

DESIGN IDENTITY EXPLORATION

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TARGET AUDIENCE

Why them?

This product aims to target beginners who don't know how to start their creative journeys with consistency and amateur artists/designers who seek to get better at their craft by practising drawing habitually.

MINDFULNESS

SELF EXPRESSION

DIGITAL DETOX

SKILL DEVELOPMENT

WELL BEING

Reasons

CONTEXT

Use-case scenarios

Morning Commute Inspiration:

- Scenario: Sarah **commutes to work every day by train, a journey of about 30 minutes.** She often spends this time scrolling through her phone. With the product she's prompted to sketch something she sees on her journey. She starts to draw the sunrise she notices through the train window, beginning her day with a moment of creativity.

Lunch Break Doodles:

- Scenario: **During his lunch break at the park,** Jake feels the urge to draw but doesn't know where to start. He uses the 'product' which challenges him to draw using only geometric shapes. Jake starts with a triangle and soon creates a playful city skyline, making his break more enjoyable and productive.

Evening Wind-Down:

- Scenario: Before bed, Mia wants a way to **relax and wind down from her hectic day**. She opts for the ‘product’ which suggests she draw something that made her happy today. She sketches a quick image of her dog playing fetch, reliving the joyful moment and transitioning into a peaceful mindset before sleep.

Special Occasions & Gifts:

- Scenario: For their anniversary, Raj gifts his partner, Priya, the ‘product’. **Together, they decide to draw their favorite memory from the past year**. The device’s playful prompt leads to them sketching their last beach vacation, reigniting fond memories and deepening their bond.



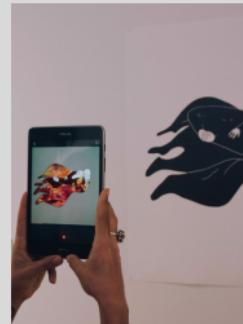
COMPETITION

Existing competition aspects:

Habit formation

Art assistance

- Digital art tablets
- Interactive Pen displays
- AR tools; e.g. Apple's ARKit applications
- Traditional art tools
- Online educational platforms



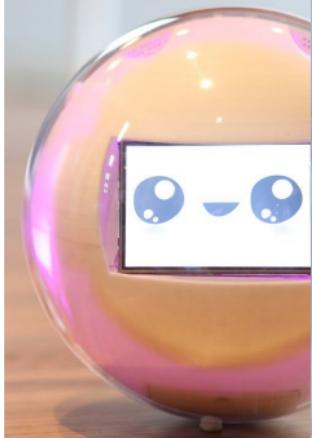
REFERENCE #1

Nostalgia



REFERENCE #2

Color + Play





REFERENCE #3

The shapes of tech