



# GALERISTE



## The Challenge

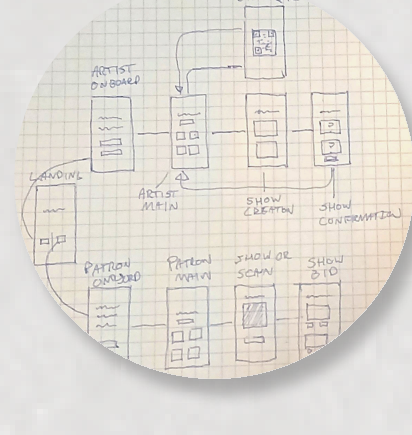
Artists need ways to sell, and patrons need ways to bid onsite.

Traditional art auctions are limited to single events, making it hard for artists to reach more patrons.

Managing bids and payments by hand is time-consuming and prone to errors.

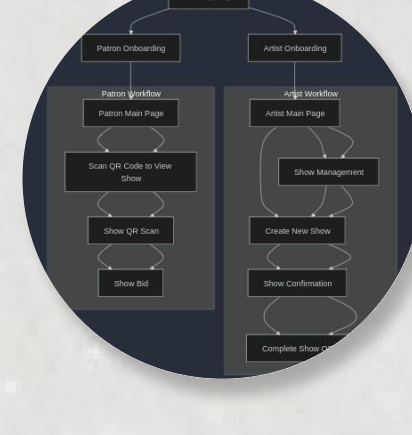
Galeriste simplifies this process with a digital platform that allows artists to showcase their work and patrons to bid on and purchase art using their phones on-site.

## Design Process



### Discover

Interviews with artists and patrons to identify pain points.



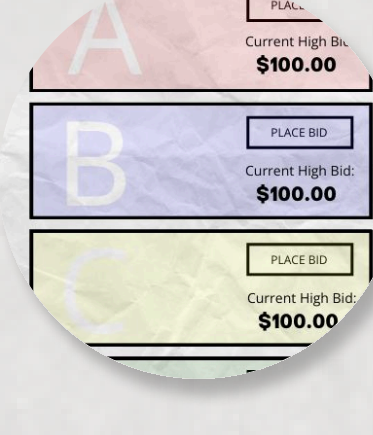
### Define

Identified key challenges: visibility, simplicity, and access.



### Ideate

Brainstormed solutions like QR codes and integrated payments.



### Design

Designed wireframes and prototypes to refine functionality.



### Test

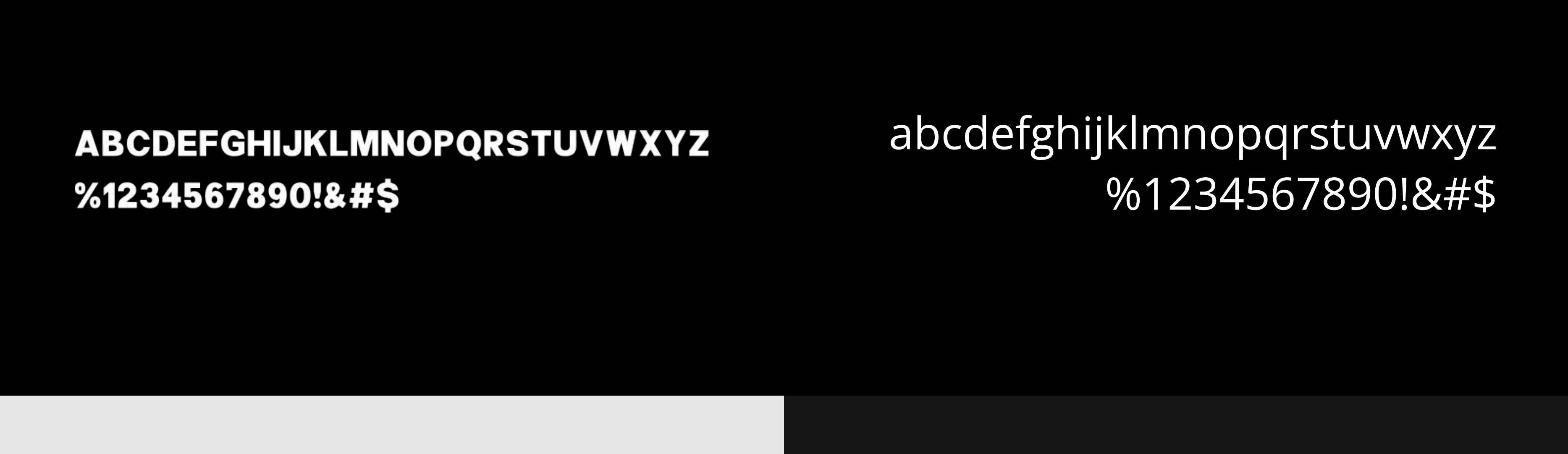
Refined features through user feedback.

