user expectations of a voice experience can be anything and it's almost impossible to predict user behavior. So, the "design" phase in VUI product experience largely involves **designing its information architecture, task, and dialogue flows.**

In UX terminology, an iceberg is something that seems small, simple, or at least manageable at first glance, until we realize the immense depth of complexity sitting beneath the waterline.

With voice apps, the more call/response interactions we build into the "happy path", the bigger the iceberg of response, logic, journey correction, and error states sit beneath the water line.

Thus, **our VUI happy paths must be short and precise to start with.**

Participant — Curtain — Dialogue flow map ← Wizard (Researcher + Assistant)
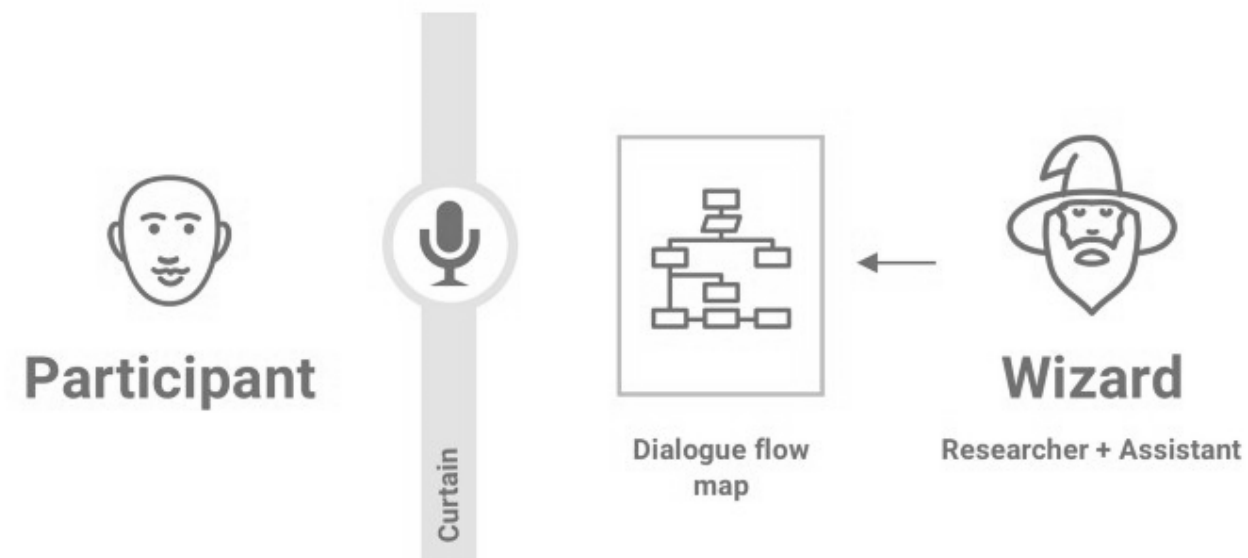
WIZARD OF OZ TESTING FOR VUI

Wizard of Oz is HCI experiment conducted when the user is interacting in a conversational or bi-directional format with a system mimicking some level of intelligence, AI or even outrightly pretending to be a human.

In this method, the participant talks to an interface, experience, system or machine (the curtain) and perceives that the system responds. In reality, all responses are controlled by the researcher or "wizard" sitting behind the curtain.

WOz adapts well to remote working and acts as a collaborative method to bring design teams and stakeholders together.
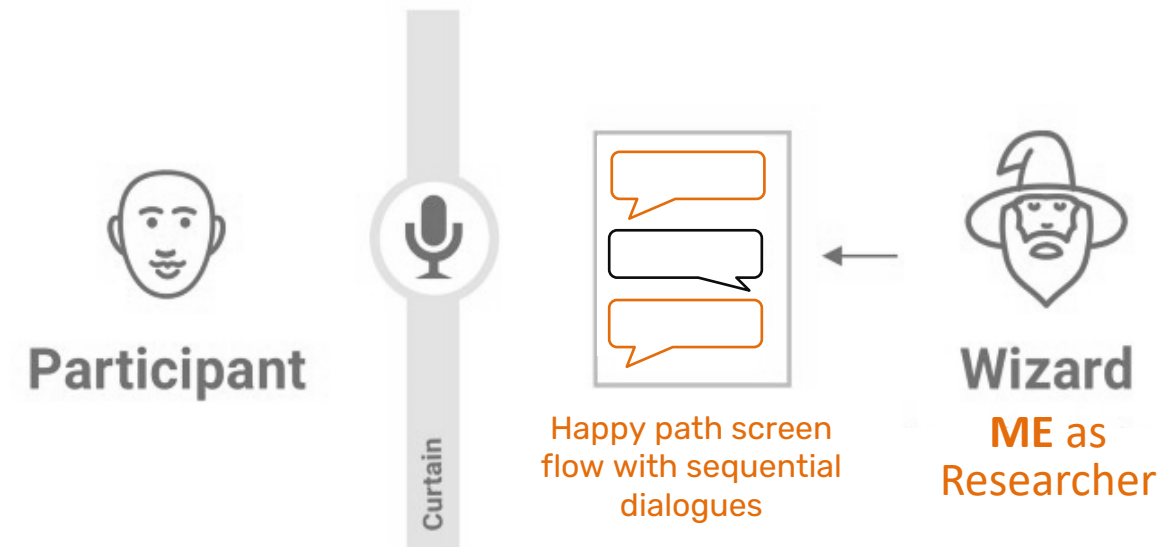
ELEMENTS OF USABILITY TESTING

WHAT DID I TEST?

SET 01 : A PARTIAL VUI HAPPY PATH SCREEN FLOW WITH SEQUENTIAL DIALOGUES

I designed and tested dialogue flows with total 4 test users using the Wizard of Oz method.
I presented Heritage chatbot dialogues to the users on every alternate tap, and they had to say what came to their minds to drive the conversation before I'd reveal the speech bubble. While testing the VUI interaction scenario, I checked on:

1. Is the flow of call/response working with the user?

2. Are the system dialogue utterances correct?

3. Do the invocations and intents match what users say?

4. Do error state journeys successfully course-correct the user journey?

Participant

Curtain

Happy path screen flow with sequential dialogues

ME as Researcher

AND

SET 02 : 2 FULL AND 1 PARTIAL GUI HAPPY PATH SCREEN FLOWS WITH SEQUENTIAL SCREENS

I designed and tested 2 FULL AND 1 PARTIAL GUI happy paths with total 12 test users in remote testing mode.
Each interaction was accomplishing a small task using the GUI. The users did not use voice commands to navigate through the app. While testing the GUI interaction scenarios, I checked on:

1. Are they getting the correct navigational clues?

2. While facing a task area/section, do they know what they can do?

3. Can they follow a task's start, end, confirmation, and documentation?

4. Can they quickly recover from error?

Participant

GUI Screens and a series of short interactions

ME as Researcher

TESTING OBJECTIVE

- Eliciting early-stage feedback on dialogue flows

- Validating discovery research and highlighting critical issues/errors in the task flows.

- Identifying usability/feature-related flaws in GUI

TEST PREREQUISITES

I thoroughly understood user needs and mental models during the user research in the discovery phase to guess the words they use to think and talk about VUI products and services.

For **the VUI happy path screen flow with sequential dialogues**, upfront research helped me write initial dialogue flows that already follow users' mental model of a task and appropriate vocabulary. I also kept the scope of the happy path limited to short meaningful interactions.

