



GROUP 2

Artist Supply Station

Group Members: Madelaine, Krishna, Lowgan, Yue Liu, Sukriti



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With the cost of goods rising and wages stagnant, it's become harder to find spare funds for hobbies—even the ones we're most passionate about. Our team set out to find and create solutions for artist and crafter hobbyists.



RESEARCH



User Code	Demographics	Insights: Supplies	Insights: Sustainability	Insights: Digital Solutions	Other Insights
M1	College background in illustration, office worker, 30 years old, woman	Seeks quality. Problems are affordability and space. Improvises supplies when can't afford them.	Sustainable supplies are more expensive and not as good quality often.	Apps are annoying; websites are easier. Shopping online for art supplies is overwhelming and time-consuming. Does not use Facebook Marketplace because of associations with Facebook.	Seeks community; seeks the joy of supply shopping; seeks weird new materials from weird new people; people and materials inspire new projects.
M2	University background in history, college background in visual art, late 20s, non-binary	Seeks quality. Problems are affordability and space.	The label of sustainability doesn't mean what it should mean, which is an ethically produced product both in terms of the environment and labour.	Might use an app like Facebook Marketplace if it was community-based (promotes networking) and disconnected from Facebook.	Seeks networking and community; seeks the joy of supply shopping; would make more art had access to supplies/tools without committing money and space.
M3	Manager in financing/software company, sells crafts in market, early 50s, woman	Seeks rare/unique supplies. Problem is space. Can't justify acquiring things that are narrow-use.	Sustainable supplies are more expensive, and using them doesn't necessarily mean you create a sustainable product.	Likes to use Instagram to network artists whose work is on Etsy, but a lot of artists are leaving Etsy due to rising service fees.	Seeks joy of supply shopping; seeing new materials inspires new projects
M4	Degree in animation, animator, early 30s, woman	Would love a physical community area in library for sharing tools/supplies.	Sustainability is complicated, and using sustainable supplies doesn't necessarily mean you create a sustainable product. Tries to be sustainable by using materials on hand as supplies or to improvise.	Apps are more invasive of privacy than websites.	Arranging art supply trades is too much work (time-consuming and social interactions).
M5	Degree in fine arts, cafe worker, fine artist, mid 20s, woman				
L1	Retired, University Administrator, Woman, Late 50's	Has a hard time. deciding what she needs, usually decides at the store what she wants. Usually has to make multiple trips as she changes her mind when during the art process. Buys quality supplies, because they last longer and doesn't feel the need to finish faster, but are more expensive. would prefer cheaper options without reducing quality.	Sustainable usually has a lower quality to it, doesn't last as long and has a shorter shelf life. tries to use all the supplies before buying new ones	Would prefer a website, but might still not use it, not a big fan of online shopping. Using an app is harder, its needs to be easy to use and have a good reason to use it.	Loves art and thinks art is fun and a cool thing to do. Considers sewing and cooking to be art as well. Art is subjective.
L2	Teacher, Actor, 20s, woman	Usually shops at the dollar store for supplies because they are expensive. And usually ends up throwing out left over supplies because they go bad quickly.	Loves to shop 2nd hand and prefers to buy "green" and sustainable items if she can.	Would use both a website or an app as she is comfortable using things like FB marketplace.	Some art is harder to do than others because of cost and location of where to do it (pottery). She thinks a more specific 2nd hand site could be beneficial when looking for supplies or classes.
S 1	Working professional, artist by hobby, 32 years, Male	His art is simple to make in terms of supplies, yet many artists struggle because of the high cost of supplies.	The quality of supplies we purchase should be satisfactory. Because when you create something, you are putting your heart and soul into it.	Something similar to Olx for artists would be fantastic. It will allow you to expand your horizons and connect with others.	Enjoy connecting with new artists and learning about their creative processes. It would be great if we could connect manufacturers and brands directly.
S 2	Working professional, art person, 30 years, Female	Finding the right supplier is so important. The right supplier will offer the best products at competitive prices.	Much better to find sustainable ways to support those who are making a difference, without having to compromise on the cause or the quality of the product. This article explores some of the most effective ways to do just that.	Having a place where she can buy secondhand stuff would be ideal because you don't want to spend too much money when you are trying something new.	Art is not only about creativity. It also requires a lot of intelligence and you need to be able to identify what is important and what isn't.
Y1	Marketing analyst Hobbies: sculpture, fashion illustrations 30s, woman	Quality is the most important thing, not that much more care about the price. She wouldn't buy too much expensive one for it.	sustainable supplies is way too expensive for most of the people, since this is a hobby so she don't want to pay that much money on it.	would like to use apps to buy supplies. It's easy and convenient for her, but for another hobby like sculpture, she would like to go to physical stores to get some inspiration.	seek easy way to sell or trade those supplies she doesn't want to use any more. And also want to find service that can make her feel trustworthy.
Y2	UX designer Hobbies: oil painting Propylene painting 35, woman	Quality comes first and would like to buy some supplies from her teachers recommendations. There are a lot of good quality and cheaper stuff she can find online.	Sustainable supplies are not the first choice since she isn't sure that quality can't be guaranteed.	More prefer to go to online stores to buy something she like and if the price is reasonable, it will be better.	Not realizing that she can buy some healthy and eco-friendly products. If there are some supplies are cheaper and good quality with healthy items, she'll try it.
Y2	UX designer Hobbies: bullet journal 28, woman	Always seek special supplies for her projects. She have no idea how to deal with supplies she doesn't like.	Sustainable supplies are better than unsustainable one, she would like to try to send some supplies she doesn't need.	Usually like to find something interesting on Instagram or Youtube and she thought it's more reliable to buy something from some influencers.	they have a community(a chat group for people to trade supplies with each other), but she never tried before and it would took a lot of time to manage these things to put them online to trade.

Themes cropping up

Quality is important; more important than sustainability, especially when sustainability is so grey/nuanced - madelaine, Sukriti, Lowgan, luna

Networking/connecting (for community and inspiration) - madelaine, Sukrit

Wanting to try something new, but can't commit to price/space - madelaine, sukriti, lowgan

Enjoying in person shopping for the look, feel, inspiration, etc. [modelaine](#), [suzriti](#), [louisa](#), [luna](#)

INSIGHTS

Sustainability in art is more complicated than it sounds.

Quality of supplies is important; it's hard to go back to low-quality supplies, even when it's hard to afford nicer things.

Hobbyists want to feel more involved in the artist community.

Artists love in-person shopping so they can look at and feel the different materials; they are inspiring.

Affordability is more important than sustainability.

Many artists prefer to get their supplies second-hand because it's cheaper AND more sustainable.

