



Hot Studio
Draft Discovery Document
5.15.08 / version 1

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Draft Art21 Discovery Document



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This is a draft document for discussion about the two leading conceptual models, user scenarios and wireframes for Art21's redesign.

Website model

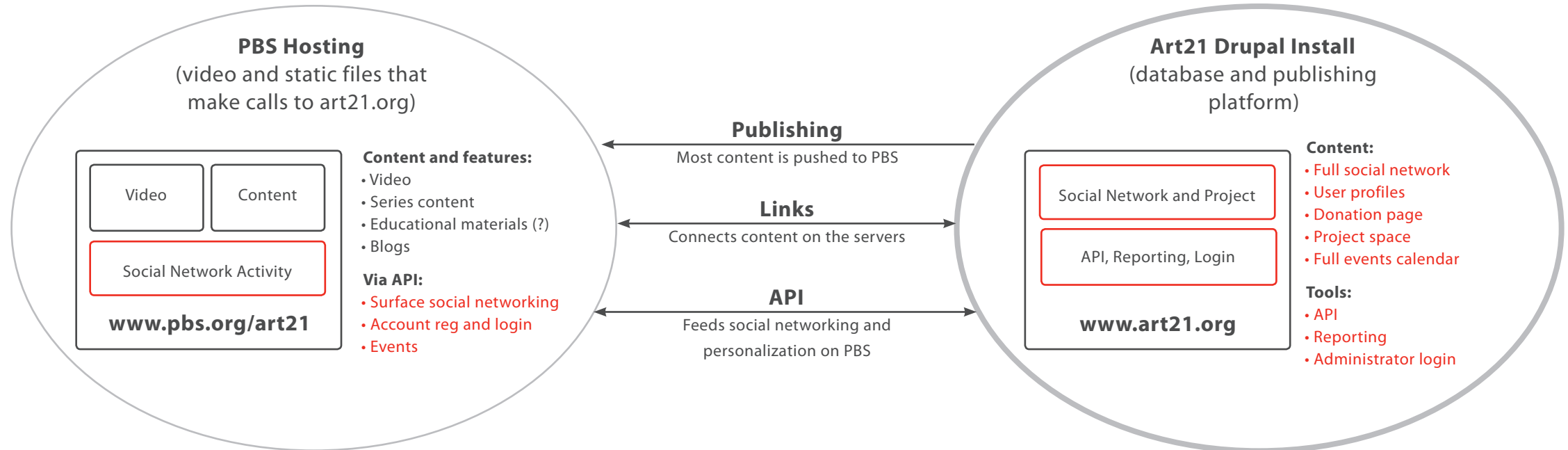


Drupal installed on Art21.org

Details

- Drupal is installed at www.art21.org
- Majority of the content lives on www.pbs.org and is published from www.art21.org to www.pbs.org/art21
- An API handles social networking requests and personalizes pages

Legend:
Published content is in grey and resides on PBS.
Content resides on Art21 server or is accessed through an API.



Pros	Cons	Risks & Unknowns
<ul style="list-style-type: none"> • Access problems with CMS are solved since Art21's staff is in control of the CMS platform 	<ul style="list-style-type: none"> • Development of robust API could be costly and might not serve an immediate need • Art21 is responsible for everything—a great responsibility with this complexity 	<ul style="list-style-type: none"> • Publishing schedule is still outstanding • Content licensing conversation is still outstanding • Technical limitations of API might affect user experience • Need to ensure Google SEO is not harmed

