



Art.Tut

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Project overview



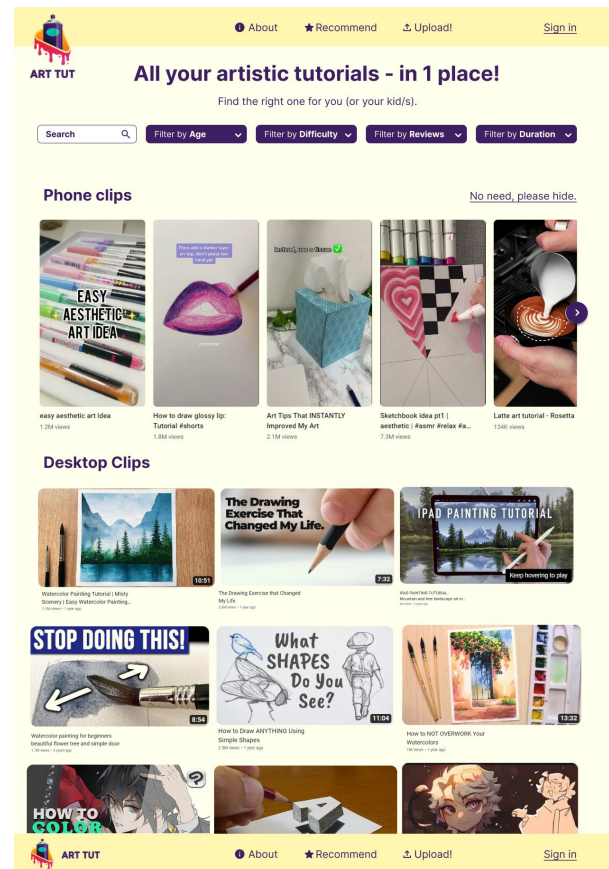
The product:

Website for finding art tutorials



Project duration:

2 weeks project



Project overview



The problem:

Finding art tutorials on TikTok or YouTube, is super easy [you just type on search] but the problem is that you can filter those results.



The goal:

Easy to search and filter art tutorials:
To a mother. A teenager. A kid.

Project overview



My role:

User research & UI/UX Design



Responsibilities:

From Interview users to competitors audit, UI wireframing, prototyping, lofi and hifi design, etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



When I started my research on the user experience when searching for art tutorials,
The current UX looks simple and good: Just type your text on the search box and YouTube/TikTok
will get you the best results! The problem is what the user can do.. NEXT.
This is the gap in the experience, I went to discover and.. hopefully fix.

User research: Competitors Audit

Full Info
[Here](#)

Competitive	Competitive audit goal						
	General information						
	Type	Price (\$ - \$\$\$\$)	Website (URL)	Target Audience	Unique value proposition	First impressions	
						Desktop website experience	App or mobile website experience
#1 YouTube	Direct	Free	Youtube.com	Video results	Biggest time consuming for teens	RATING + Great options and handy filters	RATING - Too much scroll and filters
#2 TikTok	Direct	Free	Tiktok.com	Funny vids	Most viral clips	RATING - Only typing, no filters	RATING - Only typing, no filters
#3 IG Reels	Direct	Free	Instagram.com	Artsy vids	Most artsy clips	RATING - Only typing, no filters	RATING - Only typing, no filters
#4 Google	Direct	Free	Google.com	text results	fastest search engine in the world	RATING - Only text results	RATING - Only text results
#5 ChatGPT	Indirect	Free	Chat.openai.com/	Answers on the go	Best answer on the go	RATING + Minimalistic - No art visuals or videos	RATING + Minimalistic - No art visuals or videos
#6 Google Art	Indirect	Free	Artsandculture.google.com/explore	Art lovers	Most curated art place in the world	RATING + Rich CX	RATING - Tons of content in small s

User journey map

Opening the app > Typing the search > Choosing the art tutorial [no one used the filters]

[Full info here](#)

Diane				
Task	Click Path	Observations	Quotes	Task Completion
	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: Find an art tutorial on how to draw a manga face	typed "how to draw manga face"	She was watching a lot of clips before choosing	"oh shorts1 Would love to see those!"	1
Follow up Prompt 1: Why this clip?			"I chose this as it looks simple, text and the word EASY 3 times!"	
Follow up Prompt 1: Why you didn't use the filters?			"What filters?!" I might filter by ratings in the future.	
Additional Notes: Add any notes about what the participant shares after the tasks are complete.				

