

MAKER CASE STUDY

AN APP FOR CREATIVE GROWTH AND COLLABORATION

RONIT ZVI | CAPSTONE IN USER CENTERED DESIGN | 2021

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STATEMENT OF PURPOSE

With a background in fine arts I maintain relationships with many working artists who have come to me for help over the years. I have worked pro-bono to help fellow creatives, including visual artists, musicians, actors and more put together spaces to share themselves and their work, while hearing the difficulties they deal with.

Working in social media now, there is a lack of artist specific spaces that create both a professional showcase of work while increasing exposure to various opportunities and fans.

Creating a social environment where creatives can easily share their work and gain exposure helps to encourage and support individuals who may be struggling in the creative field, and otherwise not be able to continue to pursue a creative career.

GOAL

Understand the needs of creatives trying to share their work for personal and professional gain

MARKET

Creatives of all kinds (visual arts, musicians, actors, gallerists, etc) who share their work in the digital realm

PROBLEM

Creatives lack the resources, skill, or time to create personal portfolios to display their work and experience

MISSION

Create a social product which will allow creatives to share, connect and explore and grow personally and professionally

DESIGN PROCESS



RESEARCH & DISCOVERY



Surveys & Interviews

Understand goals and pain points for creatives



Affinity Mapping

Organize research to identify opportunities



Competitive Analysis

Evaluate how competitors support creatives



User Personas

Create personas to keep in mind for design

SURVEYS & INTERVIEWS

The initial phase of research centered on discovery and understanding how existing products are, or are not meeting the needs of creative users.

In order to learn more about this I shared a survey within my network, and on social platforms to reach creatives from a variety of different creative fields.

Making sure to get multiple creative fields and demographics represented, I proceeded to interview a number of survey participants and get more specific and in depth needs and requirements.



OBJECTIVES

The following objectives informed the research questions used for interviews

1. Identify the needs of creatives trying to share their work
2. Identify what a successful sharing space looks like for creatives
3. Identify the existing tools being used to share creative work
4. Identify tools that would improve the sharing experience



RESEARCH QUESTIONS

Based on the objectives, my research questions used during my interviews were as follows:

1. How do creatives share their creative work in the digital realm?
2. Why do creatives share their work digitally/socially?
3. What tools do creatives use to share their work?
4. How well are the existing tools meeting the needs of creatives?



AFFINITY MAPPING

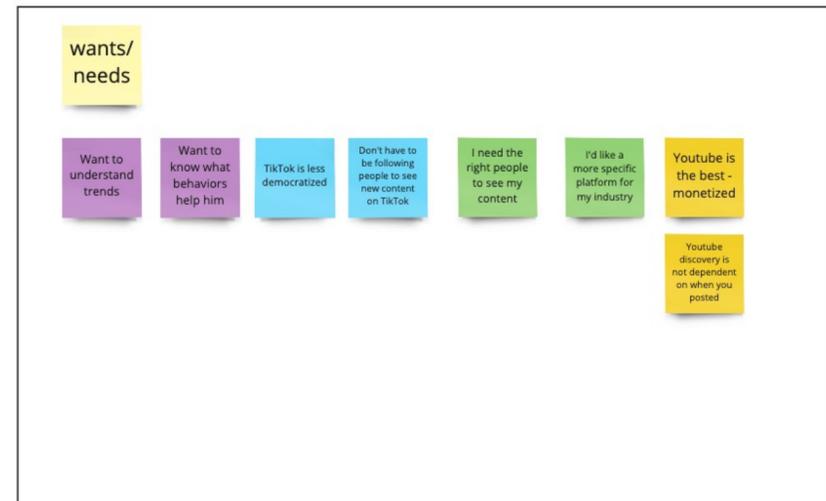
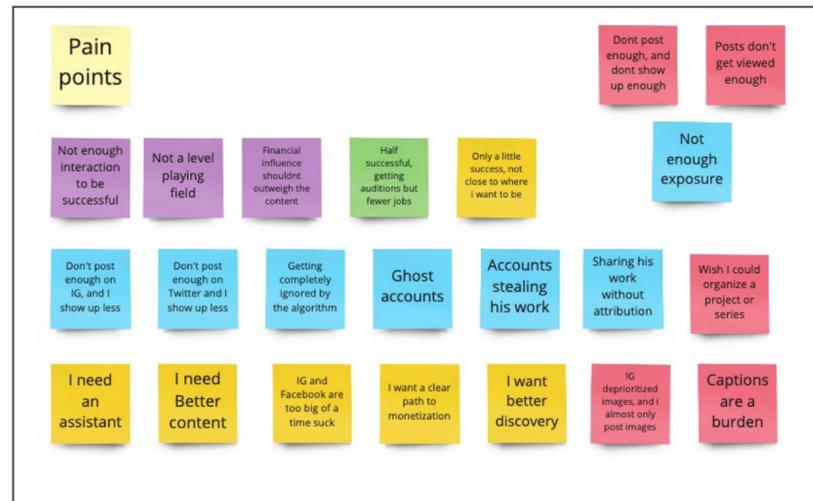
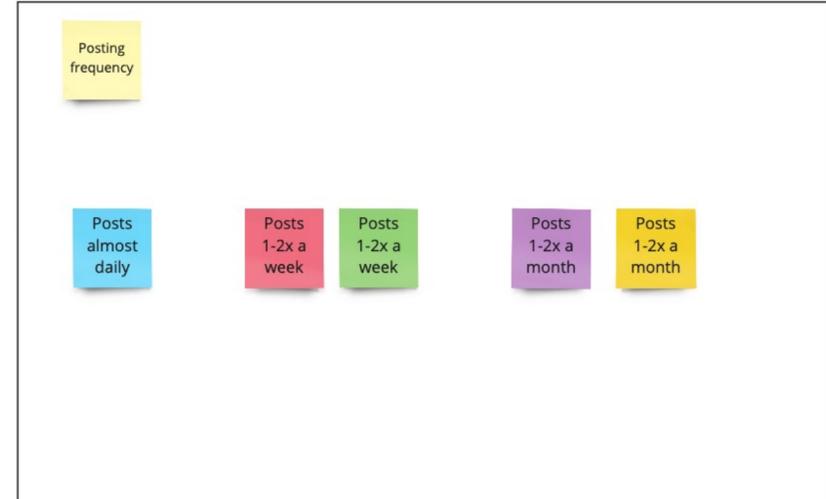
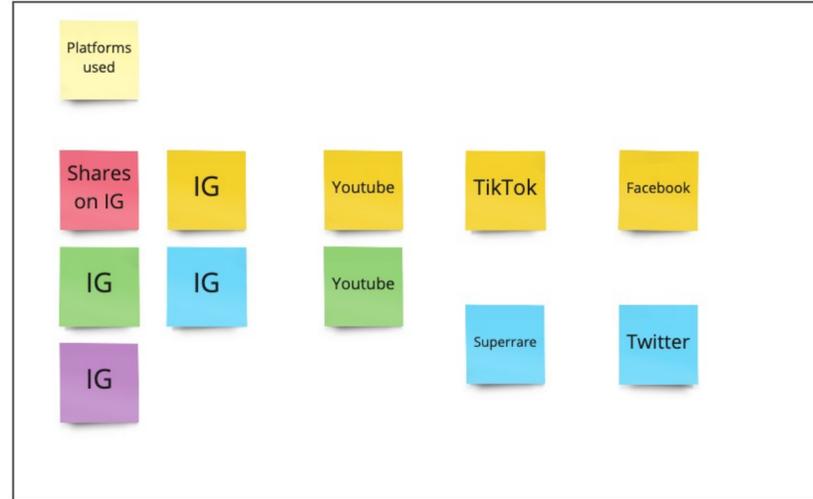
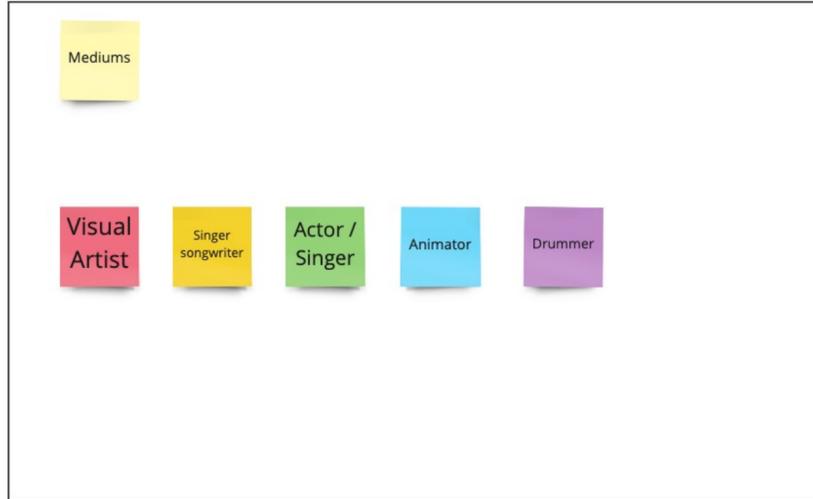
After interviewing a selection of potential users, from a variety of creative fields and backgrounds, I did an affinity mapping exercise to find common themes and trends producing the following key takeaways:

- Creatives are sharing their work with the goal exposure
- Creatives share their work with the goal financial gain
- Creatives need a way to compete with big influencers
- Creatives are struggling to meet the time and effort required to achieve their goals



AFFINITY MAPPING

- Morgan
- Dustin
- Michael
- Kyle
- Jeremy



AFFINITY MAPPING

Based on the takeaways, I came up with 6 “how might we” statements to guide design

- How might we provide creatives with increased exposure to new and existing markets?
- How might we create earning potential for creatives?
- How might we create a level playing for creatives regardless of following or financial means
- How might we reduce the amount of effort needed from creatives to market and post in order to create a social presence
- How might we create opportunities for creatives to share their work with prospective clients?
- How might we create stable and continuous sources of support for artists based on their content



COMPETITIVE ANALYSIS

Based on the surveys & interviews, the top platforms being used by creatives are:

- Instagram
- TikTok
- Youtube

Based on this, I did a quick competitive analysis to review their creator tools and resources.



COMPETITIVE ANALYSIS

Main takeaways from competitive analysis

- Apps users had financial success with showed clear paths to monetization
- Apps users had success with gaining exposure with had strong analytic information and surfaced their work more easily
- All apps had tools or resources to help creators grow
- All apps lacked a specific, and individualized approach to personal brand growth



YouTube

1. Clear path to monetization
2. Creator tools and analytics
3. Customization/Branding tools
4. Good discoverability



Grow with YouTube

As a YouTube partner, you'll be eligible to earn money from your videos, get creator support, and more. [Learn more](#)

To get into the YouTube Partner Program, your channel needs 4,000 public watch hours in the last 12 months, and 1,000 subscribers. Your channel will also get reviewed to make sure it follows [YouTube monetization policies](#).



0 subscribers
1,000 required



0 public watch hours
4,000 required

[NOTIFY ME WHEN I'M ELIGIBLE](#)

Channel analytics
Ideas for you



Welcome to YouTube Studio

YouTube Studio has personalized insights, the latest news & insider tips, analytics, and more

[CONTINUE](#)

[CLOSE](#)

[Insider Newsflash!](#)

Channel
Ronit Zvi
COMPARE TO...

Filter Jul 9 - Aug 5, 2021
Last 28 days

Video
Traffic source
Geography
Viewer age
Viewer gender
Date
Playlist
Device type
YouTube product
Video type
More

Views by Video
Select secondary metric
Line chart
Daily



Video	Views	Watch time (hours)	Subscribers	Your estimated revenue	Impressions	Impressions click-through rate
Total	-	-	-	-	-	-

Studio
Search across your channel

Your channel
Ronit Zvi

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- [Settings](#)
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Channel dashboard



Want to see metrics on your recent video?
Upload and publish a video to get started.

[UPLOAD VIDEOS](#)

Channel analytics

Current subscribers
0

Summary

Last 28 days

Views	0 -
Watch time (hours)	0.0 -

Top videos

Last 48 hours · Views

[GO TO CHANNEL ANALYTICS](#)

Ideas for you

Protect your channel

Your account is at greater risk of attack without 2-Step Verification. Turn it on for extra security



[GET STARTED](#)

Creator Insider

1 / 3



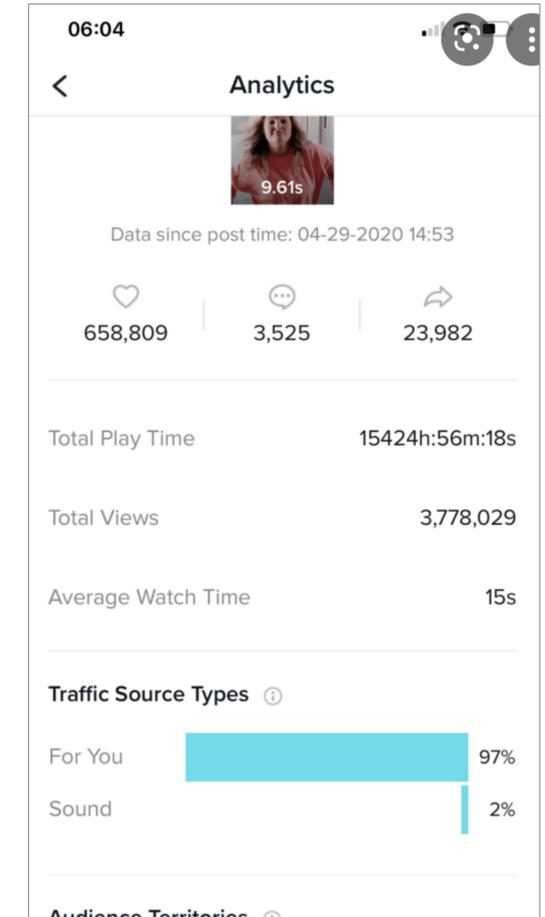
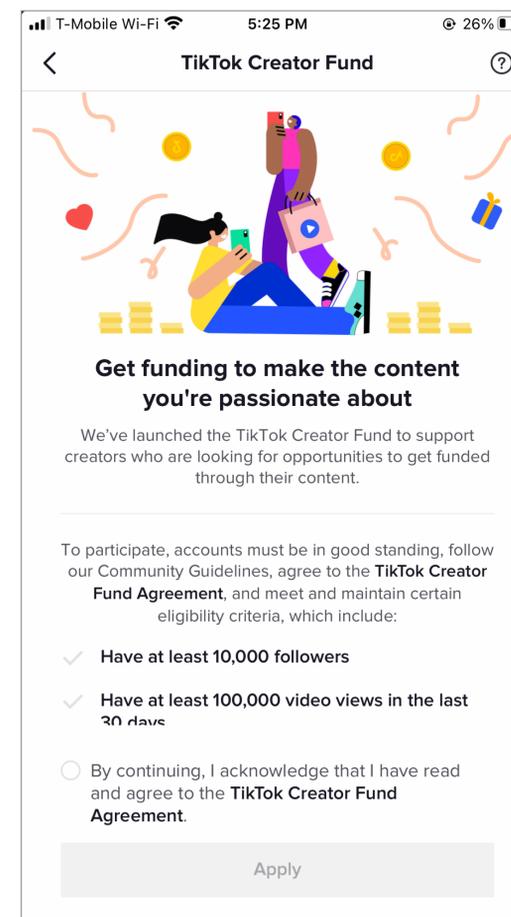
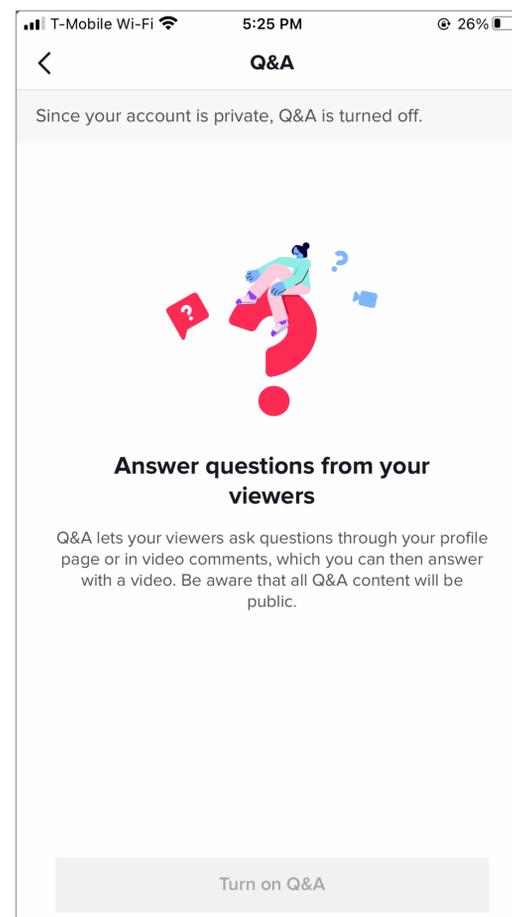
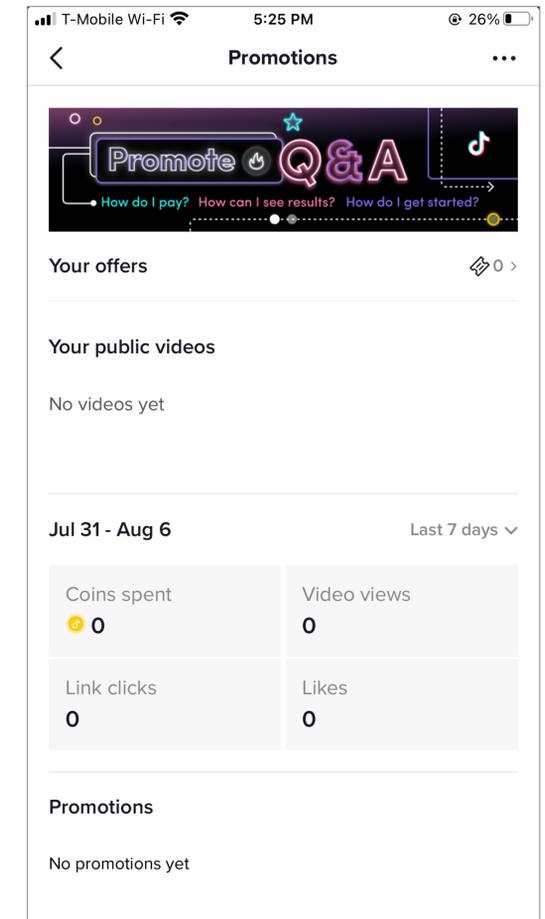
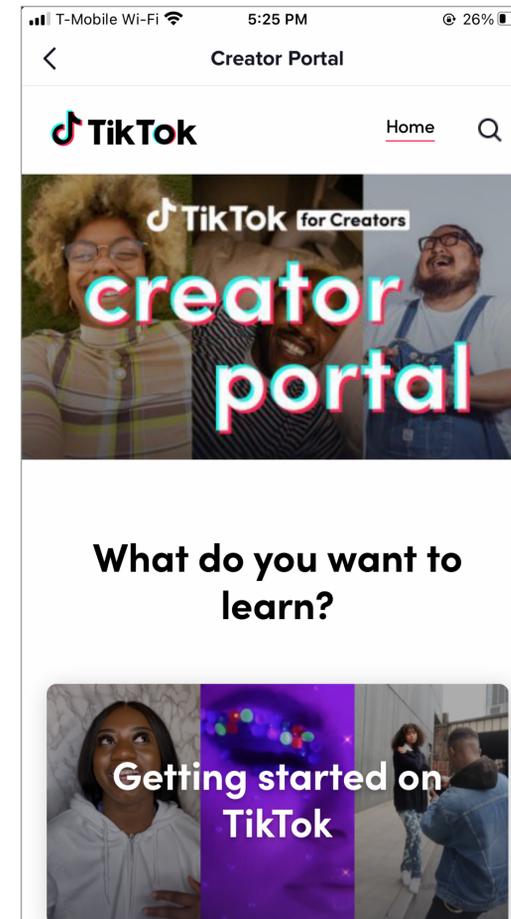
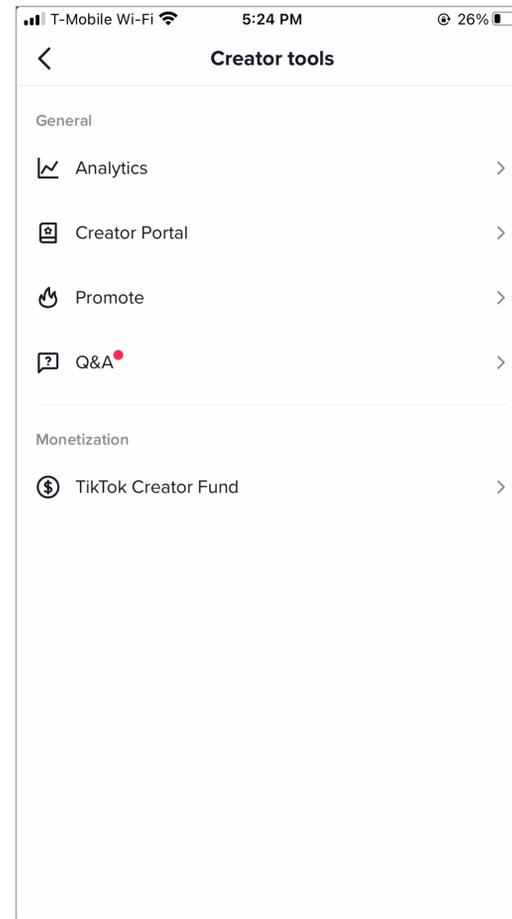
Insider Newsflash!