Website model

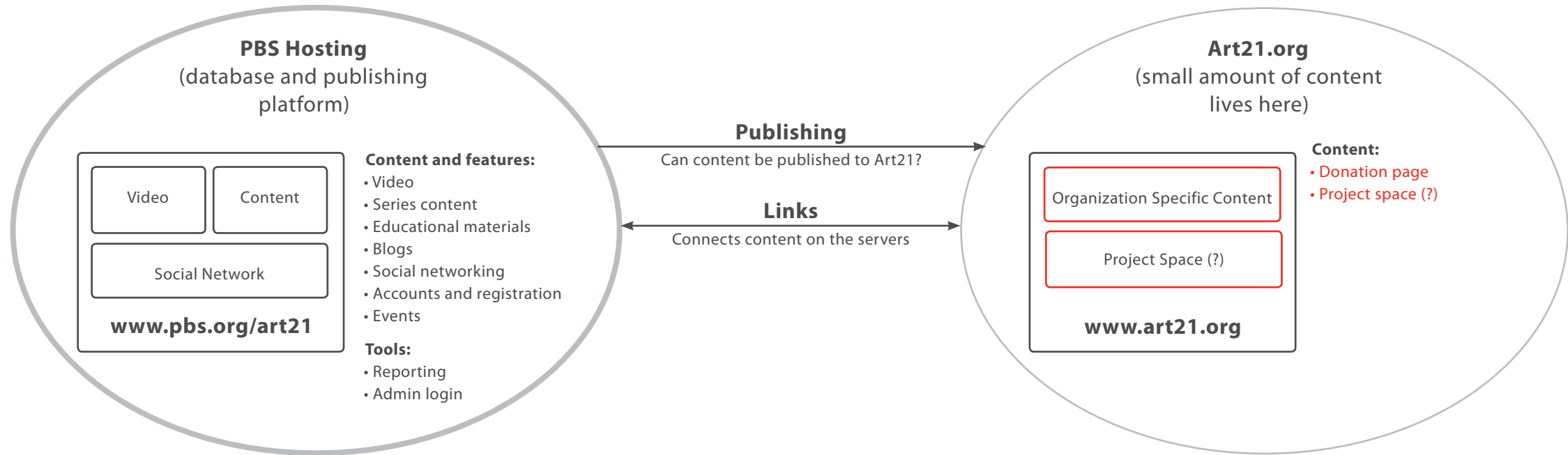


Drupal installed on PBS.org

Details

- Drupal is installed at pbs.org
- Majority of the content lives on PBS and is published from the Drupal install at www.pbs.org/art21
- Certain features (the project and social networking) may be contentious

Legend:
 Published content is in grey and resides on the PBS server.
 Content resides on Art21 server.



Pros	Cons	Risks & Unknowns
<ul style="list-style-type: none"> • Unified user experience; all content and features live on the site • One CMS to maintain • If something goes wrong, PBS shares responsibility 	<ul style="list-style-type: none"> • PBS-centric • It might be impossible to access consumer user data on www.pbs.org/art21 from the external project space 	<ul style="list-style-type: none"> • Publishing schedule is still outstanding • Content licensing conversation is still outstanding • Social networking — how much will PBS support?

Who we're designing for

Janice, an educator new to www.art21.org



“Debbie told me about this site I’ve never heard of — Art21. What’s it all about?”

Scenario: Find materials for her classroom

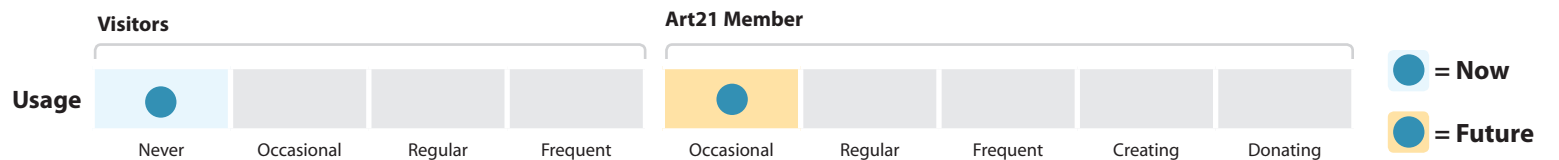
Janice is a high school art teacher that wants to incorporate contemporary art into her lesson plans for the fall. She heard about Art21 through a fellow teacher, Debbie. Debbie gave her the link to the site, but she lost it. She typed “art 21” into Google.

Even though she can check email during her breaks, Janice can really only access the Internet at home. Even though she’s been using the Internet for a while, she’s new to Facebook.