I created t**wo GUI happy path screen flows with sequential screens** keeping the interaction level at a minimum and adhering to usability best practices.
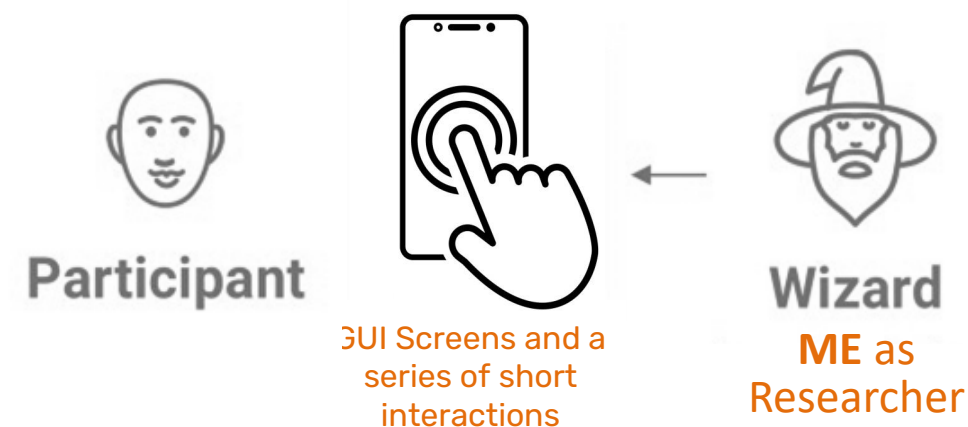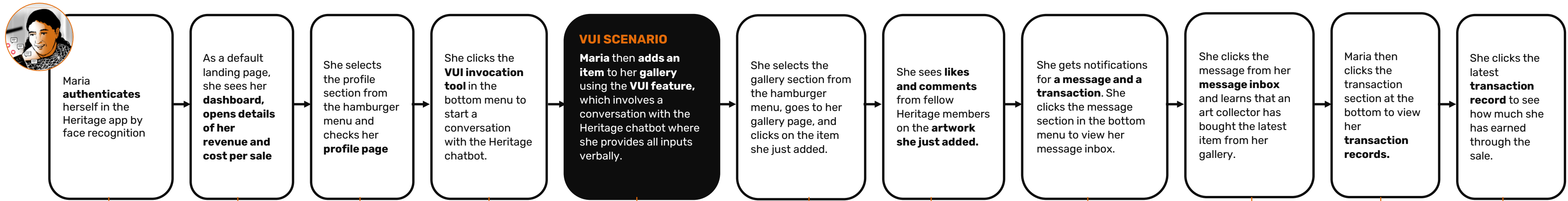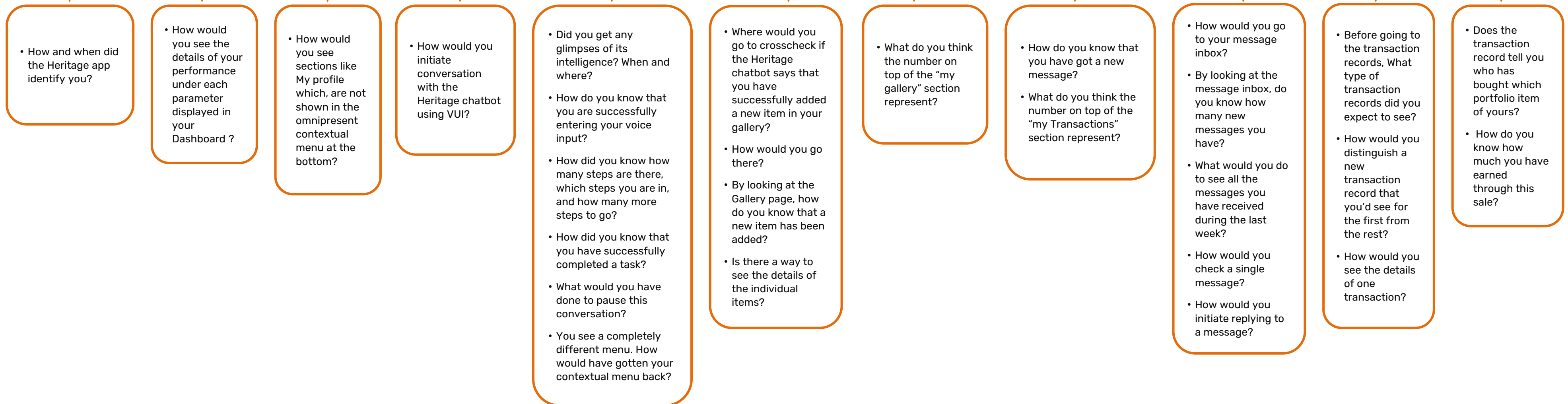
TEST OUTCOME

Though 8 test users interpreted the Heritage app somewhat differently, I looked at it from a much more neutral perspective through their eyes. Their feedback helped me improve and optimize the VUI and GUI task flows.

Heritage

1. ARTIST : WORKFLOW HAPPY PATH & QUESTIONS TO USERS

USER JOURNEY HAPPY PATH | GUI INTERACTIONS : 17 | VUI INTERACTIONS : 10

Maria **authenticates** herself in the Heritage app by face recognition

As a default landing page, she sees her **dashboard, opens details of her revenue and cost per sale**

She selects the profile section from the hamburger menu and checks her **profile page**

She clicks the **VUI invocation tool** in the bottom menu to start a conversation with the Heritage chatbot.

VUI SCENARIO
Maria then **adds an item** to her **gallery** using the **VUI feature,** which involves a conversation with the Heritage chatbot where she provides all inputs verbally.

She selects the gallery section from the hamburger menu, goes to her gallery page, and clicks on the item she just added.

She sees **likes and comments** from fellow Heritage members on the **artwork she just added.**

She gets notifications for **a message and a transaction**. She clicks the message section in the bottom menu to view her message inbox.

She clicks the message from her **message inbox** and learns that an art collector has bought the latest item from her gallery.

Maria then clicks the transaction section at the bottom to view her **transaction records.**

She clicks the latest **transaction record** to see how much she has earned through the sale.

CONTEXTUAL QUESTIONS ASKED TO THE TEST USERS | NUMBER OF QUESTIONS : 27

- How and when did the Heritage app identify you?

- How would you see the details of your performance under each parameter displayed in your Dashboard ?

- How would you see sections like My profile which, are not shown in the omnipresent contextual menu at the bottom?

- How would you initiate conversation with the Heritage chatbot using VUI?

- Did you get any glimpses of its intelligence? When and where?
- How do you know that you are successfully entering your voice input?
- How did you know how many steps are there, which steps you are in, and how many more steps to go?
- How did you know that you have successfully completed a task?
- What would you have done to pause this conversation?
- You see a completely different menu. How would have gotten your contextual menu back?

- Where would you go to crosscheck if the Heritage chatbot says that you have successfully added a new item in your gallery?
- How would you go there?
- By looking at the Gallery page, how do you know that a new item has been added?
- Is there a way to see the details of the individual items?

- What do you think the number on top of the "my gallery" section represent?

- How do you know that you have got a new message?
- What do you think the number on top of the "my Transactions" section represent?

- How would you go to your message inbox?
- By looking at the message inbox, do you know how many new messages you have?
- What would you do to see all the messages you have received during the last week?
- How would you check a single message?
- How would you initiate replying to a message?

- Before going to the transaction records, What type of transaction records did you expect to see?
- How would you distinguish a new transaction record that you'd see for the first from the rest?
- How would you see the details of one transaction?

- Does the transaction record tell you who has bought which portfolio item of yours?
- How do you know how much you have earned through this sale?

