

Group Project:

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Step 1: Topic Introduction + Problem Statement

Many systems and venues are available to users today in the vast realm of online education and skill-sharing platforms. However, despite this crowded market, persistent challenges and unmet needs present exciting opportunities for designing, implementing, marketing, and selling a new product. In this context, we will delve into "Artists Skillshare," a platform dedicated to facilitating the growth and collaboration of artists of all kinds. However, a common complaint is that these platforms often fail to promote effective skill acquisition and community engagement. Artists find it challenging to:

- **Discover Relevant Content:** Sifting through a vast sea of courses to find content that matches their needs and interests can be overwhelming. Skillshare hosts diverse classes spanning numerous creative disciplines, like many online learning platforms. While this diversity is valuable, it can make it challenging for artists to pinpoint the content that aligns with their unique needs, interests, and skill levels.
- **Interactive Learning:** There may be more effective ways for artists to learn, practice, and improve their skills than passive video lectures. This could apply to any subject, but passive video lectures often involve a one-way flow of information from the instructor to the learner. This lack of interactivity can lead to reduced engagement, making it challenging for artists to stay focused and motivated throughout a course. Also, artistic skills, whether in painting, drawing, or any other medium, require practice and hands-on experience. Active lectures may need more opportunities for artists to practice their learning in real-time.
- **Monetization:** For artists who wish to share their knowledge and skills, existing platforms may need adequate support for monetizing their content. There are limited revenue models for artists in the current artist skillshare landscape. Digital media do not usually offer fair compensation to their content creators. Unfair compensation causes many artists to find it challenging to earn a sustainable income from their courses, tutorials, or artwork, making it difficult to justify investing significant time and effort. Any artist skillshare platforms want to maximize their audience, which includes several monetization restrictions for their artists. Artists can no longer charge for their content or how they can structure their pricing models, limiting creative flexibility and their value.
- **Community Building:** The nature of creative work can be isolating, with artists often spending long hours working independently. Not all artists have extensive access to resources, such as physical art spaces, workshops, or events, where networking traditionally occurs. With the digital media landscape booming in recent years, creating a

solution with a helpful platform for artists will help alleviate this isolation for artists lacking resources. It can also help promote networking opportunities.

Why Addressing This Problem Is Important:

Without these changes, there will be a decline in artists worldwide. Art is a fundamental part of society that enriches our lives in countless ways. It helps us understand our cultural heritage, fosters creativity and learning, promotes social cohesion, and serves as a powerful vehicle for self-expression, social commentary, and positive change. Addressing these issues is essential because the artistic community thrives on creativity, growth, and collaboration. Providing a platform that can effectively connect artists with the resources and support they need can have several significant benefits, including enhanced learning, community empowerment, economic impact and opportunities for aspiring artists.

In conclusion, this project aims to identify and address the challenges artists face on skill-sharing platforms like Skillshare. By doing so, we aim to create a product that empowers artists to learn and grow and enhances the overall artistic community, making it a more vibrant and thriving ecosystem for creators of all kinds and mediums.

Step 2: User Research and User Descriptions

Analysis and Findings:

These findings provide valuable insights into the experiences and perspectives of the interviewees. Here are the summarized points found in each interview:

Interview Insights 1:

- A freelance illustrator specializing in digital art using platforms like Clip Studio Paint and Procreate.
- Their art style would be described as pop-art, anime-inspired and semi-realistic.
- They take a commission from selling art and stickers.
- They offer flexibility regarding what the client wants, for example, if it is complex and the level of detail the client wants.
- They use platforms like Instagram and Twitter for promotion and client communication. They also use the platform PayPal or E-transfer for payment purposes.
- Some challenges they face are when using PayPal; there are additional fees. Communication with their client has been difficult because they would ghost the artist.

Interview Insights 2:

- This artist is a painter and focuses on their drawing skills. They also produce videos on painting methods, with explanations, advice on choosing the best tools and suggestions on approaching different topics.
- They have used Instagram for over a year now. Instagram has allowed artists to share their knowledge and interact with other artists.
- They like to interact with others in their comments.

- They have a busy schedule, so some challenges they face would be needing more scheduling options.

