






First a look at similar products with a **Competitive Analysis**

Direct Competitors			Indirect Competitors		
App/Site Name	✓ What works well?	✗ What doesn't?	App/Site Name	✓ What works well?	✗ What doesn't?
 SAATCHI ART Saatchi Art	<ul style="list-style-type: none"> -Many similar choices offered -Joyful to use -Easy to restart with power button icon 	<ul style="list-style-type: none"> -not easy to find as feature on site -only by visual similarity category -can't zoom in further 	 Likewise	<ul style="list-style-type: none"> -fun to use UI for recommendation selections -simple UI -suggestion cards categorized well 	<ul style="list-style-type: none"> -slow site load -doesn't work on desktop
 Google Lens	<ul style="list-style-type: none"> -User feedback with rotating spots to let user know it's working -offers selection titles -can zoom in on image parts 	<ul style="list-style-type: none"> -sometimes inaccurate -at times objects are obvious but searches random -not site based 	 Whichbook	<ul style="list-style-type: none"> -uses book covers to offer selections -covers snap to a CTA -many categories for search 	<ul style="list-style-type: none"> -unusual categories -logical but less focused UI -can't search by conventional categories like genre or date
 Art Selfie	<ul style="list-style-type: none"> -user feedback similar to Google lens -can view art in AR -recommended metadata 	<ul style="list-style-type: none"> -extra step to click to view -selfies of faces only -Eurocentric/non diverse 	 Shazaam	<ul style="list-style-type: none"> -app for anywhere -straightforward -sleek ui -connects with apple music and library 	<ul style="list-style-type: none"> -no desktop site -charts by city versus which is uncommon -connects only to apple and not other services

Google Arts and Culture: Art Discovery Tool Empathy Findings
 Melanie Ogunwale
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Through **Market Research** I found...

Art PI, a B2B product is an art discovery tool that uses AI to categorize art and is usually applied to sites for museums, galleries, and art fairs. Maybe what Saatchi art uses within their site.

Uses deep learning to ID and categorize one million images in their art database. It features awareness based on the elements and principles of art including: space, light color, composition, style, subject, and genre.

This is in contrast to other products that only use image labels and other objects to determine subject matter.

Further research possibilities: AR Scanning products....

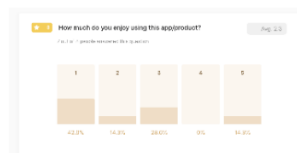
Through researching competitors, the market for art based AR/AI features, and conducting a survey I found that:

- There is a need for an art discovery tool
- Users may not know about the tools available quite yet because it's a new market
- That more research on AR/AI tools would be helpful for future iterations

Last, I conducted a short **Survey** to understand how people relate to Google Arts and Culture and to gather quantitative data...



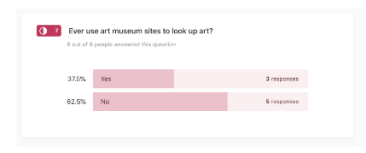
Most participants have never used Google Arts and Culture which surprised me a bit.



I also learned that questions need to be worded carefully and that survey creation involves thinking out options. This data became skewed because many didn't use Google Arts and Culture but were still obligated to answer the question to move on.



Same goes for Google Lens, but also wonder if they understand it's an integrated camera feature? Perhaps they use it without knowing.



There is a need for this type of feature however because *more than half of users rely on sites to look up art.*