NUMBER OF TEST USERS: 04

Heritage

1. ARTIST : USER PERFORMANCE MATRIX

<50%: Found UI too difficult; couldn't perform most tasks even with the assistance	**51%-60%:** Found UI difficult; could perform most tasks with assistance	**61%-70%:** Found UI difficult at times; needed assistance to perform some tasks	**71%-80%:** Found UI OK; could perform most tasks independently	**81% +:** Found UI Easy; could perform almost all tasks independently

SET 01 : WIZARD OF OZ TESTING | A PARTIAL VUI HAPPY PATH SCREEN FLOWS WITH SEQUENTIAL DIALOGUES | COMPLETED 10 INTERACTIONS

	Is the flow of call/response working with the user?	Are the system dialogue utterances correct?	Do the invocations and intents match what users say?	Do error state journeys successfully course-correct the user journey?
	8/10	7/10	8/10	10/10
	9/10	8/10	8/10	10/10
	8/10	7/10	6/10	8/10
	9/10	9/10	9/10	9/10

SET 02: REMOTE UI TESTING | A PARTIAL GUI HAPPY PATH SCREEN FLOWS WITH SEQUENTIAL SCREENS | COMPLETED 17 INTERACTIONS

	Did the get the correct navigational clues?	While facing a task area/section, do they know what they can do?	Can they follow a task's start, end, confirmation, and documentation?	Can they quickly recover from error?
	9/10	9/10	7/10	8/10
	9/10	8/10	8/10	10/10
	8/10	7/10	10/10	6/10
	7/10	9/10	8/10	9/10

1. ARTIST : ANSWERS TO CONTEXTUAL QUESTIONS

VOICE UI SCENARIO

QUESTIONS ASKED TO THE USER	USER 01	USER 02	USER 03	USER 04
• How and when did the Heritage app identify you?	Face recognition	Face recognition	Face recognition	Face recognition
• How would you see the details of your performance under each parameter displayed in your Dashboard ?	By clicking each row featured in the Dashboard and studying the graphs within the extended block.	By clicking each row featured in the Dashboard and studying the graphs within the extended block.	By clicking each row featured in the Dashboard and studying the graphs within the extended block.	By clicking each row featured in the Dashboard and studying the graphs within the extended block.
• How would you see sections like My profile which, are not shown in the omnipresent contextual menu at the bottom?	By tapping on the hamburger menu.	By tapping on the hamburger menu.	By tapping on the hamburger menu. It took some time for me figure out. As the contextual menu in the bottom is too prominent.	By tapping on the hamburger menu.
• How would you initiate conversation with the Heritage chatbot using VUI?	By clicking the VUI invocation (microphone) icon in the contextual menu in the bottom.	By clicking the VUI invocation (microphone) icon in the contextual menu in the bottom. It took some time for me to figure this out.	By clicking the VUI invocation (microphone) icon in the contextual menu in the bottom.	By clicking the VUI invocation (microphone) icon in the contextual menu in the bottom.
• Did you get any glimpses of its intelligence? When and where?	When it successfully found out the two images I named and selected to upload.	I could not figure out the glimpse of any intelligence.	When it successfully found out the two images I named and selected to upload. I also liked how it sequenced the questions to elicit information.	When it successfully found out the two images I named and selected to upload.
• How do you know that you are successfully entering your voice input?	Alternate Speech bubbles.	Alternate Speech bubbles and sound wave forms.	Alternate Speech bubbles.	Alternate Speech bubbles and sound wave forms.
• How did you know how many steps are there, which steps you are in, and how many more steps to go?	The Heritage chatbot very clearly mentioned question x out of y to let me know how many steps are there, which steps you are in, and how many more steps to go.	The Heritage chatbot very clearly mentioned question x out of y to let me know how many steps are there, which steps you are in, and how many more steps to go.	The Heritage chatbot very clearly mentioned question x out of y to let me know how many steps are there, which steps you are in, and how many more steps to go.	The Heritage chatbot very clearly mentioned question x out of y to let me know how many steps are there, which steps you are in, and how many more steps to go.
• How did you know that you have successfully completed a task?	The Heritage chatbot very clearly indicated when the item was successfully added to the gallery.	The Heritage chatbot very clearly indicated when the item was successfully added to the gallery.	The Heritage chatbot very clearly indicated when the item was successfully added to the gallery.	The Heritage chatbot very clearly indicated when the item was successfully added to the gallery.
• What would you have done to pause this conversation?	Click the pause button.	Click the pause button.	Click the pause button.	Click the pause button and I am interested to know how the UI would look like in the paused state.
• You see a completely different menu. How would have gotten your contextual menu back?	Yes, It was a bit confusing to suddenly see all the other section go away but I am sure the other menu will come back as soon as I'd stop this conversation.	I will get the contextual menu back as soon as I'd stop this conversation.	I will get the contextual menu back as soon as I'd stop this conversation.	Not sure.
• Where would you go to crosscheck if the Heritage chatbot says that you have successfully added a new item in your gallery? How would you go there?	I will go to the gallery to check if I have successfully added a new item. The gallery link is in the contextual menu.	I will go to the gallery to check if I have successfully added a new item. The gallery link is in the contextual menu.	I will go to the gallery to check if I have successfully added a new item. The gallery link is in the contextual menu.	I will go to the gallery to check if I have successfully added a new item. The gallery link is in the contextual menu.
• By looking at the Gallery page, how do you know that a new item has been added?	The latest addition to the gallery always sits on the top. It also has a NEW sticker.	The latest addition to the gallery has a NEW sticker.	The latest addition to the gallery has a NEW sticker.	The latest addition to the gallery always sits on the top. It also has a NEW sticker.
• Is there a way to see the details of the individual items?	Yes, I can see the details of an item by clicking its block in the gallery page.	Yes, I can see the details of an item by clicking its block in the gallery page.	Yes, I can see the details of an item by clicking its block in the gallery page.	Yes, I can see the details of an item by clicking its block in the gallery page.
• What do you think the number on top of the "my gallery" section represent?	The "new" items related to the 4 sections. New inputs in gallery, new message, items in the cart, new transaction records.	The "new" items related to the 4 sections. But I misinterpreted the number against my gallery. I thought it represents the number of new items. It represents the total new likes and comments received.	The "new" items related to the 4 sections. New inputs in gallery, new message, items in the cart, new transaction records.	The "new" items related to the 4 sections. New inputs in gallery, new message, items in the cart, and probably new transaction records.
• How do you know that you have got a new message?	The number on top of the message icon.	The number on top of the message icon.	The number on top of the message icon.	The number on top of the message icon.
• What do you think the number on top of the "my Transactions" section represent?	New transaction records.	New transaction records.	New transaction records.	Probably New transaction records. Not sure.
• How would you go to your message inbox?	By clicking the message icon in the contextual menu.	By clicking the message icon in the contextual menu.	By clicking the message icon in the contextual menu.	By clicking the message icon in the contextual menu.
• By looking at the message inbox, do you know how many new messages you have?	The new/unread messages have a more prominent closed envelope icon.	The new/unread messages have a more prominent closed envelope icon.	Probably the ones at the top?	The new/unread messages have a more prominent closed envelope icon.
• What would you do to see all the messages you have received during the last week?	There is a dropdown that shows that the inbox is currently showing todays message. I'd assume that there will be another category to select messages received during the last week.	Not sure. Probably there is a selection criteria in that dropdown that'd help me to select message received during last week.	There is a dropdown that shows that the inbox is currently showing todays message. I'd assume that there will be another category to select messages received during the last week.	There is a dropdown that shows that the inbox is currently showing todays message. I'd assume that there will be another category to select messages received during the last week.
• How would you check a single message?	By tapping on a message block in the message inbox	By tapping on a message block in the message inbox	By tapping on a message block in the message inbox	By tapping on a message block in the message inbox
• How would you initiate replying to a message?	By tapping on the reply button below a message	By tapping on the reply button below a message	By tapping on the reply button below a message	By tapping on the reply button below a message
• Before going to the transaction records, What type of transaction records did you expect to see?	The Bill of sale, the money earned and the certificate of authenticity.	The Bill of sale and the money earned.	The Bill of sale and the money earned.	The Bill of sale, the money earned and the certificate of authenticity.
• How would you distinguish a new transaction record that you'd see for the first from the rest?	I noticed that few transaction records, usually the ones at the top, have orange + icon. Probably that means this transaction record has not been opened.	No, I couldn't figure that out.	I noticed that few transaction records, usually the ones at the top, have orange + icon. Probably that means this transaction record has not been opened.	I noticed that few transaction records, usually the ones at the top, have orange + icon. Probably that means this transaction record has not been opened.
• How would you see the details of one transaction?	By tapping on a transaction record in the transaction record inbox.	By tapping on a transaction record in the transaction record inbox.	By tapping on a transaction record in the transaction record inbox.	By tapping on a transaction record in the transaction record inbox.
• Does the transaction record tell you who has bought which portfolio item of yours?	Yes, it does.	Yes, it does.	Yes, it does.	Yes, it does.
• How do you know how much you have earned through this sale?	It is mentioned within the transaction details.	It is mentioned within the transaction details.	It is mentioned within the transaction details.	It is mentioned within the transaction details.

