# exchange
We're bringing barter back

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Exchange is a theoretical mobile application where students of SCAD (Savannah College of Art and Design) can discover or exchange art & supplies with other college students. This was a project focusing on the planning & development of mobile apps through team collaboration. In addition to experience working in a team, I gained knowledge about a variety of UX/UI topics including demographic personas, journey maps, wireframes, and storyboards.

Our team was on the same page for this project's direction early on. Once we had established the overall idea for the app our first goal was to do initial research into the proposed apps market & the demand for it; through surveys & interviewing SCAD students. We then used this research to develop three personas to further develop the scope of the app's features. We then began to brainstorm the design principles of the app including logo, typeface, & color palette.

Once the brainstorming & initial planning had been completed the direction turned towards prototyping the final project. Since this was only a 10-week project we used Figma to create a high-fidelity wire frame of the app as opposed to coding the entire thing. Starting with Lo-Fi wire frames and getting user feedback at each round we developed three levels of the proposed apps that functioned the way the official app would operate.
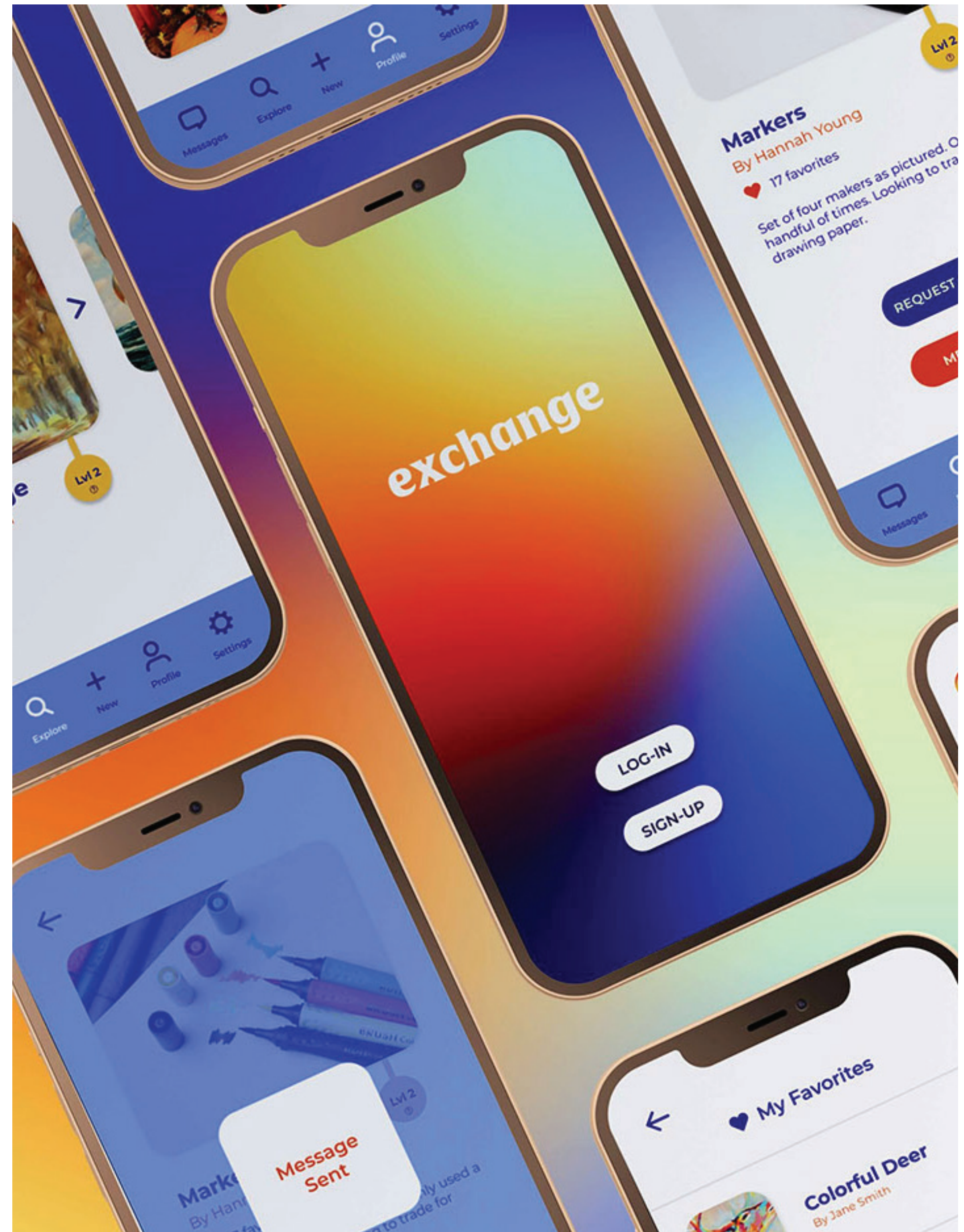
Concepts

The Food Mindfulness App

An app that provides users with a place to practice mindful eating through journaling and meditation.