Hello Insiders! Today we're back with a few exciting launches including trailers on live streams and live chat polls!

[WATCH ON YOUTUBE](#)

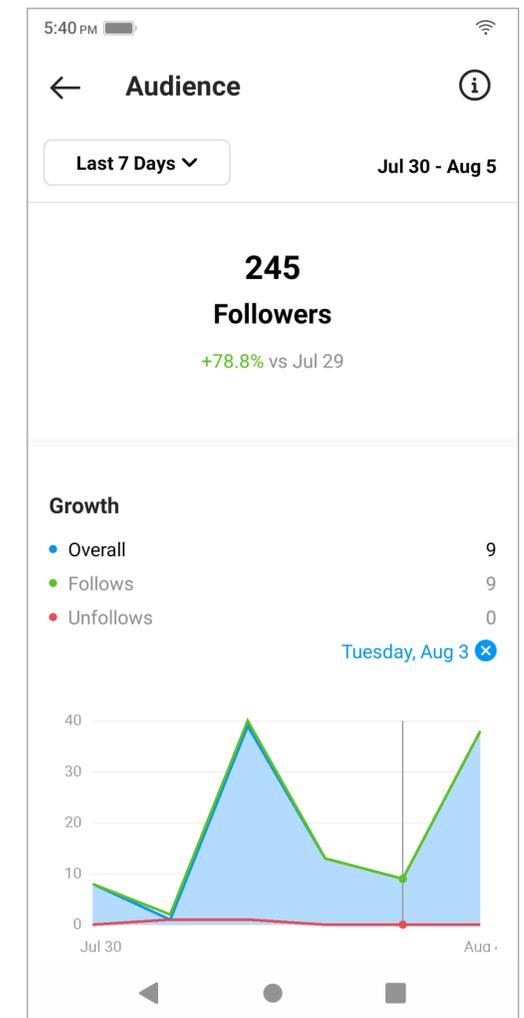
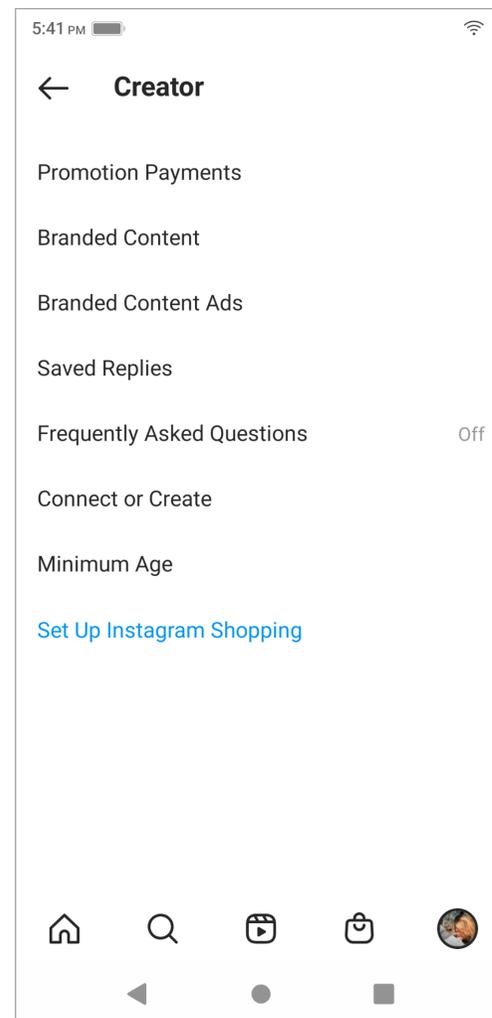
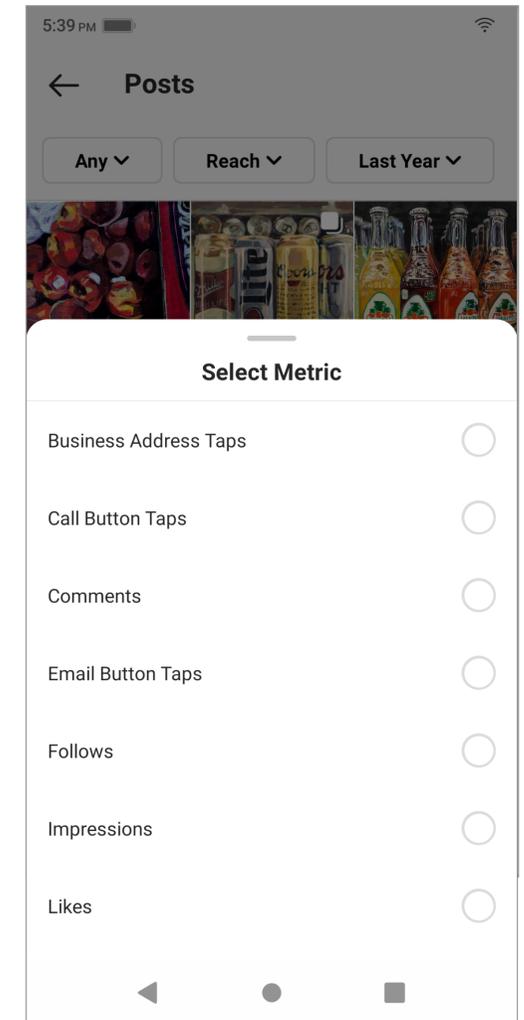
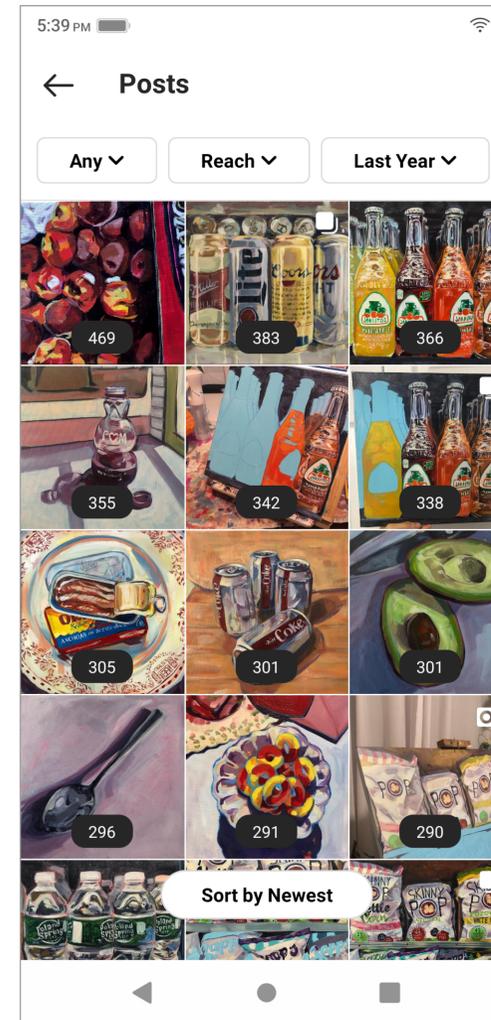
TikTok

1. Clear path to monetization
2. Creator tools and analytics
3. Viewer engagement tools
4. Education materials to learn how to be successful



Instagram

1. In depth analytics relted to posted content
2. (Paid) promotion tools
3. In depth filtering to understand analytics



PERSONAS

Lastly, in order to make sure I design with the creative user in mind, I created two personas reflective of the demographics, needs and wants of the interviewees to keep in mind when beginning design.



Tess

Graphic Designer • Songwriter

Age 34

Location USA

Tess has always been creative. Although being a singer-songwriter is her passion, she also loves visual art, and works full time doing graphic design to pay her bills. Tess enjoys sharing both visual art and new songs with her small social media following when she has the time to outside of work. Tess would like to earn from her music as well, but doesn't seem to get the same attention, and doesn't know how to get her music in front of the right people. Tess hopes that posting on social media will help get her the exposure she needs to new opportunities in both fields.

Social Media Behavior

Tess posts on Instagram, TikTok, and youtube whenever she can, roughly 1-2 times a week.

Goals

- Exposure
- Financial gain
- Fan base

Motivations

Tess is looking for exposure and opportunities, so that her music career can also support her

Frustrations

- Lack of visibility
- Lack of monetization
- Time & effort required



"I want social media to give me the exposure I need to make it creatively"

Demetri

Painter • Photographer

Age 31

Location USA

Jacob is a painter and photographer trying to make a living with his art. He's had some success growing a following on platforms like Instagram, but with recent changes to the algorithm he's losing followers and exposure quickly. Jacob is looking for security with his work, and needs a place he count on to help him grow. As a painter, Jacob posts mainly still images, and has had a hard time with the video trend and constant need to post. Jacob would like his work to get in front of collectors, galleries, and potential customers who may be interested in his unique style.

Social Media Behavior

Jacob posts mainly images and a couple reels on Instagram and has tried a few TikTok videos

Goals

- Gallery oportunties
- Foster interest among collectors
- Sell his art

Motivations

Jacob is a full time artist, and is motivated to find financial security so he can keep doing what he loves

Frustrations

- Needs to post a lot to stay relavent
- Images are less important than video, and most of what he produces
- The right people aren't seeing his work



"I'm a full time artist, it takes a lot of time and work to do that, I need the right people to see what I put in"



Theater still: Michael Isaac Harris

CONCEPTUAL DESIGN

Based on the research findings, I created user stories to accompany the personas and outline a concept for design. Each user story describes the opportunities that accompany the different pain points and goals of the users.



TESS, THE DESIGNER & SONGWRITER



“As someone who works in multiple creative fields, I need one easy place to share all of my work, and earn from it”

- Tess has always been creative.
- Although being a singer-songwriter is her passion, she also loves visual art, and works full time doing graphic design to pay her bills.
- Tess enjoys sharing both visual art and new songs with her small social media following when she has the time to outside of work.
- Tess would like to earn from her music as well, but doesn't seem to get the same attention, and doesn't know how to get her music in front of the right people.
- Tess hopes that posting on social media will help get her the exposure she needs to new opportunities in both fields.”

Task & Motivation	Tess, the designer and songwriter, has new work to share, and wants the right people to see the different types of work				
Phases	Create	Explore	Share	Gain Exposure	Earn
Feeling					
User Tasks & Activities	<p>Tess has a few graphic design projects she just finished for work that she's proud of. She also just finished recording a new song.</p> <p>Tess wants to share her new creative work, but has different goals for each one, and she's not reaching everyone she needs</p>	<p>Tess downloads and quickly registers for the MAKER app. All she needs to do is enter a name, and selects tags describing what types of work she does, and she can get started. It takes her less than 5 minutes to get started.</p>	<p>Tess uploads her graphic design project and selects the tag "design", and then uploads her new song and selects the tags "singing" and "guitar"</p> <p>She uploads each to their own project folders labeled "design" and "music" so they are easy to find on her profile</p>	<p>Tess made sure to use the preset category tags to label her posts when uploading</p> <p>Other users who have the interests of "design" see Tess's graphic design work.</p> <p>Users who have shown interest in "singing" and "guitar" see Tess's new song.</p>	<p>Tess gets two inquiries for potential freelance graphic design work, sold a print, and has one venue reach out and ask if she wants to play in an upcoming local show where someone dropped out.</p> <p>Tess is ecstatic that she could share her work in one space, and got the right attention for all of it</p>
Pain Points	<p>Her following on social media apps only cater to one creative skill, so the right people don't see her work</p>	<p>Tess doesn't have time to build out multiple sites, and wants to quickly share her work in one space</p>	<p>Tess had trouble creating separation between her mediums and needed an organized space</p>	<p>Tess needed the right people to see the work, even if she posted it from one account. She couldn't rely solely on who was following her</p>	<p>Tess needs to earn from all of her creative work</p>
Opportunities	<p>MAKER creates a space where users choose what they see, and categorize their work. This means one maker can share two types of projects, and they can reach the correct audiences</p>	<p>MAKER creates a quick and easy process to get started and make sure your work gets seen by the right people by defining the type of work you do in the onboarding process. I.e. if someone selects "actor" they may be shown to a theater</p>	<p>MAKER can make it easier to separate her work by allowing her to label posts with pre-determined tags (i.e. "singing") so that it can reach the right users, aka users interested in seeing singing</p>	<p>Users can select what they do and what they're interested in seeing, so people who want to see music, will see her music based on her describing the post as "singing" and "guitar", and she won't lose engagement or followers for her design project, that's seen by people interested in design</p>	<p>Through e-commerce integration, Tess can monetize her creative work by adding to a shop on MAKER</p> <p>Through quick interest messages, Tess can receive potential creative opportunities</p>

DEMETRI, THE PAINTER AND PHOTOGRAPHER



“As someone who makes art full time, I need to make sure I am financially secure for the future”

- Demetri is a painter and photographer trying to make a living with his art.
- He’s had some success growing a following on platforms like Instagram, but with recent changes to the algorithm he’s losing followers and exposure quickly.
- Demetri is looking for security with his work, and needs a place he count on to help him grow.
- As a painter, Demetri posts mainly still images, and has had a hard time with the video trend and constant need to post.
- Demetri would like his work to get in front of collectors, galleries, and potential customers who may be interested in his unique style.

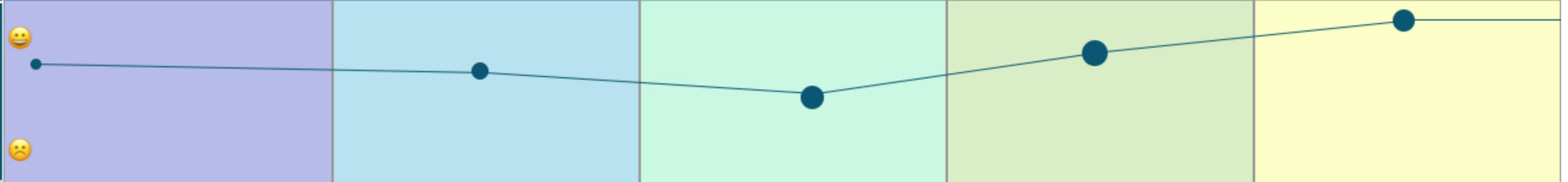
Task & Motivation	Demetri recently joined MAKER after learning about it from his friend with goal of creating financial security from his creative work				
Phases	Create	Explore	Share	Gain Exposure	Earn
Feeling					
User Tasks & Activities	<p>Demetri spends all day in his studio creating beautiful pieces and building his brand. Demetri loves what he does, and uses his work to support himself.</p> <p>Demetri's friend Tess told him about the app MAKER she joined, and he quickly and easily registers</p>	<p>Demetri decides to explore the community space on the app. He finds local and online opportunities to exhibit his work, and get it in front of new audiences.</p> <p>Demetri taps on an open call and chooses to apply in the app.</p>	<p>Demetri shares work in addition to applying for a few open calls, and gets the attention of people who are interested in the types of work he's posting</p>	<p>Demetri gets into a show, and begins to gain a loyal following in app. A few collectors have noticed his work.</p>	<p>The collectors following Demetri have begun to buy his available work regularly, providing Demetri with a steadier income.</p> <p>Demetri is relieved to be able to focus on his work a little more, and stress about money a little less.</p>
Pain Points	<p>Demetri's work supports him, if it doesn't get the right attention, he wont earn. With changing algorithms, he's losing followers and engagement</p>	<p>Demetri has trouble gaining exposure and staying relevant</p>	<p>Demetri's work wasn't getting seen because of changes to the algorithm on other apps</p>	<p>Demetri had trouble gaining exposure to new markets</p>	<p>Demetri needs long term security from his work</p>
Opportunities	<p>MAKER shows content of users regardless of who they are, how often they post, or what type of content they share.</p> <p>Exposure is key to success</p>	<p>MAKER creates opportunities with curated online art shows, concerts, and more, allowing for increased exposure worldwide</p>	<p>Through tagging MAKER can create opportunities for exposure for creatives of all types, allowing the right people to see their content, so if Demetri tags a post during creation as "painting", users interested in painting will see it</p>	<p>Through in app curated shows, Demetri's work is able to enter new spaces, and people who may not have seen it before will now</p>	<p>By creating community and connections, MAKER can create lasting relationships for creatives</p>



Photo & art: Jenna Gibbon

INITIAL DESIGNS AND USABILITY TESTING

The initial designs were created with the intention of a user experiencing a start to finish experience within the Maker app. In order to achieve this they include all stages of registration, onboarding, and exploration of features within the app.

