

Painting By Numbers

Anthony B.

Project overview



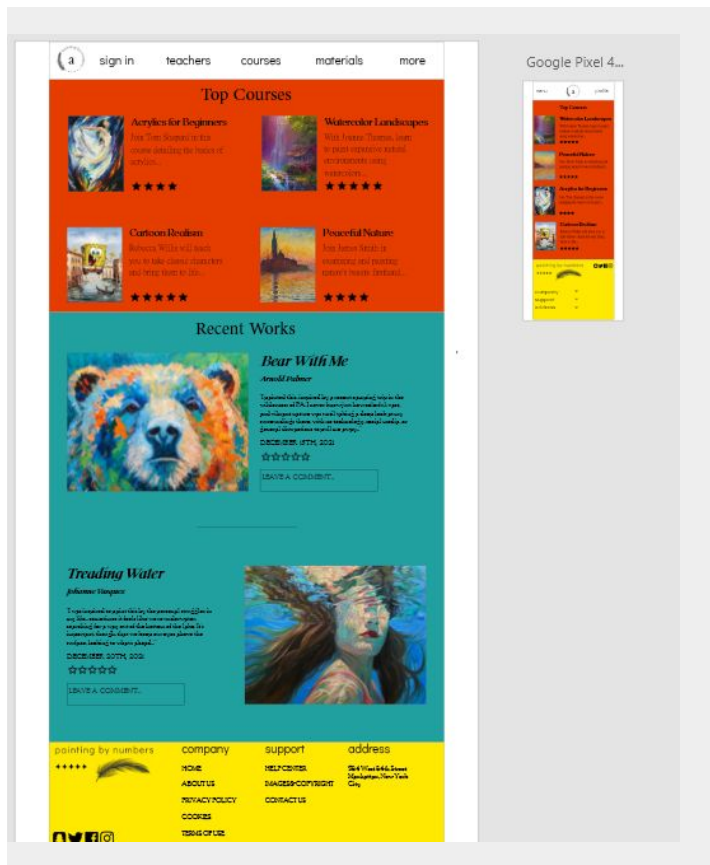
The product:

A colorful art tutorial/gallery website offering creative skills lessons and the chance to share the fruits of self-expression.



Project duration:

Insert the time that you worked on this design project - December 2021 - January 2022



Project overview



The problem:

Costly, overly avant-garde art tutorial offerings lacking clear structure.



The goal:

A simple yet fulfilling website offering courses and manageable skills tracking.

Project overview



My role:

Lead UX Designer & Researcher



Responsibilities:

User research, wireframing, prototyping, and design

Understanding the user

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

User research: summary



User research - getting in touch with creatives and their preferred method of artistic instruction/expression - yielded valuable insight.

Designs, like the artists themselves, had to be vibrant and eclectic. A wide variety of course topics would cover the entire creative process.

User research: pain points

1

Cost

Multiple payment options included within the Painting by Numbers app would serve to solve this pain point.

2

Lack of structure

A one-off video tutorial couldn't capture the consistency needed to improve art skills over time.

3

Progress unseen

A 'profile' log or journal would allow tangible manifestation of progress.

4

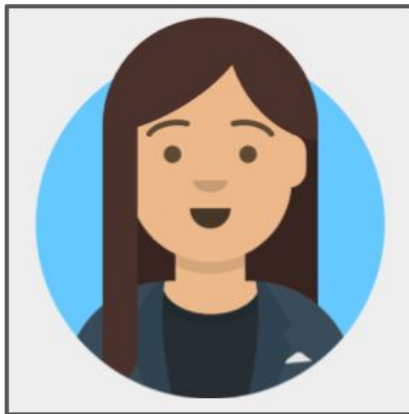
Encouragement deficit

Including a gallery where artists could share their work and encourage others makes feedback and encouragement easy.

Persona: Name

Problem statement:

Jess is a educator with a busy schedule who needs convenient painting instruction that encourages her continual progress.



Jess

Age: 20

Education: Bachelor's Degree

Hometown: Miami, FL

Family: 2 parents, 1 dog

Occupation: Educator, aspiring painter

"Yeah... I've just been so busy, and honestly, it gets hard to pick up the brush and canvas after a while.."

