

# CARAN D'ACHE

Genève

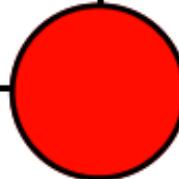
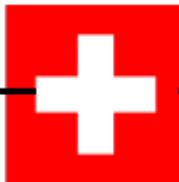
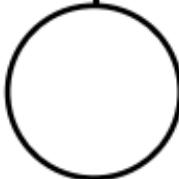
RESEARCH PROGRESS BRIEF

# CARAN D'ACHE

Genève

FFFFFF

pure white in the  
hexadecimal color  
system.



FFoDoo

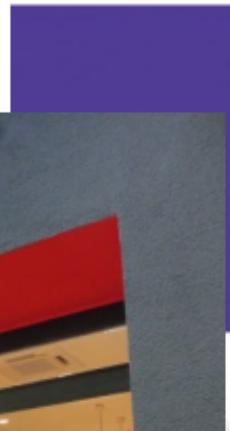
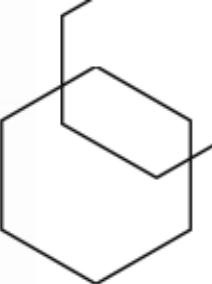
a shade of bright red  
with a slight green  
component.

- Celebration of Swiss heritage
- Contrast and Visibility
- Passion

# VISION

Caran d'Ache envisions shaping the future of artistry by blending Swiss precision and legacy craftsmanship with innovative design for aspiring global creators.

[People and Pencils – The Mission of Caran d'Ache - Women in Family Business](#)



# AIM

The aim of the project is to create an interactive gamified experience on behalf of Caran d'Ache to help beginner/amateur art and design practitioners sketch/ draw habitually.

# 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.

MINDFULLNESS

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.

# PRIMARY RESEARCH

## Methods

Keeping these contexts in mind the primary research (on-going) is shaping up in two major steps:

1. Online questionnaire circulated amongst design students both at HEAD, Geneva and NID (across all campuses).
2. Select students based on a combination of factors observed from among the online questionnaire were interviewed; either in ‘telephonic interviews’ or ‘online interviews’, based on the mode of preference suggested by the interviewee.
3. An assortment of images collected from various design students showcasing scribbles/ doodles from their notebooks, quick sketches etc.

# Online Questionnaire

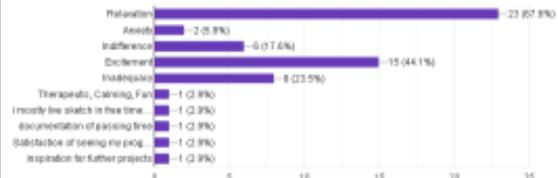
The aim of this questionnaire is to be educated about peoples' emotions and personal considerations when it comes to drawing/ sketching as a hobby. The real aim, however, was to find suitable candidates to have candid interviews with and truly understand their relationship with art.

<https://forms.gle/m5CEMyvezYdcisAt6>

last updated: 11:00 (20-10-2023)

What emotions or thoughts come to mind when you think about drawing in your free time?

34 responses



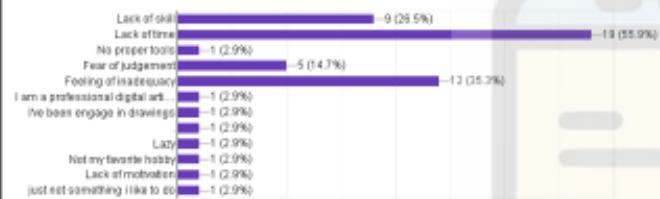
If you were to participate in a drawing activity, which of the following would make you more comfortable?

34 responses



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

34 responses



## Highlights

## Takeaways:

1. 40% of people stated having taken art courses but there also were a significant number of answers (14%~) among them stating feelings of inadequacy and lack of skill as a primary problem in daily art practice.
2. 56% of the answers stated 'Lack of time' as a major component of them not being able to sketch/ draw to their own standards; however 'Fear of judgement' (14%~), 'Lack of skill' (26%~) and 'Feeling of andequacy' (35%~) also were significant among the answers despite 67%~ of the the answers stated having taken art classes atleast a few times.
3. 67%~ of people stated wanting to participate in drawing practices alone.

