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EXECUTIVE SUMMARY

ArtzyBella is pivoting their business model. Their group painting events and subscription boxes of art supplies have been a hit. But, they are seeking a more personalized approach to art therapy. To do this, they must change their website. They are creating a new platform with a personalized dashboard and tutorial videos. *ArtzyBella* assigned us with designing this new portal for them. We did this with research that revealed user issues, and unique designs that solved them.

DISCOVER

During the **DISCOVER** phase, our team familiarized ourselves with the current *ArtzyBella* platform. We interviewed some of their loyal customers and analyzed the competition. Through comparative analysis, competitive analysis, user interviews and journey mapping, our team was able to gather the following insights:

C+C Analysis

There are art websites and therapy websites, not both. *ArtzyBella* can fill this gap.

User Interviews

- Users understand the importance of creative outlets as a means to process stress.
- A strong relationship with the instructor is the most important part of the therapeutic process.
- Users do art to "get in the zone" which gives them a sense of fulfillment.

Journey Mapping

- Need to know duration of course
- Need to know the supplies required
- Need to know more about my instructor
- Need to know my instructor is a credible accredited art therapist
- Need specifics about the goals of the course
- Need ways to track progress

DEFINE

Our **DEFINE** phase was our chance to synthesize and analyze the information that we gathered from the **DISCOVER** phase. Through affinity mapping, developing a persona, Customer Journey Mapping and creating a Problem Statement, our team was able to pinpoint our target user, and define the core problem our new design will solve.

DESIGN & DELIVER

The key insights gleaned from the **DISCOVER** and **DEFINE** phases helped create a user flow and prioritize features. With usability testing, we refined our designs based on specific user feedback. This made the design as user-centric as possible. We continued this iterative process at both the middle and high fidelity level of our design. With each iteration, we received more feedback. This feedback helped us determine next steps for the *ArtzyBella* platform.

COMPETITIVE ANALYSIS

OBJECTIVE

Our team used competitive analysis for similar services and direct competitors of ArtzyBella. Through this process, we were able to analyze the pros and cons of the other platforms.



Creative Bug — offers online video arts and crafts workshops and techniques. We were inspired by their daily practice mode, accessibility options and their instructor videos.

Art4Healing — supports emotional healing through artistic expression with online video tutorials and live workshops. We liked that we were able to preview lessons, the instructor bios provided instructor credentials, and the prioritization of newer lessons in the feed.

Air BNB — Airbnb is an online marketplace for lodging. A company founded by designers, they are often on the cutting edge of UX and UI design. Though not a direct competitor, their “online experiences” are very well-designed. We explored them more in comparative analysis.

Bloom — Bloom is a mobile CBT (Cognitive Behavioral Therapy) therapy app. We really liked the rounded corners of the product cards, the soothing pastel colors, and the strong UX writing. Also, not a direct competitor, but definitely an app that influenced us.

FINDINGS

- There's a few similar offerings to the type of art therapy tutorials that ArtzyBella is offering, but they all have their problems.
- There is a real opportunity for ArtzyBella to gain an edge on the competition.
- A lot of the sites seem commercially oriented, they have more in common with department stores than a space that is selling you a relaxed experience.
- By putting together a site that has a minimalist style— one that emphasizes space, soothing colors and therapeutic copy— we could really make something fantastic. A website that combines art AND therapy.

COMPARATIVE ANALYSIS



MASTERCLASS



OBJECTIVE

Comparative analysis looks at companies for design inspiration. These companies aren't direct competition, but they are excellent at what they do. So, we borrowed something we liked from their designs. We compiled screenshots into a mood board which we used as a reference as we were sketching. Below is a selection of our most meaningful inspirations.

YouTube — We picked YouTube as an inspiration because it's the industry standard. After all, *ArtzyBella* is in the business of video content delivery. We want a familiar interface for our users. So, we borrowed from YouTube. YouTube's side navigation serves as an effective map through a massive amount of content. We built a similar side navigation for our design.

Masterclass — An online instructional series where celebrities teach classes. We borrowed inspiration from the bio page on this site. It used big images and in depth biographies to give the user a sense of intimacy with the instructor. This sense of intimacy was crucial to us. Our interviews revealed that a strong relationship with the instructor was everything.