Key tasks

- Looking for ways to get her students interested in art. This could be a good discussion guide or an interesting project
- Browsing for materials (images and video) to use in the classroom
- Searching or browsing for lesson plans
- Checking to see if materials look credible

Janice’s questions	Content Janice can use
Who is Art21? How do I learn about Art21?	The site should explain the nature of the organization, but Janice should also see that it’s about contemporary art.
Which artists are on this website?	Ways to search and browse artists and artwork
What materials are here to help me teach?	Video and high-quality images, content, lesson plans, glossary, activities to engage students, and blog posts from Joe
Is this useful given the curriculum standards in my area?	PBS logo, ratings, and comments by other teachers, and links to PBS Teachers website
How have other people used these plans?	Comments by other teachers on the lesson plans and photos of student artwork
Can I talk to someone in my area about teaching contemporary art?	Access to other Art21 educators in her region; a way to search and browse the social network to find educators
Do I really have to create another account?	Explanation of the benefits of account creation; registration that’s easy
Whom can I contact at Art21 for more information?	A contact us form for educators, Joe’s email address, a phone number



Who we're designing for

Debbie, an educator that regularly uses www.art21.org



“When I tell others about the site, I’m shocked and amazed by how many people don’t know about Art21.”

Scenario: Contribute content to Art21

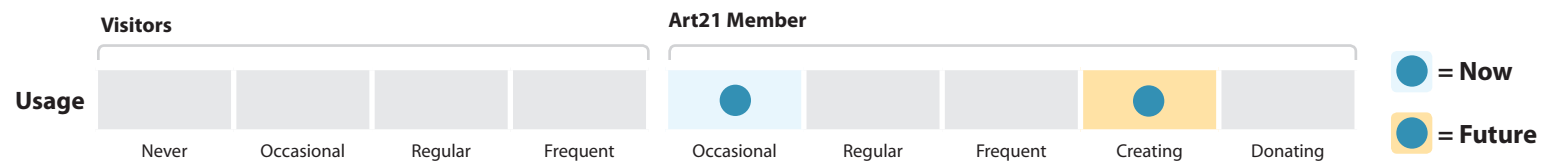
Debbie is a college professor that uses Art21 as part of her aesthetics course. She’s been using Art21 since Season One and primarily watches segments on DVD in the classroom. She’ll bring up a slideshow in class, but sometimes the students aren’t interested in the work.

Debbie has been into computers since the 1980s. She keeps up on all of the new web 2.0 sites geared towards educators. She will share resources with her friends.

Key tasks

- Looking for ways to spread the word about Art21
- Looking for ways to share content students created
- Searching or browsing for lesson plans

Debbie’s questions	Content Debbie can use
I love Art21. How can I get others involved?	Import contacts feature that social networks use, forums where she can take an active role, and a Facebook app to share with students
Where can I find all of the information about artist X?	A “flawless” way to see all of the content about an artist; links to other credible resources about the artist
What materials are here to help me teach?	Video and high-quality images, content, lesson plans, glossary, activities to engage students, and blog posts from Joe
Can I share how I’ve used Art21 in the classroom?	A way to comment on lesson plans and show photos of student artwork
Can I help others teach contemporary art?	A way to search and browse the social network to find educators
Do I really have to create another account?	Explanation of the benefits of account creation; registration that’s easy
Whom can I contact at Art21 for more information?	A contact us form for educators, Joe’s email address, and a phone number



Who we're designing for

Dennis, a student who just learned about www.art21.org



“I watched a clip in class and need to do more research on an artist. I Googled ‘Oliver Herring’ and came here.”

Scenario: Learn about an artist and interact

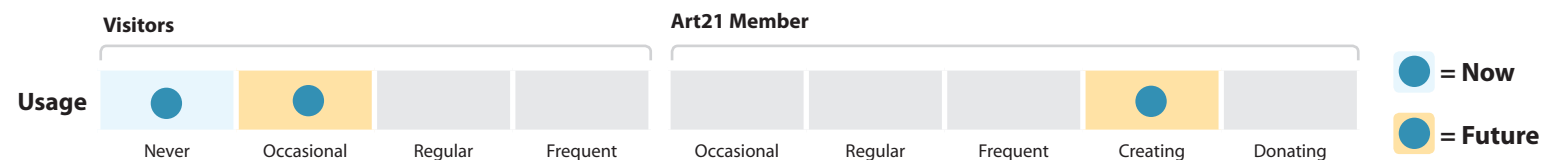
Dennis is in his junior year at St. Johns University in Queens, majoring in Communications. He is studying film and recently watched a clip from the Art21 series in class. He sometimes goes to exhibits in the city — most recently to the Murakami exhibit at BAM in Brooklyn. As part of a class assignment, he did research on Google to find out more about an artist featured in class.