Goals

- Jess is an aspiring painter who wants to hone her skills and possibly create a side hustle

Frustrations

- With a busy schedule as a teacher, Jess needs a streamlined and efficient way to practice painting and consistently improve

Jess always wanted to be a teacher; even since elementary school! Now, though, she's taken up painting as a hobby and wants to hone her artistry skills. However, she finds that tutorials on popular sites are often confusing, non-specific, and fail to keep her interested and motivated to paint daily.

User journey map

The main point was to encourage consistency and make it as easy as possible to start painting day by day.

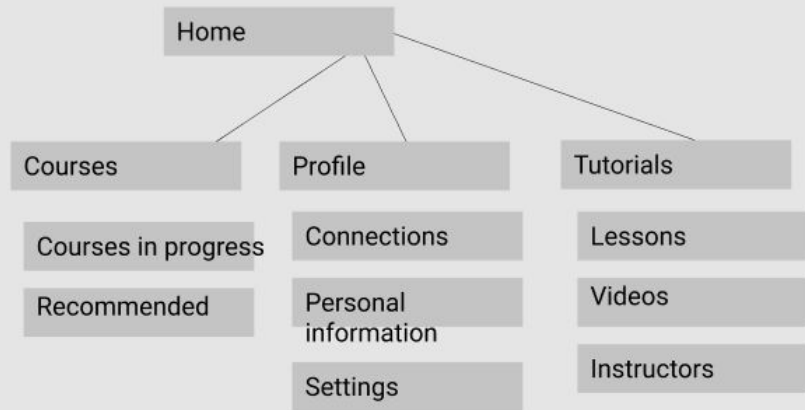
Persona: Jess

Goal: Find art tutorials efficiently and track art progress by day

ACTION	Create an account with the app	Set up daily painting goals	Choose and follow a tutorial	Track/log progress and take picture	Finish log and press 'done for today'
TASK LIST	Tasks A. Enter email and password info B. Retrieve confirmation number to confirm C. Successfully create account	Tasks A. Choose/enter level of experience (professional, hobbyist) B. Choose how many days of the week to paint C. Choose type of painting tutorials to be recommended	Tasks A. Filter specific style/period of painting B. Browse tutorials C. Find a relevant one, click, and follow	Tasks A. Finish painting tutorial; prompted to log progress B. Log current accomplishments and feelings C. Take picture of painting	Tasks A. Finish logging daily progress B. Close out of tutorial screen C. Click 'done for today' to access stats over time
FEELING ADJECTIVE	Excited to start painting Happy with efficient process	Thoughtful about goals Decisive around time management	Eager to follow a painting tutorial and improve skills Nervous about tutorial quality	Feeling accomplished after completing painting Little annoyed at logging progress	Happy with efficiency of app Proud of herself; stuck with painting
IMPROVEMENT OPPORTUNITIES	Could include phone verification method	Provide more customization when it comes to time options	Have 'painting teacher' profiles with expertise	Make this app function optional	Make 'done for today' reversible in case user wishes to change plans