Dribbble — Dribbble is an open source site where designers share their work with one another. We looked up several dashboards. The ones that inspired us had a soothing, textured feel to them. Soothing designs are important for a therapy site. These designs stand in contrast to the hectic ecommerce designs we wanted to avoid.

Bloom — Bloom is a mobile CBT (Cognitive Behavioral Therapy) therapy app. We borrowed heavily from the therapy content of this app—especially the mood check-in and the course descriptions.

Airbnb — We were inspired by their online experiences pages. They had a instructor bio videos, pictures of the experience and user testimonials. We used all these elements on our session page to reassure the user and entice them to press play.

PERSONA



JULIA JAMES



LOCATION
Atlanta, GA



OCCUPATION
Sales Manager



AGE
35

Current Emotional Outlets

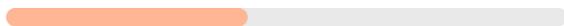
DOG



SOCIAL INTERACTION



PHYSICAL FITNESS



OBJECTIVE

Using the insights gathered in interviews, we created our persona. The persona is our chance to better understand the needs, goals and frustrations of the user. Both the persona and the problem statement serve as guiding lights in the design process.

ABOUT

Julia is in her mid-thirties. She's unlucky in the romance department and divorced in her late twenties. She has had a string of promising but disappointing relationships since then. She is a great friend, a hard worker, and a devoted pet parent. After her most recent breakup, living with the loneliness and disappointment hurt more. She did a group painting session with her office and remembered how much she liked to watercolor as a kid. She was "in the zone" and it made her feel young and happy, even though her work wasn't super high quality. She wants to feel this way more often. But, when she tried to paint on her own she felt lost - like going to the gym and not knowing how to use the machines.

NEEDS

- An instructor that she trusts to engage with her on a personal level and guide her towards being her best self.
- Long term personal strategies to cope with stress.
- To be 'in the zone' as much as possible because it recharges her.

PAIN POINTS

Julia enjoyed watercolors as a kid, but never followed up after that. She doesn't have the skills or confidence to pursue art therapy on her own, but has heard of its benefits. She hasn't found a platform that allows her to practice both art AND therapy. She's nervous about the undertaking, but hopeful about the results!

