Art for Amarteurs

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What's wrong?

Ferris Bueller's Day Off

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Ferris Bueller's Day Off

Art non-enthusiasts can feel uninterested and intimidated!

Learning more with Contextual Inquiry

Our Participants: Williams College students who aren't so into art

Learning more with Contextual Inquiry

People feel...

Learning more with Contextual Inquiry

People feel…

Separated from art culture

Learning more with Contextual Inquiry

People feel…

Separated from art culture

Uncultured, inferior, intimidated

Learning more with Contextual Inquiry

People like…

Learning more with Contextual Inquiry

People like…

Personal connection with art

Learning more with Contextual Inquiry

People like…
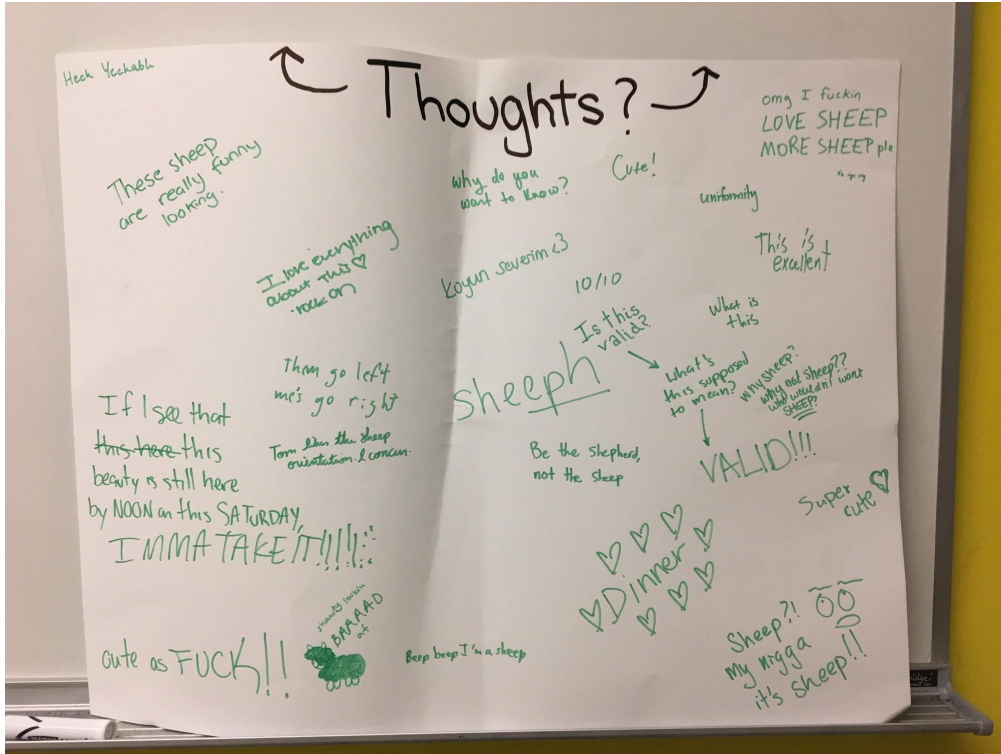
Personal connection with art

