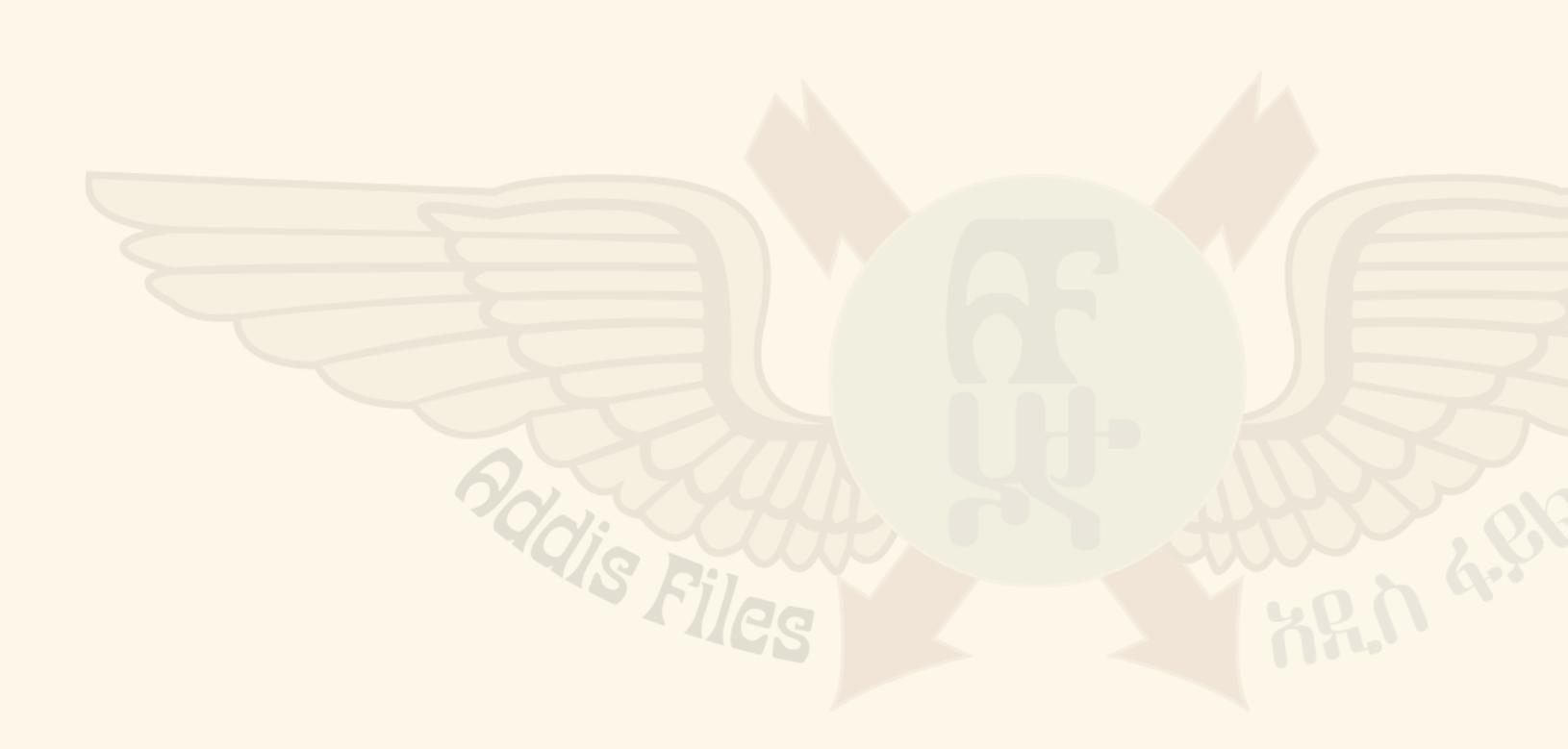
Addisfiles Youthy

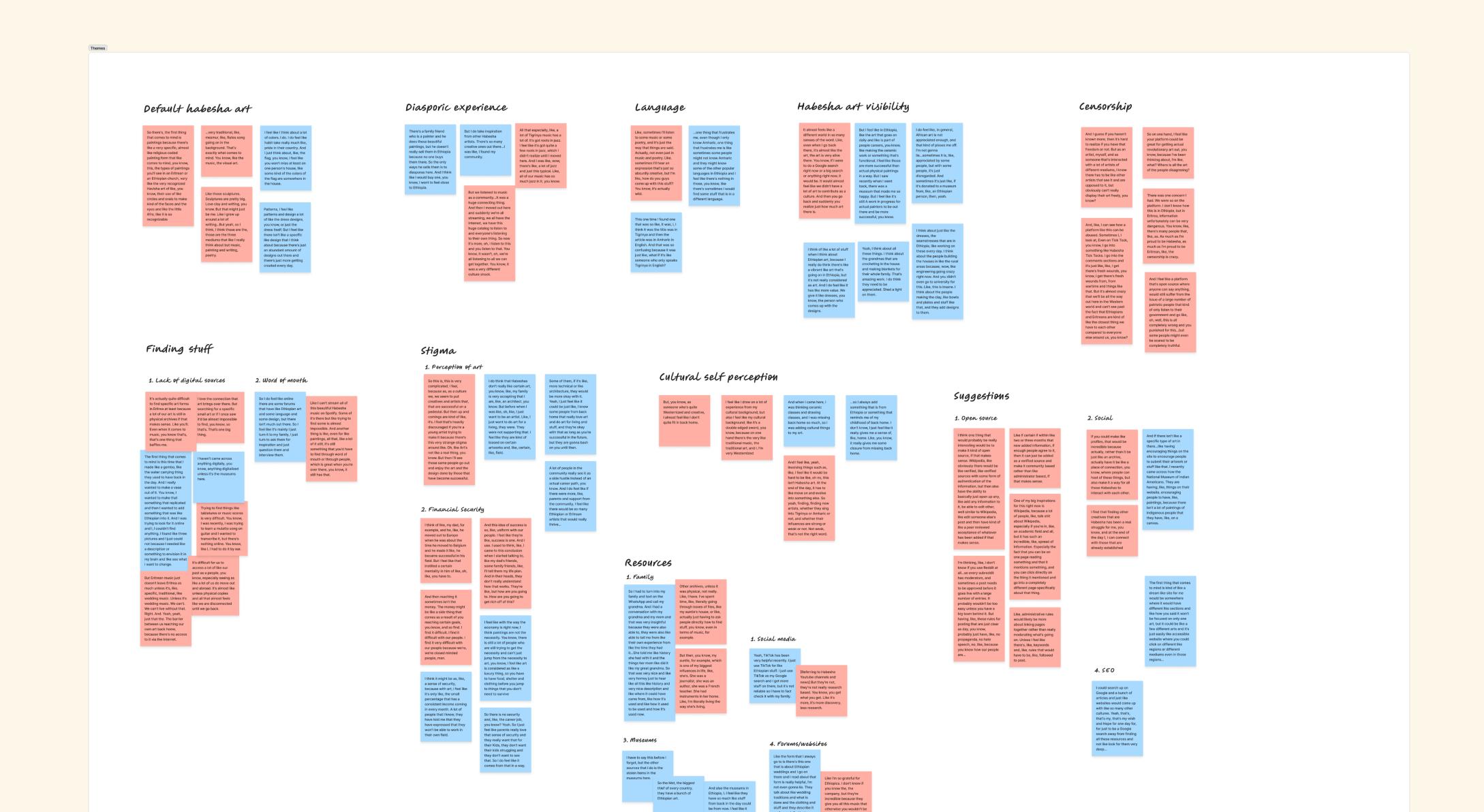


BEIMNET ZEREFA DIGITAL PRODUCT UI

PROBLEM STATEMENT

The limited accessibility of diverse Ethiopian and Eritrean art hinders cultural archiving and weakens collective memory.

AFFINITY MAPPING



KEY FINDINGS

Stigmas around the field of art

