



## Project Proposal

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- Leonid Repik • Mugdha Gupta • Zhixin Jiang • Ziwei Liao



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# Project Overview

In the age of AI-generated art, the value of original human-created artwork is diminishing. Local artists often struggle to gain visibility and recognition for their work, as there are limited platforms to showcase and discover curated pieces from these talented individuals.

Additionally, art enthusiasts interested in original artworks find it challenging to discover and connect with local artists.

Graffix is a mobile app designed to bridge the gap between local artists and art lovers. Art lovers can filter and search for local artists within their city and discover hidden gems through an interactive treasure hunt experience in the app. This gamified feature helps create engagement within the community, promotes artists and their work, and helps to enrich the creative influences in our city.



# Main Features



## Discover Artwork

Art enthusiasts can explore diverse artworks by locating local artists on a map. Save your favorite pieces to your profile and view the most liked artworks in the community.

## Connect with Artists

Discover artists in your vicinity and support their growth. Learn about the artists and their work, and connect with them through provided contact details using the map feature.







## Interactive Artventure

Enjoy our gamified treasure hunt experience. Locate QR codes placed by artists, scan them, and unlock exclusive content to enrich your artistic journey.

# Competitors

Unlike our competitors, Graffix prioritizes local artists, helping them gain visibility through a map feature that makes it easy for users to discover and connect with nearby artists. Additionally, Graffix offers a gamified discovery hunt, allowing art enthusiasts to collect unique artworks and engage more deeply with the local art scene.

				
Online Gallery	✓	✓	✓	✓
Favorites	✓	✓	✓	✗
Discovery Hunt	✓	✗	✗	✗
Nearby Map	✓	✗	✓	✗
Connect with Artists	✓	✗	✗	✗
Art Collection	✓	✗	✗	✗

# Business Model



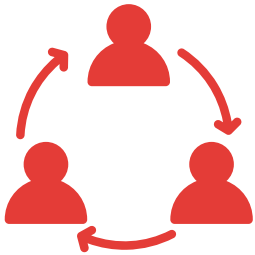
## Subscription Model

- **Unlimited ArtVentures:** Users can create and publish unlimited art hunts, fostering continuous content creation and exploration.
- **Featured Artist Showcase:** Artists can have their artwork displayed in a dedicated category section within the app, increasing their visibility and attracting new followers.
- **User Insights:** Access detailed analytics on user engagement with their hunts, allowing artists to refine their creations and understand user preferences.
- **Bonus Features:** Consider offering additional benefits like exclusive badges, early access to new features, or the ability to schedule hunts in advance.



## Freemium Model

- **Hunt Access:** Users can participate in existing art hunts created by the community.
- **Artist Information:** View basic artist profiles showcasing their name and a brief bio.
- **Limited Functionality:** May include limitations on the number of hunts participated in per month or restrictions on certain features within hunts.



## Partnerships

- **Sponsored Hunts:** Collaborate with businesses in the community to sponsor art hunts. Businesses can integrate their locations into hunts, offering special rewards or discounts to participants.
- **Targeted Promotion:** Reach potential customers within Graffix's user base who align with the business's target audience.
- **Revenue Sharing:** Develop revenue-sharing models with businesses based on user engagement with sponsored hunts, ensuring a mutually beneficial partnership.



## In-App Purchases

- **Fun Customization:** Offer optional purchases for unique avatars, hunt themes, or other aesthetic customizations within the app. This allows users to personalize their Graffix experience and express their creativity.