Hearing and responding to opinions of peers
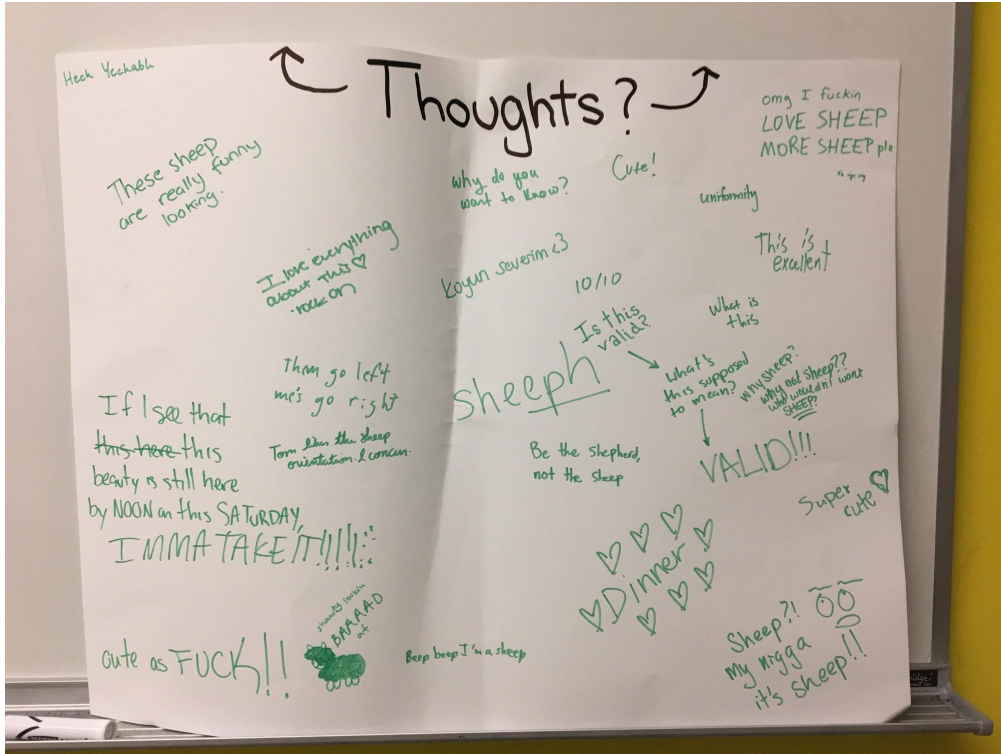
Sheep on the Wall