Not considered financially viable or legitimate until a certain level of success is reached

Cultural perception of Habesha art

Most visible Habesha art is insularly centered around religious themes

Lack of alternate Habesha art visibility

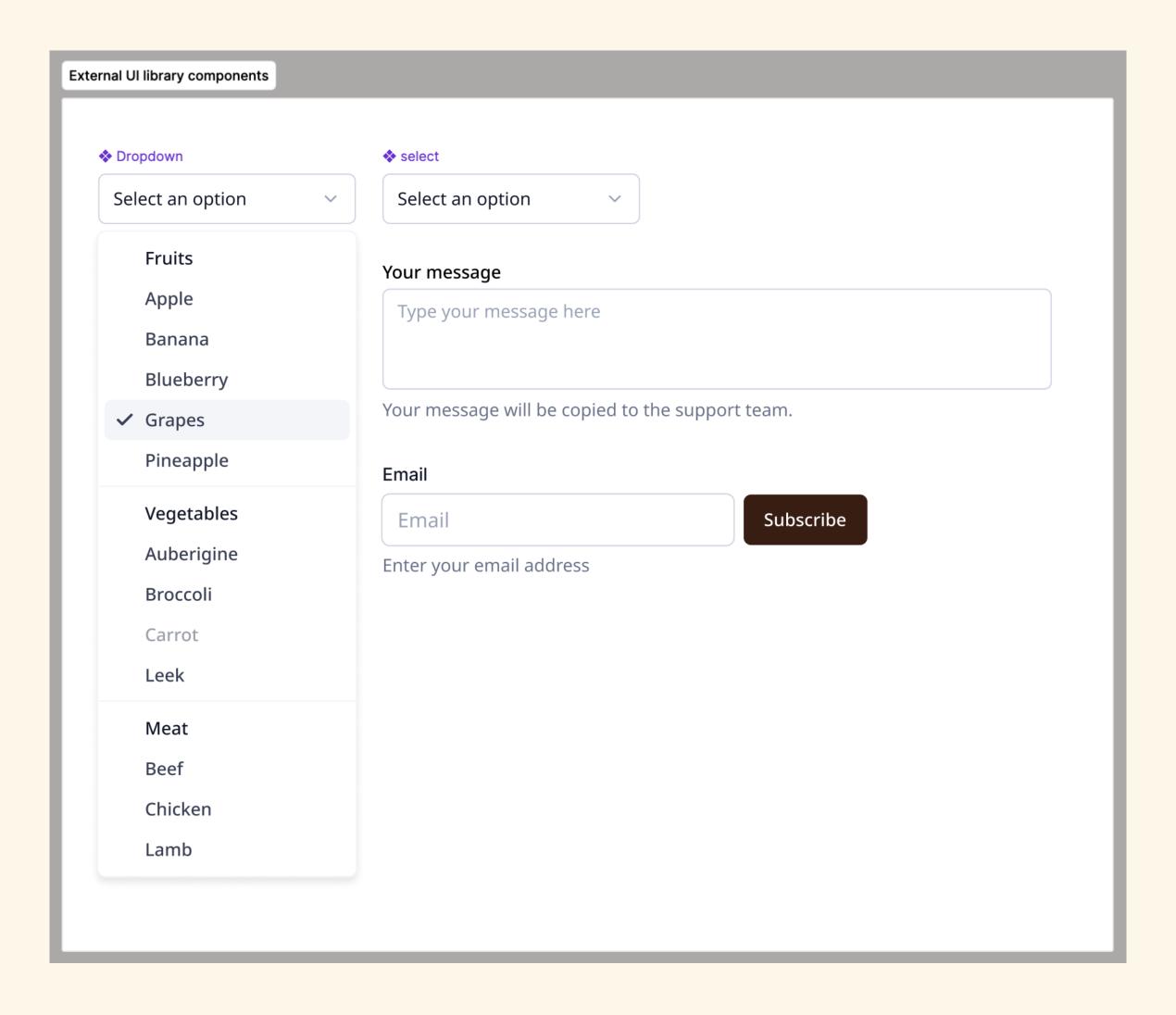
Various forms of art exist daily but are viewed as labor rather than artistic expression