2. PERFORMING ARTIST : WORKFLOW HAPPY PATH & JOURNEY MAP

USER JOURNEY HAPPY PATH | GUI INTERACTIONS : 17

Enzo **authenticates** herself in the Heritage app by face recognition	As a default landing page, he sees his **dashboard** showing the last 3 months of records.	He **changes the period to the last 30 days** to see better performance. He **opens details of his revenue and cost per sale.**	He selects the profile section from the hamburger menu and checks his **profile page**	He selects the gallery section from the hamburger menu, goes to his gallery page, and clicks on the add new button.	**Enzo** then **adds a new performance video** to his **gallery, which involves** uploading the video and entering basic details of the video.	After successfully uploading the new video, he sees it as the topmost item on his gallery page.	He clicks on the added video and sees **likes and comments** from fellow Heritage members.	Enzo selects the performance calendar section from the hamburger menu and checks his **live performance calendar** for today and tomorrow	At the same time, he gets notifications for **a message and a transaction**.	Enzo gets notifications for **a message and a transaction**. He clicks the message section in the bottom menu to view her message inbox.	He clicks the message from his **message inbox** and learns that an art collector has bought the latest video from his gallery.

CONTEXTUAL QUESTIONS ASKED TO THE TEST USERS | NUMBER OF QUESTIONS : 11

- How would you see the details of your performance under a different time period?

- How would you understand if your performance is improving or going down?

- How would you update your image and profile write-up?

- How would you have a quick glimpse of a video?
- How would you initiate adding a new video?

- While adding a new video, what information about the video you do not need to add?
- Does the app help you understand the price of the item in your chosen currency?

- After adding a video, what will you do to update some of its information?

- How would you translate a comment you have received in an unfamiliar language?

- How do you know if you have an empty slot in your calendar for today?
- How would you add a slot in your calendar for today?

NUMBER OF TEST USERS: 04

2. PERFORMING ARTIST : USER PERFORMANCE MATRIX

| <50%: Found UI too difficult; couldn't perform most tasks even with the assistance | 51%-60%: Found UI difficult; could perform most tasks with assistance | 61%-70%: Found UI difficult at times; needed assistance to perform some tasks | 71%-80%: Found UI OK; could perform most tasks independently | 81% +: Found UI Easy; could perform almost all tasks independently |

SET 02: REMOTE UI TESTING | A PARTIAL GUI HAPPY PATH SCREEN FLOWS WITH SEQUENTIAL SCREENS | COMPLETED **17** INTERACTIONS

	Did the get the correct navigational clues?	While facing a task area/section, do they know what they can do?	Can they follow a task's start, end, confirmation, and documentation?	Can they quickly recover from error?
	13/17	16/17	11/17	11/17
	15/17	13/17	13/17	17/17
	13/17	12/17	17/17	16/17
	13/17	16/17	16/17	16/17

Heritage

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2. PERFORMING ARTIST : ANSWERS TO CONTEXTUAL QUESTIONS

QUESTIONS ASKED TO THE USER	USER 05	USER 06	USER 07	USER 08
• How would you see the details of your performance under a different time period?	There is option to select other time periods under the "showing data".	There is option to select other time periods under the "showing data".	There is option to select other time periods under the "showing data".	There is option to select other time periods under the "showing data".
• How would you understand if your performance is improving or going down?	If I select different periods [gradually big to small, like last six months to last 30 days], the change in the data will show if my performance under those parameters is improving or going down.	No idea.	If I select different periods [gradually big to small, like last six months to last 30 days], the change in the data will show if my performance under those parameters is improving or going down.	If I select different periods [gradually big to small, like last six months to last 30 days], the change in the data will show if my performance under those parameters is improving or going down.
• How would you update your image and profile write-up?	By clicking the pencil icon next to the profile image.	By clicking the pencil icon next to the profile image.	By clicking the pencil icon next to the profile image.	By clicking the pencil icon next to the profile image.
• How would you have a quick glimpse of a video?	By tapping on the video thumbnail.	By tapping on the video thumbnail.	By tapping on the video thumbnail.	By tapping on the video thumbnail.
• How would you initiate adding a new video?	By tapping the add new button.	By tapping the add new button.	By tapping the add new button.	By tapping the add new button.
• While adding a new video, what information about the video you do not need to add?	Video Format like 4K or MP4 Video and duration.	Video Format like 4K or MP4 Video and duration.	Video Format like 4K or MP4 Video and duration.	Video Format like 4K or MP4 Video and duration. I found this quite intelligent.
• Does the app help you understand the price of the item in your chosen currency?	Yes, it does. It automatically gets converted and mentioned.	Yes, it does. It automatically gets converted and mentioned.	Yes, it does. It automatically gets converted and mentioned.	Yes, it does. It automatically gets converted and mentioned.
• After adding a video, what will you do to update some of its information?	By clicking the pencil icon next to the video thumbnail.	By clicking the pencil icon next to the video thumbnail.	By clicking the pencil icon next to the video thumbnail.	By clicking the pencil icon next to the video thumbnail.
• How would you translate a comment you have received in an unfamiliar language?	By clicking the translate button below the comment.	By clicking the translate button below the comment.	By clicking the translate button below the comment.	By clicking the translate button below the comment.
• How do you know if you have an empty slot in your calendar for today?	Empty slots are visually distinguished as it is seen in the second day's calendar.	Empty slots are visually distinguished as it is seen in the second day's calendar.	Empty slots are visually distinguished as it is seen in the second day's calendar.	Empty slots are visually distinguished as it is seen in the second day's calendar.
• How would you add a slot in your calendar for today?	By tapping on the add slot button.	By tapping on the add slot button.	By tapping on the add slot button.	By tapping on the add slot button.

NUGGESTS OF WISDOM RECEIVED

Comments such as these received from the users during usability testing helped me look at my prototype from a neutral perspective, consider pivotal changes, and afford better usability.
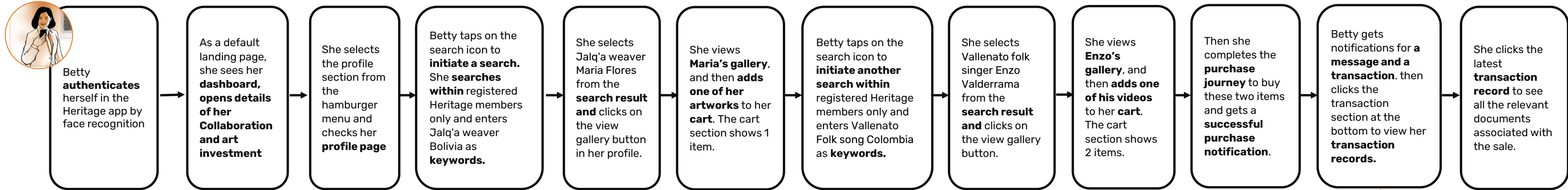Even though I could NOT incorporate ALL of these in this feedback, someday, I will.

- It'd slow down the process if the user went through authentication each time before using a service.

- I took some time to realize that there are two separate Audio and Visual user interfaces.

- I also expected the most frequently used functionalities to be part of the navigation menu. Currently, these are separated.

- I should have explored at least one multilingual experience as most artists/artisans worldwide are not expected to be fluent in English.

- Can users have multiple types of accounts? If so, how do they switch?

- Does orange text mean hyperlinks? If so, please be consistent with it.

- The profile page must have a "portfolio" link, and the portfolio page should have a "profile" link.

