

ArtSpark



by

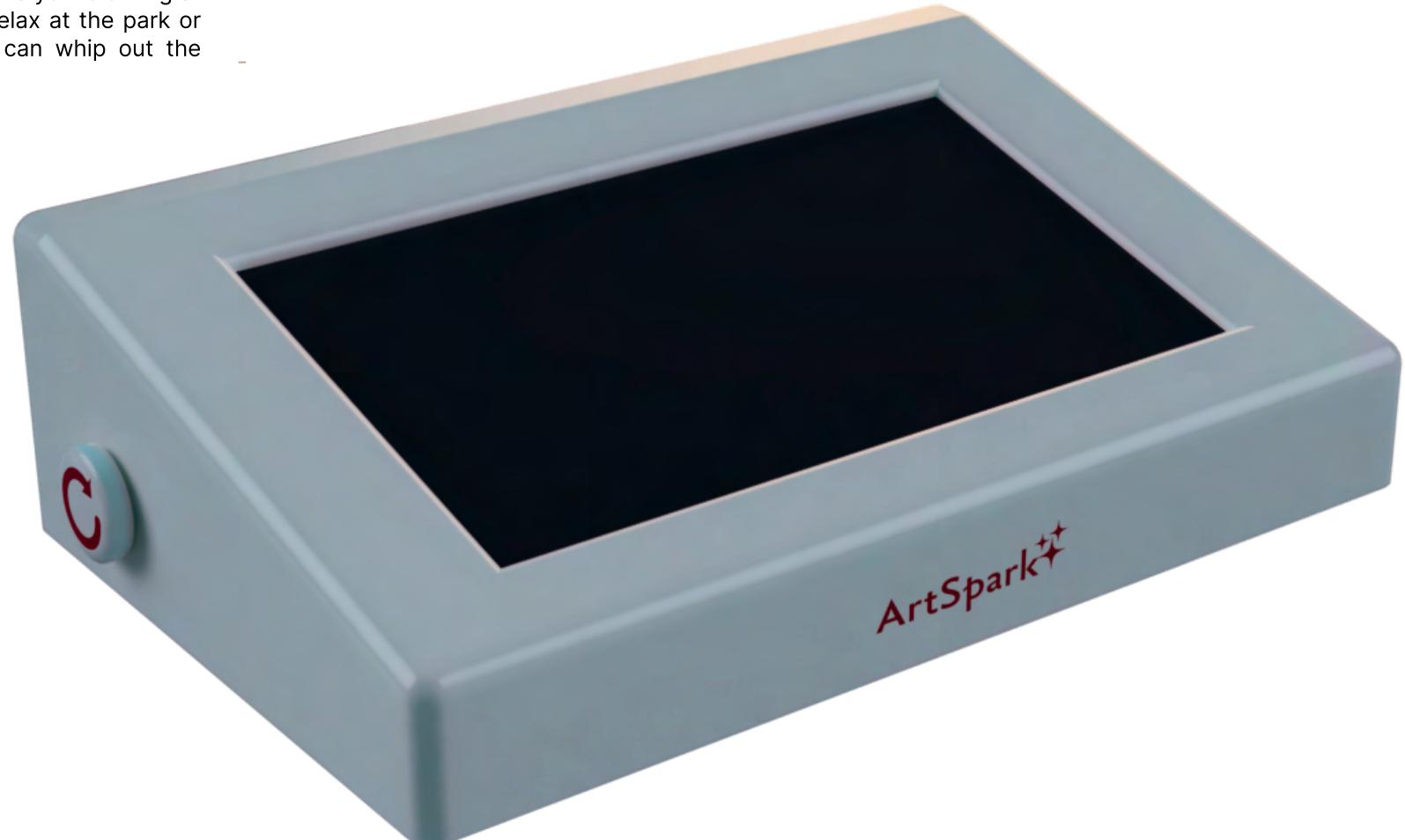
CARAN D'ACHE

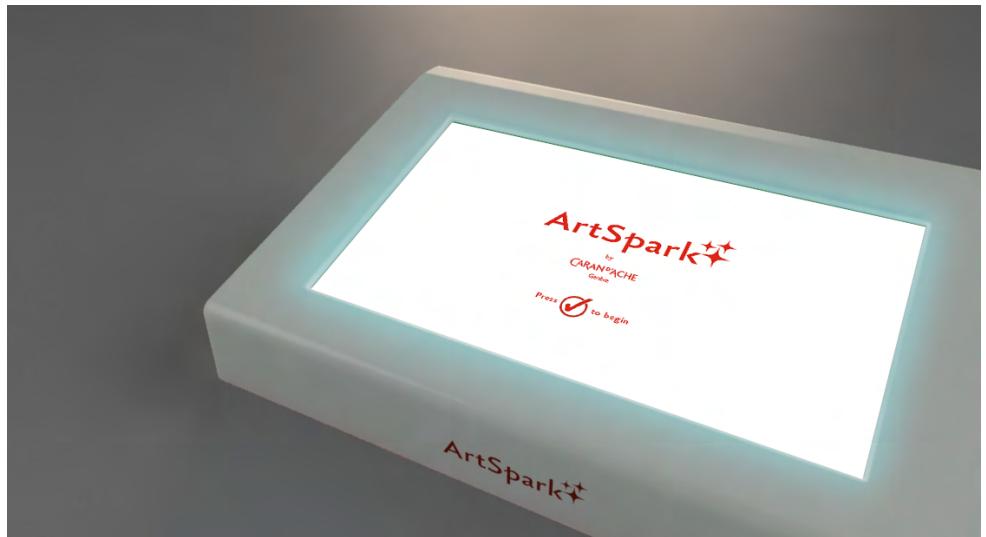
Genève

Project Description

ArtSpark, the ultimate pocket-sized guide for a beginner artist!

An interactive art teacher and to take your art practice along with you! Choose your experience and learn at your own pace, wherever you want. Be it while you're sitting at a cafe sipping on your coffee, out to relax at the park or resting during your lunch break, you can whip out the ArtSpark for a quick art session.