Lack of reliable digital sources

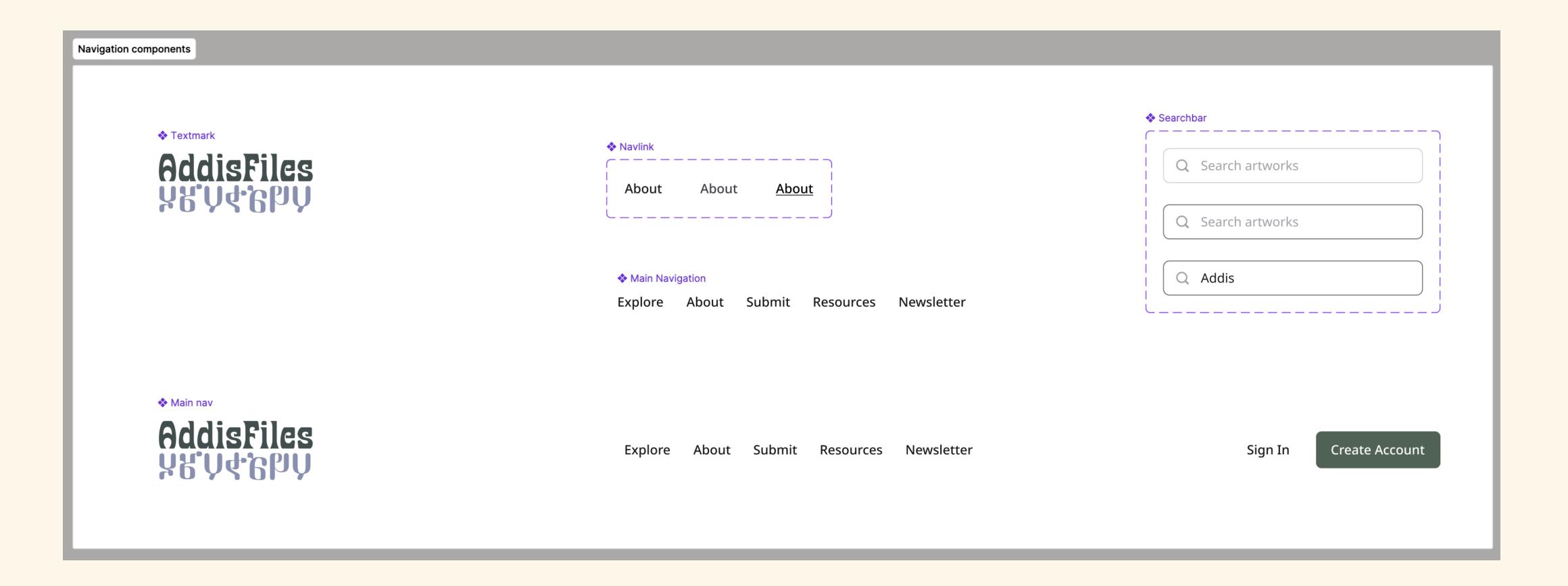
Existing online sources are limited to a narrow view of Habesha art and lack variety

Scenarios, stories, tasks Ideate & Group Brainstorm ideas around an area of concern. Then cluster them into groups. Scenario Netsi is studying cultural She starts to brainstorm She clicks on the link and Her first instinct is to click She bookmarks the She finds some videos on Thinking those platforms As she's scrolling through art and design and wants sees that the website ideas of where to find youtube and tiktok about wouldn't be as reliable the search results, she through the art from website to continue to do a project around the resources and image Ethiopian textiles and anyway, she switches to notices almost all of them features different different regions of the referencing it throughout different styles of art from categories of Ethiopian art references for her project her project and sends the traditional paintings but her laptop and googles focused solely on country and read about her Ethiopian culture. none of them featured the link to her other Habesha them. She spends the and tries checking social "Ethiopian art" in hopes of traditional and religious ranging in mediums, media pages on her phone many other styles of art finding websites and/or paintings, but one archive themes, art movements, good part of her afternoon friends who study art. for Ethiopian art. she hopes to research. articles that feature her website called AddisFiles exploring that and the rest research topic. of the site while taking sticks out. notes on her laptop. Story as a Habesha artist or designer, I want to... Find more than just the Save the resources I find Deprioritized this since it Find diverse Ethiopian art Have a fast way of looking Make sure my research Have an archive website Be able to explore various at Ethiopian art inspiration most traditional styles of sources are reliable to resources with a simple that continues to expand categories within Ethiopia and send them to people would come later in the that involves a social or art from my culture and reference in my project(s). google search so that I the types of Ethiopian art with the option to search in my field of study. community aspect to don't have to look for it features. and filter other themes. process and it's an add-on learn more about the them through other connect with other contemporary. that's not necessary if methods. community aspect is implemented into the site. Tasks Page with different Log in with google, Link to web archive Vetting process for SEO with specific Detailed form with Search with keywords and Link with invitation text discord, or reddit? discord or reddit contemporary styles of art archive submissions to keywords and website guidelines for new archive filter by categories/ encouraging joining and moderated with rules to qualify for posting (maybe OR timeline of art content + structure submitting archives? submissions with themes. encouragement to submit avoid censorship and evolution. with votes from audience 1. regions offensive engagement. included?) 2. mediums 3. themes 4. artists 5. years