Interview Insights 3:

- A freelance photographer who has been sharing their work for two years now.
- They use platforms like Instagram and TikTok. While displaying their art, they also like to offer advice on aspects of photography.
- They like to interact with others in their comments. They also critique works by different learners and even arrange a time to chat with them.
- A challenge that they have would be limited analytics. They want to know which posts perform best and which topics attract others to their work.

Interview Insights 4:

- Musician for three years now, their work revolves around singing and songwriting.
- SoundCloud had been their preferred platform over YouTube. This is because SoundCloud focuses more on artists and is convenient to upload.
- Also, I like to use free music software like GarageBand and Bandlab to record and mix their music.
- The process of making their music takes 1-3 days.
- They get inspired by existing music or their own life experiences.
- Challenges that they have experienced were SoundCloud having accessible engagement opportunities. The platform is mainly used to post music.
- They believe that feedback is critical from their audience. It helps them become better musicians.

Interview Insights 5:

- Self-taught music producer that has been sharing their work for a year now. They spend a reasonable amount of time creating new sounds and mixes.
- It mainly uses the platform Spotify. They find it convenient because almost everyone uses it.
- Finding feedback is vital because they would like to understand what most people like.

After analyzing the data, we identified some common challenges these artists faced on various platforms. These include payment issues, communication and engagement problems. To overcome these challenges, they all have found strategies to work around them. Participants highlighted the importance of community input in shaping the platform's features. They emphasized the need for effective filtration mechanisms and sought suggestions for sample item names and style tags from the community to enhance the user experience.

Nevertheless, artists may still need more information on how well their artwork performs and com platforms prioritizing their profit over supporting the artists. After conducting interviews with users of this platform, it has come to our attention that there is an intense desire for improvements in scheduling procedures and more detailed analytics. These enhancements

greatly benefit users' teaching and sharing experiences, ultimately leading to more tremendous success on the platform.

The Interviewing Process:

The primary objective of these interviews was to gain a deeper understanding of artists' frustrations while using digital platforms and explore potential solutions that can be integrated into the design process. By speaking with individuals actively engaged in their art production, the intention was to identify their challenges and uncover their expectations from digital systems. The interviews followed a structured process to ensure comprehensive coverage of the participants' experiences and perspectives:

1. **Introduction:** We began with introductions, allowing the participants to build confidence and establish rapport with us. We prepared questions to ask the interviewees, which were open-ended and unbiased. This initial step aimed to create a comfortable atmosphere for open and honest discussions.
2. **Background and Abilities:** During the interview, the participants were requested to summarize their artistic background and skills. This particular step played a crucial role in enabling us to gain a deeper understanding of their backgrounds and the full extent of their expertise in their respective fields. By providing this information, the participants were able to showcase their unique talents and experiences, which ultimately helped us make more informed decisions regarding their potential roles within the organization.
3. **Typical Work Activities:** During the discussions, we delved into the complexities of the participants' daily activities on the app. Specifically, they explored the various aspects of their content creation process, including creativity, planning, execution, and post-production. Additionally, we discussed the participants' interactions with the community, such as commenting, liking, and sharing other users' content. Lastly, any other tasks the participants regularly performed on the platform were thoroughly examined to understand their experiences on the app. This section aimed to uncover the subtle nuances of the participants' day-to-day activities on the forum.
4. **Challenges and Frustrations:** During the session, the participants were urged to express any dissatisfaction or letdowns they encountered while using other platforms' current functionality. This particular segment played a crucial role in pinpointing the pain points and identifying the areas that needed improvement. It provided valuable insights that could help enhance the app's overall performance and user experience.
5. **Expectations from the System:** Upon concluding the interviews, the participants were asked to provide valuable input regarding the desired features and enhancements they would like to incorporate into future platforms. The primary objective was to ensure that the platform's development aligns with the expectations of artists and caters to their needs in the best possible way.


These interviews with artists shed light on creative individuals' challenges and expectations when using digital platforms. The smooth interview process, positive feedback from participants, and the insights gathered highlight the significance of involving the artist community in the design and development of such platforms.