Features:

- Journal/personal log
- Meditation guide
- Craving tool that provides recipes based on craving

Artswap

Summary: An app for artists to connect to other local artists that want to trade their work for work. (Barter system)

Features:

- Online profile to show/trade work
- Schedule local meetups
- Discover local artists
- Material swap

There And Back Again

Summary: An app that helps you find nearby trails & hikes and find the perfect audio to accompany you on your adventure.

Features:

- Search & explore trails & hikes using location
- Abiility to save trail maps for offline use
- Search & Save podcasts to listen to
- Ability to access satellite radios

Primary Research

Survey Questions:

- What is your age?
- What is your major? Any minors?
- What type of art do you make?
- Do you buy your art materials second hand?
- Have you ever sold your art? If yes, where did you sell your art?
- When you sold your art, how were you paid?
- What are your thoughts on the barter system?
- Would you consider trading your art for someone else's?

Interview Questions:

- What is your age?
- What kind of art do you make?
- Have you ever sold your art?
- If yes, where did you sell your art?
  - Was it an online store like etsy, ebay or redbubble, through a personal website, or in person at an art fair or gallery?
- What currency did you use when selling your own art?
  - Was it an online transfer of funds like paypal, cashapp, venmo, zelle, was it a card payment, or was it cash/check?
- Was the item sold for a specific price, or was the piece auctioned off?
- Have you ever traded your art for a service or good that wasn't money?
- Would you consider using a service that allows you to trade your art for other artist's work?
- Do you think trading art instead of selling art for a specific price could impact the worth of the art?
  - Would this impact be positive or negative?
- Would you be interested in trading art materials with other artists?
- Where do you currently get your art materials from?
- Do you purchase materials online from stores like blick art materials, michaels, amazon, ebay, etc.? Where?
- Do you go to stores in person to purchase materials? Where?
- How often do you find yourself purchasing new art materials? Once a week, once a month, a few times a year?
- Have you ever purchased art materials secondhand from a thrift store or website like ebay, facebook marketplace, etc.? Where?
- Before you download a new app, how do you decide the app is worth downloading?
- What is your favorite art-selling app?
- What about the app do you like the most?
- What is your favorite art-purchasing app?
- What about the app do you like the most?
- Have you ever used an in-app currency?
- Did you earn the currency/was the currency gifted by the app, or did you purchase the in-app currency?

Lean UX Canvas (v2)

Title of initiative: Exchange

Business Problem
What problem does the business have that you are trying to solve?
(Hint: Consider your current offerings and how they deliver value, changes in the market, delivery channels, competitive threats and customer behavior.)

- Improve SCAD student engagements, create a community of art-sharing
- Reduce material waste and cost among SCAD students
- Improve SCAD student success by helping them find classmates to study with/tutor

Solutions
What can we make that will solve our business problem and meet the needs of our customers at the same time? List product, feature, or enhancement ideas here.

- Art trade based on the barter system
- Material trades
- Premium version that give you priority

Business Outcomes
How will you know you solved the business problem? What will you measure?
(Hint: What will people/users be doing differently if your solutions work? Consider metrics that indicate customer success like average order value, time on site, and retention rate.)

- Artists are able to trade art easily
- A majority of SCAD affiliates use the app to network

Users
What types (i.e., personas) of users and customers should you focus on first?
(Hint: Who buys your product or service? Who uses it? Who configures it? Etc)

- SCAD Students and Alumni
- Professors

User Outcomes & Benefits
Why would your users seek out your product or service? What benefit would they gain from using it? What behavior change can we observe that tells us they've achieved their goal?
(Hint: Save money, get a promotion, spend more time with family)

- A user would seek our service for curating local art made my students, material trades and to seek art services from others
- Artists have an easier time networking and creating business connections
- Artists can discover new art easily

Hypotheses
Combine the assumptions from 2, 3, 4 & 5 into the following hypothesis statement:
"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."
(Hint: Each hypothesis should focus on one feature only.)

- We believe that ArtSwap will be able to help SCAD affiliates discover art and meet others through art exchange and material trading.