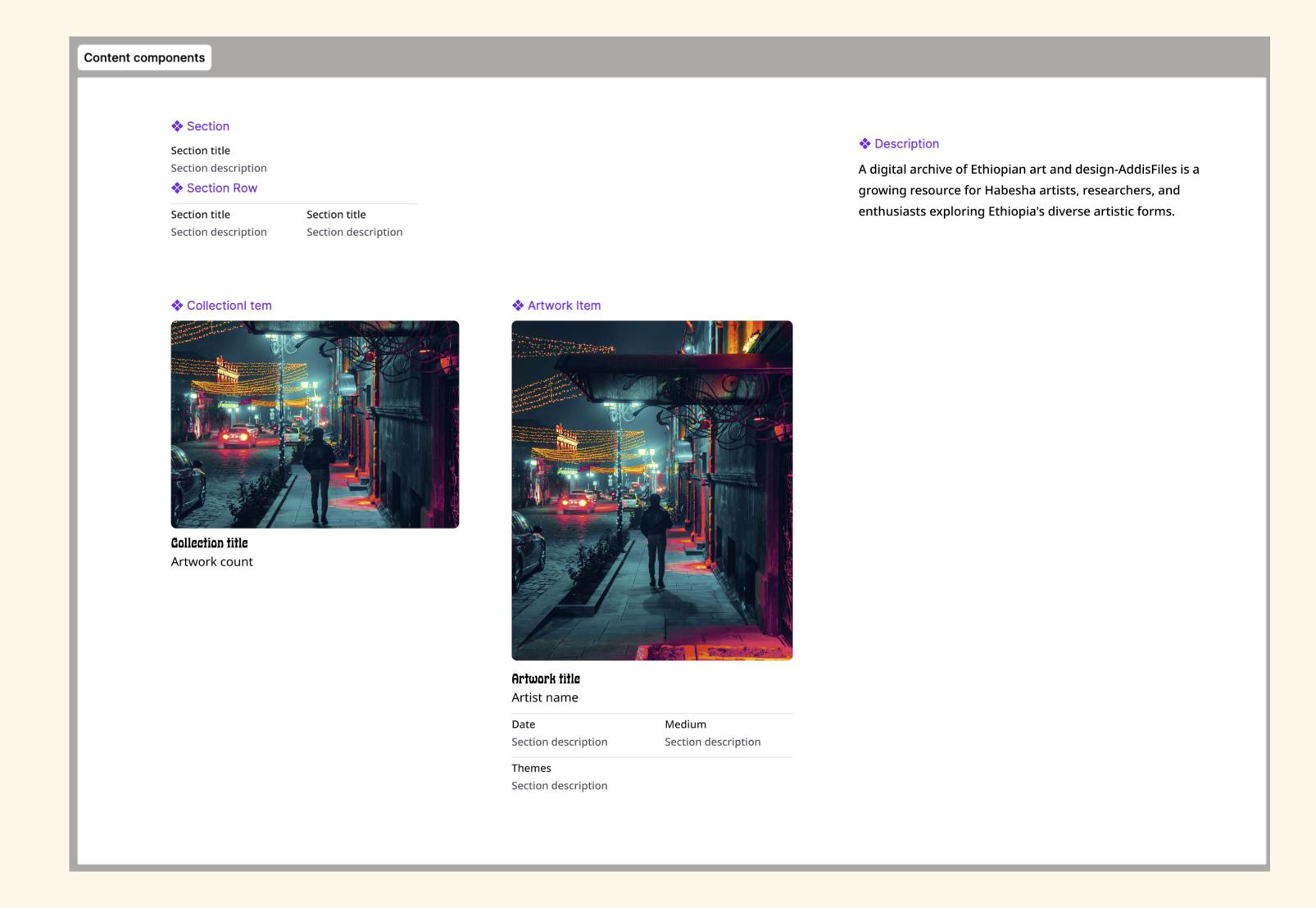
COMPONENTS



COMPONENTS



COMPONENTS



ALLOTROPIC

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0123456789!@#\$%^&*(_)/?..