Dennis has a Facebook account. He reads blogs but doesn't maintain one himself. He's familiar with Wikipedia. He has an iPhone, uses iTunes, watches most TV shows on his laptop, and shops online.

Key tasks

- Looking for information on an artist
- Might watch a video if it's interesting
- Might look at artwork if it's interesting
- Might add you as a friend on Facebook (if you're interesting)

Dennis' questions	Content Dennis can use
What can I find out about Oliver Herring?	Artist page, video, slideshows, and links to other sites
What else is related to what I'm looking at?	Related artists, themes, and tags to promote exploration
What is contemporary art?	Glossary, overview of contemporary art
Why is this important to me?	Engaging content
Where's your Facebook account, your Facebook app, or RSS feed?	Links to Art21's Facebook and MySpace accounts, a Facebook application, and an RSS feed
Who is Art21?	The site should explain the nature of the organization, but Dennis should also see that this site is about contemporary art



Who we're designing for

Oliver, an Art21 collaborator



"I want to make artists more accessible to the general public through this website. I'm very interested in bringing together disparate people and then creating these 'slightly utopian' communities."

Scenario: Lead a project on Art21.org

Oliver is an artist featured in Season Two of the series. He often works in a collaborative way with his subjects and other artists, so he jumped at the chance when Art21 approached him with the notion of a collaborative project.

Oliver wants to get Art21's users to upload pictures to the project space on Art21. He wants to know as much about them as possible. He'll then use this information to create something out of it, and share it back to the community and future Art21 visitors.

Key tasks

- Looking for ways to engage with the Art21 audience
- Wants to work with Art21 staff to get the project underway
- Needs a way to download user submitted content, work with it, and then upload it back to the website
- Wants a way to further the conversation with the artwork and community because the project is never 'finished'

Oliver's questions	Content Oliver can use
How do I set this project up? Where do I log in?	A point person at Art21 to work with him on the project, an admin account to manage things, an easy to use interface
How do I reach out to Art21 users to participate in this project? How do I announce it to the community?	A way to send an email to the community, a way to engage directly with certain members based on criteria (activity, location, etc.)
Where does the interaction with the community take place?	Forms setup to gather the information (text, photos, video) from members
How much can I know about the people who have sent me things?	Each member's submission should have account metadata associated with it (user account id, time & date stamp)
Once I (or we) have created something, where does it live?	A part of the site that will host the artwork, a list of users who have collaborated with the artist, and social features to connect the two
Will this artwork continue to live on the site and for how long?	The project should be hosted in a place so that the artwork, the community, and social features are evergreen



= Now
 = Future



PBS Eyebrow

Art:21 Artists Series Events For Educators Log in

Search Art21

+ Add to my.art21.org ShareThis

Artist: Oliver Herring

View
Videos (5)
Artwork (25)
Art21 Project

Educate
Lesson library (2)
Student artwork (20)
Educator's guide

Interact
Comment and Discuss
View artist's fans (21)

Explore
Themes
Artists

Go Further
Artist on Flickr
Videos on YouTube
Other websites on Delicious

Shop
Season 3 (2005)
- Buy DVD or Video
- Download from iTunes
- Rent from Netflix
Companion Book
- Buy Book

Play Video

Comments on this video (10) Email Embed Download on iTunes

About this artist
Oliver Herring was born in Heidelberg, Germany in 1964, and lives and works in Brooklyn, New York. He received a BFA from the University of Oxford (Ruskin School of Drawing and Fine Art), Oxford, England, and an MFA from Hunter College, New York. Among Herring's early works were his woven sculptures and performance pieces in which he knitted Mylar, a transparent and reflective material... [More »](#)
Themes: [Photography](#), [Play](#), [Structures](#), [Collaboration](#)

