International Free Expression Project & Roadies Labs

Executive Summary

Community Partners
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Student Consulting Team
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Background

The International Free Expression Project (IFEP) is a nonprofit organization dedicated to promoting the freedom of expression through art and education. Since it was founded in 2016, IFEP has collaborated with artists, activists, storytellers, innovators, and people of all types to empower and encourage creative expression.

Roadies Labs is a web-3 startup that leverages blockchain technology to enable simple and affordable fractional art investment. Artists can offer tokenized shares of their physical artworks on Roadies' platform, which allows them to unlock a new stream of capital and connect with their supporters.

Project Description

Project Opportunity

IFEP was founded partially in response to the threats to free expression that were, and still are, pervasive in current events. Even though they've been able to collect works and partner with both local and international artists, they were limited by the physical reach of their art exhibits and installations. In partnering with Roadies Labs, we were able to think about how we might be able to make the art experience more accessible for people interested in engaging with artwork and for artists wanting to connect with people and amplify their creative message.

Project Vision

Our vision was to ideate the design of a virtual art gallery with a focus on the user experience and usability. We imagined an immersive art gallery where "artists can display and sell their work, where buyers can assemble collections, and where patrons can invest in artists who inspire them." We scaled our initial idea of a 3D first-person perspective gallery down to a 2D platform where artists can upload this art and customize their gallery experience in order to meet time and resource constraints.

Project Outcomes

The primary outcome was the creation and delivery of low-fidelity wireframes of each user flow for our three main user types: artist, organization, and buyer. We mapped out these key user flows in diagrams and delivered written documentation to accompany them. These were used along with our wireframes to develop a proof of concept for the platform, developed by Roadies engineer Mitchell Marino.

Project Deliverables

To ensure a smooth transition and handoff of our project, we included extensive documentation with next steps, goals, and user interaction with the site. Additionally, we assembled an implementation handoff slide deck that includes our key findings from our user research, use cases, and our proposed solution. Finally, we have all of the documentation from the interviews we conducted with artists along with our summaries and findings analysis, which can be referenced in the continued development and sustainability of the gallery platform.

Recommendations

In order to continue on the progress we have made this semester, we recommend that both IFEP and Roadies follow a similar guide to the User Testing Plan and Results documentation guide that we've provided in our final deliverables in order to ensure that the platform is user-friendly and consistent with the user experience we outlined in our implementation deck. Additionally, we think it would be beneficial for IFEP and Roadies to hire developers to specifically work on the virtual gallery to increase their capacity and development timeline.

Student Consulting Team

Jenny Doan was the documentation manager and technical lead. She is a third-year student majoring in Information Systems with a minor in Computer Science. She will be interning at Amazon this summer and is looking forward to a career in software engineering.

Katie Lin served as the user experience lead and project support. They are a third-year student majoring in Information Systems with a concentration in Computing and Technology. They enjoy building flexible design systems and creating delightful user interactions.

Nicole Xiang was the project manager. She is a junior studying Information Systems, with an additional major in Human-Computer Interaction and minor in Intelligent Environments. She is interested in exploring the intersection between technology and design, and she will be working as a Technical Program Manager in Sunnyvale this summer.