NOTO SANS

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01 BG

WHITE

#FFFFF

02 CONTENT PRIMARY

ZINC

#27272A

03 THEME

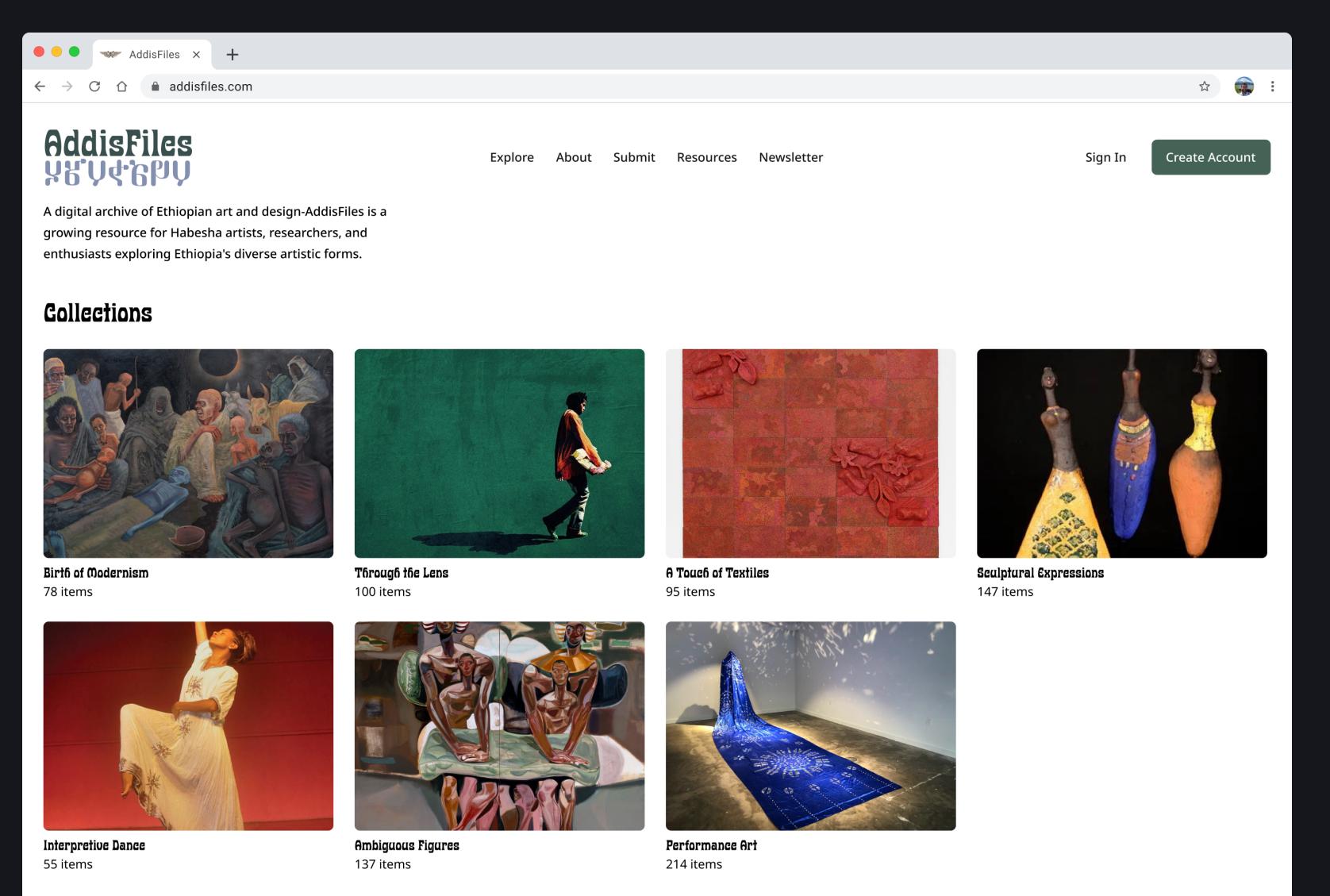