Updates

- Blog: [Read about Oliver Herring collaborative project - an Art21 exclusive.](#)
- Blog: [Last chance to apply for Oliver Herring I Task](#)
- Event: [Task Performance - June 28, 2008 at the Seattle Public Library](#)
- Lesson Plan: [Biodiversity lesson plan added - June 1, 2008](#)

Oliver Herring's Artwork

Artist survey
1990's 2000's Art21 Project Artist at work Interview: Collaboration [2 more](#)

[< previous](#) [next >](#)

Educate: Lesson plans and materials

Lesson plans and materials
[Biodiversity](#): Examples of artists that sample a variety of media from one project to the next.
[Collaborators, dictators, managers & soloists](#): The process of how the work was conceptualized and made.
[Season Two Educators' Guide](#): Available as a PDF
[» See educators using these materials](#)

Student gallery [25 more](#)
[» View more student artwork](#)
[+ Upload student artwork](#)

Recent educator activity [21 more](#)
[Jane Kwan](#) - May 28, 2008
Added Oliver Herring as a favorite artist.
[Jane Kwan](#) - May 28, 2008
Downloaded the [Oliver Herring Discussion Guide](#).
[» View other art21 educators](#)

Interact: With other art21 users

Comments about this artist
[Elliot Kentwick](#) - June 1, 2008
"I loved the video. It is the use of untrained performers just doing and being that strikes me as refreshing. I especially liked the..."
Enter your comments
[Post your comment](#)
You will need to login

Users tagged this artist
Display tags here
[» Add a tag](#)


Fans of this artist
[» View other art21 members](#)
[+ Create your account.](#)

To further the CMS discussion...

This draft design concept was created to further our CMS discussion. Treat it as an artifact to reflect on, but don't get too focused on the design. What it does represent:

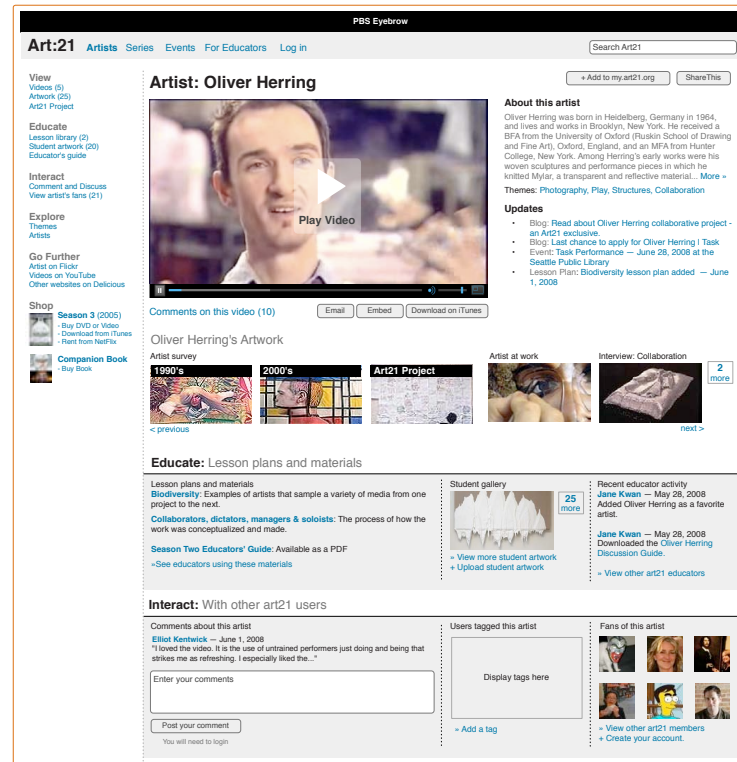
- Content from many sources pulled onto the page: video, text, blog, and calendar are all here
- The social network is integrated into the fabric of the page
- If Art21 feels this kind of integration is desirable, SourceN and Hot Studio should test the CMS options against this concept

Legend:

