

spring.art Target Audience Sectors

1) Users who share art:

- Users who share their art who have no formal representation, but want to make a living through art

2) People who know users who share art:

- People who want to support their artist friends
- People who want to support their artist family members

3) People who want to deepen current connections through art:

- People who want to get to know their friends on a deeper level - even more so than on Instagram, Snapchat and Facebook

4) People who want deeper, future art connections:

- People who want to connect to others more authentically through art
- People who want to find genuine, art-centered communities without being limited by their geographic location
- Novices who enjoy art, but feel too intimidated to go into galleries

5) People who see art as something desirable, and need some assistance starting and finding deeper art connections/communities:

- People who are shy and see digital community as a suitable precursor, or even partial substitute to in-person community
- Beginners who have seen art from afar, but need to assistance in finding what they like

6) People who are generally curious about other people and cultures:

- People who want to hear stories about people, places, and ideas

7) People who are oblivious to “art”, yet want to have fun through games and social engagement

- People who play art games to engage in social trends on other platforms
- People who have friends who like art, yet haven’t engaged in it themselves, but will to some extent because their friends are doing it