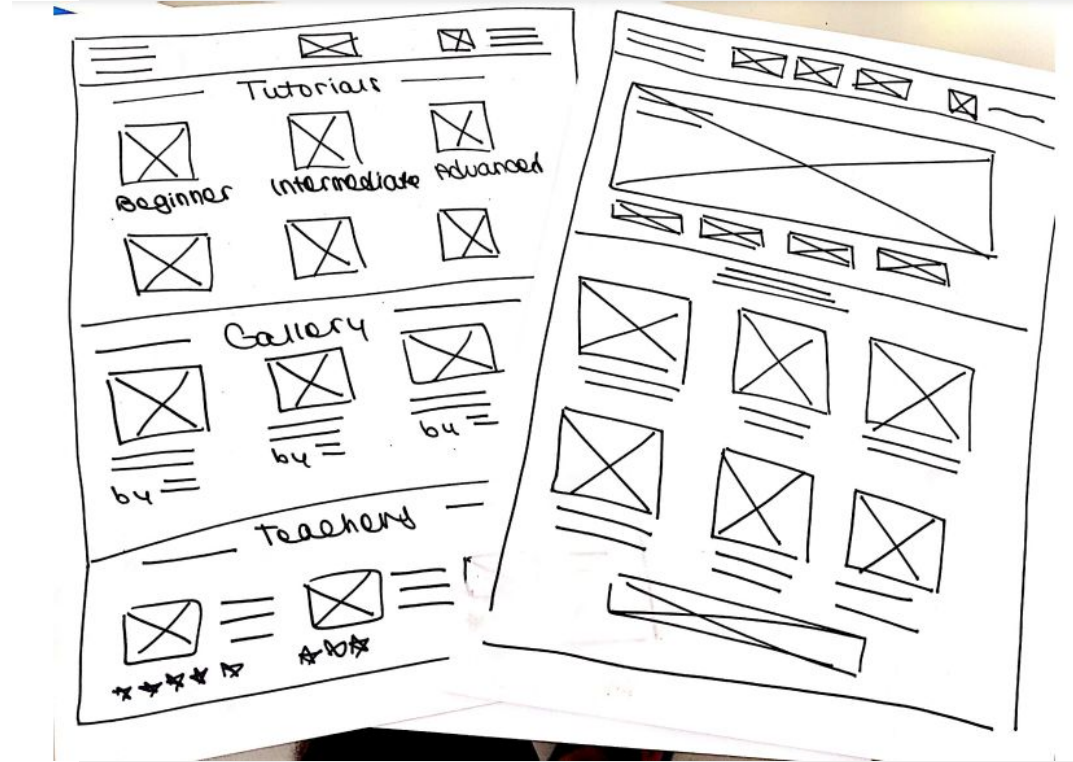
Sitemap

Clear IA gave website functions clarity and associated design purposes.



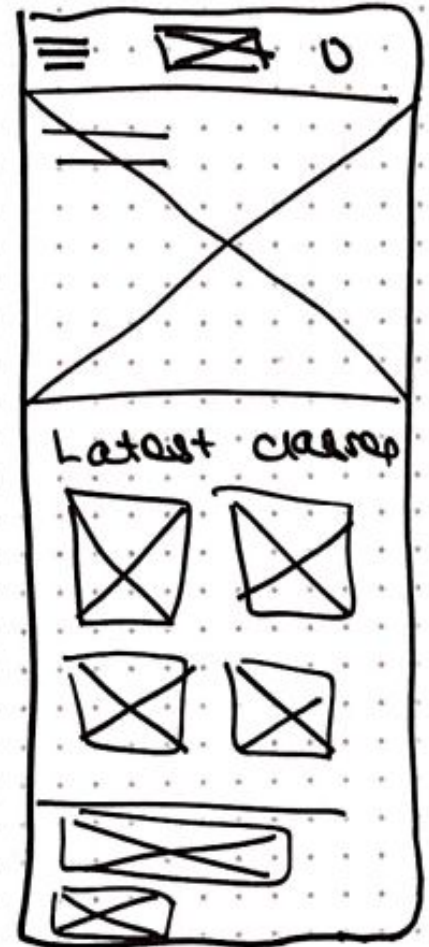
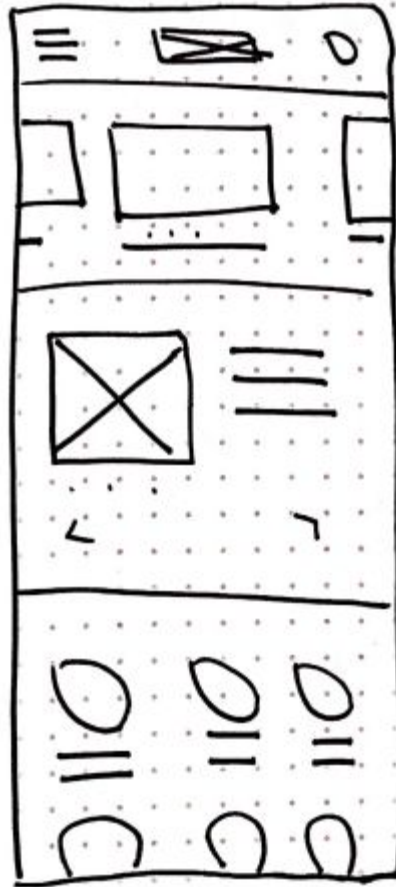
Paper wireframes

Paper wireframing allowed for two distinct versions of the central screen; these would be refined and updated.