User research: pain points

1

Can't filter by age

Tutorials for 6y aren't the same as Tutorials for 15y

2

Don't saw Filters

YouTube has filters, but none of the users saw it

3

No difficulty Filter

From easy to advanced

4

Can't filter by device

Vertical clips [mobile]
vs. Horizontal clips [Desktop]

Persona: **Kate**

Problem statement:

Kathrine is a mum for 2 kids, who needs to find art tutorials for them because she wants her peace & quiet



Name

Age: 44
Education: School Teacher
Hometown: Sydney
Family: Mother of 2 boys
Occupation: CMO

"I love to watch them do art.
They are so passionate for it!"

Goals

- Raising family
- Work
- Warm home
- Educated the boys

Frustrations

- Boys boredom
- Work not attended
- House is a mess
- Boys in their screens

As a single mum, she is busy with taking care of work and 2 boys, so getting them to play and educating in the same time, in art tutorial, gain her some peace & quiet.

Persona: Ben

Problem statement:

Benjamin is a teenager, who needs to find art tutorials because he wants to impress the girls in his class.



Name

Age: 15
Education: High school
Hometown: Sydney
Family: 1 brother. 1 mum
Occupation: High school student

"I can escape when I'm inside Manga"

Goals

- Finish homework
- Be with friends
- Help mum
- Be better in Manga

Frustrations

- When no time to art
- Room invaders
- Mum hard tasks
- Boredom

Like to show off as class with my manga art.
Makes him look cool: in his friends and also with the girls

Persona: David

Problem statement:

Dave is a 9y, who wants to find art tutorials because he wants to be the best artist in his class.



Name

Age: 9
Education: School kid
Hometown: Sydney
Family: 1 mum. 1 bro
Occupation: School

"I love when mum & me go to arts & craft stores"

Goals

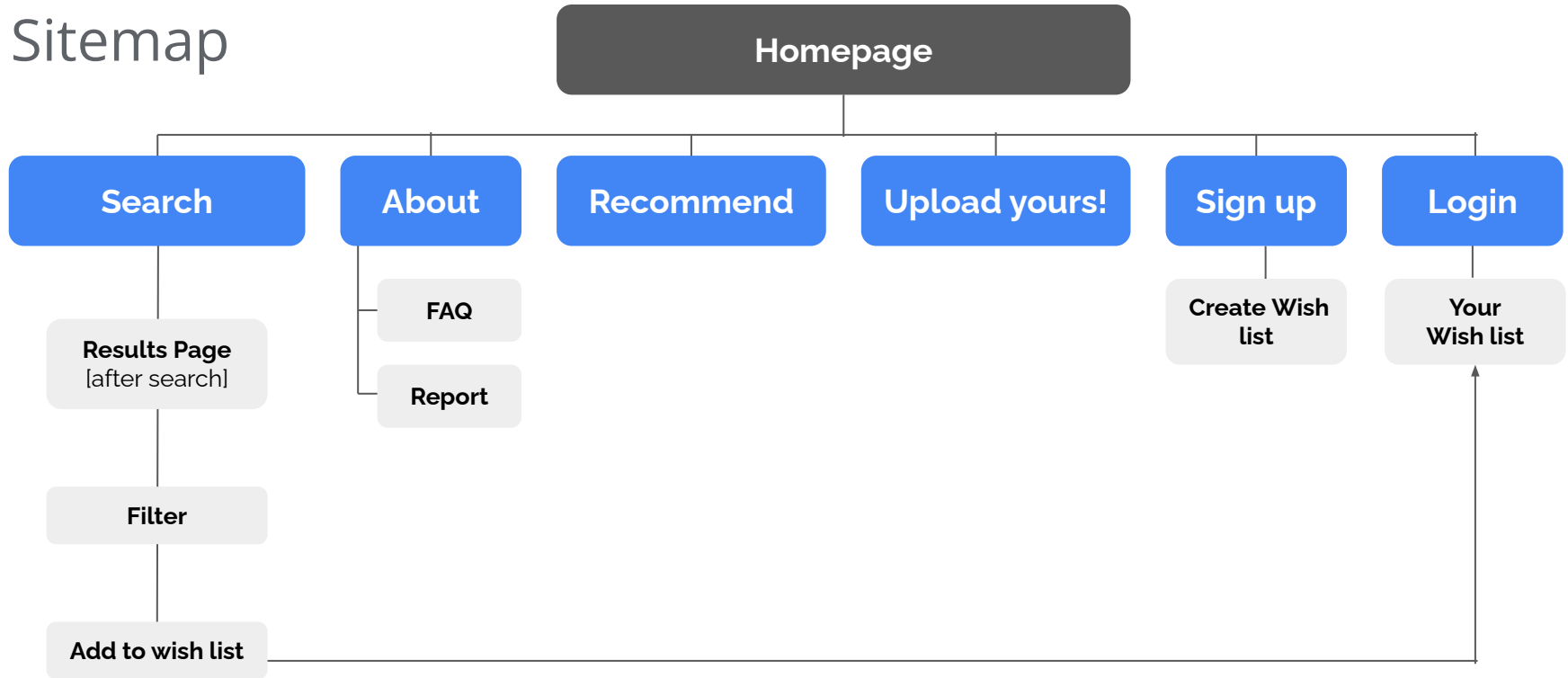
- Get art to my room
- Be best in class
- Help mum