- Paresky
- Blank slate
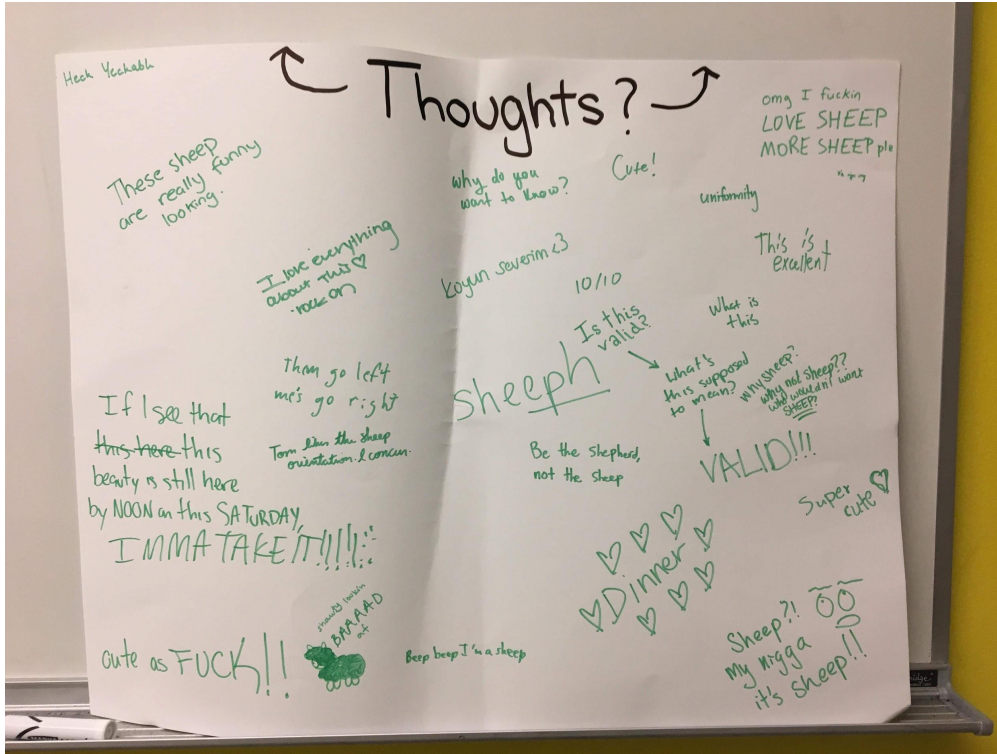- 24 hours

Sheep on the Wall

Sheep on the Wall
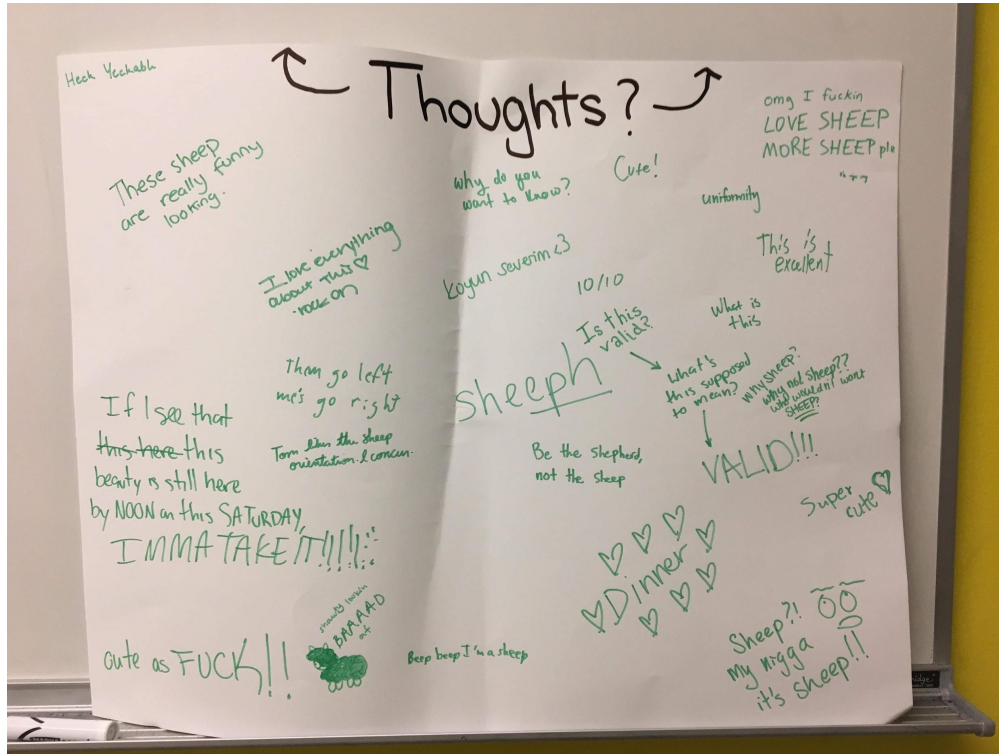
People Like

- Responding to others

Sheep on the Wall

People Like

- Responding to others

- Personal Connections

Sheep on the Wall

People Like

- Responding to others

- Personal Connections

- Emotional Responses

What are our tasks?