- I cannot select any subsection when the page is in the scrolled-up position. The expanded menu must retain its place when the user scrolls the page.
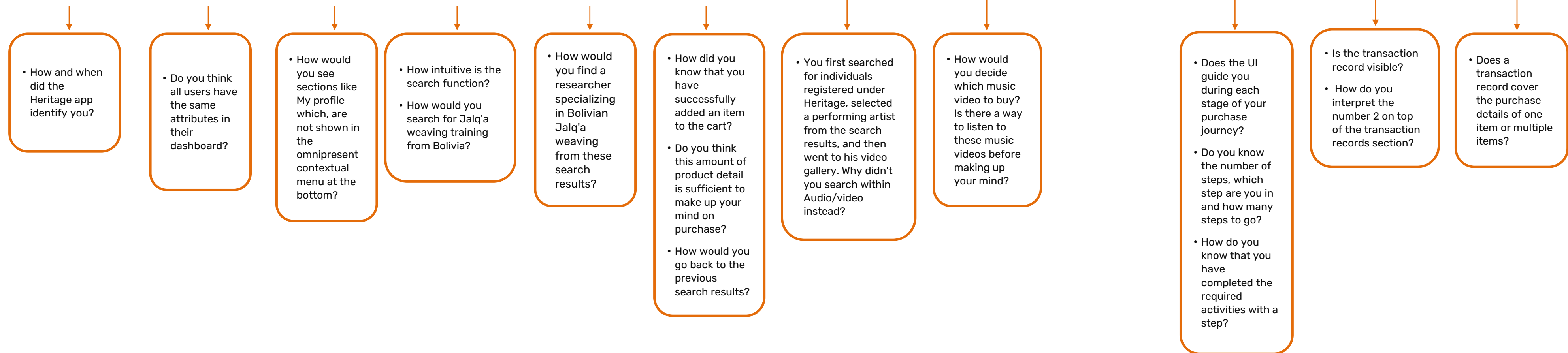
- Booking a slot within the Performing artist's virtual performance calendar and live-streaming his performance could have been a serious game-changer for Heritage Art Ecosystem! If possible, incorporate these scenarios.

- Once the audio/video sample is uploaded, information like medium and length must be auto-populated. The user must fill the rest of the fields, so redesign the form accordingly.

3. ART COLLECTOR : WORKFLOW HAPPY PATH & JOURNEY MAP

USER JOURNEY HAPPY PATH | GUI INTERACTIONS : 27

Betty **authenticates** herself in the Heritage app by face recognition

→

As a default landing page, she sees her **dashboard, opens details of her Collaboration and art investment**

→

She selects the profile section from the hamburger menu and checks her **profile page**

→

Betty taps on the search icon to **initiate a search.** She **searches within** registered Heritage members only and enters Jalq'a weaver Bolivia as **keywords.**

→

She selects Jalq'a weaver Maria Flores from the **search result and** clicks on the view gallery button in her profile.

→

She views **Maria's gallery**, and then **adds one of her artworks** to her **cart**. The cart section shows 1 item.

→

Betty taps on the search icon to **initiate another search within** registered Heritage members only and enters Vallenato Folk song Colombia as **keywords.**

→

She selects Vallenato folk singer Enzo Valderrama from the **search result and** clicks on the view gallery button.

→

She views **Enzo's gallery**, and then **adds one of his videos** to her **cart**. The cart section shows 2 items.

→

Then she completes the **purchase journey** to buy these two items and gets a **successful purchase notification**.

→

Betty gets notifications for **a message and a transaction**. then clicks the transaction section at the bottom to view her **transaction records.**

→

She clicks the latest **transaction record** to see all the relevant documents associated with the sale.

CONTEXTUAL QUESTIONS ASKED TO THE TEST USERS | NUMBER OF QUESTIONS : 17

- How and when did the Heritage app identify you?

- Do you think all users have the same attributes in their dashboard?

- How would you see sections like My profile which, are not shown in the omnipresent contextual menu at the bottom?

- How intuitive is the search function?
- How would you search for Jalq'a weaving training from Bolivia?

- How would you find a researcher specializing in Bolivian Jalq'a weaving from these search results?

- How did you know that you have successfully added an item to the cart?
- Do you think this amount of product detail is sufficient to make up your mind on purchase?
- How would you go back to the previous search results?

- You first searched for individuals registered under Heritage, selected a performing artist from the search results, and then went to his video gallery. Why didn't you search within Audio/video instead?

- How would you decide which music video to buy? Is there a way to listen to these music videos before making up your mind?

- Does the UI guide you during each stage of your purchase journey?
- Do you know the number of steps, which step are you in and how many steps to go?
- How do you know that you have completed the required activities with a step?

- Is the transaction record visible?
- How do you interpret the number 2 on top of the transaction records section?

- Does a transaction record cover the purchase details of one item or multiple items?

NUMBER OF TEST USERS: 04

h Heritage

3. ART COLLECTOR : USER PERFORMANCE MATRIX

| | <50%: Found UI too difficult; couldn't perform most tasks even with the assistance | 51%-60%: Found UI difficult; could perform most tasks with assistance | 61%-70%: Found UI difficult at times; needed assistance to perform some tasks | 71%-80%: Found UI OK; could perform most tasks independently | 81% +: Found UI Easy; could perform almost all tasks independently |

SET 02: REMOTE UI TESTING | A PARTIAL GUI HAPPY PATH SCREEN FLOWS WITH SEQUENTIAL SCREENS | COMPLETED 27 INTERACTIONS

	Did the get the correct navigational clues?	While facing a task area/section, do they know what they can do?	Can they follow a task's start, end, confirmation, and documentation?	Can they quickly recover from error?
	26/27	25/27	24/27	25/27
	24/27	25/27	25/27	18/27
	24/27	19/27	24/27	25/27
	24/27	21/27	20/27	21/27