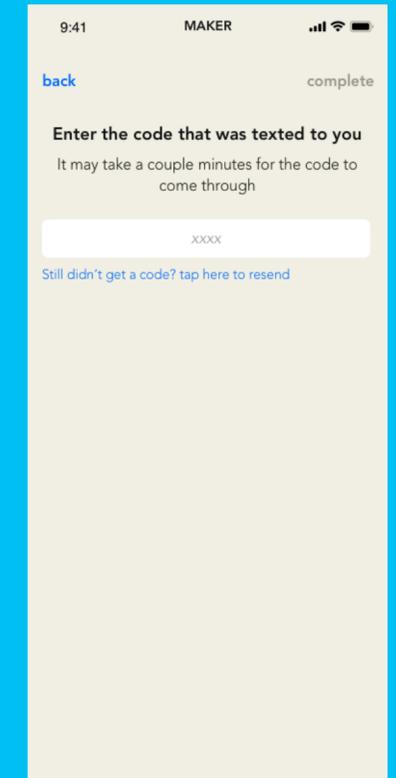
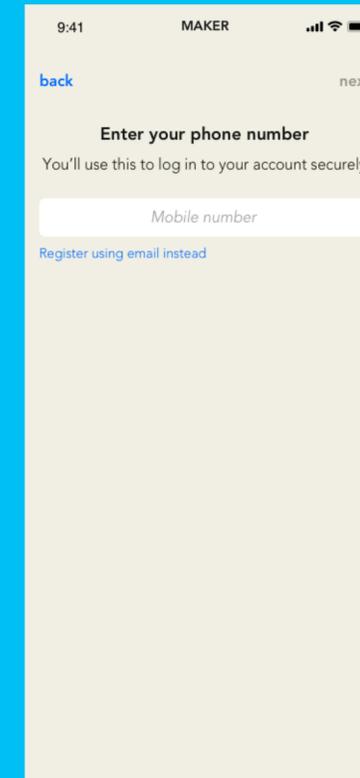
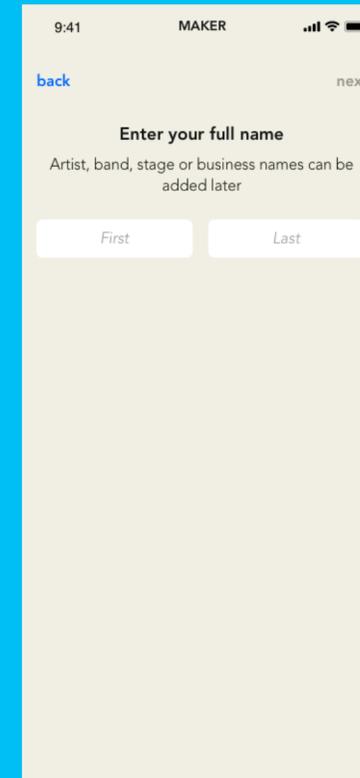
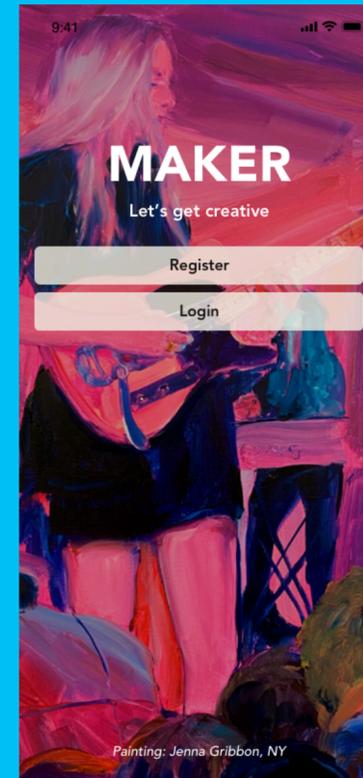


REGISTRATION

- Based on feedback, users wanted a quick, easy experience
- In order to bring users in quickly, the registration process is as limited as possible, and only includes 3 steps - Name, Number, Verification

Usability Testing:

- All test subjects went through without issues

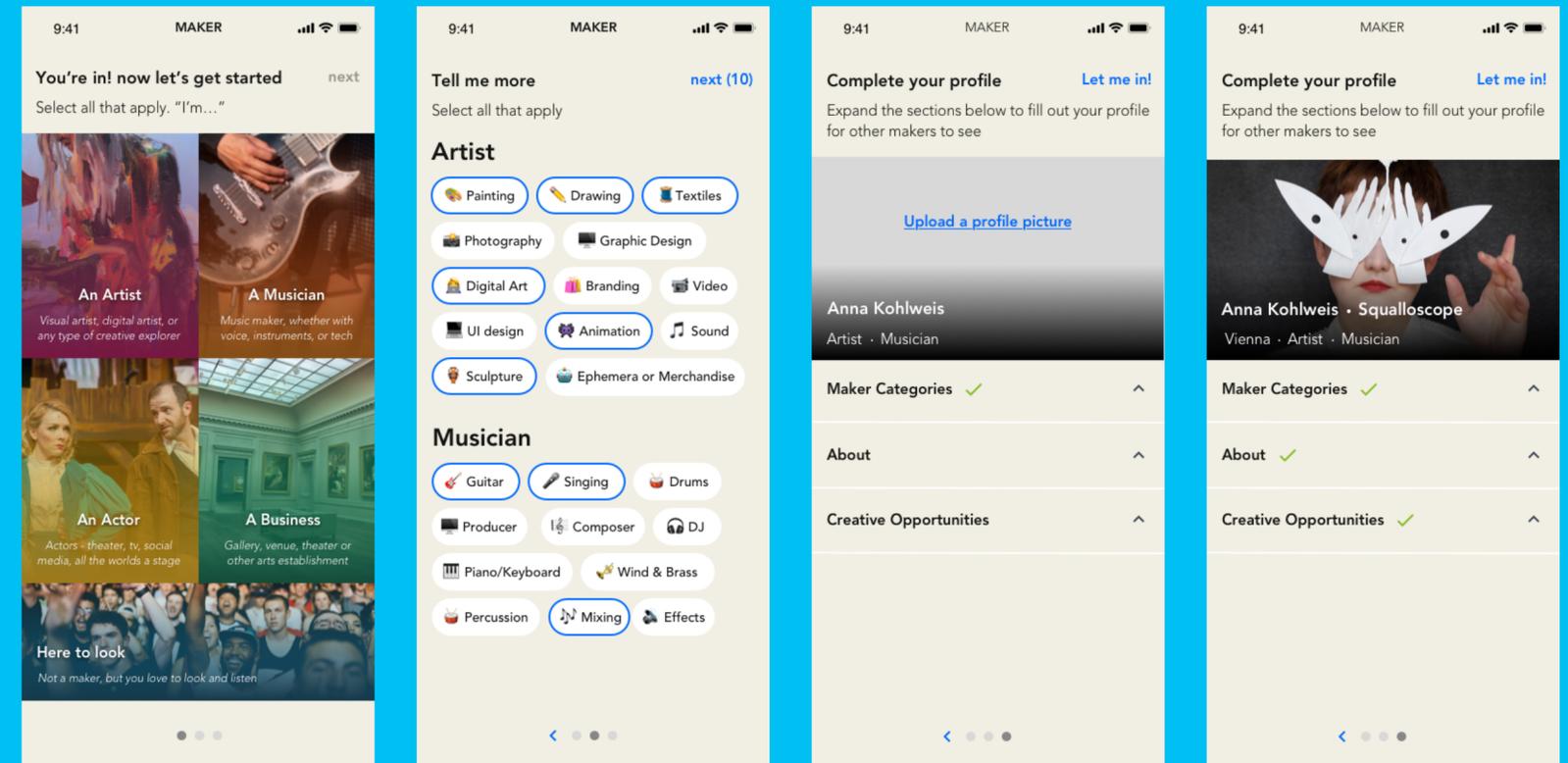


ONBOARDING

- Users needed the right people to see their content
- In order to ensure a users content reached the right people, onboarding was focused on defining a user and what they made

Usability Testing:

- Test subjects liked being able to define their work
- Test subjects wanted to know how to add a category if it wasn't there

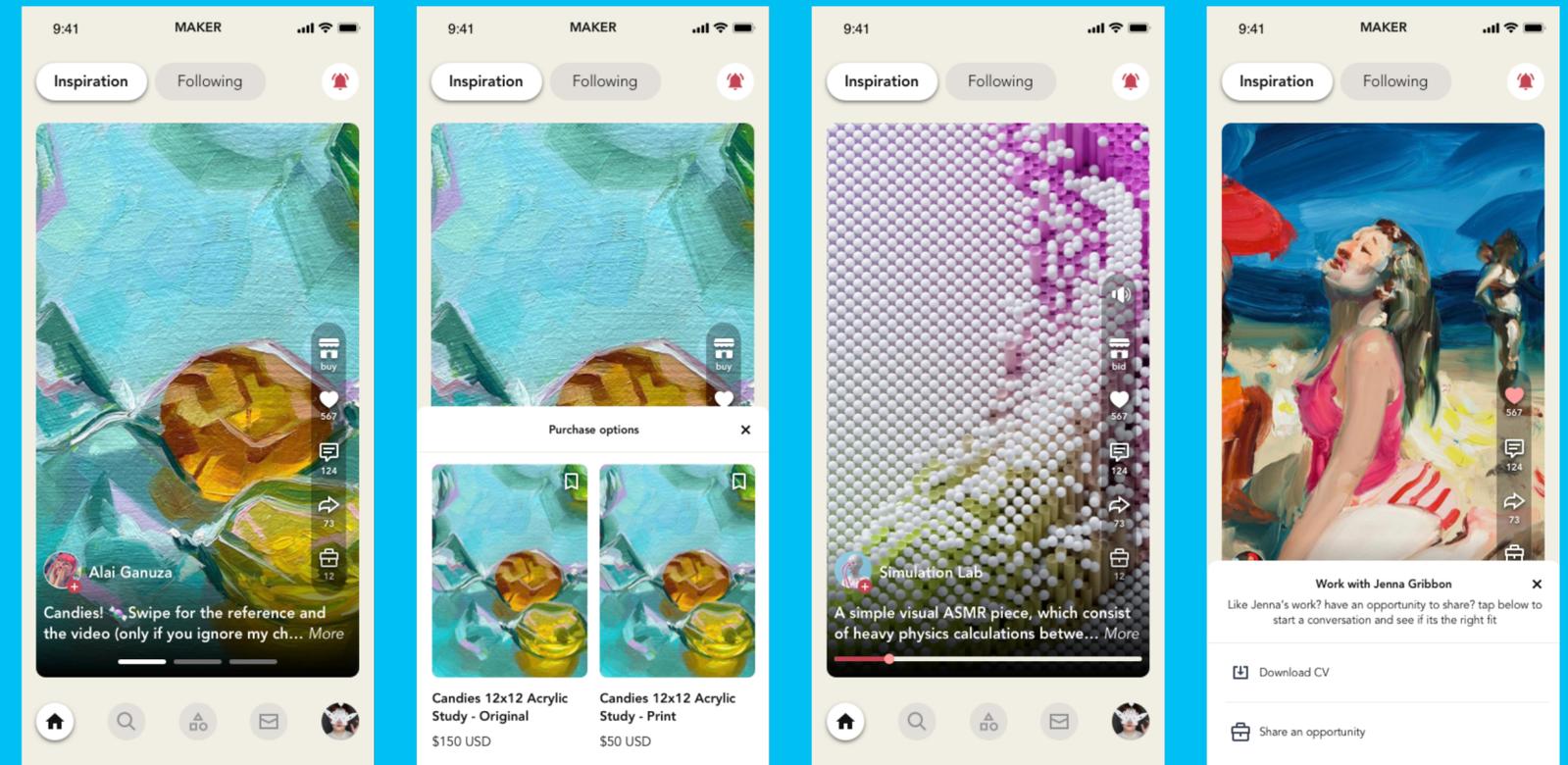


FEED

- Creatives want what they share to be easily monetized, either through selling work or gaining opportunities
- In order to help monetize content on the feed, posts include options to buy pieces directly in app, link to external sites, or contact about opportunities

Usability Testing:

- Test subjects wanted to see the checkout process
- Test subjects wanted to add attachments to “share an opportunity”

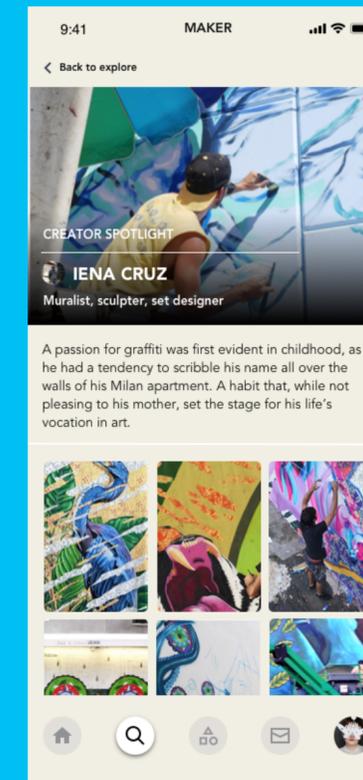
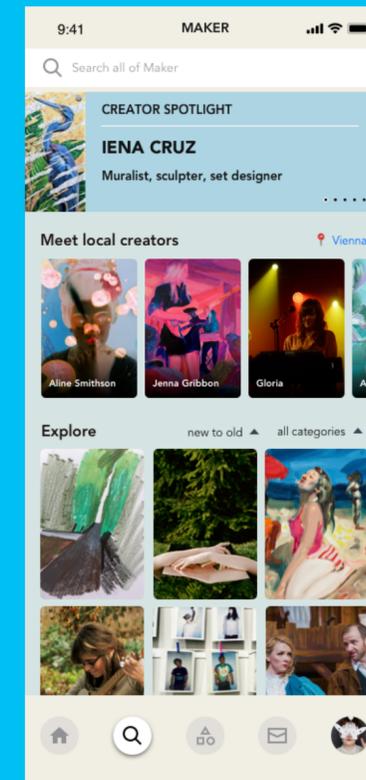


EXPLORE

- Creatives need exposure regardless of their following
- The explore section helps encourage exposure through creator spotlights and an explore feed that shows all posts regardless of likes, comments, or view time. This area can be filtered down to see specific content types. Explore also encourages local connections.

Usability Testing:

- Test subjects wanted to understand how someone became featured

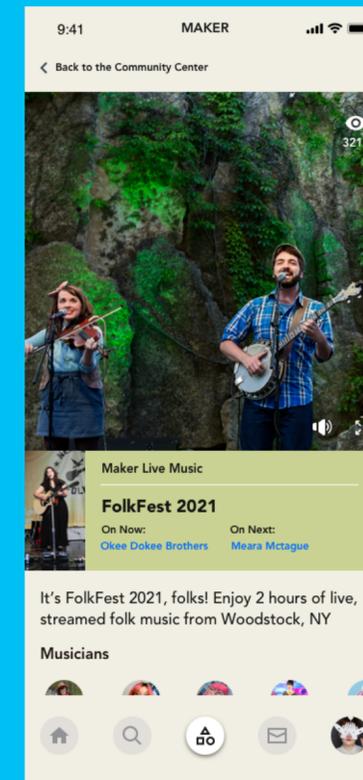
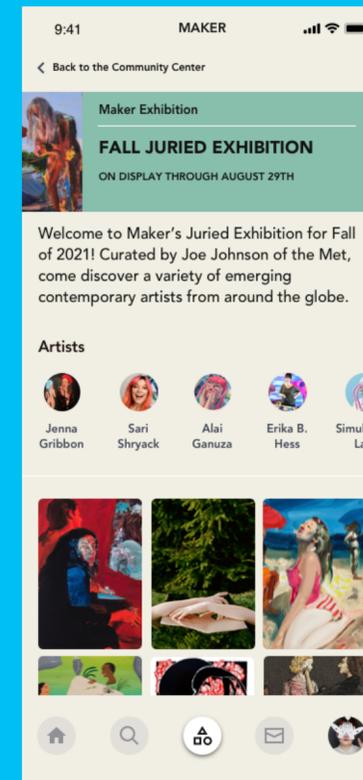
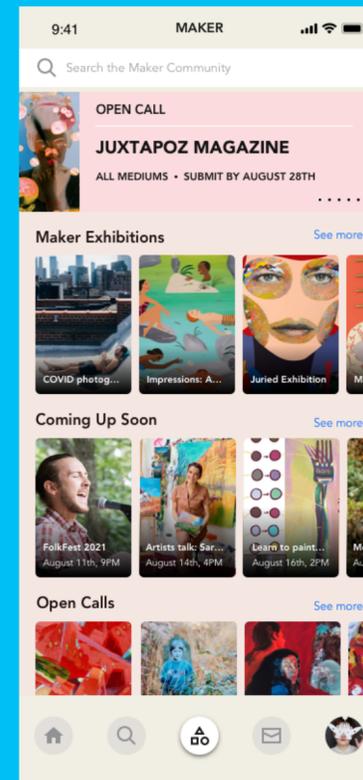


COMMUNITY

- Creatives need exposure regardless of their following
- In order to continue to encourage exposure, the community section includes exposure to global events, open calls, and exhibitions all related directly to a users selected categories

Usability Testing:

- Test subjects wanted to see a calendar of upcoming events
- Test subjects wanted to be able filter open calls
- Test subjects wanted to see what an open call application looked like in-app

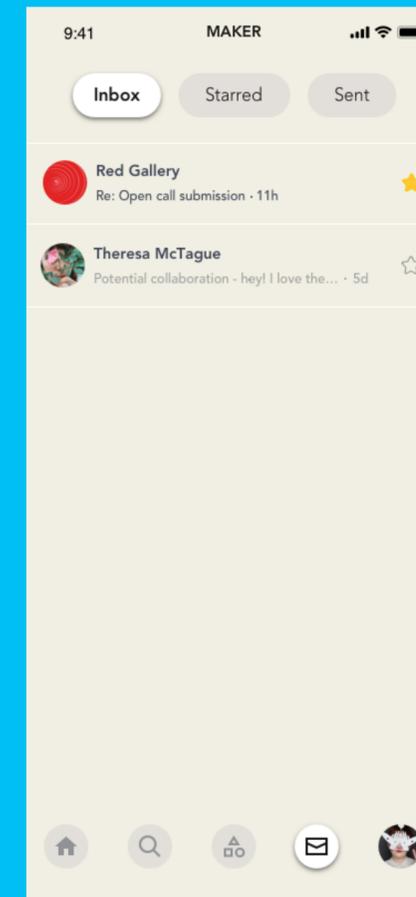


INBOX

- Creatives use social media for work exposure
- Because MAKER is intended to encourage work connection, the messaging feature is centered around that. It's meant for opportunities, and keeping track of them.

Usability Testing:

- All test subjects went through without issues

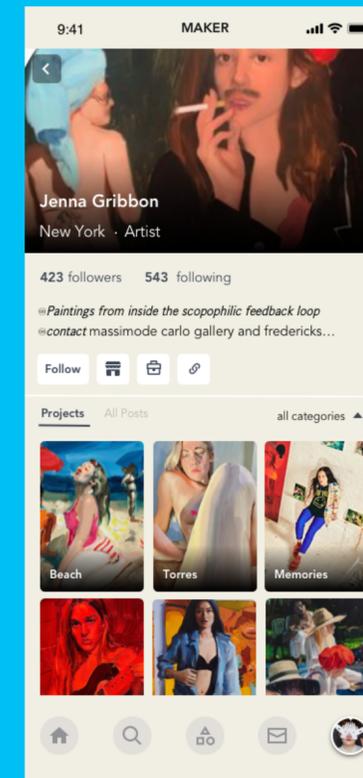
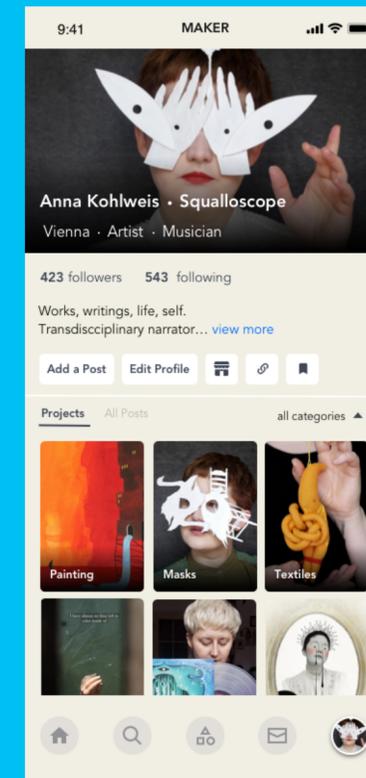


PROFILE

- Creatives need a clean, organized way to share their content
- In order to create a clear, organized portfolio profiles include the option to organize work into projects or sections.