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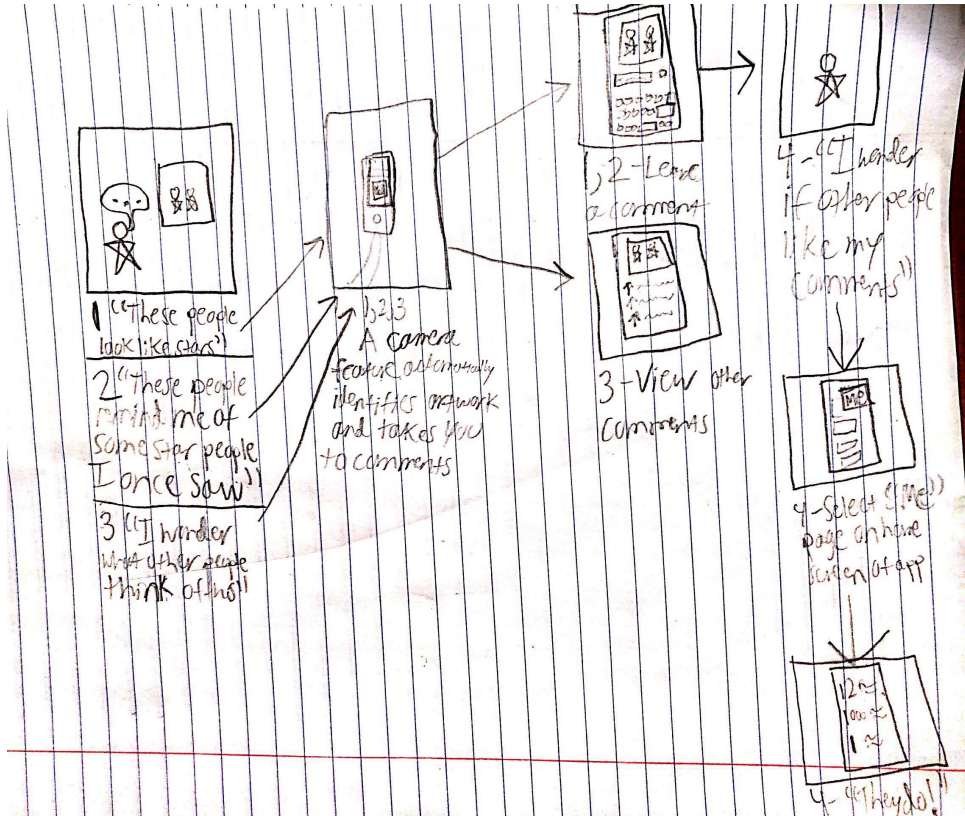
Sharing - The user can share personal stories or experiences linked to the artwork they see

First Design: Mobile App
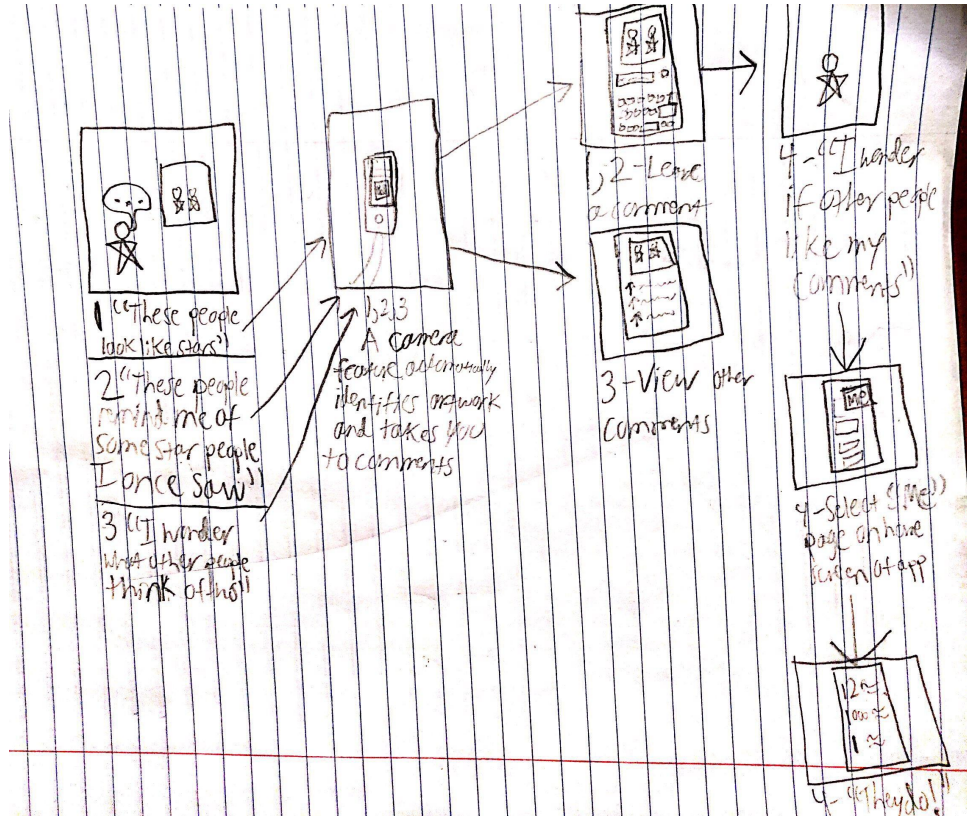
- Camera takes you to page for a piece of art!
- Leave comments!
- Respond to other comments!
- Get meaningless points!

