UDC 338.46, 004.932.2

MVP-TESTING OF REMESLON MARKETPLACE WITH A SYSTEM OF INDIVIDUAL SELECTION OF ART PAINTINGS

Timchenko A.Y. (ITMO University)
Scientific advisor - Ph.D., Silakova L.V. (ITMO University)

Abstract. This report analyzes the launch of the MVP marketplace for the sale of paintings by young artists of the main target audience. Additional artificial intelligence technologies for creating pictures and analysis of the best choice of future purchase are considered. The results of this work made it possible to determine the directions for improvement and development of the marketplace for the sale of works of art for interior design.

Introduction. There are a large number of paintings that young artists paint both during and after learning to paint [1]. However, there is no single artist-focused marketplace where the work of young artists can be exhibited, and thus the artists themselves have to promote their paintings on Instagram, Avito and try to break into the galleries [2].

On the other hand, there are buyers in the form of interior designers and ordinary people who have just moved into their apartments, who have a need to buy a piece of art. Unfortunately for them, the search for paintings is also difficult, since there is no single catalog, and those online resources that exist provide a small assortment of paintings at a high price.

There is no recommendation system on online resources that would allow buyers to choose the most suitable painting for their interior [3].

Thus, the solution to these problems is to create a marketplace that will connect inexpensive novice artists with potential buyers, who will be given a technical tool for choosing an inexpensive painting, with the possibility of AR fitting in their interior.

Purpose of work: analysis of MPV-testing of marketplace to receive feedback for further adjustment and identifications of future directions for the development of the startup REMESLON.

Main part. Based on the customer development of the idea, the cost of the paintings was determined, which ranged from 3,000 to 20,000 rubles. The research segmented potential buyers of paintings, highlighting interior designers and the new settlers, who are primarily geared towards buying decorations for their homes. A request from buyers for a recommendation system was also formulated, and a technology based on artificial intelligence was developed to create these recommendations automatically when potential buyers upload photos of interiors.

For the approbation of the previously obtained research results, it was decided to create a demo version of MVP, where the technological solution in the form of a recommendation system built on artificial intelligence was replaced with a non-automatic one in order to save money. A model was developed in which a potential buyer uploads photos of his interior to the service, and then, in manual mode, a startup employee recommends the one that is most suitable for this design from the existing paintings on the site.

To test the marketplace, 5 young artists were selected (including Irina Korotkaya, Olga Pyshkina and students of the Saint-Petersburg Academy of Arts) with their 40 paintings with the cost from 1,500 to 40,000 rubles.

The main screen of the site has the following structure:

- description of the project,
- examples of 8 paintings, with the ability to reveal more paintings,
- an invitation to upload a photo of the interior for an individual selection of a picture,
- invitation of artists to participate in the project,
- an invitation to subscribe to the project on social networks.

Targeted advertising was launched in the amount of 10,000 rubles for interior designers and apartment buyers/tenants. The testing confirmed previously obtained data on the average cost of paintings for a selected nuclear audience of interior designers and the new settlers. 39 contacts and

interior photos of potential buyers were collected.

Feedback in the form of customer development of the prototype prompted the need to create personal pages of artists with descriptions of paintings, as well as the introduction of themes and styles in the form of hashtags for a quick transition and search. As part of the development of the project, two areas were found that can be strengthened. Advertising for common audiences gave information that often inexpensive paintings are bought not by the apartment owners by themselves or their designers, but simply as a gift, thereby opening up an additional large market - the gift market. Also, the hypothesis was formulated: the creation of paintings using artificial intelligence can increase interest in the project and get additional income by excluding artists from the process.

The implementation of recommendations from the feedback of the REMESLON project testing will increase competitiveness and enter new sales markets.

Conclusions. As a result of the creation and testing of MVP, the need to refine the site, publish descriptions of paintings and the artists themselves was formulated. The analysis of technologies showed and formulated additional opportunities for the growth of the marketplace. The end result of the study will be the implementation of the necessary changes to the marketplace, as well as the integration of the data obtained into the business plan and the project development strategy.

References

1. Statistical compendium Indicator of education // High School of Economics [Electronic resource]. – 2021. – URL: https://www.hse.ru/data/2021/07/15/1418937988/io2021.pdf (date of the application: 10.02.2023).
2. Word statistics // Yandex [Electronic resource]. – 2021. – URL: https://wordstat.yandex.ru/#!/?words=%D0%BA%D1%83%D1%80%D1%81%D1%8B%20%D1%85%D1%83%D0%B4%D0%BE%D0%B6%D0%BD%D0%B8%D0%BA%D0%B0 (date of the application: 10.02.2023).
3. Timchenko A. Prospects for artificial intelligence technologies in physical works of art sales: analysis of russian art market // Альманах научных работ молодых ученых Университета ИТМО. Том 1. - Университет ИТМО, 2022. [Electronic resource]. – 2022. – URL: https://science.itmo.ru/wp-content/uploads/2022/10/TOM_1_%D0%90%D0%BB%D1%8C%D0%BC%D0%B0%D0%BD%D0%B0%D1%85_335.pdf (date of the application: 10.02.2023).