## Discovery Phase

- 1 Artists need a simple way to showcase and sell their art during events.
- 2 Patrons value easy, on-site access to view and bid on pieces.
- 3 Both need secure payments and easy-to-use tools.

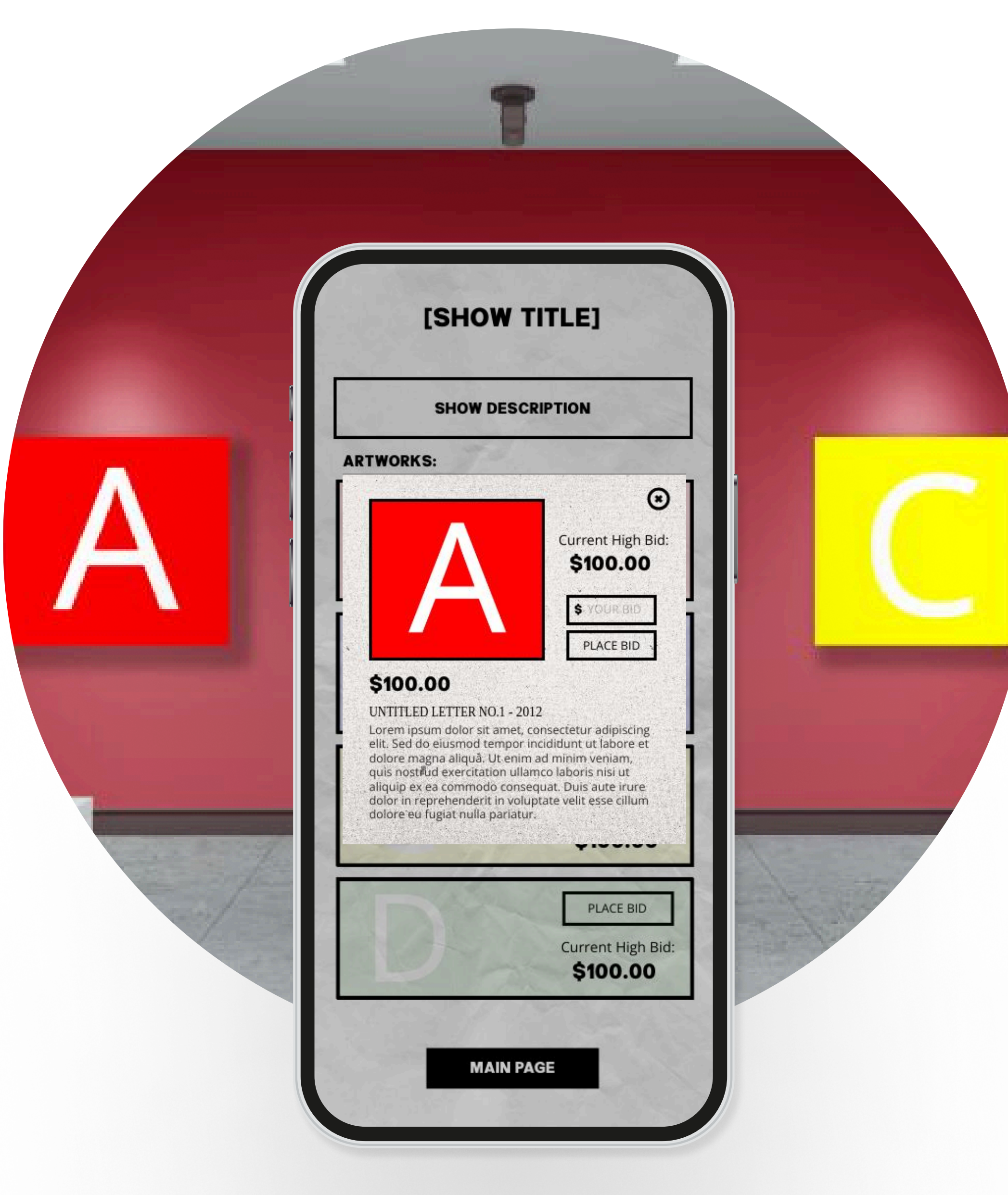
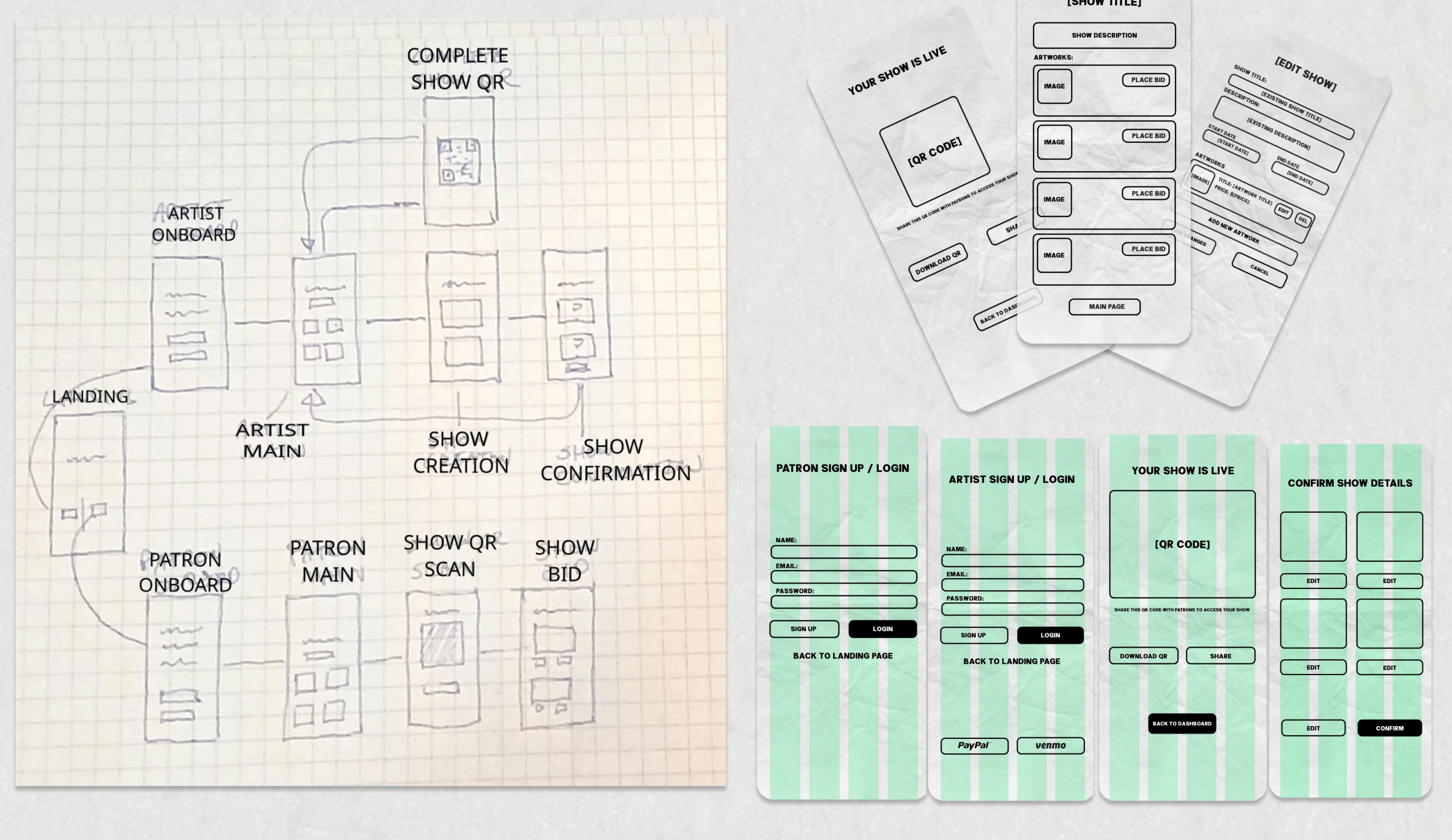
**Key Insights**

Research revealed gaps in how artists and patrons connect during events. Artists lacked tools to showcase and sell their work efficiently, while patrons needed easier ways to bid. These insights shaped Galeriste's focus on simplifying auctions with accessible features and secure payment options.