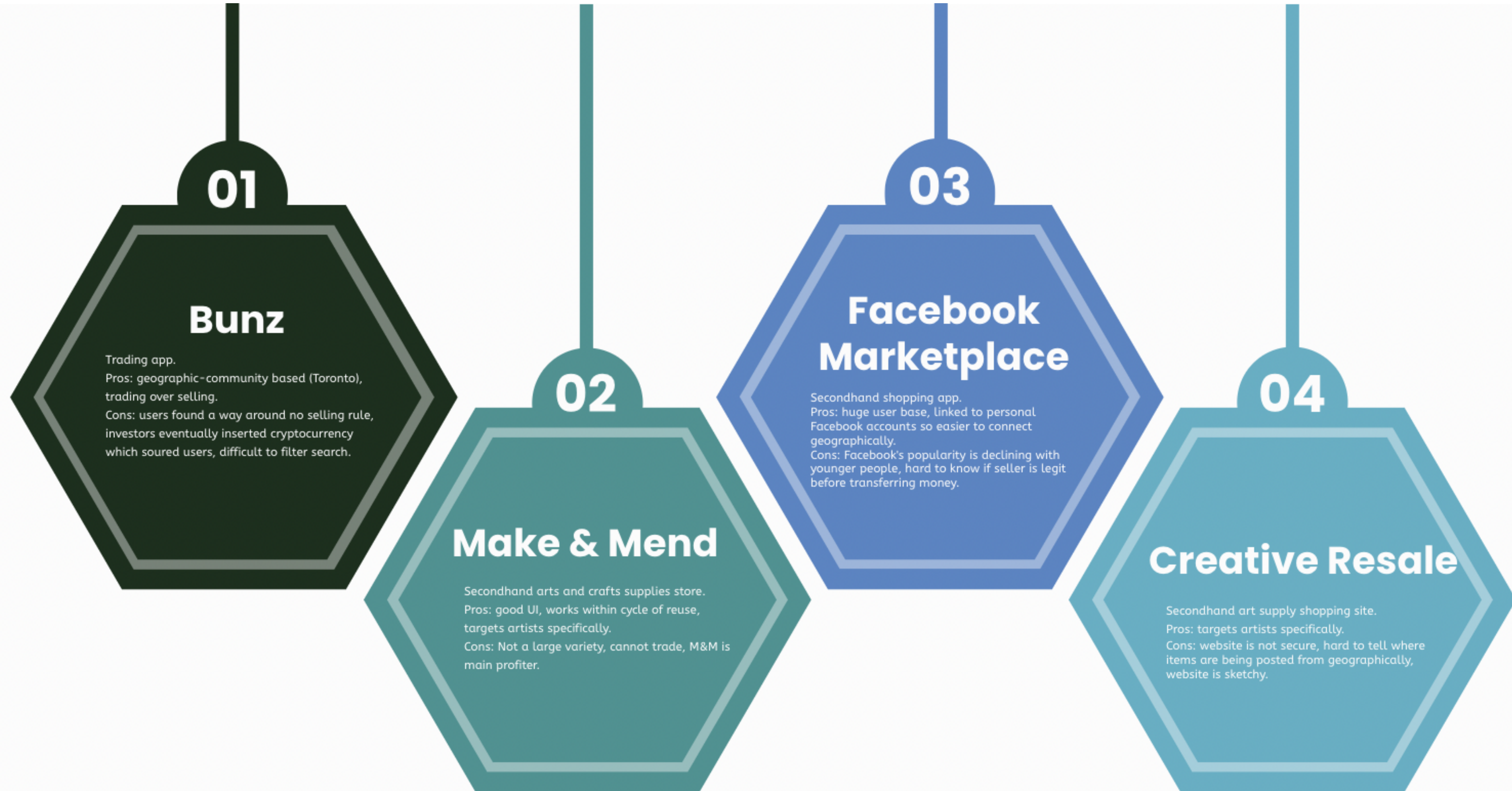
Hobbyist artists like helping each other succeed.

How about a trading market?

MARKET RESEARCH

	Bunz	Facebook Market place	Creative-resale	Kijiji
TYPES	Online trading/ 2nd hand shopping website	Online trading/ 2nd hand shopping website/social	Online trading/ 2nd hand shopping website	Online trading/ 2nd hand shopping website
Target consumers	people also looking to trade itemsand not spend money.	Anyone looking to buy 2nd hand, usually cheaper products	people looking to buy cheaper art supplies	people looking to buy things 2nd hand/ usually cheaper/ or limited amount
Things they do well	Better for local swapping Creating group for people who have similar hobbies	big platform; user base already (linked to fb account) so they have a lot of options of people selling things	only target the art community	Have a big user base and have been around for a while
Things they do not well	Couldn't trade with money User experience has many contradictions	have to wide of a selection of things not specific enough when searching for certain things	Global hard to see seller, location and post time.	Not trustworthy. Hard to directly specify what you want.

FINDINGS



PERSONA



Katie Nielson

Age: 28
Occupation: full-time worker in low-income profession
Location: Southwestern Ontario
Education: college background

Bio

Katie is an artist and crafter. She has never sold an art piece in her life; she creates to decorate her home, to give away gifts, or just for the feeling of trying something new and creating something beautiful.

To Katie, her hobbies are more important than her career; jobs are for paying bills, while hobbies are for leading a fulfilling life.

Katie likes to think deeply about her art and the impact she has on the world. She follows various artists on Instagram who produce their own homespun craft supplies or use upcycled materials to create projects.

Katie lives in a medium-sized apartment; her home is highly organized to make the best use of storage for her various projects and supplies.

Pains

Given her income, Katie struggles to afford all the arts and craft supplies she desires.

Katie especially finds it difficult to find and afford sustainable or ethically-sourced supplies.

Katie has run out of storage space for extra supply and scraps; she’s going to have to start throwing out things soon, which makes her feel bad.

When she buys supplies secondhand, it annoys Katie when they are dirty or not like what they looked like in the picture.

Gains

Katie feels like she succeeds when she helps other artists start or complete their projects.

Seeing new art supplies inspires Katie to make new projects, which makes her happy.

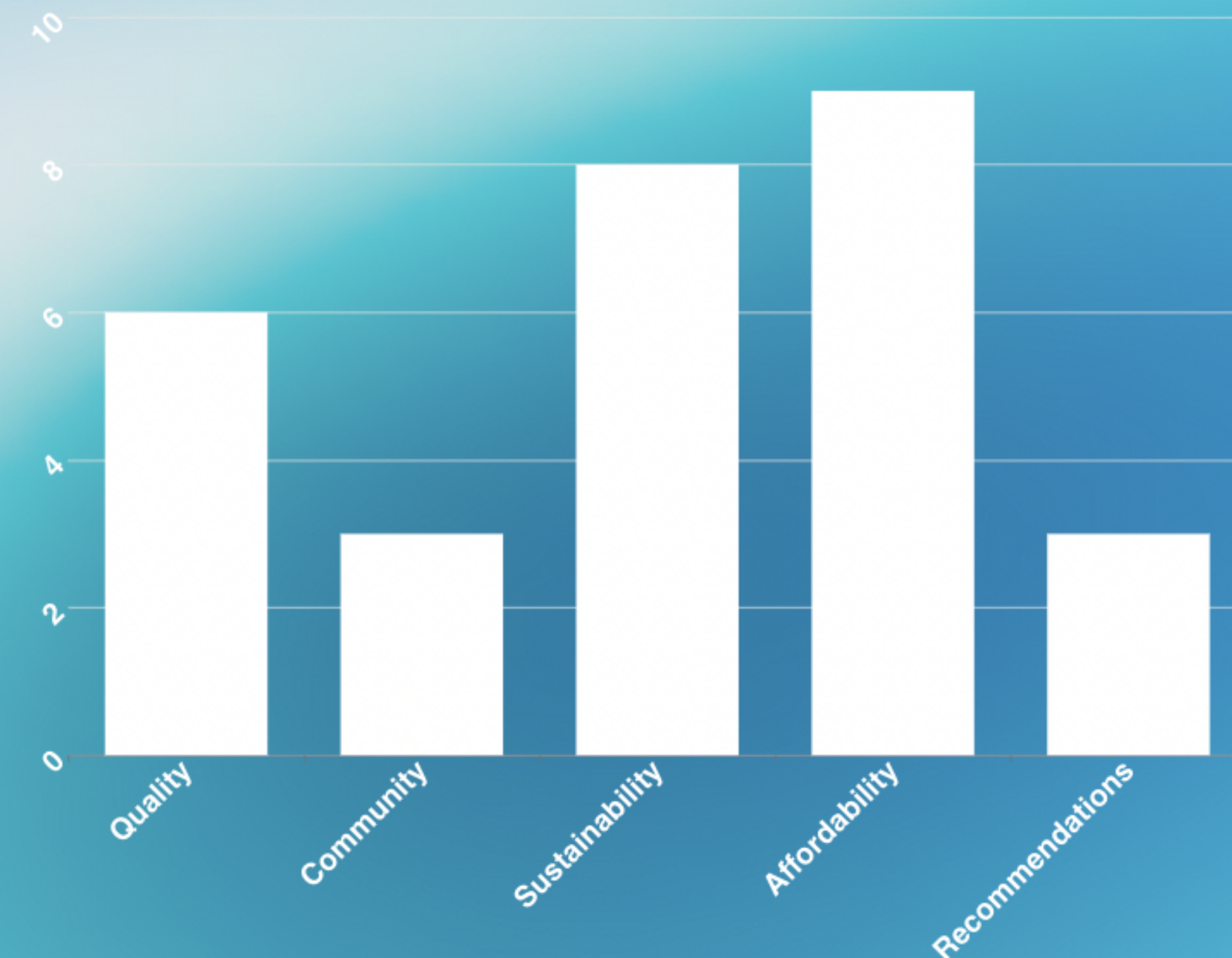
Katie loves the feeling of shopping in art supply stores; she gets great inspiration for new projects when she shops.

