

Interview with Team B (PandArt)

Team A - 00:00:07: So, again, thank you all for being here and we have a questionnaire prepared and would like to start with the first question if that is okay?

Team B - 00:00:21: Go ahead.

Team A - 00:00:22: So our first question was: Can you summarize your project in a few sentences? Just to make sure that we've got your idea right.

Team B - 00:00:32: PandArt is mainly a portfolio, a project/ service where artists can exchange information about creating and curating their portfolio and also presenting them to the outside. They learn how to select specific artworks to showcase their own style or their artworks and how to present them in a favorable light.

Team A - 00:01:06: So I think we understood the same thing. So our next question would be ... or has someone anything to add, maybe?

Team B - 00:01:24: Oh, no. That summarizes it pretty well

Team A - 00:01:27: Okay, perfect. So our next question would be: Which stakeholders do you have on your platform?

Team B- 00:01:37: Would you mind if I asked you to clarify this a bit because uhm like, are you asking for general stakeholder roles or categories or are you asking for specific people, Individuals?

Team A - 00:01:54: Everything that comes to your mind and you think about as users of the platform or everyone you want to interact with your product

Team B- 00:02:06: The site from product owners and management personnel who would obviously be stakeholders in this. We would mainly think of all sorts of artists who want to use our platform to present themselves and also maybe customers and art schools, who could use this platform as well to scout new employees or new students, for example.

Team B - 00:02:47: Besides from that, I didn't think of any, like specific new stakeholders ... maybe if Marius wants to add something?

Team B - 00:02:58: Regarding the pure usage of the platform... I Might think that you mentioned all

Team A - 00:03:15: Okay, has anyone questions? Maybe from my team?

Team A - 00:03:23: No, I don't think so. That matches pretty well what we expected basically

Team A - 00:03:31: Okay. The third question then would be: What features do you think of? Which functionalities?

Team B - 00:03:44: The main functionalities we thought of... all surround the portfolio itself

Team B - 00:03:53: In that regard, the main thing, the most important ones would be the presentation of the portfolio. Like some sort of customization feature to maybe change the layout or the placement of the artworks

Team B - 00:04:17: Also on the information side like some sort of Forum or an open blog system where users can present their own ideas on how to select artwork for a portfolio. Or how to create an ideal layout for a specific case and where they can exchange comments on this topic to get a better understanding and also some export functionality for the portfolio. If you want to submit an application for, let's say, art school that we can supply a layout already, where no matter how you designed

your own Pandafolio website, you can export it in a unified sense, already pre-formatted and you don't have to do any extra work to sort your artworks

Team A - 00:05:16: I have a question about this customization feature. Can you clarify what this means? I didn't really get it

Team B - 00:05:33: The idea is that every user has their own Pandafolio and customization like appearance of this, like lets say changing the font on the site or changing the background color. Maybe change out the layout of the artwork like do you want one very big one at the top and a bunch of small ones underneath. Or do you want the user to scroll horizontal or vertical through your artwork

Team A - 00:06:09: So your users can get creative as well on your platform so their portfolios can have all their own look?

Team B - 00:06:15: Precisely. So you can make look yourself unique in that way.

Team A - 00:06:25: Okay, if I add an artwork to the portfolio, should other people get notified about that? Is there a feed or something you expect? Some kind of follow-feature for some portfolios ... anything in this regard?

Team B - 00:06:49: We did not consider any sort of feed functionality. Like considering a bookmark system, for example, would be a nice idea... if you wanna check out some portfolios regularly or wanna remember them. But the main idea is for yourself to present one portfolio, one image of yourself and not supply your followers, for example with a consistent feed of new products, new artworks

Team A - 00:07:29: Should I continue with the next question or does anyone have something to add?

Team A - 00:07:41: Just a small question for clarification. So the Pandart project is not about a social network, for example, it's more about a blog for artworks, a blog system for portfolios, is that correct?

Team B - 00:08:11: Yes and you can think of it more as an application of sorts. You're not constantly updating or informing your followers about new information on your applications. But you have one set of skills, for example, you have to list and you select the fitting artworks to present those skills.

Team A - 00:08:34: Ah, okay.

Team B - 00:08:37: It's not meant to be updated, on a daily level or something. Like maybe if you learn a new skill, you can add a new artwork or exchange some

Team A - 00:08:53: But still you said there should be an ...there should be a way to exchange comments for a topic and how should that work, like you have your own portfolio and people can post comments on this specific website or how should the comments be placed?