Usability Testing:

- Test subjects wanted to see “all posts” view

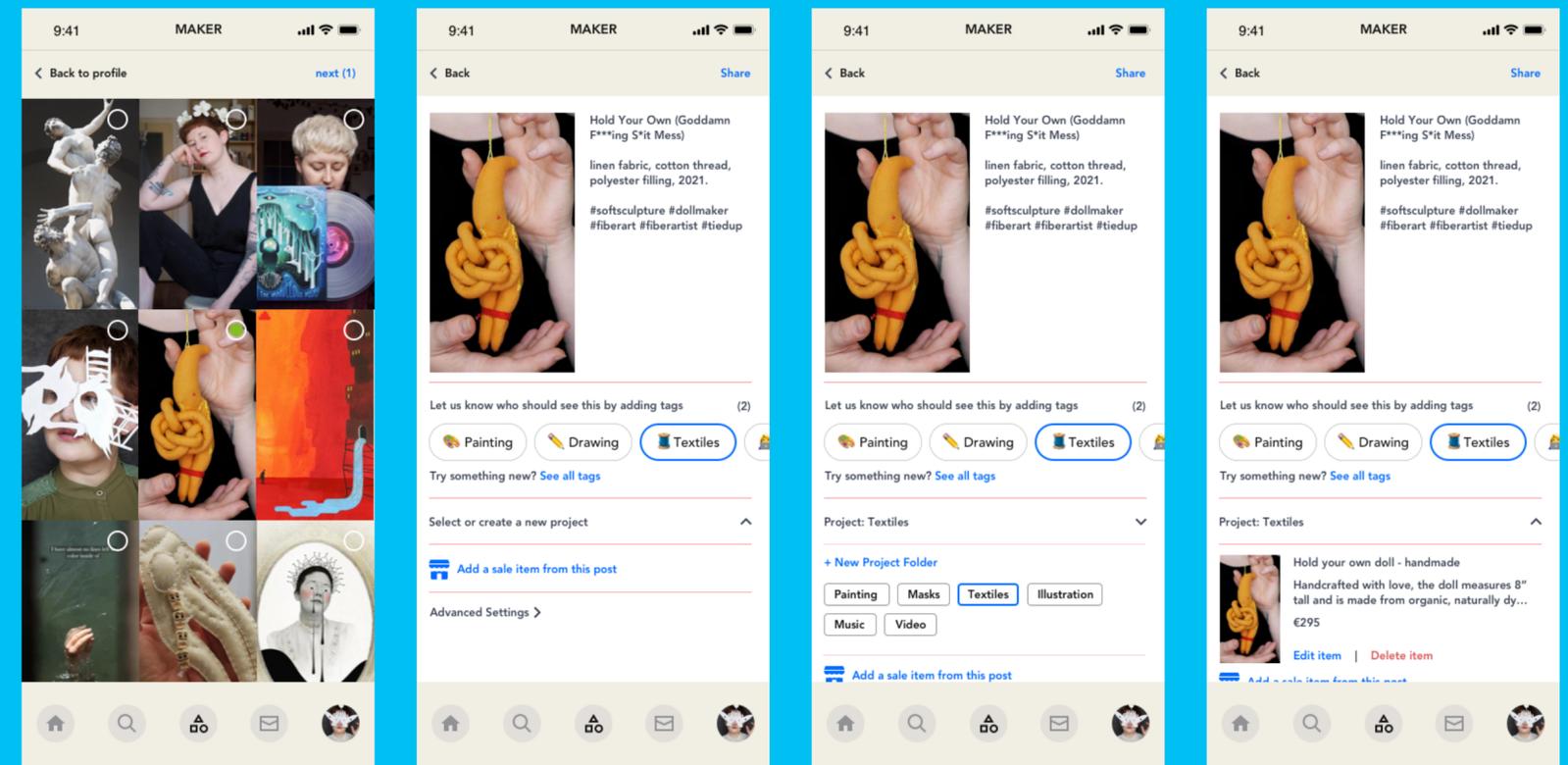


CREATE

- Creatives are sharing their work with the goal of exposure and monetization
- Exposure and earning are key: When adding a post, a user can quickly categorize it based on what they initially selected, and easily add products based on the post to sell directly in app.

Usability Testing:

- Test subjects were confused about hashtags vs. category selection





Art: Ronit Zvi

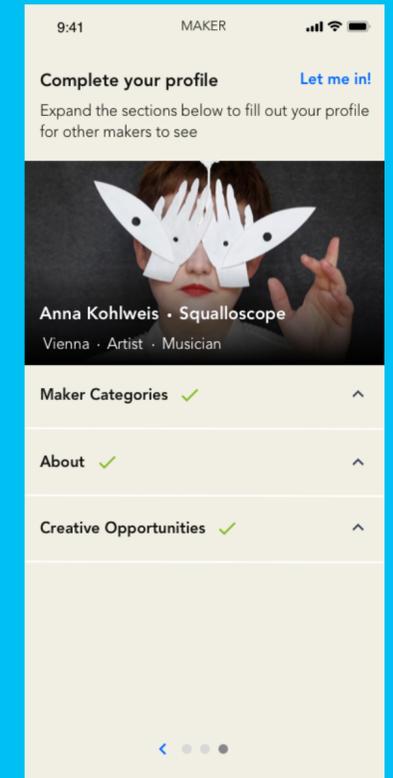
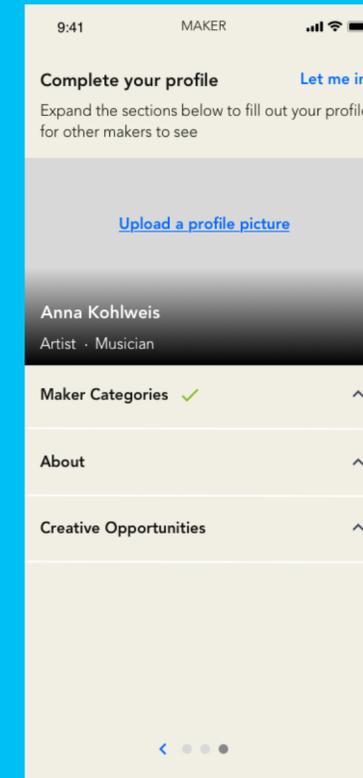
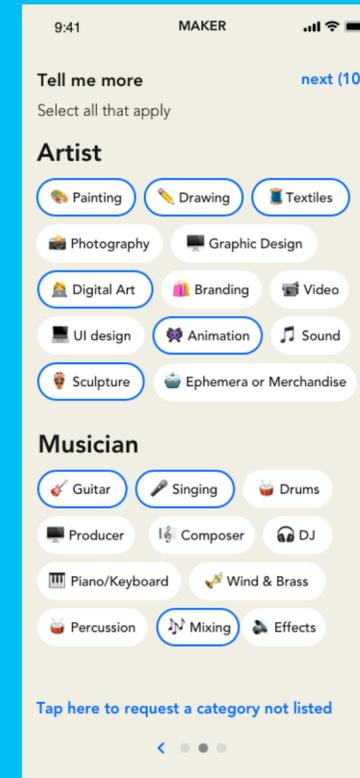
ITERATION

After testing, the screens were iterated on based on feedback from the test subjects positive and negative experiences. Updates were made to most sections aside from registration, explore, and the inbox.



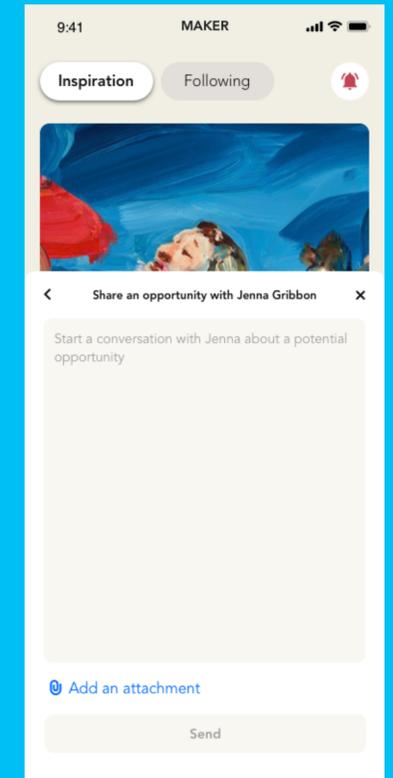
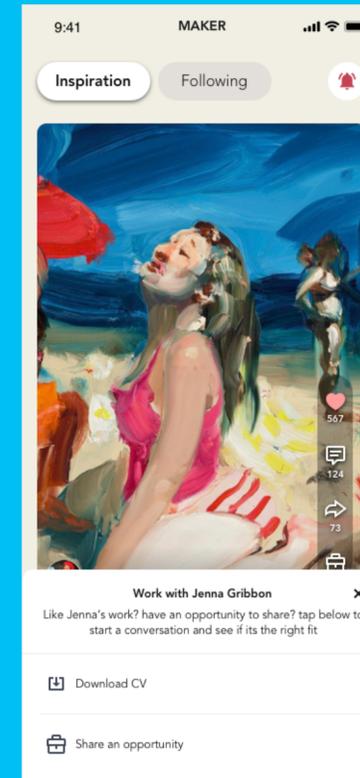
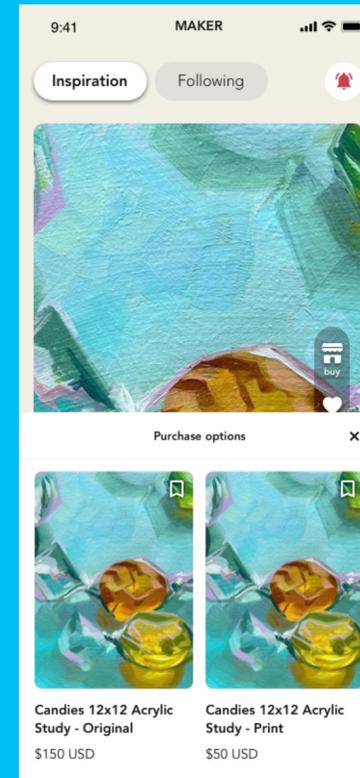
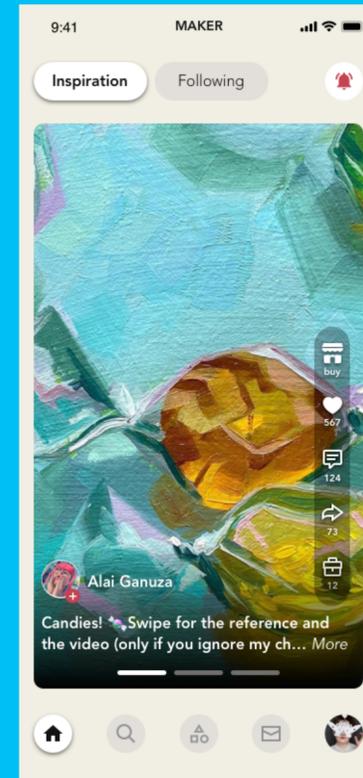
ONBOARDING

- Based on testing feedback, a link was added to request missing categories



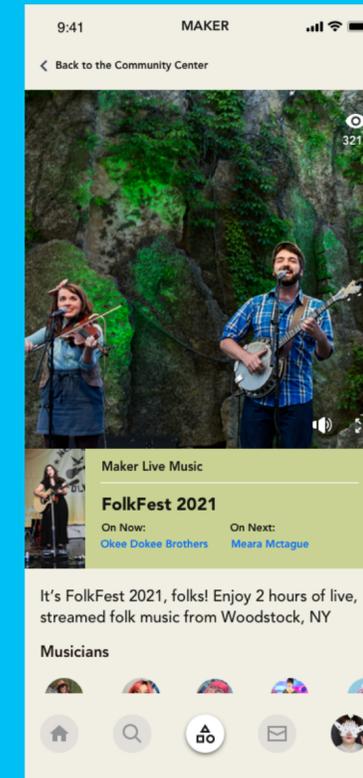
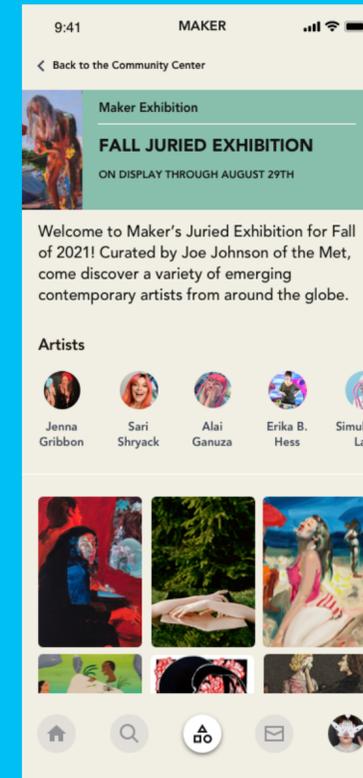
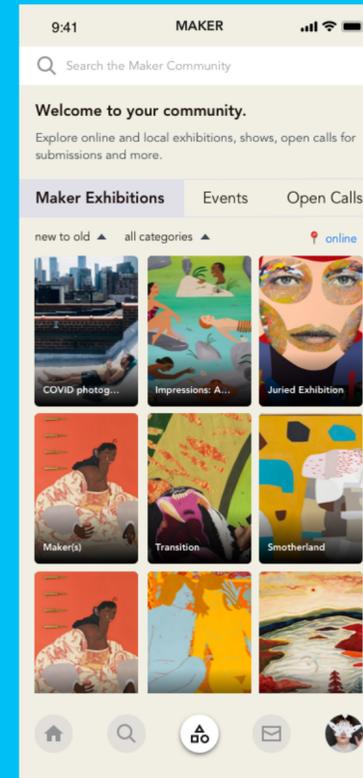
FEED

- Based on testing, the ability to add an attachment to opportunities was created



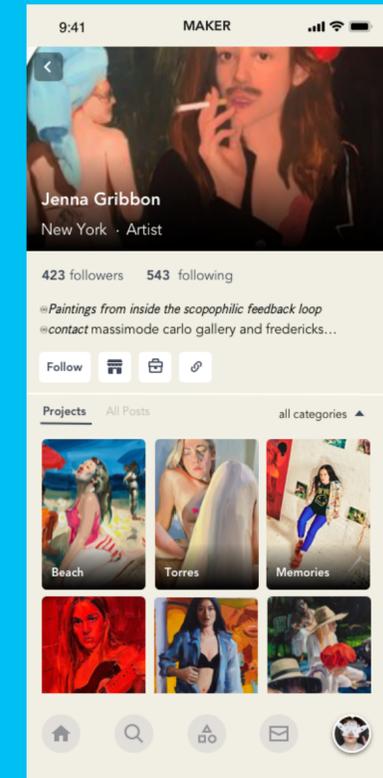
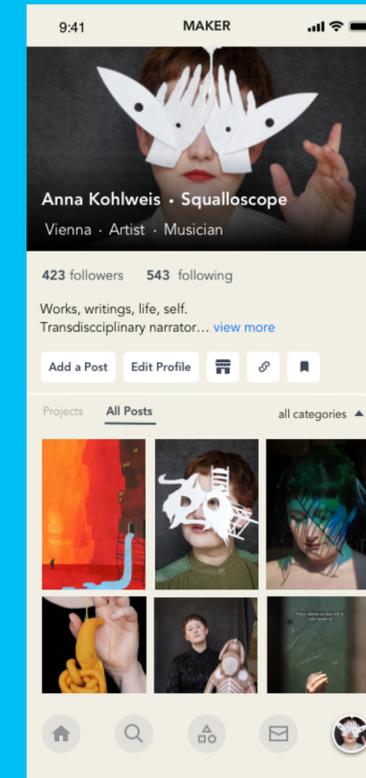
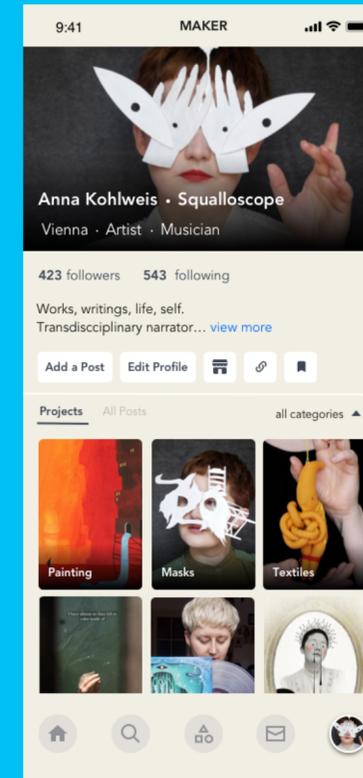
COMMUNITY

- After testing, I worked to reconfigure the community area to be different than explore, and allow for more customization per section through sorting and filtering



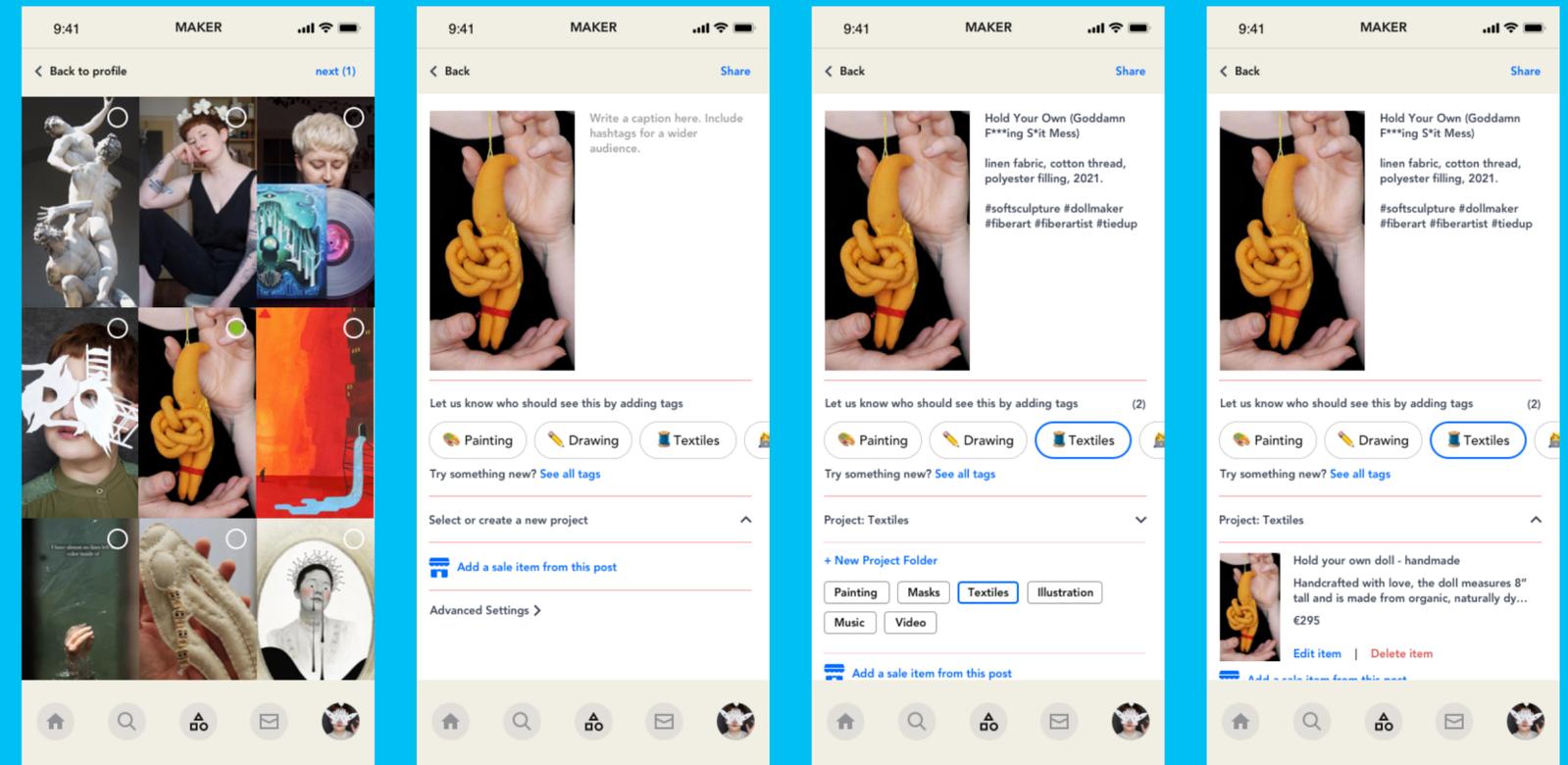
PROFILE

- After testing I added the “all posts” view for a better picture



CREATE

- Based on testing, I added additional clarifying placeholder text to the initial post screen





Art: SimulationLab

FINAL PROTOTYPE AND DESIGN

Once the iterations were complete, the new screens were updated into the prototype to allow for the next step of retesting in the future.