Katie likes when her shopping is fast and straightfoward; she doesn’t have much free time to spare and she knows what she’s looking for.

PROBLEM STATEMENT

Hobbyist artists and crafters need a way to *acquire affordable resources and offload old or used ones*, because art supplies are too expensive and hobbyists have limited storage space.

ARTISTS' CONCERNS REGARDING THEIR SUPPLIES



ASSUMPTION MAP

INSIGHTS

Danger: do artists *actually* want to get rid of their supplies, or do they prefer hording? We will validate this through monitoring and comparing the number of people who use our app to search for supplies versus the number of people who use our post to list up their old supplies.

Other assumptions are firmly based in the knowledge we gained from interviews and secondary research. We may be proved wrong, but we are confident moving forward with these assumptions.



How might we create solutions for these artists?

HMW help artists use tools they can't afford/ don't have space for?

Madelaine

HMW create a shared space for artists to help one another find the right resources?

Krishna

HMW ensure that artists do not waste the art supplies that they own?

Krishna

HMW we help artists explore with different art materials without wasting the resources they already own?

Krishna

HMW enable users to quickly find what they want?

Yue Liu

HMW share ways to improvise supplies/tools for artists who can't afford or don't want to purchase?

Madelaine

HMW know that people want to use this service (app/website)?

Lowgan

HMW help users feel that second-hand supplies can also be of good quality?

Yue Liu

How might we make it more relatable and genuine to people?

Sukriti Vashishtha

HMW ensure privacy and safety of users?

Lowgan

HMW make products categorization clearer?

Yue Liu

HMW we help artists make optimum use of the resources available to them?

Krishna

HMW ensure people are having a good experience when looking for supplies?

Lowgan

HMW ensure artists can work with new materials in a sustainable way?

Krishna

HMW show artists new materials that might inspire them?

Madelaine

HMW grow the community?

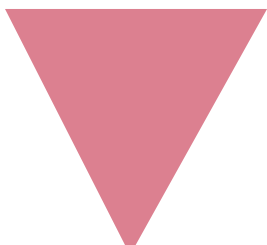
Lowgan

HMW connect this experience to the source of many artists' inspiration: social media videos?

Madelaine

HMW encourage artists to feel a sense of ownership towards their other fellow artists and give back to their community?

