PROJECT SUMMARY

Ref No.: MRIC/PCS-2307	**Title:** Cife: Testing for Digital Transformation in the Creative & Cultural Industries
Local Company: CIFE	
Project Leader	
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TECHNICAL ABSTRACT

This project is to test the concept for a web platform: a digital discovery system and community-building tool for artists and art organizations in Mauritius. The goal is to increase visibility and economic opportunities for artists and art organizations, by creating a one-stop-shop for related products and services. While it serves all artists, the platform's focus is on underserved artists from socio-economic backgrounds, who will benefit from special discounts, a storytelling platform and support with content creation. Our solution is equity- and impact-driven.

So far, we have completed interviews and surveys with artists, where we identified common challenges and how to address them and designed a prototype. Our objectives with this grant are to conduct user research and usability testing:

1. To understand the experience of organisations serving artists; their challenges; how they are meeting their audience's, and their own needs.
2. To develop our prototype, to test with artists and organisations, to understand how usable, desirable, marketable the product is, and improve with user feedback.
3. To develop a framework that serves underprivileged (low income, low tech, low literacy) artists through storytelling and support for content creation
4. To gauge the size of the market and make financial projections

Key Words: Arts and culture, creative economies, innovation, web app, digital community, artists, usability testing