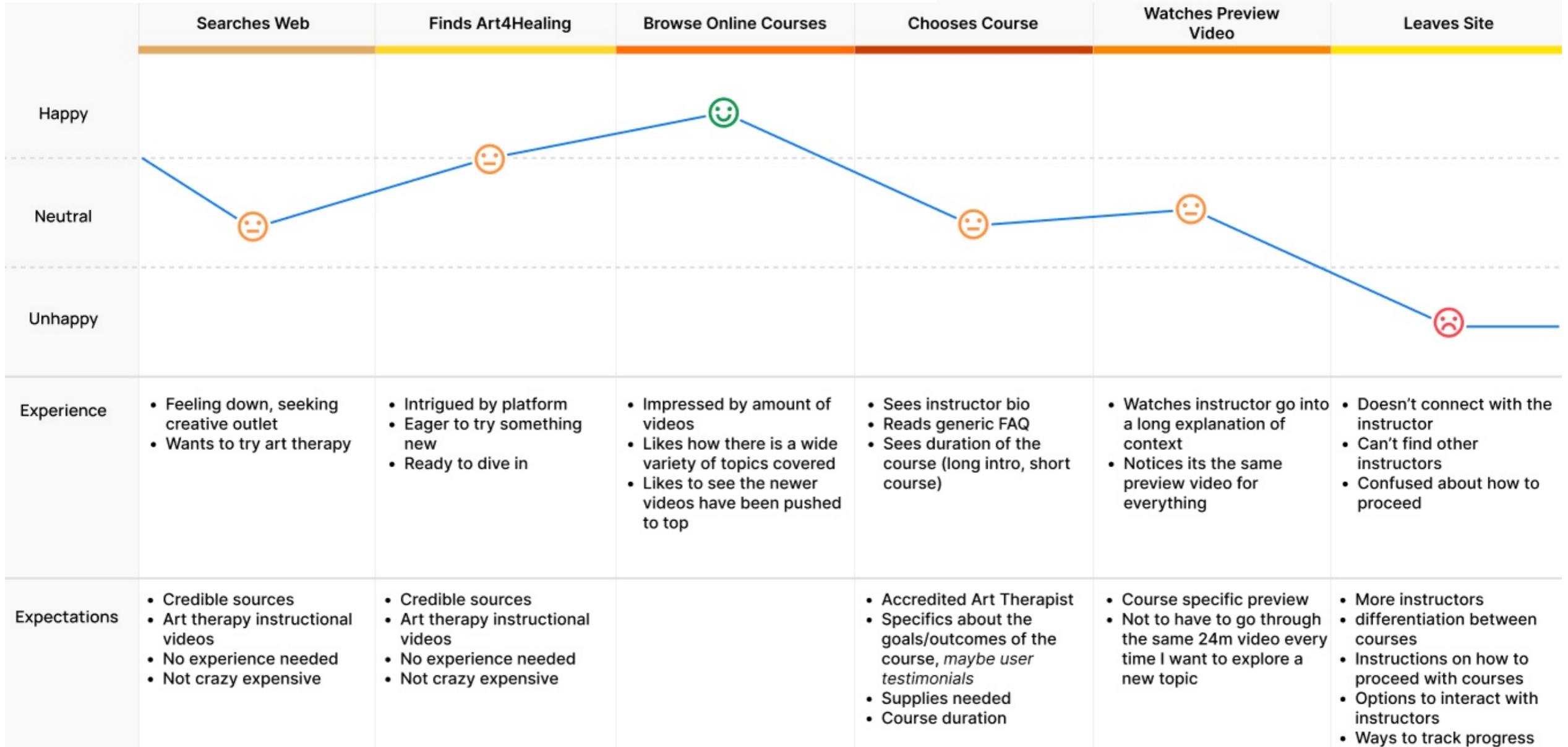
JOURNEY MAP

OBJECTIVE

The journey map allows us to empathize with the users' pain points doing a particular task. This empathy helps us design solutions.

Journey Map: Scenario

The user is going through a rough patch and is seeking an emotional outlet. The user navigates to the internet to begin seeking online art therapy platforms.



PROBLEM STATEMENT

OBJECTIVE

The problem statement serves as a guiding light in the design process. We distill user needs and pain points into one statement. This statement is a starting point from which to understand the scope of the project. Over time, it transforms into a mantra of what we need to remain focused on.

METHODOLOGY

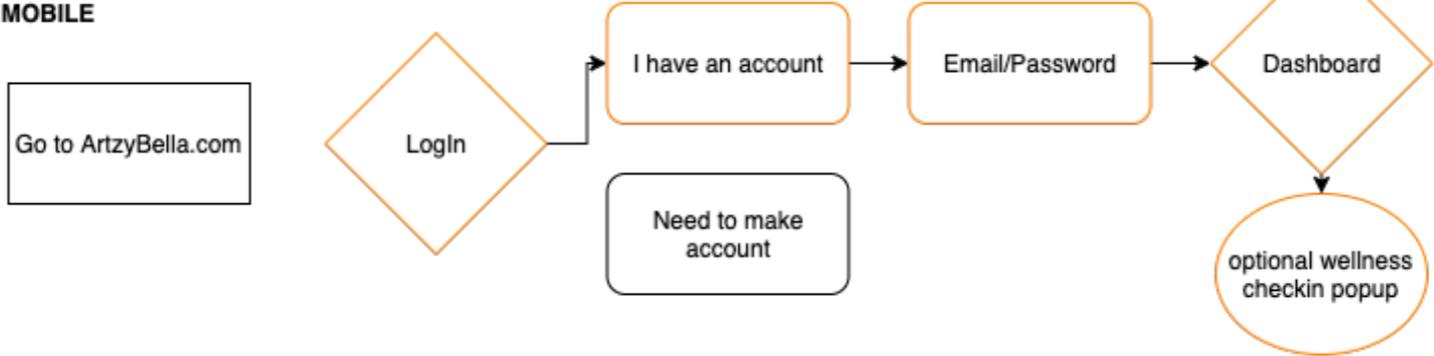
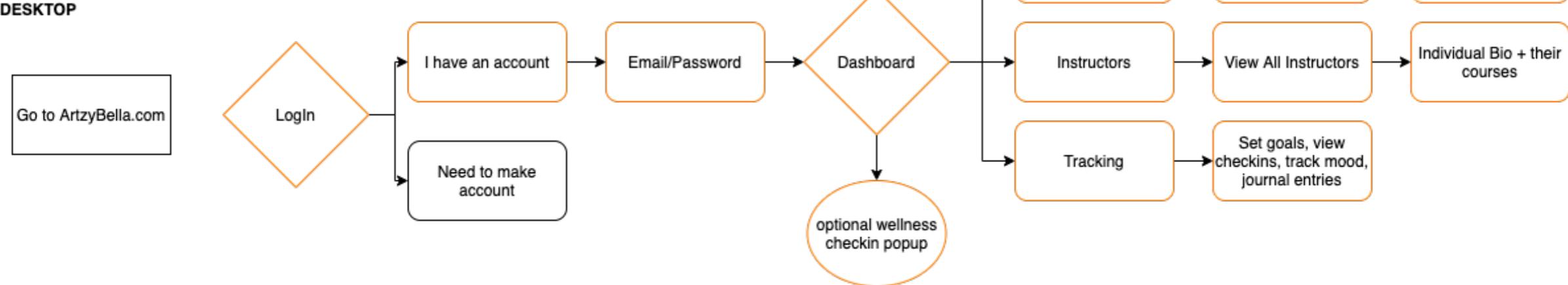
The problem statement is derived from the synthesis of all the information gathered in the DISCOVER & DEFINE phases.