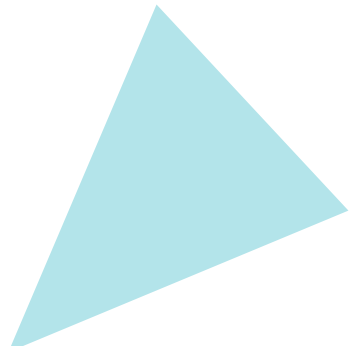
Krishna



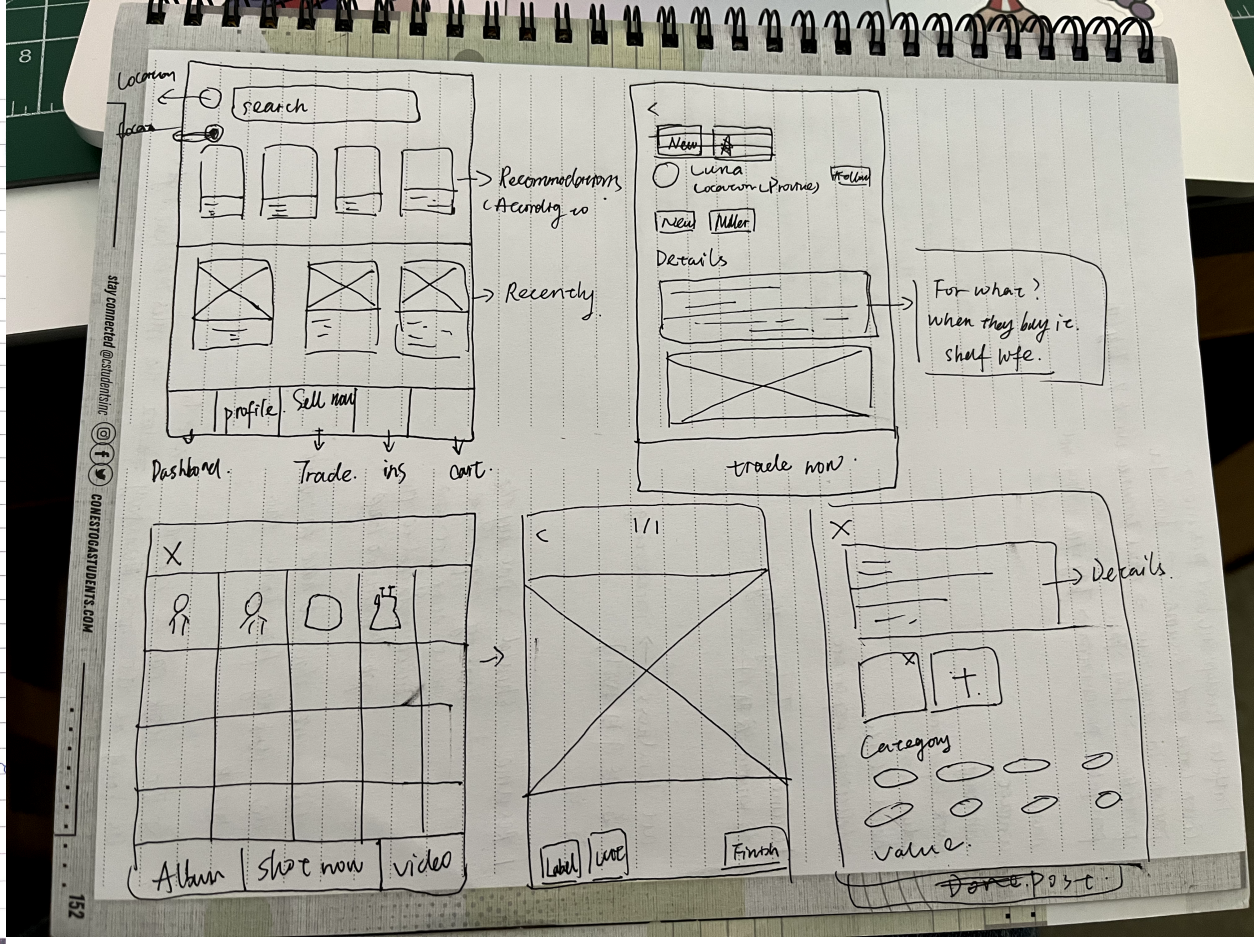
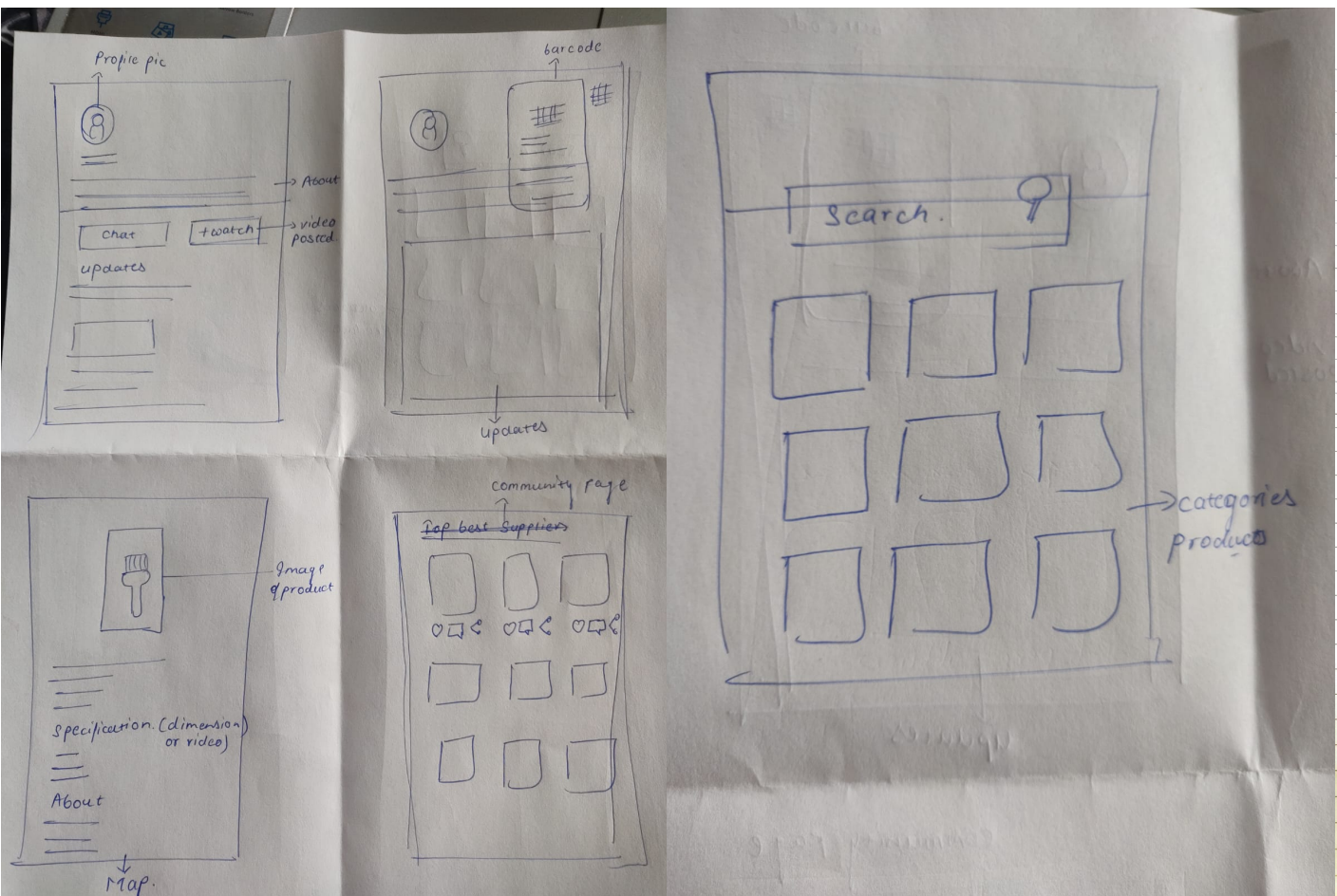
