

User and Use Case Prioritization Document

Introduction

This document aims to identify and prioritize key user personas and their use cases for enhancing Etsy's digital art marketplace with AI. It incorporates insights from research findings to determine the most valuable use cases that AI can address efficiently while improving user experience. The primary focus is addressing the lack of transparency regarding AI-generated art, aiming to improve user trust and experience. By leveraging AI-powered solutions, the project seeks to enable users to easily distinguish between human-created and AI-generated art, fostering a more transparent and equitable platform.

The **Value vs. Effort** matrix ranks use cases based on their impact and feasibility.

Identified Pain Points

- Lack of transparency in distinguishing AI-generated art from human-created art.
 - Buyers struggling to verify authenticity, leading to reduced trust in Etsy's marketplace.
 - Limited filtering options for buyers to choose between AI and human-created digital art.
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Target Users & Personas

Persona 1: Emily – The Art Enthusiast

Bio: A 32-year-old graphic designer who appreciates authentic, handmade digital art and wants to support human artists.

Jobs-to-be-done:

- Discover and purchase unique human-created digital artwork.
- Ensure that the art she buys is genuinely handmade.

Behaviors:

- Regularly browses Etsy for digital prints and artwork.
- Compares different artists before making a purchase.

Pain Points:

- Difficulty in distinguishing AI-generated art from human-made art.

Motunrayo Babatunde

Week 3 Assignment

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- Feels deceived when purchasing art without transparency.

Persona 2: Lisa – The Casual Buyer

Bio: A 40-year-old professional looking for affordable, aesthetically pleasing digital art.

Jobs-to-be-done:

- Find beautiful digital artwork at a reasonable price.
- Understand if AI-generated art is a good alternative.

Behaviors:

- Focuses more on price than the origin of the artwork.
- Occasionally buys digital prints for home decor.

Pain Points:

- No easy way to filter for AI vs. human-created art.
- Feels overwhelmed by the variety of artwork available.

Use Cases & Prioritization

Shortlist of AI-Enhanceable Use Cases

Use Case	Value Score (A-E)	Effort Score (A-E)	Value vs. Effort Quadrant
AI-generated content labeling	A (High Value)	B (Medium Effort)	High Value, Low Effort
AI-powered search & filtering for human vs. AI art	A (High Value)	B (Medium Effort)	High Value, Low Effort
AI verification badge for human artists	B (Medium Value)	C (High Effort)	High Value, High Effort
AI-assisted recommendations for human-made art	B (Medium Value)	B (Medium Effort)	Medium Value, Medium Effort

Priority Use Case

Selected Use Case: AI-Generated Content Labeling & AI-powered Search Filtering

Why?

Motunrayo Babatunde

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- Solves a major pain point for both buyers.
- High value and relatively low effort to implement.
- Strengthens trust and transparency on Etsy's platform.

AI Implementation Strategy:

- Develop an AI model that automatically detects AI-generated artwork and applies clear labels.
- Introduce a filtering system that allows users to choose between AI-generated or human-created art.
- Enable an "Authenticity Verified" badge for human artists using AI-based verification methods.

Conclusion

By implementing AI-driven transparency and search filtering, Etsy can maintain trust in its digital art marketplace while ensuring buyers and human artists are supported. This prioritization framework ensures that the highest-value, lowest-effort solutions are addressed first, setting the foundation for future AI enhancements.