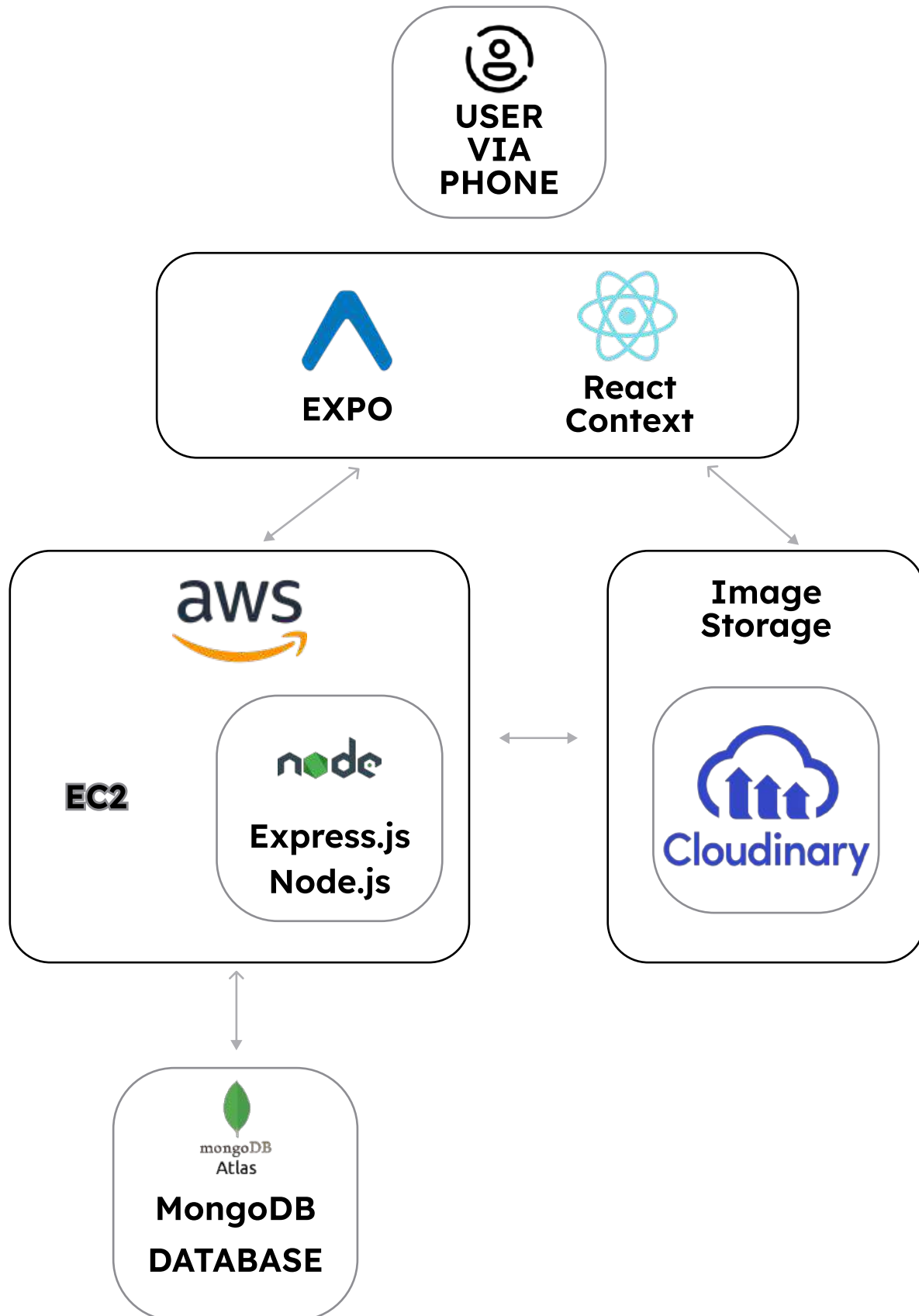
# Development Plan

- Week 01** ○ Project Idea And Discussion/Team Roles
- Week 02** ○ Competitor Analysis And Market Research
- Week 03** ○ User Story,User Flow And Personas
- Week 04** ○ UI Research And Wireframes
- Week 05** ○ Ui Kits/Components And Mockup
- Week 06** ○ Usability Testing And Mockup
- Week 07** ○ Mockups And Prototype
- Week 08** ○ Marketing And Promotional Material
- Week 09** ○ Presentation Script And Promotional Video
- Week 10** ○ Project Proposal (Final Print)
- Week 11** ○ Presentation Script And Video
- Week 12** ○ Finalise Pitch Presentation
- Week 13** ○ Final Presenstation

# Design Plan

- Week 01** ○ Project Idea And Discussion/Team Roles
- Week 02** ○ Project Tech Plan / Data Structure
- Week 03** ○ Information / Data Architecture
- Week 04** ○ Data Model / Github Repo
- Week 05** ○ Backend Configuration / URL Request
- Week 06** ○ Finalised Backend- Main Features
- Week 07** ○ Issue Tracking Test
- Week 08** ○ Alpha Version
- Week 09** ○ User Acceptance Test
- Week 10** ○ Project Proposal (Final Print)
- Week 11** ○ Beta Version
- Week 12** ○ Beta Version Bug Bash
- Week 13** ○ Final Presenstation

# System Architecture



# Technical Choices

In furtherance to our app, here's a glimpse into the technical choices:

- **Frontend:** Expo is highly suitable for developing our frontend due to its numerous advantages in cross-platform development, ease of use, and robust community support.
- **State Management:** React Context will be used for state management, offering a streamlined and efficient way to manage and share state across the application without the need for additional libraries like Redux.
- **Backend:** Leveraging Node.js with the Express.js framework for our backend offers a powerful combination of performance, scalability, and flexibility. These technologies support the creation of a responsive and reliable server capable of handling high traffic and large volumes of data.
- **Database:** MongoDB is an excellent choice for the database due to its flexibility, scalability, and performance. As a NoSQL database, it excels in providing fast, real-time data access.
- **Hosting:** AWS, with its elastic computing resources, high availability, and comprehensive suite of services, provides the tools and capabilities we need to support the growth of our application and ensure a stable and secure user experience.

# Rica Macugay



Rica Macugay is a graphic designer and freelance artist, passionate about sculpting, painting, and drawing. Inspired by nature and daily life, she continually explore new creative avenues. Her goal is to effectively implement her artistic ideas, enhance her online presence, and share her art with a broader audience.

## Artist

### Goals:

- Develop a strong online portfolio to showcase her work and connect with potential clients.
- Build connections with other art lovers and artists, both online and offline.
- Record and share her paintings and sculptors installations in photos and videos to extend the audience reach.

### Frustrations:

- High communication and time costs for promoting her work and enhancing brand awareness.
- Struggling to reach a wider audience despite having an online presence.
- Putting in extra effort to create high-quality videos with good storytelling to convince and attract a larger audience.



**Age: 26**



**Vancouver Canada**



**Graphic Design**



**Sculpting, Painting**

**“As A Local Artist I Aim To Build Connections And Expand My Online Presence So That I Can Showcase My Work Convincingly And Reach A Wider Audience.”**

# Sherlyn



Age: 26



Vancouver Canada



Internet company



Art exhibitions,  
socializing

Sherlyn works at an Internet company and have a deep love for art. she enjoys exploring art exhibitions, attending forums, and connecting with fellow art enthusiasts. Her goal is to stay inspired, informed, and connected in the art world.

## Art Enthusiast

### Goals:

- Research and explore art exhibitions thoroughly to gain inspiration and new perspectives.
- Stay informed about nearby art events and new artist releases.
- Find trustworthy channels to purchase artworks conveniently.

### Frustrations:

- Challenges in finding new artworks and exhibitions of interest.
- Difficulty in directly connecting with artists or art communities online.
- Inconvenience in purchasing artworks due to lack of reliable platforms



**“As An Art Enthusiast I Enjoy Exploring Art Exhibitions To Stay Inspired, Informed, And Expand My Artistic Outlook And Cultivate Meaningful Connections Within The Creative Community.”**

# Pegah Mahoor

Pegah Mahoor is a supervisor at Mountain Warehouse Canada with a background in Architecture. She is passionate about collecting art pieces that has cultural significance, particularly Indigenous art, and enjoy exploring new artwork events and activities. She is keen to expand her artistic knowledge and discover authentic artworks.



## Art Enthusiasts

### Goals:

- Interested in learning more about Indigenous culture and art.
- Seek options for viewing artwork live or in a realistic manner to enhance the art viewing experience.
- Passionate about collecting art pieces.
- Find Authentic Artworks and differentiate between genuine art and fake artists.

### Frustrations:

- Difficulty finding a variety of galleries in Vancouver compared to other cities like Montreal.
- Despite interest, has not discovered many Indigenous art events or activities.
- Wishes for options to view artwork in a more immersive or lifelike manner.