Moving forward, we can use the findings from these interviews to address frustrations, enhance user experiences, and create digital environments that empower artists to thrive in the digital age. By listening to the voices of those actively engaged in creative endeavours, we can ensure that our design systems are better tailored to their needs and aspirations.

Note: see the appendix at the end of this document for the interview questions and responses.

Personas:

Basic information



Alex Moose

- Age: 25
- Gender: Male
- Work: Part-time job at a radio station
- Location: Oakville, Ontario

"I'm passionate about sharing my music with the world, but it's tough to break through the noise in the music industry. I'm always looking for ways to improve my music and connect with my audience."

Bio

Alex Moose used to be an aspiring musician and artist who shared their skills primarily on the Soundcloud platform. They have been active on Soundcloud since early 2020 and have a growing presence in the music scene. Alex primarily focuses on creating and sharing original music, including singing, songwriting, production, and mixing.

Goals

- Build a strong online presence and fanbase.
- Collaborate with other artists and producers to expand their musical horizons.
- Land a recording contract with a reputable label.
- Achieve a significant number of streams and recognitions for their original songs.

Preferred Services

- Free or affordable music tools and resources
- Online communities or courses related to music production
- Uses multiple social media platforms for cross-promotion and engagement


Frustrations

- Dealing with fake bots on platforms that inflate engagement metrics
- struggling to overcome the saturation in the music industry and gain exposure
- balancing the demands of a part-time job and their artistic pursuits
- limited engagement options on SoundCloud, making it challenging to connect with the audience effectively.




Needs

- Need for recognition: wants to be known as a credible artist
- Quality music production: access to better resources for music production
- Engagement opportunities: find effective ways to connect with others
- values feedback to enhance his music career
- Visibility and exposure: he needs strategies to increase visibility and reach new listeners.

Platforms:



Favorite Albums:



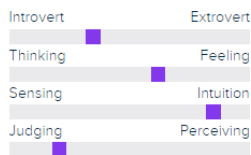
Angelica Platt - Small Business Creator



"It's hard to keep on track with 5 different apps!"

Age: **32**
Work: **Self Employed Artist**
Family: **Married, 1 kid**
Location: **Vancouver, BC**
Character: **Well Known Artist**

Personality



Independent Kind Disorganized Shy

Sample Products



Bio

Angelica is a creator with a generally large following already. She produces all kinds of personalized goodies that are prime for gift giving but wants a better way to organize how she takes on custom commissions. Currently, she uses a lot of platforms for communication which creates an overwhelming experience when she tries to find the files she's shared during updates. Sometimes, she just needs a vacation or some time off to spend with her kid but being self-employed, she has to organize that herself and notify potential clients about when she is off work which is hard to do across multiple platforms!

Goals

- Have a new reach out to people looking for her services
- Better organize her orders and keep track of any progress updates in between
- Actively show when she is off work and when she is taking on new work
- Talk with other creators about trading skills

Frustrations

- Having clients disappear and not follow up on potential orders
- Needing to use so many platforms to keep things in-tact
- Getting inquiries while not being able to take them on due to a full workload or taking a vacation or leave
- Payment difficulties

Lily Williams - University Student and Freelance Artist

Friendly Enthusiastic

Ready-to-learn



Age: 20
Work: Artist
Family: Single
Location: Toronto, CA
Character: Art Warrior

"I hope to work with environmentally concerned companies to use my art to spread awareness of environmental problems."

Motivation

Fear: [Progress bar]

Power: [Progress bar]

Social: [Progress bar]

Goals

- Inspire others to embrace the beauty of watercolors and discover their own creativity
- Create a sense of calm and wonder through my art, taking people on a journey to many places.
- To learn from others and gain new sets of skills

Frustrations

- Struggle with self-doubt and the pressure to constantly improve
- Finding the balance between school assignments and personal life
- Maintaining an active Instagram presence

Bio

Lily is a dedicated watercolorist and full-time art school student. When she was little, she started using watercolors and painting by the riverbanks. She found the way the colors mixed and flowed together to be fascinating, and attempted to convey that sensation in all of her artwork. She often loves to share her skills on Instagram to build her community of fellow artists. She gives and receives feedback on many pieces she comes across and even gets beautiful Ideas that she may incorporate into her own style one day. This platform is what inspired her to share her work with others and make a living off it.