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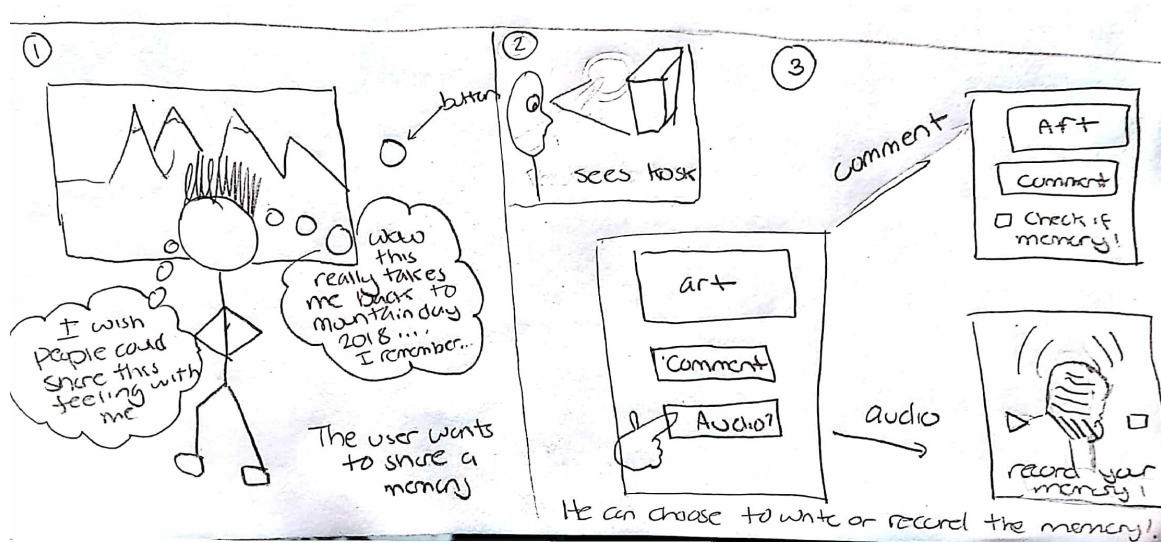- Respond to other comments!
- Get meaningless points!

WicYak

Second Design: Interactive Smartboards

- Scroll through exhibit space!
- Leave comments!
- See similar comments!
- Respond to comments!

Third Design: Projections with iPad Kiosks

- Extra privacy!
- Leave comments!
- See similar comments!
- Respond to comments!

Final Design Draft 1…

Problems with our 3x4…

- Different hardware

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Solution:

- Combine elements of proposed designs:

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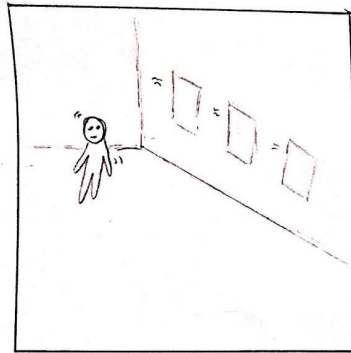
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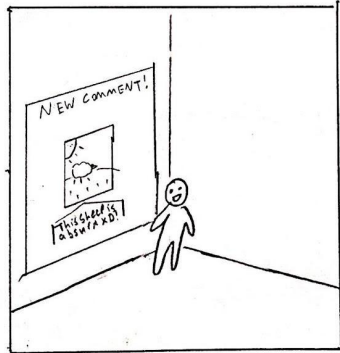
Solution:
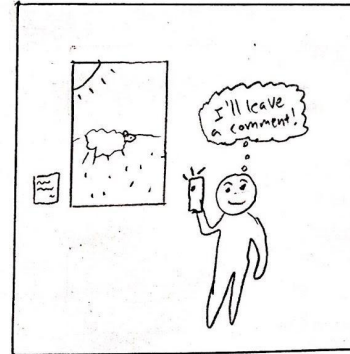
- Combine elements of proposed designs:

