Localart
User Personas

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Localart - Product Idea

Localart is a concept for a mobile application that creators and art enthusiasts use to share and search for art. Its key features are the ability to find artists based on either location or what they create – subject matter, medium, and any other descriptors.

- As an artist, the app is used to create a lightweight portfolio, and can include contact information, the location of their studio, external links to other social accounts or online storefronts, and upcoming events. Artists can also leverage the search feature to find other artists in their region to network with.
- As an art seeker, the app can be used to explore the art community of an area, whether that be studio spaces, galleries, or browsing local artists who may not have a physical location. Seekers can also explore artists based specifically on medium, subject matter, or other descriptors of their art. Artists and their work can be saved by a seeker to inform the new art that shows up on their main feed when on the app's landing page.

The following user personas focus on these two main user groups: the artist, and the art seeker.

Goals

- Shelley is committed to her craft, and spends as much of her time as she can perfecting it. She aims to cut down on time spent working on the 'business side' of being a professional artist so she can focus on improving her expertise in textiles.
- Shelley does not want her drive to come at the cost of customers, and wants to attract as many people as possible to her new studio without having to aggressively market herself.

Reasons to Use Product

- Would allow her to establish a simple portfolio page that focuses on what's important – the quality of her work – without having to spend significant time building a website.
- Can use the app to identify other textile artists in her area to network with and for collaboration opportunities.
- Would allow potential customers to find her studio on the map without having to spend money on advertising.

Likes

- Exploring new places
- Trying out new methods for tie dying and creating custom textile artworks
- Going for jogs
- Collaborating with other artists and sharing techniques

Dislikes

- Coding
- Disingenuous self promotion
- Starting her day off without a game plan

Shelley McNeal

Age: 36

Location: Austin, Texas

Job: Professional textile artist

Description: Shelley grew up in a no-name town in Ohio. Wanting to expand her presence on the artistic scene, she and her partner (and their two dogs) moved to Austin, where Shelley quickly opened a studio and established a small clientele.

Personality Traits

Ambitious	Creative	Focused
Passionate	Athletic	Impatient

User Persona 1 – Artist

The primary user persona for this product is Shelley McNeal, a craftswoman in textiles who has recently moved to a new city and needs to establish a new customer base.

This persona represents the user population that would be most reliant on this app's functionality for their own success – artists that intend to use it as a portfolio and method for their potential customers to find and contact them. Identifying what a goal-oriented professional artist would need to accomplish with this app will help drive straightforward, no-frills functionalities.

User scenario: Shelley wants to establish her initial portfolio on the app to showcase her artwork. She has chosen ten of her favorite pieces for the portfolio with their descriptions, and wants to include a link to her Etsy page and the address of her new studio. She wants potential customers to be able to find her work – people interested in textiles, tie dye, and modern applications of embroidery. This scenario represents common activities that an artist would want to complete in order to put themselves 'out there', and is a good use case for ensuring that the task flow of the user is straightforward for artists that might not be tech savvy.

Goals

- As a consultant, Marcus spends more time talking and smiling than he wishes he had to. After his meetings are over, he wants to relax through learning about and discovering new art.
- Marcus wants a backlog of places to check out when he is in town so he never runs out of options.
- Stay preoccupied when he is stuck in line somewhere, preferably by planning out his next steps.
- Find cool new trinkets for his wife while on travel.

Reasons to Use Product

- App would let him explore new studios, events, and artists to check out while on business travel.
- Flexibility of the app would provide him the freedom to look into new types of art on a whim when he reads about them.
- Explore function of the app would provide a good distraction for him when dealing with the boring parts of travel, and help him locate trinkets to bring home as souvenirs.

Marcus Donovan

Age: 45

Location: Portland, Oregon

Job: Business Consultant

Description: Marcus travels every few weeks to visit his clients in San Diego. He likes to spend his free time in the city unwinding while still keeping his mind busy, such as reading in cafes and visiting art museums. He also has made it a tradition to bring home a trinket for his wife after each of his trips.

Likes

- Learning about new cultures and arts
- Trying to meditate
- Going off the beaten path
- Staying up to date on the latest trends
- Going with the flow
- Fancy coffee

Dislikes

- Waiting in line and being idle in general
- Being around loud families
- Going to the same place more than once if he doesn't need to
- Forced smiles

Personality Traits

Curious	Quiet	Antsy
Tech Savvy	Trendy	Intelligent

User Persona 2 – Art Seeker

The secondary user persona for this product is Marcus Donovan, a consultant that often travels to visit his clients and likes to make the most of his time away from home.

This persona represents the most stringent requirements for someone using the app from the perspective of a 'seeker'. A persona that consistently travels to a familiar area brings forward the challenge of helping them discover new artists that they might not be aware of. Marcus's curiosity about specific cultures and art styles also will allow for the exploration of search functionality design for the application.

User scenario: Marcus has officially run out of new art museums to check out in San Diego. While on the plane, he started reading a book about Japanese history, and is curious to find studios dedicated to traditional Japanese art styles. This scenario focuses on a few different functionalities that are realistic for an art seeker – they want to find a place that is new to them, as well as focus on a specific type of art that they would like to explore. The scenario provides a framework for ensuring that this task flow is simple and fun, two things that this persona appreciates and would keep him coming back to the app in the future.