Personality

Introvert: [Progress bar] Extrovert: [Progress bar]

Analytical: [Progress bar] Creative: [Progress bar]

Loyal: [Progress bar] Picky: [Progress bar]

Passive: [Progress bar] Active: [Progress bar]

Preferred Contacts


Social Media: [Progress bar]


Mobile: [Progress bar]

Email: [Progress bar]

Traditional Ads: [Progress bar]

Favourite Styles



Step 3: Concrete Task Descriptions

1. Kimi, an aspiring independent musician with two years of experience sharing her music on Soundcloud, is preparing to release her latest song. She opens her music production software to make final adjustments to the track, focusing on vocal mixing and sound quality. She wants the song to sound perfect before sharing it with her audience. Throughout the process, she takes breaks to respond to messages from her followers, engaging with their feedback and building a connection with her fanbase. Kimi typically spends 1-3 days refining her track until satisfied with the result.

Discussion: Kimi represents a typical user persona among independent musicians who actively use platforms like Soundcloud to share their music. This task is essential to Kimi, as it directly impacts the quality of her music and her ability to connect with her audience. Given her motivation to present herself as a "real artist" and her success in receiving a contract offer from a small label in Toronto, this task is routine and significant for users like her who frequently create and share music.

1. Scheduling a Live Stream

Scenario: Jasmine wants to set up a live stream on the artist skillshare app to showcase her artwork. She must choose a convenient time and date for her and her audience, advertise the occasion, and let her followers know about the next session.

Discussion: This duty is essential for artists like Jasmine, who constantly engage their audience in live sessions. The procedure is streamlined, and others are informed well in advance thanks to the option to book such activities directly on the app. Depending on their online schedule, educators may encounter this task frequently, making it a necessary component of the Artist Skillshare app.

1. Analyzing Content Performance

Scenario: Dan, the photographer, wants to assess how well his most recent videos on the artist skillshare app are doing. He has to have access to statistics that reveal information about the most watched videos, engagement levels, and any feedback or remarks that could need his attention.

Discussion: Dan and other educators like him must analyze content performance to improve their methods of instruction and provide additional valuable data. Improving the overall quality of instructional content requires knowing which subjects people find exciting and which can benefit from improvement. Dan and others like him are likely to do this activity frequently because they consistently produce and share fresh content. As a result, it is crucial to provide reliable analytics features within the app.

1. Following Up on Progress

Scenario: One client of Angelica, a product artist, wants to contact her with a follow-up question and respond to an update on the work in progress. They need to open the chat room they started, send her a message, and navigate to the files and images sent by Angelica. They scroll up and click on the file links and images to view them in-app. Then, they form their review, type up a response and a question to send in the chatroom, and wait for a reply.

Discussion: Users of the app who aren't creators will need a way to contact their artists. It is required, of course, first to discuss and then decide whether or not to initiate the project but also for the long term in case anything changes with the plans. File sharing is essential to both sides so that consumers can provide references for what they're looking for and artists can share their progress. This may happen several times throughout the commission process and allows for open communication to happen all in the same place where the operation began.

1. Music Production Tutorial

Scenario: Mihail is a musician sharing his music on Spotify since February 2022. He wishes to create a music production tutorial for other aspiring musicians on the Artist Skillshare app. He starts by brainstorming key topics he wants to cover, including sound selection, mixing techniques, and creativity in music production. Then, Mahil outlines the tutorial's content, including video demos, audio examples, and other supplementary resources. He needs to create an eye-catching title and description for his tutorial to attract potential learners. After preparing the tutorial content, he uploads it to the artist skillshare app, sets the pricing, and schedules a

release date. He also considers how he can increase the visibility of his tutorial in the highly competitive music industry.

Discussion: This task reflects Mihail's content creator and instructor role on the Artist Skillshare app. It focuses on his responsibilities for developing and promoting a music production tutorial. One significant aspect of this task is gaining exposure in the highly competitive music industry, highlighting the importance of effective marketing strategies.