FINAL DESIGN & PROTOTYPE

The final prototype can be found here:

https://invis.io/P411N69HZ9AR#/457194125_Reg1

CONCLUSION & NEXT STEPS

The product has reached a successful place where people who have tested it intuitively know how to navigate through it, and find value in the actions.

The next step to continue this product would be:

- Continued testing and iteration
- Adding in additional features that were left out of the MVP like analytics
- Showing flows for the non-creative user view of MAKER
- Showing checkout flows
- Showing in-app applications for open calls or events

THANK YOU

APPENDIX

- Survey plan
- Project timeline
- How might we statements
- Research insights in journey maps
- All designs

SURVEY PLAN

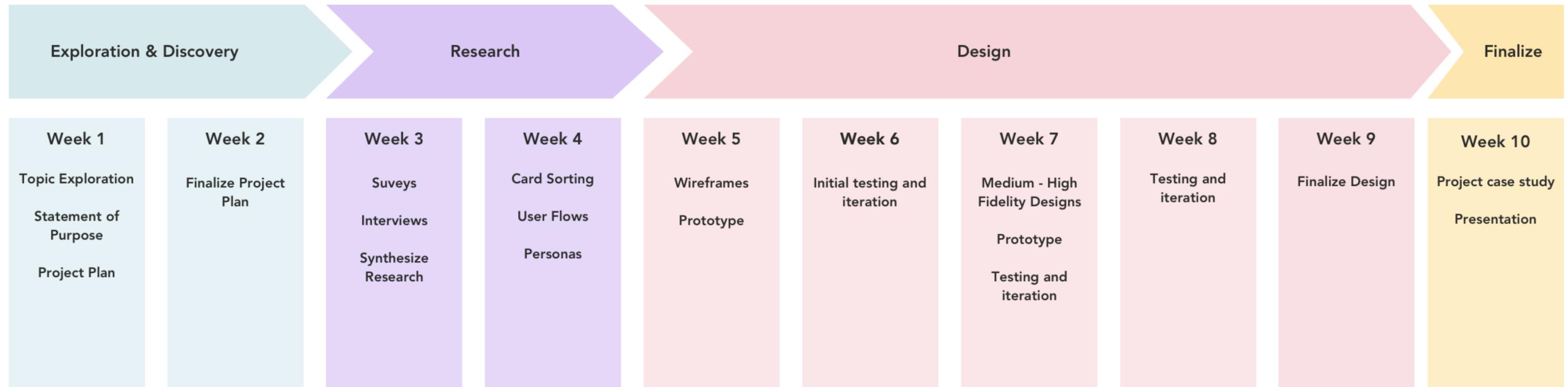
DISCOVERY & RESEARCH: SURVEY PLAN

I would like to recruit a minimum 5 users to participate in my research. They must be in a creative field, regardless of whether it is their main source of income or hobby, and interested in sharing their work with others. A diverse group of age ranges and gender identifications should be represented. I will find these participants by reaching out to my personal network, and on social platforms like reddit. They must answer the following screener survey questions and meet the requirements above:

1. What age group are you in? (17 or younger, 18-24, 25-34, 35-44, 45-60, 60 & up)
2. What gender do you identify as?
3. What field do you work in?
4. Do you make creative work? If so, what type?
5. Do you share that work publicly?

PROJECT TIMELINE

DESIGN PROCESS: TIMELINE



HOW MIGHT WE STATEMENTS

OPPORTUNITIES

Based on the takeaways in the previous slide, I have come up with six “How might we” statements to guide the development of the product.

Preceding each how might we statement is an interview quote to provide additional context.

“I DEFINITELY THINK THAT MY POSTS DON'T GET VIEWED ENOUGH BECAUSE I DON'T POST AS OFTEN - I MAINLY FAIR ON INSTAGRAM WHICH HAS DE-PRIORITIZED STILL IMAGES, SO MY POSTS GET SEEN LESS”

MORGAN WINTER, @MORGOMETRY, VISUAL ARTIST

INSIGHT

Creatives are sharing their work with the goal exposure

HOW MIGHT WE

How might we provide creatives with increased exposure to new and existing markets?

“INITIALLY I WAS TRYING TO GROW A FOLLOWING AND BUILD MY OWN BRAND WITH MY ARTWORK, AND I GUESS THE GOAL WAS TO ATTRACT CLIENTS FOR FREELANCE WORK. NOW IT'S LESS ABOUT THAT BECAUSE THE NFT SPACE EXISTS AND I CAN FOCUS MORE SPECIFICALLY ON MY ART AND LESS ON ATTRACTING CLIENTS. NOW I'M TRYING TO ATTRACT COLLECTORS.”

KYLE SZOSTEK, @SIMULATIONLAB, 3D ANIMATOR

INSIGHT

Creatives share their work with the goal financial gain

HOW MIGHT WE

How might we create earning potential for creatives?

“I HATE SEEING PEOPLE WITH NOT THE BEST WORK GAIN TRACTION BECAUSE THEY HAVE THE FINANCIAL MEANS TO DO SO. I WANT A LEVEL PLAYING FIELD. FINANCIAL INFLUENCE SHOULDN'T OUTWEIGH THE CONTENT.”

JEREMY DUVALL, @WHATABOUTPOUTINE, DRUMMER

INSIGHT

Creatives need a way to compete with big influencers

HOW MIGHT WE

How might we create a level playing for creatives regardless of following or financial means

**“YOU JUST GET COMPLETELY IGNORED
BY THE ALGORITHM. I’M NOT DOING IT
OFTEN ENOUGH.”**

KYLE SZOSTEK, @SIMULATIONLAB, 3D ANIMATOR

INSIGHT

Creatives are struggling to meet the time and effort required to achieve their goals

HOW MIGHT WE

How might we reduce the amount of effort needed from creatives to market and post in order to create a social presence

“THE DIFFICULT PART IS GETTING THE RIGHT PEOPLE TO SEE IT, IT WOULD BE NICE TO HAVE A SPECIFIC PLATFORM OR AREA FOR THE INDUSTRY YOU’RE IN”

MICHAEL HARRIS, @THEMICHAELISAAC, ACTOR AND SINGER

INSIGHT

Creatives are trying to get the right people to see their work

HOW MIGHT WE

How might we create opportunities for creatives to share their work with perspective clients?

“EXPOSURE AND INCOME. YOUTUBE IS DIFFERENT FROM THE OTHERS STRATEGICALLY, IT’S MONETIZED AND DISCOVERY HAPPENS WITHOUT A RELATIONSHIP TO DAY / WEEK / YEAR I POSTED IT. SOMETIMES I JOKE THAT YOUTUBE IS MY RETIREMENT PLAN.”

MICHAEL DUSTIN YOUREE, @MDYOUREE, SINGER SONGWRITER

INSIGHT

Creatives want long term security through their work, regardless of when they shared it

HOW MIGHT WE

How might we create stable and continuous sources of support for artists based on their content

RESEARCH INSIGHTS IN JOURNEY MAPS

TESS, THE DESIGNER & SONGWRITER

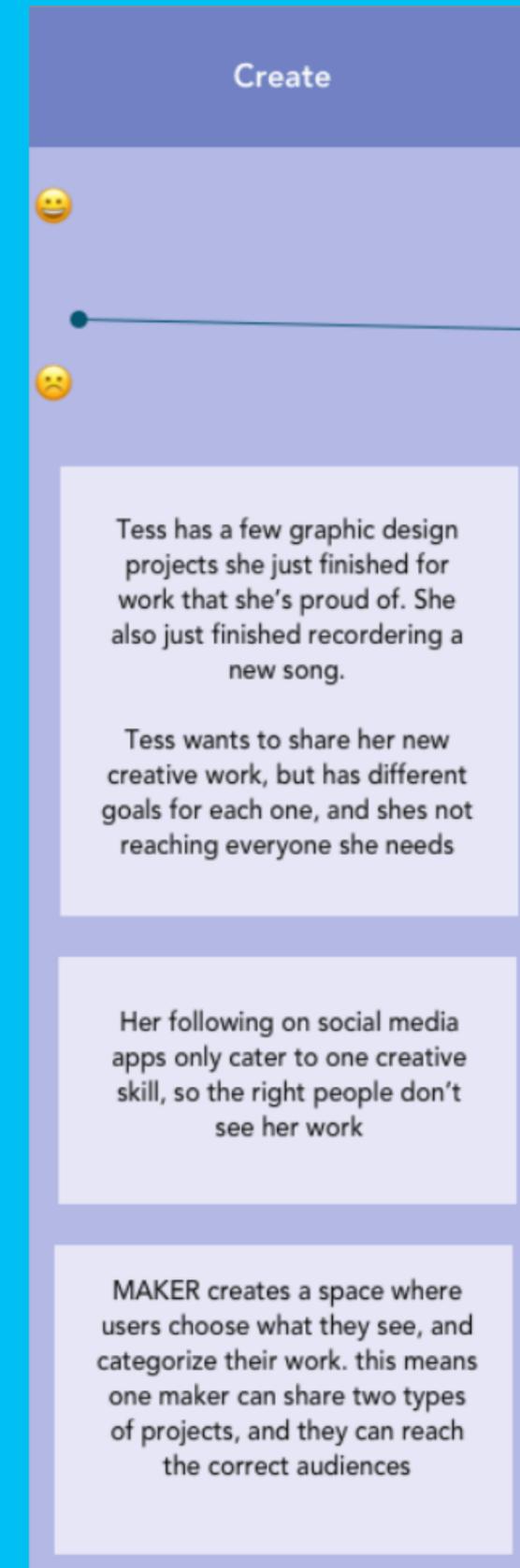
- USER STORY
- TO-BE JOURNEY MAP

Task & Motivation	Tess, the designer and songwriter, has new work to share, and wants the right people to see the different types of work				
Phases	Create	Explore	Share	Gain Exposure	Earn
Feeling					
User Tasks & Activities	<p>Tess has a few graphic design projects she just finished for work that she's proud of. She also just finished recording a new song.</p> <p>Tess wants to share her new creative work, but has different goals for each one, and she's not reaching everyone she needs</p>	<p>Tess downloads and quickly registers for the MAKER app. All she needs to do is enter a name, and selects tags describing what types of work she does, and she can get started. It takes her less than 5 minutes to get started.</p>	<p>Tess uploads her graphic design project and selects the tag "design", and then uploads her new song and selects the tags "singing" and "guitar"</p> <p>She uploads each to their own project folders labeled "design" and "music" so they are easy to find on her profile</p>	<p>Tess made sure to use the preset category tags to label her posts when uploading</p> <p>Other users who have the interests of "design" see Tess's graphic design work.</p> <p>Users who have shown interest in "singing" and "guitar" see Tess's new song.</p>	<p>Tess gets two inquiries for potential freelance graphic design work, sold a print, and has one venue reach out and ask if she wants to play in an upcoming local show where someone dropped out.</p> <p>Tess is ecstatic that she could share her work in one space, and got the right attention for all of it</p>
Pain Points	<p>Her following on social media apps only cater to one creative skill, so the right people don't see her work</p>	<p>Tess doesn't have time to build out multiple sites, and wants to quickly share her work in one space</p>	<p>Tess had trouble creating separation between her mediums and needed an organized space</p>	<p>Tess needed the right people to see the work, even if she posted it from one account. She couldn't rely solely on who was following her</p>	<p>Tess needs to earn from all of her creative work</p>
Opportunities	<p>MAKER creates a space where users choose what they see, and categorize their work. This means one maker can share two types of projects, and they can reach the correct audiences</p>	<p>MAKER creates a quick and easy process to get started and make sure your work gets seen by the right people by defining the type of work you do in the onboarding process. I.e. if someone selects "actor" they may be shown to a theater</p>	<p>MAKER can make it easier to separate her work by allowing her to label posts with pre-determined tags (i.e. "singing") so that it can reach the right users, aka users interested in seeing singing</p>	<p>Users can select what they do and what they're interested in seeing, so people who want to see music, will see her music based on her describing the post as "singing" and "guitar", and she won't lose engagement or followers for her design project, that's seen by people interested in design</p>	<p>Through e-commerce integration, Tess can monetize her creative work by adding to a shop on MAKER</p> <p>Through quick interest messages, Tess can receive potential creative opportunities</p>

RESEARCH INSIGHT

- Creatives are sharing their work with the goal of exposure

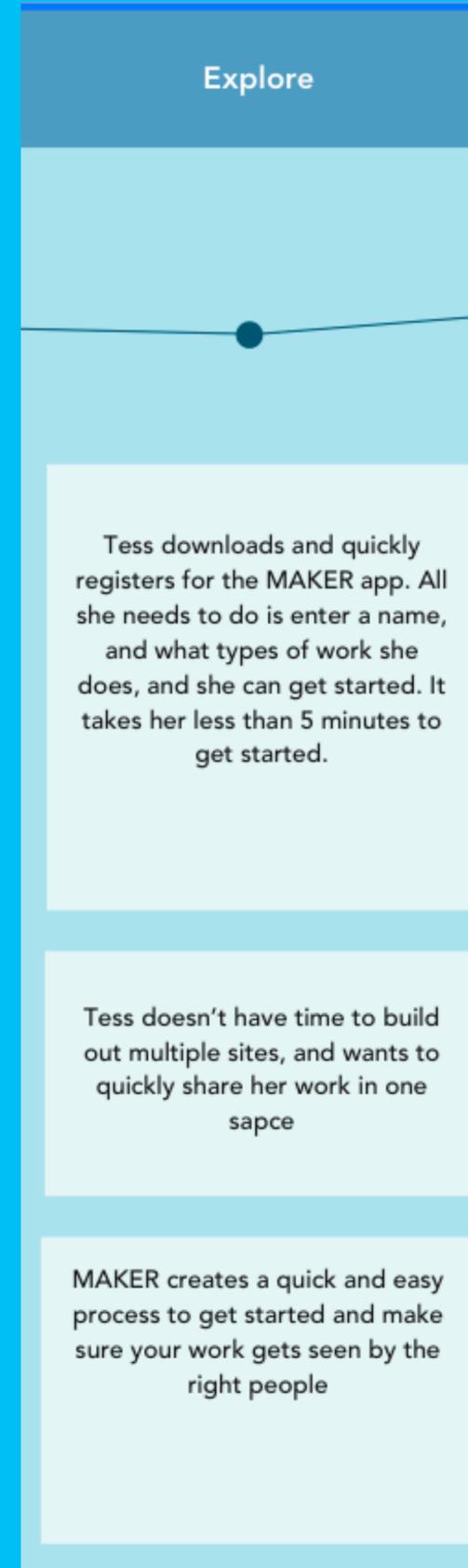
Tess wants exposure on different types of work, but needs a space where she can share everything and get exposure to the right people. **MAKER** uses tags and categories to show people content based on their interest.