Mobile web-app + large interactive display

Comment forum linked to each artwork
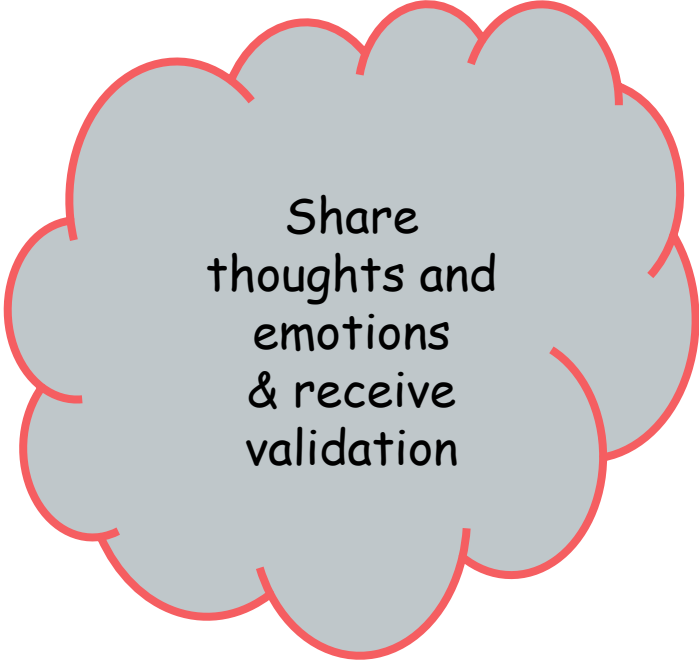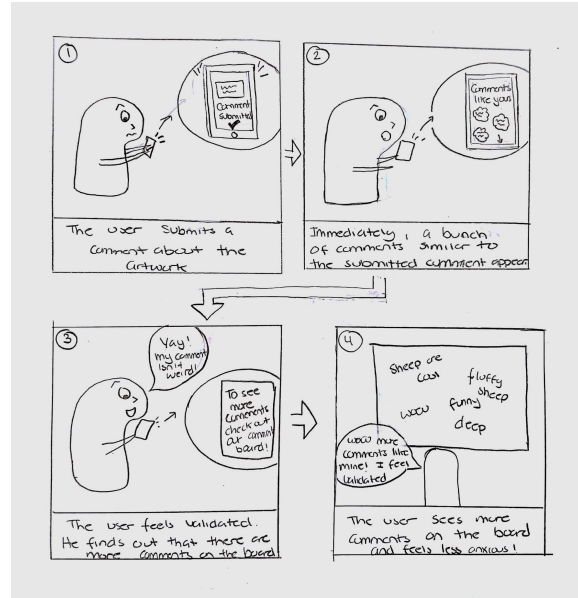
Final Design Draft 1...

Leaving comments

Final Design Draft 1...