Frustrations

- Big brother boss me
- Mum hard tasks
- No art on weekend

As a smart boy, Dave like to learn new things. Especially art as he can show off after to family & friends.

Sitemap

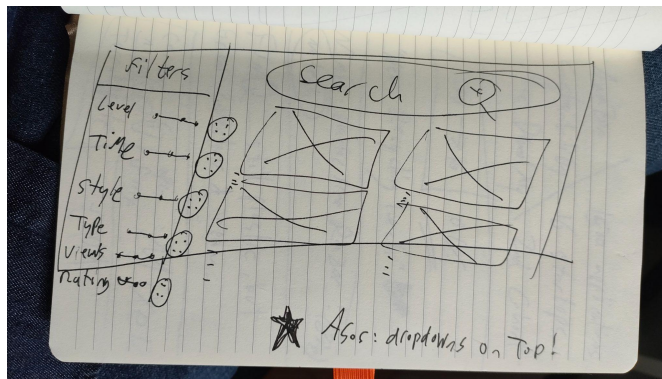
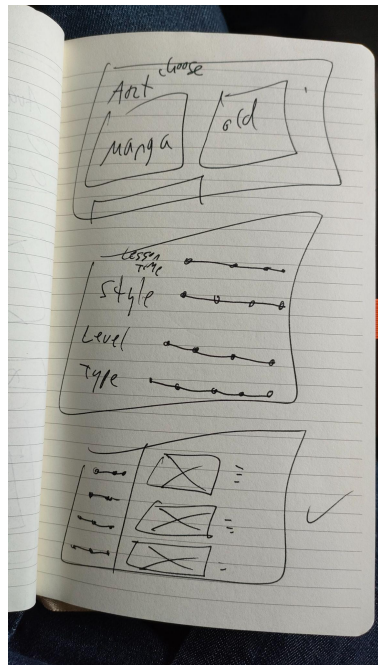
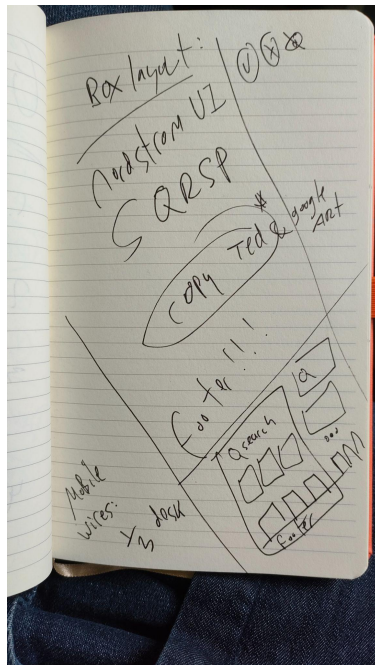
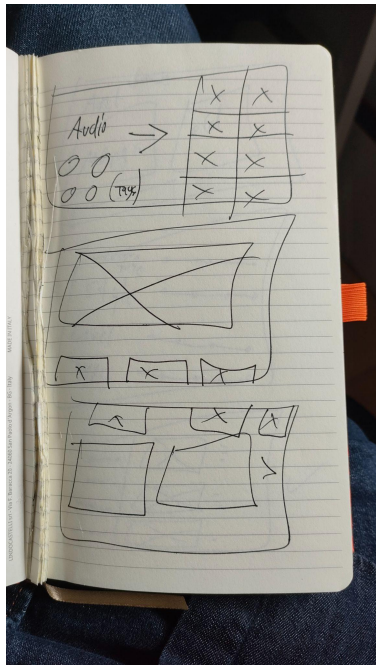


