

Veritarte – User Experience Flow

Please find the link to the flowcharts for Experiences 1&2 [HERE](#)

Experience 1: Discovering AI Labeling Feature

User: Digital art buyer browsing Etsy for new artwork

1. Landing Page:

- o Users arrive at Etsy’s digital art section.
- o Notifications inform users about the new AI-powered labeling feature.

2. Search and Browse:

- o Users search for digital art using keywords.
- o A pop-up explains the labeling feature and its benefits.

3. Artwork Listings:

- o Search results display clear labels for AI-generated or human-created art.
- o Visual icons accompany the labels for quick identification.

4. Product Page:

- o Click on an artwork to view details.
- o The page shows the label and a verification badge if it’s human-created.

5. Post-Purchase:

- o After purchasing, users receive a follow-up email thanking them for their feedback.

Outcome: The user gains confidence in identifying and purchasing their preferred type of artwork

Experience 2: Using Filtering Options

User: Art-enthusiast particular about human created artwork

1. Landing Page:

- o The user searches for “digital watercolor prints” and filters results using the "Human-Created" filter powered by Veritarte.

- Listings update instantly to only show verified human-created artwork, complete with an authenticity badge
- 2. **Activating Filters:**
 - Users access filter settings under the search bar.
 - Options include:
 - "Human-Created Art"
 - "AI-Generated Art"
- 3. **Filtered Search Results**
 - Search results update based on selected filters.
 - Users see clear labels and relevant artworks.
- 4. **Product Page:**
 - Click on filtered artwork to view more details.
 - Verification badges appear if the art is human created.
 - Users provide feedback on filtering accuracy.
- 5. **Checkout:**
 - Users proceed with purchasing filtered artwork with added trust and confidence.

Outcome: The user finds and purchases a verified human-created piece, assured that they are supporting traditional artists.

Experience 3: Checking AI vs. Human-Created Labels on a Product Page

User: A casual Etsy shopper curious about AI-generated art.

1. **Product Page:**
 - The user clicks on a digital print and notices a label stating "AI-Generated."
 - A tooltip explains how Veritarte identifies AI-generated art.
2. **Exploring Similar Listings:**
 - The user clicks on related AI-generated artworks.
 - They compare AI and human-created options.
3. **Decision Making:**
 - The user selects their preferred artwork based on transparency labels.
 - They proceed to checkout or continue browsing.

Outcome: The user better understands AI's role in digital art and engages with the transparency features.

Experience 4: Post-Purchase Experience & Feedback Collection

User: Buyer who just purchased a digital artwork.

1. **Order Confirmation & Label Reminder:**
 - o After purchasing, the user sees a confirmation page summarizing their order.
 - o A message highlights the AI/human label of their purchased artwork.
2. **Follow-Up Email:**
 - o The user receives a thank-you email from Etsy.
 - o The email includes a prompt to provide feedback on Veritarte's labeling feature.
3. **Survey Participation:**
 - o The email links to a short survey about:
 - The usefulness of the labels.
 - Their trust level in AI transparency.
 - Suggestions for improvements.
4. **User Engagement & Future Improvements:**
 - o Users who complete the survey may receive a discount or loyalty incentive.
 - o Feedback is analyzed to refine Veritarte's labeling accuracy and usability.

Outcome: Etsy collects valuable user insights to refine Veritarte and enhance user trust in AI-powered transparency.

Integration of Veritarte into Etsy's Digital Art Marketplace

Veritarte seamlessly integrates into Etsy's digital art marketplace by providing AI-powered transparency features that help buyers distinguish between human-created and AI-generated artwork. The integration enhances trust, improves the shopping experience, and supports artists who seek authenticity verification.

Key aspects of Veritarte's integration include:

- **AI Labeling System:** Veritarte automatically scans artwork listings and applies an "AI-Generated" or "Human-Created" label to each piece, ensuring buyers can make informed decisions.
- **Verification for Sellers:** Artists can verify their work through an authentication process that grants a "Human-Created" badge, adding credibility to their listings.
- **Filtering and Search Enhancements:** Buyers can filter search results based on artwork origin, ensuring they see only human-created or AI-generated works based on preference.
- **Product Page Enhancements:** Each artwork listing displays a label and an explanation tooltip about how the categorization works, with a feedback section for users to confirm accuracy.
- **Post-Purchase Engagement:** Buyers receive follow-up emails encouraging feedback on the labeling system, allowing Etsy to improve the feature based on real user input.

Motunrayo Babatunde
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