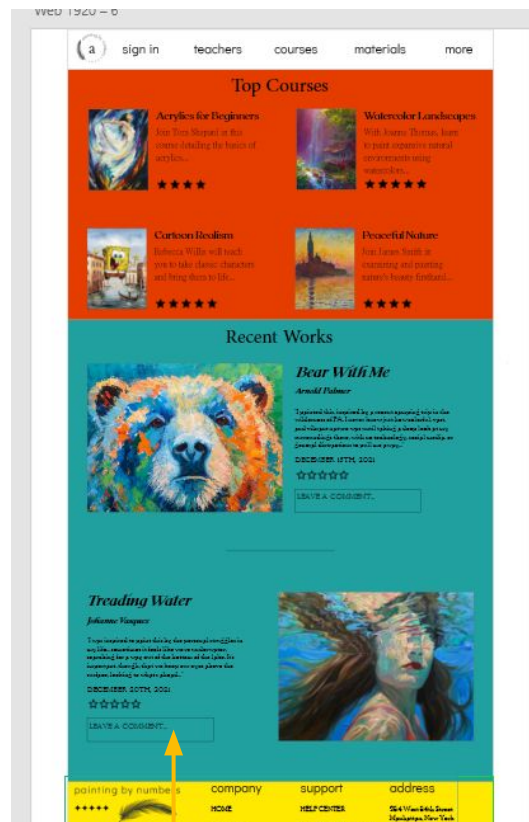
Paper wireframe screen size variation(s)

Several shifts needed to be made, adjusting for limited mobile screen size, like a carousel menu.

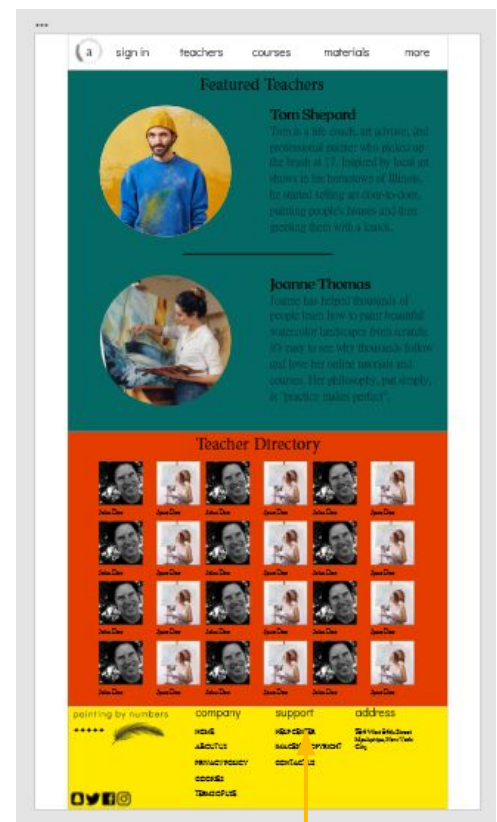


Digital wireframes

Creating digital wireframes allowed for artistic experimentation and the use of several primary colors to illustrate the site's main draws.



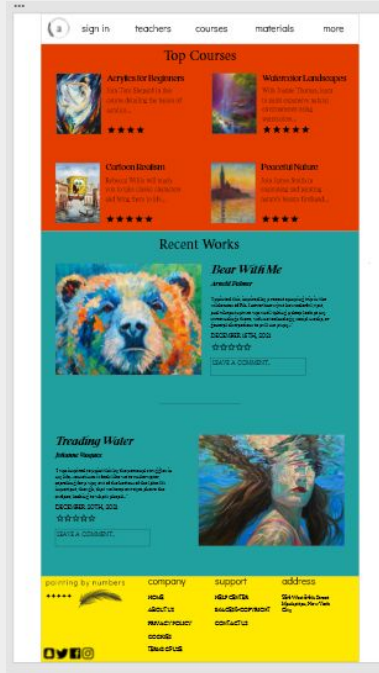
Gallery allows for comments/common experiences.



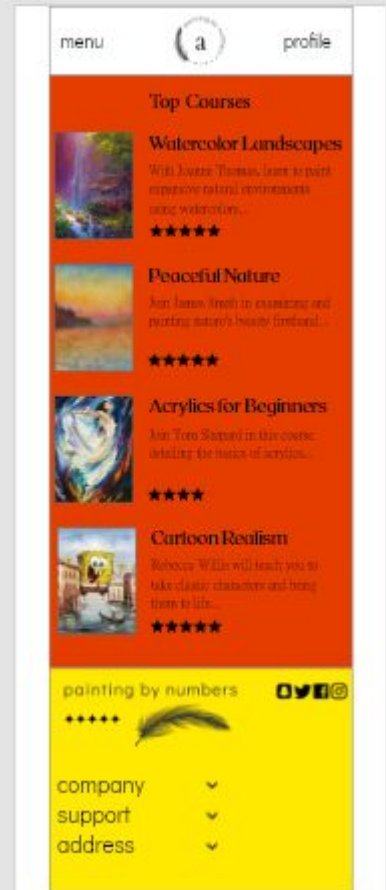
Footer includes company information, important links.