**Age: 32**



**Vancouver Canada**



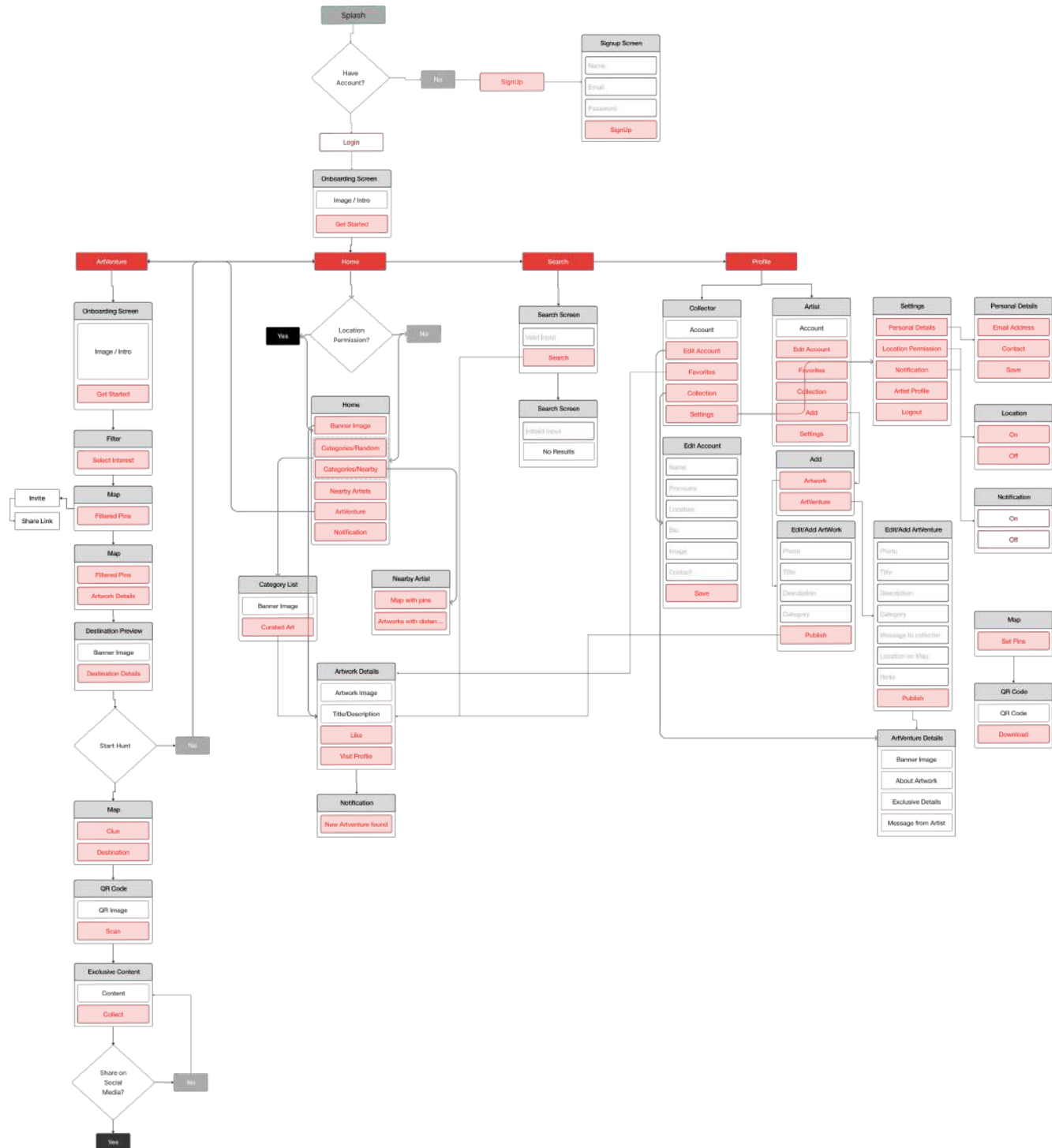
**Mountain Warehouse**



**Art collections,  
socializing**

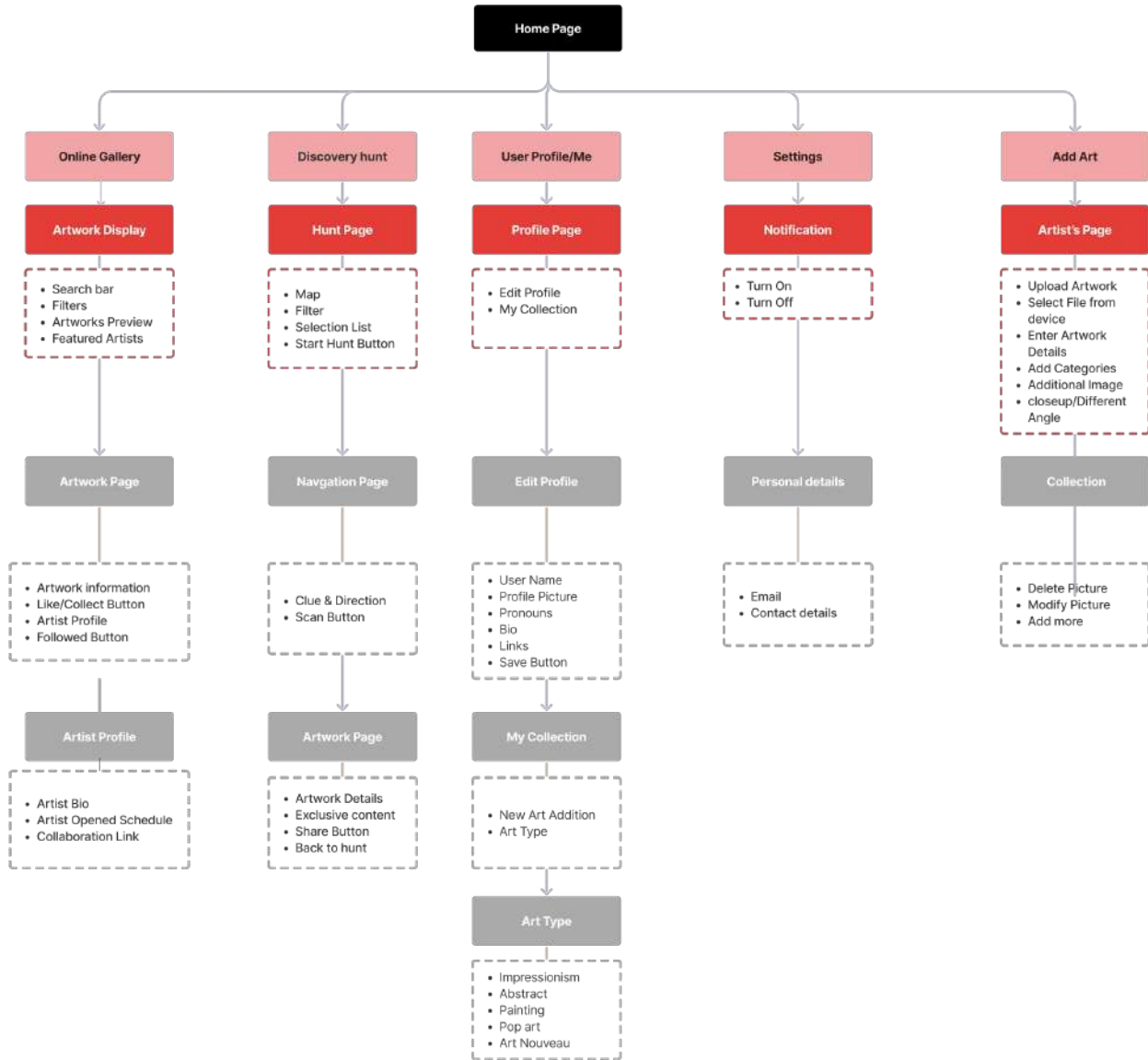
**“As An Art Collector, I Enjoy Discovering And Acquiring Artworks That Hold Cultural Significance, Enhancing My Artistic Perspective And Contributing To My Evolving Collection.”**