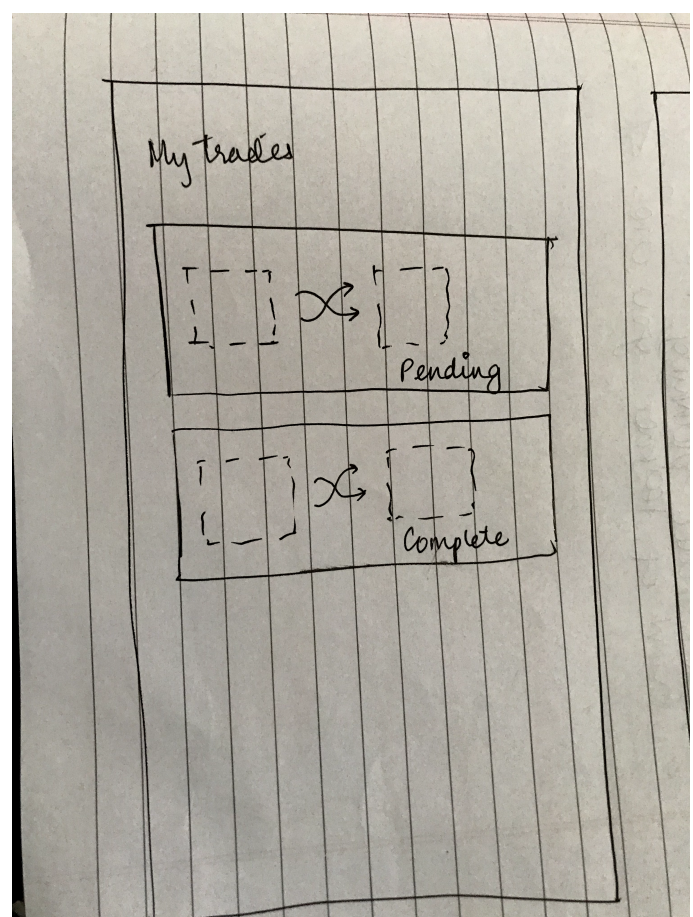
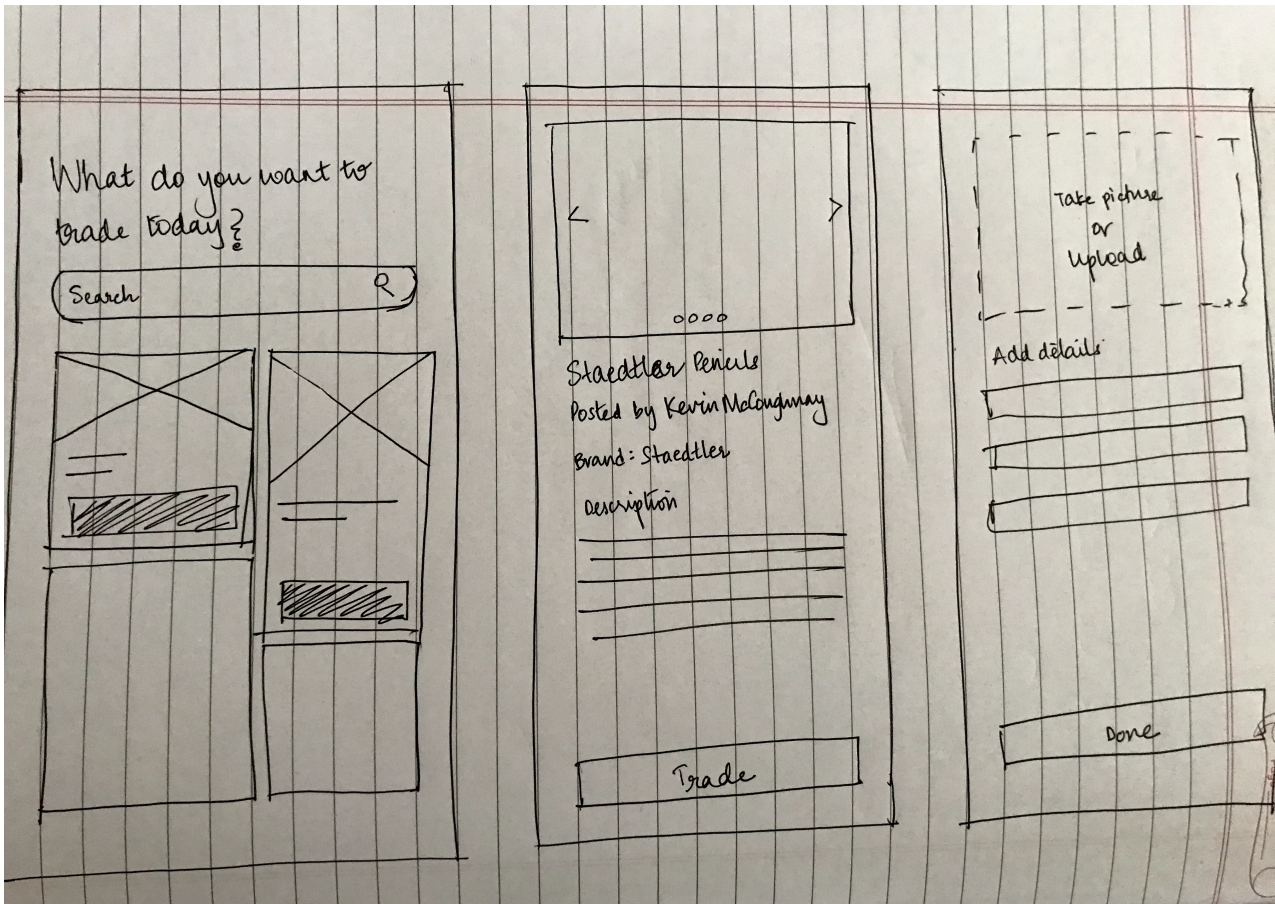
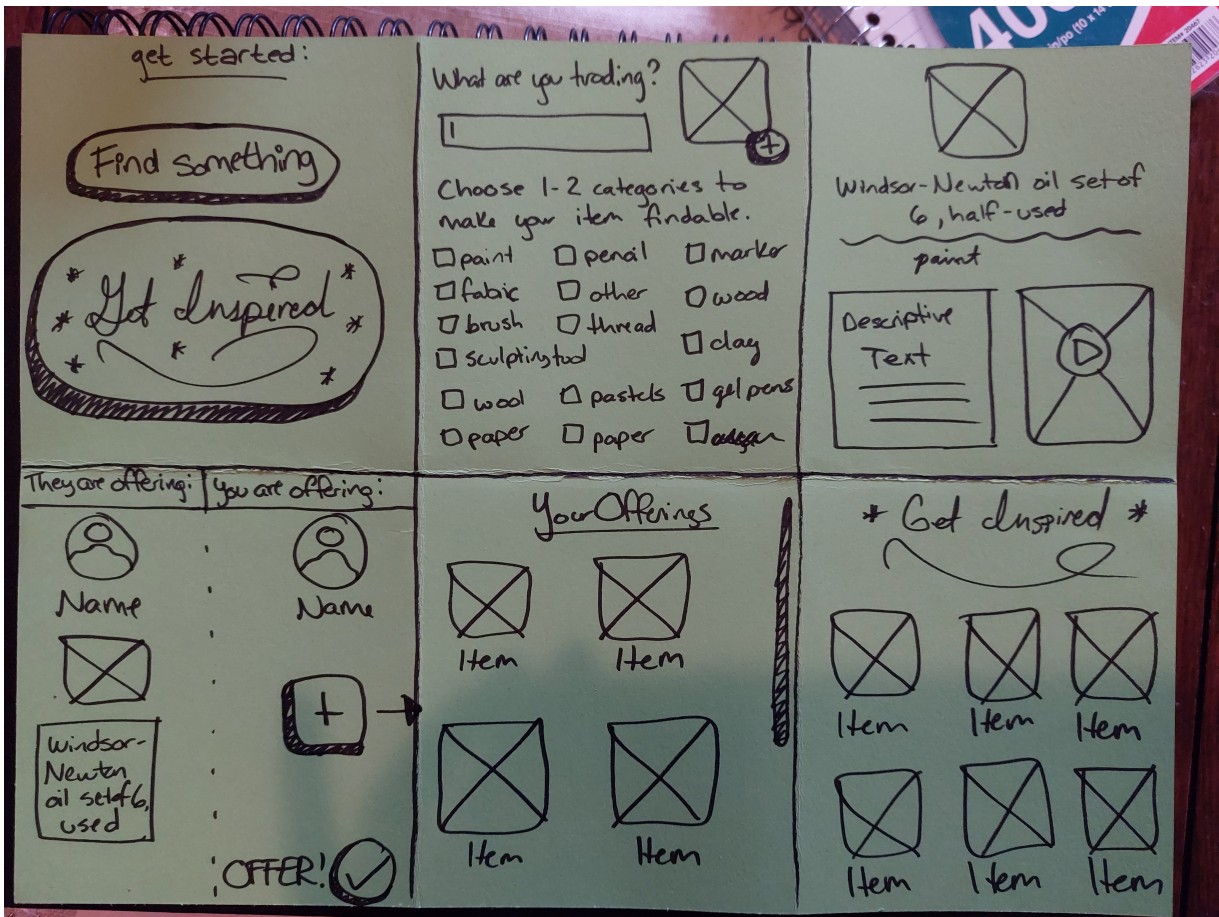
Hypothesis