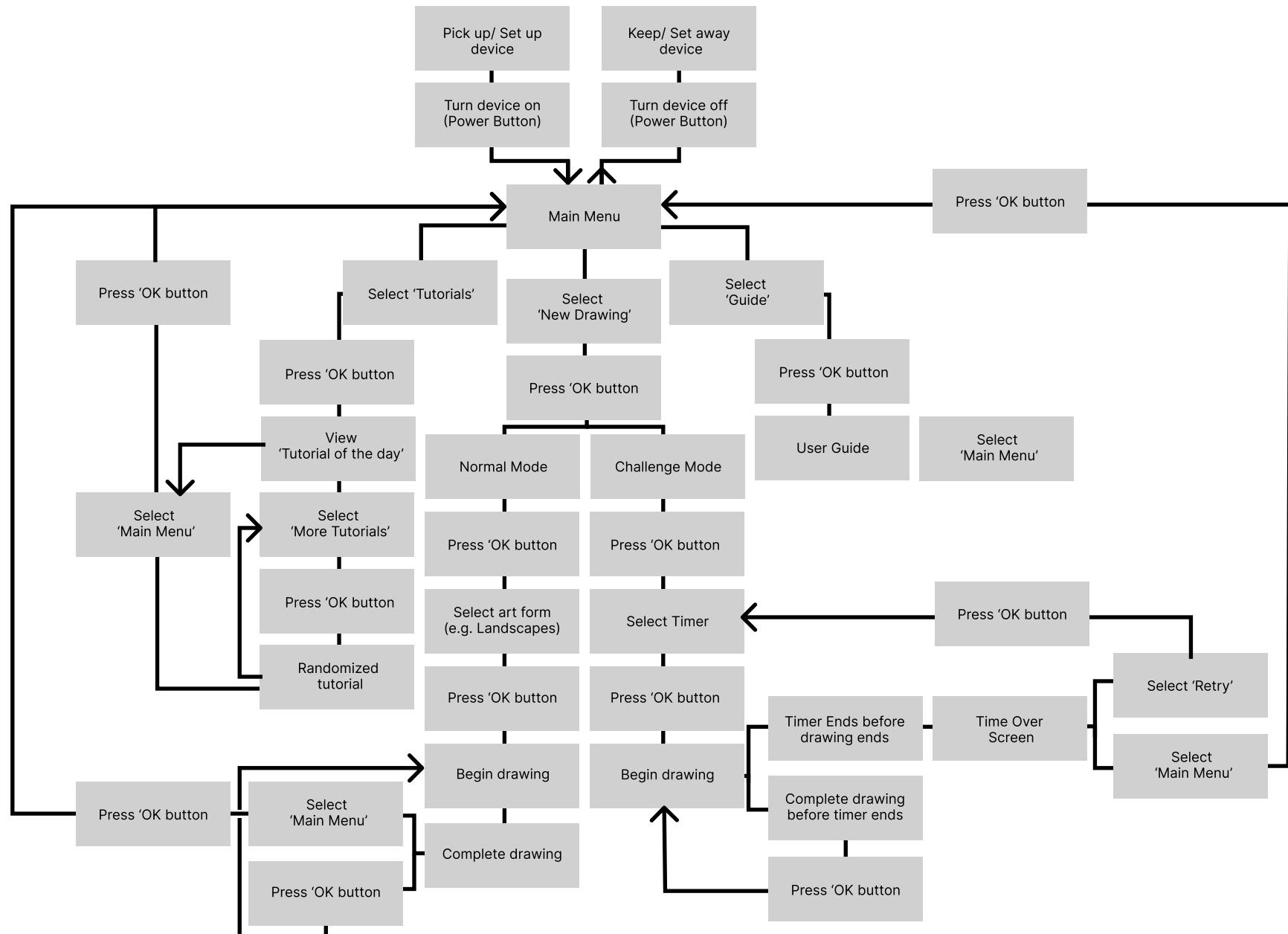




User Journey ✨

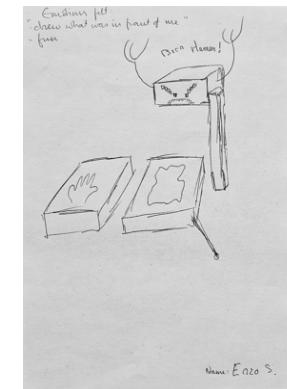
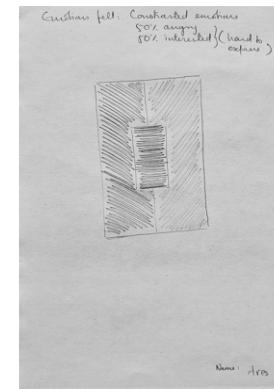
Embark on a personalized art journey. You can choose to take on step by step tutorials catered to you daily and art sessions that you can access in normal and challenge modes, with added customization to fit your learning requirements.





Field observations & Key Insights

Field studies included **telephonic and textual interviews, questionnaires & drawing exercises**. Each of these were catered towards understanding the mindsets & expectations of amateur artists.



Some key insights that led to the development of the current prototype state:

