



NEEDFINDING

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Studio: Arts & Culture



OUR TEAM



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Problem domain: exploring the relationship between one's personal network and artistic tastes

OVERVIEW



01

NEEDFINDING
METHODOLOGY

02

INTERVIEW
RESULTS

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ANALYSIS

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SUMMARY



01

NEEDFINDING METHODOLOGY





Interview
Guide



Interviews



Empathy
Maps



Analysis



Brainstorm

Our Interviewees:



Marco



Nadin



Kawena



Justin



Michelle



Jerry



Polina



Junryl



Marisa

Picking our Interviewees:

Age Diversity      

Gender Diversity  

Occupational Diversity      

Background Diversity       

Extreme Users  

Average Users       

What we Asked:

Can you tell me about content you love that is a guilty pleasure?

Do you keep track of art you love?
How?

Do you use social media to share music? Why or why not?

What is the biggest barrier you face in sharing your content? What art moves you? Why?

You want to find a new podcast. Where do you look?

How would you invite someone into your culture using art?

Tell me about a time you got a recommendation. How did you feel?

And of course . . . **pulling threads
and following up on emotions
and stories!**



02

INTERVIEW RESULTS



MARCO



- Mortgage underwriter and pro-wrestler
- “Knows Spotify better than his email”
- Active in the LGBT community
- East Bay native

User Type:



MARCO



“In real life, that’s who you are going to see on social media. There is not really a differentiation between Marco and Marco-Mania [wrestling name].”

User Type:



JERRY



- Teaches computer science at Stanford
- Foodie, musician, news junkie, and traveller
- Most passionate about music and piano, especially classical music

User Type:



JERRY



“I like the idea of supporting the arts and I able to trust this particular effort because of my friend.”

“I’m not trying to be condescending, it’s just time consuming to go through [donation] emails from people you don’t know.”

User Type:



JUSTIN



- Process engineer at Ancon industrial services
- Doesn't consider himself an artist
- Enjoys being introduced to art by friends, doesn't seek it on his own
- Consumer

User Type:



JUSTIN



“But the things I find more meaningful for sure... It's definitely within those peer groups... I don't know if it's like a weird trusting or they just know what I like.”

User Type:



KAWENA



- Case manager at Waikiki Health in Oahu
- Hula dancer
- Former president of Kaorihiva (Stanford's polynesian dance group)
- Japanese/Hawaiian

User Type:



KAWENA



“For us, arts isn’t a way for us to show what we know, but to preserve it and also share it with you and each other.”

“A big part of [the disconnect] is the playing up of stereotypes”

User Type:



MARISA



- Senior at Stanford University
- Competitive Hula Dancer
- Filipino/Chinese
- Current president of Kaorihiva
- Creator and Consumer

User Type:



MARISA



“I try to give as much context as possible in a way that is still accessible because to dance in isolation, without the cultural context is kind of disrespecting the cultural context for me.”

User Type:



POLINA



- Olympic figure skater
- Podcast host for Bleav Network
- Artist with a “mindset of iron”
- Fiction fanatic, music lover
- Creator and consumer

User Type:



POLINA



"commentators are borderline disrespectful a lot of the time"

"you talk to a reporter, and they pick what they want to frame you as"

User Type:



NADIN



- Enjoys spices and flavors and experiencing new cultures
- Has a deep appreciation for theater
- Elderly (over 70)

User Type:



NADIN



“The ‘umami’ of plays is the context...
where are you, who are you with?”

“

User Type:



MICHELLE



- Art student at WashU
- Architecture & interior design buff, MICHELLEV leather goods
- Pinterest is her artistic inspiration archive
- Creator and consumer

User Type:



MICHELLE



"I think arts very personal. So I think that when people are sharing that with you or like recommending you music or art or whatever, like you get to know them a little better, which is awesome."

User Type:



JUNRYL



- Create hair colorist based in SF
- Moved to LA to become a singer/songwriter
- Struggles to gain a following for his singing
- Creator and consumer

User Type: 

JUNRYL



“It's funny because as a musician, I should be listening to a lot of music but I'm very bad at listening to music.”

“People want instant gratification, because you're just moving so fast. I feel like even if a video [on Instagram] is 40 seconds, that's too long.”