“I’m a regular person going through a rough patch and I need help. I want to try art therapy, but I don’t know how to start. It seems like I can learn how to do art or get therapy, but not both. I wish there was a platform where I can interact with art therapists and their programs to develop and maintain a wellness routine.”

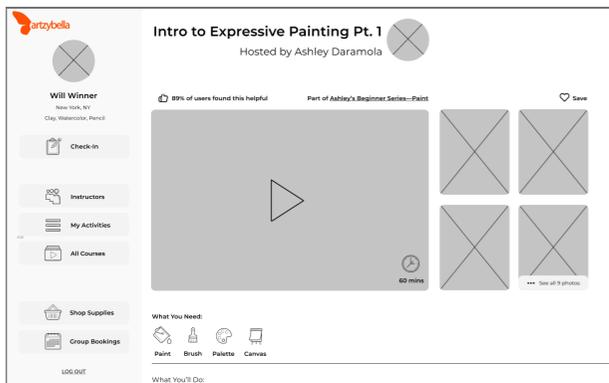
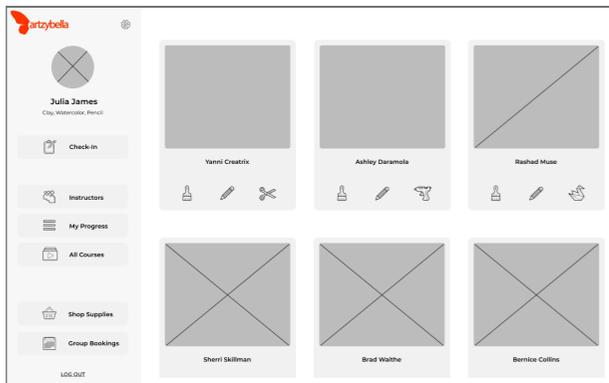
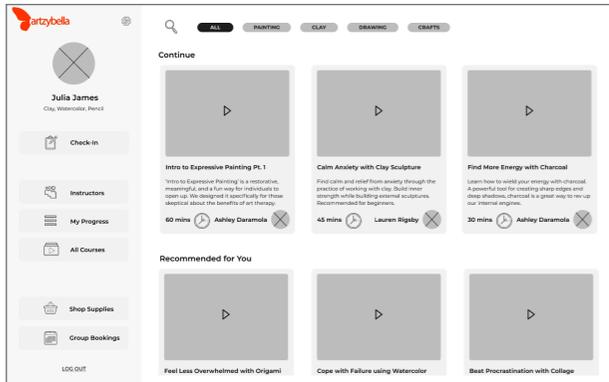
USER FLOW

OBJECTIVE

The user flow lays out the screens that need built. It helps us achieve a solution to our project brief and problem statement. This flow enabled us to determine which features we were going to prioritize for this sprint. It served as another guide in our design process.



USABILITY TESTING: MID FIDELITY



OBJECTIVE

To test and validate added elements and design decisions. Gather feedback on the user experience of certain tasks.

METHODOLOGY

The entire team interviewed participants remotely via zoom. Users were given tasks, and then observed by team members. User feedback and team observations were recorded and used to make changes to the design.