# User Flow

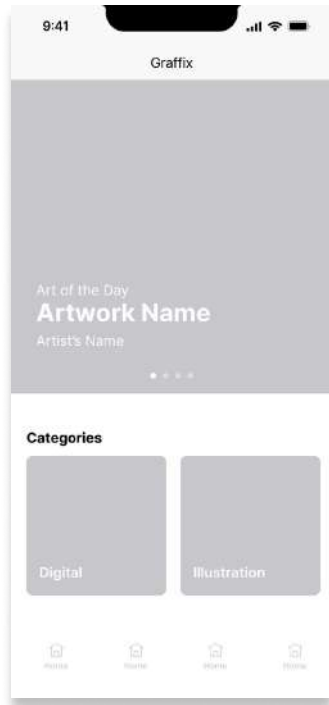




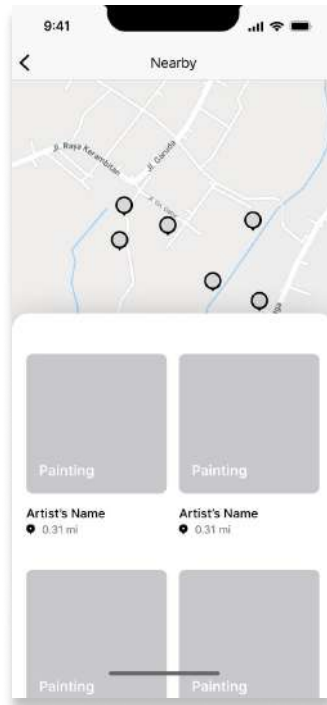
# Information Architecture



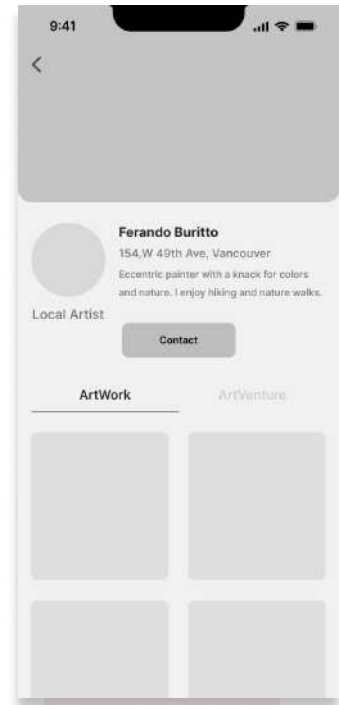
# Wireframes



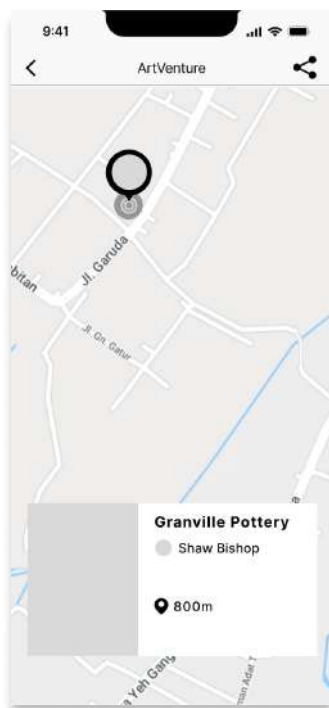
Home Page



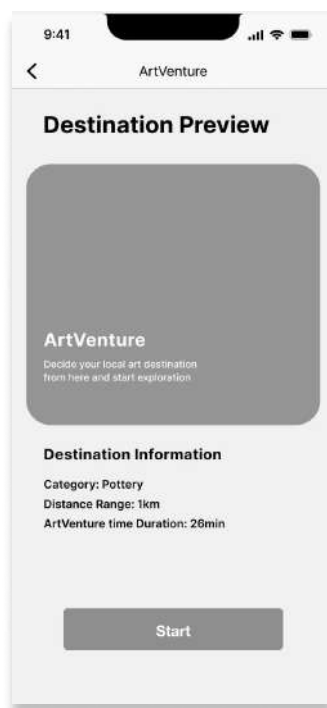
Nearby Artist Page



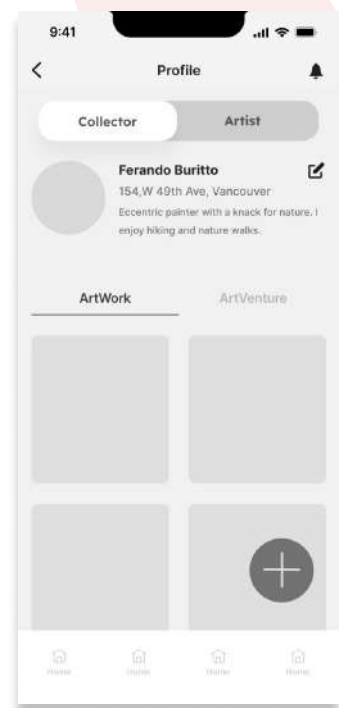
Artist Contact Page



ArtVenture Page

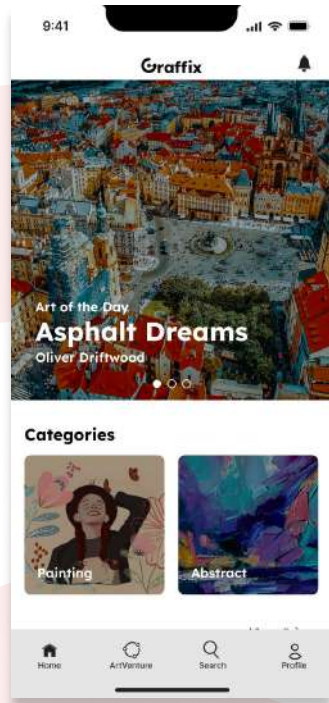


Preview Page

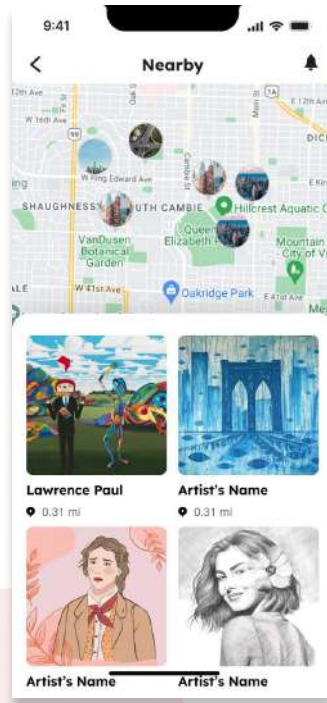


Profile Page

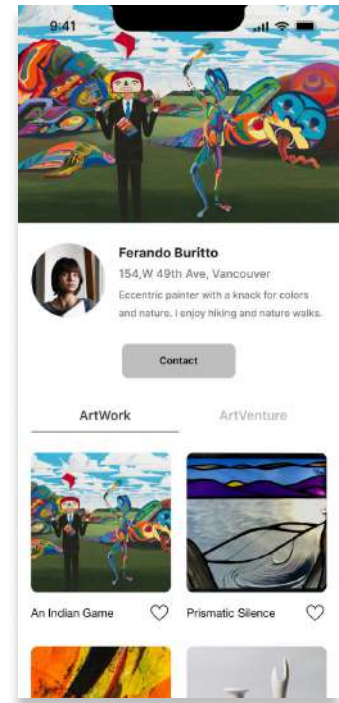
# Mockups



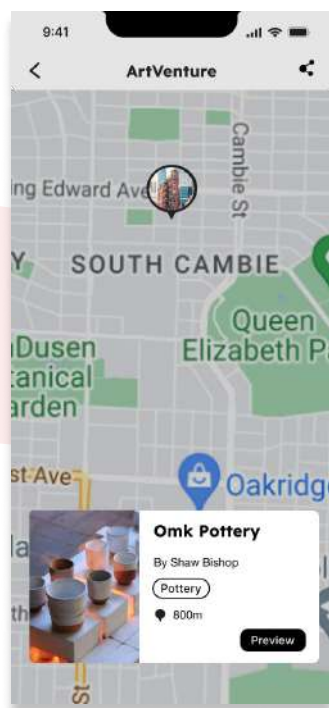
Home Page



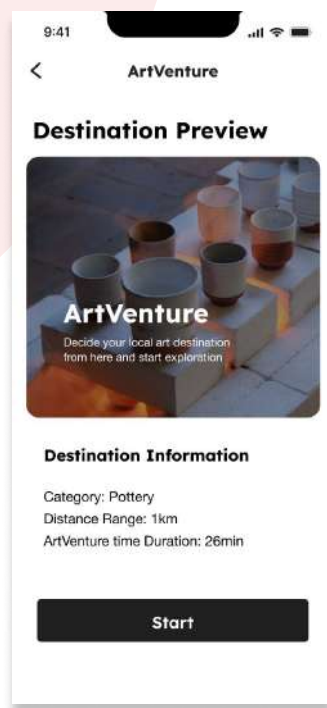
Nearby Artist Page



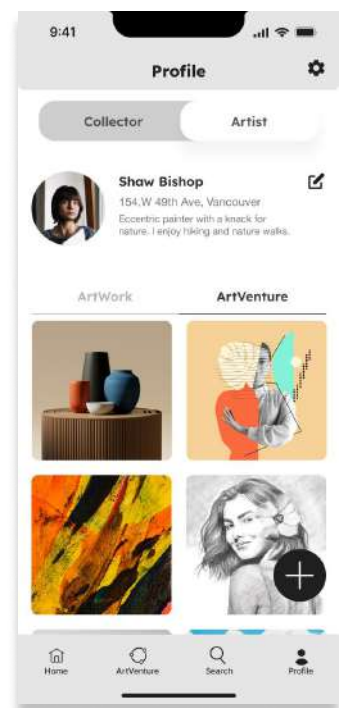
Artist Contact Page



ArtVenture Page



Preview Page



Profile Page

# Usability Test

## What went well

According to our testing, users generally found our app very intuitive and easy to use. Of all our users, only one encountered an issue while accomplishing all of the given