User Type:



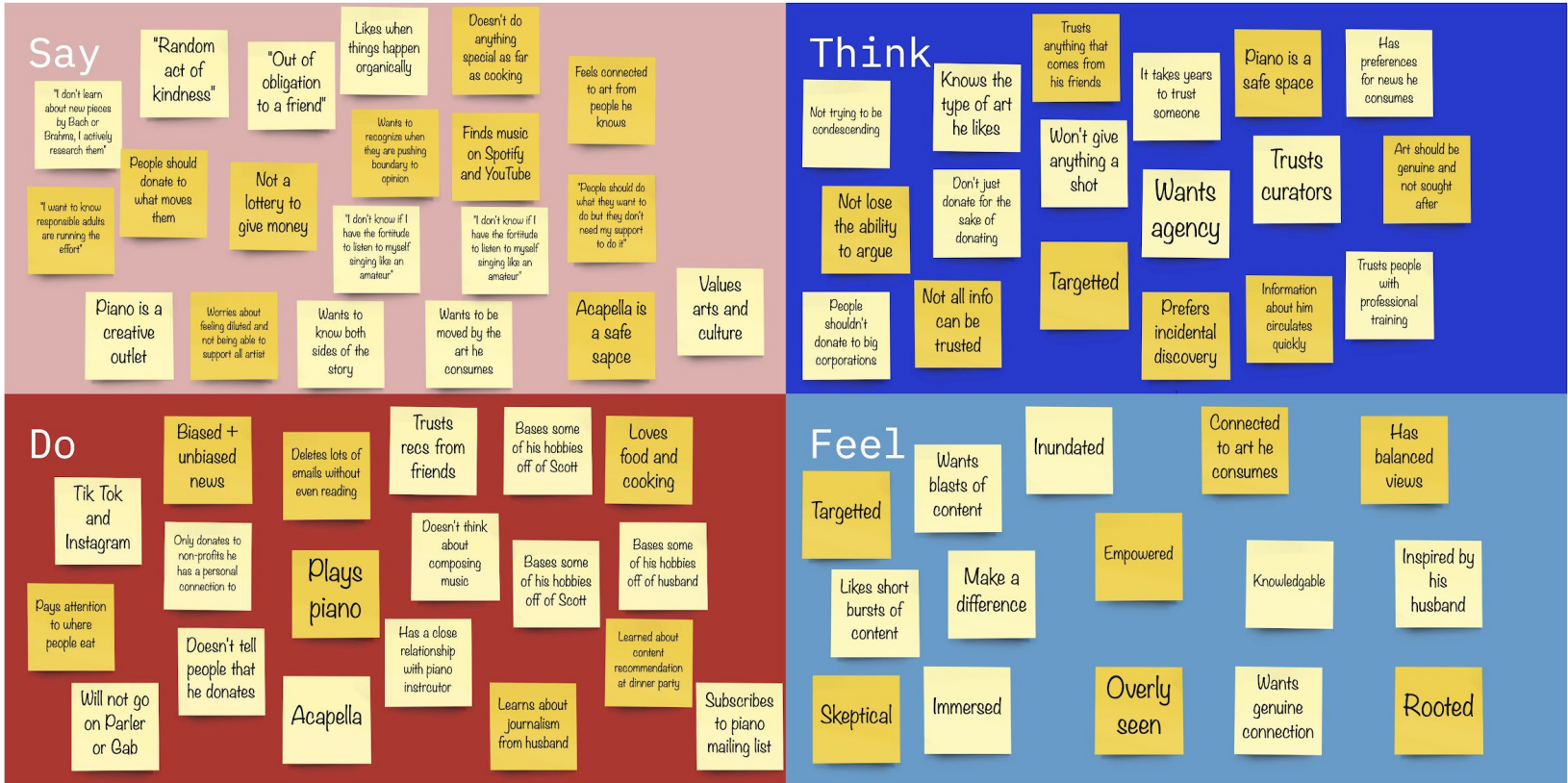


03

ANALYSIS



JERRY



SAY

Philanthropy as “random act of kindness

“It happened **organically** as opposed to **intentionally**”

DO

Deletes lots of donation emails without even reading

Only donates to organizations he has a personal connection to

THINK

People should donate to what moves them

Not all information can be trusted; will only trust his friends

FEEL

Wants **blasts of information**

Agency

Targetted

ANALYSIS



TENSION

“I read the email out of obligation to a friend”

CONTRADICTION

Only wants to donate to organizations he knows **yet** considered donating to a talented 18 year old from New Orleans who he has never met



INSIGHT

People have a personal attachment to their money and donations

NEED

A way for donors to see the impact of their philanthropy in the arts on a personal level