Heritage

3. ART COLLECTOR : ANSWERS TO CONTEXTUAL QUESTIONS

QUESTIONS ASKED TO THE USER	USER 09	USER 10	USER 11	USER 12
• How and when did the Heritage app identify you?	Face recognition	Face recognition	Face recognition	Face recognition
• Do you think all users have the same attributes in their dashboard?	No. Art Collectors have considerably different attributes than artists/performing artists.	artists/performing artists have quite similar attributes, but art collectors have quite different ones.	No. Art Collectors have considerably different attributes than artists/performing artists.	artists/performing artists have quite similar attributes, but art collectors have quite different ones.
• How would you see sections like My profile which, are not shown in the omnipresent contextual menu at the bottom?	By clicking the hamburger menu	By clicking the hamburger menu	By clicking the hamburger menu	By clicking the hamburger menu
• How intuitive is the search function?	It is intuitive.	It is intuitive. But I'd have preferred the filter function after having the search result, not before.	It is intuitive.	It is intuitive.
• How would you search for Jalq'a weaving training from Bolivia?	First, select "training" from search within., then write Jalq'a weaving training Bolivia in the free text search box. Then search.	First, select "training" from search within., then write Jalq'a weaving training Bolivia in the free text search box. Then search.	First, select "training" from search within., then write Jalq'a weaving training Bolivia in the free text search box. Then search.	Write Jalq'a weaving training Bolivia in the free text search box. Then search.
• How would you find a researcher specializing in Bolivian Jalq'a weaving from these search results?	Scroll down the result and then select the researcher.	Scroll down the result and then select the researcher.	Scroll down the result and then select the researcher.	Scroll down the result and then select the researcher.
• How did you know that you have successfully added an item to the cart?	There are two visual indicators: the add-to button next to an item turns into an added-to cart. At the same time, the cart icon gets a number above it to denote that it has an item.	There are two visual indicators: the add-to button next to an item turns into an added-to cart. At the same time, the cart icon gets a number above it to denote that it has an item.	There are two visual indicators: the add-to button next to an item turns into an added-to cart.	There are two visual indicators: the add-to button next to an item turns into an added-to cart. At the same time, the cart icon gets a number above it to denote that it has an item.
• Do you think this amount of product detail is sufficient to make up your mind on purchase?	Yes.	Yes.	Not sure.	Yes.
• How would you go back to the previous search results?	By clicking the back to search results link.	By clicking the back to search results link.	By clicking the back to search results link.	By clicking the back to search results link.
• You first searched for individuals registered under Heritage, selected a performing artist from the search results, and then went to his video gallery. Why didn't you search within Audio/video instead?	Yes, I should have searched within Audio/video instead.	I should have searched within Audio/video if I'd concentrated on the art/performing art pieces and not on the artists. But I guess here, the user(me) is searching by the reference of the creator. So, the current workflow looks fine to me.	Yes, I should have.	I did so because I first wanted to see the creators and then their creation.
• How would you decide which music video to buy? Is there a way to listen to these music videos before making up your mind?	By tapping on the video thumbnail, I can see the video. By clicking the block, I can video it in a bigger window too. So yes, I can see the videos before buying them.	By tapping on the video thumbnail, I can see the video. So yes, I can see the videos before buying them.	By clicking the block, I can video it in a bigger window too. So yes, I can see the videos before buying them.	By tapping on the video thumbnail, I can see the video. By clicking the block, I can video it in a bigger window too. So yes, I can see the videos before buying them.
• Does the UI guide you during each stage of your purchase journey?	Yes, it does. Total steps, the steps I am in, how many more steps to go- all these are quite evident.	Yes, it does.	Yes, it does.	Yes, it does.
• Do you know the number of steps, which step are you in and how many steps to go?	Yes, I do. There are 4 steps. As mentioned earlier, I can make out Total steps, completed steps, the steps I am in, how many more steps to go.	Yes, I know.	Yes, I know.	Yes. There are total 4 steps. completed steps have black circle on top, the steps I am in has orange circle on top, and pending steps have grey circle on top.
• How do you know that you have completed the required activities with a step?	Whenever the next button is activated in any step, it goes black. That means I am now ready to go to the next step.	Whenever the next button is activated in any step, it goes black. That means I am now ready to go to the next step.	Whenever the next button is activated in any step, it goes black. That means I am now ready to go to the next step.	Whenever the next button is activated in any step, it goes black. That means I am now ready to go to the next step.
• Is the transaction record visible?	Yes, it is visible under the transaction records section.	Yes, it is visible under the transaction records section.	Yes, it is visible under the transaction records section.	Yes, it is visible under the transaction records section.
• Does a transaction record cover the purchase details of one item or multiple items?	It looks like a transaction record covers the purchase details of one item only.	a transaction record covers the purchase details of one item only.	A transaction record covers the purchase details of one item only. For example, I bought two items together but got two separate transaction records to these items. I guess this is more useful to me.	a transaction record covers the purchase details of one item only.

NUGGESTS OF WISDOM RECEIVED

Comments such as these received from the users during usability testing helped me look at my prototype from a neutral perspective, consider pivotal changes, and afford better usability.
Even though I could NOT incorporate ALL of these in this feedback, someday, I will.

- Most users would listen to the newly purchased song more than view it. How does the user add its .mp3 into his music library? Does the video automatically convert into an additional .mp3 file after successful upload or does the user upload .mp3 separately?

- In search results, you must also show "non-persons," like research, videos, artworks, documents, etc., matching search keywords. Or you may have one more filter before furnishing this result: show <person only>.

- Ensure that where the user is clicking and what they are clicking on are easily associated with the correct symbol or action. I was taken there even though I did not click on search.

- I am unsure if the bottom tabs are the best spot for the cart. You don't necessarily go there unless you are purchasing something. How frequently will a typical user make a purchase? Check purchase flows and cart placement on other applications.

- Users want to see a larger image and a detailed view of content, and it could be worth investigating that design pattern.

- More costly purchases require more information and details for the user to purchase. Similarly, Can I go to a full-page detail view or a Fullscreen video view?

WRAP UP & TAKEAWAYS

- Average time spent on each user: **52** Minutes

- The most liked features in the Heritage app were
    - **The VUI scenario**
    - **My Transactions.**

- The Heritage app received an average rating of **~4.4/5** from **12 test users.** The highest rating was 4.8, and the lowest rating was 4.

- The aspects most frequently associated with the Heritage app:
    - **Helpful**
    - **Contextual**
    - **User-specific**
    - **Multi-dimensional**
    - **Aligned to the demands of different users within the ecosystem.**

KEY VALUES REALIZED

- **THE DASHBOARD** Helps each user Understand where they stand.

- **THE VOICE USER INTERFACE** reduces the learning curve and skips navigation, allowing users to accomplish key functionalities more easily.

- **THE SOCIAL FEATURES,** such as likes/comments on portfolio items, build personal networks and increase awareness of the art and artists.

- **THE BROADCAST FEATURE** helps Performing artists sell their pay-per-view performances or training, making Heritage a place to learn and collaborate.

- **THE MARKETPLACE** makes purchases easy. The tax and import duty details on each purchase and continuous mention of dollar equivalents in different currencies make the purchase journey transparent.