GREEN

04 SECONDARY

LILAC

#446256

#8490B0



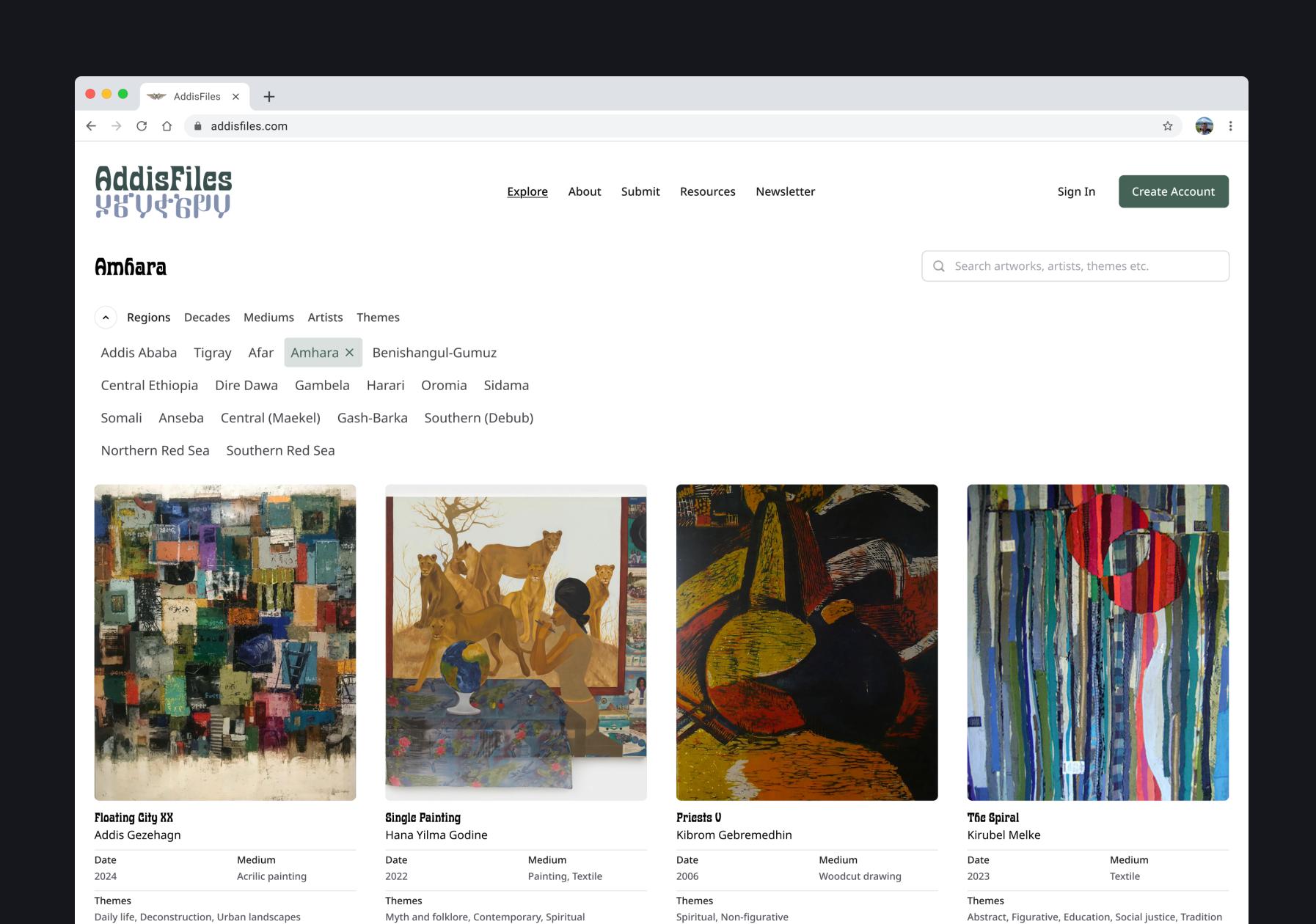
Featured Artworks

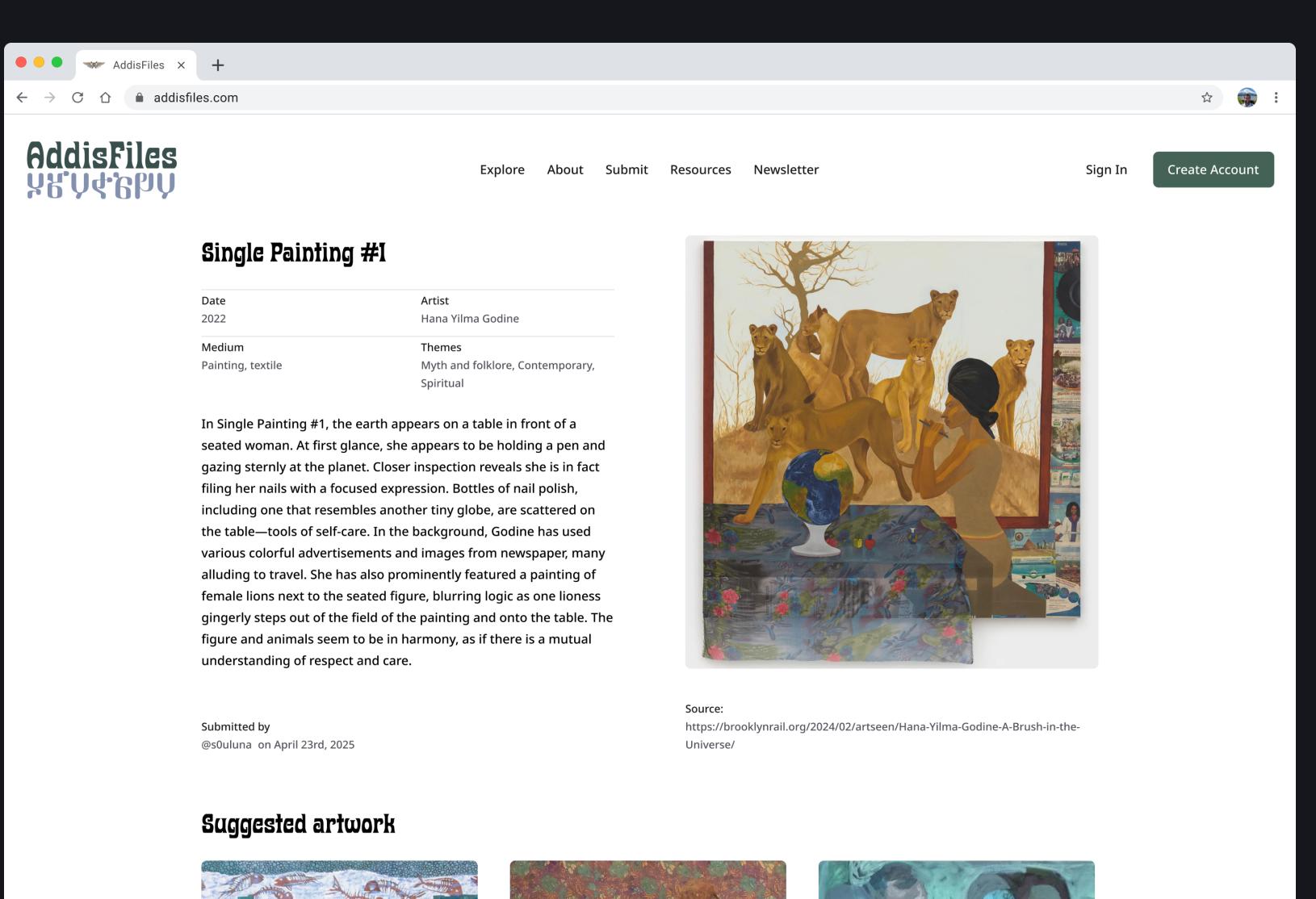