RESEARCH INSIGHT

- Creatives are struggling to meet the time and effort required to achieve their goals

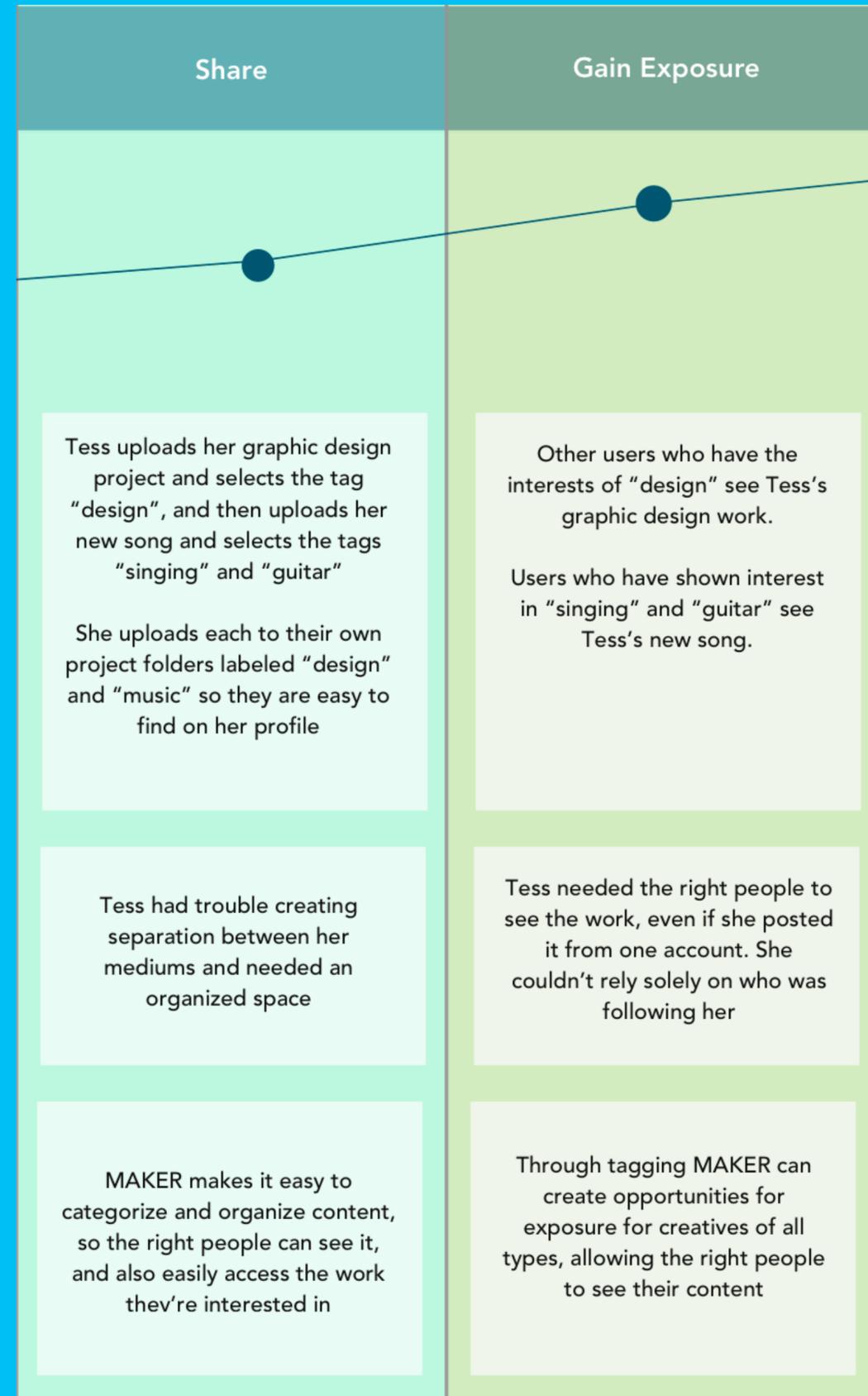
Tess doesn't want to spend a lot of time getting set up on a new app. She needs an easy path in to allow her to spend time on what she loves, MAKER has a quick and simple onboarding and registration to get users where they need to go



RESEARCH INSIGHT

- Creatives are trying to get the right people to see their work

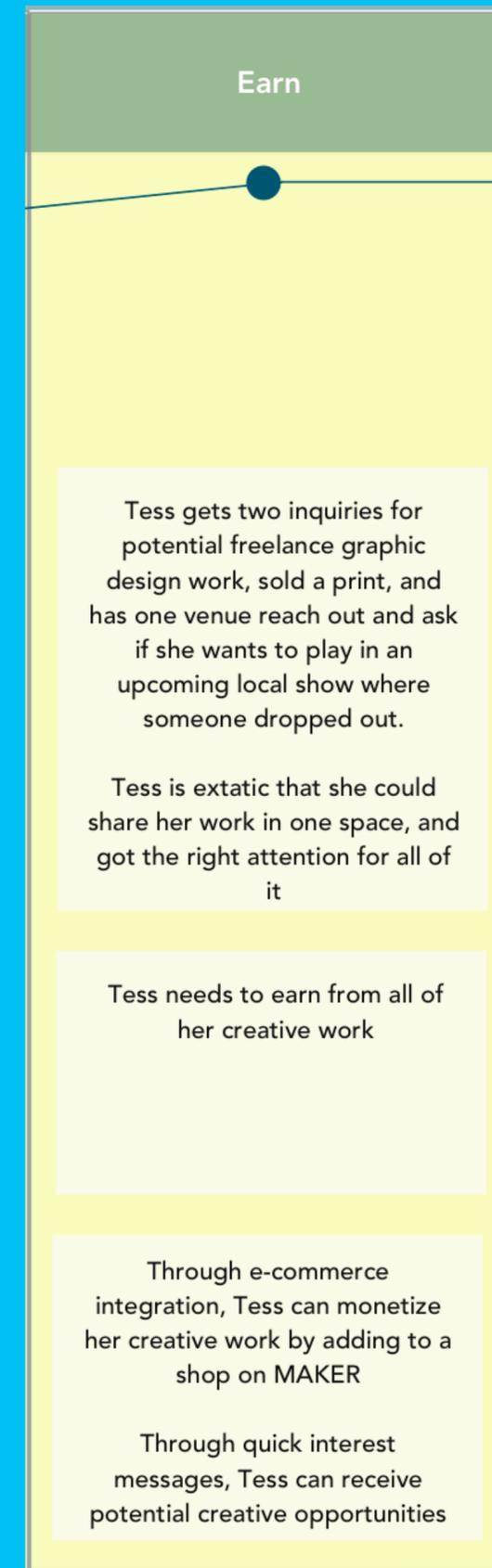
Tess needs a space where her work can reach the right people, and isn't dependent on followers, **MAKER** uses tagging and projects to find the right audience



RESEARCH INSIGHT

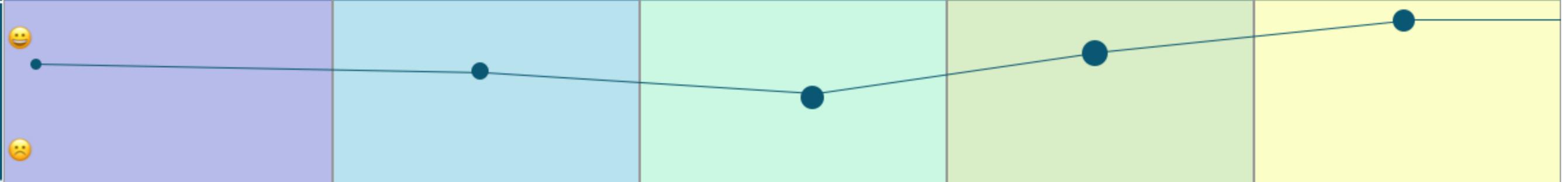
- Creatives share their work with the goal financial gain

Tess wants to monetize all of her creative endeavors, so **MAKER** creates a space where she can use eCommerce tools, or receive direct interest for potential work



DEMETRI, THE PAINTER & PHOTOGRAPHER

- USER STORY
- TO-BE JOURNEY MAP

Task & Motivation	Demetri recently joined MAKER after learning about it from his friend with goal of creating financial security from his creative work				
Phases	Create	Explore	Share	Gain Exposure	Earn
Feeling					
User Tasks & Activities	<p>Demetri spends all day in his studio creating beautiful pieces and building his brand. Demetri loves what he does, and uses his work to support himself.</p> <p>Demetri's friend Tess told him about the app MAKER she joined, and he quickly and easily registers</p>	<p>Demetri decides to explore the community space on the app. He finds local and online opportunities to exhibit his work, and get it in front of new audiences.</p> <p>Demetri taps on an open call and chooses to apply in the app.</p>	<p>Demetri shares work in addition to applying for a few open calls, and gets the attention of people who are interested in the types of work he's posting</p>	<p>Demetri gets into a show, and begins to gain a loyal following in app. A few collectors have noticed his work.</p>	<p>The collectors following Demetri have begun to buy his available work regularly, providing Demetri with a steadier income.</p> <p>Demetri is relieved to be able to focus on his work a little more, and stress about money a little less.</p>
Pain Points	<p>Demetri's work supports him, if it doesn't get the right attention, he wont earn. With changing algorithms, he's losing followers and engagement</p>	<p>Demetri has trouble gaining exposure and staying relevant</p>	<p>Demetri's work wasn't getting seen because of changes to the algorithm on other apps</p>	<p>Demetri had trouble gaining exposure to new markets</p>	<p>Demetri needs long term security from his work</p>
Opportunities	<p>MAKER shows content of users regardless of who they are, how often they post, or what type of content they share.</p> <p>Exposure is key to success</p>	<p>MAKER creates opportunities with curated online art shows, concerts, and more, allowing for increased exposure worldwide</p>	<p>Through tagging MAKER can create opportunities for exposure for creatives of all types, allowing the right people to see their content, so if Demetri tags a post during creation as "painting", users interested in painting will see it</p>	<p>Through in app curated shows, Demetri's work is able to enter new spaces, and people who may not have seen it before will now</p>	<p>By creating community and connections, MAKER can create lasting relationships for creatives</p>

RESEARCH INSIGHT

- Creatives are sharing their work with the goal of exposure

Demetri's livelihood depends on gaining exposure. MAKER uses tags and categories to show people content based on their interest.



RESEARCH INSIGHT

- Creatives need a way to compete with big influencers

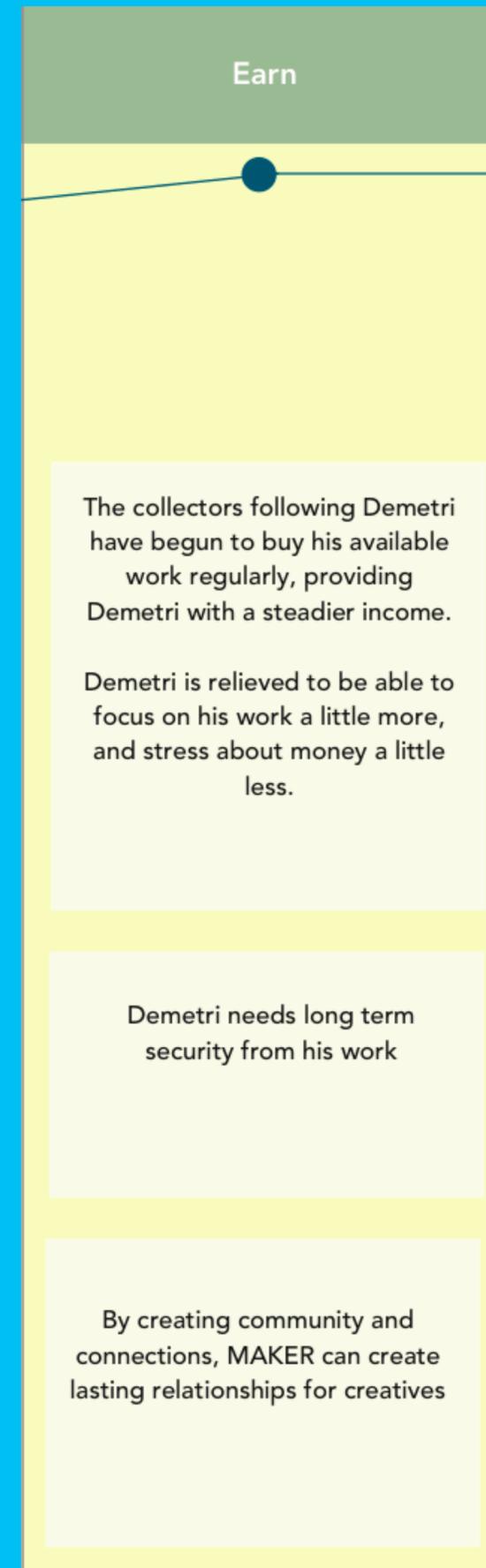
Demetri needs to get seen regardless of his following. **MAKER** creates unbiased open calls for creative work to allow for a level playing field



RESEARCH INSIGHT

- Creatives want long term security through their work

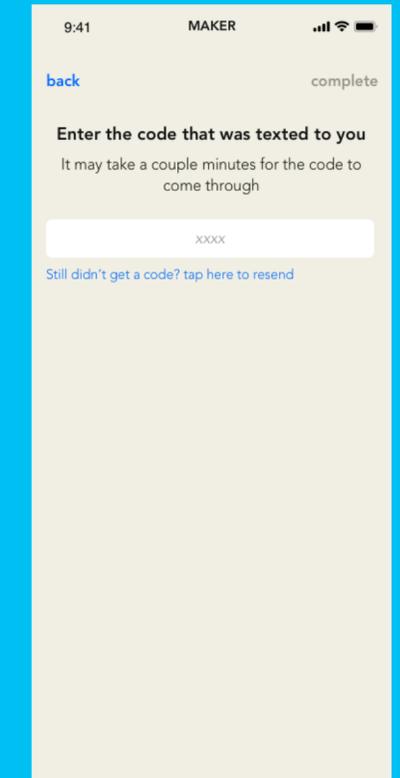
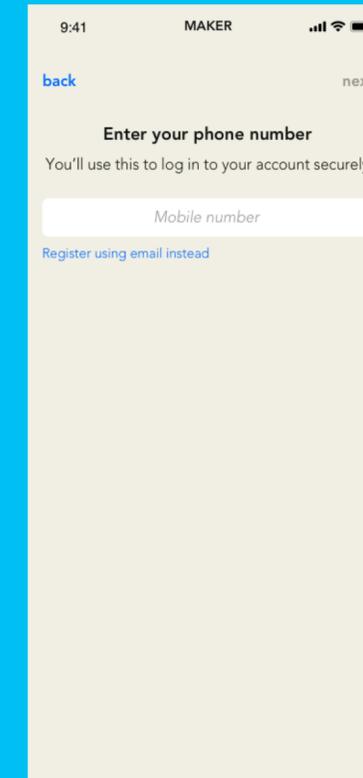
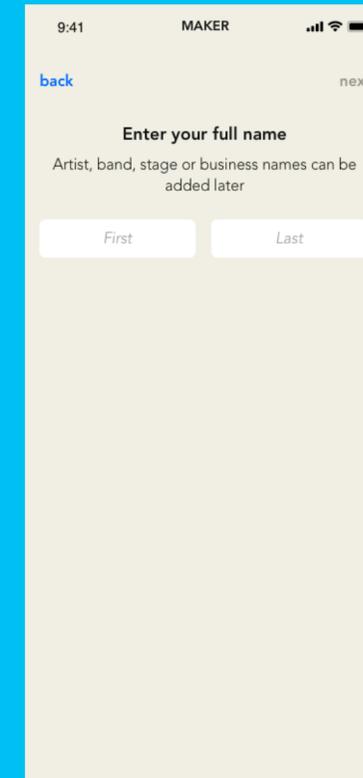
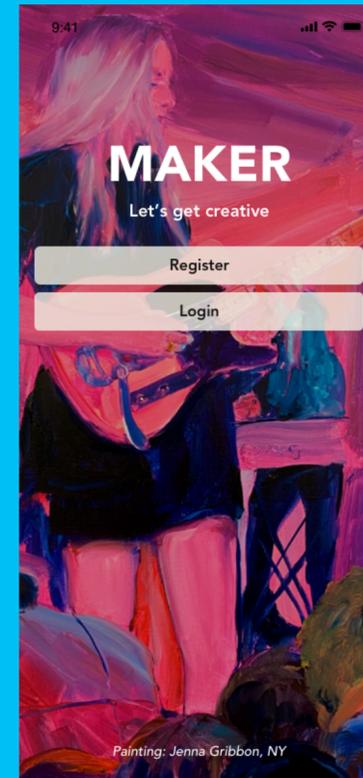
Demetri makes a living full time on his work, and wants financial security. **MAKER** works to create lasting, meaningful connections between the right people.



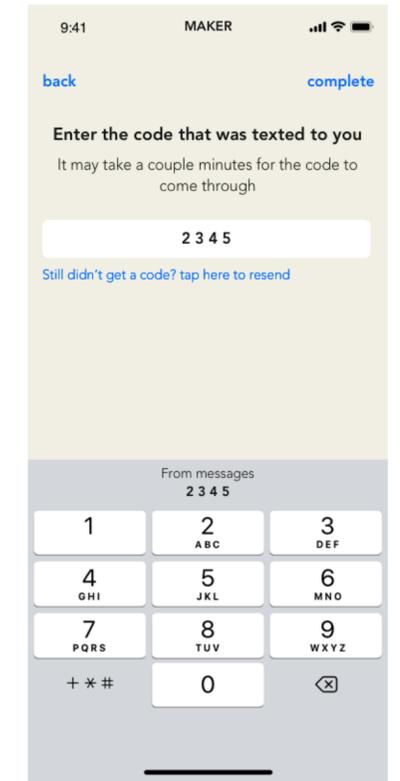
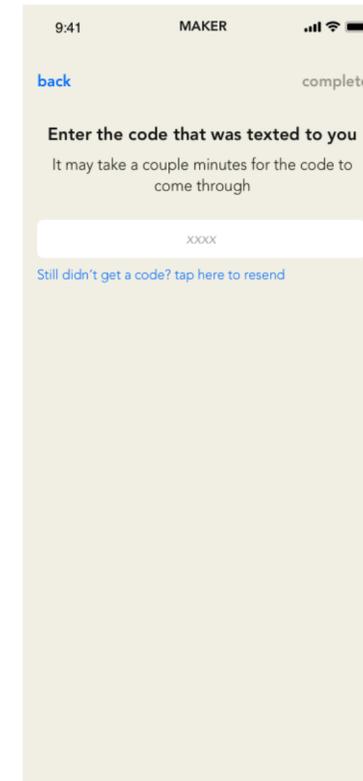
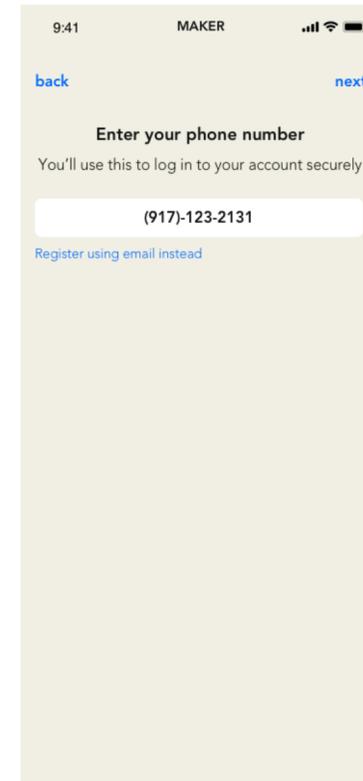
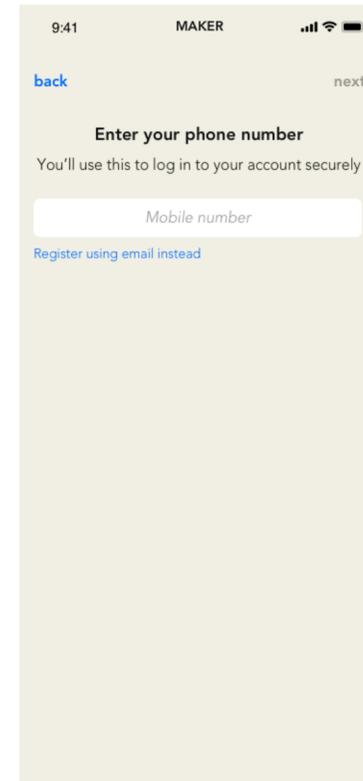
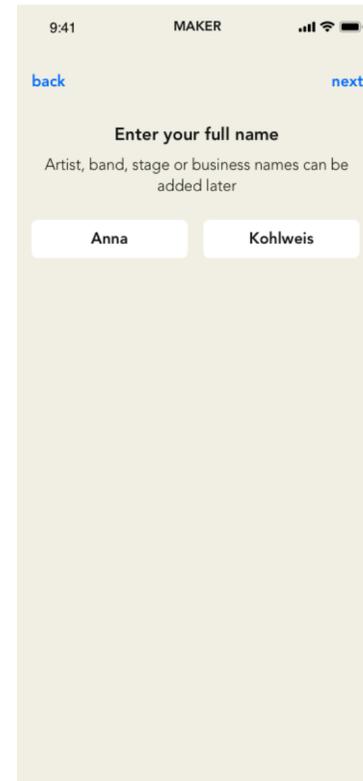
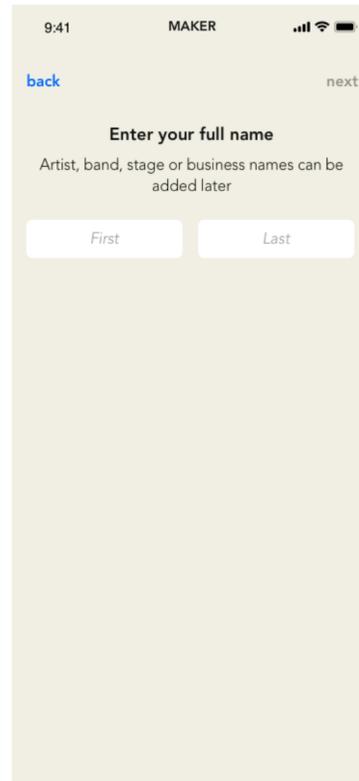
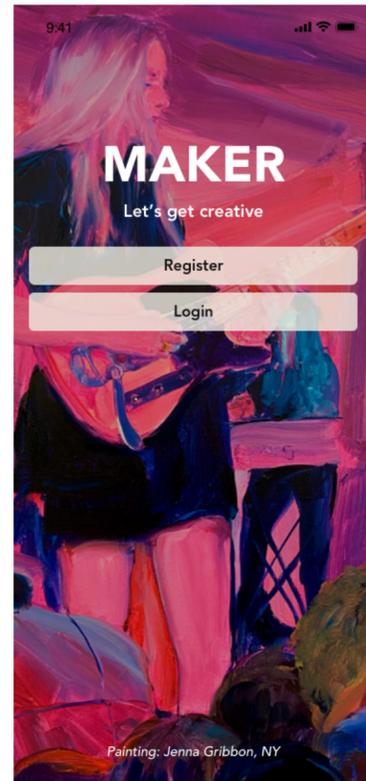
ALL DESIGNS