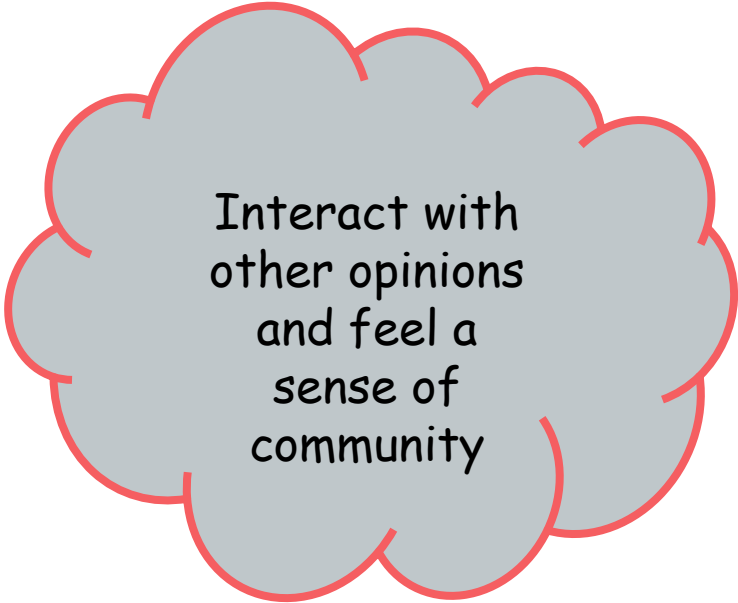*Receiving Validation*

Design Focus

Share thoughts and emotions & receive validation

Interact with other opinions and feel a sense of community

Web App

Interactive Display

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- People feel social belonging when they realize that "many others feel and think as they do"
- Our visualizations focus on the expression of human emotions, through either cartoon people or colors that are commonly associated with different emotions
- The process of sharing emotions or comments and receiving immediate feedback as well as seeing how those ideas fit into the broader community enables a sense of **comfort** and **belonging**
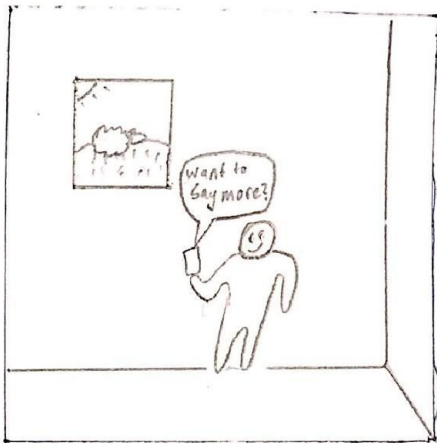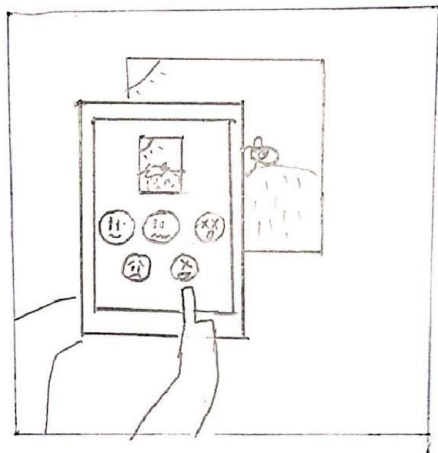
Our Final Design : Web App Component