We believe that by facilitating the trade of art supplies between hobbyists we can help artists acquire new resources and get rid of old or used ones.

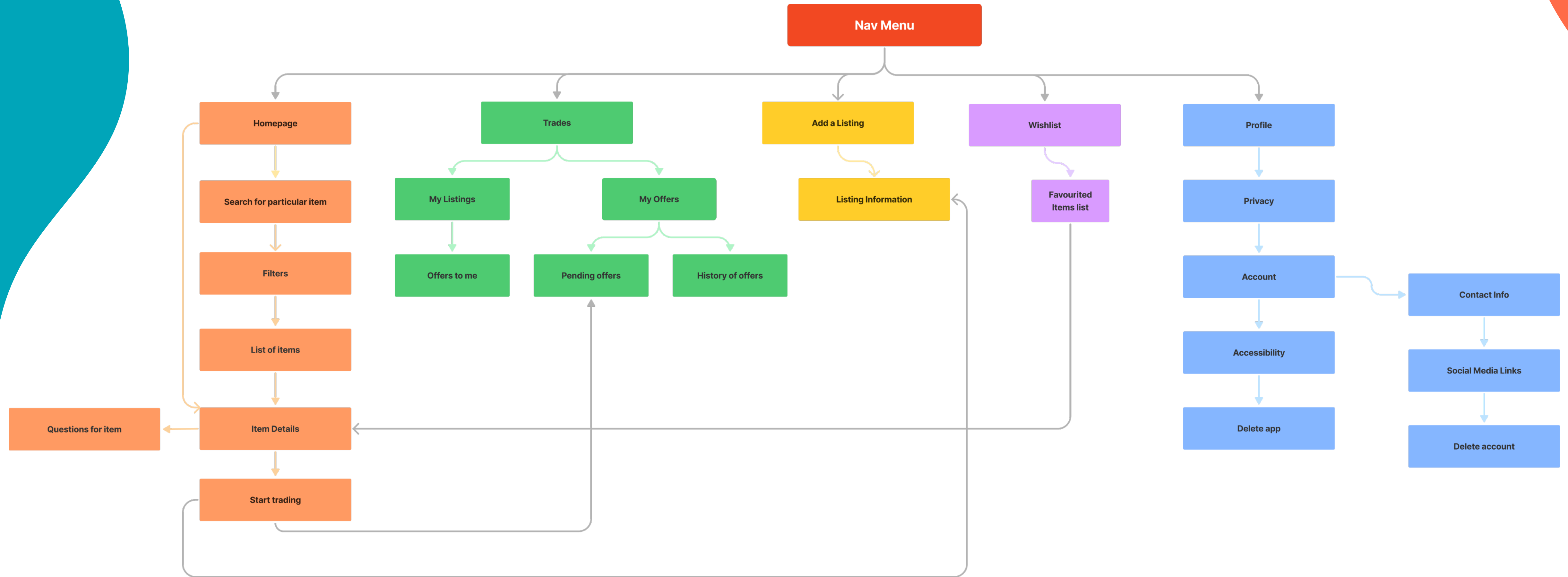
We will know this to be true when hobbyists use this app to facilitate supply trades.