task. Users appreciated the simple and easy UI as all the task given were completed with as few clicks as possible. Users appreciated all of the features and expressed how much efficacy the app will have in the art community.

## SUS Score Calculation

To evaluate the usability of the Graffix app, a System Usability Scale (SUS) questionnaire was administered to a sample of users. The following table presents the raw data and calculated SUS scores for each participant:

User	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
User 1	4	1	5	1	4	1	5	1	4	5
User 2	3	1	5	1	4	2	4	1	4	2
User 3	4	1	5	1	4	1	5	1	5	1

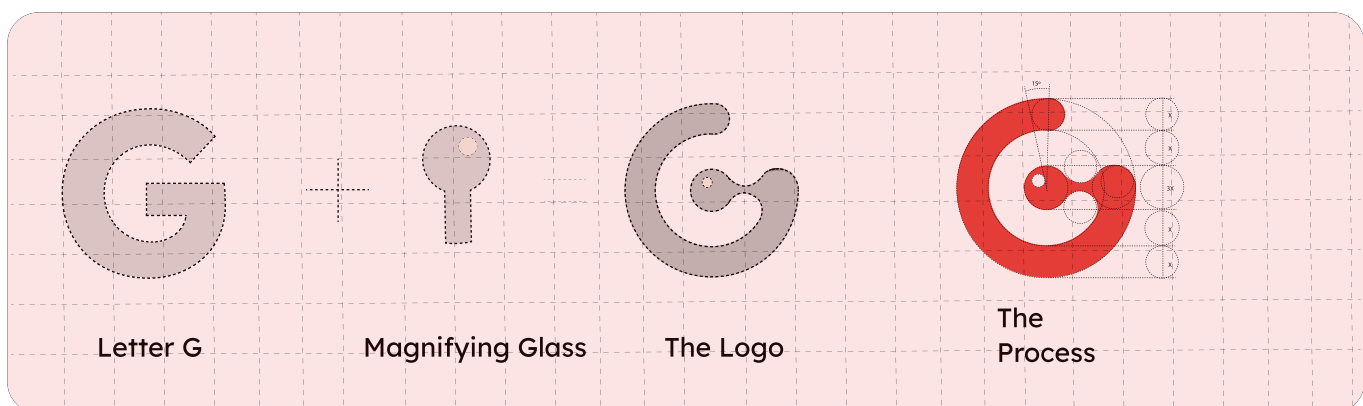
## Average SUS Score: 81.67

A SUS score of 68 or above is generally considered acceptable. The calculated average SUS score of 81.67 indicates good overall usability for the Graffix app. This is a strong indication of the usability of the Graffix app however, further analysis of qualitative feedback is necessary for specific improvement.