"I need a source of information as a motivating factor to draw."

"A source of appreciation, innovative ways to practice art in mundane situations."

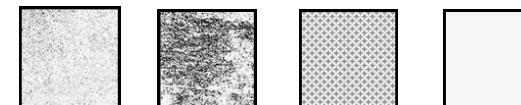
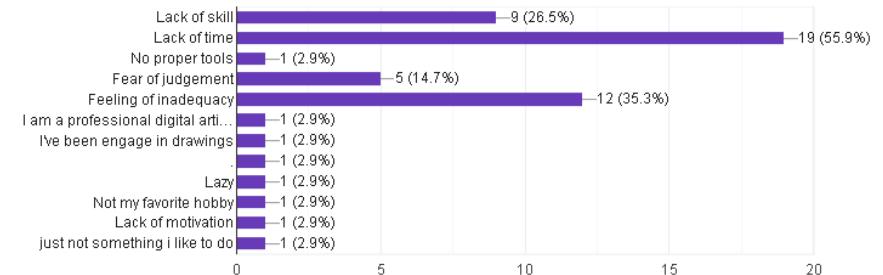
"Should not nag into drawing like mobile apps often do, a way to draw in a flow, a way to warm up before drawing."

"..the ability to make more time for it, seek less validation for what I create through social media, and draw more for myself."

"I hate being told that coloring outside the lines is a sin."

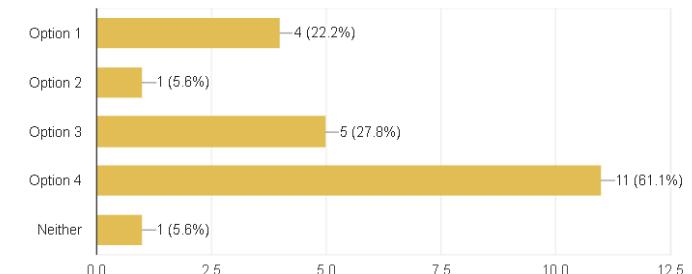
What do you believe are the primary reasons you don't engage more in drawing?

34 responses



Which of the above images do you find relaxing?