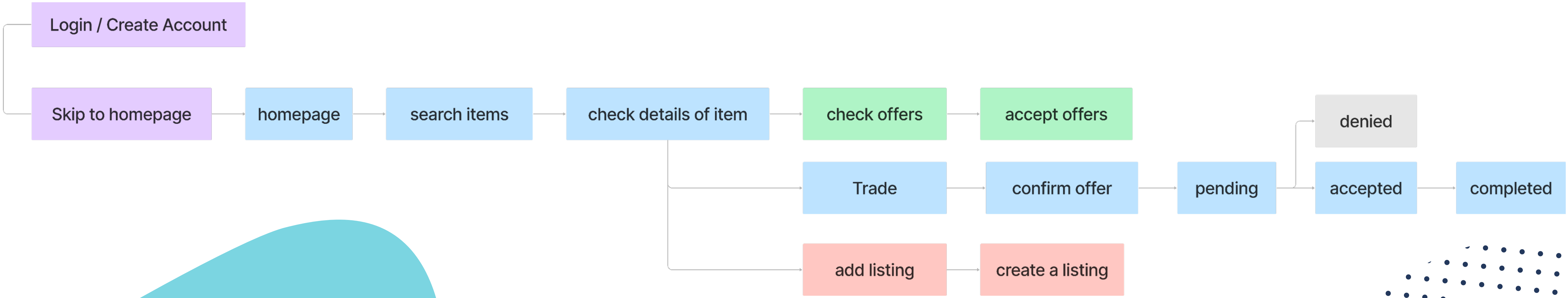
IDEATING WITH CRAZY SIXES



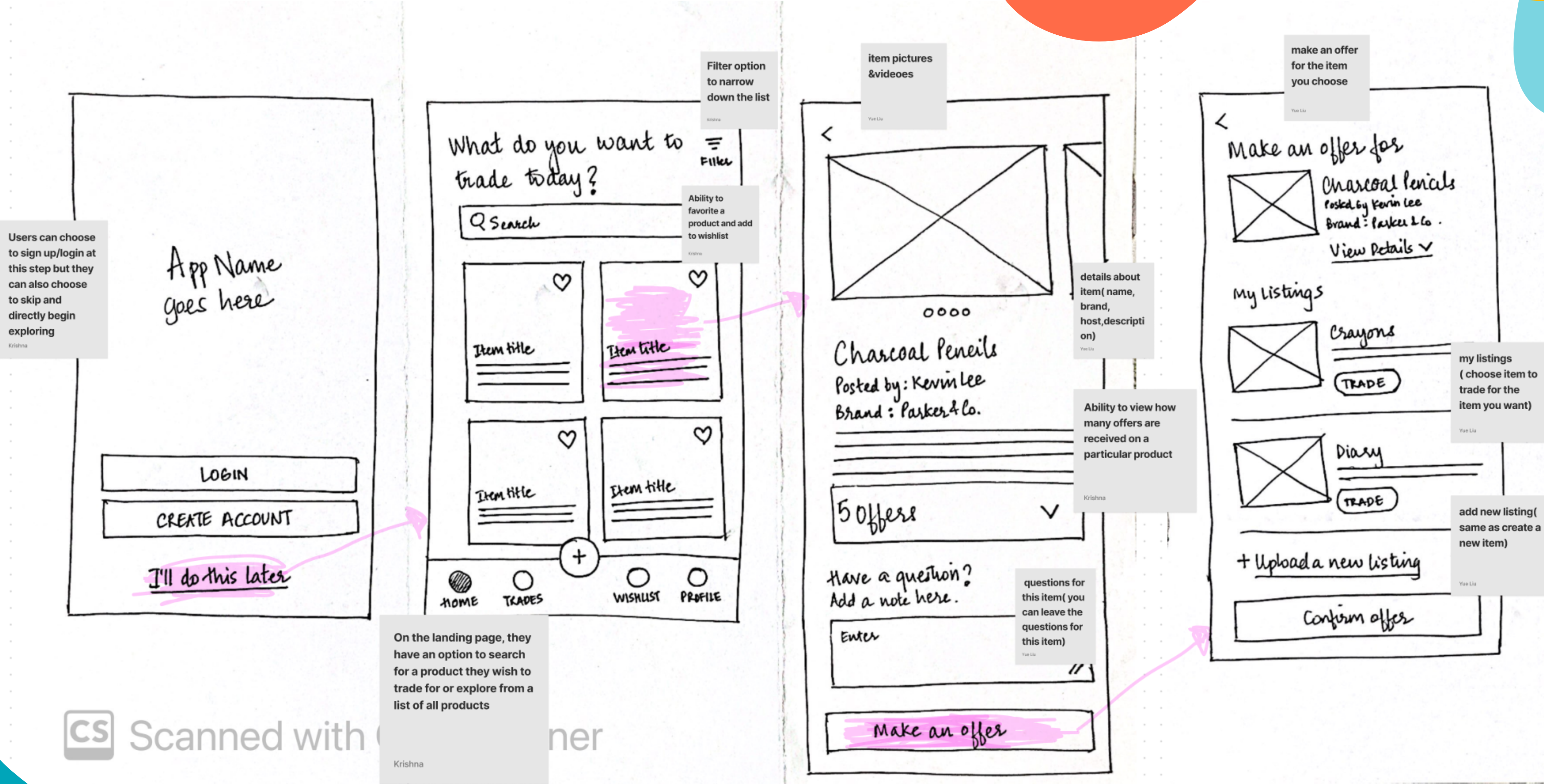
INFORMATION ARCHITECTURE



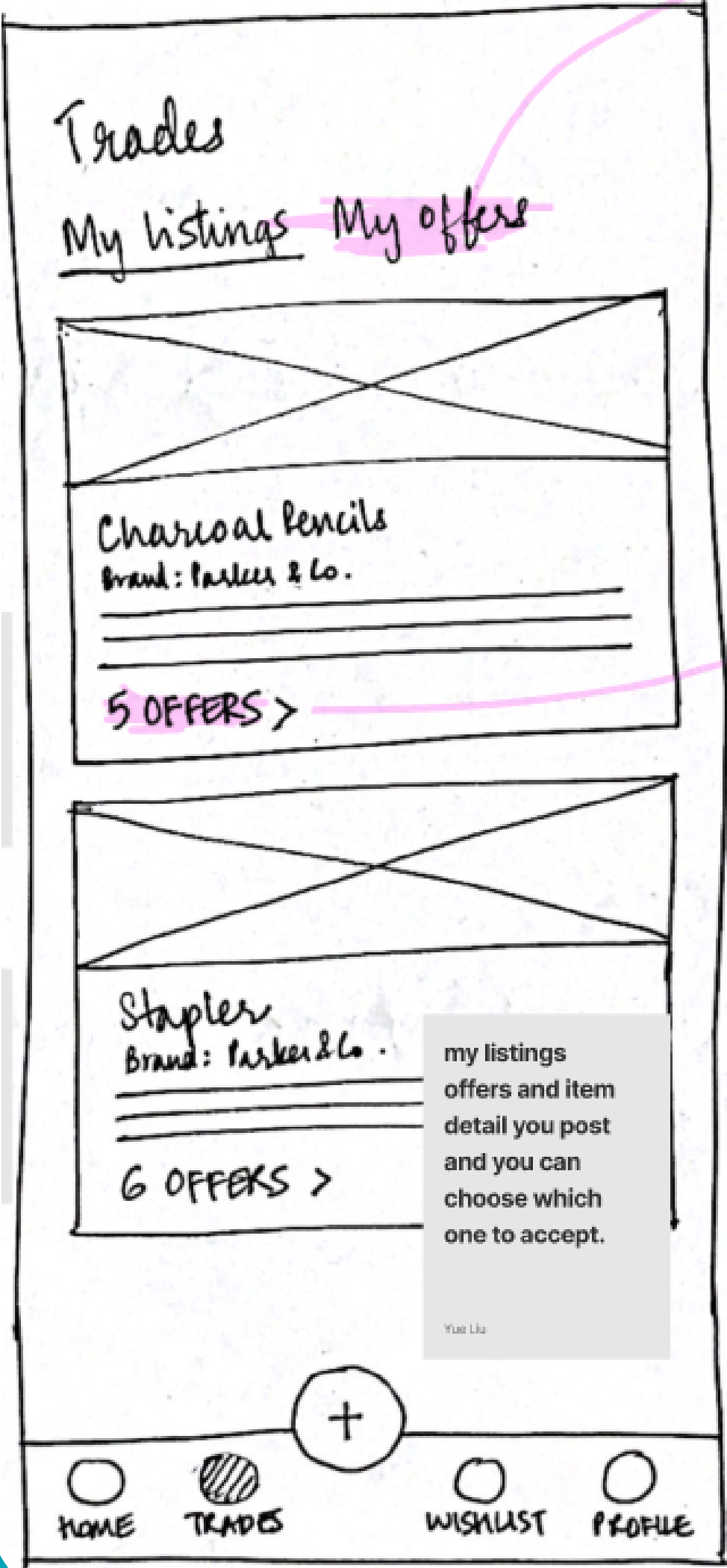
USER FLOW



LOW-FI WIREFRAMES

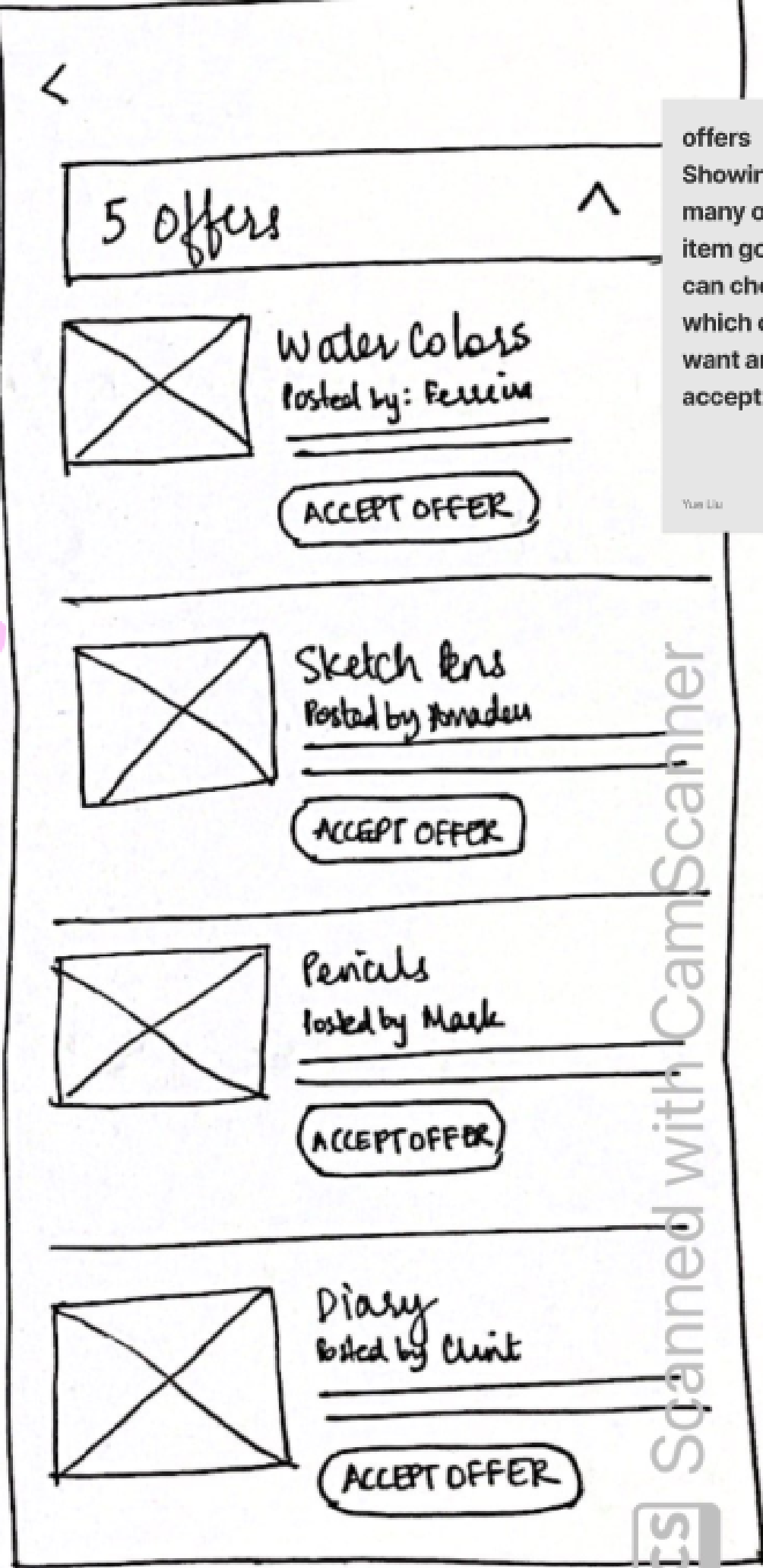


LOW-FI WIREFRAMES



my listings offers and item detail you post and you can choose which one to accept.