# Branding

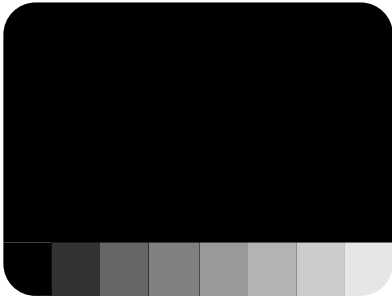
## Logo

This logo features the letter "G" combined with a magnifying glass, symbolizing discovery, with the "G" representing "Graffix" directly. The design, created with blended circles, conveys fluidity and seamless connections, embodying unity, creativity, and modernity. It aligns perfectly with the app's mission to connect local artists and art lovers.

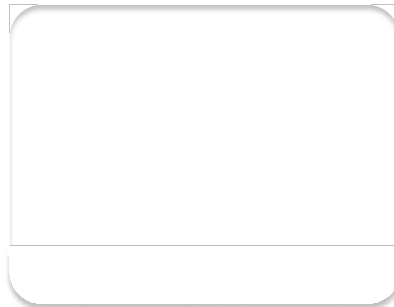


# Colours

## Base Colors



**Black Color**  
#000000



**White Color**  
#FFFFFF



**Rose Madder**  
#E43C37

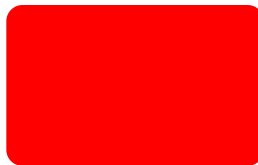
## Danger Colors



**Pompelmo**  
#FF6B6B



**Fluorescent Red**  
#FF5454



**Red**  
#FF0000

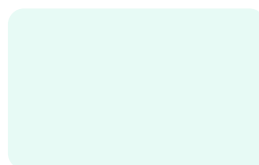
## Success Colors



**Dark Green Blue**  
#1B5F4E



**Irish Green**  
#0CA82E



**Aqua Spring**  
#E7FAF5

# Typography

**Lexend**

**Lexend**

**Lexend**

Helvetica Neue

**A g**

---

Font size: 32px |  
Line Height: 150% |  
Tracking : 0

## **Title Text - Heading 1**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()**

---

Font size: 28 px |  
Line Height: 150% |  
Tracking: 0

## **Subtitle Text- S1**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()**

---

Font Size: 14px |  
Line Height: 125% |  
Tracking: 0

## **Body Text - Large**

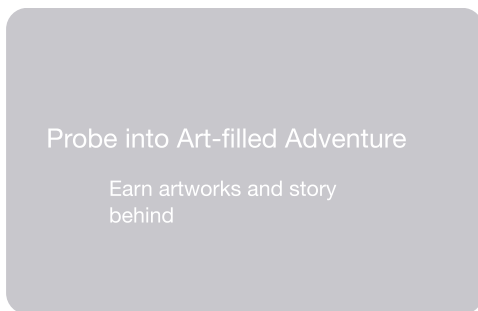
**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()**

# Ui Components

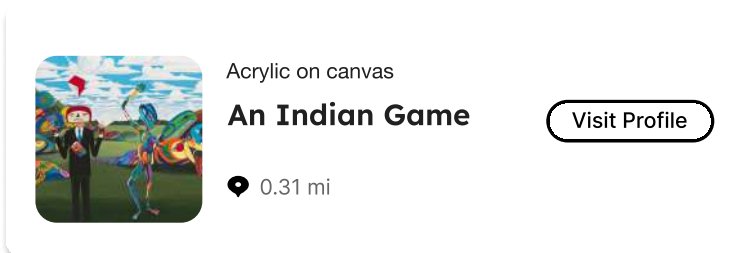
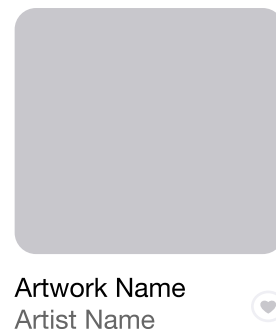
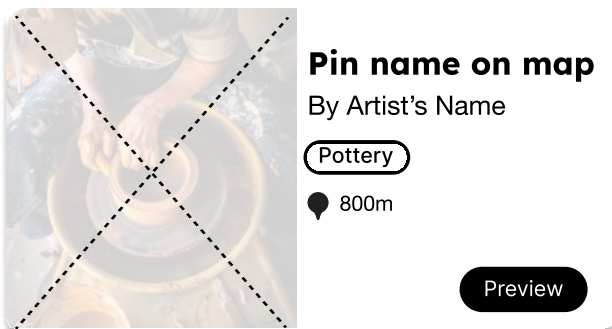
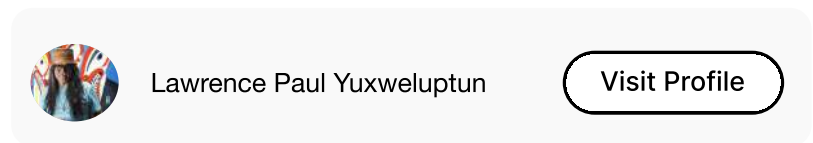
## Cards