# EXPERIENCE MAP

APPRECIATION

JUDGEMENT

DIGITAL DETOX

INSPIRED

COPING

DESTRESS

IMPOSTER SYNDROME

SOCIAL MEDIA

=

COMPETITION

BORING LECTURES

PERFECTIONISM

SOCIAL ANXIETY

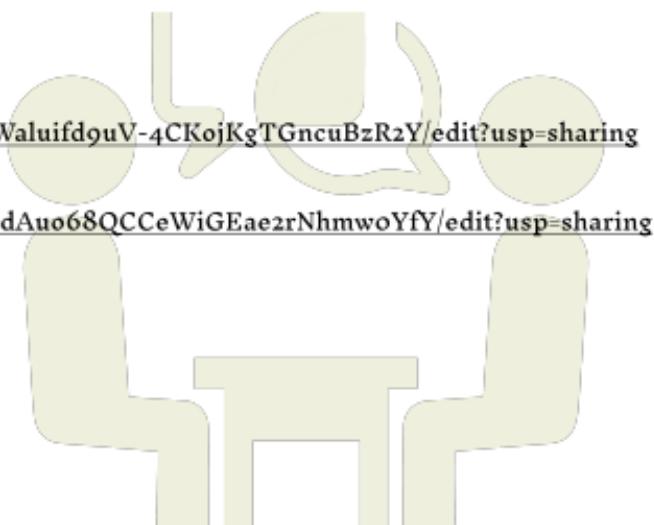
# INTERVIEWS

The aim of this stage of the research process is to seek out the answers that displayed the most negative attachments towards practising drawing/ sketching and have candid and in-depth interviews with the interviewees regarding their relationship with art and what role it plays in their lives.



## ONLINE TEXTUAL INTERVIEWS

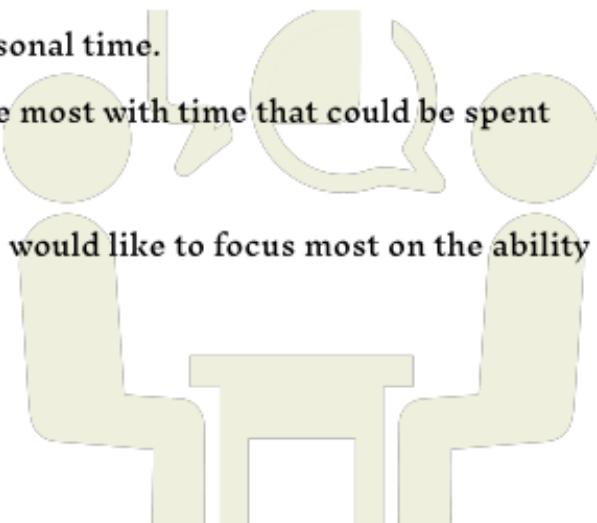
Two of the interviewees I targeted expressed objections with having recorded voice calls and thus led me to send them my interview questions over in text format documents for them to edit and send me the answers in.



1. [https://docs.google.com/document/d/1M3Ho\\_j8WaBBrKU1Waluifd9uV-4CKojKgTGncuBzR2Y/edit?usp=sharing](https://docs.google.com/document/d/1M3Ho_j8WaBBrKU1Waluifd9uV-4CKojKgTGncuBzR2Y/edit?usp=sharing)
2. <https://docs.google.com/document/d/1M28gH-Gc5lQo2KrkXdAuo68QCCeWiGEae2rNhmwoYfY/edit?usp=sharing>

## INTERVIEW I TAKEAWAYS:

1. "Experiences being the major factor, imagining beyond what I can see and recollecting a particular visual are the inadequacies that bother me from practicing art." - Expressed problems with imaginativeness multiple times throughout the interview.
2. Considers sketching an ideal way to spend personal time.
3. Finds that time spent in digital spaces compete most with time that could be spent with sketching.
4. Uses bare minimum sketching to convey ideas, would like to focus most on the ability to transmit ideas.