Team B - 00:09:46: We thought of mainly two forms of communication. One is those comments feature you mentioned like every profile has its own portfolio and some has somewhere a small common section where other artists can compliment them, or tell them like, maybe this one artwork is a little iffy, maybe it's problematic in some way, and maybe they should consider changing it or something. And the other one would be like an open forum where you can like either post your own ideas on how you personally think portfolios should be formatted or you can ask questions to other artists and like starting open discussion about this topic.

Team A - 00:10:40: Okay so our next question then would be: Do you plan to include digital artworks as well as analog artworks? Which kind of artworks should users place on the platform?

Team B - 00:10:55: The goal is to keep it open as possible to include as many art forms as we possibly can. This can both be a digital and traditional artworks like maybe you can scan your paintings and publish them as well. This could also include, for example musicians, who want to showcase their beats or their singing, voice, etc. Or like architects who want to present their past work in that way. I could even think of small movie clips though this could be ... It's more a thought for the future because hosting and streaming videos on a platform is maybe a bit much for starters.

Team A - 00:11:57: Okay, but you want many different artists to share their art on your platform, not only paintings?

Team B - 00:12:15: Exactly.

Team A - 00:12:17: So the next question would be: Which kind of exchange between artists do you think of? I mean you said already like a comments section, an open forum. Maybe this question is ya, maybe we don't need it anymore?

Team B - 00:12:36: I think that's mostly answered already. We briefly thought about implementing a private message feature. But this should be more of an afterthought than the main goal of the platform.

Team A - 00:12:57: Next question was: How do you plan to do licensing and copyright protection? Because I think that it's an important... it could be an important point for artist to protect their art from stealing

Team B - 00:13:24: Yeah, so we are planning to implement as most as possible in order to protect the art or the artist from having their art stolen, so there definitely needs to be a feature that prevents from screenshotting and stuff like that. There definitely are some technical possibilities, you as developers would have to elaborate. And the ownership of the art itself in terms of licensing and stuff should always be on the artist's side. Also like some cross referencing method. If you somehow manage to grab or download the presented artwork that prevents you from re-uploading it to our website at least. Or embedding like metadata to make it possible to find out where you got the artwork, if you post it somewhere else

Team A - 00:15:00: And do you plan some kind of feature that maybe an artist can choose a license for its upload? So, for example, if I am an artist and I want to share my art for use, can I select for example a creative common license or something in this selection or is everything under a specific license? Or how should that work?

Team B - 00:15:23: We do not intend to share or distribute artworks over our website. We did not consider any sort of license selection. The best we can offer is for artists to link to other platforms where you can buy or download their artworks and that is then up to the artist and the other platform to find out what licensing is correct for them.

Team A - 00:16:10: What comes to my mind is:. What roles do you have on the platform? For example maybe some moderators... are there specific... I am jumping back to the stakeholder question I think.

Team B - 00:16:42: Okay so in terms of the forum feature, you definitely have to have some sort of administration or moderators. We honestly didn't really discuss who would take the role or on the role of administering the forum. You could think about promoting some artists in the community to moderators. That's definitely a possible way, but nothing we discussed in detail.

Team A - 00:17:34: Adding to Janine's question: Is there a kind of minimum requirement for the artists, like does the platform only accept professionals, or also amateurs? Is there maybe an age restriction because we see nowadays young people, I don't know if I can say kids, also come up with creative artworks? Do you think of restricting the usage of the platform to a target group of people or is it open?

Team B - 00:18:27: In terms of artists, it's supposed to be as open as possible, again, saying with what style of artists we want to include. We want to include anything from amateurs to professionals to maybe open the options for amateurs to become professionals due using our portfolios and we didn't precisely discuss any age requirements for registration but Marius can correct me if that's wrong. I mean the ideal way would be to limit account creation to people that at least confirmed they are adults like eighteen and over and viewing art and viewing the forum could be

open for anyone without an account with a like age check, for example. so that you can gain the knowledge and information on how to create a portfolio even as a kid. But in my eyes, young children don't really get any benefits from having a portfolio because they cannot sell their art easily without external help

Team A - 00:19:42: A short question from me: As we're talking about accounts... will the website be open for everyone in general or is it like Facebook or LinkedIn that user profiles can only be viewed when you are logged in?

Team B - 00:20:12: Since the user profiles are like the main thing to be viewed and on the platform this shouldn't be restricted. So you should be able to view the portfolios and profiles without having to have an account. But if you want to provide or create your own portfolio, you definitely need to create an account.

Team A - 00:20:44: Thanks, make sense.