- **THE TRANSACTION RECORDS**, with a certificate of authenticity and bill of sale, helps users keep track of each transaction that could help in taxation.
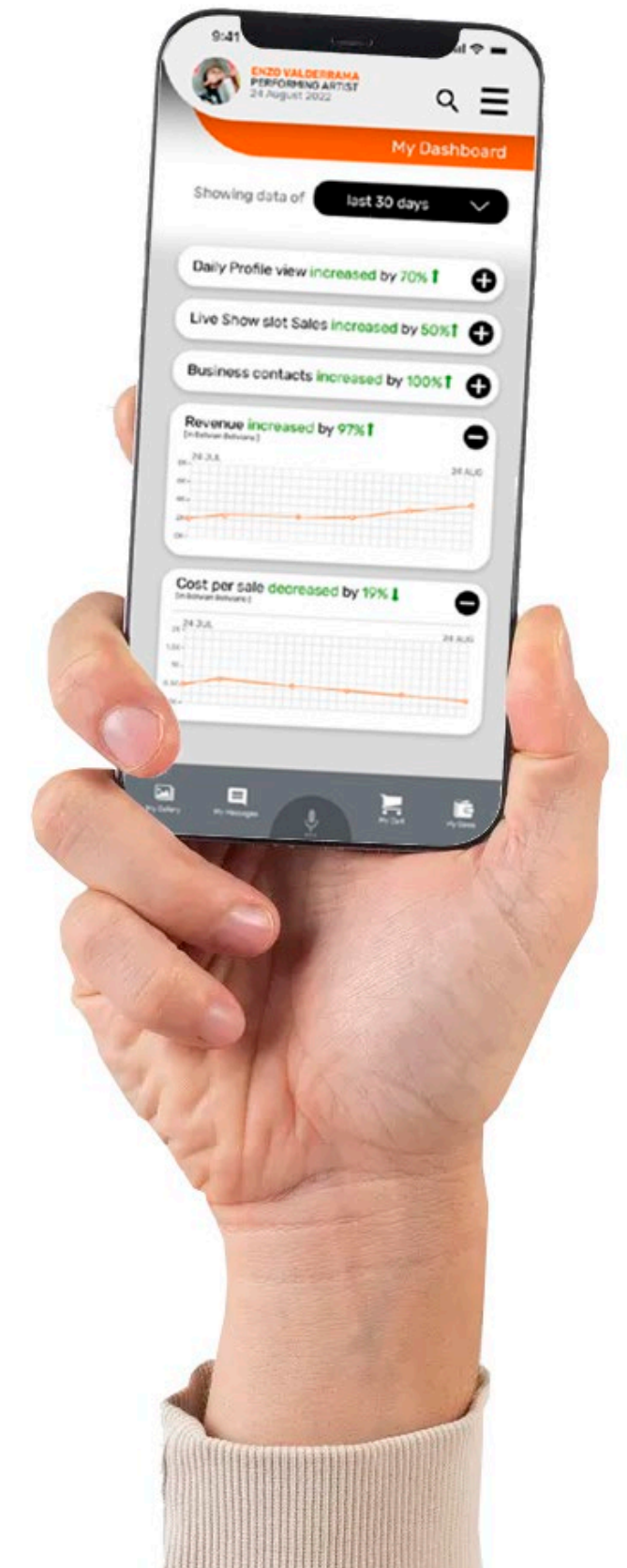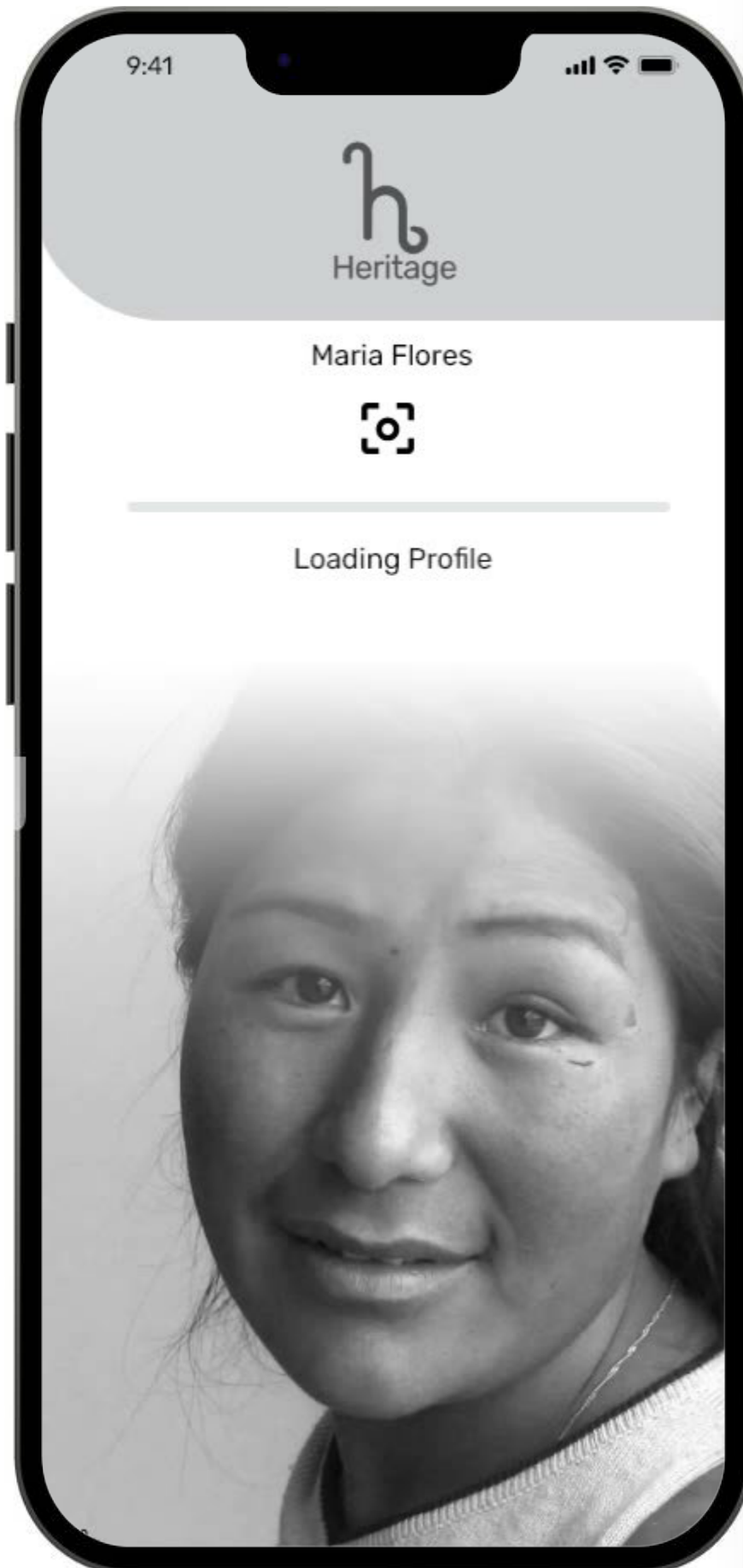
HERITAGE ART ECOSYSTEM

FINAL PROTOTYPE

LINKS FOR INTERACTIVE PROTOTYPE & XD SOURCE FILES

FINAL THESIS PROTOTYPE : SOURCE FILES AND LINKS

MARIA'S WORKFLOW

- As an Artist registered with Heritage Art, Maria **authenticates** herself.

- She checks her **dashboard** and **profile.**

- **Maria** then **adds an item** to her **gallery** using the **VUI feature**. This involves a conversation with the Heritage chatbot where she provides all inputs verbally.

- She goes to her gallery page to **view** the item she just added. She sees **"likes" and "comments"** from fellow Heritage members on the artwork she just added.

- Meanwhile, **a message** notifies him that an art collector has bought the latest item from her gallery.

- Then she goes to her **transaction record** to see how much she has earned through the sale.
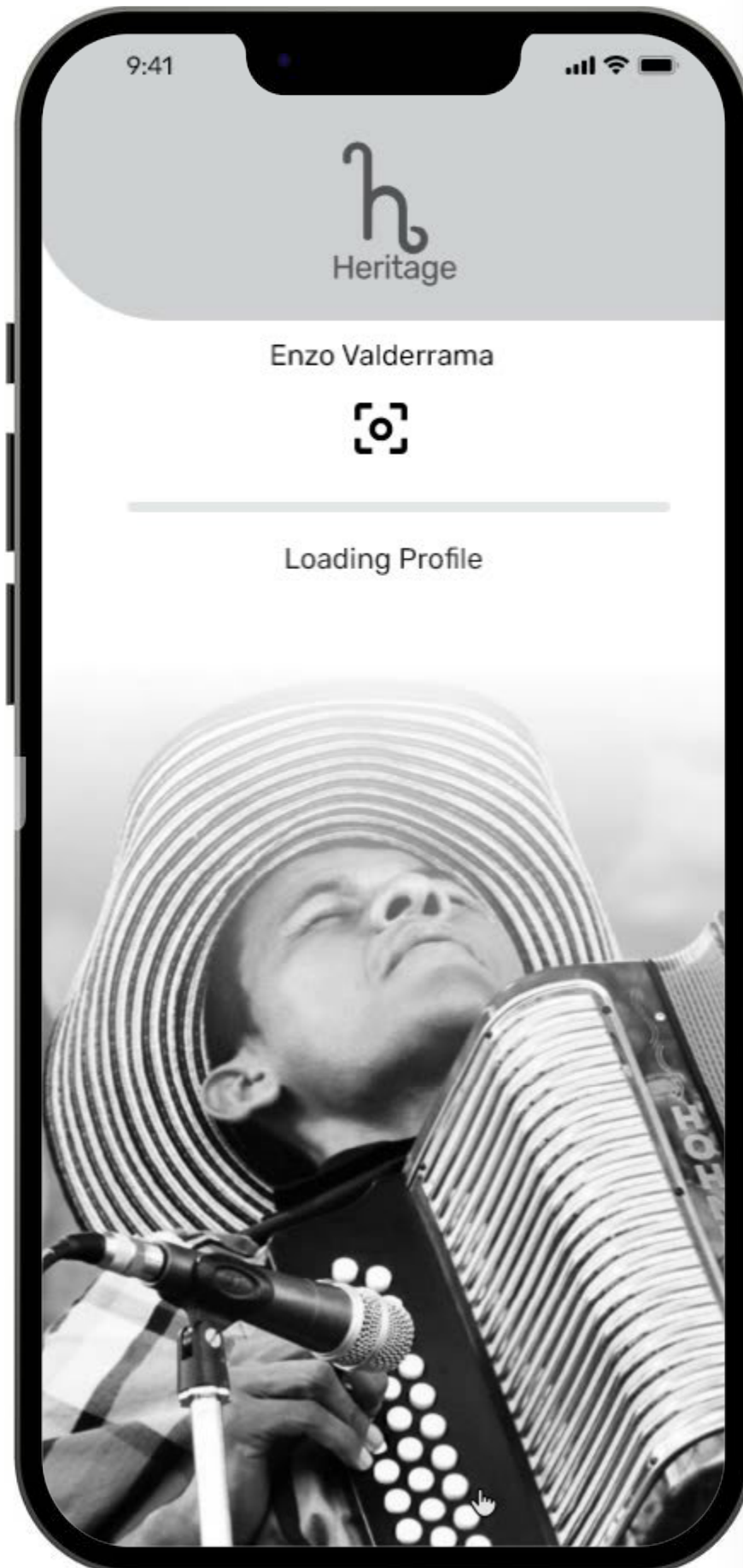
Interactive Link:
https://xd.adobe.com/view/bc43af1d-a4a3-4a24-9317-bd33e1e50cb2-e910/

HERITAGE_VUIworkflow 01.xd
Adobe XD Prototype source file Location :
https://drive.google.com/file/d/1aivFxzQkXLTTQi
FtiV86JgWHUb4K_6vE/view?usp=sharing

FINAL THESIS PROTOTYPE : SOURCE FILES AND LINKS

ENZO'S WORKFLOW

- As a Performing Artist registered with Heritage Art, Enzo **authenticates** himself.