Using our opt-in code, users can access the web app, which will prompt you to share your emotions at each painting
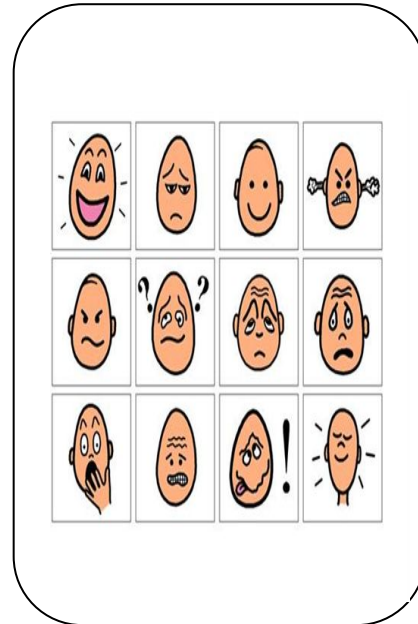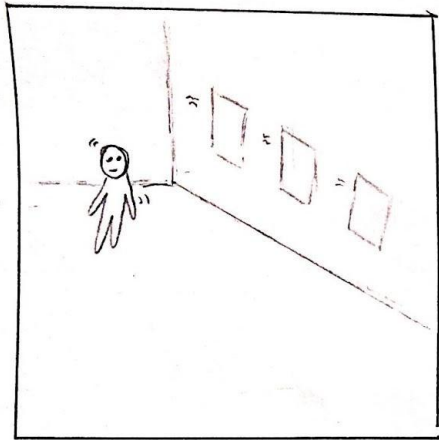
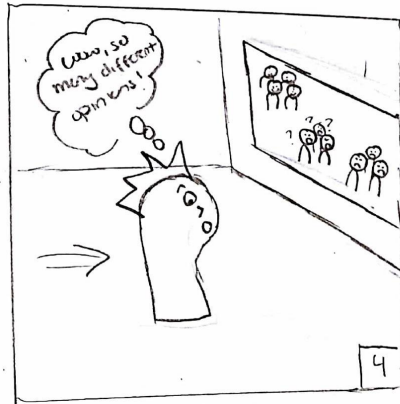Chris walks around the exhibit...
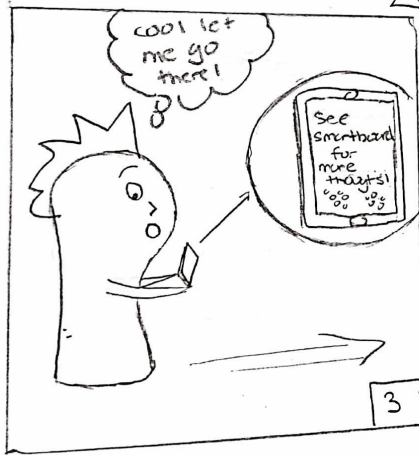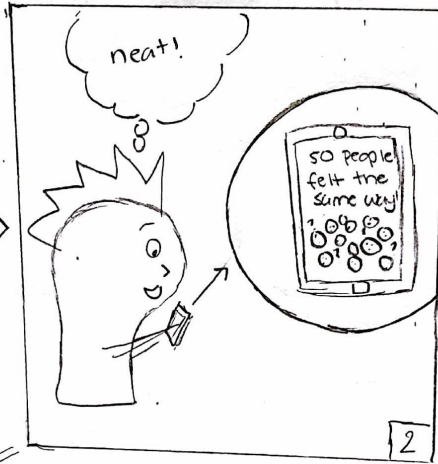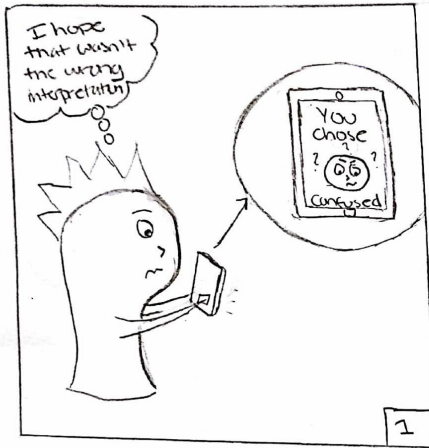
Share an emotion

Our Final Design : Web App Component

Users will then receive immediate validation in the form of visualizations that show how many people felt the same way or "similarly". The range for similarity can be expanded depending on how uncommon their emotion is.

They also have the option to "elaborate" with a written comment

Receive Validation!

Our Final Design : Interactive Display

The interactive display conglomerates user's emotions and comments into visualizations for each painting. The display is a scrollable virtual image of the art gallery. Users can choose a painting, and see the different emotions and comments left by users.

Users can interact with other comments and feel a general sense of community.

Lessons Learned

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- Combine ideas to get a better product

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- Storyboards = Very helpful for exposing:

  - Weaknesses in designs

  - Similarity of tasks

  - What tasks are important and feasible

Questions?