### ArtVenture



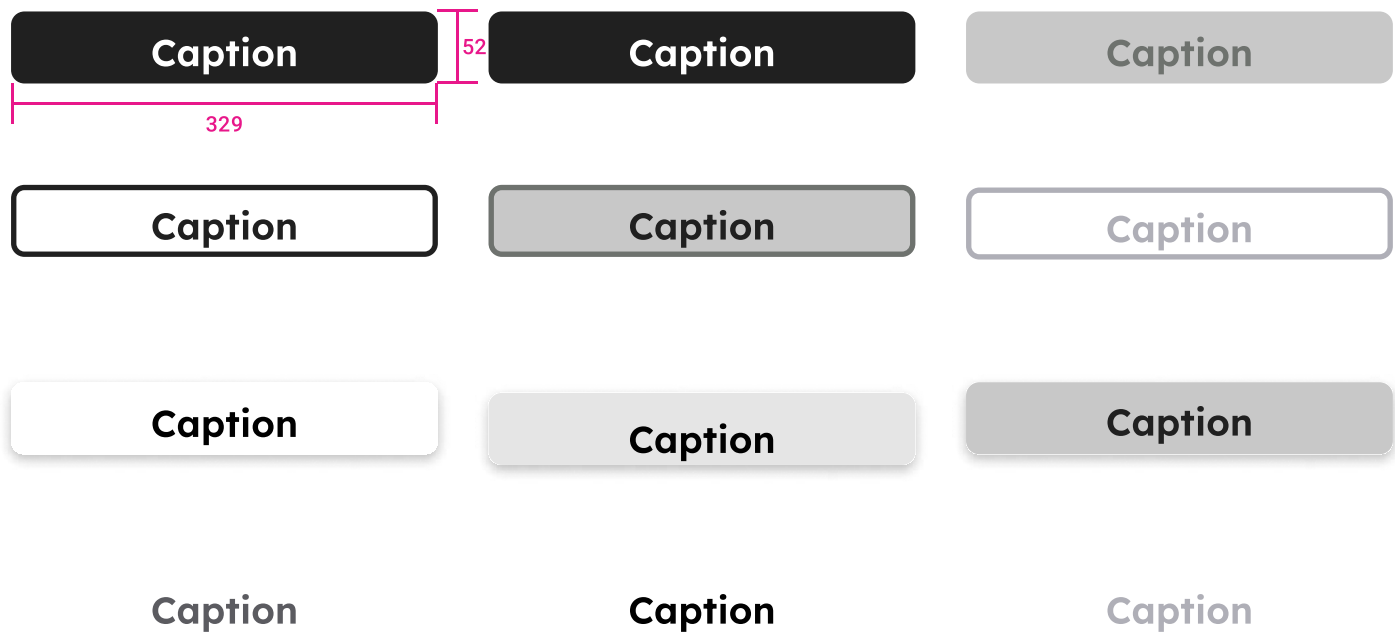
### The Artist





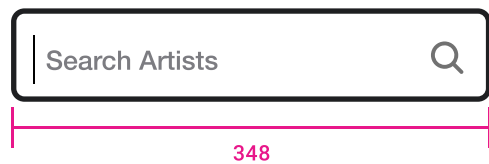
# Ui Components

## Buttons

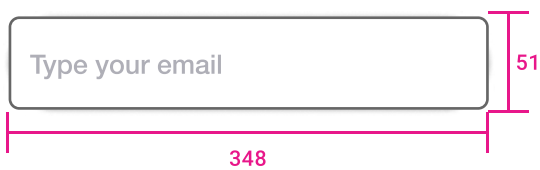


## Text Fields

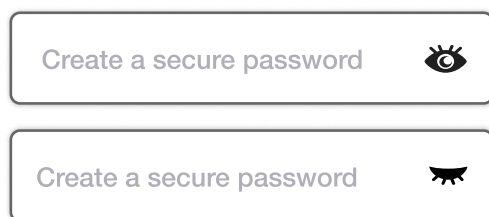
### Search Bar



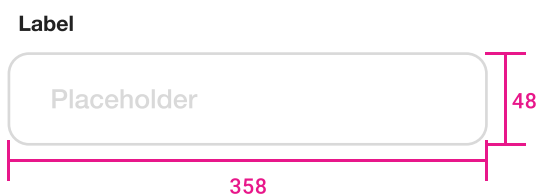
### Email Bar



### Password Bar

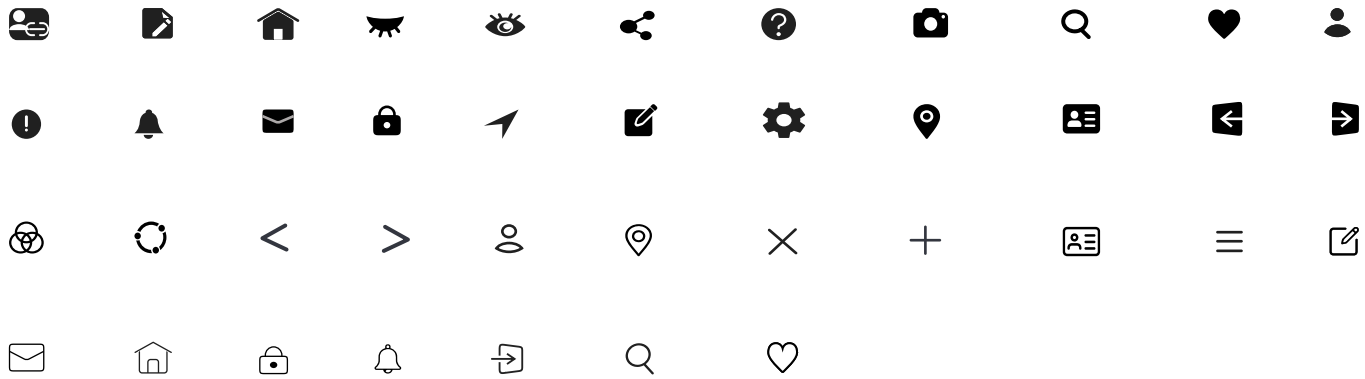


### Input Field

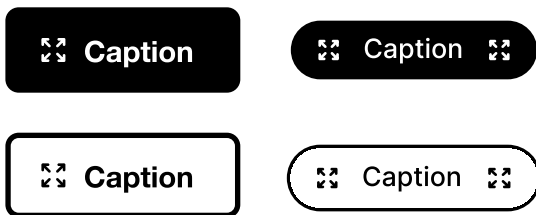


# Ui Components

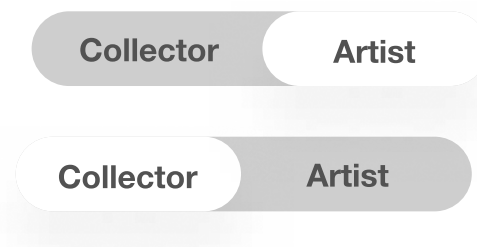
## Icons



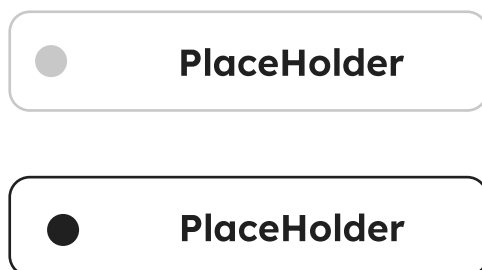
## Chips



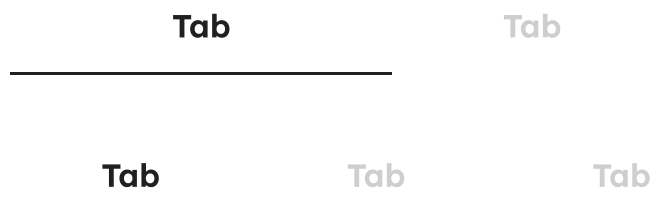
## Toggle



## Radio Button



## Tabs



# Landing Page Element

## Main visual Element



## CTA Button



## Combination Logo Mark



## Typography Hierarchy

**Discover Art Like Never Before with Graffix**

Connecting local artists with passionate art lovers. Easily search and filter for artists in your city and uncover hidden gems through our interactive treasure hunt.

## Features Explanation



### Newcomer Tutorial

Lead your from initial step through the whole engaged amusing process

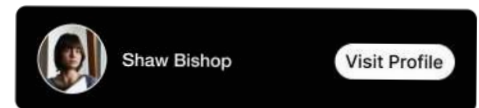
# Platforms

**Graffix** built the platforms with the thoughtful considerations from local artists and art lovers. Art lovers can filter and search for local artists nearby based on their location and discover hidden gems through ArtVenture. Artists can promote their brand and artworks and attract more local supporters.