Step 4: Tentative List of Requirements

Must Include:

User Profiles (Portfolios) - Skill Listing and Categorization

- Profiles will include a user's/freelancer's skills, creative portfolio, and ratings
- Skill verification from education degrees, past projects, and endorsement from other users
- Listings are categorized with tags and keywords to help users find relevant fields
- Status as an artist mentioned (student, freelance, teacher, employer)

Payment Integration

- Artists have the freedom to set the price of their work (e.g., artwork, tutorials, courses)
- Secure payment processing to facilitate transactions between clients and freelancers using integrated payment systems
- Have security screens for users to prevent scams masking interested buyers
- Varying payment models such as pay-per-session, subscription, or one-time payments

Search Bar

- Robust search engine which helps users(employers) find the most relevant and certified skills and freelancers
- Categorize different skills/products such as Graphic Design, Marketing, Programming, Music, Photography, etc.
- Include recommendations based on the user's past activity.

Messaging + File Uploads

- Built-in chat system for freelancers to communicate and collaborate with teams and clients
- Notifications for updates and new messages
- Ability to send/share files such as PNG, PDF, MP3, JPG, and Adobe Creative Cloud files for collaboration and sample sharing

These elements are the skeleton of our skill-sharing app, crucial in facilitating a cohesive user experience and effective skill exchange between freelancers and clients. These necessities include profiling, communication, searching, and payment. Each element serves a specific purpose, and their integration creates a user-centred platform that begins to meet all the needs of both creative clients and freelancers. The app will only function with the proper implementation of these elements.

Should Include:

Reviews and Ratings

- The ability for students, clients, and buyers to rate and review the purchased work of users/freelancers
- Display ratings prominently on user portfolios to establish trust from the users/clients

Marketing and Promotion

- Tools for artists/freelancers to promote their art/work.
- Marketing features to attract new customers and keep loyal ones.
- Social media integration allows artists to promote their work on other apps.

Analytics and Insights

- Provide valuable data to freelancers, such as time tracking, outreach, user behaviour, and client reception.
- Insights to improve the platform and user experience over time.

Engaged Customer Support

- *Responsive customer support channels include chat, email, or a help center.*
- FAQ section to address common user questions.

The suggested elements will collectively improve the online skill-sharing platform by ensuring further user satisfaction, trust, and efficiency. Things such as ratings and customer support help create a form of security among users of our platform, while marketing tools and analytics improve the experience and monetization of our various freelancers and artists. While these elements are not crucial in the app's creation, they are highly beneficial and vital.

Could include:

Progress Tracker

- If they are taking a course and leaving the site, adding the tracker can remind the user to complete the course. It will keep them on track and motivated.
- Artists upload their art, and forgotten notifications can be sent to them as a reminder.
- Reminders can also work for artists who are unmotivated for personal projects, and setting a deadline will help them stay on track.

Engaging Badge Features

- Incentivization for users to stay motivated and engage with their artworks and profiles
- Badges or achievements for completing a course, consistent use of the app, or reaching a certain amount of followers/clients
- Additional verification on an exceptional user profile

Portfolio/Resume Builder

- Templates catered to specific fields in the artistic industry that artists can access and help build their Resumes

- A paid feature curated by the app where students can ask industry professionals to review their portfolio work and help build it

Live Streaming

- The ability for freelancers/artists to engage with their audiences in real time.
- Live Streaming adds diversity to a website's content portfolio.
- Show a raw and unedited look at creators/freelancers.

Job Listings

- It helps starting professionals have easier access to companies looking for positions
- Employers can also find the talent they need for projects

These elements are not necessary in the production of our platform; however, if implemented correctly, they would enhance the user experience instead of diminishing it. Stressing the fact of proper implementation for if elements such as live-streaming, badges and progress tracking are added in a random, non-streamlined manner, they can easily make our app too complex and provoke user anxiety. Resume building and Job listing can also be valuable assets but could distract our users from the central theme of selling and recruiting work/skills through our platform.

Exclude:

Irrelevant Ads

- Disruptive to users can get them off task from being creative
- It makes the app look unprofessional to potential buyers and talent scouts

Poor UX Design

- A complex and disorganized user interface feels too complicated for daily use and adds stress to a consumer/client's life.

The following elements should be removed from our platform. Implementing these elements would demolish the simple, streamlined, user-friendly platform we strive to create. These elements create a negative appeal to many websites and apps we are familiar with.