What's the most important thing we need to learn first?
For each hypothesis from Box 6, identify the riskiest assumptions. Then determine the riskiest one right now. This is the assumption that will cause the entire idea to fail if it's wrong.
(Hint: In the early stages of a hypothesis focus on risks to value rather than feasibility.)

- Do we need this app?
- Will it be used?
- Who is most likely to use it?

What's the least amount of work we need to do to learn the next most important thing?
Design experiments to learn as fast as you can whether your riskiest assumption is true or false.

- Research Style and create mood boards

User Feedback

Jennifer Kokoski

CREATIVE ENDEAVORS
Graphic Design, Web Design, Photography, Clothing design, writer

Jenkokodesigns
Etsy, they take care of a lot of business headache, but take a fee

Book sales
Personal website, book signings
Publishing, Royalty cuts around 30% for author
Paypal for books

Items were sold, not a fan of auctioning, cheapens the work

Commissions: making money !! selling your talent, selling your art your products
Commissions are owned by clients

Graphic design:
Interviewing clients, then advertising campaign
"Artists are the worst clients" lol

MATERIALS PURCHASING
Lowest material cost without sacrificing quality
No more than 50% of the cost of the product on materials

Joann Fabrics, store
-good for variety, bad for supply

Etsy, Amazon
-trim

Wholesaler, online
-good for supply
-Wholesale direct fabrics made in USA

Secondhand
-material from others online
-online stashing groups for trading fabric

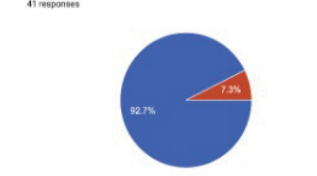The inspired full artist is an introvert and the empty extrovert

Etsy app

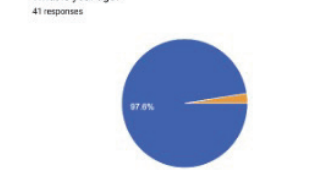Pinterest app for reference, youtube app

Students tutoring students on technique!!
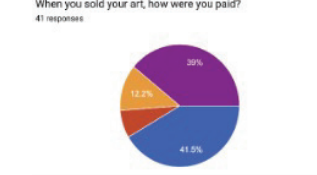
Interviewee: Mary Sundius

Would you consider trading your art for someone else's?
41 responses

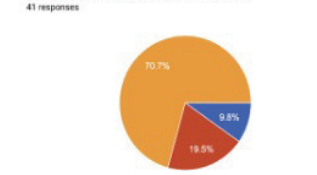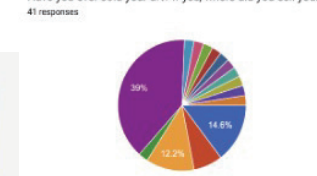**What is your age?**
41 responses
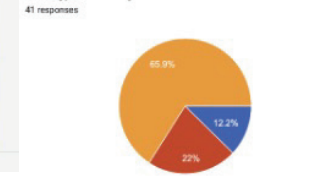
When you sold your art, how were you paid?

Do you buy your art materials second hand?
41 responses

Have you ever sold your art? If yes, where did you sell your art?
41 responses

What type of art do you make?
41 responses

What are your thoughts on the barter system? (Barter is an act of trading goods or services between two or more parties without the use of money)

- Time of the past
- It doesn't pay bills, but it depends on the context and how much work I put into a piece
- I like it I think the situation doesn't always call for it but when it does it feels more wholesome than monetary exchange
- I think it's a great option, but not always the best
- I like it if it's a reasonable exchange
- I think it's a really interesting system and honestly I love the idea of getting rid of money. But then I start to think about who decides what is worth what, and what happens if it gets out of hand (like if someone said three tomatoes were worth 100 diamonds or something?). Now, this may just be me not exactly understanding how the barter system actually works, but overall I really do like the idea.
- Depends on what is being bartered in the first place and how the system is set up.
- bring it back!! neww!!
- I love it!!
- I would love this
- I think it's cool not everything is about money yknow.
- I like it ! especially between artists I enjoy
- When it's between friends/people I trust I would love to trade my work for theirs
- It's good
- Not sure
- Valid if both parties agree
- would be okay with me but ITS A NECESSITY that the trades are of EQUAL VALUE!
- It sounds like a nice alternative. I havent had much experience in this system so I don't know much.
- It's cool but only with trusted friends.
- I'm a big fan of the barter system!
- Fun way to spread art
- I LOVE it. We should go back.
- I think it's interesting but hard to judge the value of certain items to make sure it's a fair trade
- I think we we heard more of it, it's good

What is your major? Any minors?