ANALYSIS

CONTRADICTION/SURPRISE

Feels like content can arise “out of a void”

Relies on Tik Tok and Instagram algorithms to consume music



ANALYSIS

INSIGHT

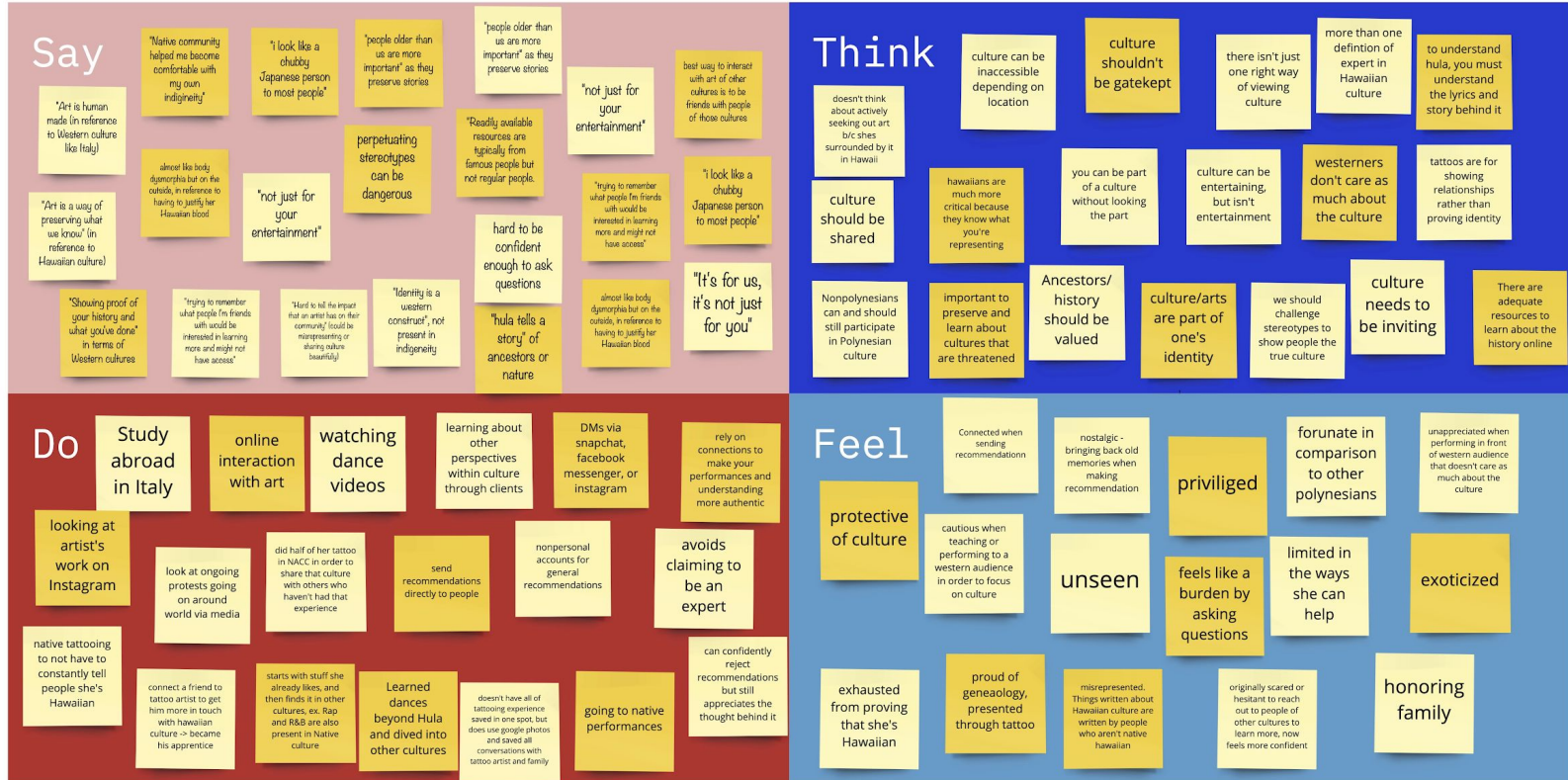
Social media algorithms take away the enjoyment of art exploration

NEED

A way to connect people to the navigation of new artistic content in a personal manner.