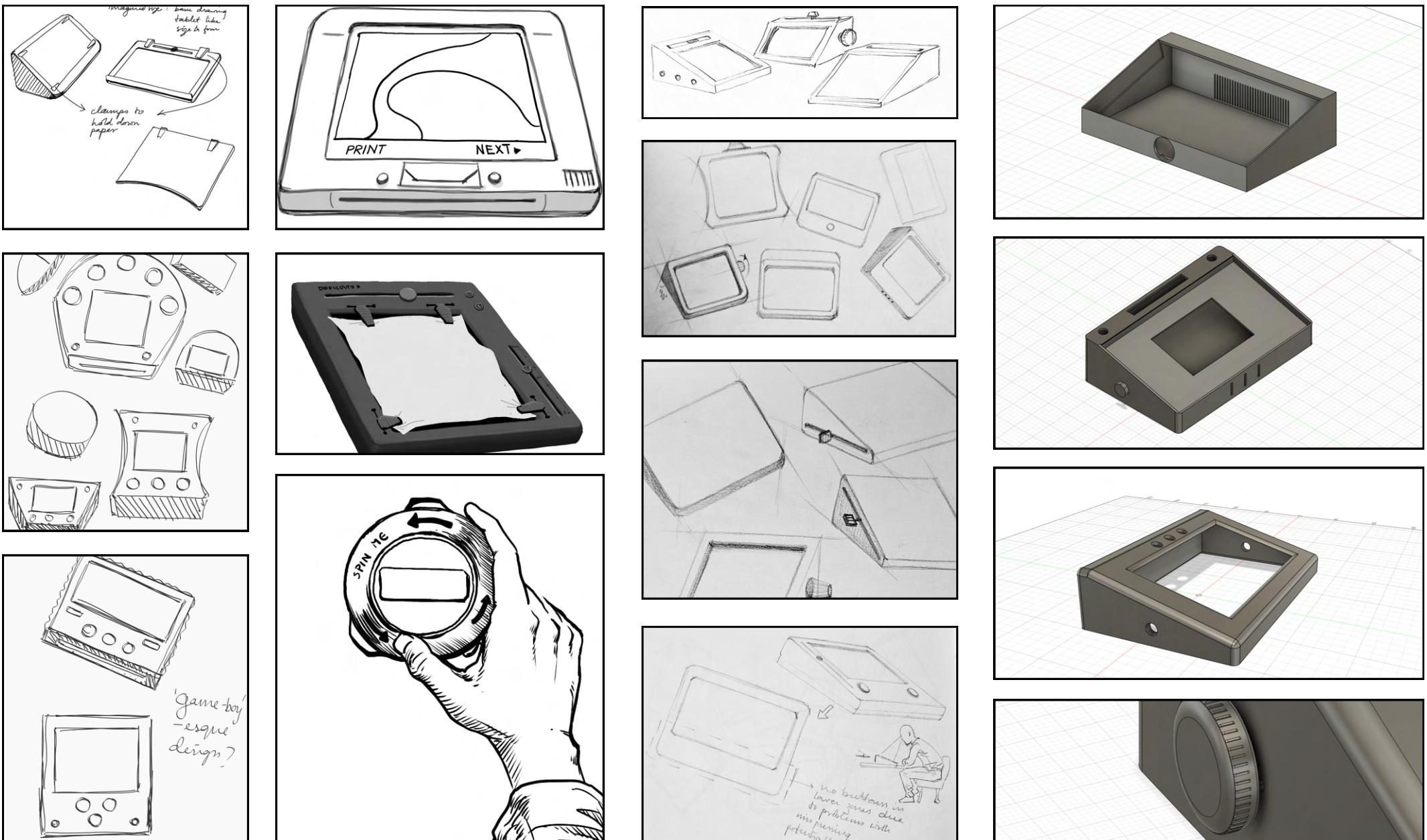
18 responses



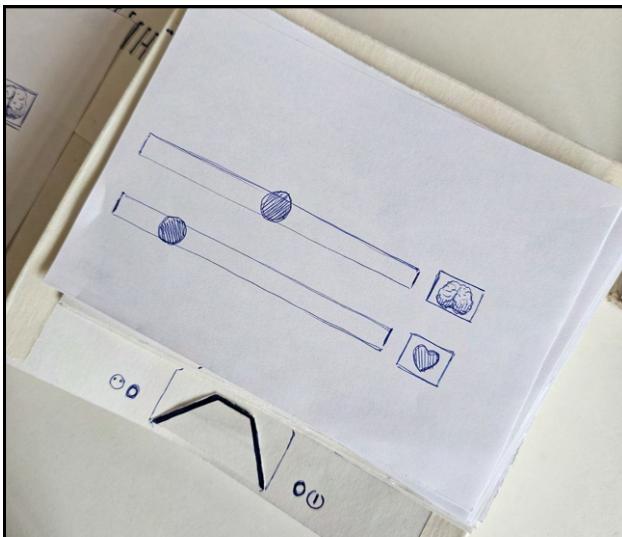
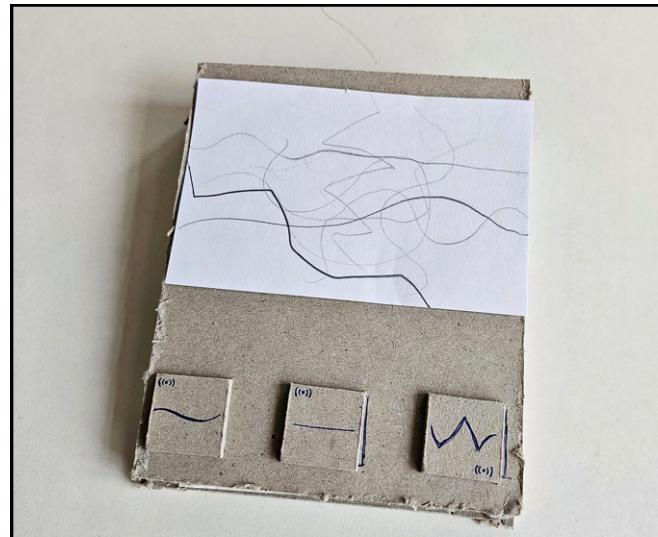
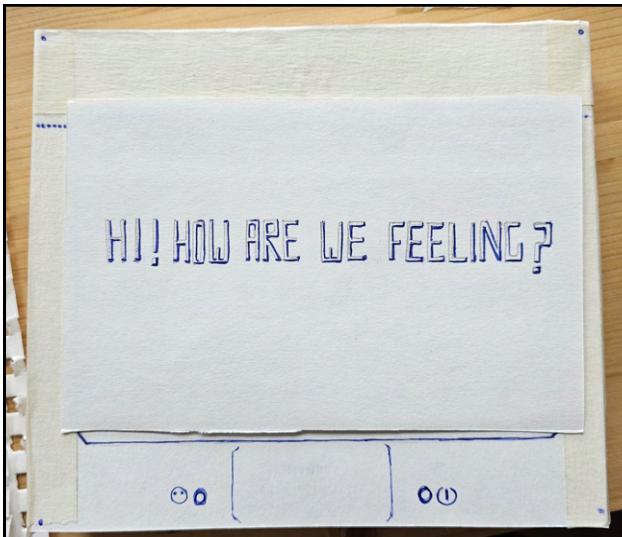
Visual and Material Moodboard



Shape research ✨



Paper Prototypes



Phase I

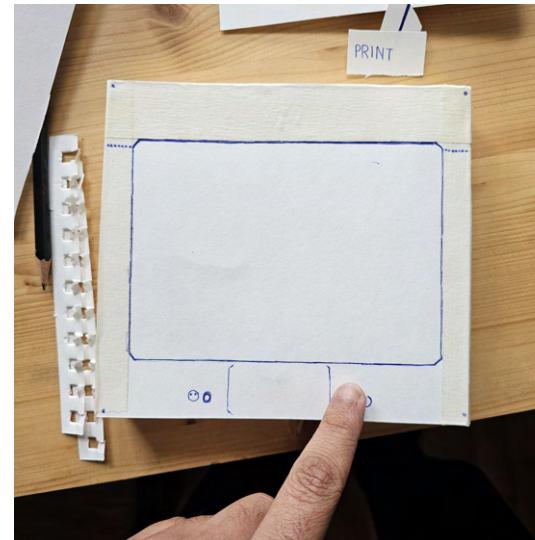
Phase II

Phase III

User Tests

Phase I: EMOTIONAL INPUT

The initial paper prototypes mainly attempted to test an input-based interactive system where users could produce printed outputs based on their emotional needs to collaborate with the device to produce art.



Phase II: INTERACTIVE COLLABORATION

This stage of prototypes tried to refine the idea of user input. Emotion-based input was removed and active collaboration to produce art was explored. The second stage introduced the idea of an 'art education' like experience for the first time.