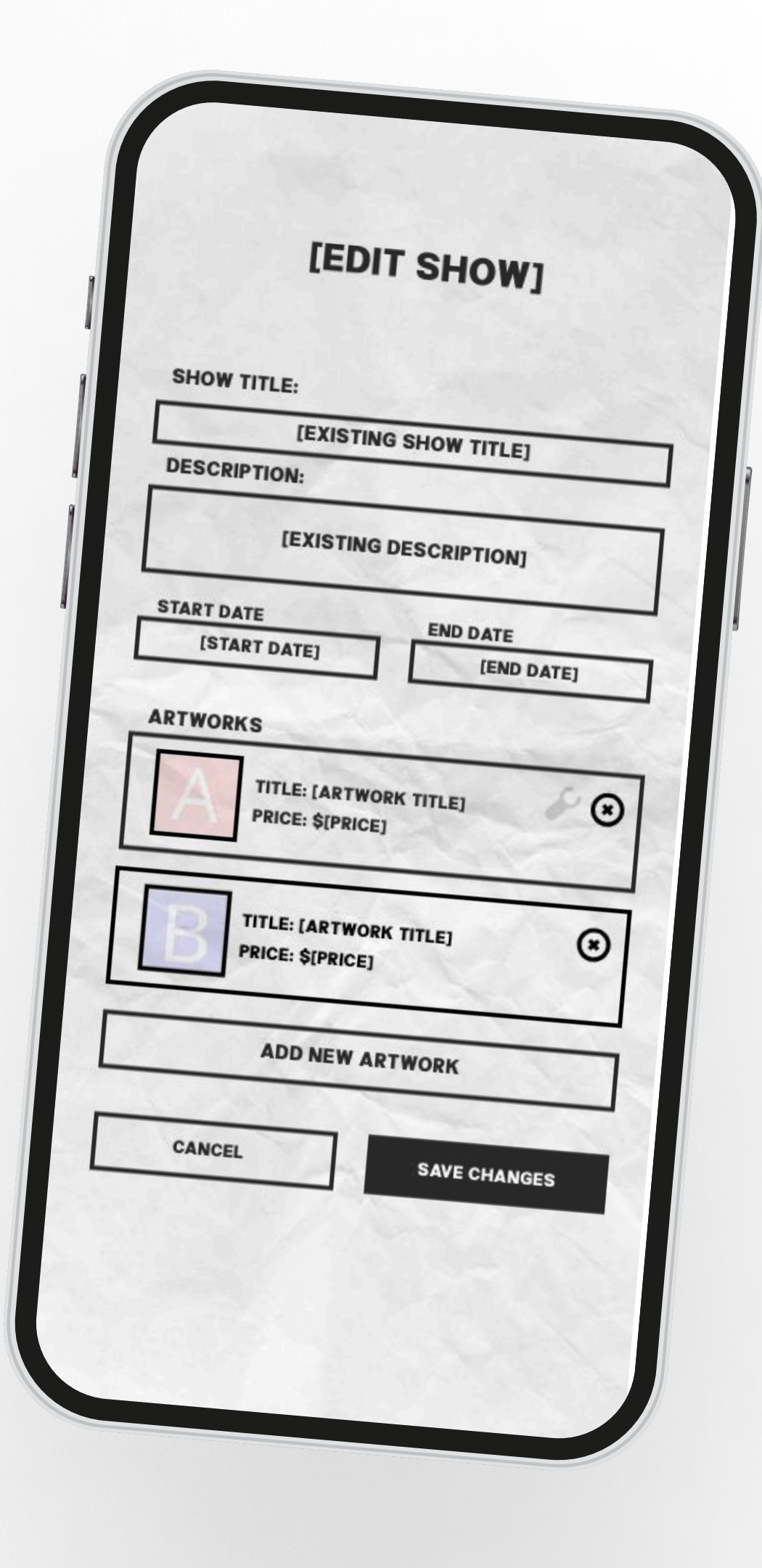
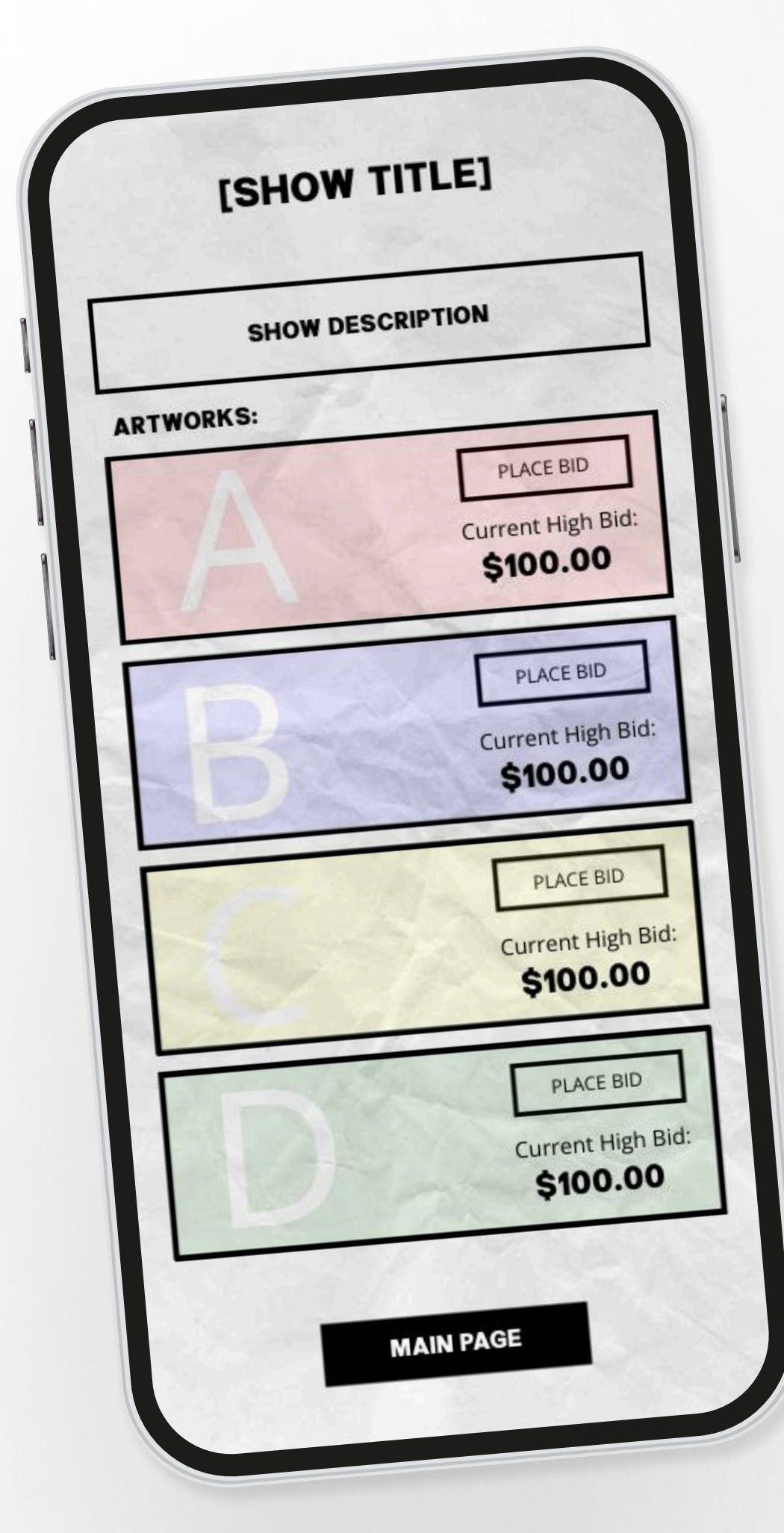
## PETER QUINCY

## OPEN SANS



## The Designs

### Making Art Shows Effortless for Artists and Patrons



## Simplifying Art Auctions

Galeriste transforms the art show experience, bridging the gap between artists and patrons through intuitive design, secure payments, and seamless auctions. With Galeriste, every art show becomes a dynamic marketplace for creativity.



## GALERISTE

Galeriste lets artists host art auctions via QR codes, enabling patrons to bid securely through their phones. Auctions can continue across events, with data wiped after each show for privacy and efficiency.