Appendix

Interview Questions:	Responses:	
How long have you been sharing your art skills on this platform, and what inspired you to start?	I have been sharing my music onto Soundcloud since 2020, and I started because I wanted to others to listen to my songs without me having to send them audio files. I also liked the feeling of looking like a “real artist” with an artist name, albums, and song art.	I’ve been sharing music since Feb 2022. One of my friends once introduced me to music production and I thought it was cool because you could do whatever you wanted with no rules and it was enjoyable.
Could you briefly describe the primary art skills or techniques you focus on teaching and sharing here?	The art that I am sharing here is singing & songwriting. This includes searching for music, writing lyrics, and creating melodies that would all be recorded and mixed.	Spend a good amount of time selecting good sounds and mixing. Doesn’t really matter what genre but the cleaner the mix, the better the song. Unless your idea is shit to begin with.
What advantages do you find in using this platform to share your art skills compared to other methods you've tried?	Soundcloud is my preferred platform over YouTube because it is specific focused on music. On YouTube, music often gets lost in the other contents. Also, Soundcloud does not require a video element which would take longer to create. Overall, it’s more focused for artists and convenient to upload.	I mainly use Spotify and the only advantage is the outreach it gets because everyone and their grandmother uses Spotify.
Can you outline your typical daily or weekly routine for creating and sharing art content on this platform?	My routine begins with songwriting. I am usually inspired by existing music that I come across, or by life experiences that I go through. I either start with finding a beat on YouTube or writing lyrics. After that, I record my music and continue the songwriting process as I go. Once everything is complete, I mix and eventually export to Soundcloud. This process takes me 1-3 days.	I don’t have a daily routine I just make music whenever I’m feeling inspired or just want to mess around. If anything, I’d split up the routine into 2 parts: getting inspired, and working
Have you encountered any specific challenges while	Unfortunately, Soundcloud has a huge problem with fake bots who stream, comment, and send messages	The music industry is super oversaturated and the biggest issue is getting exposure.

establishing yourself on this platform, and how have you tackled them?	to creators. This makes the stream counts often seem higher than they actually are. The best way to tackle this is to report each bot and also report it to Soundcloud themselves to fix the issue. Other than that, the rest of the app experience as a creator has been smooth.	I haven't found a way to overcome that yet.
How do you actively engage with your audience on the platform? Are there strategies that have been particularly effective for you?	Soundcloud has weak engagement opportunities, since it does not have any option to post anything other than music. Therefore, you can't post a message to promote your song - you just have to post your song and hope for the best. The best strategy to work around this is to simply promote on other platforms where there is more engagement, and then link it back to your Soundcloud account.	I don't really engage with people per se, I just like making music and I put it on Spotify so I can listen to it in the car.
Could you share a memorable success or achievement you've experienced through your art skill-sharing activities on this platform?	Statistically, I don't have any major achievements for my account. However, the music showcased on my Soundcloud account had gotten me a contract offer from a small label in Toronto!	The biggest memory I have is signing my first song a small record label. To date the song has approx 25k streams and it's just a milestone that I'll always remember. 2nd song also got signed and is sitting at around 560k.
What valuable advice would you give someone just starting to share their art skills on this platform?	Don't be afraid to upload often. I was worried that if I posted 2 songs in the same week, the second song would not get traction. But it doesn't matter, and ultimately, the more music you have means the more interactions you will get as a whole.	You need to be able to put in the time and work for years and be okay with no one noticing you.
From your perspective, how significant are feedback and reviews from your audience in refining your art skills and teaching methods?	I think that feedback is essential from my audience. For example, my vocal mixing used to be less than ideal. I had some people messaging me about my music and telling me that the mixing quality was off, weird, or didn't sound right. Of course, I knew I wasn't a professional mixer, so I tried my best to take their specific comments and apply it. As long as feedback and criticism is given for your best interest, then you should always accept it.	Pretty useful. Everyone has their own taste and when you can take opinions, you can kind of get an idea of what most people like.
Are there any specific tools or resources you rely on to enhance your teaching and sharing capabilities here?	I use GarageBand and BandLab (two free music softwares) to record and mix my music. Without these tools, I would not be able to purchase the expensive softwares and start music at all.	I've learned 100% of my skills from YouTube. Literally everything you can think of in music production is there. Don't buy those stupid production courses, not worth it.