Wanted to add features of wish list and options for uploading & report

Paper wireframes

Crazy 8 some UI:

1. Was mirroring [Asos](#) with filters on the top.
2. Was mirroring [Google shopping](#) with filters on the side
3. Tested [sliders as filters](#)
4. [Ted Talk](#) was the UI winner



Digital wireframe

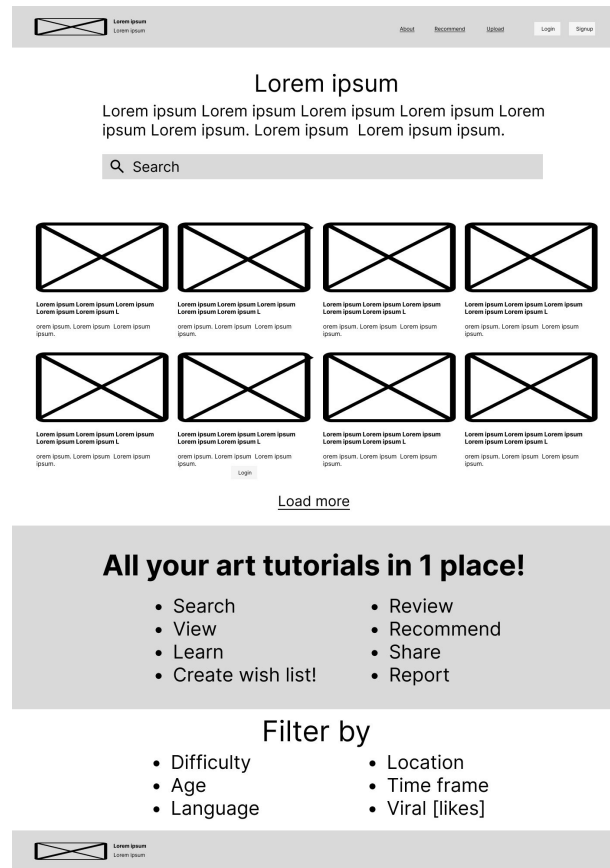
I was aiming to educating the user with the abilities to filter those search results.

[Link](#)

All the features



All the filters



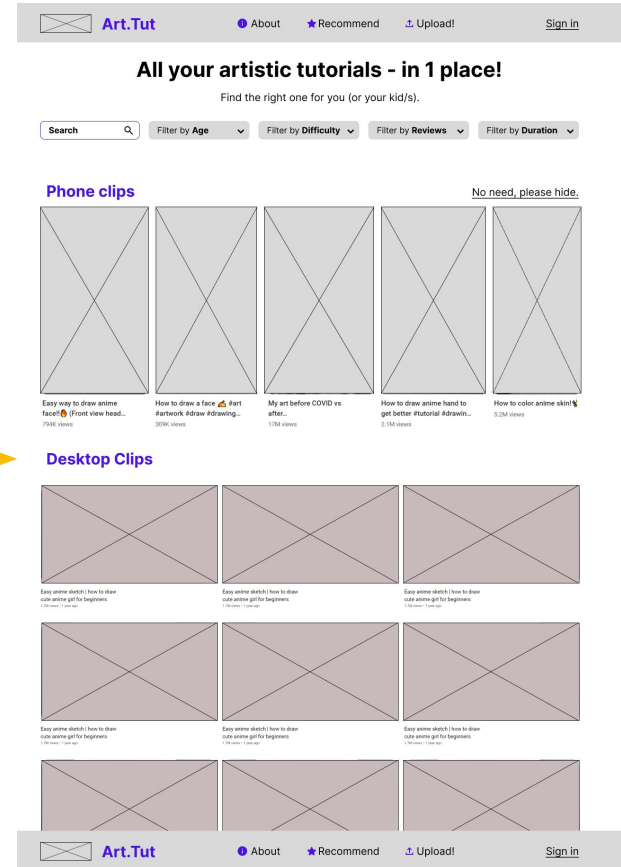
Low-fidelity prototype

[Link](#)

Filters on the top,
and show options

Divide horizontal to
vertical clips...