KAWENA



SAY

“[Hula] is **not** just for your **entertainment**”

“Hard to be confident enough to ask questions”

DO

Sends **personal recommendation** to people directly

Got a Polynesian tattoo of her **genealogy** in the NACC at Stanford

THINK

People from outside of culture aren't easily engaged with history behind the art

People judge your culture based on looks rather than practice

FEEL

Burdening

Exoticized

Unseen

Stereotyped

ANALYSIS

Tension/Contradiction

“[Hula] is not just for your entertainment”

Performs in front of Western audiences



ANALYSIS



INSIGHT



Cultural art is exoticized according to the eye of the beholder, cultural significance is easily lost

NEEDS



A way for others to engage with the history/significance of the art without feeling disconnected or bored.

“It’s for us, it’s not just for you”

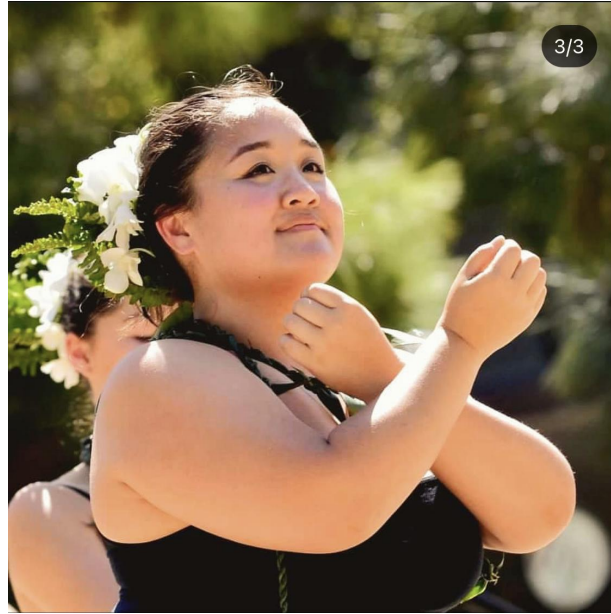


ANALYSIS

SURPRISE

Willing to get a tattoo of her genealogy in front of her peers

“I am fortunate that I grew up in Hawaii”



ANALYSIS

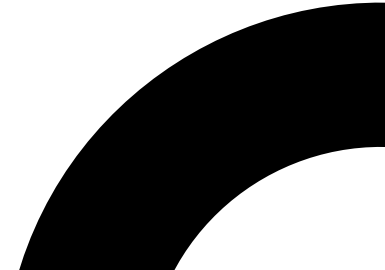



INSIGHT

There is a desire to share cultural art to those who have been isolated from that part of their identity.

NEED

Greater access to cultural art for minorities who do not have a strong cultural community.



ANALYSIS

Contradiction/Tension

Cultural info is abundant on internet but “dominated by a few” figures

“Need to respect our elders”



ANALYSIS



INSIGHT

The knowledge of younger generation and budding artists is undermined.

NEED

Ways to empower and connect younger people who are interested in sharing and learning about cultural art.



SAY

Uses podcast to illuminate “issues that **culturally need to change** in skating”

Giving recs creates a “really good flow of energy”

DO

Brings positivity to an overly-critical artistic bubble

Looks to movies, music & fiction for artistic inspiration

THINK

The skating community should be more **honest** and **accessible**

Wants to draw on her past without letting it define her

FEEL

Liberated expert, seeking ways to create impact

Sharing content and stories with friends & fans is **energizing**

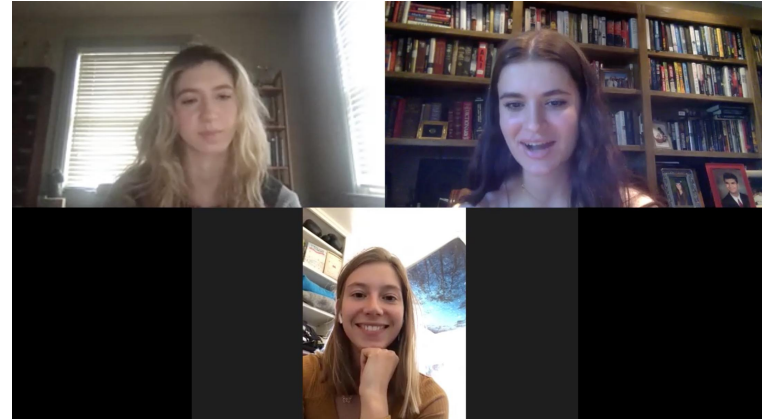
ANALYSIS

CONTRADICTION

“Selectively remembers the happier moments”, but seeks candid conversation about the negatives