INTERVIEW SCRIPT

Scenario:

You are a returning *ArtzyBella* user wanting to login for another session. We'd like you to follow the given task. Please feel free to share your thoughts and opinions as you go through.

Tasks:

- Log In to the ArtzyBella video platform to access your dashboard.
- Complete the "Check-In" process.
 - Can you talk to us about the process?
 - What do you think/feel about the icons and questions?
- Navigate to the "Sessions" page and take a look.
 - What do you think/feel?
 - Choose a session and navigate to the session description page.

- Navigate to the "Instructors" page and take a look.
 - What do you think/feel?
 - Can you choose and instructor and navigate to their bio page?
- Navigate to the "Activities" page.

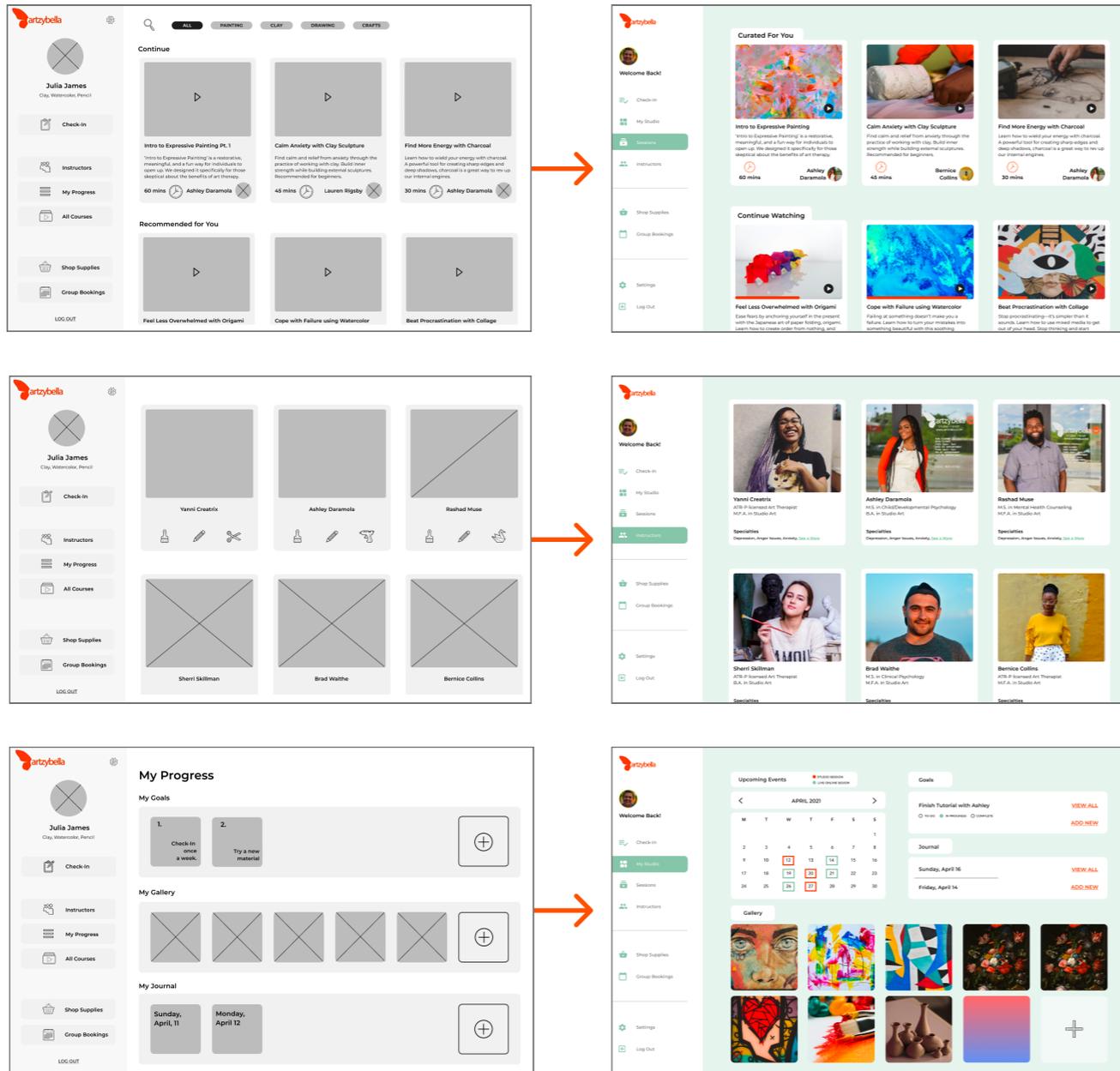
Closing Questions:

- How do you feel about the overall experience?
- Is there anything you'd add or omit?
- Is there anything you can think of you'd like to add that we didn't touch on?