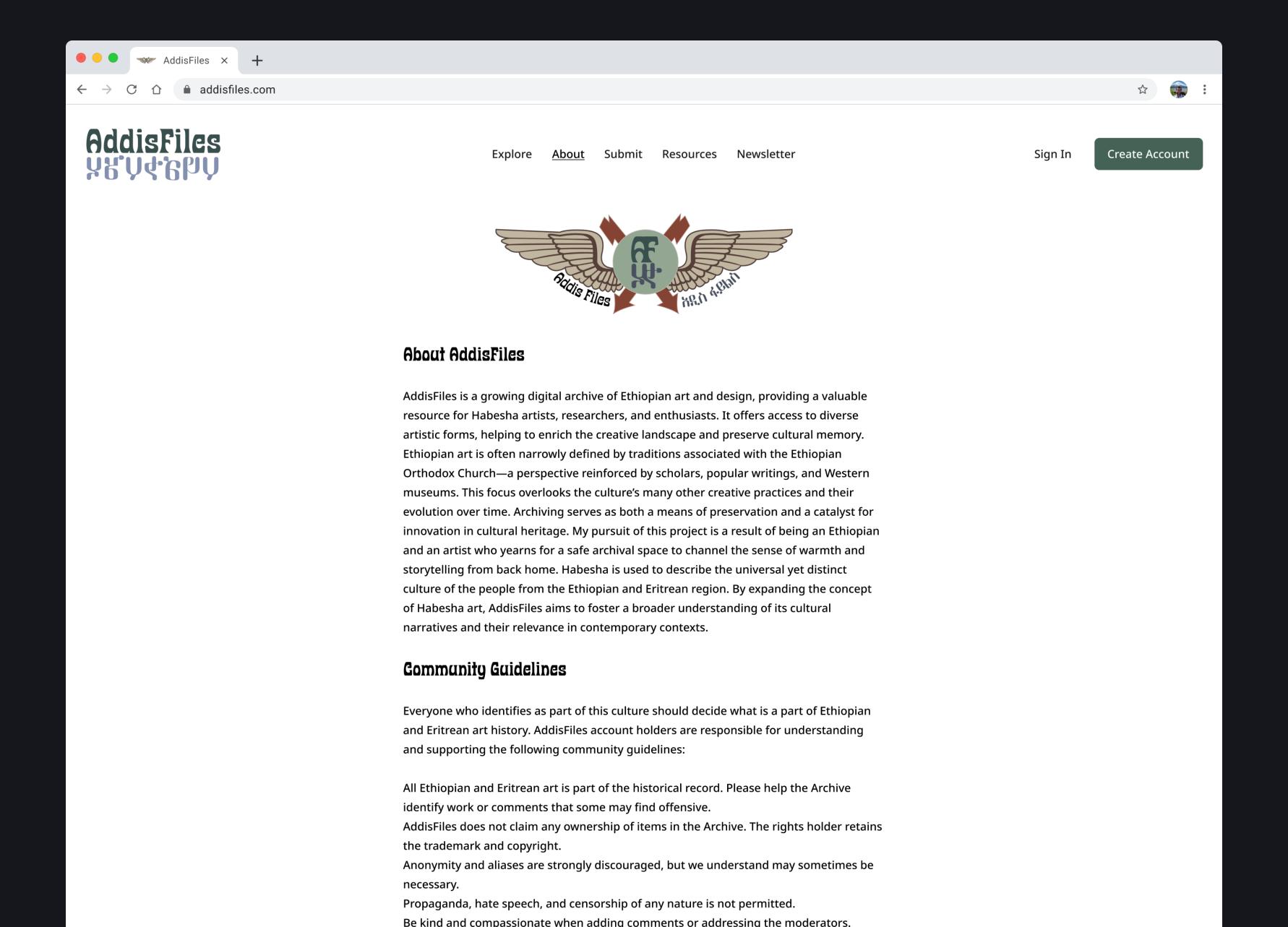




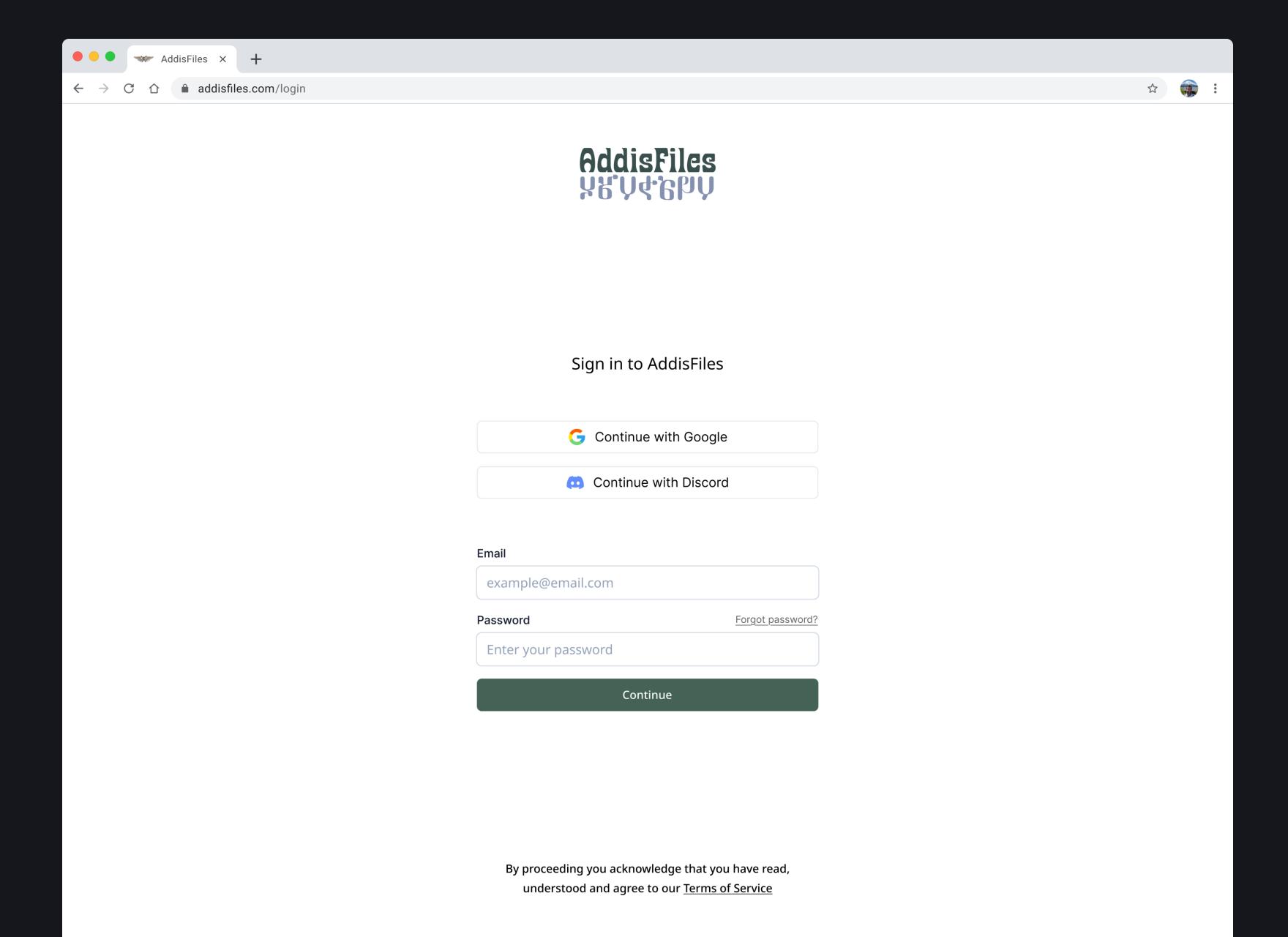


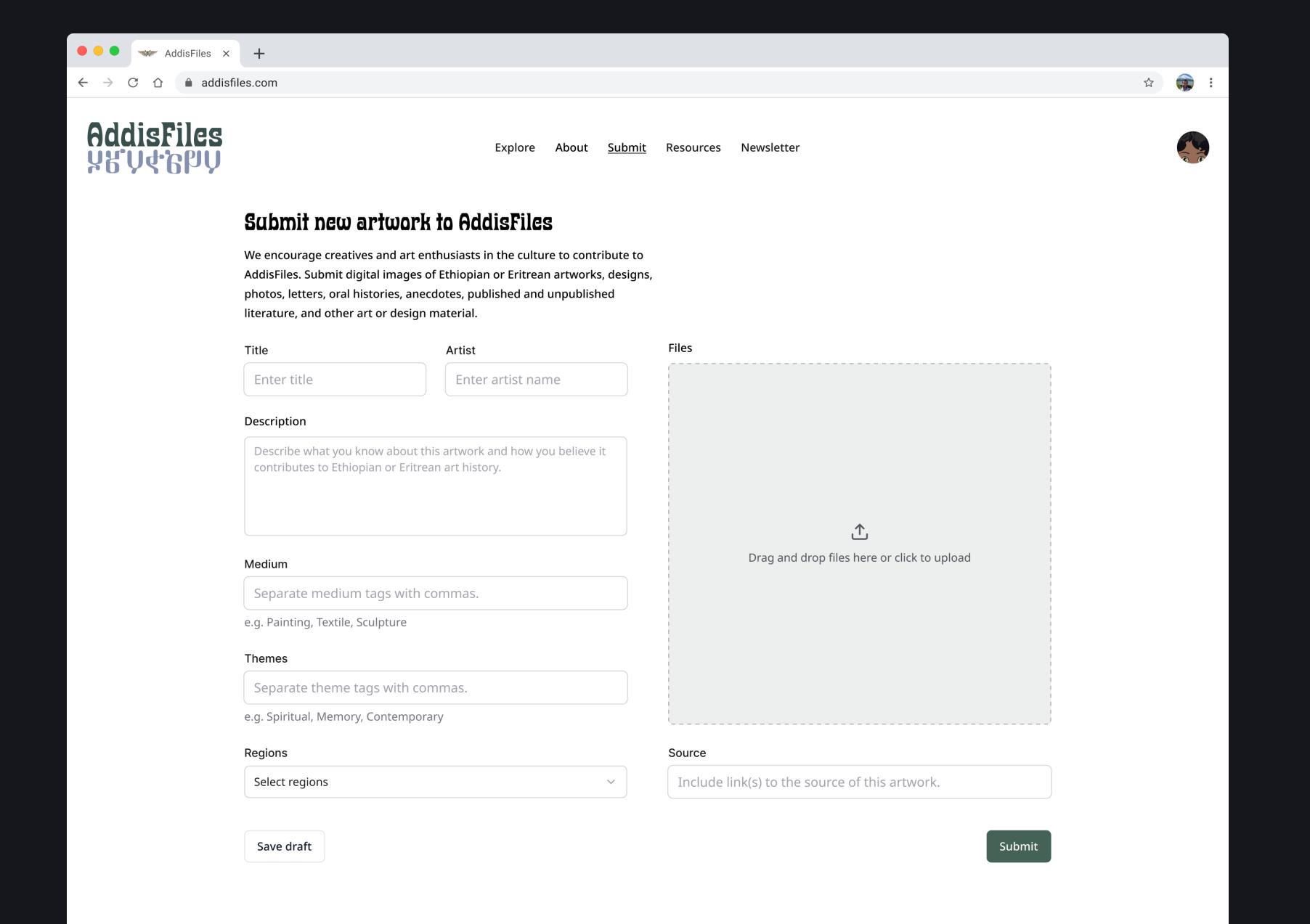






SCREENS





Future plans for AddisFiles

- 1. Localize to Amharic + other dialects
- 2. Update working site with new UI
- 3. User test with Habesha artists
- 4. Iterate based on user input

THANK YOU