TENSION

Outside the “bubble,” but still wants in



ANALYSIS



INSIGHT

The criticism of competitive art forms can create a toxic environment for budding artists

NEED

Bring transparency, positivity, and change to skating culture

ANALYSIS

SURPRISE

In 2020, she created the first ever podcast dedicated to figure skating

Tension

Access to competitive arts like figure skating are restricted by income



ANALYSIS

INSIGHT

The skating world is insular, inaccessible. Expert coaches & training groups keep info close to the chest

NEED

Making current, trusted information about skating accessible



JUSTIN

Say

sees theater with "mostly family"

"nostalgic" about watching theater productions, "really special" childhood memories

"my inner circles feed me the content I consume"

Roommate from Uganda would send him content that he otherwise would "probably never come out of [his] way" to engage with

Wouldn't check it out "if it was just coming up on social media"

"if you are with someone you that you are much more open and the experience will always be somewhat positive"

revisions the "sensation" of seeing live in an Broadway when he was a kid

engages w/ Broadway content "more than average"

"whenever I come across someone (a mutual friend) who says they like Les Mis, they're automatically my best friend...but I've never actively sought out those types"

"I'm a simple guy"

There is "a weird trust thing" with recommendations

artistic tastes are "easily influenced" by his peers

"I value close, intimate connections over many"

used "honesty" as a qualifier when talking about theater interests

"I don't actively seek out arts and culture"

Frequently listens to musical soundtracks and is on the lookout for theater productions

"more social media averse than your typical person"

ignores 95% of the content thrown at him, sees it as "just noise"

also gets recs from "big tech giants" saying this is something you'd like

easier to communicate "when you have a real live person there"

"never really thought about [how I'd describe my culture], but we'll wing it"

loves to read mostly "business/water" books

"culture affects what you value"

"everything is an ad, it's super off putting if it is not personal"

Do

smiled nervously when asked how he would describe his culture to someone else, put hand on his face while thinking about it

took more time to think about how to describe his culture than any other question

doesn't keep track of books he's read

when he didn't know how to really answer questions or hadn't experienced them, he would call them "interesting"

Wore an "Ancon" collared shirt

repeated gesture (horizontal right arm movement as if pushing something along) used for being sent content from friends

emphasized that he is not artistic

Defined culture using individually exercisable traits rather than things in the physical world

looked up at the ceiling when trying to recall/recount events and details

had most substantial/lengthy responses for questions relating to sharing recommendations with friends

visually animated when talking about how the people at his company were "integral" to keeping everyone's day to day lives moving

Often looked away from the screen/down when answering questions

Used hand gestures and responded most animatedly to questions about recommendations

went to small local plays in his college town when he was an undergrad & "dragged" his friends

raised eyebrows when describing "more meaningful" information from peer groups compared to automated recommendations from tech companies

Think

I can learn more from other people than from the internet

people rely on me

I want to help others

I don't have my own taste

It is strange that they are asking ME about my artistic engagement

I seek out self-improvement

I think I am open minded, but I don't seek out information in domains that I am unused to

I think all the clutter on social media is annoying

My culture comes from my family and peers more than from any literal heritage

my "culture" is about personal values

I'm selective about who I spend time with

I hate feeling like I'm being sold something

I value my family above all else

Feel

I love the flow of content I receive from my close peer group

very close to my friends

Vulnerable when making a recommendation -- they are intimate!

Nervous that I will let down the people who rely on me

a responsibility to continue traditions

Nostalgic for childhood

Culture is very PERSONAL

I think my culture is less well defined than stronger, heritage-tied ones

I want to foster my existing relationships more than create new ones

I feel the need to reciprocate when others do things for me

I seek to improve my company culture

I value the time with the people I experience art with much more than the art itself

Happy when I know my friends are thinking about me

I enjoy the challenge of grappling with questions I don't normally think about

what IS my culture?

Normal

SAY

"I value close intimate connections over many."

"Everything is an ad, it is super off putting if it is not personal"

DO

Dragging friends to local plays while in college

Smiled nervously when asked how he would describe his culture

THINK

Can learn more from other people than the internet

Hate feeling like he's being sold something

FEEL

Vulnerable when making recommendations

Confused about what culture means to him



04

SUMMARY



SUMMARY



01

Everyone wants to have a connection to the art they consume and interact with.

02

Generally speaking, people are more likely to trust recommendations from their friends.

03

Some people feel a tension between contributing and engaging with an artistic community while still feeling as if the connection is their own.