- Fibers Major x Painting Minor
- Illustration and story boarding
- SEQA major, concept art for video games minor
- Animation Major Art History Minor
- Fashion Design Minor in Fibers and minor in art history
- Major: interior design, Minors: architectural history and gender studies
- Illustration and storyboarding
- business for beauty and fragrance
- Painting, business management minor
- Dramatic Writing
- Photography and Graphic Design
- Jewelry
- Animation
- animation :)
- Illustration with a Ceramic Arts Minor
- Beauty
- Graphic Design / Game Design
- Major: Graphic Design Minor: Illustration
- Immersive Reality
- industrial design , design for sustainability
- My major is 2D animation
- Graphic design! But I paint as a hobby.
- Illustration
- Production Design
- Fashion marketing writing minor
- illustration major interior design minor
- Graphic design, photography
- Graphic design
- Graphic Design minor in Ad and Branding
- Graphic Design/Printmaking
- Game Development, concept art for games
- Graphic design
- Animation with a 2D concentration
- LXMT
- User Experience Design
- Film and Television
- Photography and minor in ad
- Fibers BFA, Accessory design MFA
- ILLU major (surface design), GRDS minor
- Motion Media

Passionate Pete

Pete Castiglione, 23

Job: Dunkin Donuts
Location: Savannah, Georgia
Personality Traits: quiet, creative, serious
Motivators: self-promotion, meeting new people

About

Pete is a Freshman majoring in Photography at SCAD. You can usually find him exploring the nature around him and he tends to keep to himself. That being said, Pete wants to meet new people but he is having trouble. He knows that there are other students interested in nature photography, but he doesn't know how to connect with them. He thinks that if he promotes his art enough it will attract the right people.

Branding Exploration

PETE'S JOURNEY MAP

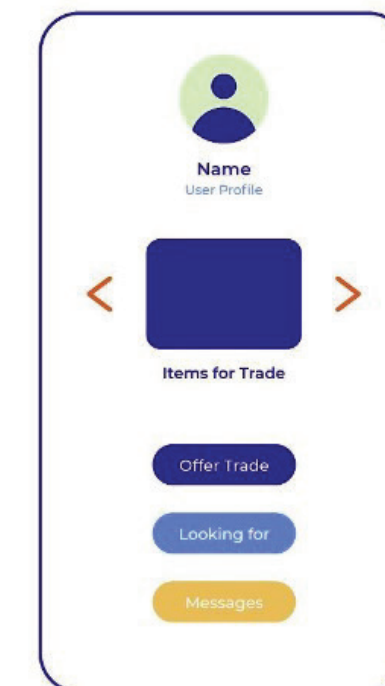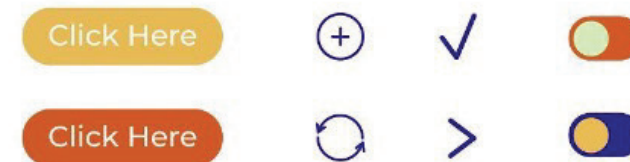| STAGES OF JOURNEY	PROBLEM	SEARCHING FOR A SOLUTION	SEEKS SOLUTION	SEARCHING FOR A SOLUTION AGAIN	SEEKS SOLUTION	UNRESOLVED PROBLEM
ACTIVITIES	Wants to promote his art and meet like minded artist	He begins creating a social media presence on facebook and instagram	Pete has established his presence on social media but continues to struggle connecting with followers	He goes back to the web and searches for a social media app that focuses on art specifically	Pete cannot find any art promoting app that isn't solely curated to selling art.	Pete gives up and does not know what to do
FEELINGS & NEEDS	Hopeful to get feedback on his art and meet new people	Glad he is gaining follower but does not know how to connect one-on-one with people	Frustrated because he cannot find other SCAD students easily on social media.	Confident that there HAS to be an app that will solve what he wants.	Doesn't have the money to buy art and is not particularly interested in using his photos for profit	Angry that an app like what he wants doesn't exist.
OPPORTUNITIES FOR THE FUTURE						