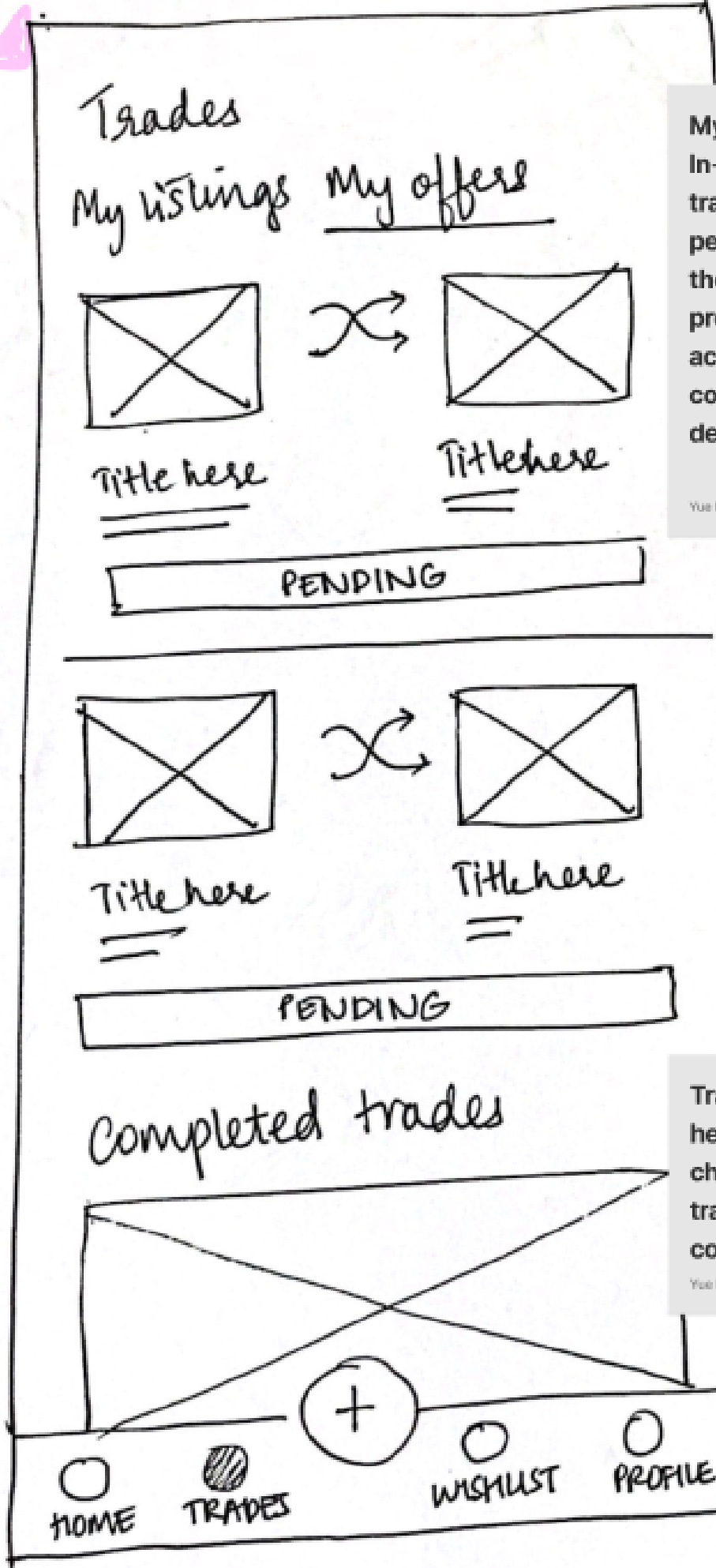
Yue Liu



offers
Showing how many offers this item got and you can choose which one you want and click accept offer.

Yue Liu

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My offers
In-progress trading to help people to check the stage of the process (pending, accepted, completed, denied)

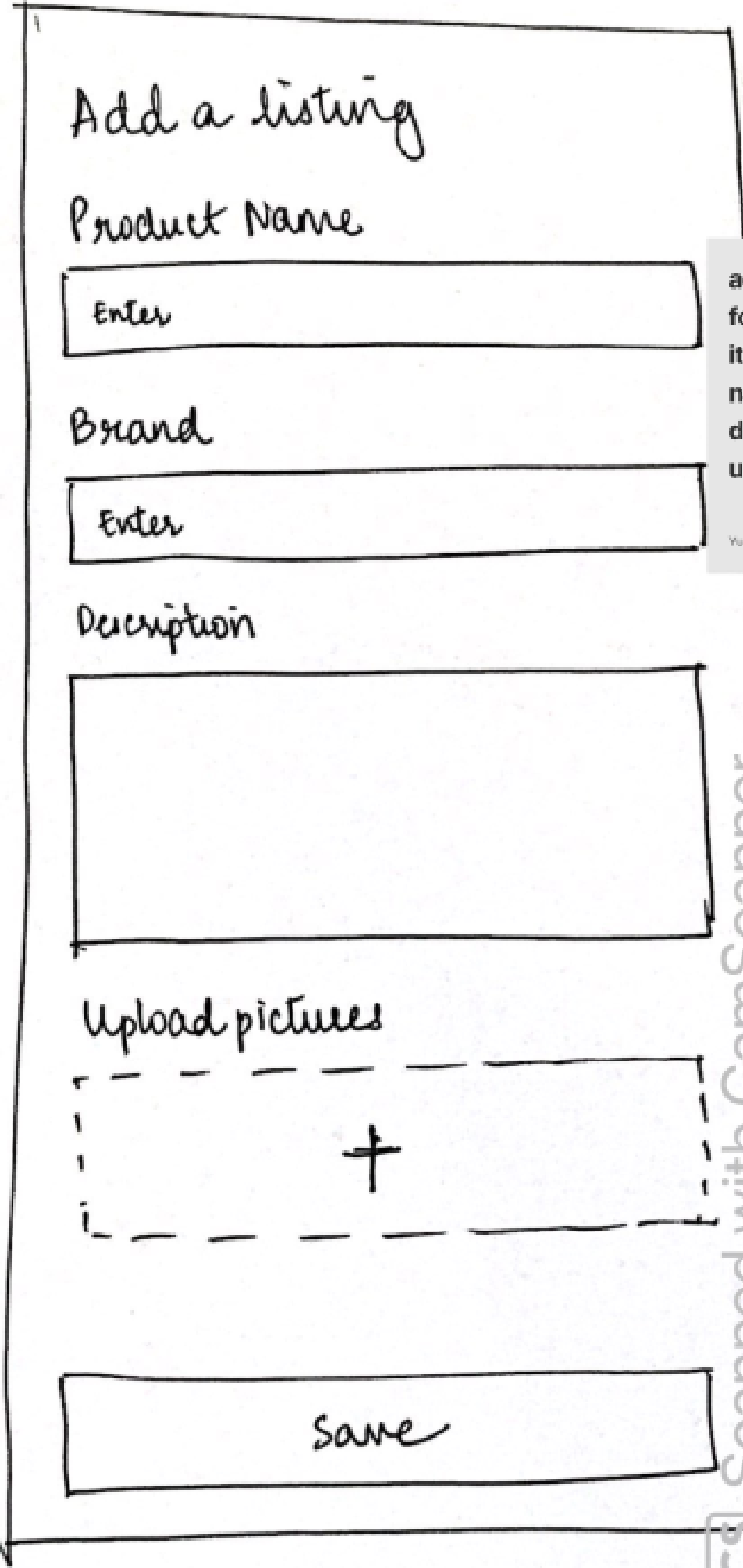
Yue Liu

Trading history help people to check what trades are completed.

Yue Liu

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add a listing for posting new item (product name, brand, description, upload pictures)

Yue Liu

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**Thank you
for listening!**