Interview Questions:		Responses:
Could you each tell me a bit	I'm Jasmine, and I do painting and drawing.	My name is Dan, and I work as a freelance

about yourselves and the skills you share on this platform?	I've been sharing my painting techniques on Instagram for over a year now. I firmly believe in the value of art education, and this app has provided me with a fantastic venue for sharing my knowledge and interacting with budding artists.	photographer. About two years ago, I started sharing my work on sites like Instagram and TikTok. I offer advice on all aspects of photography, from post-processing to composition, to assist hobbyists become better photographers.
Can you list a few typical duties you perform while utilizing this artist skillsharing app?	I produce and publish video guides on several painting methods. These lessons frequently feature explanations, advice on choosing the best tools, and suggestions on how to approach various topics. Also, I engage those around me through comments.	I make videos that address different aspects of photography, from selecting the proper camera settings to using post-production tools to edit pictures. Also, I reply to comments, critique works by learners and even arrange convo chats.
Can you share some of the problems you've encountered with your current solutions for teaching and sharing your skills on this artist skillshare app?	The lack of a scheduling option is one of the main problems I've encountered. I frequently want to schedule my videos when I'm too busy, but the app doesn't offer this.	Limited analytics is a difficulty I've had. I'd like to learn more about which of my posts is performing the best and what subjects attract people the most. This would allow me to more effectively grow as an artist.
What would be the ideal elements or enhancements for an artist skillshare app to address these issues and improve your experiences?	For me, a built-in scheduling tool. If I could schedule and advertise my posts directly from the app, that would be very useful. The improved communication tools like in-app chat or forums would also the community feel more welcomed.	One change would be thorough analytics. I would be able to improve my growing methods and design more specialized posts if the app could give me in-depth information on how my audience interacts with my content.

Interview Questions:	Response:
As a Creative, what kind of work do you do? (What medium(s) do you personally use?)	So, when I work I normally do freelance illustration work as digital art on clip studio paint and procreate.
How would you describe your style? Give me some tag names that you would attribute with your work.	I would say that it's mainly pop-art, anime-inspired, and sort of semi-realistic. I draw mainly people and will check-in with my clients as I'm drawing to see if the work is headed in the right direction.
Do you ever take commissions or sell your art?	Yes, I actually do take commissions. I sell art and stickers on an irregular basis because of school and work, but when I take them on I try to complete them in around the same amount of time per "scale" of the piece. For example, if I'm doing a drawing of a person you can do just a headshot, torso, or full body. There's also a variety of backgrounds to those drawings that also take different amounts of effort and time.

<p>What platforms do you use to do this?</p>	<p>In terms of payments, I take my payments through E-Transfer or PayPal. To get attention to my works and let people know that commissions are open I will post about commissions usually on instagram and twitter. When I have to speak with clients, I tend to start with direct messaging through social media apps and then move to email to fully coordinate.</p>
<p>Do you ever shop for custom or commission pieces of any sort?</p>	<p>Yes, I do. I buy posters, prints, keychains or charms mostly.</p>
<p>What are your main concerns if you were to or already do sell your work?</p>	<p>I would say one of my biggest concerns is additional fees when charging, for example like Paypal has upped their percentage rate for how much they take from the client so a lot of the time when I'm charging a client by faced with the dilemma of should I include the extra payment on their end? Or should I say that it's included from my side? And besides that, I would say another frustration would just be communication with client I've definitely had situations where clients had ghosted me, and I'm not completely sure what to do about it. My current fix for that is to make payments upfront; I asked for payment upfront before I start on any piece.</p>
<p>Would you prefer if payment documentation, and seller-consumer communications be managed on that app, or separately on other pre-established platforms?</p>	<p>I would like to have them both on one, but I definitely think it would be beneficial and its definitely a little time consuming to switch between one over to another app. Just having some PDF documents and scans or whatever I'm doing made it easily shareable and accessible after I've sent them in one place would be nice too.</p>