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
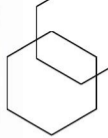
AIM

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 dont know 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/m5CEMyvezYdc1sAt6

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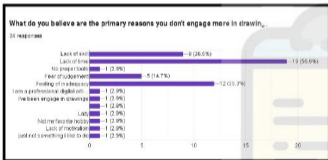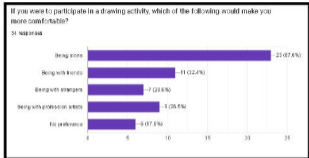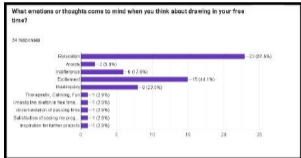
Highlights

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.
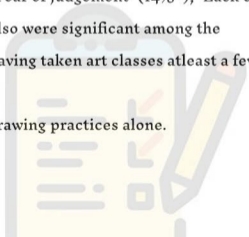
EXPERIENCE MAP

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

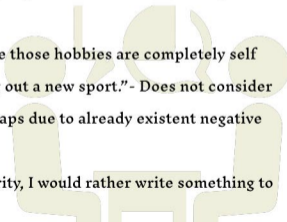2. https://docs.google.com/document/d/1M28gH-Gc5lQo2KrkXdAuo68QCCeWiGEae2rNhmwoYfY/edit?usp=sharing

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.
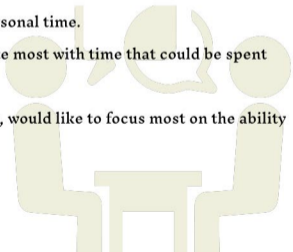
INTERVIEW 2 TAKEAWAYS:

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 andequacy 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 dont 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 annd yielded more personalised experiences being easily shared and discussed.

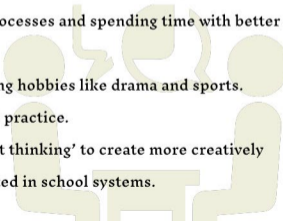3. R. Sharma- Master of Universal Designer (24 y/o, Bachelor in Mechanical Engg.)

https://drive.google.com/file/d/1-1J8sfey70Xhwnb9M7yIBXqacGVoPPfM/view?usp-share_link

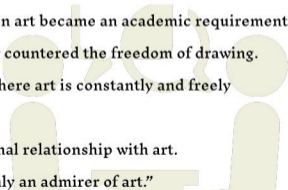4. O.Mokashi- Master of Game Design (29 y/o, Bachelor in Electronics Engg.)

https://drive.google.com/file/d/12KpNiyVtqGbpIx2lU_A4RNZBD1tjyd6v/view?usp-share_link
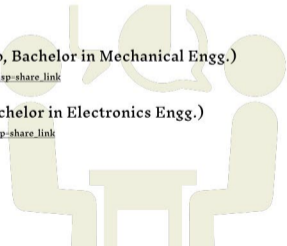
INTERVIEW 3 TAKEAWAYS:

1. Stuggles 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 'stipling' art to gain patience with art practice.
7. Considers that society needs more 'divergent thinking' to create more creatively inclined people. Such ides 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.
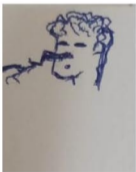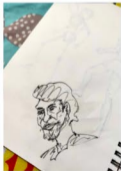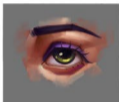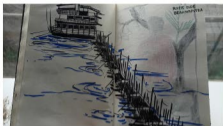
AN IDEAL ART ASSISTANT?

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 PERSONAS

Based on hypothetical use-case scenarios set earlier, here are some user personas constructed to help create a sensible user journey throughout the entire design process.

Sarah - The Busy Commuter

- Age: 27
- Occupation: Marketing Associate
- Demographics: Lives in an urban area, commutes daily by train.
- Interests: Listening to podcasts, mobile gaming, online shopping.
- Pain Points: Feels her commute isn't productive. Seeks activities beyond screen time.

Jake - The Outdoor Luncher

- Age: 34
- Occupation: Software Developer
- Demographics: Works in a city, prefers outdoor breaks.
- Interests: Nature walks, recreational sports, tech blogs.
- Pain Points: Sometimes feels aimless during breaks. Wants short creative exercises.

Mia - The Evening Relaxer

- Age: 29
- Occupation: Event Planner
- Demographics: Lives in a suburb, has a pet dog.
- Interests: Yoga, reading, pet training videos.
- Pain Points: Often feels stressed post-work. Seeks relaxing pre-sleep activities.

Raj & Priya - The Celebrating Couple

- Age: Raj (31), Priya (30)
- Occupation: Raj (Financial Analyst), Priya (School Teacher)
- Demographics: Married for 3 years, enjoy vacations.
- Interests: Traveling, dining out, attending concerts.
- Pain Points: Looking for unique ways to celebrate and reminisce.

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.

| Discovery | Interaction | Motivation | Drawing | Validation | Conclusion |
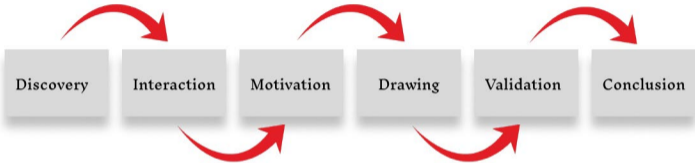
USER JOURNEY (Preliminary)

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.

FEEDBACK (Wednesday October 25)

-Still too complex.

-Start narrowing down the projected user journey. Stop trying to design for all the
 4 user personas. Designing for everyone is simply not possible.

-As for the user journey in the frame above, just look out for smaller combinations
 of 2 behaviors/interactions of the journey.

Eg: Interaction to Motivation to Drawing

    Drawing to Validation etc.

IDEATION (October 26):

The direction to take now shall be to seperate 2 different parts of the previously projected user journey and try to target a more specific audience with more specific targeted user jouneys.

Idea 1: Motivation to Drawing

Idea 2: Drawing to Validation

Drawing to Validation:

Sketch ideas:

1. A **Validation Machine** with preset emotions to react with to drawings (for example, maybe if you set it to disapproving, it will keep undermining and disrespecting you)

2. **AR Overlay feedback machine**: to determine good proportions, pressure and form of drawings.

(To be further explored after research)
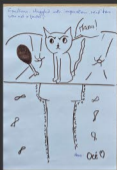
Motivation to Drawing:

1. **Collaboration machine**: Mood preset--- appropriate lines printed out to inspire/ motivate----Drawing

2. Reference/ Prompt generator: A fidget spinner that generates prompts to go through and draw when appropriately inspired.

Sketching exercises (October 26):

Handed out A5 pieces of paper to my peers and asked them to draw something on the spot. They were given 2-3 minutes each and asked to draw anything , no holds barred.

Key insights:

-Most participants expressed their struggle with inspiration upon being asked to draw spontaneously.

-Participants also struggled with the pressure to have to express themselves.

Participant entries