Both on the
header & footer
can recomm/upload



Usability study: parameters



Study type:

Unmoderated usability study



Location:

London, in house



Participants:

3 participants



Length:

7-10 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Know

Users saw the filters
And understood value

2

Do

Users used the filters

3

Earn

Users enjoyed the results

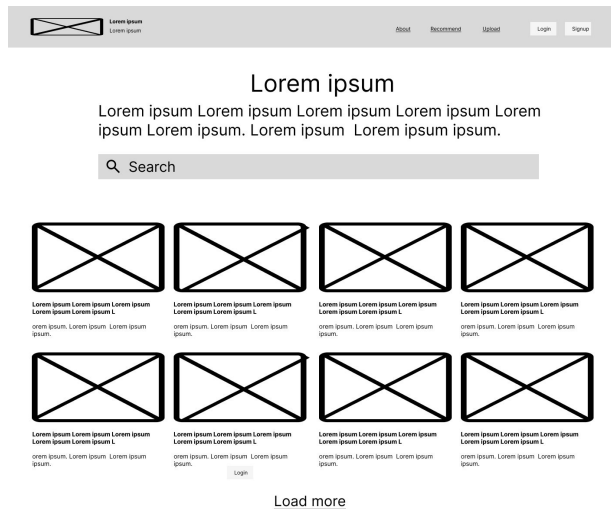
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

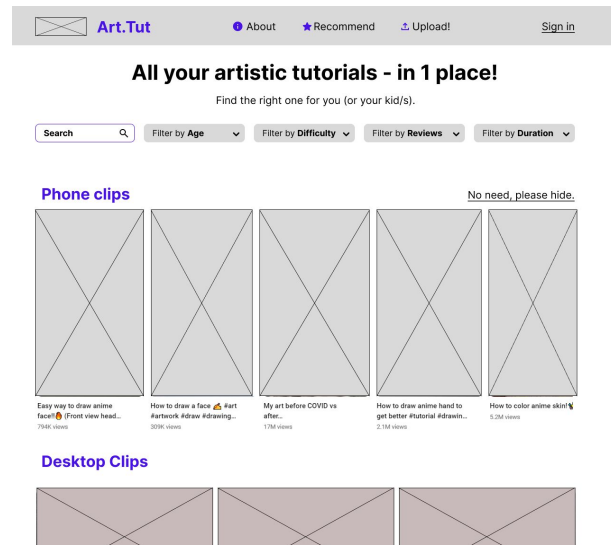
Mockups

On the usability testing, I learned the value of the filters, so I added them on the top.