## INTERVIEW 2 TAKEAWAYS:

1. Expressed disdain about personal lack of imagination enough to express ideas.
2. "...that feeling arises when it comes to creating something from scratch as I face a lot of problem when it comes to creating something I am thinking about. That is when I feel inadequate." - expressed feelings of inadequacy when it comes to creating and expressing with a point of reference.
3. "...they were different from drawing is because those hobbies are completely self satisfactory, maybe related to gaming or trying out a new sport." - Does not consider drawing to be a self satisfactory practice, perhaps due to already existent negative associations around the ability to create art.
4. "That I don't consider drawing as my first priority, I would rather write something to express myself rather than drawing."

## **TELEPHONIC INTERVIEWS**

The other two interviewees I selected were comfortable with recorded telephonic interviews and thus I was able to conduct candid interviews with them over a phone-call. The questions were the same as the previous interview method and yielded more personalised experiences being easily shared and discussed.

3. R. Sharma- Master of Universal Designer (24 y/o, Bachelor in Mechanical Engg.)

[https://drive.google.com/file/d/1-1j8sfey7oXhwnb9M7yIBXqacGVoPPfM/view?usp=share\\_link](https://drive.google.com/file/d/1-1j8sfey7oXhwnb9M7yIBXqacGVoPPfM/view?usp=share_link)

4. O.Mokashi- Master of Game Design ( 29 y/o, Bachelor in Electronics Engg.)

[https://drive.google.com/file/d/1zKpNiyVtqGbpIxzlU\\_A4RNZBDrtjyd6v/view?usp=share\\_link](https://drive.google.com/file/d/1zKpNiyVtqGbpIxzlU_A4RNZBDrtjyd6v/view?usp=share_link)

## INTERVIEW 3 TAKEAWAYS:

1. Struggles with art when there is a lack of appreciation.
2. Does not consider there to be a correlation between art and talent, considers it to purely be practice-driven from personal experience.
3. Considers social media to be a major inhibitor to time that could be spent with art.
4. Motivation comes from looking at others' processes and spending time with better artists.
5. Found it easier to indulge in socially indulging hobbies like drama and sports.
6. Learnt 'stippling' art to gain patience with art practice.
7. Considers that society needs more 'divergent thinking' to create more creatively inclined people. Such ideas should be instituted in school systems.
8. Fights with artistic confidence.

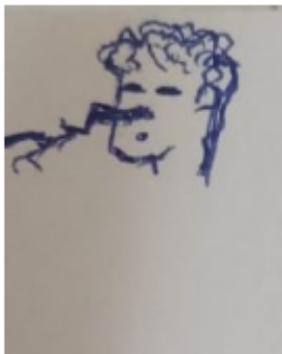
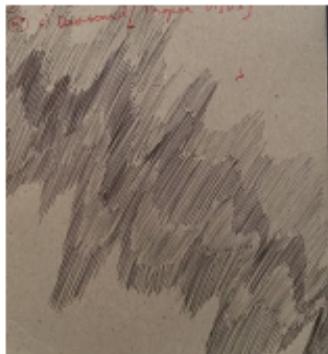


## **INTERVIEW 4 TAKEAWAYS:**

1. Feelings of inadequacy due to never having studied in an art course.
2. Concerned about skill.
3. Good at visualization but finds it hard to transmit ideas to life.
4. “I would like to draw alone but I am constantly in social spaces.
5. Used to draw everyday earlier, stopped when art became an academic requirement and the new educationally rewarding factor countered the freedom of drawing.
6. Would like to have more access to spaces where art is constantly and freely showcased individually.
7. Not artistically inclined, struggles in personal relationship with art.
8. “I don’t think I am an artist but I am certainly an admirer of art.”