Digital wireframe screen size variation(s)

Transitioning from desktop
to mobile meant making
use of the scroll function,
having a static footer and
changing menu icons.

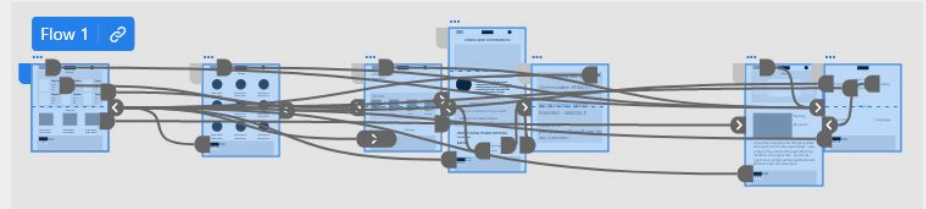


Google Pixel 4, 4XL – 3



Low-fidelity prototype

<https://xd.adobe.com/view/0d6c5cd5-0f07-4b42-8b5d-83ab19222ebb-583f/?fullscreen>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

4 participants



Length:

15-25 minutes

Usability study: findings

Here's what users shared:

1

Finding

Course availability and enrollment should take centerstage.

2

Finding

Personalization, especially for creatives, is key.

3

Finding

Brightness may come off strong.

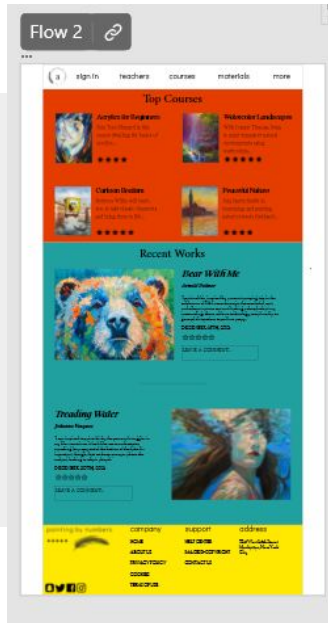
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

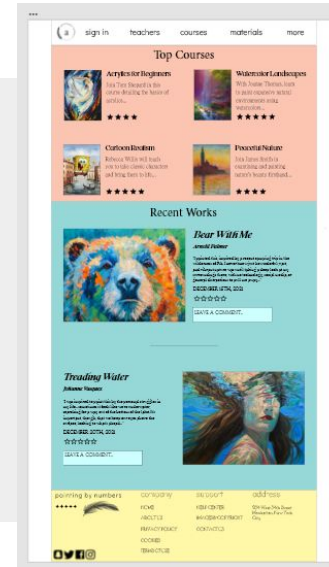
Mockups

Such brightness can be overwhelming to the eyes and nervous system; I needed a more 'pastel', chill and accessible look.