- As his dashboard shows the last 3 months of records by default, **he changes the period to the last 30 days** and sees better performance.

- He checks his **dashboard** and **profile.**

- **Enzo** then **adds an item** to his **gallery** using the **GUI feature.**

- He **views the "likes" and "comments"** from fellow Heritage members on the performance video he just added.

- Then he quickly checks his **live performance calendar** for today and tomorrow.

- Meanwhile, **a message** notifies him that an art collector has bought the latest item from his gallery.
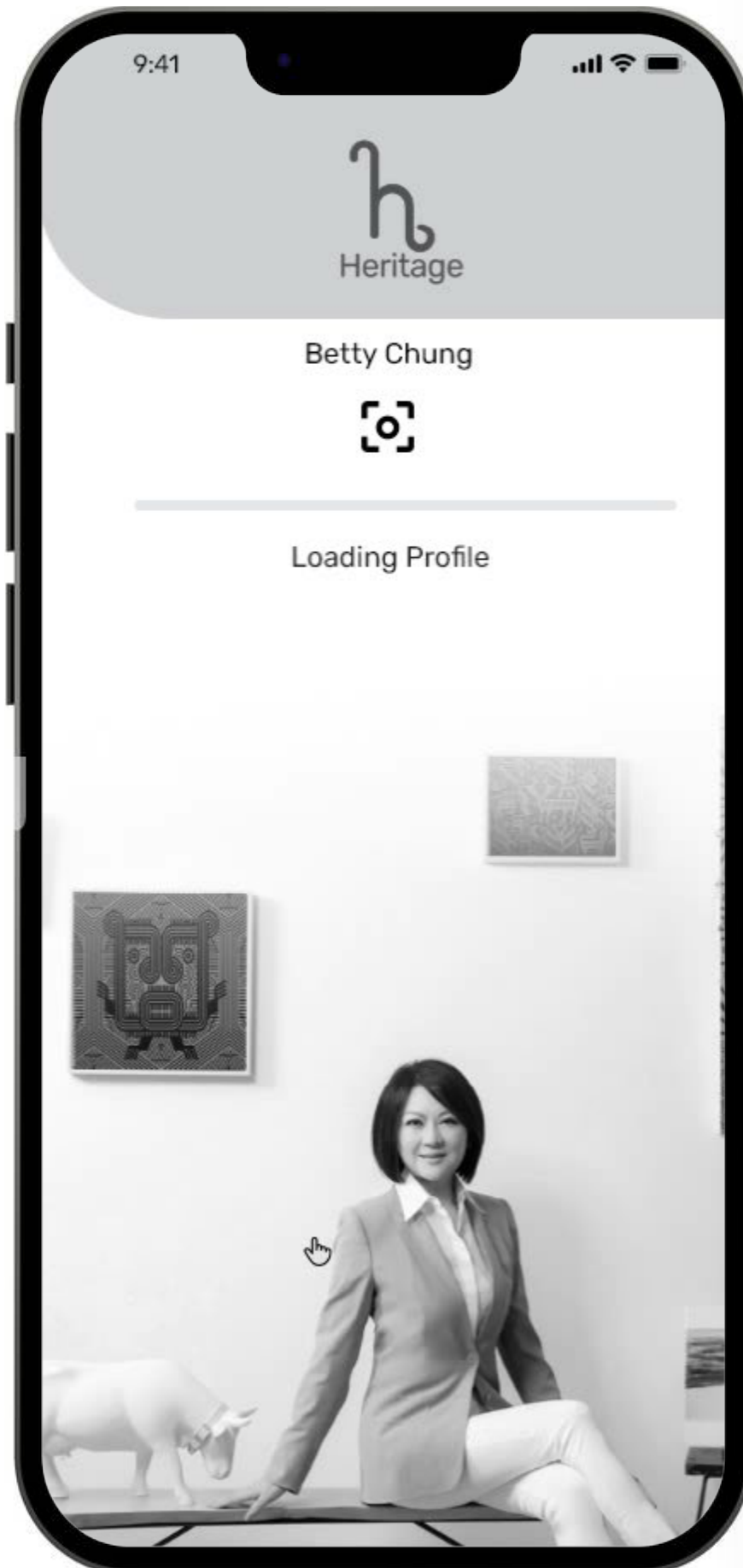
Interactive Link:
https://xd.adobe.com/view/27955c76-98bc-4307-80ae-f0c717b52dd9-72c6/

HERITAGE_GUIworkflow 02.xd
Adobe XD Prototype source file Location :
https://drive.google.com/file/d/1Uttitnga76LCeE4Isoy UveNPnNj6ux_-/view?usp=sharing

FINAL THESIS PROTOTYPE : SOURCE FILES AND LINKS

BETTY'S WORKFLOW

• As an Art Collector registered with Heritage Art, Betty **authenticates** herself.

• She checks her **dashboard** and **profile**, and then **searches** for a specific type of artist.

• She selects an artist from the **search result**, views **her gallery**, and then **adds one of her artworks** to her **cart**.

• Betty then **searches** for a specific type of performing artist. She selects a performing artist from the **search result**, views **his gallery**, and then **adds one of his performance videos** to her **cart**.

• Then she completes the **purchase journey** to buy these two items and gets a **successful purchase notification**.

• After completing the purchase, she checks her **purchase record**.

Interactive Link:
https://xd.adobe.com/view/fc1302cf-a244-43c6-98d1-f8ba21c2bdbb-a940/

HERITAGE_GUIworkflow 03.xd
Adobe XD Prototype source file Location :
https://drive.google.com/file/d/1_ZfdfWhWPbt1qBm_KqPXUP6tdyTIUakQ/view?usp=sharing

CONCLUSION : WEHERE DOES THE CONCEPT OF HERITAGE ART ECOSYSTEM STAND?

MY CHANCE TO MAKE A DIFFERENCE
I always wanted folk artists and performers worldwide to have the dignity they deserve and offer some dying art forms a second lease of life.

Capstone project gave me a chance to follow my passion through ideation of Heritage.

MY OBJECTIVE AFTER CAPSTONE
Heritage Art has the potential to get financial support from investors. We have the technology to implement various aspects of this ecosystem. As the art investors are getting younger and more explorative, the time to market this service is also right.

My Heritage journey will continue after Capstone project till this product sees the light of the day.

IMMEDIATE NEXT STEP
The concept of Heritage Art is in its infancy. It needs to explore responsive and native web apps, the underlined AI to enable voice user interfaces, access other service apps with one-time authentication, combining many interconnected features etc.

I am looking for partners for immediate technology deep dive.

Art lovers and patrons worldwide (non-buyers of art)

Art Buyers Collectors Investors

Traditional/Folk Artists/artisans/ performing artists

Researchers Of Different art Forms (non-buyers of art)

Art Buyers Collectors Investors

Students, Hobbyists, Enthusiasts Of Different Art & Craft (non-buyers of art)

Companies offering Peripheral services and Advertising (non-buyers of art)

Maria Flores

Profile loaded

Heritage

THANK YOU!

Heritage