# SKETCHES/ DOODLES

A small collection (currently on-going) of nonsensical doodles, shapes and scribbles observed and documented from peers.



# AN IDEAL ART ASSISTANT?

Interview 1: A source of information as a motivating factor to draw.

Interview 2: Easier access to references and prompts.

Interview 3: A source of appreciation, innovative ways to practice art in mundane situations.

Interview 4: Should not nag into drawing like mobile apps often do, a way to draw in a flow, a way to warm up before drawing.

## Keywords from Questionnaire:

Motivation

Time

Space

Relaxation

Excitement

# THE IDEAL USER

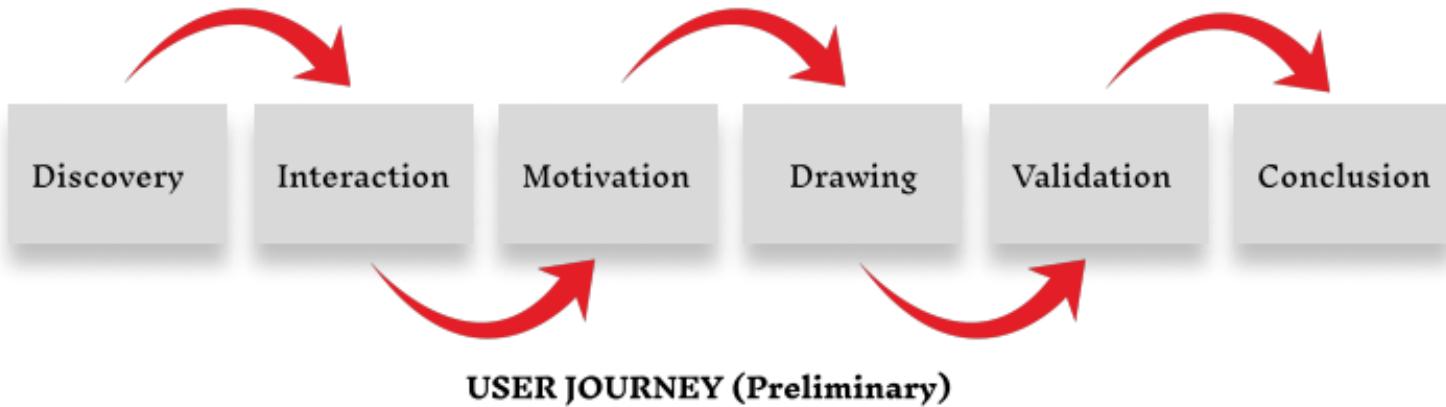
The ideal beginner artist to indulge in most plausible use case scenarios can be divided into two main groups. It is important to keep in mind that this is a hypothetical observation based on the Primary research to be able to design the experience more efficiently. Most humans actually will exhibit a spectrum of behaviors in this combination.

- 1. THE SOLITARY ARTIST:** This type of artist requires private spaces and personal time to indulge in art. They are not likely to seek a lot of human validation to become habitual artists. Technological modes of motivation/ validation could potentially be useful in their user journey.
- 2. THE EXTROVERT:** This artist thrives in social spaces and relies on human validation to be inspired and motivated. They are more likely to set out in the user journey in social spaces.

# USER JOURNEY

The ideal user journey for the experience to be designed can be based on takeaways from the Primary Research. Some of the factors to keep in mind are as follows:

1. Time- efficient: Can be easily used within a 5 to 10 minute time frame.
2. Relaxing: Should be comforting to interact with, should not seek the user's attention unless the interaction is initiated by the user themselves.
3. Exciting: Should allow for unique prompts/ use cases by allowing the interaction to be easily contextualized by the user/s.
4. Space: Should be easily portable and usable in a variety of social/ private spaces.
5. Appreciation/ Motivation: Should be a source of appreciation to motivate the user to habitually indulge in the experience.



The projected user journey will take a more solid shape as the product design is explored more and form and interaction modes become clearer eventually.