REGISTRATION

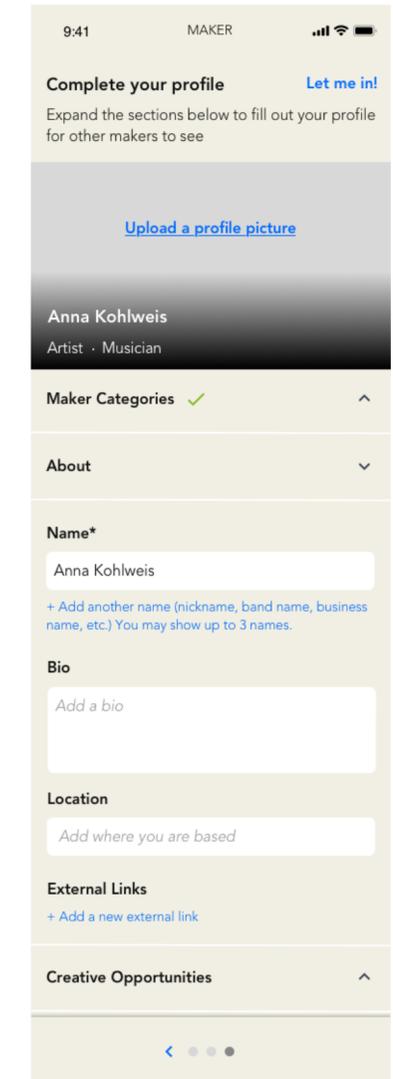
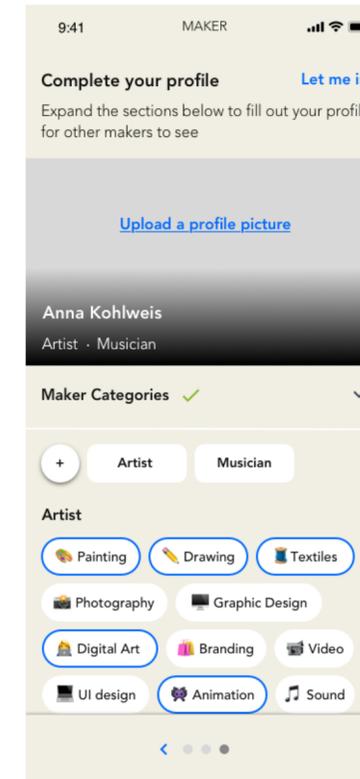
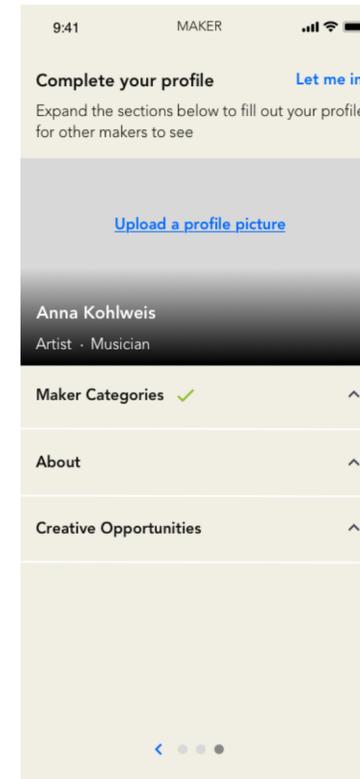
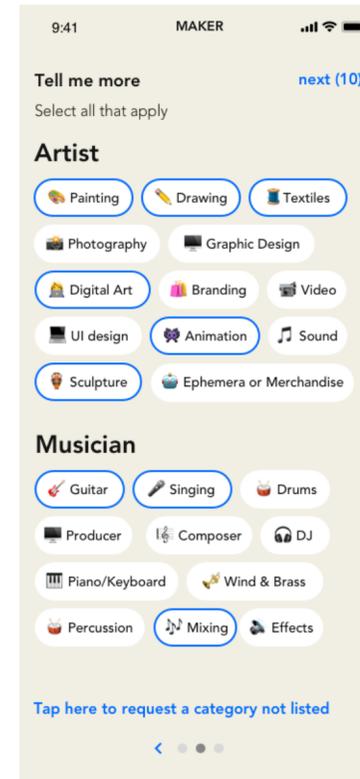
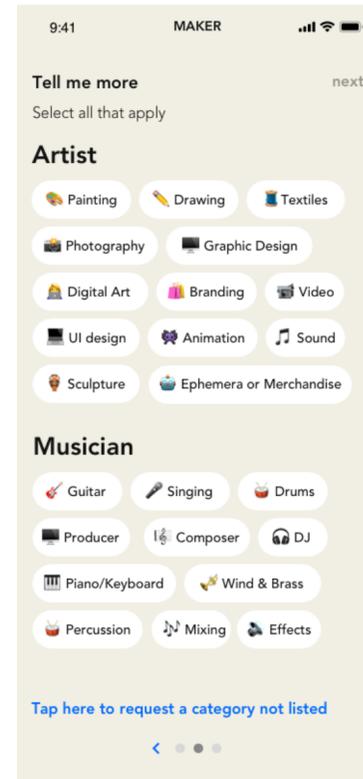
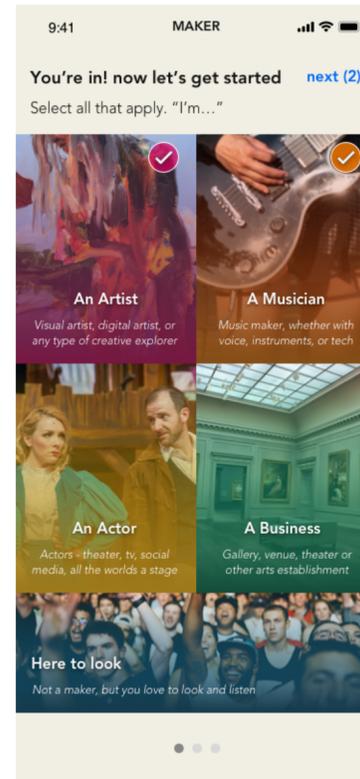
- Based on feedback, users wanted a quick, easy experience
- In order to bring users in quickly, the registration process is as limited as possible, and only includes 3 steps - Name, Number, Verification.
- Testing proved this flow to be a quick, easy experience for users



REGISTRATION



ONBOARDING



ONBOARDING

9:41 MAKER   

Complete your profile [Let me in!](#)
Expand the sections below to fill out your profile for other makers to see

[Upload a profile picture](#)

Anna Kohlweis · Squalloscope
Vienna · Artist · Musician

Maker Categories  ^

About  v

Name

Anna Kohlweis

Squalloscope x

+ Add another name (nickname, band name, business name, etc.) You may show up to 3 names.

Bio

Works, writings, life, self.
Transdisciplinary narrator.
Maker of song & vision.
Woman as factory.
she/her


Location

Vienna

External Links

<http://www.annakohlweis.com/> x

<https://vimeo.com/annakohlweis> x

<https://squalloscope.bandcamp.com/> x

<https://www.paypal.com/paypalme/an...> x

+ Add a new external link

Creative Opportunities ^



9:41 MAKER   

Complete your profile [Let me in!](#)
Expand the sections below to fill out your profile for other makers to see

[Upload a profile picture](#)

Anna Kohlweis · Squalloscope
Vienna · Artist · Musician

Maker Categories  ^

About  ^

Creative Opportunities v

I'd like to share my employment information on Maker for potential opportunities (i.e. shows, gigs, freelance projects, collaborations, and more)

 Upload a CV (optional)



9:41 MAKER   

Complete your profile [Let me in!](#)
Expand the sections below to fill out your profile for other makers to see

[Upload a profile picture](#)

Anna Kohlweis · Squalloscope
Vienna · Artist · Musician

Maker Categories  ^

About  ^

Creative Opportunities  v

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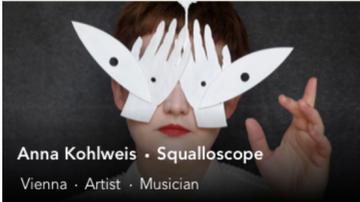
AnnaKohlweis_CV_2021.pdf x

 Reupload CV



9:41 MAKER   

Complete your profile [Let me in!](#)
Expand the sections below to fill out your profile for other makers to see



Anna Kohlweis · Squalloscope
Vienna · Artist · Musician

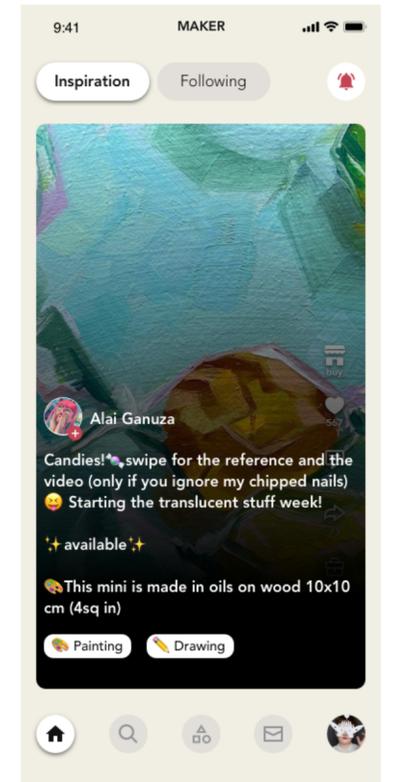
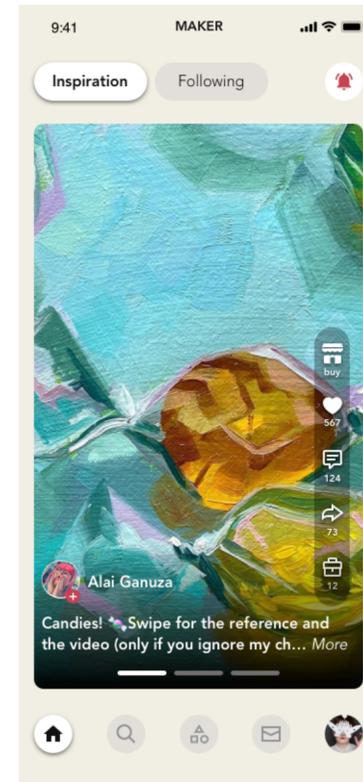
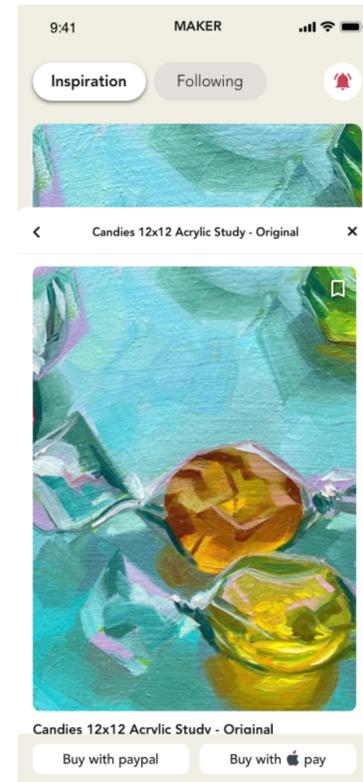
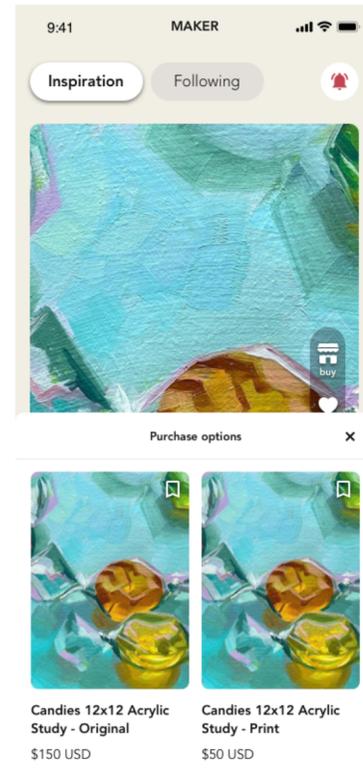
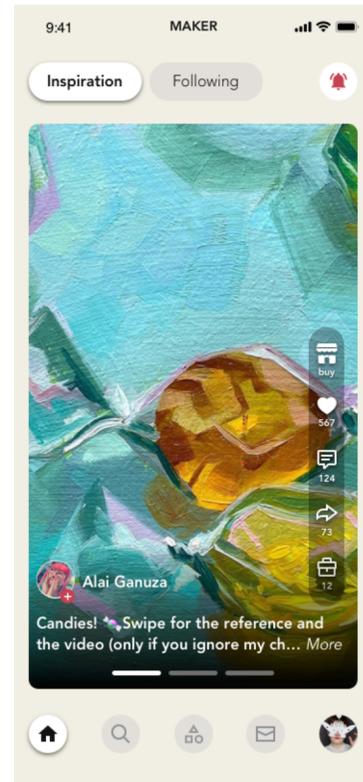
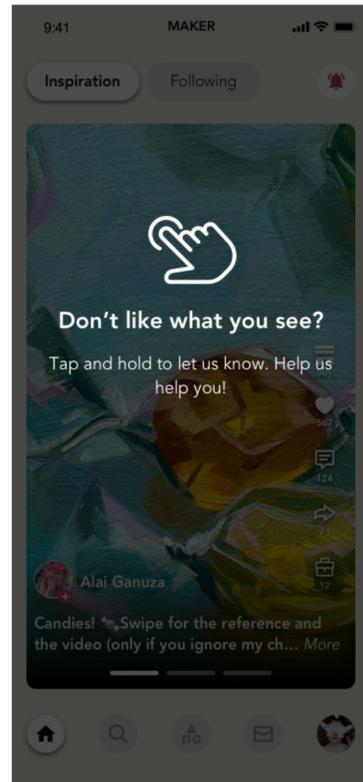
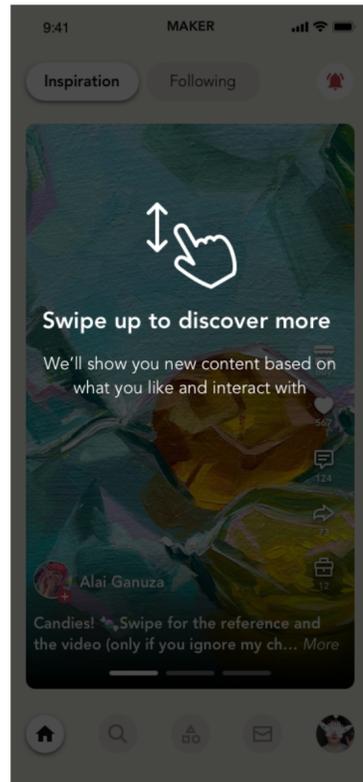
Maker Categories  ^

About  ^

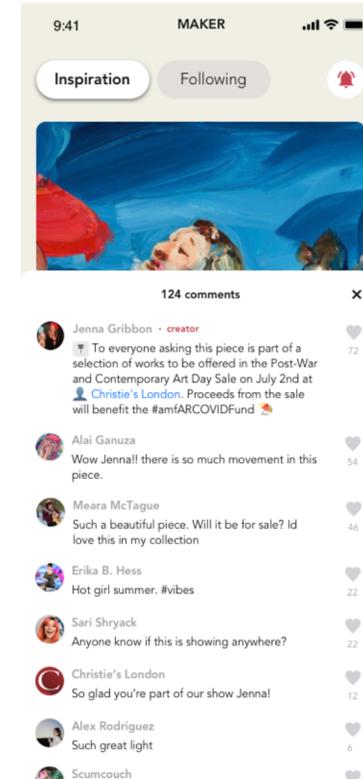
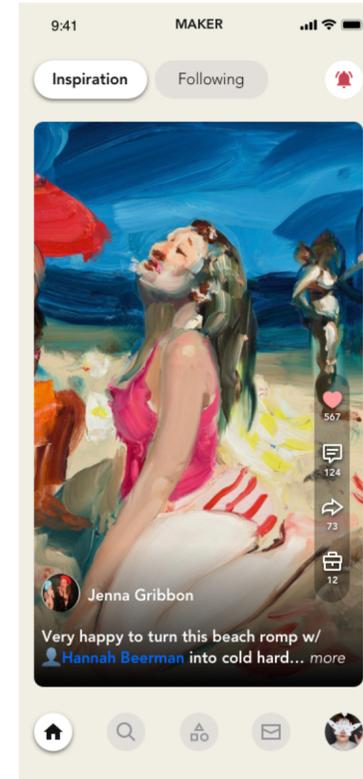
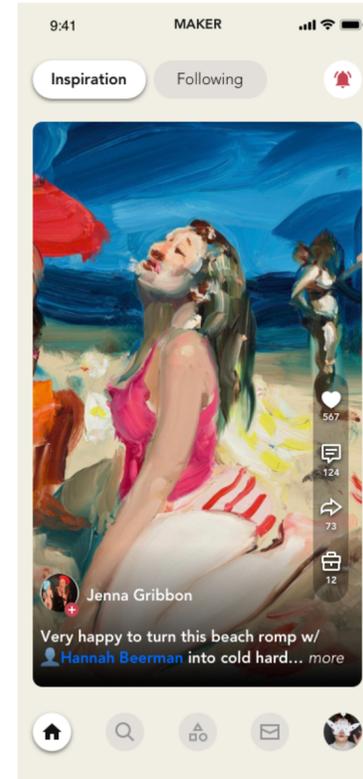
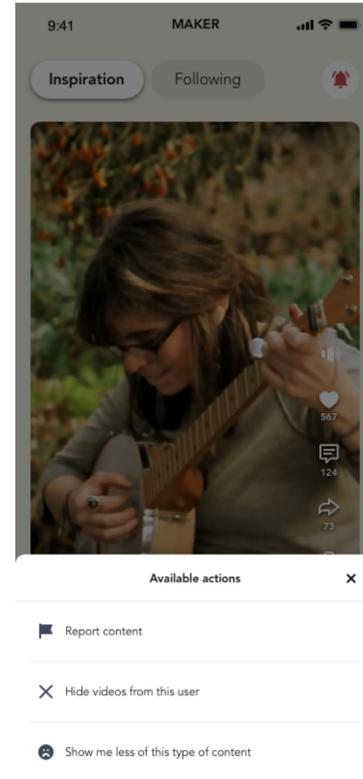
Creative Opportunities  ^



