

It's been just over a week since the [full launch of the new DeviantArt](#) and the official sunset of the old version of the site, and we wanted to provide a community update sharing additional insight and clarity regarding the new site and the realities of its existence and reception.

Changes We Made

One question we've received frequently is, "Why did you change the site at all?" The short answer is that the old version of DeviantArt wasn't sustainable long-term. The longer, more thoughtful answer is twofold: one part code, and one part design.

Code

DeviantArt's base code was built early, in Internet years. Every time we added a new feature, it had to be built on top of old code from the early 2000s, which meant more work in order for the site to scale to meet new technological advances. The decision was made to rebuild DeviantArt with a more modern framework, which makes it easier and faster to build new features without having to deal with cleaning up or rewriting old code.

We reached the point where future development was impossible while maintaining two different designs. Proceeding further would have resulted in mounting breakages on both versions as code bases and user flows stopped aligning.

Design

The design of the old version was nostalgic; however, it was nearly a decade old. This impacted the health of DeviantArt for some time in terms of keeping relevant artists active and engaged, as well as drawing in new deviants. Maintaining a modern interface is important for the long-term success and survival of a site, especially an art community, so we upgraded to something more contemporary and clean.

While the old site's design was worn in and comfortable for longtime deviants, its outdated feel and complicated interface was a major deterrent for attracting new visitors. One of the main things the new site's design does exceptionally well is attract and retain new deviants—a vital phenomenon for any network. DeviantArt has always welcomed new blood with open arms—without fresh energy and creativity, the community truly dies. This is why the new DeviantArt is necessary. While we can and will support longtime deviants, not making efforts to improve the experience for new deviants and visitors would ensure the eventual death of the site. This is the new design's first form; it will continue to grow and improve over time.

How This Impacts You

Any major site change takes time to adjust to, and we know this is no different. This was necessary to bring DeviantArt into the present day and ensure our community continues to grow and flourish, but we know it may not be an easy adjustment for deviants to make.

Change Isn't Always Easy, But Often Necessary

Every time we've changed DeviantArt to a new version of the site—be it a full change of the site appearance and function or just adding new features—we've had people say [they don't like it](#). Even the [old version](#) of the site had complaints prior to and after its release. This is part of the process of change, and we understand that.

The Concept of Majority

By the time we fully released the new version last week, the majority of our daily active user base was already using the new version. We mention this to provide perspective—the reality is that the data shows, contrary to what a vocal minority believes, an overwhelming majority of deviants have accepted the new DeviantArt and are thriving with its use.

In addition, we constantly monitored how people used the new version of the site compared to the old version, to make sure that the new version performed better in terms of the major features and functions of the site (e.g. deviation views, favorites, and comments). This was important to make sure your art and other content was being seen.

We also tracked how the site performed with new visitors to the site, and how well it converted them into active deviants. Having a design that performs this function well is the key to the ongoing health of our community.

Adjusting to the New Site

We want to plainly state that we will not be switching back to the old version of DeviantArt. However, we know there are things to improve on, and we're going to improve them. Our goal wasn't to build a final, finished product, but rather to take a big step into the future that will let us continue to iterate and make DeviantArt even better going forward.

What's Coming

We're listening to community feedback, as we've [done throughout](#) the initial rollout, and we've been monitoring comments throughout this transition process to determine what changes we can make soon, now that we're no longer restricted by old code. Hearing your comments and thoughts, even when we've heard them from other deviants, is helpful, as it allows us to accurately prioritize projects and improvements.

Requested Updates

We know Groups need work. It's going to be a long process, but Groups are high on our list of things to work on. We're also working to improve the Literature and Journal editor, the ability to save Literature drafts, with more optimizations planned for the future, as well—including improvements for collecting and favouriting, an improved Posts feed, and more options for Profile personalization.

Development and Prioritization

Even as we talk about these planned improvements and changes, they still take time to implement. Some features and improvements that are simple to understand and explain are actually quite difficult to create. We understand that the lag between receiving feedback and releasing a feature as we go through the development process can make it feel like you aren't being heard—@ekud touched on this in [his journal](#). You might not see a change you're requesting right away, as it's being prioritized against other requests and long term goals for the site, but we'll provide updates when we make changes and improvements, as we've always done.

Thank You and Feedback

We strongly believe in the direction DeviantArt is headed and agree that big changes were made to get the site where it needs to be as a community platform. This can be tough for some longtime, passionate deviants who had grown accustomed to their habits on the old site. We also agree that continued improvements need to be made for the entire community's benefit.

Whether you're a deviant who has been with us from day one or someone who is just beginning their DeviantArt journey today, we encourage you to continue sharing your feedback to help shape the future of DeviantArt. Stay tuned for what's next.