Team B - 00:20:50: If I may add in terms of age restrictions: It might be a little bit complicated but there definitely should be some ways implemented that might restrict some artworks for a certain age group. It might happen that some artists have more explicit artworks. So there we definitely need some sort of methods to restrict the viewership of this

Team A - 00:21:37: And also maybe, I don't know if I am completely wrong but I think you said the platform is open so anyone can post his or her at work. Is it not a little bit bad for the quality if it makes sense, like if anyone just like can get into the platform and create an artwork, maybe the quality of the artwork presented on the platform can also be not that good ...or is there a kind of check? I don't know if you understand what the mean

Team B - 00:22:26: I am not sure what you want to know about when you are saying not good... are we talking about questionable content or about questionable art styles?

Team A - 00:22:33: Yes, questionable content. In that direction.

Team B - 00:22:56: We do not plan for any check on whether it's questionable or not content. The idea would be like, again in regards to age check and protecting children, if an artist mainly posts or posts at all NSFW art or questionable content, then they should add that to their profile, so it's not viewable without an account or without verifying that year of age to view this content. But aside from that, we did not intend to limit the content unless it includes illegal practices.

Team A - 00:23:35: I have a question about how do people find the art or, for example, if anyone is searching for a special kind of artwork how do they find it? Is there like a search or do people have to do tags on their artworks? How does it work?

Team B - 00:24:01: Yeah I think there has to be some sort of a search functionality. Either the artist, so the portfolio itself needs to have some sort of tags that you could search or certain artworks need those filters, but that's definitely a feature that we need.

Team B - 00:24:28: We do not intend to have a discovery feature where you can see popular artists and maybe accidentally find someone. But filtering by let me say, genres like do you want music, do you want traditional or digital art etc. would be the first step and also directly searching for someone.

Team A - 00:25:03: Do you plan to also include a share function or something like that to share a link to a specific image or profile?

Team B - 00:25:12: A specific profile...definitely. So you can maybe on your twitter account post a link to your portfolio directly and the other way round would be the export function we already mentioned though that would not be sharing a link, but sharing your artwork as a PDF like your entire portfolio.

Team A - 00:25:49: So I would continue with the next question: Is the platform desired to be internationally available or restricted to, for example, German speaking regions? We thought about this question because of which languages should be implemented.

Team B - 00:26:20: So we were planning to have the platform in English, so it's desired that this platform is used internationally so we don't want to exclude some sort of people. But when talking about this question we think that the region's where the platform is used are commonly kinda depend on what partners we managed to acquire and in terms of art schools and stuff like that.

Team B - 00:27:00: Aside from that, access is not intended to be limited to specific regions as long as you're able to access the website, from maybe what's blocked or unblocked in your country, and also if you're able to read and write in English.

Team A - 00:27:18: So you mean, the web availability is defined by legal restrictions and if it's possible to make the page available in country X it's available there?

Team B - 00:27:40: Exactly

Team A - 00:27:52: And so some sort of translation would be necessary?

Team B - 00:28:01: Not as a builtin function. As far as I know, some browsers or devices support automatically translating websites to the language of your choosing

Team A - 00:28:31: So the next question would be then: How do you plan to get users on the platform and advertise it?

Team B - 00:28:31: No we were planning on working with classic social media marketing and influencer marketing to get the platform going. And once we managed to acquire some users we were planning to cooperate with different art schools as

already mentioned... so that potential applicants will also start to use our platform and that are the main three sources of of users

Team A - 00:29:13: And which potential revenue streams you can think of and plan to integrate into your website?

Team B - 00:29:22: So we were planning or thinking about a subscription model or like a freemium business model where you can open up and curate your portfolio for free. But certain features are like the expert functionality or other possible features then will be priced.

Team B - 00:29:56: As a sort of addition to the free services... An example we talked about previously was the customization of your portfolio on the platform which would have basic functionality for free accounts, that if you want to use the advanced features, then you'd have to be part of the premium subscription group to unlock additional customization options. Maybe like CSS edit et cetera

Team A - 00:30:39: Is it OK for you if we reach out to you, via discord, if there are maybe more questions coming up at least until next week. So we can ask the question and you'll just answer by chat

Team B - 00:31:01: We can do that. Also if you have more complex questions we can also schedule a new meeting

Team A - 00:31:11: But I think overall we got your idea and hav a better insight now what you expect

Team B - 00:31:18: One thing I would like to add to the revenue stream is that we absolutely want to avoid publishing ads on our website so that the artwork is always the main focus and there aren't any pop-ups or like sidebars with advertisements.