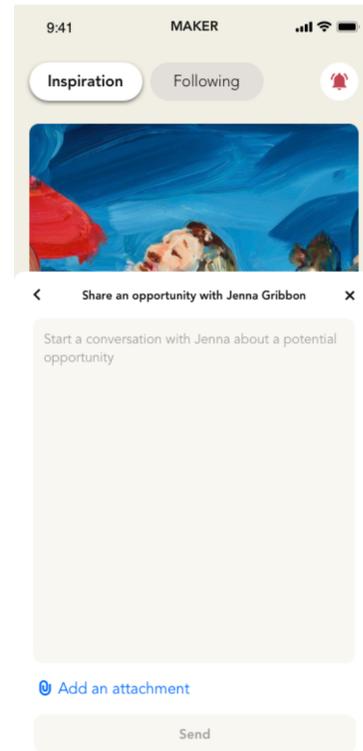
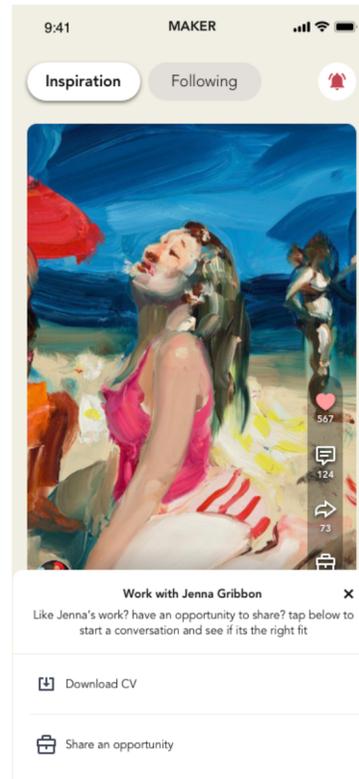
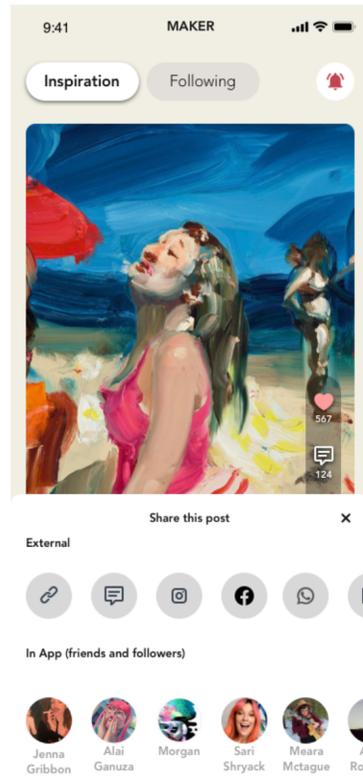
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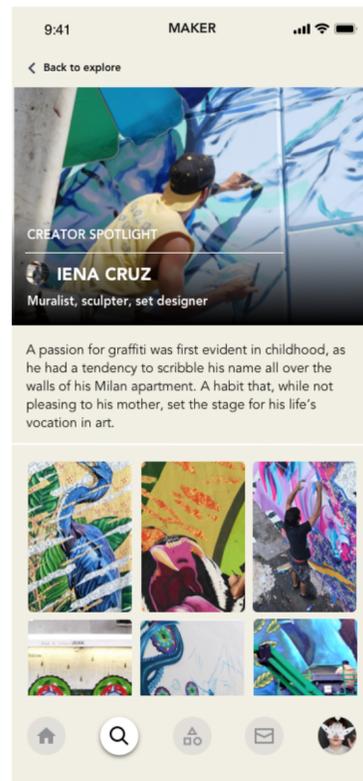
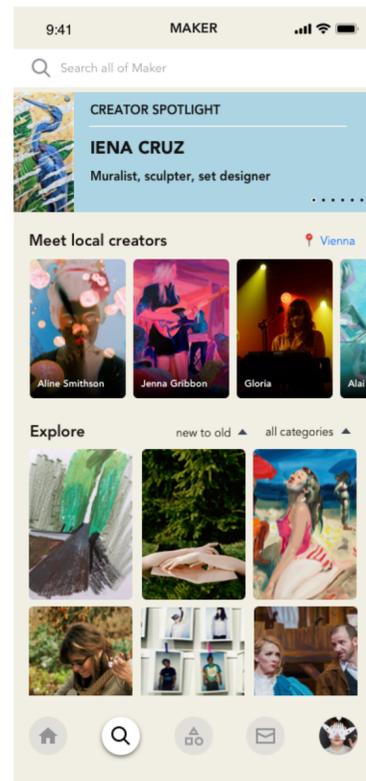
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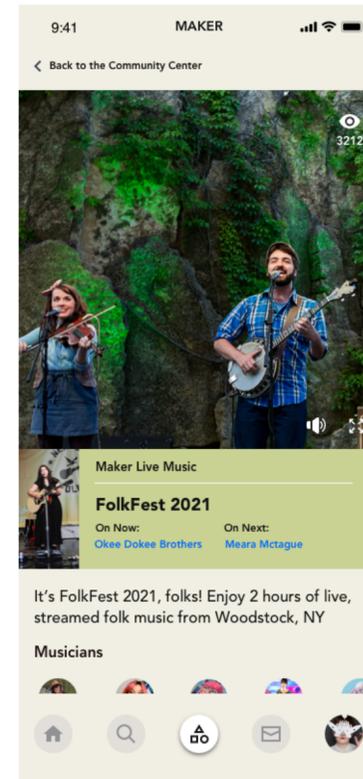
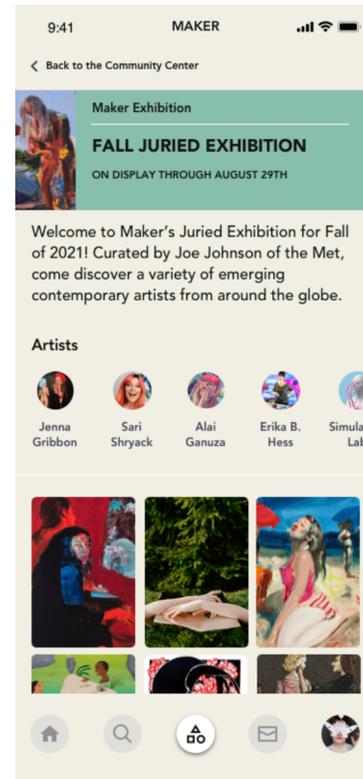
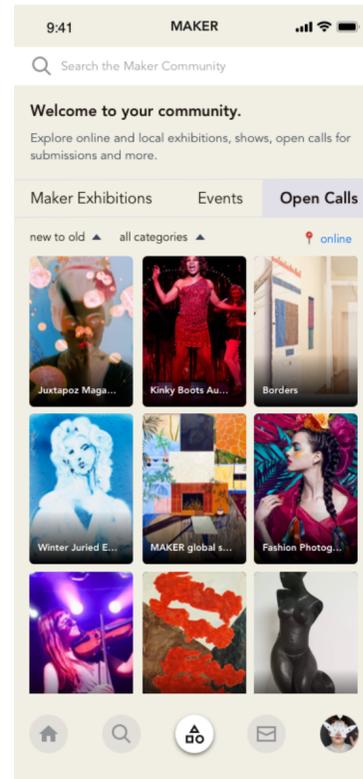
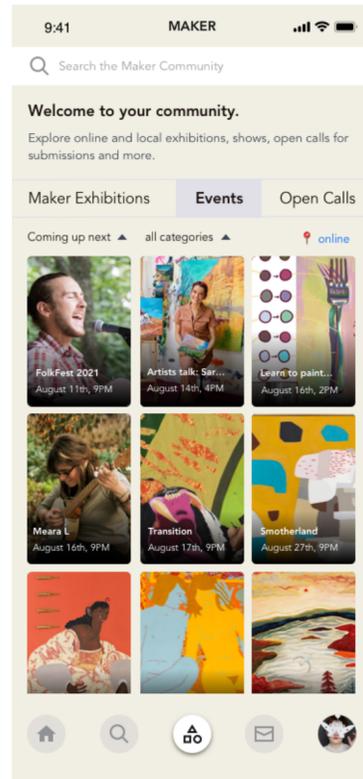
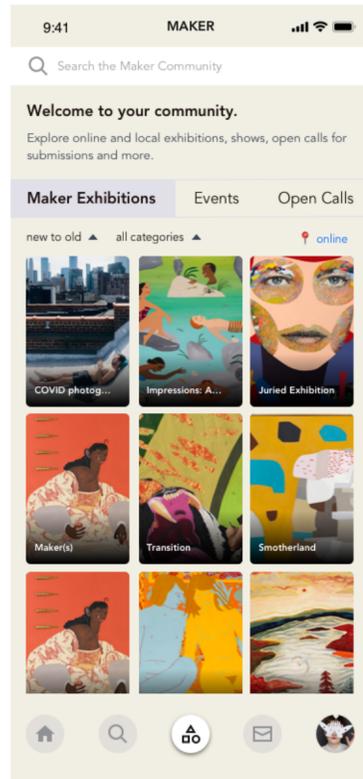
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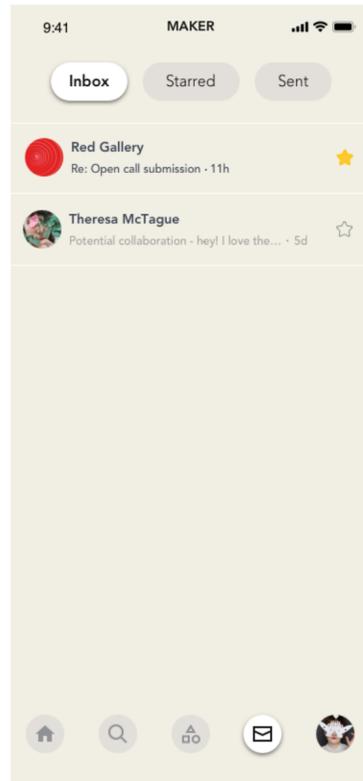
EXPLORE



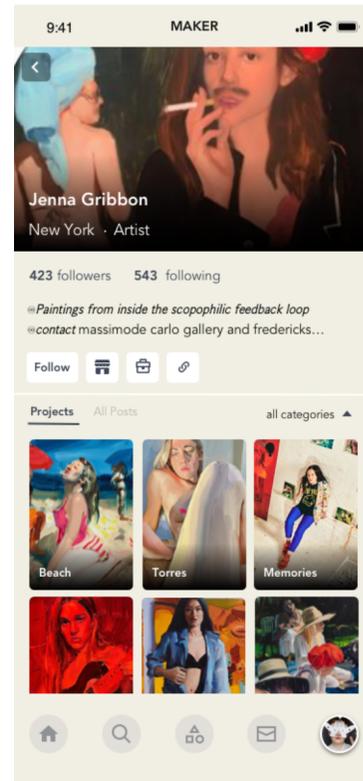
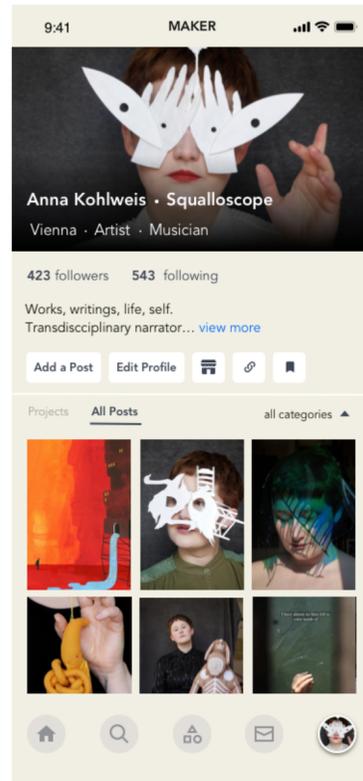
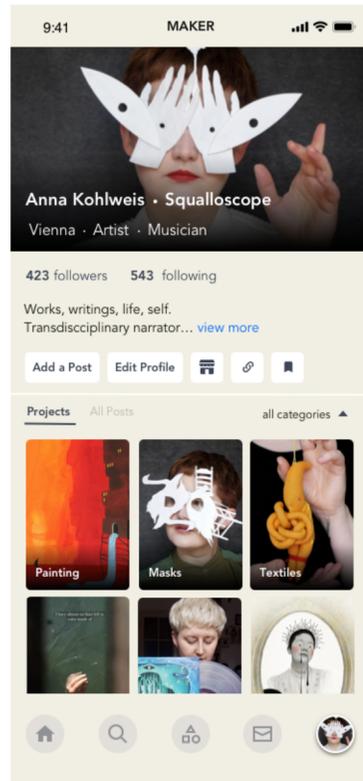
COMMUNITY



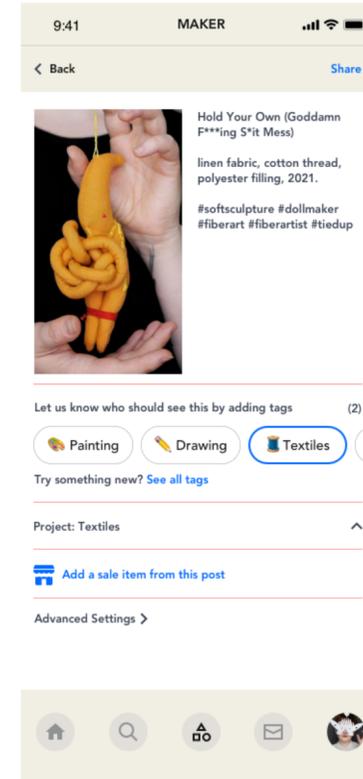
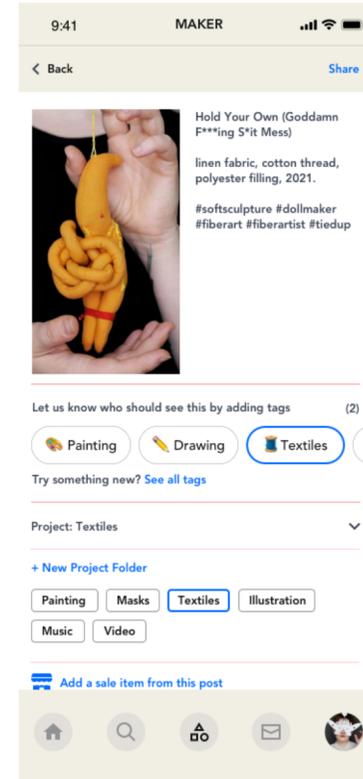
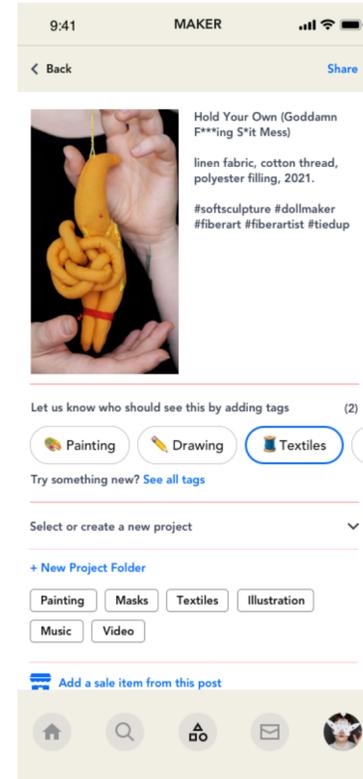
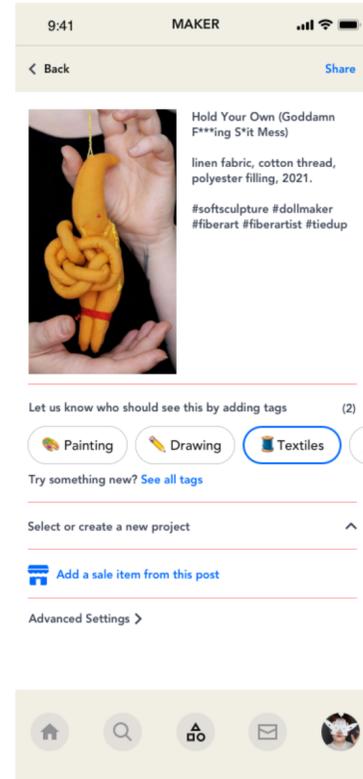
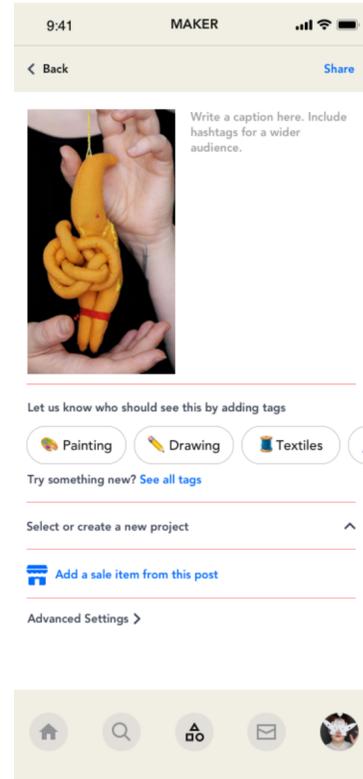
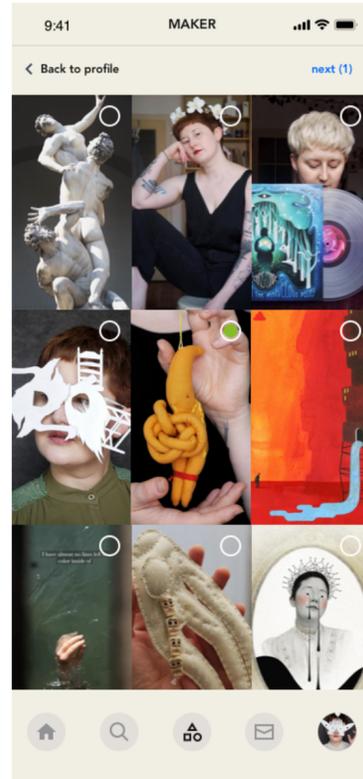
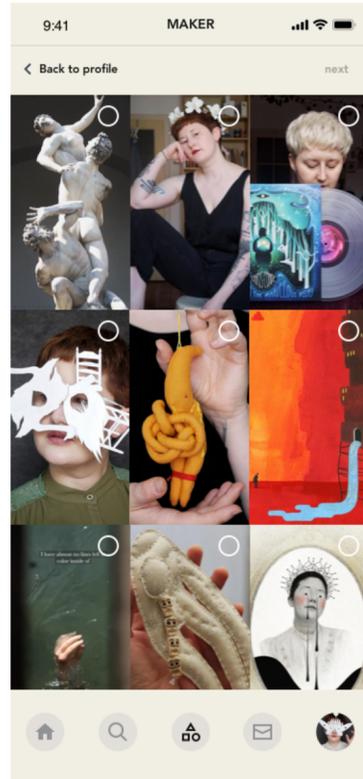
INBOX



PROFILE



CREATE



CREATE