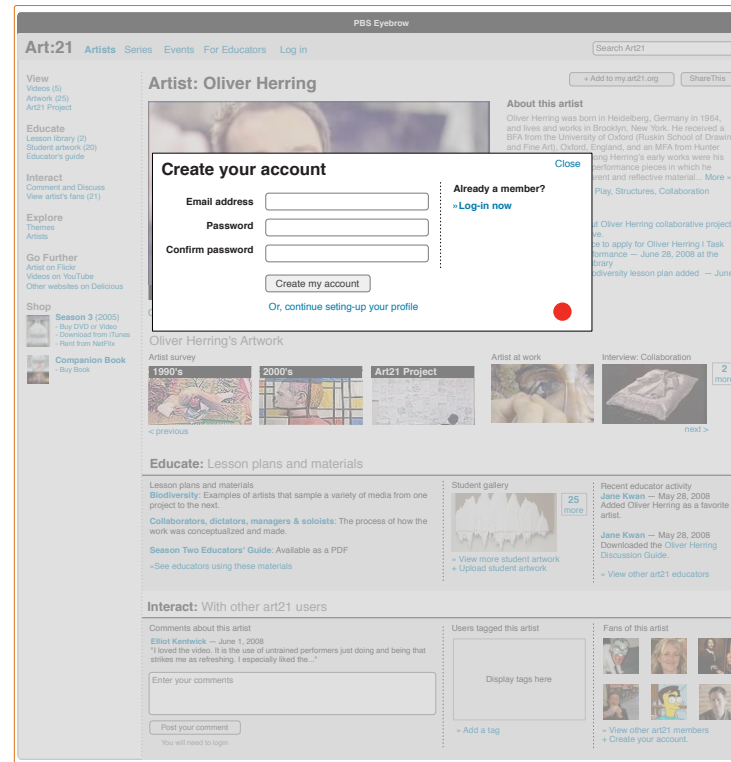
 = Potential API calls

Wireframes

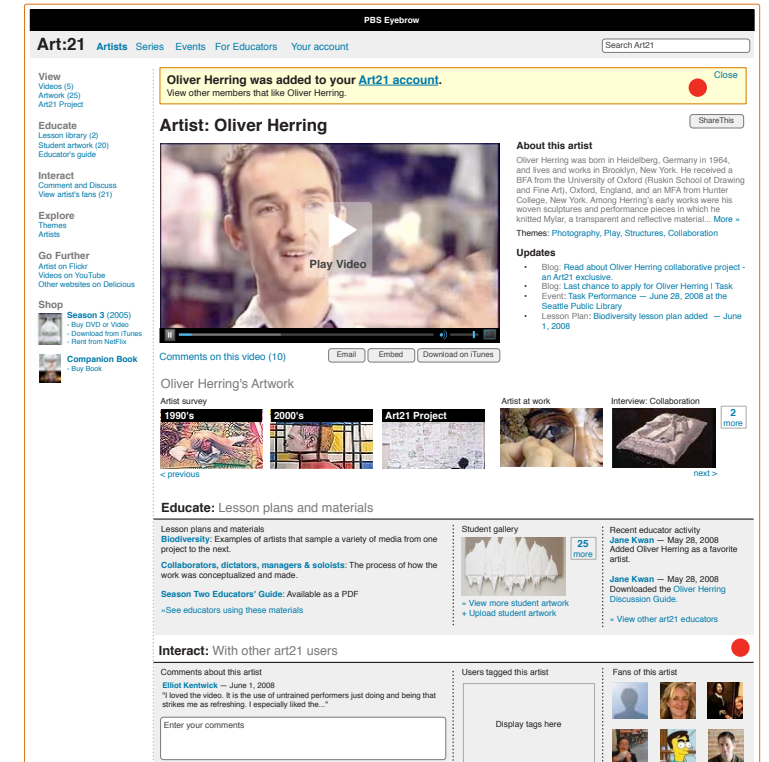
Potential sign-in or account creation process



Artist page



Sign-up layer



Personalized page

These screens represent a potential flow in a simple sign-up process:

- Layers are used to present the sign-up process in the context of the page
- Pages are personalized when a user begins to interact with them

Legend:
● = Potential API calls