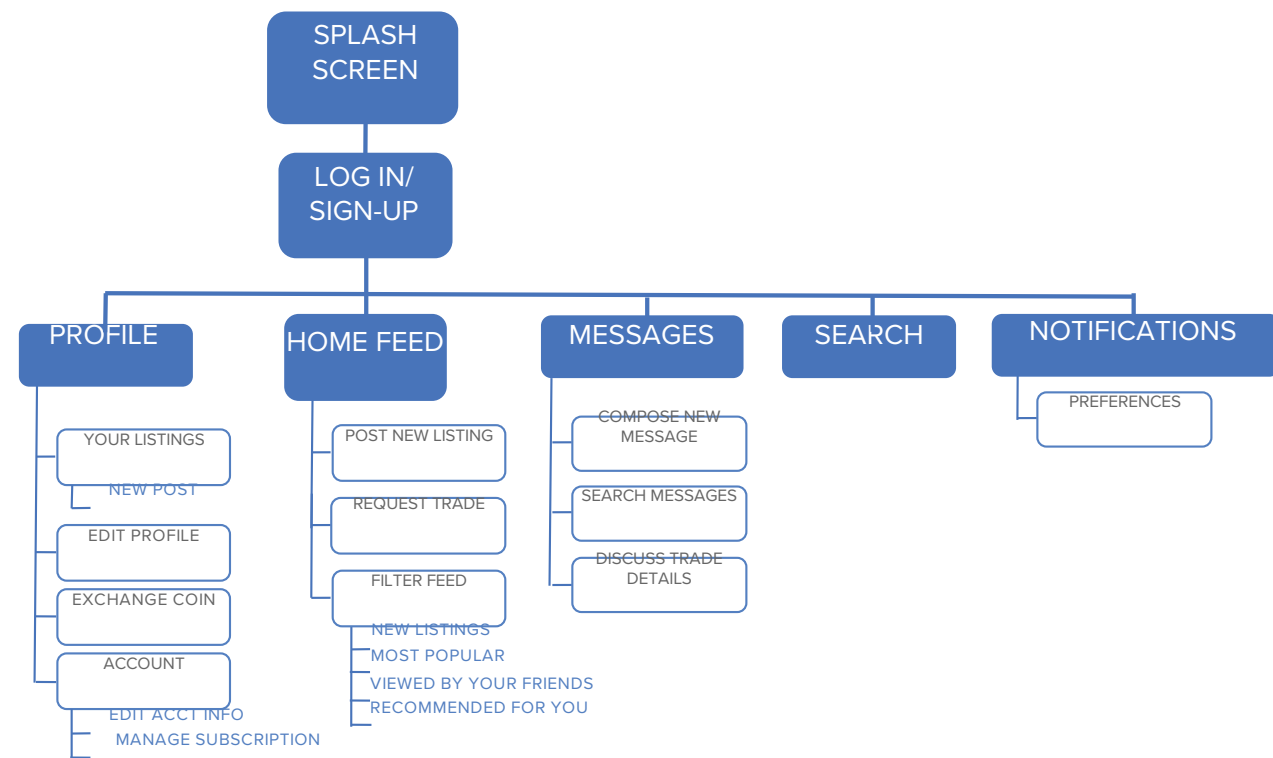## exchange

This is an example of the headline style

Encouraging and Inclusive

We are developing an app where SCAD students and alumni will be able to trade, sell, and share their art/materials with other students.

Search here

Click Here

Click Here

Name
User Profile

Items for Trade

Offer Trade

Looking for

Messages

Hypothesis

SPLASH SCREEN

LOG IN/ SIGN-UP

PROFILE

HOME FEED

MESSAGES

SEARCH

NOTIFICATIONS

YOUR LISTINGS

NEW POST

EDIT PROFILE

EXCHANGE COIN

ACCOUNT

EDIT ACCT INFO

MANAGE SUBSCRIPTION

POST NEW LISTING

REQUEST TRADE

FILTER FEED

NEW LISTINGS

MOST POPULAR

VIEWED BY YOUR FRIENDS

RECOMMENDED FOR YOU

COMPOSE NEW MESSAGE

SEARCH MESSAGES

DISCUSS TRADE DETAILS

PREFERENCES

Features:
- Splash Screen
- Sign-In
- Account
- Settings
- My Profile
- Home Feed
- Explore
- Search
- Messages
- Notifications
- New Post
- Your Listings
- Edit Profile
- Exchange Coin
- Account
- Edit Account Info
- Manage Subscription
- Pay with paypal or card
- My Community
- Post New Listing
- Request Trade
- Filter Feed
- New Listings
- Most Popular
- Viewed by your friends
- Recommended for you
- Compose New Message
- Search Messages
- Discuss Trade Details

Flow 1 ▷

Opening

Profile

Main Art Feed

Main Material Feed

Messages

Settings