Before usability study

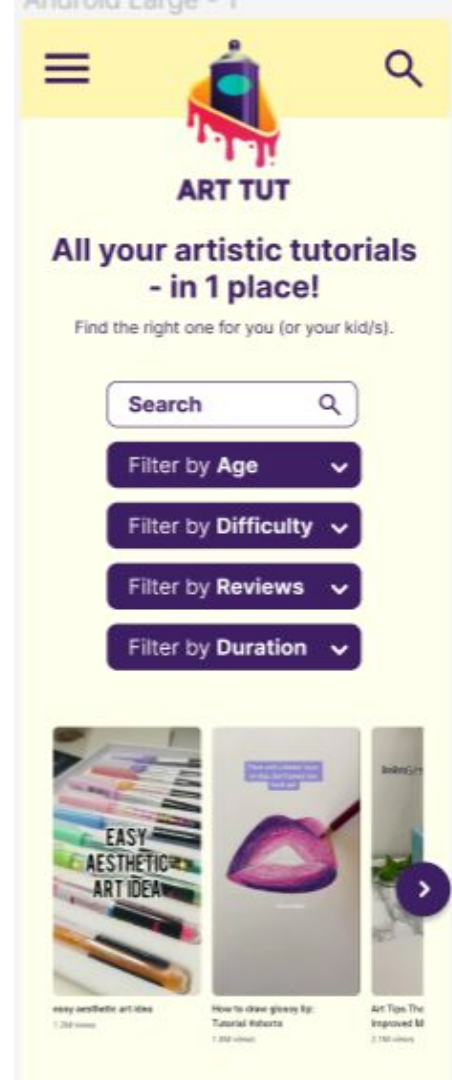
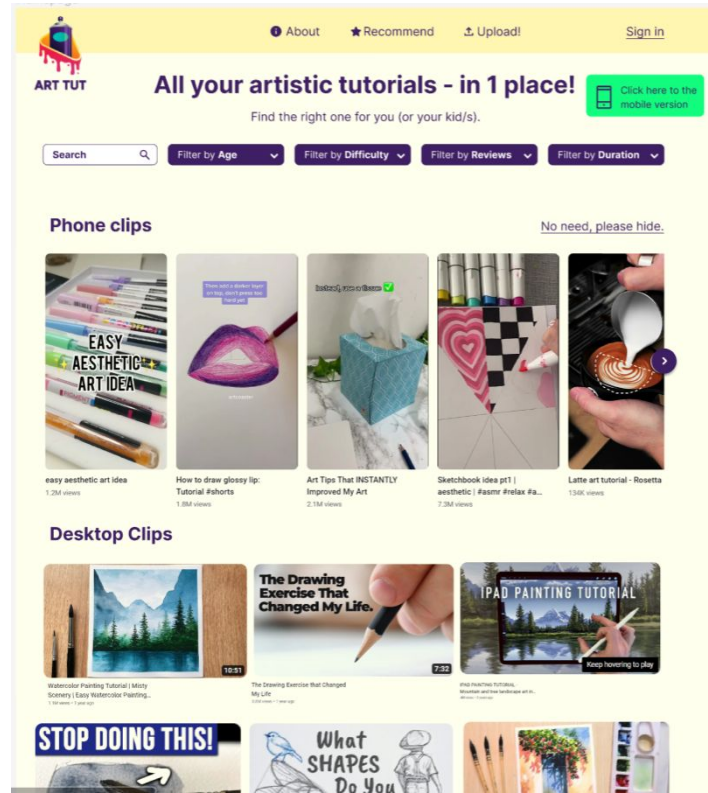


After usability study



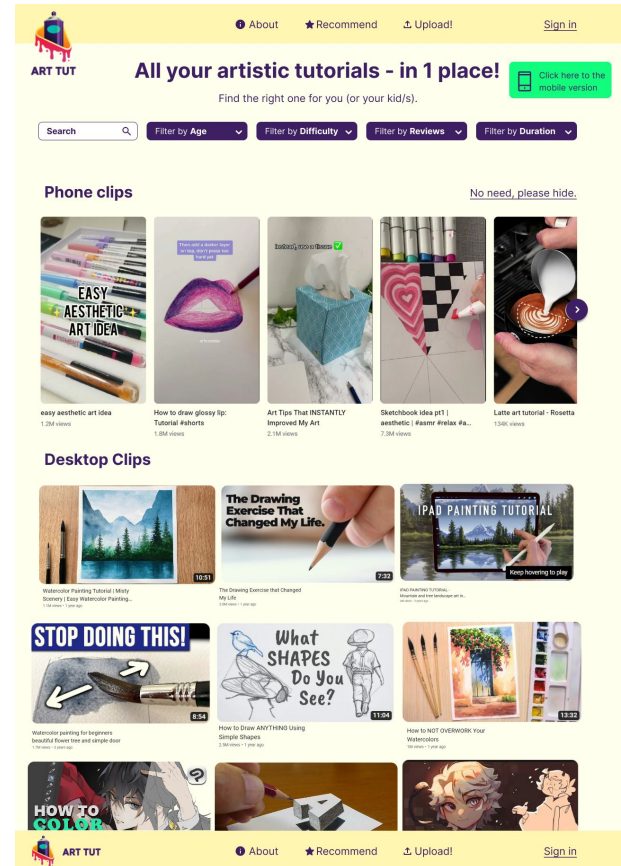
Mockups: Screen size variations

Learned to stack the filters in a horizontal way when desktop, and vertical when mobile.



High-fidelity prototype

[Link](#)



Accessibility considerations

1

Added option to
change a language

2

1 way filters navigation:

Desktop [horizontal]

Mobile [vertical]

So it's easy for
people with disabilities.

3

I checked **Color contrast**

And fixed when needed

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"OMG! It's looks so cool!"



What I learned:

That it's absolutely fine to grab UI from a site

Next steps

1

Sync the front end to
Content channels
[YouTube/TikTok API]

2

Test the interface with
people with disabilities

3

See if art channels can
use it as their own UI

Thanks.

Now, Follow your ART!