Phase III: ART TEACHER

This stage saw the final idea really take shape. The prototypes at this stage started exploring ways to help users access quality growth in their art skills. Timer based drawing experiences and tutorials were explored.

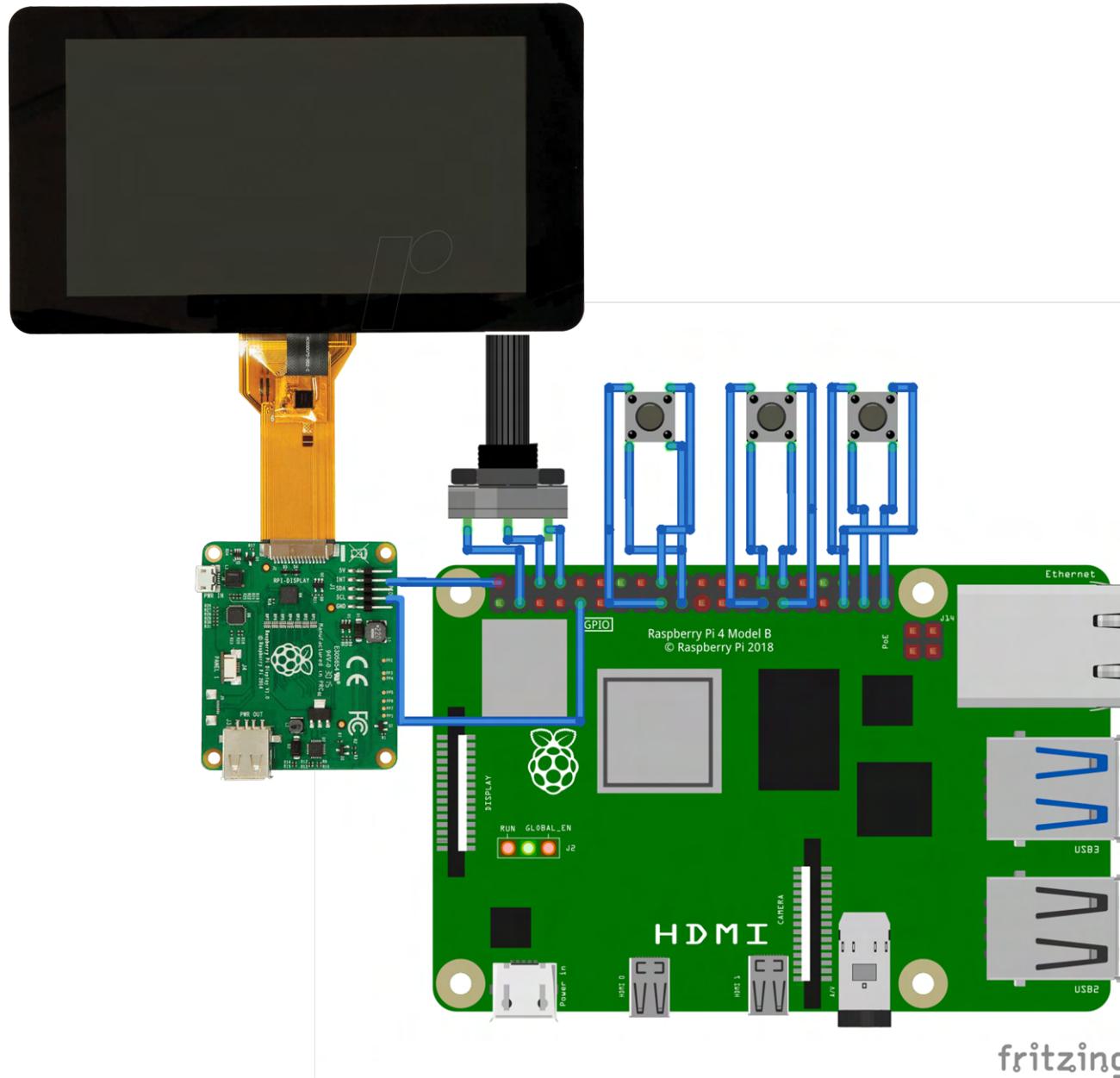
Some key takeaways from all user tests that helped build the final experience are listed below:

"Focus on creating a personalized experience."

"Remove features and elements that make the user feel judged."

"I need easy access to references and prompts."





Plan Drawings

Materials: PLA (3D Print)

Scale: 1:2