FINDINGS

- **Users understood the login process, but expected to be prompted to complete the check-in process.**
- **Users clearly understood the general navigation and appreciated the consistency of the side navigation panel.**
- **Most icons were easily understood, though a few, such as the brush and brain were confusing. First time users would not understand what the icons meant until repeated use of the site.**

USABILITY TESTING: HIGH FIDELITY



OBJECTIVE

To test and validate newly added elements and design decisions. Gather feedback on the UI decisions, and general user experience on the platform.

METHODOLOGY

The entire team tested participants remotely via zoom. Participants followed the same scenarios and tasks as the mid-fidelity testing. We wanted them to fully experience and analyze the changes made. We conducted tests like these throughout our process. That way we could collect feedback with each iteration of our design.

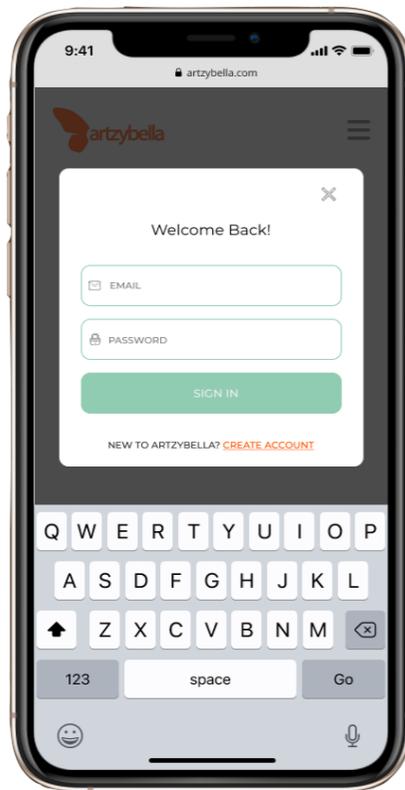
FINDINGS

- The side navigation felt too large and obtrusive and the overall layout of the pages felt tight.
- “My Studio” page evolution. Initially users were unclear of its purpose. New features were added, changing the name to “My Activities”. Users were still unclear, and overwhelmed. Ultimately it became the “My Studio” page.
- Limiting the use of decorative icons on instructor cards allowed them to be a more powerful visual tool on course description pages.
- The use of color on the site enhances the soothing and therapeutic nature while maintaining brand recognition.

NEXT STEPS

OBJECTIVE

The purpose of discussing next steps is to continue to evolve the product to meet user needs. There are some aspects of the solution that may not be prioritized in the initial scope of the project. These features are the next steps—the first things to do in the next iteration of the product or design.



- **Full Mobile Responsive** — Our team built out the beginnings of a mobile responsive prototype. One of the top priorities in the next steps will be building out the rest of the mobile responsive platform. This way users can still access their studio and classes even if they don't have access to a laptop or desktop.
- **Live Events** — How will the livestream interact with the therapeutic portal we've created? From the feedback we received, it should remain a separate feature on the main site. We recommend that any interaction live has with our portal be very slight and well thought out. It's not that users don't want to practice art or therapy in a group setting, but they are very particular about it. This feature will take several iterations and a significant amount of testing.
- **Content** — It was difficult for us to strike the soothing, relaxed tone we were aiming for. It's easy to be more straightforward and ecommerce. But, what will distinguish this site is the relaxing quality that it brings to people's lives. All headshots, video, writing, and visuals must strike this relaxing tone. We recommend working on a design system and a content guide to ensure consistency and quality.
- **The Relationship Between the Box and Tutorials** — All of our users had questions about the relationship between the subscription box and the tutorials. What's in the box? How does the subscription work? We went to great lengths to keep business out of our portion of the site, because money isn't relaxing. We addressed this briefly in the settings page. Further exploration will be necessary and require further testing.