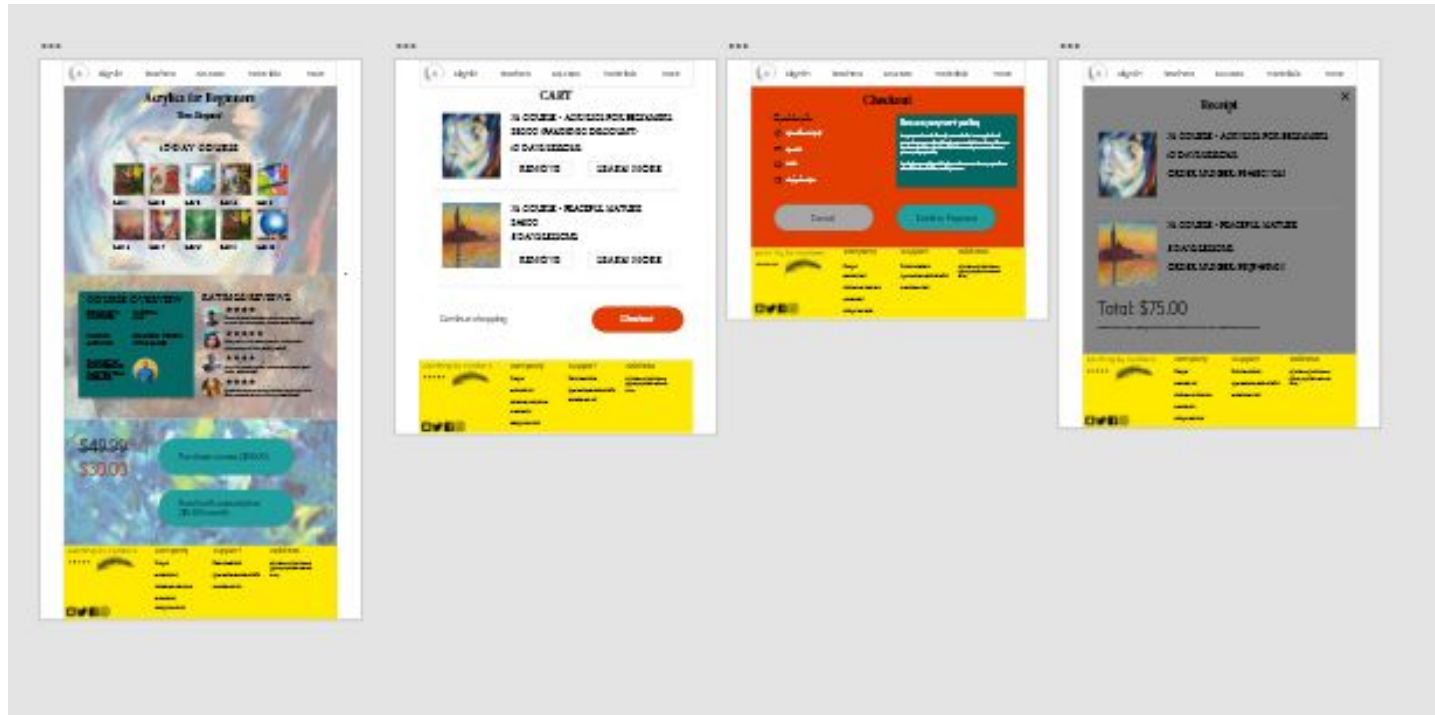
Before usability study



After usability study

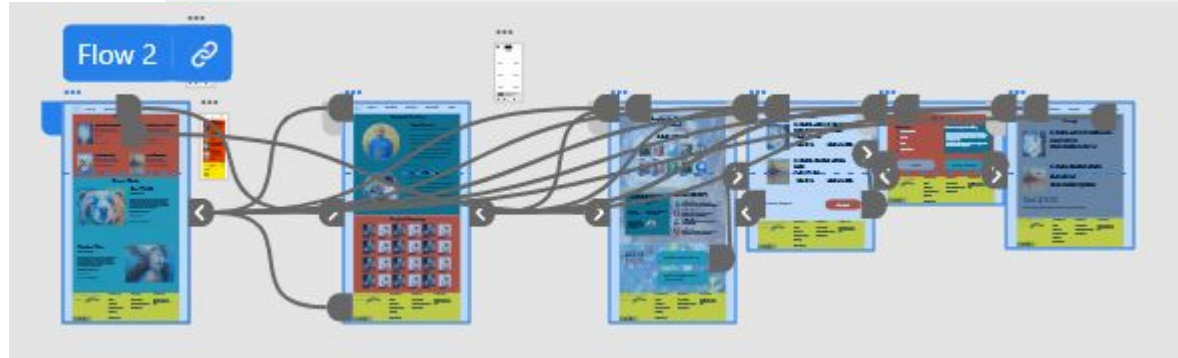


Mockups: Desktop size



High-fidelity prototype

[https://xd.adobe.com/view/
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5950bcbb191-6a2f/](https://xd.adobe.com/view/3f7cde84-35fd-4353-9cd2-75950bcbb191-6a2f/)



Accessibility considerations

1

The initial design was too overwhelming; I needed to cut down fluff.

2

Primary colors worked at first; however, contrast needed to be increased, including shading.

3

Accessibility settings and technology compatibility needed to be added.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Helping individuals to express themselves with newfound skill, clarity, and community.



What I learned:

Minimalism is key; art is subjective; and tutorials should encourage repeated practice.

Next steps

1

I would begin to take a more minimalistic approach, opting for several re-designs.

2

Conduct another usability study using new designs.

3

Develop additional features for the website; contact qualified art instructors.

Let's connect!



Want to chat about the project?

Let's talk: you can reach me at anthonymeanbusiness@gmail.com