Graffix security is a part of its solution. An SSL certificate was issued for the domain to keep sensitive information sent across the Internet encrypted. Passwords are hashed with bcrypt, which is a current hash methodology that is extremely resistant to attacks. The application employs HTTP cookie-based authentication with JSON Web Tokens (JWTs) for secure user sessions. This method ensures that user credentials are securely transmitted and verified, with the JWT stored in an HTTP-only cookie to protect against cross-site scripting (XSS) attacks. The server-side middleware verifies the JWT on each request, providing a robust and secure authentication mechanism



The Artist



# Future Features

In furtherance to our commitment to continuous innovation and user engagement. Here's a glimpse into some exciting future features:



## **VR Artwork Integration:**

- Explore the exciting potential of Virtual Reality (VR) to showcase artwork within the app. Imagine users experiencing a virtual gallery space or having a closer look at detailed art pieces through VR technology.



## **Geolocation-Based QR Codes:**

- Eliminate the need for physical QR code placement. Leverage geolocation technology to trigger content or rewards upon reaching specific locations within an ArtVenture. This streamlines the artist creation process and simplifies hunt management.



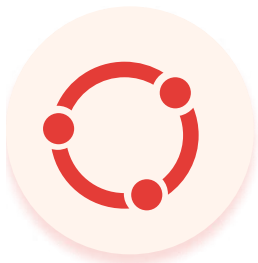
### **Social Challenges & Leaderboards:**

- Encourage friendly competition by introducing social challenges with themed art hunts and leaderboards for top participants.



### **Live Events & Gamification:**

- Host live, time-bound art hunts with exclusive rewards, adding an element of excitement and fostering real-time community interaction.



### **Themed ArtVentures:**

- Partner with museums, galleries, or historical societies to curate themed art hunts focused on specific artists, movements, or historical periods.

# The Team

Here are the team members in our team.



## Aidar Assylbekov(Lead Developer)

Software Engineer with experience in requirements scoping, scalable application development, and system integration for organizations ranging from healthcare facilities to global enterprises. I excel at learning new skills and applying them in practice.



[www.linkedin.com/in/aidar-assylbekov](https://www.linkedin.com/in/aidar-assylbekov)



<https://github.com/stormymayday>



## Chang Duan(Charles)

I am a full-stack developer with a deep understanding of computer operations and data structures. Skilled in developing programs tailored to user requirements, I excel in problem-solving and efficiently navigating through challenges.



[www.linkedin.com/in/charles-duan-a20051281/](https://www.linkedin.com/in/charles-duan-a20051281/)



<https://github.com/DuanC001>



## Henry Herrera

An enthusiastic developer who enjoys looking for solutions through coding and that also tries to keep up-to-date with the latest technologies to adapt to the constantly evolving tech industry.



[www.linkedin.com/in/herrerahenry](https://www.linkedin.com/in/herrerahenry)



<https://github.com/hjhm2018>



## Leonid Repik

With expertise in both frontend and backend development, I primarily specialize in web development. My portfolio showcases more than three fully functional applications, demonstrating my proficiency and commitment to excellence.



[www.linkedin.com/in/leonidrepik/](https://www.linkedin.com/in/leonidrepik/)



<https://github.com/LeonidRepik>



## Zhixin Jiang(Lead Designer)

I am Yanice. As a UX designer with a knack for infusing creativity and user-centricity into project, ensuring seamless experiences that resonate with audiences.

[in www.linkedin.com/in/yanicejiang](https://www.linkedin.com/in/yanicejiang)



## Didymus Michael

My design philosophy centers around understanding user needs and transforming them into innovative solutions. With a focus on both web and mobile design, I strive to create products that not only look visually appealing but also deliver exceptional user experiences.

[in www.linkedin.com/in/michael-didymus](https://www.linkedin.com/in/michael-didymus)



## Gurpreet Kaur

As a UX/UI designer, I blend creativity with a deep understanding of user needs, drawing on my business development background to create intuitive digital experiences.

[in www.linkedin.com/in/shecreates-co](https://www.linkedin.com/in/shecreates-co)



## Mugdha Gupta

A passionate and curious UX/UI designer with experience in multiple web and app design projects. My interest lies in the creation of intuitive UX solutions, while ensuring design quality and creativity under tight schedules.

[in www.linkedin.com/in/mugdhagupta7](https://www.linkedin.com/in/mugdhagupta7)



## Ziwei Liao

Moving forward as a designer who thrives on creativity and empathy, crafting user experiences that sparks joy and resonate deeply with diverse audiences.

[in www.linkedin.com/in/elisetobetoup](https://www.linkedin.com/in/elisetobetoup)



# Credits

## Photography

<https://docs.expo.dev/>

<https://picsum.photos/id/55/4608/3072>

<https://picsum.photos/id/58/1280/853>

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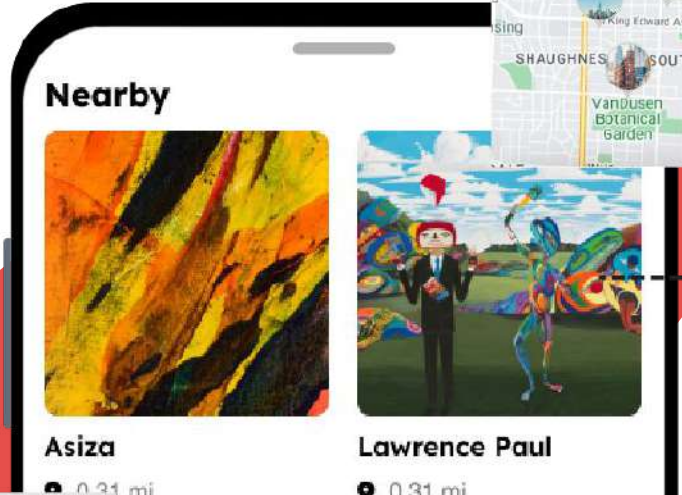
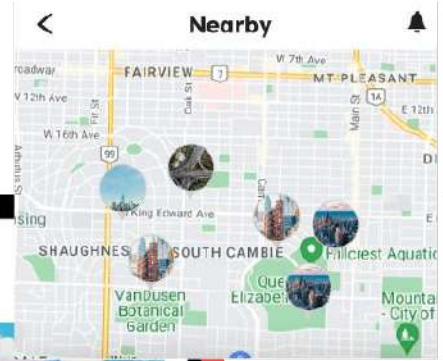
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